



CPHBA 2023/24 BUSINESS PLAN and BUDGET [INDICATIVE] (DRAFT)

This Business Plan details the operational, project, governance activities with budget forecast that the Central Park Henderson Business Association Inc. (CPHBA) will undertake over FY'24/ '25.

Membership & Networking		Budget \$47,750	
Action	Timeframe	Budget	KPI
To host and provide opportunities for members to meet and network together with Business After Five (BA5) events	Monthly	\$29,000	Minimum of nine networking sessions held, and number of businesses attending
CPHBA Summer Games/or similar ie Netball	Feb/ March	\$1,500	Member businesses to engage and participate
CRM Database enabler fees	August/ October	\$1,000	Database software updates
Hold regular breakfast events with a topical speaker.	Quarterly	\$14,000	Four breakfast events held: feedback from attendees.
Henderson Retailers Network - hold meetings to discuss HTC specific issues.	Quarterly	\$1,000	Increased engagement by Henderson retailers.
Carry out door to door survey of business details and record changes	On-going	\$1,250	Updating CPHBA database
Business Support		Budget \$28,350	
Action	Timeframe	Budget	KPI
Mentoring Grants to Member SME's - i.e. Business Mentors New Zealand	October to April	\$8,850	Business participation and members feedback Budget for 30 x SME's
Workshops and Training Initiatives; First Aid, HR, Performance, Compliance, Leadership, Marketing, etc	When provider is able; October through June	\$7,500	Member participation and qualifications gained
To maintain the CPHBA website including online directory upgrade and hosting	On-going	\$12,000	Number of visits to website; all business listings maintained

Security & Crime Prevention *(see notes below)*
Budget \$452,500

Action	Timeframe	Budget	KPI
Henderson Town Centre (HTC) Plan Initiatives	On-going	\$2,500	Event Budget and Update on CPHBA Initiatives (business)
Engagement of a security contractor to conduct security patrols in the HTC, mobile patrols in the BID precinct	On-going	\$90,000	Security patrols conducted, incidents reported to Police. Patrolling four hours daily x seven days weekly
HTC Lighting Joint Venture with Hsn-Massey Local Board (See note #1 attached for more info)	July to June	\$85,000	1.Assessment Plan, Design 2.Contractor to install lighting - with maintenance program
Establish CCTV cameras and connect to Police v-grid CCTV network (See note #2 attached for more info)	On-going	\$275,000	1.Assessment Plan, Design 2.Contractor to install as - budget allows

Marketing/ Promotion
Budget \$164,000

Action	Timeframe	Budget	KPI
Community Engagement - Signage, Photography	On-going	\$2,500	WEst signage on Lincoln Rd, event & magazine images
Digital & Social media (with selected Professional)	On-going	\$20,000	Continuing the spectacular engagement (circa 200k +)
Area and identity promotion including Christmas Tree Installation/ pack-down	November to January	\$15,500	Brighten the BID at Xmas, Contd great feedback from the community
Promotional retail events (Shopping Spree) contracting an external contractor	October/ November	\$25,000	Number of participating stores/ people entering
Radio Promotion for above & to promote our BID	November and February	\$5,000	Shopping Spree success and above
Produce the WEst Magazine bi-monthly including delivery, maintain the 4,000 print run	Bi-monthly	\$55,000	Financially sustainable; feedback from advertisers, businesses, and readers.
Primary Video Production - featuring different business types within diverse sectors	On-going	\$20,000	Episodic videos + print content that promote businesses in Henderson. Next - Retail, then Motoring
Secondary Video Production; featuring area with model/s visiting Henderson businesses	February	\$15,000	Compliment the Primary with divergent theme & visuals - promote concurrently
Local tourism opportunities (brochures)	October/ November	\$2,500	Printed and distributed to information kiosks
Identify a Sports/ College Project to Support	February to April	\$3,500	Logo on player uniform, utilise entity's socials' followers for promotion

Advocacy/ Governance **Budget \$8,500**

Action	Timeframe	Budget	KPI
Relationship building with key stakeholders such as the Local Board, Council and CCO's	On-going	Contractor within budget see: Admin & Operation	Positive relationships built and maintained. Yearly presentation to Hsn-Massey Local Board
'Governance Essentials' professional Initiatives - via the NZ Institute of Directors	On-going	\$8,500	Board Members are skilled & committed to high standards of corporate governance
CPHBA Committee Meetings Review progress against Strategic and Business plans;	Monthly except January	Nil required	Progress against business plan and budgets reviewed. Annual report to members via AGM.
Engagement Survey to establish important issues and expectations facing business	November/ March	Contractor within budget see: Admin & Operation	Engagement Plan prepared - feedback from members.
Develop business continuity & succession planning	On-going	As Above	Maintain procedures, info, systems, services, reference for CPHBA assurance.

