

Thursday, 28 July 2022

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council

Operations and Monitoring Committee Meeting

Kaupapataka

Agenda

Te Rā Hui:
Meeting date: **Thursday, 28 July 2022**

Te Wā:
Time: **1.00pm**

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

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

Te Āpiha Matua:
Responsible
Officer: **Group Manager: Corporate - Bruce Allan**

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www.hastingsdc.govt.nz**

HASTINGS DISTRICT COUNCIL
207 Lyndon Road East, Hastings 4122 | Private Bag 9002, Hastings 4156
Phone **06 871 5000** | www.hastingsdc.govt.nz
TE KAUNIHERA Ā-ROHE O HERETAUNGA

Operations and Monitoring Committee – Terms of Reference

Fields of Activity

The purpose of the Operations and Monitoring Committee is to ensure consolidated and complete reporting and monitoring of all financial and non-financial information and performance measures against the Annual Plan, Long-Term Plan and Council Strategies, Goals and Priorities.

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.

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 the Fields of Activity.
- 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;
 - the matter is of such urgency that it requires to be dealt with
 - the matter is required to be dealt with, prior to the next ordinary meeting of the Council.
- 3) Monitor the performance of Council in terms of the organisational targets set in the Long Term Plan and Annual Plan – both financial and nonfinancial.
- 4) Monitor operational performance and benchmarking.
- 5) Undertake quarterly financial performance reviews.
- 6) Develop the Draft Annual Report and carry forwards.
- 7) Monitor and review the performance of Council Controlled Organisations and other organisations that Council has an interest in.
- 8) Monitor and review tender and procurement processes.
- 9) Monitor major capital projects.
- 10) Recommend to Council on matters concerning project decisions where these are identified as a result of the committee's project monitoring responsibilities.
- 11) Writing off outstanding accounts for amounts exceeding \$6,000 and the remission of fees and charges of a similar sum.
- 12) Settlement of uninsured claims for compensation or damages where the amount exceeds the amounts delegated to the Chief Executive.
- 13) Guarantee loans for third parties such as local recreational organisations provided such guarantees are within the terms of Council policy.
- 14) Authority to exercise the Powers and Remedies of the General Conditions of Contract in respect of the Principal taking possession of, determining, or carrying out urgent repairs to works covered by the contract.
- 15) Grant of easement or right of way over Council property.
- 16) Approve insurance – if significant change to Council's current policy of insuring all its assets.

Thursday, 28 July 2022

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Hastings District Council

Operations and Monitoring Committee Meeting

Kaupapataka

Open Agenda

| | |
|--|---|
| <i>Mematanga:</i> Membership: | <i>Koromatua</i> Chair: Councillor Geraldine Travers |
| | <i>Ngā KaiKaunihera</i> Mayor Sandra Hazlehurst Councillors: Bayden Barber, Alwyn Corban, Malcolm Dixon, Damon Harvey, Tania Kerr (Deputy Chair), Eileen Lawson, Simon Nixon, Henare O’Keefe, Peleti Oli, Ann Redstone, Wendy Schollum, Sophie Siers and Kevin Watkins |
| | Heretaunga Takoto Noa Māori Standing Committee Appointee: Mike Paku |
| <i>Tokamatua:</i> Quorum: | 8 members |
| <i>Apiha Matua</i> Officer Responsible: | Group Manager: Corporate – Bruce Allan (Lead) Group Manager: Asset Management - Craig Thew Group Manager: Strategy & Development – Craig Cameron Financial Controller – Aaron Wilson Chief Information Officer – Warren Perry |
| <i>Te Rōpū Manapori me te Kāwanatanga</i> Democracy & Governance Services: | Christine Hilton (Extn 5633) |

Te Rārangī Take

Order of Business

1.0 Opening Prayer – *Karakia Whakatūwheratanga*

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

An apology from Councillor Redstone has been received.

Leave of Absence had previously been granted to Councillor Barber

3.0 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.

4.0 Confirmation of Minutes – *Te Whakamana i Ngā Minitī*

Minutes of the Operations & Monitoring Committee Meeting held Tuesday 17 May 2022.

(Previously circulated)

5.0 Havelock North Business Association Annual Report 2022 Presentation and Annual Plan update

7

6.0 Hastings City Business Association 2022 Annual Report presentation and Annual Plan update

25

7.0 Performance and Monitoring Report

43

8.0 **Minor Items – *Ngā Take Iti***

9.0 **Urgent Items – *Ngā Take Whakahihiri***

Thursday, 28 July 2022

Item 5

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council: Operations & Monitoring Committee Meeting

Te Rārangi Take

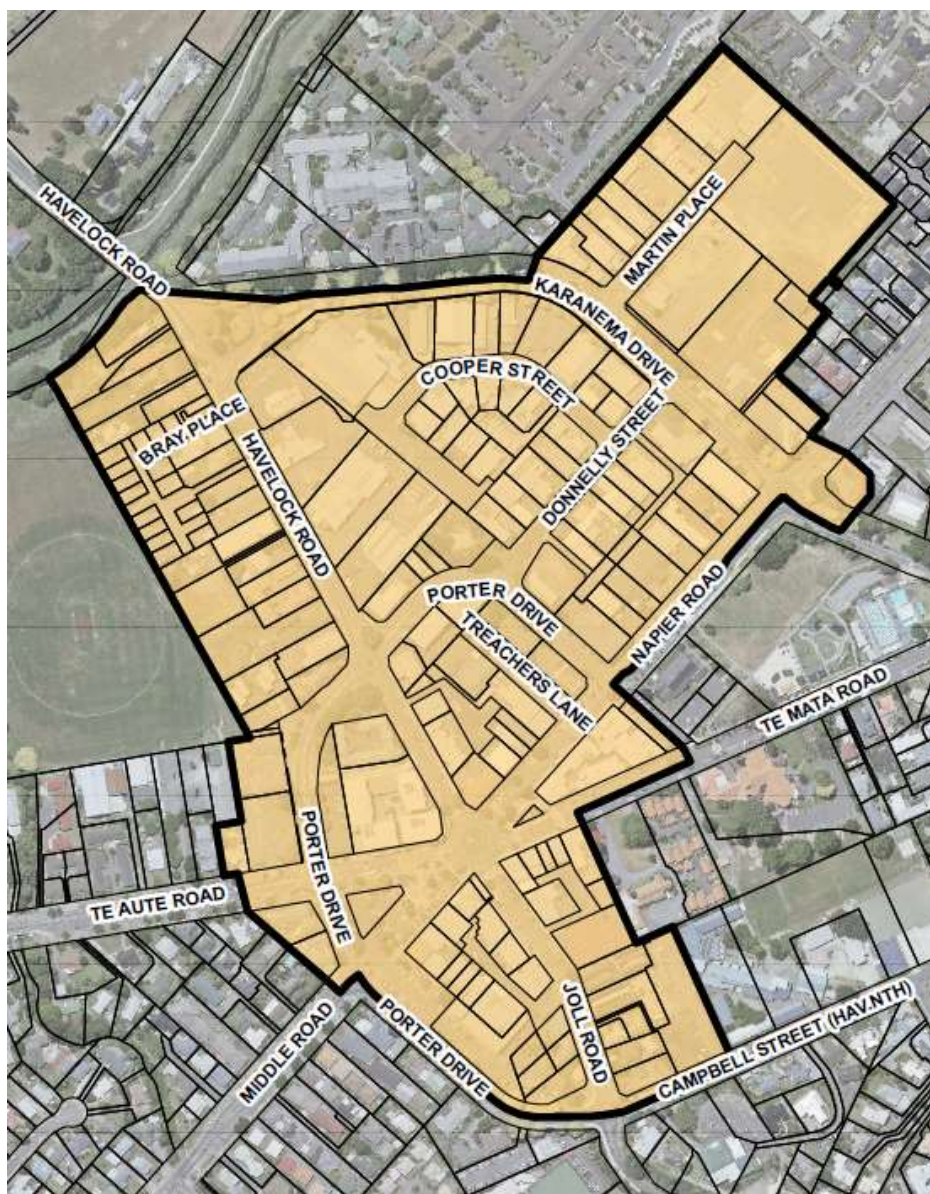
Report to Operations and Monitoring Committee

