

Geraldine, Woodbury, Peel Forest, Orari and Surrounds Community **Strategic Framework**

2023 - 2033



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Quick(ish) wins 30

Welcome

Kia ora,



We live in a beautiful part of the Timaru District, with vibrant caring communities, easy access to rivers, forests and mountains, a lively arts scene and a strong economy. Our area is rich in history as well as in new ideas and we welcome both. To live here is to be part of a community alive with possibilities and optimism, a community that cares about one another and the place itself. Not surprisingly, most residents love living here!

This Framework provides a pathway for sustaining the things people love about the area and for improving things so life here is even better. It is the result of extensive community engagement throughout 2022 and 2023 and is informed by over 1300 written responses and more than 120 people in seven local workshops.

This local data has been supplemented by a stocktake of information from existing strategies and plans and organised into 8 Key Objectives, each with several priority outcomes to focus on over the next ten years. The Framework is grounded in local knowledge and experience to provide a guide to the Geraldine Community Board and people who live, work, play and invest in the wider Geraldine area. Together we are shaping our future, and this ten year strategic framework for Geraldine, Woodbury, Peel Forest, Orari and surrounding areas will help us collectively sustain and build on what we already have so both people and place can thrive.

The Geraldine Community Board wishes to thank everyone who contributed thoughts, ideas and analysis. This is a plan that is rooted deeply in what local people have said matters and we look forward to working with you to achieve the priorities we have identified together.

Jan Finlayson (Chair) and Janene Adams (Deputy Chair)







Peel forest is a great place for families to go. Huatekerekere, Little Mt Peel, is where I most often meet friends.

BATS! In Talbot Forest.
And BIRDS! The birds are a treasure – preserve the habitat.

There is a need for a banking hub as banking services are slowly disappearing.

...low unemployment rates are a strength, and we have a great entrepreneurial spirit here.

It's a great place to raise children, with good schools.

It'd be great to have an emergency plan in place for natural disasters...

There needs to be more activities or things for young adults to enjoy

We love visiting the farm park + seeing the animals. It is beautiful

The art galleries are great and there are some super artists in the area

Great community spirit!
Really friendly people.

I love the local/personal vibe of Geraldine. You know everyone, you feel safe, it has almost everything you could need to live a healthy, quiet and fulfilled lifestyle.

Geraldine is a peaceful place in which to live with a supportive and close-knit community which are quick to help those in need.

It's a beautiful town, Geraldine – lovely chilled, friendly vibe.

It's easy to get around because it's not overpopulated

Make it easier for newcomers who aren't retired to meet people. It's really hard to connect here as a newcomer.

We need more opportunities for high school leavers so they stay in town.

The whole area has a very pleasant and friendly atmosphere.

The beauty, peacefulness and general community feel need to be treasured and preserved

I love the forests – trees, bush, walkways, river. They are peaceful with lots of green.

What is the Strategic Framework?

Our Strategic Framework describes how we, as a Community Board and as communities in Geraldine, Woodbury, Peel Forest, Orari and surrounding areas, will achieve our shared vision:

To protect and enhance the character of Geraldine, its lifestyle opportunities for residents of all ages and its attractiveness as a visitor destination.

