

## **Christchurch Momentum Committee AGENDA**

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### **Notice of Meeting:**

An ordinary meeting of the Christchurch Momentum Committee will be held on:

**Date:** Wednesday 5 February 2020  
**Time:** 9.30am  
**Venue:** Committee Room 1, Civic Offices,  
53 Hereford Street, Christchurch

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### **Membership**

Members

Mayor Mayor Lianne Dalziel (Co-Chair)  
Councillor Councillor James Gough (Co-Chair)  
Deputy Mayor Andrew Turner  
Councillor Jimmy Chen  
Councillor Catherine Chu  
Councillor James Daniels  
Councillor Phil Mauger  
Councillor Sara Templeton

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**31 January 2020**

### **Principal Advisor**

Dawn Baxendale  
Chief Executive  
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David Corlett  
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Note: The reports contained within this agenda are for consideration and should not be construed as Council policy unless and until adopted. If you require further information relating to any reports, please contact the person named on the report.

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<https://www.ccc.govt.nz/the-council/meetings-agendas-and-minutes/>

**CHRISTCHURCH MOMENTUM COMMITTEE - TERMS OF REFERENCE / NGĀ ĀRAHINA MAHINGA**

<b>Co-Chairs</b>	The Mayor and Councillor Gough (with only one chairing at any time)
<b>Membership</b>	Deputy Mayor Turner, Councillor Jimmy Chen, Councillor Catherine Chu, Councillor James Daniels, Councillor Phil Mauger and Councillor Sara Templeton
<b>Quorum</b>	Half of the members if the number of members (including vacancies) is even, or a majority of members if the number of members (including vacancies) is odd.
<b>Meeting Cycle</b>	Quarterly
<b>Reports To</b>	Council

***Areas of Focus***

The Christchurch Momentum Committee will work to ensure Christchurch thrives and prospers as a modern, sustainable 21<sup>st</sup> century city.

It will oversee the implementation of a number of strategies including:

- Central City Action Plan
- International Relations
- Visitor Strategy
- Antarctic Strategy

Working with ChristchurchNZ on matters relating to the Committee's Terms of Reference (noting the Council's powers and responsibilities as a shareholder of ChristchurchNZ are still exercised by the Finance and Performance Committee).

It will work to strengthen relationships with central Government, Environment Canterbury, neighbouring territorial authorities and iwi to ensure the best outcomes for Christchurch and to ensure the city continues to move forward.

- It will encourage opportunities for growth and new research and development ventures.

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Part A	Matters Requiring a Council Decision
Part B	Reports for Information
Part C	Decisions Under Delegation

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### **1. Apologies / Ngā Whakapāha**

At the close of the agenda no apologies had been received.

### **2. Declarations of Interest / Ngā Whakapuaki Aronga**

Members are reminded of the need to be vigilant and to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

### **3. Public Forum / Te Huinga Whānui**

A period of up to 30 minutes may be available for people to speak for up to five minutes on any issue that is not the subject of a separate hearings process.

It is intended that the public forum session will be held at 9.35am.

### **4. Deputations by Appointment / Ngā Huinga Whakaritenga**

There were no deputations by appointment at the time the agenda was prepared.

### **5. Petitions / Ngā Pākikitanga**

There were no petitions received at the time the agenda was prepared.



## 6. Central City Biannual Report July - December 2019

Reference / Te Tohutoro: 19/1378647

Presenter(s) / Te kaupāhō: Danielle Yeoman, Planner Urban Regeneration  
John Meeker, Principal Planner Urban Regeneration

### 1. Purpose of Report / Te Pūtake Pūrongo

- 1.1 The purpose of this report is to update the Christchurch Momentum Committee about City Council funded regeneration activity within the Central City between July and December 2019.
- 1.2 This report does not include regeneration matters led by Development Christchurch Limited, Regenerate Christchurch or ChristchurchNZ, as this work is reported separately in their quarterly reports. Progress on transport projects / An Accessible City is also reported separately.

### 2. Executive Summary / Te Whakarāpopoto Matua

- 2.1 This report is for 'information only' purposes and is relevant for the period between July and December 2019. Key progress for projects within the Central City is outlined in paragraphs 5.1 to 5.20 below. Highlights (including graphs and photographs) are set out in **Attachment A**.

### 3. Staff Recommendations / Ngā Tūtohu

That the Christchurch Momentum Committee:

1. Receive this biannual update report on central city regeneration activities and projects.

### 4. Context / Background / Te Horopaki

- 4.1 Reflecting the key themes of the Central City Action Plan, highlights from the July-December 2019 period have been grouped in the sections below under five categories: City Leadership, Amenity & Activation, Growth, People and Getting it Done.

### 5. Key points

Key points to note from the July to December period are outlined below:

#### City Leadership

##### *Action Plan refresh*

- 5.1 A year into implementation, it is timely to update the three-year Action Plan (remove completed actions and identify any additional ones that better respond to the current context). The work is being undertaken via the cross-agency Central City Steering Group and will be reported to Council in March 2020.

##### *Central City Outcome Framework*

- 5.2 The Central City Outcomes Framework is being developed into a public facing barometer of longer term Central City progress. Graphics for each of the eight outcomes will be published on the Council's website in March 2020.

##### *Retail Review and Central City Business Confidence Research*

- 5.3 David West of Premier Retail Marketing worked with businesses in the Central City to understand the nature of retailing and current issues. The findings found many reasons to be positive, but it did point towards the need for effort from retailers to 'sell' the Central City

offering to the city's wider customer base. Public and private sector actions are underway to respond to the report (e.g. marketing initiatives).

## Recovery Co-ordination and Activation

### *Barrier Sites*

- 5.4 No sites were removed from the Barrier Sites list in the last 6 months however there has been activity on a number of sites including consents lodged on two sites, enforcement action on two sites and plans for redevelopment are underway on a further two sites.

### *Activation*

- 5.5 The Central City Activation fund has supported community-driven initiatives and activations across the central city with the goal of growing the range of interest over the winter months. Ten projects were supported over the winter period with an estimated combined attendance of 15,600 people.

### *High Street Revitalisation and Tram Extension*

- 5.6 In August 2019 a hearings panel met to consider submissions to revitalise High Street from Cashel to St Asaph Streets, and extend the tram. Following panel recommendations, plans have been updated and detailed design has now commenced. The design for the block of High Street between Tuam and St Asaph Streets requires further engagement. It is proposed that this block be reconstructed in future years.

### *Cathedral Square Improvements*

- 5.7 The first phase of the improvements to Cathedral Square commenced in October 2019 and is expected to be completed early in 2020. Work will include re-levelling the ground and re-laying paving outside businesses in the south and south-east corner of the Square.

### *Enliven Places Programme*

- 5.8 Key projects completed within this reporting period include delivery of 'Light up the City' (a number of lighting projects adding vibrancy to Central City spaces which previously lacked lighting and night time activity), the installation of summer flags and Dahlias.

### *Grants and Funds*

- 5.9 The Creative Hoarding Incentive enabled a fee waiver for five sites and the Enliven Places Rates Incentive provided a rates reduction to four sites in the Central City that were activated by temporary projects.
- 5.10 The Kowhai Collective was supported by the Enliven Places Project Fund. The collective has activated a pop-up shop with public workshops and maker demonstrations run by a collective of 30 local artists and makers.
- 5.11 Grant funding for City-making Partners (Gap Filler, Life in Vacant Spaces and Green Lab) enabled a number of projects to come to life, including a workshop series, pop-up wellbeing related lunchtime events during the Moodshift series and continued support for brokering spaces for creative projects.
- 5.12 The Central City Business Association (CCBA) commenced a member funded Christmas marketing initiative to showcase the unique and authentic range of retailers and hospitality operators in the Central City. Other key updates include the establishment of a marketing cooperative, street audits, a new chair of the CCBA board and a number of new members.

## Growth

### *Building and Resource Consents*

- 5.13 A total of 38 resource consent applications were received and 65 net new housing units in the Central City.

## People

### *Project 8011*

- 5.14 Work is underway on the eight inter-related projects of the Central City Residential Programme (Project 8011). Progress was made on reviewing and updating the Council's Central City [web content](#) to support the Programme. A stocktake of the existing residential supply was also undertaken as well as a Central City housing market status report. The results of these pieces of work will inform a number of the Project 8011 projects.

### *Events*

- 5.15 Key Council-produced events include the New Year's Eve celebration and the launch of Summertimes. A total of 42 events were permitted, produced or sponsored by the Council in the Central City which resulted in over 60,000 people making their way into the central city to enjoy these experiences.

### *Marketing and Promotions*

- 5.16 The Explore Campaign was extended in the lead-up to Christmas 2019 with helpful information about getting in and around the Central City. Summer events guide 'What's On' provided information about Central City events. Staff supported Christchurch NZ's 'Baby Come Back' which was launched over the winter season to get locals to visit, explore and spend time in the central city particularly over the winter months.

### *Smart Cities Programme*

- 5.17 Smart View has been redesigned and now receives an average of 120 users per day. Pedestrian counters show an increase of visitors across the Central City.

## Getting It Done

- 5.18 The progress of key developments is outlined in the 'Getting it Done' section. This includes the Riverside Market/Lanes, Welder Collective and Ballantynes extension.

## Attachments / Ngā Tāpirihanga

No.	Title	Page
A <a href="#">↓</a>	Central City Biannual Attachment - July - December 2019 (FINAL)	9

## Confirmation of Statutory Compliance / Te Whakatūturutanga ā-Ture

Compliance with Statutory Decision-making Requirements (ss 76 - 81 Local Government Act 2002).

(a) This report contains:

- (i) sufficient information about all reasonably practicable options identified and assessed in terms of their advantages and disadvantages; and
- (ii) adequate consideration of the views and preferences of affected and interested persons bearing in mind any proposed or previous community engagement.

(b) The information reflects the level of significance of the matters covered by the report, as determined in accordance with the Council's significance and engagement policy.

## Signatories / Ngā Kaiwaitohu

<b>Authors</b>	Laura Quaid - Assistant Planner Urban Regeneration Danielle Yeoman - Planner Urban Regeneration John Meeker - Principal Advisor Urban Regeneration Carolyn Bonis - Team Leader Urban Regeneration
<b>Approved By</b>	Carolyn Ingles - Head of Urban Regeneration, Design and Heritage Brendan Anstiss - General Manager Strategy and Transformation

## Attachment A

Central City Biannual Report:  
Key updates July—December 2019



In reflecting the key themes of the Central City Action Plan (CCAP), updates for the Central City Biannual Report have been grouped into five categories:

- City Leadership
- Amenity and Activation
- Growth
- People
- Getting it Done

### City Leadership

#### Amenity and activation

Light up the city



#### Growth

Unlock prosperity



#### People

Relentlessly pursue residents and visitors



### Getting it Done

It should be noted that the Central City Biannual Report is not a complete evaluation of Action Plan progress; it also includes updates that are not explicitly reported through the CCAP governance structure reporting processes.

## City Leadership

### Central City Action Plan

#### Central City Action Plan

Greater Christchurch – explore the opportunity  
November 2018



One year after its creation, there are many positive outputs from the work being delivered by public agencies. For example, recent surveys have found that people are more familiar with city parking, and that people see the Central City's high quality hospitality as a regular destination alongside offerings in their local neighbourhood. These views are backed up with increased spending and pedestrian footfall.

Recognising this progress, it is timely to **refresh the Action Plan**, replacing what has been achieved with new initiatives and actions to address new or persistent issues. An updated Action Plan will be presented to Council in March 2020 to help maintain the momentum.

As agreed across public agencies in June 2019, the **Central City Outcomes Framework** is being developed into a public facing barometer of longer term Central City progress. Graphics of how the city is progressing against the set of eight outcomes (listed below) are in preparation and will be published on the Council's website to coincide with the Action Plan update.

Goal	The Thriving Economic Heart of an International City			A Vibrant, People Focused Place Day and Night			Growing Liveable Central City Neighbourhoods	
Outcomes	Grow the concentration of businesses, education and employment within the Central City	Grow the Central City as a destination for national and international visitors throughout the year	Encourage a distinctive commercial Central City offering that attracts people from across Greater Christchurch	Grow the level of Central City activity during the day and into the evening	Ensure that people enjoy hassle free access to the Central City and convenient, easy movement around it when they are there	Ensure the Central City is inclusive for people of different ages, cultures, abilities and diverse interests	Grow the number and diversity of people living within the Central City	Ensure that Central City Neighbourhoods are highly rated by their residents

During the winter months, two pieces of work have explored the state of the Central City's retailing function and overall business confidence among businesses operating in the heart of the Central City.

The [Central City Retail Review](#) commissioned in partnership with the Central City Business Association (CCBA) found plenty of reasons to be positive—particularly with the quality of the retailing, buildings and public environment of the Central City. However, it did point towards the need for effort to 'sell' this to the city's wider customer base, and do more to help people break post-earthquake shopping habits by helping re-orientate customers. A number of actions, were suggested, including for the Council and CCBA.

