

Patearoa and Upper Taieri Community Plan



April 2007

Patearoa Community Plan

Executive Summary

Process

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

This Plan has distilled the individual opinions into a collective community vision and proposes a number of key recommendations that will assist in the development of Patearoa as a sustainable community. While the Plan has no legal status, it does provide an important insight on the direction the community would like to head for many of the organisations involved or identified in it. To this end having a community group to oversee the aims of this Plan, on behalf of the community, will be important and help to drive many of its recommendations. The Plan also notes that there is a community plan for the Maniototo and a plan for Naseby which need to be considered in conjunction with this Plan when looking at the Maniototo as a whole.

In defining the Patearoa and Upper Taieri community, the Plan also acknowledges that there is a wider community including both private individuals and national organisations which for historical, ancestral and heritage reasons consider themselves to hold an interest in the future of this area. This plan provides a framework from which further activities and actions can be developed and this may see a possible broadening of the scope of the plan in the future.

It should be noted that when referring to the Patearoa area this is including Patearoa, Paerau and the upper Taieri area.

Community Plan Process

The outline planning process and time frame is as follows:

Community Workshop – held November 2006

Draft Plan developed – December 2006

Draft Plan – Available for community comment – December/January 2007

Submissions – reviewed by Working Party – late February 2007

Changes made to Plan – March 2007

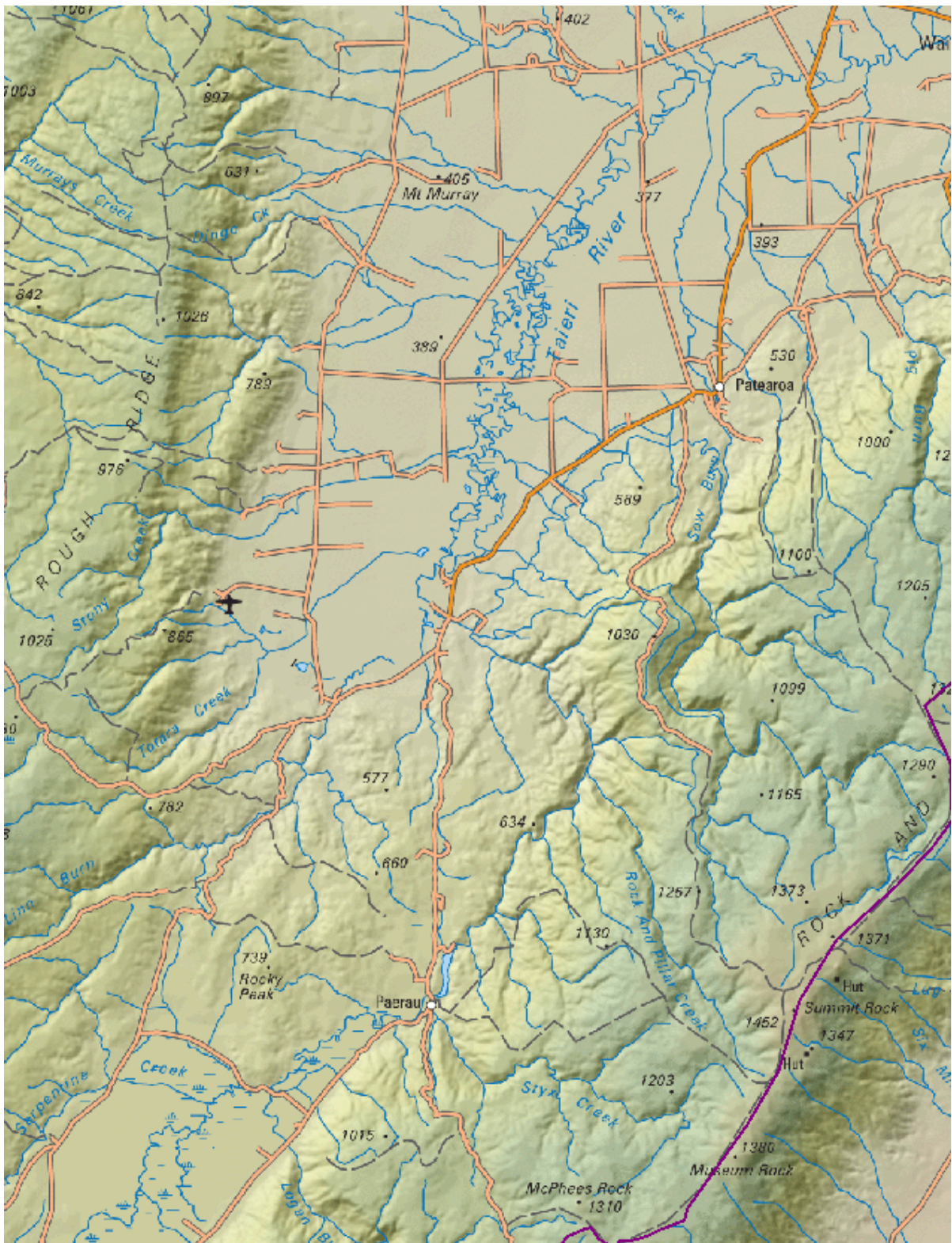
Community Plan – sign off – late April 2007

