



Strategic Plan

Rautaki Mahere

July 2023- June 2026



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Introduction from the Chairman

During the last three years the St Heliers Village Association has implemented strategies aligned with the July 2020 to June 2023 strategic plan. During 2023 a stakeholder questionnaire and survey was developed to canvas the needs and wants for the community to develop a new set of strategies for the next three-year period to 2026.

We have in the following plan put a stake in the ground for our direction through the next three years but must be prepared to constantly review this as a blueprint and its relevance to changing times.

Many of the wants and needs are not dissimilar to the previous plan with several fundamentals staying the same. The beach, the library, and a top-class range of retail, restaurant and service offerings all add to the destination aspect of the village. St Heliers is a vibrant and active destination with the unique feature of a seaside Village. There are a range of attractive and upbeat retail and restaurant options. The Sea ,the beach and the Park all give a great backdrop for the ambience of the Village.

The upgrade to our promenade boardwalk and pathway around the Moreton bay trees is completed. Additional pedestrian crossings and speed control measures are in place which add to the relaxed atmosphere of the village. We look forward to the completion of our library upgrade which will be completed in August 2023. The library is a fantastic feature and community hub for the village. The finish of construction will also give a relief to parking and congestion.

Many activities around Christmas, Easter and restaurant month with a small range of road closing events such as Round the bays and ironman will allow for a year-round vibrancy of the village. Safe, secure, clean, tidy, easy to get to, with plenty of parking are high on our priorities to make us an attractive and vibrant destination.

Working actively with the local residents association, Orakei Local Board, Auckland Council, Auckland Transport, and other stakeholders is a key to success. I would like to thank the St Heliers Business Association committee , businesses and community for their help in putting together this document.

Sang Cho
Chairman

St Heliers Village Association



Survey Methodology

The St Heliers Strategic Plan survey was commissioned by the St Heliers Business association to understand the diversity of thoughts, opinions and ideas from people living and working within the St Heliers Bay Village area. These insights will inform the **St Heliers Strategic Plan 2023-2026**, which will be subject to regular review.

The survey was constructed by the business association with assistance from creative and digital agency Wove with questions setup via survey platform Survey Monkey.

The survey was hosted on Survey Monkey, and promoted via St Heliers Bay Village social channels, paid social media ads, website, digital newsletter, and offline posters across local business and the St Heliers Library. Offline materials included shortened web and QR code links with the aim to make the survey as accessible as possible. Land owners received physical copies of the survey additionally. A giveaway incentive of 5 x \$50 St Heliers Gift Cards was setup to encourage participation.

In total the survey received 242 responses

- **230** Local Residents
- **10** Local Business Owners
- **2** Local Property Owner

Future Considerations:

Our aim is to encourage as wide participation as possible to best reflect the demography of our local catchment. We will continue to look for ways to make this accessible to more people through media promotion, increased points of and different ways to frame survey question to encourage participation and completion.

**YOUR VILLAGE
YOUR SAY**

We are putting together our 3-year 2023 to 2026 Strategic Plan. As a property owner we would like your feedback on the following questions in this survey. To show our appreciation, all survey entries will be in to win one of five \$50 St Heliers Gift Cards.

Once complete, please send back in the pre-paid envelope provided or drop into Bruce Jackson Treasurer, Nicoll Jackson Accountants, 10 Maheke Street, St Heliers, 1071.

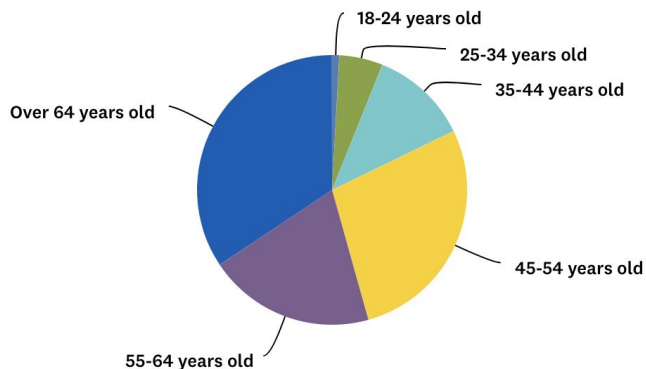
St Heliers To find out more, visit bit.ly/StHeliersPropertyOwnersSurvey