Similar messages were received from **Central City Business Confidence Research** which undertook in depth interviews with 16 Central City businesses. This group had confidence that the Central City was developing into a place that was distinctive and dynamic—always offering something new. However, the prominence of vacant sites, limited wayfinding between different parts of the city, begging and safety after dark were concerns. The arrival of Riverside was greeted with great positivity, but also raised fears about saturation in the hospitality sector among a number of responses.



## Amenity and Activation

### Recovery Coordination and Activation

#### Barrier Sites

Whilst no sites have been removed from the Barrier Sites Programme in the last 6 months, there has been activity on a number of sites

- Consents lodged for the repair or redevelopment at 129 High Street (Ace Video) and 79 Cambridge Terrace (Bradley Nuttall Building).
- The new owner of 96 Lichfield Street (Sargoods/Living Space) is progressing with plans to redevelop the site for student accommodation. Building consent is expected to be lodged in the coming months.
- Regulatory Compliance Investigations were initiated in relation to Dangerous Buildings at 167-169 Hereford Street and 205 Manchester Street. The owners of both buildings had been made aware that works on their buildings would be required by March 2020. This timeframe was set, cognisant of the needs of adjacent property owners and to enable Council to undertake planned repairs to Hereford Street.
- In December 2019, the announcement that the Catholic Church will invest in Central Christchurch reveals a future use for the barrier site at 119 Armagh Street. The site is currently home to a nesting colony of rare Black Billed Gulls. There are presently 26 sites on the Barrier Sites list. 14 of the sites have a plan or firm intentions for their future use whilst 12 of the sites remain on the list with no clear intentions.

More information regarding barrier sites is available at [ccc.govt.nz/barrier-sites](http://ccc.govt.nz/barrier-sites)



Consents for re-development of 129 High Street and 79 Cambridge Terrace (bottom) have now been lodged.



#### Activation

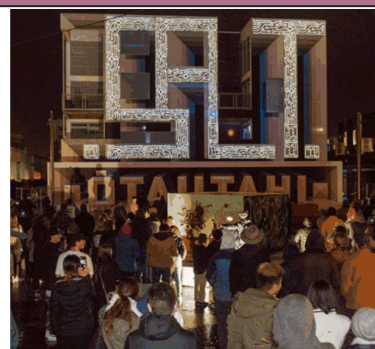
##### Central City Activation Coordinator:

A Central City Activation Coordinator is employed until end June 2020 to support activity throughout the Central City. Accompanying the post is an Activation Fund which allocated \$80,000 of funding and leveraged a further \$17,000 from other sources.

This facilitated community-driven initiatives and activations with a particular focus on growing the range of interest during the winter months.

Ten projects were supported over the winter period with an estimated combined attendance of 15,600 people and a combined media reach of 218,000. Events supported included the Latin Street Party in New Regent Street and the Highlight Street Party in the SALT District. The Winter Wander introduced an arts trail by using Vacant Shops during August. In the spring, the resources helped the Little Andromeda theatre secure space within The Terrace. The use of this venue has been extended into the summer season.

Street activation is an important part of Placemaking and the collective effort of the business community and public agencies—led by Ōtākaro—helped secure a [Place Leaders Award](#)



#### Other Project Updates

**High Street Revitalisation and Tram Extension:** The hearings panel met on 15 August 2019 to consider submissions to revitalise High Street from Cashel to St Asaph Streets, and extend the tram. The panel recommended that the Council proceed with the extension of the tram route and the upgrade of the two blocks of High Street between Cashel and Tuam Street. Following the Council decision on 24 September, and at its direction, plans for the upgrade have been updated ([see the updated plans here](#)). Detailed design has now commenced. Council has asked staff to further engage with stakeholders regarding the design for the block of High Street between Tuam and St Asaph Streets. It is proposed that this block be reconstructed in future years.

**Cathedral Square:** The first phase of the improvements to Cathedral Square commenced in October 2019 and will include re-levelling the ground and re-laying paving outside businesses in the south and south-east corner of the Square. The first phase is expected to be completed by the end of January. Future work will include installing additional lighting and introducing more landscaping.

**Public Wi-Fi:** Options are being explored to extend the public Wi-Fi by working alongside the completion of new facilities and improvement projects.

**Cruise Ships to return to Lyttleton** – Large Cruise Ships have started to return back to Lyttleton. Planning is underway to support the Central City to manage an increase in visitors.

**Changes in parking management** – A demand for short term Central City car parks has influenced a change in the price and availability of all day parking. Off street parking has increased from \$10 to \$15 and on street paid all day parking has been removed.

## Amenity and Activation continued (July – December 2019)

### Enliven Places Completed Projects

#### Participating in Place making: Light up the City

Spire by Shades Arcade was installed in Cathedral Square from August to November after it successfully won the public vote. The interactive lighting display will be re-installed in winter 2020 for Botanic D'Lights.



A projector art trail lights up the footpaths of the Central City. Featuring designs from twenty winners of the light up the city competition. The gobo lights will continue to be used for ongoing activation. [Gobo locations](#)



#### CCC Led: Dahlias

Dahlias by Frontal Lobe has been installed on the corner of Colombo and Lichfield Streets. The installation features seating under 7 LED lit flowers, creating a space for rest and reflection in a busy part of the Central City.



#### CCC Led: Talking Tree

Talking Tree by Ara students added fun and interest to Cathedral Square. The Tree featured two animated faces that shared jokes and their favourite spots in the Central City. It is anticipated that the Talking Tree will return in Winter 2020.



#### Participating in Placemaking: Summer Flags

Over 200 people were involved in submitting designs for the Summer Flag competition. Seven winning designs that best depict the theme of summer in Ōtautahi were selected by a panel. 131 flags will be installed in the new year to add vibrancy and colour to the streetscape.



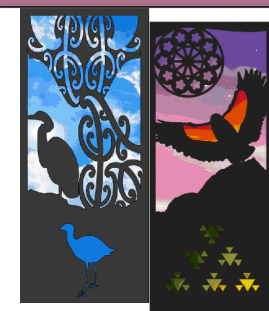
#### Collaborative: Complete Streets

This project aims to complete the streets of the Central City to create a more attractive and welcoming public realm. A fence wrap has been installed on a construction site in the busy Cashel Mall and discussions are underway with other landowners to find creative solutions for vacant sites.



#### CCC LED: Solar Art Columns

A further two Solar Art Columns will be installed south of Press Lane and Cathedral Square in the new year. The latest columns are designed by up and coming artist from Ara, Tahu Robinson. The columns are a source of light and wayfinding at night and reflect the natural and cultural landscape.



#### CCC LED: Cathedral Square

Four interpretation columns will be installed in Cathedral Square in the new year. The interpretation boards provide visitors with information about the history of Cathedral Square and surrounds. Planters with native plantings complement the refreshed signage.



#### Maintenance of Existing Assets

Maintenance has included regular maintenance and watering of central city planter boxes, maintenance and repairs to bike fix-it stands; replacing the fence wrap at the DOC Triangle (220F High Street); Press Lane mural repairs and planter box replanting.





## Amenity and Activation continued (July – December 2019)

### Enliven Places Programme incentives

#### Creative Construction Site Hoardings



In 2015 the Council established a process to encourage creative construction hoardings by waiving fees charged to occupy legal road. The purpose was to reduce the negative effect of hoardings whilst the city rebuilds. The Incentive is in place until June 2020. Information, guidelines, pre-designed graphics and application forms available: [www.ccc.govt.nz/hoardings](http://www.ccc.govt.nz/hoardings).

Applicant	Project	Artwork	Amount waived
Contract Construction	Aldersgate Centre, Durham St	Pre-designed: Christchurch Life	\$9,455
Naylor Love	Apartment development, Armagh St	Original content by developer	\$16,065
Naylor Love	Ballantynes renovation, Lichfield St	Pre-designed: Christchurch Life	\$21,650
Naylor Love	SPARK building, Cathedral Square	Pre-designed: Aromarea	\$35,802
Leighs Construction	Commercial development, 220 High St	Pre-designed: Aromarea	\$3,048
<b>TOTAL</b>			<b>\$86,020</b>

#### Rates Incentive for Property Owners



A credit of up to \$5,000 (per rating unit or interior tenancy) over a 12-month period for sites activated by temporary projects in the central city and suburban areas. The Incentive is in place until 30 June 2020 [www.ccc.govt.nz/rates-incentive](http://www.ccc.govt.nz/rates-incentive)

**Budget 2019/20 (city-wide):** \$45,000 | **Credited this period:** \$22,308.84 | **Closing Balance 31 December 2019:** \$22,691.16

Four sites within the Central City received the rates incentive and support Cultivate Christchurch and Fiksate Gallery, as well as three initiatives within the Enliven Places Programme— Dahlias, River of Words and The Green Lab's Summer Activation. Three sites continue in New Brighton (Common Ground), Linwood (Tiny Shops) and Lyttelton (Collett's Corner).

### Enliven Places Programme contestable grant funding

#### Enliven Places Projects Fund (EPPF)



Funding supports a wide range of community-led projects that temporarily activate Christchurch's vacant spaces in suburban areas and the central city. In this period two suburban projects have been funded, **The Orchard** and **New Brighton Outdoor Art Festival**. These will be reported in the Suburban bi-annual report 2020.

Funds available in 2019/20 (Year 8) :		Available balance at 1 July 2019	Closing balance at 31 December 2019		
• \$150,000		• \$150,000	• \$109,250.50		
Applicant	Project	Location	Delivery	Funded	
The Kōwhai Collective	<b>The Kōwhai Collective.</b> A pop-up shop with public workshops and maker demonstrations run by a collective of 30 local artists and makers.	Guthrey Centre	11 November— 24 December 2019	\$10,808	



## Amenity and Activation continued (July – December 2019)

### Grant funding city-making partners

The Council supports Gap Filler (GF), The Green Lab (TGL, formally Greening the Rubble) and Life in Vacant Spaces (LiVS) with a grant of \$100,000 for each organisation per year. The organisations work across the central city and suburban areas. Each organisation has been invited to present their work and direction to the Council in early 2020.

#### Gap Filler (GF)

GF's Grant Funding Agreement outlines regeneration outcomes that are delivered through a range of initiatives, including new projects. This financial year a shift of deliverables was agreed. Gap Filler will now deliver four new projects (instead of five) per financial year and will cumulatively recognise continued programming, activation and ongoing maintenance of existing projects and public programming of the Commons as a fifth deliverable.

Projects completed in this reporting period include GF's first F19/20 project. **Moodshift 2.0** involved activities over five days supporting the five ways to wellbeing amongst central city workers. GF continues to programme and support activities at **The Commons** (70 Kilmore St), including Undead Festival and Biketober, and installation of Matapopore's hāngi pits. GF aimed to deliver its fifth F18/19 project, **Buzzwire**, in August 2019. This has been delayed.

In addition to grant funded work, GF continues consultancy and commercial work, including **Placemaking at One Central** (Christchurch, East Frame), **Federal Street Concept Design** (Auckland) and by providing a keynote speaker at **Arts Ablaze** (Queensland).

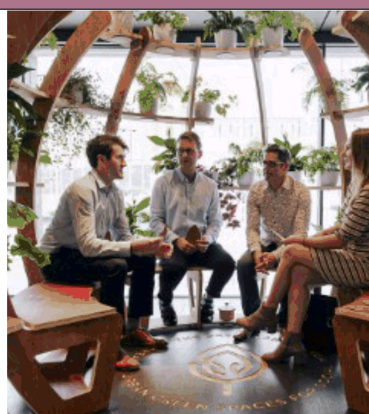


#### The Green Lab (TGL, formally Greening the Rubble)

The Green Lab continues to focus on wellbeing and [Living Standards Framework](#), which has informed their programme. The programme aims to deliver regeneration outcomes and deliverables identified in its Grant Funding Agreement.

This financial year a shift of deliverables was agreed. TGL will now deliver four new projects per financial year and cumulatively recognise continued programming, activation and maintenance of existing projects as a fifth deliverable.

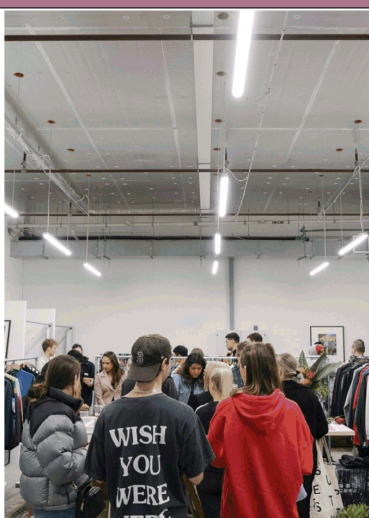
New projects: **Green Connection Pod** (Riverside Market, Tūranga) to foster conversation and connection. Programming of the Pod was supported by All Right?, Ōtautahi Creative Spaces, Qtopia and Purapura Whetu. **Cashel St Summer Activation** launched at 110 Cashel Street and will host temporary landscaping, the Mobile Workshop and a **Workshop Series**. **Ongoing programming** included TGL support for Riverbend Refuge, Odyssey House Family Recovery Garden and Phillipstown Community Hub. Other projects included an organisational rebrand and fit-out of the Mobile Workshop.



