

Life in Christchurch 2019

Central City

Monitoring and Research, May 2019



Executive Summary

The 2019 Life in Christchurch Central City survey was undertaken during January and February 2019 and received around 2900 responses. It sought feedback on various aspects relating to the central city.

The results indicate that Christchurch residents take pride in their central city and support the rebuild as it progresses. There have been positive improvements across the themes in the survey compared to previous years, reflected by participant's responses.

- 12% of participants would consider moving to the central city in the next one or two years, while a further 14% would consider moving once the rebuild is complete.
- Terraced or attached housing were the most popular type of housing that participants would consider moving into in the central city (76%)
- 93% of participants think the central city provides a range of restaurants, cafes or bars
- 70% of participants think the central city is safe for pedestrians, and over half (51%) think it is safe for cyclists
- The proportion of those who travel to the central city 2-4 times a week increased from 13% in 2018, to 20% in 2019
- 53% of participants find it easy to travel in the central city
- 75% of participants speak positively about the central city

Results from this survey feed into the Community Outcomes monitoring programme, and also help us understand how we are tracking towards targets and goals in a range of strategies, including the Christchurch Central Recovery Plan, Central City Action Plan and the Safer Christchurch Strategy 2016-2021.

About this survey

Since 2016, Christchurch City Council has gauged people's views about aspects of life in Christchurch through the Life in Christchurch survey series. The surveys aim to give us in-depth information on how residents feel. The Central City survey is the first in the series for 2019.

The Central City survey focuses on what it's like to live in the central city for those residents who do, and how residents and visitors perceive aspects including the central city's services and facilities, environment, transport, safety and identity. This year's survey was done in February, with around 2900 responses from a range of people and communities throughout the city.

People were asked to give feedback about living in the central city, services and facilities, transport, the central city environment, safety and the identity of the central city.

Interpreting the results

This report summarises the results from the Life in Christchurch Central City survey, outlining results for each of the sub-themes, giving context around what the results mean for the city, and what we are doing to make improvements in these areas.

The results have been processed and summarised into high level monitoring data, broken down into key topic areas. These results will feed into the ongoing Community Outcomes monitoring programme and help inform Council decision making. The results in this report give a high level overview of how respondents feel about and interact with the central city of Christchurch.

Here's what you told us about your central city...

Living in the Central City

12%

Would consider moving to the central city in one to two years

82%

Think tourists make the central city more vibrant and attractive

76%

Would live in a terraced / attached house in the central

Services and Facilities

93%

Think there is a range of restaurants, cafes and bars

74%

think there is a range of things to do for families and children

80%

think there is a range of shops, recreation and entertainment

Travel

48%

Visit the central city to eat out at restaurants, cafes or bars

70%

think the central city is safe for pedestrians

53%

Say it is easy to travel in the central city

Environment

96%

Feel safe in the central city during the day

65%

Feel a sense of pride in our central city

33%

say the Botanic Gardens make the central city unique

Living in the Central City

- Of the 7% (n=208) who live in the central city, 39% (n=83) have lived there for 1-3 years.
- 12% (n=311) of respondents would consider moving to the central city in the next one or two years, while 14% (n=369) would consider moving once the rebuild is complete.
- The main reason that respondents will not move to the central city (38%) is lifestyle factors (24%, n=693).
- 75% (n=153) agree or strongly agree that it's **important** to feel a sense of community in their neighbourhood, while 44% (n=89) agree or strongly agree that they **do** feel a sense of community in their neighbourhood.
- 82% (n=2279) of respondents agree or strongly agree that tourists staying and spending time in the central city makes it a more vibrant and attractive place to live.

What people told us...

'We've committed to the Central City by buying an apartment as our first home. We are enjoying living in the city but we get worried when we hear the negative comments and see low sales in other apartments.'

'Visitors bring a positive attitude to an area.'

'I'm looking forward to living there - sooner rather than later. And I mean in the real centre City - not just within the 4 avenues!'

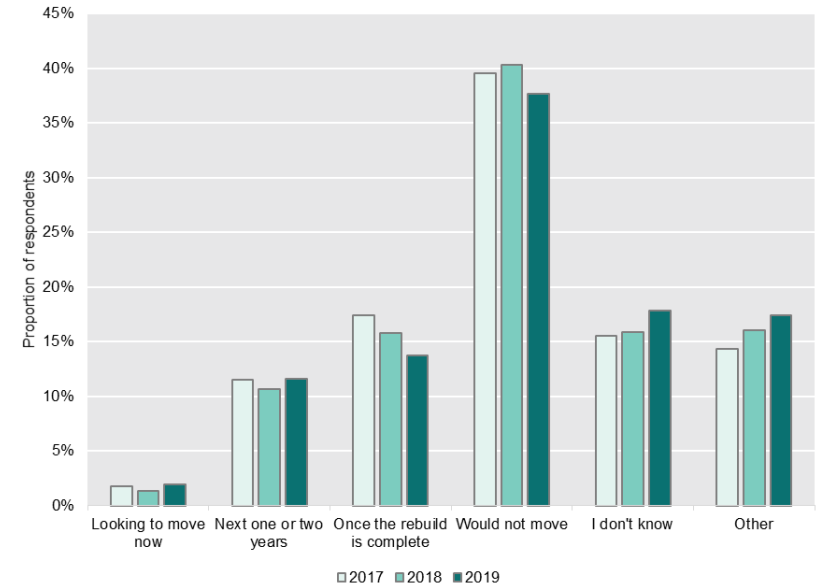


Figure 1: Would you consider moving to the central city?

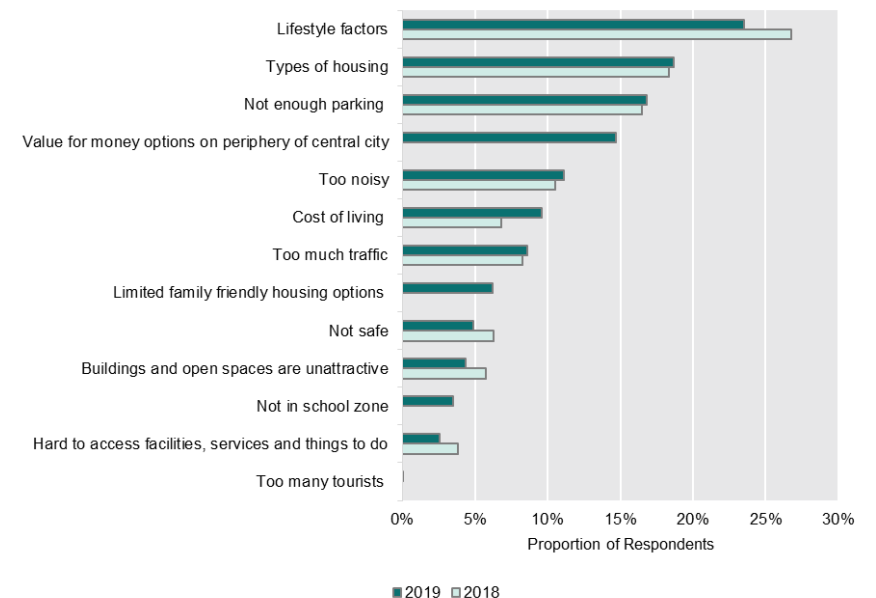


Figure 2: Why would you not consider a move to the central city?

