



# STRATEGIC PLAN 2019-2022



# SP

KINGSLAND  
EDEN PARK  
MORNINGSIDE

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THE  
**FRINGE**  
DISTRICT

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## Vision

The Fringe District. The place to be.

The Fringe District is a vibrant and successful hub of activity; day and night.

The Fringe District provides a diverse and unique range of quality services, products, creativity, and experiences, for our community living, working, visiting and doing business here.

Sitting on the Auckland City fringe we are a must visit hospitality destination.

Open 7am-1am the urban lifestyle of our neighbourhood compliments our diverse owner / operator hospitality, ranging from Jordanian to Japanese, French to Mediterranean, and from pub grub to kebabs, special effects make up to NZ-only made goods, and a good local curry, to our fine dining cuisine experiences.

## Purpose

Using the brand, The Fringe District, ensure we are a must-go-to destination.

An active business society representing three communities; Eden Park, Kingsland, Morningside

Support TFD businesses to connect, grow, innovate & collaborate.

Ensure TFD is a great place to do business, to work, to visit, and to live.

## Core Values

The Fringe District will conduct and demonstrate key values in all aspects of the organisation.

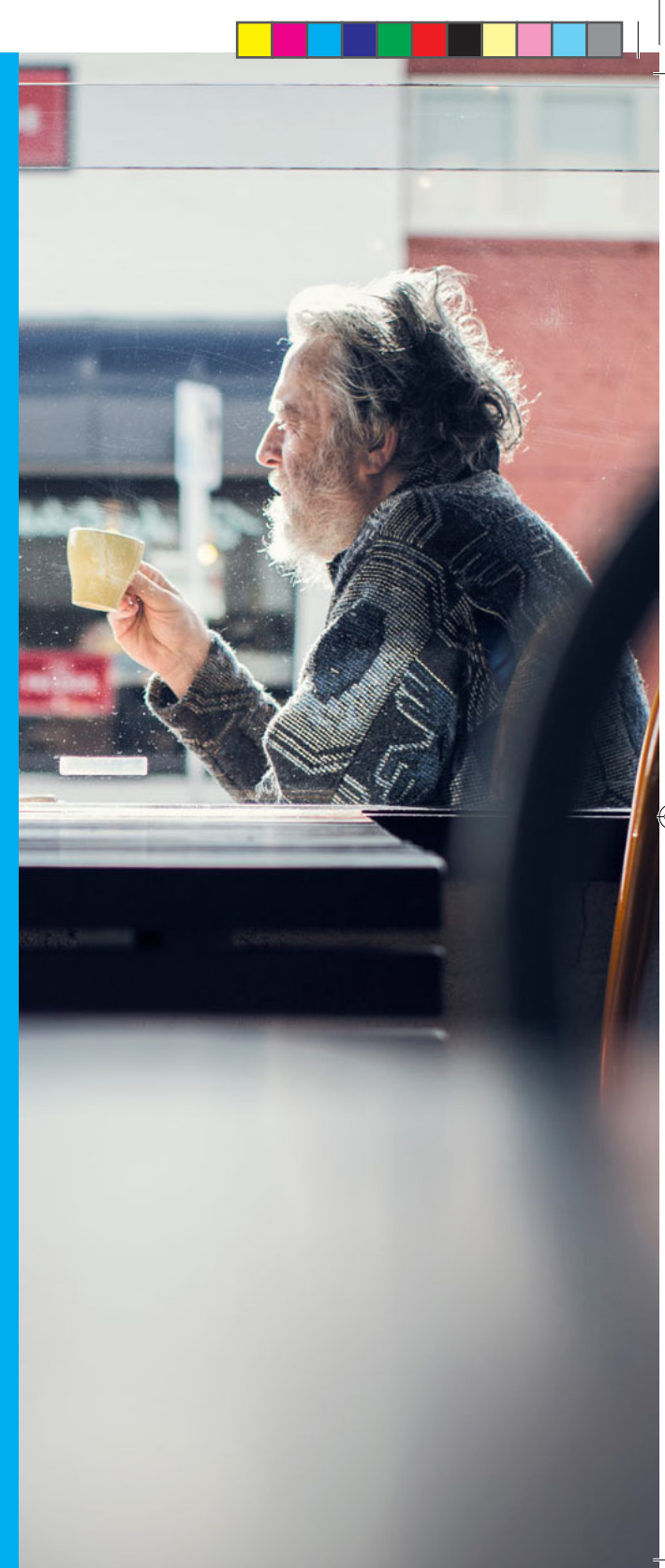
The Fringe District commits to be creative, aspirational, welcoming and collaborative, operating with integrity, and a long-term focus on sustainability.

