

FINAL REPORT FROM PORIRUA CHAMBER OF COMMERCE

PURPOSE

The purpose of this report is to provide the City Delivery Committee with an overview of the outcomes of the Business Support and City Centre Development Contract with the Porirua Chamber of Commerce.

RECOMMENDATIONS

That the City Direction Committee:

1. Receive the report;
2. Receive the presentation and outcomes report from the Porirua Chamber of Commerce for the period 1 July 2016 to 30 June 2017.

BACKGROUND

1. Porirua City Council entered into a contract for services with the Porirua Chamber of Commerce. The contract is in two parts:
 - Part A – Business Support \$125,000 per annum (excl GST)
 - To provide local businesses with support, advice and networking opportunities
 - To provide the Council with advice and support in its engagement with the business sector
 - Part B - City Centre Development \$137,500 (excl GST)
 - To assist and support the revitalisation of the Central Business District (CBD) for retailers, commercial enterprises, residents and visitors in line with the Council's city centre revitalisation programme.
2. The Business Support Contract is in place for a three year period until 30 June 2018, with the City Centre Development Contract in place till 30 June 2017. The Chamber is required to report on a six monthly basis against both parts.
3. As part of the rollover of the contract for the 2016 / 2017 financial year there was a change in focus to measurement of outcomes from the services provided by the Chamber. There had previously been a focus on the level of activity undertaken and this meant that the Chamber was unable to adapt its service offering to meet the needs of the business community.

4. The following table outlines the requirements under the Business Support contract:

Outcome sought	Services	Performance Measures	Timeframe
Individual businesses (both start-up, relocating and existing) have access to advice and support to meet their business growth and development needs.	<ul style="list-style-type: none"> • Advice and mentoring services are provided to businesses that support their ongoing business growth and development requirements. • Facilitation support is provided to new businesses looking to establish or relocate in Porirua that enables their successful establishment. • A range of training programs are delivered or supported that enable the growth and development of businesses in Porirua. 	<ul style="list-style-type: none"> • Level of business satisfaction with support, networking and training services provided. • The number of new businesses established in Porirua; broken down by type of business and number of staff. • The number of businesses employing extra staff in Porirua; broken down by type of business and number of staff • The number of Porirua business referred to the Wellington Regional Economic Development Agency (WREDA) for assistance with Business Capability Building or support for Research and Development projects. 	<ul style="list-style-type: none"> • Annual survey • 6 monthly report • 6 monthly report • 6 monthly report
A thriving business community that is well connected and growing.	<ul style="list-style-type: none"> • A program of business networking opportunities are delivered or supported throughout the year that provide opportunities to network at a local and regional level. 	<ul style="list-style-type: none"> • The number and type of events and the level of participation. 	<ul style="list-style-type: none"> • 6 monthly report
Porirua businesses that are visibly successful	<ul style="list-style-type: none"> • A program of business events and activities are delivered throughout the year that celebrate and promote local business successes and opportunities. 	<ul style="list-style-type: none"> • The number and type of events and the level of participation. 	<ul style="list-style-type: none"> • 6 monthly report

5. The following table outlines the requirements under the City Centre Development contract. In the 2016/17 financial year the Chamber returned to the Council \$80,000 from this contract, so that the Council could directly deliver city centre activation activities.

Outcome sought	Services	Performance Measures	Timeframe
A city centre that is attractive, vibrant, colourful, clean, welcoming safe and well maintained providing services for business people, retailers, shoppers and over time, residents.	<ul style="list-style-type: none"> • Develop and maintain a comprehensive calendar of events and promotional activities in the city centre. • A range of city centre activations are delivered that encourage new businesses and groups to engage in the city centre and provide residents with an enhanced city centre experiences. 	<ul style="list-style-type: none"> • Foot traffic survey to be conducted at selected locations around the city centre, using methodology agreed with Council. 	<ul style="list-style-type: none"> • 6 monthly report
A city centre where businesses want to do business and establish themselves for the long term.	<ul style="list-style-type: none"> • Existing businesses and property owners in the city centre are kept up to date with all plans and activities in the city centre. • A city centre attraction plan is developed and delivered to facilitate and support new business and investment into the city centre 	<ul style="list-style-type: none"> • Increase in the number of businesses recorded in the City Centre. • Increase in additional investment by existing businesses and building owners in the city centre. 	<ul style="list-style-type: none"> • 6 monthly report • 6 monthly report
A supported city centre business environment that is generating sustainable and profitable business activity	<ul style="list-style-type: none"> • Businesses have opportunities to engage in and leverage city centre activities and promotional opportunities. • City centre businesses are able to engage in business events and activities. 	<ul style="list-style-type: none"> • Number of businesses involved in city centre events and activities, including specific business support and development initiatives. 	<ul style="list-style-type: none"> • 6 monthly report

