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# Our Place



## Balclutha

How about you?



April 2017

## Our Place Balclutha Feedback Report

*This report presents a summary of the consultation feedback received for the Our Place Balclutha community planning project.*

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## INTRODUCTION

Clutha District Council's goal is to promote living and working in the Clutha District.

This is a key platform in our Long Term Plan that ties closely with two strategies we refer to as the 'Economic Development' and 'Living and Working in Clutha' strategies.

The focus of the Our Place Balclutha is to identify what Council can do to apply the Living and Working Strategy in Balclutha.

## FOCUS

The focal points of *Our Place Balclutha* included:

- Balclutha War Memorial Hall
- Balclutha's town entrances and focal points
- Walking and cycling linkages within and around Balclutha
- Balclutha's network of parks and reserves.

The primary output of the consultation and engagement included in this plan will be to identify projects and priorities to work towards to enable the Living and Working Strategy in Balclutha.

It is anticipated some of the actions and projects could happen immediately. There will be some that will help inform priorities and projects for Council to consider in the upcoming Long Term Plan 2018/28 and beyond. The actions and projects will also help inform community groups and third party funders.

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## CONSULTATION PURPOSE AND OBJECTIVES

### Purpose

Consultation and engagement for *Our Place Balclutha* aimed to seek input from the community to, in turn support and inform the development of the *Our Place Balclutha* plan.

### Consultation Objectives

The consultation and engagement objectives were to:

- Stimulate interest in *Our Place Balclutha* project
- Encourage feedback on the issues and options outlined
- Develop stronger relationships and partnerships between Council and the Balclutha community
- Provide accurate information for decision-makers to assist them in making informed choices around the resourcing of future Balclutha-based projects and initiatives.

The communication and engagement plan was prepared in accordance with Council's Significance and Engagement Policy and was signed off by Council on 8 December 2016.

### Role of elected members

The role of the elected members to date has included:

- Providing input and overall leadership for the *Our Place* project
- Approving consultation material and consultation/engagement approaches
- Promoting the *Our Place* consultation material and assisting with consultation and engagement activities.

The next step that this report relates to will be to:

- Consider stakeholder and community feedback to inform the *Our Place* plans.

### Project Group

A project group for this project made up of key Council staff members included the following:

- Contributing to and where applicable, prepare underlying information to give foundation to the *Our Place* plans
- Reviewing the draft *Our Place* material and ensure that it is ready for consultation.
- Attending meetings and take part in consultation activities as required.

Consultants were seconded to the Project Group as needed, based on the areas of expertise and consultancy required to achieve the overall project.

The next step that this report relates to will be to:

- Action elected member direction on where to from here
- Bring back for elected members approval of *Our Place Balclutha* recommendations.

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## CONSULTATION

### Phase One – Stakeholder Consultation & Engagement

An opportunity for conversations and meetings with key stakeholders took place during preliminary stages, with ongoing dialogue proposed for during the project and beyond. Information and feedback has been incorporated into this report.

### Phase Two – Public Consultation & Engagement

A public consultation phase took place from the beginning of December 2016 through to the end of February 2017.

A number of different activities and methods across the different themes and areas were undertaken.

These included:

#### 1. **Our Place consultation material/document**

An A3 newspaper was put together for consultation to help prompt ideas and discussion. This was approved by Council on 8 December and distributed to all mailboxes that allowed circulars in the greater Balclutha area (including RDs 1,2,3 & 4) in December 2016. Distribution also included the following:

- Copies available at all Council offices
- Copies available at local cafes, medical centres, businesses etc
- Available online at Council's website
- Key themes and components presented in the Clutha Leader
- Links on Facebook to direct readers to the full document on line.

A key component of the consultation material was inclusion of a feedback form which included a structured survey for respondents to indicate the importance (or priority) for the ideas presented.

