



**Immediate Release**

## **MEDIA RELEASE**

### **Brand Reveal for Co-located Social and Health Services**

Forging ahead with the construction of New Zealand's first social and health services centre at this scale, co-locating agencies are proud to announce the new brand that will bring them together with a united front at Eastgate Shopping Centre.

'The Loft' will be home to a wide range of community health and wellbeing services that are effectively creating a 'child, family and community health and wellbeing centre' on Eastgate's first floor. The new brand not only names that physical space but also reflects the journey of moving forward and the concept of 'rising high'. With its accompanying brand elements, including its Maori equivalent (ki te tihi - 'to the summit') and whakatauki (Poipoia, tautokotia kia ekea te tihi o Oranga - Through nurture and support you will reach the summit of wellbeing) it also embraces Christchurch's diverse and multi-cultural community.

Strategy Design and Advertising were tasked with creating an identity that not only represented the diversity of services coming together, but also encapsulated the heart of the journey and accessibility for current and future clients. They worked closely with all key stakeholders throughout a consultative process to create 'The Loft'.

"We wanted to be involved in this project as it is unique and has so much potential to make a positive impact," says Geoff Cranko, Group Managing Partner of Strategy. "The opportunity to work on an identity for this innovation was something we really wanted to do."

That innovation is all about "promoting collaboration that creates better outcomes for service users and it is a unique proposition in national terms by creating a significant platform for more integrated services delivery" says Nicola Woodward, CEO at Aviva. Susie Jones, Operations Manager for Child and Family Services at Barnardos adds, "The Loft aims to strengthen families and build resilience within our community. In our post-quake environment, accessibility is key for our community in receiving the help and support they need. Through coming together in one location, The Loft is a great solution to removing the obstacles created for some through having to navigate all over Christchurch to reach the various services they require."



One side of the new centre will be dedicated to social services, and the other will deliver an Integrated Family Health Centre that supports mental, emotional, social and physical health.

“It’s important to ensure that the medical and health services are accessible to as many people as possible” comments David Jones, Managing Director of Better Health. We think that locating the Linwood Integrated Family Health Centre as part of The Loft will help achieve that.”

With construction already underway, the completion of the brand development is timely. The projected opening timeline of The Loft is July 2016 and it will see Aviva, Barnardos, Family Help Trust, He Waka Tapu, New Zealand Red Cross and the integrated family health centre providing their specialist services from one shared space on the first floor of Eastgate Shopping Centre in Linwood.

To find out more about this exciting development for Christchurch communities contact Aviva, Barnardos, the Family Help Trust or Better Health.

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## **Fast Facts About The Loft**

- Co-locating Social Service agencies involved: Aviva and Family Help Trust (fully co-locating), Barnardos Canterbury (partial co-location); He Waka Tapu and START (partial co-location).
- Other community services – Red Cross Community Outreach.
- Budgeting, Citizen’s Advice Bureau, family law and other services to be confirmed.
- The Linwood Medical Centre, an Integrated Family Health Centre operated by Better Health, combines three local general practices including one which has operated from temporary premises since February 2011. The centre includes doctors, nurses, midwives, pharmacy, physio & rehab and mental health counsellors. It will also house the Nurse Maude district nursing service hub and the CDHB Older Persons Health coordination hub, as well as other services.
- Location: First floor of Eastgate Shopping Centre. Approximately 3,000 m<sup>2</sup> shared between Linwood Library, primary health care and social services.
- Time frame: open for operation around July 2016.
- Staff numbers: approximately 80 full-time equivalent staff members will be located in the social service space and 35 in the primary health care space.
- Client Numbers: Currently the five agencies support approximately 3,500 clients between them
- Space: Approximately 1,000m<sup>2</sup> each for social services and primary health services.