



Research Insight into Cathedral Square and Surrounds Full Report

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1. Introduction

Regenerate Christchurch is working with its statutory partners - Christchurch City Council, the Crown and Ngāi Tahu - as well as a range of stakeholders to develop a regeneration strategy and action plan for a defined area of the central city. The area of interest (the Area) is broadly bounded by Hereford Street to the south, Cambridge Terrace to the west, Manchester St to the east and Kilmore Street to the north.

This exercise identifies how the people of Christchurch would like to see the Area developed. It was conducted by Opinions Market Research and is preliminary and exploratory in nature. The findings will be used to inform and guide the content for a wider engagement plan. The research methodology and sample structure have been designed to ensure a good representation of the community and community's interest.

2. Research outcome

This deep dive exercise forms part of the early engagement process for the Area.

It is an inclusive process capturing the opinion of different sections of the community.

The insight will be applied by Regenerate Christchurch and other stakeholders to inform and guide the content for the wider public engagement.

3. Research objectives

- Discover how people view the Area as it is and whether they use it (including why they do/don't).
- Determine what specifically would draw them back to the Area.
- Determine their aspirations for the Area and compare this with the existing Share an Idea common themes.
- Explore responses to a series of reference images.
- Determine an appropriate positioning for the Area in terms of its function and role in Christchurch e.g. entertainment centre, cultural centre etc.

4. Research framework

The research methodology and sample structure have been designed to ensure a good representation of the community and community's interest.

5. Research approach

A series of three group discussions with Christchurch residents aged 15 - 70 was completed in February 2017.

The group discussions were structured by three life stage groups:

- 15 – 29 year olds with no dependent children
- 20 – 59 year olds with dependent children
- 30 - 70 year olds with no dependent children.

Other demographics factored in to the research were gender, ethnicity, socio-economic level/ occupation, location of residence and length of time living in Christchurch. Current behaviour was also considered e.g. live, work, socialise, shop and/or explore or do none other these activities in this area. Full details are appended in appendix 1.

The group discussion content was designed by Opinions in partnership with Regenerate Christchurch and Christchurch City Council.

The two hour discussions were held at Opinions specialist qualitative viewing facility. This enabled Regenerate Christchurch and other stakeholders to view the discussions. The groups were moderated by Karen Selway, Director.

Given the qualitative nature of this research these findings are indicative.

6. Key findings

6.1 Role of the Area

The role of the Area as ‘the heart of the city’ is key to Christchurch

This central city area is described as *“the heart of the city”*, especially among those who knew Christchurch pre-2011.

This area plays an important role in its contribution to the **ambiance and function of Christchurch city as a whole.**

It is an important community area as well as showcase for Christchurch and Canterbury.

Residents want to enjoy and be proud of this area and for it to be one that impresses visitors to the city.

- At present, this area is often described as *“no man’s land”*, *“forgotten”* and *“derelict”*.
- The Area is not seen to be contributing to Christchurch at present other than as a place for visitors and for residents to take visitors to see the impact of the earthquakes.
- However, six years on, there is a sense that it should not be in its current state. Some expressed embarrassment about its condition.
- For younger participants, and those new to the city, it is not an area that they particularly know or have experienced so their sense of loss is more limited.
- For longer term Christchurch residents there is a significant sense of loss.

Healthy connectivity with the community is important

Peoples relationship with the Area is typically either severed or non-existent.

- Most are disengaged with the Area; don’t visit it (anymore).
- Some avoid this central area as they find it upsetting to see what has been lost. However, many express hope around icons remaining and innovative future development.
- Participants who in the past frequented the Area express a sense of loss, grieve and distress.
- A generation of youth is growing up who have no attachment to this area.
- Residents new to Christchurch have not experienced this area functioning and have no attachment.
- Those that visit the Area at present are most likely to do so because they work on the perimeter or with visitors to show them the damage. A few also visit New Regent St and have been to activities or events.
- People have substituted other locations, typically in the suburbs, and have become established in this alternative pattern of behaviour e.g. shopping malls for shopping, cinema, entertainment and socialising.

Much of people's current central city activity is happening outside of the Area.

- People's experiences in other parts of the city are often fragmented geographically.
- The regeneration of this area will assist with people's ability to connect their activities across the wider central city.

