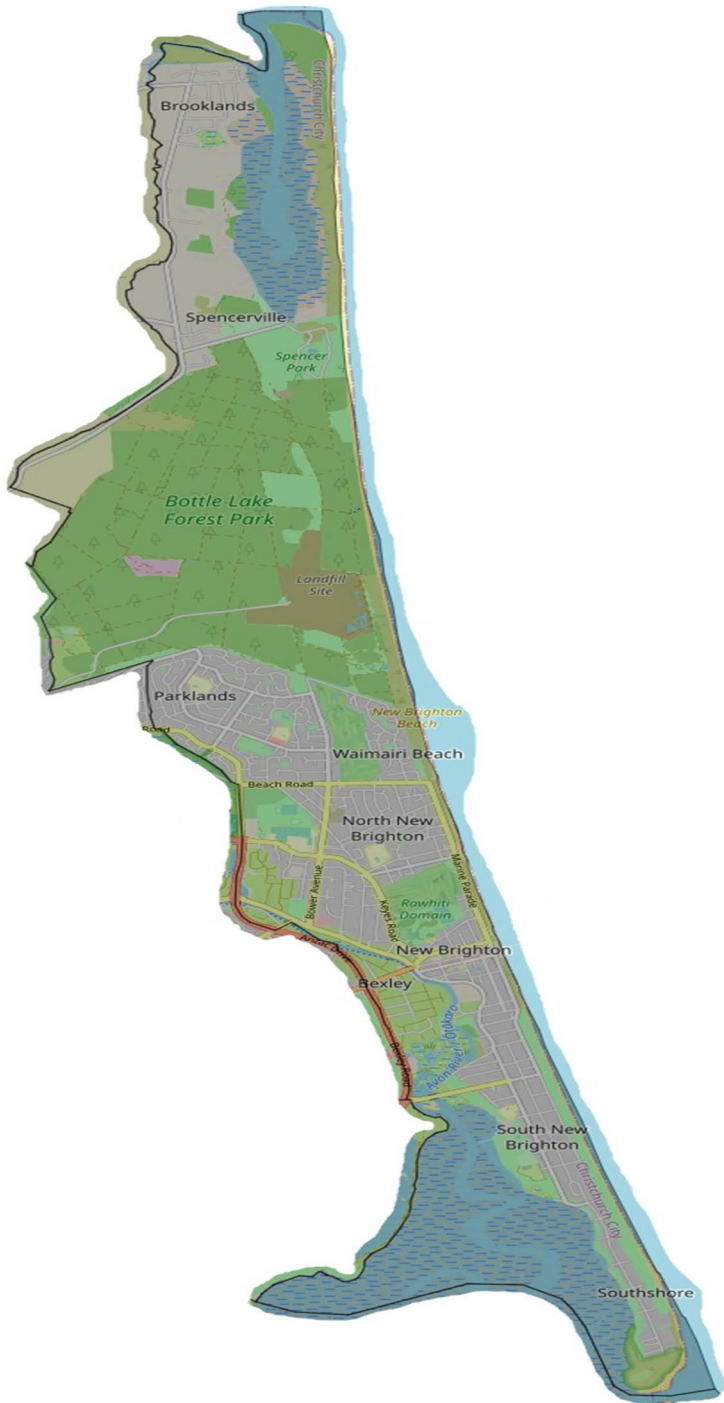


COASTAL WARD PROFILE

February 2021



The Coastal Ward includes the suburbs of Brooklands, Spencerville, part of Styx, Queenspark, Parklands, Waimairi Beach, North New Brighton, New Brighton, South New Brighton, and Southshore. 90 percent of the population in the area identify as European in ethnicity.

Residents identify with their suburb and each community has a distinct identity with characteristics and attributes unique to them. People living here describe them as having a village rather than a suburb feel.

By the iconic New Brighton Pier is the New Brighton Library. The popular Seaside Playground and He Puna Taimoana (New Brighton Hot Pools) attracts visitors from across the city to the area.

All communities have easy access to the beach and an extensive range of sport and recreational opportunities. Bottle Lake Forest and Spencerville Park have horse, walking and cycling trails. There are walks through the sand dunes and along the Avon Heathcote Estuary, a wetland of international significance.

This eastern area of Christchurch was extensively damaged in the Canterbury Earthquakes in 2010/2011 and is still experiencing the impact of this a decade afterwards. A great deal of work has been undertaken underneath the ground to fix waterways and infrastructure, however the significant above ground work has taken longer to repair and recover from.

