

Report 2016.167
Date 19 April 2016
File CCAB-14-136

Committee Hutt Valley Flood Management Subcommittee
Author Alistair J N Allan, Team Leader FMP Implementation

Hutt River City Centre Upgrade - Communications Strategy

1. Purpose

To update the Subcommittee on the communications strategy for the Hutt River City Centre Upgrade Project (HRCCUP), and seek Subcommittee endorsement for the current communications strategy.

2. Background

The communications strategy has been developed to manage communications through to completion of the preliminary design phase of the HRCCUP.

The attached report details the key messages, target audience, programme (included in **Attachment 1**) and communication channels.

3. Objectives of the communications strategy

The communications strategy is targeting three key outcomes:

1. Re-build awareness of the flood protection scheme
2. Maintain the confidence of the community
3. Engage the community around project outputs.

3.1 Re-build awareness of the flood protection scheme

It has been several months since the decision to implement Option A was released. Reporting has since focussed on the interests of property sellers from a “human interest” perspective. There is plenty of activity in the local property market, such as the emergence of agents offering services and rising prices, which creates potential for negative publicity. To balance this, we will take the opportunity to remind the Hutt community of the benefits of the project to the protection and lifestyle of the city and set the scene for what is to come.

3.2 Maintain the confidence of the community

We need to continually demonstrate that our approach is sound and that all affected parties are being treated fairly. This will require regular communications with two groups: those involved in the sale process (a largely private matter); and those affected by the physical aspects of the project (stopbank placement, access and transport, neighbourhood, property values etc.).

3.3 Engage the community around project outputs

As they are released by the project team – the phased release of reports on various aspects of the design (stopbank design, urban design and landscaping, transport links and so forth) provides good opportunities to show progress and gather responses both from the public and key stakeholders and maintain a level of awareness and interest in the project.

4. The decision-making process and significance

Officers recognise that the matters referenced in this report may have a high degree of importance to affected or interested parties.

The matters requiring decision in this report have been considered by officers against the requirements of Part 6 of the Local Government Act 2002 (the Act). Part 6 sets out the obligations of local authorities in relation to the making of decisions.

4.1 Significance of the decision

Part 6 requires Greater Wellington Regional Council to consider the significance of the decision. The term ‘significance’ has a statutory definition set out in the Act.

Officers have considered the significance of the matter, taking the Council's significance and engagement policy and decision-making guidelines into account. Officers recommend that the matter be considered to have low significance.

Officers do not consider that a formal record outlining consideration of the decision-making process is required in this instance.

4.2 Engagement

In accordance with the significance and engagement policy, no engagement on the matters for decision is required.

5. Recommendations

That the Subcommittee:

- 1. Receives the report.*
- 2. Notes the content of the report.*
- 3. Endorses the content and methods proposed by the “Communications Strategy” set out in Attachment 1 to this report.*

Report prepared by:

Stephen Heath
Senior Communications
Advisor

Report approved by:

Graeme Campbell
Manager, Flood Protection

Report approved by:

Wayne O'Donnell
General Manager, Catchment
Management

Attachment 1: Communications Strategy