

Kaunihera | Council

Ngā Tāpiritanga – Pūrongo | Attachments – Reports ATTACHMENTS UNDER SEPARATE COVER

Notice is hereby given that an ordinary meeting of Matamata-Piako District Council will be held on:

Ko te rā | Date: Wednesday 26 April 2023

Wā | Time: 9.00am

Meeting Room: Council Chambers 35 Kenrick Street

TE AROHA

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7.4 Morrinsville Pride of Place - Strategic and Action Plan - Endorsement

A. DRAFT - Pride of Place Morrinsville - Strategy and Action Plan





Support for a comprehensive network of bike lanes and paths

Into and around town

Community and business support confirmed in the March 2023 campaign

Please note:

Contact details of signatories have been redacted as required by the Privacy Act 2020



Businesses- Arawa St & Broadway Page 1

Cycle Network for Matamata

I fully support a comprehensive network of bicycle lanes and paths for Matamata.

A cycle network to get riders of all ages and abilities safely *into* and *around* town was proposed to Matamata Piako District Council by Transition Matamata in 2019. In 2020, the group provided council with a detailed map with suggested routes. The plan has been endorsed by local schools (for safe cycling), the medical community (for healthy, active living) and the Chamber of Commerce (to ease parking pressure in the CBD).

Let's get on with it!

	Busines	s Nome.
Name	Philes	Email*
Adrense	Theramitureto	ainto Croft Stop
Sonya Church.	Shed Boutique	Style.
Keeley-Henderson	Stirling Sports.	9
Michael Smith	Harvey Matument	1
Mia Smol	Wahnet lodge Mark	terret a
Jame Margan	Hatamale Regl 63	ale
RON CHAMHAN	MOMENTO CAPE	
BINA CHAUMAN	MOMENTO CAPE	
Shoman. C	TANK.	
Rana Jehardad	Denture Link Matakanta	
Rochelle Richardon	Heath 2000 Martamo	Ac
Tia Margan		Backdoon
Amy Corier	pippins	
Dide Nevel	Eight me Nortic	. 251
Cour ACKLANS.	FURNIUPE ZONE	
Kyla Cover	Gifted.	
Jane Pilie	Jane's Fashion	
Harcauts Motouda	Harcourts.	

^{*}Transition Matamata does not share contact details provided.

Please return lists of names by March 31 to Gord Stewart (gord@aguas.co.nz, 027 416 5672)

Transition Matamata is a non-profit community group promoting energy conservation, sustainable living, and a strong and resilient local economy.



Buriness - Avawa St. 4 Broadway 9.2

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Let's get on with it!

Name	Phone* Business Name.	<u>Smail*</u>
Kodak + Black - Paul	o Marie	
Kin	64 Collect Kitchen	ı
Coileen Jan Lierop	LJ Hooker.	
MIRANDA THOMSON	WESTPAC	
Mike Buckup	Bella Graham,	
Mike Buckuan	Podert Hanus Cate	
Daisy Digital	Sarsh Imeran	
Earleys	Margaret Troughb)
00		

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Cyle Network - Online position

Email

First Name and Surname	Phone
------------------------	-------

Shanan Mowatt

Theo Brus

Greg Martin

Nathanael Hollings

Nick Humphries

Quenton Buser

Johanna Darquea

Maria Ceballos

James Wylie

Mariana Vargas

Heath Tapper

Nicki Tomkins

Viv Aitchison

Tim Seuchter

Juliet Shaw

Laura Edgington

Craig Le Vaillant

Christine Orr

Michelle Shannon

Melody Anne Priest

Sally Jenkins

Riann Ahmadi

Alistair Paterson

Benjamin Doyle

Danielle Marks

Katrina Bagley

Bernadette Lilo

Gordon David

Joanne David

David Addis

Simon Gascoigne

Claire Piens

Mason La Trobe

Max Shepherd

Sue Middleton

Neal Butt

Esther Irwin

Pauline Rouse

Jim Rouse

Graeme Saddleton

Allan Taunt

Liam Carter

Matthew Leach

Becky Bruins



Individuals

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Let's get on with it!

Name	Phone*	Email*
Tiwaipaare Rawini		
Darren Hine		
Timi Hoko		
GUS MILCER		
Chensh Warren		
Jason Inglis		
babriel Auliso		
TIKOLO LAKALAHI		
Sangel Throbald		
KIM HIREME		
Nother Moulder		
Coll Tuhakarain		
los Fernandes		
than Tapper		
Glenn Barrow		
who panaga		
Edu Godond		
Sambosh Bhusey		
Ali Sefidan	ransition Matamata does not share contact	details provided

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Let's get on with it!

Name	Phone*	Email*
Mob Bruins		
Maz McIvor	-	
Breg Estel	4	
FRIC MUKLE		
RO. ZAImil	(
Owen WestLake Need Tol	1	
PETER THISSEM	_	
Graema Guifford		
hade himel		
Mite Maxwell		
Jepua Sadler		
Brown Skalant	_	
Klins Luck		
D. Oale		
B. Bro. 720		
John Kendall	-	
FRANK HILLIAR		
Coller Hamilton		

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Let's get on with it!

Name	Phone*	Email*
Manana Vargas		
Henry Bond		
hex Horney		
Jef Johnson		
Helen Brooks		
Kay Toppin		
VICKY KCLLY		
Groene Kelly		
Linda Kelly		
FIONA VANDEPUTTE		
Seam David		
SollyJankins		
Julie Folkes		
Adrienne Tobeck		
Wayne vabeck		
Babara Bislep		
Christian De Vega		

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Attachments



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Let's get on with it!

Name	Phone*	Email*
Vicky Sainching		
alenda Corkill		
Theo Bus		
Mike Davies		
QX READ.		
Barran 1007195		
Dione Thomas		
Jane Belton		
Bryce Howard		
Henry de Haels		
Joselys Cole		
Emma Campbell		
Tim Seachter		
John Anderson		
Kevin Sing		
Alice Albright		
Ashley Albright		
Maz M Ivor		

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Let's get on with it!

