

MASTER OF PLANNING

PLAN 435/535

UNIVERSITY OF OTAGO



A research report submitted to fulfillment of the requirements for Planning Case
Study 2018 – PLAN 435/535

Client: Central Otago District Council and Department of Internal Affairs

Prepared by:

Alice Falloon, Connie Mills, Chris Pearse-Smith, Torin Smith and
Grace Williams

This report represents work undertaken by students from the Master of Planning programme at the University of Otago and should in no way be seen to represent the views of the University of Otago.

Executive Summary

The Central Otago District is undergoing exponential growth. Population growth, both permanent and seasonal, as well as the increasing popularity of Central Otago as a tourist destination has resulted in large pressures on the built and natural environments, specifically public and environmental amenity. The pressures on amenity values can be offset by the potential for economic growth and development in certain areas.

The benefits and disadvantages of growth disproportionately effect individual areas, with some areas wanting to restrict growth completely and others wanting to capitalise on it. All areas within Central Otago are experiencing pressure on current amenity provision, but at different levels of severity. The research project explores the current provision of amenities, and subsequently the effects of growth and the desire for continued growth in the small settlements of Omakau and Pisa Moorings.

The aim of the project is to investigate the current state of amenities and determine the feasibility of community-led initiatives to enhance public and environmental amenity in Omakau and Pisa Moorings. Due to the nature of the project, different research objectives have been proposed for each location. The objectives are as follows:

Omakau and Pisa Moorings

- Determine the suitability of current public amenities.
- Investigate the need for new public amenities or the enhancement of existing amenities.
- Determine opportunities for community-led amenity development in each area.
- Provide a report and set of recommendations for the enhancement of public and environmental amenity in Omakau and Pisa Moorings

Omakau

- Investigate the demand for a multipurpose community hub.
- Determine the likely uses of the community hub and the amount the community would be prepared to contribute to the development and subsequent maintenance of the building.
- Assess the provision and favourable locations of public toilets and green space.

Pisa Moorings

- Determine what ‘rural feel’ means to Pisa Moorings residents and how it can be retained.
- Investigate how growth can be restricted in the Pisa Mooring area.

A mixed methods approach was employed to achieve the aims and objectives of the research project. A range of qualitative and quantitative methods were used to obtain primary and secondary data. Secondary research methods included, a review of relevant literature and evaluation of applicable planning and policy documents to provide a theoretical basis for primary data collection. Primary research methods comprised of 14 semi-structured key informant interviews, a focus group in Omakau, field observations and Geographic Information System (GIS) mapping.

The research findings have been divided into two distinctive sections. One section displays and analyses the results derived from the field study in Omakau and the other from the field study in Pisa Moorings.

Omakau is an old service town with many outdated facilities and is currently witnessing a variety of pressures resulting from ongoing population growth. As a result, there are a number of concerns for amenity provisions throughout the town. During the study, three main amenity concerns and considerations were identified. The first consideration was investigating demand for a new community hub that would offer a solution for the now undesirable, outdated, and earthquake prone community hall. Secondly, the consideration for developing a new toilet facilities on

the main street, and finally ensuring that important greenspace throughout Omakau is protected during an ongoing period of town growth. The results determined that the Omakau community were collectively determined, passionate, and proactive in achieving desirable outcomes for these three amenity concerns. Particularly with the community hub, there was a collective agreement that a new futureproof, multipurpose facility would support all the existing community activities, facilities, and amenities, as well as provide new opportunities throughout the town and the wider Central Otago region.

Pisa Moorings is a name given to an area that lies 8 km north of Cromwell where multiple subdivisions have been developed to make a satellite settlement. The multiple subdivisions have been developed in a variety of stages over time. As the settlement has grown, pressures on current amenities and the provision for future ones have become a priority for homeowners. The two amenities of highest priority are the provision of footpaths and the retention of “rural feel” to preserve the environmental amenity of the subdivisions. The revitalization of the lakeside area and allocation of a bus stop were the next highest. Finally the development of the cycle way and the potential for a community hub and commercial area were other matters to consider. Provision for a community hub and commercial area however should be investigated further to get a more accurate perception of what the community actually wants.

After analysing the outcomes of the research project, twelve recommendations were developed, five specific to Omakau, four specific to Pisa Moorings and three related to both areas. The Central Otago District Council could use the recommendations outlined below to further develop their understanding and put into practice initiatives that would reduce the pressure on current amenities and enable the development of new ones. The recommendations are as follows:

General recommendations

Recommendation 1: Advise community on capacity of Council influence in development.

Recommendation 2: Maintain an open dialogue between Council and community.

Recommendation 3: Consider future growth and corresponding pressure on amenities in plans.

Omakau recommendations

Recommendation 1: Continue development of community hub.

Recommendation 2: Ensure hub provides for a range of uses.

Recommendation 3: Further investigate exact location of community hub.

Recommendation 4: Determine Council influence in providing public toilets.

Recommendation 5: Consider providing for green space as the town grows.

Pisa Moorings recommendations

Recommendation 1: Investigate options for funding footpath provision.

Recommendation 2: Consider ‘rural feel’ in town development.

Recommendation 3: Investigate locations for further green space.

Recommendation 4: Investigate funding for more built amenities.

Acknowledgements

The research group would like to acknowledge the involvement of the following individuals, groups and organisations for their valuable contributions to our research project and therefore the production of the following report:

- The Central Otago District Council in particular Paula Penno for all her help and support during the project, specifically setting the group up with key figures in the Omakau and Pisa Moorings communities
- Rachel Thomas from the Department of Internal Affairs for her assistance and support.
- Key representatives from the Omakau Citizens and Ratepayers Association and the Pisa Moorings Residents Association for helping with the organisation of key informant interviews and the Omakau focus group, as well contributing their own thoughts and opinions and general knowledge of their respective areas.
- All of the key Informants and the Omakau focus group for sharing their valuable personal thoughts and observations with us about amenity provision in their respective areas.
- Our 435/535 supervisor Michelle Thompson-Fawcett for guiding us and providing us with helpful feedback.
- The wider Planning Programme staff in particular Sandra Burgess, the organizational superwoman and Chris Garden the “GIS” man for setting up and helping us with ArcGIS to collect observations and map the amenities in Omakau and Pisa Moorings.
- The 435/535 class of 2018 for making the field trip to Central Otago such a fun and memorable experience.

Table of Contents

1.0 Introduction	1
1.1 Interpretation of brief	1
1.2 Aims and Objectives.....	2
1.5 Research Approach.....	3
1.6 Report Structure	3
2.0 Literature review	4
2.1 Natural Amenity versus Built Amenity	4
2.2 What makes good rural feel or a good rural town?	6
2.3 What makes a good rural hub?	8
2.4 Gaps in Literature.....	8
2.5 Opportunities for successful community-led amenity provision	9
3.0 Methodology	13
3.1 Research Approach.....	13
3.2 Primary Research Methods.....	14
3.3 Secondary Research.....	17
3.4 Methodological Limitations	18
3.5 Ethical Considerations	18
4.0 Field context.....	20
4.1 Central Otago	20
4.2 Omakau	21
4.3 Pisa Moorings.....	24
5.0 Survey analysis	27
5.1 The Omakau community facilities project.....	27
5.2 Pisa Moorings community survey.....	28
6.0 Policy analysis.....	30
6.1 Higher level planning documents	30
6.2 Omakau community plan.....	32
6.3 Pisa Moorings community plan	35
7.0 Observational findings	40
8.0 Results and discussion: Omakau	50

8.1 Current amenity provision in Omakau	50
8.2 The community hub.....	53
8.3 Omakau public toilets.....	65
8.4 Green Space provision in Omakau.....	71
8.5 Opportunities for successful community-led development in Omakau	72
8.6 Issues and tensions in amenity provision: Who does what?.....	73
8.7 Conclusions.....	74
9.0 Results and discussion: Pisa Moorings.....	77
9.1 Infrastructural Amenity Issues.....	77
9.2 Environmental Amenity Issues.....	87
9.3 Projected amenity issues.....	93
9.4 Conclusions.....	96
10.0 Recommendations	99
10.1 General recommendations	99
10.2 Omakau recommendations	100
10.3 Pisa Moorings recommendations.....	101
11.0 Conclusion.....	103
12.0 References	104
13.0 Appendices	108
12.1 Appendix 1: Information Sheet for Omakau Participants.....	109
12.2 Appendix 2: Information Sheet for Pisa Moorings Participants	112
12.3 Appendix 3: Consent Form for Participants.....	115
12.4 Appendix 4: Semi-Structured Interview Question Sheet for Omakau Participants	117
12.5 Appendix 5: Semi-Structured Interview Question Sheet for Pisa Moorings Participants	118

Table of Figures

Figure 1: Location of the Central Otago District in the context of the wider South Island.	20
Figure 2: Location of Omakau in the wider Central Otago Context	21
Figure 3: Location of Pisa Moorings in the wider Central Otago Context	24
Figure 4: Designated area in Omakau	32
Figure 5: Map of public amenities in the Omakau retail area	41
Figure 6: Map of public amenities in the Omakau Domain	41
Figure 7: Map of amenities in northern Pisa Moorings	42
Figure 8: Map of amenities in southern Pisa Moorings	43
Figure 9: Relative rankings of amenities in the Omakau retail area	45
Figure 10: Relative rankings of amenities in the Omakau Domain	46
Figure 11: Relative rankings of amenities in northern Pisa Moorings	48
Figure 12: Relative rankings of amenities in southern Pisa Moorings	48
Figure 13: Positive and negative opinions on amenities in Omakau.....	51
Figure 14: Quotes regarding state of amenities in Omakau	53
Figure 15: Diagram of quotes showing the problem with the position of the current public toilets at the domain	66
Figure 16: Image showing the desired location of the new public toilet block.....	67
Figure 17: Quotes highlighting issues around funding of the toilets.....	69
Figure 18: Focus group responses surrounding the proactive community attitude	74
Figure 19: Key informant responses to the issue of footpath provision in Pisa Moorings	78
Figure 20: Quotes detailing the safety issues a lack of footpaths has for children in Pisa Moorings.....	79

Figure 21: Image from road depicting the absence of footpaths along either verge	80
Figure 22: Positive and Negative responses from Key Informants about the lakeside area in Pisa Moorings	83
Figure 23: Summary of the imbalance in the perspectives of Pisa Moorings residents	86

List of Tables

Table 1: Key informant and focus group details	15
Table 2: Rules Table Specifically Applicable for Areas of Pisa Moorings	31
Table 3: Summary of community values in Omakau	32
Table 4: Summary of development objectives related to amenity in the OCP	33
Table 5: Table 5: Summary of development objectives related to amenity in the PMCP	37
Table 6: Matrix showing rankings on appearance, condition, use and location for amenities in Omakau and Pisa Moorings	44
Table 7: Table of quotes supporting the need for a community hub in Omakau	54
Table 8: Potential uses and components for the community hub and support from key informants	57
Table 9: Quotes explaining how widely used the community hub will likely be..	58
Table 10: Quotes stating the preferred location of the community hub.....	59
Table 11: Quotes on feasibility and funding.....	62
Table 12: Issues with public toilets identified by KI 1.....	67
Table 13: Quotes showing preferred location of the proposed toilet block.....	68
Table 14: Quotes indicating benefits of new public toilets for the community	69
Table 15: Quotes on Green Space Provision in Omakau	71
Table 16: Quotes on Green Space Provision in Omakau as the town grows	71
Table 17: Quotes on Green space green space and the environmental amenity of Lake Dunstan in Pisa Moorings	91

1.0 Introduction

Provision of appropriate public amenities and protection of environmental amenity values is a matter of growing importance in Central Otago with the exponential rate of development in the region (Moss, 2006; Perkins *et al.*, 2015). Townships and small communities are experiencing these processes at varying levels, creating a variety of planning issues that are often specific to certain areas (Moss, 2006). The rate of growth has obscured the district council from addressing every issue, due to a finite amount of resources (Moss, 2006). As a result, more emphasis has been placed on community-led opportunities to address issues such as adequate amenity provision and environmental amenity protection.

1.1 Interpretation of brief

A project brief has been provided by the Central Otago District Council (CODC), Department of Internal Affairs (DIA) and the University of Otago Master of Planning Department. The aim of the brief was “to explore community-led opportunities for improving amenities to meet the different needs and aspirations of residents and visitors to Omakau and Pisa Moorings”. The brief was refined after consultation with representatives of the CODC and DIA and became focused on extrapolating information gathered in Omakau and Pisa Moorings from recent surveys conducted in each area in 2017 (p. 29). For Omakau this included looking into specific attributes and the overall feasibility of a proposed community hub; the need for public toilets in the retail area; and the retention and enhancement of green space. Research specifically focused on the potential for community-led development across these issues. In the case of Pisa Moorings the brief focused on the current use, practicality and location of public amenities. Research aimed at determining future establishment of public amenities; footpath provision; what ‘rural feel’ means to residents; and how it can be retained. The CODC and DIA expressed interest in a map outlining the current amenities in each area.

1.2 Aims and Objectives

The aim of the project is to investigate the current state of amenities and determine the feasibility of community-led initiatives to enhance public and environmental amenity in Omakau and Pisa Moorings. Due to the nature of the project, different research objectives have been proposed for each location. The objectives are as follows:

Objectives:

Omakau and Pisa Moorings

- Determine the suitability of current public amenities.
- Investigate the need for new public amenities or the enhancement of existing amenities.
- Determine opportunities for community-led amenity development in each area.
- Provide a report and set of recommendations for the enhancement of public and environmental amenity in Omakau and Pisa Moorings

Omakau

- Investigate the demand for a multipurpose community hub.
- Determine the likely uses of the community hub and the amount the community would be prepared to contribute to the development and subsequent maintenance of the building.
- Assess the provision and favourable locations of public toilets and green space.

Pisa Moorings

- Determine what 'rural feel' means to Pisa Moorings residents and how it can be retained.
- Investigate how growth can be restricted in the Pisa Mooring area.

1.5 Research Approach

Primary and secondary data was collected to achieve the aims and objectives of the project. A mix methods approach ensured that a wide range of data was obtained. The data was used to provide informed recommendations to the CODC and DIA on how to ensure Omakau and Pisa Moorings can move towards appropriate amenity provision and protection.

Primary research methods included qualitative methods such as semi-structured interviews and focus groups. ArcGIS was a quantitative method used to evaluate the state of current public amenities in each area. Secondary data was collected through a review of relevant literature and evaluation of applicable planning and policy documents.

1.6 Report Structure

The report has been divided into 11 chapters. The introductory chapter provides the rationale for the research project, it outlines the scope of the research and defines the aims and objectives that were to be achieved during the course of the project. Chapter 2 presents a literature review, framing the research from a wider international perspective. Chapter 3 outlines the methodology for the project and a description of primary and secondary methods used to gather results. Chapter 4 outlines the context of the research, providing background information from Omakau and Pisa Moorings. Chapter 5 summarises results from community surveys in the two towns, highlighting key aspirations for amenity development. Chapter 6 presents a policy analysis, drawing from relevant provisions in the regional and district plans as well as community plans. Observational analysis of amenities in Omakau and Pisa Moorings can be found in chapter 7. Chapters 8 and nine outline the results from field research in Omakau and Pisa Moorings. Chapter 10 provides recommendations devised from findings offered in chapters 8 and 9. A conclusion can be found in chapter 11.

2.0 Literature review

The following chapter presents a literature review focused on amenity provision and community led development in small rural towns. The review focuses on broader themes within the literature, including differences between natural and built amenity, what makes a good rural town and what makes a good rural hub. The review also explores opportunities for successful community-led development and outlines any gaps in knowledge among the literature.

2.1 Natural Amenity versus Built Amenity

The notion that provision of natural amenity is one of the most critical drivers of rural town success is a particularly strong theme established by numerous researchers (Johnson, 2006; Marcoullier *et al.*, 2002; Rudzitis, 1999). The term ‘amenity’ or ‘amenities’ is often restricted to natural based aspects such as scenery, environmental quality, or outdoor recreation, particularly as observed through American literature (Rudzitis, 1999). Often ignored throughout the field of research is the concept of ‘built’ or ‘physical’ amenities, sometimes referred to as ‘recreational opportunities’ (Marcoullier *et al.*, 2002). These types of amenities may involve infrastructure or facilities including buildings, seats, or public toilets. There is no certainty as to why natural amenities are represented significantly more throughout various studies and research, although it is likely because natural amenity is deemed as a more important aspect of rural town attractiveness and success.

Marcoullier *et al.* (2002) believes that throughout rural America, rural town planning has been dominated by the importance of 'natural resource-based amenity values'. Rudzitis (1999) explored this in greater detail and identified what aspects of these amenities have encouraged a shift of people from metropolitan areas to rural towns. He found that natural amenities such as scenery, tranquillity, environmental quality, and outdoor recreation were the main drivers for temporary and permanent growth in these areas. Built amenities however, are less significant and often absent from research. The study does, however, highlight that ‘physical amenities’ such as outdoor recreation “are key to making places desirable” (Rudzitis, 1999 p.13) and are important when considering rural development strategies. Further hints to the role of built amenity are often involved on the topic of small town growth, or tourism

development. Marcoullier *et al.* (2002) indicates that the provision of new services and infrastructure such as residential, retail, and other facilities and services are critical to facilitating this growth and subsequently further attracting more visitors and permanent residents.

The Importance of Natural Amenity:

It is a common misinterpretation to only consider attractive economic environments such as places with significant employment opportunities and high tourism development to determine whether people will be attracted to rural towns. Rudzitis (1999) concluded that only 23% of people moved from metropolitan areas to rural areas for employment related reasons. Instead he observed that what was more important to the American rural west were aspects such as outdoor recreation, scenery, tranquillity, and environmental quality – all of which are encapsulated as a form of ‘amenity’. Rudzitis (1999) concluded that these attractive natural amenities accounted for 77% of people’s reasoning for moving from metropolitan areas to rural towns. Both Marcoullier *et al.* (2002) and Deller *et al.* (2001) agreed that the attractiveness of natural amenity is what led to the United States rural west booming into one of the fastest growing regions in the US. When explaining why natural amenities are critical to small town success Deller *et al.* (2001 p.352) wrote:

“As America becomes more urban the resources that rural areas offer, like open space, natural amenities, and “small town values,” become more valuable. Increasingly, people appear to be placing greater value on natural resource-based amenities and related attributes that contribute to regional quality of life”

Because metropolitan areas cannot offer these sorts of provisions in such great quality and quantity, small rural towns are able to capitalise on their uniqueness and attract people both temporarily and permanently to enjoy a variety of natural amenities (Marcoullier *et al.*, 2002).

Consequently, however, with these booms in rural populations caused by natural amenity driven growth, there becomes the associated need to provide new services and infrastructure such as residential, retail, and other services, many of which revolve around the concept of built amenities (Marcoullier *et al.*, 2002). While both

Rudzitis (1999) and Deller *at al.* (2001) recognise the importance of built amenity provisions in these growing rural towns, such as recreational opportunities and open space, they do not expand on what sort of specific amenities or infrastructure are required to create attractive successful towns. It is likely that case studies are some of the only research that helps shed light on how particularly built amenities have helped rural town success. These will be covered later in more detail, but involve concepts such as establishing community hubs and even utilising community owned heritage buildings as tourist attractions (McKercher 2001; Nygren, 2014).

2.2 What makes good rural feel or a good rural town?

Comprehensive research has developed in urban planning surrounding attributes to a successful and attractive city. In contrast, small rural towns have been less of a priority when it comes to planning for their success. Thorbeck (2013 p.19) suggests "we often think of cities as designed and the countryside as not". Vast amounts of urban design principles, standards, and policies have been developed in urban centres across the world, but terms such as 'rural design' or 'small town design' are almost unheard of in literature. Thorbeck (2013), for example believes his work is the first about an emerging field of 'rural design'. This suggests there is a clear gap in literature surrounding what makes a successful rural town in terms of design or 'rural feel'.

Hahn (1970) argues that despite the growing importance, planning in rural areas is often unsuccessful. There are ultimately less connections and communication between rural and small town groups with planners. Consequently, problems in these areas are unknown, impacting on the quality and quantity of planning in small rural towns. One reason for this is rural planning is fundamentally different to urban planning. Rural planning and design is about "the spatial arrangement of rural landscapes and the buildings within them" (Thorbeck, 2013 p. 4). The term 'rural landscapes' could be aligned to natural amenities, while the relationship with 'buildings within them', can be aligned with built amenities. This indicates that good rural feel or rural design comes from the uniqueness of the natural environment and its amenity value and how it can best be utilised to attract people with the addition of built amenities. Therefore, a combination of natural amenity and built amenities together can create good rural feel. Further exploration into specific amenities that may help achieve this is required.

Knox and Mayer (2013) explain that since the 1970s there has been an increased demand and movement towards many small towns as people begin to seek alternative lifestyles away from metropolitan areas. As infrastructural improvements started to progress, people quickly began to see the benefits of rural small town living. Knox and Mayer (2013) highlighted the first key benefits that lead to an attractive rural town are the peaceful setting, which was particularly appealing to retirees, along with their inexpensive land and cheap labour. Adjoined with the discussed positive amenity values, rural areas could offer a completely unique experience from metropolitan life, which many towns have begun to capitalise on (Rudzitis, 1999).

Tourism as economic development strategy in rural towns

Though tourism is not a focus of this study, it has implications for amenity provision for tourism purposes. Small towns have had a harsh history embracing the impact of economic displacement with the rise of challenges such as globalisation (Knox and Mayer, 2013). Tourism development has recently become a critical component for the survival and continued growth and success of many small towns. Since the year 2000, rural tourism has continued to be an increasingly popular topic in current rural or small town success literature. Many believe this non-traditional rural development strategy offers solutions and opportunities to many of these small towns, which until now have typically struggled to keep up with metropolitan areas (Deller *et al.*, 2001; Wilson *et al.*, 2001; McKercher, 2001).

Levels of tourism is strongly linked to the attractiveness of a place. Both the quality and quantity of tourist based attractions can directly determine whether visitors will stay in a place for an extended period and is even known to lead to more permanent stays (Gee *et al.*, 1984; McIntosh and Goeldner, 1995; McKercher, 2001). Tourism however, can also be considered to have negative impacts on small rural towns and communities. A study from Davis and Morais (2004), examined how tourism can have negative social impacts in rural communities. This can often be because locals are excluded from planning decisions and consequently feel alienated from encouraging tourism in their own towns. It is therefore important that adequate consultation occurs between those making decisions and the community that faces the

brunt of the outcomes. Whether positive or negative, it is important for small towns to consider the impact of tourism and the implications it will have on amenities.

2.3 What makes a good rural hub?

Multi-purpose community hubs are commonly utilised throughout towns and cities to facilitate a range of community activities. They can provide numerous benefits and uses, particularly in rural towns where there is strong community interaction and involvement (Thorbeck, 2013). Examples of facilities or amenities that have been used as community hubs include churches to facilitate community participation and attachment (Liu *et al.*, 1998), as well as public libraries in Sweden for connected learning (Nygren, 2014). Another example includes a community-owned heritage tourist attraction in small town Australia (McKercher, 2001). In this case, the community-owned heritage tourist attraction also advanced the community by enhancing cultural and identity awareness. The building functioned as a hub and provided several significant benefits. Interestingly, however, McKercher (2001) explained that caution should be taken with community led developments, such as community hubs, as often motives can be complicated by emotional attachment rather than rational assessment, which can compromise the best outcome for the overall town/region.

