

# Otara Business Association

## CCTV and Financial Expenditure

### Report



1<sup>st</sup> July 2015 to 30<sup>th</sup> April 2016

1<sup>st</sup> May 2016

Attn: Mark Evans

**Re: CCTV and Financial Report**

Please find attached the Quarterly Report for the period from 1<sup>st</sup> July 2015 to 29<sup>th</sup> Feb 2016.

The following report was completed as per the funding agreement with Auckland Council. The data has been collected and collated from the Ambassadors and the CCTV footage.

Any recommendations and or amendments regarding the reports, please do advise us, and we will address the issues and adjust them accordingly.

Regards

Rana Judge

Manager

Otara Business Association.

## OBA CCTV Monitoring /Crime Prevention Report

- **Crime Types**

There are a few different types of crimes occurring in the Town Centre. For example, shoplifting, drug dealing, biking nuisances and anti-social behaviour from the youth. Another crime which is shop break-ins, which only occur during the night. Anti-social behaviour, bikers and shop thefts have significantly dropped since last year, although it varies monthly. Night break-ins have increased, significantly since earlier this year. We have had a good breakthrough with drug dealers and have also managed to control window washers and bikers. So far everything had been great, until March this year, as in April, bikers and drug dealers have significantly risen. Overall incidents/crimes concerning the Otara Town Centre has dropped within the last six months due to in-house CCTV monitoring and using different monitoring methods to raid off bikers and drug dealers. We used to have a higher number of incidents each week which have now dropped back to minor ones within a week. The crime rate has dropped significantly by 40 % as compared to early stages of 2015 and late stages of 2014. Apart from some critical locations, we are covering all areas around the town. We monitor the CCTV footage from 8 am to 5 pm, including some late weekday nights. Whenever we are notified that something has occurred, we go back up and download the footage, as our hardware's capability for storage memory is only that of 15 days, so therefore in case the police may need some footage, we save it beforehand. While our ambassadors are on site, they coordinate with the monitoring room, for any issues which they then ask the monitoring room to keep an eye on a certain area. Through this new method, crime doers are not only monitored from a day to day basis to prevent any crimes but are also punished or taken into the hands of the law when these crimes have been committed. This new method of integrating the CCTV monitoring with our ambassadors has helped greatly towards this crime drop.

## CCTV Quarterly Reports:

<b>CCTV Quarterly Report July-September 2015.</b>		
<b>Type of incidents</b>		<b>Cumulative totals</b>
Behaviour - drink/drug related	5	5
Behaviour - street based work related incidents requiring action	4	4
Behaviour - bylaw breaches/nuisance	5	5
Behaviour - disorder/fighting	0	0
Crime - Drugs/solvent offences (supply/purchase)	3	3
Crime - shoplifting	0	0
Crime - autocrime	0	0
Crime - Robbery	1	1
Crime - Burglary	2	2
Crime - damage/graffiti	7	7
Emergencies/medical/fire	1	1
Other - property (dumping/abandoned/lost/found)	0	0
Other - people (lost/found/suspicious/distressed)	3	3
Technical - emergency service call outs		0
Technical - system faults	1	1
Technical - camera outages	3	3
Technical - number of requests for footage made by Police	1	1
Technical - number of downloaded incidents provided to Police	2	2
Technical - number of downloaded incidents to others		0
<b>Key info for reporting stats</b>		
	<b>Jul-15</b>	<b>Grand Totals</b>
No. of calls made to Police from monitoring centre	0	<b>0</b>
Number of requests for footage made by Police	8	<b>8</b>
Number of downloaded incidents provided to Police	11	<b>11</b>
Number of downloaded incidents provided to other parties	3	<b>3</b>
<b>Total number of incidents logged</b>	<b>31</b>	<b>31</b>

