

# Attachment A: CEU commentary; release of business associations bulk funding Māngere-Ōtāhuhu 2017/2018

## Executive summary

1. The CEU specialist advisor reviewed the accountability reports and data provided on the economic and safety activities for each business association. This information included monthly safety incident reporting statistics, reporting of town centre activity, audited financial reports, updated strategic plans, managers' reports and regular interaction with town centre managers over the year.
2. The accountability content of the reports was set out in funding agreements signed by each of the business associations in 2016.
3. The bulk funding grants were granted by the local board to the associations for "building capacity, crime prevention, safety and economic development initiatives."
4. Fully audited financial accounts have been received from each business association and are held on file with Auckland Council.
5. The staff view is that the reports contained sufficient content for the board to consider them accountable and funding has been used to further the outcomes of the local board plan.

## Comments

Funding Accountability Measures: Local Board Outcome areas

6. For 2016/2017 the MOLB 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><b>A Strong Local Economy</b></p> <p>Our area attracts and supports businesses and our community has a range of opportunities to gain skills and employment locally.</p> | <p>Governance and Management;</p> <ul style="list-style-type: none"> <li>- to maintain good governance and management practices for the business improvement district</li> </ul> <p>Development and delivery on BID strategic plan outcomes</p> <ul style="list-style-type: none"> <li>- Deliver on objectives from the business association strategic plans for the current year</li> <li>- Sharing of Market View economic data with Auckland Council where available</li> </ul> <p>Ambassador and other employment programmes;</p> <ul style="list-style-type: none"> <li>- 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</li> <li>- 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</li> </ul> |
| <p><b>A place where communities thrive and belong</b></p> <p>Our communities live in safe and healthy neighbourhoods</p> <p>We come together to</p>                         | <p>Safer Environments;</p> <ul style="list-style-type: none"> <li>- to increase the perceived safety of local residents and visitors by providing a friendly town centre</li> <li>- 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</li> </ul>  |

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|---|--|
| <p>celebrate our cultures.</p> <p>Improving community perceptions of safety around town centres and community crime prevention activity</p>   | <p>support. Response will vary on a case by case basis</p> <p>Events;</p> <ul style="list-style-type: none"> <li>- to carry out events and activities that increase commercial, community and social activity</li> </ul> |
| <p><b>Māngere-Ōtāhuhu is the heart of Māori and Pasifika arts and culture</b></p> <p>Our cultural diversity and distinct Māori and Pasifika identities are reflected in, and enhance, the everyday life of our community.</p> <p>We celebrate, showcase and share our many cultures and attract visitors to our area.</p> | <p>Events;</p> <ul style="list-style-type: none"> <li>- Delivery of community events and development of a sense of pride in the culture of the area.</li> </ul>  |

**Accountability:** Māngere Bridge Progressive Business Association (MBP). Attachment B.

7. In 2016/2017 MBP was allocated \$30,000 to support community safety and economic development activity.
8. Funding was used to subsidise the following activities;
  - Governance and management: Development and delivery on BID strategic plan outcomes. A strategic plan review was completed by Business Lab Ltd in 2016. MBP completed a strategic plan review including a membership survey.
  - MBP provided an exemplary village managers' report and accountability statement. Their report includes full accountability, audited financial statements for 2016/2017 and a copy of the revised strategic plan.
  - The new strategic plan shows significant alignment with local board and community aspirations including; developing safe environments, enhancing the character, identity and appeal of Māngere Bridge Village, zero waste aspirations, events to cater to local needs and developing activities to attract Aucklanders from across the city.
  - Security is identified as the business and community's greatest concern through strategic planning workshops and the MBV has addressed this by developing a comprehensive CCTV system for the area. The MBV CCTV system is fully operational and provides excellent coverage of the village area. Funding from the MOLB is being used to complete stage two of the CCTV project to include hotspots in the area with plans to fund and install vehicle recognition cameras in future.
9. MBV continues to organise and hold hugely popular street and community events. Over the 2016/17 year these included the Auckland Heritage Festival "Our Land Our People" cultural demonstrations, Māngere Bridge Fun Run with 100 participants, Bridge Kids Athletics in Swanson Park with 70 children pre-registered, the annual Santa Parade with over 3000 attending, Harcourt's Māngere Bridge Food and Wine Festival with over 2500 attending and the growing Saint Patricks Day event.

**Accountability:** Māngere East Village Business Association Society Incorporated (MEV). Attachment C.

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10. In 2016/2017 MEV was allocated \$45,000 to support community safety and economic development activity including a subsidy for the ambassador programme. \$30,000 for governance and economic activity, \$15,000 to subsidise the ambassador programme.
  11. Funding was used to subsidise the following activities;
    - Governance and management: Delivery on BID strategic plan outcomes and a new strategic plan was developed 2016-2020 after extensive engagement with the local community. The new strategic plan aligns closely with local board and Auckland council plans for the area including building on concepts to develop a new community hub around the village and Massey Park areas. There is a clear intent to build the village into a destination, rather than a thoroughfare for more people to enjoy.
    - MEV reports the newly renovated Countdown has impacted positively on economic returns. New shops have opened however there are a few shops that have remained vacant for a period of time.
    - MEV provided quarterly CCTV statistics (linked to MTC), a performance report, a final accountability report, audited financial statements for 2016/2017 and a report on crime prevention and ambassador outcomes.
  12. Ambassadors and CCTV information are included in MTC reports and outcomes. CCTV coverage has been significantly redeveloped over the year with additional cameras and the system linked back to the MTC monitoring centre. This has significantly improved response to customer needs in the area.

