

STRATEGIC PLAN 2023-2025

THE FRINGE DISTRICT.
THE PLACE TO BE.
AND TO BE YOURSELF.



KINGSLAND
EDEN PARK
MORNINGSIDE

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Our Vision

The Fringe District is the place to be, and be yourself.

We are an authentic, vibrant, & successful hub for community, creativity, good vibes, laughter, experiences, & activity; day and night.

Sitting on the fringe of Auckland City, we are a must visit destination.

Open from 530am-1am our urban hustle lifestyle complements our connectivity into and out of our two villages and stadium.

We are ccessible through multiple modes of transport: buses, trains, cycleways, footpaths, carparking, and motorways, ensuring people of all ages, stages, and walks of life are connected to The Fringe District.

We provide a home to a diverse and unique range of quality services, products, creativity, experiences, & hospitality culture for visitors, supporters, and fans, as well as a friendly home for our community living, working, and doing business here.

We are passionate, diverse, & small independent owner-operated businesses.

We are Home to NZ's largest multi-purpose stadium - Eden Park.

Our Purpose

Be a champion for The Fringe District Business community.

Destination marketing of the The Fringe District: Kingsland, Eden Park and Morningside to ensure we are a highly visible, must visit, and must return soon destination.

Provide a platform, service and resource that assists our business community's visibility, growth, innovation & collaboration, while strengthening their connection and investment in The Fringe District.

Ensure The Fringe District is a great place to visit, do business, work, and to live.

Ensure we are a desirable & frequently visited destination to stop & visit, not drive though.

Ensure we always have excellent connectivity and accessibility to people of all ages, stages, and walks of life.

Our Core Values

The Fringe District will demonstrate key values in all aspects of the organisation.

The Fringe District commits to be creative, aspirational, welcoming and collaborative, operating with integrity, and a long-term focus on sustainability.

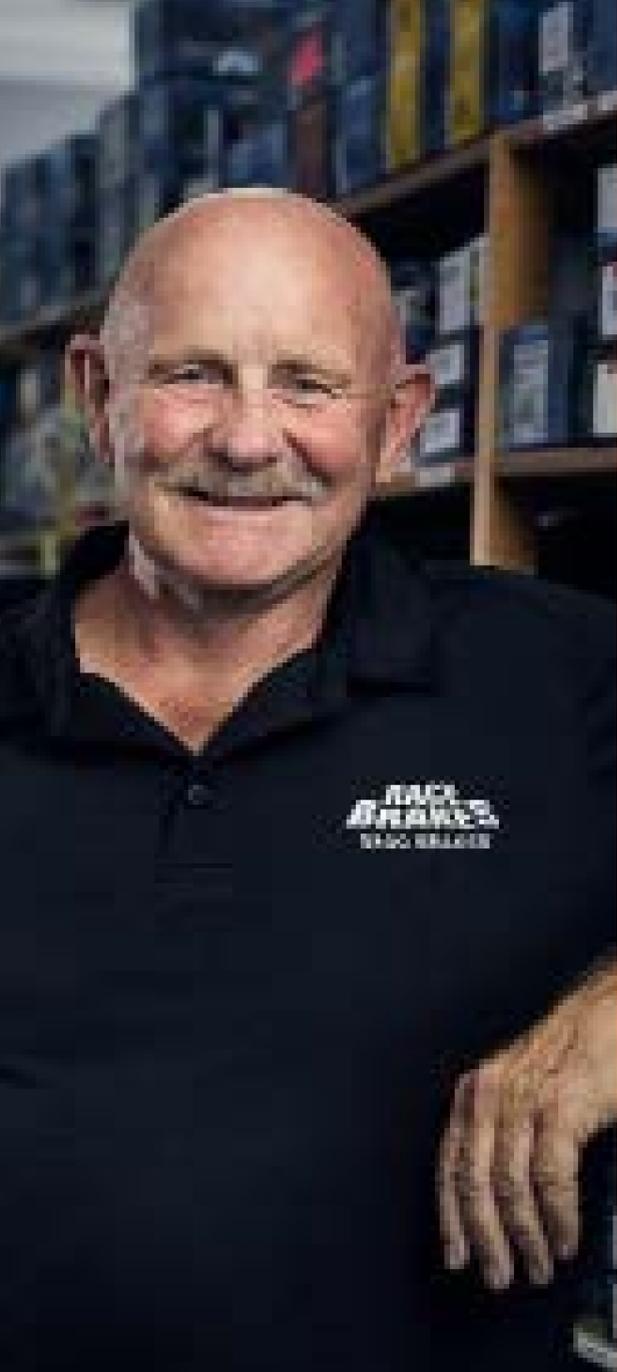
Consultative and Informative – The Fringe District members will be provided with clear information and encouraged to engage on matters that affect The Fringe District. Relevant information will be shared and provided to The Fringe District businesses and property owners.

