

REPORT

Scoping of the Proactive
Development of the Taranaki
Pioneer Village

Prepared for
Stratford District Council

Prepared by
Watts Projections
Limited
January 2006



**WATTS
PROJECTIONS**

Projecting energy reliance into the future...

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1 BACKGROUND

A report dated May 2005 by Geoff Burns, commissioned by the Stratford District Council indicates that the Taranaki Pioneer Village has the potential to be a more engaging visitor attraction in the district in the same way that Shantytown has on the West Coast, provided there was proactive development.

The overwhelming conclusion that the Taranaki Pioneer Village Management Committee came to, from this report and the desire for the Village to survive into the future, is that the Village be handed over to the Community as a going concern, having been provided the opportunity initiated by the Stratford District Council through the commissioning of this report.

The Taranaki Pioneer Village Society Inc. has achieved all its objectives and goals that were set 30 years ago and the Village is indeed something to be proud of for the district. This has occurred through immense time and effort by members of the community and now it is timely to provide this community asset back to the community to take it to the next stage in its life cycle. The village now has the potential to become an internationally acknowledged open-air heritage museum.

In order to realise this potential the Management Committee recognise that the current “volunteer” model is not appropriate and that a more appropriate model is that of Local Government management and operation, with help and input from community volunteers “Friends of the Village”. Therefore, to realise the handing over of the Village to the community it was proposed that the Stratford District Council take over the running of the Village including the management and operations. The Council has an infrastructure that can include the Village in its operations, promotions, presentations and themes. It is timely that the Council are also considering its identity and the Pioneer Village fits well into the heritage component of “Stratford– In the heart of Taranaki” branding.

The Stratford District Council has the ability to influence a more sustainable and iconic development in line with this identity drive and in doing so will protect the district against a “product” failure as has been experienced in the South Taranaki District recently with the closure of Dairylands. It is essential that Taranaki’s valuable heritage be preserved and the Taranaki Pioneer Village Management Committee believes this next step for the Taranaki Pioneer Village will achieve just that.

Under the District Council’s management umbrella, the Village believes there should be immediate efficiencies. The assistance from existing Council resources with long term financial planning, property management, communication to the community, marketing and promotion are all part of the infrastructural support to be gained. The district is then set to gain a visitor attraction which will provide even further economic and social impact.

Accordingly, a report on the Long Term Sustainability of the Village was presented to the Stratford District Council with this recommendation. Subsequently, the Stratford District Council requested that an investigation and report be commissioned which determines what is meant by “proactive development”. Section 2 outlines the brief for this report.

The next step for the Taranaki Pioneer Village was the consultation with its members prior to public consultation by the Stratford District Council. Accordingly, the Management Committee of the Taranaki Pioneer Village had general meetings with the Taranaki Pioneer Village members to explain the suggestion and brainstorm ideas for the proactive development (refer to Section 4 of this report).

2 BRIEF

The brief was to provide a report to the Stratford District council with the following objective:

The objective of this project is to establish a long range vision for the Taranaki Pioneer Village (TPV) and planning to achieve that vision, and to compile a presentation to the SDC that will represent TPV's response to the review report compiled by Geoff Burns, inline with this vision.

To achieve this objective the following tasks were scoped out in the brief:

- Consult with and arrange for recognised persons in the museum's sector and the open air museums niche of that sector to undertake independent assessments of the Village
- Explore potential scenarios, each to demonstrate their conceptual realisation
- Estimate the capital cost of each scenario and research potential funding sources
- Present these scenarios and costs to the SDC

3 ASSESSMENTS BY RECOGNISED PERSONS IN THE TOURISM & MUSEUM'S SECTOR

Invitations were made to people who are in the tourism and museum's sectors to provide independent assessments in order to obtain a balanced view of the potential for the Taranaki Pioneer Village. These invitations were provided to the following:

1. Bruce Ellis, Chairman of Central Taranaki Tourism Network;
2. Bill MacNaught, General Manager of Puke Ariki, New Plymouth; and
3. Julia Bradshaw, Collections Manager of Shantytown, Greymouth.

Each invitation was accepted and their written assessments are provided in Appendix 1.

4 IDEAS FROM WORKSHOP WITH TPV MEMBERS

The Pioneer Village Management Board held a development workshop to bring together ideas for the future vision of the Village. Many aspects of the Village and its future were discussed, including its name, entrance, signage, approach from SH3, the reception area, cafeteria, and many ideas for interactive displays.

This workshop was attended by 10 members, therefore the ideas that came from this workshop were forwarded to all current financial members (67) and founder donors (93) for their comments and further suggestions (refer Appendix 2 for Workshop Ideas and Response Request Form). Replies were received from 48 members and founder donors, with 47 positive responses. Extracts of these responses have been provided in Appendix 3.

5 PROPOSED CAPITAL PROJECTS

5.1 Scenarios

The following projects depict scenarios of the proactive developments required for the Taranaki Pioneer Village, to attract an enhanced visitor experience.

Reception:

It is suggested that the reception area be renovated, with a more day lit foyer, self-opening sliding doors and a souvenir shop that the visitor exits through after their visit. The location for this shop was suggested to be where the Café Deborah May is currently, with the café being relocated into the LC Harrison building. The left hand corner allocated for displays.

Shop

It is suggested that a souvenir shop be added to complement the visitor experience. The existing café counter can be utilised, with stock kept in the current kitchen area. Souvenirs

that could be sold include hats, t-shirts, magnets, pens etc. (all depicting the Taranaki Pioneer Village & Stratford); and Kiwiana Stock (New Zealand tourist items).

