

## BTCA Response to Rawene Road Car Park Slip

### What the BTCA are aiming to do:

- Remind customers that the village is very much a vibrant village open for Christmas Business
- Align with Auckland Transport's parking solutions to educate customers / retailers / staff on where they can park / walk / bus / bike to promote alternative options
- Promote "unique" events on offer within the Village over next quarter, including boosting of promotion of planned activities

### Rationale:

How the projects will support local businesses in ensuring people still visit Highbury

- Call to Action to visit through unique village events (leverage our positive reputation in this area)
- Remind people of the local businesses on offer for all their local personal and shopping needs
- Focus on the parking we do have and educate
- Educate staff
- Educate customers on the walkability of the Village compared to other places

### Project 1 (pre-Christmas) Christmas Village Programme & Cash for Christmas Consumer Promotion

Resources already in place: completed Posters / Entry Forms / Entry Boxes

### Activities already planned:

- Dressing of the Village – 120 Fairy Lit Swags to be hung under verandas
- Icicle lights on Heritage Buildings
- 6 Christmas Wreaths - redressed and ready to be hung
- Carols for Christmas – Music programme planned for 6 weeks leading into Christmas
- Tentative booking of gigs to be confirmed
- Social Media Plan
- Website events local / Facebook events and posts/promotion
- Email direct to our database
- 2 weeks Radio in place driving people back to BTCA website
- Update parking / walking / bus / bike options on BTCA website (underway)
- Educate staff on longer stay parking options on outskirts of Village particularly in acute areas

### Added activities to promote Birkenhead Town Centre:

- Creation of a walking / biking / busing / parking map (draft underway)
- Producing pads for education of existing customers and new visitors to the area
- Produce 20,000 maps for insertion into North Shore Times
- Radio Advertising to advertise Birkenhead Village Xmas Programme and parking options
- Produce radio commercial – Birkenhead Village Christmas promotion with Parking Ambassadors
- Employ Parking Ambassadors to assist with customer education key weeks (Friday / Saturday / Sunday)
- Auckland Transport to make changes to road plans loading zones / increase 1 hour parking/increase angle parking (Mokoia/Rawene/Hinemoa Top)
- Auckland Transport to assist us manage the parking timeframes and demands

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Item	Cost
Additional promo material and radio ads	\$3,800
Village Ambassadors / promoters for Parking	\$900 a week x 3 weeks = \$2,700
2,000 A5 village parking map pad to give away via library and local businesses	\$1,000
<b>Additional Resource Total</b>	<b>\$7,500</b>

### Project 2 (February 10<sup>th</sup> 2018) 'Latin Fiesta Food & Festival Day'

Resources already in place / planned (material is in draft format, draft copy underway)

#### Added activities to promote Birkenhead Town Centre:

- Radio advertising to advertise festival and parking options
- 21% Market Share Auckland The Sounds/Radio Live/Breeze - An additional week

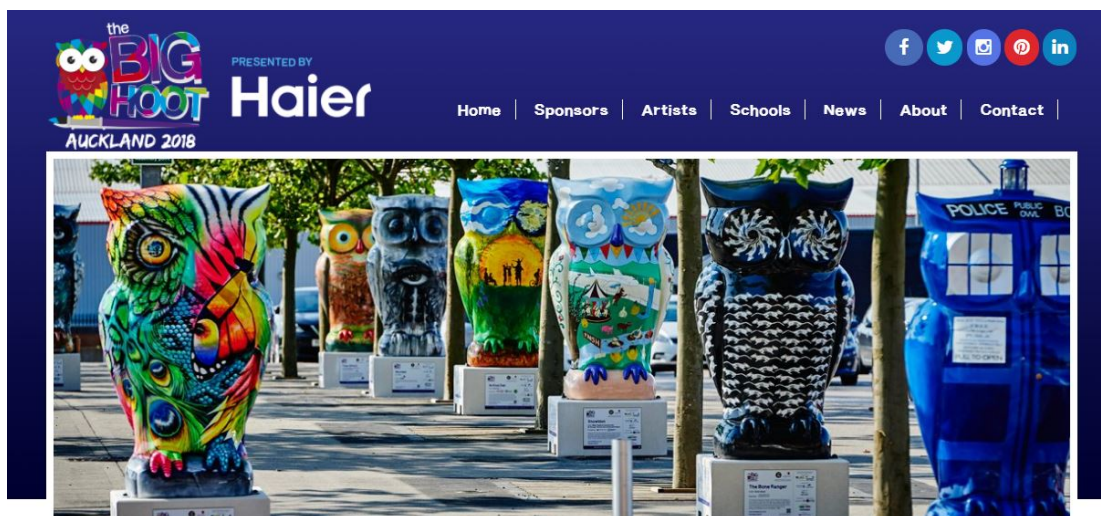
**Added Resources required: \$ 3,800**

### Project 3: March – May 2018 'The Big Hoot' <http://www.thebighoot.co.nz/>

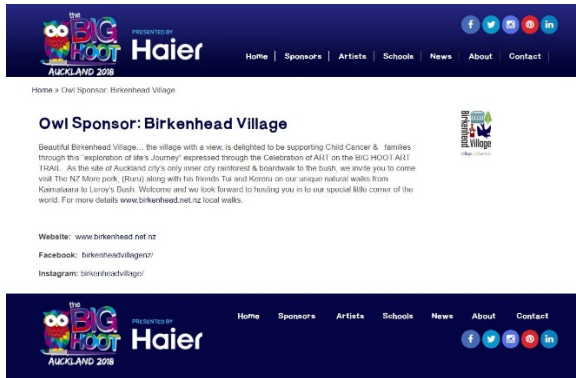
Birkenhead Town Centre is participating in the Big Hoot in March 2018 as an Owl Sponsor for the Child Cancer Foundation Auckland wide event.

Objective: Create greater awareness of Birkenhead Village as a walking destination within Auckland:

- Celebrate Vibrant Art
- Increase Visitation and walking to Birkenhead Village
- Increase awareness of Birkenhead as the site of Auckland's only inner city Rainforest and Birdlife
- Big Hoot App rewards all finalised from retailers



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## Added activities to promote Birkenhead Town Centre:

- Print Insertions to 20,000 Kaipatiki Residents / Radio- Auckland Wide / Social media plan (website / Facebook / Instagram)

**Added Resources required \$ 3,800**

## Reporting

Impact of the projects will be measured through:

- Website hits
- Facebook reach and engagement
- Marketview data tracking vs prior year and vs prior quarter (note January is a particularly quiet month for Birkenhead Village- Last year April/May had World Masters Games activity in period)

**Event report for period \$500**

<b>Christmas Programme:</b>	<b>\$7,500</b>
<b>Latin Fiesta Food &amp; Festival Day:</b>	<b>\$3,800</b>
<b>Big Hoot:</b>	<b>\$3,800</b>
<b>Event report for period:</b>	<b>\$ 500</b>
<b>Total Local Board support required:</b>	<b>\$15,600</b>

**Supplement with Event Report BTCA \$600 (in addition to our initial investment)**