

LINWOOD WARD PROFILE

February 2021



The Linwood Ward includes the suburbs of Linwood, Woolston, Bromley and Phillipstown. Linwood is traditionally seen as a working-class and lower middle-class eastern suburb.

The wider Linwood area includes several small retail areas. Eastgate Shopping Centre in Buckleys Road is located in the Linwood and is the major retail and financial centre for Linwood. Several smaller retail shops are located immediately adjacent to this, in the Linwood north area. Woolston supports light industrial and residential activities and is close to major arterial routes, including State Highways 73 and 74. The Heathcote River flows through the suburb. Woolston Village is the main commercial centre of the suburb. It is mainly composed of small retail shops, ranging from food premises to a hair and body shop, and licensed bars. There is a New World supermarket in Woolston Village. Bromley is situated 5.1 kilometres from the Central Business District (CBD). It is a mix of residential and industrial areas segregated by a number of cemeteries (Bromley Cemetery, Ruru Lawn Cemetery, Memorial Park Cemetery, the Linwood Cemetery and the Canterbury Crematorium). A predominant feature of this area is the Christchurch City Council's water and wastewater treatment plant. Phillipstown is a small suburb closer to the city centre of Christchurch. It lies south-east of the city centre, and is bordered by Cashel Street to the north, Aldwins Road to the east, Fitzgerald Avenue to the west and Ferry Road to the south. Phillipstown is a mixed demographic area containing residential, industrial and commercial activity, and is traditionally recognised as a lower socio-economic area with a higher than average percentage of single parent families. Inner-city gentrification over the last decade has seen an increase in infill housing and the predominance of townhouse-style residential apartment blocks.

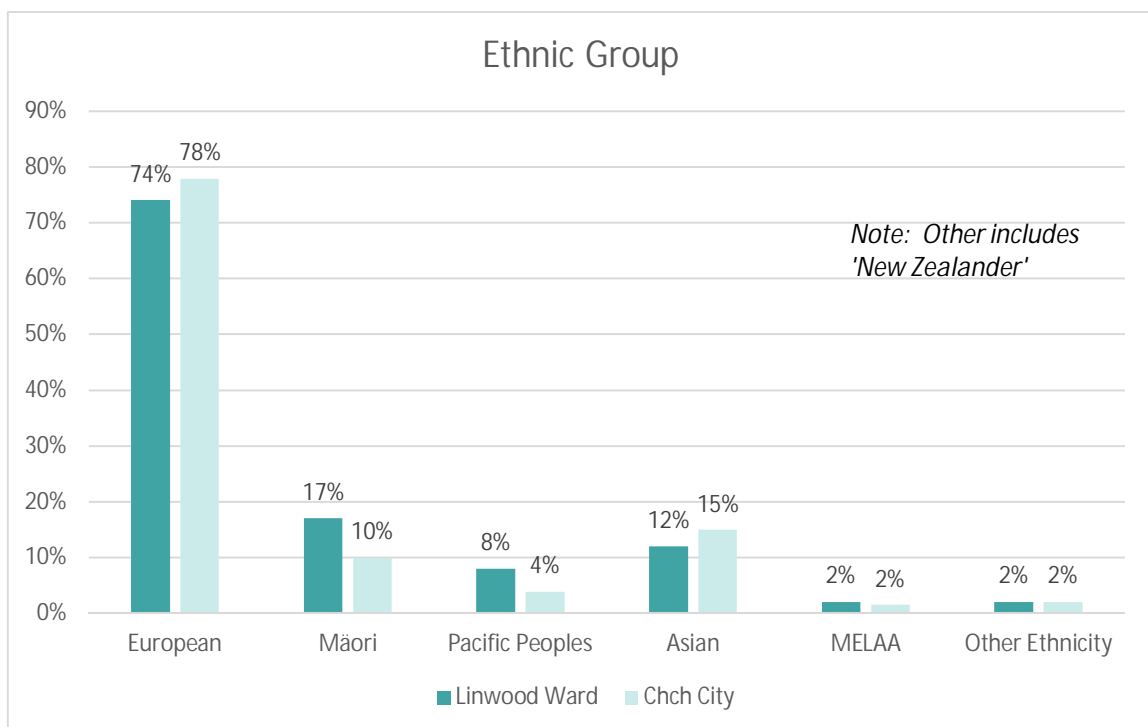
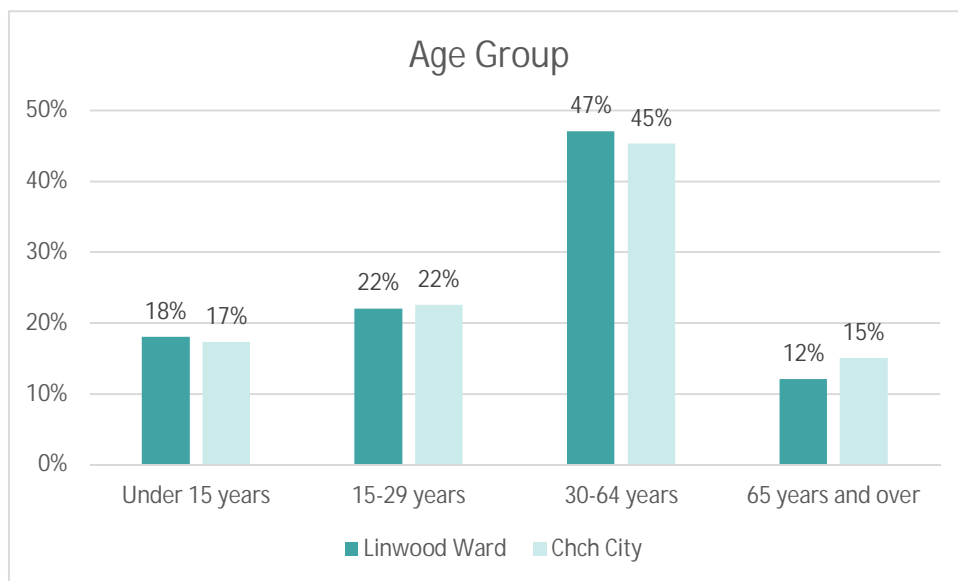
Profiles compiled by the Community Support, Governance and Partnerships Unit

