
9. Outcome One: More Businesses Operating in Hutt City

9.1 Overview

Why Focus on Businesses?

Businesses that operate in Hutt City provide jobs for residents, returns for business owners and generates GDP for the City. A match between the skills required in these businesses and the education options available in the City is vital.

Growth in jobs can come from either development of more businesses or growth in current businesses. At present 84% of businesses operating in Hutt City have between 1 and 5 people working in them and there are only 38 that have more than 100 employees, many of these owned offshore.

If Hutt City residents are able to work locally, this can provide some economic benefit to them (e.g. lower travel costs) and also assist in areas such as recovering retail leakage.

What will Businesses be like in Hutt City in 2007?

Businesses will have improved capabilities to deal with things such as technology and the national/international marketplace. Current businesses will want to stay in Hutt City and new businesses will be developed in or attracted to the area. The GDP generated from these businesses will increase as the level/quality of job changes.

New businesses to be “targeted” will be selected to complement existing businesses.

There will continue to be a range of businesses both in size and sector focus providing a wide range of opportunities but also enabling the City to minimise the impact of sector decline. The manufacturing, property and business services, construction and retail sectors will still be expected to make up a large proportion of businesses in the city.

Retail will continue to be important to Hutt City for a number of reasons. It will generate jobs for residents and also add vibrancy and activity to the City.

Most businesses within Hutt City will still be small to medium sized businesses making up, as they do now, a large number of the total number of businesses.

9.2 Strategies and Tactics

A number of strategies and tactics have been identified to achieve this outcome. The two Key Strategies are:

1. **Retention** - to retain current businesses
2. **Growth** - to grow current businesses and attract new businesses

Key Strategies	Key Tactics (2002-2007)
Retention	<p>EXISTING</p> <ol style="list-style-type: none">1.1 Continue to support business recognition awards including Regional Gold awards and Hutt City Certificate of Success1.2 Continue throughout this period to support the mayoral business visit programme1.3 Continue to provide funding for small business assistance/grants which provide key business skills to small businesses1.4 Continue to fund the Jackson Street Programme in line with Retail Strategy findings1.5 Continue to fund CBD+ in line with Retail Strategy findings1.6 Continue to fund the Suburban Shopping Centre fund in line with retail strategy and agreed long term direction of this fund <p>NEW</p> <ol style="list-style-type: none">1.7 Commence development of "Wingate Park" identity and business group by Dec 20021.8 Establish by Nov 2002, a "case management" model to develop, manage and grow Council relationship with employers in Hutt City1.9 By June 2003, look at all bylaws and identify priorities for attention1.10 Review and reduce unnecessary bylaws by Feb 20051.11 Re-evaluate long term direction of the Suburban Shopping Centre fund by June 2003

Key Strategies	Key Tactics (2002-2007)
Growth	<p>EXISTING</p> <p>2.1 Get the District plan operative by February 2003</p> <p>NEW</p> <p>2.2 Undertake by June 2003 a comprehensive economic development research programme for the year</p> <p>2.3 Provide funding, in partnership with key providers through 2003/04 for a technology capability programme to increase the number of businesses online</p> <p>2.4 Investigate by March 2003, options, for an “add another worker” programme targeted at current businesses increasing the number of workers they have</p> <p>2.5 Progressively review the District Plan to reduce barriers to business development once District Plan becomes operative</p> <p>2.6 Investigate by 31 December 2003, the development of a virtual marketplace to provide opportunity for local businesses to get on line and open up national and international commercial opportunities</p> <p>2.7 Establish by April 2003, a Hutt City Council buy local campaign to encourage Hutt City Council and other businesses to purchase more of their requirements locally</p> <p>2.8 Establish by March 2003, a Government grant utilisation programme within Council to ensure that access to central government funds are maximised to assist current businesses</p> <p>2.9 Develop in conjunction with key organisations a Hutt City Retail Strategy (including CBD, strip shopping and suburban shopping centres) by June 2003</p> <p>2.10 Develop in conjunction with key organisations, a CBD Strategy Masterplan to provide long term direction of the CBD by March 2003</p>

10 Outcome Two: Recognition of Hutt City as a Business Location and Vibrant City

10.1 Overview

Why Focus on Recognition of Hutt City?

Recent research and focus groups with businesses as well as observation of other cities activities strongly suggests that businesses (and residents) having pride in their city, recognising the value of its location to do business, and telling others is key to development of that city.

