The KBSI (Kingsland Business Society Incorporated), known as The Fringe District

DRAFT BUSINESS PLAN B FY 2026-2027

Introduction

The focus for FY 2026–2027 is to **increase visibility**, **strengthen our collective voice**, and **deepen the sense of community, brand, and presence** across the district. This plan sets out a clear vision for how **collective investment** delivers tangible benefits, from increased foot traffic and destination marketing to stronger advocacy, safer streets, and vibrant community placemaking.

With accrued funds from FY 2025–2026, we are well positioned to deliver **larger scale projects** that will elevate our profile and create a **stronger, more connected presence** across **Kingsland and the Eden Park precinct**.

Key Objectives:

1. **Increase Footprint, Presence & Visibility of The Fringe District**
2. **Increase Our Collective Voice for The Fringe District**
3. **Membership Enhancements for The Fringe District**
4. **Placemaking & Enhancements**
5. **Advertising & Marketing**
6. **Website & Social Media**
7. **Event Fixtures**

1. Strengthen Footprint, Presence and Visibility of The Fringe District

Our focus is to **amplify our collective voice**, expand our **brand presence**, and strengthen our position as a **vibrant destination**. Through targeted marketing, consistent branding, and strategic outreach, we will continue to grow awareness of The Fringe District and drive more people into our local businesses.

- **Boost brand awareness** for Kingsland through strategic advertising and marketing.
- **Strengthen community identity** with consistent messaging that increases foot traffic and engagement.
- **Target diverse audiences** through geo-targeted campaigns across multiple platforms.

Together, these initiatives will create a **louder, more visible presence** that celebrates the unique character of our neighbourhood and positions The Fringe District as a **stand-out destination across Auckland**.

2. Increase Our Collective Voice for The Fringe District

We will continue to **advocate with one unified voice** to key partners to ensure better infrastructure, safer streets, and smarter planning for the future of our neighbourhood. Strategic advocacy remains central to strengthening the experience of those who live, work, and visit The Fringe District.

- **Strategic advocacy** with Auckland Transport, Auckland Council, KiwiRail, and the Albert-Eden Local Board for:
    - Better parking outcomes and increased parking opportunities.
    - Future development planning, including residential parking strategies and a shared vision for growth.
    - Improved streetscaping and green spaces that reflect and tell the story of our neighbourhood.
    - Proactive maintenance of public spaces, including graffiti removal, footpath and road repairs, lighting, and rubbish management.
    - Safer streets through expanded CCTV, improved lighting, and better pathways between public transport hubs and our villages.
- **Partnerships** with Eden Park, Auckland Transport, and Tātaki Auckland Unlimited to leverage special events.
- **Support for increased activity at Eden Park**, including unlimited events annually, to drive foot traffic and boost the local economy.

Advocacy will continue to be led by The Fringe District management team, the KBSI Executive Board, and members collectively.

3. Membership Enhancements for The Fringe District

We will continue to deliver real, tangible benefits to members through enhanced security, opportunities for connection and business development, festive placemaking, and professional support. These initiatives strengthen the everyday experience of being part of The Fringe District and ensure members feel supported, connected, and valued.

- **Security Patrols – Impact Security**
  - Regular patrols from Thursday evening through early Sunday morning improve safety and deter antisocial behaviour.
  - Members will have the option to opt in to a carpark towing service for illegally parked vehicles, with Impact remunerated through towing fees.
- **Business Success and Connection**
  - Four networking meetings annually to foster collaboration and local partnerships.
  - Two business mentorship sessions to support innovation and growth.
- **Festive Placemaking – Kingsland Christmas Tree**
  - A much-loved community feature that enhances visitation and builds festive spirit.
  - Visible by road, foot, bike, and train, creating a vibrant destination atmosphere.
  - Partnership with Auckland Transport powers the lighting of the tree.
- **Ongoing Business Support**
  - Access to free business coaching resources.
  - Design support to create advertising assets for the Fringe District website.
  - Content creation services for reels and social media
- **Future Safety Enhancements (to explore)**
  - Partnerships with Auckland Transport and KiwiRail to install CCTV and improve public lighting.
  - Potential collaborations for city-wide safety monitoring initiatives.

Annual spend: $55,000 total
$31k (security), $4.5k (business success), $19.5k (Christmas tree).
Ongoing business support and future safety initiatives will be delivered by The Fringe District Management Team.

4. Placemaking & Enhancements

Strategic placemaking projects create a **strong sense of arrival**, improve safety, and enhance the overall **visitor experience** across the expanded BID area. These initiatives make The Fringe District more **welcoming, connected, and vibrant** for businesses, locals, and visitors alike.

