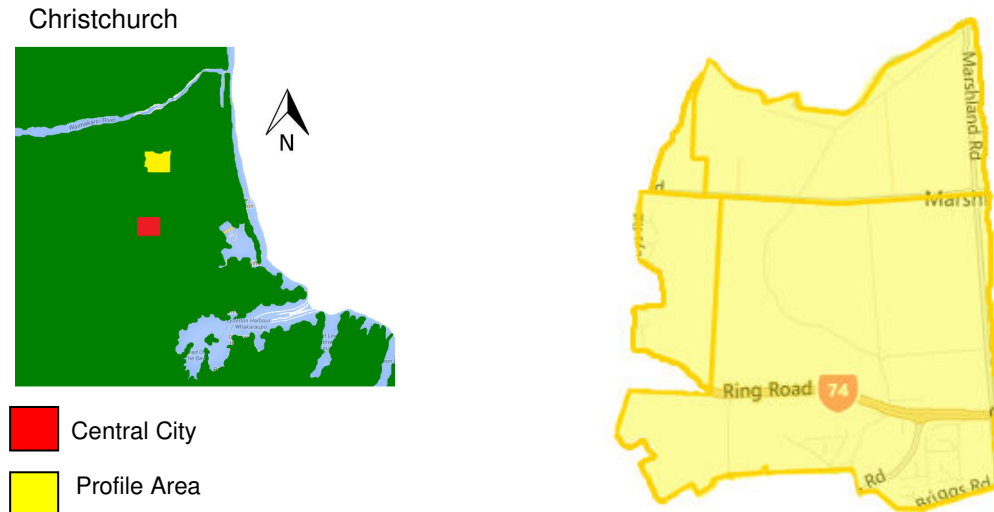


Community profile - November 2014

Marshland

(Census area units: Highfield Park, Mairehau North)



Situated in north-east Christchurch, six kilometres from the city centre, Marshland was named for its geography - peaty marsh and swampland. This semi-rural, suburban area is characterised by rural farms, lifestyle blocks and new housing developments.

Marshland is bordered on the east by Marshland Road and intersected by Queen Elizabeth II Drive and Prestons Road. Traffic volumes on Marshland Road and Queen Elizabeth II Drive reflect intensified development of the north-eastern suburbs of Christchurch over the past few years.

To the east of Marshland Road and the profile area is the 203-hectare Prestons Road subdivision, which will allow for a mixture of section sizes, a shopping centre, and parks catering for 6-8000 residents. Marshland is also changing significantly as the Highfield Park development takes shape. Highfield Park is a 260 hectare block bordered by Redwood to the west, Hills and Hawkins Roads to the east, the Styx River to the north, and Queen Elizabeth II Drive to the south. Accessible from the major thoroughfares of Main North Road, Queen Elizabeth II Drive and Prestons Road, the development will include two shopping precincts, cafes, retirement homes and parks.

Although Marshland is mainly rural, there is a pocket of residential homes bordered by Briggs and Innes Roads to the south of the Home Base Shirley shopping centre.

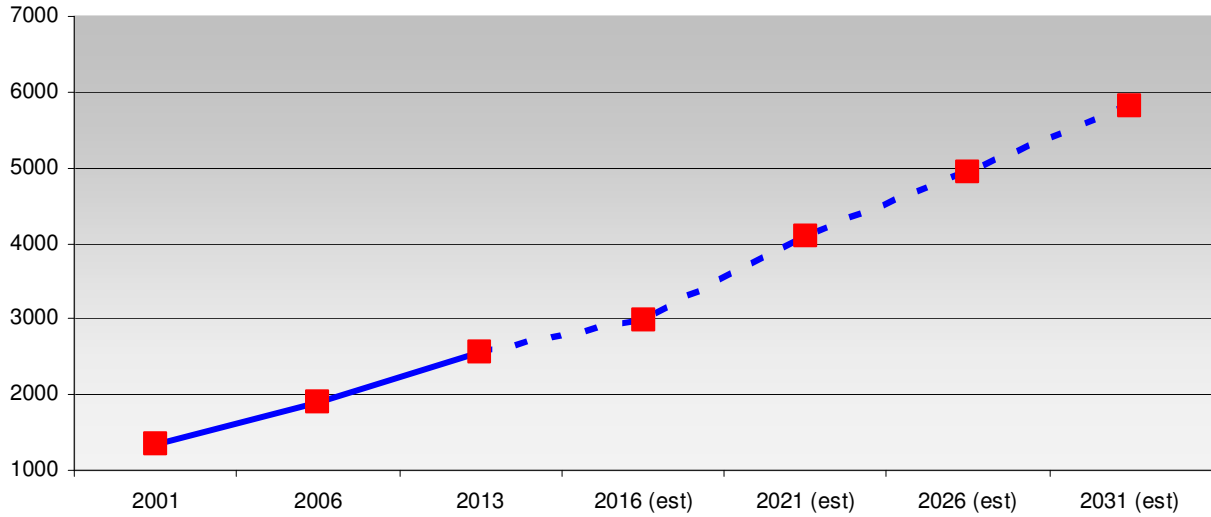
Marshland's population is 2575 and is projected to rise to 6000 by 2031. This may well be exceeded depending on the completion, uptake and expansion of the planned residential developments.