A link to the consultation document can be found here: <http://www.cluthadc.govt.nz/your-council/consultation/Documents/Our%20Place%20Balclutha%20Consultation%20Document%20NEW.pdf>

#### 2. **Surveying**

A feedback form/survey was distributed with the consultation newspaper as above and was also available online. A total of 298 individuals or groups gave feedback via the physical form or online. Just over 200 respondents completed the aspect of the surveying asking them to indicate the importance of the topics and ideas presented in it. The results from this surveying follow in this report.

**Table: Location of Survey Respondents**

Location	Number	Location	Number
Balclutha	154	Otago	1
RD1, 2, 3 & 4 Balclutha	84	South Island	8
Clutha District	9	Not given	42
Total			298

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### **3 'Smoko shouts'**

In the past businesses and employers have been a harder-to-reach target audience for Council-related consultation. A traditional South Otago custom is the morning tea 'smoko shout'. Hosting a smoko shout was a new initiative trialled to target feedback from businesses and their employees. Eight shouts were held at Sumpter Moore, Edwards Engineering, Clutha Vets, Hayward McAuslan, Shand Thomson, Clutha Health First, O'Malley & Co, Danone and Rosebank Primary School. These consultation events were supported by both elected members and staff. Contact was also made with all main employers in the area with letters and consultation documents. Feedback was received from 120 employers/employees during this consultation and this is included in the comments section of this report.

### **4. Café conversations**

Open, hosted conversations set in local cafes where community members gather is a method that has been growing in popularity in recent times. This method is often seen as a more meaningful and effective way of engaging with the community than the traditional town-hall type meeting. It is also a way to show Council support for local businesses. Three café conversation events attended by the Mayor, elected members and staff were held in Balclutha during December at The Gate, Heart & Soul and Café 55. An estimated 45 attended these three events and the feedback recorded from these sessions has been included in this report.

### **5. Presentations/focus group meetings**

Focus group meetings with existing service clubs and organisations were held including Cross Recreation Centre Committee, Balclutha Round Table, Clutha Young Professionals, Rotary and Balclutha main street businesses/retailers. Contact with just under 100 was made during these meetings and the feedback recorded from these sessions have been incorporated into this report.

### **6. Displays/ideas boards in Council and public spaces**

Displays and feedback forms were put up at key locations. Sites include the Balclutha i-Site, Balclutha Library, Balclutha Pool, Clutha Development office and Cross Recreation Centre. Thank you to those at these locations who assisted with the consultation for this project.

### **7. Supporting existing events – South Otago A&P Show**

Our Place Balclutha was one of the main topics at the CDC stand at the annual show at the end of November. An estimated 30 points of contact were made, and feedback has been incorporated into this report.

### **8. Targeted youth input**

Targeted youth input was facilitated by Council's contracted youth co-ordinator with the South Otago Youth Panel Focus Group and Clutha District Youth Council.

Balclutha schools were also offered the opportunity to take part. A session was held with 45 Year 5 & 6 Rosebank Primary School students and their teachers in mid-February.

### **9. Social media advertising & feedback**

Regular feeds about consultation events and the consultation topics were posted throughout the consultation period, with reaches ranging from 575 to 3,250. There were 25 feedback comments posted

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about the consultation topics, which have also been incorporated into the comments section of this report.

## Summary of points of contact

In total over 400 points of contact were made during consultation and engagement for *Our Place Balclutha* and feedback captured has been incorporated into the comments section of this report.

Additional to this was the feedback form/survey responses from 298 individuals and groups.

Just over 2,400 comments/feedback have been collated into this report, summarized by topic as follows:

Topic	Number
Balclutha War Memorial Hall	413
Town Entrances & Focal Points	373
Walking & Cycling	399
Parks & Reserves	784
Balclutha Centennial Pool and Centennial Park (Old Boys)	262
Other Feedback	180
Total	2,411

## CONCURRENT CONSULTATION

Other planning-related consultation ran concurrently with the *Our Place Balclutha* as follows:

### Balclutha Reserves Management Plan

A statutory consultation process is required for Reserve Management Plans under the Reserves Act 1977.

