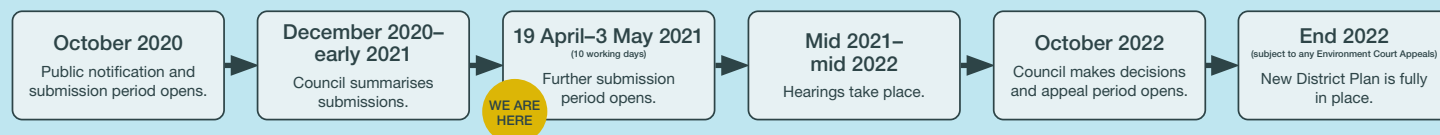


# Selwyn District Plan Review – where are we at now?



The Proposed Selwyn District Plan was notified on 5 October 2020 and consultation closed on 11 December 2020. We have now worked through all the received submissions and on 19 April 2021 we notified the release of the summary of submissions made on the Proposed District Plan.



The further submission consultation is an opportunity for affected parties and people with certain interests, or local authorities, to comment in support of or opposition to the original submissions received. Check out the information sheet *Making a further submission on the notified Proposed Selwyn District Plan* for more information on the submission process.

The summary of submissions and original submissions can be found in the online 'Summit Up' database on our website at [www.selwyn.govt.nz/districtplanreview](http://www.selwyn.govt.nz/districtplanreview).

**Consultation closes at 5pm Monday 3 May 2021.**

## Submissions at a glance

- We received a total of **470** submissions, covering around **7,700** individual submission points.
- **62%** of submission points were fully or partially supportive of the Proposed District Plan.
- Just over **5%** neither support or oppose the Proposed district Plan.
- **81%** of submitters made **10** or fewer submission points. Of these, **47%** made only one submission point.
- Five submitters made **64%** of all submission points.

## Submissions themes

Submissions have been received on all chapters of the Proposed District Plan.

The top submission themes:

**Rezoning and urban growth** – requests to rezone land from General Rural to General Residential to increase subdivision/development potential, including those that align with current private plan change applications to the Operative District Plan, and associated changes to the urban growth policy framework.

**Ecosystems and Indigenous Biodiversity** – rules relating to the protection of indigenous vegetation and the associated Ecosystems and Indigenous Biodiversity Management Overlay.

**Flooding** – the Plains Flood Management Overlay, particularly in terms of the mapping of this natural hazard, rules relating to development within these areas and how 'high hazard areas' are defined.

**Commercial activities in residential areas** – the provisions relating to the establishment of commercial activities in Markham Way, Rolleston.

Other topics generating multiple submission points include the proposed changes to minor residential units ('family flats'), noise standards, residential density controls and high vehicle trip-generating activities.

# Proposed Selwyn District Plan consultation dashboard

Public consultation on the notified Proposed District Plan was open between 5 October and 11 December 2020. The Council ran a comprehensive campaign to raise awareness of the consultation and get people engaged.

## Submissions

- **470** submissions



## Your Say Selwyn website

- **20,100** total site visits
- **3,800** people actively interacted with the site by accessing different information (downloaded a document, viewed videos or visited FAQs)
- **3,100** people downloaded the brochure *Because it matters*
- **2,800** people downloaded the consultation summary document *Because it matters*



## Facebook

- Total reach: **77,300** people
- **6,434** active posts engagement (clicks, comments, shares and likes)
- Each of the 11 posts reached an average of **7,027** people and received an average of nearly **550** clicks and **36** engagements.
- All but one post received over **1%** click through rate (against industry benchmark of 0.9%)



## Talk to a planner drop-in sessions

- Over **200** people came to the six drop-in sessions around the district



## Your Say Selwyn eNewsletter

- sent on 5 October to **2,115** people; open rate **81.7%** (industry average 28.77%) and click rate **21.5%** (industry average 3.99%)



## Phone and email queries

- **155** phone and email queries received



## Digital advertising

- **0.43%** click through rate on Google Display Network (against benchmark of 0.08%)
- **2 million** impressions across both Google and Facebook networks

