

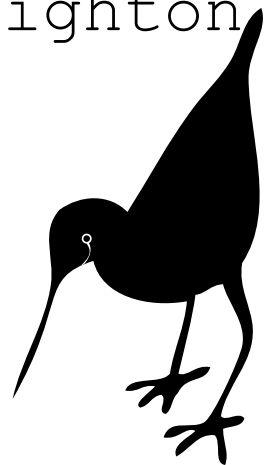
Community Assets Analysis for Greater New Brighton

December 2012

Renew Brighton, on behalf of the community of greater New Brighton



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**Christchurch
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EXECUTIVE SUMMARY

Background

The greater New Brighton community has experienced significant change post-quake. Renew Brighton has developed locally alongside other community organisations as a project group committed to a positive future for the greater Brighton community. In response to the lack of up-to-date demographic and service information on the community, Renew Brighton sought funding to enable the group to contract a strengths-based community analysis research project, engaging the services of a social researcher to work alongside a working group, in a collaborative community-led research process. This asset analysis was intended to focus on assessing the strengths of Brighton, and identifying the characteristics and values of the Brighton population. The research also sought to identify gaps in the community and on the basis of this information, provide guidance to assist with planning to meet present and future needs.

In practice, the research was largely undertaken by an independent researcher working alongside Renew Brighton.

The aim of the research was as follows:

To develop a profile of the current community, identifying its strengths and social and community assets, which can be utilised by the whole community to assist it to move forward positively into the future.

In total, close to 300 people had their say about greater New Brighton, either in person or via survey. The research methodology also employed review of the CINCH database of community activities, analysis of census, health and electoral demographic data and review of prior research and relevant reports.

The Community of Greater New Brighton Today

Using the demographic data currently available and given the changes still being experienced in the area as residents continue to move from red-zoned properties or repair / rebuild other damaged properties in the area, we are in no position to accurately profile the population of the greater New Brighton area. The findings of the next Census in 2013 are long-awaited. The information available indicates that the population of the research area itself has declined but not markedly as yet. It is set to further reduce until early mid-2013 when Government Buy-out offers for the area all expire. Population decreases are strongest in Rawhiti and South Shore, and the population decrease of Bexley, likely to be around 2,000 residents also impacts heavily on New Brighton where many residents tended to shop and access other services.

In terms of its composition, there is no reason to think that the kinds of people who live in greater Brighton have changed markedly since the last Census. Census data reveals it as a diverse population in terms of income, education employment and family structure. While none of the area units of greater New Brighton fall at the extremes of Socioeconomic Deprivation ratings on the NZ Deprivation Index, they do nevertheless vary widely; areas of higher living standard are located to the north and south of the greater New Brighton catchment. The community is less multicultural in character than Christchurch and much less multicultural than New Zealand as a whole. Locals identify the community as unpretentious and accepting of difference.

With its proximity to significant areas of green space, to the surf beach, the estuary and the river, the greater New Brighton area lends itself to outdoor physical recreation and this is reflected in the wide range of sporting and physical recreational groups, clubs and organisations in the area. The community is a creative one, and is also well-served by arts and crafts-based groups and organisations, choirs and community music groups.

The strength of the greater New Brighton reflected in its arts and recreation sector sits alongside a strong community and social support infrastructure. Ground work preparing the community for civil defence response had occurred pre-quake and was identified as helpful in recent times. The community is serviced by a number of churches with strong community outreach programmes and commitment, and these churches work well alongside each other. Churches were key responders to community need post-quake, and their level of community involvement and community development role in greater New Brighton has continued to increase since that time. A number of other community organisations sit alongside these, and the community has been assessed as having high levels of social capital compared with other communities. Volunteering is strong, the community is well-served by residents' associations, and participation in community initiatives is high. Groups are beginning to collaborate with each other more now than in the past, and Renew Brighton was identified as one of the factors making this happen.

The Assets of Greater New Brighton

The community has been through a very challenging time. Even before the earthquakes, the area had a struggling retail and commercial sector and there was frustration at lack of progress in redeveloping the physical heart of New Brighton to achieve its full potential. Many in the community felt let down over hopes that were not being realised. It seemed to some residents that the earthquakes knocked New Brighton just as some positive things were starting to happen to move the community forward.







in memorial of our forest...many walks, bike rides, adventures and photoshoots took place here. Excited about the future of Brighton.



a success story....



challenges....



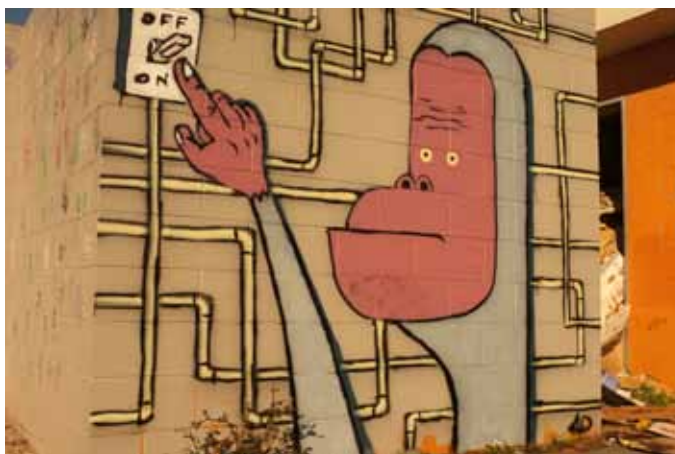
mural madness in new brighton

During the month of November, as many walls as possible around Brighton will be painted with murals. Brighton's talented artistic community will be celebrated. Murals will appear everywhere, beautifying the area, giving Brighton a point of difference and making her a venue!

Mural Madness will be launched on Saturday 3 November.

For more information please During the month of November, as many walls as possible around Brighton will be painted with murals. Brighton's talented artistic community will be celebrated. Murals will appear everywhere, beautifying the area, giving Brighton a point of difference and making her a venue!

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Post-quake, many residents feel that the community of greater New Brighton is now stronger than ever – more supportive of each other, more connected as neighbours, with a strong pride in the area and its people and physical assets.

Despite loss of some key amenities as a result of the quakes, and most notably QEII, the area is seen as asset-rich.

In terms of physical assets, the three most-identified assets were:

- the beach/estuary;
- the New Brighton Library; and
- the pier.

Also strongly valued are the local events, especially because they boost local business by attracting visitors to the area, local skate and mountain bike amenities offered at Thompson Park and Bottle Lake, the significant green spaces, the churches and their community activities, the sports clubs of Greater New Brighton – especially touch rugby, rugby, tennis, surf lifesaving, the growing café culture, local schools and local community initiatives such as the Community Gardens and the array of community groups and clubs on offer. Locals valued the shopping and services that were available in the area.

Among the four most frequently identified assets of the community in this research was an intangible asset – the people of Brighton and their sense of identity, their collective community spirit, their sense of ethic and of community, their friendliness and welcoming characteristic as a community, an holistic approach to life, egalitarian character, hard work and passion for the community.

Other intangible assets also emerged:

- Acceptance and lack of pretence
- Holiday, beachy pace
- Village feel
- The history of Brighton
- Friendliness of locals
- Family-friendly

Hopes and Dreams for Greater New Brighton

While the research focus was the whole community, much time was spent in consultations discussing people's hopes and dreams for the mall area. This affirmed this space as the physical heart of Brighton, even if the beach is its soul. As a key location where the community comes together, it is critical that the redevelopment of the mall creates positive change. The hopes and dreams for the mall expressed in the present research align well with the goals of the Draft New Brighton Centre Master Plan (CCC, December 2012).

Key themes which emerged from the present research regarding how the mall area could be enhanced should be advocated for in the next stage of Council's master plan process. These are:

- **Safety** – from graffiti and vandalism, personal safety at night, appropriate lighting, host responsibility
- **Catering for local needs** – produce, meat, organics and wholefoods, clothing, hardware, banking needs etc.
- **Boutique shopping with a difference** – browsy, quirky shops – arts, crafts, antiques / vintage, locally produced goods, destination foodie shopping
- Connection to drawcard – leisure pool / salt water pool, tram, aquarium, outlet shopping
- **Accessibility** – disability/older adult/buggy -friendly, connections to cycleways, pedestrian-friendly
- **More compact** – the mall does not need to serve the same population base or trip purpose as it did in the past – a smaller, more compact retail area would have more of a village feel
- **Wind Protection** – design to avoid wind tunnels, provide wind breaks near seating areas
- **Attractive with a beachy, chilled-out flavour and feeling of unity** – bright colour, lots of plantings including flowers, theme to signage
- **Appealing eateries** – great café culture already developing and able to be built on – wine bars, family-friendly dining, indoor-outdoor and day and night
- **Attract people in evenings** in summer months – night market, festive lighting, cafes/bars with live music
- **Plenty of seating** – places to sit and chat, watch performers etc.
- **Central gathering space** – performance friendly – village green / courtyard
- **Nurture small businesses** – explore viability of boutique IT hub / hub for creative businesses – designers, architects, jewellery makers – clustered together in affordable spaces
- **Public art**
- **Family-friendly** – good public toilets, appealing playground, connection to beach, pier and library

Thinking about the wider community of Brighton, the hopes and dreams most commonly expressed for greater New Brighton community centred around the following themes:

- Greater New Brighton should be a ***strong, thriving, nurturing and cohesive community***.
- Brighton should be a ***destination, with a point of difference*** incorporating the key themes of art and creativity, environmental sustainability, water and aquatic recreation and sport
- ***Brighton needs a draw card*** – a key attractor / cluster of attractors that would make people from other parts of the city and visitors from elsewhere want to come – eg. pool complex, cycle track network, boardwalk or promenade, connection to a river park developed in red zone river land, night market / farmer's market.
- Greater New Brighton has a ***strong events*** calendar but this can be built on further - Brighton should be known as the place to come to do cool things – with more events, tournaments, and outdoor music.
- The ***creative potential*** of the greater New Brighton community could be more unleashed. As a community which includes many creative people including many who make a living through their art / craft, there is considerable potential for this to be celebrated and facilitated to a much greater degree than at present through public art, performance spaces and opportunities, and collective enterprise – eg. an artisan hub.
- ***Sustainability*** should be fostered.
- Attractiveness to live, shop and play should always be balanced with affordability so that the area can ***remain a diverse community***, where people of lots of socioeconomic and interest groups come together.
- ***The spaces and places of Brighton should be more connected*** -eg. library/pier - mall, the surf clubs -public play spaces, stronger networks of walkways and cycle tracks, shared-use facilities.
- The ***routes into Brighton should be enhanced***.
- There should be a ***stronger cultural connectedness and identity***.
- South New Brighton, Central New Brighton and North New Brighton Schools have their own cultures and each serve as key community hubs. Many of the stakeholders interviewed expressed a desire to ***see local schools remain open***, for reasons of accessibility, school culture and community.

Summary

The easy part of any project such as this is the gathering of ideas and data and sharing of findings. The big challenge is taking the information that comes out of research and applying it to make a real difference in the community. The

information in this report belongs to everyone who lives or works in the greater New Brighton community and wants to see it continue to move forward and become even better. The research has affirmed the huge assets of Brighton, both in people and resources. The area is a great place, teetering on the brink of becoming even better. Awesome things have begun with the gap filler projects, the development of the Creative Quarter, initiatives of local churches, networking forums and with the Council's master plan work. The more local people who actively engage in the great things that are developing locally, the more chance that the hopes and dreams expressed in this report will become a reality.

1. BACKGROUND

The greater New Brighton community has experienced significant change post-quakes. Renew Brighton has developed locally alongside other community organisations as a project group committed to a positive future for the greater Brighton community. In response to the lack of up-to-date demographic and service information on the community, Renew Brighton sought funding to enable the group to contract a strengths-based community assets analysis research project, engaging the services of a social researcher to work alongside a working group, in a collaborative community-led research process. This asset analysis was intended to focus on assessing the strengths of Brighton, and identifying the characteristics and values of the Brighton population. The research also sought to identify gaps in the community and on the basis of this information, provide guidance to assist with planning to meet present and future needs.

In practice, the research was largely undertaken by an independent researcher, Sarah Wylie, working alongside Renew Brighton.



2. SCOPE OF STUDY: AIMS AND OBJECTIVES

The aim of the research was as follows:

To develop a profile of the current community, identifying its strengths and social and community assets, which can be utilised by the whole community to assist it to move forward positively into the future.

In order to effectively deliver on the aim of the research, the research sought to provide a comprehensive profile of the following:

Demographic Profile

- Demographics of greater New Brighton's population and identification of future demographic trends of this community. Given the limitations of Census data currently available, this profile also utilised health data, feedback from schools, electoral roll information, and information from CERA.

Community, Health and Social Service Profiling

- The existing community, social and health agencies at work in the greater New Brighton area were profiled, and barriers to access, now and in the future were identified along with gaps and issues in existing provision of services.

Recreation and Arts Profiling

- The existing recreation and arts providers and organised recreation / arts opportunities in the greater New Brighton area were profiled, and barriers to access, gaps and issues in existing recreational and arts organised activities identified.

What it means to live/work/play in the Brighton Community

A key outcome of the research was intended to be an assets analysis about what is great about about living in this area and why. What do local people love and want to retain about their community, and what they want to see strengthened and preserved for the future?

What are the hopes and dreams of the community for Brighton?

A key emphasis of the research was to be capturing and documenting hopes for the future of greater New Brighton.

3. METHODOLOGY

In order to meet the research objectives, the research design included the following activities:

- A. Collation and analysis of demographic statistical data available from Statistics New Zealand from the 2006 Census, supplemented with data from Partnership Health Canterbury, CERA, CCC, Ministry of Education and Electoral Commission¹.
- B. Extensive interviews and small focus groups were undertaken with members of the greater New Brighton community. Sampling was purposive, to ensure that a cross section of the population is consulted including all age groups, people with disabilities, Maori, local business people and from throughout the geographic communities in focus. Focus groups were undertaken at key community gathering points including local churches and community venues.

Interviews (individual or group as appropriate) were also undertaken with the following:

- members of Renew Brighton
- Community development workers based in the community
- Youth workers
- Other key community groups sharing the vision of RB

Consultations utilised semi-structured interview techniques to obtain qualitative information relating to all objectives of the research. Via these interviews and focus groups, other key stakeholders in the Brighton community not included in the initial informant group were identified and contacted for interview. Self-completion questionnaires were offered to individuals or groups who declined interview / focus group participation in an effort to obtain the input of as many local experts as possible. Heavy demands on community providers' time are recognised and respected.

All interviews and focus groups will be undertaken in accordance with the ethics protocol of the Association of Social Science Researchers.

The following key stakeholders (N=34) in greater New Brighton took part in the comprehensive interview:

¹ Information was obtained from the Electoral Commission regarding number of enrolled voters in the research area but this is not presented as it was of limited usefulness, not necessarily reflecting place of residence.

- Rebecca May, Community Worker, Renew Brighton
- Toni Burnside, Principal, Central New Brighton School
- John Brockett, Principal, South New Brighton School
- Brian Walkinshaw, Principal, North New Brighton School
- Sergeant Bevan Seal, Community Safety Team, New Brighton Police
- Mary McCammon, Community Worker, Te Waka Aroha
- Katrina Hill, Community Deacon & Jethro Day, Intern, St Faiths Anglican Church
- Sam Harvey, Pastor, Grace Vineyard Beach Campus
- Mark Turner, Minister, New Brighton Union Church
- Simon Hill, Jacqui Miller, Recreation Advisors & Sylvia Smyth, Strengthening Communities Advisor, Christchurch City Council
- Nicole Reddington, Community Learning Librarian, New Brighton Library, Christchurch City Council
- Kelly Hansen, Parks Planner, Christchurch City Council
- James Ridpath, Youth Alive Trust Manager
- Sarah Butterfield, Tracey Keen, Jenny Talbot & Georgia Keen, New Brighton Project
- Rodney Butt, New Brighton Rugby Football Club
- Nigel Cox, South Brighton Surf Lifesaving Club
- Harry & Margaret Wolverkamp, Grace Vineyard Older Person's programmes
- Haimona Hale, Tiputaitama Voyaging Trust
- Cathy Sweet, New Brighton Community Garden
- Frauke John, resident
- Kerry McCammon, local resident
- Nicki Griffin, Owner-Operator, Bin Inn
- Kim Money, North New Brighton Resident's Association and Community Connections Nga Ngaru

Four teachers at North New Brighton School who live and work in the Brighton community completed the interview schedule as a self-completion questionnaire and their feedback was analysed with interview data.

Focus groups were undertaken with the following:

- Members of the local Youth Workers' Network
- South Shore Resident's Association
- North Shore Resident's Association
- A group of Central New Brighton year 7 and 8 students
- South New Brighton School Student Council

- C. Supplementing this, a shorter interview was developed for volunteers to conduct with members of the public at a variety of venues in the area. In practice, this was largely employed by the principal researcher and the Renew Brighton Coordinator, either with individual or small groups.

Fifty residents and visitors to Brighton undertook the short interview, and one of the following locations:

- Spring River Festival
- The St Faiths Community Lunch
- South New Brighton Anglican Parish community lunch
- Union Church sausage sizzle
- Te Waka Aroha Community Lounge
- North New Brighton Playcentre

This interview schedule was completed by several parents present at the youth conversation café, as a self completion questionnaire.

- D. An online survey, publicised via e-mail databases and Facebook, and flyers was undertaken, with 164 responses. The principal researcher attended the family Fun night held in October at Grace Vineyard and also recruited people to complete it on the spot using an Ipad.
- E. The CINCH database and local community and recreation directories was reviewed to determine the range of activities currently in place serving the local community.

In total, close to 300 people took up the “*count me in*” challenge and had their say about greater New Brighton, either in person or via survey.

The researcher acknowledges that there are many fantastic people doing great things in the greater New Brighton community who did not get the chance to be interviewed as part of the research. More time could also have been spent reviewing prior research, but resources only stretch so far. However this research report should not be viewed in any way as an end-product, but rather a step in a journey. Action planning will follow in the next stage of the process being facilitated by Renew Brighton. Get involved!

