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## Enterprise Miramar Peninsula

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### Account Information

Account Name	Enterprise Miramar Peninsula	Individual	
Charities Commission Number		Organisation	✓
Incorporated Society Number	1598467	Umbrella	
Body Corporate Number		City Communities Registered	

### Organisation Contact Details

Primary Contact	allan probert	Phone	043809820
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### Address Information

Address	2 Park Rd Wellington, Miramar 6022 New Zealand
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### Description Information

Key Purpose	see previous information held on file . We have had numerous grants from wellington city council since 2004		
Working With Community Groups	all groups on the Miramar Peninsula but especially local businesses		
Services Funded	council grants and voluntary subscriptions		
Services Accessible	to all local businesses both in person and on line-website and facebook page		
Created By	WellingtonFunding Site Guest User,	Last Modified By	Mark Farrar, 1/08/2013 5:09 AM
	25/07/2013 9:50 AM		

### Contacts

#### allan probert

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Position	
Email	allan@wellingtonvets.co.nz
Phone	043809820
Fax	
Mobile	0272414393
Description	

### Funding Requests (Organisation)

#### 201307-001842

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Project/Event Title	Miramar Business Improvement District
Status	For Assessment

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201307-001842

**Funding request information**

Funding Pool	Business Improvement District Development Fund	Request Status	In Assessment
Organisation	Enterprise Miramar Peninsula	Confirmed Umbrella Organisation	

**BIDs Funding Overview**

Funding Request Overview	Please read through the Funding Help and Information links located at the sidebar. Additional info pertaining to a particular field can be accessed by hovering over the question mark icon right beside the field. All fields are required to be filled in unless otherwise stated.
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**Project Detail**

Project/Event Title	Miramar Business Improvement District		
Project Start Date	1/08/2013	Project End Date	31/12/2013
What do you want to do?	Employ a private business consultant who specialises in the creation of Business improvement districts to assist Enterprise Miramar Peninsula to create a business improvement district on the Miramar Peninsula. BIDs are new to wellington and noone either within council or locally has the experience or the expertise to guide the process. This capacity will develop as part of this process so there will be benefits to future BIDs within Wellington		
Where will it take place?	Miramar	Who will be involved?	local businesses and commercial landlords within an agreed boundary on the Miramar Peninsula
Partnerships and community support	we have advocated for the Miramar Peninsula business community since 2004. We have surveyed the area; developed branding, business registry and other initiatives and worked closely		

**Focus Areas**

Focus Area Selection Please select at least one focus area from the options provided.

Focus area and Council outcomes	the creation of a business improvement district is a new wcc economic development policy. Also the development of local capacity to set up and develop BIDs
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**Outcomes**

Outcomes Overview	List any outcomes you want to achieve. These are the outcomes you will report on if successful. Please keep these short and to the point, ie one sentence		
Outcome 1	the successful creation of a BID		
Outcome 2	development with wcc of the	Outcome 4	

# APPENDIX 2

capacity to form and support BIDs

Outcome 3 new projects such as a festival

Outcome 5

## Expenses Breakdown

**Expenses Breakdown** Please provide a breakdown of your expenses in the boxes below. Provide a high level description of the cost and the associated amount in the second column. Applicants that are not GST-registered need to provide budget figures that include GST. Applicants who are GST-registered need to provide budget figures that exclude GST.

Expense Item 1	info gathering	Expense \$ Item 1	\$18,112.50
Expense Item 2	database	Expense \$ Item 2	\$2,875.00
Expense Item 3	communications	Expense \$ Item 3	\$5,175.00
Expense Item 4	venue- workshops	Expense \$ Item 4	\$1,150.00
Expense Item 5	project planning	Expense \$ Item 5	\$2,760.00
Expense Item 6	travel x 6	Expense \$ Item 6	\$2,875.00
Expense Item 7		Expense \$ Item 7	
Expense Item 8		Expense \$ Item 8	
Expense Item 9		Expense \$ Item 9	
Expense Item 10		Expense \$ Item 10	

## Project Income Breakdown

**Project Income Breakdown** Please provide a breakdown of your income for the project in the boxes below, if you have no income then you will need to enter not applicable and 0 in the amount. Do not include the amount being requested from the Council.

