

Tuesday, 4 May 2021

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council

Strategy and Policy Committee Meeting

Kaupapataka

Agenda

Te Rā Hui:
Meeting date: **Tuesday, 4 May 2021**

Te Wā:
Time: **1.00pm**

Te Wāhi:
Venue: **Camberley Community Centre*
703 Kiwi Street
Camberley
Hastings**

Te Hoapā:
Contact: **Democracy and Governance Services
P: 06 871 5000 | E: democracy@hdc.govt.nz**

Te Āpiha Matua:
Responsible Officer: **Group Manager: Strategy & Development - Craig Cameron**

***Once Agenda Items 1 to 5 have been addressed at the Camberley Community Centre the meeting will be adjourned and reconvened at the Council Offices, Lyndon Road East, Hastings where the rest of the agenda will be addressed.**

Strategy and Policy Committee – Terms of Reference

Fields of Activity

The purpose of the Strategy and Policy Committee is to develop all strategic, policy and planning frameworks for approval by Council.

Membership (Mayor and 14 Councillors)

- Chair appointed by Council.
- Deputy Chair appointed by Council.
- 1 Heretaunga Takoto Noa Māori Standing Committee Member appointed by Council.
- Chair of the Rural Community Board appointed by Council.

Quorum – 8 members

Delegated Powers

- 1) Authority to exercise all of Council's powers, functions and authorities (except where prohibited by law or otherwise delegated to another committee) in relation to all matters detailed in this delegation.
- 2) Authority to exercise all of Council's powers, functions and authorities (except where prohibited by law) at any time when the Chief Executive certifies in a report that;
 - a) the matter is of such urgency that it requires to be dealt with, or
 - b) the matter is required to be dealt with, prior to the next ordinary meeting of the Council.
- 3) Establish strategic direction to deliver Council Objectives and District Vision.
- 4) Establish policies and guidelines for decision making to assist in achieving strategic outcomes.
- 5) Establish levels of service across Council services in line with strategic goals and priorities.
- 6) Receive and consider reports from Subcommittees.
- 7) Develop draft bylaws for adoption by Council.
- 8) Develop and recommend the financial and infrastructure strategies and budgets for the Long-Term Plan, Annual Plan and Annual Report.
- 9) Consider and approve constitutions and any shareholder agreements for Council Controlled Organisations and other organisations that Council has an interest in.
- 10) Develop the Rating Policy for recommendation to Council for adoption.
- 11) Develop Funding Policies for recommendation to Council for adoption.
- 12) Delegations of powers to sub-committee(s) if so established.
- 13) Approve the purchase of and disposal of land (If included in the Long Term Plan).
- 14) Making submissions on behalf of Council to proposals by other organisations/authorities (Local and Regional).
- 15) Conversion of terminating leases to renewable leases and the settlement of terms except in the case of leases under the Reserves Act.

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Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council

Strategy and Policy Committee Meeting

Kaupapataka

Agenda

<i>Mematanga:</i> Membership:	<p><i>Koromatua</i> Chair: Councillor Bayden Barber</p> <p><i>Ngā KaiKaunihera</i> Councillors: Councillors Alwyn Corban, Malcolm Dixon, Damon Harvey (Deputy Chair), Tania Kerr, Eileen Lawson, Simon Nixon, Henare O’Keefe, Peleti Oli, Ann Redstone, Wendy Schollum, Sophie Siers, Geraldine Travers and Kevin Watkins.</p> <p>Mayor Sandra Hazlehurst</p> <p>Nick Dawson - Hastings District Rural Community Board Chair appointee</p> <p>Tania Eden – Heretaunga Takoto Noa Māori Standing Committee appointee</p>
<i>Tokamatua:</i> Quorum:	8 members
<i>Apiha Matua</i> Officer Responsible:	<p>Group Manager: Strategy & Development – Craig Cameron</p> <p>Group Manager: Corporate – Bruce Allan</p> <p>Strategy Manager – Lex Verhoeven</p> <p>Principal Advisor: District Development – Mark Clews</p> <p>Director of Strategic Projects, Key Account Services & Council Investment Partnerships: Raoul Oosterkamp</p>
<i>Te Rōpū Manapori me te Kāwanatanga</i> Democracy & Governance Services:	Lynne Cox (Extn 5632)

Te Rārangi Take

Order of Business

Apologies & Leave of Absence – Ngā Whakapāhatanga me te Wehenga ā-Hui

- 1.0** 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.

2.0 Conflict of Interest – He Ngākau Kōnatunatu

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 General Counsel or the Manager: Democracy and Governance (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.

