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## **Executive Summary**

**Tupare is a 3.6-hectare property situated at 487 Mangorei Rd, New Plymouth. Developed from 1931 by Sir Russell and Lady Mary Matthews and their family, Tupare has been regarded as one of New Zealand’s finest landscape gardens. The blend of a Chapman-Taylor heritage house, hard landscape features, tree and shrub plantings and flowerbeds, makes it a garden of distinction that has received much regional and national acknowledgement.**

Governance and ownership of Tupare was transferred to the Taranaki Regional Council for the people of Taranaki, in 2002.

This plan identifies the potential of Tupare as a unique house and garden experience primarily for the regional and national visitor.

### **The vision for the Tupare Experience:**

“Experience a beautifully restored garden and Chapman-Taylor home. Sculptured from the Taranaki hillside, this is THE premier landscaped garden. Sense the prestige, lifestyle and stories of the Matthews family and the people who surrounded them. Experience a superbly hosted corporate event or wedding in the house or garden marquee. Enjoy a relaxed afternoon tea on the terrace, a picnic with friends or take in a concert on the river flat.

### **This plan seeks to refocus and redevelop Tupare to realise the above description in a way that:**

- Protects the heritage and domestic qualities of the House and Garden,
- Recaptures the splendour of the gardens,
- Is accessible and appealing to a larger audience,
- Increases New Plymouth’s and the wider Taranaki Community’s pride and use,
- Provides a range of quality visitor services and events, and
- Leads to the ongoing improvement and redevelopment of Tupare.

**The recommendations for priority tasks over the next three years to achieve this are:**

**1. Review garden management, staff resourcing and provision.**

- Implement, manage, maintain and develop as an outcome of the Asset Management and Tupare Plant Collection plans.

**2. Implement the Tupare Plant Collection Plan 2005.**

- Develop, manage and provide access to the plant collection inventory and database.
- Establish, develop, maintain and provide public access to an integrated regional plant collections database for the plant collections.

**3. Research and undertake appropriate garden restoration in accordance with the *Tupare Plant Collection 2005 Plan*, *Tupare Asset Management Plan 2005* and the *Collier Report* (management option 1 excluding River Flat) as key references.**

- Restore and develop the garden and landscape with exception of the River Flat and cottage lawn proposal - redevelop the lawn with the context of features in accordance with the key recommendations in the Collier Report.
- Note the opportunity to close the property to the public during the restoration period and communicate progress to the community.

**4. Research and undertake the period restoration of the house, cottage and all landscape and ancillary structures to re-establish their authentic character and design.**

- Undertake, following appropriate research, the period restoration of the house, cottage and all landscape and ancillary structures to re-establish their authentic character, design and future relationship to the property.
- Include maintaining the use of the house for functions and controlled public access to the main interior areas.
- This process should involve the NZ Historic Places Trust.
- Remodel the garden cottage to tell the story of the garden and house development.
- Commission developed design plans and cost estimates from the BGB group for the gatehouse, gardeners' cottage and house fit-out.

**5. Promote local community support and engagement.**

- The priority includes the local New Plymouth district community.
- Develop, implement and manage an ongoing communications programme for Tupare, which informs the community, stakeholders, audiences and visitors of the development programme(s) and key milestones.
- Communicate the vision for, long-term strategic direction, and development priorities for the project, for the community and other stakeholders.

**6. Commission research on Tupare's stories.**

- Commission research into the history and stories associated with the property, its development, and the Matthews family.

**7. Develop a marketing and interpretation strategy to inform and engage audiences.**

- Commission a market research programme for implementing and managing an ongoing programme of research and analysis to inform future development plans, the Council's investment and value for stakeholders.
- Develop, implement and manage, as a consequence of the research on the stories, an information, interpretation, communication and way finding plan for Tupare. This should include future identity (brand) for Tupare, and build on the work already undertaken through the project.

**8. Purchase land for car park development, and redevelop the main entrance, gatehouse and car park area.**

- Purchase the adjoining property for the purposes of safe entry to the garden, car parking for functions and garden visitors, security and management of the property.
- Commission developed design plans and cost estimates for the new entrance, gatehouse, car park and visitor lookout. This will include a site plan that includes circulation patterns and relationships with structures and key activity areas. Note linked to (4) above.
- Remove the existing gatehouse and relocate or build a new gatehouse as the entrance to the garden from the carpark of the adjoining new property.

**9. Investigate and establish relationships and alliances with key local, regional and national, public and private agencies that will assist in the conservation, services provision, growth and development of the Tupare visitor-experience.**

- Develop, manage and grow relationships (including partnerships and strategic alliances) with local, regional and national (public and private organisations) that will enhance the growth and development of the Tupare visitor experience.

**10. Provide public with access to the garden at no charge.**

- Charges should be made for added value services and use for private and public functions and events. Note and refer to potential for a partnership with cuisine and events providers.
- Reconsider in the longer term.

(Note: Section 3 outlines the full programme of recommendations)

# 1. Introduction

## 1.1 Context

Taranaki is nationally and internationally recognised as a garden province, well known for its parks, gardens, leading plantsmen and -women and horticultural innovators.

Its distinctive landscape, topography, soils and climate provide an excellent physical environment for the growth and well-being of a diverse range of plants. Nurseries and garden developers in the region have capitalised on this environment for the past one hundred years.

The Taranaki Regional Council successfully introduced the Empowering Act 2001 to enable it to be directly involved in regionally significant recreation, cultural and heritage projects. The Act followed the recommendations of the *Regional Gardens Report* by notable horticulturalist Alan Jellyman, which specifically highlighted Hollard Gardens, Tupare, and Pukeiti as three significant gardens that would benefit from such an association.

As a result the Council is responsible for the governance of Tupare and Hollard Gardens and has entered into a stakeholder relationship with the Pukeiti Rhododendron Trust that includes an annual allocation of funds.

The Taranaki Regional Council's *2004/2014 Long-Term Council Community Plan* identifies as a main objective that Tupare, along with Pukeiti and Hollard Gardens, be maintained and enhanced as a regionally significant recreational and heritage amenity.

Accordingly, the Council established a Taranaki Regional Gardens Project technical advisory group to develop, through consultation and analysis, long-term management planning strategies for Tupare, Pukeiti and Hollard Gardens.

Alongside this process in 2001–2002, Venture Taranaki produced a strategy framework for long-term Taranaki growth that identified parks, gardens and walkways as a point of difference deserving future development in Taranaki. In 2003, the Ministry of Tourism announced its investment in the cultural tourism strategies for Taranaki and other locations. In 2004 Venture Taranaki launched the regional tourism plan inclusive of strategies for regional parks and gardens.

International and national trends also demonstrate an increasing interest in the natural environment – conservation, recreation and tourism – all of which are relevant to this plan.

Within this current climate of cultural tourism, regional development and regional tourism, the Taranaki Gardens Project, is very timely and is providing a potential model for regional garden development, management and marketing.

## **1.2 Stage One Report: Strategic Direction and Framework**

**In March 2003, the Taranaki Regional Council and the Pukeiti Rhododendron Trust, key stakeholders and the community were presented with the *Taranaki Regional Garden Project Stage Report - Strategic Direction and Framework*.**

The Framework highlights points of strength/uniqueness and synergies related to audience experience development in each garden.

Issues include increasing the range and numbers of visitors, developing community use and pride, developing the gardens' unique identities, broadening services (including activities and events), and exploring new alliances and partnerships.

**The process highlighted five main areas of potential development for the gardens:**

- Establishment of distinctive points of difference;
- Provision of new and enhanced facilities and services;
- Improved access - physical, informative and interpretative;
- Potential value of additional partner relationships; and
- Shared services between the three gardens including - collection records management, marketing, maintenance service provision, education, staff training and development.

Community and other stakeholder consultation throughout this report process has identified a high level of support, strong interest and pride in the gardens, and has highlighted the opportunities for these gardens to be more closely linked.

### **1.3 The Taranaki Garden/Experience Concept**

The Taranaki Regional Gardens project potentially offers a collective strategy to enable the three gardens together to move towards an exciting and sustainable future.

Consultation has identified further potential to develop a key identity and marketing opportunity for the region itself as the ‘Taranaki Garden’ or ‘Taranaki Experience’.

The Taranaki Garden/Experience concept links the three gardens to the greater Taranaki natural and cultural environments that make the region unique within New Zealand.

The environments include the many parks, walkways, rivers, lakes, mountain and coastal, urban and rural resources that offer broad conservation, education and recreation values to the Taranaki Experience.

Taranaki has also the potential to be a centre of excellence in plants, gardening and horticultural activities particularly in training and education. This builds on the history and reputation Taranaki has held in the past.

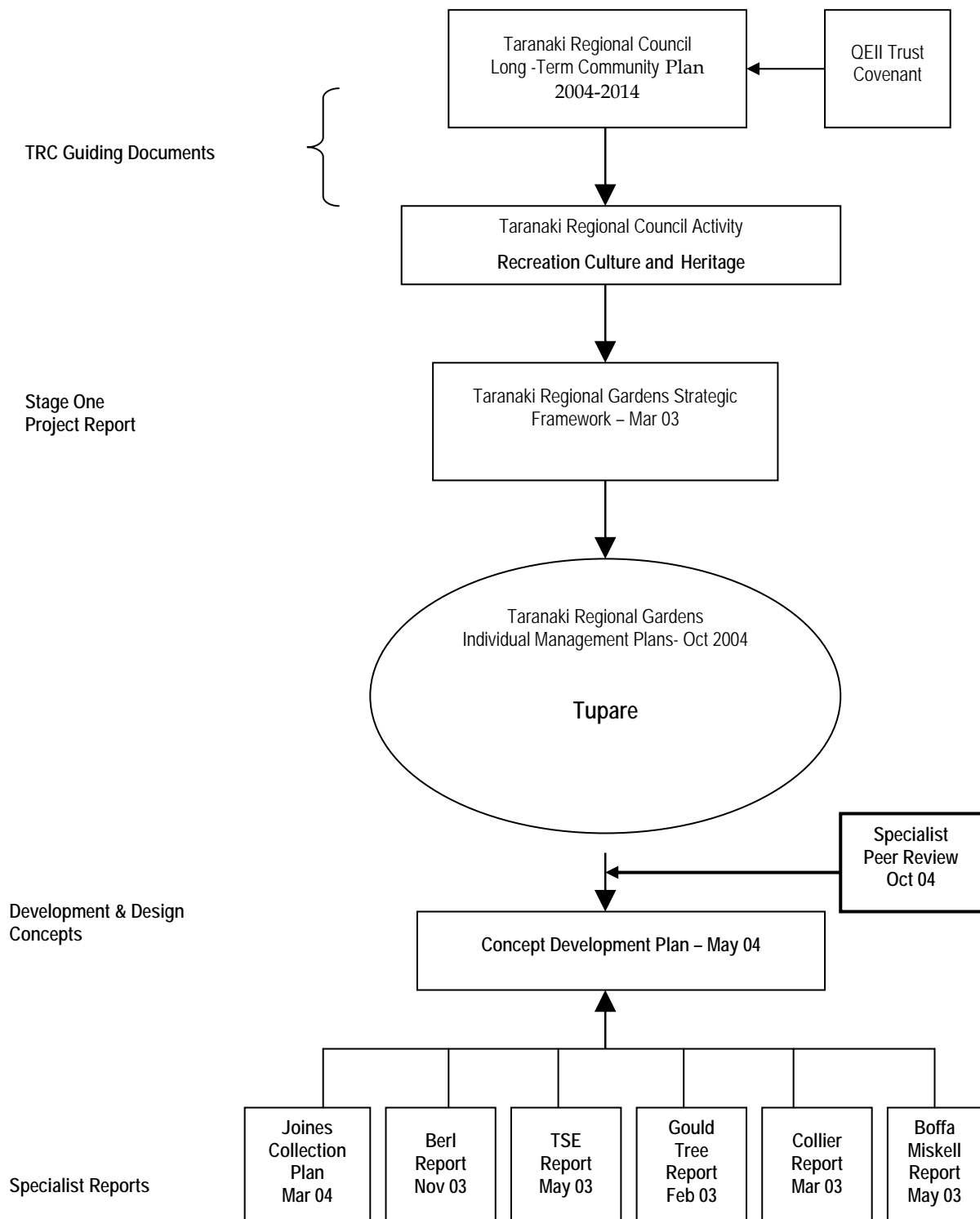
Grouping these experiences and potentials creates a powerful identity and a wealth of opportunities for the region.

Together with the Taranaki Cultural Tourism Strategy (in development) and Tourism New Zealand’s focus on the ‘interactive traveller’, this broader concept offers huge potential to both increase tourism and provide the Taranaki community with greater opportunities.

Further investigation and development of this concept should be carried out with the appropriate regional and national partners.

## 1.4 Management Plan Relationships

The Tupare Management plan relates to a variety of Taranaki Regional Council policy and planning and is informed by a number of external specialist reports (See Appendix for full reports).