Name	Phone*	Email*	1
MARTIN PARKES			
Jill Law			
Virginia McMillan			
Sandy Stewart			
Max Shepherd			
nesley Hund	1		
Mellin Titleton			
Sonia Hart			
Brendon Hort	₹		
Phillo West			
Kaisha Horne			
Casey Dursedth			
Armee Ho-land			
Bianco Suith			
David Smith			
مرداته مرداته			
Martin Low			
Judith Danks	(

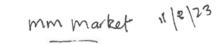
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Let's get on with it!

Name	Phone*	Email*	
	Filolie	cmail	J.
Sie Gothan	-		
Beth Herder			
Garry King			
Alex Jona			
Chrome Miles			
Ross MILES			
Conte Mooa			
Jim Madquick			
Jema Steer			
Jessica Sontstra			
Emma Smitstra	_		
dill Trisks			
PETER TRISKA	_		
Shirles Hickson	_		
Cheryl King			
Marisa King	1		
RON GONNOR			
Julie Connor	-		

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mm Market 11/3/23

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Let's get on with it!

Name	Phone*	Email*
Helen Brooks		,
Nome Carlier		
JAMIE BULLA		
Jo towler		
Gin faule		
Brenno luce		
Jo + Len		
Janice Ecolostone		
Jill Philps		
Ron instes		
Mena Willis		
75Kaman -		
Sygun Wisson		
Mark Sour		
Christy Giffshi		
Mike Exittiths		
Judie Haydes		
Lorna Kerpola.		
*T.	ransition Matamata does not share contact	details provided

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Let's get on with it!

** CUT-OFF 26 MARCH!!

** Email*

Name	Phone*
cath Shopet	
Mike Sloppett	
John Geners.	
Ros Edwards	
CLAREMATHERS	
TON HILHORST	
Joy Hartley	
PaulineDunn	
TOKTORC.	
Janet Johnson	
Kathleen mullooly	
Lyn Kinnaird	
RUTH PRETTY	
Sharron Greves	
Sheron Hitch	
Dave Hitch	
Wayne Wotson	

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Let's get on with it!

Name	Phone*	Email*
LINDSMY FORD		
Alison FORD		
David Hume		
Kath DAT		
Mark Stre		
JOHN GALWAY		
Mike famill		
Rachael Curis		
Stephen Cope		
Brenda Poppl.		
Tracey Simmonds		
Ruain Kelly		
Andrea Penshaw		
Paul Renstan		
Dess Diakinson		
WIC ANTONEZ		
Kasey Lewis		
Dole Ertel		

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Let's get on with it!

Name	Phone*	Email*
Sue van de Moke		
John P. Brooks	_	
AHSAN		
Kelly Newman.		
alongs Machell		
Hannah Eubanks		
COLN STEWART		
Diame Minto		
Conin REED		
Joan Bartok	<u>s</u>	
Betty Deggon	_	
gay Wrigh		
2))		
LaDa Merc	_	
Blace Tui		
	-	

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Let's get on with it!

Name	Phone*	Email*
19 Delugran		
Am Hutchison		
Gvan Alphen		
5 Stewart		
Miciam Wight		
Jam, Haskett		
Julie Boity		
acoine Tamston		
secon for under		
caylene Bury		
Jerny Haslem		
Paul Judson		
Pridy Boons		
Lyw Houley		

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community (for healthy, active living) and the Chamber of Commerce (to ease parking pressure in the CBD).

Let's get on with it!

Name	Phone*	Email*
COROLYN STEPHENSON		
Michelle Tamer		
Tom Stephenson		
RAM COOTE		
RAVUNE STUART		
Robert Stuck		
DAVIO PARKER		
BRIAN HUNTER		
Lyn Dobbe		
Both by br		
Earl Woods		
John Fam my		
Dave Sohnson.		
Lynethe Stanley		

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Let's get on with it!

Name	Phone*	Email*
Wordi McGovern	(
Hayden M'Govern	(
Dong Hill	(
RAY COOTS	(
Murray + Dorony Wakel;	_	
IAN MANTON	C	
Brenda Hull	(
Chrissey Stanley	(
Shiena lockia	1	
VIV Rosoman	(
MEN WARNICK	(
PETER MUCHELLS		
Margaret What a por	ť	

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Let's get on with it!

	Name	Phone*	Email*
ma {	Denamon		
wppa }	- bRussell		
(8. Collins		
1	Russell Sinclair		
	G. Dianne Sinclair		
	Sasa Dant		
Kiwani S	Row moles.		
Kimer <	Dystell.		
	I O I		
	Om Souther		
	Justin Helly		
1.0	Elden.		
,			

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Let's get on with it!

Name	Phone*	Email*
'Katriwa young		
Ron vande Molen		
M& Southall		
Charlotte Waugh		
STEVE WRIGHT		
Glenn Writeman		
Jane Tunnage		
Lean Tignovich		
16E= 1315HOP		
Ray Robin		
marian Tokona		
ii .		

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Let's get on with it!

Name	Phone*	Email*	
Robin: Anderson Dr. Edgeworke			
Dr Edgeworke			
SIMON BELTON			
W.J. Sinclair			
Douce Sinciple			
Spenie Deichard			
Kaitlin Mck. 1/00			
Show wellington			
Hayden Mahood			

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02/10587.731

Manara Vary 02/05

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Let's get on with it!

Name	Phone*	Email*
Just Dantes		
Sugar Housen		
Trina farmilo		
Marily Snith		
ALEX REINA		
Dear O'Reilly		
TeArolog Dormmand		
Diane migherson		
Emma Green		
Megan Andrew		

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Let's get on with it?

Name	Phone*	Email*
Jessie Maishall		
Billie Noessens		
5.P.B.l.		
Caylere Bay		
LIZ Keane		
Miciam Wright		
Ame 45hin		
CRYSTAL M		
MARGARIA GIRRONS		
,		
ty .		

