

**Coromandel Peninsula
Blueprint:
Cultural Heritage
(non-Maori) Profile
Statement**

October 2006

Table of Contents

1	Introduction.....	3
2	Cultural Heritage (Non-Maori) Profile.....	4
2.1	Cultural Heritage Definition	4
2.2	Cultural Heritage on the Peninsula	5
2.3	Cultural Heritage and Community Character	5
2.4	Current Provisions for Protection of Heritage.....	5
2.5	Current Provision for Promotion	7
2.6	Local Government Provisions.....	9
3	Community Perceptions and Outcomes.....	10
3.1	Community Outcomes.....	10
3.2	Local Cultural Heritage.....	10
4	Key Issues and Constraints.....	17
4.1	Coordination.....	17
4.2	Heritage Information	17
4.3	Legislative Compliance	17
4.4	Diverse Heritage.....	18
4.5	Implications for the Blueprint Project	18
5	Strategic Opportunities.....	20
5.1	Economic Development Opportunities.....	20
5.2	Promotion Initiatives.....	20
6	Recommendations for Further Work.....	22

1 Introduction

The Coromandel Peninsula is widely renowned for its rich heritage stemming from pioneering days of gold and logging. However, there is currently little co-ordinated approach on managing and dealing with heritage in the District. As the District continues to grow, thought needs to be given on what future direction to take on heritage.

This profile statement will:

- profile 'cultural heritage' (non-Maori) on the Coromandel Peninsula and provide a snapshot of existing issues, opportunities and constraints.
- review the statutory obligations e.g. RMA, New Zealand Historic Places Trust Act etc, relevant to cultural heritage.
- identify methods for protection of cultural heritage and values.

For the purposes of the profile statement, cultural heritage will be taken to mean the tangible and intangible heritage values of European, Maori and other cultural groups of New Zealand and includes but is not limited to buildings, places, sites, objects, archaeological remains, cultural landscapes and associated people, stories, events and memories, and wahi tapu and wahi tapu areas. However it is noted that this profile statement does not intend to profile Maori cultural heritage, other than sites listed on existing formal heritage registers e.g. Archaeological Association sites. It is believed that District Iwi groups are more appropriately placed to do this through a separate Maori Cultural Heritage Profile Statement.

2 Cultural Heritage (Non-Maori) Profile

2.1 Defining Cultural Heritage

There are a number of definitions for cultural heritage. However, a common definition of cultural heritage is the tangible and intangible heritage values of European, Maori and other cultural groups of New Zealand and includes but is not limited to buildings, places, sites, objects, archaeological remains, cultural landscapes and associated people, stories, events and memories, and wahi tapu and wahi tapu areas.

The term is also often interpreted as being part of the more general term 'historic heritage'. This means "those natural and physical resources that contribute to an understanding and appreciation of New Zealand's history and culture, deriving from any of the following qualities:

- i. archaeological
- ii. architectural
- iii. cultural
- iv. historic
- v. scientific
- vi. technological

and includes:

- i. historic sites, structures, places and areas
- ii. archaeological sites
- iii. sites of significance to Maori, including wahi tapu
- iv. surroundings associated with the natural and physical resources."¹

For the purposes of the Blueprint project, 'cultural heritage' will be taken to mean land and water based components. These are places significant to us because they are associated with our ancestors, cultures, or past and can include built heritage (buildings or structures), archaeological sites, trees or vegetation with historical or cultural associations, places where past events have taken place, cemeteries and burial places, shipwrecks and other maritime heritage, and landscapes and areas of heritage places.

¹ Resource Management Amendment Act 2003 s2

2.2 Cultural Heritage on the Peninsula

From a District-wide perspective, cultural heritage encompasses a wide range of historical relics. These include early Maori settlement and migration, maritime heritage history relating to Captain Cook's landing at Mercury Bay to colonial heritage stemming from the industries that attracted people to the area like gold mining, gum digging and kauri logging. More recent examples of heritage include the early iconic kiwi baches built around the 1950s.

