

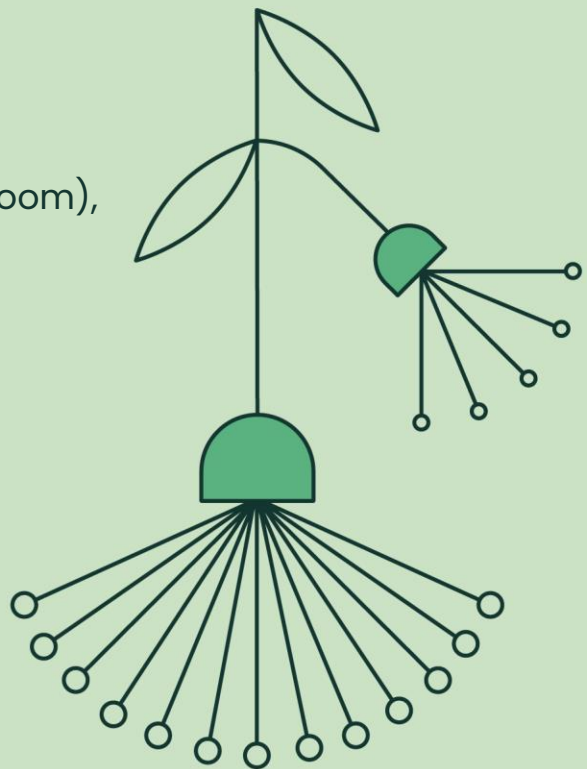
Mā tō tātou takiwā
For our District

Te Puke Spatial Plan Sub Committee

TPSP23-1

Wednesday, 22 November 2023, 6.00pm

Te Puke Library and Service Centre (Boardroom),
Jellicoe Street, Te Puke



Te Puke Spatial Plan Sub Committee

Membership:

Chairperson	TBC
Deputy Chairperson	TBC
Members	Cr Tracey Coxhead Cr Richard Crawford Cr Grant Dally Cr Andy Wichers Kassie Ellis – Te Puke Community Board (Chair) Dale Snell – Te Puke Community Board Karen Summerhays – Te Puke Community Board Neena Chauhan – Te Puke Community Board Darlene Dinsdale (Tangata Whenua representative) Helen Biel (Tangata Whenua representative)
Quorum	6 (Six) must include at least one Councillor, one Community Board member and one Tangata Whenua representative.
Frequency	As required

Role:

- To engage with key staff and over the development of the Te Puke Spatial Plan.
- To provide guidance, direction and support to the Te Puke Spatial Plan project team.
- To advocate the potential outcomes of the spatial plan to the wider Council and community.
- To approve options to test via targeted pre-engagement.
- To endorse the draft spatial plan to the Strategy and Policy Committee to consider adopting for community consultation.
- Listen to and receive the presentation of views by people and engage in spoken interaction in relation to any Te Puke Spatial Plan community engagement on whether under the Local Government Act 2002 or any other Act.

- Following consideration of submissions, to recommend changes to the spatial plan and endorse the final spatial plan to Strategy and Policy Committee for adoption.

Delegations:

To subcommittee is delegated authority to:

- To make all decisions necessary to fulfil the role of the Subcommittee subject the limitations imposed.
- No financial delegations.

Power to recommend:

To the Strategy and Policy Committee/Council as it deems appropriate.

Power to sub-delegate:

No power to sub-delegate.

Notice is hereby given that a Te Puke Spatial Plan Sub Committee Meeting will be held in the Te Puke Library and Service Centre (Boardroom), Jellicoe Street, Te Puke on:
Wednesday, 22 November 2023 at 6.00pm

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- 1 KARAKIA**
- 2 PRESENT**
- 3 IN ATTENDANCE**
- 4 APOLOGIES**
- 5 CONSIDERATION OF LATE ITEMS**
- 6 DECLARATIONS OF INTEREST**
- 7 PRESENTATIONS**

8 REPORTS

8.1 APPOINTMENT OF CHAIRPERSON AND DEPUTY CHAIRPERSON TO THE TE PUKE SPATIAL PLAN SUB COMMITTEE

File Number: A5814703

Author: Carolyn Irvin, Senior Governance Advisor

Authoriser: Greer Golding, Governance Manager

EXECUTIVE SUMMARY

The purpose of this report is for the Te Puke Spatial Plan Subcommittee to appoint a Chairperson and Deputy Chairperson in accordance with Clause 26, Schedule 7 of the Local Government Act 2002.

RECOMMENDATION

1. That the Senior Governance Advisor's report dated 22 November 2023 titled 'Appointment of Chairperson to the Te Puke Spatial Plan Sub Committee' be received.
2. That the report relates to an issue that is considered to be of low significance in terms of Council's Significance and Engagement Policy.
3. That, in accordance with Clause 26, Schedule 7 of the Local Government Act 2002, be appointed as Chairperson of the Te Puke Spatial Plan Subcommittee.
4. That, in accordance with Clause 26, Schedule 7 of the Local Government Act 2002, be appointed as Deputy Chairperson of the Te Puke Spatial Plan Subcommittee.

BACKGROUND

1. The Te Puke Spatial Plan Sub Committee and Terms of Reference was established by resolution at the Council meeting held on 30 August 2023.
2. The purpose of the subcommittee is to provide guidance, direction, and support to the project team in the development of the Te Puke Spatial Plan (TPSP).
3. Under its Terms of Reference, its role is to:
 - Engage with key staff and oversee the development of the TPSP;
 - Provide guidance, direction and support to the TPSP project;
 - Advocate potential outcomes to the wider Council and community;
 - Approve options to test via targeted pre-engagement;

- Endorse the draft Spatial Plan to the Strategy and Policy Committee to consider adopting for community consultation;
 - Listen to and receive the presentation of views by people and engage in spoken interaction in relation to any Te Puke Spatial Plan community engagement whether under the Local government Act 2022 or any other Act; and
 - Following consideration of submissions, to recommend changes to the Spatial Plan and endorse the final Spatial Plan to Strategy and Policy Committee for adoption.
4. In order for the TPSP subcommittee to carry out its role under its Terms of Reference and in accordance with Clause 26, Schedule 7 of the Local Government Act 2002, it is recommended that members elect a Chairperson and Deputy Chairperson.

