

Papakura: Commercial Centre Project Group

Papakura town centre key messages development

Project Scope April 2018

Background

The Papakura local board and Papakura Business Association have undertaken or are in the process of undertaking a number of initiatives and research, with the aim of helping to support the development and growth of the town centre. Taking advantage of its location near public transport and state highway 1.

In 2014 the local board undertook a commercial property study and local business survey, and in 2018 the local board commenced with a health check of the town centre. The purpose of the health check is to assess the town centre against several indicators of vitality and viability, and enable a judgement to be made on the relative performance and economic health of the Papakura town centre. In addition to this, the health check will establish a baseline which can then be used to monitor the centre's health over future years.

In 2015 the Papakura Business Association produced an investment prospectus entitled "Why Papakura!" with the aim of providing a stronger profile for the investment potential of Papakura.

Purpose

To build on the work already completed or commissioned and develop a strong narrative for the promotion of Papakura as a destination and an investment opportunity the local board would like to commission research to identify the key messages that can be used to highlight Papakura's attributes and form a strong narrative for the town centre to attract new businesses and visitors.

Scope of services

The activities that should be undertaken in developing the key messages are as follows:

A review of the strategic context

Review the key strategies and plans that guide and inform the local board economic development action plan, both generically and specific to the strengths and opportunities in the local board's economic profile. To ensure any reviews or change in circumstances are taken account of. This should include:

- The draft Auckland Plan (2018)
- Auckland Unitary Plan
- Papakura Local Board Plan
- Papakura Business Association Investment prospectus
- Papakura town centre health check outputs
- Papakura Business Association Strategic Plan
- The integrated area plan for Manurewa – Takanini and Papakura

Stakeholder engagement

The development of the key messages should engage with stakeholders and delivery partners, who will be important in driving the messages once determined. This should include:

- The Papakura Local Board
- Papakura Business Association
- Iwi
- Local community groups e.g. Proud Papakura Proud
- The Papakura Commercial Centre Project Group

Key deliverables:

1. Stakeholder workshop and one workshop with the Papakura Local Board during the development of the messages.
2. A set of three to four key messages that can be used to promote and advocate for Papakura town centre
3. A Powerpoint presentation outlining the process of identifying the messages and the results of the engagement exercise
4. Key year 1 and year 2 initiatives and next steps that can be used to operationalize the messages and deliver outcomes

Budget

The budget available is \$20,000 inclusive of GST.

Timeframe

The review will need to be completed by **30 June 2018**