

Te Puke  
**COMMUNITY  
BOARD**

"Poari Hapori"

# TE PUKE



**YOUR COMMUNITY.  
YOUR FUTURE.  
YOUR CHOICE.**

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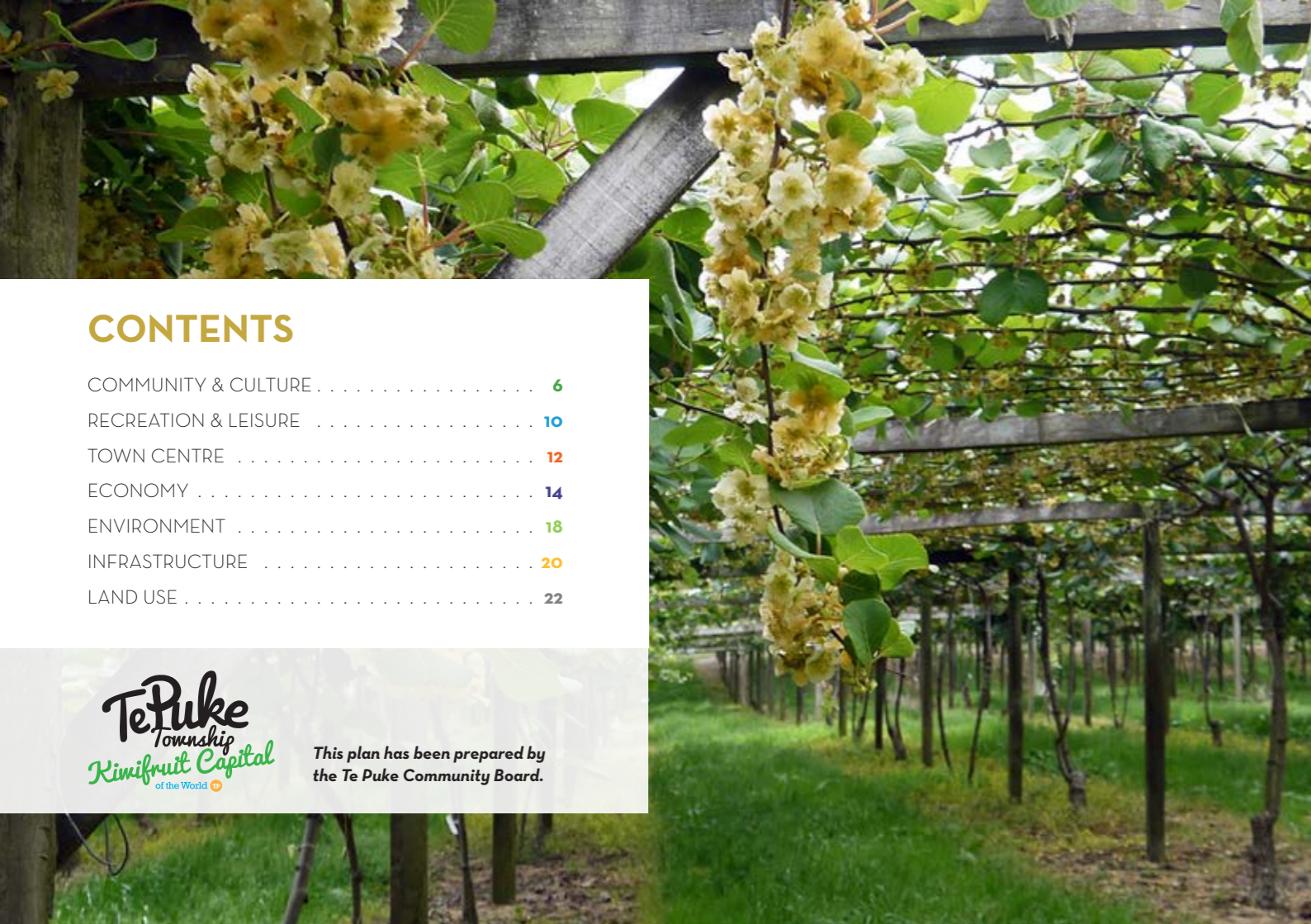
**20 YEAR DEVELOPMENT PLAN**  
2016 REVIEW

the way forward



**Te Puke**  
20-YEAR DEVELOPMENT PLAN

**Te Puke**  
Township  
*Kiwifruit Capital*  
of the World



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*This plan has been prepared by the Te Puke Community Board.*

