

Shop Local campaign to support retailers



The Invercargill City Council's Communications Department and the Invercargill Licensing Trust are encouraging Invercargill residents to shop local and support the city's retailers.

CBD retailers, one of the concerns they bring up regularly is the impact of online sales on the viability of CBD retailers local shops.

Combined with the effects of high rents and a tough economic environment, the impact of online sales is makes it even harder for local retailers to survive.

When Raw Energy closed its doors in Esk Street recently, owner and well-known local fashion industry identity Tania Carter referred to the pressure online shopping places on retail.

Retailers have said they find it particularly disheartening when people come into their stores to try things on and then tell the retailer that they will buy the product online.

Every time a shop closes it affects not only the business owner,

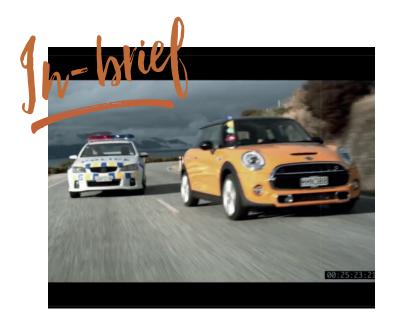
staff, their wider families, the landlord, suppliers and the businesses around it suffer a drop in foot traffic. It is a vicious cycle.

The City Council, with the support of the Invercargill Licensing Trust, is running a campaign asking people to shop local and think before they shop online.

The Council is making large 'keep it local' posters that will run in shop windows in Esk Street and Dee Street in premises owned by the ILT. These should be installed next week.

Advertisements are already running on radio, in newspapers and in social media, asking people to support retailers and our community by shopping local.





Pork Pie filming in CBD

Invercargill's city centre will be the location for the final scenes for the remake of the classic Kiwi movie Goodbye Pork Pie on the afternoon of Sunday 1 May.

Blondini Enterprises, the film company, has already delivered letters and spoken to those businesses affected by the filming.

Filming will take place in two areas of the central business district. From 2pm to approximately 6pm, they will be filming a scene close to Trooper's Memorial. Tay and Dee Streets will be closed when this scene is being filmed.

From 5pm – 2am, they will be filming scenes on Don Street, which will involve closing the street from 2pm. The filming on Don Street will require a partial road closure of Dee Street between Esk Street and Spey Street.

For safety purposes, sections of footpath, as well as the roads within the main shooting areas, may be closed when filming scenes. Traffic marshals and film crew will be spread throughout the filming area to advise and guide the public.

Should you have any queries, please contact:

Location Manager, Clayton Tikao

Mob: 027 293 7308 Tel: 04 380 8607



Submissions received on City Centre Co-ordinator role

Sixty seven submissions were received for Council's Annual Plan, including 13 submissions on the proposal to reinstate the CBD rate to fund a City Centre Co-ordinator role.

Council's Strategy and Policy Manager, Melissa Short said that of the 13 submissions about reinstating the CBD rate, six were in support of the rate and seven were against.

About 400 newsletters, outlining the proposed reinstatement of CBD rate and the opportunity to make a submission, were hand-delivered to businesses and retailers in the affected area (from Leven Street to Doon Street, including the Mitre 10/Harvey Norman/Burger King development, and from Gala Street to Tyne Street). The proposed rate does not affect residential ratepayers in that area.

Two submitters have indicated that they wish to speak to Council during the hearings process. Both of these are in support of the rate to fund a City Centre Co-ordinator.

Ms Short pictured above said that the Council would hear submissions to the Draft Annual Plan on Wednesday 4 May.

Council would then consider all submissions before making final decisions and adopting its 2016/17 Annual Plan on 14 June 2016, she said.



Esk Street update

Contractors will be working on the timber decking and seats in Esk Street over the next few weeks because the timber on the decks and seats has deteriorated faster than anticipated. Council's contractors will re-finish the timber, including sanding and staining, to bring it back to a high-quality finish. The contractor will be working at night to cause the least disruption to businesses. The completion date will be weather dependent.

The barrier fences located in the long gardens will also be removed and re-painted under the supplier's warranty. This will mean the barriers will not be in place for a period and a temporary barrier will be put in its place. It is expected the turnaround time for the removal, repair and re-installation should be less than a month.

HAVE YOU SEEN CITY CENTRE NEWS?





THRONE ROOM TATTOO STUDIO NOW OPEN ON



INSIDE OUT OPENS INVERCARGILL STORE **VOYANT MOVING TO**

SOUTHLAND HERITAGE WEEK 7-13 MARCH 2016

KELVIN STREET

TO VEHICLES FOR

TWO EVENTS

CITY CENTRE



THINK BEFORE YOU SHOP ONLINE Retailers, the Invercargill City Council and Invercargill Licensing Trust are encou aging Invercargill residents to shop local and support the city's retailers.



INVERCARGILL MUSIC STORE **OWNERS IN TUNE**



INVERCARGILL CREATIONS FIND NICHE MARKET IN TAY STREET



GIFT SHOP ON THE MOVE

City Centre News appears on page two of The Southland Express on the first Thursday of the month.

The first issue of City Centre News, published on 3 March, covered Throne Room Tattoo Studio, Pascoes the Jewellers, Inside Out, Voyant, Southland Heritage Week and Esk Street road closures.

Issue 2, published on 7 April included Creativity Plus and the Artists' Collective, Invercargill

Music Store, Toi Toi Maori Art and Gift Shop, Liz Thomas and the Shop Local campaign. We are working on Issue 3 right now. If you have any story ideas, please call Eirwen Harris on 211 1678 or

email eirwen.harris@icc.govt.nz





Retail Success

One day workshop for Southland retailers

Venture Southland are bringing top consultants
First Retail Group to Invercargill on
Wednesday, 20 April 2016 from 9am - 4pm at the Kelvin Hotel

This training is for retailers of all sizes and formats

Chris Wilkinson and his team will give you practical tips and tools to succeed in the rapidly transforming retail environment, where customer behaviour and expectations are changing fast

Investment: \$150 per person

Most businesses will be eligible for 50% funding support

\$75 per person

Book your place and apply for 50% funding

Contact Rhiannon Suter on 03 211 1404 or email rhiannon@venturesouthland.co.nz

FIRSTRETAIL



