



Birkenhead Village Association

# STRATEGIC PLAN

2024-2029







# INTRODUCTION

## Where we are today

Birkenhead Village is in a strong position currently as a destination that still retains our “Village Vibe,” a living town ambience and a collection of unique personalities. As we move towards our future direction, we find ourselves being propelled by the power of individual private investment, building to our unique views and at height, which brings an opportunity for us to create an eclectic individual mix of “old” meets “new” that is more challenging to implement, with a diverse mix of organic development by individual interests.

## Where we wish to go

We need to retain those aspects of the Village charm that make us a personal, unique safe haven. Our history has been as a historic Village with a sugar town “art deco” past and inner city rainforest access which has given us our point of difference. Our future will be in successfully transitioning through a series of private development initiatives, while retaining our special community brand and “Village Vibe” into a new “Urban Village” future.

**Jude Turner**  
Chair of BVA

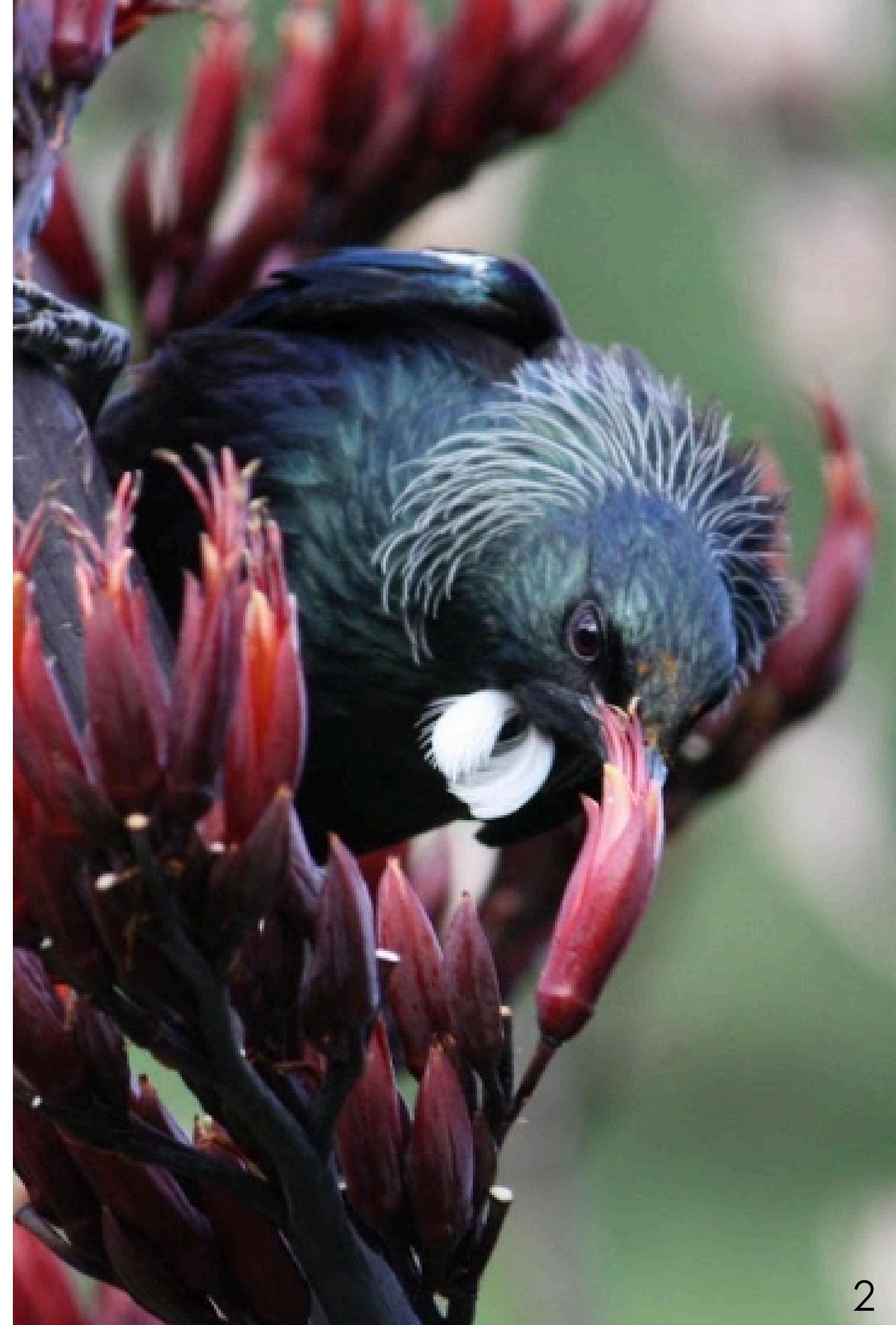
**Kae Condon**  
Destination Manager



01

# STRATEGY DETERMINATION

High level review of the  
process we have followed





We have followed a logical thought process involving many participants

01

Desktop Research

Desktop research of key strategies s adopted by other BIDs, and internal surveys and reports and materials relating to Birkenhead Village.

Surveyed our members and key executives across future opportunities, strengths and weaknesses



02

Board Workshop

Board workshop pulling together key strategic themes of the executive, consideration of the council's 2050 plan and local Kaipatiki Community Board direction.

Board assesment of current state, SWOT, key developments and potential imagining of the future state



03

Strategy Formulation and Feedback

Key strategic themes developed updated or refined based on Birkenhead Executive's feedback given for final endorsement by the board.

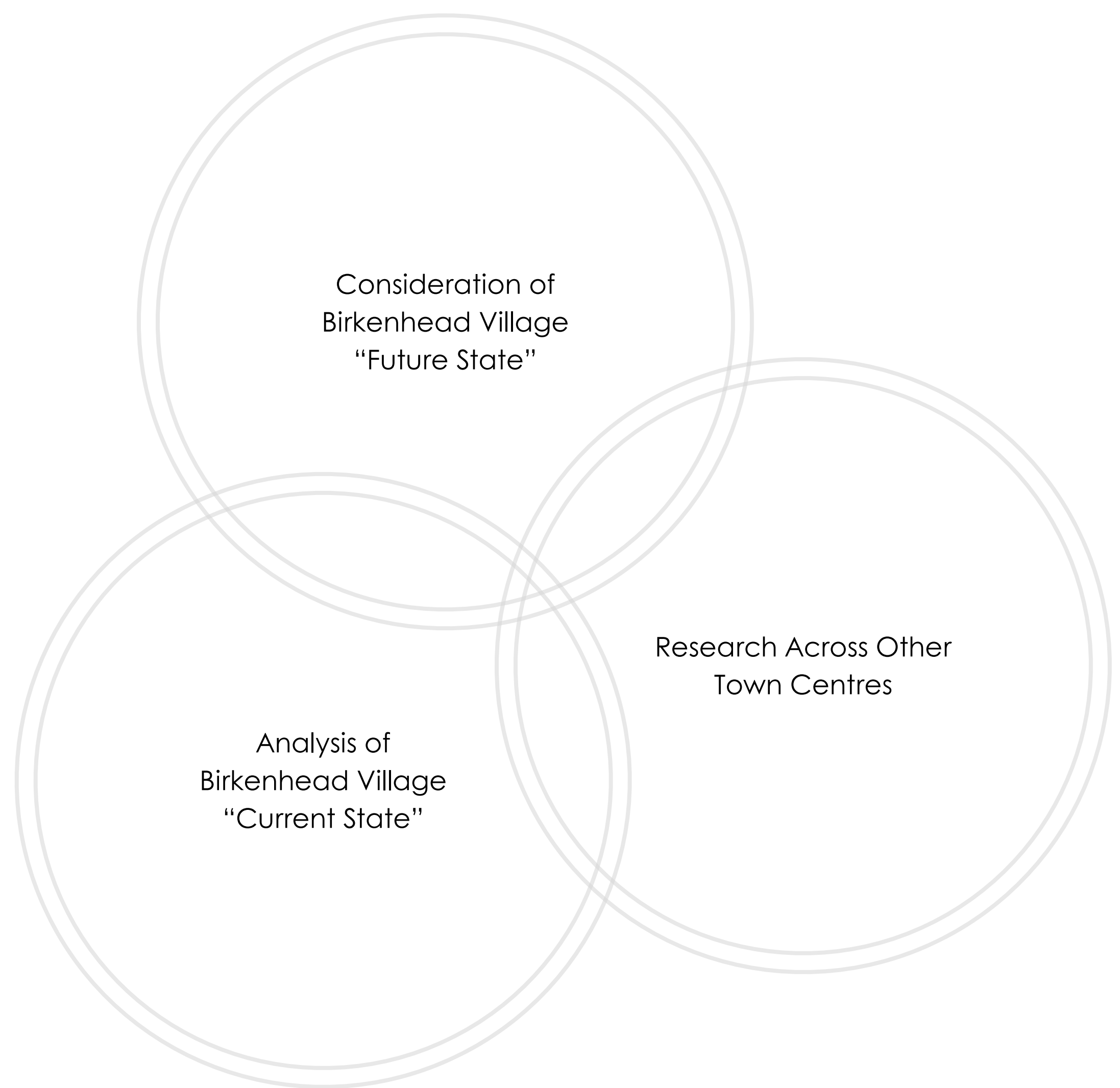
Core strategic plan formulated and presented to BTCA for for review, feedback and final endorsements by the board.