2.4 Gaps in Literature

There is an extensive gap in the literature surrounding amenity provisions and best practice/design for small rural towns. Thorbeck (2013) believes his work is the first piece written about an emerging field of 'rural design'. This makes it difficult to determine a best practice framework that rural developers can use, leaving planners to inherently rely on previous or similar developments. As seen from a limited field of research, however, these case studies may not exist. Similarly, while there is extensive research surrounding the benefits of natural amenity values in rural areas leading to more attractive and successful towns, the understanding of built amenity provisions is less thoroughly investigated. While some literature (Deller *et al.*, 2001; Marcoullier *et al.*, 2002; Rudzitis, 1999) generally mentions the importance of apparent built amenities such as recreational amenities or open space, there is a lack

of detail and it is not clear what specifically makes these aspects important in creating successful rural towns. Tourism development in rural towns is another important component in this field of literature. While research covers the significance of attracting people to temporarily visit these small towns, it does not offer insights into how this may impact permanent attraction and what amenities may be specifically required for this to occur.

2.5 Opportunities for successful community-led amenity provision

Strong communities define rural town success: Place attachment and community strength

In terms of creating good rural feel, the relationships within a small community cannot be undervalued. Thorbeck (2013) adds that compared to urban environments, small rural communities thrive on relationships. Rudzitis (1999 p.13) encapsulated the importance of community and amenities in creating good rural feel:

“Development strategies need to recognize the importance of place attachments, the value of good neighbours, social interactions, and the values people place on their social/physical environments. This kind of development theory would better represent the hopes and desires of the people who consistently cite the importance of noneconomic reasons for why they live in the rural West and often sacrifice economic gains in order to do so” (Rudzitis, 1999 p 13).

Knox and Mayer (2013) suggest that it is the strength of community groups who are always collaborating to deal with new and ongoing challenges such as growth or decline that add quality to these places. The Inspiring Communities Review (2018, p. 2) states the concept of ‘mass localism’ (widespread locally-led action) is being internationally recognized as having huge potential to “truly transform communities, street by street and community by community”. Through observations of community groups from around New Zealand, they found four central themes to enhance community led development. The first of the four was the idea of ‘working together in place’. The Inspiring Communities Review (2018) mention the importance of having

a strong, uniting community vision that can create a solid framework for local plans of action in regard to community development. This was also reflected through Manzo and Perkins' (2006) ideas of community collaboration as being central to strong community-led development. Both the Inspiring Communities Review (2018) and Manzo and Perkins' (2006) understandings of working together in place and collaboration between communities form the foundations for successful community-led development. Manzo and Perkins (2006) state these strong, shared place attachments create a bond between community members that allow the sharing of interests for future development. In understanding the strength of place attachment in these communities we can better understand how preferences, perceptions and emotional connections to place can relate to levels of participation and development.

Strong community place attachment is where communities share attachments to commonly shared neighbourhood places. Community place attachments strengthen the collaboration of community in place through shared development goals that enhance the ability of achieving a successful community-led development outcome (Manzo and Perkins, 2006).

Understanding how place attachment influences the strength of a community through working together towards a shared project is a vital part of our research, enabling us to understand the potential for these small rural communities of Omakau and Pisa Moorings to take charge of their own development through goal setting and local action plans.

Community empowerment and successful community-led developments

The Inspiring Communities Review (2018) suggested that for many communities “seeing is believing” and that observable projects build more interest in participation in community-led developments. It creates a type of community momentum and empowerment when seeing projects successfully started and completed. Watts *et al.* (2000) states that the combination of handing a community multiple surveys with little ongoing physical representation of progress towards desired developments can dampen a community's sense of empowerment towards changing their spaces. Preserving a sense of community empowerment is vital in attaining a strong community momentum in development projects and willingness to engage in wider

community development initiatives in the long term. Physically seeing that community involvement is driving change creates a stronger sense of participation rather than tokenistic, state-led devolvement where people do not feel the need to be engaged with the project in the long term. This also means that ongoing maintenance and upkeep of any new development tends to be better cared for by the community.

Rappaport (1987 p.122) defines empowerment as “a mechanism by which people, organisations and communities gain master over their affairs”. Watts *et al.* (2000) conducted research on community empowerment towards the development of services in the rural east of Scotland and found what is most likely to hinder community involvement in projects was the “time consuming” multitude of questionnaires without adequate physical representations of anything being done with the information from them. Watts *et al.* (2000) states that most community members wanted a more hands on approach in the development of services for their communities and in this comes a strong sense of ownership. This informs our research with particular emphasis to understanding how community facilities in Omakau can be developed and maintained in the long-term by the community. Research by Watts *et al.* (2000) can be applied directly to small towns in New Zealand in showing the importance of facilitating the empowerment of smaller rural communities in taking initiative into their development needs. The sense of ownership is crucial in ongoing maintenance and financing, as it is often harder for these communities to achieve development through purely regional bodies.

Potential Conflicts in Community-Led Development

Community-led development can be hindered by clashes in ideas around community needs, wants, growth boundaries and change. Understanding these obstacles is important in informing our research of what may come from community-led provision of amenities and creation of development opportunities. Ulrich-Schad and Qin (2017) conducted an evaluation of the levels of culture clash in local development issues and argues those who are involved in local organisations are more likely to see development as a problem to their community, and that long-term residents are less likely to agree to new developments as opposed to newer residents that are generally open to change.

Ulrich-Schad and Qin (2017) make the point that certain forms of development become contentious issues within rural communities when it is indicative of rapidly growing populations and change. The term ‘culture clash’ is described within this context as being conflicts “over real or perceived differences in values and attitudes” (Ulrich-Schad and Qin, 2017 p.83). Ulrich-Schad and Qin (2017) found that people who are new to a community put a greater emphasis on community issues that are related to environmental conservation than long-term residents. Smith and Krannich (2000) found there was minimal conflict of interest within communities in regard to environmental preservation but more concern over population growth and tourism. What may hinder community-led development is culture clashes around private property access and land use management (Ulrich-Schad and Qin, 2017). Ulrich-Schad and Qin (2017) refer to this as natural environment attachment, claiming that it plays a role in how the community feels about development. Residents with higher natural environment attachment are generally more critical of new developments, with particular emphasis on developments that may damage natural amenities (Brehm *et al.*, 2006).

3.0 Methodology

The following chapter outlines the methods used to achieve the aims and objectives of the research project. A range of primary and secondary methods were employed. The primary methods included, key informant interviews, a focus group and a GIS matrix outlining field observations. Secondary methods included a review of both the literature and local and regional planning frameworks. The methodological limitations and ethical considerations associated with the study are then discussed.

3.1 Research Approach

To achieve the overall aims and objectives of the research project a mixed method approach was employed. A mixed methods approach includes the collection of both qualitative and quantitative data (Sandelowski, 2000). This approach allows the researcher to use a variety of methods and is therefore not restricted to the sole use of a qualitative or quantitative approach. This relatively unrestricted approach allows for the collection of a wider range of data to achieve the aims and objectives of the research project (Sandelowski, 2000). Survey data has been used to inform the basis of the research. Following qualitative analysis such as interviews and focus groups can often add to the understanding of survey data and gives a more comprehensive picture of the overall outcomes of the research (Harrell, 2009). Furthermore when interviews are used in conjunction with quantitative data collection it can result in more comprehensive findings (DeLyser and Sui, 2014).

The aim of the project is to investigate the current state of amenities and determine the feasibility of community-led initiatives to enhance public and environmental amenity in Omakau and Pisa Moorings. Due to the nature of the project, different research objectives have been proposed for each location.

Objectives:

Omakau and Pisa Moorings

- Determine the suitability of current public amenities.
- Investigate the need for new public amenities or the enhancement of existing amenities.

- Determine opportunities for community-led amenity development in each area.
- Provide a report and set of recommendations for the enhancement of public and environmental amenity in Omakau and Pisa Moorings

Omakau

- Investigate the demand for a multipurpose community hub.
- Determine the likely uses of the community hub and the amount the community would be prepared to contribute to the development and subsequent maintenance of the building.
- Assess the provision and favourable locations of public toilets and green space.

Pisa Moorings

- Determine what ‘rural feel’ means to Pisa Moorings residents and how it can be retained.
- Investigate how growth can be restricted in the Pisa Mooring area.

3.2 Primary Research Methods

Primary research methods were used to evaluate amenity provision in Omakau and Pisa Moorings. Qualitative methods such as key informant interviews and a focus group were undertaken. ArcGIS applications were used to document field observations and formed a quantitative element to the research.

Key informant Interviews

Key informant interviews helped extrapolate information about opinions events and experiences of individuals or groups. A semi-structured interview format was chosen. Semi-structured interviews allowed for open discussion and to explore participant’s answers in greater detail, but remain focused with pre-prepared questions and focus points (Powell and Single, 1996).

Key informant interviews formed the basis of the research and were useful for understanding how individuals within the two communities perceived current amenity provision. Informants also offered insight into opportunities and feasibility of community-led development in their areas. It was important that participants were fully aware of the purpose of the research and were informed of their rights to anonymity. All research participants were given an information sheet outlining the objectives of the research. An ethics form was also provided, where they could indicate whether or not they would like to remain anonymous. In total, 13 key informant interviews were carried out. These included community and council members.

Eight key informant interviews were set up prior to undertaking research in Omakau and Pisa Moorings. Other interviews were organised during the field research week (7 to 11 May 2018), on the recommendation of other informants. This type of interview collection is known as snowball sampling (Biernacki and Waldorf, 1981). A range of key informants interviewed: six from Omakau, four from Pisa Moorings, one from the CODC, one from the DIA and two representatives from Global Leisure Group Consultants. Details of the key informants are shown in Table 1.

Table 1: Key informant and focus group details

Key Informant	Position
Omakau Residents	
Key Informant 1	Omakau local business owner
Key Informant 2	Omakau local business owner
Key Informant 3	Poolburn resident
Key Informant 4	Omakau local business owner
Key Informant 5	Omakau Resident
Key Informant 6	Omakau Citizens and Ratepayers Association Representative
Pisa Moorings Residents	
Key Informant 7	Developer and Homeowner
Key Informant 8	Homeowner
Key Informant 9	Homeowner
Key Informant 10	Pisa Moorings Residents Association Representative
Professionals	
Key Informant 11	Global Leisure Consultants Director David Allan

Key Informant 12	Global Leisure Consultants Consultant Anna Coleman
Key Informant 13	Central Otago District Council Community Development Manager Paula Penno
Key Informant 14	Department of Internal Affairs Community Advisor Rachel Thomas
Focus Groups	
Focus Group 1	Omakau Residents

Focus Groups

Focus groups are a style of group interview that allow for data to be collected simultaneously from several people (Kitzinger, 1995). Focus groups run on the principle that participants engage in discussion that may not otherwise emerge in a one on one interview (Kitzinger, 1995). A focus group was arranged with community members in Omakau. Similar to one-on-one interviews, the focus group was a semi-structured question and answer session where multiple community members could voice opinions on amenity provision in the town.

Field Observations

Site observations were carried out in Omakau and Pisa Moorings to gain an understanding of the condition of current amenities in each town. During the initial site evaluation, public amenities were identified and assessed based on appearance, condition, perceived level of use and location. ArcGIS collector was used and amenities were assessed on a scale from 1 to 5, 1 being terrible and 5 being excellent. Site observations helped determine the extent amenity provision is meeting the needs of each community and assisted in identifying amenities that may need improvement. This also gave an idea of amenities most valued by the communities.

ArcGIS was used to represent data collected on a map. This helped highlight the locations of amenities in each town and provided a visual representation of the relative quality of amenities in Omakau and Pisa Moorings.

3.3 Secondary Research

Secondary research largely comprised of desktop research collected to frame the scope of the study; understand some key themes in international literature surrounding small town amenity provision; and determine the planning context guiding development in Omakau and Pisa Moorings. Secondary research methods included the development of a literature review and an analysis of policy, including regional and district plans and community plans for Omakau and Pisa Moorings. Relevant case studies were also examined as well as an analysis of surveys highlighting community aspirations for amenity provision for the two towns.

Literature review

A literature review was developed to explore the current research surrounding rural small-town amenity provision and community-led opportunities. This helped create a foundation of knowledge and framed the research in a wider international setting. The review developed a broader understanding of best practice in regard to community-led development and amenity provision and highlighted gaps in knowledge. Outcomes from the literature review were compared with research findings to determine how results fitted with international studies. The review also informed the formulation of recommendations in this report.

Policy and Survey Analysis

Independent consultants surveyed residents in Omakau and Pisa Moorings in 2017 to determine community aspirations for the development of each town. Examination of results from the surveys helped narrow the scope of research and provided insight into the types of amenities each town is working towards.

Analysis of community plans for Omakau and Pisa Moorings helped refine an understanding of community aspirations for amenity provision. Although dated, these plans outlined a development strategy for each town and indicated priorities for the expansion of future public amenities. Relevant sections of the Regional and District plans were also considered to understand the planning framework in which Omakau and Pisa Moorings will develop.

Plans reviewed:

- Omakau Community Plan
- Pisa Moorings Community Plan
- Regional and District Plan

Surveys reviewed:

- Omakau Community Facilities Project
- Pisa District Community Survey

3.4 Methodological Limitations

Significant effort was made to ensure the best and most appropriate methods were used. The need was acknowledged to meet with as many community members as possible as it was understood that amenity provision for small rural communities are not homogenous and tend to be place-specific. Every effort was therefore made to ensure enough people were interviewed to reflect the wider interests of the communities. Due to time constraints and schedule clashes, however, there were limited interviews from each town and a focus group could not be established in Pisa Moorings. To mitigate this limitation, a strict timetable was established prior to field week to limit wasted time. It is strongly believed that the range of key informants interviewed provides an accurate representation of community aspirations in Omakau and Pisa Moorings.

3.5 Ethical Considerations

Ethical considerations are included in any research strategy that involves participants. Ahead of the research field week an ethics application form was submitted to the Department of Geography at the University of Otago. The ethics application outlined the aims and objectives of the project, the methods of data collection and provided details on how potential harm, discomfort and conflict would be managed. The information sheet and consent forms that were given to the interview and focus group participants were also included in this application. Information sheets and consent forms were provided to each participant, these forms ensured that the participants knew that their participation was entirely voluntary, the nature and content of the

research and outlined their rights as participants. Participants could state if they would like to remain anonymous or not. When researchers were out in the field, it was expected that they upheld both the University code of conduct and the New Zealand Planning Institute code of Ethics. Every effort was made to ensure interviews and the focus group was carried out in a professional and comfortable environment.

The research project has used a mixed methods approach to collect data about amenity provision in Omakau and Pisa Moorings. This chapter outlined the primary data and secondary data research methods used in the research project. Acknowledgment was given to the limitations of the research methods and the ethical considerations that were undertaken throughout the research process. The data collected has addressed the aims and objectives of the research project.

4.0 Field context

This chapter outlines the geographical context of the study, focusing on issues faced in wider Central Otago as well as Omakau and Pisa Moorings. The wider regional issues affect areas in unique ways and influence the smaller problems exhibited in each location.

4.1 Central Otago

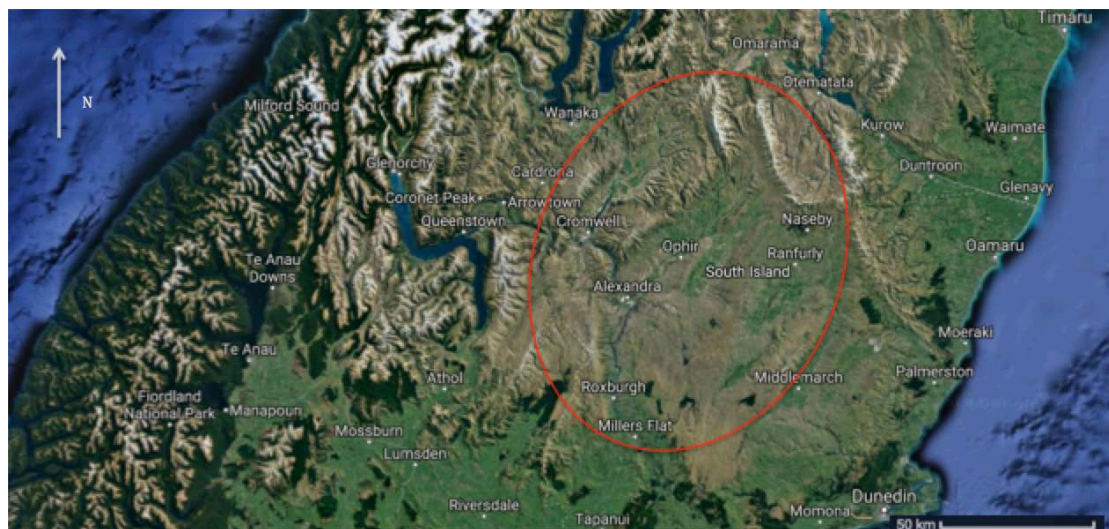


Figure 1: Location of the Central Otago District in the context of the wider South Island

Central Otago is located in the southern half of the central South Island of New Zealand. The area has a historic grounding in gold mining and sheep farming. More recently, the area has been defined by its viticulture, recreational, natural and spectacular landscape amenity values (Mackay *et al.*, 2015; Perkins *et al.*, 2015). The high natural amenity value, paired with increased tourism and overflow from the Queenstown Lakes District housing demand, has created exponential growth and high demand for permanent, holiday home and business oriented property buyers (Mackay *et al.*, 2015; Perkins *et al.*, 2015). Cromwell and its satellite subdivisions have been especially impacted by this exponential growth due to their proximity to Queenstown and Wanaka (Perkins *et al.*, 2015).

Most areas in Central Otago are also experiencing accelerated growth at different rates (Moss, 2006). The accelerated growth has not only put a strain on the housing

stock, but also on public and natural amenities. The increased pressure on amenities and desire for the protection of natural amenity values leads to a demand for new and updated public amenities that protect the natural environment (Moss, 2006). While some Central Otago towns want to restrict growth, others want to encourage it, creating another facet of demand for new and updated public amenities.

Omakau and Pisa Moorings reflect these differences in priorities for growth. Omakau seeks to capitalize on the growth of Central Otago and aims to attract permanent residents and tourists to the area by upgrading and adding to the current amenities within the township. Pisa Moorings homeowners want to restrict growth in order to retain the natural environmental amenity of the area or 'rural feel'. Pisa Moorings homeowners want more public amenities and more suitable public amenities to serve the growing population.

4.2 Omakau

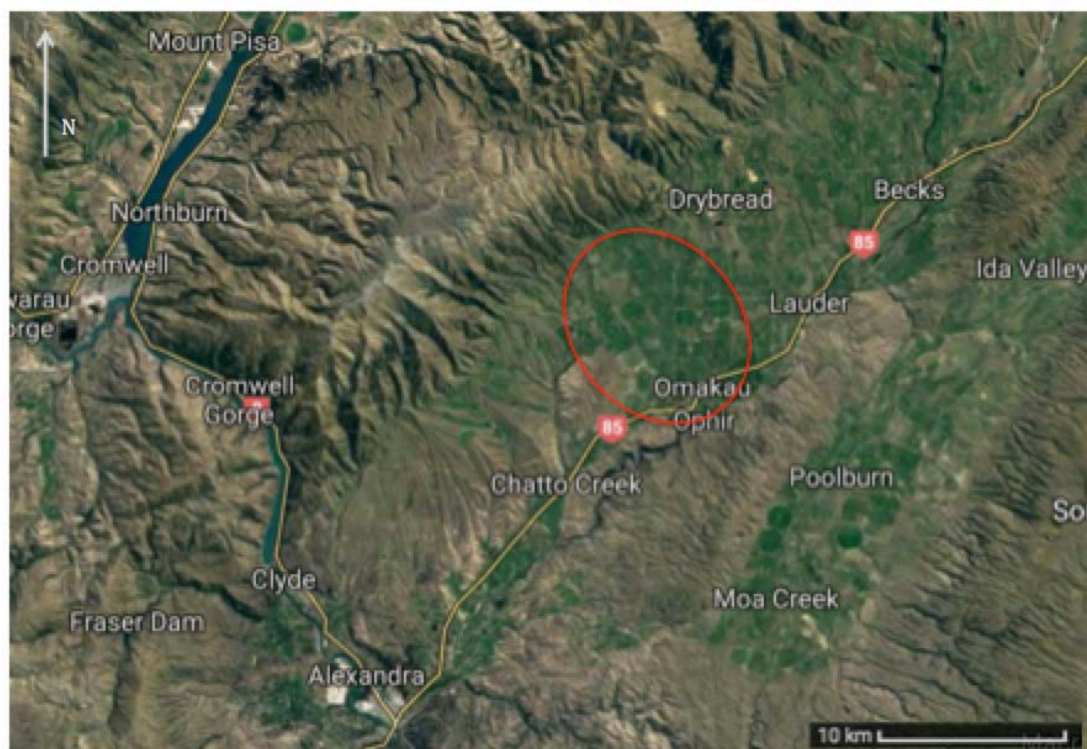


Figure 2: Location of Omakau in the wider Central Otago Context

Omakau is a small rural town situated on State Highway 85, 23 km north east of Alexandra (Central Otago: A world of difference, n.d. (a)). Omakau acts as a service

town for the surrounding farmland and the smaller settlements of Ophir, Lauder and Chatto Creek (Central Otago District Council, 2014). It is also a popular tourist destination, particularly for individuals and groups cycling the rail trail (100% Pure New Zealand, n.d.).

History

Omakau started development in the late 1890s, with the construction of present day structures such as the Commercial Hotel (Central Otago: A world of difference, n.d. (a)). The development of the railway in 1905 and Omakau Irrigation Scheme in the 1930s further strengthened the township (Central Otago District Council, 2014; Central Otago: A world of difference, n.d. (a)). At its peak during the 1960s, the Omakau railway was one of the busiest stock loading stations in the country (Central Otago District Council, 2014; Otago Rail Trail, n.d.). The eventual closure of the Central Otago railway line in 2000, compounded with the reduction in labour intensive farming led to a substantial decline in the resident population (Central Otago District Council, 2014).

The introduction of the rail trail has led to an increase in tourist numbers to the township and surrounding area (Central Otago District Council, 2014).

There are many historical sites recognised in the Omakau area, which are protected accordingly (Central Otago District Council, 2014).

Economy

Farming is the dominant industry in the Omakau area. Sheep and Beef farming are considered a mainstay for the economy. Some farms have converted to dairy farming, as it has become a more popular land use (Central Otago District Council, 2014).

The tourism and hospitality industries are also strong within the community, servicing holiday-makers and those cycling the rail trail (Central Otago District Council, 2014).

Omakau provides many services that support the wider farming community and growing residential population (Central Otago District Council, 2014).

Improvements in technology and restructuring of work environments has allowed some residents to work from home, other residents either work in the local community or commute into Alexandra (Central Otago District Council, 2014).

