

PICTON

Town Centre Health Check

DECEMBER 2023 – FEBRUARY 2024



MARLBOROUGH
DISTRICT COUNCIL



Picton Town Centre Health Check 2024

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The research for this report, and production of the report was carried out by Freya Thompson over the summer period of 2023/24.

Executive Summary

Town Centre Health Check Conclusions 2024

Overall, Picton CBD is performing well and consistent with previous surveys. The state of the environment, street vitality, pedestrian routes and transport options all continue to be maintained at a level desirable by the public. The previously observed trend of increasing vacancies has not continued to the same degree, with occupancy rates remaining at similar levels. The consumer spend data also shows that international visitors are returning to Picton and perform an important part of their CBD spend. Food and entertainment shops continue to provide a vibrant atmosphere, however, locals still desire greater variety in retail options.

Purpose

The 2023-24 Picton Town Centre Health Check is a report in continuation from five previous checks in 2014, 2016, 2018, 2020, and 2022 respectively. This report is designed to critically analyse and capture photographic data around the Picton Central Business District (CBD) consisting of different health indicators, which can be further analysed to illustrate trends and comparisons from previous years.

Main Survey Findings

Composition of the Town Centre

- Food and entertainment (23%) type businesses dominate the Picton CBD.
- The number of vacant buildings has stayed relatively consistent since 2022, going from 12 to 13 units

Transport Facilities

- The Picton CBD continues to offer sufficient street-side parking within the CBD
- The cycle facilities around the CBD continue to provide adequate services for those who chose to bike
- The Blenheim – Picton bus service still remains a public transport option.

Pedestrian Routes

- The quality of CBD pedestrian routes have seen improvements along routes of Auckland St, Waikawa Rd, and High St

State of the Environment

- The State of environment ranking has remained consistent with previous checks with the exception of the intersection of Waikawa Road and Wellington Street.

Vitality of the Town Centre

- Vitality levels remained similar with London Quay and High Street displaying the highest levels of vitality

Pedestrian Survey

- There were 84 total responses
- 71% of respondents identified the CBD was easy to move around in
- The foreshore/waterfront area continues to be regarded as one of the most attractive areas of the CBD
- The desire for more/varied retail options – specifically those catering to locals – was consistently highlighted

Picton CBD Spending

- The consumer spend data shows that international visitors are returning to Picton contributing 2% in 2022 to 17% of total spend in 2024
- The total money spent in Picton was \$94.3M over 2.2M transactions from Dec 22 – Nov 23

Background and Methods

The 2023/24 Picton Town Centre Health Check is the seventh continuous report of its kind produced by the Marlborough District Council. It is based off methodology used by local UK authorities who are required to undertake a health check of the town centre in planning and policy. To achieve consistency in the report's findings, the approach to gather data around the CBD followed previous methods. To ensure valid and accurate comparisons could be made, the study area of the Picton CBD was an exact copy of the version used during previous health checks (Appendix A).

The 2023/24 Picton CBD health check was conducted and produced over the months of December 2023 and January 2024, over several days and various weather conditions. Across each area of gathering information, huge emphasis was placed on following previous surveying methods in order to maintain consistency and to ensure each method could be replicated for future health checks.

The unusual use of the term "health check" incorporates a range of determinants which collectively, can be used to gain an understanding to what a healthy town centre could look like, whilst also giving a general snapshot in time of how well the town centre is performing. By carrying out this check over time we can therefore see the progress being made.

The key methods of research used during the health check were:

A desktop study of existing data including Town Centre Health Checks 2011, 2014, 2016, 2018, 2020, and 2022.

Primary research via a walking survey conducted in the town centre to identify:

- The daytime composition of the town centre (Appendices B – C)
- Pedestrian route quality (Appendix D)
- Transport facilities
- State of the environment (Appendices E – G)
- Vitality of street edges (Appendix H)
- User views of the town centre via a pedestrian survey (Appendices I – J)
- Visual documentation via a photo survey (Appendix K)

Town Centre Health Check 2022 Conclusions

It is important to include the conclusion of the previous CBD health check in order to compare the overall state of the CBD as well as previous and ongoing trends. By understanding the summary of the previous check's results it allows for progress to be tracked.

After collating collected data, the overall quality of the Picton CBD has improved over time. 57% of pedestrians stated improvement since 2020, also backed up by improvements to the state of the environment, and a similar quality of street vitality/pedestrian routes despite a 100% increase in vacancies. It is valid to mention the old second-hand shop on the corner of Wellington Street and Waikawa Road, and the old BP gas station on Auckland Street remain vacant since the previous check, which provides an opportunity for modernised developments – which are desires of the Picton community. Furthermore, CBD mobility is outstanding, a continuous increase of food and entertainment shops are enticing a vibrant atmosphere with outdoor options – however, pedestrians are still seeking more from the CBD in terms of retail variety to suit locals.

Key Statistics (Diagram)

Picton CBD Composition

Purpose

Picton's CBD has a variety of business offerings present and by gathering this information a broader understanding of the types and combinations of offerings available can be gained. As these findings often differ from year to year it is important to track this progress and any broader trends emerging.

Method

To remain consistent with previous health checks to show accurate progress, the categories used to determine the business in each building were the same as previous checks. The definition for each category is as follows:

- **Convenience:** Shops that deal with basic consumable need, e.g., supermarkets, grocers, butchers, bakeries, newsagents, and dairies, etc.
- **Comparison:** shops that deal with most other goods, e.g., clothes, electronics, furniture, car sales yard, etc.
- **Food and Entertainment:** Outlets that provide food and/or entertainment, e.g., restaurants, bars, takeaways, cafes, children entertainment centres, museums, art galleries, etc.
- **Residential:** Residential property that falls within Blenheim's Town Centre perimeter.
- **Offices:** General office space, e.g., lawyers, estate agents, travel agents, etc.
- **Service:** Outlets that are service based, e.g., schools, community centres, churches, banks, hairdressers, libraries, post offices, health centres, etc.
- **Tourist Activity:** Businesses which are primarily providing a service that serves the tourist community in Blenheim, e.g., boat cruises, etc.
- **Industrial:** Businesses which occupy a large space for certain activities, e.g., engineering plants, factories, warehouses, light manufacturing plants.
- **Trade/Retail:** Businesses which provide a service and/or provide consumable items specific to a certain activity, e.g., mechanics, tyre sales, paint supplies, glass repairers, etc.
- **Inner CBD Accommodation:** Accommodation that is available within the town centre perimeter, e.g., motels, backpackers, hotels, etc.
- **Vacant:** Any empty space in the town centre.
- **Demolished:** Buildings that were present in previous health check but are no longer present.
- **N/A:** Buildings which do not fit the above categories are classed as N/A, e.g., unidentifiable buildings, garages, storage rooms detached from a main building, ground floor entrance ways to second story businesses, etc. Buildings under renovation or temporarily closed were also classified as N/A. These were not included in final calculations.
- **Unknown:** Buildings not directly on streetfront and therefore unclear or immeasurable

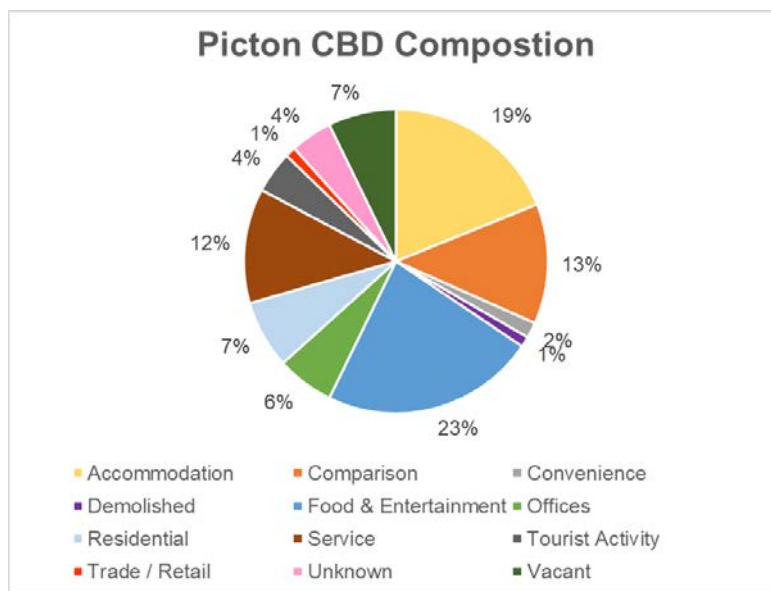


Figure 1. Pie graph showing the composition breakdown of different business categories in the Picton CBD.

