




## Beach Street Pedestrianisation



### I am a:

Response	Chart	Percentage	Count
Local resident / Ratepayer		88.6%	39
Visitor		2.3%	1
Other, please specify...		9.1%	4
		<b>Total Responses</b>	<b>44</b>

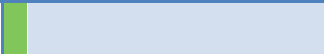



### I am a: (Other, please specify...)

#	Response
1.	Affected Business
2.	I live in Arrowtown
3.	Project Co-ordinator for the Arrowtown Promotion and Business Assn
4.	Work in Queenstown






### Would you like to be contacted about the this trial or other similar trials in the future?

Response	Chart	Percentage	Count
Yes		53.5%	23
No		46.5%	20
		<b>Total Responses</b>	<b>43</b>

## I use Beach Street as a:

Response	Chart	Percentage	Count
Business owner / operator		6.8%	3
Pedestrian		93.2%	41
Road user (private vehicle)		50.0%	22
Road user (deliveries/work vehicle)		11.4%	5
Other, please specify...		0.0%	0
		<b>Total Responses</b>	<b>44</b>

## How did you find out about the trial?

Response	Chart	Percentage	Count
Social Media (Facebook/Twitter)		40.9%	18
Newspaper		31.8%	14
Word of mouth		34.1%	15
Saw signage / bollards		20.5%	9
Other, please specify...		15.9%	7
		<b>Total Responses</b>	<b>44</b>

## How did you find out about the trial? (Other, please specify...)

#	Response
1.	Chamber of commerce
2.	B after 5
3.	QLDC website
4.	being in town most days
5.	Checking your website for public participation opportunities
6.	Through work
7.	QLDC website

### Has the trial affected you in any of the following ways?


Response	Chart	Percentage	Count
Parking		21.1%	4
Loading / Access		10.5%	2
Driving via alternative routes		68.4%	13
Congestion		15.8%	3
Loss of business		0.0%	0
Noise / Visually		0.0%	0
Other, please specify...		31.6%	6
<b>Total Responses</b>			<b>19</b>

### Has the trial affected you in any of the following ways? (Other, please specify...)

#	Response
1.	Please see below
2.	Improved retail sales and pedestrian numbers
3.	Greater access as a pedestrian
4.	Not at all
5.	Love that its free to walk down
6.	Not affaected

The 23 response(s) to this question can be found in the appendix.

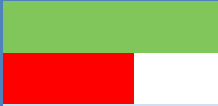
### Do you generally support or oppose the pedestrianisation of Beach Street?

Response	Chart	Percentage	Count
I support it.		83.3%	35
I don't support it.		11.9%	5
I'm undecided.		4.8%	2
Total Responses			42

### What are your thoughts on the trial so far?

The 31 response(s) to this question can be found in the appendix.

### Do you think any other roads should be trialled for pedestrianisation?

Response	Chart	Percentage	Count
Yes		61.9%	26
No		38.1%	16
Total Responses			42

### Which other roads would you like to see a similar trial take place on?

The 25 response(s) to this question can be found in the appendix.

### If you have any other comments on the Beach Street pedestrianisation trial please write them below.

The 12 response(s) to this question can be found in the appendix.

## Appendix

#	Response
1.	hasn't affected me negatively at all, I think it works well
2.	<p>It's made the visiting of businesses on the street so much more pleasurable - less pollution in restaurants and cafes.</p> <p>Any rescheduling of deliveries is negligible</p>
3.	<p>It is pointless no one uses it as a pedestrian area. It's barren. We lost parks not only on beach st but also the short 15 min parks on Cow Lane. Selling carpark to Fergburger was bad enough but you keep taking more parks away &amp; not making any new ones. Hope the new hotel on Shotover &amp; Stanley Streets will have its own parking. And enough of it.</p>
4.	<p>It is a huge improvement, definitely should remain in place, downtown should be car free between Camp/Shotover and foreshore</p>
5.	I like it!
6.	Positive impression that council places people first
7.	<p>Bidvest Foodservice appreciates the extension of time given in December in order to consult with it's staff about roster changes necessary with the changes to our business and deliveries as a result of the trial.</p> <p>To date Bidvest has received little feedback from our customers that indicates it is having an impact on our business.</p> <p>On that basis we reiterate again the we are in support of efforts to revitalise the town CBD we just need realistic timeframes and common sense to prevail in order to determine actions which we felt was not given initially.</p> <p>Long term we are also in support of further pedestrianisation on the basis that....</p> <ul style="list-style-type: none"> <li>- NO Loading zones are removed are removed from within the town CBD</li> <li>- Realistic timeframes are given to transition into further pedestrianisation</li> </ul> <p>On a personal note as a ratepayer I would like add that there tends to be at times a build up of rubbish/refuse/cardboard etc during the day from some businesses driven by what I would think is the refuse trucks unable to access the area after 10am.</p>
8.	<p>I work for Skycity, and believe it has a negative impact on the business. An example would be having to tell customers to go around the corner to wait for a taxi. I dont believe there is a need for the street to be closed at such late hours. I have also heard complaints from delivery services about parking etc. Personally, I am affected as now I use Cow Lane more, and find the lane to be blocked frequently by delivery services to all the businesses.</p>
9.	<p>i think it is a good closure as there are more pedestrians using Beach Street.</p> <p>Prevention of delivery vehicles and heavy trucks using this narrow street and blocking it</p>

	<p>off!</p> <p>reduces safety risks of pedestrians and minor crashes to the road poles. How many tourist cars have scrapped against those maroon /red posts!?</p>
10.	<p>Beach St is the sort of street you only drive down if you're an optimist or you don't know your way around - the chance of getting a park was always minimal, traffic was always slow and congested, and people wandered out in front of you. As a pedestrian it wasn't particularly pleasant either. At least now you know you're not going to get mown down by a vehicle if you are sauntering.</p> <p>I think the businesses could do a lot more to make it attractive to pedestrians. Ultimately I'd like to see the whole of the inner town centre made car free.</p>
11.	None
12.	Hasn't affected the way we operate as we just work around it and the access via cow lane is sufficient.
13.	Made shopping safer. I like it!
14.	<p>I don't mind this pedestrian way as doesn't really affect me as a road user BUT if it is going to be a permanent pedestrian way please utilise better - make it look better, more stalls, bring it up to speed -don't just make it pedestrian way make it something more inviting. Trees, lights, seating....??</p> <p>Thanks</p>
15.	I think it is a good thing to do. Now I hope Arrowtown could do the same with Buckingham Street.
16.	More enjoyable shopping experience
17.	This has been a huge success for retailers and shoppers. Less dust and noise of traffic.
18.	If Shotover St and the round about at Camp and Shotover Sts were in traffic jam, this street would be alternative route for Fernhill resident from the CBD to Lake Espranade. It means not only making more traffic to Shotover St (I lost an escaping route) but also more traffic escaping to Man and Lake Streets, resulting Man Street very hazardous (a lot of aggressive driving on very narrow and steep streets). Now Man Street needs to remove one side of street parking to provide clear vision for both drivers and pedestrians.
19.	As part of our research on the use of Buckingham Street in Arrowtown, we are very interested in the outcome of the trial on Beach Street. We would like to be informed as an association about the impact of the trial/closure on the businesses regarding financial, aesthetic, parking, delivery and any other relevant issues.
20.	As a mother of young children it is much easier and safer to take my children down beach street now without any concern for cars. I think this should become a permanent solution.
21.	Hasn't affected me, as have been avoiding town due to presumed congestion issues..
22.	Improved pedestrian safety.
23.	I no longer cut down Beach Street to get round town. I have no problem with losing my shortcut - I only used it because it was there.

