

Memorandum

6 June 2024

To: Waitematā Local Board
Subject: City Centre update – workshop 11 June 2024
From: Simon Oddie, Priority Location Director – City Centre
Contact information: simon.oddie@ekepanuku.co.nz

Introduction

1. Staff from across the city centre team will attend the Waitematā Local Board workshop on 11 June to present two items for indicative feedback and advice.

Workshop agenda

Item 1: Introduction and city centre update – 10:30am

Who: Simon Oddie, Priority Location Director, City Centre Lead Agency

Purpose: To provide the Waitematā Local Board with an overview of the workshop contents, how the items respond to key city centre priorities and to also provide an overview of the latest city centre metrics and insights.

Attachment: None

Item 2: Night-time Economy – 10:40am

Who: Annie Dundas, Director Destination; Karen Thompson-Smith, Head of Tourism

Purpose: To provide the Waitematā Local Board with an overview of the night-time economy research findings and seek views and advice from the board to help inform the development of a night-time strategy and priorities for short term initiatives.

Attachment: Memo and presentation.

Item 3: Draft City Centre Community Safety Plan – 11:40am

Who: Duncan McLaggan, Manager Community Partnerships & Investment

Purpose: To provide the Waitematā Local Board with an overview of the draft city centre safety plan and to seek advice and indicative feedback from the Board to inform the content and priorities of the plan.

Attachment: Memo and Draft City Centre Community Safety Plan

General updates

Mills Lane and Swanson Street Improvements project update

2. The Swanson Street and Mills Lane project is currently nearing the end of the preliminary design phase. Swanson Street is a key walking route between Queen Street and Albert Street for thousands of people each day and the laneways provide an important role in loading and servicing for the area.
3. Public consultation on the preliminary design was open until 4 June 2024. The design and the information can be viewed on this [link](#). Staff will update the local board following a review of the feedback from the consultation period.

Tyler Street & Waitematā Station plaza upgrade

4. This project will complete extensive upgrades to the spaces around the Waitematā Station with construction of the Waitematā Station Plaza and the section of Tyler Street between Te Komititanga and Commerce Street. Design for the plaza was completed by CRL this year, and construction is expected to start in late June, early July 2024.

Central wharves – Hobson Wharf extension, Queens Wharf, Captain Cook Wharf, Marsden Wharf and adjoining breastworks

5. As part of the LTP process, the council recently voted to progress the development of a masterplan for the area known as the central wharves. This follows on from the high-level port precinct framework plan that Eke Panuku, alongside Auckland Council and CCO's, prepared as part of its Statement of Intent requirement from Council.
6. The Framework Plan investigated potential opportunities for the port land site if port operations were to withdraw in stages. It provides:
 - A high-level proposition around long-term possibilities for the full port precinct - 85 hectares of land, wharf and waterspace from Hobson Wharf Extension in the west to Fergusson Wharf in the east. The Mayor made an announcement around the future of the port recently.
 - More detail around the potential opportunity for the first stage of development, which is the central wharves – Queens, Captain Cook and Marsden wharves, the Hobson Wharf Extension and the Admiralty Steps and adjoining breastworks.
7. Following the council's decision, Eke Panuku will now develop a more detailed masterplan for the first stage of land release, the Central Wharves – Queens Wharf, Captain Cook Wharf, Marsden Wharf and Hobson Wharf Extension. This will also include the waterspace and associated breastworks that run next to the red fence.
8. Auckland Council has allocated opex funding for this work, inclusive of master planning, regulatory work, and due diligence for these public assets. There is no capital funding allocated for this work.
9. Eke Panuku will work with a cross council working group, including Port of Auckland, to develop the Central Wharves Masterplan over several years. The process will involve:
 - working in partnership with mana whenua, drawing from our learnings and approach for the Te Ara Tukutuku project.
 - a community engagement and consultation process to engage key stakeholders, interest groups and Aucklanders and a range of waterfront and city centre stakeholders on this significant city shaping initiative.
10. Eke Panuku will shortly start scoping out this significant piece of work, inclusive of timeframes for engagement and procurement. We look forward to discussing further with Waitematā Local Board over the coming months.

City Centre Advisory Panel

11. The next scheduled meeting of the panel is 24 June 2024. The following items have been tentatively scheduled:
 - Visitor attraction and promoting the city centre
 - Draft City Centre Community Safety Action Plan
 - Long-term plan and regional land transport plan update
 - City Centre Targeted Rate investment portfolio budget update

Memorandum

11 June 2024

To: Waitematā Local Board

Subject: Draft City Centre Community Safety Plan

From: Simon Oddie, Priority Location Director – City Centre Lead Agency
Duncan McLaggan, Manager Community Partnerships & Investment

Contact information: simon.oddie@ekepanuku.co.nz

Purpose

1. To seek indicative feedback and advice from the local board on the draft City Centre Community Safety Plan and its priorities.

