



**I, Kitea Tipuna, Tumu Whakarae Chief Executive, hereby give notice that
Strategy, Wellbeing and Economic Development Committee Meeting will be held
on:**

Date: Tuesday, 13 August 2024
Time: 10:00 am
Location: Council Chamber, Wairoa District Council,
Coronation Square, Wairoa

AGENDA

Strategy, Wellbeing and Economic Development Committee Meeting

13 August 2024

MEMBERSHIP: His Worship the Mayor Craig Little, Cr Denise Eaglesome-Karekare, Cr Jeremy Harker, Cr Roslyn Thomas, Mr Jack Beaton, Mr Seenie Kahukura, Ms Sue Wilson, Mr Terence Maru, Ms Kimberley Bell

The agenda and associated papers are also available on our website: www.wairoadc.govt.nz

For further information please contact us 06 838 7309 or by email info@wairoadc.govt.nz

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- 1 KARAKIA**
- 2 APOLOGIES FOR ABSENCE**
- 3 DECLARATIONS OF CONFLICT OF INTEREST**
- 4 CHAIRPERSON'S ANNOUNCEMENTS**
- 5 LATE ITEMS OF URGENT BUSINESS**
- 6 PUBLIC PARTICIPATION**

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 15.1 requests to speak must be made to the Chief Executive Officer at least one clear day before the meeting; however this requirement may be waived by the Chairperson. Requests should also outline the matters that will be addressed by the speaker(s).

7 MINUTES OF THE PREVIOUS MEETING

Ordinary Meeting - 16 July 2024

MINUTES OF WAIROA DISTRICT COUNCIL
STRATEGY, WELLBEING AND ECONOMIC DEVELOPMENT COMMITTEE MEETING
HELD AT THE COUNCIL CHAMBER, WAIROA DISTRICT COUNCIL, CORONATION SQUARE, WAIROA
ON TUESDAY, 16 JULY 2024 AT 10:00 AM

PRESENT: His Worship the Mayor Craig Little, Cr Jeremy Harker, Cr Roslyn Thomas, Mr Jack Beaton, Mr Seenie Kahukura, Ms Sue Wilson, Mr Terence Maru, Ms Kimberley Bell

IN ATTENDANCE: **Kitea Tipuna** (Tumu Whakarae | Chief Executive), **Gary Borg** (Pouwhakarae – Pūtea/Tautāwhi Rangapū | Group Manager Finance and Corporate Support), **Lauren Jones** (Pouwhakarae Rātonga Hapori me te Whakawhanake | Acting Group Manager Community Services and Development), **Frances Manase** (Kaiurungi Mana Ārahi | Governance Officer).

1 KARAKIA

The opening karakia was given by His Worship the Mayor, Craig Little.

2 APOLOGY

APOLOGY

COMMITTEE RESOLUTION 2024/156

Moved: His Worship the Mayor Craig Little

Seconded: Cr Jeremy Harker

That the apology received from Cr Denise Eaglesome-Karekare be accepted and leave of absence granted.

CARRIED

3 DECLARATION OF CONFLICT OF INTEREST

To be declared as the agenda progresses.

4 CHAIRPERSON'S ANNOUNCEMENTS

Nil.

5 LATE ITEMS OF URGENT BUSINESS

LATE ITEM

COMMITTEE RESOLUTION 2024/157

Moved: Cr Jeremy Harker

Seconded: Cr Roslyn Thomas

That the report 8.1 Community Compass Report Q1 be received as a late item.

CARRIED

6 PUBLIC PARTICIPATION

A maximum of 30 minutes has been set aside for members of the public to speak on any item on the agenda. Up to 5 minutes per person is allowed. As per Standing Order 14.14 requests to speak must be made to the meeting secretary at least one clear day before the meeting; however this requirement may be waived by the Chairperson.

7 MINUTES OF THE PREVIOUS MEETING

COMMITTEE RESOLUTION 2024/158

Moved: His Worship the Mayor Craig Little

Seconded: Cr Jeremy Harker

That the minutes of the Ordinary Meeting held on 21 May 2024 be confirmed.

CARRIED

8 GENERAL ITEMS

8.1 COMMUNITY SERVICES AND DEVELOPMENT GROUP UPDATE

COMMITTEE RESOLUTION 2024/159

Moved: His Worship the Mayor Craig Little

Seconded: Cr Roslyn Thomas

The Pouwhakarae - Rātonga Hapori me te Whakawhanake | Group Manager Community Services & Development RECOMMENDS that Committee receive the report.

CARRIED

The Acting Group Manager Community Services & Development introduced the report noting the following:

- The scheduled June Committee meeting had been cancelled due to Wairoa District Council (WDC) being in Lockdown. An update will be tabled at the next scheduled meeting.
- Slight drop in Visitor numbers in Wairoa from the I-Site. Consistent numbers of local, domestic and international queries.
- Gaiety Theatre - the new projector installation has been successful. There has been a drop in sales between April and May, mainly due to no premiere movies and weather conditions. It is expected that sales will increase over the next couple of weeks due to the school holidays.

Cr Harker suggested Wairoa to host conferences or activity events within the next year 2024/2025.

Cash Service Trials - The Reserve Bank NZ has had an application endorsed by various members of the Wairoa community. Expected to have town clusters shortlisted by August.

External funding - Received 16 applications from Wairoa to the Cyclone Appeal Trust Fund with decisions being announced on 25th July, 2024.

8.1 COMMUNITY COMPASS REPORT Q1

COMMITTEE RESOLUTION 2024/160

Moved: His Worship the Mayor Craig Little

Seconded: Cr Roslyn Thomas

The Acting Group Manager - Community Services and Development RECOMMENDS that Committee receive the report.

CARRIED

The Acting Group Manager - Community Services and Development introduced the report which prompted the below discussion:

Cr Harker requested the number of jobs available in Wairoa and His Worship the Mayor would like to canvas all businesses which cover:

- Staff retention rate.
- Available positions.
- Application processes for businesses in Wairoa.

The Acting Group Manager - Community Services and Development advised she will look into a database that will capture this information.

The committee agreed that the visit Wairoa website needs to include and advertise the cycle trails and mountain bike park as they would like to use these activities as a gateway to bring more people into Wairoa.

RESOLUTION TO EXCLUDE THE PUBLIC

MOTION

COMMITTEE RESOLUTION 2024/161

Moved: His Worship the Mayor Craig Little

Seconded: Cr Roslyn Thomas

That the public be excluded from the following parts of the proceedings of this meeting at 10:32am.

