

New Brighton Residents' Survey 2018

Summary of Responses

April 2018

NEW BRIGHTON RESIDENT'S SURVEY RESULTS

Introduction

The New Brighton Residents' Survey 2018 ran from 13 March to 10 April. The purpose of the survey is to provide data on how residents feel about their suburb now. The survey will be repeated in the future to help understand what influence Council's investment in new infrastructure, such as the playground, Hot Pools, activation initiatives, Pier and Library repairs and any private investments are having on the community.

Methodology

The regeneration metrics have been grouped into four categories which featured in the Residents' Survey:

- Number of people who live, work, and visit New Brighton
- Private sector involvement in New Brighton
- Environmental quality and amenity in New Brighton
- Community involvement in the regeneration of New Brighton

This was not a formal consultation process and the respondents were self-selecting. The survey responses are also anonymous. The survey was promoted via social media and personal interactions between Development Christchurch limited (DCL) Engagement staff and community members.

The Survey was accessible online. Survey Monkey, a subscription based online tool for hosting surveys, was the portal used to collect the results. Paper copies were also made available at key locations around New Brighton, with accompanying DCL branded drop-boxes to submit the form. The paper-based surveys received by DCL were manually entered into Survey Monkey.

Next Steps

The data forms a baseline that will then be used to compare changes in the community as the regeneration of New Brighton progresses. This is an essential tool as regeneration is a long-term process and we need to be able to measure where we have come from and then use this data to help improve where we are heading.

A monitoring report will be prepared following the next survey due to be undertaken next year.

RESULTS

NOTE: This summary report follows the question numbering regime of the online survey.

In total, **664** responses were received, **579** online and **85** paper-based copies deposited into drop boxes.

Question 1 - "Do you currently live in the New Brighton area?"

589 answered 'yes' (88.7%)

75 answered 'no' (11.3%)

664 (all respondents) answered this question.

Question 2 "How many years have you lived in the New Brighton area?"

Under one year –	27	(4.55%)
1 year to just under 2 years –	47	(7.93%)
2 years to just under 5 years –	90	(15.18%)
5 years to just under 10 years –	93	(15.68%)
10 years or more –	336	(56.66%)

Over 50% of respondents indicated they had lived in New Brighton for longer than 10 years.

Question three – "How much do you agree with the following statement: New Brighton is a great place to live."

5 star scale from 'Strongly Disagree' (1 star) to 'Strongly Agree' (5 stars)

1 star (Strongly Disagree) –	25	(4.16%)
2 stars –	24	(3.99%)
3 stars –	98	(16.31%)
4 stars –	172	(28.62%)
5 stars (Strongly Agree) –	282	(46.92%)

63 respondents skipped this question.

Question three – "If you don't live in the New Brighton area, where do you normally live?"

Respondents could answer in their own words.

- Most common responses were Parklands, Phillipstown, Aranui, Woolston, Burwood, and Avonhead.

Of the 95 respondents who answered this question, less than 5 answered somewhere other than in East Christchurch.

Question 5 “In general, how safe or unsafe do you feel in your home after dark?”

5 star scale from ‘Very unsafe’ (1 star) to ‘Very safe’ (5 stars)

1 star (Very Unsafe) –	16	(2.44%)
2 stars –	54	(8.23%)
3 stars –	166	(25.3%)
4 stars –	221	(33.69%)
5 stars (Very Safe) –	199	(30.34%)

Most respondents felt safe or very safe in their homes after dark in New Brighton.

Question 6 “How do you feel walking alone after dark in the New Brighton retail / foreshore area?”

5 star scale from ‘Very unsafe’ (1 star) to ‘Very safe’ (5 stars)

1 star (Very Unsafe) –	160	(24.32%)
2 stars –	207	(31.46%)
3 stars –	177	(26.9%)
4 stars –	89	(13.53%)
5 stars (Very Safe) –	25	(3.8%)

Most participants indicated that they felt unsafe walking alone after dark in the New Brighton retail / foreshore area.

Question 7 “What shops, services, and activities do you visit in the New Brighton retail and foreshore area?”

This question was multiple choice, where participants could tick multiple boxes and answer in their own words.