The Thames-Coromandel District Council Proposed District Plan identifies Thames and Coromandel town as areas containing significant heritage resources. Four parts of these areas have been identified as being particularly significant – the town centres of Thames and Coromandel, the Coromandel Hospital, Grahamstown in Thames and Wahi Tapu in Thames (while noting that the latter is not comprehensively addressed in this profile statement). The heritage reflected in each community is outlined in section three of this profile statement.

2.3 Cultural Heritage and Community Character

Cultural heritage contributes to community character through helping to define a sense of identity. It helps create strong communities through connecting individuals to neighbourhoods, social groups etc as a whole through its physical, cultural, emotional, intellectual and spiritual aspects. Heritage also provides continuity in a constantly changing society and environment since it affirms where our communities have come from and enabling an understanding of the present in order to plan for the future. It contributes to the greater public good and community prosperity. Communities in the District to varying degrees recognise and actively work to protect or promote heritage in their respective areas.²

2.4 Current Provisions for Protection of Heritage

2.4.1 Heritage Legislation

The Resource Management Act (RMA) and Historic Places Trust Act are the main New Zealand legislative provisions that have an impact on heritage protection.

² <http://www.ccc.govt.nz/Christchurch/Heritage/Vision/>

Resource Management Act

The RMA's specifications are general in that local authorities are required to recognise and provide for the protection of historic heritage from inappropriate activity. On the Coromandel Peninsula, these are reflected in the 'heritage policy area' of the Thames-Coromandel District Council's Proposed District Plan.

The objective of the Proposed District Plan pertaining to heritage is:

"to conserve, protect and enhance the buildings, items, streetscapes, trees, landscape features, archaeological sites and Wahi Tapu, which are of recognised significant cultural, historical, architectural, aesthetic, scientific or special heritage value in the District and to ensure that new works do not compromise those values".

Heritage then, is about more than specific heritage sites, and includes features and landscapes which contribute to a sense of heritage 'character' in the District and its settlements.

The Proposed District Plan includes two subsequent policies to meet this objective:

1. to provide for the effective protection of objects, sites, places and buildings with heritage value, and
2. to enhance and promote heritage values wherever possible throughout the District.

It also includes a set of rules which in summary:

- control activities and developments to ensure they contribute to the amenity and character of an area,
- control demolition, alternation and removal of heritage items,
- protect the locality and natural character of significant places, and
- require assessment of archaeological values in relevant areas as part of resource consent and plan change processes.

Historic Places Trust Act

The Historic Place Trust Act (HPTA) is more prescriptive. The HPTA allows the Trust to make recommendations to local authorities on appropriate conservation and protection measures that may need to take place in order to preserve registered heritage area and the authorities must pay regard to the Trust's recommendations. Local authorities are also required to have regard to the register when developing regional and district plans, and are required to notify the Trust as an

affected party to resource consent applications that affect registered places. Local authorities are required to notify the Trust as an affected party to resource consent applications that affect registered places and must also notify the Trust when issuing project information memoranda (PIMS) or building consents where no PIM has been sought. This allows the Trust to be involved in the decision-making process when developments affecting heritage sites are being considered.

Given the District’s rich history, it is not surprising that the Historic Places Trust Register recognises 178 historic places in the Thames-Coromandel District. Registration is an identification and recognition tool and assists protection under the RMA. However, owners must contact the Historic Places Trust if alterations are to be made. The sites on the Historical Places Trust Register are mapped in Appendix One.

New Zealand Historic Places Trust Listings - Buildings	
Thames	55 (7 Category I; 48 Category II)
Coromandel	36 (2 Category I; 34 Category II)
Whitianga	13 (1 Category I; 12 Category II)
Others	4 (4 Category II)
New Zealand Historic Places Trust Listings - Archaeological	
Archaeological Sites	62
Wahi tapu in Thames	1
Wahi tapu in Coromandel	1
Wahi tapu outside Thames & Coromandel	6
Category I = Special or outstanding historical or cultural heritage significance or value	
Category II = historical or cultural heritage significance or value	

The HPTA also has implications for the community members. The Act implements offences for those involved in destroying heritage and places restrictions on those wanting to develop or explore archaeological sites.