Of the current Marshland population, 17.2 per cent are under 15 years of age while 21 per cent are over 65 years old. The ethnic make up is 88 per cent European, and 37 per cent are not in the labour force.

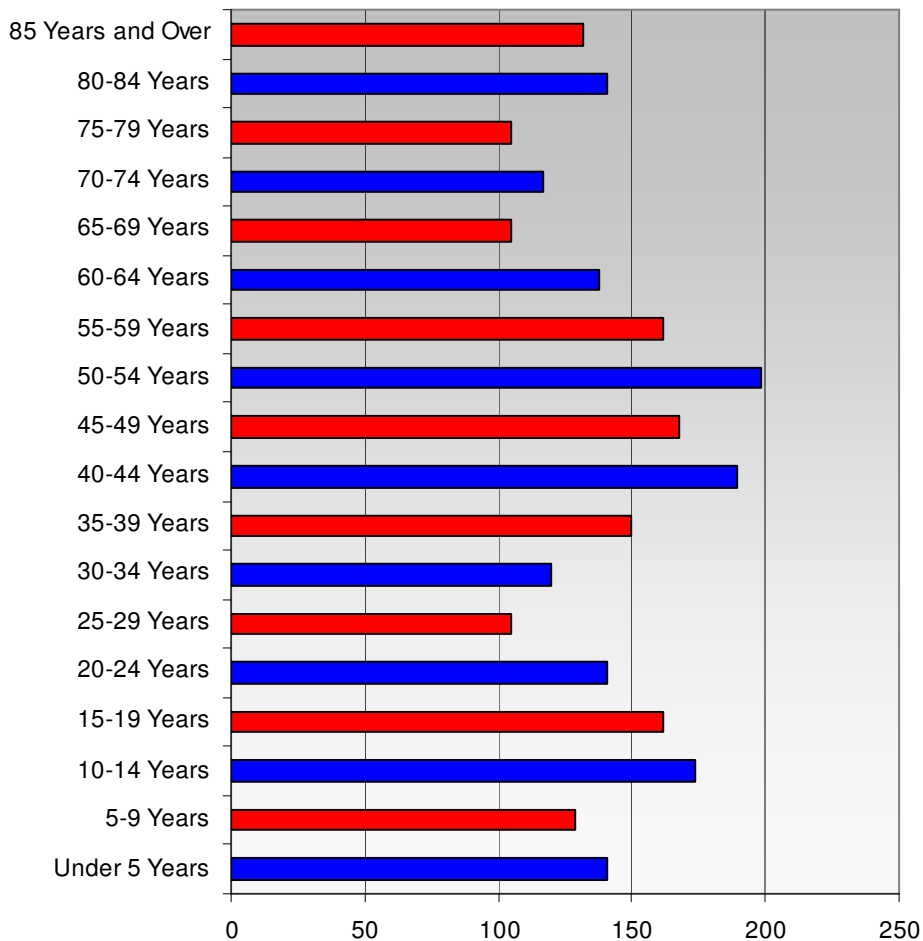
The Palms Shopping Centre sits at the bottom west corner of the area, with the Home Base Shirley shopping centre on the west side of Marshlands Road. It is a significant retail site with all shops tenanted. The area is served by Marshland Primary School.

