

SUBMISSIONS ANALYSIS

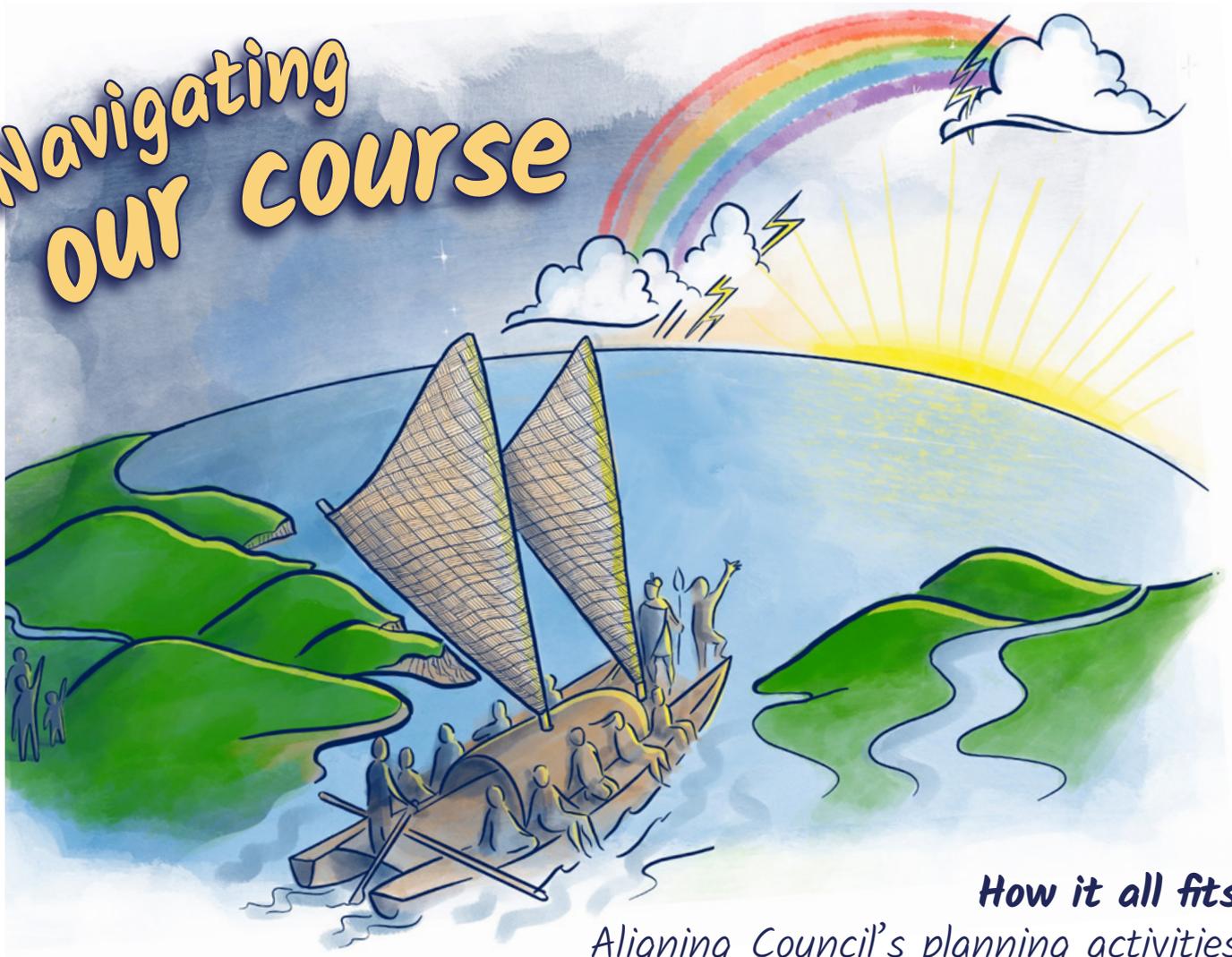
TE PAE TAWHITI
LONG TERM
PLAN
2021—31



CONTENTS

Introduction	1
Navigating our course	1
Objectives	2
Feedback on collateral	2
How we advertised	3
Public engagement events	3
Responses.....	4
Submission types.....	4
Location of submitters.....	5
Submitters representing a group or organisation	5
Number of speakers who wished to speak to their submission	5
Questions we asked in the consultation document	6
Other things that might be of interest.....	11