DISCUSSION

6. The outcomes from these contracts contribute directly to the Council's strategic priority of a growing, prosperous and regionally connected city. The contracts are budgeted for within the City Growth and City Centre Revitalisation budgets.
7. The Porirua Chamber of Commerce report for the period ending 30 June 2017 is appended and outlines their activities for the six month period against the contract in place. In addition, the report highlights the Chamber's focus for the year ahead, which is in line with the proposed new contract for the period ending 30 June 2018. A number of changes have been made to the Business Support contract for 2017/18 to ensure increasing value for money for the city, with a stronger focus on increased business engagement and advocacy. A copy of the contract is appended to this report.
8. The City Centre Development contract has not been renewed with the Chamber. These activities will be delivered directly by the City Growth team for 2017/18 as they are best positioned to do this effectively and efficiently. This follows on from the City Growth team taking over responsibilities for the delivery of some activities in the city centre contract in the year ending 30 June 2017.
9. Appended to this report is a copy of the Foot Traffic survey which was undertaken in May 2017. It shows that there has been a significant improvement in the foot traffic count during the period which is a significant reversal on the downward trend that has been experienced over the last few years.
10. A full audit was also undertaken of the number of businesses in the city centre by the City Growth team. This resulted in a total of 195 businesses / agencies being counted in the city centre, which is significantly higher than the result for the previous period. Although there have been a number of new businesses move into the city centre during the year, the increased result is considered to be a reflection of the detailed audit undertaken by the City Growth team of businesses within the City Centre. This more detailed audit ensures a more accurate baseline against which future audit results can be compared.
11. The Business Satisfaction Survey has yet to be completed. This will be undertaken by the Chamber in September 2017. Results from the survey will be advised to Council when received from the Chamber.

ATTACHMENTS

- Attachment 1 - Report from Porirua Chamber of Commerce
- Attachment 2 - Porirua City Centre Foot Traffic Survey
- Attachment 3 - 2017 / 18 Services Contract for Porirua Chamber of Commence

Report prepared by: Darryn Grant
MANAGER CITY GROWTH AND STRATEGIC PROPERTY

Report approved by: Bryan Patchett
GENERAL MANAGER CITY GROWTH AND PARTNERSHIPS

The Porirua Chamber of Commerce has contained its active work promoting a vibrant business community for the city in the first half of 2017.

The Chamber Board has seen the need to sharpen advocacy on important issues that impact the ability of businesses to grow and prosper in Porirua. This advocacy began with the debate on the council proposal to introduce a City Development levy on commercial ratepayers. The Chamber engaged early with its membership, property owners and the wider business community to put a case to elected members that such a levy would be a considerable burden on the commercial sector. We were pleased that this was listened to by councillors, who adopted a 'status-quo' position in terms of rating.

Key areas of engagement with council

The upcoming District Plan review will provide a welcome opportunity around the regulations that govern business operations, zoning and growth in the city. The Chamber is committed to engaging with the business community around the key principles relating to its interests and ensuring a strong commercial voice is audible during the consultation process.

The important ongoing discussion around how Porirua and the region will change after roading infrastructure investment is completed will be sharpened in the coming months. The Chamber plans on leading some focussed considerations around how the city positions itself and the critical advantages on offer here, such as geographical centrality, land availability, active and young labour force and a strong building and construction sector.

Major themes

The chamber has adopted as its overarching focus, the theme of 'Growing Porirua'. The need remains for Porirua to be perceived as a growing and successful city. There is visible and high profile development in key areas so it is important to focus on this achievement from both an internal recognition perspective, while pushing the positives of our success to the rest of the region and country.

We think it's important to celebrate the particular businesses who contribute to and sustain this growth, while noting that the idea of a growing city is inclusive for all businesses that form the backbone of our dynamic local economy.

We are well aware that the revocation process that the council is currently working through with the existing State Highways will be pivotal in focussing awareness around the post-Gully reality of the Porirua Basin. Consideration of land-use and development opportunities for the coming decades need to be identified early so we can plan and prepare the city for possible change and growth.

Over the next few months it is the intention of the Board to focus the organisation's efforts on events and networking relating to the growth and change the city is experiencing.

Additionally we want our advocacy focus to relate to the major sectors of the local economy, ensuring we are promoting the needs of our major businesses and employers and seeking opportunities to support growth opportunities in those sectors. It is important the chamber and the council understand the employer requirements for current and future workforce, along with their views of the regulatory structure of the city.

We have committed to a closer working relationship with Partners Porirua around the Youth2Work movement. We believe the Chamber will be able to work with small and large businesses to facilitate work opportunities for local young people. There is strong and active commitment from the Chamber Board for Youth2Work.

Business Awards

We see this year's awards focussing around the fact that Porirua is a growing city.

The event also gives an opportunity for the city to 'shout' about how far it's come, for Kenepuru Landing, Transmission Gully and even Plimmerton Farm to be promoted and for contracting and construction businesses like Downer and Mitre 10 Mega to feature. We see the contribution of Carrus and Ngati Toa Rangatira featuring heavily also.

Nominations are now open for the awards and we are hoping to increase the number of nominations above the 40 received in 2016.

Membership

Membership renewals have recently be dispatched for the new financial year so we are unable to give exact numbers currently. However, the Chamber membership was sitting at around 220 at the end of the financial year. It is acknowledged by the board that this number will need to be grown significantly over the coming year. Work has already commenced on engaging with a range of businesses who are not currently members of the chamber. Focus will be given to telling the story of Porirua businesses more clearly and communicating the interesting people who work here and the commercial activity that occurs.

