Te Atatū Peninsula Business Association Annual Report 2025 2026

Reporting period 1 July 2025 to 30 June 2026

Prepared for the 2026 Annual General Meeting

This report records the Association's work for local businesses and the town centre during a year shaped by substantial planning and transport proposals, changes to our communications, and the prolonged absence from our local economy of a local supermarket. It draws on the Manager's reports for the reporting period. The audited Performance Report and financial statements are presented alongside it.

Robynne Pringle | Manager

The year in review

The Te Atatū Peninsula Business Association (TAPBA) continued to promote the town centre, represent businesses and connect community groups with public agencies. We advanced the Te Atatū Peninsula Masterplan, made submissions on growth and funding, and maintained regular contact with Auckland Transport, Auckland Council and Henderson-Massey Local Board. Practical issues such as parking, trees, rubbish, lighting, security and access behind the shops required persistent follow-up.

Some of our work was around responding to the loss of the supermarket as an anchor for local shopping. We monitored spending, kept in contact with Foodstuffs, encouraged residents to support the remaining businesses and shared information as the replacement store progressed.

The Association reviewed what was working. The car-boot and farmers market ended after stallholders struggled to achieve reliable sales despite strong participation. After 13 years in its current form, Views on T.A.P. magazine was discontinued, prompting a greater focus on digital communication and a proposed website renewal. These were difficult but responsible decisions about where to put limited resources.

Selected activity during the year

- The Stage One Masterplan was completed and Stage Two scoping was commissioned.
- TAPBA lodged its Plan Change 120 submission, recorded as submission 6311, and made a submission to Auckland Council's 2026/27 Annual Plan.
- The Association convened a multi-agency Community Planning Meeting in February and continued local coordination on transport, the pathway and development.
- Spring, summer and autumn editions of Views on T.A.P. were produced before the publication was discontinued.
- The annual summer promotion and Christmas decorations supported the town centre.
- The Association completed re-registration under the Incorporated Societies Act and met its BID accountability requirements.

Town centre economy and business support

The supermarket closure continued to affect town centre trade. Marketview data for February 2026 showed total spending of $3,492,498, down 33.4% from February 2025. Transactions were down 19.1% and average transaction value was down 17.7%. Groceries and Liquor spending was down 48.9% for that month. These are comparisons for one month, rather than figures for the full reporting year, but they indicate the change to the local economy.

TAPBA maintained contact with Foodstuffs, visited the developing store and relayed updates to local businesses. We raised questions about the store's plans, connected Bike Te Atatū with Foodstuffs about bike parking, and introduced Toi Te Atatū to discussions about a possible mural near the library. A connection was also made between Foodstuffs and local foodbank volunteers to explore future food rescue arrangements. These initiatives were in development at year end.

We welcomed new Subway and Pizza Hut stores and responded to enquiries about commercial premises, property maintenance and vacant spaces. Options for a pop-up use of the former Jenny Craig premises were explored with the property manager and local producers. Feedback suggested an indoor market would be difficult to sustain, so no ongoing activation was committed to during the year.

Masterplan and advocacy

A longer-term vision for the Peninsula

Stage One of the Te Atatū Peninsula Masterplan was completed during the year, building on years of advocacy and funding from Henderson-Massey Local Board. TAPBA shared the work through its communications and discussed the next stage. An assessment of the work and costs needed for Stage Two was commissioned from Wayne Bredemeijer to help shape future fundraising and delivery. The larger Stage Two programme remained a proposal at 30 June 2026.



Planning, growth and local funding

TAPBA lodged submission 6311 on Auckland Council's Plan Change 120. It raised the Peninsula's constrained single-road access, emergency access and on-street parking pressures, infrastructure capacity and the proposed density around a future bus station. The submission was published on TAPBA's website; Council's process remained under way at year end.

In its submission on Auckland Council's 2026/27 Annual Plan, the Association sought greater funding for Henderson-Massey Local Board, a local share of development contributions, fairer funding for shared regional assets and continued investment in the Te Whau Pathway. The Association also provided feedback to Auckland Transport's town centre parking review and followed up with the Henderson Massey Local Board.

Transport and community coordination

The Community Planning Meeting on 25 February brought together representatives from transport, water, housing, environmental, cycling and community organisations, alongside elected representatives. It provided a place to share information about the proposed bus station, Te Whau Pathway and other projects that will shape movement around the Peninsula. TAPBA also followed up on footpath and bus stop works, fibre installation notices and their effect on businesses.

