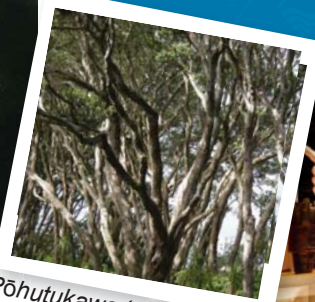




Tukotahi carving Puke Ariki Landing

Heritage Strategy

'A district that values, recognises and cares for its heritage resources'



*Pōhutukawa trees
Kawaroa*



Exhibition at Puke Ariki

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Introduction

Heritage is an important part of community well-being in New Plymouth District (the district). Heritage is our past, present and future. It can be created in an instant but its legacy can last for generations. New heritage is created daily and decisions made today influence the heritage of tomorrow and all the days thereafter.

The New Plymouth District Council (the Council) has a significant role to play in managing heritage resources in the district with heritage assets and activities spread across many of its services. This strategy concentrates specifically on the Council's role in heritage and will guide the management of the Council's heritage assets and activities and provide an overarching framework that will inform other Council plans.

The Council has taken a partnership approach by resourcing the Tangata Whenua Heritage Reference Group (TWHRG) to participate in the development of the heritage strategy and their input is reflected throughout this document.

The TWHRG agreed on three principles that were required to be recognised, acknowledged and reflected within the heritage strategy:

- Tangata Whenua do have history and heritage – and are visible;
- Tangata Whenua heritage is an essential aspect of community; and
- Council engagement with tangata whenua is underpinned by trust and common ground built on a Treaty of Waitangi relationship.

Why is a heritage strategy needed?

The Council has many activities and assets that can be identified as heritage. Over the past few years the Council has received numerous consultation feedback and submissions relating to a variety of these activities and assets. As a result, the Council decided it would be beneficial to develop a strategy to guide the management of its heritage assets and activities and provide an overarching framework that will inform other Council plans. A heritage strategy can improve the management of the Council's heritage resources by:



Boer War Memorial Fountain

About the heritage strategy

- Creating a long term vision that will guide the Council's management of heritage resources.
- Identifying and addressing issues and progressing opportunities for improving heritage resource management.
- Enabling community and key stakeholder input into the management of the Council's heritage resources.
- Providing a framework of action to enable the Council to achieve its vision for heritage management.
- Creating and fostering partnerships with key heritage stakeholders to enable a collaborative approach to heritage management.

The strategy has been developed with information, comments and feedback from the following sources:

- The establishment of a specific Tangata Whenua Heritage Reference Group (TWHRG) to inform the development of the strategy. This group reviewed the Council's current role in heritage and produced a Taonga Tuku Iho (TTI) discussion document that:
 - provided a tangata whenua perspective of heritage;
 - provided comments and recommendations on the Council's current role in heritage;
 - proposed future heritage activities for the Council; and
 - identified tangata whenua agreed goals and actions for heritage.

Information from the TTI discussion document has been reflected throughout this strategy and the Council acknowledges the collaborative relationship and partnership with tangata whenua which supports the development of a successful heritage strategy.

- Public comments and feedback. A discussion document was released for public feedback to help inform the development of the heritage strategy. The discussion document provided information on the Council's current heritage role and activities and asked questions regarding the future management of each activity. The responses received have guided the development of the objectives in the 'heritage activities and objectives' section of the strategy and also specific public feedback has been incorporated into the actions in the 'action plan' section of the strategy.

Defining heritage

Heritage is a key component of the unique identity of New Plymouth District.

This strategy is based on the concept of taonga tuku iho where "taonga" is something that is valued and "tuku iho" describes something that is not only handed down but is also cared for and then handed on again. Taonga tuku iho transcends natural, built, cultural and intangible heritage. It is naturally and all at once physical, spiritual and cultural.

The following definition is used to define heritage:

Heritage is that which is inherited from past and current generations, cared for in the present and handed on for the benefit of future generations, and includes:

- **Built heritage** - the legacy of man-made buildings, structures and objects and associated intangible attributes.
- **Natural heritage** - the legacy of natural places, objects and intangible attributes encompassing the rural and natural environment, including the district's biodiversity, flora and fauna.
- **Cultural heritage** - the objects and artefacts, as well as the language, stories, customs, protocols, knowledge and skills that communities, groups and individuals recognise as part of their cultural heritage.



Pioneer Women's Centennial Seat

The role of the Council

Heritage is an important element in the delivery of the Council's core business.

The Council currently undertakes responsibilities for more than 50 separate or grouped activities associated with heritage. The activities are spread across the following Council services:

- **Environmental Strategy and Policy and Consents** manage and administer the District Plan under the Resource Management Act 1991 and other activities including the Coastal Strategy.
- **Govett-Brewster Art Gallery** is New Zealand's premier contemporary art museum. The gallery is home to a collection of Taranaki, national and international artworks with a Pacific focus and the archive of internationally recognised film maker and kinetic artist Len Lye (1901-1980).
- **Parks** plan, manage and maintain a diverse and extensive range of parks and reserves and associated assets including Pukekura Park, monuments and memorials, and art in public places.
- **Property Assets** manage Council-owned land and buildings including several heritage buildings (TSB Showplace, The Gables, Te Henui Vicarage, and Richmond Cottage).
- **Puke Ariki** is the cultural heritage and knowledge gateway for Taranaki. Puke Ariki collects, cares for, promotes and provides physical and digital access to heritage materials.
- **Recreation and Events** manage a range of community recreation programmes and events including the TSB Bank Festival of Lights.

The Local Government Act 2002 (LGA 2002) requires councils to promote the social, economic, environmental, and cultural well-being of their communities, in the present and for the future. These well-beings are reflected in community outcomes which are described under the LGA 2002 as:

“The outcomes that a local authority aims to achieve in order to promote the social, economic, environmental and cultural well-being of its district or region, in the present and for the future.”

The Council has community outcomes, developed in consultation with the community, which it works towards achieving. These outcomes help inform the Council of the community's priorities and expectations for the district now and in the future. As such they are strategic drivers for Council decision-making processes.

The importance of heritage to the community is reflected in the following four community outcomes:

- **Prosperous** - a district that boasts a sustainable, resilient and innovative economy that prospers within the natural and social environment.
- **Sustainable** - a district that appreciates its natural environment and its physical and human resources in planning, delivery and protection.
- **Together** - a district that is caring, inclusive and works together and where people have a strong, distinctive sense of identity.
- **Vibrant** - a district that provides high-quality and diverse cultural and recreational experiences and where independence and creativity are encouraged.



Taranaki Cathedral

The Council has a role not only in relation to tangible heritage assets (such as artefacts, buildings, trees and places) but it also has a significant role in promoting intangible heritage. This includes collecting and sharing stories about Taranaki at Puke Ariki, expressions of culture/identity such as Taranaki reo (Māori language in its distinctive Taranaki regional variations) as well as providing places to share our knowledge with others.

The LGA 2002 and Resource Management Act 1991 also contain specific clauses which facilitate participation by tangata whenua/Māori in local authority decision making processes to ensure the Treaty of Waitangi is taken into account.

This strategy will guide Council heritage activities, inform the development of Council heritage-related documents, and enables the Council to look at heritage coherently rather than as a series of piecemeal activities.

Working together

Working in partnership with key stakeholders is vital to ensure heritage is managed in an integrated and inclusive manner. Ensuring that key stakeholders are provided the opportunity to be involved in relevant heritage work that the Council undertakes is a priority for future heritage management. The Council will identify and invite relevant stakeholders to be involved in heritage related work as and when required.

In the preparation of this strategy the following groups and agencies have been identified as having a role in heritage and/or representing the community's interests in heritage:

- Department of Conservation.
- Forest and Bird.
- Friends of Govett-Brewster Art Gallery.
- Friends of Puke Ariki.
- Friends of Pukekura Park.
- Māori Tourism Taranaki.
- Ministry for Culture and Heritage.
- New Plymouth District Art in Public Places Trust.
- New Zealand Archaeological Association Inc.
- New Zealand Founders Society Inc.
- New Zealand Historic Places Trust.
- New Zealand Society of Genealogists.
- Puke Ariki volunteers.
- QEII National Trust.
- South Taranaki District Council.
- Stratford District Council.
- Taranaki Aviation Transport and Technology Museum Inc.
- Taranaki Cathedral.
- Taranaki Heritage Inc.
- Taranaki Regional Council.
- Taranaki Tree Trust.
- Venture Taranaki Trust.