Findings

Both Food and Entertainment and Accommodation business categories dominate the CBD makeup of Picton at a combined 42%. This is to be expected as Picton is a gateway town between the North and the South Islands and experiencing many travellers onboard the ferry. This creates an increased need for places to stay, and those providing food and entertainment services. Other dominant business types include Comparison shops at 13% make-up and Service at 12%.

Category	Number of Units 2023-24	% of Total Units 2023-24	Number of Units 2021-22	% of Total Units 2021-22	Number of Units 2019-20	% Of Total Units 2019-20
Food & Entertainment	41	23%	43	24%	39	22%
Accommodation	34	19%	34	19%	38	21%
Comparison	23	13%	19	11%	23	13%
Service	22	12%	24	13%	28	16%
Residential	13	7%	13	7%	14	8%
Vacant	13	7%	12	7%	6	3%
Offices	11	6%	10	6%	11	6%
Tourist Activity	8	4%	8	4%	7	4%
Unknown	8	4%	8	4%	9	5%
Convenience	3	2%	3	2%	3	2%
Demolished	2	1%	2	1%	0	0%
Trade / Retail	2	1%	2	1%	2	1%
TOTAL	180	100%	178	100%	180	100%

Table 1. Number and percentage of units composed within the Picton CBD from 2019 – 2023/24.

In terms of broader trends over the previous three measured periods, most business types remain at a relatively consistent rate of occupancy in the CBD. Service has seen a decrease in dominance from 16% in 2019 to 12% composition in 2023. Vacancy numbers have also increased, going from 6 in 2019, doubling to 12 in the 2021 assessment, and increasing to 13 for 2023. Although the increase in vacancies between 2021 and 2023 checks was far less extreme, it is a trend worth noting. All other business types have not fluctuated in composition more than 2% and have only seen minor changes contributing to the CBD make-up.

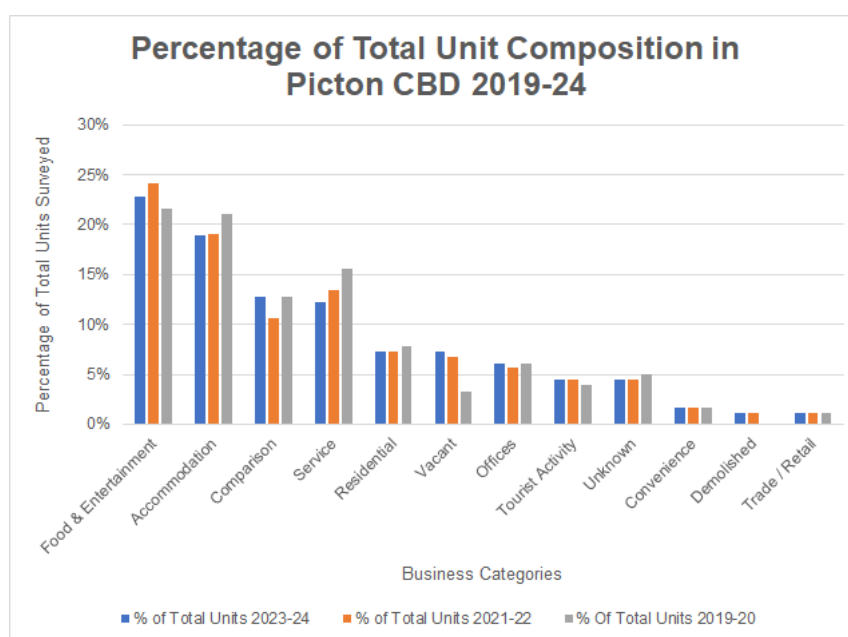


Figure 2. Graph identifying the trends between 2019 and 2023/24 for each business category.

Transport Facilities

Parking

Previous Town Health Checks have found that a majority of people travelling to Picton do so by car. This trend is again highlighted in the 2023/24 pedestrian survey with 77% of respondents driving to the CBD. This means that sufficient parking facilities are essential to accommodate the demand for visitors. The most recent Picton Parking Study was undertaken in 2020 finding there were a total of 810 parks available for visitors to use. This number was made up of 453 off-street and 357 on-street parks available throughout the CBD. This suggests that Picton provides sufficient parking options for visitors.

Cycle Facilities

In terms of cycle facilities there are 9 cycle racks evenly distributed across the town centre. These are predominantly along High St with a few placed off London Quay and along the foreshore. Out of respondents to the survey 5% cycled to

the CBD which suggests that the current cycle facilities are sufficient for demand. One point to note is that there are no cycle lanes within the town centre only one leading out of the CBD along the harbour beginning on Wellington St. However, due to the width of the High Street, Auckland Street, and Wellington Street there appears to be room for both cars and cyclists without this provision.

Public Transport

The bus service between Picton and Blenheim operates from 9am – 3pm on Tuesdays and Thursdays and completing two return trips throughout the day. There are nine stops along the route at locations in Blenheim, Spring Creek, and Picton. Within Picton and Waikawa it runs as a 'hail and ride' service with passengers able to signal to the bus anywhere on the route where it is safe to stop. This service costs \$4 for an adult, \$2 for children aged 5-15, and free for SuperGold card holders and children under the age of 5 to start the route in either Picton or Blenheim. If the service is started in Spring Creek passengers are charged \$2 for adults, \$1 for children aged 5-15, and free for SuperGold card holders and children under the age of 5.

Rental car companies remain conveniently accessible to both Interislander and Bluebridge terminals for those arriving in Picton by ferry. Water transportation remains another option for accessing the Marlborough Sounds either through the water taxi or smaller cruises running on regular timetables. The train also serves as a form of public transport with the Marlborough Flyer traveling between Picton and Blenheim as a tourist activity and the Coastal Pacific Train running between Picton and Christchurch. Public transport options appear to provide sufficient services for tourists, but, with the exception of the shuttle, there is no taxi equivalent for residents to move around.

Pedestrian Route Quality

Purpose

The assessment of pedestrian route quality is a section of the Town Health Check that aims to measure the quality of high-usage routes within Picton's CBD. It provides an understanding of routes that need improvement and those of a desired quality.

Method

Observed via a walking survey, the criteria carried out for determining the quality of pedestrian routes was the same as previous checks, with high usage routes being rated good, average, or poor with several variables being accounted for. The definition of each rating is as follows:

Good Walking Route	Average Walking Route	Poor Walking Route
• Good visibility • Wide footpaths • The footpath is a different material to the road, high quality • Lots of lighting • Adequate seating • Canopies • Zebra crossing • Signalised pedestrian crossing	• Pedestrian refuge • This footpaths for one person • Potholes • Pollution • Not much lighting • Some difficulties with pram • Unclear boundaries of footpath • Poor pedestrian safety	• Poor pedestrian safety • Not accessible/workable with a pram • No footpath • High speed traffic on the road next to the footpath • Parking intruding onto the footpath • Lack of lighting • No seating • Dirty

Findings

Overall the pedestrian routes within the Picton CBD have seen an improvement in comparison to previous checks. Both the middle of the Auckland Street route and the western side of the Waikawa Road route saw improvements from poor to average. The middle of the High Street route also saw improvements moving from an average to good rating due to the quality of footpath, seating, and pedestrian refuge. The only route that decreased in quality was along Waikawa Road due to poor footpath quality and high speed traffic alongside the route affecting pedestrian safety.

