

Selwyn District Council

# LONG-TERM PLAN

Research Report | October 2023



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## Section 1

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# Executive summary



# Environmental wellbeing

**Environmental conservation and climate change:** this subtheme covers many important areas for the Selwyn district; water and agriculture being two key concepts. Firstly, residents recognised water to be essential to life; therefore, protecting this resource is an ongoing priority. Secondly, in relation to agriculture, residents expressed concerns about the impact of dairy farming on water; thus, residents highlighted the importance of ensuring advanced and sustainable farming techniques.

**Access to green spaces:** green spaces are something Selwyn residents undoubtedly hold with high importance. From personal recreational use to community spaces and food development, access to green spaces is a high priority for residents.

**Balancing land development and lifestyle:** residents stressed the importance of balancing diversity within land development; ensuring arable and fertile land is protected for farming was a priority. Though residents recognise the need for urban development, they desire this to be planned to preserve Selwyn's unique culture and lifestyle.





# Social wellbeing

**Healthcare:** residents could not stress more the importance of access to healthcare, especially mental health care. While this is a nationwide issue, residents felt it was an area that needed prioritising in Selwyn specifically, as the rapidly growing population is placing additional pressure on access in this region. Residents fear that issues with accessing healthcare will only worsen with the forecasted population growth.

**Education:** quantitative results ranked education as highly important to residents; however, this was less strongly reflected in the qualitative results as within a more in-depth discussion other factors came to the fore.

**Infrastructure:** residents strongly suggest future planning for infrastructure that looks beyond a Rolleston-centric view. They want a proactive, not reactive, strategy to infrastructure that ensures what we are building now, will be suitable to support the needs of the forecasted population growth.

**Sense of community:** an aspect that becomes clear through the literature review and all forms of data collection is the importance of the Selwyn districts sense of community. However, despite its importance, many residents expressed an increasing disconnect. This presents opportunities for focus on events, activities, and spaces supporting community connection as the district population continues to climb and diversify.







# Economic wellbeing

**Public transport:** residents highlighted the need for more frequent and reliable public transport services, along with a review of the placement of stops. Alongside the need for improved public transport services, there was also the need for improved roads and road maintenance.

**Urban spread:** as the population increases, so does the need for development. Residents expressed an openness to the idea of 'building up' instead of continuing unchecked urban sprawl. This was especially attractive if it contributed to housing affordability, accessibility, and environmental protection.

**Digital connectivity:** while this subtheme did lead to some conflicting views, there was a consensus that there is a need for improved digital connectivity, particularly within a post-pandemic world.





# Cultural wellbeing

**Protection and partnership:** residents expressed the importance of protecting cultural history within the district, promoting multicultural acceptance, and ensuring that residents have places to express their cultural heritage and feel a sense of belonging. From a political and policy point of view, residents also suggested a more proactive approach towards creating a memorandum of understanding to show a partnership with tānagata whenua.





## Future Priorities:

The primary vision for Selwyn residents over the next decade is a sustainable future.

Residents welcome the impending population growth and diversity but prioritise retaining the core values and charm of the region.

Key aspects of this sustainable vision include:

**Self-sufficiency:** Enabling residents to live, work, and play within Selwyn.

**Infrastructure & Amenities:** Emphasising services, healthcare, and community spaces.

**Environmental and Developmental Sustainability:** Managing land use, housing, and green spaces effectively.

The overwhelming sentiment is for Selwyn to evolve as a comprehensive 'one-stop-shop,' minimising dependency on external regions like Christchurch.





# Negotiation and Change:

As Selwyn evolves, certain changes become inevitable. To gauge receptivity to these, we explored residents' willingness to accept various potential changes.

**Significant resistance** was observed against reducing green spaces **(85%)**, losing local businesses **(93%)**, and compromising the town's ambiance **(57%)**.

However, nuanced discussions revealed flexibility. Residents were **more accepting of changes if they aligned with their core values**, like accepting further housing development so long as productive farmland is protected or willingness to invest more in public transport (and less in private transport) so long as that public transport was dependable.

**Authentic engagement** and **transparent communication** are imperative to navigate these negotiations.





# Funding the Future:

To steer Selwyn towards its envisioned future, various funding models were proposed:

- The majority favour **developers being mandated** to include facilities in their projects **(65%)**.
- Other popular options include **user-pay funding (43%)** and a slight increase in rates.
- Residents exhibited a willingness to explore **alternative funding mechanisms**, including private-public partnerships, especially if they align with enhancing daily life convenience and community initiatives.

The overarching sentiment is that residents are **willing to accept necessary funding decisions** to see their desired future come to fruition; **however, they want transparency, effective communication, and clarity on the why.**





With a mixed-mode approach, residents could engage with the future long-term plan in a way that suits their everyday lives while also ensuring a diverse range of residents throughout the Selwyn district.

#### Number of resident engagements by mode:

Collection mode	Participants
Face-to-face intercept survey	116
Telephone survey	223
Open link survey	157
Gamification	98
Hui'ana participants	67
Charette participants	90
'Bang the Table' survey tool	38
<b>Total residential engagement</b>	<b>789</b>

To understand residents' current perceptions and future priorities as Selwyn develops their next Long-Term Plan, we grouped emerging themes under the four wellbeings.

## Section 2


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# Methods





The research for this Long-Term Plan consisted of three phases and a mix of methods and modes.

PHASE 1	PHASE 2	PHASE 3
		
<b>Secondary Source Review</b> Mid 2023	<b>Qualitative Research</b>	<b>Mixed Mode Survey</b> Mid-September - Early October 2023
<p><b>Objective</b> To Understand from previous research:</p> <ul style="list-style-type: none"> <li>Why do people choose to live or work in Selwyn?</li> <li>What challenges do they face, and</li> <li>How they want the district to grow in the future.</li> </ul> <p><b>Outcome:</b> The findings of the literature review and identified gaps were aligned with the four wellbeings which guide the long-term plan development.</p> <p>These subthemes gave structure to the following phases of the research.</p>	<p><b>1. Charettes:</b></p> <ul style="list-style-type: none"> <li>Purpose: Understand visions for the future, priorities for achieving these, and solutions to overcome the principle-practice gap<sup>1</sup>.</li> <li>Locations: Rolleston, Darfield, Dunsandel</li> <li>Participants: 30 resident per charette location comprising a diverse subset of the community</li> </ul> <p><b>2. Hui'ana:</b></p> <ul style="list-style-type: none"> <li>Purpose: Engage diverse community voices to understand their unique perspectives and vision for the future of Selwyn.</li> <li>Participant Groups: <ul style="list-style-type: none"> <li>Migrant community</li> <li>Lincoln Māori students</li> <li>Darfield High School students</li> <li>Pacific People</li> <li>Selwyn employers</li> </ul> </li> </ul>	<p><b>Objective:</b></p> <ul style="list-style-type: none"> <li>Diversify feedback with broader engagement.</li> </ul> <p><b>Engagement Methods</b></p> <ul style="list-style-type: none"> <li>Phone survey:</li> <li>Face-to-face survey:</li> <li>Open link survey:</li> <li>Gamification (scavenger hunt):</li> <li>'Bang the Table' council engagement tool.</li> </ul>

