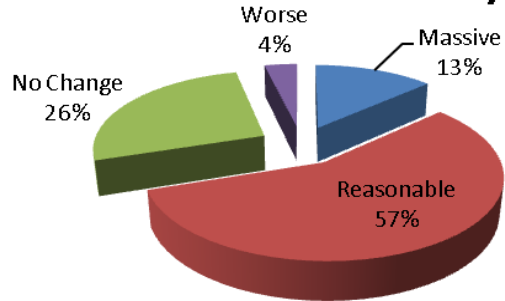
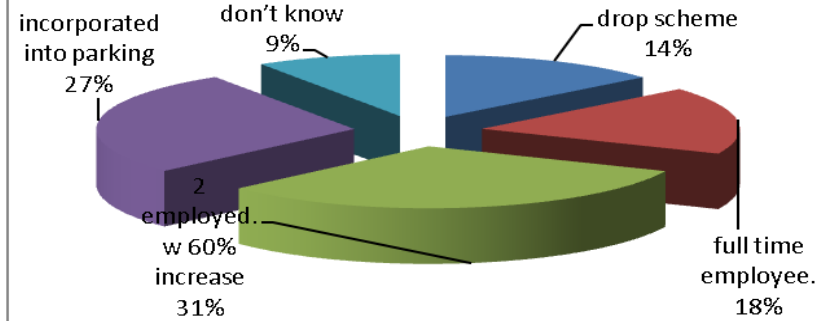


City Centre Crime

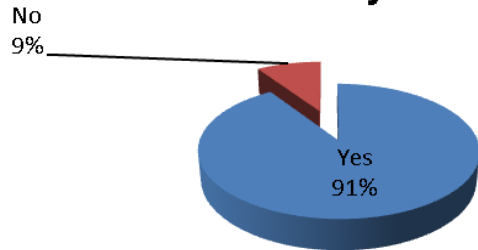
Changes In CBD Crime Since the Installation of the CCTV System



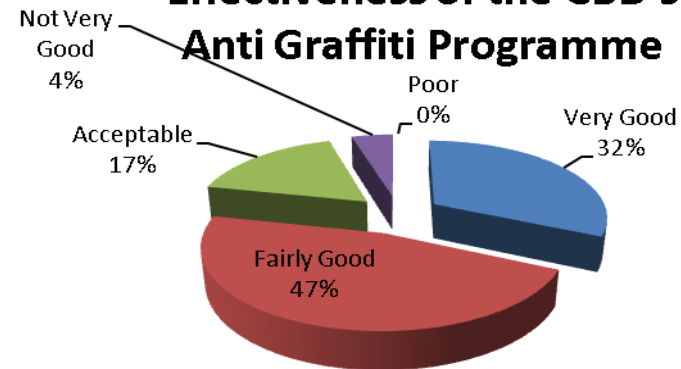
Future Direction of the 101 Scheme



Should HofG Continue To Prioritise It's Work With the CCTV Project?



