



# Centrestage

Keeping you up with the play in the Central City.

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CENTRAL CITY BUSINESS ASSOCIATION



## Work starts on tram extension

Work starts along Oxford Terrace today (8 June 2010) on the extension of Christchurch's Central City tram route.

Christchurch City Council approved the extension of the Christchurch tram route on 30 June 2009 and included funding for the project in its Long Term Council Community Plan 2009-19. The first stage of the extension, to the corner of High and Tuam streets, is to be completed in time for the Rugby World Cup 2011.

Tracks have already been laid in City Mall as part of the

revitalisation of the Central City pedestrian precinct.

Work begins today along the Oxford Terrace section of the extended tram route. Downer has been awarded the contract to construct the first stages of the extended tram route and is preparing a detailed work plan. This will set out when work will be done on the different sections. More information will be available when the plan is complete.

Council Project Management Unit Manager Christian Anderson says the route selected fits with the Council's strategy to revitalise the Central City, linking destinations north and south of Cathedral Square.

"The extension of the tram route is expected to bring more people to the up-and-coming Central City South area and create significant economic opportunities for the city," he says.



Paul Lonsdale  
Central City Manager  
Business Association

### Night Time Only Taxi Stands

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- Lichfield Street

*See map on reverse side for details*

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Taxi Stand

11pm - 5am

■ NIGHT TIME ONLY TAXI STANDS  
● NIGHT BUS STOPS

## Visual Merchandising Observations

People walk the way they drive- keeping left. Signage needs to reflect this and it needs to work from all angles. Shelves and racks work better at an angle too - you don't see road signs at 90 degrees of the road.

That goes for packaging too. Packaging is usually designed to work face on but people rarely look at it that way first. It needs to work from every conceivable angle!

One more thing: shoppers don't know or care what your original intentions were. They'll mold a shop and its wares into what they want. If you watch them closely, and learn, they can tell you a hell of a lot:

- Like the women who buy men's t-shirts for nightshirts.
- And a men waiting for their partner, sitting on a display because there's no seats.
- The drive thru where cus-

tomers stop and eat in the car park because the restaurant offers little privacy.

- And people drinking take-away coffee on a bench opposite the shop, enjoying the sun.

It's useful to try and create a pinball effect. People should always be able to see somewhere else they want to visit. That means going in store, looking at the natural sight lines and interrupting them.

There are other practical things to think about too. When people walk down an aisle and pick up what they want THEY WALK BACK THE WAY THEY CAME. The most popular gear should be where the most people will have to walk the most distance.

But in the end, what a shopper wants, the shopper gets. Maybe in supermarkets there would be more new trial shoppers if there was a grab and go section at the front, for milk



and bread. You would then have to seduce them like hell!

By the way, different people shop at different times. First thing it's Mums. After 5pm it's workers. Shouldn't you alter displays and signage to match?

People will not give time to read stuff unless it's interesting.....or relevant!

There is a good book called "Why We Buy?" by Paco Underhill. It's a little old but still a must-read for retailers. You can get it at Amazon for a reasonable price.