# OUR STRATEGY FORMULATION HAS BEEN BROAD

Our strategy has been developed by considering multiple lines of thought and provocation





# WE ARE AT THE TIPPING POINT OF A CHANGE OF VIEW

Birkenhead Village is on the cusp of benefiting from private events and private investments, principally on the southern side of Mokoia Road ridge. It will impact our Village and community and change the face of Birkenhead for years to come.





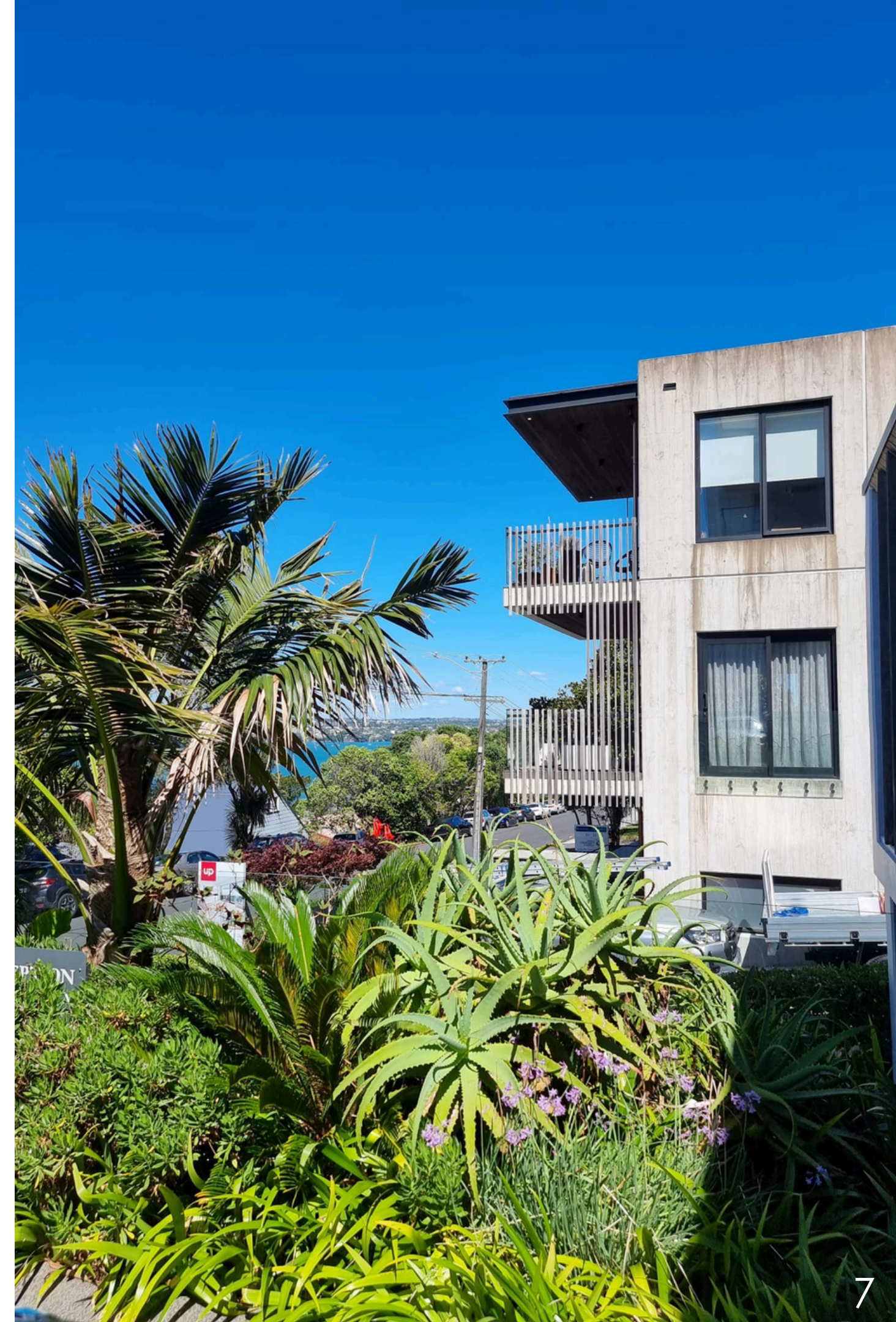




02

# KEY VIEWS SHAPING BIRKENHEAD VILLAGE

Investments and projects causing change





Birkenhead will benefit from private investment into major projects at levels we have not seen before on the southern slopes.

## Residential

Continued investment into residential market and home improvement. Changing demographic mix, increased customers into the community and spend in the Village.

## Infrastructure

Major lighting infrastructure improvements shape Birkenhead Village and attract/retain visitors and improved ferry link will attract tourists.

## Retail

Highbury Mall's revitalized and increased retail food offer will provide long awaited McDonalds and additional options for local residents and nearby suburbs. The development of Live Wire offers a major drawcard for Birkenhead Village as the largest super park in New Zealand and at the first exit off the bridge.

## Hospitality & Entertainment

Commercial investment in Birkenhead Avenue and the extension of our food and beverage precinct will further extend and drive Birkenhead hospitality/entertainment offering to it's community and surrounding suburbs. Birkenhead Village will become the destination of food choice day and night for meeting friends, family and work colleagues.

## Mixed Use/ Residential Intensification

A number of significant, upmarket, architecturally inspired mixed use and residential developments are altering the resident population, physical streetscape and community development. Residents are likely to spend locally, especially in food and beverage, entertainment and local everyday need stores.

## Commercial Redevelopment

Commercial property owners and developers begin to develop into new commercial premises across a variety of building types. Investment currently occurring across apartment, retail, entertainment, business and industrial use.