<sup>1</sup> The principle-practice gap relates to understanding what residents are willing to pay, contribute, or accept to achieve their desired future.

By using this three-phase approach, we have gained diverse representation, allowing residents to engage in the way they choose. Resulting in the following resident engagement numbers:

Collection mode	Results
Face-to-face intercept survey	116
Telephone survey	223
Open link survey	157
Gamification	98
Hui'ana participants	67
Charette participants	90
'Bang the Table' survey tool	38
Total residential engagement	789

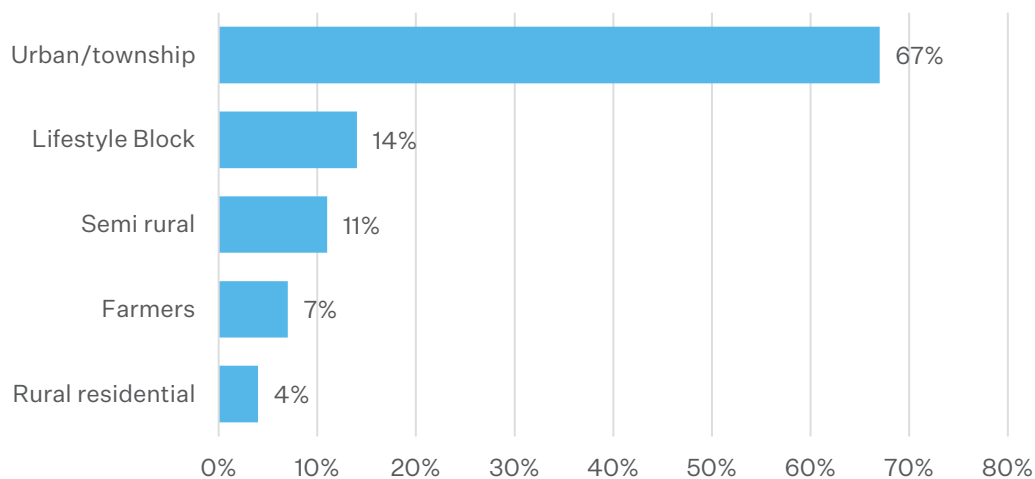
This structured three-phase approach effectively gathered nearly 800 responses, offering a broad range of insightful feedback to help shape the Selwyn District Long-Term Plan, prioritising residents' visions and aspirations for the district's future.



## Demographics

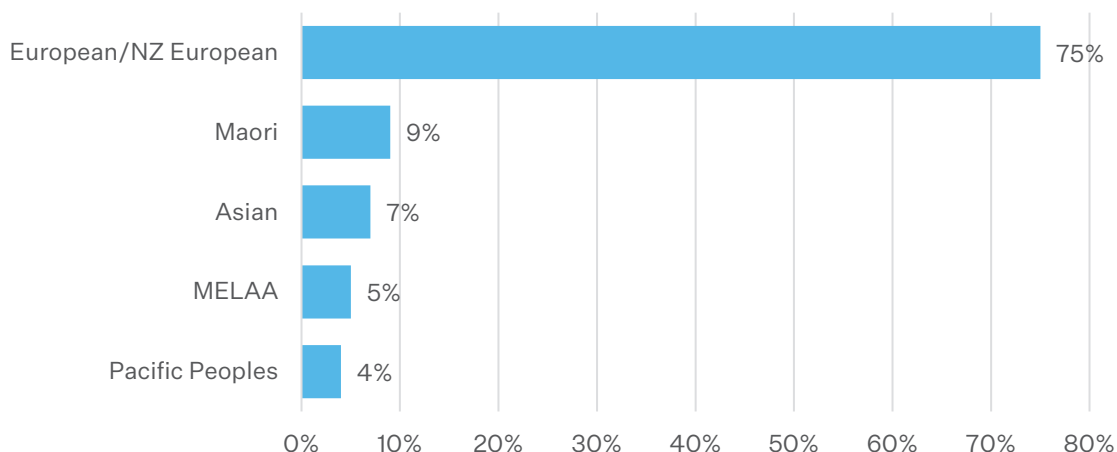
Our demographic design aimed to capture diverse voices across the district, encompassing various ethnicities and spanning both rural and urban areas. A particular emphasis was placed on including farmers to ensure their views were represented in this research. Of our sample, seven percent of participants were farmers, with farming representation from the Malvern and Ellesmere Wards being 11% and 15%, respectively.

### Urban/Rural/Farm Demographics



Engaging a broad spectrum of ethnic backgrounds was also critical to this research. A quarter (25%) of the participants in this project identified with ethnicities other than NZ European, or European. This distribution closely mirrors the ethnicity distribution for Selwyn from the 2018 New Zealand Census, albeit with a slight intentional overrepresentation of ethnic minorities.

