

# STRATEGIC PLAN

## 1 OCTOBER 2021 TO 31 DECEMBER 2022

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## 1. Our Village

Mt Eden Village is a **charming, historic, and successful** village centre providing **quality** hospitality, services and products that meet and engage with the **local community**.

Mt Eden Village is **valued** as a meeting place, and as a local centre for the community.

Mt Eden is very well regarded in the Auckland region as a relaxed village centre.

### 1.1 Who are we?

Mt Eden Village Inc is a business association registered under the Incorporated Societies Act 1908 and acts as a representative body to engender co-operation amongst the various businesses in the Mt Eden Village community focussing on common issues and working towards common goals. Mt Eden Village was founded in 1938 and operates as a Business Improvement District programme under the Auckland Council BID policy (2016). Each year members of the Business Association elects an Executive Committee which provides overall strategic governance. The BID Manager is responsible for the day-to-day operational management. Mt Eden Village business and property owners pay a BID targeted rate. Although the BID targeted rate levy is collected by Auckland Council, the monies are passed in total to the Mt Eden Village Executive Committee who are responsible for how the BID programme and BID income is spent. In accordance with the Auckland Council

BID policy (2016), the Executive Committee is required to prepare a Strategic Plan, Annual Business Plan, and budget, and sign a BID Programme Agreement with Auckland Council.

## 1.2 Our Purpose

Under the Rules of Mt Eden Business association, the objectives can be summarised as:

Environment: To advocate for and to improve the environment of the Mt Eden Village to attract and retain business

Promotion: To promote the commercial interests of businesses and their people

Collaboration: To foster and promote collaboration and communication within the business community

## 2. Challenges

- Pandemic
  - The COVID-19 Pandemic lockdowns have seen several businesses exit the Village. The three travel agents left during or soon after the first lockdown in 2020. More vacant shops have appeared since.
  - Holding events in the Village has become more difficult to facilitate, with potential for higher sunken costs if scheduled events need to be cancelled at short notice due to lockdown restrictions.
  - Health and safety protocols have increased materially because of the pandemic increasing the costs and compliance requirements for events and businesses.
  - Some businesses have been motivated to offer more on-line offerings to survive.
  - Landlords' approaches to rent relief during lockdowns have been variable.
- Complacency
  - Complacency exhibited by some business owners in stable operating periods has turned into survival for many due to the impact of lockdowns.
  - Present: Mt Eden business owners recognising the need to adapt and focus on the fundamentals of quality service and product; balanced with evolving as quickly as possible to the various operational restrictions in force at the time. This includes a more comprehensive digital approach to product and service offerings.
  - Future: The need for businesses to evolve into new business models, trends, and to meet customer expectations in an influential period of consumer and business owner rapid adaptation.
- Alternatives
  - St Lukes, Newmarket, Parnell, Dominion Rd and Uptown (Eden Terrace) are all close neighbours and provide new shopping and dining experiences.
  - Online shopping making it easy to purchase products online, traditional bricks and mortar stores becoming showrooms and product pickup destinations.
  - Other urban villages becoming attractive and offering shopping and hospitality alternatives.
- Business variety
  - Evolving business mix - most businesses are still from the food, hospitality, health and beauty and personal services sectors. There's little retail variety to offer an extended retail experience.
- Mt Eden Train Station

- Once completed, the impact of the development in the station area on Mt Eden Village is unknown.
- Limited resources
  - Mt Eden Village is supported by a voluntary executive committee.
  - Modest budget with limited funds to compete against its neighbours.
  - The need to outsource event and project work.
- Unitary Plan
  - Has material consequences for Mt Eden Village that could change the fabric of the Village.
- Traffic, public transport, and parking
  - Changes proposed by Auckland Transport will have an impact on how businesses operate.
  - How customers access and use the Village.
  - The reputation of the Village.
  - Impact of parking fee regimes are critical due to the free offerings elsewhere.

