

## SAFE COMMUNITIES ASHBURTON DISTRICT:

### STRATEGIC PLAN 2019-2024



**VISION** – Ashburton District, our place, a safe place to live, work and play, free from preventable injury and harm

#### **MISSION:**

- to collaborate to achieve a safer Ashburton District
- to empower Ashburton District residents to feel safe and to know how to be safe

#### **PRINCIPLES AND VALUES: SAFE COMMUNITIES ASHBURTON DISTRICT STEERING GROUP**

- Collaboration – working together will create positive change - one message, many voices
- Sharing of skills, resources, information, ideas and experience will increase community safety in Ashburton District
- A safe and injury-free community to live in is achievable; injuries are preventable
- We are champions of community safety in the District
- We empower Ashburton District residents to know how to keep themselves safe
- Honesty, respect and integrity guide the work of the Steering Group

#### **THE ASHBURTON DISTRICT SAFETY PICTURE: KEY FACTS**

- Population 34,100
- 2015 - 17 fatal injuries – 6/17 were due to a fall; over half (9) were aged 60 years or older; above national rates
- 2017 - 384 hospital discharges due to injury; 43% due to a fall; 94/384 were people aged 75 years and over; above national rates
- 2017- 18 fatal and serious road crashes; 5/18 were alcohol-related; above national rates
- Year ended 31 March, 2019– 1,014 crime victimisations, up from 711 the previous year; two fifths were theft and related offences; trending up
- Family harm is a growing issue in our District
- Ashburton District’s suicide rate is above the national average (14.3 deaths per 100,000 population, compared with 12.1/100,000 for New Zealand)

#### **WHAT THE COMMUNITY SAYS**

- Community safety ranked second highest when the community was asked by Ashburton District Council where to prioritise its spending (Long Term Plan consultation, April-May, 2018).

#### **WHAT’S IMPORTANT TO US ?**

- Rural Safety
- Road Safety
- Falls in Older People
- Harm Reduction/Prevention (Family harm; suicide prevention)
- Alcohol and Drugs and Community Safety (Early intervention/prevention)
- The Environment (built; natural)

## SAFE COMMUNITIES ASHBURTON DISTRICT STRATEGIC PLAN 2019-2024

### Goal 1: Collaboration – we work together to improve community safety

Priorities	Responsible	What we will do
<p>The Safer Communities Ashburton District Steering Group is a vibrant and achieving collaboration</p>	<p><b>SCAD Steering Group</b></p>	<p>Meet regularly, with demonstrated commitment by partner agencies to the Safe Communities model through sharing of information, skills and resources and the establishment of multi-agency collaborations to address complex community safety issues</p> <p>Deliver the 2019-2022 Strategic Plan, the 2019-2020 Business Plan and the Communications Plan</p> <p>Undertake an annual community engagement forum to update the community on achievements and to seek feedback on future directions/priorities</p> <p>Review and develop the Business Plan annually, utilising community feedback; data; best practice research and international/national/local policies and strategies</p> <p>Advocate for community safety at local and central government levels</p> <p>Report annually to the Safe Communities NZ Foundation on achievements and community safety issues/concerns</p> <p>Report annually to funders</p>

**Goal 2: People in Ashburton District know how to keep themselves safe**

<b>Priorities</b>	<b>Responsible</b>	<b>What we will do</b>
<p>Increase awareness of community safety by making information readily available and accessible</p>	<p><b>SCAD/agencies providing information to the public</b></p>	<p>Deliver initiatives in the SCAD Communications Plan</p> <p>Work with relevant agencies to ensure information sources such as the Community Directory are up to date and well utilised by the public</p> <p>Research the need for a “community connector” to link people to community safety services</p>
<p>Positive parenting – ensure parents and caregivers in Ashburton District are capable and confident carers, giving our children and young people the best start in life</p>	<p><b>SCAD/parenting agencies</b></p>	<p>Develop a collaboration of agencies offering parenting support and publicise to ensure parents are aware of services</p> <p>Examine whether agencies have the capacity to meet demand.</p> <p>If required, advocate for increased parenting support resources for the District</p>