Implementation – April 2007 onwards

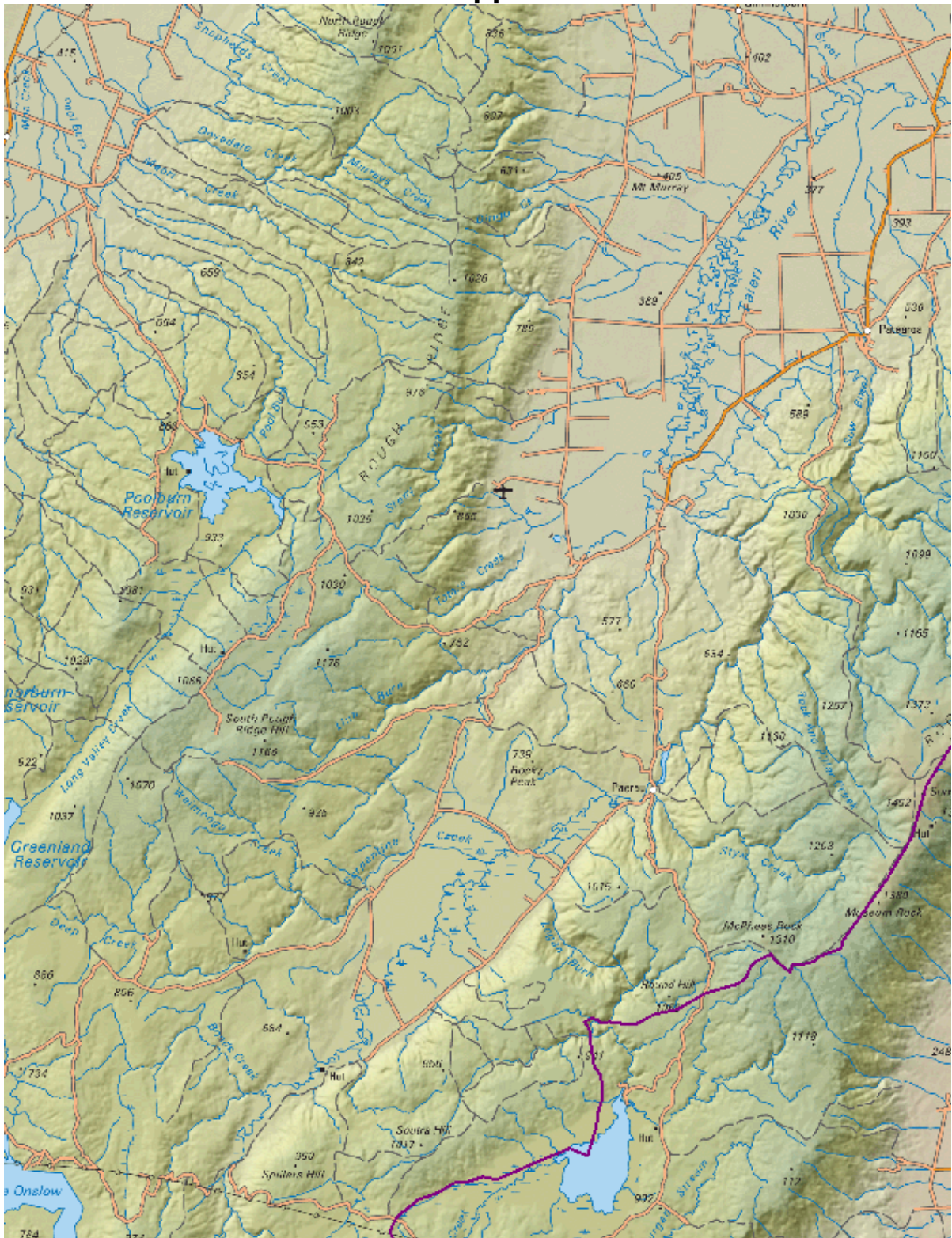
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Patearoa Area



Patearoa and Upper Taieri Area



Vision

WE VALUE

Our Environment

- Its distinctive landscape, mountain ranges, rivers and streams.
- Its special microclimate.
- Its views and vistas and the feeling of open space.

Our History and Heritage

- Its local goldfields history, buildings and relics.

Our Community

- A vibrant, positive and inclusive community spirit.
- Its peace and quiet where a relaxed lifestyle can be enjoyed.
- A safe community where people know and look out for each other.

Recreation

- The recreational opportunities and recreational facilities in the area.

Should all or any of these values be lost or degraded, the area will no longer be a 'special place'.

Community Profile

Location

This community plan takes in more than just the Patearoa village but extends to Paerau, Puketoi, Linnburn, Blackball, Serpentine, the Great Moss Swamp and surrounding area. It encompasses much of the head of the Maniototo Basin and has views down the basin to the Hawkduns, Kakanuis, Mt St Bathans and Rough Ridge. Patearoa and Paerau sit at the foot of the Rock and Pillar Range and look out across this basin.

