



Pleasant Point, Cave and Surrounding Areas Ten Year Strategic Framework

July 2023 - June 2033

Community Vision:

To retain and improve the current lifestyle offering in Pleasant Point, Cave and surrounds.

Purpose:

To enable people who live, work, play and invest in the Point area to align their strategic planning and investment decisions and activities.

TIMARU



DISTRICT COUNCIL

Te Kaunihera ā-Rohe
o Te Tihi o Maru

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Contents

Welcome.....1

Introduction.....1

Values and overarching approaches.....2

Overview of Key Objectives and Priority Outcomes3

Priority Key Objectives.....5

Key Objective 1. Ensure that local events and businesses are sustainable and well supported

Key Objective 2. Retain, maintain and enhance local infrastructure, facilities, amenities and attractions

Key Objective 3. Retain or improve connection with the wider district

Key Objective 4. Protect the pleasant residential character and rural landscapes

Key Objective 5. Create a resilient safe and secure community (town and country)

Key Objective 6. Maintain and grow community participation and connection

Key Objective 7. Promote local history and identity

Key Objective 8. Protect the rural and small-town economy and ensure sustainability

Making a start.....13

Welcome



This ten year Strategic Framework for Pleasant Point, Cave and surrounds is the result of extensive community engagement that generated over 500 responses during 2022-23.

Locals told us they love living here (4.4/5 median score)! And that they want to share it with others in ways that sustain and enhance current lifestyles. They talked about what mattered to them and clearly identified what they want to keep and improve as well as what else would make life here even better.

Overall, residents see opportunities for modest population growth and improvements to infrastructure, facilities and amenities. They'd especially like to see the cycle track extended to Cave and a deliberate approach to growing tourism.

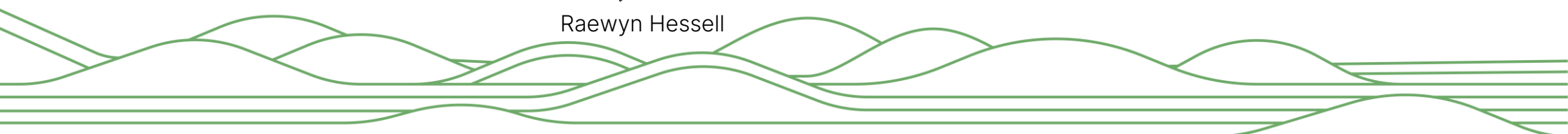
The Strategic Framework incorporates all the local input along with information from existing strategies and plans to provide a guide for people who live, work, play and invest in Pleasant Point, Cave and the surrounding areas to use the plan to align their strategic planning, investment decisions and activities. Achieving our collective aims will be most effective (and more fun!) when we work together.

The Board wants to thank everyone who participated in developing the Strategic Framework and invites locals to join with us as we lead and support local initiatives and actions that can collectively make Pleasant Point, Cave and surrounds flourish.

Ngā mihi,

A handwritten signature in black ink, appearing to read 'Raewyn'.

Raewyn Hessel







Introduction

Pleasant Point Community Board has developed a Strategic Framework for Pleasant Point, Cave and surrounds to help build on local strengths, bridge gaps in knowledge and understandings, grow relationships and achieve a shared community vision.

The Strategic Framework identifies underpinning values for how we can best work together as well as priority outcomes and initiatives to achieve our Community Vision. It has been developed from a stocktake of existing strategies and plans along with extensive community engagement to identify eight key objectives and a range of opportunities to achieve these.

The Framework provides a summary of the priority outcomes locals want to see for each Key Objective along with guidance from locals on how these outcomes might be achieved together. The framework is an invitation for locals to join together, including with the Pleasant Point Community Board, to take actions that can both achieve the desired outcomes and give effect to the vision and purpose of the Framework.

Community Vision:

To retain and improve the current lifestyle offering in Pleasant Point, Cave and surrounds.

Purpose:

To enable people who live, work, play and invest in the Point area to align their strategic planning and investment decisions and activities.