## What are your thoughts on the trial so far? |

#	Response
1.	Fantastic
2.	Great start!  I understand there are limitations on businesses who wish to extend use from the prior footpath zone to wider use and addition of umbrellas etc from talking to favourite cafes. If this could be overcome it would add more value to the area
3.	I like it but there should be more opportunity for businesses to use the space. Dining tables in the streets etc. And the pedestrian bolards should be removed.
4.	It sucks.
5.	Provided above - great
6.	It had been good. Enjoying waking down breach street with my toddler.
7.	I think it's wonderful and hopefully will lead to a future fully pedestrianised downtown that is noise and traffic free. Queenstown needs to have less stressful traffic issues right in the place people should be relaxing. I personally think Searle lane should be next!
8.	Absolutely fantastic.  Haven't heard any negative comments.  Tourists, who are more likely to benefit from the change because they have more room to walk and less chance of being run over, will be under represented in surveys such as this one. As a tourist in other countries, it was unsettling to always be on the alert for traffic from an unfamiliar direction.  The feeling of walking down the street without having to worry about being run over and injured or killed gives a unusual relaxing feeling of freedom.
9.	AWESOME! Really great. I would support much more pedestrianisation in Queenstown including the remainder of Beach Street down to the Steamer Wharf and also the Rees St and the Marine Parade.  Love the idea of having café tables on the road (like the mall) and also think the market is a great initiative.  In time I believe most cars and traffic should be diverted away from the streets in the downtown. Public transport and ski bus transport should also be moved as it becomes very congested in its current location  I also think buses should be provided with parking which is not directly opposite the Crown Plaza. They sit there with a prime view, blocking the hotel and just creating a barrier. It seems crazy buses can park in such a beautiful spot.
10.	Great

11.	The trial has been great! It is very rare that there are empty car parks down Beach Street and it is quite stressful to drive down the street anyway given that people often treat it as a walkway and don't seem to have much regard for cars. It would be great to see some fairy lights overhead and other art work/features so that it feels like more of a walkway and less of a road. Great work QLDC, now let's do the same to Rees Street/Marine Parade...
12.	please see prior notes
13.	Good.
14.	waste of time. Not enough business on Beach Street, and it should be closed off so late in the evening.
15.	amazing idea. We need to look at other streets in our area that we could do this to
16.	downtown Queenstown should be pedestrianised for the future with the increase in population and tourist numbers .  From Earl Street to Beach Street.
17.	Lost opportunity by the businesses but I can appreciate they probably don't want to invest in outdoor furniture etc for something that might not be continued permanently. And it's cold in winter.
18.	Although I appreciate it was a trial, in future I'd like to see the street furniture either removed or relocated so it's clear that it's a pedestrian zone and people move around it accordingly. I did notice cars coming out of Cow Lane and surprising unaware pedestrians.
19.	Seems to have promoted foot traffic and also not a bad place to wander through now.
20.	I like the pedestrianisation for two reasons:  1. It is friendly and relaxed, as the Mall is. Large numbers of people are walking around the CBD, and it's lovely to have another area which caters exclusively for pedestrians. Good ambience.  2. When there were vehicles using the street, there was risk to visiting pedestrians as it certainly looked pedestrian-only - no gutters and nothing to distinguish footpath from roadway.
21.	I think it works well
22.	Don't understand the point of it, was there a problem with the street before? Seems like just an excuse for business to take over the road
23.	pleas see previous thoughts
24.	Much safer for pedestrians as many people, particularly tourists, didn't realise that it was a road so often walked along it with oncoming traffic.
25.	See previous answer
26.	It just provides free construction site for the building that is under construction where the old Vudu was. Lost one Glenorchy bound traffic that we really need.
27.	As above i think its great as many people used it as a pedestrian road anyway.
28.	Anything the promotes people moving about under their own steam has got to be a good thing.



29.	Well done QLDC in trialing this and I think everyone will adapt
30.	Seems to be working, encourage foot traffic & cars stay out of area, though need to improve and direct traffic to parking either in building s or large car parks
31.	<p>I think Beach Street should have been blocked to traffic years ago. There really didn't seem to be any need to allow cars to drive down there unless they were delivering. It has looked like a pedestrianized street all this time and cars always looked out of place.</p> <p>What I am not so keen on is seeing stalls popping up there - unless it is for a market day - but please only have one of those a week. Having individual stalls or the coffee caravan, looks cheap and tacky and adds nothing to the atmosphere.</p>

### Which other roads would you like to see a similar trial take place on? |

#	Response
1.	Rees st
2.	Church Street, Cow Lane, Searle Lane
3.	In front of eichardts
4.	Rees Street
5.	Rees street. Some lake front outside Eichards.
6.	Searle lane
7.	Rees street, marine parade, church street
8.	Marine Parade
9.	Beach Street, Rees Street, Marine Parade.
10.	all roads in the CBD
11.	Rees Street/Marine Parade - let's close off the whole of CBD so that it is walking only! And build a few parking buildings on the outskirts of town...
12.	please see below
13.	Buckingham Street
14.	Buckingham Street, Arrowtown
15.	All the inner town centre streets.
16.	Rees Street, Lower Beach Street
17.	Marine Parade
18.	Possibly Rees
19.	Rees st. Rest of Beach st.
20.	Buckingham Street, Arrowtown. The first business block.
21.	Shotover Street and church street
22.	As many CBD roads as possible. I suggest these roads should only be available for service

	vehicles outside high usage periods
23.	I think the whole of the CBD should be closed and vehicles only around the outskirts. The drop off time from 5am till 10am put in place for deliveries.
24.	Marine Parade
25.	Lower Beach Street

**If you have any other comments on the Beach Street pedestrianisation trial please write them below. |**

#	Response
1.	Should be more widely promoted as a progressive move in town.
2.	Would love to see some cool sculptures on beach as those little sheep's outside the souvenir shop were very entertaining.
3.	<p>I've lived in Queenstown for over 10 years and visited for many more.</p> <p>I drive, cycle and walk in and around the town.</p> <p>I fully support all and every attempt to encourage walking access and reduce vehicle access.</p> <p>Vehicles have become too dominant in our society, partly due to historical lobbying by auto companies.</p> <p>Do we each need an individual 1.5 tonne, expensive, container of steel and glass clogging up the town?</p> <p>I congratulate your efforts to make Queenstown a place for people, not cars.</p> <p>Reclaim these areas as public spaces for safe walking access.</p> <p>Imagine the howls of protest if Queenstown had always been free of cars, and you suggested introducing them!</p>
4.	<p>It is well documented that Lower Beach St and Rees St are being looked at as an extension to the current trial.</p> <p>Bidvest is supportive of any efforts to revitalize the CBD and will work with trials and proposals on the conditions of...</p> <ul style="list-style-type: none"> <li>- Adequate notification times and implementation times are given at the outset.</li> <li>- There is NO loss of loading zones within the CBD and the creation of new ones outside of the trialled areas to contain the extra pressure applied by delivery vehicles unable to access shut off streets.</li> <li>- There is a move to push parking to the peripheral of town or to utilise an already under utilised car parking building in central QT . Pedestrianisation does not mean more parks outside the closed off areas.</li> </ul>

