

MEMBER REPORT
for
Greytown Community Board Meeting
Date 15th March 2017

Member Name	Ann Rainford
Group Name	Greytown Community Board
Meeting Date	15 th March
Key issues from meeting	Greytown Free Swims Programme
Specific item/s for Community Board consideration	Receive Report Agree Report
General	Free swims at Greytown January 1 st until February 3rd

Objective

The objective of the Swim Programme was to provide free swims on a Monday, Wednesday and Friday, during the month of January 2017, for school children, residing in Greytown, during the school holidays. This was an initiative designed to provide social benefits for Greytown school children and their families, to provide economic support for families and to encourage free, safe and healthy activities for our children.

Target Audience

Although agreement for this initiative was only achieved late in December 2017 community support was great. Within three days we were able to achieve the necessary sponsorship to run the programme. Tickets were

allocated through Greytown library and the Librarians encouraged families with young children to apply. Take up was excellent. Children were given a card containing 10 free swims. All 150 cards were given out within 48 hours and the number of cards was increased to 200.

Sponsors

The Community Board was the lead agency for this initiative with great Community support from Rotary, Greytown Trustlands, Greytown Sports and Leisure Papawai Marae and Greytown Lions. Lions also provided a sausage sizzle at the Swimming Pool and this was very well received.

Advertising

The main advertising was through Facebook and the Library as well as 20 posters. Facebook was extremely successful and we received a significant number of shares and reposts. There were close to 5,000 page views.

Outcomes

Although agreement for this initiative was only reached in late December all initial tickets were taken up within 48 hours and feedback from the community has been excellent.

Unfortunately, we could not control the weather, which was cold and rainy throughout much of January, so the number of swims was much lower than anticipated.

A total of 338 free swims were taken up at a cost of \$1 per swim. Take up, though far less than expected, was greater in Greytown than in each of the other two towns in South Wairarapa. We had calculated a maximum of 2000 swims so the cost was far less than expected. The final distribution of cost is to be calculated by the Amenities Officer, and the sponsors will be billed though it is likely that as Lions have already sent a cheque for \$200.00, they will be due a rebate.

Future of the Free Swim Programme

We continue to view this as a great initiative benefiting children and families in the Greytown Community. We want to see the initiative extended in the 2017-2018 year. We would like the programme to capture more swim days, so we are suggesting that the programme start at the commencement of the secondary school holidays Monday 18th December, to run through until the end of February.

We will apply to all our sponsors again for continued funding of this initiative and with more time we will be able to advertise in the October and November Grapevine. We hope that all sponsors will continue to support this venture during the 2017-18 school holidays.

Ann Rainford, Vice Chair, Greytown Community Board