

5.3 District Development Group

Te Tipu o te Rohe

What we do

Community Development

Community development is about whanaungatanga - building relationships, sharing experiences and working together to create a sense of belonging. We partner with community groups and not for profit organisations to:

- Celebrate our diversity
- Welcome newcomers
- Learn and share our knowledge with others
- Building strong, resilient, sustainable local communities
- Strengthen the interests and values of our district's residents by encouraging active participations
- Generate community led opportunities and outcomes
- See ourselves as a single, cohesive community as well as a collection of smaller communities based on our geographical location or on areas of special interest or identify

Economic Development

Economic development is closely linked with community development because seen as a means to enhance and complement community wellbeing, economic development can be a driver for strengthening community resilience and fostering community welfare. Our approach to economic development is reflected in our commitment to:

- Provide opportunities for all.
- Advocate for integrated growth by linking economic activities with regional growth projects.
- Liaising with institutional partners and neighbouring territorial authorities to coordinate regional economic development activities.

A review of the economic development strategy is currently underway with the view to implement a discernible and stand-alone economic development strategy in 2024.

District Planning

District planning is essentially about reviewing and updating the District Plan. The District Plan is the main planning document for the District and it is reviewed on a section-by-section basis, responding to national direction, regional policy as well as local issues. As part of comprehensive district planning we:

- Plan for growth of the District.
- Prepare strategy, structure plans, rezone land, and monitor available housing and commercial land, ensuring sufficient land is available in the short, medium and long term.
- Participate in regional planning & work with stakeholders.

Why we do it

Community Development

Council actively engages with diverse community groups and community leaders to ensure Council's approach to community development is informed by the needs and aspirations of its diverse community and seeks to build inclusive, connected and active communities.

Council supports the social, cultural, economic and environmental wellbeing of our people and places by offering a high quality of life for all, guided by the Community Development Strategy which was created in collaboration with our community.

Economic Development

As stated above, economic development and community development are closely linked. Council recognises that creating the conditions for a prosperous, diversified and resilient economy is one of its key roles to ensure the economic wellbeing of the District's communities. Therefore, the Economic Development activity aims to provide an environment that is conducive to both retaining and growing existing, as well as attracting new businesses and commercial activities to reap economic benefits for the wider community.

District Planning

District planning activities are provided to ensure Council meets its obligations under the Resource Management Act 1991. Critically, District Planning contributions are guided by the National Policy Statement on Urban Development 2020 (NPS-UD). The NPS-UD seeks to ensure New Zealand towns and cities have well-functioning urban environments that enable all people and communities to provide for their social, economic, and cultural wellbeing, while also ensuring the provision of sufficient development capacity to meet the different needs of people. Taken as a whole, the rationale for District Planning is about:

- strategically planning for growth of the district, making sure future land use & infrastructure decisions are aligned.
- Ensuring planning rules are up-to-date and reflect current and future issues.
- Avoiding, remedying or mitigating effects on the environment.

Council Controlled Organisations (CCOs)

CCOs deliver economic and community wellbeing outcomes on behalf of the Manawātū District Council. Refer to Table 1 for a description of our CCOs and their contribution to the Community and Economic Development Activity. Refer to Appendix 2 of the LTP (page xx) for the Statement on Council Controlled Organisations.

Contribution to community outcomes

Community Development

The Community Development activity contributes to the following community outcomes which are linked through to the Community Development Strategy:

A place to belong and grow

- We are connected and inclusive - our strength is in the diversity of our people and our heritage. As such, we are a welcoming community.
- Everyone has a sense of belonging and are proud of where they live.
- We value who we are and where we have come from.

A future planned together

- We prepare for tomorrow today - our natural, physical and social environment is safe, sustainable and resilient
- Community success is enabled by quality infrastructure, services and technology
- Our people and communities feel safe
- We are guardians (kaitiakitanga) of the natural environment

- We are actively engaged - our people are empowered to strengthen and influence their communities
- We have creative, cultural and recreational participation in our communities
- We work together to make our whānau and communities better
- Tāngata whenua are visible

An environment to be proud of

- We prepare for tomorrow today - our natural, physical and social environment is safe, sustainable and resilient
- Community success is enabled by quality infrastructure, services and technology
- Our people and communities feel safe
- We are guardians (kaitiaki) of the natural environment

Economic Development

The economic development activity contributes to the following community outcomes.

A prosperous and resilient community & A future planned together

- We work with the business community and other economic stakeholders to provide an environment that is conducive to retain, grow and attract business.
- We encourage diverse economic activities to strengthen economic resilience
- We actively consult with economic and commercial stakeholders to build partnerships and to ensure a more harmonised and coordinated approach to regional economic growth and development initiatives.

