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**MARLBOROUGH  
DISTRICT COUNCIL**

5 June 2014

Record No: 14130497  
File Ref: D050-001-E01  
Ask For: Mr Porter

### **Notice of Committee Meeting - Wednesday, 11 June 2014**

A meeting of the Regional Planning & Development Committee will be held in the Council Chambers, District Council Administration Building, 15 Seymour Street, Blenheim on Wednesday, **11 June 2014 commencing at 9.00 am.**

## **B U S I N E S S**

As per Agenda attached.

ANDREW BESLEY  
CHIEF EXECUTIVE

**Meeting of the REGIONAL PLANNING & DEVELOPMENT COMMITTEE  
to be held in the Council Chambers, District Administration Building, Seymour Street,  
on WEDNESDAY, 11 JUNE 2014 commencing at 9.00 am.**

**Committee**

Clr T E Hook (Chairperson)  
Mayor Sowman (Deputy)  
Clr G I T Evans  
Clr P J S Jerram  
Clr J C Leggett  
Clr D D Oddie  
Clr T M Sloan

**Staff**

Mr N Henry (Manager, Strategic Planning & Economic  
Development) and Mr H Versteegh (Manager, Regulatory  
Department)

Kathy Payne (Committee Secretary)

**In Public**

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# 1. Presentation of Marlborough Regional Policy Statement Chapter Identifying Issues of Significance to Marlborough's Tangata Whenua Iwi

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(Report prepared by Pere Hawes)

R425-02-17-03

## Purpose

1. The purpose of this report is to recommend that a chapter prepared by the Iwi Working Group for the reviewed Marlborough Regional Policy Statement (RPS) be received and adopted by the Committee.

## Background

2. A regional policy statement is required to state the resource management issues of significance to iwi authorities for the region, in addition to stating the significant resource management issues for the region (see Section 62(1)(b) of the RMA).
3. There are eight tangata whenua iwi in Marlborough:
  - (a) Rangitāne;
  - (b) Ngāti Koata;
  - (c) Ngāti Kuia;
  - (d) Ngāti Toa;
  - (e) Ngāti Rārua;
  - (f) Te Ātiawa;
  - (g) Ngāti Apa; and
  - (h) Ngāi Tahu.
4. In 2007 the Council approached each of the eight iwi authorities in order to establish an appropriate process to identify those issues. This resulted in the establishment of an Iwi Working Group (IWG) with the specific role of assisting the Council in the review of the RPS.
5. The IWG comprises one nominated representative from each of the iwi authorities. Participation of the representative in the review process is funded from the Environmental Policy Group budget. The iwi authority is remunerated for hui attendance at the Councillor commissioner rate. This arrangement is confirmed via a contract with each iwi authority.
6. Ngāti Apa discussed their involvement in the IWG at an early stage. On the basis that they have a limited rohe in Marlborough, Ngāti Apa made the decision not to participate in IWG hui, reassured that iwi interests would be adequately represented by other representatives.
7. Representatives from six of the remaining seven iwi authorities have regularly attended hui.
8. The IWG has held 27 hui since it was created in 2007. The focus of the IWG has been on the identification and expression of issues of significance to Marlborough's tangata whenua iwi.
9. Iwi are also kaitiaki for many natural resources in the Marlborough environment. For this reason, the IWG also reviewed all other available draft RPS provisions to assess the extent to which the issues they have identified are addressed by objectives, policies and methods in other draft chapters. This has improved integration of policy responses with iwi resource management principles and has ensured policy responses take into account tikanga where appropriate.

10. The IWG representatives and Council staff have also had regard to the three iwi management plans lodged with the Council In preparing this draft chapter, as follows:
- (a) Te Tau Ihu Mahi Tuna Eel Management Plan;
  - (b) Ngāti Koata No Rangitoto Ki Te Tonga Trust - Iwi Management Plan; and
  - (c) Te Rūnanga o Kaikōura Environmental Management Plan.