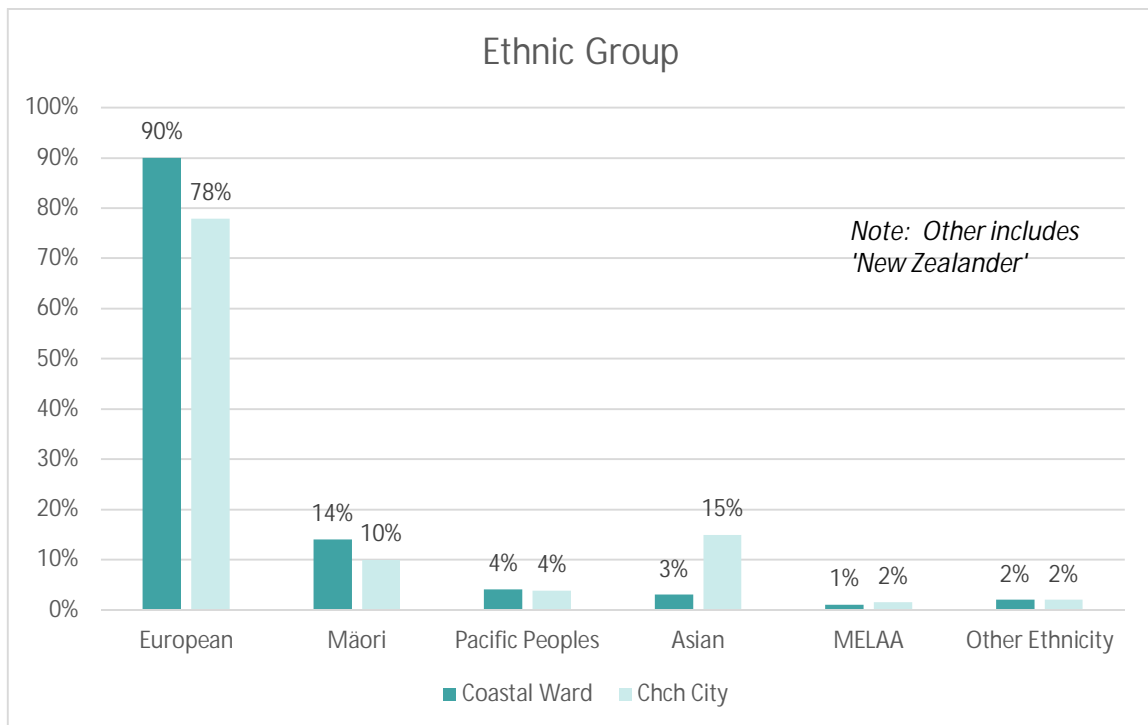
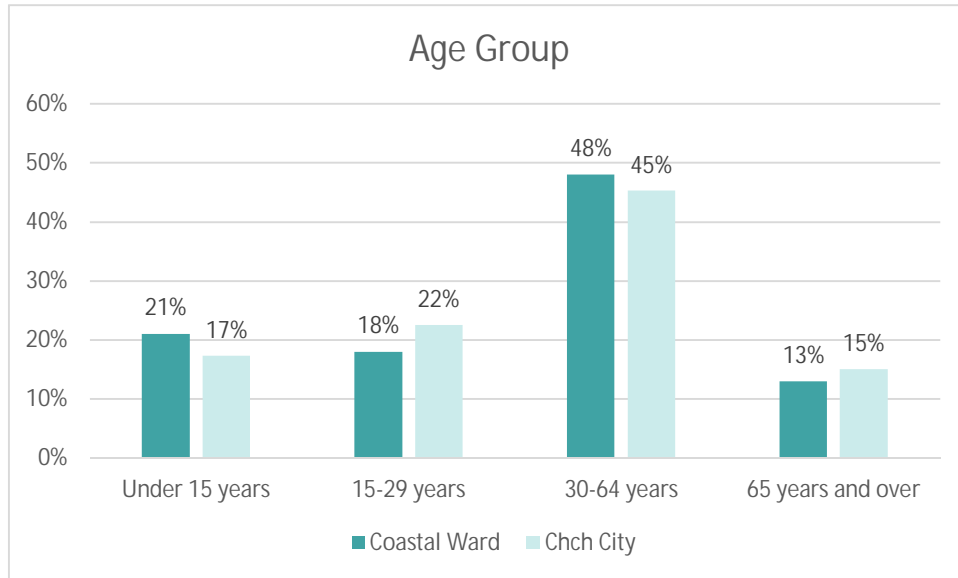
The natural environment and the accessibility to the beach and other recreation opportunities is the key attraction for people choosing to live in area and they identify strongly with each other and their local community.