Nā:
From: Kevin Carter, Community Grants and Partnerships Advisor

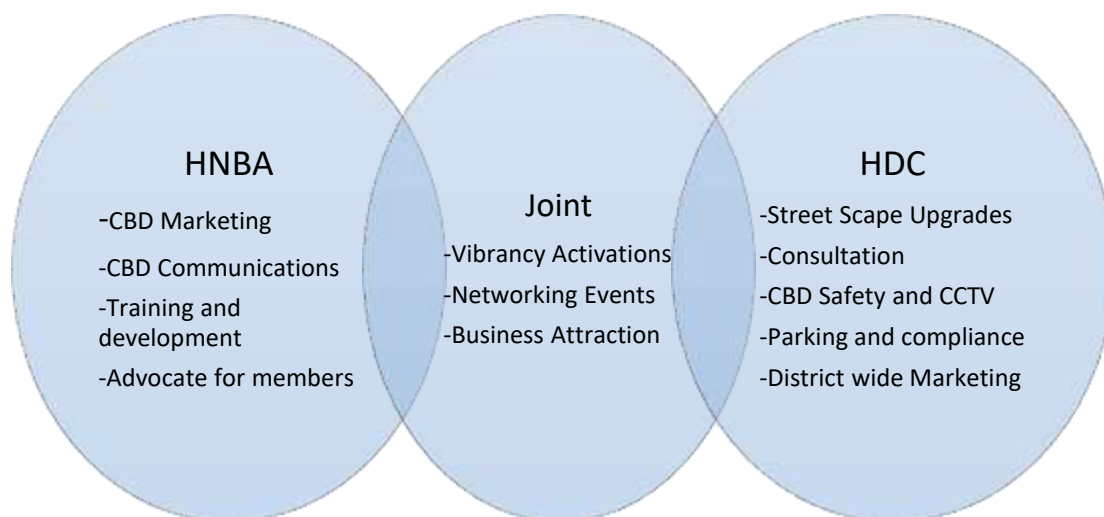
Te Take: Havelock North Business Association Annual Report 2022
Subject: Presentation and Annual Plan update

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

- 1.1 The Purpose of this report is for the Havelock North Business Association (HNBA) to present their 2021/2022 Annual Report (**Attachment 1**) and 2022/2023 Annual Plan (**Attachment 2**) for the Council to receive and endorse.
- 1.2 Emma McRobie, General Manager of the HNBA will be in attendance to present the report and speak to the attachments.
- 1.3 The HNBA is a Business Improvement District (BID) which is a partnership between a local authority and a defined local business community to develop projects and services that benefit the trading environment and which align with the local authority's objectives.
- 1.4 A BID is supported by a targeted rate, levied on and collected from non-residential properties within the defined boundary, as per the BID Policy.
- 1.5 In 2022 the Council resolved to increase the size of the HNBA area from 45 properties to 113.
- 1.6 The HNBA represents over 300 businesses within the Havelock North Central Business District, with the membership including retail, hospitality, trade, professional and service businesses, including landlords and tenants. The targeted rate boundary for the Havelock North Business Improvement District is:



- 1.7 The 2021/2022 Annual Report (**Attachment 1**) outlines how the Association used their previous years funding (\$61,000)
- 1.8 In 2022/2023 the BID Targeted Rate will increase to \$164,000. The 2022/2023 Annual Plan (**Attachment 2**) outlines how the Association plans to invest this targeted rate.
- 1.9 The HNBA has one staff member (0.75 fte) and is ultimately accountable to its members and Board. It is also accountable to the Council for the use of the targeted rate and alignment with the BID Policy. It is important that, when the HNBA sets its Annual Plan, it is a consultative process with its members and Council representatives on the board, ensuring that the activities and actions planned are compatible and aligned with each organisation's roles and responsibilities.
- 1.10 Below is a high level diagram of each party's main responsibilities:



- 1.11 Councillor Harvey supports the HNBA Board as a Council appointed advisor alongside the Community Grants and Partnerships Advisor.
- 1.12 As per the 2021/2022 Annual Report (**Attachment 1**), the HNBA has achieved their KPI's.

2.0 Recommendations - Ngā Tūtohunga

- A) That the Operations and Monitoring Committee receive the report titled Havelock North Business Association Annual Report 2022 Presentation and Annual Plan update dated 28 July 2022.
- B) That the Committee receive the Havelock North Business Association 2021/2022 Annual Report.
- C) That the Committee receive and endorse the Havelock North Business Association 2022/2023 Annual Plan.

Attachments:

- | | | |
|----|----------------------------|-------------------|
| 1↓ | HNBA Annual Report 2021-22 | COP-01-02-22-1083 |
| 2↓ | HNBA Annual Plan 2022-23 | COP-01-02-22-1084 |



Annual Plan 2021/22 Report



Prepared By:
Havelock North Business Association

1 Executive summary

The Havelock North Business Association has had another big year, promoting, engaging and supporting our CBD businesses. COVID resurgence caused us to amend our plans a few times but, overall, we delivered a range of exciting promotions as well as provided support and development opportunities for our members during a turbulent year.

