

Life in Christchurch 2018

Arts Culture Heritage

Monitoring and Research, March 2019



Executive Summary

The 2018 Life in Christchurch Arts, Culture and Heritage survey was in field during November and December 2018 and received around 2100 responses. It sought feedback on various aspects relating to arts, culture, and heritage in Christchurch.

The results indicate that Christchurch residents are supportive of incentives to improve and increase the number of events in Christchurch. However, there is room for improvement across the arts, culture and heritage, with particular emphasis on acceptance of cultural diversity, increasing awareness about events and re-establishing heritage in Christchurch's post-quake setting.

- 87% of respondents have been to or participated in the arts in the last 12 months.
- A lack of awareness about when arts events and performances are on is identified as being the largest barrier to engaging with the arts in Christchurch.
- Around 80% of respondents told us that cultural diversity makes the city a better place to live.
- 50% of respondents said that cultural diversity makes the city more 'vibrant and interesting'.
- The celebration of Matariki was supported by the majority of participants (58%) and was frequently mentioned in comments throughout the survey. Comments included celebrating Matariki with fireworks, markets, feasts with friends and family, and harvesting festivals.
- 49% of respondents agree or strongly agree that our heritage and taonga is accessible to all.
- Almost 50% of respondents want to see more music events in Christchurch City and Banks Peninsula.
- Heritage gardens and parks, Hagley Park and street trees and gardens were identified as contributing the most to Christchurch's 'garden city' image.

Results from this survey feed into the Community Outcomes monitoring programme, and also help us understand how we are tracking towards the targets and goals in a range of our strategies, including the Christchurch Multicultural Strategy, or the Draft Heritage Strategy.

Some of the findings in this report may be of interest in light of the events of 15 March 2019. The following is only a high level summary, please contact monitor@ccc.govt.nz for more information.

About this survey

Since 2016, Christchurch City Council has gauged people's views about aspects of life in Christchurch through The Life in Christchurch survey series. The surveys aim to give us in-depth information on how residents feel. The Arts, Culture and Heritage Survey follows after the survey on Christchurch's transport network (results released in October 2018) and a Natural Environment Survey (results released in August 2018).

The Arts, Culture and Heritage survey focuses on the arts, culture and diversity, heritage, events and identity in Christchurch, including Banks Peninsula. This is the first time this survey has been undertaken. This year's survey was done in December 2018, with around 2100 responses from a range of people and communities throughout the city.

People were asked to give feedback about attendance to events, arts facilities and activities, cultural diversity in the city, the heritage and taonga of Christchurch, and the city's identity.

Interpreting the results

This report summarises the results from the Life in Christchurch Arts, Culture and Heritage Survey, outlining results for each of the sub-themes, giving context around what the results mean for the city, and what we are doing to make improvements in these areas.

The results have been processed and summarised into high level monitoring data, broken down into five key topic areas. These results will feed into the ongoing Community Outcomes monitoring programme and help inform Council decision making. The results in this report give a high level overview of how respondents feel about and interact with the arts, culture and heritage in Christchurch.

Here's what you told us about your arts, culture and heritage in Christchurch...

ARTS

1228
have attended
performing arts
in the past 12
months

75%
say street art
improves public
spaces

54%
have been to the
Art Gallery in the
last 12 months

CULTURE AND DIVERSITY

1423
say cultural
diversity makes
the city a better
place to live

49%
would like to
celebrate
Matariki more

50%
cultural diversity
makes the city
more 'vibrant
and interesting'

HERITAGE

857
say heritage and
taonga is
accessible to all

35%
say our heritage
and taonga is
shared and
celebrated

35% say the
Council is doing
enough to share
our heritage and
history

EVENTS

996
attended the
World Buskers
Festival in the
last 2 years

42%
attended the
Chinese Lantern
Festival in the
last 2 years

50%
want more
music events

Arts

- The highest proportion of respondents have participated in or attended the visual arts (59%, n=1228) and music (58%, n=1219) in the last 12 months.
- A 'lack of awareness about when arts events and performances are on' is the main barrier to residents and visitors engaging with the arts in Christchurch (45%, n=941).
 - This is followed by the cost of attending events, exhibitions and performances (36%, n=763).
- 41% (n=758) of participants agree that the arts attract a range of visitors to Christchurch, while 30% (n=546) neither agree nor disagree.
- 63% (n=1201) of participants agree or strongly agree that there are opportunities to learn about different cultures through arts in Christchurch.
- More than 85% of respondents strongly agree or agree that street art improves public spaces.

What people told us...

'...more public involvement. I am sure many people perceive it is the domain of the wealthy and not for the public good. A better understanding of its value for wellbeing and enjoyment needs addressing somehow.'

'I would like to see much, much more local artists work in galleries.'

'The visitors don't seem to come for the art events. But express pleasant surprise at finding them here.'

'There is so much free art which is great. I particularly love the murals everywhere.'

'Accessibility to the centre of the city in particular, does limit one's enthusiasm for going to arts events in the City.'

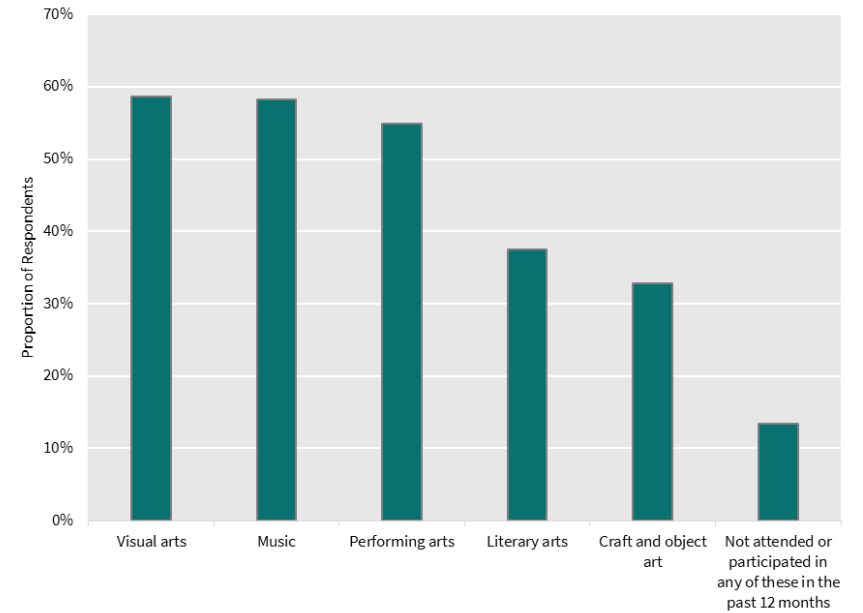


Figure 1: Which of the following have you attended or participated in over the past 12 months?

