

KILBIRNIE

ANNUAL REPORT 2020

Chair's Message

It's been a difficult year as we all deal with the effects of the pandemic. Sadly a number of Kilbirnie businesses have had to close as a result. I've been encouraged, however, by many members' response to the challenges, including altering their practices to trade online under level 3 (and, for essential businesses, level 4) restrictions.

The KBN Committee has met eleven times in the past year, including online during the lockdown period. All meetings have included reports from our hard-working management team and our ongoing review of upcoming activities and events. For my part, during lockdown and since, I've been in regular communication with officers of our City and Regional Councils, and with other BID chairs, in order to keep abreast of initiatives and services available to assist local businesses.

I thank our BID Manager Gary Holmes and Town Centre Coordinator Susie Jones, without whom we could not have achieved all we did in this year's changed circumstances.

I also thank all members of the BID committee for their voluntary service and, in particular, acknowledge Sandra Julian who left the committee recently when her event management business Auaha relocated due to the pandemic.

This report details our achievements but I wish to mention one highlight of the past year : the launch of our latest , Te Taiao, on the very large Rentadent wall facing Evans Bay Intermediate School's netball courts. (Planning is underway for our next murals, including an exciting collaboration with Weta Workshop!)

Thankyou everyone for your ongoing support, especially during the Covid-19 challenges. We look forward to another busy year ahead, hopefully without the disruptions we have endured to this point in 2020.

Jo Morris – Chairperson 2019/20



2019/20 Committee



Jo Morris (Chairperson)
Wellington Sewing
Centre



Anthony Dey
Brentwood Hotel



Steve Farrell
Ray White



Dean Galt
Kilbirnie Pak N Save



Sandra Julian
Auaha
(resigned July 2020)



Ramona Rasch
Rasch & Leong Lawyers



Bruce Welsh
Rimu Architects



Steven Young
Property Owner



Binay Jagat
Liquor Centre

BID Management Team



Gary Holmes
BID Manager



Susie Jones
Town Centre
Manager

Highlights for 2019/20

- **The Covid-19 pandemic** - The resulting nationwide lockdowns proved to be a challenging time for our members. KBN provided support through regular emails to members ensuring they had the most up to date information relating to trading requirements under various levels, how to access wage subsidies and other government support and ensuring that all businesses were displaying QR Code posters. We also conducted an online audit and have been working with businesses to assist them with moving to online ordering and sales.
- **Advocacy with Wellington City Council** – KBN has taken the lead on advocating for and providing feedback on a number of projects and initiatives this year including submitting on the Annual Plan, and successfully halting the proposed “temporary” installation of cycle lanes along both sides of Onepu Rd which would have seen the removal of on-street carparks.
- **Christmas Parade** - Our third parade was held at the beginning of December last year with thousands turning up to see the various colourful floats and participants in the parade. Despite the rain on the day, a popular addition was the addition of post-parade entertainment in and around Bay Rd and the Community Centre.
- **Murals** – Earlier this year, local MP Paul Eagle officially unveiled “Te Taiao”– a mural designed and painted by Miriama Grace-Smith, and commissioned by KBN as part of its Kilbirnie beautification project. We were very grateful to Resene, RaD Car Hire, Evans Bay Intermediate School and Hirepool for their generous support.
- **Google AdWords** – We have commenced a Google AdWords campaign to direct people searching for local business services to our website and then linking to individual business listings.
- **Newsletters** – We have produced quarterly newsletters which were distributed to all businesses and other key stakeholders. These printed newsletters are designed to keep members up to date with what is happening and provides us with an excellent opportunity to gain feedback as we hand deliver these.
- **CCTV Cameras** - We worked with Wellington Council on their introduction of CCTV cameras in Kilbirnie, connected to the central Wellington Police Station. Two cameras have been installed – one on a pole outside the Kilbirnie Community Centre and the second on the corner of Coutts Street and Childers Terrace. When the cameras are not being monitored by the 45 police-vetted volunteers at the Wellington Central Police Station, they are set to oscillate to provide Police with real-time visibility of any issues in the centre.
- **Website** - We have continued to maintain our website www.kilbirnie.org.nz which allows visitors to view the site across multiple devices and includes information about what is happening in the area, a business directory for all members and a calendar of events. This is supported by the Kilbirnie Shopping Centre Facebook page which links to other local businesses and acts as a portal for local social media activity.



Coming up in 2020/21

- **BID Expansion** – We are working with Wellington City Council and business engagement firm Business Lab to explore expanding our BID boundary to include businesses in the wider Rongotai and Lyall Bay. Interviews and a survey of businesses in this area are underway to understand their views on challenges and opportunities in the area and their interest in being part of an expanded Business Network.
- **Business Directory** – An A6 sized full colour Kilbirnie Business directory is nearing completion and will be printed and distributed to businesses and thousands of homes throughout the Eastern Suburbs. The Directory will feature contact information about each KBN member and reinforces our push to encourage Eastern Suburbs residents to buy local.
- **Business Awards** – Early planning is underway on establishing a “Kilbirnie Business Excellence Customer Service Awards” in early 2021 to recognise business excellence in the area.
- **Murals** – In collaboration with WETA, Work has commenced on designs for an exciting mural to be created on the Pak N Save wall on Onepu Rd.
- **2021 Calendar** – 12 month A4 calendar for 2021 will be produced as a further way of promoting local businesses.
- **Christmas Parade 2020** – this year’s parade will be held on Sunday 6th December and we will be raising funds for Life Flight Trust. Collaboration with other community and business groups will see a Christmas Market being run in the Kilbirnie Plaza and a Family Fun day being held at Kilbirnie Park on the same day.

Proposed expenditure: \$100,000 for year 2020/21

Budgeted Income: BID Targeted Rate Income of \$80,000 for 2020/21
plus \$20,000 funds carried forward from 2019/20