

# Blenheim Business Association

## Long Term Plan Submission

May 2018

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# **BBA Submission May 2018**

## **Summary**

We are asking that Council consider flexibility with the balance of the CBD upgrade fund to allow resourcing the 6 sites identified in the 'Marlborough Mile' concept, in consultation with Council, over the next three years.

## **Detail**

The Blenheim Business Association (BBA) re-established itself in February 2016 with an attempt at a BID – Business Improvement District. This unfortunately was unsuccessful.

The BBA went on to form a committee with the purpose of being an independent organisation to steer, support and promote the CBD community, and as an advocate for whom Council can consult through in regard to CBD matters.

Over the course of the last two years we have been involved in, promoted and instigated various initiatives including:

- Community consultations
- Submissions – Environment plan, Westwood
- Pocket Parks
- Christmas & Easter decorations
- February Wine Market
- Riverside Park redevelopment
- Policy reviews

The Association consulted widely with the community through a series of 'Beers & Ideas' evenings to gauge and collect feedback as to how we can enhance the CBD to make it a more vibrant and appealing space.

From these conversations the 'The Marlborough Mile' concept was born as a means of not only drawing people to the CBD but to create connectivity to our regional attractions and giving them something to engage in and an understanding of our amazing province.

Blenheim central is the 'hub' of the wider area but there is nothing cohesive that connects the region.

## **The Marlborough Mile**

The Marlborough Mile consists of 6 interactive sites that celebrate the diversity of Marlborough –

The six chosen industries/influences for the concept, and the corresponding sites, are:

1. Agriculture – Market Place/Forum
2. Heritage & Culture – Riverside Park (included for information purposes only as it is already underway)
3. Aviation – Market/Scott St intersection
4. Aquaculture – Stadium 2000
5. Viticulture – Bythell Place
6. Climate/Sunshine – Liz Davidson Place

Recently there has been further discussion for a 7<sup>th</sup> site concept that would provide entry points to town for the travelling public. This idea formed part of the original Urban design plan.

The key objectives are:

- To better reflect, link and celebrate the unique characteristics and identity of the Marlborough Region within the town centre
- To encourage increased foot traffic and pedestrian activity at (and between) the site locations
- To provide informal opportunities for activities, events and socialisation for all ages

We have recently re-engaged with Kobus Mentz, who supports the concept, to discuss how the project can be incorporated into the Urban Design plan produced in 2009. We envisage the Marlborough Mile be developed alongside the original town centre strategy as the improvements detailed in that plan continue to be implemented but suggest a refresh of that plan is timely and could be aligned with the new project development.

We have also had Den Aitken assist us with ideas and options for enhancing the town centre.

The Marlborough Mile will be implemented over a 3 year term with the first site being completed by the end of 2018.

We have engaged with various industry partners regarding commercial support of their industry specific sites with input into content and development.

As we are in the concept stages of the project we don't have costings as yet but propose we use 'The Quays' site as an indication for the cost of each development (100 – 120K). This of course doesn't consider any possible industry financial support.

The organisation does not have the internal expertise to oversee the entire scope of the project so will engage relevant contractors via a tender process.

## **The Organisation**

The BBA is conscious that previous iterations of our organisation have not managed any longevity, so we are taking steps to ensure we have continuity and are sustainable for the future.

These steps include the employment of a part time employee and a recent review and refresh of our Strategic Plan with Colin Bass which will be available for our AGM in late May, and for reference with our verbal submission in June.

We are using the AGM to promote the organisation and seeking interest from new members for the committee.

We are also ensuring we engage in ongoing consultation and consider the previous work conducted so we are not covering the same ground unnecessarily as there has already been some good work done with enhancing our town centre.

We believe the Marlborough Mile compliments the urban design plan previously commissioned and therefore would appreciate the funding already allocated be made available for this project.

The BBA thanks Council for it's support to date and looks forward to fostering the ongoing relationship.