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Let's get on with it!

Name	Phone*	Email*
Karn Wallace		
Lacy Hawhe		
Katrina Kendall		
Kelly nuoson		
Julie Dore		
Son Tropanton		
M. Troubles		
	_	
	_	
	_	

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for picting OR Scan + email to

Attachments



West for Bank Mitamata Mitamata Street

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Let's get on with it!

Name	Phone*	Email*	
MIRAMON THOMS	Žia.		
Minielle Baker			
France-Inge Mul	les		
JOYCE UROUHART			
CINDA SHEA?			
SANDY KUMAR	4		
	-		
	1		
- 1-			

*Transition Matamata does not share contact details provided.

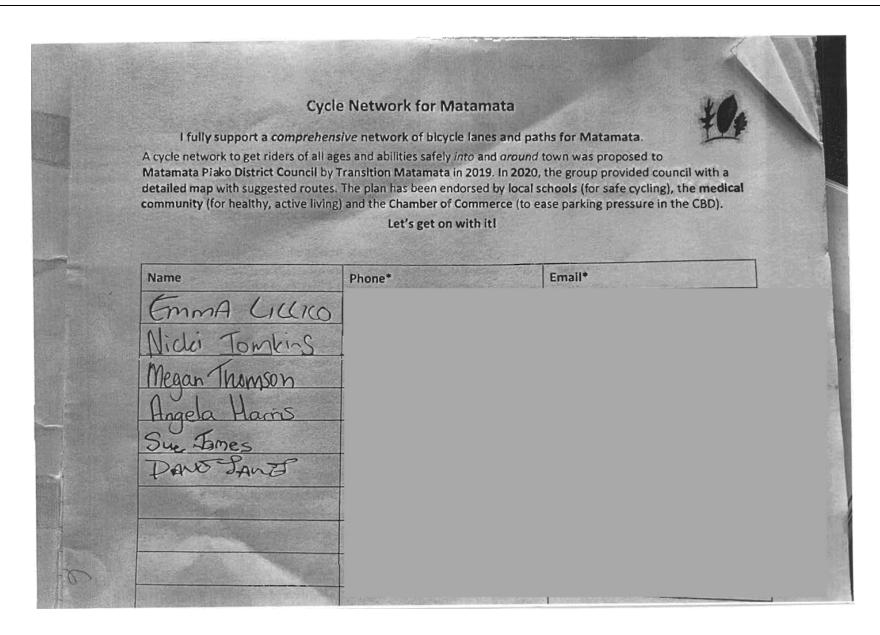
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Name	Phone*	Email*
Carmelle Paterson		
IAN PATERSON		
Heaker Mc Far lane.		
Jannene McDonald		
Japine Wrightson		
Wer GREEN		
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(g)		
.ga 1.44		
	+	
	†	
	+	

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I fully support a comprehensive network of bicycle lanes and paths for Matamata.

A cycle network to get riders of all ages and abilities safely *into* and *around* town was proposed to Matamata Piako District Council by Transition Matamata in 2019. In 2020, the group provided council with a detailed map with suggested routes. The plan has been endorsed by local schools (for safe cycling), the medical community (for healthy, active living) and the Chamber of Commerce (to ease parking pressure in the CBD).

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Let's get on with it!

Name	Phone*	Email*
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Let's get on with it!

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The purpose of this document is to:

- Identify Morrinsville town centre infrastructure strengths and opportunities
- Outline what the people in Morrinsvile love about their place and their aspirations for the future
- Define Place Goals that set a strategic direction for future actions
- Document a Pride of Place action plan for the next 1-5 years that will deliver on this strategic direction



Attachments



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There's a lot to love about Morrinsville...

Morrinsville has long-standing 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.





What is Pride of Place?

Pride of Place (POP) is a programme that aims to build vibrancy in the MPDC Town Centres, using Placemaking and tactical urbanism tools. It invites the community to imagine the future of their places, and by using temporary activities and initiatives, plants the seed for this future now.

Together with our community, we've identified the unique local character of Morrinsville and ways the community can shape, enhance and protect it using fun, creative, low-risk, meaningful initiatives. Creating vibrant places in this way, works to improve the liveability and wellbeing of our communities.

The Pride of Place (POP) programme has been established to:

- * Build trust capital in the community;
- * Understand people's aspirations for their town and help to realise those aspirations throughout the community;
- Build internal capacity for placemaking and co-design.

What is Placemaking and Tactical Urbanism?

Placemaking and tactical urbanism are collaborative, inclusive and informal processes that allow communities to positively change public places. Creative, temporary, tactical pop-up activities and basic infrastructure are used to respond to the needs of community quickly. These changes are low-risk and can be anything from a cool art installation to an event that trials safer transport ontions, and more

Placemaking and tactical urbanism effectively fill the gap and ensure genuine community interest and need before significant investment is made





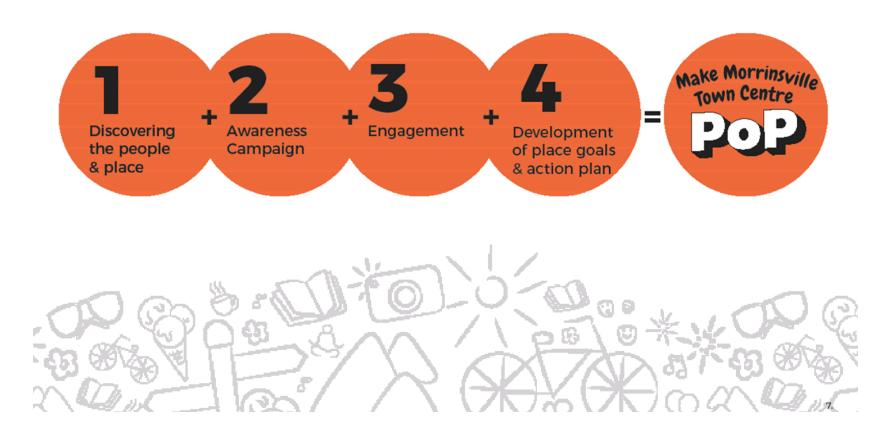




6.