Summary

2. The draft city centre community safety plan is attached to the memo. Staff are seeking discussion, indicative feedback and advice from the local board, particularly around prioritisation of initiatives and stakeholder engagement, to inform the development and finalisation of the plan.
3. The document has been prepared with input from many groups including the Community Safety Taskforce, the City Centre Advisory Panel and partners such as the police and Auckland City Mission.
4. Further targeted review of the draft plan will take place over the coming weeks, including with the City Centre Advisory Panel, police, business associations, City Centre Residents Group and specialist teams within the council group. The final draft is intended to come back to the local board for endorsement at its July business meeting.

Background

5. At the 9 April 2024 workshop Auckland Council and Eke Panuku provided an update on how the group was taking action on the issue of safety in the city centre.
6. Improving safety and increasing community confidence in the city centre is a complex issue that requires a multifaceted approach. Success relies on a number of different participants working together in partnership: local and central government agencies, business and business associations, the police, social sector, community groups, private sector organisations, city users and residents all play a part.
7. Auckland Council, together with its lead agency for the regeneration of the city centre Eke Panuku, has committed to work with this group to develop an integrated safety plan for the city centre.
8. Recognising the need for a rapid response, many initiatives under this plan are now underway, either by the council group or its partners who have committed significant time and resources to this issue.
9. The [City Centre Action Plan](#), unanimously endorsed by the local board on 17th of October 2023, identified the need to establish a multi-agency approach and plan to set priorities and respond to issues of safety and anti-social behaviour.
10. Through the work being led by council group safety sponsor Craig Hobbs, it was agreed that Eke Panuku and Auckland Council would work together with colleagues across the group and external partners to develop an integrated City Centre Community Safety Plan which would underpin a more coordinated approach to dealing with safety and anti-social behaviour.

11. The objective of this plan is to provide coherence and community confidence around the collective work within the council group and our partners (i.e. central government, police, Ngāti Whātua Ōrākei, Heart of the City, K'Rd Business Association) to:
 - promote a stronger joint agency approach to safety (antisocial behaviour) in the city centre with clear accountabilities, roles and funded actions.
 - provide greater confidence in the work that we are collectively doing.
 - enable more effective identification of gaps in the collective safety work programme, enabling these to be addressed and funded via a joint agency approach.

Role of the council group

12. Noting the multifaceted and inter-agency approach required, the council group's role will be that of coordinator and facilitator, bringing together a joint agency response driving better coordination and accountability across all the various agencies who play a role in this complex space. This will provide a clear articulation of the responsibilities of council group as well as the critical work of our partners.

Responding to local board and city centre stakeholder priorities

13. Improving public safety and perceptions of safety is recognised by the local board as a key challenge for this term. "The local board plan supports a larger regional response to this issue that collectively seeks to improve safety and wellbeing and seeks to work with central government and community partners to support initiatives and programmes to respond to this" (Waitematā Local Board Plan 2023).
14. The safety plan was the subject of a March workshop with the Central City Taskforce for Community Safety, led by the community impact team and supported by Eke Panuku and the council's compliance lead.
15. As part of their feedback and advice on the city centre targeted rate investment priorities for 2025 - 2035, the City Centre Advisory Panel endorsed (Resolution number CCAPC/2024/7) at its [29 April meeting](#) an additional allocation of targeted rate funding for the next two years to support improvements to community/visitor safety as a short-term fix, in addition to existing ongoing efforts. Staff are currently working through the details of how to best utilise this allocation of funds, informed by priorities outlined in the Safety Plan.

Resources

16. The City Centre Community Safety Plan indicates the funding status of initiatives as we currently understand them. As outlined above, a temporary allocation of funding from the City Centre Targeted Rate will go towards safety initiatives over the next two financial years.

Next steps

17. The City Centre Community Safety Plan will be presented to the local board for endorsement at its July business meeting.

Attachments

Attachment 1: DRAFT City Centre Community Safety Plan

The background features a large, stylized graphic composed of several overlapping, semi-transparent rings. The rings are primarily in shades of light blue and light green, with some darker tones at the edges, creating a sense of depth and movement. The rings are arranged in a circular pattern, with some overlapping others, and they appear to be part of a larger, continuous design.

