



# Te Pride of Place Morrinsville – Te Rautaki me ngā Rautaki Whāinga

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## Pride of Place Morrinsville - 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 Morrinsville.
- \* 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**

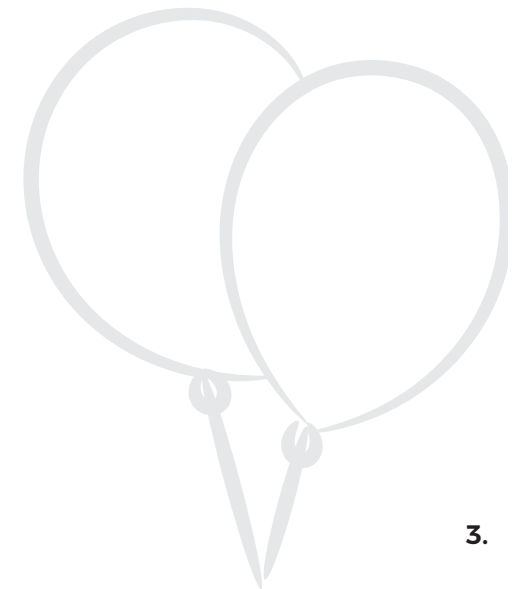
Through understanding comes wisdom

**Ma te mātau ka ora ai tātou**

Through wisdom comes wellbeing for all

# Ngā Hua | Contents

HE NUI TE AROHA MOO MORRINSVILLE   THERE'S A LOT TO LOVE ABOUT MORRINSVILLE	4
HE AHA TE PRIDE OF PLACE?   WHAT IS PRIDE OF PLACE?	5
TE HAERENGA O TE PRIDE OF PLACE   PRIDE OF PLACE JOURNEY	6
TUITUIA   BRINGING IT ALL TOGETHER	7
• Timata mai ngā Wāhi Whainga   Starting with Place Goals	8
• Ngā Wāhi Whainga o Morrinsville   Morrinsville Place Goals	9
NGĀ WHAKATUTUKITANGA   MAKING THINGS HAPPEN	10
• Ngā Mahi Rautaki   Action Plans	11
ME PĒWHEA TE AWHI   HOW TO GET INVOLVED	15





There's a lot to love about Morrinsville.

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

Morrinsville has long-standing and impressive roots in the farming industry. It is rich in the history of its Mana Whenua and is home to a diverse range of cultures, interests and pastimes.

It is also a town that is changing; with people from across New Zealand landing on Morrinsville as the place they are excited to call home and be a part of.

As Morrinsville grows and develops so does its diverse identity. It's fitting that we therefore embark on a new and meaningful way of supporting this town.

The Pride of Place project works to create an even better town centre for all, by uniting the people of Morrinsville, building capacity for community-led initiatives, and supporting momentum for the delivery of long-term projects.

# 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 250 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 attended events like markets and even a radio interview
- \* Conducted workshops with community and local school children
- \* Ran an online kōrero session to talk about the project and answer questions