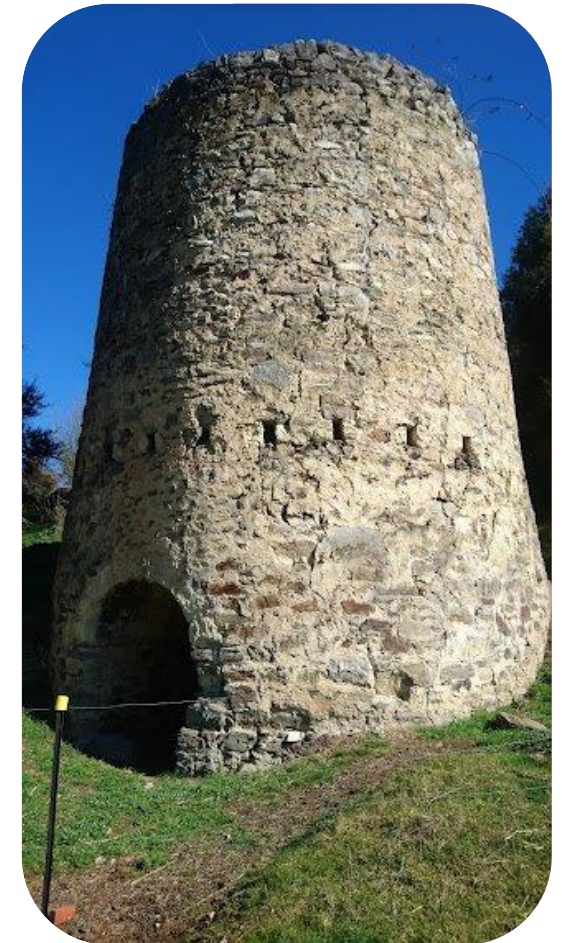
In line with our community values, priorities and aspirations, the Framework expresses the eight Key Objectives locals have said matter to them. It also outlines the most important outcomes to focus on over the next ten years and summarises thoughts from residents to guide how local aspirations can best be achieved.

The Framework will guide the actions Geraldine Community Board takes over the next ten years to help local communities accomplish collective goals and can serve as a guide for more integrated and holistic planning in our area. It will also support better communication and more effective collaboration as well as helping to identify roles, responsibilities and risk management approaches as we work together to ensure the wider Geraldine area thrives.

The Community Board will focus investment (time and resources) in the priorities identified in this Strategic Framework and the Framework will also help to ensure that other plans, such as the Timaru District Council District Plan and Long-Term Plan, are applied in ways that accelerate local values, aims and aspirations.

The Framework is complemented by a three year Community Action Plan which identifies the priorities for 2023-2026. Both the Strategic Framework and the Community Action Plan will be reviewed every three years.

Successful implementation will take many of us working together and the Geraldine Community Board looks forward to working with you to achieve our collective goals.



Values

Vision

Key Objectives

-  Collaboration and Partnership
-  Capability and Subsidiarity
-  Creativity and Opportunity
-  Sustainability and Wellbeing

To retain and improve the current lifestyle offering in Geraldine and surrounds

1. Protect and improve infrastructure, facilities and amenities for residents
2. Promote and enhance health, safety and social connectivity
3. Protect and enhance community lifestyles and opportunities
4. Protect and enhance the natural environment
5. Protect and promote a sustainable and diversified local economy
6. Protect and enhance recreation and tourism opportunities
7. Protect and enhance creative activity and connections
8. Protect the rural and small-town economy and ensure sustainability

Year 1-3 Priority initiatives

1.1 Maintain and upgrade infrastructure (esp water, waste, broadband), facilities and amenities including in smaller settlements and rural areas

1.2 Support and contribute to community-driven projects that offer benefits to the wider community

2.1 Complete the new community medical centre

2.2 A variety of regular and accessible local social activities and events that locals are actively engaged in, including as volunteers

2.3 Public spaces, including roads and tracks for walking and non-motorised transport, are provided at a high standard, accessible, safe and secure

2.4 Celebrate and maintain safe, caring communities, including local resilience to disasters (preparation, response, repair, recovery)

3.1 Increased housing/housing density and appropriate commercial development that sustains the size, beauty, peacefulness and affordability of settlements

6.1 Expand tourism and recreational activities. Including 'hero' attractions across the local area in ways that improve local lives and don't compromise the environment

7.1 Nurture and increase reach of existing and new creative endeavours, enterprises, spaces and activities

Values

These values and overarching approaches have been developed from community input. They inform how identified actions will be taken and will be most useful when embedded into day to day practices.

Creativity and Opportunity:

We are optimistic about our abilities to thrive together and see possibility in challenges as well as in opportunities. Creativity means being alive with innovative energies, while also taking the time to experience the richness of what already exists and building from that.

Sustainability and Wellbeing:

Wellbeing and sustainability are about mutual benefits, evolution and sustenance over time. Our focus is on building resilience, recovering effectively, overcoming challenges and adapting in ways that heal, regenerate and sustain both people and place.

