



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 sustainable, 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 2022 – 23

(Date of review - September 2022)

Goal 1 – Support local businesses to flourish

Priority Initiatives	Timeframe	Key relationship & Lead	Measurement
<p><i>Remove Barriers to participation</i> - Achieve identified community outcomes as per lease agreement, Brick House, Kaumatua Reserve:</p> <ul style="list-style-type: none"> • <i>Belonging and Participation</i> • <i>Māori Identity and Wellbeing</i> • <i>Environment and Cultural Heritage</i> <p>- <i>apply for funding to purchase furniture</i> - <i>Investigate monthly Saturday Artisan market for Kaumatua Reserve</i> - <i>Allow members to attend committee meetings without contributing</i></p>	<p><i>On going</i></p> <p><i>From Oct 2021</i></p> <p><i>2022</i></p>	<p><i>All members – Town Centre Manager</i></p> <p><i>Henderson Massey Local Board</i></p>	<p><i>Increased participation</i></p> <p><i>Outcomes achieved; agreement with Henderson Massey Local Board upheld</i></p> <p><i>Small community groups are accommodated and can utilize facility</i> <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"> - <i>2 x breakfasts</i> - <i>3 x After Five</i> 	<p><i>On going</i></p>	<p><i>All members – Town Centre Manager</i></p>	<p><i>Engagement</i> <i>Attendance numbers</i> <i>Membership feedback</i></p>

<p><i>Create marketing opportunities</i></p> <ul style="list-style-type: none"> - <i>Engage marketing expert</i> - <i>Continue to utilise completed marketing videos</i> - <i>Continue to utilise completed Explore on T.A.P. map</i> - <i>Investigate community event around map.</i> 	<i>On going</i>	<i>All members – Town Centre Manager</i>	<p><i>Website visits; Google data</i></p> <p><i>Map downloads</i></p> <p><i>Event attendance, feedback</i></p>
<p><i>Welcome pack for new businesses & members -onboarding & networking facilitation</i></p> <ul style="list-style-type: none"> - <i>Email zip file containing rubbish collection info, BID information, membership/fire service form, safety info and key contacts, info on CCTV cameras and pricing</i> 	<i>On going</i>	<i>New business owner/operators – Town Centre Manager</i>	<i>Number of packs</i>
<i>Manager available weekday mornings, set time</i>	<i>On going</i>	<i>Town Centre Manager</i>	<i>Attendance numbers; issues</i>
<i>Continue quarterly promotions</i>	<i>Ongoing</i>	<i>Committee – Town Centre Manager</i>	<i>Level of entries; number of participating retailers</i>
<i>Facilitate 'Pop Up' businesses as premises become available</i>	<i>Ongoing</i>	<i>Property owners, all members – Chairperson</i>	<i>'Pop Up' store openings</i>
<p><i>Business attraction</i></p> <ul style="list-style-type: none"> - <i>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>	<p><i>Number of new businesses</i></p> <p><i>New investment</i></p>
<i>Increase social media presence</i>	<i>Ongoing</i>	<i>Town Centre Manager</i>	<i>Post engagement, likes and follows</i>

<ul style="list-style-type: none"> - Posts on Instagram and facebook at least twice per week - Investigate WhatsApp group for members 	2022		
Stage business training & support event <ul style="list-style-type: none"> - 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

Priority Initiatives	Timeframe	Key relationship	Measurement
<i>Lobby council for town centre concept plan, traffic review and new playground</i> <ul style="list-style-type: none"> - Deputation to Henderson Massey Local Board - Investigate collaboration with community groups to upgrade children's playground - Liaise with NZTA to plant Wildflowers attraction in 'gateway' motorway garden 	<i>On going</i> <i>Feb 2022</i> <i>On going</i> <i>2023</i>	<i>Committee – Chairperson & Town Centre Manager</i>	<i>Concept plan is created</i> <i>Traffic review is carried out</i> <i>New playground is created</i>
<i>Liaise with CPNZ, Community Police and Pacific Wardens for greater visibility & presence</i> <ul style="list-style-type: none"> - Request regular pop up stands - Highlight issues to CPNZ 	<i>On going</i> <i>Feb 2022</i>	<i>Chairperson – Town Centre Manager</i>	<i>Enhanced police presence</i> <i>Number of pop ups</i> <i>CPNZ coverage</i>

<i>Landowners forum</i> <ul style="list-style-type: none"> - <i>Plan a meet and greet of landowners and property managers</i> 	2022	Committee – Chairperson & Town Centre Manager	<i>Support from attendees to continue meeting</i>
<i>Lobby landowners & business operators for increased CCTV coverage</i> <ul style="list-style-type: none"> - <i>Include company and pricing info in welcome pack</i> - <i>Map gaps in camera coverage in public spaces</i> 	Ongoing	Committee – Chairperson & Town Centre Manager	<i>Increased CCTV coverage</i>
<i>Embrace 'local' art community to enhance communal town centre and welcome to Peninsula spaces</i> <ul style="list-style-type: none"> - <i>Investigate establishment of Art and History Trail</i> 	On going 2022- 2023	All members, committee, local 'art' community – Chairperson	<i>Local art installations</i> <i>Te Atatu part of wider Ak event; audience participation</i>

P.8

Goal 3 – Build the Te Atatu Peninsula Brand

Priority Initiatives	Timeframe	Key relationship	Measurement
<i>Use 'new media' to support & extend Te Atatu Views</i> <ul style="list-style-type: none"> - <i>Share individual stories from each issue on social media</i> 	On going	Town Centre Manager	<i>Online response</i>
<i>Life on T.A.P. brand</i> <ul style="list-style-type: none"> - <i>Continue to use the Peninsula assets, coastal walks, parks as USP for the brand</i> 	On going	All members – Town Centre Manager	<i>Visitor numbers</i>

<i>Investigate staging large cross – cultural community event in a central location, utilizing local talent</i>	<i>2022</i>	<i>All members – Town Centre Manager</i>	<i>Community participation, feedback, pride and identity enhanced</i>
<i>Continue to provide a community Christmas display within the town centre</i> <i>- Apply for funding to purchase Christmas swags</i>	<i>On going</i> <i>2022</i>	<i>Committee, Town Centre Manager</i>	<i>Community enjoyment feedback</i>