### 3. Opportunities

- History and character
  - Mt Eden Village is one of the early residential areas of colonial Auckland.
  - Maungawhau, the sleeping maunga that stands over the Village and is steeped in history.
  - One of the few remaining traditional urban Villages close to the CBD.
  - Becoming a hospitality centre with a wide range of cuisine and dining experiences.
  - Proximity to a world-famous Rugby venue.
  - Family-owned businesses.
  - A strong connection to the arts.
- Community
  - Safe and secure environment.
  - Strong pride and sense of belonging.
  - Well-connected school network including primary, intermediate, and secondary schools.
  - A family friendly feel.
  - Many Business owners live and were brought up in the Mt Eden community.
  - Many customers are locals and attract outside visitors.
- High quality
  - A high quality of service and products offered.
  - The built environment that is well looked after and cared for.
- Accessible
  - Located central in the Auckland region with regular bus services and available car parking.

## 4. How we will deliver

Objective 1. Strengthen the Mt Eden Business Association by raising its profile and position within the Auckland region

Action	Marketing and promotion	Date and strategy	Investment/allocation
<p>Mt Eden Village social media and digital marketing continued focus on supporting local Village businesses and featuring quality product and services.</p> <p>Themed features including:</p> <ul style="list-style-type: none"> <li>• Village businesses</li> <li>• Village events</li> <li>• Community news</li> <li>• Village competitions</li> <li>• Village calendar of events.</li> </ul> <p>Continue developing the Mt Eden Village website as a platform to include community engagement, local stories, area specific information and Village promotion.</p> <p>Create shared links to other community groups.</p> <p>Mt Eden stories – capturing our history today for our future tomorrow.</p>	<p>Facebook</p> <p>Mt Eden Village website</p>	<p>A focus on our social media presence to maximize our marketing and advertising budget.</p> <p>Includes WEB enhancements, photography work, Facebook updates</p>	<p>\$21,000</p>
<p>Mt Eden Heritage</p> <p>Continue to build Mt Eden Village stories featuring our heritage personalities and local characters.</p>	<p>Mt Eden Village website</p>	<p>Continuing building local stories and information to create interest in Mt Eden Village website, continuing the Village People project approach</p>	<p>\$1,600</p> <p>Plus, other funding grants</p>

<p>Mt Eden Village promotions</p> <p>Halloween – family fun for the whole family. Dress up and come dance and explore the magic of Essex Reserve. Craft and prizes for all.</p>	<p>Facebook</p> <p>Mt Eden Village website</p> <p>Village posters and fliers</p>	<p>Last Saturday of October or first Saturday in November</p> <p>Essex Reserve</p>	<p>\$12,000</p>
<p>Mt Eden Travel competition</p> <p>Celebrate Christmas with a shop and win a travel prize to the value of \$5,000.</p>	<p>Facebook</p> <p>Mt Eden Village website</p> <p>Village posters and fliers</p>	<p>November/December. Winner announced in January.</p>	<p>\$7,000</p>
<p>Mt Eden Village Christmas</p> <p>Enhance the festive season with decorations &amp; music</p>	<p>Window painting</p> <p>Musicians</p>	<p>Commence in November, the painting of Christmas themes for local businesses</p> <p>Engage local musicians to play on 2-3 Saturdays prior to Christmas, include Christmas treat for children</p>	<p>\$11,000</p> <p>\$3,000</p>
<p>Mother's Day</p> <p>Celebrate mum and win her a special Mt Eden Village prize pack. Enter by shopping in the village and completing the competition entry form or QR code.</p>	<p>Facebook</p> <p>Mt Eden Village website</p> <p>Village posters and fliers</p>	<p>Starting early April. Winner announced May.</p>	<p>\$1,000</p>
<p>Father's Day</p> <p>Celebrate dad him a special Mt Eden Village prize pack. Enter by shopping in the village and completing the competition entry form or QR code.</p>	<p>Facebook</p> <p>Mt Eden Village website</p> <p>Village posters and fliers</p>	<p>Starting early August Winner announced September.</p>	<p>\$1,000</p>
<p>ANZAC</p> <p>Support the Mt Eden ANZAC</p>	<p>Facebook</p> <p>Mt Eden Village website</p>	<p>Supply Tea and ANZAC biscuits</p>	<p>\$1,000</p>