Environment

Omakau is situated in the Manuherikia Valley. The Valley is distinguished by its low rolling hills and dry, arid appearance (Central Otago District Council, 2014). The Manuherikia River runs to the east of Omakau. It is used for recreational purposes and considered to be of high amenity value (Central Otago District Council, 2014).

Lifestyle

Omakau is a rural area with a slower pace of life. As Omakau has grown and become a relatively more affordable area for families to settle, the demographic structure of residents has diversified. Omakau primarily has a mixture of families and young people, with first generation residents as well as families that have resided in Omakau for generations (Central Otago District Council, 2014).

Social Infrastructure

Omakau is well resourced. Omakau has a primary school, community library, and a toy library (Central Otago District Council, 2014). In terms of medical and emergency services Omakau has a volunteer fire brigade and a Plunket nurse that performs private home visits (Central Otago District Council, 2014).

Omakau has a strong sense of community with many successful community led projects that have facilitated the development of excellent sporting infrastructure at the domain and beautified green spaces (Central Otago District Council, 2014). The domain has rugby and cricket fields, clubrooms, squash courts, a hockey turf, a playground and campground (Central Otago District Council, 2014). Other recreational infrastructure includes the racecourse, golf club, bowling club, community hall and swimming pool. Additional services are available in Alexandra (Central Otago District Council, 2014).

4.3 Pisa Moorings



Figure 3: Location of Pisa Moorings in the wider Central Otago Context

Pisa Moorings is an area of residential subdivisions, lifestyle blocks and farmland, located north of Cromwell (Central Otago: A world of difference, n.d. (b)). The wider area is defined as rural and is characterised by developments such as vineyards, orchards, lifestyle blocks and sheep farms (Central Otago District Council, 2009). Residential subdivisions are located 8 km north of Cromwell and are bordered by Lake Dunstan to the east, State highway 6 to the west and the Parkburn Quarry to the north (Central Otago District Council, 2009).

History

Historically, Pisa Moorings and the wider Pisa District was predominantly rural farmland. Original homes were built in the 1990s with the first ‘rural-style’

subdivision in the area (Central Otago District Council, 2009). Viticulture did not become prominent until the late 1990s (Central Otago District Council, 2009) and has been a growing industry in the area since (Perkins, *et al.*, 2015).

Economy

Economic development of the wider Central Otago region has been a catalyst for the development and expansion of subdivisions like Pisa Moorings (Moss, 2006). Development of these areas has driven diversification of the local economy from a sole dependence on farming. Whilst farming is still important to the economy, vineyards, orchards, tourism and home and farm stay now also take a share (Central Otago: A world of difference, n.d. (b)).

Permanent residents from the subdivisions are often employed in neighboring centres such as Cromwell and Wanaka, or in activities related to horticulture, viticulture and farming (Central Otago District Council, 2009). The Parkburn Quarry is another operation in the area (Central Otago District Council, 2009).

Environment

Similar to wider Central Otago, Pisa Moorings is defined by spectacular landscapes, with the neighbouring Sugar Loaf mountain range having a CODC significant landscape feature classification (Central Otago District Council, 2009). Lake Dunstan is an important environmental feature not only for its landscape values, but also for recreational activities including watersports, boating and walking (Central Otago: A world of difference, n.d. (b)). Pisa Moorings experiences the warm and dry climate of wider Central Otago, with the west of the district having its own microclimate as it is more sheltered from the prevailing nor-westerly winds (Central Otago District Council, 2009).

The Department of Conservation manages the Mahaka Katia Scientific Reserve, which lies within the district (Central Otago: A world of difference, n.d. (b)).

Lifestyle

Pisa Moorings is known as a rural residential area. The subdivision has a mixture of permanent residents and holiday home owners, which are at a variety of different

'ages and stages', from young families to retirees (Central Otago District Council, 2009).

Social Infrastructure

Given Pisa Moorings is a fairly new development, there is a fairly limited provision of social infrastructure. Pisa Moorings relies on the larger neighboring settlement of Cromwell for its social infrastructure (Central Otago District Council, 2009; Central Otago: A world of difference, n.d. (b)).

5.0 Survey analysis

In 2017, surveys were carried out in Omakau and Pisa Moorings, aimed at determining community development aspirations for each town. Results from these surveys contributed to narrowing the scope of this research project by highlighting areas on which to focus. The following chapter outlines the survey results.

5.1 The Omakau community facilities project

The Omakau Community Facilities Project was carried out by Global Leisure Group Consultants to investigate options for the development of Omakau community facilities that meet the current and future needs of the township and wider community. Current facilities, including the Memorial Hall and rugby club are ageing and in need of significant expenditure for repairs and upgrades. The study aimed to identify affordable facilities that would meet community needs (Central Otago District Council, 2017).

Community members provided feedback on matters such as availability, usage and ongoing demand for public spaces. Two key issues were identified:

1. The desire for a multi-purpose community hub facility
2. The desire for modern public toilets in Omakau's retail area.

Redevelopment and ongoing maintenance of the Community Hall and rugby club will be costly and will ultimately serve similar purposes. Building a single facility will be more cost effective and bring different community activities together. Several suggestions have been made for what the facility should provide. These include: a flexible multi-purpose space to seat up to 150-200 people, but can be separated into smaller spaces; a moveable stage; good indoor-outdoor flow; and access to technology such as Wi-Fi, data projection and video conferencing capabilities. Indoor sporting activity space was suggested, as well as service options such as childcare or a fitness studio (Central Otago District Council, 2017).

Global leisure group is now working on the second phase of the project, including a feasibility study, costing and plans for the new facility. There is concern surrounding whether investment would be worthwhile and ensuring the new facility delivers the

needs of the community in an affordable manner (Central Otago District Council, 2017).

5.2 Pisa Moorings community survey

The Pisa Moorings Community Survey 2017 was prepared by the Pisa District Community Group and distributed in conjunction with the Central Otago District Council. The survey was conducted to inform the community and council of aspirations to plan and prioritise future projects for the subdivision.

Over 10 issues were identified. Each was given a percentage value that illustrated the proportion of community members that identified it as an issue (Pisa District Community Survey, 2017). Three were identified as an issue by more than 10% of the community. These included:

1. More Public Facilities (27%)
2. Footpath Construction (25%)
3. Limitation of housing development in a bid to retain 'rural feel'. (18%)

When respondents were broken into permanent residents and private holiday home owners, the issues were identified as:

Permanent residents:

1. Footpath (26%)
2. More Public Facilities (25%)
3. Limit Housing Development (20%)

Private holiday home owners:

1. More Public Facilities (36%)
2. Footpath (23%)
3. Pest Control (14%)

Differences can be seen between the aspirations of permanent residents and holiday home owners (Pisa District Community Survey, 2017). This indicates that the type of property will affect the value individuals place on amenities.

The main outcomes of the survey were permanent residents and private holiday home owners want more public facilities and improved footpath provisions (Pisa District Community Survey, 2017). Twenty percent of residents want to restrict housing development compared to only five percent of private holiday homeowners. Fourteen percent of private holiday home owners want some form of pest control, whilst only five percent of permanent residents see pest control as an issue. For both permanent residents and holiday home owners, maintenance of the lake was the fourth most important issue (Pisa District Community Survey, 2017).

The response rate to the survey was around 50%, with an 80% response rate from permanent residents and 20% response rate from holiday home owners (Pisa District Community Survey, 2017). It is inferred by the addresses to which the survey was sent to that half of the homeowners in Pisa Moorings are permanent residents, whilst the other half are holiday home or investment home owners (Pisa District Community Survey, 2017). It is therefore important to note that the overall survey outcomes are skewed in favour of the permanent resident responses.

6.0 Policy analysis

This chapter outlines relevant provisions in policy and planning documents associated with Omakau and Pisa Moorings. First, higher level planning documents are analysed, including the Otago Regional Plan and Central Otago District Plan, that guide development in the broader region. Next, lower level policy documents are considered, including the Omakau and Pisa Moorings community plans. These provide more specific future development goals for the two townships.

6.1 Higher level planning documents

Development in Pisa Moorings and Omakau is controlled by the Central Otago District Plan and the Otago Regional Plan. A Plan is implemented under the RMA to achieve the objectives and purposes of the act, which is to promote the sustainable management of natural and physical resources.

In terms of amenity, both the Regional and District Plan uphold the RMA by having regard to Section 7(c) *The maintenance and enhancement of amenity values*. The Regional Plan must have controls on water, soil, air, and ecosystems while the District Plan revolves predominantly around the use and development of land.

Under Section 35 of the RMA, the Act requires Councils to gather information to ensure it is carrying out its functions correctly. The District Council meets this requirement by conducting surveys every three to five years to assess the Communities attitudes towards particular resource management issues, such as landscape values and residential amenity. On top of this, the Council gathers information from Statistics New Zealand, Council records, Regional Council monitoring programmes, scientific organisations, and communication with other councils (Central Otago District Plan, 2008).

Both Omakau and Pisa Moorings are largely zoned Residential. The District Plan does not specify what can occur in this zone but instead takes an open ended approach by stipulating what effects cannot occur in the zone. This includes activities that:

- Generate air pollution including odour
- Generate excessive, noise, glare or lightspill

- Generate a significant increase in traffic movement, particularly heavy vehicles and demand for parking.
- Use, store or generate hazardous substances or wastes.
- Introduce excessive security provisions including lighting and fencing.
- Introduce buildings and facades and structures at the road frontage that are not in keeping with the character of the neighbourhood.
- Involve the display of obtrusive signs.
- Cause a loss of a sense of amenity, security and companionship particularly at those times when an activity is dormant and neighbours are present

Further to the general zone rules, many sites throughout Pisa Moorings are subject to specific rules. These rules are predominantly focused around minimum allotment area. Rules 7.3.3 (i)(c)(3.), 7.3.3 (i)(c)(11), and 7.3.3 (i)(c)(13) are specifically applicable to the area (Table 2).

Table 2: Rules Table Specifically Applicable for Areas of Pisa Moorings

Rule Number	Activity Status	Explanation
7.3.3(i)(c)(3)	Restricted Discretionary	(i) Subdivision <i>Minimum Allotment Area – 1000m² provided that any subdivision of Lot 1 DP 23948 shall be in general accordance with the concept plan attached as Schedule 19.19 (subject to further consideration being given to landscaping in the consent process) and no more than 21 residential allotments shall be permitted</i>
7.3.3(i)(c)(11)	Restricted Discretionary	(i) Subdivision <i>Minimum Allotment Area - 400m²</i>
7.3.3(i)(c)(13)	Restricted Discretionary	(i) Subdivision <i>Minimum Allotment Area – 600m² provided that the average allotment size is no less than 800m² , the minimum allotment size for allotments with frontage to Ferry Lane is 1000m² and the minimum allotment size for allotments that abut land in the Residential Resource Area (3) is 800m² ; and provided that any subdivision shall be in general accordance with the concept plan attached as Schedule 19:22.</i>

There are a number of designated areas in Omakau (Figure 4). The dominant designated area is the rugby grounds (reference D126), this area is designated as a recreational reserve. There are no specific rules regarding reserves within the District Plan.

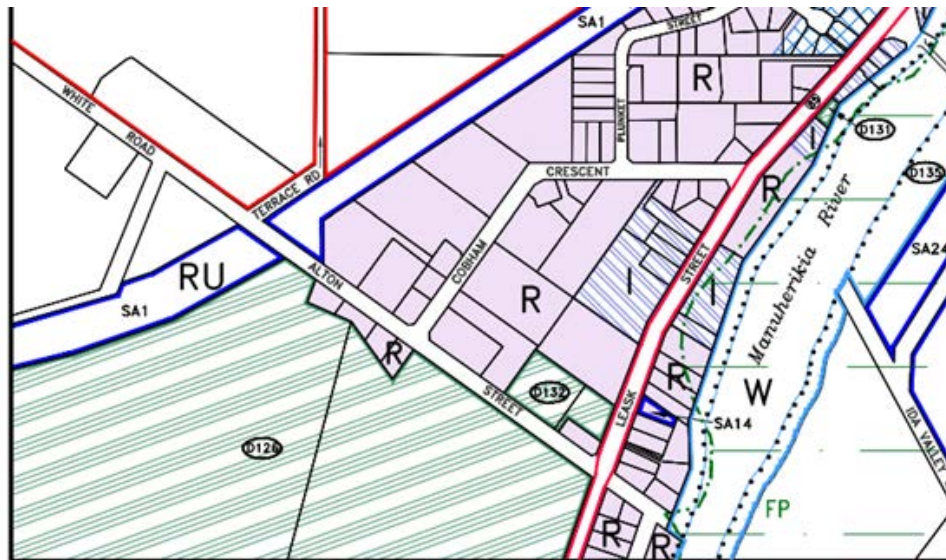


Figure 4: Designated area in Omakau

6.2 Omakau community plan

The Omakau Community Plan (OCP) was published in December 2014 and was developed through consultation and involvement by residents and visitors of Omakau. The plan aims to reflect the values and aspirations of the community and present recommendations to assist in the direction of future development. The OCP outlines a vision to aim for a “thriving (and welcoming) community, with a peaceful rural character and excellent amenities, that provides a safe, sustainable and exciting destination for visitors and residents alike” (OCP, 2014 p.6).

The plan identifies specific community values, broken into four categories. Each category has a set of associated values. Future development in Omakau is guided by community values. A summary of these values can be found in Table 3.

Table 3: Summary of community values in Omakau

Category	Values
Community	<ul style="list-style-type: none"> • A small safe community with rural values • People looking out for each other • Getting together as a wider community

Facilities	<ul style="list-style-type: none"> • Omakau Primary School (as a community hub) • Sports clubs and facilities • The diverse recreational activities available
Environment	<ul style="list-style-type: none"> • The river (water quality, supply and recreational opportunities) • Protection of the landscape and scenery • Pride in community and town
Economy	<ul style="list-style-type: none"> • The primary industry and services it provides • Self-sufficiency as a town • The strategic location of Omakau relative to visitor activities and resources • Building visitation based on the area's strengths.

The community plan presents an action strategy to guide development into the future based on community priorities. The plan lays out a list of objectives along with recommendations for how they can be achieved. The recommendations have been classified high, medium and low priority, with high to be achieved within 1-2 years, medium to be achieved in 3-4 years and low in 5 years or more. Many of these objectives can be related to enhancing amenity provision in Omakau. These objectives are summarised in Table 4.

Table 4: Summary of development objectives related to amenity in the OCP. Red indicates high priority, yellow indicates medium priority and green indicates low priority recommendations.

Objective	Recommendations	Relevance to project
To make good use of and support our existing facilities and services	Encourage people to attend fundraising events for Omakau's community services	Existing facilities in Omakau contribute to built amenity. The Omakau Hall is an important function space for the town. The future of the hall is, however, uncertain, with residents hoping for the development of a new multi-purpose community hub.
	Explore ways to support Omakau's school	
	Encourage participation in local recreational committees and sports teams	
	Determine the ongoing maintenance and development of the Omakau Hall	
Value our natural resources and make them	Investigate opportunities to develop more campsites and greater camping awareness	The natural resources of Omakau significantly contribute to environmental

<p>accessible so they can be enjoyed for future generations</p>	<p>Investigate the possibility of developing access ways and walking tracks along the Manuherikia Valley</p>	<p>amenity. There is particular concern that as the town grows, provision is made for green spaces to maintain the natural amenity of the area.</p>
	<p>Implement community working bees to clear vegetation and beautify public areas</p>	
	<p>Encourage safe and sustainable land use practices throughout the greater Manuherikia Valley</p>	
	<p>Encourage and promote responsible and environmentally friendly water use practices</p>	
	<p>Encourage and promote responsible and environmentally friendly water use practices</p>	
<p>Have public toilet facilities that visitors to Omakau are aware of and utilise</p>	<p>Install signage, from the rail trail and town centre, directing people to the public toilets at the domain</p>	<p>Provision of public toilets has been identified as an important issue. Public toilets are currently located in the Omakau Domain. Omakau residents would like provision of public toilets in a more central location that visitors can easily locate.</p>
	<p>Determine an effective solution for the provision of public toilets in Omakau’s retail sector</p>	
<p>Have a tidy and attractive town that the community is proud of</p>	<p>Create low-maintenance beautification plans for Omakau’s public spaces, in consultation with the landowner, and implement community working bees to achieve these plans</p>	<p>Efforts to create and maintain tidy and pleasant spaces will significantly contribute to Omakau amenity values.</p>
	<p>Encourage the community to take responsibility for the tidiness of their town</p>	
	<p>Investigate interest in developing a “Trees for Babies” programme for Omakau</p>	
	<p>Consider options for developing a brand for Omakau that represents the town and community</p>	

6.3 Pisa Moorings community plan

The Pisa Mooring Community Plan (PMCP) was established in August 2009 and emerged from a consultation process that encouraged community participation. The plan reflects community views, identifies the point of difference of the area, and helps determine opportunities to ensure the area remains a desirable place to live, work, and enjoy. The PMCP outlines the context of the area, the history of development and recommendations for the future. Key elements of the plan include:

- Community Development
- Recreation Requirements
- Community Facilities
- Physical Infrastructure
- Planning for a future District Plan

The Pisa District has been characterised as peaceful, with a rural aspect and lake and vineyard ambience. There is an indication that the community is eager to maintain this character, with particular focus on environmental and visual amenity such as lake access, picnic spots, speed limits and roading.

Due to the rapid growth of the area and the obvious room for further development, infrastructure upgrades have been given a high level of importance. This includes connection to the state highway, street lighting, better signage for way finding and lowering the speeds to maintain amenity. Strong preference was given to combining the roadside footpaths with the walkways/cycleways instead of traditional paved footpaths.

There are challenges associated with the variation of lifestyles, including type and location of community facilities. This includes combining the opinions of those at different life stages, rural activities, residential activities, permanent resident facilities and holiday home owners. The plan acknowledges that the community understands this conflict. A secure community has been agreed upon as a matter of high importance. This includes personal safety, resilience in the event of emergency and a support network for the elderly or sick.

Recreational facilities are mentioned widely throughout the plan. Many opportunities are identified in relation to Lake Dunstan including safe areas for water sports, boat ramp access, a tennis court, picnic areas, and the development of a public playground. A community garden or orchard was given attention with agreement that it would enhance community spirit while providing fruit or vegetables to residents. The interlinking walkways and cycleways gain attention under most categories of the plan, signaling the importance of them within the Pisa area. There is a focus on realistic community amenities after there was little community support for facilities such as a place for sports and concerts, an art gallery/boutique, or a kindergarten/preschool.

The area has “stunning and distinctive landscape qualities which include Lake Dunstan; the surrounding mountains, particularly the Pisa range in the west and most immediately, the Sugar Loaf beneath” (PMCP, 2009 p. 7). High amenity values are recognised by the community as a point of difference from living elsewhere. Lake Dunstan is a focal point for the area and development is largely centred around it. The plan notes concern over development at the shoreline as there has been evidence of endangered bird species being compromised.

Development of a new District Plan appears somewhat necessary from the community. In the past, development in the area has been described as ‘ad hoc’. The initial development of Pisa Moorings failed to plan for physical or social infrastructure, excluding community amenities from the area, as it was not seen as necessary. As the population has grown exponentially greater, planning is required around zoning, reserves and green spaces and protection of the rural environment. A great amount of support was given to low-density living that focuses on the benefits of the immediate environment such as the vineyard/ orchard lifestyle, the mountains, and the dominance of Lake Dunstan.

There is overwhelming support for collaboration between various communities and people in the district. They want to build a sense of community and to achieve an integrated community for consensus decision-making in relation to planning.

Table 5 summarises relevant objectives and recommendations from the PMCP. Recommendations are ranked by priority, with red indicating high priority, yellow indicating medium priority and green indicating low priority.

Table 5: Summary of development objectives related to amenity in the PMCP

Objective	Recommendation for Action	Relevance to Project
<p>To ensure recreational opportunities are developed and maintained in line with the values and needs of the community</p>	<p>Develop a plan for a network of walkways/cycleways that meet recreational desires and safety concerns. The network should consider linking key areas including reserves and Lake Dunstan.</p>	<p>Recreational spaces contribute to the overall amenity of the area and how people use spaces. There are a number of opportunities for well-developed recreational spaces in Pisa Moorings</p>
	<p>Create walkways/cycleways to an appropriate standard, which promote community use.</p>	
	<p>Identify existing green spaces and reserves and potential ones and consider how they might be used, maintained and/or developed.</p>	
	<p>Develop a community garden.</p>	
<p>To develop a realistic level of facilities that meets the needs of the community</p>	<p>Talk to CODC Parks and Reserves department about plans already in motion for a children’s playground.</p>	<p>There are few facilities in Pisa Moorings built to meet community needs. Development of these facilities needs to maintain momentum.</p>
	<p>Investigate appropriateness of and possibilities for a cafe/wine bar (including designated retail space in the area) and how a business of this type could be attracted to the district.</p>	
<p>To plan for the safety and enjoyment of various interests and recreational pursuits on and in Lake Dunstan, while preserving and enhancing the area’s special, natural</p>	<p>Get the boat ramp assessed to determine future requirements and costs</p>	<p>Rural feel and greenspace have both been highlighted as important attributes to the amenity value of Pisa Moorings. Maintenance and enhancement of these are important.</p>
	<p>Investigate the feasibility of developing and maintaining a jetty and/or pontoon.</p>	
	<p>Develop landscape concept drawings that show reserves on the lake shore and</p>	

<p>environment.</p>	<p>plantings along the lake front</p> <p>Identify specific issues for lake maintenance.</p> <p>Liaise with appropriate agencies to coordinate development on the lake shore.</p> <p>Liaise with the Clutha Management Committee to determine demarcation of in/on water activities (boating, jet skies, swimming) to avoid conflict of use.</p> <p>Discuss with Clutha Management Committee how rules on and around the lake can be enforced.</p> <p>Gather data on the purpose, nature and area required for a bird sanctuary and how it might be protected.</p>	
<p>To have a road network that is safe and practical for all users</p>	<p>Lobby New Zealand Transport Agency to improve the intersection at the entrance to Pisa Moorings.</p> <p>Investigate welcoming signs to the district.</p> <p>Advocate for reduced speed restrictions within the residential area, including the lake front.</p> <p>Develop appropriate parking at the lake.</p> <p>Investigate a bus stop for the area.</p> <p>Assess the need for signage to identify amenities within the residential area.</p>	<p>Adapting the roading infrastructure is important for both safety and connections within the area. Both footpaths and speed were indicated as areas for improvement</p>
<p>To plan for and manage the varying interests and requirements of the Pisa District.</p>	<p>Create a plan for future development that realistically meets the various needs and shared values of the Pisa District community. Include development and maintenance costings.</p> <p>Investigate how stricter dog</p>	<p>Pisa Moorings is home to a number of different groups of people. Meeting each group's needs will lead to a harmonious community with people who take pride in the area.</p>

	<p>control can be implemented and whether the suggestion for a dog park would be supported with options for locations.</p>	
	<p>Discuss issues in relation to section size and other bylaws; and how consolidation of bylaws can be realistically achieved.</p>	

7.0 Observational findings

The following section presents an observational analysis of public amenities in Omakau and Pisa Moorings. Amenities were identified and located in each township and assessed on four different criteria: appearance, condition, perceived level of use and location. It should be noted that these results are based on the researchers' personal observations and may not accurately reflect the feelings of community members. These results aim to provide an initial insight on the state of the most important public amenities in each community and do not necessarily identify all possible amenities.

