

Cromwell Community Plan



January 2013

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Introduction

The Cromwell community has accomplished a great deal since its first Plan in 2008. Those achievements coupled with locals' passion for the area and their strong motivation for Cromwell to be a vibrant and special place meant the time was right to reflect on, re-evaluate the vision and develop future direction. The outcomes of that process are outlined here, in Cromwell's second Community Plan (2012).

Community Plan Process

This Community Plan has emerged from a consultative process designed to encourage community participation. Emphasis has been placed on obtaining community views regarding both the town and the surrounding area, identifying their points of difference, what is important and determining what opportunities there might be to ensure that Cromwell remains an attractive and desirable place in which to visit, live, study, work and play.

The consultation for this second Plan included surveys – community, business, youth – and information gathered by this means, helped to inform a community meeting. The community survey asked about the relevance of the values articulated in the 2008 Plan and how the community's performance rated in relation to them. A face-to-face survey was conducted with about 40 percent of Cromwell's business owners to gain an understanding of the advantages, disadvantages/constraints and future requirements of doing business, locally. Seventy-nine young people in school years 9 and 10 (aged 13–15) were engaged in a Youth survey, which had particular reference to recreation. The young people of this age were chosen because they are likely to be in Cromwell for the life of the Plan and will be able to assist with the Plan and see some of their ideas come to fruition.

This Plan has distilled individual opinions obtained in the consultative process to affirm a collective community Vision, first outlined in the 2008 Community Plan; and to propose a number of key recommendations that may assist with the continued development of Cromwell as a viable community.

In defining the community of Cromwell, the Plan acknowledges that there are also private individuals and national organisations which for historical, ancestral and heritage reasons consider themselves to hold an interest in the future of Cromwell.

While this Plan has no legal status for many of the organisations involved or identified, it does provide an important insight into the direction the community would like to head. The Cromwell & District Community Trust (formerly Cromwell Community Planning Group) was the driving force behind achieving or significantly moving forward most of the recommendations for action in the 2008 Plan. It will have the same role for this Plan.

Process Time frame

The outline planning process and time frame is as follows:

Business Survey conducted – November 2011

Community Survey conducted – July 2012

Youth Survey conducted – August 2012

Community Workshop held – August 2012

Draft Plan developed – September 2012

Draft Plan available for comment – October 2012

Submissions reviewed by Cromwell & District Community Trust – January 2013

Changes made to Community Plan – January 2013

Community Plan signed off – January 2013

Cromwell Community Area



Cromwell's Vision

A vibrant, thriving community that retains its green space and naturalised open space values to enhance and maintain community wellbeing within carefully planned residential, commercial and light industrial development.

We value:

Our Environment

- Distinctive landscape, mountain ranges, lake and rivers.
- Views and vistas, the feeling of rural ambience and open space.

Our History and Heritage

- Local goldfields, agricultural and horticultural history, buildings and relics.

Our Community

- A vibrant, positive and inclusive community.
- Location as a hub to Central Otago and 'central to everywhere'.
- Engagement with Arts and Culture

Recreation

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

The Economy

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

Should any of these values be lost or degraded, the area will lose part of what distinguishes Cromwell as "Our Special Place" .

Community Profile

Location and Characteristics

Cromwell is the western gateway to Central Otago. This entrance lies alongside State Highway 8 – 62 km from Queenstown and 55km from Wanaka. Cromwell is 31km from Alexandra, 110km from Omarama and 222km from Dunedin.

This Community Plan covers the Cromwell Township and surrounding area. It encompasses much of the centre of the Cromwell Basin with the Pisa Range to the west, the Dunstan Range to the east; to the north is the head of the valley, which opens out towards Tarras and Luggate; to the south is the Carrick Range and on to the Nevis Valley.



The Cromwell Basin is characterised by Lake Dunstan running up the middle of the valley with the Clutha River feeding the Lake from the north end of the valley and the Kawarau River feeding in from the west. The basin is a terraced valley surrounded by block mountains such as the Pisa and Dunstan Ranges. These ranges have characteristic tors rising in height to 25–30metres. Schist rock is commonplace in the area. Soils are shallow, having been the outwash from the glacial period or fans from erosion. The soils in the lower valley tend to be more fertile. Key features such as the Sugar Loaf were the product of mountain building as part of the peri glacial period when sedimentation from that process eroded down by the Clutha River.

A key characteristic is the 45-degree latitude, which crosses the area at Lowburn.

History

Cromwell has a rich, exciting and diverse history. Although it was named after Oliver Cromwell, it was originally called the Junction (or Kawarau Junctions or Kawarau) because the Kawarau and Clutha rivers meet at this point.

In July 1862 Californian gold prospectors Hartley and Reilly discovered gold a short distance below Cromwell. When they deposited more than 1,000 ounces of Clutha gold in Dunedin many of that town's men took off for Cromwell and the town boomed. Within five weeks there were 2,000 miners in the Cromwell area. Mining continued in the area right through to the 1930s on a commercial basis, and even today you can find gold prospectors still operating.

The railway was extended to Cromwell in 1919. This provided travel options for passengers and later an important freight rail service for burgeoning fruit growing industry. The line was closed in 1980.

Cromwell's central location helped it develop as a significant service centre. It became the hub for the Ripponvale fruit growing area, surrounding farming operations and travellers coming and going from the Haast, Wanaka, Hawea, the Lindis and Queenstown.

The building of the Clyde dam saw a raft of changes for Cromwell with many dam and associated industry workers and their families moving to the area. With the subsequent filling of Lake Dunstan, the Cromwell community lost more than three hectares of its main shopping area. Consequently, many community facilities were relocated and many more developed including a new shopping area – The Mall, upgrading the school facilities, sporting facilities, a new indoor pool, upgrading of the hotel. Some of the old buildings remained and others moved to create the heritage precinct now managed by Old Cromwell Town Inc., which has proven to be a popular visitor attraction.

A significant change to the surrounding area is apparent with the diversification of land into grape and olive plantings and the growth of a successful wine industry. Lake Dunstan has become an important part of life in Cromwell with water sports and activities very popular.

Today the population of Cromwell is approximately 5,400, a figure extrapolated from the electoral role and the current school roles as the latest planned census was interrupted by the Christchurch earthquakes and no current figures are available.

Economy

Central Otago continues to have economic growth and development despite the recession and global downturn. In the five years to 2008 (prior to the recession) growth was rapid. Cromwell has seen effects of that growth with the price of land and houses increasing from the lows experienced in the 1990s. The Cromwell economy is diverse – agriculture, horticulture, tourism and viticulture. It also has a significant and growing commercial and industrial hub. The relocation of the i-Site and rejuvenation of the mall are both expected to contribute to the economy.