Key demographics

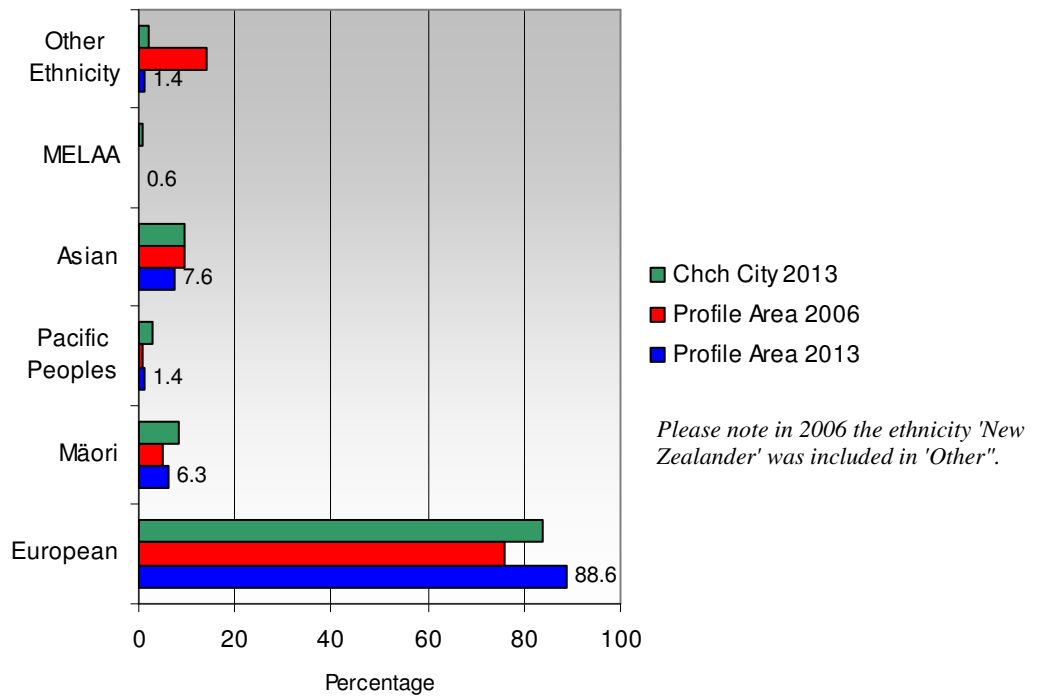
Usually resident population count
(Data from Statistics NZ)



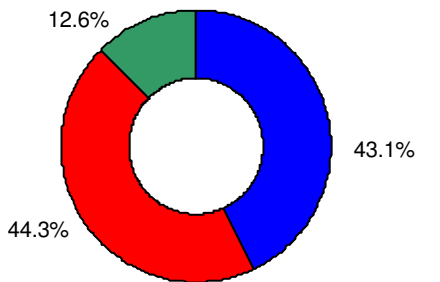
Age for usually resident population (number of people)
(Data from 2013 Census, Statistics NZ)
Profile Area



Ethnicity for usually resident population (%)
(Data from 2013 Census, Statistics NZ)

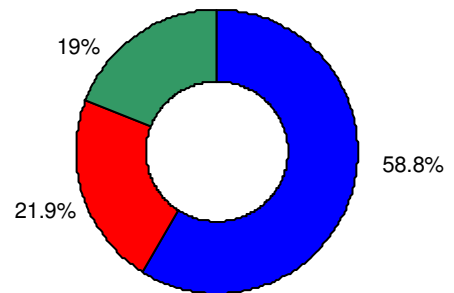


Family type (%)
(Data from 2013 Census, Statistics NZ)



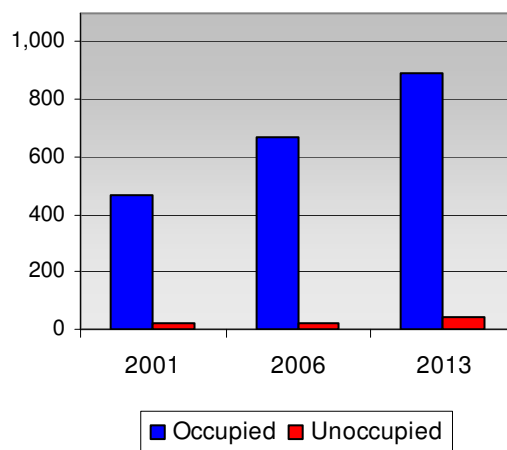
■ Couple without children ■ Couple with child(ren)
■ One parent with child(ren)

Home ownership (%)
(Data from 2013 Census, Statistics NZ)

