



Ōrākei Local Board

Impact of Events on Town Centres

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July 2018

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1. Introduction

1.1 Background

The Ōrākei Local Board would like to ascertain how a number of identified town centres are being impacted by events that are held in their Local Board area.

There has been some concern amongst businesses that events are having a negative impact on their local economic business environment. Anecdotal evidence points to a negative impact on trading on event days, including loss of car parking and local residents staying away from the area.

Independent research is required to accurately measure the level of impact on trading as a result of events taking place. Analysis of spend data will ascertain whether the anecdotal evidence is in fact correct.

Once the information has been accurately analysed, the goal is to focus on what can be done to mitigate any negative impacts, as well as promote the benefits of events.

The research is a Local Board funded project which ATEED has commissioned on their behalf.

1.2 Objectives

The key objective is to better understand the impact of events on identified town centres in the Local Board area, in order to support the Local Board and local Business Associations in enhancing positive impacts as well as mitigating any negative impacts.

Specific objectives include:

- Accurately measure the level of impact on trading as a result of events taking place
- Understand perceptions of Business Association representatives regarding events taking place in their town centre
- Identify opportunities to maximize the benefits of events as well as mitigate against any negative impacts

2. Methodology

2.1 Scope

The specific town centres included in the research are:

- Ellerslie
- Remuera
- Mission Bay
- St Heliers

The specific events that form the scope of the research are:

2016 -17 Local Events

Event	Date	Day
Ellerslie		
Ellerslie Spring Fairy Festival	11 September 2016 10 September 2017	Sunday
Ellerslie Santa Parade	4 December 2016 3 December 2017	Sunday
Remuera		
MG Car Club Christmas Concourse	11 December 2017	Monday
Remuera Market Day	29 October 2016	Saturday
Remuera Market Day – Bastille Day	16 July 2016 15 July 2017	Saturday
Chinese New Year in Remuera	12 February 2016 10 February 2017	Friday
Mission Bay		
WMA Pink Ribbon Motorcycle Charity Ride	9 October 2016 8 October 2017	Sunday
Mission Bay Art and Craft Market	1 February 2016 30 January 2017	Monday's (Public Holidays)
Mission Bay Art and Craft Market	24 October 2016 23 October 2017	Monday's (Public Holidays)
St Heliers		
Auckland Triumph Car Club Show and Shine	20 November 2016 12 November 2017	Sunday
Mission Bay and St Heliers		
Round the Bays 2017	6 March 2016 5 March 2017	Sunday
Panasonic Triathlon	4 December 2016 3 December 2017	Sunday
Panasonic Triathlon	10 April 2016 26 March 2017	Sunday

2016 – 17 Major Events

Event	Date	Day
ASB Auckland Marathon	30 October 2016 29 October 2017	Sunday
World Masters Games	21-30 April 2017	Friday - Sunday
British and Irish Lions Rugby Tour	7 June – 8 July 2017	

2.2 Research Approach

The research was conducted using two distinct approaches:

1. Quantitative analysis of retail spend based on Marketview data:

ATEED commissioned Marketview to complete an analysis of card spend data during the specific events covered in the scope (see *table above*).

Based on the Marketview data, overall spend on specific event days was calculated and compared to a typical (non-event*) day in the specific location.

For major events which spanned more than one day such as World Masters Games and British and Irish Lions Rugby Tour, spend on event day was calculated as the average spend across all event days.

Spend data was then further analysed by the following key variables:

- Category of spend, ie, food and beverage vs retail
- Year of event taking place, ie 2016 vs 2017 (where data is available)

***Non-Event Day Data (excl Sundays)**

Non-event day data has been calculated as the average spend per day (without any event) in the same four week period as the event took place.

Example: if an event took place in Remuera on the 15th November 2016, then the non-event comparison data is the average spend per day during November 2016 in Remuera, excluding spend on the 15th November 2016.

***Non-Event Day Data (Sundays)**

If an event was held on a Sunday, the non-event comparison data has been calculated as the average spend on any non-event Sunday during the same four week period as the event took place. This is to allow for the fact that many retailers do not open on a Sunday in each of these town centres and therefore comparing spend across other days of the week would not provide an accurate comparison.

Example: if an event took place in Ellerslie on Sunday 10th September 2017, then the non-event comparison data is the average spend per Sunday during September 2017 in Ellerslie, excluding spend on Sunday 10th September 2017.

It is important to use caution when interpreting these results. There will always be outside factors apart from the event itself which also influence behaviour and spending. For example weather, other activities happening on the day in neighbouring areas or other activities happening during the non-event day comparison period. Therefore findings should be considered indicative.

Marketview Data

The data contained in the report was supplied by Marketview who are recognised consumer spending specialists.

Marketview provides card spend analysis from 'Marketview Hybrid' data. This represents the total value of electronic card retail transactions. For a frame of reference, Stats NZ report just under 70% of total retail is paid with an electronic card (ECT publication).

The data is referred to as Hybrid Data because this combines two primary data sets in order to capture the complete quantity of retail spending.

The first data set is the Bank of New Zealand cardholder base. This set is based on the eftpos, debit and credit card transactions made by BNZ cardholders. BNZ has around a 15-20% share of the cards market, so on average BNZ Marketview accounts for one in five retail transactions.

The second data set is the Paymark merchant database. New Zealand has two eftpos networks. The largest of these is run by Paymark, a joint venture owned by ASB, BNZ and Westpac. Approximately 75% of New Zealand retailers use the Paymark network. This data set provides a complete view of all eftpos, debit and credit card transactions made at merchants on the Paymark network, both from New Zealanders and international visitors.

For retailers which are not part of the Paymark network, there is no transactional data available from them on the Paymark database. To fill this data gap Marketview weight the BNZ cardholder spending at non-Paymark merchants. The weightings would be based on BNZ's share of the Paymark transactions. The underlying assumption would be that the BNZ cardholders would make up a similar share of spending at Paymark and non-Paymark merchants.

Cash transactions are not included in the analysis and this should be kept in mind when drawing conclusions from the results.

2. Qualitative interviews with Business Association representatives for each of the four town centres:

Face to face interviews were conducted with the following key representatives to understand perceptions and opinions regarding the impact of events in each town centre. The interviews took place during March and June 2018.

Location	Representative	Title	Association
Remuera	Cecilia Ngo	Business Development Manager	Remuera Business Association
Mission Bay	Mark Goldstine Megan Burgess	Chairman Secretary	Mission Bay Business Association
Ellerslie	Megan Darrow	Town Centre Manager	Ellerslie Business Association
St Heliers	Peter Jones	Chairman	St Heliers Village Association

The Interview Guide is attached in Appendix A.

3. Summary and Recommendations

3.1 Spend Data Overview

The impact of events on spending varies considerably across town centres, by individual event and by the year the event took place, ie 2016 or 2017. Impact on categories of spend, ie retail vs food and beverage also fluctuate. Details of these variances are outlined fully in the body of the report. The overall impacts are described below.

