

1. Introduction

The North Harbour Business Association (NHBA) supports the general thrust of the UHLB Plan for 2014/15 and submits the following background information along with proposed additions and clarifications for consideration.

2. North Harbour Business Improvement District (NHBID)

The North Harbour Business Association represents approximately 4,000 property and business owners in the North Harbour Business Improvement District. The area encompasses an estimated 25,000 employees and is a substantial contributor to the Upper Harbour area of the Auckland Region. The Upper Harbour area generates approximately \$4.b p.a. in GDP for the Auckland Economy, based on Auckland Council statistics from 2013.

The area has become popular for small through to large scaled operations who wish to secure access to an established pool of personnel from primarily North and West who are well skilled, educated and experienced for the roles on offer. The area's major attraction is the convenience of location for owners/managers and staff seeking to work locally rather than commuting to, or through, the CBD on a regular basis. Within the Upper Harbour District employment and education levels are above those of wider Auckland.

The majority of current businesses in the NHBID area incorporate a mix of warehouse/light manufacturing applications. However over the last 10 years demand has increasingly seen growth in office, education/training and commercial/public services.

The NHBID area also includes a range of small retail and trade/commercial service businesses which also serve both the business and adjacent residential customers. This creates a sense of community, natural security, amenity through convenient local services and employment opportunities for a wide range of skill levels.

The NHBID area has transport challenges associated with the number of employee cars at peak times and multiple schools/education, training and sporting facilities located primarily on its western and northern boundaries (Albany Junior and Albany Senior High Schools, Kristin and Pinehurst Secondary schools). It also has tertiary and private/trade educators such as UNITEC's Northern Campus and Private Training Organisations such as one of New Zealand's first Charter School - Vanguard Military School. We are also closely located to the Massey University Albany Campus and its residential facilities on its south western boundaries.

Although the existence of educational/training facilities located within the NHBID area creates pressure on roading access and car parking, they also support a growing need for public transport for the wider business and residential users. This will assist with reducing commuter traffic as the Auckland transport network continues to mature and integrate more effectively.

The interests of business and commercial property owners have been collectively represented since 2003 through initially a volunteer business association, and since 2008, as a Business Improvement District. With over 4000 members, NHBID is one of Auckland's most significant and dynamic business locations.

3. UHLB Annual Plan 2014/15 - Message from the Chairman

We appreciate UHLB's stated support for the expanded NHBID in the body of the Plan.

We propose that a strong economic development message is also included in the Chairman's introduction along the following lines –

The Upper Harbour area generates approximately \$4.b p.a. in GDP outperforming greater Auckland in many key aspects of employment and economic activity. We continue to provide strong advocacy for the ongoing development of infrastructure and services that support economic development.

4. UHLB Annual Plan 2014/15Plan - Objectives and Priorities Framework

4.1 We support providing Auckland with the best lifestyle on offer.

An increase of car parks at Albany Park and Ride will assist with access to the industrial estate for key personnel and students at the various vocational and tertiary institutions within and adjacent to the NHBID boundary.

Park and Ride facilities at the Constellation Drive busway interchange are at capacity. We request UHLB's support for a review of these facilities be included in the 2014/15 Plan with advocacy support for additional capacity once current and future demand levels are defined.

4.2 We support the addition of high quality sport and recreation facilities

We request that the impact of traffic these facilities generate is considered on the surrounding business and commercial properties.

4.3 We support UHLB's proposed objectives for providing our business with the best environment in Auckland.

We request advocacy areas of the Plan highlight the realisation of SH18/16 and SH1 and Albany Highway infrastructure investment commitments, within the given timeframes and also the wider transport improvements highlighted in the NHBA submission on the proposed Auckland Unitary Plan (attached).

This includes a focus on business appropriate freight and transport corridors, into and out, of the NHBID area. These include maximising increased access for commuter and trade service providers as a result of the investment (\$22 million) in the Albany Highway redevelopment.

We also submit that additional UHLB resources and budget may be needed to ensure business and community needs for increased public transport capacity are strongly advocated for during Public Transport Network Review – due for Northern area, mid 2015.

