

# PURPLE FLAG AREA SNAPSHOT CHART

<b>NAME OF CENTRE:</b> Dominion Road	<b>DATE:</b> 16.10.2020
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**PURPLE FLAG COORDINATOR:** Gill Plume

**GUIDANCE TO ENTRANTS**

- The Area Snapshot is for you to tell the story of your area; what it offers, who your partners are, what progress you have achieved and how you plan to build on this success in the future
- It is intended to be a succinct document. There are two columns. In the left hand column (*Summary*) we are looking for simple headline conclusions to be supported by bullets. On the right (*Supporting Data*) we are looking for supporting evidence in the form of hard data and statistics. We do not require flowing text!
- ATCM is developing Key Performance Indicators for Purple Flag. These are set out below. Where you have data for these please include it in the *Supporting Data* column. It will be used to track the progress of your area and Purple Flag in the years to come
- **We do not expect new research to be undertaken.** The Purple Flag Working Group will contain those who can help by pooling their specialist knowledge. Ideally, they will include members drawn from the six stakeholder groups: Public Protection, Infrastructure, the Hospitality Industry, Development, Management and Consumers/Community
- The role of the Purple Flag Coordinator is to do just that – coordinate the inputs from Working Group members and others and prepare the Snapshot report
- For each Core Agenda Theme, we ask for evidence to show that the Minimum Threshold Standard is met. We ask for information about the current performance of the area, key achievements over the last three years and your plans for the future.

<b>KPIs FOR PURPLE FLAG</b>	
<b>Heading and Aim</b>	<b>KPIs</b>
<b>1. Crime and Anti-Social Behaviour</b> A reducing incidence of alcohol-related crime and disorder	Number of recorded crimes between 8pm and 5am on Friday and Saturday nights. Change over 12 months
<b>2. Alcohol and Health</b> Reducing levels of alcohol abuse and harm	Alcohol-related admissions between 8pm and 5am on Friday and Saturday nights. Change over 12 months
<b>3. Composition</b> Increasing choice and balance of provision for consumers	Extent of representation of 16 Purple Flag venue categories. Change over 12 months away from over-domination by alcohol-led venues
<b>4. Footfall</b> Increasing use of the town centre after hours	Increase in footfall 5-8pm over 12 months
<b>5. Perceptions</b> More positive perceptions of the area by users	% of visitors who feel safe in the centre in the four Purple Flag time bands
<b>6. Volume and Value –</b> Increasing business prosperity and local benefit	Annual turnover of NTE businesses. Employment in sector. Gross Value Added. Change over 12 months
<b>7. Patronage</b> Widening consumer representation	

	Use of centre in the four-time bands by families, women and those 25yrs plus. Change over 12 months
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## OVERVIEW OF PURPLE FLAG AREA

### SUMMARY

**OUR AREA (A brief description of its features and contents)**

Tēnā koutou, tēnā koutou, tēnā koutou katoa [*greetings to you all*]

Welcome to the most distinct road in Auckland, New Zealand. Located 6 kms from Auckland city centre, Dominion Road is many things: the longest stretch of arterial road in Auckland, an area, and a feeling.

Immortalised by the song of the same name by the Mutton Birds [[link](#)], its long straight road is crammed with life and colour. Known for its variety of dining experiences, Asian feel and ‘down on its luck’ look, people come from miles around to visit because of its authenticity, history, Eden Park sporting events and lack of gentrification.

Dominion Road is New Zealand’s iconic international street - ‘Dom Road’ is about being gritty, chaos, cheap prices, multicultural late-night food, sound, traffic, people movement, Asian shop signs, colour and the jostle of a busy area, day and night. The unexpected: *what will I find this time?*

Well served by public transport, the area is surrounded by residential properties, and is home to Eden Park, the heart of New Zealand’s most well-known export – the All Blacks.

Whilst Dominion Road contains all the retail locals would wish for, the area is best known for its concentration of Asian dining establishments. These act as a magnet for many of Auckland’s 1.4M residents. Within the Purple Flag area are 2 pubs and over 95 restaurants offering a wide variety of food choices. The business associations branding tag line of ‘a world within a street’ is highly appropriate

The Purple Flag area sits within the Albert Eden Local Board boundary, one of 21 local boards within the Auckland region. At the 2018 Census there were 98,622 usual residents in Albert-Eden. Since the 2013 Census the Asian ethnic group has increased by 6,249 people, or 24.7%.

NZ is currently operating under Level 1 in terms of COVID-19 response. Level 1 means that it is ‘business as usual’ but with tight border controls. NZ had a national lockdown for several weeks in April and May 2020 [Level 4] and has now transitioned over several months to Level 3 [limited public movement] to Level 1. Our international borders are tightly controlled to ensure no spread of transmission from arriving international visitors. Businesses are operating as normal with customers able to move freely in and out commercial premises. No masks or protective clothing is legally required in the business environment.

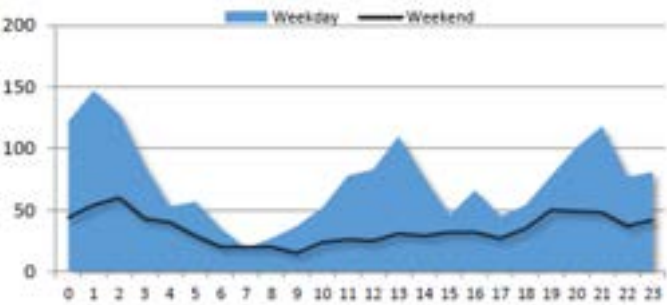
<p><b>OUR PARTNERSHIP (The agencies &amp; interests backing your entry)</b></p> <p>Eden Park          Balmoral Chinese Business Association [BCBA]          Hospitality NZ          Dominion Road Business Association [DRBA]          Albert Eden Local Board          Eden Park Residents Association          NZ Police</p>	<p><b>OUR PURPLE FLAG WORKING GROUP (Members and interests they represent)</b></p> <p>Gary Holmes – Manager, Dominion Road Business Association [DRBA]          Nardus Oelofse – Committee Member [DRBA] &amp; local business representative          Victoria Toon - Residents Association &amp; Eden Park Trust Board          Keith Park - Operations Manager, Eden Park          Lee Corrick – Deputy Chair, Albert Eden Local Board</p>
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	Kim Odendaal – Regional Manager, Hospitality NZ Cheng Goh – Placemaking Coordinator, Balmoral Dylan Hannah-Jones, NZ Police Gavin Zheng – Balmoral Chinese Business Association
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<p><b>KEY ISSUES WE FACE IN IMPROVING PURPLE FLAG AREA</b></p> <ul style="list-style-type: none"> <li>• Area level information. Getting information specific to the PF area. Part of the PF area is in the DRBA and part is outside its boundary.</li> <li>• Reluctance of property owners to invest in the look and quality of property along Dominion Road whilst infrastructure development of the light rail system is uncertain. A recent decision [July 2020] by the current NZ Government to defer decision making on light rail until a new government in place [November 2020] means property owners continue to not invest in the look and feel of their properties.</li> <li>• Language issues/ cultural. Whilst there are opportunities to share information in different languages, the sheer variety of languages makes it difficult to communicate effectively with all. There is the ability on the DRBA website to translate information into a variety of languages, including Mandarin.</li> </ul>
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# CORE AGENDA THEME 1. WELLBEING

**Minimum threshold Standard.** Per capita crime and anti-social behaviour rates that are at least average and show an improving trend – taking both residents and visitors into account

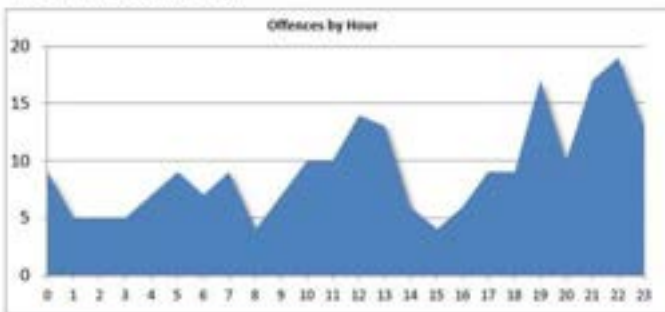
<b>SUMMARY</b> (Headline conclusions and bullets)	<b>SUPPORTING DATA</b> (Key figures & statistics)
<p><b>HOW IS PURPLE FLAG MINIMUM THRESHOLD MET? (See above)</b></p> <ul style="list-style-type: none"> <li>There are patterns of dishonesty and anti-social offending that the Purple Flag approach could assist with in terms of education and raising awareness.</li> <li>Alcohol ban is in place through Purple Flag area 24 hours/ 7 days a week. Small number of liquor stores [3] and bar establishments [4], each demonstrating evidence of encouraging drinking responsibility &amp; transport assistance</li> </ul>	<p>Per capita crime and anti-social behaviour rates that are at least average and show an improving trend – taking both residents and visitors into account</p>
<p><b>1. Purple Flag KPI 1 - Crime and Anti-Social Behaviour</b> A reducing incidence of alcohol-related crime and disorder</p> <p><b>2. Purple Flag KPI 2 - Alcohol and Health</b> Reducing levels of alcohol abuse and harm</p> <p><b>3. Purple Flag KPI 5 - Perceptions</b></p>	
<b>CURRENT STANDARD OF AREA (See Purple Flag Attributes)</b>	
<p><u>Safety</u> NZ Police have indicated that the stretch of Dominion Road is a 'crime corridor'. The types of offending that occur along the road, are typically opportunistic, being a mix of dishonesty offending (Burglary and Theft) and misconduct on the periphery of alcohol / drug consumption. (Anti-social behaviour). A large proportion of the visiting clientele are transient [coming into the area for dining] and unaware (or not educated) around crime prevention or the need to be vigilant in this area.</p> <p><u>Dishonesty offending – 16-month period 1 March 2019 – 25 July 2020</u></p> <p>Burglary and Car Crime runs the length of Dominion Road, centred on the Balmoral Road intersection. Burglary comprises the bulk of the offending with a significant number of overnight occurrences.</p> <div style="text-align: center;">  </div> <p>Antisocial behaviour includes disorderly or offensive behaviour, drunken behaviour, fighting or breach of peace. These types of</p>	<p>Report from Sergeant Brendon Muir 3 August 2020 available</p>

offences often occur where people meet to socialise, either at restaurants or bars/alcohol providers. The Eden Quarter end of Dominion Road has two lodges where some occupants are well known to the police for their crimes and substance abuse. This hot spot is details in yellow in the graphic below.

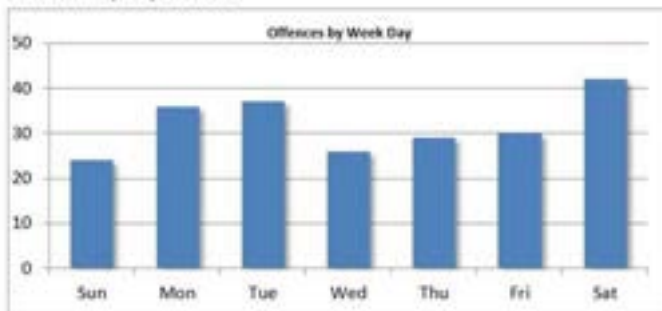


Disorder/ Antisocial incidents are focused in Dominion Road between Onslow and View Roads. Most of these incidents occurred between 1600 and 2300hrs on weekends.