While membership numbers need to increase, our current membership includes most of the large employers the city and covers an estimated 25% of the Porirua workforce. This wide representation across both the public and private sector is important reassurance that the chamber is engaging with large employers who make a significant contribution to the economic life of Porirua City.

It's an important balance to strike between different sized entities and much of the training, networking and promotion the Chamber engages in benefits smaller businesses as set out below.

EVENTS, NETWORKING, & TRAINING

January 2017 - June 2017

Events: total attendance 343

The Couch attended by: 85

Flying Solo attended by: 70

Moxie Series (started in June) attended by: 18

Breakfast: 170

Breakdown:

- Feb 9th 36 RSVPs – Jim Bolger Breakfast
- Mar 10th 45 RSVPs – Downer Breakfast
- Apr 13th 35 RSVPs – PCC Breakfast
- Jun 15th 18 RSVPs – Martin Simpson Breakfast
- Jul 27th 36 RSVPs – CPB HEB Breakfast

Training Workshops: total attendance 34

Breakdown:

- Mar 2nd 1 RSVP - Collective Bargaining, trainer Alice Porter
- Mar 3rd 6 RSVP - Timeless Principles of Exceptional Businesses, trainer Daryl Narain
- Apr 19th 4 RSVPs - Understanding Numbers, trainer John Eaden
- Jun 9th 23 RSVPs – Business Planning, trainer Jenn Quinn

The most popular business support offering that is provided by the Chamber is the ANZ training provided by Jenn Quinn. The Chamber is able to connect its membership to this wide ranging business support service and arrange a venue.

THE 2016/17 FOOT TRAFFIC STUDY CONTRACT

PART 2: 15 May – 19 May 2017



PRESENTED BY:

Tracy Johnson, Executive Director, Porirua Chamber of Commerce



B u s i n e s s V i t a l i t y

SCOPE:

To undertake a review of foot traffic numbers at three designated sites in Porirua City's CBD. The sites are:

- 1. Outside North City Plaza on the Partners Porirua Side of the entrance/exit.*
- 2. The Mural area opposite the Kiosk*
- 3. Outside Quality Cakes*

PURPOSE:

This study is conducted in May and November each year and is a condition of the city centre contract between Porirua City Council and the Porirua Chamber of Commerce. It aims to compare foot traffic numbers from year to year. The Foot Traffic study commenced in 2013. This study is one of a series of gauges for Porirua City Council to evaluate the prosperity and health of the CBD in Porirua.

This study provides the results of Foot Traffic Study 2 May 2016/17 and compares results with previous studies in 2013, May 2014, November 2014, May 2015, November 2015 and May 2016.

SUMMARY:

In 2014, the foot traffic numbers were the highest recorded for this study. Throughout 2015 and 2016 the numbers have declined so it is pleasing to see some improvement for the 2017 figures. There are possibly several reasons for this. Full time resource in the CBD, regular programme of events and good promotion of what is happening in the area. This is clearly identified on Page 3 in the Graph Summary of Foot Traffic Numbers by Site. Although inconsistent, cafes in the CBD seem to be busier.

METHODOLOGY:

Three people were engaged to count foot traffic over a five-day period in three sites. Counters are used to by the survey team who stand at designated sites for two hour periods.

Significant Changes in the CBD Since 2013

1. In January 2013, the Post Shop moved from the CBD to the Mega-centre. Many saw this as a huge loss for the area as it took away regular customers who visited the Post Shop.
2. In September 2014, the canopies were removed from the CBD due to health and safety risks. The canvas was well past its best and considered beyond repair.
3. In October 2014, a volunteer Place-making Group participated over a weekend to install in front of the iSite green turf, a small stage, semi-permanent seating, a table tennis table and French café style furniture which was put out daily on the turf.
4. The trend of businesses leaving the CBD continues throughout 2015.
5. An upgrade of the Cobham Court car park which commenced in October 2015 is now complete and hosts two kiosk food operators May 2016.
6. The augural night market from June 2015 is now a regular monthly event.
7. 2016 a regular programme of pop up events engaging the community
8. 2016 Earthquake was a set-back that forced the closure of several buildings due to earthquake damage. As a result, several businesses closed.
9. New tenants Quality Cakes, Black Rose Florist, MSD, Cool in the CBD indicates a positive change of perception. Business interest in property has improved.

RESULTS:

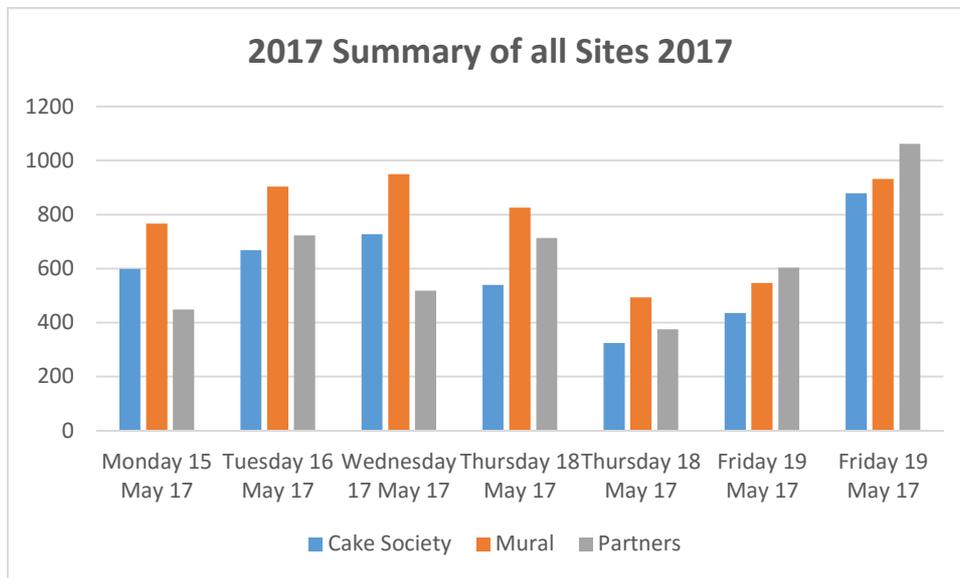
The results in this report deliver:

1. A summary of the foot traffic numbers from the most recent study in 2017.
2. A comparison of the foot traffic number from 2013 to May 2017.

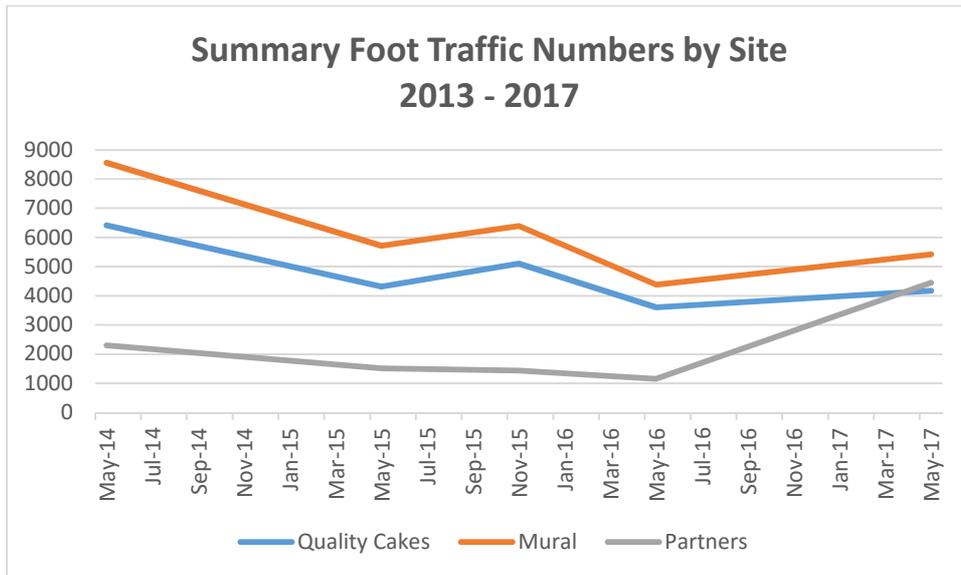
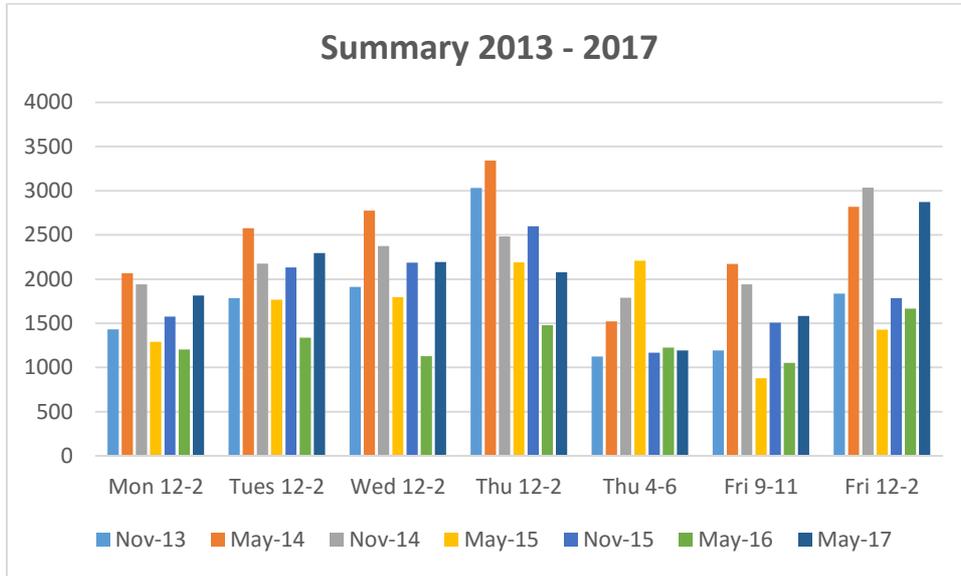
Note: Consistent data for 2013 isn't available and as a result isn't recorded in some graphs.

Summary Raw Data 2017

Date	Time	Cake Society	Mural	Partners Porirua entrance	Total
Monday 15 May 17 Fine	12pm-2pm	599	766	449	1814
Tuesday 16 May 17 Overcast	12pm-2pm	668	904	723	2295
Wednesday 17 May 17 Overcast	12pm-2pm	727	949	518	2194
Thursday 18 May 17 Overcast	12pm-2pm	539	826	713	2078
Thursday 18 May 17 Fine	4pm-6pm	324	493	375	1192
Friday 19 May 17 Sunny	9am-11am	435	546	603	1584
Friday 19 May 17 Sunny	12pm-2pm	879	932	1062	2873
Total		4171	5416	4443	14030



Comparison 2013 to 2017



Across all days of the week there has been a substantial improvement in numbers at all three locations.

