



Planning for the Ellen Melville Centre

Results from the Stakeholder Workshop
07 December 2016

Attendees

	Name	Role	Organisation
01	Adrian Pettit	Kaitiaki	Te Ākita Waiohū
02	Audrey Van Ryn	Past Member	Heritage Panel
03	Will Matthews	President	Auckland University Students' Association Inc. (AUSA)
04	Mik Smellie	Central City Fanatic	Splice
05	Clara Green	Volunteer and Community Development Manager	Plunket
06	Maira Lawler	Chief Executive	Lifewise
07	Nick Arnott	Manager	Study Auckland
08	Jessica Phuang	Asian Liaison Coordinator, Auckland City District	Auckland Central Police Station
09	Fiona Johnston	Communications & Advocacy Manager	Heart of the City
10	Adam Parkinson	Member	CBD Residents Association
11	Simon Nimmo	Manager	Citizens Advice Bureau Auckland
12	Christine Caughey	Member	National Council of Women
13	Sian Cottrell-Davies	Activities Coordinator	Auckland City Mission
14	Rob Smith	Member	Awhina Mai Tatou Katoa
15	Peter Wilson	Community Coordinator	Auckland District Council of Social Services
16	Kat Teirney	Manager Community Occupancy	Arts Community & Events, Auckland Council COO

	Name	Role	Organisation
17	Kevin Marriott	Manager Community Places	Arts Community & Events, Auckland Council COO
18	Mikaela Kornman	Event Facilitator, Events	Arts Community & Events, Auckland Council COO
19	Louise LaHatte	Manager Customer Experience-City, Heritage & Research	Libraries & Information, Auckland Council COO
20	Sharon McGinity	Team Leader Community Led Delivery Community Places	Arts Community & Events, Auckland Council COO
21	Shamila Unka	Strategic Broker, Community Empowerment	Arts Community & Events, Auckland Council COO
22	Rachel Orr	Specialist Advisor, Community Empowerment	Arts Community & Events, Auckland Council COO
23	Marcel Morgan	Area Manager Operational Management & Maintenance	Community Facilities, Auckland Council COO
24	Lisa Spasic	Development Programmes Senior Lead, Development Programme Office	Infrastructure/Environmental Services, CPO
25	Richard McWha	Manager Arts & Culture	Arts Community & Events, Auckland Council COO
26	Natalie Donze	Specialist Activation Design, City Centre Design Office, Auckland Design Office	Auckland Design Office, Auckland Council CPO
27	Pippa Coom	Chair	Waitemata Local Board
28	Catalina Vercelli	Arts & Culture Project Lead	Arts Community & Events, Auckland Council COO

Item 14

Attachment A



The Ellen Melville Centre is an Auckland Council owned community facility under the responsibility of the Waitematā Local Board located in the city centre. The upgrade of the facility and establishment of a community hub is a priority local board project. Currently, the facility is closed and is being redeveloped along with the adjacent Freyberg Place.

Once the redevelopment is completed in Autumn 2017, the intention is that the centre and the place will service the city centre community as an integrated community hub. The local board has resolved to support a fully staffed council governed and managed facility with transition to community managed after three years. The local board also endorsed the following vision for the facility:

The Ellen Melville Centre (previously known as Pioneer Women's and Ellen Melville Hall) is a thriving community hub that serves the local City Centre residential and wider community by providing a place for gathering and building connections, information exchange and community participation in a range of activities. It is a place where all members of the community feel comfortable and welcome.

Objectives

- Support the local community by enabling opportunities for participation in a variety of programmes, events, social, interest, creative and educational groups and activities that appeal to them.
- Facilitate and engender a sense of community for City Centre residents through offering a place to meet, gather and connect, and reflect the community in the fabric (look and feel) of the centre.
- Encourage a place for exchange of ideas, information, skills and resources.
- Create energy and interest through dynamic and flexible management of the many spaces within the centre
- Offer a welcoming and friendly environment to all members of the local community, being responsive to changing needs and requirements.
- Actively manage and adapt the activities at Pioneer Women's Hall to ensure the local community remains the focus.
- Provide an appealing and attractive, well maintained facility, respectful of its heritage with integrated indoor and outdoor flow that draws people into the centre.

