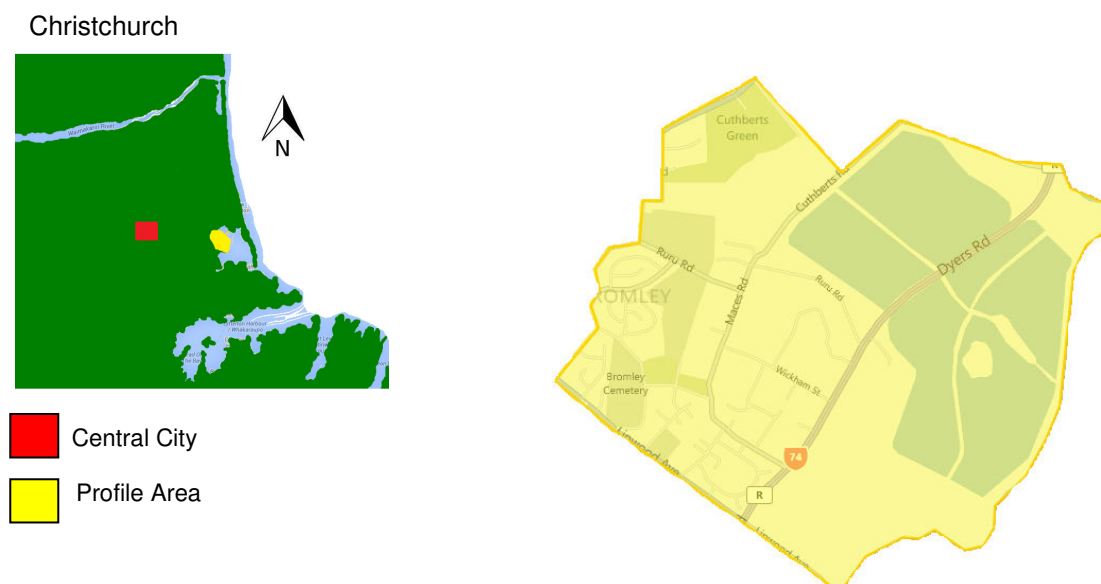


Community profile - November 2014

Bromley

(Census area unit: Bromley)



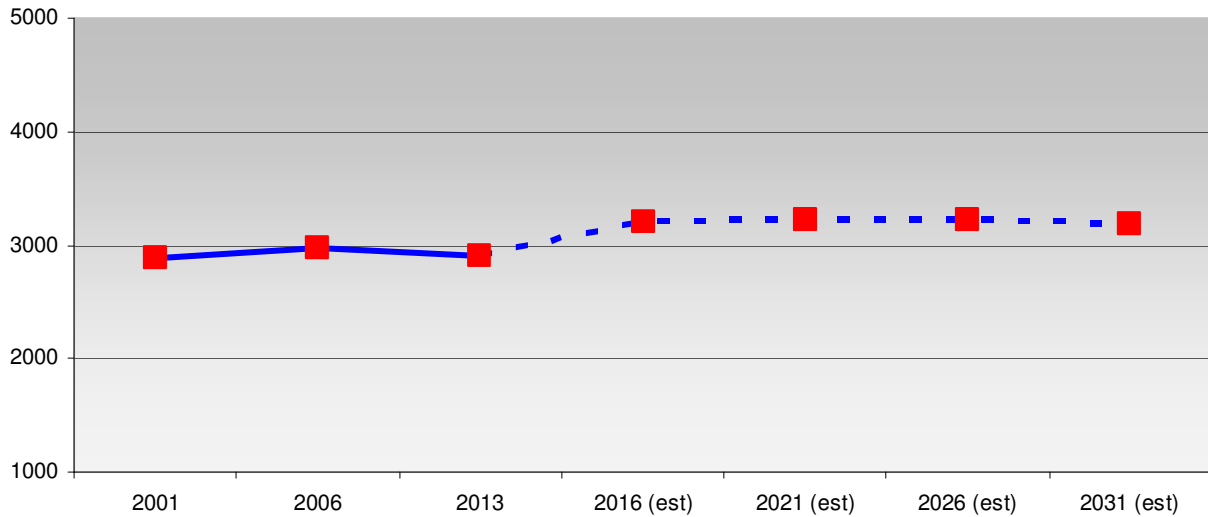
Bromley is situated 5.1 kilometres from the Central Business District (CBD). It is a mix of residential and industrial areas segregated by a number of cemeteries (Bromley Cemetery, Ruru Lawn Cemetery, Memorial Park Cemetery, the Linwood Cemetery and the Canterbury Crematorium). A predominant feature of this area is the Christchurch City Council's water and wastewater treatment plant.