City Centre Community Safety Plan

City Centre Action Plan - linked

- Covid-19 fallout continues to impact our communities - accelerated positive change in some areas but also deepened the challenges related to social inequality.¹
- Travel, retail and work styles; changes in crime patterns; demographics and socio-economic pressures mean a holistic and collaborative approach to urban safety is needed.
- This needs to be supported by effective leadership, governance, social cohesion, and trust and confidence in agencies in authority.

Why?

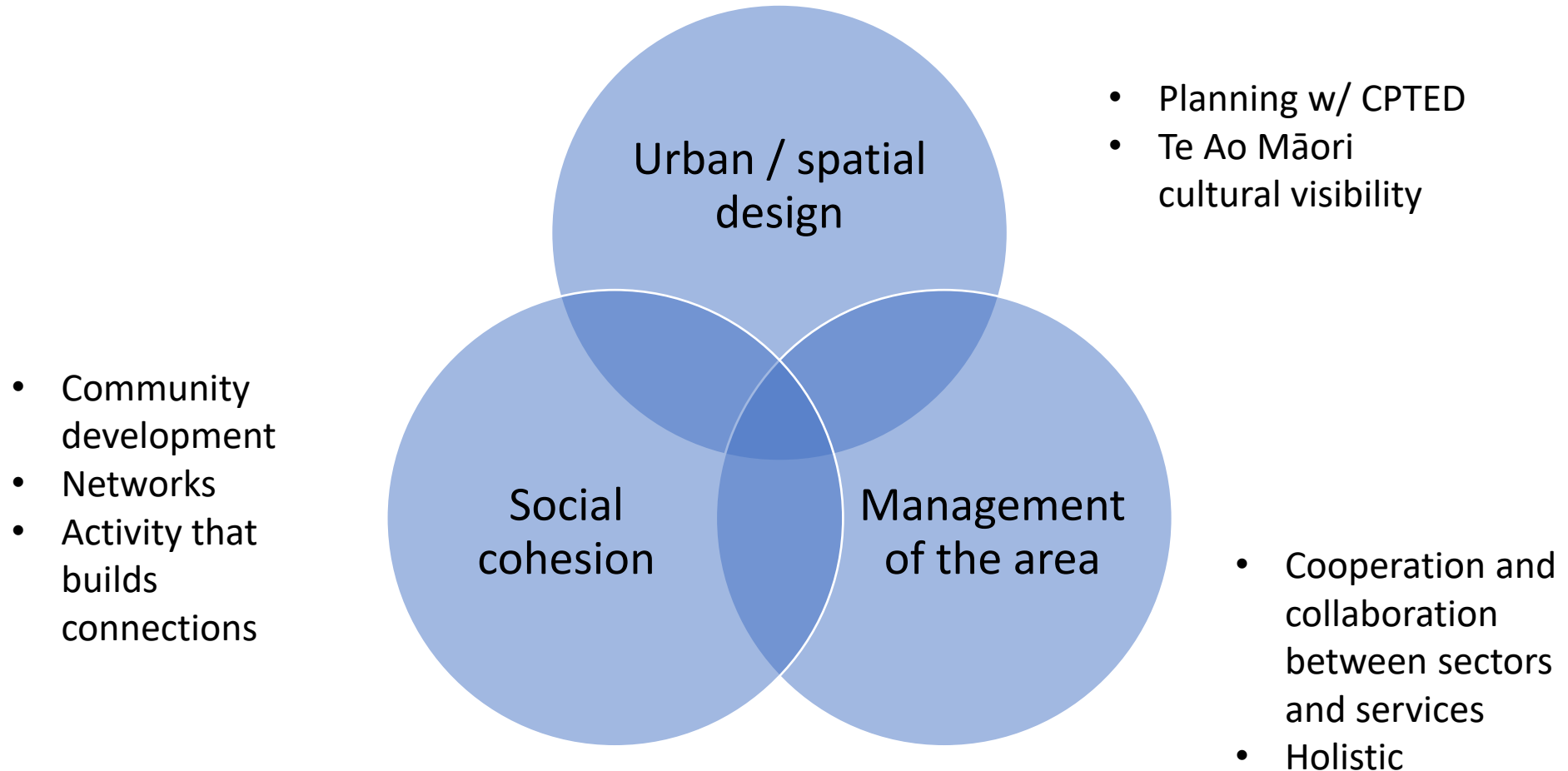
Addressing
crime and
safety
concerns

Enhancing
public
confidence
and trust

Support
economic and
infrastructure
development

Promoting
partnership,
social
connectedn
ess and
inclusion

Three realms of safety



City Centre Community Safety Plan

- A multifaceted and inter-agency approach
- Council group's role is that of facilitator, bringing together a joint agency response driving better coordination and accountability across all the various agencies who play a role in this complex space.
- Provide a clear articulation of the responsibilities of council group as well as the critical work of our partners. To provide this coherence, the city centre safety plan will indicate:

Who the lead and partners are for each initiative

Timeframe for delivery

The funding / resource status

Governance and operation

Governance	Regulatory and Community Safety Committee of Auckland Council
-------------------	--

Advisory stakeholders	Waitematā Local Board Auckland Council's Centre City Advisory Panel NZ Police
-----------------------	---

Service Partnerships	Central City Community Safety Taskforce
----------------------	---

Outcome areas



**Community
Partnerships &
Engagement**



**Māori / mana
whenua
Partnerships**



**Support and
Collaboration
with NZ
Police**



**Regulatory
Measures and
Compliance**



**Communication
and Awareness**



**Urban
Environment
and
Infrastructure**



**Funding and
Resource
Allocation**



**Data Analysis
and Reporting**



**Monitoring
and Evaluation**

Monitoring and Evaluation



**Performance
data and
metrics**



**Regular
Assessments**

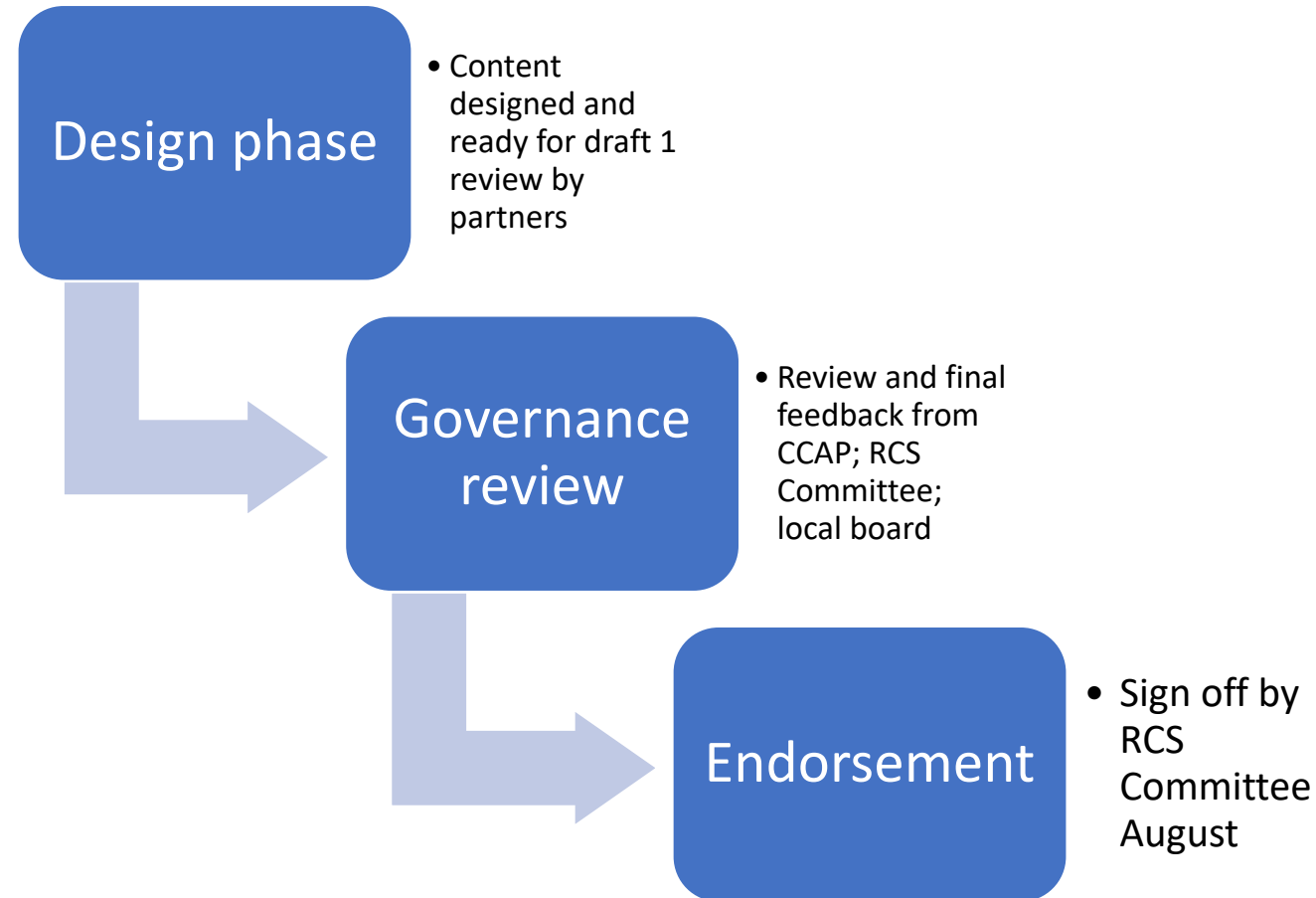


**Governance,
accountability
and monitoring**

The safety plan can also help to support ...