Consultative and Informative – TFD members will be provided with clear information and encouraged to engage on matters that affect The Fringe District. Relevant information will be shared and provided to TFD businesses and property owners.

Advocacy – The Fringe District actively advocating in strategic fashion on behalf of TFD businesses, and we will do so where appropriate, in alliance with other organisations on issues relating to TFD, its businesses, community and our brand within the Auckland region,

Community Minded – TFD will work with other Fringe District organisations and groups that have a common interest or involvement with The Fringe District.

Accountable – TFD will be accountable to all stakeholders to ensure good stewardship of its resources.





## Objectives

Strengthen The Fringe District brand by raising its profile and position within the Auckland region.

Maintain The Fringe Districts appearance so it remains attractive for users and visitors.

Ensure The Fringe District has frequent and engaging events for locals, Aucklanders', and visitors.

Ensure The Fringe District is a great place to do business.

## Challenges

Competition – From other BIDS and fringe villages that provide a similar mix of city fringe living; Ponsonby, Uptown, Grey Lynn, and Dominion Road.

Traffic and Parking - Limited car parking opportunities play an important role in how The Fringe District is viewed as an accessible destination.

Streetscape – Maintaining a visually vibrant, tidy, and quality streetscape.

Unique mixture of suburbs - Maintaining continuity of vision, and individuality, between the three suburbs we represent; Eden Park, Kingsland and Morningside.

Branding – Ensuring the Auckland and online community know who we are.

## Strengths

**Locals** – A large and supportive local catchment that loves supporting our 3 villages.

**Location** – A central location within walking or biking distance from the CBD and other tourism destinations including our own Eden Park.

**Accessibility** – We are highly accessible; three motorway systems; Northern, Western and Southern motorways, three train stations; Mt Eden, Kingsland and Morningside, as well as many bus routes and the north-western cycleway are all on our doorstep.

**Community** – Having a focus on locals, and a strong sense of community, and culturally appropriate practice for a multi-cultural Aotearoa, ensures that all people in and visiting our community are included, and feel acknowledged.

**Urban Mix** – Increasing intensification with well-developed and well-presented buildings will populate our villages, and the line of work and play blur into a hive of buzzing urban living and activity.

**Creative** – Known for attracting an eclectic mix of edgy and inspirational creatives and artists, (who live and work in or neighbourhood), they create great echoes, artistic impressions, and generate a creative culture that is reflective of our diversity and vibrancy.

**Cafes, Bars and Restaurants** - Breakfast, lunch, dinner and drinks options from 7am to 1am means we are a hub of activity both day and night.



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Services – A wide range of passionate owner / operator small – medium businesses provide diverse, engaging and unique offerings.

Community Facilities – Trinity Church Hall, Eden Park, Nixon Park, and Kowhai Intermediate School allow for a wide range of community activities and events, to thrive across our villages.

Heritage and History – Heritage buildings, strong local history, and the development of Eden Park from Cabbage Tree Swamp, add a diversity, and rich tapestry to our local community.

## Opportunities

Marketing and Advertising – Marketing our brand; The Fringe District, with monthly campaigns on multiple media platforms; (radio, billboard, flyer distribution and social media), to develop the brand, brand recognition and representation, and the activity that relates to and in The Fringe District.