SIGNIFICANCE AND ENGAGEMENT

5. The Local Government Act 2002 requires a formal assessment of the significance of matters and decision in this report against Council's Significance and Engagement Policy. In making this formal assessment there is no intention to assess the importance of this item to individuals, groups, or agencies within the community and it is acknowledged that all reports have a high degree of importance to those affected by Council decisions.
6. The Policy requires Council and its communities to identify the degree of significance attached to particular issues, proposals, assets, decisions, and activities.
7. In terms of the Significance and Engagement Policy this decision is considered to be of low importance because it is a procedural matter required under Clause 26, Schedule 7 of the Local Government Act 2002.

ENGAGEMENT, CONSULTATION AND COMMUNICATION

8. No engagement or consultation is required to elect a Chairperson or Deputy Chairperson of a subcommittee.

ISSUES AND OPTIONS ASSESSMENT

Option A	
That the Te Puke Spatial Plan Sub Committee elects a Chairperson and Deputy Chairperson	
Assessment of advantages and disadvantages including impact on each of the four well-beings <ul style="list-style-type: none"> • Economic • Social • Cultural • Environmental 	<p>It is prudent to have a chairperson presiding at each meeting to:</p> <ul style="list-style-type: none"> • Carry out the subcommittee's business;

	<ul style="list-style-type: none"> • Ensure all general and special directions are carried out as set out in its delegations; and • Perform its role as a subcommittee as set out in its Terms of Reference. <p>A Deputy Chairperson, in the absence of the Chairperson, will act as the Chairperson, ensuring the same.</p>
Costs (including present and future costs, direct, indirect and contingent costs).	Nil
Reasons why no other options are available: <ul style="list-style-type: none"> • Section 79 (2) (c) and (3) Local Government Act 2002 	If a Chairperson and Deputy Chairperson were not elected, it would negatively impact the ability of the subcommittee to make decisions and carry out its duties.

STATUTORY COMPLIANCE

9. The recommendations in the report are in accordance with Clause 26, Schedule 7 of the Local Government Act 2002.

FUNDING/BUDGET IMPLICATIONS

10. There are no financial or budgeting implications for the election of a Chairperson and Deputy Chairperson.

8.2 TE PUKE SPATIAL PLAN - PROJECT PLAN AND COMMUNICATION AND ENGAGEMENT STRATEGY

File Number: A5812610

Author: Ariell King, Strategic Advisor: Legislative Reform and Special Projects

Authoriser: Rachael Davie, Deputy CEO/General Manager Strategy and Community

PURPOSE

For the Subcommittee to consider, provide feedback on, and endorse the Te Puke Spatial Plan Project Plan and Communication and Engagement Strategy (**Attachment 1 and 2**).

RECOMMENDATION

1. That the Strategic Advisor: Legislative Reform and Special Projects' report dated 22 November 2023, titled 'Te Puke Spatial Plan - Project Plan and Communication and Engagement Strategy', be received.
2. That the subcommittee endorse the Te Puke Spatial Plan Project Plan and Communication and Engagement Strategy (**Attachment 1 and 2** of this report).
3. That any amendments to the Te Puke Spatial Plan Project Plan and Communication and Engagement Strategy agreed at the meeting are completed and final versions of the documents provided to the subcommittee.

DISCUSSION

1. The Te Puke Spatial Plan Project Plan sets out the scope, background, objectives and intended outputs of the project. It also includes the governance structure of the project, identified risks and the key project phases.
2. The proposed scope of the spatial plan includes community aspirations and outcomes, housing delivery across the housing continuum, hard and social infrastructure needs - including potential locations, direction for existing planned projects and direction for district plan changes (e.g., rezoning of land for residential and industrial use, and direction for development of the town centre).
3. The exact geographical scope of the spatial plan is still to be determined. However, it is intended that it is focussed on the Te Puke urban area. Surrounding areas will be considered from a greenfield development perspective as will linkages to the Manoeka Road and Waitangi village areas.

4. It is intended that we partner with Tangata Whenua in the development of the spatial plan and align outcomes and actions with the planning that Waitaha and Tapuika have undertaken.
5. The Communications and Engagement Strategy sets out an overview of the proposed communication and engagement for the development of the Te Puke Spatial Plan. This strategy should be read in conjunction with the Te Puke Spatial Plan Project Plan.
6. There is an emphasis on community-led engagement which in part will be facilitated by Colab¹.
7. Key messages will be developed for each engagement phase and a range of communication channels will be utilised to ensure that the community has multiple opportunities to be involved in the development of the spatial plan.
8. The engagement phases align with the key phases set out in the project plan.
9. A project update report will be provided to each subcommittee meeting. Any required or proposed updates or amendments to the Te Puke Spatial Plan Project Plan and Communication and Engagement Strategy can be discussed at future subcommittee meetings.

ATTACHMENTS

1. **Draft Te Puke Spatial Plan – Project Plan**  
2. **Te Puke Spatial Plan – Communication and Engagement Strategy**  

¹ <https://www.tepukeonline.nz/colab>

Project Plan

Project Name:	Te Puke Spatial Plan		
Date:		Release:	
Author:	Ariell King <i>Strategic Advisor: Legislative Reform and Special Projects</i>		
Document Number:	A5321321		

Document control

Date	Version	Description	Prepared:	Reviewed:	Approved:
Feb 2023	Draft 1.0	Draft prepared and sent for review	AK, MV	EW, LB, JR, NR	
May – June 2023	Draft 1.1	Draft amended following review	AK, MV		
July 2023	Draft 1.2	Draft amended following Strategy and Policy Committee meeting	AK	EW	
August 2023	Final draft	Reviewed by Project Sponsor	-	RD	
November 2023	Final draft	Final draft for Te Puke Spatial Plan Subcommittee meeting 22 November 2023	AK	RD, EW	Via agenda item

Project Definition

To prepare a Te Puke Spatial Plan and Implementation Plan.

Scope

The scope of the spatial plan includes the following:

- Discussion and agreement on the future population growth of Te Puke (current planning caters for approximately 13,000 people)
- Community aspirations and outcomes
- Housing delivery across the housing continuum
- Opportunities and constraints for the development of Te Puke
- Hard and social infrastructure needs (including housing) and potential locations.
- Direction for existing planned projects including walkways/cycleways, Te Puke Swimming Pool, Te Puke library and community centre.
- Direction for district plan changes (rezoning of land for residential and industrial, papakainga provisions)
- Direction for development of the town centre
- The desired split between green, grey and brownfield developments
- Urban design will be considered at a macro level to ensure inclusion of the social, economic, cultural, environmental and character elements of Te Puke.
- Understanding and aligning where possible the development of Waitangi Village and Manoeka Road Village (led by tangata whenua).
- Linkages (or effects/consequences) to other spatial plans/known growth areas (e.g., Eastern BOP Spatial Plan, new Eastern Town, Rangiuru Business Park, SmartGrowth Strategy, development of Te Tumu).

