

Te Pātaka o Rākaihautū
Banks Peninsula Community Board
MINUTES ATTACHMENTS

Date: Monday 11 September 2023
Time: 10 am
Venue: Akaroa Boardroom, 78 Rue Lavaud Akaroa

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BY HUGH WAGHORN
SEPTEMBER 11, 2023



Introduction

My name is Hugh Waghorn, owner of Akaroa Dolphins Cruises.

I represent a shared voice of Akaroa and the Bays businesses (both tourism and non-tourism) and community groups.

I facilitated the foundation of Akaroa District Promotions (ADP) in 2004, and we ran Akaroa Information Centre.

We had over 110 paid-up members and built an asset akaroa.com (website) and The Bays brochure and a map pad.

Requesting your Support – Hugh Waghorn on behalf of Akaroa and the Bays



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Amalgamation Saga

Before the amalgamation, Banks Peninsula District Council employed a Marketing Manager by the name of Frank Ash, and allocated an annual marketing budget of \$70,000, plus his wage.

After the amalgamation of Banks Peninsula District Council, Christchurch City Council and Christchurch and Canterbury Tourism, this role disappeared!

Requesting your Support – Hugh Waghorn on behalf of Akaroa and the Bays



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Growth

ADP employed its first full-time Marketing Manager with the help of a \$100,000 grant from the Ministry of Social Development, MSD.

The purpose was to build shoulder seasons so that people employed in the tourism industry could become permanent, rather than go on a benefit in the off-season.

Having a Marketing Manager was effective, so ADP continued the employment of Marketing Manager + employed a second team member to help with events and cruiseships.

akaroa.com website was upgraded which acted as a notice board for the wider community.

CCT also supported contributed towards ADPs Marketing Manager's salary, of about \$15,000 per annum, with KPIs put in place.

Requesting your Support – Hugh Waghorn on behalf of Akaroa and the Bays



Descent

- Change in ADPs direction/branding
- Continued failure in securing funding either from CCC or other agencies due to its business focus
- Covid-19 impacts on businesses

*Resulted in decline in ADP's membership and ADP can't afford to employ any staff (Marketing Manager).

Requesting your Support – Hugh Waghorn on behalf of Akaroa and the Bays



Requesting Community Board to

Facilitate

Facilitate us in establishing an Economic Development Trust for Akaroa and the Bays to represent both tourism and non-tourism businesses as well as community organisations.

Allocation funding in LTP

Allocate multi-year funding in the Long-Term Plan to promote Akaroa and the Bays and as the **New Zealand's first regenerative tourism destination.**

Support

Support our aspirational vision for a Regenerative Destination as per **Community Board Plan**

Requesting your Support – Hugh Waghorn on behalf of Akaroa and the Bays





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Contact



OUR TOWN - BP Meats Site

WHAT IS IT?

The property is at 67 Rue Lavaud, where the butcher's shop is located. It is 2970 m² with a frontage on Rue Lavaud of 40 m, and with access to the rear of the site along a lane from Rue Balgurie. Behind the butcher's shop it is an undeveloped wasteland used for informal parking.



WHO OWNS IT?

We do. The site was purchased from Banks Peninsula Meats Ltd in 2000, by the Banks Peninsula District Council, as a strategic asset in community ownership for the future development of the township. Ownership transferred to CCC when the councils amalgamated in 2006.

WHAT HAS BEEN HAPPENING?

Various schemes have come and gone but nothing practical has happened. Nobody has come up with a plan that can muster widespread support, and there has been no leadership on the subject.

IS THERE A PLAN FOR THE FUTURE OF THE TOWN?

No – there is no coherent or current plan for how the township should develop in future years. There was an Akaroa Places and Spaces Plan prepared in 2011 which included 16 pages of discussion about this site, but it all came to nothing and has been parked on the shelf gathering dust.

The Akaroa Ratepayers and Residents Association promotes the interests and wellbeing of the community based around Akaroa NZ. The Association is an Incorporated Society under the Incorporated Societies Act of 1908.

WHAT DOES THE TOWN NEED?

