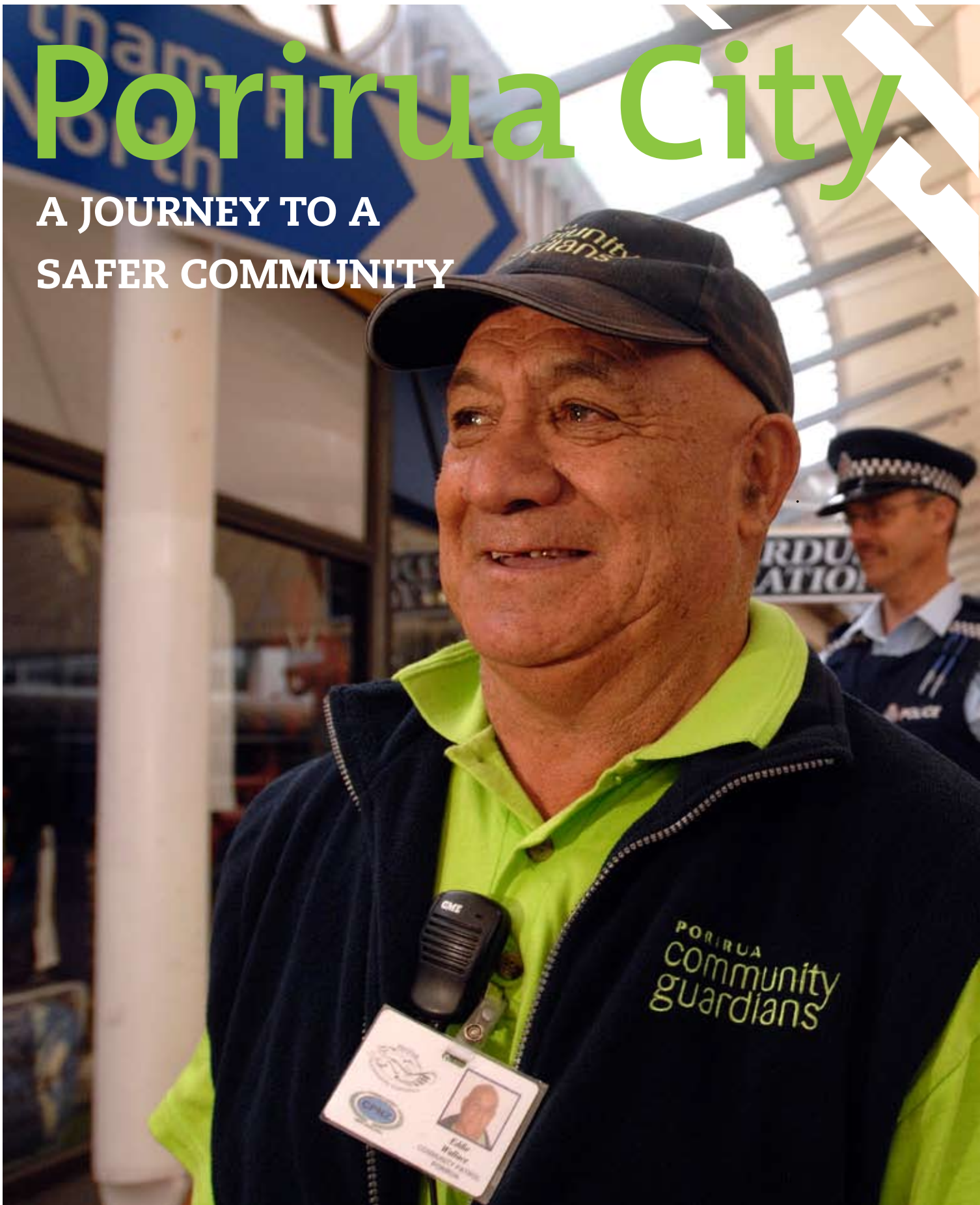


Porirua City

A JOURNEY TO A
SAFER COMMUNITY



 Porirua Healthy Safer City Trust

 Housing New Zealand
Housing New Zealand Corporation

 NEW ZEALAND
POLICE

 Regional Public Health
Health Services Unit, Wellington

 PORIRUA
community
guardians

 APF


PORIRUA
CITY COUNCIL



 SOLGM
NZ SOCIETY OF LOCAL GOVERNMENT MANAGERS

NEW
ZEALAND
POST
GROUP



Entry for the 2008 New Zealand Post Group Local Government Excellence Awards

NAME OF PROJECT

Porirua City A Journey to a Safe Community

NAME OF ENTERING COUNCIL:

Porirua City Council

CATEGORY:

Joined-up Local Government

ROGER BLAKELEY

Chief Executive

PORIRUA CITY COUNCIL

Chair of Safer Porirua Strategic Group

Attachment:

Porirua Safe As!