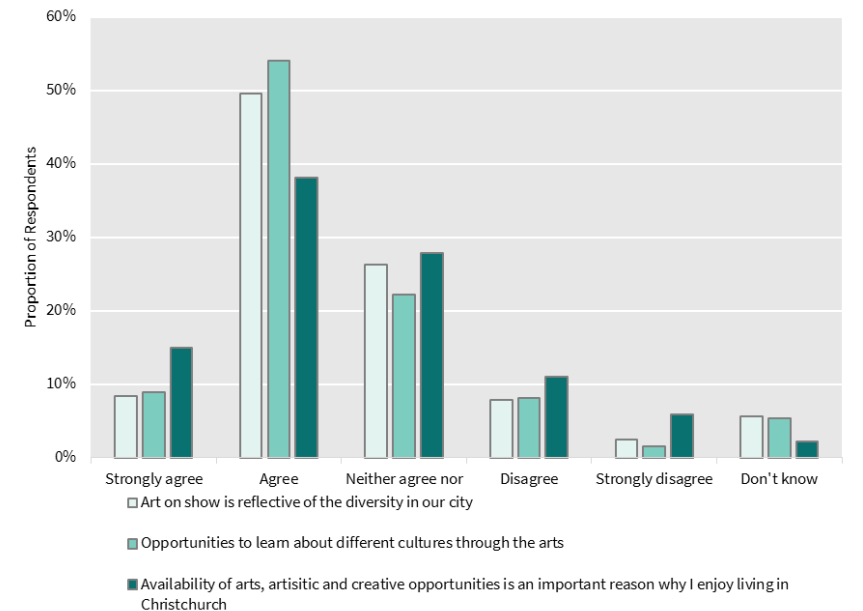


Figure 2: Thinking about the range of opportunities to engage with the arts in Christchurch City (incl. Banks Peninsula), how much do you agree or disagree with the following statements?

Art Gallery

- More than half (59%, n=1122) of respondents have visited the Art Gallery in the past 12 months.
- Respondents identified 'word of mouth' (38%, n=791) as the most common way that they find out about what is going on at the art gallery or coming up. This was followed by printed advertising (37%, n=791):- this was popular with respondents aged 50+.
- 40% (n=749) of respondents are aware or very aware of the opportunities that the Christchurch Art Gallery provides for children and families, while 35% (n=659) are unaware or very unaware.

What people told us...

'The Art Gallery's feature exhibitions have seemed to be "off the mark" in the last few years since re-opening - with the exception of the Len Lye exhibition. They seemed more consistently interesting prior to the earthquake events'

'...I don't think that most of the art available to the public in the art gallery is what people really enjoy these days - they want more interactive arts (Gibson Wall of Turanga Library or Ron Mueck for example) and graffiti wall murals...'

'The Christchurch Art Gallery is simply world class - the exhibitions and events there are amazing.'

'...There is little taonga on permanent display there and I haven't seen much locally-made art from Asia or anywhere else abroad. Maybe a permanent international display area that rotated through various locally-made art from foreign eyes would be a good way to include all of the community?'

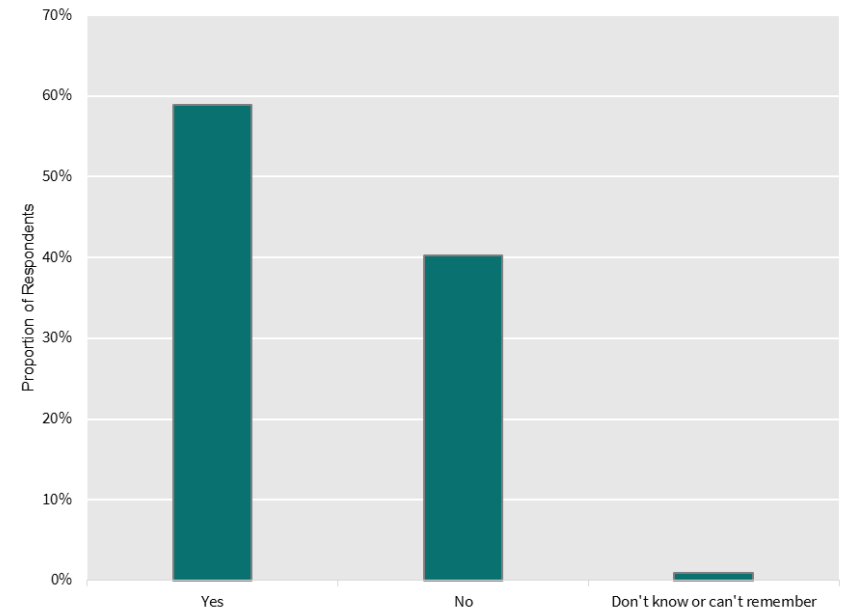


Figure 3: Have you visited the Art Gallery in the last 12 months?

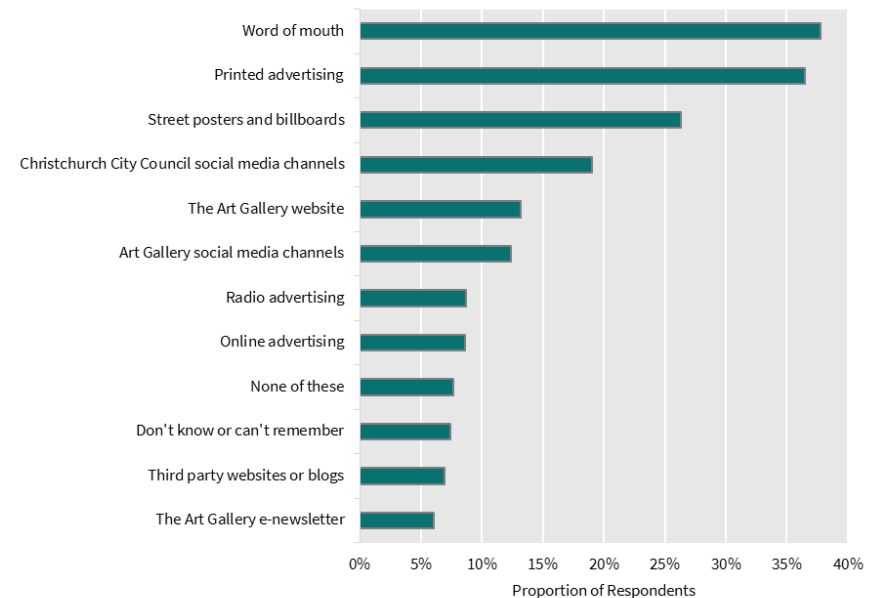


Figure 4: How do you generally find out about what is currently on or coming up at the Art Gallery?