The general subject matter of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48 of the Local Government Official Information and Meetings Act 1987

General subject of each matter to be considered	Reason for passing this resolution in relation to each matter	Ground(s) under section 48 for the passing of this resolution
Gaiety Cashflow Report	s7(2)(h) - the withholding of the information is necessary to enable Council to carry out, without prejudice or	s48(1)(a)(i) - the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the

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	disadvantage, commercial activities	disclosure of information for which good reason for withholding would exist under section 6 or section 7
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CARRIED

MOTION

COMMITTEE RESOLUTION 2024/163

Moved: His Worship the Mayor Craig Little

Seconded: Mr Jack Beaton

That the committee moves out of Closed Committee into Open Committee at 10:53am.

CARRIED

The Meeting closed at 11:00am with a closing karakia from His Worship the Mayor, Craig Little.

The minutes of this meeting were confirmed at the Strategy, Wellbeing and Economic Development Committee Meeting held on 13 August 2024

Strategy, Wellbeing and Economic Development Committee – Actions Sheet

<u>MEETING THE ACTION WAS RAISED IN</u>	<u>ACTION</u>	<u>OFFICER RESPONSIBLE</u>	<u>COMMENTS</u>	<u>STATUS</u>	<u>PUBLIC EXCLUDED</u>
23/04/2024	Raise with the Group Manager of Planning and Regulatory to report back on Council's approach in dealing with building appearance, law and order and rubbish and littering through bylaw enforcement and what building owners can do themselves at the next committee meeting	Juanita Savage Hinetaakoha Viriaere	Educated and phased approach recommended by the committee included in agenda for meeting 13 August	Completed	No.
23/04/2024	Request quote for relocation and repairing of signs to	Juanita Savage	Signs have been ordered, installation date to be confirmed at Committee	Completed	No

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	report back at the next committee meeting		meeting 13 August		
23/04/2024	Request quote and requirements for businesses to advertise ads on the big Gaiety Theatre projector screen	Juanita Savage	Included in agenda for meeting 13 August. Further discussion/training may be required.	In Progress	No
16/07/2024	Group Manager of Planning and Regulatory to report back on Council's approach in dealing with building appearance, law and order, rubbish and littering through bylaw enforcement and what building owners can do themselves.	Hinetaakoha Viriaere			
16/07/2024	Update Wairoa Visit Site which will have the inclusion of Mountain Bike Park and Cycle Trails in Wairoa.	Lauren Jones	Updated. Included in agenda for meeting 13 August.	Completed	No
16/07/2024	Strategy, Wellbeing and Economic Development workplan. The recovery plan to have an economic development and a community wellbeing priority.	Lauren Jones	Talking points from previous meeting included in agenda for meeting 13 August. Awaiting economic development plan initiation post LTP adoption.	In Progress	No
16/07/2024	Local businesses to promote their services on screen as part of the advertisements prior to a screening. His Worship would like an update on this suggestion	Lauren Jones	Included in agenda for meeting 13 August. Further discussion/training may be required.	In Progress	No

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CHAIRPERSON

8 GENERAL ITEMS

8.1 COMMUNITY SERVICES AND DEVELOPMENT GROUP UPDATE JULY 2024

Author: Lauren Jones, Acting Group Manager - Community Services and Development

Authoriser: Kitea Tipuna, Tumu Whakarae Chief Executive

Appendices:

1. Successful Applications [↓](#)
2. Agenda item 8.3: 30 January 2024 [↓](#)
3. Wairoa Gaiety Theatre Final Report_2024_01_15 (under separate cover - Vol 1)
4. Wairoa Gaiety Theatre - Implementation Plan (under separate cover - Vol 1)
5. Wairoa Gaiety Theatre - Summary Report (under separate cover - Vol 1)

1. PURPOSE

- 1.1 This report provides information for Committee on the Group activity and data since the last meeting. No decisions are required by Committee at this stage.

RECOMMENDATION

The Acting Group Manager - Community Services and Development RECOMMENDS that Committee receive the report.

WAIROA SIGNAGE

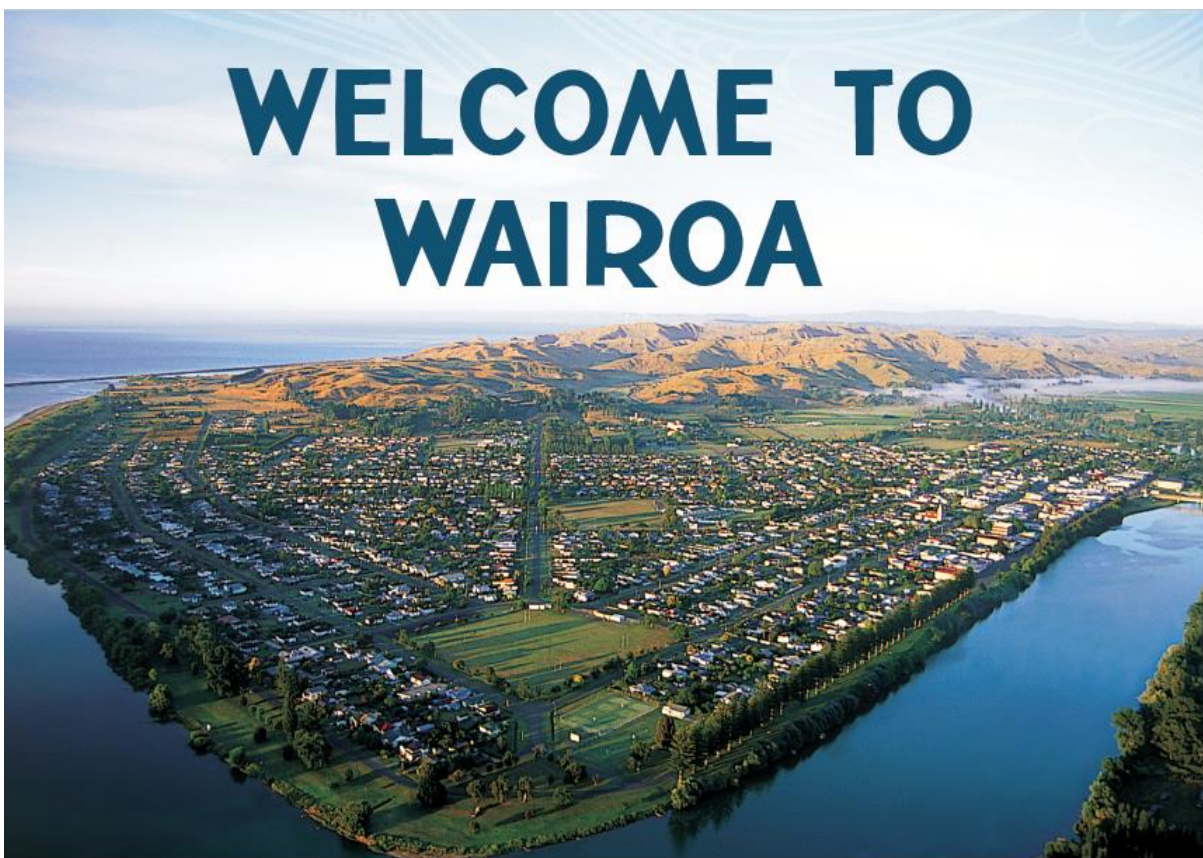
Community Engagement has now approved the purchase of three anti-graffiti, ACM “Welcome to Wairoa” signs that are 3m wide x 1.5m high.