New Zealand Archaeological Association

The New Zealand Archaeological Association holds a significant database of archaeological sites located in the Thames-Coromandel District. However, the information is increasingly becoming out of date and Council opted not to contribute funding towards the upgrading of information.

2.4.2 Public Conservation Land & Heritage

The Department of Conservation (DOC) plays a role in heritage protection and promotion on public conservation land. DOC manages all historic resources on the land it administers under Section 6 of the Conservation Act 1987. This involves maintaining, managing and interpreting historic heritage features. DOC also takes an advocacy role for historical and cultural heritage outside public conservation land and waters, by working co-operatively with other landowners and occupiers and the wider community, including local government, to protect and advocate for natural resources, historical and cultural heritage, and public access. Much of this activity is carried out under the Resource Management Act 1991.

DOC's Conservation General Policy includes a number of policies around identifying and managing historical and cultural heritage areas, and how it will work with other agencies to advocate for heritage.

There are over 2000 DOC heritage sites around the District and it actively maintains some items of heritage on its land. Notable examples include the Billy Goat Incline, the Dancing Camp and Christmas Creek Driving Dams in the Kauaeranga Valley, mining heritage sites at Broken Hills (Puketui), as well as several Maori pa on the east coast.

2.4.3 Heritage Sites

There are several provisions currently in place to protect cultural heritage on the Peninsula. In the mid 1990s, a heritage assessor was contracted by the Thames-Coromandel District Council to compile a heritage database including historic buildings and notable trees. Some of these were subsequently included in the Thames-Coromandel District Council's Proposed District Plan through a heritage policy area for grouped items. This means these areas are identified as having heritage value to the community and should be retained. In practice it means there are restrictions on what can be done to the building/tree. However, this database is limited to the Thames and Coromandel townships.

For this database to be extended to include the rest of the District's heritage, a heritage assessor would need to be contracted at the cost of around \$20,000. It is an extensive exercise with consultation taking place between the assessor and heritage owner before the item can be placed on the database.

2.4.4 Encouraging Protection

The Thames-Coromandel District Council also has an annual \$15,000 fund to pay for the “public good” component of heritage protection. Owners of heritage buildings or trees, registered in the Proposed District Plan heritage register, can apply to Council to have their resource consents paid for if work they want to undertake will provide added benefit to the building. For example, if an alteration will further preserve the life of a heritage building, the owner will be eligible to have their consent fees paid for out of the fund.

Additionally, there are over 200 covenants that have come about via conservation lots in the Thames-Coromandel District Council Proposed District Plan whereby one or two additional lots are created in exchange for the protection of a particular feature. This could include an area of land containing a site or structure of archaeological, historical or cultural significance. Although these are mapped at a basic level, in future these could be added to existing GIS mapping.

2.4.5 Community Co-ordination

Heritage Hauraki Coromandel (HHC) is a regional grouping of heritage organizations within the Thames-Coromandel and Hauraki Districts. A strategy document has been developed and provides a plan for the way forward by putting a support structure in place that ensures continued development of the sector, revitalization of the voluntary support structure and continuing the existence of the range of museums in the region. The objectives of HHC are to “bring together museum and museum sectors in the region to assist in the development of training, management and collection care standards.” The group’s value statement as presented in the strategy document is “to effectively identify, interact, communicate and promote all aspects of our unique regional heritage to create a greater public understanding of how our past shapes our future”.

As mentioned previously, Council also has a record of protected trees and buildings in Thames and Coromandel town and the provision in the Proposed District Plan to protect historically significant sites. There is also a reasonable amount of GIS mapping of Historic Places Trust buildings, heritage trees and heritage buildings, however, this is limited to the western seaboard.

2.5 Current Provisions for Heritage Promotion

In addition to the protection of heritage structures, a number of communities and agencies have recognised the opportunities for promoting heritage.