The geographical scope of the spatial plan is still to be determined. However, it is intended that it is focussed on the Te Puke urban area. Surrounding areas will be considered from a greenfield development perspective and linkages to the Manoeka Road and Waitangi village areas.

Out of scope

- Transport linkages to other areas – assume this will be done through the transport modelling undertaken by Council.
- Detailed urban design outcomes will not be included within the spatial plan such as building typologies, façade treatments and detailed landscaping.

Background

The rationale for the spatial plan is set out in “Proposed scope for the Te Puke Spatial Plan Discussion Paper for Workshop” (A5119140) and the notes from the workshop (A5355363).

Other documents that provide support for the development of the spatial plan

include:

- Housing and Business Capacity Assessment 2022
- Eastern Corridor Phase 1 Report (A3607124)
- Te Puke Housing Systems Plan 2022.

Project objectives

The following objectives are sought to be achieved during the development of the spatial plan:

- To clearly understand the aspirations of growth for the Te Puke community
- To clearly articulate what infrastructure is required for the Te Puke community.
- To develop a spatial plan and implementation plan that is more likely to assist in achieving the community outcomes and aspirations.
- Identify funding required for the actions.
- Development of community relationships to assist with the success of the implementation plan.
- Alignment of the spatial plan content with the Spatial Planning Bill requirements.

Outputs¹

- Project Plan (to be reviewed and approved)
- Project schedule (including milestones and deliverables)
- Communication and Engagement Strategy
- Baseline report that compiles all supporting information
- Economic assessment
- Open space assessment
- Urban design assessment
- Te Puke Spatial Plan
- Implementation Plan
- Placeholder budget estimates for the LTP

Project assumptions

The following project assumptions are related to the management of the project as opposed to assumptions that underpin or affect the content and outcomes for the Te Puke Spatial Plan:

- Adequate staff resources to complete the identified tasks on time.
- Governance structure supports the progress of the spatial plan and implementation plan.
- The timing of the community-led engagement aligns with the proposed timeframes.
- Sufficient budget to complete the proposed tasks and create the agreed outputs.
- Alignment of outcomes and timing of other Council projects including the library and service centre re-development, new swimming pool, transport choices, bypass modelling etc.

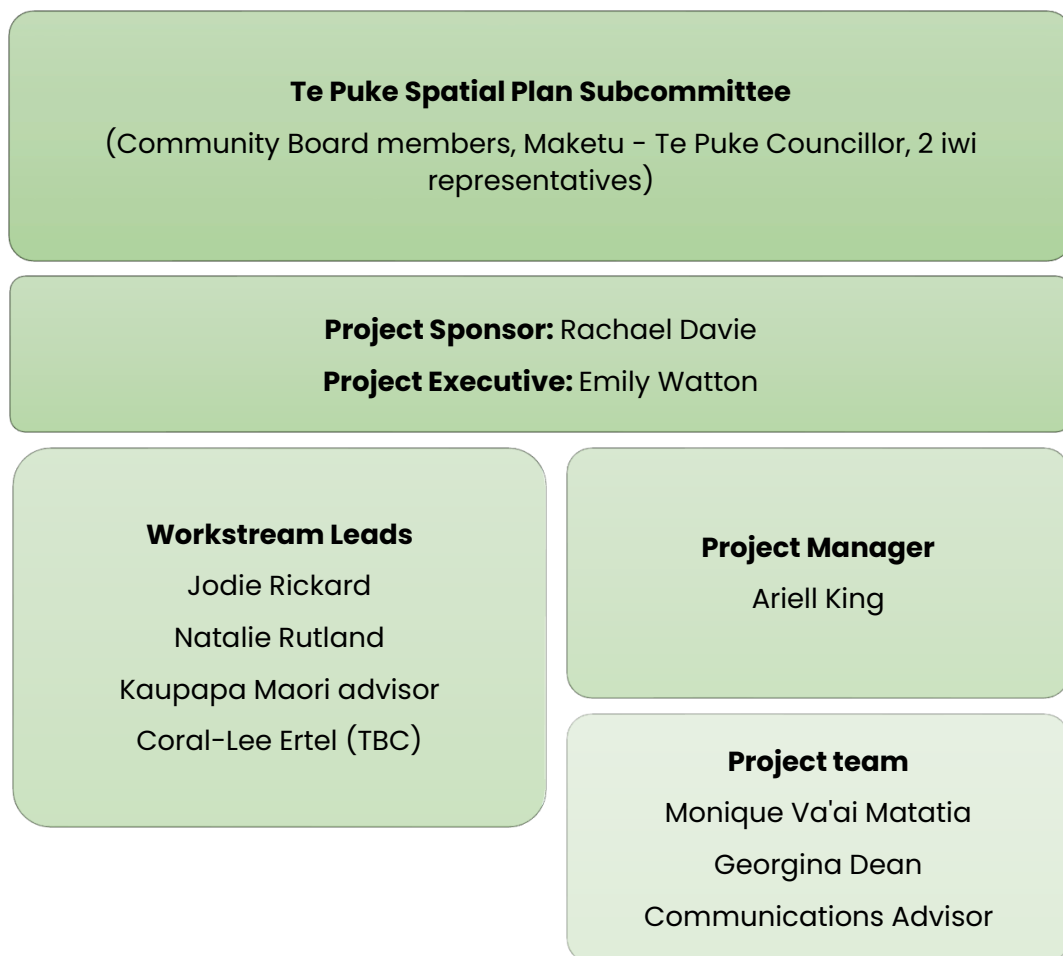
¹ Further assessments may be identified and prepared e.g., a social wellbeing assessment and a cultural wellbeing assessment.

Communication and Engagement

A Communication and Engagement Strategy has been prepared. This strategy is cognisant of the intended engagement for the Long-term Plan, and any other projects in Te Puke where engagement is proposed. Where possible it is intended that community engagement will be for multiple projects to reduce the possibility of 'consultation fatigue'.