Housing in the Central City

- The highest proportion of respondents would consider living in a terraced house / attached townhouse in the central city (76%, n=876).
- Medium rise apartments were particularly unpopular among respondents; 52% disagree that they would consider living in one.
- Participants were asked whether the central city provides a range of housing that is affordable and well-designed:
 - Range of housing – 30% (n=841) agree or strongly agree, while 44% disagree or strongly disagree
 - Affordable housing – 12% agree or strongly agree, while 60% disagree or strongly disagree
 - Well-designed housing – 28% agree or strongly agree, and 31% neither agree nor disagree

What people told us...

‘Don't like big blocks of one bedroom apartments. We need more diversity that is affordable plus shops for resident's not just clothing stores.’

‘From what we have seen so far the housing developments look promising in terms of appeal and design. The biggest problem we can see is affordability.’

‘Housing is still too expensive. I would love to live in the inner city but will never get enough money for my cottage in the suburbs to make the switch.’

‘New developments are being built to maximum density without good open space and car parking. Until inner city shuttle is provided there must be car parking on site.’

‘...The housing does not fit the 'kiwi lifestyle' that most people try to pursue.’

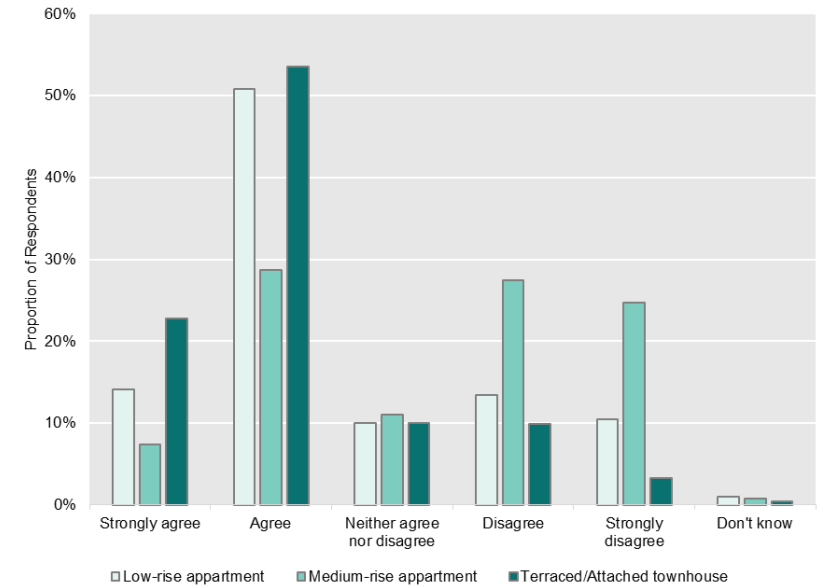


Figure 3: I would consider living in a <...> in the central city.

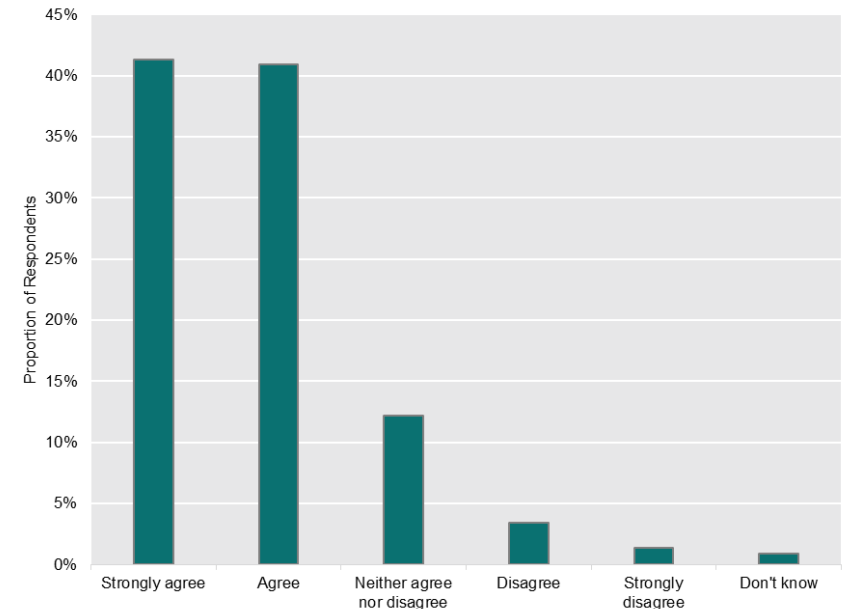


Figure 4: How much do you agree or disagree that tourists staying and spending time in the central city makes it a more vibrant and attractive place to live?

What does this mean?

Providing a range of affordable and well-designed homes in the central city is an integral part of attracting permanent residents to live within the Four Aves. Since the Canterbury earthquake sequence, new emphasis has been placed on growing central city neighbourhoods that are affordable and well-designed. There is a longstanding goal to grow the central city population to 20,000 people.

Compared to previous years, there has been an increase in the proportion of respondents who have lived in the central city. This indicates that we are starting to see an increase in the number of people moving to the central city. It is likely that we will continue to see this increase as more housing and business developments are completed.

Terraced / attached townhouses were the most popular option when respondents were asked what type of house they would consider living in the central city. The main reason that respondents would not consider moving to the central city continues to be lifestyle factors. Many respondents prefer living by the hills or beach, and value the space offered by those locations. This is consistent from year to year.

Providing a range of housing that will accommodate a variety of living situations is important when attracting residents back to the central city. The housing must be well-designed to meet resident's needs and be affordable for a variety of budgets. This is also emphasised by the increase of respondents (compared to previous years) who said the cost of living in the central city meant they would not consider a move.

What are we doing?

Project 8011 aims to increase the number of residents living in the central city to 20,000 people by the year 2028. Steps have been put in place to assist in achieving this goal. These steps include:

- Forming a dedicated central city housing service which will provide one place for landowners and developers to go when seeking assistance in the design, consenting and compliance stages of their developments.
- Identifying funding opportunities and incentives to support development, along with a review of existing and alternative incentives which is already underway.
- Engagement with resident groups to help explore how growth can be accommodated in a way that retains and delivers attractive and liveable communities.
- Apply measures to incentivise residential buyers and developers.

These steps will enable and accelerate housing delivery in the central city, and strengthen existing communities, helping to accommodate current and future central city residents.

As developments such as the Christchurch Town Hall, Tūranga, Ao Tawhiti Unlimited Discovery School and the Riverside Farmers Market are completed, the central city will continue to become a more attractive place for residents and visitors to live or explore.

The East Frame, developed by Fletcher Living, will deliver 900 homes and accommodate 2000 residents. This central location will allow residents to easily access nearby facilities and services, supporting businesses in the area and adding to the vibrancy of the central city. To date, 20 homes on the corner of Madras and Hereford Streets have been completed and are for sale, and the Bedford Terraces (on the corner of Madras and Lichfield Streets) which will offer 50 townhouses and 44 apartments, are expected to be completed later in 2019.