Summary information about the Balclutha Reserves Management Plan was incorporated into the *Our Place Balclutha* consultation material to increase awareness and promote feedback to help inform the final Balclutha Reserves Management Plan. Formal submissions to the Balclutha Reserves Management Plan were received and then verbal submissions were heard on 23 March 2017. This report includes feedback comments gathered during the *Our Place Balclutha* consultation about Balclutha's parks and reserves to help inform the final Balclutha Reserves Management Plan.

### District Plan Zoning Review

As part of Council's directive to promote growth in Balclutha, a District Plan zoning review also took place. Public consultation also ran concurrently with the *Our Place Balclutha* consultation from 8 December 2016 to 27 February 2017. Some consultation events incorporated both the *Our Place Balclutha* and District Plan Zoning Review e.g. South Otago A&P Show. This information will be presented separately as part of the District Plan review.

## OVERALL SURVEY RESULTS

The survey aspect of the consultation and feedback asked respondents to rank the following on a scale between 1 (not important) to 6 (very important).

**Table: Overall Results**

Rank	Survey Priority Topic	Average
1	Extending the improvements to the entrances of the bridge (Town Entrances - Option 1)	4.7
2=	Creating a multi-purpose community and visitor hub at the current hall site (Town Hall - Option 2)	4.6
2=	Improving and developing walking and cycling linkages within Balclutha (Map 1)	4.6
4	Retaining and improving Naish Park duck pond (Naish Park Duck Pond - Option 1)	4.3
5=	Improving and developing identified walking and cycling linkages in Balclutha's neighbouring areas (Map 2)	4.2
5=	Lighting the bridge (Town Entrances - Option 2)	4.2
7	Continue with the proposed upgrade to the current hall facility (Town Hall - Option 1)	3.8
8	Extending improvements to the Catlins/High Street turn off (Town Entrances - Option 4)	3.7
9	Extending improvements to the Rosebank shops area (Town Entrances - Option 3)	3.3
10	Relocating the cenotaph to the War Memorial Hall area (Town Entrances - Option 5)	3.0
11	How important is it to develop Option 2: to replace duckpond with another feature like a water feature or extend the playground area?	2.8
12	Investigating a town feature or sculpture at an appropriate location (Town Entrances - Option 6)	2.5
13	Disestablishing the current hall facility (Town Hall - Option 3)	1.9

## TOPIC 1: LET'S TALK ABOUT BALCLUTHA WAR MEMORIAL HALL

A link to the Balclutha War Memorial Hall consultation information can be found here:

<http://www.cluthadc.govt.nz/your-council/consultation/Documents/Lets%20Talk%20Balclutha%20Memorial%20Hall.pdf>

All feedback comments during the surveying and various other consultation is included in Appendix 1: Balclutha Memorial Hall. A total of 413 pieces of feedback were recorded for this topic.

In the survey, using a scale of 1 to 6 where 1 was not important and 6 was very important, respondents were asked to rate three options for Balclutha War Memorial Hall. The results are tabled below.

**Table: Results of Options for Balclutha War Memorial Hall**

What do you think about our options where 1 is not important and 6 is very important?	1	2	3	4	5	6	Average	Topic Rank	Overall Survey Rank
How important is it that we continue with Option 1: Continue with the proposed upgrade to the current hall facility?	40	22	26	24	30	58	3.8	2	7
How important is it that we continue with Option 2: To create a multi-purpose community and visitor hub at the current hall site?	16	12	24	19	36	91	4.6	1	2=
How important is it that we continue with Option 3: to disestablish the current hall facility?	102	26	10	13	4	10	1.9	3	13

Respondents were also asked what other options should be considered. Building a new purpose-built facility was suggested by several. Variations to Option 1: Continue with the proposed upgrade to the current hall facility were also raised, e.g. opening up the existing hall with more windows and sliding doors.