## 1.5 Management Plan Research

### 1. **Boon Goldsmith Bhaskar, Boffa Miskell, Fernmade, Rawlinson.**

Concept Development Plan, Audience and Product Development Strategies and Cost Estimates

- ***Purpose:***

Based on all preceding management planning, research and consultation, develop and prepare conceptual development options, including product and audience development opportunities and cost estimates for Tupare within the context of a wider regional gardens development framework.

- ***Outcome:***

Provided development concepts some of which are part of the management plan recommendations. See Appendix 2 for full report.

### 2. **Berl, TRGP**

Taranaki Regional Gardens Project - Audience Potential

- ***Purpose:***

To analyse and test the audience demand potential for each garden property, individually, collectively and with the wider context of the regional gardens and Taranaki tourism strategy.

- ***Outcome:***

Endorsed the proposed strategic direction of Hollard Gardens and demonstrated demand for the activities proposed and the potential to significantly increase target audiences. See Appendix 3 for the Hollard Gardens Section of the report.

### 3. **Boffa Miskell**

Taranaki Regional gardens Project : Landscape Design Assessment - Independent Assessment of Stage 1 Development Planning and Technical Reports

- ***Purpose:***

To provide an independent specialist assessment of the (Stage 1) strategic direction and framework, draft garden management plans and specialist technical reports.

- ***Outcome:***

Provided an assessment of the draft management plan and highlighted the economic benefits of increased visitor and tourism activity, and the educational and recreational values to the regional community. See Appendix 4 for the Hollard Gardens section of the report. In summary it stated that:

“Tupare is one of New Zealand’s finest heritage house and garden properties and should be sensitively restored and protected as such.”

### 4. **Gordon Collier**

Tupare: Assessment and proposals for landscape features and plantings.

- ***Purpose:***

To review each area of the garden, the integrity of current landscape features and structures, and to provide recommendations for future garden development.

- ***Outcome:***

Three development options were proposed to restore the garden as near as possible to its original (1950s) and to develop and maintain this with appropriate professional garden expertise. See Appendix 5 for the full report.

**5. Bryan Gould**

Taranaki Regional Gardens Project : Tupare, Arboricultural Assessment - Arboricultural assessment of the condition and future treatment of the treescape.

- ***Purpose:***

To provide an independent professional assessment of the health and condition of the mature trees and shelterbelts with recommendations for the future.

- ***Outcome:***

A programme of tree maintenance, removal and areas where further consideration is necessary, to achieve greater long-term health and condition of the garden. See Appendix 6 for the full report.

**6. TSE Taranaki**

Taranaki Regional Garden Project : Tupare : Car Parking and Access Report

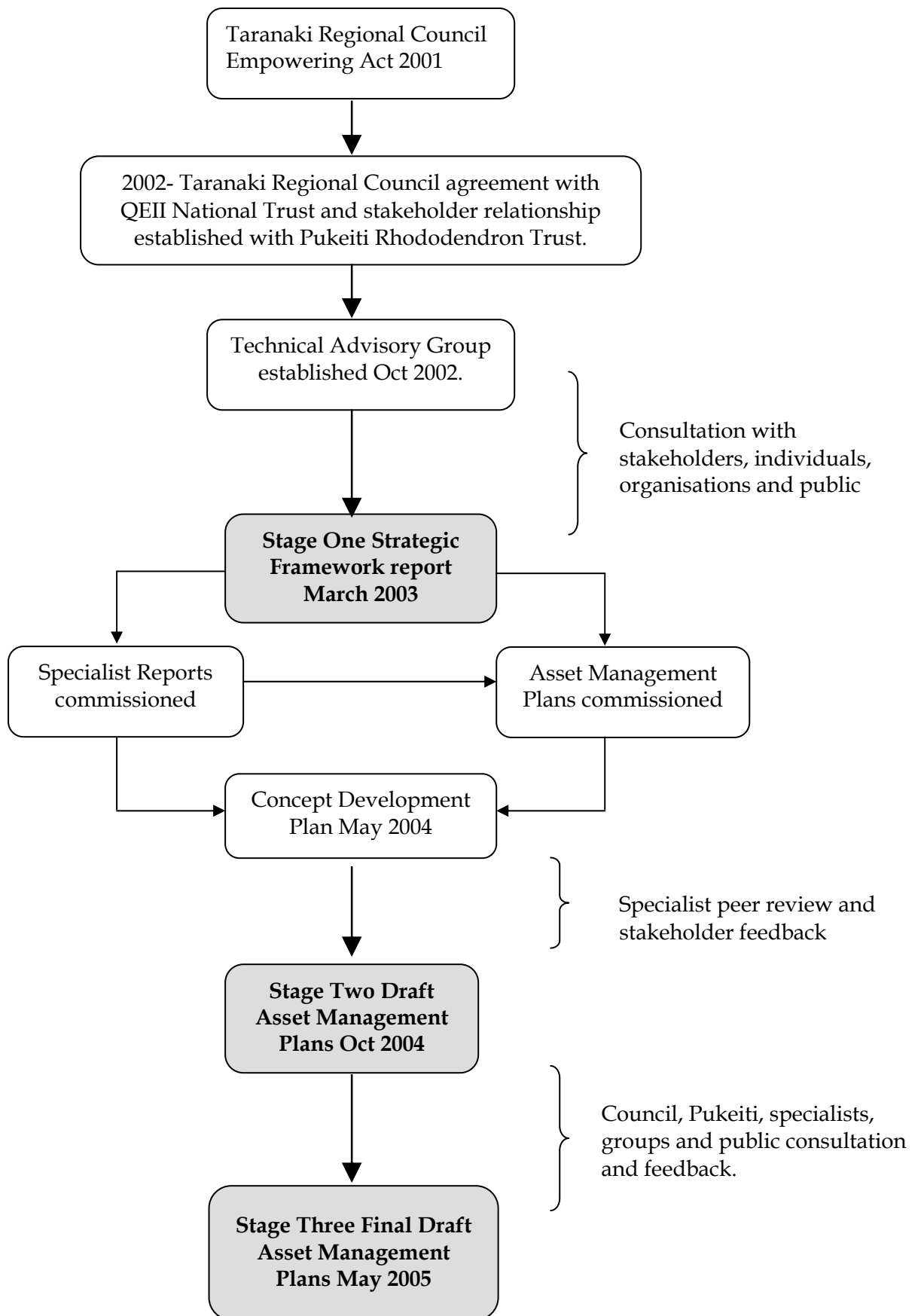
- ***Purpose:***

To provide independent specialist analysis of access options, issues associated and recommended development option.

- ***Outcome:***

Options for main drive access and recommendation for the development of off road parking as a basic requirement for the use of the garden. See Appendix 7 for the full report.

## 1.6 Management Plan Development Process



## 1.7 Management Plan Purpose

The Plan provides direction and guidance for the Taranaki Regional Council's management of Tupare over the next 10 years. The Council's aim is:

**“To ensure that Tupare is maintained and enhanced as a regionally significant recreational and heritage amenity.”**

(2004/2014 Taranaki Regional Council Long-Term Community Plan)

The Plan identifies strategies, goals, objectives and principles for the programme of development, operations, management and public use of Tupare.

## 1.8 Management Plan Structure

The Plan is in four sections.

### **Section One: Background**

Provides a quick snapshot of Tupare's history, the house and gardens and its current audiences and use.

### **Section Two: Strategy**

The vision, goals and objectives supported by recommended policy.

### **Section Three: Programme**

A summary of the key tasks both management and development in relation to the main goal areas.

### **Section Four: Budget**

The financial plan for the operations and programme.

### **Section Five: Collection Plan**

The plan for management of the collection.

## **1.9 Management Plan Monitoring and Review**

This Management Plan is a dynamic document that should evolve with the garden and its audiences and community. The Plan should always protect the vision and goals for the garden and reflect the changing needs of the community and visitors.

This Plan should be reviewed on a 3-yearly basis with a major update every 7 to 10 years. The review should measure the achievements against stated goals and objectives, and the continued relevance of these achievements.

The up-date should test the current validity of the goals and objectives and their supporting policy and where appropriate reposition the Plan.

## **2. Section 1 : Background**

### **2.1 History**

In 1931, Russell and Mary Matthews bought 3.6 hectares of gorse and blackberry covered farmland at the edge of the Waiwhakaiho River. The area was called Ngati Tupare Kino after the Maori people who had once lived there.

There was only one tree – a mahoe - on the site. It was the time of the Depression and for 18 months, men cleared the gorse and blackberry through the “over the fence” scheme, which subsidised the unemployed. The Matthews planted shelter trees and moved in to a corrugated iron cottage on the site.

Architect-craftsman, James Chapman-Taylor, was commissioned in 1932 to design a Tudor-replica home with reinforced concrete walls made with shingle from the Waiwhakaiho River, adzed Australian hardwood beams and a cedar shingle roof. The house took 12 years to build.

The first tree planted was a kauri given by Mary Matthews’ parents to celebrate Russell’s birthday, July 26 1932. The garden’s collection and landscape evolved in a similar manner, marking events and relationships of the Matthews family.

In its heyday, Tupare was considered to be *the* landscaped garden in the country. Each Labour weekend, the Matthews family would open the gates to a large number of visitors throughout New Zealand who made the pilgrimage to enjoy the spring colour and the privilege of sharing this private, stylish world.

In 1985, the Matthews family passed their home to Queen Elizabeth II National Trust who, along with member councils of the Taranaki United Council, bought both house and garden. Governance and ownership of Tupare were transferred to the Taranaki Regional Council in 2002.

### **2.2 Description**

Tupare is a 3.6-hectare property situated at 487 Mangorei Rd, New Plymouth. The property slopes from its northern boundary of Mangorei Rd, its only current point of access, to a river flat area adjacent to the Waiwhakaiho River on its south-eastern boundary.

Tupare has been regarded as one of New Zealand's finest landscape gardens. The blend of a Chapman-Taylor-style heritage house, hard landscape features, tree and shrub plantings and flowerbeds, makes it a garden of distinction that has received much regional and national acknowledgement.

The garden is not a botanical plant collection as such, but rather a fine example drawn from its period of development from the mid half of the 20<sup>th</sup> Century. Its strengths lie in the use of the hillside landscape, its display qualities and its intimacy and relationship with the house.

Tupare's gardens have been described as "heritage gardens". The central focus of these heritage qualities is reflective of the passion and development over Matthews's era. This term reflects both the house and the garden landscape that are inextricably integrated.

The relationship between house and garden is an essential part of the Matthews family development of the landscape. The garden was a living home landscaped garden with tracks, vegetable patch, orchard, glasshouse and functional areas such as the tennis court and terraces.

Tupare is a private, exclusive, heritage house and garden experience. It reflects the uniqueness of its topography and the skill and passion of the Matthews family who developed it.

### **2.3 Governance**

The Matthews family vested the governance and ownership of Tupare in the QEII National Trust in 1985.

Governance and ownership were then transferred to the Taranaki Regional Council for the people of Taranaki, in 2002.

Today, the gardens are funded by the ratepayers of Taranaki through the Taranaki Regional Council.

## **2.4 Current Audience**

Tupare is a public garden that is estimated to attract around 2000-3000 visitors annually.

It is open daily for visitors throughout the year with the main visitor season from September to March peaking over the annual Taranaki Rhododendron Festival in October/November.

Up to April 2004, the house was leased to concessionaires and acted as a function centre for weddings and private groups of which there were around 20-30 functions annually. In addition a marquee temporarily erected on the tennis courts hosted up to 15 functions annually. These were the main source of visitors and focus of use. The cottage was also available for overnight accommodation.

### **3. Section Two: Strategy**

#### **3.1 Vision**

“One of New Zealand’s finest heritage house and garden experiences”

#### **3.2 Visitor Experience**

Tupare is conveniently close to the heart of New Plymouth, yet suitably located in semi-rural landscape in quiet suburbia. This combination makes it an eminently desirable visitor destination.

This is a private garden made public and retains its air of exclusiveness. The first impression gained from arrival at the car park will be of a sequestered, elegant house situated within a framework of mature trees, and a landscaped garden bordered by a river.

The gatehouse will set the scene fittingly, provide general directions and information. A path will direct visitors to start them on the journey down the hill to the house. The walk is relatively steep and curving, but a comfortable stroll. There is no reason to bustle here. There are trees and shrubs to admire along the way, intriguing views of the house, garden and river, and the stylish tennis court with its loggia to pause by. Each visitor will seem to be a ‘guest’ at Tupare, the formalities and the experience will be the same as they were 50 years ago.