*"I don't really have any reason to go into town." **Aged 15 – 29, no dependent children***

*"I like going to the city." **Aged 15 – 29, no dependent children***

*"I know a little bit [about the Area] through work as I work in the central city, we get told about road closures, and see which buildings are going up." **Aged 15 – 29, no dependent children***

*"There is not much going on in the central area, it is good to see progress and shops coming up but at the moment there is too much demolition." **Aged 15 – 29, no dependent children***

*"People still go to see the damage at the Cathedral, it's a tourist drawcard." **Aged 15 – 29, no dependent children***

*"You can't go there [to the Area] and leave without feeling miserable." **Aged 15 – 29, no dependent children***

*"If something isn't done soon it won't be the central city anymore, people already go to Riccarton." **Aged 15 – 29, no dependent children***

*"It is inconvenient... There is no parking... It is expensive parking... I go to Riccarton instead. They are tourist prices in shops... There are no reasonably priced tap beers, it is not bang for your buck." **Aged 20 - 59, have dependent children***

*"Before the earthquake the city was full of things to do. People now support their suburbs, they go to local malls more frequently, and the suburbs have become the hubs. And, people are more inclined to go to things in their local area. **Aged 20 - 59, have dependent children***

*"The loss of Central Library has had an enormous impact. It had a real community environment with other things around it. There used to be lots of activities happening during the day around it. When it is rebuilt it will provide another community hub." **Aged 20 - 59, have dependent children***

*"They haven't started any of them [Anchor Projects], such as the Water Sports Centre. Previously we had QE2, the new plan was a fantastic concept which projected vast numbers, but they need to get it off the ground." **Aged 20 - 59, have dependent children***

*"We should hear when somethings are coming, you get disheartened not hearing anything, my father said he would be long dead before the city's repaired, you see big investment in other places in New Zealand." **Aged 20 - 59, have dependent children***

*"You keep on seeing people taking photographs, it looks like the place was bombed rather than earthquake after 6 years. In Japan or China it would have been rebuilt in 2 years, what's different in Christchurch?" **Aged 20 - 59, have dependent children***

*"It's a bit embarrassing, friends come from overseas expecting progress and are shocked with how little has been done." **Aged 20 - 59, have dependent children***

*"We have been here all our lives because we want to support the city through the rebuild." **Aged 20 - 59, have dependent children***

6.2 Community engagement

Community engagement is welcomed as it is considered to be an area owned by the community. Perceptions indicate a desire for there to be a 'healthy connection' for residents and for its development and use to be driven by the community.

A multi-faceted communication and engagement approach is identified as most appropriate.

Time is described as a series of milestones and now versus the future are different concepts.

Participants often talked about time in four periods described as:

Now – today, this week	It is about entertainment, activities, connecting to other people e.g. events, activities, Victoria Square, New Regent St, Avon River Precinct
In next 6 – 12 months	It is exciting e.g. Central Library, Arts Centre reopening
In the future - a year plus	It is about being hopeful e.g. Christ Church Cathedral repaired, innovative spaces and buildings etc.
Next generation	There is an attitude of <i>"too late for me"</i> ; either they will be dead or have moved on a life stage or have moved away.

Many are uncertain as to what is planned for the future for this area. Most do want to know, although they won't actively seek information. Many are interested in the timelines to bring it to life, and what activities and facilities are being developed.

Community driven development was found to be important rather than a finished 'space' presented to the residents of Christchurch to make into a 'community'.

- There was appreciation expressed by participants in the groups around having the opportunity to contribute, and be engaged with, in the group forum.
- They also like the idea of having concepts put to them that they can choose from – tick the box style. However, this approach is based around community designed elements for evaluating.
- Participants expressed a desire for action and for the Area to be developed. They don't understand why the government agencies are not getting on with it. An important part of this desire for action rests on an assumption that government agencies 'know what people want' and 'know what to build'. It was identified that if people say they 'don't need to be engaged with' this is due to a lack of understanding of process and an assumption that the government agencies 'know what the community want' or that they will 'reinstate what was there'.
- A lack of understanding of the unprecedented nature of the situation is clear. As a result, there is a need to inform residents of the process, how it works and where resident input is needed and why.

Confusion over status of Government involvement and a sense that the funds promised have not materialised is an issue for many long term Christchurch residents.

- This leads to a lack of trust and scepticism in government agencies following through with the development.
- Among those who had recently visited the Area, when they thought about what has been achieved to date, they were positive about the initiatives and developments.
- Given strong community ties and the public's needs within this area, a collaborative development between building owners and government agencies is requested.

