

**Project Brief:**

Waitematā Local Board

Arts and Creative Industries Needs Analysis and Stocktake of Community Space 2018.

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## 1.0 Project overview

### Local board objective

The Waitematā Local Board would like a better understanding of the community space available for services relating to the creative industries across the local board area. If it is identified that there are gaps in provision (either now or into the future) the board would like to know what service needs are unfulfilled, any barriers to access and if there is existing space available that would meet those requirements. (The location, condition and capacity of facilities to service current and future creative industries' needs will be part of the consideration). This assessment should include council and non-council owned facilities.

In line with local board objectives, the board would also like to understand whether 3 Ponsonby Road has the potential to address any identified gaps in service, and if not, be provided with options for the future use of the asset.

### Purpose

The purpose of this work is to complete a needs analysis and assessment of community space available for the arts and creative industries in the Waitematā Local Board area\*, to ensure a response to the **current** and **future** needs of the sector. The project seeks to:

- a) **understand the service needs and aspirations of the wider community in the local board area with regards to outcomes for the arts and creative industries**
- b) **assess how those service needs and aspirations are met (or not) through service delivery and existing provision (both council and non-council)**
- c) **identify any barriers to access and provide recommendations on how these could be resolved**
- d) **identify any gaps in service delivery and provision and provide recommendations on how the gaps could be met through both asset and non-asset solutions.**

\* In some cases it might be appropriate to look outside of the local board boundaries especially when considering a destination facility such as Studio One Toi Tū.

### Guiding question/s

1. What are the service needs of the arts and creative sector both now and into the future?
2. What are the existing barriers to access?
3. What community space is currently available to meet the service needs of the arts and creative sector across the Waitematā Local Board area?
4. Is there a gap between sector needs and provision and if so what can be done to address those gaps?
  - a) within current provision/existing space and/or
5. b) through the use of non-asset based solutions e.g. partnerships, brokerage opportunities etc or the utilisation of other spaces (e.g. space owned by others)? If any gaps between service need and provision are identified, would 3 Ponsonby Road be appropriate to meet this need? If not what other options could be considered for the future of the building?

### Background

Waitematā Local Board has allocated budget to needs assessment and analysis to better understand access to space for its local arts and creative industry sector, (including but not confined to visual artists). The analysis will provide a stocktake of the groups, the space available and ascertain any gaps in service delivery so that this can be considered when planning for future service delivery.

On 21 February 2018 deputations were made to the board by representatives from the arts organisations Toi Ora, Artists Alliance and Te Tuhi. The groups respectively outlined their desire to find a base for an artistic community and the apparent lack of space for visual artists in the inner city.

The Charlotte Museum which currently resides in Whau Local Board area have also expressed an interest in moving their organisation to the Waitematā Local Board area.

The local board has requested this assessment as a precursor to a potential business case for investment in additional space in the Waitematā Local Board area. Number 3 Ponsonby Road is currently a non-service asset that is of particular interest as a potential solution for a perceived lack of access to community space.

The Community Facilities Network Plan (CFNP) identifies priority and non-priority actions, assessed and prioritised based on the existing regional network and forecast population growth. Number 3 Ponsonby Road is currently identified as a non-priority action within the CFNP.

## **Project**

This project has three parts (the need for the second being determined by the first):

Part one – identify;

- Community service needs in relation to the arts and creative industries
- Current community space available for the arts and creative industries (council and non-council)
- Any barriers to accessing the space available and make recommendations about how to address them
- Any gaps in provision and if so provide robust evidence of those gaps
- Assess and make recommendations on current and future provision requirements

Part two – if gaps in provision are identified through part 1, identify what could be done to address those gaps within current provision;

- Identify creative groups that are under-served, and describe their needs
- Identify opportunities to increase capacity within existing community spaces; including Studio One Toi Tū
- Investigate other suitable asset and non-asset solutions

Part three – Provide the local board with options for the future use of 3 Ponsonby Road:

- If gaps in provision are identified through part 1, investigate whether these can be met through the utilisation of the property at 3 Ponsonby Road
- If not, provide other options that could be explored for the future of the building

Key information to take into consideration:

- Waitematā Local Board requested information about the scope and prerequisites for a feasibility study with the goal of establishing 3 Ponsonby Road as an arts facility.
- The board is supportive of the villa at 3 Ponsonby Road becoming part of an expanded Studio One Toi Tū precinct - the building currently sits within the council's non-service portfolio.
- In a deputation to the local board on 21 February 2018, the organisations Toi Ora, Artists Alliance and Te Tuhi raised the issue of the perceived limited access to affordable studio space for visual artists within the inner city.
- A small group of artists that currently lease 3 Ponsonby Road from Panuku Development Auckland on commercial terms are keen to secure its future use.

A community space stocktake and needs analysis, an understanding of current provision and barriers to access as well as identification of other appropriate spaces that can be accessed at affordable/lower cost for rent and non-asset solutions, will all be used to inform planning and decisions in relation to provision for the arts and creative industries into the future.