The house too will be restored to its original form. This is a Chapman-Taylor design, crafted and substantial. It has links to Wilkinson’s ‘Castle’ at Wai-iti and to other notable homes in Taranaki and elsewhere. It is full of intrigue. Visitors will discover the hidden attic rooms, the doorbell with its Napier earthquake connection, and through a glass panel, Sir Russell Matthew’s secret room. Outside in the garage there may be a 1940s Vauxhall and a 1951 Bentley to admire, a quaint clothesline, the clever dog kennel. Inside, there will be refreshments available, appropriate souvenirs and a wealth of information.

Nearby is the cottage, again restored and presented in authentic style. Here is further information, this time on the garden itself and the people who made it.

Stories of Tupare begin to unfold as the visitor, armed with knowledge and stimulated by curiosity, journeys along the pathways – John, Jill and Richard Walks, Elizabeth Garden, Russell Avenue and Mary Lane. Here are the magnolias, cedars and rhododendrons the family nurtured, the simple flowers Lady Matthews favoured, the family vegetable garden and the glasshouse. At the bottom of the garden are the rural river flat and the boisterous Waiwhakaiho River.

Tupare is a snapshot in time, a rare chance to experience one family's life in the original house and fine garden of another era. Distinctive in New Zealand.

### **3.3 Values**

- Restoration and protection of house, garden and landscape
- Expression of a past era
- Recreation and Leisure

### **3.4 Positioning**

- Location-urban environment
- Significance-regional, national and international
- Focus-heritage/ambience
- Management-restore and protect

### **3.5 Audiences**

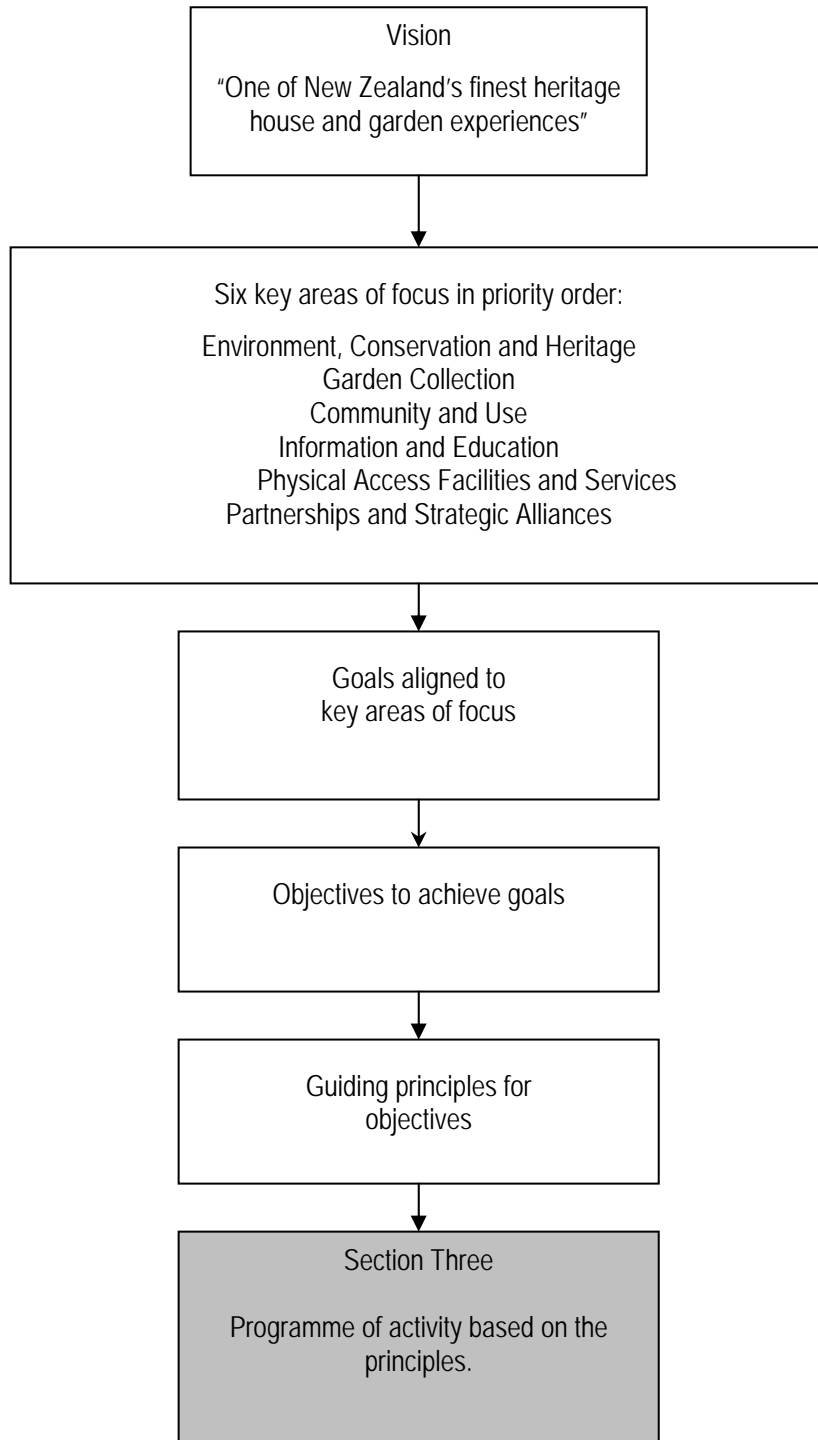
- Taranaki community
- District, regional, national and international visitors
- Garden and heritage sector
- Families – events and river flat
- Functions – private and business sector
- Education – secondary and tertiary landscape design

### **3.6 Synergies**

- Garden services –District Councils, Pukeiti and Hollard Gardens
- Marketing and communications – District councils, local/national tourism providers, Taranaki Super Trust, Pukeiti, Hollard Gardens, others.
- Collection records management –Pukeiti, Hollard Gardens, TRC, others
- Programme development – Puke Ariki, Historic Places Trust
- Staff development - District councils, Pukeiti, Hollard Gardens

### 3.7 Goals, Objectives and Principles

The structure of this section follows the key areas of focus relating to the overall vision. Each activity area has goal, associated objectives then statements of principle to support the objectives and goals.



### 3.7.1 Tupare Charter

The following Charter is the key principles under which all management and development of Tupare should apply. These principles encapsulate the ideals of the Matthews legacy and should be read in conjunction with the Tupare Plant Collection Plan 2005.

*The garden restoration programme will aim to recreate the style of domestic garden developed during the era of the Matthews family.*

*Trees, shrubs and other plants that furnish the garden shall reflect the plant varieties, proportions, colour schemes, spacing and heights, structural and decorative features developed by the Matthews family.*

*The house and garden will be made more accessible to the public.*

*The garden will be presented, maintained and developed as a quality horticultural experience in a vibrant, sustainable and attractive manner according to best horticulture amenity management practices.*

*The integrity of all landscape structures and features will be preserved as created by the Matthews family.*

*The house will be restored to reflect the architecture of Chapman-Taylor and the domestic environment in which the Matthews family lived.*

*All house restoration shall be in accordance with New Zealand Historic Places Trust standards.*

*Neither interpretation nor social uses shall compromise the heritage features or character of the house or garden.*

*The Tupare experience will reflect a domestic house and garden environment.*

*Events and activities will be encouraged that attract new audiences and add value to the Tupare experience.*

*Communicating the stories of Tupare will be a primary objective of the visitor experience.*

*The Florence Charter along with other nationally and internationally recognised garden management principles and best amenity management practices will act as a guide heritage garden management.*

### 3.7.2 Environment, Conservation and Heritage

The house and garden environment provide a privileged glimpse into the private world of the Matthews family. The uniqueness of this experience relies on re-capturing the era when the house and garden were in their prime. Conservation, protection and enhancement of this heritage quality need to be a primary focus.

The heritage value of the house and garden is an intrinsic part of Tupare. As a benchmark for heritage house and garden conservation management the International *Florence Charter* and *Venice Charter* provide practical standards and along with other relevant references should be used for heritage management guidance.

#### **Goal:**

A quality house and garden that lead environmental care, conservation and heritage management nationally.

#### **Objective:**

To recognise, retain and develop the heritage values of the house as an example of the period for Taranaki people and all visitors.

#### **Principles:**

- The stories of Tupare and its heritage will be identified, researched and recorded;
- A long-term conservation plan for the house will be developed with the Historic Places Trust's guidance based on internationally recognised models such as the *Venice Charter* (Appendix 9);
- Investigation into the comparative heritage experiences in New Zealand will be undertaken to highlight the key uniqueness of Tupare;
- Hosted public access to and throughout the house will be provided for all visitors during garden opening hours;
- The heritage experiences of the house and garden should together provide a seamless reflection of the Matthews family era;

- The house and cottage may provide for additional uses such as visitor information, café and amenity services without compromising the heritage values or visitor access, and
- The river flat area will be maintained as its original use as a natural, open space and rural paddock.

### **3.7.3 Garden Collection**

“Tupare” translates from Maori as “a garland”. Sir Russell and Lady Matthews developed their property as a well landscaped, colourful, interesting and very personal garden collection that reflects the period over which it was established. These attributes, with expert planning and adequate resources, can be recaptured and enhanced for today’s visitors.

While it is a priority to retain as far as practical the plant composition established by the Matthews, that is the domestic and heritage qualities of the garden, it is also important that new fresh plants are added to the garden collection to maintain the vision of Sir Russell of a dynamic, innovative and fashionable garden.

#### **Goal:**

The provision of a personal, unique, quality garden of local, regional and national significance.

#### **Objective:**

To recapture the splendour of the original garden experience.

#### **Principles:**

- The *Tupare Plant Collection Plan 2005* will be implemented;
- Plant records will be maintained to ensure the record of and accessibility to plant identification and heritage information;
- Research will be undertaken to verify the garden domestic heritage character, style, contents and design before any garden restoration or replanting is undertaken;

- Research and undertake appropriate garden restoration in accordance with the *Tupare Plant Collection 2005 Plan*, *Tupare Asset Management Plan 2005* and the *Collier Report* (management option 1 excluding River Flat) as key references,
- The selection of plant material and garden landscape restoration solutions will reflect the Matthews original objectives of highest quality, fashion and suitability;
- The Matthews' favourite plants will be re-established in the garden displaying a wide-ranging collection of plants from their era;
- A sustainable boundary tree planting will be maintained that provides adequate and long-term protection of the garden, whilst where practicable screening neighbours, maintaining mountain and river view shafts; and
- New Zealand Garden Trust endorsement will be gained and maintained.

### **3.7.4 Community and Use**

Tupare is in the business of providing a high quality passive leisure and recreational experience. It requires management, resourcing and vision to achieve and grow this business. It has two main target audiences, the local Taranaki community and visitors – regional, national and international.

The local New Plymouth and Taranaki Community will be an important element and strength of Tupare's success. Local community access to Tupare currently is free and this situation should continue. However, a pricing model could be established to reflect its value, quality and uniqueness within the visitor marketplace and be applied to added value services.

Recreational opportunities for the use of Tupare including use of the House, Garden and River Flat should be developed to encourage audience growth and participation, particularly within the local community.

All activities must be sensitive to the ambience and intimacy of the Tupare experience, and be appropriate to the physical and practical constraints of the house and garden. Any commercial activities or developments will be scrutinised with responsible business planning before implementation.

**Goal:**

A quality house and garden experience offering a range of recreational opportunities that engage existing audiences and attract new audiences.

**Objective:**

Identify and develop opportunities that extend beyond the current use of the property.

**Principles:**

- New Plymouth and the wider Taranaki community will be an important focus for audience development and support.
- A range of recreational opportunities that are sensitive to the character of the house and garden experience will be offered to promote use and add positively to the visitor experience;
- Events will be developed with partners with event management expertise, that focus on different aspects of the Tupare experience and attract and sustain current and new audiences (e.g. boutique weddings, garden seminars, mini conferences, river kayaking etc);
- Links with other recreational activities will be established (e.g. Regional public and private gardens, Pukeiti /Hollard Gardens, regional tourism packages, North Taranaki District events and opportunities);
- The 1-hectare river flat area will be maintained as a rural component of the Tupare experience, and
- Appropriate seasonal festivals, programmes and events will be developed that capitalise on the garden's potential and provide for year-round audiences.

**Objective:**

To provide commercial opportunities that enhance the visitor experience.

**Principles:**

- A suitable business model will need to be established to identify and drive Tupare's commercial development;
- A pricing model will be established that promotes free access for the Taranaki community while protecting the value perception held by visitors and the tourist industry;
- Any commercial activities must add value to the uniqueness of the visitor experience, not compromise general public access and reflect the qualities of Tupare's heritage;
- Commercial ventures or permitted activities must not compromise public access during the normal house and garden open hours;
- Charges for services or activities that add value to visitors and are not as of right available to the visitor, will apply. (e.g. access to parts of the house);
- Private functions and event opportunities facilitated by appropriate event management providers, should be further investigated and as appropriate developed;
- All catering will be managed off site with minimal support from the house kitchen; and
- Commercial opportunities, for example, light refreshments, heritage plant sales, products and souvenirs that align with the Tupare heritage garden collection character, may be developed.