Our Journey to Get Here







Discovering people and place

The POP team began by analysing in-scope feedback from recent council consultations in the area including the Long Term Plan, Thomas Park, Morrinsville Recreation Grounds and others. It also familiarised itself with historic community concerns, current events and initiatives and reached out to known community ambassadors.

Awareness campaign

An online video and Facebook awareness campaign was launched to let the community know about the project, and encourage people to get involved, by showing potential outcomes of the project. It was during this campaign that town advocates emerged, and a forum of Future Thinkers for Morrinsville was created.

Our Future Thinkers participated in co-design workshops spanning the engagement phase of the project. Their initial feedback provided lived experience and local knowledge about the opportunities for their town, and shaped how we engaged with the wider community.





Engagement

The wider engagement phase ran for just over a month. During this time, the POP team worked hard to reach people who had never engaged with council before, as well as those who had. During this phase, the team popped-up on the streets of the town centre, nearby parks, well attended events like markets and weekend rugby, conducted workshops at schools, presented to community groups, attended Marae hui and led special events of their own.

Following the close of the wider engagement phase, the Future Thinkers were invited to a final co-design session. High level community engagement themes were shared with the Future Thinkers group and ideas were fleshed out in greater detail with both a local and placemaking lens.



Development of place goals and action plan

The result of the collaboration are well founded community goals and associated actions, developed though a co-design process - all to ensure effort and resources are put into initiatives that the community really want and will benefit from now and into the future.

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Engagement + Information Gathered























Feedback

analysed from LTP, Thomas Park, Morrinsville Rec Grounds and other consultations

9.

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Doing things differently

Traditionally, councils invest heavily in capital upgrades for town centres and while it is important that they continue to do this work it is equally important to ensure the community can contribute meaningfully to the process. Traditional upgrades can be time consuming, expensive to deliver, cause inconvenient physical disruptions, and miss the mark when it comes to prioritising our people.

By leading with a placemaking approach, MPDC empowers and supports the community to deliver quick, inexpensive, creative and meaningful initiatives that can be actioned easily and without significant formalities. While simple and grassroots in nature, these initiatives respond directly to the wider community's needs, and inject an immediate sense of community wellbeing into our towns. They also contribute to larger upgrades by confirming genuine and continued support for them before significant cost outlay. This helps ensure the Council is better informed as to where long-term investment should go.

The Local Government Act is one of the main pieces of legislation that governs Councils. This legislation sets the purpose of local government, and that includes promoting the wellbeing of communities now and into the future. The placemaking approach of the Pride of Place project focuses on both people and place, which anchors the Act and ultimately Council's core decision-making framework.

Buildingpermanentinfrastructure **Capital Investment** * Building legacy infrastructure that reflects community aspirations * Achored in plan or strategy Planning for the future Planning + Strategy * Embedding learnings about the community + town centres into strategic documents Development (e.g. Town Centre Master Plan, Public Art Policy) Temporary activities, intiatives + enabling processes Placemaking + * Lighter, quicker, cheaper + learn by doing Activation * Builds community momentum, trust, understanding, enthusiam * Creates enabling tools: funding, polices, cutting red tape

* Builds low cost infrastructure or kit

* Unlocks opportunities NOW + builds towards future goals

* Understand deeply what your community needs and wants



The POP Programme is Guided by the Following Principles

To be responsive, adaptive, and attuned to the needs of the people of Morrinsville, our work is guided by a series of principles, which help us ensure that our community places and the people that use them continue to thrive.

Ōhanga | Economical

POP identifies and works with existing resources available

Mana taurite | Equity

POP activities are done in public realm or within public facilities and are generally free and open for anyone to attend

Pono | Transparency

POP is upfront about its priorities and focus areas so that community energy and resources are directed to the right place

Hono ā-mahi | Co-operative

POP empowers community and works with them to help them realise their aspirations for their Town Centre

Rauhanga | Resourceful

POP is always looking for opportunities to share resources, funding and ideas to make great things happen for our town centres

Te Whakaarō pae tawhiti | Long-range thinking

POP activities are generally temporary, but help build momentum and test ideas owards longer term change and investment

Whanaungatanga | Relationship

POP is about building relationships; either with community and or with other parts of council

Mahi-tahi | Collaboration

POP will help the community navigate Council processes and connect people with internal and external resources

Urutau | Adaptability

POP is about learning by doing, and can adapt and respond to new ideas or learnings from previous activities

Auahatanga | Creativity

POP focuses on enhancing and revealing each town's social and cultural infrastructure through varied types of temporary activities and events

Te reo terms included on this page have been borrowed and it is understood that they each hold broader meanings than the explanation provided.

11.





To understand the elements that make up Morrinsville, the Pride of Place team undertook place and site analysis, community mapping, and community conversations and engagement. Together, these elements provide insight to the town's strengths and opportunities.







Morrinsville's Town Centre Infrastructure

Pedestrian Environment

- There is one formal crossing on the main street and another located just off the main street.
- * There are 13 informal crossings which can be confusing for pedestrians; they are raised, have red paint, or are built-in so they look like formal crossings, but don't give pedestrians the right of way.
- * The footpaths within the town centre are wide.
- The footpaths are cobbled and slanted in areas which could make it difficult for those with mobility challenges.
- * People representing all age groups are visible on the streets of the town centre.

Movement Activity

- * Traffic flow is relatively quick despite the serpent nature of the main street and the abundance of informal crossings.
 - There are minimal wayfinding signs in the town centre.
- * There are lots of laneways behind the main street which are still vehicle thoroughfares, but present a key opportunity for activation.