What do these results mean?

The arts are an important tool which allows people to express themselves through movement, sound and image. The Arts is woven throughout Christchurch city in the form of street art, galleries, exhibitions and opportunities to involve oneself in their passions and interests.

The arts play a large role in Christchurch residents' lives, which is evident from the survey results. Only 13% had not attended or participated in any form arts in the past 12 months. This illustrates the importance of arts in Christchurch, appealing to a wide range of people and providing opportunities to participate or attend in the arts.

The Art Gallery holds one of New Zealand's most important art collections and is the South Island's largest art institution. Areas for improvement identified in the survey included more promotion about events or exhibitions at the Art Gallery, and more variety in regards to the artworks or exhibitions on display. Many of the comments highlighted a desire for more local artists to be showcased, and more engaging artworks or exhibits that appeal to a wide audience.

Increasing awareness about arts programmes and events will support attendance and participation across arts activities. Using a variety of publication tools, such as printed advertising, street posters and billboards and media channels will help raise awareness across all demographics of upcoming events and opportunities to engage with the arts.

As the rebuild of the central city continues following the Canterbury Earthquake Sequence, street art has been used to create vibrant and creative spaces in areas which would otherwise have been left as derelict or vacant sites. Street art was recognised by participants as a feature that improves public spaces, and should continue to be used to transform locations into places that people want to spend time.

What are we doing?

The current Arts Policy and Strategy was last updated in 2001. A new citywide strategy for the arts is currently being drafted covering all forms of arts and creativity in Christchurch, with an end goal of creating an innovative and exciting place to live. The draft is expected to be consulted on publicly in March/April 2019.

A number of Anchor Projects are enhancing and restoring the arts in the central city.

- The opening of The Piano provided a facility to perform, learn, collaborate and hire space.
- The Christchurch Town Hall has recently reopened following the completion of earthquake repairs. This is home to the Christchurch Symphony Orchestra, and provides spaces for performances and the like.

In celebration of local art, the Art Gallery has recently opened two shows celebrating Canterbury artists, as well as Art About, which offers free hop-on hop-off shuttle buses to explore the Christchurch art scene. The public programmes at the Art Gallery aim to appeal to a broad range of people such as Artzheimers, Blind Tours, Sign Language Tours, and Art Safari for pre-schoolers.

Collaborating with SCAPE and commissioning agencies encourages the placement of art in public places and the incorporation of art in developments. Developers are encouraged to work with artists to integrate art into the design of their building with community Arts Advisors available to discuss the process. The success of this can be seen throughout the central city where art has been integrated into a number of new developments.

The Enliven Places Projects Fund encourages projects that enliven vacant spaces in the city. Projects that are supported are diverse, innovative and amenity-enriching projects that can create a buzz. Projects that have previously been funded include the Judy Millar Public Artwork, and the Unsealed #3 Pollution Awareness Mural.

Culture and Diversity

- The majority of respondents (79%, n=1423) say increasing numbers of people from different backgrounds, cultures and lifestyles makes Christchurch a better place to live or a much better place to live.
 - The top reason that increasing diversity makes Christchurch a better place to live is ‘people from other countries and cultures make the city more vibrant and interesting’ (50%, n=1044).
- 39% (n=702) of respondents agree that Christchurch is a city where all communities and people feel safe and welcome, while 30% (n=533) disagree. A further 28% (n=508) neither agree nor disagree.
- Just under half of respondents (45%, n=804) agree that the Council is doing enough to foster and develop cultural diversity in Christchurch.
- 45% (n=800) of participants believe the Council does enough to foster and celebrate the use of Te Reo Māori in Christchurch, while 30% (n=537) neither agree nor disagree.

What people told us...

‘We celebrate a huge range of religious and national festivals in the city - all good ways of getting people out and about and engaging in the new city’

‘I think it is great that we celebrate festivals such as Diwali, or have the night noodle market etc. However perhaps we can do more large events for Maori celebrations, and for other ethnicities.’

“People have some responsibility to make the region a welcoming place to live. It shouldn’t be the responsibility of the Council.”

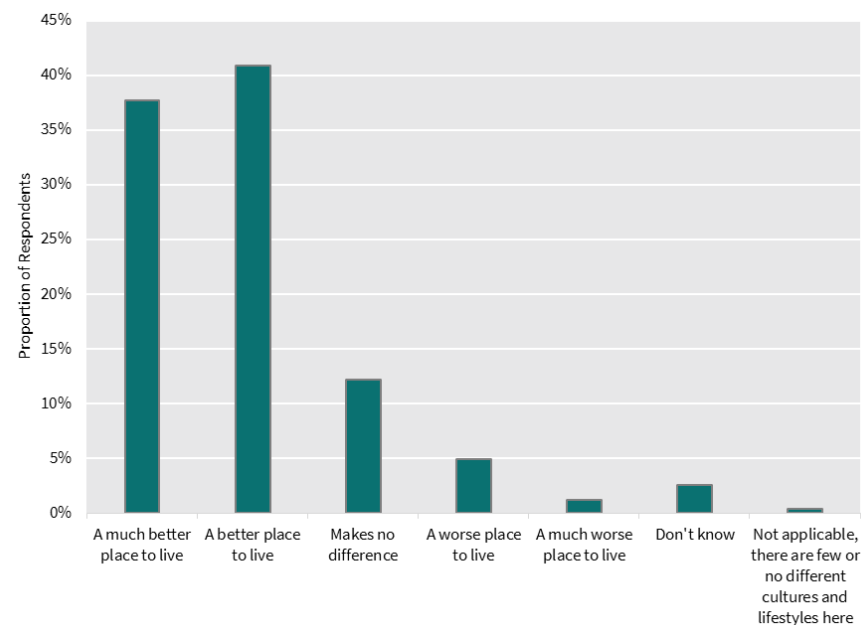


Figure 7: Christchurch is becoming home to an increasing number of people from a range of backgrounds, with different cultures and lifestyles. Overall do you think that this make Christchurch...