Continued controversy around Christ Church Cathedral is distressing and detrimental to the Cathedral, city and to its people.

- Repair of the Cathedral is important to many residents and the fact that it has been *"left to go to ruins"* is distressing; as is disagreement around its future.
- Christ Church Cathedral is an icon and some participants said they are prepared to *"put their hands in their own pockets"* for its repair, provided they had certainty it would be repaired.

"People in the city should have more say, citizens are the ones that live here and should make the decisions." **Aged 15 – 29, no dependent children**

"Let people vote on buildings that are realistic and affordable. Put it on Stuff. Send letters to every house. Adverts in newspapers, on bus stops, send emails to schools, have it everywhere." **Aged 15 – 29, no dependent children**

"How much is held up over the Cathedral? I am more angry that no decision has been made rather than the wrong decision, it could have been repaired." **Aged 20 - 59, have dependent children**

"Cathedral should be a leader project lead by government. At what point does the public to have a right to say?" **Aged 20 - 59, have dependent children**

"If government doesn't have the money to fulfil expectations, we need to be told. If there is a problem with developers taking advantage, we need to be told." **Aged 20 - 59, have dependent children**

"That consultation [Share an Idea] didn't translate into decisions. We were presented with the plans from one or two designers and Council made the decision, it [the Council decision] wouldn't have held up in public debate." **Aged 20 - 59, have dependent children**

"Wonder if the process has been designed deliberately to stall for funding look at Queensland, the place was decimated, 9 months later it is as if nothing had happened. Japan/ China too it has a huge population with a tax budget. Things maybe stalled [in Christchurch] to allow government to gain more tax revenue." **Aged 20 - 59, have dependent children**

"I thought the Cathedral was the symbol and the Town Hall should go. The exterior was always an eyesore but I loved the auditorium, I have great memories. Retain that and get rid of ugly exterior. I never saw the Town Hall as a symbol of Christchurch." **Aged 20 - 59, have dependent children**

“The Cathedral is a symbol of Christchurch. It is not a matter of religious belief, it is about heritage. It is linked down Worcester St to the Arts Centre and Museum.” Aged 20 - 59, have dependent children

“I would like to see a good balance between old and new, don’t destroy heritage, how much say do we have over our taxes and rates?” Aged 20 - 59, have dependent children

“The Cathedral now will be a sharp contrast to many new buildings, it is very important in in a modernist era [to have the contrast].” Aged 20 - 59, have dependent children

“The Cathedral – is it going to be confirmed what is happening? The Cardboard Cathedral is ugly, there hasn’t been enough update on what is happening – I don’t go [to the Cathedral] but as a piece of history it is a Christchurch icon.” Aged 30 – 70, people without dependent children

“The focus group show that they [Regenerate Christchurch] value people.” Aged 30 – 70, people without dependent children

“The rebuild magazine is great. I saw an article about the restoration of Mona Homestead, it reminded me of the effort and it gave me hope of what is happening.” Aged 30 – 70, people without dependent children

“Linwood North got kids at the local school to paint pictures of themselves on construction site fence which was interesting.” Aged 30 – 70, people without dependent children

“Some things taking place have a new vision and that’s exciting.” Aged 30 – 70, people without dependent children

6.3 Connection to the Area

Those who have visited the Area commented there has been significant progress in more recent times, including some “really cool things” happening in the wider central city.

People’s length of relationship with Christchurch often affects expectations of the Area.

Those who have lived in Christchurch long term typically have a strong affiliation with the Area and have different attitudes towards its future than people new to Christchurch.

- Long term residents often have a great sense of loss and grief. They have issues with losing their bearings, which leads to a range of distressing emotions and a sadness to their memories.
- Among these long term Christchurch residents, many born and bred, there was often a strong view expressed that all remaining historic and iconic buildings and features should remain and be repaired.
- Christ Church Cathedral, the Avon River, Victoria Square, New Regent Street, Theatre Royal, the Town Hall and its fountains are described as key features within this area – “*the jewels in the crown*”, the “*heartbeat*” of Christchurch. Note other buildings and features were also mentioned.

It was identified as important to restore/ reinstate iconic heritage and buildings, activities and features in terms of people’s sense of their own self, and a sense of who we are as a community.

There is a strong emotional attachment to the Area, especially among long term Christchurch residents many of who spent their youth in this area.