- Data informed decision making and investment
- Activity to improve community confidence including visibility, data and perceptions research.
- Operating plans for the safety coordination hubs and various patrols working within the city centre (voluntary, council, BID and police).
- Community safety resource development
- Education and skills building
- Infrastructure responses such as lighting upgrades
- Bylaw enforcement (with further information on the agenda for this meeting)
- Recommended advocacy positions
- CPTED (crime prevention through environment design)
- Community outreach
- Technology solutions

What now?



Memo

To: Waitematā Local Board

Subject: Information on the Nighttime Economy Research

From: Karen Thompson-Smith – Head of Tourism

Contact information: karen.thompson-smith@aucklandnz.com

PURPOSE

1. To provide the Waitematā Local Board with an overview of the night-time economy research findings and seek indicative feedback and advice from the board to help inform the development of a night-time strategy and priorities for short term initiatives.

SUMMARY

2. Tātaki Auckland Unlimited (TAU) commissioned Joots Limited to research Tāmaki Makaurau's Night-Time Economy (NTE) in 2020/2021 and again in 2023/2024, focusing on key precincts in and near the city centre.
3. The research highlighted that 55% of spend in the city centre takes place between 6pm and 6am. Recommendations included improving parking, enhancing safety and infrastructure, and increasing events to boost city centre vibrancy.
4. TAU, alongside the Auckland Council Whānau Working Group, aims to implement pilot programs and develop an action plan to establish Tāmaki Makaurau as a 24-hour visitor economy.

BACKGROUND & CONTEXT

5. The [Destination AKL 2025 Strategy](#) directly referred to developing a NTE for Tāmaki Makaurau. The [Destination AKL Recovery Plan](#) further prioritised the development of a strategy in response to a decline in people visiting the city centre following the COVID-19 pandemic. More recently, the City Centre Action Plan (CCAP) - a plan detailing Auckland Council's priorities aligned to the *City Centre Masterplan 2020* - highlighted the need to prioritise Tāmaki Makaurau's NTE.
6. TAU commissioned a dedicated research in 2020/2021 which aimed to measure the change in visitation and spending across four discrete precincts – Viaduct, Auckland CBD, Ponsonby and Karangahape Road. The study was analysed and broken into two sections. First, the study analysed different customer segments within the NTE to measure the impact of COVID-19 on participation. Secondly, interviews were conducted using a sample from each segment to understand the drivers behind behaviour changes.
7. Building on this previous research and the development of the City Centre Action Plan, in 2023/24 TAU and key stakeholders sought to study additional precincts and to update the research and insights to better understand the barriers and

opportunities to improve the NTE within the city centre specifically. These precincts included:

- a. Wynyard Quarter;
 - b. Viaduct Harbour;
 - c. Victoria Quarter (including Victoria Park);
 - d. Waihorotiu/Queen Street Valley & Aotea Centre;
 - e. Karangahape Road;
 - f. Learning Quarter; and
 - g. Quay Street.
8. With Joots Limited having completed the remainder of the qualitative and quantitative research this year, the findings and potential pilot recommendations were presented to key city centre stakeholders by email or in-person. The insights from this research are presented in Attachment 1.
 9. The NTE Auckland Council Whānau Working Group - a dedicated group across the Auckland Council group of key leaders from TAU, Eke Panuku Development Auckland, Auckland Council, and Auckland Transport - will now consider the pilot recommendations to develop and deliver an action plan within three-six months.