Facts and figures

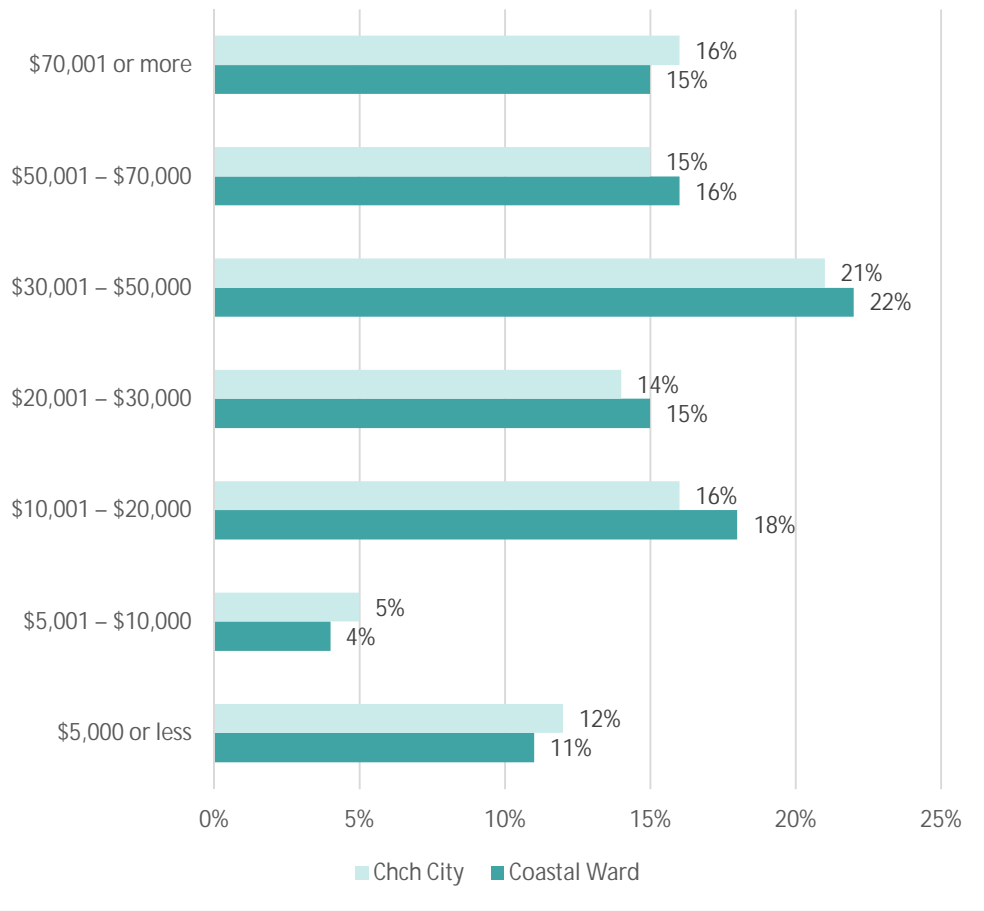
Demographic Summary (2018 Census Data)

Population

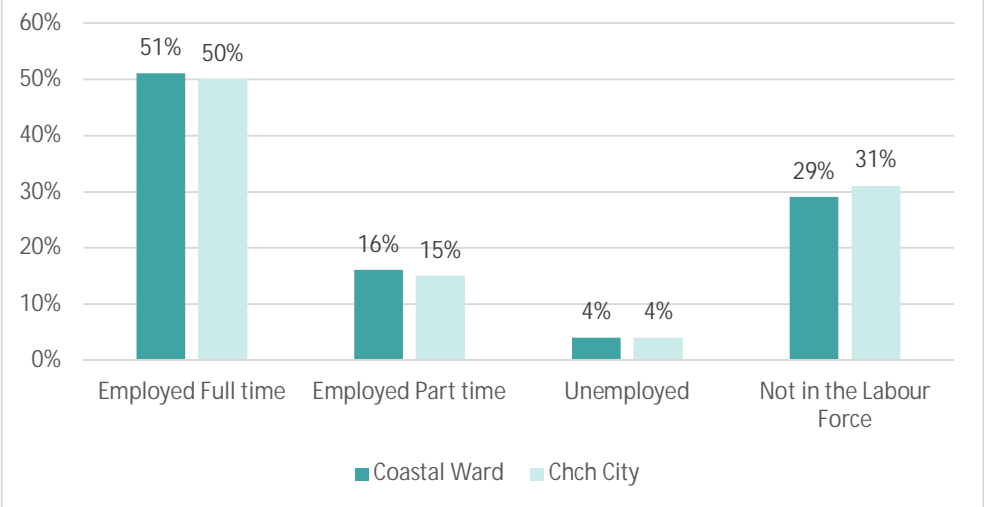
The population within the Coastal Ward boundary is: 22,974