It will be important to work closely with these and other stakeholders in the implementation of this strategy.

Tangata Whenua



Waitangi Day celebrations

Tangata Whenua have been an integral partner with the Council in the development of this strategy.

The Tangata Whenua Heritage Reference Group (TWHRG) consists of mandated members of the district's iwi and hapū who chose to participate in the development of the heritage strategy via a process identified by the Iwi Liaison Subcommittee. Kaitiaki from Ngāti Mutunga, Otaraua, Ngāti Rahiri, Ngāti Tawhirikura, Ngāti Te Whiti, Ngāti Tairi, Puketapu and Ngā Mahanga, along with the Kaumatua Kaunihera o Ngā Whare Taonga o Puke Ariki and the Chairperson of the Iwi Liaison Subcommittee developed a conceptual framework which reflects a dual understanding of heritage and taonga tuku iho and has resulted in the TTI discussion document. The TTI conceptual framework can be seen in the diagram at the end of this section.

The parts of the TTI conceptual framework are explained as follows:

- **The Pou** - a pou has been used to signify a dual existence of taonga tuku iho and heritage within the New Plymouth District and mana whenua rohe. The pou is a symbol found in Taranaki oral histories, waiata and karakia that denotes permanence and resilience. The pou stands on a foundation set firmly in Papatūānuku and stretching upward to Ranginui. This represents a time journey between where Mana Whenua and the Council are at present and their aspirational goals for the future. Within the pou are characteristics of taonga tuku iho and heritage.
- **Papatūānuku (the foundation)** - The pou is embedded into Papatūānuku which symbolises the local situation in which the heritage strategy exists. Within the foundation are:
 - The tikanga, kawa and ture Pakeha (legislation) that Mana Whenua operates in.
 - The policies and legislation that direct Council decision-making.
 - The communities of interest, whakapapa groupings and distinct roles within Council and Mana Whenua.
 - The concepts of mana, mouri and tapu.
 - Values and beliefs.

All of these elements of heritage form the foundation on which the pou is built. The elements intermingle and do not exist in isolation, for example ture Pakeha (legislation) influences both Mana Whenua and the Council and both partners also serve many of the same groups and individuals including tangata whenua who reside in the district.

- **The Chain** - The relationship of the Council to heritage and mana whenua is represented as a chain. The chain is made up of little links which represent the different areas of the Council. The chain is made of metal, which relates to our Taranaki haka, Mangumangu Taipō and the inability of clay to stick to iron (or that Māori will always be Māori and tauiwi, tauiwi). The strength of the chain depends on each link and when one breaks it may cause a chain reaction of events that could result in the pou toppling.
- **The Rope** - The rope represents the relationship of mana whenua to taonga tuku iho, and to those on the other side of the pou, the Council. The rope is made of harakeke, where the unique strands combine for strength without losing the integrity or distinctiveness of each strand.
- **The Relationship** - the relationship between Mana Whenua and the Council is complementary and each side has its responsibility. If either side pulls too hard, or lets go of their chain or rope, then the pou sways from its base and can fall down.



*Hei tiki. W.H. Skinner
Collection, Puke Ariki
(A77.294)*

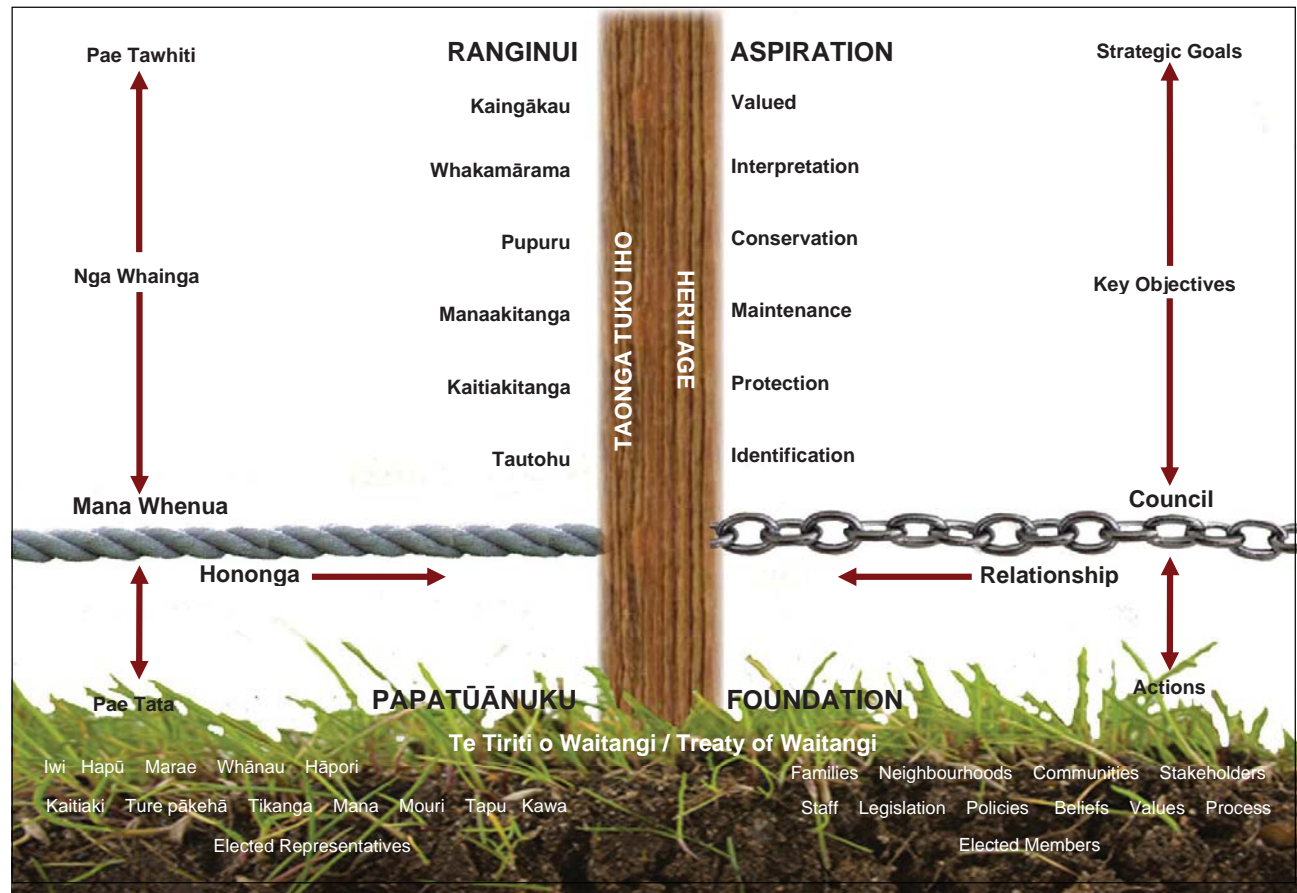
TTI describes heritage based on the values, beliefs and concepts of tangata whenua. TTI makes an important contribution to the district by explaining a Māori world view of heritage which has then been used to inform the development of the overall heritage strategy. TTI has identified key strategic goals and actions which are important to tangata whenua for the management of heritage within the district and their ongoing relationship with Council. The overall goals of the heritage strategy have been developed to represent the dual understanding of heritage and taonga tuku iho and reflect the strategic goals of the TWHRG.

A critical component identified by the TWHRG and contained throughout the TTI document is the ongoing relationship between tangata whenua and Council. A number of ideas and initiatives are identified in the document which provides opportunities for tangata whenua and Council to work more closely together. It is also important for tangata whenua to increase their participation in the decisions being made regarding taonga tuku iho and heritage but the imbalance of capacity

and resources is a key issue which was repeatedly raised during the development of the TTI discussion document. Council and tangata whenua will work towards a more equitable relationship by addressing capacity and resource issues wherever possible.

Taonga Tuku Iho

Treasures cared for and handed on.