#### Life in Vacant Spaces (LiVS)

A focus on the Central City has seen collaborations with the Council's Central City Activation Coordinator. This collaboration has supported LiVS to broker new-build spaces within the Central City—seven sites for **Winter Wander** (two in the Terraces, one in BNZ Centre, one in the Lichfield Car Park, three in the Guthrey Centre). Following Winter Wander, LiVS has continued to activate three of those sites with new projects including pop-up shops **I Heart Thrifting** and **Kowhai Collective**, and an **art installation** by Kate Maher. Existing LiVS sites have had new projects brokered including The Green Lab's **Summer Activation** and various vendors at 110 Cashel Street, and a pop up retail store and art exhibitions at 33 Lichfield Street.

LiVS continues to support the **Enliven Places Programme**, including new and existing projects in the Central City and New Brighton. New projects include brokering sites for: **Dahlia** (662-664 Colombo Street); and two Enliven Places Projects Fund projects **Kowhai Collective** and **New Brighton Outdoor Art Festival**. More than fifteen other sites continue from previous periods with projects around the city and suburban areas including Salt Lane Studios, Hassals Lane, Tiny Shops and a new license agreement for the Old School in New Brighton. As part of their license agreement with LINZ, LiVS coordinated five new projects in **EastXEast**.



## Amenity and Activation continued (July – December 2019)

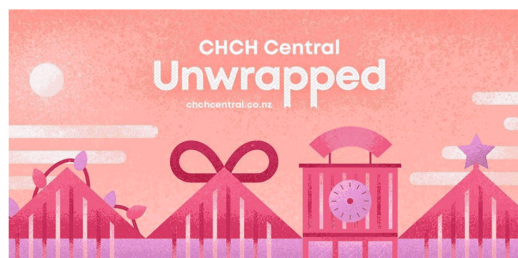
### Grant funding (continued)

#### Central City Business Association (CCBA)

The CCBA began the reporting period drawing on the findings of the David West [Central City Retail Review](#) which was commissioned in partnership with Council. One of the key messages of the report has been to focus on continuous marketing of the new Central City and 'sell' the point of difference that separates it from suburban malls. One quote from the shopper survey sums it up perfectly. *"You go to the malls to shop, but the central city for style and an experience."* Picking up on this, the CCBA have commenced a member funded Christmas marketing initiative – in association with Neat Places. The marketing campaign showcases the unique and authentic range of retailers and hospitality operators in the Central City. In addition to this campaign, the CCBA has collaborated with ChristchurchNZ in forming a Marketing Cooperative. Under this arrangement, \$25k of member funding will be matched with a \$25k cash contribution and a further \$25k of in kind services towards Central City marketing. With a marketing sub-committee formed in November, the CCBA aims to develop a new brand and deliver elements of a medium term plan that will initially focus on keeping people coming back to town in the winter months.

The 2019 Winter season is noted to have been less severe than the previous year. However, the trading environment remains challenging. The delayed investment in public projects is still a factor in the reduced level of footfall, which in turn is limiting interest from new retailers and service providers. Petty crime, antisocial behaviour and safety after dark remain the biggest concerns of members in a recent survey. The CCBA has also re-initiated street audits to help establish dialogue with Council about those parts of town where maintenance and changes to street cleaning could make a real difference.

In October, the Annual General meeting saw Annabel Turley (pictured below) of the Cashel Pharmacy become the new chair of the CCBA Board. In addition the Association welcomed a number of new members including Mike Percasky (Riverside/Little High), Jono Moran (Infinite Definite) and Scott Wilson (Digital Influence). The Board has committed to a single new interim objective – Increasing Central City Footfall – and an intention to connect and engage with the member base. During the post-Christmas period the CCBA plans to review its Strategic Direction in discussion with members to give Council a clear picture of the pathway that will be taken to become a self-funded city partner over the next 5 years.



## Growth

### Central City Development Contributions Rebate Funds

A rebate of development contributions is offered as an incentive for residential development within the Four Avenues, and commercial development in the Central City Business Zone. The rebate scheme has been extended until June 2020 (or until such time as the fund is exhausted).

Information about the process, FAQ's and qualifying criteria are on the Council website

<http://www.ccc.govt.nz/consents-and-licences/development-contributions/development-contributions-rebate-schemes/>

Residential Rebates July—December 2019	Total
Number of residential developments assessed within the four Avenues	11
Number of residential units provisionally approved for the rebate	49
<b>Total Fund approved for qualifying developments during this period</b>	<b>\$2,053,426.81</b>
Total fund remaining	\$8,199,458.81
Non-Residential (Business Zone) Rebates July—December 2019	Total
Number of non-residential developments assessed within the Central City Business Zone	3
<b>Total fund approved for qualifying developments during this period</b>	<b>\$83,946.63</b>
Total Fund remaining	\$2,309,908.50

## Growth continued (January – June 2019)

### Central City Building & Resource Consents

Resource consent applications received (July-December)	Number	Building consent applications received (July-December)	Net New Housing (units)	Floorspace (sqm)
Land use & subdivision consents received within 4-Aves (excl. core)	30	Central City (South Frame)	2	660
Land use and subdivision consents received within Core	8	Central City Business	22	2,491
		Central City Mixed Use	0	1,380
		Central City Residential	41	9,347
<b>TOTAL</b>	<b>38</b>	<b>TOTAL</b>	<b>65</b>	<b>13,878</b>

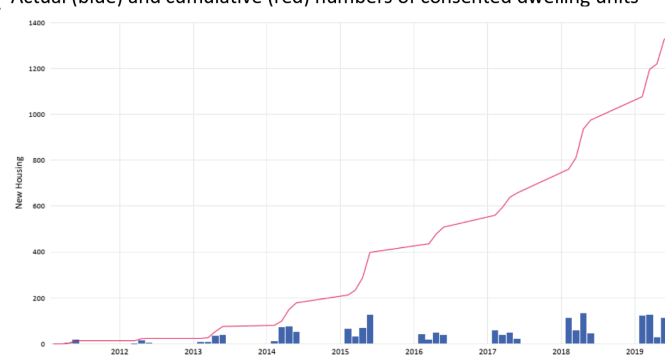
#### Key features during this time period

Within the July to December period, several large scale resource consent applications were received. Key applications include a proposal to convert the existing Barrier Site building at 79 Cambridge Terrace into a hotel, an Outline Plan submission from the Carter Group to develop up to four hotels on the balance of the Convention Centre site, a proposal from Box 112 to refurbish the heritage listed New City Hotel and an application for a large scale educational facility on the former Court house site (Huadu International). A number of large scale residential proposals were also received including Fletchers Super lot 3 (68 units) and 28 units at 201 Salisbury Street (Williams Corporation).

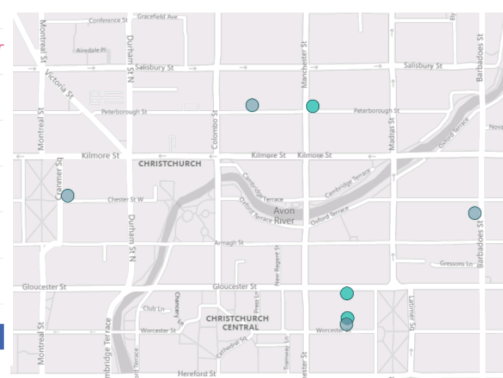
Over the July– December period, building consents have also been received for a number of multi-unit developments. The largest application is a 32 unit residential development at 33 Kilmore Street (Cranmer Gardens development).

#### Residential Building consents (includes as part of mixed-use developments)

Actual (blue) and cumulative (red) numbers of consented dwelling units



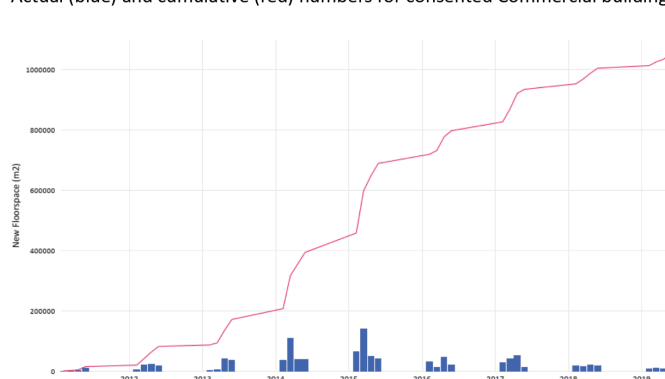
● New Housing ● New Housing Running Total



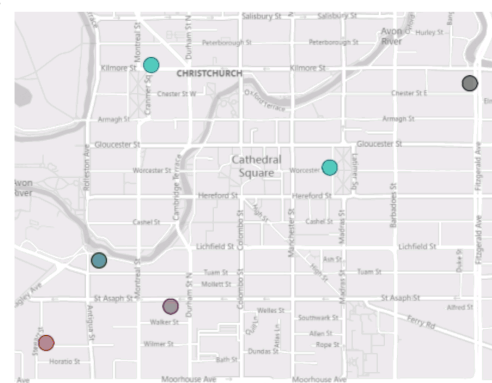
Intended Use ● Apartment Block ● Dwelling

#### Commercial Building consents (includes as part of mixed-use developments)

Actual (blue) and cumulative (red) numbers for consented Commercial buildings



● New Floorspace ● New Floorspace Running Total



Intended Use ● Apartment Block ● Office & Administration  
● Other Commercial Buildings ● Other Health Building  
● Sales Outlet



## People

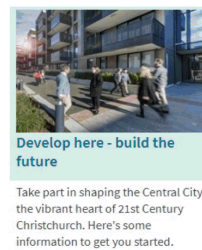
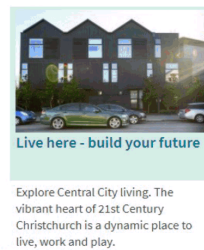
### Central City Residential Programme (Project 8011)

The Central City Residential Programme (also known as Project 8011) was adopted by the Council in September, 2018. The Central City Residential Programme is a component of the Central City Action Plan, aiming to promote housing development and grow the Central City population over the next 10 years. The Central City Residential Programme is a programme of work consisting of a number of inter-related projects and areas of work that cover the first three years of the programme (2019-21). Further projects will be identified and implemented later in the programme. Recent progress on some of these projects is set-out here:

#### Project A1- Development evidence

The initial output of this project has been delivered in the form of the 'Live Here' and 'Develop Here' pages. These pages provide high-level information to give prospective developers and residents a sense of what the Central City offers, key stats and an indication of building regulation requirements. An interactive Central City map is currently being finalised which will highlight development progress and opportunities across the Central City.

Click [here](#) to access the webpages.



#### Project B2 - Funding opportunities and incentives

The focus for project B2 has been on further improving the understanding of the drivers for demand and supply of housing in the Central City. Completed work (by both Council and other organisations) identified that for the Central City housing supply and demand is a complex matter but that there are areas for focus that will help us to understand and address this complexity. A number of allied pieces of research have been completed or are being progressed, including: a Central City housing market status report and in-depth research into the drivers and impediments for demand. Once completed (and drawing on other work from across the programme), it is anticipated that staff will be in a position to identify the key issues and the potential responses to these by Council and others that may help the private sector developers deliver more housing in the Central City.

#### Project C1- Support alternative housing approaches and projects

A situational analysis report to identify the current Central City housing stock and residents is underway, in order to identify what and who are missing, their housing needs, the alternative housing providers that could best meet those needs and how the Council can support them. As part of this analysis a stocktake of Central City housing has been completed.

Engagement with alternative housing providers has commenced (community housing providers) and a case study to identify how barriers to the provision of alternative housing projects have been resolved elsewhere in NZ and overseas, the findings from which will also help to inform this sub-project's findings and recommendations.

Support has also been provided to Ōtāutahi Urban Guild's alternative housing project on Madras Street. The Council recently approved a staged loan, enabling this development to progress.



## People continued (July – December 2019)

### Events Programme

Within the July – December period a number of major and community events were produced within the Central City. Key Council-produced events include the New Years Eve celebration in Hagley Park which attracted 22,000 attendees and the Summertime's Launch on the Terraces which attracted 1,500 attendees.

The Council-sponsored SCAPE Opening Day attracted 10,776 attendees. A total of 42 events were permitted, produced or sponsored by the Council over the reporting period in the Central City alone which has resulted in over 60,000 citizens making their way into the Central City to enjoy these experiences.

**Note:** this report does not include the events run by other agencies such as Christchurch NZ, events outside the Central City or those that are reported elsewhere. For Christchurch NZ events refer to <https://www.christchurchnz.org.nz/events/>

Event Name	Event Date	Anticipated Attendance	Event Attendance
KidsFest Opening Event - Movies	06/07/19	2,200	2,200
Kidsfest Closing Event - Peppa Pig	21/07/19	4,500	4,400
SCAPE Public Art Season Opening Day (Council-sponsored)	06/10/19	10,000	10,776
Kids In Town	17/10/19 – 19/12/19	2,000	2,169
Big Band Festival (Council-sponsored)	24/10/19 (5 days)	5,000	5,430
Vantage Criterium National Championships (Council-sponsored)	17/11/19	5,000	5,000
Summertime's Launch	6/12/19	1,500	1,500
New Years Eve	31/12/19	15,000	22,000



### Marketing and Promotions

**Central City Promotions Group** continues to meet to look at joint projects, sharing resources, and aligning campaigns with the timing of key central city events.