## YOUR COMMUNITY, YOUR FUTURE, YOUR CHOICE

In 2004 many people in our Te Puke community came together to create a workable community plan to ensure that Te Puke remains one of the best places to live, learn, work and play in the Western Bay of Plenty. The community plan they developed became known as ‘the way forward Te Puke 20 Year Development Plan’.

2014 marked the half way stage in the 20 year development plan, at which point the Te Puke Community Board thought it appropriate to review the achievements to date, to consider changes in our community since 2004, and to identify key actions that not only achieves the aspirations of 2004, but also takes into account changes that have occurred in the years since it was launched.

This review was launched in November 2014 with the Te Puke Spring Festival in the Park, where the views of the public were sought. In early 2015 a reference group was

established to engage with the community, this group was called the “connectors”. In each of the seven sections that comprise the plan, connectors met with and spoke to individuals and interest groups, seeking comments and suggestions to further progress the 20 years plans aspirations.

The connectors reported back to the Te Puke Community Board in April 2015, and from that point, with the assistance of Western Bay of Plenty District Council staff, began to collate collected information to form updates within the key sections of the plan. Where there were gaps in the feedback, Te Puke Community Board members themselves went out to listen to further submissions from various community groups.

The review introduces two format changes, “Who will be involved?” and the “Timeframes” columns. The Te Puke Community Board would encourage

all to be involved in the ownership and implementation of this plan, and feel it inappropriate to limit involvement to selected persons or groups. We also feel that the timeframe is now the next 10 years, although we have indicated a timeframe with some key actions.

As Lorna Treloar, the then Community Board Chair, said in her 2004 introduction; “The plan identifies many opportunities for you to get involved and to add even greater value to your community.” These opportunities are still there and I encourage all members of our community to embrace this review, and to find opportunities within it to become involved in our Te Puke community and to continue to make Te Puke the place in the Western Bay of Plenty to live, learn, work and play.

**Peter Miller**  
**Chairperson**  
**Te Puke Community Board**



## THE WAY FORWARD TE PUKE 20 YEAR DEVELOPMENT PLAN

The way forward Te Puke 20 Year Development Plan is comprised of seven sections of interest - Community & Culture, Recreation & Leisure, Town Centre, Economy, Environment, Infrastructure, and Land Use.

Each section is headed by aspirational visions, which provides the over-arching community goals for that particular section. 'Key Actions' and descriptions of 'How it will be done' - then provide the activities that contribute towards achieving the goals of each vision.

## THE REVIEW

Te Puke has changed a lot over the ten year period since the Te Puke 20 Year Development Plan was implemented in 2004. New Zealand census statistic identifies a total population growth in Te Puke of 10% from 2001 to 2013, with significant increases in ethnic representation (non European or Maori) now comprising 20% of the total Te Puke population, and people aged 65 years and over comprising 19% of Te Pukes total population.

The review of the Te Puke 20 Year Development Plan, identifies additional 'Key Actions' that are reflective of changes over the last ten

years for the Te Puke community (inclusive of surrounding communities e.g Maketu, Paengaroa, Pukehina, Pongakawa, Otamarakau etc).

These 'Key Actions' were identified, and prioritised through an engagement process that began in November 2014 and concluded in November 2015. Led by the Te Puke Community Board, a group of community 'connectors' was established to undertake the task of engaging interest groups, individuals, and stakeholders from the wider community - seeking views, comments and updates, for each of the seven sections of the Plan.