Effectiveness of the CBD's Anti Graffiti Programme



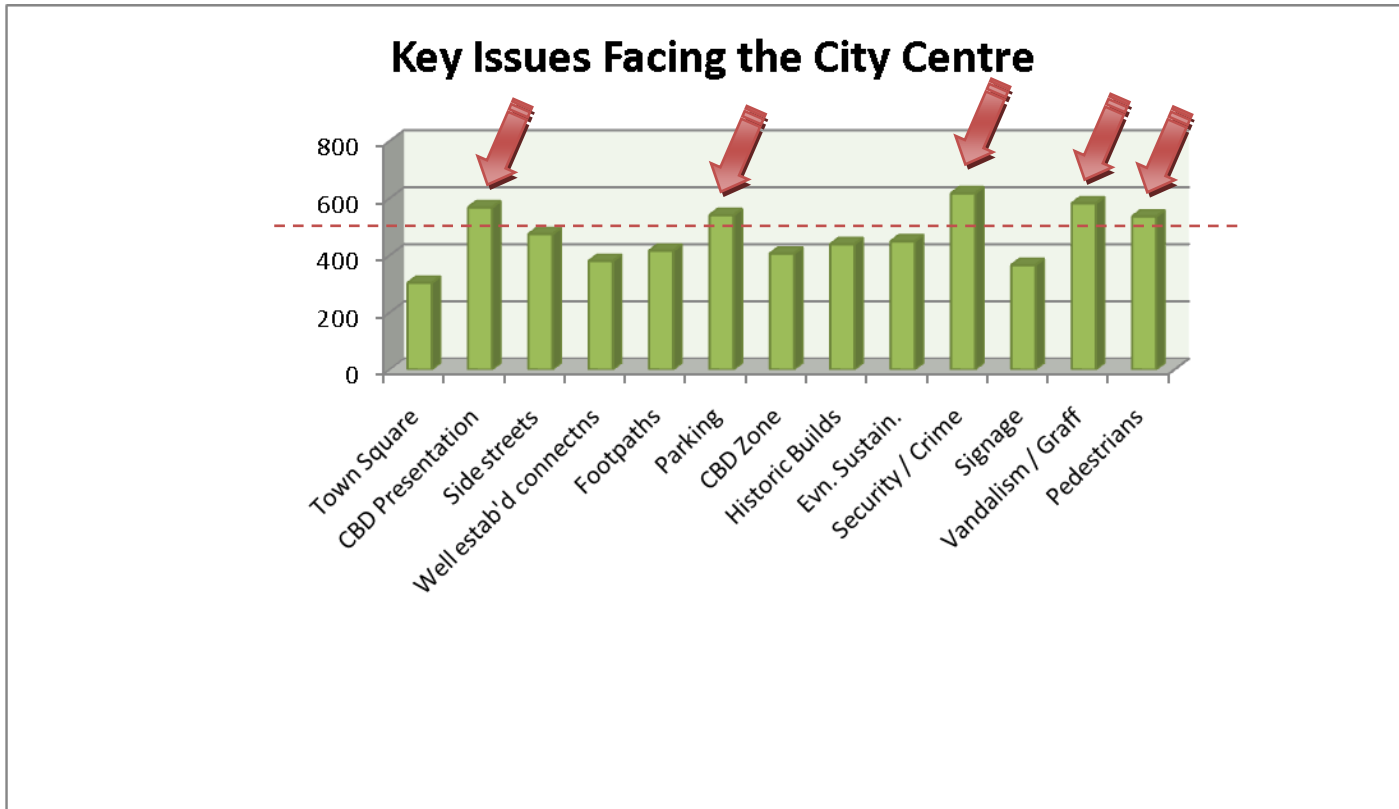
Outcomes:

Heart of Gisborne will maintain its relationship with the CCTV Camera Trust and continue to lobby Council for improved support.

Heart of Gisborne will work with Council to improve the 101 scheme and continue dialogue with our members.

Heart of Gisborne will continue its role as an active member of the Graffiti Taskforce.

Key Issues



Outcomes:

Heart of Gisborne will continue to lobby Council for better presentation of the CBD and safer access for Pedestrians through the Draft Annual Plan and Urban Development Strategy processes.

Heart of Gisborne will continue to produce materials to aid members with the presentation of their buildings / spaces.