## Comments

11. The draft chapter prepared by the IWG is **separately attached** for the Committee's consideration. **IWG members will formally handover the chapter at the meeting and provide a presentation on the context for the chapter as well as the content.**
12. In addition to identifying issues of significance to the iwi authorities, the chapter describes the iwi resource management framework and describes the environmental management concepts within that framework. This provides essential context for the remainder of the chapter.
13. The issues identified by the IWG fall into one of three categories:
- (a) Spiritual and cultural issues;
  - (b) Relationship and process issues; and
  - (c) Issues shared in common with the community.
14. Issues in category (a) or (b) are stated in the chapter. Issues shared in common with the remainder of the community are stated in other draft RPS chapters and the IWG has considered the wording of these issues.
15. The table below summarises the issues included in the chapter.

Spiritual and cultural issues	Relationship and process issues
Taking into account the principles of Te Tiriti o Waitangi	Lack of representation and recognition of iwi values in decision making processes
Taking into account and enabling iwi to exercise kaitiakitanga	The importance of consulting with iwi
Threats to the cultural heritage of iwi	Capacity of iwi to effectively take part in resource management processes
The impact of resource use on the mauri of natural resources	Cross boundary issues due to overlapping rohe
Difficulties in accessing and using cultural resources in traditional ways	
The provision of papakāinga	

16. A focus of the last year has been the development of objectives with respect to the issues identified above, policies to achieve the objectives and methods for implementing the policies.
17. IWG representatives will speak to these issues and provisions at the meeting.

18. Notwithstanding the completion of the chapter, there are broader review matters that will necessitate further involvement of the IWG:
  - (a) Hui with the Water Allocation Working Group with respect to the work that the latter has been undertaking to address the issue of full and over allocation of water resources; and
  - (b) The consideration of draft rules from the Resource Management Plan.
19. This work may necessitate further changes to the current chapter. Any substantive changes will be reported back to the Committee.
20. The IWG considers that there is merit in retaining the relationship with the Council after the review of the RPS and RMPs is complete. In particular, the IWG considers that it is essential that a suite of cultural indicators is developed to assist the community and the Council to monitor the state of the Marlborough environment (from a cultural perspective).
21. There is also the statutory requirement to consult with iwi authorities on any plan changes. The IWG provides a useful point starting point for such consultation.
22. It is recommended that the role of the IWG continue in the short term to enable the completion of the outstanding processes identified in Paragraph 18. It may also be appropriate to consider extending the role of the group at that point for the reasons outlined in Paragraphs 20 and 21.
23. I would also like to take this opportunity to make some remarks about the IWG process over the past seven years. Due to continuity of representation, the relationship between participants developed over time and created a significant level of trust between respective iwi authority representatives and between those representatives and the Council staff. As a direct result, the hui provided the opportunity for the free exchange of views and to therefore understand respective positions of participants. The process of working with the IWG representatives to develop the chapter has been rewarding for the Council staff that have participated. In particular, the hui provided a valuable and ongoing learning experience in terms of the iwi resource management framework, the iwi kaitiaki role and tikanga Māori.
24. It is considered appropriate that appreciation be shown to the IWG representatives (past and present), and the iwi authorities that they represent, for the considerable efforts that the representatives have made over a sustained period of time. The work of the IWG has improved the relationship that the Council has with iwi authorities in the context of sustainably managing natural resources.

**Ma whero ma pango ka oti ai te mahi**

*With red and black the work will be complete*

## **Summary**

25. The IWG was established to provide the means of identifying resource management issues of significance to Marlborough's tangata whenua iwi. The IWG has met on a regular basis over the past seven years and has completed this task. The issues identified are compiled in a draft chapter for the RPS. The IWG has also worked with staff to state objectives with respect to the issues, policies to achieve the objectives and methods for implementing the policies. It is recommended that the draft chapter be received and adopted by the Committee.

## **RECOMMENDED**

1. **That the chapter "Chapter 3: Marlborough's Tangata Whenua Iwi" be received and adopted by the Committee for the purpose of the draft Marlborough Regional Policy Statement.**
2. **That the Committee appropriately acknowledge the involvement of the Iwi Working Group representatives in preparing the chapter.**

3. **That the role of the Iwi Working Group continues in order to at least allow outstanding processes involved in the drafting of the Marlborough Regional Policy Statement/Resource Management Plan to be completed.**

## 2. Sounds Integrated Management Trust

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(Report prepared by Pere Hawes)

C230-001-M03

### Purpose

1. The purpose of this report is to update the Committee on the work of the Sounds Integrated Management Trust (the Trust).