**Council-led 'Explore' campaign** – following on from the 2018/19 marketing campaign, the campaign has been extended in the lead-up to Christmas 2019 with helpful information about getting in and around the central city.

**What's On Christchurch and Summertime's** – Summer events guide and social media channels. Launched the first week of December the guide focuses on providing visitors and residents with information about Central City events as well as information about options for travelling into the central city.

**Central city news blog** – Council's Newsline blog features a range of news and updates on the Central City. A revamp of the website in October included a dedicated section about what's happening in the central city with 52 articles available to date. <https://newsline.ccc.govt.nz/city-life/>

**Baby Come Back** – Christchurch NZ's 'Baby Come Back' campaign ran from June to September. Council support for the campaign included promotion of the campaign on the Central City web pages. Council parking officers gave out vouchers for central city retailers and one hour free parking, to reward people who visited the Central City. A video was filmed with Christchurch NZ to promote this initiative.

**Bloom** – Christchurch NZ's Bloom campaign promoted events and things to do over Spring. This was shared on the Council's Central City web pages. Bloom campaign videos and events were promoted through What's On social media, newsletters and website.



## People continued (July – December 2019)

### Smart Cities Programme

Within the July to December 2019 period, key updates include a re-designed Smart View website (<https://smartview.ccc.govt.nz/>), installation of parking sensors and work on a new parking payment app.

The Smart Cities Christchurch Innovation Expo was held at the Christchurch Town Hall on September 9, 2019. The expo featured more than 40 exhibitors showcasing some of the exciting, cutting edge technologies that are being developed in our city. Over 2,500 people visited the expo to interact with the displays and attend the panel and presentation sessions.



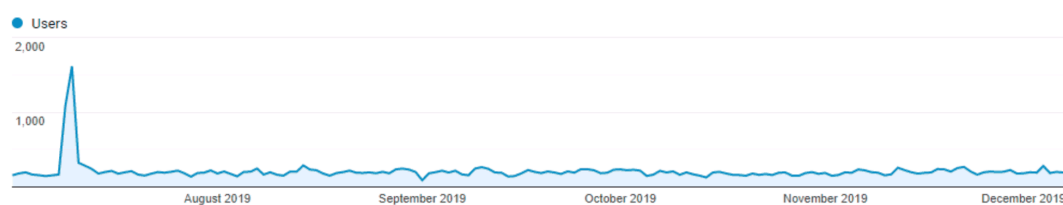
### Smart View

Smart View pulls together real-time data from a range of public and private organisations, making information easy for locals and visitors to access.

The webpage includes easy access to information about water and air quality data, the location of water fountains and public toilets and cycle routes. This is an important resource for residents and visitors to find information about Christchurch.

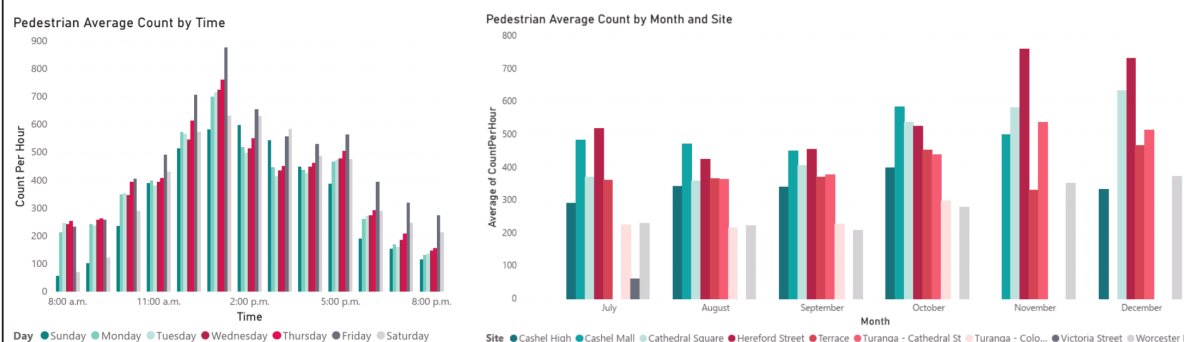
The re-designed production version with a range of enhancements went live in September 2019. Feedback to date has been positive. A marketing plan is currently being put together with a plan to actively promote SmartView in early 2020.

The webpage has had an average number of 120 users per day and a total of 121,000 page views over the 6 month period.



### Pedestrian Numbers

A number of cameras are measuring pedestrian numbers across the Central City. This information is able to be used to show pedestrian flows and peaks over seasons and events. We are seeing an upward trend of pedestrian activity across the Central City compared to last year. We are also seeing an increase in the number of pedestrians in the CBD after 5pm.



### Transport

**Parking payment app:** A pay by mobile app is being developed with a preferred provider. The app will enable people to pay for on-street parking both on-site and remotely. The new parking method was approved by the Urban Development and Transport Committee. A 12 month trial of the app will begin early in the new year. A full communications and marketing plan is in place.

**Parking sensors:** A number of options to measure parking occupancy are being trialled across the Central City. Once sensors are installed a public dashboard will be available on Smart View to assist with real-time wayfinding. Between July and December, 50 parking sensors were installed on St Asaph and Lichfield Streets allowing visitors to view carpark occupancy on these streets. The next step is to install camera based occupancy technology on Hereford Street and near the



## Getting it Done

### Delivery of Major Projects

The second half of 2019 has seen a number of high profile developments completed that continue to enhance the Central City's offer from commercial, cultural and community perspectives.

The Peebles Group opened the Riverside Market/Riverside Lanes development in September. This development is an important addition to the city offering goods and services of everyday appeal to shoppers and the city-based workforce. The opening of the Riverside market has seen an influx of visitors to the city with the opening Saturday attracting 26,000 visitors.

The Welder Collective; New Zealand's largest Health & Wellbeing complex opened in October/November. This development is located within the South Frame of the Central City and has been delivered by Box 112. The Welder adds further vibrancy to Welles Street and offers a range of health and wellbeing businesses within a collection of refurbished industrial warehouse buildings.

In October, Ballantynes opened its new 2,800m<sup>2</sup> three-storey retail space which includes an atrium, deli, café and wine bar. The Spark building and Durham Street Methodist Church are also nearing completion with work progressing on internal fit-outs.

Ōtākaro commenced work in October to upgrade the Avon Loop, the section of Oxford Terrace between Kilmore Street and Fitzgerald Avenue. The redevelopment includes a cycle and pedestrian route connecting the City Promenade with the Red Zone. Work is expected to be completed early 2020.

Work continues to progress on the Metro Sports Facility with the foundations poured in September. The facility is expected to open in Summer 2021/2022.

In December, Council approved the Investment case for the Canterbury Multi-Use Arena. A final government funding decision is imminent.



Activity	Who	When
<b>Major Public Facilities and Buildings</b>		
Durham Street Methodist Church	Methodist Church	Summer 2019/2020
Edmonds Band Rotunda	CCC	Spring 2020
Te Pae Convention Centre	Otakaro Ltd	Spring 2020
Metro Sports Facility	Otakaro Ltd	Summer 2021/22
Multi Purpose Arena	TBC	Winter 2023
<b>Selected Commercial/Attraction Projects</b>		
Riverside Farmers Market	Peebles Group	<b>Opened September 2019</b>
Ballantynes Redevelopment	Ballantynes	<b>Opened October 2019</b>
Spark Building	Nexus Point Ltd	Summer 2019/20
Braided Rivers (Aotea Gifts)	Redson Corp	Summer 2020/21
Old Post Office	G Chamberlain	On Hold
Ravenscar House Museum	Canterbury Museum	2020
<b>Public Realm</b>		
Avon River Precinct – Avon Loop	Ōtākaro Ltd	Summer 2019/2020
South Frame	Ōtākaro Ltd	Winter 2020
<i>(Dates above are based on direct or best available sources)</i>		





## 7. Central City Momentum Working Group - Terms of Reference

Reference / Te Tohutoro: 20/89855

Presenter(s) / Te kaupāhō: Dawn Baxendale, Chief Executive

### 1. Purpose of Report / Te Pūtake Pūrongo

- 1.1 To agree the Terms of Reference for the Central City Momentum Working Group (the Working Group).

### 2. Executive Summary / Te Whakarāpopoto Matua

- 2.1 At its meeting on 31 October 2019 the Council confirmed the establishment of the Central City Momentum Working Group, reporting to the Christchurch Momentum Committee.
- 2.2 Proposed Terms of Reference for the Working Group have been developed and are attached for this Committee's consideration.

### 3. Staff Recommendations / Ngā Tūtohu

That the Christchurch Momentum Committee:

1. Adopts the Terms of Reference for the Central City Momentum Working Group (Attachment A to this report).

### 4. Context / Background / Te Horopaki

#### Issue or Opportunity / Ngā take, Ngā Whaihua rānei

- 4.1 Councillors Gough and McLellan were confirmed as the Chair and Deputy Chair, respectively, of the Working Group by Council on 31 October 2019. The other members of the Working Group were confirmed by the Sustainability and Community Resilience Committee on 29 November 2019. The Terms of Reference for the Working Group have not yet been confirmed.
- 4.2 **Attachment A** of this report contains the proposed Terms of Reference for the Working Group. The Terms of Reference sets out the Working Group's membership, status and purpose. The proposed Terms of Reference have been developed in consultation with the Co-Chairs of this Committee, and the Working Group's Chair and Principal Advisor.

#### Decision Making Authority / Te Mana Whakatau

- 4.3 The Working Group reports to the Christchurch Momentum Committee, which has the authority to approve the Working Group's Terms of Reference.

### Attachments / Ngā Tāpirihanga

No.	Title	Page
A <a href="#">↓</a>	Central City Momentum Working Group - Proposed Terms of Reference	23

## Confirmation of Statutory Compliance / Te Whakatūturutanga ā-Ture

Compliance with Statutory Decision-making Requirements (ss 76 - 81 Local Government Act 2002).

(a) This report contains:

- (i) sufficient information about all reasonably practicable options identified and assessed in terms of their advantages and disadvantages; and
- (ii) adequate consideration of the views and preferences of affected and interested persons bearing in mind any proposed or previous community engagement.

(b) The information reflects the level of significance of the matters covered by the report, as determined in accordance with the Council's significance and engagement policy.

## Signatories / Ngā Kaiwaitohu

<b>Author</b>	David Corlett - Committee and Hearings Advisor
<b>Approved By</b>	Megan Pearce - Manager Hearings and Council Support Dawn Baxendale - Chief Executive

### Central City Momentum Working Group – Terms of Reference

Chair	Councillor Gough
Membership	Councillor McLellan (Deputy Chair) Mayor Dalziel Deputy Mayor Turner Councillor MacDonald
Quorum	Three
Meeting Cycle	Meetings will be held as required
Reports To	Christchurch Momentum Committee
Focus	Task based

#### Purpose:

The Central City Momentum Working Group will work with staff and any invited experts to support the refresh and delivery of the cross-agency Central City Action Plan, in particular any mechanisms and processes to implement the Council's identified actions.

This includes advice, feedback, driving and championing the development and implementation of programmes and projects under the three core themes:

- Amenity and activation, including
  - Vacant Sites Programme
  - Activation, lighting and enlivening of public or public-facing spaces
  - Barrier Sites Programme
- People, including
  - Central City Residential Programme ('Project 8011')
  - Coordinated marketing and promotion of the central city
- Growth, including
  - ChristchurchNZ initiatives supporting strategies to encourage investment, economic development and visitor attraction. This will be an advisory role only.

#### Involvement of External Parties

External parties may be co-opted for a period or a specific task, based on relevant experience or sector knowledge.

#### Status:

The Central City Momentum Working Group does not have the status of a Committee, and the Council's Standing Orders accordingly do not apply to its meetings.



## 8. International Relations Update

Reference / Te Tohutoro: 20/94521

Presenter(s) / Te kaupāhō: Matt Nichols – Civic and International Relations Manager

### 1. Purpose of Report / Te Pūtake Pūrongo

- 1.1 Provide an update to the Christchurch Momentum Committee on the work of the Civic and International Relations Team in relation to international relations.

### 2. Executive Summary / Te Whakarāpopoto Matua

- 2.1 Council resolved to approve the new International Relations Policy Framework on 22 August 2019. The next step in this process is the development of an implementation plan. The plan will drive city-wide activity under the Framework by developing a refreshed portfolio of international partnerships for the city and accompanying work programmes, in accordance with the Framework's prioritisation matrix.
- 2.2 Due to exceptional circumstances, development of this plan has been put back to commence in April 2020. The development of the implementation plan will go hand in hand with the LTP process.
- 2.3 Since 14 October 2019 the Council has hosted 17 distinguished visitors or overseas delegations.
- 2.4 Civic and International Relations has also undertaken a significant amount of work in preparation of the 22 February commemoration and associated initiatives as well as preparations for the commemoration of the first anniversary of 15 March which has included significant liaison with the affected Muslim community, central government agencies, embassies and high commissions.
- 2.5 It is intended that Civic and International Relations will deliver a quarterly report to the City Momentum Committee to update on progress and initiatives in the international relation's space.