**Objective:**

To manage the house and gardens effectively and professionally, and where appropriate, invite community involvement.

## Principles:

- Tupare will be a 7-day 9am to 5pm operation with availability for outside hour functions by arrangement;
- Tupare should be maintained and resourced to achieve high quality amenity horticultural and heritage conservation standards;
- Tupare will establish and maintain an appropriate Qualmark tourist registration;
- Appropriate guidance will be commissioned for the management of the heritage quality of the property;
- All garden staff should be suitably qualified and/or experienced and training/exchange programmes should be established to ensure the ongoing education and development opportunities of staff members;
- A suitably qualified manager is required to steer the developments and audience growth;
- A suitably qualified and dedicated head gardener/curator is required to ensure the quality presentation of the gardens and environment, and the maintenance of collection;
- Current gardeners' duties should focus on maximising the use of their horticultural skills, and routine activities should be otherwise managed;
- Opportunities for community involvement in the operation of the Tupare visitor experience will be developed; and
- Options for security management that maintains a physical domestic presence and protects physical assets will be investigated.

### **3.7.5 Information and Education**

The house and garden provide opportunities to learn about and capture the essence of Tupare's stories. These stories need to be researched, articulated and communicated to the visitor for the potential of Tupare to be realised.

Telling these stories however must not compromise the integrity of the private, nature experience of the family house and garden. They should also create an element of surprise both in how they are presented and in the nature of their content.

#### **Goal:**

A visitor experience that captures the imagination and inspires its audience through Tupare's stories.

#### **Objective:**

To identify, celebrate and enhance the Tupare experience through the telling of Tupare's stories.

#### **Principles:**

- The stories of Tupare shall be the focus of all information and shall include;
  - Matthews family - their garden, lifestyle, events, activities business (bitumen)
  - The Landscape – development, design, use
  - James Walter Chapman-Taylor – architecture, New Zealand and international
  - The Garden – style, distinction, people, influences;
- Research will be undertaken to fully identify, qualify and record the stories of Tupare;
- The Tupare stories shall be told through a blend of visitor experience and the provision of quality interpretative information;
- All signage and information shall reflect the intimate, informal nature of the gardens and create a sense of intrigue and surprise;

- Way finding signage that reflects the garden character will be provided to enable ease of direction finding internally throughout the garden, and externally to the garden from main road routes;
- The cottage will be used to tell stories of the garden – its history, character, plants, use, landscape, design, people, garden relationships and other interpretative information; and
- The House will be used to tell stories of the Matthews family, their business and their lifestyle, Chapman-Taylor and other period information.

**Objective:**

To market Tupare as a unique, nationally acclaimed heritage house and garden showcase, resource and experience.

**Principles:**

- Market research should be undertaken to identify strategies to develop current audiences, communicate the Tupare experience to potential audiences, and to attract new audiences, regional, national, and international particularly in relation to garden tourism and heritage;
- Communicating the stories of Tupare will be a primary objective of all communications, information and interpretation;
- A unique identity brand for Tupare will be developed that reflects its heritage house and garden experience;
- All promotion will reflect the education and heritage experience that is a unique identity of the house and gardens, and
- Education programmes should be developed that engage the community, tourists, schools, enthusiasts and specialist audiences.

### **3.7.6 Physical Access, Facilities and Services**

Many of Tupare's original structures and facilities inherent to its unique heritage character, require restoration or conservation.

Initially activity will focus on restoration of current facilities. A fundamental priority is the provision of safe and accessible off street parking. Without suitable car parking the future accessibility by audiences is compromised. This will probably require the purchase of a neighbouring property.

Desired audience growth and development require the provision of appropriate quality facilities and services. Visitor expectations need to be investigated and addressed. The provision of such facilities or services will be a gradual process that identifies a clear purpose and where appropriate, a business case outlining sustainability.

A limited area of development opportunities is access. Tupare is a hillside property, which inherently can pose a physical challenge for visitors. Access to and around the property can be improved, however, to minimise physical barriers where practicable.

#### **Goal:**

Access to the house and garden and associated facilities that provide for visitor needs while conserving the heritage value of the property.

#### **Objective:**

To provide for the needs of visitors to Tupare whilst protecting the heritage qualities of the facilities.

#### **Principles:**

- Implementation of any developments should be a gradual and manageable process that protects Tupare's vision and considers the values and sustainability of all development proposals;
- All structures and facilities will reflect the heritage house and garden experience as created by the Matthews family;
- Where practical all existing heritage landscape facilities will be protected and maintained to their original form and purpose;

- The period restoration of the house, cottage and all landscape structures including paths will be undertaken to re-establish their authentic character and design;
- A replica of the original glasshouse will be re-instated and presented to reflect its original use;
- New facilities will need to reflect the changing needs of future audiences;
- Market testing and measuring should be implemented before any progress is made with new facility and services development;
- Tupare will provide basic amenities and refreshment facilities but not compromise the integrity of existing facilities;
- From time to time the tennis court may be used for the temporary erection of an appropriate marquee for specific functions; and
- Adequate utility services will be provided to meet the requirements of the visitor and to enable effective property management.

**Objective:**

To improve physical access to and within Tupare, without impacting on the intimate character of the house and garden landscape.

**Principles:**

- A main car park off Mangorei Rd will be developed to cater for up to 40 cars and 6 buses;
- The main drive will be the principal vehicular and service vehicle access route and will not be changed;
- Track slopes and steps will be minimised while maintaining the original property landscape objectives;
- All the original pathways, surfaces and routes will be maintained;
- The entrance to the garden will change and therefore the main gatehouse will require modification and re-location; and

- Future consideration will be given to the provision of limited motorised transport to facilitate easy access and egress of the main drive slope by less physically able visitors.

### **3.7.7 Partnerships and Strategic Alliances**

Alliances and partnerships at varying levels need to be developed to ensure ongoing community support and involvement in Tupare’s future. The ability to implement major developments and programmes will depend on the success of these partnerships.

These fall into four areas:

**Experience:** To provide, develop and grow the visitor experience within the garden and within the Taranaki region.

**Development:** To achieve new facilities.

**Management:** To provide the necessary management resources and skills.

**Heritage:** To ensure the appropriate conservation and management of the house and garden.

**Goal:**

Successful partnerships and alliances that provide for the quality visitor experience that is Tupare.

**Objective:**

To identify and nurture regional and national public and private sector partnerships and alliances to enhance the quality and level of facilities and visitor services at Tupare.

**Principles:**

- Partnerships should be critical to enable the implementation of any major developments;
- Commercial partnerships may be desirable to achieve funding of the development of the garden and house facilities;

- Consideration should be given to relationships with members, iwi, volunteers or friends with respect to the value they would add to the Tupare visitor experience and the community;
- Partnerships with event managers and catering providers should be developed;
- Partnerships should be established with organisations such as the Historic Places Trust to ensure the appropriate protection and conservation of the heritage qualities and assets of Tupare; and
- Partnerships and alliances should be developed with a range of such as:
  - The Department of Conservation
  - the Ministry for the Environment
  - the Ministry of Education
  - the Ministry of Tourism
  - the Ministry of Maori Development
  - QE11 National Trust
  - district councils
  - the corporate business sector
  - iwi
  - education agencies
  - horticultural sector organisations, and
  - any other interested local, regional and national communities.

**Objective:**

To promote active partnerships with local and regional agencies in order to provide the quality of maintenance services and management required in maintaining and enhancing the gardens.

**Principles:**

- Partnership agreements should be investigated and established with appropriate agencies for the provision of shared maintenance, marketing, event management and other services, where it will be beneficial to all parties concerned;

- Partnership opportunities should be developed where an activity is outside the core skills and focus of garden maintenance and enhancement;
- The collection management database system will be developed in partnership with Pukeiti, Hollard Gardens and the Taranaki Regional Council; and
- Opportunities for horticulture skill training and staff exchanges will be developed within and beyond the Taranaki region.

**Objective:**

To identify and nurture strategic alliances with local, regional, national and, where appropriate, international agencies for the marketing and promotion of Tupare.

**Principles:**

- Alliances should be formed with local and regional tourism providers and facilitating agencies to add value to the Tupare experience for the visitor;
- Partnerships and alliances should be developed with agencies that can gain from and offer benefit to, the Tupare experience;
- Alliances should be developed with local tourist information, activity and accommodation providers in the New Plymouth district;
- A relationship should be formed with Puke Ariki and the New Plymouth District Council for the promotion of Taranaki gardens; and
- An investigation into national and international facilities of similar heritage house and garden experience will be undertaken to benchmark Tupare and to gain management advice.

## 4. Section Three : Programme

The major programme for Tupare suggested for the next five years:  
(note: refer to the *Concept Development Plan* development concepts Appendix 1)  
The major programme for Hollard Gardens over the next ten years:

**Priority 1**    1-3yrs  
**Priority 2**    3-5 yrs  
**Priority 3**    5-10yrs

(# = Could be implemented in partnership with Hollard Gardens, Pukeiti and other regional garden partners.)

### 4.1 Environment, Conservation and Heritage

| <b>Task</b>   | <b>Priority</b> |
|---|-----------------|
| Produce a long-term conservation plan for the house and cottage.  | 1               |
| Investigate comparative heritage experiences in New Zealand to highlight the key uniqueness of Tupare;      | 1               |
| Identify, research and record the heritage values of the house and gardens.                                 | 1               |
| Develop opportunities for education and experience of the conservation and heritage values of the property. | 1#              |

## 4.2 Garden Collection

| Task   | Priority |
|--|----------|
| Implement the <i>Tupare Plant Collection Plan 2005</i> .   | 1        |
| Research and undertake appropriate garden restoration in accordance with the <i>Tupare Plant Collection 2005 Plan</i> , <i>Tupare Asset Management Plan 2005</i> and the <i>Collier Report</i> (management option 1 excluding River Flat) as key references. | 1        |
| Undertake plant identification, evaluation and inventory.  |          |
| Develop a computer plant database system in conjunction with Pukeiti and Hollard Gardens.  | 1#       |
| Achieve New Zealand Garden Trust endorsement.  | 1        |
| Review the <i>Gould Tree Report</i> and complete necessary tree rationalisation.   | 1        |
| Review garden management and staff resourcing and provision.   | 1#       |

### 4.3 Information and Education

| Task  | Priority |
|---|----------|
| Facilitate the provision of new Transit signage from main routes.   | 1        |
| Undertake market research to identify strategies to develop audiences.  | 1#       |
| Design and implement the Tupare brand.  | 1        |
| Commission research and development of Tupare's stories.  | 1        |
| Develop all communications, signage, information and interpretation to tell the stories of Tupare.  | 1#       |
| Equip the house to tell stories of the Matthews family, their business and lifestyle, Chapman-Taylor and other period information.        | 1        |
| Provide new signage at the main entrance.   | 1        |
| Equip the cottage to tell the stories of the garden history, character, plants, use, landscape, design, people, garden relationships etc. | 1        |
| Investigate and develop activity programmes that engage the family, community, tourist, school, enthusiast and specialist audiences.      | 2#       |

#### 4.4 Community and Use

| <b>Task</b>   | <b>Priority</b> |
|---|-----------------|
| Develop a communications plan.  | 1#              |
| Review garden management, staff resourcing and provision.                 | 1#              |
| Promote local community support and engagement.                           | 1#              |
| Investigate options for onsite domestic presence and security management. | 1#              |
| Establish links with other North Taranaki recreation/ tourist providers.  | 2#              |
| Facilitate the growth and development of functions and events.            | 2#              |
| Provide light refreshments at the house.                                  | 2               |
| Investigate the feasibility of appropriate commercial opportunities.      | 2#              |
| Establish a suitable charging model for added value services              | 3               |

#### 4.5 Physical Access, Facilities and Services

| <b>Task</b>   | <b>Priority</b> |
|---|-----------------|
| Produce a business plan for any commercial development or activities.   | 1               |
| Purchase land for car park development.   | 1               |
| Undertake the period restoration of the house, cottage and all landscape and ancillary structures including paths to re-establish their authentic character and design. | 1               |
| Redevelop the main entrance, gatehouse and car park area  | 1               |
| Re-instate and present a replica of the original glasshouse to reflect its original use.  | 1               |
| Provide basic amenities and refreshment facilities.   | 2               |
| Give future consideration to the provision of motorised transport to facilitate easy access and egress by all visitors.   | 3               |

## 4.6 Partnerships and Strategic Alliances

| Task  | Priority |
|---|----------|
| Consider relationships with members, iwi, volunteers or friends in respect to the value they would derive from and add to the Tupare experience and to visitors and the community.  | 1#       |
| Establish partnerships with organisations such as the Historic Places Trust to ensure the appropriate protection and conservation of the heritage qualities and assets of Tupare.   | 1#       |
| Investigate and establish partnership agreements with appropriate agencies for the provision of shared maintenance, marketing, event management, catering provision and other appropriate services, where it will be beneficial to all parties concerned. | 1#       |
| Develop the collection management database system in partnership with Pukeiti, Hollard Gardens and the Taranaki Regional Council.   | 1#       |
| Investigate opportunities for horticulture research, skills training and staff exchanges within and beyond the Taranaki region  | 2#       |
| Establish commercial partnerships to achieve the development of the garden and house facilities.  | 2        |
| Investigate and form alliances with local and regional tourism providers, event managers and facilitating agencies that will add value to the Tupare experience for the visitor.  | 2#       |
| Form relationships with Puke Ariki and the New Plymouth District Council for the promotion of Taranaki gardens.   | 2#       |
| Investigate and establish relationships and alliances with key local, regional, national and international public and private agencies that will assist in the services provision, growth and development of the Tupare visitor experience.               | 1-3#     |

## 5. Section Four : Budget

### 5.1 Summary

Taranaki Regional Council combines Tupare and Hollard Gardens into one budget for Regional Gardens.

