

Date: Thursday 17 April 2025
Time: 10.00am
Meeting Room: Local Board Office
Venue: 560 Mt Albert Road
Three Kings

Puketāpapa Local Board

OPEN MINUTE ITEM ATTACHMENTS

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Executive summary

- The Puketāpapa Local Board has a **vision to make Puketāpapa a desirable place for business** where people can work and shop locally. Businesses and events contribute to both economic growth and vibrancy, embracing the richness that comes from our varied backgrounds and talents.

- To bring this vision to reality Puketāpapa Business Voice (PBV) has an objective of supporting local businesses in Puketāpapa to **make the place a more favourable one to invest in both for business and community development.**

- In July 2021, Puketāpapa Business Voice was launched and since then **volunteers have been coming together** to work for the business community, providing them ‘a voice’ to address challenges, develop trust and enhance Puketāpapa as a great place to do business, capitalising on its unique identity.

- Manoeuvring through a pandemic challenges, slow economic growth and only voluntary supporters until recently PBV since then managed to **build the trust and grow its activity, paid membership and supporters.**

- **Regular monthly newsletters and PBV monthly network meetings have been organised** building a sense belonging and care within the business community. Our events are designed around business community needs – around future development (Kainga Ora), Infrastructure planning (Watercare), Safety and Crime (NZ Police) and Income taxes and managing business expenses (IRD).

- Currently, working with Auckland Council on a **Mural project for Stoddard Road shops to enhance the area.**

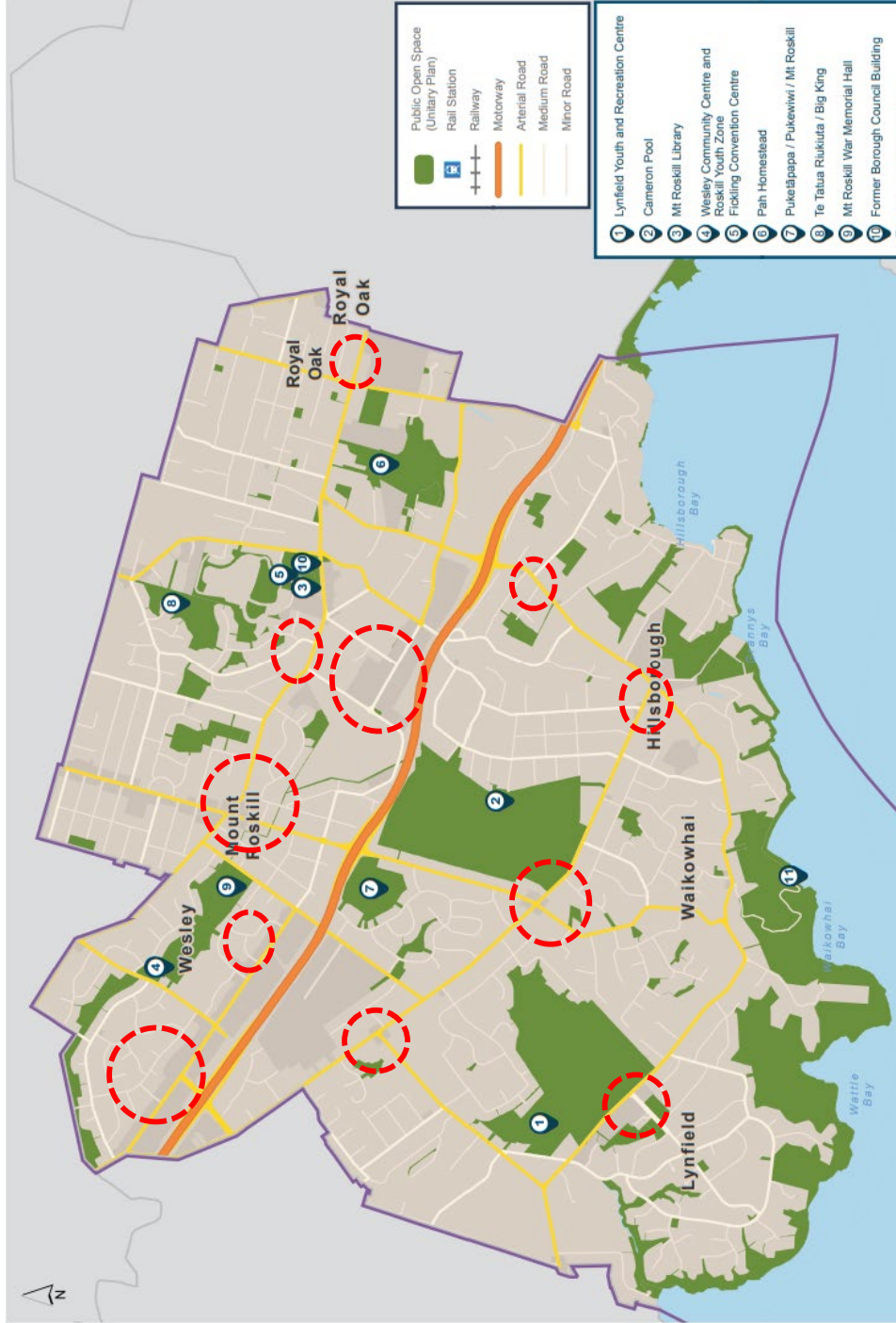
Puketāpapa Business area – Which areas we cover?