When working on plans for 2021 we put a strong focus on supporting CBD business owners, as we expected it would be another year of uncertain times. We were lucky to have the majority of our board stand again to provide stability and advocate for continuous improvement for our membership.

The board is extremely pleased to have accomplished expanding our rated levy area. It was big but, necessary piece of work to ensure future viability of the Havelock North Business Association. As always, We are grateful to the Hastings District Council for your support not only financially but for the direct assistance provided by councilors and council staff.

2 Completed initiatives

LOVE LOCAL |

The Havelock North Business Association (HNBA) wanted to jumpstart the Havelock North business/shopping precinct with a strong campaign following a national COVID lockdown. We ran our second "Love Local, Shop Havelock North" campaign and 'shop to win' competition targeted at the Hawke's Bay region through October 2021. This promotion was expanded on with economic recovery funding from Hastings District Council. We used a range of paid promotional activities to reach a broad audience such as print, radio and digital with NZME, our own social media campaigns, and flyers and billboards around the Village.

DOMESTIC TOURISM |

The purpose of this domestic tourism promotion was to continue to bring visitors to Havelock North through Autumn and Winter 2021 to shop, eat, stay, play and maybe even live one day!

We ran a digital competition alongside our domestic tourism promotion with Hawke's Bay Tourism in the second quarter of 2021. The focus of the competition was to drive traffic to our new website encouraging people to explore listed businesses and showcase all the great things to do in Havelock North.

With over 3,000,000 impressions targeted to kiwis over social media and digital platforms, it was a hugely successful campaign marketing our amazing Havelock North as the place to Eat | Shop | Stay & Play. It was also the most link clicks Hawke's Bay Tourism had ever received for a Mailchimp Campaign.

GIVE LOCAL |

A Christmas-themed version of 'shop local' is all about encouraging people to think about using local businesses for their Christmas giving. Ran for 6 weeks through the end of November and December up until Christmas. The promotion was very well received by members and the general public it was carried out with posters and a social media campaign.

2 Completed initiatives

HOLLY JOLLY HAVELOCK NORTH |

Sadly, COVID restrictions changes made this event virtually impossible to carry out with its original intent which was for families to come along and catch up with Santa during weekends in December, all while enhancing CBD vibrancy. We did not want to give up on the event as the Association was determined to spread some Christmas cheer, it became a late-night shopping event adhering to all restrictions, with live Christmas Carolers, Santa driving around in his sleigh and gift wrapping stalls. It was a shame to not see our full vision come to life, but, we are excited to try again this year.

SUPPORT LOCAL, SERVICES CAMPAIGN |

The Havelock North Business Association acknowledged the need to promote our members under our Live and Services categories as we recognise that they too were impacted by the August 2021 lockdown and enhanced level restrictions. While we acknowledged that our retail and hospitality members have been the most directly impacted. We also saw the trickle effect on our professional service members. Because of these factors, we want to provide support through promoting service businesses to locals through digital and social media avenues we engaged Mogul to carry out a 3 month SEO and Digital 'Hello, Havelock North' campaign.

WORKSHOPS |

The HNBA supports our membership by providing them with the tools to not only survive but thrive during these turbulent times. Many of our members are small business owners who in uncertain times tend to limit spending rather than paying for services to enhance their own and staff members' skillsets. Due to this, we wanted to provide free access to high-quality workshops held by industry professionals giving our members tools for ongoing business success. These workshops were

- A Mental Health in the workplace workshop for Owners and Managers to help with managing their own stress, and supporting their teams.
- 6 weeks of free exercise taster classes hosted by our member Eastern Energetics. These included yoga, pilates, boxing and more.
- Creating effective digital platforms for small businesses - website, google ads & SEO focus
- 2x Human resources workshop hosted by Grow HR to cover changes to employment law
- Virtual speaker event with Dave Letele, talking about mental health as a business owner, overcoming business failures and widening your support networks for success.

2 Completed initiatives

NETWORKING |

The HNBA held 4x of our Meet and Greet networking events in the first half of 2021. Following the August lockdown, we asked our members how they felt resuming networking as we moved down levels and it was a resounding not comfortable attending / to high risk when members have businesses to run. Due to this, we didn't carry out any member networking for the second half of the year. To ensure members felt connected and supported we increased digital communications and 'pop-ins' from the Association Manager.

We did manage to hold our AGM in September with a successful turn out of members looking to hear about what we had planned for the coming year.

Having carried out limited networking events and no end of year get together for members the board decided to use saved funds on radio advertising through December thanking locals for supporting Havelock North Businesses this year. NZME was used, there was limited radio spots left on local radio due to short notice so, we paired with newspaper advertisement with a Give Local and thank you for support message.

BUSINESS AWARDS |

We managed to carry out our 2021 Havelock North business awards event after having to cancel in 2020 due to COVID. We refreshed the event to a submission process vs member voting following previous member feedback. We have categories for excellence in – customer experience, business services, innovation, outstanding employees and longevity in business. The Awards ceremony was a lovely celebration of Havelock North businesses; ticket sales were slightly down on previous years with many not comfortable attending large group events.