Capability and Subsidiarity:

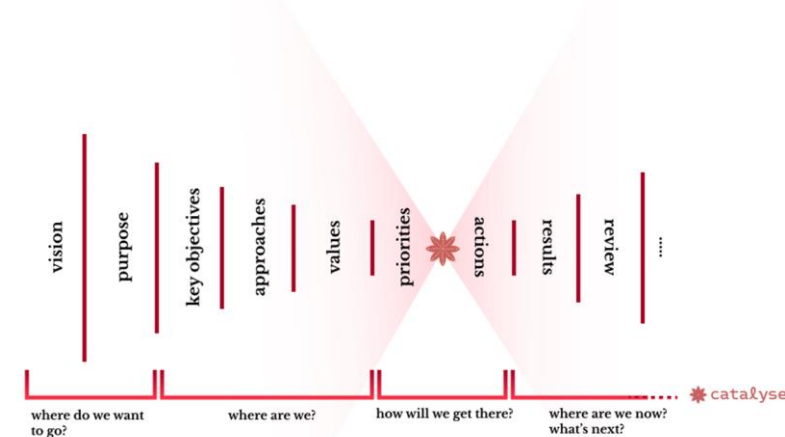
Capability is about collectively having the time, energy and necessary skills to provide and care for ourselves, our neighbours and the places we are in. Subsidiarity is about enabling decision making that is local, socially just and inclusive. Together, these can build trust and relationship that bridges differences, generates innovation and overcomes challenges as well as promoting ownership, guardianship, and succession.

Collaboration and Partnership:

Collaboration means contributing our skills, resources and networks in ways that respectfully complement, cooperate with and expand those of others. By working in partnership we can create multi-skilled, better resourced, more widely connected and relevant teams that accomplish more than any group working alone.

Overarching approaches:

Our overarching approaches are strengths-based and aim to achieve multiple gains for both local people and local places. These approaches build on the good things already happening locally and work towards bridging identified gaps. They aim to support the ambitions of the local community as well as comply with the intent of relevant legislation and all applicable regulations.



Key Objectives and Priority Outcomes

1	Protect and improve infrastructure, facilities and amenities for residents	<p>1.1 Maintain and upgrade infrastructure, facilities and amenities including in smaller settlements and rural areas.</p> <p>1.2 Support and contribute to community-driven projects that offer benefits to the wider community.</p> <p>1.3 Provision, maintenance and improvements to roading, water, waste and broadband infrastructure.</p>
2	Promote and enhance health, safety and social connectivity	<p>2.1 Complete the new community medical centre.</p> <p>2.2 A variety of regular and accessible local social activities and events that locals are actively engaged in, including as volunteers.</p> <p>2.3 Public space, including roads and tracks for walking and non-motorised transport, are provided at a high standard, and are accessible, safe and secure.</p> <p>2.4 Celebrate and maintain safe, caring communities, including local resilience to disasters (preparation, response, repair, recovery)</p>
3	Protect and enhance community lifestyles and opportunities	<p>3.1 Increased housing/housing density and appropriate commercial development that sustains the size, beauty, peacefulness and affordability of settlements</p> <p>3.2 More long-term residents and increased demographic diversity</p> <p>3.3 Improved/increased/wider range of education and schooling opportunities</p>
4	Protect and enhance the natural environment	<p>4.1 Sustain and improve the variety and health of biodiversity (flora, fauna and soils)</p> <p>4.2 Manage and improve waterways, water catchments and water quality</p>

continued on the next page



Key Objectives and Priority Outcomes

5	Protect and promote a sustainable and diversified local economy	<p>5.1 Sustain low unemployment; attract/provide appropriate skills and experience; and nurture enterprise so the range of local employment and career opportunities expands.</p> <p>5.2 Ensure basic goods, services and work are available locally in sustainable ways.</p> <p>5.3 Collective planning and promotion.</p>
6	Protect and enhance recreation and tourism opportunities	<p>6.1 Expand tourism and recreational activities across the local area in ways that improve local lives and don't compromise the environment.</p> <p>6.2 Develop 'signature' attractions as well as temporary and 'pop-up' approaches.</p>
7	Protect and enhance creative activity and connections	<p>7.1 Nurture existing and new creative endeavours, enterprises, spaces and activities.</p> <p>7.2 Sustain and increase reach of creative groups and activities.</p> <p>7.3 Improve access to creative connections, learning and promotion for practitioners.</p>
8	Protect and enhance cultural values (including heritage and history)	<p>8.1 Enhanced engagement with Mana Whenua</p> <p>8.2 Opportunities for expression and celebration of cultural and ethnic diversity</p> <p>8.3 Identification, preservation, representation of local history/identity</p>

