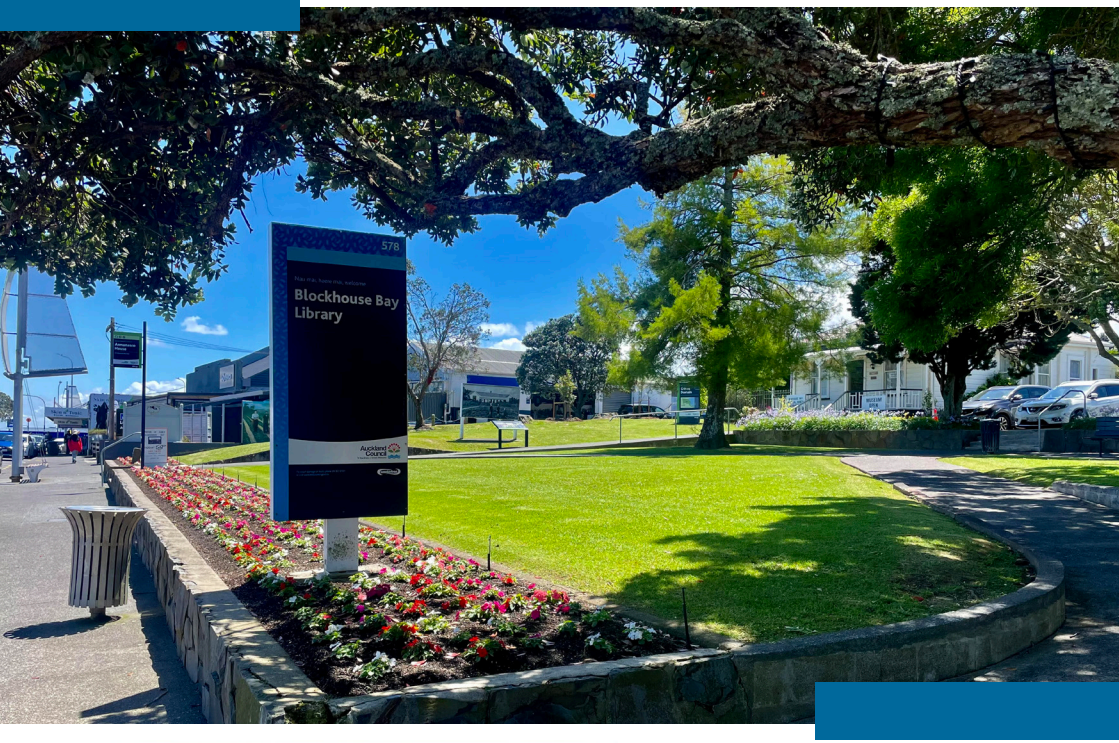
ANNUAL REPORT 2024

A Year of Accomplishments.



Blockhouse Bay Business Association

NETWORKING • ADVOCACY • ECONOMIC DEVELOPMENT • INFRASTRUCTURE • TRANSPORT

Chairperson Report

Annual General Meeting

Greetings Everyone!

As we reflect on the past year, I'm pleased to report that the close of 2023 brought positive news for businesses in Bay. The festive season saw a welcome uptick in activity, and despite the rain the Christmas festival went off well. Thank you to Floriculture for allowing us to shift the main stage to the sidewalk outside your store. It allowed the show to continue and bring some joy to our wonderful Village.

Unfortunately 2024 has introduced its own challenges. Although New Zealand officially emerged from recession in June, the economic recovery has been slow. There is still a lot of uncertainty out there, shown by low consumer spending, which we as business owners can attest to. I know many of you are currently struggling to make ends meet and are worried about the future. I recommend battening down the hatches and riding the wave. Even in a recession, Christmas provides a small boost to the economy. If we can ride the wave till Christmas I'm sure we can make it through to better times.

The Business Association continues to work diligently as usual. We have been applying for funding to increase the number of security cameras around the Village. Additionally, we are working on acquiring a new picnic bench for the Green (green area in front of the car park and next to the library). This has been ongoing for sometime and we are hoping this will be installed before summer so that the public in the Bay can enjoy.

I want to express my gratitude for your feedback to Auckland Transport. We have been informed that the bus layover design (where the bus layover would be in the middle of the Village) has been scrapped. Auckland Transport are now formulating a new plan for the bus layover. The proposed layover would have had a major impact by reducing the number of car parks in the Bay, thereby reducing the number of people entering the Bay, which would have had a negative impact to all business owners. Thank you for supporting one another on this issue.