5.	I think the pedestrianisation of the more roads in the CBD would be a great addition to the overall feel and friendliness of the town centre.
6.	To explain saying NO to further such trials, the sad fact is that it's already very difficult for vehicles in and through the CBD.  If we had the long-talked-about bypass through Man St, and more parking on the perimeter, we'd have fewer vehicles in the CBD so we could pedestrianise more areas.
7.	I think the full length of Beach Street should be included; i.e. cut off the Cow Lane cut-through. Cow Lane could remain open (for deliveries) but not for through traffic.
8.	please see previous thoughts
9.	I think a majority of central Queenstown streets should be pedestrianised as long as there was good free parking at either edge of town and an alternative route to get around town.
10.	This strategy will make Queenstown more attractive. People would park in the outskirts and walk and we would be known as the healthy accessible town
11.	Am all for it!
12.	Get people on their feet and minimise road traffic is a great thing but needs to be encouraged as people can be very lazy



# ***BI MONTHLY QUEENSTOWN REPORT***

*For Period February - March 2016*

**Queenstown Lakes District Council**



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February - March 2016



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## DATA SOURCE

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## TOTAL ELECTRONIC CARD SPENDING IN SELECTED QUEENSTOWN PRECINCTS

4

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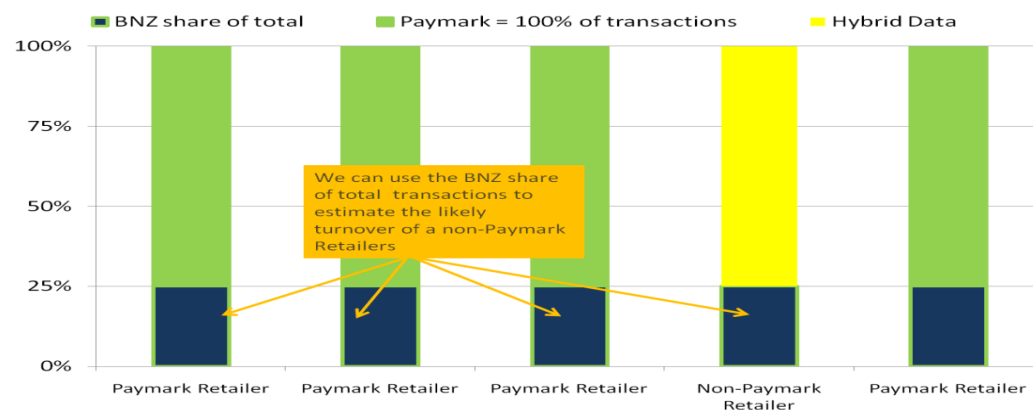
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The data (referred to as Hybrid Data on the graph below) combines our two primary data sets in order to capture the complete quantity of retail spending.

The first of these 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 20% share of the cards market, so on average BNZ Marketview accounts for one in five retail transactions. (As at July 1 2015, there were over 650,000 active BNZ cardholders).

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# TOTAL ELECTRONIC CARD SPENDING IN SELECTED QUEENSTOWN PRECINCTS

February - March 2016

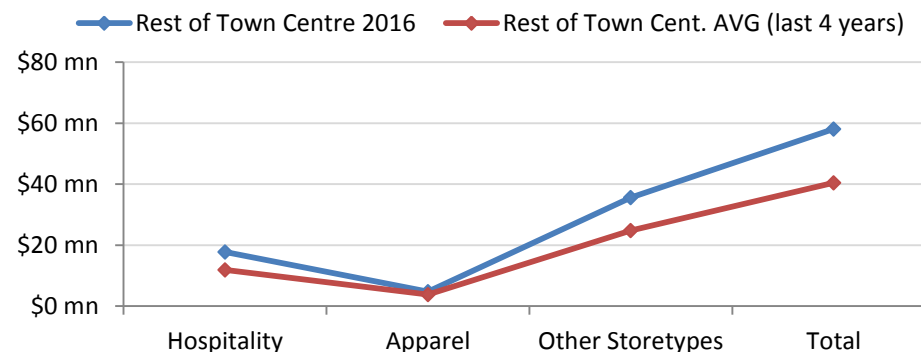
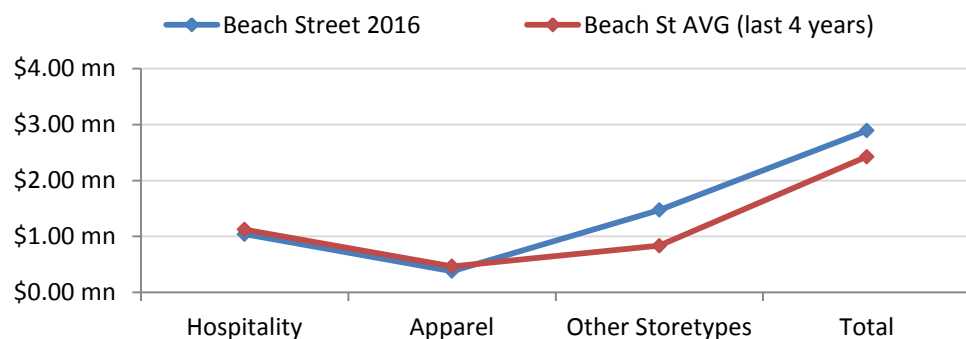
## QUEENSTOWN PRECINCTS

BEACH STREET		SPENDING					TRANSACTIONS				
		2012 - 2015					2012 - 2015				
STORETYPE	THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE		THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE
Hospitality	\$1.04 mn	\$1.48 mn	▼ -29.9%	\$1.12 mn	▼ -7.5%		18,568	28,490	▼ -34.8%	23,927	▼ -22.4%
Apparel	\$0.38 mn	\$0.41 mn	▼ -7.4%	\$0.47 mn	▼ -18.7%		3,247	3,705	▼ -12.4%	4,007	▼ -19.0%
Other Storetypes	\$1.47 mn	\$0.93 mn	▲ 58.7%	\$0.83 mn	▲ 76.5%		23,221	18,456	▲ 25.8%	16,929	▲ 37.2%
<b>TOTAL</b>	<b>\$2.89 mn</b>	<b>\$2.82 mn</b>	▲ 2.5%	<b>\$2.43 mn</b>	▲ 19.2%		<b>45,036</b>	<b>50,651</b>	▼ -11.1%	<b>44,863</b>	▲ 0.4%