Project Management Team Structure

The chart below sets out the team structure:



The following workstreams will assist in the development of the spatial plan:

Workstream	Purpose
Infrastructure	<ul style="list-style-type: none"> - Provide relevant infrastructure information and data to support decisions e.g., transport modelling, wastewater modelling. - Assist with community engagement as required. - Provide feedback on the draft spatial plan
Planning	<ul style="list-style-type: none"> - Provide relevant resource management information to support decisions e.g., plan change processes and outcomes, SG strategies and studies - Ensure alignment with RM reform and district and sub-regional planning processes including District Plan Review
Urban Design	<ul style="list-style-type: none"> - Provide advice and research on how Te Puke is functioning, this will include data collection, review, and high-level spatial drawings. - Provide assistance in creating connectivity in Te Puke multi-modal network. - Assist in CPTED monitoring and better outcomes (Crime Prevention through environmental design). - Align the existing and future urban design strategies with Te Puke Spatial Plan. - Assist in community engagement. - Develop high level drawings that establish key community nodes, connectivity and building mass locations. - Provide feedback on the draft spatial plan.
Three waters reform	<ul style="list-style-type: none"> - Ensure alignment with the reform and the water infrastructure constraints and opportunities
Data, demographics, and analysis	<ul style="list-style-type: none"> - Provision of relevant statistical data to support decisions - Maps and other visual media - Analysis of community feedback
Village planning	<ul style="list-style-type: none"> - Ensure alignment with the village planning processes, outcomes, and aspirations in Manoeka and Waitangi
Communications and Engagement	<ul style="list-style-type: none"> - This workstream will be guided by the tasks in the Communication and Engagement Strategy and additional plans as required.

Specific information requests for each workstream will be made in accordance with the project schedule.

Project Communication, Monitoring and Control

Project meetings, communication and reporting will be provided as follows:

Subcommittee	<ul style="list-style-type: none"> - Meeting as required in accordance with the schedule. - Monthly update
Project Sponsor and Executive	<ul style="list-style-type: none"> - Monthly meeting and update
Workstream Leads	<ul style="list-style-type: none"> - Monthly meeting and update - Advice will be sought on an ad-hoc basis and in accordance with the schedule
Project team	<ul style="list-style-type: none"> - Weekly or fortnightly meetings (in accordance with the schedule and the relevant phase of the project)

Updates to the Strategy and Policy Committee will be provided via the subcommittee.

Risk Management

The identified risks and potential mitigations are set out in the table:

Identified risk	Potential mitigation
Completion of the Te Puke Spatial Plan within the proposed timeframes	Ensure that adequate staff are available to complete the tasks in the required timeframes. Note that the availability of staff is also identified as an assumption.
Agreement on options/issues for further community engagement	<p>Regular interactions with the Subcommittee, Project Sponsor, and Project Advisors (see project communications outlined above).</p> <p>This risk may also have implications for meeting the proposed timeframes. For example, if further engagement is required or additional information requested, this is likely to affect the intended completion date.</p>
Insufficient budget to achieve intended outcomes.	Ensure that funds are used from appropriate budgets e.g., strategy and planning, communications, and engagement.
Alignment with other Council projects – there are several other projects that this project relies on (see 'Dependencies' below)	Identify and align information requirements, timeframes, and resources.

	Regular communications and updates between project managers.
Further amendment (or repeal) of the three waters reform	Maintain a watching brief and respond as required. The implications for the provision of infrastructure will need to be determined following the government elections in October 2023.

Dependencies

The following projects have been identified as dependencies for the successful completion of the Te Puke Spatial Plan:

- Timeframes for the community-led engagement facilitated by Colab
- Development of the Waitangi Village Plan and the Manoeka Road Village Plan

These dependencies have been identified as a risk and potential mitigations identified.

Budget

Included in existing budgets.

Key phases

The key phases of the project are set out below:

Project plan completed and governance established	Completed October 2023
Community planning exercises	xx 2023/2024 Includes community-led engagement
Options developed and tested	xx 2023/2024 Targeted engagement February 2024?
Draft Spatial Plan prepared	xx 2024 Includes draft Implementation Plan
Consultation on draft Spatial Plan	xx 2024
Adopt Spatial Plan	xx 2024

A detailed schedule will be prepared. This will be a managed document and is expected to be amended over the course of the project. As noted above, these timeframes may be affected by matters such as staff availability, engagement timeframes and the LTP consultation.

Communication and Engagement Strategy

Te Puke Spatial Plan

Summary

This strategy sets out an overview of the proposed communication and engagement for the development of the Te Puke Spatial Plan. This strategy should be read in conjunction with the Te Puke Spatial Plan Project Plan (A5321321).

It is intended that we partner with tangata whenua in the development of the spatial plan and aligning outcomes and actions with the planning that Waitaha and Tapuika are undertaking.

There is an emphasis on community-led engagement which in part will be facilitated by Colab¹.

Key messages will be developed for each engagement phase and a range of communication channels will be utilised to ensure that the community have multiple opportunities to be involved in the development of the spatial plan.

The engagement phases align with the key phases set out in the project plan:

Project plan completed and governance established	Completed October 2023
Community planning exercises	xx 2023/2024 Includes community-led engagement
Options developed and tested	xx 2023/2024 Targeted engagement February 2024?
Draft Spatial Plan prepared	xx 2024 Includes draft Implementation Plan
Consultation on draft Spatial Plan	xx 2024
Adopt Spatial Plan	xx 2024

¹ <https://www.tepukeonline.nz/colab>

Key messages

- There's a lot to love about Te Puke. The strong sense of community, multiculturalism, rural character, strong economy, beautiful environment, and being a small enough town to always feel connected. These are all things you told us you love about Te Puke. And while there's also things to improve, there's a lot of aroha here.
- We recognise Te Puke's rich cultural history as well as the mana whenua of Waitaha/Tapuika.
- We need to carry on our kōrero that started last year with housing and start to make some big decisions. More people are beginning to recognize how good we've got it in Te Puke and we're expecting the population to grow from 9,700 people now – to 13000 people (and possibly more) in the years ahead.
- There's a lot of planning to do to ensure that the people of Te Puke have somewhere affordable to live, great places to work, safe parks to visit, easy access to services and education and modern community facilities to enjoy – all while we protect and grow what you love about town now.
- We want to protect what we love about Te Puke – the natural environment, biodiversity, and cultural and historic heritage.
- With your help we can make a plan for future growth that improves the wellbeing of everyone in Te Puke and guides new infrastructure investments like the new pool. This is journey, and we're only just getting started.
- Te Puke is your town, and your life is here, so we want to hear from you on what to do and when.