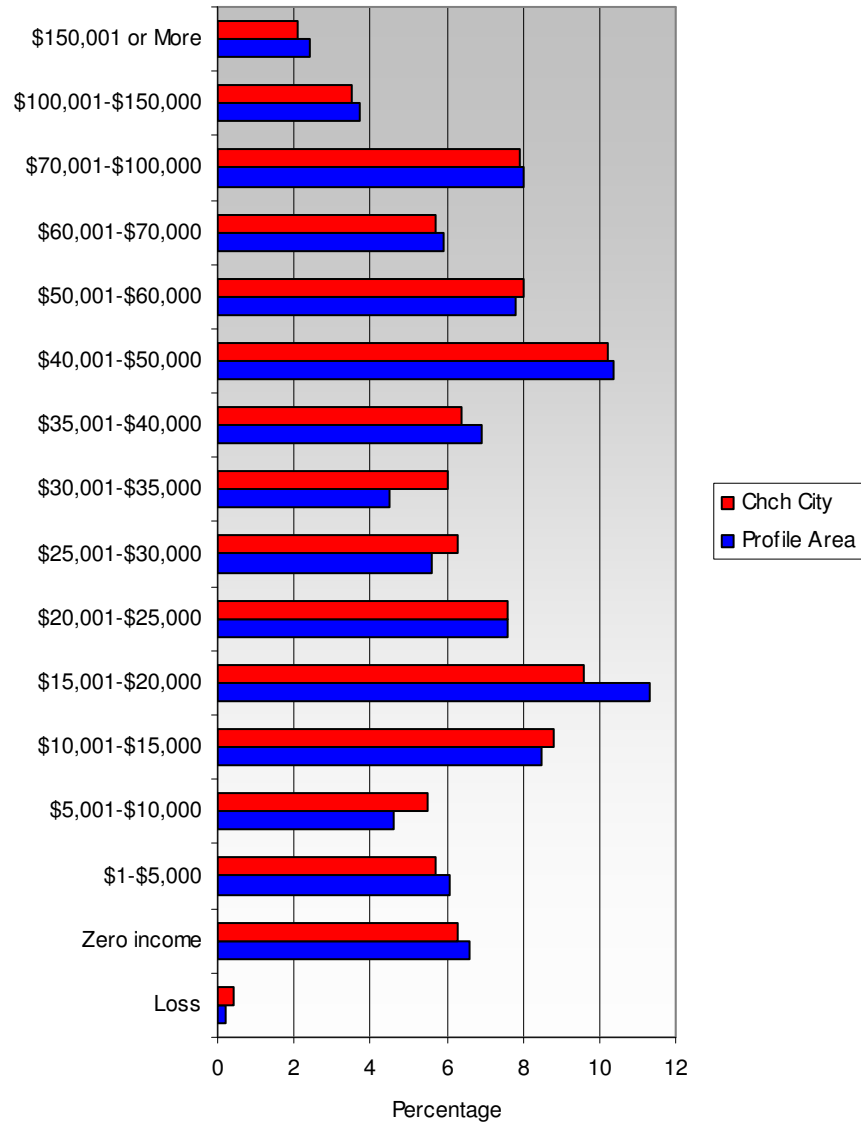


■ Dwelling owned or partly owned
■ Dwelling not owned and not held in a family trust
■ Dwelling held in a family trust

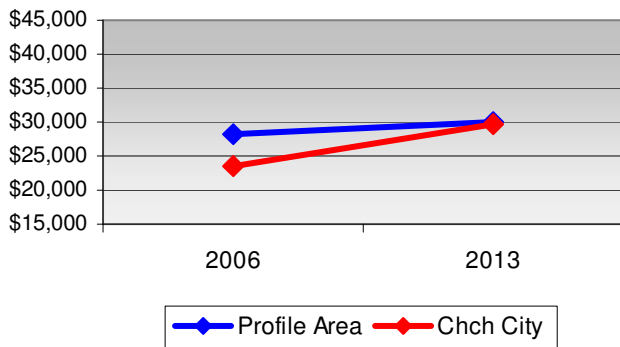
Occupied and Unoccupied Dwellings
(Data from Statistics NZ)



