

Appendix 2

Cromwell Community Survey Results

June 2012

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Introduction

In June 2012, a community survey was sent out to 1500 households in Cromwell. 119 surveys were completed and returned.

Out of the 119 respondents, 27% were not permanent residents. 57% of respondents were over the age of 60, 38% were between the ages of 41-60 and 6% of respondents were between the ages of 25-40. Half of the respondents were female and half were male.

In the survey we provided values that the community identified in 2008 and asked the following questions.

1. On a scale of 1 to 10 how you would rate our community's performance in obtaining our values?
2. To achieve a ten what do we need to do?

The following report is an analysis of the results that were received from the survey.

Community Values

In 2008 Cromwell completed a community plan. The Community identified that it valued:

WE VALUE

Our Environment

- Its distinctive landscape, mountain ranges, lakes and rivers.
- Its views and vistas, the feeling of rural ambience and open space.

Our History and Heritage

- Its local goldfields, agricultural and horticultural history, buildings and relics.

Our Community

- A vibrant, positive and inclusive community.
- Its location as a gateway to Central Otago and central to everywhere.

Recreation

- The recreational opportunities and recreational facilities of the town and lake.

Economy

- A strong, sustainable economy with a variety of business activities that reflect the values of the Cromwell community.

The community were asked whether or not values identified in 2008 by the community still reflect the values of the community today.

Of 84 respondents to this question, 96% agreed that these factors are still what the community values.

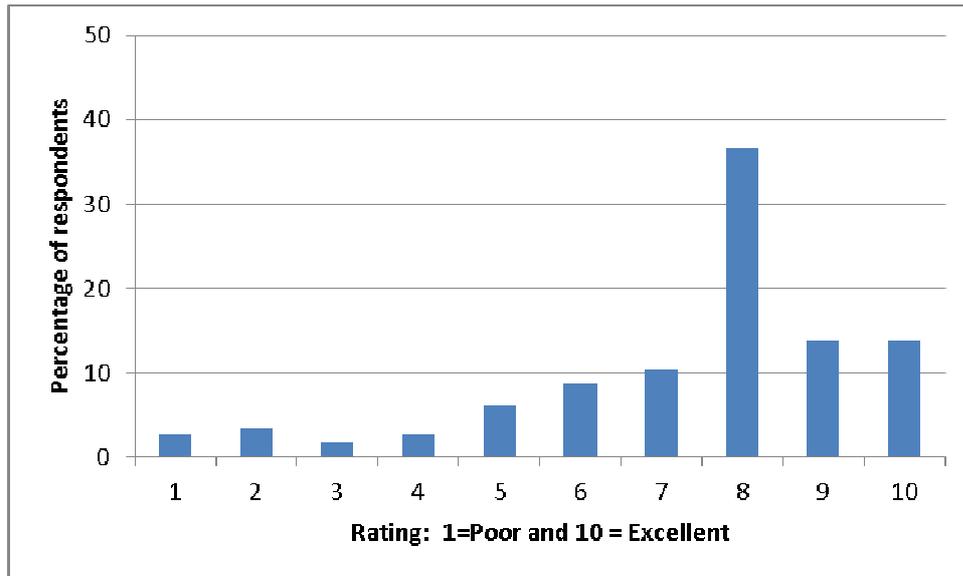
Other important values, not included above that the community have identified

- Openness about what is being built around Cromwell
- Our community is a hub, not gateway
- Sustainable **affordable** economy'
- Cromwell needs annual event
- Learn to share and promote each other as businesses and individuals
- Community Well-being
- That reserves are kept as close to their original state
- Gateway to Southern Lakes
- Honour our young and their achievements
- Clean environment
- A safe place
- Celebrate role played by wine growers
- Caring, sharing community
- Strong family units
- Development of lake for further boating activities.
- Development of space for motorsport activities.
- Promotion of grapes / wine industry
- A strong marketing and PR programme
- A strong sustainable economy
- The word viticulture is noticeable by its absence
- Environment and recreation notes lakes and rivers but these are areas in the bay from McNulty Inlet to the bridge which is infested with lupin, gorse, bracon, hemlock on the waterfront.
- An accepting business and social community that welcomes new resident and businesses

Our Environment

Our Distinctive Landscape, Mountain Ranges, Lakes and Rivers

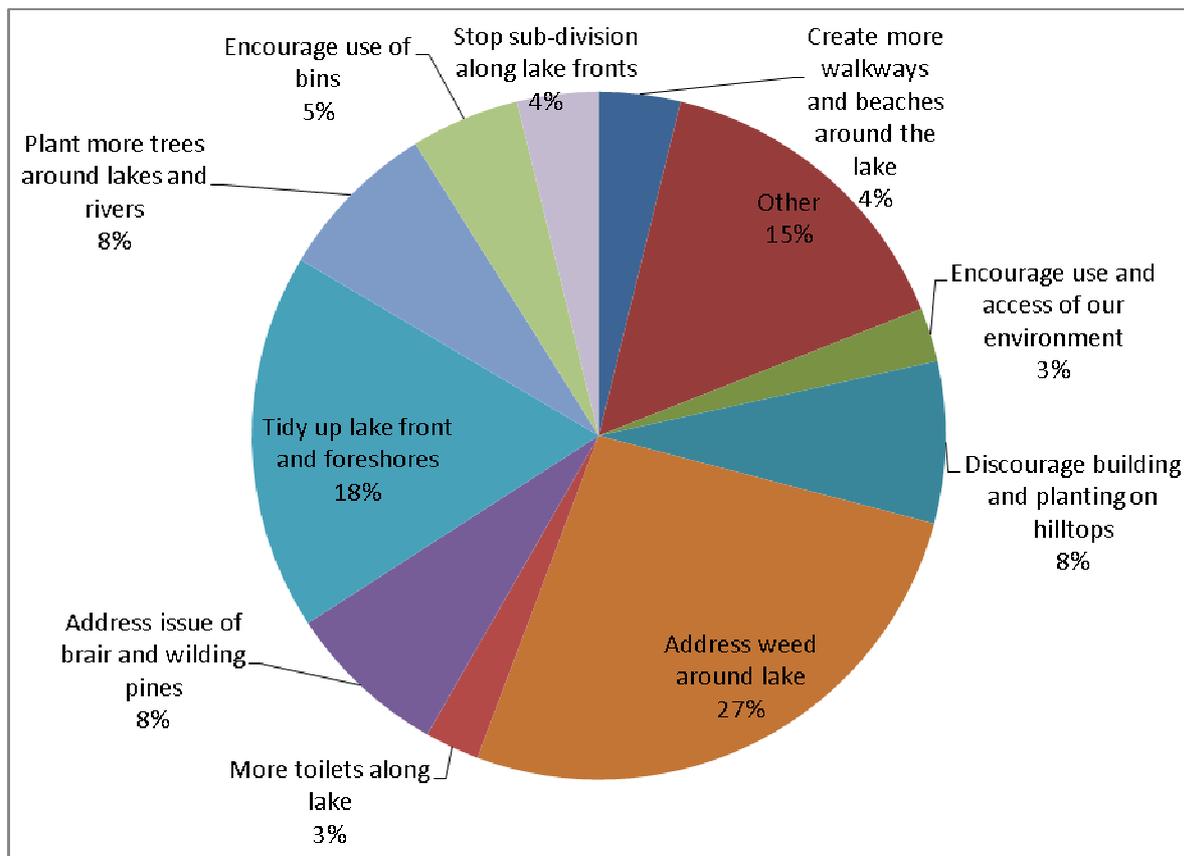
How you would rate our community's performance in maintaining our distinctive landscape, mountain ranges, lakes and rivers?



