



# **Picton Smart & Connected**

## **Visitor Economy Work Group**

### **Annual Plan Submission 2019**

#### **Marlborough's Tourist Town / Picton**

In recent years Picton has evolved into an important and vibrant tourism town within the Marlborough region.

With increased multiple Cruise Ship visits, amplified domestic and international visitation and recent residential population and business growth, Picton CBD is now at a juncture where a review of infrastructure and maintenance is required.

#### **A strategic approach**

- o Strategy of design including infrastructure and chattels -
- o A strategic tourism town maintenance programme -

#### **Partnering**

Smart and Connected VE Group are committed to orchestrating a Picton Tourist Infrastructure Group by bringing together key stakeholders, to lead design and planning of infrastructure and maintenance for Picton, Marlborough's tourist town.

The working group would operate in a similar fashion to PS&C Cruise Ship Think Tank group which has shown excellent results over the past three years.

## **Stakeholders would include:**

- Marlborough District Council
- Smart and Connected Marlborough Visitor Economy Group
- Smart and Connected Picton
- Port Marlborough
- Destination Marlborough
- Picton Business Group

Consultation with other groups including environmental groups would be achieved through direct contact by representatives of the group and community consultation would be achieved via address.

## **Group duties**

- March to September – group meets monthly to collate an infrastructure and maintenance report, outlining requirement for the coming tourist season.
- Prior to Christmas - provide annual report with established required outcomes for upcoming financial year/following tourism season. MDC and contracted parties to carry out works in winter / shoulder months ('off-season') to ready Picton for the start of the tourist season.
- Liaising with community and other local groups when applicable eg. Kaipupu Point, Dawn Chorus, Picton Forum etc

We hereby request the full support of the Marlborough District Council as part of the Smart & Connected program.

We do not at this stage see the need for funding to this group. It will act in a consultative role only, supplying local community / stakeholder level information to the MDC via existing MDC staff and agencies. It will rely on a smart and connected approach between the group and the MDC, with robust levels of communication.