



# Te Whakahi o te Takiwā o Matamata - Te rautaki me ngā rautaki whāinga

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## Pride of Place Matamata - Strategy and Action Plan

July 2022

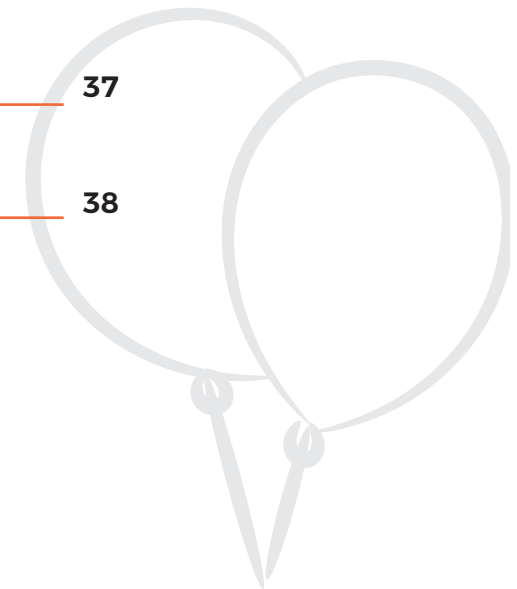
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Te kaunihera ā-rohe o  
**matamata-piako**  
district council

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# HE KUPU WHAKATAKI

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## INTRODUCTION





**There's a lot to love about Matamata. It's a town that's beloved by the people who call it home, for its green spaces, charming Town Centre, as well as its potential to have more people-focused spaces.**

Matamata has a notable equine and racing community, is home to major tourist draw, the Hobbiton Movie Set, and is rich in the history of its Mana Whenua including Ngāti Hauā, Ngāti Hinerangi and Raukawa.

It's also a town that's changing, as people moving out of bigger cities are looking for a different way of life and a great place to grow roots. 60% of the Matamata-Piako District lives in one of the three Town Centres, and this is expected to keep increasing. As Matamata grows its identity as an urban centre, Matamata-Piako District Council (MPDC) has identified the need to do things differently.



## How We Got Here

Traditionally, councils invest in capital upgrades in Town Centres, which can be time-consuming, disruptive, and expensive to deliver, and don't always lead to outcomes of people-friendly places.

Instead, by leading with a Placemaking approach, MPDC can be responsive to change, and trial upgrades that make peoples' lives better today, while informing where long-term investment should go.

The Placemaking approach works out solutions with people in the community, that align with MPDC's strategic framework of four wellbeings: social, environmental, cultural, and economic, for people and place; which anchor how its decisions are made.

As a response to this new strategic direction, and the desire by all to build vibrancy in Town Centres in a new and innovative way, the Pride of Place (POP) Programme has been established. Its purpose is to:

- \* Build trust capital in the community
- \* Understand people's aspirations for their town and help facilitate the realisation of those aspirations throughout the place
- \* Build internal capacity for Placemaking and co-design.



## The Purpose of this Document

The purpose of this document is to:

- \* Document Matamata's Town Centre infrastructure strengths and weaknesses
- \* Outline what the people of Matamata love about their place and their aspirations for the future
- \* Define Place Goals and Placemaking Objectives that set a strategic direction for future actions
- \* Document a POP Action Plan for the next 1-5 years that will deliver on this strategic direction.

This plan provides a strong and informed foundation for action.

# What is Pride Of Place?

Pride of Place (POP) is a programme that aims to build vibrancy in the MPDC Town Centres, using Placemaking and tactical urbanism tools. It invites the community to imagine the future of their places, and by using temporary activities and initiatives, plants the seed for this future now.

The POP team spent time talking with the community of Matamata, to find out what was important for them to see happening in the Town Centre. Those who were particularly keen advocates for Matamata's future were brought together as community champions, alongside people from the council and its partners, including Mana Whenua, to delve deeper into subjects that had been raised in our public engagement.

This collaborative thinking has been distilled in an Action Plan, which describes key actions that can be taken over the next 1-5 years to uphold a wider future vision. It will be delivered through a Placemaking approach, which means the POP team will work alongside the community to try out activities that invite the public to participate in the changes, and learn from everything we try.

POP is driven by goals developed through a community co-design process; so effort and resources are put into initiatives that the community really wants.

## What is Placemaking?

Placemaking is a process of changing public spaces by implementing temporary, tactical, and pop-up activities and infrastructure, in order to be responsive to public needs, and get their feedback in real time.

It means trialling changes in a low-risk and fun way: via a series of events, using 'tactical urbanism' to trial safer transport- or it could be something you've never seen before.

Placemaking fills a gap before long-term permanent changes that require significant investment. It is often 'light touch', but requires lots of planning and for the context of the place to be well understood before anything goes in on the ground.

Placemaking is often more about what you don't see than what you do- but what you see should highlight possibilities for how your place could work better for you and your community.