Quality Cakes

There has been an overall increase in foot traffic numbers since the last survey in May 2015. The area is aesthetically more appealing with a several new businesses present themselves well.

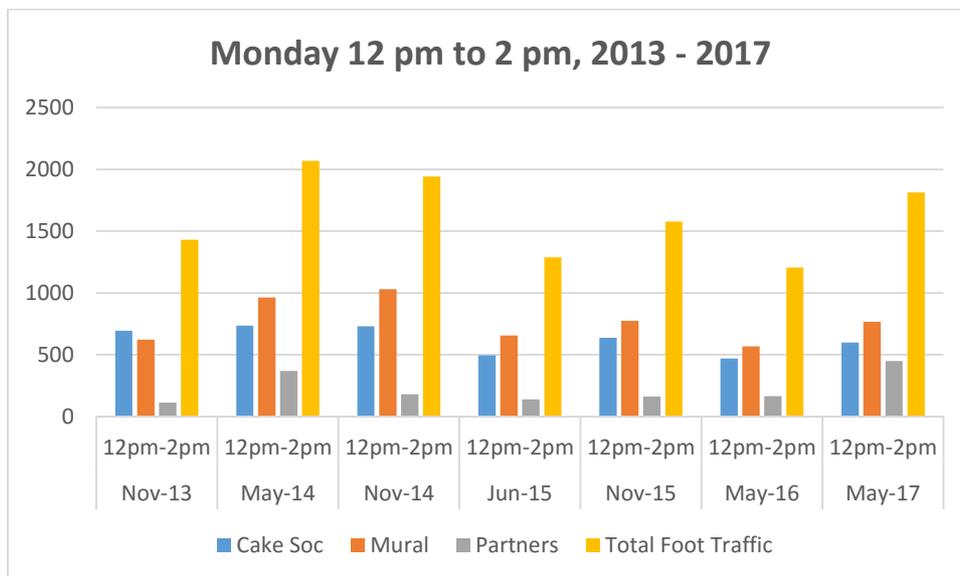
Mural Site:

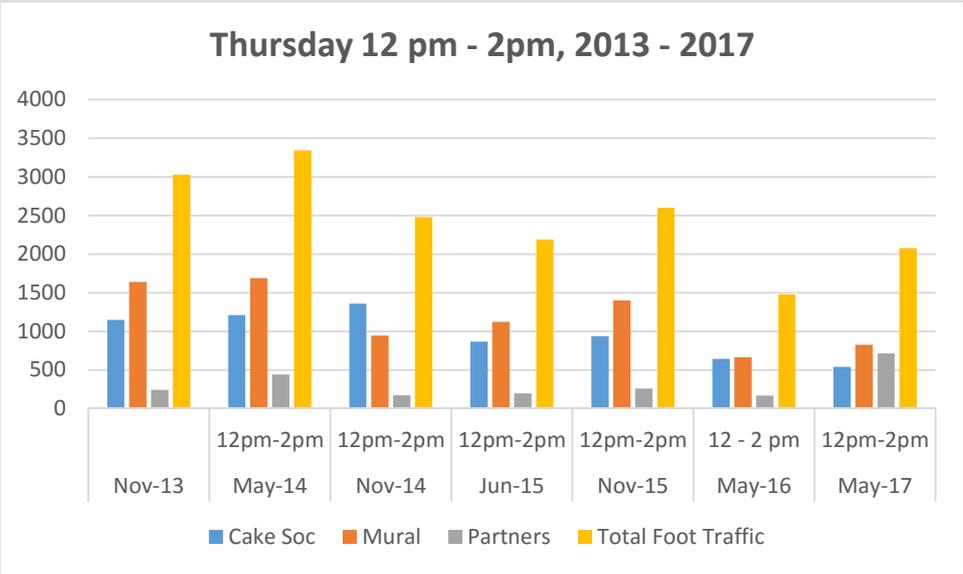
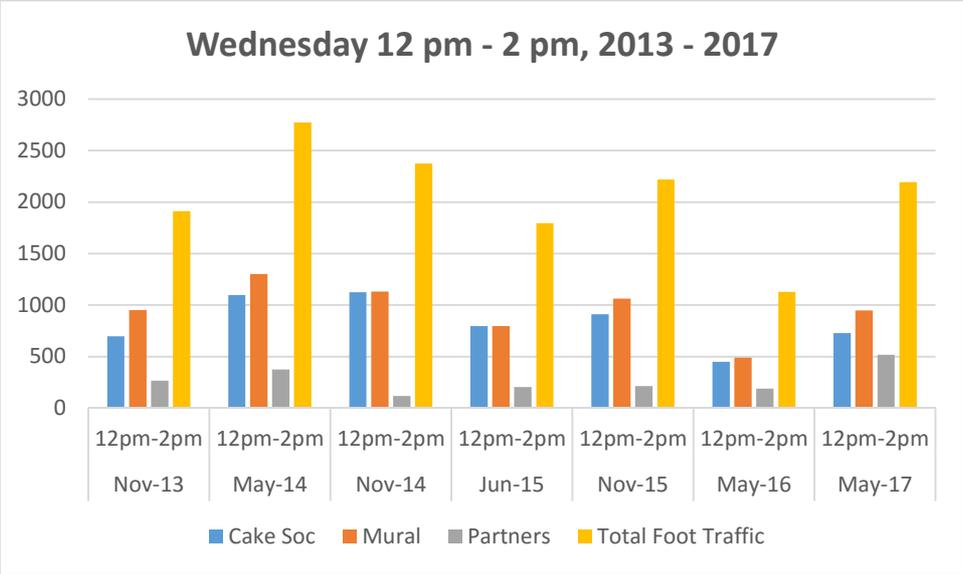
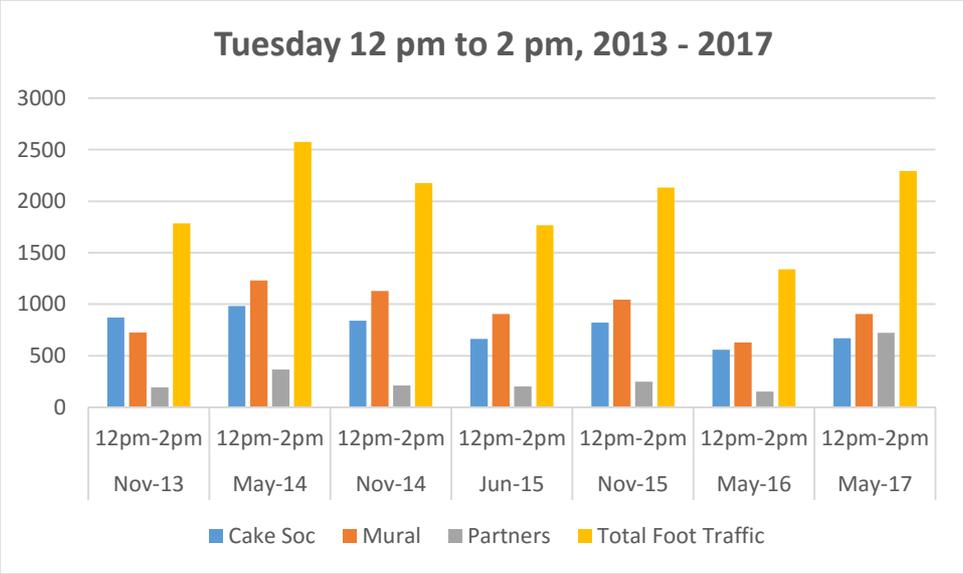
Unsurprisingly this area still out performs the two sites. It's an appealing place to spend time with the kiosk, mural and seating and in great weather is a popular spot to relax.