Application to become a World Health Organisation Identified Safe Community, July 2008.

1. The rationale for the project and expected benefits

Porirua City has always been perceived as a poor and unsafe place to visit and live. This is largely fuelled by elements such as a highly diverse population, manufacturing industries and their decline, concentrations of state housing, gang activity and an historical legacy of the psychiatric hospital. Despite areas of deprivation, statistics do not bear out this negative portrayal.

Recent audits and surveys, however, have shown that safety was becoming an issue, particularly regarding injuries in the home, fear of crime and geographic disparities in feelings of safety, family violence, graffiti, vandalism and environmental degradation.

The growing realisation of the importance of this issue resulted in the Porirua City Council, Porirua

Community Guardians, the Porirua Healthy Safer City Trust, Housing New Zealand Community Renewal, the Accident Compensation Corporation (ACC), Regional Public Health, the Police and Road Safety joining together to improve community safety. The Safer Porirua Strategic Group was formed in October 2005 as a result of this collaboration. It had the shared goal of achieving international World Health Organization Safe Community Accreditation. A copy of the application is attached.

The expected benefits of Safer Porirua are continuous improvement of safety in the three areas of injury prevention, road safety and crime prevention. This will be underpinned by strong community support and a culture of safety in Porirua.

2. Linkage to Council's Strategic Direction

Porirua City Council's 2006/2016 Long Term Council Community Plan includes the following City Vision:

"Porirua City is an exciting place full of life, colour and fun. It has energy and a heart".

The Porirua Community Outcomes include:

"4. The natural and physical environment is valued, clean, safe, attractive and sustainable".

The Council's strategic direction includes four strategic focus areas, one of which is:

Active, healthy and safe communities.

At an early stage in the Safer Porirua initiative, Porirua City Council "mapped" its safety services. There was a wide range of activities right across Council that contributed to goals of safe city/safe

community. These included: Crime Prevention through Environmental Design (CPTED), Graffiti and Vandalism project, funding of Youth Safe Initiatives, road safety, Village Planning, emergency services, liquor licensing, injury prevention, fire hazards, recreation programmes for youth, PCC Health and Safety programmes.

Porirua City Council's recent review of the city's community outcomes for the 2009/19 LTCCP identified a groundswell of support for the elevation of community safety as an outcome in its own right.

The Safer Porirua initiative has been instrumental in making community safety central to the wellbeing of residents of Porirua City. It has driven institutional change, resulting in specifically allocated resources and clear shifts in attitudes, towards developing a culture of safety and injury prevention in the city.

3. Project Planning

In October 2005, a cross-sectoral steering group of organisations with a focus on making Porirua a safer place, met to discuss the feasibility of undertaking WHO Accreditation for a Safe Community for Porirua.

The group considered that WHO Accreditation would provide the facility for aligning current and future Council, Government Agency and Community Organisation programmes on: Injury Prevention, Road Safety and Crime Prevention, under one umbrella.

A project plan and timetable was drawn up to cover all stages from initiation of the project to achievement of WHO Accreditation. A budget was established and resources provided by participating agencies.

A governance structure was established comprising the **Safer Porirua** Strategic Group which has met monthly to manage the project. Also, a wider community based group called the **Safer Porirua** Coalition, chaired by the Mayor of Porirua City, was established to provide oversight and community ownership of the project.

4. Project Management

A project brief was prepared. It incorporated project objectives, success factors, scope, deliverables, stakeholders, programme and milestones, project costs and budget, project governance, risk management and communications.

The **Safer Porirua** Strategic Group acted as the Project Management 'Board'. This was chaired by the Chief Executive of Porirua City Council, and included representatives of Council, Police, ACC, Housing NZ Corporation, Porirua Healthy Safer City Trust, Porirua Community Guardians, and Regional Public Health.

The monthly meetings of the **Safer Porirua** Strategic Group were formal meetings including pre-circulated agendas and minutes taken. The Manager of the Porirua Community Guardians acted as Project Manager. The monthly meetings included standing items of reports on progress towards WHO Accreditation, actions towards accreditation covering injury prevention, road safety and crime

prevention, timetable, budget, approval of strategies and reports to the **Safer Porirua** Coalition.

The project has been delivered on time with submission of the WHO Accreditation application on 7 July 2008, in accordance with a timetable set two years earlier. It was also delivered within budget.