Incidents by Hour of Day



Incidents by Day of Week



NZ Police are keen to work with the Purple Flag programme approach as it is a tool to encourage ownership of safety and security towards the community as well as the police. In discussion with Sergeant Muir, Purple Flag representatives were advised that

- Education around what businesses and residents can prevent crime is vital.

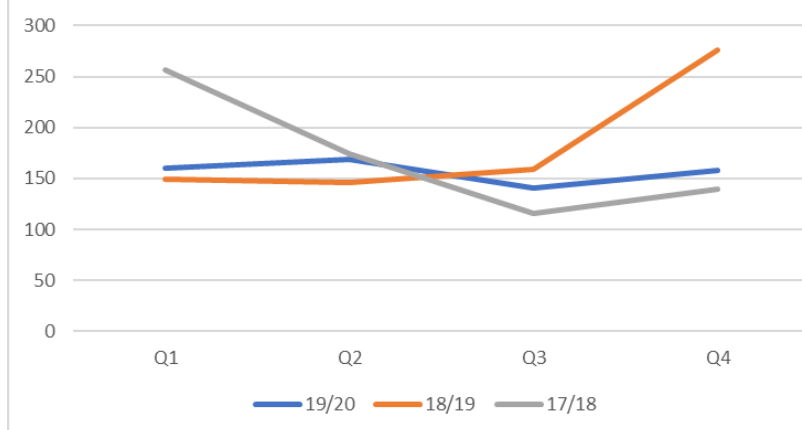
- The education could be through social media or service providers educating their patrons.
- In the dining precincts of the Purple Flag area, parking is often on residential side streets which tend to be dark and unguarded. Lighting and appropriate signage need to be considered.

Graffiti statistics for the PF area [provided by Auckland Council] are broken down into quarters [Q3 is summer in NZ] which show

- The impact of COVID lockdown in 19/20
- The increase in reporting in 18/19
- The decrease in reporting in 17/18

	19/20	18/19	17/18
Q1	160	149	257
Q2	169	146	174
Q3	141	159	116
Q4	158	276	140

Graffiti Purple Flag Area - 3 years



Businesses utilise pull down roller screen doors at night which does not add to the ambience of the area after dark. Roller doors security doors – look and appeal

The area is policed from the Avondale Police Station. Regular prevention patrolling is undertaken:

- Monday to Thursday daytime until 9pm – Officers from Avondale Station responding to call outs on demand.
- Friday to Sunday – resources from a wider policing area [City Beat] share responding within the PF area. Alongside this are visits from specialist policing units including Alcohol Harm Unit, Youth Policing, Road Policing Unit until 5am and Team Policing Units.

NZ Police regular patrolling is intel based focused on clusters of crime and reviewed every Monday. There are no dedicated officers specifically assigned to the PF area. There is a strong emphasis on crime prevention education within the PF area about not leaving valuables in vehicles.

Police fed back that the PF area can have areas where lighting is not good and support for a group approach to the area so that crime prevention 'ownership' is shared.

Most reported offending in the area happens 100 metres off the main road itself, in the more residential areas.

DRBA funds a security patrol service in their BID area for 22 hours per week. The officer patrols five days a week [excluding Tuesdays and Sundays] from 1-5pm.

Shop and restaurants predominantly face outwards onto the street environment. This allows observation of what is happening in the street and increases the perception of safety.

#### Guardianship

Currently, there is little feedback of need for guardianship roles [for example, [Maori Wardens](#), pastoral care] in the area. There is potential for Chinese Wardens in the future.

There is no centralised CCTV system for the area. Some CCTV system is in place around Eden Park side roads [for traffic management purposes] and some businesses have signage indicating private CCTV systems.

At this stage, the investment in a centralised CCTV system is not deemed necessary. Alongside this, future investment in road corridor infrastructure would include CCTV capability that would form a natural starting point if the need for such a system increased.

#### Toilet facilities

1. Bellwood Road [Male/ Female/ Disability] Soap and water available. No notice of closure/ opening hours
2. Potters Park – [Male/Female/Disability]. Summer hours 7am - 9pm, winter 7am – 7pm. These toilets are well located on the edge of the playground in Potters Park and are overlooked by the busy Balmoral Roads and Dominion Road and surrounding sports fields. The toilets are well lit. There is also a drinking fountain as part of this facility.

Auckland Council contracts its street cleaning to a third party. We can confirm that for the Purple Flag area:

- Rubbish bins are cleaned every day between 3-4.30am
- Daily town centre cleaning between 8.30am – 12.30am
- The street is mechanically swept weekly
- Water blasting of footpaths is currently on hold due to regional water shortages

Access to water – was offered by some night-time establishments and public drinking fountains are available at

1. 173 Balmoral Road [Potters Park]
2. 312-328 Dominion Road [Ballantyne Square]

11 people were identified by Auckland Council as homeless in the Albert Eden Local Board area. There are no homeless people living in the Purple Flag area.

#### Partnerships

DRBA working with stakeholders to improve the night-time economy through the Purple Flag approach. They are keen to explore how they can develop a richer partnership with Eden Park as a major stakeholder in the area. One tool Eden Park has is their “The Hood” group of community supporters. DRBA would like to explore how they can leverage off this group as a way of increasing foot traffic for local evening businesses.

[Refill Website](#) locating drinking fountains

[Auckland Homeless Count Report 2018](#)

<https://edenpark.co.nz/our-community/the-hood/>

<p>Evening and night-time businesses also benefit from events such as the Moon Festivals which inform, and attract, visitors to the destination. The 2020 Moon Festival is planned for 24 September to 4 October 2020. The development of this event involves stakeholders from the area working collaboratively and provides an ideal partnership opportunity for DRBA to connect with the Chinese community.</p> <p>An important relationship exists between the Albert Eden Local Board [similar to UK council] and the Purple Flag programme. The local board provide community funding grants [including one to DRBA to start the PF process] and the Deputy Chair is a member of the PF Working Group. This provides information flow and knowledge sharing.</p> <p><u>Perceptions</u>  DRBA will undertake a safety perception survey of the Purple Flag area in 2020. Responses will be sought from both the business and residential communities.  Auckland Council survey of resident’s perceptions [2019] broken down to Albert Eden Local Board area. Scale of 1 ‘very unsafe’ to 5 ‘very safe’:  <i>Thinking about issues of crime and safety, how safe or unsafe do you feel walking alone in your town centre during the day:</i>  = 85% rated 4 or 5, compared with Auckland region score of 81%.  <i>How safe do you feel after dark in your town centre:</i>  = 38% rated 4 or 5, compared with Auckland region score of 37%</p>	
<p><b>KEY ACHIEVEMENTS IN LAST THREE YEARS</b></p>	
<ul style="list-style-type: none"> <li>82% of 280 people surveyed at the 2019 Moon Festival [early to late evening] loved or liked the event &amp; the variety of Asian/ Chinese food offerings available</li> </ul>	<p>Survey results available to review</p>
<p><b>FUTURE IMPROVEMENTS PLANNED</b></p>	
<ul style="list-style-type: none"> <li>Continuing to develop the relationship with Balmoral Chinese Business Association</li> <li>Undertaking the safety perception survey in 2020</li> <li>Developing a database of CCTV locations – private and public</li> <li>Circulation of information [Working Towards Purple Flag] letters, emails, website articles, leaflets which have been distributed to businesses, and residents in surrounding streets. Purple Flag stickers for commercial premises windows.</li> </ul>	



## CORE AGENDA THEME 2. MOVEMENT

**Minimum threshold standard.** An appropriate form of late-night public transport

<b>SUMMARY</b> (Headline conclusions and bullets)	<b>SUPPORTING DATA</b> (Key figures and statistics)
<p><b>HOW IS PURPLE FLAG MINIMUM THRESHOLD MET?</b></p> <ul style="list-style-type: none"> <li>Variety of transport options available include buses [until 12 AM along Dominion Road – 7 days], taxis [2 stands] and private services such as Uber.</li> </ul> <p><b>CURRENT STANDARD OF AREA (See Purple Flag Attributes)</b></p> <p>Dominion Road is a main arterial between the central city, surrounding residential suburbs and Auckland Airport. 10 million cars travel along it per year. Movement around the area is available via walking, bus service, taxi/Uber, private car, cycling and other transport options such as scooters</p> <p><u>Public Transport</u></p> <p>Rail access to the area is located near to Eden Park which would require a 4-minute walk to the Purple Flag area.</p> <p>Local bus routes include 25B, 25L, 252, 253 and the OuterLink travel along Dominion Road along its dedicated two directional bus lanes. Clear bus information is displayed at bus stops about route and timings. Buses are also available east to west through the area.</p> <p>Kingsland Train Station is on the periphery of the PF area, approximately 400m from Eden Park and 1km from the Dominion Road dining precinct of the PF area. This station provides easy access to the centre of Auckland City and waterfront and to the western suburbs.</p> <p>Taxi Ranks – there are two taxi ranks available to Dominion Road evening visitors</p> <ul style="list-style-type: none"> <li>1. Top of Valley and Walters Road.</li> <li>2. Corner of Tennyson Street and Dominion Road</li> </ul> <p>Eden Park surrounds has two additional taxi ranks at View and Valley roads intersections and at New North Road, 1km walking distance from Dominion Road.</p> <p><u>Car Parking</u></p> <p>Evening/ night-time parking options include:</p> <ul style="list-style-type: none"> <li>There are varying free parking opportunities available on Dominion Road itself with many public parking spaces.</li> <li>Free on numerous side streets [residential].</li> <li>There are one private fee charging parking venue - Secure Parking Balmoral Road Carpark opposite 1 Rocklands Ave. The parking area is badly lit and presents an opportunity for DRBA to discuss how to make the space safer and more attractive to users. We are aware the possible future redevelopment is planned for the site which may make improvements.</li> </ul> <p>Eden Quarter basement carpark is for daytime visitors to the Eden Quarter. The Eden Quarter basement level car park is a good location for staff parking as it is less attractive to the general public. However, there are presentation, lighting and security improvements that could be made by the owners to improve this space.</p>	<p><a href="#">Auckland Transport Rail and Bus transport information link</a></p>

Many restaurants advertise parking is available at the rear of their premises.

Pedestrian Routes

Pedestrian movement - There is easy pedestrian movement around the area with wide pavements. There are opportunities to improve the quality of some footpath surface.

Crowd Management

Some build-up of people on the pavement does occur whilst customers wait for their takeout food near Balmoral restaurants. Eden Park provides comprehensive traffic management plans for events that consider vehicle and people movement.

Information

Signage in the area includes council street signage, place signage [‘Balmoral Village’] and individual business signage. There are few ‘finger signs’ showing points of interest and little informational signage or even how to get to Eden Park.

Bicycle – As a major route into the CBD, Dominion Road has dedicated cycle lanes used for over 9000 bike trips monthly. Bike parking racks are available outside the BNZ [281 Dominion Road].



Dominion Road has several private taxi services including Uber, Ola and Flamingo available as transport or food delivery options.

Auckland Council and Auckland Transport license shared e-scooters under the Trading and Events in Public Places Bylaw 2015.