Puketāpapa businesses are widespread with major clusters around

- Stoddard Road (Stoddard –May Roads and Stoddard- Richardson Road)
- Mt Roskill Shops (Dominion and Mt Albert Roads)
- Carr Road (Carr –Frost Roads to Carr- Hayr Roads to Carr- Hillsborough)
- Lynfield shops
- Three Kings shops (includes Plaza)
- Roskill Village (Dominion Road extension)
- White Swan Road shops (includes Penny Ave shops)
- To smaller fragmented cluster on Hillsborough Road, Richardson Road, Sandringham, Mt Albert Road, Royal Oak and Dominion Road



Puketāpapa area – Visual

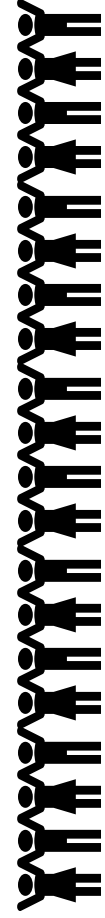
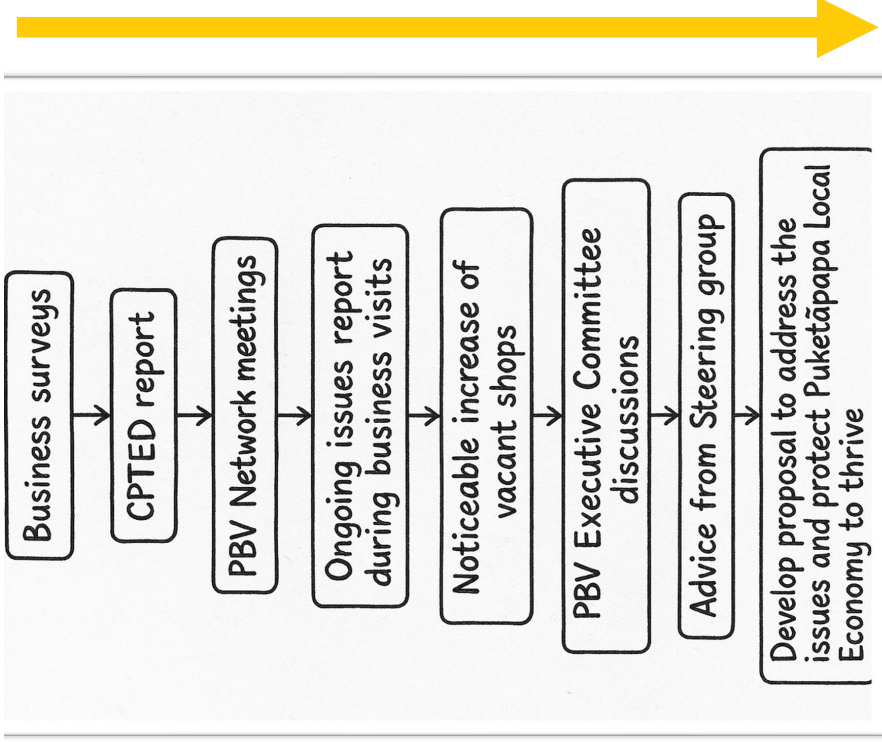


