

I hereby give notice that a meeting of the City Centre Advisory Panel will be held on:

Date: Monday 30 June 2025

Time: 2.00pm

Meeting Room: Tuhono, Generator Meeting Suites, Level 4,

Venue: HSBC Tower, 188 Quay Street,

Auckland Central

City Centre Advisory Panel OPEN AGENDA

MEMBERSHIP

Chairperson
Deputy Chairperson

Members

Note:

Mr Scott Pritchard Independent
Mr Patrick Reynolds Transport sector
Dr Natalie Allen Urban design sector

Ms Viv Beck Business associations (Heart of the City)

Mayor Wayne Brown Auckland Council

Ms Kiri Coughlan Tertiary education sector (University of

Auckland)

Mr George Crawford Property sector (Property Council of NZ)

Mr Neville Findlay Retail sector representative

Ms Bernie Haldane Arts, culture and events (Auckland Arts

Festival)

Mr Jamey Holloway Business associations (Karanga-a-hape

Road Business Association)

Mr Grant Kemble Mana whenua (Ngāti Whātua Ōrākei

representative)

Cr Mike Lee Waitematā and Gulf Ward Councillor,

Auckland Council

Ms Amy Malcolm Tertiary education sector (Auckland

University of Technology)

Mr Adam Parkinson Residents' association (City Centre

Residents Group)

Mr Antony Phillips Residents' association (City Centre

Residents Group)

Ms Helen Robinson Social sector (Auckland City Mission)
Ms Genevieve Sage Waitematā Local Board Chair, Auckland

Council

Ms Ann-Marie Searchfield Social Sector (Lifewise)

Ms Debbie Summers Tourism and travel sector (ID Tours)
Mr Alec Tang Sustainability and climate change

Tam White

Senior Governance and Relationship Advisor

24 June 2025

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1. Ngā Tamōtanga | Apologies

The apologies from Mayor Brown, Genevieve Sage, George Crawford and Kiri Coughlan for absence have been received.

2. Te Whakapuaki I te Whai Pānga | Declaration of Interest

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

3. Te Whakaū i ngā Āmiki | Confirmation of Minutes

That the City Centre Advisory Panel:

a) whakaū / confirm the ordinary minutes of its meeting, held on Monday 5 May 2025, as a true and correct record.

4. Ngā Pakihi Autaia | Extraordinary Business

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

"An item that is not on the agenda for a meeting may be dealt with at that meeting if-

- (a) The local authority by resolution so decides: and
- (b) The presiding member explains at the meeting, at a time when it is open to the public,-
 - (i) The reason why the item is not on the agenda; and
 - (ii) The reason why the discussion of the item cannot be delayed until a subsequent meeting."

Section 46A(7A) of the Local Government Official Information and Meetings Act 1987 (as amended) states:

"Where an item is not on the agenda for a meeting,-

- (a) That item may be discussed at that meeting if-
 - (i) That item is a minor matter relating to the general business of the local authority; and
 - (ii) the presiding member explains at the beginning of the meeting, at a time when it is open to the public, that the item will be discussed at the meeting; but
- (b) no resolution, decision or recommendation may be made in respect of that item except to refer that item to a subsequent meeting of the local authority for further discussion."

5. Chair's report

Purpose: To note the Chair's May 2025 report which was circulated to the Planning and Policy Committee.

Attachment:

Attachment 1: Chair's report of the May City Centre Advisory Panel meeting



6. City Centre Student Action Plan

To endorse the City Centre Student Action Plan.

• Attachment: Brief report & Student action plan

7. Developing Room to Move in the city centre – City Centre Parking Management Plan

To note the development of the Room to Move in the city centre - City Centre Parking Management Plan

• Attachment – Report & presentation

To: Chair and members - Policy and Planning Committee

CC: Mayors Office; City Centre Executive Steering Committee; Head of Auckland Policy Office

Auckland Council

135 Albert Street

AUCKLAND

Kia ora Councillor Hills and members of the Policy and Planning Committee

Thank you for the opportunity to present this chair's report as a record of the key discussions and issues from the City Centre Advisory Panel meeting on 5 May 2025.

City Centre Economic Contribution + Benchmarking Analysis

The panel received a detailed analysis of the economic performance of Auckland's City Centre, articulating its economic value and performance, including contribution to the regional and national economy and comparing performance against Australian CBDs.

From the Panel's perspective, this evidence reinforces our view that Auckland's City Centre is a strategic national asset. Its economic performance has implications that extend well beyond the isthmus, and its continued success requires targeted investment, strong policy support, and coordinated regeneration efforts across agencies and all levels of government.

The Panel wishes to highlight the following key points:

- The City Centre is a nationally significant economic hub. If it were a standalone region, Auckland's City Centre would be the fifth largest economy in the country—contributing 6% of all jobs and 8% of national GDP. Its share of national GDP has grown steadily from 5% in 2004 to 8% today, underscoring its increasing importance to Aotearoa's economy.
- It is the most productive area of NZ. The city centre presents a premium of 40% over the rest of the country. Since 2004, Productivity growth of 1.6% per annum (double the rate of the rest of the country 0.8%) has seen this premium double from 20% to 40%.
- New Zealand's commercial and cultural hub. The city centre has the highest concentration of
 employment and economic output per square kilometre in New Zealand. It also supports a
 unique mix of retail, hospitality, events, and cultural activity that attracts workers, residents, and
 visitors alike.
- Post-COVID recovery remains uneven. While the city centre economy has rebounded strongly in terms of GDP and job growth (outpacing the rest of the country), consumer-facing industries are still facing challenges with foot traffic and consumer spending still 25–30% below pre-pandemic levels, particularly affecting small businesses and the hospitality sector.
- A global city with regional relevance. The city centre is comparable in economic scale and size to Adelaide's CBD, but is more similar to Sydney's CBD in terms of sector mix and economic role. Daytime foot traffic (relative to 2019) and office utilisation are broadly in line with Sydney, though night-time and weekend activity has been slower to return.
- Auckland's City Centre has seen a smaller increase in office vacancy rates than Sydney CBD since the pandemic, while Melbourne has seen an even bigger increase.

• Resilience through change. Despite the challenges of the past few years, Auckland's City Centre has outpaced both Australian CBDs and Wellington in GDP and labour productivity growth – both since 2004 and since the pandemic.

The Panel will continue to advocate for a thriving, resilient, and inclusive city centre that delivers social, cultural, and economic value for all of Tāmaki Makaurau and Aotearoa.

Supporting Residential Growth in Auckland's City Centre

The Panel remains focused on enabling more people to live and thrive in the city centre. We see a strong and diverse residential population as essential to a vibrant, resilient city centre. At our 5 May meeting, the Panel received a compelling and insightful presentation from economist **Shamubeel Eaqub**, exploring both the barriers to and opportunities for growing the residential population in central Auckland.

Key discussion points included:

- Auckland is not a dense city including its city centre. However, the benefits (and lower costs) of density are well known providing for lower marginal cost of infrastructure.
- **Continued outward growth is costly.** The city centre offers better long-term value due to lower marginal infrastructure costs.
- Infrastructure pricing and incentives matter: The Panel noted the importance of accurate
 marginal pricing for both physical and social infrastructure. International examples suggest tools
 such as density bonuses can help unlock affordable housing. The Panel supports Auckland
 Council's review of Development Contributions and believes these should better reflect the
 substantial infrastructure already in place in the city centre.
- Latent capacity exists within city centre infrastructure to support a significantly larger residential population this represents a major opportunity to enable growth without large-scale new investment.
- Planning alone is not enough: While zoning and planning rules are critical, they must be supported by precinct-level strategies that address housing mix, affordability, and public realm activation. Broader place-based coordination is also needed to align growth with investment.
- Regulatory levers can be useful enablers: Building codes and safety regulations e.g. seismic, fire
 can influence development feasibility at the margin and may play a positive role if aligned with
 housing outcomes.
- **Social infrastructure is critical:** Schools, housing diversity, activated public spaces, and community facilities all play a key role in creating a liveable, inclusive urban neighbourhoods.
- An "and/and" approach is required: There is no single silver bullet. Lessons from cities like
 Melbourne demonstrate that deliberate, multi-pronged action combining planning,
 investment, regulation, and placemaking can result in meaningful gains in density and vibrancy.
- Public confidence and leadership are essential: Growing density can be polarising. Success will
 depend on clear policy, collaborative delivery, and the ability to bring the community along
 through sustained engagement and visible leadership from both public and private sector
 partners.

The Panel looks forward to receiving a more detailed report at its August meeting, which will help shape ongoing advice and advocacy around city centre residential growth.

Visitor Attraction and Promoting the City Centre

The Panel received an update on current and upcoming visitor attraction and promotional activities within the city centre, including a lookahead to the autumn and winter seasons. The discussion highlighted both the successes of recent initiatives and the funding challenges ahead in FY26 and beyond.