Navigating our course



How it all fits Aligning Council's planning activities 2021

INTRODUCTION

In March 2021 Council embarked on the most ambitious programme of engagement Council has ever staged. Navigating Our Course drew together four projects:

- Long Term Plan 2021-31
- Draft District Plan
- Representation Review
- Far North 2100 – A District Strategy

Council staff, with support of Councillors and Community Boards, designed and implemented a multi-channel campaign, structured around a roadshow that gave us physical presence in four key locations (Kawakawa, Kerikeri, Kaikohe and Kaitaia) supported by “satellite” events at markets, a marae and town halls. This programme was called Navigating Our Course. The extensive digital campaign facilitated easy online engagement.

Considerable effort was put into the narrative to ensure the public could understand the projects in their own right, but with an effort to demonstrate that together these projects form part of our journey to He Whenua Rangatira – A district of sustainable prosperity and wellbeing. We wanted to demonstrate that bringing community on this journey and enabling participation in decision-making is of critical value to Council.

Objectives

Specific measurable steps to achieve the goal(s)

- Don't confuse the public
- Enable political advocacy / EM engagement with public
- Don't dilute individual statutory processes
- Genuine engagement: Make it easy for the public to understand the issues and have their say whichever way suits them so they feel they have had the opportunity to actively participate in the decision-making process
- Capture feedback in a way that is analysable, reportable and enduring
- Reach beyond our usual submitting audience – demographics and locations
- Contribute measurably to each individual project so that the whole is greater than the sum of its parts.

Feedback on collateral

The video explaining about Navigating our Course <https://www.youtube.com/watch?v=6nYTJRZYLUI> received the following comments:



Moze Galo This is awesome, what a simple way to keep your community engaged.

1w



Wendy Hobson We want Maori Wards on the council

1w



Andrew Kendall Come for a drive to Mitimiti and experience the awesome state of our roads

1w



Charlotte Britton Let's hope the roadtrip is visited by a lot more of our people than you showed on this video. Now's the time to get in there and have your say whānau!

1w



Karma Pene Mean eah Maoris

1w



Brady Dyer Awesome video!!!

1w



How we advertised



WEBSITE



FACEBOOK



INSTAGRAM



LINKEDIN



NETWORKS



WORD OF MOUTH



POSTERS & BROCHURES IN SERVICE CENTRES



NEWSPAPERS

Public engagement events

We held 19 public engagement events over the District from 8 March to 1 April 2021.

Base locations

10am-6pm	8-12 March	Kawakawa, Te Hononga
10am-6pm	15-19 March	Kerikeri, Ngāti Rēhia's office @ 66a Kerikeri Road
10am-6pm	22-26 March	Kaikohe, Te Wā @ 115b Broadway
10am-6pm	29 March-1 April	Kaitaia, Digital Hub @ 50-64 Commerce St

Markets

12:30-3:30pm	11 March	Paihia, Bay of Islands Farmer's Market
8am-1:30pm	13 March	Kerikeri, Old Packhouse Market
2-6pm	14 March	Towai Maker's Market
3:30pm-7pm	25 March	Kaikohe Night Market
7am-12:30pm	27 March	Kaitaia Farmer's Market
8am-2pm	27 March	Opononi Market