4. DEMOGRAPHIC PROFILE

4.1 Census Data

Demographic data was analysed for the following five Statistics New Zealand area units:

- South Brighton
- New Brighton
- Rawhiti
- North Beach
- Waimairi Beach.

These are shown in Figure 1. This area extends westward beyond what might be considered as Brighton, to include part of Queenspark (in the Waimairi area unit). The total area profiled is bounded by the Pacific Ocean to the east, Rothesay Rd to the north, Inwoods Rd – Queenspark Drive to the northwest, Frosts Rd and Anzac Drive south to the Avon River, and the Avon River and Estuary to the southwest.

Population: Who Lives in Greater New Brighton?

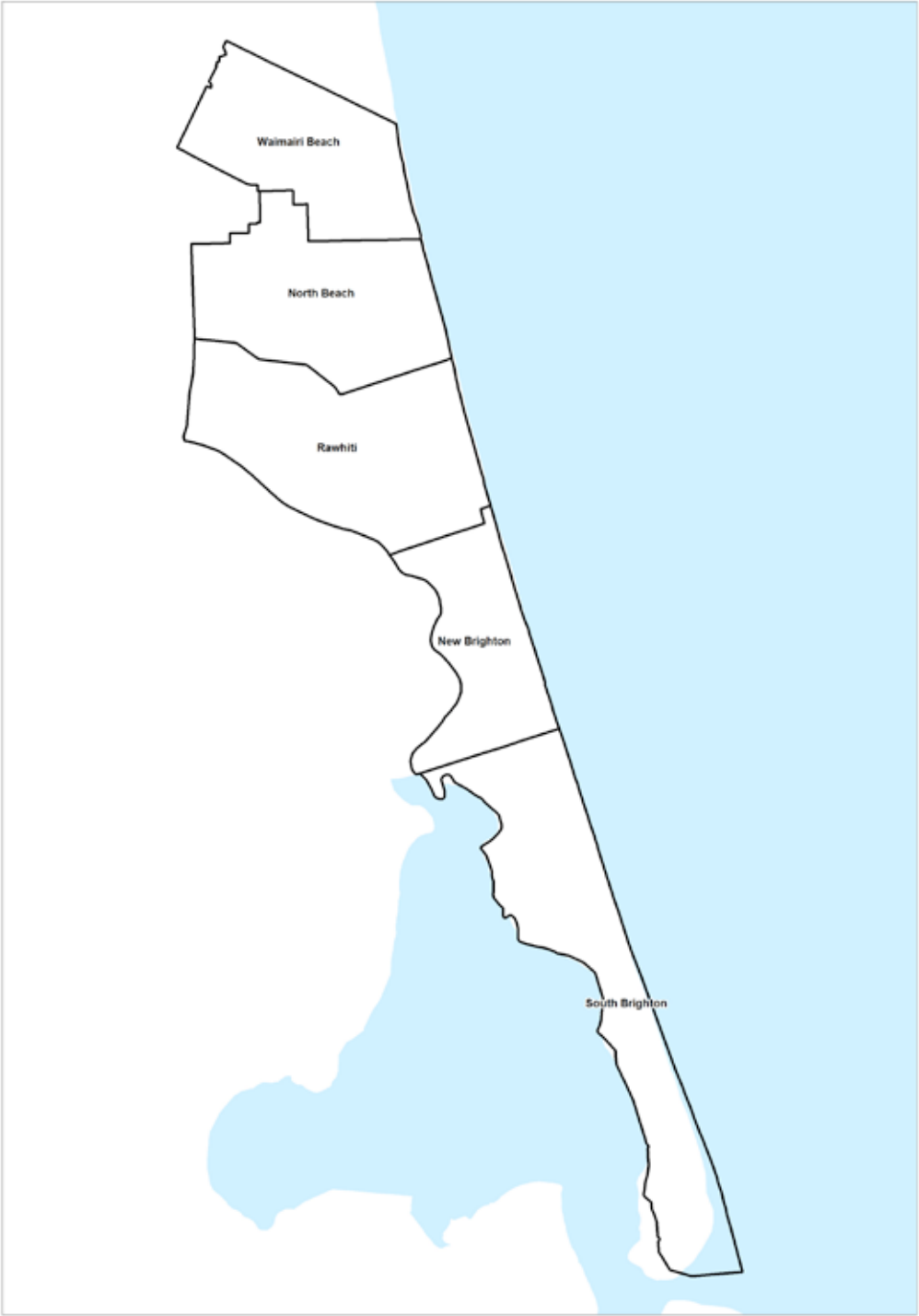
Usual resident population at the time of the last census in March 2006, and Statistics New Zealand population estimates for 30 June 2006 and 2011 and percent change between the two population estimates is presented in Table 1. Findings show strongest population decline post-quake for Rawhiti, with Waimairi beach showing no post-quake population decline over this period. Note that these projections are for 2011, and do not therefore reflect the impact of residential red zoning on population.

Table 1. Populations Per Area Unit 2006 and Estimated for 2011

	South Brighton	New Brighton	North Beach	Rawhiti	Waimairi Beach	Total-Greater Brighton
Usual Resident population March 2006	3,642	2,556	4,677	4,968	2,889	18,732
Population estimate June 2006	3,780	2,660	4,850	5,140	3,000	19,430
Population estimate June 2011	3,570	2,570	4,900	4,610	3,380	19,030
% Change	-3.5	-4.5	-0.2	-13.7	+0.3	-2.0

Community profiles prepared by Christchurch City Council for New Brighton / South Shore and North New Brighton / North Shore in September 2011 presented population projection data to 2031. Population is projected to grow only very slightly from 2011 onwards for New Brighton, with a stable population projected for New Brighton / North Shore.

Figure 1. Map of Area Units in Greater New Brighton



Of the total population for the area defined as greater New Brighton, 52.4 percent of the usual resident population in 2006 were female and 47.5 percent male. Age breakdowns are presented in Table 2.

Table 2. Usual Resident Population by Age, March 2006

	South Brighton	New Brighton	North Beach	Rawhiti	Waimairi Beach	Total- Greater Brighton
0-4 years (%)	240 (6.6)	189 (7.4)	351 (7.5)	321 (6.5)	225 (7.8)	1,326 (7.1)
5-14 years (%)	420 (11.6)	306 (12.0)	627 (13.4)	582 (11.7)	420 (14.6)	2,355 (12.6)
15-24 years (%)	420 (11.6)	321 (12.6)	567 (12.1)	582 (11.7)	309 (10.7)	2,199 (11.7)
25-64 years (%)	2,133 (58.6)	1,395 (54.6)	2,583 (55.2)	2,535 (51.0)	1,674 (58.0)	10,320 (55.1)
65+ years (%)	432 (11.9)	342 (13.4)	546 (11.7)	951 (19.1)	261 (9.0)	2,532 (13.5)
Median Age	38	35	34	38	36	18,732

Comparison between area units shows Waimairi beach as the area with largest proportion of children and New Brighton as having slightly larger proportions of young people. The proportion of the population in Rawhiti aged 65 and over was considerably higher than in other areas.

Comparing greater New Brighton with Christchurch as a whole, Brighton has a slightly larger proportion of preschool-aged children in its population (6.2 percent of Christchurch city's residents aged 0-4 years) and young people comprise a slightly smaller proportion of the population (15-24 year olds comprised 15.3 percent of Christchurch's population in 2006). Brighton has the same proportion of children 5-14 years and older people 65 and over as Christchurch as a whole. The median age of Christchurch residents in 2006 was 36.

Compared with Christchurch city as a whole, greater New Brighton is less culturally diverse. In comparison, 88.3 percent of Christchurch's population in 2006 identified as European or "other" (typically "New Zealander"), compared with 92.2 percent of residents of greater New Brighton. The proportion of the population identifying as New Zealand Maori is the same for greater New Brighton as for Christchurch, at 8.5 percent. Proportions of the population identifying as Pacific Island and MELAA were slightly lower for greater New Brighton than Christchurch (2.8 and 0.8 percent for Christchurch respectively), while the proportion of the Brighton population who identify as Asian is considerably lower in Brighton compared to Christchurch as a whole, where 7.9 percent of residents in 2006 identified as Asian.

Table 3. Usual Resident Population by Ethnicity, March 2006

	South Brighton	New Brighton	North Beach	Rawhiti	Waimairi Beach	Total- Greater Brighton
European Including "Other" (%)	3,468 (97.0)	2,355 (94.5)	4,284 (95.1)	4,443 (93.4)	2,733 (96.3)	17,283 (92.2)
NZ Maori (%)	279 (7.8)	225 (9.0)	456 (10.1)	444 (9.3)	183 (6.4)	1,587 (8.5)
Pacific Islands (%)	54 (1.5)	63 (2.5)	99 (2.2)	114 (2.4)	45 (1.6)	375 (2.0)
Asian (%)	42 (1.2)	84 (3.4)	96 (2.1)	156 (3.3)	93 (3.3)	471 (2.5)
Middle East / Latin America / African ("MELAA") (%)	15 (0.4)	15 (0.6)	12 (0.3)	9 (0.2)	3 (0.1)	54 (0.3)

**Percentages do not total to 100 as some people identify with multiple ethnicities.*

Compared with Christchurch's population, residents in Brighton in 2006 were slightly more likely to have been born in New Zealand. (79.1 percent of greater New Brighton residents born in New Zealand compared to 76.6 percent of Christchurch City residents).

Families and Households

Census data on household composition is presented in Table 4.

Table 4. Household Composition, March 2006

	South Brighton	New Brighton	North Beach	Rawhiti	Waimairi Beach
Family/ies with or without children (%)	1,032 (69.5)	654 (57.5)	1,278 (67.5)	1,260 (60.9)	852 (82.8)
Single person household (%)	378 (25.5)	414 (36.4)	477 (25.2)	669 (32.3)	135 (13.1)
Multi-person household (%)	66 (4.4)	57 (5.0)	105 (5.5)	96 (4.6)	36 (3.5)
Proportion of houses rented	21.4%	34.6%	25.2%	28.1%	17.5%

Of families with children, single parent households are most common in the New Brighton area unit and least common in Waimairi Beach.

- Of the 606 families with children in South Brighton, 30.2 percent were single parent families, and 69.8 percent two-parent families.

- Of the 414 families with children in New Brighton, 42.8 percent were single parent families, and 57.2 percent two-parent families.
- Of the 804 families with children in North Beach, 38.8 percent were single parent families, and 61.2 percent two-parent families.
- Of the 726 families with children in Rawhiti, 39.3 percent were single parent families and 60.7 percent two-parent families.
- Of the 504 families with children in Waimairi Beach at the time of the last census, 21.4 percent were single parent families, and 68.6 percent two-parent families.

In total, just over a third of families with children in the greater New Brighton area in 2006 comprised single parent families. This proportion is slightly higher than for families within children across Christchurch city.

Education and Work

Census data on level of education attainment is presented in Table 5. Findings indicate that based on the 2006 population, the South Brighton community as the most educated, followed by Waimairi Beach. In comparison, 21.4 percent of Christchurch's population aged 15+ had no qualifications, 36.5 percent a school-level qualification, 28.8 percent a post-school qualification up to Bachelors level and 4.7 a post-graduate level qualification.

Table 5. Highest Education Qualification of Residents Aged 15 Years and Over, March 2006

	South Brighton	New Brighton	North Beach	Rawhiti	Waimairi Beach	Total-Greater Brighton
No Qualification (%)	588 (19.7)	531 (25.8)	1,002 (27.1)	1,128 (27.7)	453 (20.2)	3,702 (24.6)
School Qualification level 1-3 (%)	1,107 (33.1)	699 (33.9)	1,338 (36.1)	1,809 (34.2)	903 (40.3)	5,856 (38.9)
Post School Qualification level 4+ to Bachelors level (%)	939 (35.5)	555 (26.9)	918 (24.8)	489 (22.3)	666 (29.7)	3,567 (23.7)
Post-Graduate Degree or higher (%)	141 (4.7)	96 (4.6)	105 (2.8)	93 (2.2)	75 (3.4)	510 (3.4)

The employment status of the resident population aged 15 and over at the time of the last census is presented in Table 6. Compared with Christchurch as a whole, greater New Brighton has a slightly larger proportion of population in

employment. 47.5 percent of Christchurch residents aged 15 and over are employed full-time and 15.5 percent part-time. The proportion of the population unemployed at that time was the same for Christchurch as for the research area, at 3.0 percent.

Table 6. Employment Status of Residents Aged 15 Years and Over, March 2006

	South Brighton	New Brighton	North Beach	Rawhiti	Waimairi Beach	Total-Greater Brighton
Employed Full-time (%)	1,542 (51.7)	921 (44.7)	1,830 (49.4)	1,800 (44.2)	1,248 (55.7)	7,341 (48.8)
Employed Part-time (%)	489 (16.4)	321 (15.6)	537 (14.5)	528 (13.0)	351 (15.7)	2,226 (14.8)
Unemployed (%)	93 (3.1)	75 (3.6)	105 (2.8)	123 (3.0)	51 (2.3)	447 (3.0)
Not in Labour Force (%)	813 (27.2)	699 (33.9)	1,119 (30.2)	1,449 (35.6)	558 (24.9)	4,638 (30.8)
Not included (%)	48 (1.6)	45 (2.2)	108 (2.9)	162 (4.0)	33 (1.5)	396 (2.6)

Financial Wellbeing

Income data from the 2006 census for Greater New Brighton is presented in Table 7.

Table 7. Income Data, March 2006

	South Brighton	New Brighton	North Beach	Rawhiti	Waimairi Beach	Christchurch City
Median Personal Income (15+ population)	\$26,300	\$20,500	\$23,000	\$21,300	\$29,700	\$23,400
Median Household Income	\$48,700	\$34,200	\$41,300	\$36,800	\$68,200	\$48,200
Proportion of Households with Income less than \$20,000	12.9%	23.2%	15.7%	21.9%	9.4%	7.8%
Proportion of Households with Income \$100,000+	13.9%	5.3%	7.1%	6.5%	23.1%	16.6%

Findings indicate that Waimairi and South Brighton were the area units with highest income levels. Lower income levels in Rawhiti most-likely reflect its large older person population, while New Brighton's lower income levels are not age-related. New Zealand Deprivation Index ratings for the area units comprising Greater Brighton (where 1 indicates the 10 percent of least deprived area units

in New Zealand and 10 the 10 percent of most deprived communities) were as follows:

- | | | | |
|------------------|---|------------------|---|
| • South Brighton | 5 | • North Beach | 7 |
| • New Brighton | 8 | • Waimairi Beach | 3 |
| • Rawhiti | 7 | | |

4.2 PHO Health Data

Partnership Health Canterbury is able to identify a count of all patients enrolled with each primary health provider (GP) by age, gender and ethnicity. This information is regarded as a useful source of population data alongside census data for post-quake Christchurch. While the count will include some people who do not reside within the greater New Brighton community, they are people who choose to come to this community to access health care, and more than likely other services as well.

This information was sought for medical centres within the five area units covering greater New Brighton:

- New Brighton Health Care
- New Brighton Village Health Care
- QEII Medical Centre
- South New Brighton Medical Centre
- Travis Medical Centre

As at June 2012, 20,297 people were enrolled at the five primary health providers located within greater New Brighton, higher than the number of residents on Census night, 2006, 18,732.

Those enrolled at the five health centres included:

- 1,625 preschoolers (8.0 percent of total enrolled population);
- 2,834 children aged 5-14 years (14.0 percent of total enrolled population);
- 2,382 young people aged 15-24 years (11.7 percent of total enrolled population);
- 10,533 adults aged 25-64 years (51.9 percent of total enrolled population); and
- 2,923 people aged 65 and over (14.4 percent of total enrolled population).

4.3 CERA Red Zoning of Residential Land in Greater New Brighton

A significant proportion of the residential land red-zoned by CERA falls either within greater New Brighton or in the neighbouring suburb of Bexley. These areas are currently experiencing depopulation as property owners take up the Government buy-out offer and move out. The precise number of properties red zoned and zoned TC3 in Bexley, North New Brighton, South Shore and South New Brighton and number of red zone buy-out offers taken up to date was requested from CERA but has yet to be supplied. However the following maps illustrate the extent of the red zone and TC3 (blue) areas.