History

Patearoa, 17km south of Ranfurly, is a small farming centre with numerous distinctive historical cottages and mining relics. Called "Sowburn" during its goldrush, Patearoa's settlement began with the establishment of a church and school in 1870. Nearby Hamiltons supplied many of Patearoa's needs in the early days but by the 1890s a hotel, store and other amenities had been established. Gold sluicing was carried out nearby well into the twentieth century. Once served by a store, post and telegraph office, Patearoa is home to farming families and is a popular holiday spot with many of the old homes now being used as cribs. Patearoa is a tight knit community and still supports a large number of sports clubs eg Patearoa Bowling Club, Patearoa Golf Club and other community groups such as Patearoa Ratepayers Assn and the Patearoa Recreation Reserve Committee.

Paerau is a sheep farming area in the upper Taieri Valley. It is 40km south west of Ranfurly and 1,700 feet above sea level. It lies between the Rough Ridge and Rock and Pillar Ranges and was formerly known as the Styx. The name Paerau means "many ridges". In the goldmining days the gold escort travelled on the Old Dunstan Road and used the settlement as a stopping place. The area was gradually opened up to sheep farming and the two big stations of the area were broken into smaller sections in 1909. A school operated from 1919 to 1920 and again from 1928-1929. The settlement also boasted the smallest post office, six feet six inches square until its destruction by fire. Today the area is popular for shooting and fishing, whilst farming is the core industry. (*The Cyclopedia of Otago and Southland Vol 2*. Edited by Paul Sorrell, Published 1999)

Economy

Central Otago has been subject to rapid economic development during the past four years. The Maniototo has experienced the effects of this growth with the price of land and houses increasing from the lows experienced in the late '90's. The local Patearoa economy is primarily based on agriculture and sheep farming in particular; however, in recent times there has been some diversification with the development of several dairy farms in the Maniototo basin. Thus, with this reliance on agriculture the economy is inextricably linked to external factors such as the value of the New Zealand dollar and demand for farming produce over which there is little local control. The Patearoa area with its low rainfall is very reliant on irrigation and water enables the area to be productive.

Environment

Patearoa's distinctive landscape, microclimate, heritage aspects and access to recreational opportunities in and around the area are widely considered to contribute to the perception of it being a 'special place'. The vast open space includes a superb vista which takes in Rough Ridge, the Rock and Pillars, Hawkduns, Kakanui's and Mt St Bathans.

The community needs to identify in detail those landscapes, ridge lines and heritage items it values before they come under development pressure. The area also has a unique biodiversity with the Taieri River, Scroll Plain, Sowburn Creek, Great Moss Swamp and surrounding mountain areas. The Patearoa and Totara Creek Saline areas include the salt flats, salt pans and former salt lake which are unique to the area. For these areas to survive the community must raise awareness and provide education for all visitors.

A point that has come out in discussions about Patearoa is the four distinctive seasons and the unique micro climate which are a significant attraction to the area.

As Patearoa continues to experience growth and development, additional families are likely to be attracted to the area and house numbers may increase. This may ultimately put pressure on infrastructure such as water supply, sewage disposal methods and roading services such as footpaths and street lighting.

Lifestyle

The Patearoa area is essentially populated by families with a strong sense of connection to the area. There are many families who have been in the area for generations, initially attracted there either by the goldrush or farming opportunities. It is equally as popular as a holiday destination which is evidenced by the many cribs in the village. The population for the greater Patearoa area numbers about 160 permanent residents. This number increases during the summer months and long weekends with holiday makers.

For younger people, the area will always be home, but they have a tendency to leave the area to find a wider range of employment and/or educational opportunities. In recent times this trend has changed with increasing numbers of apprenticeships in all trades helping to keep some youth in the wider Maniototo area. The local community identified that the educational facilities in the area present opportunities to have further training and apprenticeship schemes that retain people in the Maniototo and that the excellent sporting facilities can enhance this.



Social Infrastructure

There is a wide range of social infrastructure available in the Maniototo area including health services via Maniototo Health Services, the Chalet Rest Home, a volunteer ambulance/St Johns, doctor and a visiting dentist. There are also several churches representing a number of different denominations, pre school facilities, three primary schools and an area school. Patearoa itself has a former school site, golf course and domain area, bowling club, the pub and garage.

Specific Features of the Area

Population	The community numbers approximately 160. However, during the summer months the population rises with holiday makers staying in the area.
Population - 2001	Maniototo - 945 Ranfurly - 732 Naseby - 99
Population - 2006	Maniototo – 1,035 Ranfurly – 711 Naseby - 114

People	<p>20.6% of the wider Maniototo population are aged under 15 (19.9% for Central Otago – based on 2001 figures. Information for 2006 not currently available)</p> <p>71.2% of the wider Maniototo population are aged 25-64 (53.2% for Central Otago).</p> <p>8.2% of the wider Maniototo population are aged over 65 (17.7% for Central Otago and 12.1% for NZ)</p>
Climate	<p>Continental. The average rainfall is approximately 350mm. There is on average 70 wet days per year.</p> <p>There is a marked variation in winter (down to -15 degrees C) and summer temperatures (up to 35 degrees C).</p>
Features	<p>The Mountain ranges including Rock and Pillar, and views of the Rough Ridge, Kakanuis, Hawkduns and Mt St Bathans.</p> <p>New Zealand's third longest river at 318km with the Taieri River</p> <p>Great Moss Swamp (Loganburn Reservoir) and Scroll Plain.</p>
Regular Events	<p>Crockery Bob's Sale</p> <p>Reserve Board Community Barbeque</p>
Industries	<p>Pastoralism, tourism and hospitality industry, retail, trade and commercial services are significant.</p>



Discussion Points

Community Development

1. Community

It is very clear that within the Patearoa community there is a passion to preserve its character as well as a desire to make it a great place in which to live, work and play.