Ellerslie

The Spring Fairy Festival had minimal overall impact on spending across both years' reviewed. A slight decrease of 1% in income was observed each year.

The Santa Parade generated additional income, particularly during the 2017 event (14% increase).

Remuera

All four events reviewed, ie MG Car Club Christmas Concourse, Remuera Market Days, Bastille Day and Chinese New Year generated additional income for local businesses. Bastille Day in 2017 was particularly successful with a 49% increase in spend.

Mission Bay and St Heliers combined

Impact on spending during Round the Bays switched across the two years reviewed, from a drop of 9% in income during the 2016 event, and then a 6% increase in spend for the 2017 event.

The Panasonic Triathlon series produced mixed results ranging from a 47% increase in overall spending during the December 2016 event, to a 21% decline in spending during the March 2016 event. Both 2017 events generated small increases in overall spend (2% March, 7% December).

Mission Bay

The WMA Pink Ribbon Motorcycle Charity Ride resulted in a drop in income for local businesses across both years. In contrast, the Mission Bay Art and Craft Market days all generated additional income. The most recent Market Day (October 2017) was particularly successful, generating an additional 51% of income.

St Heliers

The Triumph Car Club Show had a positive impact on overall spending across both years (15% lift in 2017 and 12% lift in 2016).

Major Events

The ASB Auckland Marathon had a small overall impact on spending in Mission Bay and St Heliers across the two years reviewed. A small increase of 4% in income during the 2016 event was reversed during the latest event to produce a 3% drop in overall spend.

World Masters Games and the British and Irish Lions Rugby Tour both produced a small increase in spend (5% and 11% respectively) across all four town centres combined.

Further analysis and details regarding impact on income during each event is outlined in the following sections of the report.

3.2 Business Association Representation

Please note that these findings relate to the representatives of the Business Associations only and do not include the views of all businesses or the wider communities which could potentially differ from each other. Further research would be required to understand the opinions and perceptions of these additional audiences who were outside the scope of this particular study.

Overall Perceptions

Overall perceptions of events by Business Association Representatives are generally very positive across the four town centres. They all recognise the potential benefits to their local town centre and community, as well as to the greater Local Board area and to Auckland itself.

Key Benefits

Events which offer the following key benefits are encouraged and well supported:

- Are locally focussed and involve local residents
- Promote the town centre
- Strengthen community spirit
- Create vibrancy and unity
- Encourage spending and generate income for local businesses
- Generate exposure and awareness of the town centre
- Attract outsiders into the area and increase foot traffic

Essentially any locally organised initiative which is seen to put the local community and town centre at the heart of the event, is one which is welcomed by the Business Associations.

Potential Negative Impacts

It follows therefore that events which are not focussed on outcomes for the local town centre are less popular with Business Associations. If events are seen as less favourable, it is because they have some or all of the following features:

- No sense of local community celebration
- Pass through the town centre rather than integrate with it
- Involve major road closures
- Create overcrowding and put pressure on car parking
- Do not generate revenue for local businesses
- Keep locals away which results in a loss of income for local retailers
- Involve outside vendors who directly compete with local businesses for trade
- Include high compliance costs and red tape

Regional events that do not promote the local town centre or community are examples of the types of events that are less favourable to Business Associations.

Perceptions vary by Town Centre

Remuera and Ellerslie organise a small number of key events each year which are very much based around, and aimed at their local communities. Both of these town centres are very positive towards events in their areas and would like to add more events to their calendar, as long as they can demonstrate a positive return for local businesses and build a sense of community and vibrancy.

These centres generally are not impacted by outside regional events. Their focus is on increasing the number of events they can run each year which would mean obtaining additional funding.

In contrast, Mission Bay and St Heliers have a number of regional events which impact on their respective town centres. It is acknowledged that these events bring people into the area from elsewhere in Auckland. However the Business Associations feel that these events do not necessarily bring the local community together and generate trade for local businesses.

Neither of these town centres are keen for more regional events, but rather would like to focus on locally based initiatives which benefit their respective local town centres. Whilst neither town centre wish to host additional regional events, St Heliers are keen to support existing ones more effectively than in the past. They plan to commit more time and resources in order to integrate with these larger scale events. The goal is to reap more reward for their local businesses and community.

This report contains a section on each town centre which outlines their individual circumstances and specific needs.

Role for the Local Board

All town centre representatives agree that their relationship with the Local Board is strong. This provides an excellent basis for working more closely together to maximise the benefits of events and to mitigate any negative impacts.

The key to maximising the benefit of events is to integrate them with the local business environment and with the local community. This can be done via social media, town centre websites and by running promotions with local businesses to tie in with events and encourage spending on the day. The objective should always be to make local people feel part of the event and to generate income for local businesses.

The Local Board can provide assistance with this by working closely with the Business Associations' to promote events to local communities. For example Facebook and Neighbourly are the types of tools which can be used. Any resources the Local Board can offer to support and promote an event will be beneficial, including additional funding. Involvement on the day of events by the Local Board is also encouraged and signals a partnership approach.

To help mitigate some of the concerns regarding regional events which are not typically focussed on town centre outcomes, the Local Board can assist in the following ways;

- Notify Business Associations early of any upcoming regional events
- Acknowledge the contribution being made by the town centre to the success of the event and to the greater Auckland good
- Work closely to help manage road closures and disruption, including improved communication and signage regarding closures, alternative routes and road reopening times
- Assist with council related compliance issues and associated costs
- Assist with solutions to alleviate additional stress on car parking

In their role as advocates for the local area, the Local Board can play a key role in working together with the Business Associations' to ensure that events deliver to the needs of local communities and maximise return for local businesses.

4. Ellerslie Town Centre

Spend data during the following two local Ellerslie events is reviewed in this section:

Event	Date	Day
Ellerslie Spring Fairy Festival	11 September 2016	Sunday
	10 September 2017	
Ellerslie Santa Parade	4 December 2016	Sunday
	3 December 2017	

4.1 Spend Data Analysis

Spring Fairy Festival

2017

Compared to an average non-event Sunday in Ellerslie during September 2017, there was very little difference in overall spend in the town centre on the day of the event. Food and beverage retailers experienced a small drop in income (-3%) while retail sales were up slightly (4%). Bad weather on the day is thought to have impacted spending overall.

Spring Fairy Festival - Ellerslie - 2017				
	Food and beverage		Retail sales	Total
	2017		2017	
Spending on Event Day	\$	41,420	\$ 23,462	\$ 64,882
Spending on Average Sunday	\$	42,671	\$ 22,603	\$ 65,274
		-3%	4%	-1%

2016

Similarly in 2016, the overall impact on sales was marginal (-1%). Neither category of spend shows any significant impact as a result of the Festival.