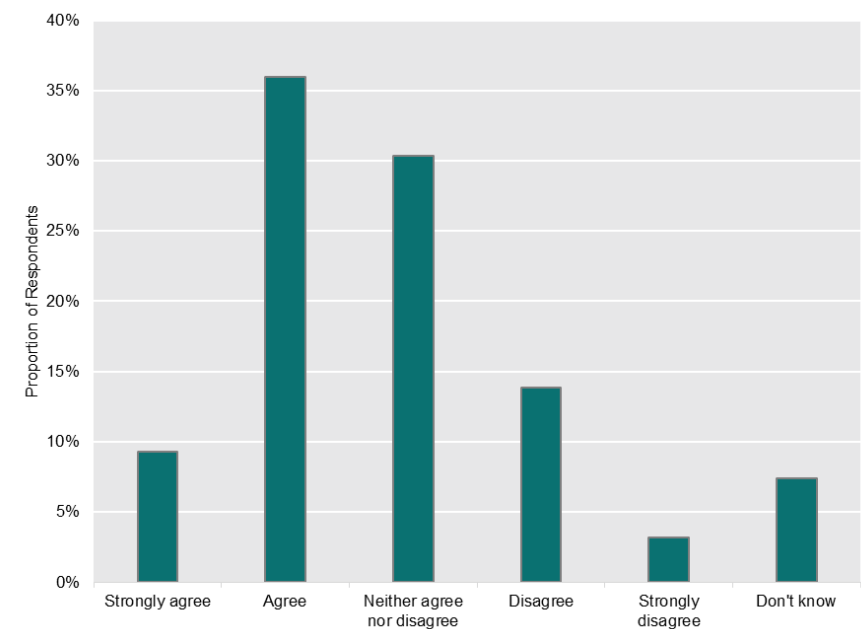


Figure 8: How much do you agree or disagree that the Council does enough to foster and celebrate the use of Te Reo Māori in Christchurch?

Culture and Diversity

- A large proportion of participants neither agree nor disagree that the Council is doing enough to foster and celebrate Christchurch’s language diversity (45%, n=797).
- Over half of the participants agree or strongly agree that the Council should do more to celebrate Matariki in Christchurch (58%, n=1033).

What people told us...

‘The council can only present options. It takes more than a council to change people’s attitudes’

‘Shift fireworks display to Matariki - much more culturally appropriate for Aotearoa than celebrating Guy Fawkes! Also more sensible to have fireworks displays in the winter!’

‘The events are a start e.g. Diwali- more of this would be good. More food markets would be awesome e.g. along the retail precinct. Also, it would be good to see more language and cultural classes/programmes.’

‘Have a proper mid-winter festival celebrating the bounty of harvest as well as bringing the traditional iwi customs together to represent true diversity of them.’

‘I believe the CCC has been involved in all the multicultural events I’ve attended (Culture Galore, the Japanese, Korean and Thai festivals) - which are FANTASTIC!!! I love it, my kids love it, I think these are great opportunities for everyone to learn about and enjoy these other cultures, their traditions, costumes, performances, food etc. Keep it up please!!’

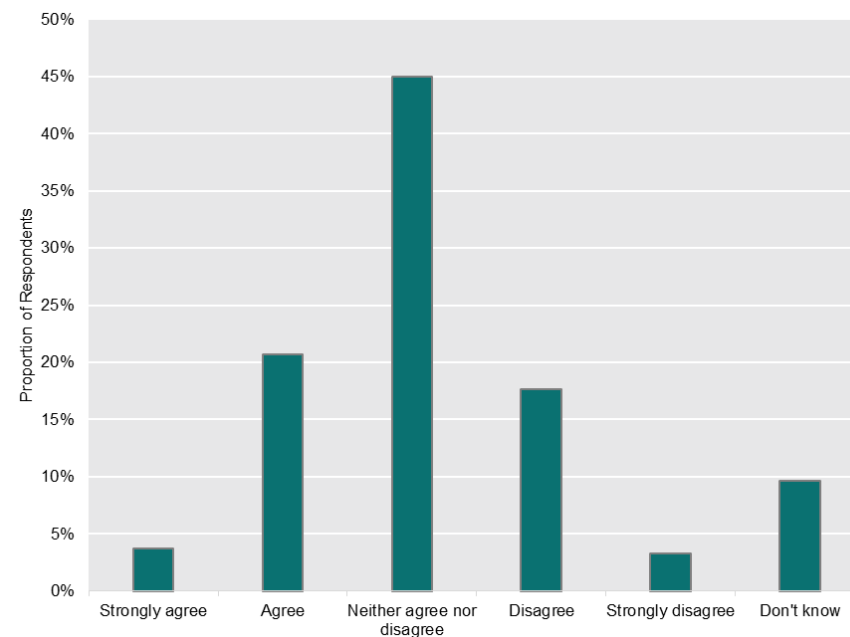


Figure 9: Overall how much do you agree or disagree that the Council does enough to foster and celebrate language diversity of all Christchurch peoples?

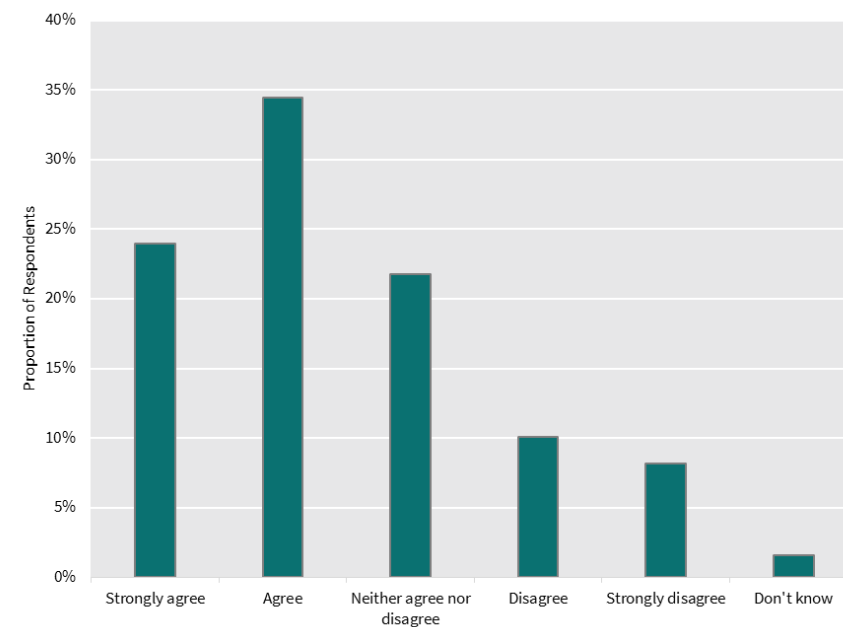


Figure 10: How much do you agree or disagree that the Council should do more to celebrate Matariki in Christchurch?

What do these results mean?

The Council has a responsibility as a leader to encourage residents of Christchurch to welcome and celebrate cultural and ethnic diversity across the city. This is becoming increasingly important as our community becomes more diverse; 19% of Canterbury's population is born outside of New Zealand (2013 Census).

The large majority of respondents said that the increasing cultural diversity in Christchurch makes it a better place to live, with the top reason being that people from other cultures and countries make the city more vibrant and interesting. This is encouraging as people from diverse backgrounds bring both social and economic benefits to the city.