Little has been done on this in Hutt City in recent years to the extent that businesses and residents within the city do not know of local key success stories, let alone those who reside outside the city.

Hutt City is not seen as a key tourism destination, or event location, for either national or international visitors. Events provide opportunities for residents to get together, a reason for visitors to come to Hutt City, add to the vibrancy activity and recognition of an area, and generate economic and financial returns.

What will Recognition of Hutt City be like in 2007?

Hutt City will be a recognisable and credible city in which to do business, be employed, live and visit. It will have created niches within an overall brand which focus on particular areas of the business community and also particular tourist groups.

The image and recall of Hutt City, its key sectors and business will have improved. Businesses within the City will have a better appreciation of the city and other business activity.

The key attributes Hutt City does have will be developed to position Hutt City as an alternative tourism destination and event location particularly to those tourists who visit Wellington. This includes tourism product in the areas of cultural tourism, arts and heritage tourism and recreational/adventure tourism.

10.2 Strategies and Tactics

A number of strategies and tactics have been identified to achieve this outcome. The two Key Strategies are:

1. **Communication** - to improve communication between Hutt City Council and businesses and within the business community.
2. **Marketing/Profile Building** - to build the profile of Hutt City as a place to do business, visit and live.

Key Strategies	Key Tactics (2002-2007)
Communication	<p>EXISTING</p> <p>3.1 Continue with the business breakfast series as a means to communicate with local businesses</p> <p>NEW</p> <p>3.2 By March 2003 (and then update regularly), publish business friendly council process communications (paper and other) to ensure that working with businesses is as easy as possible</p> <p>3.3 Develop a Hutt City Business Promotion Pack (sector focused if applicable) by December 2003</p> <p>3.4 Establish in conjunction with business partners a Hutt City business directory by December 2002</p> <p>3.5 Establish a regular business newsletter to businesses in Hutt City by November 2002</p> <p>3.6 Develop a business database by March 2003 to ensure data is up to date and is used to a maximum</p> <p>3.7 Develop by December 2003, the Hutt City web site to include section for new businesses when dealing with Council</p> <p>3.8 Undertake by April 2003, Hutt Valley signage planning to ensure consistency and effectiveness of signage</p>

Key Strategies	Key Tactics (2002-2007)
Marketing/Profile Building	<p>EXISTING</p> <p>4.1 Continue with Visitor Information Office funding throughout 2002-2007</p> <p>NEW</p> <p>4.2 Establish by December 2003 a business awareness programme, which raises the profile of Hutt City businesses both locally and nationally</p> <p>4.3 Develop by December 2002 a business publicity programme to ensure that current activities and successes are credited to Hutt City</p> <p>4.4 Develop VIO website by June 2003</p> <p>4.5 Provide seed funding in 2002/2003 and 2003/2004 for establishment of Hutt City Retail Guides (Shopping and Leisure, Entertainment)</p> <p>4.6 Develop a Hutt City Council Events Strategy that identifies Council's key events direction by March 2003</p> <p>4.7 Establish a Hutt City Council three year events calendar</p> <p>4.8 Establish a Hutt City Events website by December 2002</p> <p>4.9 Provide increased level of events funding for seed funding for establishment and growth of events in line with the Events Strategy</p> <p>4.10 Develop an Economic impact model for analysis of events by June 2003</p> <p>4.11 Increase in 2002/2003 year and 2003/2004 year, Hutt City Council resource for Events co-ordination and promotion</p> <p>4.12 Provide seed funding for Tourism brochure development in 2002-2004</p>

11 Outcome Three: Continued Investment in Current and New Business Activities

11.1 Overview

Why Focus on Investment?

Continued investment will ensure that Hutt City businesses and the City as a whole keeps growing and adapting to changing requirements. The City's businesses need to be in a position to be able to attract local, national and international investment dollars.

Investment in infrastructure, in particular, provides opportunities for local businesses (e.g. builders). It also provides a feeling of activity and growth within the City when, for instance, buildings go up.

Hutt City businesses currently have issues with some aspects of infrastructure within Hutt City. This includes access to retail and entertainment facilities for employees of businesses where the lack of facilities has the ability to negatively impact on business location decisions. It also includes aspects of large infrastructure such as roading networks and telecommunications.

What will Investment be like in Hutt City in 2007?

