

Waitematā Local Board: City Fringe Economic Development Action Plan refresh

Draft Outline Scope

Background

The Waitematā Local Board approved a Local Economic Development Action Plan for the City Fringe in March 2014. The Action Plan built on work commissioned by Auckland Council from Hill Young Cooper in September 2013. The intention was that the plan would be a living document that:

- Provides a framework to guide local economic development actions for 3-5 years
- Facilitates effective engagement between deliverers of economic development initiatives in the City Fringe area
- Provides a key mechanism for the Waitematā Local Board to communicate with city fringe businesses and to advocate for maintaining communications and connections between the city fringe and the CBD.
- Identifies a set of actions and initiatives for inclusion within the Local Board plan and future local board agreements.

As the Action Plan is coming up to three years since adoption the Waitematā Local Board would like to review the plan and ensure that it remains up to date and assists the local board in growing the City Fringe economy.

Scope of Review

The review of the City Fringe EDAP should look to update the plan in the following areas:

- the parties delivering economic development outcomes in the local board
- present an up to date overview of current activity affecting the local board economy
- provide an update on the progress with delivering currently identified actions.
- Re – focus the plan to highlight and identify those actions that the local board can realistically influence through its support.

In addition a refreshed action list should be created to provide the Local Board with actions that can be delivered as a work programme for the next three years. This can range from discreet one year projects to those that can be delivered over a three year period.

The review should also include the following activities:

A review of the strategic context

Review the key strategies and plans that guide and inform the local board economic development action plan, both generically and specific to the strengths and opportunities in the local board's economic profile. To ensure any reviews or change in circumstances are taken account of. This should include:

The Auckland Plan
Auckland Unitary Plan
Waitematā Local Board Plan

Auckland Economic Development Strategy
Auckland Major Events Strategy
Auckland Visitor Plan
Auckland Council BID policy
Relevant Council Controlled Organisation Statement of Intent's
Auckland Transport Plans and Strategies

Stakeholder engagement

The review should re-engage with stakeholders and delivery parties, with the objective of gaining an update on progress and support from those stakeholders that will be a delivery partner or play a championing role in the support and implementation of the action plan.

Action review and update

A review of the existing actions should be undertaken with a view to reduce the number of actions to those which the Local Board can directly support or deliver and areas where the Local Board should utilise its advocacy role.

Revised actions should be developed and identified in consultation with the key economic development parties influencing the local board economy. While aligning to the strategies and plans adopted or in development.

Waitematā Local Board engagement

Engagement with the Local Board is a key aspect of the review process and the project plan will need to allocate time to attend and present at Local Board workshops at key stages in the review process as well as attendance at a Local Board Business meeting if required.

Key deliverables

1. A completed City Fringe Economic Development Action Plan (in electronic format)
2. A PowerPoint presentation outlining the key aspect of the review and plan
3. Key year 1 and year 2 actions project/initiative outline scopes
4. Complete engagement list and contacts

Budget

The budget available is \$20,000 excl GST

Timeframe

The review will need to be completed by **30 June 2017**