During the first half of the past decade there was a boom in construction associated with the residential, commercial and industrial expansion of the Cromwell area. The basin is increasingly becoming a distribution hub for the lower South Island due to its central location. This economic growth has brought with it a corresponding expansion in the population and residential areas, which have continued, albeit at a slower rate. There has also been a significant expansion in the peri-urban fringe with lifestyle blocks showing increased popularity.



Cromwell is on the main tourist route into Central Otago, between Queenstown and Wanaka (State Highway (SH) 8, 8B and 6) and attracts many visitors who stop on their way through. With a reliance on agriculture, horticulture and viticulture the economy is inextricably linked to external factors such as the value of the New Zealand dollar and demand for produce. The district is less reliant on international tourist dollars than other destinations as a high proportion of its tourists are domestic. The diversification of the local economy will help spread risk, and while most local businesses say they have felt or are continuing to feel the effects of the recession, many are optimistic about the future (see the Business Survey in the appendices).

Environment

Cromwell's distinctive landscape, heritage aspects and access to recreational opportunities are major contributing factors to the perception of it being a 'special place'.

Cromwell is nestled within a 'ring of mountains'. Vast open spaces give way to stunning vistas that take in the Dunstan Range to the east, the Pisa Range and the Sugar Loaf to the west. From Cromwell there are great views looking north up the Cromwell valley, towards Tarras and south towards Bannockburn and the Nevis Range.

The Rural Study (November 2006) identified iconic landscape features such as the Sugar Loaf, which highlights the strong connection residents have with the environment. In particular, they value the "spaciousness" and hills free of structures and houses. The Cromwell area also has significant areas of conservation land. It even has a reserve set aside for the Chafer Beetle.

There are some concerns about air quality in the winter. Cromwell's distinct valley formation creates an inversion layer that has become more noticeable due to the lack of wind in winter and Cromwell's population growth.

The community wants development in the area to be sympathetic to the surrounding landscape, green space, sense of space and heritage. There is a unique range of environments associated with the area. From the high country of the surrounding mountains, to the lowland ecosystems of the Clutha River and Lake Dunstan. The confluence of the Clutha and Kawarau Rivers and the wetlands at the head of Lake Dunstan. For these areas to maintain their distinctiveness, the community must continue to raise awareness of the special nature of them so they can be conserved for the future.

Lifestyle

Cromwell is essentially populated by people with a strong sense of connection to the area.

The people of Cromwell like the small community, the relaxed lifestyle and the rural ambience. They appreciate having a peaceful location and enjoy safety in the community. They also enjoy the emerging vibrancy as the community continues to grow and develop. There are many families who have been here for generations attracted by the gold rush, farming, horticulture or viticulture opportunities. Building the Clyde Dam brought a large number of new people to the Cromwell area and many of these people have stayed on after the conclusion of this building project. In recent times it has become popular as a place to live, close to but away from the higher land prices of Wanaka and Queenstown. New residents continue to move to the area due to the many development opportunities.



Today the population of Cromwell Township is approximately 5,000 (based on the current electoral role and the school roles in Cromwell) and is continuing to grow. While there was a sustained period of rapid population growth between 2001 and 2006 (34%), this has since slowed, however projections are for continued growth in the foreseeable future. This will put pressure on existing lifestyle values and therefore good planning, with consideration to the community's values; will be essential to accommodate this growth.

For younger people, Cromwell will always be home, but they have had a tendency to leave the area in search of employment and/or educational opportunities. However, locally, good tertiary education and apprenticeship opportunities are helping to keep young people in the area.

Social Infrastructure

Cromwell has a broad range of social infrastructure. These include a variety of early childhood education options, two primary schools and a secondary school plus the Cromwell Campus of the Otago Polytechnic. There is a wide range of recreational and social facilities that would be the envy of towns of a similar size including an indoor swimming pool, local playing fields and tennis court area, hockey turf, golf course, squash courts, netball courts, memorial hall, youth center, the retail and commercial area plus a growing light industrial area. There is a range of emergency services including a Police Station, volunteer fire service and St Johns Ambulance service and other health services and medical services. There are also several churches representing a number of different denominations.

Specific Features of the Area

Dominant Activities	Agriculture, horticulture, viticulture, tourism
Population	5,400 (based on the electoral role and school roles as there are no current census figures)
People	Families, retirees, farmers, horticulturalists, agriculturalists, viticulturists, trades people, property owners, lifestyle block owners, holidaymakers, professionals
Climate	Continental: average annual rainfall approximately 400mm; 70 wet days per year on average Temperature extremes: winter – down to -10 degrees C; summer – up to 35 degrees C
Location Aspects and Special Features	The ‘ring of mountains’ that effectively surrounds Cromwell: Dunstan Range, Pisa Range, Sugar Loaf, and Carrick Range. The 45 degree latitude crosses the area at Lowburn. Lake Dunstan, Clutha River, Kawarau River Cairnmuir Hills, Mt Difficulty, and the Nevis Gold mining heritage: huts at Kawarau Mining Centre; relics at Carricktown, Stewart Town, Thomson’s Gorge Road, Bendigo Reserve area, sluicings Vineyards, Orchards, Farms, Chafer Beetle reserve, the Big Fruit, Old Cromwell Town, the greenways’ network
Industries	Pastoralism, horticulture, tourism, viticulture, retail, commercial and industrial activities (light engineering and construction), transportation hub, plus arts and cottage industries

Ambience, Environment and Planning

Cromwell's environment is characterised by stunning mountain vistas, sweeping valleys, rivers' and lake views and open spaces. These awesome environmental attributes coupled with a small population and low level of development help to create Cromwell's tranquil and seemingly untouched ambience. This is further enhanced by the ever-present beauty of Lake Dunstan, the green spaces and the distinctive sky scape.



Cromwell has been involved in some significant planning work in past years, including the Blue Print (2004) and Rural Study (2006/7) projects, which considered unique landscapes and areas for development which resulted in changes being made to the District Plan in 2011. The area experienced significant growth during the five years to 2008 and while this has slowed since the recession, growth is expected to continue.

As the last census was interrupted by the Christchurch earthquakes, there is no current data on population growth. However, based on electoral role figures (bearing in mind that these exclude those under 18 years) Central Otago has continued to experience population growth: 0.4 percent (2010/11) and 0.94 percent (2011/12), which is slower than three to four years ago when growth was 3 percent per annum. Population figures: 4273 (2010), 4314 (2011) and 4399 (2012). These figures represent a 1.9 percent change in Cromwell's population from 2011–2012. New dwellings are still in demand, but figures show a decreasing trend with an increase anticipated from 2011 to 2012: 2009 – 69; 2010 – 60; 2011 – 34; and as at the end of August 2012 – 35.