Satellites

12-4pm	9 March	Moerewa, Nissbet Park,
4.30pm - 7.00pm	11 March	Russell
3-6pm	15 March	Totara North Hall
9am-1pm	19 March	Kaeo, Wesleydale Memorial Church Hall
2pm-6pm	19 March	Whangaroa Reserve, next to fishing club
9am-12pm	20 March	Kohukohu
	24 March	Otiria Marae
1:30-6pm	25 March	Rawene Community Hall
	29 March	Ahipara
	30 March	Houhora
	30 March	Broadwood
	31 March	Mangonui
	1 April	Awanui

RESPONSES

Website Analytics

During the Navigating Our Course engagement period (01 March-06 April 2021) there were:

- 17,321 page views of the section www.fndc.govt.nz/yoursay (total page-views of [fndc.govt.nz](http://www.fndc.govt.nz) during this period were 195,105).
- 13866 were unique page views (total unique page views on site during this period were 148,867).

Of these views:

- 1773 went no further than the main landing page /yoursay and 8163 are attributed to the Long Term Plan pages.

Social Media insights

Facebook / Instagram

Page posts 31
People reach 45,000 with 3200 "engaged users" (clicked etc.)
Reactions  Likes 700
 Comments 254
 Shared 167

Youtube

Video statistics 9,800 reach
4.8k minutes viewed
Reactions  Reactions (likes etc) 252
 Comments 82
 Shared 67

LinkedIn

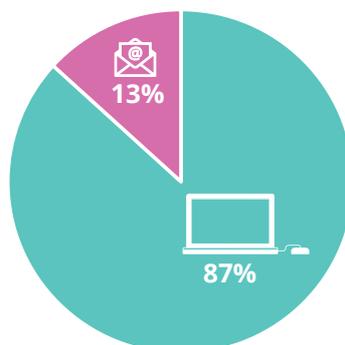
10 pages
Posts 9,555 impressions, 5,019 of which were unique
851 click throughs
Reactions  Likes 170
 Shared 14

Paid advertising (facebook)

Advertising 28,316 people reached
401 link clicks

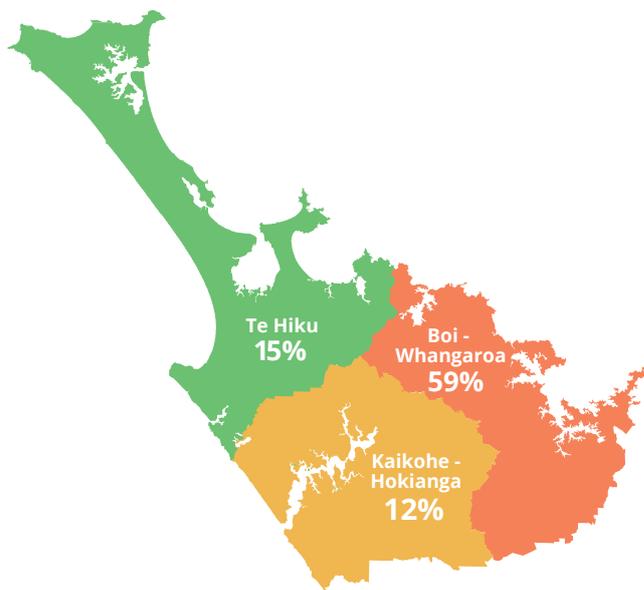
Submission types

Overall responses total	Via the website or hardcopy form	Via submission email inbox
740	643	98



Location of submitters

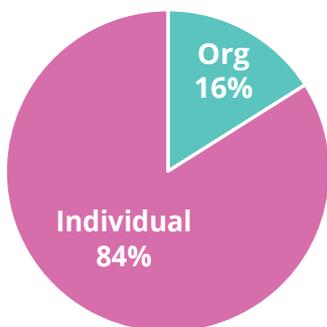
Overall responses total	BOI-Whangaroa	Kaikohe-Hokianga	Te Hiku	Outside Far North/ various	Not provided
740	433	89	112	22	84