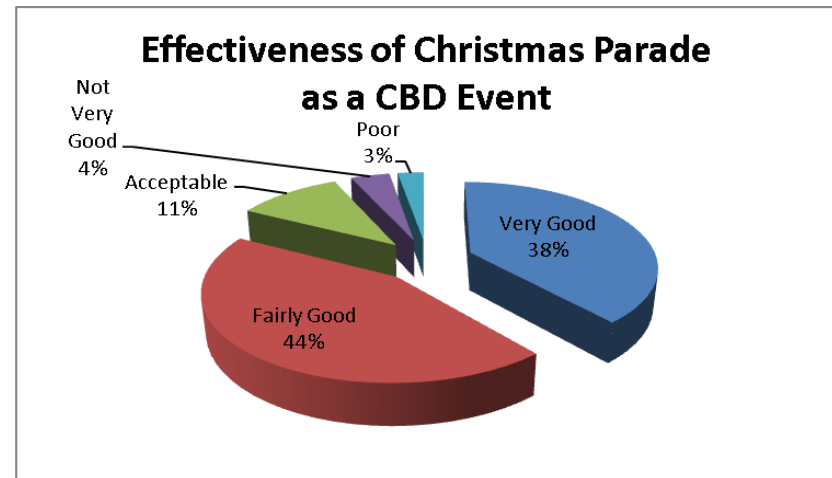
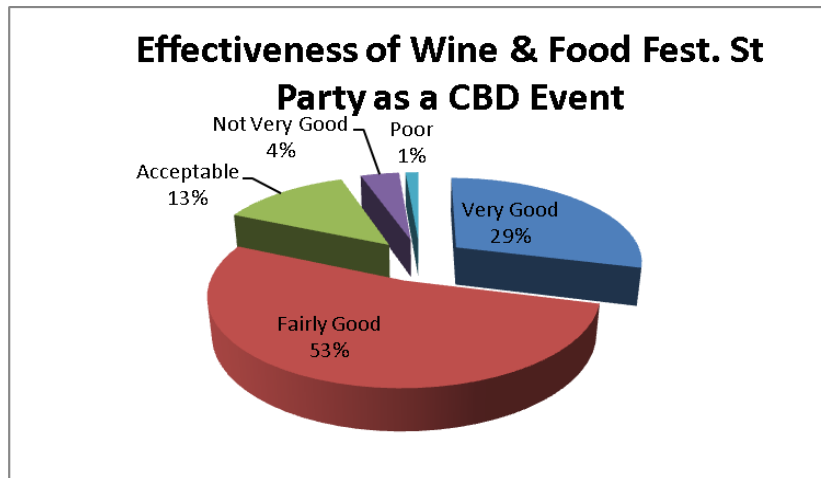
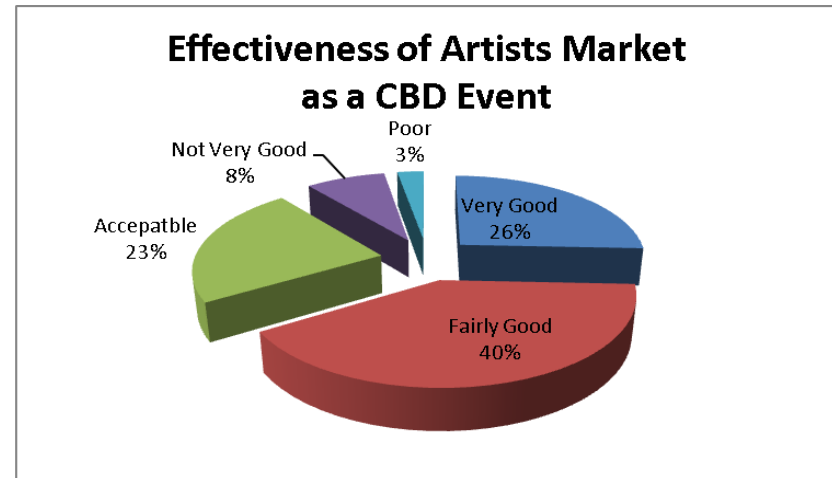
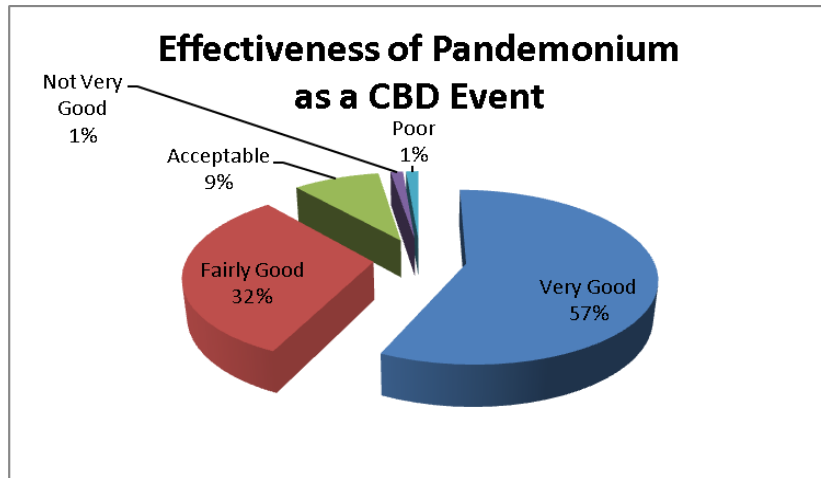
Heart of Gisborne will work with Council to introduce a Smart Parking Strategy.

Heart of Gisborne will maintain its relationship with the CCTV Camera Trust and continue to lobby Council for improved support.

