

Culture and Heritage Plan

Palmerston North

SMALL CITY BENEFITS, BIG CITY AMBITION

2018/21

Te Kaunihera o Papaioea
Palmerston North City Council



To fulfil the vision of small city benefits, big city ambition the Council has adopted five goals. The Creative and Liveable Strategy was developed to achieve **Goal 2: A creative and exciting city**, and this plan shows how the Council will contribute to achieving this goal.

The city's iwi and Māori heritage provide the foundation for the increasingly diverse community. Rangitāne o Manawatū has mana whenua status for Palmerston North and maintains strong relationships with other iwi in the Manawatū, including Ngāti Raukawa, Ngāti Kauwhata, Ngāti Apa, and Muaūpoko. There is also a wider Māori community in Palmerston North who do not have strong whakapapa connections to this region. The city's iwi and Māori heritage provides the foundation from which the increasingly diverse community now grows.

Many Pacific communities have a special place here because of their close historical and political relationship with New Zealand. Pasifika people are projected to make up a growing proportion of the city's population, behind only NZ European (73%) and Māori (22%) by 2028. Palmerston North has a growing Asian population and, since 2004, has become home to small groups of former refugees from the Republic of Congo, Afghanistan, Burma, Bhutan and Syria. According to the last census, there are more than 120 languages spoken in the city, and the next census is likely to reveal a further increase.

Council wants the city's history and diversity to be expressed through all of its activities, and the Connected Community Strategy and plans will build on this theme of cultural celebration. Council needs to see the city's diversity as an important feature of Palmerston North. This means making sure that events and festivals, arts venues, and all city-making activities, are based on an understanding and appreciation of the many different cultures in Palmerston North.

Valuing the city's cultural heritage involves better understanding and recognising sites of significance to Rangitāne o Manawatū and reflecting these in modern day Palmerston North, in addition to protecting the city's built heritage and recognising the increasing cultural and ethnic diversity. Sharing stories, traditions, and memories in new ways, or incorporating them into new developments, is also important. Council has a real opportunity to share and celebrate local history through the delivery of its own activities and services.

Council needs to work with Rangitāne o Manawatū to find out how to protect significant sites. Very few of these sites have formal protection and Council and the wider community poorly understand much of the information about them. There are sensitivities in sharing this information with the public or protecting sites of significance on private land.

Council will have further opportunities to invest in cultural heritage assets in the future, particularly as a result of earthquake-strengthening work. The Regent, the Library and Caccia Birch are good examples of the Council investing in cultural heritage assets to give the community the opportunity to use these buildings and appreciate their heritage values.

Another way Council and its partners will celebrate the city's local identity is to raise awareness of significant local history. For example, affirming the significance of military heritage to the city and ensuring this is carried through in Council projects.

Manawatū Heritage has made local stories, traditions and memories more available to the general public. The next challenge is to better use this highly valuable source of information to increase awareness of the past and reflect the collective cultural heritage in the city's buildings and city making.





The purpose of the Culture and Heritage Plan is to *celebrate the city's history and diversity, and build on the strength of being a city of many cultures and languages* (Priority 2, Creative and Liveable Strategy).



Where we are now



- Stories, objects and records are acquired, archived, conserved, researched, recorded, and developed.
- Marae, city facilities (e.g. City Library, Ian Matheson City Archives, and Te Manawa), and private facilities are knowledge hubs of taonga and local history.
- Education, awareness, and celebration of local history is provided through displays, exhibits, programmes, events, and trails (for example Local History Week and the Palmerston North Heritage Trail).
- Heritage buildings (Regent Theatre, DIC City Library, Square Edge, and Caccia Birch House) are available to the public.
- Asset and infrastructure planning provides Council with an opportunity to be proactive and share local history e.g. Memorial Park redevelopment, signage panel in city reserves.
- Local history is sometimes hidden in the modern landscape. Innovative initiatives have started to take cultural heritage to the wider community, e.g. Manawatu Heritage, Te Manawa's museum without walls philosophy, or the Coach House museum at Caccia Birch.
- Council supports community and individual heritage projects via funding, facilities, advice, and staff support.