Services and Facilities

- 68% (n=1891) of respondents agree or strongly agree that the central city provides a range of things for ‘all people’ to do.
- 74% (n=2042) agree or strongly agree that the central city provides a range of things for ‘families and children’ to do.
- Between 2017 and 2019, there has been an increase in the proportion of respondents who agree or strongly agree that the central city provides a range of:
 - Education facilities (47%, n=1288) - 40% in 2017
 - Recreation opportunities (61%, n=1672) – 52% in 2017
 - Shops, services and entertainment (80%, n=2190) – 62% in 2017
 - Restaurants, cafes and bars (93%, n=2546) – 85% in 2017

What people told us...

‘Although still not very many early evening/night-time cafes (as opposed to restaurants/bars).’

‘Love how the city is attracting more family engagement - lots of families wandering over the weekend - great feel.’

‘There are no shops for families...So rather than coming into the city families are still forced to shop in the malls. I would much prefer to come into the city each weekend but I cannot get the basics there.’

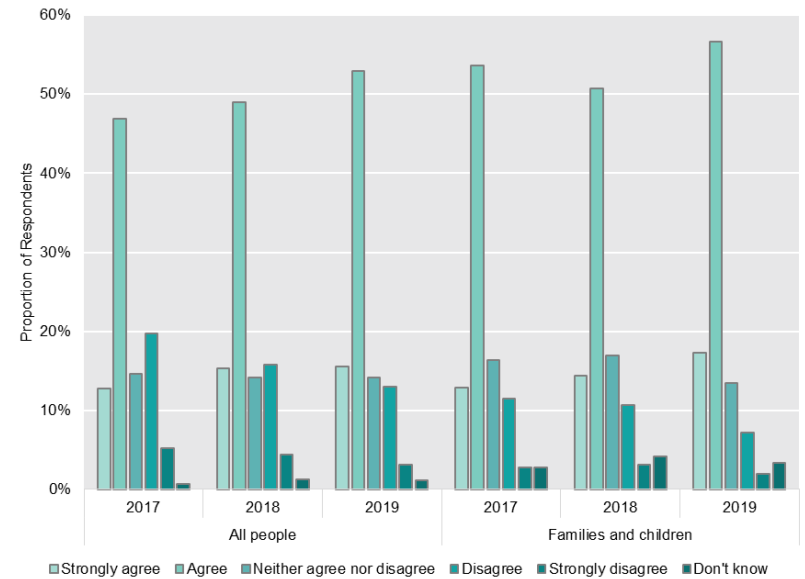


Figure 5: The central city provides a range of things to do for <...>

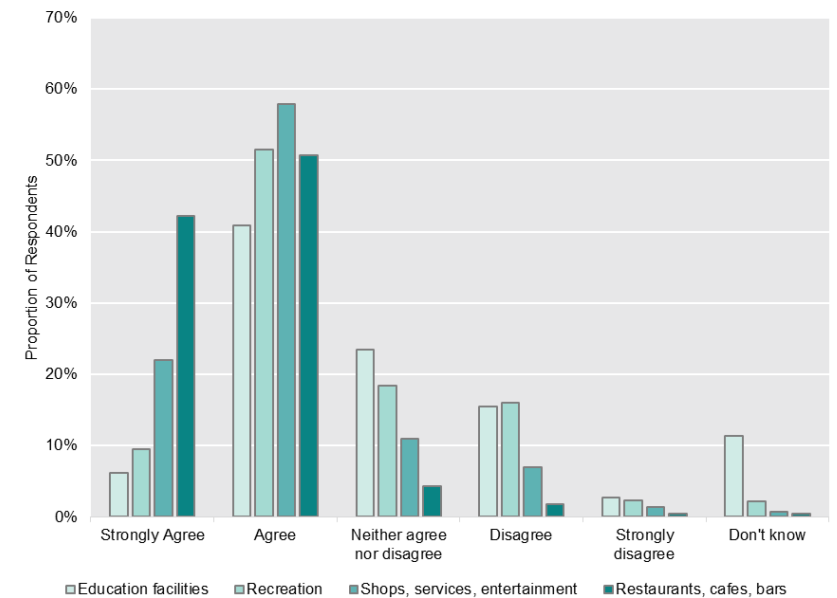


Figure 6: The central city provides a range of <...>

What does this mean?

The central city must offer and deliver a variety of services and facilities to attract people into the central city both during the day and at night, and to keep them coming back.

A larger proportion of participants said that there was a range of things to do in the central city for families and children and all people when compared to the previous year. This is encouraging to see, and demonstrates that the opening of facilities such as Tūranga Library and the Town Hall, provides a wider range of things for a diverse range of people to do in the central city. These facilities are also unique to the central city, providing people with reason to visit.

This is also evident across education facilities and recreation facilities, and in particular shops, services, entertainment and restaurants, cafes and bars. 93% of all participants said that there was a range of restaurants, cafes and bars in the central city, providing residents and visitors with plenty of options for eating out.

What are we doing?

The central city continues to deliver new and repaired facilities and attractions. During 2018, Tūranga/Central Library, the EntX Cinema complex and the Riverside Promenade were completed, and 2019 has already seen the reopening of the Town Hall with the Riverside Farmers Market set to open in the coming months. The opening of these facilities are encouraging residents and visitors back into the central city to explore.

The Central City Action Plan is a cross sector plan focused on accelerating the progress of remaining facilities and doing more to attract people into the central city. Over the next 3 years, public agencies and the business community will work together on initiatives that increase the flows of people, activity and spending in the central city.

This includes bringing events back into the centre, supporting physical works, such as lighting projects, that enhance the centre as a destination - day and night, as well as more coordinated marketing and promotion of the range of things to do.

Central City Environment

- 70% (n=1914) of respondents agree or strongly agree that the central city is safe for pedestrians. This is an increase from 61% the previous year.
- The proportion of respondents who agree or strongly agree that the central city is safe for cyclists increased to 51% (n=1402) in 2019 compared to 37% in 2018.
- 41% (n=1117) of respondents agree or strongly agree the central city is clean, and free of litter and vandalism.
- 57% (n=1548) of respondents said the buildings are safe during earthquakes.
- 75% (n=2038) of respondents agree or strongly agree that the trees and garden plantings in streets and open spaces enhances the look and feel of the central city.

What people told us...

'30km/h limit makes a big difference to pedestrian/cycle safety (and the safety of other traffic too).'

'Love the new river walk area! The buildings are great but all brown, black and white! I always hope for colour when I see some cladding going on.'

'I think the central city is really coming together and enjoy the changing spaces.'

'Less grey and more green would have been better but overall it's pretty amazing to have such new facilities. Tūranga is fabulous.'

'Would like to see as much greenery as possible!'