● Outside the Far North / Various 3% ● Not provided: 11%

Submitter representing a group or organisation

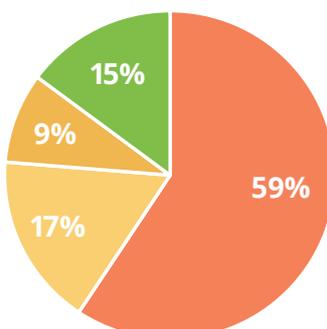
Overall responses total	Group	Individual
740	116	624



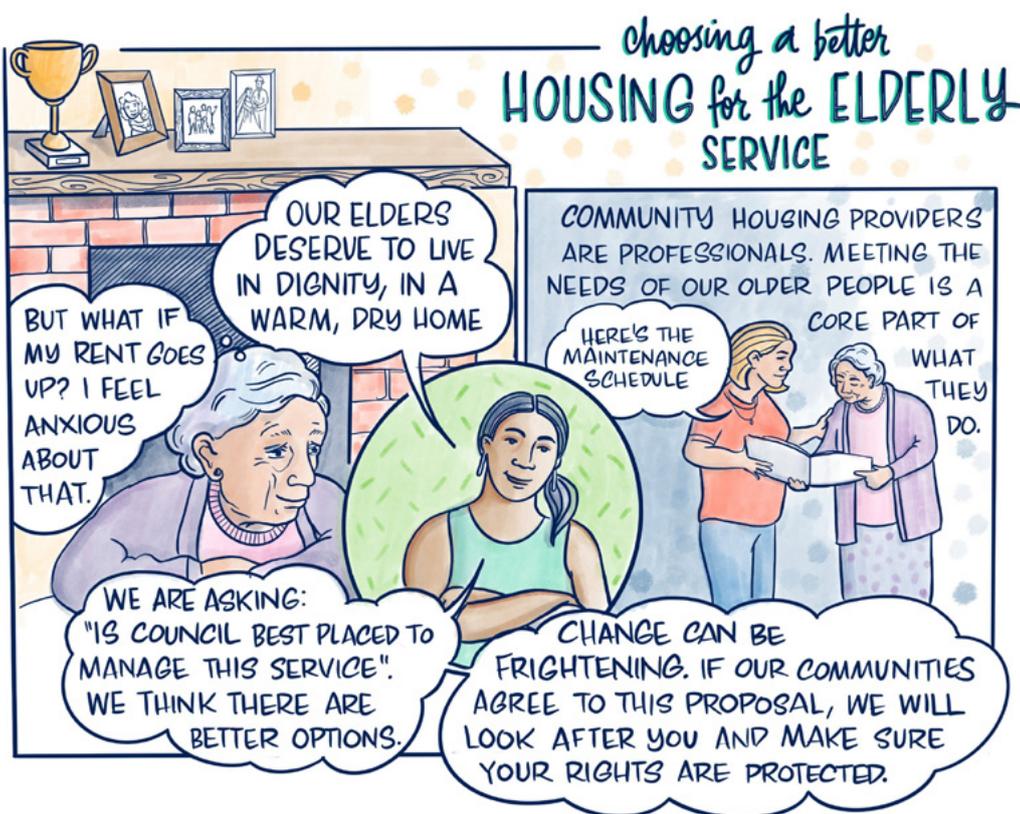
Number of speakers who wished to speak to their submissions

Hearings were held over in Kaikohe (3 days) and Kaitaia (0.5 day) from the 20 - 23 April 2021.

Total	BOI-Whangaroa	Kaikohe-Hokianga	Te Hiku	Outside Far North/ various
101	60	17	9	15



He kāinga mō ngā kuia / kaumātua | Housing for the elderly



The options

Option 1 - Status quo

We continue to own and maintain the 147 units. This means that as issues arise, they are fixed and when a unit is vacated it is refurbished if needed. As is the current situation, minor modifications may happen but in general, refurbishments will be 'like for like'. Over the next three years Council will ensure that all units are brought up to legal standards and remain fit for purpose, however we don't plan to build any new units or carry out configuration changes to current units, for example, bedsits will remain bedsits.

