

Prepared For HOUSING NEW ZEALAND CORPORATION

Sustainable Communities and Economic Development High Level Policy Direction

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Introduction

High level policy direction to assist the development of community economic development in deprived communities is provided in the following document.

The document exists as one of three reports initially presented to HNZN by Market Economics and Gravitas Research and Strategy from research examining the economic effects of spatial concentrations of poverty.

The material presented reflects both the direct views of key informants on how to advance economic development in their respective communities as well as the research team's interpretation of the overall research findings.

Policy direction is currently organised and presented around three broad areas: addressing deprivation; strengthening communities, and the creation of mixed communities. While presented separately to facilitate understanding, the three areas are considered by the researchers to be interrelated and by no means mutually exclusive. This interrelationship reflects the complex factors and relationships identified in the research as either constraining or enabling community economic development.

Policy direction is provided in tabular form. Key principles, objectives and relationship to community economic development are briefly described for each main area of direction. Potential policy responses, related considerations and anticipated outcomes are identified. Potential impacts or implications for HNZN, other housing stakeholders and other stakeholders from the policy direction, are mapped.

The reader should note that, at this stage, the policy direction provided is provisional and in draft, working form only. Policy direction will be advanced upon completion of all key informant interviews, further review and consideration of the qualitative and quantitative data by both the Market Economics and Gravitas research teams and feedback from HNZN. Further, overarching areas of policy direction may be developed.

Finally, upon guidance from HNZN, the policy direction currently provided is 'high level' and largely devoid of specifics. Should HNZN seek more specific direction, this will be developed in the final, integrated report.

Addressing Deprivation

| Addressing Deprivation | | | | Impacts/Implications | | |
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| Principles | Objectives | Policy Response/Considerations | Outcomes | HNZC | Other housing stakeholders | Other stakeholders |
| Support and assistance | Services addressing the needs/issues associated with disadvantage are available to those who need them (e.g. income support, social services, childcare, alcohol and drug rehabilitation) | <p>HNZC tenants will continue to primarily be of low income and vulnerable to deprivation and negative outcomes associated with disadvantage.</p> <p>Policies seeking to encourage community economic development should recognise the on-going need for services addressing deprivation</p> <p>Social housing planning and provision should have regard for service access and availability</p> | <p>Appropriate services address needs associated with deprivation</p> <p>Addressing needs helps to mitigate negative area effects and barriers to social and economic development</p> | Requirement for collaborative approaches with service planners and providers | | A range of stakeholders have roles in ensuring the availability of appropriate services (e.g. other central government agencies, local government, community groups, iwi/Maori) |

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| | | Integrated policy development with service providers and other stakeholders. | | | | |
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| Addressing Deprivation | | | | Impacts/Implications | | |
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| Principles | Objectives | Policy Response/Considerations | Outcomes | HNZC | Other housing stakeholders | Other stakeholders |
| Facilitating advancement | <p>The social and economic mobility of low income households is supported and facilitated where possible</p> <p>Services/policy interventions act to enhance the social and economic mobility of low income households</p> | <p>Housing policy identifies and supports the role of social housing in facilitating the social and economic mobility of low income households (e.g. home ownership initiatives, integrated employment and training initiatives)</p> <p>Housing policy understands HNZC's role to be more than just providing and maintaining housing assets</p> <p>Integrated policy development with</p> | <p>Where possible, low income households realise their social and economic potential (e.g. through education and training pathways, youth initiatives)</p> <p>Low income households participate in and contribute constructively to community economic development</p> <p>Enhanced community</p> | <p>Potential roles beyond just providing and managing housing assets</p> <p>HNZC involvement in integrated case management suggested</p> <p>Requirement for collaborations and partnerships with range of stakeholders (e.g. education and training providers, social service providers)</p> <p>Can tenancy management/provision</p> | | A range of stakeholders have roles in facilitating social and economic mobility |