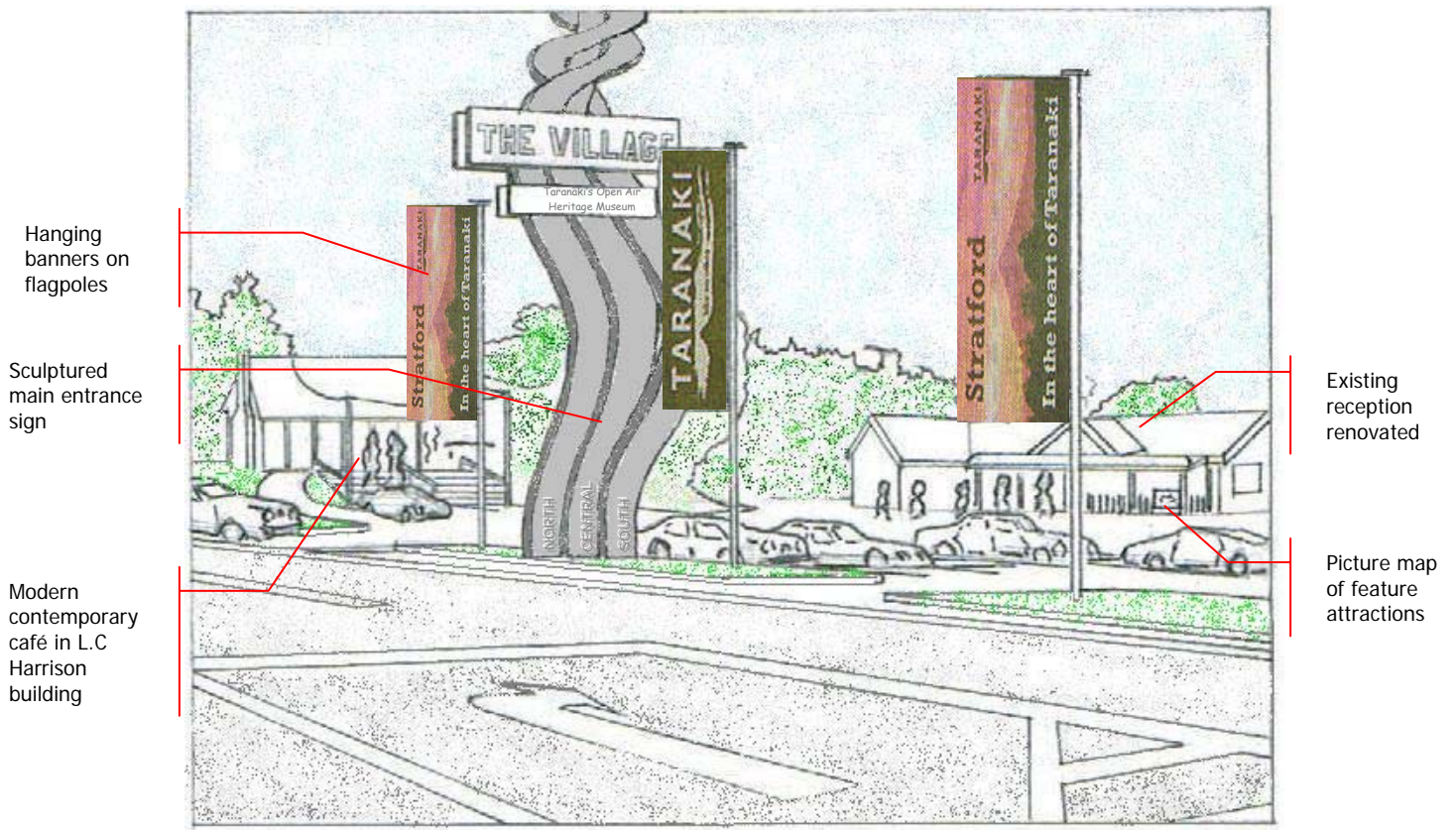
Entry to the shop could be via the new door from the ramp area, with exit only through the shop.

Artist's impressions depicting a number of the scenarios have been provided on the following pages.

The Village Road Main Entrance



Current condition



Artist's impression of development

- Signs on SH2 at 5 km intervals both north and south (approx. 6 signs in total)

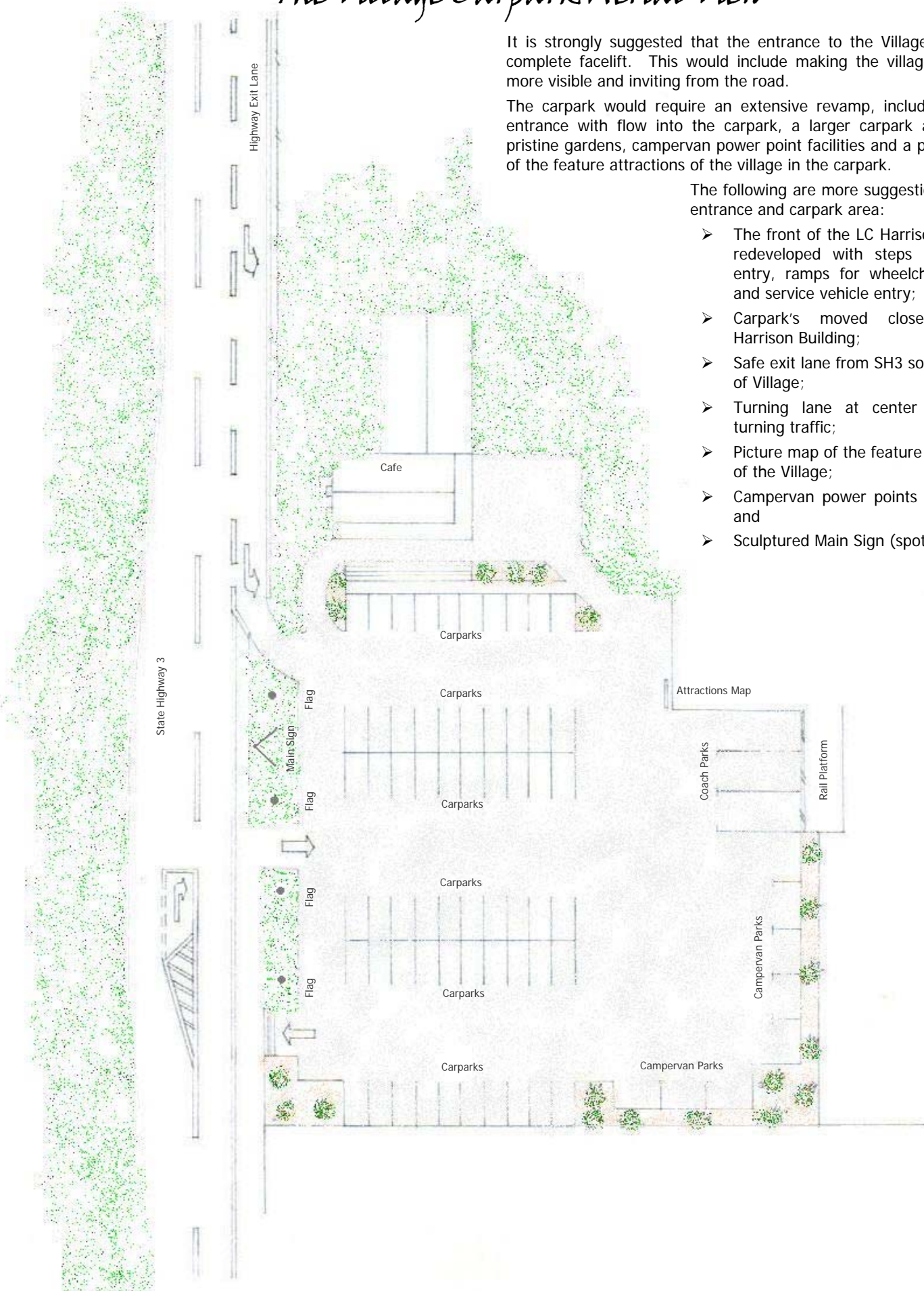
The Village Carpark Aerial View

It is strongly suggested that the entrance to the Village receive a complete facelift. This would include making the village entrance more visible and inviting from the road.

The carpark would require an extensive revamp, including a safe entrance with flow into the carpark, a larger carpark area, open pristine gardens, campervan power point facilities and a picture map of the feature attractions of the village in the carpark.

The following are more suggestions for the entrance and carpark area:

- The front of the LC Harrison Building redeveloped with steps up to the entry, ramps for wheelchair access and service vehicle entry;
- Carpark's moved closer to LC Harrison Building;
- Safe exit lane from SH3 southern end of Village;
- Turning lane at center for right-turning traffic;
- Picture map of the feature attractions of the Village;
- Campervan power points & parking; and
- Sculptured Main Sign (spot-lit)



The Village Café (in L.C Harrison Building)

The LC Harrison building would be an ideal location for the café with plenty of seating space, an open fire, and a hall in the back that could be a conferencing facility and hall for catered wedding receptions. The wedding package could then include the wedding ceremony at the Mangatoki Church with catered reception held at the rear hall of the café, entered via a path from the church. Perhaps a horse and buggy ride for weddings could also be included, particularly for bridal party arrivals and pictures.



