

Te Anga o Te Pātukurea / Te Pātukurea Kerikeri-Waipapa sub district spatial plan

Te Whakahoutanga o te Rautaki Whakaputa Kōrero me te Whakapā /
Updated Communication and Engagement Plan Summary

20 February 2024



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1 Hei Whakataki Kōrero / Introduction

A Structure Plan for Kerikeri Waipapa (KKE/W) was adopted by Council in 2007, which has been partially implemented. The KKE/W area has experienced high population growth over recent years, which has contributed to residential and commercial development in an ad hoc, unplanned way.

The outcomes of the Structure Plan have been used as a starting point to develop a spatial plan for the sub-district area of Kerikeri-Waipapa which will include the identification of any required long-term (30 years) supply of future urban zoned land.

The purpose of this document (“the Plan”) is to summarise key communication and engagement approaches and methods for delivering Te Pātukurea Kerikeri-Waipapa Sub-District Spatial Plan.

2 Ngā Kōrero mō te Whakapā atu / Engagement Background

In 2021, the council directed staff to review the 2007 KKE/W structure plan in line with the provisions for a Future Development Strategy under the NPS-UD. The project team partnered with hapū representatives, facilitating the establishment of Te Pātukurea Hapū Rōpū as a governance body for this project, representing Ngāti Hineira, Ngāti Korohue, Ngāti Mau, Ngāti Rangī, Ngāti Rēhia, Ngāti Torehina ki Mataka, Te Uri Taniwha and Te Whiu. Between February to August 2022, the project team also consulted and engaged with relevant government agencies, providers of infrastructure, developers and members of the property sector, resident and community groups and other stakeholders.

Across 2022, through hui and workshops, hapū rōpū, stakeholders and community groups had the opportunity to inform emerging themes and assumptions as well as initial scenario-testing.

A decision was made in late 2022 to put the project on hold until the completion of the submissions process for the Proposed District Plan and to allow the hapū rōpū to prepare a cultural impact assessment to inform Te Pātukurea spatial plan. The Hapū Rōpū prepared a cultural impact assessment for the development of the plan in mid-2023.

In 2023, the project was restarted, with the first round of full public engagement on the identified emerging theme occurring in late 2023. Council and the Hapū Rōpū sought feedback from stakeholders and the community on what matters most for the future of their district.

Table 1: Key themes as ranked by Hapū Rōpū, community and rangatahi

Ranking	Hapū Rōpū	Community	Rangatahi
1	Protect and enhance te taiao	Transport, services and infrastructure	Protect and enhance te taiao
2	Cultural	Resilient economy	Cultural
3	Housing	Protect and enhance te taiao	Resilient economy
4	Climate change	Climate change	Housing
5	Resilient economy	Housing	Climate change
6	Transport, services and infrastructure	Cultural	Transport, services and infrastructure

3 Ngā Tikanga me ngā Whāinga o te Whakaputa Kōrero / Principles and Objectives for Engagement

Our engagement approach is guided by the following objectives and principles:

- Deliver Te Pātukurea in partnership with Hapū Rōpū.
- Ensure stakeholders and community groups feel that their feedback has shaped Te Pātukurea.
- Encourage diversity of views with engagement that focuses on “going where the people are”.
- Create awareness and understanding about the development of a sub-district spatial plan and why it is needed.
- Inform Council's decision-making process through meaningful and authentic community engagement.
- Build transparency of the process undertaken to date.

Two key principles guided our approach to public engagement:

- Diversity of views: to capture a diverse range of perspectives and be mindful that not everyone can or wants to use online channels to have their say. Spatial planning is also a complex concept to understand, so we will aim to have as many face to face opportunities as possible to build a shared understanding.
- Going where the people are: To be as accessible as possible, we seek to be where the community is and use established networks that they know and trust.

4 Te Huarahi Whakatutuki Mahi / Approach

Throughout the plan development process, on-going partnership with Te Pātukurea Hapū Rōpū representatives will occur through monthly hui to seek feedback into and endorsement of all project milestones.