Pedestrian routes along the foreshore and High Street remained at 'good' quality for their quality of footpaths, vibrant lighting, and shelter and seating. Auckland Street continued to rank 'average' in terms of quality and Dublin Street and the intersection of Waikawa Road and Wellington Street continued to receive a 'poor' rating. However, the general quality of Picton CBD's high usage routes are of a desired standard and generally rank well against the criteria.

State of the Environment

Purpose

Measuring the state of the Picton CBD allows for greater understanding around how its quality has progressed, stayed the same or declined over time. By doing so in various places throughout the town centre, individual sights can be measured, but also serve as an overall illustration of the town centres quality.

Method

The state of the environment was undertaken similarly to measures used in previous health checks to ensure the information gathered was accurate and provided sufficient comparisons. The state of the environment was carried out against the following criteria:

- Quality of air
- Noise pollution
- Clutter
- Cleanliness
- Visual pollution
- Adequate seating
- Adequate shelter
- Adequate green space
- Pedestrian safety
- Directional signage
- Footpath conditions
- Cycle lanes

It must be noted that determining this data was by perspective, on the two days that state of the environment was measured. It is also important to note that this is not a scientific report. The Marlborough District Council environmental team carry out scientific testing of the air quality, however, this report is completed by human judgement on the day measures took place.

Each location was ranked against this criterion for a score of 0, 1 or 2 which corresponded to bad, average, or good environmental conditions respectively. After gathering this information, all locations were averaged and rounded via Excel to produce a final rating ranging from 0 (bad), 1 (average), or 2 (good). All locations around the Picton CBD were surveyed twice on the following dates and times: (1:00 – 1:30pm on 11/1/24, and 3 – 3.30pm on 12/1/24).

Findings

In comparison to findings from previous years, the results remain relatively consistent. All sites remained at a similar quality to the previous check with the exception of the intersection of Waikawa Road and Wellington Street which declined in quality. The quality of this site failed to meet the standards outlined, specifically the visual pollution caused by surrounding vacant buildings, lack of shelter and seating, and condition of footpath.

However, all other sights stayed the same with the intersections of Auckland Street and Dublin Street and of Broadway and High Street retaining an average rating due to their inability to fulfil all of the criteria to a sufficient standard. The intersections of London Quay and High Street and the intersection of London Quay and Wellington Street again were highlighted as sights extremely well-maintained. As raised by the previous survey the introduction of a potential 'great' level of categorisation should be a consideration in order to distinguish areas which are an asset to the CBD.

(Infographic)

Street Vitality

Purpose

Gathering information on street vitality serves the purpose of better understanding the activeness, attractiveness and overall appeal of Picton's CBD. It also gives insight into pedestrian behaviour through interaction with buildings and their frontages.

Method

Gathering this information was undertaken following the same method from previous health checks via a walking survey around the Picton CBD. Building fronts were ranked from very weak, weak, moderate, to strong which was determined by analysing the activeness and aesthetic appeal of the street edges. The definition of each grading point is as follows:

- **Strong:** Most active e.g., cafes with tables along the street, retail with large doors, and shops with large windows that could be seen through.
- **Moderate:** Recreational areas or shops that had windows with obstructions e.g., a bank or post office with flyers in windows, or smaller windows.
- **Weak:** Inactive e.g., petrol stations, shops with some blank walls, accommodation or residential space that had some presence on the street.
- **Very Weak:** Very inactive, where no activity can be seen or there is no presence on the street e.g., vacant shops, blank walls.

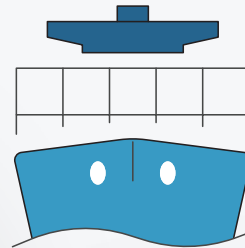
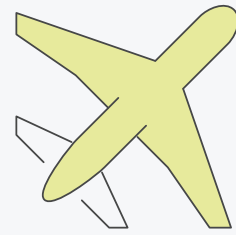
Findings

When comparing the overall vitality of Picton's CBD to previous checks it remains similar. London Quay and High Street retain the strongest levels of vitality primarily due to the composition of shops in these areas. There are a large quantity of restaurants, bars, and cafes all which possess relatively open-plan layouts with plenty of outdoor seating and large

key stats

International visitor spend
increased from

2%
in 2022 to



17%
in 2024

Food & Entertainment
is the **biggest** composition
type of the CBD

23%



The total spend
for **Picton CBD** was

\$94.3M

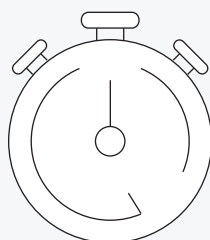
from Dec 22 – Nov 23



35%

of people visit
the CBD for

1 hour



State of the Environment

Picton Town Centre
Average rankings

0 = bad
1 = average
2 = good

1

Air Quality

2

Noise
Pollution

2

Clutter

2

Cleanliness

2

Visual
Pollution

1

Adequate
Seating

1

Adequate
Shelter

1

Adequate
Green Space

2

Pedestrian
Safety

2

Directional
Signage

2

Footpath
Condition



windows. Wellington Street south and Auckland Street continue to be ranked as 'very weak' as areas with lots of residential properties and backpackers and subsequently blank walls and smaller windows. High Street and Wellington Street north saw a few changes in terms of vacancies being filled while others opened up, correlating with stronger/weaker levels of vitality.

Pedestrian Survey

Purpose

The purpose of the pedestrian survey is to provide a collective public view of how Picton's town centre is received, encapsulating comments from locals around the strengths and weaknesses of the CBD. This serves as an opportunity for any issues to be highlighted and acknowledge the success of any improvements made so that Picton can continue to provide adequate services to its visitors and residents.

Method

The pedestrian survey was made available to the public in both physical and online forms with distribution channels through the MDC website, social media, newspaper, and face-to-face surveying in the CBD. Overall, 381 respondents answered the survey, 84 of which were for the Picton CBD. For comparison 83, and 142 responses were obtained in 2020 and 2022 respectively.

Findings

Composition of Picton Pedestrian Survey

A majority of the respondents to the pedestrian survey were from Picton (48%) followed by a large number of responses from residents of Waikawa (40%). The remainder of responses were shared between respondents that were from 'other' locations which made up 8%, Marlborough Sounds at 2%, and Koromiko at 1%.

Reasons for Visiting Picton CBD

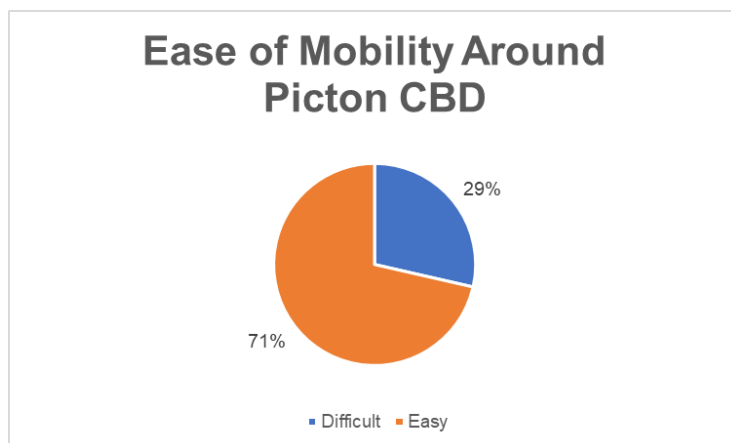
Respondents were asked to identify their 3 most common reasons for visiting the CBD. 75% said that visiting a café/restaurant was a main reason followed by food shopping as a close second at 63%. Comparatively the 2022 pedestrian survey found most respondents visited for the purpose of food shopping with cafes/restaurants as the second most popular reason. As Picton caters heavily to tourists it is unsurprising that cafes/restaurants are a primary reason for visiting the CBD given the breadth of options available. Food shopping should also be expected as a key reason for visiting due to the number of people for which Picton CBD is the closest township to get supplies from. Professional services, similarly to the last survey, remain the least popular reason for visiting Picton's CBD (13%) which is in line with the availability of 'office' type businesses making up only 6% of the CBD.