## THE PRIORITIES

An open day for the way forward Te Puke 20 year development plan review was held 21st November 2015, in the Te Puke Memorial Hall Settlers Lounge. Updated and additional 'Key Actions' for each of the sections within the plan - identified through the engagement process, were displayed on exhibit boards, and made available for the public to consider, and prioritise.

*This list of priorities summarizes what identified issues and key actions are most important to the community:*

- Celebrate the Kiwifruit season
- Promote and support community safety
- Support youth development
- Promote walkways & cycleways
- Identify community needs and requirements for the provision of a Te Puke Aquatic and Action Centre
- Create an attractive and vibrant atmosphere in the town centre
- Promote Te Puke identity
- Promote tourism
- Ensure trees remain a part of Te Puke's identity
- Ensure improvements to country roads, turnoffs and footpaths

Te Puke Community Board members and local Western Bay of Plenty District Councillors (including His Worship the Mayor, Ross Paterson), were in attendance, making themselves available to further engage with the public and stakeholders on local community matters, and support this community planning process.





# COMMUNITY & CULTURE

**Our vision for 2024:**  
Te Puke is a town that is safe, secure and attractive, acknowledges its community and celebrates its success.



## Here's how we will create **good access** to community services:

Key Actions	How it will be done
Identify and promote Community service groups such as the Orchard, RSA, Rotary and Lions.	Encourage networking meetings of Te Puke service providers.
	Develop a list of community groups and their services, for community distribution and or access.
	Profile local personalities and groups in the community (e.g. "Good people grow here").

## Here's how we can make Te Puke **a safer, more secure community**:

Key Actions	How it will be done
Promote and support community safety.	Promote and support community participation in Neighbourhood Support, Community Patrols and Community Hub.
	Promote and encourage implementation of Crime Prevention Through Environmental Design practises (CCTV, 'safer by design', retail crime prevention and security).
Increase safety in isolated rural areas	Investigate need for a liquor ban bylaw.
	Encourage and support programmes and activities, that support rural safety in isolated areas e.g. Rural Neighbourhood Support, Civil Defence Welfare groups, Volunteer Community Patrols
Enhance community resilience and emergency management planning and preparedness.	Encourage and facilitate development of Community Response Planning for Te Puke, and all eastern communities of the district.

## Here's how we build community identity:

Key Actions	How it will be done
Investigate further development of Heritage walkways and trails, inclusive of strategically located historical markers, information panels and public artworks.	Encourage art and sculptures that integrate forms and styles reflecting our cultural diversity.
	Support sustainable development of performing and visual arts facilities. Support the celebration of our heritage.
	Investigate development of appropriate processes to enable and manage provision of public art and other branding structures.
	Investigate development of Kiwifruit Museum.
Celebrate the Kiwifruit season.	Encourage and support provision of events for backpackers and Recognised Seasonal Employer (RSE) scheme workers.
	Promote family friendly events, and market days in Jubilee Park.
	Encourage schools and community organisations to utilise local reserves and facilities for events.
	Identify, or establish a project team to coordinate event planning activities.
	Investigate development of an events co-ordinator position.
Ensure community is well informed.	Identify and approach funders and philanthropic sector for support and resources.
	Investigate options for an electronic noticeboard at the entrance to town.
	Support and promote the Te Puke Community Board Bulletin Board, and develop an information pamphlet for residents.