Current condition



- Polyurethaned exposed rafters and ceiling
- Renovated fireplace
- Contemporary seating and tables

Artist's impression of development

The Village Café Frontage

The front of the LC Harrison Building will, as suggested previously, require redevelopment with steps up to the entrance, ramps for wheelchair access and service vehicle entry.



Current condition



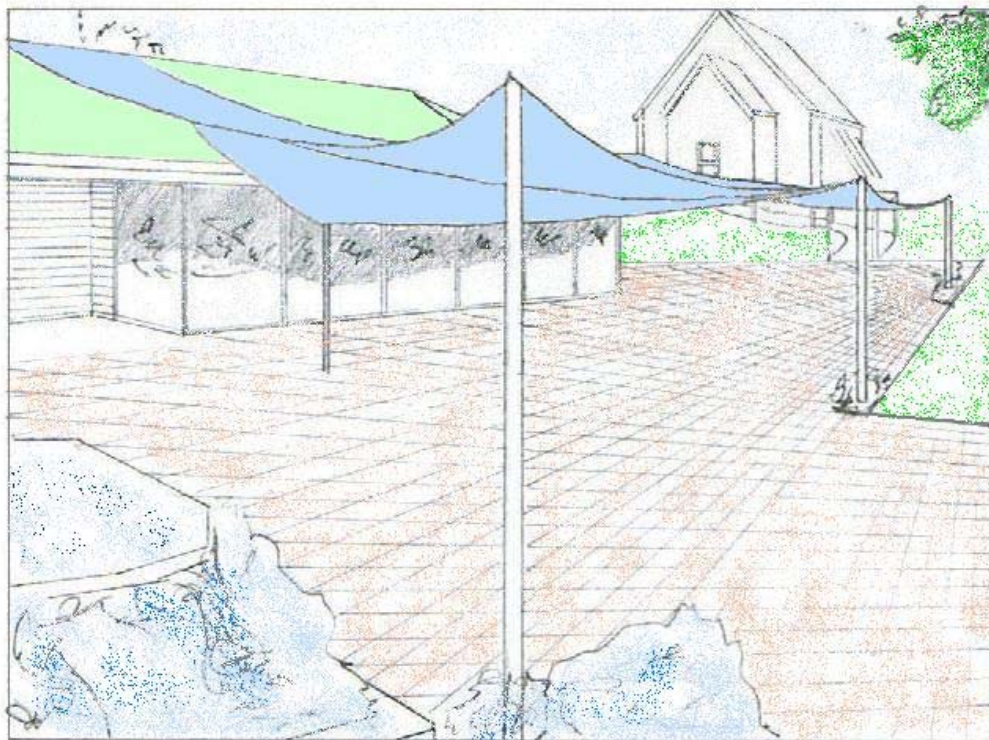
- Aluminium bi-folding doors
- Sail shades over steps from carpark
- Outdoor seating and sail shades outside

Artist impression of development

The Village Café (Side View)



Current condition



- Paved outdoor facility for barbeque area, banquet facility
- Sail shades
- Covered walkway from Mangatoki Church
- Water feature
- Path leading down to The Village reception
- Outdoor seating and tables
- Aluminium bi-fold doors opening out from conference facility
- Wedding facility

Artist impression of development

The Village Walkway Linkage

It is proposed that a walkway be constructed along the western side (mountain side) of Miranda Street, leading up Warwick Road, then along SH3 (southern end of Stratford) to link the main centre of Stratford to The Village.

The following are key points in reference to this walkway linkage:

- Seats along walkway and planting;
- Entrance into carpark so that people come through reception to have tickets (purchased at Information Centre) clipped as they enter;
- Walkway paving to match other walkways in Stratford (Stratford Identity project);
- Horse and buggy rides to be along walkway
 - Horses to have dung bags
 - Horse and buggy rides available for weddings to journey to Mangatoki Church
 - Arrival and departure at The Village carpark;
- Horse and carriage rides along walkway also
 - Rides available with horse and carriage for wedding party
 - Arrival and departure at The Village carpark;
- Pedal tricycle rides
- Hired double-decker bus rides on a separate route to show other features of Stratford (e.g. Glockenspiel)
 - Arrival and departure at The Village carpark;
- Vintage car rides on a separate route than walkway to show features of Stratford
 - Arrival and departure at The Village carpark;

The following page illustrates the path of the walkway linking Stratford's main centre to the The Village.



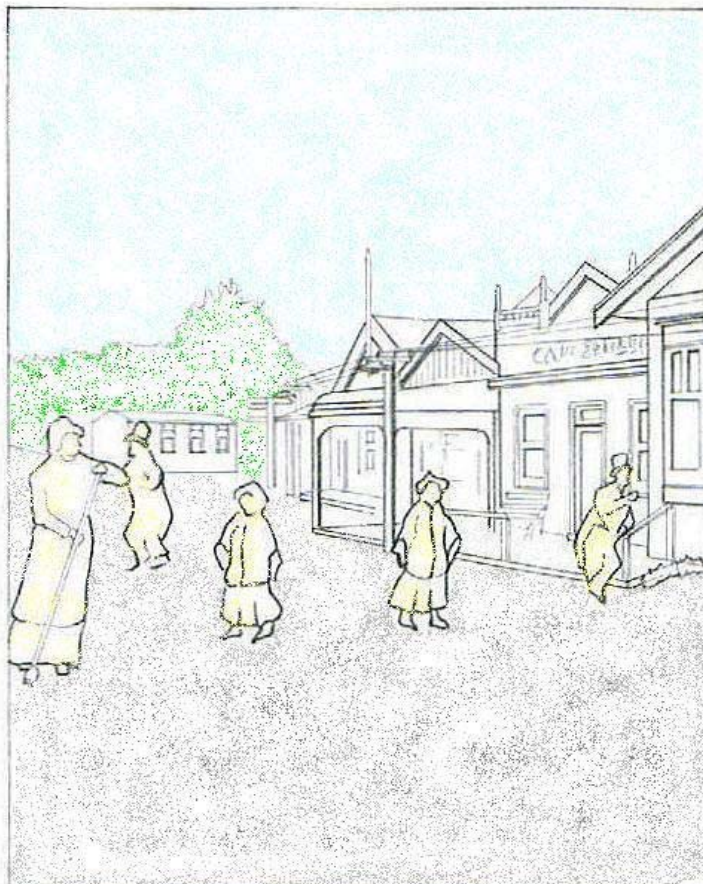
Key Stratford Locations

- 1** Stratford Primary School
- 2** Stratford Post Office
- 3** Information Centre
Library
Percy Thomson Gallery
Prospero Place
- 4** Glockenspiel
- 5** War Memorial Hall Carpark
- 6** Stratford District Council Office
- 7** Stratford RSA
- 8** King Edward Park
- 9** Centennial Restrooms
- 10** TSB Pool
- 11** Top 10 Holiday Park
- 12** Stratford Health & Fitness Centre
- 13** St Josephs School
- 14** Stratford Parents Centre
- 15** Antonio Mews Motel
- 16** Taranaki Medlab
- 17** Stratford Health Centre
- 18** Stratford Ambulance Station
- 19** Taranaki Accommodation Lodge (backpackers)
- 20** Avon Medical Centre
- 21** Avon School
- 22** Taranaki Pioneer Village Carpark

Indicates possible walkway route

Indicates possible seating locations

The Village Main Street



- Shops selling sweets
- Interactive sounds, smell and actions (e.g. bells on shop doors, baking, blacksmith working)
- Stories and plaques showing histories of buildings and pioneering people
- Overhead power line and Stratford's original streetlights installed
- Street names consistent with signage through The Village
- Staff and volunteers dressed in period costume
- Picture map of feature attractions provided in The Village main street
- Outdoor toilet facility upgrade
- Audio service installed throughout The Village for announcements and olden-time music

5.2 Further Developments

Courthouse Restored:

It is suggested that the current Courthouse exhibit be restored. This will involve the restoration of the Judge's bench and seat, the juror's area and dock, and a Union Jack flag and a picture of the Queen placed by the Judges bench.