# The POP Programme is Guided by the Following Principles

POP works with the community to help them realise their aspirations for their Town Centre

POP activities are done in the public realm or within public facilities and are generally free and open for anyone to attend

POP does a few things well; recognising and working with resources available

POP is about building relationships; either with the community or with other parts of council

POP is upfront about its priorities and focus areas so that community energy and resources are directed to the right place

POP is always looking for opportunities to share resources, funding, and ideas to make great things happen for our Town Centres

POP doesn't always deliver 'hard infrastructure', but focuses on enhancing and revealing each town's social and cultural infrastructure generally through temporary activities and events

Not all of POP's work will be visible, it might be to change internal policies and processes, to remove red tape for community

POP is about learning by doing, and can adapt and respond to new ideas or learnings from previous activities

POP activities are generally temporary, but help build momentum and test ideas towards longer term change and investment



# MŌHIOTANGA O TĀ TĀTOU WĀHI

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## UNDERSTANDING OUR PLACE



**The direction for Place Goals and Placemaking Objectives comes from understanding the elements that make up a place. This involves: place and site analysis, community mapping, and community conversations and engagement.**

**Brought together, these elements provide insights into a place; its strengths, weaknesses, and opportunities.**



# Matamata's Town Centre Infrastructure

## Pedestrian Environment

Key social and public assets are within close walking distance to each other in the Town Centre, e.g Arawa Street and the Civic and Memorial Centre and library, the Town Centre and the Domain/Swim Zone, but walking connections between these places, especially at intersections, are informal, with wide crossing distances.

There is only one formal pedestrian crossing within the Town Centre that crosses the State Highway, therefore people tend to cross informally along the road.

Generally the footpaths within the Town Centres are wide and facilitate the opportunity for outdoor dining alongside clear pedestrian space.

There is a small laneway that connects Arawa and Hetana Streets that could be enhanced, as it offers a desirable shortcut between these two key places.

## Movement Activity

The southern footpath of Broadway between Hetana and Tainui Streets is busy with pedestrian traffic, mostly due to the adjacent businesses and how it connects into Arawa Street.

The streets in and around the Town Centre have high vehicle traffic flows and wide intersections; especially the State Highway (which includes lots of heavy vehicles). This can make it hostile for pedestrians and difficult to cross roads. There is an opportunity to calm the traffic on Arawa and Tui Streets and to make them the key pedestrian and cycling connector roads.

The Hauraki Rail Trail ends in Matamata, but there is no clear pathway between the route end and the Town Centre.

## Basic Public Amenities

There is only one public water fountain in the Town Centre and limited bike parking. These assets are critical to enabling a culture of cycling and also to provide basic comforts for people.





## Green Assets

Matamata's Town Centre is anchored by green assets; the trees down the middle of Broadway and The Oaks. Observations showed that people didn't sit or hang out in these places due to lack of appealing places to sit or being close to a high traffic road. The Oaks and the flat green space outside of Railside by the Green offers an ideal event or activity space.

The Green areas surrounding Matamata's Town Centre (Centennial Drive, Tom Grant Drive, The Domain, The Oaks) could be better connected with wayfinding and access for walking/cycling.

## Public Artwork + Cultural Representation

There is little public artwork in the Town Centre, apart from the bronze horse by the Town Clock, the stone sculptures along the median installed many years ago, a sculpture park under the oaks, and the Pou outside the library.

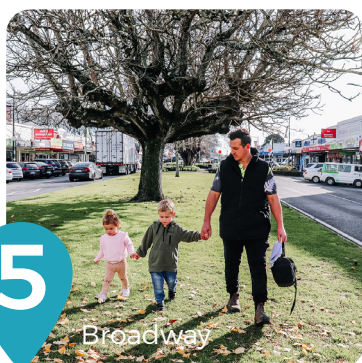
## Seating + Social Spaces







There are lots of seats in the Town Centre but many of them are under-utilised because they aren't in places people want to hang out, aren't in a social layout (face to face), lack shade or back onto heavy traffic on the State Highway. The seating at the informal crossing on Arawa Street is well used, but also could be reconfigured to make them more social. Considerations for shade on this seating is also important.

The seats under The Oaks behind the iSite are not well used - even if they are in a place that would be enjoyable to eat lunch under shade in warmer months. There is an opportunity to reconfigure these or add some picnic benches to encourage more social use.



# Matamata's Town Centre Infrastructure



-  Informal Crossing
-  Key Pedestrian Linkages
-  Green Spaces
-  Seating
-  Community Asset
-  Pedestrian Crossing

# Understanding Matamata's Community



## Demographics

Matamata is facing a change in how it sees its identity as its population shifts. Though the population of the wider district is set to be ageing, as the number of people under 15 years old decreases, families and younger people are moving back to the region from cities, and make up a significant part of the public life in Matamata.

