

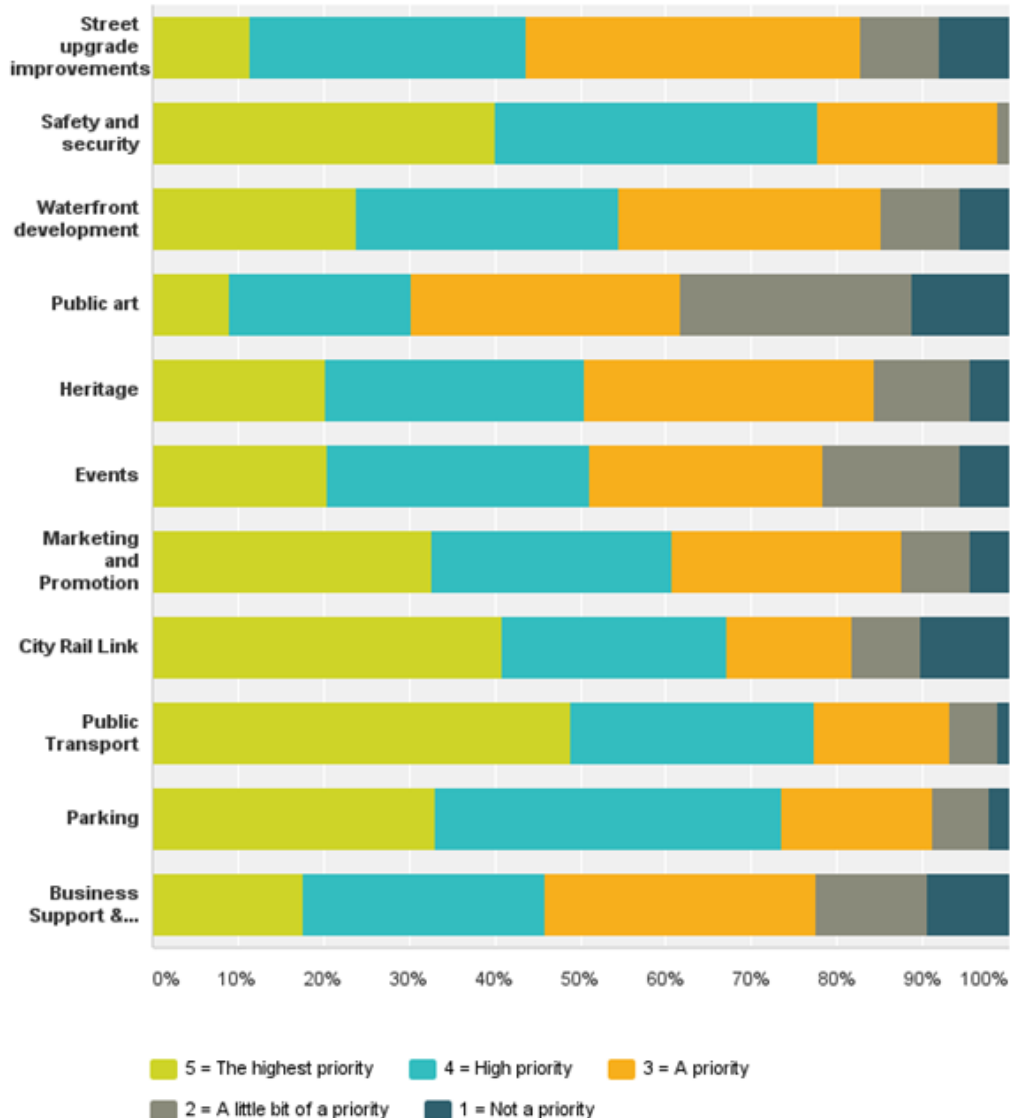
HOTC Members Survey 2014 Results



Our members told us that:

- **The highest City Centre priorities are:** Public Transport, City Rail Link, Parking, Safety & Marketing
- They were aware of most of the areas of work that we were involved in (70+% awareness across most work areas) – less aware was our involvement in **safety projects, 24/7 ped counts, and our role on the CBD Advisory Board**
- Overall, **79%** rated us good, very good or excellent in our overall performance
- Top performing HOTC work areas were: **members comms, events, marketing, our ambassadors, improving the look of the city**
- Lowest performing areas were **monitoring the performance of the city and safety**
- The one thing we do well is **comms to business**, then **marketing** and then **promotion and events**
- The one thing we should focus more on is **safety**, then **parking**

City Centre Priorities



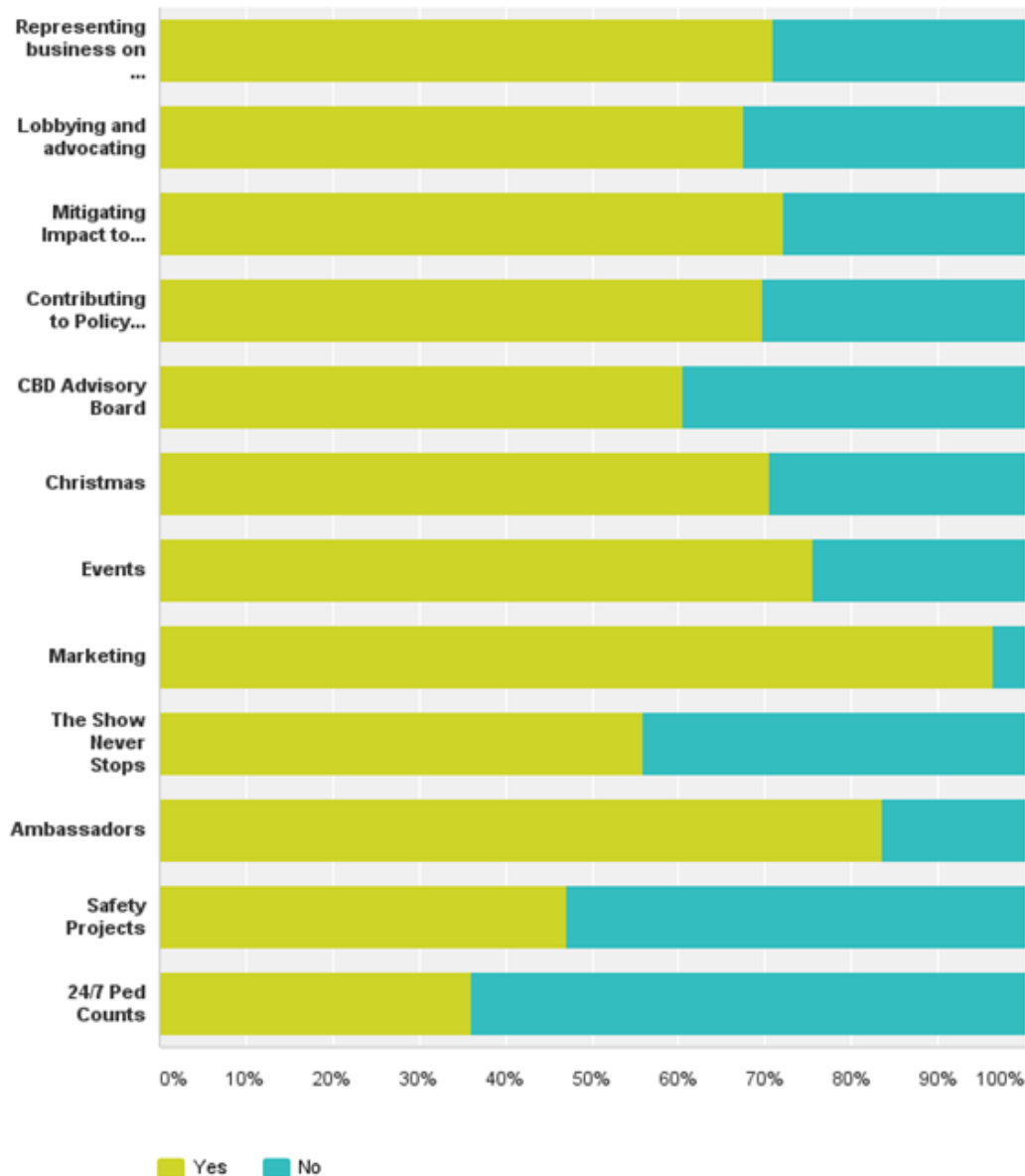
Highest Priorities

- Public Transport
- City Rail Link
- Parking
- Safety & Security
- Marketing & Promotion

Additional comments included:

- Improving the street environment – rubbish, cleanliness, disabled facilities, toilets, street furniture, queen street improvements
- Business in the city – the retention and attraction of businesses
- Begging and Parking was again reemphasised
- A few comments were received about the need to minimise the impact of events on business