REST OF TOWN CENTRE		SPENDING					TRANSACTIONS				
		2012 - 2015					2012 - 2015				
STORETYPE	THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE		THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE
Hospitality	\$17.73 mn	\$14.67 mn	▲ 20.8%	\$11.84 mn	▲ 49.8%		453,373	366,382	▲ 23.7%	305,238	▲ 48.5%
Apparel	\$4.73 mn	\$4.33 mn	▲ 9.2%	\$3.80 mn	▲ 24.3%		40,735	38,413	▲ 6.0%	35,990	▲ 13.2%
Other Storetypes	\$35.58 mn	\$31.75 mn	▲ 12.1%	\$24.76 mn	▲ 43.7%		682,063	550,455	▲ 23.9%	445,473	▲ 53.1%
<b>TOTAL</b>	<b>\$58.04 mn</b>	<b>\$50.75 mn</b>	▲ 14.4%	<b>\$40.40 mn</b>	▲ 43.6%		<b>1,176,171</b>	<b>955,250</b>	▲ 23.1%	<b>786,701</b>	▲ 49.5%

## SPENDING FOR FEBRUARY - MARCH 2016 VERSUS AVERAGE LAST FOUR YEARS



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*For Period April - May 2016*

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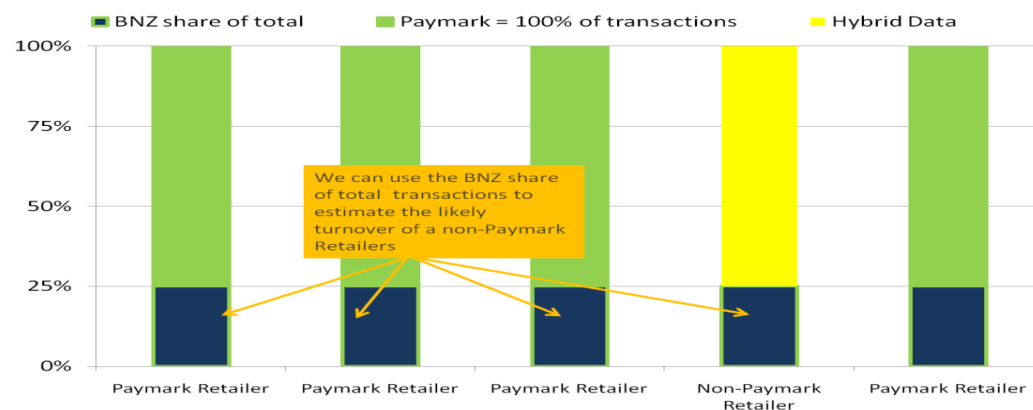
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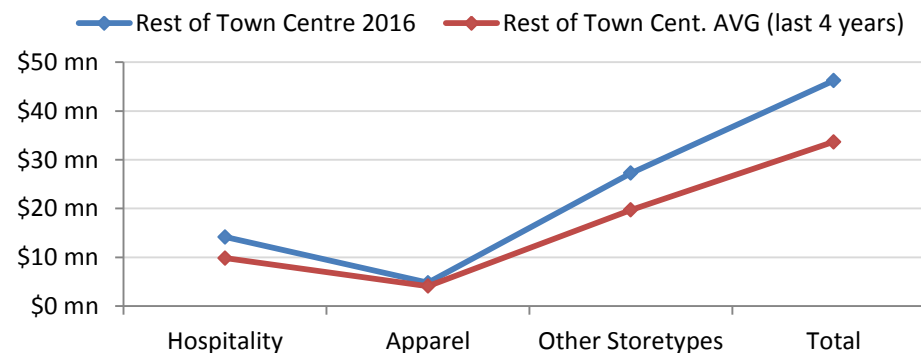
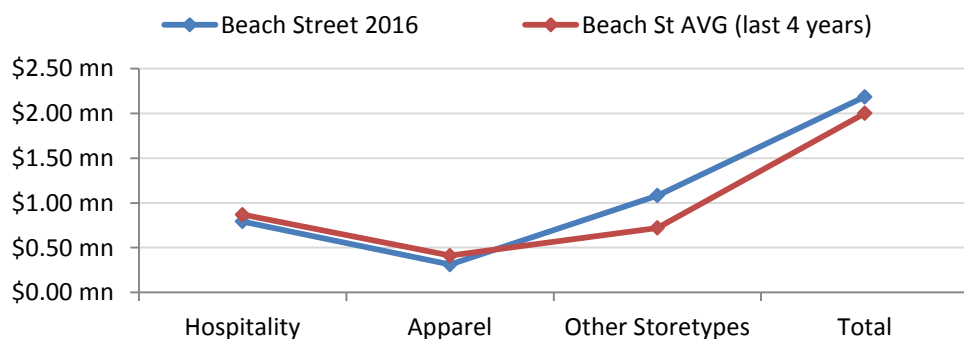
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Hospitality	\$0.79 mn	\$1.07 mn	▼ -25.8%	\$0.87 mn	▼ -8.9%		16,247	26,337	▼ -38.3%	22,325	▼ -27.2%
Apparel	\$0.31 mn	\$0.34 mn	▼ -7.4%	\$0.41 mn	▼ -24.3%		2,577	2,815	▼ -8.5%	3,341	▼ -22.9%
Other Storetypes	\$1.08 mn	\$0.79 mn	▲ 36.9%	\$0.72 mn	▲ 50.2%		19,868	17,280	▲ 15.0%	15,855	▲ 25.3%
<b>TOTAL</b>	<b>\$2.18 mn</b>	<b>\$2.19 mn</b>	▼ -0.4%	<b>\$2.00 mn</b>	▲ 9.2%		<b>38,692</b>	<b>46,432</b>	▼ -16.7%	<b>41,521</b>	▼ -6.8%

REST OF TOWN CENTRE		SPENDING					TRANSACTIONS				
		2012 - 2015					2012 - 2015				
STORETYPE	THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE		THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE
Hospitality	\$14.18 mn	\$12.26 mn	▲ 15.7%	\$9.83 mn	▲ 44.3%		423,940	363,612	▲ 16.6%	289,785	▲ 46.3%
Apparel	\$4.80 mn	\$4.67 mn	▲ 2.9%	\$4.10 mn	▲ 17.1%		39,093	42,030	▼ -7.0%	38,880	▲ 0.5%
Other Storetypes	\$27.26 mn	\$24.09 mn	▲ 13.2%	\$19.72 mn	▲ 38.2%		604,943	511,622	▲ 18.2%	409,395	▲ 47.8%
<b>TOTAL</b>	<b>\$46.23 mn</b>	<b>\$41.01 mn</b>	▲ 12.7%	<b>\$33.64 mn</b>	▲ 37.4%		<b>1,067,976</b>	<b>917,264</b>	▲ 16.4%	<b>738,060</b>	▲ 44.7%

## SPENDING FOR APRIL - MAY 2016 VERSUS AVERAGE LAST FOUR YEARS



# ***BI MONTHLY QUEENSTOWN REPORT***

*For Period June - July 2016*

**Queenstown Lakes District Council**



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June - July 2016



**MARKETVIEW**  
Precision Market Intelligence

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### SMALL PRINT

#### Privacy

No personal or household data is shown or can be derived, thereby maintaining the privacy of end customers.

