



**Foxtton Beach/Te Wharangi
Community Plan**





Our Vision For Foxtton Beach:

- To retain and enhance our laid-back and beachy way of living.
- To enhance and protect our unique natural environmental features.
- To ensure positive community outcomes are planned and provided for through managed growth and change.

This Plan:

- Is community-led and compiled from community needs & concerns. Informed by surveys, consultations and workshops.
- Looks forward 2020-2040. It may inform councils' longterm plans and funding, and assist citizens, developers and entrepreneurs.
- Will be maintained by Foxtton Beach Community Plan steering group, which will lead 3-yearly reviews.
- This plan is available on the HDC website.



What Outcomes Do We Want From This Plan?

Environment:

Our unique natural environment is protected, enhanced and understood.

Neighbourhoods & Community Wellbeing:

Safe, balanced, affordable, diverse, liveable and environmentally sustainable neighbourhoods - which retain Foxtton Beach's laid-back style of living and encourage socially active and resilient residents.

Recreation & Open Space:

Sufficient and useable reserve and open space amenities, which encourage active and fulfilled residents and visitors.

Economic Resilience:

Vibrant events, viable businesses and needed services - which strengthen social, cultural and financial resilience.



Principles & Themes:

- Residents highly value their natural environment and appreciate their interconnections with Foxtton.
- Iwi and Hapu aspirations are important to planning for Foxtton Beach.
- Infrastructural, community and economic development must match growth.
- Actions will link with regional and district strategies for growth, wellbeing, destination, and climate-change response; and with the Foxtton Futures projects.
- Holben Reserve and growth area developments will lead the changes and improvements across Foxtton Beach.



The Context For Our Community Planning:

Foxton Beach is growing fast:

Our Council expects Horowhenua's population to almost double by 2041, projecting roughly about 1000 new dwellings may be needed in Foxton Beach alone, and roughly half that number in Foxton. Strategic planning is essential so we can retain as much of our laid-back beachy lifestyle as possible.

What drives growth expectations?

- Central government expectations that land will be freed up to accommodate growth.
- Highway completion to north of Levin may deliver one in every 5 vehicles leaving Wellington to Foxton before any other town.
- Increasing attraction of Horowhenua and its beach settlements as places to live.
- Our climate, beach, river and estuary are increasingly popular with visitors & intending residents, as are our improving reserves, walkways and open spaces.
- Liveable new neighbourhoods and dwellings will soon be here and infill is increasing.
- Holben-Te Wharangi Reserve and the pump track are already popular and planned development will increase that.
- Clubs, cafes, retailers and recreational businesses are increasingly busy, and aware of growth opportunities in both Foxton and the Beach.

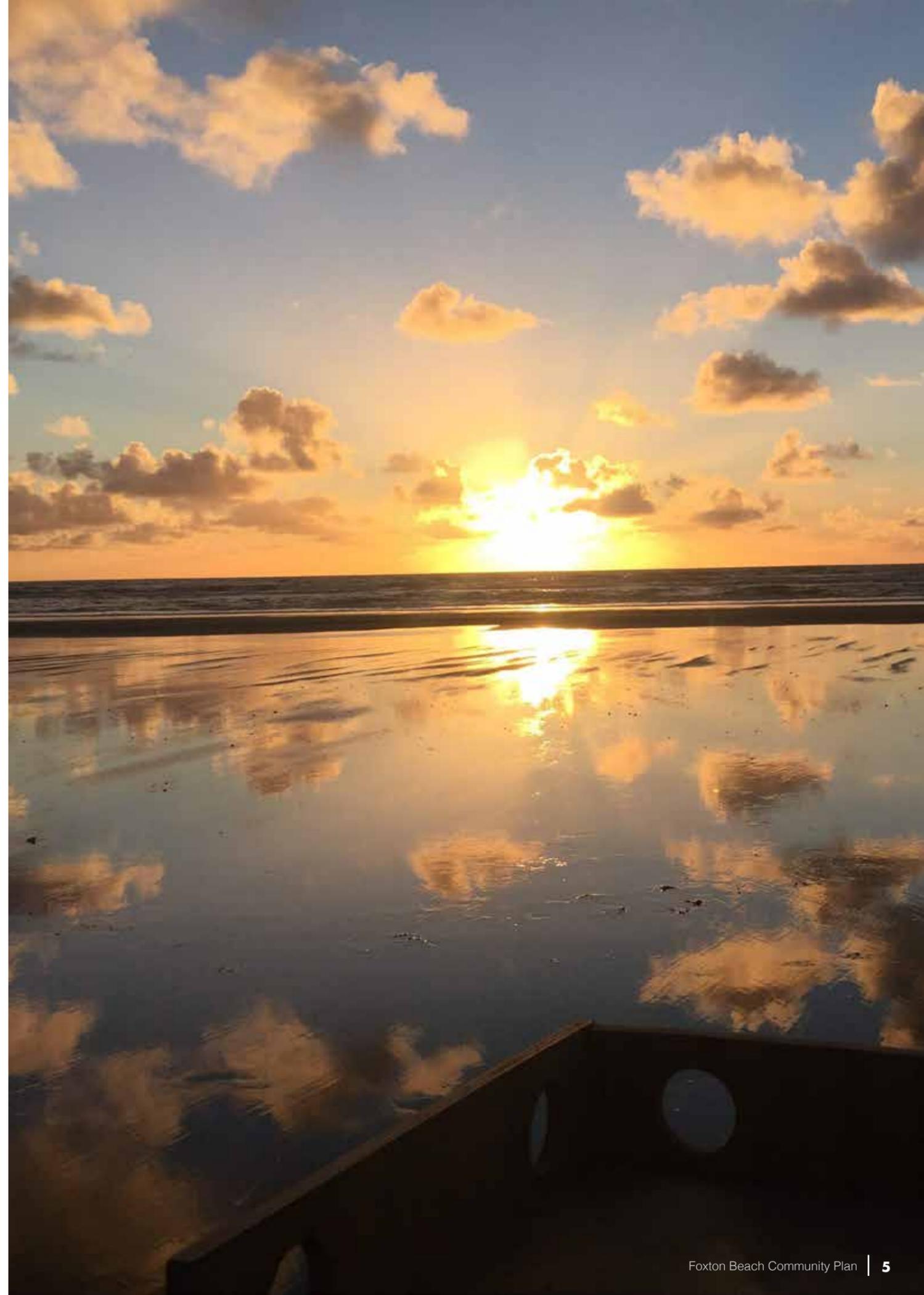
Local people want out environmental features looked after:

The Manawatū River mouth, the internationally recognised Ramsar Estuary and dunes, and the coastal dunes along Foxton Beach are sensitive biodiverse environments. They are increasingly under threat from more residents, visitors and recreational use. Locals seek greater protections and enhancements, wanting people to better understand the environment and participate in its care. They demand that all upriver pollutants, including wastewater inflow, are removed from the Manawatū River.

Upgrading of our existing 3-waters and all other hard infrastructure needs to match growth. New neighbourhoods and dwellings must minimise strain on environmental features, and be as sustainable as possible.

Climate & seismic risks:

Our beach community is vulnerable to projected sea-level rise and increasingly erratic weather patterns. These require sound evaluation and strategic planning. Similarly, our high water table and sandy shingle soils are potentially vulnerable to seismic risk, particularly liquefaction.



Who are we and where have we come from?

Brief History:

Land on which the village of Foxton Beach sits did not exist 6500 years ago. Tidal and weather confluence accreted the coastline out into the Tasman Sea by some 4 kms over that time, still continuing to do so.

First Māori probably arrived in the Manawatū-Kapiti area in the 1400s, and over the centuries used the river for transportation, domestic flax production and as a food supply. They were hunter-gatherers, living off native forest bounty, birds (including Moa), eels and other kai moana from the river, estuary and beach.

For a time, the actual beach near the river mouth was known as Okatia. The large Pa at Foxton Beach was known at Te Wharangi with this name also referring to a riverside fishing station where waka could be tied up.

European settlement of Te Awahou (later called Foxton) and Foxton Beach developed from the 1840s. Beginning as a staging point for horse-drawn travel along the coast between Wellington and Whanganui, it later evolved as a centre of the emerging flax trade and a hub for exporting flax and timber by steamer. The river port at Foxton later served up-river shipping of goods, servicing of clearing and timber production and for transporting flax to Foxton for processing.

Māori and Pakeha relations in Foxton and Beach were largely cooperative during European settlement. Iwi continued to draw sustenance from the river system, estuary and sea.

The early 1900s saw Foxton Beach become popular as a holiday and bach area, and for social, aquatic & recreational pursuits. While Foxton's growth stalled from the mid-1900s until the early 2000s due to river silting, slow-down of flax exporting, and closing of the rail link to Longburn, Foxton Beach grew in popularity. Permanent beach dwellings slowly increased to about 1200 by 2010. Stop-banking of the north-western riverbank in the 1980s had created what is now Holben-Te Wharangi reserve in the original bed of the Manawatū River.

The Foxton Beach Freehold Fund was created in the 1920s when the former Manawatū County purchased unneeded harbour board land at Foxton Beach from the Government in the late 1920s. The Fund offered protected leaseholdings which gradually led to freeholding of sections. Over the years, returns from the Fund have provided infrastructure and facilities.

Settlement and farming locally and upriver increasingly polluted and silted the sensitive river, estuarine, and dune environment from the late 1800s and does so to the present day. The Manawatū River had become one of NZ's most polluted rivers by the 1970s, improving gradually from the 1990s.