- **Gateway Signage**
  - Landmark signage, creating a clear sense of entry.
  - **Highly visible** to pedestrians, cyclists, drivers, bus passengers, and — where possible — train commuters.
  - Functions as an **advertising platform** to promote Fringe District businesses and events.
  - **Additional revenue opportunity** through paid advertising on the signage.
- **Festoon Lighting**
  - Lighting controlled via the **WIZ Connect app** and linked through Wi-Fi repeaters for seamless management.
  - **Coordinated colour control** for events, holidays, and activations — creating atmosphere, improving visibility, and lighting up darker spaces.

Annual spend: $35k total
$20k (gateway signage) + 40k allocated from accrued fund, $15k (festoon lighting).
Festoon lighting colour management will be led by The Fringe District Management team & key BID members.

5. Advertising & Marketing

A targeted and creative marketing programme will **amplify our destination profile**, celebrate our people and places, and draw more visitors into both **Kingsland**. Through **strategic campaigns** and a **flagship storytelling project**, we will boost visibility, foot traffic, and civic pride.

Digital & Print Campaigns

To strengthen **brand presence and reach**, we'll deliver coordinated campaigns across multiple platforms:

- **Digital channels**: Ponsonby News, social media, Eventfinda, and digital billboards.
- **Ponsonby News** will spotlight *Our People, Our Stories*, profiling local faces and businesses.
- **Eventfinda and billboards** will promote events and activations.
- **Social media** will highlight the **diverse business offering** .

Annual spend: $12k (advertising)

Major Project: *A Taste of The Fringe District*

A signature marketing and storytelling project designed to **extend our reach Auckland-wide**, drive **visitor engagement**, and celebrate **local food, people, and culture**.

- **Cookbook**: A hardback coffee table book developed with award-winning chef **Phil Clark** and the BID management team.

    - Distributed to BID members to display in their businesses.
    - Sold online to generate revenue and expand visibility.
- **Web-Series Documentary**: Hosted by **Kimberley Crossman**, featuring stories and recipes from the cookbook.
- **Chef's Kitchen Workshops**: Interactive in-restaurant sessions with BID members and guest chefs.
- **Social Media Reels**: Content highlighting documentary moments, people, and recipes.

Budget: $80k allocated from accrued funds.
Timeline: Begins late 2025, rolling out **June–Dec 2026**, aligning **Restaurant Month (July 26)**.

6. Website & Social Media

A refreshed digital presence will ensure The Fringe District dynamic platform for **business visibility, storytelling, and events**

- Expanded *Our People, Our Stories* portraits to feature new members.

Social Media Upgrades

- **New content and reels** for Instagram and Facebook,.
- Highlight reels for **events across Kingsland**.
- Weekly web-series content leading up to the cookbook launch.

2026-2027 spend: $20k
$4 (website), $6K (photography) $10k (Social reels – contractor 2)

7. Event Fixtures

A dynamic programme of **annual events and activations** will bring people together, drive **foot traffic into local businesses**, and showcase The Fringe District's **unique character**. By leveraging our proximity to **Eden Park** & celebrating local culture, these events strengthen our identity as a **vibrant destination** for both Aucklanders, locals and visitors.

- **Eden Park Event Activations – Kingsland**
  Activating Kingsland and Morningside during major events to **encourage earlier arrival**, extend dwell time, and increase local spending.
- **Date Night Series**
  A family-focused initiative offering **free monthly babysitting**, encouraging parents to dine and socialise locally while attracting visitors from across Auckland. (as far as Bombay and Albany)

- **NZ Music Month**
  Collaborations with **Island Base** and the **NZ Music Commission**, celebrating and showcasing **local talent** throughout May.
- **Art Battle NZ**
  A **regional live art competition** engaging the creative community, with **finals held annually at Eden Park**.
- **Crave Café Street Party**
  A festive **McDonald Street Christmas Party and Carol Service**, community get together to close out the year.

Annual spend: $56.5k across **21 events**, including:

- 4 Eden Park special events
- 5 Blues games
- 8 Date Nights
- 2 NZ Music Month activations
- 1 Art Battle
- 1 Crave Street Party

This Business Plan ensures The Fringe District continues to grow its **visibility**, speaks with a **louder collective voice**, and **strengthens its identity** as a vibrant, safe, and attractive destination. It is designed to reach wider audiences, not just locally but across Auckland and New Zealand, while supporting the **growth, safety, and resilience** of our business community.

Together, we will continue to build a **thriving destination** that reflects our shared identity — **locally loved, city-wide known, and nationally celebrated as The Place to Be**:
The Fringe District.