The dolls and display cabinets currently housed in the Courthouse should be relocated to a more appropriate storage/display area and all the items in the school and police station (i.e law books) that were in the Courthouse originally, be brought back for display. Other exhibit items associated with law should also be displayed, e.g. wigs, gavel.

Points of Sale:

Other "points-of-sale" for the Village are suggested at the following agencies:

- Stratford (and other Taranaki) Information Centre;
- Inbound tour operators (e.g Eastern Taranaki Tours);
- Internet bookings; and
- Travel agents (national and international).

Interactive Exhibits:

Ideas for inside the Village concentrated on action-based interactive exhibits and displays.

The action-based interactive exhibits suggested included:

- A steam engine running;
- The blacksmith shop working;
- Shops selling sweets;
- Stockade activity;
- Interactive sounds, smells and action (e.g bells on shop doors, baking of scones, etc.);
- Dressed up characters in period costume, providing:
 - Information
 - Gardening
 - Washing
 - Sewing
 - Cooking
 - Baking to sell;
- A photographer taking visitor's framed photos for sale with the visitor's in period costume;
- Souvenirs (e.g hats, t-shirts, magnets, pens etc.);
- Village currency for purchasing at shops (e.g. sweets, cakes);
- Voluntary rosters for volunteers to perform musical items on the piano, and act as Guides for visitor groups;
- Cinema with old-time movies;
- Billiard room;
- An old style hotel;
- Twilight evenings, with the train bringing people from town.

Other potential developments include:

- Establishing the lake/bush walk with native trees (the "hacked out of the bush" setting);
- Homestay.

Children's Games:

It is suggested that children's activities, based on games and activities that occurred in the "olden days" be available for school groups, open days and weekends.

Such games could include:

- Hoops (with sticks);
- Stilts;
- Marbles;
- Skipping;
- Hopscotch;
- Quoits; and
- Horse shoes.

It is also suggested that the Village contact elders in the community to see what other activities were done when they were children.

Activities include:

- Horse and cart rides in the main street for children;
- Rowboats on the lake – private operator; and
- Radio controlled boats on the lake – private operator.

Heritage Gardens:

A suggestion has been made to establish a heritage garden. This would entail obtaining the plants from the original seeds which have been kept pure and not hybridized.

The proposal is to establish the original plants in the same manner as was gardened in the pioneer days, early 1900's.

Additionally, these plants may be sold at markets set up at the Village.

5.3 Proposed Capital Projects' Costs**Carpark / Entry**

Seal	\$34,000
Carpark Basecourse	\$20,000
Park Marking (720 parks - \$12.62 exc. GST each + \$72)	\$1,000
Digging & forming steps & ramp to Café (LC Harrison Bldg)	\$2,000
Carpark Entry	\$50,000
Bank Excavation (SH3 south)	\$20,000
Gardens	\$1,000
Campervan Power Points	\$5,000
Façade over Reception/Entrance	\$5,000
	\$138,000

Café / Conference Facility

Kitchen Renovation (Commercial grade)	\$50,000
Polyurethane Beams & Exposed Ceiling	\$1,000
Fireplace Renovation	\$1,000
Service Vehicle Access way	\$2,000
Conference Facility Renovation:	
Roof	\$20,000
Guttering	\$5,000

Paint Outside	\$6,000
New windows / Bi-fold Aluminium Sliders	\$50,000
Flooring	\$20,000
Ceiling	\$10,000
Lighting	\$10,000
Heating	\$5,000
Inside walls (lining/painting)	\$10,000
Paving Outside	\$20,000
Sail Shades	\$50,000
	\$260,000

Administration Building**Shop**

Storeroom - Fit out old kitchen with shelving	\$5,000
New Main Entry Door from Village Main St	\$9,000
Display Stands	\$20,000
Flooring	\$3,000
Inside Walls Lined & Painted	\$3,000
Fluorescent Lighting	\$10,000
	\$50,000

Reception Area

Self-opening Doors - Separate Entry & Exit	\$13,000
Block up existing left-hand door to Village & line wall	\$500
Re-roof	\$10,000
Repairs on Current Admin Building	\$20,000
Additional Toilet Facility (Unisex Wheelchair accessible)	\$15,000
	\$58,500

Walkway Linkage

Paving	\$185,000
Seating	\$5,000
Planting / Landscaping	\$5,000
Transportation	\$5,000
	\$200,000

Signage

Main Sign at Roadside Entry (The Village" Sculpture)	\$100,000
6 Roadside Signs at 5km intervals	\$2,880
Exit Sign	\$500
Venetian Blind / high quality Plasma Screen sign (OPEN/CLOSED)	\$3,000
Spotlights	\$5,000
Street Names	\$2,400
Picture Map of Feature Attractions (in carpark)	\$4,400
Picture Map of Feature Attractions (in Village Main St)	\$4,400
	\$122,580

Facility Upgrade

Outdoor Toilet Facility Upgrade	\$30,000
Security System	\$10,000
	\$40,000

**Overall Estimated Investment Costs
(Funded) \$869,080**

5.4 Funding Options for Proposed Capital Projects

The following are some of the funding options available for the above proposed projects:

- 1. Department of Internal Affairs**
 - Environment and Heritage
- 2. TSB Community Trust**
- 3. Taranaki Electricity Trust**
- 4. Lottery Minister's Discretionary Fund & Lotteries Commission**
- 5. The Southern Trust (sparcs)**
- 6. Sargood Bequest (sparcs)**
- 7. Ministry for Culture & Heritage**
 - Regional Museums Policy for Capital Construction Projects
 - NZ History Research Projects
- 8. Ministry of Tourism**
 - Tourism Facilities Grant Programme
- 9. NZ Historic Places Trust**
 - National Heritage Preservation Incentive Fund
- 10. New Zealand Trade & Enterprise**
 - Regional Initiative Fund
 - Growth Services Fund (international business exchange)
- 11. National Services TE Paerangi**
 - Strategic regional and community development initiatives
- 12. Ministry of Information Technology and Ministry of Communication**
 - Community Partnership Fund
- 13. Land Transport New Zealand**
 - Walkway/roadway projects

6 OPERATIONS MANAGEMENT

Scenarios:

The ideas from members and founder donors were valuable and should not be lost. They are therefore contained here as well as Appendix 3. However, these ideas should be implemented into a cohesive visitor experience with a specific theme and thread that is not confusing for the visitor. The task of doing this requires a specific skill that many do not possess.