At Foxton Beach, the district and regional Councils face growing concerns about biodiversity protections, and about risks from weather, sea level rise, and seismic liquefaction.



Christmas Picnic Group, Foxton Heads – Unknown



Fisherman's Hut, Foxton Beach – Unknown



Foxton Beach School opening, 1951 – Minex Photos (Levin)



Roller skating rink, Foxton Beach – Unknown



Andrew Seabury, Pilot, Foxton Beach – Unknown circa 1880



Foxton Beach Anchorage – Unknown

Community Profile: Who are we?

Foxton Beach Te Wharangi lies at the mouth of the Manawatū River, just 5 minutes off State Highway 1.

5kms west of Foxton, it's approximately 90 minutes north of Wellington and 35 minutes from Palmerston North.

Foxton Beach has been a very popular holiday destination over many years with its ocean beach, the river mouth recreational area and internationally acclaimed Ramsar estuary. There are activities for everyone and it's managed to retain the laid-back vibe and 'bach' lifestyle it's so famous for.

There's plenty to do including fishing, boating, kite boarding, tennis, jetskiing, swimming, surfing, gathering kai, using the award-winning pump track, enjoying the many parks and reserves, or utilising the walkways or cycle-ways – not to mention enjoying the spectacular sunsets at the end of the day.

There are great cafes and eateries to enjoy, along with take-away and grocery stores that can provide you with goodies for a traditional Kiwi picnic.

Several great 'clubs' also provide good dining and conviviality – great places to share a 'yarn' and catch up with friends or the local residents.

And don't forget Foxton Township itself only 5 minutes up the road, with its many shops and facilities including the Te Waiora Medical Centre, a Pharmacy and the wonderful world-class Te Awahou Nieuwe Stroom Cultural Park - a 'must-see' for everyone.

Foxton Beach School is a co-educational full primary school (years 1 – 8) with Manawatū College also, just down the road in Foxton.

We are a small, collaborative and happy community, valuing our diversity and history of peoples and cultures. Many groups and activities are run by passionate volunteers who deliver a wide range of services including the Surf Life Saving Club who provide lifeguarding services during summer weekends and during the primary school summer holidays and the Foxton Beach Community Centre which offers care services and is a general drop-in meeting place.

Our environment and water quality is very important to us as a community, and we are particularly proud of the Manawatū River Estuary – designated a 'Ramsar' wetland of international importance. People from all over the world visit the estuary to see the wide variety of species including the migratory birds such as the Godwit, Wrybill, Caspian Tern and Royal Spoonbill – many of which come from the northern hemisphere.

Foxton Beach is a special place – we welcome you to share it with us!



Statistical Picture:

The statistics are based on the 2018 Census

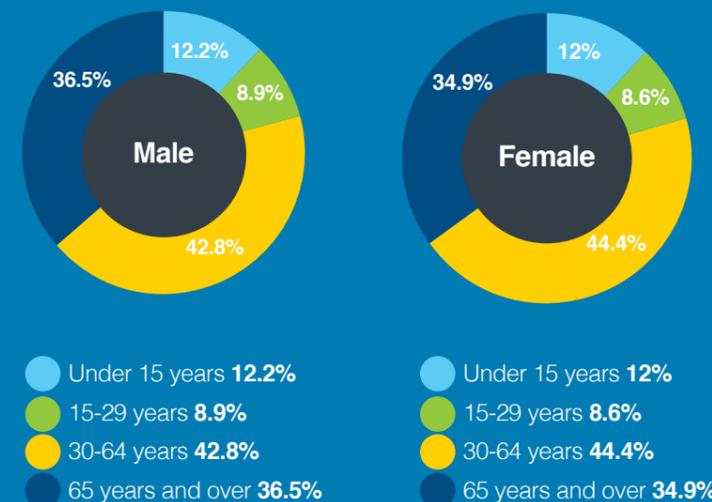
Population: Census

The resident population of Foxton Beach has been increasing, from 1620 residents in 2013 to 1884 people in 2018.



Age and sex: 2018 Census

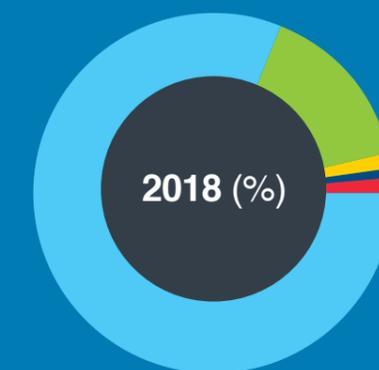
The majority of the population both male and female are made up from 30+ years with the medium age being 57.7 years.



Ethnic Groups: Census

89.8% of the population classifies themselves as European, and 16.9% as Māori. This compares to the Horowhenua at 81% European and 24% Māori.

Note: Some people identify as more than one ethnic group.



