



Hastings District Council

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OPEN

A G E N D A

ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE MEETING

Meeting Date: **Tuesday, 15 May 2018**

Time: **1.00pm**

Venue: **Council Chamber
Ground Floor
Civic Administration Building
Lyndon Road East
Hastings**

Committee Members	Chair: Councillor Harvey Mayor Hazlehurst Councillors Barber, Dixon, Heaps, Lawson, Lyons, Kerr, Nixon (Deputy Chair), O'Keefe, Poulain, Redstone, Schollum, Travers and Watkins (<i>Quorum = 8</i>)
Officer Responsible	Group Manager: Economic Growth & Organisation Improvement
Committee Secretary	Carolyn Hunt (Ext 5634)

Economic Development & Urban Affairs Committee – Terms of Reference

Fields of Activity

The development of policy and the oversight of operations in the area of the social, economic, cultural and environmental wellbeing and development of the District, including (but not limited to) the following activities:

- Development of the Council's overarching strategies for Environmental Management, Economic Development, Growth Management and Urban Development;
- District development and land use planning (high level strategy)
- Urban design and development (including CBD planning)
- Hastings City Centre Development
- Landmarks Activities
- Parks and Reserves
- Economic & Business Development programmes
- Regional development

Other roles of a strategic overview nature including:

- Oversight of sustainability and climate change projects and partnerships for the delivery of and measuring sustainability performance (including the State of the Environment Reporting jointly with the Planning and Regulatory Committee)
- Other policy development not otherwise provided for

Membership

Chairman appointed by Council

Deputy Chairman appointed by Council

The Mayor

All Councillors

Quorum – 8 members

DELEGATED POWERS

General Delegations

1. Authority to exercise all of Council powers, functions and authorities (except where prohibited by law or otherwise delegated to another committee) in relation to all matters detailed in the Fields of Activity.
2. Authority to re-allocate funding already approved by the Council as part of the Long Term Plan/Annual Plan process, for matters within the Fields of Activity provided that the re-allocation of funds does not increase the overall amount of money committed to the Fields of Activity in the Long Term Plan/Annual Plan.
3. Authority to develop and adopt goals, strategies and policies on behalf of the Council for matters within the Fields of Activity.
4. Responsibility to monitor Long Term Plan/Annual Plan implementation within the Fields of Activity set out above.

Parks, Reserves and Walkways

5. Authority to exercise all of the Council's powers and functions under the Reserves Act 1977 in respect of parks and reserves other than the review of bylaws.
6. Authority to hear submissions under s120 (1)(c) of the Reserves Act 1977 in relation to all reserves or to appoint a commissioner or commissioners to hear submissions and to make a recommendation in respect of those objections or submissions to the Committee.
7. Authority to determine names for or to change the name of, parks and reserves owned or administered by the Council.

8. Where the Council is appointed as the controlling authority of a walkway under the New Zealand Walkways Act 1990, authority to exercise the powers of the controlling authority.

Bylaws

9. Authority to monitor any Council bylaws relating to matters within the Fields of Activity and to recommend any amendments or additions to those bylaws to the Planning and Regulatory Committee for review and consideration.

HASTINGS DISTRICT COUNCIL
ECONOMIC DEVELOPMENT & URBAN AFFAIRS
COMMITTEE MEETING

TUESDAY, 15 MAY 2018

VENUE: Council Chamber
Ground Floor
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Lyndon Road East
Hastings

TIME: 1.00pm

A G E N D A

1. Apologies

At the close of the agenda no apologies had been received.

At the close of the agenda no requests for leave of absence had been received.

2. Conflict of Interest

Members need to be vigilant to stand aside from decision-making when a conflict arises between their role as a Member of the Council and any private or other external interest they might have. This note is provided as a reminder to Members to scan the agenda and assess their own private interests and identify where they may have a pecuniary or other conflict of interest, or where there may be perceptions of conflict of interest.

If a Member feels they do have a conflict of interest, they should publicly declare that at the start of the relevant item of business and withdraw from participating in the meeting. If a Member thinks they may have a conflict of interest, they can seek advice from the Chief Executive or Executive Advisor/Manager: Office of the Chief Executive (preferably before the meeting).

It is noted that while Members can seek advice and discuss these matters, the final decision as to whether a conflict exists rests with the member.

3. Confirmation of Minutes

Minutes of the Economic Development & Urban Affairs Committee Meeting held Tuesday 13 February 2018.
(Previously circulated)

4. Economic Development Activities for the Quarter Ending 15 May 2018	7
5. Adoption of Reserve Management Subcommittee Recommendations on the Cape Coast Reserve Management Plan	11
6. Status Update on Urban Development	25
7. Marketing Communications Update	33
8. Additional Business Items	
9. Extraordinary Business Items	

REPORT TO: ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE

MEETING DATE: TUESDAY 15 MAY 2018

**FROM: ECONOMIC DEVELOPMENT MANAGER
LEE NEVILLE**

SUBJECT: ECONOMIC DEVELOPMENT ACTIVITIES FOR THE QUARTER ENDING 15 MAY 2018

1.0 SUMMARY

- 1.1 This report arises from a request by Councillors to receive a regular update on Economic Development activities.
- 1.2 The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose is to meet the current and future needs of communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses. Good quality means infrastructure, services and performance that are efficient and effective and appropriate to present and anticipated future circumstances.
- 1.3 The objective of Economic Development activity relevant to the purpose of Local Government is the provision of quality public services which are efficient and cost effective for households and businesses.
- 1.4 This report concludes by recommending that the report of the Economic Development Manager titled "Economic Development Activities for the Quarter Ending 15 May 2018" be received.

2.0 BACKGROUND

- 2.1 The purpose of this report is to provide an update on economic activity for the quarter ending 15 May 2018.
- 2.2 Council Economic Development activity areas focus on:
 - Increased inwards investment
 - Support Hastings District and Hawke's Bay business
 - Improved export opportunities for business
 - Attract the skilled labour resources in demand by business
 - Connect with Education
 - Support businesses in the City Centre and Industrial zones.
 - Hastings District Productivity Project
 - China Cultural
 - Business Hawke's Bay

3.0 CURRENT SITUATION

3.1 Increased Inwards Investment

- 3.1.1 The Hastings District Council is the lead for activity 6.2 of the Matariki Regional Economic Development Strategy (REDS), to attract business, investment and migrants to Hawke's Bay. A working group of businesses and Councils are developing an inwards investment strategy. Members of the working group met with eight businesses in Auckland on the 8th & 9th March to hear their views on Hawke's Bay's competitive advantages for businesses relocating to Hawke's Bay. Discussions also identified potential business opportunities for the Napier Port.
- 3.1.2 A Think Hawke's Bay working group is attending Field days being held at Mystery Creek Hamilton from 13 to 16 June with Business Hawke's Bay being supported by Hastings District Council, Hawke's Bay Regional Council, Wairoa District Council and Napier Port. A site in the main pavilion will be the site for Think Hawke's Bay with other Hawke's Bay businesses at Field days displaying signage. A competition for people attending Field days called "Get Me to Hawke's Bay Free" is being arranged to attract interest into Hawke's Bay.
- 3.1.3 The Think Hawke's Bay Brochure to support attracting business investment into Hawke's Bay is completed and being circulated.
- 3.1.4 The Our Hawke's Bay Your Home migrant attraction support document is complete and is being circulated.