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## DATA SOURCE



MARKETVIEW  
Precision Market Intelligence

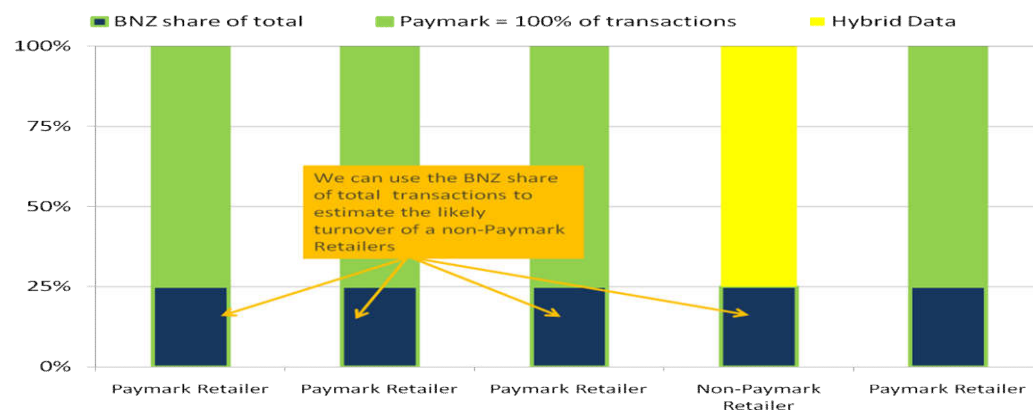
The data included in this report represents the total value of electronic card retail transactions. For a frame of reference, Statistics NZ report just under 70% of total retail is paid with an electronic card (ECT publication and Retail Trade Survey). The rest is comprised of cash, hire-purchase and any other less-frequent method of payment.

The data (referred to as Hybrid Data on the graph below) combines our two primary data sets in order to capture the complete quantity of retail spending.

The first of these 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 20% share of the cards market, so on average BNZ Marketview accounts for one in five retail transactions. (As at July 1 2015, there were over 650,000 active BNZ cardholders).

The second 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, (formerly) the National Bank 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. (As at July 1 2015, there were over 40,000 active merchants on the Paymark network).

For retailers which are not on Paymark network, there is no transactional data available from on the Paymark database. To fill this data gap we 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. The graph below illustrates how our Hybrid Data is used to account for spend at non-Paymark retailers (BNZ proportions will differ from graph).



# TOTAL ELECTRONIC CARD SPENDING IN SELECTED QUEENSTOWN PRECINCTS

June - July 2016

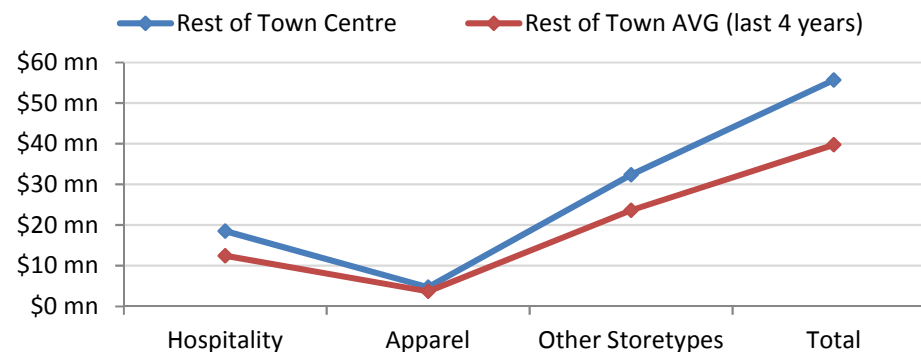
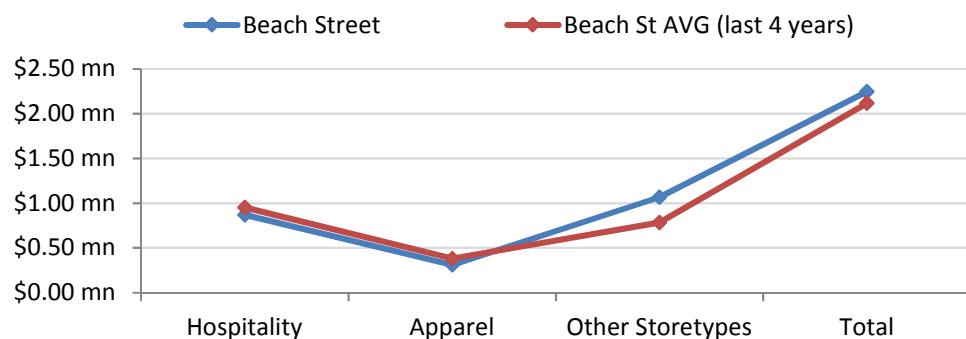
## QUEENSTOWN PRECINCTS

BEACH STREET		SPENDING					TRANSACTIONS				
		2012 - 2015					2012 - 2015				
STORETYPE	THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE		THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE
Hospitality	\$0.87 mn	\$1.05 mn	▼ -16.9%	\$0.95 mn	▼ -8.7%		19,264	26,473	▼ -27.2%	25,093	▼ -23.2%
Apparel	\$0.31 mn	\$0.30 mn	▲ 4.1%	\$0.38 mn	▼ -18.5%		2,468	2,279	▲ 8.3%	3,004	▼ -17.8%
Other Storetypes	\$1.07 mn	\$0.93 mn	▲ 14.5%	\$0.78 mn	▲ 36.2%		20,650	18,878	▲ 9.4%	16,673	▲ 23.9%
<b>TOTAL</b>	<b>\$2.25 mn</b>	<b>\$2.28 mn</b>	▼ -1.3%	<b>\$2.12 mn</b>	▲ 6.19%		<b>42,382</b>	<b>47,630</b>	▼ -11.0%	<b>44,770</b>	▼ -5.3%

