

Quality Assurance Checklist for Report Writer Te Rārangī Whakaū i te Kōunga mō te Kaituhi Pūrongo

Note this checklist is an internal document – for office use only.

The purpose of this checklist is to ensure that all relevant matters have been included and the report has been quality checked prior to submission for approval.

✓
x
N/A

Input/ Advice Accuracy	<i>List units/divisions/other parties that were asked for input/advice:</i>	
	<i>Policy perspective – eg significance of decision, compliance</i>	
	<i>Consultation – eg special consultative procedure required, or other such as communication with specific advisory groups</i>	
	<i>Financial implications – if implications for other business unit(s) ensure peer reviewer is from affected business unit</i>	
	<i>Infrastructural requirements checked</i>	
	<i>Statutory requirements checked</i>	
	<i>External communications – media issues</i>	
	<i>Cultural issues – Te Kīwai (o te kete)</i>	
	<i>Governance – terms of reference/delegations</i>	
	<i>Facts – all material facts included and checked for accuracy</i>	
	<i>The paper has been checked for spelling and grammatical errors</i>	

Peer Reviewer/Manager Checklist Te Rārangī Tirotiro mō te Kaiarotake Aropā me te Tumu

The peer reviewer or Manager reviews the draft report to ensure the quality of the content prior to it being submitted to executive management for sign-off. A fresh set of eyes is most helpful as they can often pick out mistakes that the writer may have overlooked, despite thorough checking.

✓
x
N/A

Purpose	<i>The aims of the paper are clearly stated</i>	
Strategic fit	<i>Links to Manawātū District Council's strategic direction are clear (vision, outcomes, strategy)</i>	
Logic	<i>Assumptions behind the advice are explicit</i>	
	<i>Arguments are logical and supported by facts</i>	
Options	<i>An adequate range of options have been presented</i>	
	<i>Each option has been assessed for benefits, costs, practicality, consequences for Council and the community</i>	
Consultation	<i>Have all relevant parties been consulted? Eg other internal business units, major stakeholders, relevant external parties</i>	
Presentation	<i>Report is written in plain English and contains no acronyms, spelling mistakes or grammatical errors</i>	

Report Cover Sheet (not for publication) Te Uhi Tautuhi Pūrongo

Report Title:	Provision of Visitor Information Services, Community Events, Town Centre Activation, Business Support and District Promotion	Committee Name:	Council		
		Meeting date:	5/12/2024	Report completion deadline:	24/11/2024

Sign-offs	Name/Position	Declaration	Date
Report author	Adie Johansen Community Services Manager	<i>All relevant parties have had the opportunity for input (refer attached checklist)</i>	
Finance Team		<i>If the report has significant or unplanned/unbudgeted implications the Chief Financial Officer must be asked to comment on implications</i>	
Peer reviewer/ Report author's Manager	Ross Patching Maree Pritchard	<i>This report meets our standards for high quality policy advice (refer attached checklist)</i>	
Report author's General Manager / Chief Executive	Lyn Daly General Manager Community	<i>This report is logical, an adequate range of options is presented, the advice is consistent with existing policies, linkages are made to other key issues, the advice can be implemented</i>	28 Nov 24
Other GM sign-off if required or requested by Executive Team		<i>Author to give rationale for other senior management sign-off</i>	
Governance Team check	Ash Garstang – GAM	<i>The recommendations are appropriate for the terms of reference and delegation of the committee. The report is formatted correctly and received on time.</i>	29 Nov 24

If the report has implications for another business group, peer review from that group is advisable. The report author's manager may be able to provide that peer review.

Council

Meeting of 05 December 2024

Business Unit: Community
Date Created: 05 November 2024

Provision of information services, events, Town Centre activation, network support and district promotion

Purpose Te Aronga o te Pūrongo

To present options for the provision of information services, events, Town Centre activation, networking support and district promotion services from July 2025.

Significance of Decision Te Hira o te Whakataunga

The Council's Significance and Engagement Policy is not triggered by matters discussed in this report. No stakeholder engagement is required.

Recommendations Ngā Tūtohunga

1. That Manawatū District Council provide information services through Manawatū Community Hub Libraries
 - 6-days a week (Mon – Sat) at no extra cost.
- OR**
 - 7-days a week at an increased cost of \$50,000 per annum effective from 1 July 2025.
2. That Manawatū District Council provide events, Town Centre activation, networking support and district promotion services through an operational grant for 3-years (1 July 2025 – 30 June 2028) to Feilding and District Promotions Inc for a total of \$500,000 per annum (plus annual inflation).

