I hereby give notice that an ordinary meeting of the Ōrākei Local Board will be held on:

**Date:** Thursday, 21 May 2020  
**Time:** 3.00pm  
**Meeting Room:** This meeting will proceed via Skype for Business.  
**Venue:** A written summary will be uploaded on the Auckland Council website

---

**Ōrākei Local Board**  
**OPEN ADDENDUM AGENDA**

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**MEMBERSHIP**

| Chairperson | Mr Scott Milne, JP |
| Deputy Chairperson | Sarah Powrie |
| Members | Troy Churton  
Colin Davis, JP  
Troy Elliott  
Margaret Voyce  
David Wong, JP |

(Quorum 4 members)

**Kim Lawgun**  
Democracy Advisor

**14 May 2020**

Contact Telephone: 021 302 163  
Email Kim.Lawgun@aucklandcouncil.govt.nz  
Website: www.aucklandcouncil.govt.nz

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**Note:** The reports contained within this agenda are for consideration and should not be construed as Council policy unless and until adopted. Should Members require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.
<table>
<thead>
<tr>
<th>ITEM</th>
<th>TABLE OF CONTENTS</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Ellerslie War Memorial Hall Community Centre - Community Needs Assessment</td>
<td>5</td>
</tr>
</tbody>
</table>
Te take mō te pūrongo
Purpose of the report
1. a) To receive the community needs assessment report on the Ellerslie War Memorial Hall Community Centre completed by Mobius Research and Strategy Limited.

   b) To approve the future operating model of the facility.

Whakarāpopototanga matua
Executive summary
2. In 2018, the Ōrākei Local Board directed staff to investigate a community lease arrangement to allow The Ellerslie Theatrical Society exclusive use of the Ellerslie War Memorial Town Hall (the Hall) (OR/2018/81).

3. In order to inform any recommendation regarding this community lease agreement, the local board funded a community needs assessment (Attachment A) to identify the current users and level of usage of the Hall from a network perspective. Mobius Research and Strategy Limited (Mobius) was engaged to undertake this needs assessment.

4. The Mobius report has a number of key findings:
   • The Hall is a well-used community facility with two permanent tenants (Plunket and Community Patrol) and more than 40 other organisations which book the hall on a regular and ad hoc basis
   • It is considered to be in a good central location and to be fit-for-purpose with flexible spaces
   • Current uses and users are varied and include meetings, activity and recreation clubs, church groups, dancing, business groups, private functions, events and theatre performances Current users want to continue to have the opportunity to utilise this space.
   • The Ellerslie Theatrical Society has been using the Hall since 1989 and now runs 4 plays each year and a play festival every second year.
   • There is a low level of awareness of what is on at the Hall.

5. The recommendation arising from this study is that, in the short-term at least, the status quo is maintained so that the wide range of organisations currently using the Ellerslie War Memorial Community Centre, including the Ellerslie Theatrical Society, continue to have access, and continue to provide services, activities, programmes and events that benefit the Ellerslie community.

Ngā tūtohunga
Recommendations
That the Ōrākei Local Board:

a) receive the community needs assessment report on the Ellerslie War Memorial Hall Community Centre completed by Mobius Research and Strategy Limited dated April 2020.

b) adopt the recommendation that Ellerslie War Memorial Hall continue to be managed as a venue for hire by council to enable continued community access.

c) request that Community Places staff develop agreements with Ellerslie Plunket and
the Ellerslie Community Patrol regarding their occupancies at the Ellerslie War Memorial Hall.

Horopaki Context
6. The Ellerslie War Memorial Community Centre (the Hall) is located at 138 Main Highway, Ellerslie and currently operates as a venue for hire, with all bookings required to be made via Auckland Council’s Venue Hire system.

7. There are no council coordinated activities or programmes in place, or a manager. There are two adjoining small offices, which are leased to Ellerslie Plunket and Ellerslie Community Patrol. These leases have expired and both organisations have indicated that they wish to continue operating from the venue. New agreements will need to be put in place to enable this.

8. Over several years the Ellerslie Theatrical Society (the Society) has expressed an interest in having permanent, exclusive access to the Hall. The local board requested staff investigate and provide advice on the possibility of providing a community lease agreement to the Society (OR/2018/81). In order to inform any recommendation regarding this community lease agreement, the local board funded a community needs assessment (Attachment A) to identify the current users and level of usage of the Hall from a network perspective.

9. In August 2019 Mobius was engaged to undertake the community needs assessment. Their research took a mixed method approach including desk top research, in-depth interviews with key community stakeholders and members of the wider community, and an online survey with residents of the Ellerslie area.

Tātaritanga me ngā tohutohu Analysis and advice
10. The Mobius report has a number of key findings:

- The Hall is a well-used community facility, with two permanent tenants, Plunket and Community Patrol, and more than 40 other organisations who book the hall on a regular and ad hoc basis.

- It is considered to be in a good central location and to be fit for purpose with flexible spaces. The building is considered to fit well within the central Ellerslie streetscape, given its overall look and state, including the mural.

- Current users/uses are varied and include meetings, activity and recreation clubs, church groups, dancing, business groups, private functions, events and theatre performances.

- Current users want to continue to have the opportunity to utilise this space.

- The Society has been using the hall since 1989 and now runs 4 plays each year and a play festival every second year. Their use of the hall (bookings) increases closer to the time during which plays are staged, so availability during this time can be somewhat limited for other organisations. The Society has expressed an interest in taking over bookings and in being able to brand the facility.

- There are other facilities available for hire in the Ellerslie area, Leicester Hall, which has usage capacity but is not considered to be as central or to offer flexibility in terms of spaces for hire.

- Other facilities such as the Ellerslie Masonic Centre, YMCA, schools and churches have some ad hoc capacity.

- There is a low level of awareness of what is on at the Hall – many current users are member-based organisations.
11. The Mobius report identifies two options for the future management of facility and identifies benefits and considerations for each option.

12. Option one is that the Hall continues to operate as a venue for hire with no changes made to the current Venue Hire booking model. Table one shows the benefits and challenges associated with option one:

**Table one - option one benefits and challenges**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>A wide range of organisations will continue to have access to this facility (on average there are more than 40 separate organisations each year booking this facility). The Ellerslie community will continue to have a theatre presence, which is a unique aspect of this community. The use of this facility (for theatre purposes) will continue to be in alignment with the priorities of the Toi Whitiki Arts and Culture Strategic Action Plan.</td>
<td>No change to the booking system will mean that bookings will continue to be made on a first come, first served basis and there is the possibility that block bookings will continue to be made by the Society if they are first to access the booking system when it opens. There may continue to be some level of frustration experienced by organisations not able to obtain a booking when they want one and/or the need to make bookings well in advance of their usage requirement. Any increase in demand for use of this facility by other organisations may mean that there are gaps in facility provision in the Ellerslie area in the future.</td>
</tr>
</tbody>
</table>

13. Option two is a formal lease arrangement is entered into with the Society. Table two shows the benefits and challenges associated with option two:

**Table two - option two benefits and challenges**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Society will have a permanent ‘home’ in the Ellerslie Community and the Society will continue to be a unique aspect of the Ellerslie Community and a contributor to a vibrant Ellerslie Town Centre.</td>
<td>The Society does not currently have the infrastructure or personnel in place to provide booking management services for this facility. The Society may have first access to bookings rather than equal access, as is the case at present. Any booking policy the Society establishes may not be in alignment with the current venue booking policy of Auckland Council. Any increase in demand for use of this facility by other organisations may mean that there are gaps in facility provision in the Ellerslie area in the future. The Hall would no longer be publicly listed as a venue for hire on any Auckland Council and this may further limit awareness of its existence (as has been the case with some other facilities).</td>
</tr>
</tbody>
</table>

14. The recommendation arising from this study is that, in the short-term at least, the status quo is maintained so that the wide range of organisations currently using the Ellerslie War
Memorial Community Centre (including the Ellerslie Theatrical Society) continue to have access, and continue to provide services, activities, programmes and events that benefit the Ellerslie community.

15. The Society has stated its intention to operate this facility as a performing arts facility with the Society’s own branding for the venue. Any branding of the facility as a performing arts venue could discourage community use and access to the facility.

16. The Mobius report advises that the Society does not currently have the infrastructure or personnel in place to provide booking management service for this facility.

17. Officers support the Mobius recommendation that the hall continue to be managed as a venue for hire by council for the following reasons:
   - **Continuity**: The hall has been successfully managed by council as a venue for hire to date.
   - **Diversity of use**: It currently attracts a wider variety of user groups. Granting a lease to the Ellerslie Theatrical Society to brand and manage the hall as a performing art centre could change the perception of the hall being available for community.
   - **Viability**: The future viability of the Society is unknown, and it does not have the resources to manage booking and access to the hall.
   - **Strategic alignment**: As a venue for hire the hall can continue to meet the local board objectives that local centres and public spaces should be attractive, safe and easy to access and that it is easy for the community, churches and associations to come together. It will continue to support Toi Whitiuki aims of local boards playing an important role in supporting arts and culture activities in their communities.
   - **Revenue**: Revenue from use of the venue will continue to come to the Ōrākei Local Board. Subsidised access to the venue by qualifying groups can be maintained.

18. There is an opportunity to address the low awareness of the hall in the local community. Community Places has developed a new website called The Centre which it is launching shortly. This will provide information about the availability of programmes and activities at Auckland Council venues and has the capacity to increase local awareness of venues and their activities.

19. The Mobius report also recommends that the council review its Hire Fee Framework and booking system. The Framework was adopted in 2014 and staff have planned a review and consultation with local boards in 2020/2021, with any changes to be adopted as part of the council’s 10 Year Budget.