A substantial amount of feedback was received for this topic from numerous groups and individuals. Key themes included inadequacy of current hall – past its use by date, opportunities for a hub with collaboration between community agencies and group, importance of a large, heated space for events and the community supporting and driving possible improvements.

Following on from the first question about Balclutha War Memorial Hall, respondents were also asked to rank the importance of several concepts associated with Option 2: A Multi-Purpose Facility. These results are tabled below.

**Table: Results of Importance of Concepts Associated with Option 2: A Multi-Purpose Facility**

What do you think is important to consider this facility where 1 is not important and 6 is very important?	1	2	3	4	5	6	Average	Rank
Further development of the i-Site space to meet current needs and expected tourism growth in the district	9	12	19	33	64	75	4.7	1
Large hall/auditorium/theatre space (300-400 capacity)	14	11	20	35	55	76	4.6	2
Museum/heritage display space	37	22	28	43	43	35	4.3	3
Space for short term exhibitions and events	14	12	31	54	51	50	4.3	4
Small theatre suitable for movies and or meetings/performances (approx. 50 capacity)	21	12	25	45	54	53	4.2	5
Retaining the fly-tower (this allows curtains, scenery and lighting to be operated on the stage)	25	20	39	30	49	44	3.9	6
Enhanced meeting and office spaces available to hire	34	24	39	45	43	23	3.5	7
Short and long term rental spaces for community hire	37	20	38	59	34	25	3.5	8
Relocation of the public library to this space	110	17	25	20	10	9	2.1	9

## TOPIC 2: TOWN ENTRANCES & FOCAL POINTS

A link to the Town Entrances and Focal Points consultation information can be found here:

<http://www.cluthadc.govt.nz/your-council/consultation/Documents/Lets%20Talk%20Balclutha%20Town%20Entrances%20and%20Focal%20Points.pdf>

All feedback comments during the surveying and various other consultation is included in Appendix 2: Entrances and Focal Points. A total of 367 pieces of feedback were recorded for this topic.

In the survey respondents were asked to indicate how important they thought two different concepts were to do with town entrances and focal points within Balclutha. The results are tabled below.

**Table: Results of Options for Town Entrances & Focal Points**

What do you think about our options where 1 is not important and 6 is very important?	1	2	3	4	5	6	Average	Topic Rank	Overall Survey Rank
Option 1: Extending the improvements to the entrances of the bridge	13	8	15	40	47	81	4.7	1	1
Option 2: Lighting the bridge	21	12	20	52	44	55	4.2	2	5=
Option 3: Extending improvements to the Rosebank shops area	29	34	43	45	32	17	3.3	4	9
Option 4: Extending improvements to the Catlins/High Street turn off	34	21	38	41	35	39	3.7	3	8
Option 5: Relocating the cenotaph to the War Memorial Hall area	81	21	21	26	22	36	3.0	5	10
Option 6: Investigating a town feature or sculpture at an appropriate location	105	31	25	27	22	16	2.5	6	12

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### **Feedback about Option 1: Extending the improvements to the entrances of the Bridge**

Of the 13 options in the survey, this option had the highest average for importance.

A total of 77 feedback comments were recorded for this option.

A breakdown of the feedback indicates that over 70% support improvements to the entrances of the bridge. Just over 40% support aesthetic improvements, with several mentioning cleaning the bridge and feedback that they want improvements to the wooden fences at each entrance that are described as being 'in disrepair' and scruffy.

Over a third of all comments raised safety concerns about the entrances to the bridge, particularly the northern entrance. One piece of feedback included 10 signatures from drivers employed by a local bus company who drive the bridge on a daily basis.

Five percent did not support this option. The remaining 21% of comments gave feedback, but did not indicate a preference.

### **Feedback about Option 2: Lighting the Bridge**

Of the 13 options in the survey, this option was ranked 5<sup>th</sup> equal.

A total of 41 feedback comments were recorded for this option. A majority (85%) supported lighting the bridge, with 7% against. The remaining comments gave feedback but did not indicate a preference.

