

well offering Ranges visit farming gateway stunning Ruahines celebrate Oroua create  
 values destination family beauty life history opportunities recreational backdrop spirit valley place community hospitable great interwoven  
**Apiti**

## OUR COMMUNITY PLAN

16 April 2014



## Document Quality Assurance

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# 1. Foreword

This community plan represents a summary of outcomes from a series of community planning workshops, meetings and exhibitions that occurred from August 2013 through to February 2014. This document has been compiled by Boffa Miskell Ltd on behalf of Manawatu District Council and the community of Apiti. The observations, ideas and opportunities identified in this plan are intended to provide an over arching and holistic summary of the community's vision and a list of specific actions that help deliver this.

Although a relatively short document, this community plan is intended to be used as a starting place for the community, Council and other agencies who are working towards retaining, enhancing and promoting the values of the Apiti community.

The shared vision in this document has been developed by members of the Apiti community and builds on the work already underway by the Apiti Community Committee. This community plan also outlines the process used to establish the vision and illustrates some of the observations, constraints and opportunities for Apiti.

This community plan identifies three areas of focus and specific actions that will help the community deliver it's shared vision.

This community plan also recommends that there are five specific strategic projects that work towards achieving the community vision in a shared and holistic way.



## 2. Our Vision Statement



Apiti is a place in a valley of great beauty with the stunning Ruahines as a backdrop. Apiti is where community spirit, farming values, school and family life are interwoven to create hospitable and recreational opportunities for all. Apiti is a place to visit, a destination with a history to celebrate, as well as offering a gateway to the Ruahine Ranges.

Our vision is retain, enhance and promote these values in order to flourish.

There are 3 topic areas that we can focus on to deliver this vision. These are:

1. Strengthening our brand and **image**
2. Establishing and sustaining our community **hub**
3. Providing **recreational** opportunities and facilities for all

**Image**  
**Hub**  
**Recreation**

### 3. Apiti, our community and history



#### Key facts:

- Apiti means “gorge” in Maori — an accurate description of the high hills and intersecting gullies of this little township and district situated 40 kilometres north of the nearest town of Feilding and 457.2 metres above sea level.
- We are a small rural township in northern Manawatu
- We see ourselves as the gateway to the Ruahine Ranges, a key natural asset of the Manawatu.
- Our township is well known for its hospitality and the great annual events held there.
- We have a small collection of ‘community’ buildings including a hall, public toilets and a local public house.
- We have educational facilities and a museum.



The Bush Post Office Apiti, 1890's



Mrs Jacob doing her washing, 1890's



Apiti Hotel, date unknown



Apiti Post Office, date unknown

History summary:

The first European settlers arrived in Apiti during July, 1886. They had been allotted their bush-covered sections as members of the Feilding Small Farm Association. The government of the day was intent on “putting the small man on the land” and the development of special settlement schemes was the result.

Associations were formed so that members could ballot for land which they were able to pay for in instalments. The “Feilding Special Settlement” group was allocated 10,000 acres of heavy bush country which was cleared for farming over the next twenty years. Some of the fine timber was milled, but much of it was burnt so that farms could become productive as quickly as possible.

Being some distance away from railway lines, major roads and characterised by both hilly topography and heavy forest, Apiti proved a challenging environment for its European settlers.

The land in Apiti was cleared for farming much later than central Manawatu, which had the use of the railway. At one point Apiti had two sawmills, but the timber cut at the mills was mainly used locally, as it was too difficult to transport timber to larger centres.

Today Apiti contains a memorial hall, heritage library, museum, school, native reserve, tavern, domain and Makoura lodge. The primary production is farming and cropping with other small business that helps to promote Apiti.



Apiti Domain



Apiti War Memorial



Apiti Volunteer Fire Brigade



Apiti Tavern

## 4. The community planning process

Apiti's Community Planning programme has been ongoing since August 2013. We have had a number of community workshops held in the community hall facilitated by Manawatu District Council.

The community workshops focussed on establishing a shared vision for what we want our village to be in the future. We discussed some of the current issues and constraints, but also focussed on opportunities for improvements. This information has informed our draft Community Plan.