Travelling to Picton CBD

Comparative to the 2022 survey, the number of people accessing the CBD by car has increased 7% to 77% in 2024. This is by far the most common transport option for visitors but 15% of people do choose to walk from home, 5% cycle, and 2% access the CBD in an alternative way.

In terms of parking preferences, a majority of 40% use free, limited time parking, and 23% use free, no time-limit parking. In 2022 most people also chose to use free limited time parking (43%) but a second most popular option was customer carparks (such as the Mariner's Mall carpark) with 19% of responses.

Ease of Access



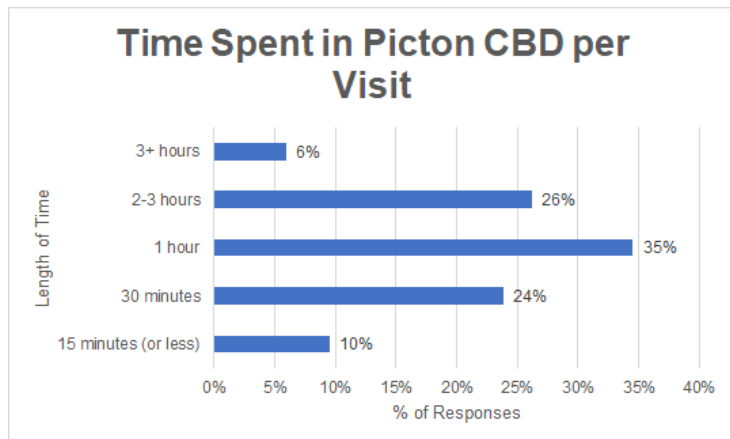
In terms of mobility around the town centre, 71% of those surveyed said that it was easy to get around owing to the small, compact layout of shops in convenient locations. Those that identified it was difficult to get around (29%) said that footpath conditions and signage for pedestrians about crossings were problematic. These results have declined as 83% of the 2022 survey said it was easy to get around while only 17% found it difficult.

Attractive and Unattractive Aspects

This survey question was left open-ended in the format established by previous health checks to allow for a range of unbiased opinions. Attractive areas frequently agreed upon were the foreshore and waterfront and outside dining options along this area. London Quay and High Street were also identified as attractive aspects of the CBD.

Alternatively the southern ends of High Street and Wellington, as well as the areas around Atlantis Backpackers and Mariners Mall were generally considered less attractive. Vacant shops and footpath conditions were also frequently mentioned as unattractive aspects.

Time Spent in the CBD

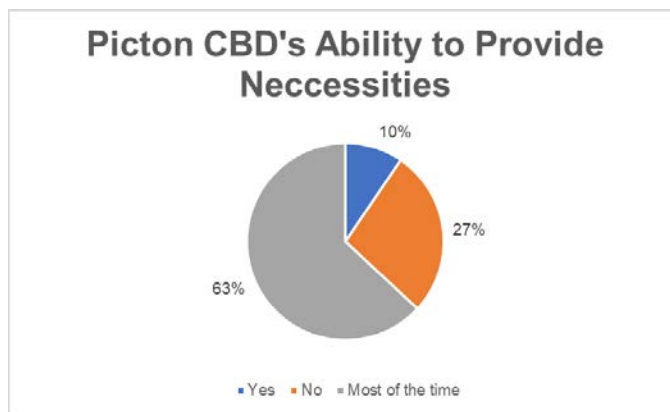
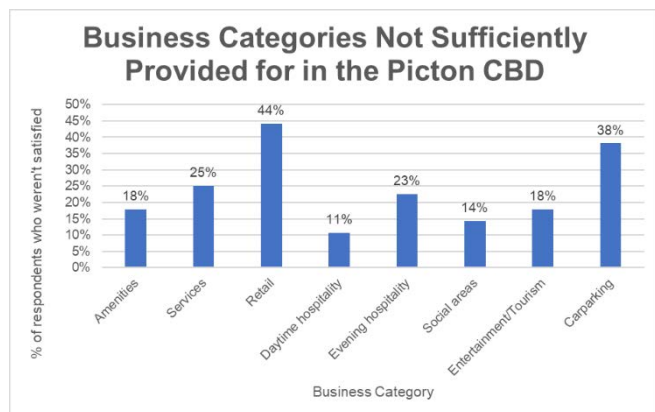


Most pedestrians surveyed spent an hour in the CBD at 35% of responses, consistent with data from the 2022 survey. 2-3 hours was the second most frequent response with 26% of respondents, followed closely by 30 minutes with 24%. The visitors spending 2-3 hours in 2022 only made up 21% as the third most popular average time spent. This increased percentage of 2-3 hour visitors could be due to the fact that respondents from Waikawa, Koromiko, and Marlborough Sounds all have to travel a bit further to access the CBD so they may visit for longer to make it worthwhile.

Frequency of Visiting the CBD

48% of respondents surveyed identified they would visit Picton CBD weekly while 40% said they would do so daily. As the majority of responses came from Picton residents, these results make sense as it suggests they visit the CBD to do what they need to, which most of the time is weekly/daily tasks. Only 12% said they would visit monthly, however this is a higher percentage than the 2022 survey with only 7%. This could account for the higher proportion of 2-3 hour visitors, as those visiting less frequently are likely to spend longer in the CBD.

Picton CBDs Ability to Provide What is Needed

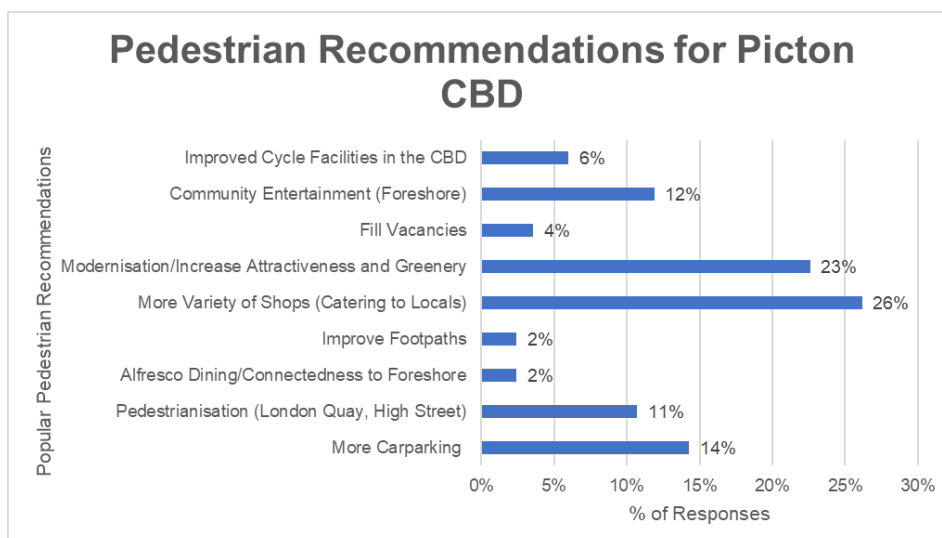


Given the number of 'yes' and 'most of the time' responses (73% collectively) it indicates pedestrians are generally satisfied with the offerings available in terms of necessities. In terms of specific areas underprovided for, 44% of 84 total responses said retail options were lacking. These results are expected as 'comparison' shops are generally catered toward tourists and less toward the residents needing to use them which would explain the negative 'retail' responses. 38% found carparking was an issue, and services (25%) and evening hospitality (23%) were also areas which could be improved, however most other business categories appeared to be relatively well provided for.

