

Lessons learned from one of New Zealand's most challenging civil engineering projects: rebuilding the earthquake damaged pipes, roads, bridges and retaining walls in the city of Christchurch 2011 - 2016.

Supporting the Locals toolbox outline

Story: Business Support Programme

Theme: Communications and Community

A tool, including an outline, resources and a survey sheet, used by the SCIRT Communication Team when delivering a series of toolboxes to SCIRT subcontractors about working around businesses.

This document has been provided as an example of a tool that might be useful for other organisations undertaking complex disaster recovery or infrastructure rebuild programmes.

For more information about this document, visit www.scirtlearninglegacy.org.nz



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Supporting the Locals – Toolbox

Audience

SCIRT sub-contractors

Timing

3rd August 2015 – 30th October 2015

Purpose

To encourage SCIRT sub-contractors to be more mindful of the impact that SCIRT works have on suburban businesses and increase attendees capability and drive to minimise their impact on businesses where possible.

Overview

This is an informal toolbox talk to be presented to sub-contractors working near businesses. It will be presented by the communication team member allocated to the project. The talk will take no longer than 15 minutes and will involve talking the crew through the “Five easy steps to minimise impact on businesses” poster which will then be put on the wall in the site office.

Each Delivery Team should run a minimum of four of these toolboxes between August and November if possible.

This toolbox alone will not instantly “fix” SCIRT’s relationship with business owners, but it should increase our sub-contractors’ capability to make meaningful changes for the benefit of business owners.

The Bigger Picture

The *Supporting the Locals* toolbox is just one piece of a four part strategy to improve SCIRT’s relationship with businesses owners. The three other strategies include activities to challenge and upskill the Management Team and Delivery Leadership Team, SCIRT’s Delivery Team engineers, and Traffic Managers and workers.

Evaluation

The communication team member who presents the toolbox will return to a toolbox 2-3 weeks later to see if the crew can remember three of the five easy steps to reduce their impact on businesses. Market research will also be carried out on businesses operating near SCIRT sites to see if their satisfaction with SCIRT’s impact on their business increases after the training is complete.

Resources needed

- The “Five easy steps to minimise impact on businesses” poster (A2)
- The “Five easy steps to minimise impact on businesses” poster as an A4 hand out for the site engineers.
- Baking! Obviously this is not compulsory but it’s a great relationship building tool.

Suggested talking points

- Introduce yourself and why you are here
- Share some market research or stories about the challenges of working with businesses. (74% of Christchurch residents are satisfied with the rebuild process compared to 51% of business owners.)
- Share a positive story about a crew working well with a business (inspire them!)
- Talk them through the poster
- Explain that we will be doing market research in July and November and are hoping for a 10% increase in the two statistics:
 - I am satisfied that SCIRT cares about the success of my business.
 - I am satisfied that the crew did all they could to minimise their impact on my business
- Say that you'll visit again in a few weeks to see how things are going.

Follow-up visit

- Share any compliments you may have received about the site
- Ask for thoughts and stories from the crew on how working with the near-by business(s) is going.
- Ask if they can recall three of the five easy steps to reduce their impact on businesses (get them to say them out loud). This is important for our evaluation so please ask.
- Let them know the results of the two market research questions listed above.
- Encourage them to keep working with the business(s) and say you'll come out to let them know the market research results in November. If the site will be gone by then, tell them that you will email the results (including any relevant verbatim comments) to their manager/leader.

Reporting

Please complete the brief form on page 4 of this document and send to the IST.

Thank you for your support.

The Poster

Five easy steps to minimise impact on businesses

- 1 Get to know the area**
Are there any businesses near your work site? They aren't always where you expect.
- 2 Provide as much access as possible**
Can you complete high impact work near the business when it is closed?
- 3 Make sure the access is clearly signed**
Is it clear how customers can access the business? Where do they park?
- 4 Keep the business informed**
Communicate clearly, honestly and politely about changes which affect the business owner.
- 5 Support local businesses**
Could you buy your coffee or lunch from a shop near your work site?

 Each day of road works can mean reduced income for business owners; especially if the work site impacts on customer parking or makes access to their business more difficult.



Support local businesses when you can. Keep in regular contact with business owners



How can I get to the shop? Make it easy for customers to find the business



Minimise impacts on businesses by finishing and reinstating the site as quickly as possible

Our research results - March

51% of business owners are satisfied with the rebuild process



Can we beat this score? Let's go for it!

If in doubt, direct business owners to your communication team

Record of site visit

Supporting the Locals toolbox presentation

Date	
Name	
Project number	
Project name	
Sub-contractor	
Street visited	
Businesses affected	
Number of attendees	

Please provide a brief summary of your toolbox presentation

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Follow up visit booked for: (aim for 2-3 weeks later)

Follow up visit

Date	
Street visited	
Number of attendees	
Is the poster still on the wall in the site office?	
How many of the five easy steps to reduce their impact on businesses could the crew remember?	
Which steps could they remember?	

Please provide a brief summary of your follow up visit (crew comments, general mood etc)

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