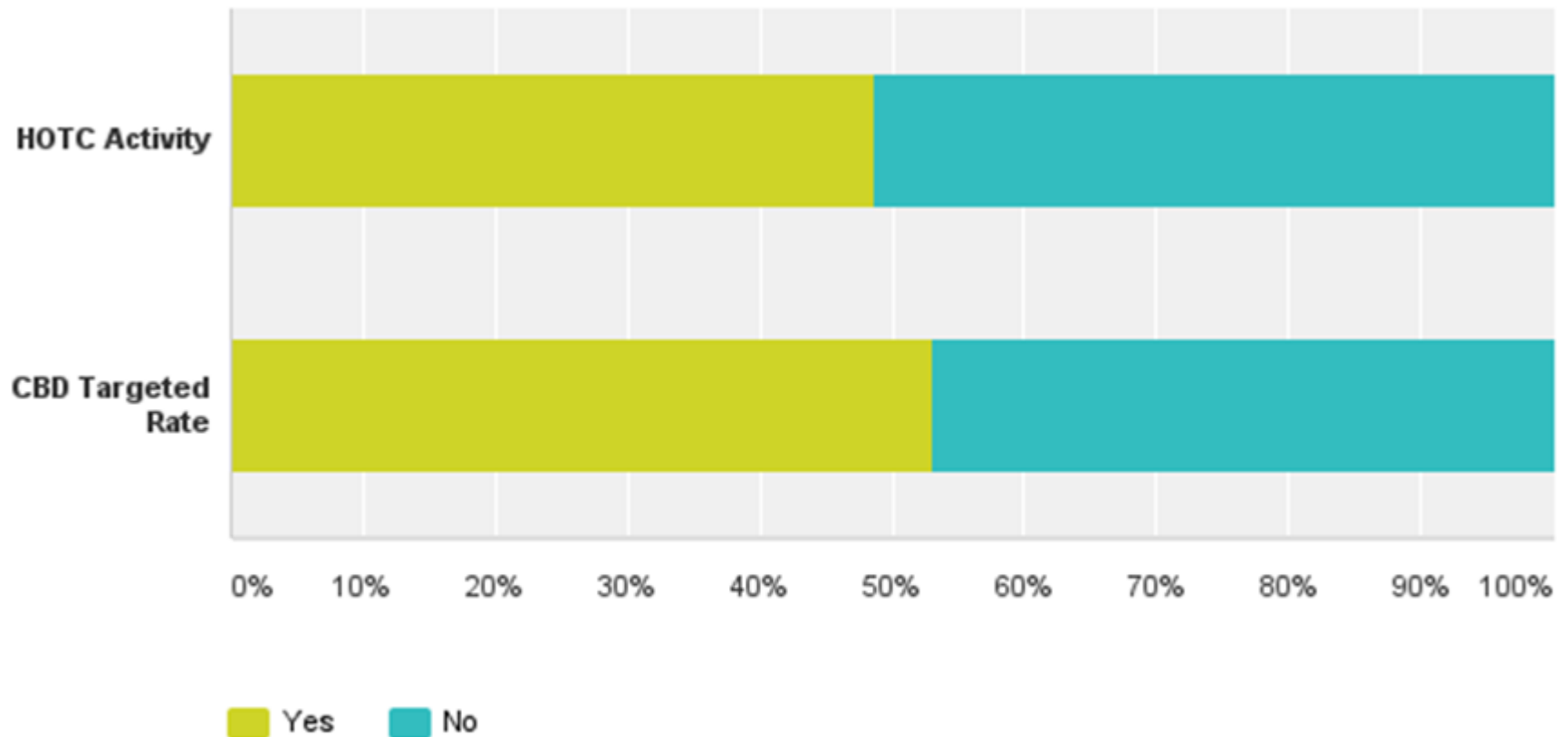
Awareness of HOTCity Activities



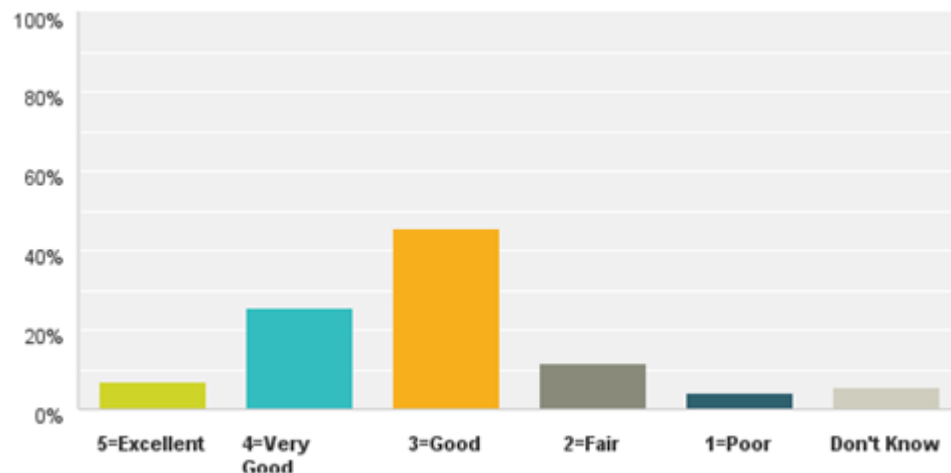
We will increase visibility about

- our role in improving safety in the city
- how we monitor the performance of the City, including our 24/7 pedestrian count programme

Awareness that Part of Council rates on property pays for:



Overall, how did our member rate us at working to improve the city centre for business?



