

4. TEAM COVID-19 Economic Recovery Group Update

(Cllr Peters) (Report prepared by Neil Henry)

C500-005-010-03

Purpose of report

1. To update the committee on the activities of the TEAM COVID-19 Economic Recovery Group.

Executive Summary

2. The second meeting of the TEAM Governance Group took place in September, with the third meeting due in early October. Meetings of various working groups also took place during October.
3. The Covid-19 economic recovery projects funded by Council are underway. Jacqui Lloyd of Destination Marlborough (Make it Marlborough project), and Kelvin Watt of Graeme Dingle Foundation (Career Navigator Community project) will attend the meeting to provide updates.

RECOMMENDATION

That the information be received.

Background/Context

4. An Economic Recovery Group called 'TEAM' (The Economic Action Marlborough group) was established in April 2020 as part of the overall Marlborough COVID-19 Recovery Plan. A report was presented to the Planning, Finance and Community committee on 30 April 2020 detailing the structure of TEAM and its approach.
5. A report was presented to Council on 14 May 2020 that identified some initial projects to address the economic impact of COVID-19, including:
 - 5.1 Business support:
 - i) Buy local campaign;
 - ii) Professional services support vouchers;
 - iii) Webinar series with follow up.
 - 5.2 Events support;
 - 5.3 Domestic visitor marketing;
 - 5.4 Blenheim and Picton CBD projects;
 - 5.5 TEAM related;
 - 5.6 Other projects – tbc.
6. These were agreed by Council and a number have since got underway with the most recent update report to this committee provided on 23 July. This report details progress to date with the above projects.

TEAM Economic Recovery Group

7. The TEAM Governance Group meets monthly, with the most recent meeting at the time of writing held on 7 September, with a meeting due to be held on 5 October. The Group discussed the latest economic data, updates on the various projects underway, a project proposal and the communication plan. Two iwi representatives attended the meeting, with apologies from another two iwi representatives.

8. The first communication with the TEAM Expert Advisory Panel took place at the end of August. This included a survey seeking responses on key issues. To date, a total of 35 responses were received – almost 50% of the circulation list. The data received will be used to aid the impact assessment and potential projects list.
9. Meetings with the Data, Labour Redeployment and Hospitality, Retail and Tourism working groups also took place during September.
10. During October, it is expected that the research scope will be finalised for the impact assessment component of the second phase report.
11. The publication of the second phase report is expected to take place in Q2 of 2021.

Expenditure to date

12. A budget of up to \$865,000 was agreed at the Council meeting on 14 May for a number of specific projects, and a contingency amount for projects not identified at that stage. The following expenditure and commitments have been made as at 24 September from this funding:

Expenditure

| | |
|--|---------------------|
| Project support | \$31,617.50 |
| Data Phase 1 | \$7,500.00 |
| Make it Marlborough..... | \$80,000.00 |
| Domestic marketing funding..... | \$75,000.00 |
| Business support vouchers/admin | \$50,000.00 |
| Business webinars series..... | \$32,000.00 |
| Event support – half marathon | \$10,000.00 |
| Career Navigator 18-24 year olds | \$15,000.00 |
| Event support – Wine & Food market day | \$15,000.00 |
| Town banners..... | \$11,750.00 |
| TEAM Governance Fees | \$300.00 |
| Total | \$328,167.50 |

Commitments

| | |
|--|---------------------|
| Make it Marlborough..... | \$28,000.00 |
| Event support – Garden Marlborough..... | \$30,000.00 |
| Event support – Half marathon..... | \$5,000.00 |
| Event support – Wine & Food market day | \$5,000.00 |
| Event support – Havelock Mussel Festival | \$30,000.00 |
| TEAM Governance Fees | \$300.00 |
| Career navigator 18-24 year olds..... | \$15,000.00 |
| South Marlborough Tourism Project..... | \$5,000.00 |
| Total | \$118,300.00 |

13. Council funded TEAM projects:
 - 13.1 Business support webinars and follow up:
 - i) Contract placed with Chamber of Commerce for project to deliver six webinars and vouchers for follow ups
 - ii) Webinars 1-5 have taken place, with the sixth and final webinar planned for 28 September

- 13.2 Provision of professional advice to small businesses:
- i) Contract placed with Business Trust Marlborough to deliver service;
 - ii) 32 x \$500 vouchers have been issued for business advice by 6 October (17 reported at last meeting) across a range of sectors with another four determining preferred service provider. Marketing and business advisory are the main services requested for advice.
- 13.3 Support local campaign 'Make it Marlborough':
- i) Social media uptake metrics: Follows – 1,660 (1,378 last update), Engagement – 20,184 (14,942), Impressions – 491,205 (316,980), Post reach – 213,703 (individuals) (138,766), Website – 19% unique page views (19%), 0.04% bounce rate (benchmark less than 30%) (0.07%)
 - ii) Advertising – print, radio, OOH and digital: Weekly presence in local publications - Sun, MEX and Marlborough Weekly, Homepage takeovers on Marlborough Express digital edition, Radio June with NZME, Media Works in July onwards, Lions Clock in Blenheim town centre, Display screens at Marlborough Airport;
 - iii) Profile of local businesses – 195 business listings created (189 last update), 22 local businesses profiled, 12 community identities profiled;
 - iv) Townships flags installed August-October, townships meetings now underway
 - v) Hometown Hero's activation – campaign launched in partnership with MoreFM. Nominations are complete and voting is underway.
 - vi) Township Activations in partnership with local Business and Smart+Connected Groups:
 - Complete
 - 1. Make it Picton - 05 September 2020
 - 2. Make it Havelock - 26 September 2020
 - 3. Make it Renwick- 03 October 2020
 - Forthcoming
 - 4. Make it Seddon - 18 October 2020
 - 5. Make it Blenheim - 24 October 2020
 - vii) Jacqui Lloyd of Destination Marlborough will present this update at the meeting.
- 13.4 Career Navigator community pilot (18-24 year olds)
- i) Graeme Dingle Foundation is piloting a career navigator community pilot for 18-24 year olds following the model of the successful Career Navigator schools programme. The programme aims to support young people into employment via an eight week intensive programme. The under 30 age group has been identified as a group particularly affected by job losses due to the Covid-19 pandemic.
 - ii) The project got underway in August with twelve participants and is due to finish in October. Kelvin Watt and Rachel Rodger Graeme Dingle Foundation will present an update at this meeting.
- 13.5 Event support:
- i) Support has been provided to various events as follows:
 1. Underwriting – Havelock Mussel Festival and Garden Marlborough (up to \$30,000 each)
 2. Grants – Saint Clair Half Marathon (\$10,000) and Wine and Food Festival market day (\$20,000)
 - ii) Cllr Peters as Chair of the TEAM Group has confirmed support funding will be considered for all of Marlborough's major events that bring significant economic benefits to the region to ensure they can continue to operate over the next 12 months. Staff will liaise with the organisers of these events and invite them to submit underwriting/funding requests if it is required.

Next steps

14. The second phase of TEAM is underway, and the revised group structure has been implemented
15. Further reports on progress with implementation will be provided at future meetings

| | |
|------------|--|
| Author | Neil Henry, Manager, Strategic Planning and Economic Development |
| Authoriser | Dean Heiford, Manager, Economic, Community and Support Services |