Recently we had a very successful meeting with our local MP, Paulo Garcia. We had a great turnout, new connections were formed with the MP and we hope this will provide us with better opportunities in the future. Thank you to Rickshaw for hosting and providing the catering. If this type of event is something you would be interested in, please reach out to Jodie and do let us know so we may organize more of them in the future.

In June, I stepped down as Chairperson of the Business Association and from the committee to focus on new ventures. I want to extend my heartfelt thanks to each of you for your support during my tenure. I wish Trevor Andrews from Sent (below Floriculture) all the best as he takes on this role.All the best to you all for the future.

Kind Regards

Chandani Magan

BLOCKHOUSE BAY BUSINESS ASSOCIATION
Proposed 24/25 budget

OPERATING EXPENSES	
Administration / Operating	
Telephone / Power / Water	2,000.00
Storage & Security	1,900.00
Printing & Stationery	2,000.00
BID Management Fee	33,000.00
Accountancy	2,000.00
Audit	1,500.00
Office rental	8,640.00
Insurance	1,500.00
Environment	
CCTV maintenance and Security	4,000.00
Urban design/lighting contract	8,500.00
General Maintenance	3,000.00
Business Development /	
Advertising / branding	2,000.00
Website & hosting	1,000.00
Newsletter	1,000.00
Networking / member services	1,400.00
Promotions / Events	
Santa Parade / Christmas Promotions	12,420.00
Market Day	500.00
Local Marketing (In-store Promotions)	3,500.00
Total Expenses	**89,860.00**
Income	
BID Targeted rate (2023/2024)	72,600.00
Proposed BID Targeted Rate grant increase (2024/2025)	7,260.00
Santa Parade funding (Local Board / Grants/ local business sponsors)	10,000.00
Total Income	**89,860.00**

Note: It is proposed to seek approval from the AGM to increase the BID Targeted rate to $79,860.00 (10% increase) effective from 1 July 2024.
The proposed grant increase of $7,260.00 will be used for the increase in, CCTV Maintenance and Security, General Maintenance and Santa Festival Costs.

2024-25 Business Plan and Budget

Administration

Budget $52,540

Action	Timeframe	Budget	KPI
Blockhouse Bay Committee Meetings; Review progress against Strategic and Business Plans ; Annual Audit and reporting	Monthly except January	$3,500.00	Progress against Business Plan and budgets reviewed. Annual Report to members via AGM. Feedback from business operators
Member information packs delivered to all businesses; Database updated and checked quarterly	On-going	Included in administration budget	Members receive information pack (including new businesses); details added to website & database
Engage a BID Manager to implement the programme formulated by the Committee	On-going	$33,000.00	Monthly reports to Committee and measured against these KPIs.
To provide an annual review of BBBA activities and provide an opportunity for feedback from members.	September	Included in administration budgets	Progress against Business Plan and budgets reviewed. Annual Report to members via AGM. Strategic plan updated.
Blockhouse Bay Business Association Office	On-going	$16,040.00	Efficient office structure maintained by BID Manager & Town Centre Manager
Relationship building with key stakeholders such as Whau Local Board, Auckland Council, and Auckland Transport.	On-going	Included in administration budget	Positive relationships built and maintained. Twice yearly presentations to Whau Local Board

2024-25 Business Plan and Budget

Environment — Budget $15,500

Action	Timeframe	Budget	KPI
Maintain CCTV network and extra Security as required	Ongoing	$4,000	CCTV system maintained
Maintenance contract to maintain lights in sails and trees	Ongoing	$8,500	Lights on sails and library trees maintained
General Maintenance as required.	Ongoing	$3,000	Building, painting etc around the village.
Reporting environmental issues to Auckland Council and other agencies.	Ongoing	Included in existing budgets	Maintenance issues followed up expeditiously.

Business Development — Budget $5,400

Action	Timeframe	Budget	KPI
Provide regular networking opportunities for members	On-going	$1,400	Minimum of 3 networking sessions held
Conduct an Annual Survey to all businesses to gauge feedback	February	Included in existing budgets	Awareness of Blockhouse Bay BID increases as evidenced by business surveys, anecdotal evidence and members businesses participating.
Produce a regular newsletter distributed to all stakeholders	Bi-monthly	$1,000	Quarterly Newsletters printed, delivered and emailed to all members.
Maintain the Blockhouse Bay website and Facebook page to promote businesses and community events; Boosted posts for Facebook.	On-going	$1,000	Number of visits to the website, all business listings maintained; and number of likes and posts on Facebook Page.
Continue to subsidise regular advertising spreads in local publications to promote members	Quarterly	$2,000	Number of Blockhouse Bay businesses participating.