The 3-year budget summary below provides the current budget projections from the *2005/2006 Draft Annual Council Plan*, and the estimated budget projections from the development proposals of the management plans.

On the following three pages are the itemised 2005/2006 annual plan financial projections for the combined operations for Tupare and Hollard Gardens and the development proposals for Tupare.

| <b>Tupare and Hollard Gardens</b> | <b>2005/2006</b> | <b>2006/2007</b> | <b>2007/2008</b> |
|-----------------------------------|------------------|------------------|------------------|
| Personnel                         | \$125,942        | \$129,563        | \$133,450        |
| Vehicles                          | \$4,900          | \$4,998          | \$5,098          |
| Pukeiti Grant                     | \$50,000         | \$51,000         | \$52,020         |
| Operations                        | \$321,503        | \$325,133        | \$331,636        |
| Overheads                         | \$127,719        | \$130,273        | \$132,879        |
| <b>Less Revenue</b>               | \$780            | \$780            | \$780            |
| <b>Sub Total Expenditure</b>      | <b>\$630,064</b> | <b>\$640,967</b> | <b>\$655,082</b> |

**Tupare Development Proposals**

|                                    |                  |                  |                 |
|------------------------------------|------------------|------------------|-----------------|
| Car park, gatehouse, entrance      | \$494,000        | \$149,000        | \$0             |
| Cottage restoration                | \$60,000         | \$30,000         | \$0             |
| Garden structures and features     | \$100,000        | \$49,000         | \$0             |
| Glasshouse                         | \$64,800         | \$0              | \$0             |
| House restoration                  | \$224,600        | \$132,300        | \$0             |
| Marquee                            | \$0              | \$55,000         | \$0             |
| Interpretation/way finding/signage | \$45,000         | \$65,000         | \$10,000        |
| <b>Total Capital Tupare</b>        | <b>\$988,400</b> | <b>\$480,300</b> | <b>\$10,000</b> |

**Tupare and Hollard Gardens**

|                                     | 2005/06        | 2006/07        | 2007/08        | 2008/09        | 2009/10        | 2010/11        | 2011/12        | 2012/13        | 2013/14        | 2014/15        |
|-------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| <b>Revenue</b>                      |                |                |                |                |                |                |                |                |                |                |
| Sundry income                       | \$780          | \$780          | \$780          | \$780          | \$780          | \$780          | \$780          | \$780          | \$780          | \$780          |
| Targeted rates                      | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            |
| <b>Total Revenue</b>                | <b>\$780</b>   | <b>\$780</b>   | <b>\$780</b>   | <b>\$780</b>   | <b>\$780</b>   | <b>\$780</b>   | <b>\$780</b>   | <b>\$780</b>   | <b>\$780</b>   | <b>\$780</b>   |
| <b>Expenditure</b>                  |                |                |                |                |                |                |                |                |                |                |
| <b>Personnel</b>                    |                |                |                |                |                |                |                |                |                |                |
| Salary & Wages                      | \$119,670      | \$123,260      | \$126,958      | \$130,767      | \$134,690      | \$138,730      | \$142,892      | \$147,179      | \$151,594      | \$156,142      |
| ACC                                 | \$1,022        | \$1,053        | \$1,084        | \$1,117        | \$1,150        | \$1,185        | \$1,220        | \$1,257        | \$1,295        | \$1,333        |
| Training                            | \$5,250        | \$5,250        | \$5,250        | \$5,250        | \$5,250        | \$5,250        | \$5,250        | \$5,250        | \$5,250        | \$5,250        |
| Total Personnel                     | \$125,942      | \$129,563      | \$133,450      | \$137,453      | \$141,577      | \$145,824      | \$150,199      | \$154,705      | \$159,346      | \$164,126      |
| <b>Vehicles</b>                     | <b>\$4,900</b> | <b>\$4,998</b> | <b>\$5,098</b> | <b>\$5,200</b> | <b>\$5,304</b> | <b>\$5,410</b> | <b>\$5,518</b> | <b>\$5,629</b> | <b>\$5,741</b> | <b>\$5,856</b> |
| <b>Operations</b>                   |                |                |                |                |                |                |                |                |                |                |
| Consumables                         | \$11,000       | \$11,220       | \$11,444       | \$11,673       | \$11,907       | \$12,145       | \$12,388       | \$12,636       | \$12,888       | \$13,146       |
| Depreciation                        | \$45,253       | \$46,158       | \$47,081       | \$48,023       | \$48,983       | \$49,963       | \$50,962       | \$51,981       | \$53,021       | \$54,082       |
| External contractors-Gardens        | \$15,000       | \$15,300       | \$15,606       | \$15,918       | \$16,236       | \$16,561       | \$16,892       | \$17,230       | \$17,575       | \$17,926       |
| General expenses                    | \$3,000        | \$3,060        | \$3,121        | \$3,184        | \$3,247        | \$3,312        | \$3,378        | \$3,446        | \$3,515        | \$3,585        |
| Maintenance plant/equipment Gardens | \$1,500        | \$1,530        | \$1,561        | \$1,592        | \$1,624        | \$1,656        | \$1,689        | \$1,723        | \$1,757        | \$1,793        |
| Maintenance building - Tupare       | \$4,000        | \$4,080        | \$4,162        | \$4,245        | \$4,330        | \$4,416        | \$4,505        | \$4,595        | \$4,687        | \$4,780        |
| Pukeiti grant                       | \$50,000       | \$51,000       | \$52,020       | \$53,060       | \$54,122       | \$55,204       | \$56,308       | \$57,434       | \$58,583       | \$59,755       |
| Telephones                          | \$750          | \$765          | \$780          | \$796          | \$812          | \$828          | \$845          | \$862          | \$879          | \$896          |
| Water rates-Tupare                  | \$1,000        | \$1,020        | \$1,040        | \$1,061        | \$1,082        | \$1,104        | \$1,126        | \$1,149        | \$1,172        | \$1,195        |
| Brand development                   | \$30,000       | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            |
| Collection management               | \$30,000       | \$5,000        | \$5,100        | \$5,202        | \$5,306        | \$5,412        | \$5,520        | \$5,631        | \$5,743        | \$5,858        |
| Communications/marketing plan       | \$30,000       | \$5,000        | \$5,100        | \$5,202        | \$5,306        | \$5,412        | \$5,520        | \$5,631        | \$5,743        | \$5,858        |
| Tupare Operating                    | \$100,000      | \$102,000      | \$104,040      | \$106,121      | \$108,243      | \$110,408      | \$112,616      | \$114,869      | \$117,166      | \$119,509      |
| Tupare & Hollards Operations        | \$0            | \$130,000      | \$132,600      | \$135,252      | \$137,957      | \$140,716      | \$143,531      | \$146,401      | \$149,329      | \$152,316      |
| Strategic research/development      | \$50,000       | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            | \$0            |

|                                    |                  |                  |                 |                 |                 |                 |                 |                 |                 |                 |
|------------------------------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| <b>Total Operations</b>            | \$371,503        | \$376,133        | \$383,656       | \$391,329       | \$399,155       | \$407,139       | \$415,281       | \$423,587       | \$432,059       | \$440,700       |
| <b>Total Expenditure</b>           | \$502,345        | \$510,694        | \$522,203       | \$533,982       | \$546,036       | \$558,373       | \$570,998       | \$583,920       | \$597,146       | \$610,682       |
| Transfer from reserves             | \$162,800        | \$0              | \$0             | \$0             | \$0             | \$0             | \$0             | \$0             | \$0             | \$0             |
| Total costs                        | \$502,345        | \$510,694        | \$522,203       | \$533,982       | \$546,036       | \$558,373       | \$570,998       | \$583,920       | \$597,146       | \$610,682       |
| Plus Overheads                     | \$127,719        | \$130,273        | \$132,879       | \$135,536       | \$138,247       | \$141,012       | \$143,832       | \$146,709       | \$149,643       | \$152,636       |
| Total project costs                | \$630,064        | \$640,967        | \$655,082       | \$669,518       | \$684,283       | \$699,385       | \$714,831       | \$730,629       | \$746,789       | \$763,318       |
| <b>Capital expenditure</b>         | <b>2005/06</b>   | <b>2006/07</b>   | <b>2007/08</b>  | <b>2008/09</b>  | <b>2009/10</b>  | <b>2010/11</b>  | <b>2011/12</b>  | <b>2012/13</b>  | <b>2013/14</b>  | <b>2014/15</b>  |
| Tupare                             |                  |                  |                 |                 |                 |                 |                 |                 |                 |                 |
| Car park, gatehouse, entrance      | \$494,000        | \$149,000        |                 |                 |                 |                 |                 |                 |                 |                 |
| Cottage restoration                | \$60,000         | \$30,000         |                 |                 |                 |                 |                 |                 |                 |                 |
| Garden structures and features     | \$100,000        | \$49,000         |                 |                 |                 |                 |                 |                 |                 |                 |
| Glasshouse                         | \$64,800         |                  |                 |                 |                 |                 |                 |                 |                 |                 |
| House restoration                  | \$224,600        | \$132,300        |                 |                 |                 |                 |                 |                 |                 |                 |
| Marquee                            | \$0              | \$55,000         |                 |                 |                 |                 |                 |                 |                 |                 |
| Interpretation/way finding/signage | \$45,000         | \$65,000         | \$10,000        |                 | \$10,000        | \$10,000        | \$10,000        | \$10,000        | \$10,000        | \$10,000        |
| River flat power and water         |                  |                  |                 | \$15,000        |                 |                 |                 |                 |                 |                 |
| Provision of vehicular transport   |                  |                  |                 |                 |                 | \$20,000        |                 |                 |                 |                 |
| <b>Total Tupare</b>                | <b>\$988,400</b> | <b>\$480,300</b> | <b>\$10,000</b> | <b>\$15,000</b> | <b>\$10,000</b> | <b>\$30,000</b> | <b>\$10,000</b> | <b>\$10,000</b> | <b>\$10,000</b> | <b>\$10,000</b> |

|  |                    |                  |                 |                 |                  |                 |                 |                 |                 |                 |
|--|--------------------|------------------|-----------------|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Hollard Gardens                                  |                    |                  |                 |                 |                  |                 |                 |                 |                 |                 |
| Car park and entrance                            | \$82,600           |                  |                 |                 |                  |                 |                 |                 |                 |                 |
| Garden structural restoration                    | \$55,000           | \$10,000         |                 |                 |                  |                 |                 |                 |                 |                 |
| Lawn rotunda/event pavilion/children's play area | \$130,600          |                  |                 |                 |                  |                 |                 |                 |                 |                 |
| Services area                                    |                    | \$157,300        | \$50,000        |                 |                  |                 |                 |                 |                 |                 |
| Signage/interpretation                           | \$25,000           | \$70,000         | \$10,000        | \$10,000        | \$10,000         | \$10,000        | \$10,000        | \$10,000        | \$10,000        | \$10,000        |
| Visitor centre                                   |                    |                  |                 |                 | \$516,500        |                 |                 |                 |                 |                 |
| New service route to event area                  |                    | \$30,000         |                 |                 |                  |                 |                 |                 |                 |                 |
| <b>Total Hollard Gardens</b>                     | <b>\$293,200</b>   | <b>\$267,300</b> | <b>\$60,000</b> | <b>\$10,000</b> | <b>\$526,500</b> | <b>\$10,000</b> | <b>\$10,000</b> | <b>\$10,000</b> | <b>\$10,000</b> | <b>\$10,000</b> |
| <b>Total Capital expenditure</b>                 | <b>\$1,281,600</b> | <b>\$747,600</b> | <b>\$70,000</b> | <b>\$25,000</b> | <b>\$536,500</b> | <b>\$40,000</b> | <b>\$20,000</b> | <b>\$20,000</b> | <b>\$20,000</b> | <b>\$20,000</b> |

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## Introduction

Tupare is a magic experience of a private exclusive heritage house and garden. It reflects the uniqueness of its topography and the skill and passion of the Matthews family who developed it.

