



OPEN FOR Business



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Birkenhead battles back

Despite landslides which have seen car parks literally slip away, the resilient Birkenhead Town Centre has stood firm - and stayed open for business.

The 'village with a view', Birkenhead made the news recently for all the wrong reasons as slips took out the Rawene Rd car park before the busy festive season.

The business association's Chair **Pete Taylor** (*far right*) and Manager Kae Condon (*right*) have worked closely with Auckland Council, Auckland Transport, ATEED and Kaipātiki Local Board to maintain business as usual for the popular town centre.



Says Pete, "Our key message remains, *We're open for business.*

"Although the slip has continued to cause problems this year, we've come up with some clever ways to make up for the loss of the car parks," he says.

Kae has worked closely with ATEED's Local Economic Development Advisor Jonathan Sudworth throughout the challenging time.



Kae appreciated the great support from ATEED's Jonathan Sudworth.

Together, the parties worked to review and implement additional, safe parking in the town centre.

"We want to keep our customers safe and enjoying the village," says Pete, who shared his concerns about the area's car park situation during our [interview](#) with him a year ago.



Pete acknowledges the strong support the BID programme has received from the Kaipātiki Local Board and local councillors during not only good times but also throughout the more recent trials and tribulations of the *terra not-so firma*.

"The key Heritage Day activity was in full swing when the first slip happened," says Kae.

Local Board Chair **Danielle Grant** (*right*) has maintained a watching brief on the issue, keeping communication channels open with the business association, local retailers, council staff and the community.



In our [interview](#) with Danielle last October, Kaipātiki’s representative on the business association’s governance board spoke of the “true partnership” between BID and (local) board.

The importance of that relationship was underlined last November when the local board allocated \$15,000 from its local economic development budget to help the BID ramp up promotional activity during the lead up to the busy festive season.

“We’re still encouraging the community to support the local businesses,” she says.

The local board continues to host public meetings to keep the community informed about the situation.



“We like to keep our ‘BIDs’
near and dear to our heart.”

DANIELLE GRANT