Taonga Tuku Iho conceptual framework

Vision

A district that values, recognises and cares for its heritage resources.

Goals

The following goals of the strategy have been developed to represent the dual understanding of heritage and taonga tuku iho and reflect the strategic goals of the TWHRG:

- **Identification** - heritage is identified and documented.
- **Protection** - heritage has a level of protection that is relative to its significance and importance.
- **Maintenance** - heritage and heritage information is maintained, is accessible to view and appreciate and the public are aware and have an understanding of the district's heritage.
- **Conservation** - natural heritage has a level of conservation that is relative to its significance and importance.
- **Interpretation** - heritage should tell a story. Telling the story or history of an item provides its context and improves appreciation and understanding of the item.
- **Valued** - heritage is valued and celebrated to ensure it is kept alive and remembered from one generation to the next.



Poet's Bridge, Pukekura Park

Heritage activities and objectives

This section discusses the heritage activities carried out by the Council and provides objectives for each activity in terms of what we would like to achieve. The objectives have been created to reflect tangata whenua and public feedback on each activity. Each objective relates to specific actions in the action plan section of the strategy where more detailed information is provided on the tangata whenua and public feedback that was received.

Built heritage



New heritage

Most people think of heritage as old buildings and items but there is growing awareness that heritage is being created on a daily basis and that all buildings and items have the potential to become future heritage. Identifying new heritage early will help to protect it in the future. Assessments of new heritage are carried out using the current District Plan criteria which is based on international best practise and provides for the identification of future heritage. The current approach to identify new heritage is predominantly a reactive process where assessments are undertaken of buildings at the request of property owners, heritage groups or the wider community. There are arguably new buildings and items in the district that qualify for new heritage status but have not yet been assessed. An example is the Te Rewa Rewa Bridge (c2010) over the Waiwhakaiho River. The bridge is also a good illustration of the different heritage perspectives in that it is not only a new heritage item but a taonga tuku iho with a story associated to the tangata whenua of that area. It is therefore important that tangata whenua are involved in any processes which identify new heritage.

- Objective 1 Buildings and items that are unique or valued and have a story that makes them significant to the district should be identified as new heritage regardless of their age.
- Objective 2 Maintain community awareness about heritage and ensure tangata whenua involvement and regular communication with heritage stakeholders to help highlight any projects, buildings or items that have the potential to be new heritage.

Protection of buildings and items

The District Plan recognises more than 800 heritage buildings and items. These are classified into three categories - A, B and C. Category A buildings and items are protected by rules whereas Category B and C buildings and items are not.



Te Rewa Rewa Bridge

The way in which buildings and items were categorised in the District Plan was developed in the 1990's and it is acknowledged that the heritage significance of buildings and items can change over time and lead to a requirement for greater or lesser protection. Accordingly the schedule of protected buildings and items are not 'set in stone' and items can be added, changed or removed at any time through a plan change process.

There may also be buildings and items of heritage value in the district that are either not currently recognised in the District Plan or may require greater protection than currently provided. The district's marae buildings are a good case in point. These structures are the archives, museums and libraries of tangata whenua holding the stories, whakapapa and cultural identity of whānau, hapū and iwi through their whakairo (carvings), tukutuku (woven panels) and kōwhaiwhai (painted rafters) and are taonga tuku iho. It is likely that such important heritage items could be missed unless tangata whenua are involved with any identification process.

Objective 3 Heritage buildings and items should be appropriately identified, categorised and protected with regard to their significance and importance.

The District Plan recognises that non-regulatory methods to protect heritage can lead to greater ownership and recognition of the heritage status of buildings and items. As noted in the plan, raising awareness and the profile of buildings and items through education and provision of information are important non-regulatory methods.

Objective 4 Ensure information is informative and accessible by the community to help raise awareness of the heritage status of buildings and items and help promote heritage appreciation and protection.

Similarly the District Plan recognises that there are opportunities to encourage the protection of buildings and items not covered by rules through providing financial assistance and incentives to owners. Opportunities noted include funding, rates relief, waiving of consent fees and provision of free expert advice.

Objective 5 Promote non-regulated protection of heritage through the provision of incentives.

The Heritage Protection Fund was established in 1996 and is operated by the Council to assist private landowners to manage, maintain and preserve heritage values. Funding eligibility is assessed on a points system and is dependent upon several criteria including the importance of the item, the need for the work and the applicant's monetary resources. It is important that this fund is available to meet heritage protection needs in the district. Tangata whenua have identified the importance of providing funding which includes criteria which take account of taonga tuku iho. The fund focuses on the heritage item with particular emphasis on built heritage and excludes such things as creating signage to tell the stories and history of places that have great heritage value. Provision of funding for taonga tuku iho would cover all such aspects of heritage.

Earthquake strengthening of heritage buildings

Heritage buildings are usually old and many require structural improvements to increase their resilience against earthquakes. Through the Council's Earthquake-Prone Buildings Policy specific consideration will be given to the importance of retaining the recognised heritage features of a building where earthquake strengthening is to take place. To achieve this, the use of sympathetic, less invasive upgrading methods is encouraged and it is recommended that building owners seek advice from New Zealand Historic Places Trust and other recognised heritage experts. The development of information for the public on earthquake strengthening requirements and upgrading methods will assist building owners to understand what is required.

Objective 6 Ensure the public are informed on earthquake strengthening requirements and upgrading methods.

Seismic upgrading of heritage buildings can be costly and financially difficult for owners to implement. The Council's Heritage Protection Fund will be monitored for its ability to assist owners of heritage buildings to upgrade their buildings.



Devonport Flats

Heritage items and associated landscapes

There are over 200 monuments, heritage and artwork items identified in the district. Many of these are identified and protected in the District Plan and in Reserve Management Plans for reserve land. Current identification processes focus on the item itself and do not always take account of important historical landscapes associated with the item, whether the landscape is in the immediate vicinity or elsewhere in the district.

Objective 7 Consider items and associated landscapes together as often both are essential to appreciate the overall heritage value of the item.

The relationship between heritage items and landscapes are not well understood and more targeted research in this area is required to identify these associations.

Items where the setting contributes significantly to the heritage value of the item should be considered together, and where possible taken into account in considering the extent of the site if the item and site are to be protected. This includes areas where heritage buildings and sites are linked to a significant historical event or activity. Built heritage located in a natural heritage setting should also be considered together.

Cemeteries

Cemeteries, including burial grounds and urupā, are important heritage areas in the district. The full extent of these areas is not known.

Objective 8 Recognise the heritage significance of all cemeteries, burials grounds and urupā in the district.

Cemeteries, burial grounds and urupā can contain various heritage items including notable graves, monuments and memorials.



*New Zealand War Memorial
Marsland Hill*



War Graves, Te Henui Cemetery

Objective 9 Identify and record heritage items within cemeteries to fully understand the heritage context of a cemetery.

The ongoing care and maintenance of cemeteries will help their preservation. To ensure this, Council-owned cemeteries will be monitored in accordance with the Cemeteries Management Plan and Parks Asset Management Plan.

Objective 10 Ensure the ongoing care and maintenance of Council-owned cemeteries.

Developing an assistance programme that provides knowledge and expertise to owners of private burial grounds on care and maintenance will help achieve this for non-Council owned burial grounds.

Objective 11 Promote the care and maintenance of privately owned burial grounds.

Encouraging the community to become involved with the care of cemeteries through providing opportunities for volunteer groups to participate in cemetery care and maintenance will help the preservation of cemeteries, burial grounds and urupa.

Objective 12 Encourage the community to become involved in cemetery care and maintenance.

Art in public places

Art work in public places celebrates and enhances local culture, heritage and the environment. Such works help to increase both the community's sense of place and identity, and the district's reputation as a cultural destination, and as an attractive place to live and work.

The Art in Public Places Strategy, delivered by the New Plymouth District Art in Public Places Trust, has various objectives for public art including that 'Public art will be located in places where it enhances the public enjoyment of public places and where art works 'fit' with the site where they are intended to be located'.

Art work is located in various public places in the district. Additional locations that would also benefit from the provision of public art have been identified. For example, there are opportunities to locate art work in high public use areas to enable maximum public benefit from the investment made in public art.

