



Te Atatu Peninsula
Business Association

Te Atatu Peninsula Town Centre

BUILDING OUR BEST BUSINESS MIX







Te Atatu Peninsula is a great little town centre with a small town feel, just ten minutes from Auckland city. Due to changing demographics and increasing demand for apartment style living, change is inevitable. There will be more retail space on the ground floors of new developments and higher demand for services. The Te Atatu Peninsula Business Association is working to ensure our business mix meets that demand and as change occurs, that the unique character of Te Atatu Peninsula is retained.

The current business mix could be better and because of this, in February 2016 the Association surveyed local customers to get a sense of what businesses they love and support, what businesses they would support if we could attract them and what they would like to change, about the town centre.

Now we want to share this information with property owners and leasing agents, in the hope that we can work together to create a business mix for Te Atatu that works for the customers, for the business owners and ultimately for the commercial property owners of our town.

There were 126 responses to our on-line survey, plus 10 hard-copy responses gathered from the senior sector, to ensure we had feedback from customers across the age groups.

Here are some of the highlights.

We asked...

“ What types of new businesses would you like to see on Te Atatu Peninsula? ”

A surprising 20.5% of respondents specifically wanted a Farro Fresh or Nosh outlet. More high quality restaurants were wanted by 18.4%, with many stating preferences for Chinese, Japanese, Turkish, Mexican, Italian and fusion cuisine.

A family-friendly bistro or brew bar type restaurant, where children are welcome while parents have a relaxed meal and a drink, was listed by 15.40%. Te Atatu Peninsula has some quality cafes but surprisingly, 13.9% of respondents wanted more of them.

Around 11% of customers wanted a bookstore like Paper Plus along with clothing outlets and health foods or organic produce.

Between seven and 10% of customers wanted specialty bakers, women’s clothing, gifts, a pub like the Postman’s Leg or Riverhead Tavern for example, an organic, specialty or gourmet butcher and a second supermarket for the area, such as a New World.

Other preferences included:

- homewares and furnishings
- a Ponsonby-style wine bar
- leisure and sports equipment
- children’s toys
- a crafts and hobbies supplier
- healthy takeaways like Pita Pit
- a Briscoe’s, Farmers, Warehouse or K Mart
- a shoe shop, appliance store, garden centre
- Bin Inn
- antique or retro furniture store

There were many others, but those listed were the most popular choices.



Then we asked...

“ What types of businesses do you use on the Peninsula, now? ”

A stunning 82.3% support our cafes generally or individual establishments specifically, including Delicious Foodstore and Fuze, with Demolition Deli getting a special mention from 30% of happy customers.

More than 69% of people listed Countdown supermarket and 51.4% supported the Unichem Pharmacy.

Over 46% of customers regularly bought takeaways, with half of those people giving special mention to Shahi Dawat, Haddads', Subway and our Thai food outlets. Our fruit and vege shops are visited by almost 42% of those surveyed and Hammer Hardware was specifically mentioned by 32.30%. New local butchery Te Atatu Butchers, was supported by almost 28% of customers.

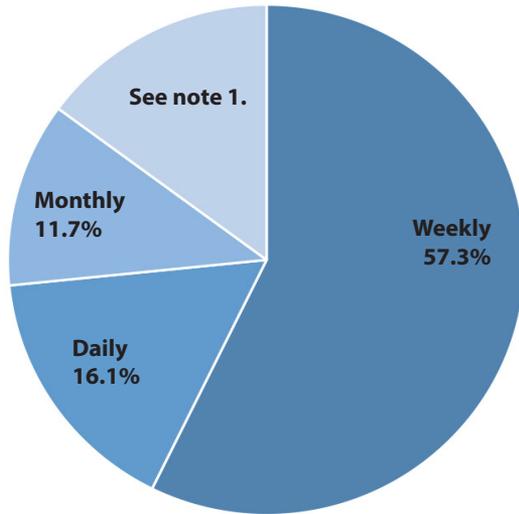


More than 21% frequented our restaurants like Et Tu and Thai Peninsula and 19% supported our bottle store and wine shop. Around 16% supported the Post Shop, dairies and bakeries and between 10 and 13% listed our op Shops, \$2 shops, service station, ice cream parlours, sushi shops, fish and chip shops and the highly reputable and long established Te Atatu Menswear.

As with question one, there were many other individual responses, but we have listed the most popular.

We next asked...

“ If your choice of business was here, what would be the frequency of your visitation? ”



1. Some of those surveyed couldn't answer this question as some shops are visited daily and some specialty stores are needed less frequently.



Then we asked...

“ Is there anything that puts you off shopping in Te Atatu Peninsula? If so what? ”

These results weren't as surprising, as they mirror the concerns of the Association. While we support every one of our members, we know that there may be too many of some stores.

More than 28% of our respondents said they would like more variety and choice, more unique stores and quality goods. Then 26.4% said there were more than enough \$2 shops. When combined, a huge 88.6% said we have more than enough \$2 shops, takeaways, bakeries, dairies and fruit and vege shops and that they would like more variety. Also not a complete surprise was that a combined 25.7% said we needed either a re-build, a repaint or new signs, or described the town centre as old, worn, cluttered or untidy.

Having said that, 14.7% said they either had no complaints, that there was a great sense of community, they loved the Peninsula or always supported buying locally. Also of note – nearly 9% felt that the town centre was too car focused and not pedestrian and bike friendly, or that the traffic speed should slow down. The Association is working to secure an upgrade for the town centre and perhaps this point should be considered during that process.

Ultimately we can all work together, shaping our town to meet the needs of our customers, now and into the future. We invite you to help us make this happen. Do you have a property for lease or sale? Call us today – we may just have the perfect tenant or buyer, just waiting to be part of our business future. For contact details, go to our website www.teatatupeninsula.co.nz





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