Note, should Council not support recommendations 1 and/or 2, Council Officers will bring back further options for future consideration.

Report prepared by:
Adie Johansen
Community Services Manager

Approved for submission by:
Lyn Daly
General Manager - Community

1 Executive Summary Te Whakarāpopoto Whānui

- 1.1 Feilding and District Promotions (FDP) have a contract with Council to deliver information centre services, district events and business networking that will conclude on 30 June 2025.
- 1.2 Council officers, FDP management and board members have been working together to review and develop a proposal for the delivery and coordination of information services, events, Town Centre activation, networking support and district promotion from July 2025 onwards.
- 1.3 In completing this work, FDP and Council officers agreed that many of the information services are duplicated at the Feilding Information Centre and Te Āhuru Mōwai. FDP and Council officers propose that the Manawatū Community Hub Libraries (MCHL) team provide the information services for the district (from Monday – Saturday at a minimum) at Te Āhuru Mōwai which would free-up FDP staff to focus more on the events, networking support and district promotion that they are known for and to add a focus on Town Centre activation.
- 1.4 There are three recommendations that are presented as part of this report for Council's consideration:
 - **Recommendation 1** – That Manawatū District Council provide information services through Manawatū Community Hub Libraries
 - 6-days a week (Mon – Sat) at no extra cost.
 - OR
 - 7-days a week at an increased cost of \$50k per annum effective from 1 July 2025.
 - **Recommendation 2** – That Manawatū District Council provide events, Town Centre activation, networking support and district promotion services through an operational grant for 3-years (1 July 2025 – 30 June 2028) to Feilding and District Promotions Inc for a total of \$500k per annum (plus annual inflation).
 - **Recommendation 3** – That the Council does not support recommendations 1 and/or 2 and directs Council Officers to bring back further options.
- 1.5 The following report sets out the background and provides detail for the options presented for Council's consideration.

2 Contribution to Community Well-being and Council's Community Outcomes Te Tūhono ki ngā Whāinga a te Kaunihera mō te Oranga Hapori me te Whakawhanake Hapori

2.1 Relationship to Council's strategic priorities (community outcomes):

A place to belong and grow He kāinga e ora pai ai te katoa	✓
A future planned together He kāinga ka whakamaherea tahitia tōna anamata e te hapori tonu	✓
An environment to be proud of He kāinga ka rauhītia tōna taiao	✓
Infrastructure fit for future He kāinga ka tūwhena tonu ōna pūnahahanga, haere ake nei te wā	✓
A prosperous, resilient economy He kāinga ka tōnui tōna ōhanga	✓
Value for money and excellence in local government He kāinga ka eke tōna kāwanatanga ā-rohe ki ngā taumata o te kairangi	✓

2.2 The proposal to support Feilding and District Promotion Inc with an operational grant to deliver and coordinate events, Town Centre activation, networking support and district promotion relates to all six priorities of Council.

3 Background Ngā Kōrero o Muri

Background

3.1 Council has previously provided an annual operational grant to FDP to provide Information Services, administer the CBD Security Contract, organise and run the annual Christmas Carnival and Rural Day as well as the Bi-Annual Business Awards and to provide support to the retail and business community in the district.

3.2 In 2020, Council entered into a direct procurement arrangement with FDP for a 21 month period under a Results Based Accountability framework for measuring performance. The following services were to be provided by FDP:

- Business Support and Mentoring
- Business Capability Facilitation
- Promote Feilding and District Business
- Feilding CBD Physical Environment Facilitation
- Community Events
- Community Support and Liaison
- Farmers Market Administration
- Saleyard Tours
- Information Centre
- Supporting Local Youth
- CBD Afterhours Security Service Administration
- Events.

- 3.3 In 2 June 2022 Council reviewed FDP's performance delivery and agreed to enter into a direct procurement arrangement with FDP for the provision of event planning and district promotion, networking support and advocacy, and information services for one year from 1 July 2022 to 30 June 2023 with strict performance measurement criteria and quarterly reporting requirements. This included an option to extend the term of contract for a further two x one-year periods dependent on performance.
- 3.4 In 2023, when considering whether or not to continue contracting to FDP for the second year of the contract, Council accepted that FDP had not fully met all of the performance criteria but agreed to contract the services for a further 12 months to 30 June 2024. Council acknowledged that FDP had again been subject to a relatively new Board which included a new Chairperson and a new Business Manager and felt that Council needed to give the Board time to form and the Manager time to settle into the role.
- 3.5 In a meeting on 6 June 2024, Council again accepted that FDP had not fully met all of the performance criteria, noting that FDP had again been subject to a significant change in Board members and change in leadership structure and agreed to contract the services for the final year of the 3-year contract. At that meeting, Council asked that the Chief Executive bring back a paper to Council with options for the future delivery of these services, beyond June 2025, for Council to consider.