### **Feedback about Option 3: Extending improvements to the Rosebank Shops area**

Of the 13 options in the survey, this option was ranked 9<sup>th</sup>.

A total of 17 feedback comments were recorded for this option. Just over half of the comments indicated support for this option, 17% were opposed. The remaining 30% of comments asked for safety (pedestrian crossing) or parking to be considered for this area. There was also feedback that toilets be considered at the Clyde Street Reserve (Triangle) area.

### **Feedback about Option 4: Extending the improvements to the Catlins/High Street turnoff**

Of the 13 options in the survey, this option was ranked 8<sup>th</sup>.

A total of 19 comments were recorded for this option. Just under half (47%) of recorded feedback supported this option and 15% were not in support. The remaining 21% of comments gave feedback, but did not indicate a preference. Several comments were made about promoting Balclutha as the 'Gateway to the Catlins'.

### **Feedback about Option 5: Relocating the cenotaph to the War Memorial Hall area**

Of the 13 options in the survey, this option was ranked 10<sup>th</sup>.

A total of 15 comments were recorded for this option. Just over a quarter of the recorded feedback indicated support for this option, compared with a third who did not support relocation. Reasons included cost and suitability of its current location. The remaining comments gave feedback, but did not indicate a preference.

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### **Feedback about Option 6: Investigating a town feature or sculpture at an appropriate location**

Of the 13 options in the survey, this option was ranked 12th.

A total of 77 comments were recorded for this option. Of these, 35% indicated support, compared to 58% who did not support the option. Several indicated this might be a possibility but should have low priority. Feedback indicated that the bridge, river and Elizabeth Street Plaza are already the features for Balclutha. Several said the 'bridge was the feature for our town'.

### **Feedback about Option 7: Attracting people to the town heart/Elizabeth Street Plaza**

The consultation material asked:

*We're keen to hear the community's ideas for drawing more people into Balclutha's town heart and the main retail area. Share your ideas with us.*

A total of 24 feedback comments were recorded. Public toilets were suggested for this area. Others suggested this as an i-Site location. Several suggestions made here for further enhancements e.g. more street furniture, shade sail and giant chess board or a town clock. Some suggested the area be used more for events such as a lantern festival.

### **Further feedback recorded for this topic**

A further 100 feedback comments were received about town entrances and focal points, which are included in Appendix 2.

## TOPIC 3: LET'S TALK ABOUT WALKING & CYCLING IN AND AROUND BALCLUTHA

A link to the Walking and Cycling consultation information can be found here:

<http://www.cluthadc.govt.nz/your-council/consultation/Documents/Lets%20Talk%20Balclutha%20Walking%20and%20Cycling.pdf>

All feedback comments during the surveying and various other consultation is included in Appendix 3: Walking & Cycling. A total of 401 pieces of feedback were recorded for this topic.

In the survey respondents were asked to indicate how important they thought two different concepts were, where maps were used to help illustrate these concepts. These maps are included on the following pages.

**Table: Results of Options for Walking & Cycling**

What do you think about our options where 1 is not important and 6 is very important?	1	2	3	4	5	6	Average	Topic Rank	Overall Survey Rank
How important is it to improve and develop walking and cycling linkages within Balclutha (Map 1)?	15	9	18	37	48	79	4.6	1	2=
How important is it to improve and develop the identified walking and cycling linkages in Balclutha's neighbouring areas (Map 2)?	19	14	22	32	40	55	4.2	2	5=

