



Te Pride of Place Matamata - Te Rautaki me ngā Rautaki Whāinga

Pride of Place Matamata - Strategy and Action Plan

December 2023

place
creative.



Te kaunihera ā-rohe o
matamata-piako
district council



Te kaupapa o te pepamana | The purpose of this document is to:

- * Outline the community's aspirations for the future of Matamata.
- * Define Place Goals that set a strategic direction for that future.
- * Set a course of actions that will make that future happen.

Whakataukī | Proverb

Ma te kōrero ka mōhio

Through discussion comes awareness

Ma te mōhio ka mārama

Through awareness comes understanding

Ma te mārama ka mātau

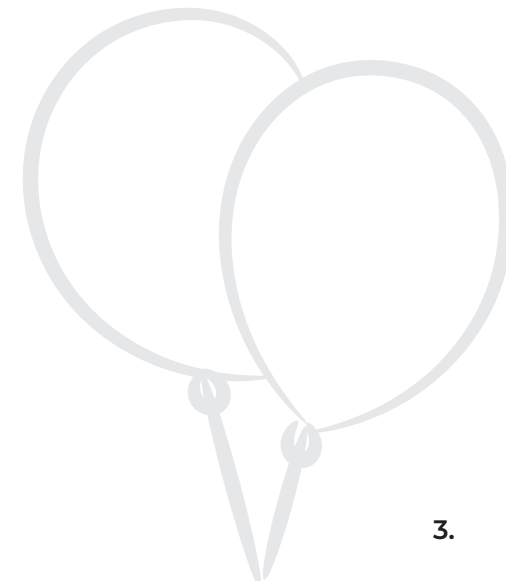
Through understanding comes wisdom

Ma te mātau ka ora ai tātou

Through wisdom comes wellbeing for all

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He nui te aroha moo Matamata | There's a lot to love about Matamata...

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 the town grows and develops so does its identity. It is therefore only fitting that we embark on a new and meaningful way of supporting this community to create a vibrant and inclusive town.



He aha te Pride of Place | What is Pride of Place?

Pride of Place is a practical project with heart - that works to build vibrancy within Matamata-Piako District's main town centres – making them even better places to live, work and play.

We work with community, to identify the unique local character of their town and establish well founded and supported goals to shape, enhance and protect it for a better future.

With support from Council, the community is empowered to lead grassroots, low-risk initiatives that contribute to the town's desired future.

Council works alongside community at every step and as a result delivers small assets and policy tweaks that make it easier to lead successful initiatives that make a difference for our communities now.

This work on the ground also plays an important role in building momentum and demonstrating genuine community support for future larger scale infrastructure assets before Council makes any significant financial outlay.

Creating vibrant places in this way, improves the livability and wellbeing of our communities. It also helps ensure support is allocated to the places where it will do the most good.



Te Haerenga o te Pride of Place | Pride of Place Journey



More than 300 pieces of community feedback received

Development of place goals and action plan

- * High level community engagement, themes were shared with known community ambassadors and ideas were fleshed out in greater detail with both a local and placemaking lens
- * Place goals and their associated actions were prepared

Making great things happen!

Discovering people and place

- * Analysed in-scope feedback from historic Council consultations in the area including the Long Term Plan
- * Familiarisation with historic community concerns, current events and initiatives
- * Reached out to known community ambassadors

Awareness campaign

- * Undertook online video and Facebook awareness campaign to let community know about the project
- * Encouraged people to get involved and highlighted the potential outcomes of the project
- * Researched community clubs, demographics and assets

Engagement

- * Undertook pop-up engagements on the streets of the town centre, nearby parks and well attended events like markets
- * Conducted workshops with community and local school children



