

PALMY<sup>®</sup>  
2021-31



**TE MAHERE TOI,  
TAONGA TUKU IHO  
ARTS AND  
HERITAGE PLAN**

NGĀ TOI  
ARTS CHAPTER

NGĀ TAONGA TUKU IHO  
HERITAGE CHAPTER



# Ahunga rautaki



# Strategic direction



# Te toi me te taonga tuku iho: Te ahunga rautaki a te Kaunihera

## Arts and heritage and Council's strategic direction

The Palmerston North City Council vision is He iti rā, he iti pounamu Small city benefits, big city ambition. The Arts and Heritage Plan primarily contributes to the Palmerston North City Council's goal of a Creative and exciting city. The plan describes Council's activities for the first three years of the 2021-2031 10-Year Plan in two chapters: Arts and Heritage.

### Ngā tino Priorities

The priorities of Goal 2: A creative and exciting city are:

1. He waihanga i te tāone me ōna wāhi papai mō te katoa  
  
Create a city that has great places for all people
2. He whakanui i te hītori me te kanorautanga o te tāone, me te whakapakari i tōna pai hei kāinga mō ngā ahurea me ngā reo maha  
  
Celebrate the city's history and diversity, and build on the strength of being a city of many cultures and languages
3. He waihanga i te tāone auaha, he poipoi, he whakanui anō i ngā toi  
  
Be a creative city that nurtures and celebrates the arts

4. He whakaū i te rongonui o te tāone hei tāone whakihiihi, he nui ōna mahi ā-rēhia i ngā pō, i ngā mutunga wiki hoki

Develop a national reputation as an exciting city with plenty to do at night and on weekends

5. He whakatenatena i te kori tinana kia eke ki tua atu i hapori kē i Aotearoa

Be one of the most active communities in New Zealand

### Te take o te mahere Purpose of the plan

The 10-Year Plan levels of service for this plan are:

- Provide support to community organisations, cultural Council-Controlled Organisations and individuals to help make Palmerston North a creative and exciting city
- Maintain and enhance cultural facilities that provide a range of opportunities for people to access and participate in the arts
- Work closely with Rangitāne o Manawatū to support it to be kaitiaki of its heritage places and to increase the wider community's understanding and appreciation of Rangitāne o Manawatū heritage
- Promote and celebrate local history
- Invest in cultural heritage buildings and places to give the community the opportunity to use and appreciate their heritage values

### Ngā hononga ki mahere kē Links with other plans

The actions in the Arts chapter of this plan also contribute to the achievement of the Connected communities plan and the priorities "Develop, provide, support or advocate for services, facilities, and events that create connected, welcoming and inclusive communities" and "Grow the capacity of communities to achieve their aspirations".

The actions in the Heritage chapter of this plan also contribute to the achievement of the City shaping plan and the City centre plan.

### Te mahitahi me Rangitāne o Manawatū Rangitāne o Manawatū partnership

Council will work in partnership with Rangitāne o Manawatū and:

- ensure Rangitāne o Manawatū history and aspirations are expressed in the city landscape
- protect cultural concepts, values, practices and the taonga of Rangitāne
- provide for diverse expressions of Toi Māori which acknowledge and celebrate Māori culture and artistry

These commitments will guide the implementation of all aspects of this plan.

### Ngā puka Kaunihera e whai wāhi mai ana ki tēnei mahere

#### Council documents that contribute to this plan

The implementation of this plan is shaped by these Council-adopted documents:

- Asset Management Plan - Property
- CCO Statements of Expectation and Statements of Intent
- Community Funding Policy
- Dangerous and Insanitary Buildings Policy
- District Plan
- Natural and Cultural Heritage Incentive Fund
- Reserve and Walkway Naming Policy
- Street Naming and Numbering Policy

### Te ine i te angitutanga Measures of success

Council will monitor these measures of success and report on these through the City Dashboards:

- Increase in arts participation and attendance rates of residents
- Increase in the diversity of funding recipients, as measured by self-reported ethnicity and artform information provided by Creative Communities Scheme applicants
- Increase in patronage of Council-owned cultural facilities (Te Manawa, Globe Theatre, Regent Theatre, and Square Edge), as measured by reports provided by operators
- Increased representation of emerging, local and Māori artists in public art commissioned by Council
- Heritage is part of the multi-disciplinary approach to working on Council projects
- More community engagement and involvement in the development of heritage initiatives
- Heritage is more prominent within the City
- Sites of significance to Rangitāne o Manawatū are identified, protected or acknowledged
- Increase in the number of scheduled heritage features contained in the District Plan
- Increase in investment of earthquake-prone heritage buildings
- Decrease in vacancy rates in earthquake-prone heritage buildings



## Kupu whakataki Introduction

'The arts' refer to expressions of creativity, and encompass craft and object art, visual arts, ngā toi Māori, Pacific arts, theatre, dance, literature, music and film. The arts bring the city to life, challenge ideas, and generate excitement about future possibilities. Communities of identity, interest and place express cultural identity through the arts; for example, by coming together to design a neighbourhood mural or to perform a traditional dance. Many people work in arts-related jobs, and city organisations rely on people with creative skills.

The opportunity to participate in the arts contributes to all aspects of health; te whare tapa whā. The purpose of this chapter is to develop a culturally-rich city and for people to have opportunities to express their creativity and cultural identity.

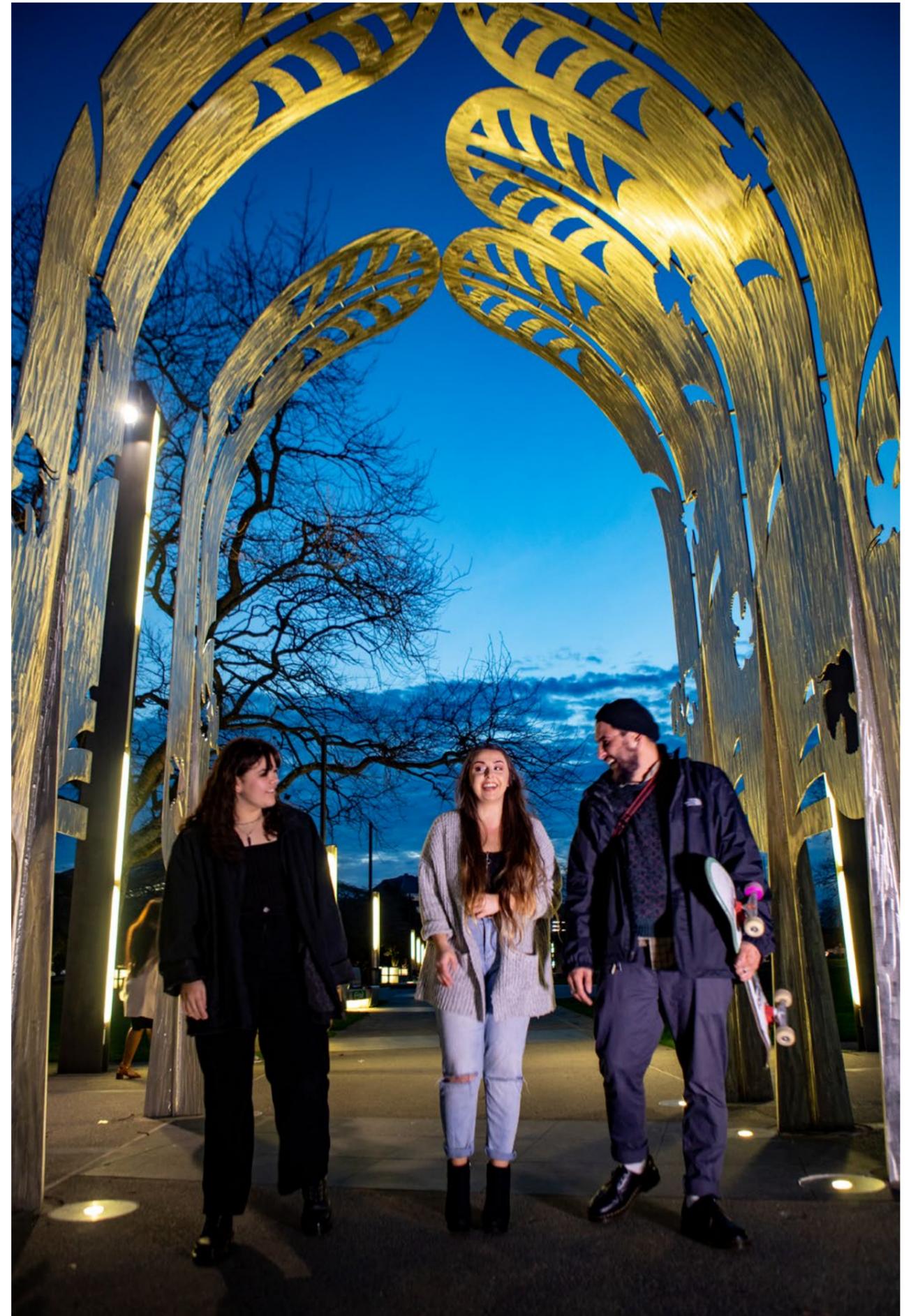
## Kei hea tātou i tēnei wā? Where are we now?