20. Council is also building a new and improved booking system, that will include ticketing as well as booking functions, and will be made available to our community partners who manage venues on the council’s behalf.

21. At a local board on 13 February 2020 there was discussion about the value of encouraging more usage of the venue by funding a coordinator. This coordinator would be there to more actively manage the venue, develop programmes and activities and seek to promote it widely especially with the local community.

22. There is funding available in the work programme to enable this but given the Covid-19 Pandemic there is uncertainty as to when all venues for hire will reopen and whether this is a priority for the local board.

Tauākī whakaaweawe āhuarangi

**Climate impact statement**

23. Community places have a positive climate impact as they allow people to connect, participate and recreate locally and not have to travel long distances. They help foster a sense of community and contribute positively to people’s views of where they live.
Ngā whakaaweawe me ngā tirohanga a te rōpū Kaunihera
Council group impacts and views
24. There is no identified council group impact associated with this report.

Ngā whakaaweawe ā-rohe me ngā tirohanga a te poari ā-rohe
Local impacts and local board views
25. The Community Needs Assessment was undertaken at the request of the local board, which
provided LDI Opex funding to complete the report. The findings of the needs assessment
were workshopped with the board on 13 February 2020.

Tauākī whakaaweawe Māori
Māori impact statement
26. There are no identified impacts for Māori associated with community access and use of the
venue.

Ngā ritenga ā-pūtea
Financial implications
27. Should the local board accept the recommendation for continued operation of the Hall as a
venue for hire, managed by the Community Places team, there would be no financial
implications. Revenue for hire of the facility would still come to the board. In 2017/2018 this
was $52,548 and in 2018/2019 it was $66,602.
28. If the local board supports a lease being entered into with the Society for the management of
the venue, then any rental from its hireage would go to the lease organisation. The Society
would also probably continue to seek additional council support towards its operation to
ensure its viability, although it is understood that they are also seeking grants from other
sources. The outcome of these is unknown.
29. In December 2019, the local board received a report advising that The Ellerslie Theatrical
Society had accrued debt of $32,062.39 from hireage of the Ellerslie War Memorial Town
Hall since January 2018. The Society has developed a payment plan to repay this debt
which is now $11,429.

Ngā raru tūpono me ngā whakamaurutanga
Risks and mitigations
30. There are no identified risks associated with the recommendation that Society continues to
operate as a venue for hire. There is a need to increase local community awareness of this
facility and this should be addressed by the new venue website developed by the council.

Ngā koringa ā-muri
Next steps
31. If the current management of the venue by the council is agreed to continue, staff will
continue to support and administer access to the Ellerslie War Memorial Town Hall in
alignment with the standard application of Hire Fee Framework and process. Occupancy
agreements are developed and entered into with Ellerslie Plunket and Ellerslie Community
Patroll.

Ngā tāpirihanga
Attachments

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Ellerslie War Memorial Hall Community Needs Assessment Report 2020</td>
<td>11</td>
</tr>
</tbody>
</table>
### Ngā kaihaina

**Signatories**

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Peter Loud – Senior Advisor, Community Places</td>
</tr>
<tr>
<td>Authorisers</td>
<td>Graham Bodman - General Manager Arts, Community and Events</td>
</tr>
<tr>
<td></td>
<td>Adam Milina - Relationship Manager - Albert-Eden &amp; Orakei Local Boards</td>
</tr>
</tbody>
</table>
Auckland Council
Ellerslie War Memorial Hall Community Centre - Community Needs Assessment
Report April 2020

Prepared by
Mobius Research and Strategy Ltd.
# Table of Contents

1. Executive Summary .......................................................................................... 3
   1.1 Background and objectives ........................................................................ 3
   1.2 Approach ..................................................................................................... 3
   1.3 Key Findings ............................................................................................... 3
   1.4 Options for consideration ........................................................................... 4
   1.5 Recommendations for consideration ......................................................... 5

2. Project Background and Objectives .................................................................. 6

3. Approach .......................................................................................................... 7
   3.1 Key stakeholder interviews and other discussions .................................... 7
   3.2 Online survey with Ellerslie residents ....................................................... 7
   3.3 Desk research ............................................................................................ 7

4. Strategic Context .............................................................................................. 8
   4.1 Strategic Context ........................................................................................ 8

5. Demographic Context ...................................................................................... 11
   5.1 Current (available) demographic characteristics ..................................... 11
      5.1.1 Summary of key demographics based on the 2013 Census ............. 11

6. The Ellerslie War Memorial Community Centre ............................................ 13
   6.1 Background ............................................................................................... 13
      6.1.1 Facility overview ................................................................................. 13
   6.2 Leases ......................................................................................................... 13
      6.2.1 Ellerslie Hall ....................................................................................... 14
      6.2.2 Ellerslie Community Patrol ................................................................. 14
   6.3 Current usage information .......................................................................... 14
      6.3.1 Hours booked – 2018/2019 year ....................................................... 14
      6.3.2 Hours booked – 2019/2020 – to date .............................................. 16
      6.3.3 Ellerslie War Memorial Community Centre – current users (2019/2010 year-to-date) ................................................................. 17
   6.4 User feedback ............................................................................................ 18
   6.5 Ellerslie Residents Association feedback ............................................... 19
   6.6 Awareness of, and community usage of the facility .................................. 19

7. The Ellerslie Theatrical Society ....................................................................... 21
   7.1 Background ............................................................................................... 21
      7.1.1 Audiences .......................................................................................... 23
   7.2 Relationships with other hirers .................................................................. 23
   7.3 Vision and future plans ............................................................................. 23
   7.4 Strategic alignment .................................................................................... 24

8. Other Council-Owned Facilities ....................................................................... 25
   8.1 Leicester Hall ............................................................................................. 25
      8.1.1 Hours booked – 2018/2019 ............................................................... 25
      8.1.2 Hours booked – 2019/2020 – to date ............................................ 25
   2019/2020 year to date – mix of bookings ................................................ 26
   8.1.3 Current users ....................................................................................... 27
   8.2 The Ellerslie Leisure Centre ..................................................................... 27

## Ellerslie School Facilities

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Ellerslie School Facilities</td>
</tr>
</tbody>
</table>

## Ellerslie Church Facilities – main facilities available

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.2</td>
<td>Ellerslie Church Facilities – main facilities available</td>
</tr>
<tr>
<td>9.2.1</td>
<td>St Peter’s Presbyterian Church – 7 Harrison Road, Mt Wellington</td>
</tr>
<tr>
<td>9.2.2</td>
<td>Christ Church – 169 Ladies Mile, Ellerslie</td>
</tr>
<tr>
<td>9.2.3</td>
<td>Parish of the Immaculate Conception – Main Highway Ellerslie</td>
</tr>
<tr>
<td>9.2.4</td>
<td>St Cuthbert’s Church – 20 Cawley Street</td>
</tr>
</tbody>
</table>

## Other Facilities

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.3</td>
<td>Other Facilities</td>
</tr>
</tbody>
</table>

## Summary of key findings and considerations

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Summary of key findings and considerations</td>
</tr>
</tbody>
</table>

## Key findings

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.1</td>
<td>Key findings</td>
</tr>
</tbody>
</table>
1: Executive Summary

1.1 Background and objectives

The Ellerslie War Memorial Community Centre is located at 138 Main Highway, Ellerslie and currently operates as a venue for hire, with all bookings required to be made via Auckland Council’s Venue Hire. There are no Council coordinated activities or programmes in place, or a manager.

The Ellerslie Theatrical Society has expressed an interest in a community lease arrangement for the Ellerslie War Memorial Hall, which would enable them to move into this venue on a permanent basis. The Ōrākei Local Board requested that the community lease advisor investigate and advise the Board on the possibility of providing a community lease agreement to the Ellerslie Theatrical Society. In order to inform any recommendation regarding this community lease agreement, Auckland Council undertook a community needs assessment to identify the current users and level of usage of the Ellerslie War Memorial Community Centre from a network perspective. This will enable future management options to be considered.

1.2 Approach

This was a mixed method project including desk research, in-depth interviews with key community stakeholders and members of the wider community, and an online survey with residents of the Ellerslie area.

1.3 Key Findings

Following are the key findings arising out of this project.

- The Ellerslie War Memorial Community Centre is a well-used community facility. In the last 12 months more than 40 separate organisations had made bookings and held events and activities at this facility. The Committee Room in this facility has additional capacity for more bookings. The other main community facility in the area is Leicester Hall, which is also reasonably well used but also has some additional capacity. A wide range of community and commercial organisations hire both of these facilities. There are also other non-Council facilities in the area, including schools and churches, which also rent space to community groups.

- The Ellerslie War Memorial Community Centre is in a convenient central location and in a good overall condition. Overall, users are satisfied with their experience of this facility.

- The majority of bookings are being made by the Ellerslie Theatrical Society. They run four productions each year and each production has a gestation period of three months. Closer to the date of each production, bookings increase. A large proportion of their bookings are ‘stage only’, with other users (for at least some of the time) being able to book the Main Hall and the Committee Room when the Theatrical Society are not on-site. Organisations that have a relationship with the Theatrical Society report that they are very flexible in allowing other groups to have access, should they require it, on request. The stage is required to be booked in order for the set to be constructed and in place during productions, and the Committee Room is also booked during some of this time because of health and safety issues during set construction.

- All organisations using the Ellerslie War Memorial Hall are required to use the same system for making bookings and at present (once bookings open for a specific timeframe) there are no system-related
restrictions on who can book, how long each booking can be for and how many bookings an organisation may make. All organisations have equal access to this booking platform. While there was some frustration expressed regarding the need to book in advance (because of block booking by the Theatrical Society) most other users are able to either make a booking at this facility, or find an alternative space in the area.