Of the 115 respondents who answered this question, 75% of respondents rated the community's performance in maintaining our distinctive landscape, mountain ranges, lakes and rivers as a 7 or higher.

On average, respondents rated this activity as 7 out of 10 which seems to indicate that the community believes that it is performing in this area fairly well.

To achieve a ten in maintaining our distinctive landscape, mountain ranges, lakes and rivers, what do we need to do?



79 comments were received in regards to what needs to happen to assist the community in maintaining its landscape, mountain ranges, lakes and rivers.

As can be seen in the graph above, weed around the lake is seen as the main issue (27% of comments) that needs addressed. A lot of comments (18%) also related to tidying up the lakefront and foreshores.

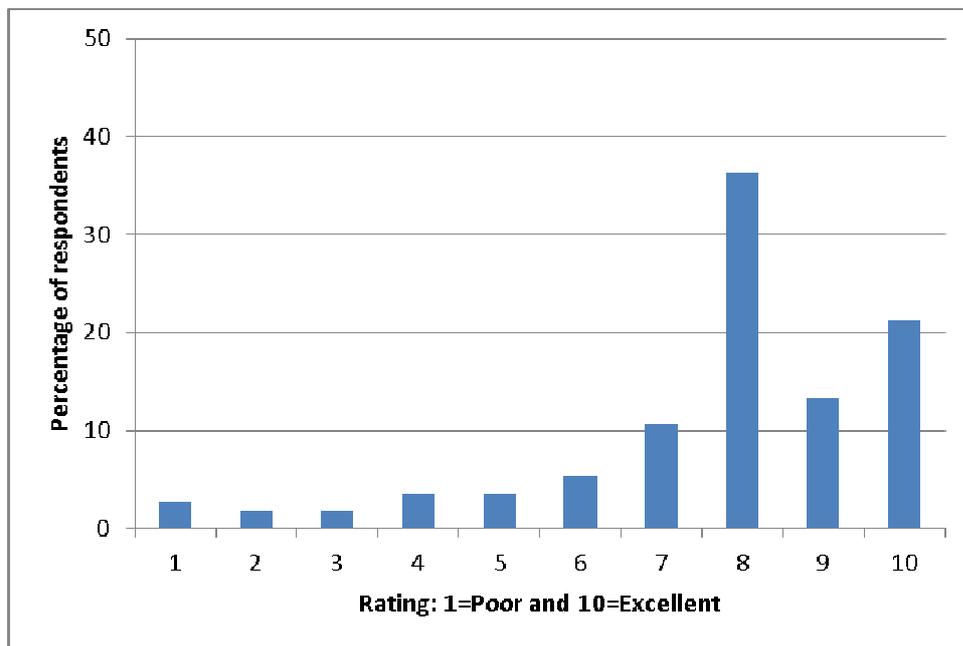
The 'other' category is made up of issues that each represented 1% respectively of comments received.

Other Issues that represent 1% of comments received
Clean up silt from Kawarau river
Police the lake and riversides more
Install rocks to stop 4WD activity up and down bank
Install speed bumps to slow traffic down
More care of public areas by lakefront
Need good drinking water
Address water supply
Better education around issues

Encourage pride in the beauty of the lake
Control pollution of river and lake
Ensure no further development on Sugarloaf
Get rid of freedom campers
Don't pump sewage into the river

Our Views and Vistas, the feeling of Rural Ambience and Open Space

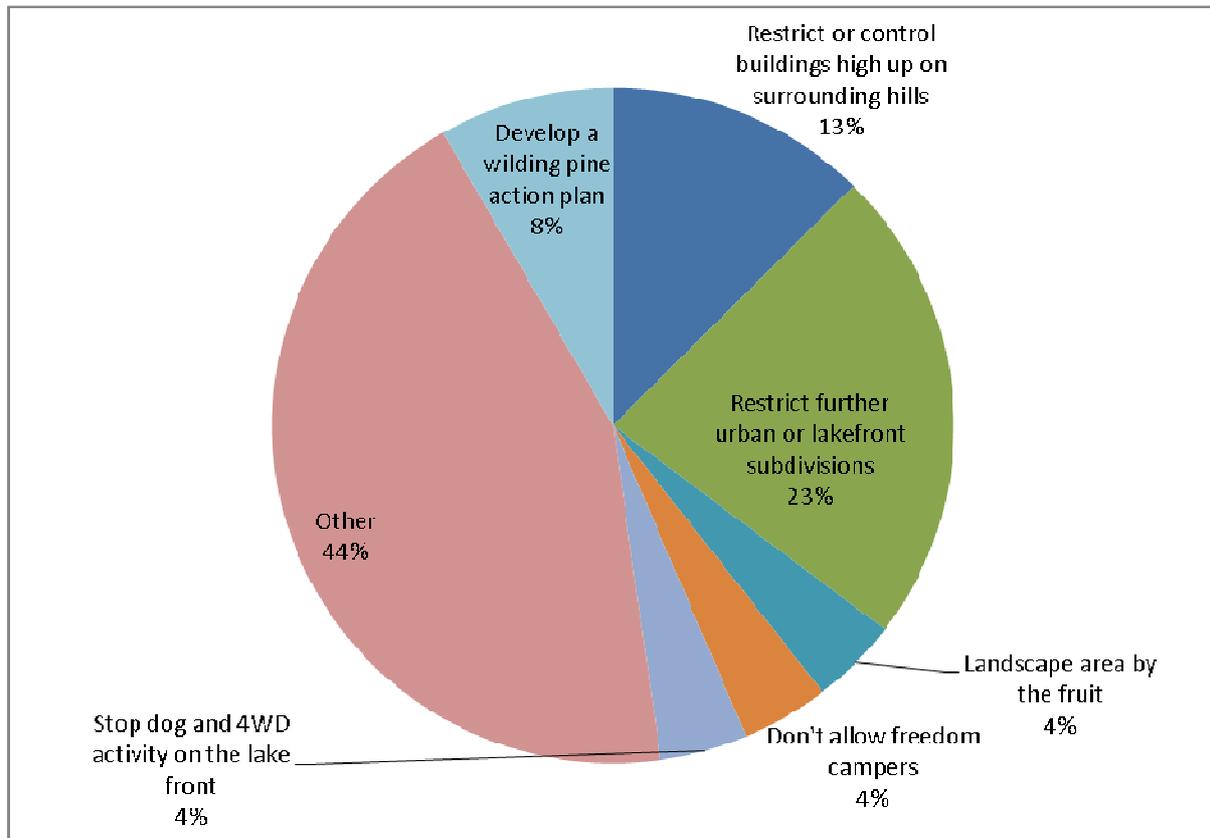
Respondents were asked to rate the community’s performance in maintaining its views and vistas, the feeling of rural ambience and open space.