- 88.55% of respondents indicated that they frequent the supermarket
- 80.92% of respondents indicated that they frequent food and beverage offerings
- 81.98% of respondents indicated that they frequent the beach
- 44.89% of respondents indicated that they frequented ‘services’ including hairdressers, pharmacies, beauty therapy etc.
- The Pier, Library, and speciality shops all featured in the 60-65% range
- Other answers included: Church, Grace Vineyard, new playground, Seaside Market, banks, the vet, and the gym.

Question 8 “How frequently do you visit the retail and foreshore area in New Brighton?”

Daily –	94	(14.26%)
2-3 times a week –	270	(40.97)
Weekly –	188	(28.53%)
2-3 times a month –	65	(9.86%)
Monthly –	42	(6.37%)

Most participants visited the retail and foreshore area at least once per week.

Question 9 “What new shops, services, and activities would you like to see in the New Brighton retail and foreshore area?”

Respondents to this question were able to answer in their own words. Common responses included (in no particular order):

- ‘Big box’ style retail eg. Farmers, Kmart, The Warehouse
- Niche retail eg. butcher’s shop, outlet and specialty shops
- Higher quality restaurants and bars eg craft beer + wine, cafes
- Movie theatre
- Banks
- Hot salt water pools
- Higher levels of services eg. street cleaning / rubbish removal etc.
- ‘Getting rid’ of absentee landlords

Question 10 “In your opinion, which THREE words best describe New Brighton’s retail and foreshore area?”

Respondents were provided with a number of descriptors to choose from and the option to answer in their own words.

The most popular selections were:

Rundown / outdated –	82.93%
Needs better facilities –	42.6%
Untidy –	41.24%
Friendly –	32.63%
Lacks variety –	26.59%
Poor urban design –	27.95%

Other responses included; Shabby, Disgrace, Empty, Ugly, Unloved.

Question 11 “How much do you agree or disagree with the following statement: ‘I feel a sense of pride and connection to New Brighton’s retail and foreshore area?’”

5 star scale from ‘Strongly Disagree’ (1 star) to ‘Strongly Agree’ (5 stars)

1 star (Strongly Disagree) –	109	(16.82%)
2 stars –	174	(26.85%)
3 stars –	205	(31.64%)
4 stars –	83	(12.81%)
5 stars (Strongly Agree) –	77	(11.88%)

Question 12 “What, if any, improvements would you like to see in New Brighton’s retail and foreshore area?”

Respondents were given the opportunity to answer in their own words.

Common responses (in no particular order) were:

- Better shops
- Better mall layout
- ‘Getting rid’ of absentee landlords
- ‘Getting rid’ of the mall and ‘starting again’ / pulling down dilapidated buildings
- Fixing and tidying up the shops
- Fixing the pot holes in the Hawke St car park
- Shelter from the wind

102 survey participants skipped this question.

Question 13 “How much involvement do you believe New Brighton residents have in the regeneration of the area?”

5 star scale from ‘Little’ (1 star) to ‘Substantial’ (5 stars)

1 star (little) –	96	(14.91%)
2 stars –	161	(25%)
3 stars –	241	(37.42%)
4 stars –	89	(13.82%)
5 stars (substantial)–	57	(8.85%)

Question 14 “What, if any, improvements could be made to increase local residents’ involvement in New Brighton’s regeneration?”

Respondents were presented with the opportunity to answer in their own words.

Common responses (in no particular order) included:

- More surveys
- More public meetings
- More advertisements
- Higher levels of maintenance / service in the commercial centre and foreshore area.
 - *A number of respondents indicated a preference for letterbox drops and notices in shops*
- ‘Getting on with the work’
 - *Common variations on this theme included ‘less talk and more action’, and ‘we actually need to be listened to and action taken where possible’*
- Clearer communication
 - *One respondent said ‘Clearer communication for what is possible and what isn’t. So we can tailor our suggestions to be more realistic’*

Question 15 “To what extent do you agree or disagree with the following statement: ‘The street and public environment is kept in good condition’?”

5 star scale from ‘Strongly Disagree’ (1 star) to ‘Strongly Agree’ (5 stars)

1 star (Strongly Disagree) –	235	(35.88%)
2 stars –	234	(35.73%)
3 stars –	147	(22.44%)
4 stars –	28	(4.27%)
5 stars (Strongly Agree) –	11	(1.68%)

Question 16 “How would you rate the quality of open spaces (ie. Parks, car parks, retail area) in New Brighton?”