Key Objective 1:

Protect and improve infrastructure, facilities and amenities for residents.

Guidance for improvements:

- Most people are very positive about local facilities and amenities, especially those associated with sport, and would like changes to keep “the culture of friendliness” and “pretty country town feeling”.
- Accessibility is important, both within and around facilities and amenities and in terms of getting to and from.
- Finding out what infrastructure, facilities and amenities are most valued by younger people and involving young people in decision making will help guide successful development for youth.
- Sustaining the quality, signposting and safety of nature trails, cycling tracks and public open spaces plus public toilets and rubbish bins is key.
- Investment should ensure local infrastructure and facilities in smaller settlements thrives, as well as that in Geraldine.
- Facilities for non-sport social connection, learning and sharing are much valued. Sustaining the provision of events, activities and facilities as well as the groups that deliver these is “vital”.
- Ensuring sacred sites and mahinga kai are preserved, acknowledged, secure and sustained is essential.

Priority Outcomes for the next 10 years:

- 1.1** Maintain and upgrade infrastructure, facilities and amenities including in smaller settlements and rural areas.
- 1.2** Support and contribute to community-driven projects that offer benefits to the wider community.
- 1.3** Provision, maintenance and improvements to roading, water, waste and broadband infrastructure.

Key Objective 1:

Protect and improve infrastructure, facilities and amenities for residents.

To sustain:

- Sustain the high quality of local facilities and amenities with regular maintenance and repairs.
- Sustain momentum for the the upgrade at the Domain and development of the Geraldine Sculpture Trail.
- Consider how increased population numbers and densities might be serviced by facilities and amenities, including for passive recreation.

To improve:

- Improve support for committees running local facilities who feel “unsupported and overstretched”.
- Improve waste reduction, recycling and rubbish collection services.
- Investigate the viability of a 2-lane bridge on SH72 at Orari Bridge.
- Plan for the extension and upgrading of walking and cycling tracks and associated information and infrastructure.
- Link maintenance and development of infrastructure, facilities and amenities to development of the local economy (tourism especially).

"Local people need local things to do and they need to be close by so they can meet each other and grow communities that are friendly and care..."

Key Objective 2:

Promote and enhance health, safety and social connectivity.

Guidance for improvements:

- Wellbeing that is grounded in social connection is seen to help build intergenerational caring and understandings. Holistic understandings of wellbeing can also positively influence community safety, environmental resilience, economic sustainability, and improved cross-cultural understandings.
- Locals are keen to sustain the “community feeling” as well as develop new ways of sustaining community and welcoming newcomers “in our changing world”.
- The “already good opportunities for social connection”, active “culture of volunteering” and valuing of “community life” give many locals a sense of happiness, active engagement, belonging and pride.
- Develop shared goals and approaches for improved community resilience. Economic resilience and mitigating local impacts of climate change are key drivers and competing and contested priorities will need to be “accommodated”.
- Safety is enhanced by good walking and cycling tracks, infrastructure for other non-motorised transport and well maintained roads.

Priority Outcomes for the next 10 years:

- 2.1** Complete the new community medical centre.
- 2.2** A variety of regular and accessible local social activities and events that locals are actively engaged in, including as volunteers.
- 2.3** Public space, including roads and tracks for walking and non-motorised transport, are provided at a high standard, and are accessible, safe and secure.
- 2.4** Celebrate and maintain safe, caring communities, including local resilience to disasters (preparation, response, repair, recovery).

Key Objective 2:

Promote and enhance health, safety and social connectivity.

