

City Centre Crime

Heart of Gisborne has played a major and on-going role in the fundraising and governance of the **city's closed circuit television system**. Have you seen a change in the safety and security in the city centre over the past 2 years?

- Tick • A massive reduction in crime
- Tick • A resonable reduction in crime
- Tick • No change
- Tick • Crime is worse

Do you believe that this is a role that Heart of Gisborne should continue to prioritise?

- Tick • Yes , Please explain _____
- Tick • No, Please explain _____

The 101 scheme has been going for many years but in recent times Council has experienced difficulties in finding people who meet the entry requirements. As a result they have not been able to fund up to the level of six (currently there is only one on offer). Council has asked us to consider the following options, please indicate which you would support:

- Tick • Drop the scheme altogether, and drop the 101 Patrol rate
- Tick • Employ a full time person, with no increase of the 101 Patrol rate
- Tick • Employ two full time people, with a 60% increase in the rate
- Tick • Incorporate into Parking Wardens role - employ another fulltime parking person with the existing 101 rate

Heart of Gisborne has been working on **graffiti eradication** for many years, most recently with Council. By and large, how effective would you rate the anti graffiti programme in the city centre:

- Tick • Very good
- Tick • Fairly good
- Tick • Just acceptable
- Tick • Not very good
- Tick • Poor

Heritage and Design

Please rate from 1 to 10 the importance of the following issues for the city centre (10 being the most important, 1 the least):

	•Creation of a town square
	• City Centre Presentation – improvement / maintenance of the CBD Upgrade, christmas decorations etc
	•Developing stronger side streets (improving their appearance and connections to the main street)
	•Ensuring well established connections to proposed alternative retail precincts such as Customhouse St
	• Footpath Occupation – where you can (and can't) put stuff out on the footpath
	• Parking
	•Preservation of a tight city centre zone – opposing retail development outside of the city centre
	•Preservation and promotion of our historic buildings
	•Recycling and environmental sustainability in the city centre
	• Security / Crime
	• Signage
	• Vandalism / Graffiti
	• Pedestrian Access and Safety in the city centre
	•Other: _____

Marketing and Promotions

Heart of Gisborne facilitates several **events** through out the year including the Pandemonium Buskers Festival (January), the Wine and Food Festival Street Party (October), the Monthly Artists market in Peel St and the Christmas Parade. How would you rate these events? Please consider dimensions such as attracting people to the city centre, creating a vibrant atmosphere, as well as quality of the event itself. (Circle appropriate response)

Pandemonium	WFF St Party	Artists Market	Christmas Parade
<ul style="list-style-type: none"> •Very good •Fairly good •Just acceptable •Not very good •Poor 	<ul style="list-style-type: none"> •Very good •Fairly good •Just acceptable •Not very good •Poor 	<ul style="list-style-type: none"> •Very good •Fairly good •Just acceptable •Not very good •Poor 	<ul style="list-style-type: none"> •Very good •Fairly good •Just acceptable •Not very good •Poor

Comment: _____

Heart of Gisborne facilitates several major joint **advertising / promotional opportunities** through out the year including the annual Shop and Win promotion and Shopping and Dining Guide. How would you rate these promotions? Please consider dimensions such as cost effectiveness, success in promoting the city centre, as well as the quality of the collateral and organisation. (Circle appropriate response)

Shop and Win	Shopping and Dining Guide	Wine and Food Festival Wine Hunt
<ul style="list-style-type: none"> •Very good •Fairly good •Just acceptable •Not very good •Poor 	<ul style="list-style-type: none"> •Very good •Fairly good •Just acceptable •Not very good •Poor 	<ul style="list-style-type: none"> •Very good •Fairly good •Just acceptable •Not very good •Poor

Comment: _____

One of Heart of Gisborne's current roles is to ensure that city center businesses have the opportunity to better capitalise on / **support regional events** such as Rhythm and Vines and the Wine and Food Festival. How would you rate the quality of work done in this regard?

- Tick •Very good
- Tick •Fairly good
- Tick •Just acceptable
- Tick •Not very good
- Tick •Poor

Comment: _____

Do you believe this is an important focus for our organisation?

- Tick •Yes , Please explain _____
- Tick •No, Please explain _____

Heart of Gisborne has become the official agency for **public comment** on issues facing the city centre. This role has become a focus for the organisation ensuring that the city centre and it's businesses are seen in a more positive light. How would you rate the quality of work done in this regard:

- Tick •Very good
- Tick •Fairly good
- Tick •Just acceptable
- Tick •Not very good
- Tick •Poor

Comment: _____

In terms of the marketing and promotional activities that Heart of Gisborne undertakes are there any you feel should be removed from our town centre programme.

- Tick •Yes , Please explain _____
- Tick •No, Please explain _____

Does Heart of Gisborne do enough to promote the city centre?

