

# PICTON SMART & CONNECTED: STRATEGIC PLAN (as at 18 April 2016)



## VISION

- ♦ Picton and its extended community in Queen Charlotte Sound, will be well known for its maritime heritage, and amazing natural environment
- ♦ With a unique connection between North and South, Picton will be buzzing all year round, with a flow of people exploring its heritage and attractions
- ♦ The next generation of creative, innovative people will call Picton home, to live and work, raise families

## FOR THE VISION TO BE ACHIEVED, PICTON WILL BE

- ♦ identified as a welcoming community, with good reasons to stay
- ♦ focused on comprehensive community inclusion in all decision making
- ♦ known for its pristine, desirable environment
- ♦ widely recognised as a harbour/maritime village
- ♦ seen as a base to explore the Sounds
- ♦ an effective partner with all key stakeholders in the town and region
- ♦ promoted with a clear, unified community voice

## COMMUNITY VOICE

Picton Smart & Connected will reflect and communicate the community's desires and interests, presenting a cohesive voice to advocate on issues and needs affecting the wider Picton locality. We will be guided by our community asset map, as appended, in the delivery of this plan. We will partner where possible with key local and regional stakeholders, including Marlborough District Council, Port Marlborough, Destination Marlborough, Chamber of Commerce, Iwi, DoC, Picton Business Group, and others.

## STRATEGIC PRIORITIES (see appendix WG Goals)

### Action plan (and relevant working groups):

#### COMMUNITY

We will build linkages within and from the community of Picton, Waikawa, and the wider locality; improve information flows about important events, activities and Picton Smart & Connected submissions and actions

- \* Publicise events and decisions of community significance (WGs also to advise)
- \* Build communication and gather feedback via online and traditional means.
- \* Tangible projects to bring sectors together.
- \* Encourage diverse participation on Working Groups and projects.
- \* Report regularly to community.

- **Communications WG**

#### BUSINESS

We will encourage business and investment by helping to create a business friendly environment, and through a collaborative approach to growing our economic prosperity

- \* Encourage entrepreneurs with initiatives
- \* With Picton Business Group encourage businesses to work together, mutual benefit
- \* Working with DM and others to attract visitors with more reasons to stay
- \* Encourage a thriving retail sector in Picton

- **PBG Liaison & Visitor Economy WGs**

#### PROMOTION & AWARENESS; HERITAGE

We will support and promote, nationally and internationally, Picton's range of events/attractions & heritage, to help create a desirable place to live, work, invest, and play  
Share the Maori and European story/histories in the Sounds

- \* Encourage new attractions/events
- \* Help promote QCT, Link Pathway, other actual or potential walk and cycleways
- \* Work with Te Atiawa to better promote our unique Maori heritage
- \* 250 year commemoration of Cook's landing in the Sounds & first contact
- \* Strong Picton identity within the Marlborough Story
- \* Working with DM, and operators to better promote Picton and its assets.

**WGs: Brand Picton; Visitor Economy; Freedom Camping; Bike/Walk Picton**

#### INFRASTRUCTURE

We will provide cohesive community input into the development of Picton's facilities, services and attractions, so that development happens in a consistent manner

- \* Actively engage in all infrastructure planning for Picton
- \* Co-ordinated and consistent development for Picton
- \* Attractive, clean Picton environment
- \* Picton signage - arrival & wayfinding/directional

**WGs: SAG, Library; Public Spaces, Bike Walk, Visitor Economy, Environment**

#### ENVIRONMENT

We will work to protect our natural beauty and ecological diversity, by encouraging and working on sustainable initiatives that will care for and enhance our environment.  
Encourage a Brilliantly Clean Picton.

- \* A centre of excellence for Conservation
- \* Initiate education in community and encourage in schools
- \* Work with Council towards a clean town, and likewise the Sounds
- \* Initiate & support projects towards pristine environment, engaging the community

- **Environment/Conservation WG**

## Working Group

## Strategic Goals for 2016

### **Communications:**

**Social Media:** Post more items on social media; Increase community input into Picton social media; Increase WG activity social media, wherever possible pointing to PSC web site content.

**PSC Website:** With Nicci Nielson build new web site on Picton Resource Centre Weebly platform; Make the site carry the core of the PSC information, with other media (Facebook, Neighbourly) linking in to web data. Have all Working Groups, after each WG meeting, submit Notices for Publication to Comms WG for perusal before being published in the web site and elsewhere.

**Relationships:** Develop a close liaison with Picton Resource Centre to promote local activities, events and assets.

---

### **Public Spaces**

**Foreshore Developments:** Hold Public Meeting to gauge input on what Picton people would like to see develop on foreshore; work with Adi James to bring together all existing material on foreshore development and design; have input into design development activity with Boffa Miskell

**London Quay & High St:** Submission to council for annual plan funding to progress redesign of London Quay; encourage incorporation of lower High St in wider Foreshore/London Quay planning.

**Waikawa Foreshore:** Support improvements to access, safety and facilities on Waikawa Foreshore.

---

### **Picton Visitor Economy**

Due to only just being established PVE 2016 goals are yet to be determined. Current focus is:

- Understanding and developing Picton cruise ship market
  - Deciding on further future WG goals
- 

### **Environment/ Conservation**

- Continue to work towards a permanent public place recycling scheme.
- Hold the Spring Clean again this September.
- Continue to work with Council to improve the infrastructure for rubbish in the towns and extend this to the Marinas.
- Hold an awards evening this winter to judge the most environmentally sustainable cafe in Picton
- Review waste related info/education that is available from a variety of sources and media to Picton and Sounds residents and to visitors.

## **Working Group**

## **Strategic Goals for 2016**

### **Brand Picton**

Provisional goals for 2016 (tbc at April meeting)

- Provide guidance and input to the Marlborough District Council as to preferred text and imagery required for the Picton Townships Signs by end of April 2016.
  - Confirm Picton's position within Marlborough as part of the above process;
  - Provide a solid platform via the consultation process engaged to achieve Objective 1 & 2 for future branding work to be done to promote Picton domestically and internationally.
- 

### **Bike Walk Picton**

Strategic Goals to be confirmed. Based on Minutes of February 2016 meeting: to support Bike Walk Marlborough efforts to create cycle and walkway from Picton to Blenheim; support Marina 2 Marina pathway development. PS&C Big Picture goal is to make Picton as bike friendly and walk friendly as possible —esp identifying short and medium term improvements towards this and submit for budgeting for short term proposals in annual plan 2016.

---

### **Library**

Maintain a watching brief on the design and construction, paying particular attention to –

- Entrance design; Children's play area; Community meeting rooms - size and facilities
- Relationship to High Street design

We will bring what influence we can when design or construction deviates too far from the expectations of the community.

---

### **Freedom Camping**

Make submission to MDC annual plan on implementing permanent policy for Freedom Camping in Picton/Marlborough, based on proposals established in 2015

---

### **Strategic Advisory Group**

Review Picton's present and future traffic and parking management with a view to providing strategic overview and input embracing various sectors, into development in these areas.

---