

PROPERTY COUNCIL RETAIL FORUM

Research Slides

- Palms research slides from Colmar Brunton Research 2008 – ignore Palms comments in blue, but graphs are able to be quoted.
- Colmar Research on the CBD indicated central city bad experiences. Comments were “the parking is always a huge hassle, including getting to them – even though you get an hour free, it is not enough, and if you park on the street you normally get a ticket”.
- Colmar Brunton Research great experiences in the city included – “Because it is never too crowded and it is a good atmosphere. I like the buzz because it is not over crowded and it doesn’t feel chainy because every other mall is the same.”
- Independent Research 2008 on all shopping centres in Christchurch included with regard to the central city: “The central city is my favourite place for shops that are “different” to the malls especially Ballantynes. The parking however remains a major drawback to visiting the central city.”
- Also in the same research when questioned about barriers to shopping in the city the responses were “car parking – its availability and its cost”, also “cold in winter”.
- The same research when asked what is the main reasons for where you shop, the answers were location, convenience, easy access and parking. None of which are available in the CBD.
- The same research when asked to describe each shopping centre in Christchurch as to a personality of each centre, as if describing them to someone who knew nothing about them, included central city with the following comments – “tired; old; dirty; no vibrancy; no unity; impersonal; boring; intimidating; dangerous at night; empty; some classy shops; good fashion; has potential”.
- When ranking each shopping centre in Christchurch the rankings and percentages ranked eleven centres with a top ranking of 78% and a bottom ranking of 52%. Central city was 10th out of 11 with 55%.