

Appendix 1 – Overview of Elected Members’ feedback on additional engagements

Discussion

- Stakeholder groups that had been previously identified were assessed to see which were relevant, which had been engaged with, and where there were gaps.
- We rationalised the groupings to determine if all of the stakeholder groups were needed. Some stakeholder groups were vague, such as ‘people’ or ‘men’ or ‘women’ and were removed. Other groups could be consolidated, such as ‘people who don’t have cars’ could sit with ‘commuters’.
- We then looked at the groups that had been engaged with, and where there were gaps.

Gaps

- While our engagement has been broad and used a range of channels and engagements to reach a broad cross-section of the community, elected members identified that there were specific interest groups and demographics that had earlier been identified, but have not yet been engaged with a targeted approach.
- The gaps identified included specific interest groups, such as ‘boaties’, ‘artists’ ‘sports groups’. ‘animal lovers’, ‘disability community’, and the ‘homeless’.

Next steps to address gaps

- Due to the other conversations happening over the upcoming months, it was agreed that it is not feasible to stand up additional formal engagements outside of the already-planned model but will instead involve targeted communications and informal engagement:
 - Some Elected Members could try to capture some of these groups during their regular community work and activities, such as taking the opportunity to engage with patrons at a bar, taking postcards, or directing them to the Have Your Say pages.
 - Interest groups and advocacy groups will be invited to engage through tailored emails that are distributed through some of Council’s existing work, such as the registered dog owners database, a list of sporting clubs, or the Arts Trail email list. The emails will reframe the Vision Kāpiti conversation around their particular interest allowing them to see themselves in the conversation, and will be a call to action, asking them to visit the Have Your Say pages and share their aspirations, needs and insights.
 - There were some groups that are traditionally under-represented, due to a range of factors, such as access to technology, mistrust of authority, literacy levels, etc. It was agreed that the best way to include them is through advocacy groups. Targeted sessions with the Council’s advisory groups, which have not already had a chance to provide input, will be scheduled to provide opportunity for them and others to contribute to the Vision Kāpiti.