- The Ellerslie Theatrical Society is considered to be a key part of the local community, and the Ellerslie Residents Association report that residents are proud that there is a theatre presence in Ellerslie whether they choose to attend or not. The Theatrical Society’s productions are affordable and accessible for those who are interested in attending and they offer discounts to certain groups including students, senior citizens and people with community services cards.

- There is strategic alignment between the priorities of the Toi Whākai Arts and Culture Strategic Action Plan and the Ellerslie Theatrical Society, and specifically in terms of the goals of: Auckland valuing and investing in arts and culture, creating a network of vibrant arts and culture organisations and facilities and having a robust and flourishing creative economy.

1.4 Options for consideration

This study has identified two core options for consideration. Please note that these options have been developed without any consideration of the current financial status of the Ellerslie Theatrical Society or the communications they have had to date with respect to venue fees with the Ōrākei Local Board.

Option 1: Status Quo

The Ellerslie War Memorial Community Centre continues to operate as a venue for hire with no changes made to the current Venue Hire booking model.

**Benefits:**
- A wide range of organisations will continue to have access to this facility (on average there are more than 40 separate organisations each year booking this facility).
- The Ellerslie community will continue to have a theatre presence, which is a unique aspect of this community.
- The use of this facility (for theatre purposes) will continue to be in alignment with the priorities of the Toi Whākai Arts and Culture Strategic Action Plan.

**Considerations:**
- No change to the booking system will mean that bookings will continue to be made on a first come first serve basis and there is the possibility that block bookings will continue to be made by the Ellerslie Theatrical Society if they are first to access the booking system when it opens.
- There may continue to be some level of frustration experienced by organisations not able to obtain a booking when they want one and/or who will need to make bookings well in advance of their usage requirement.
- Any increase in demand for use of this facility by other organisations may mean that there are gaps in facility provision in the Ellerslie area in the future.

Option 2:

A formal lease arrangement is entered into with the Ellerslie Theatrical Society.

**Benefits:**
- The Ellerslie Theatrical Society will have a permanent ‘home’ in the Ellerslie Community and the Society will continue to be a unique aspect of the Ellerslie Community and a contributor to a vibrant Ellerslie Town Centre
(NB: they have stated that their intention would be to 'manage' the facility i.e. manage all other bookings ongoing).

Considerations:
- The Ellerslie Theatrical Society does not currently have the infrastructure or personnel in place to provide booking management services for this facility.
- The Society may have first access to bookings rather than equal access, as is the case at present.
- Any booking policy the Society establishes may not be in alignment with the current venue booking policy of Auckland Council.
- Any increase in demand for use of this facility by other organisations may mean that there are gaps in facility provision in the Ellerslie area in the future.
- The Ellerslie War Memorial Community Centre would no longer be publicly listed as a venue for hire on any Auckland Council and this may limit awareness of its existence (as has been the case with some other facilities).

1.5 Recommendations for consideration

The recommendation arising from this study is that, in the short-term at least, the status quo is maintained so that the wide range of organisations currently using the Ellerslie War Memorial Community Centre (including the Ellerslie Theatrical Society) continue to have access, and continue to provide services, activities, programmes and events that benefit the Ellerslie community.

It is also recommended that consideration be given to Council’s Venue Hire booking system if it is considered that this system does not provide fair and equal access to all potential users in its current format.
2: Project Background and Objectives

The Ellerslie War Memorial Community Centre is located at 138 Main Highway, Ellerslie and currently operates as a venue for hire, with all bookings required to be made via Auckland Council’s Venue Hire. There are no Council coordinated activities or programmes in place, or a manager.

The Ellerslie Theatrical Society has expressed an interest in a community lease arrangement for the Ellerslie War Memorial Hall, which would enable them to move into this venue on a permanent basis. The Ōrākei Local Board requested that the community lease advisor investigate and advise the Board on the possibility of providing a community lease agreement to the Ellerslie Theatrical Society. In order to inform any recommendation regarding this community lease agreement, Auckland Council undertook a community needs assessment to identify the current users and level of usage of the Ellerslie War Memorial Community Centre from a network perspective. This will enable future management options to be considered.

The specific objectives that were addressed by this community needs assessment included:

- Identifying the history of the Ellerslie War Memorial Community Centre and why it was initially built/established
- Understanding current users and uses/the services being offered at the Centre
- Identifying current user perceptions of, and experiences with the facility
- Identifying who the Ellerslie War Memorial Hall should service now and in the future – and any gaps in current service delivery
- Investigating how the community is changing and how this might impact on service delivery needs in the future
- Understanding how this facility fits into the network of facilities in the area – both Council and non-Council owned
- Identifying the history and background of the Ellerslie Theatrical Society including its current venue use arrangements, membership, plans for the future, programming and strategic alignment.

The wider strategic context that this project too part in, and was informed by included:

- The Auckland Plan priorities this facility should be delivering on
- The Community Facilities Network Plan’s (relevant) drivers
- The Ōrākei Local Board Plan’s relevant outcomes
- Toi Whakai Auckland Arts and Culture Action Plan.

This report presents the results of the community needs assessment.
3: Approach

This was a mixed method project comprising desk research, in-depth interviews with key community stakeholders and members of the wider community, and an online survey with residents of the Ellerslie area.

3.1 Key stakeholder interviews and other discussions

A total of N=32 in-depth interviews were undertaken with community stakeholders. Interviews were a mix of face-to-face and telephone depending on the availability of individual stakeholders and included:

- The Ellerslie Residents Association
- The Ellerslie Business Association
- The Ellerslie Theatrical Society
- Ellerslie Plunket
- Ellerslie Community Patrol
- Hirers of the Ellerslie War Memorial Community Centre
- Hirers of Leicester Hall
- Other non-Council owned community facilities – including schools, churches and private facilities
- Users of community facilities.

3.2 Online survey with Ellerslie residents

An online survey was sent out to residents of the Ellerslie area, seeking their feedback on the Ellerslie War Memorial Community Centre and on other community facilities in the area. Survey participants were members of Mobius’ internal database of Ellerslie residents/research participants. A total of N=210 Ellerslie residents completed a survey.

3.3 Desk research

The following were reviewed as part of this project:

- The Auckland Plan (2012)
- The Auckland Unitary Plan
- The Long Term Plan (2015-2025)
- Thriving Communities: Community and Social Development Action Plan 2014
- The Community Facilities Network Plan (2014)
- The Community Facilities Action Plan (2014)
- The Ōrākei Local Board Plan (2017)
- Te Whāriki: Auckland Arts and Culture Strategic Action Plan
4: Strategic Context

4.1 Strategic Context

Auckland Council’s commitment to the provision of fit for purpose community spaces and places has been well documented at both a macro level in the Auckland and the Unitary Plans, through to proposed specific community facility initiatives at a local board level.

Chapter 12 – Physical and Social Infrastructure, Priority 2 of the Auckland Plan states that Council will “protect, enable, align, integrate and provide social and community infrastructure for present and future generations”. Council will do this through “identifying social infrastructure needs and engaging local boards to prioritise community infrastructure requirements”.

The Community Facilities Network Plan supports this and guides Council’s investment in the provision of community facilities for the next 20 years. It identifies community facilities as an “important part of realising the vision for Auckland to become the world’s most liveable city” as they “contribute to building strong, healthy and vibrant communities by providing spaces where Aucklanders can connect, socialise, learn and participate in a wide range of social, cultural, arts and recreational activities” which “foster improved lifestyles and a sense of belonging and pride”.

Investment in facilities is driven by the following:

- Ensuring existing facilities are fit for purpose
- Addressing gaps or duplications in the provision and need for community facilities, and
- Meeting future demand arising from population growth and changing user expectations.

To ensure existing facilities are, and continue to be fit for purpose and affordable in the context of Auckland’s growing and increasingly diverse population, the Community Facilities Network Plan seeks a more “holistic, community-led approach to the planning and provision of community facilities” through considering “different models of provision for ownership, design, location and operation of facilities”. The objectives of the plan are:

- Undertake integrated and coordinated planning across all types of community facilities to ensure future decisions are based on clear evidence and assessment of all options
- Maintain, improve and make best use of the existing network of community facilities where these continue to meet community needs
- Focus investment on developing fit for purpose, integrated and connected community facilities, and
- Explore opportunities to leverage and support partnerships with other providers.

The strategic direction of the Plan is implemented through actions outlined in the Community Facilities Network Action Plan (2016). There are no specific actions identified in this plan for the Ellerslie area or with respect to the Ellerslie War Memorial Community Centre.

Council’s Long Term Plan 2019-2025 outlines a conservative fiscal environment for the immediate future with respect to the current community facility network. As outlined in the Community Facilities Network Plan, in order to optimise Auckland-wide community facility provision within this conservative fiscal environment there needs to be:
Better use made of existing community facilities, which may mean disposing of poorly utilised or non-performing facilities (in order to fund new assets or reduce ongoing costs).

- Implementation of an Empowered Communities approach to delivering activities, including funding community groups to deliver more with local boards playing an active role in this.
- Focusing new capital expenditure into locations guided by spatial priorities and where growth is occurring.

The Ōrākei Local Board Plan 2017 identifies the following key outcome and associated initiative for their communities:

**Outcome 2:** Our residents are proud of their community facilities and public spaces. "...Local centres and public spaces should be attractive, safe and easy to access. We aim to make it easier for the community, churches and associations to come together. We will ensure our public places are attractive and vibrant with the right mix of enhanced community facilities, public art, and in some places, heritage."

