

Attachment A: CEU commentary; Release of business associations bulk funding 2017/2018

Executive summary

1. The accountability content of the reports was set out in funding agreements signed by each of the associations in 2016 (relevant portions in Attachments C – E.)
2. The bulk funding grants were given by the board to the associations for “building capacity, crime prevention, safety and economic development initiatives.”
3. The CEU specialist advisor reviewed the accountability reports provided and data provided on the economic and safety activities of each business association over the 2016/2017 financial year. This information included monthly crime reporting statistics, interim reporting of town centre activity and regular interaction with town centre managers over the year.
4. The staff view is that the reports contain sufficient content for the board to consider them satisfactory and funding has been used to further the outcomes of the local board plan.

Comments

Funding Accountability Measures: Local Board Outcome areas

5. For 2016/2017 the OPLB business associations were requested to focus their grant allocations on meeting the following Local Board Plan (2014/2017) objectives;

Local Board Plan outcomes	Funding accountability measures
<p>Thriving Communities</p> <p>Where communities work together to improve community safety and neighbourhood amenity, promote leisure activities and the arts, and celebrate heritage and cultural diversity.</p>	<p>Safer Environments;</p> <ul style="list-style-type: none"> - to increase the perceived safety of local residents and visitors by providing a friendly town centre. - to provide safety related services to support provision of safe environments and reduce the level of crime and anti-social behaviour and to respond to all requests from Police for support. Response will vary on a case by case basis. <p>Events;</p> <ul style="list-style-type: none"> - to carry out events and activities that increase commercial, community and social activity
<p>Age Friendly Communities</p> <p>Everyone is valued and can participate in work and community activities</p>	<p>Ambassador Programme;</p> <ul style="list-style-type: none"> - to provide worthy employment to long term unemployed individuals for a contracted period of six months to maintain active and regular patrolling of the town centres - to provide an ambassador service to the best standards of professional practice at all times in a manner which reflects credit on both the ambassadors programme and Auckland Council <p>Events;</p> <ul style="list-style-type: none"> - to carry out events and activities that increase commercial, community and social activity.

<p>Town Centre Vitality</p> <p>The revitalisation of town centres in Ōtara, Old Papatoetoe and Hunters Corner reinforces their place at the core of our communities'.</p>	<p>Governance and Management;</p> <ul style="list-style-type: none"> - to maintain good governance and management practices for the business improvement district
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Accountability: Hunters Corner Town Centre Society Incorporated (HC)

6. In 2016/2017 HCTC was allocated \$103,333 to support community safety and economic development activity.
7. Funding was used to subsidise the following activities;
 - Safer Environments; public safety camera monitoring, 1064 incidents logged, 67 calls to police, 19 CCTV footage requests. HC coordinates monthly crime prevention meetings. Several public rallies were held to protest criminal activity targeting Indian business people. Community would like to see a greater community policing presence on the street.
 - Ambassadors; 11 ambassadors employed, seven went on to long term employment, 157 incidents attended, 40 required police intervention, 143 successful customer resolutions, ambassadors embarked on town centre cleaning activities.
 - Events; four key diversity events delivered, three new events established in 2017. Over 2000 residents participated in ANZAC celebrations. Events included – Samoan language week activity, Matariki activity and a family based event celebrating the major "Eid" holidays observed by Muslims worldwide.
 - Governance and management; International sales recorded in the town centre for this period are higher than ever previously recorded. An independent audit is completed annually and released at the HC annual general meeting.
 - Financial accountability; Ōtara-Papatoetoe Local Board funding is utilised to subsidise general event and promotional expenses, cost of active public safety camera monitoring, town centre cleaning, promotional expenses and the shortfall in ambassador salaries. Full HC financial accountability reports are available to the public at the HC AGM 2017.
 - Impact of Local Board funding – Refer to Attachment C: Hunters Corner Town Centre Society Incorporated, Attachment A - Schedules 1 – 5 Narratives sections

Accountability: Ōtara Business Association (OBA)

8. In 2016/2017 OBA was allocated \$73,333 to support community safety and economic development activity.
9. Funding was used to subsidise the following activities;
 - Safer Environments; public safety camera monitoring, 14,851 incidents logged, 36 calls to police, 37 CCTV footage requests. Monitoring is carried out eight hours per day, six days per week. Police have publically announced that Ōtara Town Centre has been downgraded from a Tier 1 (High Crime Area) to a Tier 3 (Minor Crime Area). 100% arrest rate reported with the help of Police and CCTV coverage over the last 12 months.
 - Ambassadors; nine ambassadors employed, six went on to long term employment, 27 incidents assisted, two required police intervention, 25 successful customer resolutions, ambassadors patrolled six days per week. Customer confidence is back due to the Ambassador patrols and residents report it makes them feel safer.

