



# **Community Engagement Plan Puaiti Road - Waikite Valley**

## **Pūwhakamua Reintegration Service**



## Contents

<b>Purpose</b> .....	3
<b>Background</b> .....	3
<b>Locality information</b> .....	3
<b>Engagement strategy</b> .....	4
<b>Engagement objectives</b> Through the engagement process we want to: .....	5
<b>Planned engagement with Puaiti Road residents</b> .....	6
<b>Key dates</b> .....	6
<b>Stakeholder identification</b> .....	7
<b>Key messages</b> .....	7
<b>The Pūwhakamua programme</b> .....	8
<b>The residents</b> .....	8
<b>Public safety messaging</b> .....	9
<b>Why this location</b> .....	10
<b>The build project</b> .....	10
<b>Engagement messaging</b> .....	10
<b>Roles and responsibilities</b> .....	11



## Purpose

This engagement plan outlines how the Tikanga Aroro Charitable Trust in partnership with Ara Poutama Aotearoa will communicate to a range of stakeholders and the local community that the Pūwhakamua reintegration service is relocating to the Waikite Valley district.

The engagement opportunities will allow people to provide feedback on the service and offer spaces for them to support its successful operation on an ongoing basis.

## Background

Pūwhakamua has been successfully operating on a leased site in the suburb of Ōwhata since 2018. The service provides a live-in residential programme that, through kaupapa Māori teachings, has steadily reduced methamphetamine offending and contributed to improving the health, wellbeing and quality of life for men returning to the community from prison.

The Trust was awarded substantial funding from the Ministry of Housing & Urban Development to develop a new building on a nearby site. During engagement with the local community ahead of a resource consent application, issues were raised about the use of the land.

A separate development on an adjacent site that will impact local kaumātua has become entangled with Pūwhakamua and this has become an issue for one particular campaigner. The use of the land has been taken to the Māori Land Court which has placed an injunction on the site meaning Pūwhakamua has had to cease work on the project.

Due to these complicating factors, the Tikanga Aroro Charitable Trust has decided look elsewhere and has now secured an alternative location in a rural community outside of Rotorua township.

As part of a new development, resource consent will be required from Rotorua Lakes Council. Advice from planning consultants Hayson Knell to the Trust is that some degree of impartiality is required with the engagement process so that people can feel comfortable providing honest feedback. We therefore invite Council to review this plan to determine whether our proposed engagement strategy alongside feedback from their identified social impact consultant would meet this requirement in advance of lodging building and resource consent applications.

## Locality information

Waikite Valley is a rural community in Rotorua Lakes District within the Waikato region. The new project site is located at Lot 1, 671 Puaiti Road, approximately 30 minutes south of Rotorua.

Google Maps coordinates: <https://maps.app.goo.gl/bm1kZ9pq18AUjkwj7>

Puaiti Rd is a sealed 7.1km long rural road encompassing approximately 10 residential dwellings (that can be identified using satellite map view) and multiple farm outbuildings. Waikite Valley School is 13.6km away from the site to the north-east. The school is 11 minutes' drive from the site via Te Kopia Road. There are no public transport routes in place throughout the region. The only method of transport from Rotorua township and surrounds to the proposed project site is by private vehicle.

Mana whenua for the region are identified as **Ngāti Tahu – Ngāti Whaoa iwi** (more information can be found [here](#)).



*Red pin indicates position of Lot 1, 671 Puaiti Road, Waikite Valley.*

## Engagement strategy

The Pūwhakamua reintegration service has been successfully running for six years from its current location in Ōwhata and has several positive media stories behind it. It has had a good reputation in the community. We have recently identified a new home for the kaupapa and plan to draw on our existing relationships with key decision makers and stakeholders in the Rotorua area to give them a thorough overview of our proposed plans before approaching local residents.

The approach is one of engagement, to provide stakeholders and the community with the opportunity to feedback on any concerns they may have about the service and to allow us to explore mitigations that can be put in place to address those concerns. We will also seek feedback on positive ways the service can contribute to the community. We want people to see this service as part of the community and the positive impact it will have for all parties.

The engagement process is about more than just informing people, as we genuinely want their feedback. We will provide multiple methods of communication so that people can ask questions and receive a response. We will deliver accessible information in a format that the community can effectively engage with, for example written, digital and in-person.