**Initiatives:**
- Ensure our libraries, community facilities and programmes meet the needs of our changing communities.

Also of relevance to this current project are the goals outlined in the Toi Whakai Arts and Culture Strategic Action Plan:

- Auckland values and invests in arts and culture
- A network of vibrant arts and culture organisations and facilities
- Arts and culture are built-in to Auckland’s place making
- Auckland celebrates a unique cultural identity
- Auckland has a robust and flourishing creative economy.

The plan states that “Local boards play an important role in supporting arts and culture activities in their communities, through ... supporting arts and culture programmes, events and public art, funding local arts, cultural groups, and projects, supporting local facilities”.

Research conducted by Auckland Council has shown that “Aucklanders are very positive about the arts, recognising the benefits they bring and the impact they make. For example, 88% of Aucklanders believe that the arts are good for you, 86% agree the arts help to improve society and 90% agree that they learn about different cultures through the arts. In 2014, over 90% of Aucklanders attended or participated in at least one arts event”.

The plan states that a broad range of stakeholders deliver and support arts and culture in Auckland. These are defined including within the following categories:

- **Creative sector**: Includes arts and culture agencies and facilities, creative practitioners including professionals, hobbyists, private sellers, holders and collectors, developers, as well as private tuition and services across all art forms, mediums and cultures
- **Audience**: Participants and consumers of arts and culture activities, experiences and products
- **Community groups and societies**: This sector provides a range of grassroots activities, events and services.

Toi Whakai states that there is a need to increase opportunities for Aucklanders to experience and participate in arts and culture, better communicate what’s on offer and remove barriers to access and participation.
Finally (and with specific reference to arts and culture in Ellerslie) in their Background and Guidelines for the preparation of submissions on the draft Auckland Plan, the Ellerslie Residents Association stated that they will “encourage valuing and fostering cultural diversity and to this end will work towards including a community centre and library in the Ellerslie Plan in addition to its existing arts and culture community assets”, and that “The Ellerslie Business Association has been proactive in promoting the Arts via its Arterslie initiative and that the Stables Theatre has an important role promoting drama in Ellerslie.”

It is in this context that the current project was undertaken.
5: Demographic Context

This section provides a summary of the key demographic profile and changes forecast for the Ellerslie area. Note that this data is based on the 2013 Census. Results from the 2018 Census are not yet available on a suburb-by-suburb basis.

5.1 Current (available) demographic characteristics

Based on the 2013 Census data there are a total of 8,667 people currently living in the Ellerslie area (note that a more recent real estate website – Real Estate Investor – has estimated this to be now 9,462). Between 2006 and 2013, the population of Ellerslie North increased by 8.3% and Ellerslie South by 10.9%. We can likely assume that the population will have increased by at least this percentage since 2013. There are some differences in demographic characteristics Ellerslie North and Ellerslie South residents. A larger proportion of Ellerslie residents live in Ellerslie North.

5.1.1 Summary of key demographics based on the 2013 Census

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Ellerslie North</th>
<th>Ellerslie South</th>
<th>Auckland Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 population</td>
<td>35.8 years</td>
<td>33.3 years</td>
<td>35.1 years</td>
</tr>
<tr>
<td>Median age</td>
<td>11.7%</td>
<td>7.3%</td>
<td>11.5%</td>
</tr>
<tr>
<td>Aged 65+</td>
<td>18.7%</td>
<td>18.3%</td>
<td>20.9%</td>
</tr>
<tr>
<td>Aged under 15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ethnicity:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>European</td>
<td>72.1%</td>
<td>60.7%</td>
<td>59.3%</td>
</tr>
<tr>
<td>Maori</td>
<td>7.3%</td>
<td>6.4%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Pacific Peoples</td>
<td>5.2%</td>
<td>9.6%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Asian</td>
<td>21.1%</td>
<td>26.6%</td>
<td>23.1%</td>
</tr>
<tr>
<td>Born overseas (mainly Asia – as with Auckland overall)</td>
<td>33.6%</td>
<td>46.9%</td>
<td>39.3%</td>
</tr>
<tr>
<td>Couples with children</td>
<td>44.5%</td>
<td>41.8%</td>
<td>46.5%</td>
</tr>
<tr>
<td>Couples without children</td>
<td>42.2%</td>
<td>46.5%</td>
<td>35.3%</td>
</tr>
<tr>
<td>One parent families</td>
<td>13.3%</td>
<td>17.7%</td>
<td>18.4%</td>
</tr>
<tr>
<td>Have a formal qualification (15 years and over)</td>
<td>91.0%</td>
<td>90.3%</td>
<td>83.2%</td>
</tr>
<tr>
<td>Have a Bachelor’s degree or higher</td>
<td>37.8%</td>
<td>35.6%</td>
<td>24.7%</td>
</tr>
<tr>
<td>Unemployment rate</td>
<td>5.3%</td>
<td>5.9%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Median income</td>
<td>$43,000</td>
<td>$41,800</td>
<td>$29,600</td>
</tr>
</tbody>
</table>

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In summary:
- The median age of Ellerslie residents is similar to the wider Auckland region.
- A higher proportion of residents are of European descent compared to the rest of Auckland - although Ellerslie South has a higher proportion of Asian residents.
- There are slightly fewer families in the area (although still a high proportion) and more couples without children compared to the rest of Auckland.
- Ellerslie residents are more likely to be educated and to have higher median income compared to the rest of Auckland.

An update on Ellerslie demographics based on the 2018 census data

It is difficult to make a direct comparison between the 2013 and 2016 census data for Ellerslie because some of the Statistics New Zealand reporting "boundaries" have changed since 2013. Ellerslie is now divided (for census reporting purposes) into Ellerslie Central, Ellerslie South and Ellerslie West. The comparative charts used by Statistics New Zealand show that there has been an increase in the Ellerslie population, but when the population figures for each of the three Ellerslie areas are counted, the population is actually less than it was when the census data was split into Ellerslie North and Ellerslie South. General comparisons of other key demographic data suggests that:

- The median income has increased slightly (as would be expected between 2013 and 2016).
- The median age is very slightly lower.
- There has been a very slight decrease in people of European ethnicity and a slight increase in those of Asian ethnicity.
- The percentage of people of Maori ethnicity has not changed significantly.
- The percentage of residents aged under 15 years and over 65 years has decreased slightly.

The updated census results do not have an impact on the outcomes and recommendations arising out of this study.

Future developments in Ellerslie

An analysis of population projection data suggests that population growth in Ellerslie will be steady but not significant different than similar established residential areas in Auckland over the next 20-30 years.

There are a number of new residential developments planned for Ellerslie, including at the Ellerslie Race Course site. Further intensification in the area and an increase in apartment living is likely to mean community facilities will become increasingly important in the future. At present, Housing New Zealand has not listed an current developments for the Ellerslie area on their website.

The Unitary Plan shows the following zoning percentages within the Ellerslie area.

<table>
<thead>
<tr>
<th>Proposed Zone</th>
<th>Percentage of locality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed housing suburban</td>
<td>49.3%</td>
</tr>
<tr>
<td>Mixed housing urban</td>
<td>10.7%</td>
</tr>
<tr>
<td>Mixed use</td>
<td>10.7%</td>
</tr>
<tr>
<td>Terrace housing and apartment buildings</td>
<td>5.5%</td>
</tr>
<tr>
<td>Light industry</td>
<td>6.5%</td>
</tr>
<tr>
<td>Public open space</td>
<td>6.2%</td>
</tr>
</tbody>
</table>

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6: The Ellerslie War Memorial Community Centre

6.1 Background

The Ellerslie War Memorial Community Centre is located at 138 Main Highway, Ellerslie and currently operates as a venue for hire, with all bookings required to be made via Auckland Council’s Venue Hire. There are no Council coordinated activities or programmes in place, or a manager. The building (in its current form) was built/refurbished in 1999 after fundraising by local groups. The Ellerslie servicemen who were killed or wounded in World War I and World War II are recognised in the Roll of Honour in the foyer of the War Memorial Hall. The Ellerslie War Memorial Community Centre is not currently listed on the New Zealand History (Ngā korero a i purangi e Aotearoa) War Memorials Register. We have not been able to determine the reason for this.

6.1.1 Facility overview

The Ellerslie War Memorial Community Centre is a brick building on the main street of the Ellerslie Town Centre. It consists of two venues for hire – the Committee Room and the Main Hall, which has a stage. The Main Hall can be hired with or without the stage and the stage is able to hired on its own (i.e. without hiring the Main Hall). There are kitchen and bathroom facilities and a dressing room (used for plays and other productions held at the Centre). There are two adjoining small offices, which are leased to Ellerslie Plunket and Ellerslie Community Patrol. The Ellerslie Theatrical Society installed the dressing rooms (as well as undertaking other work in the Centre) when they began using it in 1988/1989.

There is a large outside courtyard (next door to the Centre) with a fountain (currently non-functioning) and a small community garden. The courtyard is used in conjunction with the Centre for some large events.

Spaces for Hire:

<table>
<thead>
<tr>
<th>The Committee Room</th>
<th>Capacity: 25 dining layout and 40 theatre layout (standing and/or sitting) Facilities: heating, tables and chairs and a kitchenette</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Main Hall (with or without the stage)</td>
<td>Capacity: 125 dining layout and 250 theatre layout (standing and/or sitting) Facilities: stage, air conditioning, ceiling fan, heater, piano, tables and chairs, kitchen</td>
</tr>
<tr>
<td>The Stage</td>
<td>Stage only</td>
</tr>
</tbody>
</table>

6.2 Leaseholders

There are two community leaseholders in the building. Both leaseholders have expressed an interest in continuing to operate from the Ellerslie War Memorial Community Centre. Both have small separate spaces within the Centre. As well as being able to access the Centre internally, these offices also have a separate entrance.

