



3.0 Engagement

Our Future Masterton Ahutahi ki mua 2016

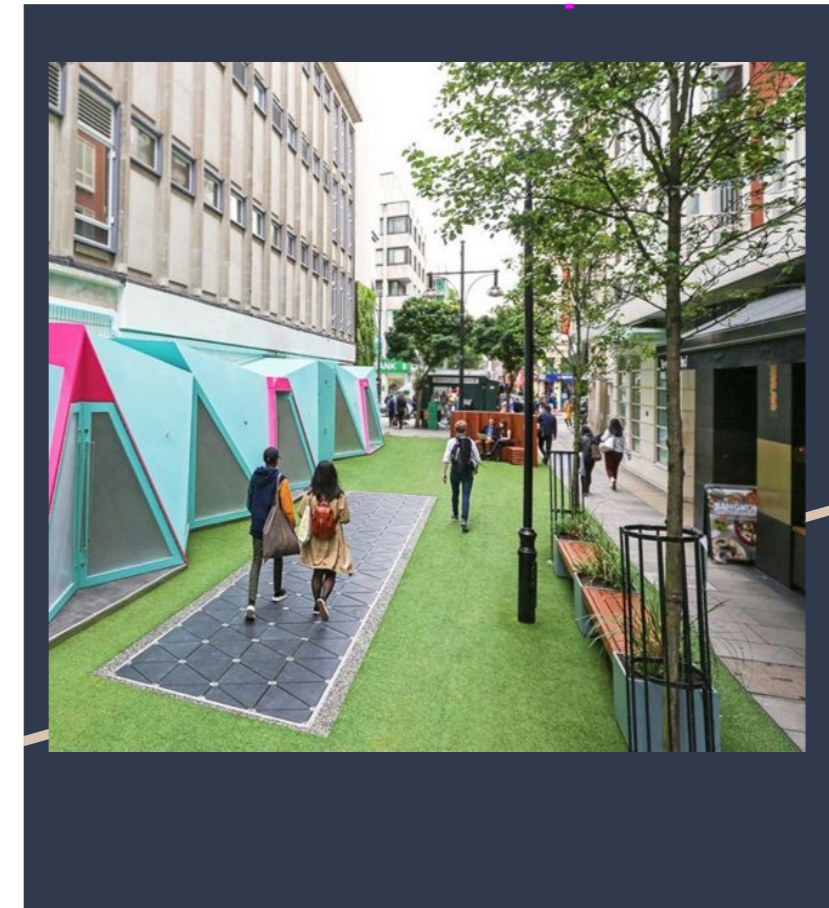
The *Our Future Masterton Ahutahi ki mua* engagement was a collaborative process between the Council and the community facilitated by Letting Space and Massey University Toi Arai.

2016 workshops explored ideas around Masterton's strengths and opportunities, to help bring to life community ideas and enable a citizen driven 50-year vision for the Masterton town centre. The facilitators also partnered with the UNICEF: Map Your World project, led by Wairarapa local Jacqui Southey, working with school students and youth groups across the district for young people to help create a vision for future Masterton.

'Our Future Masterton' Hub was a space located in Queen Street, a hands-on temporary interactive space where people shared ideas for the future, commented on past and present ideas and explored potential areas of physical spatial change in the town centre. The key themes from this work are summarised here and are embedded in the Town Centre Strategy.

Key themes - 'Our Future Masterton'

- Citizen led - ongoing Community and Tangata whenua engagement in and ownership of the process
- Diversity - of people, cultures and spaces / diversity of public spaces
- Connectivity - of people and culture / of shared public spaces / of people and the natural resources
- Strengthening - of key anchors and local treasures
- Kaitiakitanga / stewardship - our connectedness to and visibility of the parks, streams and rivers
- Revitalisation - intentional activation of parks, buildings, car parks and wide asphalt streets
- Tangata whenua and youth capability building - building pride and sense of ownership for youth and tangata whenua in the town centre
- Heritage and Culture - Recognising, celebrating and the visibility of the local arts, heritage and culture, pride and knowledge of things tangata whenua, arts community and visual art
- Relationships - Leadership, governance and partnership that empower community and strengthen relationships with Iwi, community, local, regional and central government agencies
- Resilience - economic, social connectedness and environmental sustainability



Masterton schools were engaged and gave presentations - including their ideas on inspirational streets - this is one example



Community Engagement 2018

Shaping Our Town Centre Consultation 2018

Public consultation on the Town Centre Strategy initiatives were carried out by Council in parallel with its Long Term Council Plan consultation.

Questions

Draft initiatives were presented as ideas in a flyer with a "feedback form". The feedback form (digital or hard copy) specifically requested comments to the following questions:

- *There are 4 BIG ideas: Take us to the river, Join it up, In focus and Green it up! Do you support these?*
- *What is your big idea for the Town Centre?*
- *What draft projects do you like the best? Of the draft projects presented in the flyer, please tick your top 3. Please provide comments on what you would like to see/have within these projects? (i.e. shops, cafes, offices, trees, seats, street markets, public art, play equipment etc.) or what sort of changes could we make to improve the projects.*
- *Have you got any additional comments to make?*

Methods of consultation

Participants took the opportunity to attend 'pop up' consultation sessions, review the draft ideas and supporting information, ask questions and give their feedback. Non-manned information stalls were also set up at several locations within the District. The flyer and feedback forms were available at these sessions which included:

- Five 'out and about' / 'pop up' sessions held (Car Boot Sale, Library, New World x 2, Kuripuni Village)
- Non-manned information stalls (Masterton train station, Riversdale Beach store, Library, Archive, Whaiora Medical Centre, Riversdale and Castlepoint Golf Clubs)

Targeted engagement was carried out with 21 organisations throughout the District. The flyer feedback forms were available at these engagement sessions.

