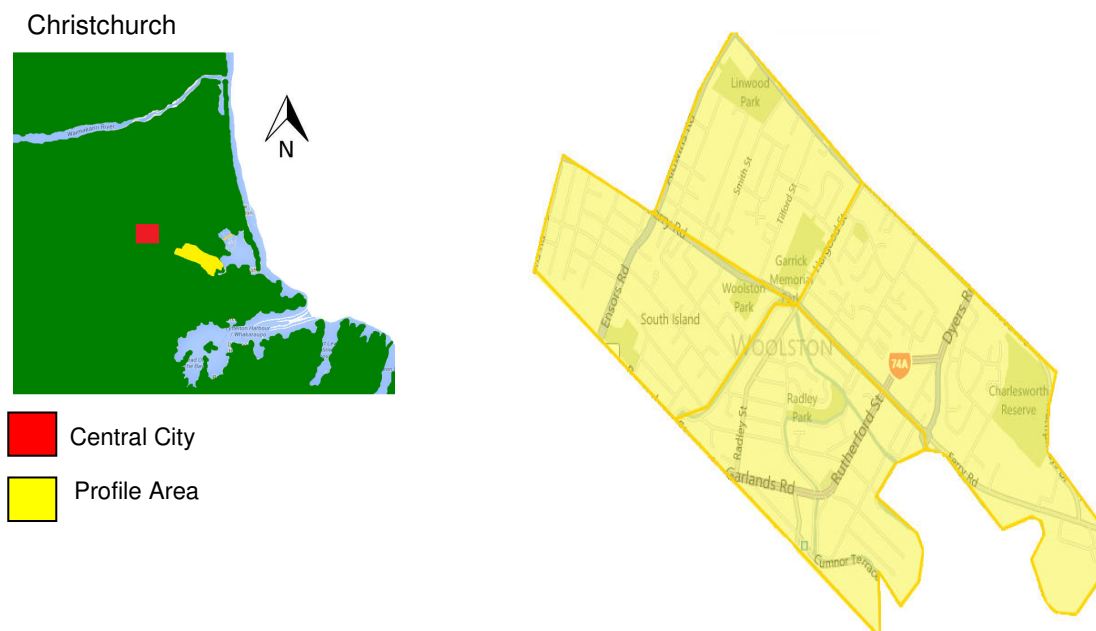


# Community profile - November 2014

## Greater Woolston

(Census area units: Ferrymead, Woolston West, Woolston South, Ensors)



Ferrymead and Woolston lie three kilometres south-east of the Christchurch city centre.

Greater Woolston incorporates the Woolston West, Woolston South and Ensors census area units. It supports light industrial and residential activities and is close to major arterial routes, including State Highways 73 and 74. The Heathcote River flows through the suburb. Woolston Village is the main commercial center of the suburb. It is mainly composed of small retail shops, ranging from food premises to a hair and body shop, and licensed bars. There is a New World supermarket in Woolston Village.

Ferrymead is located south of Woolston, approximately five kilometres from the Central Business District (CBD). The Ferrymead area is bounded by the estuary to the east, Ferry Road and the Woolston cut of the Heathcote River to the south, Linwood Avenue to the north and Hargood Street to the west. Ferrymead has a large area of retail development serving the affluent south-eastern suburbs, mixed with a range of other small businesses to the east on Ferry Road, including a large number of restaurants and cafés.

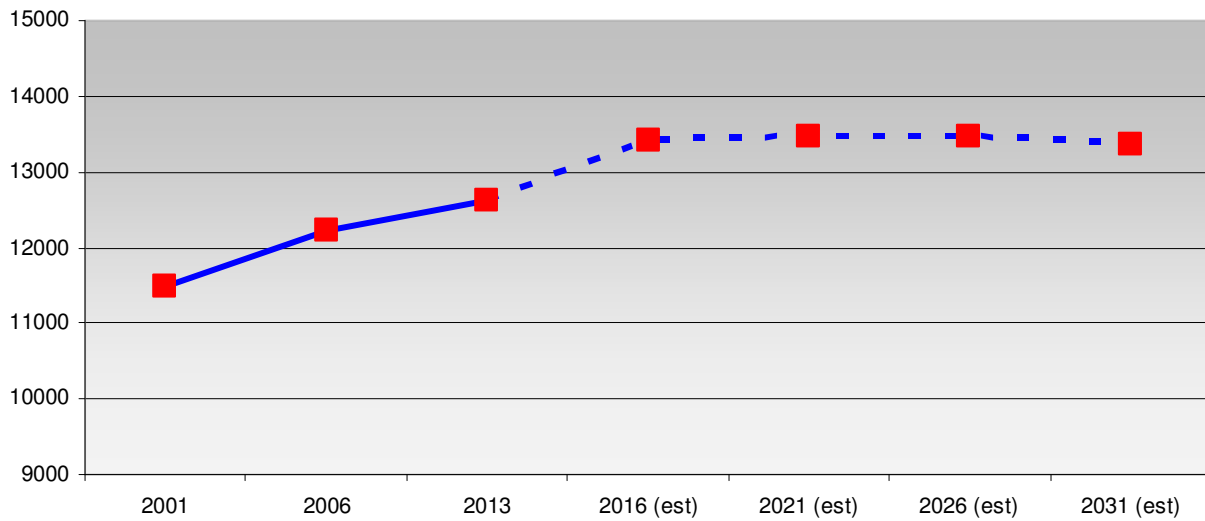
The area has good access to medical services including the Ferrymead Medical Centre, Woolston Medical Rooms, Settlers Heath Centre and the Woolston Christian Medical Centre.