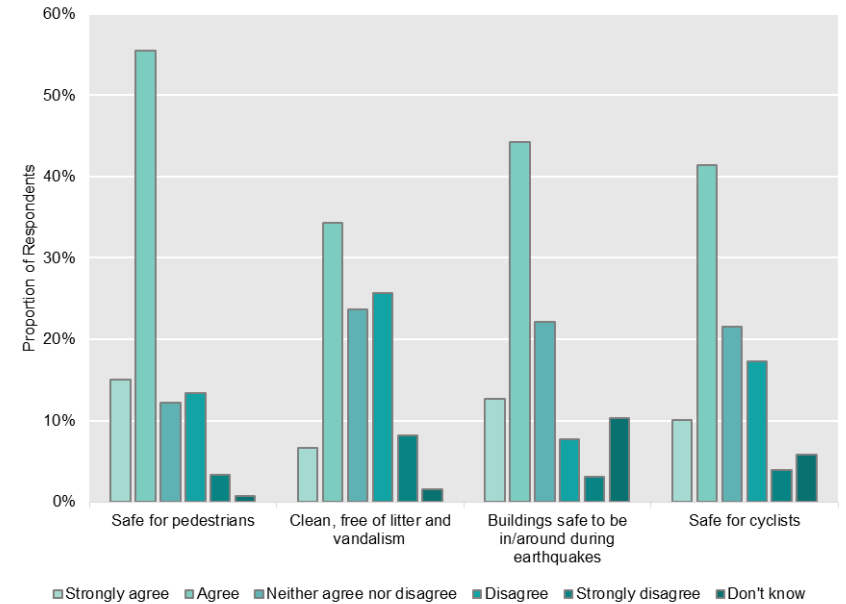


Figure 7: Overall, how much do you agree or disagree that the central city is <...>

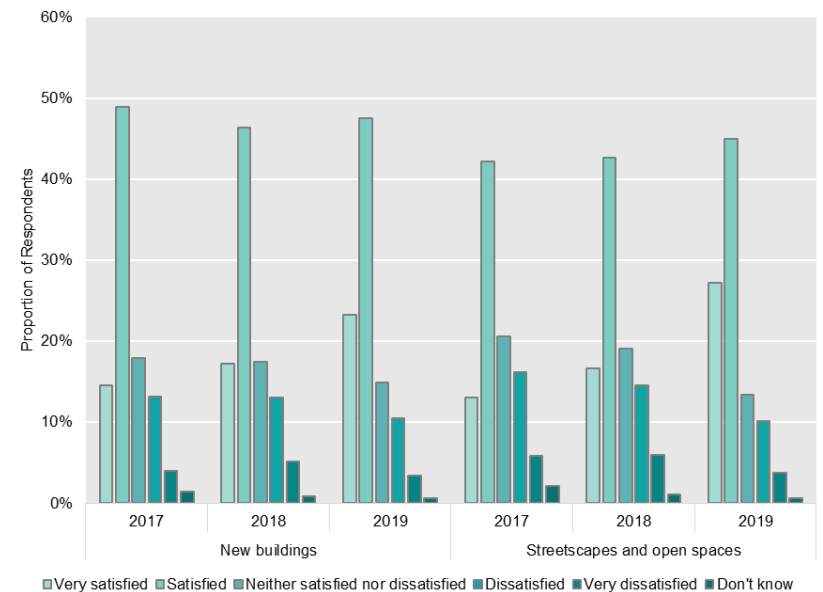


Figure 8: Overall how satisfied or dissatisfied are you with <...> in the central city?

What does this mean?

Providing a central city environment that is welcoming for residents and visitors is important as people and businesses return to the central city. A welcoming central city allows people to move around safely, is clean and free of vandalism, and has streetscapes and open spaces that encourage people to relax in that environment.

Positive perceptions of the central city environment will be important in attracting permanent residents back to the central city.

The perception of safety for pedestrians and cyclists in the central city has improved since previous years. This is particularly prevalent for cyclists, now with over half of the participants agreeing that the central city is safe for cyclists. This demonstrates the positive impact the cycle lanes have on people's perceptions of safety in the central city.

An unkempt or vandalised space can lead people to the perception that an area is not safe. Although the proportion of participants who said the central city is clean and free of litter and vandalism is under half, it is a positive increase from the previous year. This indicates that efforts such as Snap, Send, Solve and the Graffiti Programme are having a positive impact.

Participant's satisfaction with central city buildings and streetscapes and open spaces are improving when compared to previous years. This is likely to continue improving as more buildings are completed and streetscapes become more established.

What are we doing?

The Christchurch Central Recovery Plan considers how new buildings and developments will interact with the natural environment around them. New buildings and developments will be encouraged to integrate natural asset such as the Ōtākaro/Avon River, into the design process. An example of this is The Terrace, a restaurant and bar complex, facing onto the Ōtākaro/Avon River, which makes the most of the river views.

The Christchurch Central Recovery Plan also proposes the idea of 'eco streets' which could help to improve the quality of the water and environment by planting trees and installing permeable surfaces and rain gardens. Eco streets can also improve streetscapes by providing pleasant and attractive microclimates for people to enjoy and can result in a healthier environment.

Graffiti vandalism can contribute to community unease, leading to a perception that an area is out of control and can increase the fear of crime. To help address graffiti vandalism, the Council Graffiti Programme aims to eradicate, engage, educate and place enforcement in relation to graffiti vandalism. Some of the initiatives include:

- Providing free recycled paint to help remove graffiti
- Working with communities to develop murals on frequently targeted buildings and properties
- Present to schools, community groups, expos and community events

Travel to the Central City

- Across all activities in the central city, travel by car is still the most common mode of transport.
- The highest proportion of e-scooters as a mode of transport is used to travel to social or recreation activities (10%, n=309).
- The proportion of those who travel to the central city 2-4 times a week increased from 13% in 2018, to 20% (n=516) in 2019.
- The main non-work reason participants visit the central city is to eat out or go to bars (48%, n=1426). This is followed by:
 - Shopping (35%, n=1912)
 - Visiting attractions (33%, n=957)

What people told us...

'We go in every Saturday to walk around the botanic gardens and the streets and checkout progress on the rebuild. We try to have a coffee at a different place each time.'

'Took a lime scooter around and photographed the graffiti/street art, it was great. I also taught tourists how to use the scooters.'

'I prefer to walk, bike or Lime rather than car when going around the central city. Car is too slow, and finding parking is always an issue; and is bad for the environment.'

'Need a free bus around the city like we used to have, my partner and I tire more easily and are considering a year pass on the tram to get around.'

'Love the ease of pedestrian access, and the prioritising of reducing traffic volumes (and speeds) in the CBD particularly. The 30 km limit inspires confidence and encourages browsing.'