Advocacy – The Fringe District will actively advocate in strategic fashion on behalf of TFD businesses, and we will do so where appropriate, in alliance with other organisations on issues relating to TFD, its businesses, community, connectivity, and accessibility, and our brand within the Auckland region.

Community Minded – Promote community including by working with other groups in The Fringe District that have a common interest or involvement with The Fringe District, and our community.

Accountable – TFD will be accountable to all stakeholders to ensure good stewardship of its resources.





Our Objectives

Ensure the The Fringe District destination is always visible.

Continue to raise our profile and position within the Auckland region by staying current and connected to the people we serve.

Ensure The Fringe District feels safe, warm and welcoming.

Maintain The Fringe District's appearance so it remains attractive for users and visitors.

Ensure The Fringe District has frequent and engaging community events for locals, Aucklanders and visitors.

Ensure The Fringe District is a great place to do business.

Ensure there is always easy connectivity and accessibility.

Our Challenges

Competition – From other BIDS and fringe villages that provide a similar mix of city fringe living such as Ponsonby, Uptown, Grey Lynn, and Dominion Road.

Traffic and Parking - Limited car parking opportunities play an important role in how The Fringe District is viewed as an accessible destination. Ensure AT is challenged on decisions that effect easy access and connectivity.

Streetscape – Maintaining a visually vibrant, tidy, and quality streetscape.

Unique mixture of suburbs - Maintaining continuity of vision, and individuality, between the three suburbs we represent: Eden Park, Kingsland and Morningside.

Branding – Ensuring Auckland, New Zealand, and the online community know who we are.

Our Strengths

Locals – A large and supportive local catchment that loves supporting our 3 villages.

Location – A central location within walking or biking distance from the CBD and other tourism destinations including our own Eden Park.

Accessibility – We are highly accessible; three motorway systems; Northern, Western and Southern motorways, three train stations; Mt Eden, Kingsland and Morningside, as well as many bus routes and the north-western cycleway are all on our doorstep.

Community – Having a focus on locals, and a strong sense of community, and culturally appropriate practice for a multi-cultural Aotearoa, ensures that all people in and visiting our community are included, and feel acknowledged.

Urban Mix – Increasing intensification with well-developed and well-presented buildings will populate our villages, and the line of work and play blur into a hive of buzzing urban living and activity.

Creative – Known for attracting an eclectic mix of edgy and inspirational creatives and artists, (who live and work in or neighbourhood), they create great echoes, artistic impressions, and generate a creative culture that is reflective of our diversity & vibrancy.





Cafes, Bars, Restaurants, & Gyms - With fitness, wellbeing, breakfast, lunch, dinner and drinks options from 530am to 1am means we are a hub of activity both day and night.

Services – A wide range of passionate owner-operated small – medium businesses provide diverse, engaging and unique offerings.

Community Facilities – Trinity Church Hall, Eden Park, Nixon Park, and Kowhai Intermediate School allow for a wide range of community activities and events to thrive across our villages.

Heritage and History – Heritage buildings, strong local history, and the development of Eden Park from Cabbage Tree Swamp, add a diversity and rich tapestry to our local community.

Opportunities

Marketing and Advertising – Marketing our brand, The Fringe District, with monthly campaigns on multiple media platforms (billboard, magazine, flyer distribution and social media), to develop the brand, brand recognition and representation, and the other activities that relates to and in The Fringe District.

Signature events – Continue to develop regular and annual signature events that bring a sense of community, culture, fun and laughter to The Fringe District. Events that are focused on community, and provide opportunity for our businesses to take advantage of an increase in visitor numbers.

Streetscapes – Continue to develop our warm and welcoming street frontage with continued installation of fairy lighting across the three villages, to connect them via lighting. Additionally, adding street murals that celebrate our cultural diversity, our artistic echoes, and a sense of community.



Local community – Continue providing community events that are attractive to our locals, doubling up their sense of belonging through localised advertising, marketing and social. Locals specials that encourage our community to buy local.

Businesses – Continue conversations with passionate business owners on our social media pages, while encouraging locals to buy local. Connect businesses to the people.

Events in our neighbourhoods – Utilise large scale events at Eden Park, Nixon Park as a gateway for visitors, as well as smaller events run by the likes of Crave Café, Kingsland Eco Group, Gribblehirst Hub and local business owners, for further gateway opportunities.