Despite the shared strong sense of connection, it is also recognised that the Patearoa community consists of distinct interest groups including permanent residents, business interests, holiday home owners spread throughout the area, small block owners surrounding the village and large property owners/farmers.

The people of Patearoa want to retain their sense of community, their friendliness, their community spirit (with people looking out for each other) and the feeling of safety within the community, as well as maintaining the high level of volunteerism and the laid back pace of life. It is these special characteristics which make people stay and call this area home. Many families and businesses have been in local ownership for generations and these people have a vested interest in the welfare of their local community.

The community has identified that they need to encourage population growth so as to maintain the infrastructure and services in the area. People are a valuable resource for the area.

If the community wants to encourage new people to the area we need to make them feel welcome, as they often bring a wide variety of new skills. As a means of welcoming these new residents a "Welcome Pack" is currently being developed in conjunction with Sustainable Otago which is a business unit of the Otago Polytechnic in Cromwell. It is anticipated this Welcome programme will hold sessions in Ranfurly. With new residents coming into the area the challenge will be for the local community to keep its uniqueness and maintain the community values outlined above.

Like many rural communities, volunteerism was noted as a real strength for the Patearoa community. Most groups rely on this goodwill to run many of the activities. For example, the Bowling club, Recreation Reserve Committee, Resident and Ratepayers group, the Paerau School Board of Trustees and the list goes on. There was concern expressed that with a decline in volunteerism, due to busier lifestyles (whether this be work or other recreational activities) and with members of the local community aging, these activities and events run the risk of decline. With many active community groups it was noted there was hardly enough people to do all the work and it is difficult for people to keep track of all the things happening locally. Greater co-ordination of existing committees, maintaining the momentum of these groups, information sharing and better communication between groups and the local community was suggested.

With an upbeat economy, a move to more industry training, there is greater opportunity for young people to stay rather than move away to further their education or for employment. With the numbers of young people increasing further consideration needs to be given to involving them in the community.

Objective

A community that is safe, which people want to live in and be part of and which shares a common vision for the future.

The retention and further expansion of local services.

Recommendations for action:

- ***Encourage new residents to live and work in the Patearoa area.***
- ***Promote the Welcome Pack to new residents and business operators in the area.***
- ***Hold a regular community meeting where all local groups can update the community on their current projects.***

2. Community Services

For any community to thrive a variety of businesses is important. The community expressed concern about the potential loss of further businesses including the local pub and garage. More residents would help increase business viability. The local community identified the importance of the pub and the garage as local gathering points. If it was possible reopening the shop (which closed several years ago) would be desirable however this would require an increase in the permanent population.

In encouraging further businesses into the area, poor telecommunications and broadband would be an issue. With the nature of business now and the opportunity to operate businesses remotely, Patearoa could cater for people wanting to semi retire to this superb climate and laid back lifestyle.

Electricity was also identified as being unreliable and needed to be improved. This has been characterised by loss of electricity and electricity surges in the area at frequent intervals over recent times.

Objective

The retention and further expansion of local services.

Recommendations for action:

- ***Advocate for the retention and improvement of services in the area.***
- ***Advocate for better telecommunications and internet services to the area.***
- ***Advocate for a reliable electricity supply for the area.***



2. Recreation and Culture

Patearoa is a convenient access point to a vast range of recreational opportunities. The surrounding mountains and rivers provide opportunities for hunting, fishing, tramping, mountain biking and walking. (See also Walkways section under Product Development).

It also has an abundance of recreation and sporting facilities for a small community with the former school site, playground areas, sportsgrounds, tennis courts, swimming pool and swimming or canoeing at natural pools in the Sowburn, community hall, golf club and bowling club to name but a few. More recently it was proposed to convert the old school site into a camping ground which would better utilise facilities such as the swimming pool, golf course and bowling club, while providing some financial return to the local community through operation of the camping ground. It is possible that the old school premises can be converted to accommodation to cater for visitors to the area including the Rail Trail market.

There are various walkways and mountainbiking tracks in the area, from the Old Dunstan Road, to localised walks. There is an abundance of opportunity for these types of activities.

Hunting and fishing opportunities are also in abundance. There are good areas like the Taieri River, local reservoirs, dams and a significant amount of highland areas which are easily accessible. River quality can vary in the area and this is of concern to the local community. The community endorses the continued monitoring and improvement of river quality in the area.

A further opportunity identified was to make better use of the unique climate and landscape. With such a good climate, outdoor sport and recreational areas this could be a selling point for sport and recreation in the area. The Old Dunstan Road allows access to areas with high

recreational values, that could set this community apart. The idea of a network of recreational tracks and trails for trail bike, four wheel drive, horse, walking and cycling was promoted. However, it is acknowledged that any such development would first need consent of landowners. It should be noted that the proposed wind farms could have a huge impact on the area. Some see this in negative terms while others see it as a possible positive for the area. Irrespective of which camp one sits, if the proposed wind farm is granted a consent this community will be significantly affected.

