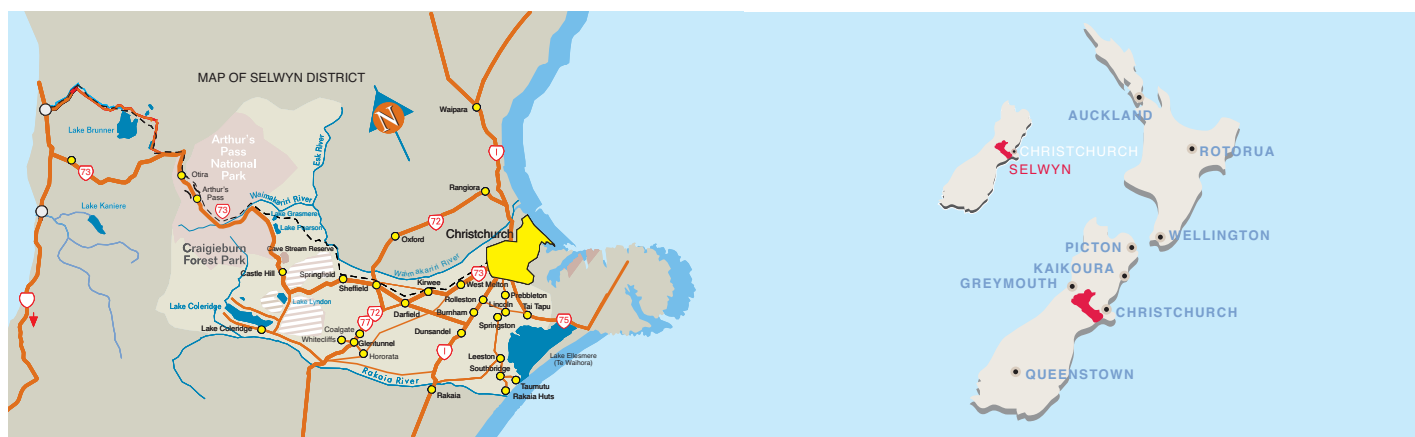


SELWYN DISTRICT

COMMUNITY DEVELOPMENT STRATEGY 2006



KEY FACTS ON SELWYN

Selwyn district covers 6,492 square kilometres, from the outskirts of Christchurch to the Southern Alps. Selwyn includes the rapidly growing towns of Prebbleton, Lincoln and Rolleston, adjoining Christchurch. A third of the district includes the flat arable farmlands of Ellesmere, Lincoln and Malvern. Over one-third of the district is either bush or tussock lands and part of the conservation estate. The population of Selwyn in 2004 is estimated to be 30,800, an increase from 27,312 in 2001. In 2016/17 the population is estimated to reach 41,280. Most of this growth will be focused on the area bounding Christchurch. A third of the residents of Selwyn live in semi-rural lifestyle blocks. Selwyn has a tradition of intensive, diversified rural land use. The research facilities at Lincoln focus on innovative, sustainable land use, which is pertinent to the needs of the Selwyn economy. The research facilities employ one-seventh of the district's workforce.

Implementation

This strategy was collated with information from Statistics New Zealand, Future Path Canterbury consultation, interviews with over 20 community leaders, attendees at the Selwyn Youth Forum and other, community development organisations. This strategy contributes to the implementation of the Selwyn Community Plan. It will be used to set annual priorities for the Council's community development work and source government assistance at a regional and national level.

	SELWYN	CHRISTCHURCH	NEW ZEALAND
Population [2004] ¹	30,800	344,200	4,061,400
Estimated population 2017 ²	41,280	358,800	4,505,900
Median age	36.2	35.5	34.6
Secondary school growth 2003/4	4.9%		2.1%
Tertiary qualifications [% of pop]	33.0	32.8	32.2
No formal qualification [% of pop]	24.9	26.1	27.6
Social deprivation index ³	1.19	5.26	
Average hourly earnings	\$28.63 [M], \$17.62 [F]	\$21.95 [M], \$19.41 [F]	\$22.83 [M], \$19.52 [F]
Median income	\$21,000	\$17,600	\$16,500
Business locations 2005	2,354	29,914	366,128
Residential building consents 2005 (floor area)	132,675sq.m	398,280sq.m	496,5783sq.m
Non residential consents 2005 (value)	\$21.7 million	\$266.9 million	\$4,104.6 million
Occupancy rate % accommodation	20.6	58.2	36.8

1. All figures derived from Statistics New Zealand information.

2. SDC official population "high growth projections" adopted 2006.

3. Calculation of this index ranges from 1-10 where 1 is the least. It is derived from information on living space, home ownership, qualifications, income, transport, employment, communications, support.