Partnerships

DRBA works closely with transport agencies providing feedback and encouraging local consultation update which is important due to the continuing interest in light rail infrastructure along Dominion Road.

Evening times are particularly busy along Dominion Road & near the Balmoral intersection area due to the popularity of food offerings. Concerns relating to movement within the area at evening/ night-time include:

- Staff at night & late-night venues do not have bus services – might want to work longer but bus service stops at midnight. The Outerlink Bus Service operates Dominion Road until 11pm.
- If there are enough pedestrian crossings. There are two pedestrian refuges [Eden Quarter, Bellwood Avenue] and two crossings [Post Office, Potters Park].
- There are bold red stripes on the road surface as a traffic calming measure near Calgary and Carrington Roads. This is

A copy of a traffic management plan is available upon request.

[Dominion Road Bike routes](#)

<p>designed to minimise possible conflicts between cars and people moving along a road that transitions from commercial to residential and then back to commercial uses.</p>	
<p><b>KEY ACHIEVEMENTS IN LAST THREE YEARS</b></p>	
<p>Peak hour bus lanes introduced along Dominion Road [including bus stop improvement]</p> <p>DRBA now has transport information on its website for people to get to the area</p> <p>Relationship development with Auckland Transport and DRBA is ongoing with regular communication between the parties.</p> <p>Roading infrastructure development including the cycle lanes and bus lanes along the length of Dominion Road</p>	
<p><b>FUTURE IMPROVEMENTS PLANNED</b></p> <p>Advocating with Auckland Transport for improved evening and late-night public transport options. Advocacy is done independently by DRBA and through the Albert Eden Local Board processes and plans. DRBA submitted to the Regional Land Transport 2050 plan and The Future of Auckland Transport Plan. They also provide submissions to the Albert Eden Local Board 3 year plan every cycle.</p> <p>24/7 future light rail along Dominion Road out to Auckland Airport has been planned for several years now. It will increase accessibility to the area with stations proposed every 800 metres. It is hoped that this investment in the public realm will encourage the owners of properties and shops to upgrade and provide a higher quality shopping environment.</p> <p>In June 2020, the NZ Government decided that they would not continue with this project in this term of office but would leave it for the incoming Government [Nov 2020 onwards].</p> <p>This decision could open the doors for updated consultation with the Dominion Road business community and for DRBA to take a leadership stance. DRBA will continue to push for town centre improvements.</p> <p>Exploring signage opportunities to encourage people attending Eden Park to walk to Dominion Road restaurants</p> <p>Improving transport information availability on the DRBA website about getting to the area [road, bus, taxis etc]</p> <p>Discussion with Secure Parking / The Warehouse about their parking offering at Rockland Avenue and improving its lighting and patronage.</p> <p>Undertaking a signage audit of the PF area. This could create an opportunity to work with Balmoral Chinese Business Association. DRBA will submit on the 3-year plan for the Albert Eden Local Board, currently out for consultation, for improved directional signage to be considered for the precinct.</p>	

## CORE AGENDA THEME 3. APPEAL

**Minimum threshold standard.** An evening and late-night offer that is broader than youth oriented and alcohol-based activity

<b>SUMMARY</b> (Headline conclusions and bullets)	<b>SUPPORTING DATA</b> (Key figures & statistics)
<p><b>HOW IS PURPLE FLAG MINIMUM THRESHOLD MET? (See above)</b></p> <p>Threshold: an evening and late-night offer that is broader than youth oriented and alcohol-based activity</p> <p>KPI 3 Extent of representation of 16 Purple Flag venue categories. Change over 12 months away from over-domination by alcohol-led venues</p> <p>KPI 4 Increase in footfall 5-8pm over 12 months</p> <p>KPI 7 - Patronage - Widening consumer representation - Use of centre in the four-time bands by families, women and those 25yrs plus. Change over 12 months</p>	
<p><b>CURRENT STANDARD OF AREA</b></p>	
<p><u>Dining</u>            There is a wide selection of dining options available including European, Mediterranean, Chinese, Korean, Vietnamese, Turkish, Indian. These are family and fine dining plus there are fast food outlets [McDonalds, KFC]. Hospitality operates in early &amp; late evening predominately, although some late-night offering in the dining sector occurs [New Flavour Restaurant until 4am].</p> <p>The area is known for its large number of multicultural food offerings.</p> <p>Most dining options have achieved a high standard of Eatsafe Accreditation results.</p> <ul style="list-style-type: none"> <li>• 91 restaurants in the area have an A grand [A Grade Excellent 91-100%]</li> <li>• 2 have a B [B Grade Good 61-90%]</li> <li>• 5 restaurants are 'pending' accreditation</li> </ul> <p>A fine dining experience is available at Monzù based at 365 Dominion Road.</p> <p><u>Pubs &amp; Clubs</u>            Alongside dining, there are pubs and bars including the Clare Inn and the Dominion Bar. There are no nightclubs in the area but there is a gaming venue [Milestone Foundation 250 Dom Rd Bar Eden] and a mah-jong club.</p>	<p>Link to Auckland Council <a href="#">Eatsafe Grades</a></p> <p><a href="#">Monzù Restaurant</a></p>

Liquor wholesalers in the area include

•Glengarry – signs outside promoting Host Responsibility commitment, availability of water plus low/ non-alcoholic drinks, drinking and driving. Taxi company phone numbers. 7 days opening.

•Liquorland. Open until 10pm latest

•Dominion Road Fine Wines. Open until 11pm latest. 24 hr surveillance CCTV.

Within the PF area, there is one Countdown supermarket which has alcohol trading hours of 7am - 11pm, seven days and they sell wine and beer.

Bars in the area:

- Cross Bar [234 Dominion Rd] 6pm to 2am [FB: CrossBarBestBar]
- The Dominion Bar [234 Dominion Rd] 1pm to 11pm [FB: The Dominion Bar]
- Clare Inn – A Grade Food licences, Hospitality Awards winner signage, licenced to 2am, normally closes earlier.
- Outside Obie [300 Dominion Road] outdoor dining, street trading licence until 11pm
- Omni Wine Bar, 359 Dominion road

Retail

There is some early evening retail including examples include Sunset Tanning at 197 Dominion Road [7pm closure] and the Orange Theory Fitness gym [7pm closure] at 184 Dominion Road which holds evening classes

Leisure offerings including fitness facilities [BJJ Karate, Orange Theory Fitness]. Eden Park events, Clip & Climb and the Capital Cinema operates until late evening.

The night-time entertainment and dining offering occur in sections along Dominion Road. Night-time activities are concentrated between Carrick Place/Ewington Avenue through to Balmoral Road/ Kensington Road. An example event will be ‘Dumplings in Dominion Road’ taking place 4 October 2020 as part of a regional event programme.

Eden Park operates as a sporting and community venue [Eden Park Supporters Club - The Hood]. Late night sport happens up to 12 times per year. Eden Park has strategically developed “The Hood” community supporters’ group which could be an opportunity to leverage greater visitor numbers to the Dominion Road.

Activations at Eden Park have a direct economic impact on the PF area. For example, the Bledisloe Cup played at Eden Park on 17 August 2019 increase spend in the DRBA area up by 13%.

Two business associations operate collaboratively within the area. Dominion Road Business Association [DRBA] operates a BID programme that funds placemaking activities and events including

- The Moon Festival [Sept 2019, 10,000 attendees, open until 11PM] and 2020 Moon Festival taking place 24 September to 4 October.
- In alignment with the 2020 Moon Festival, DRBA will also organise street flags and banners [September 2020],

[Omni Wine Bar](#)

[Sunset Tanning](#)  
[Orange Theory Fitness](#)

[Eden park event schedule](#)

<https://edenpark.co.nz/our-community/the-hood/>

MarketView report available upon request

[DRBA Website](#)

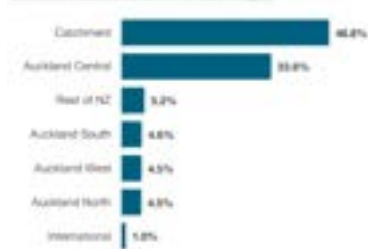
lanterns to be installed under business verandas, and a business promotion offering 10% of selected restaurants menus for 10 days.

- Placemaking murals
- DRBA website includes a business directory, historical information plus parking/ transport links.

Balmoral Chinese Business Association [BCBA] supports the Asian business community within the PF area. It does not have a website. The community coordinator who works with BCBA is a member of the PF Working Group.

There is a large residential catchment area that supports the local economy. DRBA pays for retail spend information [MarketView]. YE June 2020 shows that 80% of spend in the area is from the local catchment and Auckland's central city area.

Dominion Road's Distribution of Spending by



There are few public buildings within the Purple Flag area. Spaces utilised at night include the War Memorial Hall [incorporating the rehearsal space of the Auckland Theatre Company], Potters Park [evening events programme] and the Auckland Philharmonic Orchestras 'Philharmonia Hall'.

There are two parks for public use:

A] Potters Park - which includes children's play equipment, summer water features, public toilets and public art including 'Boy Walking' and 'Sound of Rain'. The park is also used for events such as Neighbour's Day and the annual Christmas Party held in the evening.

B] Ballantynes Square – features seating, fairy lights, drinking fountain and attractive plantings.

Lighting in the area has been identified as needing improvement. Some businesses had lighting features and there are fairy lights at the northern end of Dominion Road. However, also evident were:

- non-working under veranda lighting [broken, not turned on, too old]
- Opportunity to light up buildings of interest which also increases night-time street visibility [St Albans Church, 443 Dominion Road].
- Public artwork that was not well lit at night [Boy Walking]

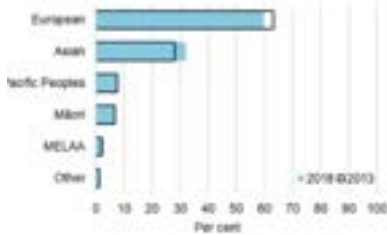
<p>Evidence of art and cultural happenings in the area include</p> <ul style="list-style-type: none"> <li>• Murals in public places</li> <li>• Artwork on buildings and places [for example, OnDo Noodle Sculpture, 2015, at the intersection of Dominion and Balmoral Roads]</li> <li>• The inaugural Moon Festival 2019</li> <li>• Public art [Boy Walking and Sound of Rain]</li> <li>• The Dominion Road song by the Mutton Birds</li> <li>• Events at the War Memorial Hall and ‘Christmas in Potters Park’</li> <li>• Artwork installation and Walkway “Billy Apple” corner of Sandringham and Walters Road</li> </ul> <p>There is no public WIFI in the area.</p> <p>Public toilets are located at</p> <ul style="list-style-type: none"> <li>• Bellwood Road [open 24 hours]</li> <li>• Potters Park [open 7am to 9pm in summer, 7am to 7pm winter]</li> </ul>	
<p><b>KEY ACHIEVEMENTS IN LAST THREE YEARS</b></p>	
<p>The inaugural Moon Festival was held over 3 nights in September 2019. Collaboration between local stakeholders to organise was significant and unique.</p> <p>Fairy lights &amp; wash lighting [coloured lights] have been installed in several buildings along Dominion Road and add personality to the area</p>	
<p><b>FUTURE IMPROVEMENTS PLANNED</b></p>	
<p>Signage</p> <ul style="list-style-type: none"> <li>• Brand the PF area – entrance signages at both ends of Dominion Road “your entering the best food place in Auckland” multicultural languages</li> </ul> <p>Proximity to Eden Park has not been leveraged enough yet or the opportunities provided by the Eden Park supporters community.</p> <p>Moon Festival 2020 takes place from 25 September to 4 October 2020, building on the huge success of 2019. In 2020, the festival will run over 10 days this year, rather than the 4 days in 2019.</p> <p>Brochure about different regions of China food offering /what each region known for</p> <p>Project to improve the area lighting for night-time:</p> <ul style="list-style-type: none"> <li>• asking business owners to ‘leave it on’ or replace etc.</li> <li>• spotlight up historical buildings including St Albans - 443 Dominion Road</li> <li>• Wash lighting project continuing to be installed</li> <li>• Advocating to local board to light up Boy Walking sculpture</li> </ul>	