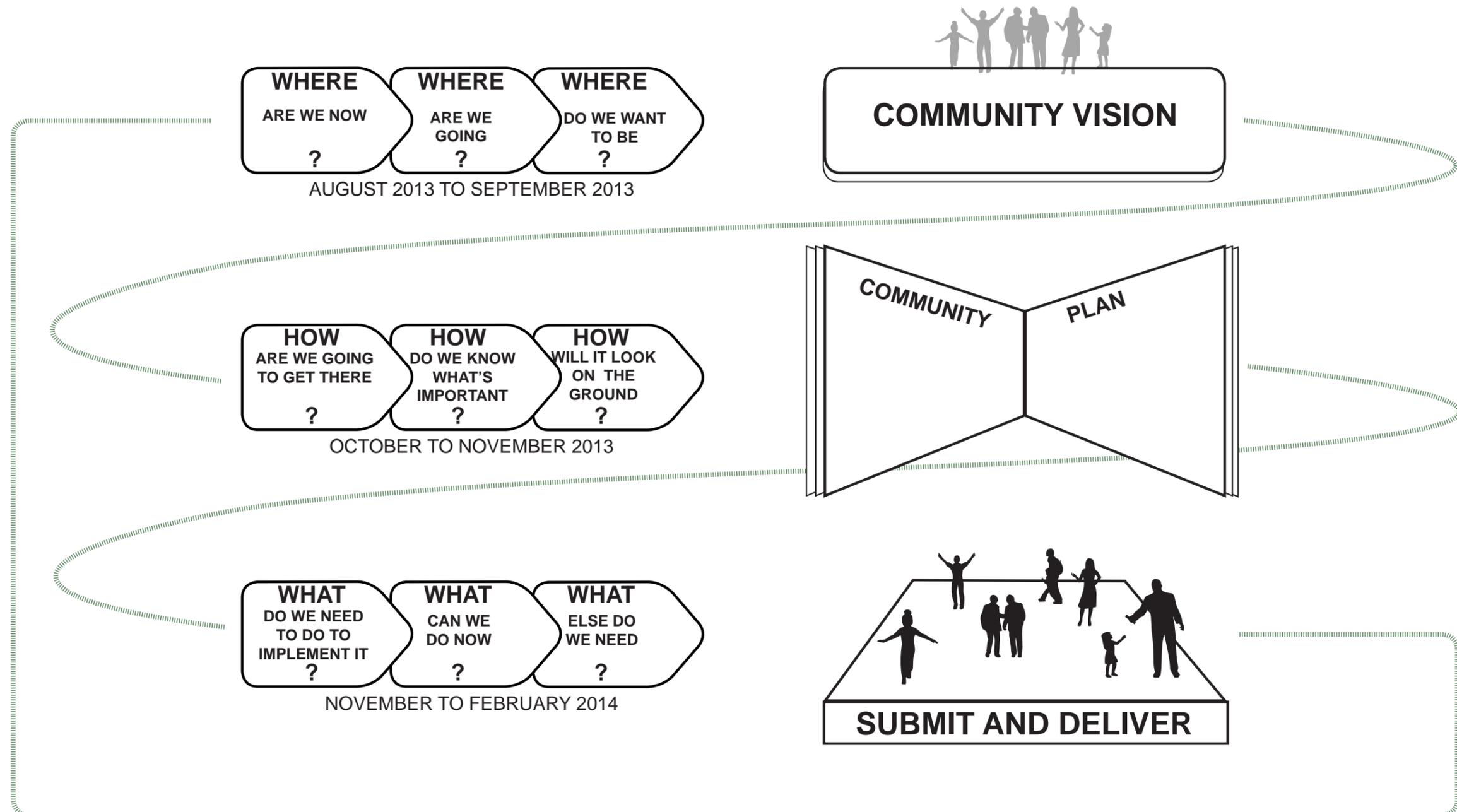
The Community Plan is intended to summarise the vision and aspirations we have for our village and community. It also provides a list of actions that we feel are important to the whole community. Some of the actions we have identified may be easy to deliver, others are more challenging.

The thoughts, ideas, drawings and actions presented in this Community Plan are intended to encourage the community with the aim of working towards a shared vision and plan for the Apiti community.

This Community plan and the list of preferred actions will be submitted to Manawatu District Council to help them identify projects that may be included in their future workplans.



Members of Apiti community at Workshop 1, held on 29 October 2013



Simplified diagram illustrating the community planning process with key dates

From August 2013 to February 2014 we met on a regular basis to discuss and develop our Community Plan. We see this community plan as a starting point, a 'living document' that will be reviewed and refreshed on a regular basis.



Members of Apiti community coming together to discuss the emerging Community Plan.

