



ONE **WARKWORTH**
BUSINESS ASSOCIATION

Establishing a Business Improvement District
to improve Warkworth's potential and prosperity



STRONGER TOGETHER



“I think it’s a great idea – we really need a strong, united voice to get listened to by Council to get what the Warkworth area needs and wants so we can all prosper.”

Rachel Fox, Flooring Xtra Warkworth

The summary

Designated as one of two satellite towns in Auckland’s Unitary Plan, Warkworth is seeing the start of significant growth. From a rural and coastal service town of about 4,000 people, Auckland Council forecasts there will be an additional 7,500 dwellings, up to 2,000 new jobs, and a population of over 25,000 people in Warkworth over the next 25 years.

Over 1,000ha of rural land around Warkworth has been zoned Future Urban to enable development that will cater for this population growth, and the Puhoi to Warkworth Road of National Significance (planned for completion late 2021) will provide greater accessibility.

Warkworth will attract greater business interest. There will be new retail, service, manufacturing, and distribution activities, as well as business support services, visitor attractions and hospitality offerings.

With this growth and change, Warkworth needs a strong voice to ensure business opportunities are capitalized on, issues satisfactorily dealt with, and the wider community’s aspirations realized.

VOTE YES for a Business Improvement District

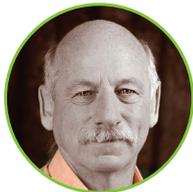
Joining the Business Improvement District (BID) Partnership Programme will enable One Warkworth to do more, bringing additional benefits that other business associations are already taking advantage of. We need to make sure Warkworth can hold its own with places like Silverdale, Orewa and Albany competing for business.

The vision

With a proven track record, One Warkworth is well placed to work with the local business community, Auckland Council, CCOs, the Rodney Local Board, local residents and other key stakeholders to ensure Warkworth becomes a thriving, appealing, accessible, and well-connected business hub for the wider area.

We want to deliver activities and initiatives that create business and employment opportunities and contribute to improved profitability. We want to achieve a strong and sustainable local economy. We want businesses to have a say on infrastructure, plans, policies and initiatives that impact on them.

To do this we need a clear focus, funding and resources with someone to pull it all together and make it happen. A BID is the mechanism that will help us achieve this – quite simply, it will give us the ability to grow stronger together.



“Nearly every person who lives here knows what a special place it is. We need a way to reflect the real grass roots of the Warkworth area so that more visitors get to enjoy it as much as we do.”

Ian Anderson, Legal Graffiti and Fine Art Warkworth





The plan

With the right resources and secure funding, a BID will enable us to focus on four key initiatives. Under the Warkworth BID programme, One Warkworth will work on the following priorities first:

- 1. ADVOCACY:** We will ensure we have an effective, strong and coordinated approach that aims to successfully influence Auckland Council and governmental decision makers for the benefit of Warkworth businesses and the wider community by:
 - Submitting on development planning and private plan changes for Warkworth's future growth, including advocating for more appropriate and better industrial land to meet the needs of the town.
 - Advocating to Auckland Council and Auckland Transport for infrastructure that meets local business needs including roading (e.g. Matakana Link Road, RoNS, a Southern Interchange, Western Collector), parking, better connectivity (e.g. pedestrian and cycle access) and place-making.
 - Seeking assurances from Council, CCOs and government agencies that local development contributions are invested in local infrastructure e.g. bulk water, wastewater and roading.
- 2. ACTIVITIES:** We will provide support and deliver activities and events that make doing business in Warkworth easier, safer and more profitable by:
 - Providing a series of relevant networking, training and professional development opportunities to meet the different needs of our members.
 - Supporting 'Hero Events' that bring the community together, and create more opportunities for our businesses e.g. Mahurangi Festival of Lights, Car Rally, Kowhai Festival, Santa Parade.

