

Glenfield Town Centre

Research Report



Prepared for Auckland
Tourism, Events and
Economic Development and
the Kaipātiki Local Board
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Buzz Channel Limited
18 Customs Street East
Auckland 1010
(09) 379 8920
ben@buzzchannel.co.nz
www.buzzchannel.co.nz



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Executive summary

The purpose of this research was to conduct a health check on the Glenfield Town Centre, to obtain a richer understanding of the customer and business profile, views of the current facilities and amenities, and suggestions for improving the town centre. The main findings are summarised below:



Visitors/shoppers:

- The main pull factors in to Glenfield Town Centre for the visitors/shoppers, on their last visit, was the library (48%) and the pool and leisure centre (36%).¹
- 78% of shoppers/ visitors visit the town centre at least once a week or more, with 22% visiting at least 5 times a week or more.
- The most common mode of transport for getting to the town centre is by car (81%), with over half (52%) of these drivers using the mall carpark.
- The top five mentioned themes from shoppers/ visitors about what they like the **most** about Glenfield Town Centre included:
 - convenience – everything in one place (35%)
 - variety of shops (21%)
 - library/ community centre (19%)
 - proximity – close to where I live/ work (18%)
 - pool/ leisure centre (16%)
- In terms of what shoppers/ visitors like **least** about the town centre, the top themes included:
 - lack of parking – availability on street front/ layout (23%)
 - accessibility – busy road, traffic control, pedestrian safety (18%)
 - attractiveness of the town centre - untidy, needs modernising (13%)
 - lack of variety of shops (11%)
- What shopper/ visitors want to see is a more attractive Glenfield Town Centre (general tidy up, trees, green area, seating, improved roading/ footpaths), more and improved parking options, improved access/ safety for pedestrians and cyclists, and more variety of shops.



Businesses:

- The 34 businesses surveyed identified the positives of doing business in Glenfield Town Centre as the location (convenient/ accessible), the customer loyalty and friendliness, and that the town centre is close to public transport links.
- They identified the challenges of doing business as being the amount of crime/ lack of security, the low customer numbers/ foot traffic, and the lack of accessible parking.
- The businesses had similar ideas for improvement to shoppers/ visitors around general maintenance, parking, and variety of shops. However, overall their main concern was addressing the issue of crime through increasing security/ policing, installing cameras, and banning liquor and anti-social behaviour.

¹ Please note: 'Mall-only shoppers' (on the days responses were collected) were unable to be included in the sample due to specific guidelines for interviewing within the Glenfield Mall which included not being able to approach anyone within the Mall or Mall carpark. Mall shoppers are included in the sample who were intercepted in the Town Centre area outside of the Mall property.

Objectives and method

Background and objectives:

Auckland Council will be working with the Kaipātiki Local Board in the future to develop a Glenfield Centre Plan. This work will consider future development opportunities in the Glenfield town centre. The Unitary Plan has unlocked a range of development opportunities that could help the centre thrive and flourish, and both Auckland Council and the local board are interested in exploring these options in an informed way. Ahead of that planning work, this project has gathered information from users of the town centre as to how they use the centre, what they like and what could be improved.

The purpose of the research was to conduct a health check on the centre, to obtain a richer understanding of the business and customer profile, the current facilities and amenities, and ideas for how the centre can be improved.

The **main research objectives** were to:

- understand the area's visitors and shoppers:
 - who's using the area, where are they from, why are they there.
 - what they think of the area in its current state and ideas for how it could be improved.
 - main priorities for development / improvement, what would make the area better for shoppers/visitors.
- understand the views of the local businesses and organisations:
 - business mix and profile in terms of the types of businesses, size, length of operation, where their customers are coming from, etc.
 - challenges and opportunities facing the area from a business perspective, and businesses' concerns, issues and opportunities for the future.
 - main priorities for development / improvement, what would make the area better for businesses and their customers.

Overall, this report provides indications on how Glenfield could be developed to meet user needs and is intended as an input to further informed conversations with the community and other stakeholders around the potential future of the centre.

Research methodology:

A multi-pronged survey methodology was used to capture the views of a wide sample of Glenfield Town Centre shoppers, visitors, and businesses. We had an interviewer walking the main streets (the area is defined in the map below and includes Glenfield Road, Bentley Ave and Downing Street):

- talking to, and completing paper surveys with, shoppers/ visitors in and around the streets, shops and facilities on different days/ time of day throughout four different shifts;
- capturing names and email addresses of shoppers/ visitors who were then sent an online survey the same day;
- talking to, and completing paper surveys with, managers and owners of a range of local businesses and organisations (including the pool and leisure centre, the library, and the community centre) on two different operating days.

Please note: 'Mall-only shoppers' (on the days responses were collected) were unable to be included in the sample due to specific guidelines for interviewing within the Glenfield Mall which included not being able to approach anyone within the Mall or Mall carpark. Mall shoppers are included in the sample who were intercepted in the Town Centre area outside of the Mall property.

The survey was live in field from **13th to 23rd February 2018** and a total of:

- **n=332 shopper/ visitor surveys** were completed (17% of these were online), and;
- **n=34 business surveys** were completed.



Visiting Glenfield Town Centre

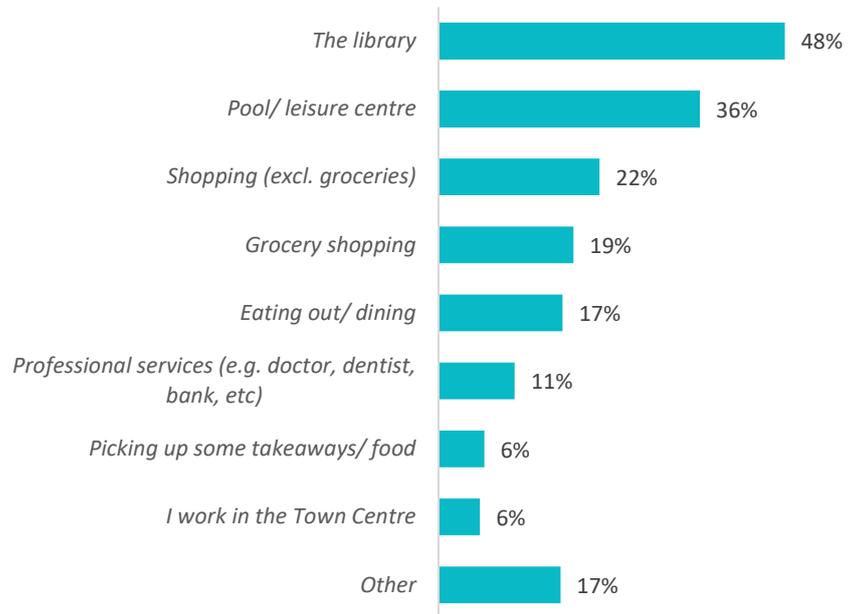
Reasons for visiting:

The library, and the pool/ leisure centre, are the top reasons respondents are coming in to the Glenfield Town Centre.