## CCTV Quarterly Report October-December 2015.

CCTV Quarterly Report October-December 2015.			
Type of incidents			Cumulative totals
Behaviour - drink/drug related		20	20
Behaviour - street based work related incidents requiring action		4	4
Behaviour - bylaw breaches/nuisance		78	78
Behaviour - disorder/fighting		8	8
Crime - Drugs/solvent offences (supply/purchase)		12	12
Crime - shoplifting		6	6
Crime - autocrime		0	0
Crime - Robbery		1	1
Crime - Burglary		1	1
Crime - damage/graffiti		10	10
Emergencies/medical/fire		3	3
Other - property (dumping/abandoned/lost/found)		1	1
Other - people (lost/found/suspicious/distressed)		3	3
Technical - emergency service call outs			0
Technical - system faults		2	2
Technical - camera outages		11	11
Technical - number of requests for footage made by Police		1	1
Technical - number of downloaded incidents provided to Police		1	1
Technical - number of downloaded incidents to others		1	1
Key info for reporting stats			
		Oct-15	Grand Totals
No. of calls made to Police from monitoring centre		7	7
Number of requests for footage made by Police		11	11
Number of downloaded incidents provided to Police		12	12
Number of downloaded incidents provided to other parties		3	3
<b>Total number of incidents logged</b>		<b>147</b>	<b>147</b>

## CCTV Quarterly Report for January to March 2016

Type of incidents	Jan-march 2016	Cumulative totals
Behaviour - drink/drug related	4	4
Behaviour - street based work related incidents requiring action	0	0
Behaviour - bylaw breaches/nuisance	34	34
Behaviour - disorder/fighting	6	6
Crime - Drugs/solvent offences (supply/purchase)	5	5
Crime - shoplifting	5	5
Crime - autocrime	1	1
Crime - Robbery	3	3
Crime - Burglary	6	6
Crime - damage/graffiti	9	9
Emergencies/medical/fire	0	0
Other - property (dumping/abandoned/lost/found)	2	2
Other - people (lost/found/suspicious/distressed)	0	0
Technical - emergency service call outs		0
Technical - system faults	3	3
Technical - camera outages	90	90
Technical - number of requests for footage made by Police	6	6
Technical - number of downloaded incidents provided to Police	4	4
Technical - number of downloaded incidents to others	0	0
<b>Key info for reporting stats</b>		
	<b>Oct-15</b>	<b>Grand Totals</b>
No. of calls made to Police from monitoring centre	2	2
Number of requests for footage made by Police	6	6
Number of downloaded incidents provided to Police	9	9
Number of downloaded incidents provided to other parties	4	4
<b>Total number of incidents logged</b>	21	<b>21</b>

## CCTV Report for 2015-2016

Type of incidents													Total	
	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16		
														0
Behaviour - drink/drug related	4	1		0	18	2	4	0		3				32
Behaviour - street based work related incidents requiring action	1	3		0	1	3	0	0		0				8
Behaviour - bylaw breaches/nuisance		5		0	24	54	34	0		96				213
Behaviour - disorder/fighting		0		0	6	2	1	1	4	2				16
Crime - Drugs/solvent offences (supply/purchase)		0		3	7	5	1	0	6	8				30
Crime - shoplifting		0		0	6	0	3	0	2	2				13
Crime - autocrime		0		0	0	0	0	0	1	1				2
Crime - Robbery		0	1	1	0	0	1	2	0	3				8
Crime - Burglary		1	1	1	0	1	1	0	5	0				10
Crime - damage/graffiti		3	4	4	3	3	6	0	3	1				27
Emergencies/medical/fire		0	1	1	2	0	0	0	0	1				5
Other - property (dumping/abandoned)		0		0	1	0	2	0	0	1				4