In recent years the east of this area has seen a significant increase in the upgrading of existing industrial parks and the development of new ones. There has also been some infill housing and minor residential development in the area.

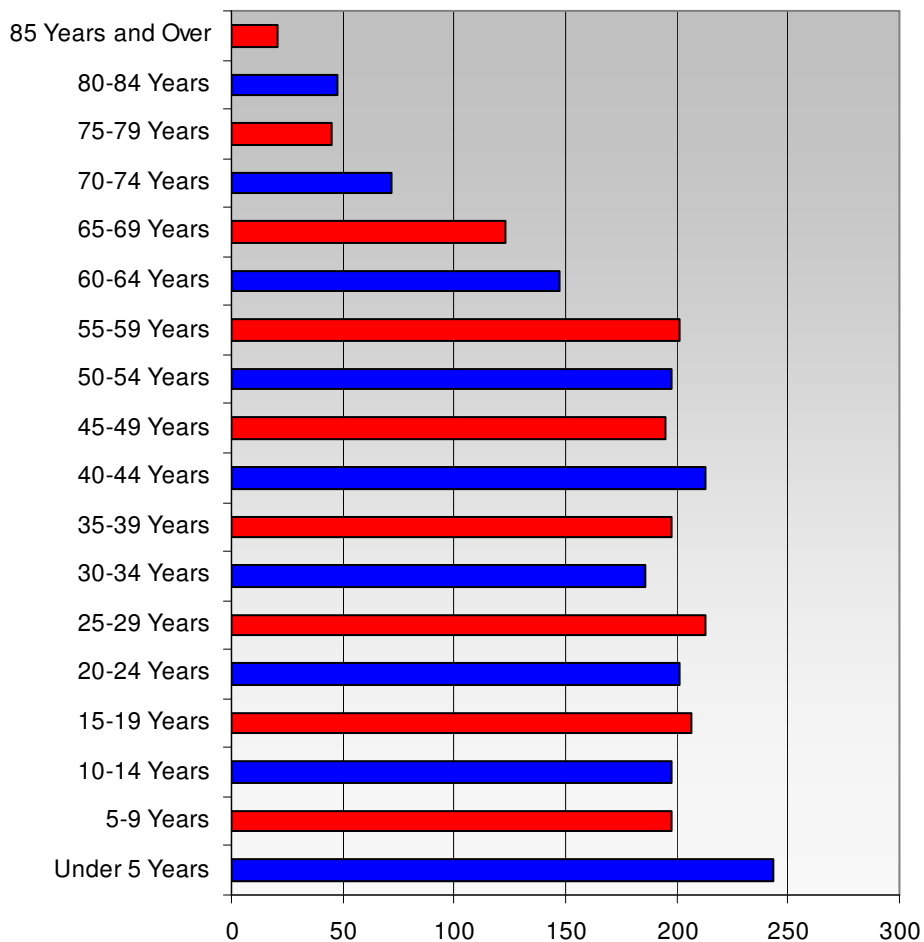
Bromley School (decile 2) is the only school based in the suburb of Bromley. Bromley Kidsfirst Kindergarten is the early childhood education provider in the area. The major access roads include Dyers Road, Linwood Avenue, Buckleys Road and Pages Road.