On their last visit to the Glenfield Town Centre, nearly half of the respondents included the library as a part of their visit. The pool and leisure centre is also a popular reason to visit with 36% of respondents mentioning it as the reason for the visit.

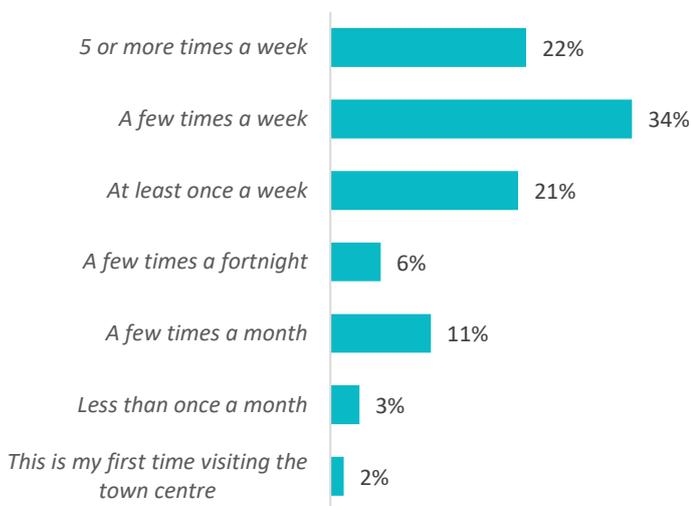
Other reasons for visiting the town centre, with less than 5%, included dropping and/or picking up children from the Early Learning Centre, classes at the Community Centre, going to the chemist or post office, and entertaining children at the mall or McDonalds playground.

'What brings you in to the Glenfield Town Centre today?'



Base size = 332

'How often do you visit the Glenfield Town Centre?'



Base size = 332

Frequency of visits:

78% of respondents visit the town centre at least once a week, if not more frequently.

Respondents who visit the town centre 5 times a week or more, are more likely to be coming in to use the pool and leisure centre than those who visit less frequently.

Those who walk into the town centre, and/or live in Glenfield, are also more likely to be those who are visiting the town centre five or more times a week.

Two thirds combine shops and/or services in one trip:

65% of respondents indicated that they combine several experiences in the one trip to the town centre, and 35% say they tend to come in for one specific reason.

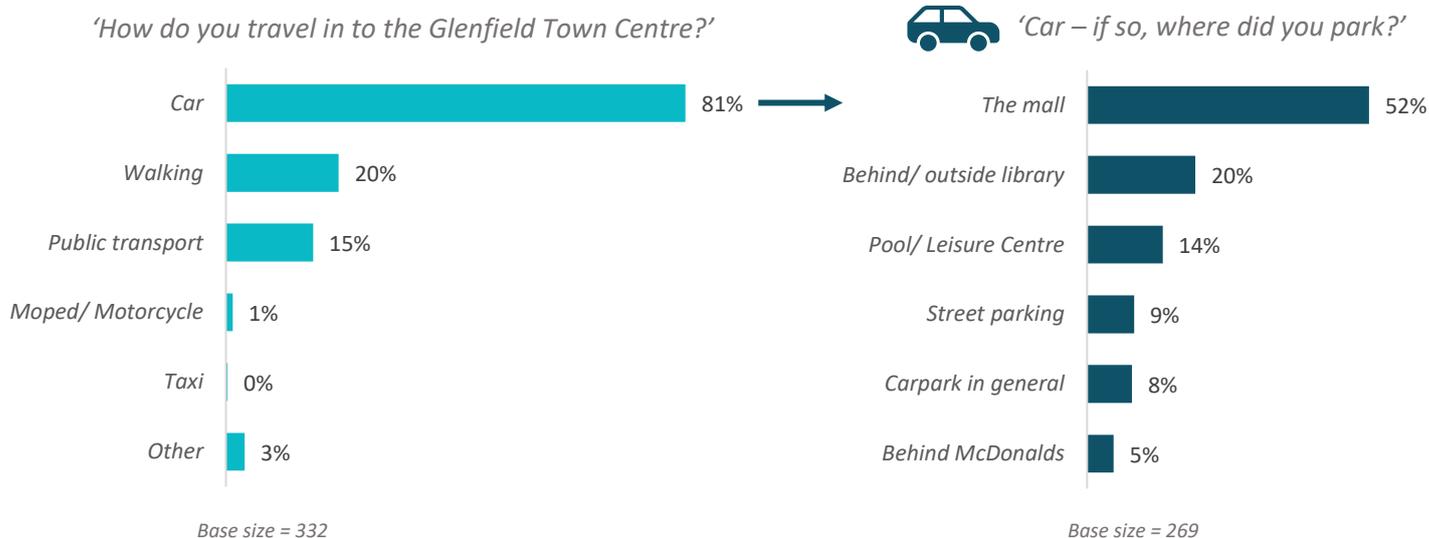
On their last trip, of those respondents who went to the library (48%):

- 31% also went shopping (excl. groceries);
- 23% also went grocery shopping;
- 21% also went to the pool/ leisure centre (although, respondents were less likely to visit the pool/ leisure centre and the library in their last trip when compared to other experience combinations);
- 18% also ate out, and;
- 15% also visited a professional service (e.g. doctor, dentist, bank, etc).

Method of travel:

The majority of respondents travel into Glenfield Town Centre by car. Of those, half of them indicated they will park in the mall carpark. Only 9% say they would park on the street – drivers are more likely to say that the availability of street parking is limited.