Open air museums are a niche in the UK and worldwide and there are only four in New Zealand. This type of museum requires a specialist to ensure the preservation of artefacts and capture a theme that enhances the display of the museum. It is therefore imperative that a manager for the Village be employed who has these specialist open air skills. It is that person who should weave the theme for the Village and establish which ideas should be used or discarded accordingly.

Therefore key to the operations of a manager that has the appropriate experience and skill to ensure an internationally recognised open air heritage museum. This person will then

set a more appropriate annual budget, but to provide a feel for the level of expenditure expected, an operational budget allocation have been provided here.

Restoration:

It is suggested that a programmed maintenance contract of the buildings over a 5 year period be established. This would involve painting of the buildings all at once then maintaining them over the 5 year period with payment spread over that 5 year period. It was also suggested that buildings could be sponsored so that the cost of maintenance of a particular building be sponsored by a business in a similar way that the TSB bank sponsorship occurs.

The preservation of artefacts is also required. Expertise on this is available from other museums.

The installation of a security system is suggested to protect all artefacts etc.

6.1 Estimated Operational Budget Allocations

Museum Curator / Manager	\$80,000
Lawns & Gardens Maintenance Contract (increase of present contract)	\$50,000
Artefacts Preservation Programme	\$50,000
Security Contract	\$5,000
Programmed Maintenance (Est. \$100,000 over 5 year period)	\$20,000
Painting / Repair to all Exhibit Buildings	
Marketing (N/A in first two years)	\$50,000
Existing Taranaki Pioneer Village Budget (refer Appendix 4)	\$15,000
	\$270,000

6.2 Funding Options for Operational Costs

The following are some of the funding options available for the above operational budget allocations:

- 1. Taranaki Electricity Trust**
- 2. Lottery Minister's Discretionary Fund & Lotteries Commission**

7 APPENDICES

Appendix 1 Written Assessments Received from Recognised Persons in the Tourism & Museum's Sectors

Appendix 2 Ideas from Members' Workshop

Appendix 3 Extracts of Responses Received From Members & Founder Donors Regarding Workshop Ideas

Appendix 4 Taranaki Pioneer Village 2005-06 Operations Budget

APPENDIX 1: WRITTEN ASSESSMENTS RECEIVED FROM RECOGNISED PERSONS IN THE TOURISM & MUSEUM'S SECTORS

Please refer overleaf for a copy of the assessments received from Bruce Ellis, Bill MacNaught and Julia Bradshaw.

10 January 2005

Anne-Marie Rocard
President
Taranaki Pioneer Village
PO Box 401
Stratford

Puke Ariki
and District Libraries

1 Aniki Street
Private Bag 2025
New Plymouth 4620
New Zealand

T 06 759 6060
F 06 759 6072
W www.pukeariki.com

Dear Anne-Marie

Puke Ariki

Thank you for the opportunity to visit the Taranaki Pioneer Village. I am gradually getting round the other museums in Taranaki to see how each one contributes to the visitor experience within Taranaki.

I do not regard myself as an expert in open air museums, which now have a distinct niche in heritage tourism internationally, but I hope you find my comments constructive.

I am impressed by what you have achieved with only voluntary resources. I do, however, have a concern for the deterioration of the artefacts and memorabilia, and the buildings housing them. These treasures are irreplaceable and are traces of our past that when lost are lost forever. Expert advice on appropriate preservation and display techniques would help your planning, and there are curators in other open air museums in New Zealand and around the world who are able, and willing, to share this knowledge.

There are obvious areas that need sprucing up, such as painting, tackling the weeds in gardens etc. Every open air museum needs to attend to maintenance and while some of these issues can be tackled on an occasional one-off arrangement you will of course realize that a sound property maintenance plan is a prerequisite for sustainability. Accepting these ongoing maintenance needs, the Taranaki Pioneer Village has an existing infrastructure to build upon with real potential.

I was impressed with the size of the Village and the extent of the visitor experience. To see the exhibits and displays in their entirety would easily take a half-day within a visitor's schedule. I think the admission price represents good value. I think there is scope for greater involvement of volunteers to engage in role-playing with visitors to bring the Village to life.



Puke Ariki

My impression of the Village is that it has the potential to be as good an open air museum as any I have seen in Europe, but it would require a clear and ambitious plan to achieve that. I also think you need to look seriously at employing expert staff to manage the implementation of such a plan, if you are to achieve your ambitions.

I also see potential for enhancing the Taranaki visitor experience by offering a collective heritage tourism package that could include Puke Ariki, Taranaki Pioneer Village, and Tawhiti museums. I believe that Venture Taranaki would be interested in this idea. There could be a number of ways in which Puke Ariki might assist the Village and I am happy to explore this possibility further.

I wish you every success for the future of the Village and if you think I can assist further please do not hesitate to contact me.

Yours sincerely



Bill Macnaught
Manager Puke Ariki

DM176735



CTTN

Central Taranaki Tourism Network

11 January 2006.

Anne-Marie Rocard
President
Taranaki Pioneer Village
PO Box 401
Stratford

Dear Anne-Marie,

RE: ASSESSMENT OF THE TARANAKI PIONEER VILLAGE

Thank you for inviting Lorri and myself to make an assessment of the Taranaki Pioneer Village. Our overall impression of the Village is that it is a wonderful asset for the community, and judging from the comments in the visitors' book your visitors, both national and international, think that too. It certainly is a credit to all those that have been part of its creation and development.

We both feel that the Village has enormous potential, and have some suggestions that might help realise that potential. These suggestions are not meant as criticisms but rather refinements that might lift the Village's attractiveness. We also make these comments in the context of the considerations that the Stratford District Council is giving to its future role with the Village.

Firstly, we thought that the reception area needs to be upgraded with more natural light and to be more inviting. Perhaps a self-opening door for the entrance might help. An inviting entrance is a must for any public entryway. Having a contemporary reception is expected these days, because it is what lies beyond the reception that is the experience. Also, at the reception there could be handed out satisfaction forms, from which you could gain some valuable feedback.

Within the Village, we suggest that there be themes, perhaps a theme trail, and interactive experiences. For instance, some soft foam balls placed at the stockade for friends to throw at their mates held in the stockade. Photographs taken of your visitors in period costume would be a good idea, and perhaps trades (eg. blacksmith, plumber etc) or trade associations could be attracted to operate, sponsor and/or keep the relevant exhibits up to date and in good working and display order..

Attention to detail is required. For instance, we noticed that some of the lights in the doll display, in the Courthouse, were not working. May we also suggest a programmed maintenance painting contract be considered. The type of programmed maintenance I am suggesting would spread the cost evenly over say a 5 or 7 year contract period. The first year would be dedicated to painting and repairing the buildings, then the remainder of the contract period would require the contractor to return and touch up their work as required.

Other aspects of the presentation of the Village, e.g. the condition of the paths and walkways and the gardens, show to us the need for more regular and dedicated maintenance to keep it looking fresh and cared for.

You may be aware that CTTN is working to establish a work scheme in the tourism sector to provide work experience to people returning or entering the workforce as a stepping stone to them obtaining full time employment. We believe that there could be a role for the Village to be part of that scheme that may go some way, in a cost effective manner, to providing the necessary workers to address some of the issues facing the Village.