- Operating the Warkworth Information Centre and re-positioning it to promote local businesses and generate new business.
 - Obtaining input from members regarding local safety, security or nuisance issues in the area, and working with the Police and security firms on behalf of businesses to develop and implement crime prevention initiatives.
- 3. ATTRACTION:** We will attract and retain diverse, high-value commercial tenants and businesses, and increase the number of customers, clients and visitors to Warkworth by:
- Developing a Visitor Strategy to increase the number of visitors and lengthen their stay in the region.
 - Developing a Marketing Plan to maximise exposure for BID properties, businesses, attractions and events that increase the volume and value of business transactions.
- 4. ACCOUNTABILITY:** We will have robust and transparent measures in place so local businesses can participate in decision making, and know what is being done and achieved by:
- Developing and implementing a communications plan to ensure all stakeholders are kept informed and given opportunities to participate in decision making using a variety of tools including website, social media, newsletters, publicity.
 - Making agendas, minutes, correspondence and reports easily accessible for all members in accordance with the constitution and BID Policy.

To read the full One Warkworth two-year business plan, visit:

www.onewarkworth.co.nz





Benefits of being a BID

Dedicated Funding

A BID will provide One Warkworth with guaranteed annual funding via the Warkworth BID targeted rate. This funding is expected to be about \$134,000 p/a and with supplementary funding from other revenue streams, will ensure the business association can continue providing and improving on the services, activities and events it delivers.

National Recognition

The BID programme is nationally recognised and well respected by other business support networks, governmental and non-governmental agencies. Business associations that are part of a BID programme generally have greater importance when seeking support and assistance from other organisations.

Professional Staff

One Warkworth currently employs three part-time contractors and relies on a number of volunteers to do business association work. This has enabled us to make good progress compared to previous years when work was done exclusively by volunteers however, we have only scraped the surface. We need to commit more resources to achieve even better results for our town.

Improved Opportunities

The BID will provide better business networking opportunities; greater access to expert training for business owners and staff; help attract a larger pool of skilled workers; and create cost savings through a centralized, co-ordinated marketing effort that promotes the Warkworth area as a destination for shoppers, visitors and business investment.

With your support, and by voting YES to form a BID, we can make it happen. This is an exciting time for the Warkworth area!

Frequently asked questions about the BID

What is a BID?

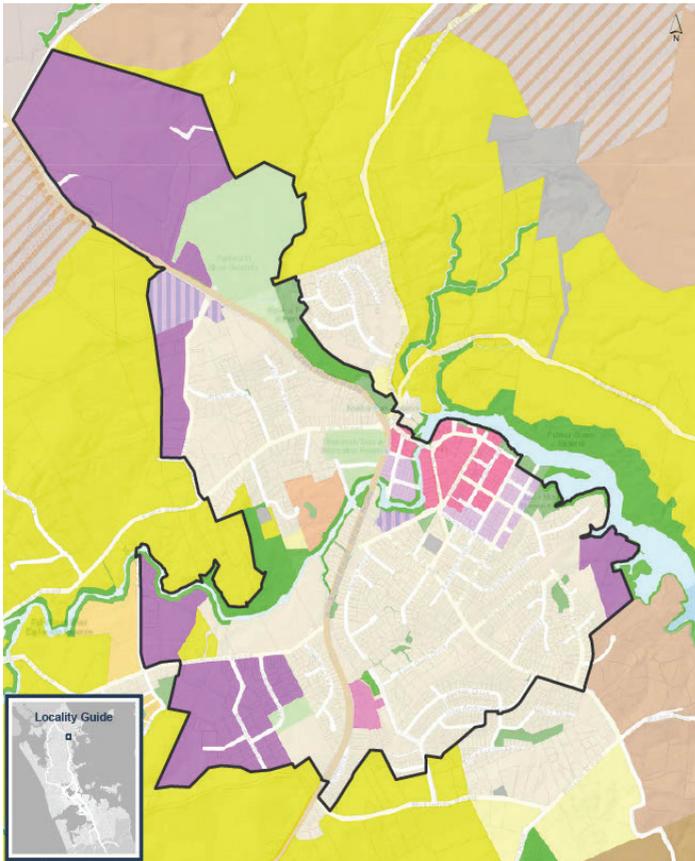
A BID is a public private partnership between Auckland Council and business associations committed to developing a local business environment. There are currently 48 BIDs in Auckland.