The Framework will guide the actions Pleasant Point Community Board takes over the next ten years and is complemented by a three year Community Action Plan which identifies the priorities for 2023-2026. Both the Strategic Framework and the Community Action Plan will be reviewed every three years.



Our way of life, together with everyone here, is what makes it a great place to live.

I'd like to see te reo Maori in our signs, especially for place names and in talking about our histories

Affordability is important. Without that, the character of the area would change a lot.

The people are friendly, just a small community atmosphere.

The best thing about living here is the community, the people and how everyone looks out for each other

Look after the countryside and rivers lots of activities are done there tramping, rock collecting, swimming...

I'm open to anything... Nothing crazy like putting a highway through the middle of town, but some growth is good. There's a lot of housing developments going on and it will be good to see those but, hopefully, it doesn't get too big.

A joined-up approach across the district to climate change and looking after our natural landscapes and biodiversity so we need good ways of contributing to that here.

Kids can bike around and walk around like the old days.

I don't want it to stagnate... but keep it as a country village.

Tourism might be a way we can fund how we look after our heritage, and how look after our natural environment better too.

It was fun to grow up in but don't want too much for Point, or too much to change - want to keep the feel, the culture and existing events and look after them! Don't lose touch with the original Point!

Values



Collaboration
and Partnership



Capability
and Resilience



Transparency
and Inclusion

Vision

To retain and improve
the current lifestyle
offering in Pleasant
Point, Cave and
surrounds

Key Objectives

1. Ensure local events and businesses are sustainable and well supported
2. Retain, maintain and enhance local infrastructure, facilities, amenities and attractions
3. Retain or improve connection with the wider district
4. Protect the pleasant residential character and rural landscapes
5. Create a safe and secure community (town and country)
6. Maintain and grow community participation and connection
7. Promote local history and identity
8. Protect the rural and small-town economy and ensure sustainability

Year 1-3 Priority initiatives

1. Collective planning and promotion of local businesses, events and attractions

2. Well maintained and upgraded infrastructure, facilities and amenities

3. Improved school bus services and creating a public bus service

4. Extended and well maintained cycle trail

5. Effective planning and implementation of increased housing/housing density

6. Thriving Railway, Engine and Museum

Values



Collaboration and Partnership:

Collaborating means contributing our skills, resources and networks in ways that respectfully complement, cooperate with and expand those of others for an agreed purpose. Working in partnership means formalising agreements to share our resources and join forces to advance similar or different interests towards a mutually beneficial goal.



Capability and Resilience:

Supporting our ability to provide for ourselves and our neighbours enables local resilience. Ensuring there is local capability to recover effectively, overcome challenges and to adapt in ways that sustain both people and place helps us to do things that improve the lifestyles we value.



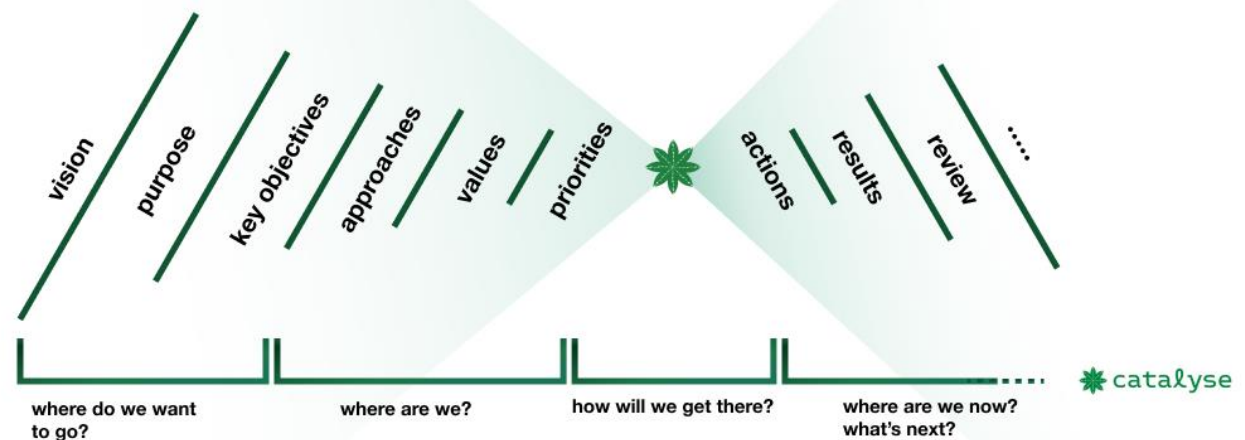
Transparency and Inclusion:

Being transparent means sharing information in honest and constructive ways. This helps people from many walks of life to know what is happening and become involved. Transparency also helps grow trust and relationship that can bridge differences, generate innovation and overcome challenges, all of which enable a wider range of people to be included and help grow succession.

Overarching approaches

Our overarching approaches are strengths-based and aim to achieve multiple gains for both local people and local places. These approaches build on the good things already happening locally and work towards bridging identified gaps and aim to support the ambitions of the local community.

Pleasant Point, Cave and surrounding areas offer a much-valued environment and lifestyle to local people. This plan seeks to sustain and improve the local environment and local lifestyles by guiding people, groups and organisations to take action together towards common objectives and shared priorities



Key Objectives and Priority Outcomes for 2023-33

1	Ensure that local events and businesses are sustainable and well supported.	Collective planning and promotion of events and businesses.
		Sustainable anchor events and businesses.
		A strong, resilient and adaptable local economy that includes tourism and generates new events and businesses.
2	Retain, maintain and enhance local infrastructure, facilities and amenities	Well maintained and regularly upgraded infrastructure.
		Extended bus services, including school buses.
		Well maintained public recreation and sporting facilities that are upgraded regularly.
		Well-maintained and staffed medical facilities, care for older people, school sand early childhood education services.
3	Retain or improve connection with the wider District	Expanded community vehicle service.
		Extended cycle trail that is well maintained.
		Well maintained and improved rural roads.
		Improved signposting and public information about local facilities, events and businesses.
4	Protect the pleasant residential character and rural landscapes	Effective planning and implementation of increased housing/housing density.
		Plantings, trees, green spaces in subdivisions/suburbs and in rural areas.
		Streets are well cared for, clean and tidy.

Key Objectives and Priority Outcomes for 2023-33

5	Create a resilient safe and secure community (town and country)	Improved local resilience to disasters (CDEM) including knowing your neighbour.
		Reduced crime including gang and drug presence as well as speeding.
		Improved enforcement local bylaws.
		Safe public spaces, including roads.
6	Maintain and grow community participation and connection	A range of people volunteer and participate in local groups, organisations, events and activities.
		Ensure a variety, regular frequency and accessibility of local social activities including viable clubs/societies and committees.
		Improved and expanded community communications channels.
		Positive and inclusive sense of community.
		Retention and increased visibility of the Community Board.
7	Promote local history and identity	Enhanced engagement with Mana Whenua
		Identification, preservation, representation of local history and identity.
		Thriving railway, engine and museum
8	Protect the rural and small-town economy and ensure sustainability	A strong, sustainable rural economy
		Improved access to major commercial and industrial activities and to major agricultural and manufacturing employers
		Local people meet local labour market requirements.
		Improved local skills to meet local labour market requirements

Key Objective 1.

Ensure that local events and businesses are sustainable and well supported.

Local guidance for improvements:

- Sustain existing local businesses, the Farmers' Market and Get to the Point as well as more local trade and exchange to contribute to local resilience and independence plus reduce the need to travel for "basics".
- Add more attractions and events – both permanent and temporary – for locals and visitors alike.
- Develop a Destination Management approach to increase visitor numbers. Build on strengths and existing tourism offerings.
- Gather feedback from visitors and use it to inform further development.
- Create more collaborative ways of working and better coordination and communication among locals and key stakeholders.

Priority outcomes for the next 10 years:

1. Collective planning and promotion of events and businesses.
2. Sustainable anchor events and businesses.
3. A strong, resilient and adaptable local economy that includes tourism.

"It's quite a good community, all the community things that happen: the parade, everyone gets involved."

"Without a lot of meeting places, events provide the opportunity for people to meet up... Get to the Point is a fabulous event."