Facts and figures

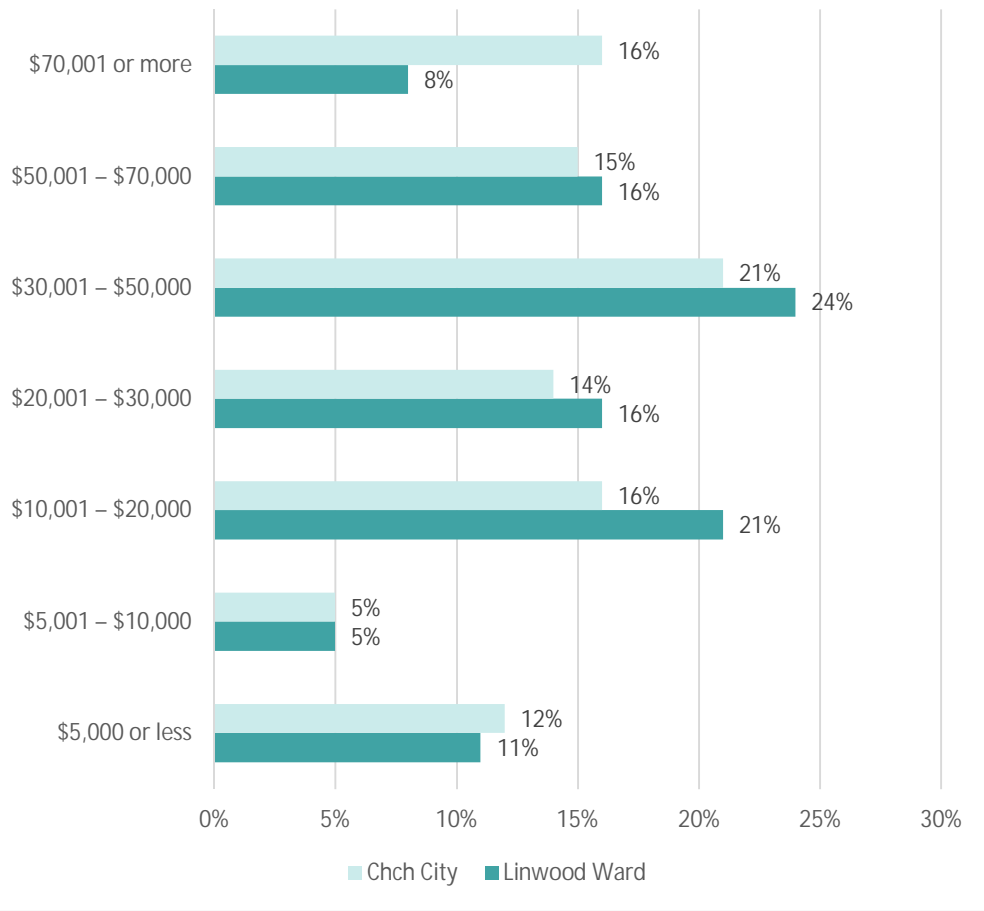
Demographic Summary (2018 Census Data)