Further detail on each of the engagement phases can be found in Appendix 1.

Stakeholders have been identified and are included in Appendix 2.

Introduction

Te Puke is the biggest town in our District, with a population that's forecast to continue growing. There are significant planning challenges that we need to address if we are to get the town's social and hard infrastructure delivered to the correct level and to provide for community aspirations.

There is a strong sense of community in parts of Te Puke. Responses to [a Council survey question from July 2022](#) asking 'What makes Te Puke a great place to live?', saw people list things like 'a strong sense of community', 'Multicultural, a diverse community with a range of interests and religions', 'rural nature', 'small enough to feel connected'.

To address the growth and needs of the Te Puke community, the Strategy and Policy Committee agreed to initiate a process to create a spatial plan for Te Puke (including the proposed scope – see [discussion paper](#)).

The spatial plan is needed to

- co-ordinate the infrastructure for population growth
- address the housing shortfall ([see SmartGrowth Housing & Business Capacity Assessment 2022](#))
- realise new opportunities
- plan new infrastructure projects in Te Puke (current population is approximately 9700 people, infrastructure to cater to 13,000)
- plan what happens after we reach 13,000 people?
- help plan for and realise tangata whenua aspirations
- determine the future growth of Te Puke
- plan and improve the wellbeing of Te Puke
- guide infrastructure investment
- ensure we protect what is special about Te Puke

Engagement context

This project is taking place after several other community engagement projects.

- In mid 2022 the Te Puke community were asked what it was they loved about their town and other housing related questions for the first iteration of Your Place Tō wāhi ([feedback here](#)) and Te Puke Urban Review aka the introduction of medium density housing rules through Plan Change 92 ([feedback here](#)).
- In June 2023, the Te Puke community was consulted in the second round of the Your Place Tō wāhi community engagement, which was co-led with the community.
- Te Puke transport choices consultation has been undertaken on the proposed cycleway linkages across the town. Council decided not to proceed with the proposal, however, the feedback from this consultation will be included in the development of options for the spatial plan.

- Community-led workshops will be held to expand on the local priorities identified in Tō Wāhi. These will include sector-based workshops and aiming to reach voices that are not often heard from.

Engagement fatigue has the potential to be high and could lead to the people of Te Puke not trusting that we value their feedback, or thinking why bother giving feedback as the information has been provided already.

The narrative needs to continue the story of growth and change that we have initiated with the community, while framing the next set of engagements as the next stop along the path in that journey.

Scope of this engagement strategy

This engagement strategy covers the high-level approach to engagement for this project.

A more detailed action plan may be developed when more is known about the topics that need further engagement and following the completion of the baseline report and the second phase of community-led engagement.

Continuing our community led journey

We have initiated a community-led engagement process for the Your Place Tō wāhi campaign which is being fronted in the community by Colab² (for the Te Puke community). This will be continued within phase two of the project.

Partnering with tangata whenua

Partnering with tangata whenua early and at all levels of the project is essential. Representatives from Te Ihū o te Waka o Te Arawa are members of the Council sub committee and will help to guide the formation of the TPSP. Plans for village development at Waitangi and Manoeka will need to factor into the wider planning processes also.

The subcommittee has decision-making delegations for the spatial plan (with the exception of adopting the spatial plan).

It is important to have clarity as to who leads this to ensure that there is not a double up of questions and information requests to tangata whenua representatives.

² <https://www.tepukeonline.nz/colab>

Principles of engagement

1. Community to lead the conversation (where appropriate). We'll use engagement methods and tools that work for the community – be open to change and being innovative (e.g. voting buckets and community noticeboard pages for quick polls).
2. Council recognises that community-led engagement is complex and needs a certain amount of flexibility. We are prepared to listen, respond, and share decision-making power.
3. Council commits to not asking the same questions twice. We acknowledge that the community has already told us about priorities / issues / opportunities and won't waste their time.
4. Council will work with a wide group of people that represent diverse groups.

Objectives

1. To develop a comprehensive communications and engagement approach that builds on our existing work to empower and support the community to lead engagement with further conversations using a mix of events, and digital advertising methods.
2. Ensure the narrative, language, messaging, and questions build toward a collective vision for Te Puke that is based on the community's feedback on what they want for their town.
3. Representative diversity. Engagement will focus on a wide array of topics; we need to spread engagement across a wide range of our community groups to ensure that all groups are represented.

Approach – Building on our community led engagement

In Te Puke (and more widely) we have already initiated community-led engagement through our existing Your Place Tō Wāhi campaign. Te Puke Spatial Plan engagement will need to carry on and build on the meaningful partnerships we've forged with our community partners and do so in a way that is respectful to them and their timelines.

We will work with Colab and look to engage diverse community groups that include

- Communities of place – a community of people who live within Te Puke
- Communities of interest – a community of people who share a common interest (e.g., sports clubs)
- Communities of identity – a community of people who share common affiliations or experiences (e.g., multicultural groups)

For in-depth stakeholder analysis see Appendix 2 – Stakeholder engagement matrix.

Engagement: Proposed community-led kōrero structure

1. Introduce the project to the general community by establishing the future they want for Te Puke. We can then understand what we need to do to get there in each of the different engagement topics/ options e.g., hard infrastructure, social infrastructure, housing, recreation, growth, and town development.
2. Work with Colab to approach various community groups to workshop and lead the engagement on select topics e.g., Te Ara Kahikatea Pathway society could lead recreation topics. Note: similar to what's been done for the Tō Wāhi LTP community kōrero but differentiate by communities of interest rather than communities of place.
3. Online consultation options to be hosted by Council.
4. Include reference group of government agencies to ensure officials can also be taken on the journey.

We will ensure that community groups are supported to give feedback in way that promotes trust and shows our willingness to be flexible.

We also need to ensure that our community leaders are compensated for their time, so they are encouraged to partner with us.

Campaign theme and approach

The overarching campaign/brand will remain under the *Your Place Tō wāhi* umbrella for all kōrero and engagement based, inside the Te Puke neighbourhood.

The TPSP can be framed as us taking the next step from the existing kōrero and moving into the details.

With the existing Your Place Tō Wāhi kōrero, the community led conversations and the iwi-led community engagements, this is an ideal opportunity for us to build on their discoveries about what the community want and love about their place. We can use this to create a vision and theme for this campaign, like a vision that different communities can relate to and work towards.