Survey Participants

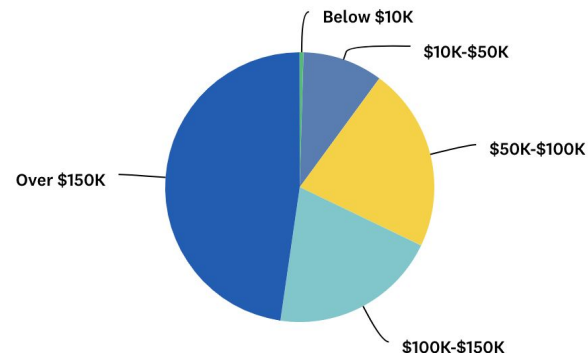
Age

82% aged 45+



Household Income

67% earn 100K+



230 Residents and 10 Businesses Owners

80% from Within St Heliers Area

16.5% from Wider Ōrākei Area

Survey respondents largely reflective of population demographics. Survey, and area as a whole suggests above-average household income.

2018 Census	Ōrākei Board	St Heliers	Glendowie	Auckland
Population	84,318 (+%)	11,529	8,832	1,571,718
Median Age	40	46	42	34.7
Median Personal Income	\$47.9K	\$51.2K	\$41.7K	\$34.4K

Who Lives in St Heliers?

The population within the Orakei Local Board catchment has grown 6% between 2013 and the last 2018 census.

The immediate St Heliers area makes up 13.6% of Orakei Local Board catchment, and combined with Glendowie is 24.1% of Orakei Local Board. The median age of 46 in St Heliers is significantly higher than Orakei Local Board median of 40 and 34 across the Auckland region.

2018 Census	Ōrākei Board	St Heliers	Glendowie	Auckland
Male	40,401	5,475	4,359	776,979
Female	37,692	6,051	4,476	794,742
Median Age	40	46	42	34.7
Median Personal Income	\$47.9K	\$51.2K	\$41.7K	\$34.4K
Total people	84,318 (+6%)	11,529	8,832	1,571,718

Survey Results & St Heliers Vision

Te Ao Māori Principles

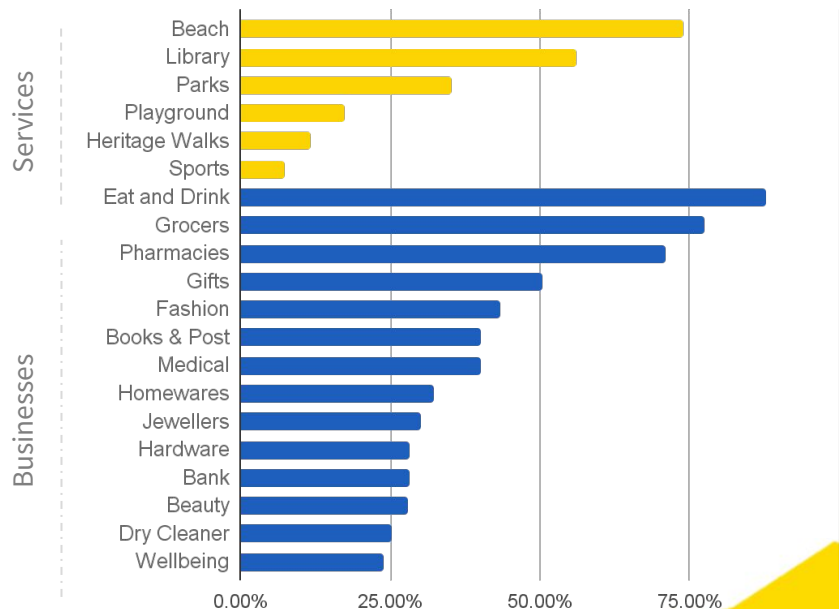
Whanaungatanga is about relationship, kinship and a sense of family connection. It is created through shared experiences and working together to provide people with a sense of belonging.

The St Heliers Business Association serves to strengthen each member of our business whānau (family) and hapori (local community).



What brings people to the Village?

Most people come to St Heliers for leisurely activities - such as the beach and dining, this is followed by core services such as pharmacies, post office, groceries and the library.



How often do they visit?

People are visiting St Heliers Bay Village multiple times a week.