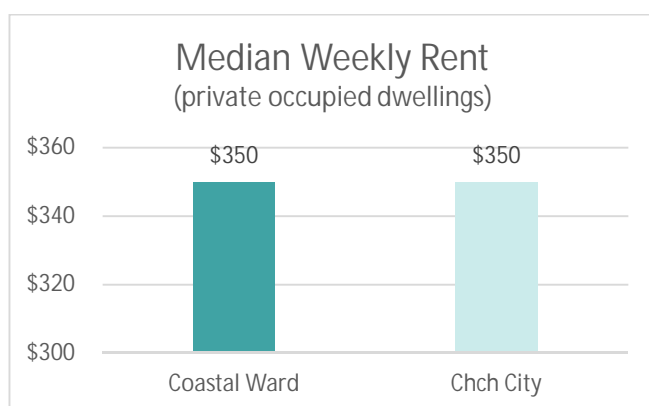
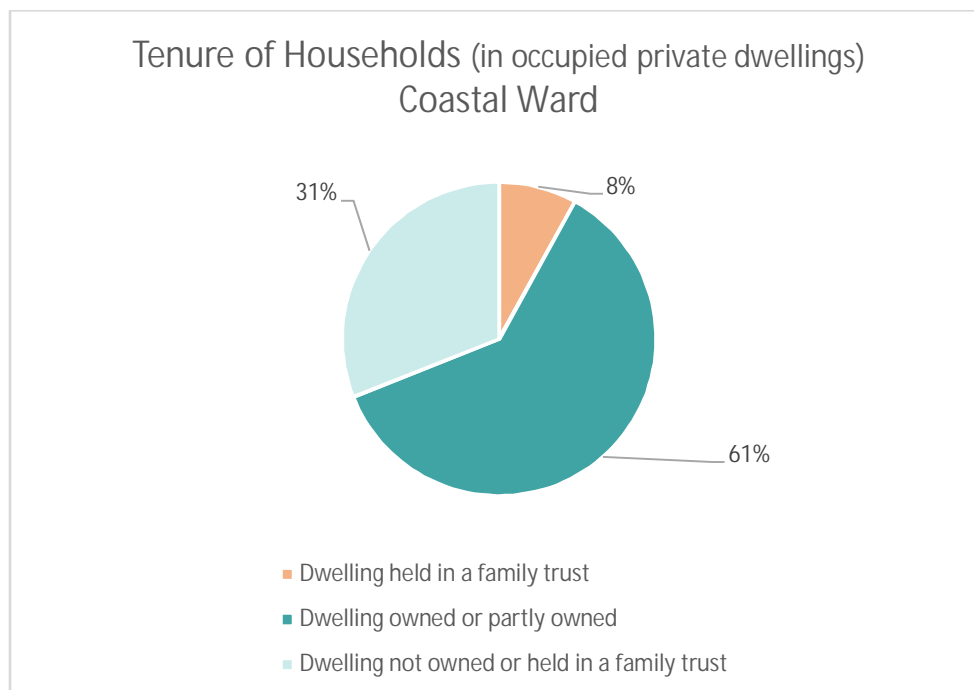


Total Personal Income - aged 15 years and over



Work and Labour Force Status





Number of Occupied Private Dwellings: 9,003

Facilities and Amenities

- Libraries at Parklands and New Brighton
- Five Otautahi Community Housing Trust social housing complexes with 82 units
- Kainga Ora own 273 houses
- Two shopping areas at New Brighton and Parklands
- Nine schools – six primary/intermediate, one of special character and two high schools
- Fifteen early childhood centres
- Approximately 1,600 businesses employing around 2,800 people
- Multiple sport and recreation amenities including Waimakiriri boat ramp, Brooklands Lagoon Walk, Spencer Park, Bottle Lake Forest, Rawhiti Domain and Waimairi Beach golf courses, beaches, five Surf Life Saving Clubs, Taiora QEII Recreation Sport Centre and Park, He Puna Taimoana (New Brighton Hot Pools), Christchurch School of Gymnastics, Thomson Park, Rawhiti Domain, South New Brighton Domain and Te Karoro Karoro/Southshore Spit Reserve. Two disc golf courses; one at Queenspark Reserve and one at QEII Park. There are walks along the Avon-Heathcote Estuary, Travis Wetlands (a wetland of international significance). There are holiday parks at Spencerville and South Brighton.