Cromwell's industrial hub continues to develop and is advantageously located with close proximity to Wanaka and Queenstown with comparably reasonable house rental and land values.

Growth will continue to put pressure on all services and infrastructure. Water for household use and irrigation is an ever-present issue. The water issue was raised more prominently in the 2008 Plan than it was during consultation for this plan. However, water did feature in the discussion and surveys in relation to irrigation.

The Cromwell community has made it clear that it continues to value highly its views, vistas and ambience and that planning for growth and development needs to take this into account.

There is also growing awareness of the need to create a sustainable environment and minimise our environmental impact.

Several issues and suggestions were raised in the surveys and also at the community meeting. Those of most concern and interest are discussed below.

1. Lake Dunstan

Lake Dunstan is both an environmental and recreational asset. LINZ has overall responsibility for the lake and the Clutha Management Committee (comprising a group of partners with interests in the management of Lake Dunstan) helps with the on going management and requirements for safe use by users. Contact Energy also has involvement with the operating easement.

In the 2008 Cromwell Community Plan there was concern about lake weed, gorse, broom, weeds and the lake margins being untidy. The resulting recommendation asked that the management plan for the lake and its margins be reviewed. This was initiated with issues being collated. A proposal was passed to the Clutha Management Committee to move the project forward and minor funding was put aside to scope out the work. The Clutha Management Committee is developing the plan locally and this is ongoing. Another recommendation for a lake clean up day was actioned in September 2011 and proved to be very successful. It involved many of the service and interest groups within the community. A second clean up day was held with similar success in September 2012.



Currently, the community is particularly concerned with keeping the lake and foreshore clean and weed free. This includes weed control of the lake, clearing briar, pines, gorse, broom and dead trees from the head of the lake. There was also strong interest in beautifying the lake with the planting of trees; beautifying the lake edge from Cromwell to Lowburn was specifically mentioned.

Restricting lakefront subdivisions was considered important to protecting views and the rural, open space ambience. See Planning – town and around in this section.

The recreational value of Lake Dunstan was strongly endorsed in the community survey as something that needed to be maintained and developed. There was interest in protecting access to the lake, linking lakeside areas with walkways and cycle tracks, maintaining walkways – having vehicle access control, and creating more walkways. (See Cycleways section for more information on walk/cycleways).

The creation of walkways was also highlighted in the 2008 Plan and Mike Tubbs from DOC subsequently attended a meeting of the community group to explain regulations relating to walkways. The Upper Clutha Tracks and Trails Trust are currently developing a proposal for a trail from Wanaka to Clyde. This would meet a recommendation in the 2008 Plan to develop a walkway/cycle way around the top end of the lake.

Other suggestions made during the consultation for this plan include installing rubbish bins around the lake, LINZ to 'take ownership of the lakeshore' and to stop dogs and vehicle activity on the lakeshore.

Objective:

For the lake to maintain its natural aesthetic values through appropriate care, development and access provisions

Recommendations for action:

- **Advocate for weed control in Lake Dunstan.**
- **Co-ordination of beautification projects, including the planting of native shrubs and trees.**
- **Develop and maintain walkways and cycleways.**
- **Investigate linking lakeside areas with walkways and cycle tracks.**
- **Advocate for the implementation of the Lake Dunstan aspects within the Clutha River / Mata-au Plan 2011.**
- **Improve lake access through lakeshore maintenance.**
- **Consider the control of vehicle access.**

2. Greenways

Cromwell's green spaces are well utilised and enjoyed by locals. The network of greenway walkways that weave through residential subdivisions have become a feature of the town's character.

At the community meeting there was a great deal of interest in maintaining the greenways as they are and for incorporating greenways into new subdivisions. The issue of irrigating greenways was also raised and there was a suggestion to use untreated water for that.

In the 2008 Plan there were two recommendations: *Ensure that future planning has allowances for extension of the greenway network;* and, *Encourage signage of the greenways.* The Trust has been pursuing these recommendations, in particular, an extension from the Mall to Old Cromwell Town. The group has had meetings with CODC, made submissions on the Long Term Plan and recommended greenways are included in the Central Otago Outdoor Recreation Strategy.



Objective:

The greenways remain a key feature of Cromwell’s existing and new subdivisions

Recommendations for action:

- **Advocate for greenways to be factored into new subdivisions.**
- **Identify where directional signage is required to showcase our greenways and implement erection of signage. Ensure linkage to points of interest have been considered.**

3. Planning – town and around

The community wants to maintain Cromwell’s distinctive landscape in the face of growth; development and all planning should take account of landscape values. This is in keeping with the community’s values and was clearly articulated and well supported at the community meeting and was also raised in the community survey.

Developments

There was strong interest in controlling where building developments are placed. Suggestions included identifying important and unique landscapes, no houses built above the valley floor, protect hilltops and keep subdivisions on lake edge to a minimum by making resource consents notifiable.

This was addressed in the Rural Study incorporating a full landscape assessment; and resulted in Plan Changes 5A – 5W. This work is largely completed.

Logical development of the industrial area through planning was advocated in the context of maintaining Central Otago’s location as a gateway and ‘central to everywhere’.

Other suggestions were concerned with the size of sections to ensure subdivisions don't become crowded, tighter building controls and colour integration. It should be noted that a recommendation in the 2008 Plan to explore a colour palette for the District Plan has been completed in the Rural Resource Area.

In the 2008 Community Plan there was a high-priority recommendation: *Have a clear amendable plan for the long-term future of Cromwell and communicate this with the local community. This plan would cover residential, commercial and industrial development requirements, likely growth direction and proposed and possible zone/ land use changes.* The Cromwell & District Community Trust engages in the District Plan process to effect changes relating to this recommendation and see this as ongoing.

Dairying and Irrigation

At the community meeting there was also strong interest in the topics, dairying and irrigation. They were raised as issues with regard to the question of how we maintain Cromwell's "distinctive landscape, mountain ranges, lakes and rivers". Water challenges and dairy discharge were mentioned specifically and there was a suggestion to plan preemptively.