Objective 13 Locate public art in areas to achieve maximum public benefit.

The type of art that is displayed is determined by the New Plymouth District Art in Public Places Trust. The Tangata Whenua Heritage Reference Group identified the importance of promoting Māori art in public places to better reflect the indigenous culture of the district.

Halls

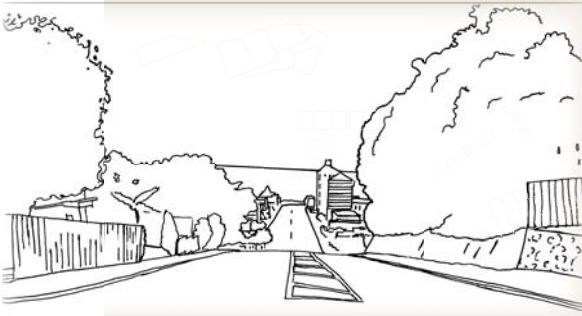
Historically halls are focal points for communities in the district; as such they should be regarded as heritage locations. There are 17 community halls provided by the Council and a further 17 rural halls that are independently owned which are supported through rural hall funding. Some of these halls have identified heritage value and associated heritage status but the heritage significance of some halls is not fully understood.

Objective 14 Identify the heritage significance of halls.

Viewshafts

A range of vistas in various urban areas of the District have been identified in the District Plan. Defined as 'viewshafts' these views from vantage points on public places (i.e roads or reserves) and mostly toward the sea, are considered by the community to be important and worthy of statutory protection. There are height restrictions on the erection of structures, including buildings, so as to avoid intrusions into the defined viewshafts.

Current viewshafts are limited to certain urban locations within New Plymouth and Oakura. There are opportunities to identify other vistas from public places in the district that are valued by the community and to consider protecting these using the mechanism of the District Plan. Tangata whenua have identified viewshafts to Mt Taranaki, between pā sites as well as viewshafts towards and from sites of historical significance, for example Te Kohia Pā where the first gunshots were fired in the New Zealand Land Wars.



Eliot Street Viewshaft



Gover Street Viewshaft

Objective 15 Identify other viewshafts in the district considered by the community to be worthy of protection.

It is important to work in partnership with tangata whenua and key heritage stakeholders to ensure that the identification of new viewshafts is an inclusive process and that important public views are recognised and preserved.

Heritage character areas

These areas are identified in the District Plan and are parts of the district where buildings, landscapes or structures are grouped within a particular area. They are defined by various characteristics related to their function, scale, age, style and mixture of development, development pattern, and the role of and impact on the natural setting. The special character of these areas is recognised and promoted through non-regulatory methods.

Objective 16 Maintain the character of heritage character areas by ensuring they have the appropriate level of protection.

Voluntary preservation of heritage character areas is encouraged and a review of the current methods and identification of other opportunities to promote a non-regulatory approach will help protect these areas.

Objective 17 Encourage voluntary preservation of heritage character areas.

There are currently residential, commercial and bach heritage character areas identified in the district. Identifying other areas in the district with special heritage character will enable these areas to be recognised and considered for heritage character status.

Objective 18 Identify other areas with special heritage character.



One of the “Chickens” houses in Pendarves Street

Natural heritage



Biodiversity

The Council is a signatory of the Draft Taranaki Inc Biodiversity Accord. The Accord is a non-statutory document, formulated as an output from the Taranaki Biodiversity Forum. The purpose of the Accord is to provide a framework for biodiversity stakeholders to better work together and obtain the best possible results from finite resources.

The Accord sets out a vision, outcomes and plan of action, which focus on maintaining and enhancing biodiversity in the Taranaki region. The plan of action recognises that there are a number of programmes in place currently and seeks to build on these and promote a positive and collaborative relationship between key stakeholders on biodiversity matters. The Accord also notes that there is the need for an immediate focus on those Taranaki biodiversity assets that are most valuable and vulnerable.

The draft Accord identifies three priorities for Accord partners in terms of action required in Taranaki to give effect to the vision and desired outcomes. These are:

- Protect the distribution and abundance of the 65 native animal species and 85 native plant species whose natural home include Taranaki and which have been listed as “threatened”, “at risk” or “regionally distinctive”.
- Secure a full range of sites that provide core habitat for threatened, at risk or regionally distinctive species.
- Maintain the areal extent of systems that are historically rare or representative of a threatened ecosystem type (where native vegetative is now reduced to 20% or less for that ecosystem type).

The Council supports, in principle, achievement of the priorities and actions in the Accord in partnership with the other members of the Taranaki Biodiversity Forum.

Objective 19 The Council to work with the other signatories of the Taranaki Inc Biodiversity Forum Accord in the best interests of halting the decline, and where practical, enhancing the biodiversity of the District.



*Pohutukawa trees
Kawaroa*

Trees

The district has more than 450 notable trees that are protected against destruction or alteration through the District Plan. These are trees that are significant for their historical, botanical, landscape, amenity or cultural values.

Objective 20 Identify and protect those trees that are nationally rare or district or regionally distinctive and those trees that provide links to the district's heritage.

Significant natural areas

Significant natural areas (SNA), being areas of indigenous vegetation whose retention is considered important to the district's biodiversity, are identified and protected in the District Plan.

The District Plan recognises that provision of incentives to SNA landowners is an important non-regulatory method to encourage SNA protection and enhancement. Current incentives include rates relief and assistance with fencing etc from the Council's Heritage Protection Fund.

Objective 21 Ensure that incentives are appropriate to encourage non-regulatory protection and enhancement of SNAs.

Objective 22 Ensure landowners are provided with information on the importance and management/protection options of SNAs.

Recreational use of natural areas

Recreational use of natural areas sometimes includes development or alteration of the land to provide for the recreational activity.

Objective 23 Consider the ecological and cultural values of sites when evaluating for recreational uses.

The availability and suitability of previously developed natural areas, including existing recreational space, to provide for new recreational development is preferred to new development on undeveloped natural areas.

The retention, maintenance and enhancement of the heritage values of natural areas are important when considering and implementing new recreational development in natural areas.

Waterways

The district has many waterways with natural heritage value. It is important to identify and protect the heritage value of these waterways. Understanding the natural heritage value of a waterway will help to ensure its conservation.

Objective 24 Recognise the natural heritage value of waterways.

Development close to waterways can affect the natural and cultural heritage and visual amenity of the waterway. Low impact design and engineering that will compliment the natural values of the waterway are encouraged for development close to waterways.

Requirements to provide for the conservation of the natural heritage value of waterways are important to integrate into developments that will affect waterways.



Huatoki Stream

Cultural heritage



Archaeological and waahi tapu sites

The District Plan identifies and protects almost 800 specific archaeological sites. Most of these are Māori in origin, such as pā, kāinga and associated features (e.g. ditches, rua, midden etc) and urupā. These sites also fall within the District Plan definition of waahi tapu. Other archaeological sites include those of colonial origin such as military redoubts, stockades, brewery, flourmills etc.

The primary source of the location and descriptions of the sites in the District Plan was from the New Zealand Archaeological Association (NZAA) national register.

The District Plan definition of archaeological sites is consistent with that of the Historic Places Act being places associated with human activity that occurred before 1900.

From time to time 'new' archaeological sites are discovered. This is often associated with oil exploration where usually, as a matter of course, an archaeological assessment of an area is undertaken ahead of development occurring. These discoveries are often features (e.g. rua, midden etc) related to early Māori settlement associated with a nearby pā or kainga.

It is important that these 'new' archaeological sites are formally identified within the District Plan where they are not otherwise lost by the development taking place.

Objective 25 Ensure the recording in the District Plan of all sites considered to be of archaeological value including sites of significance to tangata whenua.

Once a site is identified and recorded in the District Plan it is protected and resource consent is required for activities that may occur on, or within the vicinity of, waahi tapu and archaeological sites. Therefore the emphasis is on the accurate identification and prompt recording of a site in the District Plan.

The Council is currently undertaking a review of waahi tapu sites in the District Plan. The aim of the review is to verify the location of all sites currently listed in the District Plan and also their extents. Much of the verification will be done by field inspection with locational data being recorded using geographic positioning system (GPS) technology. It is anticipated that in carrying out the review that additional sites and their extents will also be identified. Any new sites will be considered for inclusion in the District Plan.



