

Long Term Plan pre-engagement

Meeting: Council Briefing
Date of meeting: 09 September 2020
Reporting officer: Ben Hope, Senior Communications Advisor
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Manager

Purpose/Ngā whāinga

This is an update to the proposed pre-engagement approach presented in June.

Context/Horopaki

Financial modelling shows that there is likely to be little scope for new initiatives and the priority would be on upgrading existing infrastructure. We have therefore modified our proposed communications and engagement approach.

The Long Term Plan offers an opportunity for both elected members to discuss with the community, their vision as governors of Kaipara District Council and for the community to learn about the Long Term Plan process and what's proposed for the next 10 years. This allows a conversation to establish where Kaipara is currently, in terms of infrastructure, financial position, and the reality of work that can be achieved in a given timeframe.

The communications approach has been refined to educate the communities before we consult on why we are proposing to focus on upgrading existing infrastructure.

The previous LTP consultation received 248 submissions, with little pre-engagement.

Legislative requirements

Pre-engagement is not legislatively required but gives both council staff and elected members a good idea of the thoughts, feelings and aspirations of the community to take into account when planning the 2021 –2031 Long Term Plan.

Consultation processes and the contents of the LTP are set out in the Local Government Act 2002, sections 83-93.

Consultation must follow the Special Consultative Procedure as part of the formalised process in response to the Consultation Document planned for publication in March 2021, with key attributes as follows:

- Consultation on the proposals must remain open for at least a month
- The proposals must be widely available and provide opportunity for people to present their views in a way that enables spoken interaction, in person or through other audio channels.
- Special provisions are currently available during Covid-19, relating to the period and method of consultation. This is planned to expire on 22 September and may potentially be extended. As updates occur we will manage the consultation plan.
- Staff have already started a management level conversation with Iwi about focused topical engagement around the Long Term Plan. This conversation will involve further subject based information sessions and a plan on how to engage at the various levels throughout the Long Term Plan process.

Discussion/Ngā kōrerorero

Outcomes

Our desired outcomes for pre-consultation are:

- The public understands the LTP is the Council's work plan for the next 3 years (with a further 7 years included)
- Elected members have an opportunity to engage with communities over the Council's plans for the coming period
- The public believes they have had an opportunity to have their say in Council activities for the coming years
- The public engages with the LTP pre-engagement and consultation.

We will know we have been successful when:

- 600 people engage with the pre-consultation survey
- We receive 400 submissions to the LTP.

Approach

Three paths for pre-engagement are:

1. Education, using a mix of newspaper, Facebook we will tell stories about challenges for the future and proposed Council plans.
2. Engagement with Elected Members holding open days in Mangawhai Market, Dargaville supermarket (or library), Paparoa market, supported by collateral and Council staff.
3. Survey to seek high level feedback from the community about where and how much they would like us to invest in coming years.

These are the actions we have planned.

Action plan

Month	Education topics	Engagement approach
July-December	<ul style="list-style-type: none">• LTP process and purpose• Accommodating growth• Drinking water renewal• Roding, bridges and footpaths• Parks maintenance and development• Climate change	Outline of proposed priorities in: Kaipara Lifestyler / Mangawhai Focus Facebook (planned video content)
October (date TBC)	Strategic approach to spending, overall areas of council spending	Elected member attendance at: <ul style="list-style-type: none">• Paparoa market (Sat 17)• Mangawhai Tavern (Sat 24 LW) market• Dargaville supermarket (Tuesday 20 October) Supported with posters, fliers
October	Overall areas of council spending	High level survey questions in People's Panel and newspaper to engage the public and receive general direction as to approach (Oct 5 – Oct 31) for Nov LTP Briefing
December	Consultation Document	For approval and changes prior to adoption

February-March	LTP campaign	Kaipara Lifestyler, Mangawhai Focus, Matakoho Messenger, Kaiwaka Bugle Facebook Billboard / banner Radio advertising Fliers
March 1-29 Mar		LTP consultation, digital and paper Online Q&A (subject based on Consultation Document)
March (8 -12 Mar 2021)	All LTP topics	Elected Members lead community meetings in each of the four wards (x2), online QA

Next steps/E whaiake nei

1. Confirm dates and locations for elected member engagement
2. Continue storytelling
3. Prepare community survey.