Key demographics

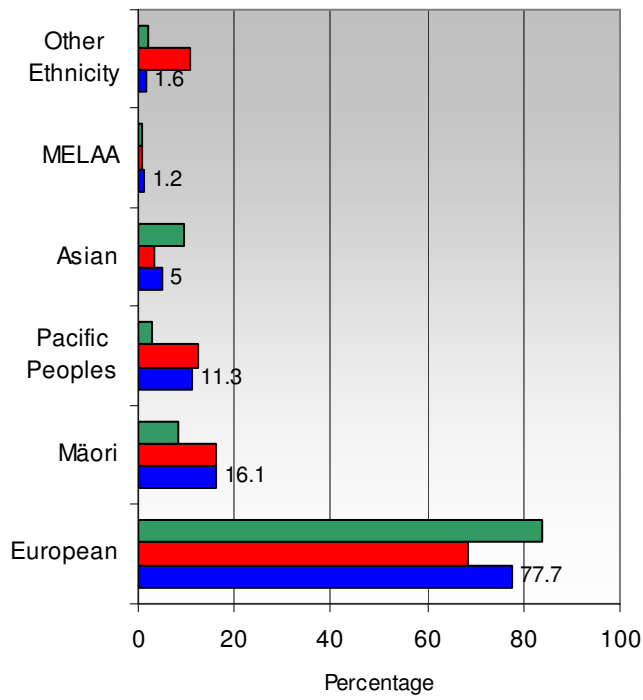
Usually resident population count
(Data from Statistics NZ)



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

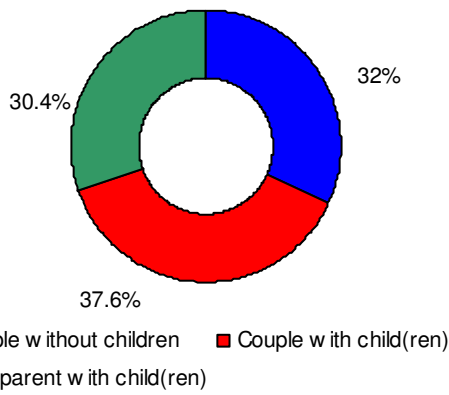


Ethnicity for usually resident population (%)
(Data from 2013 Census, Statistics NZ)

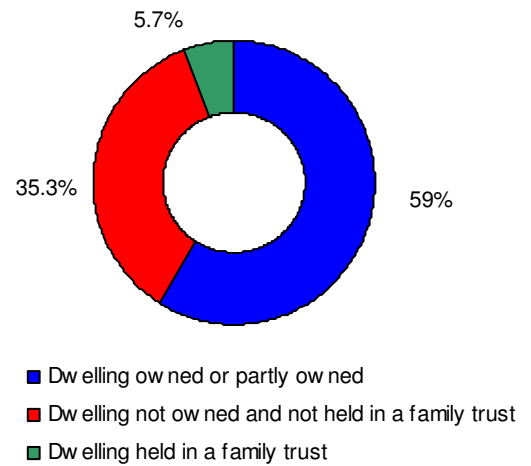


Please note in 2006 the ethnicity 'New Zealander' was included in 'Other'.

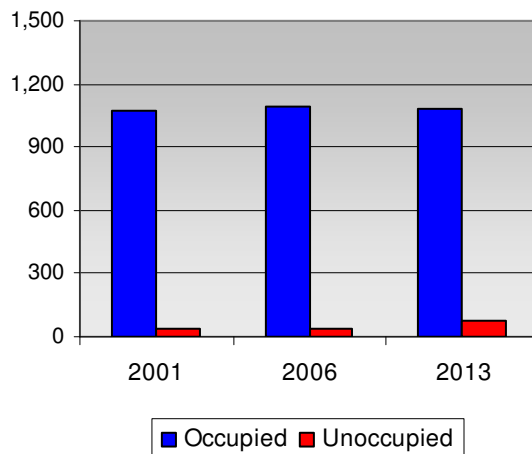
Family type (%)
(Data from 2013 Census, Statistics NZ)



