

Subject: Navigation Traditions

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Meeting Date: 10 March 2010

Report to COMMUNITY DEVELOPMENT Committee for decision

SUMMARY

The Navigational Traditions project has been 'in development' for over five years. Recent work commissioned by New Zealand Trade & Enterprise and the Tairāwhiti Development Partnership has seen a 'prefeasibility' study completed ([attached](#)).

This covering report highlights key aspects of the prefeasibility study and recommends that Council now socialises the Navigational Traditions project through incorporating it into new and existing plans and projects.

RECOMMENDATIONS

That the Committee:

- 1. receives the report**
- 2. receives the Tairāwhiti Navigational Project 'pre-feasibility study' report**
- 3. Recommends that Council**
 - a) incorporates the Tairāwhiti Navigational project into relevant Council plans and projects (existing and or new).**

Nedine Thatcher
Community Planning & Development Manager

Encl.

1. BACKGROUND

The Tairāwhiti Development Partnership (TDP), with the assistance of the New Zealand Trade and Enterprise (NZTE), commissioned a 'prefeasibility study' ([attached](#)) that draws together the key components of the Navigational Traditions work (a key project that the TDP has been progressing for over five years).

The Navigational Traditions project sits under the Tairāwhiti Development Partnership and comprises a series of innovative economic, cultural, social and environmental initiatives that leverage off the region's rich culture and heritage. The project aims to utilise the local history of 'the meeting of two cultures' (Maori and Pakeha) and seeks to establish historic interpretations centred on the Turanganui River and the site of the rock Te Toka a Taiau (the meeting place of two cultures) that will then expand out across the region with a unifying theme.

In the prefeasibility study, Tourism Resource Consultants describes the Navigational Traditions Project as "*Coordinated light infrastructure and story development at key sites in the region to acknowledge our heritage, generate business opportunities and affirm the appeal of Tairāwhiti as a great place to live and visit*" (Tourism Resource Consultants 2010: i).

The project is aimed at enhancing and growing Tairāwhiti's tourism industry but has major social and cultural benefits. Key points to note from the prefeasibility study are:

- Capital expenditure of approximately \$6million is required.
- Net present value of approximately \$4.5M or benefit cost ratio (BCR) of 1.7¹.
- The economic impact anticipated for the project would be \$2.7 million in year 7 of the project (equating to 44 FTEs).
- Project coordination and a project manager is required – this is recommended to be housed within the Gisborne District Council (funding for the position may come from NZTE).
- External funding is required for infrastructure development work.

2. DISCUSSION

Through the Partnership, Council has given support for the project. His Worship the Mayor is currently the Chair of the Navigational Traditions working party and staff from the Community Planning & Development department have also been involved. However the actual plans for the project and what and who may be required to deliver on work, have not been clearly articulated to Council until now.

It is evident from the report and from staff participation in the working group that the project itself has many implications for Council's work. The project involves infrastructure development, regulatory requirements and social, cultural and economic development aspects. If the project is to succeed, then aspects of the Navigational Traditions project should be embedded into Council's existing plans and projects (for example review of the district plan or the inner harbour project). Coordination across departments is also required to ensure that opportunities to progress the Navigational project through leveraging off existing work occur.

¹ A NPV greater than \$0 or 1.0 is worth pursuing.

Currently Council staff in development and planning areas are aware of the Navigational Project. However there is no clear mandate as to what staff are required to do with the project given it sits outside of Council and is still in the planning stages. In our draft 2010-11 Annual Plan Summary document we have noted that, *“The Navigational Traditions Project pre-feasibility work has been completed for the Tairāwhiti Development Partnership. Council has a key role to play in supporting the partnership to coordinate some components of the work. The project links with the Inner Harbour Development Project, other regional promotion work and Council's regulatory responsibilities.”* It is therefore necessary that we ensure that this work is considered in the development of any projects and/or emerging strategy work (such as inner harbour development and the Art and Culture Strategy).

The prefeasibility study also recommends a project manager is housed within Council. This is viewed by staff as a positive recommendation as there is currently no dedicated resource to drive the project. It is important to note that the position will be 80% funded through NZTE (provisional upon successful application) and 20% through the Partnership and/or an industry partner. With the additional resource responsible for driving this work, coordination within Council and with external partners will be managed effectively.

3. SIGNIFICANCE

Under Council's significance policy, the recommendations in this paper are not significant.

4. CONSULTATION

The Navigation Traditions project has been included in Council's Draft Annual Plan and is currently undergoing public consultation.

5. COMMUNITY OUTCOMES

The Navigational Traditions project contributes to the community outcome – Vibrant Tairāwhiti's goals:

1. People, young and old, know and are proud of our region's history and heritage.
2. Tairāwhiti's Māori culture and heritage is celebrated and reflected in public art, facilities and events.
3. Cultural and historic landmarks and heritage are promoted, treasured and protected.
4. Art and culture is a thriving sector in our region.
5. Children and young people enjoy living in Tairāwhiti and the vibrancy of the region meets their developing needs.
6. People (including new residents) have a sense of belonging to whanau, communities and a positive identification with the wider region of Tairāwhiti.

6. LEVELS OF SERVICE

Levels of service will not be affected.

7. FINANCIAL

There are no immediate financial implications for Council.

8. LEGAL

There are no legal implications for Council.

9. POLICY

The policy applicable to this work is Council's Art in Public Places policy which is currently under review.

10. ATTACHMENT

Tairāwhiti Navigational Project Prefeasibility Study.