



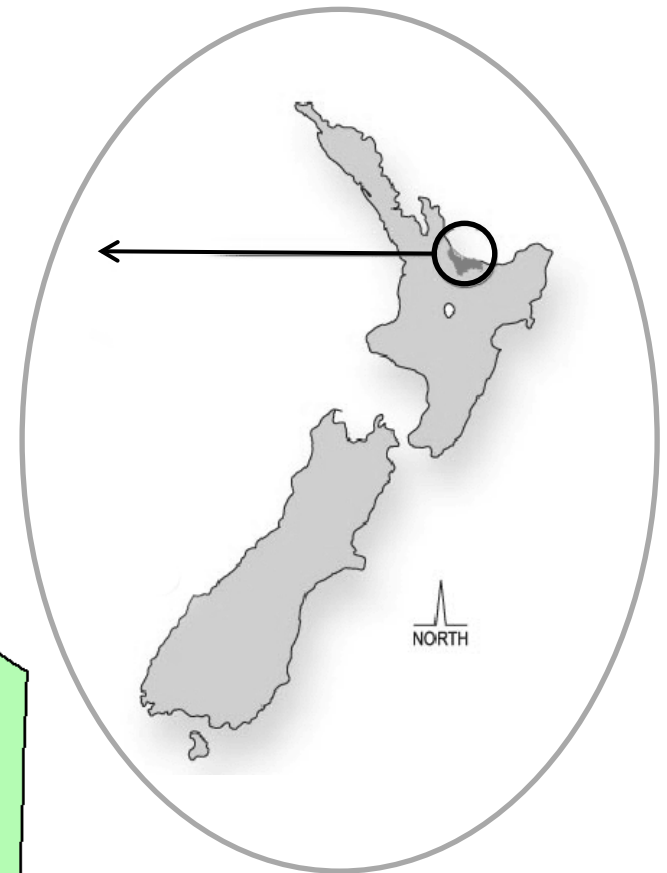
Te Puke Community Board

“A Licence to Lead”

The Te Puke Town Centre Development Plan

Our neck of the woods

- One of the New Zealand's fastest growing areas



The Project

- Te Puke Heritage Walkway
 - Connectivity from the main street to Jubilee Park
- A Cultural Courtyard
 - Acknowledging our past and our special place in the future
 - Created a space to accommodate markets and other open air events
- An Amphitheatre for outdoor music, concert and theatre productions
- A destination (intergenerational) Playground encouraging interactive and integrated use for all ages
- An entrance to the Destination Playground through the Hera Memorial Archway highlights a significant iwi connection
- The relocation of a local rugby club that was displaced by the development resulted in a new facility including lighting and seating providing an upgraded sporting venue for the community at large

The Approach

- Initiated through the Te Puke Community Development Plan (TPCDP) 2000-2010 which led to the Town Centre Development Project in 2004
- Identified the need for connectivity and create a Town Centre
- This was an integrated and collective approach by protecting community assets whilst maximising economic opportunities
- As very few people used the park, the construction of a new supermarket provided the necessary seed funding to start the Project
- Had to be a realistic planning horizon and selling a portion (17%) of Jubilee Park facilitated funding for the project
- Implementation included the understanding of funding constraints, community concerns and community aspirations

Jubilee Park Before Project





Who Were Involved

- Western Bay of Plenty District Council
- Te Puke Community Board
- Te Puke Town Centre Advisory Group
- Te Puke Town Centre Project Control Group
- Foodstuffs
- Local Community Groups (Lions Club, Girl Guides etc.)
- Individuals also made donations to the project

The Old Walkway





The New Walkway





Karyl Gunn and Tony Ryall MP (Opening December 2011)



How People Got Involved

Consultation on what was hoping to be achieved

- Communication by frequent and consistent messaging through a range of traditional media and online tools
- The Te Puke Town Centre Advisory Group was formed which was made up of representatives from Western Bay of Plenty District Council, Community Board and other community organisations
- The Te Puke Town Centre Project Control Group (PCG) grew out of the Advisory Group in order to provide more direction to the project who met (and still do) every two weeks
- Local community groups and individuals participated in activities such as planting days, and fundraising for play equipment
- The Te Puke Economic Development Group (TPEDG) facilitated input from the business community

Old Entrance to Jubilee Park



Old Grandstand on Jubilee Park



The New Entrance to Jubilee Park (Opening December 2012)



The New Location of the Pous



Project Funding

Barriers, Benefits and Opportunities

- The purchase of 17% of the park for a new supermarket provided the necessary seed funding to enable the project to get underway
- This enabled the leverage for further funding from the Te Puke Community Board, gambling trusts, individuals and donations
- The sale of the portion of the Park was not a popular decision with a minority in the community. Many opponents to the project are now fully supportive of what has been achieved
- There has been additional projects undertaken which were not initially part of the original plan, being the upgrade of the bus stop area and refurbishment of the town centre toilet facilities
- Funding generated from the Town Centre project also enabled the refurbishment of the Te Puke Library and Service Centre currently being undertaken
- The project has also added benefit to commercial properties overlooking the new town centre along with the Destination Playground and surrounding area creating a warmer and more welcoming environment for locals and visitors

The Amphitheatre



Hera Memorial & Playground



Local Service Groups on a Planting Day



Destination Playground looking towards Cultural Courtyard





Taking Te Puke Forward

- Grasping the vision, with careful planning, consultation and thinking outside the square to obtain the appropriate funding that was not available through other means, required constant commitment to achieve the outcome we have today

“Patience and perseverance have a magical effect before which difficulties disappear and obstacles vanish.” – John Quincy Adams