Signature events – Continue to develop regular and annual signature events that bring a sense of community, culture, fun and laughter to The Fringe District. Events that are focused on community, and provide opportunity for our businesses to take advantage of an increase in visitor numbers.

Streetscapes – Continue to develop our warm and welcoming street frontage with continued installation of fairy lighting across the three villages, to connect them via lighting. Additionally, adding street murals that celebrate our cultural diversity, our artistic echoes, and a sense of community.



Local community – Continue providing community events that are attractive to our locals, doubling up their sense of belonging through localised advertising, marketing and social. Locals specials that encourage our community to buy local.

Businesses – Continue conversations with passionate business owners on our social media pages, while encouraging locals to buy local. Connect businesses to the people.

Events in our neighbourhoods – Utilise large scale events at Eden Park, Nixon Park as a gateway for visitors, as well as smaller events run by the likes of Crave Café, Kingsland Eco Group, Gribblehirst Hub and local business owners, for further gateway opportunities.

Collaboration - across neighbourhoods and communities with an open invitation to community members to work alongside us, with us, and together on various projects



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 EAT & DRINK  
 WORK  
 LIVE  
 PLAY  
 CREATE  
 DO BUSINESS  
 BE YOURSELF



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## The Strategic Plan 2019-2222

The Kingsland Business Society Inc. (The Fringe District), in partnership with Auckland Council under the Business Improvement District (BID) agreement programme has set out the following strategic direction for the organisation and membership of The Fringe District. This plan is leveraging The Fringe District strengths and opportunities to promote and encourage local economic development.

This plan identifies the timeline for achieving the actions. Some actions will be projects with a long term focus, others will be ongoing. The plan gives an indication to the expected outcome and how this will be measured. Also identified are the stakeholders or partners that The Fringe District will work with to achieve the desired outcomes.

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## Stakeholders include

The Fringe District Businesses – The many business owners that make up our Village business community who have a vested interest in the future of The Fringe District.

The Fringe District Property Owners – Those people who have purchased and own commercial property in The Fringe District who have a vested interest in the future of The Fringe District.

The Fringe District Community – The wonderful and energetic eclectic people, residents and visitors that come together to shop, live, work and visit Mt Eden Village.

Auckland Council – Working across the Council departments. Providing business intelligence information, bylaw and policy updates and regulatory information.

Albert Eden Local Board – Working with the Local Board to deliver local economic development outcomes, heritage projects and community development projects.

Auckland Transport – Responsible for all aspects of public space from boundary to boundary including the carriage way and footpath. Traffic and parking, enforcement and monitoring.

KiwiRail – Responsible for train accessibility, and destination flow.

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## The Fringe District Partners include but are not limited to

Auckland Tourism Events and Economic Development (ATEED) – Responsible for region wide events, regional tourism initiatives, etc.

Kingsland Eco Group – A group of neighbours who have a vested interest in the sustainability, and education of sustainability in The Fringe District.

Trinity Methodist Church – A church and local hall in the centre of Kingsland. This fantastic community facility is open to support our community in a broad range of activities.

Eden Park – A stadium, convention centre, hall, and meeting rooms. This legendary facility is open to support our community also in a broad range of facilities, but also offers large scale events that directly increase the foot traffic, and economic development of our villages.

Nixon Park – An outdoor park available for a variety of sporting and community needs.

## Friends of The Fringe District

Gribblehirst Hub – A neighbouring group who have a vested interest in the creative of, and thriving neighbourhoods, and communities together

Associate Memberships – Memberships of business owners who reside outside The Fringe District, but believe in our values, and are passionate about our community, and what we do.

Eden Park Residents Association – A neighbourhood group who are passionate about Eden Park, its longevity, and multiple purpose use.