Water and Wastewater

Water has been a major point of discussion in Central Otago in recent times with the CODC undertaking public consultation during 2011 to gather information on communities' water, wastewater and stormwater issues to form a district-wide, long term water strategy. There is more information specific to Cromwell about the issues and initiatives on the CODC website. http://www.codc.govt.nz/assets/pdfs/documents2011/water_consultation_final_-_cromwell.pdf

Issues around water were raised more widely in the 2008 Plan. A recommendation to: *Ensure there is a long term plan for the water supply which will meet the growth expectations set by the community* was actioned by meeting with the CODC Water Services Manager in November 2010, and led to enquiries about the waste water treatment and worm farming activities for the treatment of sewerage at the Dunedin airport. There was another recommendation to: *Raise awareness of issues relating to access to irrigation water for the Cromwell area.* As a result CODC engineers are aware of making use of various water sources for different purposes and flyers and other educational initiatives for the public explaining how to use gray water are available through the Central Otago District Council.

Roading

Roading is an integral part of any rural community; the ability to get around with ease is important. Roothing networks are an important consideration in the design of residential subdivisions and play an important role in community togetherness and wellbeing. Because the local population and tourism is increasing in numbers the importance of having a safe roading system that is easy to get around is important.

In Cromwell, concern was expressed over the increased heavy traffic activity on Barry Avenue due to a rise of activity in the industrial area. It was suggested that to ease the flow, heavy traffic should be directed to use State Highway 8b and State Highway 6 to McNulty Road and the industrial area.

It should be noted that this suggestion will be investigated as part of a bylaw that Council is looking at in 2013-14. The public will be consulted and will have the opportunity to submit their views.

Objective:

Cromwell's anticipated growth is appropriately and carefully planned for with priority for maintaining its landscape and environmental values.

Recommendations for action:

- **Participation in the development of a clear amendable District Plan for the long term future of Cromwell and communicate this with the local community. This plan would cover residential, commercial and industrial development requirements, likely growth direction and proposed and possible zone/ land use changes.**
- **Ensure that the District plan (mentioned above) gives priority to Cromwell's landscape and environmental values.**
- **Understand the impacts on landscape and environment of dairying within the Cromwell Basin and respond accordingly**
- **Maintain the momentum and raise the awareness for ensuring there is a long term plan for the water supply and wastewater which will meet the growth expectations.**
- **Promote the re-direction of heavy traffic heading to McNulty Road and the industrial area to travel on State Highway 8b and State Highway 6 rather than Barry Avenue.**

4. Town Entrances

Improving town entrances and better signage to encourage traffic off the highways were strongly highlighted at the community meeting with regard to Cromwell being a gateway to Central Otago and 'central to everywhere'. In the community survey the gateway question raised a reasonable level of interest and highlighted a greater concern for promoting Cromwell (see the Economy section) and the redevelopment of the Mall (see Vibrant Community section). In the business survey, bringing traffic from the highway to the Mall rated third equal in response to: Most important factor to make the Cromwell community a better place to operate a business (Mall redevelopment and population growth rated first and second, respectively).



Comments at the community meeting specifically mentioned having a tasteful 'Welcome to Cromwell' sign (e.g., 45deg' sign at Lowburn) as you come from Dunedin. Enhance entranceways with a coordinated approach and link with existing proposals. Care needs to be taken with roadside views and the way we present our community to travellers.

The 2008 Plan had a recommendation to: *Redevelop the entranceway to Cromwell*. The Community Trust subsequently met with NZTA and discussed options for signage and discussions are ongoing. It also submitted to the Long Term Plan in partnership with the Cromwell Promotion Group, to apply to the Cromwell Community Board for funding for the Cromwell bridge landscaping project.

Objective:

For attractive, well laid out entranceways into Cromwell with good highway signage.

Recommendation for action:

- **Maintain the momentum of existing initiatives to secure good highway signage and attractive entranceways, ensuring a coordinated approach is undertaken.**

5. Open Spaces

Two other issues gained a fair bit of traction. One was the night sky and development being grouped, so that lighting does not impede on the night sky. The other was wilding pines, briar, gorse and broom. The later was raised at the meeting and in the community survey questions with regard to looking after our vistas and the lake. Beautification of both the lake (see Lake Dunstan section above) and our rivers with plantings was also raised in the community survey. Some other topics that were raised include the damage done by vehicles, a pollutant-free environment, managing noise, allowing the donation of bench seats, ensuring access to views, camping and concern about population growth.

Objective:

To ensure dark skies and weed-free views.

Recommendations for action:

- **Check that the night sky has been considered in current planning documents and make arrangements to include it in future ones.**
- **Create a plan or investigate current strategies for removing wilding pines, briar, gorse and broom.**
- **Have a beautification programme.**

Vibrant Community

The Cromwell community is a vibrant, positive and inclusive community. This is a key value in its vision and one that the community believes it does well, is keen to retain and eager to enhance. This came through very strongly at the public meeting and in survey results.

At the community meeting, three issues that received much attention were the Mall (see Community Amenities), involving the wine industry more in public life (see Tourism section) and supporting culture. There was also interest in community events and valuing newcomers. In the community survey the focus was on better communication between elected members and the community, redeveloping the Mall and a raft of other ideas. Heritage and recreation topics (see sections: Heritage and Recreation), plus the business survey (where the Mall featured prominently again) and the youth survey also contributed to ideas for enhancing vibrancy in the community.

1. Community Engagement

Communication

Communication and better liaison by elected members with the community was the single strongest area of interest in response to a survey question about what could improve Cromwell's vibrant, positive and inclusive approach to community. Suggestions included better interaction, more communication on the big issues (e.g., the Mall, Memorial hall), the Community Board chairman's report to be put in local papers and more public meetings. Better communication by the Cromwell Community Board with the Cromwell community also came up under 'any other comments or suggestions.

Better leadership – younger leadership was highlighted as a challenge. In the 2008 Plan there was interest in having strong support for young people and places for them to go. There was a recommendation for increased involvement in youth initiatives, which led to the community group liaising regularly with the youth coordinator.

Newcomers

Cromwell's diverse community is made up of local residents, some absentee homeowners and seasonal influxes of workers. The area is continuing to experience population growth (approximately 1.9 percent 2011–2012 – see Ambience, Environment and Planning section) and attracting newcomers.

The community has always welcomed newcomers and provides them with a Welcome Pack full of local information. Following on from a recommendation in the 2008 plan, two welcome events were held, and Welcome Packs were given out at the school fair in November 2011.

At the community meeting putting value on newcomers and making it easy for them to become part of the community gained support and is very much in keeping with the spirit of the community.

There was also some interest in attracting new people and a question about who they might be – businesses, visitors, or residents – with regard to Cromwell as a gateway and maintaining a sustainable economy.

Community Events

Community Events were highlighted as a good way of helping Cromwell stay vibrant, positive and inclusive and there was a lot of interest in having an event management coordinator.