Tick

•Yes , Please explain _____

Tick

•No, Please explain _____

If Heart of Gisborne were to expand their marketing and promotional activity where would you like to see resources spent? Please rate the following (10 being the most important, 1 the least):

•A more high profile **year round shop / buy local advertising campaign**

•Pre Christmas / **Christmas sales promotion** / giveaway (Christmas shop and win)

•More / better organised services for **Christmas Shopping** perhaps including better Santa's Grotto, free Gift Wrapping etc

•More **street based events** with the street closed

•**School holiday street activity** and entertainment

•Regular **Saturday morning entertainment**

•Smaller, more affordable (or free) **regular shopper promotions (mini shop and wins)**

•**Website** better developed and publicised to promote city centre businesses and events

•More **window dressing competitions**

•Developing the "**Evening Economy**" – working more strategically with the hospitality sector

•More regular latenight shopping

•more regular CBD wide "sales day"s and collective gimmicks

•Other: _____

Business Development

One of Heart of Gisborne's roles over the past several years has been to ensure that our members are aware of any **training and educational opportunities** that have arisen. Our role has changed from one of facilitator of training (originally partnering with McCullochs Business Education) to one of passing on information.

Would you like to see Heart of Gisborne:

- Tick • Take on a more proactive role in providing education and training
- Tick • Continue to act as a conduit for information

Generally, where do you believe training and support is required?

- Tick • Customer Service
- Tick • Legislation and compliance issues
- Tick • Best business practices – focussing on improving profitability

It is common for town centre programmes to strategically target and attract businesses to their region / city centre. Given that Heart of Gisborne has developed a "City Centre Prospectus" as part of our retail strategy, how would you like to see it used:

- Tick • Distributed as requested / ordered via members, local real estate agents and GDC's Economic Development Unit (the current practice)
- Tick • Actively sent to key Chain / retailers where it is agreed there is a distinct gap in the market

It is common for town centre programmes to provide regular **networking opportunities** for its members. Is this an activity you would be interested in?

- Tick • Yes
- Tick • No

If yes, how often?

- Tick • Monthly
- Tick • Bimonthly
- Tick • Quarterly

If yes, what format would you like these to take (tick as many as you like)?

- Tick • General get together with drinks and nibbles
- Tick • With others in my sector (retail, hospitality, professional services etc)
- Tick • With a guest speaker. Ideas _____

Our **AGM** is not as well supported as we would like. What would lure you?

- Tick • Guest Speaker. Ideas _____
- Tick • Attendee Prizes
- Tick • Free drinks and nibbles (the current offer)

Member Communication

The Heart of Gisborne distributes a bi-monthly **newsletter** as well as notifying members of individual issues and opportunities via individual mail outs.

How would you rate the quality of information in the HofG newsletter?

- Tick • Very good
- Tick • Fairly good
- Tick • Just acceptable
- Tick • Not very good
- Tick • Poor

What more information would you like to see in the Newsletter?

- Tick • Articles on topical issues
- Tick • Information on upcoming events
- Tick • Information on the economic environment
- Tick • Other: _____

How would you rate the quality of information received in **individual mail outs**?

- Tick • Very good
- Tick • Fairly good
- Tick • Just acceptable
- Tick • Not very good
- Tick • Poor

Are we communicating with you:

- Tick • Too Much
- Tick • Just the right amount
- Tick • Not enough

How could Heart of Gisborne improve communications with you?

Representation

Heart of Gisborne has facilitated discussion and change on many issues facing the city centre over the last few years including footpath use, signage, vandalism and graffiti, parking, security and safety, road works etc. In terms of these issues how would you rate:

The information you receive from Heart of Gisborne:

<input checked="" type="checkbox"/> Tick	• Very good
<input checked="" type="checkbox"/> Tick	• Fairly good
<input checked="" type="checkbox"/> Tick	• Just acceptable
<input checked="" type="checkbox"/> Tick	• Not very good
<input checked="" type="checkbox"/> Tick	• Poor

Heart of Gisborne's ability to represent your views and opinions at a Council level:

<input checked="" type="checkbox"/> Tick	• Very good
<input checked="" type="checkbox"/> Tick	• Fairly good
<input checked="" type="checkbox"/> Tick	• Just acceptable
<input checked="" type="checkbox"/> Tick	• Not very good
<input checked="" type="checkbox"/> Tick	• Poor

Heart of Gisborne's ability to effect change:

<input checked="" type="checkbox"/> Tick	• Very good
<input checked="" type="checkbox"/> Tick	• Fairly good
<input checked="" type="checkbox"/> Tick	• Just acceptable
<input checked="" type="checkbox"/> Tick	• Not very good
<input checked="" type="checkbox"/> Tick	• Poor

Civil Defence Communications

In the wake of the recent Earthquake, Heart of Gisborne will be adding a civil defence communications role to it's services to members. This will require us to have a complete and up to date list of after hours contact details. This will only be used in the case of another city centre based civil defence emergency and will be used to relay up to date accurate information on the status of the city centre.

To that end we would appreciate a complete update of your records

Name of Business	
Business Owners Name	
Physical Address	
PO Box Address	
Business Phone	
Business Fax	
Business Email	
After Hours Phone	
After Hours Fax	
Personal Email	