Figure 5 and Figure 6 show the locations of a range of public amenities in Omakau. Figure 5 displays the northern retail area of Omakau. This area is important as it contains the community hall. The community hall acts as a venue for a range of different functions, including school productions, social meetings and ANZAC services. As well as the community hall, other amenities in the retail area include the toy library, solar rubbish bins and public green spaces.

Figure 6 displays a map of the Omakau Domain, a large public reserve containing a range of recreational and sporting facilities. Similarly to the community hall, the rugby club serves as a meeting place and function venue for the Omakau community. The domain also contains sports fields, hockey and tennis courts, a playground, a campground and squash courts. A golf course is located behind the domain. It is also important to note that the domain contains Omakau's only public toilets.



Figure 5: Map of public amenities in the Omakau retail area



Figure 6: Map of public amenities in the Omakau Domain

Figure 7 and Figure 8 show the locations of public amenities in Pisa Moorings. The Pisa Moorings community is largely residential and is more recently developed than Omakau. For this reason, there were fewer public amenities to consider. The northern part of Pisa Moorings, shown in Figure 7, contains a public reserve, a playground and a public toilet next to a boat ramp. The southern part of Pisa Moorings, shown in Figure 8, also contains a playground as well as a mini golf course. A cycling and walking path can be seen running the length of Pisa Moorings at the lakefront.



Figure 7: Map of amenities in northern Pisa Moorings



Figure 8: Map of amenities in southern Pisa Moorings

Amenity evaluation

Table 6 displays a matrix showing an evaluation of amenities in Omakau and Pisa Moorings. Four different categories were used to rank amenities on a scale from 1 to 5. 1 was considered terrible and 5 was considered excellent. Categories included appearance, condition, use and location. It is important to note that given the size of Omakau and Pisa Moorings and the time of day each amenity was visited, many were not being used at all at the time of observation. Judgements were often made about level of use from information provided by key informants. If little was known about a particular amenity, rankings were left blank for level of use.

Table 6: Matrix showing rankings on appearance, condition, use and location for amenities in Omakau and Pisa Moorings

	Appearance	Condition	Use	Location
Omakau				
Community hall				
Solar rubbish bins				
Public green space				
Toy library				
Rugby club				
Camping ground				
Rugby field				
Playground				
Hockey and tennis courts				
Public toilets				
Squash courts				
Golf course				
Pisa Moorings				
Public reserve				
Public toilets				
Playground				
Playground and mini golf				
Waterfront path				
Key				
Terrible	Poor	Okay	Good	Excellent

Figure 9 and Figure 10 again show maps of the Omakau retail area and Omakau Domain. These maps are intended to display the relative rankings of each amenity. Points in red indicate worse scores. Points in green indicate better scores. Given the

speculative nature of use rankings, level of use has not been considered in making these maps.



Figure 9: Relative rankings of amenities in the Omakau retail area

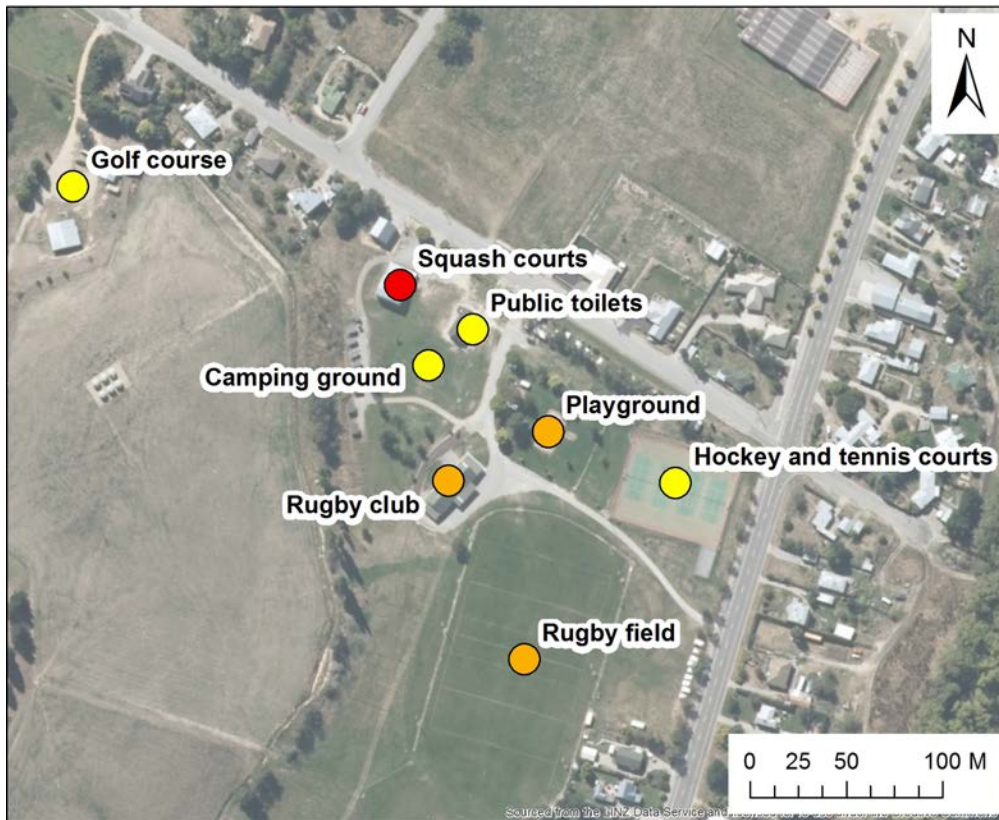


Figure 10: Relative rankings of amenities in the Omakau Domain

As can be seen in Figure 9, the community hall, public green space and toy library all had relatively low rankings. While the community hall currently acts as an important meeting place and function venue for Omakau, it was evident the hall was dated and in a state of disrepair. The building was cold and generally uninviting and did not appear to be fit for the purpose of providing a functional community hub. Furthermore, the hall currently requires significant costly earthquake strengthening improvements. The public green spaces at the back of the retail area were fairly well kept and pleasant spaces. They were however, small and basic, with room for improvement to make them more obvious recreational spaces. The toy library appeared to be a great community initiative and seemed highly valued by various community members. The actual space, however, seemed dilapidated and unkept, with no power or running water, although it is noted that a toy library would not necessarily need power or running water to serve its purpose. The solar rubbish bins were the only public amenity that scored highly in the retail area of Omakau. A relatively new development, the bins are for public use and have a sensor that alert

when they need to be collected. These bins helped solve historical rubbish collection issues in Omakau (KI 1).

Most public amenities did not score notably highly or poorly at the Omakau Domain. The most significant amenities in the domain included the rugby club and the public toilets. The rugby club acts as an important function space for the Omakau community and serves a range of purposes including sport and club meetings, camp facilities and parties. The clubrooms appear fit for purpose, with well-kept facilities including a kitchen and common area. The clubs are, however, in used condition, fairly small and will likely need upgrading as sport participation grows in the area. The public toilets at the domain were in excellent condition. They were in a newer building, had plenty of clean showers and toilets and appeared excellent for campers and sports players. The main problem was the location of the public toilets. Given the domain is a reasonable distance from the centre of town and the toilets are not clearly signposted, visitors from the rail trail and other tourists would likely have difficulties locating them. The domain itself contained various sports grounds and recreational spaces. All were in reasonable condition, particularly the tennis and hockey turfs, a community funded development and an apparent asset for multiple sports clubs.

Figure 11 and Figure 12 show similar maps of relative rankings of amenities in the northern and southern parts of Pisa Moorings. Level of use has again not been considered in making these maps.



Figure 11: Relative rankings of amenities in northern Pisa Moorings



Figure 12: Relative rankings of amenities in southern Pisa Moorings

As previously discussed, given Pisa Moorings consists of moderately new subdivisions, there were fewer public amenities to consider, all of which were in reasonably new condition. Northern Pisa Moorings contained a public reserve next to the boat ramp with a playground and public toilets. The reserve itself was pleasant and well kept, with a large grassed area and some picnic tables. Although basic, the reserve provides an excellent recreational spot, popular in the summer months. The reserve also contains a playground and public toilets. The playground was in good condition, with nothing visibly wrong, yet was fairly basic with limited equipment for children to use. The public toilet was also clean and in decent condition, however there was only one, which may become a problem as Pisa Moorings grows.

In southern Pisa Moorings there was also a playground. This playground was far more advanced in comparison with a range of equipment to be used. Attached to the playground was a free mini golf course, making an excellent recreational space. Running through Pisa Moorings at the lakeside was a cycleway/walkway. On the whole, this track appeared new and well maintained. It was noted, however, that some sections were incomplete and lacked attention.

8.0 Results and discussion: Omakau

The following chapter outlines results collected in Omakau. The first section discusses general comments on the provision of amenities in the town. Next, results are presented on the potential provision of a new community hub in Omakau, specifically the uses, feasibility and location of the potential hub. The provision of public toilets are then discussed, with particular focus on the ideal location, preferred method of funding and what new toilets would bring to the town. The provision of green space is then covered, followed by opportunities for successful community-led development and issues and tensions within the community. Throughout the chapter, findings are linked to relevant literature.

8.1 Current amenity provision in Omakau

Research aimed to understand community thoughts and aspirations surrounding present and future amenities in Omakau. Whilst being a small town, Omakau is growing at a rapid rate, placing significant pressure on current amenities in the area. Every Key Informant made highly positive remarks on the sense of community in the area. This sentiment, however, was not shared for existing amenities. Responses to the state of current amenities in Omakau were mixed, with some positive and some negative. A summary of these responses can be seen in Figure 13.

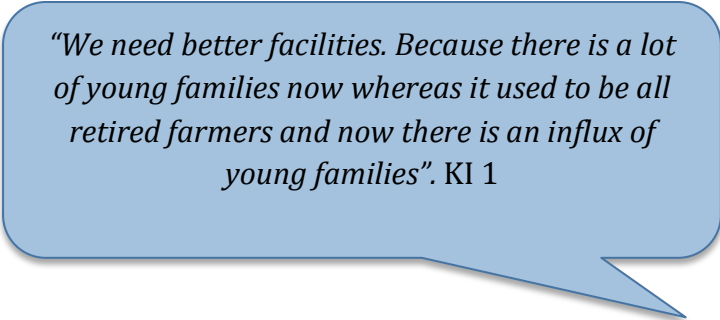


Figure 13: Positive and negative opinions on amenities in Omakau

Members of the community felt there needed to be more work done towards the current state of public amenities in general. The consensus from Key Informants was that the centre of town was lacking in amenities, with most concentrated at the domain. The need for a new community hub and public toilets, however, stood out as a priority for the community. It was suggested that development of the two may act as a catalyst for improving current amenities around the rest of the community.

Growth putting pressure on amenities

Existing amenities are evidently under pressure from growth and a changing population. The rural community is growing in size at a rapid rate, creating an uncertain future for how current amenities are going to cope with population pressures. Current facilities are catered towards a smaller population, with one local school, a play centre in Poolburn, one cafe, a campground and sports centre, as well as one garage and a small convenience store. Key Informant 1 noted that it was younger families that were moving into the area, instead of the historically more common retired farmers.



“We need better facilities. Because there is a lot of young families now whereas it used to be all retired farmers and now there is an influx of young families”. KI 1

Omakau is a pro-growth community and actively seeks to promote the expansion of the town. It was commonly expressed by the community that a master plan is needed in order to facilitate and encourage growth.

The general consensus was facilities in Omakau require upgrading to accommodate growth. The community expressed that there were so many issues that needed to be looked at, they are forced to take proactive action, rather than wait for help from the council. Key Informants argued buildings in the town are run down and not fit for purpose considering the rapid growth. This makes amenity provision a pressing issue.

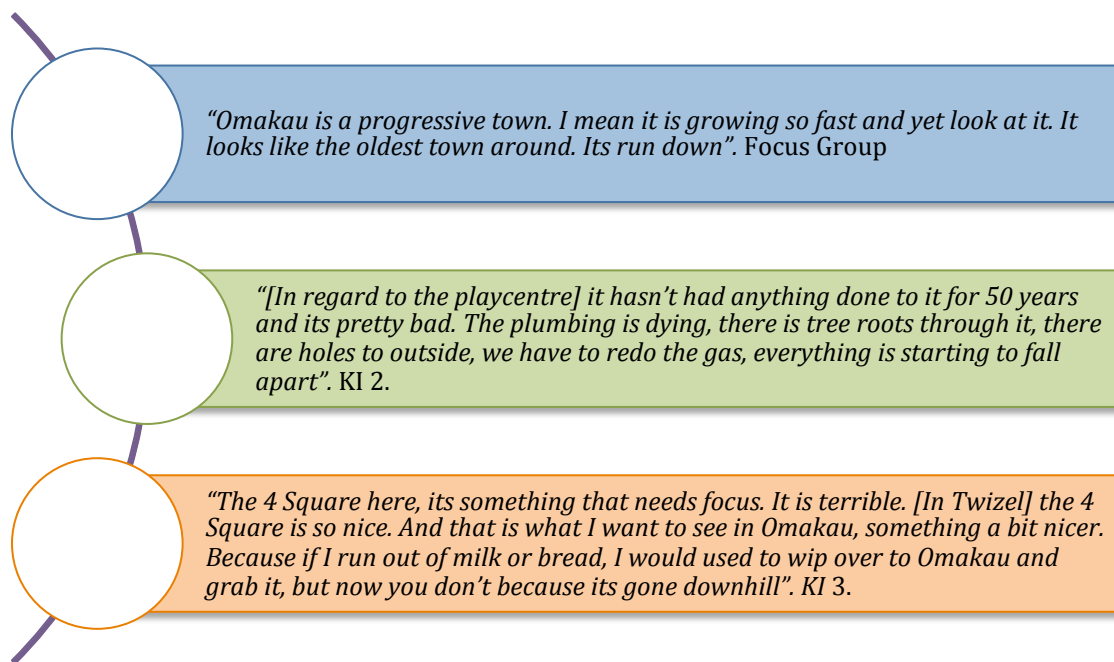


Figure 14: Quotes regarding state of amenities in Omakau

Overall, it was found that the community were largely dissatisfied with the state of amenities in Omakau, but were actively trying to fix this. It was expressed that provision of new toilets and a community hub were most important in initiating redevelopment. One of the main points expressed by Key Informants was the maintenance of current buildings was becoming difficult due to their age or unsuitability for use, particularly regarding the local convenience store, the community hall and the play centre.

8.2 The community hub

Reasons for a community hub

Most key informants from Omakau explained that the current community hall is no longer suitable for use, or 'is passed its use by date' (KI 6). Throughout numerous interviews, it was expressed that the old community hall is no longer capable of serving its much-required community functions, such as meetings, hosting events, and various other recreational and non-recreational activities. This is due to the nature of it being unsafe, with significant earthquake strengthening required, as well as being outdated, cold, and undesirable (KI 1, 3, 6, FG). KI 6 stated that it would cost up to

\$300,000 to strengthen the building alone. What seemed to be a popular theme throughout the community is that they require a new building to facilitate community needs moving forward (KI 3, 4, 6, FG), as KI 4 explained, “we need to move on”.

Further concerns with the existing hall that a new facility may fix, is it fails to attract potential incoming business and stakeholder meetings or events, as well as other regional or national events. These include activities including conferences, sporting tournaments such as rugby and squash, or events such as the A & P show (KI 1, 3, 6, focus group). KI 3 explained that a member of Fonterra who was interested in setting up a conference in the town was put off from Omakau as she was not satisfied with the current state of the old run down hall “because it’s not good for your brand” (KI 3). Another key consideration was the need for a multipurpose facility, with multipurpose rooms that would support and integrate with the current sporting groups.

Table 7 shows some of the supportive views from members of the community, highlighting the emphasis placed on the considerations stated above. These quotes show it is a priority for a new community hub to provide and facilitate multi-purpose functions and meetings, as well as providing greater integration of sports and other activities/facilities. The old hall cannot currently meet these requirements, and meeting these will become more important as Omakau grows in the future (KI, 3, 4, 6, Focus Group).

Table 7: Table of quotes supporting the need for a community hub in Omakau

Key Informant:	Quote:
KI 6	“The community is pretty determined [about the community hub] ... Lets do this, but let’s be realistic as well.”
KI 3	“It would be amazing, I think it would be great if it ever happened.”
KI 1	“If it’s one community hub I think it is better than having two different things [community buildings].”
KI 4	“Well it’s probably a meeting point for any group... Ideally you want multipurpose rooms”
Focus Group	“If it’s a decent community hub, it will be supported by various clubs, it could become quite a good community hub if it was done and planned properly... Lets build one real multipurpose set up that is perfect for everything.”

Buildings such as community hubs have been described in numerous studies to hold many benefits (Liu *et al.*, 1998; Nygren, 2014; McKercher, 2001). Previous examples have shown how a variety of buildings have been used to facilitate community activity. A community owned heritage tourist attraction was one example that is different – but not dissimilar, as it showed how a community could take responsibility over a facility and use it to promote community needs and facilitate activities and events. Similar outcomes aim to be achieved with the new Omakau community hub and other examples have proved that if the community remains involved and responsible, they will be able to utilise a facility that meets and enhances community needs (Lie *et al.*, 1998; Nygren, 2014). Furthermore, it is common for a small town and community to require new facilities to promote growth. Marcoullier *et al.* (2002) stated that growth resulting from attractive natural amenities as well as built amenities creates the associated requirement of providing new services and infrastructure. In response to growth in Omakau, it is therefore likely that a new community facility such as a community hub will be required to facilitate the needs of a growing population.

Uses of a community hub

As explained above, one key interest is the community hub should provide a place to hold meetings, with “functional meeting areas” (KI 4). Currently members of the community are using the local pub and rugby clubrooms for regular meetings (KI 4, Focus group). As explained in the focus group, ‘this is not ideal’, particularly as the facility becomes more outdated. A community hub would be much more suited to facilitate this sort of community activity (KI 1, 3, 6). Those who attended the Focus group believed the community hub should be able to support 150 people for functions such as funerals, with some estimating that up to 300 may even be required. Therefore, potentially utilising an open design with moveable walls (as KI 4 suggested) may facilitate desired activities.

Table 8 displays a large variety of other groups and activities with interest in using or integrating into the community hub. The table shows that there are at least 13 other desirable activities or functions that the community would like the hub to serve. These vary from integrated facilities such as a gym and/or yoga facility; to merging the toy library and other child and school related activities; to hosting large events such as the A & P show. Because of the large quantity of preferred uses, the community understands that the ideal scenario would be incorporation of a multi-use system. This includes integrating some shared amenities such as features for the sports grounds and camping ground, community members at the focus group stated:

“[The community hub] would be a collective sports club rooms, it would flow onto the domain board using it when the camping ground is full. It would have shared facilities for everyone. A couple of years ago we had a major storm and half of the tents got blown down and they really had nowhere to go.” Focus Group

They also indicated passion for involving external amenities that currently exist in Omakau and are critical for sustaining the community feel such as the child’s play centre and a gym:

“We want to have a playgroup room down there, we could combine those two groups and that would help with their roles as well. I think ideally having that shared facility makes a lot of sense. We want a gym there, I personally would use a gym, it doesn’t make sense to drive [to Alexandra] to the gym.” Focus Group

Overall, as shown in Table 8, the community has indicated many desirable options for components and activities that should be integrated into the community hub. They

have established that there will likely be a significant number of users who will be interested in either using the facilities that may exist or are interested in “buying in” to the facility (KI 3, 5, 6, Focus group).

Table 8: Potential uses and components for the community hub and support from key informants

Component of community Hub	Key informants who supported this
Gym	KI 4, 6, Focus Group
Toy Library and Play centre (including Plunket)	KI 3, 4, 6, Focus Group
Shared campground facilities (e.g. kitchen, showers, toilets)	KI 1, 4, 6 Focus Group
Commercial Kitchen	KI 4, 5
Supporting sports facilities (including children’s sports)	KI 1, 4 Focus Group
Yoga/Pilate classes	KI 6, Focus Group
A & P Show	KI 3, 6
Integration of IT (e.g. WiFi, conferencing capabilities)	KI 6, Focus Group
School events and activities (e.g. prize givings)	KI 1, 5, Focus Group
General functions (e.g. Weddings, funerals, sports functions)	KI 1, 4, 5, Focus Group
Meetings and conferences	KI 1, 4, 6, Focus Group
Other groups (e.g. Cultural groups, church groups, craft clubs)	KI 5
Old hall plaques, memorials, and features (e.g. ticket booth)	KI 4, 13

Wider region

Many members of the community suggested a new community hub would hold wider regional benefits as well as within the community (KI 1, 3 ,4, Focus group). While some believed the greatest benefits would be to other nearby communities such as Ophir and Poolburn (KI 3, 4), others thought there were positive implications for all of Central Otago (KI 1, Focus group). On a smaller scale, KI 1 and 3 expressed that there would be a lot of interest from the wider community, such as farmers who would be interested in using the hubs for ‘irrigation meetings’ for example, or for better facilitating sporting events and regular games such as rugby. Those who believed there would be even greater use for wider Central Otago stated it would be beneficial for holding conferences and events. Key Informant 4 explained that there was an upcoming conference in Cromwell, but if there was a new multipurpose

facility that could host such events, the conference could have been held in Omakau. They believed this would also lead to further benefits as “a lot of things might come out of the woodwork if the facility was there”.

Table 9: Quotes explaining how widely used the community hub will likely be

Key Informant	Quote
KI 4	“All of central Otago. We have a conference in Cromwell next week, if the facility was up we would have it there. A lot of things might come out of the woodwork if the facility was there”.
KI 1	I reckon the outer area would probably use it more than the town people. So the wider area, the farmers... they have irrigation meetings and things like that down there now.
KI 3	“The whole wider community comes together, especially for rugby, so it’s the perfect space. Every sport could benefit every group... We have the Poolburn mum’s playgroup, but they still have to travel 15 minutes”

Though tourism may not be the most evident outcome in this scenario, the community explained that they would expect users of a new hub to travel from the wider area, as far as throughout the Central Otago region. Therefore, the community needs to consider the impacts that this increased ‘tourism’ may have on the town as it can lead to both positive impacts (Knox and Mayer, 2013) and negative impacts (Davis and Morais, 2004). Tourism generally offers only positive benefits for small towns, and has over the most recent decades been one of the most important facilitators of growth and success (Knox and Mayer, 2013). It is important that Omakau continues to build on its small rural town nature, as these areas are known to be attractive for both tourists and permanent stayers, especially those who are seeking a change from metropolitan areas (Deller *et al.*, 2001; Wilson *et al.*, 2001). Additionally, as the community stated, it is highly likely that the provision of a new multipurpose community facility will help facilitate more sustained growth and visits. Continuing this development as a community project would ensure there are no negative impacts from subsequent increased tourism, as in the past locals have often become excluded from decision-making and consequently felt alienated from the development of their own town (Davis and Morais, 2004).