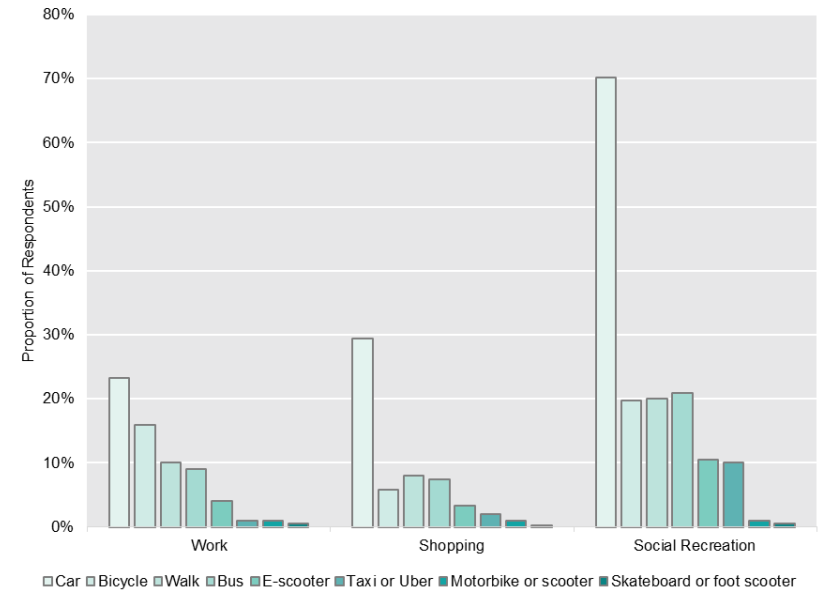


Figure 9: What have been your USUAL forms of transport to ... in the central city in the past 12 months? (Select up to three) (Excl. travel to education and travel by wheelchair/mobility scooter due to low response)

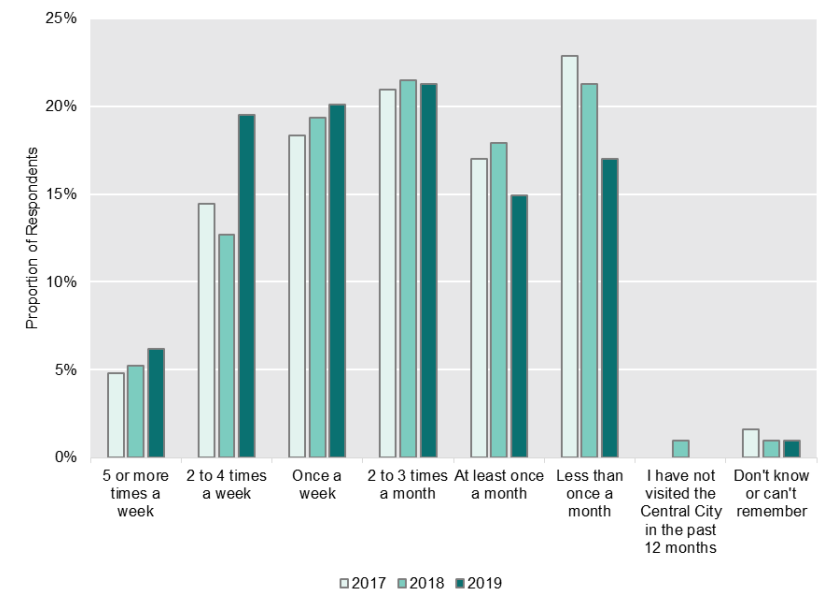


Figure 10: How often have you travelled to the central city on NON-WORK or EDUCATION related trips in the last 12 months?

Ease of Travel

- 53% (n=1401) of participants find it easy to travel in the central city.
- Between 2017 and 2019 there has been an increase in the proportion of respondents who find it easy to travel in the central city by:
 - Car (36%, n=936) – 22% in 2017
 - Bicycle (47%, n=1230) – 29% in 2017
 - Walking (83%, n=2185) – 64% in 2017
- 9% of participants agree or strongly agree that travelling by wheelchair or mobility scooter is easy, while a further 9% disagree or strongly disagree that it is easy to travel by that mode.
- Roadworks and road closures are the top reason that makes it difficult to travel in the central city (16%, n=482), followed by:
 - Availability of parking (15%, n=447)
 - Affordability of parking (14%, n=412)

What people told us...

'I do find it annoying that traveling by car is such a pain, but have to trust that the vision will work out for the future. Overall I think it's developing into an interesting city to be in.'

'I have no problems at all but you do need to become familiar with the best routes etc.'

'As a cyclist, I really appreciate the cycling infrastructure & shared spaces that are being developed.'

'As long as the city keeps thinking about accessibility and inclusion for ALL then we will be a world class one of a kind place to live.'

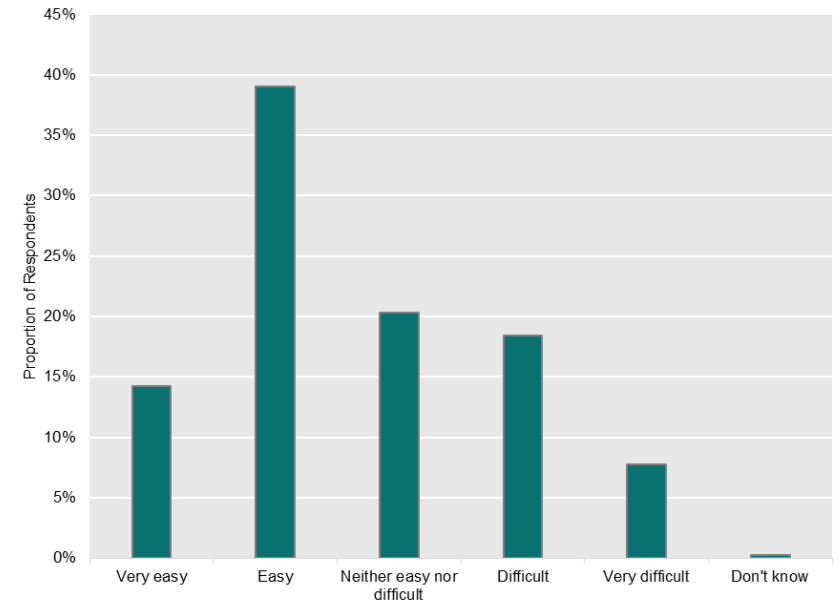


Figure 11: Overall, how easy do you find it to travel in the central city?

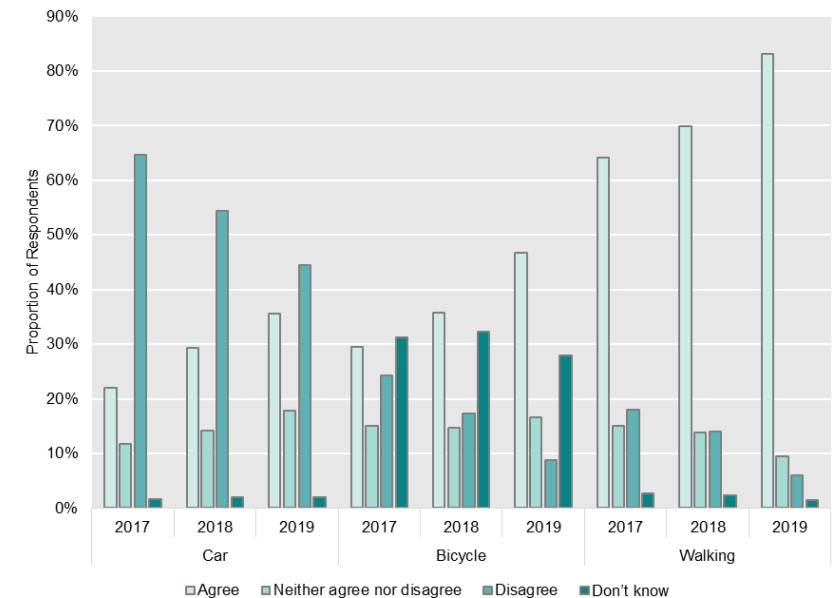


Figure 12: Overall, how much do you agree or disagree that it is easy to travel WITHIN the central city by <...>

What does this mean?