The Tupare experience is not the garden alone but its relationship with the house and the functionality of a living house and garden landscape.

The relationship between house and garden is an essential part of the Matthews family development of the landscape. The garden was a living home garden with vegetable patch, orchard and functional areas such as the tennis court and terraces. The *Tupare Asset Management Plan (2005)* identifies this relationship and through policy and principles protects it for future generations.

This collection plan has the task of identifying what makes Tupare's gardens unique and magical. The plan aims to encapsulate, protect and enhance the vision of the Matthews family, particularly Sir Russell and Lady Matthews, to enable the continued sustainability, intimacy, vigour and richness that the gardens are well known for.

The garden collection is not a botanical plant collection, rather an example of Tupare's period of development. Its strengths are the use of the landscape, its plant heritage qualities and its intimacy and relationship with the house.

Tupare has been described as a heritage garden reflecting the Matthews era. This is inclusive of both the house and the garden and it is difficult to separate both elements as they inextricably rely on each other.

This plan focuses on the plants in the garden and the collection management that is required to sustain their integrity and develop their future. It defines objectives and the scope of the collections and determines how the collection is to be managed and records maintained.

The plan should not be considered in isolation and should be read in conjunction with the *Tupare Asset Management Plan 2005*, which outlines issues of management, maintenance, and development.

The Collection Plan is a practical and dynamic document and as such should be reviewed on a five yearly basis to ensure Tupare objectives are meeting the Matthews family vision and that the policy provided to achieve these objectives are achieving their purpose.

## 1. Tupare Gardens Collection

Tupare is a garden collection developed as a personal family garden by Sir Russell and Lady Matthews and members of their family. The garden is not a botanical collection and never should be treated as one; rather it reflects the passion of particularly Sir Russell Matthews over a period of time and the style of garden development, from the mid half of the 20<sup>th</sup> Century.

Tupare was one of the finest heritage house and gardens in New Zealand. It is the role of this plan and the *Tupare Asset Management Plan 2005*, to provide the framework for this stature to be achieved again.

Today, it is particularly notable for its landscape, composition and form, and its relationship with the house and garden. It has some fine tree specimens and a mix of deciduous and evergreen shrubs many from the original Matthews plantings and some from later developments. Tupare has a woodland and cottage ambience and many of smaller shrubs, perennials and annuals typify this.

In contrast to the rest of the Tupare the river flat is distinctly rural in character with specimen tree plantings and open grass fields.

### 1.1 Collection Objectives:

1. *To recreate one of the finest New Zealand heritage house and garden experiences;*
2. *To protect and maintain a range of trees, shrubs, perennials, bulbs and annuals that the Matthews family planted;*
3. *To provide a garden that is maintained and developed as a quality horticultural experience in a vibrant, sustainable and attractive manner according to best horticulture amenity management practices,*
4. *To provide an example of the domestic heritage garden of plants that were available to Taranaki over the mid half of the 20<sup>th</sup> century;*
5. *To grow new plants that are reflective of the Matthews family preferences and their garden style, provide all year interest, flowering and colour displays for visitors, and*
6. *To maintain the river flat rural character and its informal recreation use.*

## 1.2 Collection Description

The garden will have a rich variety of trees, shrubs and perennials that are suitable to the Taranaki climate and environment. These collections focus on plants that perform well in the woodland and cottage environment.

The Matthews garden plants were typical of the period it was developed, the era from the 1930s to the early 1980s, and both Sir Russell and Lady Matthews had their favourite plants. This plant composition displays the heritage character of the garden.

Sir Russell Matthews had an exclusive and fashionable taste in plants; he preferred anything new and exciting. He particularly liked rhododendron hybrids, especially the loderis, his favoured *Rhododendron* 'Tupare', and some species such as *Rhododendron arboreum delavayii* and *Rhododendron kywayii*.

Grand coniferous trees like the dawn redwood set the framework for the garden. They are supported by some large European specimens such as the copper beech. Smaller trees typically maples and magnolias, were favoured alongside shrubs; camellias, hydrangeas, fuchsias, kalmia, abutilons and the unusual New Zealand native, *Rhabdothamnus solandri*.

Lady Matthews liked the cottage garden plants with roses and rhododendrons particularly the scented *Rhododendron* 'Countess of Haddington' and 'Frangrantissimum'. These provided the framework for a wide selection of cottage annuals and perennials; violets, delphiniums, buttercups, daisies, nasturtiums, larkspurs, lily of the valley, forget me nots, mignonette and granny bonnets. Spring and autumn bulbs are also a favoured feature.

The favoured plants not only reflect the Matthews preferences but also provided the quality heritage character of the garden and should be sustained to protect this quality.

The gardens also have some plants of significance. These include the commemorative kauri for the Matthews 1982 Gold Wedding anniversary and the death of Sir Russell, the gift from Sir Victor Davies *Cordyline a. Albertii*, and possibly one of the oldest Dawn Redwood in New Zealand; these plants should be retained and their stores told.

### 1.3 Garden Collection Character

The house and garden experience with its mix of woodland and cottage gardens collectively provide the heritage ambience of Tupare. The intimate plantings and blends of formality and informality characterise this ambience.

The garden is structured to capitalise on the landform and to help create the private haven that is Tupare. This landform should not be modified greatly to protect this haven. The gardens themselves are formed around the many paths and functional areas. The outer areas of the garden have a woodland informal character and more closer to the house the formality and cottage character is introduced with the immediate house gardens and Elizabeth Garden area being most formal and historically prominent. The river flat area retains the strong rural character with simple plantings of specimen trees.

Like any garden Tupare is continually evolving with the most dramatic feature being the growth of its trees and larger shrubs. Along with this evolution the fullness of its heritage character plantings have been compromised. It is therefore a key objective to re-capture its vitality with good plant management keeping within the woodland and cottage themes.

As a guide the international *Florence Charter* (appendix 4) should be used in relation to the protection of Tupare's heritage garden features that reflect the Matthews era of development.

#### **Policy Recommendations:**

- 1.3.1 The developed garden will be restricted to the area that currently exists and developed by the Matthews family;
- 1.3.2 The plant composition developed by the Matthews family is the foundation of the garden and will be maintained as much as practical;
- 1.3.3 The key tree framework must be retained and maintained to protect the woodland character and scale of the garden;
- 1.3.4 Any development should aim to re-capture the intimacy and vitality of the Tupare created by the Matthews family whilst keeping within the woodland and cottage themes;

- 1.3.5 Sir Russell's passion for introducing new fashionable, luxurious and exciting plants to the gardens will be continued;
- 1.3.6 *The Florence Charter* should be used as a guide for the protection of Tupare's garden features that reflect the Matthews era, and
- 1.3.7 The river flat rural informal character of open grass and a limited number of large specimen trees should be retained.

## **2. Collection Management and Development**

Tupare has the objective of reflecting the vision and developments of the Matthews family during their era of occupation. This is achieved in the garden through maintaining the general plant compositions of the past. Just as importantly it also needs to maintain the sustainability, vitality and attractiveness that Tupare is notable for.

### **2.1 Accessions**

Tupare has plantings up to 70 years old. Its mature coniferous framework now dominates the landscape perhaps far beyond the vision of Sir Russell Matthews. The treescape along with other factors have created new challenges in the garden and resulted in a loss of vitality and sustainability of many of the garden plants.

Therefore while it is a priority to retain as far as practical the plant composition established by the Matthews, it is important also that new fresh plants added to the garden collection and that the environmental factors are addressed to improve the growing conditions of all the gardens.

A continued focus will be the Matthews favourite plants and particularly the regeneration of the woodland and cottage garden beds. There is also the opportunity to re-establish fuller representation of the orchard and vegetable garden, through the addition of further heritage fruit trees and perhaps the creation of a potager type garden in association with the Cottage lawn.

This does not preclude the addition of any other new and interesting other plants that have potential to perform well at Tupare and add value to the heritage garden displays. The addition of new plants of luxuriant quality and interest is indeed in character with Sir Russell's development of the gardens.

## **Policy Recommendations:**

- 2.1.1 In the context of the heritage garden display of the Matthews favourite plants, choice new and exciting plants will continue to be added to the garden collection in a limited fashion, when opportunities arise from failure of existing planting;
- 2.1.2 Rhododendron hybrids will continue to be added as a garden focus but maintained to the general plant composition levels that Sir Russell Matthews developed;
- 2.1.3 Trees, shrubs and other woody plants, particularly kurume and deciduous azaleas, camellias and roses, should be added to the garden collections when proven in terms of suitability to the environment, and proven aesthetic value and that;
  - Reflect the Matthews plant preferences;
  - Provide seasonal colour range (flower/bark/autumn colour);
  - Feature scent/texture/form;
  - Provide heritage interest;
  - Are suitable to Taranaki, and
  - Are not of pest potential.
- 2.1.4 Annuals, bulbs and perennials should be added to the garden collections to enhance the vitality of seasonal gardens displays particularly in association with the house, cottage and cascades gardens;
- 2.1.5 Tupare will be a recipient of disseminated plant material from other sources where the plant is appropriate to the Collection Policy and the Tupare environment, and
- 2.1.6 A formal link with Pukeiti and Hollard Gardens should be established as Taranaki regional network for plant dissemination.

## **2.2 Accessions**

The nature of any garden is the evolution of its plants. Some may have a limited life, some may prove not suitable for a variety of reasons, and others may fall to pest disease or other factors.

### **Policy Recommendations:**

2.2.1 Propagation material of valued plants in the garden collection should be recovered to ensure the on-going sustainability of that plant in the garden collection;

2.2.2 Plants may be moved from the garden collection under the following criteria:

- There are plants of the same type in the collection;
- The plant is of no particular significance;
- Changes in the collection policy;
- Severe plant damage;
- The plant is diseased or infected by pests beyond recovery and/or a risk to other plants;
- The plant is proving the potential as a weed pest, or
- The plant is not performing to its potential in the Tupare environment.

## **2.3 Collection Conservation**

Conserving the garden collection is an ongoing management issue that involves all aspects of plant husbandry and garden management. In Tupare it relates to protecting the vision of Sir Russell and Lady Matthews and the plants of heritage, personal and specimen interest.

The conserving of the more significant plants, that may not be able to be replaced from the nursery industry, can be achieved through good practises that may include propagation, and plant replacement planning.

### 2.3.1 Plant Propagation

Tupare's requirements for propagation are minimal. Its main reason for doing so is the sustaining of its more significant plants that may be no longer available or to bulk up perennials and annuals for display purposes. It is important to produce plant replacements of this rarer material. The propagation is organised around the plant replacement programme (see below).

Although some of the vegetative propagation is done onsite any specialist or difficult propagation is contracted out.

#### Policy Recommendations:

- Propagation is only undertaken for plant material not readily available in the domestic nursery industry;
- Plants planted by the Matthews and no longer available in the nursery market will be propagated from the original plantings for future replacement and/or further addition to the garden, and
- Perennials and annuals will be propagated to bulk them up and refresh the displays.

### 2.3.2 Plant Replacement Programme

The plant replacement programme for Tupare is required to assist in sustaining the garden collection heritage integrity in terms of the plantings undertaken by the Matthews family.

The main aim is to ensure the continued representation of the heritage garden character and the Key Garden Plants:

- Plant genera favoured by the Matthews;
- Plants no longer available in the market place and of heritage and/or display value;
- Rare and endangered plants;
- Plants that reflect the luxurious and vibrant as favoured by Sir Russell Matthews;
- Plants representative of the development period, and
- Plants with some historic or personal interest to Tupare and the Matthews family.

Replacement planning also involves revitalisation as although some plants may live a long period, they perform best over a shorter time period and where possible should be replaced to provide for best garden performance.

Tupare is constantly changing with particularly shade and competition very dynamic. Continued husbandry and evolution of the garden may require plants to be relocated for best performance or new plants added where more suited to the changing environment.

Careful forward planning is required to ensure the ongoing sustainability of the plants in the collection. This planning needs to be formal and ideally linked to the computer collection database.

### **Policy Recommendations**

- All Key Garden Plants shall be accorded a replacement programme that identifies propagation and replanting timetables, and
- The plant replacement programme will be determined by the two key factors of sustaining key plants in the collection and where applicable, maximising their display potential over a given time.

### **3. Collection Records Management**

The heritage aspect of the collection and the stories they provide are unique and engaging benefits Tupare offers.

For historical and to a lesser extent botanical benefits, it is important to have accurate records of the Tupare garden collections. As many of the plants are no longer available, information on them such as their provenance and the relationships formed around them with the Matthews, are important to capture, record and communicate.

Tupare tells the story of the Matthews garden development through its plantings and the relationships they made over this time. It is a valuable historical reference that can be told through the plants in the garden.