Spring Fairy Festival - Ellerslie - 2016				
	Food and beverage		Retail sales	Total
	2016		2016	
Spending on Event Day	\$	41,444	\$ 17,536	\$ 58,980
Spending on Average Sunday	\$	42,043	\$ 17,827	\$ 59,869
		-1%	-2%	-1%

Santa Parade

2017

Spending on the day of the 2017 Santa Parade increased by 14% overall, compared to spend on an average non-event Sunday in Ellerslie during December 2017.

Retail sales experienced a strong lift in sales (34%) while food and beverage income reduced slightly (-2%). Potentially some businesses that are not normally open on a Sunday, may have opened and reaped the benefit of increased foot traffic. Further investigation with the Business Association into what other factors may have contributed to this, will help to clarify this result.

Santa Parade - Ellerslie - 2017			
	Food and beverage	Retail sales	Total
	2017	2017	
Spending on Event Day	\$ 34,026	\$ 35,270	\$ 69,296
Spending on Average Sunday	\$ 34,625	\$ 26,287	\$ 60,912
	-2%	34%	14%

2016

Compared to 2017, the impact on overall spend during the 2016 Santa Parade was lower, ie 4% in 2016 compared with 14% in 2017.

In contrast to 2017, food and beverage retailers experienced a strong lift in sales of 25% (compared to spend on non-event Sundays in Ellerslie during December) whilst retail sales suffered a loss of 12% in income. Again, further investigation into other factors on the day or during the month, will help to explain this result.

Santa Parade - Ellerslie - 2016			
	Food and beverage	Retail sales	Total
	2016	2016	
Spending on Event Day	\$ 29,249	\$ 26,402	\$ 55,651
Spending on Average Sunday	\$ 23,326	\$ 30,032	\$ 53,358
	25%	-12%	4%

4.2 Business Association Representation:

Qualitative insights from Ellerslie

Overall perceptions of events:

The overall perception of events in Ellerslie by the Business Association is very positive, largely because of their value in creating a community and village feel.

The general consensus is that trading is not adversely affected and there are no serious complaints from local businesses. Other concerns in the area are of greater importance, eg homelessness.

Events were started in the local community many years ago to combat a negative perception of the area and to help promote it as an attractive place to be. The business community came together to address concerns over the area being run-down and to attract people to come into the village rather than shopping elsewhere.

Businesses are supportive of an event if it is community focussed and gets people involved. Events therefore need to reflect this.

“What makes Ellerslie unique is its local village feel. Ask at business meetings, are these events what we want to be spending our resources on ... they say yes, if it’s a community event. Try to get all community groups involved.”

Events are seen as a conduit to the strategic vision of the Business Association to create a sense of community in Ellerslie.

“Hard to put a dollar value on events, but all community events in our strategic plan reflect a community feel.”

To address the needs of local businesses, an event that attracts outsiders as well as locals, and encourages people to wander around during an event and shop at local stores is important. Busy cafés is another hallmark of a successful event.

The Fairy Festival is seen as a good example of a successful event. It is unique to Ellerslie which offers the potential to bring in outsiders. Also people can wander around during the event and shop at local stores. Cafes are busy.

“All are happy with the Fairy Festival. Good for local trade. Attracts new customers into the area. Fantastic community event.”

Attracting outsiders into the area is a key objective. Extending the Fairy Festival across other events during September assists with this.

“Our 2016 Fairy Festival event report showed that around 40% of our spending during the festival came from outside our catchment and our fairy door trail entries which we collected last year had 50% of entries from outside of our Ellerslie area.”

Santa Parade:

The Ellerslie Santa Parade has a long history as a successful local community event. It has been running for 19 years and enjoys strong attendance in the vicinity of 5,000 to 6,000 people. The whole community is involved, eg local schools, community groups as well as local businesses. It is a major event in the annual calendar each year.

The local businesses are very community focussed and many are owner operated with long standing connections to the town centre. For this reason the Santa Parade is accepted as an important community event.

In terms of financial return for local retailers, the event is considered anecdotally to offer limited value. The main businesses to benefit are the cafes, four square and takeaway outlets.

As the event is held on a Sunday, there is seen to be no real impact on trade for other retailers. The event used to be held on a Saturday with much greater impact on local shops. They complained and the event was moved to Sunday when they are not normally open. Despite this anecdotal concern that spend is not increased on Parade day, the Marketview spend data analysis suggests that the Santa Parade does in fact contribute to the local business economy, with spending up by 14% in 2017.

Overcrowding is however a concern and can potentially prohibit foot traffic and shopping.

“Families arrive, stay in one spot and don’t tend to move around. Shopping or even wandering around is not easy. Because it is so crowded, many families stay out of the town centre, choosing to remain down the end of the main street where there is more space. Then, once the parade has finished, many spectators leave straight away.”

The perception is that locals and regular customers stay away, although this is balanced out by attracting people from outside the community.

Another concern is the road closures which begin from 8am in the morning. Once the Parade has concluded, the roads are very quick to reopen.

Due to a concern that financial return is limited for members, the Business Association would like another organisation to take over its running.

“We’ve asked other community groups to take on this event, but no-one has come forward as yet. In some other town centres, Santa Parades are financially supported by the Business Association, but are run by some other local group. For example the Howick Santa Parade is run by the local newspaper.”

Concerns with Events:

The Business Association are generally very happy with events.

The main concern would be lack of funding in order to stage additional events.

Road closures do concern some businesses because they tend to extend out for a long period before an event takes place, limiting shoppers’ access to the main street.

“Road closures are frustrating for local businesses. Have to cone off the whole street early in the morning, so the road is closed for up to two hours before the event begins.”

Compliance costs make up the bulk of the expenses associated with running large events and this can be very frustrating.

“Many costs are compliance costs. Council related, road closures, waste, etc”

Parking is not a major concern. Locals tend to walk. For those coming from outside the local area, they are encouraged to park over the motorway and walk across the over-bridge. As most events are held on a Sunday, this doesn't have a major impact. It would be different if the event was during the week when parking is already an issue.

Outside vendors are welcome as long as they offer something different to existing retailers. Also, cafes are already very full on Festival and Parade days, so they couldn't cope with any more customers.

"Food markets are part of the Fairy Festival. There is no tension with local businesses as all the food stalls have to be something that can't already be purchased in Ellerslie, eg toffee apples."

For the future:

Ideally the Business Association would like to run more events but are limited due to;

- Lack of funding
- Restrictions on road closures

Ellerslie is moving more into a night time economy with new restaurants opening. In the future, the Business Association would like to offer more events to support this. Thus types of events that would be ideal include those based around food and suited to an evening crowd.

Another idea is to target the corporate and business park market which would balance out the current event offerings which are very family focussed. The goal is to tap into the office workers in the area who are not necessarily locals.

"Have an idea for a Friday night event ... which is a great fit with Ellerslie race course. It's based on a very successful event in Finland targeting business people and getting more local businesses involved."

The Business Association would be very keen to get involved in Council or ATEED events which are more iconic and branded. For example Movies in the Park.

A key feature of events in the area is that they remain non-commercial.

"Don't want to make it about selling something"

What can the Local Board and Council do to help?