The missing Welcome to Wairoa panels at the northern boundary of the district have also now been ordered and will arrive within 8 to 10 working days.

We are now in the process of putting together costings to have the boundary signs moved closer to town.

The team will continue scoping available sites for the three new Welcome to Wairoa signs.

Final designs below:





CYCLONE GABRIELLE APPEAL TRUST FUNDING

Out of 174 applications received from Hawke's Bay groups, 59 from Wairoa were successful. The successful Wairoa groups, clubs, trusts, marae and community organisations received more than \$1.5 million in support from this fund.

For more information, visit www.cycloneappeal.org.nz/what-we-funded/

Please see attached breakdown of recipients:

BIODIVERSITY HAWKE'S BAY

Community Engagement has made contact with Biodiversity Hawke's Bay to explore other ways to commence the Wairoa Regional Park Wetlands Restoration Project.

Council's application to the fund was declined in May, citing application numbers were high and the committee having to focus on which projects would deliver the highest indigenous biodiversity gain for Hawke's Bay.

Community Engagement is awaiting a response from Biodiversity Hawke's Bay and has actively followed-up with phone calls.

LIBRARY

The success of the most recent reading programme is presented below. Kylie our Library Manager was asked to present this programme to other Hawkes Bay libraries after they heard of what was delivered. This request is testament to the creativity, thought and care that goes into the delivery of library services, despite current staff shortages creating high workloads for the team. The programmes are designed from scratch by our library staff and not only engage the children in reading but cement the library as integral to creating a sense of community /placemaking in Wairoa.



BYLAW

At the last meeting, the committee asked the Group Manager of Planning and Regulatory to report back on Council's approach in dealing with building appearance, law and order and rubbish and littering through bylaw enforcement and what building owners can do themselves at the next committee meeting.

At our Long Term Plan deliberations on 1 August 2024, Councillors resolved to adopt the preferred option for *Decision 4 - Breathing new life into Wairoa businesses "Annual Investment"* with the addendum that this funding be directed at the CBD as a whole rather than directly paying individual businesses. For reference it was discussed that the CBD covered the business district throughout Wairoa including North Clyde, not just Marine Parade. This means individual business

appearance funding will not be by way of direct payout (although options for loans were discussed).

Below is an outline of our current bylaw and enforcement options.

Public Safety Bylaw

Current action:

A letter to be sent to businesses within the CBD to remind them of their responsibilities in accordance the WDC Public Safety Bylaw as outlined in the following clauses:

3.2 Restrictions – No person may:

(g) Being the owner or occupier of residential or commercial premises, allow these premises whether occupied or vacant to either sprout weeds and other vegetation other than shrubs and gardens that are or have been formally establish on such land, or to become so overgrown with vegetation that it causes or may cause a nuisance, harbour vermin, detract from the amenity of the locality in which it is situated, or encroach onto or over any public place and obstructs or interferes with the free movement of persons using that public space.

(i) Being the owner of a building in the industrial and town areas, allow buildings to show signs of disrepair in the form of peeling paintwork, loose brickwork, missing tiles, hanging wires, defunct lights, plaster chipping, mould or algae growth.

(j) Being the owner of a building in the district with frontage abutting a public place, allow the property frontage to be unclean, poorly maintained, or contain weeds, rubbish, accumulated dirt or materials.

Noting too that: every person who fails to comply with any part of a bylaw commits an offence and shall be subject to the penalty provisions outlined in the offences, penalties, infringement offences, and legal proceedings provisions of the Local Government Act 2002 and the enabling enactment.

Furthermore, the bylaw states that notices and abatements from this clause must be given to the owner of the land/building, giving them 21 days to take action.

Next steps:

The bylaw has been made under several Acts, Local Government Act 2002, the Litter Act 1979, the Health Act 1956, the Sale and Supply of Liquor Act 2012, the Reserves Act 1977 and the Electricity (Safety) Regulations 2010. Therefore, the review of the Public Safety bylaw that is being undertaken this year will include ensuring there are clauses within the bylaw that provide for explicit penalties under the relevant acts.

OFFENCES AND PENALTIES

Bylaw provision	Legislative provision	Description of offence	Maximum fine upon conviction	Infringement fee
Clause 6.1	Local Government Act 2002	Breach of Bylaw	\$20,000	N/A
Clause 6.2	Health Act 1956	Breach of Bylaw	\$500 + \$50 for every day for continuing offences	N/A
Clauses 6.2 and 6.4	Litter Act 1979	Deposit of litter in public place or on private land	\$5,000 or \$7,500	\$400 or other amount as fixed by that Act or amendments to that Act.
Clause 6.2	Litter Act 1979	Failure to comply with notice to clear litter on private land	\$500 (individual) \$2,000 (corporation) For each day on which the failure occurs	N/A

RECOVERY PLAN AND ECONOMIC DEVELOPMENT PLAN

APR Consultants have been engaged to review the Economic Development Plan and update this. They are currently working through the 2017 plan for key areas and updating actions.

