

# Te Atatu Peninsula Business Association



**Strategic Plan 2013 – 2016**

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# Vision...

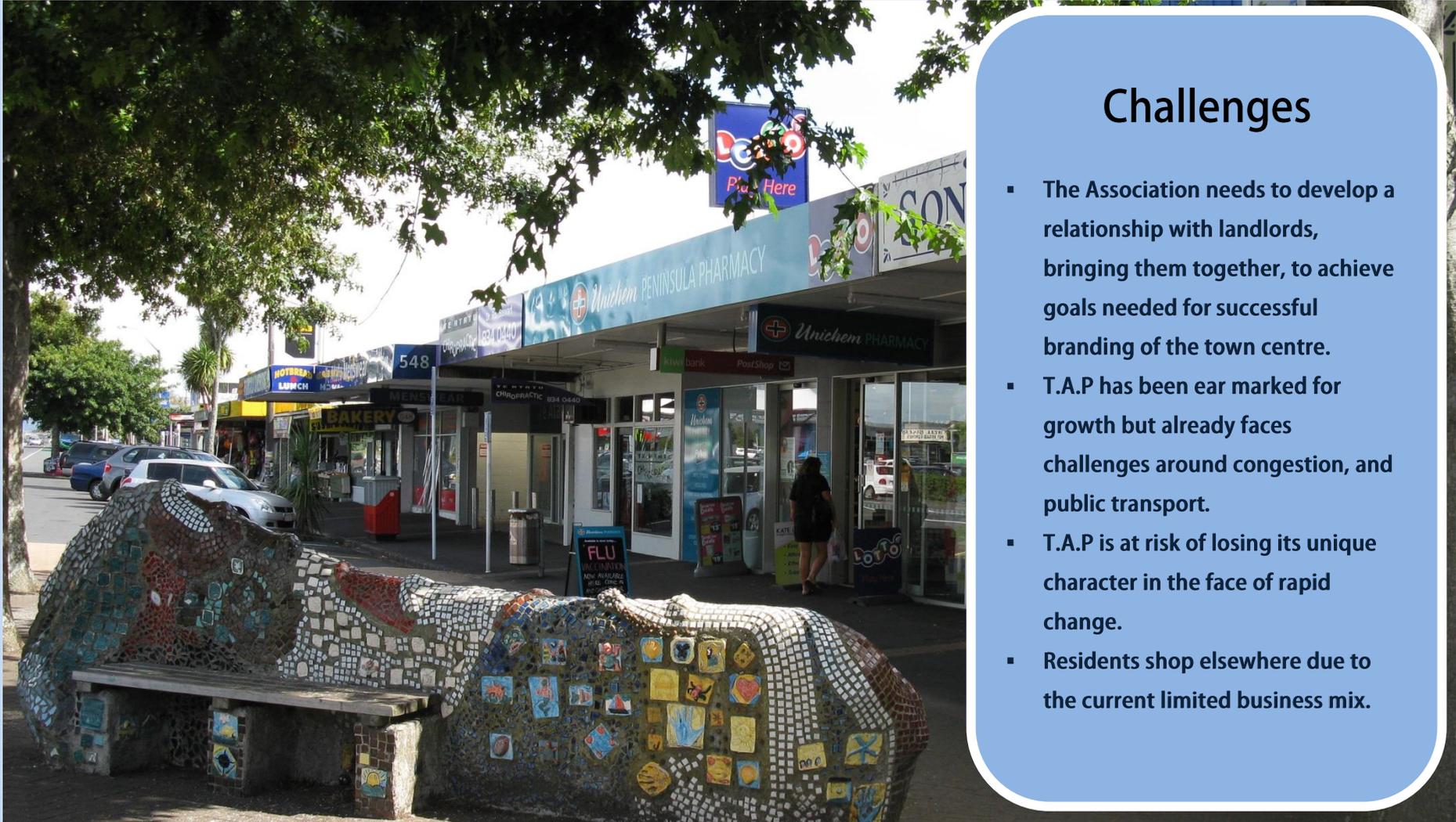
Te Atatu Peninsula town centre has a strong brand identity. It has bravely embraced growth and change while honouring and retaining its' special character and links with the past.

