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**COMMUNITY SURVEY REGARDING
REGIONAL PARKS AND FORESTS
2018**

*Research report prepared for the
Greater Wellington Regional Council*

July 2018

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1. INTRODUCTION

The Greater Wellington Regional Council is responsible for managing the major regional parks and forests. These currently include:

- Battle Hill Farm Forest Park
- Belmont Regional Park
- East Harbour Regional Park (which includes the hills between Eastbourne and Wainuiomata, Butterfly Creek, as well as the Parangarahu (or Pencarrow) Lakes Block and Baring Head)
- The Hutt River Trail
- Kaitoke Regional Park
- Queen Elizabeth Park
- Pakuratahi Forest
- Whitireia Park
- The Wainuiomata Recreation Area (Reservoir Road)
- Waikanae River Trail
- Otaki River Trail

As part of the on-going planning process, the GWRC has previously commissioned Peter Glen Research to undertake regular surveys (mainly at twelve monthly intervals), to measure the public's awareness, usage and enjoyment of the parks and their facilities against pre-set targets. These surveys were conducted on a regular basis between 2004 and 2014, with a subsequent update study completed in 2017.

The GWRC commissioned Peter Glen Research to conduct a further update study in 2018, to assess how the key measurements have trended and also to obtain insight to the park users' current motivations, behaviour, needs and what they value most from their park experiences. The 2018 survey also provides important information to complement the Parks Network Plan Review consultation.

Over the years, client has detected a number of changes in park usage behaviour. For example, in recent times there has been notable increases in the number of campers at parks such as Kaitoke and Belmont, an increase in commercial dog-walking, more conflict between user groups such as cyclists and walkers as visitor numbers have grown, as well as changes in the way in which park users access information (e.g. via apps)

The results of the 2018 survey are now presented in this report.

2. RESEARCH OBJECTIVES

A primary objective of the research was to gain an updated reading of the trends in park usage since the 2017 survey measurement was undertaken. The key measurements were agreed with client and included:

- (a) To assess the public's level of awareness and usage of the major regional parks and forests noted in Section 1.
- (b) To check the activities that park users undertake while they are in the regional parks.
- (c) To determine to what extent park users are satisfied with their overall visit.
- (d) To further check the extent to which visitors are satisfied with key elements of the parks, these being:
 - Built facilities (tracks, buildings, signs and picnic areas)
 - The natural environment (forests, dunes, wetlands, shorelines, etc)
 - Customer service provided on-park (e.g. by park rangers, work gangs, GWRC staff working on the Great Outdoors Programme, etc)
- (e) To determine the level of "*first time visitation*" of the regional parks and how this compares with previous surveys.
- (f) To determine where people get information about the parks, their satisfaction with the content of each source and their preferred channel of communication.
- (g) To check the public's level of awareness of GWRC's Summer Events Programme '*Greater Wellington Great Outdoors*'.
- (h) To gain an updated reading of the current barriers to park usage and to users visiting the regional parks more frequently.
- (i) To obtain an updated assessment of what the public/park users value from the parks (that is, what do they value and what level of value do they place on the park experience?)
- (j) To check the issues/questions the public have of the GWRC, especially those relating to the day-to-day management of park operations.

New objectives for the 2018 research were:

- (k) To obtain specific feedback from the residents who live in the areas around Queen Elizabeth Park, regarding their views on current and future use of the park.
- (l) To gather information that will assist GWRC with the development of its Parks Network Plan review.

3. METHOD

The survey was undertaken on a similar basis to the previous parks surveys. It covered a general cross-section of the adult population (16+ years), in the greater Wellington region. The sample included both park users and non-users.

The survey has enabled the trended data, relating to the public's awareness, usage and attitudes towards the regional parks and forests, to be updated and the results quantified.

3.1. SAMPLE SIZE AND STRUCTURE

The sample size and structure for the core research remained consistent with the previous annual surveys, so that a direct comparison of results could be made.

The core survey was undertaken among a randomly selected sample of 500 residents 16+ years of age who live in the greater Wellington region.

Interviews were spread throughout the greater Wellington region in accordance with population distribution, in order to recruit a representative cross-section of the public. That is:

AREAS COVERED BY:	Total Population Estimate	%	Sample n=500
Kapiti Coast District Council	49,745	10.2	51
Porirua City Council	52,672	10.8	54
Wellington City Council	199,469	40.9	204
Lower Hutt City Council	103,880	21.3	106
Upper Hutt City Council	41,455	8.5	43
South Wairarapa District Council	8,779	1.8	9
Carterton District Council	7,803	1.6	8
Masterton District Council	23,897	4.9	25
TOTAL	487,700	100.0%	500

GWRC requested that an additional 100 interviews be undertaken with residents who live in the areas near Queen Elizabeth Park, i.e. from Pukerua Bay to Waikanae.

3.2. METHOD OF CONTACT

The survey was conducted using a combination of contact approaches and interviewing procedures. The majority of interviews were undertaken by way of telephone interviewing (landline and mobile), with some face-to-face interviews where necessary, to meet stratified sample quotas and to ensure that a proper cross-section of the community was engaged.

3.3. SAMPLE SELECTION

Respondents were recruited for the research by way of random telephone enrolment, using the local telephone directories and listings as the sampling frame. It was ensured that the sample was drawn from both landline and mobile addresses.

Up to three calls were made to establish contact with each randomly selected respondent, thus preserving, as far as practicable, the random integrity of the survey. Where more than one person qualified per household, the interview was undertaken with the person whose birthday fell next.

3.4. FIELDWORK EXECUTION

An experienced team of interviewers, employed by Peter Glen Research, conducted the fieldwork. Questioning was administered by way of a structured questionnaire.

3.5. THE QUESTIONNAIRE

The questionnaire (see Section 8) was developed by Peter Glen Research, in consultation with client, using the 2017 document as the base on which the specific questions were constructed.

New questions were included to cover the additional objectives of the 2018 survey, coupled with suggested input from GWRC.

4. STATISTICAL NOTE

Sample surveys provide estimates of the actual percentages that would be obtained if the total target population were interviewed (i.e. a census). In this case, the target population is the total number of adult residents in the Greater Wellington Region.

Sampling theory, based on the Standard Normal Distribution, can be used to measure the estimated '*margin of error*' that will apply to the sample, providing the respondents have been selected using random sampling procedures.

It should be noted that the '*margin of error*' varies, according to:

- the observed percentage in the survey;
- the sample base on which the percentage is being calculated;
- and - the degree of confidence that is required for the study.

To illustrate this point, we have provided below the '*margin of error*' that would apply at different percentage levels, on alternative base sizes and at two different confidence levels – 90% and 95% confidence.

SAMPLE SIZE (n)/ CONFIDENCE LEVELS	PERCENTAGE OBSERVATION:		
	50%	70% or 30%	90% or 10%
<u>90% CONFIDENCE</u>			
n=1000	±2.6%	±2.4%	±1.6%
n=800	±2.9%	±2.7%	±1.7%
n=500	±3.7%	±3.4%	±2.2%
n=400	±4.1%	±3.7%	±2.5%
n=200	±5.7%	±5.3%	±3.5%
n=100	±8.2%	±7.5%	±4.9%
<u>95% CONFIDENCE</u>			
n=1000	±3.1%	±2.8%	±1.9%
n=800	±3.5%	±3.2%	±2.1%
n=500	±4.4%	±4.0%	±2.6%
n=400	±4.9%	±4.5%	±2.9%
n=200	±6.9%	±6.3%	±4.1%
n=100	±9.8%	±9.0%	±5.9%

By way of example, if a survey of 500 randomly selected adults in the Wellington Region shows that 50% hold a particular attitude, we could be 90% certain that the true percentage that held that view would be 50% ±3.7%. Thus, the actual percentage would lie somewhere between 46.3% and 53.7%.

It should be noted that it requires four times the sample size to halve the '*margin of error*'.

5. TIMING

The fieldwork for the research was conducted throughout February to April 2018.

6. THE RESEARCH RESULTS FOR
THE CORE SURVEY

6.1. AWARENESS OF THE MAJOR REGIONAL PARKS AND FORESTS

The results of the 2018 survey indicate that the overall awareness levels were similar to those recorded in last year's survey, with just marginal differences in the awareness of individual parks. Overall, 82% of respondents were able to *freely* recall a major regional park. Prompted awareness, as measured by the checklist of parks, resulted in respondents stating that they heard of an average 7.1 different regional parks (out of the twelve parks on the list).

The awareness results, showing the *free* and *prompted* recall levels of the parks, were as follows:

Major Regional Parks/Forests	Park Most Top-of-Mind			Parks Freely Recalled			Prompted Awareness		
	'14	'17	'18	'14	'17	'18	'14	'17	'18
Battle Hill Farm Forest Park	3	3	3	7	11	15	62	73	71
Belmont Regional Park	19	20	17	32	32	33	77	81	79
East Harbour Regional Park	2	5	4	9	18	17	53	55	54
Hutt River Trail	1	1	1	7	4	9	70	69	67
Kaitoke Regional Park	16	19	18	31	38	38	81	89	88
Queen Elizabeth Park	11	10	12	18	20	25	83	88	87
Akatarawa Forest	1	2	1	8	6	8	63	57	54
Pakuratahi Forest	5	4	5	19	17	17	67	72	70
Whitireia Park	1	1	-	6	5	8	49	47	45
Wainui Recreation Area (Reservoir Rd)	-	-	-	2	4	5	39	36	34
Waikanae River Trail	-	1	1	2	4	5	N.A.	29	31
Otaki River Trail	-	1	2	2	3	5	N.A.	22	26
Other	19	14	18	46	34	30	N.A.	N.A.	N.A.
Respondents who recalled a park	78%	81%	82%	78%	81%	82%	100%	100%	100%
Average no. of parks recalled	1.0	1.0	1.0	2.4	2.4	2.6	6.6	7.2	7.1

Note: N.A. = Not asked separately in these years.

6.2. MAJOR REGIONAL PARKS VISITED IN THE PAST TWELVE MONTHS

72% of the research participants in the 2018 survey stated that they had visited a major regional park/forest in the twelve months prior to interview. On average, they had visited 2.8 parks each.

Major Regional Parks/Forests	2010	2011	2012	2014	2017	2018
	%	%	%	%	%	%
Battle Hill Farm Forest Park	10	11	12	11	13	17
Belmont Regional Park	15	17	18	15	19	20
East Harbour Regional Park	6	7	8	12	16	21
Hutt River Trail	23	21	24	26	31	29
Kaitoke Regional Park	15	16	18	26	26	29
Queen Elizabeth Park	19	25	23	25	24	31
Akatarawa Forest	7	8	9	8	5	4
Pakuratahi Forest	8	9	11	14	15	11
Whitireia Park	N.A.	12	11	12	11	13
Wainui Recreation Area (Reservoir Rd)	N.A.	N.A.	N.A.	11	9	7
Waikanae River Trail	N.A.	N.A.	N.A.	N.A.	9	14
Otaki River Trail	N.A.	N.A.	N.A.	N.A.	4	5
RESPONDENTS WHO HAD VISITED A PARK IN THE PAST 12 MONTHS	53%	59%	63%	64%	68%	72%
Average no. of parks visited	1.9	2.1	2.1	2.5	2.7	2.8

These results indicate that there continues to be a steady upward trend in the percentage of residents in the Wellington region who state they use the parks. It also shows a continuing upward trend in the average number of parks they have visited in a twelve-month period.

6.3. PARK USAGE BY AREA OF RESIDENCE

Park usage has also been examined by respondents' area of residence, the results of which are shown in the table below. It should be noted that the subsamples used in this exercise are relatively small for definitive analysis, as the aim has been to generate an overall sample which reflects a cross-section of Greater Wellington residents to adequately reflect the region as a whole.

Whilst the margin of error on the total sample is approximately $\pm 4\%$ at the 90% confidence level, the corresponding figures for the individual subgroups will be substantially larger.

Despite this cautionary note, the analysis by area of residence gives an indicative reading of major parks visited. It is interesting to note that a greater percentage of residents in Kapiti, Porirua, Lower Hutt and Upper Hutt have visited a regional park in the past twelve months, whilst fewer residents of Wellington and Wairarapa have done so. This, presumably, could be related to ease of access/proximity to a GWRC regional park.

The following chart is based on the total number of respondents in the survey, who live in each area.