Public Artwork + Cultural Representation

- The excavated waka is a significant cultural asset for the town, and stands within a key area identified for activation as a town 'heart'.
- A large wall mural, toilets with varied mural designs, Herd of Cows statues, and a sculpture outside the Art Gallery, leave the impression that the town centre has a strong identification with public art projects.
- * There are many blank walls that could host artworks of some kind such as murals or light expos in the town centre.

13.







Green Assets

- There are few green assets in town aside from small, low, council garden planting.
- The Morrinsville Rose Gardens on Moorhouse Street are one of the only significant green spaces in town.
- * There are small grassed areas located at the front and rear of the Morrinsville Library which currently get used by youth and some smaller Library initiatives.
- There are two playgrounds (one newly refurbished) in and around the town centre mostly suitable for small children.
- * Morrinsville Recreation Grounds and the River Walk are great assets but there are no clear walking links from the town centre.

Basic Public Amenities

- * There are no noticeable water fountains or bike parking.
- * The Library, Museum, Council offices and some social services are located within very close walking distance on Canada Street.

Seating + Social Spaces

- · There is plenty of metal seating situated at street crossings.
 - Seats aren't set up socially, more likely to be used as places to stop and rest on warm and sunny days.
- Seats are low and pose accessibility challenges for some members of the community
- There are wooden seats and a picnic table style seating area located at the Morrinsville Rose Gardens for public use no shade provision.

14.



Morrinsville's Town Centre Infrastructure















15.



Understanding Morrinsville's Community



Demographics

Morrinsville is facing a change in identity as its population shifts. Though the population of the wider district is aging, families and younger people are moving back to the region from cities and make up a significant part of the public life in Morrinsville.

The shift in household make-up predicted over the next 50 years in Council's Long Term Plan is an opportunity to establish new ways to make Morrinsville a great place to work, raise kids, and to embrace how the town centre functions for a mix of people in the future.

Population 8,280

Median age 39.6

\$27,600

- There are approximately 8,280 people living in Morrinsville, with a median age of 39.6 years old. 30–64 year olds make up 79.4% of the population. 43.4% of Morrinsville's population is under 15 years old, and 35.9% are over the age of 65.
- Pākehā and Māori are the predominant ethnic identities, followed by people who identify as Asian, and Pasifika.
- * The median income in Morrinsville is \$27,600, and people work in a variety of fields: labourers, technicians + tradespeople, and managers being the largest skill sets.

16.



Community Groups and Partners

The foundations for impactful and authentic placemaking are based on a good understanding of what community groups and partners are already doing to contribute to the sense of place. Morrinsville has a wide range of community, hobby, and interest groups. Mapping this helps to see where there are gaps, opportunities for collaboration, and where new connections can be forged between groups and resources.

There are so many community groups and potential partners doing great things in Morrinsville - too many to name individually - and the POP Team acknowledges their great work. Many focus on fundraising, running events, arts and culture, environmental initiatives, social networking, sports, and young people, and offer a range of activities such as workshops and working bees.

There is an opportunity for the POP team to work with a number of these groups to co-fund, partner, and work together on initiatives that build towards achieving goals for the community through placemaking.

To find out more about what support is available for community initiatives, groups and individuals are welcome to our Future Thinkers networking group. For more information, please email prideofplace@mpdc.govt.nz or visit our website mpdc.govt.nz/prideofplace.

Economic Cultural Chamber of Commerce lwi partners Ngāti Hauā Ngāti Hinerangi, Raukawa Businesses in the town centre Arts, musical, drama and cultural groups Hamilton, Waikato Tourism Creative New Zealand and Creative Waikato Te Waka Environmental Social Environmental groups Schools and Churches looking after parks and Community groups e.g. reserves and adding to Railside by the Green. our Town Centres youth groups Community fundraising Social service providers and project groups e.g. e.g. Starfish Rotary, Lions, Kiwanis, Matamata Futures Sporting groups incl Sports Waikato

17.



The following insights are based on the strongest themes that came through in the feedback analysis, along with context analysis, to summarise how people feel about Morrinsville, and to guide decision making around what would improve their experience of the town centre.



What People Told Us



Morrinsville is a 'blank canvas': its community identifies with public art, and expression of different cultures

Right now, people don't go to town for their cultural/ social life, but would like to. Clubs and hobbies are popular, but people would like to come to the town centre for something different and exciting, like as a destination for good markets, nightlife, art walks, and events highlighting all different cultures of the town.

Cultural diversity and visibility of Mana Whenua in the town centre would be welcomed

There is support to work with Mana Whenua/local iwi to develop an arts + storytelling policy + programme that weaves their narratives into the identity of the town.

People with disabilities would like to get around town more easily

It is important to consider universal access in any design or amenity upgrade, as well as events and infrastructure, like playgrounds.

People want a social atmosphere in Morrinsville

Consider pedestrianising areas. Roads could be temporarily closed for events and simple activations like walking tours could all help connect people to each other and existing community assets.

Basic enhancements throughout the town would be valued

Many people want to see the main street of Morrinsville refreshed to match its updated identity. With modern planting, wayfinding signage and laneway art for people. There is also a need to uncover a town heart or village green space.

Interests and hobbies are diverse in Morrinsville

Creating an enabling environment tfor traditional 'community champions' and new ones that emerge is important and will result in stronger community partnerships, connections and scoial life. 'social life' and showcase different cultures in the town.

19.









Place Goals

From the insights, aspirational goals for Morrinsville emerged. Place Goals set out the overall aspirations for the future of Morrinsville's town centre, providing direction and a solid community mandate for any project based around improvements and upgrades to or near the town centre.

Put simply, these goals are what the community would like their town centre to look, feel, and function like in the future. Pride of Place will work to support initiatives that meet these goals.



21.



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



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

The community has lots of reasons to stay in Morrinsville, to socialise and spend money. People from outside Morrinsville visit to experience unique things. The activities appeal to a wide range of people – they can be big and small.