*Archaeologists at work
on the Oropūiri site at Bell Block*

The identification of the extent of waahi tapu sites is important. While the primary focus is on the obvious physical evidence above the ground (e.g. the earthworks forming a pā site) a typical site can include other hidden (subsurface) features of occupation over the adjacent area such as ditches, rua and midden.

The identification of all of the features of a given waahi tapu site is not only important for archaeological reasons, but it is also important to mana whenua. All of the features together provide the overall archaeological context of a site; moreover, from a cultural perspective, their recognition and preservation helps to maintain the mana and wairua of a site.

The accurate identification and extent of archaeological sites is important to ensure that the risk of development impacting on sites is minimised. Areas of potential archaeological sensitivity should be identified and used to inform and guide development in these areas. Planning requirements regarding the identification of archaeological sites should be comprehensive to include provision for archaeological assessments to be carried out prior to development that may affect unrecorded sites.

Objective 26 Ensure the accurate recording of location and extent of all features of archaeological and waahi tapu sites in advance of development taking place.

Given the review that the Council is currently undertaking to more accurately record the location and extent of archaeological sites it may be helpful to share the enhanced data with other public agencies engaged in maintaining or using similar registers. Such agencies include the New Zealand Archaeological Association (NZAA) and Historic Places Trust.

Objective 27 Share data with other public agencies maintaining or using archaeological sites registers.

Raising awareness of archaeological and waahi tapu sites will help with their recognition and protection. Providing information to the public on these sites is important to raise their awareness. There are many opportunities to inform the public of these sites to enable them to understand a sites history as well as planning and regulatory requirements regarding sites.

Objective 28 Ensure the public, landowners and developers are informed on the importance of archaeological and waahi tapu sites.

The protection of waahi tapu sites is always a priority for tangata whenua. However there is a balancing act that needs to occur when any development is proposed which is in close proximity to waahi tapu and/or archaeological sites. The use of iwi/hapū monitors to oversee any excavations being undertaken during resource consent activities is significant to the planning and development process and to identifying and protecting taonga tuku iho. Tangata whenua would like support and training for their monitors to assist them to better understand relevant legislation and processes.

Objective 29 Ensure that iwi/hapū monitors are supported and trained appropriately to assist resource consent activities.

Puke Ariki heritage collections

Puke Ariki is the heritage and information portal for Taranaki, providing access to a wide range of learning and cultural services. It is an integrated museum, library and visitor information centre that aims to support lifelong learning and recreation. Puke Ariki cares for and promotes a heritage collection of national and international significance that is used in a wide variety of ways by diverse communities.

There are four curated collections (Taonga Māori, Social History, Archives and Pictorial) that make up the Puke Ariki heritage collection. Puke Ariki actively practices kaitiakitanga of the collections with the iwi and hapū of Taranaki whānui and the wider Taranaki community. Access to the Puke Ariki collections is seen as a key responsibility in the work that Puke Ariki does but not all of the collection is readily available and accessible, for example the majority of the Pictorial Collection is not accessible to the community due to items not being catalogued or only partly catalogued and digitised onto the heritage collection database.

Objective 30 Improve the accessibility of the Puke Ariki collections for the public to view and appreciate.

To enable access to items in storage is important to raise awareness and appreciation of their existence. Identifying ways to improve access to items in storage will help make these collections more accessible.



Exhibition at Puke Ariki



Daguerreotype/ambrotype collection, Puke Ariki

Developing relationships with external heritage providers to identify and implement opportunities for sharing items and utilisation of offsite space for storage and display of items will improve the accessibility to items in collections. Puke Ariki will continue to be the hub for the heritage collections and collect, catalogue and digitise heritage items but external heritage agencies are encouraged to display some items. Puke Ariki staff would support other regional heritage facilities providing advice and guidance on the care and display of items in offsite locations.

Objective 31 Promote Puke Ariki as a repository for the collection of Taranaki heritage items.

Holders of heritage items are encouraged to offer their items to Puke Ariki for consideration to be added and catalogued as part of the Puke Ariki collections in the knowledge that items will be safely cared for.

Taonga held in private collections

There are taonga and heritage items held in private collections throughout the district. Some of these taonga such as carvings have been discovered by landowners or developers during excavation work in swamps and date back to the time when hapū/iwi buried their taonga to keep them safe and away from other iwi. Other taonga such as stone, bone and greenstone objects have been found amongst sand dunes as coastal erosion has taken place. The holders of these taonga have stories to share about their role in the care and maintenance of these heritage items. There is also a great desire by tangata whenua to reconnect to these taonga and to encourage the holders of these taonga to share the story if not the taonga itself.

Objective 32 Facilitate appropriate opportunities for individuals in the district to have dialogue with tangata whenua about the taonga tuku iho in their possession.

Heritage trails

The district has three heritage trails which are an interactive way to inform the public of heritage by linking the heritage through storytelling and location visiting. There are also tours and heritage walks.



New Plymouth City heritage trail signs

Objective 33 Promote heritage trails in the district to raise awareness and appreciation of the district's heritage.

Identifying the locations and relationships of existing heritage items will help determine opportunities for new heritage trails.

It is important that tangata whenua stories are included so their interpretation and perspectives can be shared with the wider community.

Maintaining the upkeep of heritage trails is important to ensure they are attractive to use. Provision is to be made for the upkeep of all existing and new trails once they are established.

Interpretation on heritage trails is the key component for informing the public about the heritage of the location. Interpretation on current trails is through signage but there are other interpretation options to consider. Ensuring interpretation is interactive and user friendly will promote heritage awareness and appreciation of heritage trails.

Heritage awards

Recognising and celebrating significant achievements in heritage can promote ownership and raise awareness of heritage protection, preservation and conservation. The District Plan identifies community awards as incentives for the protection and/or enhancement of heritage buildings, items and heritage character areas.

Objective 34 Ensure that significant heritage achievements across all heritage activities are awarded.

Other heritage considerations



Raising awareness of heritage

New Plymouth District has many built, natural and cultural heritage resources some of which are not well known to the community or visitors. It is important to raise awareness of the district's heritage resources to increase the public's recognition and understanding of heritage in the district. Raising awareness can lead to improved levels of protection, preservation and conservation of heritage.

There are many options to raise awareness of heritage.

Objective 35 Make heritage information publicly available through a variety of sources to ensure the public are informed of the district's heritage.

Identifying any improvements or new ways to inform the public will help raise awareness of heritage.

Engaging with the community is another way to raise awareness of heritage. Identifying new engagement opportunities will help ensure the public are informed of the district's heritage.

Accessibility

Heritage should be accessible, in some form or another, to the public to visit, view and appreciate.

Objective 36 Identify opportunities to enable improved access to help to ensure the public have the ability to access heritage.

Interpretation

Objective 37 Ensure heritage that is accessible to the public is represented and interpreted effectively.

A complete picture of the heritage resource should be provided which links the resource with its heritage story including its local and regional historical context.

Identifying opportunities to improve interpretation at sites with little or no information will ensure that these sites have sufficient interpretation.



Waitangi Day celebrations

There are numerous new technological opportunities that maybe utilised to interpret and represent heritage. It is important to provide varied and new ways to tell the heritage story of a resource to increase interest in heritage especially in the younger generation. Identifying opportunities to use new and innovative methods for heritage interpretation will help raise interest and recognition of heritage.

Valuing and celebrating heritage

Heritage is a significant part of the district's identity and as such it should be kept alive and remembered from one generation to the next. Valuing and celebrating heritage is an important way of keeping heritage alive and it also provides opportunities to tell stories, share and understand different cultures and perspectives on heritage.

Valuing and celebrating heritage can promote interest and appreciation of heritage as well as raising awareness of heritage in the district and providing a sense of place.

Objective 38 Identify opportunities to value and celebrate the district's heritage.

Events can be used to raise awareness and celebrate the district's heritage. It is important to provide a variety of heritage events to raise awareness and celebrate the many aspects of the district's heritage.