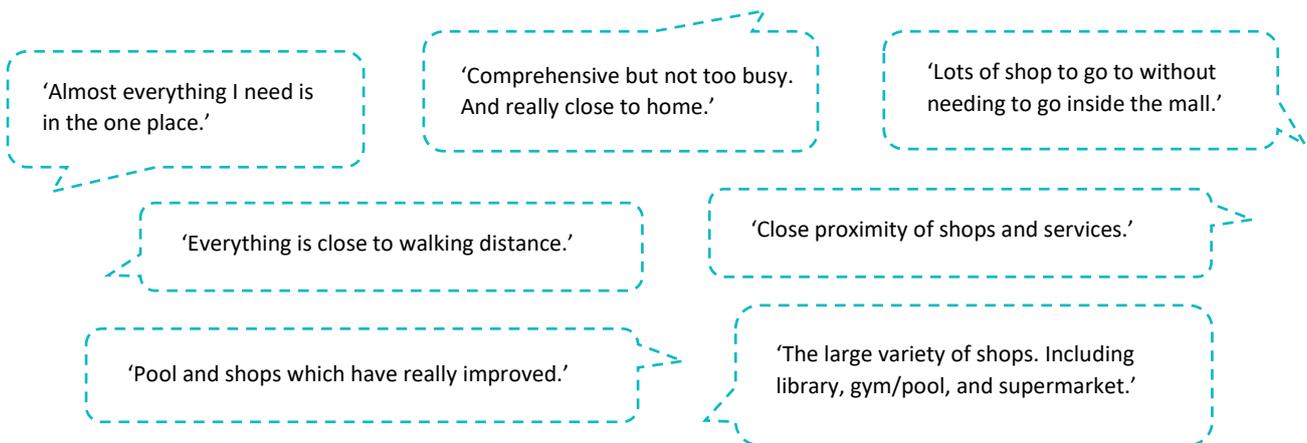
20% of respondents indicated that they walk into the Glenfield Town Centre. Unsurprisingly, 80% of those who walk, live in the Glenfield area.



The current Glenfield Town Centre

Likes and dislikes:

Shoppers/ visitors **enjoy the current Glenfield Town Centre** because of its convenience and variety. They mentioned that they like that everything is located in one place with a good variety of shops, and that it isn't too far from where they live or work. Those who find Glenfield convenient, are more likely to combine several shops/ services in one trip instead of coming in for a singular reason. Respondents also mentioned the library, community centre and the pool and leisure centre as specific places they like the most about Glenfield:



Shoppers/ visitors identified parking and accessibility as what they **like least about Glenfield**. They find the busy road, traffic and pedestrian crossing as something that doesn't quite work, and that the parking lacks in availability, especially on the street front. Respondents also identified that they find Glenfield untidy, mentioning that it needs modernising:



'What do you like most about the Glenfield Town Centre?': n=332



35% convenient – everything located in one place



21% good variety of shops in general



19% library/ community centre



18% proximity – near where I live/ work



16% pool and leisure centre



14% easy access



14% general shopping covered - banks, pharmacy, post shop, hairdresser, the mall



8% variety of food outlets



7% quiet/ safe / clean/ friendly

'What do you like least about the Glenfield Town Centre?': n=332



23% parking - availability/ hard to park on street, layout of carpark



18% accessibility - busy road, traffic control, pedestrian crossings / bike lanes



13% untidy - needs modernising, beautifying, old, dirty



11% lack of variety of shops/ nothing different



10% none/ nothing/ no complaints



5% crime/ security - loitering, drunks



5% lack of nice places to eat/ restaurants



4% layout of the shops - crowded, too close, small setting



3% needs park / green space / playground

Overall, 52% of shoppers/ visitors say that the Glenfield Town Centre in its current state is very good or excellent:

'Overall, how would you rate Glenfield Town Centre in its current state?'

1 = Poor

5 = Excellent



Base size = 332

However, 45% are either neutral or rate the state of the town centre as poor, indicating that although half gave a 4 or 5 rating there is room for improvement. The other reasons given mirror the abovementioned likes and dislikes about the town centre, specifically the variety and the untidiness:

'What is the reason for your above rating?'



33% average/ room for improvement



21% untidy - needs modernising, beautifying, old, dirty



12% has everything I need



9% lack of quality shops/ variety



7% parking - availability/ hard to park on street, layout of carpark



9% it's accessible - lots of amenities, near public transport



3% crime/ security - loitering, drunks



3% has a community feel/ sense of

'Parking on Glenfield Rd is not easy, always try to come off peak times.'

'Has almost all I need with the mall and library.'

'I think it's a bit dirty and I've heard about people robbing and stealing.'

'It could be 'smarter' but it's a good 'workable' (functional) area.'

'I just feel that it serves the expectations of a pleasant and welcoming ambiance of the place.'

'Looks a bit run down'

'All in all, it's not bad at all, but could see some improvement.'

Parking and accessibility:

27% of shoppers/ visitors rated the current state of Glenfield’s **parking** situation poorly. In contrast, 44% rated parking highly. It seems that much of the negativity toward parking comes from the lack of availability on the street front (Glenfield Road), with a few labelling the layout of carparks as confusing. As mentioned previously, parking is the strongest theme that respondents find *isn't currently working* or is what they like least about Glenfield.

When asked what they like least about Glenfield Town Centre, a small number (4%) of shoppers/ visitors mentioned that the **layout** of shops was crowded, and that the general size of Glenfield is too close together and small. This is contrasted by a larger number of shopper/ visitors (35%) who identified Glenfield as being convenient, because everything is close together and in one place, as something they like the most about the town centre.

When it comes to the **accessibility** of Glenfield, this too has been talked about in a positive and negative light. 68% of shoppers/ visitors rated the town centre highly when asked about it being accessible, an easy place to get to, whereas a much lower 6% rated it poorly on this same aspect. However, when asked what they like least about Glenfield, 18% spoke unprompted about the issue of accessibility mentioning the busy roads, traffic control and pedestrian crossings as problems.



'How would you rate the current Glenfield Town Centre on the below aspects?'