WHO HELPED PREPARE THIS DOCUMENT AND HOW WILL IT BE USED

This draft strategy was collated with information from Statistics New Zealand, research commissioned in the development of the Selwyn Community Plan [LTCCP], research on best national and international practice in community development, advice from central government agency and local research institutions and interviews with over 20 local community groups. It will be presented for consultation with further stakeholders community groups and individuals and represented for Council approval.

The document will then be used to set annual priorities for the Council's community development work and source some government assistance at a regional and national level. It is envisaged that this first Selwyn Community Development Plan will be re-evaluated in 2-3 years when more is understood about our capabilities and possibilities for collaboration. This strategy sits beside the Selwyn Economic Development Strategy to give guidance to the work of the Community Development Unit.

VISION

To ensure that Selwyn is a great place to live, work and play. This will happen with balanced growth, innovation and care for our people in Selwyn.

MISSION

With community groups and other organisations working within Selwyn (Service Providers), Selwyn District Council will work to add impetus to the community development of Selwyn by:

- Developing existing local skills and attracting new talent to ensure Selwyn is an attractive place to live, work and play
- Working locally and regionally to ensure that Selwyn's people are provided with good access to community support.
- Facilitating the collective empowerment of existing and new organisations to promote genuine participation and involvement.
- Utilising the resultant transfer of skills to promote a vibrant and creative community.



SELWYN COMMUNITY PLAN, COMMUNITY OUTCOMES

This strategy has been prepared to help implement the Selwyn Community plan. The community outcomes identified in that plan are:

- Air, land and water and general environment to be kept in a healthy condition.
- A living environment where the rural theme of Selwyn is maintained.
- Access to community and public health services.
- Advocate to ensure that governmental and social organisations have an appropriate presence in the district.
- A safe living environment.
- Information on community needs and resources.
- A business friendly environment [see Selwyn Economic Development Strategy.]
- Effective and accessible transport system.
- An ability to experience cultural activities.

The focus of some of these outcomes are found in other documents, however the community development strategy will aim to address these outcomes where appropriate.

CORE PRINCIPLES FOR COMMUNITY DEVELOPMENT IN SELWYN

A SENSE OF PLACE (TURANGAWAEWAE)

that living in Selwyn provides rich lifestyle experiences encompassing creativity, a sense of history and enjoyment so local people are proud to live in Selwyn and feel that their sense of place supports them in their dealings within the community and the wider world.

EMPOWERMENT

our community efforts benefit when everyone has a voice, when all voices are encouraged and when our people understand the means to express their views and contribute to a self-sustaining community.

CONNECTIVITY

our people, working together, taking responsibility and pooling resources and networks, will make Selwyn a stronger community (increase our "Social Capital").⁴ Successful collaboration in one endeavour builds connections which makes further collaboration possible.



A COMMUNITY 'IN CHANGE' Key Comments on the Selwyn Community

- Growth: Selwyn Population:
 - 21,300 (1991)
 - 27,312 (2001)
 - 31,200 (2006)
 - 41,280 (2016/7⁶)

- Estimated Growth: Population Breakdown in age bands

Projected population change of territorial authorities medium series 2001 (Base)-2026⁵

Territorial Authority	Year	Population by Age Group (years) at 30 June					Total	Median Age (years) at 30 June
		0-14	15-39	40-64	65+			
Selwyn District	2001	6,600	10,100	9,300	2,300	28,300	35.0	
	2006	7,200	10,600	11,300	2,900	32,100	36.5	
	2011	7,400	11,200	12,900	3,800	35,200	38.0	
	2016	7,600	11,900	13,700	5,100	38,300	39.1	
	2021	7,700	13,200	14,000	6,500	41,400	39.5	
	2026	8,100	14,100	14,200	8,200	44,600	40.1	