### 3. Staff Recommendations / Ngā Tūtohu

That the Christchurch Momentum Committee:

1. Note the work undertaken by the Civic and International Relations Team.
2. Note that the development of the International Relations Policy Framework implementation plan will not commence until April 2020, but this will be developed alongside the Long Term Plan.
3. Note that Civic and International Relations will report quarterly to the City Momentum Committee to update on progress and initiatives in the international relation's space.

### 4. Context / Background / Te Horopaki

**Issue or Opportunity / Ngā take, Ngā Whaihua rānei**

- 4.1 Council resolved to approve the new International Relations Policy Framework on 22 August 2019. The International relations policy framework was developed with widespread

consultation with stakeholders. This included the business sector, education sector, Lyttleton Port Company and Christchurch International Airport, MFAT and NZTE, and the six sister city committees. This framework develops a city-wide approach to cultivating relationships with other cities and other international actors for mutual benefit. The city's international relations activity (led by the Civic and International Relations team in partnership with citizen-led Sister City Committees) has been largely reactive in response to externally-imposed demands (such as inward delegation visits), and unable to focus on high-value initiatives. The Framework seeks to maximise the high impact that can be achieved through mayoral international travel in support of city-wide objectives.

- 4.2 The next step in this process is the development of an implementation plan. The plan will drive city-wide activity under the Framework by developing a refreshed portfolio of international partnerships for the city and accompanying work programmes, in accordance with the Framework's prioritisation matrix. This process will consider new partnership opportunities alongside the city's traditional (such as Sister City) relationships.
- 4.3 Due to exceptional circumstances surrounding the delivery of the a number of visits, 22 February commemorations and related initiatives, and 15 March commemorations, development of this plan has been put back to commence in April 2020. The development of the implementation plan will go hand in hand with the LTP process.
- 4.4 Since 14 October 2019 the Civic and International Relations Team has supported the hosting of a number of distinguished visitors and overseas delegations, broken down as follows:
  - 4.4.1 Royal Visit: Visit by HRH The Prince of Wales and HRH The Dukes of Cornwall in November.
  - 4.4.2 Ambassadors and High Commissioners: The Council hosted the following Ambassadors and High Commissioners in meetings with the Mayor:
    - Ambassador of Thailand
    - Ambassador of Germany
    - High Commissioner of India
    - High Commissioner of Singapore
    - Ambassador of Croatia
  - 4.4.3 Antarctic related delegation: The Korean Marine Institute called upon the Deputy Mayor in November.
  - 4.4.4 Sister Cities: The Lord Mayor of Adelaide and accompanying delegation conducted a Sister City visit in November.
  - 4.4.5 Overseas Delegations: The Council hosted eight overseas delegations as follows:
    - Former astronaut Anna Fisher, NASA intern Rose Swears and Dr Victoria Melcalf to a panel talk at Tūranga
    - Friendship Force delegation from Ottawa
    - Shenzhen delegation
    - German Ministry of Economic Affairs and Energy delegation
    - Nepalese officials delegation meeting on reconstruction and resilience
    - Chongqing International Education and Technology delegation
    - Ibaraki Prefecture of Japan council delegation visiting on earthquake recovery

- Beijing holiday student group briefing on Christchurch City Council
  - Student group from Hanbat University in Korea briefing on Christchurch City Council
- 4.5 Civic and International Relations has also undertaken a significant amount of work in preparation of the 22 February commemoration and associated initiatives. Additionally there has been considerable work undertaken in preparation for the commemoration of the first anniversary of 15 March. This has included significant liaison with the affected Muslim community, central government agencies, embassies and high commissions.
- 4.6 It is intended that Civic and International Relations will deliver a quarterly report to the City Momentum Committee to update on progress and initiatives in the international relation's space.

## Attachments / Ngā Tāpirihanga

There are no attachments to this report.

## Confirmation of Statutory Compliance / Te Whakatūtutanga ā-Ture

Compliance with Statutory Decision-making Requirements (ss 76 - 81 Local Government Act 2002).

(a) This report contains:

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- (ii) adequate consideration of the views and preferences of affected and interested persons bearing in mind any proposed or previous community engagement.

(b) The information reflects the level of significance of the matters covered by the report, as determined in accordance with the Council's significance and engagement policy.

## Signatories / Ngā Kaiwaitohu

<b>Author</b>	Matthew Nichols - Manager Civic & International Relations
<b>Approved By</b>	Duncan Sandeman - Director of Office of Chief Executive





## 9. Briefing and Update from ChristchurchNZ

Reference / Te Tohutoro: 20/99931

Presenter(s) / Te kaipāhō: Joanna Norris, Chief Executive Officer ChristchurchNZ

### 1. Purpose of Report / Te Pūtake Pūrongo

- 1.1 To brief and update the Committee on the Christchurch Visitor Strategy, Antarctic Strategy and the local economy.

### 2. Executive Summary / Te Whakarāpopoto Matua

- 2.1 Joanna Norris, Chief Executive Officer ChristchurchNZ will give a presentation to the Committee on the Christchurch Visitor Strategy, Antarctic Strategy and the local economy.

### 3. Staff Recommendations / Ngā Tūtohu

That the Christchurch Momentum Committee:

1. Receive the update from ChristchurchNZ on the Christchurch Visitor Strategy, Antarctic Strategy and local economy.

## Attachments / Ngā Tāpirihanga

No.	Title	Page
A <a href="#">↗</a>	ChristchurchNZ presentation	30

## Confirmation of Statutory Compliance / Te Whakatūturutanga ā-Ture

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## Signatories / Ngā Kaiwaitohu

Author	David Corlett - Committee and Hearings Advisor
Approved By	Dawn Baxendale - Chief Executive

# City Momentum:

Christchurch Economic Update  
February 2020

ChristchurchNZ™

# Summary

## Current state

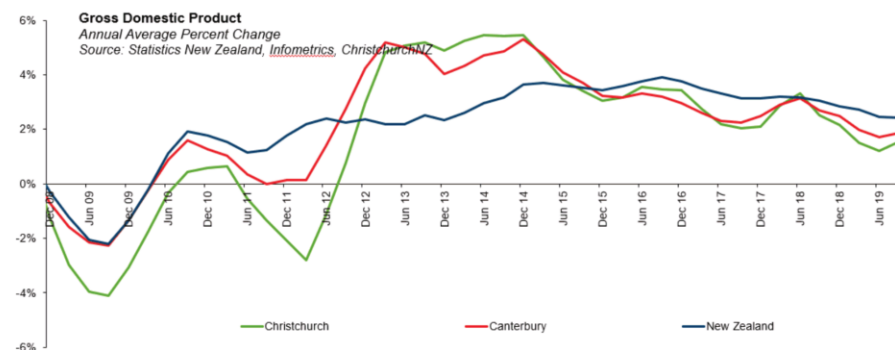
- The city's economic growth is low but positive and mirror national growth trends.
- Christchurch unemployment continues below the national average.
- Wage growth continues to outpace residential rents and prices, improving household affordability.
- Spending by visitors continues to increase at a rate above the national average.
- Central city retail growth, suggest Christchurch's central city is developing into an attractive visitor proposition.
- Central city vacancy levels in retail and office property are continuing to decrease

## But, we are facing headwinds

- Visitor guest nights seem to have peaked and are slightly lower than last year.
- Consumer and business **confidence** in Canterbury have improved in the fourth quarter of 2019 but uncertainty remains which impacts investment
- The growth of the labour force continues to be affected by retirement while volatile business confidence affects investment and new employment expansion.
- Coronavirus: Chinese tour groups have been cancelled which makes up 24% of the travel population to Christchurch arrivals. This is the minimum expected impact on tourism arrivals for Christchurch, so the impact is likely to be significantly higher.

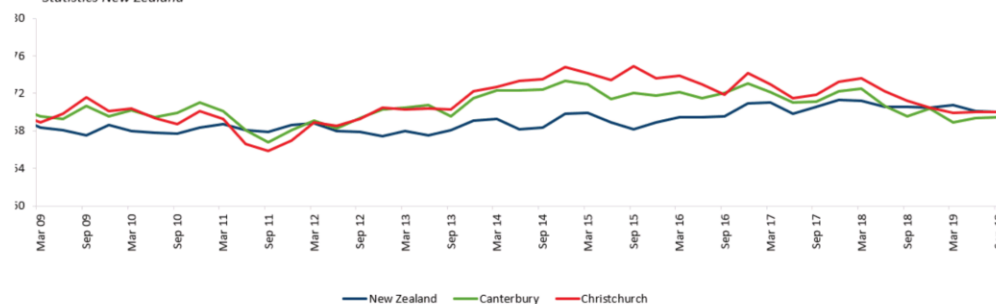
ChristchurchNZ™

## GDP growth tracking below national Christchurch GDP = \$21.5bn

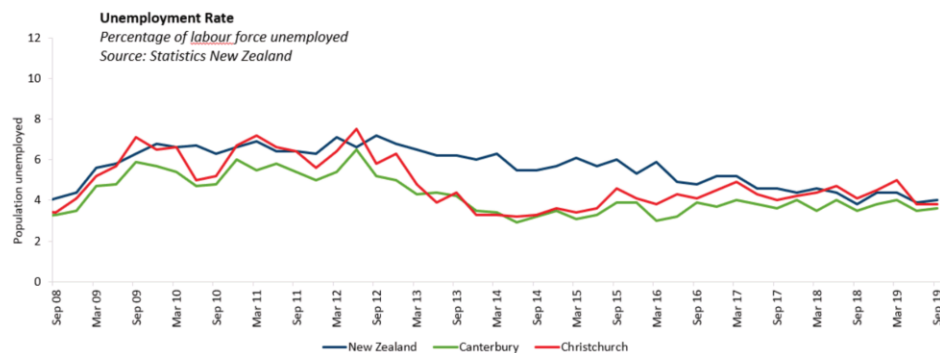


## Labour force participation converged to national

**Labour Force Participation Rate**  
Percentage working age population in the labour force  
Statistics New Zealand

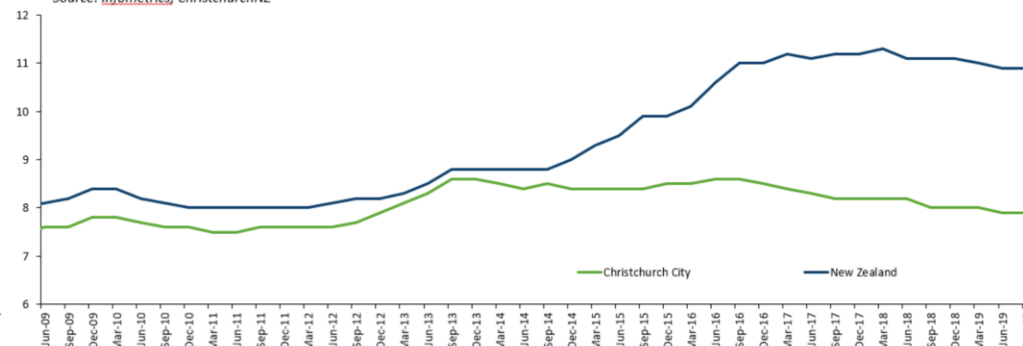


## Unemployment rate below to national

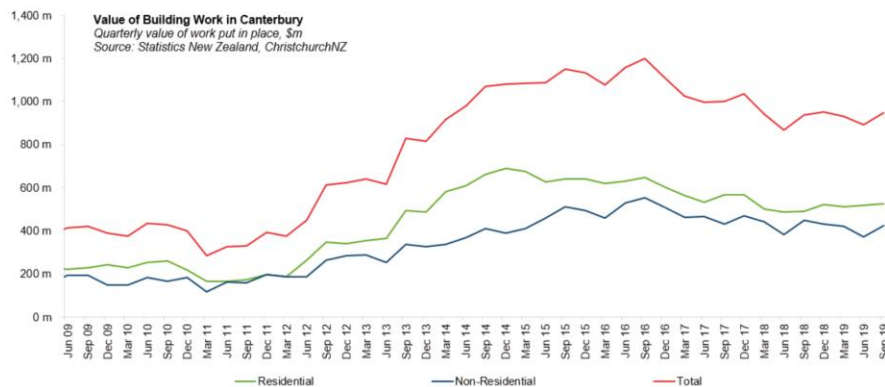


## Housing affordability gap expanding

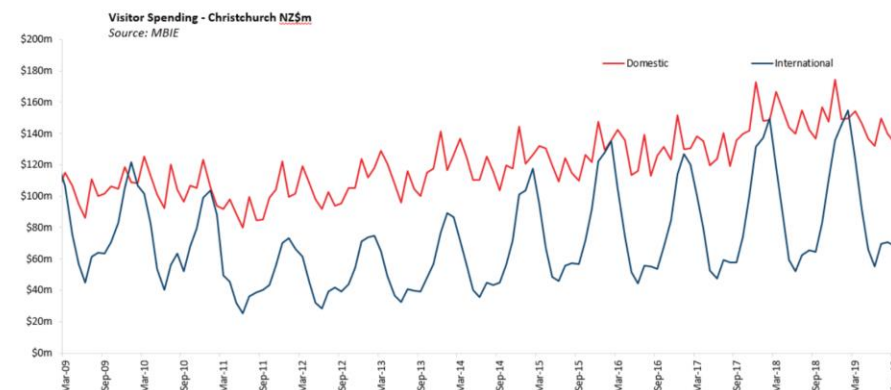
**Housing Affordability**  
Ratio of average house value to average annual earnings  
Source: Infometrics, ChristchurchNZ