## CORE AGENDA THEME 4. PLACE

**Minimum threshold standard.** A diversity of land uses. A convenient, functional and attractive destination at night.

<b>SUMMARY</b> (Headline conclusions and bullets)	<b>SUPPORTING DATA</b> (Key figures & statistics)
<b>HOW IS PURPLE FLAG MINIMUM THRESHOLD MET? (See above)</b>	
<p>KPI 6 - Volume and Value            Increasing business prosperity and local benefit - Annual turnover of NTE businesses. Employment in sector. Gross Value Added. Change over 12 months</p> <ul style="list-style-type: none"> <li>• Dominion Road has retained its vibe, colour and evidence of different cultures. Street art challenges you alongside the historic buildings. There is a diversity of people from different cultures evident.</li> <li>• Easy movement between the public/ private movement options and shops, restaurants, pubs and fast-food outlets.</li> <li>• Private development has started in anticipation of public investment in the area [hotel/ apartments]</li> <li>• The variety of leisure opportunities – a historic cinema, rock climbing, children’s play equipment in public parks, and plenty of places for sitting and people watching.</li> <li>• Two well maintained, and utilised, public parks where evening events take place. Ballantyne Square &amp; Potters Park.</li> </ul>	<p>Moon Festival Results 2019 [variety of cultures that attended/ 82% loved/liked event]</p>
<b>CURRENT STANDARD OF AREA</b>	
<p>The area consists of two locations a] Dominion Road dining spread over approximately 400 metres and b] Balmoral Road to Kensington Road 400 metres. 500 metres of residential development separates these two areas. The main road through both centres is the characteristic that joins these areas.</p> <p>The area has a strong identify and character, with well-known brand [BID brand] and is anticipating signification capital investment [light rail along the main road].</p> <p>Approximately 90% of the businesses are independently owned with few chain stores or franchises.</p> <p>The business mix is quite narrow, made up of hospitality, services and professional. There is anecdotal feedback that dining in the area attracts from a wide catchment due to its authentic Asian offerings. Surrounding areas are middle class residential.</p>	





Ethnic diversity is increasing in the area with 32.0% identified as Asian ethnicity [compared to 28.2% Auckland), 7.1% identified as Māori [compared to 11.5% Auckland] and 59.7% identified as European [compared to 53.5% Auckland]

2018 Census results  
Albert Eden Local Board  
[Ethnic Diversity](#)

The current DRBA brand of 'World in a Street' aligns with the cultural makeup of the area.

Information specifically about employment and economic impact of the evening and night-time economy is not readily available for either the PF area or Auckland as a region.

[Economic Profile Albert Eden Local Board](#)

This PF assessment has already commented on the challenge of getting information at the local level relating to Dominion Road. We have included as much information specific to the PF area as we have available in this Snapshot.

Some information is available at the political boundary level. In 2019, Albert Eden Local Board area had  
A) a population of 101,570  
B) there were 52,185 jobs in the area. Of these there were 938 jobs in the Accommodation and Food services sector [8.5% of jobs in the local board].

In Auckland Council part funded some research [alongside Wellington and Christchurch City Councils] in 2013 which provides some baseline sector

NZ **	Auckland	Wellington City	Christchurch*
<b>NTE total employment 2013</b>	43,260	9,931	11,260
Drink total	4,530	1,670	1,590
Entertainment total	10,950	2,611	2,840
Food total	27,780	5,350	6,830
CBD area only employment	7,826	Not Available	Not Available
<b>NTE sales revenue \$'000,000</b>	\$5,936	\$1,321	\$1,581
CBD area only revenue	\$1,007	Not Available	Not Available

information

\*Post-earthquake 2010 figures \*\* post Global Financial Crisis of 2008/9

Auckland specific information from the 2013 study identified

1. Auckland dominated in terms of food establishments [especially in the CBD] and that the sub-section 'drinks' is the smallest sub segment measured in this research compared with 18 different leading cities
2. 34% of all NZ NTE sales revenue in 2013 were recorded in Auckland Region.

The impact of having Eden Park, a major venue, within the Purple Flag area is evident when events are held there. For example, the DRBA area

<p>experienced a 13% increase in spending, compared to the previous week, when the Bledisloe Cup was held at Eden Park on 17 August 2019. The impact was more felt in cafes, restaurants and takeaways where spend was up 64%. The event attracted customers from the rest of the Auckland region and nationally.</p> <p>The residential community around Eden Park has its own association to ensure residents needs are considered when events and planning at Eden Park venue are organised. We have a representative on our Stakeholder Working Group.</p> <p>Dominion Road has a special heritage overlay recognising the areas historical connections in the Auckland Council Unitary Plan. Burnley Terrace is a heritage street.</p> <p>DRBA has identified the heritage character of the area as a strategic asset to the business association and utilises this aspect where possible [for example, on its website banner]. Heritage buildings contributing to the look, feel, history of the road.</p> <p>Proof of community in the PF area includes:</p> <ul style="list-style-type: none"> <li>• Eden Valley Community Notice Board, next to 274c</li> <li>• St Albans Church</li> <li>• The Freemasons Hall</li> <li>• Evidence of the influence of many cultures and diversity</li> <li>• Schools in the area including pre and primary schools</li> <li>• Potters Park and War Memorial Park both have large community noticeboards.</li> </ul> <p>DRBA uses its leverage to brand the area as a destination, not just an arterial road. They recently delivered their 2020 directory of local businesses/ food options to over 20,000 households in the area reinforcing their 'world within a street' messaging.</p> <p>Social issues are supported by boarding houses [privately managed] and a Salvation Army support programme that takes place adjacent to Ballantynes Square.</p> <p>DRBA initiated a streetscape walkaround with Auckland Councils contractors responsible for the public domain. Identified through this exercise was</p> <ul style="list-style-type: none"> <li>• Poor quality rubbish bins [poor quality near ASB bin]</li> <li>• Trip hazards on some areas of the pavement [ for example, 467 Dominion Road dangerous fall hazard]</li> </ul>	<p>Copy of MarketView spend report available.</p> <p><a href="#">Eden Park Residents Association</a></p> <p>Copy of this brochure available upon request</p>
<p><b>KEY ACHIEVEMENTS IN LAST THREE YEARS</b></p>	
<p>Moon Festival September 2019 which brought together an international night market offering a huge range of local foods. Attended by over 20,000.</p> <p>Lighting at Ballantyne Park was completed.</p> <p>Installation of mural art at sites along Dominion Road have been initiated by both the business association [240 Dominion Road – see photo section of this application] and private businesses ['Move' 473 Dominion Road] . DRBA has received approval for a 2<sup>nd</sup> mural has been obtained. Also installed community noticeboards and upgraded litter bins.</p>	

<p><b>FUTURE IMPROVEMENTS PLANNED</b></p> <p>Street facilities audit with a focus on bin quality, toilets, pavements</p> <p>Review of signage/ signage strategy developed</p> <p>Development of guided street tours</p> <p>International Night Markets – develop /collaboration with BCBA?</p> <p>Events – 2<sup>nd</sup> Moon Festival Event in September 2020 which was online and involved local food retailers working in collaboration with the event on a promotion.</p>	
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## CORE AGENDA THEME: POLICY ENVELOPE

**Minimum threshold standard.** A momentum of collaboration between sectors, agencies, service providers and policymakers

### SUMMARY

(Headline conclusions and bullets)

### SUPPORTING DATA

(Key figures & statistics)

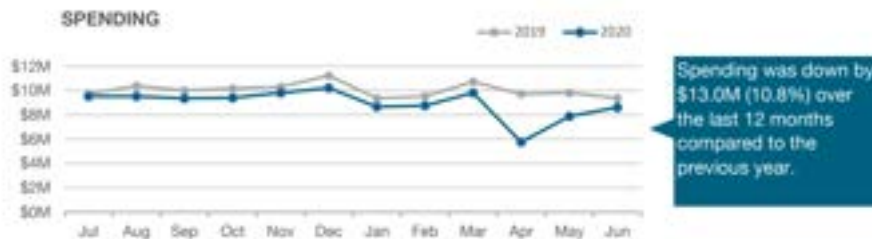
### HOW IS PURPLE FLAG MINIMUM THRESHOLD MET? (See above)

- Purple Flag Stakeholders Group – meet 6 weekly, and includes a variety of stakeholders representing business community, NZ Police, resident's association, Eden Park and members of the Albert Eden Local Board.
- Regular newsletters from DRBA to business members and to wider public database about what is happening in the area.
- Safer Neighbourhoods area – 26 street contacts along Dominion Road
- DRBA and BCBA worked collaboratively towards the inaugural Moon Festival in 2019

### CURRENT STANDARD

#### Data

Data on current spend in the area [YE June 2020] relates only to the DRBA part of the Purple Flag area.



#### Strategy

There is a growing interest in the impact that the night-time economy can have on the economy. It is not a well understood, researched or well-known concept in NZ.

Some background to local government within the Auckland environment.

Auckland Council initiated a co-governance model 10 years ago. All decision making about *regional* facilities, assets or central government relationships sits with Auckland Council and the 21 Councillors.

All decisions about *local* facilities, local infrastructure and local affairs sit with 21 local boards across the Auckland region.

A practical example of this approach is that there is a regional policy about liquor licensing. Local boards submit on the development of the regional policy and then local boards decided about liquor licensing applications in their area. The co-governance model is that the regional and local pictures are equally as important.

Local Boards have autonomous decision making. Dominion Road Purple Flag is lucky enough to have the deputy chair of the Albert Eden Local Board as part of the Stakeholder Working Group.

At the 2018 Census there were 98,622 usual residents in Albert-Eden, an increase of 3,927 people since the 2013 Census. This represents 6,3% of the Auckland population.

A 'thinktank' organisation, The New Zealand's Initiative, challenged current thinking about the night-time economy with its 'Living after midnight' report of 2019. It identified the country's regulatory framework as hindering economic opportunity that could see the growth of the night economy.