Local / Youth Employment **Budget \$5,500**

Action	Timeframe	Budget	KPI
Investigate an employment event with Stakeholders	On-going	\$1,500	Capitalise on the 'very-successful' event held previous to attaining the BID
Support youth into work & the 'Gateway Program'	On-going	\$2,500	To advance previous work done with member College's under the CPHBA 'WAY-IN' initiative
Investigate/ activate an online noticeboard for local employment	On-going	\$1,500	Website upgrade to initiate an interactive online 'situations-vacant'



Administration & Operation			Budget \$229,000
Action	Timeframe	Budget	KPI (particulars)
Office admin requirements; stationary, printing, software	On-going	\$1,500	No KPI required
Financial, Association and Council BID reporting requirements met. Annual financial audit completed	Monthly/ Annual	\$7,500	All reporting requirements being met. EOY Accounts and Audit achieved
Management, Membership Coordination, & Administration to implement the programme formulated by the Committee	On-going	\$95,000	Monthly reports to Committee and measured against these KPIs.
Marketing, Event coordinators to assist with database, planning, projects and implementing network events.	On-going	\$105,000	Reporting to manager on progress of allotted projects, assignments and services. Reviewing results with board
Insurance	On-going	\$3,500	Insurances secured as per BID requirement
Costs related to providing services	On-going	\$16,500	Overheads; motor vehicle, phones, incrementals

Total Expenditure **\$935,600**

Income:	Interest	\$15,000
	BID Targeted rate	\$432,000
	8% increase of Targeted rate <i>(For Security Project)</i>	\$34,560
	Fees, revenue from membership	\$2,175
	Sponsorship (business after 5)	\$43,200
	Associate membership	\$2,175
	Advertising	\$42,000

Total Income **\$571,110**

Projected Deficit * **\$364,490**

* Deficit funded from reserves (accumulated funds)

See further info: [Security & Crime Prevention Cont'd – Notes](#)



Security & Crime Prevention - Notes

Henderson Town Centre Lighting Project (HTC Lighting Project)

Background:

- STOKS 'CPTED' report undertaken for HMLB pertaining to lighting within Henderson Town Centre
 - The area of CPHBA concern
- Most of the street frontages have some form of under-veranda lighting necessary to supplement street lighting the verandas shade. But much of this lighting is in a poor state of repair, and much of it is not working - e.g. Great North Road, Railside Avenue & Catherine Plaza.
- Moreover, even where the under veranda lighting is working, the appearance of the luminaires is mostly shabby, and the quality of the lighting is very poor – having considerable glare which is unpleasant and has an adverse impact on the effectiveness of CCTV as well.

Objectives:

- CPHBA to engage an external lighting Consultant to complete an HTC Lighting Assessment Plan by October 2022. (Achieved)
- The HTC Lighting Assessment Plan will identify public and service priority areas across the HTC for improved safety lighting. (Achieved)
- Implement or carry out installations to improve safety lighting in identified priority areas across the HTC. (Ongoing)

Note #1 Grant Funds received from HMLB 2022 - \$30,000 unspent and carried over from 2022/2023 financial year
 - and added/ included into the budget column
 Balance of this project will be funded from reserve funds.

Establish CCTV cameras and connect to Police v-grid CCTV network

Background:

A recent increase of crime and social related issues around the Henderson CBD were reported to council and Police by Local retailers. These included; homelessness and begging, synthetic drug use, theft ex-shop and general disorder, intimidation, anti-social behaviours and youth congregations.

CPTED Report (Crime Prevention Through Environmental Design)

CPTED Principles

- Informal and 'formal surveillance'
- Safe movement and connections
- Clear and logical layout, wayfinding
- Activity mix, 'eyes on the street'
- Sense of ownership
- Quality environment
- Physical security controls

Reported crime

- 1 July 2020 - 30 July 2021**
- Total number of incidents 470
 - Theft 32%
 - Vehicle-related 26%
 - Assault 14%
 - Wilful damage 11%
 - Intimidation/threats 10%
 - Disorder 6%
 - Robbery 1%

Physical security controls

- Encourage access control and fencing of private spaces, particularly those without surveillance
- Discourage security lights that cause glare
- Work with Police and AT to assess and provide CCTV where appropriate, 'including upgrading cameras'
- Improve public lighting

The crime rate has now escalated to unprecedented proportions in this reporting year!

Security & Crime Prevention - Notes

CCTV cameras cont'd

Project Deliverables:

To implement a plan as below;

1. Installing new cameras on the egress roads in the Central Park precinct, together with 1 or 2 in The Concourse. (ANPR Technology)
2. To implement linking CCTV with the vGRID SaferCity Platform
 - The vGRID SaferCity Platform is software for Police. It provides access to live and historical visual information. This includes live CCTV cameras, operator screens and other optical data, including vehicle license plates (ANPR).
3. Retaining the aerials & receivers on the Council Building (Laidlaw College has purchased)
Laidlaw's College has been approached, have been confirmed that these will be retained.
4. Encourage AT to upgrade the cameras within the Henderson Town Centre, of which there are 15. Indications are they are probably older tech, so a possible upgrade is warranted.

The 8% increase of targeted rate of \$34,560 will be solely assigned to the above mentioned vital projects - for the security of our members and the community they service.

Note #2 Crime Prevention Funding Grant (via MSD) on behalf of Auckland Council \$32,003.00 (June 2023)

- The grant funding must be used for Crime Prevention through Environmental Design (CPTED) or active prevention.
 - These funds were deposited into the CPHBA account on 29th June 2023 and were carried over - which will be spent or allocated to our ongoing security initiatives by 29 December 2023 as required in the Funding Agreement by Auckland Council 'Local Crime Fund'
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