A new project will be established for the implementation, once WHO Accreditation has been achieved. The application identifies 66 projects or programmes within Porirua City which are relevant to the **Safer Porirua** initiative. The plan for implementation will include setting targets for continuous improvement for safety outcomes in Porirua City, monitoring and evaluation, management of safety programmes and projects, stakeholder relationships, milestones, budget, project management and communications.

5. Relationship management and communication with stakeholders

Seven agencies are working together in a non-hierarchical, cross-sectoral city wide partnership, known as the Safer Porirua Strategic Group, to provide an intersectoral response to increasing safety in the city.

This partnership consists of:

- Porirua City Council (PCC) (the CE of PCC chairs the group)
- four government agencies working locally (Housing New Zealand, Police, Regional Public Health, and Accident Compensation Corporation)
- local community groups represented by the Porirua Healthy Safer City Trust (PHSCT) and the Porirua Community Guardians.

These agencies developed and signed a memorandum of understanding (MoU) at the beginning of the accreditation process (included in the Appendix of the application attached). This formalises the agreement between these seven organisations to work together, acknowledging that all parties have a strong interest in ensuring Porirua City is a safe place to live, work and play. The memorandum of understanding specifies each agency's role and responsibilities as their commitment to a Safe Porirua.

Porirua's three focus areas of community safety are crime prevention, road safety and injury prevention.

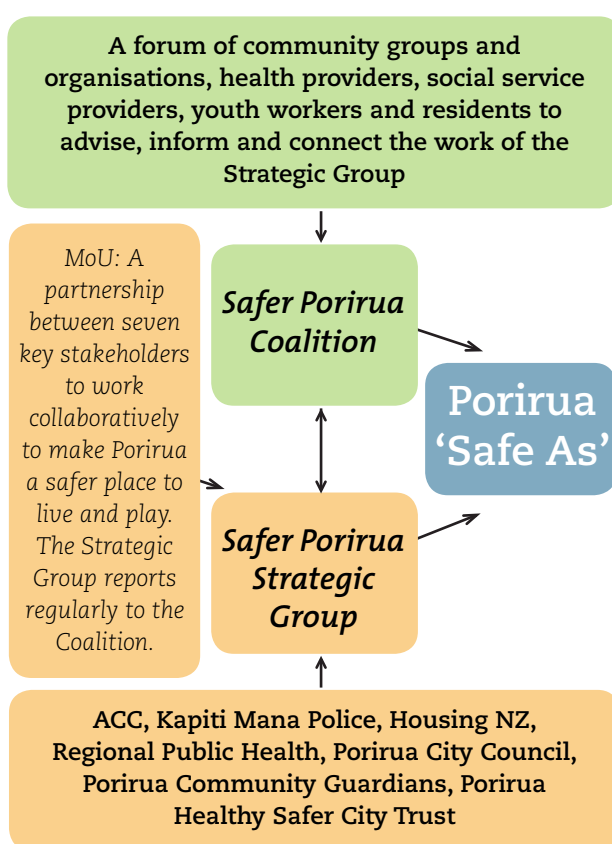


These three areas cover all local settings, including road, built environment, home, school, neighbourhood and recreation facilities, and groups within the community (age, disability, etc). In Porirua, safety is also influenced by many other factors, including income, education, housing, social networks and access to services. There are many groups in Porirua working to address the issues in the built and social environment that impact on community health, wellbeing and safety. These are intersectoral issues and require intersectoral responses.

The Safer Porirua Strategic Group works within and across the city and reports to the Safer Porirua Community Coalition.

The Safer Porirua Community Coalition, chaired by the Mayor, is a broad collection of groups who come together regularly to provide the governance for community safety and who work collaboratively on specific safety issues in Porirua.

The Safer Porirua Strategic Group and the coalition are able to leverage off wider regional and national programmes as well as funding for its initiatives.



Alongside these safety-focused networks is the Porirua Strategic Co-ordination Group, facilitated by the Porirua City Council. This is one example of agencies being actively engaged with each other to work on effective actions in some key 'upstream' areas. Joint planning for the Long Term Council Community Plan (LTCCP) is another mechanism where there has been broad interagency engagement and an ongoing commitment to shared outcome frameworks (e.g. Ministry of Social Development's social indicators, Capital and Coast District Health Board's Health Needs Assessment and Porirua City Council's outcomes approach).

6. Innovation and Originality

“What makes the Porirua approach special, innovative and original?” For many years, Porirua City has had a rich mix of cultures and peoples who come together regularly to discuss, debate, analyse and, most importantly, act to make this city a healthy and safe one. The people of this city bring to the table a passion for a strong and positive community, underpinned by co-operation and collaboration.