Who does what now?

- 3.6 Below is a list of who currently provides information services, events, Town Centre activation activities, networking and district promotion services for the Manawātū District:

3.6.1 Information Services:

- Manawātū Community Hub Libraries (MCHL) and FDP's Feilding Information Centre both provide local/district information (where to stay, where to eat, what to do, what to see, what's on, etc), ticket purchasing support (events and travel), somewhere to sit and wait/charge a phone services.
- FDP at the Feilding Information Centre is the only ticketing agent for Kiwi Rail, Inter City Bus, Interislander, Bluebridge in the district that generate a commission for sales. FDP is the ticketing provider for Saleyards Tours.
- MCHL provides ticketing support to help users navigate online ticket sales from any ticketing site.

3.6.2 Community Events:

- Events are run by a range of providers in the community, including FDP and MCHL.
- FDP provide community events that bring the community together, support economic development, and celebrate the uniqueness of our district (some examples are Rural Day, Christmas Carnival, Kids 'N Country, etc).
- FDP support other event providers through:
 - Advocacy: Encouragement to promote in the right places and the right mediums;

- Event Promotion: Helping to put their events on EventFinda, posters put up around town, promoting events on social media, a monthly events calendar in the Feilding & Rangitikei Herald, the What's On section of the feilding.co.nz website;
- Design: Help with design if required.
- MCHL provide community events that support social connection, collaboration and lifelong learning (some examples are Family Fun Day, digital learning programmes, book clubs, knitting groups, craft workshops for adults and children, connection morning teas, etc).

3.6.3 Town Centre Activation:

- Council coordinates and grants permission to use the central business district (CBD) and Town Centre quadrants and permits to sell goods in the CBD are by MDC (e.g. ATC Community markets monthly on a Saturday, other community or fundraising events in the Square).
- FDP organises activities in the Town Centre that include management of the Friday Farmers Market in the Square, Eat Street events, running the shop local campaign 'Manawatū Hunt' to encourage activity in the Town Centre with the businesses.

3.6.4 Networking Support:

- Chamber of Commerce offers a range of networking and support services to its members (who pay a membership fee) including Biz@5 events, links to mentors etc, specialist training, the Bi-annual Manawatū Region Business Awards, etc.
- CEDA provides networking support through training workshops and webinars for businesses, links businesses with innovators and/or investors, and develops new business opportunities – particularly in the visitor market industry.
- FDP provides networking support through the Bi-Annual Manawatū District Business Awards, monthly networking (including Biz @5 events), shop local campaigns (Manawatū Hunt), overseeing the CBD Security contract on behalf of Council, leading the security camera project, helping businesses navigate the services that CEDA and the Chamber of Commerce can provide.
- Council's Development Navigator provides support to businesses who are considering building development, earthquake prone or heritage building considerations, Town Centre Refresh development, and help to navigate other Council-related activity.

3.6.5 District Promotion:

- CEDA promotes the Manawatū Region through brand and tourism development and targeted marketing campaigns locally, nationally and internationally. CEDA owns the Manawatu.NZ website. CEDA coordinates with stakeholders to develop what's on information that is developed into collateral for stakeholders to access. CEDA provides region-wide marketing collateral and data insights for businesses and stakeholders to help attract and retain staff, customers and visitors as well as attracting business to the region.

- FDP promotes the Manawatū District through Social media campaigns, development of flyers promoting the district to stock the Feilding Information Centre, coordination of information about the district (what's on, where to eat, where to stay) to inform the Feilding Information Centre and the "What's On" newspaper advertising, managing the feilding.co.nz website, including the databases of businesses and clubs/groups in the district and providing Welcome Packs.
- Council focus more directly on residents of the Manawatū district by providing the District News, social media posts promoting "what's on", information for ratepayers, welcome packs, etc. Council is developing collateral to promote the district to prospective businesses and accommodation providers.