What businesses or services would you like to see?

Respondents were interested in businesses and services that made it easier to run errands and supported every-day convenience shopping.

46 Mentions
Book Shop

42 Mentions
Paper Plus

28 Mentions
Butchers





What do you like about St Heliers?

People relished the village's balance of central location and natural beauty. Businesses added that they liked the affluent and large residential customer-base.

- 1 Close to home (93%)
- 2 Range of businesses and services (75%)
- 3 Safe and low-crime area (51%)
- 4 Beach, beauty and atmosphere (28%)
- 5 Easy commute (24%)

“Just a wonderful village feel and so picturesque too”



What don't you like about St Heliers?

Parking, fast/unsafe drivers, and too many cars was common criticisms. People also mentioned they wishes there were more dog-friendly areas and cafe seating.

- 1 Inadequate parking (66%)
- 2 Traffic and congestion (47%)
- 3 Issues around roading & infrastructure (41%)
- 4 Lack variety in businesses / shops (18%)
- 5 Issues with transport services & options (15%)

“We love it here... but it is becoming so built up, so traffic is hectic, not to mention people visiting the area. There is only so much parking you can put in.”

What do we need to do to make St Heliers better ?

As expected, and continuing the trend from our 2020 survey, **parking was cited as the top concern for both residents (66%) and businesses (100%)**. Some people discussed options such as parking time-limits at Vellenoweth Green to stop all-day commuter parking, one-way thru traffic, and others requested more accessible parking for older citizens.

Others discussed that increased village “busyness” is a natural consequences of a growing population, and suggested increased bike parking, and no-parking on Main Street to be more pedestrian friendly.

Others discussed options to make the village more attractive, such as more regular street cleaning to remove lichen, new flowers in the gardens, preventing empty-shops, new signs to make village more uniform, removing car parks that block the beach view, and stopping buses from using the narrow streets or parking in-front of restaurants.

- 1 Provide more parking (63%)
- 2 Ensure a better variety of businesses/shops (45%)
- 3 Address traffic congestion & delays (40%)
- 4 Improve roading & infrastructure (29%)
- 5 Improve crime and security (22%)

“There are too many cars. The Main Street should be pedestrian only with cafes in the centre”

“I feel the village itself needs a total clean up. New flowers in gardens, clean the footpath and buildings to remove mould. Touch up paint.”

“I would visit more often if more parking was available”

What kind of **events and activities** do you want to see in St Heliers?

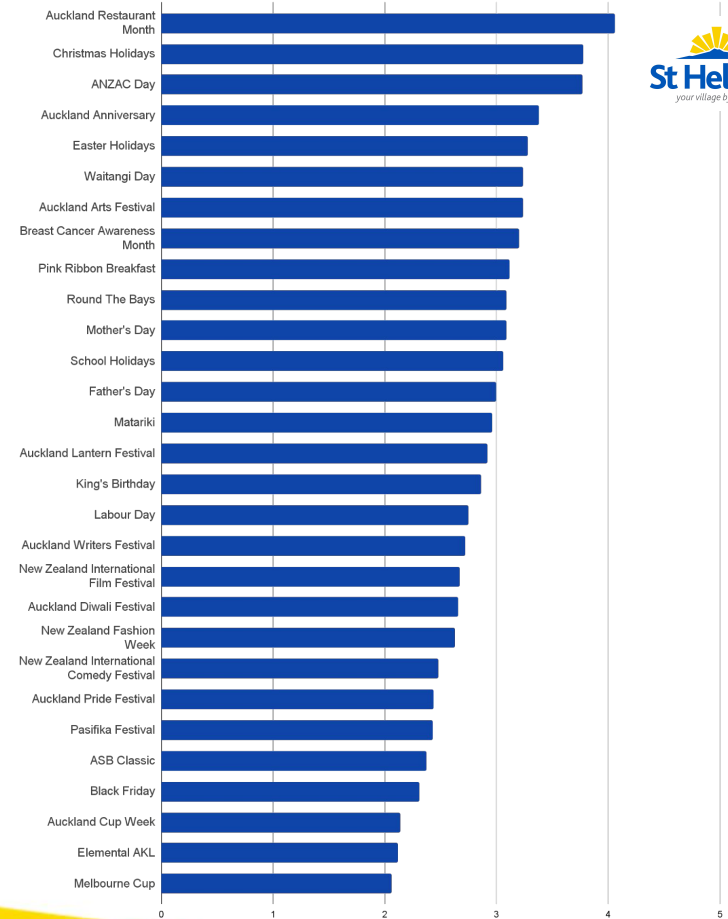
St Heliers residents were most interested in events for Restaurant Month, Christmas, and ANZAC Day - similar results to 2020.