The Panel was encouraged to hear about the positive impact of increased CCTR investment in areas such as the performing arts, major events, visitor attraction and business events attraction initiatives over FY25. In particular, it was noted that major events deliver strong value for money, with estimated returns of \$3–\$7 for every dollar spent - a tangible demonstration of the benefit of continued investment in this space.

At the same time, the Panel acknowledged the headwinds facing this area. Lower discretionary spending, driven by the challenging economic environment, continues to affect city centre activity. Looking ahead, there are also significant funding risks, with uncertainty around TAU's destination management budget from FY26 onwards. Many planned initiatives remain reliant on support from the Destination Partnership Programme and investment through the CCTR.

The Panel was also advised that advocacy for a central government bed-night levy remains active, but no commitment or outcome has yet been confirmed.

Given this context, the Panel reiterated the importance of exploring how additional investment through the CCTR could help maintain momentum, support impactful programming, and strengthen the city centre's profile as a compelling place to visit year-round.

City Centre Targeted Rate review

At the 5 May meeting, the Panel held a discussion on the review of the City Centre Targeted Rate and future investment priorities. The conversation acknowledged the significant shifts in how Auckland's city centre is being used - changes that mirror global trends, accelerated by the pandemic and compounded locally by current economic conditions. These points were reinforced through the Panel's earlier discussion on city centre economic performance.

The Panel continues to advocate for a thriving, inclusive, and resilient city centre. A central enabler of this is growing the number of people who live, work, study, and visit. A high concentration of people supports improved safety, stronger demand for retail and hospitality, and more opportunities for street-level activity and business innovation. However, this vibrancy also depends on a high-quality urban realm and accessible, well-maintained public spaces.

The importance of attracting more people to the city centre has been a consistent theme across the Panel's advice. In this context, the Panel expressed strong support for a more targeted and strategic use of the CCTR to back initiatives that draw people in, enable long-term vibrancy and growth, and enhance the everyday experience of those who live, work, and visit the city centre.

The Panel noted that any new initiatives would be in addition to the currently agreed work programme, and therefore dependent on the proposed extension of the CCTR. The Panel reaffirmed its support for extending the Targeted Rate and endorsed the approach of staff presenting a more detailed investment proposal at the upcoming 13 June 2025 workshop.

Next meeting: Monday 30 June, 2-5pm

Yours sincerely

Scott Pritchard Independent Chair

CITY CENTRE ADVISORY PANEL



City Centre Student Experience Action Plan

File No.:

Te take mo te purongo Purpose of the report

1. To endorse the City Centre Student Experience Action Plan.

Whakarāpopototanga matua Executive summary

- Auckland University of Technology (AUT) and The University of Auckland (UoA), working
 with the Auckland Council group and Heart of the City, have created a partnership action
 plan to actively support, empower, add value and benefits to the tertiary student population,
 and reinforce Tāmaki Makaurau as a study destination.
- 3. Auckland is New Zealand's largest student city, with more than 50,000 students in the city centre alone. This partnership action plan aspires to make Auckland New Zealand's best city for students. The objectives of the plan is to:
 - foster student participation in city centre life
 - · acknowledge and celebrate students and their achievements
 - support improved safety and accessibility for students
 - enhance desirability of the city centre as a place for students to live.
- 4. The partnership plan is intended to be a 'live' plan that evolves over time as new opportunities arise. This initial plan has received input from AUT and UoA and their respective student associations, the business associations, the chair of the Waitematā Local Board, and Auckland Council's Youth Advisory Panel. In coming months, there will be engagement with focus groups and online surveys to hear from current and potential students, to inform ongoing iterations of the plan and how initiatives are implemented.
- 5. Some initiatives within the plan will be supported by the city centre targeted rate where appropriate, from within existing budget allocations.

Ngā koringa ā-muri Next steps

- 6. Implementation of some actions within the plan is already underway, and additional actions are being progressed for semester 2 2025.
- 7. Staff will provide updates to the City Centre Advisory Panel and Waitematā Local Board as part of the City Centre Action Plan progress updates.

Ngā tūtohunga Recommendation/s

- 8. That the City Centre Advisory Panel:
 - Ohia / endorse the City Centre Student Experience Action Plan.

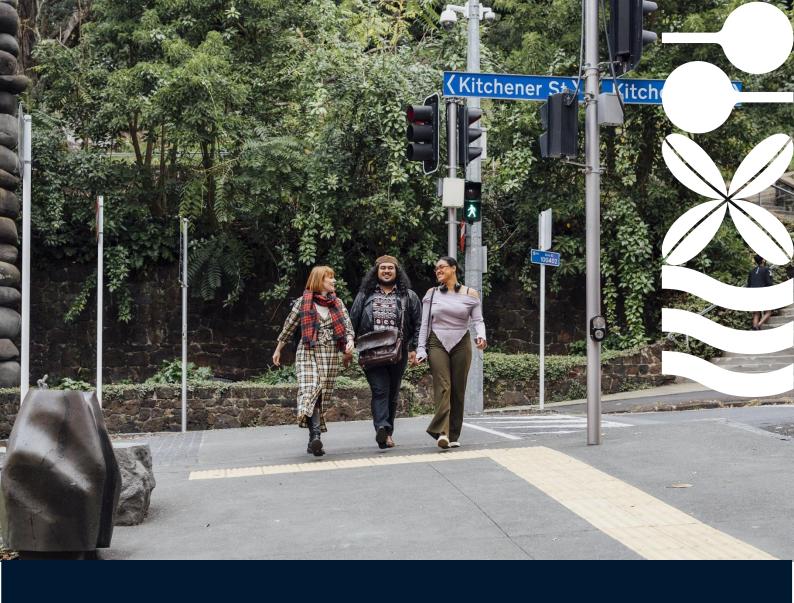
Ngā tāpirihanga Attachments

City Centre Student Experience Action Plan

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Ngā kaihaina Signatories

Author	Natalie Hansby – Manager City Centre Experience
Authoriser	Simon Oddie – Lead Officer



Tāmaki Makaurau Auckland: Australasia's best city for students

A partnership action plan

June 2025, Version 1.1





Tāmaki Makaurau Auckland, Australasia's best city for students

A partnership action plan

Tertiary students bring vitality, energy, creativity, and influence to Tāmaki Makaurau Auckland. The tertiary sector and its students deliver a significant contribution to our economy. This is particularly evident in our city centre with 50,000 students at our two largest university campuses adjacent to the country's cultural and business heart.

While Auckland is already the country's largest student city - the choice of more than a third of all the tertiary students in the country. Improving our students' experience will have a significant impact on attracting top students, research funding, innovation potential and retaining talent here in Auckland when they graduate.

Growing and attracting talent is one of the key contributors to a vibrant and dynamic city, leading to increased and inclusive opportunities for young people, more jobs, more innovation, increased productivity, greater prosperity, and a more resilient country.

The Auckland University of Technology (AUT), the University of Auckland (UoA), Auckland Council and other members of the Auckland City Centre Advisory Panel have identified opportunities to partner to more actively to support, empower and add value and benefits to the tertiary student population, beginning with the city centre.

A third of New Zealand's tertiary students are based here in Auckland. At peak times, close to ten percent of Auckland's population are either tertiary students or work in tertiary education.

The combined staff and student population of approximately 90,000 across the University of Auckland and AUT creates a significant contribution to the region's communities, identity and economy.

Understanding and quantifying this the impact of this broad community is useful in understanding the value students and university staff bring to Auckland. In purely economic terms, expenditure on accommodation, food, transportation, and leisure activities injects substantial revenue into local businesses, while the knowledge exchange, research and innovation output of the universities is a powerful contributor to our regional economy.

Tertiary students have been a vital part of Auckland's identity since the city was founded – concentrated in the city centre but with tertiary campuses also across the region. Wearing many different hats while they're here - workers, learners, entrepreneurs, commuters, shoppers, volunteers, advocates, and patrons – students are extremely valuable to this place, and this was particularly evident during the COVID-19 years.

In addition, attracting international talent is increasingly competitive and heavily influenced by factors reflecting in global ratings such as the 'QS Best cities for students' annual ranking which looks at factors like student mix and inclusivity, safety, pollution, popularity, employment and graduate employability. In the latest, 2025 rankings Auckland is 24th. London, Tokyo and Seoul top this year's list, with Melbourne and Sydney 5th and 6th respectively. There are factors within the control or influence of tertiary institutes, the council, or partners that would add value to tertiary students' experience of our city. These factors would help to leverage our rankings as a student city which would have potentially large economic benefits.

The opportunity to support the growth of tertiary talent through improving the student experience has been formally recognised by the Mayor of Auckland's cross-sector City Centre Advisory Panel. The panel's aspiration is to support Auckland, and particularly its core city centre campus, to provide the best tertiary student experience in Australasia.

Following endorsement of this high-level plan, AUT will convene a committee comprising the Auckland Council group, universities, student associations and other relevant entities as required to progress initiatives and monitor progress.