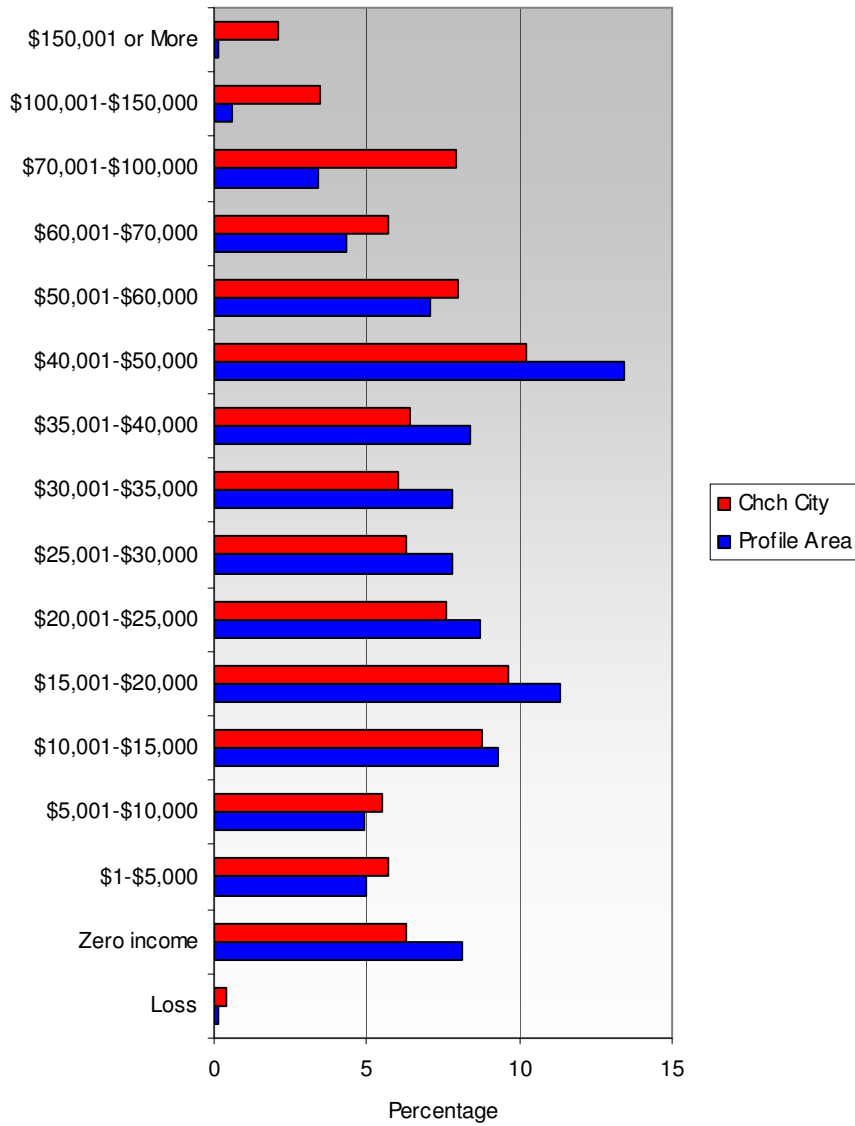
Home ownership (%)
(Data from 2013 Census, Statistics NZ)



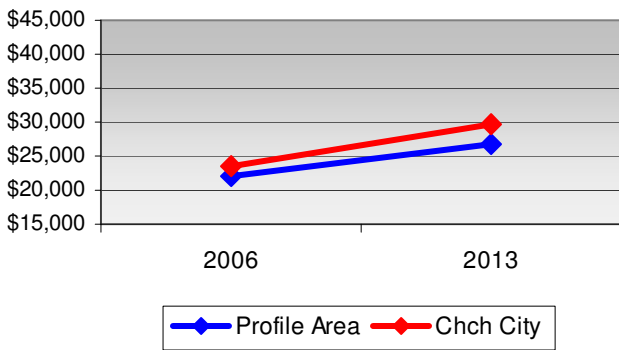
Occupied and Unoccupied Dwellings
(Data from Statistics NZ)



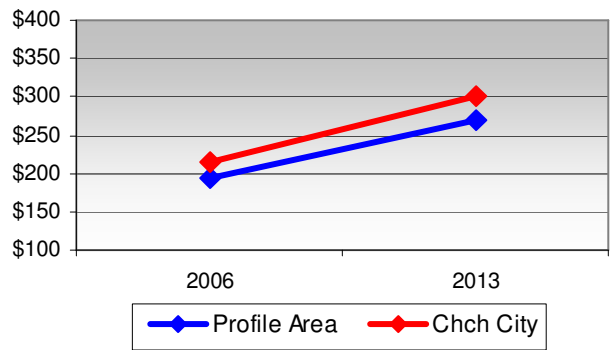
Personal income for Profile Area compared to Christchurch City
(Data from Statistics NZ)