Objectives:

Well managed recreation facilities with identification of future opportunities.

Recommendations for action:

- ***Identify potential recreation and cultural opportunities that will be in keeping with the intent of this plan.***

Product Development

1. Heritage

Patearoa and the surrounding area has a proud heritage associated with its mining and agricultural past. A number of heritage sites are already included in the District Plan. (see the attached Appendix 1 which outlines heritage items in the area).

The Central Otago Heritage Project may get underway in 2007. The project proposes to develop an integrated heritage strategy for the district that incorporates heritage management, cultural tourism and local values. Not only will this project identify those heritage items most at risk, most important and most representative, it will also identify sustainable development projects that may involve private public partnerships to enable these to be achieved. Elements of heritage in the area are likely to be highlighted by this project.

Other parties included in the project are DOC and the Historic Places Trust (HPT) who have an interest in preserving and maintaining the heritage aspects of the area. Community involvement is essential to the long term success of the project.

Heritage was identified as being very important to the Patearoa area. To retain its ambience full consideration should be given to existing heritage. Whether it is its farming heritage, mining history or the old buildings there is a wide range of history to be appreciated. Mining history in the area is significant with its proximity to the Old Dunstan Road, the Hamiltons Mine Diggings and the miners cottages dotted around the area. The history of Patearoa is well recorded with the recent publication by Jim Sullivan "Patearoa – Past and Present". From this source developing stories about the area for heritage purposes will be given a head start.

Opportunities for heritage tours were identified utilising sites such as old farm buildings, the old miners cottages, the Chinese diggings, Dykes Dam and other miners areas such as the sluicing areas at Patearoa and the Hamiltons mining site. These tours could be adjuncts to activities associated with the Otago Central Rail Trail with the express aim of trying to get visitors to stay an extra night in the Maniototo. Interpretation of the heritage, through better signage, would be required to help sell the story of the area to visitors.

Opportunities were also identified with the possible restoration of the Chinese diggings and Alnwick Cottage.

A further opportunity was also identified in recognising the importance of David McKee Wright who was a noted poet who lived in the area at the turn of the 20th century and wrote about the area.



Objective

Enhance the heritage character of the Patearoa area for the appreciation of locals and visitors alike.

Recommendations for action:

- *Identify a range of key heritage sites that could be developed as a heritage trail with clear signage and appropriate interpretation of the heritage values.*
- *Undertake a restoration project of identified sites including the old Chinese Camp and Diggings and Alnwick Cottage.*
- *Develop heritage material and stories based around poet David McKee Wright.*

2. Cycleways and Walkways

With a distinct landscape and numerous examples of its rich heritage, there are many opportunities for walking and cycling tracks in the Patearoa area. There are already walkways in Patearoa following the Sowburn river. (See also recreation section). The current walkway is unsuitable for cycling/motorbikes and it is not envisaged that it be improved to cycling standards.

The Central Otago District Council (CODC) is developing an Outdoor Recreation Product Development Strategy which will identify recreational opportunities as well as providing guidelines regarding operational and maintenance matters.

The Rail Trail is proving to be a real opportunity for the Maniototo as numbers using this increases. While the Trail bypasses Patearoa and goes through Waipiata 14km to the north, it was identified that the community needs to improve the linkage between the Rail Trail and other attractions in the Maniototo. The suggestion is that there is an opportunity to market to those on the Rail Trail eg heritage tours, high country 4 WD tours, mountain biking, walking tracks, fishing and hunting given the easy access to these locations in the Pateaora area. Pateaora is also blessed with an excellent range of recreation facilities which are all within walking distance of the village.

It was noted that the walkway currently in existence needs a bridge and a suggestion has been made to extend the walkway beyond Dykes Dam.

The aim for offering package deals is to retain visitors for an extra length of time or get return visits. These additional experiences, which have some economic value, will ultimately benefit the local area and Central Otago.

Objective

Create cycleways and walkways that showcase the areas landscape and heritage.

Recommendations for action:

- ***Create local cycleways and walkways to appropriate track standards with signage and interpretation and in keeping with the new regional identity guidelines.***
- ***Provide a bridge on the walkway to enable ease of access and extend the track beyond Dykes Dam.***



3. Events

Currently there are community events such as the Crockery Bobs Sale and the community barbeque. There is an opportunity for further development and promotion of seasonal events which utilise the strengths of the area including winter activities such as curling and ice skating or summer activities such as mountain biking, hang gliding, kayaking, gold panning and mountain running. There are opportunities for year round recreation activities such as heritage trails, fishing and boating, walking or using the many other recreational facilities in the town. However, organising any new event requires volunteers and the shortage of helpers in the community must be recognised if any new event is to be considered.

It was suggested that there could be a focus on educational opportunities for the future, for example operating rural training courses or recreational activities, using the landscape for arts courses, photography or attracting school camps to the area, thus utilising the excellent former educational and sporting facilities already in place. An opportunity was identified to make better use of these facilities with organisations such as the Otago Polytechnic being encouraged to provide primary industry education or training. Numerous examples were given for utilising the natural advantages such as the good weather for a summer school or hi tech coaching school (eg cricket), or the dairying in the area for dairy farming courses, or using the natural landscape for outdoor education and mountain biking activities.

