



## MIRAMAR BUSINESS NEWS ISSUE 12

*October 2016*

### *EDITORIAL*

At this time this is possibly the last newsletter from the current BID. The vote in November will decide whether the remaining businesses on the Peninsula want to become part of the larger Peninsula group promoting and supporting local economic initiatives and having direct contact with council. There are a lot of advantages in working together as a united entity. It has been of interest to observe how Miramar has developed over the last 10 years and the challenges we all face preparing for the future. All votes are important to us so please make sure you let us know via the BID Liaison Officer Mary Anderson **021 250 0707** if you do not receive voting papers by the 14<sup>th</sup> of November. By now you should all have received a copy of the Strategic Plan. This plan was developed as a result of feedback from the business areas that make up the Peninsula. A copy is included as part of this newsletter and sets out our goals over the next 3-5 years.

So please read on and be assured that your board is doing a lot of work behind the scenes! Mary is available anytime if there are concerns or queries and remember that we welcome your ideas, comments and feedback. Finally, this is my last newsletter as I have resigned from the Board-thanks for all your support and I look forward to a positive vote in November!

Kind regards- Allan Probert

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# STRATEGIC PLAN SUMMARY

## ❖ **The appointment of a BID manager to manage relationships and advocacy between businesses, the board and Wellington City Council.**

With wider representation the BID needs to consider updating the governance model and rules for EMPI. These will be needed to be updated to accommodate the new representation model and look at the rules around board elections;

- ❖ A BID manager will be employed to improve the effectiveness of the BID on behalf of its members and to facilitate communication across businesses and the council.
- ❖ Board members will increase to a maximum of 11. While ideally it would be sensible to include 1 board member from each business location. i.e. from the Airport, Airport Retail Park, Strathmore Village; Seatoun Village and Shelly Bay as well as 6 from the current area this should not exclude the appointment of more than one suitably motivated representative from a single area in future elections. Quorum for meetings shall remain at 5.
- ❖ At each AGM ideally 3 board members should offer to step down and a maximum term for any individual board member should be considered.

## ❖ **Infrastructure Development**

Most areas on the Peninsula require some form of infrastructure redevelopment (as in the Appendices).

Miramar Avenue is considered a priority as it is one of the key entry and exit point for the Miramar Peninsula and where the most expansion is to take place in the near future. The entrance has increasing transport demands on it and it contains a failing infrastructure of storm water and sewerage pipes. Key points include a redesign to handle all forms of transport but this should follow a renewal of the subterranean infrastructure. One of the key aims for the new EMPI board is to continue to work with Wellington City Council and their consultants to ensure that BID members are adequately consulted and the redesign is smart and fit for purpose; with the capacity to handle future growth.

This project has to be part of the next long term council plan 2017 as it will involve major expenditure and it will be vital to seek political support for this to happen.

## ❖ **Miramar spatial plan including resilience planning**

EMPI believes that the Peninsula will change dramatically over the next 5 to 10 years and there is a need to understand that change and plan in a unified way;

- ❖ Given the amount of improvements and the potential projects that are planned-these obviously include Shelly Bay; Watts Peninsula; airport hotel and terminal expansion and potential WETA crew increases.
- ❖ There are issues that affect us all such as resilience, infrastructure improvement and disaster planning and these need to be considered in the context of this change.

The EMPI Board proposes to involve all appropriate parties in the creation of this plan and recognize that there will be costs associated with its development. Wellington City Council will be a significant partner in this process.

There are key areas such as recreation, tourism, the film industry, conservation and others which we need to understand and work alongside business plans that are in place by associated parties. This will enable an understanding of the future development and resource commitment required by the rest of the Peninsula and allow future planning. EMPI also has to deal with the complicated factor of the devolution of infrastructure providers from a single entity in Wellington City Council (WCC) to many related entities such as Wellington Electric Lines Company and Capacity Water Management. The EMPI board needs to understand their role as service providers.

### **❖ Branding and Signage**

All areas on the Peninsula have expressed a desire for improved signage as a priority (as in the Appendices). There has already been significant investment by Council and the BID in creating a brand. This work was done by Gary Stewart of Gas Project to reflect the unique nature of the Miramar Peninsula and develop signage to help business growth in the business hubs that make up the Peninsula. It is proposed that this work is prioritized in conjunction with interested parties such as Weta to complete the Peninsula signage. The Board will need to oversee this work and seek additional funding for it to happen.

### **❖ Event Promotion and Development**

The Board is asked to consult with its members on developing and facilitating a calendar of events and festivals that make the Miramar Peninsula a vibrant place to live and attract customers to the area. This may include but not be limited to the following;

- ❖ Supporting current events such as DocEdge, Miramarvellous and the Peninsula Arts Trail
- ❖ Supporting discussion and networking groups in relation to different aspects of the Peninsula
- ❖ The development of new events at the Airport Retail Park, Shelly Bay and Seatoun.
- ❖ Improving and promoting the use of the Miramar town Centre Plaza.

### **❖ Parking, pedestrian, traffic flow and bus stop review**

Transport in all its forms, parking and safety (perceived or actual) are major concerns for all areas of the Peninsula and are vital to attract and retain customers (as in the Appendices). They play an important part in determining a lively and vibrant area that allows local businesses to grow. Each area has its own issues and these will need to be considered by the Board by engaging each business community as part of an overall plan. There is a finite amount of parking and the Board is keen to ensure none is lost due to cycle developments. There are however changes being promoted by council to see people encouraged out of cars and into other modes of transport. The Board is committed to continuing engagement with Wellington City Council on cycling infrastructure and bus routes in and around the Peninsula.