- European **89.8%**
- Māori **16.9%**
- Pacific peoples **1.3%**
- Asian **1.0%**
- Middle Eastern/Latin American/African **0%**
- Other ethnicity **1.4%**

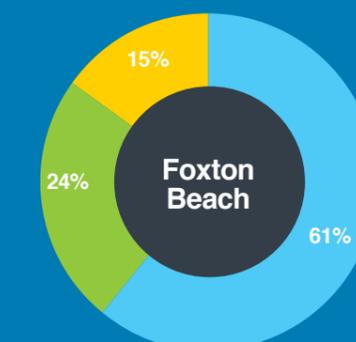


Employment Dwelling Count: 2018 Census

The number of occupied dwellings at Foxton beach increased between 2006 and 2018, from 789 to 837 occupied dwellings (an extra 48 dwellings).

	Foxton Beach (count)	Horowhenua District (count)
Occupied dwelling	837	13,302
Unoccupied dwelling	657	2,391
Dwelling under construction	6	84
Total private dwellings	1,500	15,780

Housing Tenure: Census 2018



- Owned **61%**
- Rented **24%**
- Trust **15%**

Actions To Achieve Our Desired Outcomes:

Environmental Outcomes:

Our unique natural environment is protected, enhanced and understood.

- E1.** Establish a Ramsar Environmental Hub, Ranger/Coordinator, & volunteers and learning activities for locals, visitors and enthusiasts.
- E2.** Further influence coordinated care of Ramsar Estuary, coastal dunes and beach.
- E3.** Upgrade Ramsar access, viewing and learning sites.
- E4.** Coordinate protective improvements for Ramsar & Coastal Dunes and Beach.
- E5.** Influence improvements to river and estuary water quality.



Neighbourhoods & Community Wellbeing Outcomes:

Safe, balanced, affordable, diverse, liveable, and environmentally sustainable neighbourhoods – which retain & enhance Foxton Beach’s laid-back style of living, and encourage socially active and resilient residents.

- N1.** New growth-area neighbourhoods to have special lifestyle & environmental features, with desirable dwelling standards and features to apply to infill and rebuilds in existing neighbourhoods.
- N2.** Encourage infrastructure planning to include issues significant to Foxton Beach, such as traffic-calming and storm-water run-off.
- N3.** Establish a Community Wellbeing Hub, a F&B Wellbeing Coordinator, programmes, and volunteer-based support services.



- N4.** Extend Neighbourhood Support, Emergency Safety Plans, and Citizen Reporting - to promote safer neighbourhoods and community wellbeing – and complement effective policing, CCTV and community patrols.
- N5.** Develop a Foxton Beach Community Facilities and Services Plan, which can include schools and early childhood services.



Recreation & Open Space Outcomes:

Sufficient & useable reserve and open space amenities which encourage active and fulfilled residents and visitors.

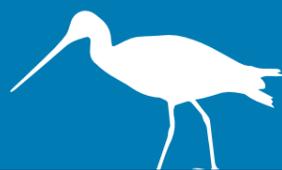
- R1.** Complete development of Holben-Te Wharangi Reserve & precinct - including wetland, tracks & boardwalks, safe roading, traffic-calming, Estuary linkages, & concept plan features.
- R2.** Complete Foxton Beach Shared Pathways network, including the loop from Palmer Road to Holben Reserve and beyond.
- R3.** Update Foxton Beach Reserves Investment Plan, retitling it 'Foxton Beach Reserves & Open Space Plan, and including open-space, beach amenity, and shared-pathways – for better cohesion.
- R4.** Implement Beach safety, protection and access improvements (plus possibly a café/ restaurant at Surf Life Saving Club building), including better carpark enjoyment areas, and better public toilets & showers).
- R5.** Upgrade Manawatū River Wharf, and beautify open space at Dawick-Seabury corner & Hartley Street with planting, picnic tables, and covered seating.

Economic Resilience Outcomes:

Vibrant events, viable businesses and needed services – which strengthen social, cultural and financial resilience.

- ER1.** Encourage more active investment/ development of Freehold Fund assets to enable more support for Foxton Beach wellbeing purposes .
- ER2.** Develop & implement a Foxton Beach Promotional Plan, which integrates with Foxton's and the region. This might include better Freedom Camping sites, a stunning entrance to Foxton Beach, and upgraded signage.
- ER3.** Develop Foxton Beach Events & Celebrations plans and programmes, which complements Foxton's.
- ER4.** Develop an integrated F&B economic development plan, which includes support for tourism, especially eco-tourism ventures.

Indicators Of Progress Towards Outcomes:



For all actions, the indicators are:-

1. Projects and strategies are implemented as planned.
2. Iwi and Hapu expectations are incorporated to their satisfaction.
3. Survey feedback indicates participation & satisfaction.
4. For business & environment actions, sector specialists indicate satisfactory progress.