The Local Board is seen to be very supportive of events.

"They come along, judge events, help with funding. Also they offer to assist us with AT or other Council organisations if we need help."

Sometimes other activities can impact on the successful running of an event. Help with mitigating these activities that the Business Association doesn't have visibility over can be extremely helpful.

"The local board have been good at looking out for us – eg ensuring the Ellerslie domain isn't booked for use during the Santa Parade as it was one year. Assistance with upcoming roadworks planned and that type of oversight is very helpful."

"They see stuff that we don't see that might impact on events, eg planned road works in the main street"

The flexibility of the Local Board funding is highly valued and allows the Business Association to spread it over several events as needed. This also means that the Local Board is visible across a greater number of events.

5. Remuera Town Centre

Spend data during the following four key local events in Remuera is reviewed in this section:

Event	Date	Day
Chinese New Year in Remuera	12 February 2016 10 February 2017	Friday
Remuera Market Day – Bastille Day	16 July 2016 15 July 2017	Saturday
MG Car Club Christmas Concourse	11 December 2017	Monday
Remuera Market Day	29 October 2016	Saturday

5.1 Spend Data Analysis

Chinese New Year

Chinese New Year is considered by the Business Association to be an extremely successful event for the town centre.

2017

Overall spending during the event was up by 11% compared to non-event days in Remuera that month. Food and beverage outlets in particular enjoyed a significant increase in spending (up by 42%).

Chinese New Year - Remuera Only - 2017				
	Food and beverage		Retail sales – other	Total
		2017	2017	
Spending on Event Day	\$	43,575.95	\$ 235,867.03	\$ 279,443
Spending on Average Day	\$	30,608.98	\$ 221,578.02	\$ 252,187
		42%	6%	11%

2016

Increase in overall spending during the event has remained similar over the last two years.

Chinese New Year - Remuera Only - 2016				
	Food and beverage		Retail sales – other	Total
		2016	2016	
Spending on Event Day	\$	36,175.38	\$ 254,477.48	\$ 290,653
Spending on Average Day	\$	27,677.36	\$ 229,341.62	\$ 257,019
		31%	11%	13%

Bastille Day

Another very important day in the Remuera event calendar is Bastille Day.

2017

Analysis of spend data shows local businesses benefiting from the event with a large increase in spend vs a normal non-event day (up by 49%). This is the most successful of the four events reviewed.

Both categories of spend showed significant improvement, but food and beverage retailers were the ones reaping the most reward with a 69% increase in spend vs a normal non-event day during July 2017.

Market (Bastille Day) - Remuera Only - 2017				
	Food and beverage		Retail sales – other	Total
		2017	2017	
Spending on Event Day	\$	49,357.58	\$ 265,936.10	\$ 315,294
Spending on Average Day	\$	29,233.94	\$ 183,004.43	\$ 212,238
		69%	45%	49%

2016

The improvement from 2016 is significant (17% increase in spend in 2016 on event day vs 49% increase in spend in 2017). The Business Association noted that the terrorist attack in Nice happened the day before the 2016 event, so that may have affected the mood of the festival. Their notes also show that weather on the 2017 day was sunny compared to showers on the 2016 event day. This could be a factor in spending patterns.

Market (Bastille Day) - Remuera Only - 2016				
	Food and beverage		Retail sales – other	Total
		2016	2016	
Spending on Event Day	\$	37,170.60	\$ 230,278.73	\$ 267,449
Spending on Average Day	\$	30,332.21	\$ 198,223.04	\$ 228,555
		23%	16%	17%

Remuera Market Day

2016

A 2016 event, the Remuera Market Day benefited local businesses in terms of generating an additional 14% of income vs an average non-event day in October 2016. Food and beverage outlets experienced the greatest gains (24%).

Remuera Market Day - 2016				
	Food and beverage		Retail sales – other	Total
		2016	2016	
Spending on Event Day	\$	37,251.88	\$ 253,330.31	\$ 290,582.19
Spending on Average Day	\$	30,143.03	\$ 224,749.32	\$ 254,892.35
		24%	13%	14%

MG Car Club Christmas Concourse

2017

This local event was also a success for the business community by generating an additional 18% of income overall. However, this increase was not spread evenly across the spend categories. In contrast to the other Remuera events reviewed, spend on food and beverage suffered a decline in revenue (10%) relative to a normal non-event day. In contrast, retail sales were up by 22%.

MG Car Club Christmas Concourse - Remuera - 2017					
	Food and beverage		Retail sales – other		Total
		2017		2017	
Spending on Event Day	\$	30,849.86	\$	327,827.17	\$ 358,677
Spending on Average Day	\$	34,214.08	\$	269,523.68	\$ 303,738
		-10%		22%	18%

5.2 Business Association Representation: Qualitative Insights from Remuera

Overall perception of events:

Events in Remuera are viewed extremely positively by the Business Association, with benefits extending to all groups within the community including retailers. Both the Business Association and retailers would like more events to take place throughout the year.

In particular, Bastille Day and Chinese New Year are considered extremely successful. Businesses are very supportive.

“Thumbs up, smiling faces, great feedback”

In addition to generating additional income for local businesses, events are valued for the exposure they bring to the town centre and the awareness they generate. Even if visitors don't shop, events do produce extra foot traffic. This includes people from the local community and from other suburbs who wouldn't normally visit Remuera.

“Gives people a taste and feel for Remuera”

“Breaks down preconceived ideas about the area”

Events are seen as great advertising, which is why local businesses are supportive. Any type of exposure is considered to be valuable.

Another key benefit of events is role they play in helping to create community spirit and unity. They provide a context for interacting with people from the local neighbourhood.

“Might not always see your neighbour out and about, so it’s great to bump into them during a community event ... gives them a chance to talk and catch up”

“It’s great catch up time Get lots of feedback that it was a great night and looking forward to the next one”.

Without events, the feeling is that the town centre would lose support and a sense of community.

“It would feel like nothing is happening around here”

The long term goal is to hold an event each month. This would help to achieve the vision for Remuera:

- Growth
- Increased foot traffic
- Build a vibrant community
- Keep the locals in the area, spending locally, rather than going outside to other suburbs
- Attracting visitors to shop from other areas
- Strengthen community spirit and community celebration

“We have a great community, but don’t have a public space or town hall where people come together”

Concerns with Events:

The Business Association in Remuera doesn’t have any major concerns about events. They clearly recognise the benefits to the community and to retailers.

Businesses are not concerned about overcrowding on event days.

“They (retailers) want that buzz and more people on the street”

Food operators are not concerned about food vendors coming in for event day, as long as they are complimenting rather than competing with them. For example French crepes on Bastille Day. Businesses recognise that these vendors bring in new customers who will hopefully spend with local retailers.

Road closures are not a particular concern in Remuera. Chinese New Year road closures operated from 4pm until 10pm. There were no complaints from businesses.

The only real issue is lack of funding and the amount of work and cost involved in staging an event to a high standard.