Confirmation of Minutes – Te Whakamana i Ngā Minitī

- 3.0** Minutes of the Strategy and Policy Committee Meeting held Thursday 1 April 2021.
(Previously circulated)

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| 7.0 | Minor Items – Ngā Take Iti | |
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8.0 Urgent Items – *Ngā Take Whakahihiri*

9.0 Recommendation to Exclude the Public from Item 10 23

10.0 Strategic Considerations

Tuesday, 4 May 2021

Item 4

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

**Hastings District Council: Strategy and Policy
Committee Meeting**

Te Rārangi Take

Report to Strategy and Policy Committee

Nā: **Dennise Elers, Community Development Manager**

Te Take: **Camberley Community Plan 2020-2025**

1.0 Executive Summary – *Te Kaupapa Me Te Whakarāpopototanga*

- 1.1 The purpose of this report is to present the Camberley Community Plan to the Strategy and Policy Committee for endorsement.
- 1.2 The Camberley Community Plan was presented at the Great Communities Subcommittee on the 13th April 2021. At that meeting the Plan was approved and recommended to be forwarded to the Strategy and Policy Committee for endorsement.
- 1.3 The Strategy and Policy Committee meeting will be held at the Camberley Community Centre and members of the Camberley Community will be presenting their plan to the Committee.

2.0 Recommendations – *Ngā Tūtohunga*

- A) That the Strategy and Policy Committee receive the report titled “Camberley Community Plan 2020-2025” dated 4 May 2021.
- B) That the Strategy and Policy Committee endorse the Camberley Community Plan attached to the report in A) above.

3.0 Background – Te Horopaki

- 3.1 Hastings District Council first started developing community plans with community in 2002 as a way for Council to engage with and provide additional support to communities of interest.
- 3.2 Community Plans are developed by Community with support from Council Officers. Therefore the goals and aspirations identified in each are a reflection of that community.
- 3.3 Council currently has 11 community plans, 2 under development and nearing completion and 1 new community to commence development of their plan. Each plan's goals, aspirations and actions are unique to each community.
- 3.4 This is Camberley's third Community Plan and was developed by the Camberley Community throughout 2019 and 2020.
- 3.5 The first Camberley Community Plan was developed in 2003. The plan was reviewed with further consultation over 2007-2008, and a second edition of the Plan was published in 2009. The second plan was developed in 2016 creating the 2016-2020 community plan.
- 3.6 Previous plans have seen the development of the Camberley Community Centre; upgrades to the playground in Kirkpatrick Park including a Splash Pad and BBQ station; community murals; bus shelters; programmes at the community centre and much more.
- 3.7 For this new plan JMP Consultants were contracted by HDC to consult with and engage the Camberley Community to help articulate and compile a robust and user friendly document that ultimately takes their hopes and concerns and transforms them into goals and aspirations for the community, its stakeholders and partners to help support and deliver.
- 3.8 This community plan will support the development of the Camberley Masterplan.
- 3.9 The 2021 Long Term Plan sees the Community Plan fund increase annually by \$50,000 per annum resulting in an ongoing fund of \$200,000 by year 4 for the implementation of community plan actions prioritised against the plans over the next 10 years.
- 3.10 Those actions that are the responsibility of Council for implementation have been identified in the Timeframes section of the plan (page 16 and 17) and have been discussed and planned across the relevant Council group. Some of the short term timeframes will be implemented through the above Community Plans fund.

4.0 Discussion – Te Matapakitanga

- 4.1 The Camberley Community Plan 2020-2025 was developed by the Camberley Community and is **attached (Attachment 1)**. The development of the Plan was driven by a working group comprised of both residents from the Camberley Community, Council Officers and key partners.
- 4.2 The vision the Camberley Community Plan 2020-2025 is:
"Together we are developing our community for a strong future"
"Kia Kotahi rā tātau e anga whakamua nei tō tātou hapori ki to taro o te ora"
"Tatou Galulue Fa'atasi e fausia ai se fa'avae malosi mo se lumanai ole lau tele o tagatanu'u Hastings"
- 4.3 The Camberley Community have identified 3 key priority areas;
 - Community Wellbeing;
 - Community Safety and;
 - Community Facilities & Infrastructure
- 4.4 Each priority area has a list of actions for implementation (see attached Camberley Community Plan 2020-2025).

- 4.5 During COVID-19 the Camberley Community Plan working group met via Zoom to reprioritise the Community Plan.
- 4.6 This saw the Community Wellbeing priority being given a higher priority with the goal of a Wellbeing Hub to be developed and implemented as the main priority. This was to ensure that our Camberley residents were able to come through the recovery phase of COVID 19.

5.0 Options – Ngā Kōwhiringa

Option One - Recommended Option - Te Kōwhiringa Tuatahi – Te Kōwhiringa Tūtohunga

- 5.1 The Committee endorse the Camberley Community Plan 2020-2025

Option Two – Status Quo - Te Kōwhiringa Tuarua – Te Āhuetanga o nāiane

- 5.2 The Committee not approve the Camberley Community Plan 2020-2025.