Auckland has been a tertiary student city for well over 100 years

AUT and the University of Auckland have been fixtures of the city centre for nearly 150 years meaning our city centre has been the campus for many hundreds of thousands of students. Events of recent years, particularly the Covid-19 pandemic, have reinforced the value that the universities and their students bring to the city centre. During the pandemic, the loss of students in the city centre had a direct impact on retail, hospitality and accommodation as well as impacting overall footfall and vibrancy in the area.

As well as the obvious business and economic contribution, students and tertiary institutes are key parts of the social and cultural fabric of the region, playing significant roles in the arts and culture sectors, intercultural, interfaith and inclusion initiatives, innovation and creativity, and social and community advocacy. As an example, tertiary students play important roles within Auckland Council's Youth Panel. Students also participate in public consultations, engage with elected officials, and contribute to policy debates to shape the future of our communities.

Key facts

- Student numbers: AUT and the University of Auckland collectively have approximately 70,000 students at their campuses across Auckland (46,000 at UoA and 25,000 at AUT), with the majority of these in the city centre. This includes around 10,000 international students representing 107 countries, who inject approximately \$600 million into the local economy from tuition and accommodation. Thousands more attend the various private training education institutions around the city, which are heavily focused on international students.
- Student workforce: Ministry of Education research from 2019 found around 50% of all students, 48% of full-time students, and 57% of part-time students worked in paid employment every month during the typical study periods (March–June and August–October). Businesses can also foster long-term relationships with students through internship programs and graduate pathways and by providing part-time/seasonal job opportunities that align to the student calendar (see Appendix 1) to provide employment opportunities when students need them and have availability. Aside from paid employment, students are also often open to and take part in volunteering for city and community projects. The Student Volunteer Army is hosted by AUT and students are formally recognised for their contributions to the community. AUT students form part of the city's volunteer Community Patrols. Similarly, the University of Auckland's Volunteer Hub connects students with volunteer opportunities from a wide variety of organisations, community projects, as well as on-campus initiatives.
- International students: QS World University Rankings places Auckland at 24th out of 150 global cities in its Best Student Cities report. Melbourne and Sydney were ranked 5th and 6th respectively. It is vital our city maintains and improves its competitiveness to attract international students. Both universities excel in international rankings with the University of Auckland the highest-ranking university in New

Zealand, ranked 65th in the world by the QS Rankings 2025 and AUT ranked in the top 100 in the world in the Times Higher Education Best Young University rankings.

- Tertiary workforce: The University of Auckland and AUT are the largest tertiary employers in Auckland's city centre. Around 17,000 people are employed by the two universities with the majority located at the city campuses. The University of Auckland employs over 13,100 staff, AUT employs 4,000.
- Direct economic contribution: The University of Auckland and AUT separately commissioned economic consultancy NZEIR to examine the economic contribution to the region of the respective institutions. It found the University of Auckland's annual contribution was \$1,181 million (2021) while AUT's was \$871 million (2023) comprising salaries and wages, operating expenses, and capital investment.
- Student spending: The University of Auckland and AUT were also found to have attracted student spending (excluding tuition fees) to the region of \$752 million and \$445 million respectively.
- Graduates: In 2023, around 17,000 students graduated from Auckland's two universities. University of Auckland graduated 10,279 students, with 4,963 of them awarded postgraduate qualifications. In the same year, AUT graduated 6,497 with 2,009 of those awarded postgraduate qualifications. Graduation is a direct reminder of the universities' contribution to society, with students taking their knowledge, skills and research expertise into industry and the community.
- **Visitor economy:** the University of Auckland and AUT attract thousands of domestic and international visitors to the city centre for graduation ceremonies, conferences, and research collaboration.
- Student commuters: Tertiary students are big users of public transport, particularly getting to and from campus. Previous AT research (pre pandemic) showed nearly 90% of tertiary students were either common or occasional users of PT. Half of tertiary students used PT as their main mode of travel to and from campus and this was significantly higher for city centre campuses. Over a quarter of students said they lived close enough to campus to walk or cycle. For others, challenges with commuting contribute to reduced participation in campus activities, lower classroom attendance, and decreased engagement with Auckland's economy. Improving the affordability and efficiency of public transport would significantly enhance student participation and engagement with the city.
- Students as residents: Nearly 10,000 of the city centre's residents are students around a quarter of the total resident population although census data does not break this down into tertiary and school students. University accommodation is growing, particularly in the Carlaw Park area, however at the University of Auckland there are nearly twice as many applications for accommodation as there are places available. Student associations are clear that affordability and access are major challenges with central-city living prohibitively expensive, pushing students to reside and work far from the city centre, thus reducing their overall engagement. Increasing affordable, shared accommodation and flats, would foster stronger community bonds and enhance city vibrancy.
- Student diversity: while they may all be tertiary students, there is a huge diversity within the student body. It includes domestic students, many are school leavers who may be moving to Auckland for the first time to study, however a large number are mature students who may be juggling work, study, and family commitments. The student body also includes international students who come from more than 100 countries to study in Auckland and whose higher fees support the costs of domestic students. Post graduate students may be combining work or research with study, and many may have brought family with them to Auckland for the duration of their studies.

The opportunity

Auckland and Aucklanders can be proud hosts of students who choose to study here. By providing an enriching experience students will be inspired to become long-term residents, workers and active members of our community. Realising Auckland's potential as a premier Australasian city for students requires concerted efforts from all partners who all stand to benefit - tertiary institutions, local government, business, retail, hospitality, and other sectors must collaborate to create a vibrant and flourishing civic environment for students to thrive in:

- **Tertiary institutions:** Continue to focus on enhancing the overall student experience by providing comprehensive support services, fostering a vibrant campus culture, building connections with local government and business, and facilitating attractive industry connections and pathways for student and graduate employment.
- **Local government**: Play a pivotal role in championing the city as a tertiary destination both in NZ and internationally; drive infrastructure development and connections between the Learning Quarter and the rest of the city: facilitate opportunities for growing the residential population in the city centre, including understanding the diverse needs of students; efficient and affordable public transportation, considering the needs of students in the development of social and cultural initiatives in the city; and promotion of safety measures to assure a welcoming environment.
- **Retail, hospitality and cultural/events sectors:** Contribute by regularly offering student discounts, organising student-centric events, providing social environments including cafes and bars that cater to the diverse student community, and providing employment opportunities. By actively engaging with students, these sectors enrich the overall student experience in Auckland, as well as boost their bottom line.
- **Business:** Actively participate in programmes which facilitate industry connections and pathways for student and graduate employment; prioritise partnerships with tertiary institutions to advance research and innovation while simultaneously enhancing the experience of Auckland's students.

By recognising the economic, cultural, and social contributions of students, engaging with businesses, and fostering supportive environments, Auckland can emerge as a beacon of how a truly student-centred city should function.

Note - Several complementary pieces of work are underway which are referred to below. These include:

- City Centre Community Safety Action Plan
- Enhancing the night-time economy
- Growing the resident population of the city centre
- Transport initiatives including an implementation plan for 'Access for everyone'
- Planning for new CRL station neighbourhoods; Waihorotiu Valley/Queen Street including the future
 of High Street; Victoria Quarter; Te Tōangaroa ('formerly known as East City') and of course the
 Learning Quarter.

Our shared goal:

To provide the best tertiary student experience in Australasia



We'll do this by:

- Fostering student participation in city centre life
- Acknowledging and celebrating students and their achievements
- Supporting improved safety and accessibility for students
- Enhancing the desirability of the city centre as a place for students to live

Student Experience Action Plan: 2025-2027

		Timeframe	Funding status	Lead	Partners
Fost	er student participation in city centre life				
1.	Share information about existing city centre activations and events taking place over the student orientation period – share with university student comms channels and independent channels.	March 2025	N/A	Tātaki Auckland Unlimited	University student comms teams and student associations
2.	Events calendar - promote events, gigs, and activities, esp within the city centre to students on university led and student led channels in collaboration with key stakeholders and media partners.	Ongoing	N/A	University student comms teams and student associations	Auckland Council group to provide regular updates and information
3.	Consider the needs of students in the development of cultural, educational, and recreational offers in the city centre including scoping distinct student-focused offerings, and ensuring student offerings are communicated in clear and simple way (including simplifying offerings and informing students about the various concessions and offers available).	Ongoing	N/A	Council group	Universities and student associations
4.	Build student awareness of the city's welcoming of diversity through festivals and events that celebrate the city's diversity and heritage.	ASAP	N/A	Council group (Tātaki and Auckland Council events)	Student associations and student comms
5.	Produce and distribute an overview of the student calendar and student market for distribution to local retail/hospitality businesses	ASAP and annually	tbc	HOTC & KBA with support from Council	Universities
6.	Create opportunities (e.g. during orientation, ahead of peak retail and hospitality periods or summer holidays) to connect students with prospective employers in the city centre	tbc	tbc	Universities to establish the need for this	Include student associations
7.	Employability – Universities to partner with local businesses to facilitate internship opportunities and host job fairs.	Ongoing	tbc	tbc	Auckland Council