Morrinsville's town centre is accessible to all members of the community

The town centre can be navigated safely by people who have accessibility needs. Key locations around the town centre can be accessed safely by walking, wheeling, cycling and any other means.



Morrinsville's town centre is greener

All opportunities are taken to support green spaces through planting and other creative means.



Morrinsville's community can take a lead on making their town centre more vibrant

There are a wide range of interest and activity groups in Morrinsville who could bring their activities to the streets to create a buzzing social life in the town centre



Multi-cultural identity and stories can be seen in Morrinsville's town centre

People want to see all cultures including local iwi and their history in Morrinsville become more visible throughout the town centre.



Morrinsville's town centre has a 'Town Heart' and places that enable a vibrant social life

There is a central place to host events, meet people and gather informally.

22.



Pride of Place will work towards meeting Morrinsville's Place Goals and making them a reality by:



Supporting diverse activities and events that are unique to Morrinsville



Supporting a wide range of mana whenua and multi-cultural celebrations and activities



Enabling opportunities for more Public Art



Testing new social spaces



Supporting existing community groups to run activities in the town centre



Using temporary placemaking tactics to refresh existing assets



Including accessibility advocacy groups in participatory design processes



Encouraging new planting or green assets wherever possible

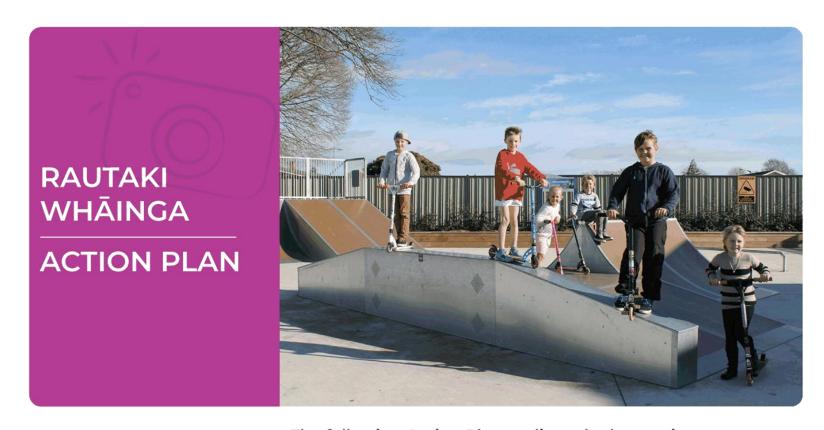


Supporting walking and cycling activities



Supporting and enhancing planned capital projects through placemaking tactics





The following Action Plan outlines the key projects to be delivered across the first 2 years of POP, and identifies opportunities for years 3–5. The Action Plan is based on the assumption that each year will build on the next, and actions may change based on learnings and development of relationships with the community and project partners.

te kaunihera ā-rohe o **matamata-piako** district council

Due to the responsive and adaptive nature of placemaking, it is important to build flexibility within a programme while still being disciplined and striving towards delivering on each of the Place Goals.

Types of Actions

Projects will require different levels of involvement and support from the POP team. In initial years the team may need to lead or co-lead initiatives to demonstrate the scope and possibilities of placemaking, with the aim of stepping back in the future and enabling activities by brokering connections, connecting to or providing funding.

The below diagram shows the spectrum of actions and the level of resource intensity involved across each; this could include departments beyond the POP team, such as Assets, or Parks, for example.



Internal Team Support





Year 1+2 – Actions

The purpose for Year 1 and 2 is to build relationships with key stakeholders, demonstrate the possibilities of POP by leading or co-leading some key activities, and investing in some small but important on street interventions.



Morrinsville Library + POP Activation Partnership



Town Centre Mural Programme – laneway trail



Main Street Greenery Refresh



Thames Street 'Pedestrian Events'





26.

Attachments



Year 1+2 – Actions					
Activity	Description	Place Goal	Partnership	Operational Budget*	Capital Budget*
Establish Place Champions network group	This network group would act as an opportunity for groups to share ideas, be connected to resources, and to build relationships. The 'network' activities would be interactive, experiential, and hosted in various locations across the town centre (not your usual networking meeting).	5	* POP team * Community groups + organisations	\$2,500.00	
Town Centre mural programme	Create a mural programme across the 'blank walls' within the town centres many laneways.	0	* POP team * Art Gallery Mural Curators * Local schools + community groups * Shop owners	\$20,000.00	
Add more greenery to the town centre	More greenery could be added to the town centre in a number of ways which could include drought resistent planting.	2	* Community groups * Kaimai Valley Services		\$5,000.00
Improve way finding throughout the town	Wayfinding to highlight and link the various assets within and around the town centre including swimming pool, and recreation grounds etc.	0	* Community groups * Local businesses * Council Assets teams * Local iwi		\$20,000.00
Pedestrian street test events	Host a series of pedestrian street events to test the success of potential road access changes. Specific streets would be tested for a variety of different events at different times of day and year.	145	* Local businesses * Chamber of Commerce * Community groups	\$50,000.00	
Small space activiation programme	Enable a series of small scale activities that could draw people to smaller underutilised potential social spaces in the town centre such as; The Rose Garden, areas outside the Library, a street corner. This could include; music performances, small scale food related activities, community picnics, neighborhood street parties, experiential skill sharing sessions, photography displays.	000	* Libraries to lead + partner	\$10,000.00	
Town centre accessibility programme	Enhance the accessibility of the overall town centre by making it more accessible and enjoyable for all.	4	* Lead by the Council Assets teams		\$60,000.00

*Indicative budget costs

27.