The Multicultural Strategy aims for Christchurch to be a safe and welcoming place where each person is cared for. Results indicate that while many respondents agree that our diverse population makes Christchurch a better place to live, there is still room to improve how safe and welcome people feel in our city.

Participants showed great support for Matariki celebrations in mid-winter; a time of the year for reflection and looking forward to the year ahead. Many participants suggested that Matariki celebrations replace Guy Fawkes, as Matariki holds greater relevance to a New Zealand context than does Guy Fawkes. There was a feeling among respondents that we should be investing in events that celebrate our heritage and what it means to live in New Zealand.

There are many different languages spoken in Christchurch; residents in Canterbury that are able to speak an additional language to English, make up 21% of the population according to the 2013 Census. When asked whether the Council is doing enough to foster and celebrate language diversity, there was a mixed response. Many people neither agreed nor disagreed with the statement, indicating there is some room for improvement to raise awareness and present opportunities for people to engage with a diverse variety of languages in the city.

What are we doing?

The Multicultural Strategy 2017 – 2021 identifies the leadership role we have in making Christchurch a city that welcomes and celebrates diversity. The Strategy's outcomes aim to:

- Make Christchurch a safe place that people are welcomed into, where each person is cared for
- Welcome all that arrive to our city with aroha and manaakitanga
- Create an environment we can access where we can achieve common goals and understand the importance of working together

Monitoring of the outcomes of this strategy is being carried out to ensure the goals of the Strategy are achieved. Additionally, an annual Diversity and Inclusion report will be published.

Our Council libraries play a large part in the promotion and education of diversity in Christchurch. Tūranga was designed and built on the notion of mātauranga mana whenua, meaning the body of knowledge that originates from the people of this place. Throughout Tūranga, Maori artwork can be found on every level of the library, and dual language signage and naming has been incorporated.

More consideration is also being given to the way we name our facilities with names being gifted for many of the newer facilities, including Matuku Takotako: Sumner Centre, Ōrauwhata: Bishopdale Library and Community Centre, Ngā Puna Wai Sports Hub, and Taioia QEII.

Culture Galore is an annual event organised by the Council showcasing Christchurch's diversity through performances, food, arts and crafts, and music from over 80 cultures. This is an event that brings cultures together to celebrate the diversity of many different backgrounds.

The Community Events Implementation Plan has already taken steps to organise a winter festival in celebration of Matariki, stating that they will 'engage with Iwi to review what a partnership model could look like for the production of a winter festival in celebration of Matariki in 2021'.

Heritage and Taonga

- 49% (n=857) of respondents agree or strongly agree that our heritage and taonga is accessible to all; 16% (n=281) disagree or strongly disagree.
- 42% (n=740) of respondents agree or strongly agree that our heritage and taonga is shared and celebrated, while 41% (n=722) agree or strongly agree that our heritage and taonga includes, respects and celebrates the diversity of our city.
- 42% (n=735) of respondents agree or strongly agree that the Council is doing enough to protect our heritage and taonga for future generations and 40% agree that the Council is doing enough to promote the story of our city's history.

What people told us...

'I am European and very happy to see more recognition of our Maori heritage happening but I want to continue to see both Maori and European heritage being remembered and celebrated alongside each other.'

'I feel the various ethnic groups need to be consulted and have them arrange festivals that are important to them and perhaps Council support some.'

'Maori influence in public spaces (e.g. Bus Exchange, Margaret Mahy playground) puts culture in front of all in a non-threatening way so it is gradually absorbed by others.'

'Providing funds for our Museums is best. And preserving worthy, beautiful and safe heritage buildings. All else should be left to family story tellers.'

'Museum, art gallery, library, landscape and waterways are all hugely important in sharing, respecting and celebrating our history and treasures. This costs money - but money well spent by the Council.'

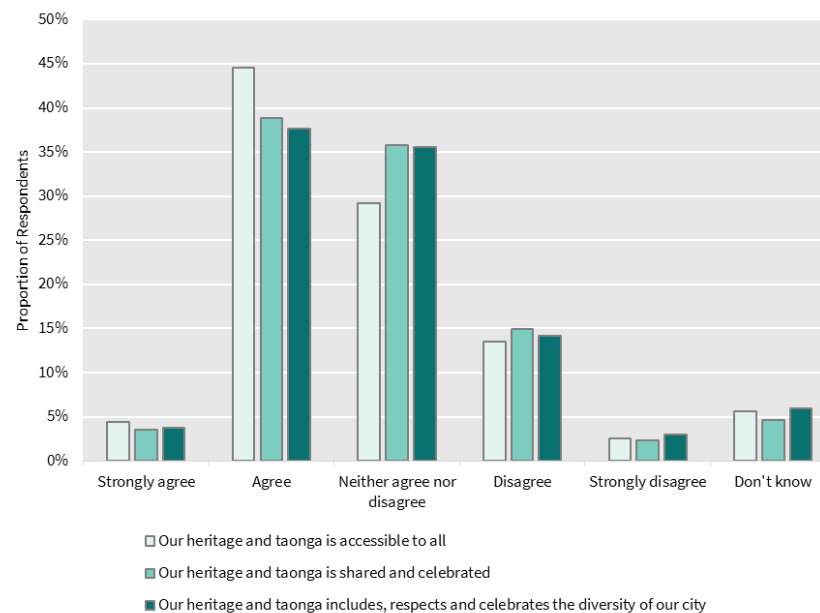


Figure 11: Thinking about the preservation and celebration of our heritage and taonga, how much do you agree or disagree with the following statements?

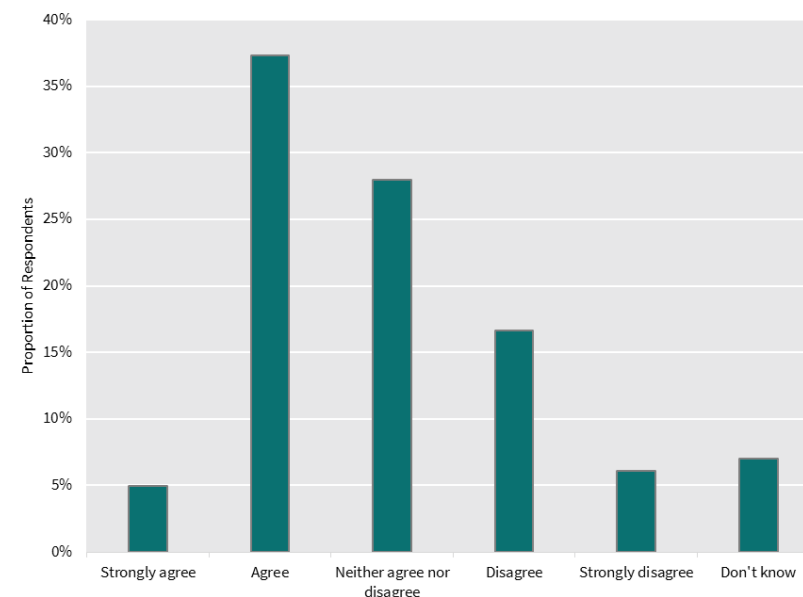


Figure 12: How much do you agree or disagree that the Council is doing enough to protect our heritage and taonga for future generations?