Noted from previous meeting discussion:

- Economic development needs to reflect primary industries / land based businesses (recovery plan too, how we support rural land based industries and business)
- Tourism: accommodation, morere
- Visit Wairoa website doesn't have mountain bikepark on it and cycle trails: ACTIONED, *also raised maintenance of the MTB with the WDC property team*

GAIETY THEATRE

Price increase to \$12/ticket from 5 August 2024

The following information/actions were requested last meeting:

Action	Comment	Status
Investigate power meter	Being reviewed by Bloom'n loco per last meeting.	Ongoing
Baseline to operate (screening fixed costs)	Attached	Closed
Options to give away tickets (profits from food, baseline cost	To discuss action this meeting based on baseline figures above	To discuss actions

incurred regardless)		
Advertising: to investigate. Can advertising include job vacancies	Previously the advertising was charged at \$2.50 per ad. The revenue was therefore not significant. This is also difficult to put in with the new commercial projector. There may therefore be a training requirement to consider and a cost/benefit review required. The advertising price needs to be discussed with the business community to see what is feasible. Wider out of town business advertising (including Māhia etc) may also be an option to boost revenue.	To discuss actions
Marketing strategy reviewed and promoted	8.3 ADOPTION OF GAIETY THEATRE BUSINESS AND MARKETING PLAN 30 January 2024 - the agenda item and Wairoa Gaiety Theatre Final Report_2024_01_15 are attached here. Also attached are the implementation plan and summary report provided previously.	To discuss actions
Liquor license (licenced venue more attractive for events / profits for movie screenings)	The theatre needs to have a managers licence in order to get a new liquor licence. Current lead (Rosalynne Karangaroa) may be able to apply for a manager's license but it would also be worthwhile having a backup in case of illness/leave. Once a manger license is in place the liquor license can be applied for and issued.	To discuss actions
Lighting for events (Gaiety Theatre to provide)	It may be more beneficial from a cost perspective for the Gaiety Theatre to identify preferred suppliers for lighting hire rather than investing in t he purchase and maintenance of stage lighting itself. This would enable an "ad on" package for hirers but prevent the capital cost being borne by the theatre.	To discuss actions

Funding round total expenditure: \$14, 137,699

Hawkes Bay region total \$ 4,424,939

Recipient	Project	Amount
Adventure Wairoa Incorporated	Repairs to cyclone damage.	\$ 9,500
Ahuriri Maori Wardens Charitable Trust	To purchase emergency equipment and items for emergency event response.	\$ 29,000
Amateur Radio Emergency Communications	Purchase of Tait TP9770 and TM9765 will enable ARECs volunteers to link and communicate on different networks and frequency bands [VHF 136-174MHz and UHF 378-520MHz] without carrying and installing a separate radio for each band.	\$ 25,630
Amateur Radio Emergency Communications	a Tait TA3633 Transportable Repeater, Icom IC-IF8101 and HF transceiver and IC-705 Multimode transceiver that can be deployed with field teams.	\$ 14,972
Amateur Radio Emergency Communications	Purchase Tait TP9770 and TM9765 will enable ARECs volunteers to link and communicate on different networks and frequency bands [VHF 136-174MHz and UHF 378-520MHz] without carrying and installing a separate radio for each band.	\$ 25,630
Anglican Diocese of Waiapu	Installing of water tank and water softening system to ensure it is clean / safe for community use.	\$ 30,000
Aranui Marae	Re-roof Wharekai.	\$ 30,000
Ardkeen Community Hall	Emergency readiness equipment to prepare the hall to become a Civil Defence hub.	\$ 21,000
Arimawha Marae	Recovery and disaster preparedness resources.	\$ 30,000
Ashley Clinton Firebrigade, Fire Emergency New Zealand	To purchase and install a generator, and starlink.	\$ 9,300
Bay View Community Charitable Trust Incorporated	Resources for Resilience Container.	\$ 25,000
Bay View Cyclone Recovery Group	To establish a Resilience Resource Container.	\$ 30,000
Central Hawkes Bay Forest and Bird	Planting 1800 square metres of the Otaia Bush, Waipukurau entrance area that was destroyed during the cyclone.	\$ 3,500
Clive Community Hall Inc	Fix water damaged building further impacted by the cyclone.	\$ 30,000
Clydebank & District Historical Trust	To purchase a compostable toilet to be used at district gatherings at community venues, so people can connect and enhance their wellbeing.	\$ 5,040
E Tu Whakatu	To provide resources for an emergency community hub, which include a community satellite phone, a first aid kit, an AED Unit, and two small portable generators.	\$ 6,376
Elsthorpe Hall Committee	A lockable cage or large cupboard to house	\$ 2,000
Eparaima Pā Restoration Project	Replace cyclone damaged maintenance equipment in rural isolated community.	\$ 14,000

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Equestrian Sport New Zealand - Wairoa Branch Northern Hawkes Bay Area	To replace equestrian gear damaged by the cyclone and clean up.	\$	5,000
Eskdale School	Install a new water tank; pump; install UV filter; install a Califont.	\$	26,020
Eskview and Districts Rugby Football Club	To build an outside shelter facility for use as hub in civil defence emergencies and other activities.	\$	30,000
Frasertown School	To produce five Pou to recognise and preserve local tangata whenua history, and also strengthen the connection between the school and local iwi.	\$	20,000
Free Wesleyan Church of Tonga	To reestablish community impacted by cyclone by purchasing equipment and other items.	\$	14,000
Sihova Sialia Hastings			
Friends of the Porangahau Community Garden	Rebuilding and enhancing the community garden.	\$	15,000
Hastings Branch - Royal New Zealand Society for the Prevention of Cruelty to Animals Incorporated	Container with essential emergency supplies.	\$	18,006
Haumoana Community Hall	Installation of a solar power system & batteries for the Haumoana Hall.	\$	30,000
Hawke's Bay Mountain Bike Club Incorporated	Replace cyclone damaged tracks and club equipment.	\$	30,000
HnK whanau Trust	, Tools, equipment and maintenance., to help with clean up and recovery from the cyclone.	\$	30,000
Hohepa Homes Trust Board	Install a generator to support provide power for the facility and resilience to Poraiti wastewater and water supply in the event of an outage.	\$	40,000
Houngarea Marae	Solar power set up and roofing fixing.	\$	30,000
Hukarere Girls College	Emergency response trailer for community, iwi, hapū and marae.	\$	20,000
Kahungunu Community Marae	Drainage repairs, a storage unit, and a generator.	\$	29,999
Kahungunu Marae Mohaka A9	Solar power and solar storage - 10KW solar power and 10KW solar storage.	\$	30,000
Kahuranaki Marae Committee	Solar power and solar storage.	\$	30,000
Kaiwaka Tareha Community Hall Incorporated	Diesel generator power; upgrade power to hall; Instant gas hot water and cooking; Install shower facilities in toilets.	\$	30,000
Karituwhenua Stream Landcare Group Inc	To replace five foot bridges washed away and destroyed by Cyclone Gabrielle, so that a walkway can be reopened for use by the community.	\$	30,000
Kaumatua Group	Resources for recovery and resilience.	\$	25,730
Kaweka Community Catchment Collective	To purchase and install two resilience containers for the Dartmoor which was impacted by the	\$	29,844
Kereru Hall Society	To construct a shed beside a community hall which is to be an emergency hub.	\$	30,000
Kohupatiki Marae Trustees	To purchase a Water Tank, a Windmill, and Solar Panels and battery.	\$	31,000
Korongata Marae	Purchase a Crisis Bunker Resilience Hub container	\$	10,000