Cost: \$4.09 million over the next three years for improvements and a further \$6.95 million over the 10 years of the LTP for refurbishments.

Annual ratepayer impact	
2021/22	\$5.93
2022/23	\$6.64
2023/24	\$7.18
2025-31	\$10.56 average

Option 2

We continue to own the 147 units but the management would be outsourced to another party. Rental income stays with Council, as do all current operational and refurbishment costs, but day-to-day management would be outsourced at an additional cost of at least \$100,000 per year.

Cost: \$4.09 million over the next three years for improvements and a further \$6.95 million over the 10 years of the LTP for refurbishments plus a minimum of \$100,000 in management fees.

Annual ratepayer impact	
2021/22	\$6.95
2022/23	\$7.67
2023/24	\$8.21
2025-31	\$11.59 average

Option 3

We continue to own the 147 units but form a partnership with an existing registered community housing provider to manage and maintain the units on Council's behalf. We expect that an alternative provider would want us to invest in bringing the units

up to a certain living standard before they would enter any arrangement for ongoing management. For instance, it may be necessary for us to convert some bedsits to one or more bedroom.

Cost: \$4.09 million over the next three years for the improvements we think we would need to make plus a further \$4.75 million for refurbishments as required over the same three year period. Operating costs would remain as planned for the first three years but then drop by \$7.18 for the remaining seven years of the LTP.	Annual ratepayer impact	
	2021/22	\$5.93
	2022/23	\$6.64
	2023/24	\$7.18

Option 4

Council fully transition its Housing for the Elderly units to another party or parties with strict requirements such as protection of existing tenant arrangements and the number of units is maintained or increased over time. As with option 3, we expect that whoever takes over would want us to invest in bringing the units up to a certain living standard before they would enter any arrangement for transition. For instance, it may be necessary for us to convert some bedsits to one or more bedroom. Any proceeds from the transition could be ring-fenced for future social housing initiatives and to protect current tenants from the impact of any rent increases.

Cost: \$4.09 million over the next three years for the improvements we think we would need to make plus a further \$4.75 million for refurbishments as required over the same three year period. Operating costs would remain as planned for the first three years but then drop by \$7.18 for the remaining seven years of the LTP.	Annual ratepayer impact	
	2021/22	\$5.93
	2022/23	\$6.64
	2023/24	\$7.18

The option we think works best

Council considers that the best option - both for our tenants and for the viability of Council's housing stock to continue as social housing - is option 4 - to transition to a registered community housing provider or another government housing provider, as per option four. This will give tenants better access to health services, other social support services. Community housing providers are also better placed to apply for subsidies to support social housing that are not available to Councils.

Impact on debt

From year 4 onwards this proposal assumes we will no longer own and maintain the units. The impact on debt however, will be neutral as we will no longer need to fund depreciation on the units or carry out renewal works.

Level of service

Under this proposal there will be no level of service provided by Council. However, the occupants of the units should see an increased level of service and support as the units will be owned and managed by a specialist community housing provider.

Results

Totals for each option

Overall response total	Option 1	Option 2	Option 3	Option 4
478	218	40	88	132

Respondents by area

Option	Total responses	BOI / Whangaroa	Kaikohe / Hokianga	Te Hiku	Outside Far North	Not provided
1	218	126	34	35	6	17
2	40	21	5	11	1	2
3	88	51	17	18	-	2
4	132	85	16	29	2	-
No response	262	457	668	647	731	719
Total	478	283	72	93	9	21



The options

Option 1

Far North District Council plays a greater role in economic development by becoming a shareholder in Northland Inc and contributing to the wider Investment and Growth Reserve Fund.

Option 2

Far North District Council does not become a shareholder in Northland Inc but continues to fund Northland Inc on a project/ initiative basis.

The option we think works the best

Council's preferred option is option 1 - to become a shareholder and contribute to the wider Investment and Growth Reserve Fund.