6.0 Next steps – Te Anga Whakamua

If the Committee approves the Camberley Community Plan 2020-2025 then implementation of the plans actions will commence.

Attachments:

1➡	Final version - Camberley Community Plan	COP-10-2-21-667	Under Separate Cover
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Summary of Considerations - He Whakarāpopoto Whakaarohanga

Fit with purpose of Local Government - E noho hāngai pū ai ki te Rangatōpū-ā-Rohe

The Council is required to give effect to the purpose of local government as set out in section 10 of the Local Government Act 2002. That purpose is to enable democratic local decision-making and action by (and on behalf of) communities, and to promote the social, economic, environmental, and cultural wellbeing of communities in the present and for the future.

Link to the Council's Community Outcomes – Ngā Hononga ki Ngā Putanga ā-Hapori

This proposal promotes the wellbeing of communities in the present and for the future by focussing on Local public services which help meet the needs of young and old, people in need, visitors and locals, business and households and putting people at the centre of planning and service.

Māori Impact Statement - Te Tauākī Kaupapa Māori

The community plan development process has entailed a range of engagement with the Camberley community, a largely Māori populated community, and so engagement with Māori has been in an urban context and based setting, as opposed to specific hapū and or marae engagement. Nonetheless, it is envisaged that the greater Master and Spatial Plan for the Camberley Community that while much larger in scope than the community plan, will be a more in-depth process that will engage both urban Māori residents and hapū / iwi too including Te Taiwhenua o Heretaunga, Ngāti Kahungunu Iwi Inc, Heretaunga Tamatea Settlement Trust, as well as marae whom local 'Kahungunu' residents do affiliate to.

Sustainability - *Te Toitūtanga*

Financial considerations - *Ngā Whakaarohanga Ahumoni*

Committee approval of the Camberley Community Plan 2020-2025 would signal support at a high level.

Council actions within this plan will be funded through existing budgets.

An Implementation plan will be developed to ensure timelines and budgets are allocated to each action.

Community members will be supported by Council Officers to approach funders, partners and stakeholders for actions that sit outside of Council.

Significance and Engagement - *Te Hiranga me te Tūhonotanga*

This report has been assessed under the Council's Significance and Engagement Policy as being of low significance.

Consultation – internal and/or external - *Whakawhiti Whakaaro-ā-roto / ā-waho*

JMP Consulting was engaged to lead the Camberley Community Plan engagement and consultation with community. This was done using various forums ranging from; survey monkey, Street BBQs, information at the Community Centre and with community who participate in activities, through the Camberley School, engagement with kaumātua from Council's Senior Housing complexes.

Risks

Opportunity:

The Camberley Community are engaged and are working towards achieving their goals and aspirations.

REWARD – <i>Te Utu</i>	RISK – <i>Te Tūraru</i>
<ul style="list-style-type: none"> Camberley Community are engaged and leading the implementation of their own goals and aspirations. 	<ul style="list-style-type: none"> Camberley community are not engaged and actions within the plan are not implemented.

Rural Community Board – *Te Poari Tuawhenua-ā-Hapori*

N/A

Tuesday, 4 May 2021

Item 5

Te Hui o Te Kaunihera ā-Rohe o Heretaunga
**Hastings District Council: Strategy and Policy
Committee Meeting**

Te Rārangi Take

Report to Strategy and Policy Committee

Nā: Vicki Rusbatch, Senior Advisor Democracy and Governance
From: Services

Te Take:
Subject: Petition - Camberley Traffic

1.0 Purpose and summary - *Te Kaupapa Me Te Whakarāpopototanga*

- 1.1 The purpose of this report is to inform the Committee about a petition received on 12 April 2021 from Camberley residents seeking the installation of traffic calming devices to slow traffic in the Camberley community. The petition will be tabled at the meeting.
- 1.2 The petitioners' prayer reads as follows:
"We the residents of Camberley petition the HDC to make road modifications by installing traffic calming devices to slow the traffic in our community which is both dangerous and disruptive."
- 1.3 There are 99 signatories to the petition.
- 1.4 The report concludes by recommending that the Committee receive the petition; officers prepare a report to a future meeting on the issues raised in the petition; and that the lead petitioner be invited to present the position to that meeting.
- 1.5 The lead petitioner is Sally Maoate.

2.0 Recommendations – *Ngā Tūtohunga*

- A) That the Strategy and Policy Committee receive the report titled Petition - Camberley Traffic dated 4 May 2021.
- B) That the tabled "Camberley – Residents Petition" be received.

- C) That officers prepare a report to a future Council or Committee meeting on the issues raised in the petition.
- D) That the lead petitioner be invited to speak to the petition at the future meeting referred to in "C" above.

Attachments:

There are no attachments for this report.