MAJOR REGIONAL PARKS/FORESTS Bases:	TOTAL RESP's 500	AREA					
		Kapiti 51	Porirua 54	Wellington 204	Lower Hutt 106	Upper Hutt 43	Wairarapa 42
Battle Hill Farm Forest Park	17	35	35	10	20	9	3
Belmont Regional Park	20	18	22	15	27	37	7
East Harbour Regional Park	11	6	7	30	22	25	5
Hutt River Trail	29	8	7	23	53	72	7
Kaitoke Regional Park	29	20	7	30	36	49	24
Queen Elizabeth Park	31	67	43	35	14	14	10
Akatarawa Forest	4	10	-	2	3	14	5
Pakuratahi Forest	11	4	-	7	14	23	26
Whitereia Park	11	22	50	7	6	9	2
The Wainui Recreation Area	7	6	-	4	19	9	2
Waikanae River Trail	14	49	28	10	8	2	3
Otaki River Trail	5	22	-	5	3	5	-
RESPONDENTS WHO HAD VISITED A PARK	72%	80%	85%	66%	75%	86%	52%
Average number of parks visited	2.8	3.3	2.3	2.7	3.0	3.1	1.8

6.4 FREQUENCY OF PARK USAGE.

Approximately two-thirds of the park users (65%) indicated that they visit each park on a relatively infrequent basis, between one and four times per year. This result continues to trend down as the frequency of park usage grows. The corresponding figures from the previous three surveys were 70% in 2017, 72% in 2014 and 74% in 2012.

The medium frequency users (five to six visits per year) is up slightly at 12% of the total park users.

The core group of “*frequent users*”, who use the parks monthly or more often, has increased to 25% in the latest survey, up from 20% in 2017 and 18% in 2014.

The overall results point to a continuing steady upward movement in the frequency with which residents in the greater Wellington area are using their regional parks.

Thus, the overall results indicate that *more* residents are visiting *more* parks *more* frequently.

The frequency with which the survey participants claimed they visit the individual parks is shown in the chart overleaf. Note that the table is based on the number of people who had visited each park in the past twelve months.

FREQUENCY OF VISITING EACH PARK IN THE PAST TWELVE MONTHS

Base: Total respondents who had visited each park in the past 12 months

FREQUENCY	TOTAL PARKS	PARK					
		Battle Hill	Belmont	East Harbour	Hutt River Trail	Kaitoke	Queen Elizabeth
Bases:	1000	83	100	104	144	144	153
Once	% 36	% 41	% 49	% 40	% 25	% 37	% 24
2 – 4 times	29	43	24	21	27	36	28
5 – 6 times	12	4	16	27	6	9	13
Monthly	11	6	4	3	25	9	20
Fortnightly	4	4	2	1	4	3	4
Weekly	6	2	4	7	5	5	6
Daily	2	-	1	1	8	1	5
TOTAL VISITORS	100%	100%	100%	100%	100%	100%	100%

Table continued overleaf

FREQUENCY OF VISITING EACH PARK IN THE PAST TWELVE MONTHS

Base: Total respondents who had visited each park in the past 12 months

FREQUENCY	TOTAL PARKS	PARK					
		Akatarawa	Pakuratahi	Whitireia Park	Wainui Recreation Area	Waikanae River Trail	Otaki River Trail
Bases:	1000	21	53	64	37	71	26
Once	% 36	% 43	% 42	% 27	% 54	% 34	% 46
2 – 4 times	29	19	26	20	19	35	27
5 – 6 times	12	10	13	17	16	10	8
Monthly	11	10	8	9	8	10	4
Fortnightly	4	9	2	13	-	5	11
Weekly	6	9	7	14	3	3	4
Daily	2	-	2	-	-	3	-
TOTAL VISITORS	100%	100%	100%	100%	100%	100%	100%

6.5. FIRST TIME PARK USAGE

In the 2018 survey, 29% of park users indicated that they had visited at least one of the regional parks for the first time in the twelve months prior to interview.

At an individual park level, an average 14% of park visitors were first time users of that park. The '*first time*' visitation rate for each of the parks were as follows:

	(n=)	%
Battle Hill Farm Forest Park	(83)	16
Belmont Regional Park	(100)	11
East Harbour Regional Park	(104)	15
Hutt River Trail	(144)	13
Kaitoke Regional Park	(144)	14
Queen Elizabeth Park	(153)	16
Akatarawa Forest	(21)	5
Pakuratahi Forest	(53)	9
Whitireia Park	(64)	14
Wainui Recreation Area (Reservoir Rd)	(37)	8
Waikanae River Trail	(71)	30
Otaki River Trail	(26)	23

6.6. ACTIVITIES UNDERTAKEN IN THE PARKS

In the 2018 survey, park users indicated that, during the past twelve months, they had undertaken an average 2.3 different activities in any of the regional parks. This is up marginally on last year's figure and remains significantly higher than in the previous surveys.

The latest results reveal that park visitors continue to undertake a wide variety of activities in the regional parks. 'Walking/bush walking' remains the No. 1 activity, but there have been some notable changes over the years for several of the other activities.

The 2018 survey points to an increase in family-related activity, such as 'family outings/recreation, picnics/barbeques, walking the dog, camping, swimming'.

The table below lists the activities that park users freely recalled having undertaken in the parks, in order of highest to lowest participation in the 2018 survey.

Activities	Regional Parks				
	2011	2012	2014	2017	2018
	%	%	%	%	%
Walking/bush walking	54	62	53	72	75
Family outings/recreation	18	25	21	16	26
Mountain biking/cycling	17	14	10	26	24
Picnics/barbeques	17	22	11	19	22
Walking/running with dog	7	7	10	12	16
Camping	3	5	5	9	12
Swimming	5	2	8	7	12
Photography	N.A.	N.A.	N.A.	6	7
Outings with organised groups	7	9	9	10	6
Tramping	2	2	2	3	4
Participated in organised event	1	1	1	2	4
Running/jogging	6	5	6	3	3
Fishing/hunting	N.A.	N.A.	N.A.	6	3
Driving for pleasure (4WD, trail biking)	N.A.	N.A.	N.A.	6	2
Horse riding	N.A.	N.A.	N.A.	4	2
Other activities	11	12	12	16	8
Average no. of activities	1.5	1.7	1.5	2.2	2.3

Note: N.A. = Not shown separately in these years. Was included in 'other activities'.

It can be noted that the 8% 'other activities' figure included a wide variety of activities, such as: researching/nature study, painting/art, canoeing/kayaking, riding the tram, rock climbing, surfing, to attend a ceremony (e.g. wedding), to drop off camping equipment, to undertake some work in the park, operate a drone, attending an equestrian event.

Questioning was again asked in the 2018 survey, to further check whether the respondent and/or anyone in their immediate family/household:

- a) 'had operated any of the following equipment in any of the regional parks in the **past** twelve months or so'; and
- b) 'would like to operate any of these equipment items in the regional parks in the **next** twelve months or so'

The results, which are based on the total park users, were as follows:

EQUIPMENT	Used in past 12 months	Would like to use in next 12 months
	%	%
A pram or pushchair	13	21
A wheelchair or other mobility assistance device	2	2
An e-bike (or electric bike)	3	12
An electric scooter or motorised toy	2	10
A model aircraft or drone	1	11
Any other battery-powered device (e.g. phone, i-pad, tablet)	9	11

This result confirms that there are considerably more park users who might be interested in using these devices/equipment within the regional parks than currently do so.

It is again interesting to note that, as with last year's survey, the 13% of respondents who stated that they had used 'a pram or pushchair' in the parks is greater than what emerged in the *free response* activities in the previous table. Most of these respondents simply indicated, in the earlier table, that they had 'walked, bush walked, or jogged'.

Park users, who expressed an interest in using the above equipment, were also asked whether the facilities that are currently available in the regional parks are suitable for their needs with regard to their planned activity. The majority (79%) felt that the facilities would be suitable. A further 19% were uncertain. Only 2% believed the current facilities would be unsuitable. The main concerns expressed were:

- There are insufficient toilets/more toilets are needed
- There might be a need to widen/upgrade popular tracks for pushchairs and/or e-bikes.
- More information would be helpful on where best to do these activities (which parks/areas are suitable and which ones are not)
- Information is required on what you are allowed to do in the parks with regard to these activities/devices (inform us of the rules)
- Charging facilities could/would be necessary for drones, e-bikes, etc. (so you can stay in the park longer).
- Better mobile coverage is needed (in some areas)

6.7. DEGREE OF OVERALL SATISFACTION WITH THE PARKS

Park users were asked to indicate how satisfied they were with each of the parks they had visited in the past twelve months, as a place to undertake the activities in which they had specifically participated.

The 2018 survey confirms that respondents' overall opinions of the parks remain very positive, with 95% of park users expressing satisfaction. Indeed, most park users have again stated that they are 'very satisfied' with their overall park experience.

Importantly, only 1% of park users have expressed overall dissatisfaction.

Satisfaction Level	2011	2012	2014	2017	2018
Very satisfied	74	79	79	75	78
Satisfied	20	17	10	20	17
Neutral	5	4	10	4	4
Dissatisfied	1	x	1	1	1
Very dissatisfied	x	-	x	x	x
TOTAL PARK USERS	100%	100%	100%	100%	100%

High levels of overall visitor satisfaction were again recorded for all of the regional parks and forests that respondents had visited.

Parks	<u>% very satisfied</u>				<u>% at all satisfied</u>			
	2012	2014	2017	2018	2012	2014	2017	2018
Pakuratahi Forest	72	77	74	79	93	92	98	98
Kaitoke Regional Park	87	88	73	80	99	92	94	93
Akatarawa Forest	78	75	73	71	94	88	96	95
Belmont Regional Park	72	72	66	72	93	93	86	92
Hutt River Trail	76	60	68	66	95	76	96	94
Battle Hill Farm Forest Park	79	80	65	83	93	90	97	98
Queen Elizabeth Park	86	83	75	73	98	87	95	95
East Harbour Regional Park	88	91	92	87	98	96	98	96
Whitireia Park	73	82	84	83	96	91	98	98
Wainui Recreation Area (Reservoir Rd)	N.A.	90	78	78	N.A.	100	98	97
Waikanae River Trail	N.A.	N.A.	93	90	N.A.	N.A.	95	97
Otaki River Trail	N.A.	N.A.	85	88	N.A.	N.A.	95	96

6.8. THE OVERALL SATISFACTION LEVELS WITH SPECIFIC ASPECTS OF REGIONAL PARKS USED IN THE PAST TWELVE MONTHS

The research participants were also asked to rate several specific aspects of the regional parks they had visited. Results, at this level of investigation, indicate that satisfaction levels generally remain high, although some park visitors consider there is room for improvement.

PARK ASPECTS	Very Satisfied	Quite Satisfied	Not Satisfied	Could Not Rate
	%	%	%	%
<u>BUILT FACILITIES:</u>				
Tracks & trails that are easy to get to	50	43	2	5
Tracks & trails that have good connections within the parks	46	39	-	15
Tracks & trails that offer the right degree of ease or challenge for you	52	36	-	12
A sufficient number of toilets	26	33	24	17
Toilets that are well maintained	17	36	9	38
Other park buildings that fulfil their role and are well maintained	21	29	2	48
Signs leading to the park	43	36	5	16
Direction signs within the parks	40	36	7	17
Signs that inform users about the parks, their features and/or their history	33	38	10	19
Picnic areas and facilities	40	32	5	23
<u>NATURAL ENVIRONMENT</u>				
The experience provided by the natural environment of the park	47	48	-	5
<u>CUSTOMER SERVICE IN THE PARK</u>				
Help and service received from Greater Wellington employees working in the park, e.g. park rangers, work gangs, staff helping with the Great Outdoors Programme	12	24	-	64

The main areas of dissatisfaction, expressed by a significant percentage of park users, remain a lack of 'toilet facilities' and some aspects of 'signage'.

With regard to the latter, there has been improvement in the ratings relating to 'signs leading to the park'. In last year's survey, 14% of respondents criticised this aspect of park signage, but the level of dissatisfaction has reduced to just 5% in the latest study.

Some criticism does, however, continue for 'direction signs within the parks' (with 7% expressing dissatisfaction) and '(a lack of) signs that inform users about the parks' (10%).

6.9. REASONS FOR NON-VISITATION OF THE REGIONAL PARKS

28% of respondents had not visited any of the greater Wellington regional parks in the past twelve months. They were asked their reasons for not having done so. A wide variety of factors were mentioned, as shown in the table below.

<u>Reasons for not visiting</u>	<u>% of Non-Visitors</u> (n=139)
Lack of time and other commitments (e.g. children's sport and family commitments, work/business/study commitments, sporting commitments, commitment with friends, elderly/sick family members, work on new house/lifestyle block)	36
The time needed to travel to the regional parks (e.g. can get exercise/outdoor experience closer to home); don't live near any of these parks	12
Lack of transport (e.g. I have no car; I don't drive; I rely on others to take me anywhere)	15
Health problems/limited or no mobility/losing my memory	13
Too old (I'm in my late 70s/80s/90s)	10
I am not an outdoors person; the outdoors/bush walking doesn't interest me; I prefer the atmosphere of the city	10
It doesn't interest me; have other interests; prefer other activity	9
We prefer the local parks/smaller parks in the city	7
Lack of knowledge/information about what is on offer/available in the parks; I didn't know they existed	6
It's not a priority for me/not on my top five things to do; just haven't thought about it	5
Have young children; my children/baby are too young	3
Our children are older now, so our lifestyle has changed; we now do fewer activities as a family	3
Safety issues; would not feel safe going to these parks alone	2
The weather	2
Other reasons	3
<i>Average no. of reasons given</i>	1.4

'Lack of time' and 'other commitments' remain the major reasons for non-visitation. However, other factors such as 'lack of transport', 'health/age', 'a lack of interest/non-priority', 'preference for local/city parks' and 'lack of information about the (regional) parks' also contribute to a significant extent.

