

Chairperson and Committee Members
ENVIRONMENT AND COMMUNITY DEVELOPMENT COMMITTEE

4 FEBRUARY 2016

Meeting Status: **Public**

Purpose of Report: For Decision

**KĀPITI ECONOMIC DEVELOPMENT STRATEGY: VISITOR
ATTRACTION PLAN**

PURPOSE OF REPORT

- 1 This report outlines the Council's proposed activities and role in attracting visitors to the District in relation to realising economic development outcomes. This report is seeking approval and adoption of the Kāpiti Visitor Attraction Plan 2016-2018.

DELEGATION

- 2 The Committee has delegation under Clause 7.1 of the Governance Structure and Delegations: 2013-2016 triennium to:

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

BACKGROUND

- 3 The Kāpiti Economic Development Strategy 2015-2018 is the result of a collaborative initiative between Council, the business community and iwi. The Strategy was approved by the Environment and Community Development Committee in December 2014 and endorsed by the Chamber of Commerce in January 2015 (Refer to report SP-14-1415).
- 4 The Strategy identified four focus areas; open for business, building capability, positioning Kāpiti and leadership. These areas of focus support the overall aspiration of a district that has a thriving economy, is vibrant and a place of diversity. The Economic Development Strategy summary page outlines the areas of focus and is attached as Appendix 1.
- 5 A priority for action is to explore the opportunity to use the visitor economy to accelerate Kāpiti's vision of a district that is thriving, vibrant and diverse. The Visitor Attraction Plan sets actions for Council to deliver visitor focussed initiatives that enables the District to meet its full potential as a visitor destination.
- 6 Consultant, Rob MacIntyre from Destination Planning Ltd carried out work to inform a plan to guide Council's approach in visitor attraction that focuses on achieving economic development outcomes for the Kāpiti District.
- 7 Findings were presented to Councillors, members of the Economic Development Leadership Group, stakeholders and Te Whakaminenga o Kāpiti. The findings

and feedback provide a foundation for the development of the Kāpiti Visitor Attraction Plan.

ISSUES AND OPTIONS

- 8 The community gains from focusing resources on the visitor economy are a common formula for delivering economic prosperity. The Kāpiti Visitor Attraction Plan (at Appendix 2) will assist the council in making decisions and investing in activities that enable Kāpiti to be a successful visitor destination.
- 9 The Kāpiti Visitor Plan sets out three focus areas supported by a set of actions to deliver visitor attraction initiatives (until 2018). Each area is designed to enhance the visitor economy. It is envisaged that benefits will go beyond financial benefits and include greater social amenities and more choices for local residents.
- 10 Major events and tourism are good economic development partners in visitor attraction as both activities encourage visitors to spend more time and money in the District. The Kāpiti Events Plan 2015 – 2018, adopted in December 2015 (refer to report SP-15-1772) is designed to companion the Visitor Attraction Plan as an approach to achieving outcomes of the Kāpiti Economic Development Strategy 2015-2018.

CONSIDERATIONS

Policy considerations

- 11 The Kāpiti District Economic Development Strategy 2015-2018 provides the overarching strategic framework for visitor attraction and event development as ways of growing the visitor economy.

Legal considerations

- 12 There are no legal considerations.

Financial considerations

- 13 There are funds allocated within the Economic Development programme as defined by the overarching Kāpiti Economic Development Strategy for 2015 - 2018. The amount of \$345,000 is allocated per annum as per the Long Term Plan and currently covers the existing contract for tourism and information services, visitor attraction projects and the i-SITE tenancy at Coastlands Shopping Centre.

Tāngata whenua considerations

- 14 Council has a major role in supporting and enabling iwi-led initiatives that give opportunity for tāngata whenua to welcome visitors in the true spirit of manaakitanga. The Visitor Attraction Plan acknowledges this customary right and goes some way to exploring actions that facilitate a greater iwi-Māori presence in Kāpiti attractions.

SIGNIFICANCE AND ENGAGEMENT

Degree of significance

- 15 This matter has a low degree of significance under Council Policy.

Consultation already undertaken

- 16 Consultant, Rob MacIntyre from Destination Planning Ltd carried out work to inform a plan to guide Council's approach in future visitor attraction and event development that focuses on achieving economic development outcomes for the Kāpiti District.
- 17 Findings were presented to Councillors, members of the Economic Development Leadership Group, stakeholders, commercial operators and Te Whakaminenga o Kāpiti.

Engagement planning

- 18 Over 100 individuals from 60 organisations have provided input into work that has informed the development of the Kāpiti Visitor Attraction Plan. Therefore, the engagement plan is now about advising the community about Council's decision and providing information on visitor attraction initiatives and tourism development activity.

Publicity

- 19 Visitor focussed initiatives within the Kāpiti Visitor Attraction Plan will require appropriate publicity. For example, a publicity plan will be developed to inform the community of any decisions that impact on the visitor information and tourism service delivery as a result of the plans outlined in the Kāpiti Visitor Attraction Plan

RECOMMENDATIONS

- 20 That the Environment and Community Development Committee adopts the Kāpiti Visitor Attraction Plan 2016-2018 (as detailed in Appendix 2 of report SP-16-1788) as an action plan for achieving economic development aspirations for Kāpiti.

Report prepared by	Approved for submission	Approved for submission
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ATTACHMENTS

- Appendix 1: One page summary of Kāpiti Economic Development Strategy 2015-18
 Appendix 2: Kāpiti Visitor Attraction Plan 2016-2018

Appendix 1: One page summary of Kāpiti Economic Development Strategy 2015-2018