The shift in household make-up predicted over the next 50 years in MPDC's Long Term Plan, is an opportunity to reaffirm the things that make Matamata a great place to grow up and to raise kids, and to embrace a vision of how

the Town Centre functions for a mix of people in the future.

- \* There are around 7,800 people living in Matamata, with a median age of 46 years old- 30-64 year olds make up 33% of the population. 17.5% of Matamata's population is under 15 years old, and 28% are over the age of 65.
- \* Pakeha and Māori are the predominant ethnic identities, followed by people who identify as Asian, and Pasifika.
- \* The median income in Matamata is \$26,950, and people work in a variety of fields- managers, technicians + tradespeople, and labourers being the largest skill sets.

## Community Organisations

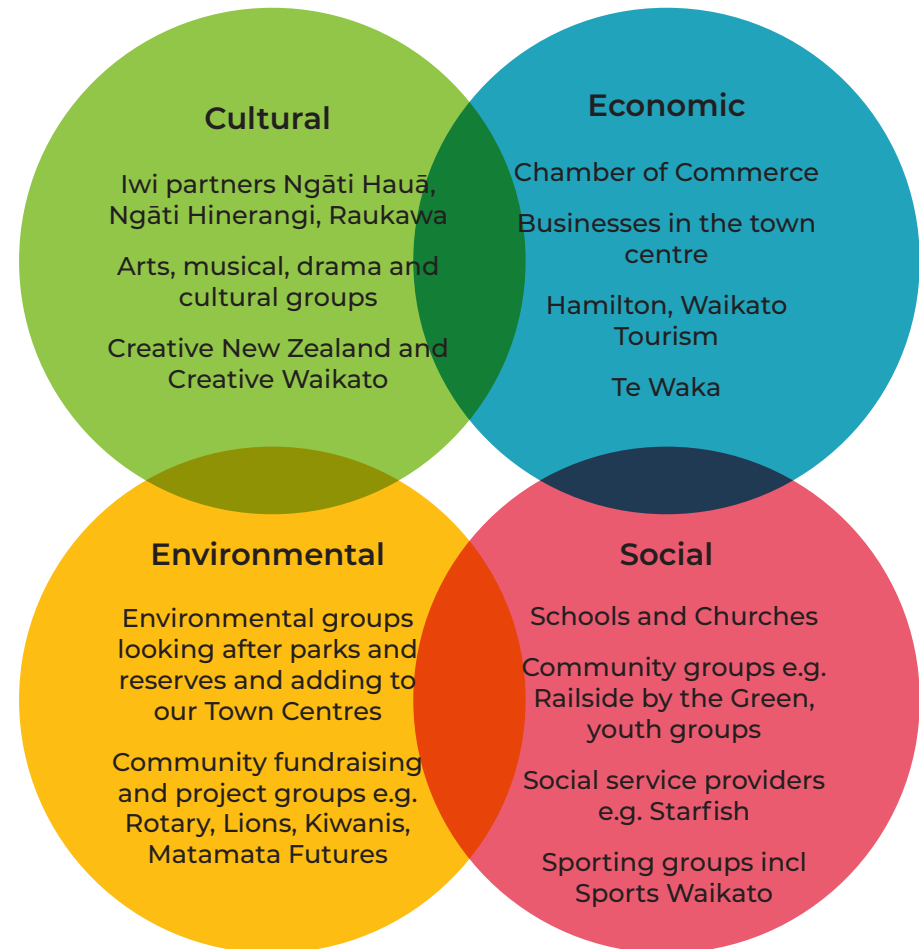
**The foundations for impactful and authentic Placemaking is based on a good understanding of what community groups and partners are already doing to contribute to the sense of their place. Mapping this helps to see where there are gaps, opportunities for collaboration, and where new connections can be forged between groups and resources.**

There is an opportunity for the POP team to partner with a number of these groups to co-fund, co-lead, partner and work together on initiatives that build towards the Place Goals through Placemaking activities.

There are so many community groups and partners doing amazing things in Matamata, too many to name individually.

A number of groups are focussed on fundraising initiatives, running events in the Town Centre, arts and culture, environmental initiatives, social networking, sports and young people, and run a range of activities such as workshops, working bees and crop swaps.

To join our place champions networking group please visit council's website.



# Community Engagement and What People Told Us

## The Approach

The POP team had a wide-filter approach to collecting public feedback about the future of Matamata. Their aim was to introduce people to the idea of Placemaking in the Town Centre, find out what works well for them in the Town Centre- and what needs improvement.

Due to the Covid-19 pandemic restrictions at the time, the team had to pivot from events-focused public engagement to more workshops with stakeholder groups.

## What People Told Us

What we heard is that people really like what already exists in Matamata's Town Centre- its key green spaces, the busy streets, and most of all, its potential to be a a people-focused hub of activity.

People's ideas for the future of Matamata showed that there is a broader sense of identity for the town that could be better reflected in what goes on in the street. For detailed analysis please refer to Appendix 1.

