



**Te Atatu
Peninsula**
Business
Association

Te Atatu Peninsula Business Association

Strategic Plan- 2019-2023

BID Objective – *collaborate with Auckland’s business sector to improve our local business environment and boost the regional economy – Auckland City*

Vision

A vibrant village that celebrates our community, is a desirable place to live, visit, shop, work and invest in, making Te Atatu Peninsula the place to be!

Mission

To represent and support businesses in Te Atatu Peninsula and promote economic prosperity through strategic planning, development, collaboration, and by embracing our community, history and unique character.

Goal 1 – Support local businesses to flourish

- Provide a forum for networking and collaboration
- Provide co-operative marketing and promotions
- Welcome program for new businesses

Ensure the development and growth of businesses through planning and collaboration with all key stakeholders

Goal 2 – Ensure a clean, vibrant & safe Town Center

- Pursue council investment for upgrades and beautification
- Advocate for the improvement of amenity, utilities, transport or other infrastructure
- Liaise with Community Police

Ensure a clean safe and vibrant environment in which to live and do business in

Goal 3 – Build the Te Atatu Peninsula Brand

- Embrace the community spirit and identity
- Use new media to support and extend Te Atatu Views
- Co-operative marketing and advertising
- Use the peninsula assets, coastal walks, parks as USP' for the brand
'Life on TAP'

Celebrating our strong sense of community, history, stunning coastal location and destination for visitors

Opportunities

Coastal Peninsula: - Market the geographical assets – Te Atatu Peninsula is blessed with unique physical attributes such as the coastal walkways, cycleways, and extensive coastal parklands.

History and Community: - Tap into the strong wish of locals to support local businesses.

Changing household demographics: - Younger family households providing new business and service opportunities.

Green Values: - Live locally, support local, consider environmental cost, providing an opportunity for more diversity of businesses and services to meet heightened local demands.

Unitary Plan: - Mixed use, development and densification along high street unlocking opportunities to create new builds, vibrancy and new business opportunities.

Challenges

Business diversity: - attracting a wider range of retail, services and businesses particularly into the High Street zone is essential to deliver a more vibrant and desirable experience.

Visual presentation of businesses: - with a wide range of styles and upkeep, the visual appeal of some of the main street zone is poor and can create a negative impression.

Te Atatu Peninsula brand: - no destination appeal for non-residents despite its character and unique environment and currently no 'traffic generators' to entice visitors.

Implementation Plan

Goal 1 – Support local businesses to flourish

Priority Initiatives	Timeframe	Key relationship & Lead	Measurement
<p><i>Remove Barriers to participation</i></p> <ul style="list-style-type: none"> -investigate establishment of a TAPBA office within town centre -Allow members to attend committee meetings without contributing 	<p><i>Ongoing</i></p> <p><i>By March 2020</i></p> <p><i>From Feb 2020</i></p>	<p><i>All members – Town Centre Manager</i></p>	<p><i>Increased participation</i></p> <p><i>Secure office</i></p> <p><i>Number attending; increased understanding of TAPBA work gauged by feedback of attendees</i></p>
<p><i>Provide a forum for networking & collaboration</i></p> <ul style="list-style-type: none"> - 2 x breakfasts - 3 x After Five 	<p><i>Ongoing</i></p>	<p><i>All members – Town Centre Manager</i></p>	<p><i>Engagement</i></p> <p><i>Attendance numbers</i></p> <p><i>Membership feedback</i></p>
<p><i>Provide co-operative marketing & promotions</i></p> <ul style="list-style-type: none"> - Te Atatu Views - Investigate radio advertising 	<p><i>Ongoing</i></p>	<p><i>All members – Town Centre Manager</i></p>	<p><i>Implementation of cooperative campaigns</i></p> <p><i>Number of advertisers</i></p> <p><i>Retailer feedback</i></p>
<p><i>Welcome pack for new businesses & members -onboarding & networking facilitation</i></p> <ul style="list-style-type: none"> - Email zip file containing rubbish collection info, BID information, 	<p><i>Ongoing</i></p>	<p><i>New business owner/operators - Town Centre Manager</i></p>	<p><i>Implementation by Dec 2019</i></p>