		Timeframe	Funding status	Lead	Partners
8.	Develop a coordinated event/offer programme targeted at students (and staff potentially) in key areas: E.g.	ASAP and ongoing	tbc	НОТС & КВА	Include student associations
	Wednesday night on K Rd, Commercial Bay foodcourt				Universities to promote to students
9.	Promote opportunities for volunteer pathways	2025	n/a	Student Volunteer Army @AUT, UOA Volunteer Hub	Auckland Council, universities and student associations
10.	Link council and universities diverse community and ethnic groups	Ongoing	Funded separately	Council group – community brokers	Universities and student associations, Waitematā Local Board
11.	Consider opportunities for partnerships with performing arts and activations 'your city your stage'. For example music (eg UNESCO City of Music initiatives, NZ Youth Film Festival), visual arts or theatre students performing in the city's public spaces.	2025	Tbc	Auckland Council creative sector lead and city centre team	Universities and student associations
12.	Student-led community vintage market - expansion of current University of Auckland student market model into a larger city centre venue. Opportunity to sell and buy, arts and crafts, vintage. Investigate installation of a student market in St Pauls Street.	Late 2025/2026	tbc	Council city centre team; universities and student associations	Universities and student associations
13.	Develop proposal for a new iconic annual student-focused event and explore funding options	For pilot in 2026	Tbc	Council group – Tātaki and city centre	Universities and student associations
14.	Actively seek and consider tertiary student views in neighbourhood regeneration projects – including Aotea Arts Quarter, CRL station precincts, Waihorotiu Valley/Queen Street, Te Tōangaroa, High Street, Victoria Quarter, Central Wharves and of course the Learning Quarter	Ongoing	N/A	Council group (city centre lead agency team)	Universities and student associations

		Timeframe	Funding status	Lead	Partners
Ackr	owledge and celebrate students and their achiev	ements			
15.	Develop a bespoke 'Welcome to Auckland' social video to explicitly communicate directly to students via a range of social media channels that they are welcomed and considered important to the city.	Feb 2025	Funded – Mayoral office	Auckland Council – Mayoral office	Universities
16.	Develop a welcome to our 2026 students/congratulations to our graduates greetings from tangata whenua for use across channels, welcoming to city centre.	Tbc	tbc	lwi partner(s) tbc	Universities
17.	Approach Auckland International Airport regarding potential welcoming activities or signage (loop in international offices). Potentially occupy some real estate with a kiosk, free or discounted airport pickup, and a welcome pack such as a free SIM card, AT card etc.	Tbc	Tbc	Auckland Council group (initial approach), implementation leads to be agreed	University international offices
18.	Consider opportunities to partner with tangata whenua as a city at celebration points in the student journey, such as welcome and graduation.	Tbc	Tbc	Tbc	Include student associations and cultural groups
19.	Identify opportunities to amplify engagement and celebration of graduation by council and local businesses. Pick up on previous work done in 2022 in collaboration with Ngāti Whātua Orākei around Spark Arena.	August	tbc	HOTC, KBA and Council group	University graduation offices and student associations Ngāti Whātua Orākei
20.	Create an engaging celebratory experience for graduates and their families that reflects the unique Tāmaki Makaurau identity. Pick up on previous work developed in 2022 ('congratulations' poster, banner/street flag campaign)	August	tbc	Council group, Ngāti Whātua Orākei	Universities and student associations
21.	Develop and share short impact analysis of university sector and consider opportunities to share key messages to articulate the economic and social benefit of the universities and their students to Auckland and the city centre	Feb 2025	N/A	Universities	Council
22.	Consider opportunities for enhancing student voice in city/city centre initiatives including advisory panel, people's panel, local boards, rangitahi panel.	2025	AUT will fund	AUT – University of Auckland and AUSA will collaborate with AUT	Council group, universities and student associations

		Timeframe	Funding status	Lead	Partners
Supp	ort improved safety and accessibility for studen	ts			
23.	Implement the 2024 <u>City centre community safety action</u> plan, overseen by Central City Safety Taskforce and Auckland Council. Includes increased police and security presence, better lighting, more security cameras and improving perceptions.	Ongoing	Funded separately	Auckland Council group	Universities, student associations and Police
24.	Provide student communications channels with updated information around safety in the city centre, particularly the significant reduction in crime	Asap	N/A	Auckland Council	Universities and student associations
25.	CCTV - Investigate integration of civic/police/universities functionality	2025	tbc	Universities	Auckland Council, police, student associations
26.	Investigate regular/targeted 'safe zones' in student entertainment areas for key periods including Orientation and Graduation events; consider blue light system used in and around US unis (for example Wellington's City Safe Haven for Rangatahi initiative)	August (graduation)	Tbc	Auckland Council safety team	Universities and student associations
27.	Conduct regular CPTED analysis of perceived safety hotspots in learning quarter e.g. Albert Park and key walking connections (e.g. to PT hubs) with student representatives	Annual	Tbc	Auckland Council group place ops	Universities and student associations
28.	Ensure student needs are considered within transport planning by facilitating opportunities for engagement	Ongoing	n/a	Auckland Transport	Universities and student associations
29.	Progress updated Learning Quarter neighbourhood/precinct plan including consideration of access and safety issues in Symonds Street and St Pauls Street	2025/2026	Funded	Council group	Universities and student associations
30.	Support bike parking needs for the Learning Quarter, starting with an audit of requirements. For example, the University of Auckland has an integrated Sustainable Commuting programme which provides nine secure 'stations' across our campuses for students and staff who bike or scooter into the city	2025	tbc	Universities	Auckland Transport
31.	Promote new PT initiatives to students such as student concession rates, weekly fare caps and contactless payment. Plus champion new equitable initiatives such as single zone fares	Feb 2025	n/a	Universities	Auckland Transport, student associations

		Timeframe	Funding status	Lead	Partners
32.	Scope option of free or discounted public transport days for events such as graduation, open days and orientation to encourage people into the city, manage transport demands and support student life. This would increase accessibility/remove barriers for students and their families. Could consider advocacy around student pricing for private transport operators within this work.	2025	tbc	Auckland Council (with AT) and universities	
33.	Investigate (as part of night-time economy project) better night-time bus connections between social precincts such as Wynyard, Viaduct, universities, downtown and Karangahape Rd, potentially into Ponsonby	2025	Tbc	Council group (Tātaki and AT)	Universities and student associations

		Timeframe	Funding status	Lead	Partners		
Enha	Enhance the desirability of the city centre as a place for students to live						
34.	Consider role of City Centre Residents Group in supporting/advocating for the needs of student residents	2025	Considered separately	CCRG	Universities and student associations		
35.	Student accommodation – ensure affordability, access and needs are planned and catered for in the city centre	Ongoing	n/a	Auckland Council (city centre and regulatory)	Universities and student associations		
36.	Follow up on actions arising from research conducted into capacity and desirability of city centre as a place for students to live, including consideration of issues impacting affordability, public transportation, and cost of living including food security	2025	Tbc	Auckland Council group (city centre team)	Universities and student associations		

		Timeframe	Funding status	Lead	Partners
Enab	lers				
37.	Develop and share a student lifecycle calendar with key periods and milestones in the academic year, to inform meaningful targeted initiatives for students	Feb 2025 and annually	N/A	Universities	Universities and student associations
38.	Develop annual communications strategy for students, with a city centre focus, with appropriate opportunities for City Centre Advisory Panel members/sectors, that encompasses always on activity as well as key periods such as graduation and orientation.	2025	tbc	Auckland Council	Universities and student associations, CCAP
39.	Conduct baseline research to better understand the experience of tertiary students in Auckland's city centre	May/June 2025	Funded	Auckland Council	Universities and student associations
40.	Explore synergies of joint marketing opportunities. For example, leveraging the investment of the city's destination campaigns with international student drives, joint marketing campaigns that highlight Auckland as a premier student destination, showcasing its educational, cultural, and recreational offerings.	2025	tbc	Universities	Tātaki Auckland Unlimited

Appendix 1 - Insights:

- Research shows the first six weeks of student life is crucial in developing the friendships and support
 networks that sustain students' wellbeing and educational achievement through the more difficult
 parts of the year.
- The city's cultural events are key opportunities for developing links with domestic and international student ethnic groups, as well as the whole student community.
- Music festivals and gigs are continually referenced as important drivers of student life and need to be incorporated in joint planning/calendar.
- Patterns for students 'on the town' are shifting from traditional Friday/Saturday, to include Wednesday and/or Thursday.
- The universities also have one-off events such as the University of Auckland opening its second marae Tūtahi Tonu, tuākana of Waipapa Marae and launching of the Hiwa, Recreation Centre as well as permanent contributions such as AUT's city art gallery. The University of Auckland and AUT both have art galleries with regular exhibitions and programming that are open to the public that can be incorporated to a coordinated planning approach.
- Student employment availability changes across the year with 'seasonal' requirements in the midsemester, inter-semester and annual breaks (see calendar in Appendix 1).
- There is real benefit for students and operators in outlets targeting marketing/sales campaigns at budget-conscious students with cheap eats/budget meals and student sales on shoulder times/days and times of high stress e.g. exams and assessments.
- Post graduate students in general have different requirements to undergrads. They are older, may be combining professional work with study and, if coming from outside Auckland, may be relocating here with family.
- Let's not forget about university staff too as an important contributor to the vibrancy and economy of Auckland. AUT has 4000, University of Auckland has 13,000.

