

Central City Outcomes Framework

Goals	The Thriving Economic Heart of an International City			A Vibrant, People Focused Place Day and Night			Growing Liveable Central City Neighbourhoods	
Outcomes	Grow the concentration of businesses, education and employment within the Central City	Grow the Central City as a destination for national and international visitors throughout the year	Encourage a distinctive commercial Central City offering that attracts people from across Greater Christchurch	Grow the level of Central City activity during the day and into the night	Ensure people enjoy hassle free access to and from the Central City and convenient, easy movement around it when they are there	Ensure the Central City is safe and inclusive for people of different ages, cultures, abilities and diverse interests	Grow the number and diversity of people living within the Central City	Ensure that Central City Neighbourhoods are highly rated by their residents
Ambition	60,000 employees (+22,000) by 2028	Close the gap between summer and winter season guest nights by 10% by 2028	18% of all Christchurch retail sales are made within the Four Avenues by 2028	Consistent increases in pedestrian flows, evening activity and active street fronts	Consistent and improving opinions about Central City access and walkability within the Centre	Consistent and improving opinions about the range of things to do among Central City users	20,000 Central City residents (+12-14,000) by 2028	Consistent and improving opinions among residents about access to facilities and the neighbourhood experience
Why?	<p>A strong critical mass of economic activity is able to:</p> <ul style="list-style-type: none"> • Generate a more self-sustaining re-investment cycle • Achieve agglomeration benefits among high-value / knowledge intensive sectors • Be a more prominent net contributor to GDP per capita 	<ul style="list-style-type: none"> • Visitors and the spending they add are important earners for the city economy and help drive wider reinvestment. • Tackling seasonality can help grow further tourism investment and reduce income volatility among other parts of the central city economy. 	<p>For the Central City to re-establish its role as the region's premier commercial centre it needs to kick-start a virtuous circle of</p> <ul style="list-style-type: none"> • increased footfall, which then drives • a consistent stream of new investment • that grows a diverse and distinctive offer • which creates an experience to which residents/ visitors are frequently attracted 	<p>Closely linked to the commercial appeal of the Central City, adding to the range of events, activities and facilities,</p> <ul style="list-style-type: none"> • generates vibrancy that people want to be part of • alters perceptions of safety • drives higher levels of spending and new investment 	<p>Easy access to the Central City and the convenience of movement around the Central City will be important determinants of repeat visits and overall enjoyment.</p>	<p>A diverse and inclusive central city an essential part of restoring civic pride within the wider city community. The Central City needs to have something for everyone if it is to be "Our Central City" and a magnet for visitors.</p>	<ul style="list-style-type: none"> • Regional growth policies consistently identify Central City housing growth as a counterbalance to greenfield urban sprawl. • A critical mass of Central City residents will support and grow the base of business. • Central City housing growth will make use of pre-existing infrastructure. 	<p>Quality neighbourhood facilities, amenity and access are critical pre-requisites to growing and sustaining the Central City population.</p>