### Background

2. A series of public meetings in 2011 led to a community based initiative to develop a plan for the integrated management of the natural resources of the Marlborough Sounds. The objective was not to duplicate the functions of the Council or central government agencies, but to establish a framework to guide activities in the Marlborough Sounds that complements statutory plans. A working group initially developed a terms of reference and a process for the development of the integrated management plan. A separate implementation group, formed from nominated individuals, was then formed in late 2012 to continue the plan development process. The Trust was also set up in 2012 to oversee the process.
3. Following initial funding grants made by the Council to assist with the establishment of the Trust, the Trust sought funding from the 2013/2014 Annual Plan to support the initiative on an ongoing basis. The Council committed to providing an annual grant of \$15,000 over a three year period (i.e., a total of \$45,000), subject to accountability reporting in terms of the use of the funds.

### Comments

4. The Trust requested the opportunity to present to the Committee at the end of the 2013/2014 financial year in order to fulfil the requirements of the grant and in order to secure the funding of \$15,000 for the 2014/2015 financial year.
5. The \$15,000 grant for the 2013/14 financial year has yet to be utilised by the Trust.
6. **The Sounds Integrated Management Trust will provide the Committee with a presentation.**

### RECOMMENDED

**That the information be received.**

### 3. Tremorne Avenue Rezoning Plan Change

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(Report prepared by Mark Caldwell)

W045-15-47-01

#### Purpose

1. The purpose of this report is for the Committee to consider Plan Change 47 to the Wairau/Awatere Resource Management Plan and for the Committee to formally adopt the Section 32 Report for the proposed rezoning and to approve the notification of the plan change.

#### Background

2. There is land at the eastern margin of Blenheim immediately south of the main trunk railway line that is zoned industrial and residential. Although undeveloped at the time of notification of the Wairau/Awatere Resource Management Plan, the landowner has subsequently undertaken both industrial and residential subdivisions.
3. The layout of those subdivisions has not matched the plan zoning causing administrative issues. In particular, residential development has occurred on industrial zoned land. There is also a large block of land zoned industrial that is yet to be developed.
4. The land in question has been zoned Industrial since at least 1997 when the Wairau/Awatere Resource Management Plan was publicly notified and reflected the landowner's aspirations to undertake industrial development on the site and surrounding area. It is understood that those aspirations were implemented with the subdivision and development of land in what is now Timandra Place. The final footprint of the industrial development in Timandra Place does not match the zoning provided for in the plan.
5. At its 5 February 2014 meeting the Committee discussed a plan change to address issues that have arisen in respect of Tremorne Avenue area. It was decided that a plan change to rezone the residentially developed areas of Tremorne Avenue, Algarve Close and Hilton Place including the undeveloped site of 3 Tremorne Avenue from Industrial One Zone to Urban Residential Two Zone of the Wairau/Awatere Resource Management Plan, be prepared in accordance with the First Schedule of the Resource Management Act and then brought back to the Committee for consideration.

#### Comments

6. A report prepared under Section 32 of the Resource Management Act has now been prepared for the proposed plan change (**attached separately**). The assessment required under Section 32 considers whether the changes proposed will be effective and efficient in achieving the purpose of the Act. The assessment has also taken into account the benefits and costs of the changes.
7. Two separate meetings with affected parties took place on the 26 March 2014. One with the affected residents of the Tremorne Avenue, Algarve Close and Hilton Place and another with the business owners from Timandra Place.
8. Adopting the Section 32 Report and notifying the Plan Change does not pre-empt the outcome of the First Schedule process, it merely triggers the commencement of the process. The plan change will go through two rounds of public submission and a hearing process. At the end of this process, the Council retains the discretion to decline or approve the rezoning or to approve the rezoning with modifications.
9. It is recommended that the Committee adopt Plan Change 47 and the accompanying Section 32 report for notification in accordance with Clause 5 of the First Schedule of the Resource Management Act 1991.