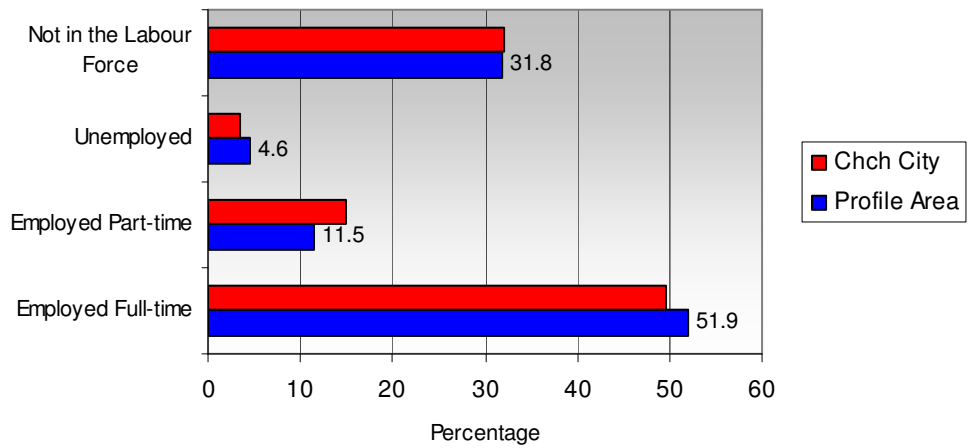
Median Personal Income for Profile Area compared to Christchurch City
(Data from Statistics NZ)



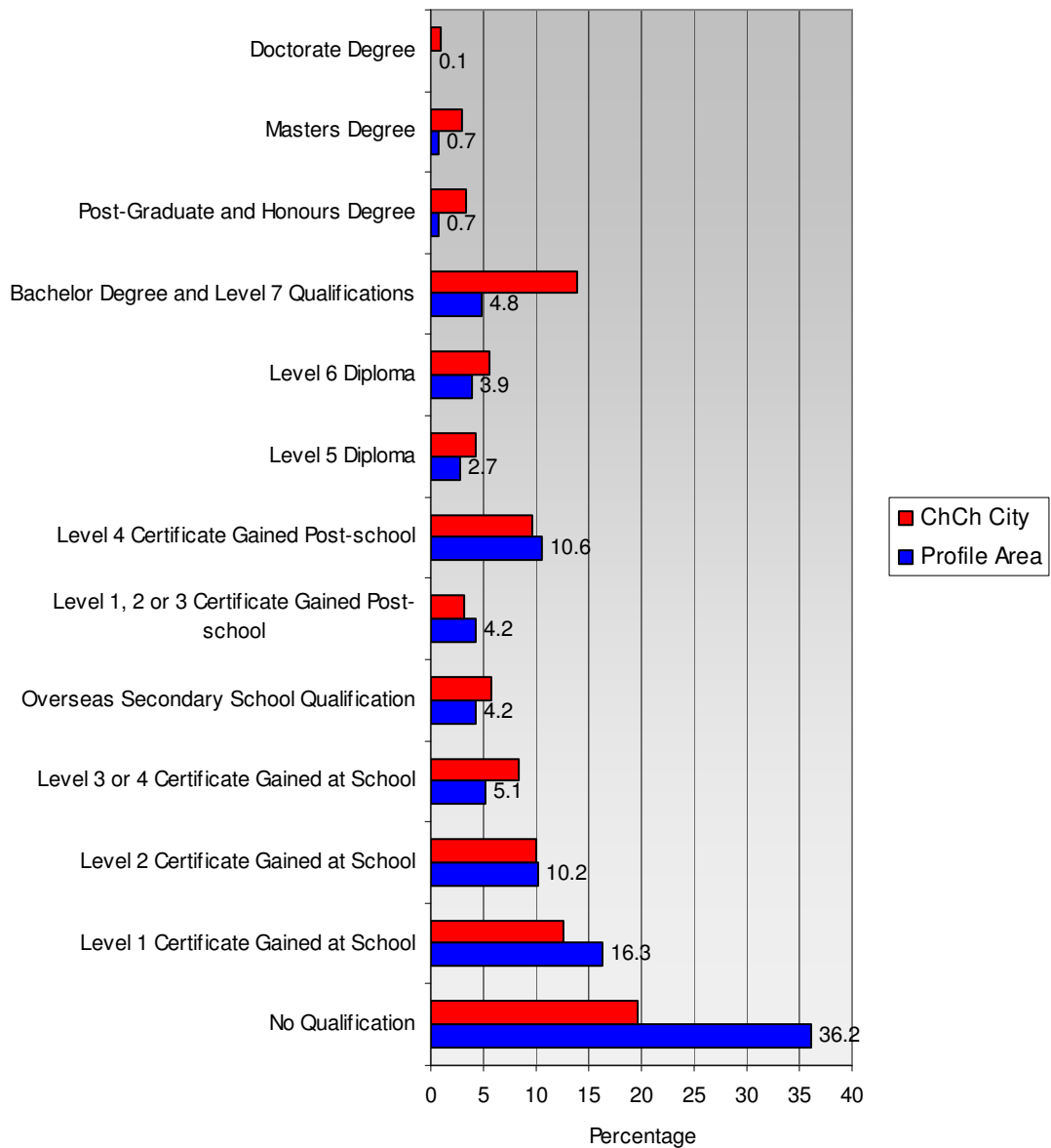
Median Weekly Rent for rented households, in private occupied dwellings
(Data from 2013 Census, Statistics NZ)