**Goal 3: Ashburton District’s Rural Communities are well supported**

<b>Priorities</b>	<b>Responsible</b>	<b>What will we do</b>
<p>Support initiatives which help to reduce social isolation</p>	<p><b>SCAD/rural support agencies</b></p>	<p>Support the Mid Canterbury Newcomers Rural Driver Licence Scheme for rural newcomer women</p> <p>Provide support to initiatives which promote a welcoming community</p> <p>Support initiatives which meet rural community safety issues as they arise (for example, mycoplasma bovis)</p>

Work with rural communities to develop Community Safety Plans		Work with community associations and community boards in rural areas of Ashburton District to develop and implement Community Safety Plans which are specific to the community safety issues in those communities
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**Goal 4: Ashburton District's older residents are aware of ways to prevent falls**

<b>Priorities</b>	<b>Responsible</b>	<b>What we will do</b>
Work collaboratively with agencies involved in falls prevention/education and safety in the home	<b>Sport Canterbury/ Age Concern Ashburton/agencies involved in falls prevention/education/home safety/ SCAD</b>	Promote community strength and balance programmes to reduce harm from falls  Collaborate to have a focus on falls prevention/education and home safety in the Positive Ageing Expo (Age Concern Ashburton)

**Goal 5: Ashburton District's roads experience no serious crashes or fatalities**

<b>Priorities</b>	<b>Responsible</b>	<b>What we will do</b>
Continue to reduce fatal and serious crashes, with a focus on the top crash causes – speed, intersections, young drivers, alcohol and drugs	<b>Ashburton District Road Safety Co-ordinating Committee/ Ashburton Community Alcohol and Drug Service (ACADS)</b>	Support the implementation of the Ashburton District Road Safety Plan.  Contribute to initiatives as appropriate

**Goal 6: People in Ashburton District are free from alcohol and drug-related harm**

<b>Priorities</b>	<b>Responsible</b>	<b>What we will do</b>
Support programmes that reduce alcohol and drug-related harm	<b>Ashburton Community Alcohol and Drug Service (ACADS)/SCAD</b>	Support the work of ACADS, particularly in the areas of promoting services and projects which reduce harm

**Goal 7: People in Ashburton District are free from harm**

<b>Priorities</b>	<b>Responsible</b>	<b>What we will do</b>
Support programmes that reduce family harm	<b>Agencies involved in family harm/ Ashburton Family Harm Network</b>	Work with agencies involved in delivering services for victims and perpetrators to examine

Support services that assist to reduce suicide rates	<p><b>/Women’s Refuge/ SCAD</b></p> <p><b>Safer Ashburton/agencies involved in suicide prevention</b></p>	<p>the need for increased services in the District</p> <p>If required, advocate for increased service provision</p> <p>Support the development of a dedicated suicide prevention service for Ashburton District</p>
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**Goal 8: The Ashburton District (built and natural) is safe for all**

<b>Priorities</b>	<b>Responsible</b>	<b>What we will do</b>
<p>Advise on and advocate for the application of Crime Prevention Through Environmental Design (CPTED) principles</p> <p>Explore ways to increase public transport opportunities around the District</p>	<p><b>SCAD</b></p> <p><b>SCAD/agencies involved in public transport</b></p>	<p>Provide advice as required to the Town Centre revitalisation project</p> <p>Seek to reduce social isolation and drink driving by investigating opportunities to increase public transport options around the District</p>

## SAFE COMMUNITIES ASHBURTON DISTRICT BUSINESS PLAN 2019-2020

Goal	Actions	Timeframe	Lead Agency	How we measure success
<b>Everyone works together to improve community safety – collaboration</b>	The Safe Communities Ashburton District Steering Group meets regularly to share information and work together on addressing community safety issues and promoting community safety	Monthly – ongoing	<b>Safe Communities Co-ordinator/ Safe Communities Ashburton District Steering Group</b>	Attendance by organisations at Steering Group meetings
	Steering Group partners and the Ashburton District Council receive regular information on potential legislative changes, national and international community safety research on best practice and new data on injury, crime, road crashes, etc as this becomes available	Ongoing	<b>Safe Communities Co-ordinator</b>	Number of multiple agency collaborations to improve community safety
<b>People in Ashburton District know how to keep themselves safe</b>	“Safety village” project, bringing together community safety agencies into one large safety promotion, for the November, 2019 Ashburton A and P Show	Planning to begin in July, 2019	<b>Safe Communities Co-ordinator/ interested agencies</b>	Number of agencies participating in the Safety Village  Number of visitors to the Village  Community feedback gathered at the event
	Develop a Safe Communities Ashburton District Facebook page and website plus sharing of information on partner agency Facebook and website pages	July, 2019	<b>Safe Communities Co-ordinator</b>	FB and website numbers, comments and shares
	Quarterly SCAD newsletter insert within a local community newspaper promoting community safety tips,	Quarterly	<b>Safe Communities Co-ordinator</b>	Feedback on the newsletter