<i>membership/fire service form, safety info and key contacts, info on CCTV cameras and pricing</i>			
<i>TAPBA committee roadshow to members - Coffee Clinic featuring 2 x committee volunteers</i>	<i>Annually during winter</i>	<i>Committee & Town Centre Manager - Chairperson</i>	<i>Implementation 2020 Attendance numbers</i>
<i>Expand promotional activities to include non-retail businesses</i>	<i>Ongoing</i>	<i>Committee - Town Centre Manager</i>	<i>Implementation 2020</i>
<i>Facilitate 'Pop Up' businesses</i>	<i>Ongoing</i>	<i>Property owners, all members - Chairperson</i>	<i>'Pop Up' store openings - 2020</i>
<i>Business attraction - Continue to broker conversations between landlords and potential business owners</i>	<i>Ongoing</i>	<i>Real estate agents, property owners, business investors, Auckland City - Chairperson & Town Centre Manager</i>	<i>Number of new businesses New investment</i>
<i>Enhance communication with members - Investigate open 'social' media platforms</i>	<i>Ongoing</i>	<i>Committee, All members - Town Centre Manager</i>	<i>Membership participation</i>
<i>Stage business training & support event - Topic such as cyber security</i>	<i>Ongoing</i>	<i>All members- Town Centre Manager</i>	<i>Number of attendees</i>

Goal 2 – Ensure a clean, vibrant & safe Town Center

Priority Initiatives	Timeframe	Key relationship	Measurement
<p><i>Lobby council for maintenance, upgrades & beautification of town center</i></p> <ul style="list-style-type: none"> - <i>Deputation to Henderson Massey Local Board re: upgrade</i> - <i>Investigate collaboration with Community Waitakere to upgrade children's playground</i> 	<p><i>On going</i></p> <p><i>Feb 2020</i></p> <p><i>Mid 2020</i></p>	<p><i>Committee – Chairperson & Town Centre Manager</i></p>	<p><i>Streetscape upgrades</i></p> <p><i>Local board decision</i></p> <p><i>Project planned</i></p>
<p><i>Liaise with Community Police for greater visibility & presence</i></p> <ul style="list-style-type: none"> - <i>Request regular pop up stands</i> 	<p><i>On going</i></p> <p><i>Feb 2020</i></p>	<p><i>Chairperson – Town Centre Manager</i></p>	<p><i>Enhanced police presence</i></p> <p><i>Number of pop ups</i></p>
<p><i>Landowners forum</i></p> <ul style="list-style-type: none"> - <i>Plan a meet and greet of landowners and property managers</i> 	<p><i>2021</i></p>	<p><i>Committee – Chairperson & Town Centre Manager</i></p>	<p><i>Support from attendees to continue meeting</i></p>
<p><i>Lobby landowners & business operators for increased CCTV coverage</i></p> <ul style="list-style-type: none"> - <i>Include company and pricing info in welcome pack</i> 	<p><i>2021</i></p>	<p><i>Committee – Chairperson & Town Centre Manager</i></p>	<p><i>Increased CCTV coverage</i></p>
<p><i>Embrace 'local' art community to enhance communal town center and welcome to Peninsula spaces</i></p> <ul style="list-style-type: none"> - <i>Take part in Whales Tales public Art Trail event</i> 	<p><i>On going</i></p> <p><i>2021</i></p>	<p><i>All members, committee, local 'art' community – Chairperson</i></p>	<p><i>Local art installations</i></p> <p><i>Te Atatu part of wider Ak event; audience participation</i></p>

Goal 3 – Build the Te Atatu Peninsula Brand

Priority Initiatives	Timeframe	Key relationship	Measurement
<p><i>Use 'new media' to support & extend Te Atatu Views</i></p> <ul style="list-style-type: none"> - <i>Share individual stories from each issue on social media</i> 	<i>On going</i>	<i>Town Centre Manager</i>	<i>'Living' online and interactive Te Atatu Views – 2020 Online response</i>
<p><i>Launch 'Life on TAP' campaign</i></p> <ul style="list-style-type: none"> - <i>Use the peninsula assets, coastal walks, parks as USP for the brand; Investigate Walks On T.A.P as part of branding launch</i> - <i>Provide online template for businesses</i> - <i>Reflect the community spirit and identity with the brand</i> 	<i>Early 2020</i>	<i>All members – Town Centre Manager</i>	<p><i>Take up rates of use among members and community groups</i></p> <p><i>Brand applications are uniform</i></p> <p><i>Uptake by community groups</i></p>
<p><i>Tap into 'commuting' workforce</i></p> <ul style="list-style-type: none"> - <i>Investigate LED sign hire or purchase</i> - <i>Redesign existing TAPBA signage to convey brand</i> 	<i>On going Feb 2020</i>	<i>All members – Town Centre Manager</i>	<i>Enhanced outdoor media activations</i>