NZ Deprivation Index

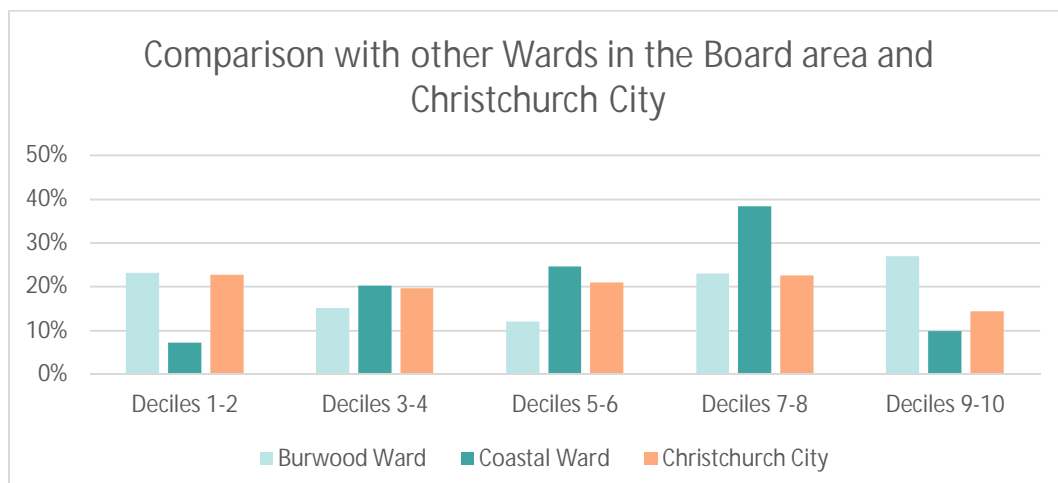
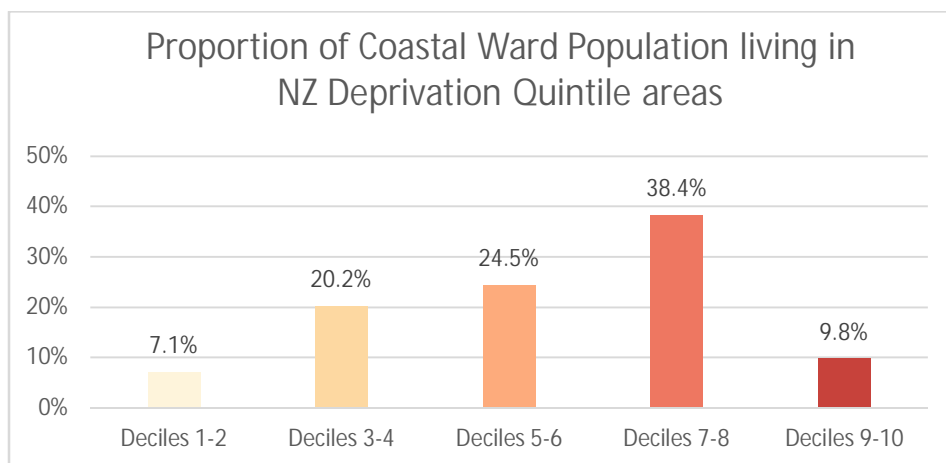
The aim of the NZ deprivation index research programme is to develop indexes of socioeconomic deprivation for New Zealand, to support and inform:

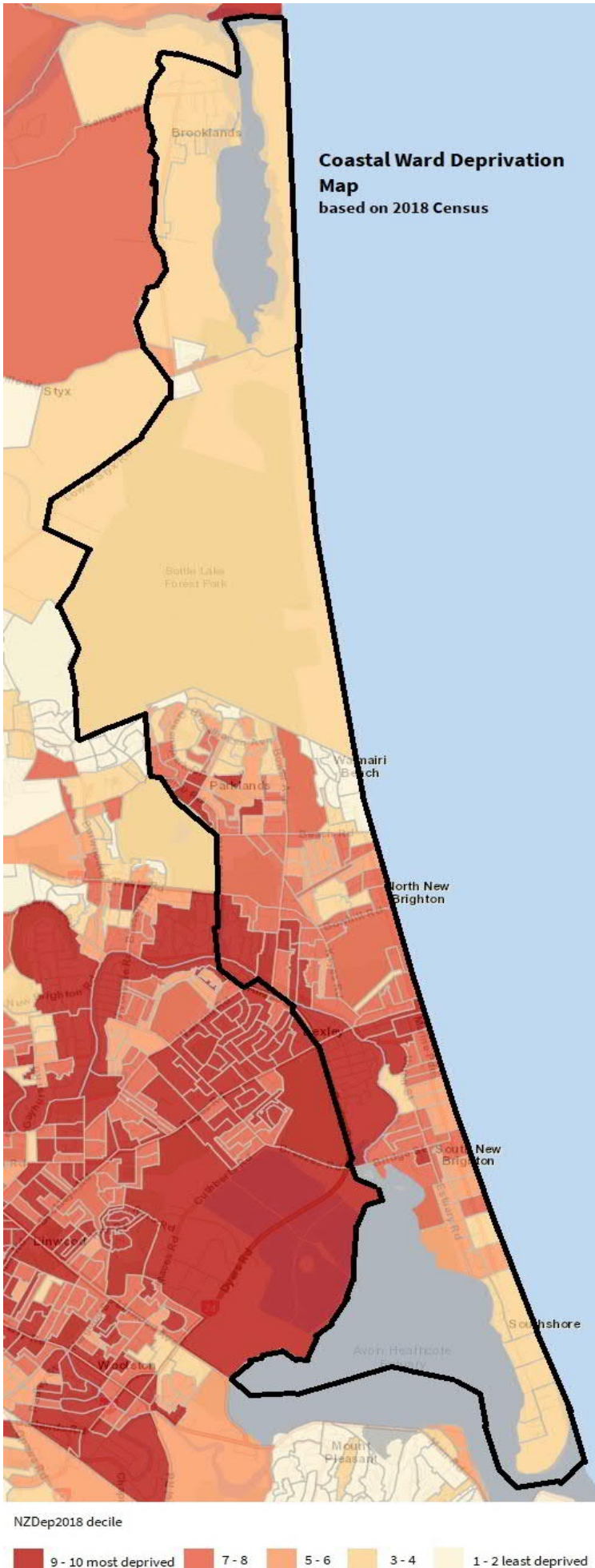
- Application in funding formulas
- Research in especially health and other social services. For example, in the health sector, many researchers use the indexes to describe the relationship between socioeconomic deprivation and health outcomes
- Community groups and community-based service providers to describe the populations they serve, and to advocate for extra resources for community-based services.