- 4.4 We support the intent to develop a reputation as the home of niche knowledge industries within the UHLB area.

We believe the Plan content should also highlight the need to create and maintain appropriate business infrastructure to support entrepreneurial start ups, though to significant established organisations with export potential. Providing a diverse mix of business operations closely integrated with Educational facilities to provide an effective mix of local employment and business service opportunities. This needs UHLB advocacy support through the Auckland Unitary Plan and key stakeholders

- 4.5 We support the UHLB's new proposed objective of increased accountability and investment of rates generated from within Upper Harbour to be spent on local services and projects.

For transparency we believe the rate income contributions from commercial properties needs to be separately identified in Council plans and financial reports.

5. NHBID Targeted Rate

We understand that the NHBID Targeted Rate of \$523,000 is included in the FY 2014/15 Economic Development Budget shown at \$660,000.

We request a note be appended to the Plan text and Budget pages to clarify that the NHBID Targeted Rate is not a direct Council spend, rather that Auckland Council is collecting the Targeted Rate to fund NHBID members services.

6. Additional Local Economic Development Projects

NHBA through its wide range of programmes contributes strongly to economic development on the Upper Harbour catchment. Our estimated FY2014/15 budget is currently fully committed. The following new projects have been identified as adding real value to the local business and wider community but will require external project funding to be progressed in the next financial year.

We request the consideration of an extension of \$60,000 to the current economic development budget of \$137,000 (over and above the NHBID Targeted Rate) to enable the following projects to be undertaken in FY2014/15 -

- **Asian Business Crime Prevention Programme.**

The outcome sought from this NHBA initiative is increased engagement from this growth sector of the business community. Further outcomes will be the increased reporting of crime to the NZ Police, plus greater support for victims of crime, with increased proactive prevention for business and commercial property owners – and their staff. NHBA have funded the research and initial development.

- **Support for super fast broadband (UFB) education and implementation across business**

Through NHBA proactive membership engagement, we have identified barriers to uptake and request the support of UHLB for an educational based project to increase uptake and therefore productivity of business. Partnerships across this project will increase reach and business engagement.

- **Cyber Security**

Cyber Security impacts across all business and has a flow on affect to the wider community. With the increased uptake of UFB, businesses are exposing themselves to greater risk, if adequate education and practical training is not available. NHBA is working with industry experts, and national government to build a framework for business support.

The initiatives above support the ‘Maintaining our communities unique identity’ and ‘Providing our business with the best environment in Auckland’ priorities in the UHLB Annual Plan.

A summary of proposed project initiatives and estimated costings are as follows -

Initiative	Outcome	Supporting UHLB Priority	Financial Request
NHBA Asian Business Crime Prevention Project	Increased engagement and support. Greater understanding of Crime, Safety issues within the community	Maintaining our communities’ unique identity. Supporting NZ Police and Ministry of Justice objectives	\$18,000
Support for super fast broadband (UFB) education and implementation across business	Increased uptake of UFB, increased productivity and potential for scale – increased opportunity for remote working reducing the demands on roading infrastructure	Providing our business with the best environment in Auckland	\$15,000
Cyber Security	Protecting and supporting business, efficiency, productivity and financial security.	Providing our business with the best environment in Auckland and Providing the best Lifestyle Auckland has to offer.	\$17,000
Public Transport Feasibility Study - Shuttle Buses Targeting local companies, in the	Provide a link between Constellation Park and Ride with the NHBID for up to 600 employees. Reduction of congestion.	Providing our businesses with the best environment in Auckland Protecting our	\$4,000

close vicinity of UNITEC.	<p>Reduction of CO2 emission.</p> <p>Reduction of demand for on street parking</p> <p>Providing evidence to support increased Public Transport patronage.</p>	<p>environment</p> <p>Providing employees (residents) with a viable sustainable alternative to single car journeys</p>	<p>Followed by 3 month trial: \$6,000</p>
			<p>Total \$60,000</p>