The suggestion was made of attracting corporate functions, charettes (small conferences) or team building activities to the area. This market could be investigated with the aim to develop a proposal to attract this kind of activity to the area.

Objective

Continue current, and further develop, quality events for the area.

Recommendation for action:

- ***Assess opportunities for hosting small meetings in the area.***
- ***Assess opportunities to attract educational courses to the area.***
- ***Assess the opportunities for other events in the area.***
- ***Retention of the Crockery Bobs sale in conjunction with the annual community barbeque.***



Physical Infrastructure

Infrastructure is critically important for all communities. The Patearoa community needs to clearly identify what it wants for the future. If it is to capitalise on those wanting to live in Central Otago, the growing number of visitors to Central Otago, the desire for people to have second homes or continue to be an attractive place for retirement, then it must put in place appropriate supporting infrastructure. However, such development is likely to place a financial burden on what is essentially a small ratepayer base in terms of rates required. A key will be to provide services to the public at a level that the community can afford.

A key issue for small towns is the significant extra requirements on infrastructure during the summer period when the population increases and the increased demands on the water supply, roading and other services.

A suggestion has been made to come up with an overall design or future direction for Patearoa with a landscape plan being proposed that would incorporate elements from the following sections including streetlighting, pedestrian access, beautification requirements, water and wastewater requirements.

Recommendations for action:

- **Create a longterm village landscape plan for Patearoa.**

Water and Wastewater

Maniototo has a semi arid climate with free draining soils and an annual rainfall of around 360mm a year. Due to the dry climate this adds additional pressure on water for irrigation and town water supplies.

Water has been identified as vital to the Patearoa and the surrounding area for both irrigation and domestic use. River quality can vary in the area and this is of concern to the local community. The community endorses the continued monitoring and improvement of water quality in the area (see recreation section). The other concern for Patearoa is the need to monitor the use of water in the town and it is possible meters will be introduced to facilitate this.

The Patearoa water supply was built with local input and with the help from a government subsidy scheme during the early 1980s and was designed to supply the farming areas around Patearoa and the township itself. There is a water permit to take water from the Sowburn and this expires in 2023. There is also an old mining permit for water that is currently not utilised.

Water is sourced from a gallery in the bed of the Sowburn River, a tributary of the Taieri. The gallery is located behind a concrete weir. Water is pumped directly from a pump chamber in the Sowburn to the main rural reservoir and a bank of six farm tanks which serves the township of Patearoa. The water then flows by gravity to all parts of the village and the rural scheme. Water is drawn into a. There is a system restrictor located on the intake pipework, this was originally sized for the number of properties in Patearoa x 1000 litres, however over use has been identified as a concern in recent times.

Water is chlorinated as it passes the treatment plant to eventually enter the main reservoir where disinfection and storage takes place. The process is controlled from the reservoir by stop and start signals which turns pumps on and off at predetermined levels.

Water quality is less of a concern for rural Patearoa, the main focus for them is scheme efficiency and reliability. Boiled water notice events have occurred over the last few years particularly since turbidity monitoring has been installed.

Concern was expressed at the potential costs of future upgrades to the water supplies to meet possible drinking water standards. These costs could be prohibitive for local communities.

Water is vital for the future of the area. It is important for the community to have continued access to water to meet irrigation needs with agriculture and recreation heavily reliant on this precious resource. An opportunity was identified in reforming Lake Taieri which would be a potential irrigation source as well as having recreational opportunities.

Wastewater was also identified as being of concern. Currently disposal of sewerage is by septic tanks however, if Patearoa is to grow in the future, then alternate disposal means may need to be considered. With no wastewater system in place at present, the community needs to monitor the potential viability of a sewerage scheme, especially if significant growth is experienced in the area.

Objective

A water supply that meets the needs of the community.

Recommendations for action:

- ***Develop a long term strategy for the future of the water supply and assess the impact this has on the future of the town.***
- ***Advocate for issues relating to access to water in the Maniototo.***
- ***Continue to monitor and improve river quality in the area.***
- ***Install metering in the town to monitor water usage.***
- ***Monitor the need for a sewerage scheme based on growth.***

Roading

Roading is an integral part of any rural community; the ability to get around with ease is important. Because tourism is increasing in importance the standard of roads becomes an issue and many visitors are not used to driving in New Zealand conditions.

Concerns were expressed at the speed of traffic going through the town and there may be a requirement, not least for safety reasons, to slow the traffic by lowering the present speed limit or extending the reduced speed zones. The second roading concern expressed was modifying the Sowburn bridge so that it is pedestrian and cycle friendly. It was also thought that there should be further sealing in the area especially roads like Aitken Road.

Poor lighting in the village was also a concern, particularly for its safety value for the village.

It should be noted that Council roading works is done on a district wide basis and conforms with Land Transport New Zealand policies. The roading programme is assessed on a yearly basis and any proposed roading work would need to be considered against other proposals. Council can review its speed limits annually. Community Boards fund carparks, footpaths, kerb and channel work and any proposed works on these would be forwarded to the Board.

Objective

Have a roading network that meet the needs of the community.