Income Item 1	not applicable	Income Amount \$ 1	\$0.00
Income Item 2		Income Amount \$ 2	
Income Item 3		Income Amount \$ 3	
Income Item 4		Income Amount \$ 4	
Income Item 5		Income Amount \$ 5	

## Project Budget

Total Project Cost	\$32,947.50
Other Income/Your Contribution	\$0.00
Difference	\$32,947.50
Amount Requested	\$32,947.50

## DECLARATION

**Declaration** I am authorised to act on behalf of the organisation named above. The information supplied here and in the attached application is correct, and I consent to the information contained in our application being made available to the public. This consent is given in accordance with the Privacy Act 1993.

Please Tick

## Contact Information

# APPENDIX 2

Contact Name allan probert  
Contact Phone 043809820

Contact Email [allan@wellingtonvets.co.nz](mailto:allan@wellingtonvets.co.nz)

## System Information

Created By allan probert, 25/07/2013 11:10 AM Last Modified By Mark Farrar, 5/08/2013 9:11 AM

## Notes & Attachments

### enterprise miramar peninsula financial statements 2013 (2).pdf

Type Attachment  
Last Modified Mark Farrar  
Description  
[View file](#)

### email from the Contractor

Type Note  
Last Modified Davanti Consulting  
Hi Allan,  
  
Here you are.  
  
Please find attached a proposal for helping Enterprise Miramar develop a strategic plan for a new BID as a lead up to running a local poll.  
  
A strategic plan forms the foundation of the argument for why a BID should be established. Taking a collaborative approach like ours ensures everyone has the opportunity of contributing to what the plan might cover. Developing a tailored strategic solution for a region like Miramar is fundamental to gaining the support necessary to run a successful poll.  
  
This proposal includes completing the database of local businesses to form the eligible voters register.  
  
It includes assistance with promoting the establishment of a BID in Miramar at both a local level and through a PR initiative.  
  
It includes the facilitation of a public meeting and placement of two ads in a local newspaper. Both are requirements of the BID poll process.  
  
Promotional flyer  
  
I have attached an example of a promotional flyer we were contracted to create to help Penrose (Auckland) with their efforts in becoming a BID. This would be easily adapted to suit the needs of your project.

### Funding history from Council

Type Note  
Last Modified Davanti Consulting  
Enterprise Miramar Peninsula Trust Strategic Grants (Wellington City Council) - Feb 2005 to develop a fully independent and sustainable organisation \$25,000.00  
General Grants - Economic - Mar 2007 development of a brand and measurement of Peninsula economic activity \$25,000.00  
Description General Grants - Economic - Mar 2008 development of a brand and measurement of Peninsula economic activity - phase 2 \$38,000.00  
General Grants - Economic - Mar 2009 to commission a report assessing pre-European and military sites on the Miramar Peninsula \$9,900.00  
General Grants - Economic - Oct 2010 to create tourism brochure and infrastructure for the Peninsula \$8,200.00

### Overview of Collaborative Planning.pdf

Type Attachment  
Last Modified Davanti Consulting  
Description  
[View file](#)

### emp1.jpg

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Last Modified Davanti Consulting  
Description  
[View file](#)

## Eden Terrace Business Improvement District

I attach the plan we did for the new Eden Terrace BID at the end of 2011. In some ways it is similar to Miramar in that it is home to a strong creative community including Neil Finns Roundhead recording studios. It is also not far from the CBD. Leveraging the film sector in Miramar would be one of the pillars to Miramar's strategic plan.

Following the completion of their plan, which included 30 one on one interviews, they went on to run a successful BID poll in the face of a campaign by a very small group of local opposers. The media campaign generated resulted in the proposed budget for the new BID being halved from \$300,000 to \$150,000. However, the BID was alive and two weeks ago they launched their new brand 'Uptown' which you will see was one of the big ticket items in the strategic plan.

Description Our process galvanised the collective opinion that Eden Terrace suffered from a weak identity. It was actually the creative businesses located in the BID, through our engagement process, that drove a strong desire to collaborate to form a new brand. It's early days but feedback is tremendously positive, cost to the association was minimal due to the favourable conditions the creative companies provided - Uptown is now on the map.

