



Glen Innes Strategic Plan

2018-2023



Photo credit: DKO Architecture

Vision Statement

Located at the heart of the greatest urban transformation project in New Zealand, the Glen Innes Business Improvement District (BID) is a thriving, attractive, sustainable and self-reliant business area, catering for a diverse and growing population.

Glen Innes Business Association (GIBA) is the leading catalyst for fostering the competitive advantage and promotion of the greater Glen Innes business area for economic benefit of its members through a focus on:

- Business development
- Cultural and retail diversity
- A clean and safe environment
- Commercial Investment
- Business Community interests

Objectives

- To add value by helping to increase the revenue of our member businesses
- Retain, attract and grow businesses in the Glen Innes business community
- Ensure Glen Innes is an attractive location for a diverse range of businesses and organisations and their customers / clients
- Strengthen GIBA by increasing its profile and reputation within Glen Innes, Tamaki and beyond.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Location & public transport access • Community / diversity • Anchor destination stores including two supermarkets • Trade-related businesses • Cultural and community facilities • Iconic local retailers • Strong community network 	<ul style="list-style-type: none"> • Parking / congestion • Anti-social behaviour • Mayfair Place cul-de-sac • Lack of office / commercial space • Lack of evening focused activities • Inadequate lighting
Opportunities	Challenges
<ul style="list-style-type: none"> • Tamaki Regeneration Project • Town Centre Redevelopment • Gateway signage upgrades • Te Oro Arts Centre • Signature events such as Matariki Light Trail, Bradley Lane Murals and Bradley Lane Illuminated • Commercial developments 	<ul style="list-style-type: none"> • Lack of critical mass of people • Lack of commercial investments • Auckland Council enforcement of by-laws • Pedestrian bridge from rail station • Landlord engagement • Lighting / CPTED

Competitive Advantage

The Tamaki Regeneration project, led by Tamaki Regeneration Company (TRC), is the greatest urban transformation project in New Zealand, is now underway, and is set to change Glen Innes over the next 5-10 years, with more than 7,500 new homes to be built bringing tens of thousands of new residents into the area.

Part of the mandate of TRC is the redevelopment of Glen Innes town centre – a project which is strongly supported by Glen Innes Business Association due to the benefits it will bring to our residents, businesses and other stakeholders.

With this increasing number of people living around the town centre, Glen Innes has a strong and captive local market which provides an immediate opportunity for local businesses. The key to unlocking this advantage is working out how to attract these people into Glen Innes by understanding what they want and then meeting their needs with good quality retail and commercial services.

Glen Innes is very much a community town centre that can provide a local experience that is often absent from mall-style shopping. Continuing to improve the look and feel of the town centre and the quality of its retail mix will play an important initial role in attracting new customers into the centre as well as encouraging new investment from business operators.

Glen Innes needs to focus on fulfilling its role as a local community destination and convenient shopping centre where residents, workers and others in the area can come to meet their everyday needs in a real “town centre” environment.



Photo credit: DKO Architecture

Glen Innes Town Centre Redevelopment



We support the key moves from the Glen Innes Town Centre Revitalisation project

- Look and Feel – making the town centre cleaner and more attractive
- Activities and events – attracting people to the town centre
- Safety and Security – Addressing safety issues, especially at night
- Shops and Services – Businesses that appeal to current and future residents

Improve connectivity

- Provide a town centre that is permeable and connected to the local community and beyond
- Provide priority connections to public transport

Enhance public spaces

- Capitalise upon, and enhance the existing amenities of Glen Innes through active interfaces, increased pedestrian permeability and passive surveillance through all public open spaces.

Encourage development

- Through the catalyst development sites, encourage private development that leverages off the enhanced connectivity and public realm.
- Promote and support dynamic mixed use developments that include retail, commercial and residential components that create a vibrant Glen Innes town centre destination for locals and visitors alike.



What could be different in 5 years time?

- Redevelopment of Glen Innes town centre underway including new pedestrian bridge, and improved connections within the town centre.
- Relocated bus hub
- New mixed use development along Line Rd / Taniwha Street
- Re-configured Mayfair Place
- Increase in night time economy – restaurants replacing fast food outlets and improved safety in the centre.
- Landlord representative on the Committee
- Activation of Mayfair Place
- Business to business – more networking
- Social media integration
- Retail strategy to help attract businesses to Glen Innes that appeal to current and future residents.
- Connectivity between Mayfair Place / Apirana Ave

Priority 1: Security & Environment



Aim: Show that Glen Innes is a safe area to visit, work and live in and enhance the physical environment so that coming into the Glen Innes business area is a pleasant experience.