The 'weather' was cited less as an influencing factor this year (only 2%), compared to last year (9%), which is reflective of a better summer.

6.10. BARRIERS OR LIMITING FACTORS TO VISITING THE REGIONAL PARKS MORE FREQUENTLY

The 72% of respondents, who had visited any of the greater Wellington regional parks in the past twelve months, were questioned as follows:

“Can you please tell me what you see as the current barriers, or limiting factors, if any, that prevent you from visiting the regional parks and forests more frequently than you do now? Are there any other barriers or limiting factors?”

98% of these park users identified a barrier or limiting factor. The range of responses were similar to those identified by the non-park users in Section 6.9. Specifically:

<u>Barriers/limiting factors</u>	<u>% of Park Users (n=361)</u>
Lack of time and other commitments (e.g. children’s sport and family commitments, work/business/study commitments, sporting/leisure commitments, elderly/sick family members, work on property, there is always something else on in the weekends)	49
The time needed to travel to the regional parks (e.g. travelling time is an important/limiting factor; some regional parks require significant travelling time)	16
Health problems (e.g. arthritis, mobility problems, angina, memory loss)	12
Too old (I’m in my late 70s/80s/90s)	11
The weather can be a factor; we don’t go in the rain/bad weather	10
Lack of fitness (and/or self-motivation)	9
Lack of transport (e.g. I have no car; I rely on others to take me; I/we need to use public transport)	7
Have young children; my children/baby are too young (and are not yet ready for big adventures/long walks)	7
Lack of confidence to go into the bush alone; safety issues; would not feel safe going to these parks on my own	6
My lack of interest; it doesn’t interest me that much; have other interests	4
Other barriers/limiting factors	5
<i>Average no. of barriers/limiting factors identified</i>	1.4

6.11. WHAT PARK USERS VALUE MOST

Park users were asked to outline what they value most about their regional park experiences. These are summarised below, in order of frequency of mention.

<u>What is most valued</u>	<u>% of Park Users (n=361)</u>
The sense of freedom; being able to enjoy the peace and quiet/tranquillity; respite from city living/noises/traffic; the ability to relax/recharge in the natural environment	48
The scenery - beautiful, natural, unspoilt; the natural beauty of the parks	23
The birds/bird life/bird call; the sounds of the birds (and nature)	22
The native bush/natural bush settings; I enjoy being in the bush (the smells, sounds, etc)	21
The accessibility of the parks – they are not too far away/are on our doorstep; we don't need to travel far to get to them	11
No/little rubbish – the parks are mainly clean and well maintained; the cleanness	10
Fresh air; the feeling of freshness and cleanliness	10
The fact it is free/you don't pay for it; it is something you can do with your family and it doesn't cost you to do it (the cost of many other family activities is prohibitive)	9
There is a lot of variety in the tracks/trails/terrain (it ranges from hilly/challenging climbs to flat walks, roaming hills to rivers); each park is different and there is something to suit people of all ages and abilities	8
The history of the parks/information boards/heritage boards (but there could be more of them); there is a lot of history in our parks	8
Being able to spend time with the kids/family (in a positive/healthy environment)	7
The challenge and sense of achievement (different terrains; you need to push yourself to start and then to keep going; it requires commitment)	6
The quality of the tracks/paths (which are generally well-maintained)	6
You get to meet people (with similar values/ethos)	2
The fact they are still there (especially with the major roading projects, intensification, population growth, etc)	2
Other points mentioned	5
<i>Average no. of mentions</i>	1.98

6.12. LEISURE EXPERIENCES OF A SIMILAR/LESSER/GREATER VALUE

Park users were questioned as follows:

“Thinking about the personal value or benefit you gain from the regional parks, what other leisure experiences provide a (similar/lesser/greater) value or benefit to you?”

SIMILAR VALUE

94% of the research participants could identify something they considered to be of similar value to the regional park experience. In order of frequency of mention, these were:

	<u>% of Park Users (n=361)</u>
Going to the beach (or sea); being out on the water in a boat	22
Sports (for the physical challenge and social interaction)	14
Going to a smaller local/council park; a walk in a large local park or DOC reserve	10
Gardening/enjoying the garden; walking in the Botanical Gardens	9
Visiting parks in other regions	9
Travel experiences (exploring other cultures, history, etc)	6
Mountain biking/cycling/e-biking	5
Swimming/diving	3
A good movie/a night out at the cinema	3
Motorcycling/the freedom of riding a motorbike	2
My work (it gives a similar level of challenge/satisfaction)	2
Being with the family	2
Reading/a good book	2
Rock climbing	1
Rediscovering an activity that you haven't done for a while	1
Other	3

LESS VALUE

91% of the park users interviewed were able to identify something they considered to be of less value to the regional park experience. These included:

	<u>% of Park Users (n=361)</u>
Walking/playing (with the kids) in a local park	16
Going to the shops/a shopping mall; shopping	14
Walking around the city streets; being in a traffic jam; imagine what it would be like if there was only concrete jungle/built-up city everywhere	10
Household chores/housework/working on the property	9
Watching television	6
Going to the gym/exercise classes	6
Staying at home/doing nothing	5
Work	4
Sitting/travelling in a car	4
Sitting at a games console/playing video games	3
Sitting at a computer	3
Looking after the kids at home	3
It would have less value if I had to pay for it	2
Battling with crowds/the masses	2
Going to the pub/getting drunk	1
Listening to bad music/music you don't enjoy	1
Other	2

GREATER VALUE

67% of park users were able to identify a leisure experience they considered to be of greater value than the regional park experience. These were:

	<u>% of Park Users (n=361)</u>
Overseas travel (adventure, new experiences, history, cultures, seeing the Northern Lights, etc.)	22
Going on holiday (with family/friends)	8
Camping in the park, not just day visits	5
Flying/gliding	5
Dining/going out with friends for the evening (without the responsibility of the children)	4
Sailing/boating/yachting	3
Enjoying my family; quality family time	3
Going to a national park	2
Diving/scuba diving	2
Skiing/snow boarding	2
Going to a concert/live show (it is more entertaining)	2
Bungy jumping	1
Sky diving	1
Mountaineering	1
Art and crafts (e.g. painting, knitting/needlecraft)	1
Reading a good book	1
Going to a good movie with friends	1
Fulfilling your bucket list	1
Other	2

6.13. INFORMATION SOURCES USED IN THE PAST TWELVE MONTHS AND SATISFACTION WITH EACH

91% of the regional park users in the 2018 survey were able to name a source from which they had obtained information about regional parks in the past twelve months. A wide range of information sources were mentioned and, on average, respondents identified 2.9 sources they had used, which is up from 2.6 last year.

The information sources are listed below, in order of frequency of mention in the 2018 survey.

INFORMATION SOURCES	% Using a source		% Satisfaction with source	
	2017 (n=341)	2018 (n=329)	Very satisfied	At all satisfied
Word-of-mouth (friends, family and acquaintances)	72	81	88	100
The Greater Wellington Regional Council website	25	39	71	97
Other websites (e.g. Google maps, Google name of park/bush walks, Council websites, DOC, Things to do, What's on in Wellington, etc.)	25	32	85	98
Information provided on signs at the parks/at the entry to the parks	29	29	73	98
Brochures and pamphlets	28	27	74	100
Newspaper/regional newspaper articles and advertising	31	22	80	100
Social networking sites, (e.g. Facebook, MySpace, Twitter)	13	13	70	100
Information from volunteer groups and/or clubs (including emails, blogs and websites)	12	9	81	100
Information provided at regional park events	7	9	100	100
Listings in online travel sites such as Trip Advisor)	N.A.	7	100	100
Listings in guide books	3	6	50	100
Newsletters (print or email)	3	6	100	100
Smartphone app	N.A.	3	100	100
Some other way (e.g. maps, i-Site, GWRC premises, etc.)	4	5	100	100

It can be noted that the 'GWRC website' is now the second-most prominent information source, behind 'word-of-mouth'. In last year's survey, it was in fifth equal position overall.

6.14. PREFERRED INFORMATION SOURCES FOR ON-GOING COMMUNICATION

The park users were asked to identify, from a list, the information sources they would prefer for receiving regular, on-going communication about regional parks and forests. Respondents identified an average 1.7 information sources they would prefer. Their choices included the information sources listed in the questionnaire, plus some that they freely mentioned, as shown in the table below.

INFORMATION SOURCES PREFERRED	% Preferring a source 2017 (n=329)
The Greater Wellington Regional Council website	27
*Word-of-mouth (friends, family and acquaintances)	26
Social networking sites:	25
- Facebook	18
- Instagram	2
- Twitter	3
- Snapchat	2
Other websites (e.g. Google maps, Google name of park/bushwalks, Council websites, DOC, Tracks.com, What's on in Wellington, etc.)	23
Email newsletters	22
Brochures and pamphlets	16
Smart phone apps	11
Newspaper articles and advertising; local/community newspapers	9
Radio	6
Travel and lifestyle blogs	5
Listings in guide books	1
Listings in online travel sites such as Trip Advisor	1
*Miscellaneous (e.g. post/snail mail; text; information at library; flyers/leaflet drop, etc.)	2
<i>Average no. of information sources preferred</i>	<i>1.7</i>

* *'Word-of-mouth' was not listed, but freely mentioned by respondents.*

In this year's survey, the '*GWRC website*' topped the list of preferred information sources, just ahead of '*word-of-mouth*', '*social networking sites*', '*other websites*' and '*email newsletters*'.

The results in Sections 6.13 and 6.14 indicate that a variety of ‘*channels*’ may still be needed to communicate with existing and potential park users. A wide range of ‘*channels*’ are used and preferred.

‘*Social networking sites (predominantly Facebook)*’ continues to have a substantially higher level of preference (25%) than current usage (13%).

As was noted in last year’s report, ‘*word-of-mouth*’ has been widely used in the past twelve months for obtaining information about the regional parks (81% of park users) but was only named as a preferred source by 26% of park users. This again suggests that whilst ‘*word-of-mouth*’ may not be thought of as a primary information source, it is acknowledged as a key means of ‘*spreading the word*’ about the regional parks.

‘*Information signs at the park*’ are another information source that many park users (29%) have used in the past twelve months but does not feature as a preferred information source.

Electronic messaging (i.e. the GWRC website, other websites, social networking sites, Smartphone apps, etc.) are collectively continuing to grow in importance for on-going communication about the regional parks.

‘*Newspaper articles/advertising*’ and ‘*brochures/pamphlets*’ are important sources of information for some people, but at much lower levels of usage than in previous years.

6.15. GWRC's 'GREATER WELLINGTON GREAT OUTDOORS PROGRAMME'

27% of the survey participants stated they had heard of GWRC's 'Greater Wellington Great Outdoors Programme'.

When asked what they could recall about the programme, 30% of these respondents stated that they had heard of the programme but were 'unsure of the details' or 'could not remember'. The remaining 70% of respondents mentioned an average 1.51 points that they could recall about the programme. These were:

WHAT CAN YOU RECALL ABOUT GWRC'S GREATER WELLINGTON GREAT OUTDOORS PROGRAMME?	% of those aware of the programme (n=136)
	%
A brochure/pamphlet/flyer with a programme of activities/events (well-designed with great photos)	28
It was about the programme of/various/many outdoor activities/events you can participate in/get involved in	26
Runs/walks that you can participate in	16
It's geared toward children/school holiday activities	5
Information/details were at the entrance to the park/QE Park	4
Encouraging people/park users to find (.../things in the park)	4
The Rail Trail	3
It is about getting people active outdoors- walking, biking, etc.	3
Tunnel Gully	3
4WD trips	2
The events are suitable for a wide range of people (children, parents with babies, young and old)	2
Posters about it/posters on the train	2
You have to be quick to get into some activities. They sell out fast	2
Buggy walking	1
Miscellaneous	5
<i>Average number of points recalled</i>	<i>1.51</i>

6.16. AWARENESS OF GWRC'S INVOLVEMENT/RESPONSIBILITIES

WITH REGARD TO THE REGIONAL PARKS

In order to get an indication of the extent of residents' awareness and knowledge of GWRC's involvement with the regional parks, they were asked:

"Prior to taking part in this survey, were you aware that the Greater Wellington Regional Council is responsible for (each area listed below)?"

The table below shows the percentage of regional park users and non-users who were aware of GWRC's involvement in each area of responsibility.

AREAS OF RESPONSIBILITY	TOTAL RESPONDENTS (n=500)	Regional Park Users (n=361)	Park Non-Users (n=139)
The management of the regional parks	70	74	59
Planning and undertaking the maintenance and development programmes associated with the parks	57	58	53
Running the Greater Wellington Great Outdoors Programme	27	30	18
Providing communication channels such as the GWRC website and social media activity (e.g. Facebook) to inform the public about the parks	46	47	42
Defining the rules that enable GWRC to offer the public park experiences while protecting the environment	54	61	35
Providing a park ranger service to support and protect park users	70	79	47

The results indicate that GWRC's involvement in *'the overall management of the regional parks'* and in *'providing a park ranger service'* is widely known, especially to park users. However, GWRC's involvement in other specific areas of responsibility is less well known.