In March 2016 the local board endorsed the new name of the community facility to be officially called the Ellen Melville Centre whilst retaining the heritage lettering Pioneer Women's Memorial Hall on the outside of the building.

Pippa Coom
Waitematā Local Board Chair



The Highlights

Q
What will success look like
for the centre and its community?
A
We said...

**A welcoming
place that's diverse
and inclusive**

**Helping the city
centre become
a real community**

**Kāinga – a home
away from home,
a place of safety**

**The community
feels responsible
for, and proud
of the Centre**

**Providing a flexible
programme of
activities and
quiet spaces**

**It's well known –
the go-to place
that's more
'community'
than 'council'**

Q
Who are the people who will use
and benefit from the centre?
A
We said...

**Local residents
– singles and
families**

**International
Students living
and studying
nearby**

Migrants

Visitors

Local workers

Homeless

Potential profiles of users of the Ellen Melville Centre





PROFILE 02

Male resident entrepreneur

Barry has a friend in the suburbs with 27 heavily laden fruit trees. Barry thinks if he had access to a registered kitchen he could turn this into chutneys to sell at a Thursday lunchtime market to well-heeled lawyers. He could guild the lily of his sales pitch by ensuring a third of his profit goes toward a local social service agency or initiative.



PROFILE 03

Young mum with baby

Young mum (22) living in an apartment block with a 5 month old son, partner does not speak good English and is currently unemployed. Her neighbours have complained about her crying baby and noisy neighbours come in at all hours of the night and wake baby. This young woman leaves her apartment each day at 9am and returns each evening at 6pm, using a parent room every three hours to feed and change her son. The rest of the time she walks the streets. This is so her neighbours don't complain to the building manager that her baby cries through the day.



PROFILE 04

Single female musician

Shirley, 42, rents an apartment and plays the bassoon. Every time she practices in the early evening she knows her neighbour will soon start banging on their ceiling and she will feel obliged to stop. Not being able to play leaves her feeling significantly depressed and frustrated because it's not that noisy as an instrument. However she knows she must respect the needs of others, in part because she had to leave the last apartment after complaints to the landlord.



PROFILE 05

**Single male
sickness beneficiary**

Jim lives on his own in a boarding house on Anzac Ave. Jim likes to be around people but it takes him a long time to feel comfortable enough to make new connections and then friends. He used to go the library but it's too hard to find a seat there and as a sickness beneficiary he can't stop at a café for too long to read his book before the staff start giving him the evils to move on or spend up. He's heard that people are welcome to go to the Ellen Melville Centre and read and also that there is a book club there. He has often wondered what it might be like to join a book club.



PROFILE 06

Gay mixed race couple

Kevin has been living in the city centre neighbourhood for 10 years and has a reasonably stressful 8-5.30 job. He and his partner Joe who is Indonesian want somewhere to go to do something arty or creative – perhaps life drawing or something musical they don't mind. As a gay couple they want to feel welcomed and safe in the world outside their apartment. They know if they travel out of the neighbourhood to Ponsoby they can get their needs met but really, in part as they don't own a car, they just want to be able to walk to somewhere locally.



PROFILE 07

Body corporate looking for meeting space

Neoon Apartment's Body Corporate needs to hold an EGM but they are in so much financial strife due to their leaking building, they need space for 50 people at a rate they can afford, otherwise they will be meeting in the band rotunda in Albert Park. They contact the EMC but can't have their first option of evening because a large group of under-25 Slam poets have round five of the national competition booked in the hall on that night.



PROFILE 08

Female new to Auckland

Larrissa likes social walking, she used to belong to a group in her former hometown of Dunedin and she knows no one in her new neighbourhood the city centre. Websites like Neighbourly, meet-up groups and a start-up facebook group have produced no genuine outcome toward her goal. What she needs is somewhere where everyone knows where the local information is kept and found - perhaps where she can put up a flier or something to let people know what she's planning on organising.