Collaboration - across neighbourhoods and communities with an open invitation to community members to work alongside us, with us, and together on various projects



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The Strategic Plan 2023-2025

The Kingsland Business Society Inc. (The Fringe District), in partnership with Auckland Council under the Business Improvement District (BID) programme & BID Policy has set out the following strategic direction for the organisation and membership of The Fringe District. This plan leverages The Fringe District strengths and opportunities to promote and encourage local economic development.

This plan identifies the timeline for achieving the actions. Some actions will be projects with a long term focus, others will be ongoing. The plan gives an indication of the expected outcome and how this will be measured. Also identified are the stakeholders or partners that The Fringe District will work with to achieve the desired outcomes.

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Stakeholders include

- The Fringe District Businesses – The many business owners that make up our Village business community who have a vested interest in the future of The Fringe District.
- The Fringe District Property Owners – Those people who have purchased and own commercial property in The Fringe District who have a vested interest in the future of The Fringe District.
- The Fringe District Community – The wonderful and energetic eclectic people, residents and visitors that come together to shop, live, work and visit The Fringe District.
- Auckland Council – Working across the Council departments to provide business intelligence information and feedback from members to input into Council decision making and policy.
- Albert Eden Local Board – Working with the Local Board to deliver local economic development outcomes, heritage projects and community development projects.
- Auckland Transport – Responsible for all aspects of public space from boundary to boundary including the carriage way and footpath. Traffic and parking, enforcement and monitoring.
- KiwiRail – Responsible for train accessibility, and destination flow.





The Fringe District Partners include but are not limited to

Eden Park – Our stadium, convention centre, hall, and meeting rooms. This legendary facility is open to support our community also in a broad range of facilities, but also offers large scale events that directly increase the foot traffic, and economic development of our villages through sport, concerts and arts & cultural events.

Tataki Auckland Unlimited– Responsible for region wide events, regional tourism initiatives, etc.

Kingsland Eco Group – A group of neighbours who have a vested interest in the sustainability, and education of sustainability in The Fringe District.

Trinity Methodist Church – A church and local hall in the centre of Kingsland. This fantastic community facility is open to support our community in a broad range of activities.

Nixon Park – An outdoor park available for a variety of sporting and community needs.

Friends of The Fringe District

Associate Memberships – Memberships of business owners who reside outside The Fringe District, but believe in our values, and are passionate about our community, and what we do.

Eden Park Residents Association – A neighbourhood group who are passionate about Eden Park, its longevity, and multiple purpose use.



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Objective 1 - Strengthen the visibility of The Fringe District

Continuing to raise our profile of The Fringe District

Action	Timeline	TFD Role	Stakeholders	Outcome	Measurements
Committee Membership <ul style="list-style-type: none"> • Maintain good skill base • Measure and monitor achievements listed in the strategic plan 	Annually & long term	TFD Members	TFD Members	Good representation of business owners on TFD Board Good interaction between TFD Board and TFD Members	10 annual meetings
The Brand <ul style="list-style-type: none"> • Continuity of the Brand; its DNA, and Brand Guidelines • Promote the brand across multiple communication and marketing platforms • Hold regular events that promote the brand & destination 	Ongoing & long term	TFD Board TFD Manager	TFD Members TFD Partners TFD Stakeholders Albert-Eden Local Board	Good brand awareness Continuity across all mediums A defined voice and tone Seen & heard on multi-platforms Good interactions between businesses and community	Feedback and responses Brand awareness at events Involvement in events Website visitors Social media exposure
Communication <ul style="list-style-type: none"> • Website • Newsletters • Social Media • Marketing & Advertising 	Ongoing & long term	TFD Board TFD Manager	TFD Members TFD Partners TFD Stakeholders Albert-Eden Local Board Consumers and community	As above plus; Sharing of information & knowledge Regular two way communication Updates on happenings and areas requiring input and feedback	Feedback and responses Brand awareness Involvement in community/events Website visitors Social media exposure
Establish and strengthen partnerships with <ul style="list-style-type: none"> • TFD business community • TFD local community • Stakeholders and partners • Media • Community Groups / Friends • Associate members 	Ongoing & long term	TFD Manager	TFD Members TFD Partners TFD Stakeholders Albert-Eden Local Board	Shared input into events and initiatives Better understanding of TFD and its business issues and concerns	Involvement in events Feedback into events Advertising





