

Submission Form

Draft LTCCP 2009/19

Draft Community Outcomes 2009

<u>Office Use Only</u> Submission Number
Date Received

Submissions close 5pm, Thursday 14 May 2009	
<u>Post</u> Submission Kapiti Coast District Council Private Bag 601 PARAPARAUMU	<u>Deliver</u> Council Offices, 175 Rimu Road, Paraparaumu Waikanae Service Centre, Mahara Place, Waikanae Otaki Service Centre, Main Street, Otaki
<u>Fax:</u> 04 296-4857	<u>Email:</u> submissions@kapiticoast.govt.nz

Is this an individual submission? **No**
If this submission is from an organisation, please state the name of the organisation

KAPITI COAST CHAMBER OF COMMERCE

Title (circle) **Mr**

First Name **STEPHEN CHUBB**

Please provide your mailing address for our acknowledgement letter:

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Do you want to speak to the Council in support of your submission? (circle) **Yes**

You will be contacted regarding the timing of the hearings.

NB: The Council Chambers can only be accessed by stairs – please call before the meeting if this is going to cause you access difficulties.

Please note that all submissions (including names and contact details) will be made publicly available at council offices and public libraries. A summary of submissions including the name of the submitter may also be made publicly available and posted on the Kapiti Coast District Council website. Personal information will also be used for administration relating to the subject matter of the submissions, including notifying submitters of subsequent steps and decisions. All information will be held by the Kapiti Coast District Council at 175 Rimu Road, Paraparaumu, with submitters having the right to access and correct personal information.

Signature 

Date... **14-5-09**

I have attached **THREE** pages to this submission.

Which document are you commenting on Part 1, 2 or 3?	What page of the document?
PARTS 1 & 2	General Comments
<p>The Kapiti Coast Chamber of Commerce supports many of the visions, programmes and desired outcomes set out in the Draft LTCCP 2009. We wish to commend the Kapiti Coast District Council for its acknowledgement of the importance of economic development in the District and for its support for initiatives that encourage business and employment growth, but believe that more can be done to assist in this area, either directly by Council where appropriate or through Nature Coast Enterprise.</p> <p>The Chamber represents over 144 local businesses who all share a desire to grow and develop business and enterprise in the District. Business is integral to the future of the community – it provides wealth and employment in the District, it reduces the rates burden on residential ratepayers, it reduces the number of people who commute daily out of the district, and it gives our young people better career opportunities while enabling them to stay living in the District.</p> <p>In particular the Kapiti Coast Chamber of Commerce supports the following initiatives expressed in the current Draft LTCCP 2009:</p> <ol style="list-style-type: none"> 1. The promotion of Economic Development in the District, through Nature Coast Enterprise and other initiatives. Increased economic development would reduce the rates burden on residential ratepayers through increased commercial rating and would have a flow-on effect of increasing potential commercial sponsorship for initiatives such as the Aquatic Centre. The Chamber recognizes that the availability of funds is limited, but it is suggested that more funds should be made available for the development of targeted initiatives that lead to increased economic development. For example, the Chamber, while appreciating that a Wellington Regional approach to economic development is important, questions whether the money being spent on Grow Wellington is being used to the best advantage for Kapiti. The results of increased economic development ensure that any investment made by Council in this area is returned through increased rating revenue and economic activity. 2. The promotion and funding of incentives and services to attract business to the District, such as the Commercial Activity Customer Focus Group. The Chamber commends the Council for adapting its internal processes to meet the needs of those trying to start new innovative businesses in the District and to encourage business growth. The Chamber is happy to assist Council in further developing those objectives, as more can and should be done. In particular some consideration needs to be given to developing a "joined-up" or "One Stop Shop" approach to the facilitation of new business development in conjunction with Nature Coast Enterprise, the Council and the Chamber of Commerce. 3. The proposed Infrastructure Programme and funding of capital investment. Improved infrastructure is better for business in the District, especially in the areas of roading, public transport and communications. In particular the Chamber supports the commitment of Council resources towards the commencement and completion of all stages of the Western Link Road to provide much needed access links to transport and other markets. 4. The proposal of the Kapiti Coast District Council to construct and develop a Kapiti Aquatic Centre (see further a separate submission on this topic). 5. The development of the Paraparaumu Town Centre to provide a retail and commercial focus to the District. In particular land should be designated for commercial purposes, with support from Council to develop the land. As stated in the draft LTCCP: "These centres are important as points of investment into the District, as transport nodes and places of community and civic focus". The District's centres need to be developed to allow for increased business services and other activity. That in turn helps support the retail sector by bringing more people to the Town Centre for the professional and support services that are located there. 	

