

# HUTT RIVER CITY CENTRE PROJECT – STAGE TWO: CONCEPT DESIGN

## COMMUNICATIONS OVERVIEW

### FEBRUARY 2016

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#### COMMUNICATIONS APPROACH

Stage Two of the HRCCUP will involve scoping, timelineing and sequencing a significant range of work, and for the public it will be an unfolding story of progress towards how we will realise Option A which will be told piece by piece at regular opportunities via a broad range of media. Once key decisions are made on the project plan a full communications plan will be developed to support it. The following paper outlines elements of the overall approach to communications.

Stage Two of the project (Concept Design) presents three communication challenges.

- *Landowners subject to compulsory purchase* – while regular negotiations continue with this group changes are occurring to the context in which they are taking place: property prices appear to be quickly rising; the Public Works Act is under revision. Both may influence our messaging (and the pace and nature of sale negotiations). The challenge is to maintain the group's confidence that the purchasing process is fair within this changing context.
- *Indirectly affected landowners* – this distinct and highly interested group will want to influence the impact of the design on their property (whether negative or positive). Continuous engagement will be essential during the preliminary design period. The challenge is to meet its interests and win its confidence ahead of the resource management consenting process.
- *The broader Hutt Valley community* – now the flood protection option has been selected, the community's interests will turn to issues such as the environmental and amenity value of the river corridor, the added value of Making Places and the potential for better transportation via Melling Gateway project. This is a more complex challenge because GWRC intends to keep public consultation on scheme design to a "give us your view" opportunity and discussions with interest groups. However, both NZTA and HCC may elect to consult respectively on matters related to transportation and Making Places. We will work with them to ensure the project is presented as the work of three agencies endeavouring to provide a comprehensive solution to the issues facing the Hutt CBD and its river.

#### COMMUNICATION OBJECTIVES

##### *Landowners subject to compulsory purchase*

- Ensure they understand the land purchase programme and the impact of the changing environment in which negotiations are taking place
- Win their confidence that they are being given full information and are being treated fairly.

##### *Indirectly affected landowners*

- Ensure adjoining landowners understand how the preliminary designs affect their property/neighbourhood
- Secure their involvement in the preliminary design process
- Win their confidence that they are being given full information and are being treated fairly

- Provide early and full information on which their decisions can be made.

#### *The broader Hutt Valley community*

- Provide an opportunity for the community to comment on preliminary designs
- Involve key stakeholders and other representative parties in the development of the preliminary design for the river corridor from the Kennedy Good to Ewen bridges
- Build understanding that the HRCCUP is an inter-agency project and co-ordinate public consultation where possible to reduce stress on the community and maintain its confidence in the project as a whole. While each agency has its own specific interests and timelines, we should continue to present this as integrated public investment which will yield a broad range of benefits greater than “the sum of their parts”
- Respond to issues raised during Stage One
- Coordinate project messages with the Hutt River Environmental Strategy review engagement around the river corridor.

### **KEY MESSAGES**

The messages below focus on phase two of the project, they will be used in conjunction with overarching messages from phase one about the risks posed by flooding of the Hutt River, the link to volatile weather caused by climate change, and the need to future proof flood defences.

#### *Landowners subject to compulsory purchase*

- Where landowners are facing property purchase, GWRC will continue to treat them fairly and in accordance with the law
- We will keep them abreast of any changes to the law that affect their interests
- There is no hurry to complete the purchase process and landowners facing property purchase will not be required to move in the near future.

#### *Indirectly affected landowners*

- We will give indirectly affected landowners opportunities to contribute to the design of the scheme
- Where they are likely to be affected by the design we will work with them to mitigate, where possible, its impacts on their property
- Where they are likely to be affected by construction we will work with them to mitigate, where possible, its impacts on their property
- Where landowners are facing zoning or policy changes we will work with them to ensure they are informed and have an opportunity for input into the process
- We will offer a range of support to affected businesses to facilitate their continued presence in the Hutt CBD.

#### *The broader Hutt Valley community*

- During 2016 we will focus on developing more detailed designs based on the chosen option – stakeholders, representative groups and the Hutt community will be given the opportunity to comment on them through regular communication from the joint project team
- The outcome of this engagement will inform a set of final designs that will go forward for approval and costings prior to early 2017
- The community will have a formal opportunity to comment on the designs during the consenting process in 2017

- This is an inter-agency project that will yield substantial flood protection, city revitalisation and transport benefits for the Hutt Valley community.

## KEY CHANNELS

Channel	Comment
Private, driven by GWRC negotiations team	Most negotiation will be with: <ul style="list-style-type: none"> <li>• individuals whose properties are to be purchased – generally through meetings with them and their representatives</li> <li>• people indirectly affected by the scheme</li> </ul> Meeting details will be recorded in a database.
Regular newsletters	For updating the wider community utilising online and our extensive database for distribution. This could include a response mechanism where public comments are sought on matters such as design, and responses to matters raised during Stage One
Local media	Regular updates relating to progress. Reiterate results from consultation process to demonstrate the extent of our mandate from the community.
GWRC website	Regular updates relating to progress Feedback page for preliminary design
Stakeholder presentations of design options (with feedback mechanism)	Detailed presentations given to stakeholders and representative groups
HCC business team	The team has an established relationship and regular contact with landowners on the eastern side of the river, and should be the primary contact with these landowners.