The nine variables included in the 2018 deprivation index are as follows:

- People aged 18-64 receiving a means tested benefit
- People living in households with equivalised income below an income threshold
- People with no access to the Internet at home
- People aged 18-64 without any qualifications
- People aged <65 living in a single parent family
- People not living in own home
- People living in household with equivalised bedroom occupancy threshold
- People aged 18-64 unemployed
- People living in dwellings that are always damp and/or always have mould greater than A4 size.

The scale of deprivation ranges from 1 to 10: 1 represents the areas with the least deprived scores. 10 represents the areas with the most deprived scores.





The social deprivation ranking varies greatly across the ward and within specific suburbs. There is a relatively even split with 52 percent living in areas with the lowest deprivation and 48 percent in areas of highest deprivation.

Waimairi Beach, parts of Spencerville and the area of Queenspark closest to Bottle Lake Forest are the least economically deprived suburbs in the area with a ranking between 1 and 3.

The majority of the suburbs in the north and south of the ward rank between 3 and 5. The suburbs of North New Brighton and Rawhiti vary widely covering the full range of ranking from 1 to 9.

The closer the suburbs get to central New Brighton the higher the deprivation index becomes. The most economically disadvantaged areas are in central New Brighton with a ranking of 8 and 9.

Most of the Bexley community located in Coastal Ward was red zoned (land classified as badly damaged or unsafe to build on in the short to medium term by Central Government after the Canterbury Earthquakes 2010/11. Homes were compulsorily purchased and demolished). The remaining residents to the north of Pages Road are in the Burwood Ward.

Community Infrastructure



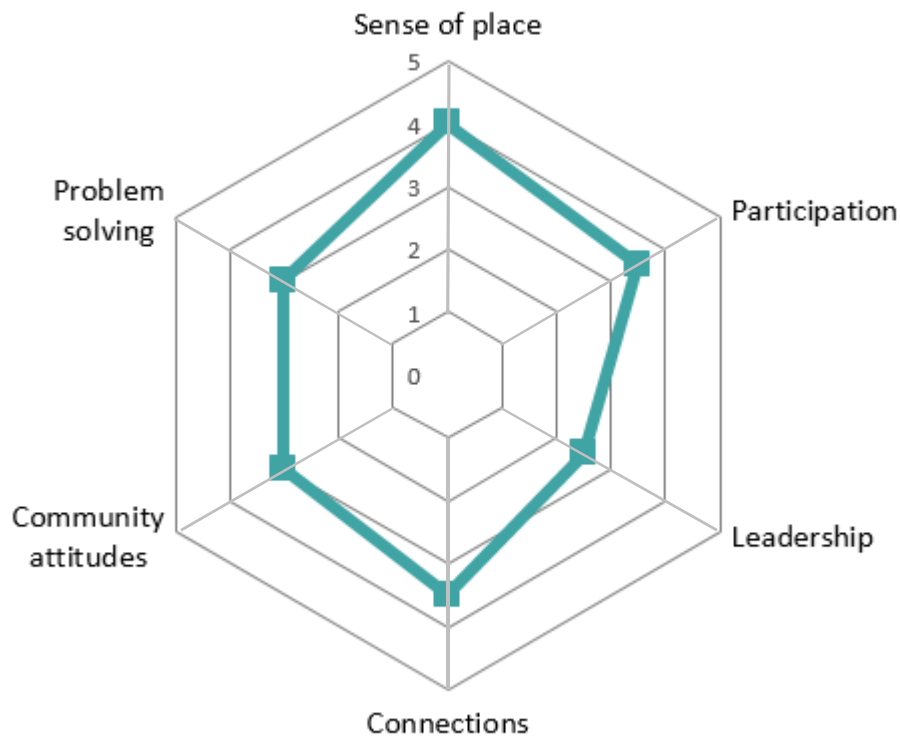
There are a large number of community, sport and recreation groups in the area and all suburbs have a residents association. The community are well connected and are active citizens when connecting with Community Board and Council. The wide range of groups in the area provide community connectivity, community support and a wide range of community programmes and events.

The accessibility to the beach and other recreation opportunities are a key attraction for people living in the area. 'A Shore Thing' is a calendar of the annual events that attract local and national visitors to the area. This includes the Seaside Christmas Parade, I Love Brighton and the Duke Festival of Surfing all of which are managed and organised by local community groups.