Location of a community hub

When members of the community were asked for the most appropriate and practical locations for the community hub to be situated, almost all explicitly answered with ‘the domain’. Table 10 displays a number of these responses. Every key informant recognised the domain as the best possible location, and most explained that the reason for this is because it would be practical to associate it with the sports facilities and the camping ground. One area of uncertainty was where exactly on the domain the hub should be situated. Two areas within the site were highlighted: the first near the current rugby club and field, astro-turf, and camping ground; and the second, on top of the hill above the camping ground where the land is currently vacant. Key Informant 5 expressed concern that the hub would replace part of the rugby club and surrounding sports facilities and therefore the best option in their opinion would be on top of the hill. Key informants 6 and 10 agreed that on top of the hill would make a good location due to the “fantastic views” (KI 6). The remaining key informants only highlighted that it should be developed on the domain and seemed flexible with the exact location on that site.

Table 10: Quotes stating the preferred location of the community hub

Informant	Desired Location	Quote:
KI 6	Domain	“We had the consultation process and it was overwhelmingly to go over the road, by the golf course, because there is fantastic views up there if you want to have a wedding”
KI 3	Domain	<i>When asked if the domain is a good location:</i> “Yes, I couldn’t see anywhere else for it”
KI 1	Domain	“I hope they do it down at the domain, that’s my wish”.
KI 4	Domain	“I think it’s the only option, it has to be tied in with the sports facilities really to make it work. That’s where you’re going to get most community support from I think... The sport ground is the key.”
Focus Group	Domain	“In my opinion I think the whole lot should be down there [the domain], it is a safe area, and there is parking, it is better for children”

KI 5	Domain - but not on the rugby ground. Or above the domain on the hill	“The Domain is the most suitable site... [but] I don’t want to see it put in place of the rugby club as for events you would have vehicles coming in when there are campers around. Increase in traffic could be dangerous if there were children running around... I wouldn’t be opposed to it being up on the hill here”
KI 11	Three potential sites on or near the domain.	“First is the rugby club we desire, which is on the hillside looking over the rugby grounds, halfway on the rugby field because of viewing. But it’s quite distant from the road and low visibility and those things. Option B is the existing site [old hall site] which means an interruption in service until the next one is built. And then option C is close to the hockey turf and tennis courts at the end of the rugby field. Down by the playground”

Relevant literature would suggest that building the community hub in an amenity rich area would be a favourable option (Deller *et al.*, 2001; Marcoullier *et al.*, 2002; Rudzitis, 1999). The domain is an area of high built amenity provision, but also importantly has a number of natural amenity values that complement the area as a potential site. This relates to work by Rudzitis (1999), who found that 77% of people moving to rural areas were attracted by the natural amenity. This should therefore be considered in determining the final site. Scenery, tranquillity, environmental quality, and outdoor recreation are important components in natural amenity value and are all exhibited at the domain environment. This would also suggest that the site on top of the hill overlooking the domain may be the most favourable choice, as it certainly offers all the listed components, particularly scenery. It also will be overlooking and within the vicinity of all the other recreational facilities which makes it a good fit for the outdoor recreation component.

Feasibility of a community hub

One of the concerns with the newly proposed community hub is that without proper assessment, it could become a burden on council and ratepayers if unsuccessful, especially due to the nature of it being placed on a recreational reserve. It is therefore important that it “looks smart, current and fit for purpose” (KI 13). To achieve these goals, a consideration of the overall feasibility is needed, particularly to ensure the hub can be adequately maintained and is supported with sufficient funding. The

community made numerous statements about how they considered the overall feasibility of the project, particularly from the financial side.

Strong, enthusiastic, and motivated Omakau community

Many key informants both within and outside the Omakau community commented on enthusiasm and motivation for continual development of their town. Key informant 6 stated “We have a big rural population that punches above our weight” and in terms of developing a new community hub, “the community is determined”. When one key informant expressed that “they [the Omakau community] are almost victims of their own success”, they further enforced the strong capability of the Omakau community. However, because of this they also believe that sometimes stakeholders such as the Council may often feel that the Omakau community therefore does not require help, so they should take caution with their strong involvement. Importantly, these quotes show that many understand how proactive and determined the Omakau community is, as has been observed from past scenarios where they have proven that they can take responsibility for community projects that have many similarities to maintaining a new community hub.

When addressing the community’s ability to take charge of funding the operating costs of a new community hub KI 3 explained that the Omakau community is capable of coping with ongoing maintenance and upkeep costs, particularly as it has already been done before. KI 6 offered examples of how the community has carried out similar projects in the past; they explained that a community project was carried out to upgrade the squash club for the regular national sport tournament. During this process debt was accumulated to facilitate costs, however, they said the community was able to come together and raise the money to cover these costs as he explained “we got everyone together, and bang [the debt is] gone” (KI 3). Similar scenarios have been seen with the astro-turf, which was community-led and funded in conjunction with the Central Lakes Trust. Significant funds have also been dedicated to improving and maintaining the rugby club, however the building is now also old and outdated and will be unable to deal with the growth and interest from other community stakeholders like a new community hub would (KI 3, Focus group).

Table 11: Quotes on feasibility and funding

Key Informant	Quote:
6	“If the facility goes down, it would be positive, say the community fundraise and get it done, and the Central Lakes trust would help with the area, we could give it a good whack. And the next four years we have an extra 4 million that they are going to release. So that’s going to be good for us”
1	“You can get good funding through Central Lakes funding ... and through the lottery and things like that. Especially if it is a community thing”
4	“They [the Omakau community] had different fundraisers, such as a winter crop competition, where they fundraise for a different community project each year. A fundraiser for this might be a way to do it, and keep it running for a year if they got a bit behind. So fundraising is a pretty viable way in the community”
4	“You could have a bar there and make money out of the bar”
5	“It will have to be user pays... The camping ground is going to be a big part of the multi-purpose facility. The campground is making money so it will have to pay for the community facility”
Focus Group	“If the community has to do some sort of fundraising then, possibly yes, its not just the community that gets the community benefits out of it though it is the whole wider community including the council”
Focus Group	“If we can rent it to enough people, like a gym and stuff like that, then, yes that could cover that. Plus if there is funerals, then people will get charged for usage of the room and stuff like that... I honestly think if it was set up correctly it could be self funded. If we can generate enough groups to be involved”

Furthermore, KI 6 noted the community are aware of the importance of the overall feasibility process and explained:

“it’s our challenge to find the funds to go ahead, because that’s what the community wants, but we need to see if it’s feasible to be honest, and I say that financially” KI 6

Similarly, members of the community have demonstrated they have considered the funding implications of a new community hub and would subsequently be required of the Omakau community:

“Hopefully in these sorts of hubs you wouldn’t have very high maintenance in the entail years, but I think for sure the community would be looked upon as having to maintain and put up some funding system to maintain the building” (KI 4)

Through many meetings and conversations, the community has evidently acknowledged what is needed to create a much-desired community facility in their town.

There is a strong sense of empowerment within the Omakau community as seen throughout prior examples of community funding. Given this is an ‘observable project’, it further adds to community momentum and empowerment as those involved can physically see the project develop (Inspiring Communities Review, 2018). When involved with large-scale community projects such as the community hub, however, it is important that the community consider emotional attachment. McKercher (2001) explained that in these scenarios, caution is required as community motives can be complicated by emotional attachment, especially in small communities, which can compromise the most rational and best overall outcome for the project. Considering this, it is still critical the Omakau community continue to be at the forefront of development, as it will benefit momentum and progress in the long term.

Development funding:

Looking specifically at funding for development costs, there are a number of options identified by Key Informants as available to the community. The Central Lakes Trust has been utilised multiple times for developments such as the hockey turf. Key Informant 6 outlined that this trust is releasing \$4 million next year and Cromwell had recently received \$1 million. They argued that even part of that amount would be greatly beneficial. Key informant 6 also explained that Omakau has access to the Bob Turnbull Trust, which has millions of dollars that can be utilised for community

development and has the potential to cover a variety of costs. Other community income is also available from the camping ground in Omakau as well as the Alexandra camping grounds. Omakau also has approximately \$48,000 a year that would be available for both capital and ongoing costs of the community hub project (KI 6).

Key informants also explained that funding would very much be a collaborative community effort. It has been expressed that groups such as gyms, play centres and yoga classes would all likely use rentable space within the hall which would allow for a steady flow of income, part of which could go towards consistent maintenance and upkeep costs (KI 3, 6, Focus Group). Furthermore, it was expressed that sports clubs such as the Rugby club would likely be able to help fund the ongoing costs of the community hub particularly if they were involved, and partially integrated into the hub. Finally, the community largely believed rates increases would not be ideal. Some, however, believed that it would be another means of covering operating costs of the hub (KI 4). Given this is a more contentious issue, many members of the community did not raise this as a possibility.

Connecting the community:

One of the commonly expressed benefits of a community hub was the possibility of multiple individual community stakeholders coming together to integrate into one collective building. An example of this was the Ophir Play Centre and the Omakau Toy Library that have been struggling to operate on an individual basis (KI 6). Given these facilities are such valued assets to the community, both the operators of the toy library and members of the community agree that integrating into a purpose built shared facility such as a community hub, would create a mutualistic scenario. The current operator of the toy library explains:

“it doesn’t need much space, just a room and some shelving for storage... we put the fence up ourselves and the kids will just play outside” (KI 3)

Similarly, KI 3 believes this benefit extends to other external groups such as the Poolburn Mum's Playgroup. They expressed that having something as simple as a basic room that could be available for community activities would be greatly beneficial to the wider region. KI 3 added that groups like these currently hire other halls and therefore this may be another option for funding of maintenance and upkeep. Overall many members of the community believed that incorporating other community facilities and features is a very likely possibility that will allow for a much more feasible project (KI 3, 4, 6).

Having these strong relationships in the community are critical when involved in these sorts of developments. The Inspiring Communities Review (2018) and Manzo and Perkins (2006) both clarified how important community collaboration becomes when dealing with community-led developments. These sorts of relationships are in abundance in the Omakau community and have led to the significant progress that has already been made in terms of developing a new community hub. The Omakau community has already discussed many of the considerations involved in this development, such as the overall feasibility and community involvement. Manzo and Perkins (2006) expressed that sharing these interests and understandings within the community allow for better understanding of the overall preferences, perceptions, and emotional connections. Because the community have exhibited components of good community-led development practice, they have established their requirements, priorities, and other considerations which will continue to allow for a smoother development process.

8.3 Omakau public toilets

The provision of easily accessible public toilets was an evident pressing issue in Omakau. All key informants regarded public toilets as a priority for amenity provision along with a new community hub. Due to the location of Omakau on popular country road and the proximity to the Otago rail trail, it has become a popular stopping point for visitors driving through or cycling the rail trail. Community members have noted, however, that there are significant problems with the public toilet provision in the town. Public toilets are currently located at the Omakau Domain. Key informants expressed concern that these toilets are hard to find for people that do not know the

area and they do not serve their purpose well. Figure 15 displays a diagram summarising some of the issues with the current public toilets.

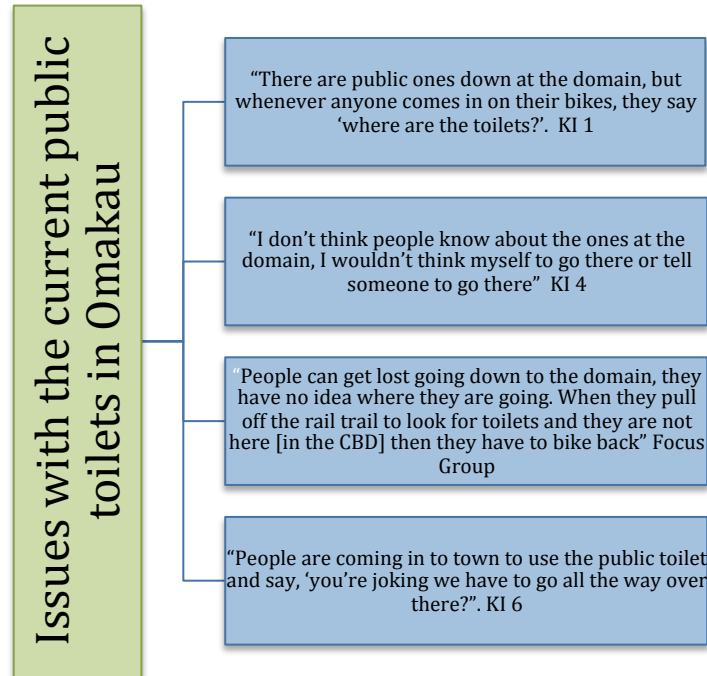


Figure 15: Diagram of quotes showing the problem with the position of the current public toilets at the domain

As indicated by Key Informants 1,4 and 6 as well as the Focus Group, the main issue with the public toilets is their current location on the Omakau Domain. The toilets cannot be seen from the main road and the lack of signage makes it hard for non-locals to find them. As a result, visitors tend to use the toilets at the local garage or the cafe instead, due to the more central location. The central location of the garage and cafe make these toilets a more feasible and accessible option. Key Informants have therefore expressed the need for a new public toilet block within the centre of town (KI 1, 10, 5, 6. Focus Group). Toilets at the local garage are currently most popular for visitors. These toilets are, however, maintained by the local garage owner who indicates that although they do not mind the responsibility, a designated public toilet block would be preferable.

Key Informant 1 identifies other issues associated with the lack of public toilets. Problems particularly arise with large busses stopping at the town and tourists

expecting to use the toilets in private businesses. These sentiments are shown in Table 11.

Table 12: Issues with public toilets identified by KI 1

Key Informant:	Quote:
KI 1	“Well we get people coming in, and we say well they are customer toilets so you have to buy something”
KI 1	“We are getting busses quite often stopping. At least once if not twice a week...like Asian tourists or rugby clubs and they are always looking for public toilets”

Public toilet location

All Key Informants believed public toilets should be located centrally, with a favourable site being on the green space next to the Toy Library (KI 1, 3, 10, 5). This site is shown in Figure 16. A central location makes the most sense in terms of benefits to local businesses and the community.



Figure 16: Image showing the desired location of the new public toilet block

Table 12 presents a summary of Key Informant opinions on where the new public toilet block should be located.

Table 13: Quotes showing preferred location of the proposed toilet block

Key Informant:	Quote:
KI 1	“Needs to be in the central hub”
KI 10	“Centre of the commercial area, because people stop and grab a coffee and that type of thing”
Focus Group	“The toilets need to be central”
Focus Group	“The toilets need to be somewhere that people are passing by”
Focus Group	“It is a bit ridiculous to not have toilets in the middle of town, there are people coming in from all over Australia and the rest of the world”
KI 5	“Next to the toy library, it would make sense to have the public toilet there”

Unanimously, Key Informants expressed the need for public toilets to be located in the centre of the community, with the Focus Group suggesting that not having any in the middle of town was already ridiculous.

Benefits of public toilets

Many Key Informants expressed that having a new public toilet block in the centre of town would create flow-on benefits for the community. Provision of quality public toilets would reinforce Omakau as a rest point and encourage visitors to stop and look around the town. This will benefit local businesses and facilitate the growing number of tourists and commuters visiting Omakau. This sentiment is best explained by quotes in Table 13.

Table 14: Quotes indicating benefits of new public toilets for the community

Key Informant:	Quote:
KI 4	“Having toilets makes it more of a stop off destination. If people know where toilets are they stop for a cup of coffee or a toilet break. There is currently nothing in that part of the town where the cafe is but it would be a good stop off location”
KI 10	“...the logic of having a toilet in close proximity helps people to stop and spend in the local community”.

Funding a toilet block

Conflicting ideas emerged with respect to funding a new toilet block. The Omakau community expressed a strong sense of ownership over their town, evident in the many community-led development initiatives they have been able to achieve, including refurbishment of the play centre in Poolburn, the development of a community hockey turf and the creation of a small community garden. Key informants, however, believed responsibility for funding new public toilets should largely rest with the council. This idea was expressed by respondents in the Focus Group, shown in Figure 17.

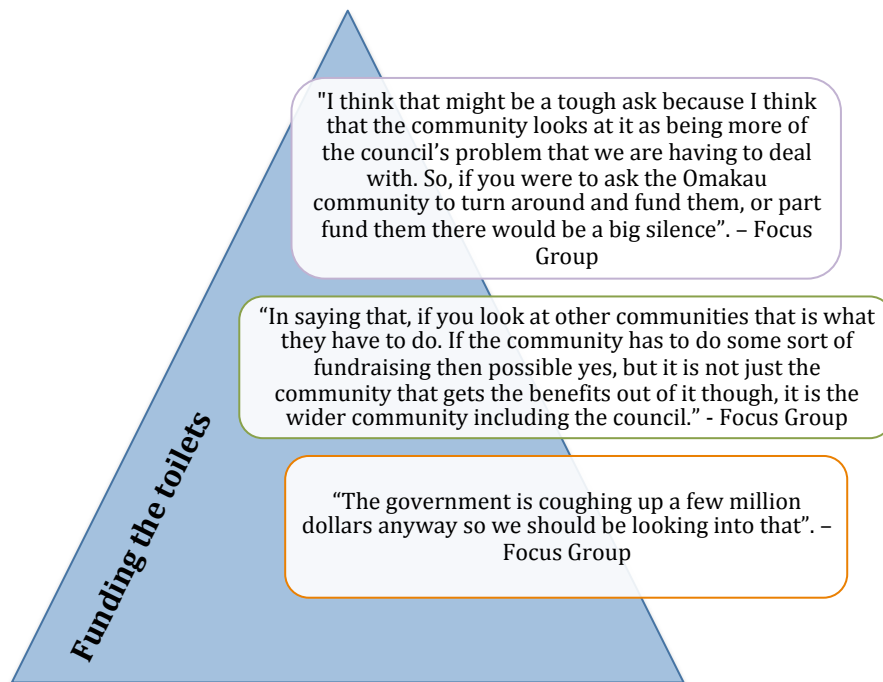


Figure 17: Quotes highlighting issues around funding of the toilets

The provision of toilets to meet public demand is an important part of town planning (Greed, 2007). It is therefore expected by Omakau residents that the governing body should oversee the establishment of a new toilet block.

The provision of toilets in the centre of Omakau was one of the major issues in terms of amenity provision within the community. The community has a well-established need for new toilets as well as a preferred location in the centre of town. Recent increases in travellers on the rail trail and projected growth in visitor numbers as well as growth in the community population itself creates an inherent need for a public toilet block to meet current and projected demand. Having quality public toilets in the centre of town provides an incentive for visitors to stop and spend more time in the community as well as leave with positive views, thereby increasing the chances of a return visit.

Despite this, conflicting priorities for development are evident in the Omakau community, with both toilets and a community hub identified as crucial issues moving forward. Key Informant 11 mentioned that “public toilets were a related peripheral issue from our perspective”, indicating a toilet block may be of secondary importance. It is clear both toilets and a community hub are needed in Omakau, yet balancing these two priorities can be problematic. Further investigation may be required to determine the most important development to the community.

Tensions were also evident surrounding funding of the toilet block. Previous community-led developments in Omakau have indicated a convincing ability to facilitate strong community empowerment and turn it into momentum when driving development. This idea was discussed by Watts *et al.* (2000), stating that community empowerment is the key to facilitating engagement in long-term development projects. The Omakau community have exhibited strong empowerment as discussed by Watts *et al.* (2000). In terms of the development of a new toilet block, however, the focus group expressed that funding should be a council responsibility.

8.4 Green Space provision in Omakau

Prior to field research, green space provision in Omakau was identified as a potential issue with regard to environmental amenity. Results, however, revealed that provision of green space is not a pressing issue among community members. ‘Green pace’ was discussed by key informants in relation to sports fields and turfs, the domain campground, farmland and pockets of land within the central community. A summary of these opinions can be found in Table 14.

Table 15: Quotes on Green Space Provision in Omakau

Key Informant:	Quote:
KI 5	“We have a pretty good facility around here with the playground and the hockey turf there and the tennis, the cricket and the rugby field. We are not too bad that way, and I mean, you’re in a rural area so there is green area around anyway”.
KI 1	“It’s not a worry. They have everything down there [at the domain]. The rugby, the hockey, tennis, squash courts are sort of at the back of it”.
KI 1	“We’ve got the domain down there and I am quite happy with that.”

When discussing the need for green space, it was generally accepted as an issue of minimal importance. Some participants, however, acknowledged that green space provision should be taken into account with the growth of the town and development of new subdivisions, in order to preserve the natural amenity of the area. Table 15 presents quotes summarising this opinion.

Table 16: Quotes on Green Space Provision in Omakau as the town grows

Key Informant:	Quote:
Focus Group	“I see it [green space] coming under pressure at the domain because of that [growth]. You’ll never get it back. We can’t afford to lose it”
KI 4	“Yeah it is important [the retention of green spaces], there is plenty available at the moment, but it will take a bit of foresight and planning as to what is going to develop”
KI 1	“Oh yeah, possibly a wee area [in regard to retaining green spaces in subdivided areas]. Like over here, when they were building, we had friends build a house over there and they

	had a green plot next to them, when they got married we were all out playing cricket on it. Now it has a house on it. It would have been quite good to have a wee green area”
--	---

Overall, results indicate that green spaces are not an immediate amenity issue in Omakau. This may become an issue, however, as the town grows and new subdivisions are developed. The Omakau Community Plan indicates the town is seeking to promote growth and therefore will be actively making decisions that facilitate and encourage growth in the community. This growth will put pressure on existing green spaces.

Overall, Omakau is an example of a small rural town with strong natural amenities. The growth of the town reflects the migration patterns discussed by Rudzitis (1999), who observed that outdoor recreation, scenery, tranquillity and environmental quality were drawing people to live in rural areas. It is therefore important to preserve this natural amenity with growth, considering it is one of the key attractions to Omakau. Key Informant 4 stated that the rail trail is Omakau’s main tourist attraction and “making things look good from the trail, and down from the old railway station” is an important aspect of green space provision in the town. Key Informant 4 also mentioned the space around it should be kept as a buffer zone to “look good to visitors”.

8.5 Opportunities for successful community-led development in Omakau

The Omakau community is evidently extremely proactive in fixing issues as they appear. Their strong sense of place and ownership in the community has come through in their ability to successfully achieve a community-led development approach in rectifying amenity issues. Omakau is a community that is empowered, forward thinking and has a strong ability to come together and make community-led developments work. The importance of this approach is summarised by the following

"I think it is really important that empowerment stays within the community. Because if you step in [the council] then ownership is gone, so we really want to keep that".

KI 12

Many informants expressed a positive outlook on the community's ability to come together when needed and get the job done. Key informant 6 stated "We have a big rural population that punches above our weight." This is reflected by the number of successful community-led developments and initiatives that have already been achieved. This approach was echoed in the focus group, where it was stated "if you come up with the idea, you'll make it work" and that it is "nice that the ownership is with us".

8.6 Issues and tensions in amenity provision: Who does what?

Evident tensions emerged during research surrounding who should be paying for what. Amenities in Omakau will eventually need upgrading to reflect growth rates and a new population demographic, however the community may experience a 'burnout' if things do not progress. Becoming disenfranchised lowers community empowerment, which is needed when looking at successful community-led developments (Perkins et al, 2002). With progress slow for many of the larger developments, however, it is putting more pressure on the community to take matters into their own hands. Whilst the community has shown that they are able to do this, many key informants expressed the toilets were more of a council issue and that the community hub would best go ahead as a partnership. Key Informants 4 and 12 argued that continuing to engage the community was extremely important moving forward. Sentiments surrounding the reasons for a proactive community attitude can be found in Figure 18.