Population

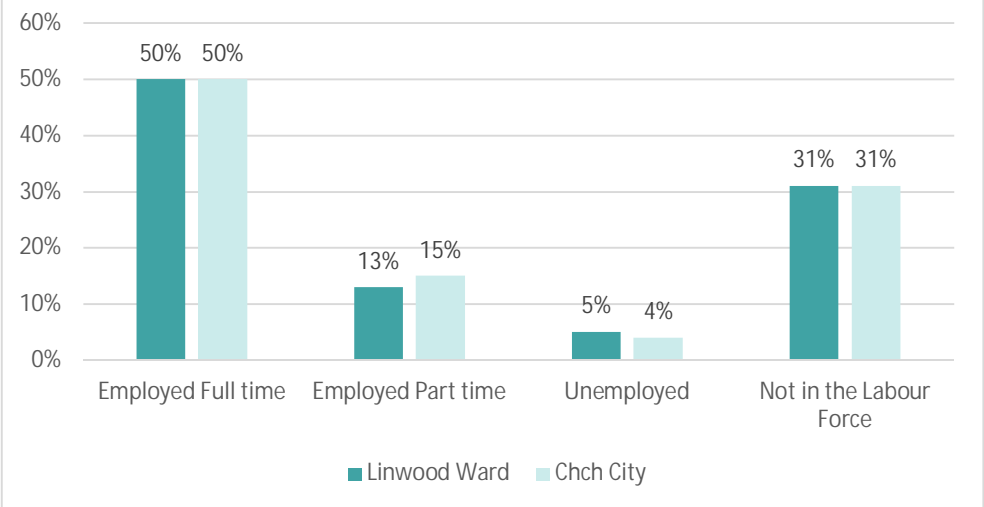
The population within the Linwood Ward boundary is: 24,501



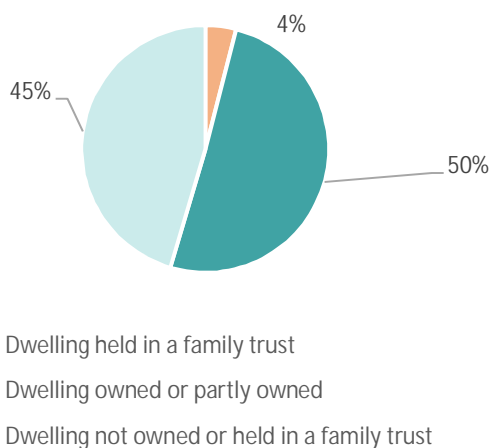
Total Personal Income - aged 15 years and over



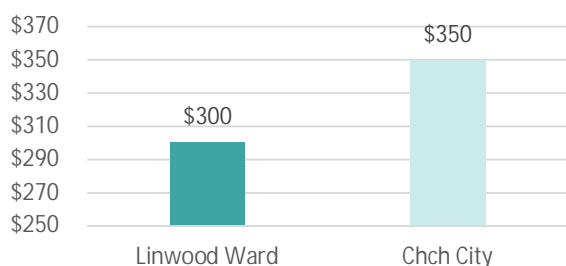
Work and Labour Force Status



Tenure of Households (in occupied private dwellings) Linwood Ward



Median Weekly Rent (private occupied dwellings)



Number of Occupied Private Dwellings: 9,594

Facilities and Amenities

- 1 Council library: Linwood (at Eastgate)
- 2 Council service centers: Civic offices, Linwood
- 15 Council-owned social housing complexes with 360 units
- 5 shopping centers: Linwood/Eastgate, Linwood Village, Woolston, Ferry/Ensors Intersection and the Tannery.
- 9 schools: 7 primary, 1 secondary, 1 teen parent college
- Ara Institute Woolston Campus (formerly known as CPIT- Christchurch Polytechnic Institute of Technology).
- Approximately 2,000 businesses employing 11,500 people (2019)