There are numerous examples where groups have gathered to solve an issue. Creating a truly safe city means not only looking at data, anecdotal evidence, discussion and debate but fully understanding the causes and determinants of health and safety and deciding to work together to influence and change the wider environmental factors that impact on them.

We constantly endeavour to understand the causes and interrelationships rather than just respond to symptoms. Our programmes are developed by understanding our high-risk groups and areas, focusing on redistributive measures that improve equity and involve communities in developing and implementing solutions.

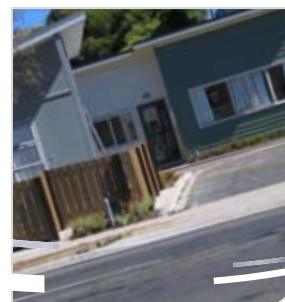
The following case studies included in the **Safer Porirua** WHO accreditation application are notable for their innovation and originality:

CASE STUDY **Porirua Community Guardians**



Porirua Community Guardians was established in 2005. Patrols of volunteers cover the Porirua Central Business District, Eastern Porirua, Titahi Bay, local bus transport and also the northern suburbs. The Porirua Community Guardians programme was Highly Commended at the 2007 New Zealand Community Safety and Injury Prevention Awards and received the ‘Health and Wellbeing’ category and ‘Overall Winner’ for Porirua City at the Wellington Airport Regional Community Awards in 2007.

CASE STUDY **Community Renewal**



Housing New Zealand launched the Community Renewal project in Eastern Porirua in November 2002. The broad aim is to reduce social exclusion and to work in partnership with the residents in Eastern Porirua to promote safe, healthy and confident communities.

Over the last five years more than 400 properties have been fenced and had driveways added to them as well as security lights installed. Redevelopment has added 40 new properties, with 500 homes being retrofitted to make them energy efficient. One hundred properties have been modernised.

According to a recent survey conducted by Housing NZ, the Community Renewal Project is having a substantial impact. Over 70 percent of respondents noted the positive differences the improvements were having on families and the community including community pride and safety.

CASE STUDY
Village Planning



In 2004, the Council began a project as part of the Long Term Council Community Plan (LTCCP) 2004-14 to enable it to set a strategic direction that promoted quality of life for city residents by enhancing the unique characteristics of the city's geographic communities – the villages.

Village planning is a collaborative process that requires communities to be highly engaged with the identification, planning and ownership of projects that enhance their particular physical area. Since 2004 the Council has worked with Plimmerton, Titahi Bay, Takapuwahia, Eastern Porirua (with a special focus on Waitangirua and Cannons Creek), and Pukerua Bay (and recently Whitby) to identify community aspirations and to finalise village plans.

CASE STUDY
Porirua City Council



The Council's health and safety systems are based on ACC's Workplace Safety Management Practices programme. The Executive Management Team has introduced monthly reporting to the executive board meetings on the Council's accident statistics. This has meant that workplace health and safety is now top of the agenda at this executive level, and this commitment and monitoring cascades through all levels of the organisation.

Work-related accidents at the Council have fallen by 46 percent since 2004 (from 13.75 percent of FTE in 2004 to 7.4 percent last year against a national average of 12.6 percent). Porirua City Council won the Wellington Regional Gold Business Award in the ACC Workplace Safety category at the awards ceremony in May 2008.

CASE STUDY
Graffiti Vandalism Management



In 2006 the Council, in partnership with the community, responded to residents' concerns about graffiti by committing an additional \$100,000 per year to long-term strategic graffiti management. The team contracted a 'grass roots' group, the Waitangirua Action Group (WAG), to audit graffiti throughout the city and provide tagging removal services. WAG is a group of women who have lived in the heart of Porirua's worst-tagged areas and are well-connected to local families and community groups. Their connectedness, empathy and commitment to the community means the removal work they carry out not only clears unsightly tagging, but also fosters a message that 'this is our community and we should all take pride in it'.

CASE STUDY
Streets Ahead 237



Like many cities, Porirua has been affected by youth gangs and the associated issues of truancy, drug and alcohol abuse, poor educational achievement and youth offending.

Streets Ahead grew organically from the grass roots of Miranda Street, Cannon's Creek. The founder of Streets Ahead was Fa'amatua'inu Wayne Poutoa, a former Mongrel Mob member, who developed a programme **Brothers not Colours** encouraging the principles of whanau, connectedness and community as an alternative to the gang ethos. The programme targets youth hamstrung by truancy, alcohol and drug abuse, youth gangs, residential homes and youth justice facilities. Streets Ahead founder, Wayne Poutoa, won the Vodafone World of Difference award in 2008.