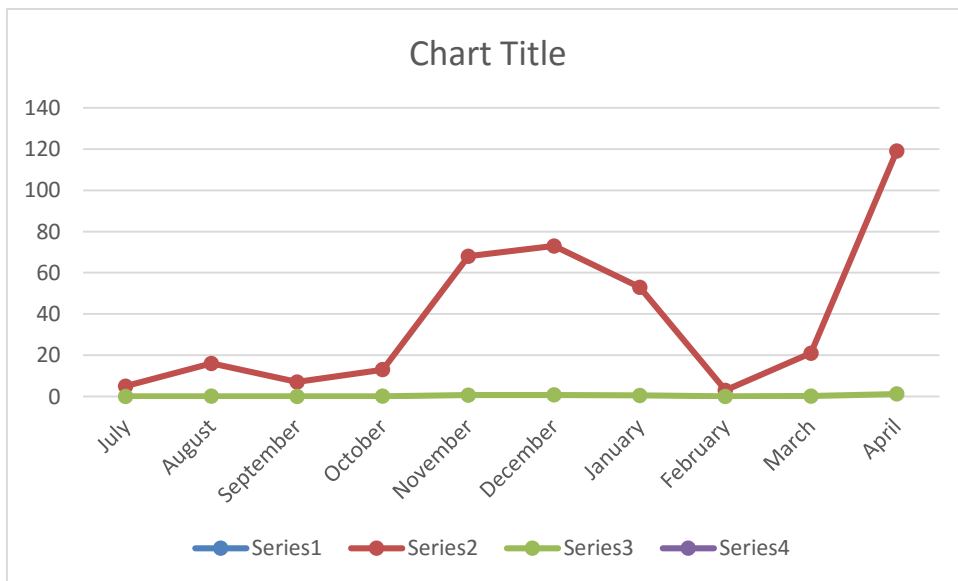
done/lost/found)																				
Other - people (lost/found/suspicious/distressed)			3		0	0	3	0	0	0	1									7
Technical - emergency service call outs											0									0
Technical - system faults	1		1	1	1		1	2	1	0	2									10
Technical - camera outages	3		1	2	2	8	1	2	2	11	6									19
Technical - number of requests for footage made by Police	1		1	1	1			1	3	2	2									12
Technical - number of downloaded incidents provided to Police	2		1	2	2			1	3	0	0									11
Technical - number of downloaded incidents to others						1				0	0									1
<b>Key info for reporting stats</b>																				
		Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16							To
No. of calls made to Police from monitoring centre	0	0	0	3	4	0	0	0	0	0	0	0	0							7



Number of requests for footage made by Police	2	1	5	8	1	2	1	3	2	0	0	0	25
Number of downloaded incidents provided to Police	3	1	7	10	0	2	1	6	2	0	0	0	32
Number of downloaded incidents provided to other parties	2	1	0	2	1	0	1	3	0	0	0	0	10
Total number of incidents logged	5	16	7	13	68	73	53	3	21	0	0	0	259

### Type of Incidents Recorded for the Year

July	5	5%
August	16	16%
September	7	7%
October	13	13%
November	68	68%
December	73	73%
January	53	53%
February	3	3%
March	21	21%
April	119	119%



- **Confidence by Businesses**

It has come to relief to a lot of businesses in Otara, as customers are now returning to do their shopping within the Town Centre as they now feel safe to do so. This is best practice we have been using to make our presence known to everyone i.e. to be seen, and to provide customer services to the wider community of Otara. We have been working closely with the businesses, listening to their concerns and as a result, the outcome has been very positive. With the help of the CCTV footage, we have resolved a lot of issues such as drug dealers and trouble makers in the Town Centre. The business owners feel very safe and confident due to the security system put in place in the Town Centre.

- **Employment Results**

There have been at least 75% employees who have successfully gained long term employment after completing six months employment with OBA in the last six months. The majority of Ambassadors, who have completed their six months of employment, have had a qualification, or are also able to join security guards, prison guards, etc.

- **Economic growth**

Understanding how businesses are performing is a necessary component of running a business. This report is not based on assumptions or hearsay but factual information and marketing intelligence to how the businesses are performing against the competition. According to market analysis, the Otara market is continuously growing.