Of the 113 respondents who answered this question, 81% of respondents rated the community’s performance in maintaining views and vistas and the feeling of rural ambience and open space as a 7 or higher.

On average, respondents rated this activity as 8 out of 10 which seems to indicate that the community believes that it is performing in this area very well.

To achieve a ten in maintaining our views and vistas, the feeling of rural ambience and open space, what do we need to do?



Of the 47 comments received in how to achieve a ten in maintaining our views and vistas, the feeling of rural ambience and open space, 23% related to restricting further urban or lakefront subdivisions.

13% of comments related to restricting or controlling buildings on hills and 8% of comments indicated that the removal of wilding pines would help to maintain our views and vistas.

The 'other' category is made up of issues that each represented 1% respectively of comments received.

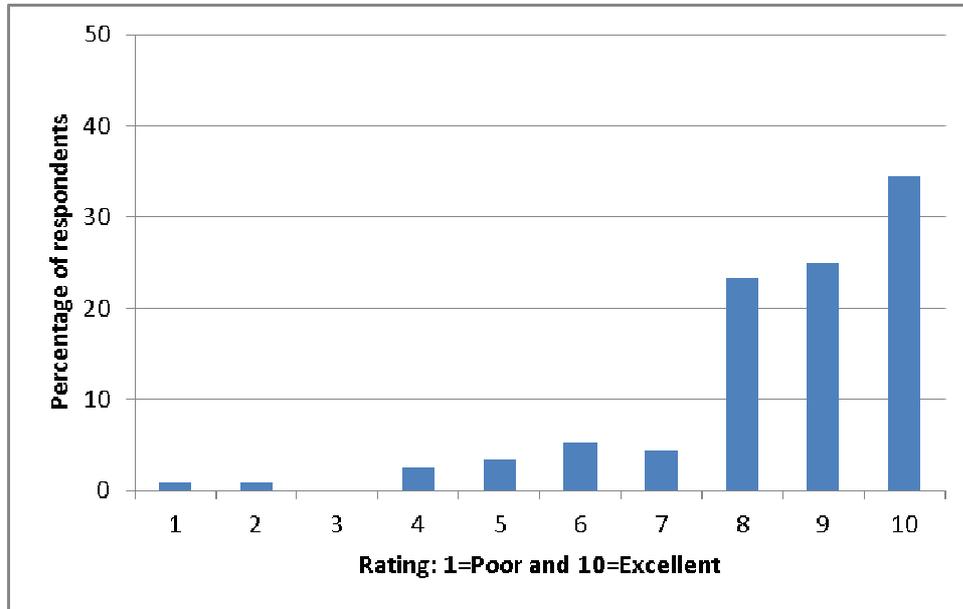
Other Issues that represent 1% of comments received
Create footpaths down to lake
Walkways in town are good
Encourage tidiness in industrial areas
Beautify bare land
Develop entrance of State Highway 8b
Develop a cycleway on the true left bank of the lake
Get rid of weeds
More communication around issues

Stop lighting fires
Provision of rubbish bins, BBQ tables, picnic areas etc.
Look at positioning of commercial buildings
Put all services (power) underground
Keep town rural
Stop vehicle storage on properties
Ensure property owners stay within set building codes
Gain public access to open areas and journeys by mountain bikes and 4WD.
Move to retain poplar avenues.
Don't let the Motor Park ruin the rural peace
Resource consent is over controlled
Develop a 4WD access permit / code of conduct.

Our History and Heritage

Our local goldfields, agricultural and horticultural history, buildings and relics.

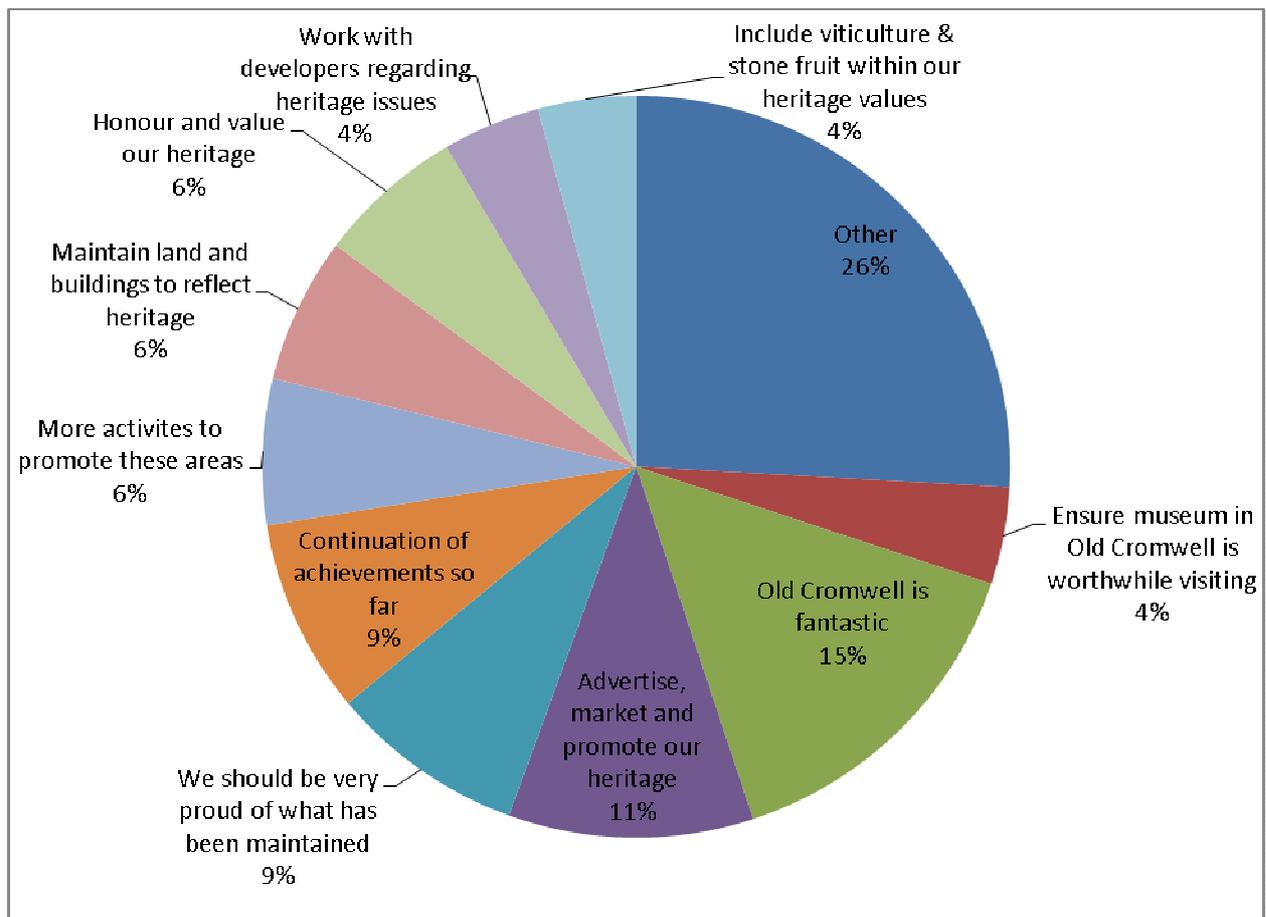
Respondents were asked to rate the community's performance in maintaining our local goldfields, agricultural and horticultural history, buildings and relics.