There are a number of primary schools in the Woolston and Ferrymead areas: St Anne's School (decile 3), Tamariki Primary School (special character integrated School, decile 10), Woolston School (decile 2), Bamford School (decile 2), and Linwood Avenue School (decile 2). Linwood Avenue School is on the boundary with Linwood.

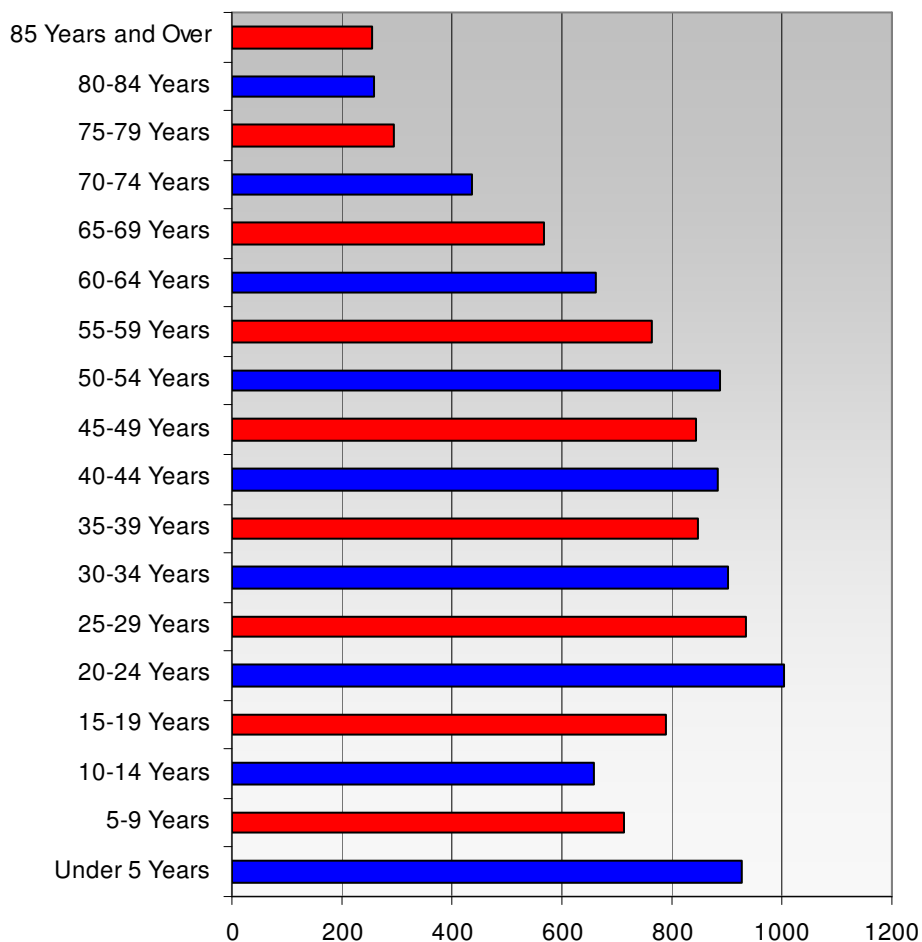
The major access roads are Brougham Street, Wilsons Road, Ferry Road and Linwood Avenue.