2.5.1 Economic Development

Tourism Coromandel plays a large role in the promotion of heritage in the District via its Cultural and Heritage Programme. The programme focuses on capability building and new cultural and heritage products in the Coromandel Regional Tourism area. It actively seeks to incorporate cultural and heritage products into its marketing and also co-operate with similar areas such as Clyde, Russell and Reefton. An example of a project Tourism Coromandel has initiated is the “shop front” programme that encourages retailers to restore their shop fronts in a keeping with its heritage. An earlier programme beginning back in 1990 was the implementation of heritage trails to introduce tourists to the magnificent scenery and heritage. There were also urban heritage trails introduced in Thames, Coromandel town and Whitianga. However obtaining maps of these heritage trails for the purpose of this profile statement has proven difficult.

2.5.2 Public Access

The Historic Places Trust also has a role to play in the promotion of heritage in the district. As well as holding databases of historic buildings in the District, the Trust owns the Thames School of Mines and opens it to the public to promote and educate about Thames mining heritage.

The Department of Conservation allows the public to explore heritage areas and learn how heritage is being preserved. For example, DOC promotes the Waiomu Kauri Grove walking track which includes a short detour to the old Monowai battery site.

The Thames-Coromandel District Council promotes other heritage sites through the reserves it manages around the District. The Reserves Management Act 1977 provides for reserves that preserve and protect historic features. An example in the District is the Memorial Reserve in Coromandel town includes a war memorial monument, the original court house, telephone exchange and post office.

The Council also has the ability to promote heritage via resource consent conditions. An illustration of this is when the new Thames Farmers building was built in 1990, a condition of the resource consent was that the new store would have signs displaying some Thames history. The signs are now displayed prominently in the building’s front windows.

The Ministry of Culture and Heritage is responsible for the promotion of culture and heritage, including at the district level. The Ministry is able to assist local authorities with planning for cultural heritage, can act as a facilitator for workshops and forums and can provide relevant statistical information. It has facilitated local heritage and arts groups meetings to explore co-ordinating their approaches. Key issues explored included:

- what do cultural well-being outcomes mean to you?
- how can we achieve these outcomes?
- what are the most urgent priorities?
- what are some longer term strategies to achieve the desired outcomes?

The main themes arising from the workshop were that there needed to be networking and coordination between groups/agencies, targeted funding, a heritage centre and more community involvement. Perhaps most importantly, it highlights the value of local heritage to community groups in the District.

2.5.3 Development Opportunities

Thames-Coromandel District Council and the associated community boards around the District actively promote heritage values in their community asset work programmes. For example, the Whangamata main street upgrade currently underway reflects the community's "beachy" heritage with a wave like pattern embedded through new footpaths, new seating built in the shape of surf boards and illustrative information signage promoting surfing areas. Similarly, Thames main street is designed in such a way to reflect its pioneering heritage. However, it is noted that these initiatives are not part of a formal heritage programme and is instead undertaken on a fairly ad hoc basis.

2.6 Local Government Involvement

Local government involvement will often be guided by community values. The Thames-Coromandel District Council and Environment Waikato, comparatively speaking, do not take a strong co-ordinated stance on heritage management at this point in time. However, the District Council is currently considering developing a Heritage Strategy to more explicitly define its role.

3 Community Perceptions and Outcomes

Each area within the District has distinct heritage values. Consequently, protection of cultural heritage features heavily in “community plans” and “community outcomes”. Community outcomes and plans include the visions that communities identify for their future and the ways they think they can achieve it. They are important tools in guiding community development and informing agencies such as local authorities on community preferences.

This section outlines the relevant community outcomes and sections on heritage in community plans and also details what characterises heritage in each area of the District.

3.1 Community Outcomes

The District’s community outcomes comprises of a number of statements reflecting the District’s aspirations for the future.

The following community outcome is directly related to heritage:

The Peninsula's long and rich history is valued and preserved.

