

Long Term Plan 2018-28

Service Plan for Public Information and Participation

As at February 2018


Approvals		
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What does the overall Group of Activities do and why do we do it?

We ensure that the community is informed about Council activities and services, has opportunities to be involved and input in decision-making, and understands Council issues and processes.

The activity, which involves providing the communications' expertise and delivery to support the Council in engagement and communication of messages, both internally and externally, encompasses:

- Communications strategy, advice, planning and provision.
- Media liaison and information.
- Social media strategy, policy, advice and delivery.
- Content production – content for digital news channel and shared to media, targeted elected member communications and targeted databases.
- Marketing strategy, advice, planning and provision.
- Consultation and engagement planning and delivery.
- Design and Distribution of information material.
- Communications support for elected members.
- Internal communications of organisational projects and initiatives.
- Brand strategy and management.
- Stakeholder relationships (e.g. sponsors, media, suppliers, Council Controlled Organisations (CCO's) such as Christchurch NZ).

1. What does this activity deliver?

We are here to engage with the community about their needs. Connecting with our community means providing a mix of print, in-person, and online public information about the Council's services, activities, decisions and vision and engaging with the community at seminars, drop-in sessions and community events. Channels for disseminating information need to be diverse and accessible and include online, print, mainstream and social media.

The activity's goals are that:

- The Council can excel at fulfilling its statutory responsibility to enable democratic local decision-making and action on behalf of the community
- There are opportunities for engagement for all citizens, and especially those who historically have lower engagement in the democratic processes such as youth and ethnic minorities.
- Citizens are aware of the services that the Council provides and are encouraged to use them.

- Communications/engagement is established as a whole-of-organisation responsibility.

Our aim is to provide communications and engagement which are pro-active and involve co-creation with our citizens. It is important that the communications are community focused and specific. We are continuing to refine the Council's citizen databases so we can tailor communications to geographic and issues-based interest groups.

Typically the main kind of work undertaken to support this activity is:

- Preparation and implementation of communication, marketing, copywriting, engagement and consultation plans and materials for all major, high-interest and sensitive projects and decisions made across the Council.
- Preparing information on Council and committee decisions.
- Proactively anticipating issues of interest and preparing information to meet community interest.
- Disseminating information prepared through a variety of channels including the website, social media, the Council's digital news channel *Newsline* and targeted information to communities, ensuring consistency and alignment to the organisations brand.
- Responding to media requests for information, comment and interviews.
- Production and implementation of activity to inform the community of products and services the Council provides including the execution of marketing activities to drive participation and business goals of some units.
- Engaging with the community.
- Social media strategy, policy, advice and delivery.

2. Why do we deliver this activity?

Connecting with its citizens is a Council priority. This activity allows us to inform citizens about the services and activities that the Council provides. We need to make information from the Council accessible and available and engage with the community about their needs.

The Public Information and Participation service plan aligns to the Council's Strategic Priority:

Enabling active citizenship and connected communities

It helps achieve the following Community Outcomes.

Strong communities:

- Strong sense of community
- Active participation in civic life
- Safe and healthy communities
- Celebration of our identity through arts, culture, heritage and sport.

Prosperous economy

- Great place for people, business and investment

The Public information and Participation service plan also aligns to the **organisational goals** of:

- Being citizen centred
- Enabling delivery and;
- Providing value for money

3. Specify Levels of Service

Performance Standards Levels of Service (we provide)	Results (Activities will contribute to these results, strategies and legislation)	Method of Measurement (We will know we are meeting the level of service if.....)	Current Performance	Benchmarks	Future Performance (targets)			Future Performance (targets) by Year 10 2028/29	
					Year 1	Year 2	Year 3		
					2018/19	2019/20	2020/21		
Provide advice, leadership and support for engagement and consultation planning and processes									
4.1.11	Provide advice and leadership in community engagement and consultation planning and delivery	The Council consults and engages with residents on issues that matter to them. This may be determined by an assessment of a projects significance, or by directed by Council on any other issue that they may wish to have community engagement on (regardless of significance assessment)	Appropriate community consultation and engagement processes are applied to issues / projects / activities consistent with the Council's Significance Policy and the LGA Community Boards are informed of engagement plans for all relevant projects, and where appropriate, have sign off for local engagement activities.	Not measured Not measured		Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council Target 2 95%	Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council Target 2 95%	Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council Target 2 95%	Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council Target 2 95%