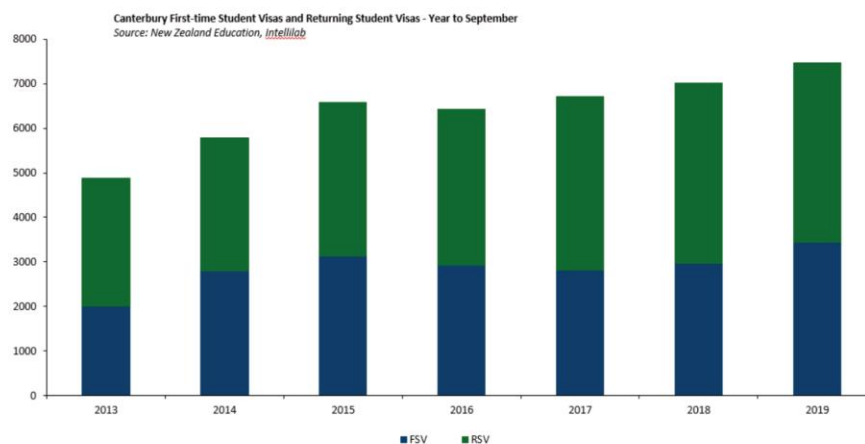
### Building activity still above pre-quake



### Christchurch RTO visitor spending growing



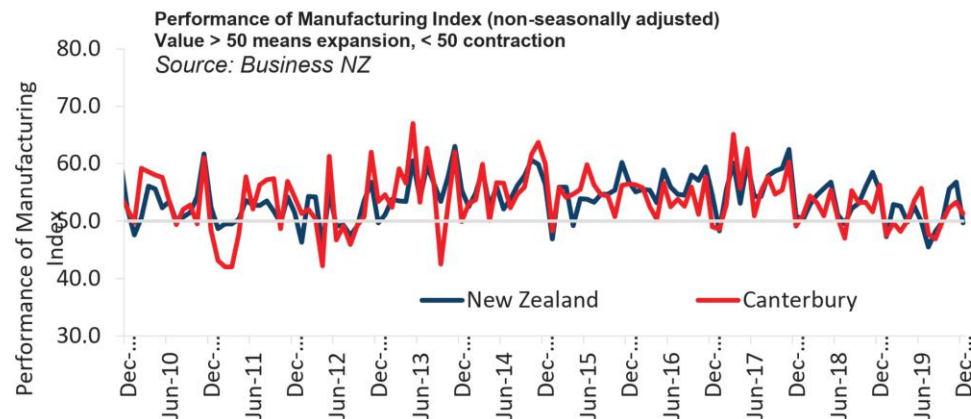
### International student visa applications increase



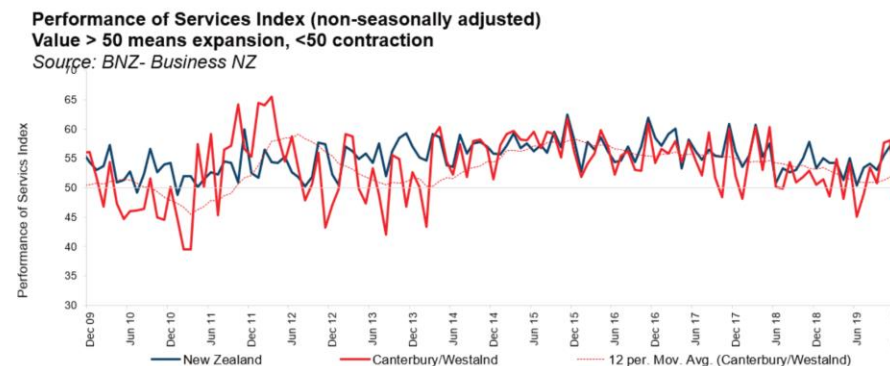
### Rural commodity prices



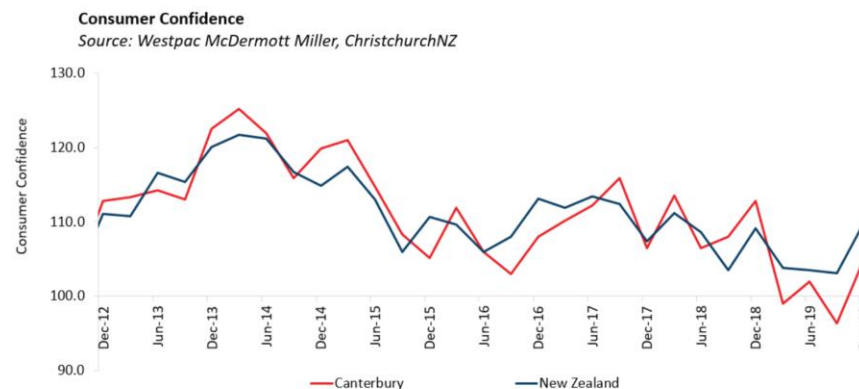
### Manufacturing expansion trending downward



### As is the service sector



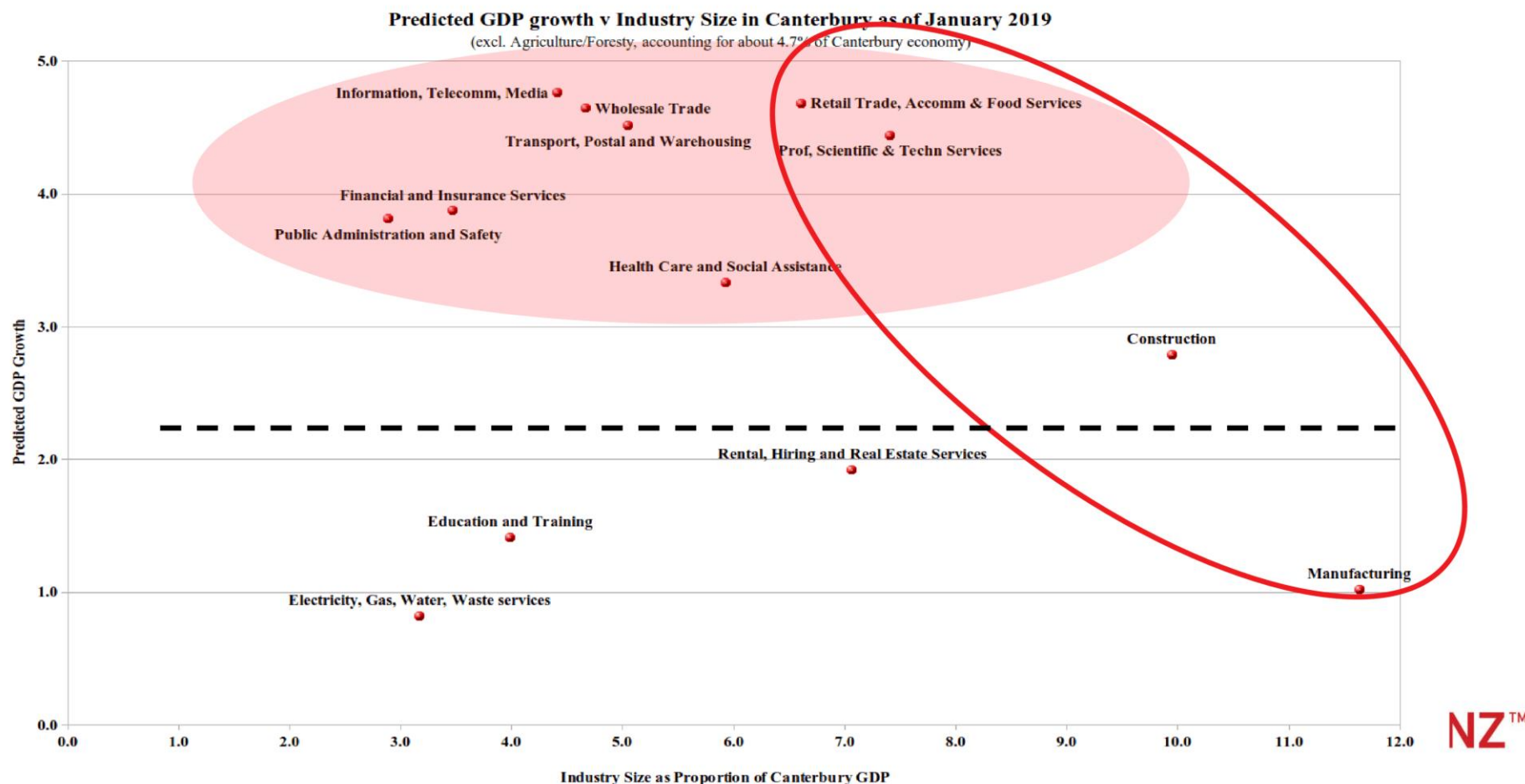
### Consumer confidence above national



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## Sector growth & contribution – leave this one



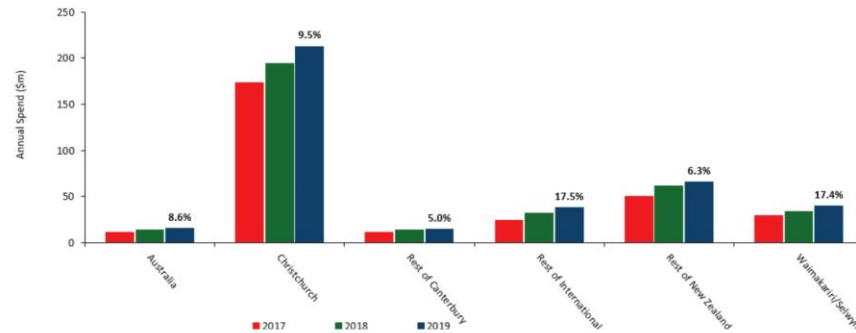
# Central City Statistics

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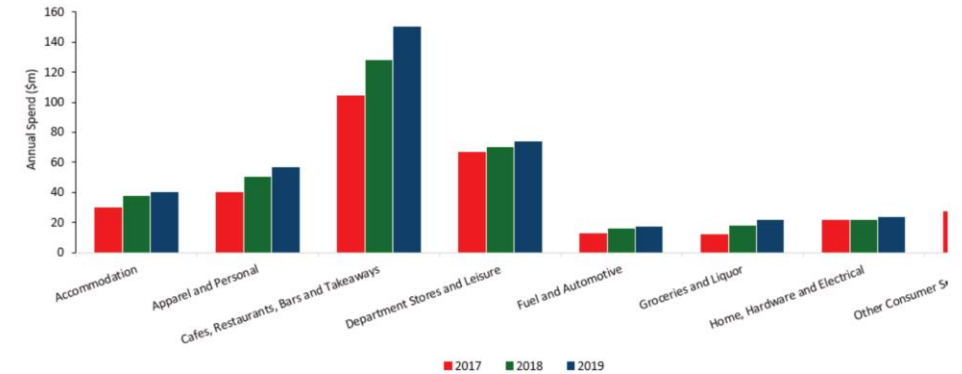
## Strong growth across all customers, esp. international

Total Spend in the Christchurch Central City (Core Core Fringe) (YE Dec)  
By Customer Origin, (Excluding Fuel)  
Source: MarketView, ChristchurchNZ



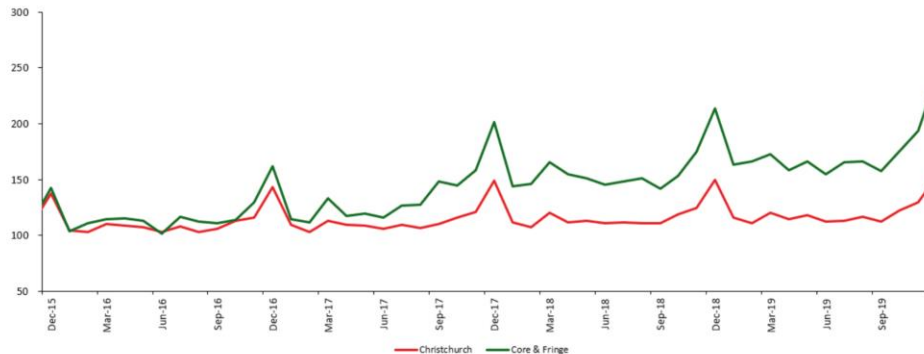
## Central City Spend Growth by Store

Christchurch Central City Retail Spending by storetype – (Core Core Fringe) (YE Dec)  
Source: Marketview