Te Waka Aroha St Faiths and Union Parish Church provide a range of activities and support for socially isolated and vulnerable people including older adults. The New Brighton Community Fridge and Pantry is a well-used local resource. Grace Vineyard Church also provide activities and programmes for the community and deliver an extensive range of youth programmes through Youth Alive Trust.

There is a large number and variety of sport, recreation and leisure groups ranging from large sports clubs through to smaller recreation and leisure activities. Council owned facilities include Taiora QE2, Parklands Recreation Centre, North New Brighton War Memorial Hall and South Brighton Community Centre. There is also access to numerous community facilities owned by churches and sports clubs.

Community Capacity Map



Scale: 1 = Low 5 = High

Measures and Indicators

Sense of place - Residents are familiar with their town's (local) history and have an affinity with the place. (4)

Participation - Residents support local groups with their money or time. (3.5)

Leadership - Leadership is strong and participatory; leaders are accessible. (2.5)

Connections - Residents are trusting and inclusive of others. (3.5)

Community attitudes - Residents have a positive attitude towards their community and its future. (3)

Problem assessment - Residents communicate to identify problems and take action. (3)

Note:

The above ratings have been allocated based on a number of factors including:

- Residents' responses to the above indicators in the Christchurch City Council's annual Life in Christchurch Survey.
- The Council's Community Development Adviser's and Community Recreation Adviser's knowledge and experience of working in the local area.

Community Outcomes

The Community Outcomes have been developed as part of the Council's Strategic Framework, which provides a big picture view of what the Council is trying to achieve for the community.

The Community Outcomes describe what we aim to achieve for Christchurch. They are:

- Resilient communities
- Liveable city
- Healthy environment
- Prosperous economy

You can view the Council's Strategic Framework and read more about the Community Outcomes here: <https://ccc.govt.nz/the-council/how-the-council-works/20182028-vision/strategic-framework>

The narrative below provides an overview of the area in relation to each of the outcomes.

Resilient Communities

All the suburbs have a group that residents can approach with their concerns and views. The majority of these groups are aware of the processes available to them for this voice to be heard. This includes attendance at Community Board and Council meetings and doing submissions as required around issues that directly affect their community.

Spencerville Park and camping ground, which has barbecue facilities and a substantial children's play area, make it a popular destination for residents throughout Christchurch. Historically Bottle Lake Forest and the coastal environment also provide a popular recreational destination for greater Christchurch. There is also a camping ground in South Brighton.

Direct access to the beach for leisure, recreation and organised events is available to all communities in the ward. There are surf life saving clubs at Spencerville, Waimairi, North Beach, New Brighton and South New Brighton that patrol to keep swimmers safe. A beach access mat is available at North Beach surf club during summer months and the beach access chair is available through Bin Inn New Brighton. He Puna Taimoana (New Brighton Hot Pools) is situated on the foreshore with views out to sea, and is designed to create a unique experience of bathing by the sea.

The wide range of parks and reserves offer plenty of scope for recreational and leisure opportunities for all ages. Thomson Park is a popular youth space with its skate park and basketball court. Eastern Community Sport and Recreation manage a multi-purpose all weather sports and recreation facility with indoor and outdoor courts available for hire at Rawhiti Domain. The New Brighton Community Garden, New Brighton Olympic Athletics Club, Rawhiti Golf Club, Christchurch Archery Club and a dog park are also at the domain.

In addition to the natural environment communities value the large number of local activities and events throughout the year, the majority of which are organised by community groups. These include fun days, river clean ups, plantings, concerts, environmental activities and matariki. Farewell to the Godwits in Southshore attracts people from all over Christchurch. 'I Love Brighton' and 'Parklands @ Play' are annual events supported by the Community Board which bring together local sports and recreation groups in the area.

There is a strong sense of community and volunteer base across all communities. All suburbs to some extent will be affected by climate change and coastal hazards. In Southshore the community have done extensive work around community and household preparedness.

As part of the Coastal Hazards Adaptation Planning Programme Council will work with communities to start planning how they will manage coastal hazard risks over the next 100 years. Low lying coastal communities are likely to be impacted by sea level rise through coastal erosion, flooding and rising groundwater.

Liveable City

The area is seen by locals as hugely appealing in terms of the lifestyle it offers residents and it is surrounded by assets.

There is a supermarket and small shopping complex at Parklands. Residents say that businesses here are struggling and there have been recent closures. For a larger range of shops people travel outside the ward to Northlands Mall and The Palms.

A fact sheet for the New Brighton commercial area was prepared by Christchurch City Council in 2017 comparing the commercial area of New Brighton to other commercial areas across the city. It was identified as underperforming in terms of economic wellbeing and physical amenity, and performing above the average levels in terms of transport, access and social amenity. The area was described as having strong community networks and coastal appeal.

Residents report that changes to, and the decline of, bus routes over recent years is making it harder to use the bus to access things locally and people are becoming more car dependent to get around.