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Kotemaori School	The purchase of a new van to support the transport of displaced school children to their temporary school site while their school is being repaired.	\$	30,000
Lake Runanga Restoration	To remove the willows at the Northern end of Lake Runanga to reduce flooding risk.	\$	34,368
Learning Support Coordinators- Nga Mata Nui o Kahungunu ki Te Wairoa- Kahui Ako	Large outdoor core boards to install at all school (and hopefully ECE) playgrounds to support communication for those who cannot speak for themselves in our community.	\$	17,746
Lower Dartmoor Community	A resilience container, a response trailer, gazebo and emergency resilience supplies.	\$	29,625
Mahanga Marae Trust	New roof for whare kai to replace damaged one in Cyclone Gabrielle.	\$	30,000
Manutai Marae	To build and erect Waharoa, replace broken fence, and put in air extractors over cooking areas.	\$	22,027
Maraekakaho Church Hall Trust Board	To install better water and energy resilience systems for directly impacted community.	\$	14,840
Maraekakaho School	Replace a shade sail over a sandpit, and playground bark.	\$	30,000
Maraekākaho Volunteer Fire Brigade	Funding for seven 25W Tait digital VHF radios in cases, with batteries and external aerials.	\$	26,938
Maraetotara Rural Fire Force	To purchase emergency equipment and items to fill community hub resilience containers.	\$	15,000
Matahiwi Marae	To install solar panels with a battery at a Marae to be ready for natural disasters and emergencies.	\$	30,000
Matangirau Kindergarten	Construct a community garden in new premises.	\$	15,000
Matapiro District Recreation Society Inc and RD9 Connected	To repair core Matapiro Hall facilities.	\$	34,265
Mataweka Marae	To replace a water pump and purchase tents for a emergency container, for a Marae which is an emergency hub.	\$	30,000
McRae Trust - Waitahora Farm	Refencing the park; Planting of 10 new trees; goat proof tree surrounds; A wooden sign put up.	\$	17,596
Menzshed Wairoa Charitable Trust	Fencing, ground work, and a container for a workshop.	\$	29,500
Moteo Marae Charitable Trust	To improve a Marae Kitchen area damaged by the Cyclone.	\$	31,320
Moteo Marae Charitable Trust	Support recovery of Urupa by purchasing equipment damaged or lost during the cyclone and needed to maintain it, and purchasing an equipment storage container.	\$	29,279
Moteo Marae Charitable Trust	Upgrade Bus Shelter damaged by Cyclone.	\$	27,542
Nga Tokorima a Hinemanuhiri Trust	Starlink and emergency equipment, items, and alarm systems for a Community Resilience Hub.	\$	30,000
Ngai Tamakahu Marae	Cyclone Gabrielle brought forward the need for us to future proof our taonga tuku iho.	\$	29,000
Ngai Te Rakato Marae	To replace a section of a roof on a whare.	\$	30,000

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Ngati Kahungunu (Wairoa)	To re tar seal carpark which was damaged by the	\$	28,750
Ngati Kahungunu (Wairoa)	Purchase and install essential equipment and items	\$	34,500
Taiwhenua) Inc.	for a Marae to be properly functional, to preserve its cultural identity and ensure their isolated community is resilience for future events.		
Ngati Kurahikakawa ki Waihua Trust	Upgrade marae and purchase supplies to provide resilience and support to 30 families in the wider Waihua Community.	\$	30,000
Ngati Pahauwera Incorporated	Clear silt and slash to access clean water.	\$	50,000
Ngāti Pārau Hapū Trust	Container and emergency equipment and items.	\$	30,000
Nopera Trust	To restore the track to the Pou Whenua Tamatea Pokai Whenua.	\$	30,000
Nuhaka Domain Board	Purchase and install a water tank, filter system, hot water califont, outdoor lighting and security cameras.	\$	27,125
Nuhaka Maori Anglican Church	Install better lighting and heating.	\$	14,800
Nuhaka Rugby Club	Rennovations to facilitate use as a community hub.	\$	10,000
Omāhu 2R Maori Reservation	Emergency Storage Unit for directly impacted region.	\$	30,000
Omāhu Māori Committee	Play ground equipment in silt damaged	\$	30,000
Omāhu School Board of Trustees	Construct a new playground, install football/rugby posts, create a limestone cycle track - washed away in the Cyclone.	\$	30,000
Omakere Community Hall	Repair damaged weatherboards and re-paint the exterior walls and roof the Community Hall.	\$	28,500
Omakere Playcentre Inc	To replace playground damaged in the flooding of the Cyclone.	\$	30,000
Omakere School	Purchasing, adding in new all-weather play equipment; fall material underneath playground equipment; weather-proof accessibility pathways.	\$	30,000
Ongaonga Hall Committee	Install a water tank; upgrade hot water system at venue that did not state it was affected in the cyclone.	\$	20,000
Onga-onga Historical Society Incorporated	Building up the land for flood protection, fencing and planting and installation of historical boiler stack.	\$	15,000
Orangitirohia Trust	Replacing Cyclone damaged fencing.	\$	45,000
Otane Town Hall Committee	To convert an electric hot water system to gas. .	\$	8,174
Pakowhai Community Funding Committee	To increase the number of CCTV cameras in Pakowhai.	\$	30,000
Pakowhai War Memorial Board Incorporated	Upgrading of the car parking to complete repairs being carried out after the damage from Cyclone Gabrielle.	\$	45,000
Palmbrook Reserve Landcare	Rebuilding 3 bridges destroyed in Cyclone Gabrielle.	\$	20,000
Patoka Memorial Hall	Installation of solar power.	\$	28,750
Pātoka Rural Kindergarten	Upgrade outside Playground damaged in the Cyclone.	\$	30,000