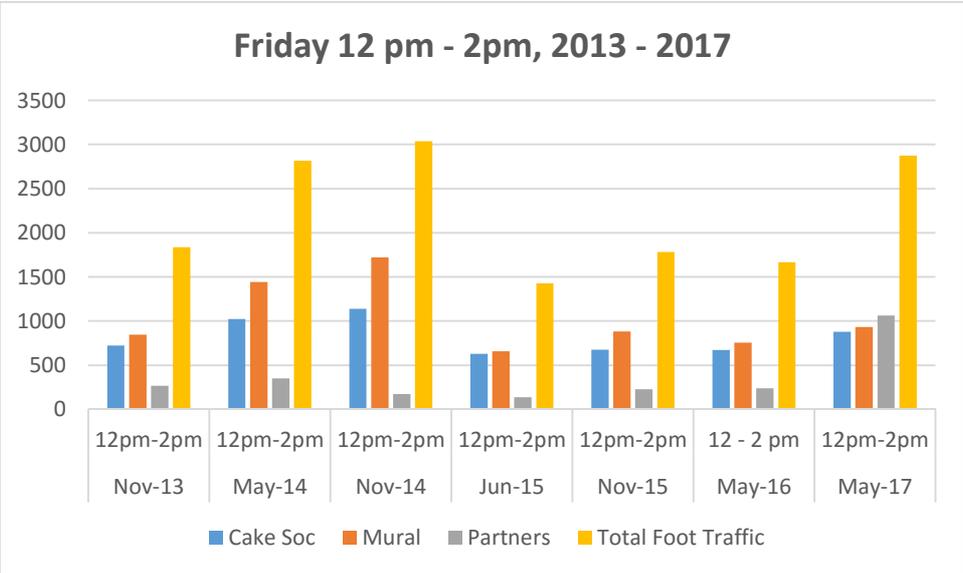
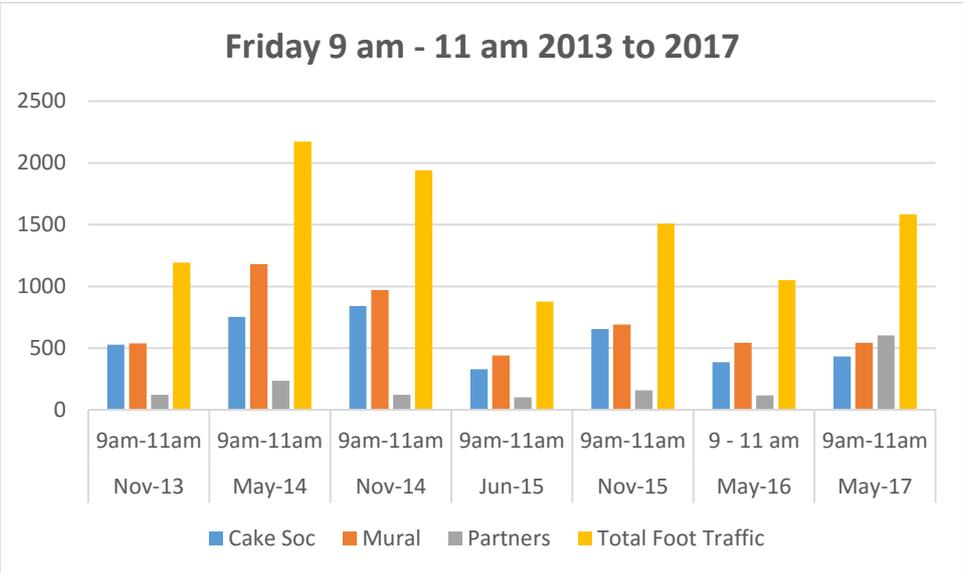
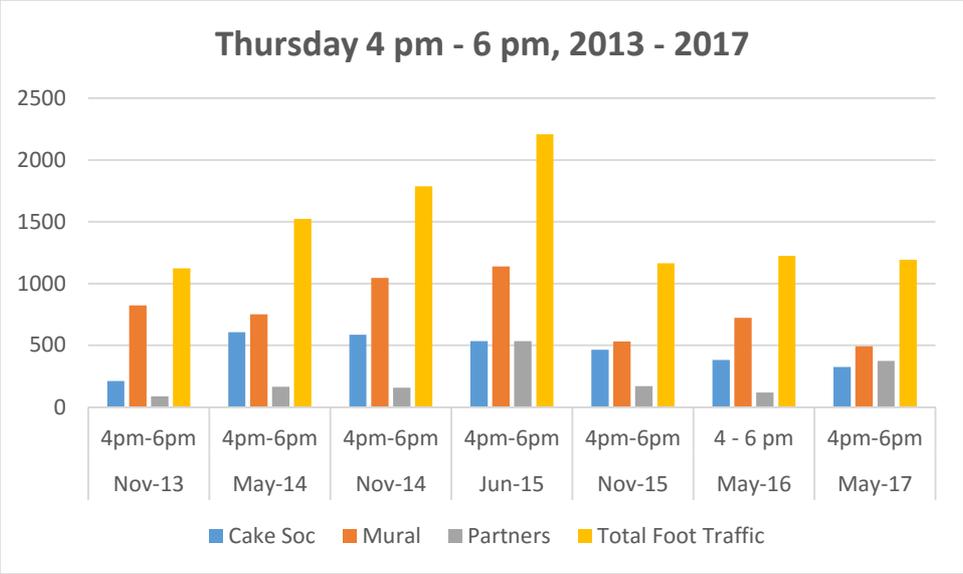
Northern Entrance North City Plaza Site:

Traditionally the poorest performing area since 2013 so the increase in numbers in this area is pleasing. It is possible this is due to increased visitor numbers in North City plaza. Mall visitors may also feel more comfortable in the CBD due to the refurbishments and the removal of the canopies.

Comparison by Timeslot 2013 to 2017







2017-2018 Contract for Services

Between Porirua City Council and the Porirua Chamber of Commerce

A. Advocacy and Engagement

B. Promotion and Networking

C. Business Support

August 2017

2017-18 Contract for services

Agreement

Between Porirua City Council (“the Council”) and the Porirua Chamber of Commerce (“the Chamber”).

Purpose

There are three parts to this contract:

Part A – Advocacy and Engagement

To constructively support the advocacy and engagement objectives of the Council with the business community on specific issues important to Porirua City.

Part B – Promotion and Networking

To provide promotion and networking services for the Porirua business community that supports the growth objectives of the Council and Porirua City.

Part C – Business Support

To facilitate the provision of business advice and support to local businesses and new businesses looking to establish in Porirua City.

Part D – Terms and Conditions

Strategic Priorities

Porirua City Council’s Long-term Plan 2015-25 contains four strategic priorities. These are:

- Children and young people at the centre of city decisions
- A healthy and protected harbour and catchment
- A growing, prosperous and regionally connected city
- A great village and city experience