Improvements

Pedestrians were asked if they felt the town centre had improved since 2022 and while 49% felt it had a majority of 51% felt that there was no improvement. In comparison to the 2022 survey 57% of respondents felt that it had improved while only 43% thought it hadn't. It is important to note that this question doesn't provide a neutral option or any space for elaboration on responses – however this is still a comparatively negative result.

Recommendations



As established in previous reports this question was left open-ended in order for honest and varied answers to be given. (figure ?) is representative of the most frequent responses and those that were less frequent were not included. The most consistent recommendation (26%) was a greater variety of shops, specifically those that cater to locals. The desire for this kind of provision remains consistent from the previous 2022 check. 23% of respondents also wanted to see modernisation of the town centre and increase the attractiveness whether through artwork/murals or greenery. Other recommendations included better provision of carparking (14%) especially ones suitable for cars towing caravans or boats in order to accommodate the needs of those travelling to and from the Marlborough Sounds. Pedestrianisation of London Quay and High Street as well as more community entertainment were also areas in which pedestrians felt there should be investments made.

Picton CBD Spending

Purpose

This segment of the Picton Town Centre Health Check is run through an online subscription with Market View. It allows for insight into every card transaction that has taken place in the Marlborough region, specifically when, where and how much was spent, alongside the city/country of origin of the card. Analysis can be made on popular spending areas in the Picton CBD and conclusions drawn on its financial state. It is relevant to mention Market View can only produce statistics for Picton as a whole with no distinction between Picton CBD and 'rest of Picton'. It also only accounts for card transactions and doesn't provide a complete representation of the cash flows within Picton.

Findings

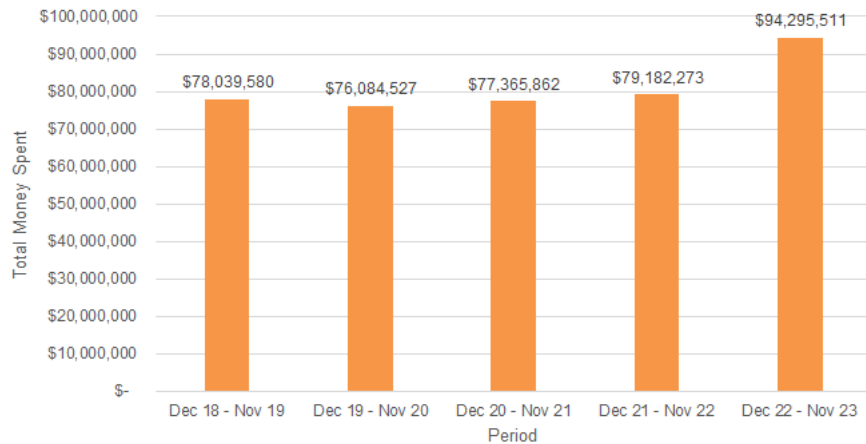


Figure 3. Overview of period Dec 22 – Nov 23.

During the measured period of December 2022 – November 2023, \$94,295,511 was spent over 2,151,110 transactions, and averaging \$43.84 per transaction. In comparison, between December 2021 – November 2022, \$79,182,273 was spent over 1,846,555 transactions, averaging \$42.88 per transaction.

The total spend in all of Marlborough was \$842.7M over 16,079,384 transactions, averaging \$52.41 per transaction. This means of Marlborough's total spend, 11.2% was contributed by Picton during the period December 2022 – November 2023. As Picton makes up 9.2% (4880) of Marlborough's overall population (53,200) a contribution of 11.2% is significant to its relative size. It is also important to note that the figures gathered by MarketView for spending are representative of the whole of Picton not exclusively its CBD.

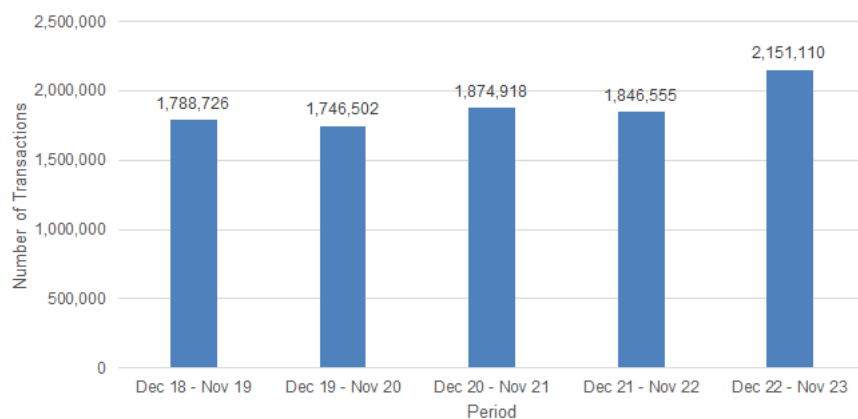
Total Spend per Period in Picton CBD



The total spend for Picton remains relatively consistent between 2018-2022 with a slight decrease in spend during the Dec 19- Nov 20 period evidently linked to the effects of COVID-19. However the Dec 22- Nov 23 period has seen a huge increase in total spend of Picton going from \$79M in Dec 21 – Nov 22 to \$94M. This significant increase is likely to be partially attributed to the return of cruise ships and revenue brought in by the tourism industry post-COVID. The months of December 2022 and January 2023 saw total spend of \$10.1M and \$11.3M respectively compared to the previous December and January with total

spends of \$7.8M and \$9.4M. These are months that are key for cruise ship visits to Picton, and therefore are likely linked to the increased revenue.

Number of Transactions per Period in Picton CBD



Number of transactions have also seen a rapid increase in the Dec 22 – Nov 23 period at 2.15M transactions. The previous four measured periods have followed an increase-decrease pattern with a consistent overall increase in the number of transactions. The Dec 22 – Nov 23 numbers indicate this trend is likely to continue, possibly linked to the increased number of tourists and growing population of Picton.

Average Transaction Rate Picton CBD



As both the number of transactions and total spend in the Picton CBD has increased so has the average transaction value at \$43.84. This is the highest average transaction rate since the Dec 18 – Nov 19 period (\$43.63) showing a return to post-COVID levels after the evident decrease in transaction value (\$41.26) over the Dec 20 – Nov 21 period.