Key points of interest related to this outcome include:

- *Our heritage buildings and sites are preserved.*
- *We have a co-ordinated and supportive approach to heritage preservation.*
- *Our oral, written and physical heritage is identified, collected and preserved.*

It further elaborates:

Our long history is an important part of the identity of the Peninsula. We must have a coordinated approach to the preservation of our history so that it remains for future generations.

This outcome illustrates the importance of promoting and protecting heritage to the District’s communities. Work on how to promote this outcome has yet to be finalised by the District Council.

3.2 Local Cultural Heritage

The following provides an overview of local heritage and community visions in relation to heritage.

3.2.1 Mercury Bay

Mercury Bay's cultural heritage dates back as far as 950AD when Kupe and his tribe settled in the area. Remnants of pa sites still remain around Mercury Bay today. European heritage dates back to around 1769 when the first English explorers arrived, most notably Captain James Cook, so there is an element of maritime heritage to the area. From 1836, English settlers arrived and established the gum-digging, kauri milling, flax milling, boat building and gold mining industries. More recently, Whitianga was established as a holiday home area characterised by a number of baches and camping grounds.

Specific examples of heritage in Mercury Bay include the Old Stone Wharf at Ferry Landing, the stone store, a dairy built for farm produce and milk in the 1870s and the Mercury Bay Hospital, built in 1898.

Below is a summary of the Whitianga Community Plan and its relevant provisions pertaining to heritage.

Whitianga Community Plan

What we have.

- A unique history of Maori and European settlement e.g. Kupe, Hei, Cook etc.
- A local museum that is expanding its areas of interest.
- Settlement defined through navigational, timber and maritime themes.

What do we want?

- Development acknowledging our unique history e.g. through signage strategy etc.
- An improved museum facility.
- A Council policy for culture and heritage.

What don't we want?

- To lose our historical and cultural identities.

These highlight the community's preference for both a preservation and promotion approach to heritage.

3.2.2 Thames

The gold mining and kauri logging of the 19th Century defines much of Thames' heritage. Today, many relics of these industries remain such as the school of mines, goldmines, battery stampers. There are also many churches, houses, war memorials, trees and hotels all built or planted around the boom time in Thames. Grahamstown is considered the most historically rich area of Thames.

Thames has vast amounts of cultural heritage sites including the Thames School of Mines, numerous hotels and churches such as the Brian Boru Hotel (Richmond Street) and St George's Church (corner of Mackay St and Mary St) and the original Thames Courthouse (Queen Street). The Proposed District Plan notes that Thames contains individual buildings which in isolation have significant heritage value as distinct from areas which derive their heritage character from a relationship between particular structures.

Thames Community Plan

The Thames Community Plan emphasises heritage. It recognises that 'through its people, buildings, museums, archives, flora and fauna, Thames has a unique opportunity to help people appreciate and learn about their past, to understand the present, and to prepare for the future'.

What we have

- A Maori heritage which dates back to the first migration.
- A number of heritage buildings representing various eras including the miners' union, churches, hotels and a manse.
- In excess of 60 heritage trees and plantings are currently registered.
- Tourism heritage including the museum, School of Mines, pump house, stamper battery and Coromandel Heritage Trust. All which have a vision to develop an archive and family history centre forming a basis of what we have to offer our visitor market.
- Thames also has a rich heritage in forestry and timber dating back to over 100 years.
- Adapted and reused heritage buildings.

What we want

- Recognition of the role of heritage in tourism.

- Finance and support to complete the Archive Centre.
- Real protection for heritage flora.
- TCDC to take more interest in the protection of heritage areas like William Hall Memorial Reserve and historic places not under the care of the Historic Places Trust.
- To make it harder to obtain resource consents for wanton destruction of heritage areas.
- Regular tourist bus calls to support and encourage our unique tourism heritage.
- An old historic house open to the public, fully restored with furniture etc.
- A coordinated heritage collective – capitalizing on all our experience and resources.
- To see more old advertising like the Grahamstown area. To have more “Historic Grahamstown” signs around.
- Interpretation signage acknowledging heritage.
- Coordination between heritage groups and TCDC.
- Support for coordination of heritage matters in the area.
- Preservation of historic buildings and sites.