1 = Poor

5 = Excellent

Parking:



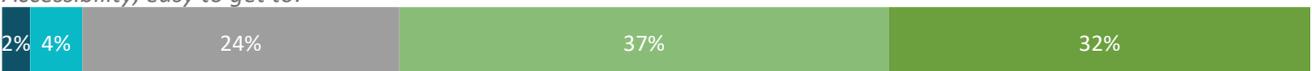
Layout:



Roading:



Accessibility, easy to get to:



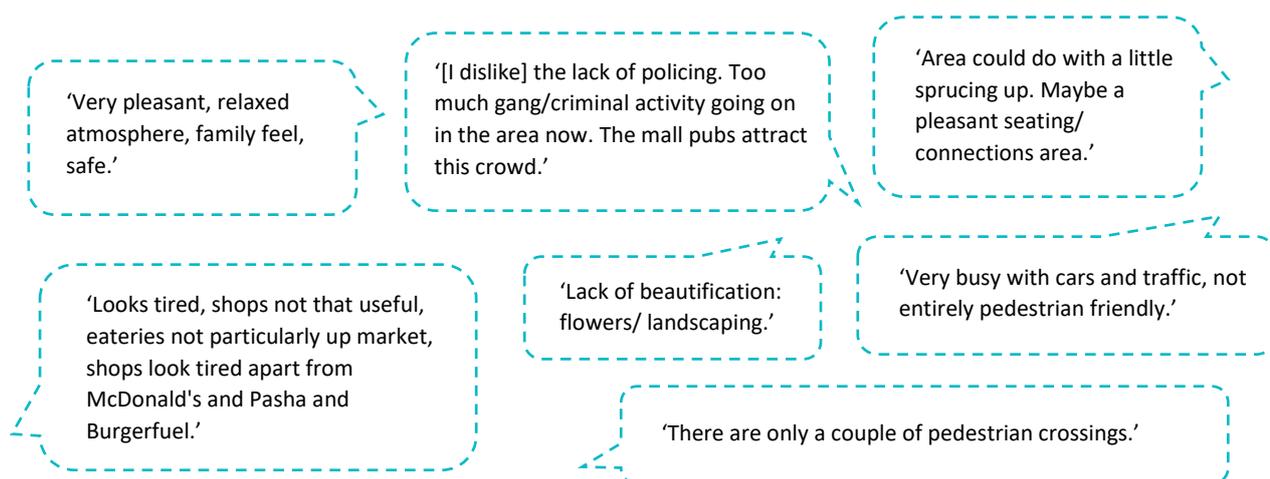
Base size = 332

Safety and attractiveness:

One of the most talked about themes, and one of the top things shoppers/ visitors like the least about Glenfield Town Centre (apart from parking and accessibility), is the town centre’s **attractiveness** or lack thereof. 34% of respondents rated the town centre poorly on the aspect of attractiveness e.g., the look and feel. Unprompted, they mentioned that the town centre feels untidy, and that it needs a bit of modernising and could be better maintained.

In terms of **safety** in the town centre, 45% of shoppers/ visitors rated safety highly overall indicating Glenfield is considered to be somewhat of a safe place. Unprompted, 7% mentioned that they like the town centre because it is quiet, safe, clean and friendly – a few also mentioned that Glenfield has a great community feel. Conversely, there was also mention of the town centre being unsafe and subject to crime. 17% rated Glenfield poorly for its safety overall and unprompted 5% mentioned previous crime, security, and anti-social behaviour issues. These security concerns are echoed by the businesses in Glenfield in the next section where it is seen as one of the challenges to operating in the town centre.

Along the same lines as town centre safety, 16% rated Glenfield poorly for **pedestrian safety**. This concern is supported by comments around pedestrian accessibility and the danger of Glenfield Road when there is heavy traffic.



‘How would you rate the current Glenfield Town Centre on the below aspects?’

1 = Poor

5 = Excellent

Attractiveness, e.g. look and feel:



Safety:



Pedestrian friendliness, i.e. ease of getting around on foot:



Base size = 332

Variety of shops, facilities, and activities:

The **variety of shops and services** was mentioned when asked what shoppers/ visitors like most about Glenfield. 21% said the town centre had a good variety of shops, and 14% said it covered all their general shopping and service needs, from the mall to a bank/ post shop. These comments are reinforced by the 49% who rated Glenfield highly on the aspect of variety of shops and services. However, there were also 11% of respondents who mentioned the lack of variety in shops as something they like the least about Glenfield. Shoppers/ visitors said that there was a lack of quality shops and services (a few specifically mentioned the lack of quality food places) and that nothing stood out as being different.

In general, the **public facilities or activities** wasn't something that came up (unprompted) as a positive in any of the comments, apart from those specifically mentioning the library and/or the pool and leisure centre. When prompted, 36% rated the publicly accessible facilities (e.g., paths, toilets, playgrounds, park areas, green spaces) in Glenfield highly, and 40% rated the activities on offer highly. However, when asked what shoppers/ visitors liked the least about the town centre, a few mentioned the need for more green spaces, park areas, and a playground for children to play safely.

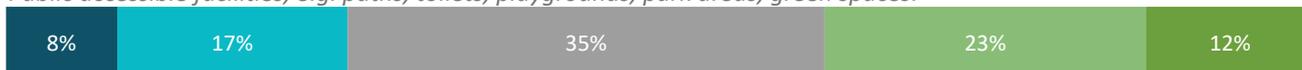


‘How would you rate the current Glenfield Town Centre on the below aspects?’

1 = Poor

5 = Excellent

Public accessible facilities, e.g. paths, toilets, playgrounds, park areas, green spaces:



Activities:



Variety of shops and services:



Base size = 332

Doing business in Glenfield

The positives of doing business in Glenfield:

What managers/ owners like about having their business in Glenfield aligns closely with what the shoppers/ visitors mentioned. Businesses like the location of Glenfield, saying that it is a convenient and accessible place that is close to public transport. They also mentioned the idea of Glenfield as a one stop shop, expanding on that to say that the mall works well in attracting customers to the area. The demographic of the customers is also attractive to businesses, with a few mentioning their loyal and friendly customers:



The challenges of doing business in Glenfield:

The main challenges identified by the local businesses also mirror some of the things already mentioned by the shoppers/ visitors. Businesses mentioned parking as an issue, in particular, the inconsistent time limits and limited availability. These businesses, which are in the town centre (outside the mall), also mentioned the lack of foot traffic and customers passing by their stores – with a few mentioning that a business challenge is the demographic and perception of Glenfield and a struggle to promote themselves. Crime and security, although mentioned by shoppers/ visitors, was the biggest challenge for businesses – some mentioned numerous break-ins:



'What makes Glenfield Town Centre an attractive place for you to do business?': n=34



41% location - close to home, convenient, accessible



29% demographic of customers



18% close to Public Transport

'Please describe the main challenges facing your business in Glenfield Town Centre': n=34



41% crime/ security/ loiterers



24% customer numbers/ foot traffic



18% parking - inconsistent times, limited availability

Overall, 44% of the 34 businesses surveyed say that the Glenfield Town Centre in its current state is very good or excellent:

'Overall, how would you rate Glenfield Town Centre in its current state?'