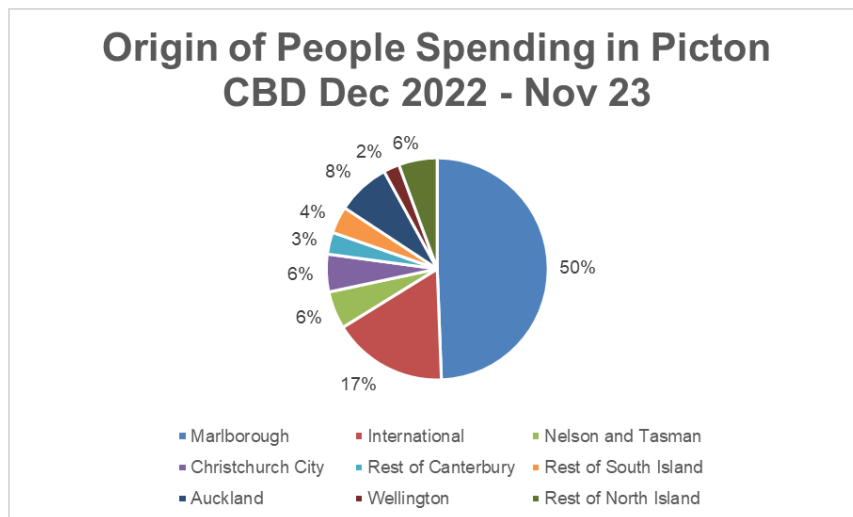
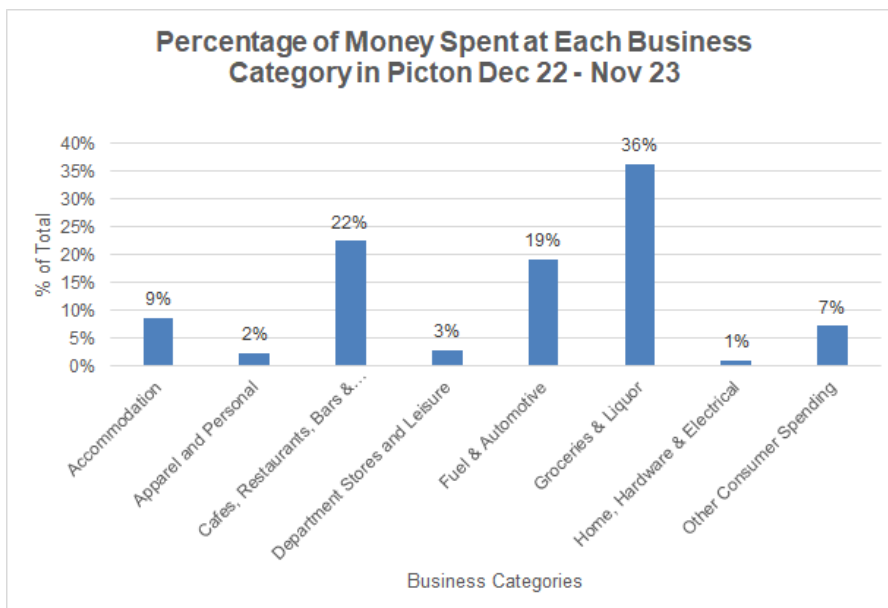


Figure 4. Pie Graph showing the origin of people who spend in Picton.

As expected 50% of the people spending in the Picton CBD originate from the Marlborough District. This remains comparative with the previous measured period of Dec 2021 – Nov 2022 which showed people from Marlborough accounted for 52%. The second largest contributor is international spenders at 17%. This is a large variation in data from the Dec 2021 – Nov 2022 where the second largest contributor was the North Island (excluding Wellington and Auckland) and international spenders only accounted for 2%. This demonstrates the returning tourist population post-COVID and their ability to contribute greatly to the Picton economy. It is also important to note that Picton/Marlborough residents who have their cards connected to out-of-town banks have their origin classed as these respective areas and may skew data slightly.

Rest of consumer spending can be defined as public transport, sport & recreational hubs, amusement & gambling activities/operations, and performing arts operations.



'Groceries & liquor', and 'cafes, restaurants, bars, and takeaways', business categories each account for 36% and 22% respectively of the total spend in Picton. These are followed by 'fuel and automotive' and 'accommodation' categories at 19% and 9%. These conclusions are not surprising due to Picton's nature as a town with a large tourism focus and the subsequent importance of these business categories in serving consumer needs.

Figure 5. Graph showing the distribution of money per business category in Picton

