

Henderson Value Proposition

Outline of Continuation of Henderson Value Proposition Work

The local board had identified Henderson as a key area of its economic development focus, particularly in terms of promoting residential development and generating a vibrancy around the centre which has struggled in recent years. The Henderson-Massey LED Action Plan identifies the following actions in support of this.

5.2 Advocate for the delivery of the Henderson Implementation Plan

5.7 Work with Panuku Development Auckland on potential uses for council owned sites that will assist in the revitalisation of Henderson Centre.

Work in these areas commenced with the Henderson Value Proposition undertaken over the last year which created a good sense of strategic alignment between the local board, business association and Panuku Development Auckland alongside a potential private sector development.

The work aims to undertake the preparatory work in advance of the 2017/18 and picks up on what has been delivered to date. It aims to get value proposition and stakeholders and their work programmes in to a position where delivery of a visual identity and brand as well can be undertaken and tangible activity on the ground in support of the proposition can be delivered.

1. Further Socialisation and Consultation - to build deeper support and commitment for involvement and action to implement the brand proportion work.

2. Formation of Ownership and Implementation group – to maintain the dialogue between stakeholders and ensure synergies between work streams are identified and can be leveraged.

3. Develop a comprehensive plan and work streams for the group to support the Value Proposition.

Who is responsible for each and how they link:

- Community Development
- Environmental Protection (Local Board)
- Cultural expression (Iwi)
- Local Business (Business Association)
- Place making (Panuku, Local board)
- Investor Communications
- Area planning

Estimate \$30k (through to June 2017)

The next financial year (2017/18) will see these foundations built upon by:

4. Development of a Visual Identity and Brand for the group so that all communications and activity can be linked as cohesive effort.

5. Implementation (leveraging stakeholder groups' budgets for maximum effect) – utilizing existing budgets of stakeholders to delivery activity on the ground that aligns with, supports and promoted the Henderson Value Proposition.

This will include an Investor Communications (web, print, digital) strand of work that will get a coherent message from stakeholders out to investors around the future for Henderson and the opportunities that there are to be a part of that.

Estimate \$40K (after June)