PROFILE 09

**Male Chinese
new New Zealander -
children's caregiver
in small apartment**

Derek is a 60 year old Chinese grandfather with next to no English living in a small apartment, who cares for his grandchild while his daughter and son-in-law go to work. Derek really wants to get out of the confines of their small apartment and give his grandchild some exposure to other children and Kiwi-culture.



PROFILE 10

Single woman in small apartment

Jessica has severe allergies to both tea and coffee and alcohol certainly does not pass her lips. She can't have more than three people around home at any one time in her 35sqm apartment. In the middle of winter where is that she is supposed to be able to go and socialise with her friends?

PROFILE 11

Young couple with a baby in a tiny apartment

23 year old mother. Her and partner have a 4 month old baby girl. They moved to Auckland from South East Asia as students. They don't have any other family here. It feels really lonely, especially when mum is worried about her baby. It's really expensive to live here and she still has a student loan which she is struggling to pay off. This really adds to the stress. They live in a tiny apartment. All three sleep in the same room, on a mattress on the floor. The building has no lift and they have to walk up five floors which gets really hard when you're carrying a baby and groceries. Sometimes mum goes to the library but when she needs to breastfeed or the baby gets tired she goes to a parenting room. She's been to the park a couple of times but doesn't feel very safe there because all kinds of people hang out there and there's no shade for the baby. The Plunket nurse told her about a mum's group at the library. She went there once but didn't feel like she belonged there so hasn't been back.





PROFILE 12

Chinese couple with baby and grandmother living with them

Husband and wife both grew up in China. They met here five years ago as students, got married two years ago and now have a 10 month old baby girl. Their family is still living in China but her mother has been living with them since the baby was born. There is a large Chinese community here and they have made lots of friends through them. On the weekends they take their car and go out to the beach or to visit friends who live outside of the City Centre. They don't think there is much to do in the City Centre for small children but they have made lots of friends in their building or nearby who have children the same age as their daughter so they spend time with them.



PROFILE 13

Male teenager in single parent family

Ezekiel is 16 and bored out of his skull. He lives with his Mum in a small apartment his parents having separated last year. They used to live near school where when things were rough he could go and kick a soccer ball around. These days he will travel across town to the skateboard park. His Mum has been trying to get him to go to go to the local community centre. He went once but there was nothing to indicate they were welcoming of young people or had active things to do. He had hoped to see a table tennis table or even an Xbox to play on, what he did see was a group of people making macramé pot holders – "each to their own" he thought, as he headed out into the rain.

Q
What programmes and events would ideally be held at the centre?
A
We said...



