

Chairperson and Committee Members
 ENVIRONMENT AND COMMUNITY DEVELOPMENT COMMITTEE

11 DECEMBER 2014

Meeting Status: **Public**

Purpose of Report: For Decision

APPROVAL OF THE ECONOMIC DEVELOPMENT STRATEGY 2015-2018

PURPOSE OF REPORT

- 1 This report seeks the Committee's approval of the Economic Development Strategy 2015-2018 (*The Strategy*). Please refer to Attachment One.

DELEGATION

- 2 The Committee has the delegation under Clause 7.1 of the Governance Structure and Delegations: 2013-2016 Triennium (November 2013) to:

“develop policies and work programmes that support the social, economic, environmental and cultural interests of the community; and

Undertake all matters specifically delegated to Council officers or other committees concerning or involving community development and interests, including but not limited to the development, implementation, advocacy, and monitoring of social policies relating to community facilities.”

SIGNIFICANCE OF DECISION AND ENGAGEMENT

- 3 This matter has a moderate degree of significance under Council's Significance and Engagement Policy. There has been a high level of engagement with key stakeholders through the Working Party. Key elements of the strategy will form part of the LTP which will be open for consultation in March 2015.

BACKGROUND

Rationale for strategy development:

- 4 In March 2014, Council determined that a review of the Economic Development Strategy was required (refer report SP-14-1091) to ensure that Council's investment and efforts in economic development accurately reflected and responded to the current and future needs of the District.

Approach to strategy development

- 5 Elected members and senior leadership team members participated in orientation workshops in May and July 2014 respectively. These workshops provided the platform for subsequent strategy development.
- 6 *The Strategy* has been developed by the Economic Development Working Party through a series of five facilitated workshops. The Working Party members consist of four business community representatives (elected through the Chamber of Commerce and the Electra Regional Growth Forum); a representative for Māori/Iwi – elected by Te Whakameninga O Kāpiti; three

Councillor Representatives and two Council Officer Representatives. Members are: Cr Gavin Walsh (Chair), Cr Janet Holborow, Cr Murray Bell, Liz Koh, Mark Ternent, Ann Verboeket (Chamber of Commerce), Chris Dyberg (Electra Regional Growth Forum), Russell Spratt, (Māori and Iwi representative).

CONSIDERATIONS

Scope of Strategy

- 7 The Strategy defines four focus areas (Open for Business, Building Capability, Positioning Kāpiti and Leadership). These focus areas act as umbrellas which sit over economic development projects and initiatives.

Whilst the strategy does identify potential projects for consideration – the details of these projects (including funding requirements) will be developed through implementation plan(s). These plans will be developed following the approval of *The Strategy*. Any material decisions related to Council funding will occur through the Long Term Plan and Activity Management Plan development process. The key elements of the strategy will be included in the Long Term Plan which will receive feedback from the community.

- 8 The Strategy has been designed to facilitate a district wide response to economic development – it is not intended as a ‘Council only’ or ‘Council led’ strategy. *The Strategy* is designed to identify and co-ordinate current and future economic development activity led by both Council and other third parties such as the Chamber of Commerce and the private sector.

Implications associated with approval of the strategy

- 9 With approval of this Strategy in place, the Economic Development Working Party, key stakeholders and Council officers will then be in a good position to progress the development of detailed implementation plans and the Economic Development Activity Plans (as part of the Long Term Plan).

Financial Considerations

- 10 Whilst investment to support economic development will be aligned to the four focus areas signalled within this strategy – any material decisions around (Council specific) funding will occur through the LTP consultation and development process.

Legal Considerations

- 11 No legal considerations exist relating to this report.

Policy Implications

- 12 The approval of this strategy will provide direction for the decision making process within the development of the Economic Development Activity Management Plan as part of the Long Term Plan.

Consultation

- 13 The proposed engagement plan on the Draft Strategy reflects the fact that this strategy has already been developed collaboratively by representatives of the local business community and Māori and local Iwi as well as Council.

- 14 The Draft Strategy was presented to external stakeholders in a feedback session on 27th November and was well received by the audience.

Tāngata Whenua Engagement

- 15 Iwi interests were represented by their elected representative - Russell Spratt – (Māori Representative CBC Committee) who participated in the development of the strategy as a member of the Economic Development Working Party.
- 16 The Strategy will be presented to Te Whakameninga o Kāpiti at the next scheduled Committee meeting.

Engagement Plan

- 17 Once Council has adopted the high level direction in this strategy, we will consult on the operational implications as part of the Long Term Plan 2015-35 consultation.

Publicity Considerations

- 18 A communications plan is being developed as part of the implementation plan for the Strategy.

RECOMMENDATION

- 19 That the Environment and Community Development Committee approves the Kāpiti District Economic Development Strategy 2015-2018 (refer to Attachment one of this report).
- 20 Note that key elements of The Strategy will be included in the draft Long Term Plan.

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ATTACHMENTS:

Attachment One: Economic Development Strategy 2015-2018