TUITUIA

BRINGING IT  
ALL TOGETHER

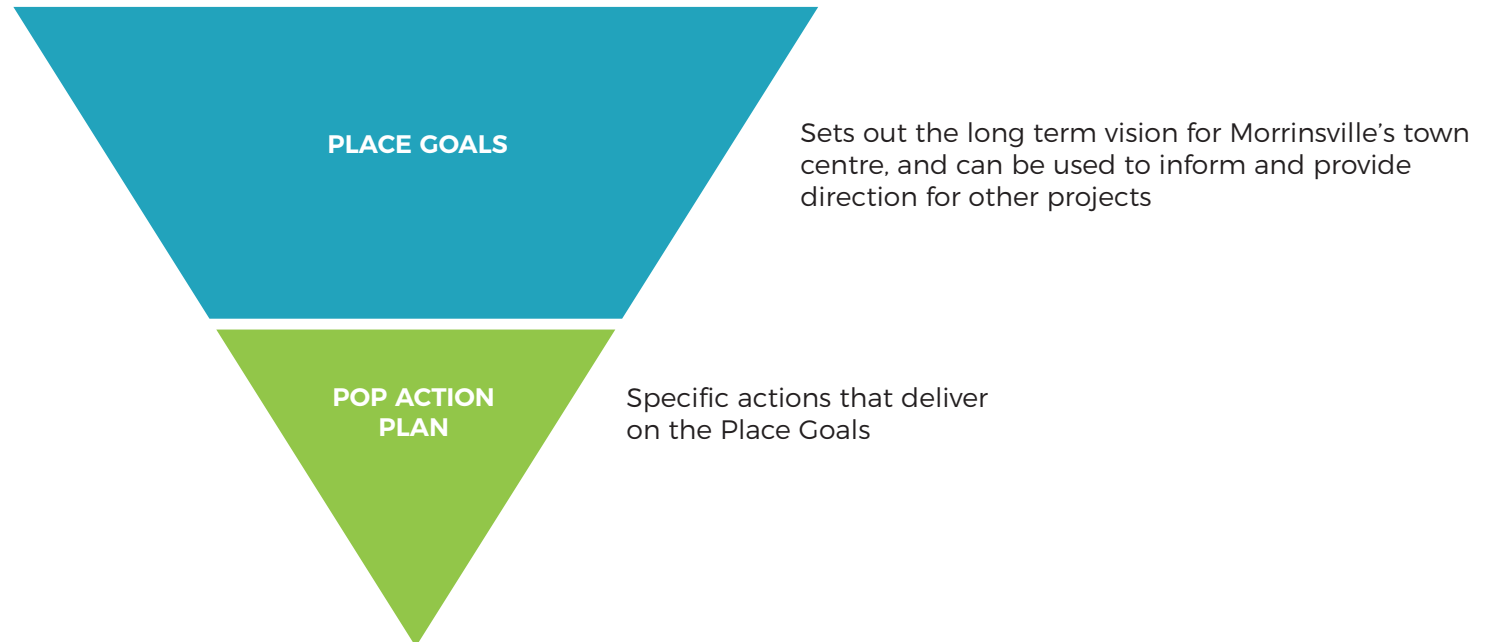




# Timata mai ngā Wahi Whaingā | Starting with Place Goals

At every phase of the project, the Morrinsville 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 Wahi Whaingā o Morrinsville | Morrinsville Place Goals

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

1



**Morrinsville is a destination for diverse social, cultural, and economic activities**

4



**Morrinsville's community can take a lead on making their Town Centre more vibrant**

2



**Morrinsville's Town Centre is physically accessible to all members of the community**

5



**Morrinsville's Town Centre is greener**

3



**Morrinsville's Town Centre has a 'Town Heart' and places that enable a vibrant social life**

6



**Multi-cultural identity and stories can be seen in Morrinsville's Town Centre**



# NGĀ WHAKATUTU- KITANGA

MAKING THINGS  
HAPPEN



# Ngā Mahi Rautaki | Action Plans

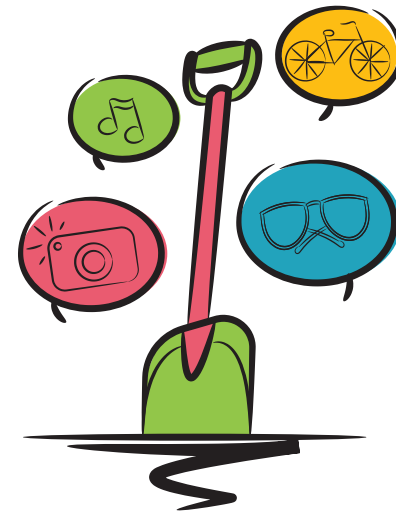
Pride of Place (POP) is a project that works directly with community to develop aspirational goals for their towns. Delivering on those Place Goals is a key part of this project and it does so in three distinct ways.



**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.

Morrinsville 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	<b>In progress</b>
Placemaking grant	A micro grant scheme to support community-led initiatives. This fund also allows the POP to respond to good ideas that have not been included the action list, which helps grow initiatives.	All	<b>In progress</b> <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	<b>In progress</b>
Town Centre Mural programme	Support community-led initiatives that result in a mural programme across the 'blank walls' within the town centre's many laneways.	1, 3, 4	<i>Potential partnership to be established</i>
Multi-cultural festival or series of events	Promote and enable community-led activities that celebrate the diverse cultures of Morrinsville. This could include Diwali celebrations and language weeks etc.	6	<i>Potential partnership to be established</i>
Cycling activations	Promote opportunities for community-led cycling initiatives and support groups who lead initiatives that may help maximise use of Council bike infrastructure. Supported initiatives could be things like bike maintenance workshops, community biking to school initiatives and family ride guides.	2, 4	<i>Potential partnership to be established</i>
Co-design and deliver programme for young people	Work with established youth organisations and local schools to create a youth forum where young people are empowered and supported to lead meaningful community initiatives.	1, 4	<i>Potential partnership to be established</i>
Skate Park activation	Support significant community-led and funded initiative for a brand new skate ramp, and adjustments to the current park layout to improve the experience of all riders and spectators.	1, 4	<i>Potential partnership to be established</i>

# 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

Morrinsville			
Enabling small scale infrastructure and Council process changes			
Activity	Description	Place Goal	Status
Sustainable and drought resistant flower baskets in town	Hanging flower baskets in the town centre with a focus on sustainable and drought resistant planting.	5	In progress
Eat the Street	Work with community to help green-up Morrinsville by piloting an edible plant project in the town centre which could incorporate local schools, restaurants, service groups, rangatahi and Iwi etc.	4, 5	In progress
Wayfinding	Work with local Iwi, business, key community members and Council to create creative innovative and effective wayfinding to highlight and link the various assets within and around the town centre and support community-led initiatives that activate these linkages.	1, 2	Potential partnership to be established

# 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.

Morrinsville Activate and support new and existing council projects			
Activity	Description	Place Goal	Status
Continuation of the Avenue Road/Snell Street Footpath	Connect existing footpaths to allow for a town centre that is easily accessible to all members of the community.	1	Council to lead
State Highway Crossing near Lorne Street	To install a safe crossing on the State Highway. This will provide a safe crossing point for all users and improve the connection between the town centre and the new shared path at the Recreation Ground. This will contribute to the place goal of the town centre being easily accessible to all.	4	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.	2	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](mailto:prideofplace@mpdc.govt.nz), phone **07 884 0060** or website [mpdc.govt.nz/prideofplace](http://mpdc.govt.nz/prideofplace).