# Key demographics

**Usually resident population count**  
(Data from Statistics NZ)

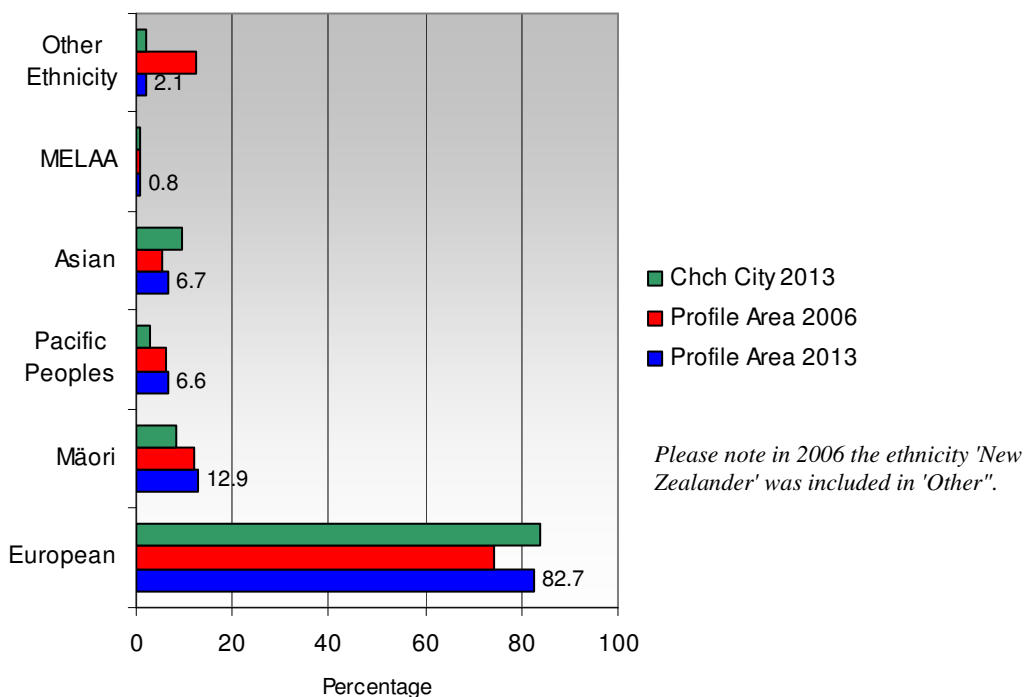


**Age for usually resident population (number of people)**  
(Data from 2013 Census, Statistics NZ)  
**Profile Area**



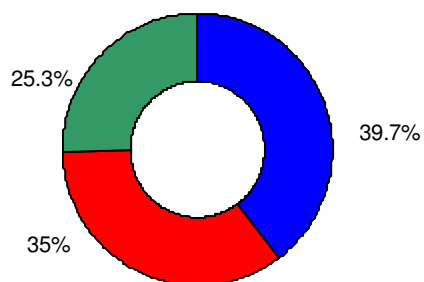
### Ethnicity for usually resident population (%)

(Data from 2013 Census, Statistics NZ)



### Family type (%)

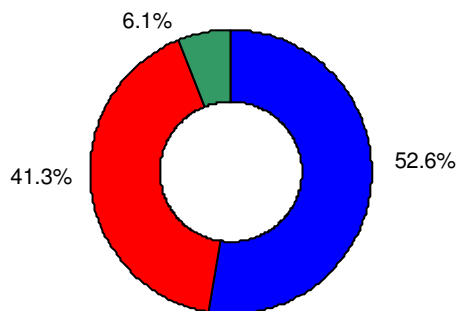
(Data from 2013 Census, Statistics NZ)



- Couple without children
- Couple with child(ren)
- One parent with child(ren)

### Home ownership (%)

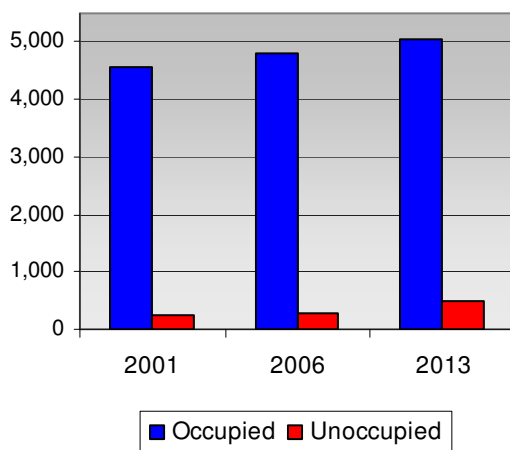
(Data from 2013 Census, Statistics NZ)



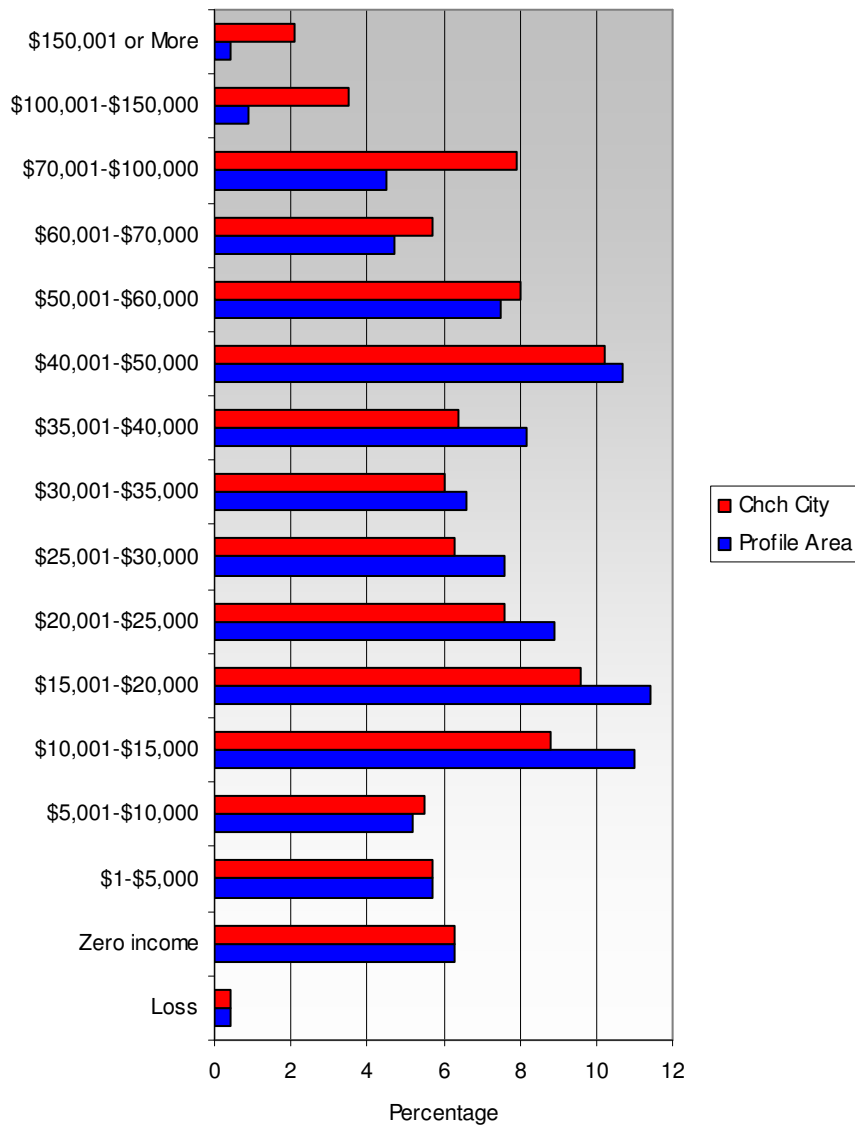
- Dwelling owned or partly owned
- Dwelling not owned and not held in a family trust
- Dwelling held in a family trust