Side by Side Comparisons

Dublin St 2009 vs 2023



London Quay 2009 vs 2023



Auckland St 2009 vs 2023



Mariners Mall 2009 vs 2023

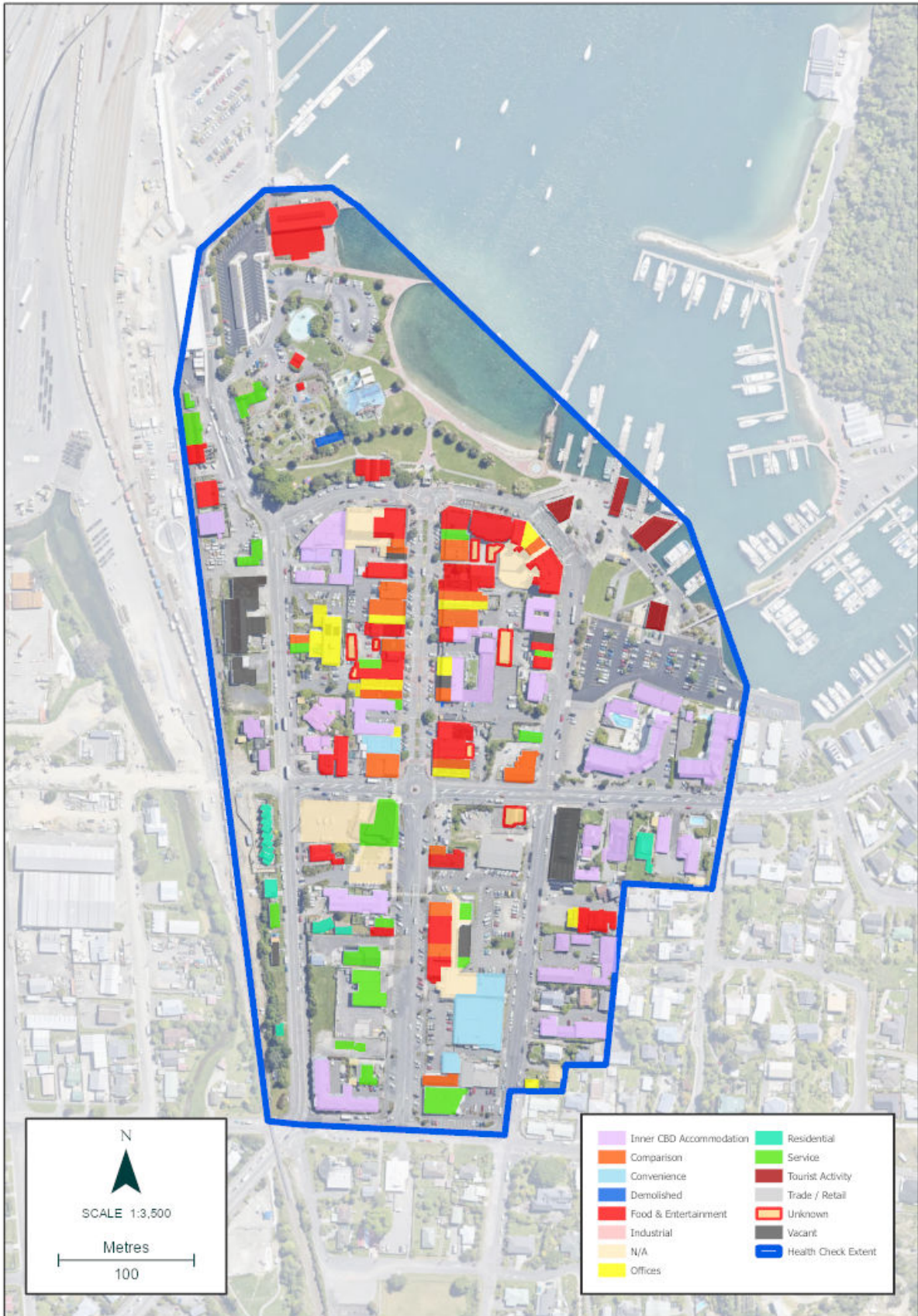


Appendices

Appendix A: Picton CBD Map



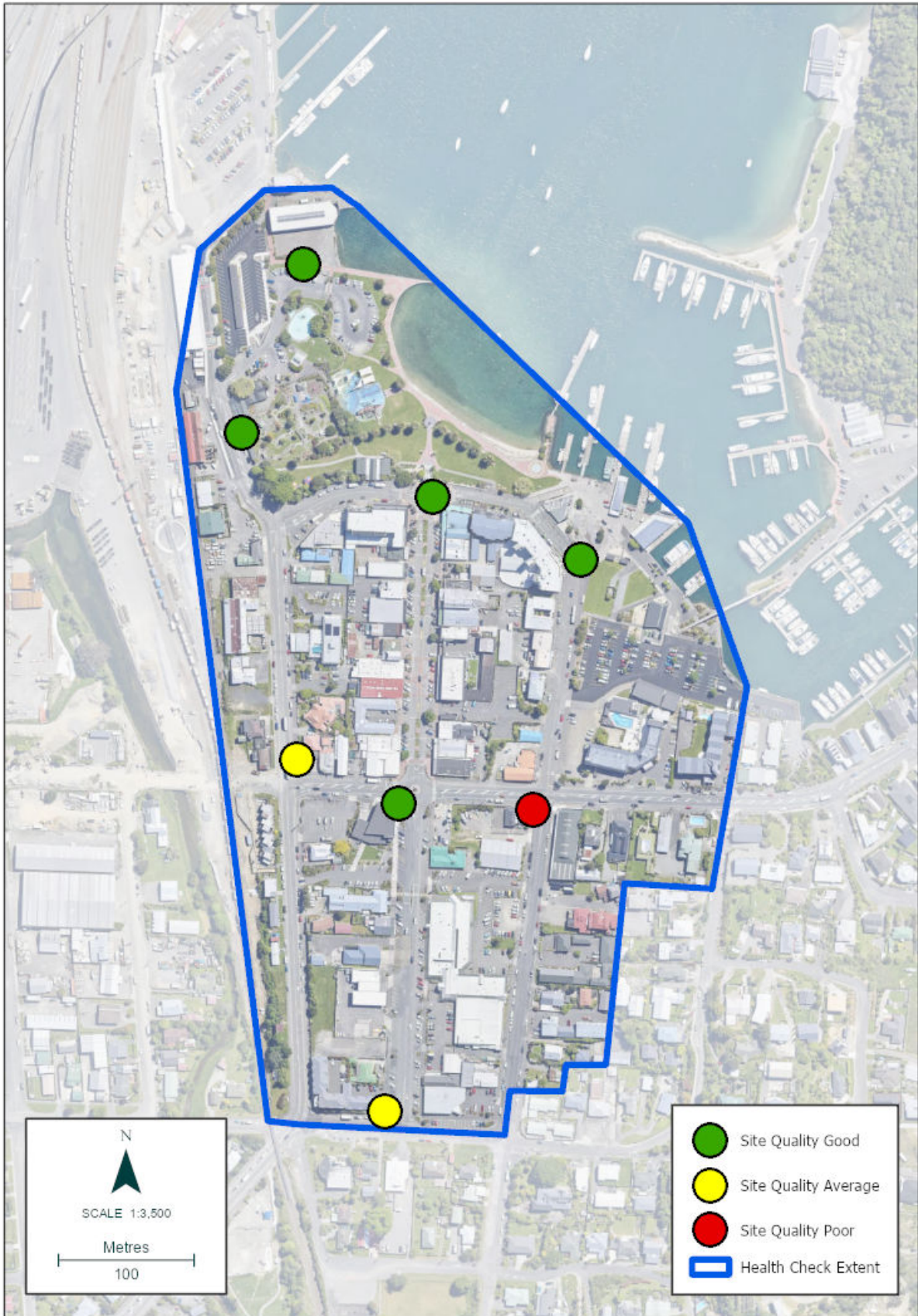
Appendix B: Picton CBD Composition Map



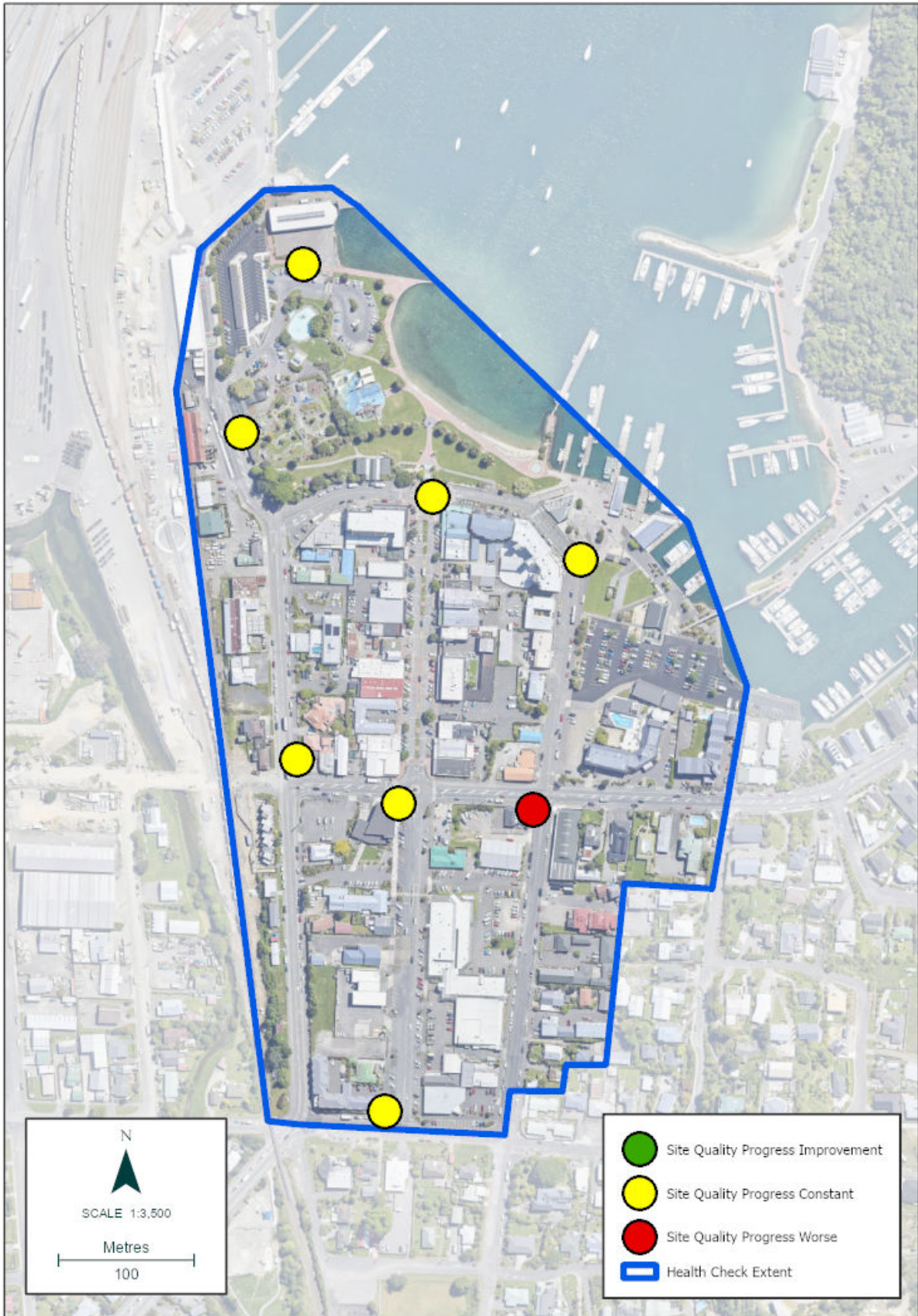
Appendix C: Picton CBD Pedestrian Route Map