RESEARCH AND CONSULTATION

Research overview and methodology

10. Tātaki Auckland Unlimited commissioned independent research agency Joots Limited to conduct extensive research into the city's Night-Time Economy between 2020 and 2021. The study aimed to understand and measure visitation and spending across four key precincts: Viaduct, Auckland CBD, Ponsonby, and Karangahape Road.
11. The methodology included:
 - reviewing available data and existing research;
 - analysing transactional behaviour and public transport trends;
 - in-depth interviews with customers, business stakeholders, and residents; and
 - conducting a consumer validation survey.
12. Building on the initial findings, Tātaki Auckland Unlimited commissioned Joots Limited again in 2023 to further identify barriers and opportunities in the four precincts. This mixed-method research involved quantitative analyses of electronic payment data and qualitative in-depth interviews with 32 stakeholders, conducted between February 5 and March 4, 2024.
13. The research was supplemented by recommendations for potential pilot programs aimed at revitalising and activating these areas between 6pm and 6am, seven days a week.

TAU engagement approach

14. TAU is committed to revitalising Tāmaki Makaurau’s night-time economy through a strategic, multi-agency approach aligned with the Destination AKL 2025 Strategy and the broader objectives of the Auckland Council.
15. The strategy emphasises transparency and proactive engagement with all stakeholders, including city centre businesses, residents, and the Auckland Council Whānau Working Group consisting of Auckland Council, Eke Panuku Development Auckland, and Auckland Transport. The plan recognises it will be crucial to bring key public and private sector stakeholders together for optimal outcomes.
16. Since the project's inception, TAU has shared clear, concise, and targeted information to our key stakeholder groups through in-person presentations, workshops and online channels.

MORE INFORMATION AND NEXT STEPS

17. The Night-Time Economy research revealed reconnecting Tāmaki Makaurau residents with the city centre’s night-life was pivotal to unlocking its potential.
18. The vision of the multi-agency Night-Time Economy Project is to create opportunities for Tāmaki Makaurau to be globally recognised as a 24-hour visitor economy.
19. The wider Auckland Council Group aims to employ a multi-agency approach to design and deliver these recommendations, with opportunities for city centre stakeholders to continue to contribute efforts over the next three-six months.
20. Please contact TAU Head of Tourism, Karen Thomson-Smith for any additional project information karen.thomson-smith@aucklandunlimited.com

ATTACHMENTS

Attachment 1: Night Time economy insights and recommendations

JOOTS



Tātaki Auckland Unlimited

*Nighttime Economy
Insights, Suggestions and
Recommendations*

Summary

May 2024





The Brief

To unlock the opportunity for Tāmaki Makaurau Auckland to be globally recognized as a 24-hour visitor economy.

A review/revision of the Nighttime Economy Research 2020:

- Who makes up/uses the nighttime economy?
- Understand what has changed since 2020.
- What continues to be a barrier for people returning to the city at night?
- What are the opportunities to encourage visitors to the central city?
- How do we make Tāmaki Makaurau a truly successful global city with a strong cultural life and a diverse nighttime economy?
- Major Events and City Centre Events - how they can help to activate the city centre and challenges they face at night.

Further, the project needed to consider:

- The needs of city-based businesses.
- The needs of city residents.
- The strategic objectives of Tātaki Auckland Unlimited and the wider Auckland Council group.



The Methodology

The methodology employed to deliver this project has involved:

- Review of existing research and available data.
- Transactional behaviour research.
- Public Transport trend analysis.
- Customer behaviour depth interviews.
- Business stakeholder depth interviews.
- Resident stakeholder depth interviews.
- Consumer behaviour validation survey (in progress)



Quantitative data insights

Transactional data analysis has highlighted:

The nighttime economy represents 55% of total transactions

- Between 2019 and 2023 nighttime spend increased by 12%
- However, transactions fell by 20%.
- Digging deeper, we learnt that International transactions were up 12%
- The rest of New Zealand spending was up 43%
- However – Auckland Residents spend was down 35%
- Looking even closer, 50% fewer transactions by Auckland Residents in restaurants and cafes at night.

JOOTS

Why?





Qualitative Research

In-depth interviews undertaken with :

- 🕒 City Centre Business Stakeholders
- 🕒 Auckland Residents
- 🕒 City Centre Residents

32 Interviews were undertaken during the month of February 2024 and ranged in length from 30 – 60 minutes.

Interviews were recorded and subsequently transcribed.

A grounded theory analysis approach was employed to develop the identified categories and subsequent sub-categories.

This work was supplemented with AI text analysis to validate / reconcile the patterns and themes identified

What did we learn about the Precincts?



Wynyard Quarter

- » Perceived to be attractive and vibrant.
- » Popular with families – safe, space, activities.
- » Thoughtful development has fostered a sense of community.
- » Considered to be a distinctive and appealing part of the Auckland City Centre.