7. Evaluation Framework

Porirua City Council has a broad monitoring role for the city which it achieves with a framework that has both direct and indirect relevance for safety in Porirua.

The monitoring framework includes:

- Porirua City Community Outcomes setting, monitoring and review
- City Profile
- Porirua City Council Annual Residents' Satisfaction Survey

Porirua City is a partner in the Quality of Life Project established in 1999. It provides information on life and wellbeing in 12 New Zealand cities: Porirua, Rodney District, North Shore City, Waitakere, Auckland, Manukau, Hamilton, Tauranga, Hutt, Wellington, Christchurch and Dunedin, plus a sample from the rest of New Zealand. The latest volume was in 2007 and Chapter 4 'Safety' contains high-quality data on safety in the 12 cities and specifically Porirua on the following items: Perceptions of safety, child safety, injuries, road safety, workplace safety, crime levels number and rate per 10,000 population.

ACC systematically monitors its claims data, and this drives development of strategic alliances. It also drives a focus on evidence-based programmes to address injuries, in particular injuries of serious consequence.

Police monitoring in Porirua includes ongoing monitoring of crime statistics. Also, the Wellington Police Traffic Alcohol Group on drinking and driving statistics produces an annual report.

The Ministry of Transport provides an annual national survey of child restraint use.

Transit and LTNZ provides monitoring of 'hot spots'. This is used to identify areas and develop solutions in partnership with Land Transport Safety Authority/Police/PCC etc.

Land Transport NZ provides detailed statistics on road safety issues for Porirua City. This includes casualties, crashes, an overview of crashes, pedestrian injuries, rear-end obstruction, loss of control on bends, crossing, and turning and national issues. These statistics are used by the **Safer Porirua** Strategic Group to identify areas of particular

concern and to develop effective responses. For example, its report identified the very high rate of injuries to children, which resulted in a programme being developed by the group.

The Capital and Coast District Health Board area includes Porirua City. It undertakes extensive health monitoring, including rates of injury.

The Ministry of Social Development monitors and reports on the incidence of domestic violence.

As part of the implementation of **Safer Porirua**, targets will be set and monitored. The results will be evaluated for review of ongoing initiatives and programmes for continuous improvement in safety in Porirua.

Since we began the **Safer Porirua** initiative in 2005 (and the individual projects begun before then), there have been signs of improvements in community safety in Porirua City:

- In the NRB Communitrak Survey, the percentage of people who said "yes definitely/yes mostly" to the question "is Porirua City generally a safe place to live?" increased from 87% in 2007 to 89% in 2008.
- The Quality of Life survey of 12 New Zealand Cities 2007 showed that Porirua City had the third lowest rate of recorded total offences per 10,000 population out of the 12 cities.
- Ministry of Transport Statistics show that the rate of serious and fatal road injuries per 10,000 population in Porirua City reduced from 7.3 in 2005 to 4.1 in 2006.
- Ministry of Transport Statistics show that the percentage of child restraint used by children under the age of 5 years in Porirua City increased from 85.0% in 2005 to 94.0% in 2006.
- Injury Prevention Unit, Dunedin School of Medicine, University of Otago data show that rate of hospitalisation for unintentional injury per 100,000 children aged 14 years and under reduced from 1,866 in 2003 to 1,565 in 2005 in Porirua City.
- Ministry of Transport data shows that rate of serious and fatal road injuries per 10,000 population in Porirua City reduced from 7.3% in 2005 to 4.1% in 2006.

8. Category Specific Criteria

This project is entered in the Joined-up Local Government category.

Features of it are:

- The partnerships between the local authority, government agencies and community add strength that the agencies working alone would not have.
- Programmes are strengths-based and aim for proactive community empowerment. They seek to change the nature of communities through a ripple effect, drawing on the skills and abilities that exist in the community.
- Programmes are developed by building relationships and strategic alliances. For example: ACC, the Police, Porirua City Council and Land

Transport New Zealand have developed road safety programmes that meet each of the agency's priorities but which are more sustainable because of the strategic partnerships.

- Programmes are able to leverage off the monitoring and priorities of the central government agencies working in Porirua. These agencies have significant monitoring and programme resources that can help to support the safety and injury prevention goals of the community, particularly through the provision of secure and significant funding. The government agencies involved in the **Safer Porirua** Strategic Group partnership have demonstrated this by their commitment to being part of the local community and working towards community safety goals in a community partnership.

*Walking School Bus
Papakowhai School parents and the Council
worked together to organise a Walking
School Bus as a safe and fun way for children
to walk to school. Soon after it began, 10% of
the school roll were catching the walking bus.*





PORIRUA
CITY COUNCIL