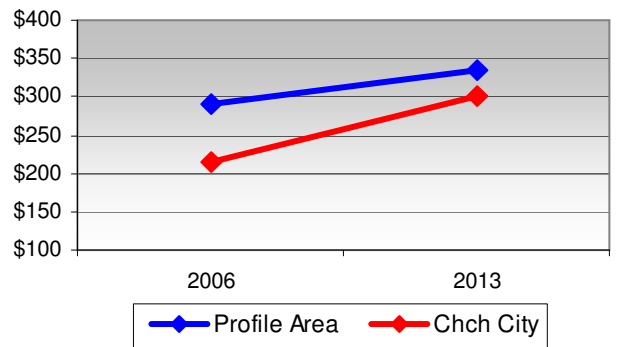
Personal income for Profile Area compared to Christchurch City
(Data from Statistics NZ)



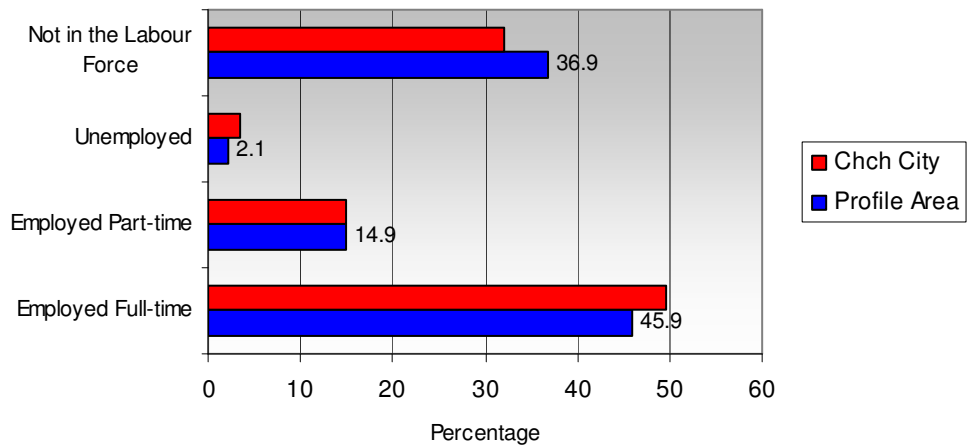
Median Personal Income for Profile Area compared to Christchurch City
(Data from Statistics NZ)



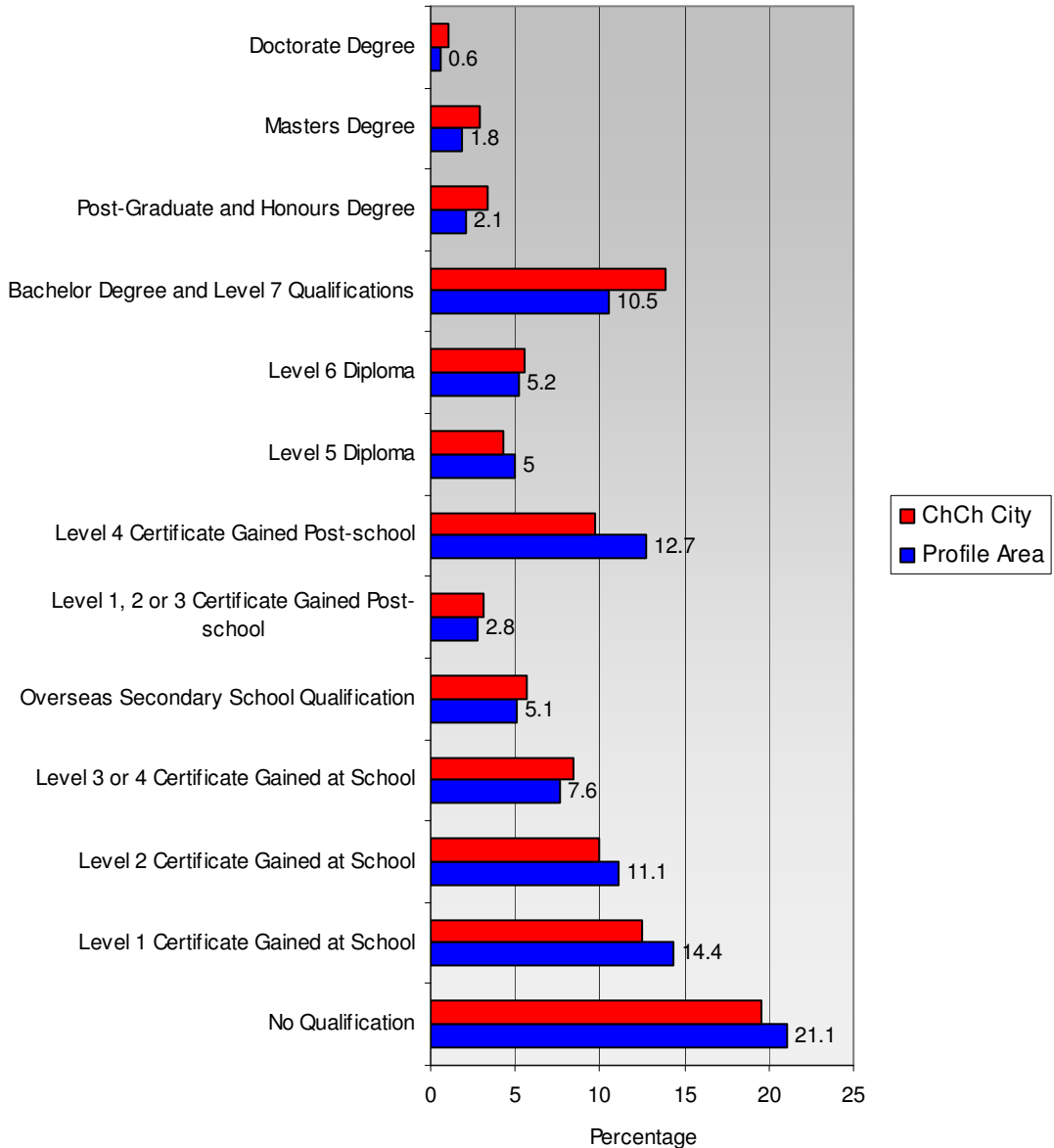
Median Weekly Rent for rented households, in private occupied dwellings
(Data from 2013 Census, Statistics NZ)