### Ethnicity Demographics



## Section 3

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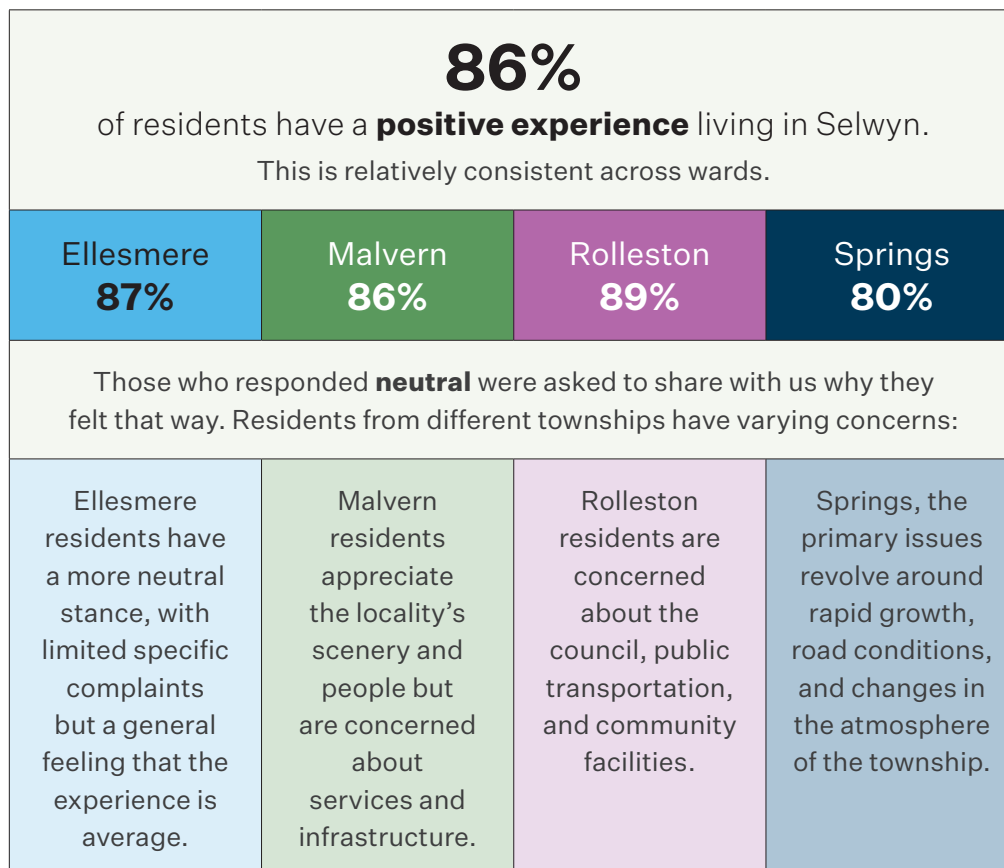
# Current perceptions:



Understanding current resident sentiments and priorities is crucial for developing an effective long-term plan. The majority feel optimistic about living in Selwyn. Still, ward-specific concerns highlight the need for tailored solutions in developing a long-term plan to address the differing needs of the region.

Before exploring resident's desires for the future, we first examined their perceptions of the current state to understand what drew them to Selwyn initially, what they valued it most for, how connected to the district they felt, and where they had seen growth and development over the past five years.

## Experience living in Selwyn





## Reasons for choosing Selwyn

Many residents are initially attracted to Selwyn for its **peaceful, rural environment** and **affordability**, but over time, practical considerations of closeness to family and job grow in significance. This shift in priorities is evident when comparing the reasons for initially choosing Selwyn with the reasons residents continue to value living in the region.

The primary reasons residents were attracted to Selwyn initially were:

1. **Tranquil Rural Environment** (**Ellesmere**, **Malvern** and **Springs** # 1)
2. **Affordability** (**Rolleston** #1, #2 for **Ellesmere**, **Malvern**, and **Springs**)
3. **Proximity** to family and job

While proximity to family and job is a drawcard for residents across Selwyn, it is not among the top three reasons for any specific ward. However, as residents embed themselves in the region, practical considerations such as closeness to family and jobs emerge more predominantly as what they value about living in Selwyn, especially in Rolleston, where it becomes the number one.

This ongoing value on **proximity to family and work** is important as it ties in closely with residents' vision for a future Selwyn, which allows them to live, work, and recreate in Selwyn throughout their lifespan.

The rest of the ward's residents continue to place the highest value on the peaceful rural environment, as reflected by 29% and supported throughout the research.

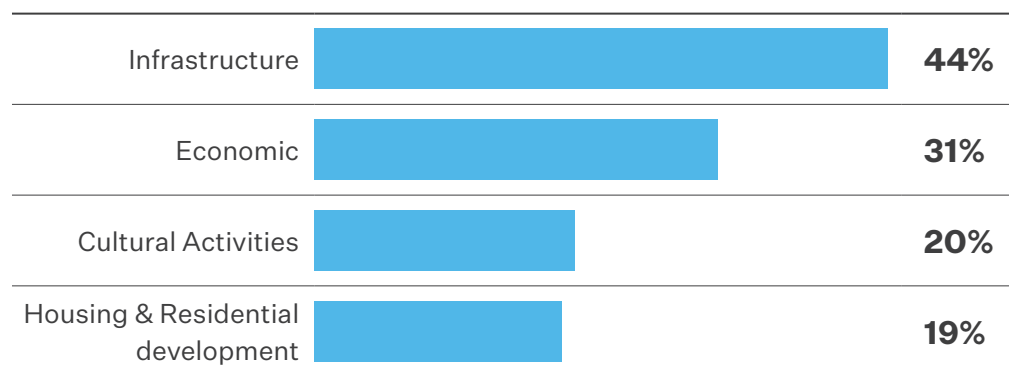
## Reasons for living in Selwyn are changing.

The 2023 research indicates a significant shift, with **only 4% selecting facilities** as a reason to come to or remain in Selwyn.

		
	<i>Literature Review Reasons</i>	<i>2023 LTP Reasons</i>
<b>1</b>	Good Facilities	Rural Atmosphere
<b>2</b>	Rural lifestyle and culture and	Proximity to family and Job
<b>3</b>	A strong sense of community, the people and the neighbourhood spirit.	Lifestyle

Previously, good facilities and a strong sense of community were prominent reasons for living in Selwyn. However, in the 2023 research, good community facilities are given little importance, and very few residents provided verbatims indicating community/neighborhood/people as a reason. This aligns with findings showing a declining sense of connection to the community within Selwyn, which is discussed further in the Social Wellbeing section.

## Growth over the past 5 years



It is well known that Selwyn is one of the fastest-growing regions in New Zealand. We explored with residents what areas they had seen the most significant growth in over the past five years. Infrastructure, economic and cultural growth were the most recognised areas. Many respondents also selected other and in verbatim comments, in addition to housing, residential development, and urban sprawl (71 mentions), residents highlighted the following areas of growth in Selwyn.