Tuesday, 4 May 2021

Item 6

Te Hui o Te Kaunihera ā-Rohe o Heretaunga
**Hastings District Council: Strategy and Policy
Committee Meeting**

Te Rārangi Take

Report to Strategy and Policy Committee

Nā: Bruce Allan, Group Manager: Corporate
From: Greg Brittin, District Customer Services Manager

Te Take:
Subject: Hastings i-SITE Relocation

1.0 Executive Summary – *Te Kaupapa Me Te Whakarāpopototanga*

- 1.1 The purpose of this report is to recommend to the Committee that the Hastings i-SITE be relocated to the Municipal Building once its redevelopment is completed in April/May 2022.
- 1.2 Should Council support this recommendation it is recommended that Council Officers develop a business plan as to how this would operate and what opportunities could be developed to broaden the benefits from such a move through strategic relationships with organisations such as Hawkes Bay Winegrowers, Hastings Farmers Market, Hawkes Bay Airport and Hawkes Bay Tourism.
- 1.3 The request is being made of Council at this stage to obtain a commitment that a move to the Municipal Building is in the best interests of this service provision to the community before too much work is undertaken with the Business Plan and operating model.
- 1.4 The Hastings i-SITE has occupied the corner site of the Westermans building since circa 2002 and over that time the nature of i-SITES and Visitor Centres has changed significantly with technology and Smart Phones having a large impact. Today's i-SITE visitors are dominated by local users with approximately 60% of its users being locals.
- 1.5 The redevelopment of the Municipal Building has created a unique opportunity to relocate the Hastings i-SITE or visitor centre to the Municipal Building and create operating synergies with the need to have a Toitoti ticketing office.

2.0 Recommendations and Reasons

- A) That the Strategy and Policy Committee receive the report titled “Hastings i-SITE Relocation” dated 4 May 2021.
- B) That the Committee approve the relocation of the Hastings i-SITE to the redeveloped Municipal Building.
- C) That the Committee instruct Officers to develop a business plan that creates synergies with the need for a Toitoti Ticketing Office, a Hastings Visitor Centre or i-SITE and any other business venture that supports and promotes the strengths of the Hastings District.

3.0 Background – *Te Horopaki*

3.1 Previous reviews of the Hastings i-SITE have been undertaken in 2009 by Cormilligan Consultants and 2017 by Destination Planning Limited (DPL) who are specialists in i-SITE activities. These reports highlighted that:

- Hastings and Havelock North i-SITEs appear to be providing an excellent service to the visitors they receive. However, the customer numbers are relatively low in relation to the overall cost of the service.
- DPL believes the current location and exterior design of the i-SITE is appropriate in a destination positioning context, the rent is comparatively high for the customer numbers so location and property costs are worth more detailed assessment as a saving opportunity.
- On-line services have and continue to impact adversely on the requirement for the provision of services to visitors through a physical i-SITE (reduction in visitor numbers, reduced travel and accommodation bookings support this)

3.2 COVID-19 impact: Trends indicated that the relevance of physical i-SITES in its current model are becoming less relevant. The impact of COVID (lack of international visitors) has accentuated this as domestic tourists are more self-sufficient and do not proactively seek i-SITE assistance.