5 star scale from ‘Not satisfactory’ (1 star) to ‘Very satisfactory’ (5 stars)

1 star (Not Satisfactory) –	258	(39.33%)
2 stars –	200	(30.49%)
3 stars –	128	(19.51%)
4 stars –	48	(7.32%)
5 stars (Very Satisfactory) –	22	(3.35%)

Question 17 “To what extent do you agree with the following statement: ‘New Brighton has a culturally rich and diverse arts scene?’”

5 star scale from ‘Strongly Disagree’ (1 star) to ‘Strongly Agree’ (5 stars)

1 star (Strongly Disagree) –	46	(7.03%)
2 stars –	143	(21.87%)
3 stars –	217	(33.18%)
4 stars –	168	(25.69%)
5 stars (Strongly Agree) –	80	(12.23%)

Question 18 “If any, what area do you feel that New Brighton needs to improve on? (ie. Arts, cultural, recreational)”

Respondents were presented with the opportunity to answer in their own words.

Common responses (in no particular order) included:

- General tidiness and presentation
- Support for arts and creative initiatives
- More recreational events on green spaces
- Upkeep of buildings and car parks in the commercial centre
- Litter and rubbish removal

Question 19 “Do you believe the visual appeal of public open spaces (ie. Parks, car parks, mall) has increased in the past 12 months?”

Yes –	247	(38.35%)
No –	397	(61.65%)

Question 20 “Do you believe the visual appeal of public open spaces (ie. Parks, car parks, mall) has increased in the past 6 months?”

Yes –	297	(45.98%)
No –	349	(54.02%)

A number of paper copy respondents wrote down next to the check boxes that the new playground was the only improvement in visual appeal of the public open spaces

Question 21 “What areas of public space would you like to see improvements to in the next 12 months?”

Respondents were presented with a multiple choice field, as well as the option to answer in their own words.

Retail mall area –	561	(88.21%)
Facilities –	396	(62.26%)
Landscaping –	364	(57.23%)
Pedestrian pavements –	318	(50%)
Parks space –	303	(47.64%)
Art installations –	242	(38.05%)
Play areas –	137	(21.54%)

189 respondents provided their own answers (instead of, or in addition to, the multiple choice options). Common responses (in no particular order) were:

- Car parks (private car parks servicing the Mall shops)
- Public toilets
- Litter and rubbish bins
- Upkeep of buildings and shops in the commercial centre

Question 22 “What is the single most important improvement you would like to see in New Brighton’s public space?”

Respondents were given the opportunity to answer in their own words.

Common responses (in no particular order) included:

- Tidying up the retail area, shops, and buildings
- Fixing potholes in Hawke St carpark
- Cleanliness, litter, and rubbish removal
- Hot salt water pools

Question 23 “What is your preferred mode of transport for travelling to and from New Brighton?”

Respondents were presented with a multiple choice field, as well as the option to answer in their own words.

Car –	448	(68.29%)
Cycling –	69	(10.52%)
Bus –	29	(4.42%)
Other –	110	(16.77%)

Common responses to ‘other’ included, walking and motorcycling

Question 24 “How easy do you find it to travel to and from New Brighton with your preferred transport mode?”

5 star scale from ‘Difficult’ (1 star) to ‘Simple’ (5 stars)

1 star (Difficult) –	11	(1.71%)
2 stars –	40	(6.21%)
3 stars –	86	(13.35%)
4 stars –	112	(17.39%)
5 stars (Simple) –	395	(61.34%)

Question 25 “What sort of improvements, if any, could make your journey to and from New Brighton easier?”

Respondents were presented with a multiple choice field, as well as the opportunity to answer in their own words.

Common responses (in no particular order) included:

- Repairing / ‘smoothing’ the roads
- Moving the bus stop from outside the liquor store
- Fixing all potholes

320 respondents skipped this question

Question 26 “What is your occupation”

Respondents were presented with a multiple choice field, as well as the opportunity to answer in their own words.

Common responses (in no particular order) included:

- Tradespeople
- Managers
- Retired
- Consultants
- Teachers
- Support workers
- Project managers
- Self employed
- Nurses

Question 27 “For statistical purposes, could you please indicate your age group?”

Under 15 –	1	(0.15%)
15-24 years old –	26	(3.99%)
25-44 years old –	300	(46.01%)
45-64 years old –	258	(39.57%)
65 years + –	67	(10.28%)

Question 28 "What is your gender?"

Female –	466	(71.47%)
Male –	180	(27.61%)
Gender diverse –	6	(0.92%)