Appendix D: Picton CBD State of Environment Map



Appendix E: Picton CBD State of Environment Progress Map

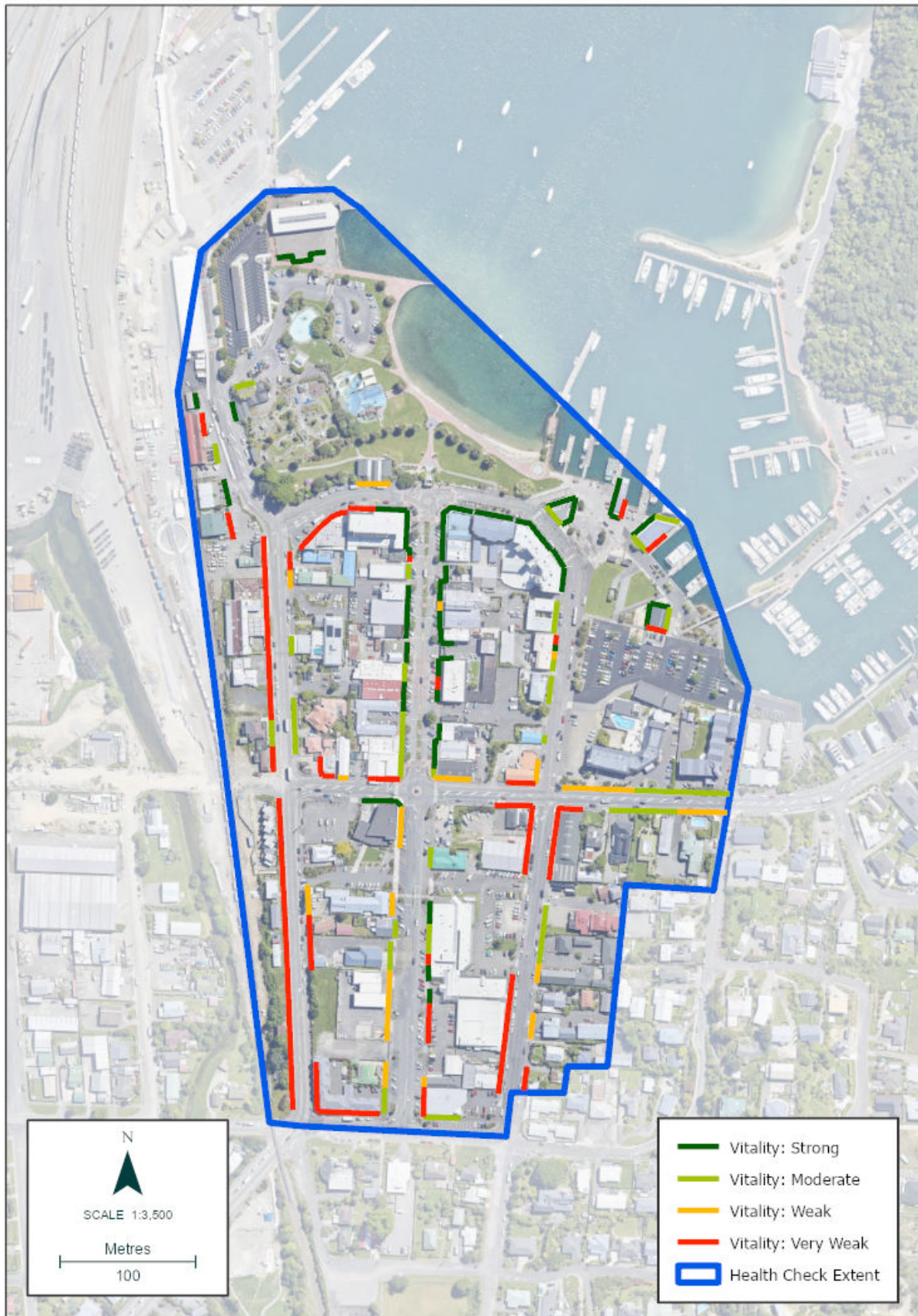


Appendix F: Picton CBD State of Environment Tables

1:00 – 1:30pm on 11/1/24	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian Safety	Directional Signage	Footpath Condition	Final Score 2023	Conclusion 2020	Conclusion 2020	Conclusion 2018	Conclusion 2016
Outside the Aquarium	2	2	2	2	2	2	2	2	2	1	2	2	Good	Good	Good	Good
Outside the iSite building on Auckland Street	2	1	2	2	2	2	2	1	1	2	1	2	Average	Average	Good	Good
Intersection of London Quay and High Street	2	2	2	2	2	2	2	2	2	2	2	2	Good	Good	Good	Good
Intersection of London Quay and Wellington Street	2	2	2	2	2	2	2	2	2	2	2	2	Good	Good	Good	Good
Intersection of Auckland Street and Dublin Street	2	2	2	2	2	0	0	0	2	2	1	1	Average	Average	Average	Average
Intersection of Dublin Street and High Street	2	2	2	2	2	1	2	2	2	2	2	2	Good	Good	Average	Bad
Intersection of Waikawa Road and Wellington Street	2	0	1	1	0	0	0	0	1	0	0	0	Average	Average	Average	Average
Intersection of Broadway and High Street	1	1	2	2	2	0	0	1	2	2	2	1	Average	Average	Average	Average

3 – 3.30pm on 12/1/24	Air Quality	Noise Pollution	Clutter	Cleanliness	Visual Pollution	Adequate Seating	Adequate Shelter	Adequate Green Space	Pedestrian Safety	Directional Signage	Footpath Condition	Final Score 2023	Conclusion 2021	Conclusion 2019	Conclusion 2017	Conclusion 2015
Outside the Aquarium	2	2	2	2	2	2	2	2	2	1	2	2	Good	Good	Good	Good
Outside the iSite building on Auckland Street	2	2	2	2	2	2	2	1	1	2	1	2	Average	Average	Good	Good
Intersection of London Quay and High Street	2	1	2	2	2	2	2	2	2	2	2	2	Good	Good	Good	Good
Intersection of London Quay and Wellington Street	2	2	2	2	2	2	2	2	2	2	2	2	Good	Good	Good	Good
Intersection of Auckland Street and Dublin Street	2	2	2	2	2	0	0	0	2	2	1	1	Average	Average	Average	Average
Intersection of Dublin Street and High Street	2	2	2	2	2	1	2	2	2	2	2	2	Good	Good	Average	Bad
Intersection of Waikawa Road and Wellington Street	1	0	1	1	0	0	0	0	1	1	0	0	Average	Average	Average	Average
Intersection of Broadway and High Street	1	2	2	2	2	0	0	1	2	2	2	1	Average	Average	Average	Average

Appendix G: Picton CBD Street Vitality Map



Appendix H: Picton Pedestrian Survey

1. Which part of Picton/surrounding area are you from?

- Picton
 - Waikawa
 - Marlborough Sounds
 - Koromiko
 - Linkwater
 - Other
2. What are the three most common reasons for you to come into Picton's town centre?
 - Meeting friends
 - Café/Restaurant
 - Evening dining/Drinking
 - Entertainment/Leisure
 - Non-food shopping
 - Food shopping
 - Work
 - To engage in professional services
 - Bank/Post office
 - Other (Please specify)
 3. How do you travel most often to Picton's town centre?
 - Walk from home
 - Walk from work
 - Drive
 - Cycle
 - Bus
 - Mobility Scooter
 - Other (Please specify)
 4. If you drive, where do you park most often in the /Picton CBD? (Please skip if not applicable)
 - Street parking (free, no time limit)
 - Street parking (free, limited time)
 - Street parking (metered)
 - Customer car park (free, limited time, e.g., Countdown/Warehouse)
 - Other (Please specify)
 5. Do you find it easy to get around the Picton CBD? (Yes/No)
 6. Please explain your response to the previous question. (Why/Why not)
 7. What do you find the most attractive part of Picton CBD?
 8. What do you find the least attractive part of Picton CBD?
 9. How long would you spend per visit to Picton's town centre?
 - 15 minutes (or less)
 - 30 minutes
 - 1 hour
 - 2-3 hours
 - 3+ hours
 10. How frequently do you visit to Picton CBD, excluding work?
 - Daily
 - Weekly
 - Monthly
 11. Does Picton's town centre provide everything you need? (Yes/Most of the time/No)
 - Amenities
 - Services
 - Retail
 - Daytime hospitality
 - Evening hospitality
 - Social areas
 - Entertainment/Tourism
 - Carparking
 12. Do you think Picton's town centre has improved over the last two years? (Yes/No)
 13. What would you like to see more of in Picton's town centre?

Appendix I: Picton Pedestrian Survey Points Map



Appendix J: Picton Photo Survey Points Map



