



Strategic Plan

2023-2026

Our CBD vision

Blenheim's vibrant central business district beats as the heart of Marlborough. It reflects the region's reputation for world-class wine and food, while celebrating and supporting its events and recreational activities.

Appealing walking precincts offer vibrant and varied retail, dining and cultural experiences, with easy and natural access to the Taylor River, linking our urban and natural environments.

The CBD buzzes with visitors and locals enjoying Marlborough's year round warmth and sun. They linger by the river, spend time in the centre's inviting green spaces, and enjoy the many al fresco activities on offer.

Who we are

An effective representative body for the Blenheim CBD community focused on strategy, advocacy, accessibility, and promotional opportunities.



Desired Outcome 1 — Attracting People

Attracting both locals and visitors into the Blenheim CBD

Initiative	Year 1	Year 2-3
Marlborough Mile	Finalisation of Liz Davidson, The Quays and Market Place sites. Completion of final site designs and installation with industry liaisons, iwi and MDC.	Finalisation of viticulture and aquaculture sites. Completion of Marlborough Mile and use it for activation of the CBD.
Leverage major events	Use CBD sites, such as MM sites, to promote major events. Better communication between businesses, and support planning with major events e.g. Marlborough Wine & Food Festival, Saint Clair Vineyard Half Marathon, Feast Marlborough, Havelock Mussel Festival, Omaka Classic Fighters, Rapaura Springs Garden Marlborough, conferences, festivals & sporting events.	
Encourage new events	Partner with MDC to support and enable new events in the CBD	Supporting established events in the CBD.
Innovative tourism partners	Work alongside tourism partners including Destination Marlborough to maximise the number of visitors to the CBD through their services.	
Marketing and promotions	Continue to run creative promotional activities that connect the CBD to the wider community. Continue to develop wayfinding opportunities in the CBD. Activate CBD Marlborough Mile & open spaces to promote & encourage people in to the CBD.	
Enable al fresco dining	Support the continual growth of al fresco dining in the CBD	

Desired Outcome 2 — Advocacy

Promoting the interests of business owners, property owners and customers of the CBD with council and other key partners

Initiative	Year 1	Year 2-3
Access	Consider CBD access for all modes of transports. Work with the Parking and Accessibility Committee to develop a sound parking strategy for the CBD.	Review every 2-3 years with council.
Pedestrianisation	Consider alternative types of pedestrianisation.	
CBD revitalisation	Ongoing collaboration with the MDC implementing the Urbanism Plus report.	
Wider community awareness	Promote awareness of upcoming events so CBD can maximise opportunities.	

Desired Outcome 3 — Organisational Relevance

Building a strong and sustainable representative organisation

Initiative	Year 1	Year 2-3
Active membership	Maintain regular and effective communications with the CBD community Collaborate with like-minded entities for networking opportunities. Undertake an annual membership survey	
Strong Committee	Be an effective and relevant committee	