Te Atatu Peninsula is the place to be. It has capitalised on the powerful sense of community, village atmosphere, stunning beauty of its' coastal location and proximity to the C.B.D. It is a self-sufficient sanctuary for residents and a special destination for visitors, offering a unique blend of thriving specialty stores, businesses and services.

# Goals...

To fulfil its' vision the Te Atatu Peninsula Business Association will focus on the following goals:

1. Improve the business mix of the town centre, revamp the appearance of the shop frontages and lobby for a streetscape upgrade, increasing the customer offer.
2. Work closely with the local board and local services on issues arising from growth such as transport and access, serving as a voice for local businesses and lobbying on their behalf.
3. Develop a recognisable brand aided by effective communication tools.



## Challenges

- The Association needs to develop a relationship with landlords, bringing them together, to achieve goals needed for successful branding of the town centre.
- T.A.P has been ear marked for growth but already faces challenges around congestion, and public transport.
- T.A.P is at risk of losing its unique character in the face of rapid change.
- Residents shop elsewhere due to the current limited business mix.



## Strengths

- T.A.P has a remarkably strong sense of community and identity, vibrant events and local talent pool.
- T.A.P is self- contained with a village atmosphere, but just minutes from the C.B.D.
- The town centre is nestled in a truly stunning location with million dollar views, beaches and walkways.
- Its coastal location means ferry access for tourists and commuters is a possibility.

Strategic Goals	Customers	Growth	Branding
Desired Results	<p>Residents shop locally because their needs are met.</p> <p>Visitors are attracted to the boutique shopping destination.</p> <p>Reputation for excellent, friendly customer service.</p>	<p>T.A.P harnesses the benefits of rapid growth while tackling associated issues e.g. public transport.</p> <p>Unique social character and history is retained despite change.</p> <p>T.A.P retains and strengthens its' image as a coastal, recreational haven.</p>	<p>T.A.P town centre has an established and consistent brand and reputation.</p> <p>Achievable and relevant promotions align with brand development.</p> <p>The brand is truly unique and reflective of the Peninsula's special character.</p>
Actions	<p>Work with landlords to achieve desired business mix.</p> <p>Work with landlords and local board to improve shop frontages and streetscape.</p> <p>Up skill members and carry out market research.</p>	<p>The Association becomes a voice of advocacy and lobbyist for the business and wider community on growth impact issues.</p>	<p>Review Te Atatu Views magazine.</p> <p>Provide vital communication for the business and wider community e.g. business directory.</p> <p>Support and add to local events.</p>
Requirements	<p>An open and trusting relationship with both landlords and members.</p> <p>A clear position of advocacy with the Henderson-Massey Local Board.</p> <p>The Association is respected and regarded by members as strong and effective.</p>	<p>Clear path of communication with central and local government representatives.</p> <p>Strong relationships with local environmental groups.</p> <p>Clear understanding of demographics and rate of change.</p>	<p>An awareness of effective marketing strategies and trends.</p> <p>The ability to retain and leverage off the strong local identity.</p>

## GOAL1.

Improve the business mix of the town centre, revamp the appearance of the shop frontages and lobby for a streetscape upgrade.

