Minutes of a Meeting of the
REGIONAL PLANNING & DEVELOPMENT COMMITTEE
held in the Council Chambers, 15 Seymour Street, Blenheim on
THURSDAY, 5 FEBRUARY 2015 commencing at 9.00 am.

Present
Councillors T E Hook (Chairperson), Mayor Sowman, G I T Evans, P J S Jerram, D D Oddie and
T M Sloan.

In Attendance
Councillors J L Andrews, J A Arbuckle, G S Barsanti, C J Brooks and B G Dawson, Mr P Hawes
(Manager, Environmental Policy) and Mr N Henry (Manager, Strategic Planning and Economic
Development) and Nicole Chauval (Committee Secretary).

Apology
An apology for non-attendance from Clr J C Leggett, and lateness Clr C J Brooks (arrived 9.25 a.m.)
were received and sustained.

Carried

D.14/15.263 Introduction of Additional Item
Cllrs Hook/Sloan:
That the following additional item be considered for reason of the urgent nature of the
business and insufficient time being available to include the items on the original Agenda.

In Open Meeting:
• Financial Statements Destination Marlborough Trust Incorporated 2014

Carried

ATTENDANCE: Mark Caldwell, Planning Technician, was present for the following item.

D.14/15.264 Plan Change 59 – Colonial Vineyard Limited
W045-15-59-04

The report provided to the Committee recommended that Plan Change 59 for the rezoning of colonial
Vineyard be approved.

Members were aware that Plan Change 59 was a private plan change request to amend the
Wairau/Awatere Resource Management Plan by rezoning the 21 hectare Colonial Vineyard to
facilitate the residential development of the site.

Members were advised that the original decision was to decline the Plan Change, however, Colonial
Vineyard Ltd appealed the decision to the Environment Court which overturned Council’s decision.
The High Court dismissed a subsequent appeal by the section 274 parties. The Environment Court
decision was included with the agenda item for members’ information.

It was reported that as there are no further appeals lodged, and the period for lodging an appeal has
expired, the next step in the process is for those provisions to be approved so that they may be
incorporated into the Wairau/Awatere Resource Management Plans.

Members were advised that the operative date of the plan change has to be publicly notified five
working days prior to the operative date. It is therefore proposed to notify the operative date in the
combined Council advert in the Marlborough Express on the first Thursday after the next full Council meeting.

Cllrs Evans/Sloan:
2. That the operative date for the approved plan change provisions be notified on the first Thursday after the next full Council meeting.

Carried


The report to the Committee provided an update on the Council’s progressive implementation programme with respect to the National Policy Statement Freshwater Management 2014 (NPSFW).

Mr Hawes, Manager Environmental Policy, reported that the interim steps set out in the progressive implementation programme have been achieved or are being progressively implemented. It was noted that the four interim actions, Dairy Farm Plan Change, Stormwater Strategy, Farm Planning Service, State of the Environment Monitoring will be included in the Council’s notices to fulfil the requirements of Policy E1 of the NPSFW.

Members were advised that the next priority is to continue to scope the technical investigations required to establish cumulative limits to achieve the objectives. A further addition to the progressive implementation programme is recommended and this is detailed in the Giving Effect to the National Policy Statement: Freshwater Management report in the agenda.

Members were advised that a priority from this point on is to establish and implement the process of setting cumulative contaminant limits. However, Mr Hawes recommended that this work be placed on hold until the freshwater quality objectives are publicly notified as part of the reviewed RPS/RMP. Those objectives will directly inform the setting of the limits as the purpose of the limits is to ensure the objective is met.

Cllrs Evans/Oddie:
1. That the information be received.
2. That a summary of progress with the progressive implementation programme as set out in this report be included in the Council’s notices as soon as practicable.
3. That Stage 2 of the progressive implementation programme not commence until the freshwater management units and the objectives for each unit are established in the notified RPS/RMP.

Carried
D.14/15.266 Giving Effect to the National Policy Statement: Freshwater Management

The purpose of the report provided to the Committee is to seek approval for a progressive programme to implement Policy B1 of the National Policy Statement: Freshwater Management 2014 (NPSFW).