1 = Poor

5 = Excellent



Base size = 34

On the other hand, 56% of the 34 businesses gave a rating of either neutral or poor when asked about the current state of Glenfield. The main reasons for the ratings mirror the positives and negatives identified by the businesses above, and what was said by the shoppers/ visitors - 35% rated positively because of the convenience, location and accessibility; 24% rated poorly because of crime, safety and loitering. Other reasons included the great community feel, but also identified that there is a need to modernise/ beautify Glenfield. It was also noted by the businesses that the town centre needs a focus as there isn't a lot happening in the area.

'I think the centre is quite dated currently but it does look to be getting refreshed on the outside in regard to food options.'

'Glenfield, but a destination. Current services are good but unfocused.'

'The buildings are looking a bit tired, including AC buildings i.e., library and community centre.'

Opportunities

Suggested improvements:

Respondents were asked what they think could be done to improve Glenfield Town Centre, or if there was anything missing that could improve their own experience. A quarter of shoppers/ visitors mentioned attractiveness as something that could be improved upon – saying that the area could use more trees, shaded areas for sitting and green spaces in general. They also mentioned the area could use a general tidy up/ facelift and improved infrastructure (i.e. roading, footpaths):

‘Better parking. Nicer shops. More parks/ more green spaces. Nicer cafes like other places e.g., Takapuna, Birkenhead.’

‘Attractiveness, improve landscaping. Some streets have small potholes.’

‘A green space and playground outside of the mall would be fantastic.’

‘More care of footpaths and roads.’

‘A walking zone area - a tree, shaded, cool, relaxing area with a fountain, kids to play so people could relax somewhere’

‘Shops need to be more attractive and appealing. More green space, more planting, more pedestrian access ways, more common spaces.’

Other suggestions raised were in response to the issues of parking and accessibility. Shoppers/ visitors would not only like to see more parking availability, but parking in more convenient places and improved layouts. In terms of accessibility, respondents specifically mentioned better accessibility and safety for pedestrians. They would like to see the speed limit addressed so the traffic flow can be managed and made safer for pedestrians and cyclists, crossing the road:

‘Needs more parking round the library - the area at the back of the library is very unattractive. The gardens are attractive but would like to see more and perhaps play areas for children. The Downing St park is not very accessible. Not very accessible for people without cars.’

‘Improve vehicle access and pedestrian safety around the shops on Glenfield road.’

‘A real town centre with amenities linked, easy access, good parking, pedestrian walkways, green space in between and good clear signage to show what amenities are available.’

‘You can't see cars coming up Bentley Ave... cars can't see you either, possibly a pedestrian crossing? Speeding on Bentley Ave, especially Downing St intersection.’

Shoppers/ visitors also suggested more variety of shops and better places to eat:

‘Attractiveness of town centre, some new shops, better pedestrian access.’

‘I hope to see new developments in this area, have more shops in the town centre’

‘More variety of shops needed, should be classier in general too.’

‘Events like the night market is a great idea, more variety of stores and more green areas and parks.’

'What, if anything, do you think could be done to improve the Glenfield Town Centre? Is there anything missing, or that you would like to see changed to make it better for visitors/ shoppers?': n=332



24% attractiveness - tree, shaded, green space, seating



21% parking - more, better parking, disabled parking



19% improve access/ safety for - pedestrians, wheelchairs, cyclist friendly, address speed limit



13% general tidy up - paint, facelift



11% improve infrastructure - roading, footpaths, traffic flow, light frequency, public transport



11% more chain stores / more shops in general



9% more activities for children - playground



9% new developments



7% promotion of area / more activities

Businesses:

When asked a similar question around what actions could be taken to make the Glenfield Town Centre a more desirable place for businesses and customers, the 34 businesses surveyed had similar responses to shoppers/ visitors around general maintenance, introducing destination shops (e.g., boutique stores, more variety) and promotion of the area. However, overall their main concern was addressing the issue of crime through increasing security/ policing, installing cameras and banning liquor and anti-social behaviour.

Businesses were also asked what services they thought would be of value to them in terms of improving their businesses. The most important services (from most to least important) selected by the 34 businesses were:

- improving security in the area;
- promoting Glenfield Town Centre;
- making Glenfield Town Centre more attractive;
- organising events to attract shoppers/ customers to the area, and;
- business networking.

Glenfield Road:

Shoppers/ visitors were also asked if there was anything that could be done to make the shopping strip on both sides of Glenfield Road more attractive.

The same themes came to the surface along the lines of making the area more attractive - more trees, shaded areas for sitting and green spaces in general – and about giving the area a general tidy up/ facelift.

Respondents also mentioned making Glenfield road more pedestrian/ cyclist friendly by introducing more crossings, better footpaths, or perhaps an overbridge. Again, more comments were made about the need to address speed limits, parking and improve traffic flow and roading.

More variety in shopping and food options was also mentioned.

'Greenery, shop fronts tidier and better upkept, more areas for sitting under small trees.'

'Planting - trees/scrubs, hanging flower pots – repairing.'

'Make the road pedestrian only, have a place like a park or a garden where people can sit down for lunch, water fountains, drinking water.'

'Probably more cultural targeted shops to suit diverse local population'

'Make sure the paths between the mall and Glenfield road are clean and clear of rubble - they can be rather icky /unsanitary on Sat/ Sun mornings.'

'I think it would be best if you added more parking spaces - people like to travel by car and it would be easier to access certain shops this way and still keep an eye on their car.'

'Is there anything that could be done to make the shopping strip along both sides of Glenfield Road more attractive for shoppers/ visitors?': n=332

 <p>20% attractiveness - tree, shaded, green space, seating</p>	 <p>15% general tidy up - paint, facelift</p>	 <p>12% pedestrian / cyclist friendly - overbridge, improved crossing, better footpaths</p>
 <p>10% variety of shops/ more shops</p>	 <p>10% more parking</p>	 <p>6% improve roading/ traffic flow/ light frequency/ speed limits</p>

Visitor and business profiles

Shopper/ visitor profile:

A variety of shoppers and visitors were surveyed for their opinion on the current Glenfield Town Centre, and ideas for its future.

95% of the shoppers/ visitors came from, or live in, Glenfield (55%) or the wider North Shore area (40%).

Key differences:

Unsurprisingly, those who live in the Glenfield area are more likely to rate the town centre highly for accessibility.