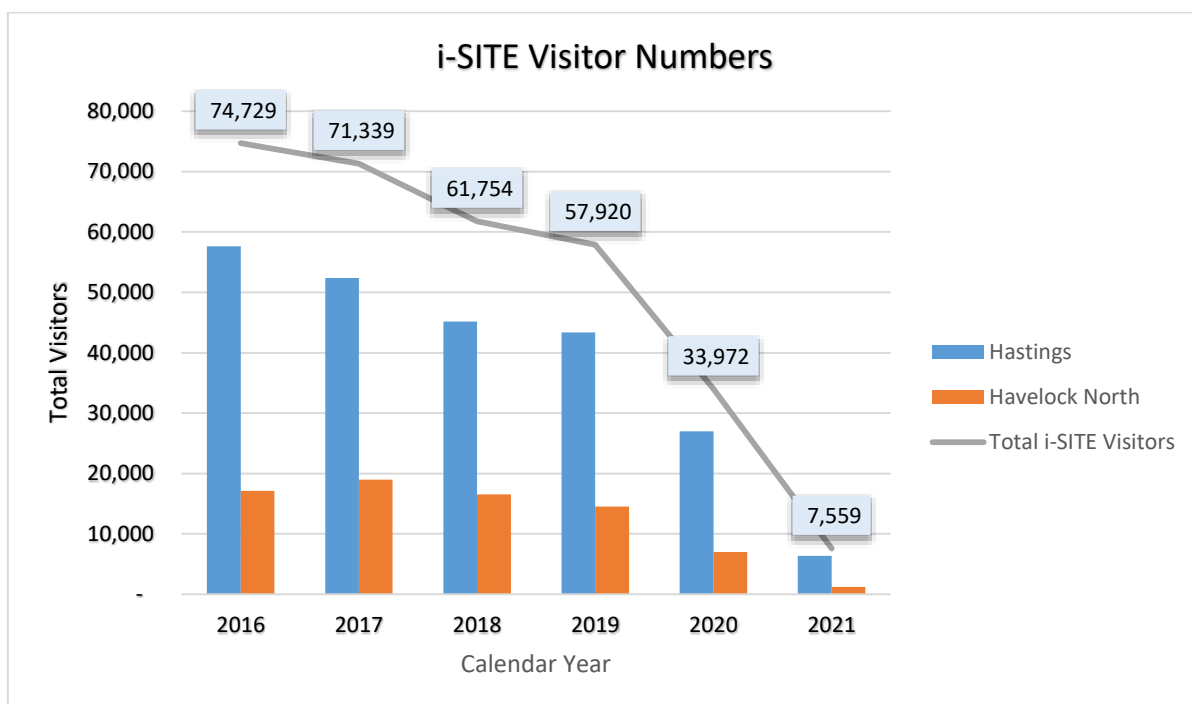


3.3 Strategic review of i-SITE NZ

- The Visitor Information Network (VIN) Board and Tourism New Zealand initiated a strategic project in late 2019 to define a 'Future Network' for i-SITEs, in the face of challenging market circumstances that existed well before Covid-19. This project was started to ensure that the network was well set up to meet the needs of future visitors.
- i-SITE NZ have submitted a proposal to central government, asking the Crown to consider the future of the network.
- The proposal suggests adoption of a two tier network – a primary tier of government owned and operated visitor centres in key locations and a second tier of affiliated locations across the remainder of the country that would be independently owned and operated.
- Hastings is likely to be a tier two location with Napier being the premier site in the Hawkes Bay region.
- The need to change is driven by evidence of decline in both i-SITE numbers and appetite for ongoing local and private investment. The current ownership of the 64 sites is: 45% Council owned and operated; 28% Regional Tourism Organisations or Economic Development Agencies (themselves being generally Council funded); 15% are run by independent trusts or incorporated societies; and 12% are privately owned.
- There is no definitive time for a decision from the Government and a Plan B focussed on communities and visitors is being developed. Plan B requires support from Tourism NZ, the networks biggest funder, along with the Department of Conservation and other agencies that have an interest in the network. It does not rely on crown ownership, and will require members to determine their own future, but with ongoing support by crown agencies such as Tourism New Zealand.
- Change is certain – the exact shape and form is not clear.

3.4 Changing role of Hastings i-SITE

- The i-SITE business currently comprises of:
 - Ticketing and booking services with small commission for: (tourism products and activities; accommodation both local and NZ wide; domestic travel – buses, ferries, trains, planes; and event ticketing.
 - Provide community advice and operator information to visitors & the local community via email enquiries, phone calls, drop-ins.
 - Provide / sell self-guide tour brochures, AA maps and books, other info booklets
 - Promote Hastings attractions – e.g. Hastings and Community Art Galleries; Pou; Wineries; Te Mata Peak; Cycle tracks; Markets; Splash Planet; Events
 - Operator information e.g. Gannet Safaris
 - Retail offer of local and New Zealand merchandise/souvenirs
- Objectives being to:
 - To improve the visitor experience, have our visitors stay longer, spend more, return more often and advocate to others – thus facilitating growth in the Hawke's Bay economy
 - To develop and maintain positive relationships and effective collaboration with local operators and organisations tasked with tourism product development
 - Attract local residents to seek i-SITE services and community advice information
- The Hastings and Havelock North sites have had declining visitor numbers over a number of years. In 2011, Hastings had circa 83,000 visitors, the online evolution seeing these reduce on an annual basis and now the impact of COVID-19 has hit hard. (Note: opening hours have been reduced from a 7 day a week offering pre COVID -19 to 5.5 days in Hastings and 3 half days in Havelock North).



- With reduced numbers of visitors the percentage of locals using i-SITES has increased and for Hastings i-SITES the mix is conservatively estimated at 60% local and 40% visitors.
- Prior to the impacts of Covid-19, revenue at the Hastings i-SITE had been relatively steady, although on a gradual decline, while costs to operate the site have been constant. The impact of Covid-19 has been stark on this activity and it is unknown if these impacts are an indication of a more permanent change or a direct and specific impact due to the lockdown and closure of the international borders and will ultimately revert to previous trends.

	Forecast 2020/21	Actual 2019/20	Actual 2018/19	Actual 2017/18	Actual 2016/17
Sale of Materials	63,333	84,030	113,318	114,648	116,192
Commissions Received	16,252	25,248	30,193	30,389	35,526
Other Revenue	5,693	7,557	10,924	11,031	9,705
	85,278	116,835	154,434	156,068	161,423

- +/-70% of income is from retail sales; +/-11% from Intercity bus ticket sales; and a further +/-11% from brochure displays.