Tangata whenua have noted that a significant part of how heritage is valued is how a district celebrates who it is and it's past. Celebrations of history and identity provide an opportunity for tangata whenua to tell their stories which give the wider community the ability to understand their perspectives and together to form a shared district identity.

Current events include the Waitangi Day celebrations and the TSB Bank Festival of Lights. Puke Ariki and the Govett-Brewster Art Gallery hold events that improve people's knowledge of heritage and the Council also provides guided walks in the district that include information on heritage and history of the area.

Objective 39 Identify opportunities for new heritage events to help raise awareness and celebrate heritage in the district.

Action plan

The Council will identify and invite relevant key stakeholders to work together to achieve the actions listed in this action plan.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Identification	New heritage buildings and items	1. Buildings and items that are unique or valued and have a story that makes them significant to the district should be identified as new heritage regardless of their age.	1.1 Assess buildings and items considered by the community to be 'new heritage' against District Plan heritage criteria. Where criteria is met include building or item in District Plan.	Existing	Environmental Strategy and Policy (ESP)	Case by case but with comprehensive review when District Plan is reviewed in 2014/15.
		2. Maintain community awareness about heritage and ensure tangata whenua involvement and regular communication with heritage stakeholders to help highlight any projects, buildings or items that have the potential to be new heritage.	2.1 Invite/encourage communication from heritage stakeholders to identify any projects, buildings or items to be assessed for new heritage status.	Existing	ESP, Communications Team	Work with Communications Team to develop/enable communication opportunities.
Identification Protection Maintenance	Buildings and items	3. Heritage buildings and items should be appropriately identified, categorised and protected with regard to their significance and importance.	3.1 Review District Plan provisions for heritage buildings and items to help ensure each building and item is appropriately identified, categorised and protected. The review will include: <ul style="list-style-type: none"> an assessment of the types of buildings and items that can be classified as heritage, including assessment of war 	Existing	ESP	Review as part of ongoing 'rolling review' of the current District Plan.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			<p>memorials (cenotaphs, memorial gates and memorial buildings), buildings and structures associated with the agricultural industry and oil industry;</p> <ul style="list-style-type: none"> • the level of protection applied to buildings and items; and • how buildings and items are categorised including an option to reduce the number of categories to two; one category with buildings and items of national significance and the other category with buildings and items of district/ regional significance. 			
			3.2 Apply outcome of the review of District Plan provisions for heritage buildings and items to carry out a stocktake on the current buildings and items listed in the District Plan to ensure they have the appropriate level of protection.	Existing	ESP	Review as part of ongoing 'rolling review' of the current District Plan.
			3.3 Review NZHPT register and other relevant heritage registers for outstanding buildings and items not currently listed in the District Plan and assess any outstanding buildings and items for possible inclusion in the	Existing	ESP	Review as part of ongoing 'rolling review' of the current District Plan.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			District Plan. Specific buildings to be assessed for listing in the District Plan include: <ul style="list-style-type: none"> • St Paul's Church, Urenui. • Boer War Memorial, Marsland Hill Reserve, New Plymouth. • Taranaki Education Board Offices, 16 Lemon Street, New Plymouth. • Henry Kings Cottage, Hydro Road, Mangorei. • Burgess House, New Plymouth. • Hirst Family House and Hirst Family Hen and Chickens Historic Area, Willowfield, 37 Pendarves Street and 84-102 Cameron Street, New Plymouth. 			
			3.4 Develop an inventory of marae buildings in the district in consultation with tangata whenua.	New	Iwi Relationships, ESP, Tangata Whenua	As and when resources permit.
		4. Ensure information is informative and accessible by the community to help raise awareness of the heritage status of buildings and items and help promote heritage appreciation and protection.	4.1 Review of current information that is available to the public on heritage buildings and items and the accessibility of information including the appropriate use of different types of communication tools will help raise awareness.	Existing	ESP, Communications Team	Review as part of ongoing 'rolling review' of the current District Plan.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			4.2 Maintain the inventory of heritage buildings and items not listed in the District Plan and make up-to-date inventory available to the public.	Existing	ESP	Ongoing maintenance and updating of current inventories.
		5. Promote non-regulated protection of heritage through the provision of incentives.	5.1 Review the availability and uptake of incentives that are currently offered and how their accessibility can be improved to help promote non-regulated protection of heritage.	Existing	ESP	Review as part of ongoing 'rolling review' of the current District Plan.
			5.2 Undertake regular reviews of the heritage protection fund to ensure the fund remains up to date and is appropriate to current heritage needs. Reviews will include assessments of the scope, criteria and eligibility of the fund to ensure it applies to all types of heritage protection (include funding provisions for earthquake strengthening). Review to also include the possibility of incorporating a taonga tuku iho approach in the criteria and eligibility of the fund, this will be progressed through working together with tangata whenua.	Existing	Consents, ESP, Tangata Whenua	Three yearly review.
			5.3 Investigate opportunities to develop a separate fund for protection of Māori heritage.	New	ESP, Consents, Tangata Whenua	Review in line with review of heritage protection fund.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Maintenance	Earthquake strengthening of buildings	6. Ensure the public are informed on earthquake strengthening requirements and upgrading methods.	6.1 Develop public information on earthquake strengthening requirements and upgrading methods to assist building owners to understand what is required. Make this information available to public and heritage building owners.	Existing	Regulatory Services, Consents, ESP	Ongoing as part of the implementation of the earthquake-prone buildings policy.
Identification	Items and associated landscapes	7. Consider items and associated landscapes together as often both are essential to appreciate the overall heritage value of the item.	7.1 Develop identification and assessment process with criteria to assess the significance of the relationship between a heritage item and an associated landscape to help preserve the complete story of the heritage item. Criteria to include items where the setting contributes significantly to the heritage value of the item. This will be progressed through working together with key stakeholders to develop the process and then determine suitable items and landscapes to consider. Areas currently identified to be assessed include: <ul style="list-style-type: none"> • Taranaki Cathedral. • Paritūtū Trig beacon areas and access. • Main breakwater at the port (relating to the foundation stone laid by Frederick Carrington in 1881). 	New	ESP, Parks, Tangata Whenua	Refer for consideration in next review of the District Plan. Refer for consideration in reserve management plans.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Identification Maintenance	Cemeteries	8. Recognise the heritage significance of all cemeteries, burials grounds and urupā in the district.	8.1 Develop inventory of all cemeteries, burial grounds and urupā and classify their heritage significance.	New	ESP, Parks, Iwi Relationships, Puke Ariki	As an outsourced project as and when resources permit.
		9. Identify and record heritage items within cemeteries to fully understand the heritage context of a cemetery.	9.1 Develop inventory of heritage graves, monuments and memorials in cemeteries.	New	Parks, ESP, Puke Ariki,	As an outsourced project as and when resources permit.
		10. Ensure the ongoing care and maintenance of Council-owned cemeteries.	10.1 Ensure the Cemeteries Management Plan and the Parks Asset Management Plan provide for the ongoing care and maintenance of Council-owned cemeteries.	Existing	Parks	Ongoing (existing activity).
		11. Promote the care and maintenance of privately owned burial grounds.	11.1 Develop and implement an assistance programme that provides knowledge and expertise to owners of private burial grounds on care and maintenance.	New	Parks	Integrate into ongoing work programmes and develop appropriate communications process to raise awareness of this role.
		12. Encourage the community to become involved in cemetery care and maintenance.	12.1 Provide opportunities for volunteer groups to participate in cemetery care and maintenance.	New	Parks	Integrate into ongoing work programmes and other existing Parks volunteer contacts and programmes.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Maintenance Valued	Art in public places	13. Locate public art in areas to achieve maximum public benefit.	13.1 Review and identify location of current art work in public places to enable a strategic view to be taken on future placement of art works. Review opportunities to locate art work in high public use areas to enable maximum public benefit from the investment made in public art. Areas to consider for future placement include the following: <ul style="list-style-type: none"> • Central Business District (CBD). • Public walkways that connect the CBD. • Major commuter routes in and out of the CBD. • Foyers of public/civic buildings. • Taranaki Cathedral. 	Existing	Parks, Infrastructure Group (IG)	Work with Art in Public Places Trust to progress this action.
Identification Protection	Halls	14. Identify the heritage significance of halls.	14.1 Undertake a review of halls to identify their heritage significance to ensure that these community meeting places have the appropriate heritage status and protection. Some specific halls to assess include; rural halls, Ryder Hall which has been highlighted for its architecture, and Peace Hall on Vivian Street.	Existing	ESP, Parks	Refer for consideration in next review of the District Plan.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Identification Protection	Viewshafts	15. Identify other viewshafts in the district considered by the community to be worthy of protection.	<p>15.1 Undertake a review to identify new viewshafts throughout the district which have significant views including both urban and rural landscapes to ensure that the visual amenity of these views is recognised and preserved. Some specific views to consider include:</p> <ul style="list-style-type: none"> • Views to Mount Taranaki including the view to the mountain across the racecourse from Rogan Street. • Views from the coast to Mount Taranaki including the view from the Waiwhakaiho River/ Te Rewa Rewa bridge to the mountain. • Views associated with waahi tapu sites. • Views of pā sites including views of pā sites from roads, views from pā sites, and views between pā sites. • Extending the Liardet Street viewshaft to include the vantage point to the Pukekura gates. <p>It is important to work in partnership with key heritage stakeholders to ensure that the identification of new viewshafts</p>	Existing	ESP, Tangata Whenua	Refer for consideration in next review of the District Plan.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			is an inclusive process and that important public views are recognised and preserved.			
Protection Maintenance Identification	Heritage character areas	16. Maintain the character of heritage character areas by ensuring they have the appropriate level of protection.	16.1 Review the protection status of heritage character areas including options to limit development in these areas to ensure they have the appropriate level of protection.	Existing	ESP	Refer for consideration in next review of the District Plan.
		17. Encourage voluntary preservation of heritage character areas.	17.1 Review the current non-regulatory protection methods and identify other opportunities to promote a non-regulatory approach to protect these areas. Options to consider in the review include: <ul style="list-style-type: none"> • Information and education to owners/developers on the importance of these areas • Use of the heritage protection fund • Grant schemes. • Rates relief. • Design advice and guidelines for developers. • Heritage awards and other opportunities for public recognition of heritage protection. 	Existing	ESP	Refer for consideration in next review of the District Plan.