We will further this vision with options for the future of Te Puke developed through the engagement process.

Engagement planning and phases

See also Appendix 1.

Phase one: Information gathering

Outcome: Establish project and formalise relationships

- Planning and meeting with key stakeholder groups to loop them in on the project
- Establish reference groups
- Work with Colab to partner with community groups to facilitate community-led engagement for phases two to four.

Phase two: Pre engagement / project introduction

Outcome: Gather information to inform options development

- Use public art to tell the story of our engagement – ask people to contribute, and further develop the story. E.g., Town vision wall put up in Jubilee Park for people to write their dreams for Te Puke on.
- 'What's on your mind'
- Inspiration from: <https://beforeidieproject.com/walls/> also use an online version from Bang the Table.
- Could also get people to draw what Te Puke could look like / they think or want Te Puke to look like in years to come.
- Community groups to run community-led engagement of their choice within their communities. This information to inform options development.
- Mail out, media releases and signage to let people know we're planning a new campaign for them to build on their existing kōrero to protect and grow the things they love about Te Puke, while improving it for everyone.
- Work with schools to develop their dreams for Te Puke.
- Launch webpage on Council website with information about upcoming projects.
- Liaise with reference groups and update Governance / sub committee group.
- Hui with Waitaha and Tapuika on their aspirations and how we can use this process to help achieve their outcomes.

Phase three: Options tested through targeted engagement

Outcome: Feedback on options to inform the draft spatial plan

- Community groups to run community-led engagement of their choice within their communities, considering the options and providing feedback.
- Consider bringing community-groups together for workshop.
- School based enquiry – options analysis
- Workshop with developers / technical people / key stakeholders in housing space.
- Share options with Waitaha and Tapuika for understand how we can further their aspirations, get their feedback on any conflicts with the options.

- Meet with government reference group on the options and get their feedback.

Phase four: Consultation on the draft spatial plan and implementation plan

Outcome: Feedback to influence final spatial plan and implementation plan

- Mail out to residents with link to consultation page.
- Community engagement on the draft plans, close the loop on how we've taken on feedback and incorporated it.
- Workshop with developers / technical people / key stakeholders.
- Meet with Government stakeholder reference group to discuss the draft spatial plan and draft implementation plan.
- Hui with Waitaha and Tapuika on the draft spatial plan and draft implementation plan.

Budget

- Included in existing budgets.

Evaluation

- Conduct a sentiment review of media coverage and social media comments
- Assess quality and quantity of feedback
- Survey community leaders who participated in the planning on their thoughts

Risks, issues, and mitigation

- Submitters believe that Council has predefined outcomes and don't trust they have been listened to – *messaging to explain the process has been led by Council, but their important feedback will determine our approach.*
- Community led approach doesn't gain traction and community feel they're being misrepresented – *provide alternative ways for people to engage (online channels, libraries etc). Ensure that people feel comfortable, however they're giving feedback.*
- Communication doesn't reach our desired audience and they miss the opportunity to have their say – *use active, friendly language (no Council-speak or jargon) and spread messages via a diverse range of channels and methods to reach far and wide.*
- Communication doesn't reach all demographics of our audience and the feedback doesn't represent all of the community – *use varied tactics, channels, spokespeople, and simple language in key messaging to ensure it reaches a wide audience.*
- Communication is lacking or inaccurate causing misinformation to spread within the community – *ensure all comms are reviewed by project lead.*
- Public expectation about the outcome of the review being too high, leading to disappointment – *explain Council's role and that we will provide opportunities to engage wherever we can.*

- Community doesn't engage on the basis that they feel they have told Council their thoughts/concerns over and over – *be clear from the outset where the existing feedback is being used, and that this campaign is just to further the story and take us along the journey to the next stop.*

Collateral required

- Have Your Say website banners, buttons, illustrations etc.
- Roadside signage (rural)
- Corflute signs for street light poles (CBD)
- Social posts
- Website feature tiles
- Digital advertising
- Have Your Say event voting cards, concept plan maps, signage etc.
- Videos/panoramas/drone footage of concept plan sites
- Letterbox drop / flyers
- Incentives/ freebie/ gift in exchange for feedback

Communications channels

- Council website project pages, consultations, and news
- Email newsletter / Your Place and Council
- Trusted spokespeople – community leaders
- Antenno
- Digital advertising – NZME, Sun Media, Google, social media, Spotify, YouTube
- Community and Council Facebook pages
- Direct comms – letters/ mail out to residents, hui through established relationships etc
- Events and physical signage

Appendix 1 – Engagement planning phases

- Tangata whenua to choose how and on what they wish to interact and what information around aspirations they wish to share with us for this process.
- A Government stakeholder reference group should be established to ensure our plans meet their requirements at all stages.
- Community-led consultation methods need to first be agreed on so these can be appropriately factored in.

Phase one – Information gathering

Technical precursors	Engagement activity	Target audience	Outcomes
Community led workshops	Strategy and Policy Committee agenda item to create the Te Puke Spatial Plan Subcommittee. Agenda items for Te Ihu O Te Waka o Te Arawa Forum and Te Puke Community Board regarding the subcommittee purpose and membership.		Establish Te Puke Spatial Plan subcommittee
	Meet with and establish a 'Government Stakeholders Reference Group'	KO, Mhud, Health, Police, MoE, BOPRC, MfE	Establish Government Stakeholders Reference group
	Service contract established with Colab for community-led consultation approach.	Colab	To support planning for phase two, issues and risks analysed
Outcomes of planning undertaken to date by Waitaha and Tapuika	Meeting with representatives from tangata whenua	Tangata whenua	1. Understand how tangata whenua want to be involved 2. How we can support them with village planning?

Technical precursors	Engagement activity	Target audience	Outcomes
			3. Begin kōrero on their aspirations and what/ if / how Council can assist through our planning processes
Completion of phase 1	Combine initial feedback from key stakeholders with the existing feedback from earlier consultation projects.	Project team Governance / Subcommittee	Utilise information for Phase two.