# WE ARE ON TOP OF SOMETHING UNIQUE

A new urban Village view

Tourism - Major Hospitality - Urban Development -  
Everyday Needs - Personal - Unique





# MAJOR DEVELOPMENT PROJECTS



Hospitality Development



Residential Development



Highbury Stage 3 Development



Mixed Use



Streetlight & Transformation





03

# WHAT DO WE CARE MOST ABOUT





# DESTINATION VILLAGE, THE THINGS WE MOST CARE ABOUT

## Enhance Physical Environment

### Visual Amenity

- Image
- Beauty
- Green Forest and Views
- Safety and Security
- Lighting



## Market & Promote

### Retail and Food & Beverage

- Night and Day
- Unique, Quirky, Variety
- Everyday Needs
- Location and Precincts
- Quality Offerings
- Brand and Image



## Drive Economic Vitality

### Strong Economy

- Half Day Tourism
- Unique Local Events



## Community & Business Engagement

### Membership Advocacy

- Local Events
- Commercial Attraction Strategy





Destination  
Village, one core  
theme that is front  
of mind as we  
form our six  
strategies.







# OUR FOCUS, DESTINATION FORMS OUR 6 STRATEGIES

**Destination Events:  
People & Place**



**Destination  
Management:  
Brand & Social**





# ATION VILLAGE, GIC PRIORITIES & PLAYBOOK

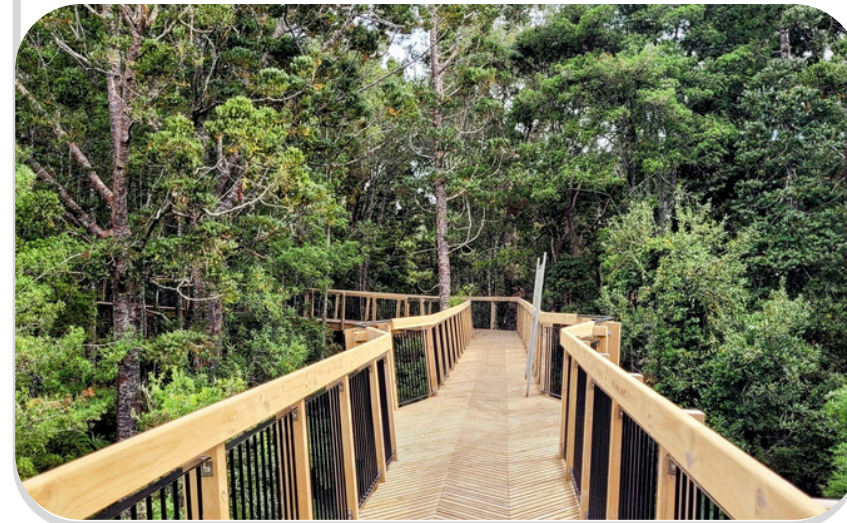
**Destination  
New/Diversify**



**Destination Secure,  
Maintain and Nurture**



**Destination  
Tourism: Experience**

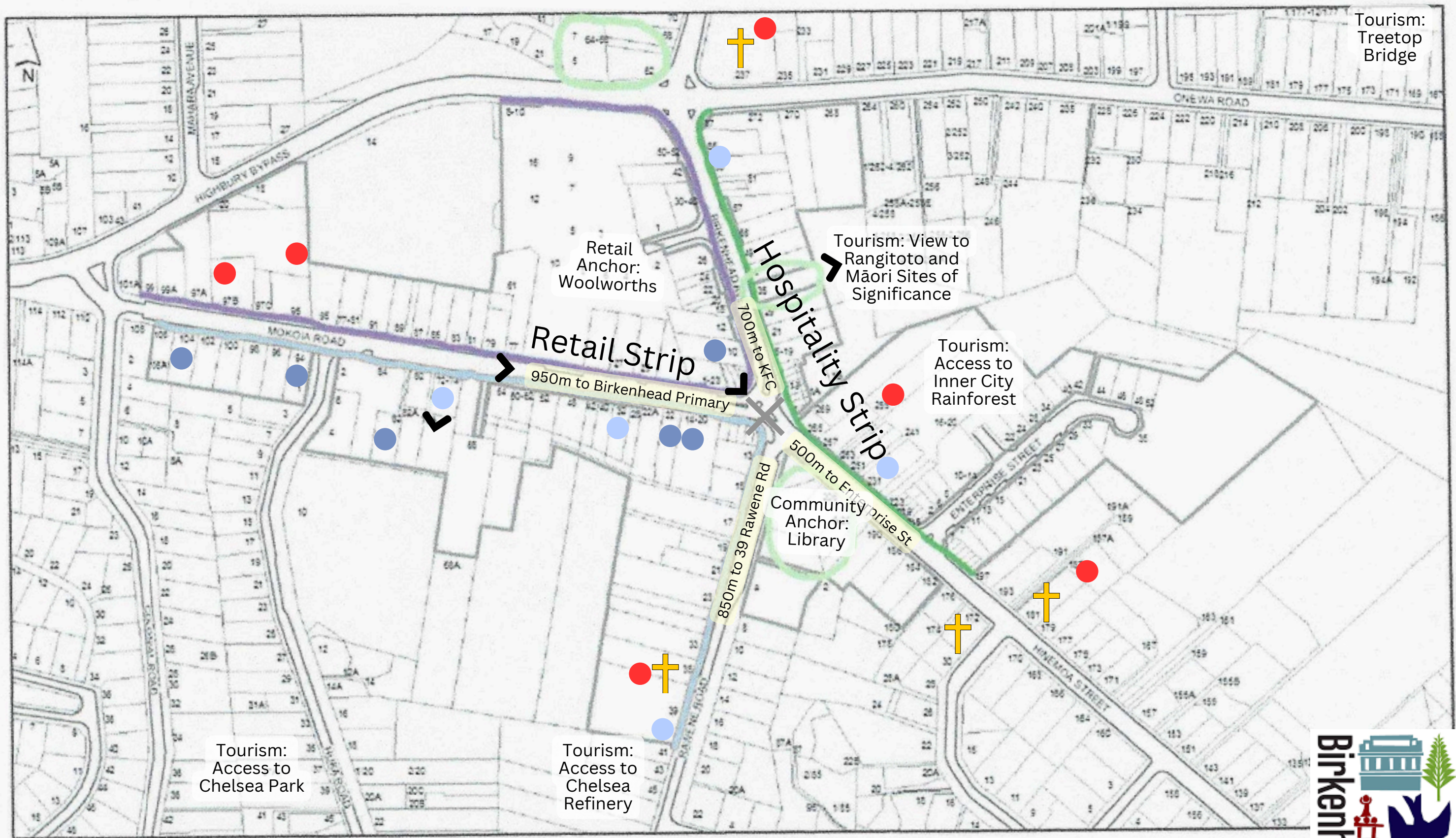


**Destination Target:  
Sustainability**





# BLUEPRINT



## Key:

- NZ Natural World (Ancient Civilization/Myths/Bird Life/Fauna)
- NZ Unique only Sugar Town & Heritage Village
- View Shafts
- Public Assets