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| | | <p>other stakeholders with roles in facilitating social and economic mobility (e.g. education, health, labour, economic development)</p> | <p>ownership and investment in community economic development</p> | <p>be responsive/flexible to meet individual or different aspirations around mobility?</p> <p>Tensions may exist between life long tenure guarantees and policies to facilitate social and economic mobility</p> | | |
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| Addressing Deprivation | | | | Impacts/Implications | | |
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| Principles | Objectives | Policy Response/Considerations | Outcomes | HNZC | Other housing stakeholders | Other stakeholders |
| Healthy housing/Wellbeing | Social housing design, planning and management positively contributes to individual/household/community health and well-being | <p>Social housing policy identifies and facilitates the contribution of social housing to health and well-being</p> <p>Continuation of existing healthy housing policies</p> | Increased health and wellbeing more supportive of community economic development (e.g. through improved educational outcomes). | Requirement for collaborations and partnerships with health related stakeholders | | A range of stakeholders have roles in facilitating health and well-being |

Strengthening Communities

| Strengthening Communities | | | | Impacts/Implications | | |
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| Principles | Objectives | Policy Response /Considerations | Outcomes | HNZC | Other housing stakeholders | Other stakeholders |
| Community Development | <p>For social housing planning, provision and management to contribute positively to community development, community amenity and positive identity</p> <p>Social housing helps</p> | <p>Social housing design, provision and management which supports community development and positive identity.</p> <p>Social housing planning and provision which integrates social housing provision with other required</p> | <p>Community development/cohesion/identity provides a more enabling environment for community economic development.</p> <p>Enhanced prospects of those with desirable skills and capacity to remain in the community</p> <p>Enhanced prospects of community attracting new members/investors with desirable skills and capacity</p> | <p>HNZC role more than just providing and managing housing assets</p> <p>Collaboration with organisations and agencies with roles in community development and community</p> | <p>Potential roles in community development</p> | <p>A range of stakeholders have roles in community development, facility provision e.g. Local council</p> <p>Other central government agencies</p> <p>Community groups</p> |

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| | develop communities- not only provides a house to live in | community facilities and amenities (e.g. parks, open spaces, community facilities) | | facility provision | | Iwi/Maori Social service agencies |
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Mixed Communities

| MIXED COMMUNITIES | | | | Impacts/Implications | | |
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| Principles | Objectives | Policy Response /Considerations | Outcomes | HNZC | Other housing stakeholders | Other stakeholders |
| <p>Planning for sustainable mixed communities</p> <p>Successful solutions may differ from community to community – local uniqueness must be understood and worked with</p> | <p>Plan/configure communities to allow groups to retain existing cultural and social cohesiveness, networks and support where these exist</p> <p>Plan/configure communities to build upon and retain existing community strengths</p> <p>Plan/configure mixed communities that are appropriate to and will 'work' within specific</p> | <p>Policy interventions to develop mixed communities which support existing cohesion</p> <p>Assessment procedures to understand existing cohesiveness and strengths prior to development</p> <p>Evaluation to</p> | <p>Development builds upon and retains existing strengths and cohesion</p> <p>Social cohesion/strength provides an enabling environment for community economic development</p> <p>Development solutions are context specific</p> | <p>Requirement for community analysis prior to community development</p> <p>Requirement to consult and involve knowledgeable community stakeholders in development</p> <p>Requirement to develop common vision/aspiration/commitment between existing community, investors and other stakeholders</p> <p>Requirement for collaborative working</p> | <p>Involvement in community analysis processes</p> | <p>Involvement in community analysis processes</p> |

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| | <p>locations/communities</p> | <p>understand and enable addressing of any negative impacts on cohesion and strengths from development</p> <p>Policy responses may be required so that mixed communities do not become too disparate, thus threatening existing social cohesion</p> | <p>and appropriate</p> | <p>partnerships</p> <p>Requirement to further consider optimal level of diversity which retains social cohesion</p> | | |
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| MIXED COMMUNITIES | | | | Impacts/Implications | | |
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| Principles | Objectives | Policy Response /Considerations | Outcomes | HNZC | Other housing stakeholders | Other stakeholders |
| Investment Appeal/Potential | To create communities which will attract the necessary investment and commitment required to create successful mixed communities Enhanced appeal to potential investors | Interventions to create more mixed communities may require pre-investment interventions to enhance appeal and readiness for development Enhancing community appeal and readiness for development effectively links | Enhanced likelihood that community will attract necessary levels of investment and commitment to make a difference/realise benefits associated with mixed communities Avoidance of investors which are not | A staged approach may be necessary to developing more mixed communities Requirements to work collaboratively with a range of stakeholders who have roles in strengthening communities and community development Requirements for community | Roles in strengthening communities and community development | Multiple stakeholders have roles in strengthening communities and community development (e.g. local council polices to enhance/improve town centres) Community involvement in consultation processes |