- In the next 20 years, the fastest growing sector of our community will be people over 65 years.
- The Selwyn community can be grouped in three categories:
 - Farming families on larger blocks of land [approx 20% of our community.]
 - People living on 'small blocks' [approx 30% of our community], who research indicates have high incomes and often work in Christchurch.⁷
 - People living in Selwyn townships [approx 50% of residents]. This includes residents of Rolleston, Lincoln and Prebbleton, our fastest growing townships.
- People moving from urban Christchurch to Selwyn have different expectations and needs from the traditional Selwyn community.
- More than half of the main salary earners in Selwyn work in Christchurch.⁸
- The speed of growth in Selwyn means that institutions, often based in Christchurch, (education, health and voluntary organisations) may not have matched resources to these new areas of population.
- Selwyn District covers 6,492 sq kilometres, which means that there are still challenges created by the distance between communities. This makes travel for activities (eg sport) expensive. It also means that small groups may be struggling with an issue that their neighbours in the next township are also finding a challenge.

5. Statistics NZ Medium Population Growth Estimate
 6. Selwyn District Council, high growth population estimate
 7. Selwyn District Council Small Block Survey 2005 in association with Lincoln University
 8. Selwyn District Council's Bi-annual Residents' Survey



WHAT DOES THIS MEAN FOR OUR COMMUNITY?

A CHANGE IN TRADITIONAL RURAL CHARACTER

Rural communities have traditionally developed the ability to look after themselves through involvement in community groups and activities. With half of our residents working in Christchurch, the continuance of this community involvement is a challenge.

NEW PEOPLE - NEW NEEDS

The 600 new families each year moving into Selwyn bring new expectations and needs.

NEW PEOPLE - NEW TALENTS

Selwyn needs to find creative ways to combine the skills and talents of new residents, with the experience and networks already in existence.

NEW TECHNOLOGY - NEW COMMUNITY OPPORTUNITIES

The internet has given us the world as our community. New technology can consolidate our sense of place and identity.

PARTNERSHIPS FOR DEVELOPMENT

Our ability to work collaboratively will allow us to develop strong internal and external networks and creative community solutions. Local resources can lead the solution to local problems.

MAIN IDENTIFIED AREAS OF COMMUNITY DEVELOPMENT

1. AN ACTIVE AND HEALTHY COMMUNITY

Strategic Objectives:	Key Action Points:	Why:
Encourage active lifestyles in Selwyn residents.	Undertake and implement the Physical Activity Strategy.	An active population is healthier.
	Work with Sport Canterbury to support local sporting initiatives.	To get more people, more active, more often.
Increase the health of Selwyn residents.	To ensure that Selwyn people have access to healthcare resources on a par with Christchurch residents.	Because easy access to healthcare is a key indicator of a healthy population.
	Supporting our local healthcare organisations, eg local medical centres and St John Ambulance.	Because local organisations enhance the work of health services.
Promote healthy eating amongst Selwyn residents.	Liaise with Community Public Health and the PHO on healthy eating initiatives.	Healthy eating promotes good health.
Make Selwyn a 'preferred' place to live.	Encourage local events and celebrations. Support local libraries. Support local historical and cultural organisations.	Because to make living in Selwyn a rich and fulfilling experience will keep people active and engaged and Selwyn a great place to live.
To make it easy for local residents to source central government assistance.	To facilitate the delivery of national and regional projects by liaising with appropriate agencies on behalf of Selwyn residents.	To make national assistance available to all New Zealanders, wherever they live.

Key stakeholders:

Selwyn District Council
 SPARC
 Sport Canterbury
 Community and Public Health
 Partnership Health (PHO)
 Ministry of Social Development

Key areas of focus:

Alignment of needs to resources.
 Developing collaborative partnerships.
 Looking after our young and old people.
 Mental Health.
 Supporting libraries, events, local history and cultural organisations.
 Ease of access to Selwyn's health and recreation services.