TUITUIA

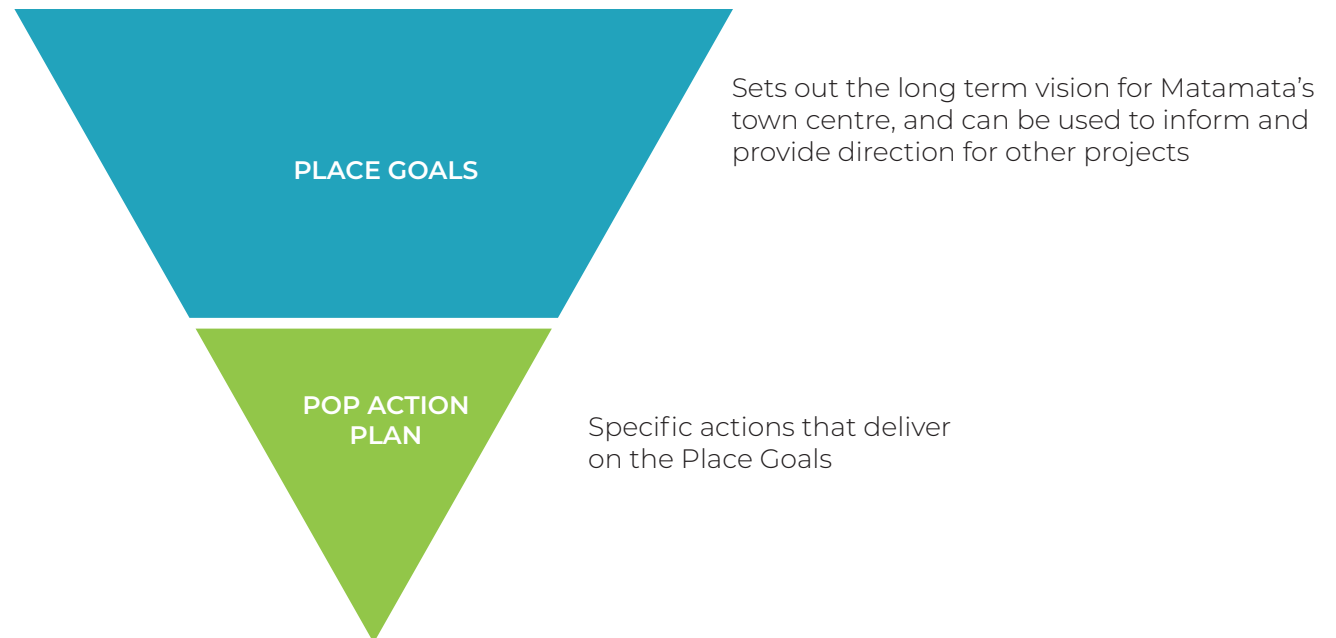
BRINGING IT
ALL TOGETHER



Timata mai ngā Wāhi Whaingā | Starting with Place Goals

At every phase of the project, the Matamata community shared insights into their town, and aspirational goals emerged. We call these Place Goals and they are what the community would like their town centre to look, feel and function like now and into the future.

Place Goals provide direction and community support for both community-led initiatives and council projects in or near the town centre. If a project connects and helps realise a Place Goal, it will take us one step closer to where the community wants its town to be.



Ngā Wāhi Whainga o Matamata | Matamata Place Goals

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

1



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

4



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

2



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

5



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

3



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

6



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

NGĀ
WHAKATUTU-
KITANGA

MAKING
THINGS
HAPPEN



Ngā Mahi Rautaki | Action Plans

Pride of Place (POP) is a project that works directly with community to develop aspirational goals for their towns. Delivering on those Place Goals is a key part of this project and it does so in three distinct ways.



By the community for the community



Small scale infrastructure and Council process changes



Activate and support new and existing Council projects



Ngā Mahi Rautaki 1 | Action Plan 1

By the community for the community - Action Plan

This first action list is made up of community-led initiatives that clearly connect to the place goals and help realise them through temporary activities and initiatives. This is where the community can take the lead on quick, fun and meaningful initiatives, with some support from Council. It should also be noted that this list will change and grow as new ideas are introduced and delivered.

How does Pride of Place help here?

Pride of Place is able to support community-led initiatives in some practical ways that make it easier for community to get great ideas off the ground. These include but are not limited to providing a staff member to help navigate council channels (permits, processes, approvals and so on), providing internal and external funding information and sharing event resources like tables, chairs, and other fun, functional items we have in the kete to help people on the day of their initiative.

Matamata By the community for the community			
Activity	Description	Place Goal	Status
Community Place Champion Network Forum	A network group to share ideas, be connected to resources, build relationships, investigate new opportunities and grow capability.	All	In progress
Placemaking grant	A micro grant scheme to support community-led initiatives. This fund also allows POP to respond to good ideas that have not been included the action list, which helps grow initiatives.	All	In progress <i>Grant open for applications</i>
Community Leadership Day	This is a regional workshop focused on connecting and investing in our community who ultimately have a positive and meaningful impact on the wellbeing of a wide range of people. The aim is to strengthen leadership, confidence and capability within our community to empower them to think differently and guide change.	All	In progress
Planting for Hetana Street Reserve wall	Connect with community groups to establish and maintain planting for the Hetana Street Reserve wall.	2, 5	In progress
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.	5	In progress <i>Some event kit available for use, get in touch if you have new ideas</i>
Manawhenua led activation programme	Work with Manawhenua partners to design a Manawhenua led activation programme, this could include celebrations such as Matariki.	4	Potential partnership to be established