An accessible and safe central city will benefit everyone, making it easier for all people to move throughout the city, and increase opportunities for businesses. An accessible central city will be achieved as buildings, roads and footpaths are rebuilt or developed to comply with current standards, and the transport network is able to support a range of travel modes.

Travel by car is the most common mode of transport to all activities. Travel by car is becoming easier when compared to previous years, although there is still room for improvement as 44% of participants reported that they still find it difficult to travel within the central city. The main reason for this difficulty was roadworks and road closures. Ease of travel by car is likely to continue to improve as roadworks are completed and roads reopen.

Lime e-scooters were introduced to Christchurch in October 2018. They instantly became popular with both residents and visitors. The introduction of Lime e-scooters has resulted in many respondents choosing to travel by e-scooter to work, shopping and social and recreational activities. In a separate survey conducted by the Council, it was found that nearly a quarter of e-scooter trips replaced what would have been vehicle trips. This is a positive result, as e-scooters are a sustainable transport alternative to vehicles.

As ease of travel within the central city improves, and developments are completed, people are more likely to spend more time visiting the central city than in previous years. This is evident in the results, with almost half of the participants visiting the central city at least once a week or more.

What are we doing?

An Accessible City is part of the Christchurch Central Recovery Plan and aims to balance the needs of all modes of transport in the central city travel network. Initiatives that have been put into place already include:

- The 30km/hr speed limit in pedestrian prioritised areas of the central city to increase pedestrian safety
- Laneways are making it easier and safer for pedestrians to walk between various parts of the central city
- Cycle routes and separated cycle lanes are making it safer for cyclists to travel within the central city
- The Bus Interchange is located centrally for easy access. Manchester Street also has public transport priority with bus lanes and a 'super stop' which is sheltered from the weather, and provides cycle parking nearby.

Since the introduction of Lime e-scooters in October 2018, e-scooters have become a popular mode of transport for many people. The Council granted Lime a year-long permit following a successful three month trial period from October 2018 – January 2019.

There are many parking facilities available in the central city for the public to use at any time of the day. This is aided by a car park map available on the Council website, which shows the real-time availability of car parking in parking buildings.

The Christchurch Central Parking Plan has also been developed to help coordinate the delivery and monitoring of on and off street parking in the central city.

Safety in the Central City

- The proportion of participants who feel **very safe** during the day in the central city has increased since 2017, reaching 56% (n=1494) in 2019, compared to 50% in 2017.
 - A further 36% (n=957) feel **safe** during the day.
- Safety in the central city **at night** is showing a similar trend, with 54% (n=1424) of participants feeling safe or very safe, compared to 41% in 2017.
- The main reasons participants feel unsafe **during the day** is begging (4%, n=120) and anti-social behaviour (4%, n=109).
- People under the influence of alcohol or drugs (22%, n=635) and anti-social behaviour (19%, n=564) are the main reasons people feel unsafe in the central city **at night**.

What people told us...

'Ensure police have a strong and visible presence.'

'Good lighting is important as is safety in numbers so attracting people to the city in the evenings is crucial in making it a safe place.'

'I feel for the people who are in such a bad place that they have to resort to begging or sleeping rough, but one or two are so aggressive (esp around Hereford Street) that I avoid certain areas.'

'Because of a lack of local residents, some parts become quiet/isolated at night time, with social venues (bars/restaurants) far apart.'

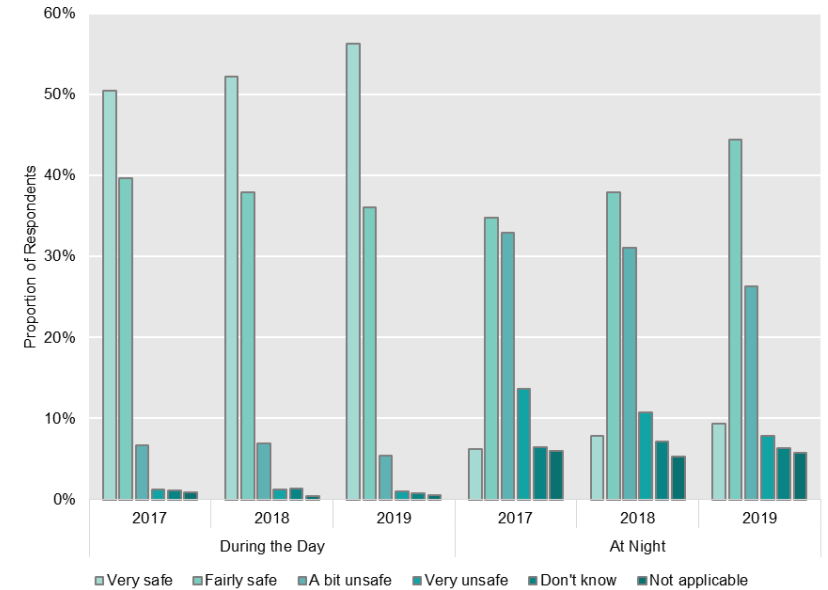


Figure 13: In general, how safe or unsafe do you feel in the central city <...>

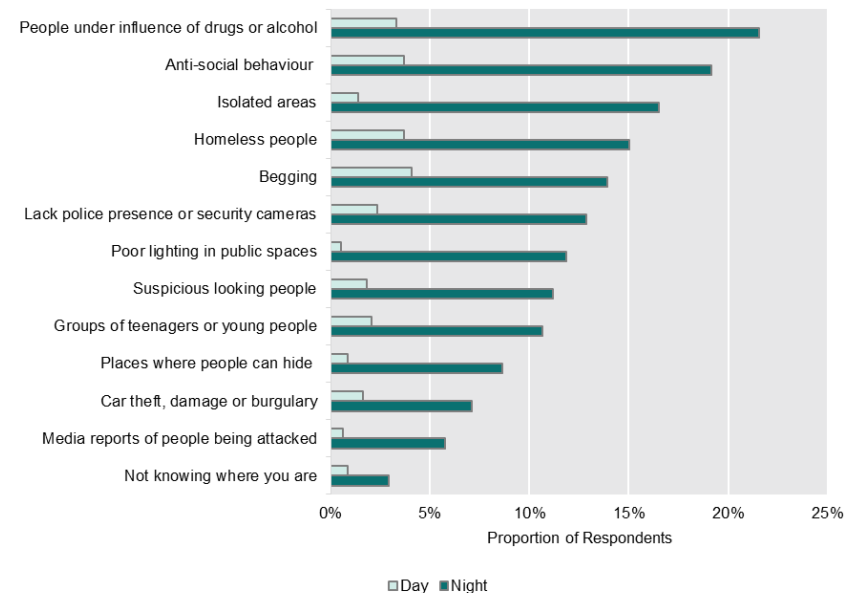


Figure 14: Why did you feel unsafe in the central city during / at <...>

What does this mean?