## Key Ideas

- \* More events + opportunities to be social + forge connections, to make the most of Matamata's small town charm
- \* Safer facilities for families and children, like playgrounds, and better crossings
- \* Better shopping and entertainment- a cinema was a key suggestion.

## Engagement + Information Gathering Included

**13 on street activations**

**20+ Presentations + workshops**

**4 newspaper articles or advertisements**

**2 community champions workshops**

**30 online engagements**

**Analysis of previous feedback from Long Term Plan, Hetana Street Trial + Master Plan**



**WHAKAKOTAHI  
AI TE KATOA**

**BRINGING IT  
ALL TOGETHER**



**The following insights are based on the strongest themes that came through in the feedback analysis, along with context analysis, to summarise how people feel about Matamata, and to guide decision making around what would improve their experience of the Town Centre.**

# Our Insights



## People like that Matamata is flat and compact

- \* There are lots of potential for cycling activations
- \* People want to get around safely by walking
- \* Better active connections to the social and community assets surrounding the Town Centre
- \* There are lots of seats in the Town Centre, but not many inviting places to sit.



## People want to know more about Mana Whenua

- \* Everyone has an opportunity to develop a relationship to iwi stories and identity when it's visible, through art, events, and more.



## People love that their town is green

- \* There are premiere public spaces waiting to be activated.



## Community groups have a pretty good idea about what each other is doing

- \* Strong volunteer culture in traditional community groups, and emerging activism for climate and social issues
- \* Council doesn't need to reinvent the wheel- it can instead enable partnerships to create Matamata's 'social life'.



## The new generation of Matamata don't feel like the Town Centre is designed for them - yet

- \* There is plenty of enthusiasm to change the ways people get around, and what makes them want to stick around
- \* People across age groups share enthusiasm that more can happen on their streets.



NGĀ WHĀINGA O  
TE TAKIWĀ + NGĀ  
WHĀINGA O TE  
WĀHIHANGA

PLACE GOALS +  
PLACEMAKING  
OBJECTIVES





**The Place Goals articulate the high-level aspirations people have for their Town Centre, and can be used beyond POP to provide a mandate to other projects, and steer their direction.**

**The Placemaking Objectives articulate the specific Placemaking strategies that will be used through the POP programme to deliver on the Place Goals.**



# Place Goals

These goals set out the overall aspirations for the future of Matamata's Town Centre, providing direction and a solid community mandate for any project based around improvements and upgrades.



## Matamata's Town Centre has a thriving social life; day and night, and for all ages

People in Matamata love the particular charm of their Town Centre, and share a willingness to attend new events. They want social activities and reasons to hang out there together.



## Mana Whenua identity and stories can be seen in Matamata's Town Centre

People want to see local iwi and their history in Matamata become more visible throughout the Town Centre. Mana Whenua are a key partner in co-creating Matamata's future, and will feed into Placemaking opportunities.



## Matamata's Town Centre green spaces are well-used and celebrated

People in Matamata love their green spaces, and want to connect them as an activated green loop around the Town Centre, with lighting, events, and cycle/pedestrian amenity, to really show them off.



## Matamata community can take the lead on making their Town Centre more vibrant

Engaged and highly capable advocates of Matamata will channel their knowledge and local expertise into a shared vision for the Town Centre, with clear expectation how the council can partner or enable them to deliver it.



## Matamata's Town Centre is safe and easy to access on foot, bike or scooter for all ages and abilities

The wide footpaths will be connected by safer crossings for people on foot + small wheels, to make clear pathways through the Town Centre without needing to drive.



## Matamata's Town Centre supports a thriving local economy and celebrates its unique main street.

As the eyes and ears on the ground, owner-operators are stewards of place who can collaborate with council and community to ensure the Town Centre is a great place to spend time.

# Placemaking Objectives

The following Objectives can achieve the Place Goals, using Placemaking and Tactical Urbanism. All actions should deliver on one or more of these Objectives.

## POP Projects should:

- 1** Create places that are comfortable, safe, and accessible for people to hang out, in locations that are attractive.
- 2** Work with a wide range of young people to design a programme that encourages them to connect to their Town Centre.
- 3** Create opportunities for young families to hang out in the Town Centre.
- 4** Highlight and celebrate green spaces through activities and events that bring the community together.
- 5** Enhance the partnership with, and visibility of, Mana Whenua in the Town Centre.
- 6** Encourage the use of active modes to travel in and around the Town Centre.
- 7** Develop enabling tools that support community members to deliver Placemaking initiatives.
- 8** Work closely with local businesses to enhance Town Centre street life and drive local spend.
- 9** Use Placemaking tools to engage on or unlock possibilities of future infrastructure.