Prior to this Auckland City Council 'tagged on' to some researchers undertaking work in Australia's main cities about their night-time economies. That report provided high level baseline information about Auckland, Wellington, and Christchurch. That 2013 study identified

1. NTE is a vital part of the NZ economy. As at 2013, Auckland Region has grown both employment and revenue in the NTE at a considerably faster rate than the National Economy or other NZ NTE measured economies.
2. The report noted that NZ workforce patterns showed 89.3% percent of employed are day workers with 3.5% working mainly in the evening and 1.1% at night. Larger numbers of working people in the night-time hours may have an important role in developing a safer NTE.
3. Auckland dominates in terms of food establishments [especially in the CBD] and that the sub-section 'drinks' is the smallest sub segment measured in this research compared with 18 different leading cities
4. Understand the NTE is impeded by the lack of information about the contribution of the NTE to both community and public purse as well as by much imprecise attribution of anti-social behaviour.
5. NTE sales revenue in 2013 \$NZ 18B for all NZ. All NTE related revenue linked to 27% of the New Zealand economy in 2013.
6. NTE Core Employment in 2013 was over 127,000 people. Over 30% of the New Zealand workforce had some connection whether direct or indirect with the Night-time Economy in 2013.
7. 34% of all NZ NTE sales revenue in 2013 is recorded in Auckland Region.
8. In 2013 over 127,000 people were directly employed in Core NTE work. In New Zealand NTE growth was well above all sector performance in 2013.

Responsibility for the creation of public policies [Licencing and food grade system] sits with Auckland Council and is developed in collaboration with sector representatives.

NZ Police have held education sessions in the PF area about removing valuables from vehicles whilst dining out, but this is an ongoing challenge. Opportunity for DRBA to work with police & restaurant owners collaboratively on an initiative.

#### Coordination

Two organisations coordinate activities and events in the area – the DRBA and BCBA. Worked collaboratively for the Moon Festival 2019. Albert Eden Local Board supports the Balmoral area with a Community Coordinator role.

#### Leadership

The Purple Flag Working Group and application has been coordinated and resourced by DRBA. There is keen interest from members on the Working Group to participate.

["Living After Midnight"](#)

<p><u>Partnership</u>  Relationship between BCBA and DRBA  Possible relationship between DRBA and Hospitality NZ</p> <p><u>Community</u>  Auckland Council 2018 Perception Survey results about the percentage of Aucklanders that feel connected to their neighbourhood and local community found 44% of those in the Albert Eden Local Board area [includes Purple Flag area] felt connected.</p> <p>Feedback from the Eden Park Residents Association as part of the Purple Flag Stakeholders Group</p>	
<p><b>KEY ACHIEVEMENTS IN LAST THREE YEARS</b></p>	
<p>Purple Flag process and approach has been initiated by the DRBA for the area.</p> <p>Purple Flag working group – mixture of representatives and future potential to engage with Auckland Council</p> <p>Moon Festivals in 2019 and 2020 developed and implemented. Great opportunity to work in collaboration with Balmoral Chinese Business Association</p>	
<p><b>FUTURE IMPROVEMENTS PLANNED</b></p>	
<p>Initiating more projects in collaboration with BCBA</p> <p>Development of strategies – signage, lighting, ENTE Strategy</p> <p>Dialogue with consumers and residents. This particularly relates to developing the existing relationship with Eden Park Trust.</p> <p>Continuation of the Purple Flag approach</p>	

# Images of Dominion Road



**Mural: Bellwood Road Toilets, Albert  
Eden Local Board**



**Mural: Business initiated 'Move'  
473 Dominion Road**



**Mural: Corner of Dominion and Balmoral Roads.**



**Mural: 240 Dominion Road**



**Artwork: OnDo sculpture  
depicts noodles being  
pulled from the  
roadworks rubble**

### Potters Park Toilets & Playground



### Dominion Road Business Scenes







**Self-Assessment  
night photos**

**Burnley Superette**



**staying open *really*  
late....**

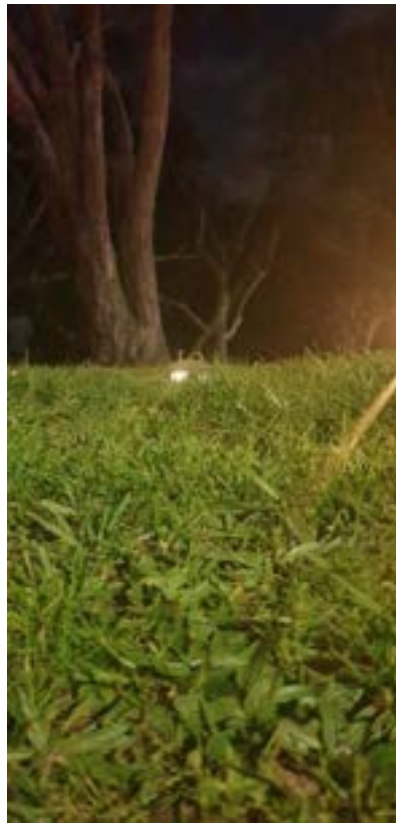


**Dominion Road on  
a Friday night**

## Community Art and Facilities



**Ballantyne Park**



**Potters Park  
artwork**

**Boy Walking  
Sculpture & “the  
sound of rain” tiny  
house**



**Street flags along Dominion Road promoting ‘The world within a street’ and Moon Festival 2020**



## KPI Data – Dominion Road Business Association, Auckland, New Zealand

A reducing incidence of crime & antisocial behaviour

### KPI 1: Crime & Anti Social Behaviour (ASB)

**Definition:** This measure can be accomplished by assessing 'Niche' crime data' from the police. To measure this KPI the number of recorded crimes will need to be identified as being associated with Night Time Economy (NTE) and only those occurring within the Dominion Road Purple Flag centre boundary should be counted. A specific time and day allocation can be used for the data for example: Friday & Saturdays between 8pm – 5am and should be marked with a \* by the side of the relevant group/category.

Please also highlight the % change figure in red should an increase be shown. This would also require a brief explanation as to why an increase has been found.

NTE Associated Crimes*				
Crime Group	1.3.2019 to 25.7.2020 16 months			% Change
Weapons				
Drugs				
Robbery of Person				
Violence Against the Person				
Violence Against the Person With Injury				
Sexual Offences				
Criminal Damage				
Robbery of Business				
Dishonesty Offences	787			
Antisocial Behaviour	82			
All Other Offences				
<b>Total Crime</b>				

It has been challenging to obtain information relating to offending in the Purple Flag area. The SWG did not have a police representative working with them until recently. The information has been provided for a 16-month period, and only for a] Dishonesty offences and b] Antisocial behaviour. The figures calculated by overlaying the Purple Flag map area onto the map of information provided by the NZ Police. We know have the support of the NZ Police for the initiative and an officer working as a member of the Working Group.





Antisocial behaviour – heat map [above] and Dishonesty offending [below]



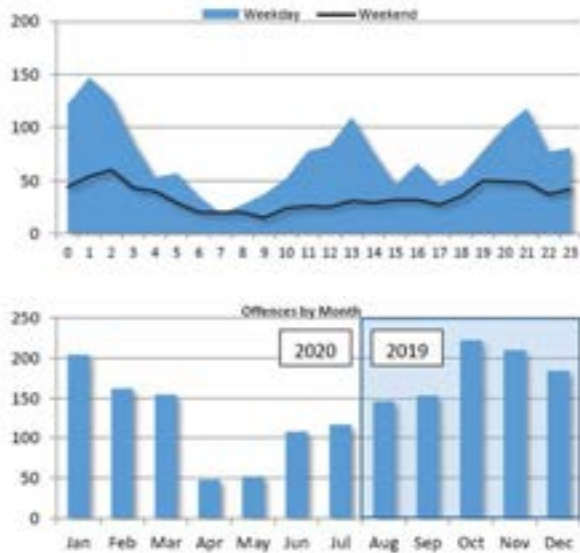
The following table indicates the ASB calls reported in Dominion Road Purple Flag area

Crime Group	1.3.2019 to 25.7.2020 16 months		% Change
ASB Calls	82		

Antisocial behaviour is defined in NZ as: disorderly / offensive behaviour, drunken behaviour, fighting or breach of the peace.



Purple Flag area [Balmoral & Eden Quarter] Burglary and Car Crime



Burglary and Car Crime runs the length of Dominion Road, centred on the Balmoral intersection.

Most of this crime occurred overnight and 1200hrs – 1400hrs, on weekdays.

Based on the monthly trend from 2019, we could expect a month-on-month increase in Burglary and Car Crime which will likely peak in October.

Burglary comprises the bulk of this offending.

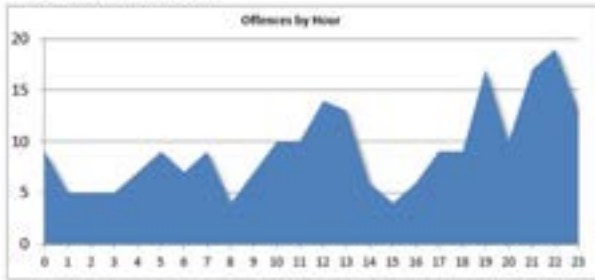
Note, shoplifting offences were not included in this scan – though are high in volume.

Purple Flag area [Balmoral & Eden Quarter] Disorder/ Antisocial Offending

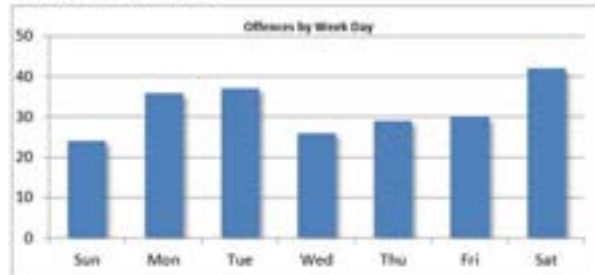




Incidents by Hour of Day



Incidents by Day of Week



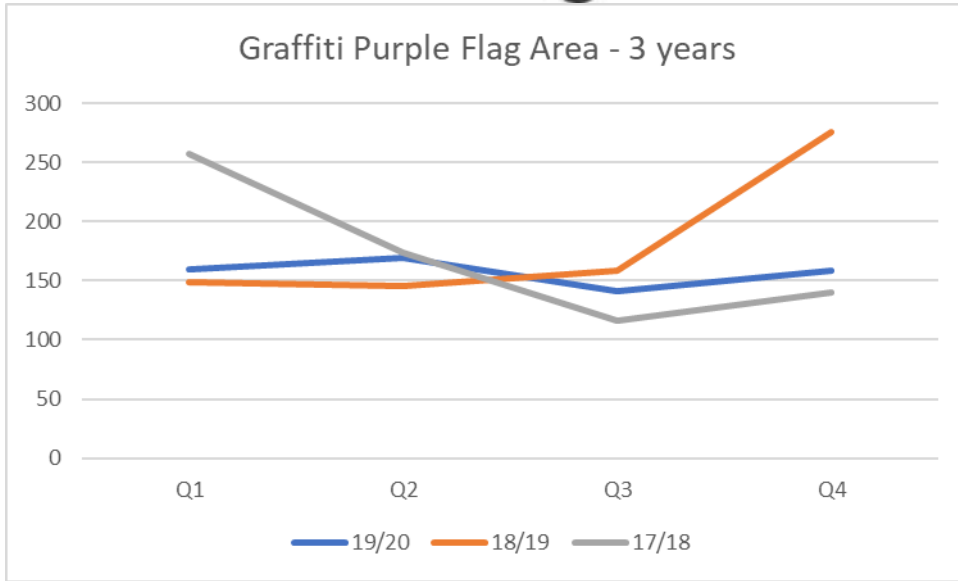
Disorder/Antisocial incidents are focused Dominion Road, between Onslow Road and View Road.