Horowhenua Community Outcomes:

These apply to the Foxton Beach Community Plan outcomes & actions as follows:-



Thriving Communities:

Environment, Neighbourhoods/Wellbeing, Reserves/Open Space, and Economy.



Exuberant Economy:

Environment, Neighbourhoods/Wellbeing, Reserves/Open Space, and Economy.



Stunning Environment:

Environment, Neighbourhoods/Wellbeing, and Reserves/Open Space.



Enabling Infrastructure:

Environment, Neighbourhoods/Wellbeing, and Reserves/Open Space.



Partnership With Tangata Whenua:

Environment, Neighbourhoods/Wellbeing, Reserves/Open Space, and Economy.



Vibrant Cultures:

Neighbourhoods/Wellbeing, Reserves/Open Space, and Economy.

Detailed Foxton Beach Community Plan Actions

Environmental Outcome

Our unique natural environment is enhanced, protected and understood.

Action	Why	How	When	Who
E1. Project Establish a Ramsar Environmental Hub and Ranger/Coordinator.	<ol style="list-style-type: none"> 1. Info & learning about Ramsar & coast. 2. Coordinate Volunteers & Programmes. 3. Links directly to Holben/Te Wharangi Reserve & Foxton Futures developments. 4. High community priority. 	<ol style="list-style-type: none"> 1. Co-opt Holben Pavilion as Hub. 2. Establish Ranger/Coordinator, joint funding, volunteers and displays. 3. Tours, events & programmes. 4. Estuary/wetland/water care. 	By 2024	<ul style="list-style-type: none"> - MEMT & Iwi - HRC, HDC, DoC - MET & FBPAI - FCB - WFT & SORT
E2. Project Further upgrade coordinated care of Ramsar Estuary & Dunes.	<ol style="list-style-type: none"> 1. Needs increased management coordination. 2. Needs better wetland care & maintenance. 3. Improved ecosystem and biodiversity. 4. Needs better inflow monitoring. 	<ol style="list-style-type: none"> 1. Priority actions from Estuary & Coastal Reserve Mgmt Plans. 2. Coordinated volunteer works, supported by statutory managers and community groups. 	Ongoing	<ul style="list-style-type: none"> - MEMT & Iwi - HRC, HDC, DoC - MET & FBPAI - FCB
E3. Project Upgrade Ramsar access, viewing & learning sites and activities.	<ol style="list-style-type: none"> 1. Existing MET & FBPAI aspiration. 2. Enhance local & visitor understanding 3. Enhance volunteer engagement. 4. Visitor attraction. 5. Links to Holben & FFutures/ River Loop developments. 	<ol style="list-style-type: none"> 1. Via MET/FBPAI viewing, learning & access projects 2. Partly through Holben/Te Wharangi developments 3. Possible local tertiary study grants for estuarine & dune environments 	By 2024	<ul style="list-style-type: none"> - MEMT & Iwi - HRC, HDC, DoC - MET & FBPAI - FCB
E4. Project Coordinate protective activities & improvements for Ramsar & Coastal Dunes.	<ol style="list-style-type: none"> 1. Protect & understand developing wetlands within accreting coastal dunes. 2. Bolster 'Dune Garden' work of Arnim Littek & participants. 3. Manage hoons, exotics & vandals, yet respect responsible users/visitors. 	<ol style="list-style-type: none"> 1. Official & volunteer care & planting programmes. 2. Public tours, education activities & possible local student tertiary study grants for coastal environments 3. Directional and informative signage. 	By 2022	<ul style="list-style-type: none"> - MEMT & Iwi - HRC, HDC, DoC - MET & FBPAI - FCB
E5. Project Influence improvement to river and estuary water quality.	<ol style="list-style-type: none"> 1. Water quality needs significant improvement to be in line with Govt and community expectations. 2. The quality of storm-water run-off into estuary needs monitoring and improving. 	<ol style="list-style-type: none"> 1. Submitting to up-stream polluters/users to improve river inputs. 2. Influencing development to minimise storm-water run-off and improve quality of run-off 	Ongoing	<ul style="list-style-type: none"> - NZ GOVT, - PNCC and other upstream Councils etc - HRC, HDC, DoC - MEMT & Iwi - SORT - MET & FBPAI - FCB

Neighbourhoods & Community Wellbeing Outcome

Safe, balanced, affordable, diverse, liveable & environmentally sustainable neighbourhoods which retain Foxtton Beach's laid-back style of living and encourage socially active and resilient residents.

