

## **Waitemata Local Board**

### **Scope for Services**

#### **Development of a City Fringe Identity**

The Waitematā Local Board in partnership with the City Fringe Business Associations; Newmarket, Parnell, Karangahape Rd, Uptown, Ponsonby Rd and Grey Lynn. Would like to work together to develop an identity for the City Fringe, which will be articulated through a digital/online platform.

The purpose of the joint identity will be to promote the City Fringe through an online / digital platform that collectively promotes the individual centres within the City Fringe Area. The key deliverables from this project are:

- A desktop review of best practice approaches to promoting City Fringe areas across New Zealand and internationally.
- The development of a City Fringe identity or brand created in partnership with the Business Associations and the Local Board
- Recommendations on the appropriate platform that can be used by the Business Associations to promote their areas
- A governance framework for the platform and City Fringe identity
- Identification of how the platform is maintained, and who is responsible for it including funding

In order to develop the platform and the identity regular engagement with the relevant business associations and Local board throughout the process will be a requirement of the commission. Any process should be staged so that the partners can agree collectively to proceed or not before spend is committed.

The commission will be split into two stages and tenders are requested to identify a cost for Stage one and Stage two separately. The two stages are:

#### **Stage One**

- A desktop review of best practice approaches to promoting City Fringe areas across New Zealand and internationally to identify suitable approaches that could be used for the City Fringe

#### **Stage Two**

- Based upon the findings of stage one the development of a City Fringe identity or brand created in partnership with the Business Associations and the Local Board
- Recommendations on the appropriate platform that can be used by the Business Associations to promote their areas
- A governance framework for the platform and City Fringe identity
- Identification of how the platform is maintained, and who is responsible for it including funding

Tender documents should clearly set out the process for developing the above components and the relevant stages, timeframe for each stage and key decision points. Along with a CV of the staff to engaged on the project and examples of previous relevant commissions.

A total of \$57,000 is available for the project.