It is anticipated the information will –

- identify the degree to which Studio One Toi Tū can be better utilised to meet the needs for creatives;
- Identify if and how 3 Ponsonby Road could be utilised to meet any identified gaps in provision to creatives
- provide the local board with a tool to assist decision making and options to address any identified needs for arts in the short, medium and long term.

## **2.0 Consultancy services**

Auckland Council is seeking to procure professional services for the following components:

- Complete a stocktake of community spaces (council and non-council spaces) for the Waitematā Local Board area that could provide space for the creative sector– this will include the production of a community space directory with contact details
- Complete an arts and creative industries needs analysis to identify current and future needs for creative industries in the Waitematā Local Board area taking into consideration demographics and population changes
- Provide robust evidence to inform any future conversations and decisions on service provision and spatial requirements of council-owned arts facilities and as required, other opportunities within the Waitematā Local Board area. This evidence will include:
  - Identifying key stakeholders requiring further understanding and analysis
  - Analysis of existing community space provision (council and non-council) for arts and creative industries, including utilisation, barriers to utilisation, community perceptions of the space etc. and suggestions for how the creative community could be encouraged to better utilise these facilities.
  - Analysis of current and future need against current community space available (there should be consideration of the potential use offered through non-council facilities and partnerships) and identify whether there is sufficient community space to meet this need.
  - Identify where gaps in provision could be met through non-asset based solutions eg. Strategic arts broker service
  - Identify where any additional community space is needed
  - Identify possible space-sharing models
- Provide options for consideration on the future use of 3 Ponsonby Road

The consultant will work closely with the arts advisor throughout the delivery of these professional services.

The delivery schedule for the completion of this project is three months commencing in June 2018. The Expression of Interest process opens 1 June 2018 and closes 14 June 2018, with proposals due by the close of business.

### **2.1 Previous experience**

Please provide a summary of previous similar projects and the curriculum vitae of staff involved.

### **2.2 Payment**

Payment terms will be negotiated with the successful contractor.

### 3.0 Scope of work

#### Study area

The catchment for this needs assessment and analysis is within the Waitematā Local Board area

#### Methodology

NB: The below table is a suggestion only

Activity	Description
Review existing material	<ul style="list-style-type: none"> <li>Review existing material, current studies, research and data and conduct preliminary investigation.</li> </ul> <p><i>Note: background material and research will be provided at contract commencement.</i></p>
Engagement	<ul style="list-style-type: none"> <li>Work with local board services and arts advisor to develop an engagement plan and documentation</li> <li>Conduct research to understand current and future needs for creative industries in the Waitematā Local Board area from a service and outcome perspective</li> <li>Conduct research to understand current and future community facility provision needs for creative industries, including utilisation rates and barriers to use.</li> </ul> <p><i>Note: The engagement plan will be influenced by the current data</i></p>
Collate research material	<ul style="list-style-type: none"> <li>Collate research material and engagement data.</li> </ul>
Analysis	<ul style="list-style-type: none"> <li>Analyse research material (both new and existing) to identify themes and key issues and opportunities</li> <li>Work with council staff to identify options to improve service /facility provision options to meet any identified needs.</li> </ul> <p>Options to consider include building on existing facility capacity, upgrades, existing capacity, co-location of services and shared use of spaces, re-purposing, services and programming, partnerships, delivery through programmes and temporary use, council and commercial leasing strategies.</p>
Reporting	<ul style="list-style-type: none"> <li>Collate all material and draft a report</li> <li>Circulate draft report to project team</li> </ul>
Peer review	<ul style="list-style-type: none"> <li>Peer review by colleagues in Arts &amp; Culture, Service Strategy &amp; Integration and Community Places</li> </ul>
Final report	<ul style="list-style-type: none"> <li>Complete final report</li> </ul>

It is anticipated that a combination of quantitative and qualitative research methods will be useful to capture the viewpoints on current use of facilities by creative industries in the area and future requirements. This will include a range of methods such as targeted interviews with key stakeholders, workshops and surveys. It is expected that face to face consultation will occur to supplement existing research.

Please confirm the methodology that will be used and include an indication of how this work would be carried out.

## Programme

NB: The below table is a suggestion only

Milestone	Completion date
Start of project	June 2018
Develop engagement plan and material	June / July 2018
Conduct community and stakeholder engagement	July 2018
Collate research material	July / August 2018
Analysis of research material	July / August 2018
Draft report	August 2018
Final report	Sept 2018

Please clarify the milestones in your proposal.