	<p>seasonal messages and national/international campaigns – (for example, World Mental Health Day; ACC Safety Week)</p> <p>Explore ways to improve community access to safety information – Community Directory, events portal, Ashburton App, potential for establishment of a Citizens Advice Bureau in Ashburton Township</p> <p>Explore the community awareness of parenting programmes/support available in the District, agency capacity to meet demand, opportunities for promotion and make recommendations</p> <p>Explore the need for a “community connector” role to be a “one stop shop” for co-ordinating information on community safety and health, social service and community agencies; promoting the existence of these services; and advising on suitable services. Explore the issue of lack of access to services and information after hours</p> <p>Contribute safety information to a proposed “Newcomer Engagement” Toolkit, designed to support local organisations, businesses and individuals on best</p>	<p>Commence August, 2019</p> <p>Commence Sept, 2019</p> <p>Commence Oct 2019</p> <p>To be determined by the Ashburton District Welcoming Plan 2019-</p>	<p><b>SCAD/ Ashburton District Council/ Welcoming Communities Network/ Community House</b></p> <p><b>SCAD/ agencies delivering parenting programmes</b></p> <p><b>SCAD/agencies involved in connecting people to services</b></p> <p><b>Safe Communities Co-ordinator/ Welcoming Communities Network</b></p>	<p>Discussion/options paper produced by December, 2019</p> <p>Discussion paper produced by February, 2020</p> <p>Discussion paper produced by March, 2020</p> <p>Completion of the “Newcomer Engagement” Toolkit</p>
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	<p>practice techniques when engaging with newcomers</p> <p>Monitor youth crime and continue to support and develop early intervention/preventative services for youth</p>	<p>2020 Business Plan</p> <p>Ongoing</p>	<p><b>Police/Safe Communities Co-ordinator/ Safer Ashburton</b></p>	<p>Youth crime monitored</p> <p>Support and develop early intervention/prevention programmes as required</p>
<p><b>Ashburton District's Rural Communities are well supported</b></p>	<p>Explore the development of Safe Communities plans for Rakaia and Methven, which reflect local community safety concerns</p> <p>Support the Mid Canterbury Newcomer Rural Driver Licence Scheme for rural newcomer women</p> <p>Further research rural burglary/theft and the possibility of an awareness campaign</p>	<p>Commence January 2020</p> <p>Ongoing – 2 intakes per annum</p> <p>Commence March, 2020</p>	<p><b>Safe Communities Co-ordinator/ Methven Community Board, Rakaia Community Association</b></p> <p><b>Safer Ashburton/Rural Support Trust Mid Canterbury</b></p> <p><b>Safe Communities Co-ordinator/ Police</b></p>	<p>Completion of initial plans for Safer Rakaia and Safer Methven by 30 June, 2020</p> <p>Number of women enrolling in each course</p> <p>Number of women achieving learners' driver licence</p> <p>Number of women achieving full driver licence</p> <p>Licensed drivers on the road</p> <p>Safer driving practices</p> <p>Survey of participants on the benefits to them of learning to drive</p> <p>Possible campaign run</p>