Based on the monthly trend from 2019, we could expect a month-on-month increase in Disorder which will likely peak in the New Year.

Most of these incidents occurred 1600hrs – 2300hrs, on weekdays.

Disorderly Behaviour comprises the bulk of this offending.

**DOMINION RD**



This graph outlines the ongoing patterns of graffiti specifically for the purple flag area over the past three financial years. There has been a slight decrease in offending over the past annual year following a significant increase in the last quarter of the 18/19 year.

	19/20	18/19	17/18
Q1	160	149	257
Q2	169	146	174
Q3	141	159	116
Q4	158	276	140





## KPI 2: Alcohol & Health

Reducing levels of alcohol harm

**Definition: To look at A&E attendances by a specific age group 15-34-year olds on any day between midnight and 5am.**

- Once the indicator has been chosen it can work as a proxy measure for victims of alcohol related violence on the basis that the majority of victims of night time economy (NTE) crimes are aged under 34 and that the majority of NTE offences are committed between midnight and 5am. The assumption is made that majority of 15-34 year olds attending A&E between midnight and 5am have been in the NTE environment prior to their attendance.
- The measure can be calculated by assessing NHS data via data sharing agreements. Local Crime and Drugs Partnership & Clinical Commissioning Group should be able to help you with this or other similar groups specific to your areas.
- The best way to calculate NHS data is to base upon the home address of the person attending A&E rather than the location of the A&E. The data counts the number of attendances (events) and then also the Directly Standardised Rate (DSR) to give a rate of A&E attendance per 1,000 of the population of 15-34 year olds. DSR can be used to compare data from any and all A&E departments.
- Data should be provided on a quarterly basis and counts events on a rolling 12-month basis.

Dominion Road Purple Flag working group has identified the public health department where this information should be available but due to that sector of the health system being focused on COVID recovery, has been unable to access relevant information.

The information available is in transition; currently the public health system collects information on incidents coming into the system, time of day etc but *has not collected information about where the original incident took place*. We are unable to collect information relating specifically to the PF area.

For the next iteration of the PF for Dominion Road we hope to be able to have information [probably for one-year cycle only] of incidents that have happened specially in the geographic area as the public health system is starting to collect information at that granular level due to a new collaboration with the ambulance service. .







### KPI 3: Composition

Increasing choice & balance of provision for consumers

Composition Table 1: As of October 2020, for the PF area. This information has come from the database of the DRBA and an initial database that has been developed in the Balmoral area of the PF area.

Alcohol-Based Venues	Food Venues	Culture & Entertainment	Retails & Public Buildings
Traditional Pubs	Family Restaurants & Global Cuisine	Theatre, Concert & Dance	Late-opening Shops & Markets
1 x Balmoral environs 5 x Dominion Road environs <b>Total = 6</b>	16 x Balmoral environs 27 x Dominion environs <b>Total = 43</b>	N/A	1 x Balmoral environs 7 x Dominion environs <b>Total = 8</b>
Food-led Bars, Café Bars & Branded Food Pubs		Cinema, Bingo & Casinos	Late-opening Museum, Art Gallery, Library, Education & Community Venues
5 x Balmoral café early evening 4 x Dominion environs bar and café early evening <b>Total = 9</b>		1 x Classic Cinema <b>Total = 1</b>	N/A
Nightclubs & Late Venues Targeting Under-25s	Fast Food & Take-aways	Live Performance: Music & Comedy	Sports, Leisure & fitness Venues
N/A	<b>10 x fast food and takeaways</b>	N/A	3 x sports venues <b>Total = 3</b>





Composition Table 2:

**Composition 2020**

Table templates to be completed:

Category	No.	% of Total
<b>1. Alcohol Based Venues</b>		
• Traditional pubs	3	4.1
• Food-led bars, café bars & branded food pubs	3	4.1
• <b>Nightclubs &amp; late venues targeting under 25s</b>	N/A	
<b>2. Food Venues</b>		
• Family restaurants	42	58.3
• Fine dining	1	1.4
• <b>Fast food &amp; take-aways</b>	10	13.8
<b>3. Culture &amp; Entertainment</b>		
• Theatre, concert & dance	0	
• Cinema, bingo & casinos	1	1.4
• Live performance: music & comedy	1	1.4
<b>4. Retail &amp; Public Buildings</b>		
• Late-opening shops & markets	8	11.4
• Late-opening museum, art gallery, library, education & community venues	0	
• Sports, leisure & fitness venue	3	4.1
	72	100





**KPI 4: Footfall**

Increasing use of the town centre in the evening and nighttime

Measuring footfall does not appear to be as common in New Zealand as it is in many UK cities we have identified. The most recent research available about footfall in Auckland is from the regional transport agency and not available broken down into local board area.

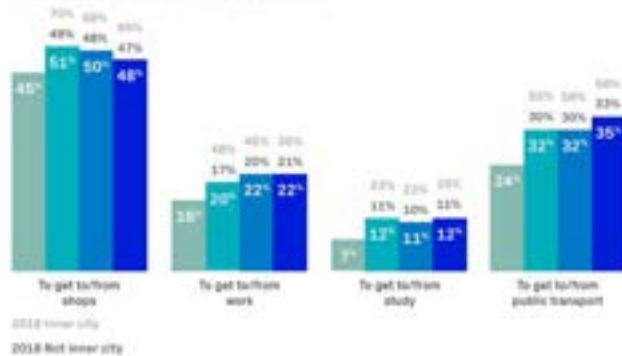
The Working Group was unable to locate information on footfall in the PF area and has identified this in the Snapshot as an opportunity to form a baseline.

80

**Overall, the number of key point-to-point journeys taken by walking remains stable**

Aucklanders from inner city suburbs are more likely to walk for these key journeys than those from other suburbs.

% OF WALKERS DOING THESE OCCASIONS



Since 2015 we made gains in getting more Aucklanders to walk for key point-to-point journeys combined. However we appear to have reached critical mass with walking as since 2016 this has remained flat.



This information from the Auckland Transport Active Modes Research report 2018 shows that the inner-city residents [and this would include Dominion Road Purple Flag area] are more likely to walk than those in outer suburbs. Anecdotally, residents responded to COVID 19 and the decline of vehicular movements by taking to their bicycles and walking. These 2 factors present an opportunity for the PF area to leverage the surrounding residential areas more fully.





## **KPI 5: Perceptions**

Feelings of safety in the city centre at night - alone

**Definition:** Proportion of people who said they feel very or fairly safe in the city centre at night when alone (Source: Town/City perception survey).

The PF Snapshot report identifies a perception survey as an action to be undertaken in 2020.

It also notes under Policy Envelope some indicator statistics for the area:

*Auckland Council 2018 Perception Survey results about the percentage of Aucklanders that feel connected to their neighbourhood and local community found 44% of those in the Albert Eden Local Board area [includes Purple Flag area] felt connected*

Auckland Transport Active Modes Research report 2018 also provides a baseline for Auckland as a whole finding that people do not feel safe walking at night-time due to crime and hazards. They feel safer in relation to traffic and vehicles.





## Perceptions of safety during the night in relation to traffic and vehicles has improved

Aucklanders are starting to feel safer in relation to traffic and vehicles at night vs 2016.

### PERCEPTIONS OF SAFETY WALKING AT NIGHT



### Reasons why Aucklanders don't feel safe are:

- EMOTION: Don't like walking at night/ don't feel safe at night
- INFRASTRUCTURE: Not enough lighting/ need more footpaths/quality footpaths
- PEOPLE: gangs/high crime rates

## KPI 6: Volume & Value

Increasing business prosperity & local economic benefit

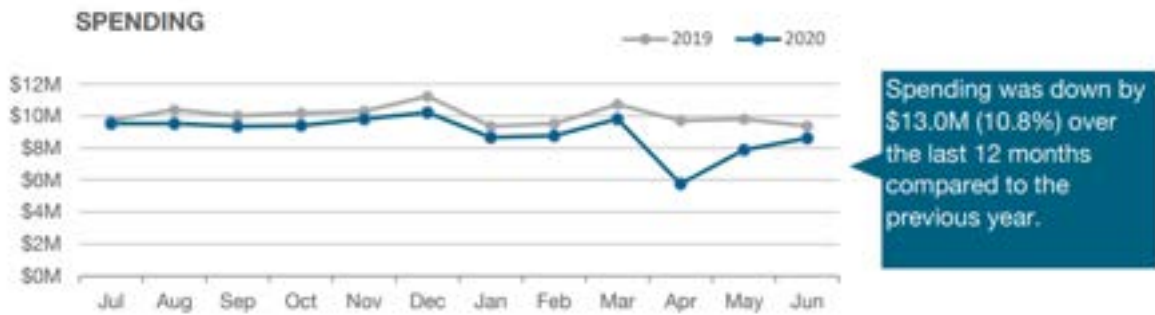
The DRBA has up to date spend and transaction information for its BID area. This does not cover the whole Purple Flag area.

DRBAs spend was down 10.8% for the year ending 30 June 2020, potentially due to the final three months of the financial year being affected by COVID 19. There was \$107.4 spent in that financial year in total. Stores with the highest spend for the year were groceries and liquor.





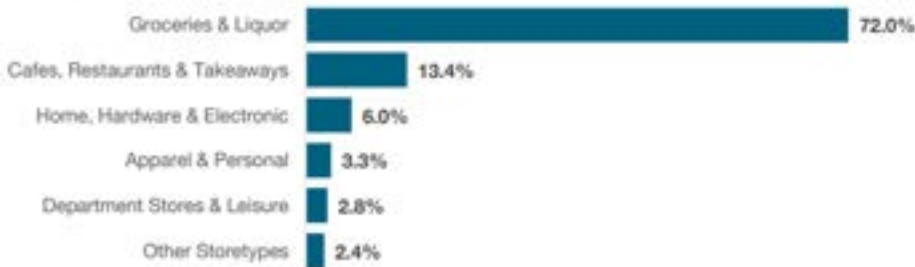
Auckland Regions total spend decreased over the same period by 5%. Auckland and New Zealand have experienced over 100 days operating at Level 1 [all businesses able to open and operate as normal] over late June, July August and early September 2020.