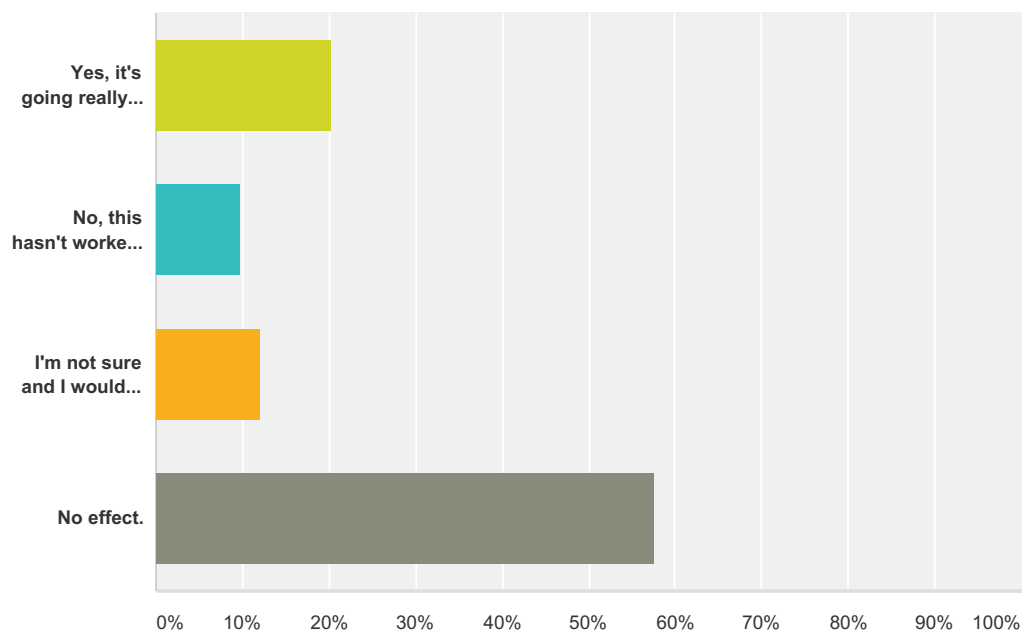
REST OF TOWN CENTRE		SPENDING					TRANSACTIONS				
		2012 - 2015					2012 - 2015				
STORETYPE	THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE		THIS YEAR	LAST YEAR	CHANGE	AVERAGE	CHANGE
Hospitality	\$18.55 mn	\$14.71 mn	▲ 26.1%	\$12.44 mn	▲ 49.2%		539,712	422,354	▲ 27.8%	358,159	▲ 50.7%
Apparel	\$4.74 mn	\$4.13 mn	▲ 14.6%	\$3.69 mn	▲ 28.4%		41,595	39,288	▲ 5.9%	38,241	▲ 8.8%
Other Storetypes	\$32.39 mn	\$28.07 mn	▲ 15.4%	\$23.65 mn	▲ 37.0%		742,620	584,452	▲ 27.1%	484,360	▲ 53.3%
<b>TOTAL</b>	<b>\$55.68 mn</b>	<b>\$46.91 mn</b>	▲ 18.7%	<b>\$39.77 mn</b>	▲ 39.99%		<b>1,323,927</b>	<b>1,046,094</b>	▲ 26.6%	<b>880,760</b>	▲ 50.3%

## SPENDING FOR JUNE - JULY 2016 VERSUS AVERAGE LAST FOUR YEARS



## Q1 The Beach Street pedestrian trial has been positive for my business?

Answered: 123 Skipped: 1

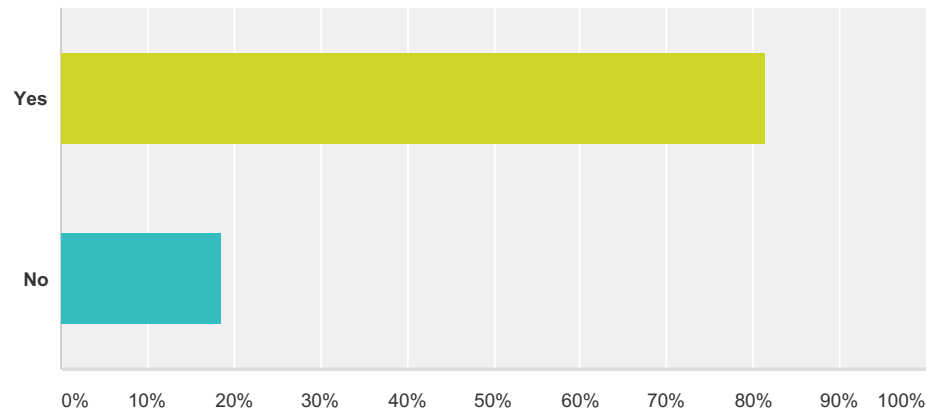


Answer Choices	Responses	
Yes, it's going really well and I support it.	20.33%	25
No, this hasn't worked for my business.	9.76%	12
I'm not sure and I would like more time to evaluate how it's affecting my business.	12.20%	15
No effect.	57.72%	71
<b>Total</b>		<b>123</b>



Q2 Do you support making the closure of Beach Street permanent?