RATED LEVY AREA EXPANSION |

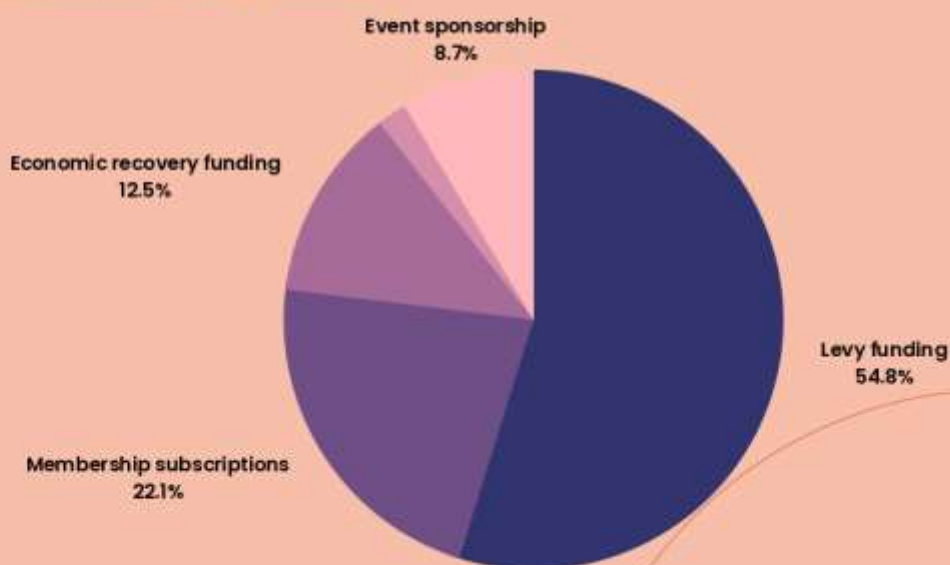
The campaign to expand the HNBA's rated levy area has been raised by previous boards over the years, the current board is grateful for past work, as it has paved the way for the recent confirmation of our expanded rated levy zone. About 15 months ago our current board reignited the discussion after recognising that our emergency funding from the water crisis and economic recovery had almost been fully utilised. We were unsure how our association could continue to viably run offering the expanded promotions, events and support that our members had come to expect over the last 5 years. After 8 months of campaigning including a vote run by Elections NZ, we are thrilled to have had Council accept and pass our expansion. We are very excited to be underway with actioning our annual plan with a budget that allows us to continue to promote, support and advocate for Havelock North businesses.

4 Measure of success

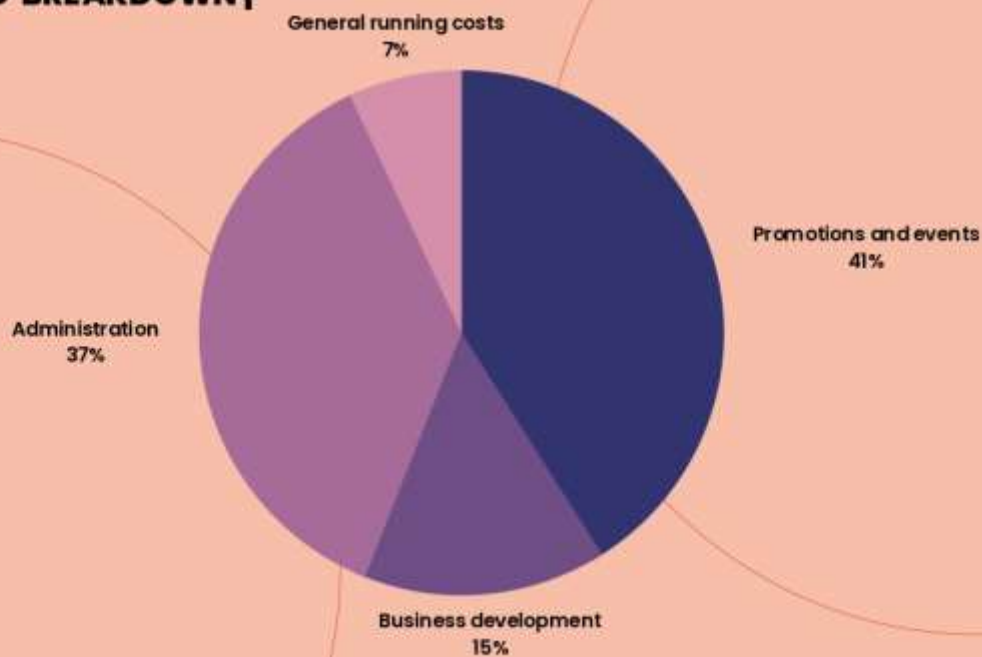
| ACTIVITY | RESULTS |
|---------------------------|---|
| Love Local Campaign | <p>The digital advertising with NZME reached it's 40,000 impressions.</p> <p>Our social media ads reached 15,000 and had 172 link clicks.</p> <p>210 entries were received and the entry page was viewed 510 times – conversion rate of 39.6%</p> |
| Domestic tourism campaign | <p>Over 3,000,000 impressions</p> <p>Most link clicks for any Hawke's Bay tourism e-news campaign ever.</p> |
| Give Local campaign | Local reach of 37, 935 on Love Havelock Social Media |
| Support Local campaign | <p>Search engine visibility up 10.89%</p> <p>37 of 50 ranking keywords moved up</p> <p>only 11 of 50 keywords did not make top 50 search results</p> |
| Social Media | <p>19.8% increase in reach compared to the previous year</p> <p>27.6% increase in followers compared to previous year</p> |
| Website Analytics | 164,000 page views |

5 Budget summary

INCOME SUMMARY BY SOURCES |



SPENDING BREAKDOWN |



6 Summary

Overall, the Havelock North Business Association is extremely pleased with the results that we have achieved in the last 12 months. Our promotional campaigns were effective at attracting local and domestic tourism spending to Havelock North and contributing to our CBD vibrancy.

Same as most, there was a lot of pivoting to accommodate changes beyond our control, such as lockdowns and gathering restrictions. However, we are confident that our activities best served our membership during tough times.

We want to take this opportunity to thank the Hastings District Council for their support and quick action in regards to economic recovery funding; a large portion of our promotional activity was only able to be carried out due to our receiving this extra funding.

We are excited looking ahead at the next 12 months with our increased levy funding meaning we can continue to provide enhanced promotions and support for Havelock North businesses, without requiring an emergency to fund our activities.





Annual Plan

July 2022 – June 2023



Prepared By:
Havelock North Business Association

1 About the HNBA

Havelock North Business Association is a non-profit, incorporated society made up of owners and representatives from a number of businesses in Havelock North. There is a part-time Association Manager who runs the day-to-day and coordinates marketing and event activities.

The Association has two key roles, to provide a support network for local businesses and to develop strategies to enhance, promote and advance Havelock North as a destination.

The HNBA is funded through a promotional CBD levy rate. In 2022 the board requested that the Hastings District Council look to expand this area, as it had remained largely unchanged since 1997. The Havelock North CBD has evolved a lot in these 25 years and the HNBA recognised we need to be better equipped to ensure our businesses are well supported like other CBD'S. The growth in our membership does see a change in represented industries, with a larger part of our membership becoming service businesses. The board has adjusted annual planning to encompass wider support and value for these businesses with increasing member events and offerings.

The increase in funding provides the HNBA with the means to expand on support, networking and business development offerings, plus grow our promotional activities.

2 Our Mission

The Havelock North Business Association's purpose is to conserve, promote and advance the interests and welfare of retailers, merchants, traders and other commercial concerns promoting services to the public in Havelock North, Hawke's bay.

We work to promote, beautify, revitalise and develop Havelock North in order to attract and encourage local residents and visitors to use the centre of Havelock North for leisure, work or otherwise.