Members are aware that New Zealand faces challenges in managing our fresh water to provide for all of the values that are important to New Zealanders. These challenges are likely to increase over time due to the impacts of climate change.

Members were advised that the Council is currently reviewing the Marlborough Regional Policy Statement (RPS), Wairau/Awatere Resource Management Plan and Marlborough Sounds Resource Management Plan (RMPs). A significant part of the review process involves the management of freshwater resources. A particular focus of the review is the establishment of minimum flows and/or water levels on all water resources to protect the environmental values of waterbodies from the effects of water abstraction and use.

It was noted that for an aquifer the Council needs to set a minimum water level to ensure that the cumulative adverse effects on the environment from the abstraction of water from the aquifer are managed. As part of the current Plan review, minimum levels are to be proposed for all aquifers with the exception of the Wairau Aquifer. However, although the Council is required to set a minimum water level for the Wairau Aquifer, the option is available to defer setting this limit if the Council is not in a position to determine the minimum level at this time.

Mr Davidson reported that the Council does not currently hold the environmental data required about the Wairau Aquifer to enable him, as the Council’s groundwater scientist, to determine an appropriate minimum water level.

Members were advised that it is recommended that the Council take the opportunity provided by the NPSFW to delay the introduction of a minimum water level for the Wairau Aquifer, which is required to give effect to Policy B1.

It is also recommended that the Committee adopt the PIP, attached to the agenda, as a means of giving effect to Policy B1 of the NPSFW. Members were advised that if it is adopted, the PIP will have to be publicly notified in accordance with Policy E1 of the NPSFW prior to 31 December 2015.

Mr Davidson advised members that given the intention to notify the reviewed RPS and RMP in mid-2015, it would be appropriate to publically notify the PIP as soon as is practicable.

A query was raised with regard to what happens to consents that are approved when there are no minimum flows being imposed on water takes. Mr Hawes reported that Council has the ability under s128 of the RMA to review all resource consents once a minimum flow has been established by Plan rule. In addition, there will be an allocation limit established and it is not anticipated that this will allow a significant increase in demand.

Clrs Evans/Mayor:
1. That the information be received.
2. That the Progressive Implementation Programme (PIP) for giving effect to Policy B1, set out in Appendix 2, of the NPSFW be adopted.
3. That the progressive programme be publicly notified as soon as practicable.

Carried
ATTENDANCE: Susie Witehira, Regional Events Strategy Co-ordinator, was present for the following item.

D.14/15.267 Marlborough Regional Events Strategy Update

The purpose of the report was to provide an update to the Committee on progress with the Marlborough Regional Events Strategy. (To highlight this report a powerpoint presentation was shown, presentation filed in Trim – Record No. 1523567).

Ms Witehira, Regional Events Strategy Co-ordinator updated members on the recent Marketview Report. It was noted that cash or withdrawals from cash machines are not recorded in the Marketview Report but it did indicate that spending was up for that particular reporting period. Information from the report has been forwarded to Garden Marlborough for analyse and creation of action points to possibly implement for the following year’s event.

It was noted that it would be beneficial to have reports that identified spending for specific events. Ms Witehira noted that this is possible through obtaining an economic report but these are obtained at considerable cost while the Marketview is cost effective for the information that is received. It was noted that a report will be produced after the Wine and Food Festival which will be able to be compared to the previous year’s event.

Members were updated on the use of the FollowMe website. Ms Witehira highlighted the AvantiPlus summer 5km which had over 52,000 views. It was reported that this is by far the most viewed event on the FollowMe website. Ms Witehira reported that the Eventfinda website links to over 100 other websites and the FollowMe link benefits from that. The report, “Follow-ME Website Analytics” was included with the agenda for members’ information.

Members were advised that there is a combined winter marketing programme being organised to promote events during the quieter winter months.

It was identified that there will be a clash with two major events next year which has meant that accommodation will be at a premium. Ms Witehira noted that major events are put onto the Events Calendar which gives organisers an opportunity to view other events that are planned on similar dates and then make a decision. Ms Witehira advised that it is not her role to influence event organisers on when they run events only to provide information to enable them to make an informed decision.

