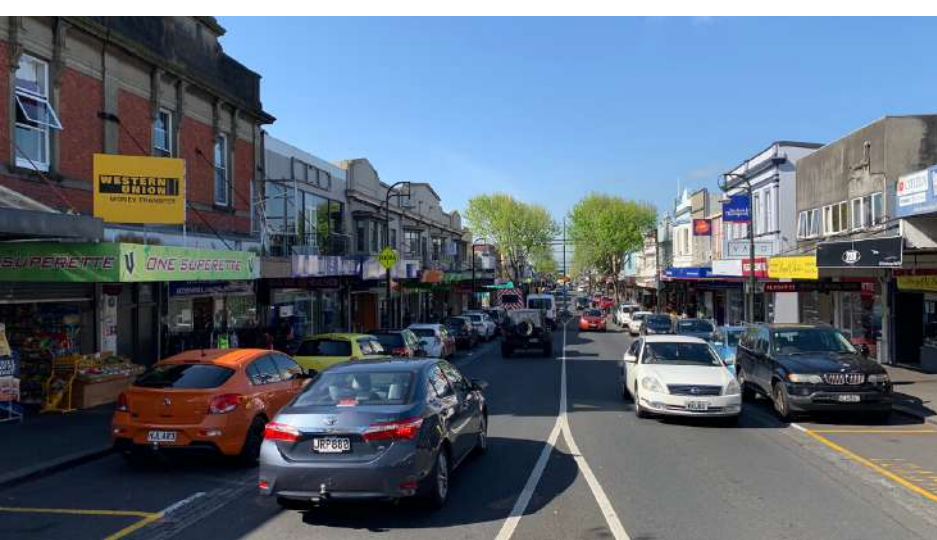




City Centre Streets for People





Our Session Together



When We Think of Nelson....

Characterful	A city of intrigue, discovery and excitement
Artisanal	Established & emerging 'makers'
Differentiated	Unique experiences to celebrate and share
Boutique	Small, indie stores & cafes that set Nelson apart
Provenance	Nelson's food heritage reflected widely
Environmental	Attuned with its responsibilities & future

2019 Nelson's Performance Challenges

Spending Growth Lags

NSN NZ
1.8% 4.9%

Transactions

NSN NZ
2.3% 3.5%

Category Challenges

Apparel
-5.5%

Department
Stores
-3.4%

Spending Attrition

Average
Basket Size
\$95.00

Transactions
0.4M

Online Value
\$42M

Online Growth
10%

National Attrition
Ranking
7th

Sources: Marketview/NZ Post

Post-COVID Lens



**Store
Visitation**

Comparing Nelson against Timaru and Blenheim, Nelson has had the slowest foot traffic recovery post COVID while having the most motivated shoppers.



**Average
Transaction
Value**

Average Transactional Value (ATV) and Conversion have both come back higher and at a stronger % increase than other South Island towns. Foot traffic, however, has dropped not only below Timaru and Blenheim but below Nelson's own trends pre COVID.



**Sales
Conversion**

So far for June, Nelson is experiencing a 14% drop against last year, Blenheim is down 7% while Timaru has a 7% increase.

Source Bellwether

Retail Performance Barometers

City streets for people

 Nelson City Council
Te Kaunihera o Whakatū

FIRSTRETAIL

Performance & Potential



Audience

Catchment
Engagement
Satisfaction
Succession
Advocacy



Economic

Spending & Attrition
Visitation & Conversion
Digital Performance
Economic Sustainability
Commercial Collaboration



Evolution

Retail/F&B Mix
Clustering & Precincts
Differentiation
Offer Succession
Night/Evening Economy

Experience & Place



Vibrancy

Appeal
Activation
Relevance
Safety



Accessibility

Convenience
Pedestrian Priority
Public Transport
Parking & Rideshare
Micro-Mobility



Sustainability

Environmentally Responsible
Consumer Values-Centric
Encouraging Artisans
Demonstrating Provenance