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6.2.1 Ellerslie Plunket

The Ellerslie Plunket Clinic occupies a small space within the Ellerslie War Memorial Community Centre. The space operates as a clinic but there is no separate dedicated waiting area or foyer. The space is for the sole use of Plunket. Ellerslie Plunket is open every Monday and Tuesday from 9am-4pm, and on Saturdays by arrangement.

Ellerslie Plunket are satisfied with this space but note there has been some issues with rising damp, that the access hallway would benefit from being re-painted and that it would be useful to have a small couch or chairs in this access hallway that could be used as a waiting space for parents and children. Ellerslie Plunket did not have any concerns or issues regarding current use (or other users) of the Ellerslie War Memorial Community Centre.

6.2.2 Ellerslie Community Patrol

Ellerslie Community Patrol has occupied a small office space within the building for some time and have expressed a desire to remain as a tenant. They noted that they do not currently have a lease agreement with Council. Their office space is directly next door to Ellerslie Plunket. The Ellerslie Business Association also uses this space to store some items used for local events. They describe the space as fit for purpose although noted that the building has previously been broken into and master keys stolen, and that (despite contacting Council) the ‘look’ has not been re-keyed. They are concerned that this creates an ongoing security issue. As with Ellerslie Plunket, they did not have any concerns or issues regarding current use (or other users) of the Ellerslie War Memorial Community Centre (i.e. other users of the facility do no impact on their activities).

6.3 Current usage information

The spaces available for hire in the Ellerslie War Memorial Community Centre are managed by Auckland Council Venue Hire. Venue hire has provided booking information for the 2018/2019 year, and the 2019/2020 year-to-date. There is consistency between both years in terms of the relative mix of bookings.

6.3.1 Hours booked – 2018/2019 year

The following table shows the number of hours booked for the 2018/2019 year. A total of 6,569 hours were booked in this facility in 2018/2019 (across both rooms – the Committee Room and the Main Hall). In order to estimate the average number of hours booked per week we have averaged this over a 12-month period (noting that bookings fall in December/January) and divided by 4.33 weeks per month. This means that the average hours booked per week across both rooms combined is 126 hours per week. We provide a breakdown by room, below.

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</tr>
</thead>
<tbody>
<tr>
<td>Hours booked</td>
<td>267</td>
<td>916</td>
<td>482</td>
<td>608</td>
<td>801</td>
<td>181</td>
<td>114</td>
<td>410</td>
<td>839</td>
<td>416</td>
<td>735</td>
<td>760</td>
<td>6,569</td>
</tr>
</tbody>
</table>

In a separate spreadsheet provided by Venue Hire with a list of hirers and hours for the same period, the number of total hours was reported to be slightly lower at 6,272.5 hours. This was made up of:
• The Committee Room:
  - 1089.25 hours booked (or 21 hours on average per week)

• The Main Hall (total hours booked: 5,183.75):
  - 3,327 hours stage only
  - 243.25 hours Main Hall + stage
  - 1,613 hours Main Hall only.

This means that the Main Hall was booked for an average of 35 hours a week – and the stage only (no Main Hall) was booked for an average of 64 hours per week. The main hirer of the stage only is the Ellerslie Theatrical Society. Other hirers are able to book and use the Main Hall while the stage is booked by another organisation. Using these two facilities at the same time is likely to prove problematic – however, the Ellerslie Theatrical Society (who are the main hirers of the stage only) are not always present during these ‘stage bookings’. This is because the stage is required to be booked in order for the stage set to be built, and set up during the time their productions are running. This is somewhat complex as the stage (alone) cannot be booked via the booking portal – these needs to be done by Venue Hire staff. However, all three options (Main Hall with stage, Main Hall without stage and stage only) are shown as separate booking options on the booking portal.

These results suggest that there is capacity for more bookings to be made for the Committee Room – however, feedback from some users is that (for some types of usage) the overall facility does not always work well for dual rental. This can be the case regardless of who may be using the Main Hall at the same time as the Committee Room is in use (i.e. this was not specifically about the Ellerslie Theatrical Society when they are in the Main Hall).

In theory, both facilities are available to be booked (based on Auckland Council’s booking hours) for more than 6,000 hours each per year – although we recognise that bookings for community facilities tend to be in demand at similar times (and this is based on daily booking timeframes of between 5am-11pm). It is unlikely that there would be any demand either very early or very late in the day.

In the 2018/2019 year, the Committee Room was booked as follows:

The Ellerslie Theatrical Society is the main hirer of the Committee Room (and their bookings average 13 hours a week – although the actual number of hours booked varies depending on whether there is a production on or not. The total hours booked for the Committee Room is an average of 20 per week, which suggests additional booking capacity is possible (depending on the timing flexibility of the hirer).

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Hours booked over 12 months</th>
<th>% of bookings (of the Committee Room – not of all available bookings)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ellerslie Theatrical Society</td>
<td>692 hours – average of 13 hours a week</td>
<td>63%</td>
</tr>
<tr>
<td>Individuals (no organisation specified) for a mix of meetings, private events special interest, religious activities, arts and cultural events</td>
<td>130.25 hours</td>
<td>12%</td>
</tr>
<tr>
<td>Gospel Light Bible Baptist Church</td>
<td>114 hours</td>
<td>10%</td>
</tr>
<tr>
<td>Auckland Defensive Driving Academy</td>
<td>84.75 hours</td>
<td>8%</td>
</tr>
<tr>
<td>Others – various small bookings</td>
<td>52.5 hours</td>
<td>5%</td>
</tr>
<tr>
<td>Dewner</td>
<td>15.75 hours</td>
<td>1%</td>
</tr>
</tbody>
</table>
Main Hall and Stage

The stage is able to be booked separately from the Main Hall. The majority of the Ellerslie Theatrical Society’s bookings are for the stage only (and as noted above there is some flexibility here for other community groups to use the Main Hall at the same time i.e. if no Society members are present):

- 3,237 hours – stage only
- 1,348 hours – Main Hall and stage.

The data for the 2019/2020 year-to-date appears to be largely unchanged from the 2018/2019 year.

The majority of bookings for both rooms were listed as ‘arts and cultural events’ (85.96% in 2019/2020 and 87% in 2018/2019).

6.3.2 Hours booked – 2019/2020 – to date

The following table shows the number of hours booked for the 2019/2020 year-to-date. A total of 3979 hours have been booked in this facility (across both rooms) for the 2019/2020 year to date. This means that the average hours booked per week is 115 hours per week – similar to the previous year.

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<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours booked</td>
<td>209</td>
<td>932</td>
<td>443</td>
<td>617</td>
<td>960</td>
<td>196</td>
<td>113</td>
<td>489</td>
<td>3979</td>
</tr>
</tbody>
</table>

The relative split between the Committee Room, the Main Hall + stage, the Main Hall only and the stage only is similar to the previous year.
The chart below shows the relative mix of bookings for the 2019/2020 year for the Ellerslie War Memorial Community Centre. The high number of ‘arts and cultural events’ usage is a reflection of the number of bookings made by the Ellerslie Theatrical Society.

**2019/2020 year to date – mix of bookings**

6.3.1 **Ellerslie War Memorial Community Centre – current users (2019/2020 year-to-date)**

There continue to be multiple different organisations booking the Ellerslie War Memorial Community Centre on a regular and ad hoc basis. For the 2019/2020 year-to-date, *more than 40* different organisations have made bookings. Despite high usage by the Ellerslie Theatrical Society, a large number of other organisations have been able to access this facility, including on a regular basis and ad hoc basis. All potential hirers have the same access to the Venue Hire booking engine at the same time – no one organisation gets preference.

- Auckland Defensive Driving Academy Limited
- New Zealand Tamil Senior Citizens Association Inc.
- Gospel Light Bible Baptist Church
- Ellerslie Theatrical Society incorporated
- Aratiaka Tamaki Waka Ama Club incorporated
- Assam Society of New Zealand Incorporated
- Auckland Kindergarten
- Auckland UWMNO Club, University of Auckland
- Busi 4 U Limited
- CANZ
- Care Association New Zealand
- Church 6640
- Ellerslie Combined Probus
- Oranga Tamariki Ministry for Children

- Downer NZ Ltd
- Green Party
- HHP Society Incorporated
- Roar Calisthenics Academy
- Sri Lankan Performing Arts Circle
- The Performance Not Limited
- Ellerslie Community Arts Trust
- Ellerslie Playgroup
- Friends of The Auckland Philharmonia Orchestra Inc.
- Gospel Light Bible Baptist Church
- Greenlane Christian Fellowship Trust Board
- HHP Society Incorporated
- Mano Amiga Charity
6.4 User feedback

There was a good level of satisfaction overall with the Ellerslie War Memorial Community Centre, particularly in terms of its overall condition and being a fit for purpose community facility. It is considered to be in an excellent location and to have good parking availability.

It is a relatively flexible space and is suited to a wide range of uses – from physical activities and performances, to meetings and church groups. The building is well utilized (including compared to other community facilities across Auckland where community needs assessments have taken place) and users stated that it is essential to book this facility in advance when it is required. Some users said that they have since relocated to the other Council-owned venue in the area, Leicester Hall, because it offers a more fit for purpose space for their activities and it is a single use space. For example, Ellerslie Tai Chi prefers Leicester Hall because they prefer not to have to share a facility with others (they noted that the Centre can be noisy and can have many people entering and exiting) and Ovia Mindfulness (who only used the Centre once) said that they also found it too noisy.