We also recognise that this engagement is the start of an ongoing process as engagement will continue with the community following the opening of the service.



## Engagement objectives

Through the engagement process we want to:

- Establish positive relationships where people feel confident talking to us.
- Build and strengthen key relationships that will positively impact on the service.
- Ensure the right people know about the service and that they understand what it is.
- Emphasise negotiable aspects of the service while being up front and transparent about aspects which cannot be altered.
- Ensure people feel heard by responding in a timely manner and being clear about how we are incorporating their feedback.
- Bring people on board to support the establishment of the whare.
- Be seen as being a positive part of the community.
- Ensure this is the start of ongoing engagement, not a one-off process.

## Engagement approach

What has worked well during previous engagements for establishing new community-based reintegration services:

- A staged approach, going out to key decision makers and community leaders first.
- A focus on ongoing engagement rather than one off consultation.
- Providing a timetable of activities so people can see the men have structured days.
- An understanding that those in the service will be released regardless of if they get support or not, so the positive impact that programme can have on reducing reoffending.
- Data demonstrating house prices are not impacted by reintegration services.
- Building an understanding that the service is too good an opportunity for participants to put at jeopardy through poor behaviour impacting on the community.

The recommended approach outlined in this plan, and based on previous experience, is to take a phased approach to engagement. This means engaging with key stakeholders first, such as MPs, the Mayor, Councillors and those the community will go to for guidance. Part of this initial engagement will also confirm that planned community engagement activities are appropriate.

Phase	Stakeholder	Engagement activity
<b>Pre-phase</b>	Mana whenua iwi Key stakeholders to advocate for Pūwhakamua	Pūwhakamua to lead Pūwhakamua to lead
<b>Phase 1 – key stakeholders</b>	Ministers MPs Elected officials Police Community leaders	- Initial email containing information pack on the service - Follow up engagement arranged in person

<b>Phase 2 – affected stakeholders</b>	Neighbours Local facilities Local businesses Schools and early childhood centres Relevant agencies	Face to face (door knocking) with follow up engagement in person and scheduled drop-in sessions available  Direct phone contact with:  <b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama
<b>Phase 3 – interested parties</b>	Media Potential employers	Face to face

## Planned engagement with Puaiti Road residents

Action	Follow up activity	Purpose
<b>Door knocking:</b>  <b>Representative from Pūwhakamua &amp; Ara Poutama (2 people in total)</b> <ul style="list-style-type: none"> <li>• <b>Introductions</b></li> <li>• <b>Handover info pack</b></li> <li>• <b>Opportunity to ask questions</b></li> </ul>	Provide a survey for anonymous feedback  Offer scheduled drop-in session at a convenient location  Encourage resident to contact the direct phone line or email with any follow up queries or concerns	Allows detailed questions to be answered at first interaction  Allows residents to start building relationships with Pūwhakamua early in the process  Promotes transparency with neighbours and a genuine attempt to mitigate concerns as they arise

## Key dates [timeline is flexible in accordance with stakeholder availability]

Date	Activity
Pre-phase	Week of 9 <sup>th</sup> September
Phase 1 – key stakeholders	Week of 16 <sup>th</sup> September
Phase 2 – affected stakeholders	Week of 23 <sup>rd</sup> September (duration 4-6 weeks)
Phase 3 – interested parties	Week of 7 <sup>th</sup> October
Building and resource consent applications submitted to Council	Week of 28 <sup>th</sup> October



## Stakeholder identification

Please see the attached **Consultation Record** - identifying key decision makers and stakeholders in the Rotorua district.