<b>EDEN Arts</b> <ul style="list-style-type: none"> <li>Artists in Eden – March</li> <li>Chamber Music Festival October</li> <li>Artists in Eden – December</li> </ul>	Eden Arts March and December  Chamber Music Festival October	Provide sponsorship	\$2,000
<b>Other Village events</b> <ul style="list-style-type: none"> <li>Craft Markets</li> </ul>	Mt Eden Village Centre	Facebook  <a href="http://www.mounteden.co.nz">www.mounteden.co.nz</a>	Support with advertising and promoting on website and Facebook
<b>Village communication</b>  <b>Social media advertising and digital marketing</b>	Mt Eden Village website  Facebook  Members resource area	Featuring information and reference to doing business in the Village.  Assisting businesses with resources	MTEV Manager

## Objective 2. Maintain Mt Eden Village's attractiveness for users and visitors

Action	Stakeholder	Date and strategy	Investment/allocation
<b>Mt Eden Village streetscape:</b> <ul style="list-style-type: none"> <li>Report areas needing repair and maintenance. Focusing on supporting local Village businesses and featuring quality product and services</li> </ul>	Albert Eden Local Board  Auckland Transport  Auckland Council	Ongoing monitoring	MTEV Manager
<b>Signage</b>  Work on project to improve signage in the Village, investigate potential for touch screen information kiosk		Touch screen kiosk would include directory of business, links to public transport bus timetables; link to events both local and in the near vicinity (e.g., Ede Park)  Links to community events	\$4,000 plus grants

		Information signage for visitors and locals.	
Auckland Transport Road and footpath maintenance Traffic management and public transport Village parking	Albert Eden Local Board Auckland Transport	2019/2020 Ongoing monitoring	MTEV Manager
Resource Consents Actively take part in notified resource consents that are likely to influence Mt Eden Village	MTEV Business and Property owners	Monthly e-news monthly updates Bimonthly MTEV Executive Committee meetings	MTEV Manager

### Objective 3. Ensure Mt Eden Village is a great place to do business

Action	Stakeholder	Date and strategy	Investment/allocation
Bylaw and policy reviews and updates As they come to hand Actively lobby for parking regime refinements to aid delivering the objectives and purpose of this association	Mt Eden Village businesses Auckland Council Auckland Transport Albert-Eden Local Board	Submissions and presentations to Auckland Council representing Mt Eden Village businesses concerns, issues, and suggestions.	MTEV Manager

