

# Wairau Valley Research



# Strategic context

- Local employment is a priority for the local board who want people to have the opportunity to buy local, live local and work locally.
- The local board see Wairau Valley as key to the economic success of Kaipātiki
- In the Local Board Plan the local board have pledged to work with the existing local businesses to find out more about their issues and opportunities in order to plan what actions the board can deliver, support or advocate for.

# Local Board Agreement 2021/22

## **Local Planning and Development**

Activities include working with business and community associations to improve local economic development and employment initiatives.

The key initiatives for 2021/2022 include:

- continuing support for the Birkenhead and Northcote Business Improvement District areas
- working with businesses in the Wairau Valley to better understand their issues and opportunities and identify appropriate actions for future consideration.

# Previous Work looking at Wairau Valley Businesses

In 2013 The Kaipatiki Local Board commissioned research on businesses in the Wairau Valley and found that businesses had the following concerns:

Issue	Description
Accessibility	<ul style="list-style-type: none"><li>• Traffic congestion on Wairau Road and its connections</li><li>• Poor motorway access</li><li>• Availability of parking options</li></ul>
Presentation	<ul style="list-style-type: none"><li>• Tired and unappealing presentation of Wairau Valley and its businesses</li><li>• Lack of pride evident</li><li>• Issue of rubbish dumping after hours</li><li>• Lack of investment into beautification improvements</li></ul>
Unitary Plan Outcomes (removed those that are now historical post adoption of UP)	<ul style="list-style-type: none"><li>• The lack of a more focused plan such as the previous district plan or a precinct plan such as the Rosebank Road Precinct Plan</li></ul>
Infrastructure	<ul style="list-style-type: none"><li>• Low investment into infrastructure to help avoid flooding or simply to cover up current drains</li></ul>

# What do we know about business needs more generally?

Auckland Unlimited Research undertaken following the COVID response in late 2020 has shown that over half (63%) of Auckland businesses that accessed RBP COVID-19 support are likely to seek further support in 2021

The businesses identified that they would primarily be asking for support with:

- Business growth and sustainability (26%)
- Business strategy and planning (22%)
- Digital capability for e-commerce (15%)
- Marketing (11%)
- Financial (8%)

# Local Board Levers

- Advocacy (e.g. to Governing Body, AT, Central Government)
- Research to understand business' issues
- Increase access to business support or training

# EDAP relevant actions

The newly adopted Auckland Council Economic Development Action Plan 2021-2023 (EDAP) outlines the areas the Auckland Council Group will focus on in order to deliver economic development outcomes and assist with the COVID-19 economic recovery.

- 1.4.1 Identify **key skill shortages** in Tāmaki Makaurau and work with government and industry on opportunities to attract both domestic and international talent to Auckland as COVID-19 related border restrictions allow
- 2.4.2 Continue to deliver programmes to **support SME businesses**, with an increased focus on Māori business programmes and sectors of significance.
- There are also a number of relevant transport related actions or relevance to Wairau Valley Businesses as well as a number of regulatory actions (e.g. planning, consenting and compliance).

# Risks

Its important to acknowledge the possibility of raising expectations i.e. by asking businesses what their issues are there may be an expectation that the Local Board and Auckland Council Group will then fix the issues when it may well be that the issues are not ones the Council has a mechanism or resource to deliver what businesses are asking for.