What do these results mean?

Our heritage and taonga connects people with a place through its story and history, by providing a sense of identity which one can relate to and become a part of. When a community is connected with its heritage, they are more likely to take an active role in caring for their environment and participate in their community.

The Canterbury Earthquake Sequence had a large impact on the heritage of Christchurch, particularly impacting heritage buildings, which were badly damaged, some beyond repair, by the earthquakes. Many participants in the survey attributed a loss of heritage and a resulting loss of connectedness to the earthquakes. Christchurch City lost 204 of its 588 protected buildings as a result of the earthquakes.

Many participants thought heritage and taonga is accessible, shared and celebrated, and respects and celebrates the diversity in our city, although there is still room for improvement. Many comments mentioned the importance of educating people about the city's heritage, and embracing all cultures with particular emphasis on educating people about Maori heritage while maintaining a balance with the other heritage of our city. There are likely to be some challenges around this as the city continues to become home to an increasingly diverse range of people.

Many participants neither agree nor disagree that heritage and taonga is shared and celebrated, or includes, respects and celebrates the diversity of the city. This may indicate that participants do not have a strong opinion or understanding about heritage and taonga, or are not overly passionate about the matter. More education about heritage and taonga in Christchurch will broaden residents understanding and lead to a greater appreciation of our heritage and taonga. Many of the comments from respondents throughout the survey highlighted a desire to learn more about the history of our city through increased education and storytelling.

What are we doing?

Our Heritage, Our Taonga: Heritage Strategy 2019-29 was shaped through public and stakeholder engagement. The Strategy presents a broader view of heritage, which includes the built and natural environment, tangible and intangible heritage, stories and memories, and moveable heritage.

The strategy seeks to provide support to and collaboration with rūnanga, communities, groups, owners and developers to identify, protect and celebrate heritage; provide accessible opportunities for the community to be actively involved and connected with heritage; and enable greater protection of the district's heritage.

The Strategy identifies need for heritage to include people of all ages and abilities through a range of accessible options. It contains a specific action that seeks to achieve increased accessibility through effective storytelling, so that more people can connect with heritage and the benefits it provides.

To continue to share and celebrate our taonga, the Strategy will provide increased opportunities for collaboration and partnership in heritage identification, protection and celebration. To achieve this, there will be continued support to an annual heritage week, support of groups and communities to participate, and the development of a Heritage Charter to enable individuals to work collaboratively to better celebrate heritage and promote storytelling opportunities at Council facilities. The Strategy also seeks to provide opportunities to connect Ngāi Tahu and Māori heritage, and to support communities to highlight and promote their local, diverse taonga.

Protection of heritage is provided by Council's ownership of heritage assets and its use of best practice conservation in the care/guardianship of these buildings and places. Voluntary protection can be secured by the use of Heritage Conservation Covenants registered against a building's title and conservation plans, which the Council promotes. Heritage staff also provide free conservation advice, free heritage planning advice for resource consents and guidance and support for owners in the adaptive re-use of heritage buildings. The Council provide financial support to privately owned scheduled heritage through the provision of the Heritage Incentive Grant Fund and post - earthquake Heritage Landmark Buildings grant programme.

Events

- Almost half of respondents (46%, n=966) had attended The World Buskers Festival in the last two years. The Christchurch Lantern Festival (42%, n= 874) and Botanic D’Lights (35%, n=724) were also popular among respondents.
- Almost 50% of participants want to see more music events in Christchurch (49%, n=1032), followed by:
 - Arts events (33%, n=690)
 - Family friendly events (32%, n=672)

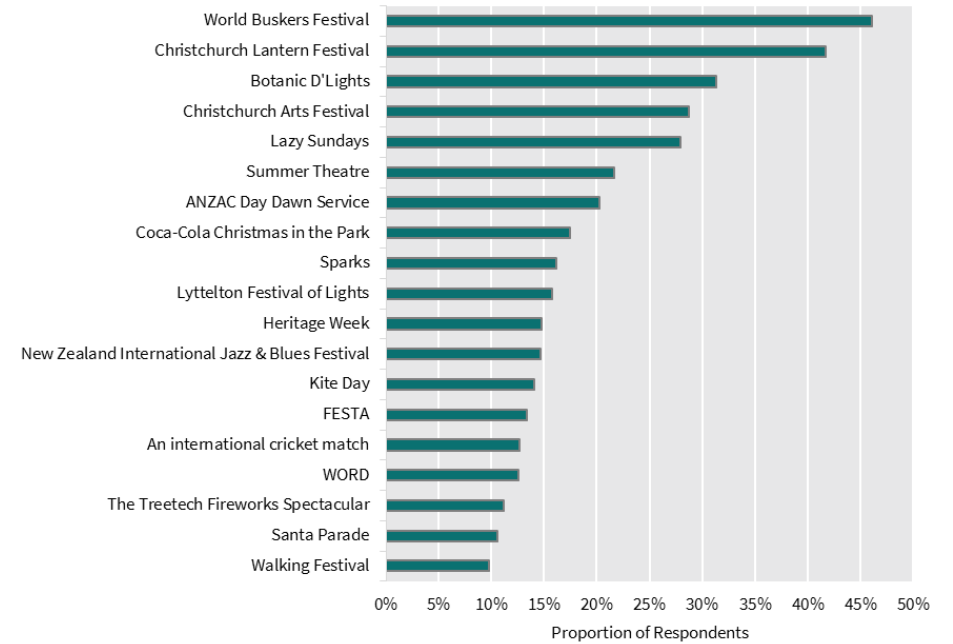


Figure 13: Which of the following events have you attended in the last two years? (Not including attendance under 10%)

What people told us...

‘I think the Council is doing a good job in celebrating various cultural festivals.’

‘Midwinter festivals, the summer is so full of stuff but winter is kind of boring and that’s when we really need entertaining.’

‘I’ve been vaguely aware of Culture Galore being held in a city park in the past. I’d like to see that brought into the central city, celebrating the cultures of all migrants to Christchurch.’