Purpose of the proposal

- The proposal is to determine what it is required to have a safe and sustainable business spaces in Puketāpapa.
- It establishes a detailed project plan for sustainable funding for both short and long term.
- The proposal is an initiator for PBV to reach out to different funding sources to contribute the welfare of the Puketāpapa Business Community
- We are requesting contribution from Puketāpapa Local Board to facilitate it and help us to reach out to other funding opportunities.
- Community identified, the three most critical issues are
 1. Promotion of safety, security and prevent crime
 2. Increase footfall
 3. Enhancement of public amenities.
- Support to extend part – time hours to full-time for the coordinator essential for PBV implement the proposed phase.



A Step-by-Step methodology used



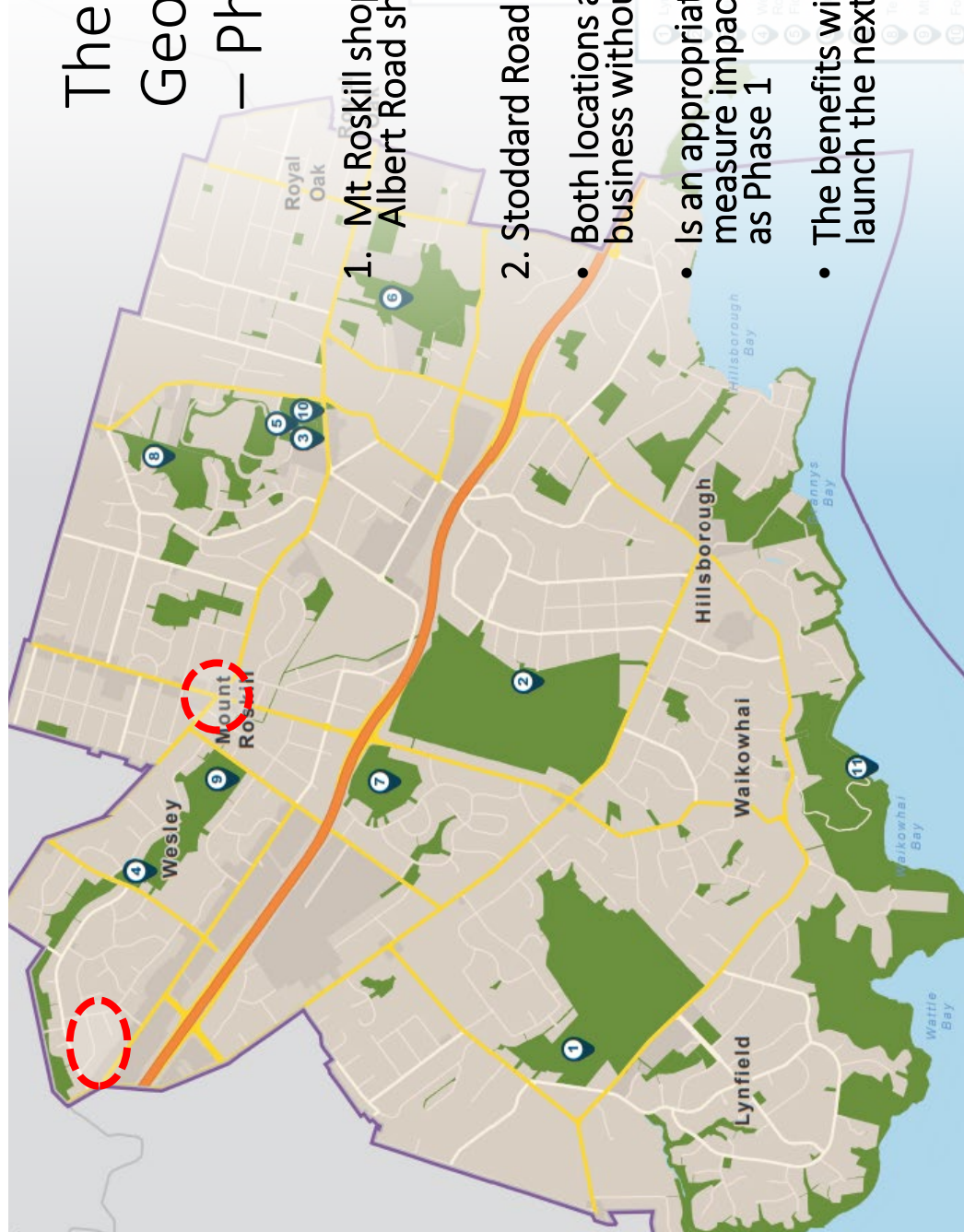
Full programme #GoRoskill

- Promotion of Safety, Security, and Crime Prevention (\$40,000)
#OurRoskillSafeRoskill initiative
 - Enabling Puketāpapa Business Improvements opportunities
 - Roll out PBV Safety Ambassador Programme
 - Increase communication of crime reporting (PBV action group + CPNZ & NZ Police)
 - Improve street lighting and environmental enhancements
- Increase Footfall (\$35,000)
#ActivatingRoskill initiative
 - Work with AT/Watercare to minimize disruption to local businesses
 - Placemaking, activations, and promotions to attract visitors
- Enhancement of Public Amenities (\$71,000)
#RoskillforAll initiative
 - Advocate for better standards for public facilities like toilets, water fountains, and general cleanliness.
 - Support for full time coordinator

Phase 1 #GoRoskill – 12 months

- Promotion of Safety, Security, and Crime Prevention (\$20,000)
#OurRoskillSafeRoskill initiative
 - Improve street lighting, CCTV and environmental enhancements (tree trimming)
 - Enabling Puketāpapa Business Improvements opportunities (listed in slides 30-44)
- Increase Footfall (\$10,000)
#ActivatingRoskill initiative
 - Placemaking, activations, and promotions to attract visitors (Mt. Roskill shops)
- Coordinator (\$ 30,000)
#RoskillforAll initiative
 - Advocacy for repaint of parking lines, public toilet for Stoddard shops and general cleanliness
 - Information Tech - PBV email inbox and website upgrades
 - Extended involvement with key partners, communication, engagement and relationship building.