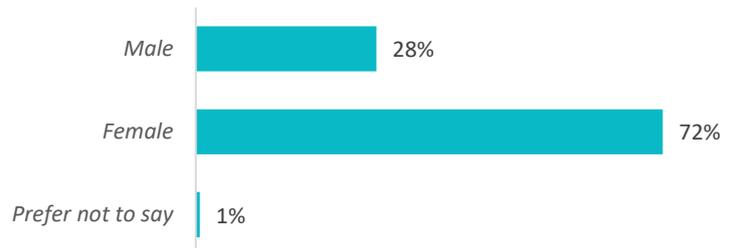
Female shoppers/ visitors are more likely to find Glenfield a convenient place compared to their male counterparts.

Respondents aged 25 to 34 years old are less likely to take a car in to the town centre compared to other age groups. This same age groups was also more likely to mention more variety of stores as a suggestion for improving the centre.

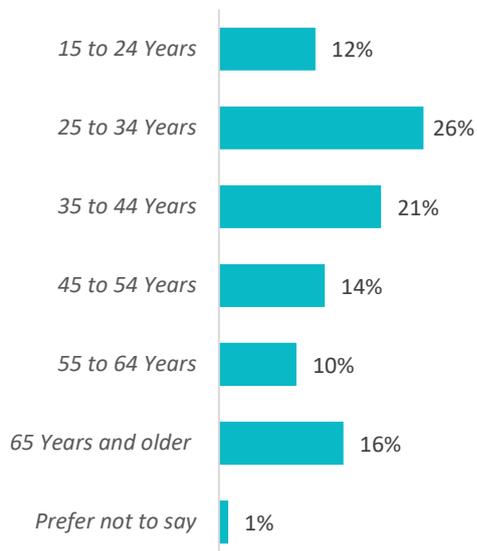
Shoppers/ visitors aged 55 to 64 years were more likely to mention crime and security as an issue in Glenfield.

Respondents of NZ European/ Pakeha decent, were less likely to give a high rating when it came to rating the overall current state of Glenfield (as well as on the individual ratings of safety, roading, pedestrian friendliness and public facilities).

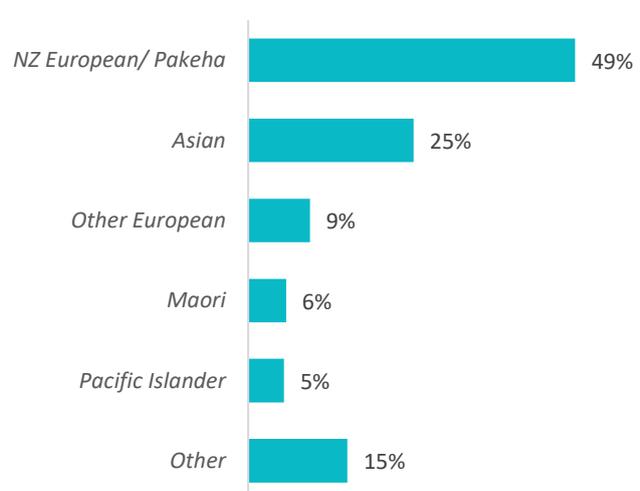
Gender:



Age:



Ethnicity:



Base size = 332

Business profile:

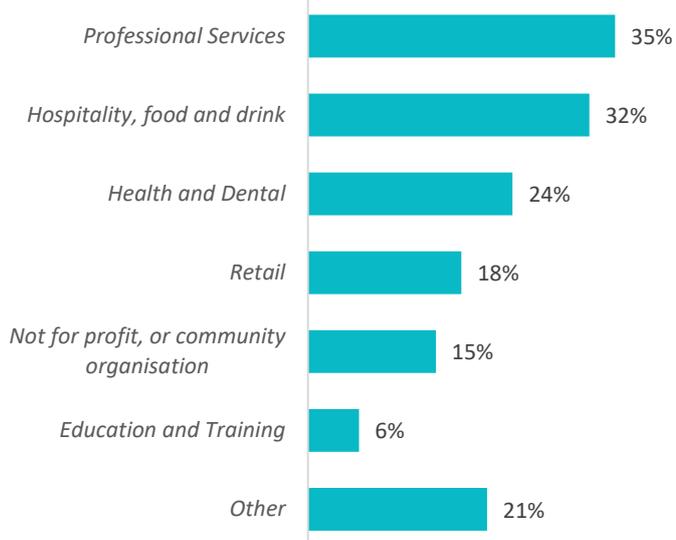
The 34 businesses surveyed came from a variety of different sectors from professional services to not for profit or community organisations, and health to hospitality.

Business in Glenfield appears to be stable, with 20 of the businesses surveyed having been there for over 10 years. There is also a steer toward smaller businesses in Glenfield, with only 8 of the 34 businesses surveyed having over 10 staff.

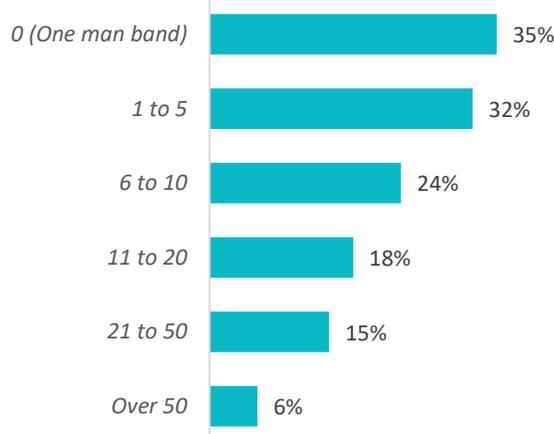
The businesses identified that most of their clientele (on average 56%) come from within Glenfield, 22% from the wider North Shore area and a lower 6% from elsewhere in Auckland.

When asked why their businesses were in Glenfield, 13 referenced a historical reason such as having purchased a pre-existing business. 8 re-iterated that they find Glenfield a convenient location. Other reasons included that it suits their type of business, and that an opportunity/ vacancy arose in the area.

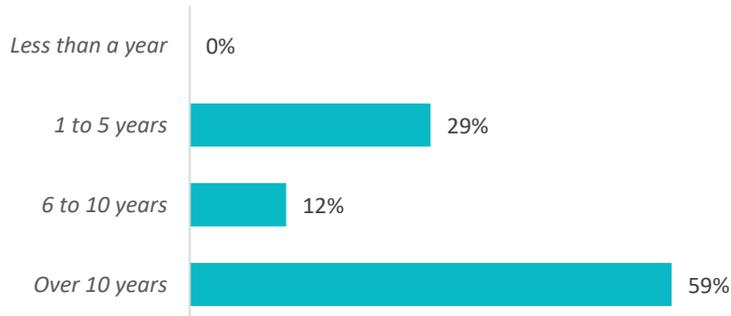
Business sector:



Number of staff:



Length of time operating in Glenfield:



Base size = 34

Conclusion and next steps

Conclusion:

The majority of visitors to the Glenfield Town Centre are coming in to the area several times a week and are often utilising more than one shop and/or service in a single visit. The library and pool and leisure seem to be the main attractions in the town centre for these frequent visitors, followed by the opportunity to do some shopping. When they make their way into the town centre, most are coming by car and parking in the mall carpark with a some saying they do so because they're unable to find a park elsewhere.