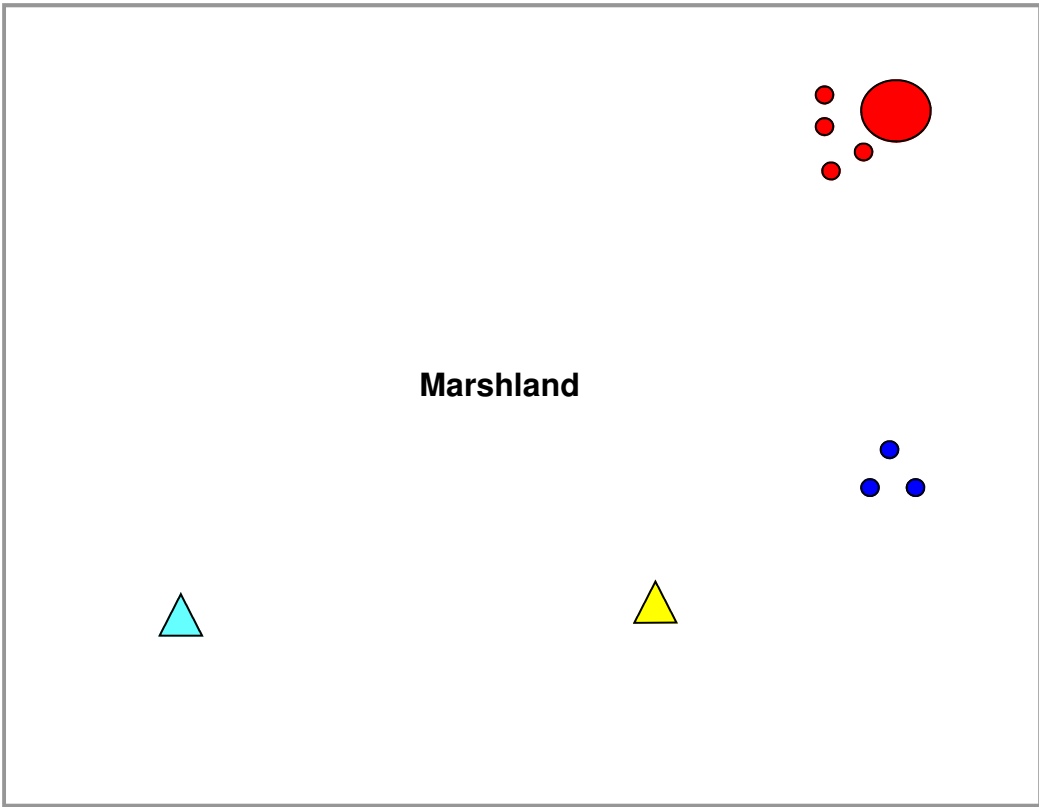
Work and Labour Force status (%)
(Data from 2013 Census, Statistics NZ)