Here's a link to their new website - <http://uptown.co.nz/>

### Required investment

For your information, the average targeted rate really depends on the number of businesses and the number of businesses depends on the area set for the BID. In Eden Terrace they have 700 businesses in their BID area. With the proposed budget being halved in Eden Terrace, the cost of the BID for small retailers starts at \$70 per annum and then goes up depending on the physical size of the business. This seems too small. I would suggest something around \$200 - \$250, a typical membership fee, should be digestible if businesses understand the value a BID will bring to an area.

You may get good support from the big businesses in Miramar in particular Park Road, Weta and the Airport. Being modern

forward thinking businesses who are doing extremely well they could be the pillars of any poll promotion moving forwards.

## Reference

Gary Holmes is the General Manager for Uptown. He is also the GM of Glenn Innes and on the Board of the Browns Bay Business Association, all of which we have completed plans for. He is very happy to act as a reference for anyone who would like to contact him about the value of our work. His number is 0274 966283

We're interested!

The Miramar project is of particular interest to us given the obvious potential and range of exciting stakeholders.

I will be in touch shortly to see what further information you need from us at this point.

Best regards,

Colin

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Colin Bass  
Mob: 021 424 952  
colin@businesslab.co.nz

## Enterprise Miramar propopsal 25.7.2013.pdf

Type Attachment

Last Modified Davanti Consulting

Description

[View file](#)

## Funding Request History

**25/07/2013 11:16 AM**

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User allan probert

Action Record locked.

**25/07/2013 11:10 AM**

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User allan probert

Action Changed Organisation to Enterprise Miramar Peninsula. Changed Funding Pool to Business Improvement District Development Fund. Created.

## Proposal for collective strategic planning solution – Enterprise Miramar

Step to be taken	Description of work involved
<p><b>Stage 1</b> Initial background research and preparation</p>	<ul style="list-style-type: none"> <li>• Work with the Association’s committee and Council representatives to identify and obtain all relevant plans, reports, documents and other background information relevant to the future of the business area.</li> <li>• Research and identify key trends that are relevant to development and future success of the business area.</li> <li>• Agree a list of <b>30</b> key people to interview to provide information and expertise into the planning process (business operators / owners, landlords, key stakeholders, council, police, local community leaders etc). This is also an opportunity to forge relationships and ensure buy-in from key people.</li> <li>• Agree dates and promotional activity for online survey and public meeting.</li> <li>• Review and agree approach for promoting the public meeting.</li> </ul>
<p>One-on-one interviews and information gathering</p>	<ul style="list-style-type: none"> <li>• Conduct <b>30</b> structured interviews with identified people to gather information on current issues, strengths, opportunities, challenges, and potential solutions for the future.</li> <li>• Central area walkabout with set questions for retailers / resident businesses and customers to gauge a consensus on key issues and solutions that enjoy wide support.</li> <li>• Creation of online survey for distribution by the Association and other local community representatives.</li> </ul>
<p>Review information to input into planning process with the executive committee</p>	<ul style="list-style-type: none"> <li>• Summarise all background information, interview feedback and online survey results.</li> <li>• Provide feedback to the Association’s committee and Council representative and confirm structure and content of group planning workshops.</li> </ul>
<p><b>Stage 2</b> Public meeting</p>	<ul style="list-style-type: none"> <li>• Prepare and deliver <b>two</b> public meeting(s) involving a wide variety of businesses, landlords and other key stakeholders to ensure a broad spectrum of interests, ages and sectors are represented.</li> <li>• Run a strategic planning workshop during this meeting(s).</li> </ul>
<p><b>Stage 3</b> Draft plan for review</p>	<ul style="list-style-type: none"> <li>• Present proposed content for strategic plan to the Association’s committee for their review and further input. The committee should make all final amendments and decisions for the plan to ensure ownership of content.</li> </ul>
<p>Finalise plan</p>	<ul style="list-style-type: none"> <li>• Finalise plan for committee approval and adoption.</li> </ul>
<p>Print plan</p>	<ul style="list-style-type: none"> <li>• Print three professionally produced colour, bound copies of the final plan.</li> </ul>
<p>Follow-up support</p>	<ul style="list-style-type: none"> <li>• 6 month review meeting.</li> <li>• Telephone follow-up support to assist with implementation of the plan and other issues as required.</li> </ul>
<p><b>\$15,750</b></p>	