Action	Why	How	When	Who
N1. Strategy Foxtton Beach growth area neighbourhood developments to be safe, liveable, sustainable & environment-friendly. Key dwelling standards & features to also apply to infill & rebuilds in existing neighbourhoods.	<ol style="list-style-type: none"> Supported by survey feedback. Helpful to reduce freshwater draw Helpful to reduce storm-water and contaminants into river & estuary. Achieve unique & healthy-lifestyle neighbourhoods. Retain beach 'practical casualness'. 	<ol style="list-style-type: none"> Community input to Master Plan & Plan change. Seek incentives within consenting regime. Education/advisory to builders, land & home owners, developers. 	2022 & Ongoing	<ul style="list-style-type: none"> HDC & Iwi - FBPAI - FCB - Landowners - Developers - Property owners - Industry
N2. Strategy Infrastructure planning to include key issues significant to Foxtton Beach people, such as traffic-calming.	<ol style="list-style-type: none"> Infrastructure provision should align with growth Community seeks inclusion of its priorities. Priorities include reducing freshwater demand and harmful inflows to Manawatū River & Estuary. 	Other priorities are:- <ul style="list-style-type: none"> - Connectivity, shared pathways & one-side footpaths plans. - Traffic calming & safety. - Signs in Māori & English. - Undergrounding & car-parking - Public areas maintenance stds. 	Ongoing	<ul style="list-style-type: none"> - HDC & Iwi - FBPAI - FB Comm Plan Steering Committee - FCB
N3. Project Establish Community Wellbeing Hub, and F&B Wellbeing Coordinator.	<ol style="list-style-type: none"> Supported by survey & sector consultation. Consistent with Horowhenua Wellbeing Strategy. 	<ol style="list-style-type: none"> Negotiate suitable HUB base, possibly within an existing service. Establish Coordinator & volunteers. Establish in-centre & at-home supports & programmes. 	By 2024	<ul style="list-style-type: none"> - FBPAI - FB Com Centre - FB Snr Citzs - Iwi - All groups - HDC, FCB
N4. Strategy Further develop community safety aspects of Foxtton Beach Wellbeing Strategy, including Neighbourhood Support extension, Emergency Safety plans & Citizen Reporting	<ol style="list-style-type: none"> Need established in survey & forum. Consistent with HDC Wellbeing Strategy. Better citizen reporting will support policing, & will complement Community Patrols and CCTV. Safety activities help connect & support people. 	<ol style="list-style-type: none"> Wellbeing Coordinator facilitates. Double Neighbourhood-Support schemes Pilot Neighbourhood Emergency Safety Plans in F&B, then establish 10 ES Plans in F&B if successful. Make Seabury to Pratt walkway attractive and safe for children. 	By 2024	<ul style="list-style-type: none"> - FBPAI & Iwi - HDC & FCB - Police - F&B Com Patrol - Horowhenua N-Support Coordinator
N5. Strategy Develop & maintain a Foxtton Beach Community Facilities & Services Plan. - Include planning & support for schools and early childhood services.	<ol style="list-style-type: none"> Resident & visitor growth Council, groups and school collaboration needed. Work with Volunteer and school sectors will help define future needs 	<ol style="list-style-type: none"> Community-needs assessment. Clubs, groups and schools assisted to plan 20 years ahead for growth. Coordinate emerging plans with FCB & HDC planning. 	By 2024	<ul style="list-style-type: none"> - NZ GOVT, - PNCC and other upstream Councils etc - HRC, HDC, DoC - MEMT & Iwi - SORT - MET & FBPAI - FCB

Recreation & Open Space Outcome

Sufficient & useable reserve & open space amenities which encourage active & fulfilled residents and visitors.