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PATOKA SWIMMING CLUB (INCORPORATED)	<i>Funding for a pump shed to accommodate new pool equipment and repairs.</i>	\$	30,000
Pelega o Matua Fanau Aoga Amata	<i>Outdoor playground equipment and earth works.</i>	\$	34,500
Petane Marae Maori Committee	<i>Restoration of Petane Marae Urupā Graves, monuments and headstones impacted on by Cyclone Gabrielle.</i>	\$	28,000
Porangahau Community Centre Inc	<i>To reseal Basketball/Tennis courts.</i>	\$	30,000
Porangahau Maori Committee	<i>Replacement equipment and tools and shed and resources.</i>	\$	10,000
Porangahau Playcentre	<i>Matting, lino and tool shed replacement.</i>	\$	30,000
Pukehou Marae	<i>To purchase a crisis bunker container with essential emergency equipment and items.</i>	\$	29,946
Pukemokimoki Marae Trust	<i>Starlink; 2xGenerator; Solar Panels & Battery Storage; water tanks; Gazebo; Water Containers; Container; Food; Portable Radio System; Roof; other.</i>	\$	30,000
PUKETAPU (CYCLONE GABRIELLE RESPONSE) CHARITABLE TRUST	<i>Upgrade community hall to emergency hub.</i>	\$	30,000
Puketapu Community Early Childhood Education Centre	<i>Retractable blinds around a sandpit to protect the children from wind blown silt.</i>	\$	4,300
Puketitiri Hutchinson Domain Management Committee	<i>Recovery, preparation works for community hub including bore water, replacing rotten materials, piping, septic tank maintenance, emergency supplies.</i>	\$	30,000
Putahi Marae	<i>Supply and fit 10x aluminum white inserts to existing window frames, flash and seal.</i>	\$	23,000
Putere Community Association	<i>Upgrade of outdoor cooking area; heating for community hall.</i>	\$	20,000
Radio Kidnappers Charitable Trust	<i>Replace unreliable AM transmitter to ensure Hawkes Bay Radio Emergency Broadcast System reach to rural areas outside other communication coverage.</i>	\$	30,000
Rissington Volunteer Fire Brigade	<i>Enhancing the resilience of the Rissington Volunteer Fire Station and proposed community</i>	\$	30,000
Riu o Aropaoanui	<i>Containers, emergency equipment and items, and petrol vouchers to assistance with transporting and shopping.</i>	\$	27,000
Rongomaiwahine Iwi Charitable Trust	<i>Repairs to cyclone damaged building central to community cohesion.</i>	\$	34,500
Rongomaraeroa Marae Reservation Trust	<i>Small scale quickly completed purchases / projects: satellite phones, generators, containers, Land scape repairs, temporary ablution block.</i>	\$	30,000
Rotary Club of Stortford Lodge Charitable Trust	<i>To reinstate a section of the walkway at Peka Peka Wetland Poukawa, which was washed away by the Cyclone.</i>	\$	30,000
Ruahapia Marae	<i>Ruahāpia Marae Urupā recovery repairs.</i>	\$	27,250

STRATEGY, WELLBEING AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

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Ruakituri School	To create a sustainable and healthy school vegetable garden.	\$	10,000
Ruataniwha Marae Incorporated	Repair cyclone damaged parking area to a safe standard.	\$	30,000
Ruawhoro Marae Trustee	Connect our new bore to existing tanks and marae facilities.	\$	34,500
Runanga Marae Reservation	To purchase new solar batteries, and repair and replace doors damaged by weather events, so that Marae can be ready for future civil emergencies.	\$	30,000
Shoal Beach Rescue Charitable Trust	Base EPOD Container.	\$	30,000
Tahuri Mai	Replace equipment and storage lost in the cyclone.	\$	23,000
Taihoa Marae	Trauma 1st aid Kit; trade tested tables; tree maintenance to reduce danger to persons and property.	\$	7,053
Takamautahi Roopu	To purchase equipment and resources to harvest and prepare kai and Rongoa for community members who have been impacted by the cyclone.	\$	30,000
Takapau Town Hall Incorporated	Repairs to leaking community hall roof damaged by the cyclone.	\$	21,000
Tanenuiarangi Marae	4x water tanks, installing water treatment systems and water pump storage facilities.	\$	30,000
Tangata o te Wai Trust	Provide storage and essential preparedness equipment in directly impacted community.	\$	30,000
Tangoio Marae Trust	Purchasing of water level sensors and satellite phone.	\$	26,216
TAPUAE MULTI-SPORTS COMPLEX INCORPORATED	Repairs to the field and lighting of a sports venue damaged by the cyclone.	\$	34,500
Taradale Association Football Club Inc	To replace light tower and lights that were blown down and destroyed during the cyclone.	\$	28,000
Taraia Marae	Solar power set up and a shipping container.	\$	30,000
Tātau Tātau Horticulture Limited Partnership T/A Haumako	Creation of a Mara kai to serve Wairoa.	\$	30,000
Tauroa Reserve Care Group	Restoration of the main access track at the Tauroa Reserve.	\$	30,000
Te Awhina Marae (Hastings)	Upgrading marae facilities to make them functional, clean, and safe.	\$	30,000
Te Iwi o Rakaipaaka Incorporated	3 x 30,000 litre water tanks and filters for all taps are essential for future impacts plus installation - \$4,500 x 7 = \$31,500	\$	31,500
Te Kohanga Reo o E Tipu E Rea Taraia	To purchase emergency equipment.	\$	24,920
Te Kōhanga Reo o Keita Puriri rāua ko Hana Cotter	To purchase emergency equipment and items, and a storage shed.	\$	20,000
Te Poho o Hinemihi Marae	Driveway repairs, BBQ;s, stainless steel bench/sinks & plumbing, generator.	\$	30,000