- In 2020 Palmerston North people reported attending and participating in the arts in line with the national rate (73% of Palmerston North, compared to 75% for all New Zealanders).<sup>1</sup>
- Arts have the capacity to bring about significant individual and community change in wellbeing. The Creative New Zealand survey found that most people believe that their community would be poorer without the arts, the arts contribute positively to the economy, the arts improve New Zealand society, and the arts help define who we are as New Zealanders.
- Palmerston North has a strong arts sector and thriving art scene with notable local artists, exhibitions, performances, and events. Participants in a Creative Cities Index Survey, carried out in 2019, said that there is lots happening in the city, but it is difficult to find out what's on.



<sup>1</sup> Creative New Zealand (2021). *New Zealanders and the arts.*

- Palmerston North is home to cultural facilities which are owned by Council and operated by independent organisations. These facilities provide a range of opportunities for creative participation. Many Council-owned cultural facilities are fit-for-purpose, while others require improvements including earthquake-strengthening – particularly Te Manawa, Square Edge, and the Central Library.
- There is evidence a minority of people find the arts elitist. Thirty-eight percent of respondents to the Creative New Zealand survey indicated that if they were confident of feeling welcome, it would make a big difference to their likelihood of attending the arts. This is higher than the national average (28%).
- Palmerston North is an accredited established Welcoming Community. Part of the outcomes-based standard measures how well culture and identity are respected and valued in the city.
- Some efforts have been made to make arts facilities and experiences more inclusive and accessible for people by removing financial, social and physical barriers. Examples include the NOA Open Studio at Te Manawa and the refurbishment of the Globe Theatre to increase physical accessibility.
- Palmerston North's strength is in providing opportunities for artists to develop their craft; particularly for young artists. The city's secondary and tertiary institutions provide a range of arts education opportunities, including the Bachelor of Māori Visual Arts which is unique to Massey University, and UCOL creative industries pathway qualifications.
- Council works in partnership to support educational opportunities in the arts, such as the Artist in Residence scheme and the Arts Heart funding programme.
- It is a challenge to receive a reasonable return from effort in the arts, and national research shows over half of creative professionals also work outside the creative sector. This makes it difficult for creative careers to become self-sustaining.
- Council invests in the arts through contestable community grant programmes and is a key operational funder for many of the city's cultural facilities. It funds the Palmerston North Sculpture Trust to purchase and install new public art. The Creative New Zealand survey found that 53% of respondents agreed the local council should provide funding for the arts.
- There is tension between Council's role as a facilitator and funder of arts organisations, and the importance of the sector self-determining when and how they collaborate. Sector feedback suggests that competitive arts funding can discourage collaboration.