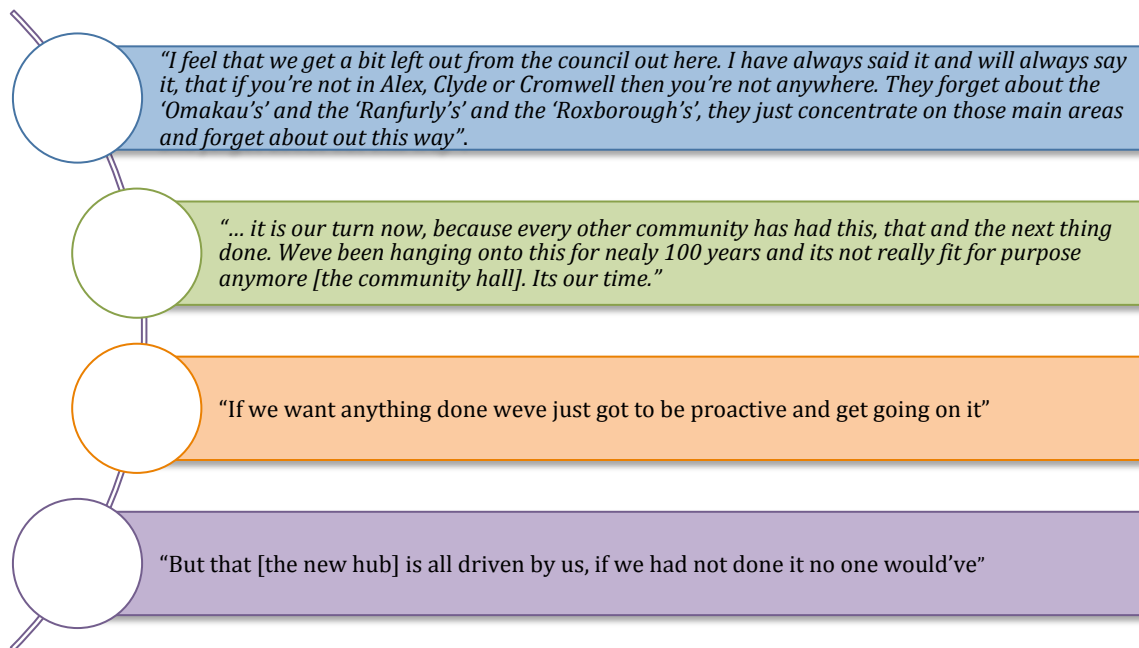


Figure 18: Focus group responses surrounding the proactive community attitude

Figure 18 provides insight into community opinions surrounding their can-do attitude in taking charge of their own amenity issues. The community evidently feels largely left out by the council and overlooked when it comes to providing for rural communities. As stated in the Inspiring Communities Review (2018) collaboration on community-led developments is paramount for success and maintaining community empowerment. Results indicate a strengthening in the relationship between Council and the community is needed before a community burnout is experienced.

8.7 Conclusions

Omakau is undergoing a period of rapid growth that has made amenity provision in the area a pressing issue. Key Informants had a mixture of positive and negative responses in regard to the state of current amenities, but had an overwhelmingly strong sense of community empowerment and ability to successfully achieve community-led and community focused developments. In general, Key Informants believed there needed to be more work done on the current state of amenities in general, with the major needs being a new community hub and a new central public toilet block.

The provision of a new community hub was the biggest amenity issue. Key Informants expressed the current state of the community hall as not being fit for the functions of the community and therefore it was vital a new multi-purpose space was created. The new multi-purpose community hub was described by many as a place that should hold meetings, a gym, various community activities and functions. This kind of community hub was also suggested to hold wider regional benefits towards nearby communities such as Ophir and Poolburn. In this sense, the community hub could be a potential place to hold national or regional functions and events that would see people traveling from all over to attend the event thus contributing to 'tourist' growth in the area and potentially long-term growth.

Almost all Key Informants stated their desire for a new community hub to be located in the domain, with it being recognised as the best and most practical location given its position relative to sports facilities and the camping ground, with a few differing ideas around the exact placement of the community hub.

Many Key Informants within and outside Omakau expressed that the community tended to punch above their weight and very involved in community-led projects for the towns benefit. Key Informant 13 had expressed the Omakau community was capable of coping with ongoing maintenance and upkeep. Examples of this are the astro-turf field and the development and upkeep of squash courts. The community has a proven strength in driving projects through community fundraising.

In terms of development funding, Key Informants has suggested the Central Lakes Trust as well as the Bob Turnbull Trust as possible donor areas but mentioned that funding would be very much a collaborative community effort by groups that would be using the hub when built.

Alongside the community hub, the need for centrally located public toilets was another major amenity issue for Omakau. The current public toilets were described as hard to find for those that did not know the area. All Key Informants suggested the best location for a new public toilet block would be the greenspace adjacent to the current toy library, where many Key Informants added that this location would be

beneficial to the surrounding stores as well as the tourists and commuters along Highway 85. Key Informants expressed mixed responses when asked about the funding of public toilets, with the focus group stating responsibility for funding public toilets rested with the council.

The provision of green spaces was an amenity issue raised initially by the council, however results suggest this is not an immediate issue for the Omakau community. Rather it is projected that the provision and preservation of green space will be an issue in the future as the community grows and the further subdivision of farmland continues.

The Omakau community holds a strong sense of pride and ownership over their town, and are proactive in taking matters into their own hands if they feel something needs to be done. This has not, however, made them exempt from feeling 'left out' by the council as expressed in the community focus group. It is understood that the council does not have enough resources to fund every amenity project that may be needed for Omakau, however it is important that these ties be strengthened in order for the disenfranchisement and burnout of the community to not exceed to where the community no longer feels empowered.

9.0 Results and discussion: Pisa Moorings

A variety of amenity issues were identified through key informant interviews and could be classified into three categories. Categories included: the current level of infrastructural amenity provision; environmental amenity provision; and projected amenity issues for the subdivision. Infrastructural amenity provisions included constructing more footpaths and the further development of the lakeside area and cycle way. Key informants expressed the desire to enhance and protect the ‘rural feel’ and environmental amenity, by protecting green space, limiting lot size and revitalizing the entranceway. Future amenity provisions such as a bigger bus stop, the introduction of a commercial area and a community hub were also identified.

9.1 Infrastructural Amenity Issues

The provision of footpaths was one of the most important amenity issues for Pisa Moorings residents. Lack of footpaths in certain areas of the subdivision has been the cause of safety issues for residents, in particular for children walking to the bus stop, elderly residents and mothers with prams. Amenities such as footpaths give residents the ability to move around the subdivision safely and also provide recreational amenity.

The lakeside area and cycle way were identified as needing additional development. The overall consensus was the lakeside area needs an infrastructural upgrade as well as additional amenities at the site. Key informants cited there was a need for the cycle way to be completed to a high standard throughout and for the tensions between lakeside property owners and other property owners to be addressed so that the development of the cycle way could continue and become a more useful amenity for residents to use recreationally.

Footpaths

Footpaths have become a long-time priority for Pisa Moorings, this is reflected in a statements made by key informants shown in Figure 19. While footpaths are a ‘hot’ discussion topic, residents have many differing views and opinions regarding establishment and who should be responsible for their provision. One view key

informants did not dispute was the effect the lack of footpaths had on the safety of Pisa Moorings residents.

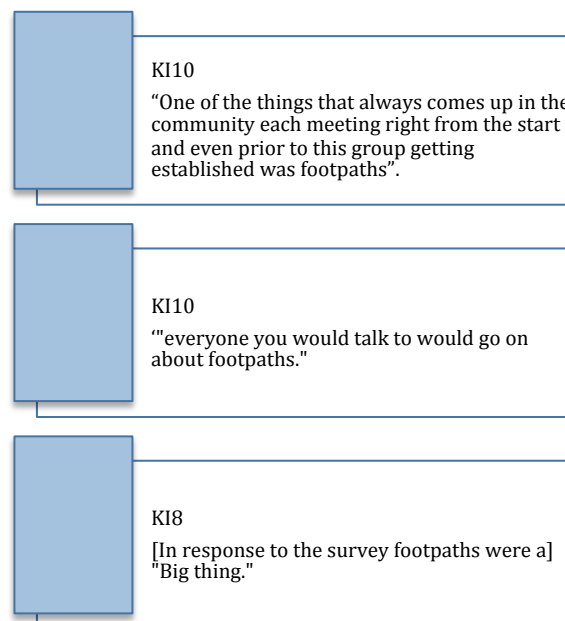


Figure 19: Key informant responses to the issue of footpath provision in Pisa Moorings

Safety concerns, particularly for children were highlighted as one of the bigger issues for footpath development. The lack of footpaths was cited as an issue for children walking to and from the school bus, as many children use the side of the road to do so. Lack of footpaths was also indicated as affecting the recreational ability of children for activities such as riding their bikes (KI 8, 10). Figure 20 outlines these feelings, highlighting additional concerns about the speed of road users.

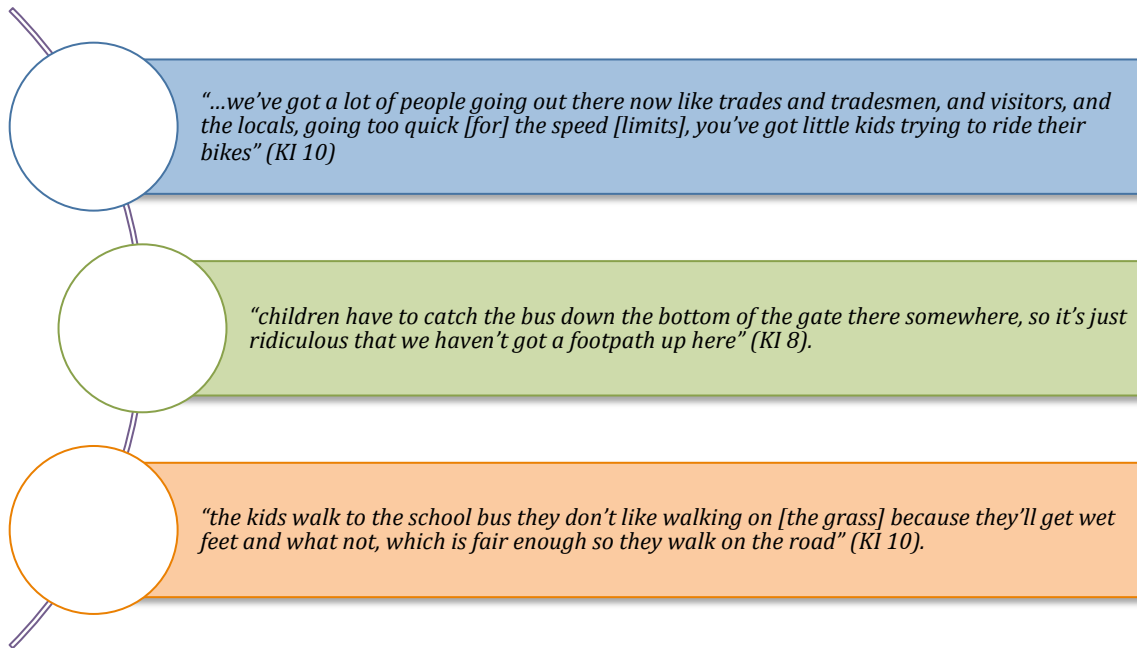


Figure 20: Quotes detailing the safety issues a lack of footpaths has for children in Pisa Moorings

The necessity for footpaths was argued as a safety issue for other groups residing in the area, not just children. Key informant 8 suggested “there is a lot of mothers pushing prams. A lot of people go walking here and they’ll walk in pairs... It is dangerous”. Retired residents in Pisa Moorings are common and the addition of footpaths was reported as beneficial for retirees, “you’ve got the elderly, they need to get out and about to keep them mobile and safe otherwise their health might deteriorate” (KI 10).

Two views were presented outlining reasons for the lack of footpaths. Firstly, the developers and council overlooked the requirement. Second, homeowners knowingly opted for cheaper sites with the knowledge footpaths were not going to be provided. Key informant 7 argued “the standard of subdivision that the buyers brought their section in, did not have footpaths or curb and channeling at the time they brought their section and now they’re bleating to you guys that they’re hard done by.”

Other informants disagree. They believe it was the up to the developers and the CODC to ensure there were provisions made for footpaths. Key informant 8 believed the original developer should have put footpaths in as part of their resource consent.

The same informant did not realise footpaths were not going in until they had finished building. Key informant 10 believed council should not have granted the original consents for the subdivisions without any provisions for footpaths. Key informant 10 stated “the developers have got the cash so they need to put the footpaths in, not the community group because now we’re really lobbying to put in footpaths... [so now] we’ve got to spend the money and it’s a hard pill to swallow”. Key informant 7 felt “there should be an open platform where the planners and the developers should be working through what is best for the people that live and buy there in 10 years time.”



Figure 21: Image from road depicting the absence of footpaths along either verge. (Source: Google Maps)

How footpaths are going to be planned for and funded in the future was contentious among informants. Key informant 10 does not see footpaths being developed soon due to conflict in community ideals “We’ve got to go through the motions of what options we can do, whether we lose trees. Then it’s got to go back to the community and they have to decide. And if the majority don’t want to lose trees then we will go with that because that’s what the community wants.” Another key informant wants to the requirements of footpaths in Pisa Moorings in the District Plan, stating “why they don’t stipulate in the plan when it is put in, that there must be a footpath? When you look at all the other subdivisions in town, they’ve all got a footpath. Why not put one here? It obviously wasn’t in the plan, so they let it go through.”

A similar view was outlined by KI 10, that council could help fund it but the drive must come from the community. Key informant 10 stated “we’ve submitted to the Long-Term Plan for funding so we can get a start on it”. Similarly, KI 9 felt as though “footpath construction would be a contender for rates.” Key informant 7 made a statement that suggested that residents who seemingly paid extra for their sections should not have to pay for homeowners that did not, arguing “a guy that pays a little more for his section can see that already at the developers cost there’s footpaths, curb and channeling”.

Anti-footpath sentiments, particularly those originating from the desire to keep trees and retain Pisa Moorings’ environmental amenity and rural feel, have led to changes in the proposals from the community for the provision of footpaths (KI 9, 10). One of the current proposals from the Pisa Moorings community is suggesting having a footpath on one side of the road (KI 9). This would reduce the impact that a new footpath would have on the environmental amenity of the area and thus the rural feel.

A satirical statement from KI 9 sums up the argument nicely: “as it stands we can keep dodging the kids on the way to the school bus in the morning”. This comment outlines the community sentiment for the need for footpaths and that it seems unreasonable that resident’s safety, particularly children’s safety, is being put at risk. As there are differing opinions surrounding who is responsible for providing and funding the provision of the footpaths, provisions for footpaths will likely continue to remain contentious until this responsibility is allocated.

Lakeside area

The lakeside area was considered the only area where key informants indicated a good provision of amenity. The lakeside area encompasses the boat ramp, park, public toilet and picnic benches. The variety of amenities in this area makes it a hub for recreation. Key informants felt that while the area is functional, there is room for improvement. The biggest issue was the current state of the playground. It was considered to look undesirable, is too small and does not cater to younger children. Key informant 9 highlighted there should be more amenities that facilitate the ability for residents to “hang out”. Safety issues at the boat ramp were highlighted. Key informant 10 expressed concern that the park and playground are situated right next to

the boat ramp and that there is no fencing between these areas and reversing cars. The cycle way cutting across the boat ramp was also an area of safety concern. Key informant 10 believed there were many areas where the drivers vision could be obscured, citing the reversing ability of some drivers and “boat fever” adding to the possibility of a person becoming injured at the boat ramp. Key Informants suggested initiatives such as improving the playground, the addition of rugby posts and soccer nets could improve the use of the lakeside area (KI 9, 10). Positive and negative opinions on the lakeside area have been compiled in Figure 22.

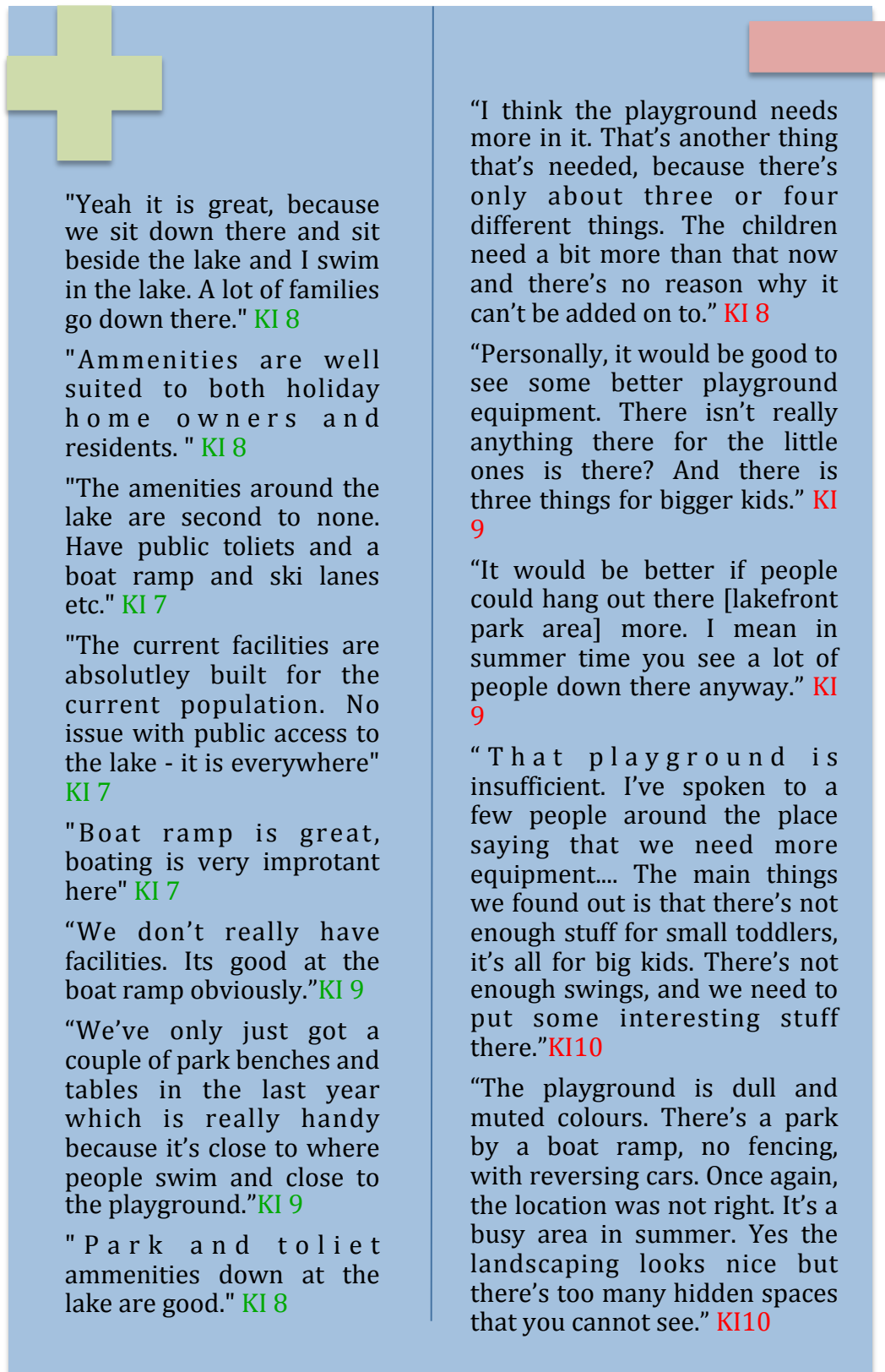


Figure 22: Positive and Negative responses from Key Informants about the lakeside area in Pisa Moorings

Key informant 7 was the only one to suggest Freedom Camping was an issue for the Pisa Moorings area, stating “all of the amenities have been put under unexpected and undue pressures due to the unforeseen freedom camping use of the facilities around the lake.” The other key informants stated there had been no issue with Freedom Camping in Pisa Moorings, but that it was a problem for the wider Central Otago Region (KI 8, 9, 13).

The lakeside area has a mixture of community led and council resourced elements. The boat ramp and cycleway have been implemented by the CODC with the community raising the funds for the playground and local women planting the garden next to the playground (KI 8, 13). The community also established the only public toilet (KI 13).

Rudzitis (1999) outlined that physical amenities such as this “are key to making places desirable”. The breadth and depth at which respondents spoke about the lakeside area cemented this notion as residents focused on the successfulness of this area as a cornerstone for developing the community into a space where residents could interact and enjoy the recreational and environmental values. Key informant 10 was particularly concerned that the undesirability of the playground would lead to residents going into Cromwell or other settlements that had better resourced playgrounds, removing the opportunity for residents to get ‘out and about’ in their own community. A lack of desirability would lead to less interaction between community members and weaken relationships within the community, which are essential in small rural communities such as Pisa Moorings (Thorbeck, 2013).

Manzo and Perkin’s (2006) suggest areas with shared community attachments often strengthen the ability of communities to reach common development goals. This notion is already illustrated in the Pisa Mooring context at the lakeside area, with community-led developments such as the public toilets, playground and planted garden. It is foreseeable that this community bond will lead to more community-led developments in the area to further increase its desirability and use by the local community. Community participation in these kinds of developments is something that the CODC should further support and capitalise on.

Cycle way

Discussion about the cycle way revealed tensions between community members and the council cycle way development. The main point of contention was the cycle way had not been completed properly. Key informant 8 believed it was the council's responsibility to ensure the standard of the cycle way remains consistent throughout the area. Key informant 8 cited that the track was no more than a walking track from the park at Pisa Moorings until it reaches Perrian Cove.

The tension between community members is less clear-cut. The tension lies within the 15 m setback between the boundary line of the lake and private properties (KI 8). Key informant 7 explained that the 15 m setback allows for the public to enjoy the amenity of the Lake without being excluded by those who own lakefront property. The cycle way runs through the 15 m setback. Key informant 7 discussed tensions with lakefront property owners, as they believe the placement of the cycle way encroaches on their privacy. Key informant 7 disagreed with this argument stating, "everyone should respect that [the 15 m setback] and if you don't think it's good enough now, you bought the land knowing it was there in the first place." Key informant 8 noted some property owners have gone as far as removing trees from their properties to make it less desirable for residents and visitors to Pisa Moorings to undertake any activity on the land in front of their properties. Figure 23 illustrates the difference of opinion and need to find a balance in opinions.