2024-25 Business Plan and Budget

Promotions & Events $16,420

Action	Timeframe	Budget	KPI
Market Day	Minimum 3 per year	$500.00	Market Day feedback from businesses and attendees.
Continue to develop and run the annual Santa Parade in association with local businesses and groups.	November	$12,420.00	Santa Parade occurs. Feedback from businesses, parade participants and public attendance.
Establish and run regular instore shopper promotions	Christmas, Valentine's Day, Mother's Day or Easter. Mid - Winter Father's Day	$3,500.00	5 in-store promotions run with a minimum of 20 stores participating $700 approximately per promotion. (Artwork and printed cards with unique numbers)

Highlights for 2023-24

- The Executive Business Committee including the Town Centre Manager and A Whau Local Board Representative have met twelve times in person over the past year at The Bay Café in Blockhouse Bay. The committee are very thankful to have Warren Piper and Sarah Paterson-Hamilin from the Whau Local Board at the meetings. Their input is very valuable. We have a small bunch of reliable and dedicated Members who are all passionate about Blockhouse Bay Village.
- We have maintained our website which allows visitors to view the site across multiple devices and includes information about what is happening in the Village, and a business directory for all members. Our online presence includes the Blockhouse Bay Village facebook page which links to other local businesses and acts as a poral for local social media activity.
- Monthly shoppers' newsletter is produced and sent via mail chimp to over 1,000 shoppers on our database. Every business in the Village is able to advertise this every month. The Shoppers details are collected though our in-store promotions.
- Over the past year we have run regular In-Store Promotions. There was one for Winter, Christmas, Valentines Day, Easter and Mother's Day. The aim is to have five per year to promote Blockhouse Bay Village and increase the spending in participating stores. Entrants must make a purchase to enter the draw. Over 100 entries are received during these promotions.

- Once again, we held a fabulous Christmas Festival in December. Unfortunately, the day was a bit wet but with some quick changes we were able to still hold a fun and successful event. This event always is always popular and is a huge draw card for the town Centre. We had food trucks, facepainting, clowns, balloons and Mr. and Mrs. Claus. Some local dance and music groups performed on the footpath and road and some stall holders also joined us. We hold this event free to the public and would like to thank the Whau Local Board, The Trusts Community Foundation and Barfoot and Thompson Blockhouse Bay for helping us provide this fun event to the community.
- With Crime on the increase, we were able to add an extra camera to our CCTV system in the Village. The new camera is connected to the Barfoot and Thompson Building and looks out over the roundabout. This new camera was funded with help from The Whau Local Board and The Trusts. We now have a total of five cameras in the Village and are looking at adding one or two more to complete our security plan.
- BBBA has continued to maintain the sail lights and fairy lights in the trees on the Village Green. Having these going brings sense of joy and safety after dark when coming to the Town Centre. We have signed another five-year contract with the Lighting company which in that time will see all the lights replaced and will have colour changing options.
- In December 2023 Auckland Transport put out a Safety Upgrade proposal. Part of this included adding two bus layover areas in the Village along the front of the Village Green. In their plan we would loose over ten carparks. The BBBA sent a submission in opposing this as loosing carparks would be detrimental to small businesses. Due to the high numbers opposing this plan, Auckland Transport is not going ahead with this and are looking at other options for the buses.
- The BBBA has a good relationship with Council to ensure the gardens are well groomed and replanted when necessary. We also report and graffiti or repairs as soon as possible to the Council to keep our Village clean and tidy. The footpaths have been requested to be water blasted a couple of times and the Council has done this for us promptly which we are thankful for. The cleanliness and tidiness of our village is very important to all of us. We will continue to make Blockhouse Bay Village a vibrant and welcoming place for all and hope for businesses to thrive.

Jodie Judd
Blockhouse Bay Business Association
BID Manager

Executive Committee & BID Team

Chandani Magan
Chairperson

Shirley Browne
Shirleys

Gigesh Pala
Treasurer
Bay Tax and Accounting

Olwyn Andrews
Floriculture

Trevor Andrews
Sent

Avinesh Prasad
Barfoot and Thompson

Matt Borsos
BOBO

Prateek Malhotra
Loan Market

Warren Piper
Whau Local Board

Sarah Paterson-Hamlin
Whau Local Board

Jodie Judd
BID/ Town Centre Manager

Blockhouse Bay Business Association

Connect with us:

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