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- Events – five key diversity and family events delivered. Events included 50th Jubilee events held over 12 weeks, Matariki week activity, Easter promotions, Christmas celebrations, music month at Ōtara Town Centre and mother's day celebration. OBA is investigating reinstatement of the night market for Thursday nights.
 - Governance and management; OBA report high customer satisfaction feedback regarding town centre activity, events, cleanliness and increasing perceptions of customer safety around the centre. OBA is considered a leader in the delivery of community events in Ōtara and assists the community by acting as an umbrella group to enable community projects to be funded. OBA management also mentor other community groups and projects in need of support.
 - Financial accountability; Ōtara-Papatoetoe Local Board funding is utilised to subsidise general event and promotional expenses, cost of active public safety camera monitoring, town centre cleaning, promotional expenses and the shortfall in ambassador salaries. Full OBA financial accountability reports are available to the public at the OBA AGM 2017.
 - Impact of Local Board funding – Refer to Attachment D: Ōtara Business Association accountability report, Attachment B - Schedules 1 reporting - Narratives sections.

Accountability: Papatoetoe Central Mainstreet Society Incorporated (PCM)

10. In 2016/2017 PCM was allocated \$98,333 to support community safety and economic development activity.
11. Funding was used to subsidise and address the following activities;
 - Safer Environments; public safety camera monitoring, 2579 incidents logged, 17 CCTV footage requests. Monitoring is carried out eight hours per day, six days per week from the OBA monitoring location. Police report that crime is high in the Papatoetoe area and police are providing additional resourcing to address localised crime. Car theft, youth on bikes, drinking in public places and youth offending are increasing. Due to Panuku development in the area, many shops are closed and large areas of the town centre are not accessible to the community.
 - Ambassadors; 10 ambassadors employed, six went on to long term employment, Customers report they feel safer when the ambassadors are on the main street. Less crime is reported when ambassadors are present. Ambassadors have helped by interpreting for those without English language skills and provide assistance to elderly shoppers and customers with disabilities.
 - Events; six key diversity and family orientated events delivered. Chinese New Year, Papatoetoe Santa parade, New Year celebrations, Easter promotions, Matariki events and a senior citizen party. The local community actively participates in all the family events held around Papatoetoe Mainstreet.
 - Governance and Management – PMSS has currently engaged the Manger of the OBA to provide management services to the society for the 2017 year. The PMSS is currently working to identify and employ a full time town centre manager. In the interim the OBA Manager is providing assistance to the governance team to meet the objectives of the society and to meet all accountability required by the Ōtara Papatoetoe Local Board regarding targeted rate funds and the annual BID top up grant fund.
 - Financial accountability; Ōtara-Papatoetoe Local Board funding is utilised to subsidise general event and promotional expenses, cost of active public safety camera monitoring, town centre cleaning and promotional expenses and the shortfall in ambassador salaries. Full PMSS financial accountability reports are available to the public at the PMSS AGM 2017.

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- Impact of Local Board funding – Refer to Attachment E: Papatoetoe Mainstreet Society accountability report, Attachment C - Schedules 1 reporting - Narratives sections.

Papatoetoe Central Mainstreet Society - Consideration

12. Staff advise that the interim appointment of the OBA Manager to provide management support to the PMSS meets the requirements of Ōtara Papatoetoe resolution OP/2017/98 - “v. funds will not be released to a business association that does not have a manager employed at the time”.
13. Ongoing disruption to traffic, economic impact on local retailers, closed shopping areas, and construction are impacting on customer access and perceptions of safety resulting in many customers choosing to shop at other centres.
14. Consideration should be made for the efforts of the PCM to keep the local community engaged and participating in local community activity around the retail centre. The local community and the local retail community have experienced significant external challenges due to redevelopment in the area. Long term uncertainty and current development activity is reported as impacting negatively on customer and retailer confidence in the area.

Issues Identified in Business Association reporting

15. Ōtara Business Association and Papatoetoe Central Main Street Society note that the \$12,400 shortfall per ambassador (Approx. \$62,300 annual shortfall for each business association) after WINZ subsidies is proving extremely difficult for the town centres to continue to subsidise from BID targeted rate funding alone.
16. WINZ have not increased the subsidy amount for the ambassador scheme since 2011. This subsidy is no longer available for new ambassador programmes and only remains active for five south Auckland town centres.
17. The six month employment term is problematic due to staff just becoming productive in their role and then having to leave. This places strain on town centre management resources involved in retraining new staff every six months. OBA and PCM are working to pathway ambassadors into roles as parking wardens or security staff once they have achieved their NZCA security training qualifications.
18. Community feedback indicates the ambassadors in Ōtara-Papatoetoe are valued and assist in improving customer perceptions of safety in the area. The programme also provides opportunity for approximately 20 local long term unemployed persons to re-enter the workforce and gain skills for long term employment opportunities. For many participants the NZCA security qualifications are the first formal qualification ever received and gives participants confidence to continue their educational and work journey.