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## Objective 1 - Strengthen The Fringe District by raising its profile

Action	Timeline	TFD Role
<b>Committee Membership</b> <ul style="list-style-type: none"> <li>• Maintain good skill base</li> <li>• Measure and monitor achievements listed in the strategic plan</li> </ul>	Annually & long term	TFD Members
<b>The Brand</b> <ul style="list-style-type: none"> <li>• Develop the Brand; its DNA, and Brand Guidelines</li> <li>• Promote the brand across multiple communication and marketing platforms</li> <li>• Hold regular events that promote the brand</li> </ul>	Ongoing & long term	TFD Board TFD Manager
<b>Communication</b> <ul style="list-style-type: none"> <li>• Website</li> <li>• Newsletters</li> <li>• Social Media</li> <li>• Marketing &amp; Advertising</li> </ul>	Ongoing & long term	TFD Board TFD Manager
<b>Establish and strengthen partnerships with</b> <ul style="list-style-type: none"> <li>• TFD business community</li> <li>• TFD local community</li> <li>• Stakeholders and partners</li> <li>• Media</li> <li>• Community Groups / Friends</li> <li>• Associate members</li> </ul>	Ongoing & long term	TFD Manager



## and position within the Auckland region

Stakeholders	Outcome	Measurements
TFD Members	Good representation of business owners on TFD Board Good interaction between TFD Board and TFD Members	10 annual meetings
TFD Members TFD Partners TFD Stakeholders Albert-Eden Local Board	Good brand awareness Continuity across all mediums A defined voice and tone Seen & heard on multi-platforms Good interactions between businesses and community	Feedback and responses Brand awareness at events Involvement in events Website visitors Social media exposure
TFD Members TFD Partners TFD Stakeholders Albert-Eden Local Board Consumers and community	As above plus; Sharing of information & knowledge Regular two way communication Updates on happenings and areas requiring input and feedback	Feedback and responses Brand awareness Involvement in community/events Website visitors Social media exposure
TFD Members TFD Partners TFD Stakeholders Albert-Eden Local Board	Shared input into events and initiatives Better understanding of TFD and its business issues and concerns	Involvement in events Feedback into events Advertising



## Objective 2 - Maintain The Fringe District's appearance so it

Action	Timeline	TFD Role
<p><b>Traffic and Parking</b></p> <ul style="list-style-type: none"> <li>• Promote use of public transport across all marketing and advertising of TFD</li> <li>• Maintain regular communication with AT, who will oversee information building of visitors</li> </ul>	Ongoing & long term	TFD Board TFD Manager
<p><b>Environment</b></p> <ul style="list-style-type: none"> <li>• Streetscapes</li> <li>• Public Places</li> <li>• Access</li> <li>• Signage</li> <li>• Lighting</li> <li>• Trees and gardens</li> <li>• Safe and secure</li> </ul>	Ongoing & long term	TFD Board TFD Manager
<p><b>Communication to visitors &amp; users</b></p> <ul style="list-style-type: none"> <li>• Effectively communicate TFD story utilising; TFD website Social Media platforms</li> </ul>	Ongoing	TFD Manager

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## remains attractive for users and visitors

Stakeholders	Outcome	Measurements
Auckland Council Auckland Transport Albert Eden Local Board	Ensure visitor knowledge of multiple public transport avenues; 2 train stops, multiple bus stops, cycle ways, walking distance from CBD Ensure there are adequate systems in place for customer parking turn over to ensure a good overall experience. Monitor, advocate, and lobby	Regular reviews Regular communication with AT Regular communication with local business owners
Auckland Council Auckland Transport Albert Eden Local Board	Ensure TFD is tidy, well presented and feels safe by way of; Actively using security to deter crime, and mischief Actively lighting our neighbourhood to feel warmer and safer Talking to business owners Monitor, advocate, and lobby	Regular reviews Regular communication with AT Regular communication with local business owners
Website Social Media	Brand aligned portal of information which celebrates all the relevant information on, and about the many activities, characters and events located in and around TFD.	Website visitors Social Media visitors, followers Responses to advertised opportunities