<b>Population Growth:</b>	17	Overall population growth, influx of people, and increase in population density.
<b>Infrastructure &amp; Facilities:</b>	13	Growth in community centres, shops, recreational areas, parks, footpaths, and facilities like libraries.
<b>Shopping &amp; Commercial Development:</b>	6	There were comments about the growth in shopping options, more local shops, and commercial development.
<b>Sports &amp; Recreation:</b>	6	Sporting activities, sporting facilities, and recreation areas were mentioned.
<b>Traffic and transport issues:</b>	5	Issues related to the bus route, traffic increase, roads, and southern motorway were discussed.
<b>Diversity:</b>	3	Some respondents noted increased diversity in Selwyn.
<b>Environmental Concerns:</b>	3	A small number of respondents highlight growing environmental concerns
<b>Crime:</b>	2	A small number of respondents highlighted growing crime.





## Section 4

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# Wellbeings and the Long-Term Plan:



## Four Pillars of Selwyn's Long-term Plan

			
<b>Environmental Wellbeing</b>	<b>Social Wellbeing</b>	<b>Economic Wellbeing</b>	<b>Cultural Wellbeing</b>
including	including	including	including
<b>Climate Change</b> <b>Access to Green Spaces</b> <b>Balancing Land Development and Lifestyle</b>	<b>Community-Centric Development</b> <b>Facilities and Services</b> <b>Community Engagement</b>	<b>Transportation and Mobility</b> <b>Working in Selwyn</b>	<b>Accommodating Diverse Populations</b>

These subthemes within the four wellbeings, central to Selwyn's Long-Term Planning, were identified for deeper exploration based on the secondary source review.

## Prioritising the wellbeings

Charette and hui'ana participants identified that it is difficult to separate the wellbeings as they are intertwined. The general sentiment was that taking care of one will also contribute to the others. However, a prioritisation exercise within the charettes suggested that residents are most concerned with social and environmental wellbeing, with economic wellbeing following closely. This was supported by quantitative findings where overall environmental wellbeing was given the highest priority, with social wellbeing and economic wellbeing following closely.

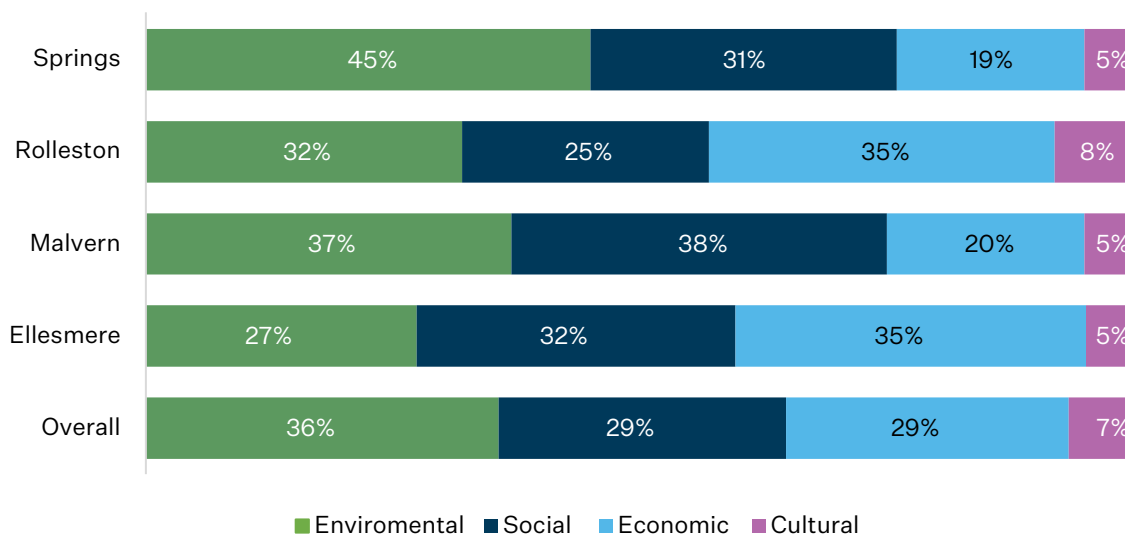
<b>Qualitative Priorities:</b>		<b>Quantitative Priorities:</b>	
<b>1</b>	Social	<b>1</b>	Environmental
<b>2</b>	Environmental	<b>2/3</b>	Social & Economic
<p>“ If we take care of the people and the environment everything else takes care of itself”</p>			

<b>Ellesmere</b>	<b>Malvern</b>	<b>Rolleston</b>	<b>Springs</b>
Economic	Social	Economic	Environmental



This picture becomes slightly more nuanced when you examine a ward-by-ward perspective. Ellesmere and Rolleston stand out as they elevate economic wellbeing above others. Malvern residents are grappling with balancing social and environmental facets. While Springs strongly prioritise environmental concerns. Such ward-specific insights highlight the importance of tailored policy approaches, ensuring that each ward's unique aspirations and concerns are adequately addressed in shaping Selwyn's future.

### Wellbeing Priorities in Selwyn Wards



## Environmental wellbeing

**The overall health and sustainability of our environment in Selwyn, including issues related to climate change, access to green spaces, and housing.**

Across all modes of data collection, it is inarguable that the environment is important to Selwyn residents' wellbeing, for the agricultural needs that play into the region's sustainability, and for lifestyle and personal enjoyment of their surroundings.

Farmers expressed a strong commitment to preserving productive land, viewing it as essential for the district's sustainable agricultural future. They overwhelmingly suggested policies to safeguard such. Additionally, Farmers underscored the importance of water conservation for their future and supported proactive steps to protect water (without restricting farming). In their dialogues, farmers consistently projected a forward-thinking and pragmatic approach to the region's development, eager to embrace and drive the future of agriculture through innovation. They identified potential growth areas in AgriTech and BioTech, asserting that these sectors, if adeptly developed, could move the region into the future of farming and attract both talent and industry to Selwyn.

Māori, Pacific People, and Migrant communities were another demographic to place higher importance on water protection, green spaces, and the overall environment. For Migrants, this emphasis stems from witnessing the adverse effects of neglecting environmental conservation elsewhere. For Māori and Pacific People, it was deeply rooted in their connection to the land and the desire to ensure a sustainable environment for future generations.