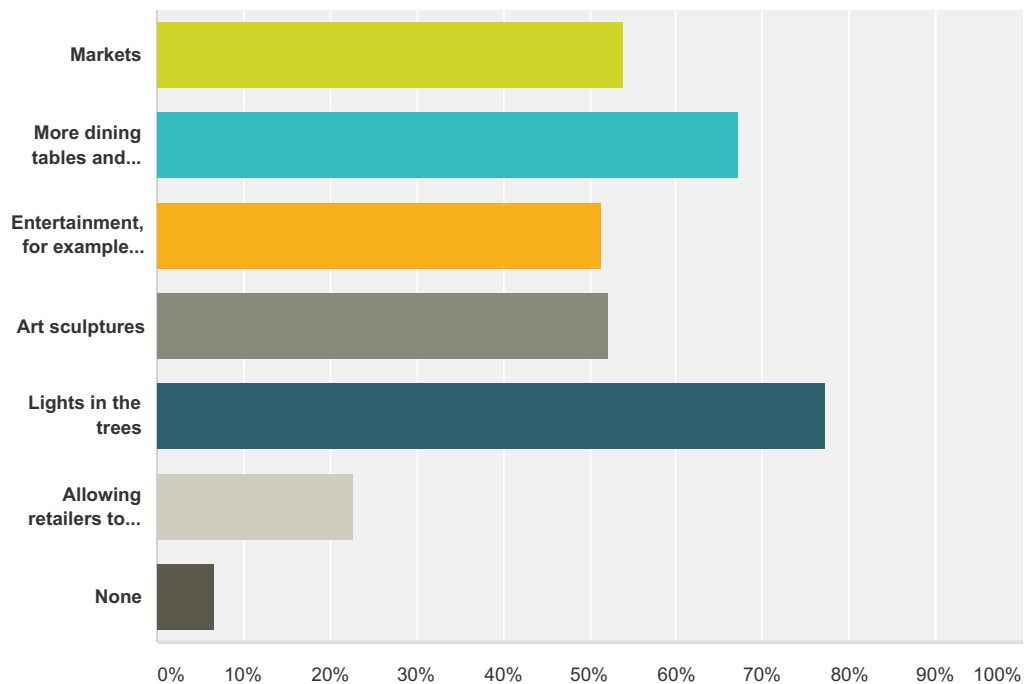
Answered: 119 Skipped: 5



Answer Choices	Responses	
Yes	81.51%	97
No	18.49%	22
Total		119

### Q3 What sort of activities would you like to see in Beach Street?

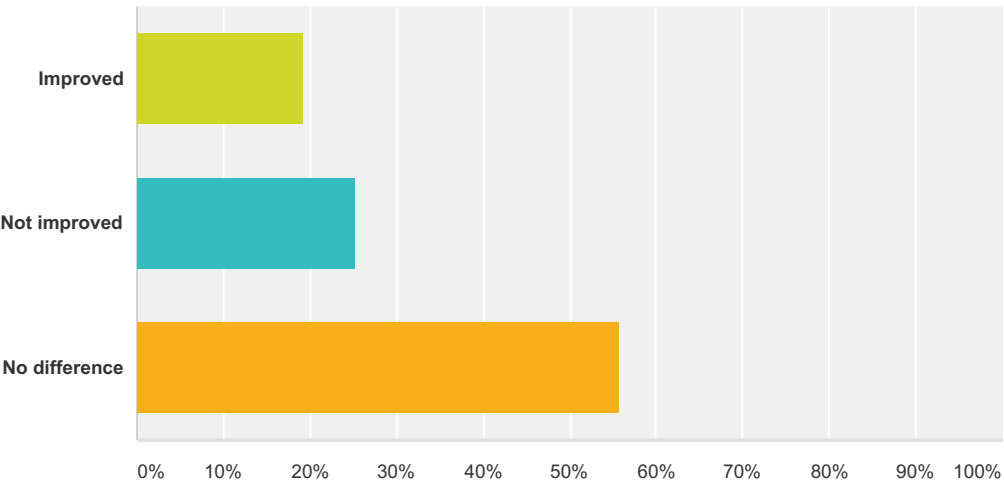
Answered: 119 Skipped: 5



Answer Choices	Responses	
Markets	53.78%	64
More dining tables and chairs	67.23%	80
Entertainment, for example busking	51.26%	61
Art sculptures	52.10%	62
Lights in the trees	77.31%	92
Allowing retailers to sell merchandise from the street	22.69%	27
None	6.72%	8
Total Respondents: 119		

Q4 How do you think the closure of Beach Street has affected traffic movements in the area?

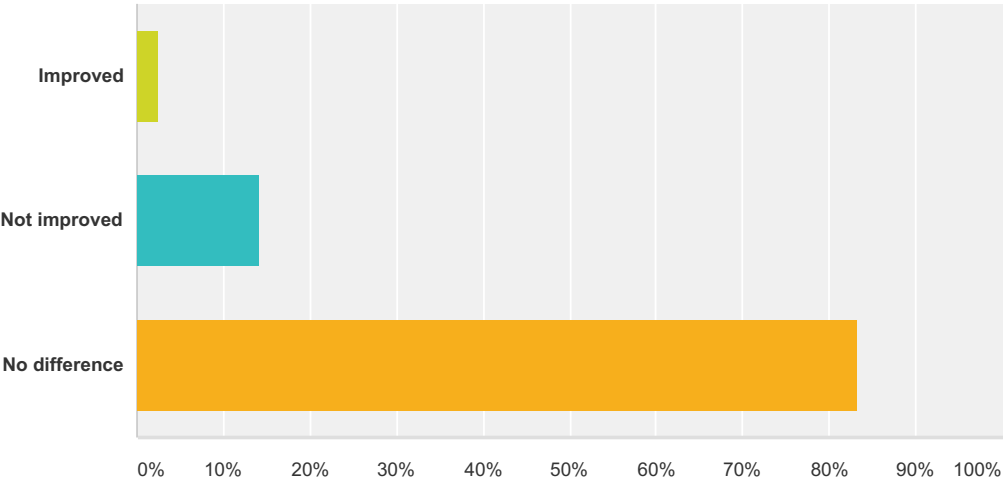
Answered: 115 Skipped: 9



Answer Choices	Responses	
Improved	19.13%	22
Not improved	25.22%	29
No difference	55.65%	64
Total		115

Q5 How has the closure of Beach Street affected deliveries to your business?

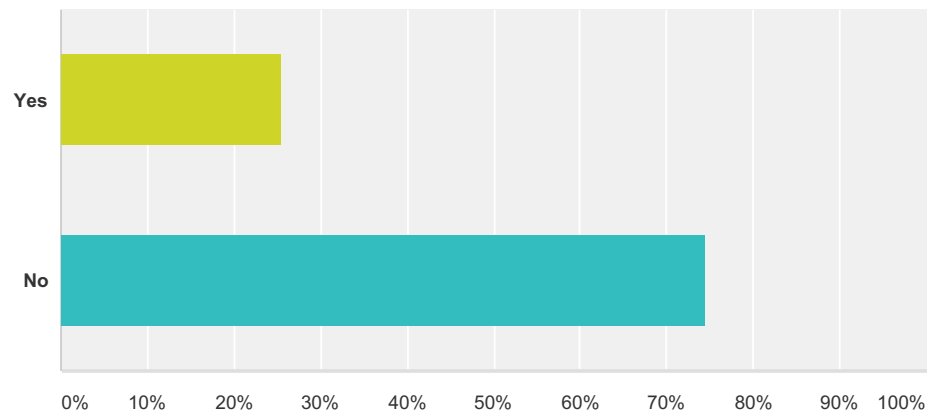
Answered: 120 Skipped: 4



Answer Choices	Responses	
Improved	2.50%	3
Not improved	14.17%	17
No difference	83.33%	100
Total		120

Q6 Have you had feedback from your customers about the closure of Beach Street?

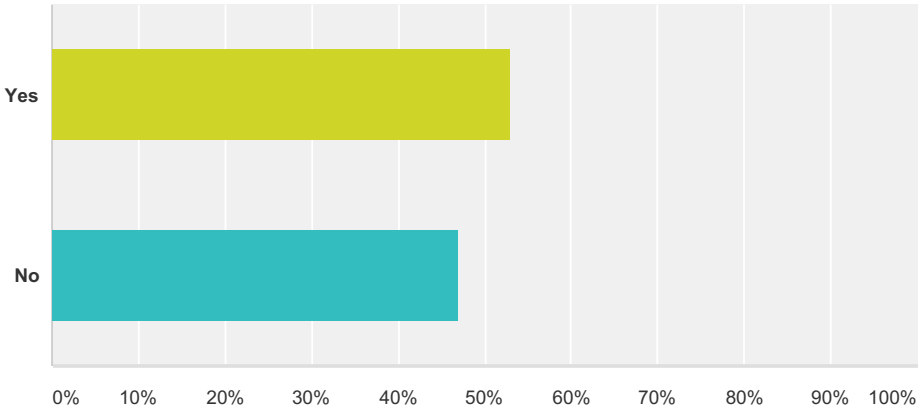
Answered: 118 Skipped: 6



Answer Choices	Responses	
Yes	25.42%	30
No	74.58%	88
Total		118

Q7 If the closure was to become permanent, do you wish to see the road open to traffic at certain times?