**Feedback about Option 1: Improving and developing walking and cycling linkages within Balclutha (Map 1)**

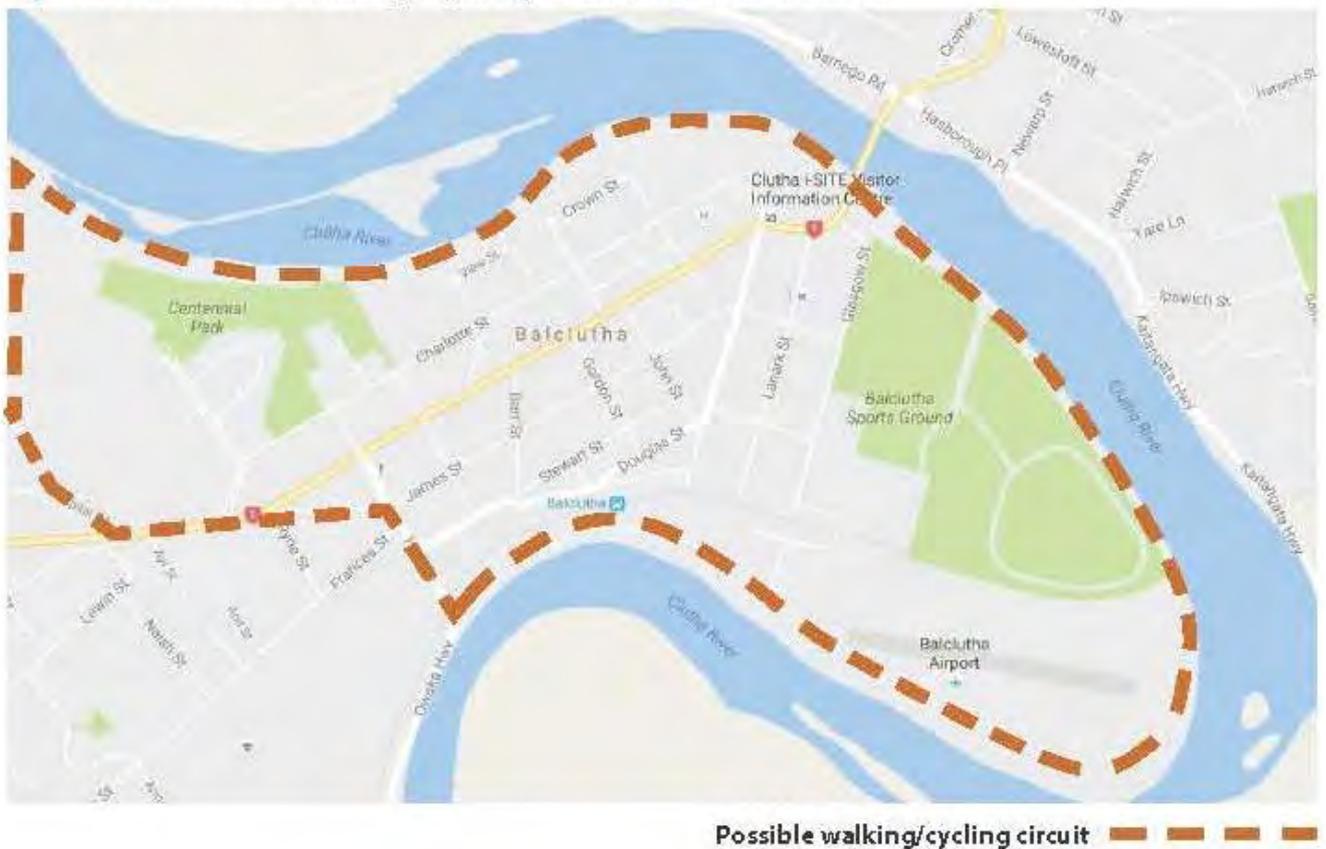
Of the 13 options in the survey, this option was ranked 2<sup>nd</sup> equal.

A total of 59 feedback comments were recorded for this option.

Comments indicate 100% support for this option, with several comments for improvements and/or variations to the possible route.