Overall, while there was some frustration expressed regarding the need to book the Ellerslie War Memorial Community Centre in advance, none of the organisations interviewed said that they were unable to find an alternative space if it was required – although we noted that the Ellerslie Business Association had wanted to use the Centre for a children’s market (including the courtyard area outside) but were unable to get access at the time they wanted because of bookings made by the Ellerslie Theatrical Society. The Business Association did mention however that the Ellerslie Theatrical Society act as good caretakers for the space. There was some feedback however that the Ellerslie Theatrical Society should be actively encouraged to only book space when they require it (i.e. when members are on site and using the various spaces). Questions were also raised regarding their use of the space when only a small number of Society members are on site – and that potentially for these times they could use an alternative space. There was some feedback that the Ellerslie Theatrical Society may be over-bookings the space when in fact it may not be needed by them. However, as noted above there may be some confusion over the stage-only bookings that the Society makes and the ability for other groups to use the Main Hall.

Organisations that have contacts within the Ellerslie Theatrical Society noted that (despite the space being booked by the Society) there is reasonable flexibility with regards to gaining access. Space ‘sharing’ can be more difficult however when the Main Hall is set up for a performance – and this is for approximately 8 weeks each year. Despite this, when a performance is running (other than for weekend matinee performances) the space used as a performance interval/cafè (behind the performance seating area) can be used by another group. The booking system does not show this space as available however, and potentially more could be done to advertise this option to other organisations who may wish to access the space.
The other main feedback on the Ellerslie War Memorial Community Centres was to do with private events held there and a concern that they events create excess mess, and that Council does not ‘police’ this behaviour adequately. It was noted that emergency cleaning crews have had to be called in after some events.

6.5 Ellerslie Residents Association feedback

An interview was conducted with the current Chair of the Ellerslie Residents Association. The interview included a discussion on the range of community facilities in Ellerslie, and the role of the Ellerslie Theatrical Society in the Ellerslie community. Key feedback was that:

- Ellerslie has a very strong sense of community and a defined town centre area. Ellerslie residents see the town centre as the geographic and psychological hub of the local community, and the Ellerslie War Memorial Community Centre is a key part of that. The Ellerslie War Memorial Community Centre was described as a ‘treasured community asset’ and the mosaic as a very attractive and important feature.
- The old Ellerslie Borough had been very proactive in developing community facilities and has part of this work, in 1989, the War Memorial Hall was constructed. It is now one of two key community facilities in the area – the other being Leicester Hall. Both facilities are considered to be very well utilized.
- The Ellerslie Theatrical Society do block book the War Memorial Hall, which can make it difficult for other groups to easily gain access – however, the Theatrical Society are well regarded in Ellerslie and most residents are proud of the fact that there is a theatre presence there. It was noted that Ellerslie would be a less vibrant area without the presence of Theatrical Society. There is recognition that the Theatrical Society are a not for profit organisation and that their performances are affordable and accessible for those Ellerslie residents interested in attending.
- The Residents Association can understand the Theatrical Society’s reluctance to allow other groups to use the facility when sets have been put up, but question whether or not there may be more opportunity to open up use of the facility during those times when the Theatrical Society may have a booking but members may not actually be present (NB: we note that the Theatrical Society does in fact allow this but that this may not be well known to potential hirers).

6.6 Awareness of, and community usage of the facility

A total of N=210 Ellerslie residents took part in a short online survey. The survey asked questions regarding attitudes towards the range of community facilities in Ellerslie and use of Council-owned community facilities – specifically the Ellerslie War Memorial Community Centre and Leicester Hall. Overall there was a very low level of awareness of what is offered at these facilities.
While many residents taking part in the survey were aware of existence of the Ellerslie War Memorial Community Centre (when prompted with a description and location), few were aware of what activities and services were available there, and few had attended any event or activity at this venue. Awareness of Leicester Hall was very low. Despite its name, the Ellerslie War Memorial Community Centre is not operating as community centre, but rather is a venue for hire, only able to be booked online and with access only available to attendees of the meetings and activities on there. There is also no centralised source of information regarding the activities at the Centre although there is a noticeboard directly outside.
6: The Ellerslie Theatrical Society

This section outlines the feedback received from the Ellerslie Theatrical Society. This report does not include any commentary on the current financial status of the Society and the communications they have had to date with respect to venue fees with the Ōrākei Local Board.

7.1 Background

In 1988 the Mayor of Ellerslie approached the Pakuranga Community Theatre and invited them to set up a theatre presence in Ellerslie. At the time, the Ellerslie War Memorial Community Centre was being refurbished and this space was offered to them their ‘home’. The refurbishment was undertaken as a way of encouraging a theatre presence in the area. At the time, the newly established Ellerslie Theatrical society also contributed financially to building work at this site. and installed dressing rooms, a lighting box, the proscenium arch and extended the stage. Their first show on this site was in 1989 and was a production written by a New Zealander who subsequently became a member. They have held plays and other productions in this location since this time and now produce four plays each year. They do not use any other venues.

The Ellerslie Theatrical Society has 50 financial members and advertises/emisites to expand their membership base. They also advertise on a regular basis for volunteers. All participation by the Society’s members is voluntary – only the director receives a small sum towards expenses. Other members’ approved expenses are also reimbursed. Actors appearing in their productions are a mix of local (to Ellerslie) people, and people from outside of the area. They have two sister-theatres (who they support and collaborate with) – The Howick Little Theatre and the Dolphin Theatre in Onehunga.

7.2 Performances and timing

The Society produces four plays each year (March, June, August and November), with each play having a gestation period of three months. Usage of the Ellerslie War Memorial Community Centre increases over the three-month period as the date for the performance draws near. They provided the following summary of their venue usage:

Summary of venue use

Three-month usage patterns are repeated on a rolling basis over 12 months. The Society report that during the final month (prior to the production) they need to book the entire venue (Main Hall + stage and the Committee Room) for health and safety reasons i.e. other users in the Committee Room may be endangered because of building and other final pre-production work going on. However, they also noted that they are highly flexible should another organisation wish to use the space – for example:

- Prior to the seats being set up in the Main Hall, they only require the stage area (and they are not always on-site during this time)
- When the seats are set up in the Main Hall (and when there is no production taking place) other users are able to use the area behind the seating area (where the café is set up for interval time at performances).
Month One:

<table>
<thead>
<tr>
<th>Usage</th>
<th>Usage Reason</th>
<th>Available days/times for other users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday – 2 hours from 7.30-9.30pm</td>
<td>Rehearsals Technical staff work - lighting staff, wardrobe staff</td>
<td>Monday – all day Tuesday – all day until 7.30pm Wednesday – all day Thursday – flexible Saturday – all day Sunday – mornings (until 12.30pm) and evenings (after 4.30pm). The are flexible about Sunday usage times should another group require the space</td>
</tr>
<tr>
<td>Thursday – 2 hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday – 4 hours, from 12.30-4.30pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Month 2:

| As above | As above | As above |

Month 3 (5-6 week period)

<table>
<thead>
<tr>
<th>Weeks 1-3 – stage is booked</th>
<th>Production is on – 10 shows over 9 nine days</th>
<th>Flexible (on request) until the production is on – for a 9 day period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weeks 4-5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Every second year the Society produces a one-act play festival. The purpose of this is to introduce new directors, writers, actors and production teams. During the one-act play festival their occupancy of the venue increases over a three-month period to Monday, Tuesday, Wednesday, Thursday nights for two hours from 7.30-9.30pm and Sundays from 12-8pm. The last one act play festival was in mid-2019.

The Society has calculated that they use approximately 15% of the total available booking hours for the whole venue (Committee Room and Main Hall) of 11,648 hours. They say they have calculated this based on bookable hours of 7am-11pm (using one show as an average for the year). They have based this on 16 hours a day possible bookable hours x 7 days a week x 52 weeks a year (note that this information was provided by the Society during a meeting with them) x 2 venues.

If we do the same calculation (using Venue Hire information) and base their hours booked on:

- The Committee Room – 692 hours
- The Main Hall and stage – 1,348 hours
- The stage only – 3,237 hours

The total number of hours booked (excluding the stage only) is 2,040 hours (out of a possible 11,648 hours) = 18% of available bookable hours. The Society maintains that when the stage only is booked, other groups can use the Main Hall. They stated that “when we start building the set we reserve the stage (without the hall for most of the time) so that we can continue building each weekend and so that the actors get to work on the set during their rehearsals. The hall is still available for use over this time. We drop the roller and pull the curtains and leave the main area clear. We continue with our rehearsals over this time. We only book out the main hall as a block for the 10 days of the shows. The committee room is only partially booked over this time from around 8pm onwards so is available through the day. We can release the daily block booking of the main hall for other hirers if they can work around our racked seating set up. We also clear the back of the hall, where the tables and chairs are set up, so they can use this area as well.”
Use of the Main Hall by another organisation would only be possible if Society were not on the stage at the same time. Other hirers would need to speak directly with the Ellerslie Theatrical Society in order to find out if the Main Hall was able to be used (this information is not able to be ascertained from the Venue Hire booking engine i.e. whether anyone is there or not). Organisations that are familiar with the Ellerslie Theatrical Society (and are able to speak with them directly) report that the Society is very flexible in this regard. Organisations who do not have a relationship with the Society would not be aware that the Main Hall may in fact be available for them. This may be able to be addressed with appropriate communication.

7.1.1 Audiences

The audience for productions is a mix of Ellerslie and non-Ellerslie residents. The theatre capacity is 90 people. This was previously 100 people but was reduced when Council changed the seating. Attendance at performances varies between 30% and 90% depending on the production.