- 3.5 There are no significant business drivers for the current location. It is convenient in terms of proximity to the Intercity bus departure, however it is rare that travellers are buying last minute tickets.
- 3.6 The current lease for Hastings i-SITE building expired in 2014 and has been operating since that time on a casual month by month basis at an annual rental of \$58,500 plus operating costs of approximately \$10,000 per annum.
- 3.7 The Hastings i-SITE currently costs around \$360,000 per annum to operate and has a current forecast income for 2020/21 of \$85,000. Therefore requiring a ratepayer contribution of \$275,000 per annum to operate this facility.
- 3.8 Although no decisions are required regarding the future of the Havelock North i-SITE at this time, work is ongoing regarding a new business model in conjunction with the Havelock North Business Association. Options include continuing this as an extension of the Hastings i-SITE or the Toitoti ticketing office with a broader ticketing offering to pick up tickets available across all ticketing platforms.

4.0 Discussion – *Te Matapakitanga*

4.1 Business Case

4.2 A Business case has explored the current case for change and has identified three investment objectives that any case for change should be assessed against. Those investment objectives include:

1. Value for money community facility
2. Easily accessible to the community and visitors
3. Facility that integrates and has synergies with similar offerings.

4.3 Fundamentally the business case has identified that the current i-SITE model is not offering value for money, while it is reasonably accessible to the community it does not integrate or have synergies with other Council or community offerings. As such, the Business Case has identified that there is a case for change and the opportunity that the Municipal Building presents is therefore the preferred option.

4.4 The Business Case did at a high level explore other locations for the Hastings i-SITE, however this would preclude the opportunity to integrate with Toitoti ticketing, result in a lack of control over surrounding tenancies, thus minimising the potential to create synergies with surrounding businesses.

4.5 Opportunities with Toitoti.

4.6 The Municipal Building is an iconic Hastings building and once strengthened will be part of a vibrant Toitoti – Hawke's Bay Arts and Events Centre.

4.7 With the development of the Municipal Building nearing the final stage of development, a comprehensive campaign has been launched to find suitable tenants that meet with the outcomes envisaged within the Toitoti Strategic Plan.

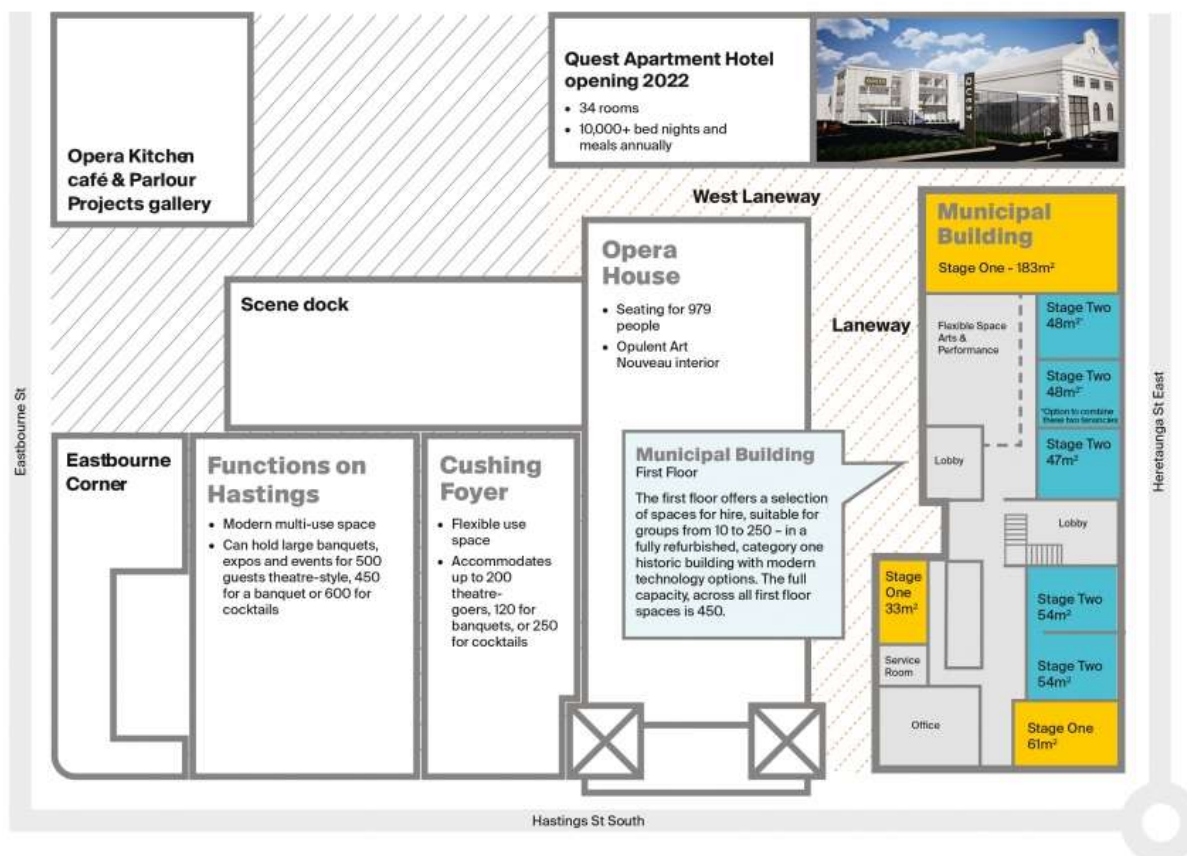
4.8 From an operational perspective, there is a need to establish a Toitoti Ticketing Office and with this comes opportunities to consolidate the visitor centre offerings with complimentary council services.

