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**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*

P. 1

**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.

P.2

**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

P.3

**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.

P.4

**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.

P.5

**Implementation Plan (2021 – 22)**

**Goal 1 – Support local businesses to flourish**

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| **Priority Initiatives** | **Timeframe** | **Key relationship & Lead** | **Measurement** |
| *Remove Barriers to participation*  *- Achieve identified community outcomes as per lease agreement, Brick House, Kaumatua Reserve:*   * *Belonging and Participation* * *Māori Identity and Wellbeing* * *Environment and Cultural Heritage* * *apply for funding to purchase furniture* * *Allow members to attend committee meetings without contributing* | *On going*  *From Oct 2021* | *All members – Town Centre Manager*  *Henderson Massey Local Board* | *Increased participation*  *Outcomes achieved; agreement with Henderson Massey Local Board upheld*  *Small community groups are accommodated and can utilize facility*  *Number attending; increased understanding of TAPBA work gauged by feedback of attendees* |
| *Provide a forum for networking & collaboration*   * *2 x breakfasts* * *3 x After Five* | *On going* | *All members – Town Centre Manager* | *Engagement*  *Attendance numbers*  *Membership feedback* |
| *Create marketing opportunities*   * *Engage marketing expert* * *Utilise completed marketing videos* * *Utilise completed Explore on T.A.P. map* * *Investigate community event around map.* | *On going* | *All members – Town Centre Manager* | *Website visits; Google data*  *Map downloads*  *Event attendance, feedback* |
| *Welcome pack for new businesses & members -onboarding & networking facilitation*   * *Email zip file containing rubbish collection info, BID information, membership/fire service form, safety info and key contacts, info on CCTV cameras and pricing* | *On going* | *New business owner/operators – Town Centre Manager* | *Number of packs* |
| *Manager available weekday mornings, set time* | *On going* | *Town Centre Manager* | *Attendance numbers; issues* |
| *Continue quarterly promotions* | *Ongoing* | *Committee – Town Centre Manager* | *Level of entries; number of participating retailers* |
| *Facilitate ‘Pop Up’ businesses as premises become available* | *Ongoing* | *Property owners, all members – Chairperson* | *‘Pop Up’ store openings* |
| *Business attraction*   * *Continue to broker conversations between landlords and potential business owners* | *Ongoing* | *Real estate agents, property owners, business investors, Auckland City – Chairperson & Town Centre Manager* | *Number of new businesses*  *New investment* |
| *Increase social media presence*   * *Posts on Instagram and facebook at least twice per week* | *Ongoing* | *Town Centre Manager* | *Post engagement, likes and follows* |
| *Stage business training & support event*   * *Topic such as cyber security* | *Ongoing* | *All members- Town Centre Manager* | *Number of attendees* |

P.7

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

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| **Priority Initiatives** | **Timeframe** | **Key relationship** | **Measurement** |
| *Lobby council for town centre concept plan, traffic review and new playground*   * *Deputation to Henderson Massey Local Board* * *Investigate collaboration with community groups to upgrade children’s playground* | *On going*  *Feb 2022*  *On going* | *Committee – Chairperson & Town Centre Manager* | *Concept plan is created*  *Traffic review is carried out*  *New playground is created* |
| *Liaise with CPNZ and Community Police for greater visibility & presence*   * *Request regular pop up stands* * *Highlight issues to CPNZ* | *On going*  *Feb 2022* | *Chairperson – Town Centre Manager* | *Enhanced police presence*  *Number of pop ups*  *CPNZ coverage* |
| *Landowners forum*   * *Plan a meet and greet of landowners and property managers* | *2022* | *Committee – Chairperson & Town Centre Manager* | *Support from attendees to continue meeting* |
| *Lobby landowners & business operators for increased CCTV coverage*   * *Include company and pricing info in welcome pack* | *Ongoing* | *Committee – Chairperson & Town Centre Manager* | *Increased CCTV coverage* |
| *Embrace ‘local’ art community to enhance communal town centre and welcome to Peninsula spaces*   * *Take part in Whales Tales public Art Trail event* | *On going*  *2022* | *All members, committee, local ‘art’ community – Chairperson* | *Local art installations*  *Te Atatu part of wider Ak event; audience participation* |

P.8

**Goal 3 – Build the Te Atatu Peninsula Brand**

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| **Priority Initiatives** | **Timeframe** | **Key relationship** | **Measurement** |
| *Use ‘new media’ to support & extend Te Atatu Views*   * *Share individual stories from each issue on social media* | *On going* | *Town Centre Manager* | *Online response* |
| *Life on T.A.P. brand*   * *Continue to use the Peninsula assets, coastal walks, parks as USP for the brand* | *On going* | *All members – Town Centre Manager* | *Visitor numbers* |
| *Investigate staging large cross – cultural community event in a central location, utilizing local talent*  *Continue to provide a community Christmas display within the town centre*   * *Apply for funding to purchase safety fence* | *2022*  *2021* | *All members – Town Centre Manager*  *Committee, Town Centre Manager* | *Community participation, feedback, pride and identity enhanced*  *Community enjoyment feedback*  *Health and Safety enhanced* |

P.9