The Taranaki Regional Gardens Project recommends the establishment of an integrated website and database, for collection records, garden information and garden management for Pukeiti, Tupare and Hollard Gardens. This is not specifically addressed in this report however this collective framework has been considered for all following collections records management recommendations.

#### **3.1 Database**

Tupare does not have a database of its garden collection and holds limited documented information on its garden development. However most of the plants are known and family members remember much of Tupare's stories.

For the purposes of a database Tupare requires more of a historical reference and plant nomenclature rather than a strict botanical database.

Pukeiti Rhododendron Gardens has a database which is a good foundation based on an Access database system and could be used for Tupare's purposes. It needs further development to make it more functional and manageable. The search abilities need to be improved and the fields and sub-fields re-organised.

The database also has to be refined to ensure its compatibility with providing public information over the net and this is desired.

To enable ease of management a mobile hand held processor should be used so onsite information can be recorded. Updating of the database will be a simple process of automatically downloading the information from the hand held to the main database computer.

Table 1 in Appendix 1 outlines the database content that Tupare requires to effectively manage its collections. This has been adapted from the Pukeiti database model.

**Policy Recommendations:**

- 3.1.1 Maintain accurate computer records of all key garden plants within the gardens (refer to data table 1);
- 3.1.2 As soon as plant is planted it should be accorded an accession reference number and added to the plant database;
- 3.1.3 Further develop the existing Pukeiti database to improve its functionality in the search and information abilities suited to Tupare's needs should be investigated;
- 3.1.4 Provide husbandry information or gardeners' personal notes where possible for public and management information purposes;
- 3.1.5 Regularly update records minimum 2 monthly;
- 3.1.6 Provide historical notes, and
- 3.1.7 Investigate the provision of a mobile hand held processor for on-site updating of plant records.

## **3.2 Collection Information Management**

Accessibility to Tupare's stories is an important element of the Tupare visitor experience. The information should be managed to fulfil the varying levels of need from the public and the garden management. There is no one solution that will suit all purposes and a variety of media and communications need to be provided where possible.

### **3.2.1 Public Access to Collection Information.**

Public access to information is valuable to grow their interest and understanding of Tupare. Access to information needs to be both onsite and off site.

The majority of visitors to the gardens are more interested in what they see and experience rather than detailed collection information. Such means as interpretative signage and printed materials should be provided to meet these needs.

Printed material useable on site could be provided to feature activities such as specimen tree walks, seasonal highlights and the house and garden story. Interpretative signage could be provided that tells the stories of the Matthews and their garden, specific specimen information on use/history, and to feature any plant with a story of its own.

Offsite access to collection information could be provided via the website and supported by other generic information on a Tupare website. Collection information should be provided as a simple search function with a limited number of categories and supporting information such as:

1. Collection Groups – trees, rhododendrons, azaleas, camellias, general trees shrubs, and perennials;
2. Basic level information on name;
3. Location in garden;
4. Husbandry notes/comments, and
5. Their significance and/or Tupare background.

### **Policy Recommendations:**

- Collection information shall be provided both onsite and offsite to promote public interest and understanding of Tupare and the wealth and interest of its garden stories;
- Onsite information shall include but not be limited to: interpretive and limited name plant signage and printed information, and
- Offsite information shall include but not be limited to: Tupare website (plant database and other generic information) Taranaki Regional Council website, brochures and other publications.

### **3.3 Plant Labelling**

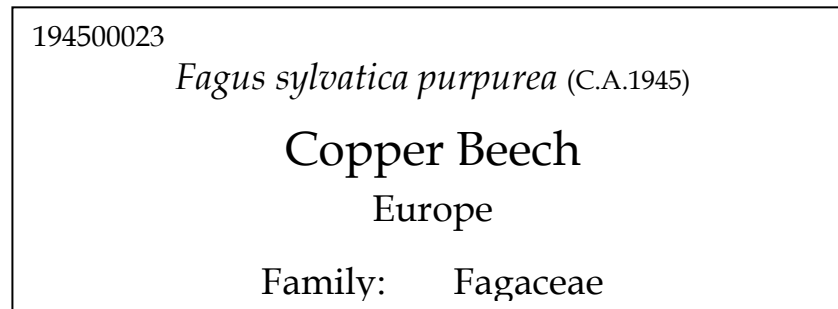
Plant labelling is an essential part of promoting interest and value to the visitor. It is required in three levels. The individual plant label, interpretative labels and collection reference labels.

All naming of plants and display of their names should be in line with international botanical standards of plant nomenclature.

### 3.3.1 Individual Labels

First is the individual specimen label for trees or shrubs. These labels should be limited to the fine specimen trees and any noteworthy smaller trees only. Individual labels will identify the core information – botanical name, genus/family, country of origin, common name, age (when planted) and collection reference.

For example:



These labels need to be durable in the Tupare environment, easily maintained, cost effective and of suitable but limited range of sizes so the visitor can easily see them. They can be pegged in the ground or only where appropriate attached to the tree.

The main use for these signs is for main key garden plants, specimens, and particular plants of interest.

### 3.3.2 Interpretative Plant Collection Signs

Secondly is interpretative signage for groups or beds of plants. These signs may identify the commonality of the plants whether this is the environment, country of origin, ecosystem, plant family or some other theme. The plants will not require individual identification although this may be possible expressed graphically where practical.

These signs should be pegged to the ground or displayed on appropriate sign stands.

For example:

Ref: GR9 Picture- Rhodo in flower

This garden features a range of Sir Russell Matthews favoured rhododendron hybrids from the 1940s to 1950s. Their soft pink flowers, the popular colours from this period are blooming from October to November.

Sir Russell planted these himself and purchased most of these plants from local growers such as Duncan & Davies and George Huthnance.

### 3.3.3 Collection Accession tags

Thirdly is the labelling or tagging for collection management purposes. These are unobtrusive accession tag labels required for reference only not for public information although if suitable could provide for both. These labels should metal embossed (copper or aluminium), as this is proven durable. These tags can be tied to the plant itself.

|  |
|--|
| 198100126 <i>Cavendishia acuminata</i> |
|--|

#### Policy Recommendations:

- All garden plants should be labelled with accession tags;
- Tree specimens and special plants of significance should be individually labelled, and
- Interpretative signage should be provided for plantings that are of primary display value, with themes of visitor interest.

## **Appendices**

1. Table 1: Outline of plant records database content
2. Plant Labels
3. Collection Administrator roles and attributes
4. Florence Charter (1982)

## APPENDIX 1

**Table 1 : Tupare Plant Records Database Content Basic Outline**

|                              |   |
|------------------------------|---|
| Name                         | Genera<br>Species<br>Variety/Hybrid<br>Common Name  |
| Source                       | Nursery<br>Individual   |
| Value                        | Heritage<br>Garden Collection<br>Aesthetic<br>Other   |
| Collection                   | Rhododendrons<br>Conifers<br>Camellias<br>Azaleas<br>General shrubs<br>Annuals & Perennials                 |
| Date of accession            | Date  |
| Planting                     | Date<br>Age (estimate)<br>Number<br>Accession Reference number  |
| Location                     | Map reference (GPS)   |
| Label                        | Label Description<br>Type – info and/or ID<br>Location  |
| Garden Husbandry and History | Flowering time<br>Colour<br>Maintenance comments<br>Historical Comments/Provenance<br>Mortality/Deaccession |
| Forward Planning             | Future Planting date<br>Replacement date<br>Propagation Date/Method<br>Label replacement Date               |
| Links                        | Photos/Slides<br>Documented records   |

## **APPENDIX 2**

### **Collection Plan- Labelling Systems**

#### **Objective:**

To recommend garden collection labelling systems for Tupare that act as guidelines with the overall signage and branding strategy.

#### **Method:**

Discussion with the property manager (Greg Rine) and investigation (web/phone/fax/email/mail) of current plant labelling systems used both nationally and internationally.

#### **Discussion:**

Nationally and internationally there is a very wide range of plant labelling and signage systems. However most are not specifically provided for the garden market place and are adaptations of other signage systems. This has provided a very much trial and error approach to signage and a 'once you find what works stick to it' attitude.

Depending on their purpose some systems are simple and very manual with written labels either in special ink or embossed by hand. Others are computer based with hi-tech labelling equipment. The materials for the signs range from wood, plastics and metals (aluminium, copper and steel), with perhaps the latter being most prominent.

The fundamental requirements and issues however are the same worldwide:

- Cost – capital and maintenance
- Durability – in a range of environments
- Usable life
- Practical management – labour required
- Aesthetics
- Standardisation – a uniform system
- Vandal proof- public gardens

The garden managers also had some specific issues in their environments:

- Labels large enough to read in deep garden beds
- Labels that physically don't damage the trees
- Avoidance of the "Grave Yard appearance of numbers labels in the ground.
- Simple quality labels requiring minimal maintenance
- Labels that don't fade/breakdown in a full sun and/or wet environment.

### **Specific Labelling Requirements:**

The collection plans outline the three types of labels required in the gardens:

1. Accession tags- individual plant nametags for collection record purposes.
2. Individual Plant Labels – with specific information on the plant.
3. Garden or Interpretative signage- with interpretative information on groups of plants

There is commonality between the requirements of the three gardens and this has been taken to account in the recommendations.

*Note: There is some cross over with other signage particularly with the interpretative signs. Consideration on this signage should be made in with all other interpretative signage in the garden*

### **Recommendations**

## 1. Accession Tags

Currently all three gardens have similar manually embossed accession-tagging systems and the recommend method is similar to what is proving successful. They are readily available in New Zealand and relatively cost effective.

These tags can be created manually or through a computer linked printer. The computer system feeds directly off the database and embosses the metal tags directly. In the manual system each letter is embossed with a hand held dyno-embosser.

The computer system has the advantage of consistency of production, ease of use linked to the collections database and relatively quick. Auckland Regional Botanical Gardens currently have this system called the “Metallino metal plate embosser” which costs approximately \$20,000.

The manual system is labour intensive and somewhat cumbersome however it is adequate if only doing a limited number of labels at a time.

These tags are attached to the plant with stainless steel wire ties wrapped around a small branch or attached to a metal stake that is placed into the ground near the base of the plant.

An option to manually producing them or purchase of the embossing system is production of these tags by contract. Crosshills gardens in Kimbolton NZ ([www.crosshills.co.nz](http://www.crosshills.co.nz)) produces “Lifetime Lables” that are of the similar process. There current product cost is \$1.20 per label. They also provide a range of stakes and ties.

- Type:** Metal tag- Anodised Aluminium or Copper
- Size:** 90- 114mm x 25mm
- Letter size:** 5mm
- Letters/line:** approx 25 letter per line
- Wire:** 20 Gauge- soft .005mm
- Stakes:** Stainless steel – (T316)
- Information:** Accession or record number, and plant name.
- Attachment:** Either tied to the plant or attached on a metal stake and pegged into the ground at the back of the plant (so not visible to public) near the foot of the plant.



Plant Accession Tag (Crosshills)



Tag Attachments –stake and branch  
(Crosshills)

## 2. Individual Plant Labels

Label systems available are quite ranging in cost, quality and durability. Generally they follow an adaptation of a generic sign system so can be screen printed, laser printed, engraved, vinyl cut, printed on stickers etc. Some gardens have their own systems but these generally require a high labour input. An example is the Royal Tasmanian Botanical Gardens that purchase the raw materials and with the use of a vinyl cutter system valued at around \$5000 NZD linked to a database, produce their own labels. They estimate it costs up to \$15 per label (8.5 x 15cm) including labour (two people per day, for 60-80 labels mounted)

Currently each of the three gardens has a variety of plant labelling systems and requirements. There is no consistency in any of the gardens and only a proportion of the plants are labelled.

Throughout the gardens the labels are of a variety of materials although predominantly metal. Some are attached to trees, set in rocks, on wooden or metal stakes in the ground, or tied to branches. There is inconsistent standardisation in colours, text styles, sizes, quality and structure.

### “Metal Image” Signage

With respect to the three gardens the recommendations are based on purchasing a proven product rather than a labelling system that requires additional labour input, “*Metal Image*”.

- Metal image fulfils all the requirements outlined on page 1
- Metal Image, which is locally supplied in NZ, has a useable life of up to 20yrs, produces top quality print and graphics, and offers a range of colour and size options.
- Metal Image uses non- corrosive anodised aluminium labels. They are very durable and reasonably vandal proof
- The image types including text, logos, illustrations and photos, are imbedded in the pores of the aluminium and then sealed with a tough anodic layer protecting the image from any environmental conditions.
- A range of gardens throughout New Zealand use these labels including the Auckland Regional Botanic Gardens, University of Auckland, NZ Forest & Bird and Pukeiti currently uses this labelling for their native plants. Dunedin Botanic Gardens also use a similar system.

- The labels can be mounted on the proprietary metal stake system or to any stake system suited to the garden. They also have a tree mounting system that has minimal impact on the tree itself.
- The labels are professionally presented, easy to read and adaptable.