Action	Why	How	When	Who
R1. Project Complete development of Holben/Te Wharangi Reserve & precinct – including wetland, safe roading, traffic calming, multi-use areas & Estuary linkages.	<ol style="list-style-type: none"> Community & FBRIP priority. Community engaged in concept planning, & volunteers available. Effective Wetland essential to Estuary water quality Important for growth response 	<ol style="list-style-type: none"> Development plan finalised from concept plan. Roading solutions integrated Complete wetland by 2024. Complete reserve & precinct by 2025. 	By 2025	<ul style="list-style-type: none"> - HDC - Iwi - FCB - MET - FBPAI - MEMT
R2. Project a. Firstly complete Foxtton Beach Shared Pathway loop connecting Palmer Rd track to Holben Reserve and beyond. b. Secondly work with FFutures plan to connect Beach to Town and beyond.	<ol style="list-style-type: none"> Community support is strong. Important to meet growth & community wellbeing. People seek resting places & refuse receptacles. 	<ol style="list-style-type: none"> Finalise plans, costing, project plan Implement in conjunction with FFutures, Holben development & growth area developments Incorporate wellbeing elements Incorporate in infrastructure planning 	<ol style="list-style-type: none"> By 2022 By 2027 	<ul style="list-style-type: none"> - HDC, HRC - Iwi - FCB - FBPAI - HSPN - SORT
R3. Strategy Update Foxtton Beach Reserves Investment Plan + add important elements + Retitle 'Foxtton Beach Reserves & Open Space Plan.'	<ol style="list-style-type: none"> Passage of time, new growth context, Holben development & improvements to other reserves. Need for open space development & beautification, and beach safety/access. Helpful to plan & fund related elements together. 	<ul style="list-style-type: none"> - Needed open space & beach access/safety improvements - F&B Reserves Coordinator + volunteers + programmes - Shared pathways network - Review other Foxtton Beach reserve's needs (incl exercise areas, community gardens, orchard, native plant nursery). 	By 2027	<ul style="list-style-type: none"> - HDC & HRC - Iwi - FCB - FBPAI + other grps - HSPN
R4. Project Implement Beach safety, protection & access improvements. - Consider ongoing 'Beach is a Road' issues. - Consider including a café/restaurant in FSLSC building. [See ER1]	<ol style="list-style-type: none"> Promenade use & sand maintenance needs improvement. Signage and usage features in Coastal Res Mgmt Plan need implementing. FSLSC building needs upgrade, seismic strengthening & improved facilities. Ongoing review of beach vehicle use. Beautification desirable. 	<ol style="list-style-type: none"> Install promenade wall & furniture. Upgrade FSLSC building (with café considered) & upgraded toilets/showers Institute works /programmes re:- <ul style="list-style-type: none"> - Safety, access & signage - Modern waste receptacles - Summer vehicle mgmt strategy - Beautification & planting 	By 2025	<ul style="list-style-type: none"> - HDC & HRC - Iwi - FCB - FSLSC - FBPAI - Volunteers
R5. Project Upgrade Manawatū River Wharf and implement open space beautification & use amenities at Hartley Street and Dawick-Seabury corner.	<ol style="list-style-type: none"> High usage & environmental values supports need for community-friendly amenities, such as seating, shade, picnic, paved areas, planting etc. Wharf needs repairs (possibly with multi-district & agency funding). 	<ol style="list-style-type: none"> Wharf repairs to high standard. Establish supported volunteer Open Space Beautification team Undertake Hartley & Dawick/Seabury beautification and use amenities (in conjunction with any Dawick dvlpt). 	By 2027	<ul style="list-style-type: none"> - FBPAI and Iwi -FCB & HDC -HRC & DOC -MMBC -HNZT -volunteers