Ticket prices are $20 for a matinee and $25 for an evening production. They offer discounts on these prices to members, students, Gold Card holders and Community Service Card Holders. As a comparison, the Howick Little Theatre charges $29 for evening performances. Productions and membership of the Society are open to anyone who wants to attend and/or join.

Productions are advertised including on the Society’s Facebook page, in the Ellerslie Village Magazine (produced by the Ellerslie Business Society) and on the outside of the venue itself.

7.3 Relationships with other hirers

The Ellerslie Theatrical Society appear to have cordial relationships with other hirers and also allow other hirers to use their lighting and sound equipment for their own events and activities. Sometimes they charge for this use and other times they don’t. Organisations who have been able to access this equipment value being able to do so. Examples have included:

- Providing technical support for lighting and sound to the Ellerslie Business Association for the Fairy Festival
- Providing lighting to the Ndigbo Community (Nigerian Community) for a show as part of a party – this was charged out at $175, which included training
- Providing raked seating to the Doina Community (Romanian Aucklanders) for two weekend shows.

In addition, part of their Constitution is that they provide assistance to and support other theatre groups.

7.4 Vision and future plans

The Ellerslie Theatrical Society has expressed an interest in taking over management of the Ellerslie War Memorial Community Centre. They have stated that their intention here would be to operate this space as a performing arts facility, with the Society’s own branding for the venue. They have stated that they would continue to maintain relationships with other (existing) hirers. They would like a permanent base for their productions to reduce the uncertainty around their current programming and to provide a permanent performing arts facility in the Ellerslie area – as with the Howick Little Theatre and the Dolphin Theatre.
They have stated that there have been some difficulties during production set-up times with other users using the facility. It is unclear how this would be managed moving forward if they were to take over management of the entire space (also given that they have said that this would not impact current hirers).

They have also stated that they would seek to book the facility out more often than it currently is (to other groups), in order to ensure its financial viability and to cover their costs of operating. At the very least, they have expressed a strong desire to remain as a hirer of the facility and have said that if they were no longer able to use this facility other organisations would no longer have access to lighting and other equipment and the maintenance of the building may suffer. Note that the Ellerslie Business Association commented that the Ellerslie Theatrical Society do ensure that the building is maintained.

### 7.5 Strategic alignment

As part of this project we have reviewed a number of Council documents including the Toi Whiiti Arts and Culture Strategic Action Plan. Regardless of the financial matters under review, and the extent of the Society’s use of the Ellerslie War Memorial Community Centre for their productions there is strategic alignment between the priorities of the Toi Whiiti Arts and Culture Strategic Action Plan and the Ellerslie Theatrical Society. This is specifically in terms of the goals of: Auckland valuing and investing in arts and culture, creating a network of vibrant arts and culture organisations and facilities and having a robust and flourishing creative economy.

The plan also states that “Local boards play an important role in supporting arts and culture activities in their communities, through … supporting arts and culture programmes, events and public art, funding local arts, cultural groups, and projects, supporting local facilities”.

In terms of the stakeholders that the plan has identified as delivering and supporting arts and culture in New Zealand, the Ellerslie Theatrical Society:

- Is part of the “creative sector” - which can include “professionals and hobbyists”
- Its “audience” includes participants and consumers of arts and culture events and
- It is a “community group and society” providing grassroots activities, events and services.

Furthermore, Toi Whiiti states that there is a “need to increase opportunities for Aucklanders to experience and participate in arts and culture, better communicate what’s on offer and remove barriers to access and participation”. The Plan does not specify the types (or size) of arts and culture activities that are more or less relevant to society, nor does it specify any other criteria for support.
8: Other Council-Owned Facilities

The following section outlines the other Council-owned facilities in the Point Chevalier area that are available for community use.

8.1 Leicester Hall

Leicester Hall is the other main Council-owned venue for hire in Ellerslie. It is located on the corner of Findlay and Ramsgate Street, Ellerslie. It is managed as a venue for hire by Venue Services. There is one space available to rent within Leicester Hall with a dining layout capacity of 110 and a theatre layout capacity of 140. There are kitchen and bathroom facilities and a small children’s playground outside. The venue does not have a stage.

8.1.1 Hours booked – 2018/2019

The following table shows the number of hours booked for the 2018/2019. A total of 1,061 hours were booked in this facility in 2018/2019. In order to estimate the average number of hours booked per week we have averaged this over a 12-month period (noting that bookings fall in December/January) and divided by 4.33 weeks per month. This means that the average hours booked per week is 20 hours per week. This is the same as for the Committee Room in the Ellerslie War Memorial Community Centre.

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</tr>
</thead>
<tbody>
<tr>
<td>Hours booked</td>
<td>85</td>
<td>101</td>
<td>101</td>
<td>85</td>
<td>112</td>
<td>42</td>
<td>3</td>
<td>70</td>
<td>115</td>
<td>90</td>
<td>118</td>
<td>139</td>
<td>1061</td>
</tr>
</tbody>
</table>

8.1.2 Hours booked – 2019/2020 – to date

The following table shows the number of hours booked for the 2019/2020 to date. A total of 780 hours have been booked in this facility for the 2019/2020 year to date. This means that the average hours booked per week is 33 hours per week — similar to the previous year.

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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours booked</td>
<td>125</td>
<td>153</td>
<td>161</td>
<td>127</td>
<td>140</td>
<td>73</td>
<td>44</td>
<td>118</td>
<td>780 hours over 8 months</td>
</tr>
</tbody>
</table>
2019/2020 year to date – mix of bookings

The mix of bookings for Leicester Hall is different to the mix of bookings for the Ellerslie War Memorial Community Centre. Leicester Hall has a greater number of church bookings and significantly fewer arts and cultural events. The mix of bookings for Leicester Hall has remained relatively unchanged over the last two years.
8.1.3 Current users

There are 41 separate organisations using Leicester Hall. Some of these also book the Ellerslie War Memorial Community Centre.

- New Zealand Tamil Senior Citizens Association Inc.
- Pentecostal Missionary Church of Christ (4th watch)
- Gospel Light Bible Baptist Church
- Central Auckland Church of Christ
- Busi 4 U Limited
- Kingdom Ambassadors International Fellowship (Trust) of New Zealand
- Kiwi Dojos
- Parnoure Pacific Islands Presbyterian Church
- The Performance Net Limited
- Harvest Time Church
- HHP Society Incorporated
- Inter Community Friendship Development Association
- International Socialist Organisation
- Kesaia Afu Grandchildren Reunion
- Kidney Kids NZ
- Kingdom ambassadors
- Kiwi Dojos
- Living Church of God
- Association of Nigeria In New Zealand
- Auckland Miniatures Club
- Auckland Underwater Hockey Inc.
- Bangladesh Association
- Base Ministry Trust Board
- Body Corporate Administration Ltd
- Central Auckland Church of Christ
- Central Auckland Parents Centre Incorporated
- Christian Group
- Ellerslie Community Arts Trust
- Ellerslie Playgroup
- Ellerslie Residents Association Incorporated
- Gospel Light Bible Baptist Church
- Muth Tamil Sampan Incorporated
- NZ National Party Maungakiekie Electorate
- Office of Priyanka Radhakrishnan MP
- Renovationz
- Seasons Tours And Travels NZ Limited
- Tasman Liquor Company
- The Celtic Supporters of the Doyle Academy of Irish Dance Incorporated (CESDAID)
- The Performance Net Limited
- USANA NZ LIMITED
- Venue Hire staff

8.2 The Ellerslie Leisure Centre

The Ellerslie Leisure Centre is located at 46 Michaels Avenue in Ellerslie. The building and land is owned by Council but the facility is managed by the YMCA. They have three spaces available to be hired by the community:

- The stadium, which can cater for up to 200 people and is mainly used for sports/fitness activities
- The fitness studio, which can cater for up to 40 people
- The ‘foyer’ area – this is an open foyer area that may only be suitable for certain types of meetings/activities.

They cater to a wide range of events and activities but are often booked. These include birthday parties, sports activities and corporate events. They accept casual hires, one off and regular bookings.
9: Non-Council-Owned Facilities in Ellerslie

There is a range of non-Council owned facilities in Ellerslie.

9.1 Ellerslie School Facilities

There are only four schools in the Ellerslie area. The nearest secondary school is One Tree Hill College, which is located at 421-451 Great South Road. The nearest other secondary school is Selwyn College or private schools which have not been included here because of their distance from Ellerslie from a community facilities perspective.

The following provides information on what is available for hire at each of the schools.

