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**Remuera Business Association**

**Annual Report**

**2021 - 2022**

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September 2022

**HIGHLIGHTS OF 2021-2022**

**Streetscape & Beautification**

The RBA continues to take care of the pots on Remuera Road . The Olive Trees were planted last year (November 2021) and are starting to take shape and by the end of Summer 2023 they will be topiarised.

The first fascia’s where installed within the last 6 weeks for the Clonbern Road corner (Jems, King Barber, Gabriella’s and Buffalo Café to be the first recipients of this street beautification.

Making Remuera aesthetically pleasing will help attract locals and new shoppers to the area.

**Promotions**

**Christmas Activities**

Santa and Mrs Claus were again in Remuera in the lead-up to Christmas 2021. Many families now have a tradition of visiting the Santa Grotto. Last year it was in the 1050 square between Ray White and Barfoot & Thompson. Due to covid it was a dampened Christmas celebration because of social distancing. The Santa Letterbox was again a big hit for our younger locals.

**The Remuera Big Spend**

This was the inaugural promotion at Christmas time 2021. It was very well received and by the end of the 4 week promotion it had gained a huge momentum to be continued through to this Christmas 2022. We had 4 lucky winners (all locals).

**Blue Dot Sale Week**

This promotion was also a first, It will be continued over the year and placed at strategic times. The businesses that got involved had a very positive feedback.

**Easter Egg Hunt**

This was a hit with our younger locals making them answer riddles making it a true East Hunt to find chocolates around Remuera retailers. With a grand prize of more chocolates , there was one lucky winner and a very lucky parents who received over $1000 in vouchers in the Remuera area.

**Security Cameras**

These are fully operational now – it has been a long process – but we are there, with the LPR cameras to be installed next week. There are over 40 views which is fantastic.

**Fairy Lights**

The fairy lights are still looking great l /we installed a new set down Clonbern road – on the New World site which has been a real success with the occupants of St Vincent’s.

**The New Faces of Remuera**

Amsterdam , Thirsty Liquor, Braziwi, The Little Book Shop, WakuWaku NZ Sothebys and Spiga all moved into the Remuera area in the last year.

We also had movement within the area with Total Hair moving from Clonbern Road onto Remuera Road and this week Renew is moving from St Vincent’s Ave to Remuera Road too, both in the Coles Building.

Browns Eatery and Store had a massive makeover and so did OPSM.

There is also a lot of new shops opening – the old Pita Pit (Sugarplum), Cold Harbour Café (Crispy).

The RBA has been working closely with all Landlords to try and get full occupancy in Remuera.

**Progress on Business Plan 2021/2022**

**Remuera Spend**

It is fair to report that most businesses have bounced back on the consumer spending after Covid. We can only hope for more improvement.

**Remuera Online**

Facebook and Instagram continue to be powerful tools to market Remuera, with Facebook followers continuing to grow and currently sitting at 2900 followers. Instagram has grown to 1032. Instagram appears to be the stronger social media platform with a lot of our Retailers engaging daily on Instagram.

We continue to share all members posts to our pages, and we are perusing to generate new followers with every post. Retailers that we engage with, are hugely grateful and acknowledge with thanks when we share their posts and promote their businesses.

Some Retailers will now directly reach out to us to promote their businesses on our sites. There are still a portion of businesses that don’t use social media as a tool to promote themselves.

**Economic Development**

It has been very pleasing to see how the Remuera Community has rallied to support local businesses. Hopefully this will continue.

With only 3 retail spaces available in the area. My guess is they will be tenanted by the beginning of 2023.

More work needs to be done to encourage landlords to invest in their buildings

There is plenty of construction in the Remuera area. 1050 will be all finished by December 2022. The Bayleys site is due to finished the end of 2023. Victoria Lane Apartments will be finished end of 2023 and 333 Remuera Road finishing by June 2023. So lots of new development within the next year.

**Conclusions**

The RBA has made good progress towards implementing projects outlined in the 2021/2022 Business Plan, however, circumstances beyond our control intervened to frustrate execution of the Plan. The demolition of Clonbern car park has been frustrating but looking ahead hoping for an outcome that will benefit all of Remuera.

The promotions added vibrancy throughout the year and helped to keep the Remuera community engaged.

In the coming year the RBA plans to continue to work closely with Landlords, Leasing Agents and Commercial Sales Agents to attract the right mix of passionate businesses to reinvigorate Remuera. A good start has been made with new Landlords and businesses in tow.

As shopping continues to progress to more online, it is imperative that existing Remuera businesses embrace digital and make bricks and mortar a social experience. Remuera must and is becoming a community of businesses working collaboratively for a common goal, and a destination that local residents are proud of and choose to support.

This coming year the focus beyond working with landlords, will be on continuing to improve the streetscape to make Remuera a pleasant and visual place to be, to keep running with short marketing activations such as online promos to build our social media following and long-term activations in marketing to continue to build brand awareness.

We will always seek opportunities to improve on our car parking and continually upgrade our security measures.

Thanks to Sarah Powrie and the Orakei Local Board for their sponsorship of fascia’s, and ongoing support and dedication in Remuera,

We would also like to thank everyone for your attendance tonight.