Year 1+2 – Actions					
Activity	Description	Place Goal	Partnership	Operational Budget*	Capital Budget*
Multi-cultural festival or series of events	Deliver a series of activities that celebrate the diverse cultures of Morrinsville. This could include Diwali celebrations, language weeks etc.	03	Community groups Libraries Event coodinators Culturally diverse community	\$20,000.00	
Mana whenua led activation programme	Work with mana whenua to design + deliver an event or series of events such as Matariki, storytelling etc.	3	* Mana whenua * Event coodinators	\$20,000.00	
Develop POP microgrant scheme	This microgrant scheme will offer groups to apply for funding up to \$5,000 for activities that deliver on the POP Morrinsville Place Goals. This fund also offers the POP team to respond to good ideas that haven't been specifically included as items in this Action Plan.	06	* Community groups + organisations * Local businesses	\$30,000.00	
Cycling activation series	Work with specialist delivery partners to deliver a series of cycling activities such as; learning to ride (for adults + kids), pop-up skills track, bike maintenance, guided rides.	00	* Cycling groups * Regional Road Safety Coordinator	\$10,000.00	
Co-Design and deliver a programme of activities with young people	Work together with youth to deliver activities/activations or make improvements to reflect the desires of youth.	5	* Youth	\$20,000.00	
Install bike racks and social seats	Install sheffield style bike parking and social seating in appropriate locations in the town centre.	146	* Councils Assets team * Cycling groups		\$30,000.00
Skate Park Activation	Provide a contribution towards skate skill improvement sessions, demonstrations, competions or small adjustments to improve the skate park asset and promote usage.	5		\$2,500.00	
				\$182,500.00	\$115,000.00

*Indicative budget costs

28.



Year 3-5 Actions

Towards the end of Year 2 we will undertake a review and refresh of the programme to determine Year 3–5 Action Plans. This is to ensure learning from Year 1 and 2 are folded into the next phase of the programme and investment and resources are used wisely to deliver on the Placemaking Focus Areas.

Year 3-5 actions could include:

- Continuing existing projects that have been successful and well received
- * Developing policy or plans that anchor learnings from Year 1–2 such as a Public Art Policy.
- * Move towards more community led events with assistance provided through kit, play equipment etc
 - Investing in more permanent capital projects that have been tested through Years 1–2

29.



TE HONONGA O
TE WHAKAHĪ O
TE TAKIWĀ ME
NGĀ KAUPAPA
WHAKATAKANGA

CONNECTING
PRIDE OF PLACE
TO OTHER
PROJECTS



Pride of Place projects aren't considered in isolation. They sow the seeds of future projects, including policy development and capital upgrades. Place Goals provide a mandate, while POP activities on the ground can test ideas, and deliver on long term goals now.



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

Project	Description	Timing + Budget	Place Goal that supports this	How POP tools can support this project
Town centre Accessibility Programme	Project that works to address accessibility issues within our town centres	Funding provided by Wako Kotahi \$200,000 for Morrinsville	Morrinsville's town centre is physically accessible to all members of the community	* Provide resource to help lead an experiential learning/awareness campaign about disabiltiles for the wider community and to support the programmes's action group and proposed improvements.
Morrinsville Recreation Ground Redevelopment	Project that creates a long term vision for Morrinsville's Recreation Ground	2022/2023 \$250,000 2023/2024 \$1,000,000	Morrinsville's town centre is physically accessible to all members of the community	* Wayfinding Trail from town centre to Recreation Grounds using ground paint, planting or artwork and support some additional pop-up community initiatives.
Transport Choices Funding	Council has successfully received transport choice funding to be used for initiatives to improve non-vehicle related travel	2024/2025	Morrinsville's town centre is physically accessible to all members of the community	* POP can assist by testing potential options to gather feedback from our community on longer term options to improve use of non-vehicle modes of travel

ME PĒWHEA TE MĀTAITANGATIA I A TĀTOU HUA ME NGĀ PĀNGIATANGA?

HOW WILL WE MONITOR OUR OUTCOMES AND IMPACT?



This section outlines the Monitoring and Evaluation methodology at a programme and project level. The purpose of Monitoring and Evaluation is to track the impact of a project, from planning to implementation, and gather useful data in order to make good decisions about next steps.

Programme Methodology

The programme should be reviewed annually, in order to understand which projects are working well, where there are gaps and challenges in delivery, and to monitor how well they are delivering our Place Goals.

We want to be able to show that all actions taken will deliver on our Place Goals. We can do this by asking key questions about the success of each type of activity, including:

- * Has town sentiment changed through this programme? (i.e. improved, increased?)
- * How many actions were completed?
- * Did our actions reach the intended audiences?
- * What was the impact of each action?
- * How much did our trust with stakeholders grow?

Following a process of planning – delivery – review – adaptation, the programme team will identify what's working, and what needs to change. This programme is not about either success or failure, but about learning, and adapting the work based on those lessons.

Project Methodology

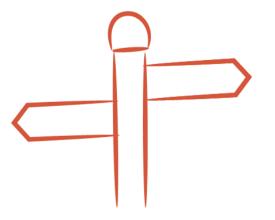
Three key factors of a placemaking project can indicate how successful it will be:

- * Place Data, including speeds, spend, and other public life information
- * Place Sentiment, by establishing stakeholder ratings for different aspects of the town centre, and to see if these improve over the course of an action
- * And relationships, by establishing a score of trust capital our stakeholders have in us to deliver, and to see if we can improve throughout delivering an action.

Each has measurement tools to gather data, and then show impact.