A BID enables business communities to pool resources, agree on activities that will benefit them, and control how they are implemented/achieved.

To read more about the Auckland Council BID Partnership Programme visit www.aucklandcouncil.govt.nz or use the link on the One Warkworth website.

What is the proposed BID area?

The proposed BID boundary is based on Warkworth's future urban zone and applies to all live business-zoned properties within this area. There are currently 268 businesses and commercial organisations within the Warkworth BID boundary (black line on map below).



“I definitely support this - it will be great for my business and the community around me. I’m definitely ticking YES and think you should too.”

Peter Thompson,
P. Thompson
Consulting



How is the BID programme funded?

The Local Government (Rating) Act 2002, allows Auckland Council to collect targeted rates. Under the Auckland Council BID Policy, a targeted rate can be collected to fund BID partnership programmes.

A BID targeted rate would be levied on all commercial property owners within the Warkworth BID boundary. 100 percent of funds collected by Auckland Council through the targeted rate will be passed on to the business association.

How much will I pay?

Commercially rated properties within the Warkworth BID boundary would each pay a targeted rate of \$500. Where a commercial property is tenanted, the landlord may choose to pass this levy on to the business tenant. Where there is more than one business tenant, the \$500 may be divided between tenants.

Where a member of One Warkworth is currently paying \$240 a year for membership, many members will pay less under the BID if they are in a building with a number of tenants.



1 tenant =
\$500 p/a



3 tenants =
\$167 p/a



5 tenants =
\$100 p/a

Can the target rate amount be changed?

\$500 is the maximum fixed amount that can be levied per property for a BID targeted rate as per the Auckland Council BID policy.

The only way this amount could be changed is if a new formula was introduced based on a percentage of the rateable value of a property. This cannot happen at the whim of the committee. A full consultative process of members, which is bound in the association's constitution, and another independent voting ballot that shows majority support, must be undertaken before any change can be considered.

Do I have to pay a membership fee as well as the targeted rate?

No! The targeted rate replaces the voluntary membership fee for all businesses operating from commercially-rated properties within the BID boundary. If your business is outside the boundary, and/or operates from a residential property, you can pay an associate membership fee to enjoy the same benefits as a BID business.

Businesses already pay rates - why should we pay again?

Business rates are collected by Council and redistributed across the whole of Auckland. The BID targeted rate is for additional projects delivered and managed by the business association specifically for the benefit of the business community in our area.

Who controls how the money will be spent?

One Warkworth will be responsible for the money, and must follow strict management and accountability procedures as outlined in council's BID Policy. One Warkworth must also operate in accordance with the association's constitution. The Council does not control how the money is spent.

If the BID ballot is successful, an Annual General Meeting will be held to nominate a new committee/ board, which will be responsible for starting up and leading the BID partnership programme in Warkworth.

The newly appointed committee can then employ contractors to do the work as set out in One Warkworth's two-year business plan within the allocated budget.

How many votes are needed for a successful ballot?

For the ballot to be considered by Auckland Council, 25 percent of all ballot papers need to be returned to Electoral Services, and a minimum of 51 percent of those must be votes in favour of a BID Partnership Programme and BID targeted rate.

Who can vote?

Eligible voters are commercial property owners and commercial tenants within the proposed BID area.

The list of eligible voters is based on the principle of one business entity - one vote, or one person - one vote. Each commercial property owner and business owner located in the BID boundary areas will receive a BID ballot pack by post.

The eligible voter list will be available on www.onewarkworth.co.nz from the start of February so you can make sure you are registered to receive a voting pack.

How do I vote and when?

All eligible voters will receive a voting ballot by post. The voting period starts on 17 February and closes midday 16 March. The ballot is conducted by Independent Election Services on behalf of One Warkworth Business Association.