**Map 1:**

**Option 1: Possible Walking/Cycling Circuit within Balclutha**



## **Feedback about Option 2: Improving and developing walking and cycling opportunities in Balclutha's neighbouring areas**

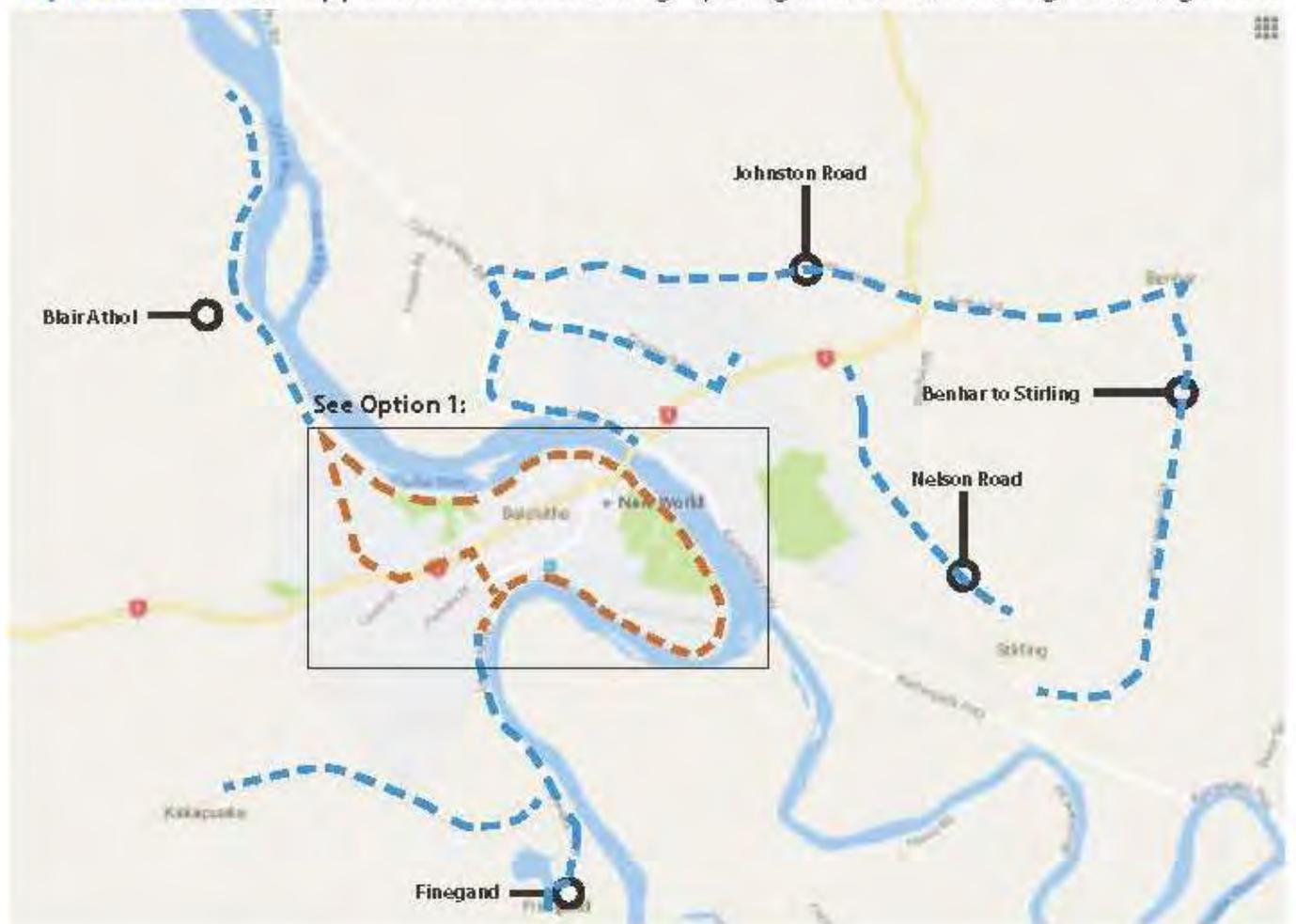
Of the 13 options in the survey, this option was ranked 5<sup>th</sup> equal.

A total of 116 feedback comments were recorded for this option.