Last six months we have organised some events as Reimagining Otara, White Sunday, Proudly Otara, Matariki day, and Christmas events, etc. We have been using Social Media, Newspapers and Radio for the adverting and branding. Otara Business Association is looking to install an LED display sign which would help market and advertise the businesses, aiding in the economic growth of the Town Centre.

retail\_quarterly\_201506

https://www.marketview.co.nz/akz/vbc/new/retail\_quarterly\_201506.pdf

# 1. Quarterly Performance Summary

1 Apr 2015 to 30 Jun 2015

### Amount Spent

	This Year	Last Year	Change
<b>Otara</b>			
Customers from New Zealand	\$15.20 mn	\$13.05 mn	+16.5%
International Visitors	\$0.06 mn	\$0.04 mn	+41.7%
<b>TOTAL</b>	<b>\$15.26 mn</b>	<b>\$13.09 mn</b>	<b>+16.5%</b>
% from New Zealand	99.6%	99.7%	-0.1%
<b>Average Transaction Value</b>	<b>\$28.71</b>	<b>\$27.98</b>	<b>+2.6%</b>
<b>Key Competitors</b>			
Glen Innes	\$40.56 mn	\$40.88 mn	-0.8%
Mangere	\$19.04 mn	\$17.90 mn	+6.4%
Papatoetoe	\$14.49 mn	\$13.36 mn	+8.5%
<b>All of Auckland Region</b>	<b>\$3.698 bn</b>	<b>\$3.501 bn</b>	<b>+5.6%</b>

### YOUR RANKING

	Spending	Transactions	
Last Year	HIGH Quartile 1	Quartile 1	HIGH
This Year	HIGH Quartile 1	Quartile 1	HIGH

**Key**  
Otara BID = retailers listed based within the Business Improvement District boundaries.  
Key Competitors = The Business Improvement Districts you selected to compare your performance against  
All of Auckland Region = The value of spending and transactions at retailers based in Auckland Region  
Your Ranking = All BIDs in the Auckland City Council have been ranked based on the change in spending/ transactions and also the total value of spending/ transactions and put into one of four quartile groups. The quartile ranking listed above shows which quartile your BID is in this year and how that relates to last year. Quartile One is the top 25% of BIDs, representing high growth, whereas Quartile Four is the lowest 25% of BIDs, meaning growth has been slow.

### Number of Transactions

	This Year	Last Year	Change
<b>Otara</b>			
Customers from New Zealand	0.53 mn	0.47 mn	+13.0%
International Visitors	0.00 mn	0.00 mn	+38.0%
<b>TOTAL</b>	<b>0.53 mn</b>	<b>0.47 mn</b>	<b>+13.0%</b>
% from New Zealand	99.8%	99.8%	-0.0%
<b>Average Transaction Value</b>	<b>\$28.71</b>	<b>\$27.98</b>	<b>+2.6%</b>
<b>Key Competitors</b>			
Glen Innes	0.84 mn	0.82 mn	+1.7%
Mangere	0.58 mn	0.52 mn	+11.3%
Papatoetoe	0.40 mn	0.38 mn	+5.0%
<b>All of Auckland Region</b>	<b>76.87 mn</b>	<b>70.69 mn</b>	<b>+8.7%</b>

### TOTAL VALUE

	Spending	Transactions
Last Year	Quartile 3	Quartile 3
This Year	Quartile 3	Quartile 3

**About this Page**  
This page gives an overview of spending and transaction volumes made for the three months ending 30 June 2015 compared to the same period last year. The top section refers to spending in your marketplace, and at your selected competitors. The bottom one measures overall retail spending in Auckland and is based on spending in the last 12 months.

- **Financial Report**

70% of the total funds we receive from the local board, and WINZ, contribute towards Wages. A small percentage of the funds contribute towards the economic development and security and safety in the Town Centre. As Work and Income pay \$10.50 hourly, also, we pay the remaining amount to compensate the minimum wage, which is \$15.25. Due to this gap between the wages, it contributes towards the difficulty in our financial situation.