It is especially interesting to note that only 27% of respondents were previously aware that GWRC is responsible for the Greater Wellington Great Outdoors Programme, which some people may attribute to the other councils in the region.

6.17. QUESTIONS/ISSUES RESPONDENTS WOULD LIKE TO DRAW TO GWRC's ATTENTION ABOUT THE MANAGEMENT OF THE PARKS

All the survey participants were asked the following question:

“If you could ask (or tell) the Greater Wellington Regional Council anything at all about the management of the regional parks, what questions and/or issues would you draw to their attention?”

51% of respondents gave a reply. Their comments covered a wide range of points, which are summarised below:

	<u>% Mentioning (n=500)</u>
It is good to have the wide range of (well maintained) parks and activities; you are doing a good job of maintaining the parks; GWRC is doing a good job	11
We need more information/education about the parks, where they are, what you can do in them and what's available; advertise more; tell us about the activities that are coming up	10
What is the state of the rivers in the region? Is the water safe for (dogs/animals/people)? Information about water quality should be at the waterside, not in the papers after we have visited	5
There needs to be more consultation with the public/community/special interest groups (e.g tramping clubs) about the regional parks/how best to make them work for everybody	4
What are their plans to improve/increase toilet facilities? Can we please have more toilet facilities?	4
It would be good if (more) staff were available in the day for security; increased security measures in some parks would be useful	2
Can we please have more rubbish bins in the parks?	2
Which parks/tracks are accessible/have the best access for mountain biking/walking/families?	2
What plans do they have for extending walking tracks/park boundaries/providing access where needed?	2

Continued overleaf

	% <u>Mentioning</u> (n=500)
Keep the environment natural – not sealed tracks; not everyone wants to walk on sealed tracks through the bush; they should have tracks that are not so accessible/have natural ground cover	2
Better/more signage is needed within the parks	2
What are their plans for sustainability/having sustainable management of the parks?	2
Clarify the rules about dogs, for each park	2
The gorse is unsightly/unpleasant. Whose responsibility is it to control/eradicate it?	1
Which parks are GWRC and which ones are local council or DOC responsibility?	1
Would like more walks/facilities for the disabled	1
It would be good to have a dedicated dog park in the Hutt Valley/our area; have more doggy poo disposal bags/bins	1
We need more dedicated tracks for walkers and cyclists	1
We need more history about the regional parks – heritage boards, information pages, etc.	1
Have more picnic tables/areas?	1
Do more promotion of the parks through the schools/workplaces	1
How do they plan to protect our endangered species? What plans do they have for pest control?	1
How can they protect the parks from damage done by visitors/irresponsible people/louts?	1
How will GWRC maintain the infrastructure/cleanliness of the parks with increased visitor numbers? What pressures do an increase in visitor numbers place on the parks?	1
Other	3
<i>Average number of points mentioned</i>	<i>1.25</i>

6.18. THE CONFLICTING NEEDS OF DIFFERENT PARK USERS

The park users were asked the following question:

“In the past twelve months, have you encountered any situations where there has been issues due to the different activities of other park users or user groups?”

26% of the respondents stated that they had experienced a situation. This is significantly up on the 15% of respondents who mentioned this in last year’s survey. The situations they had encountered are summarised below.

	<u>% of Park Users (n=361)</u>
Problems with dogs/dogs off the lead/dogs fighting; problem dog owners; dogs chasing you when you are running; dog walkers with several dogs	10
Mountain bikers/cyclists colliding/nearly colliding with other track users; mountain bikers and their impact on tracks; mountain bikers need to respect other park users; there should be separate tracks for bikers and walkers	7
Irresponsible rubbish disposal (e.g. rubbish dropped on tracks/in various places) – it requires more bins/better management; overflowing rubbish bins at several places	3
People interfering with cars (cameras have worked to some degree, but more are needed)	2
Kitchen areas crowded out/dominated by big groups; some groups not sharing the kitchen facilities (Kaitoke); shared facilities not being shared	2
Encounter livestock/livestock droppings on some tracks that go through private land	1
Other mentions	3
<i>Average no. of situations encountered</i>	1.1

Respondents were questioned about how well each of the issues were resolved. Opinion was divided, with approximately one-third of those who experienced a situation stating that it had been ‘*well resolved*’, one-third stating that it was ‘*not well resolved*’, and one-third stating either that ‘*it wasn’t resolved*’, or they were ‘*uncertain of the outcome*’.

Only 10% of the respondents who had experienced a dog issue stated that it had involved a group of dogs, such as those experienced with commercial dog walkers. However, some other respondents indicated that ‘*it is difficult to know whether they were commercial dog walkers*’.

6.19. PROFILE OF REGIONAL PARK USERS/NON-USERS IN THE CORE SURVEY

The table below compares the profile of park users and non-users with that of the total sample, for the last two surveys. Results again reveal that the greater Wellington regional parks and forests continue to be visited by a broad cross-section of the public.

PROFILE BY GENDER, AGE, & ETHNICITY	TOTAL		PARK USERS		NON-USERS	
	2017	2018	2017	2018	2017	2018
	%	%	%	%	%	%
<u>GENDER</u>						
Male	50	50	49	48	53	54
Female	50	50	51	52	47	46
TOTAL	100	100	100	100	100	100
<u>AGE GROUPS</u>						
16 to 29 years	19	21	18	20	22	23
30 to 49 years	40	38	40	38	41	38
50 years and over	41	41	42	42	37	39
TOTAL	100	100	100	100	100	100
<u>ETHNICITY</u>						
NZ European/New Zealander	80	77	82	79	75	72
British	2	3	2	3	3	4
Other European	1	2	1	1	1	3
NZ Maori	15	16	15	15	16	18
Pacific Island	5	6	4	5	6	8
Asian (Chinese, Indian, Other)	8	9	9	10	6	7
Other groups	3	4	3	4	3	4
TOTAL	114%	117%	116%	117%	110%	116%
<u>COMBINED HOUSEHOLD INCOME (PRE-TAX)</u>						
Up to \$30k per year	11	10	9	7	16	17
Over \$30k to \$40k	8	7	6	4	13	14
Over \$40k to \$60k	11	10	13	12	6	4
Over \$60k to \$80k	13	11	15	14	10	4
Over \$80k to \$100k	13	12	16	14	6	8
Over \$100k	31	35	29	34	35	38
Don't know/refused	13	15	12	15	14	15
TOTAL	100	100	100	100	100	100

As in previous surveys, it is interesting to note that the income categories indicate that park users are more strongly represented in the middle-income groups (over \$40k to \$100k) than are non-park users.

7. THE RESEARCH RESULTS FOR
QUEEN ELIZABETH PARK

QUEEN ELIZABETH PARK

In this year's survey, additional interviews were conducted among Kapiti residents, specifically to gather information to assist with the future planning of Queen Elizabeth Park. Key areas of investigation are covered in the following sections of this report.

7.1. ACTIVITIES OR FACILITIES THAT KAPITI RESIDENTS WOULD LIKE TO SEE AT QUEEN ELIZABETH PARK

Kapiti residents were initially introduced to the Queen Elizabeth Park section of the survey by saying:

“Queen Elizabeth Park is a large recreation reserve and not all areas are currently used for recreation activities. Are there other recreation activities or facilities you would like to see in this park?”

54% of the respondents identified an activity or facility they would like to see included. On average, they mentioned 1.13 different activities or facilities. Their thoughts and ideas were quite varied and are summarised below, using example verbatim comments.

ACTIVITIES OR FACILITIES RESPONDENTS WOULD LIKE TO SEE AT QUEEN ELIZABETH PARK	% of total Kapiti residents (n=151)
<p><u>FAMILY SPACES/CHILDREN'S PLAYGROUND, ETC</u> e.g. <i>More spaces for families/younger children//A children's playground would be good//A small playground//Kids swings/slides//More playgrounds//Create a natural adventure park in the established area//Build ramps to use for BMX//Have facilities for remote controlled trucks and boats//</i></p>	% <u>9</u>
<p><u>SPORTS/SPORTS-RELATED</u> e.g. <i>There used to be sports held there, but that has not been for a long time. It would be good if they could be held there again//It is a huge space but nothing happens there. Have more horse riding events//Build a cricket pitch. Create small areas for cricket, with seats around//A golf course was suggested a long time ago, which was a good idea//Hold motor sport events//There is space for sports/sports grounds//</i></p>	<u>7</u>
<p><u>HOLD MUSIC FESTIVALS/CONCERTS THERE</u> e.g. <i>Introduce a music festival, family orientated for all ages//Concerts. There are several natural amphitheatres where you could hold them//Festivals//We used to have concerts. It would be good for the community to have concerts there//Concerts – family events//</i></p>	<u>7</u>
<p><u>TRACKS</u> e.g. <i>The tracks and land are bland. It needs more variation. Have some mounds up and down//More walking tracks//More walking places with more trees//More sole horse tracks//More activity paths//Would like to see more criss-cross track//More tracks for mountain biking//</i></p>	<u>6</u>

Continued overleaf

ACTIVITIES OR FACILITIES RESPONDENTS WOULD LIKE TO SEE AT QUEEN ELIZABETH PARK	% of total Kapiti residents (n=151)
<p><u>FACILITIES ARE NEEDED CLOSER TO/AT THE BEACH</u></p> <p>e.g. <i>There are no changing facilities at the beach//More shade trees are needed down by the beach. Only a few people swim at QE Park, because there is no shade//Relocate some of the existing facilities (e.g. picnic areas, toilets, changing areas closer to the beach)//Put a community coin-operated barbeque at the end of the rail, by the beach//</i></p>	<p>% <u>5</u></p>
<p><u>PICNIC TABLES/AREAS/FACILITIES</u></p> <p>e.g. <i>Picnic tables are needed//More picnic tables//Develop more picnic areas, especially down by the beach//Have more facilities for families to have picnics//</i></p>	<p><u>5</u></p>
<p><u>CAMPING</u></p> <p>e.g. <i>Allow freedom campers to stay in the park//Be able to camp in the park grounds//Enable families to experience camping in a safe environment//Have free camping//</i></p>	<p><u>4</u></p>
<p><u>MORE RUBBISH BINS</u></p> <p>e.g. <i>More rubbish bins are needed//More rubbish bins for disposal of dog poo bags//Have rubbish bins and see that they are emptied regularly//</i></p>	<p><u>3</u></p>
<p><u>MORE TOILET FACILITIES</u></p> <p>e.g. <i>More toilets are required//Have toilets at the end of the tram ride//</i></p>	<p><u>3</u></p>
<p><u>DOG FACILITIES</u></p> <p>e.g. <i>More dog friendly things are needed//Have dedicated dog walking tracks//More rubbish bins for dog owners//</i></p>	<p><u>3</u></p>
<p><u>GARDENS/WATER FEATURES</u></p> <p>e.g. <i>A flower garden would be good//A community garden that people could enjoy//Create water features. More lakes are required. There is a lot of swamp there now//A fountain//</i></p>	<p><u>3</u></p>
<p><u>FACILITIES FOR HORSE RIDERS</u></p> <p>e.g. <i>Plain signs that warn horse owners//We need high handles to open gates for people on horses//</i></p>	<p><u>2</u></p>
<p><u>CULTURAL</u></p> <p>e.g. <i>A marae for our community//Art features – i.e. Maori, history, culture//Have something that reflects the history and heritage of the Kapiti area//</i></p>	<p><u>2</u></p>
<p><u>MISCELLANEOUS</u></p>	<p><u>2</u></p>

7.2. CURRENT USES OR FACILITIES THAT SHOULD CHANGE

The research participants were next asked:

“Thinking about how Queen Elizabeth Park is used at present, are there any current uses or facilities that you think should change?”