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## Objective 3 - Ensure The Fringe District has frequent and engaging

Action	Timeline	TFD Role
<p>Promotion and Marketing of TFD events, including;</p> <ul style="list-style-type: none"> <li>• Date Night x 5</li> <li>• The Fringe Flavours x 2</li> <li>• An Eden Park Christmas</li> </ul> <p>Promotion and marketing of members events and promotions such as;</p> <ul style="list-style-type: none"> <li>• The Beer Mile</li> <li>• The Block Partys</li> <li>• Crave Cafe Street Partys</li> </ul> <p>Promotion and marketing of community group events such as;</p> <ul style="list-style-type: none"> <li>• Crafternoon Tea</li> <li>• Rocky Nook Bowls</li> <li>• Gribblehirst Hub and gardens</li> <li>• Kingsland Eco Group</li> <li>• Events happening in BIDs surrounding TFD</li> <li>• Albert-Eden sponsored initiatives</li> </ul> <p>Promotion and marketing of local business promotions in TFD</p>	Ongoing, short term & long term	TFD Board TFD Manager
<p>Establish partnerships and collaborations with groups that enhance TFD experience</p>	Ongoing & long term	TFD Manager

## events for locals, Aucklanders', and visitors

Stakeholders	Outcome	Measurements
<p>TFD members Auckland Council Auckland Transport Albert Eden Local Board</p>	<p>Developing support and trust within our business community Maintaining good quality brand and value added offer Promoting our brand specific experiences and point of differences Celebrating our core values</p>	<p>Attendance at events Feedback from businesses Involvement in partner events collaborations with business community</p>
<p>As above, and also; Eden Park, Gribblehirst Hub, Rocky Nook Bowls, The Auckland Irish Society, Associate members and Friends of TFD</p>	<p>Establish and develop long term relationships Develop better brand experiences Cross promote and advertise events</p>	<p>Create new opportunities with existing events Member and public engagement</p>

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## Objective 4 - Ensure The Fringe District is a great place for people

Action	Timeline	TFD Role
<p><b>Business Support;</b></p> <ul style="list-style-type: none"> <li>• Share and disseminate information</li> <li>• Work with key partner to provide business support</li> <li>• Act as a referral</li> <li>• Business networking opportunities</li> <li>• Promote collaboration and partnership of activities</li> </ul>	Ongoing, long term & long term	TFD Board TFD Manager
<p><b>Business IQ;</b></p> <ul style="list-style-type: none"> <li>• Ensure a good understanding of how The Fringe District businesses are performing</li> <li>• Be able to identify where support and information is needed</li> <li>• Develop strategies that highlight business ownership in The Fringe District</li> </ul>	Ongoing & long term	TFD Board TFD Manager
<p><b>Be the voice of The Fringe District</b></p> <ul style="list-style-type: none"> <li>• Act as a sounding board for the issue</li> <li>• Champion the cause for the majority</li> <li>• Maximise opportunities that are presented and engage with members to take advantage</li> </ul>	Ongoing & long term	TFD Board TFD Manager

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## to do business

Stakeholders	Outcome	Measurements
<p>Auckland Council Auckland Transport Albert Eden Local Board ATEED Other Fringe District organisations</p>	<p>Ensure the views of The Fringe District businesses are heard and considered Ensure our businesses are represented in all submission processes</p>	<p>Number of businesses engaging in opportunities</p>
<p>TFD Members TFD Board Auckland Council Auckland Transport Albert Eden Local Board</p>	<p>Marketview data Business and event surveys</p>	<p>Retail spend data</p>
<p>TFD Members TFD Board Auckland Council Auckland Transport Albert Eden Local Board</p>	<p>Respond to issue and changes that may effect The Fringe district businesses including submissions on behalf of The Fringe District businesses</p>	<p>Regular communication with businesses, and owners in The Fringe District</p>

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