6. The promotion of **Tourism** by the Kapiti Coast District Council and the acknowledgement of the importance of tourism to the District. Tourism brings significant income to Kapiti, as it does for New Zealand as a whole. The Chamber supports Council initiatives and funds being made available for entrepreneurs to develop new projects that create the potential for increased revenue from visitors. The Chamber also supports Nature Coast Enterprise working closely with other bodies within the region (such as Upper/Lower Hutt) to utilize the advantages available through initiatives or promotions at a regional level.
7. More could be done to address the **Narrow Economic Base** of the District. The Chamber supports the Council's recognition that the Kapiti Coast has a very narrow economic base which is largely reliant on retail (including restaurants and cafes) and the residential construction sector for employment. More detailed strategies need to be developed to reduce the reliance on urban growth as a way of maintaining businesses and employment and to address the limited local career opportunities in terms of the type of opportunities that are available for residents. The Chamber would be happy to assist where it can in developing these initiatives.

PART 3

Pages 24 and 25

The **Kapiti Coast Chamber of Commerce** supports the changes made to **Outcome 5** of the Kapiti Coast Draft Community Outcomes 2009 for the following reasons:

1. The lack of **readily usable commercial land** in the District, and in particular in the vicinity of the Paraparaumu Town Centre, is a major barrier to the development of commercial enterprise in the District. Whilst it is recognized that private land owners are ultimately responsible for making their land available to developers and business owners, it is submitted that Council can play a part in encouraging land owners to make land available. The Council should direct, through the District Plan, a coherent approach to facilitate the development of commercial land, whether that is through reducing specific requirements attached to resource consents, identifying land that is suitable for commercial development that also fits with the overall identity of the Town Centre, or assisting developers to utilize land for commercial purposes.
2. It is important for the Council to encourage the establishment of **value added economic activity** that directly benefits the community by creating new jobs and opportunities in the local environment.
3. **Public transport initiatives** are closely aligned with the needs of businesses to enable those employed by businesses to travel efficiently from home to work. The Chamber believes that at the very least all major employment centres (existing or planned) should have access to public transport.
4. **"Innovation"** is the key driver to local business development, and that should be encouraged. A number of exciting new software and internet based businesses are located in the District, some of which have significant turnover. Often these businesses operate "below the radar" when it comes to local support networks and the Council. More needs to be done to connect with these businesses and support their growth and development. The Chamber would be willing to play a role in this in conjunction with the Council and Nature Coast Enterprise.
5. Rather than being a "transport hub" it would be more appropriate and beneficial to make Kapiti an **"innovation and new technology hub"**, reflecting the potential future growth in such business and an activity that is better aligned with the unique environment and distinctive features of the District. The Chamber supports the encouragement of **"high value niche enterprises"** (sub-outcome 5.9), together with encouragement of innovation and new technologies, whether that is through the creation of new enterprises or the expansion of existing businesses.
6. The Chamber supports the desire to have **stable and prosperous businesses**.
7. The Chamber supports the desire to see a **strong business development focus** in the District, and as such we submit that sub-outcome 5.9 should be promoted to sub-outcome 5.1 in reflection of the importance that that outcome has and the flow-on effects of that outcome being achieved.

8. It is perhaps inevitable that young people will leave the District to develop their potential and further their educational or career aspirations. The key however is to ensure that when the time is right those very same people are encouraged to return to the District to set up new homes and businesses.

The **Kapiti Coast Chamber of Commerce** submits that further changes should be incorporated into Outcome 5 to reflect the matters set out above and to give broader recognition to the importance of encouraging and fostering local businesses growth and expansion and to support the establishment of new business in the District.

Don't Forget! Submission Deadline is 5pm, Thursday 14 May 2009