What we don't want

- To see more of the unnecessary demolition of old buildings.
- Heritage trees being cut down to make way for housing.
- All mining and quarries.
- Destruction of historic buildings and sites.

Outcomes

The Community Plan identifies TCDC as being the lead agency in protecting historic sites etc and preserving the historic character of Thames. It identifies Council as being a partner agency in aiding the Archive Centre and actioning educational interpretation of heritage information.

3.2.3 Coromandel/Colville

Like Thames, much of the heritage in the Coromandel-Colville area is based around the early logging and gold mining days. During the 1870s, the area boomed and much of the heritage dates back to these days. There are many houses, buildings, hotels, schools, war memorials, churches, a hospital, trees and a museum related to the mining and forestry industries and early settler life. Specific heritage sites include the original Coromandel Hospital, the Assay House Tearooms and the original courthouse and post office. At the time of writing, the Proposed District Plan (operative in part), notes that Coromandel's built heritage value stems from the relationship between particular structures and their context within the streetscape. As such,

today, the Coromandel township is regarded as a 'heritage area' which contributes to its tourism sector.

The Coromandel Community Plan emphasises references to heritage.

Coromandel Community Plan

What we have

- The heritage we have and that we wish to protect, preserve and restore is more than buildings; it is a mixture of people, buildings and sites. An environment that sustains these is of vital importance to the health and future development of the ward.
- Numerous historic houses and community buildings.
- Heritage registers of buildings and sites.
- Local museum.

What we want

- Signage and recording of various historic sites and buildings.
- Research and retention of our heritage in consultation with local communities.
- Retain both our oral, physical and written heritage.

What we don't want

- Development that destroys or detracts from our natural and cultural heritage.

Priorities for action

- Heritage register and other information that is made public by tour operators etc to be verified.
- Include review of heritage area in the District Plan Zone variation.
- Heritage register to be updated and verified.

Manaia Community Plan

The Manaia Community Plan focuses heavily on Maori cultural heritage. However, there are some relevant parts of their heritage section.

What we have

- Several archaeological sites.
- Named land formations of historic importance.

- Named trees of historic importance.
- Islands named for their special location, a significant event or contour.

What we need

- To develop, retain, support and strengthen what we already have.
- To develop an integrated information management system to record and store archeological information.
- To advocate for the conservation of cultural heritage values.
- To promote and support co-ordinated community action to protect the cultural heritage of the Coromandel and outlying communities.

What we don't need

- Intrusion of development that destroys or detracts from our natural and cultural heritage sites.
- Desecration of cultural heritage sites.

Priorities for action

- Protocols for protection of intellectual property.
- Advocate for conservation and education of cultural heritage values.

3.2.4 Whangamata

Whangamata's heritage relates back to the gold mining, logging and gum digging that took place in the surrounding hills from the late 19th century onwards. The town began growing as a beach town from around 1929 and today many of these early baches contribute to Whangamata's heritage. The community is intent on keeping its traditional casual, beachy feel with many traditional kiwi baches keeping this feeling alive. Whangamata's heritage reflects marine elements and activity such as surfing and surf life saving.

Specific heritage sites in Whangamata include various kauri logging remnants in the surrounding hills and baches dating back to the mid twentieth century.

The Whangamata Community Plan briefly mentions that sites of historic value are to be respected and protected.

3.2.5 Tairua/Pauanui/Hikuai

Whilst a relatively young settlement, the Pauanui community strongly values its built heritage. The township was built with a specific framework – for it to be ‘parkland by the sea’ - including a strong reserve network, red chip roads, large private open spaces, quality landscaping. The Community Plan identifies that the community is keen to retain the “unique, friendly, laid back culture” that results from residents and holidaymakers coming from “all walks of life”. The Plan also states the community wishes to preserve the “unique lifestyle that Pauanui offers”.