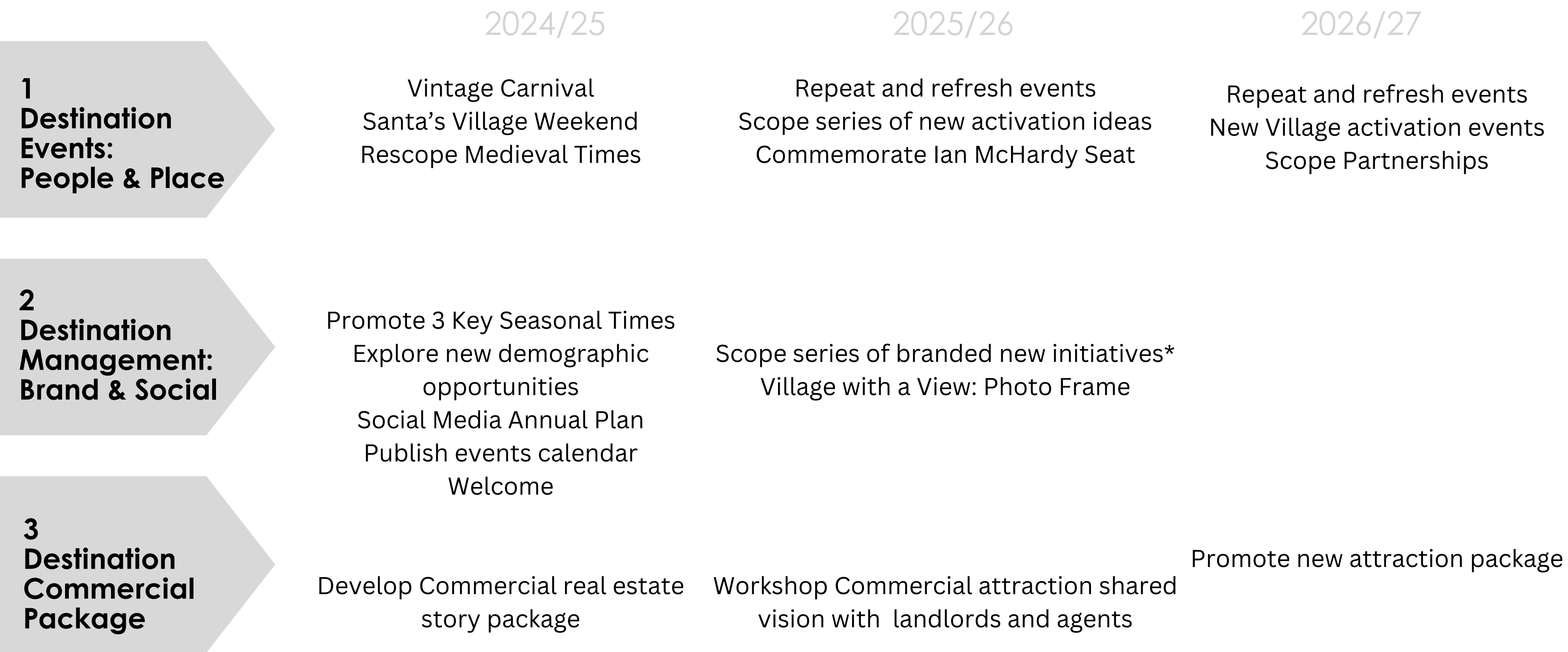
- Current Developments
- Land Banked Developments
- ✚ Churches
- Halls

▼ Views





# Our phased work program shows our prioritised work streams





**4**  
**Destination**  
**Tourism**  
**Experience**

2024/25

Scope new tourism stories  
Advocate for existing bush platform  
reopening  
Promote half day tourism

2025/26

Develop street art trail  
Gateway to Rainforest \*\*  
Walking Village  
Tourism stories stage 2  
Scope possible new tourism partners

2026/27

Scope new tourism asset

**5**  
**Destination**  
**Secure, Maintain,**  
**Nurture &**  
**Advocate**

Stage 1 decorative globe lights  
Stage 1 new road lighting installs  
First mural  
Finalise additional CCTV positions  
Prototype first black fence

Stage 2 decorative globe lights  
Stage 2 new road lighting installs  
Paver maintenance  
Second Mural  
Prototype first planter transformation  
Reinstate Town Clock  
Integrated CCTV to Village systems mall  
& street

Stage 3 decorative globe lights  
Stage 3 new road lighting installs  
Beautification of Village assets

**6**  
**Destination**  
**Target:**  
**Sustainability**

Scope reusable keep cups

Prototype hanging baskets  
  
Scope branded fabric bags  
Scope waste stream options

Scope reusable packaging  
Scope repurpose of planting