

PRIORITY ACTIONS FROM THE STRATEGIC PRIORITY ACTION PLAN

- Deliver initiatives that promote the central city as a great place to live
- Identify event and activation opportunities and attract events into the central city
- Improve the condition, safety and accessibility of streets and public spaces in the central city.
- Coordinated marketing and promotion of the central city as a great place to visit, work, invest and live.
- Coordinated delivery and promotion of actions that help identify wider Christchurch as a *city of opportunity – open to new ideas, new people and new ways of doing things.*

KEY ACHIEVEMENTS TO DATE

- ✓ Production, approval and delivery of a cross agency **Central City Action Plan** to attract more people into the city and address seasonal effects on the retail and hospitality sectors. The plan also sets out new work programmes to grow the Central City’s economic prosperity and its resident population (through Project 8011).
- ✓ Creation of a **Central City Office** to coordinate cross agency activity, and programme oversight by City Executives Group to drive cohesive leadership and ‘Best for City’ decision making.
- ✓ Delivery of a number of new city facilities, including **Tūranga**, which have added to the attraction of the central city as a place to regularly visit, spend time and enjoy.
- ✓ Successful delivery of a summer season of **Central City Events** by the Council Events team and ChristchurchNZ, supported by a range of information and advice, including the ‘**EXPLORE**’ and ‘easy’ transport access campaigns to help city residents and visitors to make the most of their visits.
- ✓ Creation of a **Central City Activator** role to work with business, event planners and other interests to generate new everyday activity and promotions that will keep people coming into town.
- ✓ Extensive **clearance of traffic cones and signage** and widespread street cleaning that has helped shift perceptions of the central city from a place of recovery to a place to enjoy.

Change Feb 2018 – 2019
in Central City Core
Source: MarketView

Headline Statistics

Retail sales in the Central City are up 21.5%, compared with a city wide average of 3.5%

ANY DECISIONS, OPPORTUNITIES OR RISKS TO FLAG

RISKS:

- We are approaching the winter 2019 seasonal dip in central city activity - winter package opportunities need to be delivered from existing budgets
- The "Best for City" decision-making framework approved by Chief Executives is still being embedded

KEY MILESTONES IN 2019

- Indicative pedestrian flow data from the last 2 summers shows flows have grown by over 250 people per hour during weekend afternoons with hotspots along Colombo St seeing double the growth
- Wayfinding plinths in and around the Central City's commercial core have been refreshed with distinctive new red branded mapping and information
- Four barrier sites have been removed from the list
- The Christchurch Town Hall is now open for use
- The Enliven Places Programme has installed two solar light columns in Westpac Lane
- Development work has begun on the Ravenscar House Museum
- The business case for the Court Theatre in the Performing Arts Precinct has been completed and the Council has agreed to proceed with the detailed design work
- The contract to build the new Metro Sports Facility has been awarded
- The Council has given its approval for Hereford Street to be upgraded between Oxford Terrace and Manchester Street. Work will begin later this year
- “Best for City” Decision Making Framework agreed to by City Executives

Visitor nights are up 22%

Events have injected **\$15m** into the local economy (estimated)

THE 2 KEY INDICATORS WE ARE TRACKING ccc.govt.nz/the-council/how-the-council-works/20182028-vision/strategic-priorities/maximising-opportunities-to-develop-a-21st-century-city/

People living in the central city

In June 2018, there were 6160 people living in the central city. This is three quarters of the pre-earthquake population of 8280. Since the low point after the earthquakes in 2014, the population in the central city has increased by an estimated 800 people.



Visitors to the central city

Over the year to March 2018, 78% of respondents to the **Life in Christchurch survey** visited the central city at least once a month for non-work purposes.

In 2016 the proportion of people visiting the the central city more than once a week for non-work purposes was 12%. This increased to 19% and 18% in the year to March 2017 and 2018 respectively.

Hospitality spending was up 49.5%