We promote Havelock North as a destination to shop, eat, stay, play, live and love!

3 Goals

A STRONG AND WELL SUPPORTED BUSINESS ASSOCIATION

- Support member connection and networking
- Ensure transparent, clear communication and accountability
- Support new and existing business owners

PROMOTE HAVELOCK NORTH

- Promote Havelock North proactively and effectively whilst ensuring the protection and evolution of its brand identity
- Promote Havelock North through a schedule of targeted events, promotions and other marketing initiatives
- Ensure Havelock North is a preferred location for a diverse range of businesses

VIBRANT, MODERN, EVOLVING VILLAGE

- Ensure Havelock North is an attractive destination for customers and clients
- Lobby Council for continued investment and beautification
- Connect with businesses and investors with development plans



4 Member support

Networking |

Bi-monthly 'Meet & Greet' events which are our staple informal, networking event held in member's businesses.

Celebration of business awards |

Our largest annual members event is to be held in July 2022. It's a chance for members to come together to celebrate each other successes

Christmas party |

Annual relaxed networking event for members to celebrate another year.
Held in November.

AGM |

Held in September 2022

Professional services events |

Virtual speaker series using high profile speakers to engage members

Workshops |

Working with external agencies to access benefits for members (chamber of commerce, HB Business Hub, and our member services). HNBA to subsidise/cover attendance costs to remove barriers for members..

5 Marketing Initiatives

Shop Local Campaign |

Annual autumn/winter campaign to promote Havelock North retail and hospitality locally. Not a shop and win competition this year. Tie in with a 'Village on sale' event.

Domestic Tourism campaign |

Work with Hawke's Bay tourism on our second digital domestic tourism campaign towards the end of winter for spring/summer travel.

Christmas Promotion |

Annual 'Give Local' mini promotion, encouraging people to support locals with their Christmas gifting. Tie in with a Santa's grotto activation.

Website |

Expand the content to include a blog to capture more visitors to the website from search engines.

Havelock North tourism DL flyer |

A simple but striking DL flyer to be created to promote Havelocknorth.co.nz in places frequented by tourists such as local accommodation and i-site.

Services guide |

A guide summarising all of our services members with exclusive offers for our members to access. We want to encourage members to support each other when needing external help

Village Street Carnival Event |

Havelock North's annual community event. Board is currently in discussion for refreshing the event concept.

6 Budget

Income

| | |
|--|---------------------|
| Event Income - HN Business Awards | \$10,000.00 |
| Event Income - Village Street Carnival | \$15,000.00 |
| HDC - Levy Funding | \$143,000.00 |
| External Membership Subscriptions | \$2,000.00 |
| HDC event funding | \$10,000.00 |
| Total Income | \$180,000.00 |

Less Expenditure

| | |
|--|---------------------|
| Annual audit, insurance and legal fees | \$6,250.00 |
| Subscriptions, supplies | \$6,350.00 |
| Website - Maintenance and hosting | \$2,500.00 |
| Administration wages | \$42,000.00 |
| Event Outgoings - Business Awards | \$15,000.00 |
| Event Outgoings - Meet & Greet | \$2,500.00 |
| Event Outgoings - Member Event Other | \$11,000.00 |
| Event Outgoings - Member Workshop | \$4,000.00 |
| Event Outgoings - Village Street Carnival | \$15,000.00 |
| Marketing - Domestic Promotion | \$15,000.00 |
| Marketing - Shop Local | \$8,000.00 |
| Marketing Social Media - Paid Ads/Boosting | \$2,500.00 |
| Events & Marketing Wages | \$45,000.00 |
| Meeting Expenses - AGM | \$1,500.00 |
| Other running costs and general expenses | \$3,400 |
| Total Expenditure | \$180,000.00 |

Thursday, 28 July 2022

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council: Operations & Monitoring Committee Meeting

Item 6

Te Rārangi Take

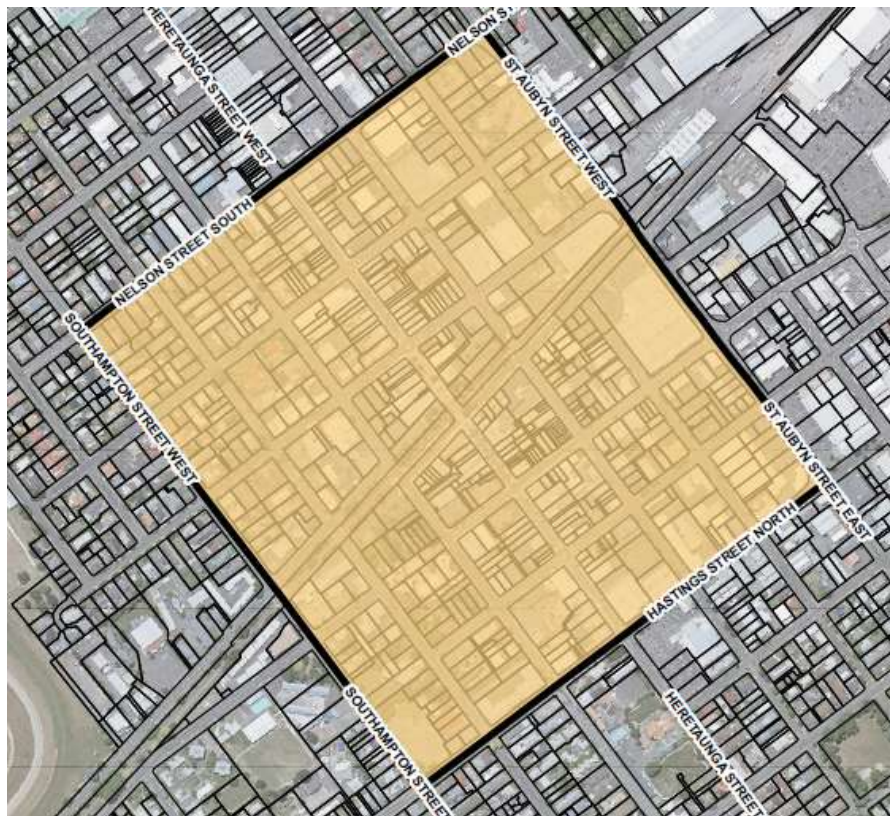
Report to Operations and Monitoring Committee