Appendix 2: 2025 academic calendars

	The University of Auckland	AUT		
Summer school	13 Jan – 14 Feb	6 January to 19 February		
Orientation welcome	24-28	Feb		
Semester one starts	3 Ma	rch		
Graduation	26 March			
Mid semester break	14-25	April		
Graduation	12-15 May			
Study and assessment weeks	9-27 June			
Semester break	1-18 July			
Semester two orientation welcome	14 July			
Semester two starts	21 Ju	uly		
Winter graduation	ТВС	1-2 August		
Mid semester break	1-12 Sept	8-19 Sept		
Open day	ТВС			
Study and assessment weeks	28 Oct – 17 Nov			
Semester ends for summer break	17 Nov – 2 March (2026)			
Late year term begins	1 Dec			
Late year term ends	28 Feb (2026)			

Appendix 3 - QS Best Student Cities Ranking

The 'QS Best cities for students' annual ranking of cities around the world looks at factors like student mix and inclusivity, safety, pollution, popularity, employment and graduate employability. In the latest, 2025 rankings Auckland is 24th. London, Tokyo and Seoul top this year's list, with Melbourne and Sydney 5th and 6th respectively. The six key judging categories are:

- University rankings
- Student mix
- Desirability
- Employer activity
- Affordability
- Student view

Indicators

As an example, here are some of the indicators used within each category.

University rankings

- How many universities does the city have which are in the QS World University Rankings?
- How well do those universities perform in the latest rankings?

Student mix

- What proportion of the city's population are students?
- How many international students are enrolled in the city?
- How inclusive is the city and the country it's located in?

Desirability

- How safe is the city?
- What are the pollution levels like in the city?
- How many respondents to our student survey wanted to study in the city?

Employer activity

- What is youth employment like in the city?
- What do employers think of the graduates produced by universities in the city?

Affordability

- How much does tuition cost at the city's universities?
- What is the cost of living for students in the city?

Student view

- What ratings did students give the city's friendliness, sustainability, diversity and more?
- What proportion of students continue to live in the city after graduation



Developing Room to Move in the City Centre, our City Centre Parking Management Plan

File No.:

Te take mo te purongo Purpose of the report

1. To present the results of the recent public engagement on the Room to Move City Centre Parking Management Plan (the Plan).

Whakarāpopototanga matua Executive summary

- Over the past two years, Auckland Transport has worked with the Council Group, Mana Whenua partners and with input from key stakeholders and interest groups to develop a parking and kerbside management plan for the city centre.
- 3. Public engagement on the plan across March 2025 produced 730 submissions. Most feedback was supportive of the overall approach and many initiatives received majority support. Where our proposed approach and changes received feedback with concerns, these relate to loss of carparking availability or other impacts from repurposing the kerbsides for other uses.
- 4. Having taken into account community feedback, AT is now preparing the Plan for approval. Pending that, design and delivery will progress, noting that elements of the Plan will require further approval processes.

Ngā tūtohunga Recommendation

That the City Centre Advisory Panel:

a) note progress on the Room to Move City Centre Parking Management Plan, acknowledging extensive stakeholder and community involvement in developing the Plan, as well as next steps towards approval and delivering the Plan.

Horopaki Context

- 5. The City Centre is a key pou (pillar) of Tāmaki Makaurau Auckland, and it has a critical role in the region's transport networks. It is vital that roads and streets, being valuable and limited public resources, are run effectively and efficiently to support access, connection and opportunities. The City Centre is always changing, and the roads and streets need to change along with it.
- 6. Kerbside space is a key sub-section of the broader transport system. It must be managed well to support the function and goals of the transport system. AT has developed Room to Move: Tāmaki Makaurau Auckland's Parking Strategy to guide public parking and kerbside management across the region. Room to Move in the City Centre is the Plan that AT have developed, with City Centre stakeholders and the wider community, to put the strategy's policies into action in the City Centre.
- 7. The Plan not only delivers on Room to Move but also reflects the broader strategic context for the City Centre provided by key documents such as the City Centre Masterplan. The

<Enter the title here> Page 1

- Plan is a key initiative within the City Centre Action Plan and therefore is a critical component of the wider development programme for the City Centre.
- 8. The Plan is seamlessly integrated with wider regeneration efforts, promoting both enhanced mobility and improved urban liveability. By aligning with the City Centre Masterplan and other strategic frameworks, it plays a vital role in supporting the long-term vision for a dynamic, accessible, and sustainable city centre.
- 9. The community consultation was conducted throughout March 2025. Overall feedback was generally positive across the proposed initiatives. However, some concerns were raised regarding increased car parking restrictions and reduced parking availability.
- 10. AT staff are now in the process of finalising the Plan, taking into account public feedback, alignment with the Room to Move policies, and our obligations to Council, particularly the clear direction in the Statement of Intent to optimise kerbsides. Staff will seek the AT Board approval in August, followed by a resolution of kerbside changes through AT's Traffic Control Committee, which holds the legal delegation to authorise such changes.

Tātaritanga me ngā tohutohu Analysis and advice

Overview of the Plan

- 11. The Plan was developed with input from the council group, partners, key stakeholders and interest groups. It is focused on addressing parking and kerbside management issues primarily those raised by stakeholders through a series of proposed kerbside space changes to kerbside space allocation. An overview of the plan's development is included on page 4 of the attachment.
- 12. The Plan can be broken down into two key components (see page 6 of the attachment):
 - Ideas and recommendations to improve parking management
 - Specific 'on-the-ground' proposed changes to kerbsides.

Public consultation approach and responses

13. Public engagement on the Plan was extensive. Staff used multiple approaches to raise awareness and gather feedback on the two components of the Plan. We received 730 submissions: 510 commenting on the general parking management topics and 320 responding to location-specific on-the-ground proposals (for all timeframes, short-, medium-and long-term). Page 5 of the attachment includes more information on the consultation approaches, audience-reach and submissions received.

What we heard from public consultation

- 14. Feedback on wider parking management issues and recommendations generally agreed with the main issues highlighted as part of the Plan. There was support for the ideas that "our city needs to be pedestrian friendly", to "reduce bus delays due to congestion and ensure efficient bus lanes" and "keep improving access to the city centre by public transport". Other issues and opportunities that received support are highlighted on pages 8-9 of the attachment.
- 15. Feedback was mostly supportive of the proposed solutions to the issues raised, though there was not majority support for approaches that increase car parking restrictions/reduce car parking availability (refer to bullet-points on page 10 of the attachment). While these approaches did not receive support, they are well-established aspects of the Room to Move strategy and are not being relitigated as part of this Plan. More information on feedback on our proposed approaches to addressing parking issues and opportunities is included on pages 10 and 14-20 of the attachment.

<Enter the title here> Page 2

- 16. We received 280 submissions on the shorter-term, on-the-ground proposals (the remainer of the 320 were on longer-term proposals). We asked what people liked about the proposals, what they would change about the proposals, and whether they had any other suggestions or comments. We then categorised the comments as "supportive", "concerned" and "suggestions". Most of the proposals received more supportive comments.
- 17. There is more detail on feedback on the short-term on-the-ground proposals on pages 11-13 of the attachment.

Our recommendations

- 18. Our recommendations are to progress the Plan by way of:
 - Developing a forward programme to prioritise and resource ideas and recommendations to improve parking management (Part 1 of the Plan, as referenced on page 6 of the attachment).
 - Progressing short term, on-the-ground proposals to design and delivery, noting that some proposals require further investigation and consultation before they can proceed to delivery (refer to Part 2 of the Plan, on page 6 of the attachment).

Tauākī whakaaweawe āhuarangi Climate impact statement

19. By proactively managing parking, as directed in Room to Move: Tāmaki Makaurau Auckland's Parking Strategy, through more localised and context-specific parking management plans, AT anticipates improved transport outcomes at a system level, and consequential improvements in climate conditions.

Ngā whakaaweawe me ngā tirohanga a te rōpū Kaunihera Council group impacts and views

20. AT has worked collaboratively with Council, Eke Panuku and Tātaki Auckland Unlimited to develop the Plan, including across all components of the integrated City Centre development programme, led by Eke Panuku.

Ngā whakaaweawe ā-rohe me ngā tirohanga a te poari ā-rohe Local impacts and local board views

21. We have engaged at length with the Waitematā Local Board, to understand issues, discuss the parking and transport system and try to accommodate community concerns. During their June business meeting, the Local Board confirmed their support for progressing the Plan.