\*Budget options are GST exclusive and do not include costs related to workshop promotion, venue and equipment hire, catering or travel

**Additional proposal items**

<b>Item</b>	<b>Description</b>	<b>Estimated cost</b>
Database	<ul style="list-style-type: none"> <li>Contracting of one or two students to collect names and addresses of businesses in the agreed BID area to complete the register of voters</li> <li>500 business x 15 minutes per business @ \$20/hour</li> <li>Dependent on the number of businesses already in the EM database</li> </ul>	\$2,500
Communications	<ul style="list-style-type: none"> <li>One BID promotion brochure x 1000 (to be distributed primarily by BID supporters)</li> <li>One page strategic plan summary brochure x 1000 (to be distributed pre poll by BID supporters)</li> <li>Public meeting and placement of two ads in a local newspaper as required of the polling process</li> </ul>	\$1,500 \$1,500 \$1,500
Venue and catering	<ul style="list-style-type: none"> <li>For two workshops</li> </ul>	\$1,000
Overall project co-ordination	<ul style="list-style-type: none"> <li>Two days additional to planning</li> </ul>	\$2,400
Travel	<ul style="list-style-type: none"> <li>6 trips over the duration of the assignment</li> </ul>	\$2,500
<b>Total additional estimated costs: \$12,900</b>		
<b>Total overall project costs: \$28,650</b>		

\*Estimates given are GST exclusive and do not include the provision of democracy services, any legal services required, work related to outsourcing the operations of the BID or the rental of a data projector if one is not available.



## Collaborative Strategic Planning™

Ensuring the right people are involved in your process from the outset is essential when planning for the future. Whether building internal support for strategic direction or capturing opportunities from involving stakeholders, BusinessLAB's unique Collaborative Strategic Planning services provide an ideal approach to ensure every opportunity is identified and captured.

**Public sector organisations** tend to have the widest variety of stakeholders to consider when planning for the future. If stakeholders aren't involved in the right way the opportunity for aligning key policy and strategic planning with potential collaborators can often be missed.

Many **large commercial organisations** are challenged by engrained hierarchies and internal politics that can undermine efforts to effect proactive change. Fostering an environment of participation, where people at all levels are valued and involved in the organisation's future, can overcome these challenges and build new momentum.

Modern **not-for-profit organisations** have a comprehensive governance environment and are required to consider the interests of a passionate, diverse membership base. These sorts of environments can become political mine-fields when you're looking to set a fresh direction for future success.

Founded in 2000, BusinessLAB has become a leader in developing strategic plans for Business Improvement Districts around New Zealand. The company's collaborative planning services ensure that the right people are engaged from the outset with the focus firmly on fostering leadership through uncovering common ground that will benefit the organisation as a whole in the future.



### Benefits typically enjoyed by our clients include:

- ✓ Enabling leadership through an approach that involves all the right people at the right time
- ✓ Practical solutions from collective thought, knowledge and expertise
- ✓ Improved morale and culture from involvement and understanding
- ✓ Getting more done with members being keen to help implement "their" initiatives