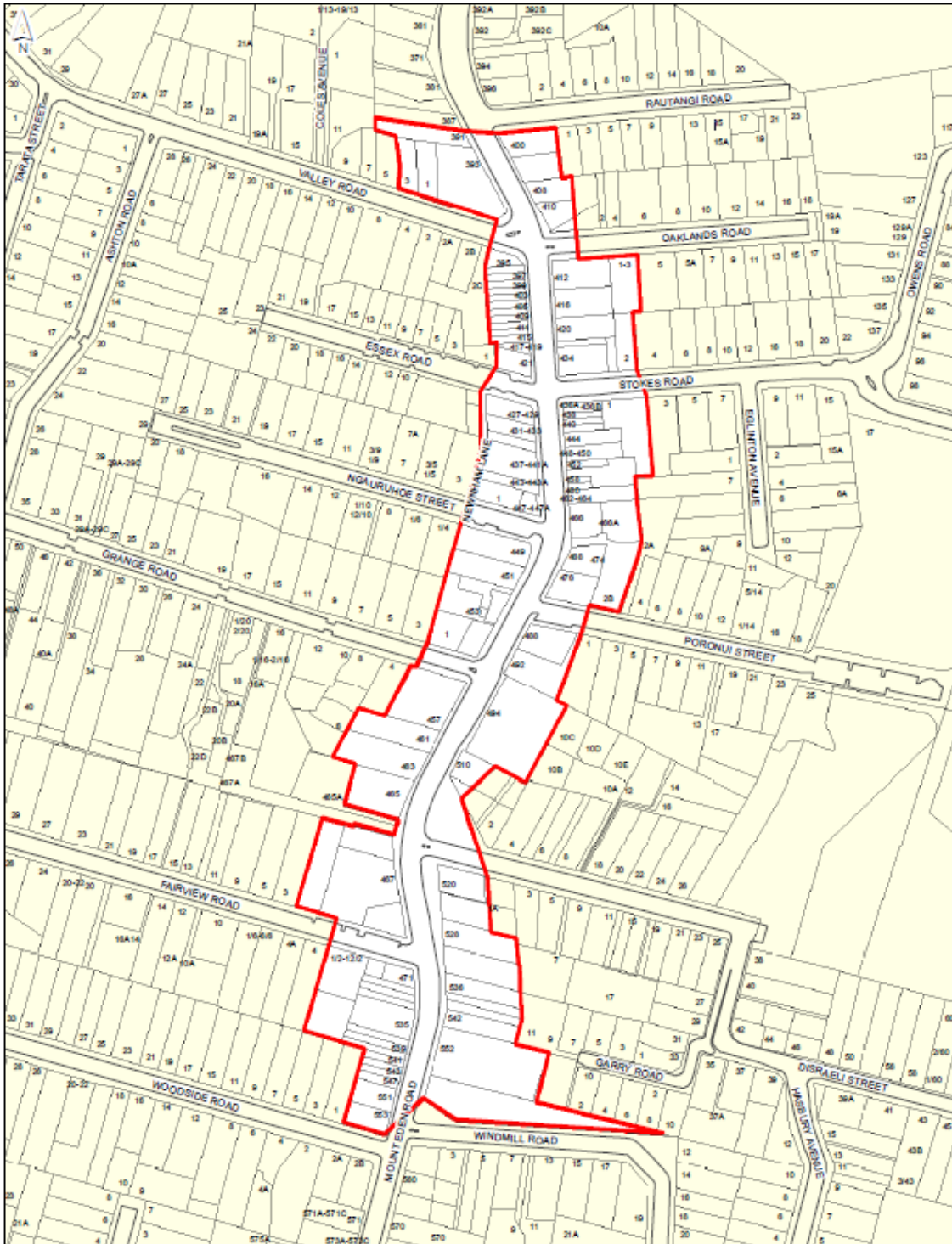
### Objective 4. Ensure Mt Eden Village has a best practice culture

Action	Stakeholder	Date and strategy	Investment/allocation
Mt Eden Village Executive Committee Bimonthly meetings presenting: <ul style="list-style-type: none"> <li>Financial update</li> <li>MTEV Manager report</li> </ul>	Mt Eden Village Businesses Mt Eden Village Executive Committee	Bimonthly: November, February, April, June, August, October	MTEV Manager Accountant Auditor \$3,000

<ul style="list-style-type: none"> <li>Albert Eden Local Board update</li> </ul>			
<p>Database Ensuring MTEV maintains an update to date database of all MTEV businesses</p>	<p>Mt Eden Village Businesses</p> <p>Mt Eden Village Executive Committee</p>	<p>Ongoing</p> <p><a href="http://www.mounteden.co.nz">www.mounteden.co.nz</a></p>	<p>MTEV Manager</p>
<p>Policies and Procedures Ensuring MTEV develops and maintains good policies and procedure documents for the governance and management of the association including:</p> <ul style="list-style-type: none"> <li>Health and Safety policy</li> <li>Financial Management Procedures policy</li> <li>Mt Eden Village BID programme agreement</li> <li>Mt Eden Village Board/Committee charter</li> </ul>	<p>Mt Eden Village Executive Committee</p>	<p>Ongoing</p>	<p>MTEV Manager</p>



### 5. BID (Business Improvement District)



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### Business Improvement District - Mount Eden Village

Scale at A4 - 1: 3500

Date: 27 June 2012  
Ref Number: SD330063

Published Name: \\Projects\_Programme\Rates modelling\mxd\Targeted Rating Maps Auckland Council - Portrait.mxd





Strategic Plan 1 October 2021 to 31 December 2022

Mount Eden Village Inc (Society #222972)