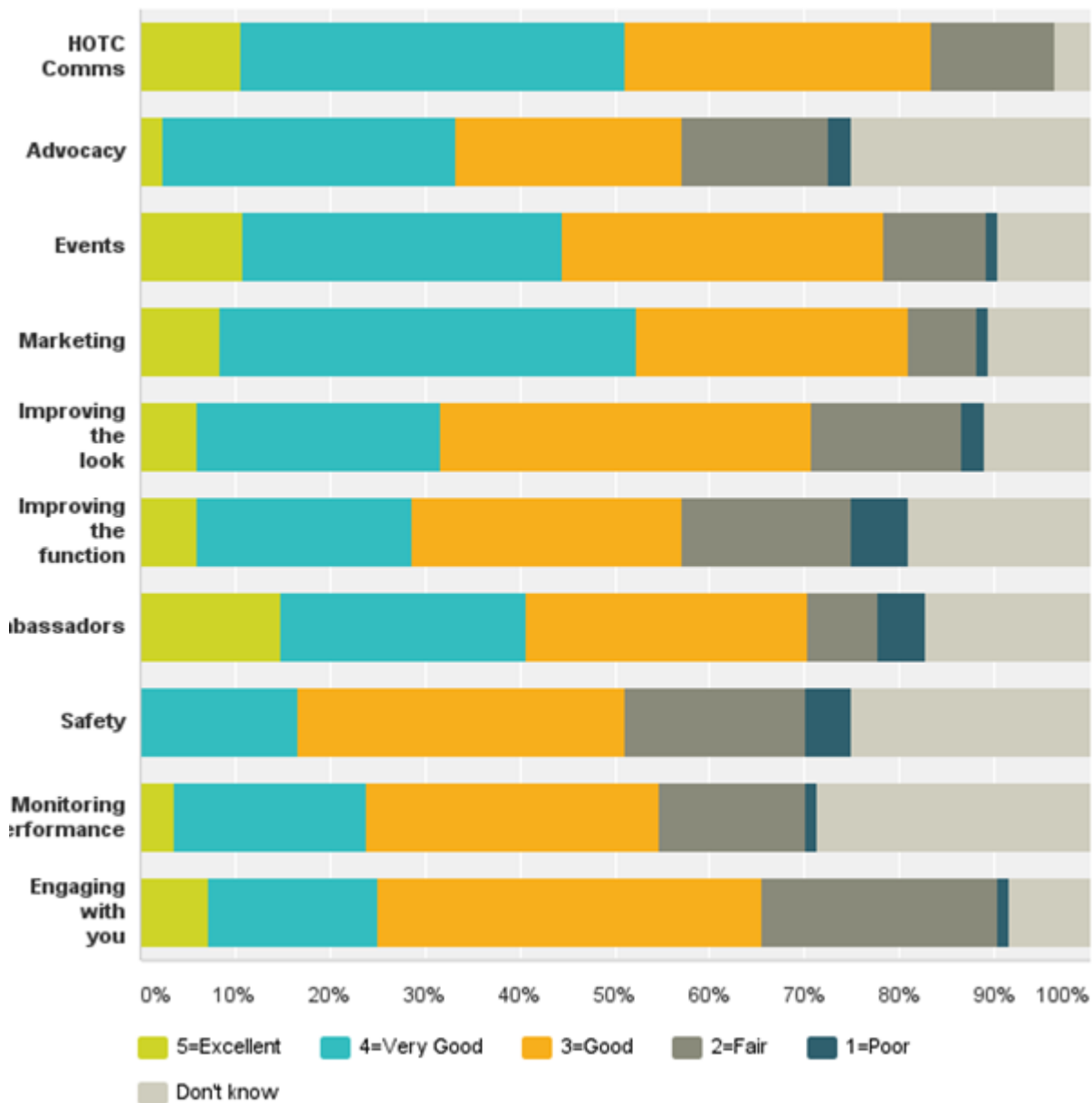
33% of businesses rated us as **excellent to very good** and **46% rated us as good**. Of those who provided additional comments, this is some of the things they told us:

- *“You do a great job of promotion and generally support businesses well...”*
- *“Promotion of the City Centre has certainly improved over the last 12-18 months. Love the Easter Egg idea! Very clever and there are some really good fresh idea's coming out of HOTC”.*