Opportunities & Challenges

City streets for people



Clusters Establishing & Strengthening



Iconic & Habitual F&B Destinations



Strong Indie Retailers



Investment & Refreshment



Differentiated Retail



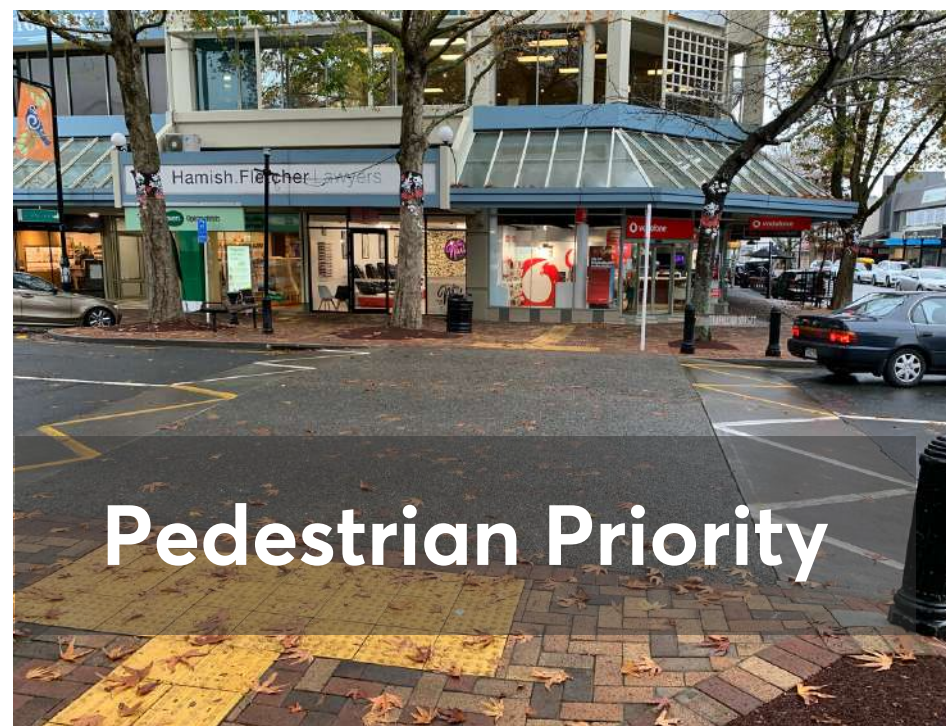
Vehicle Dominated City Centre



Limited Street Dining Potential



Aging Public Realm



Pedestrian Priority



Hospitality Offers in Retail Precincts



Relevance & Appeal for Younger People



Nelson City Council
Te Kaunihera o Whakatū

FIRSTRETAIL

Fundamentals

Differentiate for Success

Nelson is independent by nature & spirit. Improvements should support & enhance this differentiation

Consumer Sentiment is Changing Fast

The needs, values and aspirations of our audience are shifting. The city centre will need to respond, meaningfully

Know the Existing & Potential Audience

We can successfully add to Nelson's already loyal customer base by understanding & responding to their needs

Case Studies





Porirua



Auckland



St. Clair Beach



Courtenay Place



Lombard St



Lambton Quay



Queenstown



Bond Street

Victoria Street



Grey Lynn



The Terrace



Cambridge



Porirua



Tawa



Sydney



Sydney



Dunedin

- Once-dominant retail strip facing greater competition
- Highest growth in spending attrition in NZ reflects demand potential
- Prime retail precinct is failing to engage younger, successive audiences
- The CBD lacks amenities that welcome children or older people
- Dated public realm limits vibrancy and activation potential
- Vehicle dominance impacts safety & pedestrian connection
- Innovation is increasingly happening outside the CBD core
- Retail challenges relate to voids in the hospitality offer





Summary

1. Consumer needs & values are changing. City Centres need to reflect these.
 2. Enabling great hospitality experiences helps anchor & enrich retail precincts
-
1. Nelson's retail offer is evolving, but the City Centre environment isn't.
 2. There 's little indication of Nelson's differentiating artisan & local provenance
 3. Nelson's Central City experience doesn't reflect its aspiration - or potential
 4. Significant culture & capability exists to transform Central City performance

Questions



Nelson City Council
Te Kaunihera o Whakatū



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