3.2 Support Businesses

- 3.2.1 A Great Things Grow Here brand champion's event was held on Tuesday 8th February at Vidals Restaurant and was attended by 120 guests and was addressed by:
- Mayor Sandra Hazlehurst
 - Fabian Yukich a Villa Maria Director
 - Jodie Hamilton LIFT Social Enterprise
 - Dean Prebble Hawke's Bay Angels Investors.
- 3.2.2 On Thursday 5 April at the Wairoa Airport a Great Things Grow Here brand champions' event was attended by 62 guests and was addressed by:
- Craig Little – Mayor
 - Nigel Pollock – CEO, Quality Rooding Services (QRS)
 - Sue Wilson – Wairoa Farmers Market
 - Russell McCracken – Adventure Wairoa

3.3 Improved Export Opportunities for Business

- 3.3.1 Officers are working with businesses and agencies to identify opportunities for improving export opportunities for Hastings businesses.

3.4 Connect with Education

- 3.4.1 Learning Hawke's Bay
Game On is an initiative to attract International student groups to Hawke's Bay schools to experience targeted sport and recreation activities along with cultural activity. Three brochures describing; Sailing, Equestrian, and Golf

have been produced. These have been translated into Mandarin and promoted to relevant agents in Auckland and overseas. We are also engaging with Hawke's Bay Rugby to help attract students to their Rugby Academy. This is a work in progress.

3.4.2 The international Race Relations Day saw more than 200 students from abroad welcomed at a special ceremony in Napier on Wednesday. The function at the MTG Century Theatre was jointly hosted by the Napier City Council, Hastings District Council and Learning Hawke's Bay.

3.4.3 There were a range of cultural performances including an Indian, Hawaiian and Thai dance as well as a Haka by international students from Lindisfarne.

3.4.4 Learning Hawke's Bay Regional Manager, Wenhua Yang said according to the economic impact research commissioned by Education New Zealand, each student in Hawke's Bay contributes more than \$27,000 a year on average to the local economy and they generate in total about \$20 million in economic benefits to the region, supporting more than 200 jobs.

3.5 **Support Businesses in the City Centre and Industrial Zones**

3.5.1 Vision Boards of the proposed upgrade to the streetscape are on display in the Hastings I-Site.

3.5.2 A Your Hastings-E-Newsletter for March was sent to businesses in the city centre.

3.5.3 A business networking was held on the 21st March at Cole Murray Financial Services with an estimated 70 people attending.

3.6 **The Food Innovation Hub**

3.6.1 Businesses engaged in the Discovery phase have been contacted and are committed to continuing with a feasibility study that will lead to a business case proposal. The steering group comprising business and local government have applied to the provincial growth fund for funding of the next two stages.

3.7 **Hastings District Productivity Project**

3.7.1 Three businesses are engaged in this project that is co-funded by the business and Hastings District Council.

- Business 1 – Four improvement projects and is seeking to recruit additional staff to meet projects demands.
- Business 2 – Improvement projects including; processing, purchasing and sales systems to increase efficiency in the business.
- Business 3 – Improvement projects in 3 areas and is seeking 6 new staff to train. Capital invested into the business is \$400,000 to date.

3.7.2 A further two businesses are having business cases prepared to apply for the Hastings District Productivity Project.

3.8 **China Cultural**

3.8.1 The Lantern Festival in the Osmanthus Gardens from the 4th to 9th of April is supported by the International Advisory Group and Hastings District Council. This year four musicians provided music during the Lantern festival. Three musicians travelled from Hastings Sister City Guilin. Based on donations it

was estimated that more than 12,000 people had gone through the gates, the estimate for 2017 event was 10,000 people.

3.8.2 The Amazing China Face Race 2018 is being supported with branding and social media advice.

3.9 **Business Hawke's Bay and Business Hub**

3.9.1 Training and workshop programmes facilitated at the Business Hub 2018 across a wide range of areas. The new series of Coffee Talks provide an opportunity to showcase successful local business people with a key take-out for attendees, particularly aimed at Startups and those who are new to business. The first talk is: 'How to Suck Eggs with Market Validation' (Robert Darroch, FPG).

3.9.2 Development of a regional business events and training calendar, including a co-ordinated Hub calendar for 2018 is complete and will be rolled out in April/May; to support Agri/Tech & Innovation/F&B/Start-up/and Maori business.

3.9.3 A successful new pilot programme called "HUB Connect - Let's Get You Started, Easy as 1,2,3" provides an introduction to the services provided by the Business Hub with qualified referrals and introductions to Hub members (including Hastings District Council). 96 Check-Ins and 239 referrals other business agencies.

3.9.4 Business Starter programme is designed for those who are new to business and start-ups who do not yet qualify for other Hub services. The business undertakes a discovery process and explores basic capability development in an introduction to getting started in business. Fifty one Business-Starter Sessions have been conducted and these involved twenty five Hastings District based businesses.

4.0 **RECOMMENDATIONS AND REASONS**

That the report of the Economic Development Manager titled "Economic Development Activities for the Quarter Ending 15 May 2018" dated 15/05/2018 be received.

With the reasons for this decision being that the objective of the decision will contribute to meeting the current and future needs of communities in a way that is most cost-effective for households and business.

Attachments:

1	Our Hawkes Bay Your New Home	STR-6-9-4-18-4	Separate Doc
2	Think Hawke's Bay For Your Business	STR-6-9-4-18-5	Separate Doc

REPORT TO: ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE

MEETING DATE: TUESDAY 15 MAY 2018

**FROM: PARKS POLICY PLANNER
CHRIS FREEMAN**

SUBJECT: ADOPTION OF RESERVE MANAGEMENT SUBCOMMITTEE RECOMMENDATIONS ON THE CAPE COAST RESERVE MANAGEMENT PLAN

1.0 SUMMARY

- 1.1 The purpose of this report is to identify the recommendations made by the Reserve Management Plan Sub-Committee on submissions to the Draft Cape Coast Reserves' Management Plan (the Plan), and to recommend that the Committee adopt the Plan, as amended by submissions.
- 1.2 This report arises from an obligation of Council, as an administering body under the Reserves Act 1977, to prepare Reserve Management Plans for the reserves under its control.
- 1.3 The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose is to meet the current and future needs of communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses. Good quality means infrastructure, services and performance that are efficient and effective and appropriate to present and anticipated future circumstances.
- 1.4 The objective of this decision relevant to the purpose of Local Government is the delivery of good quality local infrastructure for the recreational benefit of the whole community.
- 1.5 This report concludes by recommending that the Committee endorse the decisions made by the Reserve Management Plan Sub-Committee and adopt the Cape Coast Reserve Management Plan.

2.0 BACKGROUND

- 2.1 The Cape Coast Reserves' Management Plan covers the following ten reserves, with a combined total area of 66 hectares. Over half of the area is contained in Haumoana Domain (35ha).
 - Mill Road Reserves
 - Gow Avenue Reserve
 - Cavell Park
 - Haumoana Domain
 - Haumoana Memorial Park
 - Haumoana Hall
 - Te Awanga Domain
 - Oregon Road Reserve

- Clifton Domain
 - Charlton Road Esplanade Reserve
- 2.2 The Draft Cape Coast Reserves' Management Plan was adopted for consultation purposes by the District Development Committee on 2 May 2017 and publicly notified under Section 41 of the Reserves Act 1977, with submissions closing on 28 July 2017.
- 2.3 22 submissions were received, which were reviewed and considered by the Reserve Management Plan Sub-Committee at its meeting on 18 August 2017.
- 2.4 As an administering body under the Reserves Act 1977, the Council is required to prepare Reserve Management Plans for the reserves under its management. The Plans identify issues, objectives and policies for the use, development, management and protection of these reserves. Further, they seek to balance the protection of the natural resources on them, against the recreational needs of the community.
- 2.5 The Reserves Act requires that actions be carried out in the formulation of the plan, prior to full adoption by Council. The process includes:
- a) Notification of intention to prepare Reserve Management Plan
 - b) Receive comments from public for inclusion in Draft Plan
 - c) Prepare Draft Plan
 - d) Workshop with Council to consider Draft Plan
 - e) Council adopts Draft Plan for consultation purposes
 - f) Public notification of Draft Plan (60 day submission process)
 - g) Obtain Minister of Conservation approval
 - h) Hearing of submissions and make any required amendments
 - i) Adopt Final Reserve Management Plan
- 2.6 The preparation of this plan has involved substantial research and consultation with the community over several years. The process is currently up to Step (i) identified above.