Performance Standards Levels of Service (we provide)	Results (Activities will contribute to these results, strategies and legislation)	Method of Measurement (We will know we are meeting the level of service if.....)	Current Performance	Benchmarks	Future Performance (targets)			Future Performance (targets) by Year 10 2028/29		
					Year 1	Year 2	Year 3			
					2018/19	2019/20	2020/21			
		Our engagement with youth is significantly increased through collaboration with the Christchurch Youth Council	Youth and the Christchurch Youth Council are engaged.	Not measured		Implement a dedicated youth engagement strategy in conjunction with a youth intern from the Christchurch Youth Council	Increase our youth target market by 5% on applicable social media platforms	TBD	TBD	
Provide external communications to inform Christchurch citizens about the Council's services, decisions and opportunities to participate.										
4.1.10	Provide external communications, marketing and engagement that are timely, relevant, accessible and cost effective, and that appeal to all citizens – regardless of age, ethnicity, location etc	We respond to requests for information and comment from the media.	Respond to all media calls within 24 hours, 7 days a week.	90%		We respond to approximately 5,000 media enquiries each year.	90%	90%	90%	90%
	Activity includes preparation and distribution of material about the Council and city	We proactively provide information to the public and media that is	Maintain and grow our in-house news channel 'Newsline' and	Newsline (news and events) July 2016 to June 2017 Total page views: 520,301	Only Auckland Council has a comparable in	Use 2016/17 statistics as a baseline but expect a 5% increase given the trend for	Continue to increase page views on 18/19 result.	Continue to increase page views on 19/20 result.	TBD as method of delivery (channel type) is	

Performance Standards Levels of Service (we provide)	Results (Activities will contribute to these results, strategies and legislation)	Method of Measurement (We will know we are meeting the level of service if.....)	Current Performance	Benchmarks	Future Performance (targets)			Future Performance (targets) by Year 10 2028/29
					Year 1	Year 2	Year 3	
					2018/19	2019/20	2020/21	
via channels including print, web, social media, digital news channel, CCC.govt.nz, project specific and area specific information newsletters and community board newsletters. Brand strategy delivery and management ensures communications are consistent and recognisably from the Christchurch City Council.	engaging, accurate, and factual. We have a preference for digital first, but also ensure that there is a range of tools to communicate with all citizens.	our citizen engagement through social media channels	<p>Business as usual not including emergency events.</p> <p>Average per month: 43,358 Average time spent on page: 2mins 17secs</p> <p>Total figures (including emergency events) Total page views 730,927 Average per month: 60,910 Average time spent on page: 2 mins 54 seconds</p> <p>Video views from Newsline stories on Facebook: Video views: 267,525</p> <p>Reach of Newsline stories on Facebook: People reached: 3,755,621 Likes comments shares: 46,991</p> <p>Council Facebook page: Page likes: 36,442 (<i>this is a 48% increase on the previous year</i>). Post engagements (this includes a like, comment or a</p>	house news channel	residents to use social media and the focus we are putting on this.			expected to change further within next 3 years

Performance Standards Levels of Service (we provide)	Results (Activities will contribute to these results, strategies and legislation)	Method of Measurement (We will know we are meeting the level of service if.....)	Current Performance	Benchmarks	Future Performance (targets)			Future Performance (targets) by Year 10 2028/29
					Year 1	Year 2	Year 3	
					2018/19	2019/20	2020/21	
			share on a post): 363,939 <i>(this is a 114% increase on the previous year).</i> Council twitter: Followers: 12,411 <i>(this is an 18.4% increase on the previous year).</i> Council Instagram: Followers: 3,007 <i>(this is a 146% increase on the previous year).</i>					
	We provide local and relevant communication from Community Boards to their communities	Community Board newsletters produced. Newsletters produced for targeted communications.	Not applicable, has only been introduced in 2017.		All Community Boards are supported with communications advice and appropriate templates to share as they see fit with their communities.	All Community Boards are supported with communications advice and appropriate templates to share as they see fit with their communities.	All Community Boards are supported with communications advice and appropriate templates to share as they see fit with their communities.	
Provide internal communications to ensure staff are informed about organisation-wide projects and initiatives.								