Key Objective 2.

Retain, maintain and enhance local infrastructure, facilities and amenities.

Local guidance for improvements:

- Provide for both local and visitor. Include infrastructure, facilities and amenities in a Destination Management approach so they contribute to the local economy.
- Build on specific opportunities for improvements, such as by linking up walking and cycling tracks and providing cycle parking, charging, dump stations and developing electric vehicle infrastructure. Trial new things!
- Improve local roading infrastructure and main street.
- Consider the holistic wellbeing of different population groups such as older or younger people (physical, social, emotional and mental). For example, passive as well as active recreation options can help meet the needs of an ageing population.
- Work across sectors and siloes to better understand each other's goals and intentions. And to get better results.

Priority outcomes for the next 10 years:

1. Well maintained and regularly upgraded infrastructure – water, waste, footpaths, roads, car parking, walking and cycling trails.
2. Well maintained public recreation and sporting facilities, with upgrades to preserve functional and attractive public facilities/spaces.
3. Well maintained and staffed medical facilities, care for older people, school and early childhood education services.

“Sports clubs are a lifeblood... they are where you can meet people who are like you. There are lots of really good sports clubs and facilities here.”

“We need things to do for those who are not sporty - a hub, art space, pop-up cinema (not all the time).”

“More on [cycle] trail amenities please!”

Key Objective 3.

Retain or improve connection with the wider District.

Local guidance for improvements:

- Support the transport independence of a changing local population, both younger and older.
- Extend the cycle trail from Washdyke to Cave and develop complementary local businesses, events, activities, amenities, facilities that encourage people to visit and improve the ability of locals (including children) to get around by bicycle.
- Provide better wayfinding signage and historical information, with some te reo Māori on signs.
- Sustain the relationship with Timaru and generous “sibling rivalry” with other localities within the District.

Priority outcomes for the next 10 years:

1. Extended availability and frequency of bus services including school buses.
2. Expanded community vehicle service.
3. Extended cycle trail that is well maintained.
4. Well maintained and improved rural roads.
5. Improved signposting and public information about local facilities, events and businesses.

“The cycle trail to Washdyke is awesome... my little brother can bike safely to see a mate now and I know people who use it to get to Timaru.”

“I think a first move could be to include more Māori placenames and stories...”

Key Objective 4.

Protect the pleasant residential character and rural landscapes.

Local guidance for improvements:

- Enable modest population and housing growth to retain the country village feel and support new and improved businesses, services and facilities.
- Focus housing growth in and around Pleasant Point township and make this slightly denser than the existing development.
- Sustain affordability, encourage families and improve the ability to age in place.
- Look after nature – the rural outlook, rivers, mountains, wetlands, bat colonies – and the quiet peacefulness of the area.
- Encourage locals to be part of sustaining the good things about life here, and the changes that are coming.
- Encourage pride in our surroundings – town and country.

Priority outcomes for the next 10 years:

1. Effective planning and implementation of increased housing/housing density including affordability.
2. Plantings, trees, green spaces in subdivisions, suburbs and in rural areas.
3. Streets are well cared for, clean and tidy.

"Farmers retire to town – they already know a lot of people living there and like it to be rural-ish".

"I like that there is not much division between rural and urban we are all from Point."

Key Objective 5.

Create a resilient safe and secure community (rural and urban).

Local guidance for improvements:

- People largely feel safe and secure already, mostly because they know each other well enough to ask small favours. These friendly neighbourly connections are important to sustain.
- Locals have many skills at mitigating natural hazards and can work together with Pleasant Point Community Board to help prepare for, respond to and recover from disasters.
- Reducing incidents of speeding, especially by young men is a high priority.
- Work to reduce harm related to alcohol, drugs and violence.
- Secure a more visible police presence, improved fire safety, CCTV and better street lighting in commercial areas.
- Promote 'Snap, Send, Solve' and 'Get Ready South Canterbury' apps.

Priority outcomes for the next 10 years:

1. Local resilience to natural and human-made disasters (CDEM) including knowing your neighbour.
2. Reduced crime.
3. Improved enforcement of local bylaws.
4. Safe public spaces, including roads.