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| | <p>without detracting from existing community identity (where this exists as a positive attribute)</p> | <p>to other policy interventions focused on addressing deprivation and strengthening communities (e.g., strengthening community amenities, provision of community facilities)</p> <p>Links to policy initiatives focused on reducing stigma associated with social housing (e.g. housing design)</p> | <p>committed long term to the success of the community</p> | <p>consultation to ensure community involvement and ownership in process (e.g. development of Community Enhancement Plan)</p> <p>Addressing stigma associated with social housing and 're-branding' communities may be required</p> | | |
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| MIXED COMMUNITIES | | | | Impacts/Implications | | |
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| Principles | Objectives | Policy Response /Considerations | Outcomes | HNZC | Other housing stakeholders | Other stakeholders |
| Participation and Access | <p>To ensure that mixed communities respond to and meet a greater diversity of need and expectation</p> <p>To ensure that mixed communities do not further disadvantage community members already facing multiple</p> | <p>Development interventions ensure the provision of goods and services that are appropriate, accessible and affordable for a range of community members by income, household tenure, age, ethnicity etc.</p> <p>Questions remain whether and how</p> | <p>Mixed communities appeal to and provide for a greater range of needs and expectations</p> <p>Continued economic and community participation by existing low income community members.</p> | <p>Requirements for community analysis/needs assessment</p> <p>There may be an optimal level of social housing required in any community to ensure the ongoing feasibility/provision of goods and services meeting the needs of low income residents.</p> <p>Requirement for collaborative planning</p> | | <p>A range of stakeholders will influence/have roles in determining the range and types of goods and services available locally</p> |

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| | disadvantage | policy interventions can influence the provision of goods and services (or whether the 'market' will ultimately determine this). | Mixed communities are sustainable in attracting and retaining diversity thus increasing likelihood of realising economic benefits of mixed communities | and partnerships with stakeholders who will influence the range of goods and services available (e.g. government agencies, social service providers, investors) | | |
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| MIXED COMMUNITIES | | Impacts/Implications | | | | |
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| Principles | Objectives | Policy Response /Considerations | Outcomes | HNZC | Other housing stakeholders | Other stakeholders |
| Appropriate mechanisms/tools for developing sustainable mixed communities may differ from community to community | <p>That mechanism/tools to develop mixed communities are appropriate to local context</p> <p>That a range of options/interventions are available for developing mixed communities</p> | <p>Interventions will likely include a mix of both existing and new policy initiatives</p> <p>e.g.</p> <p>Potential sales of HNZC stock</p> <p>Re-development of existing stock/areas of concentrated social housing</p> <p>Existing home</p> | Sustainable and successful development of mixed communities | <p>Understanding required of what mechanism/tools may be most appropriate in specific contexts and why</p> <p>Requirements for community analysis to determine appropriate mechanisms/tools</p> | Involvement in determining appropriate type and mix of policy interventions | Involvement in determining appropriate type and mix of policy interventions |

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| | | <p>ownership initiatives</p> <p>Incentives to encourage private development of mixed communities</p> <p>Existing 'pepper potting' policies</p> <p>Strengthening communities/enhancing community appeal to reduce loss of community members with skills, capacity, higher incomes etc.</p> | <p>Selected policy interventions must be aligned/consistent with principles and objectives articulated under 'Addressing Deprivation', 'Strengthening Communities' and 'Mixed Communities' (e.g. avoiding excessive disparity within communities, retaining existing social cohesion and strengths, avoiding further</p> | | |
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| | | | | <p>disadvantage to those already disadvantaged)</p> <p>Requirement for collaborative partnerships with other stakeholders.</p> <p>Questions remain as to how much change is required and how quickly in order to realise the benefits of mixed communities</p> | | |
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