Figure 2. Residential Land Zoning: North New Brighton



Figure 3. Residential Land Zoning: Central New Brighton and Bexley

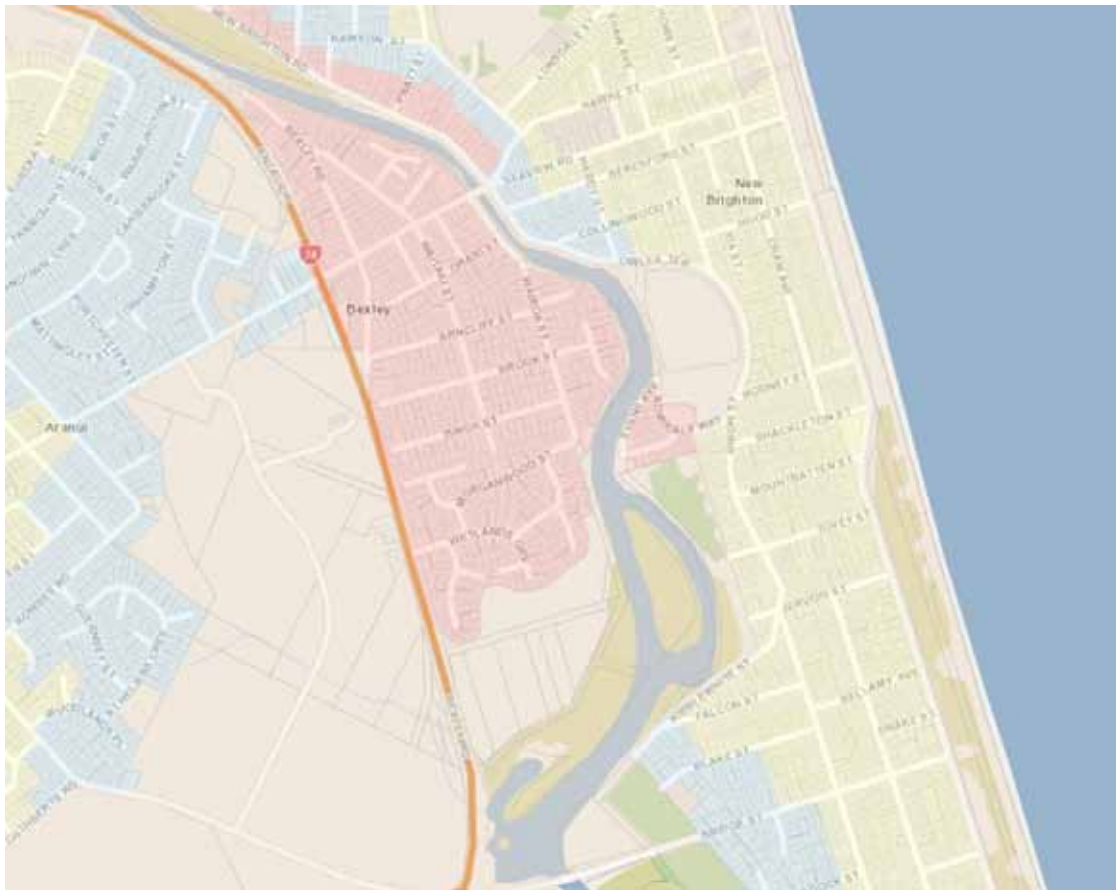
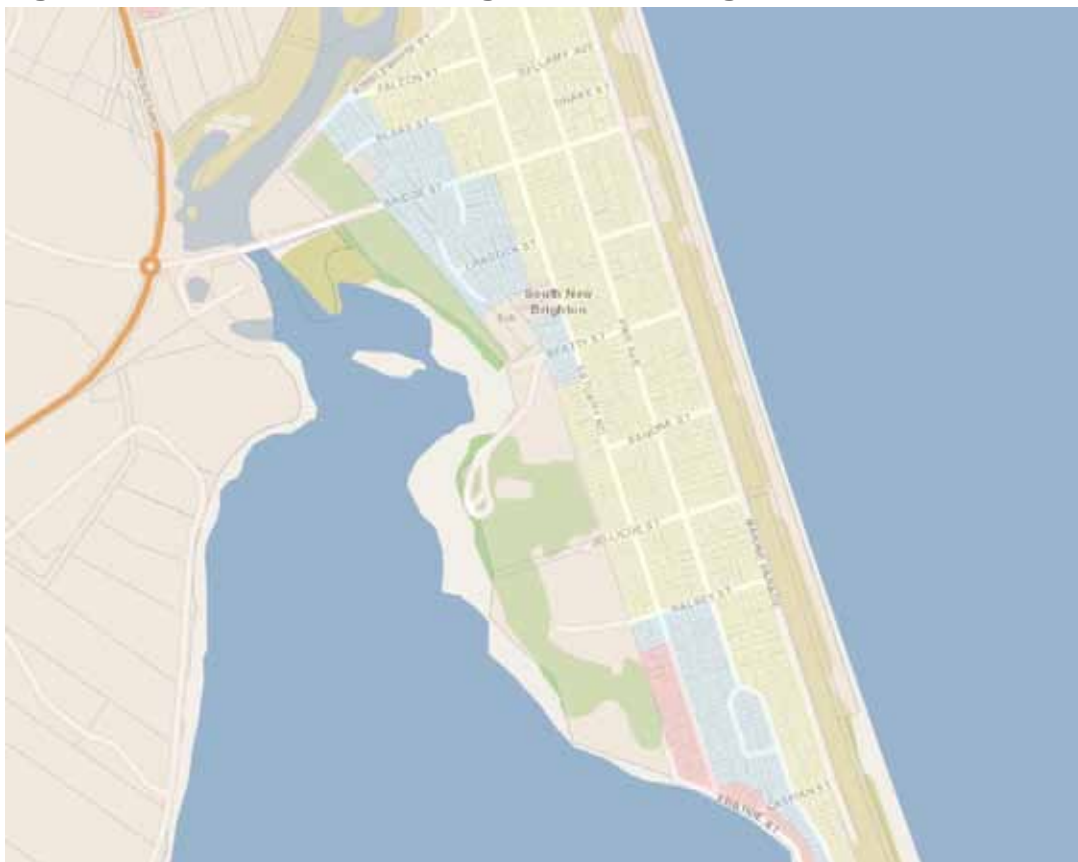


Figure 4. Residential Land Zoning: South New Brighton



198 of the 401 properties in South Shore West closest to the estuary were among the last of the Christchurch residential properties to be zoned red. However the largest number of red-zoned properties within the area defined as greater New Brighton fall within Rawhiti, in the area west of Freeville School and bordered by Anzac Drive and the Avon River. The areas of greater New Brighton suffering largest loss of residential housing stock and therefore population are at the western and southern edges of the community.

Type of offer	Final date to accept	Final settlement date
Insured residential properties	31 March 2013 (or 31 May 2013 for properties in South New Brighton and Southshore West)	30 April 2013 (or 30 June 2013 for properties in South New Brighton and Southshore West)
Not for profit properties	31 March 2013 (or 31 May 2013 for properties in South New Brighton and Southshore West)	30 April 2013 (or 30 June 2013 for properties in South New Brighton and Southshore West)
Properties under construction	31 March 2013 (or 31 May 2013 for properties in South New Brighton and Southshore West)	30 April 2013 (or 30 June 2013 for properties in South New Brighton and Southshore West)
Vacant land	31 March 2013 (or 31 May 2013 for properties in South New Brighton and Southshore West)	Within six weeks after signing the agreement for Sale and Purchase (or the final settlement date, 30 April 2013 (or 30 June 2013 for properties in South New Brighton and Southshore West) whichever comes first)
Commercial/industrial insured properties	31 March 2013 (or 31 May 2013 for properties in South New Brighton and Southshore West)	30 April 2013 (or 30 June 2013 for properties in South New Brighton and Southshore West)
Uninsured – commercial industrial and residential properties	31 March 2013 (or 31 May 2013 for properties in South New Brighton and Southshore West)	30 April 2013 (or 30 June 2013 for properties in South New Brighton and Southshore West)

<http://cera.govt.nz/residential-red-zone/crown-offers>

Anecdotally, it appears that owner-occupier families and younger adults are tending to be among the first to take up Government buy-out offers and relocate, with those in rental accommodation and older people more likely to remain in red-zoned properties for longer. In reality, this means that as the deadline for settlement with the Crown draws closer, the areas red zoned are likely to include the more vulnerable residents left living without any/many neighbours, and potentially without the same level of community support previously experienced.

4.4 Ministry of Education Shaping Education Reporting

According to the Ministry of Education Reshaping Education Rationales for Change for South New Brighton, Central New Brighton, North New Brighton and Freeville Schools, the rolls of the four primary schools in the cluster fell by 165 students between July 2010 and 2012, including a fall of 64 students in South New Brighton School, stable roll at Freeville, a fall of almost 40 students for North New Brighton and a drop of over one-third of the 2010 roll at Central New Brighton. Both North New Brighton and Central New Brighton were identified by the Ministry as less than two-thirds full.

(<http://shapingeducation.minedu.govt.nz/guiding-the-process-ofrenewal/renewal-proposals-summary>)

4.5 Christchurch City Council Social Infrastructure Mapping

In its community profiling exercise undertaken in August-September 2011, Christchurch City Council staff mapped social infrastructure for the North New Brighton / North Shore and New Brighton / South Shore communities. 116 organisations were identified in the former area and 34 in the latter. In total for the two areas, CCC identified:

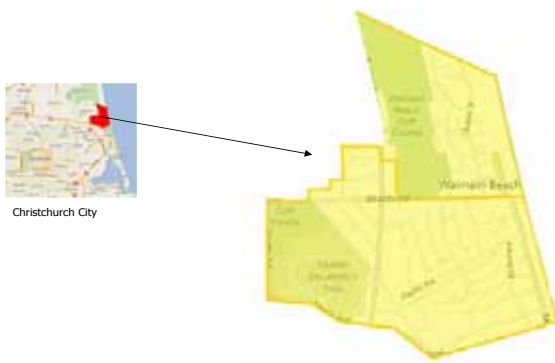
- 25 community organisations
- 51 sporting organisations
- 38 recreation and leisure organisations
- 6 resident's groups
- 18 faith-based organisations and 12 meeting venues.

The profiles also included social capital mapping for each suburb. Each suburb was given a rating of between 1 (low) and 5 (high) on 12 criteria. Ratings for New Brighton / South Shore were higher overall than North New Brighton / North Shore, but ratings for both areas demonstrated overall strong levels of social capital. Ratings were as follows, with the first rating referring to New Brighton / South Shore and the second North New Brighton / North Shore:

- Numbers of organisations (5,4)
- Strength of organisations (5,4)
- Community development principles (4,4)
- Investment in volunteers (5,4)
- Number of volunteer hours from Fundforce (4,3)
- Number of volunteer hours from Census (4,3)
- Number of neighbourhood support groups (4,4)
- Number of residents' associations (5,4)
- Access to networking groups/forums (5,3)
- Community events (5,3)
- Fundforce participation rates (4,3)
- Club membership numbers (3,3)
- Preparedness/response plan in place (5,3)
- Identified groups to lead local response (5,3)
- Capability of groups to lead local response (5,3)

Community profile North New Brighton/Northshore

Census Area Units: North Beach and some meshblocks of Waimairi Beach



The North New Brighton/Northshore area is located approximately 10 kilometres from the Central Business District.

This area is bordered by a number of natural features. The beach along the eastern boundary, New Brighton to the south, Bottle Lake Forest Park and Waimairi Beach Golf Course to the North, QEII Park, Sport and Recreation Centre, Ascot Golf Course and Travis Wetlands to the west. This area has access to a high number of recreational assets, both natural and built.

The nearest large recreation facility is QEII Park which contains the closest indoor swimming pool facility for North Brighton/Waimairi residents and serviced a majority of the Burwood/Pegasus area. QEII Park has been badly affected and its future is uncertain. The Health and Fitness service at QEII has moved to the Parklands Community Centre and opened in August 2011.

North New Brighton Primary School is within the North New Brighton/Waimairi zone. High school students predominately attend; Aranui High School, Linwood High School, Shirley Boys High School, Avonside Girls High School and Marian College.

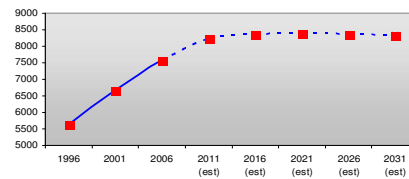
The closest Libraries are located in the neighbouring suburbs of Parklands and New Brighton.

There are two active Residents' Groups in this area.

Key demographics

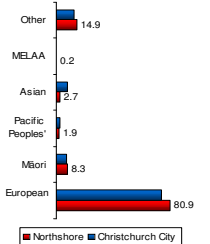
Usually resident population count

Data from Statistics NZ



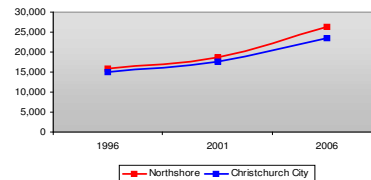
Ethnic groups in the area (%)

Data from 2006 Census, Statistics NZ



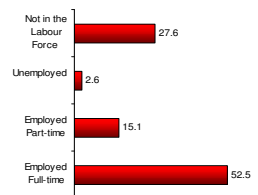
Median personal income compared to Christchurch city

Data from Statistics NZ



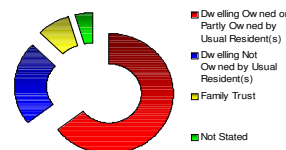
Employment status (%)

(Data from 2006 Census, Statistics NZ)



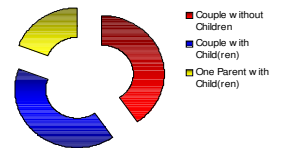
Home ownership (%)

Data from 2006 Census, Statistics NZ



Family type (%)

Data from 2006 Census, Statistics NZ



Community profile information

(Census area unit: North Beach and some

Post-earthquake land map

DBH Technical Classifications as at 28 October 2011



Land condition in Northshore

QEII Park Recreation and Sports, Ascot Golf Course, and Waimairi Beach Golf Course all suffered significant land damage including lateral spreading, land slumping and liquefaction which in some cases in causing ongoing issues with flooding, specifically along Frosts Road footpath (western boundary).

Prior to the land announcements on 28 October 2011, there was a small area of Northshore that was classified as 'orange'. The land has now been re-classified as 'green' but now has the new DBH Technical Classifications of blue and yellow. (The light brown areas are non-residential).

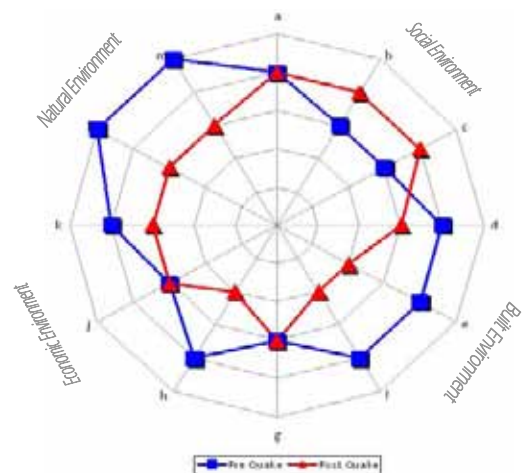
Blue

Moderate to significant land damage from liquefaction is possible in future significant earthquakes. Repair / rebuild process can begin on buildings that do not require foundation repair or rebuild. Site specific investigation required for those that do.

Yellow

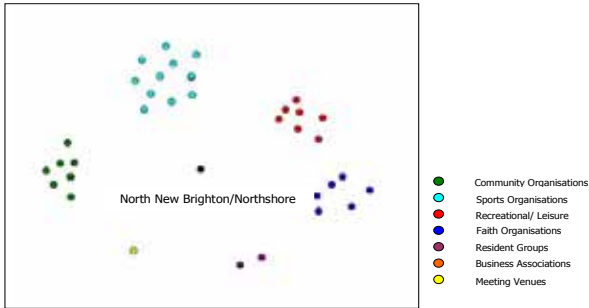
Minor to moderate land damage from liquefaction is possible in future significant earthquakes. Repair / rebuild process can begin.

Pre and post-earthquake analysis

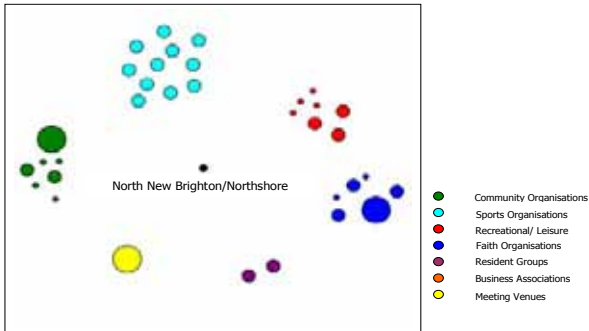


	Pre-earthquake	Post-earthquake
Social Environment		
a. Community Organisations	4	4
b. Community Connectedness	3	4
c. Community Participation	3	4
Built environment		
d. Housing stock	4	3
e. Roading infrastructure	4	2
f. Commercial and community infrastructure	4	2
Economic environment		
g. Local business and services	3	3
h. Access to local services	4	2
j. Local economy	3	3
Natural environment		
k. Air quality	4	3
l. Parks and spaces	5	3
m. Accessibility to natural environment	5	3

Social infrastructure mapping

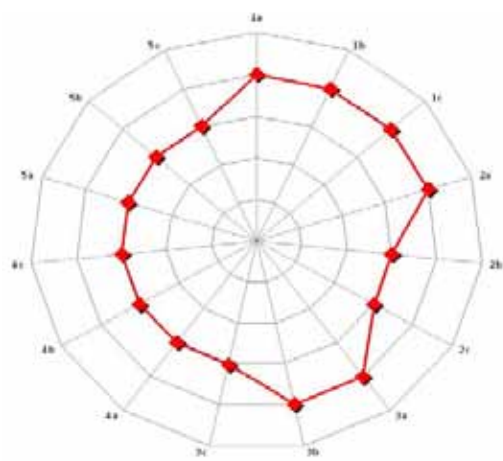


Within the North New Brighton/Northshore area there are 34 organisations. These consist of; seven community organisations, 11 sports organisations, seven recreational/leisure, two residents' groups, six faith organisations and one meeting venue.



The greater the size of the circle, the greater the impact and reach the organisation has within the community. Three organisations have a great amount of impact and reach across the area.

Social capital mapping



Community development organisations		(rating)
1a	Number of organisations	(4)
1b	Strength of organisations	(4)
1c	Community development principles	(4)
Connectedness		(rating)
3a	Number of neighbourhood support groups	(4)
3b	Number of residents' associations	(4)
3c	Access to networking groups/forums	(3)
Volunteering		(rating)
2a	Investment in volunteers	(4)
2b	Number of volunteer hours from Fundforce	(3)
2c	Number of volunteer hours from Census	(3)
Participation		(rating)
4a	Community events	(3)
4b	Fundforce participation rates	(3)
4c	Club membership numbers	(3)
Resilience		(rating)
5a	Preparedness/response plan in place	(3)
5b	Identified groups to lead local response	(3)
5c	Capability of groups to lead local response	(3)

North New Brighton/Northshore (meshblocks of Waimairi Beach area units)

Impact of earthquakes

Post 10 September 2010 and 22 February 2011

Social environment

Some sports clubs have reported a sharp decrease in the number of junior and senior members as a result of the earthquakes. Some families have left the area, but many have had the option of sport participation taken away from them by financial pressure, transportation issues or sport just not being a present day priority for their family.