Depends on who you ask. Housing. Carpark. Swimming pool. Tourist activity. Retail activity. Office space. Heritage attraction. Village green. Health centre (this was included in the 2011 report, but we can cross it off the list now). Maybe a bit of everything. What the town really needs is inspiration and enthusiasm.

SO – A DESIGN COMPETITION!

A design competition will draw out the ideas, foster creativity, and start people thinking about the future of the town. The objective is to achieve a clear and focussed directive to CCC on what the community wants, and how to proceed.

HOW WILL IT BE RUN?

We will set the criteria and guidelines, advertise the project, and also directly invite participation. It will be open to any individual or organisation. Timescale 6 months, with presentation of preliminary ideas after 4 months. Judging will be a combination of expert assessment, and popular vote.

THE WHAT AND THE HOW

There will be two main aspects, firstly the concept for the site – what is the best idea for how we can use that site to create value for the community? And then, how will that plan be put into action, what will the site look like, and how will it be managed.

WHAT IS THE PRIZE?

This is a serious proposal, and the competition needs an appropriate prize pool, and we aim for \$10,000. Just think, that is less than 1% of the value of the this neglected public asset.

The real prize will be the long-term satisfaction of achieving a positive result for the future of Akaroa.

Submission to the Community Board Meeting 11 Sep 2023

Takamatua Bay East End Reserve

Kevin Simcock Chair of Takamatua Ratepayers Association

I am here to urge that the Community Board support the proposed beautification and information project at the Reserve we know as the east End Reserve in Takmatua.

It has been a 12 year effort for our Association to get to this point where it appears the ducks are aligned and the project has a scope and support to be able to proceed. I would like to especially thank Swantje Bubritzki, Megan Carpenter and Kerri Bowen for their can do attitude to the discussions in the last 12 months to make this project happen. The local Iwi have also been very supportive of this and other projects in our Bay working with our organisation.

The TRA understands the historical significance of the Reserve and wants others to share both in that knowledge and the in the beauty of the surroundings whilst learning that history. That history is well summarised in the agenda documents.

A sub committee of our organisation is already working on the content of the information panels proposed as art of the works. This is being done wit some of the CCC team and the Akaroa Museum and is led by our secretary Anne Bowden.

Our Association has two Council approved contractors within the group. Adam Pollard of Canterbury's leading landscape company Morgan and Pollard is one of those. He will be leading this project. Adam has access to the plant and the skills needed for the actual construction works. I am a chartered structural, civil and geotechnical engineer and will be responsible for signing off the structural and civil engineering works.

Both Adam and I are very familiar with working on archaeologically and culturally significant sites. We are looking forward to working closely with the relevant parties to ensure that those values are supported.

Our Association has previously completed the restoration of the Takamatua Wharf as a Council Community partnership. This project was highly successful and gave I estimate a \$3 for every \$1 of CCC funds invested in terms of outcome. I also personally led the construction side of the Robinsons Bay wharf renewal and that too gave a fantastic return in terms of CCC funds invested for the outcome achieved. Both projects had even more outstanding outcomes in terms of enhancing the spirit and belonging within those communities. This bringing together of communities on projects such as these cannot be underestimated. People get to know each other. They learn so much about where they live and who lives there. They form new friendships.

The new cemetery entrance to the Catholic cemetery is another recent project that I have assisted in getting through the hoops and to completion. This project had major cultural and archaeological issues to navigate before it could happen.

We note the concerns of the submitters in the Consultation process. Adam Pollard has prepared a list of possible plantings that are suitable for the ground environment. They are also planned to be sympathetic to those who reside adjacent to the Reserve. The Boardwalk plan is to allow walking through the Reserve whilst preserving its wet land type function in the existing environment.

The Reserve project is valuable in preserving and spreading the history of this Harbour. It is valuable as a Community project to bring the members together. It will beautify an underutilised reserve. It will make maintenance of that reserve easier.

There are so many wins with this project. I urge the Community Board to give its seal of approval.

Street & Park rubbish bins in Akaroa:

Since 2019 Emptied by CCC Community Parks Staff BP Team
– based in Duvauchelle.

Currently: 9 Smart Bigbelly bins, 5 static bins.

By November: 12 Smart Bigbelly bins.