# Otara Business Association

## Expenditure of Money

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Income		
Targeted Rate	\$76,295.00	
MCC Grant		
Winz Grant	\$118,591.20	
CPO Funds	\$24,230.77	
Local Board Bulk Funding	\$98,334.00	
<b>Total Income</b>	<b>\$317,450.97</b>	
Less Expenses		
Libality		
GST	\$17,788.65	6%
Accident Compensation Levy	\$2,105.80	
Insurance	\$435.99	
Kiwi Savers	\$0.00	
Fee and Charges		
Audit Fee	\$1,748.00	
Accounting Fees	\$2,173.51	
Smart Payroll	\$548.64	
Accounts Zero Licence Fee	\$676.20	
Bank Fee	\$150.00	
General Expenses		
Warden Kitchen Expenses	\$1,500.00	
Ambassadors Kitchen Expenses	\$2,500.00	
Boardroom Expenses	\$1,700.00	
Rent	\$364.56	
General and Misc Expenses	\$3,500.00	
P.O. Box	\$130.00	
Computer Costs	\$1,000.00	
Stationary	\$1,000.00	
Telephone & Tolls	\$3,000.00	
	\$22,532.70	7%
Economic Development		
Promotions/Marketing	\$27,500.00	9%
Night Market	\$8,200.00	3%
Wages		
<b>Short Fall, holiday pay, kiwi saver</b>	<b>\$34,655.40</b>	<b>11%</b>
<b>Wages &amp; Salery</b>	<b>\$198,060.00</b>	<b>62%</b>
CPO	\$18,693.00	6%
Holiday Pay CPO	\$4,720.00	9%
CCTV Monitering	\$27,000.00	9%
<b>Total Expenses</b>	<b>\$363,893.80</b>	
<b>Surplus</b>	<b>-\$23,910.13</b>	

- **Comments and Issues**

We have potential funding issues for ongoing activity. We do not have enough funding to employ an individual to fill the Crime Prevention/Security Officer position. CCTV monitoring in-house is very helpful for us to prevent crime but still requires some funding resources to make it 100% effective. At this stage, we are only receiving funding for monitoring footage 20 hours a week, which is not efficient to fulfil our goals, although we are fully committed to our goals by monitoring the CCTV all day and are paying the extra funds from the OBA.

Recently after conducting a meeting with Efeso Collins and Albert Lim, and stating the importance of jointly fighting against crime, we now have them on our side to help us with the CCTV monitoring. From this month, Otara will be monitoring Papatoetoe's CCTV footage as well, and as we have combined the monitoring of two towns together, we now receive 40 hours of monitoring for the two towns. We receive funding for 20 hours of monitoring for Otara, and Papatoetoe receives 20 hours of monitoring for their CCTV but require another 20 hours to monitor these two towns overnight. If we can get this funding, we can monitor day and night.

We require additional cameras in the Town Centre, to fill the gaps in our Security System. We also require a replacement for a CCTV camera, which was damaged, which covers a hotspot for crime in the Town Centre. Currently, we are only monitoring certain hours of the day, but we have some serious issues which need to be covered, and for that we must monitor overnight as well. Most of the burglaries in the businesses happen overnight, which is why it is crucial to monitor overnight. These issues are not only ongoing in Otara, but also in Papatoetoe. Ever since July, although we have worked on reducing crime in Otara during day hours, overnight burglary and as a BID, we need some extra authority to resolve some ongoing issues such as illegal rubbish dumping, begging and biking around the Town Centre. Therefore, funding requires being increased to achieve those peak hours for reducing crime.

Finally, we hope the Local Board will consider these issues, and will provide us with the additional funding for overnight CCTV monitoring as explained above. This way we will be able to aid significantly the businesses in Otara, who need assistance in the safety and well being of themselves and customers.