## Here's how we can build inclusion and community acceptance:

Key Actions	How it will be done
Encourage ethnic diversity.	Support provision of events and activities that celebrates ethnic and cultural diversity, and encourages community connectedness.
	Observe and support culturally important days e.g. national days, Te Puke High School Cultural Week etc.
	Encourage provision and participation of interactive activities and events for children.
	Encourage adult education programmes for new immigrants, (and locals).
	Identify and encourage 'English for Speakers of Other Languages' courses available to the community.
Support youth development.	Investigate opportunities for provision of health services, and community activities for isolated ethnic communities.
	Support Sikh and Indian women to have a meeting place to meet for social interaction.
	Identify and promote services, activities and opportunities for young people.
Support schools and learning initiatives.	Encourage support and promotion of the Te Puke Youth Hub.
	Investigate ways to better inform young people of events, activities, employment & development opportunities.
Recognise and increase the level of awareness of social and economic deprivation in our community.	Support the development of the 'Hua Pai Maota' Te Puke learning network.
	Support our learning environments, and encourage positive interaction between them (schools, pre schools tertiary providers).
	Encourage support of 'Herbit Vegit' gardens.
	Identify and support opportunities that promote greater community awareness of how welfare systems operate.

## RECREATION & LEISURE

### Our vision for 2024:

The people of Te Puke and surrounds are happy, fit and healthy.



## Here's how affordable, accessible and appropriate recreation and leisure facilities will be established:

Key Actions	How it will be done
Identify community needs and requirements for the provision of a Te Puke Aquatic and Action Centre.	Investigate needs of the community for both recreation and training.
	Ensure communication and engagement is undertaken with all stakeholders.
	Support project group progressing development of a Te Puke Aquatic and Action Centre.

## Here's how we can create a more active community:

Key Actions	How it will be done
Ensure sufficient recreation and leisure reserves and facilities are available to meet the needs of the community.	Investigate opportunities to strategically develop Te Puke Domain as a recreational, leisure and sports ground.
	Encourage multi-use areas for efficiency, co-operation and alternate activities for the same group. (Domain courts, Centennial Park).
	Assess Centennial Park for effective provision of winter sports, (inclusive of infrastructure e.g. drainage, toilets etc.).
Promote walkways & cycleways.	Investigate adequate provision (number) of BBQ tables in reserves and other facilities.
	Investigate the development of a walkway and cycleway strategy.
	Provide regular walkway and cycleway development updates to community and stakeholders.
	Support and promote development and use of Te Ara Kahikatea pathway.
	Promote walking and cycling activities as fun and healthy activities.

# TOWN CENTRE

## Our vision for 2024:

A country town with a business heart.



## Here's how we will **re-develop** the town:

Key Actions	How it will be done
Create an attractive and vibrant atmosphere in the town centre.	Consult over different options for plantings in Jellicoe Street gardens. Consider native plant theme. Plan the replanting of the town centre with appropriate species.
	Establish a Project Control Group to be involved in the Te Puke Town Centre upgrade project, including town entrance development.
	Appoint a Town Centre Coordinator.
	Research ground lighting requirements for Puriri trees on main street.
	Encourage 'green' walls' on existing buildings.
	Ensure provision of cycle racks, located in accordance with planned cycleway routes.
Promote Te Puke identity.	Ensure the provision of adequate parking to support local retail, and access to local events and amenities.
	Te Puke Community Board to facilitate community consultation in early 2016 (February/March) on the branding of Te Puke.
Promote commercial activity.	Develop appropriate themes for community art and sculptures.
	Encourage locals to shop locally.
	Promote Te Puke to neighbouring communities as a preferred destination for shopping
	Work with council to monitor and manage numbers of licensed alcohol (selling) businesses.
	Investigate incentives for building improvements for landlords (commercial properties).



# ECONOMY

## Our vision for 2024:

We are the food basket of the Bay, now and for years to come.

## Here's how we will maintain future harvests, and **our prosperity**:

Key Actions	How it will be done
Develop and implement local accommodation and pastoral support and services for Recognised Seasonal Employer (RSE) scheme workers, and all seasonal workers.	Investigate solutions for more short term accommodation for RSE workers.
	Establish dialogue with Council to investigate possible consent and compliance concessions for short term RSE accommodation needs.
Connect with local businesses and community stakeholders to identify and maximise economic development opportunities.	Engage RSE communities to identify pastoral and recreational needs for seasonal workers and families.
	Promote multiple use of commercial buildings in the town centre for other uses e.g. accommodation.
Connect with ethnic groups and recognise their economic needs.	Support investment in economic development, environmental outcomes and social needs.
	Actively look for opportunities to engage with ethnic groups.
Progress appropriate industrial development	Support development of the Rangiu business park.
	Ensure adequate industrial land is zoned in proximity to the town.
	Encourage industrial land owners to maintain clean work sites.

