

# **CHRISTCHURCH CITY COUNCIL**

## **REPORT OF A SEMINAR OF THE CHRISTCHURCH CITY COUNCIL**

**Held on Tuesday 20 February 2007  
in the Council Chamber, Civic Offices at 1.30pm**

**PRESENT:** Councillor Bob Shearing (Chairman)  
Councillors Sally Buck, Graham Condon, Barry Corbett,  
David Cox, Pat Harrow, Sue Wells and Norm Withers

**APOLOGIES:** Apologies for absence were received and accepted from  
Mayor Garry Moore, Councillors Helen Broughton,  
Anna Crighton, Carole Evans, Gail Sheriff and Bob Parker  
(for lateness)

### **1. CITY MALL BUSINESS IMPROVEMENT DISTRICT**

The seminar took the form of a powerpoint presentation providing an overview of the efforts being made to better manage the City Mall area.

It was divided into three parts.

1. Introduction on retail management work within City Mall and connection to central city revitalisation strategy – Maurice Roers, Senior City Planner
  - Context, need, action
  - The priorities
  - Key part of City Mall initiative
  - Central City revitalisation
  
2. Review of City Mall Retail Development Plan which is a report produced by Premier Retail Marketing on the City Mall focusing on the recommended actions – David West, Premier Retail Marketing
  - Research conducted
  - SWOT analysis – many strengths
  - Key issues
  - Tenancy mix findings
  - Suburb of origin
  - Competitors
  - Telephone survey – customer votes
  - Successful centre techniques
  - Cities face challenges
  - Business improvement districts
  - Customer care
  - Business survey results
  - Retail report – quick actions

- Key recommendations
  - How will this happen?
3. Briefing of the City Mall Business Improvement District Association on progress of the Group in organising themselves and obtaining better management in the City Mall area – Antony Gough
- Steering committee members
  - Focus area
  - Immediate action
  - Constitution
  - Objects
  - City centre manager
  - Advertisement
  - Funding
  - Typical expenses budget
  - Other expenses
  - Fix a first up winner
  - New sheriff in town
  - Car parking
  - Get businesses on side
  - Partnership with the key players
  - Council help
  - Management and marketing levy
  - Public space rental in focus area
  - Annual grant
  - Today's funding
  - In summary

### **Questions and Comments**

A variety of comments or questions were made in respect of:

- Countries such as Spain provided a good example to follow with the likes of continuous entertainment
- Bulk stores could have considerable effect
- The wider city area ie South City etc if included would alter the figures
- By bringing more people to live in the city and the redevelopment of under utilised sites, would assist growth
- The lack of a supermarket was a factor
- There was need to look at what is missing in the central city
- What was spent in doing up the central city, as compared to some of the suburban malls
- The collection of a levy from central city business retailers would be a problem
- There was need to get the young people on side

## **Outcome**

There is a considerable amount of discussion and refinement to take place but the key recommendations were to:

- Progress designs options
- Retail development projects group
- Search for a key attraction store
- Introduce high quality design elements
- Introduce a customer care programme
- Establish a funding mechanism

The meeting concluded at 3.30pm