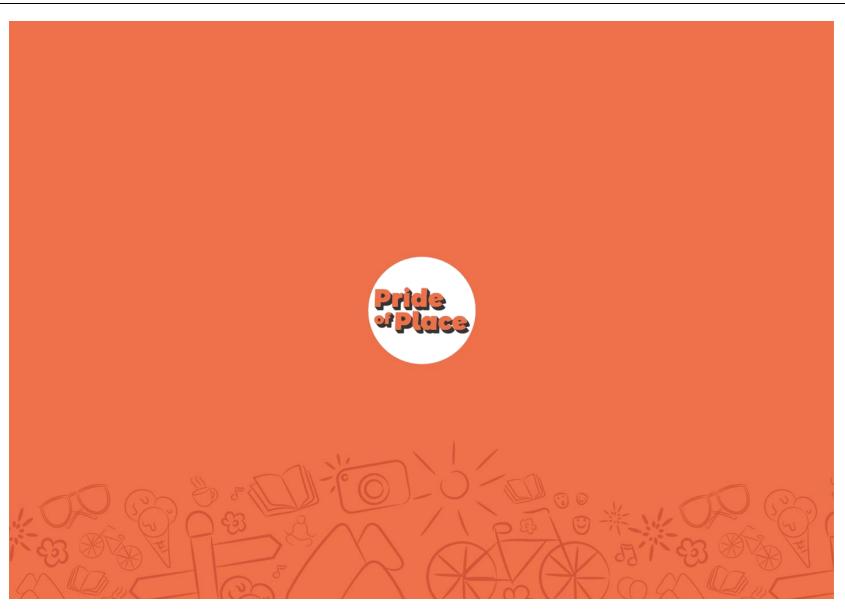
Each action will have its own Monitoring and Evaluation plan to measure how it is delivering on the Place Goals. The specific tools and frequency of monitoring will depend on the activity type, timing, and resources available.

Action builds on action - that's why it's essential to pause and reflect at the end of a year delivering this programme, so the key moves of the next phase become clearer, and we know we're on track to delivering on our goals. For detailed measures please refer to Appendix 2.



33.











APPENDIX 1 – NGĀ RĀPOPOTANGA O TĀ TĀTOU AKORANGA | SUMMARY OF WHAT WE LEARNED

What We Did	What We Heard
	* We received 205 pieces of feedback from people in the public about their aspirations for the town centre.
	* People had the most ideas around social environment improvements – 101 suggestions including family-friendly events, markets, things going on in town at night for all ages and abilities.
Public Engagement	* This was followed by built environment upgrades - 50 suggestions including making the roads one-way, closing streets for markets more frequently and at night, more places to sit in town, and improving assets like the skate park and crossings.
	* Then there were environment and green space suggestions - 37 including making a central green space, places to ride bikes, and better planting in the town centre.
	* 120 pieces of feedback were collected through the website
Online Engagement	* People gave a relatively even spread of themes for their suggestions - namely cultural events, places to go to socialise, and improving the look and feel of the main road in the town centre to give it a modern identity.
3.3	* People shared 59 facebook comments, and gave us 95 different ideas.
	* Posts in our Facebook ad campaign reached a total of 7,800 people.
	* Thomas Park: People want the playground to suit a variety of ages and needs: seating for parents + grandparents, things that smaller toddlers can interact with on their own, entertainment for older kids, and accessible playground amenity fo kids with mobility needs (there were 12 distinct comments about this, which is around 1 in 7 respondents.)
	* Bubble Zones: 28 people said it was too hard to find a park as it is in Morrinsville (32.2% respondents,) 18 people said the money should have been spent on bigger priorities in the town centre, including parking wardens to enforce time limits, and safer crossings. (20.7%) 13 people said it was too expensive for what it ended up being (15%.)
Previous Consultations	* Canada Street Parking Trial: 28% of respondents want more parking trials, 13% said it was easier to find a park in town now, 9% want it to change, e.g. widen for utes. The parking trial created more reasons for people to visit the town centre less frequently, indicating that the short term gain of parking is at the expense of loss of visits to town.
	* The Rec Masterplan: Consultation gained information about specific issues like access and safety, but asked the community to also design the solutions. The group of stakeholders consulted with around use of The Rec would be useful to tap for POP as community champions/future thinkers. (e.g. as with the people who run the market, it may involve doing an interview on how they run their events/activations in Morrinsville, to understand their strengths + gaps.
	* Town centre Revitalisation: Built environment improvements were the majority of suggestions (33 ideas) including retail frontage and streetscape upgrades (16 comments, 38%) walking and pedestrian access (11 comments, 26%) followed by parking improvements (10 comments, 24%.)

36.



What We Did	What We Heard
	* Movement in Morrinsville received both positive and negative feedback. Traffic was noted to run at a manageable pace but pedestrians found it difficult to manoeuvre due to lack of formal crossings and clear signage.
Community Champions Workshop 1	* Environment/Green Space rated low with comments about the town being make up of too much concrete, too few of trees and minimal and outdated planting.
	* Social life, public facilities, economy and culture received median scores with comments made about a lack of places to sit and get together in town and the town centre being too quiet in the evenings. Also, noted was a mixed sentiment on whether attendees felt their culture or gender was acknowledged and visible in town.
	* There was support for a number of events including music, culture, food, sport and recreation type events.
	* There was also support for temporarily closing down parts of Moorhouse, Thames and or Canada Streets to allow for different events. The Westpac Event Centre car park and the skate park at the Library were also mentioned as potential good spots for events too.
Community Champions Workshop 2	* The Future Thinkers brainstormed three events and worked through the details of how each could and should be delivered:
	* Art Walk from i-site to Art gallery * Town festival * Matariki Festival

APPENDIX 2 – NGĀ TĀTAITANGA O NGĀ MAHI | MEASURES IN DETAIL

Measures				
* Number of events delivered under this goal				
* Number of locals engaged in delivery				
* Demographics in audience				
* Number of POP focus areas used				
* Increase in positive town sentiment from stakeholders				
* Number of initiatives undertaken				
* Increase in positive town sentiment				
* Number of events delivered under this goal				
* Number of locals engaged in delivery				
* Demographics in audience				
* Number of POP focus areas used				
* Increase in positive town sentiment from stakeholders				
* Number of conversations with community groups/advocates/stakeholders				
* Diversity of town visitors noted day and night				
* Improved interactions between those with challenges and those without				
* Increase in trust capital between Council + community				
* Number of applicants to grant scheme				
* Number of conversations with community groups/advocates/stakeholders				
* Increase in trust capital between Council + communi				
* Number of POP focus areas used				
* Audience numbers				
* Noted diversity of events				
* Site selection				
* Increase in positive town sentiment from stakeholders				

38.