

## **Attachment B – Objectives and measures**

### **Objectives:**

The objective of the funding is to cover the shortfall created by running the ambassador program (costs incurred through salaries, equipment purchases and refreshments costs) and also drive other crime prevention and economic development initiatives as required.

By covering this shortfall, the Recipient will then be able to achieve its own internal objectives, which are;

- To increase commercial, community and social activity
- To reduce the level of crime and anti-social behaviour
- To increase the perceived safety of local residents and visitors by providing a friendly town centre
- To create a deterrent for offenders
- To provide worthy employment to long term unemployed individuals for a contracted period of six months
- To maintain active and regular patrolling in the town centre
- To provide a service to the best standards of professional practice at all times In a manner which reflects credit on both the ambassadors' program and Auckland Council
- To provide Police with intelligence information and respond to all Police requests for support. Actual response will vary on a case by case basis.

This funding project aims

- To enhance the visibility and maximize the effectiveness of the ambassadors by providing support to **the** business association looking after the ambassadors. This will increase the community perception of safety and ensure the ambassadors are recognised as a community patrol group.
- It will look to help boost vitality and enable economic growth in the town centre.

### **Measures**

The performance measures and targets for the delivery of these services are listed under No 6 - Reporting requirements (below). The expectation is that report is provided (see performance specifications).

The Recipient will provide detailed, accurate and complete reports to the Council on progress towards achieving the purpose outlined in Clause 6. In addition, the incorporated society will provide with the final report due 31 July 2015, the end of year financial accounts and statements which shall include:

- a report confirming how the Council's contribution has been expended or otherwise dealt with by the incorporated society in the relevant period (provide a summary of expenditure and receipts of expense)
- describe the initiatives undertaken or planned (with sufficient explanation and information (e.g. project plans) to ensure the board has a balanced understanding of the activities and outcomes)
- Provide an oversight report to Council detailing how the statistics outlined in the table below (see

point 3) will be collated on ongoing basis (which could be used to enable future funding models).

The Recipient will provide detailed accurate and complete reports to the Council as follows;

Outcome	Action	Reporting	Frequency
Safe Environment	Ambassadors employed for the purpose of increasing perceptions of safety and making the area a safe business place	See point 3 below	Monthly
Reduction in crime & greater confidence by business in the viability of the area	<p>Liaise with local police and relevant external stakeholders (e.g. Auckland Council and WINZ).</p> <p>Promotion of safer business practices to business owners and staff</p>	<ol style="list-style-type: none"> <li>1. Liaising with local police, business retailers, government agencies, external stakeholders and the community to strengthen/ establish relationships and make the area a safer environment.</li> <li>2. Liaise with the monitoring staff of the CCTV systems and work towards resolving general day to day safety issues arising in the town centre.</li> <li>3. Provide an oversight report that features how the Recipient will collate figures on a monthly basis that covers;               <ol style="list-style-type: none"> <li>a. A breakdown of the major and minor incidents per week</li> <li>b. Numbers of ambassador contacts with the Police</li> <li>c. Numbers of incidents successfully resolved by the ambassadors</li> <li>d. Provide evidence of uptake of safer business practice by businesses as a result of ambassador activities</li> <li>e. Number of ambassadors that have gained long term employment after completing the</li> </ol> </li> </ol>	<p>Oral report 31 July 2015</p> <p>N.N Statistics to be collated each month from 1 July 2015 onwards for record purposes</p>

		course	
Gaining employment	Ambassadors are able to secure long term employment as a result of being on the programme	Provide details of monthly statistics (see point 3 above) that details the number of WINZ beneficiaries that enter the ambassador programme and the subsequent number that have gained long term employment after completing the course	Monthly
Economic growth	Drive economic development activities in the town centre	Provide details in monthly statistics (see point 3 above) that details: <ul style="list-style-type: none"> <li>• Number of promotions and advertising of the town centre including branding</li> <li>• Events and decorations in the town centre</li> <li>• Co-ordination of activities by businesses</li> </ul>	Monthly