As people return to the central city it is important that they feel safe and comfortable with their surroundings in order to build or maintain a positive relationship with the central city.

The feeling of safety both during the day and at night has been increasing since 2017 which is very positive to see. This may be a result of more people returning to the central city as more businesses open and developments are completed. More people in the central city and fewer vacant spaces makes people feel more at ease.

The reasons people felt unsafe during the day compared to at night were very different. During the day the main reasons people felt unsafe was due to begging and homeless people in the central city. The main reasons people felt unsafe at night was because of people under the influence of drugs or alcohol and anti-social behaviour. Different strategies may have to be adopted to address safety issues during the day versus at night.

Promotions of events and opportunities to visit the central city that appeal to families and people of all ages will provide people with reason to visit the central city. This will likely lead to improved perceptions of safety in the central city.

What are we doing?

Strategies have been adopted by the Council to address safety issues in the central city.

The Safer Christchurch Strategy 2016-2021 is guided by a vision that Christchurch becomes the safest city in New Zealand. As it currently stands, more residents than expected report feeling unsafe in the central city. As the rebuild of the central city continues Crime Prevention through Environmental Design (CPTED) is being incorporated into the planning, designing and management of our built environment. This will help to improve perceptions of public spaces, and achieve connection and integration between streets and places, reducing the incidence of injury and opportunities for crime and antisocial behaviour.

To oversee the Safer Christchurch Strategy 2016-2021, the Safer Christchurch Governance Group was formed comprising of organisations which include; the Christchurch City Council, Christchurch Police, Ministry of Justice and Accident Compensation Corporation (ACC).

To address homelessness, the Housing Policy aims to give all people in Christchurch access to housing that is safe, secure, affordable, warm and dry. This includes providing social housing, including emergency housing, for homeless people or others that are in need.

The Council has agreed to support in principle, a Housing First pilot programme that aims to end chronic homelessness in Christchurch by 2020. The programme involves moving homeless people into appropriate housing and providing services to support them.

Central City Identity

- Respondents were asked what they think best defines the identity of the central city; the most common response was post-earthquake rebuilding (34%, n=901).
- The Botanic Gardens has the highest proportion of respondents who think it makes the central city distinct and unique (33%, n=960). This is followed by:
 - Margaret Mahy Playground (27%, n=797)
 - Hagley Park (27%, n=781)
- Respondents are most likely to recommend spending time at Hagley Park and the Botanic Gardens (53%, n=1563) to a friend visitor or someone new to Christchurch, followed by spending time at Tūranga (28%, n=819).

What people told us...

'Currently, there's also still a lot of post-earthquake rebuilding, but I hope that as the rebuild progresses the central city's identity will more and more centre around gardens, parks, and green spaces.'

'Difficult choice because the gardens etc are such a signature of Christchurch, but the rebuild shows the character of the city.'

'It's called the garden City and we should do more to live up to it. The parks are nice but they need to be expanded and improved.'

'The city is still evolving and it hasn't established its full identity. To me the jury is still out.'

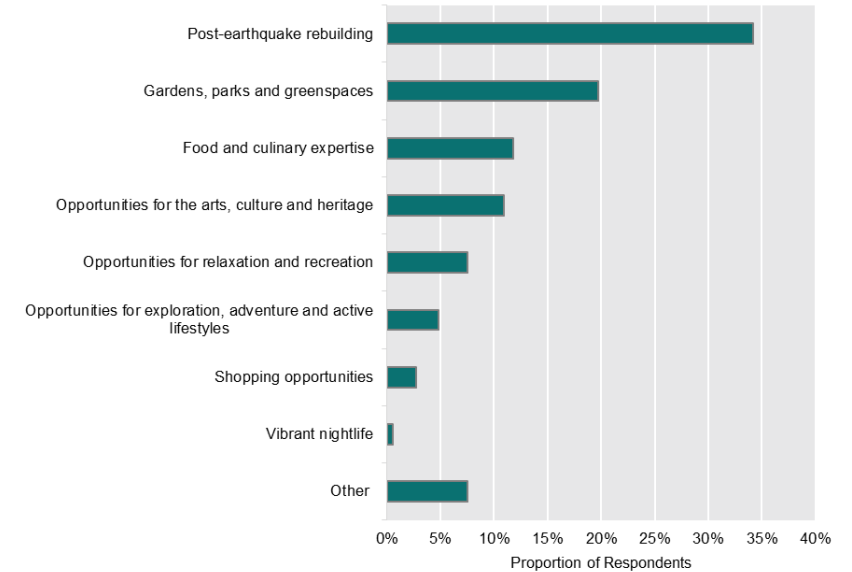


Figure 15: Which of the following do you think best describes the identity of our central city?

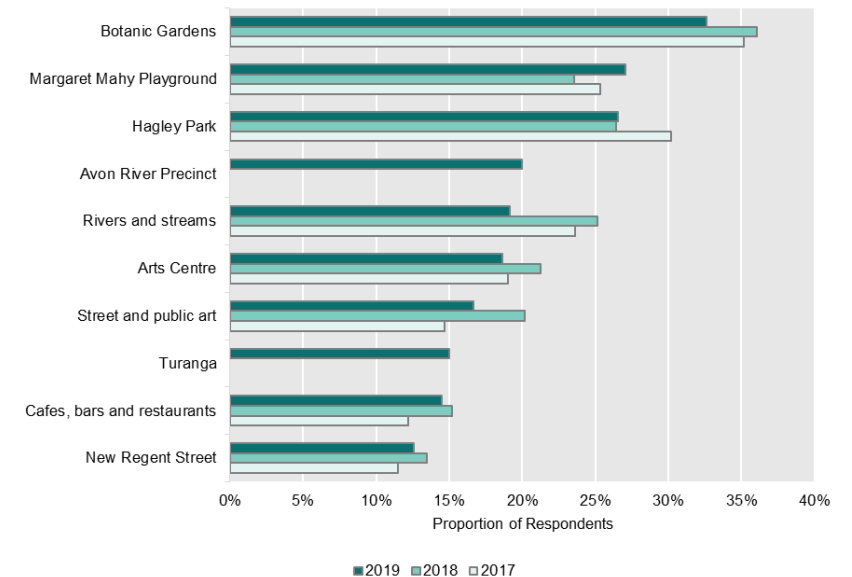


Figure 16: Which three features contribute the most to making the central city distinctive and unique? (Top 10)

Overall Impressions

- 65% (n=1693) of the participants agree or strongly agree that they feel a sense of pride in our central city.
- When asked how participants feel about the central city, 75% (n=1961) said that they speak positively about the central city either with or without being prompted. This is an increase from 67% (n=1725) in 2018.
- The most common word used by respondents to describe the central city was ‘vibrant’ (n=95).

