



Browns Bay Strategic Plan 2019-2024

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Vision of Browns Bay:

"To be a vibrant, safe and community-orientated town centre that celebrates its beachside connection, whilst providing for the needs and wants of the local community, its visitors and the surrounding areas."


Goals for Browns Bay:

Goal 1: Improve upon the existing brand identity, and expand the customer reach of the brand as well as its ability to connect with customers.

Goal 2: Develop the Town Centre environment utilising the Browns Bay Town Centre plan, the Hibiscus & Bays Local Board, and other organisations and agencies that can be of assistance.

Goal 3: Thriving towns attract visitors and investment. With the arrival of Covid-19 in early 2020, business recovery as well as developing and sustaining a strong local economy must be prioritised.

Goal 4: Increase awareness of the North Shore community of events held in and around Browns Bay. Develop innovative events that attract new visitors to Browns Bay.



SWOT Analysis of Browns Bay

Strengths:

- Strong demographics – 85% are in the top 3 income brackets, with over 50% of the customers in the top bracket
- Strong dining out and café culture – over 60 restaurants, cafes and bars in the town centre
- Increasingly strong connection between town centre and beachfront
- Local amenities in town centre – library, community centre, playground and skate park
- Strong services offerings (medical, dental, beauty and professional)
- Continued development of apartments in the town centre and surrounding area
- Two large supermarkets and a health food supermarket
- Supportive Local Board (Reference Hibiscus and Bays Local Board Area Plan 2020)
 - **Outcome One: A connected community**
Events contribute to the friendly and active nature of our local board area. We support events that offer opportunities for people to get out, get involved, and to celebrate our arts, culture, environment, and communities as this aligns with our priorities. We will continue to encourage and support events through our community grants programme.
 - **Outcome Two: A strong local economy**
Support local business networks, business associations and BIDs to strengthen business resilience and economic prosperity. Encourage a mix of employment and housing opportunities in our town centres that best supports people to work, shop and live locally. Support businesses, groups, and event organisers to produce safe and sustainable events and activities that focus on producing local benefits, cater for local participation and increase visitors to the area.
- Industrial services area within the BID
- Successful locally produced magazine

Weaknesses:

- Parking is problematic at peak times
- Limited mix of retail offering
- Main street businesses do not all operate seven days – can present a fragmented appearance/experience
- Many businesses/buildings are in need of a visual update and refresh
- Rubbish in public places
- Insufficient accommodation for visitors and tourists
- Empty retail tenancies

Opportunities:

- Parking/transport alternatives – promotion of new bus system
- Changing demographic – large increase in customers in the 20-39 year age bracket
- International visitor numbers growing rapidly
- Unitary plan allows for redevelopment opportunities
- Create a unified look throughout the business district
- Strengthen relationships with community groups
- Create an iconic beachfront event
- Provide opportunities and support to businesses to enhance sustainable business practice
- Email marketing – Customer Database
- Social media
- Website as a key online point of reference and promotional tool for businesses
- Leverage off Heart of the Bays and neighbouring BID events
- Develop connections with customers in Torbay, Mairangi Bay and Long Bay
- Increase stakeholders through the creation of the Innovation Hub

Threats:

- Nearby town centres establishing shopping destinations, such as Albany and Long Bay
- Managing youth, and growing problems with alcohol and drugs
- Seasonal trading
- Covid-19 lockdowns
- More affordable retail rents outside the town centre and in other areas

Goal 1:

Improve Upon the Brand Identity of Browns Bay

Action	Completion Period
Enhance our social media strategy of promoting the town centre and providing benefits to those who engage	March 2019
More face-to-face communications between the Business Association and local businesses through Town Centre Manager to enhance our profile and strengthen relationships with the business community	April 2020 - ongoing
Communicate the brand to more potential Browns Bay businesses to attract them to the town centre	Started – ongoing
Use a consistent brand message across all media channels	Ongoing
Use the 'Bring Your Business to Browns Bay' signage in empty premises	Feb 2019
Use Facebook, Instagram & EDMs to drive people to the website/business directory by incentivising	Ongoing
Refresh the website design. Revise and update public content and member portal. Launch 360 Degree Virtual Tour.	Dec 2018 - ongoing



Goal 2:

Develop the Town Centre Environment

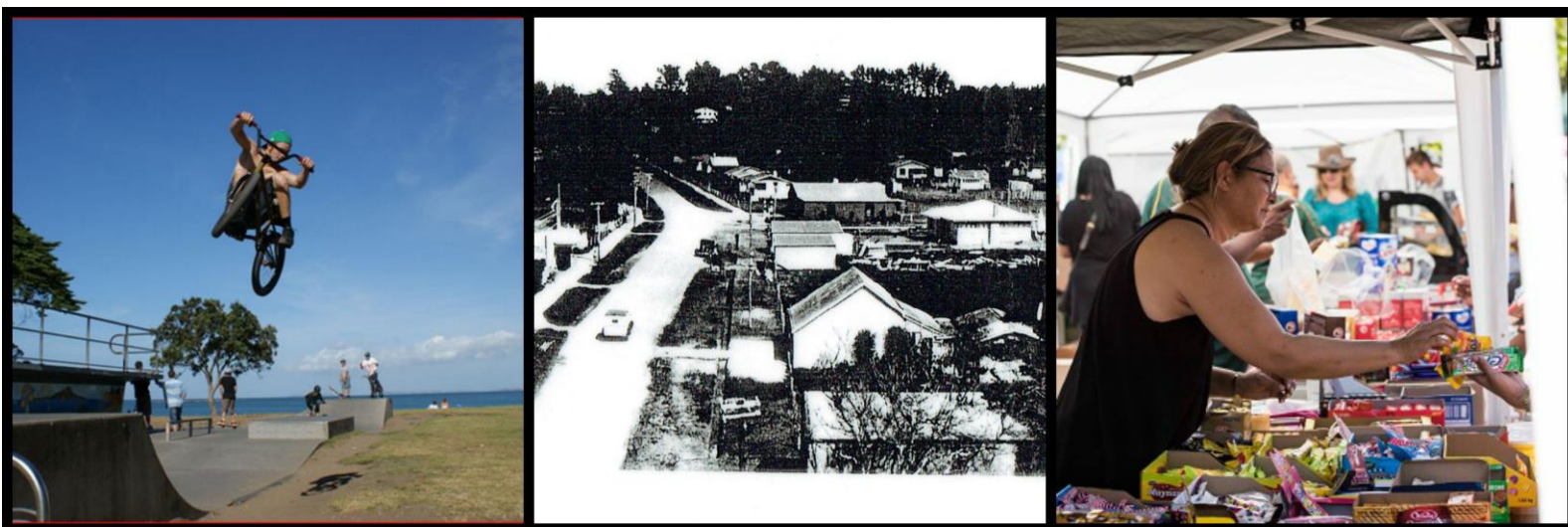
Action	Completion Period
Become a plastic shopping bag free town centre	Dec 2019
Develop multi-tenanted sites in large premises e.g. Fashion Central, Foods of the World	Start Feb 2019
'Keep Browns Bay Clean' and 'Recycle' signage. Signage on East Coast Bays Road to encourage traffic into the town centre	Dec 2021
Electric Car/Bike Charging Stations. Plug-in Zones for Mobile Phones. Look into partnering with a power company to gain efficiencies	August 2022
Recycle initiative to reduce waste to the extent of becoming an Eco-Sustainable Town Centre	November 2023
Solar powered street lighting	2024
Implement the draft Browns Bay Town Centre Plan of May 2016	Ongoing – complete 2024



Goal 3:

Develop a Sustainable Local Economy

Action	Completion Period
Support businesses to develop sustainable business practices and strong infrastructures that will help preserve them through difficult periods such as Covid-19	2021
Encourage businesses to track who their customers are and develop relationships with them, eg loyalty schemes	Started on-going
Work with stakeholders to ensure retail and commercial premises appear modern, clean, inviting and well-maintained (front and back)	Started on-going
New street signage welcoming visitors to Browns Bay	Started - 2021
Work with stakeholders to improve the appearance of links between the beach and the Town Centre eg. wall art, clean lanes and Phoenix Plaza	Started -2023
Deliver a programme of events and promotions that will maximise benefits to the businesses and local community and foster loyalty	Ongoing



Goal 4:

Increase the Awareness of Events and
Develop Innovative Events

Action	Completion Period
Ensure business owners are kept informed and made aware of the importance of events in delivering customers, and leverage off them	On-going
Promote Heart of the Bays events across Browns Bay media channels and work together with Mairangi Bay & Torbay BIDs	On-going
Work with relevant stakeholders to produce an annual event that resonates with the Browns Bay community	On-going
Actively encourage businesses to engage with, and support, local events	On-going
Support and promote local schools and community groups	On-going
Promote specific initiatives of HBLB across our multi-media platform	On-going
Develop community use of Phoenix Plaza and the stage, especially during the Summer period	On-going

KPIs

Increase Support, Participation and Community Involvement

Measurement	Completion Y/N
KPI Goal One: <ul style="list-style-type: none"> Improve the branding, website and social media (FB, Instagram). Ongoing measuring of results using social media data, stakeholder surveys and market data to ensure that goals are being achieved Launch a 360 Degree Virtual Tour of Browns Bay on our website with ability for every town centre business to have their own Virtual Tour linked to their Member Directory profile 	<p>Y (ongoing)</p> <p>N</p>
KPI Goal Two: 'Keep Browns Bay Clean' and 'Recycle' signage. Signage on East Coast Bays Road to encourage traffic into the town centre. Become a plastic shopping bag free town	N
KPI Goal Three: Support businesses to develop sustainable business practices and strong infrastructures that will help preserve them through difficult periods such as Covid-19 related restrictions on trading, eg online trading.	N
KPI Goal Four: Increase the involvement of stakeholders in events and promotions in Browns Bay by communicating and involving them in the process. Raise awareness of the benefits and work with neighbouring BIDs and Heart of the Bays to consolidate events programmes for the benefit of all. Provide a safe Town Centre where stakeholders, locals and visitors can feel secure to enjoy Browns Bay	<p>Y Ongoing</p>