Nā:
From: Kevin Carter, Community Grants and Partnerships Advisor

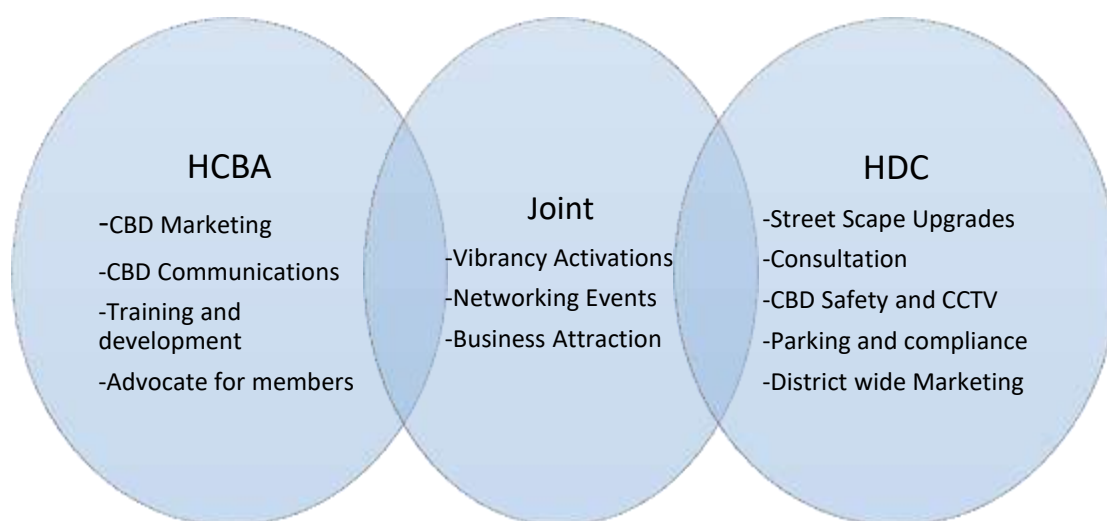
Te Take: Hastings City Business Association 2022 Annual Report
Subject: presentation and Annual Plan update

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

- 1.1 The Purpose of this report is for the Hastings City Business Association (HCBA) to present their 2021/2022 Annual Report (**Attachment 1**) and 2022/2023 Annual Plan (**Attachment 2**) for the Council to receive and endorse.
- 1.2 Lucinda Perry, General Manager of the HCBA will be in attendance to present the report and speak to the attachments.
- 1.3 The HCBA is a Business Improvement District (BID) which is a partnership between a local authority and a defined local business community to develop projects and services that benefit the trading environment and which align with the local authority's objectives.
- 1.4 A BID is supported by a targeted rate, levied on and collected from non-residential properties within the defined boundary, as per the BID Policy.
- 1.5 The HCBA represents over 500 businesses within the Central Business District, with the membership including retail, hospitality, trade, professional and service businesses, including landlords and tenants. The targeted rate boundary for the Hastings City Business Improvement District is:



- 1.6 The 2021/2022 Annual Report (**Attachment 1**) outlines how the Association used their previous years funding.
- 1.7 In 2022/2023 the BID Targeted Rate will be \$289,000. The 2022/2023 Annual Plan (**Attachment 2**) outlines how the Association plans to invest this targeted rate.
- 1.8 The HCBA has two staff members (1.8 fte) and is ultimately accountable to its members and Board. It is also accountable to the Council for the use of the targeted rate and alignment with the BID Policy. It is important that, when the HCBA sets its Annual Plan, it is a consultative process with its members and Council representatives on the board, ensuring that the activities and actions planned are compatible and aligned with each organisation's roles and responsibilities.
- 1.9 Below is a high level diagram of each party's main responsibilities:



- 1.10 Councillor Harvey and Councillor Schollum support the HCBA Board as Council appointed advisors alongside the Community Grants and Partnerships Advisor.

- 1.11 There are no significant changes to the 2022/2023 Annual Plan (**Attachment 2**) compared to the previously approved aims, initiatives, budgets and outcomes.
- 1.12 The new aim in the Annual Plan to 'Promote and Market the Hastings CBD locally and nationally as a place to invest' incorporates Business Attraction for the CBD and also general mass marketing digital campaigns. HCBA recognises there is not dedicated resourcing and budget for Business Attraction, but is committed to working with Council departments and being a conduit between interested vendors, landlords, Council and real estate agents, with a focus on:
- Providing connections to available spaces for new business that can't be accommodated within the Municipal Buildings
 - Attempting to engage with landlords of empty and suitable buildings
 - Aligning the HCBA Discover Hastings (Business Attraction) section of the website to include HDC business attraction information
- 1.13 As per the 2021/2022 Annual Report (**Attachment 1**), the HCBA has achieved their KPI's.

2.0 Recommendations - *Ngā Tūtohunga*

- A) That the Operations and Monitoring Committee receive the report titled Hastings City Business Association 2022 Annual Report presentation and Annual Plan update dated 28 July 2022.
- B) That the Committee receive the Hastings City Business Association 2021/2022 Annual Report.
- C) That the Committee receive and endorse the Hastings City Business Association 2022/2023 Annual Plan.

Attachments:

| | | |
|---|----------------------------|-------------------|
| 1  | HCBA Annual Report 2021-22 | COP-01-02-22-1081 |
| 2  | HCBA Annual Plan 2022-23 | COP-01-02-22-1082 |



Annual Plan 2022/2023

Hastings City Business Association

Aims

- Promote Hastings CBD locally and nationally as a place to dine, shop and experience.
- Enable members to facilitate new growth through training, workshops and events.
- Advocate for members as a collective voice to Council and other relevant organisations.
- Execute mass marketing strategies to promote our members, their services and products.
- Provide customised business support to members where required.



Initiatives

Q1 JULY 2022 – SEPTEMBER 2022

CBD Activation – Ice Rink

Booked for 18 – 31 July 2022

Website

Enhance pages based on viewer behaviour and integrate a new interactive CBD map to showcase all our members.

Municipal Opening & Blossom Parade – August/September

Extend promotion of both through main street to help activate the CBD.

HB Tourism advertising – Hastings CBD specific

North Island promotion of Hastings CBD, in line with HB Tourism Food & Wine activity.

Q2 OCTOBER 2022 – DECEMBER 2022

AGM/Member Appreciation Party

To be held at Municipal Building, September 14 2022, including live music.

Street Art Vibrancy Campaign

Partner with Arts Inc. Heretaunga to showcase local artists during the Arts Festival (14 – 30th October) using window decals, footpaths and murals.

Professional Services Dinner

Mike Allsop confirmed and booked at Functions on Hastings for November 9 2022.