NZ Deprivation Index

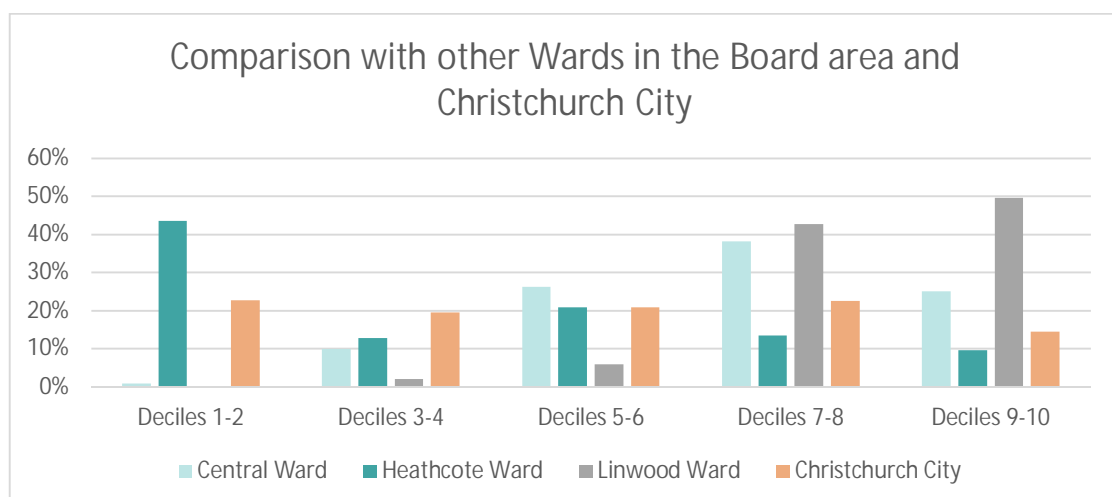
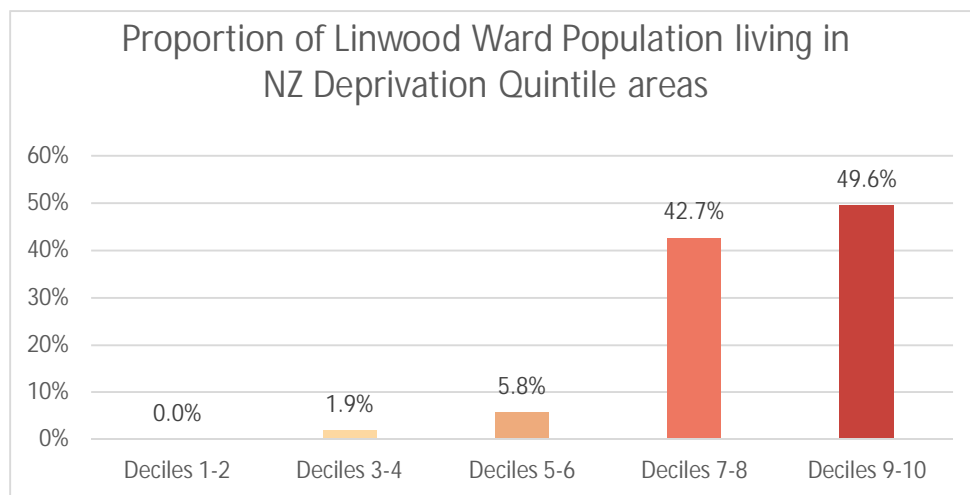
The aim of the NZ deprivation index research programme is to develop indexes of socioeconomic deprivation for New Zealand, to support and inform:

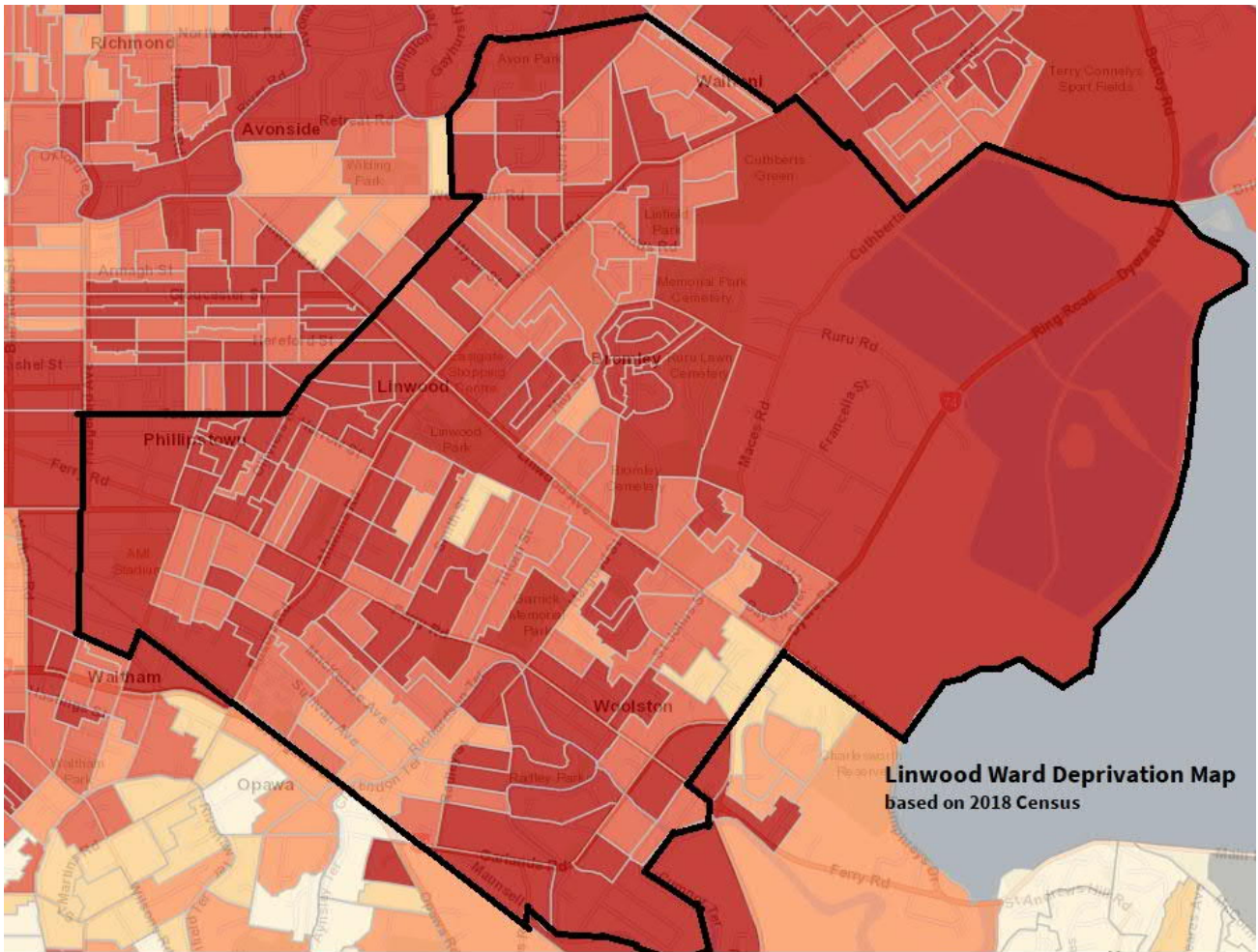
- Application in funding formulas
- Research in especially health and other social services. For example, in the health sector, many researchers use the indexes to describe the relationship between socioeconomic deprivation and health outcomes
- Community groups and community-based service providers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