To sustain:

- Sustain support for completion of a new community medical facility. Good health and medical services are key to ageing in place and to attracting families.
- Peel Forest Outdoor Centre is a significant contributor to health, wellbeing and social connectivity, especially for youth. Sustaining the swimming pool, arts and events scene and accessibility to nature are also important.
- Retain visible policing in the area.
- Retain current levels of car parking.

"Nowhere else in New Zealand offers what we have here - it's a high trust society with a community atmosphere"

"...we have can-do attitudes here and countryside values"

To improve:

- Gather information on local wellbeing and find out more about community safety, security, isolation, disconnection, food poverty and housing issues in the area.
- Improvements are needed for Civil Defence and Emergency Management assistance in emergencies as well as plans and practices to prevent and mitigate emergencies.
- Support and encourage neighbourly/community interactions and connections by linking to national groups and events such as the Menzshed movement, Neighbours Day Aotearoa and Repair Cafes.
- Develop main street public space in Geraldine, potentially utilising pop-up and tactical urbanism approaches.
- Upgrade, extend and join up non-motorised transport infrastructure and ensure it is safe and accessible to all wherever possible.
- Consider advocating for reduced speed limits in specified areas and ensure all roads are safe.

Key Objective 3:

Protect and enhance community lifestyles and opportunities.

Guidance for improvements:

- People enjoy living in the area and want to sustain the “peaceful”, “kind and friendly” sense of community and keep a smaller size of communities “so we know everyone”.
- Careful planning is required to avoid developments on flood plains and to develop a more nuanced application of rules “so housing is fit for purpose for the people who live in it and for the place it is in”.
- Improving resilience and sustainability for people, the local economy and the environment is important in “our changing world”. For some, climate change is the “upstream conversation” to be having so actions can be developed to “address associated issues in locally appropriate ways”.
- Infrastructure that encourages active lifestyles such as walking and cycling is much valued and should be extended and improved. Increased public transport would also be welcomed.
- People appreciate the ease of “getting around”, good range of “basics” nearby, access to nature and to nearby cities as well as the aesthetics of the built environment.

Priority Outcomes for the next 10 years:

- 3.1** Increased housing/housing density and appropriate commercial development that sustains the size, beauty, peacefulness and affordability of settlements.
- 3.2** More long-term residents and increased demographic diversity.
- 3.3** Improved/increased/wider range of education and schooling opportunities.

Key Objective 3:

Protect and enhance community lifestyles and opportunities.

To sustain:

- Sustain the size and scale of existing settlements and the “quiet, tranquil lifestyles” available to most people while continuing to be welcoming to newcomers.
- Support appropriate commercial development, such as a ‘service hub’ for banking. No heavy industry.
- Support and sustain a range of good schooling options.

To improve:

- There is limited local knowledge on a range of housing-related topics, including social housing, security of housing tenure, fit for purpose housing, secondary dwellings, location of new housing and interpretation of District-wide plans and rules at the local level.
- Facilitate discussion on increasing demographic diversity, housing and other implications of population growth as a key aspect of improving community vitality.
- There are a range of perspectives and gaps in knowledge on the viability of trying to attract “work-anywhere and tech or start-up businesses”.

"We need a wider age range of people living here - more of a balance of working age people and those who are not. And all the things that support good lives for those people as we work out how to support future generations, the land itself, and all flora and fauna".

Key Objective 4:

Protect and enhance the natural environment.

Guidance for improvements:

- Nature is “the big picture” for some people because, “without a well-functioning natural environment, humanity is at risk”. Improving biodiversity is essential for nature to regenerate and flourish.
- Joining up specific interests and interest groups as well as navigating polarising views towards achieving high level goals (and enabling many different ways of achieving these) is important to “good outcomes”.
- A focus on water can help achieve several outcomes for a range of population and interest groups
- Reliable access to “clean drinking water” is important for all.
- “Access to nature and the outdoors” is regarded as significant for individual and collective wellbeing, and is a key part of local identity.
- Capacity and skills to help with the “running” of environmental groups can be difficult to access reliably and are critical to sustain and improve.
- Work with and build on what is already happening locally and nationally, such as Project Peel and the Predator Free Network.