Four Recovery Assistance Centres (RAC's) were established on the east-side of Christchurch in the recovery phase, one based in this area. There are four churches based in this area, two are closed due to damage, there are another four churches in neighbouring suburbs who reach into this community.

There are two Residents' Associations located in this area; Ascot/Freeville and Northshore.

There is an EQC Fletchers Hub located on land at QEII Park for the public to drop in.

Built environment

Many of the roads have had extensive damage in this area specifically on some main roads connecting communities including; Beach Road, Frosts Road, Bower Avenue. Footpaths have suffered significant damage which makes connections between communities difficult, with some footpaths underwater for example Frosts Road footpath.

QEII Park has been closed since 22 February 2011 event and has since re-opened at a different location in the neighbouring suburb of Parklands. Swimming and recreational pools are not available at the Parklands Health and Fitness Centre.

The area of Waimairi received limited damage to roads, houses and services after the 22 February 2011 event.

Economic environment

Many of the shops in the area are reporting significant high trade especially when the Palms Shopping Centre was closed as there were limited options for cafes during this period and people were socialising closer to home due to safety concerns and roading constraints.

Natural environment

There are key environmental features in this area including; Bottle Lake Forest and the beach which draw people from both within and outside the ward to enjoy these fantastic recreational spaces. This area has two golf clubs which have extensive land damage, one of these is under a Council lease and the other is privately owned and has since reopened.

Bottle Lake Forest-Recycling Resource Centre reduced the size of the recreational space. Damage to playgrounds and sports grounds in this area is significant including; Broadhaven Park and Ascot grounds.

Future risks/opportunities

Air quality in the area has been affected due to dust from liquefaction. It is expected that this will worsen as demolition of homes in the red zone begins.

Volunteer burn-out is a risk to a number of social service and recreation providers in this community and others around the eastern suburbs who rely on volunteers to support their services.

Risks

- Reduced housing stock
- Roading and access difficulties
- Flooding
- Future land damage
- Loss of major recreational and educational infrastructure
- Loss of major recreational natural environment
- Economic impact on green zoned properties (DBH Technical Classifications-blue and yellow) because of underdevelopment of red zoning areas, resulting in decreasing property values

Opportunities

- Increased opportunity to develop and improve the natural environment-ecological enhancement, wetland development, environmental education opportunity.
- Increased recreational opportunities; greenspace and river corridor-walkways, cycle-ways, events, increased water sports and water based activities.
- Economic impact on green zoned properties-increased property values.
- Opportunity for cohesive development and collaboration in re-establishing infrastructure.

Community profile New Brighton/Southshore

Census area units: Rawhiti, New Brighton, South Brighton



Christchurch City

New Brighton is a coastal suburb located approximately eight kilometers east from the Central Business District. New Brighton was originally a distinct coastal village, separated from the then outer suburbs of Christchurch by the swampy areas adjoining the Avon River and Estuary. However, urban expansion, land reclamation and drainage have led to Brighton being united with Christchurch city. Beach baches and small character villas feature strongly in the coastal areas. A number of these suffered moderate damage. Data from 2006 Census, Statistics NZ states the Median Personal Income for this area is lower than the City Median.

There are five schools in this area; Freeville Primary school, Central New Brighton Primary, New Brighton Catholic, Nova Montesorri Primary School and South New Brighton Primary. Three of these schools have school pools.

Rawhiti and South Brighton Domain, the Estuary and coastal parks including; the Whale Pool Playground, Thomson Park and Skate Park are the most notable local outdoor recreation locations. The New Brighton Pier and Library service the greater Brighton area.

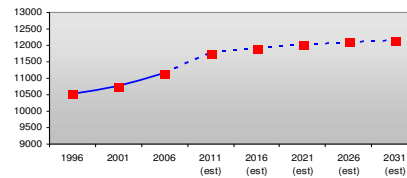
The nearest large recreation facility is QEII Park which contains the closest large indoor swimming pool facility for residents in this area. QEII Park has been badly affected and its future is uncertain. The Health and Fitness service at QEII has moved to the Parklands Community Centre and opened in August 2011. The Shoreline Fitness Centre located in New Brighton has experienced an increase in their membership and casual rates post earthquakes.

The New Brighton commercial areas host services and agencies that deliver to much wider catchments, for example the Work and Income New Zealand offices in New Brighton service the greater east Christchurch area. There are six Council social housing complexes in this area.

Key demographics

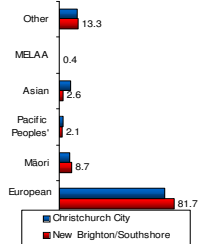
Usually resident population count

Data from Statistics NZ



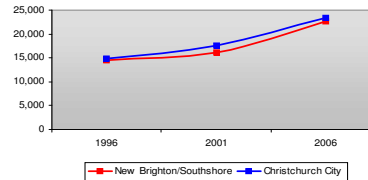
Ethnic groups in the area (%)

Data from 2006 Census, Statistics NZ



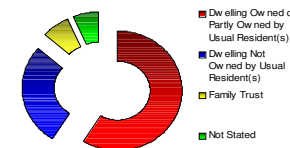
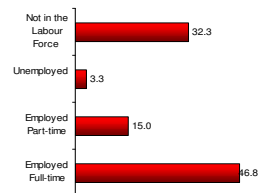
Median personal income compared to Christchurch city

Data from Statistics NZ



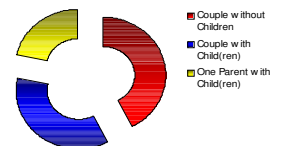
Employment status (%)

Data from 2006 Census, Statistics NZ



Family type (%)

Data from 2006 Census, Statistics NZ



Community profile information

(Census area unit: Rawhiti, New Brighton)

Post-earthquake land map

DBH technical classifications as at 28 October 2011



Land Condition in New Brighton/Southshore

There is evidence of significant lateral spreading of the southern tip of the suburb specifically along the estuary side of South New Brighton and Southshore. At the southern tip, a large volume of sand and water was ejected, which when combined with seismic densification of the underlying ground has likely resulted in total surface settlements of up to 300-500 millimeters.

There has been significant lateral spreading of the riverbank along New Brighton Road and Hulverstone Drive to the east, but the worst of this ground damage is limited to the riverbank area and does not extend significantly back into the housing area.

There is moderate settlement and differential settlement across much of the area, accompanied by widespread flotation of service pipelines and buried structures.

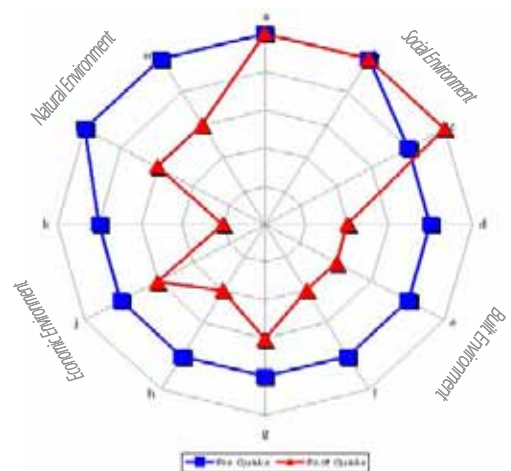
The Estuary side of the South New Brighton and Southshore remains orange, CERA is anticipating further land announcements prior to year end.

Following the land announcements on 28 October 2011, portions of the previously 'orange' zoned areas have now been re-classified as 'green'. However the 'green' zones now have new Department of Building and Housing Technical Classifications which have classified the 'green' zones in this area as being blue and yellow (light brown areas are non-residential).

Blue
Moderate to significant land damage from liquefaction is possible in future significant earthquakes. Repair or rebuild process can begin on buildings that do not require foundation repair or rebuild. Site specific investigation required for those that do.

Yellow
Minor to moderate land damage from liquefaction is possible in future significant earthquakes. Repair or rebuild process can begin.

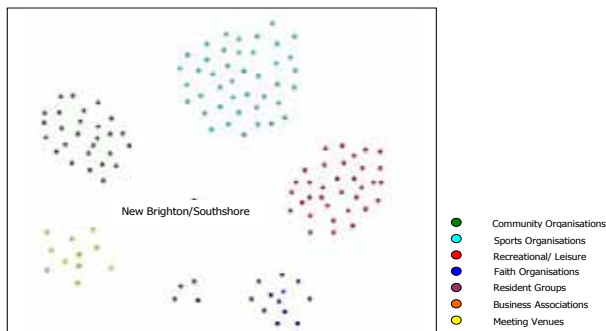
Pre and post earthquake analysis



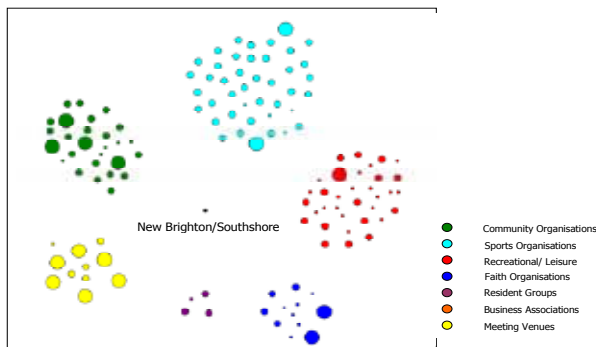
	Pre-earthquake	Post-earthquake
Social environment		
a. Community organisations	5	5
b. Community connectedness	5	5
c. Community participation	4	5
Built environment		
d. Housing stock	4	2
e. Roadway infrastructure	4	2
f. Commercial/community infrastructure **	4	2
Economic environment		
g. Local business/services	4	3
h. Access to local services **	4	2
j. Local economy	4	3
Natural environment		
k. Air quality	4	1
l. Parks and spaces	5	3
m. Accessibility to natural environment	5	3

** Due to the damage at QEII Park

Social infrastructure mapping

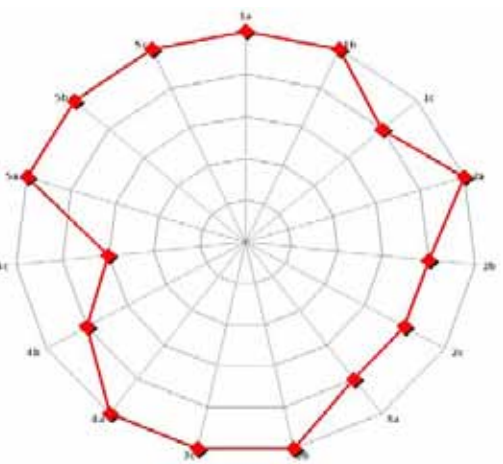


Within the New Brighton/Southshore area there are 116 organisations. These consist of; 18 community organisations, 40 sports organisations, 31 recreation and leisure, 12 faith based, four residents' groups and 11 meeting venues.



The greater the size of the circle, the greater the impact and reach the organisation has within the community. Fifteen organisations have a great amount of impact and reach across the area.

Social capital mapping



Community Development Organisations		(rating)
1a	Number of organisations	5
1b	Strength of organisations	5
1c	Community development principles	4

Volunteering		(rating)
2a	Investment in volunteers	5
2b	Number of volunteer hours from Fundforce	4
2c	Number of volunteer hours from Census	4

Connectedness		(rating)
3a	Number of neighbourhood support groups	4
3b	Number of residents' associations	5
3c	Access to networking groups/forums	5

Participation		(rating)
4a	Community events	5
4b	Fundforce participation rates	4
4c	Club membership numbers	3

Resilience		(rating)
5a	Preparedness/response plan in place	5
5b	Identified groups to lead local response	5
5c	Capability of groups to lead local response	5

New Brighton/Southshore (New Brighton & South New Brighton area units)

Impact of earthquakes Post 4 September 2010 and 22 February 2011

Social environment

Two significant churches located in New Brighton have provided welfare support to this area and wider community by providing food, volunteer support and links to key agencies.

A significant youth and family organisation provider in the area deliver a variety of recreation and leisure options locally through events, holiday programmes, after school clubs and reaches into the greater Brighton area.

A local community group continue to organise and promote local markets, events and programmes to draw people back to the shopping mall. The Co-ordinator also took a central role in co-ordinating the "Greater Brighton Recovery of Community - New Brighton RDC Group" meetings consisting of local people, community groups, including councillors, church ministers, gardeners and librarians who meet regularly to discuss the community's needs and how to facilitate recovery. This group stopped meeting formally in August 2011.

An umbrella organisation representing seven sports clubs have initiated an indoor sports league (soccer, netball and cricket) at the New Brighton Rugby Club rooms on Rawhiti Avenue, New Brighton. They have also appointed a Kivisport Community Co-ordinator to work with four local schools to increase more opportunities for sport and improving links between schools and local sports clubs.

Sports clubs have indicated a reduction in numbers of members and volunteer support. Clubs have worked proactively with other local groups, and clubs to share venues and problem solve. Some have received good support from their regional sporting organisation and are seeking advice regarding rebuilding facilities and membership.

New Brighton is a key hub or destination for many events which draw attendance from residents who live in the eastern suburbs including the Christmas Parade, Fireworks, Kite Day and World Buskers Festival. A number of events were cancelled or postponed due to the earthquakes. A number of new events have been developed since the earthquake.

Built environment

The roads are having remedial work done with many road closures including a prolonged road closure on Estuary Road in front of South New Brighton School. Significant road works and waste water pipe repairs have occurred to improve the roading situation and provide a temporary solution to people living in red zone land areas.

Damage to the Bridge Street bridge, and Pages Road bridge will have major impact if there are further earthquake events or these communities need to be evacuated.

Concern has been shown from community regarding derelict buildings, including security, safety and vandalism and graffiti issues. These buildings include the old Ozone Hotel and the 'Go Church' on the corner of Boviill Road and Marine Parade.

There are three churches with severe damage to their facilities; St Faiths on Hawke Street, Korean Church on Bower Avenue, and the Methodist Church on Union Street. Kate Sheppard Gardens Retirement Village with its 150 residential units was extensively damaged in the 22 February 2011 earthquake and has closed. All residents have been relocated.

Temporary Building project at the Rawhiti Domain has been approved as a site, but will not proceed until there is clearer understanding of the need for this. There is a Fletchers Hub which services the area based at Bower Avenue.

Economic environment

A number of shops in New Brighton Mall have experienced some damage to premises; however there are still a high number of empty shops which could be tenanted. New Brighton has not experienced an increase in business rental like Addington and Birmingham Drive from businesses relocated from the Central Business District.

The New Brighton Business Association historically a very strong group has not been operating for a number of years. The ANZ bank have recognised a need in this community and appointed a Small Business Specialist at the ANZ Bank Brighton branch. The purpose is to organise events to bring the businesses together to network and problem solve with a good response to date.

The New Brighton Shopping Centre has been included in the Suburban Centre Recovery plan process which offers support and advice to property owners regarding the rebuild of their premises.

Natural environment

There are several key environmental features in this area including; the river, Rawhiti Domain, South Brighton Domain and the coast which draws many people to enjoy these fantastic recreational spaces.

The river is currently closed for recreational users. Also, the river level looks higher than normal, some of the banks have suffered slips and some tracks have suffered silt damage or fallen tree branches. Stop banks have been put in place but are not sealed and are significantly higher. Rawhiti Domain has suffered some damage, however many spaces within the Domain are still operational including the Golf Club, Archery, Thomson Park. The coastal area was cleared for recreational use in September.

The flooding risks from the Avon River on the western and southern end of the suburb have been minimised due to the extensive stop bank work which has been undertaken along the Avon River corridor.

A tree programme has been developed for South Brighton Domain by Council staff to address ongoing issues relating to earthquake and snow damaged trees at Blighs Garden, Bridge Street Reserve and South New Brighton Park.

The Avon River Park User group has been formed, discussions are being led by Sport Canterbury with support from Council staff regarding future use of the Avon River corridor for water based activities including rowing, kayaking, waka ama, and dragon boating.

Significant lateral spreading has occurred along New Brighton Road and liquefaction to many streets in the suburb. The footpath around the river has been covered over with the stop bank; this can be walked on but is not to the same standard as the previously sealed footpath.

Air quality in the area has been affected due to dust from liquefaction. It is expected that this will worsen as demolition of homes in the red zone begins.

Future risks/opportunities

Risks

- Depopulation of area
- Reduced housing stock
- Continuing uncertainty over future of the area
- Air quality in the area has been affected due to dust from liquefaction. It is expected that this will worsen as demolition of homes in the red zone begins.
- Roading and access difficulties
- Declining public transport services
- Impact on school roles and viability
- Flooding
- Future land damage
- Social isolation due to depopulations, safety fears, access barriers, lack of programmes and services.
- Loss of major recreational and educational infrastructure
- Loss of major recreational natural environment
- Red zoned land may be left undeveloped and unkempt.
- Loss of amenity for remaining residents
- Economic impact on green zoned properties (DBH Technical Classifications blue and yellow) because of underdevelopment of red zoning areas - resulting in decreasing property values.
- Lack of meeting places in the South Brighton community specifically for indoor recreation activities. The South New Brighton Community Hall is damaged with no information regarding its outcome.
- Volunteer burn-out is a risk to a number of social service and recreation providers in this community and others around the eastern suburbs who rely on volunteers to support their services.

Opportunities

- Increased opportunity to develop and improve the natural environment - ecological enhancement, wetland development, environmental education opportunity.
- Increased recreational opportunities; greenspace and river corridor-walkways, cycle-ways, events, increased water sports and water based activities.
- Economic impact on green zoned properties - increased property values
- Opportunity for cohesive development and collaboration in re-establishing infrastructure
- New funding streams available
- Establishment of new groups/programmes responding to needs in the local community.
- Long term and short term aquatic options to the wider community partnership between schools and other partners to deliver temporary (ie Pools@Schools) and long term solutions.
- Bike NZ are working with Council staff and Sport Canterbury to support the development of temporary bike tracks called Pump Tracks on suitable private or public land.
- Several local groups are hoping to develop new facilities to extend their services and respond to local need in the east (including; Rawhiti Sports, Youth Alive Trust and the Eastern Youth Recreation and Leisure Facility).
- A national youth organisation working in the eastern suburbs since February is looking to establish a permanent base in the eastern suburbs to deliver youth and community recreation and development programmes.