Of the 116 respondents who answered this question, 83% of respondents rated the community's performance in this area as an 8 or higher.

On average, respondents rated this activity as 8 out of 10 which seems to indicate that the community believes that it is performing very well in this area.

To achieve a ten in maintaining our local goldfields, agricultural and horticultural history, buildings and relics, what do we need to do?



Of the 47 comments received, 15% indicated that Old Cromwell is fantastic, 9% have commented that Cromwell should be very proud if what has already been maintained and 9% indicated that Cromwell should continue on with achievements so far. These comments help to reinforce the average rating the community gave its performance in this area. (8 out of 10).

To achieve a 10 in maintaining the local goldfields, agricultural and horticultural history, buildings and relics, the community saw that the following activities could help: advertise, market and promote Cromwell's heritage (11% of comments); establish more activities to promote these areas, e.g. heritage tours in summer (6%); maintain the land and buildings to reflect heritage (6%); and honour and value our heritage (6%).

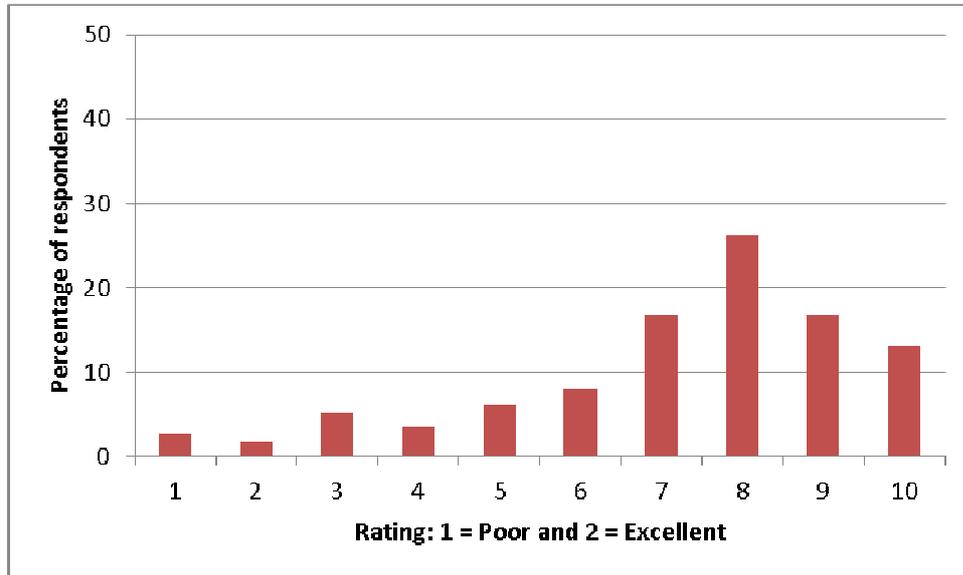
The 'other' category is made up of issues that each represented 2% respectively of comments received.

Other Issues that represent 2% of comments received
Council seem to be happy to demolish historical buildings
Develop a plan to tennant the buildings that have been built
Update museum displays
There has been good recognitions of goldfields values in film 150th year by Cromwell Community board
Needs balance kept - don't stop new ideas because of old history
Implement heritage strategy
Tidy up info centre
Lots
Don't know
Advance slowly and be selective of the types of displays and shops in Old Cromwell
Protect historic stonework - reduce hazard classifications on historic buildings to retain came (accept risk) remove vegetation from gold workings
Does agriculture and horticulture history exist?

Our Community

A Vibrant, Positive and Inclusive Community

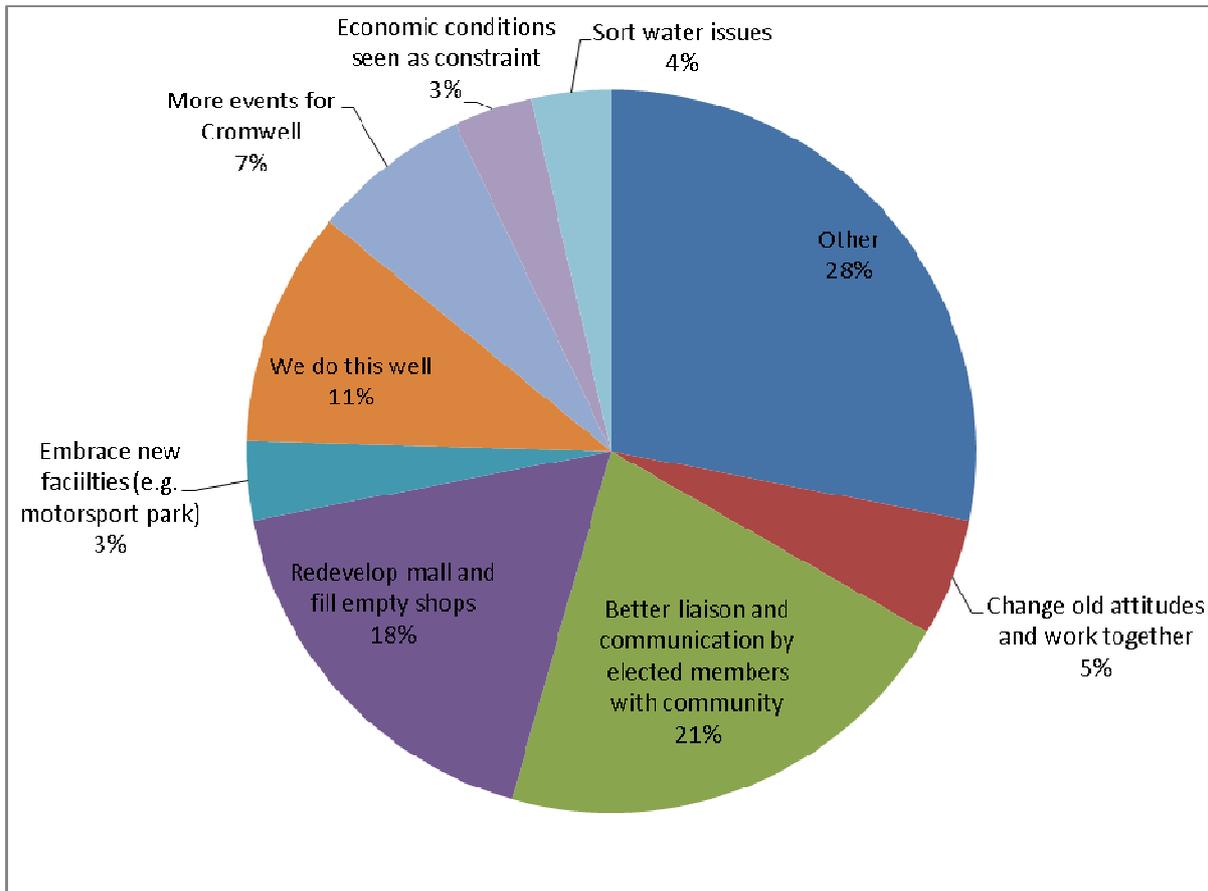
Respondents were asked to rate the community's performance in maintaining a vibrant, positive and inclusive community.