3.7 This information has been broken down into the following table:

Description	By Who
Information Services	MCHL and FDP
Support Community Events	FDP
Deliver Community Events	MCHL, FDP and other event providers
Town Centre Activation	FDP
Networking Support	CEDA, Chamber of Commerce and FDP
District Promotion	CEDA, FDP, Council

4 Discussion and Options Considered Ngā Matapakinga me ngā Kōwhiringa i Wānangahia

Information services

- 4.1 Over the last 5-years (more prominent since COVID) information centres have been combining with libraries to provide a one stop service for visitors and locals to access information, make bookings, purchase tickets, receive knowledge about services or activities (about what to see, what to do, where to stay, where to eat, what's on for the district and in the library). See Appendix A for examples.
- 4.2 FDP and Council Officers identified that the majority of the work FDP attribute to the Information Centre should be described as district promotion; maintaining a "what's on" calendar of events and activities for the community; respond to community queries about activities/services that are available in the district; promote the Manawatū district as a great place to live and visit.
- 4.3 FDP and Council officers agreed that many of the information services are duplicated at the Feilding Information Centre and Te Āhuru Mōwai. FDP and Council officers propose that the Manawatū Community Hub Libraries (MCHL) team provide the information services (from Monday – Saturday at a minimum) at Te Āhuru Mōwai which would free-up FDP staff to focus more on the events, networking support and district promotion that they are known for and to add a focus on Town Centre activation. FDP would meet regularly with MCHL staff to keep the information about what's happening in our district current, including delivery of brochures, etc.
- 4.4 Under the current Manawatū Community Hub Libraries model of operation there would be no additional cost for information services to be delivered from Te Āhuru Mōwai. There is no cost for MCHL to become a ticketing agent and Te Āhuru Mōwai is already open Monday – Saturday.

FDP would continue to coordinate the Saleyard Tours and manage volunteers, with MCHL selling the tickets.

- 4.5 Should Council wish to increase information services to a 7-day a week service, an additional \$50k per annum would be required to staff the facility at Te Āhuru Mōwai. The added benefit would mean that the MCHL supported services (except Makerspace) would also be available to the community 7-days a week.
- 4.6 Members of the public searching for information services or the Feilding Information Centre would be directed to MCHL at Te Āhuru Mōwai at 64 Stafford Street, Feilding which is an approach used by some other Councils i.e. Clutha District Council's Owaka Community Library and Catlins Information Centre are delivered together.

Events, Town Centre activation, networking support and district promotion

- 4.7 Working with FDP to understand the needs of the district for delivery and support of community events, Town Centre activation activities, local networking support and district promotion services, Council officers propose an operational grant to FDP of \$500k per annum (plus annual inflation) to focus on the following:

Description	Activities supported by an operational grant
Community Events	- Support community run events through: - Advocacy: Encouragement to promote in the right places and the right mediums; - Event Promotion: Helping to put community events on EventFinda, posters put up around town, promoting events on social media, a monthly events calendar in the Feilding & Rangitikei Herald, manage the What's On section of the feilding.co.nz website, manage the information signs at the entrances to Feilding, and any other actions to support event promotion; - Design: Help with design if required by community events - Coordinate and/or deliver a minimum of 5 events that bring the community together, support economic development, and celebrate the uniqueness of our district. Some examples include: - Rural Day; - Christmas Carnival and Parade; - Have a Go Days; - Manawatū Hunt event; - Biennial Business Awards; - Kids 'N Country (in conjunction with Rural Games) - Coordinate the Saleyard Tours (managing volunteers, etc)
Town Centre Activation	- As a minimum, activate the Town Centre by: - Coordinate and/or deliver a minimum of 6 events that bring the community to the Town Centre - Management of the Friday Farmers Market in the Square - Encourage bookings in the grassed quadrant and market quadrant throughout the year and coordinate events at Manfield Park, Feilding Civic Centre, MCHL, Coach House Museum, etc to flow into the Town Centre - Organise regular Eat Street events - Coordinate shop local campaigns - Manage the MDC supplied street flags in the CBD

	• Encourage more buskers to play on the footpath outside businesses (with Council and the business' approval) • Administer removable furniture (e.g. bean bags) and games for use in the Square • Encourage building owners and tenants to show pride for Feilding.
Networking Support	• As a minimum, support the local businesses in the Manawatū District by: • Delivering a Bi-Annual Business Awards • Organise/coordinate monthly networking events (including Biz @5 events) • Coordinate shop local campaigns • Administer the CBD Security contract on behalf of Council • Lead the security camera project for Feilding • Help businesses navigate the services and training that CEDA and Chamber of Commerce provide • Help attract new businesses to the Manawatū District • Celebrate new businesses in the Manawatū district • Develop a relationship with the businesses to understand their needs, aspirations and concerns and advise Council on topics of concern.
District Promotion	• Promote the Manawatū District through: • Social media campaigns • Coordination of information about the district (what's on, where to eat, where to stay) to inform the Feilding Information Centre at Te Āhuru Mōwai • Develop promotional material (e.g. flyers) to advertise what to do, where to stay, where to eat, etc to stock the brochure stand at the Feilding Information Centre at Te Āhuru Mōwai • Managing the feilding.co.nz website, including the databases of businesses and clubs/groups in the district • Facilitate, encourage and maintain a "what's on" calendar of events and activities for the community to consume • Create an annual advertising programme across all mediums promoting our town centre – key messages are shop local, free parking, no traffic lights, friendly service etc.