3.0 CURRENT SITUATION

- 3.1 The purpose of this report is to identify the decisions made by the Sub-Committee, and to recommend that the Committee adopt the Cape Coast Reserves' Management Plan, as amended by submissions.
- 3.2 The Reserve Management Plan Sub-Committee is responsible for advising the Economic Development and Urban Affairs Committee by:
- (1) reviewing and considering submissions to Draft Reserve Management Plans; and
 - (2) recommending Reserve Management Plans for adoption.
- 3.3 22 submissions were received relating to the Cape Coast Reserves' Management Plan from the following submitters identified below in **Table 1**:

Table 1: Submitters to Cape Coast Reserves Management Plan

No.	Name	No	Name
1	Bill Shaw	12	Lindsay Pinker
2	Judy Lee	13	Irene O'Connell
3	Juliet Moore	14	Raewyn Owens
4	Leigh Julian	15	Keith Newman
5	Camilla Samper	16	Adrian Cowie
6	Tom Woodham	17	Keith Symonds
7	Sara Bristow	18	Liz Remmerswaal
8	Vicki and Grant Fuhrer	19	Claire Symonds
9	Brian Taylor	20	Martin Bates
10	Kay Pinker	21	Sue Bird
11	Nick Cabot	22	Adrian and Cheryl Jury

3.4 The 22 submissions were sorted into:

- (1) submissions in support;
- (2) submissions seeking minor amendments; and
- (3) submissions requiring further analysis. Those submissions requiring further analysis were sorted into 11 individual remedies for consideration by the Sub-Committee as identified in **Table 2** below.

Table 2: Remedies sought to Cape Coast Reserves Management Plan

Sub No.	Remedy	Policy	Request
1	1	3.4.4 2.3.2	Planting the Maraetotara Esplanade Reserve would compromise their property.
2	2	2.7.2	Shift the Te Awanga toilet to the east and back towards the hall. Join toilets to hall. Renovate old toilets at Te Awanga
9	3	3.6.2	Supports railway iron and tyre wall and hard engineering.
11	4	3.6.1	Does not support the seawall at Clifton.
11	5	3.4.3	No planting between Te Awanga and Haumoana.
16	6	3.6.1	Improve the Tuki Tuki Groyne by filling the saddle and extend by 50metres.
17	7	3.1.2	Remove the pine trees in Haumoana Memorial Park as they shade neighbouring property.
19	8	2.10.4	New road proposed in Haumoana Domain considered not safe
20	9	5.12	New education section proposed.
21	10	2.9.2	Replace the picnic table with a surfboard seat and move away from boundary.
22	11	5.10.2	Private encroachment in Haumoana Memorial Park would like to remain on current or lesser area.

3.5 A summary of each individual submission is provided in **Attachment 1**.

3.6 An officer report was prepared, identifying the submissions received, an analysis of the issue, and the Officers recommendations. These reports were

provided to all submitters and members of the Sub-Committee prior to the hearing. A covering letter advised submitters of the date and time of the hearing, and everyone was given a further opportunity to speak to their submissions. Four submitters spoke to their submissions at the hearing.

- 3.7 The hearing was held on 17 August 2017. The recommendations of the Sub-Committee on Remedies 1-10 are attached in **Attachment 2**.
- 3.8 At this meeting, the Sub-committee resolved that Remedy 11, the submission of Adrian and Cheryl Jury (Submission 22) requesting to continue to privately occupy part or all of 1214m² of Haumoana Memorial Park be referred back to Council for consideration and resolution. As all decisions on making provision for allowing for the occupation of reserve land must be considered by Council, officers reported to the 22nd February 2018 Council meeting, to consider the submitters' request.
- 3.9 At this meeting, Council resolved to pipe the drain that crossed the Jury's property and in doing so enable the Jury's to access more of their section and thereby avoid the need to occupy a portion of the reserve. Council's resolution is included in **Attachment 3**.
- 3.10 This report does not seek further consideration or debate on Remedy 11 as full Council has already considered the matter and resolved the matter. As such the matter is now dealt with and need only be actioned in the new financial year.
- 3.11 Officers note that it has taken a quite a while to get this final report back to the Committee for final adoption. There have been a number of factors that have led to the protracted timeline. As the Jury submission was referred back to Council to consider piping the drain, additional research into the feasibility of the work needed to be considered by the HBRC. This delayed reporting to Council on the Jury's submission and subsequently impacted on then meeting this Committee's schedule. Despite these delays, the funding streams are included in the Draft 2018-28 LTP and can appropriately considered alongside Council's other priorities.

4.0 OPTIONS

- 4.1 There are three options available to Council:
- (1) Adopt the recommendations of the Reserve Management Plan Sub-Committee as attached in Attachment 2 and the amended Cape Coast Reserves' Management Plan.
 - (2) Adopt the recommendations of the Reserve Management Plan Sub-Committee as attached in Attachment 2 and the amended Cape Coast Reserves' Management Plan, subject to any amendments agreed to at this meeting.
 - (3) Do not adopt the recommendations of the Reserve Management Plan Sub-Committee or the amended Cape Coast Reserves' Management Plan.

5.0 SIGNIFICANCE AND ENGAGEMENT

- 5.1 Public notice was given on 27th February 2016 under Section 41 of the Reserves Act 1977 of Councils intention to prepare a Reserve Management Plan, along with an invitation to send written comments. The closing date for initial comments on 22nd April 2016. Comments were received were taken into account in the preparation of the Draft Plan.
- 5.2 A Council workshop was held on 21st March 2017 with feedback incorporated into the Plan for consultation purposes. The Draft Plan was adopted by the Economic Development and Urban Affairs Committee on the 2nd May 2017 for consultation purposes.
- 5.3 Council notified the Draft Plan for public comment under Section 41 of the Reserves Act 1977 on 2 May 2017, with a closing date for submissions of 28th July 2017. A public notice was placed in newspapers and copies of the plans were available for viewing at public libraries and on the Council website.
- 5.4 Two consultation meetings were held in association with the Te Awanga Progressive Association (TAPA) and Walking on Water (WOW) on the 27 and 28 June 2017.
- 5.5 Public consultation and consideration of submissions made has enabled Council to take into account the views and preferences of persons interested in the reserves of the Cape Coast, or likely to be affected by the formulation of the Reserve Management Plan.