Both areas were seen to have strengthened in their social environment post-quake, with built environment, access to local services, air quality, parks and natural spaces and accessibility of natural environment identified as declining post-quake.

5. RECREATION AND ARTS PROFILE FOR BRIGHTON

A review was undertaken of the CINCH Community information Christchurch database, searching for recreation and arts-based activities and organisations operating within the Brighton area. In total, 95 recreation, arts and environmental organisations were identified as based within Greater New Brighton. Some provided several activities. One further organisation was identified as in recess due to quake damage. Many more activities are provided just outside the area defined as Brighton and therefore serving the Brighton community. Others (eg Renew Brighton!) are not profiled on CINCH so are not included in the count presented; it will naturally reflect an under-count of what is available.

However the following gives some idea of the numbers of organisations providing their services within Brighton itself.

Type of organisation / activity	Number of organisations in Greater Brighton
Arts	16 in total
Dance	6
Bands / instrumental groups	3
Choir	3
Visual arts	2
Photography	1
Community Circus	1
Sports Clubs	32 in total
Board riding	3
Surf lifesaving	3
Touch rugby	3
Indoor Bowls	2
Rugby	2
Tennis	2
Lawn bowls	2
Golf club	2
Waka ama	1
Athletic club	1
BMX	1
Cricket	1
Netball	1
Powerboat racing	1
Martial arts	1
Yacht club	1



Croquet	1
Type of organisation / activity	Number of organisations in Greater Brighton
<i>Sports clubs (cont'd)</i>	
Archery	1
Aussie rules football	1
Petanque	1
Skating	1
<i>Physical Recreation</i>	<i>16 in total</i>
Walking group	7
Fitness / exercise group/classes	7
Yoga	1
Gym	1
<i>Social</i>	<i>11 in total</i>
Probus	3
Seniors groups	2
Masonic lodge	2
RSA	1
Service club	1
U3A	1
Women's Institute	1
<i>Children and Young People</i>	<i>11 in total</i>
Toy Library	1
Mini Music	1
Scouts	1
St John Youth	1
Youth trust	1
After school care	3
Youth group	2
Holiday programmes	1
<i>Community</i>	<i>4 in total</i>
Community development	3
Volunteer fire brigade	1
<i>Interest / hobby</i>	
Winemaking	1
Community gardens	1
Historical and museum	1
Scrabble	1
<i>Environmental</i>	<i>2</i>

a few quotes...

"Brighton is a mecca for people who like the natural world."

"Lovely mix of people."

There's something special about it, even in its current state. Surrounded by water, there's that sense crossing the bridge that I've come somewhere different to Christchurch."

"People feel blessed to live here."

i look to what it has got..the library, thompson park, the murals (our own arts trail), the market, the CQ, the whale pool, the basket ball court, roller skating on the pier, the coffee shops, the second hand store, the bike shop with axminster carpet, the bike track down the road, the sports clubs, and slowly but surely an awakening of the community

the beach with a cardy wrapped around my waist in the summer and a jacket and hat in the winter.. it feels very exciting in brighton... even if the whole of chch is being hit by people in flight and fright mode...petty vandalism...a community can help itself... turn your tv's on later...see what happens...

There's something special about it, even in its current state. Surrounded by water, there's that sense crossing the bridge that I've come somewhere different to Christchurch."

6. FINDINGS OF COMMUNITY CONSULTATIONS

6.2 Feedback from Community Workers and Volunteers

The Greater New Brighton Community

The community workers and volunteers interviewed were asked to describe the Brighton community as it is today. The strongest themes were as follows:

Greater New Brighton is characterised by diversity

It is an eclectic community, comprising a colourful mix of people – surfies, greenies, alternative lifestylers, long term generational locals, people from other cultures and especially Europeans, cyclists, water sport enthusiasts, hippies and bogans, business people and low socioeconomic, under-resourced and alienated families.

“Lovely mix of people.”

“From drug user to millionaire.”

It is an “outdoorsy” community

People attracted to the area tend to care for their environment and are committed to the physical environment of the area.

“Brighton is a mecca for people who like the natural world. There’s something special about it, even in its current state. Surrounded by water, there’s that sense crossing the bridge that I’ve come somewhere different to Christchurch.”

Greater New Brighton incorporates distinct geographic communities

South Shore, South New Brighton, Central New Brighton, North New Brighton and North beach were widely identified as very different to each other in terms of socioeconomic factors.

Brighton locals are passionate and proud of their community

Many locals feel very strongly about their community and would never consider living anywhere else.

Quake-affected

The community was identified as relatively well-prepared for disaster when the earthquakes hit, due to past civil defence efforts. However the toll of the earthquakes and their aftermath has been great, and the community was

identified as fragile, fatigued, hammered by what has happened and many people are worn out. Living in Brighton is still seen as tough, and especially so for people newer to the area and with less ties to the place. Businesses have been hard-hit by the earthquakes and resulting changes, but the community remains strong, pulling together.

Other descriptors:

- Dynamic community
- Strong base of clubs and groups
- Clear identity
- Unpretentious
- Middle-of-the-road
- A great place for older people to live
- Funky and quirky
- Relatively monocultural

Asked what it means to live in greater New Brighton, the strongest themes which emerged centred around the beach as the focal point of the community, the relaxed lifestyle, a passion for the community, and the sense of space, freedom and closeness to nature that comes from its location by the sea, the estuary and the river.

The following quotes were reflective of the feedback of many of those interviewed:

"The lifestyle feels open, clean. The air is like champagne. Anywhere else in the world people would pay a lot of money to live here, but we live here cheaply."

"People feel blessed to live here."

"The vibe is of a sleepy seaside town."

What's Great about Greater New Brighton?

The most commonly mentioned things that residents were seen to love about greater New Brighton were as follows:

- ***The beach***

The beach and its ready access, freshness and recreational and therapeutic value were overwhelmingly the most-identified thing that residents love about Brighton.

"We can all be individuals on the beach but at the same time we know that we share it."

“(the beach is loved) not necessarily to go every day but to know that it’s there, for space, time to yourself, and for family activities.”

- ***The green spaces and natural physical environment***

Coupled with the beach, the estuary, river and forest reserves and the potential of these areas were identified as highly valued.

- ***The community spirit and neighbourliness and friendliness of locals***

- ***Acceptance and lack of pretence***

Brighton was identified as somewhere where locals tended not to hold high expectations of material status symbols – cars, clothing and careers – it was seen as a relatively low pressure environment where people could be themselves. The community as seen as relatively good at accepting people who are in some way different - as one person put it, *“It’s okay to be wacky”*.

- ***Holiday, beachy pace***

The slower pace of life that comes from being by the beach was seen as something people love about Brighton, and hugely valuable for many, especially in the stressful times post-quake.

- ***Village feel***

The commercial centre of Brighton is not a “drive-through” set of shops like other areas, and has more of a village feel where people are more inclined to stop and chat. This village feel, the role of the mall in Brighton’s identity and its potential to be enhanced was seen as the reason that the mall is on people’s minds so much and why redevelopment of it is critical.

Other things identified as loved by residents included:

- the library;
- the family friendly environment;
- clustering of alternative lifestylers brings like-minded people together;
- relatively well-resourced community;
- creativity;
- down to earth;
- high value placed on outdoors;
- the surf lifesaving clubs;
- the market; and
- the recreation scene in general.

Similar aspects of Brighton were also identified as the things that visitors love about the area although the pier was mentioned where this had not featured in responses regarding what residents love about their community.

Visitors most love:

- the beach, its vastness, accessibility and fresh air;
- the pier;
- the library;
- the events;
- the relaxed pace – *“the permanent air of holidaying”*;
- the cycle tracks – MTB and BMX; and
- the friendliness and obvious sense of community.

The area was seen as presenting unmet potential for visitors, with the mall “dead and sad”, a rundown, underutilised space with graffiti and litter, and not enough on offer for visitors to do to attract them to Brighton as a destination. Artistic aspects were seen as appealing but hard to find, and enormous potential for growth in Brighton as a destination, providing efforts focus on the beach and aquatic attractors.

Key Assets of Greater New Brighton

In order of frequency of response, the biggest assets of the greater New Brighton community were identified as follows:

- **The people** – most identified as the biggest assets because of their sense of identity, their sense of ethic and of community, their friendliness and welcoming characteristic as a community, an holistic approach to life, egalitarian character, hard work and passion for the community.
- **The beach** – seen to define the area.
- **The library** – *“No one can walk away from that building and not love it – it’s the best in the world.”*
- **The pier**
- **QEII** – Widely identified as a key asset, even though it has been lost.

Other assets also commonly identified were as follows:

- The churches, and especially St Faiths and Grace Vineyard

- The Bottle Lake mountain bike trails
- Thompson Park skate park
- Local sports clubs and especially those comprising the Rawhiti Sports hub
- New Brighton Community Gardens
- The rich array of community groups and clubs
- The lifestyle available in the area
- The estuary
- The family-friendly environment

Those interviewed were asked what they wanted to see retained for the future and not lost through the rebuild and recovery process. Strongest themes were as follows:

- The sense of community and ownership in greater New Brighton
- The uniqueness of the people

“New Brighton needs to be New Brighton – it’s never going to be Sumner or whatever. It’s not Baywatch. It needs to retain its feel and be authentic, quirky.”

- The New Brighton Library, hopefully taking on more of a project role in the future
- Local schools
- A replacement for QEII pool

Other themes less commonly expressed included the following:

- The commitment to the natural environment and sustainable living of the community
- The natural environment itself
- Access along the river and estuary via walkways – loss of this access in some places was seen as something that needed addressing as soon as possible to restore walkway linkages
- Sports clubs and surf lifesaving clubs, seen as part of the backbone of the community
- The pier
- The small community events and especially the regular weekly / fortnightly groups and activities
- Grace Vineyard and their work

- New Brighton Project
- The New Brighton market
- Older houses with character

What it Means to Work in Greater New Brighton

The research aimed to probe what it means to work in the Brighton area. Those interviewed who work locally invariably saw this as a huge privilege. For many, Brighton was also their home, so working locally brought with it huge sustainability benefits. A strong desire was evident among those interviewed to see more opportunities develop for others to also work near where they live.

Feedback suggested that for most, working in Brighton means self employment, and often work from home, especially in South Shore. Those interviewed were keen to see more opportunities for home-based workers to connect with each other. This was especially true for home-based artisans, who were seen as likely to benefit from any effort to network with others, perhaps with development of an arts trail.

For those not working from home, work in Brighton generally means work in the Police, Work and Income, the library, a bank or in retail or hospitality. With retail struggling, some of those interviewed suggested that it would be great to draw some other local businesses into the mall area, maybe through the pop-up precinct concept. Basing workers there would assist retail and cafes, as well as “detoxing modern isolation” by increasing workers’ contacts with others.

What it Means to Play in Greater New Brighton

The greater New Brighton area was identified by those interviewed as rich in recreational opportunities, both structured (in the form of sport clubs and competitions, interest groups and events) and unstructured, utilising the natural environment and local amenities such as the skate park, the bike tracks and the library.

For many of those interviewed, playing in Brighton meant free activities on or near the beach, river or estuary – walking, riding, surfing, paddling, swimming, kite-flying, lazing.

“There’s never nothing to do.”

“You can always guarantee a bit of freedom for yourself.”

The beach was identified as a constant for this community, and a very spiritual or healing place for many, as it is for many New Zealanders

"You can reset and unwind."

Sports clubs were identified as also central to play in Brighton, and in particular, those based at Rawhiti Domain, seen as offering huge potential. The four surf lifesaving clubs in the area were identified as having multi-generational involvement, with strong, loyal bases and a family feel. Each has its own niche.

The library is a key recreational venue for all age groups, and not just for traditional library users. It is a key destination.

Brighton was identified as having a strong drinking culture, although sports clubs have worked hard to counter this. Hard-drinking bars still operate and alcohol was identified as a key part of recreation for many locals.

What Brings the Greater New Brighton Community Together?

A very wide range of events, places and organisations were identified as bringing the Brighton community together, with events emerging most strongly. These include all the Christchurch City Council-supported Summertimes and other special events – Fireworks, the Sandcastle competition, the Thompson Park Skate Jam, the Buskers festival and Kite Day, as well as local events – the Christmas parade, the Anzac parade, Spring River Festival, Youth Alive events such as the alternative to Halloween family fun night, and I Love New Brighton. Smaller events such as school and church fairs and concerts were also identified as important for bringing the community together.

Key places where people connect in Brighton were identified as follows:

- The library
- Sports clubs and competitions
- New Brighton Community gardens
- Weekly groups and clubs
- Schools
- Playcentres
- The New Brighton Market

The market was identified as something offering potential to bring the community together to a much greater extent than it currently does. It was identified by several respondents as old and tired, with an inflexible and outdated format. The need was identified to revamp this in collaboration with local businesses, transforming it into something funky with a point of difference.

The Struggles of Greater New Brighton

The presence research as intended as a strengths-based project, focused on gathering information and knowledge that can be applied to positive community action. However in applying the strengths of a community, it also helps to understand where these strengths can be channelled to make a real difference, and for that reason, the research sought feedback regarding the struggles facing the community. Issues raised are presented below, grouped into themes.

- ***Socio-economic hardship***

There are significant numbers of local residents who struggle on low incomes, many being single parent families, primarily clustered in Central New Brighton but also in South New Brighton and to a lesser extent to the north. Some families are third generation benefit-dependent. Life has got much harder for those on low incomes since the earthquakes, as travel and heating costs have increased. Social service workers are seeing higher need for family support, with some children not presented with positive adult role models, and presence of alcohol, gambling and gang affiliation issues.

- ***Attitude***

With high hopes around the 2002 revitalisation plan for New Brighton failing to be realised with action, and some residents blaming Christchurch City Council for this, a lack of hope, negative mentality and lack of faith in CCC was identified by some among certain sectors of the community. Some residents were seen to be stuck in historic mode, lamenting the place that New Brighton used to be and not supporting ideas for a new approach.

- ***Lack of Unity in Business Community***

With between 40 and 50 percent of businesses in the mall reported as due to come down or already demolished, the time is right for serious rebuild effort. However at the business level, a lack of unity among businesses, lack of leadership and poor communication were seen to hamper efforts to develop something new. This is made more difficult by the fact that many of the commercial buildings have absentee owners. While things have improved in the not-for-profit sectors, room for improvement in collaboration was still identified. Renew Brighton was praised by a couple of external stakeholders who saw promise in the strategic approach and leadership being offered.

- ***Psychological Toll of Earthquakes***

The earthquakes have taken a considerable toll on the health and energy of the community, and many live with residual stress. Respiratory illness was identified

as having increased locally, attributed to liquefaction dust and to difficulties heating damaged homes.

- ***Appearance***

The appearance of public spaces, at the mall itself, or in the area from Bexley leading into New Brighton was identified as unappealing, and not reflective of the community. Graffiti and vandalism in the mall area and the wider community were widely identified as a struggle, and seen as increasing post-quake. Police confirmed this pattern. Brighton was identified as a vibrant community with a lot to offer, yet the retail areas and the roads leading into Brighton tell a different story. Beautification of the commercial heart of Brighton and development of attractive gateways to the area were widely identified as necessary responses to this mismatch. A number of those interviewed shared their ideas about ways that the area from Bexley onwards could be enhanced to define Brighton as a destination worth travelling to.

- ***Transport and Mobility***

With access in and out of the Brighton area compromised due to damage and infrastructure rebuild, fuel costs increased due to longer route detours and vehicle maintenance costs pushed up by potholes and dust, those on low incomes were reported as finding it harder to get around. The state of the roads was also identified as a deterrent to visitors to the area, impacting on local businesses. Older people and people with disabilities were identified as more likely to be negatively affected by damage to footpaths, less able to get around in their local community than they were pre-quake.

- ***Education***

While lack of a local high school was identified as a historic challenge for the community, the prospect of school mergers for South New Brighton and Central New Brighton and North New Brighton and Freeville was identified as a new challenge. With many Central New Brighton School families having only one car, school would be some distance to access on foot. Lack of a local high school has always made it hard to gather young people in Brighton as a collective.

- ***Loss of Community Amenities***

The loss of QEII was almost universally lamented by those interviewed. Besides this loss, South Brighton was particularly highlighted regarding loss of amenities as a result of the earthquakes. Many community activities which did operate in that area have relocated out of Brighton and are unlikely to return.

For Maori, the Brighton area lacks a community-engaged local marae. While Nga Hau e Wha is close by, it was seen to have a very corporate focus, and does not currently play a community development role in the community. While Matariki

and Maori Language Week are celebrated locally, it is hard to get any lasting impact from these.

Brighton Today Compared with Pre-Quake Times

Some of the stakeholders interviewed suggested that just before the first earthquake in 2010, the community was starting to “take off”. One person suggested that while the area was not badly hit in September, the media made it look bad. Once the February and June earthquakes hit, the community was badly battered.

The community of greater New Brighton was identified by those interviewed as still hard-hit by the earthquakes, and in transition. People are still under considerable stress, with health suffering as a result of heating and dust issues, red zone relocation and concerns over TC3 designations, repair and rebuild delays and uncertainties, real estate worries, grief over loss of trees in the area and of the QEII pool, the loss of retail in the mall, and fatigue from dealing with roading issues, and continued inconvenience. The prospect of school mergers had arisen at a time when some of those interviewed felt that the community was just starting to settle and cope better and this had set recovery back.

For some residents, the stresses and changes have been too much and some residents previously really committed to the area have left.

“There’s an element of ‘we’re not sure we want to live here anymore’ and we never got that before.”

One person interviewed shed tears as they described how of their circle of friends, 14 families had left the area.

In the face of all this, positives were seen to have emerged. A number of people interviewed felt that the community was better post-quake. A strong theme from many of the stakeholders interviewed was that the community had become stronger than what it was pre-quake, and a sense of community was more important and more valued now than a few years ago. People seemed friendlier and more keen to get involved in community activities and in volunteering than pre-quake and placed more value on community events than before and this change had been sustained over time. There was seen to be an on-going keenness to get together with others locally.