We are focused on supporting activities over events. Events involves closing off street and major disruptions to parking - while Activities are more likely to generate business and profile. Our most loved activities were St Heliers Markets (3.6/5), Village Vibes (3.3/5), Shop and Win (2.8/5). The library was rated highly (87%) as being important to community.

“I’d rather celebrate events that are more unique to Aotearoa”

“I think focus on attracting every day customers before focusing on festivals”

“Easter and Anzac Day don’t have any positive impact on business. Round the Bays is terrible for business. Discounted vouchers good for business but general vouchers are rarely utilised”



How do you **connect** with St Heliers village?

People surveyed interact with St Heliers primarily through social media (56%), newsletters (62%), and our website (36%). Most people didn't feel the need to visit our website (54%).

We've launched our St Heliers Village Vouchers in August 2022, and there's room for increased awareness around these.

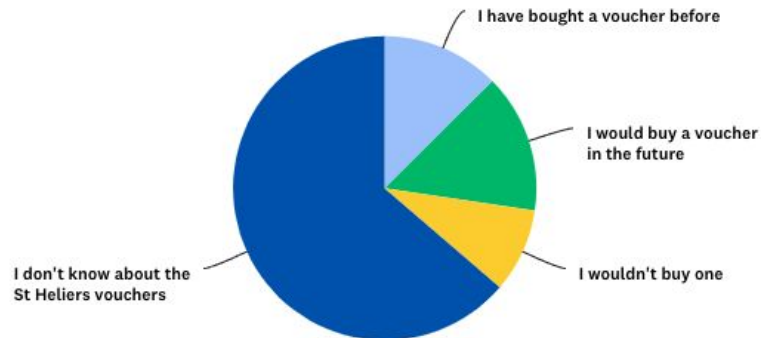
We have recently refreshed our website, and will be re-looking at our village brand which our survey asked additional questions on:

“A relaxed, friendly village atmosphere”

“Peaceful welcoming seaside village for local community”

“I think the beach village is a bit more upmarket than video shows.”

“Looks sleepy, quiet which isn't true. Lots to do”



Key Insights and Strategies

Vision: To maintain St Heliers Village the hub of the community.

Parking, Congestion & Transport

- ❑ Make parking more accessible.
- ❑ Review parking times within the precinct, and by business zones.
- ❑ Evaluate car vs walkability focus of village.
- ❑ Bus routes & stop locations, frequency, and sizes.
- ❑ Accessibility for biking and stands.

Streetscape

- ❑ Uphold maintenance and tidiness.
- ❑ Review opportunities to heighten premium positioning.
- ❑ Consider opportunity for stationary and post store to support everyday shopping.
- ❑ Continue to promote the library as a destination and community hub.

Safety & Security

- ❑ Cameras in and adjacent to the precinct connected to the police network.
- ❑ 7-day/week patrols.
- ❑ Strong collaboration with local police.
- ❑ Sharing platform amongst members, and supporting access to council funding.

Key Insights and Strategies

Vision: To maintain St Heliers Village the hub of the community.

Activities over Events

- ❑ Embrace most-loved local topical moments.
- ❑ Continue collaborative approach to activities and promotions with members, using newsletters as a primary communication and feedback tool.

Brand Development

- ❑ Embrace heritage, natural beauty, and friendly community.
- ❑ Involve comprehensive branding and communication feedback in upcoming brand workshop.
- ❑ Consider how “village by the sea” branding can be embraced in street decor and activities.

Advocacy

- ❑ Canvas stakeholders for issues to be addressed by the association on their behalf.
- ❑ Adhering to and communicating governance policy as required by the Orakei Local Board and Auckland Council.

Key Insights and Strategies

Vision: To maintain St Heliers Village the hub of the community.