Priority Outcomes for the next 10 years:

- 4.1** Sustain and improve the variety and health of biodiversity (flora, fauna and soils).
- 4.2** Manage and improve waterways, water catchments and water quality.

Key Objective 4:

Protect and enhance the natural environment.

To sustain:

- Maintain quality and safety of accessways (walking tracks, toilets and rubbish bins).
- Maintain pest and weed control regimes
- Encourage trapping and predator fencing.
- Sustain bats and birds and their habitat.
- Support local outdoors and environmental groups.

To improve:

- Enhance connections with Mana Whenua
- Develop succession planning for the treescape and habitat improvement plans.
- Review current CDEM planning and practice with regard to mitigating, preparing for, responding to and recovering from natural hazards.
- Progress safe drinking water for all.

"There is, then, plenty of room but not a lot of time to agree some goals we can all work towards and some lines of what are acceptable ways of achieving these goals."

Key Objective 5:

Protect and promote a sustainable and diversified local economy.

Guidance for improvements:

- There are six key wishes for economic development to ensure ongoing viability: business development; a business school; a clear economic development strategy; introduction and expansion of viticulture; incentives for the film industry; and funding for G.NZ as well as a branding wish list.
- Broadly there are two schools of thought on how best to diversify the local economy: 1. 'Build on what we are good at' and 2. 'Bring in new industries'.
- District-level work on attracting a greater diversity of industries and businesses and the availability of labour to meet demand may be useful.
- Many people see a diversified economy as based on primary production, manufacturing and tourism as well as the retail on Geraldine's main streets. There are aspirations to "sustain primary production in more sustainable ways", as well as to grow the economy in size and range, with differing thoughts on how to do this.
- Some people are keen for tech industries and start-ups.
- Most are keen to keep a boutique nature to street front businesses, "to build on what we already do well" and "not to try to be what we are not".
- There is enthusiasm for "appropriate development" for the river side of Geraldine's main street and also for sustaining, diversifying and growing economies and service provision in smaller townships and in rural areas.
- Young people would like more cheap eats and gathering spaces where they don't have to spend a lot of money.
- Most people would like to keep big box retail and malls out.

Priority Outcomes for the next 10 years:

5.1 Sustain low unemployment; attract/provide appropriate skills and experience; and nurture enterprise so the range of local employment and career opportunities expands.

5.2 Ensure basic goods, services and work are available locally in sustainable ways

5.3 Collective planning and promotion

Key Objective 5:

Protect and promote a sustainable and diversified local economy.

To sustain:

- Celebrate and sustain boutique and independent businesses, markets and events, not only for economic benefits but also for the “pride and loyalty” among locals for the range of independent shops and eateries, events and markets as well as for Geraldine as being a great place to do business.
- Keep the low unemployment rates and build on our “entrepreneurial spirit”.
- Continue to grow the mutually supportive nature of the local economy and the highly regarded G.NZ.

To improve:

- Enhance connections with Mana Whenua
- Add environmental sustainability and tourism into local economic development strategies. Economic and environmental resilience and sustainability can be mutually beneficial.
- Find out more about the nature of the local economy including the number, range, diversity and sustainability of unique local industries.
- Develop local procurement policies.
- Consider possibilities of community shares and/or local loyalty cards.
- Explore the development of better business support services and a banking hub. There are concerns about the kinds of social services and support new industries might need for staff to integrate well with locals and not become isolated.
- Work towards opening up light industrial land.

“...we have a tightknit local economy – the quality shops and cafes, the markets, library, The Academy and the cinema plus places like the library and swimming pool. That's what makes us a vibrant town.”