#### Summary

10. There is a need to apply the appropriate zone and zone provisions to land around Timandra Place:



- (a) To reflect the development that has occurred to date
- (b) To avoid future issues with residential activity being undertaken in an industrial zone.
- (c) To retain the integrity of the Wairau/Awatere Resource Management Plan.

## **RECOMMENDED**

1. **That the Section 32 report for Plan Change 47 to the Wairau/Awatere Resource Management Plan, as attached be adopted.**
2. **That the Committee approve notification of the Plan change 47 – Tremorne Avenue Rezoning for notification as soon as practicable.**

## 4. Marlborough Regional Events Strategy – Phantom Bill Stickers Ltd

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(Report prepared by Susie Witehira)

E100-002-001-01

### Purpose

1. For the Council to consider a proposal from Phantom Bill Stickers Ltd to develop, manufacture, install and maintain poster sites around Marlborough.

### Background

2. Phantom visited Marlborough in January 2014 to discuss the option of sites and the feasibility of working with the Council. As reported to the February Regional Planning and Development Committee, the benefits of working with such a company for event promotion include:
  - being cost neutral;
  - a planned professional approach to postering around Marlborough;
  - compliance with by-laws and consent processes;
  - assisting Regional Events Strategy goal 2.6 by promoting local events to visitors as they visit the CBD;
  - provides Event Managers with another avenue to promote their events.
3. **Jamey Holloway is the General Manager for Phantom Bill Stickers Ltd and will be in attendance to answer any questions.**

### Comments

4. Phantom Bill Stickers Ltd is the largest New Zealand owned street poster company with its head office in Auckland. Phantom has agreement with eight Councils throughout New Zealand for the provision of poster sites and services.
5. Phantom has requested that the Council agree to allow Phantom to develop, manufacture, install and maintain poster sites, at their cost, within the Marlborough District to promote local and touring acts, events and community causes.
6. Phantom will pay the Council a nominal Licence Fee. The purpose of the fee is to ensure that ratepayers do not meet any of the costs associated with the administration of the contract. Payment of the fee shall commence once poster sites are installed and in use.
7. The term of the Licence will be for five years with a right to renew.
8. It has been anticipated that five sites be initially installed within Blenheim with further sites to be added as and when both parties agree that they are needed. New sites can only be agreed upon with Council's prior written approval.
9. Phantom will pay all applicable costs and fees in obtaining resource consent for sites and any additional sites.
10. Posters will be prioritised for events, arts and community causes with priority given to local events and arts. To ensure access for all, placement of the first 10 A3 posters is free as of right for local bands, artists and events.
11. Phantom will maintain the sites daily ensuring that postering is appropriate, up-to-date and kept clean and in good condition.

12. Phantom will use its best endeavours to ensure that no advertising displayed is indecent or likely to cause concerns to regulatory authorities. The Council has the right to ask Phantom to remove any form of advertising they feel is indecent.
13. In the event of any default by Phantom, be it failure to make timely payment or failure to otherwise comply with the terms of the agreement, the Council provides written notice of the default to Phantom. Phantom is then required to remedy any default within 30 days of receiving such written notice. If Phantom fails to remedy any default within 30 days the licence may be terminated by the Council.

### **Summary**

14. Phantom Bill Stickers Ltd is a well-established business operating in most cities and towns across New Zealand. It is a further tool in the promotion of events which will benefit local Event Managers and achieve goals in the Regional Events Strategy.

### **RECOMMENDED**

1. **That the Council enters a contract with Phantom Bill Stickers Ltd to promote events, arts and community causes in Marlborough.**
2. **That Council delegates authority to the Manager Support Services to negotiate with Phantom Bill Stickers Ltd appropriate sites on Council property, the licence fee and term.**

## 5. Marlborough Regional Events Strategy Update

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(Report prepared by Susie Witehira)

E100-002-001-01

### Purpose

1. To update the Council on progress with the Marlborough Regional Events Strategy.

### Background

2. The Marlborough Regional Events Strategy (MRES) is a direct result of Grow Marlborough's initiative to develop and support a regional approach to events. The purpose of the Events Coordinator role is to support the development of the events sector in Marlborough to ensure that it maximises the economic return to the region.

