

# Glen Eden Village Strategic Plan 2021 - 2026



## Our dream: Glen Eden Village in the future – One of Auckland's true lifestyle villages.

Glen Eden is an exciting suburban town with a big community heart and is shaping up to be one of Auckland's new growth success stories. This unique character, location and accessibility of this thriving community is catching the eye of forward thinking investors, young professionals and families looking for a high-quality suburban lifestyle.

The Glen Eden town centre has been developed over recent years to include a vibrant new town square which is a stylish and flexible community space in the heart of Glen Eden which provides the ideal venue for local events and regular street markets as well as opportunities for pop-up art galleries and exhibitions and an improved retail and hospitality offering.

The local shops continue to define Glen Eden's character. The variety of specialist, owner operated retailers underpins its unique village atmosphere. Everything is located within easy reach of the village centre, in a pedestrian friendly setting with a range of stores and services that meet more than just the everyday needs of both residents and businesses.

Commercial investment is booming in Glen Eden, with a range of recent rejuvenation and face lift projects completed. The town centre continues to have a generous retail footprint and recent mixed use developments have resulted in a modern combination of retail, hospitality and apartment living within the village centre.

## Vision Statement

A vibrant town centre that is home to a complementary spectrum of retail, leisure, office, civic and residential uses. It is a business incubator for the medical, well-being, specialist retail, fashion and creative industries, a host to recognised festivals and events, and provides a welcoming environment for its multi-cultural citizens. It is a place where people feel welcome, work, play, spend time, live and visit. It is a place of gentle and quiet pride.

## Mission Statement

A representative group of business owners united to promote and enhance the business and community in Glen Eden. Collaborating with businesses, organisations, and property owners to maintain a clean and safe community. Promoting Glen Eden as the preferred place to shop, work, live and learn.



## Our Values

- Teamwork – listening to and respecting each other whilst working together to achieve mutually beneficial results.
- Honesty – Always doing what we say we will and striving for excellence and quality in everything we do.
- Commitment – Working with urgency and commitment to be successful from individual and company perspectives.
- Ownership – Taking ownership of our customers' needs and being accountable for delivering friendly and professional service.
- Customer Service – We enjoy their custom and so they deserve our service – timely, responsive, proactive, meeting all their needs and aiming to delight.
- Professionalism – At all times we act with integrity, providing quality service, being reliable and responsible.

<b>Strengths:</b> <ul style="list-style-type: none"> <li>• Business gems</li> <li>• Customer service</li> <li>• Variety of retail offering</li> <li>• Restaurants</li> <li>• Free parking</li> <li>• A growing, diverse population</li> <li>• Gateway to the West Coast</li> </ul>	<b>Weaknesses:</b> <ul style="list-style-type: none"> <li>• Shabby building facades</li> <li>• Footpath maintenance</li> <li>• Unsavoury behaviours</li> <li>• Signage</li> <li>• Lack of civic / open space</li> <li>• Empty shops</li> <li>• Location of toilet block</li> </ul>
<b>Opportunities:</b> <ul style="list-style-type: none"> <li>• Tidy town</li> <li>• Public transport</li> <li>• Gift shops / arts hub</li> <li>• Uniformity of branding / signage</li> <li>• Public Art and sculpture</li> <li>• Growing population</li> <li>• Development of civic space</li> </ul>	<b>Challenges:</b> <ul style="list-style-type: none"> <li>• Population growth</li> <li>• Capacity limitations</li> <li>• Lack of council investment</li> <li>• Business engagement</li> </ul>



# Priorities

## Priority One: Branding & Promotions

**Aim:** Promote Glen Eden as a great area to come to for new businesses, shoppers or visitors.

**Outcome:** Customer and stakeholder loyalty with Glen Eden brand and increased awareness of everything Glen Eden offers. Businesses, shoppers and visitors want to come to Glen Eden

**Stakeholders:** GEBA members and their staff, existing and future business members; customers and clients; local community.



### Key elements of the plan include:

- Signature event: Wheels Out West - GEBA will continue to host this growing signature event and seek additional outside sponsors to make it a sustainable event.  
*Timeframe: 2022 and yearly ongoing.*
- Murals project: GEBA will continue to invest on new murals in and around the town centre.  
*Timeframe: Ongoing.*
- Communications: Continue to use Village Voice and online channels to promote Glen Eden businesses to the wider community
- Other Community group events: We will seek to partner with or play a supporting role with other community groups and organisations that wish to run events in the town centre to attract visitors to the centre and to activate our public spaces.  
*Timeframe: Ongoing.*

## Priority Two: Business Development / Member Services

**Aim:** Provide members with valuable services, support, networking opportunities and timely information of relevance to local businesses.

**Outcome:** Members see GEBA as a valuable source of essential business information and see GEBA activity aiding in development of a strong local economy and are aware of the services and support offered by.

**Stakeholders:** GEBA members and their staff, customers and clients; local Community, Glen Eden Library, local schools, churches and interest groups.

### Key elements of the plan include:

- Communications: We will continue to produce regular newsletters and email communications, and continue to build our Social Media presence (Facebook).  
*Timeframe: Ongoing*
- Networking: We will continue to facilitate and support opportunities for networking with members and incorporate networking with training sessions  
*Timeframe: Ongoing.*
- Community Groups: We will support Glen Eden centres of community activity and local organisations, and play a leading role in community initiatives where relevant.  
*Timeframe: Ongoing.*



## Priority Three: Culture & Community

**Aim:** Show that Glen Eden is a safe area to visit, work and live in and enhance the physical environment so that coming into the Glen Eden business area is a pleasant experience.

**Outcome:** Stakeholders feel more comfortable in Glen Eden and the area reflects the changing face of Glen Eden and helps support the look of success.

**Stakeholders:** GEBA members and their staff, customers and clients; local community.

### Key elements of the plan include:

- Maori Wardens: We will continue to employ Maori Wardens whose principal duties are to patrol the town centre, build trust among young people and help to defuse troublesome behaviour and to liaise with Police and businesses.  
*Timeframe: Ongoing*
- CCTV: GEBA will continue to maintain and extend its network of CCTV cameras to provide security coverage.  
*Timeframe: Ongoing.*
- Building Facades: Continue an on-going programme of maintaining clean shop frontages and improvements, including a yearly Chem Wash clean of all buildings.
- Advocacy: Continue to advocate to Auckland Council and Waitakere Ranges Local Board for the development of a civic space.  
*Timeframe: Ongoing.*



Contact

Glen Eden Business Association

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