The Business Association would be grateful for any additional funding for smaller events throughout the year. Extra funding would mean a greater number of events and also enable the outsourcing of logistics to improve the quality of event delivery.

How to get the most out of events:

While local businesses are supportive of events, they do need constant reminding of the value of events. They are mainly small businesses with limited resources and therefore need to be encouraged to get involved.

“Sometimes hard to get them to do more than their normal everyday activities ... owner operators are time poor and find it hard to fit more in their day”

The messages that work best to overcome this are how the event promotes their business and how it offers free marketing and exposure.

Social media is useful to help businesses understand the value of events.

“During the event, we undertook video interviews with attendees, asking what was of value to them We used these interviews as well as photos on Facebook and the website, to promote the value to members and the community”

Exit interviews have also been utilised. The feedback, which has been overwhelmingly positive, is very helpful in speaking with local businesses and reinforcing the value of events.

Businesses have asked for a broader range of events.

“Can we have other events please, not just Chinese and French”

What can the Local Board and Council do to help?

The Local Board is seen to take an active interest in local events. They are present at key events and get involved on the day. Funding of the two major local events by the Local Board is greatly appreciated and valued.

“Couldn’t do it without funding from our Local Board”

Their involvement is seen to offer strong exposure for them, allowing the local community to get to know them better and what they do.

Assistance with compliance costs would be greatly appreciated, eg the cost of outdoor liquor licensing.

“Can this be waived since it’s a community event?”

There is hope that in the future, extra funding will be available to add other events to the calendar. Further funding would also assist with the running of existing events.

“Events are a lot of work Would prefer to outsource logistics as much as possible but budgets are tight Want to make events as good as they can be to attract people in”

6. Mission Bay and St Heliers Town Centres combined

Spend data during the following three key regional events held in both Mission Bay and St Heliers is reviewed in this section:

Event	Date	Day
Round the Bays	6 March 2016 5 March 2017	Sunday
Panasonic Triathlon	4 December 2016 3 December 2017	Sunday
Panasonic Triathlon	10 April 2016 26 March 2017	Sunday

6.1 Round the Bays

Spend Data Analysis

2017

During the 2017 Round the Bays event, an additional 6% of income was generated across the two town centres, compared to non-event Sundays during March 2017. This increase was evident across both categories of retail spend.

Round the Bays - Mission Bay & St Heliers - 2017				
	Food and beverage 2017	Retail sales 2017	Total	
Spending on Event Day	\$ 154,747	\$ 38,819	\$	193,566
Spending on Average Sunday	\$ 145,283	\$ 36,820	\$	182,103
	7%	5%		6%

2016

In contrast, during the 2016 event, overall spend declined for food and beverage retailers, compared to non-event Sundays during the month. As a result, overall income dropped by 9%.

Round the Bays - Mission Bay & St Heliers - 2016				
	Food and beverage 2016	Retail sales 2016	Total	
Spending on Event Day	\$ 138,295	\$ 31,610	\$	169,905
Spending on Average Sunday	\$ 157,636	\$ 28,594	\$	186,229
	-12%	11%		-9%

Business Association Representation: Round the Bays Qualitative Insights

Representatives from both town centres are not particularly in favour of events such as Round the Bays which in their view are seen to contribute little to the business environment. (However there was a 6% increase in spend in 2017)

“We’ve tried to promote Round the Bays eg come down and watch, put material in race packs, work with organisers, etc, but no traction.” (Mission Bay)

The following concerns were raised:

- Road closures
- Event passes through the area but there is no benefit to the business community
- Locals stay away due to crowding, no parking and road closures
- Impacts local businesses who are open in the morning, eg cafes for brunch
- Some concern that even through roads re-open at midday, people stay away for the whole day, not knowing about the roads reopening and expecting congestion

“We understand that these events are for the greater good. However it’s not great for the local businesses. The event finishes here, and then people go elsewhere to hospitality tents. The village is blocked out for the day, roads are closed and locals stay away.” (St Heliers)

The Business Association (Mission Bay) undertook research last year which found that local people stay away on major event days such as Round the Bays.

“Trading is down, locals stay away because they feel like their own backyard has been taken over and they are grumpy that there are too many people”

Mostly affected are the businesses that open in the morning, eg Cafes for bunch. This is further exacerbated by the fact that Sunday is their peak trading day. (Round the Bays is always on a Sunday). Once the road reopens however, then normal activities resume for the afternoon.

“One café recorded at least a 20% drop in sales during both the 2016 and 2017 Round the Bays event. This was due to normal large breakfast/brunch trade being impacted as a result of the road being closed in the morning.”

The analysis of spend data suggests that while spending was down during the 2016 event, this was reversed during the 2017 event with a small lift (6%) in overall income. Further investigation with the Business Association into what other factors may have contributed to this, will help to clarify this result.

6.2 Panasonic Triathlon

Spend Data Analysis

The following four tables show the impact of the Panasonic Triathlon on local spending compared to the other non-event Sundays during the same month. There is considerable fluctuation in results across the four events which could be caused by any number of factors which are not part of this analysis. Further investigation into activities and environmental factors is recommended to understand these variances more fully.

Both town centres benefited from moderate levels of overall increased spending during the 2017 events (March 2% and December 7%).

During the March 2016 event, sales declined by 21% vs spending on non-event Sundays that month. In complete contrast, spend later that year during the December event increased dramatically by 47% overall compared to non-event Sundays during the same month.

2017

December

Panasonic Triathlon (Dec) - Mission Bay & St.Heliers Only - 2017				
	Food and beverage		Retail sales	Total
Values	2017		2017	
Spending on Event Day	\$	181,836	\$ 54,703	\$ 236,540
Spending on Average Sunday	\$	170,794	\$ 51,275	\$ 222,068
		6%	7%	7%

March

Retail sales suffered in comparison to food and beverage income.

Panasonic Triathlon (Mar) - Mission Bay & St.Heliers Only - 2017				
	Food and beverage		Retail sales	Total
Values	2017		2017	
Spending on Event Day	\$	156,362	\$ 29,010	\$ 185,373
Spending on Average Sunday	\$	145,283	\$ 36,820	\$ 182,103
		8%	-21%	2%

2016

December

Panasonic Triathlon (Dec) - Mission Bay & St.Heliers Only - 2016				
	Food and beverage		Retail sales	Total
Values	2016		2016	
Spending on Event Day	\$	185,548	\$ 52,233	\$ 237,781
Spending on Average Sunday	\$	131,951	\$ 29,560	\$ 161,511
		41%	77%	47%

March

Panasonic Triathlon (Mar) - Mission Bay & St.Heliers Only - 2016				
	Food and beverage		Retail sales	Total
Values	2016		2016	
Spending on Event Day	\$	122,692	\$ 24,534	\$ 147,226
Spending on Average Sunday	\$	157,636	\$ 28,594	\$ 186,229
		-22%	-14%	-21%

Business Association Representation: Panasonic Triathlon Qualitative Insights

The Triathlon series is viewed more positively than Round the Bays. While road closures are still a feature, there are many spectators who are seen to spend money with the local businesses. This is evident across three of the four events analysed whereby spend was either stable or up compared to non-event Sundays in the same month. The only exception was the March 2016 event.