### Comments

#### Major Events

3. A detailed proposal was submitted to Scouts New Zealand. No further information has been received back to date.

#### Regional and Niche Events

4. The Marlborough Cricket Association approached the Events Coordinator to help with a bid for the U19 Cricket World Cup Qualifying Tournament to be held in February or March 2015. On-going support will be provided should they be successful in their proposal.
5. Assistance has also been given to groups placing bid for the NZ Brass Championships in July 2017 and the NZ Barber Shop Championships in August 2016. Both will bring a substantial number of visitors to the region. Other potential bids include the NZ Dog Show in October 2016 and the NZ Motor Caravan Association Rally to be held over Easter 2017 (to tie in with Classic Fighters). This would involve around 1000 motorhomes staying for 5 days.
6. An invitation has been sent out to those on the Arts database, inviting groups hosting events during July to join the Marlborough Arts Month promotion. A logo, brochure and posters will be created to promote the event along with a festival listing on the new events website.
7. A debrief was held with the Picton Festival to suggest improvements for next year's event. Assistance has also been sought by a member of the Round Table who is looking to resurrect the Blues and Brews into another beer festival. The Events Coordinator is also providing assistance to a person who is working on a Sculpture Symposium.
8. Work is continuing on encouraging Event Managers to create events that may work in conjunction with the Major Events. The Marlborough Civic Theatre has been in discussions with promoters for potential acts / concerts during Classic Fighters.
9. The St Clair Half Marathon was very successful with 2900 entrants competing in the event. Plans are underway for next year to continue increasing participation and a new format for the Toast event.
10. The Convention Centre made a commercial decision to accept a booking for a Rotary Conference the same weekend as St Clair Half Marathon for 2015. The St Clair organiser contacted the Events Coordinator as soon as he was aware of the clash and all parties had discussions, the outcome was that neither could change date. Assistance will be available to the events to manage any issues that may arise.

#### Event Promotion

11. The Events Calendar is in the final stages with events being loaded onto the site. The Events Calendar is called Follow-ME (Marlborough Events) and is hosted on the Destination Marlborough

website Love Marlborough but is operated by the Events Coordinator. **A demonstration of the new Events Calendar will be given at the Committee Meeting.**

### Administration

12. The next Event Managers meeting on 12 June will include guest speaker Matt Grady from Pan Pacific Travel (In-Bound Operator - IBO). He is visiting for Destination Marlborough's Big Day Out and the opportunity was identified by Destination Marlborough and the Events Coordinator for Matt to come and speak to the Event Managers about how they can package their events for In-Bound Operators.
13. An approach was made by NZ Winegrowers to supply information for a case study on alcohol sponsorship in relation to events for a submission to Government. The Events Coordinator is also speaking to a submission on the Local Alcohol Policy in relation to events.

### Summary

14. Progress is continuing across the various aspects of the Marlborough Regional Events Strategy.

### **RECOMMENDED**

**That the information be received.**

## 6. Smart and Connected Project Update

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(Report prepared by Neil Henry)

E100-010-01, E100-010-03, E100-010-07

### Purpose

1. To update Council on progress with internal and external implementation of Smart and Connected implementation, and with economic development projects.

### Background

2. At the Regional Planning and Development committee meeting held on 21 November 2013, the initial steps for the internal and external implementation of the vision were agreed. These were as follows:

Internal implementation:

- Using the 2014/15 Annual Plan process to assess the alignment of current activities and proposed new projects to the Smart and Connected framework.
- Integration of Smart and Connected into the 2015-25 Long Term Plan review process.
- Integration of Smart and Connected into the integrated management chapter of the draft Regional Policy Statement.

External implementation:

- Development of industry groups to complete Smart and Connected industry strategies in partnership with Council, with the Wood Sector to be the pilot industry group.
- Support a pilot community implementation plan in Havelock.

