

ISSUE 173

Pop into

MAY 2020

PANMURE

YOUR LOCAL MONTHLY BUSINESS AND COMMUNITY UPDATE

www.popintopanmure.co.nz  [PopintoPanmure](https://www.facebook.com/PopintoPanmure)  095276389



PLAZA LAUNDROMAT

 09 527 0611

Panmure Plaza, Shop 3, 100 Queens Road

Looking to the future with a new focus...

Now that most businesses can open their doors to the public again, we asked Panmure business owners how they navigated their way through lockdown.

Talking with Rahmon of the Plaza Laundromat, he says the reality of the lockdown did not initially hit. "I thought that it would offer a welcome break from working six days a week and I would focus on the direction of my business", something he did not have time for

normally. However, as the lockdown began, an essential service business contacted him to advise their requirements would be increasing. "That was the end of my holiday!" Rahmon told us.

Rahmon pointed out "things may have been different if I hadn't originally taken advantage of 'Google My Business', a free business tool, which allowed that customer to find my services, so I'm grateful for that. I also want to thank

the Panmure Business Association, whose free marketing courses have helped me be proactive in advertising my services."

Rahmon believes the lockdown confirmed it is prudent not to have all your eggs in one basket and says "I'm focusing on improving my business model. It takes more than just good luck to have a successful enterprise!".

<https://plaza-laundromat-drycleaners.business.site/>

TOWN MANAGER'S UPDATE

Returning to the PBA office after eight weeks working from home felt strange and unreal. The clocks still showed daylight saving time and two monthly calendar pages needed to be turned over to bring us into May, yet so much has changed in the world over those weeks leaving us to navigate a new unknown world.

We've learnt lots of new words such as corona virus, Covid-19, PPE, plus added new meanings to words such as lockdown, isolate, bubble and panic buying and most importantly we have learnt a little more about ourselves, the people in our bubble, our neighbours, and a simpler lifestyle. Our conversations are filled with new timeframes such as 'before Lockdown' and 'the second week of Lockdown', and 'moving to Level 3'.

Some businesses have grown over those weeks whilst others may not survive into the future, but I have been pleasantly surprised to see how the Panmure business community has demonstrated how resilient it is, with family owned business coming together to support each other, 'hunker down' and make the 'best of a bad situation'. What we do know is that many businesses will need to challenge their pre-Lockdown business model, looking at ways to diversify and build a stronger, more resilient



business that will survive into the future.

Over the weeks of lockdown, Emma, the PBA Marketing Manager has been successfully posting positive stories about our business community on Facebook, our wish is to build on that momentum, so this Newsletter includes a competition that highlights our business community, and will be distributed throughout Point England, Panmure and parts of Mt Wellington. The offer also remains that if there

is any Panmure business owner that would like our free social media 'one on one' support, just email promote@panmure.net.nz.

Supporting each other and local is more important than ever.

Chris Sutton
Town Centre Manager

SECURITY UPDATE

The past seven weeks in Panmure have been stunningly quiet. Most businesses were shut, as required during our Level 4 lockdown. There was also a notable absence of our regular characters.

I was pleased to be reassured on my regular drive-thrus that most people were staying home and that our businesses were obeying the rules.

The Police were regular visitors to Panmure doing compliance checks on open businesses and educating distancing behaviour as required.

I came into the office a few times and was able to assist the police to review a small number of incidents but on the whole was happy with the way Panmure embraced lockdown.

Taniela Kaivelata
Security Liaison Office



FREE BUSINESS MENTOR SUPPORT

The Chamber of Commerce is currently offering non-members FREE Business Mentor support for three months.

Funding of up to \$5k per business has been granted through the Regional Business Partners Network, to assist businesses with business continuity planning, coaching, HR Support, marketing strategy, financial advice, mental health and wellbeing training.

Call 0800 543 543 for more information on this offer.

Published by



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BUSINESS ASSOCIATION

The Café With No Name

THE CAFÉ WITH NO NAME

55 Queens Road

☎ 09 570 2968

Mon - Fri 7am - 2:30pm, Sat 8am - 1pm

f The Cafe with no name

We asked Sharon & Sean from The Café With No Name how did they think COVID-19 situation would affect their business. They told us "before Level 4 we could see that we were going to be majorly impacted. Many businesses quickly adopted working from

home policies and within days our business had dropped by 50%. we started wondering would there be any business to come back to when this was all over?"

However, Sharon says they were grateful to be able to stay safe at home and gave thanks to all essential service workers. She also explained how they tried to stay positive and utilized new social media initiatives "we signed up for SOS café which is an excellent scheme offering café and restaurant vouchers online that can be redeemed when things return to normal".

Now that lockdown is over, Sean was also feeling positive "We received a fantastic response from the local community when we reopened in Level 3 and we look forward to serving new and regular customers."



Peace Experiment Montessori School

PEACE EXPERIMENT

Ground Floor, 18 Pilkington Road

☎ 09 391 9200

Mon - Fri 8am - 5pm

f Peace Experiment

We asked Steven Arnold from the Peace Experiment at the local Montessori School, how he managed to adapt student learning to lockdown. "We stayed in touch with our students with a phone call every day. We had regular meetings,

tutorials and seminars via Zoom."

He reflected on the local community during lockdown saying "We were greeted everywhere we went, from those who climbed the mountain and walked around the lagoon - we enjoyed the village feel."

What was he hopeful for? "I hope that those having a hard time in lockdown can now get the support they need." There is optimism in his outlook too, "working with teenagers, they amaze me at their resilience. We have much to learn from the teenagers, our citizens of tomorrow."

SpiceLand

SPICELAND

50 Queens Road

☎ 09 527 1633

7 days 9am - 8:30pm

🌐 <https://www.spiceland.co.nz/>

f Spice Land

We caught up with Ruben from Spiceland to see how lockdown was for his business as they remained open during Level 4 as an essential service. He explained the things he was grateful for during lockdown, saying "We were granted a license to stay open in Level 4 so we could serve as an

essential service at what was a really difficult time for everyone. We really appreciated how our customers followed the distancing rules for everyone's safety, plus we were grateful to our staff who worked long hours re-stocking at night." Like many of us he also appreciated the daily updates from the Government "I also found PM Jacinda Ardern's daily briefings very reassuring during lockdown."

Now that lockdown has finished, we asked what he was working on for the future. Ruben explained "During lockdown we launched our Spiceland phone app which has 400 items available to buy. Customers have been successfully using the app and we are excited

for the future of this service. But most of all, we just really hope our valued staff enjoy their well-earned holidays after working such long hours during lockdown."





Competition time!

**Be in to win one of 20 X \$50
Panmure Shopping Vouchers**



It's easy to take part, simply tell us:

1. During lockdown which Panmure business were you most grateful for staying open?
2. Which Panmure business were you most looking forward to reopening after lockdown?



To enter, go to  **POPINTOPANMURE** and comment on the competition post.

No Facebook? Email your answers to promote@panmure.net.nz
or visit www.popintopanmure.co.nz/competition to enter.

Closing date: 14th June 2020



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Terms & Conditions: 1. Panmure Business Association staff and families, owners or employees of participating shops, restaurants or food outlets are not permitted to enter this competition. 2. Publication of the winners' names and photographs may be used for promotional purposes, unless requested otherwise by the winner. 3. Prizes are not exchangeable or redeemable for cash. No change will be given on vouchers. 4. Personal information provided will be held by the Panmure Business Association and used to inform you if you are a winner.