Engaging Local Iwi & Cultural Competency

- ❑ Improve engagement and collaboration with Ngati Whatua Orakei.
- ❑ Look for ways to offer cultural competency and understanding, with Te Reo Maori education opportunities, and cultural events.
- ❑ Understand role of culture and diversity in St Heliers brand development.

Sustainability

- ❑ Promote sustainable initiatives to customers and members.
- ❑ Collaborate with Keep NZ clean with beach clean ups via community appeals.
- ❑ Collaborate with birdsong for pest eradication.
- ❑ Environment-friendly buses.

Emergency Planning

- ❑ Refine emergency communications plan, with attention to natural disaster and infrastructure changes.
- ❑ Business continuity plan and guides template to be available.
- ❑ Encourage businesses to have personal and workplace emergency plans available.

St Heliers Village Association Communication Approach



Website

Home of village information, business directory, events, and vouchers.

Live Events Calendar

Business and News Updates

Village Voucher Campaigns



Social Media

Topical moments of connection with our community.

2-4 Weekly Social Posts

Paid Campaigns incl. Search



Newsletter

Monthly updates and detailed business offers and campaigns.

Monthly Consumer Email

Monthly Business Email

Marketing Promotions

Our overall promotion and marketing objectives are to create awareness for our members, increase visibility and drive visitation to St Heliers through social media, newsletters, and paid digital activity. Member promotions can also be given additional leverage via our social media channels and general media distribution.



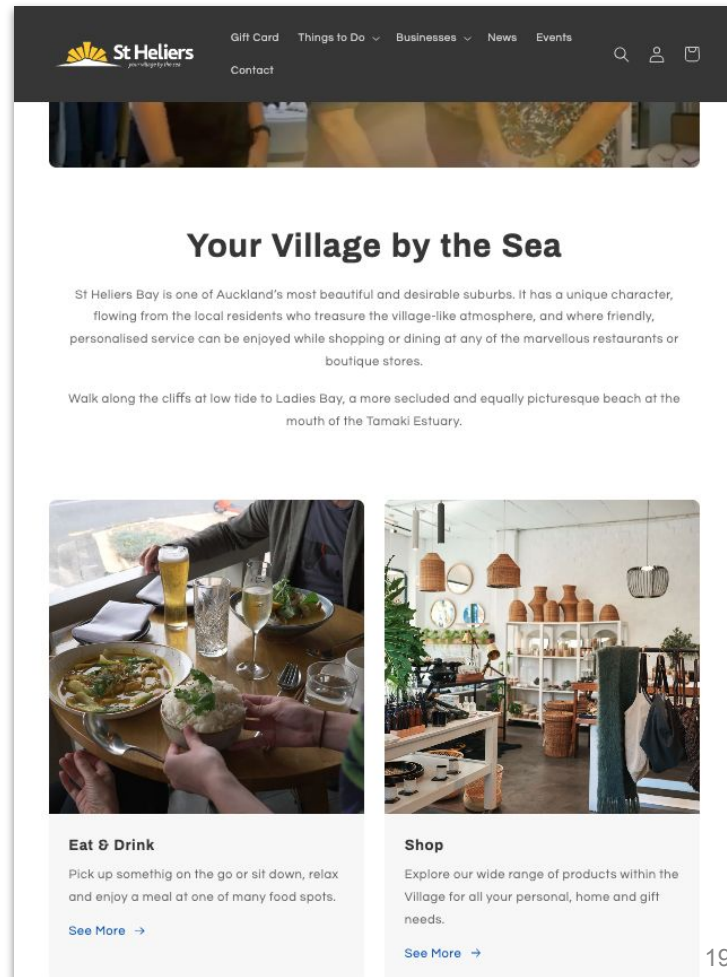
St Heliers Village Association Information

St Heliers Village Association seeks to welcome residents and visitors to visit our business. Our website is a complete director for our members, a comprehensive source of information on, local events, exhibitions and the necessary basics, plus supporting business commerce through the availability of St Heliers Village Gift Cards for purchase.

We regularly engage with various community facilities and organisations in St Heliers to enrich this collective resource, for both visitors and local businesses.

We provide a wide range of services for members including the promotion of St Heliers as a business and shopping area, organising activities to attract people to the precinct as well as member meetings and regular member communication.