Christmas Promotion

- CBD Activation
- Radio
- Print and digital advertising



Initiatives Continued

Q3 JANUARY 2023 - MARCH 2023

CBD Activation - Bumper Boats (City Mall Carnival)

Activity in central CBD to bring people in.

Retail Shop & Win Campaign

Big ticket item to giveaway via competition aspect.

Professional Services Dinner

Planned for March 2023, to be held at Toitoti.

Q4 APRIL 2023 - JUNE 2023

Easter Campaign

Treasure Hunt around CBD and radio promotion.

Marketing Campaign 'Discover Hastings' Evolution

Shop, Dine, Discover all that Hastings has to offer.

YEAR ROUND

Business Attraction

Target 2-3 buildings and partner with key brokers to find relevant tenants.

Social Media Takeover for Members

Take temporary ownership of selected members social media platforms to help build their audience before handing back to them to manage.

CBD Collaborations

Members to choose ideal collaborations with our promotional support and assistance i.e. buy a suit at Thomson's Suits and enjoy cocktails at Hastings Distillers etc.

Security

Encourage members to visit HDC CCTV Room to discover the security measures in place.

Bay Plaza Promotion

To include radio, digital advertising and social media.

Change Makers - video series with CBD ambassadors

Video series showcasing local change makers (landlords, Business owners and operators) to support business attraction and encourage investment in Hastings.

2022/2023 Budget

Operating Expenses

Administration

| | |
|---|---------|
| Office Rental / Insurance etc | 25,000 |
| Accountancy/ Audit & AGM / Depreciation | 15,000 |
| IT / Computer / Website | 3,000 |
| Subscriptions | 3,500 |
| Meeting expenses / functions | 2,000 |
| General office expenses | 1,000 |
| Wages | 140,000 |

189,500

Economic Development & Marketing

| | |
|---|--------|
| Professional services guest speaker evenings x 2 | 30,000 |
| Advertising / marketing (Radio, HB today, Profit) | 40,000 |
| CBD Ambassador Videos | 5,000 |
| CBD Collaborations | 3,000 |
| Social media | 5,000 |

83,000

Vibrancy and events

| | |
|--------------------------|--------|
| CBD shop & win | 20,000 |
| AGM / Appreciation Party | 10,000 |
| Christmas Campaign | 3,000 |
| Bay Plaza Promotion | 4,000 |
| Street Activations | 16,000 |
| Ice Rink - 14 days | 33,500 |
| Bumper Boats - 4 days | 8,000 |

94,500

Total Expenditure

367,000

Income

| | |
|------------------------------------|---------|
| BID Targeted rate | 289,000 |
| HDC Vibrancy funding | 20,000 |
| Professional services ticket sales | 10,000 |
| Member Appreciation Party | 1,500 |
| Bumper Boats | 7,500 |
| Ice Rink | 24,000 |
| Carry over | 15,000 |

Total Income

367,000

ANNUAL PLAN 2020/2021 REPORT



Executive Summary

During the ongoing current of a global pandemic, Hastings City Business Association was able to provide impactful and relevant support for the Hastings CBD community.

We took many key learnings from the previous year when COVID-19 first hit, and in 2021-2022 were focussed on delivering meaningful tactics to create an environment where our members felt encouraged to keep operating and staying positive in their endeavours.

Given the negative effect of further lockdowns felt by our CBD businesses - Hastings District Council granted us \$35,000 to boost our marketing activity. This allowed us to drive more foot traffic in to shop, dine and experience Hastings when it was needed the most. We've worked well in partnership with HDC to align our activity and encourage members to have their voices heard, and more importantly acted upon. Getting Free Parking for a month in Hastings is a great example of this.

Pleasingly we were able to carry out most key initiatives on our plan, and pulled off an incredible Business Awards. It was the perfect opportunity for our members and the wider community to come together and celebrate success.

Our Board members were very supportive as Emma stepped into my position while I was on parental leave for seven months. Emma delivered on our plan to a very high standard, particularly with all the disruptions of the turbulent environment.


It never ceases to amaze me how resilient our members are and I'm proud that we were able to support them in such a meaningful way. We continuously seek their feedback on how we can best support their needs and this year has proven that the work we're doing is having a positive impact for Hastings.

Lucinda Perry

General Manager



Completed Initiatives

-  **AGM**
Held on Wednesday 22nd September 2021 with a quorum of 20 financial members and Mayor Sandra Hazlehurst. A new board was voted in, with many members back for another term and the addition of Alice Eldred from Soothe My Soul – Bowen Therapy & Massage.
-  **3D Street Art**
We commissioned renowned 3D artist Marc Spijkerbosch to install artwork in October throughout Heretaunga Street, and ran a social media competition to tag #discoverhastingsnz to go into win \$500 CBD vouchers.
-  **Business Celebration Awards**
We delivered a fantastic event on 4th November 2021, at Toitōi. We 230 people in attendance on the night, it brought some much needed entertainment and positivity to our business members. The feedback was all very pleasing with scores of 4 and 5 out of 5 across all areas.
-  **Bumper boats**
Located in CBD Mall during 12th – 15th January in CBD Mall, this activation successfully ran to bring foot traffic into Hastings with a total of over 1600 participants.
-  **'Month of Love' – February**
Dressed laneway west window with bridal theme from Thomson's Suits, RSVP Bridal and Flowers by Tanya; a 'Gift Guide' on our website; social media competition: tag favourite business for chance to win \$500 of CBD vouchers.
-  **Help Hastings Hospo**
Launched February via a social media campaign. Delicious recipes from 19 hospo outlets, sold 175 copies with \$385 in additional donations, achieving a total income of \$1955 divided by each contributing business.
-  **Easter campaign - Hop Hop Hop**
Over Easter (April 15-18) we held a treasure hunt around CBD (Albert Square, Landmarks, Civic Square & City Mall) to go into the draw to WIN a private cinema for up to 30 people max to a screening of a new movie, 'The Bad Guys' at Focal Point Cinema. A highly successful initiative that tied in with HDC activity in Albert Square the same weekend.

Completed Initiatives Continued



Expression Project

During May we launched our Expression Project, which saw 122 creative writing entries from all around Hawkes Bay (in 20 words or less: describe what Hastings means to you). We received some fantastic entries and the final top 5 winners (as judged by our Board) were put up on empty buildings as decals. Another way we brightened up the empty buildings in the CBD! And they also received \$250 CBD vouchers each.



Council Member night

Council hosted a member evening to share their CBD Activation plans on Tuesday May 10th at Toitoti 5.30 – 7.30pm. We had about 60 attendees on the night, with Council sharing their plans to spark foot traffic back into the CBD and we updated them on our Annual Plan. More detail on member feedback on page 7.



