



TAKAPUNA BEACH

city rhythm | beach vibe

Devonport-Takapuna Local Board
Support for Business Improvement Districts
Takapuna Beach

Hurstmere Road Upgrade Financial Support

Business Case
2018-2019

Since its inception in 1948, the Takapuna Beach Business Association has been a pillar for local businesses and the community. As an Incorporated Society, the TBBA is funded primarily by commercial ratepayers of the Takapuna Beach Business Improvement District (BID) area. It is also supported by Auckland Council, primarily through the Devonport-Takapuna Local Board (DTLB) and ATEED.

The vision of the Takapuna Beach Business Association (TBBA) is to have Takapuna recognised as Auckland's premier Metropolitan Centre and its mission is to promote economic growth for its 640+ businesses through strategic planning, development and collaboration with key stakeholders.

The association is involved in a variety of activities including: advocacy, development, events, marketing, promotions, lobbying, information, advice and market intelligence.

Hurstmere Road is being upgraded to create an open, vibrant beachside retail destination focused on people. With a healthy ecology, more attractive retail environment, reduction in vehicle dominance and creative cultural expression, it will be a celebration of Takapuna's unique character.

Auckland Council has received great quality feedback on the project from the Takapuna community, both businesses and residents. After working closely with local stakeholders, the final design concept is complete and will deliver the following benefits:

- A greater focus on people
- Attractive retail environment
- Less vehicle dominance
- Reduced speed limit
- More space for outdoor dining and events
- Increased accessibility
- A cleaner, sustainable stormwater treatment system

In mid-2019 Auckland Council will be selecting a contractor to deliver this construction. Works are estimated to start on site shortly after and will continue around the operations of local business.

As the underground services including stormwater, wastewater, electricity and broadband are being upgraded, as well as the roadway, footpaths and streetscape, there will be major disruption to the operations of businesses along Hurstmere road from #1-120. It may also disrupt the businesses around the intersections of Hurstmere road and Lake road, along with those around the intersection of Hurstmere road and Anzac Street.

Supporting businesses through this disruption will be paramount to ensuring they continue to operate as viable businesses, keeping the town centre active and attractive to the whole community.

The Takapuna Beach Business Association is already working closely with the Auckland Council project team to ensure construction disruption mitigation principles are agreed before tenders are sent to market.

The Takapuna Beach Business Association will be delivering a range of activities to support businesses throughout this period. This will be items such as promotions including, but not limited to: Shop and Win, Restaurant Month, Treasure Hunts, product give-aways, photo competitions, merchandise and shoppers fashion articles. There will also be information distribution, update videos, workshops on a range of topics by experts and general business support and advice available.

To directly support businesses when construction starts, the Takapuna Beach Business Association is requesting financial support from the Devonport-Takapuna Local Board (DTLB) to enable a direct marketing campaign called "Support your Local".

The funding provided by the local board will also directly support the Devonport-Takapuna Local Board's 2017 plan.

In particular, this funding will support the DTLB's Outcomes 5 and 4.

Outcome 5: Our area has a thriving local economy and vibrant, unique town centres.

We are committed to supporting the commercial viability and prosperity of our town centres and helping local businesses to be sustainable and successful.

The local board will continue to support the three business improvement districts in Milford, Devonport and Takapuna. We will actively support and celebrate seaside activities across the area, and support tourism and tourism initiatives in our town centres.

Outcome 4: Our communities are empowered, engaged and inclusive

We believe the best outcomes for our people are those identified and delivered by the community. We will continue to provide a range of projects, programmes and events that reflect our communities.

This funding directly supports the specific objectives and key initiatives of outcome 5 and 4, which are:

Outcome 5:

Objective: Support local businesses and champion local economic development.

Key Initiative: Fund community-led economic and tourism development initiatives.

Key Initiative: Partner with our business improvement districts to understand their priorities and identify opportunities to form strategic relationships.

Marketing Campaign – “Support your Local”

This marketing campaign aims to target local residents and employees to support their local retailers in Hurstmere road. This will be to encourage consumers to shop/dine/engage with businesses during the construction of Hurstmere Road and mitigate some of the disruption from the expected reduced consumer patronage.

Consumers are becoming far more aware of the impact their purchases are making for the businesses they purchase from and the community impacts this creates. This campaign aims to highlight exactly who benefits from consumers spending at a local business.

The campaign aims to

- Introduce owners, managers and workers to the public through advertising, making a personal connection between the customer and the business. This will create buy-in from the consumer, who will feel that they are helping a person by purchasing from that business.
- Highlight the different types of businesses that are available in Takapuna, creating a feeling of “everything is available” within the Takapuna area. Consumers will feel that they can come straight to Takapuna and satisfy all their shopping, dining and service needs in one location.
- Local consumers will be highlighted showing their support of different businesses. This will create a feeling of other people supporting their local businesses and so will draw in further support from the local community. If available, local high-profile members of society will be profiled to show their support of Takapuna Businesses.
- Highlight different businesses achievements or specialities as part of the campaign, creating a sense of pride among local consumers and drive to visit the business
- Incentivise, create a sense of pride and ownership over their purchase decisions by giving away free good and services and distributing Takapuna Beach branded merchandise.

All of this will have the aim of increasing / sustaining levels of spending during the construction campaign.

TARGET – Local residents, Men and Women from 18-70+ in the surrounding suburbs of Takapuna within a radius of 5km. These local residents are the most likely to engage with the message of supporting their local and are our highest spending market segment.

Approximately 35-40% of the retail spending in Takapuna is from residents within this area. We also see another 30-35% of spending coming from residents on the north shore. The greater north shore area will also increase their connections with Takapuna.

Local employees will also be targeted. Many feel a strong connection to Takapuna as they spend a significant amount of their time in the area and already support local retailers.

GOALS/DESIRED OUTCOMES:

- Increase/sustain the number of transactions and local spending in the Takapuna Retail Centre during construction
- Increase awareness of Takapuna and the different store types
- Increase in social media engagement during promotion
- Business Exposure to the local community
- Increase awareness of the positive future of Takapuna after construction is complete.

DATES: Pre-Planning and preparation of materials will start in April 2019. Currently, construction is planned to start in approximately August-September 2019.

The campaign will be in market from August to January 2019 depending on the final start time of construction and the disruption anticipated.

BUDGET:

Item	Budget
Design	\$2,000
Billboards, Static displays, Flyers	\$6,000
Print advertising	\$8,000
Social Media – geo-targeted	\$2,000
Photography	\$1,500
Video Production	\$2,000
Online publications geo-targeted	\$3,000
Public Relations / Influencers	\$5,000
Distribution of flyers	\$5,000
Promotional items/incentives	\$4,500
TOTAL	\$40,000

Acknowledgement of DTLB contribution:

The DTLB logo will be included in marketing materials, the Local Board will also be thanked directly through social media, Channel Magazine articles and our website.