## Key messages

- Almost every person sent to prison will one day leave. Supporting people with their transition back to the community, particularly after a significant amount of time in prison, is **vitaly important** to reduce the risk of reoffending.
- Pūwhakamua is a tikanga Māori residential reintegration programme that has been successfully supporting men returning to the community from prison since 2018.
- Over that time, the programme has steadily reduced methamphetamine offending and contributed to improving the **health, wellbeing and quality of life** of the men who have been through it.
- This location has been carefully chosen, and we want to engage with you on a **long-term basis** about how we can positively contribute to the community.
- Only men who are motivated to make positive change and are dedicated to learning more about Māori culture are accepted onto the programme. **No one who cannot be safely managed in the community can live at Pūwhakamua.**
- Men who are referred to our service go through a series of assessments from our Trust and Rotorua Community Corrections whilst still in custody well in advance of being granted parole by the NZPB.
- Our service is **too good an opportunity for participants to put their placement in jeopardy**; any breach of site rules, or their Parole Board imposed conditions could lead to them being removed and placed with an alternative service provider, or even face recall to custody.
- Participants are provided with opportunities to gain identification and obtain NZQA qualifications which lead to further study or meaningful employment – a first for many.
- Up to 10 men can be part of the Pūwhakamua programme at any one time. **There is a strict set of eligibility criteria already in place.** We do **not** consider referrals for people with harmful sexual behaviour towards children.
- Pūwhakamua has had a long-standing relationship with the New Zealand Parole Board. The Board has recognised the positive impact the programme has made to our clients' lives and is ultimately responsible for deciding if people can be safely released into the community before the end of their sentence, and what

conditions that person should continue to meet whilst in the community.

The men who come to Pūwhakamua are usually released on strict parole conditions and some are subject to either full or partial electronic monitoring to assist with their smooth and structured reintegration. However, **all the men have been assessed as being safe to be in the community.**

## The Pūwhakamua programme

- The core focus at Pūwhakamua is to empower men and their whānau to make positive life changes through immersion in tikanga Māori and cultural focussed interventions and solutions.
- Staff from the service start working with men before they're released, to build a relationship and to understand their motivation. Only those who are committed to be the programme are allowed to join.
- The purpose of Pūwhakamua is to encourage and create an environment that provides:
  - A strong sense of self-worth and identity
  - A clear understanding of our place and purpose from a Māori worldview
  - Tools and strategies which strengthen positive thinking and behaviours
  - Cognitive behavioural therapy to break the cycle of drug addiction and violence
  - Guidance and mentoring to become a contributing, pro-social member of their whānau (family) and the community
- The men go through an intense programme embedded in te ao Māori. There are also clinical and psychological sessions as well as building up the men's confidence with everyday life skills such as banking, parenting and training for employment.
- Once the men are ready for work, they are supported into finding and holding stable, long-term employment before graduating from the service.
- A key part of the programme is safely reconnecting the men with their families so they can work towards a positive future together.
- Pūwhakamua has created an environment where time and time again men had come in and been able to learn right from wrong clearing the way for them to progress along a cultural pathway which ultimate supports them to make lasting change and break the cycle of re-offending.

## The residents

- Up to 10 men can be residents at the Puaiti Road site at any one time.



- Pūwhakamua has had a long-standing relationship with the New Zealand Parole Board. The Board is responsible for deciding if people can be safely released into the community before the end of their sentence, and what conditions that person should continue to meet whilst in the community.
- The men who come to Pūwhakamua are usually released on strict parole conditions and are subject to either full or partial electronic monitoring. However, all the men have been assessed as being safe to be in the community.
- The men in the programme understand that any misbehaviour can lead to them exiting the programme and potentially returning to prison.

## Public safety messaging

- Since the inception of Pūwhakamua in 2018, there have been **no incidents that have impacted on the current local community in Ōwhata**. We have a strong relationship with Rotorua District Police who support the work we are carrying out and have not raised any concerns about participant behaviour.
- Safety of the community is the number one priority for the Department of Corrections - all residents are thoroughly assessed to ensure that they are a good fit for the programme and motivated to work with the team at Pūwhakamua.
- Community Corrections staff regularly visit the service, including two dedicated Probation Officers who have been allocated to the programme for many years.
- Pūwhakamua staff are onsite 24/7. **This is not a prison or Corrections facility**, but staff will always accompany residents when they go off-site and there is an overnight curfew in place.
- We will be installing CCTV at the entrance to our site to capture anyone coming and going - this is mainly for the safety of our residents. There will also be a lockable gate.
- The men are not allowed to have their own vehicles unless transitioning into employment.
- All weekend visitors (numbers kept deliberately low) are vetted and approved by the General Manager before arriving at the property.
- **We do not consider active gang members for this service**. The institution of gangs does not align with the core values and teachings of our programme.
- There is a strict **no drug and alcohol policy** and men are randomly tested at least once a week.