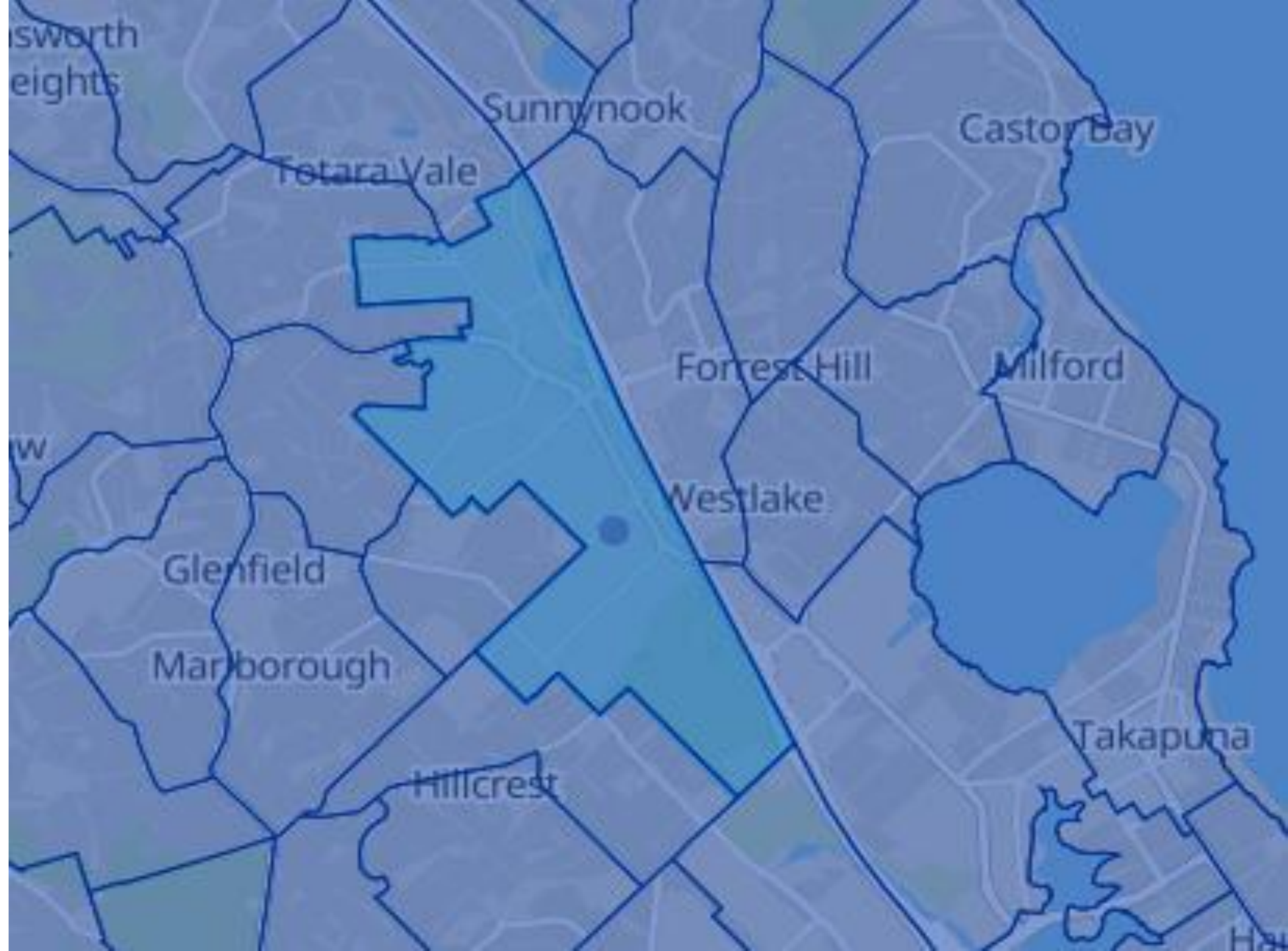


# Questions to Local Board

- Do we have a sense of what the issues or opportunities are?
- What do the local board want to do with the research?
- What sorts of actions does the local board envisage?

Wairau  
Valley

Profile:  
For  
information



# Economy

- The Wairau Valley is one of Auckland's larger employment zones
- 13,845 employees
- Contributes \$1.3bn to the Auckland Economy