Visitors/ shoppers like the variety of shops, and the convenience of it all being so close together, saying that they can pretty much find everything they need in one trip to the town centre – they specifically mentioned the library and pool and leisure centre as positives about the area. Businesses enjoy Glenfield for the same reason as visitors, its location and convenience. Businesses also made positive comments about the customers themselves saying that they find them friendly and loyal.

What visitors find isn't working, or what they like least, in Glenfield currently is the parking or the lack of availability of parks on the main roads. They also find accessibility, especially for pedestrians across the busy roads, a problem. Shoppers also commented on the lack of variety, or anything different, when it came to the shops in Glenfield.

The main concern for businesses is crime and security. They find the town centre can be unsafe, recounting numerous break-ins and anti-social behaviour outside their places of business.

Overall, Glenfield Town Centre is enjoyed by the people who use it, visitors, shoppers, and businesses – around half of whom would rate it highly in its current state. However, they can see that there is definite room for improvement.

Main priorities for development/ improvement:

1. Parking:



The main issue with parking comes from the lack of it on the main roads (Glenfield Road). Shoppers/ visitors and businesses would like to see more parking availability, as well as better parking options. Some businesses mentioned there is nowhere for their customers to park outside their place of business, while shoppers mention the need to park inside the mall because there is nowhere else.

2. Attractiveness:



Both shoppers/ visitors and businesses mentioned the need for the town centre to have a face lift. They identified the current town centre to be untidy and in need of modernising. Suggestions included adding more green space, seating, trees/ flower beds, and a paint job to freshen up the look and feel.

3. Pedestrian access and safety:



Accessibility, with such a busy main road, was seen by shopper/ visitors and businesses as an issue. What arose from this was a focus on pedestrian access and safety. Some see the main road as very

dangerous, especially for young children, and that the current pedestrian crossings and traffic control don't do enough to help the situation. Suggestions to improve safety included reducing the speed limit through the town centre and making the main roads (Glenfield Road and Bentley Ave) more pedestrian, cyclist, and wheelchair friendly.

4. Crime and security:



Crime in the Glenfield area was raised as a big concern for the businesses operating in the area, some who recounted numerous break-ins and shoplifting experiences. Businesses would like to see increased security/ policing in the area as there are a number of people loitering outside their stores, as well as drunk/ anti-social behaviour. Some suggested the need for security cameras and a strongly enforced liquor ban on the area.

5. Variety of shops and services:



Although the variety of stores and services in Glenfield was seen as good, there were a number of shoppers/ visitors and businesses who see the need for a bit more variety and something a little different (e.g., boutique stores). This need not only relates to different stores, but also to the variety of places to go out and eat/ a nice place to sit outside and eat in the town centre.

6. More activities and promotion of the area:



Particularly important to those with children, shoppers/ visitors would like to see more happening in Glenfield Town Centre. Businesses agreed as it would bring more people/ customers to the area. They also suggested that better promotion and changing the perception of Glenfield, alongside more activities, would boost numbers and foot traffic in the town centre.

Appendix: Visitors survey

Glenfield Town Centre Survey: What opportunities are there to improve the area?

The purpose of this survey is to find out what customers in Glenfield see as the opportunities and challenges facing the area, and what can be done to make Glenfield Town Centre more attractive to the community.

The survey will take around 5 minutes, and all completed entries go in the draw to **win one of two \$100 shouts** (from a local café, restaurant, activity or service provider in Glenfield Town Centre – your choice).

Your answers will be kept strictly confidential. An independent research company, Buzz Channel, is coordinating this survey for Auckland Tourism, Events and Economic Development (ATEED) and the Kaipātiki Local Board, and it will be used to inform the discussion about the potential future of the Town Centre for the benefit of local businesses and customers.

Please note, for all of the questions when we're referring to Glenfield Town Centre we mean the **whole area** including all the shops and businesses on Glenfield Road alongside the shopping mall and in the streets surrounding the shopping mall. There is a separate but similar survey being conducted of businesses in Glenfield Town Centre.

Q1. What brings you in to the Glenfield Town Centre today? *Please circle all that apply*

I work in the Town Centre (outside the mall)	I work in the mall	Shopping (excl. groceries)
Grocery shopping	Eating out / dining	Picking up some takeaways / food
Professional services (e.g. doctor, dentist, bank, etc)	The library	Pool / leisure centre
Other, please specify:		

Q2. How often do you visit the Glenfield Town Centre? *Please circle one*

5 or more times a week	A few times a week	At least once a week	A few times a fortnight
A few times a month	Less than once a month	This is my first time visiting the town centre	

Q3. When you come to Glenfield Town Centre do you tend to visit for one specific reason, or do you combine several shops/services in the one trip:

One specific reason	Combine several shops/services in the one trip – If so, which ones?
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Q4. How do you travel in to the Glenfield Town Centre? *Please circle all that apply*

Public transport	Walking	Taxi	Moped/Motorcycle
Car – if so, where did you park?:		Other, please specify:	

Q5. What do you like **most** about the Glenfield Town Centre?

Q6. What do you like **least** about the Glenfield Town Centre?

Q7. Overall, how would you rate Glenfield Town Centre in it’s current state? *E.g. activities, businesses, look and feel, amenities. Please circle one where 1 is Poor and 5 is Excellent*

1: Poor	2	3	4	5: Excellent	Don’t Know
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Q8. What is the reason for your above rating?

Q9. How would you rate the current Glenfield Town Centre on the below aspects?
Please tick one option for each aspect below, where 1 is Poor and 5 is Excellent

	1. Poor	2.	3.	4.	5. Excellent	Don't Know
Accessibility, easy to get to						
Layout.						
Variety of shops and services.						
Attractiveness, e.g. look and feel.						
Activities.						
Public accessible facilities, e.g. paths, toilets, playgrounds, park areas/green spaces.						
Safety.						
Parking.						
Roading.						
Pedestrian friendliness, i.e. ease of getting around on foot.						