The event starts and finishes in Mission Bay, so it's not just a thoroughfare for the town centre.

Another positive is that there are no external food vendors on site (apart from a coffee cart), so local businesses are not competing with outside vendors for trade.

“The triathlon series is an example of a good event ... they have a good supporter base who spend at the local businesses”

Parking does become a problem, but that is the case with any large event.

St Heliers are keen to integrate more with the event in the future, and promote the local businesses to participants and their supporters.

“Our aim is to get event people to stay and shop”

7. Mission Bay

Spend data during the following three key events held in Mission Bay is reviewed in this section:

Event	Date	Day
WMA Pink Ribbon Motorcycle Charity Ride	9 October 2016	Sunday
	8 October 2017	
Mission Bay Art and Craft Market	1 February 2016	Monday
	30 January 2017	
Mission Bay Art and Craft Market	24 October 2016	Monday
	23 October 2017	

7.1 Spend Data Analysis

WMA Pink Ribbon Motorcycle Charity Ride

2017

Compared with the average spend on a non-event Sunday in Mission Bay during October 2017, there was a 17% drop in income during the 2017 WMA Pink Ribbon Motorcycle Charity Ride event.

This was mostly driven by a decline in food and beverage sales (-19%).

WMA Pink Ribbon - Mission Bay - 2017				
	Food and beverage	Retail sales	Total	
Values	2017	2017		
Spending on Event Day	\$ 62,684	\$ 11,630	\$ 74,314	
Spending on Average Sunday	\$ 77,190	\$ 12,038	\$ 89,227	
	-19%	-3%	-17%	

2016

The overall decline in spending was also evident during the 2016 event (-11%). However in contrast to 2017, the decrease was more pronounced for retail sales (-23%) relative to food and beverage sales (-9%).

WMA Pink Ribbon - Mission Bay - 2016				
	Food and beverage	Retail sales	Total	
Values	2016	2016		
Spending on Event Day	\$ 75,159	\$ 12,141	\$ 87,300	
Spending on Average Sunday	\$ 82,683	\$ 15,710	\$ 98,392	
	-9%	-23%	-11%	

Mission Bay Art and Craft Market

The following four tables show the impact of the Mission Bay Art and Craft Market on local spending vs average non-event days during the month. Across both 2016 and 2017, analysis of spend data shows local businesses benefiting from the Market Days with a sizeable increase in spend during each event. The strongest increase was during the most recent Market day (October 2017) when sales lifted by 51%.

For three of the four Market Days reviewed, retail sales have contributed the most to the improved sales figures (Jan 2016 and 2017, Oct 2016). In contrast, it was food and beverage sales which drove spending up during the October 2017 Market Day.

Please note that this event falls on a public holiday. Generally trading is higher on a public holiday anyway, and therefore a lift in sales would have been expected even without the event. Therefore a proportion of this increase is likely to be due to public holiday spending and not solely related to the Market Days themselves.

2017

October

Art & Craft Market (Oct) - Mission Bay Only - 2017				
	Food and beverage		Retail sales – other	Total
	2017		2017	
Spending on Event Day	\$	95,580.39	\$ 14,971.91	\$ 110,552
Spending on Average Day	\$	61,313.85	\$ 11,736.82	\$ 73,051
		56%	28%	51%

January

Art & Craft Market (Jan) - Mission Bay Only - 2017				
	Food and beverage		Retail sales – other	Total
	2017		2017	
Spending on Event Day	\$	100,136.21	\$ 26,710.36	\$ 126,847
Spending on Average Day	\$	83,719.77	\$ 16,044.81	\$ 99,765
		20%	66%	27%

2016

October

Art & Craft Market (Oct) - Mission Bay Only - 2016				
	Food and beverage		Retail sales – other	Total
	2016		2016	
Spending on Event Day	\$	82,413.50	\$ 16,318.03	\$ 98,732
Spending on Average Day	\$	64,408.78	\$ 10,916.04	\$ 75,325
		28%	49%	31%

January

Art & Craft Market (Jan) - Mission Bay Only - 2016				
	Food and beverage		Retail sales – other	Total
		2016	2016	
Spending on Event Day	\$	86,181.22	\$ 18,112.08	\$ 104,293
Spending on Average Day	\$	80,509.99	\$ 13,213.93	\$ 93,724
		7%	37%	11%

7.2 Business Association Representation: Qualitative Insights from Mission Bay

Overall perception of events:

The general perception by the Business Association representatives is that local events are positive for the local community. They bring something new and different into the community and the Association likes to support them.

“We live in a fabulous city waterfront location, therefore expect to see and have events as they are positive and contribute to the wonderful city”

However the impact of events needs to be managed to ensure the local business community are not adversely affected. There are mixed views, depending on the type of event and specific criteria.

“Can’t blanket say that all events are either good or bad”

The Market Days are an example of an event that is well managed and works well for the local area.

“No road closures, limited number of outside food stalls, 100’s of people visiting and spending. Only down side is parking which can inhibit regular trade”

This is supported by the sales data analysis which shows a strong increase in revenue for local businesses on all market days. (Please note that a proportion of this increase will be as a result of normal lifts in spending which occur on public holidays).

What works well:

- Events which bring locals and outsiders to Mission Bay

“Best example of an event that worked for us was the Jazz Festival in its original format. Just brilliant! Attracted the whole community as well as outsiders. Great for local businesses. Wonderful for Mission Bay”

- Events which promote Mission Bay as a destination

“Destination branding and awareness spinoff, not just passing through”

- Events that can be promoted, eg on Facebook page
“Organisers can provide collateral to put on webpage”
- Events that people can get involved in
“People participate in and watch. Create a buzz and a vibe”
- Events that encourage spending amongst the local retailers
- Examples of good events are local Market Days, Triathlon series, SUP weekend events, beach volleyball and touch rugby series
“These are local events with locals involved, have a good supporter base and are promoted on Facebook page”

What doesn't work well:

- Road closures
“Road closures turn people away and make people stay away”
- Overcrowding
“Turns the locals off”
- Outside food vendors which takes trade away from local businesses
- Events that take up local street parking
- Events that don't encourage spending with the local retailers
- Events which just pass through and have no benefit to local community
“Events which are just disruptive and make locals stay away, ie due to crowding, no parking and road closures”
- Examples of events are Round the Bays and Auckland Marathon
“These are our least liked events. Nothing for the local business community. No-one comes. Greatly affects businesses who are open during that time, ie mornings”

For the future:

There is an appetite for additional locally organised events during the shoulder and winter seasons.

“Good time to have events and bring people out and about is during winter. It is very quiet and local events can generate trade. Events such as the Family Festival (May 2015) was a success and great for the local community. Very weather dependent though.”