Of the 114 respondents who answered this question, 73% rated the community's performance in this area as a 7 or higher out of 10. This indicates that the community believes it is doing a good job at maintaining a vibrant, positive and inclusive community.

The average rating of respondents for this activity was 7 out of 10.

To achieve a ten in maintaining a vibrant, positive and inclusive community, what do we need to do?



Of the 57 comments received, 21% agreed that there needs to be better liaison, interaction and communication by elected members with the community. Suggestions included that a Community Board Chairmans report be included in local papers, more communication on what is happening with big issues (mall and memorial hall) and more public meetings on way forward.

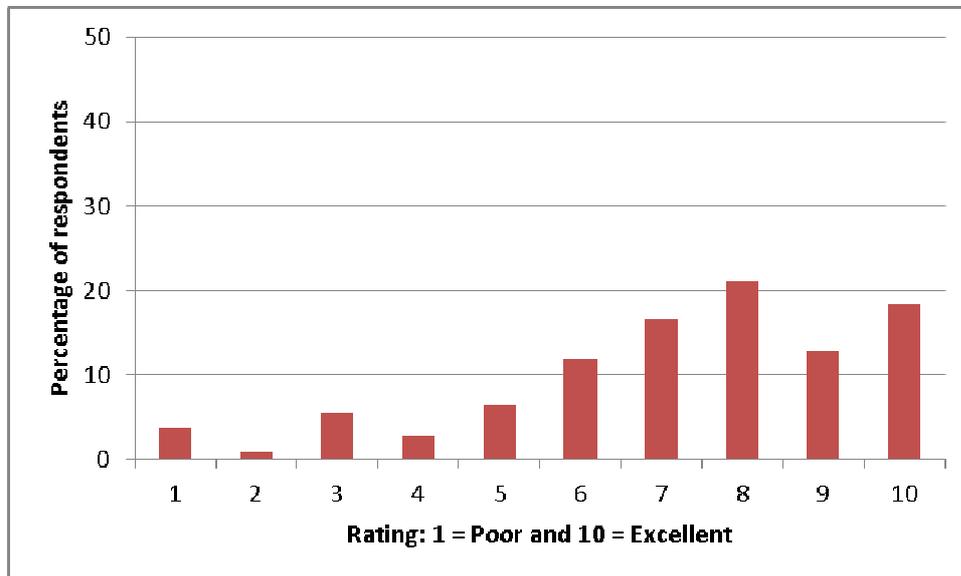
18% of comments indicated that the redevelopment of the mall and the tennanting of empty shops would help to maintain a vibrant, positive and inclusive community and 11% of comments indicated that Cromwell is already doing well in this area. Holding more events for Cromwell (e.g. new years eve celebrations) and changing old attitudes and working together were also seen as tools to help maintain the vibrant, positive and inclusive community.

The 'other' category is made up of issues that each represented 1% respectively of comments received.

Other Issues that represent 1% of comments received
Support new residents
Combine resources and projects
Build future proof brand for Cromwell
Encourage youth to stay in or return to Cromwell
Better policing of dangerous trail bike riders on lake edge
Downsize new info centre
Work on being hub for all sports in Cromwell
Keep up services to community (maybe transport for elderly)
Remove dogs from streets of Cromwell
Get new blood on community board
Keep Cromwell clean - teach kids not to litter
Memorial hall disgrace
Retain present activities of Community Board, Central Lakes Trust and Cromwell Promotions.
Bridge gap between Old Cromwell and Cromwell
Strategically plan for future growth
Encourage local people to help as seasonal workers

Cromwell's Location as a Gateway to Central Otago and Central to Everywhere

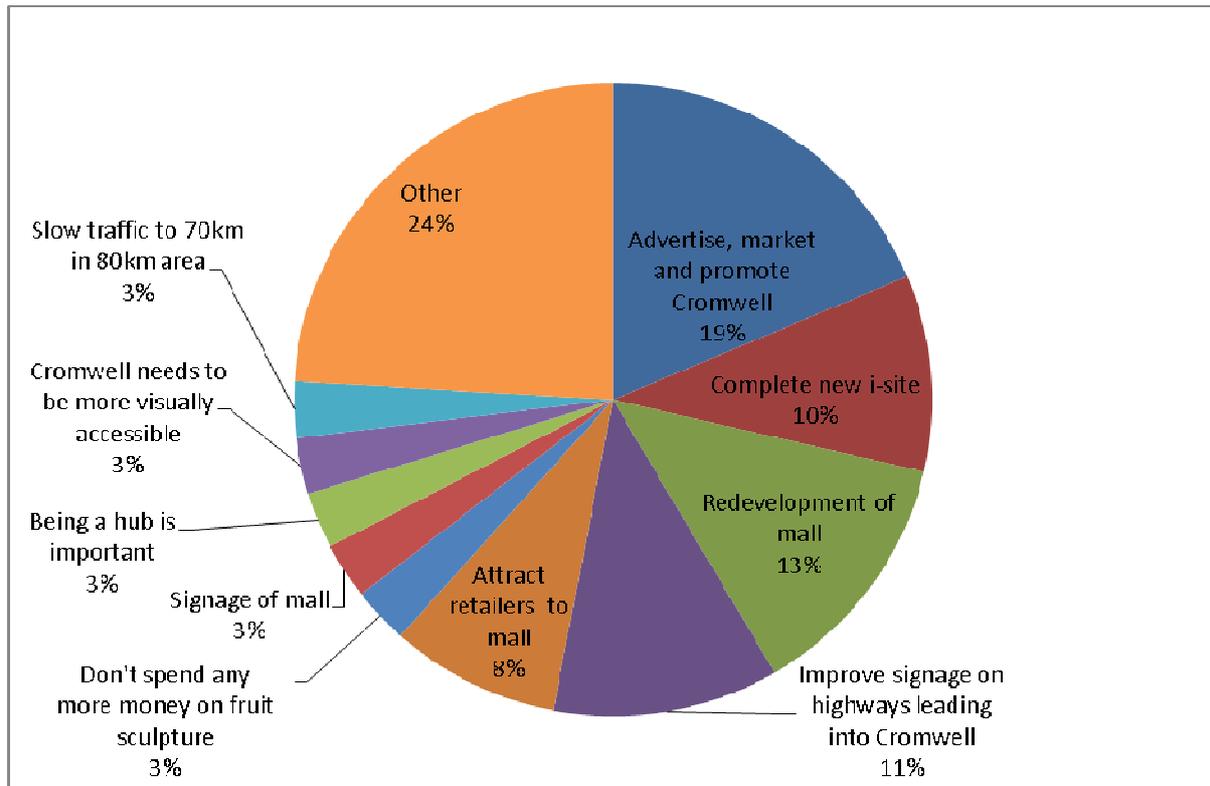
Respondents were asked to rate the community's performance in maintaining its location as a gateway to Central Otago and central to everywhere.



