

FOOTPATHS R 4 PEOPLE

2006



HISTORY

- Approach made from Communities Living Injury Free to Auckland City Strategic Advisor Disability re scoping an injury prevention project.
- A number of complaints from people with a visual impairment regarding obstacles on footpaths in Newmarket received through Auckland City call centre

COLLABORATIVE PROJECT TEAM ESTABLISHED

- **Strategic Advisor Disability, Auckland City**
- **Communities Living Injury Free**
- **Royal NZ Foundation of the Blind**
- **Road Safety, Auckland City**
- **Walk Auckland**
- **Injury Prevention Research Centre, The University of Auckland**
- **Newmarket Business Assoc.**

AIMS OF PROJECT

- To reduce the number of obstacles on footpaths to enable free and safe access.
- To raise public and internal council staff awareness of problems caused by obstacles on footpaths for all people, particularly people with a visual impairment or who are blind.
- To build positive relationships with business owners to be aware of their responsibilities to keep footpaths clear.
- To foster a by the community for the community approach.

LINKS WITH OTHER PROJECTS

- **Communities Living Injury Free**
- **Road Safety**
- **Blind Foundation Blind Week**
- **Walk Auckland**
- **Walk to School week**

LINKS WITH OTHER STRATEGIES

- **Customer Service Strategy**
- **Disability Framework for Action**
- **Communities Living Injury Free Business Plan objectives**
- **Child and Family policy**
- **Walking/Cycling strategy**
- **Belonging project**

THE PLAN

- **Focus on Newmarket as this area has the highest number of blind and visually impaired citizens accessing footpaths.**
- **Conduct pre campaign survey to ascertain the scope of the issue in Newmarket.**
- **Focus on barrier free footpaths and walkways**

- **Heighten public awareness of the need to keep footpaths and walkways clear**
- **Heighten awareness within council of the need and it's enforcement and compliance role**
- **Improve complaints process for meeting the needs of people with a visual impairment calling through the Auckland City call centre.**

- **Heighten awareness of the need to keep footpaths clear with contractors/business owners.**
- **Increase awareness among the community of people with a visual impairment regarding confidence in the enforcement and complaints process.**

- **Develop a resource that could be used for other areas of Auckland apart from Newmarket.**
- **Conduct post campaign survey**
- **Decide on whether and where this project could be replicated**

MARKETING MATERIAL

- **A bright orange length of ribbon**
- **A large, bright orange, cardboard flyer in the shape of a footprint**
- **A smaller, bright orange, static sticker in the shape of a footprint**

PRE CAMPAIGN SURVEY

- 457 obstacles impeding safe access to footpaths noted
- Empty rubbish bins were the top obstacle followed by overhanging branches, sandwich boards and vehicles parked illegally
- Certain specific streets in Newmarket i.e. Broadway were highlighted as higher in obstacles than others

CAMPAIGN

- **Week long beginning 6th March**
- **Celebration launch at Auckland city customer call centre**
- **Able bodied and visually impaired pairs to walk around the residential and retail areas of Newmarket**
- **Engaging with business owners re placement of outdoor furniture and signage**



POST CAMPAIGN SURVEY

**70 % reduction
in obstacles**

KEY CHALLENGES/OPPORTUNITIES

- **Flexibility in times frames and deadlines**
- **Ensuring ALL possible collaborative partners are at the table**
- **Be realistic regarding partner's time commitments**

KEY OUTCOMES

- Reduction in number of obstacles
- Led to greater opportunities for blind and visually impaired citizen's to access their community safely
- Practical, achievable and measurable
- Direct response to a community identified issue

- **Fostered collaborative relationships with internal and external stakeholders**
- **Led to the Foundation of the Blind being invited to participate in the Newmarket footpath refurbishment committee**
- **Project team won an Auckland City Customer Service Characteristic Award**

KEY OUTCOMES

- **Royal NZ Foundation of the Blind won a Mayoral Community Safety Award**



- **Decision of project team to replicate in other areas of Auckland**