It is acknowledged that winter events can be risky due to the weather factor.

“Ice skating failed due to a cyclone. Very expensive to run, great idea, but so dependent on the weather.”

Other suggestions for events include a Buskers Festival.

“Entertaining, adds to the vibe of Mission Bay and does not mean road closures”

The Business Association are not keen on any more events during the summer months.

“Local businesses are busy trying to make money. We don’t need any more events during summer.”

What can the Local Board and Council do to help?

The relationship and rapport with the Local Board is considered to be positive.

“They come along to monthly meetings. We feel listened to when we have concerns”

The process for planning events is generally well managed and communicated.

“Usually the process is good with plenty of consultation period”

Keeping road closures to a minimum and managing them closely to ensure roads are reopened as quickly as possible would be very helpful. Where possible, reduce to one lane rather than closing the road fully.

There is some concern that even through roads open at midday, people stay away for the whole day not realising the roads are open and expecting hold ups. Better communication to the public regarding road closures and openings would be very beneficial, for example via text alerts.

“Council are good at saying when the roads are closed, but not so good at saying when they are re-opened”

Another suggestion is using social media to advertise alternative routes, or signage such as LED screens which were used for the World Masters events.

8. St Heliers

Spend data during the following local event held in Mission Bay is reviewed in this section:

Event	Date	Day
Auckland Triumph Car Club Show and Shine	20 November 2016	Sunday
	12 November 2017	

8.1 Spend Data Analysis

2017

Spend increased by 15% during the Triumph Car Club Show and Shine event compared with an average non-event Sunday during November 2017 in St Heliers.

This was driven by a good lift in food and beverage sales (28%), contrasted with a decrease in spend on other retail products (-14%).

Triumph Car Club Show - St Heliers - 2017				
Values	Food and beverage	Retail sales	Total	
	2017	2017		
Spending on Event Day	\$ 90,540	\$ 25,189	\$ 115,728	
Spending on Average Sunday	\$ 70,881	\$ 29,448	\$ 100,329	
	28%	-14%	15%	

2016

Overall spend on event day vs average non-event Sundays during November also improved in 2016 (12% increase). Both categories of spend enjoyed an increase in sales figures.

Triumph Car Club Show - St Heliers - 2016				
Values	Food and beverage	Retail sales	Total	
	2016	2016		
Spending on Event Day	\$ 60,496	\$ 19,446	\$ 79,941	
Spending on Average Sunday	\$ 55,930	\$ 15,639	\$ 71,569	
	8%	24%	12%	

8.2 Business Association Representation:

Qualitative insights from St Heliers

General perceptions of events:

For an event to be successful in St Heliers, as in other town centres, it must deliver on three key factors:

- Support and raise the profile of the local town centre
- Generate business for local retailers
- Be community focused

Examples of events which are considered to work well are Carols on the Green, Arts Festival in the Library, Opera Singers in Fern Glen, Anzac Day service. All of these have a strong community focus.

A clear distinction is made between large scale events such as Round the Bays and smaller more locally based activities. The Association has decided to focus their energy on running locally based activities and leave the larger scale events to ATEED.

“They have the people and infrastructure to do it, and we will be extremely supportive.”

In the past, there hasn't been much effort put into supporting these larger events, but the plan for the future is to change this and try to integrate more closely so that local businesses can be promoted and benefit from the events.

“In the past we haven't been able to support big events like Round the Bays, but now with our new website, we plan to get much more involved so the local community can benefit more”

There is a clear intention by the Business Association to actively support and promote larger events in order to generate returns for the local business community as well as locals.

“For example, during Carols on the Green at Xmas, we are going to offer specials in the restaurants ... we want to integrate the village with the event and promote local businesses”

“We haven't supported events enough. For example we haven't encouraged our members to open on a Sunday when an event is in town. We will do more of this in the future.”

As in neighbouring Mission Bay, similar issues are of concern regarding large events such as Round the Bays:

- Road closures
- Overcrowding
- Lack of car parking

“Wheetbix Triathlon was based here. Didn't do a lot for the village. Blocked out all the car parks and stopped anyone coming near the place.”

- Locals staying away during event days

“Most of our shoppers are local. As soon as there is an event on, the locals stay away because the roads are closed and there is no parking. They say, oh that's on today. We won't go near the place.”

- As a consequence, spending in local business is reduced on event days

“The Sand castle competition which ran for 4-5 years is an example of an event which seemed to be working very well, but when we looked into it more closely the return just wasn’t there for local businesses. We conducted research which showed it wasn’t worthwhile. Just didn’t rate. Didn’t generate business, in fact it meant lost business for the day. It was great for the beach and the general profile of St Heliers, but not for business.”

For the future:

Events are seen to contribute greatly to the sense of community.

“Brings people out. Creates a vibe. Love that stuff”

In the future, St Heliers want to focus on making the most of current events and activities, rather than adding any more to the calendar.

“What we have to remember is that we only have 50 odd weekends in a year. We need to be mindful of how many events are held as potentially there is a lot of turnover to be lost, especially if roads are closed. Events need to be generating income for local businesses.”

“When we start to add up all the events that take place on the waterfront, it starts to eat into weekends”.

Any event which involves road closures is not in favour.

“They inhibit local spending. Anything which involves orange barriers – loathe them – they destroy an event It doesn’t fit with our type of village feel.”

Events which attract outsiders, eg Art Festival are seen as very appealing. A main street festival would also be good as it brings people straight into the village.

The Business Association are targeting six promotions per year to try and drive business for the local town centre.

What can the Local Board and Council do to help?

The relationship with the Local Board is strong.

“We get a lot of support from the Local Board. We are very lucky. They are part of our meetings and our community. They make sure our voices are heard.”

The earlier the Local Board provides information about an upcoming event, the easier it is for the Business community to get involved

“Make sure we are informed in the very early stages of event planning, to make sure we are all on the same wave length and in turn we can support the event, eg plan a promotion to integrate with the event, using the website.”

9. Major Events

Spend data during the following three major Auckland events is reviewed in this section:

Event	Date	Day
ASB Auckland Marathon	30 October 2016 29 October 2017	Sunday
World Masters Games	21-30 April 2017	Friday - Sunday
British and Irish Lions Rugby Tour	7 June – 8 July 2017	Month

9.1 ASB Auckland Marathon

The following tables show the average spend on ASB Auckland Marathon days compared with average spend on non-event Sundays during October.

Because the ASB Auckland Marathon only impacts two of the four town centres included in the research, the analysis includes spend data from Mission Bay and St Heliers only.

2017

The results show that overall spend decreased by 3% compared to non-event Sundays during October 2017 in both town centres. Retail sales actually increased by 16% compared to average spend on Sundays. In contrast, food and beverage sales decreased (-6%).

