

# Horowhenua PRIDE AND VIBRANCY ACTION PLAN

## Horowhenua Pride and Vibrancy Vision Statement:

“Horowhenua is a vibrant, beautiful and successful district that citizens are proud of and visitors enjoy.”

## What are the Key Principles of Pride and Vibrancy?

The definitions of Pride and Vibrancy can be separated in terms of their tangibility. Pride encompasses the way we feel about the district, the perceptions that we as stakeholders have and the perceptions that external parties hold for the district. As a contrast, Vibrancy more often manifests as physical elements such as public space, events and displays of art and culture.



### **Pride key principles:**

- Attitude –perceptions both internal and external to the residents of the district
- Community engagement and inclusion
- A genuine approach to concerns of Community Wellbeing and appearance
- Creating good feeling – a warm safe and inviting neighbourhood

### **Vibrancy key principles:**

- Art and Culture – Celebration of and display of art and performance
- Music – Relaxing rules on busking, showcasing music in public space
- Events – The community is active and there is lots going on to enjoy
- Activities – Recreation
- Visibility of talent, skill, character and enrichment of the land. Manifestation of pride
- Physical Space, inside and outside, atmosphere, creating a ‘vibe’
- Public centres – creating focal points

### **As an action plan Pride and Vibrancy is:**

- Forward thinking from outside the box
- Generating mind shift – modern approaches and modern thinking that celebrates and maintains respect for history
- A tool to help uncover the secrets of the side road

### **Who is the Pride and Vibrancy Action Plan for?**

Pride is owned by the entire community - there are countless stakeholders across the district that take responsibility for Pride and Vibrancy. Local government has a clear role to play but successful modern place-making initiatives rely on community volunteers in combination with local business engagement and philanthropy. Key Stakeholders in this action plan include:

- **Council planners (Parks, Recreation, Urban)**
- **Economic Development team members**
- **Entrepreneurs and business owners in township centres**
- **Arts and cultural groups**
- **Community groups such as Keep Levin Beautiful**
- **Representatives from each township such as ratepayer groups**
- **Those with Community Focal Points, for example, Te Takere**

### **Who participated in formulating this Action Plan?**

The Pride and Vibrancy working group was made up of eight members of the public, three District Councillors and four Council Officers. Care was taken to ensure that each of the key stakeholder groups identified above were represented in the working group. They convened for three months on the wider issues pertaining to both the Pride and Vibrancy of the area from their depth of viewpoints.

## What principles have guided this Action Plan?

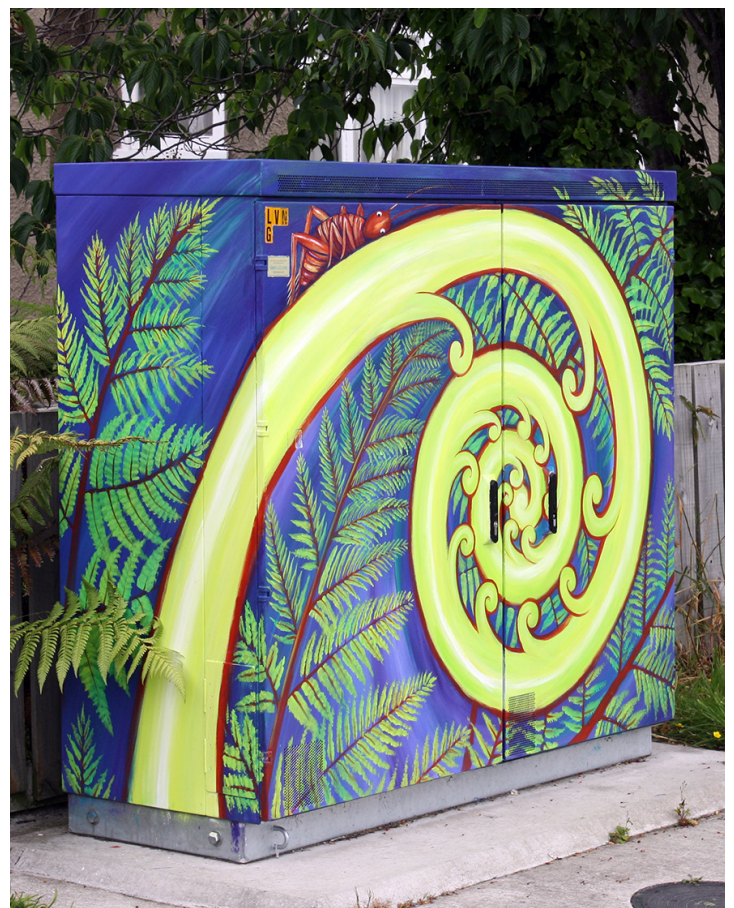
The Pride and Vibrancy action plan is the fifth action plan that sits underneath the Community Wellbeing Strategy. The nature of Pride and Vibrancy means that the action plan is grounded in all of the Horowhenua District Council's current strategies, particularly the Community Wellbeing Strategy and the Economic Development Strategy. It was borne out of the Community Wellbeing Forum, which recognised the need for a more cohesive approach to various council projects in urban planning, litter management, parks and reserves and township signs, alongside gaps in the economic development of the District. Other documents which have inspired and make reference to elements of this project include the Horowhenua Development Plan, The District Plan, The Reserve Management Plan and Section 5 (Community Outcomes) of the Long Term Plan.