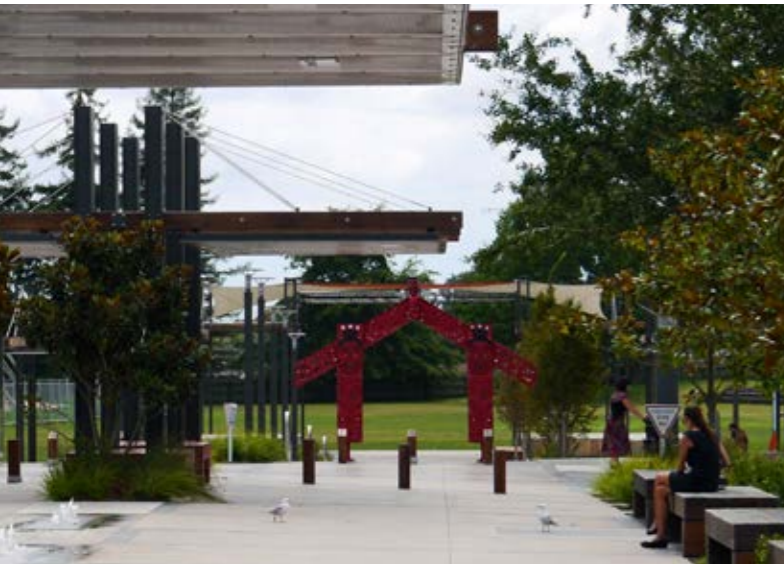


## Here's how we will promote Te Puke as **a unique destination**:

Key Actions	How it will be done
Promote tourism.	Promote tourism to help lift our identity as a community.
	Investigate cruise ship market opportunities to promote Te Puke as a tourist destination.
	Encourage art and produce markets.
	Encourage and support new businesses.

## Here's how we will develop **a skilled, responsive workforce** enjoying careers:

Key Actions	How it will be done
Provide access to trades and services.	Ensure Te Puke has sufficient trades and services capability by conducting a gap analysis.
	Encourage businesses to provide training and work opportunities for youth.
	Investigate development of a new category in Te Puke annual business awards, acknowledging businesses providing employment for youth.
Promote Te Puke businesses and business networks (e.g. Shop Te Puke, Fast Forward etc.)	Encourage local businesses to provide training and work opportunities for local community, and young people. (E.g. Comvita etc.)
	Encourage businesses to support each other.
Connect with ethnic groups and recognise their economic needs.	Actively look for opportunities to engage with ethnic groups.





# ENVIRONMENT

## Our vision for 2024:

Te Puke connects the mountains with the sea.  
Te Puke is a place that brings the country to town.

## Here's how we will **develop ecological corridors** to link the mountains to the sea:

Key Actions	How it will be done
Work towards reducing and minimising adverse effects of agricultural spraying.	Promote and support 'Spraywatch' programme. Encourage best use practice of agricultural spraying.
Control pest animal species.	Develop and support a pest animal control programme.  Develop links and relationship between Te Puke residents and the Otanewainuku Kiwi Trust.  Encourage and support volunteering.
Enhance biodiversity outcomes along our ecological corridors.	Identify, reduce and minimize negative impacts of industrial and rural activities affecting our ecological corridors.