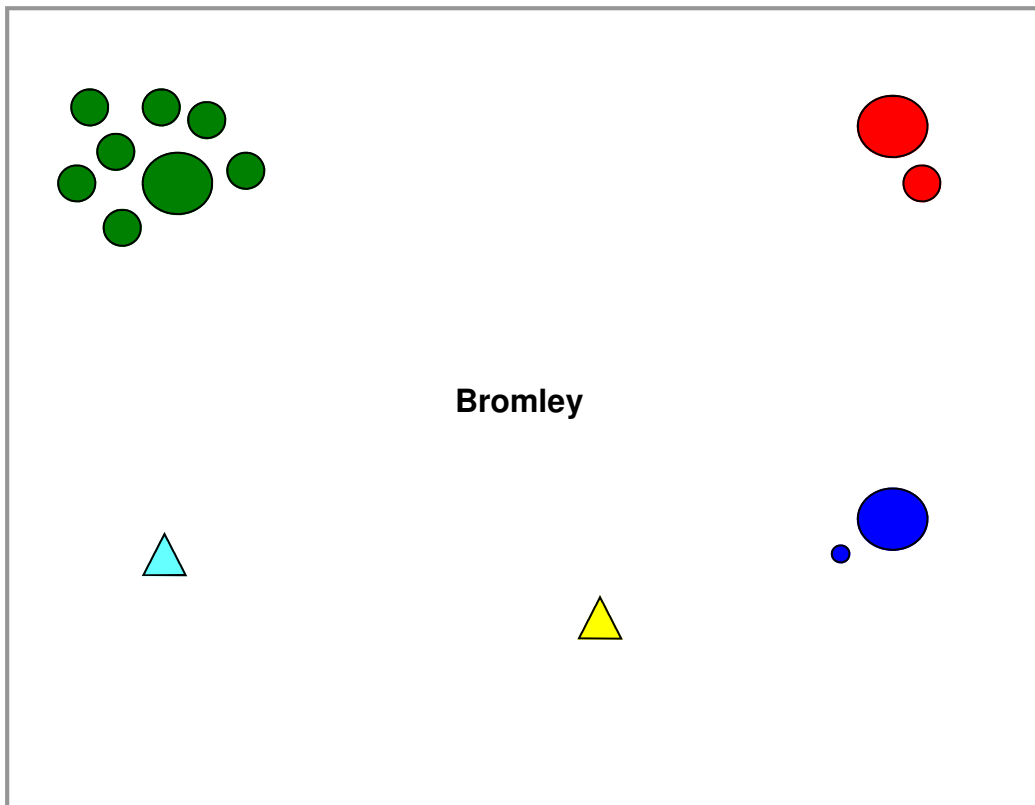
Work and Labour Force status (%)
(Data from 2013 Census, Statistics NZ)