Ratepayer impact

There are some costs involved, and our contributions to the Investment and Growth Reserve will be \$94,300 in year 2021/22, the first year of the Long Term Plan 2021-31. This will increase to \$199,209 in year two, \$296,648 in year three, and incrementally increase to \$643,655 in year 2026/27.

Impact on debt

Nil

Level of service

Far North District Council will have a stronger voice in economic development in the District.

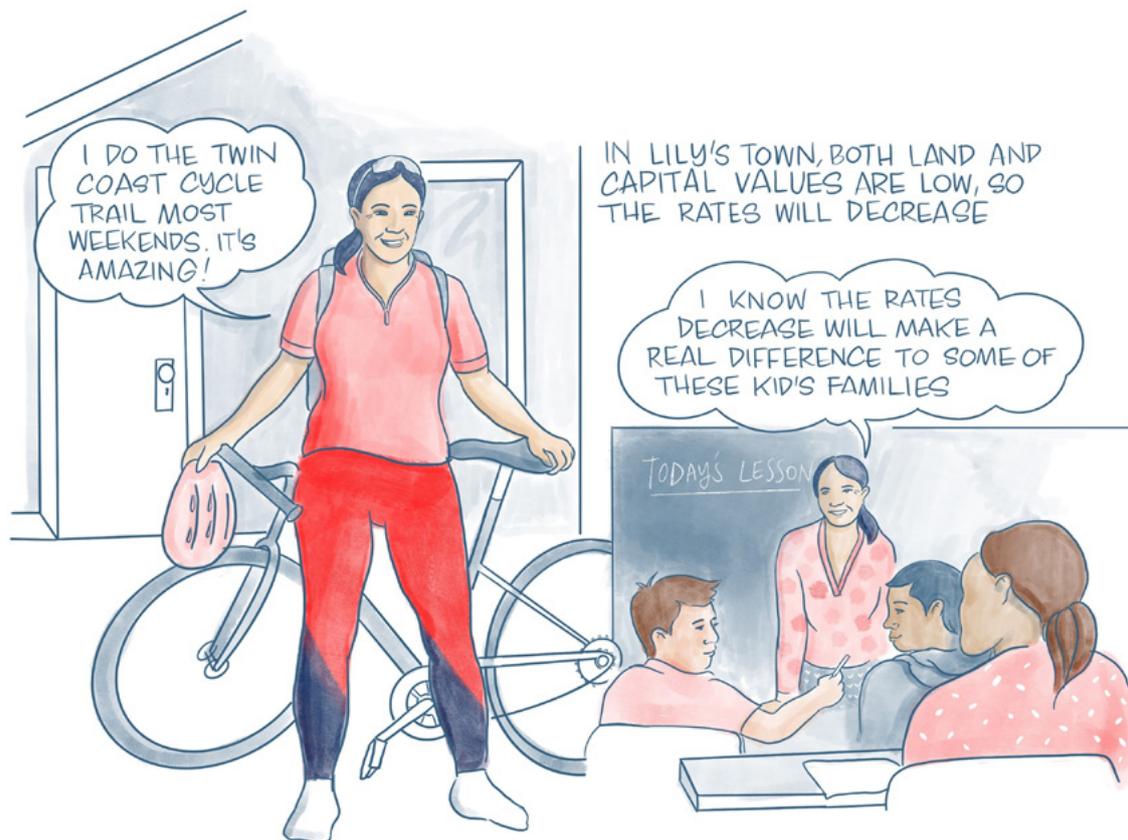
Results

Totals for each option

Overall response total	Option 1	Option 2
479	274	205

Respondents by area

Option	Total responses	BOI / Whangaroa	Kaikohe / Hokianga	Te Hiku	Outside Far North	Not provided
1	274	163	34	55	6	16
2	205	117	34	36	5	13
Total	479	280	68	91	11	29



Here are our ideas to improve fairness and make our rates simpler

1. Change to capital value rating

We must calculate rates using property value. There is no choice in this, it's the law. But we can choose whether we calculate them using your property's land value or its capital value. We propose to change to capital value, with a gradually changing land value differential over the next 10 years. For year 1 this means 10% of your general rates will be based on capital value. This will gradually increase to 100% in year 10.