4.9 Officers are in discussions with Hawke's Bay Winegrowers, independent wine cellars, the Hastings Farmers Market and other potential food businesses to flesh out opportunities to create some sort of Hastings Visitor Experience on the ground floor of the Municipal Building that could potentially create a cooperative of food and wine offerings that helped sell the strengths of the Hastings District.

4.10 While these are opportunities that are in their formative stages, it is expected that the benefits of combining the Hastings Visitors Centre (or i-SITE) with the Toitoti ticketing office will create sufficient synergies to make this a viable proposition. The opportunities outlined above only add to further strengthen those benefits should they be achieved.

4.11 Discussions have been had with the respective Chief Executives of Hawkes Bay Tourism and the Hawke's Bay Airport about these opportunities and both are excited about the synergies that could be created.

4.12 There is an opportunity cost of utilising one of the rentable spaces for Council's own use versus leasing this space out to an external tenant. Current market indications are that the spaces identified as stage 2 in the diagram below would achieve a market rental of approximately \$300 per square meter, therefore generating around \$16,000 per annum as a gross rent.



- 4.13 The Hastings Visitor Centre and Toitū Ticketing Office could be accommodated in any of the blue spaces identified in the diagram above and the exact placement of these services will depend on the business plan created and the other activities attracted to the Municipal Building.



4.14 Benefits of the i-SITE brand

- The i-SITE network has historically been an important part of the distribution channel for tourism businesses.
 - The key ingredient is a personalised local service and expert advice. There is an opportunity to consider if this can be delivered effectively without the i-SITE branding and associated costs. The business plan will consider options in more detail.
 - Economic impact research (M.E. and ATEED, 2017) demonstrated that beyond the commercial performance of i-SITES, for every \$1 provided in funding, the network returns on average \$8.70 in GDP and for every \$1 of direct sales made by the i-SITE network, there is \$1.48 total additional spending in the wider economy. This is the result of i-SITES exposing visitors to activities and attractions which they were unaware of and helping them book itineraries to stay longer than they would have.
- 4.15 The extent to which benefits are realised for the services delivered by each i-SITE will vary significantly and it would be questionable if the Hastings i-SITE would create the benefits for the wider Hastings economy as assessed by the economic impact research quoted above. There is no such research for the impact at a local level for the Hastings i-SITE, and with a large proportion of customers being local the actual impact is likely to be much less.

5.0 Options – Ngā Kōwhiringa

Option One - Recommended Option - Te Kōwhiringa Tuatahi – Te Kōwhiringa Tūtohunga

- 5.1 Confirm the relocation of the Hastings i-SITE to the Municipal Building, therefore allowing the development of a comprehensive Business Plan to be developed in conjunction with Toitoti:

Advantages

- Significant cost savings and synergies with the Toitoti Municipal Building offerings.
- Expanding ticketing options and more focussed retail – potential to increase revenue.
- Reduced rate payer funding.
- Can create appropriate and more modern fit-out in the new site that is fit for purpose.
- Increased foot traffic and reasons for locals to utilise the facility services.
- Opportunity to reset the Hastings i-SITE with a different offering than currently exists – start again and explore alternative models and opportunities.
- Viable to operate 7 days – increased activity and revised retail to fit with customer demand.

Disadvantages

- Perceived potential loss of street visibility.
- May result in a vacant shop in centre of town – if owners unable to find a suitable tenant. Although the new owner of the Westermans Building is wanting to proactively work with Council and the Hastings Business Association to find a suitable tenant to replace the i-SITE.
- There will be the cost of developing a new i-SITE offering at the Municipal Building. The exact nature of this cannot be assessed until the Business Plan has been finalised and adopted.

Option Two – Status Quo - Te Kōwhiringa Tuarua – Te Āhuetanga o nāiane

- 5.2 Continue to operate the Hastings i-SITE and Toitoti ticketing from the current locations

Advantages

- No costs of move or remodelling of premise.
- Central location meets current i-SITE brand requirements and is known to customers.
- The building exterior fits with the architectural positioning for Hastings (Spanish Mission and Deco) creating a distinctive impression.
- Close to national intercity bus stop.