Storetype Name	This Year	Last Year	Change
Apparel & Personal	\$3.6M	\$4.1M	▼14.0%
Cafes, Restaurants & Takeaways	\$14.4M	\$16.5M	▼13.0%
Department Stores & Leisure	\$3.0M	\$4.2M	▼28.3%
Fuel & Automotive	\$0.0M	\$0.0M	▲0.0%
Groceries & Liquor	\$77.3M	\$85.6M	▼9.7%
Home, Hardware & Electronic	\$6.5M	\$7.0M	▼6.8%
Other Storetypes	\$2.6M	\$2.9M	▼9.6%

#### Storetype Distribution



## KPI 7: Patronage

Widening consumer representation

To include here information on increasing the knowledge of the PF programme to other areas:

- Presentation to the Auckland Region Business Improvement Managers meeting [48 BIDs in total] by Gary Holmes and Gill Plume in 2019
- Funding application to Albert Eden Local Board [in public arena] in 2019
- Invitations to be involved with PF approach being trialled to Neighbour Support
- Initial discussions with Hospitality NZ about introducing PF NZ wide
- Discussions with NZ Police personnel about PF and its value to them
- Email to all businesses in the area [part of monthly business update] September 2020
- Information about PF in community newsletter which goes to 2000+ households





PURPLE FLAG SELF-ASSESSMENT CHART

<p><b>PURPLE FLAG SELF ASSESSMENT CHART</b></p>		<p><b>Location:</b> Dominion Road [between Onslow Road and Kensington Avenue], Auckland, NZ</p>
<p><b>Guidance to entrants:</b></p> <ul style="list-style-type: none"> <li>• This chart should contain your partnership's <i>conclusions</i> on the standards reached by your area</li> <li>• The boxes in the <i>Conclusions</i> column provide space for a main claim or conclusion, plus brief supporting text or bullets</li> <li>• Your conclusions should be based principally on your first-hand experience of the area in the evening and at night, gained from the Overnight Self-Assessment on an average Friday or Saturday night</li> <li>• The conclusions should be agreed and endorsed by your Purple Flag Working Group</li> <li>• The chart will be used by Assessors in comparing your standards with their own assessment and by the Accreditation Panel in coming to a final decision</li> <li>• Please note, areas will not normally be considered for a Purple Flag if any of the Themes or Threshold Standards are below Standard Met and if the standard of any of the 30 Attributes falls within the shaded areas in the chart.</li> <li>• Please use relevant colour code on standards shown as the key throughout your standards claimed.</li> <li>• Please reference what is required under the core agenda and attributes against the Core Agenda Chart Guide</li> </ul>		<p><b>Date of Overnight Self-Assessment:</b> Friday 4 September 2020</p> <p><b>Night of the Week Chosen</b> Friday night – no rain, cool but moonlit</p> <p><b>Anomalies</b></p> <ul style="list-style-type: none"> <li>• Auckland was in COVID 19 Lockdown Level 2.5. At this level, a maximum of 10 people parties are allowed in hospitality premises up to a maximum of 100 in each premises. This has an impact on the hospitality sector in terms of numbers eating out and resourcing. Auckland is now in Level 1 – all amenities open and free movement/ gatherings.</li> </ul>
<p><b>Members of Purple Flag Working Group</b>          Gary Holmes – Manager DRBA          Kim Odendall – Hospitality NZ          Cheng Goh – Placemaking Coordinator          Lee Corrick, Deputy Chair, Albert Eden Local Board          Gill Plume – Purple Flag Coordinator          Dylan Hannah-Jones – NZ Police          Keith Parker – Eden Park          Nardus Oelofse – Davis Funerals          Victoria Toon – Eden Park Trust Board and Local Residents Association</p>	<p><b>Members of Your Overnight Assessment Team</b>          Gary Holmes – Manager DRBA          Kim Odendall – Hospitality NZ          Cheng Goh – Placemaking Coordinator          Lee Corrick, Deputy Chair, Albert Eden Local Board          Gill Plume – Purple Flag Coordinator</p>	<p><b>Times Covered</b> (Please tick)</p> <p><input checked="" type="checkbox"/> Early evening: 5-8pm</p> <p><input checked="" type="checkbox"/> Late evening: 8pm-11pm</p> <p><input type="checkbox"/> Night: 11pm-2am</p> <p><input type="checkbox"/> Late night: 2-5am</p>





PURPLE FLAG SELF-ASSESSMENT CHART

	Core Agenda and Attributes	Your Conclusions	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstanding
	<b>WELLBEING. (Welcoming, Clean and Safe)</b>  <b>Threshold Standard.</b> Per capita crime and anti social behaviour rates that are at least average and show an improving trend – taking both residents and visitors into account (See KPIs).	Some police data available at the local level for the 12 months ended August 2020. Relationship with Police developed Anticipate ongoing data to see trends.			X		
1	<b>Safety.</b> A proportionate level of visible, effective policing and active surveillance	Police cars sighted driving through PF area during assessment – quiet evening on street No CCTV system through area – private premises only			X		
2	<b>Care.</b> Responsible guardianship, customer care and concern for community health	There are no organisations undertaking guardianship roles for the PF area – not required.  Multi-cultural business community/ collaboration [Moon Festival]			X		
3	<b>Regulation.</b> Positive and proactive licensing and regulation	All food premises compliant Auckland Council licensing. Most restaurants have on-licences and there are only 4-5 off licences selling alcohol. The Stakeholders Working Group is unaware of any issues with licencing in the area.			X		
4	<b>Services.</b> Appropriate levels of public utilities	Toilet facilities at Bellwood Road were available well lit. Potters Park facilities were closed 7pm winter hours Water was available at the Ballantynes Park drinking fountain. The area presented as clean and tidy with no litter evident and bins emptied.			X		
5	<b>Partnership.</b> The active involvement of business in driving up standards	The Stakeholders Working group has worked collaboratively through the application process together. Associations such as Hospitality NZ trains and upskills hospitality members. Variety of stakeholders on self-			X		



PURPLE FLAG SELF-ASSESSMENT CHART

		assessment					
6	<b>Perceptions.</b> A valid and positive presentation of the area to customers	Positive perception on assessment evening with people out walking, music heard, lots of car traffic, fairy lights on buildings, artwork and restaurant precincts busy			X		
	<b>Core Agenda and Attributes</b>	<b>Your Conclusions</b>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstand'g
	<b>MOVEMENT (A Secure Pattern of Arrival, Circulation and Departure)</b>  <b>Threshold standard:</b> Some form of appropriate late- night public transport provision (See KPIs).	Late night travel available into and out of PF area by bus, train and private service providers [Lime scooters, UBER].				X	
1	<b>Public Transport.</b> Safe, affordable, well-managed late-night public transport	Dominion Road served by fast transit bus lanes between the community and Auckland city. Plus, a selection of private scooters, taxis and the Kingsland Train Station.				X	
2	<b>Car Parking.</b> An appropriate provision of secure late-night car parking	Parking available on residential side streets directly off Dominion Road. Eden Quarter has parking spaces for public use evening time. Paid parking being utilised [Secure Parking] Rocklands Road. Rocklands Road end of parking lot better lit, observed, and utilised than the Balmoral Road end.			X		
3	<b>Pedestrian Routes.</b> Clear, safe and convenient links within the centre and homewards	Wide uncluttered footpaths along the entire PF area on both sides of the street. Noted uneven ground levels near Ballantyne Park entrance [road, step up road, step up pavement] Pavement condition could be improved in some locations [e.g. Tongan Methodist Church, 426 Dominion Road] Pedestrian crossings at main intersections. Pedestrian traffic 'islands' along the main road			X		
4	<b>Crowd Management.</b> Measures to deal with overcrowding, congestion and conflict between those on foot and moving vehicles	No evidence of crowd control approaches being necessary or evident on evening of self-assessment. Potential for crowd control needed at Eden Park events but traffic/ crowd control managements plans in place			X		



PURPLE FLAG SELF-ASSESSMENT CHART

5	<b>Information.</b> Provision of practical information and guidance to town centre users	Business signage evident – variety of types- adds interest to area Information/ community noticeboards seen Eden Valley and Dominion Road. Directional signage at main intersections, side road names – needs improvement Room for improvement in signage for those unfamiliar with the area <ul style="list-style-type: none"> <li>• small sign pointing to Eden Park cnr Walter And Dominion Road, could be more obvious</li> <li>• Road signage for Dominion Road at the corner by 236 facing wrong direction – Valley Road</li> <li>• Lack of place signage 'Welcome to Dominion Road' at entrances of PF area</li> <li>• Toilet signage Bellwood Ave was not great</li> <li>• Shoppers carpark signage Eden Quarter not good</li> <li>• Lighting of wall murals [preferably solar]</li> </ul>		X				
6	<b>Partnership.</b> Business and operator commitment and participation	Evidence of commitment to improve the area from DRBA, Albert Eden Local Board, Hospitality NZ and community groups			X			
<b>Core Agenda and Attributes</b>		<b>Your Conclusions</b>		Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
<b>APPEAL (A Vibrant Choice and a Rich Mix of Entertainment and Activity)</b>  <b>Threshold standard.</b> An evening and late night offer that is broader than youth-oriented and alcohol-based activity (See KPIs).		PF area focused on a range of ethnic family dining experiences			X			
1	<b>Food and Dining.</b> A choice of eating venues and a commitment to good food	A broad variety of international food offerings showcasing Asian, European, Mediterranean, Indian and Tex-Mex options. Dining choices from fine dining [Monzu, Café Tasca] through to fast food [KFC, McDonalds]			X			



PURPLE FLAG SELF-ASSESSMENT CHART

		Majority [over 93%] of restaurants have an A food grade					
2	<b>Pubs and Bars.</b> Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages	Several bars exist in the area including Clare Inn and the Dominion Bar. Establishments were busy on the night the assessment was held with the pub dog from Obie joining the team as we evaluated....			X		
3	<b>Late Night Venues.</b> A late-night offer that complements the diverse appeal of the centre as a whole	The late-night offering in the area was food focused with some dining establishments remaining open to 4am or 5am. There are no nightclubs in the area.			X		
4	<b>Early Evening Activity.</b> An active early evening period, including late-opening shops	Retail open in the early evening was evident right along Dominion Road including #259 Dom Road – Valley Superette until 8pm #361 Dom Road - Watkins Hair Design #460 Dom Road - Scrubby Dubby Laundromat until 8pm  Fitness Centres open [Orange Theory Fitness] and busy plus Clip and Climb leisure centre. Early evening retail includes Countdown supermarket until 9pm, M2 Hair Salon and Murder Burger.			X		
5	<b>Public Buildings.</b> Creative and imaginative use of public/civic buildings in the evening and at night	Few public buildings in the area. Some opportunity to up light the Eden Park War Memorial Hall.			X		
6	<b>Arts and Culture.</b> A vibrant, inclusive arts and cultural scene	Murals on display along the road organised by DRBA and business owners. Iconic area artwork at the intersection of Dominion and Balmoral Road [Noodle Sculpture]. Events such as annual Moon Festival and public art including Boy Walking and the Sound of Rain. Capital Cinema showing noir films and general jumble of business signage show a busy popular place.			X		



PURPLE FLAG SELF-ASSESSMENT CHART

	Core Agenda and Attributes	Your Conclusions	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstanding
	<p><b>PLACE (A Stimulating Destination and a Vital Place)</b></p> <p><b>Threshold standard.</b> A diversity of land uses. A convenient and attractive destination at night (See KPIs).</p>	Variety of places within the PF boundary – retail, leisure, recreational and dining			X		
1	<p><b>Location.</b> Appropriate location, clustering and capacity of venue types</p>	A corridor road that has become a destination. Two separate dining precincts in the one PF area separated by retail and residential.			X		
2	<p><b>Diversity.</b> A successful balance of uses and brands</p>	<p>Leisure, retail, food, events, evidence of culture, public spaces, vibrant signage, and busy intersections demonstrate a variety of life taking place within the PF area.</p> <p>The Balmoral Road dining precinct has re-emerged from COVID lockdown as healthy as it was before.</p> <p>Dominion Road is immortalised in a song by a NZ band from the 1980s.</p> <p>Being an arterial route into the central city it's well known as a place to move through to your final destination.</p>			X		
3	<p><b>Clarity.</b> Well-designed links and visible signs</p>	<p>Signage could be improved – as previously mentioned.</p> <p>DRBA and AELB both initiating steps to resolve operational signage issues but needs a review of signage in a holistic way to leverage Eden Park, residents spending and cars transiting through the area.</p> <p>Good business signs visible that tell a busy story.</p>			X		
4	<p><b>Animation.</b> Attractive, well-used public places, active streets and building frontages</p>	<p>Stakeholders have funded murals, fairy lighting and public place lighting to create interest and points of difference.</p> <p>Some property owners have not turned them on.</p>			X		