Heart of Gisborne will work with Council to improve the 101 scheme and continue dialogue with our members.

Heart of Gisborne will continue its role as an active member of the Graffiti Taskforce.

Events in our CBD



Outcomes:

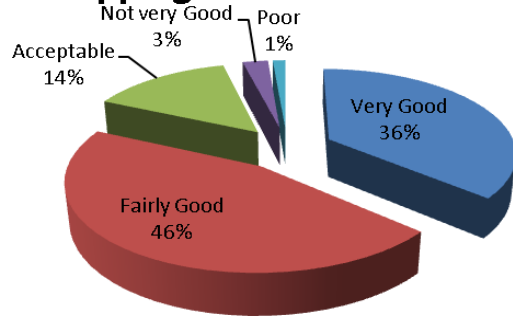
Heart of Gisborne events seem to be by and large on the right track.

The Artists Market will be timed for regional events and holidays rather than as a monthly event to improve its effectiveness.

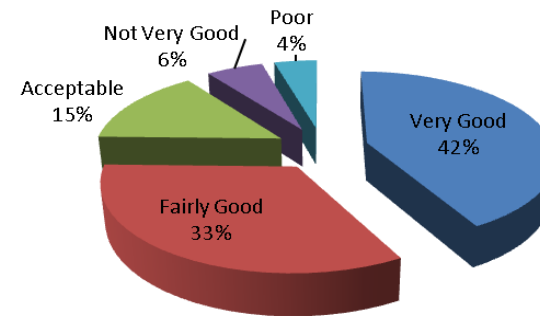
Heart of Gisborne will continue to adopt a programme of constant improvement for all events.

Promotions in our CBD

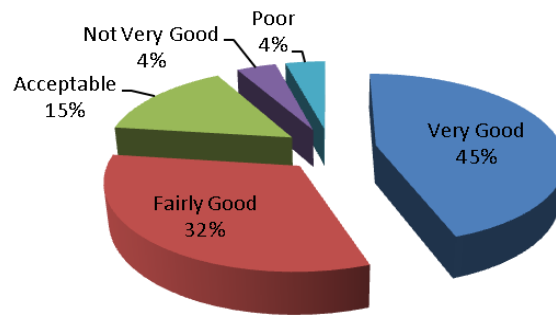
Effectiveness of Xmas Late Night Shopping as a CBD Promotion



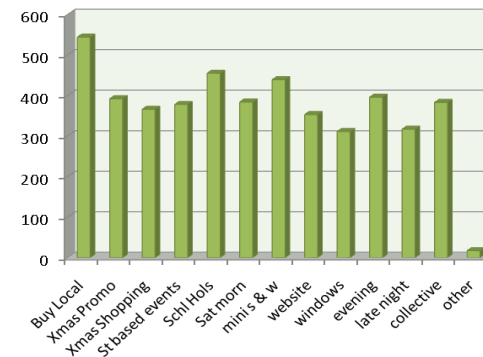
Effectiveness of the Wine Hunt as a CBD Promotion



Effectiveness of Shop & Win as a CBD Promotion



Priorities For New Activities



Outcomes:

Heart of Gisborne events seem to be by and large on the right track.

Heart of Gisborne will remove the Wine Hunt from the programme in preference of supporting other regional events.

Heart of Gisborne will continue to adopt a programme of constant improvement for all promotions.

Heart of Gisborne will facilitate a well developed and strategic "buy local" campaign to begin this winter.

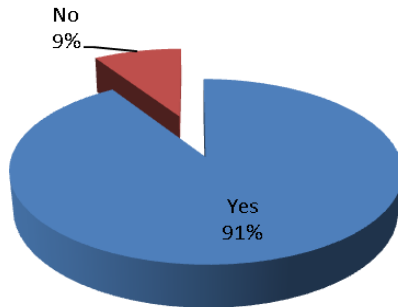
Heart of Gisborne will facilitate regular school holiday entertainment to begin in July 08.

Heart of Gisborne will begin research and development of an "Evening Economy" strategy. Working closely with the Hospitality Sector. Research will begin in June.

The option of Mini "shop and Win" type promotions will be reassessed for the '09 / 10 financial year.