Cromwell has a strong events calendar that attracts both locals and visitors. There are many sporting events, but also regular community events such as the fireworks display at Melmore Marina in November and the Cromwell Cherry Festival in January. Clean up days were advocated at the community meeting and these have already proven successful at Lake Dunstan (see Lake Dunstan section). There were also suggestions for a 'beautiful street' competition and New Year's Eve celebrations.

The Cromwell & District Promotion Group plans and coordinates many events. Its website features a comprehensive events' diary of all events <http://www.cromwell.org.nz/>. The group's Proposed Marketing Budget 2012–13 provides \$40,000 for a promotions officer (<http://www.cromwell.org.nz/UserFiles/pdfs/MarketingPlan-2012.pdf> - pg. 36). As well, the Promotions group also puts information in the *Community Noticeboard* about upcoming events.

Other

There was a great deal of support for involving wine growers and the industry in public life and the food industry. While this referred to the promotion of Cromwell there is potential for more local community involvement, particularly in events. Another idea was to 'leverage' off the wine industry as part of maintaining Cromwell's position as a gateway to Central Otago. This also got a lot of support. See the Tourism section for more discussion on the wine industry.

Other ideas that gained some interest included living sustainably, defining a community vision, and changing old attitudes and working together.

Objective:

To enhance Cromwell's commitment to being a vibrant, positive and inclusive community

Recommendations for Action:

- **Investigate how communication by elected members and the Cromwell & Districts Promotions Group with the public could be improved.**
- **Welcome Packs are up to date, are getting out to people and encourage initiatives that integrate newcomers into the community.**
- **Consider how Cromwell might attract new people.**
- **Liaise with the Cromwell & District Promotion Group about the feasibility of introducing more community events like clean up days, a 'beautiful street' competition and New Year's eve celebrations and how to raise the profile of Cromwell's event diary.**

2. Community Amenities

The Mall

The Cromwell Mall was a standout issue across all the consultation processes for this plan.

The community wants the Mall to be vibrant and 'open' for business in an inviting way so that people don't just drive past it. They see the Mall's planned redevelopment as a huge opportunity and want to see it underway soon. The redevelopment was considered key to maintaining a strong, sustainable local economy and important to maintaining Cromwell's position as a gateway to Central Otago (comments included, opening it up and making it more accessible to visitors). Filling empty shops was also considered very important for the town's economy and sense of vibrancy. There was also a suggestion for it to be turned into a food court and another to create a reason to visit its center. In the business survey it was rated as the most important factor to making Cromwell a better place to operate a business.

The Mall is Cromwell's main retail centre. It has a variety of shops and eateries and is surrounded by commercial outlets that form the town center, and it is adjacent to the developing industrial area. Each retail space is subject to an individual title, which means there are many different owners, each of whom is responsible for their own space. The planned CODC-led mall redevelopment is an open-space rejuvenation project that aims to make the Mall inviting to enter, easier to move around in and a more appealing place for people to spend their time. The redevelopment plans will transform the Mall from a 1980s design to a contemporary look through the use of natural colours and landscaping.

There was a great deal of community consultation over a number of years to produce the concept plans for the redevelopment. The Urbanisation Report (available from the service centre) outlines those processes. It also highlights other aspects of interest such as the fact that the Cromwell Mall has twice the amount of retail metres expected of a town of its population (which may account for some empty shops) and that successful malls have a community presence (e.g., a museum).

The mall's staged, \$2.5-million redevelopment starts in 2012 with a new architecturally designed public toilet building, new bus shelter, lighting and landscaping at the Barry Avenue corner. The second phase incorporates visual and practical connections from the new i-Site building to the mall where the museum is to remain in an extended form, taking over the space left by the visitors centre. The final phase due for completion in 2017 will focus on all the other mall entrances. There are many other features including new pavers, schist wall alcoves and landscaping. Concept plans are available at the service centre. There is also information in the Long Term Plan. <http://www.codc.govt.nz/documents/ltp>

Memorial Hall

The Memorial Hall is Cromwell's Town Hall and it was raised as a general topic during consultation. In the 2008 Plan there was a recommendation to assess the future demands for community facilities when considering upgrading the Memorial Hall, as other facilities do exist. This has been completed. Following considerable consultation, which included engagement with user groups a \$2.5-million-plus upgrade concept, has been put into to the Long Term Plan, subject to CODC land sales to fund it. The concept addresses structural issues including earthquake and building code requirements (approximately \$1-million

worth), current users' needs and future needs (including meeting rooms). Copies are available at the service centre.



3. Heritage

Cromwell has a strong heritage due to its mining, horticulture, agriculture and dam construction history and there is now a growing awareness of early viticulture too.

The community is justifiably proud of its heritage and gave particular mention to Old Cromwell Town being 'fantastic', honouring heritage and praise to what had already been maintained, and a view that these achievements should continue.

The Cromwell museum is another focal point for heritage. It is located in the mall within the visitors' centre. However a new i-Site is being built (see the Tourism section) and the museum will be extended into the space being vacated by the existing i-site.

Cromwell celebrates its heritage. It hosts the New Zealand Gold Panning Championships, holds Farmers' Markets at Old Cromwell Town and has been involved in the Gold 150 celebrations. The Goldfields Mining Centre on the Kawarau Gorge provides a distinct part of Cromwell's mining and Chinese heritage and attracts many visitors.



Central Otago has recently produced its first district-wide heritage strategy. It was community driven with one of the public meeting's held in Cromwell. The results of this meeting are contained in the strategy's appendices and worth a look. What is particularly interesting to note is that Cromwell's vision for heritage was very strong on community involvement and responsibility and on their heritage being a 'living history'.

Those themes came through strongly in the consultation for this Plan, with a focus on upgrading, expanding and moving the museum. There was good support and encouragement for existing organisations: The Historic Places Trust, Otago Goldfields Heritage Trust, Old Cromwell Town Inc. (with a comment about training volunteers on grant applications). There was also good support for more walkways to interesting places, the development of a Chinatown, events to celebrate history, tying the heritage plan to the District Plan and maintaining heritage land and buildings.

Heritage was important in the 2008 Plan. Since then the community has increased awareness of: Old Cromwell Town as the heritage centre of Cromwell, stories around local mining and agricultural characters, and a heritage trail using the many heritage sites is on the agenda of Old Cromwell Town Inc. and the Goldfields Heritage Trust. It has also supported and publicised the Gold 150 celebrations.

Much is already being done to protect and celebrate heritage and it is important that the community is aware of what is happening so that it is able to support it. The Central Otago Heritage Strategy has many aspects and information that would be of interest and use to Cromwell, including building a heritage inventory, the collection of oral histories, a memory bank, an appendix on where to access funding and much more. Given the draw on volunteer labour for many heritage projects it is important that local heritage initiatives are managed effectively through collaboration and existing avenues like those outlined in the Central Otago Heritage Strategy.