Of the 109 respondents to this question, 69% rated the community's performance in maintaining its location as a gateway to Central Otago and central to everywhere as a 7 or higher. 13% rated the community's performance in this area as a 4 or below.

The average rating from respondents for this activity was 7 out of 10.

To achieve a ten in maintaining it's location as a gateway to Central Otago and central to everywhere, what to we need to do?



Of the 70 comments received, 19% regarded advertising, marketing and promoting Cromwell to be a main way of helping achieve excellence in maintaining Cromwell's location as a gateway to Central Otago and central to everywhere.

Other main ways that were suggested of maintaining this area for Cromwell was to redevelop the mall (13%). Comments centred around opening the mall up and making it more accessible to visitors. Following on from this, comments also included attracting retailers to the mall and filling empty shops (8%). Improved signage on all highways leading into Cromwell was another popular way of assisting in maintaining Cromwell's location as a gateway to Central Otago the completion of the new i-site was also mentioned (10%).

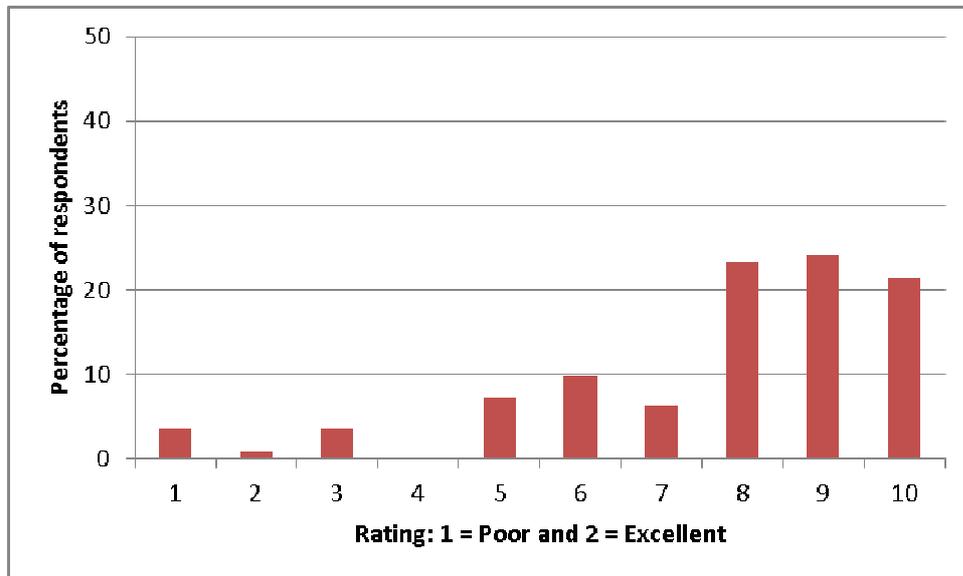
The 'other' category is made up of issues that each represented 1% respectively of comments received.

Other Issues that represent 1% of comments received
Invest in business to bring people to visit the town
Focus on wine industry
Encourage McDonalds
It is improving
Services to be available 7 days
Encourage market day in the mall
Incentivise head offices of big firms to locate in Cromwell
Develop a brand for Cromwell
Add grapes and cherries to fruit
Promotion group does great job
Develop new tourist attractions
Support motorsport park
Allowing more attractive retail outlets in subdivision near Nichols - not PGG
We need more diversity in the commercial and retail sector.
Need another supermarket
Provide land for regional activities e.g. transport, accommodation, restaurant, distribution/trades
Landlords, business owners and property owners work together to open up Cromwell

Recreation

The recreational opportunities and recreational facilities of the town and lake.

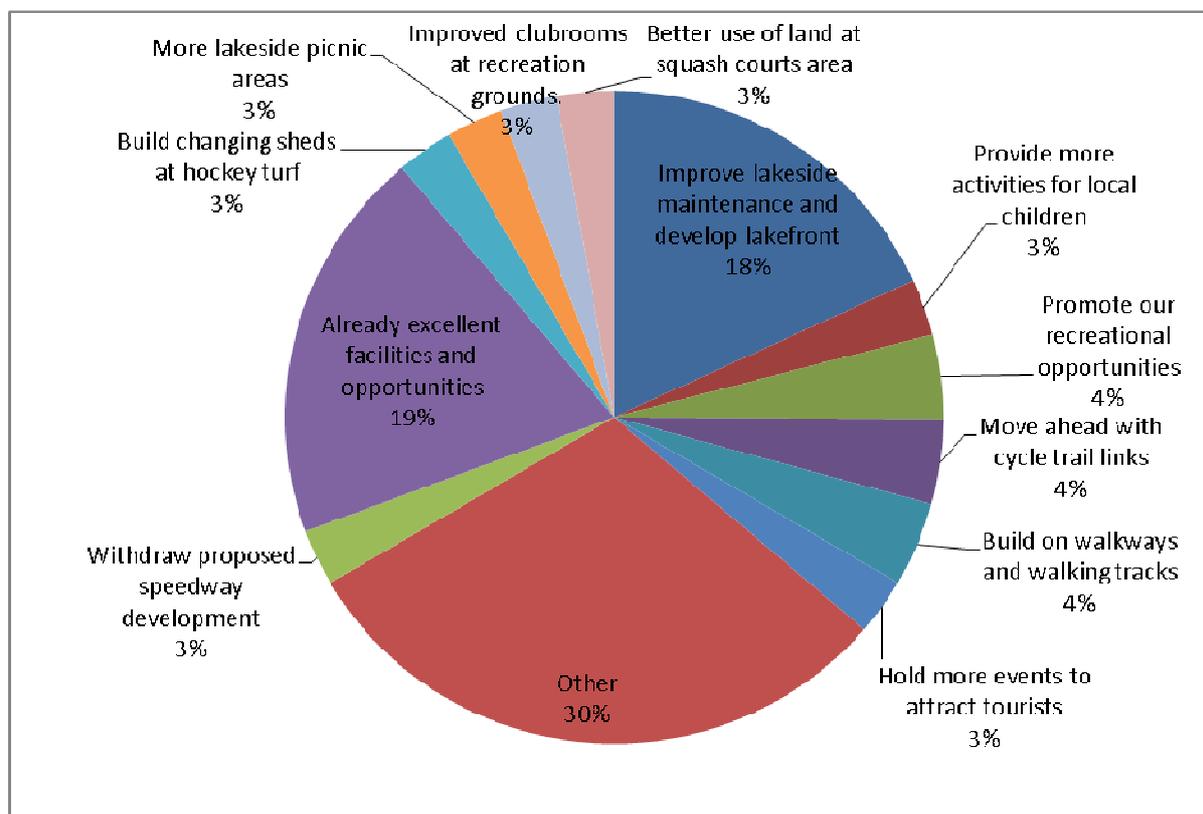
Respondents were asked to rate the community's performance in maintaining the recreational opportunities and recreational facilities of the town and lake.