A key role of the St Heliers Village Association is the liaison and engagement with Auckland Council and other authorities to advocate for improvements to the area and lobby for the interest of the businesses.




St Heliers
your village by the sea

Gift Card Things to Do Businesses News Events
Contact


Your Village by the Sea

St Heliers Bay is one of Auckland's most beautiful and desirable suburbs. It has a unique character, flowing from the local residents who treasure the village-like atmosphere, and where friendly, personalised service can be enjoyed while shopping or dining at any of the marvellous restaurants or boutique stores.

Walk along the cliffs at low tide to Ladies Bay, a more secluded and equally picturesque beach at the mouth of the Tamaki Estuary.



Eat & Drink
Pick up something on the go or sit down, relax and enjoy a meal at one of many food spots.
[See More →](#)



Shop
Explore our wide range of products within the Village for all your personal, home and gift needs.
[See More →](#)

St Heliers Village Association Information



St Heliers Village Association is a registered Incorporated Society under the Incorporated Societies Act 1908.

The St Heliers Village Association is governed by an elected executive committee representing the Associations registered members, and represents, supports and helps over 125 businesses and commercial property owners.

The St Heliers Village Associations Constitution, was approved by a Special General Meeting of members and updated 9 May 2023.

Under the constitution there is an Annual General Meeting where an executive committee is elected to administer the operation of the St Heliers Village Association. From the executive committee, a Chairman, Treasurer and Secretary are appointed.

Membership All businesses operating within the boundaries of the business district are entitled to be members of the Association by application.(see prior map)

Executive Committee Meeting Information – As per the constitution a minimum of 6 committee meetings are held each year. Minutes of the meetings are held by the Treasurer and can be viewed by members at the offices of the Treasurer, Nicoll Jackson Accountants, 10 Maheke Street, St Heliers, during normal working hours.

Members are invited to attend the Annual General Meeting (AGM).

Members questions, comments, ideas and feedback are welcomed by the executive committee. A member can communicate with the committee by:

- Contacting the manager by phone or by email to the Association: email st.heliers@xtra.co.nz
or
- Discussing with an executive committee member.
or
- Attending the next committee meeting, advising attendance to the manager of the Association who will confirm and raise an item for the meeting agenda.

BID Programme Documents

For each upcoming financial year, a budget and business plan are approved by members at the Annual General meeting. A hard copy of these documents are freely available for viewing by members at the Annual General Meeting or at the offices of the Treasurer, Nicoll Jackson, Accountants, 10 Maheke Street, St Heliers during normal business hours.

The 2023 Annual General Meeting Agenda, 2024/2025 Business Plan and Budget can also be accessed via the URL links as follows

<https://bit.ly/StHeliersBusinessPlan2024-2025>

<https://bit.ly/StHeliersBudget2024-2025>

<https://bit.ly/StHeliersAGM2023>

Membership Benefits

Advocacy

Advocacy and Representation are arguably the most valuable services provided by a businesses association in Auckland. Auckland Council utilise the Business Associations (BIDS) as a direct conduit to disseminate policy info, so the majority of businesses located outside BID boundaries are often unaware of impending policy changes.

We are usually in the know first and regularly lobby on behalf of local business, plus present professional submissions on Council and Transport policies that could affect your business.

One Strategy for Crime Prevention

St Heliers like many suburbs in Auckland will need to continually reassess their security and crime prevention needs. Unfortunately public resources are spread thin to cover the cost for security in most areas. We have always recommended an integrated Crime Prevention and Security Plan comprising of CCTV, mobile street patrols and other safety initiatives and will continue to upgrade our assets in this regard.

Website listing

You will receive a complimentary business listing. This provides members the opportunity to directly target other local businesses.

Member Email Communication

Our email communication comprises regular What's On Newsletters, as well as ad hoc Notices where needed.

Marketing and Promotion

Our overall promotion and marketing objectives are to create awareness for our members, increase visibility and drive visitation to St Heliers through Google Ads and YouTube.

Consumer Email Communication

With a growing database of shoppers and interested parties, we are able to disseminate member promotions via regular emails.

Social Media & Media

Member promotions can also be given additional leverage via our social media channels and general media distribution.

Tourism Attraction

Via engagement with relevant stakeholders as well as printed material placed in tourist areas.

