

SAFE COMMUNITIES ASHBURTON DISTRICT

- **STRATEGIC PLAN 2019-2024**
- **BUSINESS PLAN 2022-2023**



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 35,950
- 2016 – 17 fatal injuries – 5/17 were due to a fall; 5 (29.4%) were aged 60 years or older, down from 9(52.9%) the previous year; above national rates
- 2018 - 394 hospital discharges due to injury, up from 384 the previous year; 46% due to a fall; 47/394 were people aged 65 to 74 years and 102/394 were people aged 75 years plus
- 2021- 2 fatal and 4 serious road crashes, down from 19 in 2020; alcohol is the top cause of death and seriously injured crashes and drivers 20-29 the dominant age group (39%) contributing to alcohol-related crashes.
- Year to March, 2020 -97 victimisations for assault by a family member, up from 44 in 2019
- Year ended 31 March, 2020– 776 crime victimisations, down from 956 the previous year; 85% of reported crimes were theft and related offences, compared to 90% the previous year
- Unintentional injury to children – 2019- ACC received 2,153 injury claims for children under 15 years; the most common sports injury for children 5-14 years is skiing/snowboarding (127 injuries in 2019)
- Family harm is an ongoing issue in our District
- Workplace wellbeing in the face of Covid-19 and workforce shortages is of concern

WHAT THE COMMUNITY SAYS

- 88% of 2021 respondents (89% in 2020) were satisfied with Council’s role in helping keep the community safe through the provision of CCTV, street lighting, tree-trimming, liquor

licensing, building inspection, food safety, road safety initiatives and an annual grant to Safer Mid Canterbury (2020/21 Annual Residents Survey).

- Satisfaction with Council’s role in helping keep the community safe has been consistently high since 2017

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)
- Community and Social Wellbeing

SAFE COMMUNITIES ASHBURTON DISTRICT STRATEGIC PLAN 2019-2024

(note areas in **RED** denote a new focus in response to national safety issues – Covid-19; drowning statistics)

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

Priorities	Responsible	What we will do
The Safer Communities Ashburton District Steering Group is a vibrant and achieving collaboration	SCAD Steering Group	<p>Meet bi-monthly, 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 2019-2024 Strategic Plan, the 2022-2023 Business Plan and the Communications Plan</p> <p>Undertake an annual planning session (January) to seek wide feedback on future directions/priorities, as part of setting the annual Business Plan</p> <p>Review and develop the Business Plan annually, utilising community feedback;</p>

		<p>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 funders on achievements and community safety issues/concerns</p>
--	--	---

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

Priorities	Responsible	What we will do
<p>Increase awareness of community safety by making information readily available and accessible</p>	<p>Mid Canterbury Citizens Advice Bureau/ SCAD/agencies providing information to the public</p>	<p>Deliver initiatives in the SCAD Communications Plan</p> <p>Work with relevant agencies to ensure the District has good quality, up to date, information which is readily available and well utilised by the public</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>SCAD/parenting agencies</p>	<p>Develop a collaboration of agencies offering parenting support</p> <p>Publicise programmes to ensure parents are aware of services</p> <p>Where appropriate, advocate for gaps in services</p>

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

Priorities	Responsible	What will we do
<p>Support initiatives which help to reduce social isolation and injury</p>	<p>SCAD/rural support agencies</p>	<p>Work with rural support agencies to develop initiatives to reduce social isolation/increase personal safety</p>

Support the District community transport service	Mid Canterbury Community Vehicle Trust/ECAN/SCAD	Seek to reduce social isolation by supporting the District community transport service and other public transport opportunities
--	---	---

Goal 4: Ashburton District's older residents are aware of ways to prevent falls

Priorities	Responsible	What we will do
Work collaboratively with agencies involved in falls prevention/education and safety in the home	Sport Canterbury/ Age Concern Ashburton/Presbyterian Support/Elder Care Canterbury/ACC/agencies involved in falls prevention/education/home safety/ SCAD	The Falls Prevention Network collaborates on falls prevention/education and home safety and promotes community strength and balance programmes to reduce harm from falls