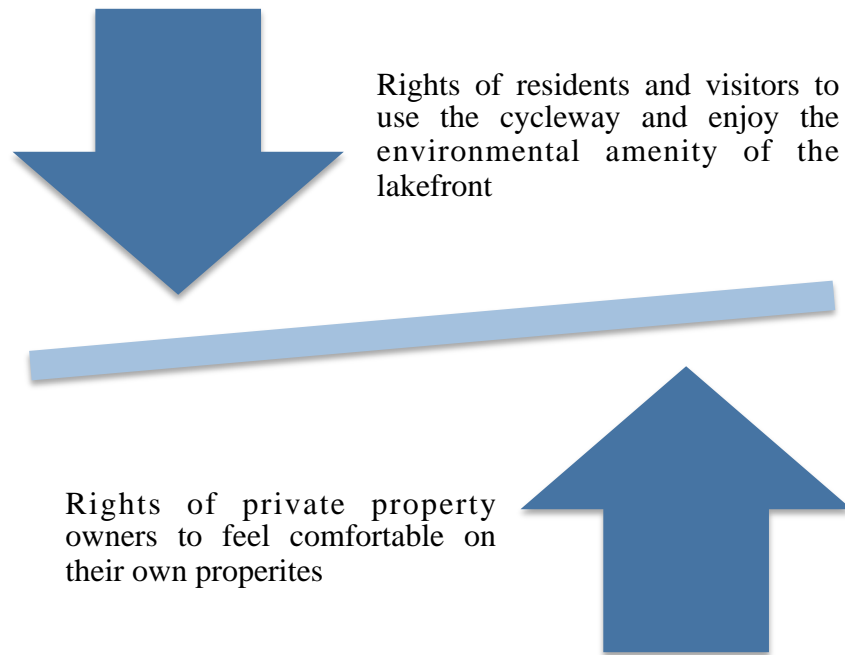


Figure 23: Summary of the imbalance in the perspectives of Pisa Moorings residents

As none of the key informants interviewed were lakefront property owners, no data was gathered on property values from their perspective. It is expected that lakefront property owners are worried about the effect the cycle way will have on the lakeside view from their property and subsequently on re-sale house price. Outside factors that influence property view and environmental amenity value have a direct effect on re-sale value (Loomis and Feldman, 2003).

The placement of the cycle way illustrates the differences in the value of the lakeside area for Pisa Moorings residents that do not own lake front property and those who do. This is synonymous with other developments in rural areas (Ulrich-Schad and Qin, 2017). As Pisa Moorings has grown and different initiatives have been developed, there are going to be varying levels of contention. The idea is to minimise the clash and reduce the 'us' and 'them' connotations to preserve the feeling of community so there can be more homeowners that feel as KI 7 does; "I get joy from jumping on my bike or going for a walk around the lake front and I think it is great".

9.2 Environmental Amenity Issues

“Rural feel” is an unspecific term that homeowners in Pisa Moorings used to describe their surroundings and subsequent feelings towards said surroundings. The project brief was to understand what “rural feel” means to homeowners and residents. The rural feel of Pisa Moorings has many contributing factors including, the mentality of the residents in the area, the provision of green space and the lot size of housing developments. As the community continues to grow and future developments and amenities are introduced, the current perception and contributors to rural feel may be degraded or become non-existent. Therefore as the community develops, rural feel must be preserved to avoid degrading the overall environmental amenity value for the homeowners and residents of Pisa Moorings.

Environmental Amenity Issues outside of those related to rural feel are not strictly within the brief the project. It was, however, clear the entrance to Pisa Moorings is no longer suitable and needs to be revitalised.

Rural Feel

Pisa Moorings was originally developed as a rural-style subdivision and was promoted as a low-level infrastructure development (Pisa District Community Plan, 2009). The majority of the social infrastructure is located less than eight kilometres away in Cromwell. As such, Pisa Moorings has managed to maintain its identity as predominantly a large lot-size, residential area.

In response to questions about rural feel, key informants identified the desire to maintain the ‘feel’ of the area, whether or not they believe it is rural, and what rural feel means to them. Key informants highlighted that there are pressures changing the rural landscape and the feel of the settlement. Key informants stated that due to growth, more amenities and services are required in the area. These include a connection to water mains, rubbish collection, and the discussion about footpaths for the future, attributes not often associated with rural areas.

Key informant 9 presented a wide definition of what rural feel in Pisa Moorings means, “I think the definition of rural feel is personal. Rural for some might mean just

not urban, anything that's not urban." Other informants expanded on this definition stating Pisa Moorings is considered to have a rural feel as there is no commercial activity (KI 13), "traffic doesn't race... just peace and quiet" (KI 8), low noise levels, and a community that's away from "everything and it's safe" (KI 10).

The location of Pisa Moorings has an effect on how 'rural' is perceived. Key informant 9 stated "I think most people wouldn't even know it exists... you can't see it from the road". Key informant 10 continues, "you haven't got that foot traffic like you do in a town. People have got to actually drive there and there is only one way in and out". It's a secluded location in comparison to other areas in the region as access is gained from only one road. Due to the location and the single access to the area, people take note of what is going on, "if you hear a noise at night, another vehicle, you sort of look out the window and think what is going on...everyone gets used to the times of day people come and go and noises of peoples vehicles". Key Informant 10 suggested this sort of mentality makes a rural community. As the population is low, people tend to notice what is going on with others, "so it is very important that you keep that" (KI 10).

The surrounding environment contributes to the 'feel' of the area, "years ago they identified the main outstanding landscapes and slapped an outstanding landscapes zone on land such as Sugar Loaf here" (KI 7). The same key informant explained that looking out of their window at these landscapes contributed to the rural atmosphere of the area. People look out the windows and see farmland (KI 10). Though Pisa Moorings itself is not comprised of significant farmland, it is the idea that people can see these areas from their 1050 m² section and consider it a rural area.

Key Informant 13 presented a differing opinion, "[bear] in mind they brought a section that's a town size section with a rural feel and I feel that rural feel is maybe the fact you haven't got urban sprawl around you." Key informant 7 explains that Pisa Moorings is not just residential but also contains a number of horticulture and viticulture activities, which aids in the rural feel of the area. To lose "the rural feel, you'll want to be here in March when everyone has those bird bangers going off and if that's not a loss of rural feel then I don't know what is. I think they should be banned really, well it's an encumbrance on the whole lot of us." (KI 7). It appears

from this statement that people who bought property in Pisa Moorings acknowledged that literal rural activities are occurring around them, however, it seems that it is the visual rural amenity they value highly.

Research in the area by Perkins, Mackay, and Espiner (2015) noted the wider area, including Cromwell, has undergone major change in terms of amenity of the area. Historically, amenity has been associated with the natural environment, however recent times have transformed the amenity of Central Otago through ‘creative enhancement’ of the area, particularly with vineyards and wine-making facilities (Perkins *et al.* 2015). Though vineyards and similar land use activities are regarded as rural activities under the District Plan, these operations are not the traditional version of ‘rural’ as they required additional development and are formed in a particular way. For example, vineyards require posts and railings at set distances along with rows of crops that would otherwise not occur naturally. Many of the key informants specified in their version of rural amenity some sort of ‘creative’ use of the land such as acknowledging that there is some foot traffic, even though this is a low amount, and development of basic infrastructure exists. From this, it is hard to gather a conclusive statement of what rural amenity is as both research and key informants have indicated a definition that strays from the traditional sense of rural.

Lot Size

Pisa Moorings was initially developed on the basis that the minimum lot size would stay at 1125m² (KI 14). As a by-product of the previous zoning rules and regulations, “you are almost guaranteed to not have a neighbour within a few metres of your house” (KI 9), contributing to the rural environment. Subsequent development has caused a reduction in lot-size, which those who originally bought in Pisa felt was not what they bought into (KI 14). “People choose to live out here for that semi-rural feel... once you start cutting up those sections, it loses that. Retired people can’t have gardens, or having spots for kids. If you’re going to have kids you need a decent section to let them run around and burn off steam” (KI 10). The same informant expands on the pressures on lot sizes as “the housing boom, developers are wanting properties to subdivide...because we’ve got 1000m² or above, some are even bigger” it has made Pisa Mooring an inviting option for development. Homeowners say, “We just really want it for the old Joe Bloggs and his children. We don’t mind the holiday

houses coming in” (KI 8). Overall, key informant 9 describes lot size succinctly, “rural feel is... having bigger sections and restricting subdivision of sections and making it lower density.”

Green Space

The use and location of green space became a focus of most key informant interviews in terms of retaining rural feel. Pisa Moorings’ green space can be attributed to the wide grassed verges with mature trees, the Lake Dunstan Reserve, and the backyards of large sections. All of these should be maintained to preserve the green space in Pisa. Key informants all responded to having and utilizing greenspace positively (see Figure 24).

Table 17: Quotes on Green space green space and the environmental amenity of Lake Dunstan in Pisa Moorings

KI	Quote
KI 10	“A lot of people thought green space is just good to look at and has a good feel but is more than that when you boil it down” Green space encourages healthy communities with children being able “kick the ball around” and elderly being about to use open space for everyday exercise
KI 7	"The entire community is built around Lake Dunstan. A lot of people in the area, both home owners and holiday goers, utilize the Lake for a number of activities including fishing, boating, water skiing, and general swimming.:"
KI 9	“Lake Dustan reserve needs to stay there forever”

Key Informant 7 stated, “we’re coming to the council’s planning side of it again and its very important for the planners to be working with developers to have parkland areas of their own development encompassing open space”, without relying on the farmland across the road for open green space. “Really there should be an open platform where the planners and the developers should be working through what is best for the people that live and buy there in 10 years time” (KI 7). Though footpaths have been on the forefront of many community member agendas, some members worry that “putting in footpaths takes away from the rural feel” as road side trees will need to be removed (KI 9). As the same key informant stated, however, this will need to be a decision made by the community and that is the trade-off they will have to grapple with. There are a lot of mixed opinions on how green space should be

approached, whether it comes from Council investment or developer. Nonetheless, it is clear current green space is highly valued by the community.

A shift away from rural

Key informant 8 reported, “it’s changing from rural residential” citing footpaths as a main contributor in this transformation. “Some could argue that putting in footpaths takes away the rural feel... how do you do this with retaining environmental amenity?” (KI 9). The need for footpaths has been driven from the ongoing growth in the area (KI 9). The growth is also having an effect on lot sizes, which as identified by KI 9, “rural feel in terms of having bigger sections and restricting subdivision of sections and making it lower density,” contributes to overall rural feel.

In reference to the number of rural land uses, horticulture and viticulture, KI 7 explains, “Now you put a cherry orchard up with a dirty stinking muddy mat across the top of it and to me you’re losing the rural urban feel of it yet its still rural land use”. It appears as though much of the rural feel of the area is associated with large lot sizes and being detached from commercial activity as opposed to other traditional rural activities. Pisa Moorings is popular for the romanticised rural feel of quiet open space and the simplicity of the perceived rural environment, instead of the literal rural feel, which includes land use of horticulture and farming, a number of animals, and low amenities (i.e. the absence of curb and channeling, footpaths, and established bus stops). What should be protected, as deduced from key informants, are the large lot sizes and green spaces.

The conflict between what is perceived as the rural life in Pisa Moorings and what it is in reality can be referred to as the myth of the rural idyll. This is a complex that has been explored by a number of researchers (King, 2017) and in summary, is used to describe an idealised picture of the countryside (Short, 1991) where there is a perception that life is more simple living in rural areas in comparison to urban developments. It is not a recent phenomenon and is entrenched into Western culture (Hamilton, 1999). Murdoch and Pratt (1993) explain that people subscribe to the idea of the rural area is safe from harm. Separating the literal meaning of rural from the romanticised feeling enables the conclusion that the key informants in Pisa Moorings may perhaps be subscribed to the rural idyll and what is to be protected is that feeling

of being safe without thoroughfare traffic and the lack of commercial activity. To firmly conclude this would require further clarification from the residents at Pisa Moorings.

The interpretation of what rural feel is amongst the Pisa Moorings community needs to be ironed out. As it currently stands, some see rural feel as the absence of commercial activity and large lot sizes, others see it as a community that's not directly visible from the main roads, and another's view on rural feel is less about physical attributes and more about having a tight-knit community that works together to get things done. There are still some remaining questions regarding what elements are to be protected to maintain the rural residential lifestyle. These ultimately will need to come from community members, perhaps from the plan making process or from public notification of resource consents.

Entrance to Pisa Moorings

Key informants 7 and 10 both believe that the Entrance to Pisa Moorings needs to be tidied up and revitalized to improve the environmental amenity value of the area. Key informant 10 stated:

“the entranceway to Pisa Moorings needs a damn good tidy up. It needs something there to make it look good and appealing. You’ve got this run down sort of entranceway that comes in and then you go over those humps on the bridges there. They are rough as buggary now and the wooden arm rails that you might have noticed on the side. Well my god they are buggered. Twisted timber you know. They look tatty.”

Key informant 7 agreed:

“I think our entrance why into such a large community is disgusting. You know? We could have something really grand there.”

Key informants 7 and 10 stated their immediate responses were to initiate revitalization themselves before deciding it was in their view, council's responsibility to provide the funding and develop a new entrance into Pisa Moorings.

9.3 Projected amenity issues

Key informants expressed a variety of views on what the future of Pisa Moorings should look like and what pressures would be encountered. Key informants suggested up the implementation of a commercial area and community hub as possible future projects to invigorate and strengthen the community.

Bus Stop

Pisa Moorings is home to many young families who rely on the bus to take their children into the neighboring settlement of Cromwell for school. Key informant 10 stated the current bus stop is on private land, which is currently undeveloped. Once the land is developed the bus stop will need to be moved. There were no provisions for a bus stop in the subdivision plans (KI 10).

Key informant 10 would like a decision made on a more permanent bus stop area. Key informant 10 suggested the lakeside area, as it is close to the playground and the children will be able to utilise it in the morning before the bus turns up. Key informant 10 mentioned the community had recently been granted a bus shelter from Totalspan and therefore wanted to establish a more permanent bus stop area, so the shelter could be erected and developed.

Key informant 13 stated the council was aware there were "new things" like the school bus run, which created new pressures on the amenities in question. There was no mention as to how these pressures would be alleviated. Key informant 13 explained the council had provided a bus shelter in Omakau, but due to the lack of communication with the community, it had "ended up in the wrong area" and became a point of contention between the community and council. It should therefore be both the community and councils responsibility to find an area where the bus stop can be permanently situated and both parities are happy with.

Commercial Area

As Pisa Moorings is a relatively new community, it is inferred that many of the key informants had not thought about the need for a commercial area, particularly with Cromwell being so close in proximity.

Key informant 9 stated if there was future growth in Pisa Moorings, then it would be justifiable to introduce a commercial area into the area. Key informant 8 questioned the viability of opening the business, citing that the question would be if residents would prefer to buy milk in Pisa Moorings for 60 cents extra or just go into Cromwell to get it. Key informant 9 stated, “it would be good to have a shop there [referring to a car park area at the south of the Pisa Moorings entrance] and it’s located close to the first bridge”.

Key informant 7 suggested allowing commercial activity on the lakefront. They used the North American example of Lake Michigan where there are fuel stations on the lakefront for boats to pull up to, and bars and shops. Key informant 7 noted that due to the “protective nature of New Zealand”, any growth in the area would be stifled. Key informant 7 agreed their remarks were disproportionate to the New Zealand context, but stated “it would be great to see commercial activity around the lake more. I think people would be happy with areas being re-zoned for commercial activity”.

Normally the additions of new infrastructure, such as commercial areas are associated with the desire for a community to attract visitors and permanent residents (Marcoullier *et al.*, 2002). Pisa Moorings is almost at capacity in terms of growth and therefore is not focused on this type of development. Commercial areas, however, fall under the guise of public space, and public space fosters community development and the ability of the community to make social connection (Grodach, 2009). The expansion of the commercial area could increase the sense of community in Pisa Moorings. Social interactions within the community, however, can be fostered by a range of new developments and are not restricted to the development of commercial areas (Grodach, 2009). If it is the goal of the community to foster such interactions, other development opportunities could be explored.

The introduction of a commercial area should not be discounted but should be left until there is a decisive want for additional commercial development by the

community. There was no mention of the possible development of a commercial area in the Pisa District Community Survey 2017 outcomes, aside from one comment calling for the restriction of commercial enterprise.

The Heritage Collection Lake Resort, Private home accommodation and the Moorings Restaurant and Bar are the only commercial enterprise currently in Pisa Moorings. No definitive comments were made about the current commercial activity in the area.

Community hub

Key informants 7 and 10 both had ideas about the possible development of a community hub for the Pisa Mooring community. Key informant 7 suggested a community hub would address the lack of facilities and meeting places that are available in the wider community. Key informant 7 stated, “we are in need of another community hall here or a meeting space.”

In comparison KI 10 noted there had been talk about the development of a community centre or community hall, citing the reserve in Pisa Moorings as a possible location for the building, as the reserve area is big enough for both the development of building but also for a game of rugby or football to be played alongside. Key informant 10 believes a hub would create a centre point for the community, and aid in bringing the community together. Key informant 10 thinks that a community building would change the dynamic of the community from a housing estate and bring people together and make the area a hub of activity.

As Pisa Moorings is a satellite subdivision, it does not have any traditional points of interaction. Traditional interaction points are often social infrastructure such as schools and are used or thought of as “community hubs” and areas that facilitate community interaction (Haig, 2014). Without a community building, Pisa Moorings residents have a reduced ability to foster interactions and develop relationships with other community members. As small communities thrive on relationships, comparative to larger urban environments, developing these relationships are essential to the fabric of the community (Thorbeck, 2013). Evidence suggests having areas where social interactions can occur help to develop this sense of community (Rudzitis, 1999). Having a community centre in which events and social gatherings

can be facilitated capitalizes on the ability to have social interaction between groups of people (Grodach, 2009). Therefore, having a public facility will give the community an opportunity to have an area in which community members can interact and foster necessary relationships.

9.4 Conclusions

Key Informant responses suggested the response in the Pisa Moorings Survey for 'more public amenities' is for the council to look into improving the current infrastructure, to future proof the community and increase the value of "community" by improving and implementing new community-focused developments.

The development of footpaths and the retention of rural feel were two of the biggest issues for Pisa Moorings, as identified by the survey. Key informants re-iterated this notion. The provision of footpaths was a safety issue that was identified as needing to be addressed. Rural feel encompassed a range of issues including the effect amenity development and decreasing lot size was having on the overall 'feel'.

Tensions between the community and council were prevalent in most issues that were highlighted by Pisa Moorings key informants. The main tensions were over the funding for different projects and who is responsible for upkeep and development of amenities in Pisa Moorings. The council needs to resolve this tension and state what amenities are the priority and which are not, therefore leaving it up to the community to develop and fund this development if they see fit.

The main tensions within the community lay within the different values homeowners have, depending on their own perceived attachment to amenities and what they value. Tensions such as this are present in every community and therefore the community has to work together to reduce these tensions and develop amenities that benefit the majority of the community without adversely affecting others. Differing opinions will also reduce the pool of community resources that may need to be utilised if community led development and funding was to occur for certain developments.

As it stands, there was a range of funding sources for amenity development in Pisa Moorings. The funding sources all originated from three distinctive areas and are as follows:

- The CODC and Otago Regional Council from the income collected through rates
- Trusts in which the community can apply for grants
- Community funded, where the community raises the funds or donates the resources for development projects

Community-led development was defined in the literature review as collaboration between community members for future development. The funding sources stated above would need to be used to facilitate such development. It is unclear whether the council would fund developments that were led by the community. The previous success with community-led development at the lakeside area is a good marker that future successful development is achievable. Key informant 10 did mention that previous tensions within the community have halted development, however they also stated the present community group is very strong and has a range of people from the community attending meetings. Key informant 10 believes the community group has put the tensions of the past behind them and is now solely focused on collectively making the community better for everyone. All of the key informants gave the impression that community-led development was something that they would be prepared to get involved in and that it was something that would be successful for development of Pisa Mooring.

The overall notion was key informants felt it was the council's responsibility to fund development in Pisa Moorings and did not think that the community should have the burden of funding the necessary amenity development, such as footpaths. Key informants gave the impression there were developments they would be prepared to fundraise for and develop themselves. A medium needs to be found between the council and community over the provision of amenity development. The council does not have the resources to fund every project, but that the community should not feel

disenfranchised from the planning and development process and feel like they are unfairly bearing the financial brunt of amenity provision in Pisa Moorings.

10.0 Recommendations

The following chapter outlines recommendations for amenity provision in Omakau and Pisa Moorings. Recommendations are broken into three categories: broad recommendations for both towns, specific recommendations for Omakau and specific recommendations for Pisa Moorings. Each recommendation is presented, followed by a brief explanation of reasons for the recommendation. Recommendations reflect the views of key informants interviewed during the research process.

10.1 General recommendations

1. Clearly communicate council influence on amenity provision in each town.

There was evident confusion in each community surrounding who is responsible for providing what, particularly surrounding footpath and public toilet provision. By clearly outlining how council can contribute to development and what the council is willing to fund, there is likely to be fewer false expectations of the council as the towns grow.

2. Strongly promote and maintain an open dialogue between council and communities.

As development progresses in Pisa Moorings and Omakau, it is important that the communities maintain a sense of involvement in planning and decision-making in their towns. Maintaining a strong open dialogue can help achieve this and will hopefully help ease tensions between the council and communities. This dialogue can facilitate things such as:

- Information sharing surrounding delegation of resources and rates
- Updates on condition of local amenities
- Development progress reports between council and community
- Information sharing on available funding and how to apply
- Organisation of fundraising drives

3. Consider future growth of Omakau and Pisa Moorings and the associated pressure on amenities.

Both Omakau and Pisa Moorings are expected to experience growth in the coming years. It is therefore important to continue to consider the impact of this growth on existing amenities and identifying amenities that may need to be upgraded or developed in future. This may be facilitated by the development of long-term growth plans for each community.

10.2 Omakau recommendations

1. Continue with the development of the Omakau community hub.

The community have exhibited resounding support and passion for the development of a community hub and have indicated a willingness to be responsible for maintenance and upkeep. The community have demonstrated a clear ability to establish other successful community-led projects and suggest this can be emulated in the community hub. When the council is happy with the feasibility of the project, development should progress as soon as possible. Literature indicates this will give the community a sense of empowerment by seeing their ideas in action and will facilitate momentum moving forward.

2. Ensure the community hub is a truly multi-use space.

This is an important part of the feasibility of the project. Multiple informants have suggested the possibility of buying or renting space in the community hub for activities such as yoga classes or a gym, therefore creating a source of income for upkeep and maintenance. The hub will provide an opportunity for multiple amenities, such as the toy library and play centre, which are struggling on their own, to benefit from the collaborative nature of the community hub. The hub must facilitate a range of uses, be large enough to hold at least 150 people and have access to technology such as Wi-Fi and conferencing capabilities.

3. Further investigate the exact location of the community hub

The overwhelming consensus is the community hub should be situated at the domain. Exactly where on the domain, however, is still a point of contention. Suggestions

have included, beside the rugby club and on top of the hill behind the domain. Further investigation is needed to determine the specific preferred location.

4. Determine action regarding the provision of public toilets in the centre of Omakau.

The community considers lack of public toilets as a major issue in Omakau. All informants agreed development on public toilets in the centre of town is needed as the current toilets are difficult to locate and out of the way. Respondents believed provision of public toilets should be the responsibility of the Council as they would benefit the wider region. Council should therefore determine the best course of action moving forward.

5. Consider green space as Omakau grows and develops.

At the moment, key informants did not view provision of green space as an issue in Omakau. There was concern, however, that green space would be lost as the town develops. It is therefore important to consider the provision of green space as new subdivisions are built.