‘I believe Guy Fawkes is becoming less relevant to our country and it may be worth including references to Parihaka as a significant event celebrating peace and non-violent protest, and an acknowledgement of something in our nation’s history’

‘Council could do more to celebrate Christmas - better street decorations, an amazing city Christmas tree etc.’

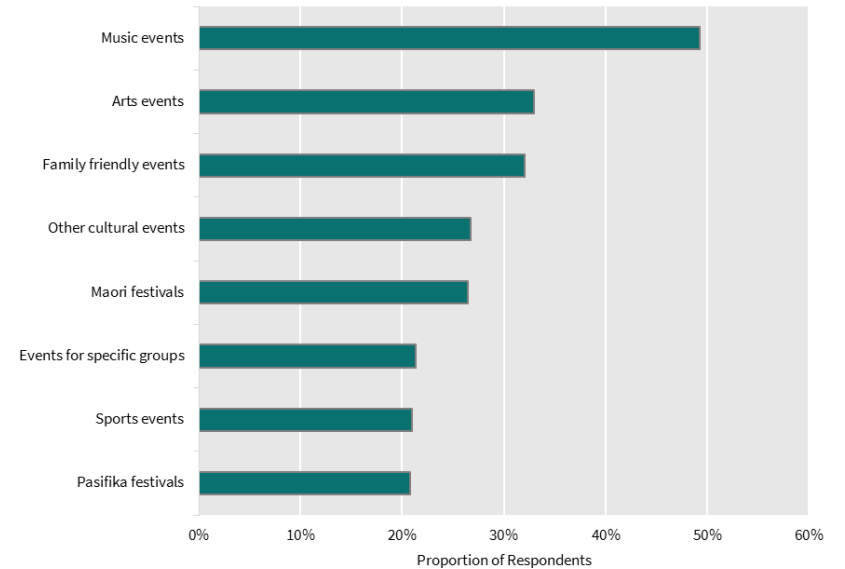


Figure 14: What types of events would you like to see more of in Christchurch City and Banks Peninsula?

What do these results mean?

Events are a way to bring people and communities together in a safe environment. The Council funds and supports a number of Christchurch events which celebrate or commemorate occasions, entertain crowds or showcase talent. A more vibrant, event friendly city will help attract and retain creative people, which will in turn assist the arts.

The most popular events (World Buskers Festival and the Chinese Lantern Festival) appealed to a wide range of people, such as families, youth and elderly. These were also events that ran over a number of days, allowing a greater number of people to attend.

Almost half of the participants would like to see more music events in Christchurch and Banks Peninsula. Many venues that had the capacity to host music events were damaged following the Canterbury Earthquake Sequence resulting in permanent closure, and some, such as the Christchurch Town Hall, were temporarily closed for repair. This led to a decrease in the city's capacity to host and hold music events. However, this is likely to improve with the reopening of the Christchurch Town Hall in March 2019 and the construction of Te Pae, the Convention Centre, scheduled for completion in 2020.

The majority of events in Christchurch are over the summer season as the weather allows for more outdoor activities. Many comments made by participants included mention of a mid-winter festival or an event over winter to 'break up the gloom', feeling that there is a lack of events over the winter period. This was identified in the Major Events Strategy 2018 as being a priority, stating that events should be spread throughout the year, including over winter.

What are we doing?

We deliver a variety of public events throughout the year including Botanic D'Lights, Coca-Cola Christmas in the Park, Kite Day and the Christchurch Arts Festival.

The Events Policy Framework was adopted in December 2017, which coordinates the roles the Council, Vbase and ChristchurchNZ play in events and provide a fresh approach to new opportunities to make sure we make the most of our events in the city. The Framework is designed to guide the development and outline responsibility for the Major Events Strategy and the Community Events Implementation Plan. It also provides regulatory support, approval and compliance functions for all events.

Accompanying this Framework is the Community Events Implementation Plan 2019-2023. The plan seeks to achieve the following goals:

- A well-balanced and coordinated calendar of events to create a more vibrant place year round
- Christchurch enhances its reputation as an events-friendly city
- Offers a range of socially inclusive events reflecting the diversity of the city

The Major Events Strategy is the first of its kind for Christchurch city, responsible for developing the city's major events portfolio. It is focused on building upon existing major events and addressing any gaps in the sector. The Strategy aims to generate immediate, direct and indirect economic benefit for the city, increase the city's profile as a destination for events, and generate other opportunities from events leaving long-term benefits for the city.

Vbase Ltd is a Council owned organisation which owns, manages and operates a portfolio of venues in Christchurch, delivering the on-ground experience.

The Chch Events App lets people keep up-to-date with what is happening around the city whether that is music events, sports or local markets. People are also able to search for events based on price, date or category.

We are working to increase public access to Council events around Christchurch, such as providing public transport to the Treetech Fireworks in 2018. This will help to increase public engagement with events throughout the city.

Our Identity

- A large proportion of respondents say that heritage gardens and parks contribute to our ‘garden city’ identity ‘a great deal’ (48%, n=1014), followed by:
 - Hagley Park (46%, n=963)
 - Street trees and gardens (46%, n=963)
 - The Port Hills (44%, n=915)
- 62% (n=1063) of participants agree or strongly agree that Christchurch provides opportunities that encourage work life balance.
- 50% (n=859) of participants agree or strongly agree that residents are encouraged to appreciate the history of our city while enjoying the present and future.
- A large proportion of participants neither agree nor disagree that Christchurch has connected and inclusive communities (38%, n=644) while 36% (n=611) agree or strongly agree.

What people told us...

‘All of the above could contribute greatly--there just isn't enough of some of them. Should be encouraged in whatever way it can be.’

‘Green urban spaces are also important - so much of the city centre rebuild is glass/concrete so it's really important to have some tree planting on the streets to soften the effects of these new developments.’

‘How much you can have work life balance depends very much on your economic status. It is not easy for people at the bottom of the economic pile to feel connected or explore new ways of living...’

‘I feel like the ‘garden city’ aspect is outdated. Chch has much more going for it than gardens.’