Phase two Pre-engagement/project introduction

Technical precursors	Engagement activity	Target	Outcomes
Baseline report complete To Wahi feedback	Media release Mail out launching project inviting everyone to checkout the reports key info Public art and digital pin up boards for what we want for Te Puke Community-led engagement (Colab)	Residents	Inform residents and community of project scope and timeframes Set clear expectations of project, including state approvals process Educate the community on key concepts related to the

	Schools briefed and begin school engagement assessing what tamariki and rangatahi want for their town		project
	Work with Tangata whenua to see how this planning process could help to realise their aspirations	Tangata whenua	Identification of aspirations
New feedback summarised	Consult Government stakeholders' group to identify solutions to any issues raised in engagement	Government stakeholders reference group	Identification of any further planning / technical issues or solutions
	Meet with subcommittee and project governance to discuss feedback and guide development of options	Subcommittee Project governance	Guidance for development of options

Phase three - Options tested through targeted engagement

Technical precursors	Engagement activity	Target	Outcomes
Preferred options developed	Mail out to residents Proceed with targeted engagement School based enquiry – options analysis Workshop with developers / technical people / key stakeholders in housing space	Residents Developers / key stakeholder	Feedback on preferred options, issues, concerns, and barriers
Options for realising Tangata whenua	Further hui to further the kōrero on what aspirations have been shared and how Council	Tangata whenua	

aspirations developed	may be able to enable them		
Resident/ community and stakeholder engagement	Discuss themes from the resident/ community and stakeholder engagement feedback	Government stakeholder reference group	Refined options for draft spatial plan Identify further issues, concerns, and barriers
Government stakeholder reference group meeting	Workshop with subcommittee	Subcommittee	Refined options for draft spatial plan

Phase four – Consultation on the draft spatial plan and implementation plan

Technical precursors	Engagement activity	Target	Outcomes
Confirmation of preferred options	Mail out to residents Consultation on the draft spatial plan and implementation plan Workshop with developers / technical people / key stakeholders Tangata whenua hui	Residents Industry professionals Tangata whenua	Gauge support for the draft plan and identify modifications to be made plan
Summary of feedback	Subcommittee meeting to hear and deliberate on feedback	Subcommittee	Amendments to draft spatial plan and draft implementation plan.

Technical precursors	Engagement activity	Target	Outcomes
			Endorsement of final spatial plan and implementation plan to Strategy and Policy Committee.

Adoption of the spatial plan and implementation plan

Technical precursors	Engagement activity	Target	Outcomes
Final spatial plan and implementation plan	Strategy and Policy Committee to adopt final spatial plan and implementation plan Close the loop to confirm we've taken on the feedback we heard and incorporated it	Strategy and Policy Committee Residents, community groups, stakeholders Tangata whenua	Adoption of plan Work with tangata whenua and other stakeholders on the actions in the implementation plan. Ensure inclusion of relevant projects and budgets in the Long-term Plan.

Appendix 2 – Stakeholder engagement matrix

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
Residents of Te Puke	<p>Any changes as a result of this work will affect how the community lives and neighbourhoods (especially ratepayers who reside in the district).</p> <p>They expect</p> <ul style="list-style-type: none"> - To be involved in providing input on relevant topics. - To be kept informed on for each topic. - that their feedback means something and leads to actual change 	The community's involvement is important for setting the priorities and guiding Council planners on where their values lie.	Varies from significant to minimal.	Consult. Council needs community feedback and ideas, and will ensure they are kept informed, listened to and that concerns, and aspirations are acknowledged. We will 'close the loop' and let submitters know how they have influenced the process.	Significant impact- changes made as a result of this project will affect every day lives and neighbourhoods of the community.	High reach methods – social media Mail out Public signage etc.

³ Inform, consult, involve, collaborate, empower.

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
Growth related companies. Relevant companies, developers, professionals, consultants, businesses, and organisations	The outcomes of this work will have a large impact on the businesses of these stakeholders, and Council's work in partnership with them. They expect - To be highly involved in providing detailed input on relevant topics. - To be kept informed on for each topic.	This group add a technical lens to the issues, allowing Council to understand what will and won't be acceptable from a business POV. Their feedback is critical in ensuring changes are workable.	Significantly interested.	Involve. Council will need to undertake specific and targeted approach to ensuring we work with industry and incorporate their feedback.	Significant impact - changes made as a result of this project will affect the businesses operated by this group, and whether or not the solutions put forward are successful.	Targeted specific comms, workshops, personal relationships.
Community Boards, elected members, and staff	As community representatives, and decision makers our elected members and staff have a detailed understanding of process. They expect - To be informed of	It is vital to have these stakeholders on board as they are the voice of the community. Decision making will be	Significantly interested.	Involve. Elected members and staff are part of the formal process and need to be involved.	Significant impact. This work will have an effect on the wider Council brand and reputation, including that of its members and staff.	Emails, media releases, formal meetings, events.

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
	<p>progress.</p> <ul style="list-style-type: none"> - To formally participate in discussion. - To be kept informed. <p>They will be on the governance group.</p>	fraught with issues without support from this group.				
Community groups	<p>There will be some community groups with a strong connection to the land, but no legal role in guarding it (e.g., volunteers).</p> <p>These groups will expect to</p> <ul style="list-style-type: none"> -To be invited to provide feedback. -Have a strong operational focus. 	<p>The benefits of involving this group are that they can be powerful lobbyists within their communities. They can help to provide clarification on issues.</p>	Significant to moderate level of interest.	Consult. Council needs feedback from these groups.	Moderate impact depending on topic.	Workshops, community drop-in sessions, digital platforms including email, social media, and Have Your Say events.
Media	While media are not consulted, they have an	This group is a great way	Moderate level of interest – but	Inform. Media are a third party	Low impact.	Media releases, email, social

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
	<p>influential role in communicating issues.</p> <p>Media will expect to be</p> <ul style="list-style-type: none"> - Kept informed of changes at a high level. - Made aware of important decision-making milestones. - Have access to people and information as needed. 	to share information, but it needs to be managed through the comms team.	changes to significant as changes arise.	to this process but hold a great deal of influence.		media, Council meetings. Put forward people (staff and community leaders) to be interviewed / discuss the option of running a weekly/monthly feature on 'Planning for Te Puke's future' or some other name where a different element or topic could be unpacked and explained?
Western Bay staff	Other groups within Council will expect to be kept informed at a high level, for their own planning and communication purposes.	Keeping these interest groups informed will ensure that we can stay abreast with	Moderate level of interest – but changes to significant as changes arise.	Consult / collaborate	High impact.	Direct comms, section on WestWorld

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
		their plans.				
Kainga Ora	Critical for the planning of future housing	Can align planning processes	Moderate.	Collaborate / partner	High impact.	Direct comms creates new / leverage existing relationships.
MfE	Critical for the planning of future housing needs	Understand trends from around NZ to incorporate / respond to locally.	Moderate level of interest – but may change to significant as changes arise.	Consult / collaborate	High impact.	Direct comms creates new / leverage existing relationships.
Health	Responsible for coordinating health resources and nationally and responding to large public health issues.	Align planning and outcomes, leverage from their expertise and knowledge of related trends, ensure plans meet national best practice for	Moderate level of interest – but changes to significant as changes arise.	Consult / collaborate	High impact.	Direct comms creates new / leverage existing relationships.