Of the 112 respondents to this question, 75% of the community rated its performance in this area as a 7 or higher. Only 9% of respondents rated the community's performance as a 4 or below.

On average, respondents rated the community's performance in maintaining the recreational opportunities and recreational facilities of the town as 8 out of 10.

To achieve a ten in maintaining the recreational opportunities and recreational facilities of the town, what do we need to do?



Of the 70 comments that were received, 20% related to the fact that residents of Cromwell already believe that Cromwell has excellent recreational facilities and opportunities.

18% of comments suggested there is a need for improving lakeside maintenance including removing weeds, tidying up briar and broome and generally tidying up the area as well as developing the lakeshore by providing rubbish bins, picnic areas parking, planting more trees etc.

The 'other' category is made up of issues that each represented 1% respectively of comments received.

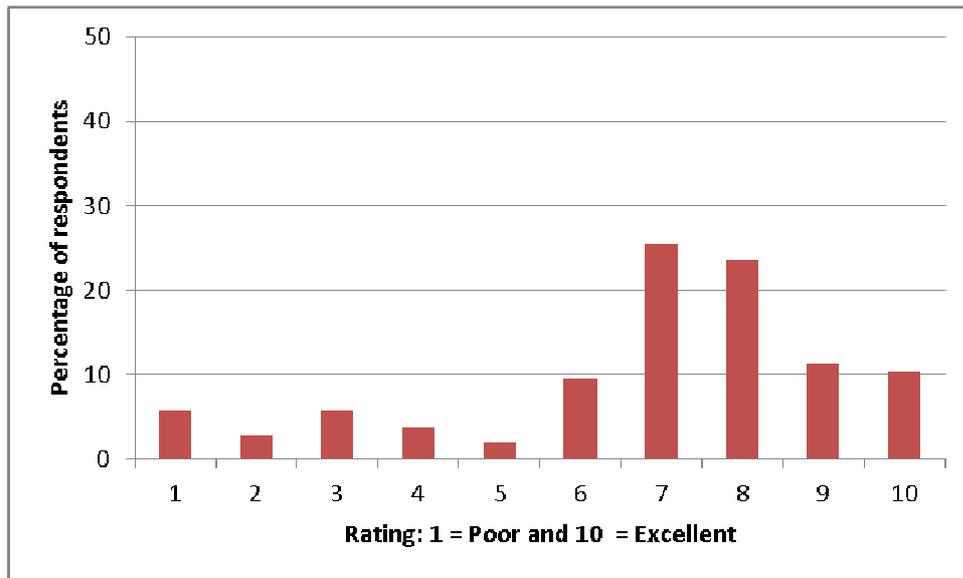
Other Issues that represent 1% of comments received
Reinvest funds from Community Board property sales into town assets
Irrigate reserves and greenways using non treated water
Ensure the revamp of sports club is done properly
Regain public access at more points on Kawarau Arm
Plant more trees around lake
Support kayaking courses and races
Provide parking area at Lake Dunstan View

Advertise freedom camping areas
Provide parking for Motor Homes
Fix pot holes and rough road into Lowburn Inlet boat ramp and camp area.
Develop netball facilities
Grow our facilities
Reduce vandalism
Develop BMX track
Water reticulation on grass edges of highway
Provide better amenities
Develop dog area in Alpha Street e.g. fence it in, provide basic agility facilities, rubbish bins
Promote usage of lake
Make mall more lively
Have 'free' days at the pool in school holidays
More restaurants
Look at businesses who will add flavour to a productive community

Economy

A strong, sustainable economy with a variety of business activities that reflect the values of the Cromwell community.

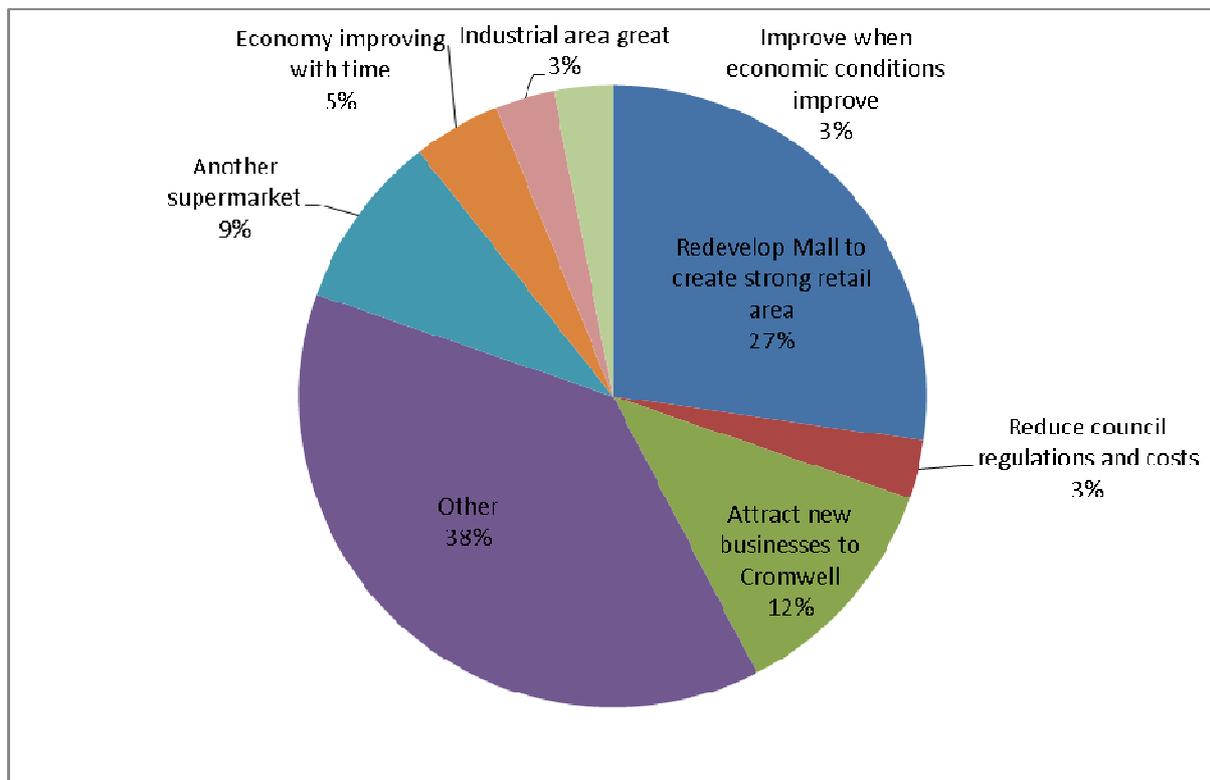
Respondents were asked to rate the community's performance in maintaining a strong, sustainable economy with a variety of business activities that reflect the values of the Cromwell community.