The label types lists refer to the label descriptions following. The sizes and costs are estimates only at this stage and final costs would be subject to volume, number of repeats, colours, holes or adhesive,

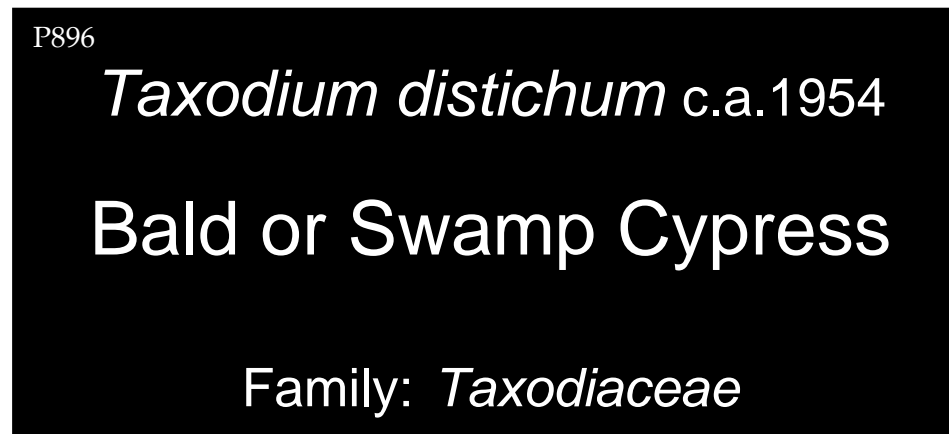
### **Tupare**

Tupare has a limited demand for individual specimen label for trees or shrubs. These labels should be provided only for fine specimen trees and any noteworthy smaller trees throughout the property. They may be tree or ground mounted. (see Type D)

## 2.1 Recommended Label Types

### Type D : Specimen Trees

|                   |  |
|-------------------|--|
| <b>Size:</b>      | 104 x 200 x .80mm  |
| <b>Colour:</b>    | Silver lettering on Black matt background (possible to have colour wash) |
| <b>Fixing:</b>    | 3M adhesive or 4x 3.2mm holes. Perhaps carry on stone theme?             |
| <b>Text Size:</b> | Capitals- up to 20mm recommended   |
| <b>Graphics:</b>  | As required  |
| <b>Price:</b>     | \$11.10 + GST (per 500)  |



Sample D : Not to scale

### **3. Interpretative Plant Signage**

The Collection plans and the Management plans for the gardens have highlighted a requirement for the use of interpretative signage. In the wider context this signage is for all areas of interpretation in the gardens, including communicating the garden stories, highlighting points of historical interest etc.

This type of signage also is useful for gardens for interpretative information on groups or beds of plants. These signs may identify points of interest and educational value such as the commonality of the plants whether this is the country of origin, ecosystem, plant family, cultural significance, commercial use or some other theme.

In light of the wider application for this signage type more extensive consideration should be given than within the context of this report. The following factors needs to be considered:

- Physical design of the interpretative signage in respect to other garden furniture and features.
- Garden branding and identity.
- Garden colour schemes
- Interpretive design elements and consistency.
- Relationship with this interpretive information with other printed information distributed on site.
- Education themes
- How to communicate the garden story and what to tell.

Therefore the recommendation is to consider plant collection interpretative signage within the larger context of all facility interpretative signage and communications.

## APPENDIX 3

### The Florence Charter (1982)

#### Historic Gardens and Landscapes

The ICOMOS-IFLA International Committee for Historic Gardens, meeting in Florence on 21 May 1981, decided to draw up a charter on the preservation of historic gardens which would bear the name of that town. The present Florence Charter was drafted by the Committee and registered by ICOMOS on 15 December 1982 as an addendum to the Venice Charter covering the specific field concerned.

#### Definitions and Objectives

- Art. 1 "An historic garden is an architectural and horticultural composition of interest to the public from the historical or artistic point of view". As such, it is to be considered as a monument.
- Art. 2 "The historic garden is an architectural composition whose constituents are primarily vegetal and therefore living, which means that they are perishable and renewable." Thus its appearance reflects the perpetual balance between the cycle of the seasons, the growth and decay of nature and the desire of the artist and craftsman to keep it permanently unchanged.
- Art. 3 As a monument, the historic garden must be preserved in accordance with the spirit of the Venice Charter. However, since it is a living monument, its preservation must be governed by specific rules which are the subject of the Present charter.
- Art. 4 The architectural composition of the historic garden includes:
- Its plan and its topography.
  - Its vegetation, including its species, proportions, colour schemes, spacing and respective heights.
  - Its structural and decorative features.
  - Its water, running or still, reflecting the sky.

- Art. 5 As the expression of the direct affinity between civilization and nature, and as a place of enjoyment suited to meditation or repose, the garden thus acquires the cosmic significance of an idealized image of the world, a "paradise" in the etymological sense of the term, and yet a testimony to a culture, a style, an age, and often to the originality of a creative artist.
- Art. 6 The term, "historic garden", is equally applicable to small gardens and to large parks, whether formal or "landscape".
- Art. 7 Whether or not it is associated with a building in which case it is an inseparable complement, the historic garden cannot be isolated from its own particular environment, whether urban or rural, artificial or natural.
- Art. 8 An historic site is a specific landscape associated with a memorable act, as, for example, a major historic event; a well-known myth; an epic combat; or the subject of a famous picture.
- Art. 9 The preservation of historic gardens depends on their identification and listing. They require several kinds of action, namely maintenance, conservation and restoration. In certain cases, reconstruction may be recommended. The authenticity of an historic garden depends as much on the design and scale of its various parts as on its decorative features and on the choice of plant or inorganic materials adopted for each of its parts.

### **Maintenance, Conservation, Restoration, Reconstruction**

- Art. 10 In any work of maintenance, conservation, restoration or reconstruction of an historic garden, or of any part of it, all its constituent features must be dealt with simultaneously. To isolate the various operations would damage the unity of the whole.

## Maintenance And Conservation

- Art. 11                    Continuous maintenance of historic gardens is of paramount importance. Since the principal material is vegetal, the preservation of the garden in an unchanged condition requires both prompt replacements when required and a long-term programme of periodic renewal (clear felling and replanting with mature specimens).
- Art. 12                    Those species of trees, shrubs, plants and flowers to be replaced periodically must be selected with regard for established and recognized practice in each botanical and horticultural region, and with the aim to determine the species initially grown and to preserve them.
- Art. 13                    The permanent or movable architectural, sculptural or decorative features which form an integral part of the historic garden must be removed or displaced only insofar as this is essential for their conservation or restoration. The replacement or restoration of any such jeopardized features must be effected in accordance with the principles of the Venice Charter, and the date of any complete replacement must be indicated.
- Art. 14                    The historic garden must be preserved in appropriate surroundings. Any alteration to the physical environment which will endanger the ecological equilibrium must be prohibited. These applications are applicable to all aspects of the infrastructure, whether internal or external (drainage works, irrigation systems, roads, car parks, fences, caretaking facilities, visitors' amenities, etc.).

## Restoration and Reconstruction

- Art. 15 No restoration work and, above all, no reconstruction work on an historic garden shall be undertaken without thorough prior research to ensure that such work is scientifically executed and which will involve everything from excavation to the assembling of records relating to the garden in question and to similar gardens. Before any practical work starts, a project must be prepared on the basis of said research and must be submitted to a group of experts for joint examination and approval.
- Art. 16 Restoration work must respect the successive stages of evolution of the garden concerned. In principle, no one period should be given precedence over any other, except in exceptional cases where the degree of damage or destruction affecting certain parts of a garden may be such that it is decided to reconstruct it on the basis of the traces that survive or of unimpeachable documentary evidence. Such reconstruction work might be undertaken more particularly on the parts of the garden nearest to the building it contains in order to bring out their significance in the design.
- Art. 17 Where a garden has completely disappeared or there exists no more than conjectural evidence of its successive stages a reconstruction could not be considered an historic garden.

## Use

- Art. 18 While any historic garden is designed to be seen and walked about in, access to it must be restricted to the extent demanded by its size and vulnerability, so that its physical fabric and cultural message may be preserved.
- Art. 19 By reason of its nature and purpose, an historic garden is a peaceful place conducive to human contacts, silence and awareness of nature. This conception of its everyday use must contrast with its role on those rare occasions when it accommodates a festivity. Thus, the conditions of such occasional use of an historic garden should be clearly defined, in order that any such festivity may itself serve to enhance the visual effect of the garden instead of perverting or damaging it.
- Art. 20 While historic gardens may be suitable for quiet games as a daily occurrence, separate areas appropriate for active and lively games and sports should also be laid out adjacent to the historic garden, so that the needs of the public may be satisfied in this respect without prejudice to the conservation of the gardens and landscapes.

- Art. 21 The work of maintenance and conservation, the timing of which is determined by season and brief operations which serve to restore the garden's authenticity, must always take precedence over the requirements of public use. All arrangements for visits to historic gardens must be subjected to regulations that ensure the spirit of the place is preserved.
- Art. 22 If a garden is walled, its walls may not be removed without prior examination of all the possible consequences liable to lead to changes in its atmosphere and to affect its preservation.

### **Legal and Administrative Protection**

- Art. 23 It is the task of the responsible authorities to adopt, on the advice of qualified experts, the appropriate legal and administrative measures for the identification, listing and protection of historic gardens. The preservation of such gardens must be provided for within the framework of land-use plans and such provision must be duly mentioned in documents relating to regional and local planning. It is also the task of the responsible authorities to adopt, with the advice of qualified experts, the financial measures which will facilitate the maintenance, conservation and restoration, and, where necessary, the reconstruction of historic gardens.
- Art. 24 The historic garden is one of the features of the patrimony whose survival, by reason of its nature, requires intensive, continuous care by trained experts. Suitable provision should therefore be made for the training of such persons, whether historians, architects, landscape architects, gardeners or botanists. Care should also be taken to ensure that there is regular propagation of the plant varieties necessary for maintenance or restoration.
- Art. 25. Interest in historic gardens should be stimulated by every kind of activity capable of emphasizing their true value as Part of the patrimony and making for improved knowledge and appreciation of them: promotion of scientific research; international exchange and circulation of information; publications, including works designed for the general public; the encouragement of public access under suitable control and use of the media to develop awareness of the need for due respect for nature and the historic heritage. The most outstanding of the historic gardens shall be proposed for inclusion in the World Heritage List.

## **Nota Bene**

The above recommendations are applicable to all the historic gardens in the world.

Additional clauses applicable to specific types of gardens may be subsequently appended to the present Charter with brief descriptions of the said types.

## **Glossary**

|                      |  |
|----------------------|--|
| <b>Accessions</b>    | additions of plants to the plant collections   |
| <b>Cultivars</b>     | distinct and selected forms of the species maintained only through vegetative propagation.                 |
| <b>De-Accessions</b> | removal of plants for the plant collections.   |
| <b>Dissemination</b> | distribution/sharing of plant material to other gardens.   |
| <b>Genera</b>        | a cluster of plants with common characteristics that are easily recognized (typically flower structure)    |
| <b>Hybrids</b>       | plants bred from two or more naturally occurring species and coming true from seed.                        |
| <b>Nomenclature</b>  | botanical classification for naming of organisms   |
| <b>Provenance</b>    | the origin / source of the plants (botanical and/or historical)  |
| <b>Species</b>       | naturally occurring forms of the genera  |
| <b>Taxa</b>          | For the purposes of this report taxa encompasses all members of the plant kingdom aligned to rhododendron. |
| <b>Varieties</b>     | naturally occurring forms of the species.  |

## Appendices

|            |  |
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| Appendix 1 | Taranaki Regional garden Project. Concept Development Plan – Tupare. Consultant Group                            |
| Appendix 2 | Taranaki Regional Gardens Project. Audience Potential – Tupare. BERL   |
| Appendix 3 | Taranaki Regional Gardens Project. Landscape Design Assessment – Tupare. Boffa Miskell                           |
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| Appendix 6 | Tupare, Car Parking and Access Report. TSE Taranaki  |
| Appendix 7 | Taranaki Regional Garden Project. Stage One Report. Strategic Direction and Tupare. TRE Technical Advisory Group |

**Appendix 1**  
**Taranaki Regional garden Project**  
**Concept Development Plan – Tupare.**  
**Consultant Group**

**Appendix 2**  
**Taranaki Regional Gardens Project**  
**Audience Potential – Tupare.**  
**BERL**

**Appendix 3  
Taranaki Regional Gardens Project  
Landscape Design Assessment – Tupare.  
Boffa Miskell**

**Appendix 4**  
**Tupare, Garden Development Options.**  
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**Tupare, Aboricultural Assessment.**  
**Bryan Gould**

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**TSE Taranaki**

## **Appendix 7**

**Taranaki Regional Garden Project. Stage One Report. Strategic Direction and Tupare.  
TRE Technical Advisory Group**