Covid Recovery funding - HDC

HDC provided us with additional funding to be used for a recovery campaign to help our business owners once the August 2021 lockdown had hit. HCBA was asked to put a proposal together which was approved by Council on the 15th September and our plan put into action from there. More information on page 5.



Council Recovery Funding **Spend & WIN / Christmas Campaign**

\$37,500 + GST for the period of September 2021 – January 2022

We created a Spend & WIN campaign, running from 1st October – 28th November:

- Spend at 5 different businesses (minimum \$20 per transaction – so \$100 minimum total over the two months).
- Prize = \$5,000 spending spree (made up of vouchers of winners choice)
- Each entrant could also 'spin to win' an instant spot prize (being a pre-purchased \$20 voucher to one of our CBD businesses).

Advertising

- Social media
- Radio (The Hits, Hauraki, Coast and ZM)
- Hawke's Bay Today (weekly)
- Leader and The Courier (fortnightly)



Other

- 3 x 'Discover Hastings' window decals on Counting stitches at Bay Plaza, Margarets on Heretaunga Street West and Entry way to 119 Heretaunga Street East (next to Once Upon a Time).
- New 'Discover Hastings' video with Grundy Productions using existing footage, showing the evolution of 'Who's Hastings' > 'We're Hastings' > 'I'm Hastings' > Discover Hastings.

Christmas Campaign



On 29th November we launched 'Countdown to Christmas' radio campaign (The Hits) which ran through to 19th December.

Christmas Activity

- Spend \$10 or more in our membership to be in to win 1 of 15 x \$250 CBD vouchers
- In conjunction with The Hits Hawke's Bay; they drew the winner live on air each day.
 - o They also had \$50/day to giveaway to their listeners (totalling \$600),
 - o Entrants voted on which charities they'd like to see receive a share of \$5,000.

Summary

We recieved over 100 submissions. The top stores that entries came from were: Health 2000 (32 entries), Countdown (21 entries), Kmart (15 entries). The campaign received a lot of excellent feedback online and via our social channels. The winning charities chosen by winners were: Child Cancer Foundation, Cranford Hospice, Food Bank Trust, Heretaunga Women's Society and The Acorn Project. We will repeat a similar campaign in the next financial year, given the great combination of CBD activation, investment and goodwill.




Member Feedback

At our member night held on May 10th 2022, Council shared their CBD Activation plans and we also gave an update on our upcoming plan.

The main topics that were discussed at length during the Q&A session were **SECURITY** in the CBD, **PARKING** and the **EAST VS WEST** divide. There were a number of distressed and frustrated members that voiced their concerns on what's being done to keep the CBD safe. The free parking petition (submitted by Holland Shoes in April) was discussed, along with other concerns from members including staff parking and safety (having to walk long distances to cars at night after work). The ongoing concerns around West vs East were also raised.

Following the member night, Janette from Holland Shoes presented the petition at Council Chamber on May 12th. After much discussion from Councillors, the petition was approved and free parking granted for the month of July in Hastings CBD. This is a win for our members, and a step in the right direction to show goodwill and ensure they feel heard by Council.

Members continue to be frustrated by a lack of CBD security and council investment in the west side. Council have committed to increasing City Assist staff and adding more central CCTV cameras. We need to continue to remind members that there is progress being made West side but to ensure we bridge the gap between each end with our future activity i.e. street art and activity all ends to create flow, as well as collaborations to entice people from East to West.



CBD Investment

We invested over \$7000 directly into CBD businesses through CBD voucher giveaways.

This is where people chose to spend:

Funbuns; Gypsy River; Whitcoulls Hannah's; Farmers; Suzelle; Bed, Bath & Beyond; Lavidia; Sazio; Focal Point; Sutto cafe; Baby Factory; Caroline Eve; La Petite; Hustle; Stirling Sports; Health 2000; Rivers to Ranges; Michael Hill; Cornucopia; Blackbird Goods; Brave.

Positive shift for Hastings

We're seeing increased spend in Hastings year on year which is pleasing, and Hawkes Bay's economy is among the strongest in New Zealand.

Pleasingly for our CBD, Hastings is leading the pack in local growth (Source: Brad Olsen - Principal Economist June 2022).

There has been a huge amount of investment and confidence in our city centre, by private developers such as Rob and Barb Hansen of The Tribune Precinct, the Quest Hotel developers, and businesses who continue to set up here in Hastings CBD (over 25 new businesses this year).

The Municipal Building will inject even more enthusiasm and positivity into our city centre, along with the number of businesses to be set up on the ground floor. Overall, any negative perceptions of Hastings are being overshadowed by the abundance of impactful activity going on.

Budget

We successfully delivered on our 2021/2022 Annual Plan, and made adjustments accordingly given the pandemic landscape. We made a net profit for the year and will carry that over to our 2022/2023 Annual Plan.

Summary

We have kept up solid momentum to nurture our member relationships and support Hastings CBD businesses wherever possible.

As outlined in this report, we've managed to achieve a huge amount of activity to encourage spend in the CBD, despite challenging times. I'm delighted with the success of our marketing initiatives, coming under budget across the board – and we're looking forward to a strong year ahead.

Thursday, 28 July 2022

Item 7

Te Hui o Te Kaunihera ā-Rohe o Heretaunga

Hastings District Council: Operations & Monitoring Committee Meeting

Te Rārangi Take

Report to Operations and Monitoring Committee

Nā: Bruce Allan, Group Manager: Corporate
From: Rose Simpson, Executive Assistant

Te Take:
Subject: Performance and Monitoring Report

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

- 1.1 The purpose of this report is to present to Council the Performance and Monitoring Report for the quarter ended 30 June 2022.
- 1.2 The Performance and Monitoring Report and Appendices are attached as **Attachments 1 and 2** and provide a comprehensive overview of Council's activities.
- 1.3 The quarterly financial report for the period ended 30 June 2022 will be reported to Council in September with the unaudited rating result for the year as is the normal practice.

2.0 Recommendations - *Ngā Tūtohunga*

That the Operations and Monitoring Committee receive the report titled Performance and Monitoring Report dated 28 July 2022.

Attachments:

| | | | |
|----|--|---------------|----------------------|
| 1⇒ | Performance and Monitoring Report, Quarter 4 2021-2022 | CG-16-4-00241 | Under Separate Cover |
| 2⇒ | Performance and Monitoring Report Appendices | CG-16-4-00242 | Under Separate Cover |