**Accountability: Māngere Town Centre BID Incorporated (MTC). Attachment D.**

13. In 2016/2017 MTC was allocated \$95,000 to support community safety and economic development activity including a subsidy for the ambassador programme. \$30,000 for governance and economic activity, \$15,000 to subsidise the ambassador programme. \$50,000 service contract CCTV monitoring.
14. Funding was used to subsidise the following activities;
  - Governance and management: Development and delivery on BID strategic plan outcomes. MTC commissioned a full situational awareness report with Evolve Marketing Ltd and developed a new strategic plan 2016-2021.
  - MTC provided four MarketView economic data reports, quarterly CCTV statistics, a final accountability report, audited financial statements for 2016/2017 and a report on ambassador outcomes. (See Attachment B). The town centre is contributing over \$80m to the Māngere Ōtāhuhu local economy annually.
  - The new strategic plan shows significant alignment with local board and community aspirations including new marketing and branding of the town centre as Māngere town centre – “Your Pacific Shopping Destination”. This realignment supports the local board outcome of promoting Māngere-Ōtāhuhu as the heart of Māori and Pasifika arts and culture. A new website has been launched to promote the centre. (<http://Māngeretowncentre.co.nz/>)
  - Ambassadors; 12 ambassadors employed, 4 went on to long term employment. Ambassadors have been employed by First Security and Middlemore Hospital. The Town centre now has three internal cleaning contracts with the eight newest ambassadors carrying out the cleaning roles as well as providing customer/ ambassador support.
  - Community safety; over 305 incidents were logged between October 2016 and June 2017. Anti-social behaviour, drinking, shoplifting, petty theft and fighting are the main recorded issues. Police were supported on 42 occasions with CCTV footage that assisted in resolving crime.

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- For 2017/2018 the monitoring service contract will be changed to a placemaking and safety grant. This will result in a reduction in the internal cost to council of delivering the activity and deliver an empowered communities approach to the activity by giving town centres the option to address safety by utilising the funds in ways they see fit to increase safety around town centres.
  - Events were held throughout the year including Easter celebrations, Christmas celebrations, and NZ Music Month events. Zumba and dancing/ exercise activity remains popular. MTC have developed an event calendar that takes advantage of Pacific language weeks celebrating each of the Pacific cultures at various times of the year.

**Accountability:** Ōtāhuhu Business Association Incorporated (OBA). Attachment E.

15. In 2016/2017 OBA was allocated \$15,000 to support community safety and economic development activity.
16. Funding was used to subsidise the following activities;
  - Funding was utilised to implement the Ōtāhuhu Crime Prevention Plan 2017 – “Towards Zero Crime” and subsidise crime prevention, including the engagement of a dedicated crime prevention officer.
  - Car theft, robbery, burglary, assault and shoplifting are the main reported activities in the Ōtāhuhu area. Development of an Ōtāhuhu Safety panel, actions to reduce anti-social behaviour in relation to alcohol, education of retailers to prevent shoplifting and minimisation of begging are key focus areas of the crime prevention activities.
  - A crime prevention survey was carried out and the results are included in the crime prevention report. A crime prevention Facebook page has been created and over 4000 Ōtāhuhu residents are actively engaged through this forum to support crime and safety resolution activity.

**Accountability:** South Harbour Business Association Incorporated (SHA). Attachment F.

17. In 2016/2017 SHA was allocated \$30,000 to support community safety and economic development activity in the Mahunga Drive area.
18. Funding was used to subsidise the following activities;
  - Governance and management: Development and delivery on BID strategic plan outcomes. SHA remains one of the most active BID’s regarding provision of input and feedback into Auckland Council planning processes. Submissions on behalf of commercial organisations and the local community have been made to the proposed Unitary Plan, independent hearings panels, Auckland Council annual budgeting and transport related hearings. The organisation is successfully engaging with council on behalf of commercial ratepayers and local residents.
  - Crime prevention remains a top priority for the SHA, and over 2016/2017 they have renewed a significant portion of the areas CCTV systems. Calibre Security provides services for the local business community. Only four break-ins /attempted break-ins were reported through the year in the industrial area. The main security issues are embedding crime prevention practices among property owners, illegal dumping of rubbish, and vehicles in the area, abandoned and occupied.
  - SHA is associated with the Airport Skills and Jobs Hub (ARA) connecting with local employers and identifying placement opportunities for job seekers in partnership with ARA.