OBSERVATIONS AND CONSTRAINTS:

PUB NOT UTILISED AS COMMUNITY HUB

DECLINE IN SCHOOL ROLL

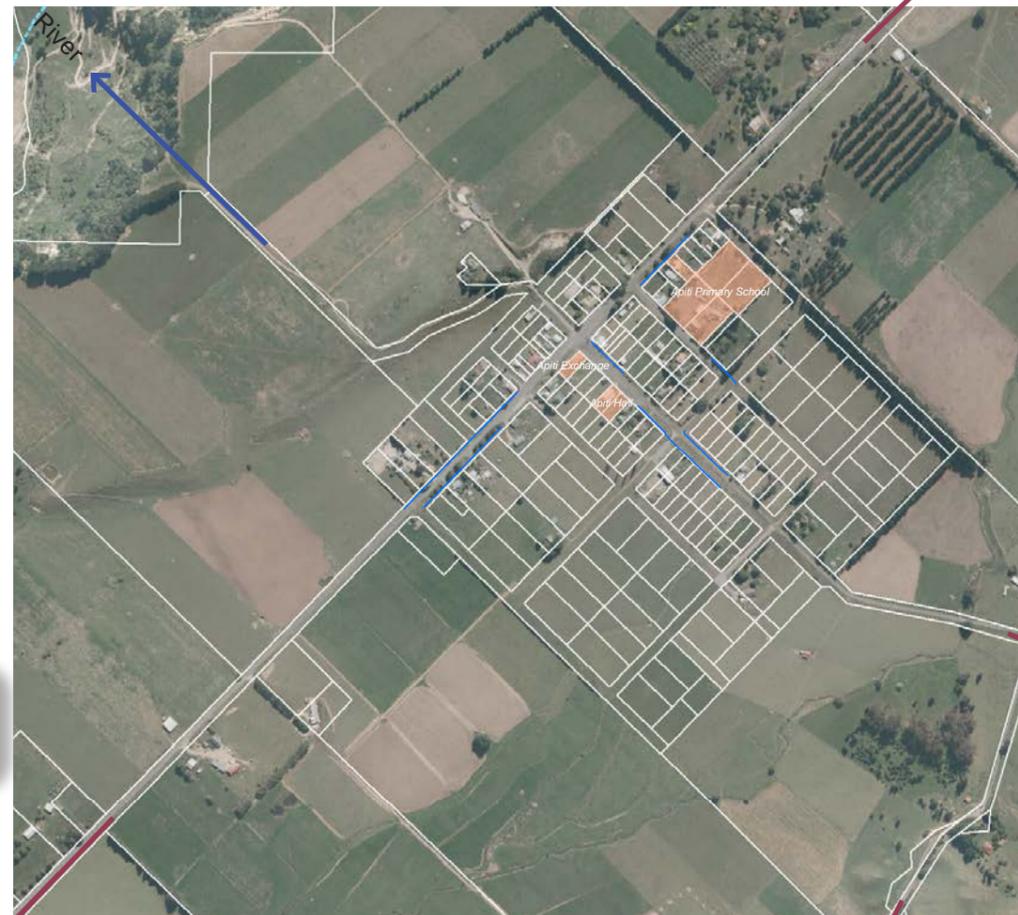
LACK OF BASIC SERVICES IN VILLAGE

UTILISE EXISTING COMMUNITY FACILITIES - PROMOTE SCHOOL

UNDER UTILISED HALL, DOMAIN AND OPEN SPACES

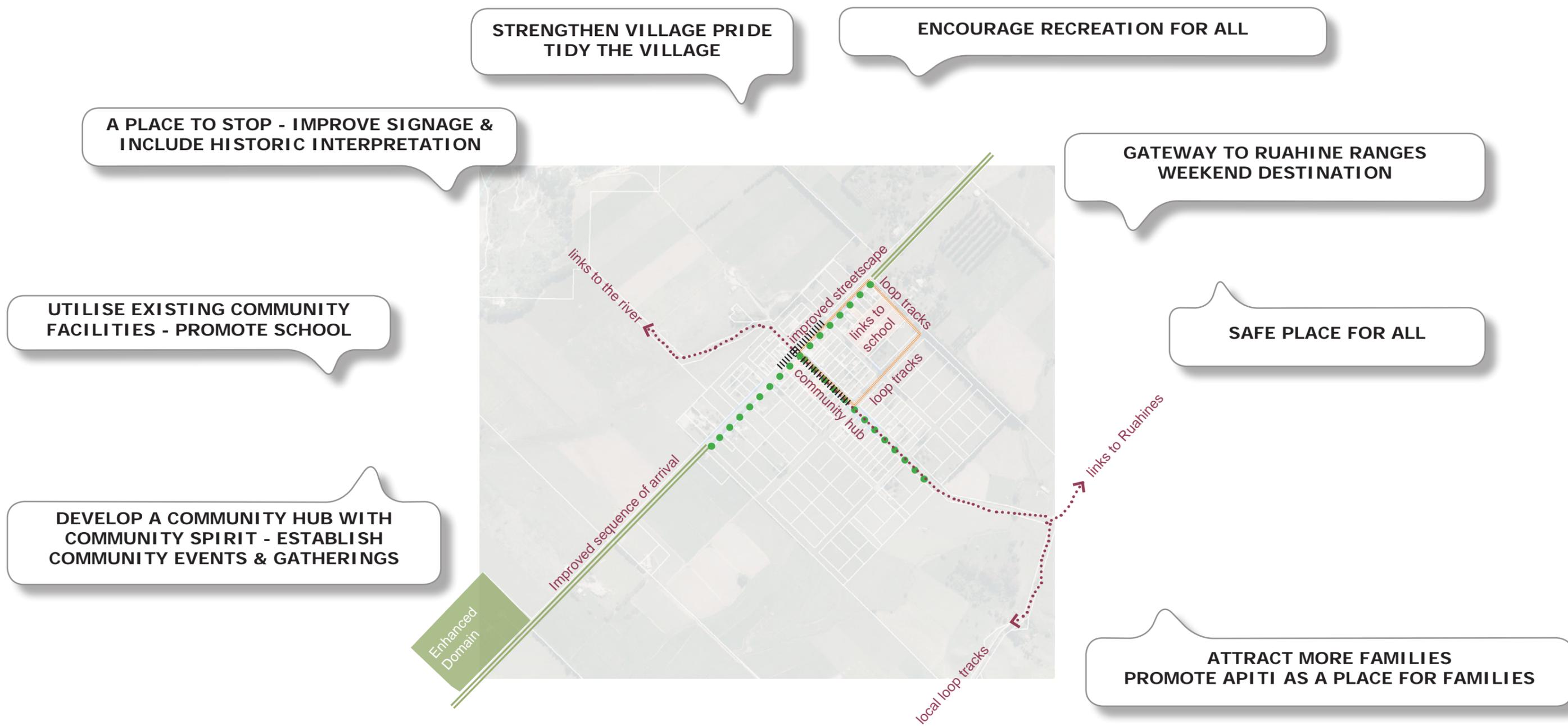
LACK OF SIGNAGE AND INFORMATION ABOUT THE AREA

UNTIDY VILLAGE





OPPORTUNITIES IDEAS AND MAPPING:



## 6. Areas of focus and action plans



Our Vision Statement is:

Apiti is a place in a valley of great beauty with the stunning Ruahines as a backdrop. Apiti is where community spirit, farming values, school and family life are interwoven to create hospitable and recreational opportunities for all. Apiti is a place to visit, a destination with a history to celebrate, as well as offering a gateway to the Ruahine Ranges.

Our vision is retain, enhance and promote these values in order to flourish.

There are 3 topic areas that we can focus on to deliver this vision. These are:

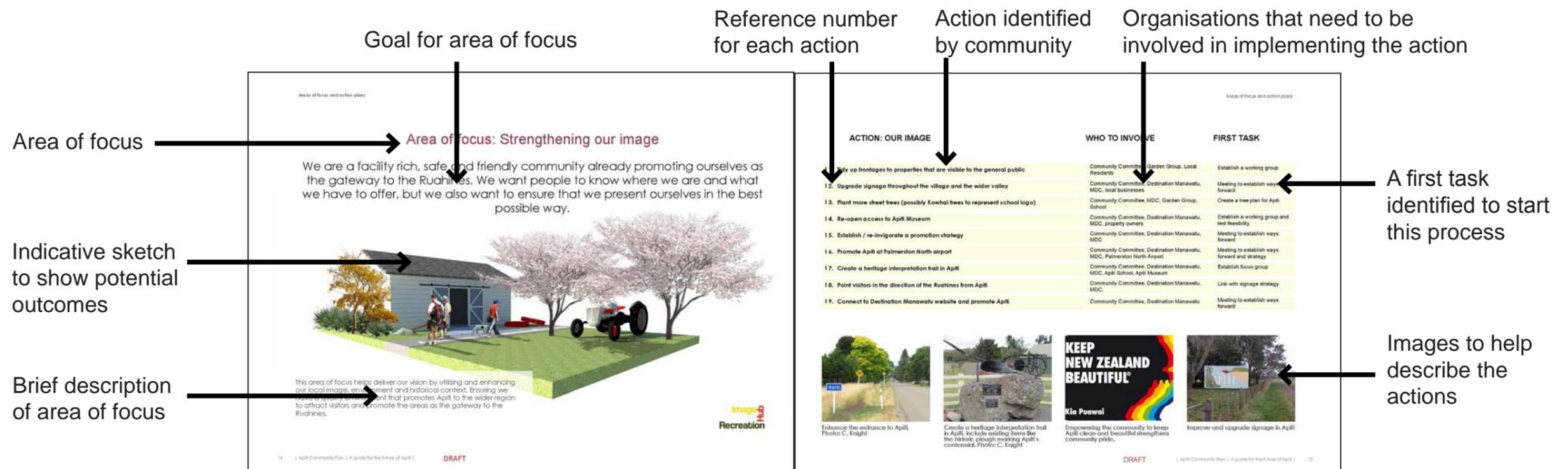
1. Establishing and sustaining our **community hub**
2. Providing **recreational** opportunities and facilities for all
3. Strengthening our brand and **image**



The following pages identify a list of specific actions that relate to each of the areas of focus.

# How to use the Action Plans

The following diagram shows the Actions Plans purpose and how they should be used:



## Area of focus: Strengthening our image

We are a facility rich, safe and friendly community already promoting ourselves as the gateway to the Ruahines. We want people to know where we are and what we have to offer, but we also want to ensure that we present ourselves in the best possible way.



This area of focus helps deliver our vision by utilising and enhancing our local image, environment and historical context. Ensuring we have a quality environment that promotes Apiti to the wider region to attract visitors and promote the areas as the gateway to the Ruahines.

## ACTION: OUR IMAGE

## WHO TO INVOLVE

## FIRST TASK

• Tidy up frontages to properties that are visible to the general public	Community Committee, Garden Group, Local Residents	Establish a working group
• Upgrade signage throughout the village and the wider valley	Community Committee, Destination Manawatu, MDC, local businesses	Meeting to establish ways forward
• Plant more street trees (possibly Kowhai trees to represent school logo)	Community Committee, MDC, Garden Group, School	Create a tree plan for Apiti considering existing trees
• Re-open access to Apiti Museum	Community Committee, Destination Manawatu, MDC, property owners, School	Establish a working group and test feasibility
• Establish / re-invigorate a promotion strategy	Community Committee, Destination Manawatu, MDC, School	Meeting to establish ways forward
• Promote Apiti at Palmerston North airport	Community Committee, Destination Manawatu, MDC, Palmerston North Airport, School	Meeting to establish ways forward and strategy
• Create a heritage interpretation trail in Apiti	Community Committee, Destination Manawatu, MDC, Apiti School, Apiti Museum	Establish focus group
• Point visitors in the direction of the Ruahines from Apiti	Community Committee, Destination Manawatu, MDC,	Link with signage strategy
• Connect to Destination Manawatu website and promote Apiti	Community Committee, Destination Manawatu	Meeting to establish ways forward
• Make a video of Apiti that can be used for promotion	School, Destination Manawatu, MDC	Work out story board



Enhance the entrance to Apiti.  
Photo: C. Knight



Create a heritage interpretation trail in Apiti, include existing items like the historic plough marking Apiti's centennial. Photo: C. Knight



Empowering the community to keep Apiti clean and beautiful strengthens community pride.



Improve and upgrade signage in Apiti

## Area of focus: Establishing and sustaining our community hub

We want to retain and enhance a positive caring attitude at the heart of our community. We therefore need to have a place or a number of places in Apiti that enable our heart to beat.



This area of focus helps deliver our vision by utilising, enhancing our local environment and creating a community hub for all. Important to ensure a quality environment promotes Apiti's charm and character that will help sustain our sense of pride and entice visitors to come here time and time again.