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Te Poho O Te Rehu Marae	Purchase generator and gas water system conversion.	\$	30,000
Te Pohue School	Installation of a Tesla battery.	\$	20,725
Te Rakato Community Civil Defence Emergency Management Roopu	Civil defence capability resources/emergency cache.	\$	30,000
Te Rau o te Oriwa Kohanga Reo	Fit for purpose playground to replace one damaged in the Cyclone.	\$	25,000
Te Whakakotahitanga Kohanga Reo	To erect two sheltered areas at a facility for protection against wet weather.	\$	34,165
Te Whanau o Te Rakato Te Kohanga Reo	Civil Defence Container, solar panels and batteries, starlink, RT's and other emergency items and water tank filter.	\$	30,000
TE WHARE MAIRE O TAPUWAE	To purchase new inventory and a forklift for a community distribution hub.	\$	30,000
The Ashley-Clinton/Makaretu Hall Society Incorporated	Repair cyclone Gabrielle damaged ceilings, walls and flooring.	\$	17,250
The Friends of Madge Hunter Park	Restoration of local park destroyed by Cyclone Gabrielle.	\$	30,000
Timata Hou Camping Ground	To support the establishment of a camping facility managed locally, which requires a water supply, drainage and foundation that will enable the facility to get up and running.	\$	29,000
Tira Marama Ltd	The restoration of awa.	\$	70,000
Tuahuru Marae Trustees	Emergency preparedness resources.	\$	30,000
Tukipo Catchment Care Group Incorporated	To purchase traps to help Landowners control pests post-Cyclone, which threaten new post-Cyclone riparian and erosion planting.	\$	30,000
Tukituki Land Care Inc	To clear crack willow from two sites in a stream which are impacting on a rural farming community.	\$	50,000
Tutira Hall Committee	2x security Cameras; Building a 4 -stand roof over the emergency hub container.	\$	8,000
Twyford Raupare Recreational Centre	Upgrading of community hall to be fit for purpose as a resilience hub.	\$	20,000
Upper Dartmoor/Lower Waihau Community Hub – Hawkes Bay	To build the fire resilience of a community isolated during the cyclone, to prepare for the future, by purchasing a Fire Fighter Trailer (including Hose Reels) and a Shed to store the trailer in.	\$	28,500
Upper Tukituki Catchment Group	To create a channel through the willow and shingle island to encourage the river to return to course.	\$	9,200
Upper Tukituki Catchment Group	Community tree planting to reduce risks from severe weather events.	\$	6,315
Waihirere Te Kohanga Reo	Building a new playground for Te Kohanga reo o te Waihirere which is located at Takitimu marae.	\$	30,000

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Waikoau Hall Committee	To complete renovation works at a Community Hub Hall facility, which includes replacing the ceiling, and adding shelving and storage for emergency supplies, tables, chairs, and a new generator.	\$	30,000
Waimarama Maori Committee	To repair a Marae Urupa which was damaged by the cyclone.	\$	37,500
Waimarama Surf Life Saving Club Incorporated	Replace doors damaged by Cyclone Gabrielle.	\$	8,000
Waiohiki Marae Board of Trustees	To purchase of furniture for a Marae Community Resilience Hub building which is under construction and expected to be finished by the end of 2024.	\$	33,013
Waipapa-a-iwi Mohaka Marae	Solar power; Solar Storage; Shipping Container.	\$	30,000
Waipatu Marae Committee	Sleeping and hygiene kits for emergency hub; marquee.	\$	20,000
Waipawa Sports Club Incorporated	Replace flooring in the shared clubrooms.	\$	25,000
Waipuka Civil Defence	A roof to connect the 6 emergency stations, expand shelter space and line the bunk room and communication hub.	\$	20,000
Wairoa Agricultural and Pastoral Society	To purchase portable yards for the A&P grounds, which will be used at the A&P Show in 2025, and future events.	\$	24,925
Wairoa Athletic Rugby Football Club Incorporated	To upgrade the drainage system at a football club which has had issues with flooded grounds since Cyclone Gabrielle.	\$	32,205
Wairoa College	Complete a Horticultural Plot project by purchasing a greenhouse, fruit trees and gardening tools, to	\$	10,000
WAIROA FIRE BRIGADE	Improved car parking facilities for the volunteer fire brigade, to enhance the response capability of the brigade.	\$	30,000
Wairoa Flood Recovery	Supplies to use in times of future emergencies.	\$	29,750
Wairoa Orchid Society	Fix and repair storage area for show trophies wiped out by the Cyclone.	\$	2,221
Wairoa Racing Club Inc	Installation of equipment at a racecourse to purify water.	\$	14,000
Wairoa Water Ski Club	To remove the build up of silt around the boat ramp area.	\$	30,000
Wairoa Yacht Club Inc	Repairs to yacht club and equipment.	\$	7,839
Wairoa Young Achievers Trust	Install Solar Panels and battery on the Wairoa Young Achievers Trust building, and purchase a generator.	\$	30,000
Waitangi Marae	Supplies for an emergency response hub.	\$	5,000
Wallingford Sports Club	Replace equipment washed away in the Cyclone; replace water damaged equipment.	\$	3,996
Whakakai Lake Trust	To complete the renovation of the former Whakaki School as an evacuation site.	\$	30,000
Whakaki Resilience Group	2 containers.	\$	20,000

Whanau tiaki Nga Whanau mai i Ahuriri ki Nuhaka	Purchase emergency response supplies and container for storage.	\$	20,000
Wharerangi Community Waterway & Fence Project	To replace fencing along a stream damaged by the cyclone, and replant the stream's waterway.	\$	28,958
Whetu Marama Makoro Marae	To purchase a container and emergency items.	\$	30,000

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8.3 ADOPTION OF GAIETY THEATRE BUSINESS AND MARKETING PLAN

Author: Steve Fabish, Community Services & Development Support Officer

Authoriser: Juanita Savage, Pouwhakarae Rātonga Hapori me te Whakawhanake |
Group Manager-Community Services & Development

Appendices: 1. Wairoa Gaiety Theatre Business and Marketing Plan (under separate cover - Vol 1)

1. PURPOSE

- 1.1 The purpose of this report is to present the draft Wairoa Gaiety Theatre Business and Marketing Plan to the committee for its consideration and adoption.

RECOMMENDATION

The Community Services & Development Support Officer RECOMMENDS that Committee adopt the draft Wairoa Gaiety Theatre Business and Marketing Plan.

Staff report back to the committee, with a detailed action plan to implement the improvements highlighted in the plan.

2. BACKGROUND

- 2.1 Council currently operates the Wairoa Gaiety Theatre and while delivering great service to the district residents and visitors, is lacking a clear future focused strategic direction to maximise Council's investment in this facility.
- 2.2 Staff and the committee had identified that the development of a clear business and marketing plan, will provide guidance and previously unidentified opportunities for this facility and the delivery of its services.
- 2.3 Council is investing significant funds in this facility with approximately half a million dollars' worth of upgrades to the Gaiety Theatre.
- 2.4 A report was presented to the committee, on 29 August 2023, with a proposal to develop a business and marketing plan. The committee resolved that ***the Committee support the development of business and marketing plans for the Wairoa Information Centre and Wairoa Gaiety Theatre.***
- 2.5 The cost for the Wairoa Gaiety Theatre Business and Marketing Plan is \$13,540 which is a fixed fee and includes all costs. This cost may be reduced if this contractor undertakes some additional strategic projects for Council at the same time.
- This is an unbudgeted activity and would be funded from the Wairoa Gaiety Theatre operational budget, which may go over budget by year end to accommodate this.
- 2.6 APR Consultants, Rotorua, were engaged to work with staff and key stakeholders to develop the draft plan which is attached to this report.