Performance Standards Levels of Service (we provide)		Results (Activities will contribute to these results, strategies and legislation)	Method of Measurement (We will know we are meeting the level of service if.....)	Current Performance	Benchmarks	Future Performance (targets)			Future Performance (targets) by Year 10 2028/29
						Year 1	Year 2	Year 3	
						2018/19	2019/20	2020/21	
4.1.14	Develop and implement internal communications that are effective for elected members and staff.	Information is sent to staff so that staff have access to relevant and accurate information in a timely manner.	Communications plans are produced and implemented for all relevant internal organisational projects.	100%	Not known	Communications plans are produced and implemented for all relevant internal organisational projects: 100%	Communications plans are produced and implemented for all relevant internal organisational projects:100%	Communications plans are produced and implemented for all relevant internal organisational projects:100%	Communications plans are produced and implemented for all relevant internal organisational projects:100%

4. What levels of service do we propose to change from the current LTP and why?

The following is a summary of level of service changes.

Amended LTP 2016-25			LTP 2018-28			Rationale
LOS ID	LOS Description	Target (FY17/18)	LOS ID	LOS Description	Target (FY18/19)	
5.3.4 LTP	The Council produces and distributes city promotional material, for residents and visitors	5.3.4.1 Provide print, web and digital (social media such as Face Book) promotional material across information categories, examples: Christchurch Facts City and Events Guide City and regional map City Walks and Drives City Parks and Gardens	N/A	N/A	N/A	Can be monitored and reported as an organisational level of service by ChristchurchNZ. Difficult to measure effectively.
5.3.7 Non-LTP	Management of photographic and video library for Council and partner organisations to utilise in the promotion of the city	100% of photographic images and video content generated for City Promotions is uploaded into image library annually	N/A	N/A	N/A	Deletion (this goal has remained with CCC for goal management as requested by business. It is unclear why it is being proposed for deletion)
4.1.14 Non-LTP	Develop and implement internal communications that are effective for staff and elected members	4.1.14.1 At least 65% of staff satisfied with internal communications (per Engagement Survey) 4.1.14.2 Post intranet updates- daily 4.1.14.3 Send all staff email – at least one per week from CEO 4.1.14.4 Send Council Snapshot to elected members – one per week 4.1.14.5 CEO monthly report	4.1.14 LTP	Develop and implement internal communications that are effective for elected members and staff.	Communications plans are produced and implemented for all relevant internal organisational projects: 100%	

Amended LTP 2016-25			LTP 2018-28			Rationale
LOS ID	LOS Description	Target (FY17/18)	LOS ID	LOS Description	Target (FY18/19)	
4.1.11 (Non-LTP)	Provide advice, and leadership in engagement and consultation planning and delivery.	4.1.11.1 6,240 hours provided per annum for engagement planning and delivery 4.1.11.2 13,728 hours provided per annum for consultation planning and delivery, plus up to 2,340 hrs additional consultants' hours (used as work programme demands)	4.1.11 LTP	Provide advice and leadership in community engagement and consultation planning and delivery	Target 1 Community consultation occurs for all projects / issues of high significance or as directed by Council Target 2 95%	In the 2015-25 Long Term Plan the level of service below were included as levels of service when they are actually better suited as measures for Providing advice and leadership in engagement and consultation planning and delivery
4.1.5 Non-LTP	Council's Consultation processes are implemented in accordance with the consultation principles of the LGA	Consultation processes in accordance with LGA principles – 100%				
4.1.8 Non-LTP	Elected member satisfaction with the Council's public consultation processes	4.1.8.1At least 75% of elected members (Community Board Members) are satisfied or very satisfied with the consultation processes involving their community 4.1.8.2At least 75% of elected members (Councillors) are satisfied or very satisfied with the consultation processes				
4.1.9 LTP	Percentage of residents that feel they can participate in and contribute to Council decision-making	At least 50% of Residents that feel they can participate in and contribute to Council decision-making				
4.1.16 Non-LTP	Produce Board/Council reports	4.1.16.1 At least 85% of reports to the Council/ Community Board recommending commencement of a capital programme project to proceed to construction/ delivery are completed by due date 4.1.16..2 At least 85% Council/Board				