## ❖ **Develop a marketing plan for the Miramar Peninsula.**

A comprehensive marketing plan needs to be developed for the Peninsula. It should incorporate the following;

- ❖ A brand that can be used by local businesses to identify them as being part of the Peninsula - letter heads; signage and other promotional material.
- ❖ A hospitality promotional plan to attract customers to the Peninsula as a place to eat and be entertained, rather than going into town.
- ❖ Information about all businesses on the Peninsula including their location and contact details. This should be aimed at Wellingtonians and the wider Wellington region.

The Board is tasked with developing a comprehensive social media presence including a modern and functional website as well as Facebook and other applications that help member businesses to attract and inform visitors to the Peninsula. The social media platform needs to integrate into a single package and maintained on an ongoing basis.

## **Notable Dates in 2016**

**October-** Strategic plan published. Public notices to inform of an impending vote

**November-** Voting forms sent out to all prospective member businesses with the vote result announced at the end of November

**December-** A full SGM to formally accept the result, adjust the constitution rules and if successful elect additional Board Members.

## **Cycle Infrastructure Update:**

We are continuing to discuss with Council the opportunities that Cycle way funding can offer the Miramar Peninsula in terms of urban design. Consideration must be given to businesses; buses; parking; cars; motorbikes; pedestrians and cycling. We want to ensure that member businesses are consulted from the start and Council listen to our ideas and concerns. We'll keep in touch with all businesses and those in Miramar Avenue given the Governments release of funds for cycleway construction. We have also encouraged discussions with Regional Council to explore more innovative bus timetables to try and reduce the numbers of cars needing to park in Miramar and we have circulated information about this to local businesses- A copy is included here for your interest.

## **Bus Hub Information**

**This new network infrastructure fundamentally changes the way bus services operate. The key principle is to run several high frequency services that are designed to work together through easy connections. It is based on a principle already working in many North American and European cities**

“Current passenger transport systems in New Zealand cities are overwhelmingly reliant on private cars. The future risks of this dependence on cars, increased social and economic costs and

environmental impacts, mean that cost-effective and less-polluting alternatives are being found to efficiently serve the urban transport task. ***Faster and more convenient travel by public transport is needed to replace longer urban journeys and to maximize the efficient use of existing roads.***” (Mees, Stone, Imran & Nielson, 2010)

As a result of the proposed new network you will find that trips won't need to be planned around a timetable. More frequent services along more direct routes will save time for existing passengers and make it more usable for potential passengers. Instead of buses only running frequently at morning and evening peak, some buses will now run frequently through the day, 7 days a week, allowing passengers to ‘turn up and go,’ even on weekends providing more flexibility to make journeys when they need to.

A simpler network will make public transport a more attractive and easier option for a wider range of activities, as well as new or one-off trips.

The changeable routines and flexible needs of students (varying classes, study hours, part-time work and socializing) will be better met with the all-day network, improved service frequencies outside 7am-7pm, and a more connected network.

Passengers will find it easier to get to different parts of Wellington, enjoy shorter wait times, require less upfront journey planning, and will have more destinations accessible within the times they need to be accessed.

The all-day network (frequencies of at least 15 minutes between 7am and 7pm, 7 days a week), improved services in the evenings and weekends, and a more connected network will make public transport easier and more reliable to use when flexibility is required. It will make the network easier to understand and make journey planning simpler. The network will also be more reliable and frequent on the weekend, while being able to access more destinations, which will be useful for activities such as sports, socializing, and leisure, and working hours other than 9am to 5pm Monday to Friday.

Along with the proposed new network will come a few new challenges, which are to be expected when changes of this scale are made. To enable us to improve public transport, we need to make some bold changes. We understand not everyone will be in favor of the proposals.

### **Some of the changes include:**

- Replacing some bus services that take you direct from your home to your destination with generally more frequent services, which may require a transfer. While transfers may not be desirable, they are essential to both frequency and simplicity and they also enable access to a much wider set of destinations.

Under the new network some journeys may require a transfer. Transfers are essential to gain both frequency and simplicity and provide access to a far greater choice of destinations. Having some transfers allows for a more efficient network that allows us to provide more services while keeping the network affordable for users.

In a nutshell, if we tried to run individual services from everywhere to everywhere we wouldn't be able to afford to run any of them frequently enough to provide a worthwhile service. Transferring will be supported by improved frequencies, better vehicle capacity and improved interchange facilities

We need to modify the existing stop configuration within the Miramar suburban Centre to ensure that any required transfers are easy to negotiate, intuitive, comfortable, and safe. The intention is that the existing stops serving the different bus routes will be clustered on Miramar Avenue to ensure a smooth connection between services, more frequent services, more express services at peak times, and to better connect the peninsula with the town Centre for shopping, facilities and employment.

As a result, the following stops are proposed to be closed and replaced with a new and improved high quality hub;

- Stop 7233 – Miramar Shops – Park Road
- Stop 6233 – Miramar Shops – Park Road (old shelter)
- Stop 7081 – Miramar Avenue – Holy Cross Church

### **Free wifi and other opportunities**

The Board is currently looking at options to upgrade and extend this very popular service. We will keep you updated

**Updates to EMPI social media sites: the website is in the process of being upgraded. Please feel free to use the facebook**

**Website-**

[www.miramarpensinsula.org.nz](http://www.miramarpensinsula.org.nz)

**Facebook Page- Enterprise Miramar Peninsula**