Objective:

To maintain and celebrate Cromwell's heritage

Recommendations for action:

- **Support the museum's move into its extended space.**
- **Continue supporting existing organisations to provide advice and training for volunteers.**
- **Support the creation of a Chinatown, giving consideration to how it might tie in with the Kawarau Mining Centre.**
- **Ensure the community is aware of the Central Otago Heritage Strategy as a reference document and guide.**



4. Recreation and Entertainment

Cromwell and the wider district have a great many recreational opportunities and facilities for its population size. Given that recreation plays such an important part in people's lives it is perhaps unsurprising that it featured so strongly across the consultation process for this Plan. It ties in well with the community's current interest in enhancing vibrancy and is of particular interest to young people (youth survey). Entertainment also figured prominently with people wanting to see more venues and café's open till late.

The Central Otago Outdoor Recreation Strategy 2011-2021 is a useful document that can provide context to recreation in Cromwell. It's purpose is two-fold: to review outdoor recreation – identifying existing products and experiences; and, to provide guidance for the future – with the aims of minimising potential conflict and identifying opportunities to maximise the region's social and economic well-being, as well as its national and international standing.

Recreational Facilities

People are clearly well aware and appreciative of Cromwell's 'excellent facilities and opportunities'. However, there was a well-supported call for a coordinated approach towards recreational facilities (hockey turf, rugby grounds etc.) and funding. There were also some

specific suggestions for better clubrooms at recreation grounds, better use of land at squash court area, more activities for local children and promoting the recreational opportunities that are available. There were some polarising views on the proposed motorsport park with some people against it, but most supporting it. Overall, there were a myriad of interests in relation to recreation and those, which had the most interest, are discussed further in this section.

A Recreation Assessment Study for the Cromwell Ward was completed in May 2011. It is a large and comprehensive document concerned with establishing a long-term (out to 20 years) strategy to guide the current provision, use and development of recreation areas in Cromwell. The report found that Cromwell is generously endowed with sporting facilities and grounds. The challenge is in managing them effectively to meet the community's needs and ability to sustain them financially. In this regard, the Study, which focuses on outdoor and active indoor recreation and sports, will be very useful for the planning of open space, community facilities and physical activity needs (including projected needs) of local residents.



Currently the CODC Property Department is looking at the possibility of a 'one stop shop' type facility to meet many of the needs of recreation groups. This is focused around Anderson Park and ensuring that available funds can be put to best use. Anderson Park's current facilities include the Central Otago Sports Turf, Sports Club building, Sports pavilion/changing rooms, Playground, Cromwell Swim Centre, College gym, auditorium and fields. Users include Cromwell Tennis club, Cromwell Netball club, Central Otago Hockey Association, Cricket and Swim Clubs, Cromwell Sports Club Inc., Cromwell Rugby Football Club, Cromwell Junior Soccer Club, education providers, the public and visitors to Cromwell.

Cycle Trails and Walking Tracks

Cromwell has easy access to some great cycleways including the easy, family-friendly Dunstan Lakeside; the Cromwell to Bannockburn trail for intermediate riders; and for the adrenaline junkies, the Carricktown/Young Australian trail.

The community was particularly interested in moving ahead with cycle trail links, generally, and connecting existing facilities and potential cycleways to get a regional spread e.g., Cromwell to Queenstown, Cromwell to Clyde, Cromwell to Wanaka. The community also wants to build on to existing walkways and also ensure that greenways have sufficient signage (see Greenways).



There are two proposals that have active interest groups behind them. One is for a cycle way through the Cromwell Gorge to Clyde where it would link up with the Otago Central Rail Trail. The other is for a cycle way from Cromwell through the Kawarau Gore where it would link up with the Queenstown Trail (NZ Cycle Trail) at Gibbston.

In recent times a track has been completed from Cromwell to Pisa. This track could conceivably be extended to join up with the Upper Clutha Track, which is slowly being developed from Wanaka to Luggate. Currently, the Upper Clutha Tracks and Trails Trust are developing a proposal for a trail from Wanaka to Clyde. This would meet a recommendation in the 2008 Plan to develop a walkway/cycle way around the top end of the lake.

Young People

The Youth Survey engaged with young people in years 9 and 10 at school (ages 13–15). It had a focus on sport and recreation with teenagers enjoying a wide range of activities. Swimming was far and away the most popular sport, the next most popular were the lake activities, snowboarding, skiing and netball, then jumping off the bridge, water skiing and rugby followed by a range of others. The most popular recreational pursuits were hanging with friends and eating, followed by video games and movies, then computers, music and shopping and a range of other things to a lesser extent.

When asked to identify what projects they would like to be involved in young people put movies first; skate park second; more shopping third; a hydro slide and diving boards, fourth; and Starbucks, fifth. These choices mirror their top choices for what they would like to see in Cromwell in 10 years time with a movie cinema easily topping the list followed by more shops and a hydro slide at the pool. A hydro slide and diving boards go hand in hand with swimming as the most popular activity, but suggestions for Starbucks and more shops provide some commercial challenges, and as has already been mentioned, Cromwell already has twice as much retail space as what is usual for its population size (see The Mall section).

However, the teenagers' strong interest in movies parallels the community at large, which was highly supportive of an idea to develop a movie theatre. Interestingly, the business survey indicated that a movie theatre was a business that could successfully locate to Cromwell.

Movie Theatre/Outdoor Entertainment Venue

Developing a movie theatre was a very popular idea across the community. There was a suggestion to "keep library and back room for movie theatre". The idea of a movie theatre was also raised in the 2008 Plan, with a comment about it needing to be commercially viable.

Having a commercially viable movie theatre in Cromwell might be a challenge, but is worth investigating. Some places have small art-house-type theatres, movie clubs, and community movie nights in alternative or multi-purpose indoor and outdoor (and sound-shell) venues. Examples exist in Wanaka, Alexandra and Arrowtown. There were also suggestions for an outdoor concert venue, a natural amphitheatre behind the racecourse, and evening entertainment by the lake near Old Cromwell Town – well-lit restaurant and bar area. The latter attracted a lot of interest and potentially, such venues could show movies in the summer, too.

Culture and Cafés

There was some interest in spending more on culture with the comment that it was out of balance with support for sport. This is where the development of a theatre or the showing of movies or an outdoor venue (see Movie Theatre/Outdoor Entertainment Venue section) could contribute. People were also keen to see cafés open later – after 5pm, bearing in mind that there is a commercial imperative.

Objective:

Good quality, well managed recreational facilities and entertainment venues.