Among the not-for-profit sector, more collaboration was identified as occurring, with groups having a clearer purpose in their work together. While Renew Brighton was identified as part of this change, so too was the community

development role implemented by St Faiths since the earthquakes. A strong focus was identified as being placed on building resiliency and self reliance, and one stakeholder reported that people were coming from other parts of the city to learn in some of the local workshops and alongside local groups.

The earthquakes have meant that up to half of the buildings in the mall area have been demolished or will be, and this had cleaned up a lot of the shabbier buildings, providing the long-awaited opportunity for something positive to happen to address the problems faced by the commercial heart of Brighton.

Apart from graffiti, crime was reported by Police as a lot lower now than pre-quake – while many factors were seen as responsible for this change, Police had seen residents come together and support each other more than before, looking out for each other more and wanting to help Police out in their role by reporting things when they see them and seeking help before problems escalate.

Access to Services and Recreation

In terms of access to services, the community was generally seen by those interviewed as well-served, with a good array of statutory services (eg. Police, Work and income, Earthquake support) and of church-based support services and workers available locally. Quality health care was identified as accessible locally along with and a reasonable range of products still able to be purchased within the greater New Brighton area, if less accessible to people from South new Brighton and South Shore than pre-quake. The loss of QEII was flagged as the biggest service gap for locals, important for recreation as well as physical and mental health. Other gaps and barriers to service access were identified as follows:

- It is not always easy to get information on what is available.
- Travel costs post-quake make it costly and tiring to access services further afield.
- More church-based social work support would be helpful.
- It would be great to cluster wellness services together.
- Lack of a CCC service centre locally is significant.
- It would be great to have educational options through to Y13 locally.
- Mental health and drug and alcohol counselling services can be hard to access for those in the Brighton area.
- Anchor retail would benefit all businesses in the area.
- A Farmers Market would be well-supported.
- Older people's housing needs could be better met locally.



Residents in the greater New Brighton area were identified as relatively well-catered for in terms of opportunities to participate in recreation and the arts. A number of factors were flagged as contributing to this:

- There is a strong base of clubs and sporting organisations based locally.
- Lots of arts-based groups operate in the area, especially for music.
- There are a wide range of regular interest groups serving the area.
- A number of drop-in sessions operate, facilitating social connectedness.
- The opportunities for unstructured, free recreation are enormous given the natural environment of the area.
- Youth Alive are a key provider of youth and children's recreation in the community. A school-based stakeholder identified that for many children from low income families in the area, Youth Alive's after school and holiday activities comprise their total extracurricular involvement.

In terms of gaps in recreation and arts, the biggest gap identified was the lack of a pool to meet the demand previously taken up by QEII. Loss of access to parts of the local forests and the estuary walkway were also flagged as significant losses post-quake that have left gaps needing to be addressed.

Needs that were most widely identified besides the pool issue centred around information, performance and display space for the arts and celebrating the arts scene more strongly. Suggestions were identified as follows:

Information

- A big noticeboard centrally located to promote local events and activities.
- A Brighton website sharing a database of local activities and events.
- More hard-copy newsletters and flyers to ensure that information is accessible to everyone and not just those with access to computers.

Arts hub

There is lots of creative talent in the Brighton community across all ages. A large number of the community stakeholders interviewed were keen to see this talent fostered through development of an arts space – a hub with spaces that cater for workshops, performances, film screenings, shared studio space, exhibitions and displays. At present, the facilities available in the Brighton community are in many cases unsuitable for these purposes, are only accessible to a sector of the arts community and/or are costly to hire. Ideas around an arts hub were

variously that it could be a cooperative, could connect to a promenade on the foreshore, should form part of a community-wide arts trail and could sit as part of a multi-use facility in combination with sporting organisations.

Arts Trail

It is hard to find all the outdoor art installations in the community at present, or the range of artisans working in the community and selling their works. The idea of an arts trail, linking these things together with signage and brochures etc. and adding more public art to the mix was put forward by a number of people interviewed. This was seen to build on the success of the existing sculpture gardens as a local attraction.

Other gaps highlighted:

- Judo and karate
- River cycle trails
- Full basketball court

Hopes and Dreams for Greater New Brighton

The key themes which emerged in responses to the question of what stakeholder's hopes and dreams were for the greater New Brighton community are as follows:

- ***Brighton is a strong, thriving, nurturing and cohesive community***

Overwhelmingly, those interviewed wanted to see Brighton be a place where people are proud to live, feel safe doing so and care for the environment around them.

- ***Brighton is a destination, with a point of difference incorporating the key themes of art and creativity, environmental sustainability, water and aquatic recreation and sport***

Brighton was seen to need a drawcard – a key attractor / cluster of attractors that would make people from other parts of the city and visitors from elsewhere want to come. Lots of suggestions were offered:

- Salt water pools
- Indoor pool complex
- Cycling / walking tracks - connecting the dunes to Bottle Lake forest and connecting to a river corridor to CBD
- Aquarium
- Boardwalk / promenade – wheelchair and buggy accessibility to shorefront
- Tram

- Bike bridge to Sumner
- Artificial reef
- Development of Bexley into river park with development of commercial activity centred around river recreation – cafes and kayak hire, ferry

- ***The commercial area of New Brighton is revitalised***

A key to successful revitalisation of Brighton's business sector was identified by several stakeholders as enhancing the way businesses work together, developing a strong business collective body and including home-based businesses in such a network. Revamp of the mall area was seen as long overdue. A range of suggestions were offered for how the mall itself might be enhanced:

- The mall should be a secluded, boutique area that offers basic retail and doesn't try and compete with the big malls – tidier, smaller and purpose-built, not too high end but blending shops serving local need with "browsy" shops appealing to visitors – antiques and curio, secondhand books, vintage clothing, quality crafts etc.
- Opportunity for the outlet shopping (which works well and attracts visitors) to be expanded upon.
- The concept of a night market is very popular, as is an arthouse theatre.
- A large number of people interviewed were keen to see a redesign take account of the prevailing easterly wind and either reconfigure to a north-south orientation, a T-shape, a semi-circular configuration with back to the library or incorporate wind break structure into design. A sheltered village green was seen as a must-have to accommodate local events such as the market as well as performances and displays.
- The connection between the shopping area and the library and pier was flagged as something which could be strengthened.
- A business ICT hub was suggested as an option for Brighton, with fibre optic accessibility a priority.
- Accessibility should be a key consideration in rebuild, recognising the needs of an ageing population and maximising access for people with disabilities and for young families.

- ***Unleash the creative potential of the greater New Brighton community***

Brighton was identified as a community which includes many creative people – artists, sculptors, jewellery makers, designers, architects, craftspeople, musicians, performers and people who love to support the arts in all forms. Potential was identified for this to be celebrated and facilitated to a much greater degree than at present through:

- More public art

- performance space catering for families, young people and adults
- Development of an arts trail, directing people to the places where artisans work and sell their works, and making public art part of this pathway
- Develop an artisan hub, clustering local artists, craftspeople and creative industry in a base with shared studio space, workshop space and a place to sell works

- ***Brighton is a sustainable community***

Many of the people who live in Brighton are committed to the environment and want to live a sustainable life. They want to see:

- Opportunities to work where they live – affordable spaces for small business, employment opportunities
- Sustainable design of buildings in the mall
- Clean water in the river and sea

- ***Brighton remains accessible to those who choose to live there***

Some degree of fear was expressed that if Brighton does “take off”, it might become unaffordable for some of the people who currently live in the area or people like them - people committed to living a simple, sustainable life, people drawn to live by the sea for their mental or spiritual wellbeing, people who like being part of a village.

“I’d hate to see it turned into a tourist stop”

It was identified by some as important to balance its attractiveness to live, shop and play with affordability. Brighton needs to remain a diverse community, where people of lots of socioeconomic and interest groups come together.

- ***The spaces and places of Brighton are more connected***

A number of key places in the Brighton area were identified as disconnected from others nearby: the library/pier were identified as disconnected from the mall, the surf clubs were identified as not linking well in many cases with the public playspace nearby (eg. family-friendly picnic areas, play equipment), and the range of recreational amenities were seen as potentially connecting better to walkways and cycle tracks. Potential was also highlighted for more shared-use facilities, with a combined surf lifesaving clubrooms and community hall in South New Brighton being one potential example. The prospect of a sports hub in Rawhiti Domain was widely identified as exciting for the community.

- ***Brighton needs a gateway***

The route into Brighton via Pages Rd and past the red zone Bexley area was seen as a visual turn-off and not reflective of the true Brighton and all it has to offer. With damage to bridges and roads leading into all areas of greater New Brighton, works are either needed or underway to address these, and a number of informants were keen to see efforts undertaken to enhance the visual journey to Brighton by creating physical gateways. The Pages Rd Bridge needs flood protection works on the east bank and to do this, the river course could be altered westward, creating space for a landscaped entry and a sculptural replacement bridge reflecting the arts, aquatic and environmental character of Brighton. Should Bexley revert to greenspace, environmental information boards, banners and flags and public art works were also suggested as means of heralding that something great is ahead of visitors, drawing them into Brighton.

- ***Strong cultural connectedness and identity***

Maori and non-Maori stakeholders in Brighton were keen to see a stronger celebration of tikanga and te reo Maori in Brighton, with more active promotion and visibility of the Maori culture. The vision was expressed of waka on the river and estuary, a local marae and a stronger focus on Matariki. Poupu could sit alongside other public art works in the heart of Brighton.

- ***Improve access to appropriate and affordable housing***

The greater New Brighton community was identified is currently under-served with housing appropriate to the needs of older people; there is a shortage of social housing, over 60's housing, semi-independent living and rest home care. The area also has a large amount of rental accommodation that is in a poor state of repair, with many landlords holding onto poor-standard housing as rentals while they "wait for the boom".

- ***Keep schools open***

South New Brighton, Central New Brighton and North New Brighton Schools have their own cultures and each serve as key community hubs. Many of the stakeholders interviewed expressed a desire to see local schools remain open, for reasons of accessibility, school culture and community.

6.2 Feedback from Retail Businesses

Community Assets

Interviews were undertaken with staff, managers or owner operators of eight local businesses in the New Brighton mall, all retail. One of these participants completed an extended interview while others were interviewed following a shortened format. Asked to identify the biggest assets of greater New Brighton, over half identified the beach, in part because it brings people to the area. The pier, local events such as the sandcastle competition, kite day, I Love New Brighton and the fireworks were also identified by several workers because they attract people to the area, increasing trade. One also identified the outlet shops as an asset for the same reason.

Besides these assets which impact positively on local business, the community spirit of Brighton was also identified as a positive. Affirming this, when asked for ideas on ways the social infrastructure of greater New Brighton could be enhanced, none of the business people offered suggestions, identifying the community spirit as strong already. The outdoor environment, and its proximity to “everything” – the forest, the beach and two malls were also identified as assets.

“It’s totally different from anywhere else. It’s not a mall and that’s the point of difference and it fits too – we don’t need malls everywhere.”

Challenges and Opportunities Facing the Greater New Brighton Community

Challenges identified all centred around the mall:

Loss of trade

- Foot traffic has been down in the mall since the earthquakes.
- Mall looks worn-down.

Crime and graffiti are not getting enough Police response

- Police need a stronger presence
- Children and young people are often unsupervised in the mall area.

CCC

- People are working really hard at local level to see positive things happen but they aren’t always getting the support they need from CCC
- Communication between Christchurch City Council and local businesses is inadequate.

RESTART: REDEFINING THE MALL IN CHCH... (TEMPORARY)



“It’s totally different from anywhere else. It’s not a mall and that’s the point of difference and it fits too – we don’t need malls everywhere.”



Lack of effective collective business body

- Business association not functional – needs strong leadership, especially given large number of businesses, shared assets (eg car park) and large number of absentee owners. In order for local businesses in greater New Brighton to do better, several workers expressed the view that they need to work as a group, and that a collective business body needs to be about the whole community and not just individual interests. A lot of effort was needed to develop an effective business association or collective but this was seen as important, and worthy of support.

Now was seen as the time to address the problems in the mall, as damaged buildings are replaced.

- One business owner was keen to see the whole mall bulldozed, purchased by Christchurch City Council and rebuilt on a smaller scale on a north-south orientation with wind protection, a mix of bars, eateries and retail serving local need as well as metropolitan drawcards.
- Others wanted to see more public art and murals.
- It was suggested that the New Brighton market needs a serious revamp, developed into a market that attracts people from throughout the city, perhaps operating at night during the summer.
- Attracting back at least one big anchor retail outlet was identified as important by one small business.
- The car park needs to be replaced with something attractive and functional.

Enhancing the Physical Environment

Business informants were all keen for some sort of drawcard to be developed in Brighton to attract visitors from throughout the city, making New Brighton a destination. The beachfront was most commonly identified as the location for a new attraction, and suggestions including salt water pools, an aquarium offering education in the marine environment, a boardwalk accessible to older people and people with disabilities, a coastal mountain bike trail or a tram. One of the business people wanted to see more greenery in the mall area.

6.3 Feedback from Residents and Visitors

Feedback provided by the 50 locals and visitors interviewed and the participants of the two residents' association focus groups are presented in this section of the report.

Biggest Assets of / Best Things about Greater New Brighton

Overwhelmingly, the beach/sea/ foreshore was most-commonly identified as the biggest asset of Brighton, mentioned by over half of those whose views were canvassed. The next-most commonly identified asset was the people / community / sense of community spirit and supportiveness of community, followed by the New Brighton Library. The following quotes reflect the views expressed by many regarding the community of Greater New Brighton:

"A very lively heartbeat of community activities."

"The love you get in a place like this community – it's like a big family here."

– Person attending community drop-in

"It's a relaxed lifestyle where you can be yourself."

In order of frequency of response, other assets were identified as follows:

- Cafes and the growing café culture
- Church outreach activities – community lunches, drop-ins, youth and children's activities
- The Pier
- The whale pool
- New Brighton Market
- Community events
- Community garden
- Opportunity shops
- Surf Lifesaving clubs
- Relatively well-catered for in terms of local retail
- Schools
- Golden oldies movies
- Natural environment
- Family-friendly
- Murals
- Museum
- Mall and its potential
- Bottle Lake Forest

Biggest Challenges and Opportunities Facing Greater New Brighton at Present

Asked to identify challenges facing the Greater New Brighton community, responses tended to centre around the journey of post-quake rebuild and around the need to rejuvenate the mall area. The most commonly identified challenges were as follows:

- Getting new life into the mall, overcoming the feeling of a ghost town or back water
- Enhancing personal safety, both real and perceived, and especially in the mall area and near licensed premises
- Loss of QEII – the pool was heavily used by locals and its loss left a huge gap. It also attracted many visitors to the area, meaning that its loss affects the economy of Brighton and the general vibe of the area.
- Lack of any real draw cards for the area
- Potential closure of Central new Brighton School when this sits on good land with a good pool, hall and strong history

Other less commonly identified challenges were as follows:

- Water pollution
- Graffiti
- Cold wind
- Reduced population, although some saw this as temporary only
- Road works and road condition take a toll on locals and deter visitors
- Loss of pride /hope / vision
- Lack of Police presence
- Earthquakes have taken a toll on people – stress, financial
- Perceived as a poor community yet it is actually socio-economically diverse
- Not enough eateries or attractive and family-friendly licensed premises
- Marine Parade very unsightly
- Slow road in mall is hopeless

The earthquakes were identified by some as providing an opportunity to address the problems of New Brighton. Other opportunities:

- With boutique shopping and a village feel central to the rebuild, the mall could be a much better place than before
- More native planting including rata and pohutukawa to bring native birds back

- More could be made of the beach in terms of attracting visitors
- Accessibility should be central to the rebuild
- Wind protection is important

Ideas for Enhancing the Physical Environment

Strongest themes in feedback regarding how the physical environment of greater New Brighton could be enhanced centred around cleaning up the shop fronts, footpaths and streets in the mall and the streets throughout the area and developing a pool complex (strongest feedback supporting salt water pools) for the area. Rawhiti Domain, Thompson Park and the foreshore were suggested as potential sites. Next to these, other strong themes were as follows:

- Open up the beach to make it more visible and connect it more effectively with the mall
- Enhance access to green space with more paths and linkages, and plantings that tie spaces together
- Have more green space within the retail area with colourful plantings
- Develop the point of difference that is quintessentially Brighton
- Accessibility should be a key priority in any new development or rebuild of public space

Some of those people consulted were very keen to retain the flavour of the mall as an outdoor space different to other mall shopping in the city, but a small number of people wanted it redeveloped as a covered shopping facility.

Other suggestions included the following:

- Proactively design new spaces and places to protect users from the wind
- Develop a community hub – affordable public meeting spaces, combining recreation and community
- The Police station should be a central focus in the rebuild of the mall
- Murals are great and more would be better
- Preventative measures to deter graffiti
- Make New Brighton a more older people-friendly place – better cater for the housing needs of older people now and in the future – including rest homes and independent and supported living
- Tertiary education outreach – satellite campuses
- Movie theatre
- Upgrade mall car park
- Relocate bus terminus away from liquor store

- Improve street lighting near mall
- Enhance Marine Parade

Enhancing Business in Brighton

Strongest themes were centred around reviving the mall area into a destination and developing a recreation-based drawcard for the community:

- Develop an aquatic complex in New Brighton – salt water or indoor pool complex – potentially adjacent to an aquarium
- Develop Brighton mall as a place for boutique shopping different from other places – quirky, with variety, cafes and eateries alongside shops selling crafts and funky but affordable clothing, art galleries and display space
- Rebuild shops
- Clean up the area – remove litter and graffiti, refresh with paint and planting
- Retain key retail to meet the needs of locals who shop locally
- Attract new businesses
- Art house movie theatre

Less commonly expressed ideas:

- Keep cars out of mall
- Develop a Farmers Market
- Get rid of the \$ shops and junk shops – cheap imported variety shops
- Encourage more cafes and small licensed premises
- Remove or repair broken down houses
- Retain local schools
- Improve the New Brighton market by making it smoke free, appealing to a wider demographic and operating a night market, in conjunction with late opening hours for cafes
- Encourage locals to shop locally
- Maximise the visibility and quality of the natural environment
- Develop Brighton as an outlet retail destination
- Realign the mall so that it is protected from the Easterly wind
- Anchor retail
- Covered shopping
- High-rise apartments on Marine Parade (only small number of people interviewed wanted this, others were very anti such development)
- Budget accommodation for freedom campers, encouraging them to stay in Brighton and spend in Brighton



- Proceed with River Park concept

Building Community Connectedness

The community was identified as well-catered for with local events and activities, and a community with a strong sense of identity and spirit of supportiveness. However a small number of respondents wanted to see more community events, more markets and outdoor concerts, stronger connections between high schools and community groups and stronger leadership in the community to build community connectedness further. Several people interviewed felt that the social infrastructure of the area would be enhanced if Police and Licensing authorities took a firmer stance with some of the local pubs. Individuals identified a need for more events at the library, community Tai Chi classes and a youth facility for the area.