6.0 ASSESSMENT OF OPTIONS (INCLUDING FINANCIAL IMPLICATIONS)

- 6.1 The Reserve Management Plan Subcommittee met on 17 August 2017 to consider the submissions made. All of the 10 remedies sought resulted in little debate and officers' recommendations were supported without challenge.
- 6.2 Reserve Management Plans contain policies which regulate how parks and reserves are managed and identify key actions required in the future development of them. As such they are fundamental planning tools to ensure that reserves are developed in a planned and coordinated manner to achieve the best environmental and economic outcome. Without Reserve Management Plans, work undertaken is often in an *ad hoc* manner, without taking into account the key objectives of the community or budget and environmental considerations.
- 6.3 Councillors will recall that the Action Plan presented in the Draft Plan included a total implementation budget of \$1,090,000 for the Cape Coast Reserves over the next ten years (subject to the wider consideration of the 2018/28 Long Term Plan process). In addition, \$340,000 is already budgeted for two toilet replacements at Te Awanga and Haumoana Domain.
- 6.4 This implementation budget was not amended as a result of the submission and hearing process.
- 6.5 Full analysis of each of the submissions and recommendations made are contained within the officer report, under each remedy number.
- 6.6 Reserve Management Plans contain the aspirations of the community, and a planned response to those aspirations. The implementation however needs to

be assessed alongside all Council priorities and overall level of service and affordability considerations. The funding to support the Cape Coast Reserves' Management Plan has been included in the forward budget, and will be subject to consideration through the LTP budget process.

- 6.7 A full copy of the final Cape Coast Reserves' Reserve Management Plan, as amended by submissions, will be circulated separately.

7.0 PREFERRED OPTION/S AND REASONS

- 7.1 It is recommended that the Council adopt Option 1. The decision making process of the Reserve Management Plan Sub-Committee is valid and robust. All those individuals and groups who made a submission were given the opportunity to speak, and all submissions were fully considered in the Officer Reports and by the Sub-Committee at the hearing. The Committee can therefore be assured that in adopting Option 1 that all the recommendations made are based on a good sound understanding of the issues surrounding the park and result in actions that respond effectively and efficiently to the future development and management of it.
- 7.2 The report also recognises that the consideration of some of the submissions by the Committee may raise further issues that may legitimately amend some of the recommendations made by the Reserve Management Plan Sub-Committee. Should the Committee decide to change some of the recommendations, it should then adopt Option 2.
- 7.3 Selecting Option 3 would mean that Council did not agree with the recommendations made by the Reserve Management Plan Sub-Committee, and did not wish to adopt the Cape Coast Reserve's Management Plan. This would signal that Council was fundamentally opposed to the content of the Plan, which could not be amended with minor changes. This option is not recommended, given the thorough and extensive public consultation that has been followed, and the overwhelming support of the local community and key stakeholders of the content and aim of the Plan. Not adopting the Plan, would require the entire legislative process to start again, at considerable cost to Council.

8.0 RECOMMENDATIONS AND REASONS

- A) That the report of the Parks Policy Planner titled "Adoption of Reserve Management Subcommittee Recommendations on the Cape Coast Reserve Management Plan" dated 15/05/2018 be received.**
- B) That the Committee adopt the recommendations of the Reserve Management Plan Subcommittee attached to this report as Attachment 2.**
- C) That the Committee adopt the Cape Coast Reserve Management Plan as amended by submissions.**

With the reasons for this decision being that the objective of the decision will contribute to meeting the current and future needs of communities for good quality local infrastructure in a way that is most cost-effective for households and business by:

- **the provision, development and protection of the Cape Coast Reserves for the present community and future generations to enjoy.**

Attachments:

- | | | |
|---|---|----------------|
| 1 | Summary of Cape Coast Submissions - Reserve Management Plan Committee meeting 17 August 2017 | CG-14-39-00004 |
| 2 | Recommendations of Reserves Management Plan Subcommittee meeting held 15 May 2017 | CG-14-3-00066 |
| 3 | Action Memo Council Reserve Encroachment - Haumoana Memorial Park, Beach Road, Haumoana. 22 February 2018 | CG-14-1-00636 |
| 4 | Final Plan - To be circulated separately | |

CG-14-39-00004

No.	Name	Policy	Comments	Remedy	Recommendation
1	Bill Shaw	3.4.4 2.3.2	Planned esplanade reserve planting would compromise their property.	Plant the Charlton Road Reserve	Allow
2	Judy Lee	2.7.2	Her property at 4 Wellwood Terrace looks at the proposed toilet at Te Awanga Domain	Move toilet east and back onto the rear of the hall	Allow
3	Juliet Moore	2.5.2	Opposes pedestrian crossings and black tire soft fall surface	Alternative under surface now used and crossing do not need to be marked	Allow
4	Leigh Julian	3.1.3	Concerns over the type and quantity of trees proposed for Haumoana Memorial Park	Work with community on annual plantings. Review annually	Allow in part
5	Camilla Samper	3.6.2	Shingle should be pushed up from the seaward side to maintain crest.	Current HBRC consent only permits shingle movement from the landward side. Need to apply for a variation to the current consent.	Allow
6	Tom Woodham	3.1.3	More plants	No change	No change
7	Sara Bristow	3.1.3	Supports planting	No change	No change
8	Vicki and Grant Fuhrer	3.1.3	Request consultation on planting and a sign at the beach "Please respect our beach and take your rubbish home"	No Change but consult on planting and put sign in.	Allow
9	Brian Taylor	3.6.2	Repair railway iron and tyre wall supports hard engineering	Tyre wall unlikely to be consented	Disallow in part
10	Kay Pinker	3.4.2 2.2.3	Irrigate new plantings and supports maintaining the hall at Te Awanga	Support	No change
11	Nick Cabot	3.4.3	Does not support seawall at Clifton loss of beach. Do up old toilets. Leave TA Haumoana "gap" as is.	Seawall independent consent. No Change	Disallow
12	Lindsay Pinker	2.7.2	Make TA toilets part of Hall. Hall needs to have a /view to sea.	Consider joining new toilets and hall	Allow
13	Irene O'Connell	3.6.2 4.4.2	Ban/ block vehicle access on the beach crest. Mobilise the local community in planting	Add need for physical barriers to policy. Add need for physical barriers to policy. Create Reserve Care Group	Allow

CG-14-39-00004

No.	Name	Policy	Comments	Remedy	Recommendation
14	Raewyn Owens	2.5.2	Install basket swing at TA. Replenish beach crest at TA	No change but consult on design	Allow
15	Keith Newman		Support. Aligns with CC Art and Heritage Trail	Support	No change
16	Adrian Dowie	3.6.1	Develop Tuki Tuki Groyne, fill the saddle and extend by 50 metres	Groyne HBRC structure, but support design review as it is effective. Add new policy.	Allow in part
17	Keith Symonds	3.1.2	Remove large Pine trees on HMP as they shade his property.	Staged removal from east end 4 stages over 10 years.	Allow in part
18	Liz Remmerswaal	3.4.3	Plant the coast	Support	No Change
19	Claire Symonds	2.10.4	New road in Haumoana Domain not safe and would become a racetrack	New road shorter and safer than existing road. Can be designed as a slow road.	Disallow
20	Martin Bates for the CCAHT, TAPA & WOW	4.4.4	Support, with 12 policies highlighted. Requested a new section on Education, with litter, water safety, vehicle access, crest planting promoted with reasons for conservation etc..	Look at extending sections 4.4 Community Partnerships and 5.12 Promotion, to include education objectives.	Allow
21	Sue Bird	2.9.1	Proposed picnic table not supported as to close to her dog and view. Suggest a "surfboard" type bench be placed further away.	Amend Appendix 8 Oregon Road Reserve Plan.	Allow
22	Adrian Jury	5.10.2	Oppose the Council's proposition. They would like to be allowed to continue to occupy 1214m2 of HMP as they have looked after it since 1998. Or move the fence back a reasonable distance from their home, This could include a purchase by them. Other issues are 12 trees planted by them, do not want drunk teens closer to their house, flooding drain, waterquality and school bus stop.	The drain is an HBRC asset so flooding and quality issues and any piping are their responsibility. Support in part with a reduced area licenced for their use for 5-10 years. This "buffer" are a would be planted together with the public area and seats and tracks be kept way from there property.	Allow in part

CG-14-39-00007

1

Item 5

**SUMMARY OF THE RESERVE MANAGEMENT PLAN SUBCOMMITTEE
RECOMMENDATIONS ON THE DRAFT CAPE COAST RESERVE MANAGEMENT
PLAN HELD ON THURSDAY, 17 AUGUST 2017**

A) That the report of the Parks Policy Planner titled "Hearing of Submissions on the draft Hearing of Submissions to Draft Cape Coast Reserve Management Plan" dated 17/08/2017 be received.