### What are some examples of work already completed in this spirit?

- **Te Takeretanga O Kura-Hau-Pō Community Centre**
- **Chorus Boxes – graffiti and rust turned into rich artworks**
- **Graffiti and street cleanup initiatives**
- **North entrance of Levin – Welcoming, tidy, lush with trees**
- **Shannon shopping development**
- **Horowhenua District Brand and signage**
- **Restoration and relocation of Courthouse to the Levin Rose Gardens**
- **The Horowhenua District Council website – a platform to promote local events**
- **The Horowhenua Arts Trail**
- **Oxford Street facelift including paving, seats and plants**
- **NZ Music Month celebrations in Levin**

## What are the current issues facing Pride and Vibrancy?

- Limited visibility of events within the district
- Scattered and disconnected or underutilised reserves and green spaces
- Urban design limitations – scattered or undistinguished focal points
- District treasures often sit off of the most visible areas and may not be seen by visitors
- Image - Negative perceptions and a lack of New Zealand wide pride in the district
- The presence of excessive litter across parts of the district in addition to graffiti and vandalism
- Empty shops and ageing main street commercial buildings
- Barriers on pop-up arts activity
- Fragmented sources of information on local events and activities





## Key Objectives and Actions

**Aim 1:** The Horowhenua will be a place full of vibrant activity and events, which are well marketed and with easy to find information.

- A.** Local events continue to be communicated and supported within Council publications and the Council website.
- B.** The Horowhenua Community Development Grant continues to deliver valuable funding to annual events across the district.
- C.** An interactive district map and calendar of events introduced to the Council website.
- D.** A 'District Events' section to be standardised and expanded across Council publications and electronic media.
- E.** A 'District Itinerary' to be developed for tourists and short stay visitors to the Horowhenua, assisting them with discovering the secrets of the side road.

**Aim 2:** The Horowhenua is a district rich in arts and culture that publicly celebrates its depth and diversity.

- A.** Public displays of art and culture encouraged and advocated for.
- B.** Chorus box decoration expanded across the district.
- C.** Regular performances and rich arts activity delivered at Te Takere.
- D.** Annual Youth Horowhenua's Got Talent competition.



**Aim 3:** Township centres reflect vibrant communities that residents are proud of.

- A.** Annual rubbish, graffiti and targeted street cleanup initiatives.
- B.** Support and promotion for the use of the Levin Village Green.
- C.** Community projects for Placemaking are guided by annual Placemaking Seminars. A public Placemaking toolkit to be made available.
- D.** Annual Youth Voice led Placemaking activity.

**Aim 4:** Horowhenua is proud of its forward thinking approach to community and the social sphere.

- A.** Horowhenua District brand continues to be owned and utilised by local businesses and community groups and engages pride within the community.
- B.** District webpage and social media promote positive community led and driven interactivity.
- C.** 'Keep it green' seminars to be run annually.
- D.** Vibrant Neighbourhood street parties enabled.

# Horowhenua

For more information please call Council Ph. 06 366 0999, email [enquiries@horowhenua.govt.nz](mailto:enquiries@horowhenua.govt.nz) or go to our website [www.horowhenua.govt.nz](http://www.horowhenua.govt.nz)

**Horowhenua**  
DISTRICT COUNCIL