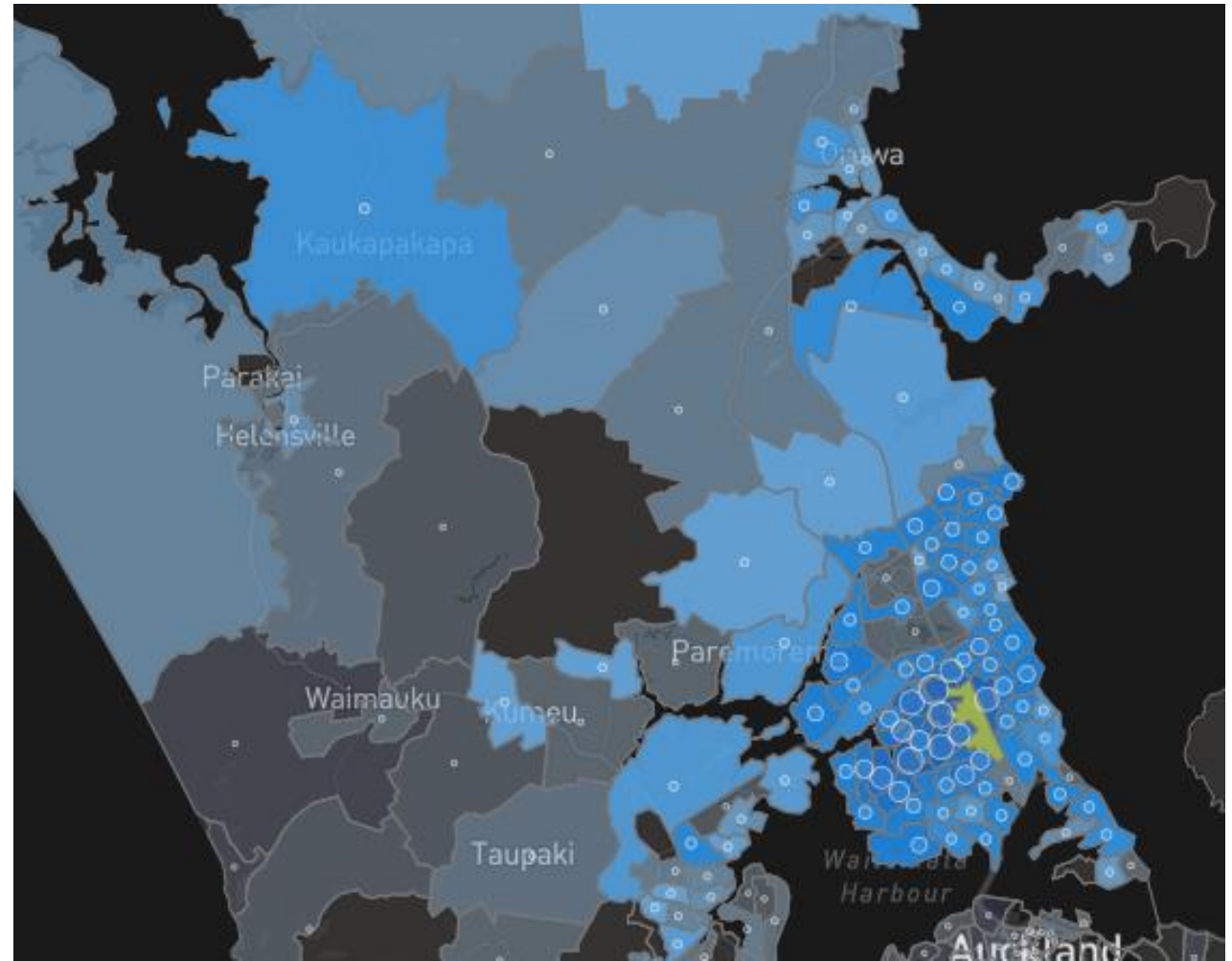
# Sectors

- Of the large employment precincts in Auckland the Wairau Valley has the lowest level of productivity (GDP generated per employee)
- Wairau Valley has around 15% of employment in retail which is higher than other large employment zone
- Penrose, East Tamaki, North Harbour and Wiri, for example, have 2-5% of employment in retail.
- Wairau Valley also has a higher proportion of employment in Building Construction than other employment zones and this is also a relatively low productivity sector.