We feel that there needs to be more marketing of the Village, perhaps by obtaining a marketer on a commission basis. The focus would be on the obtaining of sponsorship in cash or kind to augment the role envisaged for the District Council.

I reiterate a comment made in an earlier letter of support that CTTN is concerned to see that the long term future of the Village is assured. The Village plays two vital roles in the District:

- It offers an important link to our heritage and past; and
- It contributes significantly to the palette of tourist attractions in the District for locals and visitors alike. The District is not over-endowed with tourist attractions so any efforts to provide future certainty of the facilities at the Village deserve strong support.

We hope that these suggestions will be of assistance to you and we wish you all the very best for the future.

Yours faithfully,



Bruce Ellis
Chairman
Central Taranaki Tourism Network

REPORT
AN ASSESSMENT OF THE TARANAKI PIONEER VILLAGE, STRATFORD
By Julia Bradshaw
Collection Manager, Shantytown, Greymouth
14 January 2006

EVALUATION OF EXISTING ATTRACTION – 11 January 2006

The village is an interesting collection of relocated and replica buildings. It contains quite an amazing number of buildings (40 compared to Shantytown's 25) which cover a wide spectrum of colonial life.

Some of the buildings are excellently maintained and have recently had work done on the displays while other buildings are in the process of being revamped. Most of the buildings contain a good range of objects that relate to the building's original use. Some of the buildings contain thoughtfully laid out displays that make it look as if the original owner has just walked out while in others the objects give more of an impression of simply being stored in the building.

The village is fortunate in having a large number of volunteers (approximately 40) who undertake display and building maintenance. This is a major asset to the village and to have such a large number of volunteers from a relatively small town shows that the village has relevance and is important to the local community. In comparison Shantytown, which is 12 kilometres from Greymouth (which is of a similar size to Stratford), has only one volunteer.

Generally the displays are static rather than interactive. Security screens block visitor's access to the displays themselves and visitors are mostly onlookers rather than participants. However, there is the opportunity to interact with some of the buildings or displays. In the hospital buttons can be pushed or levers moved to make something happen and in buildings like the police station it is quite exciting to be able to discover what is upstairs.

While the village gave me a sense of what kind of buildings there were in colonial Taranaki I didn't gain any sense of what kind of people might have lived in them. Who were the people of Taranaki? What were they like? What problems and successes did they have in coping with the Taranaki landscape? How did the local iwi and the new settlers interact? The Puke Ariki website refers to Taranaki as a region of 'legendary struggles and challenges' and I would have liked to have found out more about this. Coming from the West Coast of the South Island I wanted to know what made the colonial experience in Taranaki different from that on the West Coast.

This brings me to my next point – what is the Taranaki Pioneer Village's story? An overarching theme or story would give the village cohesion and help the visitor 'make-sense' of their visit. Shantytown's story is the experience of the gold-rush and subsequent settlement, for Totara Estate in North Otago it is the development of the frozen meat industry, for Howick Historical Village it is the story of the fencibles.

During my visit I felt that the village was attempting to cover too much and some things didn't make sense. Why was there a vintage car club? How did the train fit it?

(I gather that it is connected to logging and bush trams but that needs to be explained somewhere). Some of the objects and machinery post-dated the colonial era, (such as the fire engines) Why were they there?

Oddly, from my point of view, it also has displays of new technology. These are the working wind turbine, photovoltaic panels and solar panels. While I think that it is commendable that the village is generating some of its own power and agree that the story of electricity is an important one I was a little mystified about its place in a pioneer village.

A decision on the central theme and its associated stories would guide all future work including display development and associated research, promotion and signage. Depending on the decision a review of the appropriateness of the village's name may be necessary.

The Taranaki Pioneer Village is an outdoor museum and these are a particularly difficult environment in which to maintain and protect displays and objects. In buildings that have open doors and plenty of windows it is difficult to control the amount of light, moisture and animals that can get in. Some thought should be given to the long-term preservation of important collection items.

In some buildings (such as the dressmaker's shop and the library) there are fragile original items on display and this is a concern. Textiles, photos and papers are particularly vulnerable and it is recommended that all original photos and displays documents (such as certificates etc) are copied and the copies displayed while the originals are stored in better conditions. Perhaps Puke Ariki would agree to house material for the village?

EVALUATION OF TARANAKI PIONEER VILLAGE'S POTENTIAL

The Taranaki Pioneer Village has several important assets which make the option of re-inventing the attraction a proposition that should be seriously considered.

The Taranaki Pioneer Village is ideally located in terms of passing traffic and the management committee's ideas about creating a turning in lane from the south and improving signage should significantly increase the incidence of tourists stopping to investigate.

Another important point is that the village is a significant existing community asset. There has been an enormous amount of money and volunteered time invested in building the village and this is extremely unlikely to be replicated in any new community project. This asset already attracts people to Stratford or encourages them to stay longer but with redevelopment it could become a 'must-see' attraction that draws a far larger audience than it receives at the moment. The village's pool of volunteers is an important asset that shouldn't be under-rated and shows a high level of commitment from the local community.

Both the Café (when it is relocated) and the church provide a wonderful venue for weddings and other social events which could be significant revenue earners for the village. The Café is highly visible to northbound traffic and (with signage and a turn-

in lane from the south) could attract travellers who are simply looking for a place to stop. If the village looks interesting then they may well decide to investigate further.

The existing village (with some modifications) provides a great stage for telling Taranaki's stories. And visitors are interested in those stories. Most people are interested in finding out about people rather than objects. The objects in an outdoor museum are often just props for the drama of people's lives. The buildings are a fantastic 'set' for telling the story of (for example) the alcoholic doctor, the hardworking farmer's wife, the widow who raised ten children on her own, the eccentric Taranaki inventor.....

While pioneer villages do not seem to be as attractive to tourists as they once were I believe that they can attract visitors if the story is right. Getting the Taranaki Pioneer Village's story right will be an important component of attracting visitors.

Storylines that might be attractive to domestic and international visitors could be those about interactions between iwi and colonial settlers or stories about interesting Taranaki characters, including the bad and the ugly or stories of local innovation and invention. While visiting the region I was struck by people's affection for Mt Taranaki, perhaps the village could include people's relationships with the mountain. How did Iwi regard it? What did the pioneers think of it? These feelings could be illustrated by using lines from old song, poems and letters.

It should also be noted that the pioneer village setting may limit the kinds of stories that can be told and in particular may preclude telling more modern stories, such as that of Keith and Berta Anderson, because they don't seem to fit with the setting. But with clever thinking I believe that this problem can be overcome.

Some of the buildings have enormous potential for storytelling. The courthouse would be a fantastic setting for a sound and light show that re-enacted one (or several) important court cases within the district. Perhaps a murder trial or a property dispute? Local newspapers usually had lengthy reports on court trials and these are sometimes amusing but often tragic. The right atmosphere and technology could create a powerful and memorable 5-10 minute show.

In connection with this the Kaponga Gaol is a building that creates strong feelings without any interpretation at all. Forcing yourself to go into the dark cell is great stuff. Having a small gallery of unfortunates (perhaps mannequins lying around on their bedding) who briefly tell their tale would work really well. Many of the sentences in the past don't bear much resemblance to penalties today. Some seem very lenient while other unexpectedly harsh.