This research highlighted the following key priorities as they relate to Environmental Wellbeing:

### ***Water is the priority:***

**97%** of residents consider the **protection of local water sources** as very high or high importance.

It was clear from the charettes and hui'ana that there is heightened sensitivity and protectiveness of local water sources throughout the Selwyn region. Residents recognised Wai as essential to life, and protecting those local water sources was an important priority for the region's ongoing sustainability. This was a sentiment shared and responsibility felt by farmers and non-farmers alike and was supported in the quantitative data, with 97% of residents stating the protection of local water sources was of 'very high importance' or 'high importance.'

Make **advanced and sustainable farming techniques** a priority to counteract the long-term impacts of dairy farming on water.

A common theme from the charettes was concerns around the long-term impacts of dairy farming on water, leading to a call for advanced and sustainable farming techniques to be implemented to protect water sources. This was supported by Residents in the quantitative research who highlighted that they would like to see prioritised the following to protect water sources for the future of Selwyn:

***Focus on Sustainable Farming and Waterway Protection:***

- Improved farming practices to protect waterways.
- Farm assistance initiatives to encourage fencing off waterways.
- Emphasize sustainable farming to reduce dairy impact.
- Limit pollution from diverse sources, such as industry and runoff.
- Regular water testing and monitoring for quality and pollutants

***Rivers and Waterways Preservation:***

- Focus on preservation, maintenance, and management of local rivers and waterways.
- Regular drain maintenance, especially before storms.
- Advocate for periodic removal of silt and sediment from waterways.

***Biodiversity and Ecosystem Enhancement:***

- Residents called for more Native plantings around waterways to boost ecological health and water quality.

There was also a strong opposition to the chlorination of drinking water, with residents highlighting health and practical concerns. However, some recognised that this was moving out of the control of the local government.



## ACCESS TO GREEN SPACES

**94%** of residents **prioritise the inclusion of greenspaces** in development. With **61%** ranking it of Very High Importance

We knew from the literature review that historically, access to green spaces was an important priority for Selwyn residents. This was supported in this research, with its ranking only slightly lower than the importance of protecting water.

However, what we sought to clarify what residents wanted to see prioritised in green space development, understanding this was a prioritised focus of this research.

<i><b>Qualitative:</b></i>		<i><b>Quantitative Priorities:</b></i>	
<b>1</b>	Comprehensive Greenspace plan	<b>1</b>	Natural spaces included in development
<b>2</b>	Access to natural spaces for hiking, cycling etc.	<b>2</b>	Planting a range of natives
<b>3</b>	Biodiversity	<b>3</b>	Community initiatives in sustainable food production
<b>4</b>	Sustainable food development	<b>4</b>	More parks and sports fields

Qualitative exploration indicated greenspace development as more than just building more parks or sports grounds. Instead, they desired a comprehensive greenspace plan that focused on using personal and community spaces for sustainable food development, prioritised biodiversity in planting, and provided a range of access to nature. Additionally, hui'ana participants voiced a strong desire to protect access to natural spaces and areas for recreational activities such as hiking, cycling, etc, as these activities are vital to the overall wellbeing of Selwyn residents.

This was supported in the quantitative research where participants prioritised including natural spaces in development, planting a range of natives, and community initiatives in sustainable food production as significantly higher than developing more parks and sports fields.

When examining the verbatims provided in this area, the following additional insights emerged into what this looked like practically:

***Planting:***

The conversation around planting was multifaceted. Residents were keenly interested in planting along riverbanks, ensuring a mix of native and non-native species, and considering sustainable options like fruit trees to contribute towards food security.

***Diverse Spaces for Recreation:***

For many, green spaces aren't just about aesthetics; they serve functional purposes. From walking and biking trails to recreational areas and outdoor gyms, residents crave diversity in recreational options.

***Community Engagement Spaces:***

A strong theme was the desire for community involvement. Residents yearn for more community gardens, education initiatives, and spaces tailored to reflect the unique needs of individual communities within Selwyn.

***Protection & Thoughtful Development:***

There's a palpable concern about preserving Selwyn's intrinsic nature. This includes reservations about overdevelopment and a strong sentiment toward restoring key areas, such as wetlands.

***Sustainability and Biodiversity***

There was an emphasis on preserving natural beauty and resources, including waterways, support for projects encouraging native bird reintroduction, and an openness to consider and support sustainable urban planning, like spongy cities.

## BALANCING LAND DEVELOPMENT AND LIFESTYLE

**Key Priorities:** Protect arable lands, build up, not out (in specific areas), ensure a proactive planned approach to development

As Selwyn continues to grow, it was clear through qualitative research that agriculture remains a significant pillar for the resident's vision for a sustainable future. The district's fertile lands are seen as vital for the economy and an integral part of its identity. This plays into the priorities of residents in balancing land development and lifestyle.

### *Residents' Priorities:*

- **Protection of Fertile Lands:** Residents emphasize safeguarding Selwyn's most valuable, productive, fertile, and arable lands. While acknowledging the district's inevitable growth, they stress the need for strategic land-use decisions. The focus should be on directing development towards lands with lesser agricultural significance.
- **Development Approach:** The potential sprawl of urban areas is a prevailing concern. As urban boundaries extend, a clear preference emerges for vertical expansion (building 'up') over horizontal sprawl (building 'out'). This sentiment finds support in the quantitative data, with 54% of residents leaning towards taller structures in areas like Rolleston and Lincoln.
- **Smart Growth:** The overarching sentiment is not against growth but against uncalculated expansion. Residents advocate for deliberate, well-considered decisions that keep Selwyn's unique environmental and lifestyle attributes at the forefront of development—wanting to see a proactive rather than reactive strategy to development.

As Selwyn evolves, its residents visualise a future that melds development with preservation. The objective is not solely about land utilisation but extends to fostering a harmonious coexistence between natural landscapes and constructed spaces.



## Social wellbeing

**A sense of community, belonging and mutual support in Selwyn. It encompasses the quality of community spaces and events and how they foster social connection.**

Social wellbeing was highly ranked both within a quantitative and qualitative view. From a qualitative perspective, residents often stated that what is best for the people is best for the district. There are many layers to the importance of social wellbeing and all that it encompasses, from a community feel to facilities, services, and affordable housing. The following sections will examine the themes that emerged about social wellbeing.

### SERVICES: HEALTHCARE

**67%** prioritised **access to healthcare** as of very high importance to future wellbeing.

Emerging from the charettes and hui'ana was a strong demand for increased local services, particularly in health, mental health, and aged care support services. From a quantitative perspective, access to healthcare was given a 67% 'very high importance' rating when residents were questioned as to how important several factors were in terms of the impact they have on their wellbeing in Selwyn. There was some acknowledgment for the services found within Rolleston and that access to healthcare was a nationwide issue. Regardless, access to healthcare and mental health services remains an important and pressing issue for residents of Selwyn.

