



## Demolition paves the way for new Heritage Garden

On-site work has begun at The Elms | Te Papa Tauranga to enhance its bi-cultural history. With the construction of a new heritage garden on the corner of Mission and Chapel streets, The Elms embarks on an exciting new chapter in its history.

The demolition of the two-storied house on the corner took place in late-July, leaving a bare site for development. This will make way for a stunning new pavilion and 160m<sup>2</sup> of iconic, heritage garden beds. The project will also open up the view from Chapel Street to the Mission House.

Andrew Gregg, manager at The Elms, looks forward to the completion of this fantastic project.

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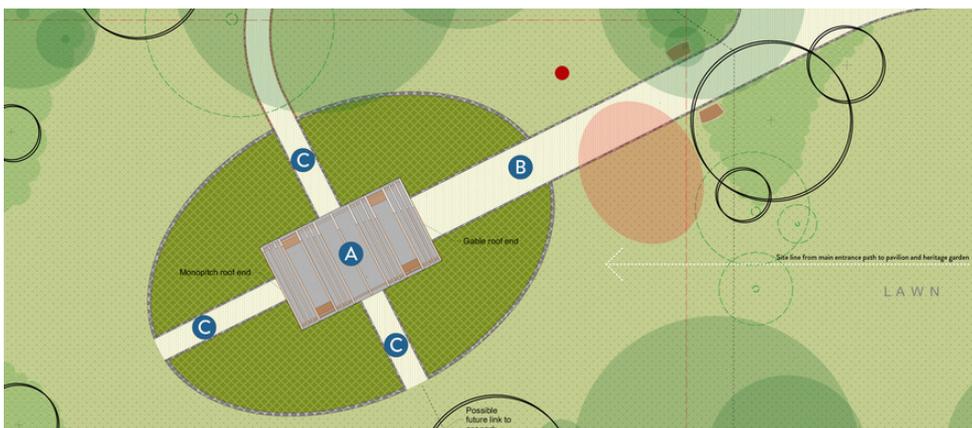
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TECT and Pub Charity are contributing \$250,000 and \$50,000 respectively and a range of other funders are being approached to ensure this project can be completed early next year.



The pavilion will provide a functional, sheltered space for visitors to gather. Architecturally-designed plans depict a modern interpretation of the raupo whare that existed on the site and was home to Reverend Brown and family from 1838-1847. Tangata whenua have been involved in the design of the pavilion, which will include carvings, interpretation panels, and a nearby pou.

The surrounding gardens will feature plants of cultural, medicinal and economic significance to the site's history. "The garden will be a dynamic space, with plantings changed fairly regularly to incorporate the different specimens that were grown here, including old English varieties," Mr Gregg says.



Stage one of the project, the demolition of the house at 29 Mission Street, took just under a week, with as much being recovered from the property as possible.

Due to the historical significance of the site, authority for ground disturbance had to be granted by Heritage New Zealand. "We had to ensure, for example, that ground works would be kept to a minimum due to the site's archaeological significance," Mr Gregg says.



With the building at 29 Mission Street now gone, our Devonshire Tea operation has been relocated into the charming Fencible Cottage - more to come on this development in the next newsletter!

## Re-Brand of The Elms | Te Papa Tauranga

In late 2016, The Elms Foundation made the decision to update its brand and logo. Some of the strategic objectives for this project were:

- Greater awareness and appreciation of all aspects of The Elms | Te Papa Tauranga's history and significance
- Increase "primary" visits e.g. historical appreciation & school visits
- Increase complementary reasons to visit e.g. hosted events
- Drive financial sustainability by increasing revenue streams
- Promotion of The Elms as a "must visit" destination for Tauranga

The project took six months to complete, with historical insight and broad stakeholder engagement being drawn upon to inform the final decision-making process. Needless to say The Elms Foundation is delighted with the outcome. Here is a before and after snapshot of our brand transformation:



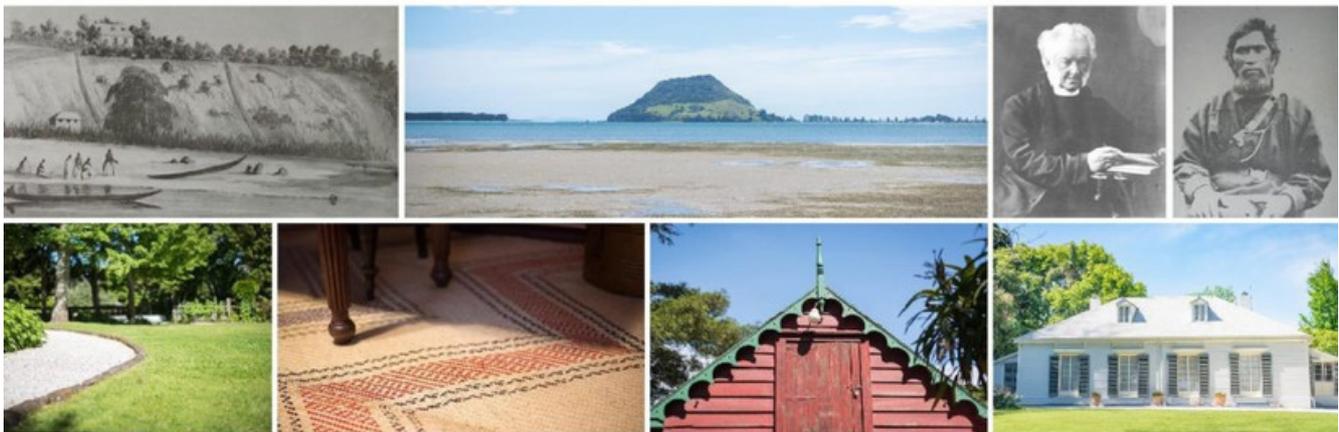
The new logo draws on some of the major themes present at The Elms | Te Papa Tauranga:

- The four major phases of history at The Elms | Te Papa Tauranga's history
- The four members of the Brown family who moved to Te Papa Mission Station
- The four generations of family that lived at The Elms as a family home
- The four main influences on the site over time

Inspiration was also taken from this photo board drawn from current photo

libraries and historical albums. Some of the photographs that inspired the new logo design were:

## INSPIRATION



The first stage of The Elms | Te Papa Tauranga's brand rollout is already complete with a new website up and running. In the future, the new brand will also be applied across multiple digital forums, as well as printed material and signage.

## Collection Relocation

With environmental conditions inside 11 Mission Street a cause for concern, The Elms Foundation decided to relocate its precious collection of historical artefacts to Tauranga City Council's heritage facility in Mount Maunganui.

Stage 1 of the relocation process was initiated in July and was kindly supported by Council staff within the Community Development team. Highest priority artefacts, including Archdeacon Brown's original collection of nineteenth century diaries, were first to be relocated to this secure facility.

With support from our team of volunteers, all of the boxes relocated were inspected for signs of insect activity before they found their new home on the shelves at the Heritage Collection.



Stage 2 of this project is planned before the end of the year with more of the collection within 11 Mission Street being transported and stored at the Newton Street facility.



In mid-August a team visit was arranged to tour the collection's new home and meet Council staff, Fiona Kean and Dean Flavell. This was a great chance for our volunteers to see the professional standards of collection care upheld at the storage facility and to hear about some of the interesting items within.



The Elms Foundation is grateful to Dean and Fiona for their warm hospitality and support in the ongoing care of The Elms' collection. Thank you!

## Grounds Projects

Over winter the Grounds team have been busy preparing the gardens for spring. A noticeable change has been made to the south lawn garden along Mission Street, which has been opened up to provide a clear view of the House from the road. There are also plans to add a lot more colour this year with wildflowers and new seeds being sewn. Work around the grounds has been aided significantly by the donation of over 100 plants from Kereru Gardens.

Protecting the root systems of our heritage trees has been another major project over winter. The team have started with the north lawn around the Chestnut and Bunya Bunya and will be working on the Elm tree over coming months.

Finally, The Elms' paths have been spruced up with the addition of 16 cubic metres of shell. The revitalised paths look spectacular and ready for the thousands of feet that will walk upon them over the coming months.