There is great potential in the Chemist shop for stories of medicines that were available to the pioneers and also accounts of interesting pharmacists from Taranaki. I think Annemarie mentioned Fraser's hair solution – it sounds like another great Taranaki story. Newton King, the hardware store owner, was related to Truby King, McAllister was an important New Zealand photographer, I am sure there are many more personalities to people the town with.

The hospital has wonderful displays and a fantastic collection of scary instruments but again it would be nice to find out more about the doctors, nurses and midwives who

worked in the district. Another fascinating building is number 38. the original homestead and this has plenty of potential for stories about the building's original owners.

Tariki Station is a great building and needs to become a destination within the town, so that when people travel on the train they get off there, spend some time and then catch the next train. It may be a good venue for an audio-visual about the use of trains in the Taranaki district – a good wet weather attraction.

While I believe that many of the buildings have great potential as story-houses I think that some consideration will have to be given to rationalisation of buildings. Forty may well be too many buildings to look after and perhaps not every business needs to be represented. Does it fit with the agreed-upon theme to have a collection of steam engines and other early machinery? Do you need a radio shop? How many cottages should there be? Do you need to have both a hospital *and* a doctor's surgery? Could some of the building uses be changed – perhaps an hotel or an undertaker could be added?

CONCLUDING COMMENTS

I believe that in its present form the village is unlikely to attract more visitors than it receives at present. With redevelopment it could attract significantly more visitors (10% of all domestic and international visitors going past should be an achievable goal), however, it is extremely important that the right theme and stories are chosen. This will be painful at times because not everyone's area of enthusiasm will be able to be included but is necessary if the district wishes to create a strong marketable product. Ideally market research of existing and potential customers should be undertaken to ascertain what kinds of information and presentation will entertain and captivate visitors.

Acknowledgments:

The author enjoyed her short time in Taranaki immensely and would like to thank Tony, Jenni and Anne Marie for their excellent hospitality.

APPENDIX 2: IDEAS FROM MEMBERS' WORKSHOP

Please refer overleaf for a copy of the ideas gathered from the Taranaki Pioneer Village members' workshop and the response request forms sent along with ideas to other members and founder donors.

Ideas from a Workshop held with TPV Society Members in the LC Harrison Building, Taranaki Pioneer Village 06 December 2005

The possibility of a name change was explored, in order to rebrand the Village afresh. The following names were suggested:

- Taranaki Pioneer Museum
- Historical Collection – “Slice of Life”
- Taranaki Outdoor Heritage Centre
- Taranaki Pioneer Village (retaining the current name, but rebranding its logo and promotional material)
- An appropriate Maori name

It was suggested that advertising and promotional campaigns needed to be increased.

It was unanimously agreed that the entrance to the Village needs a complete facelift. This would include making the village entrance more visible and inviting from the road, with placement of large signage that would show the highlights the Village has to offer, spot lighting of the signage and entranceway, perhaps a “Venetian blind” type changing billboard (showing OPEN or CLOSED) and flagpoles with flags fluttering to attract attention. It is important to keep the Pioneer Village look to the image.

It was recognised that there was limited opportunity for travellers to realise that the Taranaki Pioneer Village was coming up on SH3 and also to be able to slow in time to enter the Village carpark safely. Consequently, ideas centred around the placement of non-distractive highway signage at 5 km intervals and the placement of a safe entrance lane so as not to hinder traffic flow. The carpark would require an extensive revamp, including a safe entrance with flow into the carpark, a larger carpark area, open pristine gardens, campervan power point facilities and a picture map of the feature attractions of the village in the carpark.

The entrance would have a feature façade with the name of the Village prominently displayed on it and highlighted with spotlights. This would provide a great tourist photo opportunity.

There has been a suggestion of a linkage between the Village and the Information Centre, Stratford. This linkage could be by railway, walkway, horse and buggy, horse and carriage, double-decker bus, rover car rides or a combination of these. The timing of the rides could be synchronized with the Glockenspiel attraction times so as to create an attractive visitor experience.

The train ride would follow the line of the western side (mountain side) of Miranda Street with stop off stations at the TSB pool and the Avon Medical

Centre. The new Taranaki Pioneer Village train locomotive and carriages would be used.

The walkway would follow alongside the railway tracks and would be in the same paving as the proposed river walk upgrade and connect into it.

The linkage to the Information Centre is important because visitors to Stratford will go to the Information Centre to find out what there is to go to and see in Stratford. Tickets for admission into the Village and train rides could be sold at the Information Centre and clipped as the visitor comes into the Village. The Information Centre is then a point-of-sale for the Village.

Other "points-of-sale" for the Village were suggested also, these being:

- Inbound tour operators (e.g Eastern Taranaki Tours)
- AA Guide
- Internet bookings
- Travel agents (national and international)

It was suggested that the reception area needs a renovation, with a more day lit foyer, self-opening sliding doors and a souvenir shop that the visitor exits through after their visit. The location for this shop was suggested to be where the Café Deborah May is currently, with the café being relocated into the LC Harrison building. The LC Harrison building would be an ideal location for the café with plenty of seating space, an open fire, and a hall in the back that could be a conferencing facility and hall for catered wedding receptions. The wedding package could then include the wedding ceremony at the Mangatoki Church with catered reception held at the Village and perhaps a horse and buggy ride for weddings.

Ideas for inside the Village concentrated on action-based interactive exhibits and displays, and children's activities based on games and activities that occurred in the "olden days".

The action-based interactive exhibits suggested included:

- A steam engine running
- The blacksmith shop working
- Shops selling sweets
- Stockade activity
- Interactive sounds, smells and action (e.g bells on shop doors, baking of scones, etc.)
- Dressed up characters in period costume, providing:
 - Information;
 - Gardening;
 - Washing;
 - Sewing;
 - Cooking; and
 - Baking to sell.

- A photographer taking visitor's framed photos for sale with the visitor's in period costume.
- Souvenirs (e.g hats, t-shirts, magnets, pens etc.)
- Village currency for purchasing at shops (e.g. sweets, cakes)
- Voluntary rosters for volunteers to perform musical items on the piano, and act as Guides for visitor groups.
- Cinema with old-time movies.
- Billiard room
- An old style hotel
- Twilight evenings, with the train bringing people from town.

The children's activities suggested included:

- School groups / open days / weekends
- "Olden days" games such as:
 - Hoops (with sticks);
 - Stilts;
 - Marbles;
 - Skipping;
 - Hopscotch;
 - Quoits; and
 - Horse shoes.
- Horse and cart rides in the main street for children
- Rowboats on the lake – private operator
- Radio controlled boats on the lake – private operator

It was suggested that the Village contact elders in the community to see what other activities were done when they were children.

The Village setting was discussed also. Suggestions made for the Village setting included the establishment of consistent signage throughout the Village, stories and plaques, seating throughout the Village for visitors to rest, establishing paths and roading in keeping with the pioneering times, placement of spot lights, streetlighting (original streetlights available from Stratford Borough Council), installing an audio service though out the Village for announcements and olden-time music drifting throughout, establishing the lake/bush walk with native trees (the "hacked out of the bush" setting), and providing better toilet facilities and better security.

The maintenance of the Village was also discussed. It was suggested that a programmed maintenance contract of the buildings over a 5 year period could be established. This would involve painting of the buildings all at once then maintaining them over the 5 year period with payment spread over that 5 year period. It was also suggested that buildings could be sponsored so that the cost of maintenance of a particular building be sponsored by a business in a similar way that the TSB bank sponsorship occurs.