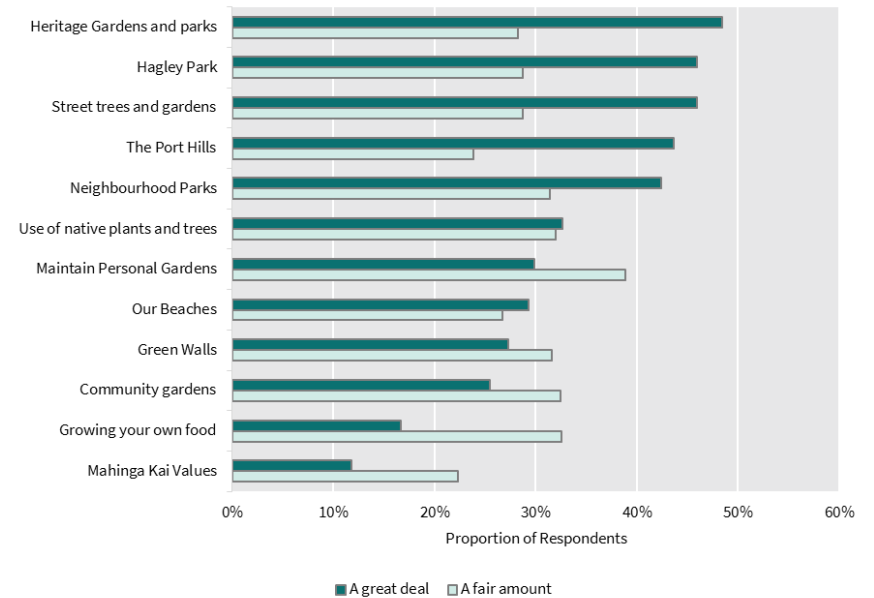


Figure 15: How much do you feel that each of the following contribute to our ‘garden city’ identity? (Not including ‘Not very much’, ‘Not at all’ and ‘Don’t know’)

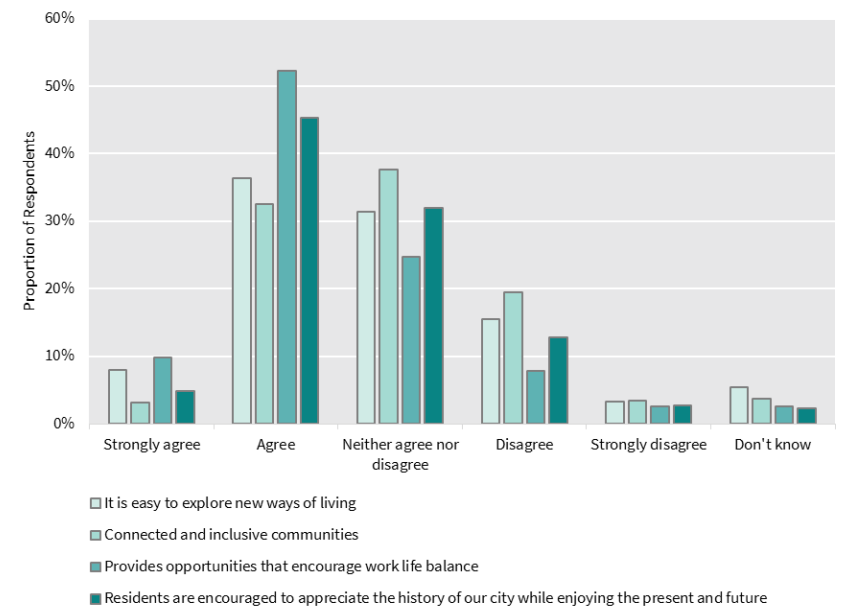


Figure 16: Thinking about your experiences of living in Christchurch, how much do you agree or disagree with the following statements?

What do these results mean?

Christchurch has long been known as the garden city. Following the Canterbury Earthquake Sequence, we have needed to retain and build upon our garden city heritage and identity in new and innovative ways. As development intensifies in the future it will be important to ensure a network of green spaces in the city which will benefit residents and visitors alike. The community has shown increased interest in community gardens and orchards. Garden cities are more sustainable and liveable cities. Research has shown the public health benefits of people living and working in areas which are full of plants and green spaces.

The survey results and the many comments received highlight the importance of remembering, recognising and celebrating the more traditional roots of our garden city identity. Green spaces that are open to the public and easily accessible had the largest proportion of respondents saying that these contributed to the 'garden city' image a 'great deal'.

Work and life balance means managing time spent working and time spent doing other activities that are important to people. This is often considered a key component of people's well-being. The majority of participants indicated that Christchurch provides opportunities which allow them to have a work and life balance, aiding their sense of well-being.

A large proportion of respondents neither agreed nor disagreed that Christchurch has connected and inclusive communities. Following the Canterbury Earthquake Sequence, many people moved away from their communities, creating a sense of disconnect and transient communities. This result indicates that there is still some work to be done in this space.

What are we doing?

To improve the Garden City image, the Public Open Space Strategy 2010-2040, aims to protect and enhance the Garden City image. Actions being taken include:

- Maintenance of parks and gardens; particularly Hagley Park, the Botanic Gardens, and Mona Vale
- Tree plantings
- The Mistletoe Project
- Streetscapes are also incorporated throughout urban environments.

ChristchurchNZ is the city's economic development and city profile agency. In an effort to move away from the now common perception that Christchurch is a broken city as a result of the earthquakes, ChristchurchNZ is encouraging the uptake of a new campaign, 'Explore Christchurch'. This campaign aims to inspire residents, visitors and businesses to rediscover their city, and visit both new and old destinations, and showcase what the city has to offer.

The Christ Church Cathedral is an iconic landmark in Christchurch, which, following the Canterbury Earthquake Sequence, was severely damaged. The restoration of the church is being partly funded by a \$10 million grant from the Council. This will help in restoring a sense of identity for Christchurch residents and re-establish a central point for the city.

The Strengthening Communities Fund is open to applications from all community-focused organisations whose projects contribute to the strengthening of community wellbeing in the Christchurch city area. This fund supports community driven projects and encourages connectedness.

Survey methodology

Life in Christchurch is a web based survey that uses a snowball method to reach respondents, using a "word of mouth" approach rather than a traditional random sample selection methodology. The snowball method works on the premise that participants will then recruit further participants; it is called snowballing as (in theory) once you have the ball rolling, it picks up more "snow" along the way and continues to grow.

The advantages of this is that it enables targeting of specific groups of interest, such as people with disabilities, smaller ethnic groups or people who might not respond to traditional survey methods or forms of formal consultation, like young people. The disadvantage is that it does not provide results that are representative of the wider community; rather they are indicative. Because this approach is not limited to a particular survey size, this form of sampling could potentially result in much higher numbers of respondents participating in the survey.

Background to Life in Christchurch

First undertaken in 2016, the Life in Christchurch survey started as a comprehensive survey of resident perceptions of various aspects of life in Christchurch. The survey covered a range of areas, including:

- Community and culture
- The central city and local neighbourhoods
- Moving around the city
- Leadership and decision making
- Our natural environment

From 2017 onward, it was decided that the Life in Christchurch survey series would consist of a series of shorter targeted surveys. The topics covered will be reviewed each year. The 2018 survey topics were:

- The central city
- Transport
- Natural Environment
- Arts, Culture and Heritage