## He aha ngā hiahia hei whakatutuki? What do we want to achieve?

- The arts sector hosts diverse arts experiences and has the resources to grow its audiences.
- There are inclusive, visible, fit-for-purpose and resilient cultural institutions and facilities.
- The Globe Theatre is a busy and vibrant centre for the performing arts community in Palmerston North.
- Te Manawa engages local communities in learning experiences, develops and provides access to taonga, artworks and artefacts, and attracts people to the city.
- The Regent Theatre is a historic venue that caters for large-scale international, national and local performing arts experiences.
- Rangitānenuiarawa<sup>2</sup> is embedded in public art, cultural facilities and public spaces.
- The city is host to diverse expressions of Toi Māori.
- Creative projects and facilities reflect the city's bicultural foundations, and people experience Māori culture through participation in, and exposure to, traditional and contemporary Māori creative practices.
- There are safe, affordable and welcoming spaces for people to express their creativity and cultural identity.

## He aha ngā mahi e tutuki ai ngā hiahia? What actions will we take to get there?

Ongoing actions	Start date	Involvement of partners
Provide artists and arts organisations with advice and support in governance, funding, marketing and communications, collaboration, and event and project management	All 2021/2022	Arts organisations Central government Rangitāne o Manawatū Funders Local communities
Renew, develop and maintain Council-owned cultural facilities, incorporating modern accessibility standards where practical		Facility leaseholders
Lease Council-owned cultural facilities in line with the community support policy		Cultural facility leaseholders - including Square Edge and Creative Sounds (The Stomach)
Administer grants in line with the community support policy Support the arts sector through: ➤ Creative Communities Scheme ➤ Arts Event Fund ➤ Strategic Priority Grants ➤ Small Grants		Creative New Zealand
Support projects that promote the visibility of, and participation in, Māori creative practices		Rangitāne o Manawatū Te Wananga o Aotearoa Te Pūtahi-a-Toi
Facilitate a coordinated approach to management and marketing of arts events (Refer to the Events and festivals chapter of the Connected communities plan)		
Curate, maintain and promote Council's public art		Rangitāne o Manawatū Palmerston North Sculpture Trust
Purchase and install new public art		Rangitāne o Manawatū Palmerston North Sculpture Trust Arts organisations Local artists
Provide operational grants to cultural Council-Controlled Organisations		Te Manawa Museums Trust Globe Theatre Trust Regent Theatre Trust Caccia Birch House Trust (until transition to Council)

<sup>2</sup> Rangitānenuiarawa is the Rangitāne expression of kaitiakitanga, or customary authority and guardianship, and affirms their customary leadership in ensuring the health and regeneration of their tribal rohe.

## He aha ngā hiahia hei whakatutuki? What do we want to achieve?

- Whānau, hapū, iwi are supported to create and deliver arts experiences that are of value to them.
- Governance bodies of arts and cultural organisations reflect the diversity of Palmerston North.
- Creative expression is incorporated into the design and management of Palmerston North's public spaces.
- Emerging Palmerston North artists have the tools, facilities, encouragement and confidence they need to pursue a career in the arts.
- There are arts education experiences that cater for people of all ages and backgrounds.
- Council's arts investment is strategic and coordinated with other funders and capacity-builders.
- Council events and projects involve local artists in a range of fairly paid roles.
- Council's arts role reflects meaningful relationships between central government, local government, iwi, funders, arts organisations and local communities.

## He aha ngā mahi e tutuki ai ngā hiahia? What actions will we take to get there?

New and one-off actions	Completion date	Involvement of partners
Agree a Statement of Expectation with Te Manawa Museums Trust, the Regent Theatre Trust and the Globe Theatre Trust	2021/2022 2022/2023 2023/2024	Te Manawa Museums Trust Globe Theatre Trust Regent Theatre Trust Caccia Birch House Trust (until transition to Council)
Agree a Statement of Intent with Te Manawa Museums Trust, the Regent Theatre Trust and the Globe Theatre Trust		
Carry out regular performance monitoring and reporting of Te Manawa Museums Trust, the Regent Theatre Trust, the Globe Theatre Trust and the Caccia Birch House Trust		
Develop a Public Art Policy to direct Council decisions on creativity in infrastructure projects and acquiring and maintaining new public art	2021/2022	Palmerston North Public Sculpture Trust Rangitāne o Manawatū Arts organisations Local artists
Develop a street art programme for match-funding private building owners to incorporate street art onto their buildings	2023/2024	Building owners Local artists
Provide support for arts organisations to build meaningful relationships and deliver community-led collaborative projects	2022/2023	Arts organisations Central government Rangitāne o Manawatū Funders Local communities
Complete the Civic and Cultural Master Plan in collaboration with affected organisations (see the City shaping plan)	2022/2023	Building owners and leaseholders
Increase the number of free walls in the city to provide live environments for street art skill development	2022/2023	
Carry out seismic strengthening of the Council-owned arts and cultural facilities	2023/2024	Council-owned arts and cultural facilities