If you have any further suggestions please feel free to write these here:

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It would be much appreciated if you could take a few moments to answer the following questions:

1. Have you been to the Village recently?	YES / NO (please circle)
2. If so, have you had a chance to visit our new exhibits: TSB Bank; Madame DeLauney's; or the Haberdashery Shop?	YES / NO (please circle)
3. Do you agree that the village needs' development?	YES / NO (please circle)
4. Do you agree with the ideas presented herein for Village development? Further ideas are welcomed.	YES / NO (please circle)
5. Are you happy for the Stratford District Council to play a greater role in the future development and sustainability of the Village?	YES / NO (please circle)

APPENDIX 3: EXTRACTS FROM RESPONSES RECEIVED FROM MEMBERS AND FOUNDER DONORS REGARDING WORKSHOP IDEAS

The following is a number of extracts from the response forms received from members and founder donors of the Taranaki Pioneer Village:

"Markings on road to assist turning are required. Signs to indicate time to slow down good idea"

"Music, great idea"

"No problem with ideas so far. I think it's the way to go"

"I support the idea of better use of the Harrison building by upgrading, etc."

"The ideas that have been suggested are great"

"I feel prominent signs erected 100 metres either side of the main entrance so as to advertise village"

"Offering cheaper group visits to Rest Home residents with afternoon or morning tea included"

"Improving around lake area. Tables and seating for visitors (old and young) to have picnics etc."

"Standard Timber has been happy to help the village since its beginning, by supplying materials at very competitive rates and we have also donated materials. I am happy to continue this for the village and we can also offer a full range of quality paints that could be heavily discounted. Our supplier may also donate paint if approached"

"I don't have any further suggestions, but think all the suggestions that have been put forward are fantastic. They will certainly ensure a larger flow of tourists and families to the village"

"Take bookings for primary schools – end of year – day or afternoon"

"Victorian Christmas Party – with old fashion games and making Christmas decorations – school teacher to implement and party treats – cost per child"

"Linkage between village and Information Centre with Glockenspiel times good suggestion"

"I agree signage could be improved and flag poles with flags flying would certainly attract attention"

"Excellent, you have our full support"

"The signs too require a full makeover"

"Milk cows by hand & make butter"

"Barbecue facilities"

"Thankyou for your comprehensive vision and analysis for Pioneer Village. May we suggest combining a regular sustained transport service by a united combination of the Information Centre and Pioneer Village could be of benefit for promoting the areas concerned"

"Good luck – your ideas are tremendous"

APPENDIX 4: TARANAKI PIONEER VILLAGE 2005-06 OPERATIONS BUDGET

Please refer overleaf for a copy of the Taranaki Pioneer Village 2005-06 Operations Budget.

INCOME	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June	TOTALS
Admissions	2000	1500	1500	3000	3000	4000	6500	4500	4500	3500	2000	2000	36000
Membership					0	800	200	100	100				1200
Donations			50			50			50			50	200
Sundry	10	10	15	15	15	15	20	20	20	20	20	20	200
Souvenirs	50	50	50	50	75	100	100	100	75	50	50	50	800
Hireage	100	100	100	150	200	200	300	300	300	250	250	250	2500
Café Lease	520	520	520	520	520	520	520	520	520	520	520	520	6240
Café Power	250	250	250	300	300	300	300	300	300	250	250	250	3300
Staff Rent	245	196	196	245	196	196	245	196	196	245	196	196	2548
Investment	0	120	720	0	120	220	0	120	720	0	120	220	2360
TOTAL	3175	2748	3401	4280	4426	6401	8185	6156	6781	4835	3406	3556	57348
EXPENSES													
ACC		300											300
Accounting/ Legal		1800	900					900	400				4000
Advertising			250			300			250				800
Audit fees						1000							1000
EFTPOS	105	105	105	105	105	105	105	105	105	105	105	105	1260
Computer	70	70	70	70	70	70	70	70	70	70	70	70	840
Insurance	5100												5100
Bank fees	30	30	30	30	30	30	30	30	30	30	30	30	360
Photocopying	40	40	40	40	45	40	40	45	30	30	30	30	450
Postage	45	0	45	0	45	45	45	0	135	45	45	0	450
Power		1200		1000		1000		1000		1000		1000	6200
Water rates		250			250			350			250		1100
Stationery	60	60	60	40	40	40	60	60	50	50	40	40	600
Souvenirs	40	40	40	40	40	50	100	100	100	50	0	0	600
Telephone	120	130	140	140	140	140	140	140	120	120	120	120	1570
Wages	2700	2200	2200	2100	1700	1850	2100	2000	2000	2050	2050	2050	25000
PAYE	400	400	400	400	400	400	400	400	400	400	400	400	4800
Sundry	20	20	20	20	20	20	20	20	20	20	20	20	240
Staff & Vol.	50		100			150		50					350
MDS Interest			360						360				720
TOTALS	8780	6645	4760	3985	2885	5240	3110	5270	4070	3970	3160	3865	55740

Taranaki Pioneer Village Site Budget 2005/2006

SITE	July	Aug.	Sept.	Oct.	Nov	Dec.	Jan.	Feb.	March	April	May	June	TOTALS
INCOME													
SDC				10000									10000
Pioneer Village	4515	2731	2231				1007	2362		2303	2001	1665	19138
Livestock									3000				3000
Maize										1360			1360
WINZ	91	91	91	91	91	91	91	91	91	91	91	91	1092
													34590
EXPENSES													
Buildings													
Wages	800	800	800	600	600	400	400	600	500	500	500	500	7000
Materials	475	475	475	475	475	375	375	375	375	375	375	375	5000
Themes		200		200		200		200		200			1000
L&G	2000	300		400	1000	300	200	400	200	200			5000
Cleaning	150	150	150	150	150	150	300	200	150	150	150	150	2000
Wages	808	646	646	808	646	800	800	660	808	660	816	800	8898
Vehicles	80	80	80	80	80	80	100	100	80	80	80	80	1000
Plant & Equip.	80	80	80	80	80	80	100	100	80	80	80	80	1000
Livestock										1800			1800
Fertiliser									300				300
Café repairs	125			125			125			125			500
WINZ	91	91	91	91	91	91	91	91	91	91	91	91	1092
	4609	2822	2322	3009	3122	2476	2491	2726	2584	4261	2092	2076	34690
INCOME													
RDA	125			125			125			125			500
EXPENSES													
Security	40	40	40	40	40	40	60	40	40	40	40	40	600

Taranaki Pioneer Village Society P & M Budget 2005/2006

	July	Aug.	Sept.	Oct.	Nov.	Dec	Jan.	Feb.	Mar.	April	May	June	TOTALS
INCOME													
SDC				5000									5000
Pioneer Village	1550	192	712			454	1570	2440	1390	510	102	80	9000
													14000
EXPENSES													
Advertising	320	92	492	192	292	200	340	340	340	340	52		3000
TV				1500		1000	1000	1000					4500
Brochures						1000			1000				2000
Wages	100	100	100	100	100	100	100	100	50	50	50	50	1000
Projects	1000			1000				1000					3000
Subscriptions	130		120				130			120			500
	1550	192	712	2792	392	2300	1570	2440	1390	510	102	50	14000