With regards to the events identified Ms Witehira will meet with Destination Marlborough to discuss strategies to assist event goers in regards to accommodation.

There was a question raised on whether there is accountability for people who receive funding through the Commercial Events Fund. Ms Witehira noted that events that are successful in obtaining event funding are required to complete detailed reporting and accountability of their event and that forms are being developed to capture the relevant economic benefits achieved by the event.

Crs Jerram/Evans:
That the information be received.

Carried
ATTENDANCE: Neil Henry, Manager, Strategic Planning & Economic Development and Cathie Bell, Economic Development Officer were present for the following three items.

D.14/15.268 Smart and Connected Project Update and Work Programme 2014/15  E100-010-01, E100-010-03, E100-010-07

The report to the Committee provided an update on progress with internal and external implementation of Smart and Connected, and with economic development projects. (To highlight this report a powerpoint presentation was shown, presentation filed in Trim – Record No. 1523568).

Mr Henry, Manager, Strategic Planning & Economic Development identified progress made with implementation of the following industry and community groups since the last Committee meeting:

- Wood sector
- Visitor economy
- Picton community
- Integration of the Smart and Connected framework into the 2015-25 LTP
- Integration of Smart and Connected into the Resource Management Plan.

Members were also advised of plans to develop a Renwick Group, the possibility of establishing a Business Improvement District for Blenheim CBD and an agriculture and horticulture group subject to timing or alternatively a wine industry leadership group.

It was reported that the first meeting was held last week of the Picton Steering group. The group is continuing to go from strength to strength and the final makeup of the group is complete.

Mr Henry reported that a Renwick group is being formed which will also consist of representatives from communities surrounding the Renwick area.

In a response to a query raised on whether this project has created new business and stimulated employment it was reported that there has been no identifiable direct employment created in the first year of the groups being operational, but these outcomes do tend to take time to become apparent. It was noted that there has been significant time spent with establishing groups and laying the foundations to enable groups to identify opportunities for innovation and increase productivity. However, the economic development programme (discussed in the next item) has been focused on supporting new businesses’ growth and development.

Members were advised that the programme is designed to provide support to enable the groups to become more innovative and to grow their businesses and our role is to facilitate this happening.

Crs Oddie/Mayor: That the information be received.  
Carried

D.14/15.269 Economic Development Project Update and Work Programme 2014/15  E100-009-01, E100-005-002-01, E100-010-02

The report to the Committee provided an update on progress with economic development projects. To highlight this report a powerpoint presentation was shown, presentation filed in Trim – Record No. 1523568).

Mr Henry, Manager, Strategic Planning & Economic Development identified progress made with implementation of the following economic development projects since 20 November 2014 meeting:
It was reported that the Chinese Consul-General visited Marlborough late last year with a number of opportunities to develop links with China being discussed. It was noted that Chinese Consul-General had also made contact with the Marlborough Research Centre.

Graeme Barsanti withdrew from meeting at 9.50 am.

This connection was seen as an opportunity to look at a potential area that we can connect with as China is a complex market and therefore establishing links via these visits is prudent. It was noted that our role is to connect them with people in the industry and Wine Marlborough will be part of this. There is the potential to sell root stock, seeds, share expertise and link people together and it is seen as an opportunity to establish a foot hold and develop relationships from there.

Mr Henry noted that the updated economic profile for 2014 was only received this week. However, it is available on Council’s website. Mr Henry and will bring back to a future Committee meeting.

Ms Bell advised members that Only Marlborough is underway and that 117 people have registered to use resources on www.onlymarlborough.co.nz/ with another 20 businesses visited, all who are happy to align with Only Marlborough in some way.

It was reported that Destination Marlborough has refreshed its corporate identity, as has Marlborough Research Centre and the Marlborough Chamber of Commerce is preparing some business stories on Only Marlborough. Wine Marlborough is adding the logo to festival material, harvest video and their refresh is pending. Ms Bell reported that the Council is incorporating the logo into their website, webpages, advertising, as well as documents being aligned. It was noted that Council subsidiaries are adding the logo to their websites and road signage planning is underway.

