

## **Appendix 3**

### **Ratepayer comments & questions pertaining to papers presented to this Committee:**

#### **From:**

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**Notice of Committee Meeting – Thursday, 23 March 2017 A meeting of the Planning, Finance & Community Committee will be held in the Council Chambers, 15 Seymour Street, Blenheim on Thursday, 23 March 2017 commencing at 9.00 am.**

Clr T E Hook (Chairperson)  
Clr M A Peters  
Clr J L Andrews  
Clr J A Arbuckle  
Clr C J Brooks  
Clr B G Dawson  
Clr M J Fitzpatrick  
Clr G A Hope  
Clr D D Oddie  
Clr L M Shenfield  
Clr N P Taylor

Mayor J C Leggett Iwi representative (to be advised)  
Department Heads Mr M F Fletcher (Chief Financial Officer) and Mr D G Heiford (Manager Economic, Community & Support Services) Staff N Chauval (Committee Secretary)

**13. Economic Development Project Update (Clr Hook) (Report prepared by Jane Tito) E100-001-01, E100-005-02, E100-005-005, E100-005-010-01**

***The Committee are asked to carefully consider the accuracy of the following sections of this report:***

#### **d) Only Marlborough (Page 50)**

**i. Only Marlborough** Welcome Signage for several towns has been sent to Marlborough Roads for installation. The towns are Havelock, Picton, Wairau Valley, Rai Valley and Seddon. The Council has approached Ward again recently and will begin the process

of discussing the welcome signage following a hiatus due to the earthquake.

ii. The size of the signs have been increased to 3m x 2m from the current standard sized sign currently erected. The size increase reflects feedback from the community and the support of Marlborough Roads for larger signage.

e) During the photography part of the welcome signage, the Council has also had a number of images taken to reflect the townships and the people who live there. Essentially building on the portfolio of images to show a wide-spectrum of the communities and townships living, working and playing in Marlborough.

f) These images and other **Only Marlborough** resources have been actively shared in social media, used in Council publications, shared with Destination Marlborough for use with their work, used in Council stationary (including logos and signature blocks) and publications, events (like Marlborough Wine Festival) and the Council fleet.

g) **Only Marlborough** video clip. A shortened video clip is being used by Wine Marlborough as part of their recruitment strategy.

#### Comments:

I question the accuracy of this report.

Only Marlborough as a regional brand has failed to be appropriately implemented, has failed to engage the desired target market and has been usurped by Destination Marlborough with their Marlborough – brilliant every day branding.

#### 1. Recent signage photography:



**The brand here is Blenheim.** Only Marlborough is, at best, an appellation at the bottom together with Brilliant every day & Marlborough.com



**The brand here is Renwick.** Only Marlborough an afterthought at the bottom together with Brilliant every day & Marlborough.com



**The brand here is Marlborough** and the positioning statement, South begins here. Why are we welcoming people to the “south” when we want to keep them local?



Wine Marlborough did NOT proactively adopt Only Marlborough but used adhesive labels to “look compliant” only after the oversight was brought to their attention. Many signs did not have reference to Only Marlborough including that used at the turn-off to the Brancott festival site!



This signage is still in evidence.





This sign is still in evidence albeit now on the de facto SH1 coming into Marlborough from St Arnaud on SH 63.

In order to compliment the signage in Picton (South begins here) this one ought to read “South ends here” Ridiculous? Yes. Consistent? Yes!

This is what happens when you treat brands on a singular township basis and do not have an umbrella strategy

I have asked for the brand strategy. It has been confirmed there is not one.

I have also asked for the design brief given to the Only Marlborough design agency after the EOI process (of which I was a part) There was never a design brief provided.

The sad fact remains you cannot market anything (service or brand) without a brand and a clear over-riding brand plan as to how it will be uniformly and consistently implemented.

**Recommendation:**

1. A full and complete review of the multiple brands, the variety of positioning statements, their appropriateness, the implementation of the various brands (how, where, why, by whom etc) and a new plan adopted to tidy up and unholy mess in terms of the actual brand and its positioning.
2. It is clear neither Council nor DM have the skills or experience in this area to get it right or it would not be the utter confusion it is today with associated consequences.
3. Our poor visitor statistics as reported by MBIE (earthquake notwithstanding) are testimony to the confused and confusing branding we have as a region overall.
4. I would content this report to Committee is factually misleading.

## **Marlborough District Libraries – Information Package**

### **Activity Report – February 2017**

**(Clrs Brooks/Taylor) (Report prepared by Glenn Webster)**

***This report contains measures that do not seem credible.***

### **Usage Statistics**

#### **February 2017 Statistics**

##### **Total Checkouts 37,214**

The report fails to report total active members (an important measure as with a free membership total members will be grossly misleading as many members may have been inactive for years)

However, I find it difficult to reconcile in a total regional population of 45,000 there were **37,214 checkouts** which would equate to almost 1 book per person in the total region. Is this credible? Even with multiple checkouts this figure seems inordinately high?

With decisions pending on the issue of a new library and community hub, it is critical reporting of usage be accurate and Council be provided information able to be used for prudent decision making.

I would recommend monthly reporting always include a measure of active members which may be defined as (for example) any activity by a member over the preceding 12 months. All other members be defined as inactive.

#### **Recommendation:**

**The Committee is asked to benchmark all reporting against a defined measure of what constitutes and “active member”**