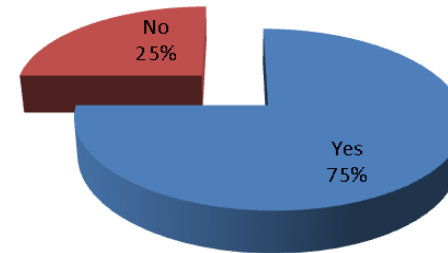
Regional Events

Is it Important That the CBD Support Regional Events?

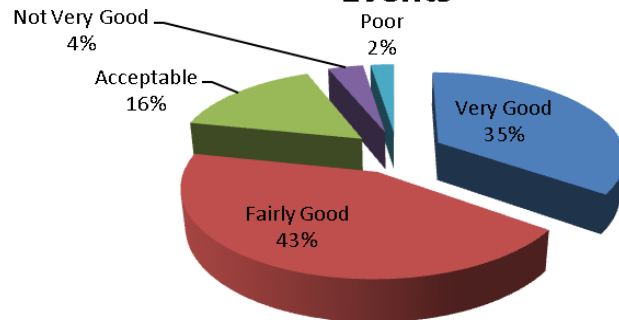


Promotion of the CBD

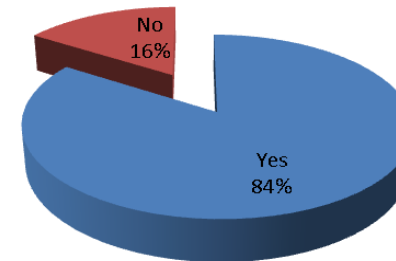
Does HofG Do Enough to Promote the CBD?



Effectiveness in Supporting Regional Events



Is Out Of Town Shopping Still An Issue For Our CBD?



Outcomes:

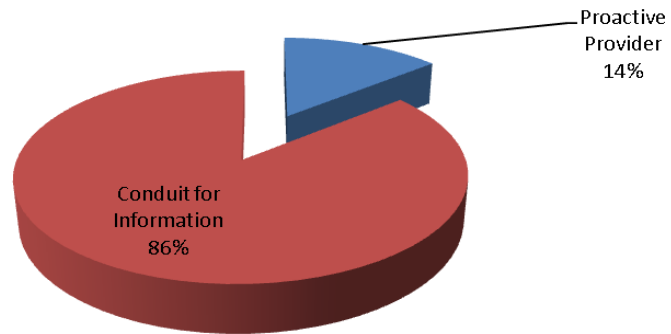
Heart of Gisborne will continue to prioritise supporting regional events and develop a broader programme in recognition of the importance it has been given by our members.

Heart of Gisborne will improve its promotion of the city centre with some emphasis on a "Shop Local" type campaign.

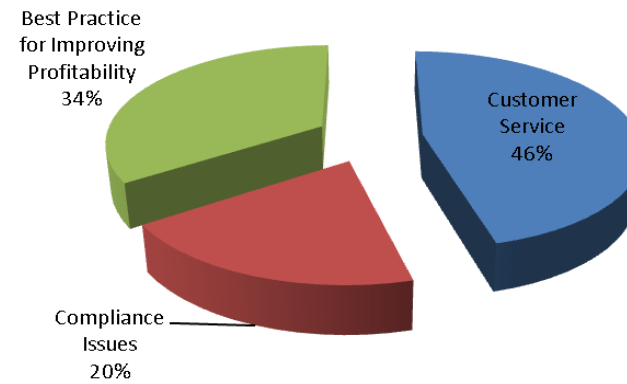
Heart of Gisborne will continue to adopt a programme of constant improvement for all promotions.

Training and Support

HofG's Role in Training and Education



Areas Requiring Training and Support



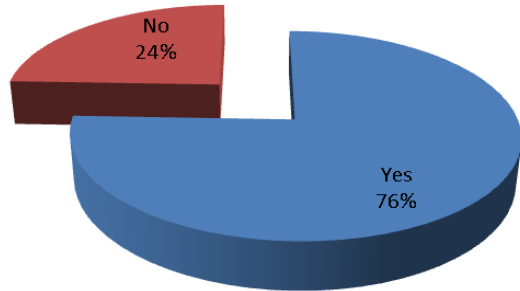
Outcomes:

Heart of Gisborne will continue its role as a facilitator of information, actively seeking out programmes that we can promote to our membership.