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3. RECOMMENDATIONS HIGHLIGHTED IN THE PLAN

- 3.1 Consider the issue of increasing cinema prices. An increase in ticket prices will need to be balanced against affordability issues and social benefits.
- 3.2 Create a plan to increase the number of performances hosted annually. Once roading issues are fixed it would be beneficial to work towards developing relationships with a number of New Zealand provincial performers. It would likely be best to host a couple of week-long performance festivals each year.
- 3.3 Create a plan for hosting more events. This will involve planning with the cafe to offer catering and marketing the theatre space/area (that is greatly enlarged with the new easily removed seating). It will involve more marketing on the theatre's website, newsletter, Facebook page and Council websites. Potential discounts for repeated usage and first-time users should be considered.
- 3.4 Install new flexible seating and a new projector using the \$500k funds raised.
- 3.5 Development/formation of a charitable association/trust or simply reference group to represent the Marine Parade precinct towards achieving vibrancy, safety, potential tourism appeal and overall enabling businesses and building owners to work together.
- 3.6 Renegotiate an interim lease with the building's owner to cover issues of:
 - a) Building insurance. Council to cover insurance in order to attain security on its investment in equipment.
 - b) Funding a seismic evaluation after consultation with the building's owner.
 - c) Negotiate with the owner to discuss options to fund the likely remediation work related the above.
- 3.7 Consideration of Council or a charitable entity taking ownership of the building over time. Negotiations/discussion with buildings' owner will cover the café, theatre, saloon area, residential flat and retail area.
- 3.8 Related to the above, a business case would need to be prepared to show the need for this and relative merit of different ownership (i.e. charitable entity or Council ownership) and management options (i.e. Council operated, single building contractor or multiple contractors who can work together to optimise social and financial returns).
- 3.9 Action Health and Safety recommendations from the assessment carried out earlier in 2024.
- 3.10 Upgrade the Facebook page.
- 3.11 Redesign the web page and investigate installation of online bookings and payment.
- 3.12 The above to be covered by the Communications Officer at Council.
- 3.13 Develop a new (upgraded) Volunteer Strategy focusing on youth training opportunities.
- 3.14 A tourism strategy for the future is recommended. This should include the theatre as an iconic attraction.
- 3.15 The above tourism appeal could be based on the theatre further specialising (over and above the Māori Film Festival) in showing non-blockbuster films/documentaries that are part of special collections. Collections of films with a coherent genre can be shown over a

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several week-long periods outside of school holidays with this encouraging film buffs to travel and stay in Wairoa.

- 3.16 Recommendations for the Gaiety Facebook page are:
- a) Suggest making the header a bit smaller to allow easier access to the feature flyer.

b) Update link to the website (after ensuring website is updated with up to date information).

c) Add in more content if the website is not going to be used. This should include details about how to hire the hall and information on volunteer services.

4. OPTIONS

- 4.1 The options identified are:
- 4.2 **Option One - Status Quo, do not adopt the plan** and continue operating this facility without a business and marketing plan.

Pro - Council funds are not required for improvements and can be used for other purposes,

Cons - These facilities will continue to operate without a formal future focus.

- External funding applications will not have a strategic document to support an application.

4.3 **Option Two – Adopt the Business and Marketing Plan** as presented and/or with committee agreed amendments.

Pro – A future focused strategic direction will be produced to assist in maximising Council’s Investment in this facility.

- External funding applications will have a strategic document to support an application.

Cons – This facility will require additional funding and staff time to implement the recommendations.

- Additional income will be generated to offset some of the improvement costs.

4.4 The preferred option is **Option Two – Adopt the Business and Marketing Plan**, this contributes to the following community outcomes.

Cultural wellbeing	Economic wellbeing	Social Wellbeing	Environmental Wellbeing
	Strong and prosperous economy.	Safe, supported and well-led community.	

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5. CORPORATE CONSIDERATIONS

What is the change?

- 5.1 If this plan is implemented Council will have a clear future focused strategic direction to maximise Council's investment in this facility.

Compliance with legislation and Council Policy

- 5.2 Any funding considerations that come from this plan will need to be considered in Council's LTP and Annual Plans.
- 5.3 This plan will provide input into Council's future developed Economic Development Plan.

What are the key benefits?

- 5.4 Clear future focused strategic direction to maximise Council's investment in this facility.
- 5.5 External funding applications will have a strategic document to support an application.

What is the cost?

- 5.6 This plan was an unbudgeted activity and the committee agreed that it would be funded from the Wairoa Gaiety Theatre operational budget, which may go over budget by year end to accommodate this.
- 5.7 Any funding considerations that come from this plan will need to be considered in Council's LTP and Annual Plans.
- 5.8 Staff will report back to the committee, with a detailed action plan, including timing and estimated costs, to implement the improvements highlighted in the plan.

What is the saving?

- 5.9 Potential operation savings may be identified.
- 5.10 It is expected that an increase in income streams will be identified.

Service delivery review

- 5.11 No Local Government Act Section 17a reviews have been undertaken on these activities of Council.

Maori Standing Committee

- 5.12 If the plan is adopted, staff will engage with the Māori Standing Committee for their input into the implementation of the plan as they progress.

6. SIGNIFICANCE

- 6.1 Wairoa residents support both this Council facility and would be supportive of the improvements.
- 6.2 There is a potential impact on future budgets due to implementing the plan's recommendations. It is expected that income and external funding will also increase.
- 6.3 The levels of service will increase.

7. RISK MANAGEMENT

7.1 In accordance with the Council’s Risk Management Policy the inherent risks associated with this matter are:

Human	Financial	Regulatory
Low	Low	Low
Operations	Employees	Image & Reputation
Low	Low	Low

Who has been consulted?

Key Stakeholders have been consulted as outlined in the plan.

References (to or from other Committees)

Adoption of Gaiety Theatre Business and Marketing Plan

Confirmation of statutory compliance

- In accordance with section 76 of the Local Government Act 2002, this report is approved as:
- a. containing sufficient information about the options and their benefits and costs, bearing in mind the significance of the decisions; and,
 - b. is based on adequate knowledge about, and adequate consideration of, the views and preferences of affected and interested parties bearing in mind the significance of the decision.