Outcome: Stakeholders feel more comfortable in Glen Innes and the area reflects the changing face of Glen Innes and helps support the look of success.

Stakeholders: GIBA members and their staff, customers and clients; local community.

Actions:

- Police – GIBA will continue to build on-going relationship with Police, particularly the Glen Innes and Pt England Neighbourhood Policing team (NPT).
Timeframe: Ongoing
- Pacific Wardens – GIBA will continue to employ a Pacific Warden whose principal duties are to patrol the town centre, build trust among young Pacifica and help to defuse troublesome behaviour and to liaise with Police and businesses.
Timeframe: Ongoing
- CCTV – GIBA will continue to extend its network of CCTV cameras
Timeframe: Ongoing
- Security Patrol – GIBA will maintain a security presence through a night time security patrol
Timeframe: Ongoing
- Security Forum – GIBA will facilitate monthly “Security catch-up” meetings with representatives from GIBA, NPT, Tamaki Community Patrols, GIBA Security contractor and our Pacific Warden staff member.
Timeframe: Ongoing
- General Cleanliness / Footpaths / Graffiti removal – We will maintain a working relationship with Auckland Council asset and environmental contractors to ensure the service levels are maintained and enhanced.
Timeframe: Ongoing



Priority 2: Branding & Promotions



Aim: Promote Glen Innes as a great area to come to for new businesses, shoppers or visitors.

Outcome: Customer and stakeholder loyalty with Glen Innes brand and increased awareness of everything Glen Innes offers. Businesses, shoppers and visitors want to come to Glen Innes

Stakeholders: GIBA members and their staff, existing and future business members; customers and clients; local community

Actions:

- Brand proposition – We will work with TRC on developing a brand proposition for Glen Innes that clearly defines what makes us different and why people would want to visit.
Timeframe: 2018/19
- Matariki Light Trail – GIBA will continue to host this growing signature event and assist Public Dreams Trust in seeking additional outside sponsors to make it a significant event on the Matariki celebrations calendar.
Timeframe: 2018 and yearly ongoing
- Bradley Lane Illuminated and Bradley Lane murals project – GIBA will continue to support these two growing Glen Innes events.
Timeframe: Ongoing
- Other Community group events – We will seek to partner with or play a supporting role with other community groups and organisations that wish to run events in the town centre, such as the Tamariki Ora Day, to attract visitors to the centre and to activate our public spaces.
Timeframe: Ongoing

Bradley Lane Mural project - local youths working on a mural.



Priority 3: Economic Development & Member Services



Aim: To provide members with valuable services, support, networking opportunities and timely information of relevance to local businesses

Outcome: Members see GIBA as a valuable source of essential business information and see GIBA activity aiding in development of a strong local economy and are aware of the services and support offered.

Stakeholders: GIBA members and their staff, customers and clients; local community, Glen Innes Library, Ruapotaka Marae, CAB, Community Centre, local schools, churches and interest groups.

Actions:

- GI Super Shop – Re-establishing an annual event to encourage retailers to utilise the best retail practises possible to attract shoppers to their businesses and to recognise excellence and improvement.
Timeframe: 2018/19
- Boundary Expansion – We will carry out a boundary expansion into the Felton Matthew area, and continue to support efforts to establish a BID in the wider Tamaki area in conjunction with the Panmure Business Association and Maungakiekie Tamaki Local Board.
Timeframe: 2019/20
- Communications – We will continue to produce regular newsletters and email communications, and continue to build our social media presence (Facebook).
Timeframe: Ongoing
- Networking – We will continue to facilitate and support opportunities for networking with members and incorporate networking with training sessions.
Timeframe: Ongoing
- Community Groups – We will support Glen Innes community and local organisations, and play a leading role in community initiatives where relevant.
Timeframe: Ongoing



Glen Innes Business Mix



- LEGEND**
- Active/leisure
 - Banks & Financial Services
 - Public & Community
 - Fitness & Wellbeing
 - Food & Groceries
 - Government & Non-profit
 - Hospitality
 - Manufacturing
 - Medical & Health Services
 - Retail
 - Religious
 - Services & Trades/Professional Services
 - Vacant
 - Residential



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