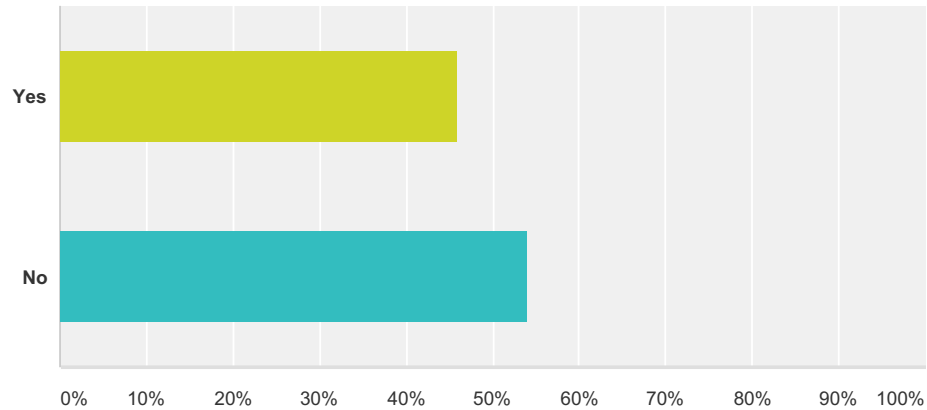
Answered: 117 Skipped: 7



Answer Choices	Responses	
Yes	52.99%	62
No	47.01%	55
Total		117

Q8 Do you support pedestrianisation of other streets in the Town Centre?

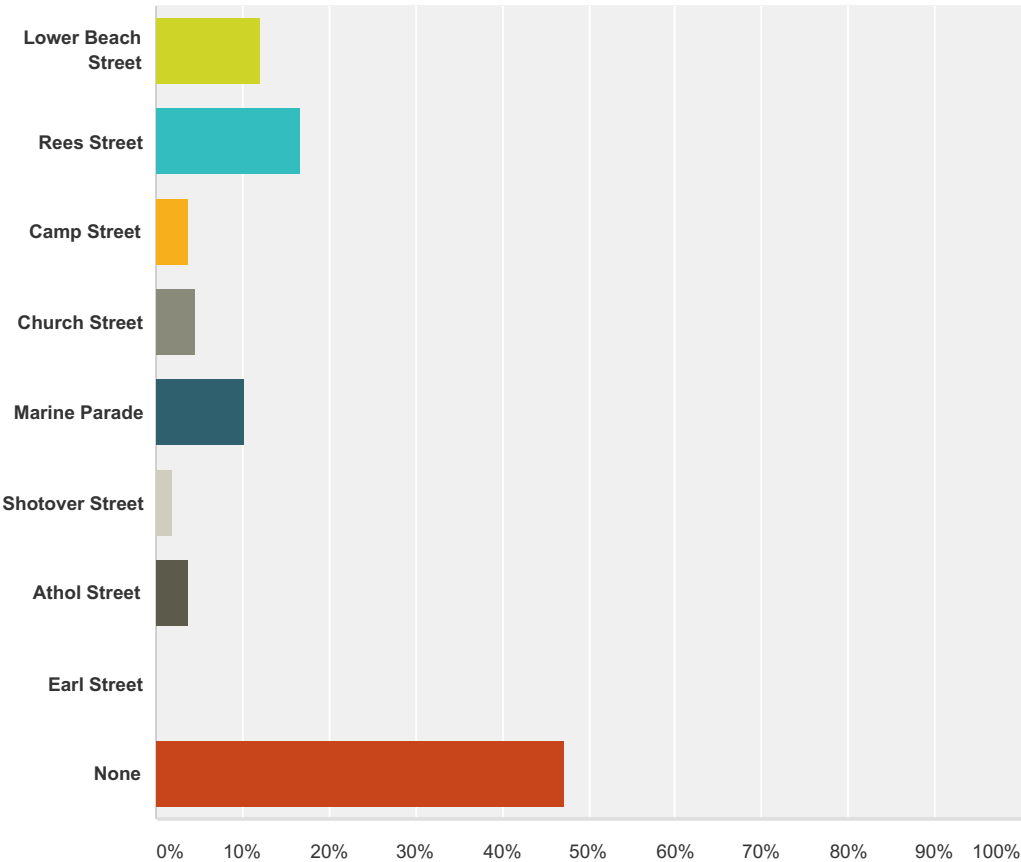
Answered: 111 Skipped: 13



Answer Choices	Responses	
Yes	45.95%	51
No	54.05%	60
Total		111

Q9 Which other streets could be considered suitable for pedestrianisation?

Answered: 108 Skipped: 16

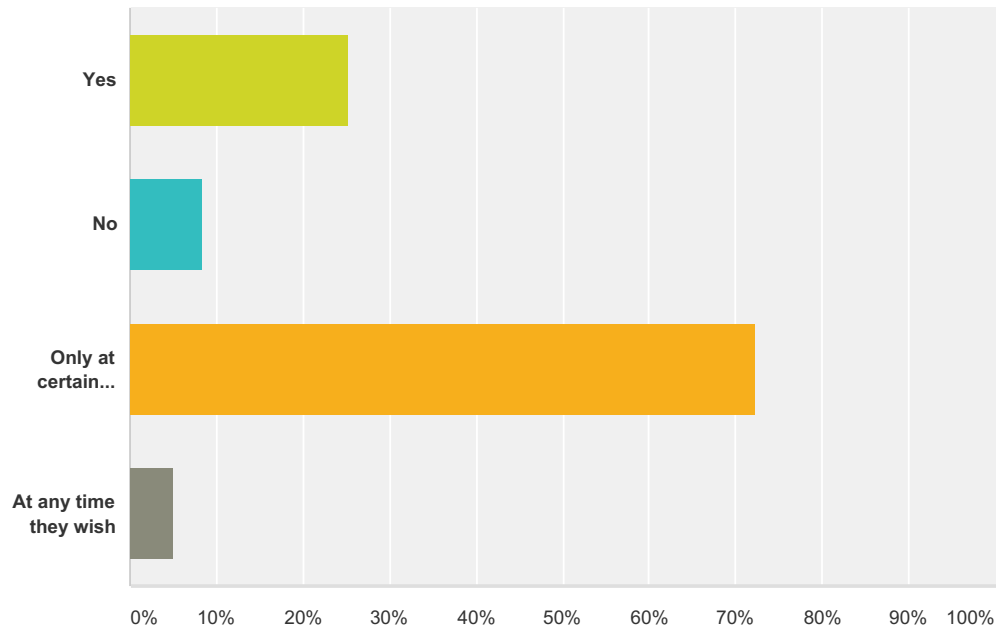


Answer Choices	Responses	
Lower Beach Street	12.04%	13
Rees Street	16.67%	18
Camp Street	3.70%	4
Church Street	4.63%	5
Marine Parade	10.19%	11
Shotover Street	1.85%	2
Athol Street	3.70%	4
Earl Street	0.00%	0
None	47.22%	51
Total		108



Q10 Should delivery vehicles be permitted to use pedestrianised streets?

Answered: 119 Skipped: 5



Answer Choices	Responses	
Yes	25.21%	30
No	8.40%	10
Only at certain restricted times	72.27%	86
At any time they wish	5.04%	6
Total Respondents: 119		

**Q11 What else would you like to tell us  
about the trial closure of Beach Street?**

Answered: 45 Skipped: 79