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



Community infrastructure mapping



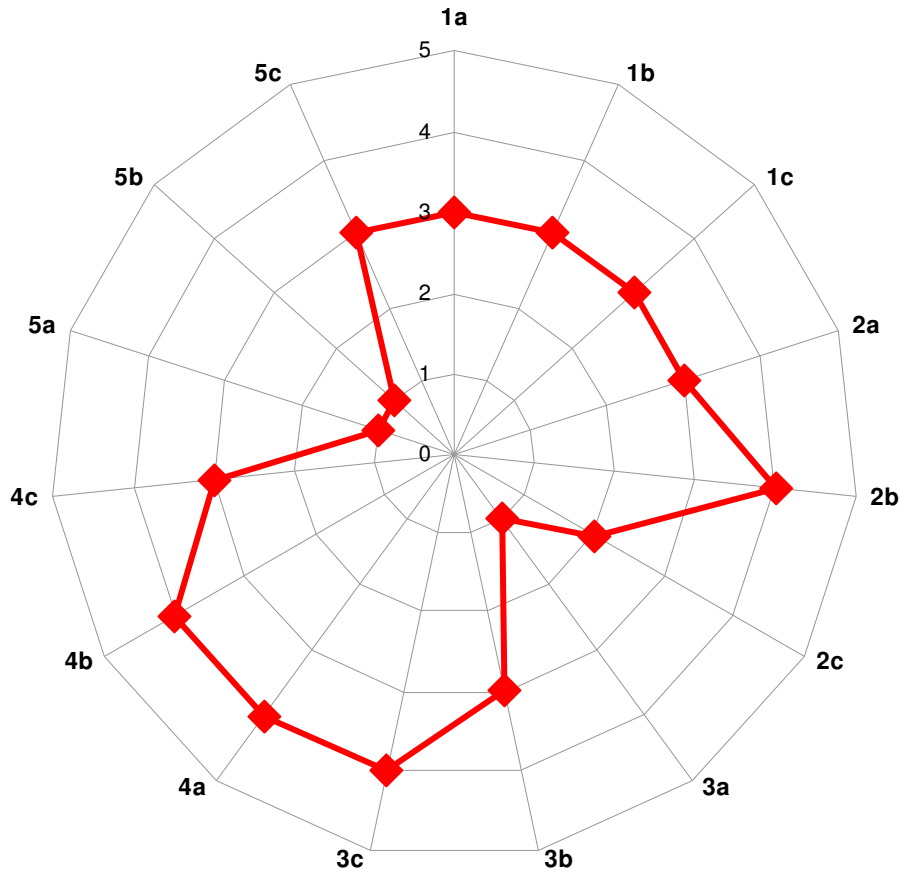
- Community development/support organisations
- Sport/recreation/leisure groups
- Faith-based organisations
- Residents/business associations
- ▲ Schools
- ▲ Community facilities (Council owned)
- ▲ Libraries (Council owned)

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 identified as active in social and community development based in this sector include eight community groups, two sport/recreational/leisure groups and two church groups. There are no active resident and business associations in the area.

Organisations with wide reach and depth of focus in this area include a local community centre, one sport club and one of the local churches.

Community resilience mapping



Scale: 1 = Low 5 = High

15 Measures of resilience

Community Support Organisations (rating)

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

Volunteering (rating)

- 2a investment in volunteers (3)
- 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 (4)
- 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 (3)

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 Bromley Community Centre continues to be the main source of activities and programmes for the local community. The programmes and events run by the community centre are well attended and several metropolitan community organisations based in Bromley also offer services to the local community. Due to other facilities being damaged during the Christchurch earthquakes the Bromley Community Centre has seen an increase in users. This has impacted on the community development worker whose time is shared between the management, administration of the facility and project work with groups.

Population change in the Bromley area has been minimal. There are concerns about significant increases in property rents.

In 2012 the Ministry of Education initially proposed that Bromley School and Linwood Avenue School merge, but the final decision by the Ministry was to leave Bromley School operating as normal. Bromley Schools roll has greatly increased and the school is attended by many from outside of the Bromley area. This trend is the opposite for many of the neighbouring schools who have decreasing rolls.

There are factories and businesses in the Bromley area, making the community different to neighbouring suburbs. A high number of residents work for local businesses.

Built environment

Bromley has a large industrial area located on and around Maces road.

A new subdivision is being built on Merrilees Place and a social house development is planned in the Linwood area. The Christchurch City Council has 28 social housing units operating in Bromley.

Most land in Bromley is classified as technical category two (TC2), meaning that minor to moderate land damage from liquefaction is possible in future significant earthquakes.