"I have lots of children, it's a place where they can have a great childhood, good place to raise kids."

"It's the people that are here, not what's here, a good town is a town that does their own thing."

Key Objective 6.

Maintain and grow community participation and connection.

Local guidance for improvements:

- Build on the local positivity and close-knit, friendly community with a drive for independence and resilience to work together more, help make good use of volunteer energies, develop administrative efficiencies, and make new things happen.
- Access funding from Timaru District Council to enable “community ownership of projects by supporting community groups and initiatives” and promote community accounting services available through Council.
- Sustain Talking Point and improve local communications so everyone has an opportunity to know what is going on.
- Reduce red tape and improve communications between Timaru District Council, Pleasant Point Community Board and residents.
- Coordinate and promote local social activities more widely (notice boards, signage, social media).

Priority outcomes for the next 10 years:

1. A range of people volunteer and participate in local groups, organisations, events and activities.
2. A variety, regular frequency and accessibility of local social activities.
3. Improved and expanded community communications channels.
4. Positive and inclusive sense of community.
5. Increased visibility of Pleasant Point Community Board.

“Pleasant Point Facebook and Instagram could potentially be linked to Talking Point. Everybody reads Talking Point.”

“The older generation looks out for everyone. They organise things for everyone to do and really get things off the ground.”

Key Objective 7.

Promote local history and identity.

Local guidance for improvements:

- Develop relationship with Mana Whenua.
- Celebrate our local identity and heritage! Further develop and promote the Railway Museum and heritage railway operation as well as other attractions. Link these attractions to the cycle trail and side trips for cruise ship passengers.
- Engage a Destination Management approach in terms of representation, identification, preservation, signposting and improved knowledge of local history.
- Co-develop signage and information boards with local people and local organisations.

Priority outcomes for the next 10 years:

1. Enhanced engagement with Mana Whenua.
2. Identification, preservation, representation of local history and identity.
3. Thriving railway, engine and museum.

“The railway is a huge asset to Point, for locals and visitors too.”

“Promoting our local identity needs information boards about our history and stating what the place is, welcome and all that sort of stuff. We need practical signs so visitors know where the café is and how to get onto the bike trail, where walking tracks are located and so on. “

Key Objective 8.

Protect the rural and small-town economy and ensure sustainability.

Local guidance for improvements:

- Don't let the area stagnate. Aim for vibrant towns and rural areas through gradual change that is not over commercialised.
- Work with key partners to develop better protection for nature, especially land and rivers.
- Better cellular network connections, access to education and employment.
- Maintain the connection with Timaru, especially for employment, larger scale retail and entertainment.
- Connect with Venture Timaru and/or use their Economic Development Strategy work to guide labour market development in Pleasant Point, Cave and surrounding areas.

Priority outcomes for the next 10 years:

1. A strong sustainable rural economy.
2. Improved access to major commercial and industrial activities and to major agricultural and manufacturing employers.
3. Improved local skills to meet local labour market requirements.

"Keep the rural feel, small town feel - close to Timaru but a bit removed."

"...a focus on living with the river can be a way locals can do things that help alleviate climate change without talking about climate change. A focus on the quality of the river is a strategic focus and can also help understand local Māori - the school legend is, after all, about a taniwha..."

Making a start

Local people identified a number of actions that can build on and enhance what is already happening in Pleasant Point, Cave and surrounding areas. These can also deliver on the vision and purpose of this Strategic Framework and include:



Creating wayfinding signs and information boards about local events, attractions and history.

Developing joined up Pleasant Point website and social media for news, events and marketing.

Developing a closer relationship with Venture Timaru and a Destination Management approach.

Joining up and completing walking and cycling tracks and installing supporting infrastructure for the cycle trail from Washdyke to Cave.

Improving camping amenities in both Pleasant Point and Cave.

Improving maintenance of the roadside area near Cave post boxes.

Exploring ECAN funding for vans to trial public transport from Point to Timaru.

Exploring the development of side trips to Pleasant Point, Cave and surrounding areas for cruise passengers.

