



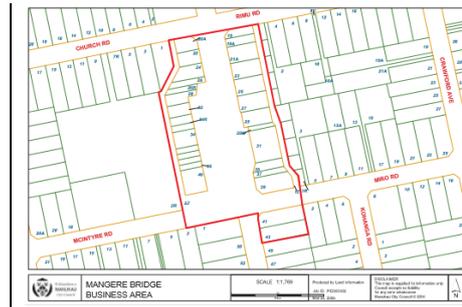
Māngere Bridge is one of Auckland’s smaller business improvement districts, but it sure punches above its weight.

Established in 2005, the BID area spans just three streets with 46 ratepayers contributing a total of \$28,800 a year.

We spoke with the team behind the mini BID.

Māngere manages mini-BID

What it may lack in size, the Māngere Bridge BID more than makes up for in terms of member engagement and bang for its limited bucks.



Chair **Pauline Anderson**, a local realtor (*above left*), and Village Manager **Kate Adams** visit all new business owners to introduce themselves.

“As our BID area is very small, we’re always aware of any change in business ownership or new businesses arriving,” Pauline said.

“We currently have 46 businesses and contact our landlords if any changes are happening and stay in touch.

“We always visit new members to let them know what and who we are, and explain the benefits of the BID to them.

“We provide communications contact information and add them to our databases.”

Just two minutes’ drive from Auckland Airport, Māngere Bridge Village is nestled under a dormant volcanic cone (Māngere Mountain) and not far from the shores of the Manukau Harbour.

Pauline and Kate say the BID programme promotes the area through a range of initiatives, often supported by the Māngere-Ōtāhuhu Local Board.

“Community safety is a key priority for the business association and local board,” said Kate who works 20 hours a week.

“We have invested heavily in a large CCTV network for the village and achieved impressive results with Police support.

“We deliver quality events on behalf of the local board, ensuring Māngere Bridge is a vibrant, inviting place to live, visit and do business,” she said.

The annual Food and Wine Festival was held in March, attracting more than 2000 visitors to the village.

“We have two stages operating during the day and all the children’s activities are provided free. Local community groups are encouraged to participate on the second stage.

“The event has a very homegrown feel to it, but this is what makes it so relaxed and friendly,” she said.

The BID’s business plan for the new (2018-19) budget year features further expansion of the CCTV network which has produced impressive results both in supplying evidence to the police and as a working deterrent.

“The hanging baskets and important irrigation system are to be overhauled as they are much loved by locals.

“We continue to work with the community to minimise waste in the village area and actively encourage business owners to use recyclable products.

“One future aim to create an arts culture in the village and we’re working with the local board arts broker to maximise opportunities to create and obtain both temporary installations and static artworks for the community.

“We’re working to increase awareness of the village and the amenities it offers by way of events, activities and supporting the wider Māngere Bridge community through initiatives such as the annual fun run, Bridge Kids athletics and co ordinating Neighbourhood support.”



Annual Family Music Festival



Village Square site of the Sunday Markets



Santa Parade