## Kupu whakataki Introduction

Our city heritage includes places, objects, stories, memories and traditions. The heritage of the city contributes to our identity and sense of belonging. Retention and celebration of the city's heritage is crucial in shaping the character of the city.

The purpose of this chapter is for our city heritage to be understood, valued, and reflected in our storytelling and cityscape.

## Kei hea tātou i tēnei wā? Where are we now?

- Education, awareness, and celebration of local history is provided through displays, exhibits, programmes, events, and trails (for example Local History Week and the Manawatū Heritage Tour App).
- Stories, objects and records are acquired, archived, conserved, researched, recorded, and developed.
- Marae, city facilities (for example, the Central Library, Ian Matheson City Archives, and Te Manawa), and private facilities are knowledge hubs of taonga and local history.
- Asset and infrastructure and project planning provide Council with an opportunity to be proactive and share local history, for example Memorial Park redevelopment and signage panel in city reserves.

- Council supports community and individual heritage projects via funding, facilities, advice, and staff support.
- Local history is sometimes hidden in the modern landscape. Innovative initiatives have started to take cultural heritage to the wider community.
- The District Plan contains scheduled heritage features including: Sites of Significance to Rangitāne o Manawatū, Heritage Buildings and Objects, Notable Trees, and some Heritage Areas.
- The number of scheduled heritage features is low compared to other equivalent sized cities.
- Heritage features are held in both private and public ownership.
- Many heritage buildings are also classified as earthquake-prone (in whole or part) and require structural upgrade in the next 10-15 years. Few heritage buildings have been completely upgraded, and the cost of upgrading buildings remains a significant challenge.
- Unlike other buildings, heritage buildings cannot be demolished without a resource consent if a landowner considers the cost of earthquake strengthening is not economically or commercially viable. Earthquake-strengthening of heritage buildings offers a unique opportunity for the city.
- Since 2001 Council has supported third party heritage projects through the Natural and Cultural Heritage Incentive Fund.
- There is a spatial database of known military heritage for Palmerston North.



## He aha ngā hiahia hei whakatutuki? What do we want to achieve?

- Ongoing access to heritage is secure, through preservation, active collection, and facilities.
- There is greater community understanding and appreciation of Māori heritage places.
- Rangitāne o Manawatū history and aspirations are expressed in the landscape of the city.
- Sites of natural and cultural significance to Rangitāne o Manawatū are acknowledged, identified, and protected.
- The heritage collection 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.
- Heritage continues to form part of the multi-disciplinary approach to working on Council projects.
- Opportunities to collaborate with and support the heritage sector are realised, including with heritage related interest groups.
- Investment in the retention of earthquake-prone heritage buildings is supported, and there is collaboration with those who want to invest in these buildings.

## He aha ngā mahi e tutuki ai ngā hiahia? What actions will we take to get there?

Ongoing actions	Start date	Involvement of partners
Provide quality visitor experience and accessibility to Council-owned and/or operated heritage buildings	All 2021/2022	Caccia Birch Trust Board and future organisation
Maintain the internal integrity of Council-owned and/or operated heritage buildings		The Friends of the Regent Square Edge
Provide archives to enable the ongoing collection of, and access to, local history		
Earthquake-prone buildings are assessed for compliance with the Building Act		
Include heritage conservation principles in Council Asset Management decisions		
Provide an annual progress report on military heritage themed Council-run programmes to the Arts, Culture and Heritage Committee		Palmerston North Defence Heritage Advisory Group
Assist owners and investors of earthquake-prone buildings through the upgrade process		
Provide the Natural and Cultural Heritage Incentive fund to third party owners of scheduled heritage features for the protection and earthquake strengthening of Heritage Buildings, and the promotion of the city's heritage		
Include heritage storytelling in the delivery of major Council services, projects and activities		Rangitāne o Manawatū Historic Places Manawatū Horowhenua Heritage Manawatū Palmerston North Defence Heritage Advisory Group
Provide the Manawatū Heritage and related Tour App		
Make use of, and invest in, heritage buildings to provide Council and community facilities		
Adopt the value of cultural heritage awareness in the delivery of Council activities		
Promote the success stories where heritage buildings have been upgraded and share information about building upgrades		
Regularly engage with a wider range of stakeholders in the heritage sector		

