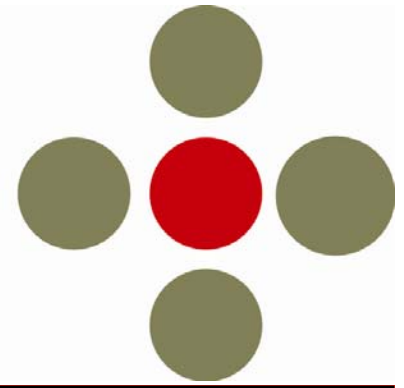


heartbeat



August 2008

Papakura Spring Carnival

"The best of Town and Country"

Planning is well underway for the Spring Carnival to be held in the town centre on **27th September**, mark it in your diaries!

There are a wide variety of events and activities planned for the day—more info on these in the next issue of *Heartbeat*. The Spring Carnival is a celebration of the coming season and we will also be marking the completion of the greatest part of our Streetscape enhancement of the town centre area.

It's going to be a great event.

Many businesses have provided sponsorship and spot prizes for the day.

Your support helps make the carnival a success.

The names of sponsor companies will be mentioned in the advertising leading up to the Spring Carnival.



Town centre enhancement

What's going on in your town:

- The new "tulip" lights at uncontrolled pedestrians crossings have been turned on!
- The new town centre pedestrian direction signs are being progressed and will be installed soon.
- Plans are underway to revamp and refurbish the town clock to bring it into line with the new look of the town centre. The clock has been removed for evaluation
- The village green has new toilets

Workshops and events

Back by popular demand: Vince Collins from Impact Design is presenting another Visual Merchandising Workshop. This workshop was full last year so be in early to book your place! The workshop is being held in the Function Room at Accent Point, 10th

September from 10.00 am-3.30pm. Registration is 9.45am, contact Donna Brooke on (DDI) 09 295 2339 or dbrooke@papakura.govt.nz

Another workshop coming your way is "Essentially Sales". Be sure to stay ahead of the competition with training and development for you and your staff. To find out more visit www.retail.org.nz

Town centre parking update

A reminder of where the free parking is and their parking limits, in and around the town centre:

- Davies car park
- O'Shannessey Street car park (180min)
- O'Shannessey Street Service Lane car park
- Farmers O'Shannessey Street car park (rooftop level)
- East Street car park
- Averill Street car park
- Accent Point car park, East Street (180min)
- Ron Keat Drive (Park & Ride) car park
- Railway Street West (Park & Ride) car park
- Wood Street car park

If you would like more parking maps for staff or your shoppers please contact Papakura District Council Customer Services on 295 1300.

Natural surveillance

- from our Safer Communities Officer

Keep your business safe and profitable by using these handy tips.

Good lighting is important. Use natural light by keeping windows clear and carefully placing work stations. Remove large signs, posters and fridges from windows to create clear visibility into and out of the shop.

Your staff can be the best form of criminal deterrence. Good passive surveillance creates a pleasant environment for customers. Elevate your sales counter to give staff an unimpeded view of all areas in your shop. Keep shelving low so staff can see over the top and use mirrors to eliminate any blind spots.

Keep some light in the interior of the store after hours, light the exterior of the building and loading bay to avoid hiding areas or blind spots.

Business Profile

Unique in Auckland and already world famous: Papakura's own fresh pasta shop, Pasta la Vista is now on the internet at www.pastalavista.co.nz

Owner Jose says the shop's speciality is Argentinian pasta – a cultural tradition that began centuries ago with the arrival of Italian immigrants in his native country. They brought with them their cuisine and in particular their love of pasta. Today, ravioli, panzotti and fettucine are as much a part of Argentine cuisine as the country's legendary "asado" BBQs.

Since Pasta la Vista opened three months ago Papakura has been the only place to go for the freshest and tastiest ravioli, panzotti, spaghetti, fettuccini and more.

With the "business end" of the venture – specially-imported pasta-making machines – set up in the front of the shop, a stroll past the shop on any given day also offers the chance to watch the team in action creating fresh pasta.

Lunch-time takeaways are fast becoming a firm favourite for shoppers and town centre businesses alike, and the opportunity to take home a fresh pasta meal in the evening is warming up winter evenings for families from all over Papakura.

The shop also offers sauces and fresh-grated Puhoi parmesan cheese, and Argentinian empanada pastries, great as a snack, lunch or entrée. For the rest of Auckland, the web site offers the shop's delicious fresh pasta, sauces and more with delivery an option for larger orders. For the lucky people of Papakura, it's simply a matter of popping into the shop and picking up lunch or dinner.



The Pasta la Vista team bring the very best in fresh pasta to Papakura and the Auckland region: Graciela, Ana, Jose and (front) Rebecca.

Town Centre Security Update

A reminder about truancy. Anyone aged between 6 and 16 years seen in the Town Centre weekdays between the hours of 9.00am and 3.00pm must be able to produce a pass from their school. If children are accompanied by an adult, we presume that appropriate arrangements have been made.

If you think that you have truants in your business please contact us immediately so that we can interview them. If they cannot produce a pass and we have had no notification that the school has closed for the day we will take details and forward them to Police and Truancy Services.

We have asked the local schools to let us know if the students are getting off early so we can then let you know. The same rules apply to the Alternative Education centres based in the Town Centre.

Events for August

First Wednesday Club



Venue: Boodles Restaurant
Date: 6th August
Time: 5.30—6.30pm
First drink sponsored by Harvey's MREINZ (Wine, beer and juice only), cash bar afterward
Nibbles sponsored by Boodles

Business Breakfast

Date: 7th August—Bill English
Deputy Leader of the National Party
Time: 7.30am
Where: Papakura Club
RSVP: nmaher@papakura.govt.nz

"Never tell people how to do something; tell them what to do and they will surprise you with their ingenuity"
Donna Brooke at dbrooke@papakura.govt.nz or 295 2339