Recommendations for action:

- ***Assess the speed limit through the town with a possible view to extending the reduced speed zones.***
- ***Assess street lighting in the village and whether an upgrade is required.***
- ***Completion of the sealing of Aitken Road to the top bridge.***
- ***Advocate for improved pedestrian crossing at the Sowburn bridge.***



Planning

The Maniototo area has been involved in significant work on planning issues in recent times. Of note has been the Rural Study project looking at unique landscapes and areas for development in the district. It has been identified that people in the Patearoa area love the unique landscape, the views, shadows and colours of the landscape, the surrounding rugged hills and mountains (Rock and Pillars, Rough Ridge, Hawkduns, Kakanuis and Mt St Bathans) while being traversed by rivers such as the Sowburn and the Taieri.

The Rural Study, which addresses rural development issues, is also likely to contribute ideas as to how future development and building might be sympathetically integrated within the existing environment and landscape. Certainly, the Study has provided the Patearoa community with an opportunity to identify key landscapes, skylines, ridges or rockland outcrops which it considers should remain unspoiled, and to put in place appropriate protection before there is any suggestion of development. Concern was expressed at the community level over the protection of key landscape areas and iconic sites including the issue of maintaining the feeling of space. The proposed Project Hayes wind farm at Great Moss Swamp could have a negative impact on this feeling of space and openness and would contradict the unique attributes the community has identified.

While there was a call to promote planning rules that encourage development these were tempered by concerns over preserving the landscape and ensuring that development be balanced. Thus controlled development was suggested as appropriate for Patearoa. There was also a call for appropriate control of township standards so that buildings are developed in keeping with the village feel and sections are not left half completed or overgrown. Having a plan of how the village will grow by identifying where development is appropriate and maintaining its character is important to the community.

Ecology has been identified as being very important for the local area. There are distinct ecological areas and flora and fauna associated with the upland areas and around the head of the Taieri that may attract people to the area but that need to be maintained for future generations to enjoy.

Objective

Manage growth to preserve the special character of the area.

Recommendations for action:

- ***Council completes its District wide Rural Study. This will help identify unique landscapes in the area and review the rules governing growth and development.***
- ***Create a plan which clearly identifies areas suitable for development and areas that should be protected.***

Economy

Tourism

Each year Central Otago attracts an increased number of domestic and international visitors. The following visitor trends in Central Otago have been noted and may be significant in regard to the future of Maniototo:

- Commercial Accommodation Monitor (CAM) records show 277,000 guest nights in Central Otago during 2005 (to Dec 2005, includes both domestic and international visitors, based on GST registered accommodation).
- The average length of stay for 2005 was on average 2.2 nights (paid accommodation). By comparison the average stay in 1998 was 6 nights. The reason for the decline is the transition from Central Otago being a domestic holiday destination to one which attracts international visitors who, due to travel constraints, stay for shorter periods.
- It should be noted that while there has been a decline in domestic tourism throughout New Zealand, Central Otago has gone against the trend and experienced increased growth from the Canterbury market which can, possibly, be attributed to the success of the Rail Trail. Overall though domestic visitor numbers have declined for Central Otago.
- Otago Central Rail Trail – in 2005 it is estimated that 10,000+ persons completed the whole Trail. The daily spend was estimated at \$125 over an average duration of five days.

Adverse factors which may affect the visitor industry (especially the international market but also the domestic market) include increasing fuel prices and the volatile exchange rate.

CODC is now embracing a destination management approach to tourism which focuses on sustaining the attractions which make Central a desirable place to visit. The development of the Central Otago regional identity has been an important project undertaken by the community. Its purpose is to identify those things which are special to us, ensure a unified understanding of them, and to consistently project these values to those outside the region. In defining our regional identity, we are creating the vision for the way we want to work, live and play, here, now and for the years to come. The creation of a unique brand for Central Otago “Central Otago – A World of Difference” provides opportunities for Patearoa. The values that underpin the brand: “making a difference, respecting others, embracing diversity, adding value, having integrity, learning from the past, making a sustainable difference, protecting our rich heritage and meeting obligations” are many of the values that have been expressed by the people of Patearoa.

As the profile of Central Otago increases, so is the likelihood of an increasing number of tourists seeking to visit and stay in the Patearoa. It has been identified that there is a need for innovative marketing of the area and promoting Patearoa's points of difference. Patearoa could present a counterpoint to the bustle of city life and being only one and a half hours from Dunedin ensures that the area is readily accessible for those wanting to get away from it all. With its distinct microclimate the area is well positioned to attract holiday makers.

It was also noted that should the development of a wind farm occur there may be tourism opportunities related to this.

Business

For any area to have a thriving community a variety of businesses is important. The community expressed that it is important to look at business opportunities for the area. With its developing dairy industry opportunities were identified around creating a boutique cheese factory utilising the local products. The unique micro climate also brings about opportunities with research into late flowering/developing crops, olive plantings, lavender or other crops a possibility for the area.

With the strength and variety of farming in the area it was felt that agricultural training and employment on farms was an opportunity for the future (See events section also).

Accommodation

Accommodation in the area has been limited with much of it relying on the holiday houses in the village. A proposal to increase the camping accommodation in the area is currently being pursued with the proposal to convert the old school grounds into a camping ground. It is a popular holiday spot for visitors from Otago, Southland and Canterbury and people will happily stay at Patearoa with its range of facilities and it being a quiet and safe location. The aim is to appeal to those that come to the Maniototo and encourage them to extend their stay.

