



Member engagement's on the Up

The fast growing Uptown business precinct is upping its member engagement programme, following the appointment of events management specialist **Helen Shrewsbury**, *pictured*.

The engaging Englishwoman took up her (business engagement & events) role last September, an opportune time for Uptown Incorporated, the business association which expanded its BID programme boundary during 2017.

"I came on board just a few weeks before our AGM so it was a great opportunity to go out, introduce myself to members and invite them along to our AGM," says Helen.

Helen is a member of Gary Holmes' Uptown team and is based at its 'community hub' in New North Road.

"Gary attended the IDA (International Downtown Association) conference in Canada last September and one of the things he shared upon his return was that member engagement was an ongoing challenge shared by business districts the world over," she says.

"We've developed a comprehensive (member engagement) plan and are putting together a strong events calendar."

Pictured top right, new Minister for Housing, Urban Development & Transport, Phil Twyford, addressed Uptown's breakfast networking meeting in November.



TV3 hosted a networking event for Uptown members in October, and they provided the live studio audience for *The Project*.



TV3 is located within the Uptown BID area.

Leading journalist Lisa Owen, *pictured*, was a popular guest speaker at the business association's 2016-17 AGM held last September.



“One of our key initiatives is getting our member databases up-to-date. We’ve hired a student to help us update the names, contact details and their preferred method of communications.

“We’ve also started a database of real estate agents and developers. With the [CRL](#) under development and residential intensification already under way, Uptown will only continue to grow.

“We want to know not only who’s living and working here currently, but we also want to reach out to newcomers. We appreciate that residents and businesses often want different things and that will help determine how we engage with them. One thing’s for sure, we’re keen to push the ‘buy local’ message to build loyalty and prosperity for our hospitality and retail members.”

Helen brings a strong events management background in the UK and Christchurch to her role at Uptown, and she’s working with members on ideas for local events.

“It’s about building trust in the first instance, finding the right people with the interest and enthusiasm to take advantage of the growth opportunities right here on our own doorstep.

“I’m very excited to be working in this area. I love getting out and meeting people,” says Helen who has been working with Claire Baxter-Cardy from the neighbouring Kingsland BID on event ideas, including starting discussions on whether a farmers’ market is feasible in the areas.

- Uptown is one of five BID-operating business associations to sign up as Owl Sponsors in [The Big Hoot](#), a fundraiser for the Child Cancer Foundation.

