

ID	LB Plan Outcome	Lead Dept/Unit or CCO	Activity Name	Activity Description	Activity Benefits	Further Decision Points for LB	Timeframe	Budget Source	FY18/19
615	Our urban centres are enjoyable places to be	ATEED: Local Economic Growth	Glen Eden Investment Attraction	<p>The local board aspires for Glen Eden to be an attractive and welcoming town centre. It intends to do this by working with the Business Improvement District to improve Glen Eden Town Centre through promotion and attraction of investments that lift the experience of the centre for locals and visitors.</p> <p>The board has already funded the Business Improvement District to develop the Glen Eden Prospectus and an investment attraction plan has been outlined subsequently to build on that. The next stage to understand what users of the town centre want is underway. This will inform the business association and its members where it should focus its efforts to improve the visitor experience.</p> <p>Dependent on the findings this could involve the following in 2018/19:</p> <ol style="list-style-type: none"> <li>1. Market the town centre investment opportunity</li> <li>2. Improve the retail mix to meet the needs of town centre users</li> <li>3. Stimulate and support organic investment by existing local businesses and landlords</li> <li>4. Build a vision for the town centre</li> <li>5. Upgrade the public amenity and signage</li> <li>6. Promote the vision.</li> </ol>	<p>Support attraction of improved mix of businesses and retailers in Glen Eden town centre</p> <p>Provide evidence of what town centre users would like to see in the centre</p>		Q1; Q2; Q3; Q4	LDI: Opex	\$ 20,000