



Palmy Unleashed 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 Palmy Unleashed Plan was developed to achieve **Goal 2: A creative and exciting city**. This plan shows how the Council will contribute to achieving this goal.

The Palmy Unleashed programme builds on Council placemaking initiatives by letting the community set up temporary activations in public spaces. It is modelled on the Splash Adelaide programme, which greatly helped improve the perception of Adelaide. Palmy Unleashed seeks to increase visible public life and challenge the notion that Palmerston North is a boring place.

As the programme is still new, Council accepts that it will need to curate its own Palmy Unleashed activities – such as the Thursday Night Street Feast and Yoga in the Square – to show the community what can be achieved. Over time Council expects the community will build its own capacity and capability to deliver events such as the Little Cuba Carnival, which was a good fit with Little Cuba. The recent Experience Broadway event reinforced the night-time economy at

Broadway. These micro or medium-scale events fill the gap between major events and build a sense that there is always something to do. They can also support major events by giving people something to do beforehand or afterwards. Palmy Unleashed can also support other attractions in the city, such as exhibitions at Te Manawa.

Palmy Unleashed activations should be grass roots, community-led and located in the city centre. They should use a 'lighter, quicker, cheaper' mentality to make things happen. Council could provide background help for some events, particularly for community groups that are inexperienced in running activities.



The purpose of the Palmy Unleashed Plan is to develop a national and international reputation as an exciting city that has plenty of things to do at night and on the weekend (Priority 4, Creative and Liveable Strategy).

Palmy Unleashed and the Placemaking Initiative work hand in hand to give explicit license and support to reimagine and reinforce Palmerston North's unique places.



Where we are now



- A lack of vibrancy in the city centre is identified as a strategic risk.
- A number of diverse Council-led and partnered activations have been programmed to demonstrate what Palmy Unleashed can support, e.g. Yoga in The Square, Beats, Bites and Brushes in Berrymans Lane.
- There is the presumption by the public that you need to know how to run an event in order to set up a Palmy Unleashed activation.
- Council contracted events are run well in the city centre during summer, but there are not enough of these in the calendar year to maintain a consistent level of vibrancy in the city centre. Palmy Unleashed activations provide additional activities throughout the calendar year to maintain a vibrant city centre.
- There are lost opportunities for city centre business owners to leverage Palmy Unleashed to bring more people to the city centre.
- Recent events and activations have created economic gain for adjacent businesses when matched to places with a complementary place identity and have had participation from retailers, e.g. Experience Broadway, Winter Festival in George Street.
- Palmy Unleashed supports the Placemaking initiative by activating and reimagining spaces that communities and businesses have developed.

Where we want to be



- Visible public life and place attachment with the CBD increases as a reflection of the number and diversity of CBD activations supported.
- Council moves from a delivery role to taking a facilitation/empowerment focus as activations become more community-led and delivered.
- Businesses, landowners, community groups, and event organisers partner together to reimagine public spaces temporarily.
- Residents and tourists expect the unexpected when they come into the city centre.
- The community has the confidence to try out their ideas and share their talents without fear of failure.
- Community members continually build capacity for running successful activations.
- New people approach Palmy Unleashed with their ideas every year.
- Existing Palmy Unleashed participants move on to develop their activations into bigger, better, and more unique events.
- Community members and business associations are self-sufficient to run activations and events.
- Business groups celebrate the unique culture of their precinct through the use of activations and events, e.g. arts events in George Street and Little Cuba, food and entertainment in Broadway Avenue.
- People are aware of events in the city centre.

How we're going to get there

Day to day / ongoing actions to achieve the purpose

- Manage an ongoing process (structured and informal) of identifying community-led opportunities and ideas.
- Promote Palmy Unleashed to business associations and Palmerston North creatives.
- Work with individuals and groups to plan a balanced calendar of activations across the year.
- Help individuals and groups navigate Council processes and reduce barriers to activation delivery.
- Maintain strong relationships with wider events sector to identify opportunities and leverage synergies.



Actions contributing to Council's strategic themes

- Maintain awareness of national and international practice that can be applied to Palmerston North.

New ongoing actions to achieve the purpose

- Build community capacity and capability by supporting Palmy Unleashed participants to refine their event management skills.
- Continue to build Palmy Unleashed equipment and collateral to support Council and community activations.
- Explore ways to further reduce the barriers to activation delivery for the community.

a) Smart city practices

- Use social media to promote applications and activations.
- Celebrate activations through the use of videography, photography, and other technological means.
- Promote the use of projection mapping and emerging technologies in a lighter, quicker, cheaper fashion.

b) Sustainable practices

- Help make Palmy Unleashed participants less reliant on Council resources over time.

c) Iwi partnerships

- Facilitate iwi-led activations as part of the application process.
- Proactively engage with Rangitāne o Manawatū over the identity and history of our major event sites, such as Te Marae o Hine – The Square, to ensure that underpinning iwi values and associations are considered, and where appropriate, guide the management of event spaces.
- Promote the use of te reo Māori through for example signage, and by providing prompts and information as part of our events kit.

d) Strategic partnerships

- Leverage opportunities created by Venues Palmerston North, Council funded organisations, hospitality sector, wider events sector and business associations/business improvement districts.