Amended LTP 2016-25			LTP 2018-28			Rationale
LOS ID	LOS Description	Target (FY17/18)	LOS ID	LOS Description	Target (FY18/19)	
		approval of reports to the Council/ Community Board recommending commencement of a capital programme project to proceed to construction/ delivery are approved				
4.1.17 (Non-LTP)	Ensure consultation is fit for purpose	4.1.17.1 100% of consultation plans for all delivery of approved capital programme projects are prepared, and implemented 4.1.17.2 At least 85% of submissions on capital programme consultations are acknowledged within 5 days of receipt				
4.1.18 LTP	Percentage of residents that understand how Council makes decisions	At least 40%				
4.1.19 LTP	Percentage of residents that understand how Council makes decisions - targeted survey	(Not measured in 2017/18)				
4.1.20 LTP	Percentage of residents that feel the public has some or a large influence on the decisions the Council makes	At least 55%				
4.1.21 LTP	Percentage of residents that feel the public has some or a large influence on the decisions the Council makes - targeted survey	(Not measured in 2017/18)				
4.1.10	Provide external communications and marketing that are timely, relevant, accurate and cost effective.	LTP 4.1.10.1 At least 67% of residents are satisfied that Council communications are timely, relevant and accurate Non-LTP 4.1.10.3	4.1.10 LTP	Provide external communications, marketing and engagement that are timely, relevant, accessible and cost effective, and that appeal to all citizens – regardless of age, ethnicity, location etc	90%	This service includes the previous 2015-25 Long Term Plan levels of service relating to communications, but they have been superseded due to the changing communications' environment. 4.1.10 has been expanded to take account of the services

Amended LTP 2016-25			LTP 2018-28			Rationale
LOS ID	LOS Description	Target (FY17/18)	LOS ID	LOS Description	Target (FY18/19)	
		Provide 74.880 hours per annum on communications, design and distribution, and marketing services				
4.1.12 LTP	Provide media with information about the Council	4.1.12.1 Issue media releases, prepare perspective articles, hold media briefings within the timelines specified in Communications plans and/or within 3 hours of public decisions 4.1.12.2 Respond to 90% of media calls within 24 hours seven days a week.				
4.1.12 Non-LTP	Provide media with information about the Council	4.1.12.3 Provide 4,160 hours per annum of coordinated and managed communications, to/from the media 4.1.12.4 Target to be set per baseline (% satisfaction)				
4.1.13 Non-LTP	Ensure that all staff who are likely to represent the Council in the media receive training	100% of relevant staff receive media training.				
4.1.15 Non-LTP	Provide strategic communications that informs Council's strategic partners and the community about key issues and decisions	100% attendance, participation and provision of information to agreed commitment				
5.3.6 Non-LTP	Provide effective marketing advice and develop and implement marketing strategies and plans as a shared service for the organisation.	5.3.6.1 At least 60% satisfaction with internal service provided across key projects and an annual evaluation of service. 5.3.6.2 At least 95% of joint marketing / communications plans are signed-off by customers / internal clients				