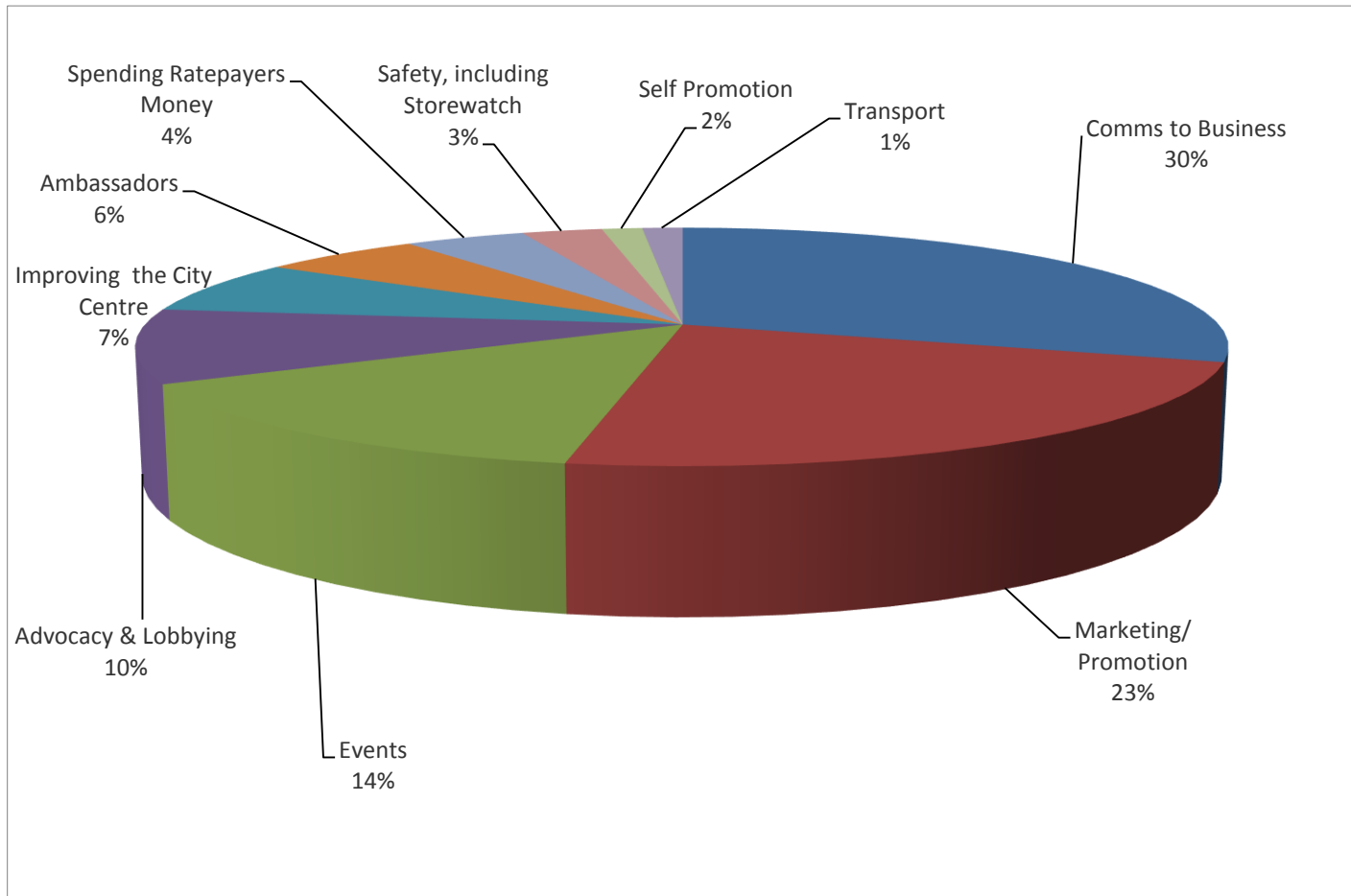
16% businesses rated as **fair to poor**. Of those who provided additional comments, this is some of the things they told us:

- *“I think you can improve your goals by asking for input from established business owners especially on a regular basis...I feel the HOTC needs to become MUCH more transparent and topical with your activities...”*