Voting Rights

Only businesses located within the targeted Business Improvement District (BID), have voting rights at the St Heliers Village Association annual general meeting.

St Heliers Village Membership Information

Security Matrix Patrols

Are contracted by the St Heliers Village Association to patrol the area. They are also on call to attend to incidences or suspicious behaviour in the area. If there has been a security incident and assistance is required, members can call Matrix Security 24/7 on 09 579 1567

Please specify the name of your business, and that your call relates to the St Heliers Village Association.

Night Mobile Patrols:

Between 23:00 and 0600 hours Monday to Sunday seven days per week random timed patrols are carried out

Cameras

We have funded 13 security cameras in the precinct that have remote access by Matrix. We regularly have these maintained and replaced if required.

We are connected through *Safer Cities* which feeds our cameras directly to the Auckland Police's CCTV Viewing Centre.

Police

We have a strong connection with the local Police in St Heliers with regular contact to the Police based at Glen Innes and the Auckland City Eastern Area.

All crime does need to be reported by the business owner. Please use the new non-emergency number 105 to report anything to Police that's already happened. 105.police.govt.nz to report:

Theft in public place

Theft from a car

Intentional property damage

Shoplifting

Lost property

Or to get an update on a report already made

Call 111 when a crime is happening right now

WhatsApp

Download the free app to be involved in St Heliers' safety and security sharing platform. We share information that would benefit other businesses in the area of crime, suspicious behaviour or persons.

St Heliers Village Membership Information

Streetscape

Auckland Council ph 09 301 0101

www.aucklandcouncil.govt.nz/contactus

Did you know? You can raise a maintenance service request quickly and simply through the link below:

<https://www.aucklandcouncil.govt.nz/report-problem/Pages/report-a-problem.aspx>

Auckland Council activity sheet for St Heliers Activity 'B' General Commercial Frontage

General Rules – Jobs to be logged if these specifications aren't met.

- All street bins shall not be full to capacity nor overflowing
- Rubbish bags shall be replaced so that the bins remain odour free and safe
- All illegal dumping shall be reported to Council upon discovery
- Street bins are clean
- Loose litter to be collected from a 3m radius of a litter bin when emptying, and the bus shelter when cleaned or inspected
- Any environmentally damaging, unsafe or offensive litter (needles, condoms, etc.), and all bodily fluids are to be removed and the area cleaned.

Daily:

- All areas, including the kerb and channel, catch-pit grates and backing plates are to be cleared of litter and detritus
- Dead animals shall be picked up from within the city centre / town centre

Weekly:

- All hard surfaces are to be swept, including kerb and channel
- Bus shelters shall be cleaned

Monthly:

- All hard surfaces, street furniture and surrounds shall be weed free

Every three months:

- Steam clean hard surfaces and street furniture to remove all grime, spots, marks, and chewing gum.

Street signage

The link below takes us to portable signs information, with windows to the Signage Bylaw and other street trading information:

<https://www.aucklandcouncil.govt.nz/licences-regulations/signs/where-you-can-put-up-business-sign/put-up-sign-business-zone/Pages/portable-signs.aspx>

Website is www.aucklandcouncil.govt.nz/signage

The email address for inquiries is: streettrading@aklc.govt.nz

Consider pedestrian access, particularly for the visually impaired, when placing your portable sign. You can have one of two types of portable signs: a sandwich board or a flag sign. You can't have both.

Please always remember to bring your bins in and hide them from public viewing.