Getting More People Involved in Community Activities

Lack of information regarding what is on was identified as the biggest barrier to getting more involved in community activities. Respondents were keen to see a local website developed, along with very bold noticeboards and more local newsletters. A number of parents indicated that they would get involved in more events if their children had a chance to be actively involved also.

6.4 Feedback from Children, Young People and Youth Workers

Children and young people were consulted through four events:

- Interviews were undertaken with 7 young people attending a Monday night youth group run by Grace Vineyard Beach Campus.
- A focus group was undertaken with a group of 7 year 7-8 students at Central New Brighton School.
- A focus group was undertaken with the South New Brighton School Student Council, made up of around 15 students from years 4-8.
- A youth Café Conversation consultation was held for young people in the area at the New Brighton Library, immediately following library closing time on a Friday evening. This was widely publicised in the local community and was attended by some local youth workers. The focus group attracted at least 15 young people in the 8-16 age group. After an orientation to the activity, participants moved around six stations, answering different research questions either by sharing their ideas or

endorsing ideas already shared by others by means of star stickers. Any adults attending completed questionnaires and were encouraged not to participate in the youth-focused activity, as this sought the ideas of young people, and not their caregivers.

A focus group was held with people working with children and young people in the Brighton area, as part of the youth worker's network forum. This feedback is also included in this section, as it closely echoed what children and young people themselves said about their community.

The feedback of children, young people and youth workers is summarised as follows:

Biggest Assets of / Best Things about Greater New Brighton

The New Brighton Library was most commonly identified as the best thing about the Brighton area, followed closely in popularity by the beach and in third place, Thompson Park. Other assets identified by a number of children and young people were as follows:

- The sports clubs of Greater New Brighton – especially touch rugby, rugby, tennis, surf lifesaving
- The Pier
- Local primary schools
- Parks and reserves

Less commonly identified assets included both physical and event-based assets:

- the dirt jump and BMX track in Bexley
- it offers a good range of amenities
- the mall
- Bottle Lake
- The fish park (in the mall) and other playgrounds
- Penguin House
- Local events
- Grace Vineyard youth group
- Grace Vineyard children's programmes
- Shoreline Gym
- Local takeaways

and intangible community characteristics:

- the history of Brighton
- friendly neighbourhoods



- great place to escape to and hang out (feedback from Aranui young people)
- the community bonded through the earthquake experiences.

Places and Events Which Bring the Community Together

The most commonly identified things which were seen as bringing the community together were the Santa Parade, Guy Fawkes Fireworks, and school and church fairs, followed by the Central New Brighton School Pool, the touch rugby competition and the mall area, including the New Brighton market. QEII was identified as sorely missed, and previously the key place where locals connected with each other.

Biggest Challenges Facing Children and Young People in Greater New Brighton at Present

Most commonly, children, young people and those working to support them identified people hanging out near the retail area of Brighton and intimidating and abusing others as the biggest challenge. Some young people felt that many of those who scared them were people who had consumed a lot of alcohol at the local bars, rather than off-license purchasers. Many of the children and young people felt that the mall and the surrounding area was unsafe, especially at night. Four other strong themes emerged:

- Lack of things for young people to do in Brighton (with particular focus on pay-for entertainment, fast food chain outlets and retail)
- Poverty, and especially in Central New Brighton
- The lack of a local high school serving the greater New Brighton area
- The lack of a pool, and not being able to swim

Other challenges identified were as follows:

- Graffiti and litter
- Run-down neighbourhoods – one young person lamented *“not having new Brighton totally fallen down in the earthquake so we could rebuild the whole place.”*
- Lack of places to skate
- Junk shops dominating the mall
- New Brighton Rd is dangerous to walk along due to quake damage
- Not allowed to jump off the pier

In the face of these challenges, opportunities were identified by young people.

- A number were keen to see the young people who are causing trouble in the community involved in positive initiatives, which they might then come to value and protect. They felt that pitched right, young people would want to get involved, especially in environmental initiatives.
- The rebuild phase was seen as a great time to develop more places to cycle in Brighton, and to develop connections between different places where bikes can be ridden for fun.

Ideas for Enhancing the Physical Environment

The strongest themes which emerged regarding ideas for improving Brighton's physical assets were as follows, presented in order of frequency of response:

- Most strongly, to develop a pool, and preferably a heated, indoor pool which might come some way to replacing what was lost to the community with the closure of QEII pool. This was identified as a key social destination in all weather, and the place that brought young people together, regardless of which secondary school they attended.
- Clean up graffiti in the area.
- Attract a wider range of shops to the mall area, and especially clothing, technology, takeaway outlets and chain stores.
- Develop a low-cost gym, or a free-to-use outdoor gym.
- Offer more children's programmes like those offered at Grace, and promote these strongly in the community.
- Promote Brighton as the place to come to do cool things – with more events, tournaments, and outdoor music.

Other less-commonly identified ideas for enhancing the physical environment were as follows:

- Make better utilisation of the outdoor basketball court by the library, with more youth events held there, where it is sheltered from the wind.
- Have more art displays and create more spaces to do this.
- Develop more community gardens.
- Build a full basketball court in the area.

- Develop more opportunities for youth employment.
- Have youth events at the outdoor movie space.
- Develop an aquarium and marine school.
- Develop a boardwalk along the beachfront.
- Salt water pools.
- Develop more cycle tracks in the area, and especially along the dunes.

Enhancing Business in Brighton

Thinking in particular about local businesses and the mall retail area of Brighton, children and young people offered a range of suggestions for enhancing these.

- Most commonly, young people wanted to see junk shops (cheap import shops) removed from the area, and more takeaway outlets, clothing shops and technology outlets in their place.
- They also wanted to see the mall area cleaned up.
- Develop New Brighton as an outlet shopping destination, building on the success of DC and Quiksilver, with more “cheap but cool” places to buy clothing, and hopefully, secure some youth employment.

Other suggestions:

- Have more brightly coloured planter boxes in the mall, with lots of flowers.
- Use lots of colour in the mall redevelopment, and replace broken buildings with modern ones.
- Develop more places to sit, with shade and shelter from the wind and lots of colour.
- Capture the feeling of the community in the way the mall is redesigned.
- Include shops that appeal to children to make it a family shopping destination.
- Have cafes open later in summer.

Building Community Connectedness Among Young People

The children and young people consulted were asked for their ideas on ways to make it easier for young people to connect with and support each other. A range of ideas were put forward, with the most commonly offered suggestion being more outdoor events and carnivals – community celebrations with entertainment and actively involving young people as performers in these events. Other suggestions were as follows:

- A youth drop-in, particularly focused on daytime, and carefully run
- A cheap fitness gym accessible to young people
- Affordable judo or boxing classes
- More skate parks
- A paintball venue
- More takeaway outlets
- More youth groups
- A gaming club where young people could play PS3 together and collectively contribute to buy games to share, as well as work together to run it.

A number of young people consulted as part of the research expressed a desire to have more opportunity to perform in their local community. Many learned an instrument, sang or danced, and wanted to see talent competitions or showcases, slots for young performers at community events, and chances for young people themselves to help organise these kinds of events. An idea was put forward by several young people and by a group of youth workers consulted that a cultural centre could be developed in Brighton, offering performance and arts display space and a mini recording studio, with tutor support nurturing local talent and interest. Young people were keen for youth-focused events to be held in the pop-up movie theatre / creative space. At the circo-arts end of the spectrum, some of the children at the youth café conversation were keen to see aerial activities in the mall area utilising flying suits.

6.5 Findings from Online Survey

A survey was published via Survey Monkey and promoted to the community via the Renew Brighton Facebook page and other Facebook pages of community groups and organisations in the community, school newsletters and flyers distributed via local businesses and at a number of local events. Twelve adults attending the Family Fun Night community event on 31 October at Grace Vineyard beach Campus were also recruited to complete the survey on the spot using an Ipad.

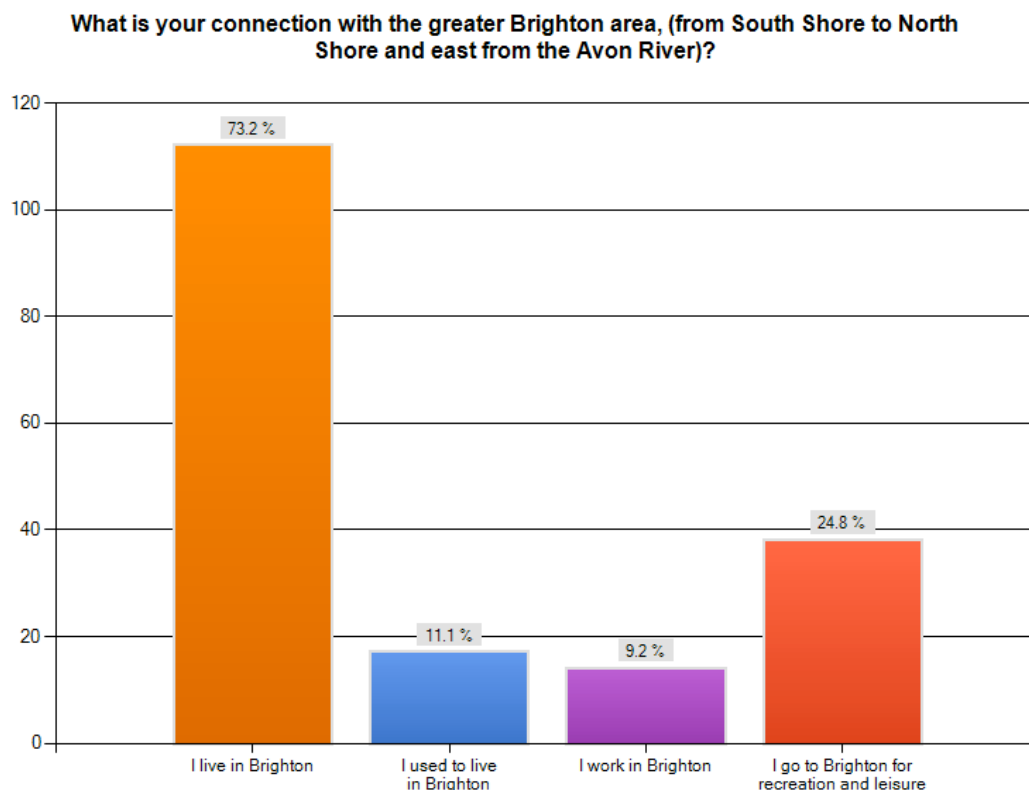
In total, 164 people completed the survey by close-off. The respondent group was not representative of the total make-up of the community as a whole, with 78.7 percent of respondents female and almost two-thirds in the 25-44 years age group. The age composition of the respondent group was as follows:

13-24 years	4.9 percent
25-44 years	63.4 percent

45-64 years	28.0 percent
65 years+	3.0 percent

The affiliation of respondent to greater New Brighton is presented in Figure 6. Eleven respondents did not indicate the nature of their connection to the area, but of those who did, almost three-quarters were local residents, and over a tenth worked locally.²

Figure 6. Affiliation to Greater New Brighton of Respondent Group



Of those respondent who lived in the area, 31.1 percent were from North New Brighton and the same proportion from South new Brighton, 26.1 percent were from New Brighton, 6.7 percent from North Shore and 5.0 percent from South Shore.

Greatest Assets of Brighton

The survey presented respondents with a list of assets, drawn from crude preliminary analysis of the qualitative research findings up until the time the survey was launched. The survey endorsed interview-based findings that the beach, library and pier are the most significant assets of the community. Findings are presented in Table 7. Other assets were identified as Rawhiti Domain (N=2),

² Percentages do not total 100 as some respondents indicated multiple connections to the area.

Bin Inn (N=2), South Brighton Domain (N=1), Thompson Park Skate Bowl (N=1), friendly locals / relaxed lifestyle (N=2), the sunrises (N=1), restaurants (N=1) sand dancer (N=1) and Youth Alive Trust (N=1).

Table 7. What are greater Brighton's best assets?		
Answer Options	Response Percent	Response Count
The beach	95.1%	155
New Brighton Library	82.8%	135
The Pier	74.8%	122
Bottle Lake Forest	56.4%	92
Parks and green spaces	52.8%	86
The estuary	49.7%	81
Cafes	47.2%	77
The diverse community	46.6%	76
The supportive community	46.6%	76
Whale Pool	45.4%	74
New Brighton Community gardens	39.9%	65
Community organisations	37.4%	61
Birdlife	36.2%	59
Schools	35.6%	58
Inclusive community	27.6%	45
Sports clubs and organisations	25.2%	41
New Brighton market	23.9%	39
History	22.1%	36
Arts organisations	22.1%	36
Churches	17.8%	29
New Brighton Mall	16.6%	27
Early Childhood centres	16.0%	26
Community Centres	11.7%	19
Other (please specify)		13
answered question		163
skipped question		1

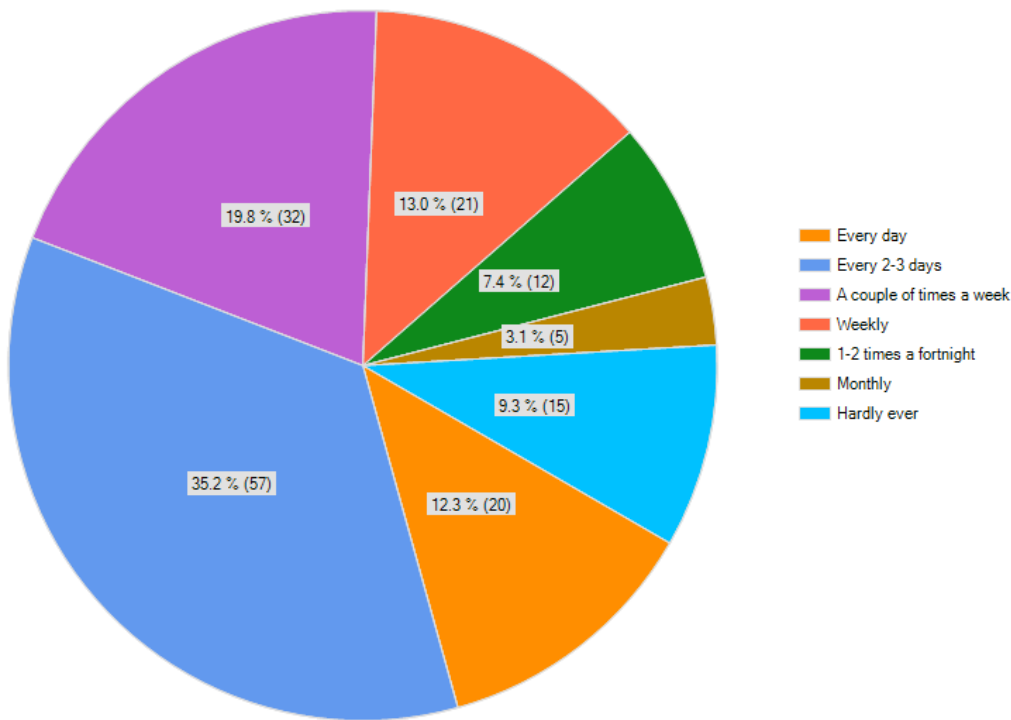
Purchase of Goods and Services Locally

Respondents were asked to select a descriptor of how often they purchased goods and services in the greater New Brighton area. Findings, presented in Figure 7, showed that almost half shopped locally every one-three days. This is at odds with figures presented in the Draft New Brighton Centre Master Plan (CCC, 2012), which note that *“if supermarket expenditure is excluded from the data, a substantial 88% (i.e. nearly \$9 out of every \$10 spent on retail) of retail spending by New Brighton residents is made outside of the New Brighton catchment.”* (p.61). However importantly, the present survey question did not exclude supermarket / food purchases. Combined with the findings of the new Brighton Economic Assessment commissioned by Christchurch City Council as part of their master

plan development, the findings suggest that food purchases comprises the majority of local shopping.

Figure 7.

How often do you buy goods or services within the Brighton area, from South Shore to North Shore and including New Brighton?



Hard-to-Access Services in Greater New Brighton

An open-ended question asked respondents who lived in Brighton to identify any services that they found hard to access. The following were identified:

- A pool / fitness / leisure pool complex (N=13)
- Safe and appealing licensed bars and restaurants (N=6)
"Good restaurants and funky bars"
- Basic shopping meeting everyday needs (N=5)
- A CCC Service Centre (N=4)
- Health care / alternative health services (N=4)
- Quality clothing and shoe retailers (N=4)
- Movie theatre – especially art house (N=4)
- Basic shopping in South New Brighton / South Shore – little left (N=3)
- Improved bus service / park and ride (N=3)
- Disability / older person access to the beach (N=3)
- Roads make it hard to get around at the moment (N=2)
- Butcher (N=2)

- More variety of takeaway (N=2)
- Beauty services (N=1)
- Information noticeboard showing what is on (N=1)
- ATM in South New Brighton (N=1)
- More older persons fitness classes (N=1)
- Cycle paths (N=1)
- Positive youth activities (n=1)
- Education (N=1)
- Pedestrian crossings (N=1)
- Community Centre in South New Brighton (N=1)
- Bakery (N=1)
- Dog park (N=1)
- Clean and inviting mall (N=1)
- More arts and crafts outlets and less junk shops (N=1)

"I would like it to be a centre of creativity and social amenity, attracting people to aquatic and natural assets then providing them with a cool experience when they get here."