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
		this sector.				
Ministry of Education	Play a direct role in planning for the future infrastructure needed to support schools in growing communities.	Align planning and outcomes, leverage from their expertise and knowledge of related trends, ensure plans meet national best practice for this sector. Share our feedback and findings for their purposes.	Moderate level of interest – but changes to significant as changes arise.	Consult / collaborate	High impact.	Direct comms creates new / leverage existing relationships.
BOPRC/ other local Councils	These groups are instigating change and running similar processes. They will expect to be kept informed at a high level.	Keeping these groups informed will ensure that we can stay abreast with their plans / NPS directives	Moderate level of interest – but changes to significant as changes arise.	Consult / collaborate	High impact.	Direct comms creates new / leverage existing relationships. Section on WestWorld
Te Puke COLAB group	Umbrella group for several social sector	This group have been	High – their work is affected by	Empower / collaborate – we'll potentially look	High impact.	Direct comms through

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
	community groups	<p>pivotal is the rollout of services beyond Council's means. They are well connected to the community and other community groups.</p> <p>Their insights will inform better solutions and their involvement will add credence to campaign. Any community-led approach should look to</p>	<p>the decisions that will come out of the TPSP.</p> <p>Their Focus for 2023</p> <ul style="list-style-type: none"> Youth Engagement & Development Housing Community Connection and Cohesion Responding to local needs, trends, and opportunities (new initiatives) Building Resilience and Capability Establishing a formal, legal structure 	to work with COLAB to deliver the community engagement if appropriate.		existing relationships.

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
		this group for input and potential partnering.				
Housing Network	Network for several housing sector groups Holder of Te Puke Housing Systems Plan.	Invaluable perspective for insight along the housing continuum.	High for specific issues	Involve	High	Direct comms – existing relationships
EPIC Te Puke	Promotional role within community about services and promoting Te Puke as a place to live and work	Well connected to local businesses, established platform	Medium – high	Involve / collaborate	Medium – role is more promotional	Direct comms – existing relationships
Te Puke Economic Development Group	Promote and advocate for Te Puke externally as a growing town for industry and jobs	Strong advocates for the business community	High	Empower / collaborate	High	Direct comms – existing relationships
Public safety Te Puke Police, St John, Te Puke Community Patrols	Promote, care for and be an advocate for the safety of people in Te Puke	Valuable insights as have finger on the pulse regarding local safety issues. Can	Medium	Involve / collaborate	High	Direct comms – existing relationships

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
		apply a public safety lens on issues, and have experience working with all parts of the community				
General community groups Te Puke Kiwi Coast Lions Club / Pink Ladies, Te Puke Toy Library, RSA	Supporters and advocates for various parts of the community.	As providers of community services/ support these groups have wide networks and strong social capital within the community.	Medium	Consult / involve	Medium/ low	Direct comms – existing relationships
Environmental groups Environment Te Puke, Forest and Bird Te Puke	Groups that advocate for conservation and eco-friendly practices. Active volunteer networks at various levels – on ground works, and advocacy.	Highly passionate about environment, great source of local knowledge.	Medium/ high	Involve/collaborate	Medium/ high	Direct comms – existing relationships

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
Branch						
Cultural groups Chinese Friendship Society Nepalese Association BOP Te Puke Indian Women's Social Group Te Puke Sikh Temple and BOP Sikh Society NZ Trust Tuvaluan Community groups	Communities of identity – groups that bring together and support ethnic minorities through connection and support networks. Advocates for their groups and sharing knowledge culture where appropriate.	Important communities to reach out to as they're under represented and face different challenges, including English not being their first language. Support groups can help to facilitate meaningful engagement.	Medium/ high	Collaborate / empower	Medium/ high	Direct comms – existing relationships
Health groups Nga Kakano Foundation	Health providers / connectors across multiple platforms/ services.	Unique perspective on issues that can affect	Low/ medium	Consult / involve / collaborate	Medium/ high	Direct comms – existing relationships

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
Poutiri Charitable Trust Poutiri Charitable Trust Te Puke Plunket Waitaha Health Clinic		wellbeing for the community at large, as well as identifying pinch point.				
Schools Te Kura Kaupapa Māori o Te Matai Te Puke High School Te Puke Intermediate School Te Puke Primary School	Educators and young people of Te Puke, who will be affected by change now and in the future for a long time to come. Important to seek the views of young people about the future they will inherit.	Youth perspective is extremely valuable for planning the project and as an opportunity to foster early engagement in civic processes.	Medium	Collaborate/empower.	High	Direct comms – existing relationships with teaching staff
Sports clubs / recreation groups	Community touch points for people with an interest in recreation	Highly connected with the	Overall – low High – for recreational	Collaborate for relevant topics	Medium/ high	Direct comms on suitable topics

Stakeholder group	Role/ connection and expectation	Benefits of involvement	Level of interest	Level of influence within IAP2 Spectrum ³	Level of impact	Comms channels
	– of all ages.	community.	topics, suggesting a customised comms approach would be needed			

Sports clubs/recreation groups includes the following:

Golf Te Puke
 Menzshed Te Puke
 Te Puke Athletics
 Te Puke Badminton Club
 Te Puke Bowling Club
 Te Puke Boxing Club
 Te Puke Cricket Club
 Te Puke Full Bore Rifle Club
 Te Puke Gymsport
 Te Puke Netball
 Te Puke Pony Club

Te Puke Small Bore Rifle Club
 Te Puke Sports and Recreation Club
 Te Puke Squash Club
 Te Puke Swimming Club
 Te Puke Taoist Tai Chi Society
 Te Puke Tennis Club
 Te Puke Tigers Rugby League Club
 Te Puke United FC
 Te Puke United Football Club
 Te Puke United Junior Football Club
 Te Puke Women on Wheels

9 INFORMATION FOR RECEIPT