10.3 Pisa Moorings recommendations

1. Investigate the funding of footpaths in Pisa Moorings.

While there was contention regarding whether footpaths would impact the rural feel of the area, lack of footpaths is an evident safety concern for the community, particularly for children walking to and from school. It is believed that with appropriate design, footpaths could be implemented with minimal impact on rural feel, possibly only on one side of the road.

2. Consider rural feel as Pisa Moorings grows.

For many informants, rural feel involved the quiet and peaceful nature of the town. Lot size was highlighted as an important element of rural feel. Maintaining large lot sizes in Pisa Moorings at around 1000 m² in District Plan rules will be an important step in ensuring rural feel is maintained.

3. Earmark locations for green space as the town develops.

Green space was also identified as another important element of rural feel. Residents would like to see more parks and reserves in Pisa Moorings and were unsure whether this should be the responsibility of developers or council. It may be beneficial to set aside land for future green space with consultation from the community on specific locations.

4. Investigate funding and development of desired built amenities in Pisa Moorings.

Key informants identified a number of built amenities that could be considered as the town grows in future. These included a bus stop, a community hub and a commercial hub. It may be beneficial to begin assessing funding and development of these built amenities.

11.0 Conclusion

In summary, this project explored community-led opportunities for improving amenities to meet the needs of residents and visitors in two Central Otago Communities, Omakau and Pisa Moorings. This report has assessed relevant literature including the common values held with built amenity compared to natural amenity, ideas of rural feel, and case studies on community-led projects. Key stakeholders interviews formed the bulk of the results within this report. As such, the information presented has built on community ideas such as those presented in past surveys as well as new information direct from the residents of Omakau and Pisa Moorings.

The recommendations presented in Section 10 reflect the different needs, desires, and values held by residents of both communities. The majority of ideas were reinforced by other members of the community, indicating strong views towards improving specific amenities in each area. Similarities between the regions can be drawn from this report. Omakau, a long established rural community, expressed strong support for promoting growth of the region and articulated desire for future-proofing the region in regard to earmarking greenspace. In comparison, Pisa Moorings, a relatively new satellite community, voiced concern over growth however, maintained a desire for earmarking greenspace. In contrast, respondents in Omakau recognised the need for public toilets to facilitate visitors whereas Pisa Moorings were happy to retain ‘rural feel’ and a desire to remain reasonably unrecognised by people passing by.

Each community appeared to express overwhelming support for a dominant amenity. Omakau residents were able to describe the benefits of a community hub and that it will be well maintained and used by both Omakau and surrounding rural communities. It is a strong recommendation of this report that Council should proceed with a partnership to develop a hub at the existing Omakau Domain. Pisa Moorings expressed support for footpaths, predominantly for safety, but recommended that they only be on one side of the road to avoid conflict with the rural feel of the area. An interesting finding from this report is that both the Council would benefit from transparent communication with smaller communities and should attempt to make clear their capabilities and expectations, so communities can respond accordingly and would enable both groups to work efficiently towards community-led developments.

12.0 References

- 100% Pure New Zealand, (n.d.) Omakau. [online] Available at: <https://www.newzealand.com/int/omakau/> [25 June 2018]
- Biernacki, P. and Waldorf, D., 1981. Snowball sampling: Problems and techniques of chain referral sampling. *Sociological methods & research*, 10(2), pp.141-163.
- Brehm, J.M., Eisenhauer, B.W. and Krannich, R.S. (2006) 'Community attachments as predictors of local environmental concern: The case for multiple dimensions of attachment. *American behavioral scientist*, 50(2), pp.142-165., (n.d.) Omakau. [online] Available at: <http://www.centralotagonz.com/visit/omakau> [25 June 2018].
- Central Otago: A world of difference, (n.d.) Pisa Moorings | Central Otago. [online] Available at: <http://www.centralotagonz.com/visit/pisa-moorings> [12 March 2018].
- Central Otago District Council. (2014) Omakau Community Plan [online] Available at: <https://www.codc.govt.nz/SiteCollectionDocuments/Plans/Community%20Plans/Omakau%20Community%20Plan.pdf> [14 March, 2018].
- Davis, J. S. and Morais, D. B. (2004) Factions and enclaves: Small towns and socially unsustainable tourism development. *Journal of Travel Research*, 43, 3-10.
- Deller, S. C., Tsai, T.-H., Marcoullier, D. W. and English, D. B. (2001) The role of amenities and quality of life in rural economic growth. *American Journal of Agricultural Economics*, 83, 352-365.
- DeLyser, D. and Sui, D. (2014) Crossing the qualitative-quantitative chasm III: Enduring methods, open geography, participatory research, and the fourth paradigm. *Progress in Human Geography*, 38(2), pp.294-307.
- Gee, C. Y., Choy, D. J. and Makens, J. C. (1984) *The travel industry*, AVI Publishing Company, Inc.
- Greed, C. (2007) *Inclusive urban design: Public toilets*. Routledge.
- Grodach, C. (2009) Art spaces, public space, and the link to community development. *Community Development Journal*, 45(4), pp.474-493.
- Hahn, A. J. (1970) Planning in rural areas. *Journal of the American Institute of Planners*, 36, 44-49.
- Haig, T. (2014) Equipping Schools to Fight Poverty: A community hub approach. *Educational Philosophy and Theory*, 46(9), pp.1018-1035.
- Hamilton, E. (1999) *Ii*. Unpublished Masters Thesis. The University of Otago Archives.

- Harrell, M.C. and Bradley, M.A. (2009) *Data collection methods. Semi-structured interviews and focus groups*. Rand National Defense Research Inst santa monica ca.
- Inspiring Communities. (2018) A Capability Framework to guide Community-led Development practice in Aotearoa [online] Available at: <http://inspiringcommunities.org.nz/wp-content/uploads/2018/04/IC-Capability-Framework-Guide-2018.pdf>.
- Johnson, K. M. (2006) Demographic trends in rural and small-town America.
- King, V. (2017) The Myth of the Rural Idyll. *Parity*, 30 (5), 27-28.
- Kitzinger, J. (1995). Qualitative research: introducing focus groups. *Bmj*, 311(7000), pp.299-302.
- Knox, P. and Mayer, H. (2013) *Small town sustainability: Economic, social, and environmental innovation*, Walter de Gruyter.
- Liu, Q. A., Ryan, V., Aurbach, H. and Besser, T. (1998) The influence of local church participation on rural community attachment. *Rural sociology*, 63, 432.
- Loomis, J. and Feldman, M. (2003) Estimating the benefits of maintaining adequate lake levels to homeowners using the hedonic property method. *Water Resources Research*, 39(9).
- Mackay, M., Perkins, H.C. and Taylor, C.N. (2015) Chapter two: Producing and consuming the global multifunctional countryside: Rural Tourism in the South Island of New Zealand. *Rural tourism: An international perspective*.
- Manzo, L.C. and Perkins, D.D. (2006) Finding common ground: The importance of place attachment to community participation and planning. *Journal of planning literature*, 20(4), pp.335-350.
- Marcoullier, D. W., Clendenning, J. G. and Kedzior, R. (2002) Natural amenity-led development and rural planning. *Journal of Planning Literature*, 16, 515-542.
- Mcintosh, R. W., Goeldner, C. R. and Ritchie, J. B. (1995) *Tourism: Principles, Practices, Philosophies*.
- Mckercher, B. (2001) Attitudes to a non-viable community-owned heritage tourist attraction. *Journal of sustainable tourism*, 9, 29-43.
- Moss, L.A. ed., (2006) *The amenity migrants: Seeking and sustaining mountains and their cultures*. Cabi.
- Murdoch, J. and Pratt, A. (1993) *Rural studies: modernity, post-modernity and the 'post-rural'*. *Journal of Rural Studies*, 9, 411-437.
- Nygren, Å. (2014) The public library as a community hub for connected learning.

- Otago Rail Trail, (n.d.) Omakau. [online] Available at: <http://www.otagorailtrail.co.nz/omakau-accommodation> [25 June 2018]
- Perkins, D.D., Hughey, J. and Speer, P.W., (2002) Community psychology perspectives on social capital theory and community development practice. *Community Development*, 33(1), pp.33-52.
- Perkins, H.C., Mackay, M. and Espiner, S. (2015) Putting pinot alongside merino in Cromwell District, Central Otago, New Zealand: Rural amenity and the making of the global countryside. *Journal of Rural Studies*, 39, pp.85-98.
- Pisa District Community Plan. (2009) [online] Available at: <https://www.centralotagonz.com/PicsHotel/CentralOtagoRTO/Brochure/Pisa%20CP%20Final%20Aug09.pdf> [14 March].
- Pisa District Community Survey. (2017) [online] Available at: <https://www.centralotagonz.com/PicsHotel/CentralOtagoRTO2014/Brochure/Community%20Development/Community%20Plans/20180215%20Pisa%20Moorings%20Survey%20Analysis%20FINAL%20PUBLIC%20COPY.pdf>. [16 March 2018].
- Powell, R.A. and Single, H.M., 1996. Focus groups. *International journal for quality in health care*, 8(5), pp.499-504.
- Rappaport, J. (1987) Terms of empowerment/exemplars of prevention: Toward a theory for community psychology. *American journal of community psychology*, 15(2), pp.121-148.
- Rudzitis, G. (1999) Amenities increasingly draw people to the rural west. *Rural Development Perspectives*, 14, 9-13.
- Sandelowski, M., 2000. Combining qualitative and quantitative sampling, data collection, and analysis techniques in mixed-method studies. *Research in nursing & health*, 23(3), pp.246-255.
- Short, J.R. ed., (1991) *Environment, Culture and Society*, London: Routledge.
- Smith, M.D. and Krannich, R.S. (2000) "Culture Clash' 'Revisited: Newcomer and Longer-Term Residents' Attitudes Toward Land Use, Development, and Environmental Issues in Rural Communities in the Rocky Mountain West. *Rural Sociology*, 65(3), pp.396-421.
- Thorbeck, D. (2013) *Rural design: a new design discipline*, Routledge.
- Ulrich-Schad, J.D. and Qin, H. (2017) Culture Clash? Predictors of Views on Amenity-Led Development and Community Involvement in Rural Recreation Counties. *Rural Sociology*, 83(1), pp.81-108.

Watts, S., Higgins, C. and Kendrick, A. (2000) Community participation in the development of services: a move towards community empowerment. *Community Development Journal*, 35(2), pp.120-132.

Wilson, S., Fesenmaier, D. R., Fesenmaier, J. and Van Es, J. C. (2001) Factors for success in rural tourism development. *Journal of Travel research*, 40, 132-138.

13.0 Appendices

12.1 Information Sheet for Omakau Participants

12.2 Information Sheet for Pisa Moorings Participants

12.3 Consent Form for Participants

12.4 Semi-structured Interview Question Sheet for Omakau Participants

12.5 Semi-structured Interview Question Sheet for Pisa Moorings Participants

12.1 Appendix 1: Information Sheet for Otago Participants



AMENITY ISSUES IN OMAKAU **INFORMATION SHEET FOR PARTICIPANTS** **OMAKAU**

Thank you for showing an interest in this project. Please read this information sheet carefully before deciding whether or not to participate. If you decide to participate, we thank you. If you decide not to take part, there will be no disadvantage to you and we thank you for considering our request.

What is the Aim of the Project?

The aim of the project is to provide the Central Otago District Council and Department of Internal Affairs with a report and set of recommendations on the feasibility and type of community led interventions for the improvement and preservation of public and environmental amenity in Otago.

This Project is being undertaken as a requirement for the completion of the Master of Planning degree from the University of Otago.

What Types of Participants are being sought?

The research seeks to gather the perspectives of community members and potential key stakeholders on the type of public amenities the community wants, specifically evaluating the want and/or need for facilities such as a multipurpose community building, public toilets and an increase in green spaces.

What will Participants be asked to do?

Should you agree to take part in this project, you will be asked to participate in a semi-structured interview, either as an individual or as part of a group. You will be asked questions on the topics of the public and environmental amenity values in your community and the past, present and potential community-led initiatives in your community. You will also be asked questions in response to the recent survey

conducted in Omakau, specifically the provision of a new community multipurpose facility, new public toilets and the effective utilisation of green spaces. Interviews are expected to take around 30 minutes and should not exceed the duration of 1 hour. The interviews will be audio recorded. If at any stage you feel uncomfortable, you may decline to answer any question, or request that the interview be terminated. The information gathered from the research will be made available to participants on request.

Please be aware that you may decide not to take part in the project without any disadvantage to yourself.

What Data or Information will be collected and what use will be made of it?

Responses to interview questions will be the primary ‘data and information’ that is collected to inform the researchers’ recommendations about the amenity needs in the community. The recommendations will be part of a wider independent report prepared for the Central Otago District Council and Department of Internal Affairs outlining amenity needs in the area and the opportunity for community-led opportunities in the provision of amenities.

No personal or commercial details are sought past the participant’s general vocation (i.e. Farmer, Business Owner) or affiliation to a community group (rugby club). Only the student researchers and their supervisor will have access to the audio recordings and transcriptions. The raw data will be kept on password protected computers and where necessary, in a locked cabinet within the supervisor’s office. Data obtained as a result of the research will be retained for **at least 5 years**. Any personal data collected on the participant will be destroyed at the completion of the research.

The results of the project may be published and every effort will be made to preserve your anonymity, unless you wish to be named, or hold a position within the community where due to the nature of the research, may be difficult to do so. If you would like to attribute your contributions there is a section at the end of the consent form where you can give permission to release your personal details, such as your name and which organisation or group you are affiliated to. It is absolutely up to you which of these options you prefer.

As mentioned in the above section the interviews are semi-structured. This means the project involves an open-questioning technique. The general line of questioning includes the public and environmental amenity values in your community and the past, present and potential community-led initiatives in your community. The precise nature of the questions that will be asked have not been determined in advance, but will depend on the way in which the interview develops. Consequently, although the Department of Geography is aware of the general areas to be explored in the interview, the Committee has not been able to review the precise questions to be used. In the event that the line of questioning does develop in such a way that you feel hesitant or uncomfortable, you are reminded of your right to decline to answer any particular question(s).

The independent report will be available to all participants to view at the completion of the project. Any processed data outside of the individual's personal contributions will not be able to be viewed before this date.

Can Participants change their mind and withdraw from the project?

You may withdraw from participation in the project at any time before the 30th of May 2018 and without any disadvantage to yourself.

What if Participants have any Questions?

If you have any questions about our project, either now or in the future, please feel free to contact either:-

Grace Williams
Department of Geography
University Telephone Number:-
+64 3 479 4216
Email Address
wile1121@student.otago.ac.nz
fawcett@otago.ac.nz

and

Michelle Thompson-Fawcett
Department of Geography
University Telephone Number:-
+64 3 479 8762
Email Address
michelle.thompson-

[Home contact details of student researchers should not be included unless a special case has been made.]

This study has been approved by the Department stated above. However, if you have any concerns about the ethical conduct of the research, you may contact the University of Otago Human Ethics Committee through the Human Ethics Committee Administrator (ph +643 479 8256 or email gary.witte@otago.ac.nz). Any issues you raise will be treated in confidence and investigated and you will be informed of the outcomes.

12.2 Appendix 2: Information Sheet for Pisa Moorings Participants



AMENITY ISSUES IN OMAKAU AND PISA MOORINGS **INFORMATION SHEET FOR PARTICIPANTS** **PISA MOORINGS**

Thank you for showing an interest in this project. Please read this information sheet carefully before deciding whether or not to participate. If you decide to participate, we thank you. If you decide not to take part, there will be no disadvantage to you and we thank you for considering our request.

What is the Aim of the Project?

The aim of the project is to provide the Central Otago District Council and Department of Internal Affairs with a report and set of recommendations on the feasibility and type of community led interventions for the improvement and preservation of public and environmental amenity in Pisa Moorings.

This Project is being undertaken as a requirement for the completion of the Master of Planning degree from the University of Otago.

What Types of Participants are being sought?

The research seeks to gather the perspectives of community members and potential key stakeholders in response to conclusions drawn from the 2017 Pisa Moorings homeowners' survey. The researchers are seeking comment on these conclusions and assessing homeowners' feedback to deduce a way to achieve many of the proposed wants from the survey.

What will Participants be asked to do?

Should you agree to take part in this project, you will be asked to participate in a semi-structured interview, either as an individual or as part of a group. You will be asked questions on the topics of the public and environmental amenity values in your community and, present and potential future community-led initiatives in your

community. You will also be asked questions in response to the recent survey conducted in Pisa Moorings, specifically what the respondents meant by “more public amenities” and “rural feel”, and the importance of the environmental amenity to Pisa Mooring homeowners and the potential for the continued growth of the area. Interviews are expected to take around 30 minutes and should not exceed the duration of 1 hour. The interviews will be audio recorded. If at any stage you feel uncomfortable, you may decline to answer any question, or request the interview be terminated. The information gathered from the research will be made available to participants on request.

Please be aware that you may decide not to take part in the project without any disadvantage to yourself.

What Data or Information will be collected and what use will be made of it?

Responses to interview questions will be the primary ‘data and information’ that is collected to inform the researchers’ recommendations about the amenity needs in the community. The recommendations will be part of a wider independent report prepared for the Central Otago District Council and Department of Internal Affairs outlining the amenity needs in your area and the opportunity for community-led opportunities in the provision of amenities.

No personal or commercial details are sought past the participant’s general vocation (i.e. Farmer, Business Owner) or affiliation to a community group (rugby club). Only the student researchers and their supervisor will have access to the audio recordings and transcriptions. The raw data will be kept on password protected computers and where necessary in a locked cabinet within the supervisor’s office. Data obtained as a result of the research will be retained for **at least 5 years**. Any personal data collected on the participant will be destroyed at the completion of the research.

The results of the project may be published and every effort will be made to preserve your anonymity, unless you wish to be named, or hold a position within the community where due to the nature of the research, may be difficult to do so. If you would like to attribute your contributions, there is a section at the end of the consent form where you can give permission to release personal details, such as your name and which organisation or group you are affiliated to. It is absolutely up to you which of these options you prefer.

As mentioned in the above section, the interviews are semi-structured. This means the project involves an open-questioning technique. The general line of questioning includes the public and environmental amenity values in your community and the past, present and potential community-led initiatives in your community. The precise nature of questions that will be asked have not been determined in advance, but will depend on the way in which the interview develops. Consequently, although the Department of Geography is aware of the general areas to be explored in the interview, the Committee has not been able to review the precise questions to be used.

In the event the line of questioning does develop in such a way that you feel hesitant or uncomfortable, you are reminded of your right to decline to answer any particular question(s).

The independent report will be available to all participants to view at the completion of the project. Any processed data outside of the individual's personal contributions will not be able to be viewed before this date.

Can Participants change their mind and withdraw from the project?

You may withdraw from participation in the project at any time before the 30 of May 2018 and without any disadvantage to yourself.

What if Participants have any Questions?

If you have any questions about our project, either now or in the future, please feel free to contact either:-

Grace Williams
Department of Geography
University Telephone Number:-
+64 3 479 4216
Email Address
wile1121@student.otago.ac.nz
fawcett@otago.ac.nz

and

Michelle Thompson-Fawcett
Department of Geography
University Telephone Number:-
+64 3 479 8762
Email Address
michelle.thompson-

[Home contact details of student researchers should not be included unless a special case has been made.]

This study has been approved by the Department stated above. However, if you have any concerns about the ethical conduct of the research you may contact the University of Otago Human Ethics Committee through the Human Ethics Committee Administrator (ph +643 479 8256 or email gary.witte@otago.ac.nz). Any issues you raise will be treated in confidence and investigated and you will be informed of the outcome.

12.3 Appendix 3: Consent Form for Participants



AMENITY ISSUES IN OMAKAU AND PISA MOORINGS CONSENT FORM FOR ALL PARTICIPANTS

I have read the Information Sheet concerning this project and understand what it is about. All my questions have been answered to my satisfaction. I understand that I am free to request further information at any stage.

I know that:-

1. My participation in the project is entirely voluntary;
2. I am free to withdraw from the project at any time without any disadvantage;
3. I can decline to answer any questions that I am not comfortable answering.
4. My responses will be audio recorded.
5. Personal identifying information such as audio recording will be destroyed at the conclusion of the project but any raw data on which the results of the project depend will be retained in secure storage for at least five years.
6. This project involves an open-questioning technique. The general line of questioning includes the public and environmental amenity values in your community and the past, present and potential community-led initiatives in your community. The precise nature of the questions which will be asked have not been determined in advance, but will depend on the way in which the interview develops and that in the event that the line of questioning develops in such a way that I feel hesitant or uncomfortable I may decline to answer any particular question(s) and/or may withdraw from the project without any disadvantage of any kind.
7. The results of the project may be published and will be available in the University of Otago Library (Dunedin, New Zealand) but every attempt will be made to preserve my anonymity.

12.4 Appendix 4: Semi-Structured Interview Question Sheet for Omakau Participants

Omakau Questions Sheet

1. What is your name, occupation and connection to Omakau?
2. What are your thoughts on current amenity provision or issues in Omakau?
3. What do you believe should be the priorities for amenity provision in Omakau?
4. A recent survey of community aspirations for Omakau revealed that a multi-use community hub and public toilets in the retail area are desired. Do you think these findings are accurate aspirations for the community? Can you think of anything else that should have been added?
5. What do you think the demand is for public toilets in Omakau? If Omakau had additional public toilets, what do you think that would bring to the town?
6. Do you think the retail area is the most appropriate location for public toilets? Can you think of a better location?
7. How do you imagine a community hub will most commonly be used?
8. What would you like to see as part of a new community hub? What functions would you like to see it serve?
9. What groups would you imagine getting the most use out of the community hub? Are there any groups you imagine would not use it as much?
10. Would you or the community be willing to financially support the upkeep of a new community hub? Why or why not?
11. How would best do you expect community funding could be achieved? (Rates, fundraisers, pay for use?)
12. Talks with council members have also revealed green space as an important issue. How important is environmental amenity to you? Where would you like to see more green space?
13. What use would you want green space to be? For example, playgrounds, picnic areas, parks etc.
14. Do you think the consultant group missed any possible amenity opportunities, is there anything else you would like to see?

12.5 Appendix 5: Semi-Structured Interview Question Sheet for Pisa Moorings Participants

Pisa Moorings Question Sheet

1. What is your name, occupation and connection to Pisa Moorings?
2. What are your thoughts on current amenity provision or issues in Pisa Moorings?
3. What do you believe should be the priorities for amenity provision in Pisa Moorings?
4. A recent survey of the Pisa Moorings community has revealed community aspirations including more public amenities, footpath provision and maintaining rural feel. Do you think these results accurately reflect community values?
5. What facilities do the public use most?
6. The survey suggested more public amenities are needed. Can you describe specifically what is needed?
7. Footpath provision was another important issue. What are your feelings on footpath provision? How does this issue impact you?
8. What do you think is meant by “rural feel”? What does it mean to you?
9. How can amenities be developed to maintain a rural feel? Is it only about limiting housing development?
10. How could ‘rural feel’ be enhanced?
11. If funds weren’t an issue, what amenities would you want immediately?
12. How do you see the community being able to fund more amenities? What will the role of residents/non-residents be?