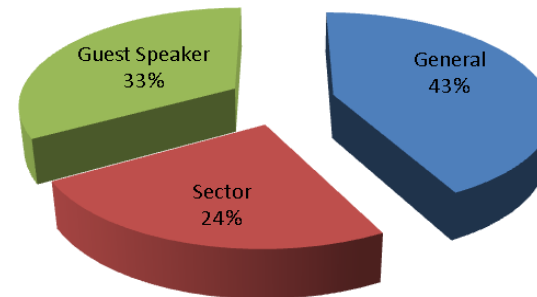
Heart of Gisborne will provide the Training and Support research to local and national providers in a bid to encourage more needs focused training and education.

Member Networking

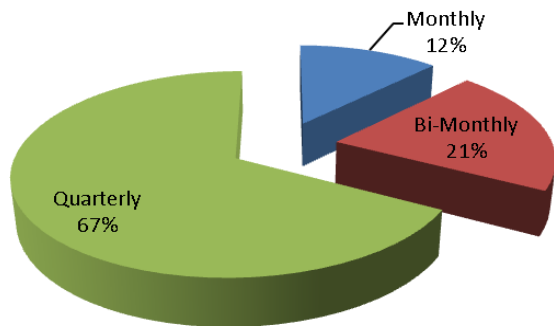
Support for Networking Functions



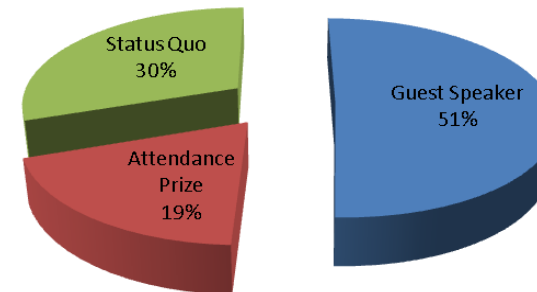
Ideal Format of Functions



Frequency of Functions



Ideal Format of AGM

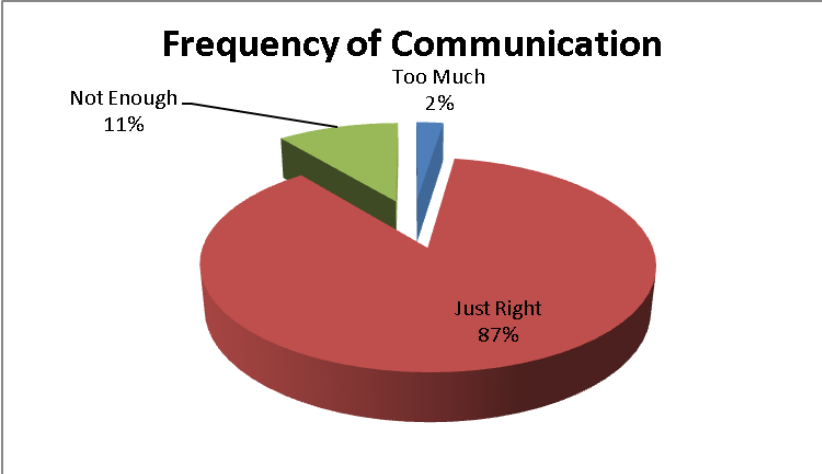
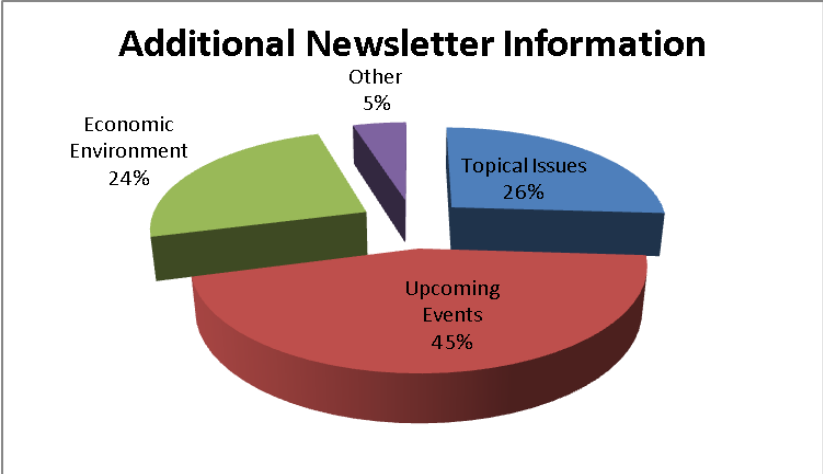
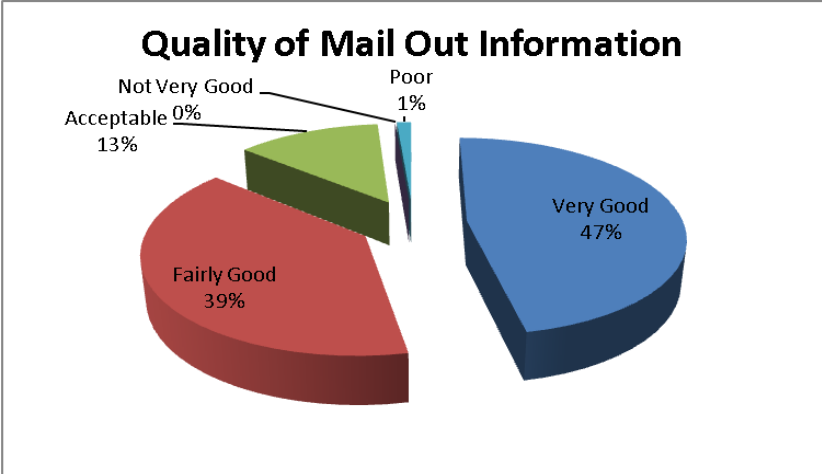