Recommendations:

- **Ensure decisions about planning for recreational needs are well informed and have a coordinated approach taking into account needs and costs.**
- **Keep the public informed of the issues and opportunities for managing recreational facilities.**
- **Monitor the progress of new cycle trail and walking track proposals and keep the public informed.**
- **Ensure that new cycleways can be viably maintained.**
- **Support Cromwell's young people to be involved in or to lead a community project and see it to fruition.**
- **Investigate possibilities for a movie theatre and outdoor venue and how it/they could be funded.**

Economy

The Central Otago economy is diverse with both established and fledgling industries, many of which have experienced significant growth during the past decade. The province also continues to attract newcomers for both business and lifestyle reasons.

Cromwell's economy reflects this bigger picture with farming and horticulture providing a strong local backbone to the increasingly important viticulture and tourism-related industries. It also enjoys a retail hub and a developing light industrial sector.



Additionally, Cromwell has a strategic advantage with its handy location on the highway between Wanaka and Queenstown. This makes it accessible and attractive to markets in both locations, to operators who want to establish themselves near those markets without paying high costs and to travelers and tourists going between them. Consequently, Cromwell also serves as the gateway to Central and is often the first 'taste' of the region that visitor's experience.

Cromwell has both the space and potential for growth (also see Planning section). However any growth needs to be managed in light of the region's destination management approach to ensuring lifestyle values are maintained.

During consultation the business sector was surveyed and the local economy was a topic in both the community survey and at the community meeting. Young people also contributed their views and ideas via the youth survey. Promotion was a strong theme. People are keen to promote Cromwell as a hub, a retail centre, and a tourist destination as well as being a good place for new people to visit and live and do business.

1. Business

It is estimated that the total number of businesses in Cromwell is approximately 200. Eighty businesses were surveyed in face-to-face interviews for this Plan. Most were small and locally owned with 45 percent indicating that they have been in business for more than 10 years, which suggests a core of well established businesses. Business confidence was

mixed with over half of those interviewed believing the outlook was good or very good; nearly all had felt, or still felt, the effects of the recession.

Interestingly, many of the same aspects of doing business in Cromwell figured as both positive and negative: support of businesses, transport and freight, customer loyalty, labour supply, size of local markets. The main constraints were not enough customers and businesses not wanting to expand. Fifty percent of the businesses surveyed did not think there was a need for a local business-networking group; 30 percent of them were already involved in existing local or industry groups.

When asked about improving business performance a third indicated it would be business as usual, followed by marketing, new equipment and product improvement. With a focus on not wanting to expand and business as usual, (See Appendix 1 - Business Survey Results November 2011) indications are that there are a high proportion of business owners who are keen to maintain a lifestyle balance.

Businesses saw the mall's redevelopment (see The Mall section) as the most important individual factor to making Cromwell a better place to operate a business; population growth was a close second.

At the community meeting there was interest in attracting and retaining a diverse group of people. On the flip side, many of the town's young people did not see themselves living here in 10 years time. The single most common reason given was not enough job opportunities even though Otago Polytechnic's Central Otago campuses offer qualifications in a variety of locally relevant industries such as horticulture, viticulture, business, hospitality, adventure and tourism. The 4Trades Trust also supports businesses and young people through its apprentice programme. Local businesses said that customer service skills would be the main skills they would be looking for when hiring new staff. Other skills potentially needed in the future relate to a range of 'blue collar' type work rather than professional positions (see Business Survey in the appendices).

When asked about potential new businesses for Cromwell, business owners rated wining and dining, entertainment and retail strongly (see Vibrant Community and Recreation and Entertainment sections). This has parallels in the Youth survey where young people said that in 10 years time they would most like Cromwell to have a movie theatre and more shops. Attracting more wining, dining and entertainment would likely require a lift in visitor numbers to ensure their viability. Filling empty shops came up several times during the consultation. As mentioned elsewhere, the Urbanisation Report commissioned as part of the mall redevelopment said that Cromwell mall has twice the amount of retail metres expected of a town with of its population, which means that filling those shops could be a challenge.

Assistance for new and potential businesses is available in various forms from a number of entities including Otago Chamber of Commerce, Cromwell & Districts Promotions Group (whose general role it is to attract people to visit, stay, play or reside in Cromwell for the benefit and betterment of existing residents and ratepayers) <http://www.cromwell.org.nz/> and CODC <http://www.centralotagonz.com/Enterprise>.

Objective: To have a sustainable economy.

Recommendations for action:

- **Promotions focus on Cromwell as a service, retail and gateway hub that is also a great place to live, study and do business in.**
- **Consider how new business could be viable and attracted to Cromwell.**
- **Encourage closer relationships between business/industry and schools.**

2. Tourism

Tourism is an important component of the Central Otago economy and it has good potential for growth.

Regional tourism estimates indicate Central Otago received approximately 1,056,803 visitors in 2011. This data is derived from modeling and extrapolating data from the International Visitor Survey, the Domestic Travel Survey, Statistics New Zealand's International Travel and Migration data series and electronic card expenditure data

Commercial Accommodation Monitor (CAM) records show 302,765 guest nights in Central Otago for the year ended Jun 2012. This includes both international and domestic visitors. For the year ended June 2012 visitor numbers increased 7.7% versus the year ended June 2011. The increase follows a sustained period of lower visitor numbers due to the likes of global financial recession, Christchurch earthquakes and influenza pandemics etc.

Visitors to Central Otago come for many reasons including the weather, scenery, a relaxing holiday, camping, events, heritage, attractions, wine and food. Many more have opportunities to come to Cromwell en route between Queenstown and Wanaka. Due to its location, Cromwell should be developed as a hub to Central Otago and 'central to everywhere'. The development of a new, more accessible i-Site (see i-Site section, next) in Cromwell will enhance this status.

The district embraces a destination management approach to tourism. This focuses on sustaining the attractions that make Central a desirable place to visit, while holding dear those aspects and values that make it a great place to live and work now and into the future. These community derived values underpin the district's 'Central Otago – A World of Difference' regional identity brand. Cromwell benefits from the marketing activities of Tourism Central Otago as well as the Cromwell and District Promotions Group.

The community is keen for Cromwell to be well promoted and to get visitors to stay for longer with a suggestion that accommodation providers work together for this purpose (other promotional agencies mentioned above could have a role, too). Promoting heritage (see Heritage section) and the wine industry were specifically mentioned as was accommodating motor homes.

Cromwell is well served by a range of accommodation types – lodges, motels, bed and breakfasts and motor camps. With motel occupancy rates at typically less than 50 percent there is plenty of potential to accommodate more visitors and for longer. The Central Otago Camping Guide brochure lists camping grounds, DOC campsites, designated camping sites

around Lake Dunstan and other places, as well as transfer stations and dump stations. The brochure is available from i-Site visitor centres.