## He aha ngā hiahia hei whakatutuki? What do we want to achieve?

- Building upgrades on earthquake-prone heritage buildings have limited or no impact on heritage values.
- Council has a good understanding of the heritage values of scheduled heritage features.
- The District Plan contains a more complete understanding of culture and heritage results in an expanded list of scheduled and non-scheduled heritage, including:
  - Sites of Significance to Rangitāne o Manawatū
  - Increasing native tree specimen representation
  - Investigating Tier 2 Notable Tree status
  - Residential character and heritage areas
- Caccia Birch grounds, including the cottage gardens, are maintained and complement the historical values of the homestead.
- Military heritage is included in Council planning and programme delivery.
- There are, visible, fit-for-purpose and resilient heritage buildings.
- There is a reasonable level of public access to Council-owned and operated heritage buildings.
- CCOS deliver heritage themed experiences and stories that are kept relevant for future generations.

## He aha ngā mahi e tutuki ai ngā hiahia? What actions will we take to get there?

Ongoing actions	Start date	Involvement of partners
Collaborate with the community to make heritage a visible part of city life and the cityscape	All 2021/2022	
Investigate and trial innovative ways of showcasing our city heritage		
Work with Rangitāne o Manawatū to actively protect, expand, enhance and co-design sites of cultural and natural significance, including: <ul style="list-style-type: none"> <li>➤ proactively support the maintenance of knowledge and kōrero about those places, including kōrero tuku iho, mōteatea, waiata and pūrākau (ancestral narratives, chants, songs and stories)</li> <li>➤ provide opportunities for the wider public to engage with Rangitānenuiarawa</li> <li>➤ develop an understanding of the potential contribution of places of Māori heritage to health and well-being, and to culture and identity</li> </ul>		Rangitane o Manawatū
Work with Mana Whenua to tell their stories and develop a partnership to look after taonga		Mana Whenua
Implement the Earthquake-Prone Buildings Policy for Council owned buildings		
Review District Plan Schedule and processes, particularly: <ul style="list-style-type: none"> <li>➤ Update of heritage value statements</li> <li>➤ The approach to notable tree protection</li> <li>➤ Investigate and identify character or heritage areas</li> </ul>		
New and one-off actions	Completion date	Involvement of partners
Develop a Caccia Birch Site Master Plan	2023/2024	Caccia Birch Trust Board
Complete an inventory of District Plan listed Built Heritage	2021/2022	
Publish a public facing interactive online map that spatially shows the cities military heritage sites	2021/2022	Palmerston North Defence Heritage Advisory Group
Develop a CBD Architectural Heritage Design Guide	2022/2023	
Develop an earthquake-strengthening guide for heritage buildings	2021/2022	
Develop a 'District Plan Heritage Buildings Tour' on the Manawatū Heritage Tour App	2021/2022	
Survey the community and stakeholders to inform future development of Manawatū Heritage	2021/2022	Rangitāne o Manawatū
Investigate the need for additional shelving for archives as part of the Civic and Cultural Precinct Master Plan	2021/2022	
Review the Natural and Cultural Heritage Incentive Fund	2022/2023	
Mark the city's 150th anniversary	2021/2022	Rangitāne o Manawatū

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Our north arrow draws directly from “North” in our city’s name. An upward arrow perfectly symbolises our ambition for a city that’s smarter, continually growing and evolving, innovating, collaborating and finding enlightened ways to work with nature.