B) That the recommendations as adopted by the Reserves Management Plan Subcommittee be referred to the Economic Development and Urban Affairs Committee on 26 September 2017 for ratification; and that the Draft Cape Coast Reserves Management Plan, amended in accordance with the ratified recommendations, be adopted as final.

C) **REMEDY 1: OPPOSES PLANTING THE MARAETOTARA ESPLANADE RESERVE**

That the submission of A. W Shaw (Submission 1) be allowed and that Appendix 9 Charlton Road Reserve Plan be amended to show detailed planting on the Charlton Road Riverbank only.

D) **REMEDY 2: PLACEMENT OF TE AWANGA TOILET BLOCK**

That the submission of Judy Lee (Submission 2) be allowed and that Appendix 7 Te Awanga Domain Plan be amended to move the proposed toilet block to the east and back toward the hall; and that the submission of Lindsay Pinker (Submission 12) be disallowed insofar as the toilet does not get attached to the hall.

E) **REMEDY 3: HARD ENGINEERING AND RAILWAY IRON AND TYRES**

i) That the submission of Brian Taylor (Submission 9) be disallowed insofar as no change is made to the Plan.

ii) That the submission of Brian Taylor be forwarded to the Hawke's Bay Regional Council Clifton to Tangoio Coastal Hazards Strategy Joint Committee for their consideration.

F) **REMEDY 4: DOES NOT SUPPORT THE SEAWALL AT CLIFTON**

That the submission of Nick Cabot (Submission 11) be disallowed insofar as no change is made to the Plan.

G) **REMEDY 5: NO PLANTING OF AREA BETWEEN TE AWANGA AND HAUMOANA**

That the submission of Nick Cabot (Submission 11) be disallowed insofar as no change is made to the Plan.

Attachment 2

CG-14-39-00007

2

H) REMEDY 6: DEVELOP THE TUKI TUKI GROVNE

- i) That the submission of Adrian Cowie (Submission 16) relating to the Tuki groyne be disallowed insofar as it is outside the scope of this Plan.
- ii) That the submission of Adrian Cowie be referred to the Hawke's Bay Regional Council for their consideration.

I) REMEDY 7: REMOVE THE PINE TREES IN HAUMOANA MEMORIAL PARK

- i) That the submission of Keith Symonds (Submission 17) be allowed in part insofar as the Plan be amended to add the following information to the Plan:
- ii) That a programme of Pine tree removal, waterway development and native tree replanting be undertaken from north to south. Removal would be in 4 stages and the stages be two years apart to allow new trees to be established before the next stage is undertaken. The pine trees would be fully replaced over 8 years.

J) REMEDY 8: NEW ROAD PROPOSED IN HAUMOANA DOMAIN NOT SAFE

That the submission of Claire Symonds (Submission 19) be disallowed insofar as no change is made to the Plan, and allowed insofar as funding and timing of the new road in the Haumoana Domain is deferred until year 8 of the Long Term Plan 2018/2028.

K) REMEDY 9: NEW EDUCATION SECTION PROPOSED

That the submission of Martin Bates (Submission 20) be allowed and the Plan changed to add to Sections 4.4 (Community Partnerships) and 5.12 (Promotion) to further develop the education policy.

New Objective 4.4.2 To educate and inform residents and visitors of the issues opportunities and how they are able to participate in recreation and in reserve management.

New Objective 5.12.1 To provide quality promotional information to educate community organisations, residents and visitors about the values and management issues of the Cape Coast.

L) REMEDY 10: OREGON ROAD RESERVE

That the submission of Sue Bird (Submission 21) be allowed and that Appendix 8 be amended to replace the picnic table as requested.

M) REMEDY 11: HAUMOANA MEMORIAL PARK

That the submission of Adrian and Cheryl Jury (Submission 22) requesting to continue to privately occupy part or all of 1214m² of Haumoana Memorial Park be referred back to Council for consideration and resolution.

For Action

MEMO TO: Colin Hosford - Parks and Property Services Manager
COPY TO: Chris Freeman
DATE: 02 March 2018
MEETING: Council Meeting of 22/02/2018

Please note for your action / information the following decision arising from the meeting named above:

FILE REF Reserve Encroachment - Haumoana Memorial Park, Beach Road, Haumoana.
17/876
AGENDA ITEM NO. 10

Councillor Heaps/Councillor Redstone

- A) That the report of the Parks and Property Services Manager titled "Reserve Encroachment - Haumoana Memorial Park, Beach Road, Haumoana." dated 22/02/2018 be received.
- B) That Council adopt Option 3 and agree to fund the piping of 45 metres of the open Haumoana Drain adjacent to Beach Road Haumoana, with a contribution of \$10,000, detailed in a suitable contractual agreement from A and C Jury.
- C) That subject to Council's decisions above, officers report to the Economic Development and Urban Affairs meeting 15 May 2018 on consequential amendments to decisions on Cape Coast Reserve Management Plan submissions.
- D) That the Chief Executive Officer enter into negotiation with the Hawke's Bay Regional Council for a contribution towards the drain.

With the reasons for this decision being that the objective of the decision will contribute to meeting the current and future needs of communities for good quality local infrastructure in a way that is most cost-effective for households and business by:

- Providing local infrastructure that contributes to public health and safety and the delivery of community infrastructure for recreational opportunity.

The Motion was PUT and **CARRIED**

SPECIFIC ACTIONS REQUIRED:

Placeholder for Attachment 4

Adoption of Reserve Management Subcommittee
Recommendations on the Cape Coast Reserve
Management Plan.DOC