26% of the Kapiti residents interviewed felt that there should be some changes. These are as follows:

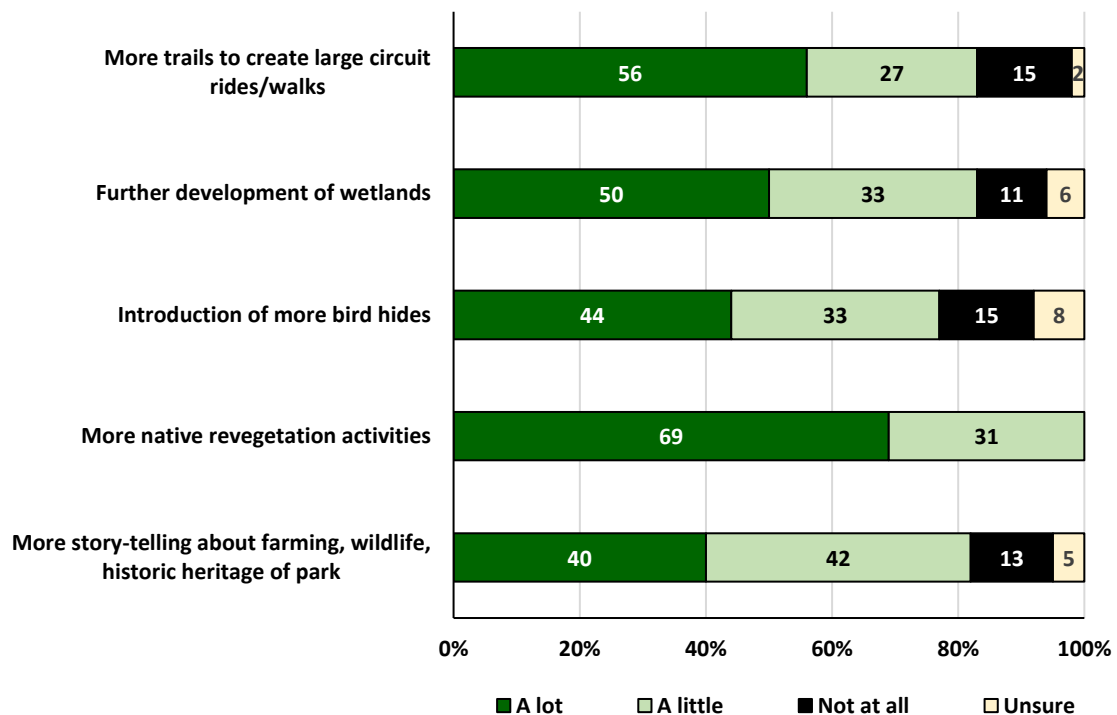
CURRENT USES OR FACILITIES THAT SHOULD CHANGE AT QUEEN ELIZABETH PARK	% of total Kapiti residents (n=151)
Tracks <i>(e.g. have better track maintenance; attend to the tracks that are no longer maintained; have fewer metalled tracks; have dedicated tracks/trails for mountain bikes/horses/walkers; there needs to be some fast grass horse trails)</i>	6
Management of park flora and fauna <i>(e.g. more tree planting; redo planting along the stream; manage weed eradication better; attend to water quality in stream so eels don't die; turn scrubland back into farmland)</i>	5
Toilets <i>(e.g. there should be more toilets throughout the park; upgrade/modernise the toilet facilities)</i>	4
Picnic areas <i>(e.g. the picnic areas should have outdoor barbeques; create more barbeque areas in the park; have a barbeque area down by the beach)</i>	2
Upgrade 'tired' facilities <i>(e.g. some buildings need a spruce up; they need to modernise/attend to seating/benches)</i>	2
Rubbish bins <i>(more are needed in the park)</i>	2
More security is needed so people feel safe	1
Limit farming/the amount of farming that is done there	1
Get rid of the trams	1
Miscellaneous	3

7.3. TO WHAT EXTENT ARE VARIOUS IDEAS CONSIDERED TO ENHANCE QUEEN ELIZABETH PARK?

Respondents were informed that there are a number of ideas that could be considered for Queen Elizabeth Park, to enhance its appeal and use. These concepts, which are shown below, were read to the research participants. They were then asked whether they thought each concept would enhance the park ‘a lot, a little, or not at all’.

The results of this questioning were as follows.

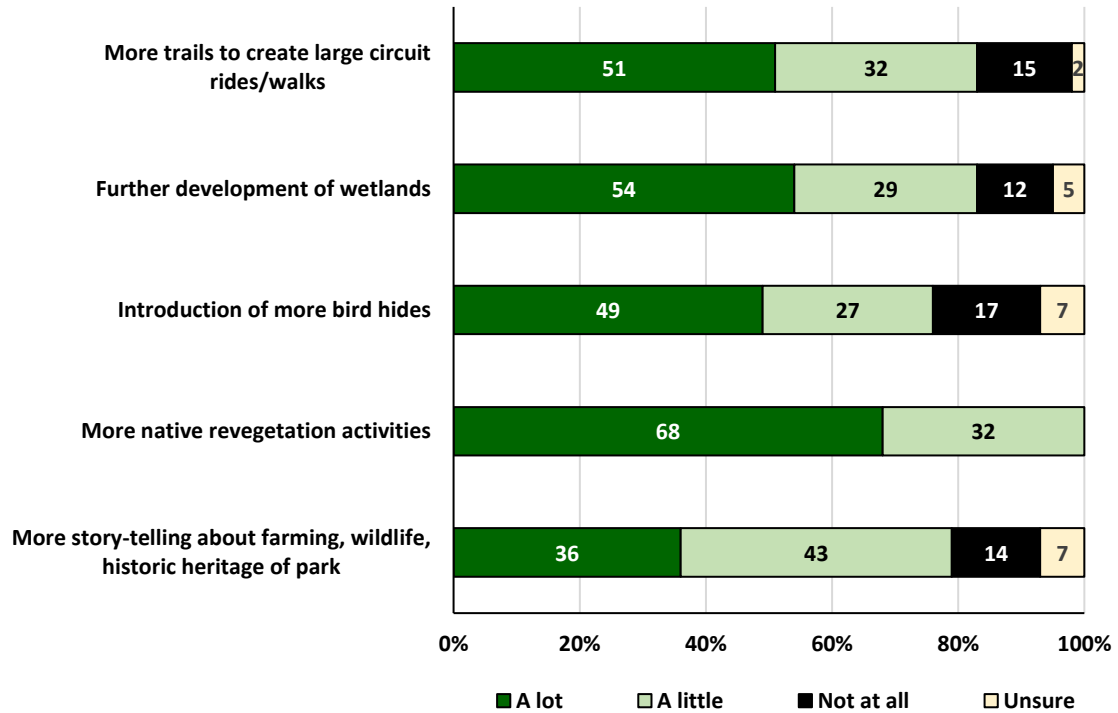
TOTAL SAMPLE OF KAPITI RESIDENTS (n=151)



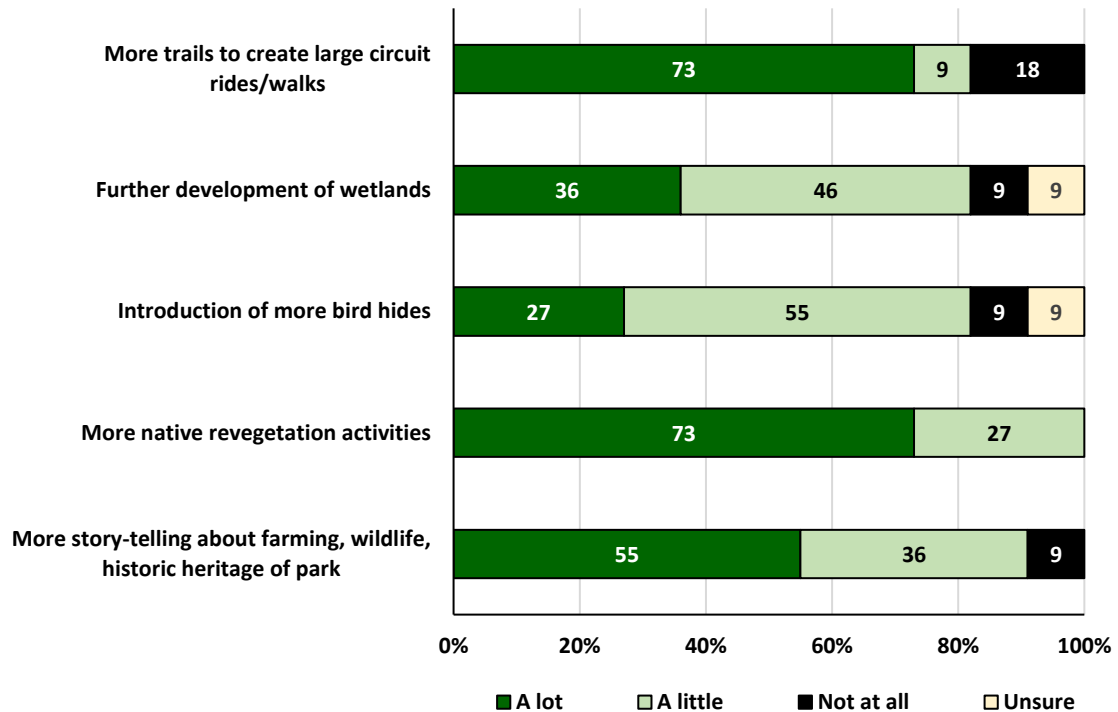
Results indicate that all of the concepts presented had some appeal to the majority of the Kapiti residents. ‘*More native revegetation activities*’ was, however, the idea most strongly supported for enhancing Queen Elizabeth Park.

These results have been further analysed by current users and non-users of Queen Elizabeth Park. All respondents answering this question were Kapiti Coast residents.

KAPITI RESIDENTS WHO HAD VISITED QUEEN ELIZABETH PARK IN THE PAST TWELVE MONTHS OR SO (n=119)



KAPITI RESIDENTS WHO HAD NOT VISITED QUEEN ELIZABETH PARK IN THE PAST TWELVE MONTHS OR SO (n=32)



Having considered the above list of ideas, the research participants were then asked to *freely* identify any other activities or facilities that they thought should be considered for Queen Elizabeth Park. 28% of respondents made an average 1.2 different suggestions and these are summarised below.

<u>OTHER ACTIVITIES OR FACILITIES SUGGESTED</u>	% of total Kapiti residents (n=151)
<p>Activities/facilities that are more family friendly/appeal to children (e.g. <i>Have more children orientated activities, like flying foxes, bridges in trees, climbing walls, BMX track; have a family friendly children's playground; learning to cycle circuits for kids; kite flying; school holiday activities; develop picnic areas and other areas that make the park more family friendly; more picnic areas at the north end of the park</i>)</p>	9
<p>Have specific events (e.g. <i>Have an amphitheatre where organised events and activities can be held in the park; hold more events there such as concerts, horse events – people would then have a reason to go there; have an organised charity walk; festivals for all ages; teddy bear picnics held at the weekend; hold more events in general; have more activities that get people along to the park, but make sure they do not interrupt the natural atmosphere of the park</i>)</p>	5
<p>Enhancement of the park's flora and fauna (e.g. <i>I like the idea of more native revegetation; further development of wetlands and natural fauna; I agree with more bird hides; develop the wetlands for the birds; turn the wild scrubland back to farm land; discontinue the practise of using sprays</i>)</p>	5
<p>Tracks and trails for specific activity (e.g. <i>Have more trails for walking; develop areas for mountain biking; have dedicated tracks for separate use – mountain biking, horse riding, walking</i>)</p>	3
<p>Park beautification/gardens (e.g. <i>Develop more water features; have a community garden that different groups are responsible for; have a community garden to enable people to take part and learn – it would be educational; brighten up the park with some gardens</i>)</p>	3

Continued overleaf

<u>OTHER ACTIVITIES OR FACILITIES SUGGESTED</u>	% of total Kapiti residents (n=151)
Dog facilities (e.g. Have a dog walking area; have a fenced dog park; develop specific areas with agility equipment for training dogs)	3
Various other park facilities (e.g. Rebuild the bridge over the stream and build a bigger, stronger one; have water/drinking fountains along the tracks; develop a museum of the park's history such as its WWII connection; have a café/refreshment facilities)	3
More promotion of the park (e.g. Have information pamphlets about QE park and what you can do there, such as riding the trams; the park needs more advertising about what various groups do in the park; I know that remote controlled planes are flown there and that there is horse riding, but what else is there?)	2
Cultural/heritage (e.g. Have park features that celebrate cultural heritage, such as a piece of Maori carving like they have at the Paraparaumu Police Station; change the name of the park, so it is more appropriate/reflects the cultural heritage of the area)	1

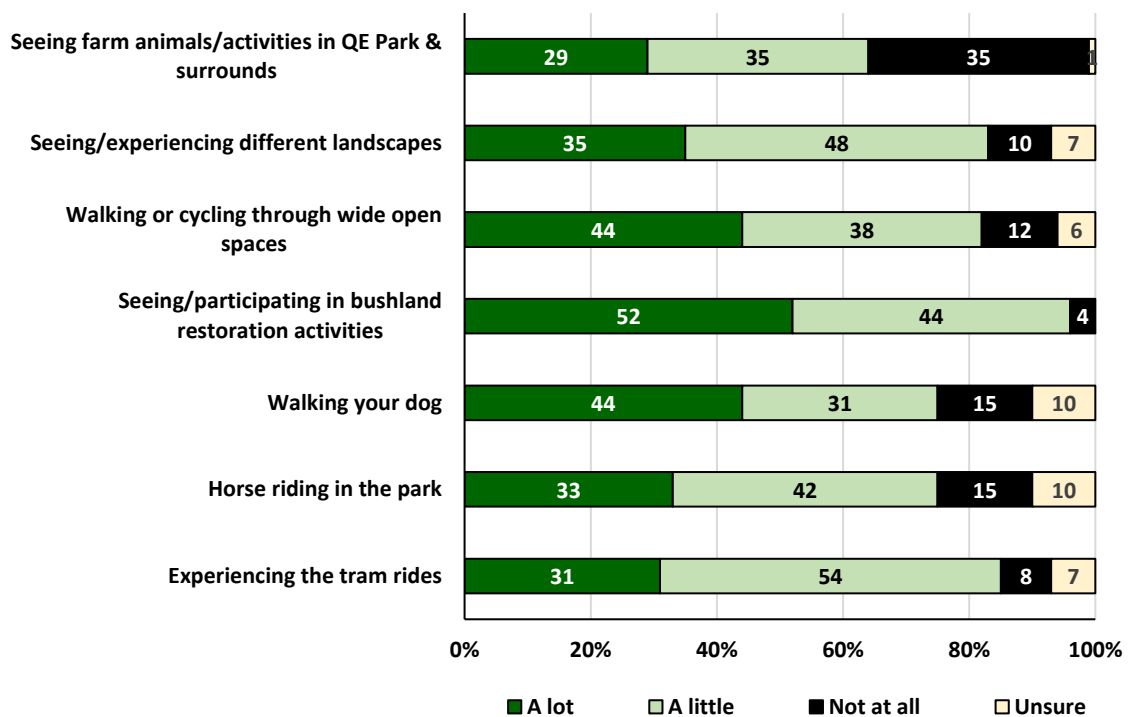
7.4. TO WHAT EXTENT WOULD THE FOLLOWING EXPERIENCES APPEAL WHEN VISITING QUEEN ELIZABETH PARK?