**A flexible approach
to programming,
allowing a broad mix**

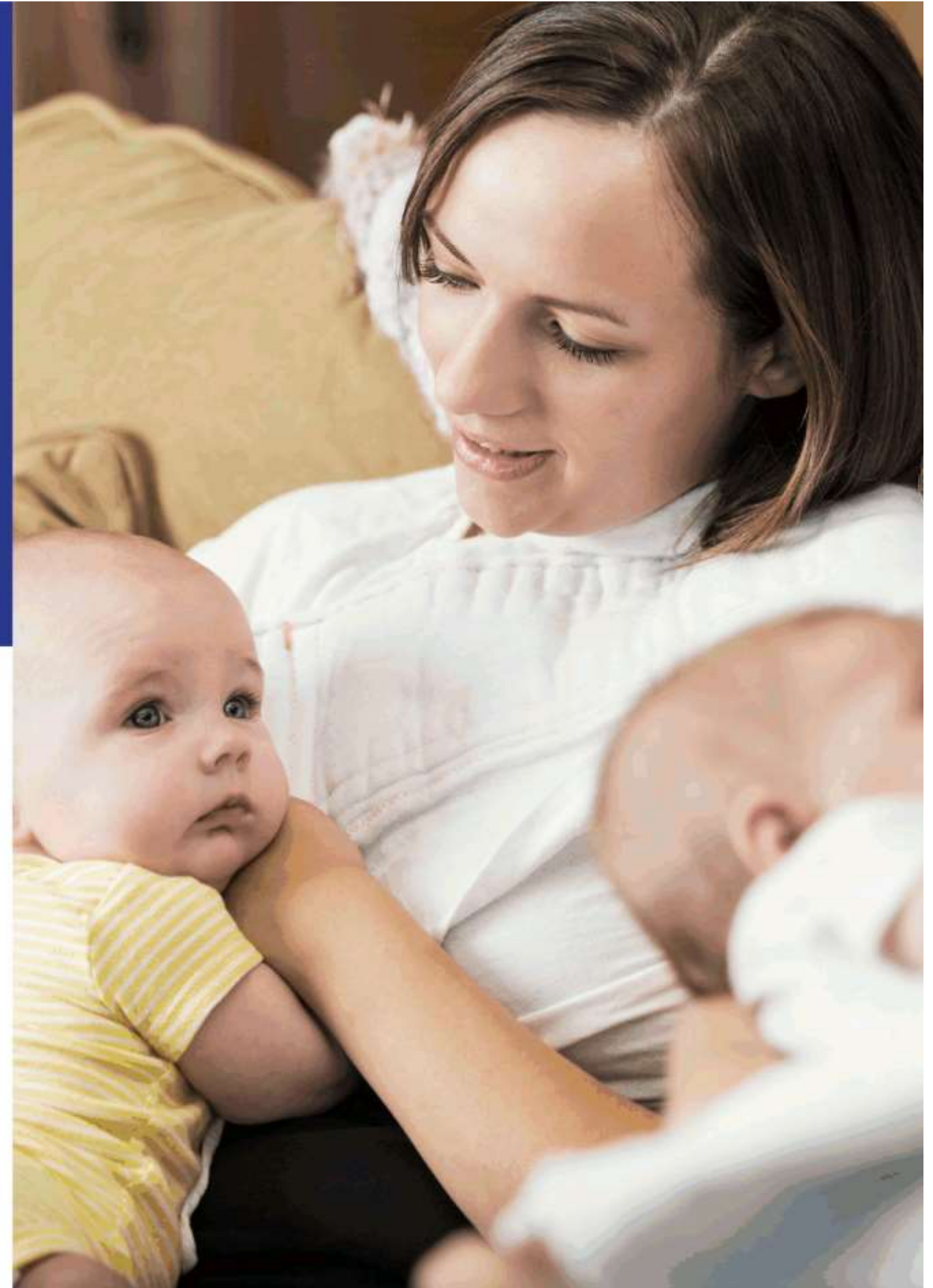


**Opportunity for
self-sustaining
enterprise**

**Space to just
hang out**

Community driven programmes responding to community needs

**Technical
infrastructure
to support
multiple needs**



Q
What support is required from Auckland Council for the success of the centre?

A
We said...

**Initial set up and infrastructure:
people, systems, things**

Ongoing relationship support

Full time staff

Ongoing funding

**Permanent
co-governance**

**Ongoing
maintenance**

Q
What are the best ways to communicate
the centre's activities with its community?
A
We said...

Digital and Social Media

On site communication

**Live, interactive
communication**

**A compelling
brand**

**A significant
launch event**

**Use other people's
media channels**

The Detail

What will success look like for the centre and its community?

Diverse and inclusive

- Diverse and inclusive
- Reflect the diversity of the local community
- Diversity exists in race and age
- Culturally approachable
- Serves and connects different communities
- People become friends through the place
- A place where people can meet and relationships grow
- It's accessible, affordable and welcoming for all
- Residents who don't speak English as their first language feel welcome
- Afford Mana Whenua opportunity to Manaaki
- Welcoming for people to build people to people
- Co-design work @ library: Asian females mentioned first time felt welcomed. "Inclusive"
- Inclusive - everyone welcome
- Opportunity to manaaki with inner city residents inside and outside
- Understanding other cultures
- Reflects diversity
- Get a sense of understanding others cultures
- Community centre that equally appeals

Challenges:

Nobody is turned away – how do we balance this with a sense of safety for all?