Final Plan - To be circulated separately

REPORT TO: ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE

MEETING DATE: TUESDAY 15 MAY 2018

FROM: PROJECT MANAGER - STRATEGIC SAM FAULKNOR

SUBJECT: STATUS UPDATE ON URBAN DEVELOPMENT

1.0 SUMMARY

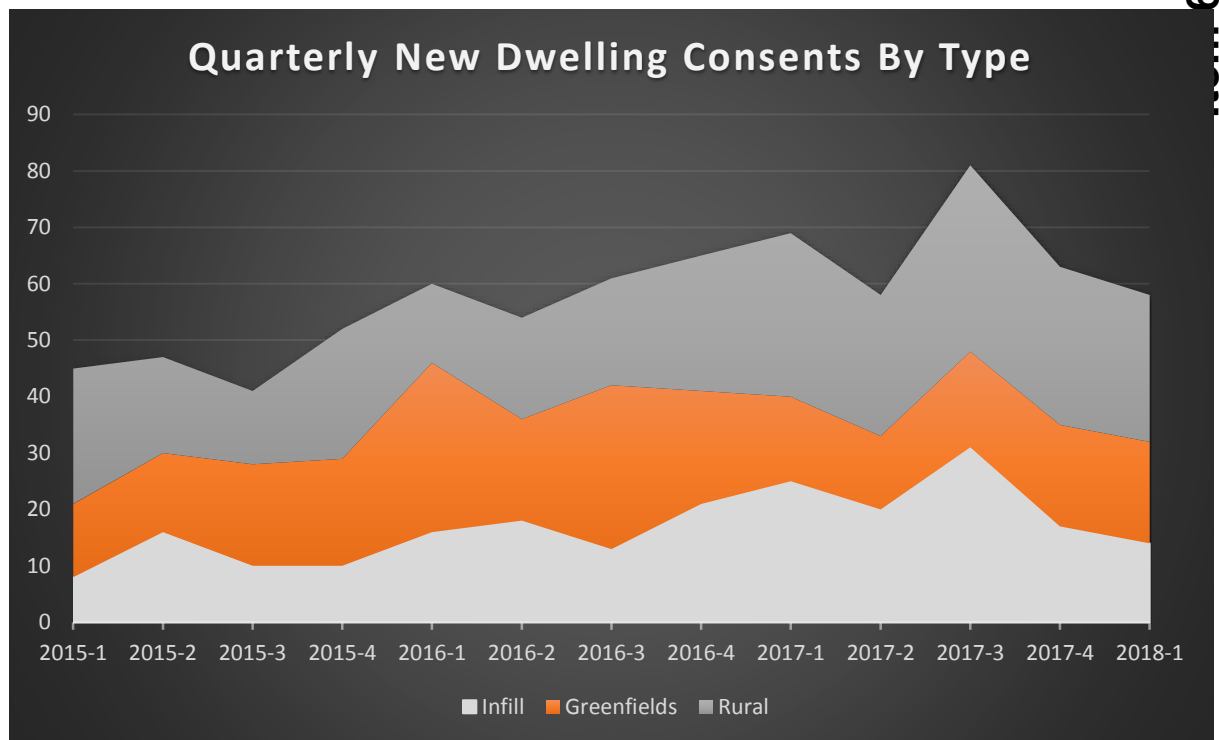
- 1.1 The purpose of this report is to update the Council on progress made to help enable new residential and industrial land to be brought to the market for development.
- 1.2 This report seeks to highlight current growth areas, the number of potential housing units and industrial sites within these identified growth areas, the estimated timeframes to bring each area to the market, and the importance of applying a strategic managed approach.
- 1.3 The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose is to meet the current and future needs of communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses. Good quality means infrastructure, services and performance that are efficient and effective and appropriate to present and anticipated future circumstances.
- 1.4 This report concludes by recommending that the report be received.

2.0 BACKGROUND

- 2.1 The Heretaunga Plains Urban Development Strategy (HPUDS) 2010 was established to plan and allow for residential and industrial growth in Hawkes Bay. This strategy is a collaborative approach by the Hastings District Council, Napier City Council and Hawke's Bay Regional Council towards managing urban growth on the Plains from 2015 to 2045.
- 2.2 A review of the Strategy was adopted in June 2017. A HPUDS workshop occurred in May 2017 and provided Council with a recap, overview and update.

3.0 CURRENT SITUATION

Dwelling Consent by Area



The above graph indicates steady increase in new dwelling consent over the past two years, particularly in the rural sector and to a lesser extent infill, peaking in the third quarter of 2017.

Residential – Greenfield Activity Summary

- 3.1 An application for 39 lots has been received, for the former proposed school site, in Arataki with consent for an additional 9 lots pending in Meissner Road. There are 6 building consents pending within the Lyndhurst Stage 2 development area.

Table 1. Arataki, Northwood, Lyndhurst Stage 1 and Lyndhurst Stage 2 Remaining Capacity

30-Mar-2018 Area	Unbuilt Lot Capacity 31-Dec	New Lots Created this Quarter	Building Consents Granted	Balance lots	Lots yet to be Created	Total Remaining Capacity
Arataki	10	0	0	10	64	74
Lyndhurst Stage 1	16	0	6	10	13	23
Lyndhurst Lifestyle Village	22	0	1	21	0	21
Lyndhurst Stage 2	2	29	2	29	237	266
Northwood	6	0	1	5	80	85
Howard Street	0	0	0	0	260	260
Iona	0	0	0	0	210	210
Total Currently Zoned Excl Lifestyle Village	34	29	9	54	394	448
Total Zoned and or Subject to Appeals	56	29	10	75	864	939
Flaxmere	0	0	0	0	~120	~120

- 3.2 While limited capacity remains in Arataki (albeit the newly augmented release of the school site back into development land supply) and Lyndhurst Stage 1, the Northwood residential area on the north eastern fringe of Hastings has approximately 4.5 hectares of land left to develop for housing with potential for 79 lots.
- 3.3 The main developer of the Northwood subdivision has however begun earthworks for 28 of these residential lots within stage 8B and anticipates completion of construction for later in 2018.
- 3.4 Indications from the building industry show a buoyant Hawkes Bay market where there is still a steady demand for residential properties. Developers have indicated they have waiting lists of buyers interested in sections in Hastings and Havelock North.
- 3.5 There has been no material change in the market trends since the last report in February 2018.

4.0 RESIDENTIAL GROWTH AREA STATUS UPDATE

- 4.1 The following section of this report provides a brief update on progress being made on new growth areas.
- 4.2 The future residential areas identified and prioritised for future growth are; Lyndhurst Stage 2, Howard Street and Iona. The estimated potential residential yield from these subdivisions is ~740 lots.
- 4.3 There is also interest in the release of the wider Brookvale area (which was not in HPUDS 2010 but was recommended in HPUDS 2016). Provided it proves to be feasible, this area could substitute for the originally planned Arakaki Extension.

Lyndhurst Stage 2

- 4.4 Easement corridor negotiations are completed and the services installations along Lyndhurst Road have begun.
- 4.5 A main landowner is close to completing all 3 stages of their 44 lot subdivision. Titles have recently been issued for 14 sections and the balance titles are due in mid-May. A consent for an additional 19 sections for Stage 6 has been granted and construction has begun. This landowner intends to apply for resource consent for Stages 7 & 8, comprising 43 sections in mid-May. Within Stage 7 is the HDC service corridor easement which will link up services between Lyndhurst Road and Arbuckle Road. It is estimated construction will start on this in mid-2018. This gives a “pipeline” supply at Lyndhurst of ~150 sections in total.
- 4.6 A number of additional landowners have also signalled their intentions to develop in the short term and officers are in active dialogue about future developments.

Howard Street

- 4.7 On 23 March 2017 Council adopted a Commissioners report on the proposed rezoning of the Howard Street area. The rezoning is subject to one appeal to the Environment Court at this time.

- 4.8 Construction of infrastructure is yet to commence, with estimates being that construction will commence within the next 2 years. It is possible that development of this land may proceed sooner than the Council anticipated by means of resource consent, utilising current spare capacity and transitional infrastructure arrangements.

Iona

- 4.9 The Iona area has been brought forward for development to account for the removal of the Arataki extension in the short term.
- 4.10 Appeals to the Environment Court have also been lodged on this land. As a result Council has established a Working Group with the Appeal Parties to assist in drafting a structure plan that would result in a high quality development acceptable to all involved.
- 4.11 The Council has applied to the Minister for the Environment for a direction to adopt the Streamlined Planning Process for the Structure Plan and rezoning for Iona. A final decision from the Minister is estimated to be received in mid-2018.