ACTION	Timeframe	Key Relationships	Measurement
<b>Residents shop locally; Shopping destination attracts visitors.</b>			
<b>Short Term – Immediate Benefit</b>			
Initiate a buy-local campaign. Hold Business Forums hosting relevant speakers. Offer opportunities for members to be informed of current marketing and customer service trends.	Immediate	Local businesses Residents. Local businesses. Economic Development AK Council.	Direct feedback from businesses. Increased local catchment spend. Direct feedback from businesses.
<b>Medium Term</b>			
Develop strong relationship and open communication with landlords to facilitate a revamp of shop frontages. Work with landlords and local real estate agencies to actively recruit high quality tenants.	Immediate - On- going.	Landlords Local businesses.	Visual. Customer feedback. Market View data. Business mix.
<b>Long Term</b>			
Work with Henderson-Massey Local Board to facilitate a streetscape upgrade. Identify investment opportunities that will enhance customer experience; advocate improvement of facilities for benefit of locals and visitors.	On- going as opportunities arise.	Local board representatives and AK Council staff. Investors/sponsors.	Ear marked for funding in Local Board Plan.

## GOAL 2.

Work closely with the local board and local services on issues arising from growth, transport and access, serving as a voice for local businesses and lobbying on their behalf.

ACTION	Timeframe	Key Relationships	Measurement
<b>Lobby and advocate, to direct issues of growth impacting on T.A.P Town Centre.</b>			
<b>Short Term – Immediate Benefit</b>			
Forge working relationships with environmental and social groups; act on social and demographic trends when planning events.	Immediate	Local strategic partners and groups.	Attendance at strategic networks. Positive member feedback.
<b>Medium Term</b>			
Advocate for centralisation of services; Investigate local projects to reduce in social and economic cost of congestion and traffic flow enhancements within the Peninsula.	Immediate start – on going as opportunities and issues arise.	Local and central government agencies.	Demographic trends. Location and number of services. Traffic flow trends. Economic data.
<b>Long Term</b>			
Work closely with local and central government representatives to harness growth benefits for local businesses while working to address impact on services and T.A.P social character and history/ traditions.	On-going as opportunities and issues arise.	Local board representatives and AK Council staff.	Visitor and resident perception. Increased catchment and visitor spend.

## GOAL3.

Develop a recognisable brand aided by effective communication tools.

ACTION	Timeframe	Key Relationships	Measurement
<b>T.A.P town centre has an established and consistent brand and reputation.</b>			
<b>Short Term – Immediate Benefit</b>			
Review Te Atatu Views magazine to harness potential, increase revenue and put forward appropriate image. Update and republish business directory.	Immediate.	Members. Associate members	Advertising revenue. Distribution. Member feedback.
<b>Medium Term</b>			
Research local market needs and develop a coherent marketing strategy including events and promotions. In all promotions and events stay true to, and leverage off the strong local sense of identity and uniqueness.	Immediate start – Established strategy operational 2014.	Residents; Key stakeholders and organisations. Economic Development AK Council.	Market View data. Increased catchment spend. Number of events/promotions.
<b>Long Term</b>			
Leverage off the area's natural resources and work with ATEED and Tourism N.Z. to promote T.A.P as a destination for tourists and visitors.	On- going as opportunities arise.	Local environmental groups. ATEED Tourism N.Z.	Established reputation. Visitor numbers.

## Background to Strategic Planning Process

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The Te Atatu Peninsula Business Association gathered information using four different methods and used that data to formulate this Strategic Plan.

### [Survey Monkey](#)

An on-line survey monkey was used to gather feedback from the business community and community stakeholders. There were 14 respondents and a summary of the results is available on request.

### [Fun Day Questionnaire](#)

Te Atatu Peninsula Business Association representatives attending the Fun Day event held in Jack Pringle Park. A simple three question survey was utilised to gather vital feedback from the customer catchment.

### [One on One Interviews](#)

Sixteen interviews were conducted with a range of business owners, landlords, local and central government representatives and community stakeholders to gather their knowledge and expertise about key issues facing the business district.

### [Public Workshop](#)

A public workshop was held at the Te Atatu R.S.A on March 5<sup>th</sup> 2013. The event attracted a range of business people, local board and agency representatives and community group representatives. The purpose of the workshop was to confirm and prioritise key issues and start formulating an action plan.

# Prepared by Te Atatu Peninsula Business Association

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