Built heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
		18. Identify other areas with special heritage character.	18.1 Undertake a district-wide heritage character assessment to assess existing and potential new heritage character areas. Areas to assess include: <ul style="list-style-type: none"> • Areas associated with the earliest establishment of European settlement and industry, e.g. Ngāmotu/ Moturoa. • Land wars sites including battlegrounds. • Marae and the potential for marae precincts. • Papakāinga. 	Existing	ESP	Refer for consideration in next review of the District Plan.

Natural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Conservation	Biodiversity	19. The Council to work with the other signatories of the Taranaki Inc Biodiversity Forum Accord in the best interests of halting the decline, and where practical, enhancing the biodiversity of the District.	19,1 Implement goals and actions from the Accord.	New	ESP	Delivered through the appropriate methods as and when determined.
Identification Conservation Protection	Trees	20. Identify and protect those trees that are nationally rare or district or regionally distinctive and those trees that provide links to the district's heritage.	20.1 Continue to assess against District Plan criteria on an 'as requested' basis any potential notable trees not currently listed in the District Plan to ensure that trees that qualify as 'notable' are identified and protected.	Existing	ESP, Parks (District Arborist)	Ongoing within existing work.
Conservation Protection Maintenance	Significant Natural Areas (SNAs)	21. Ensure that incentives are appropriate to encourage non-regulatory protection and enhancement of SNAs.	21.1 Keep under review the current incentives and assistance provided to landowners and the identification and implementation of other appropriate methods to benefit the ongoing protection of SNAs.	Existing	ESP	SNA Incentives were last reviewed in 2011; ongoing within the Significant Natural Areas Liaison work programme.

Natural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
		22. Ensure landowners are provided with information on the importance and management/ protection options of SNAs.	22.1 Undertake a review of the current information available to SNA landowners to ensure they are fully informed on SNA management and the assistance/incentives available.	Existing	ESP	Ongoing within the Significant Natural Areas Liaison work programme.
Conservation Protection	Recreational use of natural areas	23. Consider the ecological and cultural values of sites when evaluating for recreational uses.	23.1 For Council owned land: <ul style="list-style-type: none"> • Develop and implement a process where an assessment of the availability and suitability of existing developed space is to be undertaken prior to new development of recreational space on undisturbed natural areas. • Develop and implement a process where any new development is to be accompanied by an Environmental Impact Assessment to ensure the impacts on the natural area are fully understood and also the development of conservation plans to ensure the retention, maintenance and enhancement of the heritage values of natural areas. 	New	Parks	Integrate into ongoing work processes.

Natural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Identification Conservation Protection Maintenance	Waterways	24. Recognise the natural heritage value of waterways.	24.1 Carry out an analysis on the district's waterways to identify those with significant heritage values to determine what waterways required protection. Priority waterways to assess include the Waitara River and Waiwhakaiho River. This will be progressed by working collaboratively with the Taranaki Regional Council who are developing inventories of heritage items or structures on waterways.	New	ESP, Water and Wastes, Parks, Tangata Whenua	Refer for consideration in next review of the District Plan.
			24.2 Consider adoption of NZS 4404:2010 Land Development and Subdivision Infrastructure which includes guidelines to promote low impact design and engineering close to waterways. Matters to consider in the review include: <ul style="list-style-type: none"> • Adequate silt control measures. • Suitable riparian planting and fencing. • Timing of works. 	New	IG, ESP	Review of NZS 4404:2011 pending.

Cultural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Identification Protection Maintenance	Archaeological and waahi tapu sites	25. Ensure the recording in the District Plan of all sites considered to be of archaeological value including sites of significance to tangata whenua.	25.1 Ensure as far as is practically possible, the recording in the District Plan of all archaeological and waahi tapu sites.	Existing	ESP	Ongoing within existing work programme.
		26. Ensure the accurate recording of the location and extent of all features of archaeological sites and waahi tapu in advance of development taking place.	26.1 Completion of the review of archaeological and waahi tapu sites currently being undertaken by the Council.	Existing	ESP	For completion 2013/14.
		27. Share data with other public agencies maintaining or using archaeological sites registers.	27.1 Share data with other public agencies such as the NZAA and NZ Historic Places Trust.	Existing	ESP	Ongoing within existing work programme.
		28. Ensure the public, landowners and developers are informed on the importance of archaeological and waahi tapu sites.	28.1 Continue to look for opportunities to provide information to the public/ landowner/developer to help raise awareness and understanding of archaeological and waahi tapu sites. Things to consider include:	Existing	ESP	Ongoing within existing work programme.

Cultural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			<ul style="list-style-type: none"> • General and site specific information available online • Advice notes on resource consents involving earthworks to applicant prior to resource consent application. • Seminars for public and/ or developers on planning/ regulatory requirements. 			
		29. Ensure that iwi/hapū monitors are supported and trained appropriately to assist resource consent activities.	29.1 Support existing training initiatives for iwi/hapū monitors and where appropriate identify new training opportunities.	Existing	Iwi Relationships	Ongoing within existing work programme.
Maintenance Interpretation	Puke Ariki heritage collections	30. Improve the accessibility of the Puke Ariki collections for the public to view and appreciate.	30.1 Identify ways to improve access to items in storage to help make these collections more accessible. Things to consider include: <ul style="list-style-type: none"> • Increasing public access to online information including digitised photographs. • Continuing to curate temporary exhibitions which use items in storage. • Artefact of the week/month displays both virtual and in various locations in Puke Ariki, including north wing 	Existing	Puke Ariki	Ongoing within existing work programme.

Cultural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			foyer and the library south wing. <ul style="list-style-type: none"> • Open days for public/interest groups to view, discuss and debate collections. • Taking items on tour into the community, e.g. community organisations, resthomes, schools. 			
			30.2 Maintain relationships with external heritage institutions and identify opportunities for sharing display items.	Existing	Puke Ariki	Ongoing within existing work programme.
		31. Promote Puke Ariki as a repository for the collection of Taranaki heritage items.	31.1 Undertake a review of current and new opportunities to inform the public on the role of Puke Ariki to collect heritage items to ensure that the public consider gifting their heritage items to Puke Ariki. Things to consider include: <ul style="list-style-type: none"> • Informing the public on the collection process where every item that is offered to Puke Ariki is carefully considered against the criteria in the Heritage Collection Plan to ensure it is an appropriate addition to the collection. For example, items that have no 	Existing	Puke Ariki, Communications Team	Ongoing within existing work programme.

