

TE ATATU PENINSULA BUSINESS PLAN

December 2007 to June 2009

Summary:

The Te Atatu Peninsula Business Association, supported by the Waitakere City Council, wishes to improve and address pressing matters impacting on the shopping precinct of the township. To that end, the Steering Committee of the Business Association and other stakeholders have written a Business Plan to outline the project imperatives for the next eighteen month period.

Separate public and focus group meetings have been conducted, which have provided a wealth of raw data and ideas for consideration by the Steering committee.

The committee recognises that there are four overarching programmes which Council suggests the Business Plan should address. They are:

- Organisation
- Design / Environment
- Business Development
- Promotion

Over two planning sessions a list of priority projects were identified as outlined below. A SWOT Analysis was completed in order to identify the real opportunities that are available to be considered. Furthermore, it became apparent that these projects fell into two specific subsets:

- Environment Improvement
- Marketing the Te Atatu Peninsula town centre

Critical Projects to be completed July 2008 to June 2009

1. Improve shopping precinct visual environment: the shopping area requires an Entrance and Welcome structure, current parking availability needs to be reviewed, ownership of parts of the footpath is under discussion, and verandas are in disrepair.
2. Improve Te Atatu Peninsula resources: eg town manager, community constable, other services in the new library/community centre including community services.
3. Improve safety & security: There continues to be an escalating night time problem with street kids, tagging and general disorder. Community based alternatives will need to be investigated with police, wardens, graffiti management, volunteers.
4. Improve landlord engagement and TAP retail mix
5. Marketing campaign: including advertising & promotion, re-designed flags & banners.
6. Support business through mentoring, staff training, encouraging improved performance, better customer service.
7. Weekend Farmers Market: to be investigated
8. Initiate a customer loyalty programme

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Projected Annual Budget:

Town Centre Manager at 20 hours pw	\$25,000
Office overhead	\$10,000
Signage and flags	\$15,000
Business Support	\$5,000
Farmers Market	\$10,000
Customer loyalty programme	\$5,000
Total Budget for July 2008 to June 2009	\$70,000

SWOT ANALYSIS

Strengths

- Key Anchor Business
- Business Association
- Community / Village feel
- Unique Location – City Access
- Improving demographics – Harbour
- Discreet Industrial area
- Good public Transport
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Weaknesses

- Isolation – lack of scale
- Small population
- Mall focus by residents
- Fragmented shopping area
- Heavy Traffic through shops
- Low quality shops
- Low Quality buildings & verandas

Threats

- Single access to peninsula
- Youth misbehaviour
- Security
- Lack of people engagement
- Unresponsive Council
- Increased heavy trucks
- Irregular power supply
- Telephone & Internet Service

Opportunities

- Sponsorship/promotion opportunities
- Increased membership (home based)
- Pride/promotion/ commitment
- Events / sculptures/ Comm. Concerts
- Entranceway – Identification
- Potential increased sales
- Bus way
- TARRA

- Selling point for new residents
- Growing population – village theme
- More flexible hours
- Integrate with Community Centre
- Farmers Markets
- Improve shopping precinct
- TARRA / TBI

- C.C Camera & Publicity
- Youth Programmes / activity centre
- Improved security camera
- promotions & festivals
- Council engagement / elections
- As above
- Approach suppliers
- Approach suppliers