### SERVICES: EDUCATION

**46%** of residents prioritised **access to education** as being of very high importance to their future wellbeing.

While education was less predominantly discussed in qualitative discussions, it was highly ranked quantitatively. Interestingly, this prioritisation was most pronounced among those aged 35-65. This trend is likely because this demographic typically includes parents of children and young adults. The emphasis on education by this age group aligns with the desired vision of Selwyn as a district catering to all life stages. It underscores the aspiration of residents to build a district where their children would want to stay and are able to thrive as they grow older.

## FACILITIES

Residents feel that Selwyn's infrastructure development is primarily centred on Rolleston and doesn't cater to the youth or ageing population, emphasising the need for proactive planning that addresses the district's growing and future needs.

While the secondary source review highlighted that residents appreciate Selwyn's high-quality facilities, only 4% of quantitative feedback confirmed this sentiment. From the qualitative research, we know that many residents feel that the facilities and infrastructure are centered around Rolleston, neglecting other areas and failing to meet the demands of youth or the ageing population.

Furthermore, residents believe that the district's rapid growth surpasses the pace of infrastructure development. They stress the need for forward-thinking planning that looks beyond the present to build facilities that will be suitable to meet the district's future needs.

“ I wish they'd invest more now for what we'll need in the future instead of just building things that won't be enough for us in a few years. Like the swimming pool requiring expansion.”

## SENSE OF COMMUNITY

**66%** of residents feel **connected** to the Selwyn district.

**A decline from 73%** in the 2021 Residents survey.

**Rolleston 7.8% disconnected**

**Malvern 8.8% not at all connected.**

For many, social wellbeing is intrinsically connected to the sense of connection to their community. For many, there was a strong sense of community with 66% of residents stating that they feel 'very connected' or 'somewhat connected' to the district. However, it is worth noting that this is a significant drop in feelings of connection from the 2021 resident survey.

Some residents expressed that they did not experience a sense of belonging, feeling 'neutral' or 'not at all connected' to the Selwyn community. When examining by ward, those in Rolleston were more likely to report some form of disconnection; however, Malvern had the highest number of those reporting to be 'not at all connected'.

Feedback from both Charettes and Surveys revealed that residents believe rapid population growth has weakened close community bonds. This sentiment was especially strong among those without children, who serve as natural conduits for social interactions. For those new to the region, it was noted that there was a time-connection factor:

“ If you are not born and bred - It takes a long time to fit in”.

Those who responded feeling neutral or disconnected were asked to share what they thought would help create a better sense of connection to the Selwyn community:

- Many proposed events celebrating diversity and other gatherings that kindle community spirit.
- Improved communication was also highlighted as a desire. More robust promotion of community activities and groups would keep residents informed and foster participation.

Respondents outside the Rolleston ward emphasised:

- The need for better infrastructure and community-based spaces.

“ *More infrastructure in the smaller towns to encourage residents to go out into their community and socialise*”.

- Enhancing public transport was a recurrent theme, primarily to facilitate community access for younger and older residents and ensure enhanced connectivity throughout the region. This also aligns with opinions shared throughout the charette process.
- Requests also included better services and amenities that met the needs of young people, in addition to community gardens, pools, and improved roads.
- For others, it was about awareness, communication, and interaction.

“ *I can't see news about the place we are living in*” and “*more informal communications with council and local groups*”.

In terms of future planning for the district, residents expressed that without forethought and intentional development, Selwyn could merely become a residential area, with people working and recreating elsewhere, thus diminishing the community feel that so many residents positively refer to.

This would be in significant contrast to the vision they held for the future of where residents should be able to be born, live, work, thrive, and age well in a sustainable Selwyn.

## Economic wellbeing

### The health of Selwyn's economy, including infrastructure, accessibility, and work environment.

Although economic wellbeing was not one of the highest chosen wellbeings, it is a significant contributing factor to achieving one of the most expressed visions for the future that residents aspire for: a Selwyn where they can thrive in all life stages, allowing them to live, work, play, and complete their life's journey in Selwyn.

## Industry, Employment, and Career

**Opportunities Lacking:** 54% of respondents rated career opportunities as very important or important in terms of their impact on their wellbeing in Selwyn. However, only 49% of respondents had a positive view of their career opportunities in Selwyn. In the Charettes, residents generally expressed that they feel there are limited opportunities to work and progress careers within Selwyn, forcing them to work in Christchurch even where they would aspire to work within Selwyn if the opportunity existed.

**Potential for Innovation:** Despite these concerns, Selwyn is brimming with untapped potential and residents identified areas of focus in the AgriTech and BioTech innovation and in IT/Tech, as well as desiring secondary focus in sectors like education, retail, and tourism. Those in the qualitative research placed emphasis on sustainable farming and technology-driven innovations, which they believed Selwyn could turn into a magnet for job creation and economic diversification if intentionally executed.

## INFRASTRUCTURE

Several of the most substantial feedback areas on economic wellbeing are related to infrastructure and public transport. Residents stressed that they feel the infrastructure development will quickly fall behind the forecasted population growth in population and of the district in general. Residents feel that the infrastructure introduced during new build and development is barely meeting the needs of the current community, let alone planning for district growth.

### *Public and alternative transport*

Residents strongly echoed the need for more frequent and purposeful public transport within the Selwyn district. This was a powerful theme within hui'ana groups, as they spoke of infrequent/non-existent public transport limiting their ability to attend social events, access employment, and access support and everyday activities within and outside the district.



From a youth and ageing population perspective, the lack of public transport significantly limited young people's access to development, employment, and recreation opportunities and, in many cases, restricted access to essential services, healthcare, and social connections for ageing populations.

The lack of safe cycleways in many areas of the district was further highlighted as young people, university students, and young professionals without a car indicated they cannot cycle safely, leaving them with limited transport options, none sustainable or environmentally friendly.

This area was significant for residents, and they indicated it was an important part of all four of the wellbeings.

However, residents stressed the importance that any additional public transport that is introduced needs to be thoughtfully planned out to allow for ease of use regarding where 'stops' are placed and also with thought for the future development and spread of the district.