Services

A. Advocacy and Engagement

Outcome sought	Services	Performance measures	Timeframe
<p>Businesses are aware of and proactively engaged in projects that are important to the future growth of the city. This includes but not limited to the leveraging of the development of Transmission Gully, the development of a new District Plan, the proposed Porirua Adventure Park development and the development of an Economic Growth Plan for Porirua.</p> <p>A business community that understands Council and their role in key city issues.</p> <p>That businesses feel they have had the opportunity to engage and contribute to discussion on future growth opportunities</p>	<p>The Chamber is proactively and strategically engaged on issues that are important to Council and ensure that Council is aware of issues of importance for the business community.</p> <p>The Chamber provides forums for business to engage with Council on these issues and others.</p> <p>Chamber takes a proactive lead in engaging with the business community.</p> <p>A program of business information opportunities are delivered or supported throughout the year that provide information and advocacy on key city projects / opportunities.</p>	<ul style="list-style-type: none"> • Level of business satisfaction with information provided and consultation undertaken by the Chamber and Council. • The number of forums / consultation / communication activities with business. • The number of responses / attendees received during consultation. • The number of articles from the Chamber in local media or on their website with a minimum of ten stories per annum. • Survey of business satisfaction with Council consultation on key issues 	<ul style="list-style-type: none"> • Annual survey • 6 monthly report
<p>Porirua youth are valued and seen as an asset to businesses in Porirua, with strong pathways for employment or future learning.</p>	<p>The Chamber proactively engages and supports initiatives in Porirua City, including the Youth to Work Movement and the Young Enterprise Scheme.</p>	<ul style="list-style-type: none"> • The number of youth employment opportunities advocated by the Chamber. (A minimum of 4 stories) • The number of facilitated introductions between Chamber members and other businesses and Partners Porirua. (A minimum of 10 introductions) • Confirmation of support provided to the Porirua Young Enterprise Scheme. 	<ul style="list-style-type: none"> • 6 monthly report

B. Promotion and Networking

Outcome sought	Services	Performance Measures	Timeframe
Porirua City is seen as a vibrant, welcoming and engaging business destination.	Regular news stories are released to the media and via the Chamber's e-newsletter that showcase businesses and promote business opportunities in Porirua City.	<ul style="list-style-type: none"> 12 stories per annum. 	<ul style="list-style-type: none"> 6 monthly report
The Chamber and Council are seen as partners in supporting economic growth in Porirua City.	The Council is acknowledged in all Chamber communications and events as a supporter of business in Porirua City.	<ul style="list-style-type: none"> Porirua City is acknowledged as a supporter at all Chamber events and Chamber collateral. 	<ul style="list-style-type: none"> 6 monthly report
Council is acknowledged as a key partner of the 2017 Porirua Business Awards and that the awards showcase and celebrate the current and future growth opportunities in Porirua City.	<p>Council staff are consulted on the development of the 2017 Porirua Business Awards event.</p> <p>Key current and future growth opportunities for the city are to be showcased in the event.</p> <p>Porirua City is recognized as a category sponsor.</p> <p>"Porirua City" branding is to be used on all awards collateral.</p>	<ul style="list-style-type: none"> Number of businesses entering the awards Number of stories about the business awards in the media. Formal feedback received from attendees of the business awards 	<ul style="list-style-type: none"> 6 monthly report
<p>Porirua City is seen by businesses as a place where innovative modern opportunities are embraced.</p> <p>It's a place where businesses are engaged and connected and have opportunity to access a variety of business support services.</p>	The Chamber partners with other organisations to deliver a range of networking and business support events for the Porirua Business Community.	<ul style="list-style-type: none"> A minimum of 6 events / initiatives (excluding the Porirua Business Awards) are held during the year that highlight the support available for business. Level of business satisfaction with networking opportunities provided 	<ul style="list-style-type: none"> Annual survey 6 monthly report

C. Business Support

Outcome sought	Services	Performance Measures	Timeframe
Individual businesses have facilitated access to advice and support that meets their establishment, growth and development needs.	The Chamber facilitates access to advice, training and mentoring services for new and existing businesses in Porirua City.	<ul style="list-style-type: none"> Level of business satisfaction with support provided. 	<ul style="list-style-type: none"> Annual survey 6 monthly report

Specific Services

- The Council will receive complimentary tickets for Chamber events by mutual agreement between the Chamber and Council.
- The Chamber will ensure that the Council is consulted on key networking and promotion events.
- The Council will provide guidance regarding the specific use of the Porirua City brand and the Chamber will commit to its use under the agreed brand guidelines.

Contract period

The contract periods for each part of the contract are from 1 July 2017 to 30 June 2018.

Contract sum

The contract sum is as follows:

- Part A – Advocacy and Engagement – \$45,000 (GST excl)
- Part B – Networking and Promotion – \$40,000 (GST excl)
- Part C – Business Support - \$40,000 (GST excl)

The contract sum will be released in two payments

- \$65,000 on the production of an annual business plan that is satisfactory to the Council.
- \$60,000 upon the receipt of a six month report for the period 1 July 2017 to 31 December 2017 that is satisfactory to the Council.

Reporting requirements

The Chamber is to provide a six monthly written report to City Delivery Committee, which is to be supported by a presentation.

Individual projects shall be reported separately as agreed.

There will be a formal contract meeting quarterly to discuss progress against agreed performance measures. This will be held between the Council's Manager City Growth and Strategic Property and the Chief Executive of the Chamber.

In addition the contract is run under a "no surprises" policy. That is, both parties will keep each other informed of relevant issues. As part of this arrangement, the Council and Chamber will, wherever possible, provide each other with access to non-confidential meetings, business information, statistics and marketing collateral, which will assist each other in promoting and facilitating Porirua as a place to do business.

Signatures

Signed by the Chairperson for and on behalf of the Board of Porirua Chamber of Commerce by:

Full Name	
Signature	
Date	

Signed by the Chief Executive for and on behalf of the Porirua City Council:

Full Name	
Signature	
Date	