The Kapiti residents who participated in the research were further questioned as follows:

“To what extent do you, or would you, like the following experiences when visiting Queen Elizabeth Park – a lot, a little, or not at all?”

The results of this questioning are shown in the chart below.

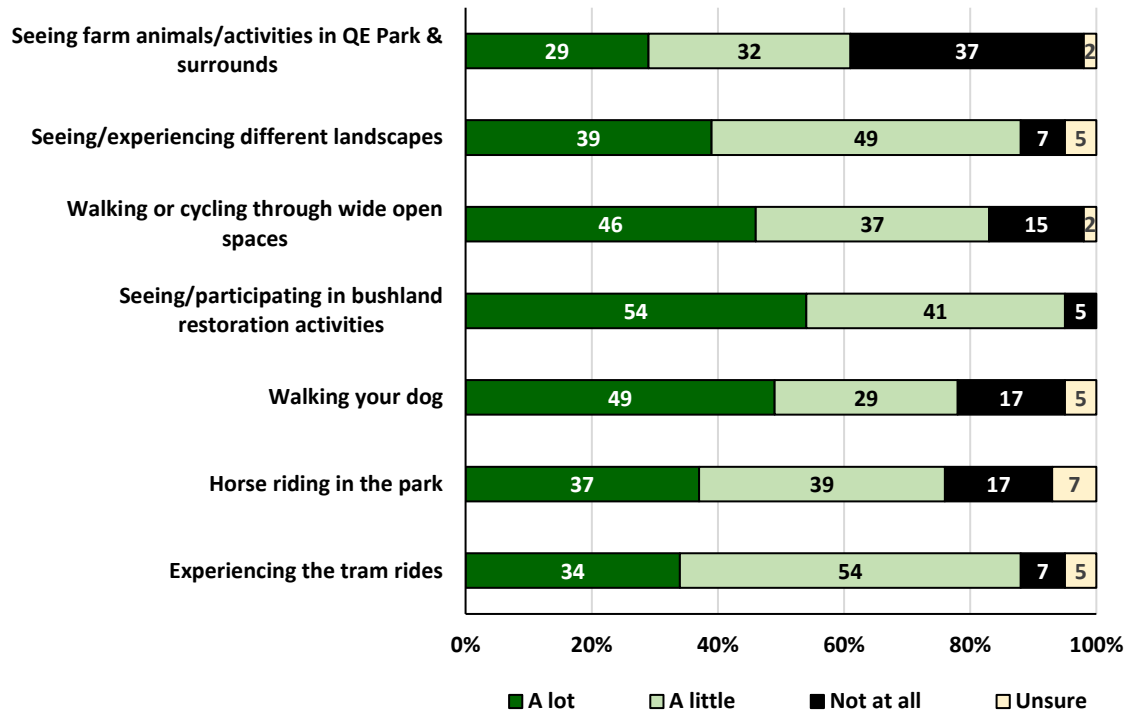
TOTAL SAMPLE OF KAPITI RESIDENTS (n=151)



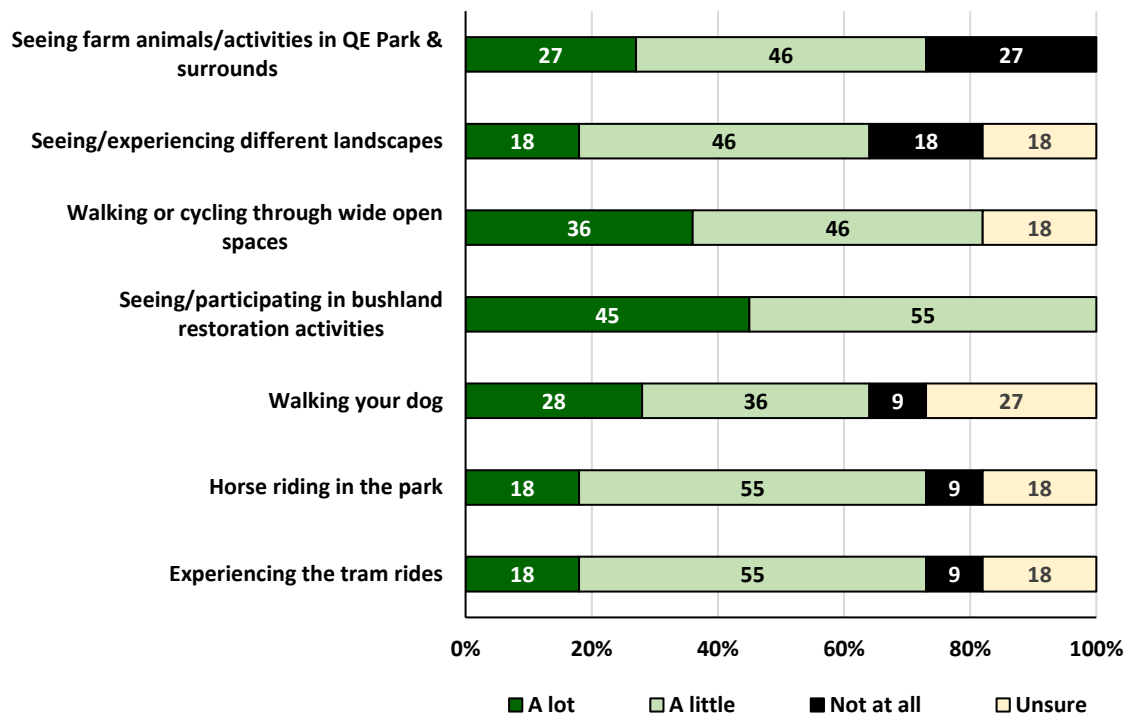
The majority of Kapiti residents felt that each of the experiences would appeal to some extent. ‘Seeing, or participating in, bushland restoration activities, such as native vegetation plantings for wildlife’ held the greatest degree of appeal overall. This is consistent with the earlier findings relating to the appeal of ‘the native revegetation activities’.

Again, these results are broken down by users and non-users of Queen Elizabeth Park (see charts overleaf).

KAPITI RESIDENTS WHO HAD VISITED QUEEN ELIZABETH PARK IN THE PAST TWELVE MONTHS OR SO (n=119)



KAPITI RESIDENTS WHO HAD NOT VISITED QUEEN ELIZABETH PARK IN THE PAST TWELVE MONTHS OR SO (n=32)



7.5. WHAT KAPITI RESIDENTS LIKE MOST ABOUT THE INLAND PARTS OF QUEEN ELIZABETH PARK

The research participants were asked to freely identify what they like *most* about the inland parts of Queen Elizabeth Park, i.e. the areas of the park that are away from the beach. 87% of the Kapiti residents interviewed identified an aspect of the park that they particularly liked. On average, they identified 1.62 different elements.

The elements of the park that respondents identified covered the following:

QUEEN ELIZABETH PARK ASPECTS <u>MOST</u> LIKED	% of total Kapiti residents (n=151)
	%
<u>THE LANDSCAPE/SCENERY:</u>	<u>54</u>
The wide open space (and the sense of freedom it gives)	13
The wetlands/restoration of wetlands; the last bit of unspoilt wetlands	8
The sand dunes	8
The ruggedness/barren landscape	8
The (natural beauty of) the scenery/landscape	8
The rolling/undulating landscape	7
The farmland	2
<u>THE BUSH, WATER, BIRDLIFE, NATURAL ENVIRONMENT:</u>	<u>20</u>
The native bush/trees/foilage	10
The water/streams/river	5
The birds/native birds; there is a lot of birdlife there	3
It is safe bush to walk through (you don't have to watch where you step)	2
<u>THE TRACKS/TRAILS:</u>	<u>16</u>
The cycle tracks/trails/newish cycle track (diverse terrain, uphill and down)	11
The tracks are wider/well paved/well maintained	5
<u>THE PEACE, QUIET, SOLITUDE</u>	<u>10</u>
The peace and quiet/solitude (away from people/the crowds/the traffic/the concrete jungle)	
<u>THE ACCESSIBILITY</u>	<u>10</u>
The accessibility; the access is good/easy; the park is accessible but retains a feeling/sense of non-urban	
<u>THE PICNIC AREAS</u>	<u>8</u>
The picnic areas; there are good areas/a lot of different areas for picnics	
<u>HORSE RIDING</u>	<u>5</u>
It is an excellent/great place to ride horses (in their natural state); the new/improved equestrian facilities are excellent	
<u>THE TRAMS</u>	<u>5</u>
<u>MISCELLANEOUS</u>	<u>13</u>

7.6. WHAT KAPITI RESIDENTS LEAST LIKE ABOUT QUEEN ELIZABETH PARK IN GENERAL

Kapiti residents were then asked to freely identify what they *least* liked about Queen Elizabeth Park in general. 65% of them identified an aspect of the park they least liked. Their dislikes covered a number of aspects of the park. These are outlined below, using examples of respondents' verbatim comments.

ELEMENTS OF QUEEN ELIZABETH PARK <u>LEAST</u> LIKED	% of total Kapiti residents (n=151)
<p><u>THE PARK/LANDSCAPE/SCENERY IS BLAND/PLAIN/BORING/LACKS VITALITY AND INTEREST</u></p> <p>e.g. <i>It is too similar/bland all through the park. It needs breaking up with new things/features//The scenery is plain, mainly bush. Different greenery would help//The landscape and vegetation is boring; not a lot of variation in the vegetation and trees. It needs more planting of the largest trees//It does not have much vitality and attraction for me//In my mind, there is sand and not much else//It is barren. It needs more walks and trees//The park needs more facilities to appeal to a wide variety of people, including visitors from out of town//It needs more interesting and different things/features to attract people. The walkways are boring//It is quite boring. A lot of grass. I can stay home and have a picnic on my own grass. There used to be a sand dune you could barrel down in, but they banned that activity//QE Park needs something more, but I don't know what. It's seems to still be in its infancy//</i></p>	<p>% <u>16</u></p>
<p><u>CONFLICTING INTERESTS OF PARK USERS</u></p> <p>e.g. <i>Cyclists and walkers need separate tracks//Cyclists ride too quickly and you don't see them coming//Some cyclists do not respect the walkers//People do not respect other people's interests, e.g. Model aircraft flying over horses and the models are getting bigger//Horses and bikes need to be on separate tracks//Horses and mountain bikers do not mix//</i></p>	<p><u>7</u></p>
<p><u>SAFETY ISSUES</u></p> <p>e.g. <i>I least like the fact that you can often find dodgy people sitting in cars//It would be good if there were more people around the park, especially during the week. You would feel safer//The gates should be closed at 8pm for public safety and the protection of the park//They should stop the cars going right down to the beach – for safety reasons//More lighting is needed down the roadway to the beach, after 6.30pm//</i></p>	<p><u>6</u></p>
<p><u>THE TRACKS</u></p> <p>e.g. <i>I dislike the paved walkways. I would prefer natural tracks//There is a lack of track maintenance in some areas of the park//The quality of the bike tracks could be improved//There is a need for more/varied tracks//More variety is needed in the tracks available to explore the park//</i></p>	<p><u>6</u></p>

