

Questions and Answers

What is the Innovation Precinct?

The Innovation Precinct will be a cluster of knowledge intensive and technology based innovative firms within Christchurch's central city. It has been designed to encourage interaction and creativity amongst people in the precinct.

The dynamic environment will act as a magnet and landing pad for internationally focussed businesses and people looking to combine quality of life with the opportunity to develop ideas.

Where is the Innovation Precinct located and what is the rationale for this location?

Covering an area of approximately 3.6 hectares, ChIP will be located in the south-east corner of The Frame and comprise three city blocks bounded by Lichfield, Manchester, St Asaph, High, Tuam and Madras Streets.

This location was chosen to be adjacent to the Christchurch Polytechnic Institute of Technology which is the largest tertiary education institution within central Christchurch. The innovation precinct will also help link CPIT with the city centre.

What is the Innovation Precinct's vision and objectives?

ChIP's vision is to provide a stimulating, enabling and dynamic environment that fosters idea generation, attracts a critical mass of technology based talented people and businesses, and ensures a thriving, competitive, knowledge-rich local innovation ecosystem.

It seeks to:

- establish a cluster of innovative firms and technology based businesses where skilled workers can collaborate and share knowledge;
- offer a central location for the provision of services and agencies that support innovation;
- become an internationally recognised hub for innovative firms, attracting like-minded companies from both within the region, throughout New Zealand and across the globe;
- use building design and a spatial framework to encourage interaction and creativity;
- provide a variety of accommodation options to allow the widest possible spectrum of the innovation eco-system the opportunity of being based in the precinct; and
- foster and develop the early stages of the innovation cycle – such as early stage innovators and innovative start-up firms.

What types of firm is the Innovation Precinct targeted towards?

ChIP will seek to attract a wide range of firms that are at different stages of development and of different size, including pre-start-ups, start-ups, small and medium enterprises (SMEs), large local firms, and multinationals.

ChIP will mainly target knowledge intensive, research and development focused firms. It will not be closed to a set industry, however a sector that is key to the success of both Christchurch and New Zealand's innovation system is the digital and technology sector.

Why would firms want to locate themselves in the Innovation Precinct?

Tenants will have the opportunity to be active participants in an innovative business community that encourages idea generation and sharing, and strives to transform creativity into market leading goods and services.

ChIP will offer innovative firms:

- an inspiring and flexible physical environment that encourages the creation of both formal and informal connections that grow collaboration and knowledge sharing
- the opportunity to link knowledge intensive companies through networks, events, shared spaces and close proximity to produce the 'collisions' that lead to shared ideas and partnership opportunities
- easy access to the relevant soft infrastructure and support services important to firm growth and development

What is considered an 'innovation firm'?

Residing within a range of industries, innovative firms are largely concentrated on developing new and improved goods and services through the utilisation of new knowledge and technology.

Can non-innovation firms be tenants in the Innovation Precinct?

In addition to innovative firms, the Innovation Precinct will have service firms (such as business development and networking services), small-scale retail businesses, and cafés and restaurants. This will enhance the vibrancy of the Innovation Precinct and stimulate a rich and dynamic ecosystem.

Does the Innovation Precinct have a strategy?

Yes. The Innovation Precinct's strategy was developed by the Ministry of Business Innovation and Employment (MBIE), along with Canterbury Earthquake Recovery Authority (CERA) and the Canterbury Development Corporation (CDC).

What are the critical success factors for the Innovation Precinct?

Drawing from international observations as well as recognising the unique challenges ChIP presents, the precinct must:

- have the right tenant mix and structure
- create a flexible and inspiring physical design and layout
- be interconnected with the local, national and international innovation systems
- align developments to the overall vision of the Innovation Precinct
- provide the right soft infrastructure and support services
- provide cost structures that can accommodate budget start-ups through to high end corporates
- be promoted to key target markets
- have an appropriate governance structure that will support the Innovation Precinct's vision and commercial sustainability.

These have been expanded within the *Christchurch Innovation Precinct Strategy*, which also explains in detail how the critical success factors will be achieved.

What is the purpose of the Spatial Framework and what impact does it have on planning rules?

The Framework is not a master plan, but rather a series of indicative design principles which define the intended urban design and spatial outcomes for the Precinct.

It defines the locations and pattern of development that will ensure the Precinct delivers on its vision of attracting and facilitating innovation. It also forms the basis for land use management and serves as a guideline to inform future discussions and decisions regarding the ongoing development within the Precinct.

The framework is a bridging document which sits between the high level BluePrint Plan and more detailed design proposals (Resource Consents) for individual sites.

What impact will the Innovation Precinct have on heritage buildings in the CBD?

Character buildings and facades are encouraged to be retained through the creative and contemporary adaptive re-use of the buildings and integration into new/ proposed built form.

Buildings and/or facades that could be retained include:

- Watson's Auctioneers Building
- CF Cotter + Co Building
- Excelsior Hotel
- McKenzie + Willis Building
- Duncan's Building
- Lichfield Warehouses (144-148 High Street)
- ACT Video (129 High Street)

Buildings and/or facades that will be retained include:

- Former High St Post Office (Alice's/C1)
- Buddle Findlay Building

Have landowners had a chance to view the Spatial Framework? What has their reaction been?

All landowners have had the opportunity to view the Spatial Framework. There's been a good level of support for the design principles and general direction of the Innovation Precinct.

Who is paying for the development of the Innovation Precinct?

The Innovation Precinct will be a market-led development, meaning that all development will be funded through the private sector.

How is the Government contributing to the development of the Innovation Precinct?

While the Innovation Precinct is a market-led development, the Government has taken a facilitative role in the initial stages. This includes the development of the Innovation

Precinct's strategy, commissioning of the Innovation Precinct Spatial Framework and engaging with landowners, developers and tenants.

The Government has also announced that it will support the development of an innovation hub to accommodate start-ups within the Precinct. This will be a purpose built co-working facility that provides start-up firms with a low-rent option, ensuring their participation in the Innovation Precinct's knowledge-rich environment.

Callaghan Innovation's and New Zealand Trade and Enterprise's business-facing services will also be present in the Innovation Hub.

Who will manage the Innovation Precinct in order for it to achieve its objectives?

On-going management of the Innovation Precinct would likely involve the following functions:

- tenant/landlord facilitation;
- attracting new tenants;
- marketing and branding (e.g. website, tenant profiling);
- coordinating soft services such as networking events and connectivity with other national and international innovation precincts.

In the development phase for ChIP, these functions are being provided by the government. As ChIP becomes more established, it is envisioned that an operator will provide these functions and link ChIP with a wider network of Innovation Precincts.

How does this fit with the wider Government Business Growth Agenda?

Internationally, there is a recognised role for governments to support development of a country's innovation system. Innovation precincts are consistent with the Government's Business Growth Agenda and encouraging the formation of innovation parks is a key action within the Building Innovation report.

Who produced the Innovation Precinct Spatial Framework and what did it cost the government?

The Spatial framework was commissioned by MBIE. It was developed by Architectus (master planning and urban design,) working in collaboration with Biz Dojo (innovation environments and strategy), Wareham Cameron + Co (project economics) and Planz (planning consultants).

The consortium was selected through an open contestable RFP process.

The cost for the Spatial Framework was \$130,000 ex GST.

Additional strategies are currently being developed.