Highest Educational Qualification for the census usually resident population, aged 15 years and over
(Data from 2013 Census, Statistics NZ)



Community infrastructure mapping

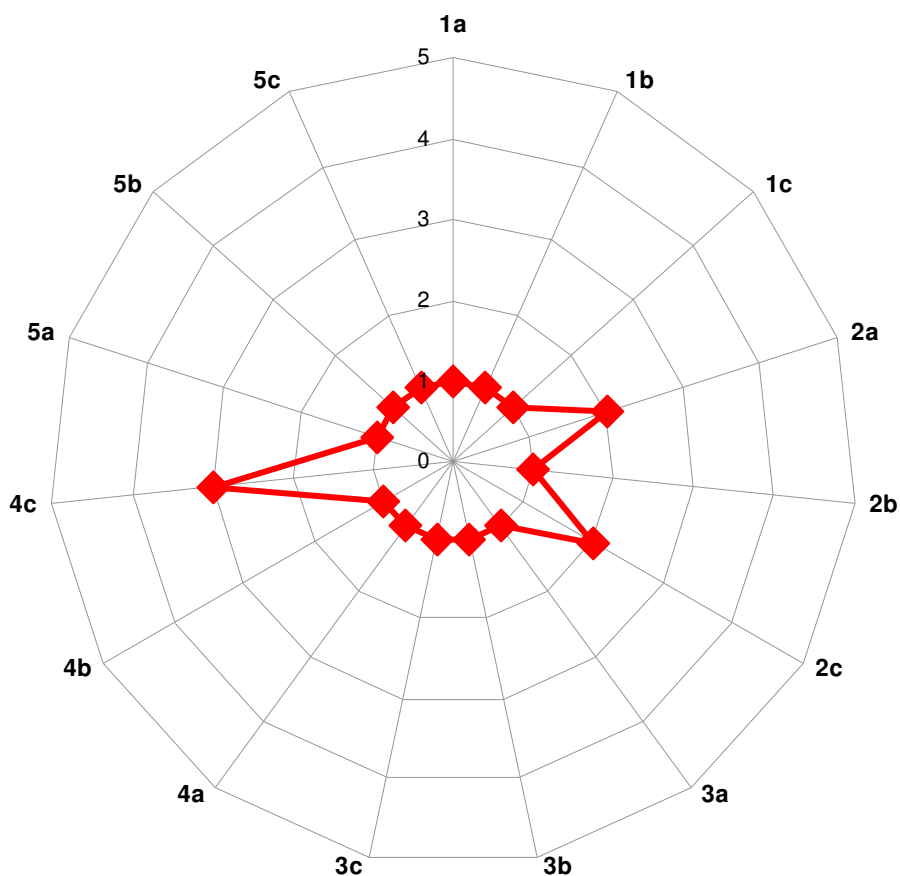


- Community development/support organisations
- Sport/recreation/leisure groups
- Faith-based organisations
- Residents/business associations
- ▲ Schools
- ▲ Community facilities (Council owned)
- ▲ Libraries (Council owned)

The above ratings are based on reach, diversity, and participation. E.g. bigger circles tend to be groups that provide a wider range of services, or have large numbers of participants. They also tend to be groups that are well networked within the community.

The only Council-owned community facility in the area is the Ouruhia Hall which is managed by the community. Immediately to the east of the profile area is the Marshland Hall. Both halls are well used by the public and a focal point for the community. Other facilities include the school and those belonging to faith-based organisations, which are also well used.

Community resilience mapping



Scale: 1 = Low 5 = High

15 measures of resilience

<p>Community Support Organisations (rating)</p> <p>1a # of organisations (1)</p> <p>1b strength of organisations (1)</p> <p>1c community development principles (1)</p>	<p>Volunteering (rating)</p> <p>2a investment in volunteers (2)</p> <p>2b # of volunteer hours from Fundforce (1)</p> <p>2c # of volunteer hours from Census (2)</p>
<p>Connectedness (rating)</p> <p>3a # of Neighbourhood Support groups (1)</p> <p>3b # of residents' associations (1)</p> <p>3c access to networking groups/forums (1)</p>	<p>Participation (rating)</p> <p>4a community events (1)</p> <p>4b Fundforce participation rates (1)</p> <p>4c club membership #s (3)</p>
<p>Preparedness (rating)</p> <p>5a # of Neighbourhood Support groups (1)</p> <p>5b # households in Neighbourhood Support (1)</p> <p>5c capability of groups to lead local response (1)</p>	

Note: **2b, 4b** - These ratings only take into account figures from community projects funded by Council.
2c - These figures are based on 2006 Census data as this information is not yet available for 2013.
3a, 5a, 5b - These ratings are based on groups and households registered with Christchurch Gets Ready as at November 2013.