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Measures of success



- Increase in number of micro-events and activations led by the business community and social communities is increasing year on year
- Palmy Unleashed activations capture a more diverse range of applications
- Increase in new applicants for Palmy Unleashed
- Improved satisfaction with the process for running activations in the city centre
- Place-specific social media tags show more positive views of Palmerston North, e.g. #palmypride, #mymanawatu

Related policies



- Signs and Use of Public Places Bylaw
- Waste Management and Minimisation Bylaw
- Alcohol Control Bylaw
- Palmerston North City Council Events Toolkit (2016)
- Smokefree Policy
- Sun Protection Policy

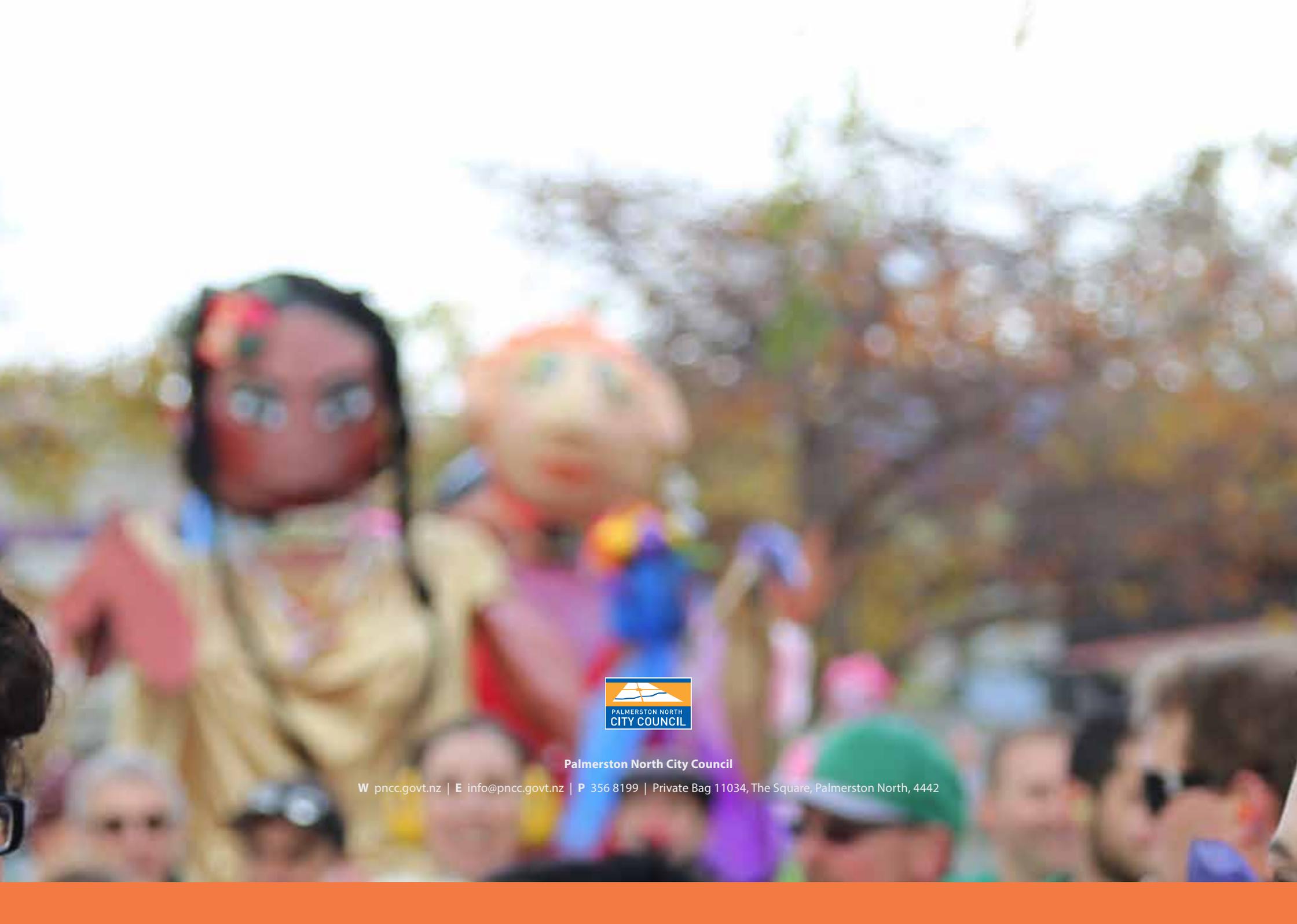
Long-term Plan levels of service

Council provides seed funding and support for people wanting to lead public space projects to develop accessible, active, comfortable and social public places.

Long-term Plan KPIs

Description of the range of public space projects and their outcomes.





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