SAFETY

Strategic Objectives:	Key Action Points:	Why:
To make Selwyn a safe place to live, work and play for all residents.	Using crime statistics and incorporating CPTED principles; work with NZ Police and Neighbourhood Support.	To make Selwyn safe
Enhance safety from crime through preventative and supportive actions.	Link with Safer Canterbury, Police, Neighbourhood Support and Youth Crime initiatives. To discourage tagging and graffiti.	To encourage neighbours to look after each other and the local community. Fixing this costs money better spent on constructive initiatives
Investigate the incidence of injury in the Selwyn Community.	Work collaboratively with ACC and the Canterbury District Health Board to investigate why Selwyn ACC statistics are significantly lower than the NZ average.	To keep Selwyn residents safe.
Support safety and injury prevention through collaboration and coordination.	Work with Christchurch City Council Injury Prevention stakeholders to bring appropriate projects to selwyn.	To keep Selwyn residents safe.
Enhance safety on our roads.	Selwyn Road Safety Coordinator works collaboratively with Police, ACC, Land Transport New Zealand and the Road Safety Coordinator.	To lower the incidence of road accidents in the district. Road safety co-ordinator.
To make it easy for local organisations to source outside assistance.	To collate and have available, from official sources, information about safety issues in Selwyn.	To ensure that safety initiatives are well targeted.

Key Stakeholders:

Selwyn District Council
 New Zealand Police
 ACC
 Land Transport New Zealand
 Road Safety Coordinating Committee
 Neighbourhood Support
 Safer Canterbury
 Canterbury District Health Board
 Christchurch City Council
 Ministry of Health
 Ministry of Social Development

Key Areas of Focus:

Youth & Property Crime.
 Road Safety.
 Encourage CPTED⁹
 Civil Defence.
 Developing access to Selwyn Safety Information.
 Developing partnerships with key stakeholders to develop special projects.



CONNECTIVITY

Strategic Objectives:	Key Action Points:	Why:
Welcome new residents to Selwyn.	Develop a 'Welcome to ... (township) brochure' for townships to deliver to new residents.	To provide a welcome that encourages new residents to feel part of the community.
To make it easy for local organisations to source outside assistance.	To collate and have available, from official sources, information about Selwyn, its land and its people. To develop information on funding sources for local groups.	To empower local groups.
Make Selwyn's volunteer organisations volunteer friendly.	CDO (Community Development Officer) works with local organisations to assist them in becoming volunteer friendly.	To increase the number of volunteers in the Selwyn District.
Increase the number of volunteers in Selwyn's voluntary organisations.	Liaise with Volunteering Canterbury to provide training for new and existing Selwyn volunteers.	To increase the social capital in the Selwyn District.
Establish a database of Selwyn Community Organisations.	List posted on www.selwyndistrict.co.nz	To have information on community groups easily available. (10)
Encourage internet use amongst Selwyn residents.	Support IT training in the Selwyn district.	To connect Selwyn residents with the wider world.
Maximise connections among groups both within the district and outside of the district.	CDO links 'common interest' groups in order to maximise resources.	To coordinate Community/ Social Services. (11)
Building and consolidating a strong Selwyn community, inclusive of age, ethnicity and length of residence in the district.	Provision of an increased number of networking activities that are 'all inclusive', eg the Rolleston Fireworks evening.	To provide 'third place' opportunities for residents to meet each other on neutral territory.
Support the work of local educational institutions.	Provide information to facilitate their growth.	Because knowledge builds networks.
To make Selwyn a 'preferred' place to live.	Encourage local events and celebrations. Support local libraries Support local historical and cultural organisations	To make living in Selwyn rich and fulfilling.

Key Stakeholders:

Selwyn District Council
 Selwyn District Community Groups
 Volunteers
 Volunteering Canterbury
 Community Funding Organisations
 Events' Organisers
 Selwyn Residents
 Ministry of Education
 Educational Institutions

Key Areas of Focus:

Rolleston and other high growth areas.
 Volunteer Support Programmes.
 Development of general Selwyn information database.
 Encouraging collaboration that allows successful projects that could not be achieved by a single group.



WE WILL KNOW WE ARE MAKING PROGRESS WHEN:

Our residents' and community survey shows survey shows

- An increasing proportion of residents enjoy living in Selwyn.
- An increasing proportion of residents who feel valued and supported by their community.
- Our people are fitter and healthier for their age than the national average.
- That our people continue to feel safe.
- An increase in the number of people involved in community 'affairs'.
- Our voluntary organisations report an increase in volunteer numbers.
- Our volunteers have a sense of belonging and feel valued.