<p><b>Ashburton District's older residents are aware of ways to prevent falls</b></p>	<p>Promote falls prevention messages, strength and balance classes and home safety via a collaboration of agencies involved in falls prevention</p> <p>Collaborative planning for the Positive Ageing Expo (Age Concern Ashburton), March 2020</p>	<p>Commence August, 2019</p> <p>Commence September, 2019</p>	<p><b>Sport Canterbury/Age Concern Ashburton/agencies involved in falls prevention/education and home safety/Safe Communities Co-ordinator</b></p> <p><b>Age Concern Ashburton/agencies involved in falls prevention/education and home safety/Safe Communities Co-ordinator</b></p>	<p>Increase in attendance numbers at strength and balance classes</p> <p>Ultimately a decrease in the number of fatal and non-fatal injuries due to a fall in Ashburton District for residents 65 years and over</p> <p>Number of agencies taking part in the Positive Ageing Expo</p> <p>Feedback from Expo attendees</p>
<p><b>Ashburton District's Roads experience no serious crashes or fatalities</b></p>	<p>Continue to reduce fatal and serious crashes with a focus on the top crash causes – speed, intersections, alcohol and drugs, young drivers</p>	<p>Refer Ashburton District Road Safety Action Plan</p>	<p><b>Ashburton District Road Safety Co-ordinating Committee/ Ashburton Community Alcohol and Drug Service (ACADS)</b></p>	<p>Reduction in number of crashes at intersections, specifically serious injury and minor injury crashes</p> <p>Reduced number of crashes involving young drivers, specifically fatal and serious injury crashes</p> <p>Increased number of young drivers who understand risks on the road</p> <p>Reduction in the number of crashes involving speed and alcohol and drugs</p>
<p><b>People in Ashburton District are free from alcohol and</b></p>	<p>Work with the Ashburton Community Alcohol and Drug Service to encourage referrals to the service, in particular</p>	<p>Commence September, 2019</p>	<p><b>Ashburton Community Alcohol and Drug Service/SCAD</b></p>	<p>Increased number of referrals from community agencies</p>

<b>drug related harm</b>	to the youth and recidivist drink driver programmes			Increased knowledge and awareness of the harm alcohol and drugs cause in the community  Facilitate compliance with the Sale and Supply of Alcohol Act
<b>People in Ashburton District are free from harm</b>	Work with agencies involved with family harm to ascertain the need for /advocate for increased family harm services to be provided in the District  Provide public education on why victims find it difficult to leave harmful situations  Support the proposal to establish a dedicated Suicide Prevention Co-ordinator role for the District	Commence February, 2020       July, 2019	<b>Agencies involved in family harm/Ashburton Family Harm Network/Women's Refuge/Safe Communities Co-ordinator</b>      <b>Safer Ashburton/agencies involved in suicide prevention</b>	Research paper on the need for increased services for both victims and perpetrators  Possible number of expanded/new family harm services in the District  Increased public education on why victims find it difficult to leave harmful situations  Establishment of a dedicated Suicide Prevention Service for the District
<b>The Ashburton District built and natural environment is safe for all</b>	Contribute as appropriate to the community safety aspects of the Ashburton Town Centre Revitalisation project (for example, raise awareness of CPTED (Crime Prevention Through Environmental Design)  Explore ways to increase public transport opportunities around the District	As required    Commence August, 2019	<b>SCAD</b>    <b>SCAD/agencies involved in public transport</b>	Town Centre Revitalisation planning and implementation takes into account community safety and CPTED principles  Social isolation and drink driving reduced by increasing public transport opportunities around the District

<p><b>The Safe Communities Foundation of NZ and funders (Ashburton District Council; ACC) are well informed about the activities, achievements and benefits of Safe Communities Ashburton District</b></p>	<p>Safe Communities Ashburton District Steering Group to undertake an annual community engagement forum to inform the community about its activities and seek feedback on upcoming community safety issues/concerns for use in future planning</p>	<p>Annually - April</p>	<p><b>Safe Communities Ashburton District Steering Group/Safe Communities Co-ordinator</b></p>	<p>Feedback from community forum attendees</p>
	<p>Prepare an annual report to the Safe Communities Foundation of NZ updating on the governance structure, achievements, and innovative and effective programmes</p>	<p>Annually – first report due July 31 2020 for July 2019-June 2020 year</p>	<p><b>Safe Communities Co-ordinator/Safe Communities Ashburton District Steering Group/Safer Ashburton General Manager</b></p>	<p>Reports prepared and submitted</p> <p>Feedback from the Safe Communities Foundation</p>
	<p>Report to the Ashburton District Council twice yearly on achievements of the programme, including an annual report for each year ended 30 June</p>	<p>Twice per year</p>	<p><b>As above</b></p>	<p>Feedback from the Ashburton District Council</p>
	<p>Report annually to ACC on achievements of the programme</p>	<p>Annually</p>	<p><b>As above</b></p>	<p>Feedback from ACC</p>
	<p>Explore potential funding opportunities</p>	<p>Ongoing</p>	<p><b>Safe Communities Co-ordinator/Safer Ashburton General Manager</b></p>	