A natural conversation transition that appeared during public transportation issues and infrastructure, in general, was road quality. Although already reflected in much engagement and the previous literature reviews, it is important to include as it was strongly expressed by a significant number of residents that the district's roads need maintenance and this needs to be a priority.

## AFFORDABLE HOUSING AND URBAN SPREAD

The majority of participants were **supportive of regulating developments** to ensure diverse housing options.

Access to affordable housing was ranked as the fourth most important area for resident's future wellbeing. While some residents were uninterested in the concept of smaller sections and high-density living, many expressed that there was a need for diversity in the housing market within the district to allow for a variety of living arrangements and also to ensure homes remain affordable encouraging all stages of life to be welcome within the district. This latter statement was also echoed within the quantitative responses, with 69% of the respondents stating that they were 'very supportive' or 'supportive' of regulations that ensure a mix of housing options within future developments.

In addition to this, as mentioned within environmental discussions, residents also expressed acceptance of the idea of building up rather than continuing with urban spread, especially if this could contribute to diverse housing options that would support various life stages to remain in the district.

## DIGITAL CONNECTIVITY

For some residents, **limited digital connectivity** was seen as a barrier to economic growth and wellbeing.

A recurring sentiment, especially in qualitative discussions, was the issue of digital connectivity. While some residents chose the district for its semi-rural lifestyle and anticipated limited digital access, many felt that this constraint affected their economic and social wellbeing. The global shift towards remote work, amplified by the pandemic, made digital connectivity essential. However, due to the district's limited connectivity, many residents could not capitalize on entrepreneurship or remote work opportunities, adversely affecting their economic growth.

## Cultural wellbeing

### **The inclusivity, diversity, and acceptance of various cultures and lifestyles in Selwyn.**

For the majority of residents, cultural wellbeing seemed to take a backseat. The prevailing sentiment was that cultural wellness would naturally follow if the community's overall wellbeing were addressed. Notably, cultural diversity was not considered a top priority, even among the diversity groups. Qualitative insights suggest that many viewed cultural connection and wellbeing as a personal onus rather than a responsibility of the council. Additionally, those who had migrated from other regions emphasised the importance of cultural wellbeing but noted that the adverse outcomes they observed from neglecting other aspects of wellbeing (particularly environmental, economic, and social) made those areas a higher priority.

Nevertheless, a consistent theme across all diverse groups was the desire for Selwyn to evolve into a haven of safety and cultural acceptance—a place where the tapestry of different cultures is not just tolerated but celebrated.

Our younger respondents and our Māori and Pacific participants also offered a slightly different perspective on the importance of cultural wellbeing, which we detail further below.

### **PROTECTION AND PARTNERSHIP**

Residents believe the council should proactively champion and protect cultural diversity in the district, starting with meaningful engagement with mana whenua and prioritising their representation. Establishing a memorandum of understanding is seen as a crucial step towards this goal.

Residents, especially from younger and diverse groups, emphasize the need for Selwyn Council to be more proactive in actively recognising and promoting cultural diversity. They also advocated for creating cultural spaces, promoting cultural arts, and creating safe environments that celebrate all identities.

As Selwyn grows more multicultural, honouring its bicultural foundation is crucial. Some residents called for the council to prioritise active engagement with mana whenua in a genuine way, prioritise their representation, and establish, at minimum, a memorandum of understanding as a first step towards this.

## Section 5

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# Future priorities





Residents prioritise a “sustainable Selwyn” that meets all their needs allowing them to be born, live, work, play, and complete life’s journey without needing to leave the region.

When asked about their priorities for the next ten years, residents overwhelmingly highlighted the importance of a ‘sustainable Selwyn’. This was the most frequently chosen future for Selwyn card selected by participants in the Charette and Hui’ana and was supported in the quantitative research, with 47 percent of survey respondents selecting this as their priority, receiving significantly higher support than second-ranked choice; economically innovative Selwyn.

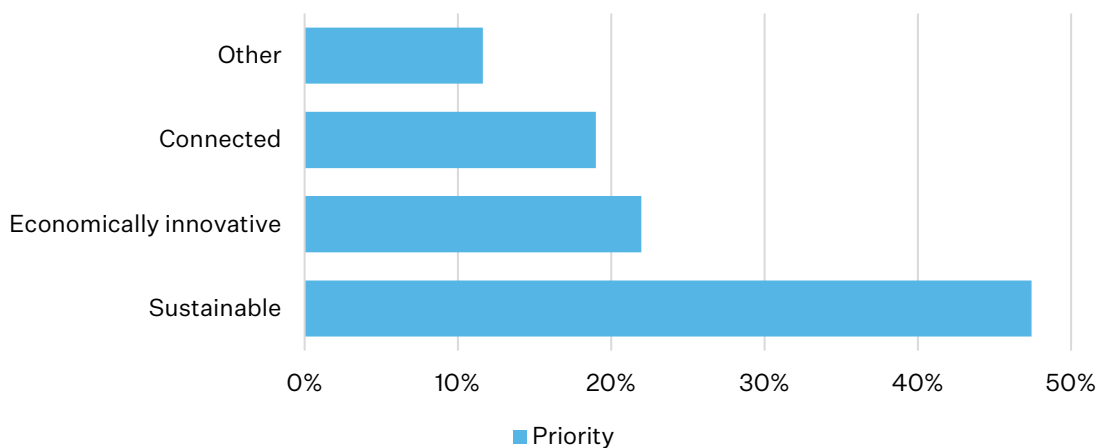
While many recognise and welcome the inevitable changes brought by population growth and the benefits of increasing diversity, there’s a strong desire to preserve what they love about the area. This emphasis on Sustainable Selwyn encompasses that within several layers, including:

- **Vision of self-sufficiency:** many residents aspire for a Selwyn where they can live, work, play, and complete life’s journey.
- **Infrastructure, facilities, and amenities:** services, healthcare, and community spaces/environment
- **Environmental sustainability:** land use, land protection, and environmental impacts
- **Developmental sustainability:** housing development, urban spread, and green spaces.

Many residents mentioned that while they are okay with traveling to Christchurch if they want to, the predominant preference is for Selwyn to become a ‘one-stop-shop.’ This vision of a self-sufficient and sustainable Selwyn resonates across resident groups and should be a priority in developing the long-term plan.