Viaduct

- » Sought out by those seeking a lively social environment – bars and restaurants being the main drawcard.
- » Perceived by some as being intimidating and unsafe.
- » Compared with Ponsonby and Karangahape Road – struggles to compare due to accessibility, perceived atmosphere and the crowds it attracts.
- » The Viaduct is valued for its role in the Auckland nighttime economy – but there is scope for improvement.



Karangahape Road

- » Celebrated for its unique character, diversity and vibrant nightlife.
- » Noted for its culinary experiences, range of music and cultural events and diverse retail offering.
- » Very strong sense of community and pride.
- » Considered safe and vibrant, despite the acknowledged rogue elements.
- » Valued as a distinctive and lively precinct.



Queen St

- » Generally considered a no-go area at night.
- » Concern towards safety, general atmosphere, lack of people and cleanliness.
- » Some positive acknowledgement of the cultural diversity that underpins sections of Queen Street.
- » Widespread view that the Queen St corridor lacks vision and is in dire need of revitalization.

The concerns that have been identified

SAFETY



- » Significant concern amongst business stakeholders.
- » Frustration at perceived lack of support from authorities.
- » Older visitors to the city considerably more focused on perceived safety issues.
- » Younger visitors less concerned.
- » There is a consistent view that no one would choose to walk along Queen St at night due to safety concerns

DRIVING & PARKING



- » Many people still want to be able to drive into the city at night – it's perceived to be cheaper, more convenient, safer, and quicker.
- » However, others supported cars being removed from key thoroughfares at night.
- » Parking is perceived to be a significant barrier – affordability and operating hours. This is in contrast to other precincts such as Ponsonby, Newmarket, Takapuna
- » Traffic management is turning people away

ROADWORKS



- » There continues to be general construction fatigue
- » Roadworks are perceived to affect accessibility and overall ambience
- » There is a perception that the city is still under construction and not yet ready for vibrant or exciting nighttime activities.

PUBLIC TRANSPORT



- » If travelling into the city for work – public transport is preferred.
- » If travelling into the city for entertainment or socialising, many people prefer to drive or use rideshare services.
- » Public transport is perceived to be unreliable, inconvenient and unsafe for travel at night.
- » Strong interest in a bus service to connect the city precincts.
- » Demand for extended public transport hours, particularly for ferries where some routes finish at 7pm

EVENTS



- » All participants recognised the importance of events to creating a vibrant nighttime economy.
- » Visitors acknowledged that events are a major influence to visit the city.
- » Business stakeholders place considerable importance on major events to driving economic growth.
- » Strong desire for clarity around future events strategy.
- » Importantly, stakeholders want to collaborate on the development of activities and events.
- » Key issue – many visitors are simply not aware of what is taking place.

The concerns that have been identified

VIBRANCY



- » The city is seen to be lacking energy and vibrancy.
- » “It feels like it has lost its mojo”
- » Karangahape Road is viewed as a beacon of vibrancy.
- » “Where are the street traders, buskers and food carts?”

RETAIL



- » There is a general sense that the city closes at 5pm.
- » Appreciation of new retail developments like Commercial Bay.
- » General sentiment that the retail offering is increasingly high-end – alienating many.
- » There is plenty of interest in greater access to retail and services in the evening.

VENUES



- » Recognition that many great venues have closed over the years reducing the vibrancy of the city centre.
- » There is a clear tension between the needs of venues, the regulatory environment and some city residents.
- » There is a sense that the city has not done enough to protect a number of iconic locations – now symptoms of the city’s decay.
- » The vision of a new city centre stadium considered by many to be an exciting prospect.

WORKING FROM HOME



- » WFH has had an impact – Monday and Fridays in particular.
- » Fewer people in the city leads to fewer people going out.
- » However, where a concerted effort is being made by companies and / or property owners – people are coming back.
- » General sense that more can be done to get people back into the city.

AUCKLAND COUNCIL



- » General dissatisfaction toward council for the perceived lack of support and vision for the nighttime economy.
- » A view that council has been chasing people out of the city.
- » Frustration towards perceived regulatory challenges to support a vibrant nighttime economy.
- » It is considered that there is a lack of focus on the basics, i.e. security and cleaning.
- » A strong desire to see action

The concerns that have been identified

INTERNATIONAL STUDENTS



- » It is perceived that International Student numbers have not returned to pre covid levels – contributing to a reduction in vibrancy in the city.
- » A number of businesses indicated that the lack of International Students has directly impacted their business.
- » Businesses also noted the negative impact on the city centre workforce.

VISION



- » There is a strong view that Auckland lacks a cohesive and compelling nighttime vision.
- » Further, there is a widespread lack of understanding as to the vision for the city centre.
- » People are genuinely interested to understand what the vision is.