Continued overleaf

ELEMENTS OF QUEEN ELIZABETH PARK <u>LEAST</u> LIKED	% of total Kapiti residents (n=151)
<p><u>IT REQUIRES MORE/BETTER MAINTENANCE OF THE PARK AND THE ENVIRONMENT</u></p> <p>e.g. <i>I dislike the lack of weed control//Blackberries have choked other vegetation in the park//The amount of noxious vegetation is unsatisfactory//There is a rabbit problem//One of the streams is polluted at the south end of Queen Elizabeth Park//There was the problem of the eels dying due to poor water quality//Erosion at the beach//Lack of maintenance. Some of the facilities are a bit run down//Maintenance is required. There has been no bridge since the storm//</i></p>	<p>%</p> <p><u>6</u></p>
<p><u>IT NEEDS A GOOD CHILDREN'S PLAY AREA/PLAYGROUND</u></p> <p>e.g. <i>It needs a good children's play area//There needs to be a proper playground for the younger children//The park, as it is, is more for older children. There is not much for the little ones//Perhaps an adventure playground would be good//</i></p>	<p><u>5</u></p>
<p><u>LACK OF RUBBISH BINS</u></p> <p>e.g. <i>There are not enough rubbish bins//Overflowing rubbish bins are a problem//Rubbish bins are not cleared often enough//Separate bins are needed for doggy dos//There needs to be more bins for dog poo bag disposal//</i></p>	<p><u>5</u></p>
<p><u>ACCESS TO THE WHOLE OF THE PARK</u></p> <p>e.g. <i>Farming. The whole park should be available to the public//Access. There are parts of the park that you cannot go to//When there are gymkhanas, they keep people away from the horses and you can't get to the bush area/where there is birdlife in the middle of the park//</i></p>	<p><u>4</u></p>
<p><u>DOGS/UNCONTROLLED DOGS</u></p> <p>e.g. <i>Dogs can be a problem. I have had a situation where a dog not on the leash attacked my dog//There are too many loose dogs in the park//Problem dog owners who do not control their dogs//Uncontrolled dogs are a problem//</i></p>	<p><u>4</u></p>
<p><u>THE NAME OF THE PARK</u></p> <p>e.g. <i>The name of the park. Queen Elizabeth is a bit outdated as a name for the park//I would prefer the park to be named differently, to reflect its rich history//There has been some debate about the name of the park and whether it should have a name more in keeping with today's focus on Maori heritage and culture//</i></p>	<p><u>3</u></p>
<p><u>MISCELLANEOUS</u></p>	<p><u>3</u></p>

8. CONCLUSION/EXECUTIVE OVERVIEW

8. CONCLUSION/EXECUTIVE OVERVIEW

The 2018 survey indicates another year of growth in the use of the regional parks, following on the back of a warm, dry summer.

The results of the latest survey show that *'past twelve months'* usage of the regional parks has continued to trend upwards, with 72% of residents indicating they had visited an average 2.8 parks for which GWRC is responsible. This compares to 68% of residents visiting parks in 2017, 64% in 2014 and 53% back 2010. The average number of parks visited has increased from 2.7 in 2017, up from 2.5 in 2014 and 1.9 in 2010.

The overall level of satisfaction with the regional park experience remains high.

Reasons for non-visitation, and factors that limit residents' use of the parks, remain similar to those identified in last year's survey. They are strongly based around *'lack of time'* and *'other priorities/commitments'*. However, a range of other practical considerations (e.g. health, age, fitness) and psychological barriers (e.g. lack of enjoyment of outdoor activities, preference for leisure activities closer to home/city, lack of confidence) also have an influence on some people.

The 2018 survey confirms what park users most value about their park experience. The major benefit is seen as the parks give people *'a sense of freedom/chance to relax/respice from city living'*. This is coupled with a range of enjoyment factors, such as the inherent beauty of the scenery and native bush, the birdlife, fresh air, the variety of tracks available and the challenge/sense of achievement that can be gained from the park experience.

Park users continue to utilise a range of traditional and emerging/electronic media for information about the parks. The GWRC website has now topped the list of preferred information sources, just ahead of word-of-mouth, social networking sites, other websites and email newsletters.

New questioning in 2018 has revealed that GWRC's involvement in *'the overall management of the regional parks'* and in *'providing a park ranger service'* is widely known, i.e. by 70% of residents in the greater Wellington region. However, GWRC's specific involvement in other areas of responsibility is less well known (i.e. the planning and maintenance programme, defining the rules of the park, providing access to information through communication channels, and running the Greater Wellington Great Outdoors Programme).

With regard to the latter, it is interesting to note that only 27% of respondents were previously aware that GWRC is responsible for the Greater Wellington Great Outdoors Programme. This may be due, in part, to the fact that some people freely associate the programme/specific events with the city councils in the region. The extent of this association was noted but not specifically measured in the survey.

The growth in visitation of the regional parks has placed some pressure on the conflicting needs of different park user groups. This is evident in this year's survey, with 26% of respondents stating they had experienced a conflicting situation, up from 15% in 2017. The most frequently mentioned conflicts related to dogs and mountain bikers.

The results of the 2018 Core Survey also provide a number of other interesting insights to the public's usage and attitudes toward the regional parks, including information on awareness and usage levels for individual parks, the level of first time usage, activities that are emerging in the parks, awareness of the '*Greater Wellington Great Outdoors Programme*' and questions/issues they would like to bring to the attention of the Greater Wellington Regional Council.

The 2018 research has also placed a focus on Kapiti residents' usage, attitudes and thoughts on the future direction of Queen Elizabeth Park. The information, which was gathered from a general cross-section of local residents, will be useful for planning purposes and to complement the Parks Network Plan Review consultation.

9. QUESTIONNAIRE

COMMUNITY SURVEY INTO THE
USAGE OF REGIONAL PARKS

February – April 2018

SECTION A: INTRODUCTION.

“Good morning/afternoon/evening. I am from Peter Glen Research, a market research company. We are conducting a survey on behalf of the Greater Wellington Regional Council, to check the public’s awareness, usage and opinions about regional parks.”

“For this particular interview, I need to speak to a (person/male/female) over 16 years of age, who permanently lives in the Greater Wellington region.”

“Is there somebody in your household who would be able to help me with the interview please?”

IF MORE THAN ONE PERSON QUALIFIES, ASK TO SPEAK TO THE PERSON WHOSE BIRTHDAY FALLS NEXT. REPEAT INTRODUCTION IF NECESSARY.

IF APPROPRIATE PERSON IS UNAVAILABLE, ARRANGE TIME TO CALL BACK.

Respondent Name: _____

Time/day to call back: _____ Phone number: _____

“The interview will take approximately (...) minutes. Is it convenient to complete the interview now, or is there a more convenient time I should call back?”

IF NECESSARY, RECORD CALL BACK DETAILS.

Respondent Name: _____

Time/Day to Call Back: _____ Phone number: _____

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SECTION B: REGIONAL PARKS AND FORESTS QUESTIONS

“The first set of questions is about regional parks in the greater Wellington region. By regional parks, we are referring to large tracts of publicly owned land that border towns and cities, rather than city gardens, sports or playgrounds. And by the greater Wellington region, we are referring to all areas from Wellington itself up to the Kapiti Coast and north of Masterton.”

Q.1 (a) “Can you please tell me the names of all the regional parks that you can recall in the greater Wellington region?”

(b) “Any others?” **PROBE UNTIL ‘NO’.**

FOR EACH ONE NOT MENTIONED, ASK:

(c) “Have you previously heard of (...)?”

	<u>(a) 1st Park Recalled</u>	<u>(a)/(b) Other Parks Recalled</u>	<u>(c) Aware After Prompting</u>
Battle Hill Farm Forest Park	01	02	03
Belmont Regional Park	01	02	03
East Harbour Regional Park (including the hills between Eastbourne and Wainuiomata, Butterfly Creek, the Parangarahu (or Pencarrow) Lakes Block and Baring Head)	01	02	03
Hutt River Trail (from Hikoikoi Reserve on the Petone foreshore, to Birchville north of Upper Hutt)	01	02	03
Kaitoke Regional Park	01	02	03
Queen Elizabeth Park	01	02	03
Akatarawa Forest	01	02	03
Pakuratahi Forest (including Tunnel Gully recreational area and Rimutaka Rail Trail)	01	02	03
Whitireia Park	01	02	03
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	01	02	03
Waikanae River Trail	01	02	03
Otaki River Trail	01	02	03
Other (specify) _____	01	02	
NONE OF THESE	01		

Q.2 (a) “Which of these regional parks have you visited in the past 12 months?”

READ LIST IN ROTATED ORDER

FOR EACH PARK VISITED, ASK:

(b) “How often have you visited (...park...) in the past twelve months?”

<u>CODE SCALE:</u>	Once_____	01
	2-4 times_____	02
	5-6 times_____	03
	Monthly_____	04
	Fortnightly_____	05
	Weekly_____	06
	Daily_____	07

(c) “What activities have you undertaken in (...park...) in the past twelve months?”

CODE ACTIVITIES:

Walking/bush walking_____	01	Driving for pleasure (e.g. 4WD, Trail biking)_____	13
Running/jogging_____	02	Participated in organised sports event_____	14
Walking/running with dog_____	03	Canoeing/kayaking/rafting_____	15
Mountain biking/cycling_____	04	Photography_____	16
Swimming_____	05	Painting/artwork_____	17
Fishing_____	06	Researching/nature study_____	18
Hunting animals or game birds__	07	Family outings/recreation_____	19
Tramping_____	08	Outings with organised groups_____	20
Camping_____	09	Operating model aircraft/drones/similar devices__	21
Horse riding_____	10	Volunteer activities e.g. planting trees, building or maintaining tracks_____	22
Picnics/barbeques_____	11	Attended a Greater Wellington Great Outdoors Event_____	23
Hang gliding/para-gliding_____	12	Other (specify)_____	24

(d) “When you last visited (...park...), how satisfied were you with (...park...) as a place to (..main activity..)? Would you say you were ... **(READ SCALE)**?”

CODE SCALE:

Very satisfied_____	01
Satisfied_____	02
Neutral_____	03
Dissatisfied_____	04
Very dissatisfied_____	05

IF RESPONDENT HAS VISITED MORE THAN ONE REGIONAL PARK IN Q.2(a), ASK:

(e) “Which of the regional parks did you *last* visit?”

RECORDING SPACE FOR QUESTION 2 (a) – (e)

	<u>(a) Have Visited</u>	<u>(b) Frequency of Visit</u>	<u>(c) Activity</u>	<u>(d) How Satisfied?</u>	<u>(e) Last Visited</u>
Battle Hill Farm Forest Park	01				01
Belmont Regional Park	02				02
East Harbour Regional Park	03				03
Hutt River Trail	04				04
Kaitoke Regional Park	05				05
Queen Elizabeth Park	06				06
Akatarawa Forest	07				07
Pakuratahi Forest Park	08				08
Whitireia Park	10				10
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	11				11
Waikanae River Trail	12				12
Otaki River Trail	13				13
NONE OF THESE PARKS	14	(If '14', skip to Q 6 and ask the remainder of the questionnaire)			

Q.3 (a) “Have you, or anyone in your immediate family/household, operated any of the following equipment in any of the regional parks in the **past** twelve months or so?”

<u>READ LIST</u>	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
A pram or pushchair	01	02	03
A wheelchair or other mobility assistance device	01	02	03
An e-bike (or electric bike)	01	02	03
An electric scooter or motorised toy	01	02	03
A model aircraft or drone	01	02	03
Any other battery-powered device	01	02	03

(b) “Do you think you, or members of your household, would like to operate any of these equipment items in the regional parks in the **next** twelve months or so? Which ones?”

<u>CIRCLE ALL THAT APPLY</u>	
A pram or pushchair	01
A wheelchair or other mobility assistance device	02
An e-bike (or electric bike)	03
An electric scooter or motorised toy	
A model aircraft or drone	04
Any other battery-powered device	05
NONE OF THESE - Skip to Q.3 (e)	06

(c) “In your opinion, are the facilities that are currently available in the regional parks suitable for your needs with regard to (.. activity ..)?”

Yes _____ 01 - Skip to Q.3 (e)
 No _____ 02 - Ask Q.3 (d) & (e)
 (Unsure) _____ 03 - Skip to Q. 3 (e)

Q.3 (d) “Can I please check, why are the current facilities not suitable for (.. activity ..)?”

PROBE UNTIL CLEAR

(e) “Are there any other activities that you would like to do in the regional parks, that you are currently unable to do?”

Yes _____ 01 - Ask Q.3 (f)
No _____ 02 - Skip to Q.4

(f) “What are those activities?”

PROBE UNTIL CLEAR

Q.4 “Which, if any, of the regional parks and forests we have talked about, did you visit **for the first time** in the past twelve months?”

	(a) Visited for the 1 st time
Battle Hill Farm Forest Park	01
Belmont Regional Park	02
East Harbour Regional Park	03
Hutt River Trail (from Hikoikoi Reserve on the Petone foreshore, to Birchville north of Upper Hutt)	04
Kaitoke Regional Park	05
Queen Elizabeth Park	06
Akatarawa Forest	07
Pakuratahi Forest Park (including Tunnel Gully recreational area and Rimutaka Rail Trail)	08
Wairarapa-Moana Wetlands Park	09
Whitireia Park	10
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	11
Waikane River Trail	12
Otaki River Trail	13
NONE OF THESE PARKS	14

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Q.5 (a) “Thinking about the regional parks you have visited in the past twelve months, how satisfied were you with the following aspects of those parks? As I read each aspect, can you please tell me whether you were very satisfied, quite satisfied, not very satisfied, or not at all satisfied with it?”