Notably, “Economically Innovative Selwyn” ranking as the second priority reflects its significance in realizing a vision of a sustainable Selwyn. During the Charettes and hui’ana, there was a consensus that for Selwyn to evolve into a holistic hub—where individuals can seamlessly work, live, and enjoy recreational activities across various life stages—a robust and dynamic economy is imperative. Such an economy would provide ample work and career progression opportunities and bolster the broader community’s wellbeing. This recognition emphasised a focus on championing economic innovation and entrepreneurship and the collective call for nurturing local businesses as a cornerstone of Selwyn’s future.<sup>2</sup>

### Priority over the next 10 years



<sup>2</sup> The priorities provided as options in the quantitative survey reflected the top three priorities selected in the qualitative phase of research by an overwhelming majority. The quantitative research also overwhelmingly reflects the frequency in which they were chosen in qualitative stages.

## Section 6

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# Negotiation, funding, and the principle- practice gap



With Selwyn's inevitable growth and development, residents were asked about areas of potential change they might be willing to accept on the road to achieving their ideal future for Selwyn. While results were consistent across collection methods, discussions in Charette and Hui'ana revealed more negotiable areas than initially indicated.

#### Results from a quantitative view:

Willing to accept:	Yes	No	Maybe
Reduction in green space	7%	85%	8%
Loss of local business	8%	93%	9%
Change to the small-town feel	21%	57%	22%
Increase in traffic	26%	54%	20%
Increase connection with Christchurch city*	48%	29%	23%
Reduction in available farmland	18%	66%	16%
Less focus on community facility development	15%	16%	69%
High public transport costs	24%	51%	25%
Increase noise pollution, i.e., night-time activity, etc.	15%	67%	18%

\*A note of caution should be taken on this number, as without context, some residents may have interpreted this as increased transport/access connection for daily needs and interactions rather than relating to the urban spread/extended suburb interpretation.

“*Definitely NO consolidation with Christchurch City...it will be to the absolute detriment of Selwyn...*”

This was the dominant theme from charettes concerning increased connection with Christchurch, a strong non-negotiable for residents.

Qualitative discussion revealed that nuances existed within each category, and many were willing to consider things when different perspectives and clear reasoning were presented to them. For instance, while many opposed reducing available farmland, this stance softened when ensuring protection for productive farmland, leaving less fertile areas for development. Similarly, residents were more amenable to higher public transport costs if the service was dependable and reduced car dependency.



These findings underscore that initial resistance often masks deeper flexibility.

Residents can be open to accepting a range of trade-offs; however, achieving buy-in necessitates genuine dialogue to comprehend residents' concerns, addressing obstacles, and transparently communicating proposals and how they benefit the broader Selwyn District in line with a shared vision for the future before they are finalised.

## Funding the future

To fully understand how to bridge the principle-practice gap, residents were asked, ‘*What would be your preferred options for funding initiatives to drive Selwyn towards its desired future?*’:

<b>A slight increase in rates</b>	<b>Yes</b>	<b>No</b>
Public-private partnerships	22%	78%
User pays funding	43%	57%
Developers responsible for and regulated to include facilities in each development	65%	35%
Volunteering of time/resources by community members	27%	73%
Voluntary contributions to specific projects	21%	79%
Pay-it-forward schemes	16%	84%
Something else	7%	93%

Within the 7% ‘*something else*’ category were suggestions of partnership and funding from the central government. The majority, however, were around using existing taxation and rates to fund residents desired future Selwyn.

When discussing these funding initiatives within a charette and hui’ana, participants were:

- Strongly in favour of developers being responsible for building facilities that contribute to the region.
- Open to user pay, for example; many offered that they would be willing to face an increase in cost for public transport in a situation where the transport route was up to a standard of everyday ease for their lives.
- Others were very interested in the idea of volunteering in situations of community gardens to aid in district sustainability and environmental impacts.

Residents within the charette setting expressed a belief and an openness to alternative strategies outside of traditional funding approaches. However, participants acknowledged that growth could lead to a need for higher rates. They were cautious yet understanding, emphasising the importance of transparency and clear communication about where and why funds were allocated and how it would achieve a shared vision for the future.

## Section 7

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# Appendix



**Table 1. Demographic Residential Type**

Demographics:	Overall		Springs		Rolleston		Malvern		Ellesmere	
Farmers	43	7%	11	7%	11	4%	11	13%	10	15%
Lifestyle Block	86	14%	25	16%	32	11%	16	18%	13	19%
Rural Residential	22	4%	6	4%	7	2%	7	8%	2	3%
Semi-rural	65	11%	17	11%	22	7%	22	25%	5	7%
Urban/township	398	67%	97	62%	231	76%	31	36%	38	56%

**Table 2 Ethnicity**

Maori	61	9%
Pacific Peoples	28	4%
Asian	47	7%
MELAA	37	5%
European/NZ European	535	76%

**Table 3. Residents' Experience by Ward Type**

Experience Type	Springs	Ellesmere	Rolleston	Malvern	Overall
Positive Experiences	92 (80%)	41 (87%)	131 (89%)	61 (86%)	325 (86%)
Neutral Experiences	13 (11%)	4 (9%)	8 (5%)	5 (7%)	30 (8%)
Negative Experiences	10 (9%)	2 (4%)	8 (5%)	5 (7%)	25 (7%)
Total	115	47	147	71	380

Q1. How would you describe your experience living in Selwyn so far

**Table 4 Protection of local water sources**

Very High	301	82%
High	54	15%
Neutral	9	2%
Low	2	1%

Q23. How important is the protection of local water sources to you, i.e., drinking water, local rivers, and streams?

**Table 5 Importance of Green Space Development**

<b>Very High Importance</b>	<b>222</b>	<b>61%</b>
High Importance	119	33%
Neutral	21	6%
Low Importance	4	1%

Q25. How important is the inclusion of greenspaces in developments to you?

**Table 6 Prioritisation of Greenspace Development**

<b>Natural spaces included in areas of development</b>	<b>248</b>
Planting a range of natives	225
Community initiatives in sustainable food production	213
More parks and sports fields	182
Something else	70

**Table 7 Connection to Selwyn**

<b>Very connected:</b>	<b>111</b>	<b>20%</b>
Somewhat connected	253	46%
Neutral:	132	24%
Not very connected: 85 responses	42	8%
Not at all connected: 25 responses	16	3%
	554	

Q. How connected do you feel to the Selwyn community







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