Tairua is also a relatively young settlement. Originally a town based on forestry, timber milling and farming, Tairua’s heritage is based on its coastal seaside village feel with the beautiful surrounding natural environment. Its community plan reflects the desire to maintain this feel by stating it is “crucial for growth to be carefully managed if Tairua’s unique environmental qualities and its seaside village character are not to be compromised.”

Hikuai’s heritage dates back to early colonial times when there was a booming town around the site of Prescott’s Garage. The activity was the result of kauri logging, gum digging and farming in the surrounding hills and land. Although there are only a few dwellings and farms remaining, the community plan acknowledges the area’s history and what the relics that remain from the past. The community also wishes to “retain an unspoilt rural environment which provides a unique lifestyle for all residents”.

4 Key Constraints

4.1 Coordination

Amongst the main heritage players in the District, there is a general perception that more co-ordination is required and more leadership provided by the Thames-Coromandel District Council, in particular. If this is going to change, the District Council may need to consider having a clear and defined role in how it approaches cultural heritage. Will it take a proactive stance and become the lead agency like many community plans request? Or will it take a more indirect approach? For example, Council could embark on a number of projects to support heritage in the District such as supporting tourism initiatives, providing funding to heritage museums, and backing up agencies in their lobbying of central government. Note that the District Council is currently considering whether to develop a Heritage Strategy to address such issues.

Some DOC staff members believe there needs to be more co-ordination between the District's individual heritage groups, with more guidance from main agencies like the Council and DOC. They believe Council could offer a lot more help to the community instead of its current 'damage control' response initiatives primarily found in the Proposed District Plan.

4.2 Heritage Information

A key constraint on protecting heritage sites is the lack of comprehensive heritage information. The overwhelming demand on this project will be the need to compile a cultural heritage database and identify how to implement proper protection measures. Although there is currently a database for some heritage types on the western seaboard, the eastern seaboard has nothing similar. In order to plan for growth, while at the same time protecting the District's cultural heritage, there needs to be co-ordination of information from all interested parties including agencies such as the Historic Places Trust, Heritage Hauraki Coromandel, and Department of Conservation etc. New Zealand Archaeological Association archaeological information, which in some cases is 15 years old, is in the process of being updated.

4.3 Legislative Compliance

Territorial authorities when dealing with heritage must comply with the Resource Management Act 1991 and its 2003 amendment, the Historic Places Trust Act 1993, Conservation Act 1987, Building Act 1991, Reserves Act 1977 and the Local Government Act 2003. This legislation

ensures that local government has a role and responsibility in proactively protecting heritage, however protection efforts need support from the wider community in order to be effective.

4.4 Diverse Heritage

A key issue could be determining what “cultural heritage” is as it will invariably mean different things to different members of the community, particularly when dealing with “more recent” heritage. For example, in Whangamata, there is a strong movement towards protecting baches built last century. Although these baches do not meet with the Historic Places Trust categories, the community believes they are a strong feature of the community and contribute to its “beachy feel”. The District’s communities need to define what “heritage” means for heritage to be promoted and protected effectively. This has already been started by some communities through community planning.

Another conflict could revolve around classing a tree as historic as a tree’s historical significance can be measured across a broad spectrum. For example, a tree could be viewed as being special due to it being planted by a historic figure, or a tree could be seen as significant due to an event occurring at the site of the tree. This reflects the wider issue surrounding the definition of heritage.

In relation to oral/written cultural heritage, it is likely that narratives will differ due to conflicting views of a particular subject or different perceptions. For example, anecdotal evidence suggests that a lot of early oral/written history was misogynist in its outlook. While the preservation of oral histories is not directly relevant to the Blueprint, any information contained in narratives may be.

4.5 Site Disturbance

Some historic areas may be highly sensitive due to the nature of events that occurred there or the potential for site disturbance. Alternatively, a site may be extremely fragile requiring specialized treatment. Often this is not discovered until excavation occurs. There needs to be more awareness of these sites to begin with and also the free availability of specialised advice on how to deal with these sites. If a site is known to have archaeological significance, prior investigation or at least monitoring of disturbance of the site by an archaeologist is required.