In the Youth Survey young people were asked what they would advertise about Cromwell to attract visitors. At the top of their list was to celebrate Cromwell's famous people, then the new racetrack, closeness to the ski field and the lake.

Cromwell i-Site

During the consultation process there was much discussion concerning the completion of the new i-Site. Maintaining Cromwell's position as a hub to Central Otago and being a factor in making Cromwell a better place to operate a business were two of the main issues concerning the i-Site. The latter is no doubt true for tourist-based businesses, but also for retailers.

The i-Site is to be housed in a new building on a prominent, new site in the 'big fruit' rest area. Concept plans are complete and building is expected to begin in late 2013. This facility represents the whole district and will become a focal point to entice visitors to enjoy and spend more time in Central Otago and Cromwell.

Wine Industry

There was a great deal of interest in the wine industry at the community meeting. The industry has potential to add both vibrancy to the community and the ability to attract visitors, as well as contributing to a sustainable economy. The wine industry also adds a promotional string for Cromwell, as Central Otago's gateway status.

There was particular interest in involving the wine growing industry more in public life. There was also a well supported comment to "leverage" off the wine industry as a key visitor product. 'Valley of the Wines' signage and festivals were suggested, and more standardised access to wineries and more open times and days.

While grapes have been grown in Central Otago for more than a century the contemporary commercial wine industry is relatively small and young. Even in its infancy it has gained a reputation for producing very fine wines, thanks in part to the local continental climate, unique in New Zealand. Central Otago Pinot Noir in particular has become very highly regarded, but other varieties such as Riesling and Pinot Gris are also making a name for themselves.



There are 89 wineries in the district, which in 2010, produced 6,500 tonnes of grapes. Grape production has steadily increased during the past decade, but current thinking is now focused on sustainability – producing quality, not quantity and new plantings have tailed off.

The Cromwell basin is the area's largest wine-growing sub-region with vineyards from Bannockburn and Lowburn to the Wanaka Road and Bendigo. It offers many and varied wine and food experiences for locals and visitors. There are wine tours and festivals, cellar door sales and restaurants.

Objective:

To have a thriving tourism industry that recognises Cromwell as a gateway to Central Otago and 'central to everywhere'

Recommendations for action:

- **Work with accommodation providers and local tourism agencies to consider how best to entice visitors to stay for longer.**
- **Consider new ideas for promoting Cromwell to potential visitors taking into account the community's ideas e.g., wine industry, heritage, famous people, new race track and gateway/service-retail hub/getaway destination attributes.**
- **Consult with the wine industry about what more could be done to promote it and involve it more in the life of the community.**

What is important to the Community?

The working party has attempted to identify which recommendations are priorities for the community. From these priorities, timelines for working on these recommendations can be developed.

High = focus within the next 0-2 years

Medium = focus within the next 3-4 years

Low = focus within the 5 years +

Rec number	Recommendations	Priority
1	Advocate for weed control in Lake Dunstan.	M
2	Co-ordination of beautification projects, including the planting of native shrubs and trees.	M
3	Developing and maintaining walkways and cycleways.	H
4	Investigate linking lakeside areas with walkways and cycle tracks.	M
5	Advocate for the implementation of the Lake Dunstan aspects within the Clutha River / Mata-au Plan 2011.	H
6	Improve lake access through lakeshore maintenance.	M
7	Consider the control of vehicle access.	M
8	Advocate for greenways to be factored into new subdivisions.	M
9	Identify where directional signage is required to showcase our greenways and implement erection of signage. Ensure linkage to points of interest have been considered.	M
10	Participation in the development of a clear amendable District Plan for the long term future of Cromwell and communicate this with the local community. This plan would cover residential, commercial and industrial development requirements, likely growth direction and proposed and possible zone/ land use changes.	M
11	Ensure that the District plan (mentioned above) gives priority to Cromwell's landscape and environmental values.	M
12	Understand the impacts on landscape and	M

	environment of dairying within the Cromwell Basin and respond accordingly	
13	Maintain the momentum and raise the awareness for ensuring there is a long term plan for the water supply and waste water which will meet the growth expectations.	M
14	Promote the re-direction of heavy traffic heading to McNulty Road and the industrial area to travel on State Highway 8b and State Highway 6 rather than Barry Avenue.	
15	Maintain the momentum of existing initiatives to secure good highway signage and attractive entranceways, ensuring a coordinated approach is undertaken.	H
16	Check that the night sky has been considered in current planning documents and make arrangements to include it in future ones.	M
17	Create a plan or investigate current strategies for removing wilding pines, briar, gorse and broom.	H
18	Have a beautification programme	M
19	Investigate how communication by elected members and Cromwell Promotions with the public could be improved.	M
20	Welcome Packs are up to date, are getting out to people and encourage initiatives that integrate newcomers into the community.	M
21	Consider how Cromwell might attract new people.	M
22	Liaise with the Cromwell & District Promotion Group about the feasibility of introducing more community events like clean up days, a 'beautiful street' competition and New Year's eve celebrations and how to raise the profile of Cromwell's event diary.	M
23	Support the museum's move into its extended space.	M
24	Continue supporting existing organisations to provide advice and training for volunteers.	M
25	Support the creation of a Chinatown, giving	L

	consideration to how it might tie in with the Kawarau Mining Centre.	
26	Ensure the community is aware of the Central Otago Heritage Strategy as a reference document and guide.	M
27	Ensure decisions about planning for recreational needs are well informed and have a coordinated approach taking into account needs and costs.	M
28	Keep the public informed of the issues and opportunities for managing recreational facilities.	M
29	Monitor the progress of new cycle trail and walking track proposals and keep the public informed.	M
30	Ensure that new cycleways can be viably maintained.	M
31	Support Cromwell's young people to be involved in or to lead a community project and see it to fruition.	M
32	Investigate possibilities for a movie theatre and outdoor venue and how it/they could be funded.	M
33	Promotions focus on Cromwell as a service, retail and gateway hub that is also a great place to live, study and do business in.	M
34	Consider how new business could be viable and attracted to Cromwell.	M
35	Encourage closer relationships between business/industry and schools.	M
36	Work with accommodation providers and local tourism agencies to consider how best to entice visitors to stay for longer.	M
37	Consider new ideas for promoting Cromwell to potential visitors taking into account the community's ideas e.g., wine industry, heritage, famous people, new race track and gateway/service-retail hub/getaway destination attributes.	M
38	Consult with the wine industry about what more could be done to promote it and involve it more in the life of the community.	M