City centre as a community

- Relocating the city centre as it's own place
- Well known community focus/hub
- Local residents recognise the community centre as theirs
- Supports the connection between the residential and business communities
- It is connected to the square and community beyond
- Welcome place to build community and communities interest
- Screams "neighbourhood"
- People learn the history of the place including Maori history

- People connect with other people here
- Adaptable and supportive of a transient community
- Activates the place/area
- Integrate with local community
- Balancing community of High Street district vs close by

Challenges:

Public vs private?

Places on and off campus?

Kāinga

- Kāinga - Home
- Feels like home, kāinga
- Linger here
- Where people help people
- Workers love it as a place to relax and recreate
- Residents feel less isolated
- Residents know love, feel ownership
- Belonging
- A gathering place
- Accessible when people need it
- Can just drop in
- Feel like people are interested in me
- FREE
- Ellen Melville is our centre
- Friendly simple greetings
- Where can I go where I don't need to buy something
- Feel ok to cross the threshold
- Second home/place
- Alcohol free
- A place of safety
- Safe and welcoming for all

Challenges:

Between a safe place and those needing a place?

Nobody is turned away?

Alcohol?

Flexible programming

- Programmed + Structured
- A full programme of community activities
- A wide range of relevant activities and events
- Diverse programmes
- Constantly surprising
- Unexpected intersections
- Multi-functional, not just passive activity
- Activities that I can't do in 35sqm
- Things are created here
- Include Mana Whenua in the story - the place - activity

- Activation of surrounds to invite in
- Engages different people at different times
- Place of learning/info and development and sharing
- Flexible spaces
- Complimentary programming e.g. with library
- Flexible hours/access to reflect diverse needs and hours will access it
- Amazing community programmes
- Flexible: Programmed vs Empty
- Non programmed space
- Active programmes
- CAB - heavily trafficked
- Tools when you're ready
- What do you do on a rainy day?
- Activation in space
- Separate spaces together
- Don't have to be 'together'
- Not competing with business
- Not just programming during week
- Homeless movies on Monday nights

Challenges:

High Street is used as a thoroughfare

Busy

- A busy centre that is full of people using it throughout the week
- High utilisation of facilities
- People want to be part of this place
- Included as part of 'our' routine
- Useful in people's lives
- Visits > attendees
- Social space
- The lights are always on
- Well used through a long day

Feasible

- It pays for itself (maintenance)
- Well resourced: tools, technology, \$\$
- Measure outcomes and tell the story of success
- Good value for money
- Utility
- Easy to use

Community owned

- People feel passionate about what happens at the centre
- Community ownership – people are proud of the centre and take care of it
- Treasured as a resource

- Community leadership at the fore
- Recognise serving broad reach - Waterfront, Wynyard etc
- Residents can co-design with Council here
- Democratic space
- Little democratic space within the city
- Local as opposed to regional facility

Challenges:

How do I contribute to community?

Well known

- Agencies in the city centre and residents all know it exists
- Beacon in the city
- The "go to" place for activity
- The "Go to" place
- Residents know about it, love it, feel they own it
- Brand/name recognition
- The name is easily recognizable
- Prominent signage: Ellen Melville Centre & acronym
- Remembering heritage

Personality

- The feel is urban not suburban
- A place that fits into the neighbourhood
- Edgy funky outdoors
- Acknowledges Mana Whenua
- Looks 'community' not 'council'

Which people, ideally, will use and benefit from the centre?

Local residents

- Primary use is local residents... or not?
- People who live locally
- Community organisations and resident groups
- Reflecting local community
- Residents looking for connection/community
- Local residents - new migrants, mothers and babies, youth, elders
- Residents who need noisy/messy space
- Residents who want more space to hang out
- Locals
- Residents are the priority
- Residents of the city centre
- Apartment owners/occupiers
- Apartment owners with no common areas
- Apartment renters
- Residents in small apartments

Challenges:

Is there consensus about prioritising local residents?