Things that Could Make Commercial / Retail Areas of Greater New Brighton More Attractive to Locals and Visitors

The questionnaire invited respondents to list the three things they thought could make the commercial and retail areas of greater New Brighton more appealing for locals and visitors. 4,500 words later, an enormous number of ideas were shared, some in such detail that the passion for Brighton was evident.

A number of respondents identified a need to fix or replace shopping in South New Brighton and South Shore urgently, identifying this community as especially under-catered for. One person was keen to see new small-scale commercial hubs developed in both South and North New Brighton. However most of the feedback provided related to the mall area. In descending order, the strongest themes which emerged were as follows:

- **Clean up the mall area**, remove graffiti and litter and work to keep it clean and tidy, repainting buildings that remain and continuing to fill empty spaces with positive things (installations, plantings, colourful planters etc.) until buildings are replaced.

"I know of a lot of people who want to move there shops into the mall but don't want to be cleaning graffiti off there shop every morning."

"Keep going with all of these amazing initiatives around the mall!"

- **Redevelop the retail mix towards a common theme of quirky, boutique shops**, presenting a unique shopping experience, with an emphasis on arts and crafts, an artisan hub, quality locally produced goods and niche shopping. Suggestions for models to follow were Greytown, Akaroa, Sumner and St Kilda, Melbourne and Manley, Sydney. Carry a theme through the look and feel of the retail area – signage, type of shopping.

“Lots of cool sculptures - make it urban-chic, I've just been to Sydney and some of the little villages there are super cool and trendy, including beachside areas outside of CBD.”

“Brighton has plenty of artists, so somewhere for them to gather and show off their skills.”

“Stop the infighting among the business people - work together people! - allow new businesses to set up, eg. eco-market - think about concentrating these businesses in remaining vacant areas to compress the shopping and renovate what's left - allow creativity - design studios, artists, musicians - buskers!”

- **Alongside this, ensure that day-to-day shopping needs of locals are met** – greengrocer, butcher, fishmonger, bakery, organics, wholefoods retail along with at least some clothing retailers.

“At the moment I try to support the shops that are there but it is becoming more difficult to get everything I need there.”

“I know the mall is a bit derelict and could do with a tidy up, but the main thing that will make people come here is people being here. If we all shopped and socialised locally, then people would think it was a happening place and come here - it's a circle of life thing :)”

- **Develop more wine bars, eateries, hospitality and provide outdoor seating for users and for others to stop and chat** – courtyard / village green concept, with sheltered areas to enjoy and potential for live entertainment

- **Reduce the number of junk / cheap import \$ shops**

“The whole place needs to be tidied up and modernised. There needs to be more shops that I actually want to buy stuff from – there's too many shops full of cheap ugly stuff.”

- **Improve the car parking** – make car parking look attractive with planting and signage and make it safer with appropriate surface and design.

“The biggest problem with Brighton, I think, is that the majority of car parking is on Hawke St and is unattractive and unappealing. If those buildings were given better signage, and the potholes etc. in the car park were fixed (or better yet, the whole thing resealed) it would be a much more welcoming environment. Also there needs to be a trolley bay near Funky Pumpkin & Couplands to avoid the herds of shopping trolleys left lying around because people can't be bothered to take them back to the shop.”

Design the mall for wind protection – either through reorientation of the mall so it does not act as a wind tunnel or incorporating wind breaks into rebuild

- **Reduce the size of the mall**
- **Incorporate a pool aquatic leisure centre into the mall area**
- **Develop green spaces and incorporate plantings, planter boxes, hanging plants and colour into design**
- **Expand on the existing, successful outlet shopping** – use outlet shopping as a drawcard to New Brighton as it now is for Hornby
- **Have at least one anchor retail outlet** – eg. Farmers, The Warehouse, Bunnings
- **Enhance the standard of window displays and presentation of shop frontages**
- **Improve play areas and enhance connectivity between spaces**

“More needs to be done to link the beach and the shops and the play area together.”

“Get rid of that stupid fish and put in a real playground for children to enjoy, return the fountain to our midst it was really good feeling of water.”

Other less commonly offered suggestions:

- Part-cover a rebuilt mall so there is an area with glasshouse roofing – protection for el fresco diners

Enhance the array of licensed premises – emphasis on quality and responsible hosts

“More of a lifestyle destination - wine bars, delicatessens, a cooking school, another language school, perhaps a live music venue (that DOESN'T look like it's straight out of Once Were Warriors).”

- Improve the market and build on this to create a market that draws visitors – night market, farmers market, artisan market
"Improve the market, it has a "garage sale feel to it". Make it more like Riccarton Bush Market, specialty foods, etc, don't allow people to sell their 2nd hand goods, no one will come from the other side of town for the market at the moment to look at someone's junk on a table but they will come to buy artisan food, cake's, salamis , walk around with a coffee etc."
- Improved security in mall area, including foot patrols and lighting at night
- Better supermarket
- Develop an adjacent retirement village
- Provide information on what is on locally
- Dual entry to supermarket
- Develop apartment living above retail in rebuild
- Entertainment and events-focus
- Use bright colours
- Older person friendly space
- Start-up business hub
- Safe for pedestrians
- Shops opening out to mall rather than car park
- More sculptures and murals
- Skate park, roller skating rink
- Movie theatre
- Remove bars from shop windows
- More takeaway outlets

- Tram

As many respondents indicated that they wanted the mall car-free as wanted it a through route.

Ways Greater New Brighton Could be Enhanced

A range of ideas already put forward in earlier consultation were presented in the questionnaire and respondents were asked to select all those they agreed with. Findings were as follows:

Answer Options	Response Percent	Response Count
Develop a health provider hub in New Brighton where alternative health providers and health-focused retailers can be based together	39.8%	64
Develop an artisan's hub where arts-based businesses and artists can share space, display and sell their work	67.1%	108
Develop and promote an arts trail in Brighton	41.6%	67
Salt water pool / spa	79.5%	128
Development of green space and beautification in Bexley area, creating attractive gateway to New Brighton	79.5%	128
More murals and public art	54.7%	88
Proactive response to tagging and vandalism	74.5%	120
Improved street and mall cleaning	73.9%	119
Continue to have lots of community events and celebrations	72.0%	116
Re-establish Time Bank	19.3%	31
More opportunities to find out what is happening in Brighton (eg. website, signage, noticeboards)	44.1%	71
More displays of visual and performing arts	39.8%	64
Central gathering place	42.2%	68
Enhance / expand New Brighton market	60.2%	97
Condense mall - create village feel	54.7%	88
More funky and appealing retail and cafes / eateries	77.6%	125
Enhance community safety	52.2%	84
Aquarium on beachfront	49.1%	79
More spaces and activities for young people	45.3%	73
Keep schools open	70.2%	113
Other (please specify)		32

The majority of other suggestions were for a pool complex, and endorsing the need to keep local schools open and consequently smaller in size than merged alternatives.

6.6 Share an Idea for the East, Avon-Otakaro Network, Spring River Festival

The Avon Otakaro Network further developed Council's "Share an Idea" into a platform for gathering ideas for the east of Christchurch for the proposed grassroots people's planning group, Eastern Vision. Renew Brighton has been a part of this team and naturally took part in the "Share an Idea for the East-Eastern Visions" information gathering workshops. Participants were handed a piece of paper, inviting them to describe their vision for the east (in less than 30 words), stating whether or not it was for all of the east, or a particular area. This information was gathered at hubs within the Spring River Festival; the Brighton hub was co-ordinated by Renew Brighton volunteers.

51 people at the Spring River festival lived in the greater New Brighton area and shared an idea about their community. A further 3 former residents also shared their ideas, and people from other parts of the city shared ideas relating to the greater New Brighton area.

A range of ideas were shared for the greater New Brighton area, relating to:

- Pools (N=6)
- Business recovery (N=6)
- Other recreational facilities (N=3)
- Art sculpture etc (N=3)
- Trams and light rail (N=3)
- Accessibility and inclusion (N=2)
- Clean environment / repaired roads (N=2)
- Community engagement (N=2)
- Walkways / cycleways (N=1)
- Playgrounds (N=1)
- Picnic and BBQ areas (N=1)
- Market (N=1)
- Outdoor entertainment area (N=1)



7. SUMMARY OF FINDINGS

The Community of Greater New Brighton Today

Using the demographic data currently available and given the changes still being experienced in the area as residents continue to move from red-zoned properties or repair / rebuild other damaged properties in the area, we are in no position to accurately profile the population of the greater New Brighton area. The findings of the next Census in 2013 are long-awaited. The information available indicates that the population of the research area itself has declined but not markedly as yet. It is set to further reduce until early mid-2013 when Government Buy-out offers for the area all expire. Population decreases are strongest in Rawhiti and South Shore, and the population decrease of Bexley, likely to be around 2,000 residents also impacts heavily on New Brighton where many residents tended to shop and access other services.

In terms of its composition, there is no reason to think that the kinds of people who live in greater New Brighton have changed markedly since the last Census. Census data reveals it as a diverse population in terms of income, education employment and family structure. While none of the area units of greater New Brighton fall at the extremes of Socioeconomic Deprivation ratings on the NZ Deprivation Index, they do nevertheless vary widely; areas of higher living standard are located to the north and south of the greater New Brighton catchment. The community is less multicultural in character than Christchurch and much less multicultural than New Zealand as a whole. Locals identify the community as unpretentious and accepting of difference.

With its proximity to significant areas of green space, to the surf beach, the estuary and the river, the greater New Brighton area lends itself to outdoor physical recreation and this is reflected in the wide range of sporting and physical recreational groups, clubs and organisations in the area. The community is a creative one, and is also well-served by arts and crafts-based groups and organisations, choirs and community music groups.

The strength of the greater New Brighton reflected in its arts and recreation sector sits alongside a strong community and social support infrastructure. Ground work preparing the community for disaster civil defence response had occurred pre-quake and was identified as helpful in recent times. The community is serviced by a number of churches with strong community outreach programmes and commitment, and these churches work well alongside each other. Churches were key responders to community need post-quake, and their level of community involvement and community development role in greater





New Brighton has continued to increase since that time. A number of other community organisations sit alongside these, and the community has been assessed as having high levels of social capital compared with other communities. Volunteering is strong, the community is well-served by residents' associations, and participation in community initiatives is high. Groups are beginning to collaborate with each other more now than in the past, and Renew Brighton was identified as one of the factors making this happen.

The Assets of Greater New Brighton

The community has been through a very challenging time. Even before the earthquakes, the area had a struggling retail and commercial sector and there was frustration at lack of progress in redeveloping the physical heart of New Brighton to achieve its full potential. Many in the community felt let down over hopes that were not being realised. It seemed to some residents that the earthquakes knocked New Brighton just as some positive things were starting to happen to move the community forward.

Post-quake, many residents feel that the community of greater New Brighton is now stronger than ever – more supportive of each other, more connected as neighbours, with a strong pride in the area and its people and physical assets.

Despite loss of some key amenities as a result of the quakes, and most notably QEII, the area is seen as asset-rich.

In terms of physical assets, the three most-identified assets were:

- the beach/estuary;
- the New Brighton Library; and
- the pier.

Also strongly valued are the local events, especially because they boost local business by attracting visitors to the area, local skate and mountain bike amenities offered at Thompson Park and Bottle Lake, the significant green spaces, the churches and their community activities, the sports clubs of Greater New Brighton – especially touch rugby, rugby, tennis, surf lifesaving, the growing café culture, local schools and local community initiatives such as the Community Gardens and the array of community groups and clubs on offer. Locals valued the shopping and services that were available in the area.

Among the four most frequently identified assets of the community in this research was an intangible asset – the people of Brighton and their sense of

identity, their collective community spirit, their sense of ethic and of community, their friendliness and welcoming characteristic as a community, an holistic approach to life, egalitarian character, hard work and passion for the community. Other intangible assets also emerged:

- Acceptance and lack of pretence
- Holiday, beachy pace
- Village feel
- The history of Brighton
- Friendliness of locals
- Family-friendly

Hopes and Dreams for Greater New Brighton

Although the focus was community-wide, much time was spent in consultations discussing people's hopes and dreams for the mall area. This affirmed to the researcher the status of this space as the physical heart of Brighton, even if the beach is its soul. As a key location where the community comes together, it is critical that the redevelopment of the mall creates positive change. The hopes and dreams for the mall expressed in the present research align well with the goals of the Draft New Brighton Centre Master Plan (CCC, December 2012):

Economy and business

- A viable commercial core, proportionately sized to the residential catchment it draws from.
- An inviting shopping and dining destination for locals and visitors, encouraging further commercial and residential investment over time.
- A distribution of entertainment and retail precincts, along with mixed-use activity, that supports a vibrant day and night economy.
- Strong anchor businesses, supported by convenience and niche retail and other commercial activity.

Movement

- An accessible centre for all users.
- Reinforced connections between the river, the centre and the sea.
- Improved north-south connections through the centre.
- A centrally located public transport interchange.
- Retention of sufficient car parking while improving layout and connections.

Natural environment

- References to the surrounding natural environment in streetscape design.
- Enhanced landscaping within the centre, supported by environmental design principles.
- Recognition of the easterly wind as an opportunity, not just a threat.
- Develop awareness and mitigation of natural hazards.



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Built environment

- Attractive public spaces that provide shelter and interest for pedestrians.
- Development of private land that supports consolidation of the centre and whose character reflects the coastal environment and local community values.
- Efficient use of land, including for residential activity, to better support a smaller commercial core.

Community wellbeing, culture and heritage

- A safe centre, based on Crime Prevention Through Environmental Design (CPTED) principles and appealing to all ages.
- Collaboration between community groups to promote transitional and permanent events, and improvements to the centre.
- Facilities and other development that support the diverse and eclectic community mix, while echoing the history of the suburb.

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Key themes which emerged from the present research regarding how the mall area could be enhanced should be advocated for in the next stage of Council's master plan process these are:

- **Safety** – from graffiti and vandalism, personal safety at night, appropriate lighting, host responsibility
- **Catering for local needs** – produce, meat, organics and wholefoods, clothing, hardware, banking needs etc.
- **Boutique shopping with a difference** – browsy, quirky shops – arts, crafts, antiques / vintage, locally produced goods, destination foodie shopping
- Connection to drawcard – leisure pool / salt water pool, tram, aquarium, outlet shopping
- **Accessibility** – disability/older adult/buggy -friendly, connections to cycleways, pedestrian-friendly
- **More compact** – the mall does not need to serve the same population base or trip purpose as it did in the past – a smaller, more compact retail area would have more of a village feel
- **Wind Protection** – design to avoid wind tunnels, provide wind breaks near seating areas
- **Attractive with a beachy, chilled-out flavour and feeling of unity** – bright colour, lots of plantings including flowers, theme to signage
- **Appealing eateries** – great café culture already developing and able to be built on – wine bars, family-friendly dining, indoor-outdoor and day and night
- **Attract people in evenings** in summer months – night market, festive lighting, cafes/bars with live music
- **Plenty of seating** – places to sit and chat, watch performers etc.

- **Central gathering space** – performance friendly – village green / courtyard
- **Nurture small businesses** – explore viability of boutique IT hub / hub for creative businesses – designers, architects, jewellery makers – clustered together in affordable spaces
- **Public art**
- **Family-friendly** – good public toilets, appealing playground, connection to beach, pier and library

Thinking about the wider community of Brighton, the hopes and dreams most commonly expressed for greater New Brighton community centred around the following themes:

- Greater New Brighton should be a **strong, thriving, nurturing and cohesive community**.
- Brighton should be a **destination, with a point of difference** incorporating the key themes of art and creativity, environmental sustainability, water and aquatic recreation and sport
- **Brighton needs a draw card** – a key attractor / cluster of attractors that would make people from other parts of the city and visitors from elsewhere want to come – eg. pool complex, cycle track network, boardwalk or promenade, connection to a river park developed in red zone river land, night market / farmer's market.
- Greater New Brighton has a **strong events** calendar but this can be built on further - Brighton should be known as the place to come to do cool things – with more events, tournaments, and outdoor music.
- The **creative potential** of the greater New Brighton community could be more unleashed. As a community which includes many creative people including many who make a living through their art / craft, there is considerable potential for this to be celebrated and facilitated to a much greater degree than at present through public art, performance spaces and opportunities, and collective enterprise – eg. an artisan hub.
- **Sustainability** should be fostered.
- Attractiveness to live, shop and play should always be balanced with affordability so that the area can **remain a diverse community**, where people of lots of socioeconomic and interest groups come together.
- **The spaces and places of Brighton should be more connected** -eg. library/pier - mall, the surf clubs -public play spaces, stronger networks of walkways and cycle tracks, shared-use facilities.
- The **routes into Brighton should be enhanced**.
- There should be a **stronger cultural connectedness and identity**.

- South New Brighton, Central New Brighton and North New Brighton Schools have their own cultures and each serve as key community hubs. Many of the stakeholders interviewed expressed a desire to ***see local schools remain open***, for reasons of accessibility, school culture and community.

The easy part of any project such as this is the gathering of ideas and data and sharing of findings. The big challenge is taking the information that comes out of research and applying it to make a real difference in the community. The information in this report belongs to everyone who lives or works in the greater New Brighton community and wants to see it continue to move forward and become even better. The research has affirmed the huge assets of Brighton, both in people and resources. The area is a great place, teetering on the brink of becoming even better. Awesome things have begun with the gap filler projects, the development of the Creative Quarter, initiatives of local churches, networking forums and with the Council's master plan work. The more local people who actively engage in the great things that are developing locally, the more chance that the hopes and dreams expressed in this report will become a reality.

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