# RAUTAKI WHĀINGA ACTION PLAN



**The following Action Plan outlines the key projects to be delivered across the first 2 years of POP, and identifies opportunities for years 3-5. The Action Plan is based on the assumption that each project will build on the next, and actions may change, based on learnings, and development of relationships with the community and project partners.**

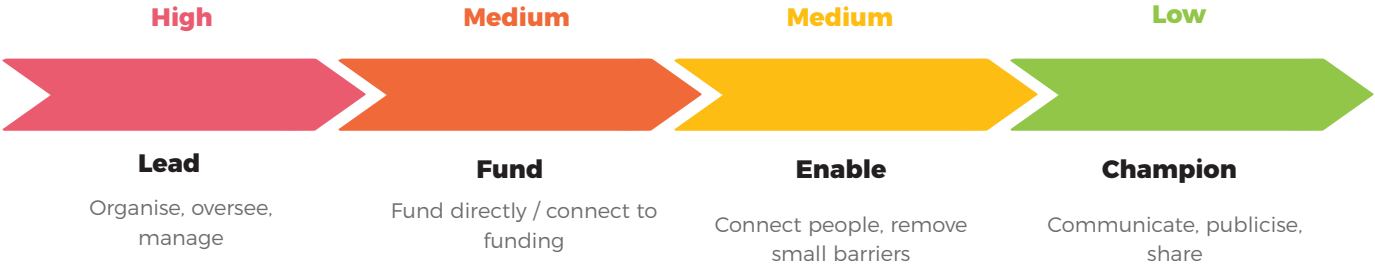
Due to the responsive and adaptive nature of Placemaking, it is important to build flexibility within a programme while still being disciplined and striving towards delivering on the Place Goals and Placemaking Objectives.

### Types of Actions

Projects will require different levels of involvement and support from the POP team. In initial years the team may need to lead initiatives to demonstrate the scope and possibilities of Placemaking, with the aim of stepping back in the future, and enabling activities by brokering connections or providing funding.

The below diagram shows the spectrum of actions and the level of resource intensity involved across each aspect.

### Internal Team Support



# YEAR 1 - ACTIONS

The purpose for Year 1 is to build relationships with key stakeholders, demonstrate the possibilities of POP by leading some key activities, and investing in some small but important on-street interventions.



1

Summer event series under The Oaks



2

Social seating at Mid-Arawa St Crossing



3

Laneway activation



4

Pop-up play at The Domain



5

Story Walks Trial with Libraries



## Year 1 - Actions in Detail

Activity	Description	Category	Objectives	Partnership	Lead by	Specialist input
Establish Place Champions network group	This network group would act as an opportunity for groups to share ideas, be connected to resources, and to build relationships. The 'network' activities would be interactive, experiential, and hosted in various locations across the Town Centre (not your usual networking meeting)	Lead	7	Community organisations	POP team	
Summer activity series under The Oaks	Deliver Friday or Saturday night event series under The Oaks that are family friendly e.g. food trucks, outdoor movies, music	Lead	1,3,4,8	Community organisations, local food vendors	POP Team	Event producer
Event Kit establishment	Purchase event kit; high quality bean bags, trestle tables and chairs, play equipment, sound equipment, gazebos that can be used at all POP or community events	Lead	1,3,9	n/a	POP Team	
Social seating - Mid-Arawa Street crossing	Install additional seating at the Arawa Street crossing in social layouts (benches facing each other), additional trees in pots for shade	Lead	1,8	Arawa Street Businesses	POP Team	Landscape Architect Project Manager
Water from businesses initiative 'Refill NZ'	Work with local businesses to establish a 'Fill your drink bottle for free' scheme so people have easy access to water	Fund Enable	3,8,9	Refill NZ	POP Team	
Install bike racks in Town Centre	Install Sheffield bike rack in 2-3 locations in the Town Centre	Lead	1,3,4,9		POP Team	
Activate laneway between Hetana Street + Arawa Street	Work with the building owners adjacent to the walkway to install artwork or wayfinding on the walls, fences or ground	Lead	6,7,8	Businesses + Building Owners	POP Team	Arts curator



## Year 1 - Actions in Detail

Activity	Description	Category	Objectives	Partnership	Lead by	Specialist input
Pop-up Play opportunities at The Domain	Engage a specialist play facilitator to create a series of play-based activations in The Domain	Fund	1,3,4	Sport Waikato Local schools + playgroups Community Groups	Play facilitator	Play facilitator
Cycling activation series	Work with specialist delivery partners to deliver a series of cycling activities such as; learning to ride (for adults + kids), pop up skills track, cycling activity kit, bike maintenance, guided rides	Fund	6,7	Regional Road Safety Educator Schools, Community Groups	Regional Road Safety Educator	
Libraries Storywalks Trial	Work with Libraries to test routes for their Town Centre Story Walks project, which has separate funding to do the permanent installations. Opportunities to connect to Mana Whenua and community groups	Partner	3,5,6,9	Matamata Library	Matamata Library	
Develop POP microgrant scheme	This microgrant scheme will offer groups to apply for funding up to \$5,000 for activities that deliver on the POP Matamata Objectives. This fund also offers the POP team to respond to good ideas that haven't been specifically included as items in this Action Plan. Year 2 offers more funding while the programme is being set up	Lead Enable Fund	7	Community organisations Businesses	POP Team	
Co-Design and deliver a programme of activities with young people	Engage a youth facilitator to understand young people's desires and needs for the Town Centre, and deliver activities that reflect these desires	Enable Fund	2	Ministry of Social Development, Social Service provider	POP Team or Social Service Provider	Youth engagement facilitator

# YEAR 2 - ACTIONS

The purpose for Year 2 is to continue building momentum: to solidify key programmes while also supporting the delivery of activities that have come out of relationship building in Year 1.



