

Centrestage

Keeping you up with the play in Central City

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CENTRAL CITY BUSINESS ASSOCIATION



CCBA
CHRISTCHURCH

City Survey Results

Longer free car parking and night security are the two most important issues to address to improve the city environment, according to a recent CCBA survey.

Over the last few weeks I delivered survey forms to many retail businesses to find out retailers' thoughts on shopping hours and to rate a list of items to help improve the city environment.

Night security has been addressed with safety officers patrolling the streets 9pm to 5am on Thursday, Friday and Saturday. Regarding longer free car parking, I suggest retailers validate their good customers'

parking - that would be the single most beneficial marketing move they could make.

Second was daytime security. Our ambassadors have been on patrol for almost two years and made significant progress in that time, reducing low level criminal activity.

Third was the tram extension, which the CCBA has lobbied hard for, successfully lobbying to: have the tram foundation laid in City Mall (Cashel Street); change the mall use to include the tram and have tram rails put in place. We rallied a huge amount of support for the proposed extension and made submissions to the Council on behalf of our 407 members.

Cleaner streets were number four; more events, five, and consistent shopping hours, six. See below for shopping hours retailers advocate.



Paul Lonsdale
Central City Manager
Business Association



Great Quotes

Imagination rules the world.

Napoleon Bonaparte

Live out of your imagination, not your history.

Stephen Covey

Your Top Six



1. Longer free parking & night security
2. Daytime security
3. Tram extension
4. Cleaner city streets
5. More city events
6. Consistent shopping hours

Your recommended hours

Mon - Thurs	9am - 5.30pm
Friday	9am - 7pm
Saturday	10am - 5.30pm
Sunday	11am - 4.30pm
Public Holidays	10am - 5pm

Of the retailers surveyed, 1% want to close on Saturday; 1.6% on Sunday and 21% on public holidays.

Work on our Positives

Last week I heard part of an interview on Radio New Zealand with Wellington Mayor Kerry Prendergast..... They had nothing good to say about our city retail sector and blamed the Council for Christchurch becoming a doughnut city by allowing suburban mall expansion over the last 20 years. Apart from there being some truth in that the Council should have placed stronger restrictions on the amount of expansion, Ms Prendergast was uninformed about what was happening here. We have a massive revitalisation project by our Council taking place; new boutique shopping and

entertainment precincts that have emerged over the last few years and gained international recognition - not to mention the good work the CCBA has been doing.

I am not saying the Mall phenomenon has not come to Christchurch without issues for central city but the development of Westfield will not do any further damage to our city retail as the damage has already been done. However, we do need to make sure we are doing everything we can to grow our existing customer base.

Christchurch city retail has enjoyed some growth over the

last year and it is my view that the mall phenomenon has peaked and we will without doubt start to see a decline in some of these environments in the coming years.

Malls were once a place of convenience with easy free parking but that changed when the malls became victims of their own success. The roads surrounding many of them are highly congested and sometimes it can take well over half an hour to find a park once you manage to get to the shopping centre....

Convenient? I think not.