Members were advised that a strategic plan for the next six months is being written and that a training day for designers, web managers, and social media experts of Marlborough is being organised.

It was reported that the focus for Ms Bell has been on going out to meet people as it was identified that people prefer the face to face approach.

Members were advised that the plan going forward for the next 6-12 months is to visit as many businesses as possible to get everyone talking the talk. It was noted that small businesses are unique as they can be quite nimble and have a clear focus on what they want and how to go about getting it.

Ms Bell asked Committee members to forward any interested parties contact details to her and she will visit with them as she is keen to make contact with as many people as she can to promote Only Marlborough. Ms Bell noted that Grey Power has indicated an interest in taking up the logo and she will follow this through.

It was noted that ‘Only Marlborough’ is wide enough in its concept to cover everything so people across the spectrum come on board.

Clrs Sloan/Mayor:
That the information be received.

Carried
D.14/15.270 Financial Statements Destination Marlborough Trust Incorporated 2014
E100-004-01

The audited accounts were circulated prior to the meeting for members’ information.

Clrs Mayor/Sloan:
That the Audited 2014 Financial Statements for Destination Marlborough Trust Incorporated be received.

ATTENDANCE: Gerald Hope and Mark Ward of Massey University were present for the following item.

D.14/15.271 Marlborough Food and Beverage Innovation Cluster – Report: Six months July-December 2014
E100-009-01

The report to the Committee provided an overview from Marlborough Research Centre (MRC) about the Marlborough Food and Beverage Innovation Cluster over the six months July-December 2014. (To highlight this report a powerpoint presentation by Gerald Hope of MRC and Mark Ward of Massey University was shown, presentation filed in Trim – Record No. 1523569).

Mr Ward reported that all original members have renewed their membership and there has been strong interest from other companies to join e.g. Tasman Bay Foods and Proper Chips.

Mr Ward reported that MRC are moving away from the business advisory services to focus on facilitation, networking, and collaboration ensuring the limited time and resources available are used in the best possible way. He also noted that MRC has finalised the strategy around Market Access and Product Development (ie. the AGMARDT In-Market Grant application dated 4 February 2015).

Members were advised that a business support analyst (Mr Mitchell Lee) has been appointed for a four month fixed-term. Mr Lee’s will focus will be on website development and working directly with members.

Mr Ward reported that a grant application has been lodged to AGMARDT In-market for $174,000 and a decision on the application is due late February.

Members were advised that there is continued engagement with Tarac Technologies on grape marc initiatives. It was noted that there will be an industry meeting on 20 February. Members were also advised that there is wine industry support and a programme has been set for research trials during harvest this year.

The report, Marlborough Food and Beverage Innovation Cluster – report July – December 2014, initially contained in the public excluded part of the proceedings was discussed during this item.

Clrs Evans/Sloan:
That the information be received.

Carried
D.14/15.272 Information Package

Mr Hawes, Manager, Environmental Policy advised members that there might not be any plan change items in future information packages. Mr Hawes noted this will be the first time that this has happened since he has been manager. This now offers up the opportunity for his team to concentrate on the plan changes.

Clrs Mayor/Evans:
That the Regional Planning and Development Information Package dated 5 February 2015 be received and noted.
Carried

D.14/15.273 Decision to Conduct Business with the Public Excluded

Clrs Mayor/Sloan:
That the public be excluded from the following parts of the proceedings of this meeting, namely:

- Destination Marlborough Trust – Appointment of Trustee

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

<table>
<thead>
<tr>
<th>General subject of each matter to be considered</th>
<th>Reason for passing this resolution in relation to each matter</th>
<th>Ground(s) under section 48(1) for the passing of this resolution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination Marlborough Trust – Appointment of Trustee</td>
<td>In order to protect the privacy of natural persons, as provided for under Section 7(2)(a).</td>
<td>That the public conduct of the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding exists under Section 7 of the Local Government Official Information and Meetings Act 1987.</td>
</tr>
</tbody>
</table>

Carried

The meeting closed at 11.35 am.