Tauākī whakaaweawe Māori Māori impact statement

- 22. AT is committed to meeting its responsibilities under Te Tiriti o Waitangi and its broader legal obligations in being more responsive and effective to Māori. Specific to developing the Plan, we have engaged with Mana Whenua through AT's Central Mana Whenua Hui, through the partner and stakeholder workshop and with korero to hear mātauranga (Māori knowledge).
- 23. We also approached the two Auckland University Marae in the City Centre, to hear mātāwaka views and to advertise the public engagement.

Ngā ritenga ā-pūtea

Financial implications

24. AT will fund delivery of the Plan.

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Ngā raru tūpono me ngā whakamaurutanga Risks and mitigations

- 25. Key risks are political and reputational. Parking management is a fraught topic with many competing user-perspectives, involving difficult resource management decisions. Decision-making is often a compromise of outcomes, so that streets can work for everyone. This reputational risk sits largely with AT, although we acknowledge that the Council and Local Board receives significant feedback on parking management issues.
- 26. Through partner and key stakeholder engagement, we have been working to build a deeper understanding of the wider transport and parking management system, with the intent that this understanding will help to build support and acceptance for sustained positive change.
- 27. Once the Plan is approved, a communication and engagement strategy will be in place to inform and educate the community about the Plan, the issues it seeks to solve, how public and stakeholder feedback has informed it, how it supports the City Centre Masterplan and why we need to implement it.
- 28. For any proposals where we have received more feedback with concerns, we will carefully consider the benefits and concerns related to the project before we proceed.

Ngā koringa ā-muri

Next steps

- 29. We will soon publish the public engagement report and the results of the community engagement.
- 30. We will seek final approval of the Plan in August from the AT Board. Pending approval, we will proceed with the design and delivery of the approved proposals, and progress further development of those requiring more work.

Ngā tāpirihanga

Attachments

No.	Title	Page
1	Creating Room to Move in the City Centre - Overview of developing the draft plan and public feedback	

Ngā kaihaina Signatories

Author	Claire Covacich - Principal Transport Planner, AT
Authorisers	Andrew McGill - Group Manager, Transport Network Planning and Policy, AT
	Werner Pretorius – Head of Integrated Network Planning, AT
	Simon Oddie – Lead Officer

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The City Centre Comprehensive Parking Management Plan

Creating Room to Move in the City Centre



Attachment

This attachment outlines the response from Aucklanders to the draft Room to Move in the City Centre parking management plan.

This attachment covers:

- 1. A reminder of the project
- 2. Details of the public engagement (what we did, what we heard)



Our strategic direction for parking comes from the Room to Move Strategy

Room to Move is our agreed strategy for regional parking management, approved by the AT Board and contributed to by more than 1,500 Aucklanders (and all local boards).

It outlines how we plan to manage parking, and how managing parking contributes to a better transport system for Aucklanders.

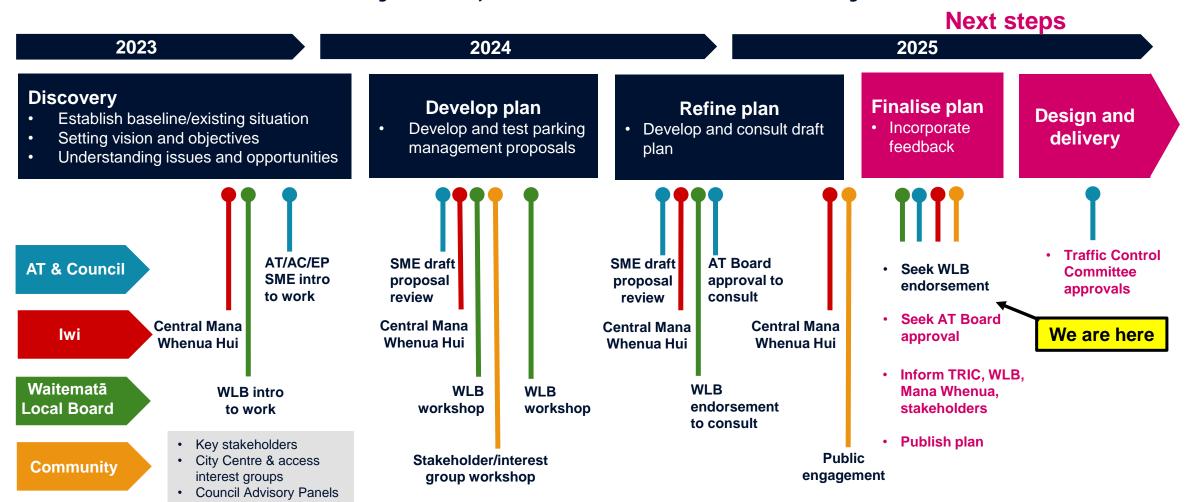
The Strategy sets out that parking management plans will be developed for over 70 centres across the region and tailored to the needs of those communities.

We have started this approach with the City Centre and over the past 2 year, worked with partners, stakeholders and the community to develop the plan.



How we have developed the Plan

The diagram below shows key steps and partner and stakeholder involvement in developing the City Centre Parking Management Plan. We have sought input from people with specialist interest in kerbsides in the City Centre, as well as the wider community.



We ran an extensive and successful campaign to reach Aucklanders and hear from them

Things we did

- Project webpage and project engagement platform
- Online, print and social media advertising
- Media stories
- Emails to databases
- Letters to owners/occupiers
- Drop in sessions
- Brochure distribution
- Billboards and screens

The reach

- 111K total paid outdoor placements
- 5.8K total impressions
- 857K total social reach
- 209K total digital reach
- 8.7K clicks



The results

- 730 submissions
- 320 on the specific proposals
- 510 online surveys and 87 mailed in
- 112 pin drops on our interactive map



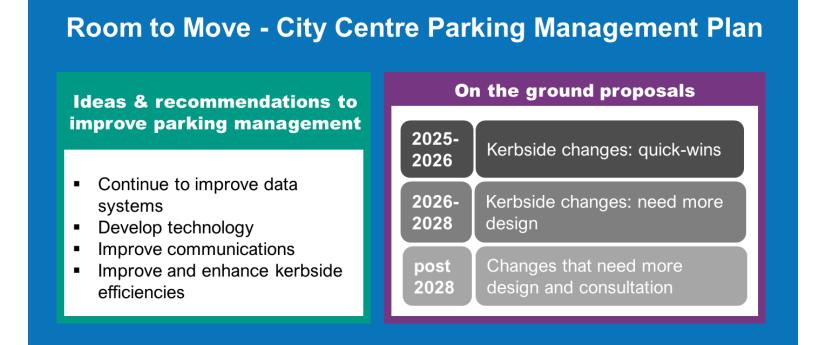


Overview of the Plan

The Plan is made up of two main components:

- Part 1 ideas and recommendations to improve parking management
- Part 2 -specific change proposals on the ground across multiple timescales

We sought feedback on both components from partners, stakeholders and the community.



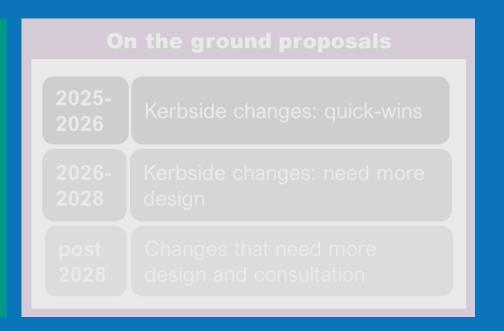


Part 1 – the responses to general ideas and recommendations to improve parking management

Room to Move - City Centre Parking Management Plan

Ideas & recommendations to improve parking management

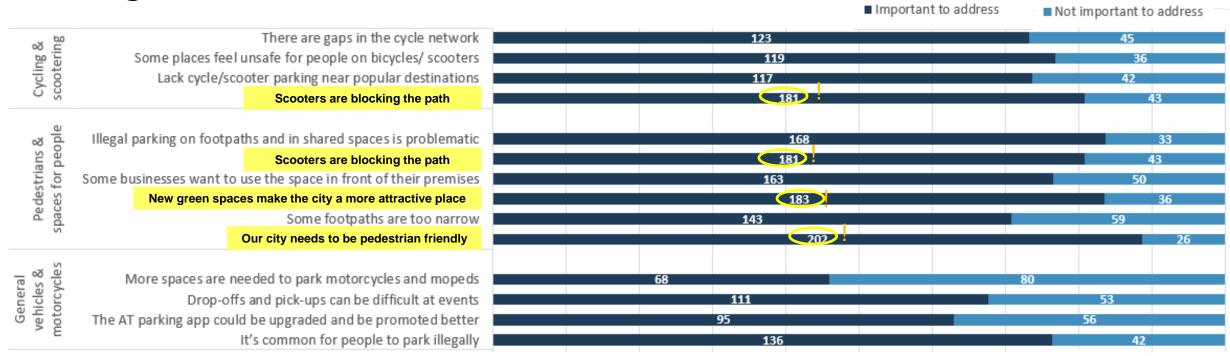
- Continue to improve data systems
- Develop technology
- Improve communications
- Improve and enhance kerbside efficiencies