VOTE  **YES** for a **Business Improvement District**



Some of One Warkworth's achievements

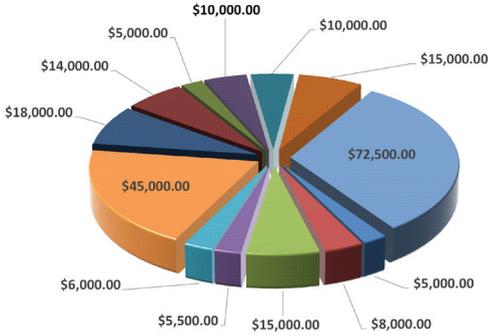
We have:

- proactively represented the business community at central government, council and CCO meetings to ensure projects, policies and plans reflect local business needs e.g. the Road of National Significance, Matakana Link Road, Warkworth Structure Plan
- made formal deputations and submissions on behalf of local businesses
- developed a search optimized website to help promotes local business members
- driven support for local businesses through our social media channels
- hosted regular networking events
- held public meetings on matters of concern for local businesses e.g. the removal of the weir, Mayoral candidates debate, and Rodney Local Board candidates meet and greet
- supported the Santa Parade, Kowhai Festival, Classic Car Rally and Mahurangi Festival of Lights
- hosted social media workshops to help local businesses upskill
- run late night and Christmas shopping campaigns and an e-Waste collection.

Proposed budgets year one and year two

Year One - Proposed BID Budget 2021

Based on BID targeted rate income \$134,000 and supplementary income of \$95,000



- █ Advocacy / Specialist Advice \$5,000
- █ Audit/Accounting/Office Costs \$8,000
- █ Communications \$15,000
- █ Contingency \$5,500
- █ Environment audit & plan \$6,000
- █ Info Centre Staffing \$45,000
- █ Marketing \$18,000
- █ Membership Support \$14,000
- █ Relationship Building \$5,000
- █ Reporting / Admin \$10,000
- █ Signature Event \$10,000
- █ SME Business Support \$15,000
- █ Town Manager \$72,500

Year Two - Proposed BID Budget 2022

Based on BID targeted rate income \$134,000 and supplementary income of \$95,000



- █ Advocacy / Specialist Advice \$5,000
- █ Audit/Accounting/Office Costs \$8,000
- █ Communications \$15,000
- █ Contingency \$5,500
- █ Environment attraction \$4,000
- █ Info Centre Staffing \$45,000
- █ Marketing \$20,000
- █ Membership Support \$14,000
- █ Relationship Building \$5,000
- █ Reporting / Admin \$10,000
- █ Signature Event \$10,000
- █ SME Business Support \$15,000
- █ Town Manager \$72,500

What happens if I don't vote or there is a NO vote?

Not voting means we are unlikely to reach the required 25 percent response rate and voting No means we would be unlikely to reach the required 51 percent support. In both instances, the ballot will not be successful and a BID will not be established.

This means the services One Warkworth provides would be severely scaled back and we would only be able to continue as an organisation dependent on good will and funding from a few business sponsors and voluntary members.

We would not be able to contract staff and instead would have to rely on finding volunteers with time and skills to help when they can. Our work would mostly be reactive and there would be no planned approach towards developing economic opportunities in the Warkworth area.

The Warkworth business community would not have a voice to lobby the Rodney Local Board, Auckland Council, Auckland Transport, Watercare, NZTA and others – we would have considerably less influence on local decisions that affect us.

VOTE  YES for a Business Improvement District

Contacts

If you have any questions regarding the BID process, please contact:

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Mark Macky: mark.macky@bayleys.co.nz or 021 772 711

Susan Vize: susan@chocolatebrown.co.nz or 027 424 7365

Murray Chapman: murray@onewarkworth.co.nz or 027 496 6550

Claire Siddens for Auckland Council BID policy and partnership matters on 09 484 7232 or claire.siddens@aucklandcouncil.govt.nz

The Electoral Office for official ballot process matters on 09 973 5212 or info@electionservices.co.nz

www.onewarkworth.co.nz