What people told us...

‘I have a sense of pride in what we have already achieved with our regenerated inner city. Particularly the diversity of great food and riverside development. I am frustrated by the lack of development of Cathedral Square.’

‘A lot of people I have talked to say they feel they can see progress within the city rebuild, although there is still more to be done.’

‘I have enjoyed going into the city and watching the rebuild and I try to tell others how nice it is in there. I hope it can keep improving and getting greener with more trees and gardens.’

‘I think the rebuild is going really well. Christchurch looks more beautiful than ever.’

‘I am enjoying, and proud of, the new Christchurch and look forward to seeing it emerge as a beautiful new environment for living a holistic lifestyle.’

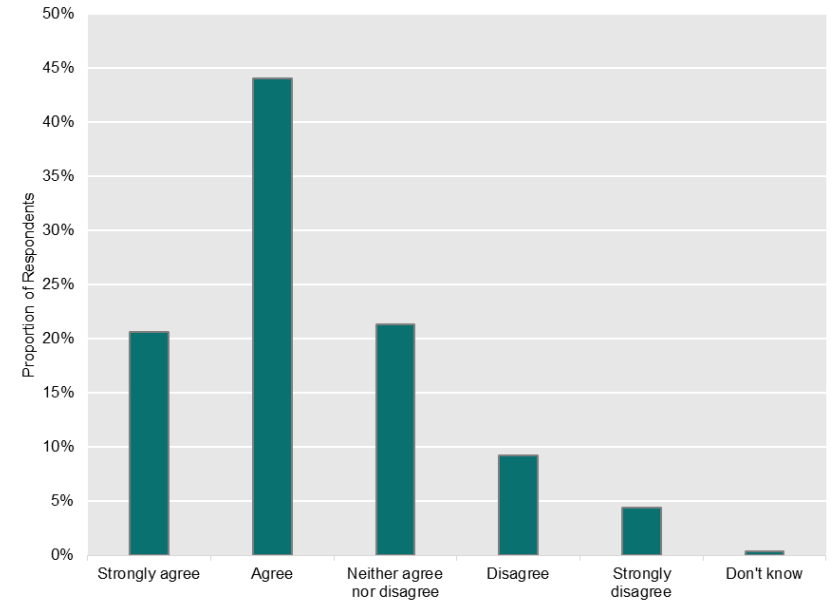


Figure 17: Overall, how much do you agree or disagree that you feel a sense of pride in our central city?

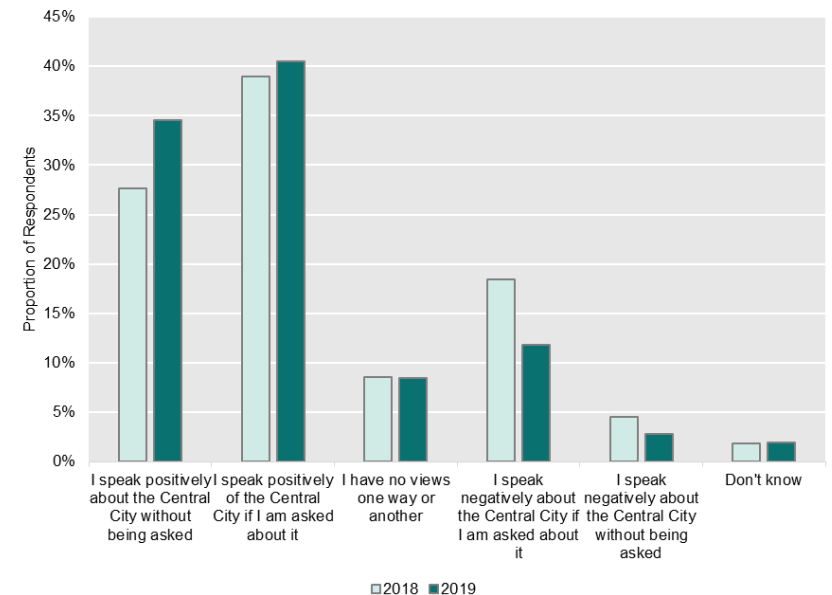


Figure 18: Which of the following statements comes closest to how you feel about the central city?

What does this mean?

A central city that has a strong and distinctive identity that offers unique opportunities and things to do and see, provides people with reason to visit and spend time in the space.

Throughout the central city there are pockets of developments and rebuilds being carried out. With this in mind it is not surprising that the largest proportion of respondents selected 'post-earthquake rebuilding' to describe the identity of the central city. This proportion is likely to decrease as the central city rebuilding and regeneration continues in coming years.

The top three features which were identified as making the central city distinctive and unique were all connected to the outdoors and nature; Botanic Gardens, Margaret Mahy Playground and Hagley Park. This relates to Christchurch's 'garden city image' and the value these outdoor features add to making our central city distinctive and unique. Continuing to enhance and integrate aspects of the natural environment into future planning will build upon the existing garden city image.

The survey results illustrate the sense of pride the majority of Christchurch residents feel towards the central city. This is further supported by the increase in participants who speak positively about the central city compared to previous years. This support from residents and visitors helps to reinforce that the central city rebuild is positively progressing.

What are we doing?

A part of the Christchurch Central Recovery Plan, is looking to build upon Christchurch's existing garden city identity by providing a greener, more attractive central city. Initiatives include:

- The Avon River Precinct which connects the natural environment with developments and people
- The Square with additional trees and plantings providing people with a central place to relax and meet friends

Other initiatives include pocket parks which will give workers, residents and visitors accessible green spaces to enjoy social and cultural activities. These initiatives will help redefine the central city as a 'garden city'.

One of the goals in the Public Open Space Strategy 2010-2040 is to improve the central city identity, character and environment by extending the existing garden city landscape. This can already be seen in the street plantings along redeveloped roads such as Cambridge Terrace and Manchester Street, with future plans to redevelop Hereford Street, incorporating tree plantings into the design.

Survey methodology

Life in Christchurch is a web based survey that uses a snowball method to reach respondents, using a 'word of mouth' approach rather than a traditional random sample selection methodology. The snowball method works on the premise that participants will then recruit further participants; it is called snowballing as (in theory) once you have the ball rolling, it picks up more 'snow' along the way and continues to grow.

The advantage of this is that it enables targeting of specific groups of interest, such as people with disabilities, smaller ethnic groups or people who might not respond to traditional survey methods or forms of formal consultation, like young people. The disadvantage is that it does not provide results that are representative of the wider community; rather they are indicative. Because this approach is not limited to a particular survey size, this form of sampling could potentially result in much higher numbers of respondents participating in the survey.

Background to Life in Christchurch

First undertaken in 2016, the Life in Christchurch survey started as a comprehensive survey of resident perceptions of various aspects of life in Christchurch. The survey covered a range of areas, including:

- Community and culture
- The central city and local neighbourhoods
- Moving around the city
- Leadership and decision making
- Our natural environment

From 2017 onward, it was decided that the Life in Christchurch survey series would consist of a series of shorter targeted surveys. The topics covered will be reviewed each year. The central city survey is the first Life in Christchurch survey of 2019.