Where we want to be



- Working collaboratively to better understand the sites of significance to Rangitāne o Manawatū, and supporting them to be kaitiaki of their heritage places where it is their desire to do so.
- Working with Rangitāne o Manawatū to increase the understanding and appreciation that the wider community ascribe to Māori heritage places, so that Māori heritage is seen as a taonga for the community as a whole.
- Ensuring access to heritage collections now and in the future, through preservation, active collection, and facilities.
- Have an expanded collection that contains community stories, objects and records from all cultures within our diverse community.
- Expressions of cultural heritage are more visible in the cityscape and innovative means are used to showcase heritage to the city and beyond.
- Palmerston North celebrates its identity through programmes and events that excite and entice.
- Heritage forms part of the multi-disciplinary approach to working on Council projects.
- Realising opportunities to collaborate with, and support the heritage sector.

How we're going to get there

Day to day / ongoing actions to achieve the purpose

- Protect and enhance places of Māori heritage:
 - protect the physical places themselves
 - proactively support the maintenance of knowledge and kōrero about those places
 - develop and encourage appropriate interactions with Māori heritage places leading to an increased consciousness, and appreciation of those places
 - develop an understanding of the potential contribution of places of Māori heritage to health and well-being, and to culture and identity.
- Facilitate and enable local history:
 - Acquire, archive, conserve, research, record, celebrate and develop local history
 - Provide facilities to enable the ongoing collection of, and access to, local history
 - Provide Community and Council archives
 - Give opportunities for people to tell their stories and facilitate their recording for the future
 - Investigate and trial innovative ways of showcasing our heritage.
- Work with others to promote and celebrate local history:
 - Regularly engage with a wider range of stakeholders in the heritage sector
 - Collaborate across Council and the community to make heritage a visible part of city life and the cityscape
 - Provide the Natural and Cultural Heritage Incentive Fund to seed fund community research, education and promotion projects.
- Make use of, and invest in, Heritage Buildings to provide Council and community facilities.

New ongoing actions to achieve the purpose

- Enhance local history:
 - Add to collections to better reflect our diverse community
 - Increase the opportunities to capture community stories today for tomorrow
 - Proactively celebrate our changing culture and heritage
 - Apply a lighter, quicker, cheaper approach by trialing heritage education and promotion activities.
- Provide shelving for storage of archival material.
- Work more with others to research, promote and celebrate local history:
 - Empower the community to use heritage resources creatively, openly, and accurately
 - Collaborate and partner on heritage initiatives with the heritage sector.
- Adopt the value of cultural heritage awareness in the delivery of Council activities, whether placemaking, plan-making, or asset management.
 - Research and identify key local history themes to inform Council projects
 - Investigate and develop a common register of local history and heritage
 - Investigate opportunities to develop and add value to Council heritage buildings and sites
 - Experiment with ways to express cultural heritage in city development
 - Include heritage conservation principles in Council Asset Management decisions
 - Include heritage story-telling in the delivery of major Council projects.
- Establish a delivering change budget to support the delivery of heritage programmes and events that inform, celebrate, commemorate, and embrace our rich local history.



Actions contributing to Council's strategic themes



a) Smart city practices

- Use digital and smart technology to make content accessible to a wider group of people.

b) Sustainable practices

- Collaborate and partner on initiatives with the heritage sector.
- Apply a lighter, quicker, cheaper approach by trialling heritage education and promotion activities.
- Adopt heritage conservation and story-telling in the delivery of major Council projects.

c) Iwi partnerships

- Incorporate Rangitāne o Manawatū history and aspirations in modern day Palmerston North.
- Collaborate with Rangitāne on major Council projects, particularly in the city centre and at the Manawatū River Park.

d) Strategic partnerships

- Rangitāne o Manawatū.
- Council controlled organisations (CCOs) Te Manawa Museums Trust, Regent on Broadway Trust, Caccia Birch Trust

Measures of success

- Heritage forms part of the multi-disciplinary approach to working on Council projects
- Greater community engagement with heritage initiatives
- Heritage is more visible in the cityscape

Related policies



- Community funding outcomes
- CCO Statements of Intent
- District Plan
- Archival functions
- Reserve and Walkway Naming Policy
- Naming Right for Council-Owned Recreational Facilities Policy
- Street Naming and Numbering Policy

Long-term Plan levels of service

Council protects and enhances places of Māori heritage to incorporate Rangitāne o Manawatū history and aspirations in modern day Palmerston North.

Long-term Plan KPIs

Sites of significance to Rangitāne o Manawatū identified, protected or acknowledged.

Actions, and contributing programmes, considered but not funded in this plan

- City Library 150 years celebration.
- 150 years celebration purchase of artwork



Palmerston North City Council

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