4.5 Implications for the Blueprint Project

In relation to the management of growth, the profile statement highlights the following:

- There is a strong desire to maintain and protect heritage in the District and the need for the Blueprint Project to recognise this.
- The Blueprint Project may need to first identify and document cultural heritage areas and sites in order to protect them from future growth and inappropriate resource use.
- Consideration may need to be given to managing urban growth in order to recognise the special value communities place on heritage.
- The Blueprint Project could be used to facilitate or reflect community aspirations relating to cultural heritage through the identification of key heritage areas and the protection of these, particularly at the local level.

5 Strategic Opportunities

The major strategic opportunity arising from this profile statement is considering how to manage growth and development to enable heritage protection and promotion. This needs to be done on both a District-wide and local basis.

The heritage profile statement is also relevant to other Blueprint profile statements. For example, heritage could be a main player in the promotion of the Coromandel as a tourist destination, thereby contributing to the local economy. The Maori cultural heritage profile statement will also overlap with this heritage profile.

5.1 Defining Heritage

As the nature of 'heritage' varies between areas, the local Blueprint plans may be better placed to address a number of key matters in order to protect historic heritage including definitions, identification of historic places and assessment of their heritage values, archaeological and historic sites, incentives, regulatory controls and mapping.

The ideas presented in community plans to progress heritage in the district should inform priorities for action. For example, the Coromandel Community Plan states that the community would like a "heritage register and other information that is made public by tour operators etc to be verified". Small steps such as a wider heritage register could eventually lead to a better heritage position in the District.

5.2 Economic Development Opportunities

In terms of the economic benefits cultural heritage could bring, an agency such as Tourism Coromandel could take a lead role in heritage promotion through initiatives similar to previous projects they have undertaken. For example, if heritage trails were set up around the District, there would need to be adequate infrastructure in place and co-ordination between the various organisations/businesses. It would be ideal for an organisation like Tourism Coromandel to take the lead role. Any lead agency that is able to market the Coromandel's heritage could result in long-term economic benefits an incentive for the protection of heritage sites. However the benefits of economic growth should be balanced with the desire to protect both heritage character and heritage sites.

5.3 Promotion Initiatives

The promotion of cultural heritage could be ensured through incentives and support and realizing the economic benefits for both owners of heritage items and the community. Heritage is a valuable educational and interpretation resource which can contribute to a top class tourism industry, thereby creating employment opportunities in tourism, building and other industries. At present tourism initiatives are generally focused on one day events which do attract large numbers of people, however, more long-term attractions should be looked at. For example, Waihi has promoted heritage tours and aims these at cruise ship passengers docking in Tauranga.

5.4 Protection Methods

The methods section in the Proposed District Plan is considered by the Historic Places Trust to be high quality, however, only a few methods have actually been put into practice. Council could consider ensuring that all methods are in practice.

The heritage resource consent condition put on the new Thames Farmers building could become a more frequently used tool if a heritage site is going to be destroyed. It is one way of mitigating any lost heritage whilst acting as an effective way to get historic information distributed to the public in an accessible manner. This would first require such heritage buildings and sites to be formally recognised through for example, a heritage register.

6 Recommendations for Further Work

For heritage protection to be maximized, further work could be done on improving the identification and mapping of heritage sites, including historic reserves, around the Thames-Coromandel District. At present, only GIS mapping of heritage trees and buildings in the Thames/Coromandel town areas is available and as mentioned previously, the Proposed District Plan heritage register is only for Thames and Coromandel town. Planning maps in the District Plan could have heritage sites included on them. More extensive recording of information may be required to give a clearer indication of the extent of heritage sites in the District, and in local areas.

In keeping with this, some heritage groups believe archaeological information needs to be updated given that it is fifteen years out of date. The responsibility of this is often pointed at the Thames-Coromandel District Council. This could be done by Council if the money was allocated under the District Plan budget.

The Council's District Plan team could also look at implementing some of the more methods as mentioned in the previous section.