Amended LTP 2016-25			LTP 2018-28			Rationale
LOS ID	LOS Description	Target (FY17/18)	LOS ID	LOS Description	Target (FY18/19)	
N/A	N/A	N/A	new LTP	Activity includes preparation and distribution of material about the Council and city via channels including print, web, social media, digital news channel, CCC.govt.nz, project specific and area specific information newsletters and community board newsletters. Brand strategy delivery and management ensures communications are consistent and recognisably from the Christchurch City Council.	Use 2016/17 statistics as a baseline but expect a 5% increase given the trend for residents to use social media and the focus we are putting on this.	
N/A	N/A	N/A	new LTP	(none)	All Community Boards are supported with communications advice and appropriate templates to share as they see fit with their communities.	
N/A	N/A	N/A	new LTP	(The business has not provided any description for this LOS but from another section of the document it appears the description should be:) Communications/ engagement designed to increase the Council's connection with youth, the elderly, migrants and minority groups.	Implement a dedicated youth engagement strategy in conjunction with a youth intern from the Christchurch Youth Council	

There are no proposals that reduce the level of engagement or quality of communications that is currently provided by the Council. We are striving to increase the relevance and accuracy of information provided to citizens, and in turn, therefore increase their understanding of Council. We are introducing specific measures that capture our focus on increasing youth engagement and working collaboratively with the Christchurch Youth Council. We will be employing a member of the Christchurch Youth Council in the capacity of a Communications Intern to

specifically focus on a youth engagement strategy. This will provide genuine opportunities for youth to better understand us from the inside – while at the same time increasing our co-creation with important community sectors.

There are significant changes to the way that public engagement and communications services are provided and therefore some of the detail of the LoS are different to previous LTPs. There are two key drivers that underpin such changes; firstly, we want the Christchurch City Council to be a leader in its community engagement and communication; and secondly, changes more broadly across the communications sector mean that the relevance of an approach that was applicable three years ago is unlikely to now appeal. For example, social media is increasingly becoming the platform of choice for people to know what is happening – and conversely mainstream media channels are needing to significantly change their operation to meet this changed consumer demand.

Finally, the previous LTP included a number of measures that were more relevant to good governance than public information and participation. For example, previously there were LOS such as “*Percentage of residents that feel the public has some or a large influence on the decisions Council makes*”. This measure is best reflected, if required at all, in the Governance and Partnerships Service Plan, or preferably, as part of the monitoring framework that is developed to assess progress against the Community Outcomes and Strategic Framework – where Good Governance is a Council principle.

Activity / LOS	Change from 2015-25 Long Term Plan	What will be done differently	Options for consultation and engagement	Financial Implications (if any)
4.1.11. Providing advice and leadership in engagement and consultation planning and delivery.	In the 2015-25 Long Term Plan the level of service below were included as levels of service when they are actually better suited as measures for Providing advice and leadership in engagement and consultation planning and delivery:	Less than half Christchurch residents participate in the Council’s democratic process. We need to ensure that the community can easily understand and access the information and processes that underpin decision-making. This includes improving	At operational level opportunities for greater efficiencies which include shared/collaborative engagement activities with our strategic partners and other recovery agencies.	Funding required for intern. Funding sourced from carry forward for participatory budgeting to be used for developing participatory budgeting tool (Smart Cities has