PARK ASPECTS (ask in rotated order)	Ratings				(Did Not Use/Unable To Rate)
	<u>Very Satisfied</u>	<u>Quite Satisfied</u>	<u>Not Very Satisfied</u>	<u>Not At All Satisfied</u>	
<u>BUILT FACILITIES</u>					
Tracks & trails that are easy to get to	01	02	03	04	05
Tracks & trails that have good connections within the parks	01	02	03	04	05
Tracks & trails that offer the right degree of ease or challenge for you	01	02	03	04	05
A sufficient number of toilets	01	02	03	04	05
Toilets that are well maintained	01	02	03	04	05
Other park buildings that fulfil their role and are well maintained	01	02	03	04	05
Signs leading to the park	01	02	03	04	05
Direction signs within the parks	01	02	03	04	05
Signs that inform users about the parks, their features and/or their history	01	02	03	04	05
Picnic areas and facilities	01	02	03	04	05
<u>NATURAL ENVIRONMENT</u>					
The experience provided by the natural environment of the park	01	02	03	04	05
<u>CUSTOMER SERVICE IN THE PARK</u>					
Help and service received from Greater Wellington employees working in the park, e.g. park rangers, work gangs, staff helping with the Great Outdoors Programme	01	02	03	04	05

FOR EACH PARK ASPECT RATED 03 OR 04, ASK Q.5 (b)

Q.5 (b) “Can I please check, why were you **not** satisfied with that aspect of park service?”
PROBE UNTIL CLEAR

PARK ASPECT:

PARK ASPECT:

PARK ASPECT:

PARK ASPECT:

PARK ASPECT:

Ask Q.6 of respondents who have **not visited any** of the regional parks or forests in the past twelve months. Then, for these respondents, skip to Q.13.

Q.6 “Can you please tell me why you have **not** visited any of the regional parks and forests in the past twelve months? Are there any other reasons?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

Ask Q.7 of respondents who **have visited** any of the regional parks or forests in the past twelve months.

Q.7 “Can you please tell me what you see as the current barriers, or limiting factors, if any, that prevent you from visiting the regional parks and forests more frequently than you do now? Are there any other barriers or limiting factors?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

Q.8 “Thinking about the overall experience that you gain from the **regional parks** we have talked about, what do you value most about the park experience? Is there anything else that you particularly value?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

Q.9 “Thinking about the personal value or benefit you gain from the regional parks, what other leisure experiences provide a (similar/lesser/greater) value or benefit to you?” **PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

Similar Value: _____

Lesser Value: _____

Greater Value: _____

Q.10 (a) “Thinking about information you may have obtained in the past twelve months about any of the regional parks, which of the following information sources have you used?” **READ LIST**

FOR EACH INFORMATION SOURCE USED, ASK:

(b) “How satisfied were you with (...) as a source of information about the regional park or parks? Would you say you were very satisfied, quite satisfied, not very satisfied, or not at all satisfied?”

<u>INFORMATION SOURCES</u>	(a) Have Used	<u>(b) Ratings</u>			
		<u>Very Satisfied</u>	<u>Quite Satisfied</u>	<u>Not Very Satisfied</u>	<u>Not At All Satisfied</u>
Newspaper articles and advertising	01	01	02	03	04
Brochures and pamphlets	02	01	02	03	04
Listings in guide books	03	01	02	03	04
Listings in online travel sites such as Trip Advisor	04	01	02	03	04
Newsletters (print or email)	05	01	02	03	04
Social networking sites, such as Facebook, Twitter and Instagram	06	01	02	03	04
The Greater Wellington Regional Council website	07	01	02	03	04
Information from volunteer groups and/or clubs (including emails, blogs, websites and social media pages)	08	01	02	03	04
Other websites(specify)_____	09	01	02	03	04
Information provided at regional park events	10	01	02	03	04
Information provided on signs at the parks	11	01	02	03	04
Information provided by word-of-mouth, from friends, family and acquaintances	12	01	02	03	04
Smart-phone apps (specify) _____	13	01	02	03	04
Some other way (specify) _____	14	01	02	03	04

CHECK Q.10 (b). FOR EACH INFORMATION SOURCE RATED 03 OR 04, ASK Q.10 (c):

Q.10 (c) “Can I please check, why were you **not** satisfied with (...) as an information source about the regional parks?” **PROBE UNTIL CLEAR**

INFORMATION SOURCE:

INFORMATION SOURCE:

INFORMATION SOURCE:

Q.11 “What information, if any, would you like to receive about the regional parks in the greater Wellington area?” **PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

Q.12 “Now thinking about regular, on-going communication to help inform you about the regional parks and forests, from which of the following sources would you **prefer** to receive information?”

READ LIST IN ROTATED ORDER

Newspaper articles and advertising _____	01
Brochures and pamphlets _____	02
Listings in guide books _____	03
Listings in online travel sites such as Trip Advisor _____	04
Radio _____	05
The Greater Wellington Regional Council website _____	06
Other websites (specify) _____	07
<hr/>	
Social networking sites:	
- Facebook _____	08
- Twitter _____	09
- Instagram _____	10
- Snapchat _____	11
- Other social media sites (specify) _____	12
<hr/>	
Email newsletters _____	13
Travel and lifestyle blogs _____	14
Smart-phone apps (specify) _____	15
<hr/>	
Some other way (specify) _____	16
<hr/>	

ASK ALL RESPONDENTS

Q.13 (a) “Have you heard of the Greater Wellington Regional Council’s ‘Greater Wellington Great Outdoors Programme’?”

- Yes _____ 01 - Ask Q.13 (b) & (c)
- No _____ 02 - Skip to Q.14

(b) “What can you recall about the Greater Wellington Regional Council’s ‘Greater Wellington Great Outdoors Programme’? Anything else?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

- Q.13 (c) "How did you hear about the Greater Wellington Regional Council's 'Greater Wellington Great Outdoors Programme?'"

PROBE UNTIL CLEAR

- (d) "In the past twelve months, have you participated in any of the events associated with the Greater Wellington Regional Council's 'Greater Wellington Great Outdoors Programme'?"

Yes_____ 01
No_____ 02

- Q.14 (a) "Prior to taking part in this survey, were you aware that the Greater Wellington Regional Council is responsible for?"

	<u>Yes</u>	<u>No</u>
The management of the regional parks	01	02
Planning and undertaking the maintenance and development programmes associated with the parks	01	02
Running the Greater Wellington Great Outdoors Programme	01	02
Providing communication channels such as the GWRC website and social media activity (e.g. Facebook) to inform the public about the parks	01	02

Defining the rules that enable GWRC to offer the public park experiences while protecting the environment

01 02

Providing a park ranger service to support and protect park users

01 02

- (b) "Is there anything (else) that the Greater Wellington Regional Council is responsible for, with regard to parks? If so, what?"
-
-
-

Q.15 “If you could ask the Greater Wellington Regional Council anything at all about the management of the regional parks, what questions and/or issues would you draw to their attention? What else would you ask them?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

ASK ONLY PARK USERS

Q.16 (a) “In the past twelve months, have you encountered any situations where there has been issues due to the different activities of other park users or user groups?”

- Yes _____ 01 - Ask Q.16 (b) - (d)
- No _____ 02 - Skip to demographics

(b) “Can you please outline for me what those issues were?”

PROBE UNTIL CLEAR

(c) “How well was/were the issue(s) resolved?”

PROBE UNTIL CLEAR

- Very well _____ 01
- Quite well _____ 02
- Not very well _____ 03
- Not at all well _____ 04

IF RESPONDENT HAS MENTIONED ‘ISSUES WITH DOGS’, ASK Q.16 (d). OTHERWISE SKIP TO DEMOGRAPHICS

(d) “Has the dog issues/problems you have mentioned, involved a group of dogs, such as those experienced with commercial dog walkers?”

- Yes _____ 01
- No _____ 02

Write comments:

DEMOGRAPHICS

“In order to help us analyse our survey by statistical categories, can I please check ...”

D.1.	CODE GENDER	Male_____	01
		Female_____	02
D.2.	“Into which of the following age groups do you come?”		
		16 – 29 years_____	01
		30 – 39 years_____	02
		40 – 49 years_____	03
		50 – 59 years_____	04
		60 – 69 years_____	05
		70 years and over_____	06
D.3	“Which of the following best describes your current household situation?”		
		Single/flatting/living alone _____	01
		Couple with no children _____	02
		Single/couple with children (including secondary school) _____	03
		Single/couple with adult children _____	04
		Older couple_____	05
D.4	“Into which of the following income brackets would your <u>total annual household</u> income fall before taxation?”		
		Up to \$30,000 per year_____	01
		\$30,001 to \$40,000_____	02
		\$40,001 to \$60,000_____	03
		\$60,001 to \$80,000_____	04
		\$80,001 to \$100,000_____	05
		Over \$100,000_____	06
	DO NOT READ	Refused_____	07

D.5 “Which of the following ethnic groups do you belong to? One or several groups may apply to you.”

NZ Maori_____	01
NZ European _____	02
British_____	03
Other European _____	04
Pacific Island _____	05
Chinese_____	06
Indian_____	07
Other Asian_____	08
Other (specify) _____	09

D.6 CODE AREA

Kapiti Coast_____	01
Porirua City_____	02
Wellington City_____	03
Lower Hutt City_____	04
Upper Hutt City_____	05
South Wairarapa District_____	06
Carterton District_____	07
Masterton District_____	08

“Thank you very much for your help with this survey. The company I work for is Peter Glen Research. If you have any queries about the survey, you can contact Peter Glen on (04) 564-4525.”

“My name is _____” (Interviewers Name)

Respondent’s Phone No: _____ Date: ____ / ____ /‘18

SECTION C: ADDITIONAL QUESTIONS FOR QUEEN ELIZABETH PARK

“This set of questions relates specifically to Queen Elizabeth Park.”

Q.1 (a) “Queen Elizabeth Park is a large recreation reserve and not all areas are currently used for recreation activities. Are there other recreation activities or facilities you would like to see in this park?”

Yes _____ 01 - Ask Q.1 (b)
No _____ 02 - Skip to Q.2

(b) “What other recreation activities or facilities would you like to see in this park? Anything else?”

PROBE UNTIL ‘NO’ & POINT ARE CLEAR

Q.2 (a) “Thinking about how Queen Elizabeth Park is used at present, are there any current uses or facilities that you think should change?”

Yes _____ 01 - Ask Q.2 (b)
No _____ 02 - Skip to Q.3

(b) “What changes would you like to see?”

PROBE UNTIL ‘NO’ & POINT ARE CLEAR

Q.3 (a) “There are a number of ideas that could be considered for Queen Elizabeth Park, to enhance its appeal and use. As I read through the list, could you please tell me whether you think that concept would enhance the park a lot, a little, or not at all?”

<u>READ CONCEPTS IN ORDER OF ROTATION</u>	<u>A lot</u>	<u>A little</u>	<u>Not at all</u>	<u>(DO NOT READ) (Unsure)</u>
More trails to create large circuit rides and walks	01	02	03	04
Further development of wetlands	01	02	03	04
The introduction of more bird hides	01	02	03	04
More native revegetation activities	01	02	03	04
More story-telling and interpretation about farming, wildlife and the historic heritage of the park	01	02	03	04

(b) “Now that I have read this list of possible uses, are there other activities or facilities that you think should be considered?”

Yes _____ 01 - Ask Q.3 (c)
 No _____ 02 - Skip to Q.4

(c) “What are these? Anything else?”

PROBE UNTIL ‘NO’ & POINT ARE CLEAR

Q.4 “To what extent do you, or would you, like the following experiences when visiting Queen Elizabeth Park? As I read each one, could you please tell me whether that idea appeals to you a lot, a little, or not at all?”

<u>READ CONCEPTS IN ORDER OF ROTATION</u>	<u>A lot</u>	<u>A little</u>	<u>Not at all</u>	<u>(DO NOT READ) (Unsure)</u>
Seeing farm animals or farming activities taking place in Queen Elizabeth Park and surrounding areas	01	02	03	04
Seeing and experiencing different landscapes	01	02	03	04
Walking or cycling through wide open spaces	01	02	03	04
Seeing, or participating in, bushland restoration activities, such as native vegetation plantings for wildlife	01	02	03	04
Being able to walk your dog	01	02	03	04
Being able to horse ride in the park	01	02	03	04
Being able to experience the tram rides	01	02	03	04

Q.5 “Can you please tell me, what do you like most about the inland parts of Queen Elizabeth Park, i.e. that is, the areas of the park that are away from the beach? Anything else?”

PROBE UNTIL ‘NO’ & POINT ARE CLEAR

Q.6 “Can you please tell me, what do you least like about Queen Elizabeth Park in general? Anything else?” **PROBE UNTIL ‘NO’ & POINT ARE CLEAR**