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

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

Goal 6: People in Ashburton District are free from harm

Priorities	Responsible	What we will do
Support programmes that reduce family harm	Ashburton Safe Families Network/SCAD	Work with agencies involved in delivering services for victims and perpetrators to reduce the incidence of family harm in the District
Support services that assist to reduce suicide rates	Lives Worth Living Programme/Mid Canterbury Suicide Prevention Network/SCAD	Support the implementation of the Mid Canterbury Suicide Prevention Strategy and Action Plan

Support national and local water safety initiatives	Water Safety NZ/EA Networks Centre/SCAD/other agencies involved in water safety/learn to swim	Publicise national and local awareness campaigns
Support workplace wellbeing initiatives, particularly in light of Covid-19 and its impact on the workforce	Ashburton District Council Economic Development/Lives Worth Living Programme/Mid Canterbury Citizens Advice Bureau/Rural Support Trust/SCAD/ other agencies involved in workplace wellbeing	Publicise national and local workplace wellbeing and anti-bullying campaigns

Goal 7: Ashburton District experiences high levels of community and social wellbeing

Priorities	Responsible	What we will do
Support the establishment of a separate Caring for Communities Wellbeing Group	Caring for Communities Wellbeing Group/ SCAD	Explore the development of a separate group to focus on wellbeing initiatives such as social/emergency housing

SAFE COMMUNITIES ASHBURTON DISTRICT BUSINESS PLAN 2022-2023

NOTE: Projects in RED denote new programmes for 2022-2023

Goal	Actions	Timeframe	Lead Agency	How we measure success
Everyone works together to improve community safety – collaboration	The Safe Communities Ashburton District Steering Group meets regularly to share information and work together on addressing community safety issues and promoting community safety	Bi-monthly – ongoing	Safe Communities Co-ordinator/ Safe Communities Ashburton District Steering Group	Attendance by organisations at Steering Group meetings
	New members are well briefed about the Safe Communities model, the Steering Group and its work	Ongoing	Chair/Safe Communities Co-ordinator	Number of multiple agency collaborations to improve community safety

	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	Safe Communities Co-ordinator	
People in Ashburton District know how to keep themselves safe/ safety promotion	<p>“Safety Village” concept – in light of Covid-19 restrictions on public gatherings, look for other opportunities to promote safety messages, eg via smaller scale “pop-ups”, online forums, etc</p> <p>Regularly contribute safety information/promotions to the Safer Mid Canterbury Facebook page.</p> <p>Monthly column in the Ashburton Courier newspaper promoting key safety messages.</p> <p>Share information on partner agency Facebook and website pages</p> <p>Work with the Mid Canterbury Citizens Advice Bureau to develop community information resources</p> <p>Action any relevant safety initiatives from</p>	<p>Ongoing</p> <p>Monthly</p> <p>Ongoing</p> <p>Ongoing/as required</p> <p>TBC</p>	<p>Safe Communities Co-ordinator/ interested agencies</p> <p>Safe Communities Co-ordinator</p> <p>Safe Communities Co-ordinator/SCAD agencies</p> <p>All</p> <p>Safe Communities Co-ordinator/Mid Canterbury CAB</p> <p>Parenting Working Group (ACADS; SEEDS; Waitaha; Community and Public</p>	<p>Community resources developed (eg parenting services directory)</p> <p>TBC</p>

	<p>the District Parenting Needs research</p> <p>Explore the safety needs of at risk populations – for example, Maori; migrants and newcomers; children and youth</p> <ul style="list-style-type: none"> • Children – reduce the incidence and severity of unintentional home-based injuries to children, utilising the Safekids Toolkit and other resources • Children/young people 5-14 years – develop possible ski safety programme for schools in partnership with Selwyn District skifields 	<p>Monthly community sessions for parents and children</p> <p>TBC</p>	<p>Health; Plunket; Hakatere Marae; SCAD)</p> <p>SCAD/relevant agencies</p> <p>SCAD/Plunket/ACC/parenting agencies</p> <p>ACC/Selwyn District Council Tourism/local schools/SCAD</p>	<p>10 x monthly sessions run</p> <p>Parents/caregivers improving home safety as a result of receiving information</p> <p>TBC</p>
--	--	---	---	--