Community environment

Social environment

The Highfield Park development will dramatically change the rural and social aspects of community interaction in Marshland.

Currently it is relatively isolated from government services and local non-governmental organisations. Marshland Primary School is a focal point for the community, as is the community managed Ouruhia Hall. The lack of community infrastructure and the distance from services is directly proportional to the population in Marshland.

There are no direct health services offered in Marshland, although there are plans for a new medical centre next to the new Fundamentals Pre-school on Marshland Road. However, there are health services in Shirley, Belfast, Redwood and Burwood.

In the future, Highfield Park will require infrastructure to support housing, roads, local business, schooling, and community connectedness. It is proposed that Marshland Primary School will relocate either to the Prestons Road subdivision or alongside it.

The area is expected to change over the next five years. The new housing developments will increase the opportunities and necessity for social and community-based involvement.

Built environment

The 22 February 2011 earthquake did minimal damage to the built environment, with wastewater, sewerage and water supply only briefly affected. All services have returned to normal.

Along with the Highfield Park development, the proposed Northern Arterial motorway will also affect the area. The motorway will attract more traffic onto Queen Elizabeth II Drive, which is planned to expand to four lanes between Main North Road and Innes Road to avoid congestion and delays for traffic travelling to Lyttelton Port. Work on installing traffic signals in Marshland and Prestons Roads will start in 2014.

Economic environment

Businesses were quick to reopen after the earthquakes and essential services are all functioning. The Real Estate Institute of New Zealand collects no specific data for Marshland so no comparative data is available. Most businesses were largely unaffected by the earthquakes. The Palms Shopping centre and the Home Base Shirley shopping centre serve the area. Its current rural aspect is accentuated by market garden fruit and vegetable shops, and garden centres which border the area.

The Highfield Park development, which will include two shopping precincts, cafes, retirement homes and parks, is expected to significantly change the economic environment.

Latest Census figures show that business is increasing in the area. In 2006 there were 199 businesses employing 590 people compared with 252 businesses employing 1000 people in 2013.

Natural environment

Some of the larger properties, farm stays and farms on the western area of the zone bordering Queen Elizabeth II Drive have been flooded in the wake of the earthquakes. Most of the damage was to pasture or livestock fields.

The Highfield Park development will change the general aspect of the area from predominantly rural to residential, at least in some respects.

Key issues identified

Issue	Progress to date / outcomes
<p><u>November 2012</u></p> <ul style="list-style-type: none"> With the confirmed growth as a result of the Prestons Road subdivision, the opportunity exists for local community organisations which border the profile area to partner with the developers to deliver appropriate services. 	<p><u>November 2012</u></p> <ul style="list-style-type: none"> At least two community groups in Shirley have identified the opportunity to investigate the opportunities that the Highfield development will provide. <p><u>November 2013</u></p> <ul style="list-style-type: none"> Discussions with relevant community organisations and developers will start in 2014 about the role that non-government organisations can play. <p><u>November 2014</u></p> <ul style="list-style-type: none"> Opportunities for organisations within the Shirley, Belfast area. Plan to extend their operations and services with consultation with developers, the new developments and relocation of Marshlands Primary School.
<p><u>November 2012</u></p> <ul style="list-style-type: none"> Currently, Marshland Primary School provides primary education within the area but the Ministry of Education has indicated that the school may be relocated moved as part of under the Government's Education Review Plan. 	<p><u>November 2012</u></p> <ul style="list-style-type: none"> The Prestons Road subdivision includes plans for a school and land has been set aside for this. <p><u>November 2013</u></p> <ul style="list-style-type: none"> It is proposed that Marshland Primary School will move to the Prestons Road subdivision or alongside it. <p><u>November 2014</u></p> <ul style="list-style-type: none"> The new Marshlands Primary School site at 301 Prestons Road was announced in March 2014. The relocation of the school from its present site will be completed in 2016. The school is intended to be for Years 0-8 with an ultimate capacity of approximately 750 students. However initially the roll will be much lower than this at approximately 300-400 children from years 1-8. The site may also accommodate an Early Education Centre catering for up to 50 pre school children.