Of the 106 respondents that answered this question, 71% rated the community's performance in this area as a 7 or higher indicating that the community thought it was doing quite well in this area. 18% of respondents rated this activity as a 4 or below.

On average, respondents rated the community's performance in this area as 7 out of 10.

To achieve a ten in maintaining a strong, sustainable economy with a variety of business activities that reflect the values of the Cromwell community, what do we need to do?



Of the 66 comments received, 27% suggested that redeveloping the mall to create a strong retail area would help in achieving a ten in maintaining Cromwell's strong, sustainable economy.

Attracting new businesses to Cromwell (12%) was seen as another way of maintaining a strong, sustainable economy in Cromwell.

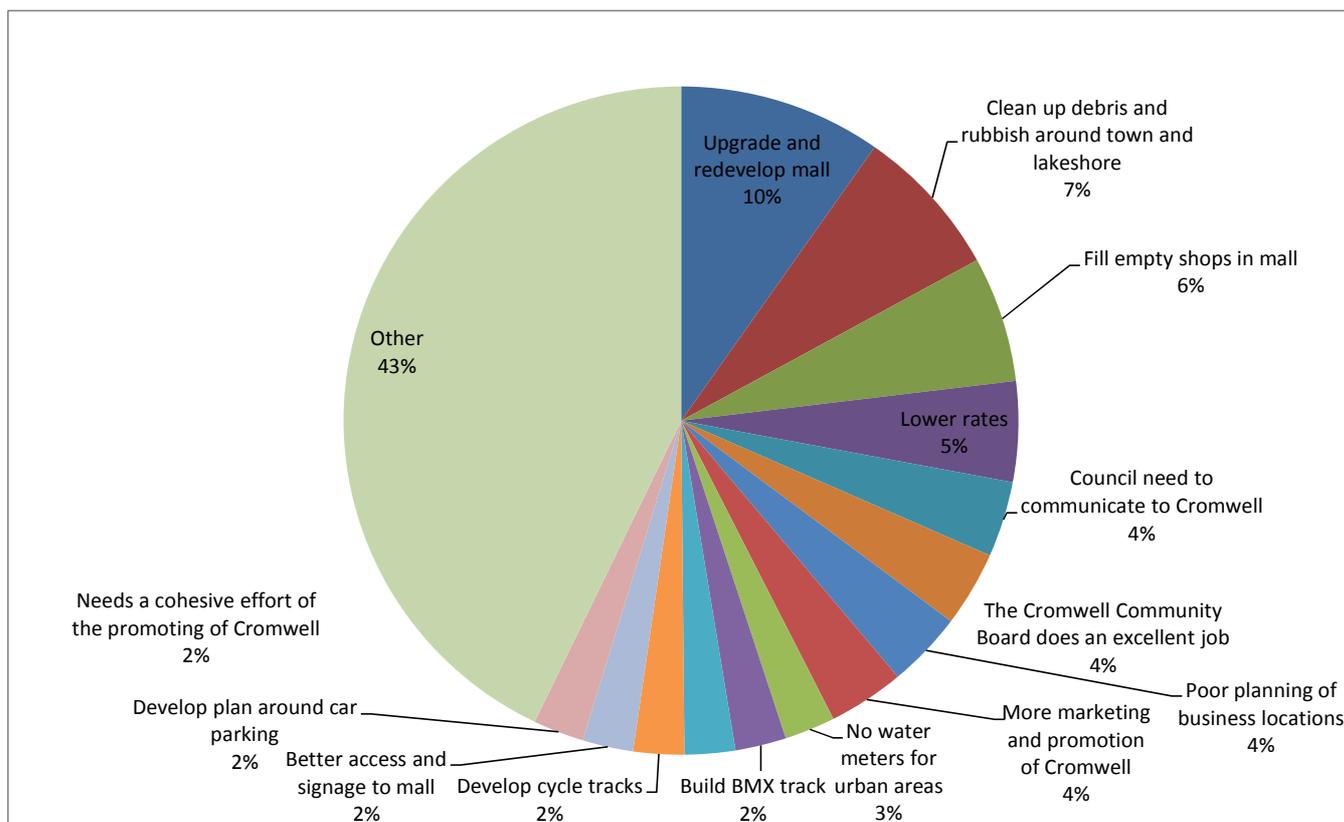
The 'other' category is made up of issues that each represented 2% respectively of comments received.

Other Issues that represent 2% of comments received
Landlords reduce rent
More signage for Old Cromwell Town
Embrace opportunities (Motorsport, cycle and wine trails)
Encourage wine experiences
Too much competition
All businesses offer 7 day service
Businesses promote Cromwell
Do a good job
Promotion of industrial area to businesses in Chch
Emphasise Cromwell at centre of Central
Smooth out rating
Encourage more confidence and support in the business sector.

Stop splitting the town up into several business areas.
Better relationships between Old Cromwell and mall
Down to private business owner
Encourage all agriculture business to buy and spend in Cromwell
Recreational business need to be developed
Local body's stop interfering in business
Develop new I-site
Develop new bus shelter
Emphasise local shopping
Display signs describing the national business available here.
Market Cromwell
Location and land availability is achieving this
Create a retail sector, business sector, industrial sector with some retail.

Any other comments or suggestions

Respondents were asked whether they had any other comments or suggestions that they would like to make.



Of 82 comments received, 18% related to the mall. 10% commented that the mall needed to be upgraded and redeveloped. 6% commented that the empty shops needed to be filled and 2% believed there needs to be better access and signage to the mall.

The 'other' category is made up of issues that each represented 1% respectively of comments received.

Other Issues that represent 2% of comments received
Community needs to decide on town plan and invest in it
Get some younger business type people on board.
Enjoy being a resident of Cromwell
Fix ditch outside cemetery
Plant more trees
Utilise Old Cromwell more
Businesses to open 7 days a week
Have free T.V. show in the mall when big events are on
Cromwell needs passionate people to take ideas and get things done
Impressed with cleanliness of town
Everyone is friendly and helpful

Enforce clean air policy
Install underground power lines
Great improvements have been made
Irrigate greenways with untreated water
Community Board needs new people and be open to change
Encourage community volunteers
Restrict new subdivisions
I have enjoyed interacting with both CCB & CODC members and staff and find them to be open and professional in their dealings. I think we are fortunate to have staff of this calibre
Need taxi service
The information centre could stock a selection of 'Cromwell' hats, t-shirts etc.
Do a winter ski programme with Chch airport.
Leave I-site in mall
PGG building does not fit in with profile of town
Get rid of the greenways and return to roads.
You are doing a good job
Restrict freedom camping happening
Why oh why is our main Mall not on the Lake
Make the lake more user friendly to attract holiday makers
Storage / manufacturing / production are what's needed.
Cromwell & Districts Community Trust have an observer at all Community / Council meetings -"to keep them honest"
Finish the network of lakefront tracks.
Let the campervans into Rotary Glenn. They actually 'police' littering