### Occupied and Unoccupied Dwellings

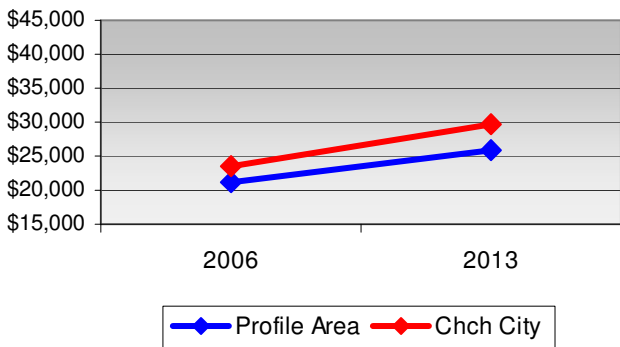
(Data from Statistics NZ)



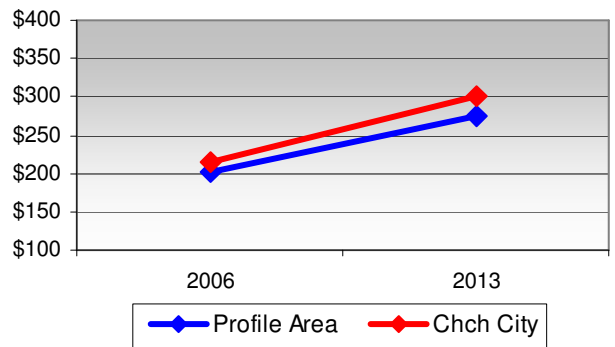
**Personal income for Profile Area compared to Christchurch City**  
(Data from Statistics NZ)



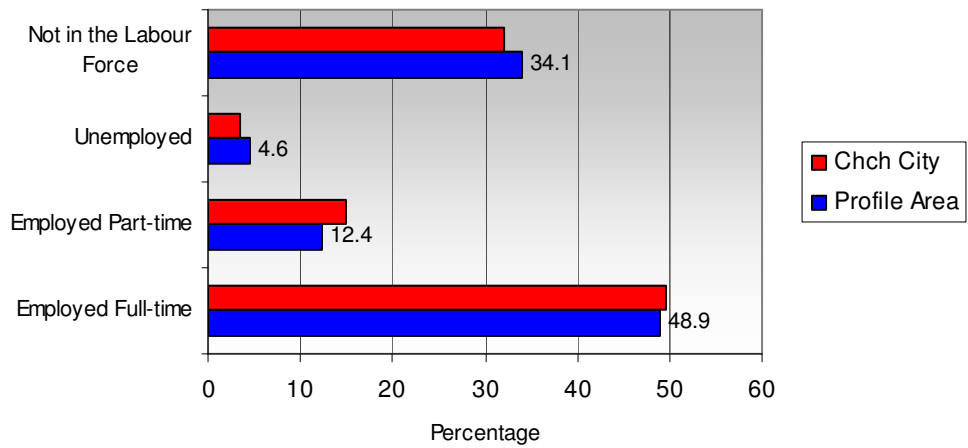
**Median Personal Income for Profile Area compared to Christchurch City**  
(Data from Statistics NZ)



