



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

- * Outline the community's aspirations for the future of Te Aroha.
- * 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

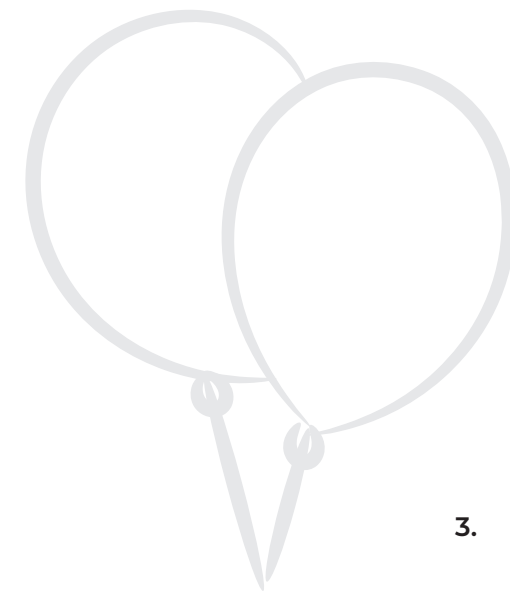
Through understanding comes wisdom

Ma te mātau ka ora ai tātou

Through wisdom comes wellbeing for all

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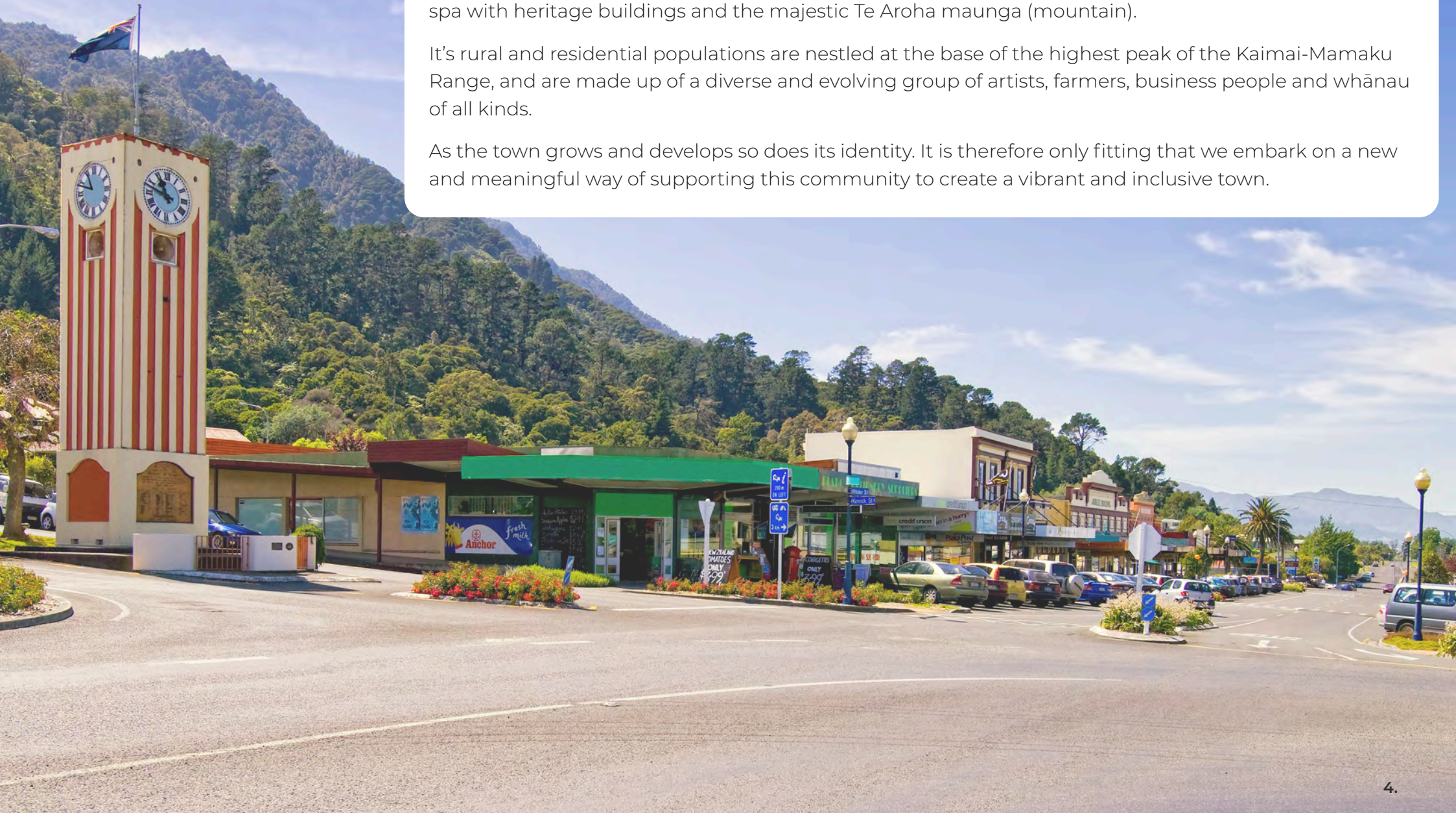


He nui te aroha moo Te Aroha | There's a lot to love about Te Aroha...

Te Aroha has a celebrated small town charm, a unique history and stunning nature-based recreation. The town notably features the only natural soda water geyser in the Southern Hemisphere, an Edwardian era spa with heritage buildings and the majestic Te Aroha maunga (mountain).

It's rural and residential populations are nestled at the base of the highest peak of the Kaimai-Mamaku Range, and are made up of a diverse and evolving group of artists, farmers, business people and whānau of all kinds.