## ACTION / IDEA: OUR COMMUNITY HUB

## WHO TO INVOLVE

## FIRST ACTION

<ul style="list-style-type: none"> <li>• <b>Enhance external spaces throughout the village (such as outside hall)</b></li> </ul>	MDC, Destination Manawatu, Community Committee, Planners, Engineers and Designers, business owners	Identity areas to be upgraded (on a plan) and meet to discuss
<ul style="list-style-type: none"> <li>• <b>Have more regular community events and promote a calender of events</b></li> </ul>	MDC, Destination Manawatu, Community Committee, Local Residents, School	Meeting to establish ways forward / set up a focus group
<ul style="list-style-type: none"> <li>• <b>Use the Community Hall for events</b></li> </ul>	Community Committee, Local Residents	Meeting to establish ways forward
<ul style="list-style-type: none"> <li>• <b>Establish movie nights or SKY TV nights for the community</b></li> </ul>	Community Committee, Local Residents	Set up a focus group and work out a programme
<ul style="list-style-type: none"> <li>• <b>Have community dinners at Makoura lodge</b></li> </ul>	Lodge Owners, Community Committee, Local Residents	Discuss at Community Committee
<ul style="list-style-type: none"> <li>• <b>Utilise the Domain for events, shows and markets</b></li> </ul>	MDC, Community Committee, Destination Manawatu, Local Residents,	Meeting to establish ways forward
<ul style="list-style-type: none"> <li>• <b>BBQ nights and events at the Tavern</b></li> </ul>	Tavern Owners, Community Committee, Local Residents	Meet to discuss ways forward
<ul style="list-style-type: none"> <li>• <b>Continue to open the school up more for community use</b></li> </ul>	School, Community Committee, Local Residents	Establish a programme and ensure community are aware



The Community Hall to become the central hub for community events



Make use of existing community facilities and organise Community dinners at Makoura Lodge



Involve the whole community at events, shows and markets at the Domain



Regular Community BBQ's at the local Tavern will bring people together and can help improve the local environment and spirit

## Area of focus: Providing recreational opportunities and facilities for all

We have a history of providing and encouraging recreational opportunities for our community and its visitors. We want to ensure we continue to do this and have the right facilities in place to enable this.



This area of focus helps deliver our vision by acknowledging the importance of community facilities for residents, groups, sporting clubs, local businesses and visitors. Through careful planning we want to make sure that we have appropriate facilities that are accessible, safe and useful. Any new facilities should also help contribute towards growing Apiti.

## ACTION / IDEA: OUR RECREATION

## WHO TO INVOLVE

## FIRST ACTION

<ul style="list-style-type: none"> <li>Establish and map walking tracks that start and finish in Apiti</li> </ul>	MDC, Community Committee, Local Residents, Artists and Designers	Plan and design the tracks.
<ul style="list-style-type: none"> <li>Establish 'trampers support' (transport and equipment hire)</li> </ul>	MDC, Community Committee, Destination Manawatu, Local Residents, Planners, Designers	Establish focus group and work through business case.
<ul style="list-style-type: none"> <li>Provide clear signage to recreation opportunities</li> </ul>	MDC, Community Committee, Artists, Designers, Architects	Meeting to establish ways forward / agree on location
<ul style="list-style-type: none"> <li>Establish sports and rec clubs for Apiti eg: Table Tennis, Tennis, Bowls</li> </ul>	MDC, Community Committee, Sport Manawatu	Meeting to establish ways forward
<ul style="list-style-type: none"> <li>Upgrade and enhance the Domain</li> </ul>	MDC, Community Committee, Landscape Architects	Prepare a concept plan for Domain
<ul style="list-style-type: none"> <li>Enhance areas for families to recreate, socialise and have fun</li> </ul>	MDC, Community Committee, Apiti School, Landscape Architects	Prepare a recreation plan
<ul style="list-style-type: none"> <li>Utilise and leverage from recreational events in the valley eg: cycling</li> </ul>	MDC, Community Committee, Destination Manawatu, Local Residents, Hotel Owner	Establish a focus group
<ul style="list-style-type: none"> <li>Make Apiti more of a destination for visitors by providing a choice of recreation opportunities</li> </ul>	MDC, Community Committee, Destination Manawatu	Prepare a recreation plan
<ul style="list-style-type: none"> <li>Provide better access to fishing</li> </ul>	Horizons regional council, MDC	Understand constraints



Providing a choice of recreation opportunities and establish 'trampers support' to encourage more visitors



A continuous cycle / walkway can be used by the local community and visitors



Horse Trekking



Improve and upgrade signage in Apiti and create walkway track that start and finish in Apiti

## 7. Summary of Recommendations

We have identified five specific priority projects that will help deliver a number of actions under all three of the areas of focus. Each project will require careful coordination and resources, and will typically involve a number of different stakeholders. Using these strategic projects as a guide will help deliver individual actions in a comprehensive and coordinated way.