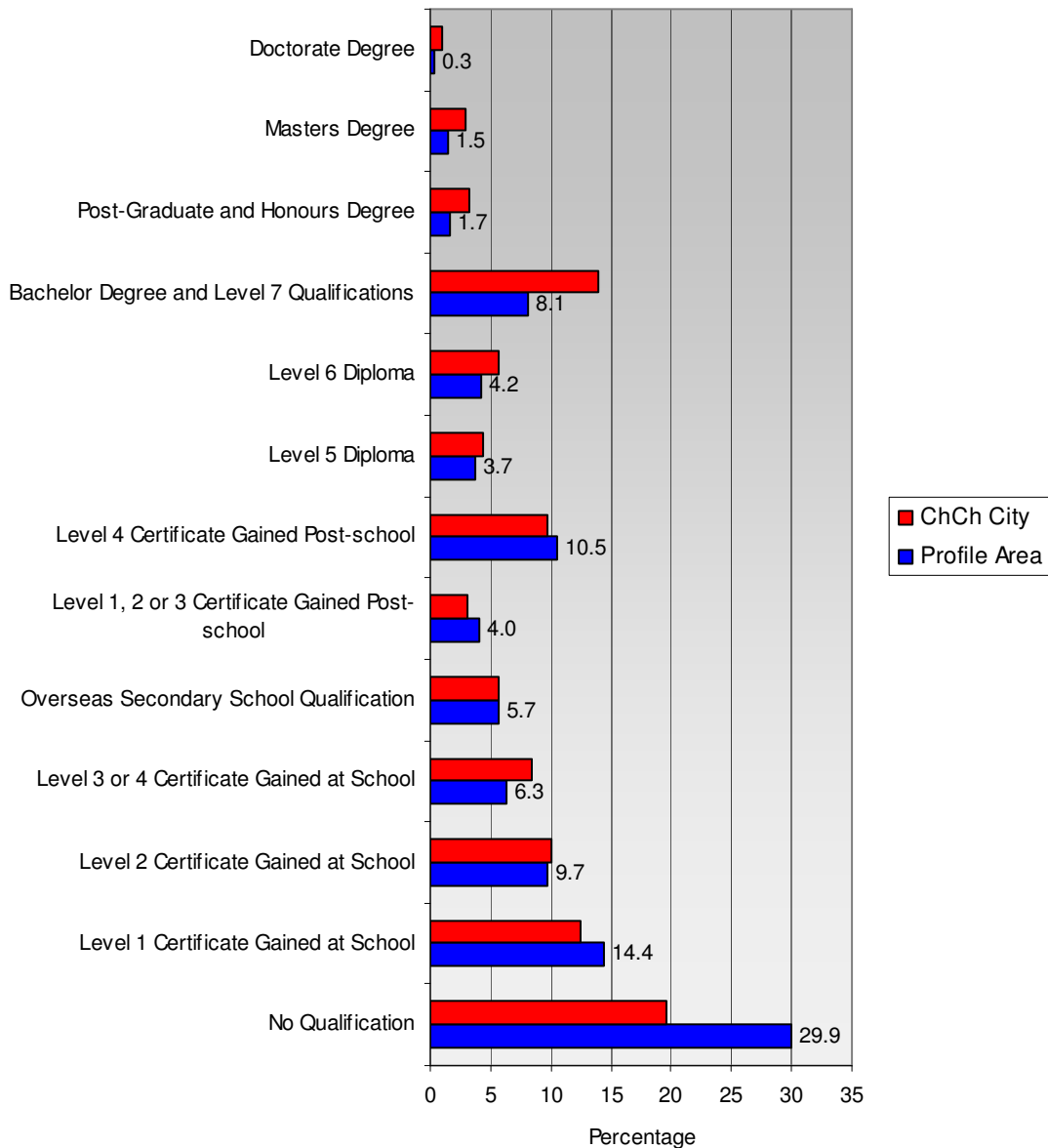
**Median Weekly Rent for rented households, in private occupied dwellings**  
(Data from 2013 Census, Statistics NZ)



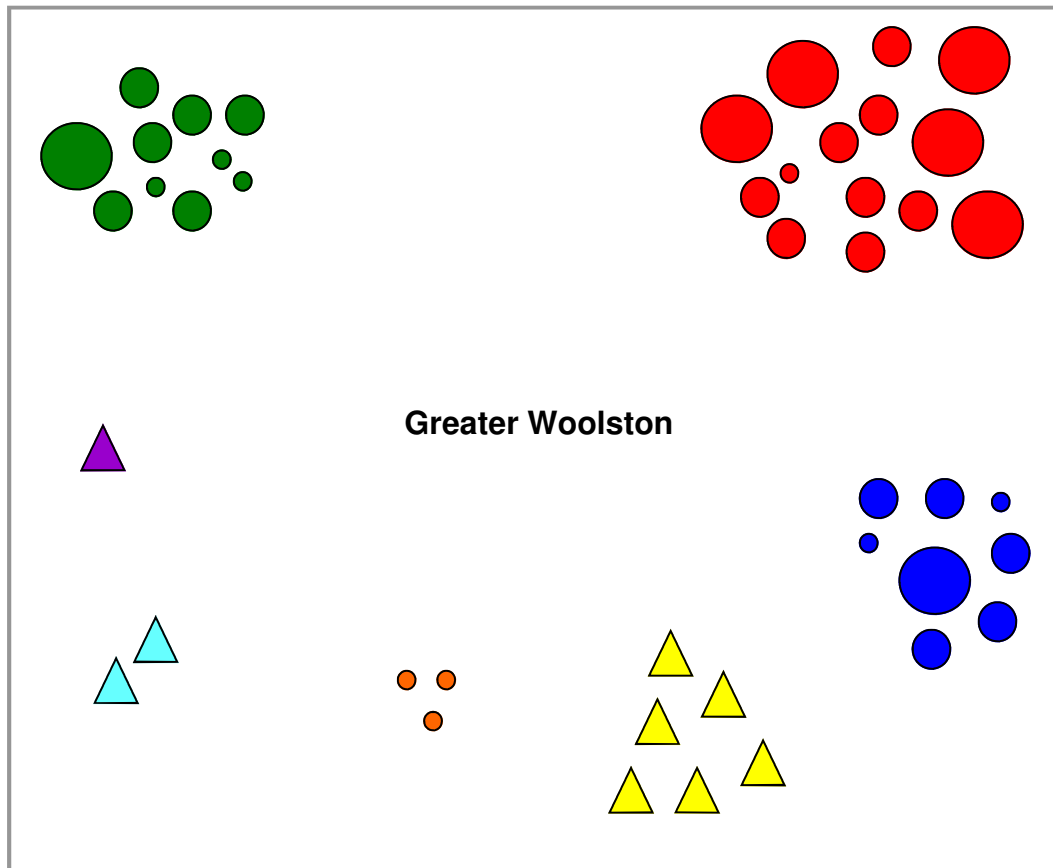
**Work and Labour Force status (%)**  
(Data from 2013 Census, Statistics NZ)