### Comments

3. The following progress has been made with implementation since the last Committee meeting on 17 April 2014:
  - The third meeting of the Wood Sector industry steering group took place on 14 May. This project has progressed well since its inception in March and the final group is close to being established. The meeting on 14 May discussed the relationship of this group to the Marlborough Forestry Industry Association, the Terms of Reference, make-up of the leadership group and potential early projects for the group to lead on were discussed. The next meeting will take place on 25 June.
  - Arrangements for commencing a second industry group (visitor economy) are underway with the aim of kicking off the project in June.
  - Following the completion of the Havelock community implementation project in April, progress has been made in reviewing the governance structures of Havelock Community Association (HCA) and Havelock Vision 20/20. It is proposed that the changes are formalised at the upcoming AGM (HCA). The outcome of the funding bid to the Department of Internal Affairs is awaited.
  - Further development of the industry and community groups is subject to the outcome of the 2014-15 Annual Plan process.

### Summary

4. Progress has been made with the internal and external implementation of the Smart and Connected project since the last meeting.

### RECOMMENDED

**That the information be received.**

## 7. Economic Development Project Update

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(Report prepared by Neil Henry)

E100-009-01, E100-005-02, E100-010-02

### Purpose

1. To update Council on progress with economic development projects.

### Background

2. As part of the Smart and Connected programme, Council has been active in supporting a number of economic development projects in the district. These projects include:
  - The Marlborough Story.
  - Smart Business Marlborough.
  - Food and Beverage Innovation Cluster.
  - Business Trust Marlborough.

### Comments

3. The following progress has been made with implementation since the last Committee meeting on 17 April 2014:
  - **The Marlborough Story** - In 2013, a project got underway to identify the unique and distinct attributes of Marlborough in order to ensure it is communicated consistently and effectively. This project is funded and managed by Marlborough Chamber of Commerce, Council and Destination Marlborough. The second stage of the project is underway led by Strategy Design and Advertising in conjunction with the Governance Group for the project (Council, Chamber of Commerce and Destination Marlborough) and the Steering Group. Since the last report to the Committee, it has been decided that some additional testing of the Story with key local businesses will be carried out, and the results of the testing will be discussed by the Governance Group. A verbal update of the latest position of the project will be provided at the Committee meeting.
  - **Food and Beverage Innovation Cluster (FBI)** – FBI is a cluster of local companies from the food and beverage industry that are working together to create competitive advantage for their products in export markets with the assistance of national networks of excellence (led by MRC, Riddet Institute and Massey University). The quarterly meeting of the cluster took place on 15 May with a presentation from the Ministry of Primary Industries. A range of opportunities for the Cluster to link into the Ministry of Primary Industries work on developing links with China are being investigated. A bid for funding for the Cluster to Callaghan Innovation Incubation Fund was submitted but was unsuccessful, further bids for funding are being pursued.
  - **Smart Business Marlborough** - Smart Business Marlborough is a service to support business planning major investments to interact with Council on planning and infrastructure matters. Ten projects are currently live (an additional one since the last update), with a number of others on hold. Discussions are confidential, but results will be reported at the appropriate time. Discussions between Council and the developers about the resource consents and infrastructure upgrades required for this significant development are ongoing. Enquiries about this service can be directed to the Council website 'Smart Business Marlborough' section, by telephone to 03 520 7557 or to the email address [smartbusiness@marlborough.govt.nz](mailto:smartbusiness@marlborough.govt.nz).
  - **Business Trust Marlborough** – The Trust has recently been established to oversee a locally based business advice and mentoring service. This will initially be operated from the reception area at Council one day per fortnight. Council is able to appoint a trustee and a recommendation will be brought to a future meeting of this Committee.

- Further development of economic development projects is subject to the outcome of the 2014/15 Annual Plan process.

### **Summary**

4. Progress has been made with a number of economic development projects since the last meetings.

### **RECOMMENDED**

**That the information be received.**



## **8. Information Package**

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### **RECOMMENDED**

**That the Regional Planning and Development Information Package dated 11 June 2014 be received and noted.**