A majority (70%) supported the proposed circuits. Several comments suggested improvements and/or variations. Several specifically mentioned support for the routes to key employers (Silver Fern Farms at Finegand and Fonterra in Stirling). Others commented that links to Kaitangata and Kaka Point should also be considered. A further 8% gave feedback indicating that they did not support this option or felt that this option was not as important as Option 1. The remaining comments gave feedback but did not indicate a preference.

### **Map 2:**

#### **Option 2: Possible Opportunities for Walking/Cycling in Balclutha's Neighbouring Areas**



Possible routes to explore improvements for walking and cycling. — — — — —

There were 226 further feedback comments recorded about walking and cycling that provide various ideas and options. These are also included in Appendix 3.

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## TOPIC 4: LET'S TALK ABOUT PARKS & RESERVES

A link to the Parks & Reserves consultation information can be found here:

<http://www.cluthadc.govt.nz/your-council/consultation/Documents/Lets%20Talk%20Balclutha%20Walking%20and%20Cycling.pdf>

All feedback comments during the surveying and various other consultation is included in Appendix 4: Parks and Reserves. A total of 793 pieces of feedback were recorded for this topic.

As noted previously a reserve management plan submission process was run concurrently with the Our Place Balclutha community consultation. Submissions received to the Draft Balclutha Reserves Management Plan are located here: <http://www.cluthadc.govt.nz/your-council/meetings-agendas-minutes/agendas-and-minutes/AgendasAndMinutesDocs/Service%20Delivery%20Committee%20Agenda%202023%20March%202017.pdf> The comments received about parks and reserves will be considered and assist with the opportunities and timeframes identified in the final Balclutha Reserves Management Plan.

### **Naish Park**

Of the 793 feedback comments referred to above, 302 of these were about Naish Park.

In the survey respondents were asked to indicate how important they thought two different concepts were for Naish Park Duck Pond. The results are tabled below.

**Table: Results of Options for Naish Park Duck Pond**

What do you think about our options where 1 is not important and 6 is very important?	1	2	3	4	5	6	Average	Topic Rank	Overall Survey Rank
How important is it to develop Option 1: To retain and improve the duck pond?	30	12	12	35	41	72	4.3	1	4
How important is it to develop Option 2: To replace duck pond with another feature like a water feature or extend the playground area?	65	26	14	16	16	23	2.8	2	11

Of the 13 options in the survey, Option 1 was ranked 4<sup>th</sup> and Option 2 was ranked 11<sup>th</sup>.

A total of 108 feedback comments were recorded about Option 1 and Option 2. Of these 84% were in support of Option 1: To retain and improve the duck pond. A substantial number highlighted that if it is to be retained it must be improved. The remaining 15% of comments did not support retaining the duck pond.

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## **TOPIC 5: LET'S TALK ABOUT BALCLUTHA CENTENNIAL POOL AND CENTENNIAL PARK (OLD BOYS)**

A parks and reserve-related topic focused on the Balclutha Centennial Pool and Centennial Park area. A link to the consultation material for this topic is located here: <http://www.cluthadc.govt.nz/your-council/consultation/Documents/Lets%20Talk%20Balclutha%20Centennial%20Pool.pdf>

All feedback comments during the surveying and various other consultation is included in Appendix 6: Balclutha Centennial Pool and Centennial Park (Old Boys).

A total of 262 pieces of feedback were recorded for this topic. There were no specific prioritisation questions, but respondents were asked what other activities could be incorporated into the Balclutha Centennial Pool and the area surrounding it that would complement and improve the overall usage of the pool.

Responses include a substantial amount of service-related information and suggestions for the pool itself and greater Centennial Park (Old Boys) area to be considered for this facility and this area.

## **TOPIC 6: LET'S TALK SOME MORE ABOUT BALCLUTHA ...**

All feedback comments during the surveying and various other consultation is included in Appendix 6: Further Feedback. A total of 180 pieces of feedback were recorded for this topic.

## **ADDITIONAL FEEDBACK MATERIAL**

Included in Appendix 7 is further feedback material received from various groups and individuals.