Whanau

- Children who want to do activities with other children
- Children and young people
- Parents who live or work locally
- Mothers coffee/support groups
- Families - single child families
- Parents with under 5's
- Parents and caregivers
- Mothers and kids when raining
- Plunket nurse
- Solo male parents
- Playgroup
- Storage: Playgroup storage
- Families with kids
- Under 5s

Migrants

- Migrants
- Non native English speakers

Challenges:

As population grows demographic will change

All sorts

- All ages, races gender
- People needing education
- Hidden communities
- People of all ages and races
- Lonely/isolated
- Who want a safe space late at night?
- People who need support
- People connecting with others with similar interests
- People who have questions
- People who have something to share
- People who want to meet (venue)
- People who want to hire the space for private events
- People who can't afford commercial rates
- Pakeha, post-kids; couples and single
- Clubs, groups, music
- Those who are socially isolated
- Attached to church
- Internet users
- Old people
- 18-22 yrs

Challenges:

Lose them till they have kids

Local workers

- The people who work in the neighbourhood
- People who own businesses within the local neighbourhood
- Businesses who want meeting spaces
- People who work/study in the city and may want resources/entertainment in their lunch break?
- Local workplaces when engaged can help with placemaking
- Locals
- Workers come into town
- Staff of shops

Visitors

- Tourists or visitors who want to participate in local activities
- People who come to shop and find an oasis
- Sorry tourists

Women

- Perhaps a focus on women

Council / Community

- Council meetings and stakeholder workshops

Students

- Students who want gathering spaces and Wi-Fi
- High student population
- Chinese & Indian students
- Auckland Uni, AUT, Private institutions
- International students not getting the pastoral care from their schools
- International students and their families
- Int Students
- University is community centre
- Students
- University students
- Private sector students
- Youth groups
- Students with 2pm lecture

Rough Sleepers

- Homeless

Programmes and events that ideally will be held at the centre

A Mix

- Serendipity
- A flexible programme
- A mix of events, regular activities and resources
- A range of big and small events
- Large & small
- Formal & informal
- Agency & self run
- Non-exclusive use
- Bookable dedicated services room for Plunket etc
- Is it a place for events
- Individual rooms

Non Permanent

- Not permanent activities (not enough room)
- Changing programmes and events that keep people interested
- Non-exclusive use
- Programmed vs booked

Space to Hang Out

- Living room – bumping space
- An urban lounge to just hang out
- Community lounge
- Quiet to sit down

Self-sustaining

- Social enterprise – self-sustaining enterprise
- Creative spaces for local economic initiatives e.g. community kitchen
- Boutique creative, fashion (location) focused activities
- A co-op cafe

Indoor and Outdoor

- Activities that use both indoor and outdoor areas
- Activities in the square
- Programmes that can spill out into the square
- Heritage walks

- Activities that use all spaces

Parenting support

- Mums groups
- Children's activities in school holidays
- After school programmes
- Support for parents with babies and young children
- Space for kids' birthday party
- Breastfeeding and nappy changing
- Playgroup

No duplication

- Different, complement other offers
- Ones that aren't being provided elsewhere
- Without cutting into other business

Community Driven

- No duplication of (others') programming
- Of the community choosing
- Opportunity for people to run their own groups/activities
- People take responsibility for different activities
- Social events

Community Support

- Welcoming and interesting for women
- Something that appeals to men, especially retired men
- Opportunities for people to mix and meet when doing something together
- Services for migrants
- Language classes
- ESOL classes
- Language practice, ECP
- Non English services
- Place to support employment initiatives
- Induction tours for new residents
- Police drop-in
- Invite community groups
- Town Hall meetings
- Resident meetings
- "Meet more local people"

Creative Programmes

- Music: practice and events
- Yoga/dance/movement activities, gym classes
- Fix-it workshops
- Library programmes delivered here

- Creative: Paint and clay!
- Improvised comedy workshops
- Arts, culture, concerts, performance
- Community activities – art exhibitions
- Play – recreation

Civic services

- Meet the candidate (election information)
- CAB
- Legal advice
- Justice of the Peace service
- Delivery of community services
- Info: local not regional
- Info kiosk
- Co-located services: Med labs, CAB etc

Corporate/Commercial Events

- Corporate/paid hire age if not interfering with community activities
- Markets
- Local body corp meetings (will introduce the centre to many)
- Powerpoints