NZDep2018 decile



The Linwood Ward area features prominently in the most deprived on the Deprivation Map with all communities within the ward including Linwood, Woolston, Bromley and Phillipstown seeing spread of mostly at the 7-10 scale. 92.3 percent of the population sit at this level indicated in the Deprivation Map. As indicated in the 2018 Census statistics only 8 percent of the ward's wage earners over the age of 15 earned over \$70,000 compared to 16 percent of earners across the Christchurch region.

The more recently built residential south of Linwood Ave, east of St Johns St and east of Smith St are the only areas within the Linwood Ward who sit as the least deprived on the Deprivation Map.

The Linwood Ward area has a higher Maori and Pacific and lower European population than that of the Christchurch region.

Community Infrastructure



The Linwood Ward has three community development focused organisations working within the Linwood ward area. The 3 organisations Bromley Community Centre, Linwood Resource Centre and the Phillipstown Hub offer various programmes that have come out of need identified within the wider area. All 3 organisations are based in Council or Government owned facilities.

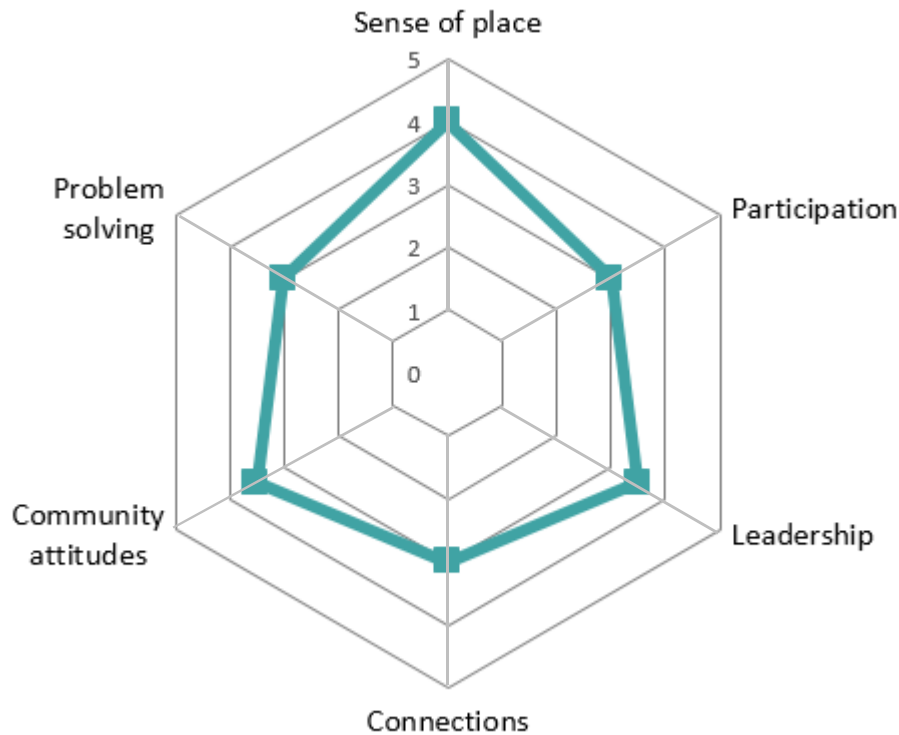
The Bromley Community Centre is a Council owned facility in Bromley and is governed by a committee and daily managed by a Community Development worker who also holds the managers role for the facility. Linwood Resource Centre have a Community Shed and a large Community Garden facilitated by 2 Community Development Workers and a Garden Coordinator. They facilitate a wider Linwood Ave Collective which includes organisations based along Linwood Ave. The focus of the collective is to work collectively to find solutions for areas of need within the Linwood suburb area.