ASB Auckland Marathon - Mission Bay and St.Heliers - 2017				
	Food and beverage		Retail sales	Total
Values	2017		2017	
Spending on Event Day	\$	124,621	\$ 30,131	\$ 154,753
Spending on Average Sunday	\$	133,197	\$ 25,937	\$ 159,134
		-6%	16%	-3%

2016

Overall spending was up slightly during the 2016 event compared to average spend on non-event Sundays during October 2016. Both categories of spend experienced similar levels of gain.

ASB Auckland Marathon - Mission Bay and St.Heliers - 2016			
Values	Food and beverage 2016	Retail sales 2016	Total
Spending on Event Day	\$ 141,888	\$ 31,341	\$ 173,229
Spending on Average Sunday	\$ 136,251	\$ 30,442	\$ 166,693
	4%	3%	4%

Business Association Representation: Qualitative Insights

The local Business Associations' have ongoing concerns regarding this event and its impact on their local business environment and communities. Please refer to previous sections 7.2 and 8.2 for further discussion on these issues.

9.2 World Masters Games

The following table shows average spend during all ten days the World Masters Games were held and includes spend across all four locations.

Average non-event spend has been calculated from all days the event was not taking place during April 2017 across all four town centres.

Extra caution is required when interpreting these results given the large geographic area included in the analysis and also because of the wide range of events and locations involved in the World Masters Games. It is impossible to control for other variables during the analysis period and across the four town centres, which may have impacted on spending in these locations. These results should be seen as indicative.

Results show a slight improvement in overall spending across all town centres (5%), largely driven by an improvement in food and beverage sales. Retail sales were slightly down over the period of the Games vs non-event days that month (-2%).

World Masters Games - Spend & Average - Spend All locations - 2017			
	Food and beverage 2017	Retail sales – other 2017	Total
Spending on Event Day - All	\$ 213,615.45	\$ 296,926.63	\$ 510,542
Spending on Average Day - All	\$ 184,449.29	\$ 302,758.24	\$ 487,208
	16%	-2%	5%

9.3 British & Irish Lions Rugby Tour

The following table shows the average spend across all days the Lions Rugby Tour was held and includes all four locations.

Average non-event spend has been calculated from all days the event was not taking place during June and July 2017 across all four town centres.

Again given the broad scope of this analysis, both in terms of geographic coverage and number of days the event took place, caution is required in making direct links between the event itself and impact on spending. It is impossible to control for other variables during the analysis period and across the four town centres, which may also have impacted on spending in these locations. These results should be seen as indicative.

Results show an improvement in overall spending across all town centres (11%). Retail sales were up by 15% while food and beverage sales saw a more moderate increase of 5%.

Lions - Spend & Average Spend - All locations - 2017				
	Food and beverage		Retail sales – other	Total
		2017	2017	
Spending on Event Day - All	\$	178,687.15	\$ 306,449.16	\$ 485,136
Spending on Average Day - All	\$	170,778.99	\$ 267,547.74	\$ 438,327
		5%	15%	11%

Appendix A: Qualitative Interview Guide

The discussion guide allows for considerable freedom within the topic areas and is not a questionnaire to be covered word for word. Not all questions will necessarily be asked and they will not always follow the exact flow of this guide. Rather they will be tailored to the specific interview.

1. INTRODUCTION

- Welcome and thanks
- This research is being conducted on behalf of the Ōrākei Local Board.
- The purpose of the research is to enable the Local Board to better understand the needs of the local business community with regards to events being held in the Local Board area.
- The results will be used by the LB to better support the Business Associations.
- We are speaking to business representatives from a number of town centres within the LB area. Interviews will be combined together into a report and your answers can remain confidential if you wish.
- Permission to take notes/record for analysis purposes only.

2. CONTEXT – UNDERSTANDING THE ORGANISATION, THEIR ROLE AND THE INTERACTION WITH LOCAL EVENTS

Purpose – to understand stakeholder context and get top of mind issues out for discussion during the interview

- Can you tell me a little about your business?
- Can you tell me a little about your role representing the local business community?
- What is your role with regards to events held in your local community?

3. UNDERSTAND GENERAL PERCEPTIONS, VALUE AND ROLE OF EVENTS

Purpose – to understand perceptions, attitudes, value, concerns and role of events, particularly stakeholder language, emphasis and intuitive “cost benefit” equation

- What is your general perception of events?
- What role do they play for the local community and business community?
- Of what importance, or not, are events to town centres and local communities?
- What are the implications for a city/town centre without events? Local or regional?
- What do events impact on? (probe economic, social)
- What are the benefits? Who and how?
- What are the concerns? For who and how?
- What impacts have you seen on your business/the businesses in your area? How do we know this? How do we assess these impacts? What indicators do you look for?

4. BUSINESS COMMUNITY CONTEXT

Purpose – To bring the wider context of the business community into the picture

- In what way do you feel events are understood and valued, or not, within your local business community?
- What are the discussions and the issues that are tossed back and forth?
- What helps people understand the value of events? Conversations? What kind of evidence?
- What are the best messages? And who are the best messengers?
- What messages / messengers get in the way of understanding the role and value of events?
- What are the issues that need to be resolved for events to create more value and receive better support from the business community?

5. IMPACT ON TRADING

Purpose - To understand specific concerns regarding impact on trading

- What impact, if any, do you think events have on local trading? How significant is this?
- What specific factors impact on trading during events? How?
- Probe specifically on parking, traffic, lack of community visitation and spending
- What else?

6. EVENT EXPERIENCES

Purpose - To understand how to target current experiences, either positive or negative, in order to provide further support

- Thinking about recent events held in your local community, what worked well/ didn't work well?
- Would you like a greater number or fewer events? What type? Why?
- Preference for large vs small events?
- Preference for local vs regional events?
- What does your Business Association currently do when there is an event happening?
- How do they promote/market the local business environment to attract trade?
- Does this differ by local or regional events?
- What measures do they put in place, if any, to alleviate any concerns?

7. LOCAL BOARD SUPPORT

Purpose – understand perceptions of LB, how the factors that support the relationship are working and where it needs to change to better support stakeholder needs

- What support do you currently receive from the LB with regards to events in your local community?
- And what support do you currently receive from council with regards to events in your local community?
- Which activities that the LB undertakes are of most importance to you?
- How well do they deliver these for you?
- What works/what doesn't work?
- What could they do better?
- What else would you like from the Local Board surrounding an event? *(Remind that not everything is possible as the LB has limited control over council events)*
- Does this differ by local or regional events?
- From what you have seen in regards to the way events currently work – what needs to change ... be strengthened ... or affirmed ... or what would be better?

8. IMPACT OF EVENTS ON COMMUNITY AS A PLACE TO LIVE AND WORK

Purpose – to understand how best to promote benefits of events

- From your experiences, what are some of the stand-out examples of great events in local communities? What impact did they have and why?
- What is your vision for your local community?
- How, if at all, can events help to achieve that?
- What needs to change in any way to better meet your ideal vision?

9. WRAP UP

- What advice would you like to give to Ōrākei Local Board going forward?
- Any outstanding issues you would like to raise?

THANK AND CLOSE