We asked people how important they felt each issue was

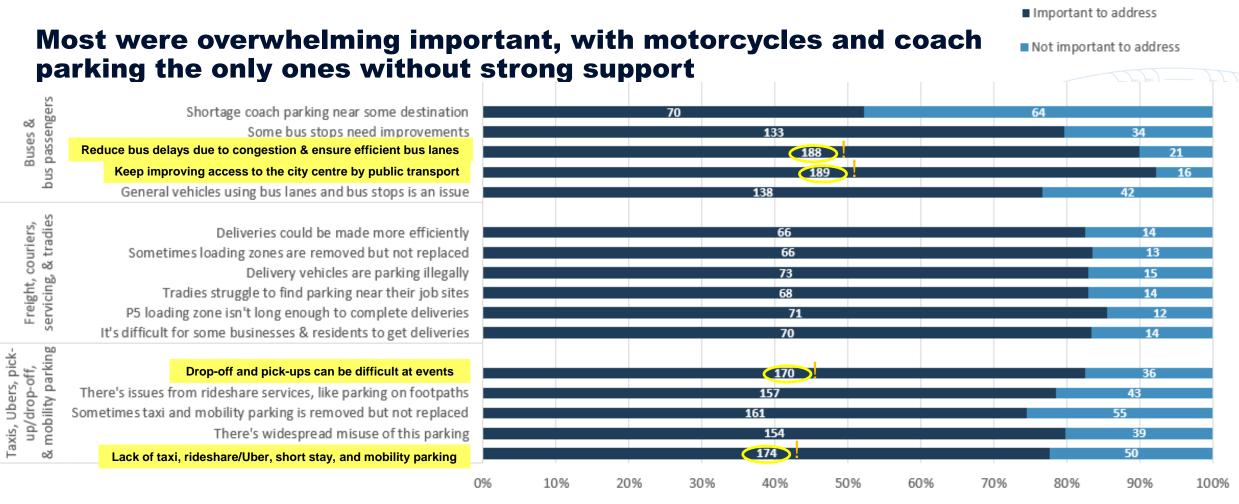
Using stakeholder feedback on issues and opportunities, we asked the community how important they thought it was that we address each parking management issue.



Most were overwhelming important, with motorcycles and coach parking the only ones without strong support



We asked people how important they felt each issue was



We asked for comments on our proposed approaches to parking management

We set out our proposed approaches to responding to each issue and asked people for their feedback













Feedback was generally supportive of proposed approaches to parking management, except for managing general vehicle parking: 10 20 • Changes to parking restrictions to achieve 85% occupancy · Repurpose some on-street spaces to highervalue uses Continue to manage off-street parking in alignment with Council direction

Slides 15-20 break the recommendations and responses down by topic/user/mode.

■ Support ■ Concern

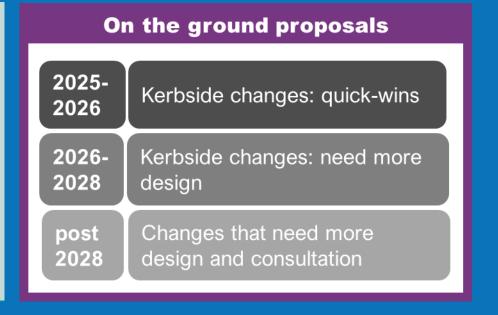


Part 2 - Responses to specific 'on the ground' proposals

Room to Move - City Centre Parking Management Plan

Ideas & recommendations to improve parking management

- Continue to improve data systems
- Develop technology
- Improve communications
- Improve and enhance kerbside efficiencies



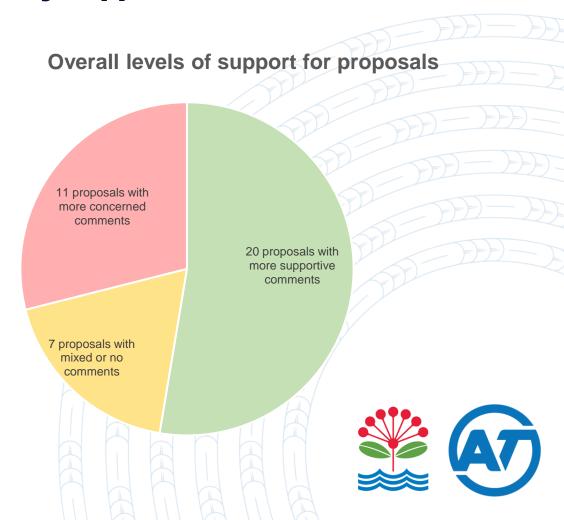


On-the-ground proposals

We received 280 submissions on short term 'on the ground' proposals. Most of the short term proposals had majority support

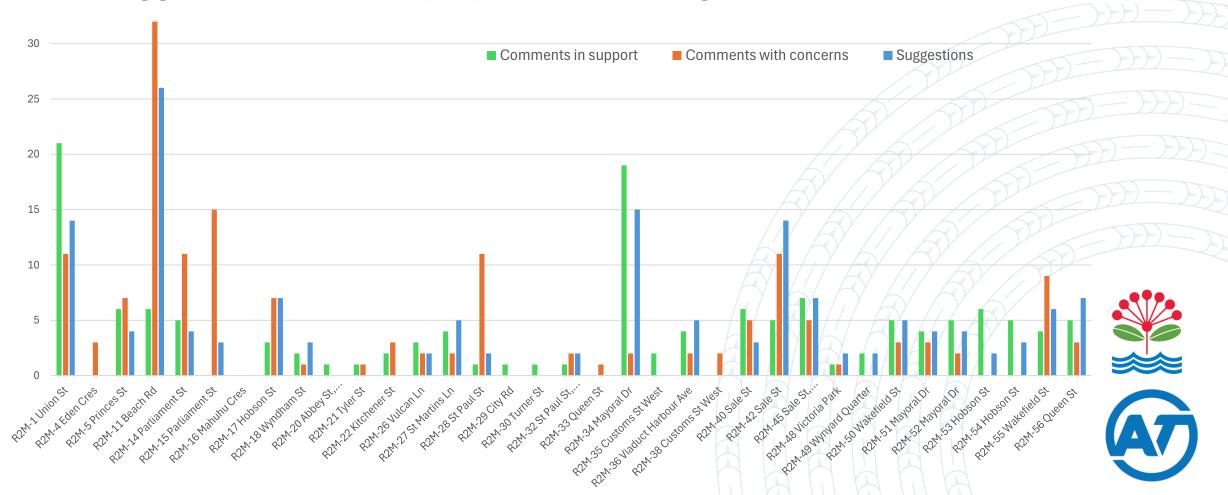


On the ground proposals, with short- medium- and long-term timeframes



We captured the feedback on each proposal. We asked for support, concern & suggestions

The graph below shows number of comments in support, with concern and with suggestions, for each proposal, indicating public sentiment





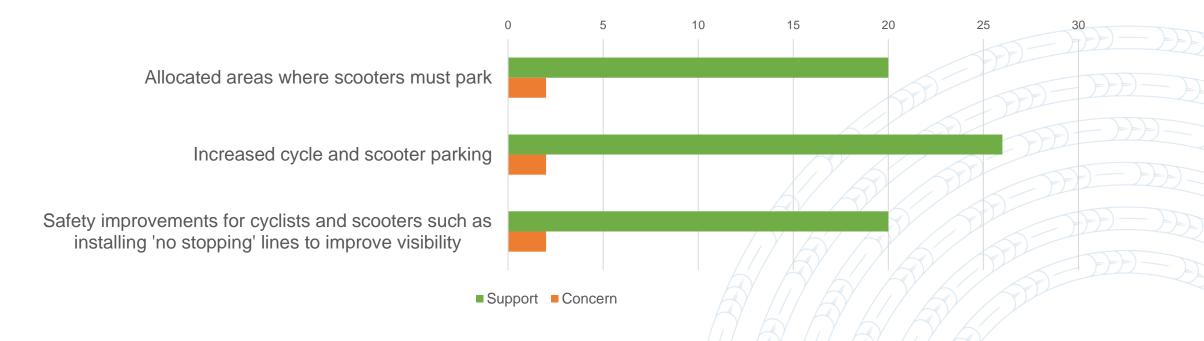
Appendix – detailed feedback by topic/user/mode



Cycle & Scooter

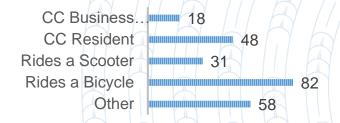


We asked people what they thought of the following ideas. The number of supportive or concerned comments are graphed.



Despite no cycle lane proposals in R2MCC, there were 18 suggestions for new sections for a better connected network, especially physically separated/protected cycle lanes. Some disagree, believe there are already too many cycle/scooter facilities used by only a small number of people.