Objective 2 - Ensure TFD feels safe, warm & welcoming

& remains attractive for users and visitors

Action	Timeline	TFD Role	Stakeholders	Outcome	Measurements
<p>Traffic and Parking</p> <ul style="list-style-type: none"> • Promote use of public transport across all marketing and advertising of TFD • Maintain regular communication with AT, who will oversee information building of visitors • Advocacy for safety so TFD feel is safe, warm and welcomed. • Ensure connectivity and accessibility is maintained. 	Ongoing & long term	TFD Board TFD Manager	Auckland Council Auckland Transport Albert Eden Local Board	Ensure visitor knowledge of multiple public transport avenues; 2 train stops, multiple bus stops, cycle ways, walking distance from CBD Ensure there are adequate systems in place for customer parking turn over to ensure a good overall experience. Monitor, advocate, and lobby	Regular reviews Regular communication with AT Regular communication with local business owners
<p>Environment</p> <ul style="list-style-type: none"> • Streetscapes • Public Places • Access • Signage • Lighting • Trees and gardens • Safe and secure 	Ongoing & long term	TFD Board TFD Manager	Auckland Council Auckland Transport Albert Eden Local Board	Ensure TFD is tidy, well presented and feels safe by way of; Actively using security to deter crime, and mischief Actively lighting our neighbourhood to feel warmer and safer Talking to business owners Monitor, advocate, and lobby	Regular reviews Regular communication with AT Regular communication with local business owners
<p>Communication to visitors & users</p> <ul style="list-style-type: none"> • Effectively communicate TFD story utilising; TFD website Social Media platforms 	Ongoing	TFD Manager	Website Social Media	Brand aligned portal of information which celebrates all the relevant information on, and about the many activities, characters and events located in and around TFD.	Website visitors Social Media visitors, followers Responses to advertised opportunities





Objective 3 - Ensure The Fringe District has frequent and engaging events for locals, Aucklanders', and visitors

Action	Timeline	TFD Role	Stakeholders	Outcome	Measurements
<p>Promotion and Marketing of TFD events, including;</p> <ul style="list-style-type: none"> • Date Night x 8 • The Fringe Flavours x 2 • An Eden Park Christmas <p>Promotion and marketing of members events and promotions such as;</p> <ul style="list-style-type: none"> • The Beer Mile • The Block Partys • Crave Cafe Street Partys • Eden Park events <p>Promotion and marketing of community group events such as;</p> <ul style="list-style-type: none"> • Crafternoon Tea • Rocky Nook Bowls • Gribblehirst Hub and gardens • Kingsland Eco Group • Events happening in BIDs surrounding TFD • Albert-Eden sponsored initiatives <p>Promotion and marketing of local business promotions in TFD</p>	Ongoing, short term & long term	TFD Board TFD Manager	TFD members Auckland Council Auckland Transport Albert Eden Local Board	<p>Developing support and trust within our business community</p> <p>Maintaining good quality brand and value added offer</p> <p>Promoting our brand specific experiences and point of differences</p> <p>Celebrating our core values</p>	<p>Attendance at events</p> <p>Feedback from businesses</p> <p>Involvement in partner events</p> <p>collaborations with business community</p>
<p>Establish partnerships and collaborations with groups that enhance TFD experience</p>	Ongoing & long term	TFD Manager	As above, and also; Eden Park, Gribblehirst Hub, Rocky Nook Bowls, The Auckland Irish Society, Associate members and Friends of TFD	<p>Establish and develop long term relationships</p> <p>Develop better brand experiences</p> <p>Cross promote and advertise events</p>	<p>Create new opportunities with existing events</p> <p>Member and public engagement</p>





Objective 4 - Ensure The Fringe District is a great place for people to do business

Action	Timeline	TFD Role	Stakeholders	Outcome	Measurements
<p>Business Support;</p> <ul style="list-style-type: none"> • Share and disseminate information • Work with key partner to provide business support • Act as a referral • Business networking opportunities • Promote collaboration and partnership of activities 	Ongoing, long term & long term	TFD Board TFD Manager	Auckland Council Auckland Transport Albert Eden Local Board ATEED Other Fringe District organisations	Ensure the views of The Fringe District businesses are heard and considered Ensure our businesses are represented in all submission processes	Number of businesses engaging in opportunities
<p>Business IQ;</p> <ul style="list-style-type: none"> • Ensure a good understanding of how The Fringe District businesses are performing • Be able to identify where support and information is needed • Develop strategies that highlight business ownership in The Fringe District 	Ongoing & long term	TFD Board TFD Manager	TFD Members TFD Board Auckland Council Auckland Transport Albert Eden Local Board	Marketview data Business and event surveys	Retail spend data
<p>Be the voice of The Fringe District</p> <ul style="list-style-type: none"> • Act as a sounding board for the issue • Champion the cause for the majority • Maximise opportunities that are presented and engage with members to take advantage 	Ongoing & long term	TFD Board TFD Manager	TFD Members TFD Board Auckland Council Auckland Transport Albert Eden Local Board	Respond to issue and changes that may effect The Fringe district businesses including submissions on behalf of The Fringe District businesses	Regular communication with businesses, and owners in The Fringe District





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