TAPBA viewed a completed section of the Te Whau Pathway and reported the expected connection between the proposed bus station overbridge, its cycleway and the pathway. Opening dates and further delivery remained subject to the relevant agencies.

Marketing and communication

Views on T.A.P. continued through the spring and summer editions and an autumn edition delivered in March 2026. The magazine carried local business and community stories, supported advertisers and kept residents informed about the Peninsula. Following a review of costs and future direction, the Association decided in May to discontinue the publication after 13 years in its current form. TAPBA acknowledged the end of the magazine publicly and explored whether a local business could take it on; that approach did not proceed.

E-newsletters, the website, Facebook and billboard advertising remained important channels. Messages included the Masterplan, parking consultation, emergency readiness, Foodstuffs progress, spending trends and local safety issues. A summer promotion attracted a strong number of entries, with winners drawn by a Henderson Police officer. Billboard campaigns continued during the year, with further dates booked for the following financial year.

Planning began for a website refresh to accommodate stronger business information and proposed New Residents and Art and History Trail sections. A revised proposal was received in May, and development work was still being considered at year end.





Events and activation

The car-boot and farmers market at the RSA car park brought together food, produce, crafts, music and community stalls. The July market was the busiest to that point, and August saw encouraging stallholder feedback. Attendance varied, however; the September market was cancelled due to high winds, and the December market had good stalls and music but low foot traffic. After reviewing stallholder sales and the effort needed to run the event, the Association decided early in 2026 to discontinue it.

An emergency readiness networking event in August featured Greg Morgan of Auckland Emergency Management. Although attendance was limited, the session provided useful resources for local businesses. TAPBA subsequently considered other ways to bring people into the centre, including community-led performance and a possible retail pop-up, without committing to an untested ongoing programme.

New Christmas wreaths were installed with the tree and garlands in late November. The older wreaths were gifted locally. Decorations helped mark the festive season, while operational follow-up included storage, removal and replacement of a wreath missing after a pole was struck.

Care for the town centre

Small improvements made a visible difference. Following TAPBA's requests, the triangular gardens were replanted with roses and bark mulch, and a vandalised crepe myrtle was replaced. The Association pursued relocation of a public bin, street tree pruning and longer-term management of trees near business premises. A deputation on town centre trees was deferred to August 2026.

Behind the shops, dumping, weeds and accessway maintenance continued to require action. TAPBA raised jobs with Council, contacted property managers and worked with the Local Board on issues involving several owners. Graffiti, damaged lighting and other maintenance matters were reported to the appropriate organisations. Several matters remained unresolved at year end and required continued follow-up.



Safety and resilience

Break-ins and other incidents prompted liaison with businesses, Police, and community contacts. TAPBA followed up on the theft of its CCTV cameras, supplied available footage to Police and obtained a quote for replacement and safer cabling. The cameras were not reinstated. An aggressive and loud religious group prompted a noise complaint. The Association also worked with the local community patrol, whose capacity was limited by volunteer numbers.

Governance and operations

The 2025 AGM was held and required accountability documents were submitted to Auckland Council's BID team. TAPBA completed its re-registration as an incorporated society, received the new certificate and signed the BID Targeted Rate agreement for 2025–2028. It also completed the management and governance declarations required under BID policy.

Insurance policies were reviewed and renewed. The office lease at 580 Te Atatū Road reached its renewal point in May 2026; preparation of the Council application and supporting documents was under way at year end. Work on new Tier 3 performance reporting began, and initial drafting began on a policy for responsible use of artificial intelligence.



Looking ahead

The next period will require continued advocacy on planning, transport and the town centre's recovery; decisions about the Stage Two Masterplan, website and proposed local information projects; and sustained attention to security, maintenance and business communication. The Association will monitor outcomes as our local economy recovers and transport projects progress, and will use what it learned from the market and magazine reviews to focus future activity where it can make a practical difference.

Acknowledgements

TAPBA thanks its committee, members, associate members, local businesses and residents for their support. We acknowledge Henderson-Massey Local Board, Auckland Council staff, Auckland Transport, Police, community organisations and the many partners who contributed information, advice and practical assistance during the year.