



The Franklin Local Board area spans the eastern coast of the Hauraki Gulf to the western coast of the Manukau Harbour.

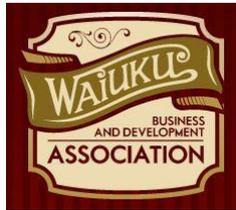
It's home to two business improvement districts:



Angela Fulljames



Alan Cole



Fast-growing Franklin fronting up

We spoke with two members of the southernmost local board about the economic development opportunities looming large for one of Tāmaki Makaurau's faster growing districts.

Franklin Local Board Chair **Angela Fulljames**, a panellist at ATEED's local economic development masterclass in March, says Franklin faces a huge challenge from the amount of growth coming its way.

"Our population is predicted to increase by 56 per cent, to 106,800 residents by 2033," she says.

"Special Housing Areas are underway in Paerata, Drury, Clarks Beach, and Glenbrook Beach. Land has been set aside south of Drury for industrial development while Beachlands has many new residents.

"We need to be proactive to cope with this growth. We will advocate for better transport connections to ease the congestion that will also increase with growth. Although improvements have been made to public transport, including a new bus network for Pukekohe and Waiuku and works around Pukekohe train station, there is still much to be done," she wrote in the [Franklin Local Board Plan 2017](#).



Places like Pukekohe and surrounding areas are already experiencing major growth and are expecting more.

How local boards impact BIDs

- The local board approves the establishment and expansion of all BID programmes
- Local boards are delegated the authority to recommend to the governing body to strike the BID targeted rate in its area as part of the Annual Plan process
- Local boards maintain regular contact with the business association operating the BID programme to keep their local economic development and other interests aligned
- The board may appoint a local board BID representative to the executive committee of each BID/business association to serve as a conduit of information to and from council.

Auckland is growing fast with another one million people expected in the next 30 years. This growth means challenges and opportunities for town centres and key business areas.

Through the Business Improvement District (BID) programme, Auckland Council is working with business districts to improve the local business environment and grow the regional economy.



Angela accentuates the positive aspects of growth, including more customers and local workers for the area's town centres. The future's as much about improving the quality of life as it is the quantity of people, homes and businesses, says the Clevedon resident.

Fellow Franklin Local Board member Alan Cole, who represents his colleagues in its relationship with the BID-operating Pukekohe Business Association, agrees.

"A strong local economy is important because it provides a better quality of life for residents and more jobs. We know that ultra-fast broadband is needed in rural areas to support home-based businesses and small commercial operations," he says.

"The Franklin Local Economic Development Action Plan provides a blueprint for growing our local economy. We're keen to develop local business precincts as great places to do business."

The local board backs its local business associations, including BID-operating [Pukekohe](#) and [Waiuku](#).

"We collaborate with our BIDs to leverage and promote events, as well as a range of other activities," says the Pukekohe property owner and second-term local board member.

"The BIDs do a great job representing the many business owners who don't have time to do it themselves. They keep a close eye on maintenance contracts and advocate to our local board on security and safety improvements."

STOP PRESS: New future for Pukekohe

Auckland Council has green-lit Pukekohe for a regeneration programme being led by the city's redevelopment agency Panuku - news welcomed by Franklin Local Board and the town's business association.

Having the expertise and support of Panuku will be critical to shaping the way Pukekohe can provide economic opportunities to attract more investment into job creation.

[READ MORE](#)



Alan, centre, attended this year's Pukekohe Best in Business Awards, a celebration of the local community and economy.