**BusinessLAB – helping people work better, together. [www.businesslab.co.nz](http://www.businesslab.co.nz)**

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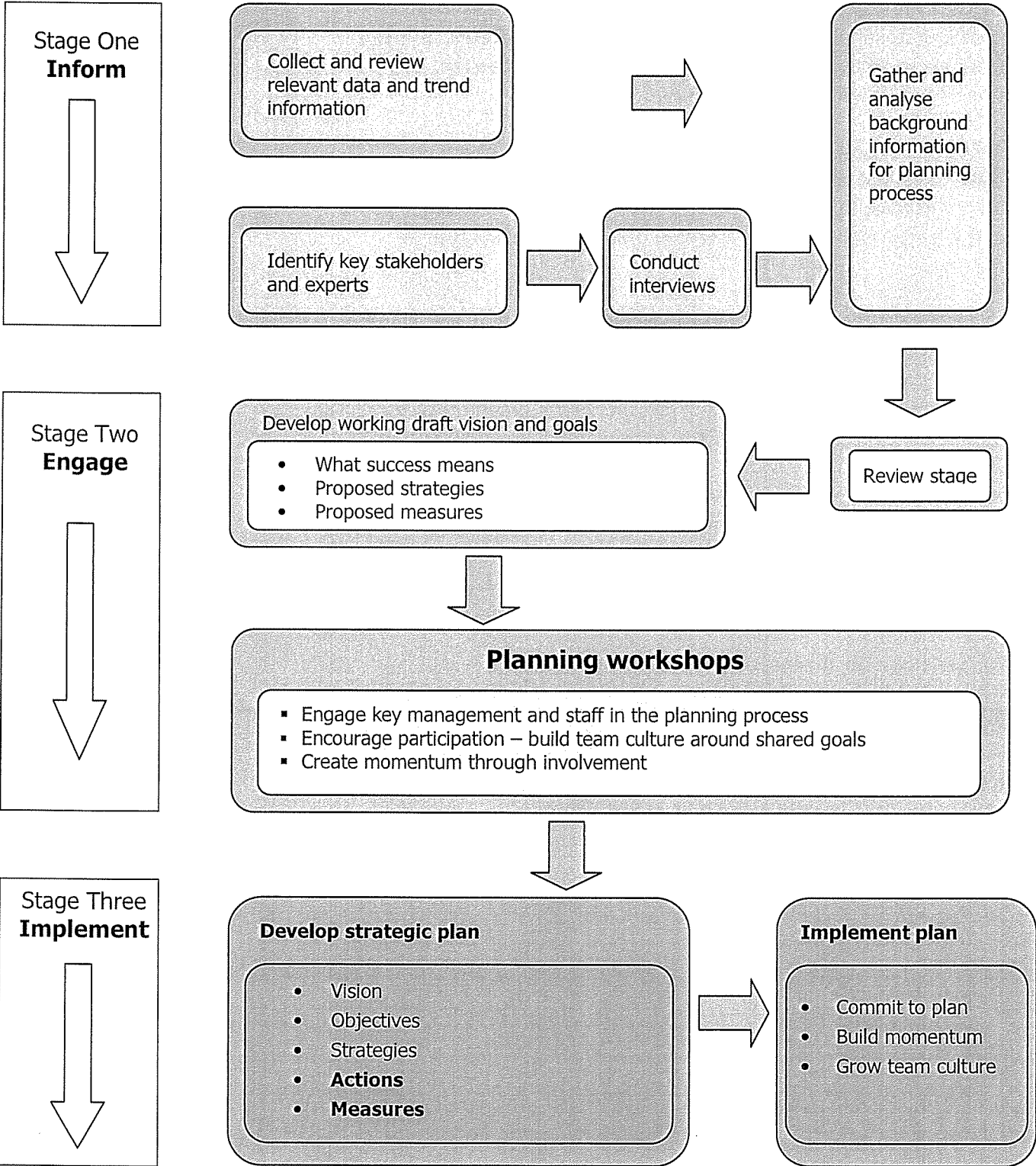
Colin Bass  
Simon Harvey