4.8 A comparison of FDP's current contractual responsibilities against the proposed future activity can be found in Appendix B.

4.9 A supporting document provided by FDP is attached as Appendix C that describes how the proposed \$500k operational grant would contribute to the delivery of the activities described above.

Operational Grant

4.10 Council supports community organisations to deliver community services through operational grants, i.e. Manfeild Park.

4.11 As mentioned in the background, Council have a long standing relationship with FDP for the provision of information services, events, district promotions and networking support. This has oscillated through the years as an Operational Grant (prior to 2020), a Priority Services Grant (with results based accountability criteria) and a Contract for Service (with specific KPI measures). As Council has indicated, public comment is perhaps the best indicator of FDP performance and arguably FDP's performance has been more successful when funded through an Operational Grant that has a focus more on delivery than on reporting.

- 4.12 A budget for the provision of events, Town Centre activation, networking support and district promotion is accounted for in the 2024-34 Long Term Plan. As part of Councils Long Term Plan and Annual Plan processes Council can review operational grants when reviewing discretionary funding.

5 Te Kīwai (o te kete)

- 5.1 Te Kīwai is the engagement process which guides Council's practice and ensures the onus to engage and include Māori is shared between Council and all partners. In this manner, we progress both the articles and principles of Te Tiriti o Waitangi by maintaining the balance between Kawanatanga (Governance) of the Council and Tino Rangatiratanga (Sovereignty) of whānau, hapū, and iwi Māori.
- 5.2 There are no known cultural considerations associated with the matters addressed in this report. No engagement with Māori is necessary.

6 Community Engagement Te Whai Wāhitanga mai o te Hapori

- 6.1 There is no community engagement associated with this report.

7 Operational Implications Te Whai Pānga Atu ki ngā Kaupapa Mahi

- 7.1 Should Council choose Recommendation 3, then Council officers will return to Council with options.
- 7.2 Should Council agree to provide an operational grant to FDP then there will be no operational implications.
- 7.3 Should Council wish to increase services at Te Āhuru Mōwai to a 7-days per week operation, this will require 3-staff to work a Sunday and would require a period of recruitment and training before opening for the new hours.

8 Financial implications Te Whai Pānga Atu ki ngā Kaupapa Ahumoni

- 8.1 Should Council wish to deliver Information Services at Te Āhuru Mōwai within the current staffed model (6-days per week Mon – Sat) there would be no additional cost.
- 8.2 Should Council wish to increase services at Te Āhuru Mōwai to a 7-days per week operation, this would require an unbudgeted increase to the Manawatū Community Hub Libraries staff budget of \$50k per annum to employ 3-staff to work Sundays.
- 8.3 Council currently has a budget of \$489,000 plus GST (plus inflation) per annum in its 2024-2034 Long Term Plan under District Development for the provision of local community and economic development services.
- 8.4 If Council agrees to provide FDP with an operational grant of \$500k per annum, this would require an increase in budget of \$11k in year 1 and would be inflation adjusted for the following two years through Councils Annual Plan / Long Term Plan processes.

9 Statutory Requirements Ngā Here ā-Ture

9.1 There are no statutory requirements associated to this report.

10 Delegations Te Mana Whakatau

10.1 The Council has authority to make a decision on this matter.

11 Conclusion Whakatepenga

11.1 Council is now being asked to consider the information that has been provided in this report in allowing it to make a decision on providing an operational grant to Feilding and District Promotions for the delivery and support of community events, Town Centre activation activities, local networking support and district promotion services and moving information services to be delivered by Manawatū Community Hub Libraries staff at Te Āhuru Mōwai.

12 Attachments Ngā Āpitihanga

- A - Libraries as Information Centres
- B – Comparison of FDP contract KPIs vs Proposed Activity Supported by an Operational Grant
- C – Feilding and District Promotion Inc Proposal for Service 2025 - 2028