**Highest Educational Qualification for the census usually resident population, aged 15 years and over**  
(Data from 2013 Census, Statistics NZ)



# Community infrastructure mapping



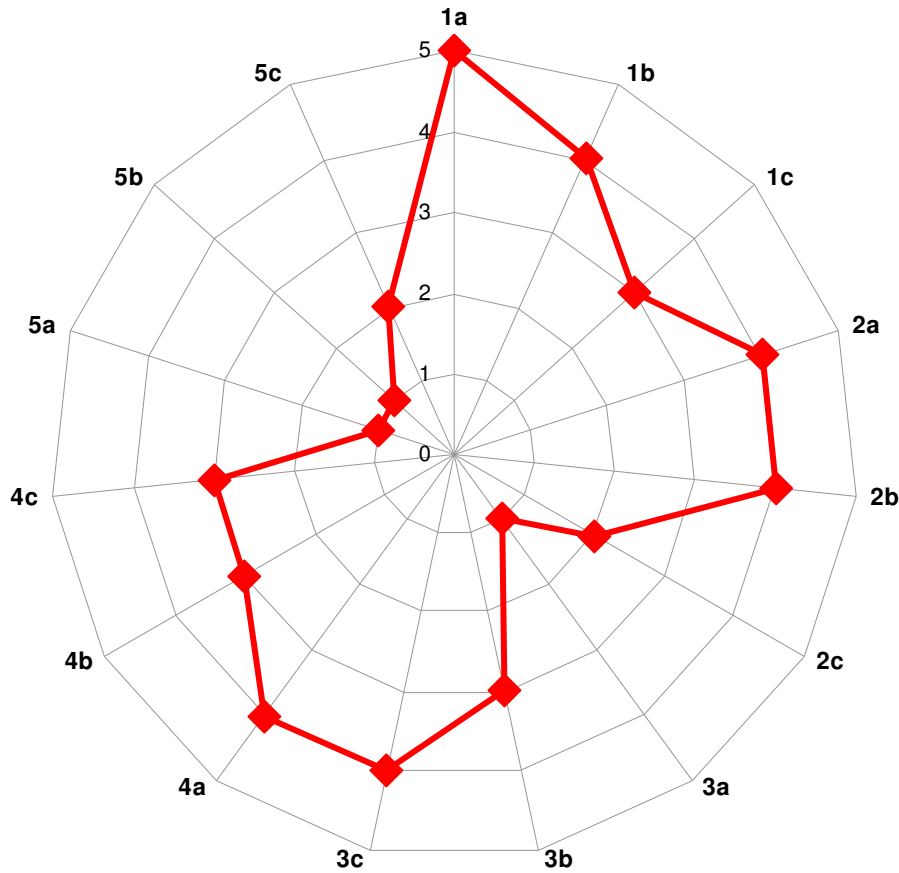
- |   |  |
|---|--|
|  Community development/support organisations |  Schools                              |
|  Sport/recreation/leisure groups             |  Community facilities (Council-owned) |
|  Faith-based organisations                   |  Libraries (Council-owned)            |
|  Residents'/business associations            |  |

*The above ratings have been based on reach, diversity, and participation. For example, bigger circles tend to be groups that provide a wider range of services, or have large numbers of participants. They also tend to be groups that are well networked within the community.*

Organisations based in this sector and identified as active in social and community development include 10 community groups, 14 sport/recreation/leisure groups, eight church groups, and three residents' groups. There is no business association in the area. The community library is currently operating in the local scout hall as their building was demolished following earthquake damage.

Organisations with wide reach and depth of focus in this sector include one community group and one local church. There are also five sport and leisure groups with a wide reach and depth.

