

## Communication strategy: Hutt River Environmental Strategy review

---

### Background

With around 1 million visits a year, the Hutt River trail is Greater Wellington region's most visited "park." However, it has become a victim of its popularity. Along with increased patronage and growing diversity of activity has come pressure on the environment and on users who want the space to pursue their interests.

To avoid conflict and maximise benefits to users for some years to come, GWRC along with UHCC and HCC, are reviewing the 2001 Hutt River Environmental Strategy to identify how its guidelines can be brought up-to-date to meet contemporary circumstances. The exercise has been made all the more urgent by pending planning for the river corridor between Ewen and Kennedy-Good bridges arising from recent agreement on flood management options.

The first stage of the review, an intercept study and report on use of the "greenway" (river corridor), has been completed. The second stage, community engagement with stakeholders, will begin in mid-June 2016. The third element of communications, enabling an online community discussion via Bang the Table, will begin following the publication of the report.

This communication strategy addresses communication requirements for the period from the completion of the user survey through to the publication of the final review and consequent consultation in 2017.

### Communication objectives

- Create community understanding of the issues facing the Hutt River greenway
- Generate community input into the development of a new strategy to address the issues
- Show the benefits of an updated environmental strategy
- Encourage community and stakeholder buy in to the agreed final strategy

### Audiences

- Corridor users – recreation/sports, casual leisure, cultural pursuits
- Recreational groups – running, cycling, BMX, walking etc.
- Environment groups
- General public
- Service clubs
- Residential associations
- Utilities and businesses
- Councils
- Iwi

### Messages

- The Hutt River corridor is our most visited "park"
- Pressure has been growing on its environment and the space available for pursuits such as commuting, family leisure time, sporting activity
- GWRC, UHCC and HCC are working together through a review of Hutt River Environmental Strategy to introduce rules and guidelines to accommodate all users, enable growth in use and minimise conflict between uses
- We want to hear your views on the best approach

- We are analysing responses to our recent “intercept” survey of users; we will also engage key stakeholders to hear what they have to say
- A draft strategy will be available later in the year, with consultation to begin in February 2017

### Strategy

- Build understanding of the challenges and opportunities facing the greenway through direct communication with stakeholders
- Encourage an indirect community-based discussion about the challenges and opportunities via online channels
- Create a more informed environment through communication support by Upper Hutt City Council and Lower Hutt City Council, and via regional news media.

### Approach – communication actions

Activity	Reason	Comment	When	Who
GWRC web page	Background the issue	<ul style="list-style-type: none"> <li>• Provide background</li> <li>• Outline issues</li> <li>• Encourage online feedback via Bang the Table mechanism (mid-June 2016)</li> <li>• Report survey</li> <li>• Report stakeholder feedback</li> <li>• Update regularly</li> </ul>	Complete	SH
Social media	Penetration of more diverse groups	<ul style="list-style-type: none"> <li>• Use visual approach – photos of activity etc., and ask questions about use</li> <li>• Link to GWRC site</li> <li>• Keep updating on all key stages of communications</li> </ul>	From publication of report in early June 2016	Channels
Council websites	Links to GWRC site	<ul style="list-style-type: none"> <li>• Short intro to the issue from local perspective</li> <li>• Link to main GWRC site</li> </ul>	W/B 30/05	SH
Analyse stakeholders	To determine engagement programme	<ul style="list-style-type: none"> <li>• Need to complement public survey from representatives’ perspectives</li> </ul>	Complete	RJ
Media	To set scene for stakeholder engagement	<ul style="list-style-type: none"> <li>• Take any tactical opportunities that present themselves</li> </ul>		
Stakeholder engagement	To run programme of engagement	<ul style="list-style-type: none"> <li>• Schedule and organise meetings with key stakeholders</li> <li>• Organise into logical groupings</li> <li>• Email other groups</li> <li>• Attend regular stakeholder functions where held e.g. Rotary, Chamber of Commerce</li> </ul>	June 2016	RJ/SF

Councillor presentations	To present to organisations such as residential groups	<ul style="list-style-type: none"> <li>• Very useful conduit through to their “own” community groups</li> </ul>	TBD	Councillors
Draft report on public survey	To maintain momentum of communications	<ul style="list-style-type: none"> <li>• Provide reporting and comment on what the public has to say</li> <li>• Via media, web, social media</li> </ul>	June 2016	SH
Release of draft final report	Basis on which consultation will proceed – consultation plan to be decided	<ul style="list-style-type: none"> <li>• Full range of news media</li> <li>• Websites</li> <li>• Social media</li> </ul>	Feb 2017	SH

### Immediate actions – councillor/stakeholder engagement

Activity	Reason	Comment	When	Who
Hutt Valley Flood Management Subcommittee	Reporting on draft survey outcome	Report sent to GC 31May 2016 Presentation to HVFMS of the Report, User Survey & Comms Strategy	14 June 2016	SJ
Media release/web update/FB post	The draft report will become public when the HVFMS discusses it	Update for the public following initial media release/enable BTT	14 June 2016	SH
Release report to UHCC/HCC councillors	HVFMS will have considered the reports	Ensure everyone is informed	14 June 2016	SF
GW Council Meeting	As above	Report to be put on the agenda to be noted by Council	15 June 2016	SH
GW Councillor Bulletin	As above	Copy report to the Bulletin	16 June 2016	SH
Mtg 1: Council Officers	Briefing and relationship building	Meeting with presentation	22 June 2016	RJ/SF
Mtg 2: Utilities/Rest Homes/Golf Courses	Briefing and community feedback	Meeting with presentation – invitation for further comment via BTT	24 June 2016	RJ/SF
Mtg 3: Stakeholders/Community Groups	Briefing and community feedback	Meeting with presentation – invitation for further comment via BTT	28 June 2016	RJ/SF
Mtg 4: Stakeholders/Community Groups	Briefing and community feedback	Meeting with presentation – invitation for further comment via BTT	29 June 2016	RJ/SF