- Holdsworth Lions Club, Te Rangimārie Marae Committee, Te Ore Ore Marae Committee, Kahungunu ki Wairarapa, Friends of the Park, BNI, Youth Council, MSTN Rotary Club, Powershop, Wainuioru School, Te Āwhina Cameron Community House, Wairarapa Chamber of Commerce, Te Peka o Ruamahanga branch of Māori Women's Welfare League, Wairarapa DHB, Takahe Probus Club, Hansells, Panama Village, Families of Masterton group, Rangitāne o Wairarapa, Whareama School).
- Two workshops were held (July 2018) with invited landowner and developer stakeholders in the town centre. These workshops were facilitated to enable feedback on the initiatives and priorities for these. Sir Bob Harvey (ex Mayor of Waitakere) and other experts with urban design experience in New Zealand assisted the discussions.

Advertising

Promotion via email, website, facebook, newspaper and radio advertising.

MDC Website

The MDC website contains all the available information regarding the project; background information, the flyer and feedback form (online survey).

Feedback Form

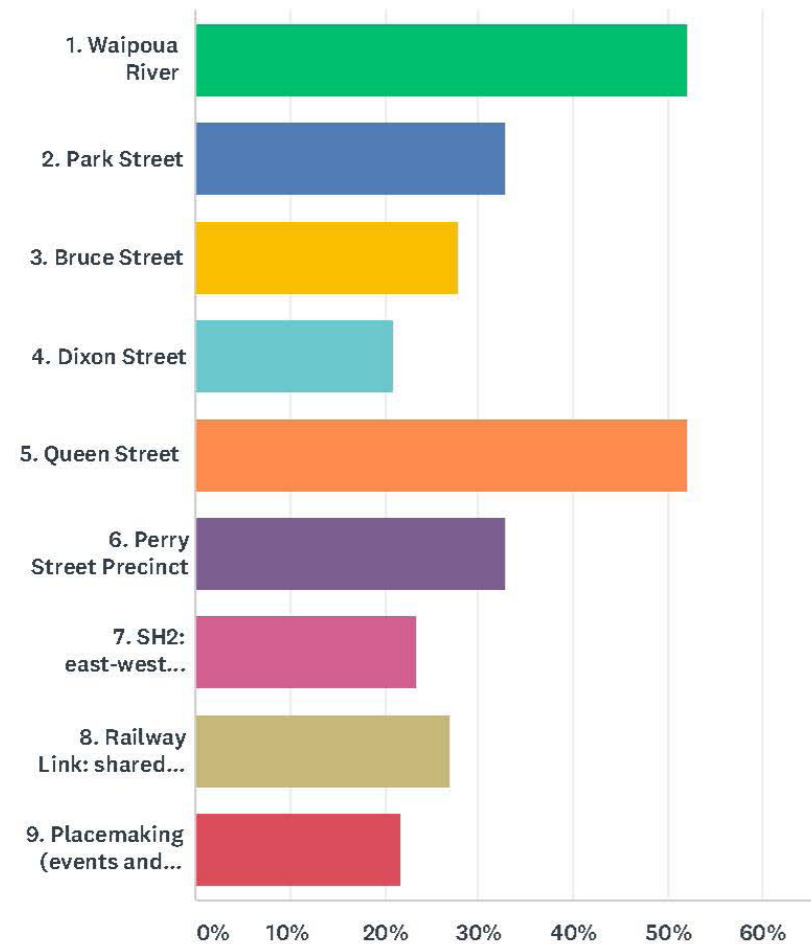
Feedback was given via a form, which asked participants to comment on key questions regarding the 9 projects ideas presented on the flyer.



Summary of responses

By the Numbers

- 159 survey questionnaires were received back as well as LTP submissions
- Support for the 4 big ideas 70 - 80 %
- Queen Street and Waipoua River most supported projects (see graph below)



Other Typical Comments

Queen Street

- too diluted / consolidate
- pedestrianise / traffic
- retain heritage buildings
- Māori specific places and spaces
- a green space

Waipoua River

- biggest asset / partnerships GWRC
- sense of belonging and pride
- recreation opportunities (safety)
- ecological focus
- Māori specific places
- clean river / water quality

Library Area

- stay as is
- expand existing
- build new with other key facilities

Town Hall

- support for change
- 59 % support Council's preferred option to replace the town hall
- 27% to strengthen the existing building

Park, Perry, Dixon Bruce Streets also supported variously

- greater use of town hall / square
- pedestrianise / traffic
- social spaces / green / seats
- linking to library

"I really support the Perry St Precinct ideas put in your plan - retaining heritage aspects of buildings is essential"

"we have a great asset in our river - I LOVE walking and biking alongside it. Let's connect it with the rest of the town! great idea"

"As we use this water body we should feel a sense of belonging and pride for this."

"The Waipoua River project would be further enhanced by building the new library at the north end of Queen Street as proposed in the draft consultants document."

"Queen Street - this is top priority."

"I would like to see a section of town car free, so families are free to wander, sit and enjoy - with tree's & seating."

"Make it happen"

"Green it Up Support this initiative but more thought could be given towards more Māori specific places."

"Do it yesterday, before it's too late!"

"i like the idea of opening these streets up from town centre to the park."

"I am happy with the idea of changing the area around the park to library to incorporate more for families, youth etc, skate park is always popular, road safety that is planned for younger generation will be great."

To facilitate this plan, bold decisions must be made for the good of the wiser community. The Council should encourage individual businesses to engage with the plan and help make the infrastructure changes required.

"A consistent theme that leads from the Train, River, Park and town centre which details the tangata whenua".

DO SOMETHING GREAT