# Community resilience mapping



Scale: 1 = Low 5 = High

## 15 measures of resilience

### Community Support Organisations (rating)

- 1a** # of organisations (5)
- 1b** strength of organisations (4)
- 1c** community development principles (3)

### Volunteering (rating)

- 2a** investment in volunteers (4)
- 2b** # of volunteer hours from Fundforce (4)
- 2c** # of volunteer hours from Census (2)

### Connectedness (rating)

- 3a** # of Neighbourhood Support groups (1)
- 3b** # of residents' associations (3)
- 3c** access to networking groups/forums (4)

### Participation (rating)

- 4a** community events (4)
- 4b** Fundforce participation rates (3)
- 4c** club membership #s (3)

### Preparedness (rating)

- 5a** # of Neighbourhood Support groups (1)
- 5b** # households in Neighbourhood Support (1)
- 5c** capability of groups to lead local response (2)

**Note:** **2b, 4b** - These ratings only take into account figures from community projects funded by Council.  
**2c** - These figures are based on 2006 Census data as this information is not yet available for 2013.  
**3a, 5a, 5b** - These ratings are based on groups and households registered with Christchurch Gets Ready as at November 2013.

# Community environment

## Social environment

The community organisations in the Woolston area report that increased demand for their services following the earthquakes and has not shown any signs of easing. As a result some organisations have employed more staff and changed the way they provide services. Organisations continue to work together and have a bimonthly network breakfast hosted by one of the key groups in the area.

The volunteer library continues to operate from the local Scout hall, however users have declined, especially during the winter. Work is going into promoting the library service. The Woolston Community Library is continuing to look for a suitable venue for its long term future.

The local community gala is one of the main events that brings the Woolston community together and fosters a sense of connectedness. The event showcases local artists/entertainers and also has stalls, mainly from the local community.

Woolston School has reported an increase in students enrolled at the school mainly due to new families moving to Christchurch to take part in the rebuild. Woolston School are preparing for the influx of students when Phillipstown and Woolston Schools merge on the Woolston site. Both schools have worked hard to ensure the process is as smooth as possible. The schools have held combined activities for the students and teachers to adjust.

The Brookhaven/Ferrymead area continues to recover slowly. Most of the land in Brookhaven/Ferrymead is classified Technical Category three (TC3), and many residents in the area are working with their insurance companies to settle claims. The Brookhaven Ferrymead Residents' Association, together with other nearby residents' associations with similar issues, has established a Coastal Hills Cluster of residents' associations and an Insurance Watch organisation, to advocate for residents in the area. More information on Brookhaven/Ferrymead area can be found here:

<http://ferrymead-brookhaven.blogspot.co.nz/>

<http://www.brookhaven.net.nz/index.htm>

## Built environment

The Greater Woolston area is largely a mix of green TC2 and TC3 land zones.

The Stronger Christchurch Infrastructure Rebuild Team (SCIRT) continues to repair infrastructure in the greater Woolston area and has held meetings with the community about the work.

In early 2013 Christchurch City Council staff working on the Ferry Road Master Plan, which is Stage One of the Ferry Road / Main Road Master Plan, held consultation meetings with the community on their final draft of the plan. A design workshop with local businesses and other major stakeholders was also held to discuss key design aspects. The Master Plan is part of the Council's Suburban Centres Programme, which provides coordinated support for the recovery and rebuild of commercial centres badly damaged in the Canterbury earthquakes.

The Ferry Road Master Plan presents a future vision, goals and actions for the recovery of commercial centres along Ferry Road. The Plan is not only a response to the damage caused to the corridor in the 2010 and 2011 earthquakes, but also considers ways to build economic and social resilience in the future. In May of 2014 Council adopted the Ferry Road Master Plan.

Housing New Zealand has a large stock of social housing in Woolston, some of which was damaged in the earthquakes. Repairs to some of these houses are now complete. Christchurch City Council has 116 social housing units in the greater Woolston area.

## Economic environment

The economic outlook continues to improve as new retail and food and beverage outlets open in Woolston Village and at the nearby Tannery boutique shopping complex in Garlands Road. The latter has provided a boost to the area with more than a dozen shops, two bars, a restaurant, cafes and a bakery.



Foodstuffs New Zealand has announced plans to replace the current Woolston New World supermarket with bigger premises. The Ferrymead retail centre has a number of bars and eating places which have helped increase foot traffic in the area. The Ferrymead Countdown supermarket has been rebuilt.

### **Natural environment**

Historically the Ōpāwaho / Heathcote River provided Woolston with water needed for industries like wool scouring. In the 1850s small ships used wharves along the Ōpāwaho / Heathcote River where there is now a walk way along the river banks that takes in the Woolston loop and Woolston Cut. The Ferry Road Master Plan includes actions to make the Ōpāwaho / Heathcote River more visible and accessible from Woolston.

The Avon/Heathcote estuary to the east of Ferrymead is the largest semi-enclosed shallow estuary in Canterbury, and is regarded as one of New Zealand's most important coastal wetlands. It is an internationally important habitat for migratory birds, and is an area of recreational and ecological significance to Christchurch. After the earthquakes the estuary was contaminated by wastewater. The water quality has now improved and the area can be used for recreational activities.

Open spaces in the Woolston area include the wetlands between Brookhaven and Ferrymead, and Council-owned parks and recreational spaces, such as Woolston Park, Linwood Park, Edmonds Gardens and Radley Park.

Flooding continues to be a concern since the earthquakes due to subsidence of the river banks. Flood risk and floor level assessments are now part of the resource consenting process for new developments in defined flood management areas which cover parts of Woolston and Ferrymead.

