

7. CHRISTCHURCH GARDEN CITY IMAGE

Officer responsible
Parks and Waterways Manager

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The purpose of this report is to inform the Hagley/Ferrymead Board of the results obtained from a survey conducted among residents in February 2002 concerning the Garden City Image.

INTRODUCTION

Councillor Carole Anderton, as chairperson of the Parks Gardens and Waterways Committee is keen to have the committee support initiatives which will strengthen the Garden City Image of Christchurch.

In order to establish a benchmark of how a sample of the community feel about the image and its importance for Christchurch, a random survey was undertaken during February 2002 in the Hagley/Ferrymead Community Board area.

THE SURVEY

Two thousand questionnaires were delivered to residences on the basis of ten blocks of 200 residences in Sumner, Mt Pleasant, Redcliffs, McCormacks Bay, Bromley, Woolston, Phillipstown, Brookhaven, Linwood and Avonside. A further 200 questionnaires were delivered to Community Board Members, Garden Centres and Community Groups within the Board area.

Four hundred and seventy three returns were received.

The questions were based on those used at a meeting held in September 2001 of members from a wide ranging group of horticultural organisations.

The questions were:

1. When the term "Garden City Image" is used, what does this mean to you?
2. Do you think it is important to retain the Garden City Image?
If yes: can you explain why?
3. Describe an image of what you see when you fly over the city.
4. Describe an image of what you see when you are passing through the city.
5. Any other comments you wish to make about the "Garden City Image" for Christchurch.

Results

When the term 'Garden City Image' is used, what does this mean to you?

Public parks, private gardens, rivers, colourful gardens and flower festival	58.04%
Clean, green, beautiful	14.68%
Tells of a major garden environment	11.18%
Local sense of pride	6.29%
Tranquil, restful	4.89%
Represents a balance between nature and man-made	2.09%
Formal, English-like, historic	1.39%
A well-maintained tradition	0.69%

Do you think it is important to retain the Garden City Image?

• Yes	97.77%
• No	1.48%
• Unsure	0.74%

If yes, can you explain why?

- Makes Christchurch unique 21.96%
- Visitors identify with it 18.93%
- Reflects community pride 17.42%
- Locals identify with it 15.90%
- A pleasant environment to live in 13.63%
- To protect for future generations 11.36%
- Hard to replace if lost 0.75%

Describe an image of what you see when you fly over the City

- Trees and greenery 37.65%
- Hills/seas/rivers 15.43%
- Open space/parks 14.81%
- Houses/buildings 14.19%
- Patchwork 12.34%
- Well planned use of urban space 5.55%

Describe an image of what you see when you are passing through the City

- Different suburbs, different views – tidy gardens 29.71%
- Urban sprawl and clutter 10.85%
- Accessible parks and gardens 10.28%
- Tree-lined streets 10.28%
- Summer – lots of flowers, green, trees 8.00%
- Spring – daffodils, blossoms 5.14%
- Different suburbs, different views – industrial 5.14%
- Graffiti 4.57%
- Winter – bare trees 3.42%
- Different suburbs, different views – unkempt gardens 3.42%
- Avon river system 2.28%
- Too many motor vehicles 2.28%
- Architectural buildings 1.71%
- Autumn - leaves 1.71%
- People utilising parks & recreation areas 1.14%

Any other comments you wish to make about the Garden City Image for Christchurch

- Retain the Garden City image 20.64%
- Enhancement of some areas as needed 17.43%
- The square is dull 12.25%
- Well done – keep up the good work 11.61%
- Needs to be kept cleaner 10.96%
- More trees and plants required (exotics) 7.74%
- Maintain the green belt 3.87%
- Inner city is dead/not safe 1.93%
- A better selection of trees is needed 1.93%
- More native plants required 1.93%
- Fewer native plants required 1.93%
- Concern about smog 1.93%
- Promote the city as eco friendly 1.29%
- We can't rest on our laurels 1.29%
- Wetlands and riverbanks have been improved 1.29%
- Estuary needs tidying up 1.29%
- Dislike the Garden City image 0.64%

The greatest number of respondents were in the age group of 46 years plus.

SUMMARY

The survey results indicate a strong feeling that the Garden City Image is appropriate for Christchurch and it should be retained.

Not all areas of the city are pleasant and enhancement of these areas are needed.

Cathedral Square is considered to be dull and additional planting could be appropriate here to provide the necessary uplift.

Concern expressed by 10.96% of respondents about the need for higher standard of cleaning indicates concern about general litter volumes and the time it takes for it to be cleared up.

It is gratifying to note that 11.61% of respondents expressed appreciation for the good work done by the Christchurch City Council.

- Recommendation:**
1. That the information is received.
 2. That results of the survey are taken into consideration in future project funding by the Board.

Chairman's

Recommendation: That the recommendations be adopted and Warwick Scadden be thanked for his report.