Phillipstown Hub based at the former Phillipstown School site is currently undertaking a review of the community and establishing stronger ties into the local community. This organisation umbrellas a number of organisations and services and is a strong advocate for the Phillipstown area. Strengthening Linwood Trust (SLYT) is the only Linwood focused youth organisation. They are a 24/7 Youth Work organisation based within Linwood College who offer support outside of curriculum hours.

There are three faith based organisations who offer programmes and activities for mostly older people based in Linwood, Woolston and Linwood North. These organisations also provide food for the community through a food bank and providing food available for community via community pantries.

KidsHub is a relatively new group that arose from a community development project facilitated by the Ministry of Education and the Police. Kidshub carry out grassroots community activity in Linwood, including facilitated sports on Linwood Park and the coordination of Cutting Loose at Cutler the activation of Cutler Park.

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)

Leadership - Leadership is strong and participatory; leaders are accessible. (3.5)

Connections - Residents are trusting and inclusive of others. (3)

Community attitudes - Residents have a positive attitude towards their community and its future. (3.5)

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

The Linwood Ward area has seen a number of changes over the past 5 years. Currently Te Pou Toetoe (Linwood Pool) is under construction and completion is set for the latter part of 2021. This undertaking has taken a number of years to achieve. The impact on the community having a local and accessible pool will provide many benefits for the community. The pool will offer entertainment, health and fitness and employment opportunities for Linwood and neighbouring suburbs.

The Linwood Ward has key organisations in the area who support the community through programmes, services, events and providing safe spaces for people to connect, learn how to grow and cook food and engage with their local neighbourhood. Each organisation recognizes the need to communicate in various ways with their community, using newsletters, regular gatherings and online social media presence. These organisations have strong working relationships and meet monthly to update and share current local information and identify gaps within the community. The monthly network is facilitated by the local Christchurch City Council, Community Governance Team and hosted by the various groups who take part in the Greater Linwood Forum.

The area has a strong food resilience community who share knowledge, bring people together to learn and make organically grown produce available to the wider community. The key organisations who facilitate this are Linwood Resource Centre, Roimata Food Commons and Smith Street Gardens. There are multiple community gardens being grown throughout the ward by schools and community organisations. Each of these provide fruit and vegetables to their wider networks.

The Loft at Eastgate have multiple health and social service agencies that assist community members. Being located at the main shopping outlet the loft offers a safe and warm environment for those awaiting appointments and creates a "One Stop Shop" by also hosting the Linwood Library and Service Centre, Countdown and The Warehouse, all with access to free parking.

Eastgate Mall is often used by large groups of older people who congregate, engage and eat together. The mall offers a cool and air conditioned place in the summer and heated and warm facility over the colder winter months. Linwood Library and Service Centre provides their daily services to the public and free Wi-Fi that can be accessed throughout the mall.

Over the COVID-19 lock down a number of local groups changed focus to support the local community. The Strengthening Linwood Youth Trust, a Linwood focused youth organisation worked alongside other

organisations to deliver food packages to families in need and offered by phone counselling services for young people who were struggling under lockdown conditions. Staff from Linwood Resource Centre worked alongside the City Mission.

Liveable City

Linwood is located a 12 minute bicycle ride east of the central city and borders Richmond, Wainoni and Aranui to the north, Bromley and the Ihutai to the East, and Woolston and Opawa to the south.

In early 2013 Christchurch City Council staff developed the Ferry Road Master Plan. The Master Plan is part of the Council's Suburban Centres Programme, which provides coordinated support for the recovery and rebuild of commercial centres badly damaged in the Canterbury earthquakes. The Ferry Road Master Plan presented a future vision, goals and actions for the recovery of commercial centres along Ferry Road. The Plan is not only a response to the damage caused to the corridor in the 2010 and 2011 earthquakes, but also considers ways to build economic and social resilience in the future. In May of 2014 Council adopted the Ferry Road Master Plan.