2. Remove both flat rates

We charge \$450 as a Uniform Annual General Charge (UAGC) and a \$100 roading rate that covers things like road safety - a total of \$550 per rateable property. A uniform annual general charge (UAGC) is a flat charge, per property and everyone pays the same amount. These flat rates are known as a regressive tax. We think that we should shift these to the General Rate as we believe it is fairer - because the amount you pay is based on the value of your property, which is considered the best measure of a person's ability to pay.

3. Reduce the extra charged to commercial properties

For every \$1 that residents pay, businesses pay \$2.75. We all benefit from good commercial services, facilities and activities, as do our visitors, and we do not want to make it harder for businesses to grow. It is already tough. We propose to reduce the commercial rate to \$1.75. To make up the difference, we will collect the balance through the General Rate.

4. Move away from scheme-based capital rates for water and wastewater

At the moment, the cost of these water services is covered by those who are connected. Some of these schemes serve a small number of users and are very expensive to build and run. We think that getting rid of the scheme-based targeted "capital" rates might be more affordable, with everyone sharing the cost of these services regardless of the scheme. The "one network" approach better spreads the cost. By sharing the load for those who benefit from piped water, whether for drinking or waste treatment, we support diverse communities, which makes the Far North a great place to live.

5. Reduce the water and wastewater availability charge

There are some people who could connect to water and wastewater networks but choose not to, so they are charged an availability rate. The availability rate is currently the same as the connected rate. We propose reducing the availability charge by 40%. This allows us to maintain capacity for the connection should it be needed later.

6. Introduce a small public good charge for water and wastewater to every rateable property

This recognises that those who are not connected to a scheme still benefit from reticulated systems either through buying potable water by tanker or emptying septic tanks into sewage plants. We propose \$15 per service, which is \$30 per rateable property.

7. Change the stormwater targeted rate so that rating units in the area of benefit cover most of the cost

We propose that 90% of the stormwater costs be spread across these ratepayers and the remaining 10% be shared across all properties. This recognises that we all benefit, directly or indirectly, from a stormwater network that protects us from flooding.

The options

Option 1

Rating methodology remains as status quo based on land value.

Option 2

Rating methodology is changed to the proposed model based on capital value with transition over 10 years commencing in 2021/22. This is Council's preferred option.

Ratepayer impact

The tables following show averages. Individual rates can be reviewed online here.

Impact on debt

Nil

Level of service

Nil

Results

Totals for each option

Overall response total	Option 1	Option 2
582	159	423

Respondents by area

Option	Total responses	BOI / Whangaroa	Kaikohe / Hokianga	Te Hiku	Outside Far North	Not provided
1	159	73	42	34	4	6
2	423	286	35	65	7	30
Total	582	359	77	99	11	36

Fees and Charges

Respondents by area

Total responses	BOI / Whangaroa	Kaikohe / Hokianga	Te Hiku	Outside Far North	Not provided
14	12	-	-	1	1

Significance and Engagement Policy

Respondents by area

Total responses	BOI / Whangaroa	Kaikohe / Hokianga	Te Hiku	Outside Far North	Not provided
1	1	-	-	-	-

Rating Policies

Respondents by area

Total responses	BOI / Whangaroa	Kaikohe / Hokianga	Te Hiku	Outside Far North	Not provided
3	1	1	1	-	-



HE WHENUA RANGATIRA
A DISTRICT OF SUSTAINABLE PROSPERITY & WELL-BEING

WHAKAPĀ MAI | CONTACT US

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Te Kaunihera o Tai Tokerau ki te Raki

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