Submitters







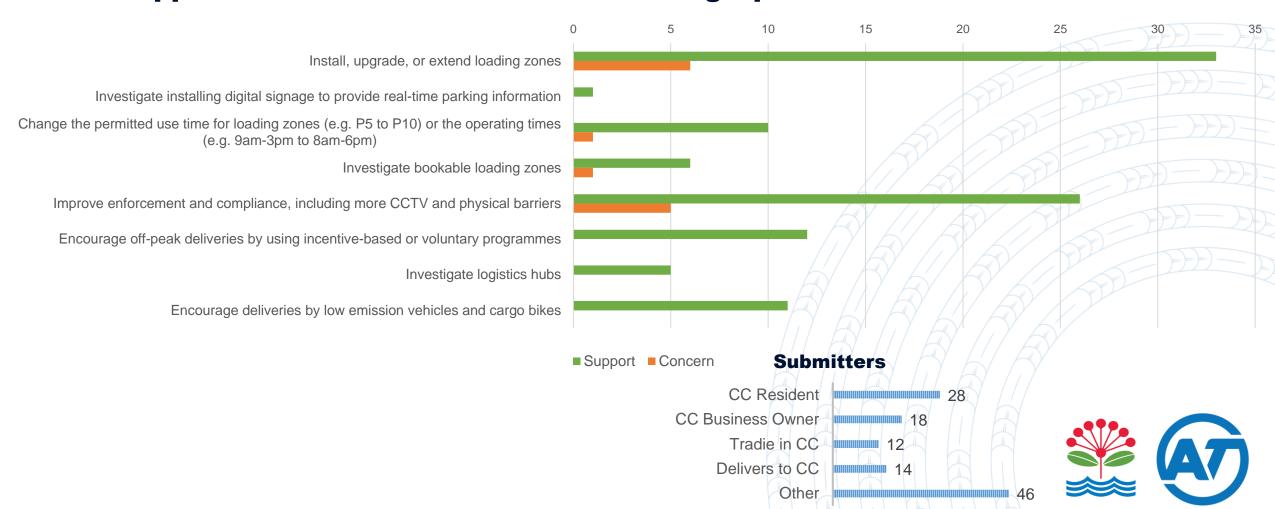




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Freight & Servicing

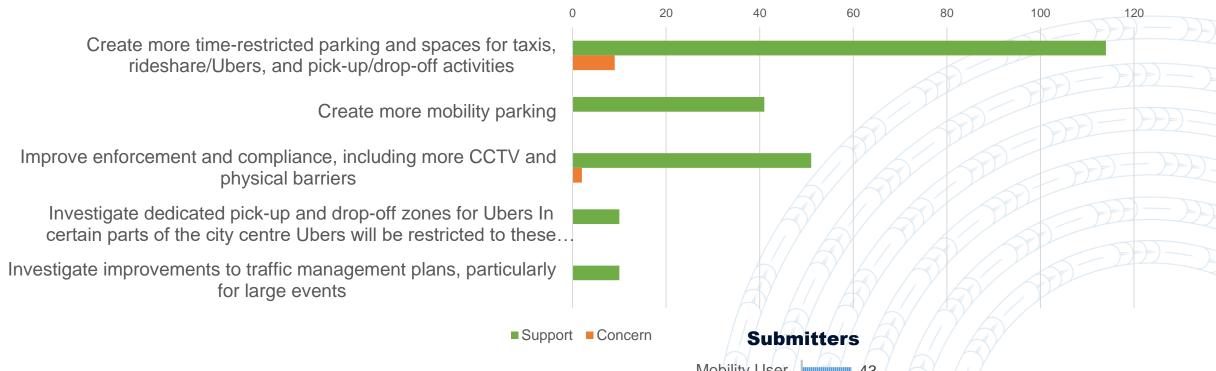
We asked people what they thought of the following ideas. The number of supportive or concerned comments are graphed.



Taxis, Uber & Mobility



We asked people what they thought of the following ideas. The number of supportive or concerned comments are graphed.



New issue highlighted – some mobility parks aren't accessible.

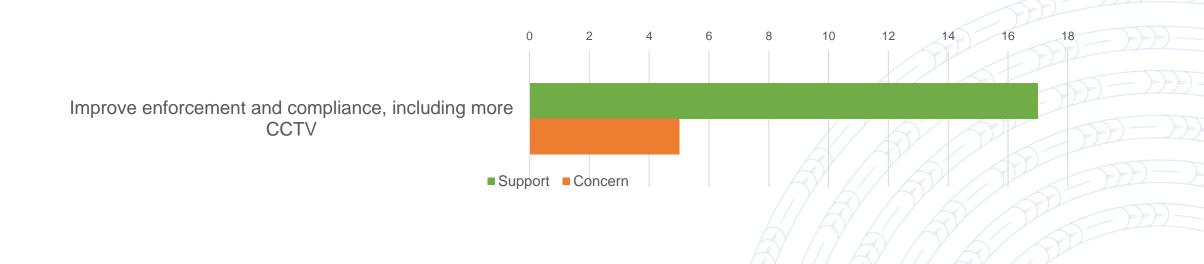




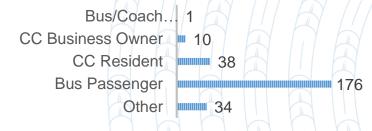


Bus & Coach

We asked people what they thought of the following ideas. The number of supportive or concerned comments are graphed.





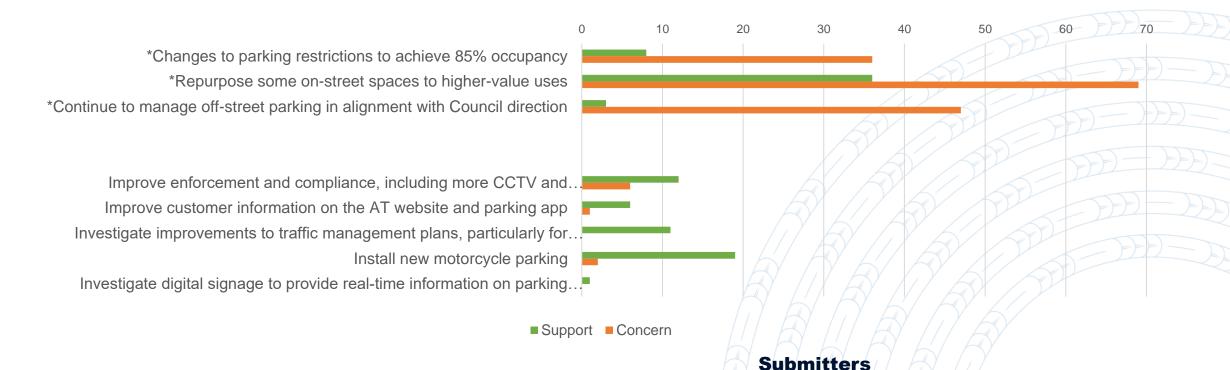




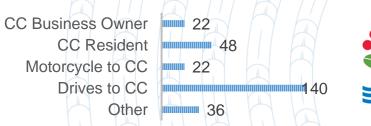
General Vehicles & Motorcycles



We asked people what they thought of the following ideas. The number of supportive or concerned comments are graphed.



*These are the three topics which didn't have majority support (even though these are endorsed approaches in Room to Move)

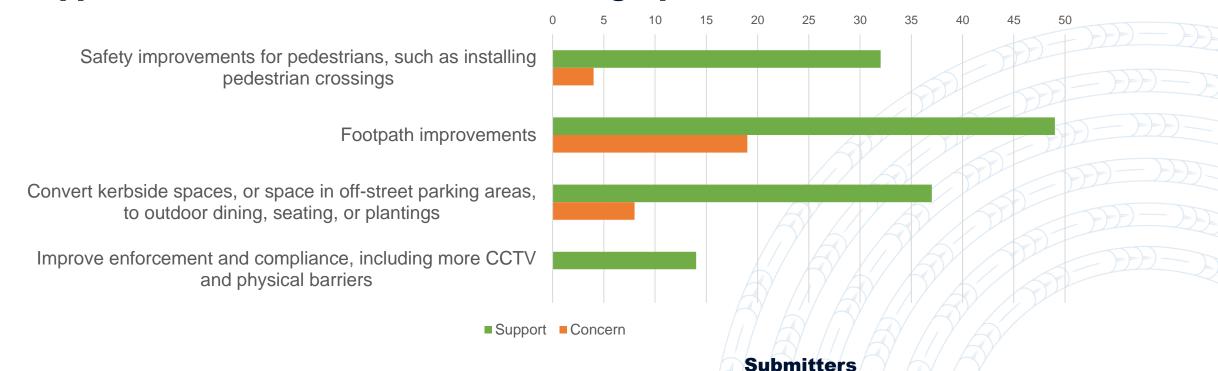




Pedestrians and spaces



We asked people what they thought of the following ideas. The number of supportive or concerned comments are graphed.



New issue highlighted – 21 requests for maintenance of footpaths and pedestrian spaces.