Matamata
By the community for the community

Activity	Description	Place Goal	Status
Youth voice programme	Connect with local established providers to understand the current offerings. Connect existing youth leader with other established youth organisations, and local schools to create a youth forum where young people are empowered and supported to lead meaningful community initiatives.	1, 5	<i>Potential partnership to be established</i>
Matamata Dog Park social series	Connect with community groups and users of these spaces to coordinate a dog park social series.	2, 5	<i>Potential partnership to be established</i>
Activate outdoor stage at Railside By the Green	This would be series of small free events such as concerts, community group meetings, talent quests, yoga, tai chi, workshops, short film competitions, open mic nights.	1, 2, 5	<i>Potential partnership to be established</i>
Summer activity series	Promote opportunities for community-led delivery of family friendly events or organised activities utilising the towns green spaces for all ages.	2, 5	<i>Community to be involved - get in touch if you're interested</i>
Cycling activations	<p>Work with community partners to deliver a series of cycling activations, such as learn to ride, pop up skills track, guided rides etc.</p> <p><i>POP delivered an example event to bring cycling stakeholders to for forefront and encourage others to take the lead going forward. Bike Day Out was a community event led by Council staff and supported by community groups, small businesses and road skills coaches. The event kick started a month-long trial of a new bike network and allowed for plenty of sharing and helpful honest feedback about biking in Matamata and how to make it better. Following Bike Day Out, opportunities for community-led cycling initiatives and support for groups who lead initiatives that may help maximise use of Council bike infrastructure like bike racks will be promoted. Initiatives may include conducting bike maintenance workshops, community biking to school initiatives and family ride guides etc.</i></p>	3	<p>Complete</p> <p><i>Contact us if you would like to be involved</i></p>

Ngā Mahi Rautaki 2 | Action Plan 2

Small scale infrastructure and Council process changes - Action Plan

Pride of Place works with community and internal Council teams to deliver small infrastructure improvements (like outdoor power points, weather shelters, bike racks etc). It also supports tweaks to existing Council processes that make it easier for the community to deliver their great ideas and build vibrancy in their town. The funding for these actions come from existing Council budgets and co-funding opportunities with community members.

How does Pride of Place help here?

By working closely with community on their initiatives, Pride of Place will be able to respond quickly to perceived challenges by enabling, small and cost effective infrastructure and policy tweaks that make things easier for community doing this work. That could include:

- Outdoor powerpoints to eliminate the hassle and expense of using a generator
- Support for the development of an arts strategy to streamline the approval process of community art initiatives

Matamata Small scale infrastructure and Council process change			
Activity	Description	Place Goal	Status
Social seating	Install unique seating across from Rail Side by the Green in a social layout that lends itself to more public interaction opportunities. Activate the seating arrangement with old school activities like card games, chess, knots and crosses. Which will be used to show the community how they can use this special seating and help them take the lead and grow this opportunity.	1, 6	In progress
Activate laneway	Work with building owners adjacent to walkway in order to activate a prime artery lane way in the CBD which will promote Matamata's CBD's walkability.	3, 5	In progress
Install an all-weather cover for the outdoor stage	Work with potential community partners on the need for an all-weather cover for the outdoor stage.	1, 2, 5	In progress
Investigate skatepark aesthetic upgrade	Connect with community partners on the possibility of painting the skatepark with large scale artwork and wrap around amenities.		<i>Potential partnership established</i>
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.	3, 6	Complete <i>Interested businesses can contact us for further information</i>
Install bike racks in Town Centre	Install Sheffield bike rack in 4 locations and a bike repair station in the Town Centre.	3	Complete
Library Storywalks Trial	Work with Libraries to test routes for their town centre storywalks before permanent installations.	1, 2	Complete

Ngā Mahi Rautaki 3 | Action Plan 3

Activate and support new and existing Council projects - Action Plan

Pride of Place works across Council teams to provide assistance with their projects that contribute to the realisation of Place Goals. In most instances, that will come in the form of Pride of Place working with community to activate assets to ensure community get the most from them.

How does Pride of Place help here?

Pride of Place will also connect engaged community members with opportunities to provide their lived experience input to some of our larger capital projects and encourage activation of new and existing assets to maximise their community benefit. If Council delivers a new asset in town in response to the Long Term Plan for example, it will be important to work with locals who can deliver quick, fun, creative and inclusive initiatives that will get people using and enjoying the asset.

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

Matamata Activate and support new and existing Council projects			
Activity	Description	Place Goal	Status
Pop up play opportunities	Create a series of play based activations.	1, 2	In progress <i>Potential partnerships to be developed</i>
Enhance MM connectivity project	Additional infrastructure to provide better walking and cycling connectivity within the Matamata CBD. Feedback received from the community indicate a need to provide additional pedestrian crossings, shared paths and speed calming measures to various locations throughout the CBD.	2, 3	Council to lead
Accessibility Improvements	Street accessibility audits of the main town centres have identified infrastructure upgrades required to improve accessibility for all users. These urgent improvements will further enhance the safety and enjoyment of pedestrians and those on micro-mobility devices travelling through the town centres.	3	Council to lead
Inner Green route implementation on Hetana Street Reserve	Connect existing parks and reserves closest to the town centre, to create an 'inner green' walk and bike route for the community. This contributes to our place goal of making our town centre safe and easy to access on foot, bike and scooter for all ages and abilities.	2, 3	Council to lead

Me pēwhea te awhi | How to get involved

To find out more about what support is available for community initiatives, groups and individuals are encouraged to read through this document and reach out to the Pride of Place team directly via email prideofplace@mpdc.govt.nz, phone **07 884 0060** or website mpdc.govt.nz/prideofplace.