1

Light festival under The Oaks



2

Summer series under The Oaks



3

Pop-up play at The Domain



4

Story Walks Trial with Libraries



5

Social Seating Trial by the skate park



## Year 2 - Actions in Detail

Activity	Description	Category	Objectives	Partnership	Lead by	Specialist input
Autumn Light festival under The Oaks	Deliver a weekend-long light festival under The Oaks. This can include food vendors and other entertainment	Lead	1,3,4,9	Local food vendors Volunteer groups	POP Team	Light Festival curator Event Producer
Matariki Festival	Deliver a Matariki celebration event in the Town Centre in partnership with Mana Whenua	Fund Enable	1,3,4,5,9	Mana Whenua	Mana Whenua	Mana Whenua event producer
Mana Whenua led activation programme	Work with Mana Whenua partners to build relationships, design and deliver a series of storytelling/visibility activations	Fund Enable		Mana Whenua	Mana Whenua	Mana Whenua facilitator
Place Champions network group	Continue supporting the Place Champions network group, but with less involvement through identifying clear mandate for local leadership	Enable	7	Community organisations	POP team	Community facilitator
POP Microgrant Scheme	This microgrant scheme will offer groups to apply for funding up to \$5,000 for activities that deliver on the POP Matamata Objectives. This fund also offers the POP team the ability to respond to good ideas that haven't been specified as items in this action plan	Lead Enable Fund	7	Community organisations Businesses	POP team	
Pop Up Play Programme	Invest in kit that responds to learnings from the Year 1 programme, e.g imagination playground	Lead Enable	1,3,7	Sport Waikato Local schools + playgroups Community Groups	Play facilitator	Play facilitator
Cycling activation series	Work with specialist delivery partners to deliver a series of cycling activities such as; learning to ride (for adults + kids), pop-up skills track, bike maintenance, guided rides	Fund	1,4,6,7	Regional Road Safety Educator  Schools, Community Groups	Regional Road Safety Educator	

## Year 2 - Actions in Detail

Activity	Description	Category	Objectives	Partnership	Lead by	Specialist input
Summer activity series under The Oaks	Deliver Friday or Saturday night event series under The Oaks that are family friendly; such as food trucks, outdoor movies, music	Lead	1,4	Local food vendors	POP Team	Event producer
Social seating trials beside the skate park	Install high-quality temporary furniture at the skate Park and in the area behind the i-Site to test new layouts and observe their use over spring/summer. Make the preferred layouts permanent at the end of this trial period. This seating trial could coincide with activations or other improvements around the skate park through other POP projects.	Lead	1,2,4,9	Young People	POP Team	Landscape Architect Project Manager
Investigate skate park aesthetic upgrade	Scope the possibility of painting the skate park with large scale artwork, to improve its aesthetic and amenity	Fund Lead	1,2,4,9	Young People	POP Team	Artist Project Manager Civic contractor



## Year 3 - 5 Actions

At the conclusion of Year 2, it is recommended that a review and refresh is undertaken to determine Year 3-5 action plans. This is to ensure learning from Year 1 and 2 are folded into the next phase of the programme, and investment and resources are used wisely to deliver on the Placemaking Objectives.

Year 3 - 5 actions could include:

- \* Continuing existing projects that have been successful and well received
- \* Developing policy or plans that anchor learnings from Year 1-2 such as a Town Centre Master Plan or a Public Art Policy
- \* Move towards more community led events with assistance provided through kit, play equipment etc
- \* Investing in more permanent capital projects that have been tested through Years 1-2

**TE HONONGA O  
TE WHAKAHĪ O  
TE TAKIWĀ ME  
NGĀ KAUPAPA  
WHAKATAKANGA**

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**CONNECTING  
PRIDE OF PLACE  
TO OTHER  
PROJECTS**



*Image Reference Caption*

**Pride of Place projects aren't considered in isolation. They can sow the seeds of future projects, including policy development and capital upgrades. Place Goals provide a mandate, while POP's activities on the ground can test and trial ideas, and deliver on long term goals now.**

The below table provides a summary of projects happening within the Town Centre that can be supported by the Pride of Place Programme.