PURPLE FLAG SELF-ASSESSMENT CHART

		<p>There was some pavement dining evident [for example, Obie] and this will increase as the weather warms.</p> <p>Ballantynes Square had good lighting and was being used when we did the assessment. Potters Park lights have been recently redone - the walkways are lit but it is not public policy to illuminate the entire park.</p> <p>DRBA discussing the opportunities to up light churches [St Alban, Russian Orthodox, Tongan Methodist] which would highlight the buildings and the pavement environment. Up lighting of trees/shrubs.</p> <p>Footpaths – edging marks between the road and footpath – was the edge clear/safe enough. Need a clear demarcation. Reflective paint on edges?</p>					
5	<b>Design.</b> Thoughtful and imaginative design for the night	<p>The area has its own organic design which shows itself in signage and business types, especially at night. The businesses have created the feeling of ‘place’ along Dominion Road.</p> <p>DRBA works to leverage, and complement that, with its choice of artwork, events and street art.</p> <p>Property owners have not upgraded premises as there is uncertainty about public transport infrastructure. Change was noted in the Assessment – new apartment buildings, heritage buildings being repainted and more vacant premises.</p>		X			
6	<b>Identity.</b> The appropriate use of natural and built features to reinforce appeal	<p>The basic format of the PF area is a corridor with business facing onto a main arterial route, surrounded by residential.</p> <p>The road speaks of a ‘journey’, movement, linkages and connections. The rich ethnic mix of businesses on Dominion Road reinforces that people have come from other places to be here.</p> <p>The brand line for the DRBA is ‘The world within a street’ which sits correctly in this place.</p> <p>Built features – old and new buildings, park spaces and the road itself, demonstrate the identity of the area.</p>			X		



PURPLE FLAG SELF-ASSESSMENT CHART

			Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstanding
	<b>Core Agenda and Attributes</b>	<b>Your Conclusions</b>					
	<b>THE POLICY ENVELOPE. (A Clear Aim and a Common Purpose)</b> <b>Threshold Standard.</b> A momentum of collaboration between sectors, agencies, service providers and policy-makers (See KPIs).	PF Stakeholders Working group has maintained momentum over the application process and developed relationships with NZ Police and Eden Park. Future focus on developing relationships with policy makers above and beyond making submissions on policy consultations.			X		
<b>1</b>	<b>Data.</b> A sound statistical base for policymaking and action	Data is now available on antisocial behaviours [graffiti] and crime [car crimes]. Data and police feedback suggest an educational programme for diners will be important 'Lock your car' 'don't leave valuables etc'.		X			
<b>2</b>	<b>Strategy.</b> Positive strategic objectives and targets	Strategies needing to be developed include <ul style="list-style-type: none"> <li>signage and wayfaring</li> <li>Lighting – up lighting specific buildings and advocating for improved street lighting</li> </ul> Current strategies in place include the security approach for DRBA, how the two areas work collaboratively on initiatives like the Moon Festival and Purple Flag and the relationships being developed between key stakeholders including Eden Park.			X		
<b>3</b>	<b>Coordination.</b> Public policy coordination and focus	Working on the Moon Festival has led to a stronger relationship between DRBA and BCBA.  DRBA provides leadership in the business community and leads the political relationship with the AE Local Board. DRBA advocate for the business community.  Opportunity for PF Stakeholder Group to understand the Auckland Council policy environment. Hospitality NZ representative on the PF Stakeholder			X		



PURPLE FLAG SELF-ASSESSMENT CHART

		Group has led to increased understanding of their role.				
4	<b>Leadership.</b> Clear responsibilities for policy and action	Leadership of the PF initiative has come from DRBA who are committed to improvements from this process			X	
5	<b>Partnership.</b> Multi-sector endorsement and commitment	Evidence of working in partnership with retail, industry association, business association, local political structure and police			X	
6	<b>Community.</b> A dialogue with consumers and residents	Communications via DRBA website, newsletters, social media and emails			X	

PURPLE FLAG SUMMARY CHART



PURPLE FLAG SELF-ASSESSMENT CHART

Ref	Purple Flag Core Agenda	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
1	<b>Wellbeing.</b> Welcoming, Clean and Safe			X		
2	<b>Movement</b> A Secure Pattern of Arrival, Circulation and Departure			X		
3	<b>A Broad Appeal</b> A Vibrant Choice and a Rich Mix			X		
4	<b>Place</b> A Stimulating Destination and a vital Place			X		
P	<b>Policy Envelope.</b> A Clear Aim and a Common Purpose			X		

# DOMINION RD

## Purple Flag Map

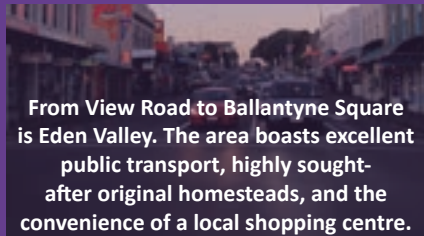
The Dominion Road community working together to create a safe night-time experience for locals and visitors.

### EDEN PARK



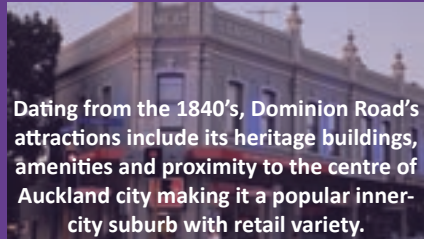
Eden Park, the spiritual home of New Zealand rugby. Our national stadium, delivering world class live experiences. Host over half a million local and international sports fans, and less than a kilometre from the Dominion Road Purple Flag area.

### EDEN VALLEY



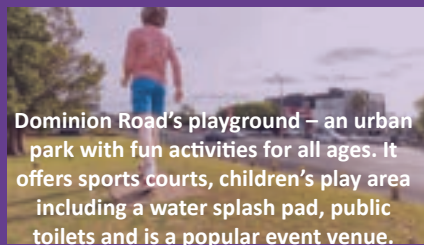
From View Road to Ballantyne Square is Eden Valley. The area boasts excellent public transport, highly sought-after original homesteads, and the convenience of a local shopping centre.

### DOMINION RD



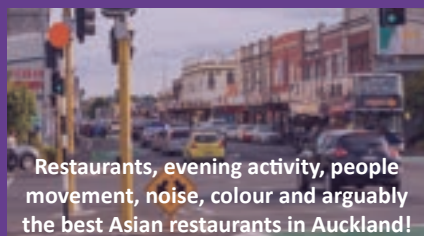
Dating from the 1840's, Dominion Road's attractions include its heritage buildings, amenities and proximity to the centre of Auckland city making it a popular inner-city suburb with retail variety.

### POTTERS PARK

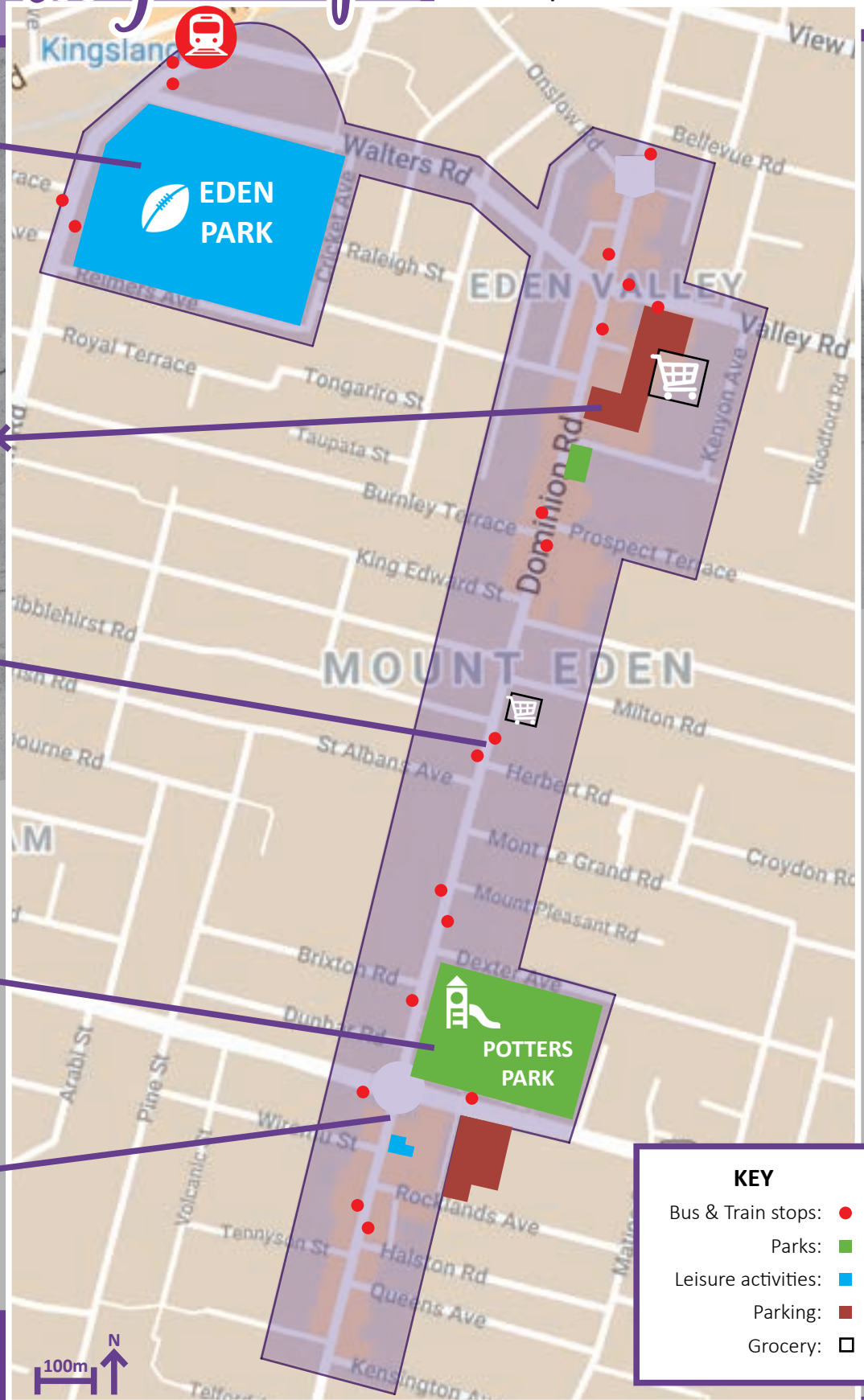


Dominion Road's playground – an urban park with fun activities for all ages. It offers sports courts, children's play area including a water splash pad, public toilets and is a popular event venue.

### BALMORAL



Restaurants, evening activity, people movement, noise, colour and arguably the best Asian restaurants in Auckland!



#### KEY

- Bus & Train stops: ●
- Parks: ■
- Leisure activities: ■
- Parking: ■
- Grocery: □