Key successes to date include:

- Recovery-supportive District Plan amendments which have been made operative
- Reduced on-site car parking requirements for activities in neighbourhood centres and which meet certain qualifications (e.g. access to public transport and major cycle routes)
- Updated minimum floor levels in flood management areas
- Controls on impervious surfacing in the setbacks from rivers.
- Completion of WL7 Woolston Community Library and Council carpark improvements.
- The safety/crossing improvements at Ferry Road/Smith Street, to improve access to Te Waka Unua School and Woolston Park, were completed in mid-2019.
- The Woolston Village improvements, which are currently in construction
- A number of private sector developments have also been completed along the corridor, enabling community access to goods and services once again.

The Rapanui – Shag Rock Cycleway stretching from Fitzgerald Avenue and Worcester Street is currently open to the end of Linwood Ave. The final section will connect Linwood Avenue to the Ferrymead Bridge and the start of the Coastal Pathway.

As mentioned previously Te Pou Toetoe (Linwood Pool) is currently under construction. The pool will feature the following:

- A learn-to-swim pool
- A six-lane multi-use pool
- Toddler pool and wet deck with water toys
- Family spa
- Deep water manu/splash pool
- Large multi-purpose room with kitchen
- Small meeting room
- Outdoor courts

Healthy Environment

The Ōpāwaho Working Party is a Working Party of the Waikura/Linwood-Central-Heathcote Community Board. The Working Party membership features local experts and professionals alongside Christchurch City Council staff and elected members. The role of the Working Party is to create a plan for a comprehensive and joined up approach to the issues and opportunities for the Heathcote River catchment from the Ōpāwa Road Bridge to the Ferrymead River Bridge with the aim of developing plan for the lower Ōpawaho Heathcote River. This is expected to be a 2 year project, beginning October 2020.

It was identified in early 2020 the “Bromley odour” that had been causing many residents of Bromley and wider eastern suburbs communities to keep all windows closed and a preference to stay indoors, originated from the Bromley Plant which processes organic waste from the wider Christchurch region. Operational changes were made at the plant, however residents were still reporting issues with the odour. In December 2020, the elected Christchurch City Council approved a \$21.5 million upgrade of the plant, resulting in all active processing of organic waste to happen indoors.

Laura Kent Reserve Workgroup meet monthly to care for Laura Kent Reserve along the Heathcote River in Woolston and runs between the Radley Street Bridge and Radley Park. This is achieved through weed control, removing poplar suckers, laying mulch, planting trees, shrubs and ferns. The group work to restore the safe and tranquil atmosphere of the river’s edge. The group have helped to maintain the area and beautify the river bank.

Roimata Food Commons based at Radley Park. Roimata Food Commons, established in mid-2017, is a community-led initiative aiming to develop parts of Radley Park as a food resilience system, provide space and opportunities for community strength and relationship building and educate people about how to grow food and support the surrounding environment. Over the past 3 years the trust has developed and its project manager works throughout the wider community assisting with establishment and maintenance of community gardens. The organisation has established the Toha Kai Project. The project is a collaboration with local organisations to host workshops focused on cooking skills, growing produce and nutrition education; and interacts with social services in the Woolston community to engage with whānau and individuals in need of support.

The Community Gardens Collective is a partnership of organisations within the Greater Linwood area. The collective came together in 2020, to share the expertise and strength of community members involved in community gardens and food forests in the area. The collective includes the Smith Street Gardens, Linwood Resource Centre, Roimata Food Commons, Phillipstown Community Hub/ Garden Collective. The collective is growing and will now connect with community gardens and growers involved in food resilience throughout the Waikura/Linwood-Central-Heathcote area. The importance of the collective’s creation was to maximize the collective capacity and create strategic oversight of the individual community gardens and food forests.

Flooding continues to be a concern since the earthquakes due to subsidence of the river banks. Flood risk and floor level assessments are now part of the resource consenting process for new developments in defined flood management areas which cover parts of Woolston and Ferrymead.

The Christchurch Red Zone borders Linwood’s northern border. Local organisations are currently involved in projects within the Red Zone.

Prosperous Economy

In the latter part of 2021 Te Pou Toetoe will be built. Council will be beginning a recruitment drive in 2021 to staff the newly built pool. Front desk staff, lifeguards, swimming tutors, team leaders will be sought.

Local Linwood community will have the opportunity to gain skills and apply for the available roles at Te Pou Toetoe.

As at February 2019 the Linwood Ward had approximately 2,000 businesses employing 11,500 people. The top six industry types in the ward are;

Top six business industries:

1. Construction
2. Rental, Hiring and Real Estate Services
3. Manufacturing
4. Retail Trade
5. Other services (Repair and maintenance, Other personal services)
6. Wholesale Trade

Just under 8 percent of people in the Linwood Ward are self-employed or work in a business that they own. This is lower than the city wide figure of 12 percent.