## Here's how we will **enhance and protect** our natural environment for the benefit and future generations:

Key Actions	How it will be done
Improve recycling services.	Encourage businesses to recycle.
	Promote use of Waste-watchers service (waste reduction) to businesses.
	Investigate provision of bins in main shopping area that separate out waste type (e.g. recyclable from general waste).
	Investigate smart, affordable and sustainable options for the collection of refuse, and recycling.
Encourage wetlands as a storm water cleansing system.	Investigate creating a wetland in Lawrence Oliver Park.
Protect and preserve the water in our rivers and streams.	Encourage Bay of Plenty Regional Council to develop a water quality monitoring programme for our waterways.

## Here's how we encourage **tree planting** and protection in our town:

Key Actions	How it will be done
Ensure trees remain a part of Te Puke's identity.	Encourage planting of appropriate trees in Te Puke.  Identify and advocate for plantings in parks and reserves of enduring tree species through reserve management planning.

# INFRASTRUCTURE

Our vision for 2024:

Servicing our town.



## Here's how we will **re-develop** the town:

Key Actions	How it will be done
Ensure post Tauranga Eastern Link (TEL) traffic needs are met.	<p>Establish Project Control Group to be involved in the Town Centre Upgrade project led by Council in 2015. (This action is also in town centre section).</p> <p>Investigate and prioritise, work needed on footpaths, roads, intersections, country roads, traffic flows, main street flows, sealing, road extensions, - with number and type of lanes, and parking in the main street.</p> <p>Assess current speed limits on our roads, and identify best places for passing lanes and slow traffic bays.</p> <p>Ensure all roads are safe efficient, and growth capable, particularly in peak agriculture and horticulture cycles.</p>
Ensure improvements to country roads, turnoffs and footpaths.	Investigate and prioritise roading issues in rural areas (e.g. Welcome Bay turnoff, paper road behind cattery on Welcome Bay Road, extension to Cannell Farm Drive, Quarry Road entrance).
Public transport improvements.	<p>Advocate for more buses (including rural) and bus stops as required.</p> <p>Determine safest bus stop locations.</p>
Ensure those with mobility aids (including scooter riders) can move about our town safely.	<p>Investigate mobility aid user education.</p> <p>Identify and prioritise infrastructure requirements and hazards for mobility aid users.</p>
Ensure Te Puke's 3 water systems are fit for purpose.	<p>Investigate storm water hot spots and advocate for improvements.</p> <p>Investigate surety of water supply for locals, and influence quantity and distribution of allowable takes. (Publicise results to wider community).</p> <p>Advocate that local streams and groundwater are not over allocated through the resource consent process.</p>

# LAND USE

## Our vision for 2024:

Land use supports local business Te Puke is a globally-connected service centre. A balance of town and country.

Here's how we will ensure that **land use meets the needs** of the community, the environment and the economy:

Key Actions	How it will be done
Encourage industrial and commercial properties to participate and support 'Keep Te Puke Beautiful', and keep sites and premises tidy and safe.	Council to continue providing networking and stakeholder meetings of Te Puke service providers. Maintain watching brief for new proposals and submit where necessary.
Maintain an attractive mix of high and low density living. Maintain Greenfields development, to be consistent with the District Plan.	Productive land value is identified and included in development and planning processes.
Manage sprawl of commercial areas.	Better utilise existing areas.
Ensure scenic 'view shafts' are protected in Te Puke.	Submission to District Plan changes where relevant.
Advocate for District Plan to support and encourage development.	Submission to District Plan changes where relevant.





**Western Bay of Plenty  
District Council**

If you require further information or have any questions  
please phone our Customer Services Team on **07 571 8008**  
or visit your nearest library and service centre:

***Tauranga Head Office:***

Barkes Corner, 1484 Cameron Road, Greerton

Private Bag 12803, Tauranga 3143

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**[www.westernbay.govt.nz](http://www.westernbay.govt.nz)**

Te Kaunihera a rohe mai i nga Kuri-a-Whare ki Otamarakau ki te Uru

Te Puke  
**COMMUNITY  
BOARD**

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*“Poari Hapori”*