Project	Description	Timing + Budget	POP Goal that supports this	How POP tools can support this project
Speed Limit Changes	Matamata Town Centre speed limits to be reviewed	2022/2023	<p>Matamata's Town Centre is safe and easy to access on foot, bike or scooter for all ages and abilities</p> <p>Matamata's Town Centre has a thriving social life; day and night, and for all ages</p>	<p>Cycling event series, activations adjacent to road environments to demonstrate change of 'place value' from high to lower speeds.</p> <p>Noting: activities not on State Highway</p>
Matamata Pedestrian Connectivity	Additional infrastructure to provide better walking and cycling connectivity within Matamata	2022/2023 \$250K	<p>Matamata's Town Centre is safe and easy to access on foot, bike or scooter for all ages and abilities</p> <p>Matamata's Town Centre has a thriving social life; day and night, and for all ages</p>	<p>POP engagement identified people want to be able to safely walk between the social and community assets within the Town Centre. By improving the safety of connections between Arawa St, Broadway and The Domain, the community are less likely to drive these short distances.</p> <p>If this capital funding can support the improvement of connections, it will deliver on wider outcomes and community aspirations.</p>
Matamata Domain Playground	Delivery of a destination playground in Matamata Domain	2024/2025	<p>Matamata's Town Centre has a thriving social life; day and night, and for all ages</p> <p>Matamata's Town Centre green spaces are well-used and celebrated</p>	<p>Pop up play programme in the domain to gap-fill the desire for a new playground and test possibilities.</p> <p>Pop up play activities can act as the community engagement for the future playground. Partnership between the team developing the playground + POP is critical.</p>

Project	Description	Timing + Budget	POP Goal that supports this	How POP tools can support this project
Parks and Open Spaces Strategy implementation	To complete the inner and outer walkway as per Open Spaces Strategy as adopted by council. Note this is generally outside of the Town Centre	2022/2023	<p>Matamata's Town Centre Green Spaces are well-used and celebrated</p> <p>Matamata's Town Centre is safe and easy to access on foot, bike or scooter for all ages and abilities</p>	<p>Cycling events that travel along current trails and end in the Town Centre can help build momentum and interest in this project.</p> <p>POP events could be used as engagement opportunities for longer-term investment in upgrades.</p>
Development of Walking and Cycling Strategy	To look at how to improve walking and cycling across town. Wanting to reduce the dependencies on vehicles. This is within our three Town Centres and includes Waharoa.	2022/2023 feasibility	Matamata's Town Centre is safe and easy to access on foot, bike or scooter for all ages and abilities	<p>Cycling events facilitated by POP will build community enthusiasm for cycling infrastructure and start changing people's transport behaviours.</p> <p>These events could be opportunities for very specific stakeholder engagement and test cycling linkages to Town Centre.</p>



ME PĒWHEA TE  
MĀTAITANGATIA  
I A TĀTOU  
HUA ME NGĀ  
PĀNGIATANGA?

HOW WILL WE  
MONITOR OUR  
OUTCOMES AND  
IMPACT?



**This section outlines the Monitoring and Evaluation methodology at a programme and project level. The purpose of Monitoring and Evaluation is to track the impact of a project, from planning to implementation, and gather useful data in order to make good decisions about next steps.**

## Programme Methodology

The programme should be reviewed, in order to understand which projects are working well, where there are gaps and challenges in delivery, and to judge how well they are delivering on the place objectives.

We want to be able to show that all actions taken will deliver on our Place Goals for the Town Centre. We can do this by defining the measures of success for each Objective, including:

- \* Has town sentiment changed?
- \* How many actions were completed?
- \* What was the impact of each action?
- \* How much did our trust with stakeholders grow?

Following a process of planning, delivery, review, and adaptation, helps to identify what's working, and what needs to change. This programme is not about *either* success or failure, but about learning, and adapting the our Actions based on those lessons.

## Project Methodology

Three key factors of a Placemaking project can indicate how successful it will be:

- \* Place Data, including speeds, spend, and other public life information
- \* Place Sentiment, by establishing stakeholder ratings for different aspects of the Town Centre, and to see if these improve over the course of an Action
- \* And Relationships, by establishing a score of trust capital that our stakeholders have in us to deliver, and to see if we can improve throughout delivering an Action.

Each has measurement tools to gather data, and then show impact.

Each action will have its own Monitoring and Evaluation plan to measure how it is delivering on the POP Goals. The specific tools and frequency of Monitoring will depend on the activity type, timing, and resources available.