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

Only 8 percent of people in the Linwood Ward have an annual income over \$70,000 which is significantly lower than the city wide figure of 16 percent.

The median house prices in the Linwood Ward along are as follows (as at December 2020);

- Phillipstown: \$307,550
- Bromley: \$354,600
- Linwood: \$337,300
- Woolston: \$378,500

All of these are lower than the Canterbury median house price of \$526,000. Phillipstown is Canterbury's least expensive suburb.

Current Community Issues

Issue	Progress to date / outcomes
<p>Bromley Odour It was identified in early 2020 the “Bromley odour” that had been causing many residents of Bromley and wider eastern suburbs communities to keep all windows closed and a preference to stay indoors, originated from the Bromley Plant which processes organic waste from the wider Christchurch region.</p>	<p>In December 2020, the elected Christchurch City Council approved a \$21.5 million upgrade of the plant, resulting in all active processing of organic waste to happen indoors.</p>
<p>Bromley Traffic The Linwood-Central-Heathcote Community Board held a community meeting in September 2019 following approaches from a number of community members about a range of issues including speed, heavy traffic, low priority for ongoing maintenance following the earthquakes and safety for children, as well as historical issues around road prioritisation in the district plan.</p>	<p>A collaborative approach between Council departments has been identified to maximise community outcome. Progress is underway.</p>
<p>Phillipstown Hub The land is the former Phillipstown School and currently owned by the Ministry of Education. Future on the site is uncertain.</p>	<p>Following the Hub Feasibility study completed in January 2021. It was identified the Hub is feasible for the local community and there is a strong need for its continuation. The Hub are working proactively with stakeholders to ensure longer term use and locality.</p>
<p>Proliferation of Fast Food Linwood Ave School has expressed concern due to the amount of fast food restaurants in proximity to the school. Not only having the logos of these outlets but also the smell drifting over to the school.</p>	<p>In 2016 after receiving a deputation by two students of Linwood College and 170 signed petition. The Council has agreed staff will report back on the different options available to both Council and the central government to limit the impact or even prevent fast food outlets near schools and other community areas.</p>
<p>Poverty</p>	<p>In December 2013, Christchurch was selected by the Rockefeller Foundation to take part in the global 100 Resilient Cities Network. Christchurch's application was supported by Environment Canterbury (ECan) on the basis that the neighbouring Councils would be involved in developing the Resilience Strategy, along with the range of communities that make up the Greater Christchurch area.</p>

	<p>The Community Board currently fund multiple community organisations who provide free to low cost activity for community.</p> <p>In the Waikura/Linwood-Central-Heathcote Community Plan 2020. The first priority – Community Wellbeing is Supported and Improved the Board:</p> <ul style="list-style-type: none"> • Listen and respond to local concerns about community wellbeing. • Directly sponsor collaborative local projects that improve the wellbeing of specific locations or groups in the board area. • Support funding applications that maximise outcomes and reduce duplication. • Provide strengthening communities funding to local groups whose work achieves wellbeing outcomes. • Support capacity building within communities wishing to grow community wellbeing. • Continue to advocate for ‘community wellbeing’ appropriate to urban design and planning – including housing (Kāinga Ora and social housing). • Advocate for the continuation of a Phillipstown Community Hub.
<p>COVID-19 effects</p>	<p>COVID-19 has impacted communities in many ways. Economically, socially, culturally and environmentally.</p> <p>A shared coherent understanding of both the impacts of COVID-19 and our progress towards recovery at a local and regional level is important to:</p> <ol style="list-style-type: none"> 1. Enable a deliberately focused, coordinated and integrated effort across locally-based agencies and organisations 2. Enable consistency in public facing messages from agencies and organisations 3. Enable a consistent and coherent articulation of the impacts of COVID-19, as well as our recovery efforts and progress, to local communities, mana whenua, businesses, the tertiary sector, central government and the media.

<p>Coastal Hazards / Anticipated sea level rise</p>	<p>In line with the Ministry of Environments Coastal and Climate Change Guidance for Local Government, CCC have developed a Coastal Hazards Adaptation Planning Programme.</p> <p>Christchurch and Banks Peninsula have been divided up into 7 <i>Adaptation Areas</i>, with 23 <i>Priority Communities</i> identified which are at higher risk to coastal hazards.</p> <p>Over the next year the team will work with communities to start planning for how CCC will manage coastal hazard risks over the next 100 years.</p> <p>Information sessions were held in November and December 2020 and well attended.</p> <p>The public can now access an online map which shows the area at risk and the grouping and prioritization.</p> <p>A mailing list of a monthly newsletters has been created to provide regular updates to affected communities on progress with the planning.</p>
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