Tech High

- Free Wi fi

Health and Wellbeing

- Health: Tai Chi, Yoga etc
- Free yoga and meditation
- Counselling
- Plunket
- First aid courses
- Donating blood service
- Self defence course
- Zumba class

Specific Ideas

- English football
- Regular festivals like First Thursday
- Prayer/mosque
- Quiet room – prayer, yoga, meditation
- EMC anniversary event
- Films as they do at Silo Park
- How to find a job seminar
- Historical areas

Support required from Auckland Council for the success of the centre

Community development facilitation

- Staff it with someone to engage community
- Community development
- facilitation role (needs high skill)
- Community development staff
- Facilitate community leaderships
- Support the place to be loved and cherished by its community
- Lead co-design to understand needs
- Onehunga – Civic square activation

Question:

How does it affect the wider district?

Full time staff on site

- Council funded staff member on site
- Council funded position in the centre
- Full-time staff
- Handshaking role
- Ongoing funded position
- Keep it tightly managed with flexibility
- Staff to run social media

Funding

- Generously funded
- Subsidise rent for use
- Provide cups and saucers
- Initial set up
- Embed success over first 3 years
- Funding in larger EMC and Freyberg events
- Booking system
- Website
- Shared subbing spaces - Revenue? e.g. med lab and community services: Plunket, JP, CAB
- Rates for different groups

Question:

Should council be funding community programmes?

Keep it clean, tidy and safe for everyone

- Cleaning and hygiene
- Maintain facility
- Intentional future proofing in the build
- Security

Co-governance with volunteer management committee

- No friction
- Don't overly professionalise the running of the centre
- "Ellen Melville Guild"
- Representative of community embedded
- Bring community on board immediately - alongside council
- (be) accessible
- Council to set kaupapa of how it's to be run initially
- For the community by the community
- More neighbourhood community than council
- Neighbourhood facility
- Not branded up!
- Manage risk
- Enable a community lead governance committee from outset

Comments:

Should council be funding community programmes?

- Let it develop slowly
- Openness to risk - BE BRAVE
- The community is not ready to take over yet

Technology

- Wi-Fi
- Powerpoints

Communication

- More outreach to potential users
- Advertising
- Communication support
- Marketing
- Promoting events that use the whole building
- Website

External relationship management

- Manage Metropolis relationships
- BLUE
- CAB

- Churches?
- Social services
- On site providers?
- Service centre vs Community centre
- Photocopying & JP

Amenities

- Holding and organizing community network events
- Parking?
- Public toilets & showers
- Support closure of road for activities/events
- Facilitate use of square and centre at same time
- Consider the use of the roof e.g. as a garden

The best ways to communicate the centre's activities with its community

Digital & Social Media

- Website to promote and communicate activities
- Social media
- City Centre Community E-news CCRG
- An online programme schedule
- Apps
- Social media e.g. Neighbourly
- Different ethnicity Facebook groups
- Facebook, Instagram, Twitter
- Data collection – for mobile comms
- Auto txt
- e-newsletter sent to stakeholders and users
- Bat signal
- Changing

On Site

- External digital noticeboard
- Have a community noticeboard
- Visibility of programme on site
- Digital noticeboard Queen's Rise
- Visibility on the site
- A sign at the door saying this is how you rent it
- Electronic billboard outside
- Info boards
- Digital signage for events
- Put signs in the windows
- Signage
- Use of glass facade

Local Placements

- Wayfinding from other places
 - Street posters
 - Merging in existing community gathering places e.g. supermarket
 - Leverage city wide events e.g. 'White Night'
 - School providers
 - Bollards
-

LIVE & Interactive

- Word of mouth
- Town crier
- Body corp chairs group
- Auckland City Residents groups
- Ask them how
- Liverpool Banana
- Provide for ongoing feedback on hall's success
- Public art activation for the community – draw in the locals to the square
- Guys on segways
- EMC Staff
- Jungle telegraph
- Personal invitation

What are the next steps?

**Proposals via
an expression of
interest process
for the Centre's
programming
and activation
– more detail
to follow in
January 2017.**