



PANMURE

BUSINESS ASSOCIATION

Business Plan 1st July 2024 – 30th June 2025

Overview

Panmure is a town with an incredible history; from its significance as a formidable Pā to the arrival of the Fencibles, and later contributions of multiple diverse communities, there has always been a threaded theme of service, commercial activity, and strong sense of community.

Today, Panmure is a community with a bright future. As a gateway East Auckland suburb, it is currently undergoing one of the largest urban transformation projects in New Zealand. This has resulted in heightened interest from both the private and public sectors in recent years, with the promise of further growth and exciting opportunities, marking Panmure a suburb to watch.

Panmure Business Improvement District (BID)

The Panmure business district consists of more than 300 businesses and building owners. It lies central to several urban transformation and regeneration projects, yet strikes itself apart from its wider Tāmaki neighbours. Currently capitalising on its reputation as an “authentic eats” food destination; the multiculturalism of the business district, affordable commercial opportunities, and ongoing infrastructural investments make it a prime location to eat, shop and explore. It has an exciting trajectory, but requires some attention to retain its character, and shape its identity through the wider urban transformation process. The Panmure Business Association (PBA) works to support and advocate on behalf of its business district, consisting of more than 300 businesses and building owners, through a structured and active programme of work to achieve its strategic vision.

Our Strategic Vision

The PBA’s vision for the Panmure business district is of a confident, strong, and thriving business community that sits firmly at the heart of growth and opportunity in East Auckland. This encompasses a business community proud of its multi-culturalism; celebrating the diversity of authentic goods and services on offer to the wider community.

Our Strategic Plan 2021-2024

The PBA’s current strategic plan outlines four strategic goals, and their outcomes, in order to achieve our vision. These four goals are:

1. Connect
2. Celebrate
3. Support
4. Represent

The intended outcomes of these goals are to connect people with the Town Centre and its varied offerings to increase the number of shoppers, diners, and customers to our business district. By ensuring our town is well presented and modern in a way that reflects our diverse community, we celebrate our business

district. In addition, to offer support to our business community to be the very best they can be, and finally, to provide a voice for our business community to shape the future of Panmure and make our Town a great place to do business through representation and advocacy.

This Business Plan must be read in conjunction with the existing Strategic Plan 2021-2024 for coherency.

Business Plan: 1st July 2024 – 30th June 2025

Our business plan for the upcoming financial year, 2024-2025, seeks to support the wider strategic goals set out in our Strategic Plan 2021-2024 by prioritising proactive innovation, opportunity creation and capturing, and leveraging administrative agility.

This annual business plan focuses on delivering more direct value to our business members across a mix of activities and actions. It seeks to deliver outcomes that raise awareness of the Panmure Business Association and the BID Programme, build legitimacy of the PBA as a business community advocate with external stakeholders, while increasing internal administrative flexibility and agility.

Delivering Direct Value in 2024-2025

Specific Outcomes	Key Actions
Modernise the town centre	Continuation of the 2023-2024 Bring Business Back Project: <ul style="list-style-type: none"> - Provide standardised signage throughout the main street - Paint the facias to elevate the town’s look and feel - Investigate a collaborative approach to updating and renewing the town centre’s awnings. Seek to secure more art projects within the business district: <ul style="list-style-type: none"> - Addition of murals, art activations and installations that celebrate Panmure and add to the ambience of a welcoming, safe and tidy business district
Consistent networking opportunities	Providing bi-monthly Power Hour networking events: <ul style="list-style-type: none"> - Full implementation, with information dissemination a key activity at these events - Holding frequent forums and feedback survey opportunities
Increase proactive feedback from members	Working in tandem with our Power Hour: <ul style="list-style-type: none"> - Rollout of a consistent, and ongoing surveying of business members and their needs
Value driven events and activities	<ul style="list-style-type: none"> - Continuation of Low Cost, High Impact events and activities throughout the calendar year (i.e. Mighty Easter Challenge, Food Bingo etc.) - Running events that deliver value to business members as key priority, with community social outcomes also a factor of consideration.

	<ul style="list-style-type: none"> - Consolidation of a live list of collaborative partners to maintain innovative events and creative works
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Proactive Maintenance of Security Infrastructure

Specific Outcomes	Key Actions
Bolster existing CCTV infrastructure	<ul style="list-style-type: none"> - CCTV server replacement - Rollout of LED light replacement programme of works
Maintenance and renewals scheduling	<p>These costs are currently mitigated by staff experience and knowledge of Town Centre and the advantages/disadvantages of sites on a “needs-must” basis:</p> <ul style="list-style-type: none"> - Keeping live asset management list; to track the lifespan of our assets to limit unexpected, reactive maintenance costs. - Proactive management plan for maintenance and renewals- cameras and lighting
Culture of reporting	<p>Continue efforts to raise awareness of Police incident reporting through:</p> <ul style="list-style-type: none"> - Newsletter reminders, highlighting ‘Welcome Pack’ - New member consultation on how to report incidents, the PBA’s process, and policy on CCTV footage
Creation of a more proactive, and highly visible, security presence	<p>Scoping the opportunities for an ambassadorship programme for more visible and proactive security presence, especially in heightened times of uncertainty and to support staff during peak office hours</p> <ul style="list-style-type: none"> - Investigating costs and effectiveness - Conversing with other BIDs on effectiveness of current ambassadorship programmes - Seeking funding and feasibility-testing of such a programme
Internal Upskilling	<p>Continue support of staff driven upskilling, with a focus on creating a more agile staff culture:</p> <ul style="list-style-type: none"> - Renewing Adobe creatives programme - Staff First Aid Training - Staff-specific upskilling initiatives

Proactive Engagement & Advocacy

Consolidating communication channels with Council and its CCOs, such as Auckland Transport (AT) and Eke Panuku.	<ul style="list-style-type: none"> - Fostering better relationships with these external organisations to consolidate information flows on current projects and upcoming works that impact our business community.
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Advocacy to AT on transport issues.	<ul style="list-style-type: none"> - Monitor and hold AT accountable to its communication and delivery on various projects in and around the Town Centre. In particular: - Its Accessibility Action Plan (AAP), Room-To-Move – Tāmaki Makaurau Auckland’s Parking Strategy 2023, and Regional Public Transport Plan.
Local Board engagement on infrastructure programmes and social investment opportunities.	<ul style="list-style-type: none"> - Further nurture our relationship with the Maungakiekie-Tāmaki Local Board - Identify and capture opportunities that deliver positive outcomes for our business community and wider community.
Local Community Engagement	<ul style="list-style-type: none"> - Holding regular stakeholder meetings with local community groups and organisations (i.e. PCAG, PHS, CLC etc.) - Continuation of 2023-2024 youth engagement strategy; focused on engaging with local schools

Social Media Curation

Expanding our targeted audience	<p>Build on momentum from our current online presence, as a tool to build brand awareness, legitimacy and maintain interest in our business community:</p> <ul style="list-style-type: none"> - Devising frequent, short-term, online activations to boost engagement from wider audiences. <p>Gain more traction with younger audiences to raise interest in shopping, eating, and exploring all our business district has to offer:</p> <ul style="list-style-type: none"> - Using relatable and meme-savvy audio–visual sounds and images - Cross-platform posting, with specific
Engage small businesses seeking a physical premise	<p>Increase proactive online engagement activities such as:</p> <ul style="list-style-type: none"> - Tagging, posting, reels to increase interest from retail businesses seeking a physical presence to consider the Panmure business district.