Infrastructure fit for future & A place to belong and grow

- We strive to maintaining and investing in infrastructure to meet the technological and other infrastructural needs that are required to strengthen areas of economic activities where the Manawātū has a comparative advantage
- We recognise that strengthening and supporting the District's diverse local economy is linked to enhanced community wealth building.

District Planning

A place to belong and grow

- We review the district plan to ensure we are providing for different housing needs and choices across the district.
- We take an 8 - 80 approach – making sure we're planning for all ages.
- Planning decisions are not just about housing, but communities – ensuring we are thinking about greenspace & connectivity.

A future planned together

- We review and update the district plan, taking into account community, tāngata whenua, and stakeholder views.

An environment to be proud of

- The District Plan Changes are informed by principles of sustainable land use and aligned with Council's obligations under the Resource Management Act 1991.

A prosperous, resilient economy

- Ensuring sufficient housing and business land is available in the short, medium and long-term provides opportunities for investment in the district.

How we do it

Economic Development

We provide event funding for a wide range of activities such as Event Funding that are linked to economic activities

We provide business support services including economic analysis, business intelligence and capacity building through the Central Economic Development Agency (CEDA). Moreover, we actively promote Feilding and engage in district wide destination branding through partnering with Feilding and District Promotion.

We are liaising with neighbouring territorial authorities to ensure a coordinated approach to tapping into economic development activities and capturing dividends that arise out of regional economic development programmes.

We are working with commercial and industrial stakeholders to provide knowledge for capacity building and pathways for economic activities and development opportunities.

Community Development

We review and administer contestable funding and ensure allocation of funding aligns with outcomes sought in the Community Development Strategy. We partner with community groups and not for profit organisations that deliver local solutions that promote economic, social, ecological and cultural wellbeing in our district and maintain and develop relationships with funding recipients.

We also administer the Manawatū District Creative Communities Scheme on behalf of Creative New Zealand.

We partner with those communities that have participated in our Community Planning programme to implement identified projects and actions and to work with those remaining communities who are wishing to participate in community planning. We support Community Committees throughout the district. We furthermore support the Manawatū Youth Council that advocates for the needs of youth and that provides a youth perspective into District issues, policies and future planning.

We are part of the Ministry of Business, Innovation and Employment's Welcoming Communities Programme and will be engaging with groups to develop a Welcoming Plan for the Manawatū District. Furthermore, we have implemented both a Youth Action Plan and a Better Later Living Action Plan in recognition of the different needs of distinctive age groups at both ends of the demographic spectrum. The establishment of a Community Hub Library that is expected to open in July 2024 will further foster multiple social and cultural wellbeing by virtue of providing dedicated event and meeting spaces and programmes for lifelong learning

opportunities (te taha hinengaro), social interaction and wellbeing (te taha whanau), physical wellbeing (te taha tinana), literacy (including digital literacy) opportunities and a safe place for the community.

Table 1: Council Controlled Organisations

Name and Purpose	Link to District Development
Central Economic Development Agency (CEDA) Jointly owned by MDC and PNCC. Provides promotion and business support services to drive and facilitate the creation and growth of economic wealth in Manawatū and beyond.	
Manawatū Community Wellbeing and Housing Trust (MCT) Provision of affordable, healthy homes for elderly and/or disabled residents in the Manawatū District as well as providing and promoting health, welfare and wellbeing services.	
New Zealand Local Government Funding Agency Limited (LGFA) The LGFA is a partnership between Participating Local Authorities and the Government which enables councils to secure funding at lower interest margins and to make longer term borrowings.	
Manawatū-Whanganui Local Authority Shared Services Limited (MW LASS Ltd) Investigates, develops and delivers shared services between Horizons Regional Council and the Councils of the Manawatū-Whanganui Region (except PNCC) to ensure consistent levels of service and to reduce the individual costs of delivering these services independently.	
Heartlands Contractor Limited The Company's principal activity is that of a non-trading company, previously being in the activity of contracting. Currently inactive, but may be activated in the future. Heartlands is 100% owned by Council.	
RNZAF Ōhakea Visitor Centre Trust (inactive) Trust that includes representatives from the Royal New Zealand Air Force (RNZAF), MDC, PNCC, RDC and the Manawatū branch of the NZ Division of the Royal Aeronautical Society. Established to investigate the viability of a combined Visitor Centre, promotion of aviation history, positive public image for RNZAF, and infrastructure to support the display of regional aviation history.	
Manawatū Whanganui Disaster Established after the 2004 floods by the local authorities of the Manawatū-Whanganui Region, to meet the welfare needs of people following a significant natural or man-made disaster in the Manawatū-Whanganui region or elsewhere in New Zealand.	
Camp Rangi Woods Trust Maintains and develops the facilities of Camp Rangi Woods for educational and recreational use.	