The Stronger Christchurch Infrastructure Rebuild Team (SCIRT) continues to rebuild infrastructure in Bromley and they hold community consultations when necessary. The Bromley Community Centre has an ongoing relationship with SCIRT to find solutions to the issues raised by the works being undertaken.

Economic environment

Traditionally viewed as a predominantly middle to lower socio-economic area, there has been a significant increase in recent years in the upgrading and development of new industrial parks located to the east of this area.

The Bromley industrial area has not suffered much damage and most businesses continue to operate as normal. Anecdotal evidence suggests that a number of businesses have relocated to the industrial park in Maces road since the 22 February 2011 earthquake.

Natural environment

Bromley supports a number of large green spaces and Christchurch City Council recreational spaces such as Cuthbert's Green, Bromley Park, Bromley Old School Reserve, Cypress Gardens Reserve and five major cemeteries, including the Linwood Cemetery (one of the largest and oldest cemeteries in Christchurch).

Bromley has wetlands and estuary areas adjacent to the wastewater treatment plant along Dyers Road. Wastewater outflow to the estuary has caused some concern to local residents, with disruption to wildlife and recreational activities in the area.

Key issues identified

Issue	Progress to date / outcomes
<ul style="list-style-type: none"> Increased property values placing pressure on home buyers and people in the rental market. 	<p><u>November 2012</u></p> <ul style="list-style-type: none"> There has been an increase in property values across Christchurch. <p><u>November 2013</u></p> <ul style="list-style-type: none"> Property values around Bromley continue to increase as they have around the city and show a 50% raise since 2007 inline with the rest of Christchurch <p><u>November 2014</u></p> <ul style="list-style-type: none"> This trend continues for Bromley and wider Christchurch residents.
<ul style="list-style-type: none"> Access difficulties for local residents due to conditions of roads and infrastructure. 	<p><u>November 2012</u></p> <ul style="list-style-type: none"> SCIRT are currently repairing infrastructure around Bromley creating traffic delays and access difficulties. SCIRT communicates with affected residents before the work starts. <p><u>November 2013</u></p> <ul style="list-style-type: none"> The situation remains unchanged from above, although the SCIRT work programme has progressed. <p><u>November 2014</u></p> <ul style="list-style-type: none"> Work around Bromley continues to create issues within the area. SCIRT communicate works with residents and local business. The local community centre communicate with SCIRT and have worked together to address the issues.
<ul style="list-style-type: none"> Decrease in school rolls 	<p><u>November 2012</u></p> <ul style="list-style-type: none"> There was a decrease of school rolls in Bromley initially after the 22 February 2011 earthquake. <p><u>November 2013</u></p> <ul style="list-style-type: none"> School rolls at Bromley Primary have increased slightly compared to previous years. <p><u>November 2014</u></p> <ul style="list-style-type: none"> School roll at Bromley has increased significantly and is one of the few schools in the east of Christchurch that is increasing in roll.
<ul style="list-style-type: none"> The Linwood Service Centre that services Bromley closed. The closure resulted in reduced services for residents in the area, for example, library facilities. 	<p><u>November 2012</u></p> <ul style="list-style-type: none"> Following detailed engineering evaluations, the Linwood Service Centre was closed.

Issue	Progress to date / outcomes
continued...	<p><u>November 2013</u></p> <ul style="list-style-type: none"> The Linwood Service Centre has been operating in the Eastgate shopping centre in Linwood since mid 2013. <p><u>November 2014</u></p> <ul style="list-style-type: none"> The Linwood Service Centre continues to operate at Eastgate Shopping Centre. Ease of access to other facilities within the mall and parking make this a sensible location for the wider community.
<ul style="list-style-type: none"> A significant increase in rent in the private property market. 	<p><u>November 2012</u></p> <ul style="list-style-type: none"> Anecdotal evidence suggests that landlords are significantly increasing rents after houses have been repaired by EQC, forcing tenants to seek cheaper rental options elsewhere. <p><u>November 2013</u></p> <ul style="list-style-type: none"> House rental prices in Bromley have risen significantly. <p><u>November 2014</u></p> <ul style="list-style-type: none"> The rise in property values has seen a rise in the rent for tenants. Rental pricing increase continues to be an issue for families of lower income.