Q10. What, if anything, do you think could be done to improve the Glenfield Town Centre? Is there anything missing, or that you would like to see changed to make it better for visitors/shoppers? *For example; promotion of the area, attractiveness of the town centre, roading / parking improvements, improvements for pedestrians, new developments.*

Q11. Is there anything that could be done to make the shopping strip along both sides of **Glenfield Road** more attractive for visitors/shoppers?

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Q12. Where do you live? *Please circle one*

In the Glenfield area	In the wider North Shore area	Elsewhere in Auckland	Elsewhere in NZ	Overseas
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Q13. Please tell us your gender: *Please circle one*

Male	Female	Gender Diverse	I'd prefer not to say.
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Q14. Which of the following age groups do you fall into? *Please circle one*

15 – 20 Years	20 – 24 Years	25 – 34 Years	35 – 44 Years
45 – 54 Years	55 – 64 Years	65 Years +	I'd prefer not to say.

Q15. Which of the following best describes your ethnicity? *Please circle all that apply*

Indian	Fijian Indian	NZ European / Pakeha	Other European
Maori	Cook Islands	Tongan	Fijian
Samoan	Other Pacific Peoples	Chinese	Korean
Southeast Asian	Other Asian	Middle Eastern	African
Other (please specify):			

Q16. Do you have any final comments you'd like to share about Glenfield Town Centre?

To go into the draw to **win one of two \$100 shouts**, please provide your contact details below.

Privacy Note: Please be assured that if you provide them, your personal details will only be used to contact you about the prize draw, and only if you indicate below, will be added to the Glenfield Mall mailing list. Your survey responses will not be linked to your contact details and the local board will not be able to identify your responses.

Contact name:
Email address:
Phone number:

Tick here to be added to the Glenfield Mall mailing list.

Prize details:

- Prize will be one of two \$100 shouts (from a local café, restaurant, activity or service provider in Glenfield Town Centre)
- Prize winner will be randomly selected from the pool of entries on 4 March 2018
- Judge's decision is final
- Multiple entries not accepted

Thank you very much for completing the survey. The information will be put to good use in moving the area forward.

Businesses survey

Glenfield Town Centre Survey: What opportunities are there to improve the area for businesses?

The purpose of this survey is to find out what local businesses in Glenfield see as the opportunities and challenges facing the area.

The survey will take around 5 minutes, and all completed entries go in the draw to **win one of two \$100 shouts** (from a local café, restaurant, activity or service provider in Glenfield Town Centre – your choice).

Your answers will be kept strictly confidential. An independent research company, Buzz Channel, is coordinating this survey for Auckland Tourism, Events and Economic Development (ATEED) and the Kaipātiki Local Board, and it will be used to inform the discussion about the potential future of the Town Centre for the benefit of local businesses and customers.

Please complete this survey by **4 March 2018**. When you have completed it, please fold and seal this form, and post it back to us using the freepost details on the back.

*Please note **this survey is specifically for business owners and managers**, and those who own commercial property in the Glenfield Town Centre (please note, for all of the questions when we're referring to Glenfield Town Centre we mean the **whole area (see the map at the back)** including all the shops and businesses on Glenfield Road alongside the shopping mall and in the streets surrounding the shopping mall). There is a separate but similar survey being conducted of shoppers and visitors to Glenfield Town Centre.*

Q1. Firstly, which of the following best describes your business sector? *Please circle all that apply*

Retail	Wholesale	Hospitality, food & drink	Professional Services
Financial services	Accommodation & Tourism	Education & Training	Industrial & Manufacturing
Health & Dental	Not for profit, or community organisation	Property owner	Transport, Distribution & Warehousing
Other, please specify:			

Q2. How many staff does your business employ? *Please circle one*

0 (One man band)	1-5	6-10	11-20	21-50	Over 50	Don't know
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Q3. Approximately, what percentage of your customers/clients are from: *Please estimate*

Within Glenfield: _____%	Wider North Shore area: _____%	Elsewhere in Auckland: _____%	Elsewhere in NZ: _____%
Overseas: _____%	Don't know		

Q4. How long has your business been operating in the Glenfield Town Centre? *Please circle one*

Less than a year	1-5 years	6-10 years	Over 10 years	Don't know
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Q5. And, why is your business located in Glenfield Town Centre?

Q6. Overall, how would you rate Glenfield Town Centre in it's current state? *E.g. activities, businesses, look and feel, amenities. Please circle one where 1 is Poor and 5 is Excellent*

1: Poor	2	3	4	5: Excellent	Don't Know
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Q7. What is the reason for your above rating?

Q8. What makes Glenfield Town Centre an attractive place for you to do business?

Q9. Please describe the main challenges facing your business and/or businesses in general in Glenfield Town Centre? *For example crime & security, customer numbers, people's perceptions of Glenfield, transport accessibility, etc?*

Q10. What actions do you think could be taken to make Glenfield Town Centre a more desirable place for your business and your customers? *For example promotion of the area, increasing tourism, attractiveness of the town centre, business collaboration/networking, events, improved transport connections, improvements for pedestrians, new developments*

Q11. Which of the below services would be of value to you to help improve your business? *Please circle all that apply*

Promoting Glenfield Town Centre	Business networking	Organising events to attract shoppers / customers to the area	Advocating on behalf of local businesses (e.g. to council)
Providing mentoring and business skills	Making Glenfield Town Centre more attractive	Running business events with guest speakers / topical discussions	
Improving security in the area	None of these	Something else (please specify):	

Q12. What kind of advice and guidance, if any, would your business find helpful? *Please circle all that apply*

Business planning	Marketing	Financial	People management
Processes (e.g. manufacturing)	Research & development	None of these	Other (specify):

To go into the draw to **win one of two \$100 shouts**, please provide your contact details below.

Privacy Note: Please be assured that if you provide them, your personal details will only be used to contact you about the prize draw and/or provide information to update the business database for Kaipātiki Local Board. Your survey responses will not be linked to your contact details and the local board will not be able to identify your responses.

Contact name:	Business name:
Email address:	Telephone contact:
Physical address:	Postal address:

Prize details:

- Prize will be one of two \$100 shouts (from a local café, restaurant, activity or service provider in Glenfield Town Centre)
- Prize winner will be randomly selected from the pool of entries on 5 March 2018
- Judge's decision is final
- Multiple entries not accepted

Thank you very much for completing the survey. The information will be put to good use in moving the area forward.