Disadvantages

- Premises too big, the large retail area not well utilised, and lease costs are high.
- Operational costs (lease a significant component) higher than revenue generated, requiring high level of ratepayer funding.
- Limited synergy with surrounding businesses - meaning no drawcard (other than the bus stop) to bring them to the i-SITE.
- Opportunity for the Hastings CBD to have a business to occupy this site that generates more activity and has greater synergies with surrounding businesses than the i-SITE currently does is lost.

6.0 Next steps – Te Anga Whakamua

- Should Council resolve to support the relocation of the Hastings i-SITE to the Municipal Building, then the next steps will be to:
 - negotiate with the owners of the Westermans building the short term tenancy through until the Municipal Building is complete; and

- develop a business plan that incorporates a Hastings Visitor Centre and Toitoti Ticketing Office and any other like-minded businesses.

Attachments:

There are no attachments for this report.

Summary of Considerations - *He Whakarāpopoto Whakaarohanga*

Fit with purpose of Local Government - *E noho hāngai pū ai ki te Rangatōpū-ā-Rohe*

The Council is required to give effect to the purpose of local government as set out in section 10 of the Local Government Act 2002. That purpose is to enable democratic local decision-making and action by (and on behalf of) communities, and to promote the social, economic, environmental, and cultural wellbeing of communities in the present and for the future.

Link to the Council's Community Outcomes – *Ngā Hononga ki Ngā Putanga ā-Hapori*

This proposal promotes the wellbeing of communities in the present and for the future by focussing on the provision of local public services which help meet the needs of young and old, people in need, visitors and locals, business and households and putting people at the centre of planning and service.

Māori Impact Statement - *Te Tauākī Kaupapa Māori*

The proposal provides opportunities to create synergies with other activities in the surrounding area, becoming part of Toitoti – Hawkes Bay Arts and Events Centre and embracing the commitment to establish cultural competency in tikanga Māori.

Sustainability - *Te Toitūtanga*

n/a

Financial considerations - *Ngā Whakaarohanga Ahumoni*

The proposal will be funded through existing budgets including future cost savings from rent and improved staffing efficiencies between the two Council activities.

Significance and Engagement - *Te Hiranga me te Tūhonotanga*

This decision/report has been assessed under the Council's Significance and Engagement Policy as being of low significance.

Consultation – internal and/or external - *Whakawhiti Whakaaro-ā-roto / ā-waho*

n/a

Risks

Opportunity: to co-locate the Hastings i-SITE with Toitoti ticketing, in the newly redeveloped Municipal Building, with potential to create an integrated facility with synergies between each of the tenancies, resulting in increased activity/foot traffic and greater vibrancy of the entire complex.

The business plan will explore opportunities to reset the Hastings i-SITE with a different offering than currently exists.

REWARD – <i>Te Utu</i>	RISK – <i>Te Tūraru</i>
<ul style="list-style-type: none"> Creates operational efficiencies – staff operating across range of Toitoti activities. Improved service offering Expanding ticketing options – potential to increase revenue. Reduced rate payer funding 	<ul style="list-style-type: none"> Impacts on Hastings City Centre strategy. Moving from current location creates a vacant site in central CBD - provides an opportunity but also risk if unfilled or new tenant does not fit the vibrancy objectives. Moving i-SITE from current location in middle of town could result in some initial confusion and public dissatisfaction.

Rural Community Board – *Te Poari Tuawhenua-ā-Hāpori*

n/a

HASTINGS DISTRICT COUNCIL

STRATEGY AND POLICY COMMITTEE MEETING

TUESDAY, 4 MAY 2021

RECOMMENDATION TO EXCLUDE THE PUBLIC

SECTION 48, LOCAL GOVERNMENT OFFICIAL INFORMATION AND MEETINGS ACT 1987

THAT the public now be excluded from the following part of the meeting, namely:

10 Strategic Considerations

The general subject of the matter to be considered while the public is excluded, the reason for passing this Resolution in relation to the matter and the specific grounds under Section 48 (1) of the Local Government Official Information and Meetings Act 1987 for the passing of this Resolution is as follows:

<i>GENERAL SUBJECT OF EACH MATTER TO BE CONSIDERED</i>	<i>REASON FOR PASSING THIS RESOLUTION IN RELATION TO EACH MATTER, AND PARTICULAR INTERESTS PROTECTED</i>	<i>GROUND(S) UNDER SECTION 48(1) FOR THE PASSING OF EACH RESOLUTION</i>
10 Strategic Considerations	Section 7 (2) (i) The withholding of the information is necessary to enable the local authority to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations). To allow third party negotiations to continue.	Section 48(1)(a)(i) Where the Local Authority is named or specified in the First Schedule to this Act under Section 6 or 7 (except Section 7(2)(f)(i)) of this Act.