

PICTON SMART & CONNECTED: STRATEGIC PLAN (as at 14 March 2017)



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

<u>Working Group</u>	<u>Strategic Goals for 2017</u>
Communications	<ul style="list-style-type: none"> • Publicise submissions in advance • Publicise successes • More community engagement • Better communications from steering group meetings • Create a number of video content stories • Keep developing leads from the working groups • Raise PS&C positive profiles to encourage community engagement • Social media online poll for community feedback, bi monthly subjects • Distribute new goals to other working groups
Bike Walk Picton	<ul style="list-style-type: none"> • Marina to Marina track to be completed. • Gauge local support from Waikawa residents for a walking path from Waikawa to Karaka Pt. • Support our local groups and facilitate communication with MDC.
Visitor Economy	<ul style="list-style-type: none"> • Continuation of Cruise Ship Working Group • Input/Involvement in Tourism Maintenance Programme • Flag designs for Picton CBD • Picton brand development
Freedom Camping	<ul style="list-style-type: none"> • To collect data on freedom camping in the area • Push for funding for signage a Koromiko Reserve • PS&C only support self-contained campers and will continue to push for a review of the by-law • Link up with the Port Underwood Residents Association • Make contact with Stuart Smith MP • Reinforce the need for the budget for a ranger to continue each summer

<u>Working Group</u>	<u>Strategic Goals for 2017</u>
Library	<i>TBC</i>
Public Spaces	<ol style="list-style-type: none"> 1. Foreshore and London Quay design process completed 2. Youth sector of community 3. Timing of works/maintenance 4. Cycle Friendly
Arts & Heritage	<i>TBC</i>