

OUR STRATEGIC FRAMEWORK | BUILDING A LIFESTYLE CAPITAL

He Whakatūtū Haupū Rawa Hei Āhua Noho



Putting people first
Aroha ki te Tangata



Caring for our place
*Manaaki whenua, manaaki tangata,
haere whakamua*



Supporting a prosperous community
Awahi mai, Awahi atu, tātou katoa

30 -Year District Blueprint **Key Directions** *Ngā Aronga Matua*



COMMUNITIES
Ngā Hapori Whānui



ENVIRONMENT
Te Taiao



GROWTH
Te Whakatipuranga



TALENT
*He Tangata
Pūmanawa*



CITIZENS
Ngā Kirirarau



DESTINATION
Te Wāhi Mutunga



CENTRAL CITY
Te Pokapū Tāone



INDUSTRY
Te Rāngai Ahumahi

30-Year District Blueprint

This 10-year investment programme reflects how this Council intends to support the 30-year vision for the future of New Plymouth District. This 30-year vision is set through the District Blueprint, a spatial plan to outline and direct the Council whilst acknowledging that each term of the Council will have its own different emphasis and vision. The Blueprint has eight key directions.



COMMUNITIES/ Ngā Hapori Whānui
Strengthen and connect local communities

New Plymouth District is made up of many communities and neighbourhood centres. Strengthening and connecting local communities ensures that they become successful, safe and liveable environments for residents. The Council's role is to support community, business and industry initiatives by providing high-quality public infrastructure and a pragmatic regulatory response that helps our community achieve their goals.



ENVIRONMENT/ Te Taiao
Enhance the natural environment with biodiversity links and clear waterways

The district is home to a unique natural environment with significant areas of indigenous vegetation, and rivers and waterways that flow from the mountain to the sea. Enhanced biodiversity will not only be positive for the natural environment and clean water but will also have significant cultural and economic spin-offs. Biodiversity outcomes will be achieved through collaborating with landowners and agencies – a multi-agency approach is required to achieve the desired environmental outcomes.



GROWTH/ Te Whakatipuranga
Cohesive growth that strengthens the city and smaller settlements

Our district is growing and we need to consider how we provide for growth into the future. As a result of the anticipated population growth, new growth areas will be required in the city and towns to provide for additional dwellings during the next 30 years. Determining the appropriate locations for growth will contribute to all the community outcomes. The Council needs to be clear on how and where it will accommodate growth into the future, through providing adequate land supply and planning for network infrastructure in appropriate locations.



TALENT/ He Tangata Pūmanawa
Attract entrepreneurs, talented workers and visitors

The New Plymouth District economy is strong, supported by agricultural economies, oil and gas and small business. There is a need to focus on growing a more diverse economy based on our ability to attract and retain talented workers, entrepreneurs and visitors. The Council has a role in ensuring that the highly-regarded Taranaki lifestyle is maintained, supported by our unique landscape, recreation opportunities, rich culture and history.



CITIZENS/ Ngā Kirirarau
Enable engaged and resilient citizens

Engaging and enabling citizens will help to build community resilience. Encouraging community participation in events that are run in our parks and places will promote community connectedness and overall well-being. It is the Council's role to build strong strategic partnerships and encourage public and community sector collaboration, leading to more sustainable social, economic and environmental outcomes.



DESTINATION/ Te Wāhi Mutunga
Become a world class destination

Our natural assets – our parks, rivers, coast and Maunga Taranaki – are what make the district a unique and special place to live and visit. A 'flagship' initiative to lead this direction is the Taranaki Traverse – a world-class recreational, environmental and cultural tourism experience. This is a long-term initiative that will require time, focus and a collaborative, multi-agency approach.



CENTRAL CITY/ Te Pokapū Tāone
Champion a thriving Central City for all

The central city of New Plymouth is the social, cultural and business hub for the district and the wider region. However, retail in the central city is facing a challenging transition in the face of new format retail experiences and online retail sales. The central area will need to deliver a diversity of speciality retail, entertainment, cultural and social experiences. The Council has a role in working with business and other stakeholders to develop a strategic approach to drive the success of the central business area.



INDUSTRY/ Te Rāngai Ahumahi
Strengthen the rural economy, industry, the port and the airport

Our economy has a strong agricultural base and a nationally significant oil and gas sector. It also has a fast-growing poultry sector with significant expansion likely in the short term. Protecting and strengthening these industries will be important for ongoing economic growth and the subsequent benefits for the community. The Council's role is through its funding of economic development initiatives (Venture Taranaki Trust) to help drive economic activity in the region. The Council can also support industry through appropriate infrastructure provision and a pragmatic solutions-focused District Plan and regulatory framework.