Action builds on action- that's why it's essential to pause and reflect at the end of a year delivering this programme, so the key moves of the next phase become clearer, and we know we're on track to delivering on our Goals. For detailed measures please refer to **Appendix 2.**

**Pride  
of Place**



**Pride  
of Place**

# Appendices



# APPENDIX 1 - NGĀ RĀPOPOTANGA O TĀ TĀTOU AKORANGA | SUMMARY OF WHAT WE LEARNED

What We Did	What We Heard
Public Engagement	<p>We received 264 pieces of feedback from people about their aspirations for the Town Centre.</p> <ul style="list-style-type: none"> <li>• People had the most ideas around social improvements- 102 suggestions including things to do for kids and families, and highlighting assets like the skate park and scooter track as assets that require a stronger sense of personal safety.</li> <li>• This was followed by built environment upgrades- 59 suggestions including play facilities and toilet improvements, and safer crossings.</li> <li>• Then there were economic suggestions- 43 including more shops and experiences like cinemas and markets.</li> </ul>
Online Engagement	<p>131 pieces of feedback were collected which largely reflected reflected what we found in on the ground engagement.</p> <ul style="list-style-type: none"> <li>• Frequent suggestions were playgrounds, cinema, light the trees, water fountains, night markets, skate park</li> <li>• People shared 235 facebook comments, and their posts reached a total of 52,760 people</li> </ul>
Previous Consultations	<ul style="list-style-type: none"> <li>• 75% respondents to the Long Term Plan want the Town Centre to be improved. Suggestions included: better cycling + pedestrian access, parks strategy, and youth spaces.</li> <li>• 67% of 359 people surveyed post-implementation of the Hetana Street Trial didn't like the changes.</li> <li>• Mana Whenua and Railside by the Green each gave suggestions for key improvements in the Hetana Street Masterplan: to be more people-focused, tell the stories of iwi, and regenerate planting.</li> </ul>
Community Champions Workshops	<p>Community champions reiterated what we'd discovered, but gave more in-depth insights.</p> <ul style="list-style-type: none"> <li>• They demonstrated enthusiasm for action and the desire to experience new activities and events in Matamata.</li> <li>• They want council to do a few things well.</li> <li>• Ensure amenities + activities are designed with accessibility + equity.</li> <li>• Mana Whenua + young people engagement is at the start of the journey.</li> </ul>

# APPENDIX 2 - NGĀ TĀTAITANGA O NGĀ MAHI | MEASURES IN DETAIL

Objectives	Measures
Create places that are comfortable, safe, accessible for people to hang out in locations that are attractive and protected from heavy traffic.	<ul style="list-style-type: none"> <li>* Social seating audit + plan delivered</li> <li>* Foot traffic counts</li> <li>* Increase in positive town sentiment- particularly the built environment</li> </ul>
Work with a wide range of young people to design a programme of activities to encourage them to connect to their Town Centre	<ul style="list-style-type: none"> <li>* Number of people engaged</li> <li>* Retention rate of young people at workshops</li> <li>* Programmed of works defined + delivered</li> <li>* Participation numbers at activities</li> </ul>
Create opportunities and reasons for young families to hang out in the Town Centre	<ul style="list-style-type: none"> <li>* Increase in positive town sentiment with key stakeholders</li> <li>* Play activities delivered</li> </ul>
Highlight and celebrate Town Centre green spaces through activities and events that bring the community together	<ul style="list-style-type: none"> <li>* Numbers of attendees</li> <li>* Cycle traffic counts</li> <li>* Foot traffic counts within the parks</li> <li>* Increase in positive town sentiment from key stakeholders</li> <li>* Increase in relationship scores from key stakeholders</li> <li>* Number of events delivered</li> </ul>
Partner with Mana Whenua to co-design and deliver a programme of temporary activations or events that help build visibility of Mana Whenua	<ul style="list-style-type: none"> <li>* Establish baseline relationship scores</li> <li>* Increase in relationship scores</li> <li>* Programme designed</li> <li>* Number/Impact of activations delivered</li> </ul>
Encourage the use of active modes to get around with events, education and enhancing infrastructure	<ul style="list-style-type: none"> <li>* Pedestrian counts</li> <li>* Increase in town sentiment</li> <li>* Cycle counts</li> <li>* Cycle events delivered</li> <li>* Increase in relationship scores with key stakeholders</li> </ul>
Develop enabling tools that can support community members to deliver Placemaking initiatives	<ul style="list-style-type: none"> <li>* Number of applicants to community grant scheme increase</li> <li>* Funding amount to community activities</li> <li>* Data collected from funded activities measuring impacts</li> <li>* Infrastructure built</li> </ul>

Objectives	Measures
Work closely with local businesses to enhance Town Centre street life and drive local spend	<ul style="list-style-type: none"> <li>* Spend increase, indicated through spend data</li> <li>* Increase in relationship scores with key stakeholders</li> <li>* Numbers of events and activations delivered</li> <li>* Increase in town sentiment from key stakeholders</li> </ul>
Use Placemaking tools to unlock possibilities of future infrastructure now	<ul style="list-style-type: none"> <li>* Number of trial infrastructure delivered/installed</li> <li>* Number/Impact of play activity trials delivered</li> <li>* Number/Impact of events delivered</li> <li>* Increase in relationship scores with intra-council project teams and key stakeholders</li> </ul>