Investors, both big and small, will see Hutt City as a viable place to invest. They will have confidence that the investment decisions they make will pay off for them and add value to the City.

In some areas such as the CBD this may require Council facilitating discussion between all interested parties to derive development collectively and within a plan.

Investment in new business, and particularly a number of large businesses, will be necessary to grow the job numbers required. This investment is likely to come from national or international sources.

11.2 Strategies and tactics

A number of strategies and tactics have been identified to achieve this outcome. The two Key Strategies are:

1. **Investment Planning** - to understand and advocate for city wide investment requirements
2. **Infrastructure Development** - to continue to advocate for and develop city wide infrastructure that assists in business growth

Key Strategies	Key Tactics (2002-2007)
Investment planning	NEW 5.1 Undertake business attraction programme research to identify gaps in businesses, potential new business areas and marketing programme by December 2002 5.2 Develop a rates relief policy for developments within Hutt City by February 2003 5.3 Develop a Hutt City Tourism Strategy by May 2003 to set direction for tourism in this area 5.4 Undertake by May 2003 a Hutt City Accommodation options study to identify gaps in accommodation provision

Key Strategies	Key Tactics (2002-2007)
Infrastructure development	<p>EXISTING</p> <p>6.1 Continue to advocate for local and national rail needs for local businesses where applicable</p> <p>6.2 Continue to investigate major roading requirements and options for meeting needs including valley floor connections, State Highway 2, State Highway 58, Seaview Roundabout</p> <p>6.3 Implement throughout 2002- 2005, Council specific Safe City projects as agreed in the Safe City Strategy being developed in conjunction with key organisations</p> <p>6.4 Continue with CBD revitalisation in line with CBD Masterplan to include funds from non-Council sources</p> <p>6.5 Continue with Seaview/Gracefield development throughout 2002-2004 to provide identity and facilities to business operating in this area</p> <p>6.6 Continue to fund Jackson Street Improvements throughout 2002-2004 to assist in economic development</p> <p>6.7 Continue to fund the Heritage Project Fund</p> <p>6.8 Continue to fund the Oral Archives project in 2002/2003 and use output to assist in tourism product development</p> <p>NEW</p> <p>6.9 Undertake a broadband survey to understand business broadband infrastructure needs by Dec 2002</p> <p>6.10 Identify the potential and then undertake, in conjunction with major local partners (users of telecommunications) telecommunications aggregation by January 2003</p> <p>6.11 Investigate by December 2003, options for recreation, retail and entertainment facilities within major industrial/business areas</p> <p>6.12 Undertake throughout 2003-2007, Civic Building programme as agreed from the Central Library/Dowse/Settlers feasibility study</p> <p>6.13 Undertake by May 2003, stage 2 of the Dowse feasibility study to ensure timing of application to central government can be achieved</p> <p>6.14 Undertake by June 2003, a feasibility study into Development Wainuiomata</p>

12. Outcome Four: An Available Skilled Workforce

12.1 Overview

Why Focus on a Skilled Workforce?

The education level of residents is reflected in the types of jobs and therefore the salary levels and disposable incomes of residents. It is also important for businesses to know that they have an available supply of relevant skills.

Over time key skill requirements change and sometimes sectors find particular skills difficult or impossible to find. This impacts on the ability to be productive and can cost businesses in terms of time and money in trying to find staff. It is therefore important to focus on trying to plan for and match skills requirements over time.

Hutt City currently has a full range of education providers from primary to tertiary including a mix of private/public, single sex/co-ed and alternative education providers. This wide range of education options makes living in an area more attractive for residents, particularly families.

What will the Workforce be like in Hutt City in 2007?

Key emphasis will be on more closely aligning business and education directions and in raising the education level of Hutt City residents both in terms of increasing the number of residents with higher education but also in reducing the percentage of the population with no qualifications.

12.2 Strategies and Tactics

A number of strategies and tactics have been identified to achieve this outcome. The one Key Strategy is:

1. **Skills Development**- to assist education providers to plan for and advocate for skills development

Key Strategies	Key Tactics (2002-2007)
Skills development	NEW 7.1 Assist by June 2004, with development of Job experience programmes to assist in skills development between local businesses and people in the workplace 7.2 Facilitate by April 2003 a WelTec skills co-ordination session to identify skills gaps of local business 7.3 Develop in conjunction with WREDA by April 2002, a proposal to be included in an Immigration regional trial initiative (N)