Objective

Have appropriate accommodation to meet identified needs in the area.

Identify opportunities for other businesses in the area.

Recommendations for action:

- ***Identify Patearoa's points of difference and promote the area based on these.***
- ***Assess opportunities for growing other crops in the area.***
- ***Assess the opportunity for a boutique cheese factory in the area.***
- ***Creation of a camping ground at the former school site.***



What is important to the Community?

From the community workshop the working party have attempted to identify which recommendations are a priority for the community. From these priorities, timelines for working on these recommendations can be developed. The working party would appreciate comments on these priorities.

High = Immediate action required Med = To be considered as high priorities are completed.
Low – to be considered once medium priorities are completed.

Pg No	Recommendation:	Priority:
12a	Encourage new residents to live and work in the Patearoa area.	Low
12b	Promote the Welcome Pack to new residents and business operators in the area.	Med
12c	Hold a regular community meeting where all local groups can update the community on their current projects.	High
12d	Advocate for the retention and improvement of services in the area.	High
12e	Advocate for better telecommunications and internet services to the area.	High
12f	Advocate for a reliable electricity supply for the area.	High
14	Identify potential recreation and cultural opportunities that will be in keeping with the intent of this plan.	Med
16a	Identify a range of key heritage sites that could be developed as a heritage trail with clear signage and appropriate interpretation of the heritage values.	High
16b	Undertake a restoration project of identified sites including the old Chinese Camp and Diggings and Alnwick Cottage.	Med
16c	Develop heritage material and stories based around poet David McKee Wright.	Med
17a	Create local cycleways and walkways to appropriate track standards with signage and interpretation and in keeping with the new regional identity guidelines.	Med
17b	Provide a bridge on the walkway to enable ease of access and extend the track beyond Dykes Dam.	High
18a	Assess opportunities for hosting small meetings in the area.	Low
18b	Assess opportunities to attract educational courses to the area.	Low
18c	Assess the opportunities for other events in the area.	Low

18d	Retention of the Crockery Bobs sale in conjunction with the annual community barbeque.	High
19a	Create a longterm village landscape plan for Patearoa.	High
20a	Develop a long term strategy for the future of the water supply and assess the impact this has on the future of the town.	Med
20b	Advocate for issues relating to access to water in the Maniototo.	High
20c	Continue to monitor and improve river quality in the area.	High
20d	Install metering in the town to monitor water usage.	High
20e	Monitor the need for a sewerage scheme based on growth.	Low
21a	Assess the speed limit through the town with a possible view to extending the reduced speed zones.	High
21b	Assess street lighting in the village and whether an upgrade is required.	Med
21c	Completion of the sealing of Aitken Road to the top bridge.	High
21d	Advocate for improved pedestrian crossing at the Sowburn bridge.	High
22a	Council completes its District wide Rural Study. This will help identify unique landscapes in the area and review the rules governing growth and development.	High
22b	Create a plan which clearly identifies areas of development for Patearoa and areas that should be protected.	High
24a	Identify Patearoa's points of difference and promote the area based on these.	Med
24b	Assess opportunities for growing other crops in the area.	Low
24c	Assess the opportunity for a boutique cheese factory in the area.	Low
24d	Creation of a camping ground at the former school site.	High

Appendix 1 – From the Amended CODC District Plan 2000.

**SCHEDULE 19.4 : REGISTER OF HERITAGE BUILDINGS,
PLACES, SITES & OBJECTS AND NOTABLE
TREES**

PART A : HERITAGE BUILDINGS, PLACES, SITES AND OBJECTS

NO.	MAP NO	ITEM & LOCATION	LEGAL DESCRIPTION	NZHPT DETAILS	
				Reg No.	Category
123	26	War Memorial , Patearoa	Section 57 Block I Upper Taieri SD		
230	59	Cemetery , Hamiltons	Section 1 Block I Rock & Pillar SD		
277	70	Stone Hut , Hopes Creek	Section 4 Block IV Part Run 566 Cairnhill SD		
278	70	Raceman's Hut , Upper Manorburn Dam	Crown Land in Manor and Long Valley SD		
279	70	Waterwheel & Battery , Long Valley	Part Section 1 Block VII, Manor SD		
280	70	Serpentine Church , Serpentine	Section 2 and Part Section 1 Block VII Manor SD and Long Valley SD		
281	70	Linnburn Woolshed & Old Stone yards , Linnburn Runs Road	Sec 1/2 SO 21791, Sec 1 SO 22582 Blk VII, Upper Taieriside SD and Pt Sec 1 SO 21790 Manorside, Serpentine and Upper Taieriside SD		
282	70	Ovens/Artefacts	Section 1 Block I Serpentine SD	5635	II
283	70	Deep Creek Hut , Paerau	Section 3 Block VIII Long Valley SD		
284	71	Styx Gaol , Paerau	Crown Land in Block I Loganburn SD		
285	71	Styx Hotel and Stables , Paerau	Lot 6 DP 24049 and Section 3 Block I Loganburn SD		

PART B : NOTABLE TREES

None on the list for this area.