The where - Geographical area – Phase 1



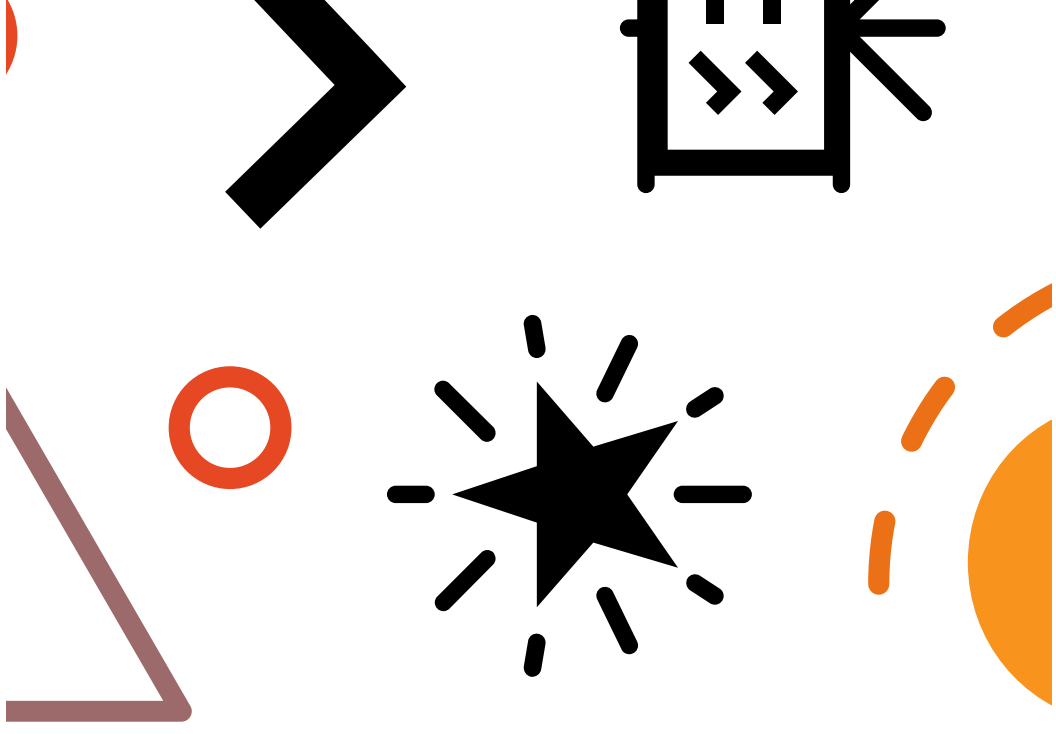
1. Mt Roskill shops – includes Dominion Road – Mt Albert Road shops until Three Kings Plaza

2. Stoddard Road shops – Wesley

- Both locations are a cluster of small family-owned business without any major private entity.
- Is an appropriate cluster to make change and measure impact. We are considering this location as Phase 1
- The benefits will be a springboard for us to launch the next phases for a different location.

Conclusion

- Phase 1 of the programme will provide confidence on implementability of the programme
- It will provide springboard for PBV to reach out to funders showcasing success.
- It will ensure we are encouraging our business community to thrive providing them confidence to operate.
- Most of the business are family businesses with no time and resource to promote their business, this programme will support those businesses.
- Well-connected by public transport and motorways - Roskill has potential to become a sustainable destination of choice encouraging young people, people without a private vehicle to eat, play and relax.





#GoRoskill programme

Workstreams	Cost (NZD)
Promotion of safety, security and prevent crime	40,000
Increase footfall	35,000
Enhancement for public amenities and extension of coordinator to full time hours	71,000
Total	146,000*

Phase 1 cost	
Task	Cost to implement (NZD)
Promotion of safety, security and prevent crime	20,000
Increase footfall	10,000
Full time coordinator	30,000
Total	60,000*



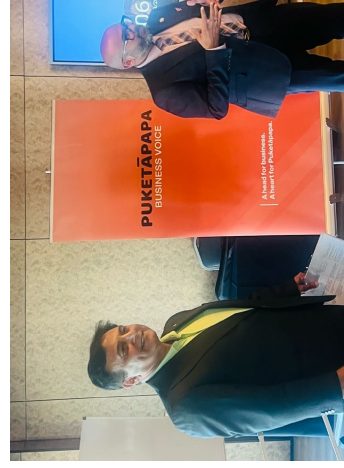
* Estimate based on market research. Cost involved third party to do the work and PBV

Cost breakdown - Promotion of safety, security and prevent crime

Workstreams	Cost (NZD)
Increase security presence – PBV safety ambassadors	8,000
Increase communication of criminal/crime reporting	5,000
Improve and additional street lighting, manage hazards, cleaning and removal of graffiti	15,000
Advocate for additional police presence	5,000
CCTV installation – Set of 6 cameras (approx.)	7,000
Total programme cost	40,000*



Phase 1 cost	
Task	Cost (NZD)
Improve and additional street lighting, manage hazards, cleaning and removal of graffiti	13,000
CCTV installation* – Set of 6 cameras (approx.)	7,000
Total	20,000*



The intention is to put together an initial CCTV package for PBV members and organise businesses to support the maintenance and operation of it.

*Estimate based on market research. Cost involves third party to do the work on town-uns.