Brookvale Area

- 4.12 The Brookvale Area has been identified as part of the 2016 HPUDS Review as a growth area to substitute for the loss of the Arataki Extension area originally proposed in HPUDS and to cater for a more positive outlook in HPUDS 2017. The Brookvale Area has potential for development in the short to medium term.
- 4.13 Developer interest in the Brookvale area is building, and officers are in dialogue with potential developers.
- 4.14 Council has nominally scheduled a commencement of this area in the draft LTP to follow the completion of the Iona block.
- 4.15 Development within part or all of the Brookvale/ Romanes area could nevertheless eventuate sooner than anticipated by Council by way of a non-complying resource consent, or appeal consent order.

Flaxmere

- 4.16 In addition to the future growth areas outlined in this report, there is interest in the future use and development of Council owned land in West Flaxmere.
- 4.17 Te Taiwhenua o Heretaunga (TTOH) has added to their landholding in West Flaxmere with a draft agreement to purchase land from Hastings District Council. The development is estimated to result in 120 houses - a mix of co-housing and conventional housing.
- 4.18 A Request for Proposal (RFP) will be issued via Government's eTender System (GETS) for architecture and construction services.
- 4.19 Construction of Stage 1 is planned to begin in late 2018.
- 4.20 Additionally, officers are currently investigating development and land sale options for two separate parcels of land in West Flaxmere.

Growth Planning

- 4.21 Table 2 below summaries the expected yield and timings for further growth planning for these areas.

Table 2. Future Greenfield Areas and Estimated Yield

Area	Estimated Unbuilt Lot Capacity	Estimated Subdivision Commencement
Lyndhurst Stage 2 (titles)	14	Titles issued
Lyndhurst Stage 2 (lodged)	30	Current earthworks
Lyndhurst Stage 2 (lodged)	19	Consent issued
Lyndhurst Stage 2 balance	207	2018*
Howard	260	2018**
Iona	210	tbc**
Brookvale (including Romanes)	~575	tbc
Total	~1315	

* Timing is dependent on landowner timeframes

**Timing is dependent on appeals process

The estimated subdivision commencement indicates when the landowner may begin physical works such as earthworks and transportation of soil.

5.0 MEDIUM DENSITY HOUSING – STATUS UPDATE

- 5.1 The Hastings District Plan identifies City Living Zones as areas to accommodate medium density housing at densities of more than 250m² and less than 350m² gross area of land per unit.
- 5.2 The purpose of the City Living Zone is to encourage for a more compact form of residential development.
- 5.3 These zoned areas are located in close proximity to Mahora shopping centre, Cornwall Park, and around local shops on Heretaunga Street East and the open space of Queen's Square.
- 5.4 A Medium Density Strategy to encourage more compact housing developments was adopted by Council in November 2017 and implementation is now in the planning stage.

6.0 INDUSTRIAL – STATUS UPDATE

Irongate Industrial Zone

Installation of Infrastructure

- 6.1 Physical works to install the main water and waste-water services for the Irongate Industrial Zone are almost complete. The works on the northern service corridor providing service connections north of Irongate Road are nearly finished. Services along Irongate Road itself are now operative and available for connection.

- 6.2 The Irongate Road cul-de-sac works were completed before the 2017 Christmas shut down period and now provide access to the adjacent properties. The next stage of Irongate Road improvements are slated to commence near the beginning of the next fiscal year.

Variation Process and Development Contributions (DC)

- 6.3 The general industrial zoning of this land now has full effect. A Settlement was reached on the Appeal to the Irongate Zone Variation. The parties signed the settlement and it was approved by the Court.
- 6.4 Officers continue to gather development intelligence. The intelligence collected relates to appetite for upfront/early payments, which will be used to inform the assumptions in the Council DC Policy.

Industrial Activity Market Trends

- 6.5 Landowners in the Irongate Industrial Zone have already begun development activities on several sites. There remains high demand for general industrial land, with interest in Irongate and Omahu Road anticipated to remain strong for the foreseeable future. Enabling industrial development in the Irongate and Omahu Zones remains a top priority for Council. Council is investing significant effort into helping this happen.

Omahu Industrial Zone

Variation Process and Development Contributions

- 6.6 The general industrial zoning of this land now has full effect. Upfront payments of DC's from some land owners enabled Council to adjust its assumptions that underpin the DC calculation.

Stormwater Consent

- 6.7 Hawke's Bay Regional Council approved Hastings District Council's Storm Water Discharge Consent to allow stormwater to be disposed of throughout the Zone.
- 6.8 If landowners wish to construct, and subsequently discharge into the Storm Water Infiltration Basin, they will need to apply to Hastings District Council as the 'requiring authority'.

Schedule of Works for the Installation of Infrastructure

- 6.9 Physical work will be undertaken in three stages. Staging of physical work has been prioritised to align to land owners development plans.
- 6.10 Stage 1 of physical work is currently underway and will take 6-7 months to complete. It involves laying the water supply pipes and waste water solution in the corridor generally located between Jarvis Road and Raupare Road.
- 6.11 Stage 2 and 3 are in the design phase. Construction timeframes are yet to be confirmed.

Industrial Activity Market Trends

- 6.12 Similar to section 6.5, there remains high demand for general industrial land. There have been building consents submitted and development is proceeding on several parcels.

7.0 SIGNIFICANCE AND ENGAGEMENT

7.1 This report does not trigger Council's Significance and Engagement Policy and no consultation is required.

8.0 RECOMMENDATIONS AND REASONS

A) That the report of the Project Manager - Strategic titled "Status Update on Urban Development" dated 15/05/2018 be received.

With the reasons for this decision being that enabling the supply of greenfield residential and industrial sections to meet current and future market demand contributes to meeting the current and future needs of communities for good quality local infrastructure and local public services by applying robust project and program management processes.

Attachments:

There are no attachments for this report.

REPORT TO: ECONOMIC DEVELOPMENT & URBAN AFFAIRS COMMITTEE

MEETING DATE: TUESDAY 15 MAY 2018

**FROM: MARKETING & COMMUNICATIONS MANAGER
JANE MACKAY**

SUBJECT: MARKETING COMMUNICATIONS UPDATE

1.0 SUMMARY

- 1.1 The purpose of this report is to provide an update on the delivery of Marketing Communications Services.
- 1.2 This request arises from a directive from the EGOI Group Manager to report to the Economic Development and Urban Affairs Committee.
- 1.3 The Council is required to give effect to the purpose of local government as prescribed by Section 10 of the Local Government Act 2002. That purpose is to meet the current and future needs of communities for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost-effective for households and businesses. Good quality means infrastructure, services and performance that are efficient and effective and appropriate to present and anticipated future circumstances.
- 1.4 This report concludes by recommending this report be received from the Marketing Communications Manager.

2.0 BACKGROUND

- 2.1 Marketing Communications was reviewed in late 2015 and since May 2016 has been repositioned as an internal agency service provider across all areas of Council. This client focussed delivery model of all marketing communications and events has resulted in significant uptake across Council of this internal service. This translates to cost saving and more consistent and higher standard of work across the organisation.

3.0 CURRENT SITUATION

- 3.1 Marketing Communications are actively engaged across an estimated 98% of Council areas with a sustained high workload directly relating to overall council activities including events.