Cultural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			<p>connection to Taranaki or duplicate what is already held will not be accepted.</p> <ul style="list-style-type: none"> • Raising awareness that even relatively modern items can be valuable to the collection. • Raising awareness of the importance of genealogy and the fact that copies of even the briefest family records relating to Taranaki are important to add to the Puke Ariki collection. 			
Maintenance Interpretation	Taonga held in private collections	32. Facilitate appropriate opportunities for individuals in the district to have dialogue with tangata whenua about the taonga tuku iho in their possession.	32.1 Develop a communication process for individuals and tangata whenua to have dialogue about taonga tuku iho in their possession.	New	Iwi Relationships, Communications Team, Puke Ariki	Work with Communications Team to develop/enable communication opportunities.
Maintenance Interpretation	Heritage trails	33. Promote heritage trails in the district to raise awareness and appreciation of the district's heritage.	33.1 Identify the locations and relationships of existing heritage items to help determine opportunities for new heritage trails. This will be progressed through working together with tangata whenua and key stakeholders to identify suitable new trails.			

Cultural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			<p>Options to consider for trails include:</p> <ul style="list-style-type: none"> • Clifton area to include; Brick works (Urenui), Flour mill (Urenui), old abattoir (Urenui), closed schools, old and abandoned dairy factories. • Taranaki wars. • Central New Plymouth walkways. • Walkways along waterways including Te Henui and Huatoki. • Taranaki Cathedral and grounds. • Links with current guided walks including the summer scene guided walks, the Stones Walk, and the European settlement walk done by Puke Ariki volunteers. • Ōkato area (relating to action OKA4 of Coastal Strategy). • Tongaporutu area (relating to action TA6 of Coastal Strategy). 	New	Parks, Tangata Whenua	<p>Trails and signage as and when resources permit.</p> <p>Consider for addition to the Guided Walks programme.</p>

Cultural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			33.2 Provision is to be made for the upkeep of all existing and new trails once they are established.	Existing	Parks	Ensure delivery through Parks Asset Management Plan.
			33.3 Undertake a review of interpretation options for heritage trails to ensure interpretation is interactive and user friendly to promote heritage awareness and appreciation of heritage trails. Things to consider include: <ul style="list-style-type: none"> • Having a template design to be used for all heritage trail signage including photos and information. • Creating technology solutions including smart phone applications that access historic heritage photos and information on features along the trail. 	New	Parks, Communication, Puke Ariki	As and when resources permit.
Valued Maintenance	Heritage awards	34. Ensure that significant heritage achievements across all heritage activities are awarded.	34.1 Review the District Plan awards scheme to possibly expand it to cover all heritage activities to help to acknowledge heritage achievements. The review will include the development of a full award assessment process	Existing	ESP	Refer for consideration in next review of the District Plan.

Cultural heritage						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			including award criteria if not already established. This will be progressed through working with key stakeholders.			

Other heritage considerations						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
Maintenance Interpretation Valued	Raising awareness of heritage	35. Make heritage information publicly available through a variety of sources to ensure the public are informed of the district's heritage.	35.1 Undertake a review of the ways in which heritage information is provided to the public to identify any improvements or new ways to inform the public will help raise awareness of heritage. Things to consider include: <ul style="list-style-type: none"> Heritage section on the Council website. This could have links to all Council and external heritage information. Addition of a heritage layer on the GIS based regional explorer database. 	Existing	Communications, Puke Ariki	As and when resources permit.
			35.2 Identify new engagement opportunities to help ensure the public are informed of the district's heritage. Specific opportunities to consider include: <ul style="list-style-type: none"> A heritage bus - a travelling exhibition space visiting schools and community groups and touring heritage locations Creating a heritage story bulletin by engaging with the community where they can tell their story and submit their thoughts, ideas and comments on heritage. 	New	Puke Ariki	As and when resources permit.

Other heritage considerations						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			<ul style="list-style-type: none"> Involving and empowering heritage groups to engage with the community, with one option to progress bus tours on local and regional heritage. Use of social media. 			
Maintenance	Accessibility	36. Identify opportunities to enable improved access to help ensure the public have the ability to access heritage.	36.1 Undertake a review of the current accessibility of Council-owned heritage to identify opportunities to enable improved access to help ensure the public have the ability to access heritage. Specific things to consider include access to: <ul style="list-style-type: none"> Civic buildings. Halls. Council held heritage records/documents/databases, with options to digitise records and make them accessible online similar to the online cemeteries database. The use of new technologies including virtual tours for less accessible sites. 	Existing	Property, Puke Ariki, Govett-Brewster Art Gallery, Parks	Ongoing within existing work programme.
Interpretation	Interpretation	37. Ensure heritage that is accessible to the public is represented and interpreted effectively.	37.1 Identify opportunities to use new and innovative methods for heritage interpretation to help raise interest and recognition of heritage. Specific things to consider include:	New	Puke Ariki, Parks, Communications	Ongoing with existing work programmes and as and when resources permit.

Other heritage considerations						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			<ul style="list-style-type: none"> • Smart phone applications including geo-tagging of heritage sites with information delivered to phones. • Use of interpretation that embraces sight, sound and different visuals. • Interactive displays. • Wireless internet at sites with pod casts that can be downloaded. 			
Valued Maintenance	Valuing and celebrating heritage	38. Identify opportunities to value and celebrate the district's heritage.	38.1 Identify opportunities to celebrate the district's heritage to help raise the profile of heritage in the district. This will be progressed in partnership with key stakeholders to identify suitable opportunities to celebrate heritage. Specific heritage to consider include: <ul style="list-style-type: none"> • Land war history. • The achievements of dairy farmer William Huke and the legacy enjoyed from the first Jersey cow "Jenny". • Industry and engineering, including the dairy and petrochemical industries. • Mountain and outdoor culture. • Taranaki anniversary day and the day the first settlers landed. 	New	Puke Ariki, Events, Tangata Whenua	Refer for consideration in future work programme.

Other heritage considerations						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			<ul style="list-style-type: none"> The 1848 return of many Māori/iwi from Waikanae. Traditional stories. 			
		39. Identify opportunities for new heritage events to help raise awareness and celebrate heritage in the district.	<p>39.1 Identify opportunities for new heritage events to help raise awareness and celebrate heritage in the district. This will be progressed through working together with key stakeholders to identify new events and to ensure a coordinated approach is taken to delivering events. Options to consider include:</p> <ul style="list-style-type: none"> A Taranaki week- a week of events to celebrate the stories, histories and cultures of Taranaki. Demonstrations of early life in New Plymouth. Annual celebrations commemorating the arrival of the New Plymouth Company ships. Public seminars and open days demonstrating the importance of conserving and protecting heritage for future generations, e.g. world heritage day. Having a heritage presence and information at existing events. 	New	Puke Ariki, Parks, Events, Tangata Whenua	Refer for consideration in future event planning.

Other heritage considerations						
Goal	Activity	Objective	Required action	New action or within existing work	Responsibility (lead, supporting)	How
			<ul style="list-style-type: none"> • Guided public open days on archaeological field projects. • Annual Te Kohia Pā commemoration. • Milestone celebrations of the Brookland Band Rotunda. • Guides for significant heritage locations, including the Taranaki Cathedral, who could provide historical information to visitors and interest groups. • Integration with existing programmes in schools that promote natural heritage to ensure all aspects of heritage are covered. 			

Monitoring and evaluation

This strategy will be implemented through various methods including Council planning tools (plans, policies and other documents), raising awareness and education through the provision of information and other initiatives, and working with key stakeholders to ensure a coordinated and collaborative approach is taken to heritage management in the district. Many of the actions identified in the strategy have resource and budget implications and will need to be considered during an annual plan or long-term planning process.

It is intended that the action plan will be monitored on a yearly basis to obtain comments on the implementation of each action.