## Strategic context and relevant studies

### Context

This project aligns with the Community Facilities Network Plan (CFNP). The Community Facilities Network Plan (CFNP) drivers are as follows:

- ensure existing facilities are fit-for-purpose
- address gaps or duplication in provision and needs for community facilities meet current and future demand arising from population growth and changing user expectations

- Community Facilities Network Plan identified actions for Waitematā Local Board:

ID	Type	Local Board	Facility Type	Facility or Area	2015/16 Action	Network priority	Include in Current Report	Action
107	Action	Waitemata	Library	Ponsonby/Grey Lynn - Leys Institute Library - Grey Lynn Library		Yes		Investigate provision of library facilities in this area giving consideration to facility condition and suitability.
108	Action	Waitemata	Library	Central City		No		Refurbishment and investigate the need for expansion.
109	Action	Waitemata	Pools	Pt Erin Pool		No		Investigate opportunities to develop Pt Erin Pool as a destination outdoor pool, to improve operational viability and address deteriorating condition.
110	Action	Waitemata	Arts and culture	3 Ponsonby Road		No		Investigate the potential and future use of 3 Ponsonby Road as artist studio space, and its relationship to Studio One.
111	Action	Waitemata	Pools	Grey Lynn Paddling Pool		No		Investigate the future provision of Grey Lynn Paddling Pool recognising existing condition issues and the master plan for Grey Lynn Park.

- The CFNP outlines the outcomes, functions, and provision approach for different types of spaces required in community facilities. This document identifies the gaps in the network and the types of spaces required to deliver fit for purpose facilities. The focus for the future is to deliver integrated and connected community facilities through either building new facilities or optimising and repurposing existing facilities. All actions are identified as either priority or non-priority actions.
- The following action for Waitematā is identified as a non-priority action within the CFNP:
  - Investigate the potential and future use of 3 Ponsonby Road as artist studio space, and its relationship to Studio One.

- Below is the section from the CFNP which relates directly to Arts and Culture space:

## 4.1 Arts and Culture Space

**Outcome:** Enable community arts and culture activity at the local level through provision of spaces, opportunities and programmes within existing and new multi-use community facilities or partnership opportunities.

Support a network of destination and regional arts and culture facilities to meet sector and audience demand and create opportunities for Aucklanders to participate in and experience arts and culture

	Local	Destination
Functions	Provide space for local community arts activity such as community drama, dance, local art classes and presentations	Provides specialised space for emergent, semi-professional and professional artists
Provision approach	<ul style="list-style-type: none"> <li>Provide spaces and opportunities for local arts and culture activity within existing arts and cultural facilities and community spaces</li> <li>Enable local expression in arts and culture activity through outreach</li> <li>Integrate appropriate spaces within new local community facilities</li> <li>Partner with others to provide suitable spaces</li> <li>Improve the current network of local arts and culture facilities</li> </ul>	<ul style="list-style-type: none"> <li>A limited number of specialist/niche facilities across the region to support the creation and presentation of arts and culture and arts sector development</li> <li>Size and location determined by robust investigation on case by case basis</li> <li>Council intervention only when sector alone doesn't deliver</li> <li>Council plays a role in identifying and assessing need and demand</li> <li>Deliver in partnership with sector, private and government</li> </ul>
Ideal Schedule of Space	<ul style="list-style-type: none"> <li>Spaces for "messy" activity</li> <li>Adequate space for community drama, dance, exhibitions and presentations</li> </ul>	<ul style="list-style-type: none"> <li>Design determined by evidence of need and assessment of viability.</li> </ul>
Identifying gaps	<ul style="list-style-type: none"> <li>Evidence of sustainable community demand</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of sector and audience demand</li> <li>Recognised public good where the market alone cannot provide</li> </ul>

- Auckland Council - Community Facilities Network Plan 2015 - <https://www.aucklandcouncil.govt.nz/plans-projects-policies-reports-bylaws/our-plans-strategies/topic-based-plans-strategies/community-social-development-plans/docscommunityfacilities/community-facilities-network-plan.pdf>
- Waitematā Local Board Plan (September 2017) outcomes and key initiatives:**
  - Encourage access to and participation in local events and arts activities.
  - Fund new and established local events that are accessible, free, diverse, safe and environmentally responsible.
  - Support signature events through three-year funding partnerships.
  - Support the creative community and arts organisations through the delivery of arts programmes.
  - Advocate to the Governing Body to create an arts precinct in Ponsonby based around Studio One Toi Tū and including 3 Ponsonby Road.
- Auckland's city fringe, Economic Development Action Plan (December 2017) key initiative:**
  - 1.4. Encourage creativity in city fringe communities

## Reference documents

- The Waitemātā Local Board Plan 2017
- The Community Facilities Network Plan, Community Facilities Network Action Plan
- Toi Whītiki Auckland Arts and Culture Strategic Action Plan
- Co-located Community Facilities operating network
- Auckland's city fringe, Economic Development Action Plan (December 2017)
- Auckland Council Corporate Property holdings in the Waitemātā Local Board area
- Community facilities maps and utilisation data and contact details of the space providers
- Waitemātā population profile and projections
  
- Other information collected by the arts advisor relating to this project. This will include:
  - Studio One Toi Tū Business Plan
  - Documents associated with 3 Ponsonby Road
  - Stakeholder contacts
  - Available commercial space for lease.

## 4.0 Project team

Senior Local Board Advisor, LBS

Arts Advisor, A&C

Head of Creative Strategy, A&C

Service and Asset Planning Specialist, SS&I

Manager Service Improvement, Community Places

## 5.0 Appendices

**End**