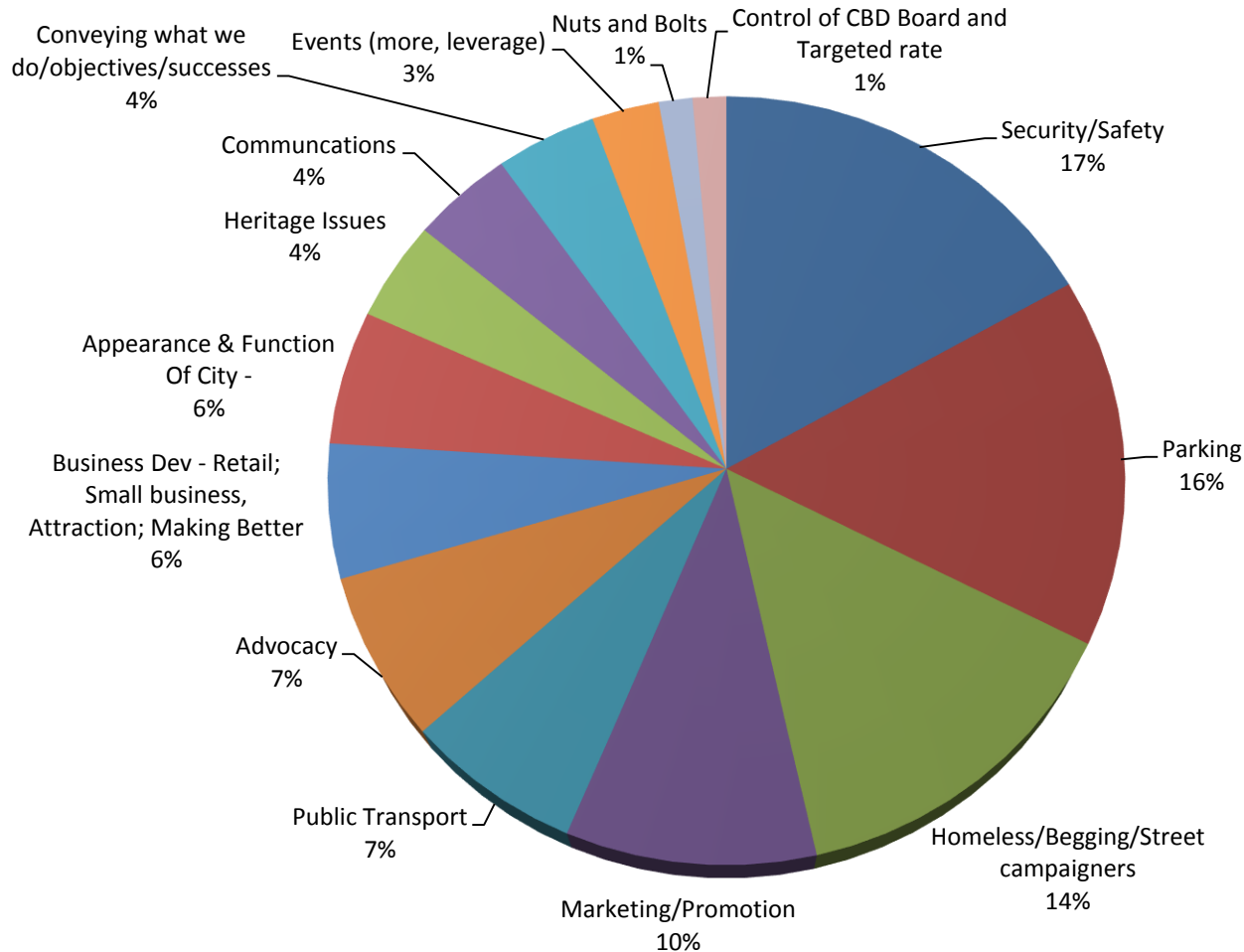
Performance Rating of Key HOTC Works Areas



What's the ONE thing that we do well



What is the ONE thing that we can focus more on?



34 businesses made additional 'general comments', some of the things they told us included:

- Most comments told us that we were “doing a good job”, and to “keep up the good work”,
 - *“We have a beautiful city and you promote it well. Carry on with the good work so that we can all enjoy it”*
 - *“Just keep on keeping on”*
- The majority of other comments reinforced earlier comments around safety, parking, begging along with recommendations on ways to improve the overall city centre environment:
 - *“improve the 'short term street parking around the city, it is impacting on businesses in this area”*
 - *“Work on re-establishing the High St as the trendy heritage place to shop and be seen”*
- We also received several comments about the need for us to engage better