LOCAL ALTERNATIVES



- » On-going renaissance of 'going local'
- » Underpinned by continued growth of quality local options in many areas.
- » Other factors supporting 'going local';
 - Accessibility
 - Parking expense
 - Friendly vibe of local places
 - Perceived safety
 - Affordability

COST OF LIVING



- » Definitely has an effect – cited by many.
- » The cost of going out in the city is a consideration for some – the city is perceived to be expensive, with limited affordable options
- » Businesses all very aware of cost pressures and impact on customers.

JOOTS

Recommendations & other Suggestions.

Recommended Initiatives: Create a reason to visit



Tell a positive story

The Opportunity:

- a. Develop a communication strategy that focuses on the positive stories and experiences of Auckland City at night.
- b. Support this with a marcoms and communication strategy promoting events, gigs and activities within the city centre. This should be a collaborative initiative involving key stakeholders and media partners



Street Traders

The Opportunity:

- » Establish a Street Trader zone/s aligned with a social precinct and ensure regulatory support for the initiative



Private Sector / Council event collaboration

The Opportunity:

- » TAU to support / facilitate private sector collaboration
- » Precinct groups and / or Industry groups to develop an events / activation calendar for the next 6 – 9 months.
- » Leverage collaboration model deployed in Sydney



Night Markets

The Opportunity:

- » Develop a world-class Night Market that celebrates Auckland's cultural diversity, showcases one of the city's rejuvenated spaces, and provides a unique reason to visit the city centre.

Recommended Initiatives : Accessibility



Car parking

The Opportunity:

Identify a car park operator who is willing to support a trial comprising:

- a. Extended opening hours: 24/7 Wed – Sat
- b. Flat, low cost fee: Wed / Sat



Circular Nighttime Bus

The Opportunity:

- » Develop a Nighttime 'Club Hopper' bus that connects the key social precincts, i.e. Viaduct, Ponsonby, Karangahape Rd, (University), Vulcan Lane – is there an opportunity to leverage existing AT networks?
- » Provide higher frequency and extend hours. Operational Wednesday – Saturday 10pm – 5am. The bus should become part of the nighttime experience.
- » Aim for Purple Flag accreditation.



PUDO zones

The Opportunity:

Trial the creation of a regular, well lit, patrolled, Pick Up Drop Off zone at one or more of the key social precincts, i.e. Viaduct. Trial Wed – Sat nights.



City centre walkways

The Opportunity:

- » Select a corridor to develop a well-marked, well lit, well communicated, walkway that incorporates street art and elements of discovery to create a positive experience. Aim for purple flag accreditation.
- » Take inspiration from celebrated Rugby World Cup walkway and iconic city cycle way.



Ferry operating hours

The Opportunity:

- » With the shift in working patterns to concentrate on Tuesday through Thursday, it is recommended to trail extending operating hours on one or two selected routes on Wednesday and Thursdays, aligning them with Friday's operating timetable.

Recommended Initiatives : Safety



Increase security presence

The Opportunity:

Targeted investment in additional security presence, in key areas, during critical periods.



Light up the shadows

The Opportunity:

Identify key trouble spots and install additional lighting.



Keep the streets clean

The Opportunity:

In one of the key social precincts, trial extending street cleaning and rubbish removal to one or two nights a week.

Additional recommendations



Nighttime Leadership

- » By establishing a Nighttime Leadership function, Auckland is advised to emulate over 80+ of the worlds leading cities (i.e. Sydney, Melbourne, Amsterdam, London, Paris, New York, Tokyo) This role would advocate for the specific needs of the nighttime economy, recognising its uniqueness and distinction from the daytime economy, necessitating dedicated strategy, focus and leadership.
- » The nighttime economy distinct from its daytime counterpart, necessitates dedicated strategy, focus and leadership.



What is the vision?

- » After enduring years of disruption, Aucklanders seek clarity on the vision for the city centre.
- » Even key business stakeholders remain unaware of this vision, highlighting the need for a concerted effort to promote and communicate it effectively.



A nighttime friendly regulatory framework

- It is recommended to establish a working group aimed at challenging the current regulatory framework. The objective is to eliminate barriers for various activities, including:
- » Making it easier for street traders to get licenses'
 - » Events to be organized
 - » Venues to operate (in selected precincts)
 - » Supporting security initiatives
 - » Supporting and enable accessibility requirements



Nighttime Transport Strategy

- » It is recommended to develop a distinct strategy to address the transport needs of users engaging in the city centres nighttime economy. The approach does not adequately meet these needs.