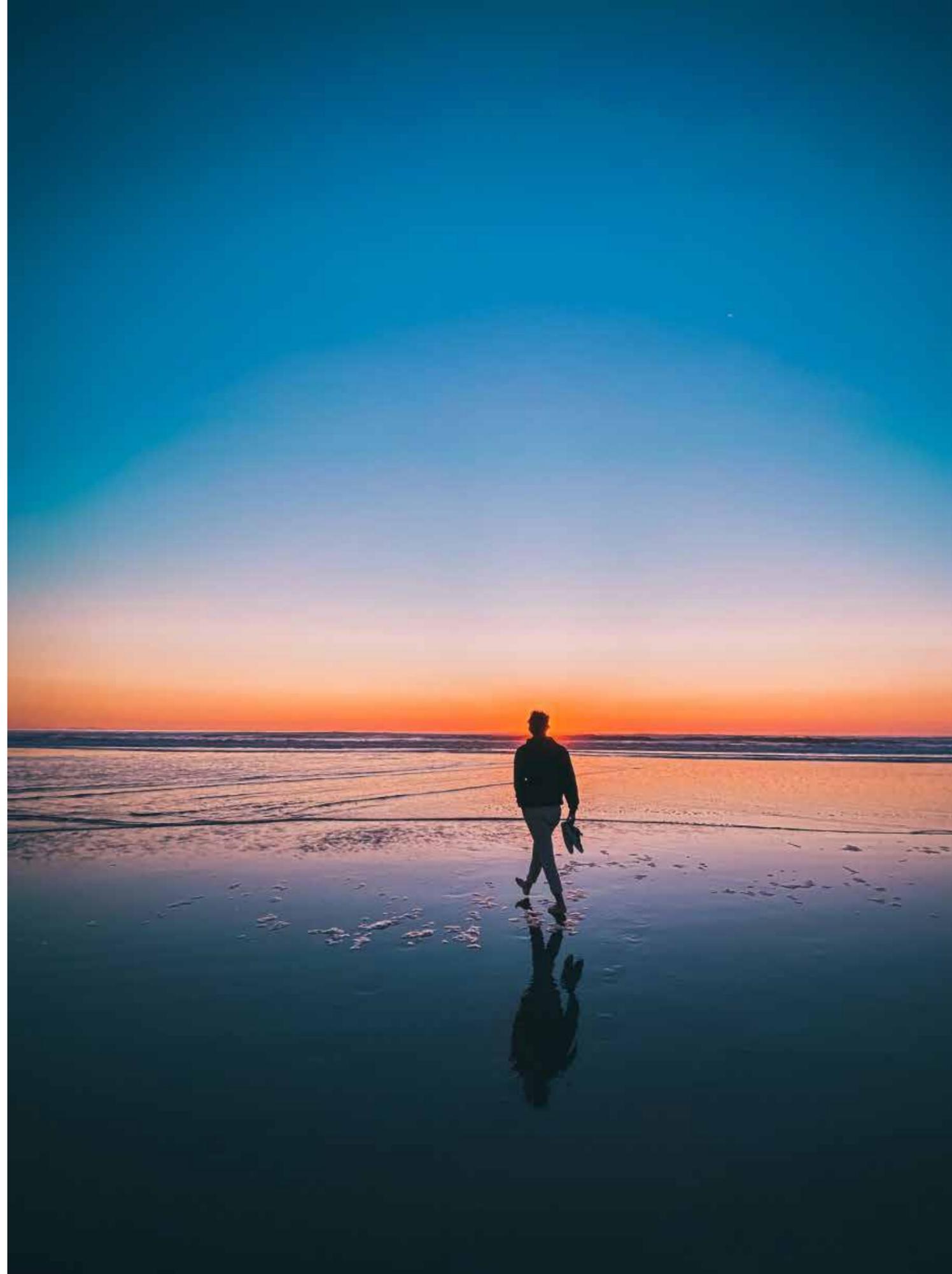
Economic Resilience Outcome

Vibrant events, viable businesses and needed services - which strengthen social, cultural and financial resilience.

Action	Why	How	When	Who
ER1. Strategy Encourage Freehold Fund assets development & investment, to enable greater support to Foxton Beach wellbeing.	<ol style="list-style-type: none"> 1. Maximise assets value & returns, thus increasing expendability from Fund 2. Also achieve community purposes where possible 3. Foxton Beach Community Plan Steering Group could advise on these. 	<ol style="list-style-type: none"> 1. Dawick land development options 2. Ensure Kilmister #2 development makes appropriate return. 3. Review all assets & investments 4. Cafe at FSLSC and Accommodation enterprise at Boy's Brigade are investment options. 	2024 & ongoing	-HDC and Iwi -FCB -Foxton Beach Comm Plan Steering Group -HNZT
ER2. Strategy Develop a Foxton Beach Promotional Strategy, which complements Foxton's.	<ol style="list-style-type: none"> 1. Supports vibrant economy alongside growth 2. Links with Proudly Foxton & Future Futures. 	<ol style="list-style-type: none"> 1. Encourage HDC to develop district Destinal policy & strategy for <ul style="list-style-type: none"> - Freedom Camping - localised public transport - promotion and branding 2. Collaboratively develop promotional strategy/plans, including:- <ul style="list-style-type: none"> - Locally targeted tertiary study scholarships - Foxton Beach entranceway - holiday-related promotion - informational & directional signage 	By 2030	-FTDA & FCB -HDC & TANS adviser -HNZT -Iwi -FBPAI
ER3. Strategy Develop a Foxton Beach Events/ Celebrations Plan & Programmes, which complement Foxton's.	<ol style="list-style-type: none"> 1. Economic & cultural development must match growth 2. Complements FFutures & Proudly Foxton 	Collaboratively develop events, anniversaries, holiday & other events. Such as:- <ul style="list-style-type: none"> - Egg & spoon on beach - Beach Hop - light show - sand/driftwood sculpture 	By 2023	-FTDA & TANS advisor -Proudly Foxton -Foxton Futures -FCB & HDC -Iwi -FBPAI
ER4. Strategy Develop F&B Economic Development plans, including support of tourism, especially Eco-tourism ventures.	<ol style="list-style-type: none"> 1. Follows on from Foxton Futures/river loop projects & Foxton Beach growth/ Holben developments. 2. Supports creating a vibrant economy alongside growth. 	<ol style="list-style-type: none"> 1. Collaboratively facilitate access to advisory, mentoring, project management, & start-up support. 2. Note possible accommodation enterprise based on Boy's Brigade property. 	By 2030	-FTDA & TANS ED adviser -HNZT -Iwi -FCB & HDC -FBPAI & sector reps

Key to Acronyms

FBCC: Foxton Beach Community Centre **FBPAI:** Foxton Beach Progressive Association
FBRIP: Foxton Beach Resilience Investment Plan **FCB:** Foxton Community Board **FSLSC:** Foxton Surf Life Saving Club
FTDA: Foxton Tourism and Development Association **HNZT:** Horowhenua New Zealand Trust **MET:** Manawatu Estuary Trust
MENT: Manawatu Estuary Management Team **MMBC:** Manawatu Marine Boating Club **PNCC:** Palmerston North City Council
SORT: Save Our River Trust **TANS:** Te Awahou Nieuwe Stroom **WFT:** Wildlife Foxton Trust





Foxton Beach
Progressive Association