Sector	EMP	GDP
Wholesale Trade	1485	\$ 208,278,993
Construction Services	1838	\$ 142,164,878
Other Store-Based Retailing and Non Store Retailing	1561	\$ 122,419,385
Motor Vehicle and Motor Vehicle Parts and Fuel Retailing	993	\$ 92,225,680
Professional, Scientific and Technical Services	798	\$ 89,892,520
Fabricated Metal Product Manufacturing	744	\$ 79,346,153
Polymer Product and Rubber Product Manufacturing	389	\$ 58,743,478
Other Services	787	\$ 55,363,201
Machinery and Other Equipment Manufacturing	366	\$ 52,798,675
Building Construction	651	\$ 42,770,880
Supermarket, Grocery Stores and Specialised Food Retailing	569	\$ 40,734,614
Health Care and Social Assistance	479	\$ 39,196,763
Road Transport	315	\$ 32,056,672
Finance	88	\$ 30,177,065
Rental and Hiring Services (except Real Estate)	116	\$ 28,069,143
Furniture and Other Manufacturing	289	\$ 25,672,430
Arts and Recreation Services	231	\$ 23,961,826
Textile, Leather, Clothing and Footwear Manufacturing	250	\$ 22,135,698
Accommodation and Food Services	445	\$ 16,302,025
Printing	156	\$ 15,604,531

# Commuting

- 8,955 people travel to Wairau Valley for work (100%), while 39 people (0%) also live in Wairau Valley.
- People arrive from 314 different areas, the largest share being Totara Vale South (201 people - 2% of arrivals).
- The most common way to arrive to for work is to drive a private car, truck or van (68%).
- The blue areas are where workers travel from to work at Wairau Valley



# Kaipātiki Community Houses/Centres: Funding Requirements Review

John Duthie and Jamie Adkins

# Background to why we are doing the review?

- Tattico Ltd previously undertook a similar study of the Kaipātiki Community Houses in 2016. This particularly arose over issues with the Birkdale/Beach Haven Community House programme. However, to ensure equity across the group, Tattico was asked to also undertake a strategic overview of Highbury, Glenfield, and Bayview in addition to Birkdale/Beach Haven.
- The 2016 Tattico report resulted in the Kaipātiki Local Board reallocating some resource levels into the programme.
- The Kaipātiki Local Board have requested that a review of the 2016 Tattico report take place to determine a reasonable and equitable funding approach for the Kaipātiki Community Houses/Centres.



# Who's involved?

**Lead Business Unit:** Connected Communities

**Other Business Units:** Local Board Services

**External Contractor:** Tattico Ltd

**Project Leads:** John Duthie and Jamie Adkins

**Project Team:** Heather Skinner, Darryl Soljan, Eric Perry, Trina Roycroft, Daniel Han and Challen Wilson

**Community Organisations:**

Bayview Community Centre

Beach Haven Community House

Birkdale Community House

Glenfield Community Centre

Highbury Community House

Marlborough Park Youth Facility

Hearts and Minds

# Purpose and Objectives

## Purpose:

- Review and refresh 2016 Tattico Community House report to understand appropriate investment levels for sustainable and successful community house operations

## Objectives:

- Connected Communities venue partners operate with effective governance structures to a professional standard
- Strengthening Connected Communities partners to become a thriving community sector that delivers maximum benefit to the Kaipātiki community
- Increased collaboration amongst Kaipātiki community organisations
- Connected Communities partners can participate in shared learning opportunities with other trustees and board members

# Context of the Scope

- Governance
- Setting and Monitoring of Key deliverables for the organisation (the outcomes of Local Board funding)
- Relationships with the Board
- How best to support the groups
- Financial sustainability
- Equitable treatment of the groups
- Ensuring success over the long term groups

# Out of Scope

- Programmes
- Increased budget envelope
- Property issues

# Expected Deliverables and Milestones

Milestones/Deliverables	Target date
Finalise the scope and brief of the report with Tattico	20/8/21
A workshop with project team from the Connect Communities, and Local Board area to finalize the scope and brief	27/8/21
To workshop the scope and brief with the Kaipatiki Local Board	8/9/21
A one-on-one session with each of the 7 organisations included within the study. Manager and Chairperson of the Centres/Houses. Note, Marlborough Park Youth Facility and Hearts and Minds was not part of the 2016 Tattico report.	20/9/21 to 8/11/21
A second workshop with appropriate project team to work through the initial findings and results from discussions with the different groups.	November 2021
A second workshop with the Kaipatiki Local Board to give them an update on progress and to highlight the key issues for the Board. This will also be a chance to test key emerging themes	December 2021
A final report and recommendations to be worked through with a council officer's workshop.	December 2021
A final report presented and approval from Kaipatiki Local Board	Feb
Kaipatiki Local Board to consider recommendations from the final report	March 2022

# Summary and Questions