	<p>4.1.9: % of residents that feel they can participate in and contribute to Council decision-making</p> <p>4.1.5: Council's consultation processes are implemented in accordance with the consultation principles of the LGA</p> <p>4.1.18: Percentage of residents that understand how Council makes decisions.</p> <p>4.1.19: Percentage of residents that understand how Council makes its decisions (targeted survey of those who have contact with Council via a hearings process or talking to Council, its communities or community boards.</p> <p>4.1.20: Percentage of residents that feel the public has some or a large influence on the decisions Council makes</p> <p>4.1.21: Percentage of residents that feel the public has some or large influence on the decisions Council makes – targeted survey.</p> <p>4.1.8: Elected member satisfaction with consultation.</p> <p>4.1.17: Ensure consultation is fit for purpose</p> <p>4.1.16: Produce Board/Council reports – it is operational practice to produce a report for board/Council following a consultation to ensure citizens views are taken into account in decision-making</p>	<p>the ways we inform people about upcoming decisions and how they can participate and how we update people on decisions made. Initiatives include:</p> <ul style="list-style-type: none"> • Introducing a new citizen-centric consultation platform “Have Your Say • Targeting communication/engagement at affected communities – seminars, hubs, public meetings and face-to-face • The Council's engagement team works for both Development Christchurch and Regenerate Christchurch to ensure the resident recognises the collaboration between the organisations and also for efficiency. • Putting processes in place so that we are having pre-engagement conversations with our community eg. Speaker Series to excite interest. • Having a system to identify communities of interest – if they engage on an issue we close the loop so they know the project outcome and are also notified of future engagements on that issue. • Youth has been under-represented in past consultations – we will take on 	<p>Opportunities to also involve interest groups such as the Youth Council in developing engagement.</p>	<p>made a business case for this budget).</p>
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	The service “Providing Advice and Leadership in engagement and consultation planning and delivery is still measured, but the measures are set out in a different way.	<p>an intern from the Youth Council to develop and implement a plan to involve youth in the democratic process.</p> <ul style="list-style-type: none"> • Council has indicated that it supports participatory budgeting – trials with engagement on the 2017/18 Annual Plan. Further development for 2018/28 Long Term Plan. 		
Communications/engagement designed to increase the Council’s connection with youth, the elderly, migrants and minority groups.	<ul style="list-style-type: none"> • Dedicated resource to work on youth engagement • Targeting communications to channels used by these groups including school newsletters, residents’ groups newsletters and bulletin boards in the city and on the peninsula. • Where necessary translate information for migrant groups. 	A priority for communications is to target information and stakeholder databases to circulate information.	Collaborate with groups representing youth, the elderly, migrants and minority groups.	Nil budget impact – an effective means of communications.
4.1.10 : Provide external communications, marketing and engagement that are timely, relevant, accessible and cost effective, and that appeal to all citizens regardless of age,	This service includes the previous 2015-25 Long Term Plan levels of service relating to communications, but they have been superseded due to the changing communications’ environment. 4.1.10 has been expanded to take			

<p>ethnicity, location etc.</p>	<p>account of the services below: 4.1.12:<i>Provide media with information about the Council</i> 4.1.13: <i>Ensure that all staff who are likely to represent the Council in the media receive media training.</i> 4.1.10: <i>Provide external communications and marketing that are timely, relevant, accurate and cost effective.</i> 4.1.15: <i>Provide strategic communications that informs Council's strategic partners and the community about key issues and decisions.</i> 5.3.6:<i>Provide effective marketing advice and develop and implement marketing strategies and plans as a shared service for the organisation.</i> 4.1.14 : <i>Develop and implement internal communications that are effective for elected members and staff has been retained</i></p>			
<p>Provide increased communications support for elected members</p>	<ul style="list-style-type: none"> • Media training. • Produce community board newsletters 	<p>Enhance current newsletters and ensure they are circulated through community networks and on board web pages.</p>		<p>Nil budget impact – saving from not printing a city-wide publication.</p>

<p>Digital first communications</p>	<p>Continue to reduce spending on print communication. New Zealanders operate online and this is increasing. The Council's communications must reflect this;</p> <ul style="list-style-type: none"> • Joint publications with CERA ceased in November 2016 and digital news channel "Newsline" was set up. • Share content from digital news channel <i>Newsline</i> through newsletters and also social media • Drive the Council social media strategy and further develop social media channels – Facebook, Instagram, twitter, Neighbourly all well used platforms. 	<p>Digital strategy is constantly evolving.</p>	<p>Collaborate with other agencies that are communicating with residents. <i>Newsline</i> has become established as a news channel for other agencies.</p>	<p>There are potential savings going forward in adopting a digital first communications</p>
<p>Development of a visual identity/tone of voice for the Council.</p>	<p>The Council has about 70 visual identities – there is a need to have a consistent customer centric tone of voice, personality and identity. We need people to understand the services provided by the Council in the city. A project over the past year is project to develop a new visual identity and tone of voice. We have defined a way of working for the organisation which is "actively engaging" and a tone of voice which is designed to inspire confidence and a can do attitude.</p>	<p>Embed the new Council visual identity / tone of voice across Council. Manage and refine the Council's brand. Communicate the organisation's story.</p> <p>Work programme</p> <ul style="list-style-type: none"> • Manage the development of the new identity and tone of voice guidelines 	<p>Brand will ensure Council approach to communications is citizen centred and consistently applied.</p>	<p>Will not significantly impact on budget.</p> <p>In future may be savings across Council because if we get the tone of voice right, people won't need to come back for further clarifications etc. The message will be clear and accurate.</p>