Iterative engagement across the project is planned with stakeholders; key stakeholders and community groups have now been separated into two advisory groups (detailed below) based on their level of involvement in Te Pātukurea and to keep workshop numbers manageable. We plan to regularly communicate with these groups and schedule face-to-face workshops at significant project milestones with these groups, providing members with a platform to actively participate, inform implementation, share feedback, and help shape the strategic direction of the project. Subject matter experts (SME) will be engaged with across the project as required.

Akeake Advisory Group:

This group will comprise key stakeholders, including government agencies, developers, and organisations integral to the funding and implementation of the project.

Mahoe Advisory Group:

This group will comprise representatives from various stakeholder groups with knowledge and insights into the dynamics of the Kerikeri-Waipapa community. The experience within this group will help to ensure that the project aligns with the needs and aspirations of the community.

SMES:

A group of subject matter experts have also been identified and contacted. As we

progress the project, we plan to maintain open lines of communication with these experts, reaching out as needed for data sharing and specialised information requests.

Public consultation required to completed Te Pātukurea has been planned over two phases alongside socialisation of key project matters and the adopted version of Te Pātukurea. The public consultation and socialisation phases for Te Pātukurea are set out below.

- **Public Consultation Phase 1: Connect with Community (completed November 2023 – December 2023):** Enabling the public to have their say on emerging themes for Te Pātukurea. Incorporating feedback from early stakeholder engagement and in partnership with the Hapū Rōpū the project team developed the emerging themes into objectives of Te Pātukurea. As part of Round 1 the engagement material included a range of aspirations within each of the themes.
- **Socialisation of the findings of the first phase of public consultation, the Framework Document and next steps for engagement.**
- **Public Consultation Phase 2: Engage on Growth Scenarios (August 2024 – September 2024):** Using the insights we heard from the first round of engagement, we'll build on this momentum and in partnership with Te Pātukurea Hapū Rōpū, we'll engage with stakeholders, partners and community groups and consult with the community on several growth options.

Reconnect and Close the Loop (March 2025 – April 2025): Once a final plan has been developed, a socialisation phase to 'reconnect' and close the loop with the community will commence to inform on the final growth direction in the plan and next steps. We'll confirm the chosen scenario and close the loop with Te Pātukurea Hapū Rōpū, stakeholders, partners, community groups and the community. This round is about informing the community of the outcome, socialising the final plan, and advising next steps.

5 Ngā Tikanga Whakahaere / Methods

Tactics that will be deployed for public consultation phase 2 and the public socialisation:

- Sharing collateral with community groups for on-sharing
- Story maps to illustrate possible future visions of Kerikeri (consultation phase 2 only)
- Our website will be the key source of information for this project
- Pop-up stalls and drop-in session at local events to allow space and time for the community to discuss the project with the project team (consultation phase 2 only)
- Unmanned information stands (consultation phase 2 only)
- Social media, including FNDC social media pages and paid social media posts.
- Survey (digital and hard copy) (consultation phase 2 only)
- Print collateral – flyers and posters (consultation phase 2 only)
- Email database newsletter
- Phone number (council customer services) (consultation phase 2 only)
- Newspaper advertising (consultation phase 2 only)
- Submissions inbox (consultation phase 2 only)
- News story, media releases

6 Te Tātari i te Angitu / Measuring Success

In line with our objectives, we'll know our communications and engagement approach has been effective when:

- We work with the Hapū Rōpū through regular meetings to capture feedback, gain endorsement for any key decisions before they are presented to Council and seek opportunities for co-authoring reports where possible.
- We share with stakeholders how their feedback has informed the growth options
- We've captured a diverse range of perspectives (measured through specific survey questions that captures the area respondents come from, in addition to their respondent's ethnicity and age bracket)
- The community understand, and are aware of, the need for a spatial plan (measured through specific survey questions that ask respondents to evaluate the effectiveness of the information provided)

Through our advertising, we can also understand the reach of our campaign through the:

- Number of **impressions** our digital advertising campaigns generate (number of times the ads appeared online) and **click-through rate (CTR)** (number of people directed to our website by clicking on the advertisement)
- Number of **advertisements placed in newspapers** to indicate a potential reach (circulation statistics to indicate the number of people who may have seen the print advertisements)
- Unique views of the project webpage on the FNDC website