Key Objective 6:

Protect and enhance recreation and tourism opportunities

Guidance for improvements:

- Recreation is a term that is understood very broadly. It includes active and outdoor activities as well as eating out, shopping, movies, theatre, museums and visual arts.
- Ideal recreation development is “good for locals, tourists, the economy and the environment” and this is supported by Timaru District Council strategies.
- Recreation is valued as a part of both individual wellbeing and collective wellbeing. Building on and complementing existing recreation opportunities is encouraged.
- Tourism is viewed positively, especially with regard to bringing in “outside money”, enabling boutique businesses to thrive, providing local jobs (especially for young people), supplementing other economic activities and helping support further development in the area such as more walking and cycle tracks.
- Tourist-focused development that improves infrastructure and increases the number and quality of local attractions as well as growing operator and staff capabilities is welcomed. Developing strategy for this is supported.
- Most people want some version of “slow tourism”, where visitors stay longer, have a more “connected experience” and spend not only more money but also in a wider range of places beyond Geraldine township. Establishing some coordinated approaches to encouraging ‘slow tourism’ and creating temporary and pop-up innovations to trial new ideas is well supported.

Priority Outcomes for the next 10 years:

- 6.1** Expand tourism and recreational activities across the local area in ways that improve local lives and don't compromise the environment.
- 6.2** Develop ‘signature’ attractions as well as temporary and ‘pop-up’ approaches.

Key Objective 6:

Protect and enhance recreation and tourism opportunities

To sustain:

- Boutique shopping, cafes and markets as well as outdoor recreation, the cinema and creative initiatives are valued attractions to sustain and build on.
- The “friendly vibe”; great quality and range of accommodation; “quaint” architecture; clean, tidy streets and amenities; parking and accessibility are all assets and strengths to sustain and look after.
- Secure open access to natural areas so these attractions are at no cost.

To improve:

- Enhance connections with Mana Whenua.
- Existing facilities, amenities, events, businesses and lifestyles (the swimming pool, mountain bike tracks, artisan and farm production and lifestyles) can be further developed for recreation and/or tourism in ways that also benefit locals and which allow nature to “thrive, not just survive”.
- Refresh the main street in Geraldine. Try some pop up/temporary vibrancy and encourage evening dining options, especially during peak season. Consider unified approaches and investment in the cinema, The Academy, an events centre, signature attractions and events.
- Install PHEV charging stations around the township.
- Work together with Timaru District Council to better connect tourism, primary production and manufacturing in ways that support mutual benefits to be sustained and grown.
- Find out more about potential negative impacts of tourism in the local area to inform development.
- Establish some kind of feedback process for locals and visitors.

“...we meet people who like the same things through our recreation. We might not otherwise meet! They might have really different backgrounds and lifestyles and that helps us learn new things, get to know one another, appreciate differences... it’s good for when we are in crisis, and for our community [in general]”

Key Objective 7:

Protect and enhance creative activity and connections

Guidance for improvements:

- Geraldine and the surrounding areas have a highly regarded reputation as a home for talented artists and artisans. Investment is needed to sustain and build on this.
- The creative arts are a significant aspect of local identity for some people and locals want to nurture and celebrate local talent as well as attract talent from outside of the area.
- Local procurement and incorporating the arts, artists and galleries into key events, attractions and developments will embed creativity as part of the local culture, economy, identity and lifestyle.
- Development of a centralised art and community hub is welcomed. Such a hub will make creative endeavours more visible to people (locals and visitors alike); to nurture new talent through workshops and space, bring different groups together.
- Easing of red tape for art and performance, such as licenses for late night music

Priority Outcomes for the next 10 years:

- 7.1** Nurture existing and new creative endeavours, enterprises, spaces and activities
- 7.2** Sustain and increase reach of creative groups and activities
- 7.3** Improve access to creative connections, learning and promotion for practitioners

Key Objective 7:

Protect and enhance creative activity and connections

To sustain:

- Sustain the cinema, Geraldine News, The Academy, galleries, events, G.NZ.
- Continue to support the Geraldine Sculpture Trail development

To improve:

- Consider unified approaches and investment in the cinema, the Academy, an event centre, signature attractions and events, including the viability of providing an 'arts and community hub'.
- Progress the Geraldine Sculpture trail.
- Explore possibilities for the arts and tourism such as courses, training programmes and events that combine strengths in the area eg an 'Arts and Food Heritage Trail'.
- Consider the reestablishment of an events coordinator role.
- Explore incorporating the arts into the development of space for and with young people

"The arts feed into tourism, and into the local economy. They are about local identity and character too. We have a healthy arts community but it needs a home where we can spark off each other and reduce administrative burdens."