## Central city spend growing faster

Indexed Cardholder Spend - Christchurch excluding Fuel (Base 100 = Sept 15)  
Source: Marketview, ChristchurchNZ

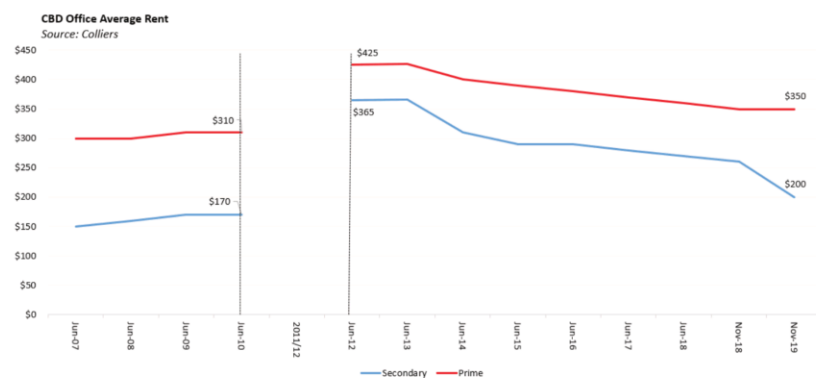


## Also good growth in CBD guest nights

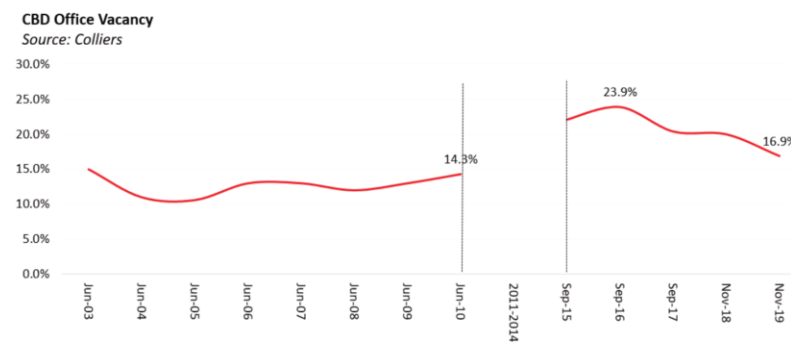
Christchurch Four Avenues Guest Nights  
Source: StatisticsNZ



## CBD office rents stabilizing for prime



## CBD office vacancy decreasing



# City Momentum

Christchurch Visitor Strategy

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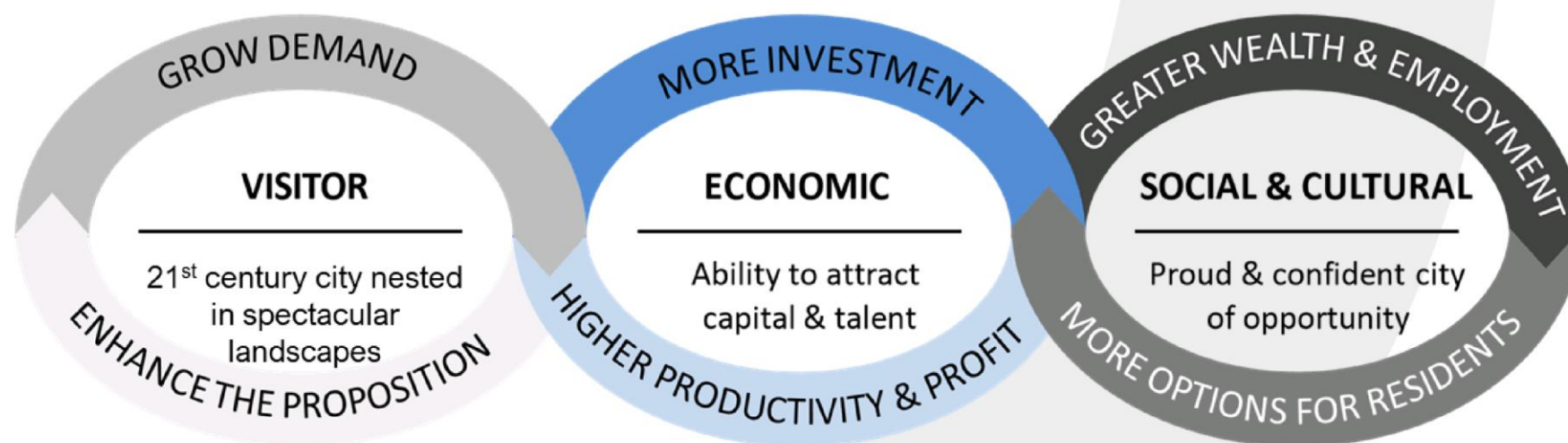
## Purpose of Strategy

**“Regain pre-quake market share of visitor spend to deliver \$1b of additional expenditure and 7000 new jobs through growth in market share”**

- Considers all visitor segments
  - Holiday makers
  - International students
  - Business visitors
  - Attending events, conferences, shows etc.
  - Visiting friends and relatives
- Domestic and International visitors



## Community benefits from visitation

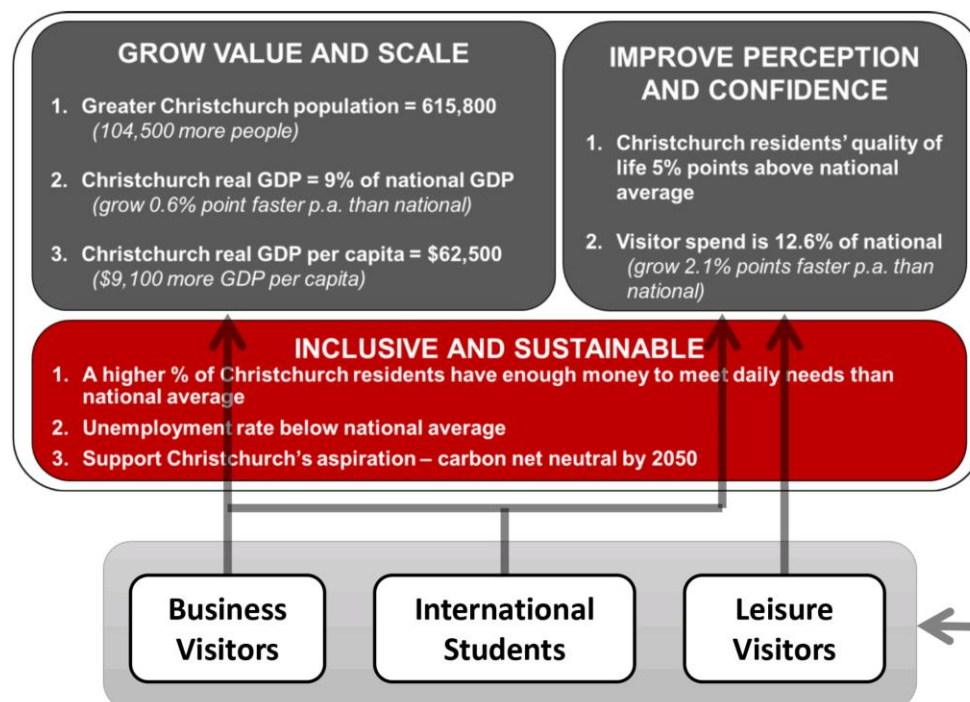


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# Community Outcomes and Wellbeing

## Christchurch Prosperity Framework: 10-year city goals



## Supports Council's Community Outcomes:

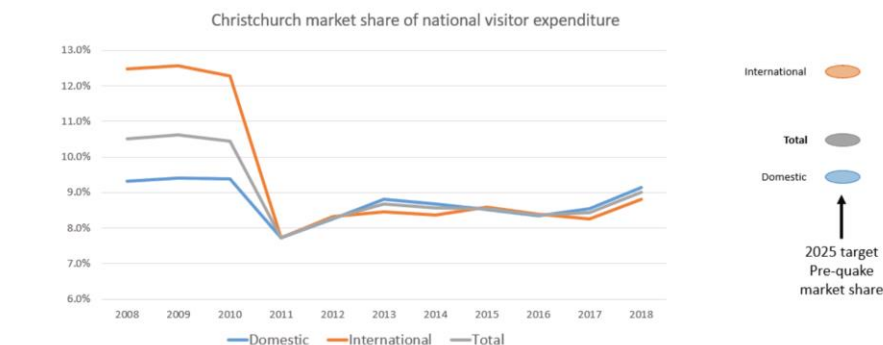
- Vibrant and thriving city centre
- A productive, adaptive and resilient economic base
- Great place for people, business and investment
- An inclusive, equitable economy with broad-based prosperity for all

## Christchurch city visitor spend above pre-quake



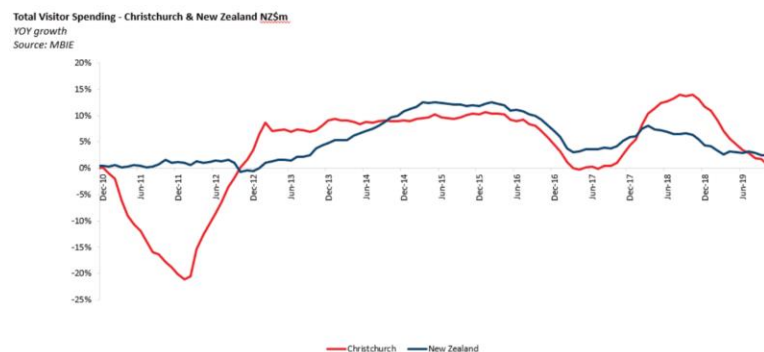
Source: MBIE Monthly Regional Tourism Estimates