A report on the effects of sea level rise for Christchurch City also lists Ferrymead and Woolston as suburbs likely to be affected by flooding resulting from extremely high tides and during major storms.

A copy of the report can be found here: <http://static.stuff.co.nz/files/tonkin-taylor.pdf>

## Key issues identified

Issue	Progress to date/outcomes
<ul style="list-style-type: none"> <li>More engagement of communities by local organisations and agencies.</li> </ul>	<p><u>November 2012</u></p> <ul style="list-style-type: none"> <li>Local community organisations are currently exploring different ways to reach out to their communities in better ways.</li> </ul> <p><u>November 2013</u></p> <ul style="list-style-type: none"> <li>Local community organisations have a bimonthly breakfast network meeting hosted by a key community organisation in the area.</li> </ul> <p><u>November 2014</u></p> <ul style="list-style-type: none"> <li>Local organisations continue to meet and look at ways to respond to the change in the local community.</li> </ul>
<ul style="list-style-type: none"> <li>Increase in the number of people participating in locally-organised activity and discussion.</li> </ul>	<p><u>November 2012</u></p> <ul style="list-style-type: none"> <li>The Woolston Community Gala was well attended by the community and a survey done on the day revealed that the community wants more locally-organised activities.</li> </ul> <p><u>November 2013</u></p> <ul style="list-style-type: none"> <li>Local community organisations are doing more to promote their programs using local newspapers and newsletters.</li> </ul> <p><u>November 2014</u></p> <ul style="list-style-type: none"> <li>Community organisations are responding to the needs of the local community by trialling different ways to engage. The Woolston Gala continues to provide a key local event that brings the local community together.</li> </ul>
<ul style="list-style-type: none"> <li>Increased opportunity to redevelop and improve access to green space areas.</li> </ul>	<p><u>November 2012</u></p> <ul style="list-style-type: none"> <li>The Ferry Road master plan identifies that access to the Heathcote River from Ferry Road is an issue.</li> </ul> <p><u>November 2013</u></p> <ul style="list-style-type: none"> <li>The Ferry Road master plan team held a series of design workshops with local business owners and other key stakeholders to define key designs concepts in the area. The Christchurch coastal pathway group plans to build a 6.5 kilometre pathway from Scarborough beach to Ferrymead Bridge.</li> </ul>

Issue	Progress to date/outcomes
continued...	<p><u>November 2014</u></p> <ul style="list-style-type: none"> <li>November 2013 on the completion of the Main Road Causeway repair the first section of the Coastal Pathway was opened.</li> <li>The Council adopted the Ferry Road Master Plan.</li> </ul>
<ul style="list-style-type: none"> <li>Repairs of earthquake damaged rental properties possibly causing rent rises.</li> </ul>	<p><u>November 2012</u></p> <ul style="list-style-type: none"> <li>There have been some repairs undertaken by EQC on houses in the wider Woolston area.</li> </ul> <p><u>November 2013</u></p> <ul style="list-style-type: none"> <li>Work by EQC and Insurance companies continues to be carried out through out Greater Woolston improving the quality of some of the houses however this appears to have caused an increase in rent in the area.</li> </ul> <p><u>November 2014</u></p> <ul style="list-style-type: none"> <li>Work by EQC and Insurance companies continues to be carried out through out Greater Woolston.</li> </ul>
<ul style="list-style-type: none"> <li>Opportunity for more collaboration on social development projects.</li> </ul>	<p><u>November 2012</u></p> <ul style="list-style-type: none"> <li>Community organisations in Woolston have started meeting regularly to network and work on projects together.</li> </ul> <p><u>November 2013</u></p> <ul style="list-style-type: none"> <li>Community organisations continue to find opportunities to collaborate and are currently working together on promoting each other's work.</li> </ul> <p><u>November 2014</u></p> <ul style="list-style-type: none"> <li>Woolston community organisations have been involved in local "Cluster Groups" along with organisations from neighbouring suburbs. This is a Ministry of Social Development initiative. Organisations have the opportunity to connect and grow capacity.</li> </ul>
<ul style="list-style-type: none"> <li>Effect of the earthquakes could either increase business or decrease it dependent on the land quality findings and the ability to repair at an acceptable pace.</li> </ul>	<p><u>November 2012</u></p> <ul style="list-style-type: none"> <li>There has been an increase in commercial activities in the Woolston area.</li> </ul>

Issue	Progress to date/outcomes
continued...	<p data-bbox="805 235 1002 264"><u>November 2013</u></p> <ul data-bbox="805 280 1380 504" style="list-style-type: none"> <li data-bbox="805 280 1380 504">• The commercial/retail sector in Woolston has grown including restaurants and bars such as Holy Smokes, the Twisted Hop Bar, The Brewery and the Three Boys Brewery .The Tannery Boutique Art and Retail Emporium has a dozen shops, two bars, a restaurant and tearooms.</li> </ul> <p data-bbox="805 548 1002 577"><u>November 2014</u></p> <ul data-bbox="805 593 1380 705" style="list-style-type: none"> <li data-bbox="805 593 1380 705">• Woolston continues to grow as a retail and entertainment hub as the bars, restaurants and retail stores become a destination for people from around the city.</li> </ul>