	<p>The five personality traits are helpful, positive, confident, personal and proud.</p>	<p>Manage the Implementation on the new identity. This involves workshops and training across the organisation to embed the new visual identity and tone of voice.</p> <ul style="list-style-type: none"> • Provide tools to enable the organisation to use the new identity. Monitor the progress of the new identity. • Develop a series of overarching campaigns to communicate our story - what we do and what we stand for - to make it easy for people to understand and participate. 		
<p>Across council approach to communications.</p>	<p>Centralised planning. The organisation has a goal of providing value for money. In a business sense to do this we first must know what people want (citizen centred research), then create value by providing products or services. Offering the service is not enough. If people don't know or care about what we have it doesn't matter what we provide. That's where marketing and communications come in - we</p>			

	<p>need to inform and encourage people to take opportunities we provide. Sometimes that message needs to be pushed out, regularly, for people to take note. After that, the service must deliver value or what it has promised.</p> <p>A measurement for us is to determine how aware people are of our services. If people are not aware, this can inform some more areas for us to focus. At the moment our communications and marketing plans are driven by business unit budgets. This is necessary in certain areas (e.g. facility openings, new programmes etc), but we miss a beat by not having a centralised arrangement to drive communication on the major issues. We have to scramble for this and it's reactive rather than being part of the overall story we need to tell.</p>			
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The following Levels of Service previously associated with Public Information are no longer represented in this service plan:

5.0.12: Develop and embed 100RC Christchurch Resilience Strategy – this now appears in Strategy Service Plan.

4.1.2 : All local elections, polls and representation reviews are held with full statutory compliance with relevant legislation.

4.1.22; All Council and Community Board decisions are held with full statutory compliance with relevant legislation.

4.1.28: Provide logistic support for meeting of Council and Community Board.

4.1.23: Mana whenua satisfaction with opportunities provided with for consultation and input.

4.1.24: Maori satisfaction with opportunities provided for consultation and input.

4.1.25: Provide direct administrative support for the Mayor.

4.1.26: Provide direct administrative support for Deputy Mayor and Councillors.

4.1.27: Community development projects are provided, supported and promoted.

4.1.29: Repond to requests for information held by Council in a manner that complies with the legislative processes and timelines set out in the LGOIMA.

5. How will the assets be managed to deliver the services?

No assets

6. What financial resources are needed?

GOVERNANCE- PUBLIC INFORMATION AND PARTICIPATION				
	2017/18 Annual Plan	2018/19	2019/20	2020/21
	000's			
Consultation and engagement	1,353	1,586	1,650	1,675
Media liaison and information	386	482	504	510
External Communications	1,255	1,271	1,297	1,324
Marketing Strategy, planning & provision	2,925	2,983	3,078	3,144
Activity Costs before Overheads	5,919	6,322	6,530	6,653
Corporate Overhead	267	288	301	276
Depreciation	-	-	-	-
Interest	-	-	-	-
Total Activity Cost	6,185	6,609	6,831	6,929
Funded By:				
Fees and Charges	-	-	-	-
Grants and Subsidies	-	-	-	-
Total Operational Revenue	-	-	-	-
Net Cost of Service	6,185	6,609	6,831	6,929
Funding Percentages:				
Rates	100.0%	100.0%	100.0%	100.0%
Fees and Charges	0.0%	0.0%	0.0%	0.0%
Grants and Subsidies	0.0%	0.0%	0.0%	0.0%

7. How much capital expenditure will be spent, on what category of asset, and what are the key capital projects for this activity?

No assets

8. Are there any significant negative effects that this activity will create?