Ashburton District's Rural Communities are well supported	Explore ways to reduce social isolation in the more rural areas of the District, by providing a community transport option to bring people into Ashburton Township for medical/dental appointments, seeing family and friends, etc	Ongoing	Mid Canterbury Community Vehicle Trust/ECAN/SCAD ECAN/Ashburton District Council/SCAD	Number of passengers Number of volunteer drivers/driver hours Passenger/volunteer driver feedback Community feedback via an annual survey Explore the MyWay public transport service as another option to reduce social isolation in Ashburton District
Ashburton District's older residents are aware of ways to prevent falls	Promote falls prevention messages, strength and balance classes and home safety via an annual campaign; awareness forums and involvement bi-annually in the Age Concern Ashburton Positive Ageing Expo	Ongoing	Sport Canterbury/Age Concern Ashburton/ACC/Presbyterian Support/Elder Care Canterbury/agencies involved in falls prevention/Safe Communities Co-ordinator	Number of agencies collaborating to promote falls prevention/home safety Community feedback received from the promotions
Ashburton District's older residents are aware of home safety	Develop a home safety "fix it" programme for older residents who are unable to action required safety improvements to prevent falls	Programme developed by October, 2022	Safe Communities Coordinator/Falls Prevention Network	Programme commences October, 2022

<p>Ashburton District's Roads experience no serious crashes or fatalities</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>Ashburton District Road Safety Co-ordinating Committee/ Ashburton Community Alcohol and Drug Service (ACADS)</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>Promote Road Safety Awareness</p>	<p>Contribute to the feasibility study for the development of a kids cycle track, located in a safe, off-road environment where children can learn to ride/navigate road rules</p> <p>Promote motorcycle safety via the ACC Ride Forever programme as part of Motorcycle Awareness Month, September 2022</p> <p>Develop a campaign/promotion targeting 20-29 year olds and alcohol-related crashes and driving standards</p>	<p>Through 2022-2023</p> <p>Commence July/August, 2022</p> <p>TBC</p>	<p>Ashburton District Council/SCAD/ACC</p> <p>Ashburton District Council/ACC/SCAD</p> <p>Ashburton District Council/ACADS/ACC/SCAD</p>	<p>Finalise by 30 June, 2023</p> <p>Promotion run September, 2022</p> <p>Campaign developed and run by 30 June, 2023</p>

People in Ashburton District are free from harm	Theft/burglary campaign – developing community awareness around preventing theft/burglary of homes, vehicles and tools	November/December, 2022	Mid Canterbury Neighbourhood Support/SCAD/Police	Number of community talks Number of people making changes to home/vehicle/tools security as a result of the campaign
	Campaign on community awareness around scams (eg banking/identity theft)	TBC	Mid Canterbury Neighbourhood Support/Mid Canterbury CAB/banks/SCAD	TBC
	Workplace Wellbeing– research issues/concerns (e.g. injury rates; workforce shortages due to Covid-19) for local businesses; support and publicise national and local workplace wellbeing and anti-bullying campaigns	TBC	Ashburton District Council Economic Development/Lives Worth Living Programme/Rural Support Trust/Mid Canterbury CAB/ACC/SCAD/agencies involved in workplace wellbeing	Campaign developed and run by 30 June, 2023
	Support national and local water safety initiatives	TBC	Water Safety NZ/EA Networks Centre/SCAD/other agencies involved in water safety/learn to swim	Publicise national and local awareness campaigns
Ashburton District Experiences a High Level of Community and Social Wellbeing	Support the development of a separate Caring for Communities Wellbeing Group, to focus on issues such as social/emergency housing		Caring for Communities Group/SCAD	Separate Caring for Communities Group established

Funders (Ashburton District Council; ACC) are well informed about the activities, achievements and benefits of Safe Communities Ashburton District	Safe Communities Ashburton District Steering Group undertakes an annual planning session, to seek feedback on upcoming community safety issues/concerns, for use in future strategic and business planning	Annually - January	Safe Communities Ashburton District Steering Group/Safe Communities Co-ordinator	Feedback planning session incorporated into the SCAD Strategic and Business Plans
	Report to the Ashburton District Council twice yearly on achievements of the programme, including an annual report for each year ended 30 June	Twice per year	Safer Mid Canterbury Manager/Safe Communities Co-ordinator	Feedback from the Ashburton District Council
	Report six monthly and annually to ACC on achievements of the programme	Twice per year	As above	Feedback from ACC