021 424 952  
021 808 300

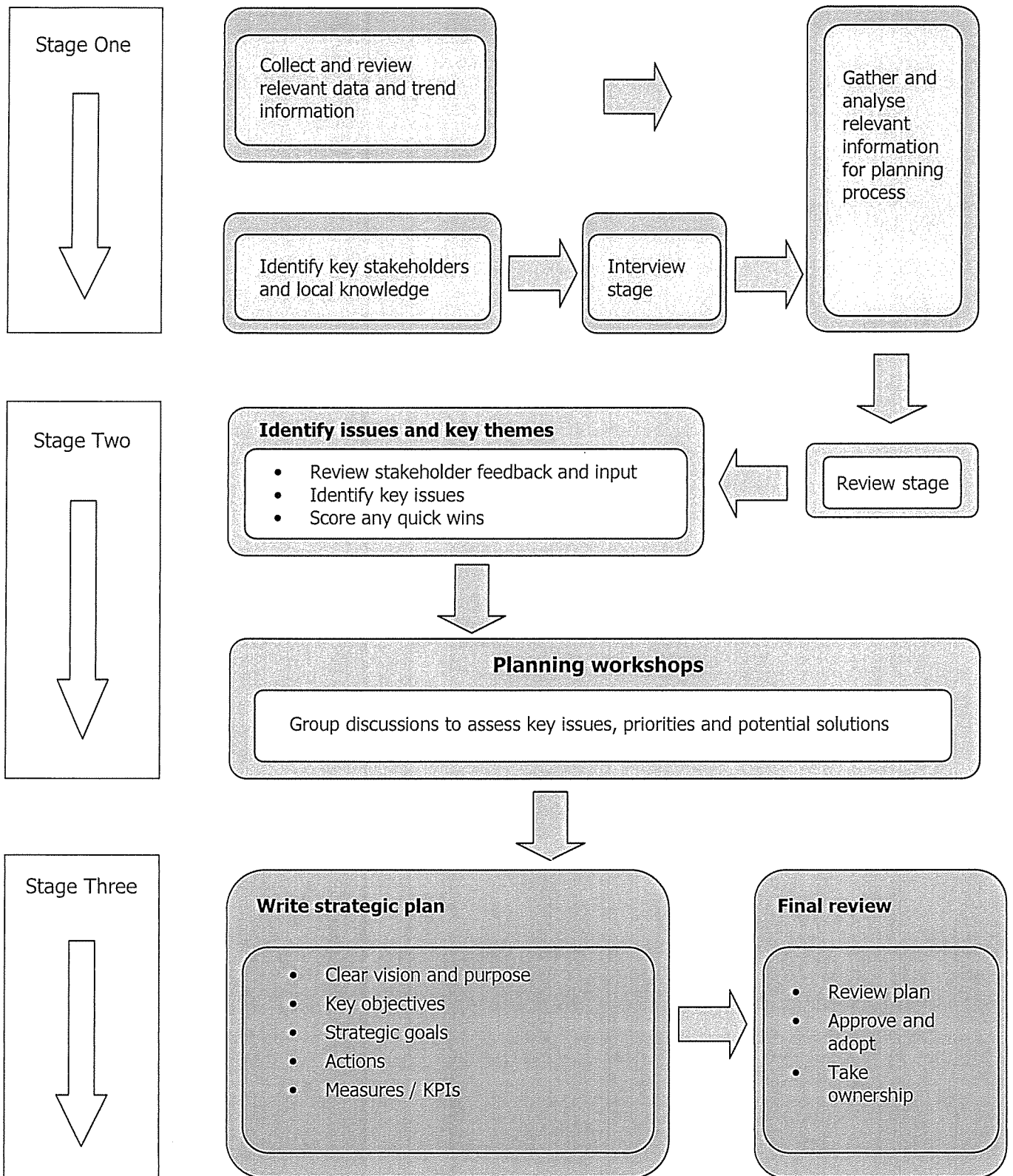
[colin@businesslab.co.nz](mailto:colin@businesslab.co.nz)  
[simon@businesslab.co.nz](mailto:simon@businesslab.co.nz)

Collective Strategic Planning™

process overview



## Overview of planning process



# APPENDIX 2

**ENTERPRISE MIRAMAR PENINSULA**  
**STATEMENT OF FINANCIAL PERFORMANCE**  
**FOR PERIOD 31 JANUARY 2012 TO 22 MAY 2013**

	2013
	\$
<b>INCOME</b>	
Subscriptions	3505.00
<b>EXPENDITURE</b>	
Administration & Secretarial	3150.00
Bank Fees	3.15
Postage	145.00
Visitor Information Display Charges	550.00
Website Development	6851.12
	<hr/>
	10699.27
	<hr/>
Excess of Expenditure over Income	(7194.27)
	<hr/>

## STATEMENT OF EQUITY

Trust Fund opening balance	7554.94
Add Surplus (Deficit) for period	(7194.27)
	<hr/>
	360.67
	<hr/>

## STATEMENT OF ASSETS AND LIABILITIES

### ASSETS

Kiwibank Current Account	360.67
	<hr/>

### EQUITY

Trust Funds	360.67
	<hr/>

These financial statements have not been audited.