Key Objective 8:

Protect and enhance cultural values

Guidance for improvements:

- There is a growing desire to enhance connections and foster relationships with Mana Whenua.
- There are strong local ways of doing things and many people also like the “increasing cosmopolitanism” and “diversity of cultures” in the area. Nurturing both is important.
- Intergenerational connections are valued as is heritage architecture, community-level histories and long term institutions, such as the cinema. Continuing to document “special histories” and to use these in relation to improving community wellbeing, social connection and tourism is encouraged.
- Better communication about how heritage, history and diverse cultural values are managed would be appreciated, especially in the context of change and development.

Priority Outcomes for the next 10 years:

- 8.1** Enhance connections with Mana Whenua.
- 8.2** Opportunities for expression and celebration of cultural and ethnic diversity.
- 8.3** Identification, preservation, representation of local history/identity.
- 8.4** Opportunities for religious or spiritual communities to practice.

Key Objective 8:

Protect and enhance cultural values

To sustain:

- Develop a register and process to look after heritage of all kinds.
- Sustain existing opportunities for expression and celebration of cultural and ethnic diversity.

To improve:

- Enhance connections with Mana Whenua.
- Ensure indigenous input into the Geraldine Sculpture trail.
- More visibility and inclusion of diverse histories, stories and perspectives.

“Different motivations can coexist and work towards the same goal in different ways.”

Quick(ish) wins

Overall, local people recognise they live in an area that already offers a high standard of living for most. There is a lot already going on and they are keen to build on this and for locals to be involved in decision making as well as action taking.

To make a start towards achieving these Key Objectives, several quick wins were identified through the community engagement. These are:

- **Developing and installing better way finding and information signage about nature walks, including accessibility and about heritage and history**
- **Promoting the uptake of free accessibility audits from Be.Lab.**
- **Enabling pop-up and temporary placemaking and events that involve young people.**

More long term but seen as essential to be working towards is the development of stronger relationships with Te Rūnanga o Arowhenua.

Inspired by their experience of the engagement processes used to develop this framework, some locals are interested in being part of an ongoing “Think Tank”. The intention is to look at longer term priorities (50+ years) and to ensure actions are being taken today to both help realise these and to inform changes to longer term goals as things change. The establishment of such a group could be a useful contribution to determining priority actions across the local area into the future.



Appendix 1: Priority Areas

This plan draws on existing documentation, such as Council policies, strategies and plans, as well as information from community engagement. Together, this information has identified key areas to sustain and look after as well as key areas to change and improve. Priorities indicate that different Key Objectives require a different mix of strategies to sustain and improve outcomes and these are elaborated for each Key Objective in the previous pages.

Key objectives ranked by the number of things to look after/sustain and change/improve.

Rank	Priorities to look after/sustain	Priorities to change/improve	Overall Priorities
1	Promote and enhance health, safety and social connectivity (135)	Protect and improve infrastructure, facilities and amenities for residents (179)	Protect and improve infrastructure, facilities and amenities for residents (279)
2	Protect and improve infrastructure, facilities and amenities for residents (100)	Protect and enhance community lifestyles and opportunities (110)	Promote and enhance health, safety and social connectivity (211)
3	Protect and promote a sustainable and diversified local economy (94)	Protect and enhance the natural environment (79)	Protect and enhance community lifestyles and opportunities (179)
4	Protect and enhance the natural environment (85)	Promote and enhance health, safety and social connectivity (76)	Protect and enhance the natural environment (164)
5	Protect and enhance community lifestyles and opportunities (69)	Protect and enhance recreation and tourism opportunities (64)	Protect and promote a sustainable and diversified local economy (151)
6	Protect and enhance recreation and tourism opportunities (44)	Protect and promote a sustainable and diversified local economy (57)	Protect and enhance recreation and tourism opportunities (108)
7	Protect and enhance creative activity and connections (36)	Protect and enhance creative activity and connections (30)	Protect and enhance creative activity and connections (66)
8	Protect and enhance cultural values (4)	Protect and enhance cultural values (2)	Protect and enhance cultural values (6)