Our recommendations are:

### Prepare a Streetscape enhancement plan for Apiti.

This should consider:

- Enhance the character of the main streets
- Designing appropriate thresholds in and out
- Working with business and land owners
- Safety and accessible routes
- Traffic movement, parking and bus stops
- Planting strategy
- Ongoing maintenance
- Improve Drainage
- Tidy up frontages to properties that are visible to the general public
- Heritage and interpretation - Apiti Trail

### Establish a Signage & Promotional Strategy for Apiti.

This should consider:

- The character of Apiti
- Accessibility and legibility
- Heritage and interpretation, re-open access to Apiti Museum
- Viewpoints and tourist destinations
- Local and regional facilities
- The Country Road
- Establish / re-invigorate a promotion strategy
- Promote Apiti at Palmerston North airport
- Point visitors in the direction of the Ruahines from Apiti
- Connect to Destination Manawatu website and promote Apiti
- Involving the school in promotional material

### Establish a Community Events Group for Apiti.

This should consider:

- Utilising existing community facilities such as the school, the domain, hall, tavern and Makoura Lodge
- Utilising existing community groups and initiatives
- Develop a calender for events, shows, markets, Community dinners and movie/sport nights
- Involving the school in events management

**Prepare a spatial plan for the Domain.**

This should consider:

- Existing enhancements
- Entrance & exiting buildings
- Views and access into the domain
- Flexibility of space for events and programmes
- Signage and interpretation
- Ongoing maintenance
- Vegetation strategy
- A place for young people
- Links to Apiti
- Community Hub

**Prepare a Recreation Strategy for Apiti.**

This should consider:

- Accessibility and legibility of entire region
- Signage, heritage and interpretation
- Viewpoints and tourist destinations
- Local and regional facilities
- Establish local connections
- Flexibility of space for events and programmes
- Ongoing maintenance
- Recreational needs for community and visitors

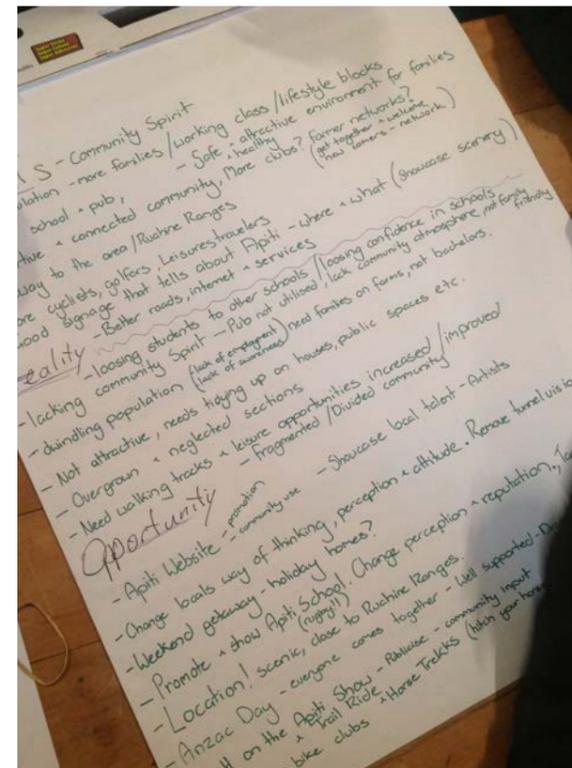
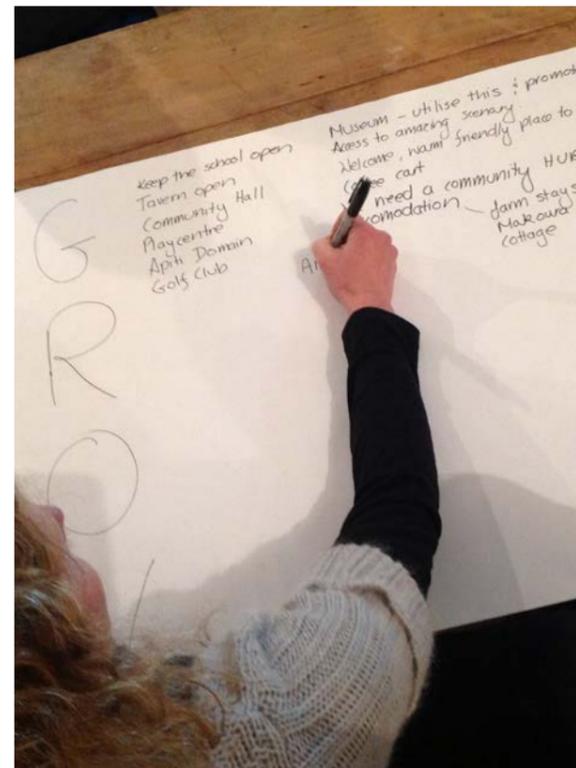