New people have been attracted to the area through rebuilds and the sale of 'as is where is' (properties that have been paid by insurance companies after the Canterbury Earthquakes and remain unrepaired at the point of sale) housing. The opening of Shirley Boys and Avonside Girls High Schools have also attracted people to the area.

Healthy Environment

The Styx River Group strongly advocates around issues of river flood management and water quality, with the Lower Styx suffering effects of run-off from urban development to the west. The health of the river has deteriorated notably in recent years. Further, climate change issues are very real for this community, connected to both river and sea.

Key issues in Southshore and South New Brighton over recent years have been earthquake legacy issues connected to the estuary edge, flooding, red zone areas and coastal hazards. These issues have been drawn out with management of the process shifting from Council to Regenerate Christchurch and then back to Council when Regenerate pulled out. In August 2019 a decision was made to repair parts of the estuary edge.

A large portion of Brooklands was red zoned post-quake and residents have concerns around street lighting, security and the poor condition of the roads and footpaths. Council have taken some action to make improvements in this area.

Prosperous Economy

As at February 2019, the Coastal Ward had approximately 1,600 businesses employing 2,800 people.

Out of those 1,600 businesses, the top six industry types (in order) are as follows:

1. Construction
2. Rental, Hiring and Real Estate Services
3. Professional, Scientific and Technical Services
4. Retail Trade
5. Other Services (Repair and maintenance, Other personal services)
6. Accommodation and Food Services

According to 2018 Census data, 51 percent of people aged over 15 years are in full-time employment, 16 percent in part-time employment, 4 percent are unemployed and 29 percent are not in the labour force. Sixteen percent are in receipt of NZ Superannuation, which is only slightly lower than the city wide figure of 17 percent.

Twelve percent of people in the Coastal Ward are self-employed or work in a business that they own. This is on par with the city wide figure.

Thirteen percent of people in the Coastal Ward receive income from interest, dividends, rent or other investments which is lower than the city wide figure of 18 percent.

Fifteen percent of people in the Coastal Ward have an annual income over \$70,000 which is only slightly lower than the city wide figure of 16 percent.

The New Brighton Centre Master Plan sets the vision for the centre, with a key challenge being the attraction of private investment. New Brighton continues to need significant assistance through a coordinated public sector effort to deliver urban regeneration outcomes. Development Christchurch Limited (DCL) was tasked with undertaking a New Brighton Regeneration Project aimed at securing new private investment and development. This included the construction of the Beachside Playground and He Puna Taimoana. The revised District Plan has set the stage for a reduction in the size of the commercial centre to reflect its catchment. Another significant public realm investment has been the upgrade of Marine Parade. DCL has now been disbanded and responsibility passed back to Council.

There is a weekly Seaside Market held in the mall on Saturday. A popular market with stall numbers now at capacity and a waiting list to join. Annual activities at the market include the Spring Gala, Open Mic Day, Talk Like a Pirate Day and the Christmas Market, all of which add to the number of people enjoying the market. The seaside market also has a flow on effect with other businesses in the mall.

Current Community Issues

Issue	Progress to date / outcomes
<p>The condition of roads and footpaths across the area continue to be an issue for the community.</p>	<p><u>February 2021</u></p> <p>The Community Board have made the improvement of the gateway roads and bridges one of their community board priorities for the 2019-22 term. The community also raise issues regularly with the Community Board and these are dealt with on a case by case basis.</p>
<p>Climate change and coastal hazards.</p>	<p><u>February 2021</u></p> <p>Coastal Hazards Adaptation Planning Programme information sessions commenced in November 2020. This is an ongoing process and community will be engaged.</p>
<p>Earthquake legacy issues for Southshore and South New Brighton.</p>	<p><u>February 2021</u></p> <p>The Earthquake Legacy Issues project is continuing and funding for the project is to be confirmed in the Council's 2021-31 Long Term Plan.</p>
<p>Continued development of the New Brighton Commercial Core.</p>	<p><u>February 2021</u></p> <p>The Community Board continue to advocate to the Council on the delivery of the New Brighton Master Plan.</p>
<p>Parklands Community Safety Concerns.</p>	<p><u>February 2021</u></p> <p>A petition has been brought to the attention of the Community Board regarding concerns around antisocial behaviour in the Parklands area.</p> <p>Staff from across the organisation will partner with the community and the Police in order to work towards addressing the issues.</p>
<p>Residential Red Zone opportunities.</p>	<p><u>February 2021</u></p> <p>Two members of the Community Board have been appointed as members of Te Tira Kāhikuhiku, Red Zone Transformative Land Use Group (A consultative group who makes recommendations to Land Information New Zealand about use of the Residential Red Zone land) in order to advocate for the community in relation to transitional projects.</p>

The state of disrepair of the gateway roads and bridges.

February 2021

The Community Board are advocating for the repair of Pages Road Bridge to be brought forward in the Long term Plan.