Name and Purpose	Link to District Development
Awahuri Forest Kitchener Park Trust Assists in the ecological restoration, management and enhancement of the land at the Kitchener Park, and public conservation education.	
Feilding Civic Centre Trust Responsible for the day-to-day operations and promotion of the Feilding Civic Centre.	
Manawatū District Youth Development and Wellbeing Trust Jointly managed by MDC and the New Zealand Police for the purposes of advancing education, alleviating poverty and other programmes and activities that assist and support young people.	

District Planning

We review and update the District Plan on a section-by-section basis, working with stakeholders and the community to ensure our natural and physical resources are sustainably managed, and avoid, remedy or mitigate any potential environmental effects.

We monitor and plan for future growth of the district by ensuring sufficient housing and commercial land is available in the short, medium and long-term.

We respond to Horizons Regional Council (Manawatū-Wanganui Regional Council) and central government policy proposals relevant to strategic planning issues in the district.

We participate in regional planning and prepare for the transition to new central government direction for resource management.

We process private plan change requests as required and we ensure information about the planning is up to date and easily accessible via Council's website.

What we are keeping an eye on

- Ongoing uncertainty around National Direction under the Resource Management Act 1991 affects the extent to which purposeful District Development can proceed.
- Climate Change and demographic transition continue to implicate all three aspects of District Development and related assumptions.
- Council is committed to increase its efforts to build and deepen meaningful partnership with Tāngata Whenua that is grounded in principles of Rangatiratanga (Respect) and Manaakitanga (Care).
- Key issues and challenges that are specific for District Planning related activities revolve around protection of highly productive land (HPL) that is likely to shift housing growth pressure to Feilding and rural villages. This will impact on land supply and infrastructure planning over the next 30 years.
- Council is planning to partner with neighbouring territorial authorities to ensure planning activities are aligned with wider Regional Projects.

Levels of Service

District Development

Level of Service 1		You can expect satisfaction with district development service delivery					
		Baseline	Actual 2022/23	Target 2023/24	Target 2024/25	Target 2025/26	Target 2026-34
Measure 1	% of targets CEDA has achieved under the relevant Statement of Intent.	83%	83%	80%	80%	80%	80%
Measure 2	% of Results Based Accountability targets achieved under Priority Service Contracts	2021/22 80%	95%	80%	80%	80%	80%

Level of Service 2 (new)		You can expect Council to support community development through administration of its contestable Community Funding					
		Baseline	Actual 2022/23	Target 2023/24	Target 2024/25	Target 2025/26	Target 2026-34
Measure 1 (New)	% of survey participants that were satisfied with the transparency of the decision-making and application process for Community Funding	2024/25 (new) 80%	N/A	N/A	80%	80%	80%

Level of Service 3 (new)		You can expect Council to support Community Committees to advocate on behalf of their communities					
		Baseline	Actual 2022/23	Target 2023/24	Target 2024/25	Target 2025/26	Target 2026-34

Measure 1 (New)	% of survey participants that were satisfied with the level of support they receive from Council.	New baseline 2024/25 80%	N/A	N/A	80%	80%	80%
------------------------	---	--------------------------	-----	-----	-----	-----	-----

Funding splits

Economic Development

100% General Rate (CV)

Community Development

95% - 100% General Rate (CV)

0 – 5% Grants

District Planning

100% Rates - Uniform annual general charge (76%), General rate (24%)

Feilding Central Business District (CBD) Redevelopment (New)

100% General Rate (CV)

Interesting facts and figures

District Planning

- There is capacity for 1788 houses to be built in the Maewa residential growth area at the northern end of Feilding.
- There is expected to be 13,294 more people in the district by 2054.
- 39.54% of the land in the Manawatū has been classed as Highly Productive land.

Economic Development

- On average 71% of spending in the Manawatū District is by locals.
- 27% of the district workforce is self-employed. Unemployment is lower than the national average at 1.9%.
- 73.3% of the Manawatū Districts exports is meat and meat products.
- 31.5% of businesses in the Manawatū are in agriculture, forestry, and fishing.

Community Development

- The proportion of over 65s in the Manawatū is expected to increase by 4%. To 23% of the total population.
- The Manawatū District sits at 30 out of all the 67 councils for crime rate

Manawatu District Council		
Funding Impact Statement - District Development		
For 1 July 2024 - 30 June 2024		
Tauāki Tahua – Te Whakawhanake ā-Rohe		

[illegible]