Appendix:

Photographic record of community planning process

WORKSHOP 1: 26 August 2013 at Apiti Community Hall



EXHIBITION 1: 29 October 2013 at Apiti Community Hall



Apiti's Community Planning Programme

### Area of focus: Our image



We are a facility rich, safe and friendly community already promoting ourselves as the gateway to the Ruahines. We want people to know where we are and what we have to offer, but we also want to ensure that we present ourselves in the best possible way.

We have compiled the following actions that will help deliver this strategy.

ACTION / IDEA	LIKE IT?
Upgrade frontages to properties that are visible to the general public	<input checked="" type="checkbox"/>
Upgrade signage throughout the village and the wider valley	<input checked="" type="checkbox"/>
Plant more trees (Kawhai trees)	<input checked="" type="checkbox"/>
Improve access to Apiti Museum	<input checked="" type="checkbox"/>
Establish / re-invigorate a promotion strategy	<input checked="" type="checkbox"/>
Promote Apiti at Palmerston North airport	<input checked="" type="checkbox"/>
Create a heritage interpretation trail in Apiti	<input checked="" type="checkbox"/>
Point visitors in the direction of the Ruahines from Apiti	<input checked="" type="checkbox"/>
Link to Destination Manawatu website and promote Apiti	<input checked="" type="checkbox"/>

Please tell us what you think by choosing 2 actions you feel are important. Use the sticky dots provided.

6

Apiti's Community Planning Programme

### Areas of focus: Our recreation



We have a history of providing and encouraging recreational opportunities for our community and its visitors. We want to ensure we continue to do this and have the right facilities in place to enable this.

We have compiled the following actions that will help deliver this strategy.

ACTION / IDEA	LIKE IT?
Establish and map walking tracks that start and finish in Apiti	<input checked="" type="checkbox"/>
Establish 'trampers support' (transport and equipment hire)	<input checked="" type="checkbox"/>
Provide clear signage to recreation opportunities	<input checked="" type="checkbox"/>
Establish sports and rec clubs for Apiti eg: Table Tennis, Tennis, Bowls	<input checked="" type="checkbox"/>
Upgrade and enhance the Domain	<input checked="" type="checkbox"/>
Enhance areas for families to recreate, socialise and have fun	<input checked="" type="checkbox"/>
Utilise and leverage from recreational events in the valley eg: cycling	<input checked="" type="checkbox"/>
Make Apiti more of a destination for visitors by providing a choice of recreation opportunities	<input checked="" type="checkbox"/>

Please tell us what you think by choosing 2 actions you feel are important. Use the sticky dots provided.

5

Apiti's Community Planning Programme

### Area of focus: Our community hub



We want to retain and enhance a positive caring attitude at the heart of our community. We therefore need to have a place or a number of places in Apiti that enable our heart to beat.

We have compiled the following actions that will help deliver this strategy.

ACTION / IDEA	LIKE IT?
Enhance external spaces throughout the village (such as outside hall)	<input checked="" type="checkbox"/>
Have more regular community events and create a calendar of events	<input checked="" type="checkbox"/>
Use the Community Hall for events	<input checked="" type="checkbox"/>
Establish movie nights or SKY TV nights for the community	<input checked="" type="checkbox"/>
Have community dinners at Makoura lodge	<input checked="" type="checkbox"/>
Utilise the Domain for events, shows and markets	<input checked="" type="checkbox"/>
BBQ nights and events at the Tavern	<input checked="" type="checkbox"/>
Open the school up more for community use	<input checked="" type="checkbox"/>

Please tell us what you think by choosing 2 actions you feel are important. Use the sticky dots provided.

4



Sausage Sizzle workshop: 25 November 2013 at Apiti Community Hall