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

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!

More than 500 pieces of community feedback received

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 Domain Day and markets
- * Conducted workshops with community and local school children
- * Ran a video campaign asking what the community love, wondered and hoped for their town

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

TUITUIA
BRINGING
IT ALL
TOGETHER

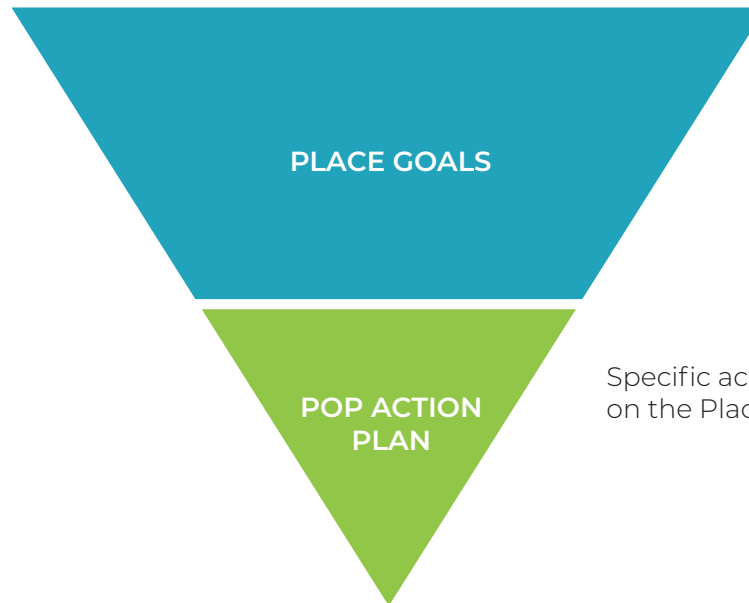




Timata mai ngā Wāhi Whaingā | Starting with Place Goals

At every phase of the project, the Te Aroha 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.



Sets out the long term vision for Te Aroha's town centre, and can be used to inform and provide direction for other projects

Specific actions that deliver on the Place Goals

Ngā Wāhi Whainga o Te Aroha | Te Aroha Place Goals

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

1



Te Aroha has a diverse and thriving social life; day and night, and for all ages with a focus on family

4



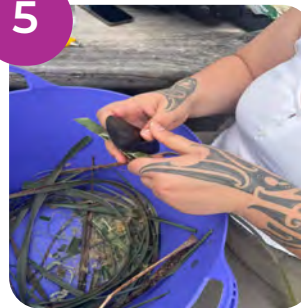
Te Aroha's nature recreation is well-used and celebrated with a focus on the domain

2



The Te Aroha community supports initiatives to maintain a tidy and well-kept town

5



Mana Whenua identity and stories can be seen in Te Aroha Town Centre and on the maunga

3



Te Aroha is safe and welcoming at all hours, day and night

6



Te Aroha Town Centre supports a thriving local economy and celebrates its unique main street

Photo credit: Ngāti Tumutumu Trust

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.

Te Aroha 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. The 'network' activities would be interactive, experiential, and hosted in various locations across the Town Centre (not your usual networking meeting).	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 in 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
G 'day and how are ya?	An initiative that promotes healthy and safe interactions in the town by checking in on your neighbours in the main street during the day.	3	* Community champion identified
Community mural art programme	Create a mural programme across the 'blank walls' within the town centre.	2, 3, 5, 6	* Community champion identified
Historical building volunteer working bee	Bring along the entire family for some good old fashioned community work that will help beautify the existing historic buildings.	2, 6	* Community champion identified
Instagramable photo set-up	Stable but removable photo set-up that visitors and residents use to showcase Te Aroha.	1, 4, 6	* Community champion identified
Community picnic series from Kenrick to Boundary Street	Bring a plate and engage with your community. This family friendly event will feature different local artists of all genres.	1, 3	* Community champion identified
Non-denominational community youth group	Connect 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, 3	* Community champion identified

Ngā Mahi Rautaki 2 | Action Plan 2

Small scale infrastructure and Council process changes - Action List

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

Te Aroha Small scale infrastructure and Council process changes			
Activity	Description	Place Goal	Status
Community lend a hand programme	Promotional campaign to connect keen community groups looking to lend a hand to deliver small town beautification projects such as seating, shade structures and so on.	1, 2	Council to lead
Temporary creative shop front programme for vacant shops	Work with vacant shop owners to dress up their windows, host new and emerging business ideas or fun community initiatives in currently untenanted shops.	2, 6	Council to lead/Creative Waikato * Community champion identified to lead the creative part of this initiative
Activate Play Streets	Using established guidelines, the community will lead fun, safe and inclusive play street events.	1, 3	Council to lead/Sport New Zealand * Community Champion has agreed to deliver the first activation
Activate Dog Park	Support community-led dog park with activation, signage and pet owner education programmes.	1, 2, 3	* Community champion identified to lead with support from Council

Ngā Mahi Rautaki 3 | Action Plan 3

Activate and support new and existing Council projects - Action List

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.

Te Aroha Activate and support new and existing Council projects			
Activity	Description	Place Goal	Potential partnerships
Town Centre lighting upgrade	Upgrade all amenity lights in the town centre to ensure Te Aroha is safe and welcoming at all hours, day and night.	3	Council to lead
Spur Street - Wetland connection	To connect the Te Aroha wetlands and spur street path to Stanley Ave. This is a key linkage for school children, residents and recreational users. The Te Aroha wetlands are an extremely well utilised green space very close to the town centre, Spur Street is a bustling hub of sports and recreational activities so connecting these two areas would ensure Te Aroha nature recreation is well-used and celebrated.	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 awahi | 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.