4.0 KEY DELIVERABLES

Report period 23 January 2018 – 20 April 2018

- Issues/crisis communications management and media management on a day to day basis – of note this period were ongoing water comms, Craggy Range walking track and Flaxmere community.

- Organisational and ongoing campaigns/projects in key areas of Civic Pride – Hastings Proud, brand management/audits, website project phase two, internal communications.
- Production of 3 My Hastings publications
- Engaged with and delivered work across 56 business areas within Council
- Initiated/delivered approximately 255 marketing communications jobs being a combination of campaigns, projects, consultations, and BAU promotional communications
- Approximately 240 graphic design jobs of varying sizes are included over this period
- 34 events have been funded/supported/assisted and marketed over this period. The Hastings Ambassador has been involved in 9 events over this period as MC or attended in his capacity as Ambassador
- 69 media releases have been written and distributed to local and national media which includes a combination of good news stories as well as operational announcements e.g. roading projects. These have also been published across HDC Facebook and website as well as internal intranet. 60 [87%] were published externally. This does not include stories HDC has contributed to in response to external stakeholders or media questions or radio interviews.
- Significant projects for this period included Water Pop Ups and Water Updates to the community, LTP consultation, Representation review, WMMP consultation, water/roading projects, LGNZ Awards, presentation to Ministers for funding.
- **Attachment 1** summarises digital activity and results achieved across website, digital communications and social media during this period.

5.0 FUTURE PROJECTS

5.1 **Known key/significant activities over and above business as usual** for the next period will include:

- Long Term Plan consultation completion
- Annual report preparation
- Roading projects – 14 key projects at the time of writing
- Ongoing water communications/Change programme
- Opera House redevelopment project
- Generic roading project campaign
- Hastings/Havelock water main communications
- Dog registration campaign

6.0 RECOMMENDATIONS AND REASONS

- A) That the report of the Marketing & Communications Manager titled “Marketing Communications Update” dated 15/05/2018 be received.**

With the reason for this decision being that effective and efficient delivery of marketing and communications services contributes to meeting the current and future needs of communities in a way that is cost effective for households and business

Attachments:

1 HDC Marketing and Communications Digital Highlights

CG-14-3-00067



DIGITAL HIGHLIGHTS
23 JANUARY 2018 - 20 APRIL 2018

PAGE 1 of 3



FACEBOOK

Manage or oversee 14 Council Facebook Pages

TOP PERFORMERS

 11,581 PAGE LIKES	 20,900 PAGE LIKES	 7.2% AUDIENCE GROWTH	 5.7% AUDIENCE GROWTH
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HASTINGS DISTRICT COUNCIL FACEBOOK PAGE

OUR AUDIENCE

52%
LIVE IN HASTINGS DISTRICT

29% MALE **71%** FEMALE

AGE RANGE
13-65+
YEARS

7.5%
GROWTH OVER THIS PERIOD

21,559
ENGAGEMENTS
(LIKES, COMMENTS, SHARES)

WITH THE MOST POPULAR AGE GROUP
25-34
YEARS

OUR POSTS

480
POSTS
APPROX. 40 PER WEEK

POST IMPRESSIONS

2,110,902
(TOTAL NUMBER OF TIMES OUR POSTS HAVE SHOWN IN SOMEONE'S NEWSFEED)

SOCIAL MEDIA HIGHLIGHTS

- WASTE MANAGEMENT MINIMISATION PLAN**
Heavy promotion of the campaign. 60% of the 6129 submissions were made online.
- LIGHTING OF OSMANTHUS GARDENS**
3400 people showed interest through Facebook.
- ESK FLOODING**
Regular updates during this time. 12 post updates, average reach per post 3,000 people.
- LONG TERM PLAN 2018-2028**
Campaign recently underway, over 8000 video views of first two issues, Water and Bridges.

WHAT WE'RE POSTING

- #hastingsproud - promoting Civic Pride
- Promotion of council facilities - strong focus on holiday programmes
- Event promotions
- Council consultations
- Council project updates
- Emergency messages
- Educational posts - what council does
- Celebrating Hastings' history
- Waste education.



MARKETING & COMMUNICATIONS





DIGITAL HIGHLIGHTS
23 JANUARY 2018 - 20 APRIL 2018

PAGE 2 of 3

WEBSITE



50,571
VISITORS
DAILY AVERAGE OF 574

112,387
SESSIONS
DAILY AVERAGE OF 1127

309,046
PAGE VIEWS
DAILY AVERAGE OF 3511



1. MY PROPERTY
2. RATES
3. DISTRICT PLAN
4. CEMETERY DATABASE
5. FIND IT
6. PAY IT
7. GIS
8. JOB VACANCIES
9. COLLECTION DATES
10. SUBMIT IT

DEVICES

47%

OF OUR USERS ARE ACCESSING OUR WEBSITE ON MOBILE OR TABLET.

ONLINE FORMS

ONLINE FORMS HAVE PROVEN TO BE A VERY POPULAR METHOD FOR USERS TO CONTACT COUNCIL. SINCE THE LAUNCH OF THE NEW WEBSITE (OCTOBER 2017)

OVER **1000** ONLINE FORMS HAVE BEEN COMPLETED. THESE FORMS ARE DIRECTED TO CUSTOMER SERVICE.



MAILCHIMP

63 E-NEWSLETTERS SENT IN THE LAST THREE MONTHS

WHAT WE'RE SENDING:

- Council project updates-road works
- Event invitations
- Facilities newsletters
- What's on in the school holidays newsletter
- Consultation notices
- Opera House newsletter
- Your Hastings-city centre business newsletter
- Other important council messages.

OPEN RATE

55%
OUR AVERAGE OPEN RATE

CLICK-THROUGH RATE

19.2%
OUR AVERAGE

26.3%
GOVERNMENT AVERAGE

3.6%
GOVERNMENT AVERAGE

HOW WE'RE BUILDING OUR DATABASES

- Join It button on HDC website
- > Subscriptions - 120 in this time period
- Facebook
- Door knocking in most-affected areas
- Links on flyers



MARKETING & COMMUNICATIONS



Item 7

Attachment 1



DIGITAL HIGHLIGHTS
23 JANUARY 2018 - 20 APRIL 2018

PAGE 3 of 3

HAWKE'S BAY TOURISM WEBSITE

Hawke's Bay Tourism have started providing a monthly report on website analytics of the Hastings District and Havelock North neighbourhood pages.

HASTINGS DISTRICT NEIGHBOURHOOD PAGE

JANUARY 2018	FEBRUARY 2018	MARCH 2018
2,709	1,415	1,661
PAGE VIEWS	PAGE VIEWS	PAGE VIEWS

HAVELOCK NORTH NEIGHBOURHOOD PAGE

JANUARY 2018	FEBRUARY 2018	MARCH 2018
372	175	403
PAGE VIEWS	PAGE VIEWS	PAGE VIEWS

Some of the more prominent Hastings pages over the 1 January-31 March period include:

CAPE KIDNAPPERS **7TH**
MOST VIEWED PAGE
ACROSS ENTIRE SITE

SPLASH PLANET
#1 PAGE
AMONG ALL
OPERATOR LISTINGS

TRIPLE PEAKS
3RD
HIGHEST
EVENT PAGE
(FOLLOWING ART DECO
FESTIVAL AND
JOHN BUTLER TRIO)

HORSE OF THE YEAR
4TH
HIGHEST
EVENT PAGE

WAIMARAMA BEACH
**#1 BEACH
PAGE**



MARKETING & COMMUNICATIONS



Item 7

Attachment 1