Outcomes:

Heart of Gisborne will incorporate quarterly networking into its programme – beginning in May.

Heart of Gisborne will provide a Guest Speaker at its AGM's in a bid to encourage better participation.

Member Communications

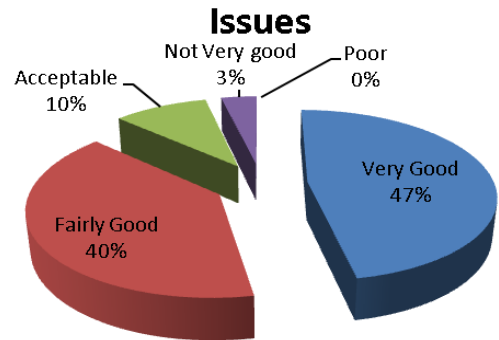


Outcomes:

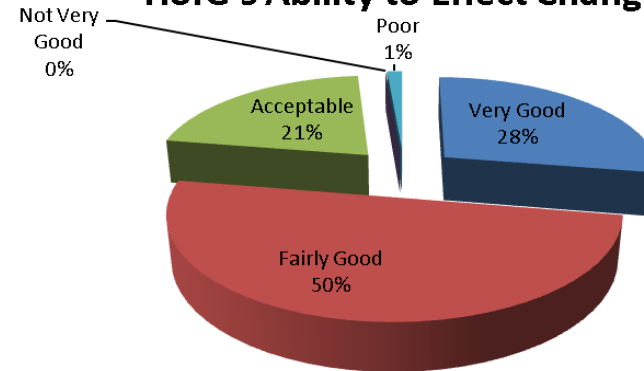
Heart of Gisborne will continue in the same vein with member communications but will tweak the content of the newsletter to better incorporate more information, specifically on local events, the economic environment and other topical issues.

Representation

Quality of Information on Specific Issues

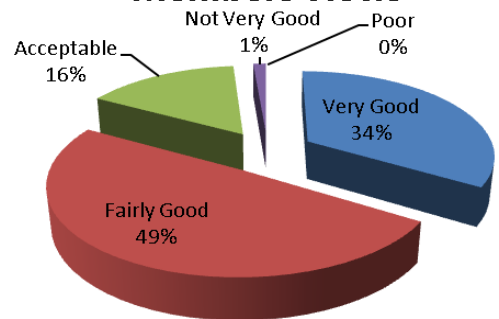


HofG's Ability to Effect Change



HofG's ability to Represent It's

Members Views



Outcomes:

Heart of Gisborne will improve our perception of our ability to effect change by using our lines of communication effectively to let our members know of our achievements

Heart of Gisborne will solidify our processes with Council to ensure that we are kept in the loop on specific issues.