## Why this location

Pūwhakamua seeks to establish a permanent home for their reintegration service to continue their vital service to the Bay of Plenty and Waikato districts. The proposed site is approximately 30 minutes' drive from Rotorua, which will mean that:

- The site enables reintegration with a phased approach - being in a rural location offers more quality time and space for the clients, whilst remaining within a reasonable traveling distance to essential supports.
- The existing relationship with Rotorua Community Corrections and the two Probation Officers dedicated to the programme can continue without interruption.
- Staff-accompanied participant group outings into town for reintegration purposes can continue e.g. appointments with health services and government agencies.
- There is little to no impact predicted for neighbouring properties and local businesses from both a noise and environmental perspective.
- Increased distance from schools and early learning centres in the identified rural area compared to Rotorua township to minimise potential concern from parents.

## The build project

Preliminary due diligence is currently taking place on site including surveyor fieldwork on the section, as well as advanced seismic assessments, geotechnical and stormwater analysis, and civil engineering design.

Further information around the build project including an architectural concept drawing, site plan and building elevations can be found at the end of the community engagement information pack.

## Engagement messaging

- We want to be the **best neighbours possible** and to positively contribute to this community. We hope this initial engagement is the start for us to begin to build a relationship with all of our neighbours so they can make their own informed decision around this new venture.
- We want to understand the **needs, aspirations, concerns, and challenges** for our neighbours as we appreciate it may be initially unsettling that this programme is opening in your community.
- We would really like to speak with you, to ensure that you and your families are **included** in how the programme operates and to be on hand to answer your questions. We hope this open line of communication will help to address any concerns that you may have.

- If you wish to provide feedback, our dedicated team will be available to meet with you at your house or at an alternative location that suits you. We will also provide **drop-in sessions** for community members.
- If you would like to meet with us, you can **email us** to schedule a meeting time. If you would prefer to have a chat over the phone, please let us know your contact number and someone from the team will contact you at a convenient time.
- If you are a tenant, we welcome the opportunity to speak with your landlord. Please feel free to **share this information** with your landlord or property manager so they are also able to contact us.
- We will be setting up a **Community Liaison Group** to connect the community into the service on a long-term basis. This provides an opportunity for any concerns to be raised by neighbours, alongside looking at ways for the men to positively contribute to our shared community. If you would like to be part of this group, please let us know via email or in person.

## Roles and responsibilities

The Tikanga Aroro Charitable Trust and Ara Poutama Aotearoa agree to:

- Work together to develop communication resources.
- Coordinate the joint delivery of the activities outlined in the plan.
- Coordinate the response to community feedback.
- At the completion of the initial community engagement activities agree ongoing community engagement plans.

The following table outlines which organisation and individuals therein will be responsible for each key feature of this community engagement activity.

Feature	Lead(s)	Support coordination
Preparing communications products, including letters	<b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama	<b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust
Coordinating the delivery of the plan	<b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama	<b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust
Mapping door knock and leaflet drop	<b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama	<b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust

Feature	Lead(s)	Support coordination
Door knocking	<p><b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama</p> <p><b>Doug Macredie</b> Chairman Tikanga Aroro Charitable Trust</p> <p><b>Billy Macfarlane</b> General Manager Tikanga Aroro Charitable Trust</p>	<p><b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust</p>
Coordinating engagement meetings	<p><b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama</p>	<p><b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust</p>
Attendance at engagement meetings	<p><b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama</p> <p><b>Doug Macredie</b> Chairman Tikanga Aroro Charitable Trust</p> <p><b>Billy Macfarlane</b> General Manager Tikanga Aroro Charitable Trust</p>	<p><b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust</p>
Managing the stakeholder log	<p><b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama</p>	<p><b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust</p>
Managing and responding to public enquiries by email	<p><b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama</p>	
Managing and responding to public enquiries by phone	<p><b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama</p>	
Managing media enquiries including social media	<p><b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama</p>	



<b>Feature</b>	<b>Lead(s)</b>	<b>Support coordination</b>
Reporting escalating issues to the engagement team	<b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama	<b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust
Official Information Act requests	<b>Mel Bloxham</b> Senior Advisor Community Engagement and Reintegration Ara Poutama	<b>Sarah Beardsley</b> Operations Manager Tikanga Aroro Charitable Trust