<table>
<thead>
<tr>
<th>Ellerslie School</th>
<th>One Tree Hill College</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Kalmia Street, Ellerslie</td>
<td>421-451 Great South Road</td>
</tr>
<tr>
<td>- There is no venue available for hire</td>
<td>- They have hall and gym facilities which are available for hire but are described as already heavily booked</td>
</tr>
<tr>
<td>- Ellerslie School used to hire out their hall but report that it has now been ‘condemned’ as not fit for use. All school assemblies are now held outside</td>
<td>- This is the closest secondary school to Ellerslie Town Centre</td>
</tr>
<tr>
<td>- Previously community groups hired the hall on a regular basis but were all required to find alternative venues once the building was ‘condemned’. The school was not sure where the previous hirers had gone but anecdotally it would appear that some relocated to Leicester Hall</td>
<td>- The only regular user is a church group all day Saturday and Sunday</td>
</tr>
<tr>
<td>- There are no other regular uses of the hall – all other bookings are ad hoc and are given out on a case by case basis depending on who they are and whether the school needs the facility</td>
<td>- There are no other regular uses of the hall but there are occasional ad hoc bookings</td>
</tr>
<tr>
<td>- The gym is hired out for sports use only e.g. volleyball and netball</td>
<td>- The costs are $60 per hour for classrooms and $90 per hour for the other spaces</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Michael Park School</th>
<th>St. Mary’s Catholic School, Ellerslie</th>
</tr>
</thead>
<tbody>
<tr>
<td>55 Amy Street, Ellerslie</td>
<td>58 Main Highway</td>
</tr>
<tr>
<td>- They have:</td>
<td>- There is no hall at the school but there is a hall owned by the Church onsite and this is available for hire</td>
</tr>
<tr>
<td>- An auditorium available for hire (capacity: 360), with a stage</td>
<td></td>
</tr>
<tr>
<td>- A gym for hire</td>
<td></td>
</tr>
<tr>
<td>- Another room with carpet (capacity: 100 people) - with bench-style seating and heat pumps - but they not allow food or shoes. The auditorium is used for choirs, orchestras, plays and other performances</td>
<td></td>
</tr>
<tr>
<td>- There are also classrooms available for hire</td>
<td></td>
</tr>
<tr>
<td>- The costs are $60 per hour for classrooms and $90 per hour for the other spaces</td>
<td></td>
</tr>
<tr>
<td>- They have no regular users (and no church groups) but they have capacity for ad hoc bookings</td>
<td></td>
</tr>
</tbody>
</table>

Ellerslie War Memorial Hall Community Centre - Community Needs Assessment

Page 39

Attachment A
9.2 Ellerslie Church Facilities – main facilities available

9.2.1 St Peter’s Presbyterian Church – 7 Harrison Road, Mt Wellington

St Peter’s Presbyterian Church has a number of spaces available for hire and also has capacity to take more bookings. They are fairly booked on a Sunday with a range of church services but Sunday evening is free, Saturday is free and there is availability at a range of times during the week. Their current users include a range of community groups:

<table>
<thead>
<tr>
<th>Local playgroup</th>
<th>Mainly Music</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saint John Youth</td>
<td>Tay Library</td>
</tr>
<tr>
<td>Girl Guiding New Zealand</td>
<td>Jayalena</td>
</tr>
<tr>
<td>Communicare</td>
<td>Korean Church</td>
</tr>
<tr>
<td>Malsha Kularatna</td>
<td>Emergency Care</td>
</tr>
<tr>
<td>Toastmasters</td>
<td></td>
</tr>
</tbody>
</table>

Rooms available:

<table>
<thead>
<tr>
<th>Auditorium</th>
<th>Has a data screen, organ, sound system – capacity is 300, $50 per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lounge</td>
<td>Tea and coffee making facilities, small fridge, microwave – capacity is 60, $35 per hour</td>
</tr>
<tr>
<td>Function Room</td>
<td>Includes a kitchen – capacity is 40, $25 per hour</td>
</tr>
<tr>
<td>Children’s room</td>
<td>Has a whiteboard and piano – capacity is 20, $20 per hour</td>
</tr>
</tbody>
</table>

9.2.2 Christ Church – 169 Ladies Mile, Ellerslie

Christ Church has two spaces available for hire for Christian weddings and funerals, local club and society meetings, charitable and community group use, education and training seminars, and reunions. The cost of hiring either space is $25 per hour for regular bookings and $30 per hour for one-off bookings. There is a commercial kitchen on site. They have available capacity for bookings on Monday, Wednesday, Friday and Saturday afternoon. The church generally uses the facility all day Sunday but there is also space for ad hoc bookings on other days. Their regular hirers are:

- A Japanese mother and young child group – Tuesday mornings
- Weight watchers – twice a week (includes Saturday mornings)
- Alcoholics Anonymous – Thursday evenings
- An elderly group for games (Probus or similar) – Thursday mornings
9.2.3 Parish of the Immaculate Conception – Main Highway Ellerslie

They have a hall for hire but it is not advertised and they are reluctant to take ad hoc bookings. There is a dance group who has been using the hall for 12 years – three nights a week and on Saturdays. The also run a pre-school and after-school programme.

9.2.4 C3 Church – 20 Cawley Street

C3 Church Ellerslie have a number of spaces for hire and have significant capacity for more bookings. They offer differential ‘charity’ and commercial rates and all bookings and rates are negotiable. They say they are able to offer flexibility depending on the group and the need. Auditorium booking rates can be up to $500-600 for the whole day but this is a very large space and includes full use of audio-equipment. In addition to the spaces below, they also have a number of café spaces able to be hired, as well as a foyer area. They have some regular bookings for example, a mums and babies group during the week (some days only) and a youth group on a Friday night. They also run children’s programmes and are able to cater for larger events.

<table>
<thead>
<tr>
<th>Main auditorium</th>
<th>Capacity 500 seated/Digital sound system, digital + analogue lighting, audiovisual, and camera capabilities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small auditorium</td>
<td>Capacity 120 seated/Analog sound system, lighting, and audiovisual capabilities.</td>
</tr>
<tr>
<td>Foyer</td>
<td>Capacity 100 seated/Cafe facilities / 8 channel analogue sound system, and laptop connectivity to dual TV screens.</td>
</tr>
<tr>
<td>Child care centre</td>
<td>Capacity 100 over 3 spaces</td>
</tr>
</tbody>
</table>

9.3 Other facilities

Other facilities that hire out space include the Masonic Centre, the Ellerslie Convention Centre, the Ellerslie Bowling Club and the Ellerslie Eagles hall. Not all of these are suited to community group hire, nor do they offer community rates.

There are plans to build a new clubhouse for the Ellerslie AFC, currently based at Michaelis Avenue. It is planned this would be a two storey building with ground floor changing rooms and a second floor available as a community space. Some funding has already been received and the Developed Design phase was completed in late 2019.
10: Summary of key findings and considerations

10.1 Key findings

Following are the key findings arising out of this project:

- The Ellerslie War Memorial Community Centre has two spaces available for hire – The Committee Room, and the Main Hall, which can be hired with or without the stage. The stage is also able to be hired without hiring the Main Hall. There are two leaseholder organisations occupying two small office spaces – both organisations have expressed a desire to remain at this site. The leaseholder organisations had no concerns or issues regarding the hirers of the rest of the facility.

- The Centre is a well-used facility, with over 40 separate organisations (on average) hiring the hall every year. These are a wide range of organisations including child-care groups, private businesses, political groups, dance groups, church organisations, cultural groups and performing arts organisations.

- The Main Hall is booked on a more regular basis than the Committee Room. For the 2018/2019 and the 2019/2020 year, the Committee Room was booked for an average of around 20 hours per week. In comparison, the Main Hall was booked for an average of 35 hours a week – and the stage only was booked for an average of 64 hours per week (this is based on the booking data provided by Venue Hire). The Committee Room generally has capacity to accept additional bookings.

- The majority of bookings are being made by the Ellerslie Theatrical Society. The Ellerslie Theatrical Society book the stage only for rehearsals and for performance set up – and maintain that even though the stage is booked, the Main Hall would be available for other hirers. This would only be possible however, if they were not on the stage at the time. Other hirers would need to speak directly with the Ellerslie Theatrical Society in order to find out if the Main Hall was able to be used. Organisations that are familiar with the Ellerslie Theatrical Society (and are able to speak with them directly) report that the Society is very flexible in this regard. Organisations who do not have a relationship with the Society would not be aware that the Main Hall may in fact be available for them.

- All organisations booking the Ellerslie War Memorial Community Centre have the same ability to book ‘space’ if they want it when the booking engine becomes available for specific timeframes, and at present there is no regulation regarding how many bookings an individual organisation is able to make.

- User feedback regarding this facility suggests that it is in good overall condition and fit for purpose. It is in a good location and has good parking availability.

- While there was some frustration expressed regarding the need to book the Ellerslie War Memorial Community Centre in advance, none of the organisations interviewed said that they were unable to find an alternative space if it was required – although the Ellerslie Business Association had wanted to use the Centre for a children’s market but were unable to get access at the time they wanted. The Business Association also noted however that the Ellerslie Theatrical Society act as good caretakers for the space and are flexible regarding access (even at times when they have it booked) – depending on their own requirements.
The Ellerslie Theatrical Society are a community-based not-for-profit organisation who have been booking the Ellerslie War Memorial Community Centre for more than 30 years, after being invited to establish a theatrical society in Ellerslie by the then mayor of Ellerslie. They produce four plays each year and each play has a three-month gestation period. Bookings are heavy in the final month of each gestation period and the performance date draws near. The entire facility is block booked for a 10-day period while the production is running.

There is a range of other spaces available for hire by community groups in the Ellerslie area, although none of these would be suitable for a theatre. The main other Council space is Leicester Hall, which is also used by more than 40 different organisations over a 12-month period and is booked on average for around 20 hours per week. This suggests that Leicester Hall, like the Committee Room at the Ellerslie War Memorial Community Centre also has additional booking capacity. Other spaces available include church halls and schools (although school availability is more limited). Give the range of spaces that are available however, community groups are able to find venues for hire (and at community rates) if required. It would appear that some organisations switch between the Ellerslie War Memorial Community Centre and Leicester Hall as required.

There is strategic alignment between the priorities of the Toi Whātiki Arts and Culture Strategic Action Plan and the Ellerslie Theatrical Society. This is specifically in terms of the goals of: Auckland valuing and investing in arts and culture, creating a network of vibrant arts and culture organisations and facilities and having a robust and flourishing creative economy. The Ellerslie Theatrical Society also fits within the definition in this plan of its stakeholders including being part of the "creative sector" - which can include "professionals and hobbyists" and being a "community group and society" providing grassroots activities, events and services.