

## PROJECT CITY MALL - Weekly Business Site Meetings

Cashel Mall West - Every Wed 11am @ In Italia Guthrey Centre  
Cashel Mall East - Every Thurs 11am @ Starbucks, City Mall

# Centrestage

Keeping you up with the play in Central City

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CENTRAL CITY BUSINESS ASSOCIATION



**CCBA**  
CHRISTCHURCH

## Direct to our local community

Our city map and directory has been in circulation for just under three months targeting national, international and local visitors to our city with positive feedback.

With the slow down with international tourists to New Zealand, we have been looking into direct mailing our map & directory to Christchurch residents promoting the central city as a shopping destination.

I have heard from some city brand retailers who have stores in the suburban shopping centres that central city Boxing Day trade was better than their suburban counterparts. This is great news and we intend to capitalise on this by targeting suburban homes, letting these potential customers know we have the

largest offer in every category including fashion, food, café and entertainment. We will promote the city as the first choice shopping destination for convenience and ease of parking with their first hour free in most parking facilities.

It is time we stopped letting the suburban centres control the retail market and fight back. The stories that were coming out pre-Christmas were wonderful with the roads leading to the suburban shopping centres being highly congested and once there it was taking up to three-quarters of an hour to find a park and 40 minutes to leave. Many shoppers, while on the way decided to turn around and head to the city due to this congestion. Great news!

This year may be tough but if we can secure a greater share of local shoppers, we may avert the pain of the reduced customer spending by increasing our customer base. We need to do what we do, but do it better than before raising our customer experiences and securing our future.



**Paul Lonsdale**  
Central City Manager  
Business Association

## Buskers Festival



**THE PRIVY COUNCIL**  
Daily from 23rd Jan, 1.30pm  
**Flour Power, City Mall**

Once again, greetings and salutations from Lord Podd mouth. Gather around to see the recent renovations to his unforgettable potty - a newly

installed hand basin complete with adornment in the form of the operatic porcelain doll, Lili La Fawcette. Engage yourself in moments of art, or just observe their graceful movements. The Honourable Lord Poddymouth and Madame La Fawcette are relief to the ear, and the eye! Watch them in city mall.

## City Mall - Boxing Day

I took the photo's below at 11am on Boxing Day. Huge crowds flocked to the city with some chain stores our performing their suburban counterparts.



## City Parkers Up 50%

I have received the Lichfield St parking figures for Boxing Day. We had a 50% increase in cars over the previous year.

Total city parking was up in December by 1.75%, down 5.43% for the year. There was more than 5% increase in public transport use.

## Air Bridge Removal

After many months of negotiations and varying positions of whether the air bridge should be removed, the result of the air bridge removal is outstanding. The removal has opened up the street and

allowed light and space into the area.

The air bridge was taken down over two nights last week (Monday 12th and Tuesday 13th) to reduce inconvenieng

business during trading hours.

The removal has enabled the tram to run straight up Cashel rather than the dogleg path it would have had to take to get under the air bridge.



## City Mall Works Begin

The city mall works team is on target, started back on 5th January. Their target is to complete works by November end this year. They have taken out the tram

foundation/ service lane from where the works finished last year through to the end of Cashel Street which will help speed things up considerably.

For indepth information of what is happening there will be site meetings again starting this week. For meeting times please refer to the top of this newsletter.