St Heliers Village Membership Information

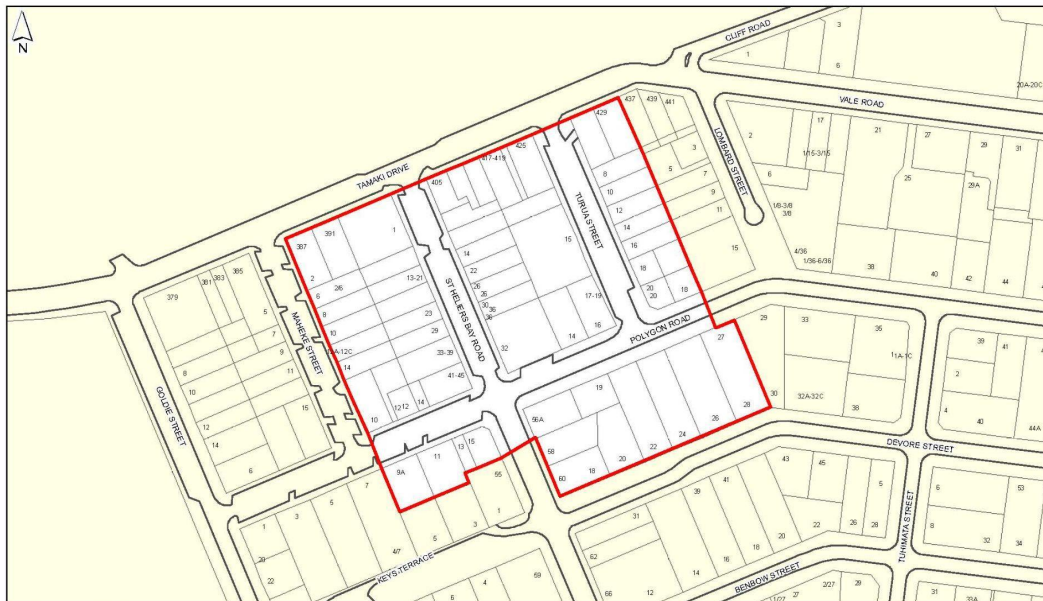
St Heliers Vouchers

St Heliers has their own digital vouchers often used in promotions throughout the year. Please accept them as a cash sale. The SHVA will reimburse you the total amount.

Lighting

St Heliers Village maintains some of the LED soffit lighting around the village and the palm tree lights.

St Heliers Business Improvement District Map



Business Improvement District - St. Heliers

Scale at A4 - 1:2000

This map has been prepared for the use of the public and is not intended for use in any other way. It is provided as a guide only and does not constitute a contract. The information on this map is based on the latest available data and is subject to change without notice. Auckland Council is not responsible for any errors or omissions on this map. Auckland Council is not responsible for any damage or loss resulting from the use of this map. Auckland Council is not responsible for any damage or loss resulting from the use of this map. Auckland Council is not responsible for any damage or loss resulting from the use of this map.

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St Heliers Village Membership Information

Who qualifies and how to register to be a member of the St Heliers Village Association:

The St Heliers Village BID programme recognises BID affiliates, those that pay BID targeted rate either directly (business ratepayer/property owner) or indirectly (business owner/tenant) located within the St Heliers Village BID boundary area qualify and are encouraged to register as a full member of the association, St Heliers Village BID boundary area can be found at: (see prior map) or visit the Auckland Council BID website link <https://bid.aucklandcouncil.govt.nz> .

What is a BID programme:

Local business and property owners have agreed to work together to provide value to the collective business community by delivering a suite of economic activities.

Auckland Council supports Village Associations operating BID programmes as set out in the Council's BID Policy 2022. Visit the Auckland Council BID website link: <https://bid.aucklandcouncil.govt.nz/bid-policy> , Auckland Council BID policy can be found at: <https://bid.aucklandcouncil.govt.nz/bid-policy>

Who's involved in the BID programme?

BID programmes provide a mechanism and a relationship between St Heliers Village Association and Auckland Council. For more information on the Auckland Council BID programme and BID Policy click here – use the Auckland Council BID website link <https://bid.aucklandcouncil.govt.nz>

How is the BID funded?

Auckland Council applies the St Heliers Village BID target rate which is collected from the ratepayer/property owner or indirectly by the business owner/tenant located within the St Heliers Village BID boundary area.

Executive Committee Members and Officers 2023 – 2024

Chairman: Sang Cho, Annabelles Restaurant.

Treasurer: Bruce Jackson, Nicoll Jackson.

Secretary: Sunita Dahya, Childcare Boutique.

Committee: Wendy Auger, NZ Post.
Kelly Choi, Harbinsons Property Management.
Greg Dennerly, New Zealand Sotheby's.
International Realty, Auckland Eastern Bays.
Vaughan Harris, Harbinsons Property Management.
Rob Hill, Bay Tree.
Wendy Nasmith, Library.

Manager: Grant Mitchell, 021615655

Thank you.

St Heliers Village Association.



St.Heliers@xtra.co.nz



021 615 655



StHeliers.com