## But... NOT national visitor market share

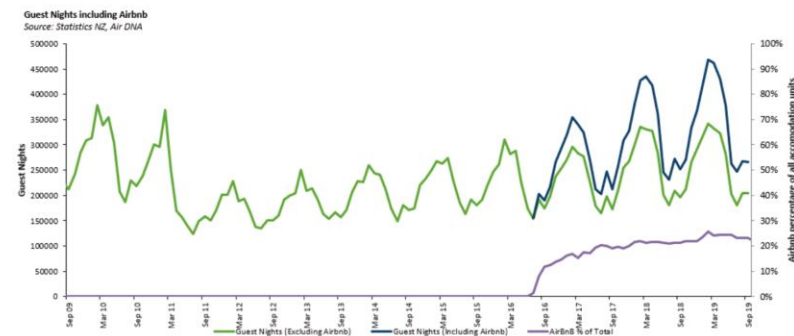


Source: MBIE Monthly Regional Tourism Estimates

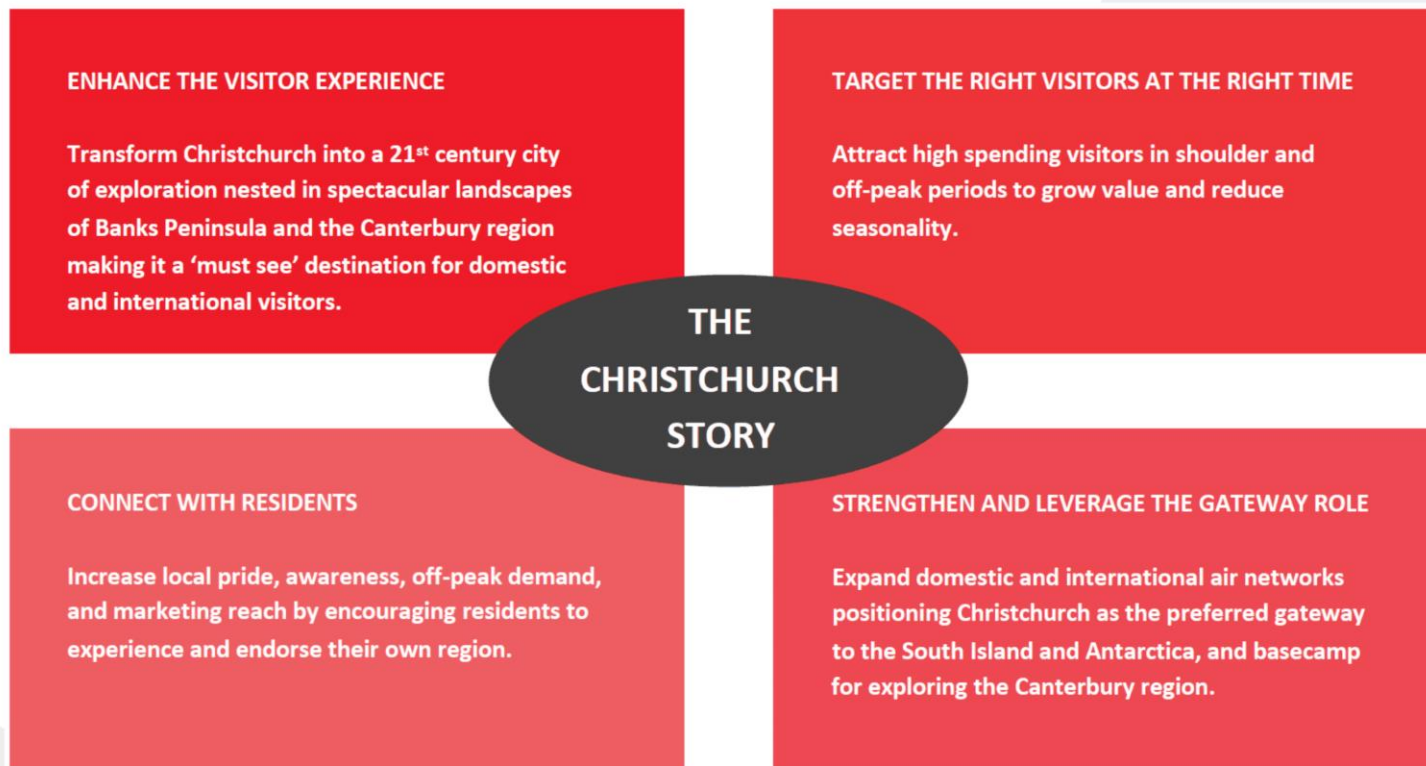
## Visitor spending growth slowing



## Guest Nights including Air BnB - Christchurch



## Core areas of activity



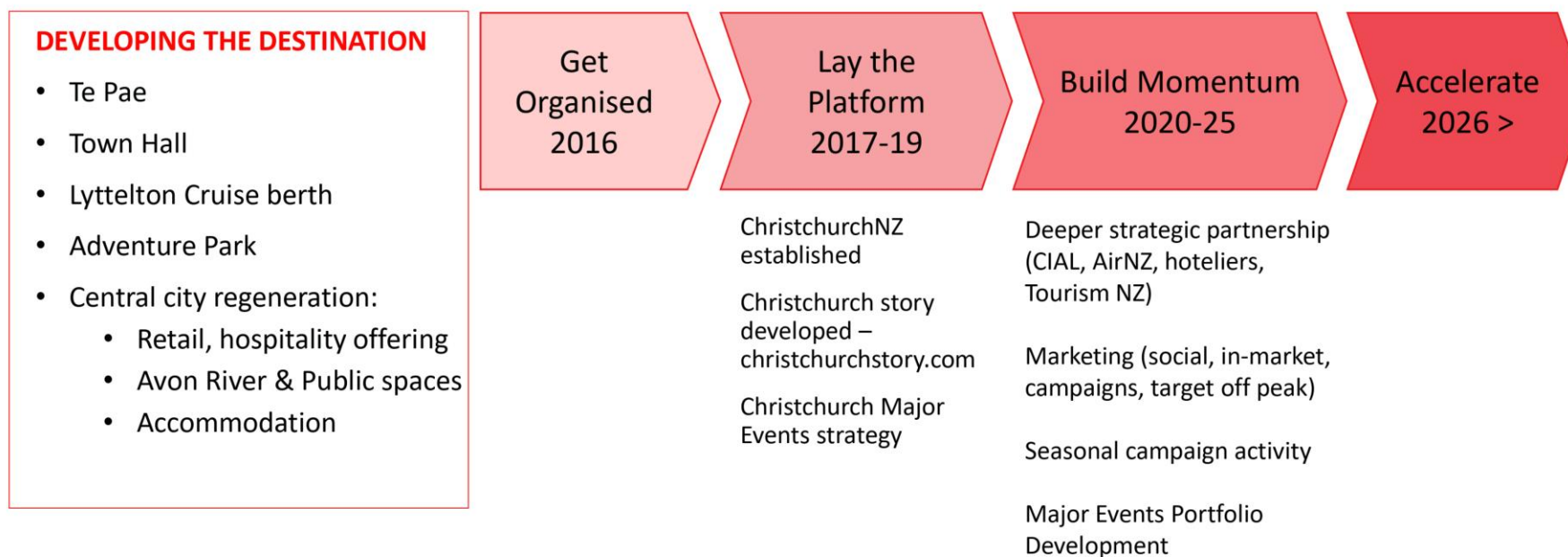
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# Building to activation

## Staged approach adopted in 2016

- Anticipated need to activate built facilities coming on line
- Need a shift in investment over coming years from capital to: **Positioning, Activation & Promotion**



# Key implementation actions

## Christchurch story

- Clearly communicate the story and develop specific sub-narratives applicable to specific target markets.
- Further develop differentiating story propositions including Banks Peninsula, Antarctica, Ngāi Tahu.

## Enhance the visitor experience

- Develop a Christchurch destination management plan.
- Complete and utilise new developments.
- Develop physical / digital year-round visitor attractors.
- Ensure visitor needs inform infrastructure development, policy, regulation and planning frameworks.
- Improve sustainability / develop carbon-neutral experiences, products and services.





# Key implementation actions

## Target the right visitors at the right time

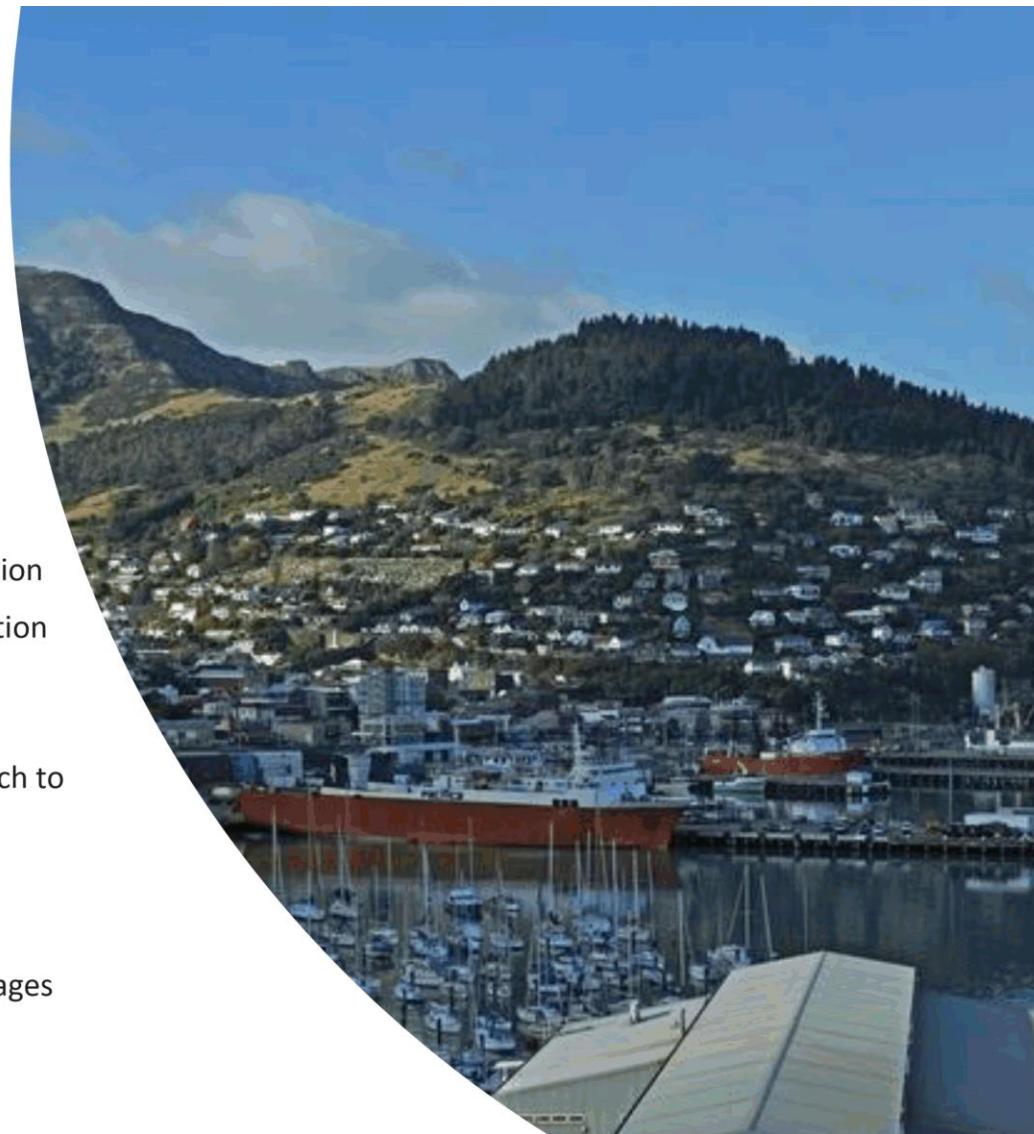
- Drive business events to address seasonality
- Complete key developments and ensure good asset utilisation
- Address seasonality – focus on events and targeted promotion and marketing

## Strengthen gateway role

- Complete the cruise wharf at Lyttelton / integrated approach to cruise access for Lyttelton and Akaroa.
- Grow Antarctic-related visitor offering.

## Connect with residents

- Local engagement that excites the community, and encourages them to experience visitor activities so they become ambassadors for Christchurch.







# Christchurch Antarctic Gateway Strategy

## Antarctic Vision for Christchurch

Christchurch is an Antarctic city  
where we **celebrate and realise**  
**the value of our gateway status**  
for the benefit of the city and  
the nation, for current and  
future generations



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# Antarctic Economic Impact

## Christchurch

**\$262m**

Annual economic impact to  
Christchurch (\$481m NZ)

**2,600**

Air passengers to Antarctica in  
2017 (estimated)

**3,675**

Jobs in Canterbury (6,838 NZ)

**100**

Air Flights to Antarctica 2017  
(estimated)



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## Strategy Priorities

## Priority Projects – 2020 & 2021



### Christchurch Antarctic Network

- Business Connection to Antarctic Programmes

Target: Businesses



### Antarctic Season Opening

- Enhance Season Opening – Develop Central City event

Target: Engage locals,  
unite sector



### Event Facilitation

- Explorers Club, Polar Film Fest, Outreach events

Target: Engage locals



### Antarctic Tourism Trail development

- Destination development

Target: locals, domestic  
& international visitors



### Conference Development

- Target Antarctic, Climate Change, Sustainability conferences

Target: domestic &  
international visitors



### Marketing/PR/Comms

- Connect and Excite – website, social, collateral, PR messaging

Strategy Implementation to 2021	CCC Community Outcomes alignment
Continue development of Christchurch Antarctic Network – October 2019	Prosperous economy
Co-ordinate strong Christchurch presence at SCAR/COMNAP Conference & Exhibition in Hobart 2020	Resilient Communities Liveable City
Polar Film Festival to be integrated into Season Opening Events 2020	Resilient Communities Liveable City
Move Season Opening dates later to include welcome for Italian and Korean Antarctic Programs	Liveable City Resilient Communities
“Explore Antarctica 2.0” Central City Public Antarctic celebration targeting resident families to be further developed with stakeholders	Liveable City Resilient Communities
SCAR Biology International Conference (450 delegates) to be held in Christchurch in July 2021	Prosperous economy
Launch first pilot of Antarctic Tourism Trail in Central City – by Spring 2020	Resilient Communities Liveable City
Develop Antarctic/Sustainability/Climate Change Conference targeting strategy in conjunction with Conference and Antarctic Sector	Prosperous economy

Antarctic Strategy Implementation to Feb 2020	CCC Community Outcomes alignment
<ul style="list-style-type: none"> <li>Established Christchurch Antarctic Network – October 2019</li> <li>Cr Galloway Civic welcome for Chinese Research vessel – Xue Long</li> <li>Lyttelton and Christchurch schools visit Korean Research vessel “Araon”</li> <li>Mayoral welcome for new Italian Research vessel “Laura Bassi”</li> <li>Deputy Mayor welcomes Italian Air Force back to Christchurch after 19 year hiatus</li> </ul>	Prosperous economy
<ul style="list-style-type: none"> <li>New York Explorers Club Public event – “Evening of Exploration” 20 July 2019</li> <li>“Explore Antarctica” – Central city community engagement event at Season Opening</li> <li>Polar Film Festival – New York Explorers Club – 8 – 15 Sept 2019</li> <li>NASA SOFIA Open Day for 2,000 Christchurch residents</li> </ul>	Resilient Communities Liveable City
<ul style="list-style-type: none"> <li>New format for Antarctic Season Opening Civic Reception with targeted International Diplomat Familiarisation Programme</li> </ul>	Prosperous economy
<ul style="list-style-type: none"> <li>First pan-sector Antarctic newsletter – OFF ICE launched in December by Christchurch Antarctic Office</li> </ul>	Liveable City Resilient Communities
<ul style="list-style-type: none"> <li>Concept development on Antarctic Tourism Trail heritage walk – central city audio tour pilot</li> </ul>	Liveable City Prosperous economy
<ul style="list-style-type: none"> <li>NSF and US Antarctic Program run Public Event to highlight McMurdo redevelopment (\$US 600m)</li> <li>Antarctica NZ announce \$ 250m redevelopment of Scott Base</li> </ul>	Prosperous economy