Most participants described how they expect or seek:

- Activities and entertainment.
- A historical and cultural experience.
- New innovative facilities.
- Fondness was expressed for the previous library and its function as a community hub as well as a library. To recreate this community is welcomed. For example, the opening of the Central Library could act as a catalyst for people to start using the Area.
- Margaret Mahy Family Playground is popular and a wide range of people visit. Opportunities through signage or making activities in the Area visible from the playground were identified to make people aware and encourage people to visit or explore the Area.

Repair and reopening of buildings icons and landmarks is also seen as a significant attraction to visit. This included, for example, Christ Church Cathedral, the Old Post Office in the Square, the Town Hall, statues and the Bridge of Remembrance, New Regent Street, the Tram, the fountains outside the Town Hall and the new library among others. For those who had used the Area in the past there was the strongest desire. Note: although outside of this

area, the Cathedral of the Blessed Sacrament, alongside Christ Church Cathedral was also included as important.

The nature of a person's past relationship to the Area also has an impact on their expectations and participants who were pre-earthquake users of the Area also seek a connection to their past, to their memories and to a sense of who they are as a person.

In general, a shift away from re-experiencing 'what happened' in the earthquakes is sought, i.e. a functional area that is not solely viewed as a reminder of the earthquakes.

"Have signs to different things, you don't know about things right round the corner unless you're told." Aged 15 – 29, no dependent children

"The city is something that will evolve over time. You need the buildings first and then activities fill the spaces between. Buildings will pop up anyway, we're looking at things that are happening between in the urban environment, it does not have to happen straight away, and it evolves over time." Aged 20 - 59, have dependent children

"The more we can preserve the better because so few are left anyway, they insert character in to the city." Aged 20 - 59, have dependent children

6.4 Opportunity for the Area

Fundamentally, the Area is described as a space for interaction between people, for enjoyment, relaxation, socialising, cultural appreciation and sharing, historical as well as innovative experiences, exploring and discovering, unique events and activities.

A strong voice was expressed about making it uniquely Christchurch as the 'heartbeat' of the city and to ensure a character that is intrinsically Christchurch rather than an international, generic style city.

A consensus emerged to retain the remaining 'old/historical' buildings instead of demolishing and replacing them as they form an important part of who we are as people, as a community and as a city. Adding new innovative infrastructure by figuratively building on and creating a layer around the old/historical buildings gained favour.

There is a strong desire for unique activities that are not available elsewhere in the city. Those identified to have strong appeal short term were events, festivals, celebrations and specific activities with elements of interactive and social focus to facilitate interaction and connection to other people.

- The overall social context was clearly communicated as being one where people are able to be involved in activities (versus passive observation), for activities to be engaging and facilitate connection between people and form memorable experiences.
- Those aged approximately 25 and older, referred to the type of activities that existed pre-earthquake. There is a desire for more of these types of activities and also more activities too.
- Among those aged 15 – 35, there is a real desire to have activities that facilitate interaction with others, this would be unique in Christchurch.
- Ideas for interactive, social based activities included:
 - Buskers
 - Visual arts, street art
 - Outdoor theatre/ performances
 - An area with a microphone
 - Dance-o-mat
 - Outdoor movies
 - A music corner with a piano to play
 - Silent disco
 - Use of technology and games e.g. Vodafone building – games on the side of buildings
 - Café and bar scene e.g. Old Lanes and Oxford Terrace across from the river were styles that were popular
 - A night market
 - Light shows
 - A graffiti wall
 - An outdoor gym/ fitness areas
 - The Wizard (mixed)
 - Skate park (mixed)
 - Children's activities (for those with children and grandchildren)

- A speakers corner
 - Punting on the Avon
 - Collaborative public art e.g. pick up a streamer and wrap around poles and it grows
 - Interactive art
 - Sculptures
 - Entertainment
 - Ethnic foods and appreciation
 - 185 White chairs installation
 - A combination of craft beer places and food
 - Greater use and integration of technology
 - An adult Margaret Mahy Playground lit at night.
- A changing experience each time you visit to encourage more frequent visits is also requested:
 - Different, seasonal experiences, themed events like Christmas, New Year, Easter, Waitangi Day, Matariki, Chinese New Year, Diwali, Sister City projects, celebrations of cultures were also popular.
 - Different lighting festivals/ shows, a mix of market stalls, performing arts, art works and music.

There was support for the continuation of elements that have been happening over recent years such as the 185 white chairs installation, the piano, book fridge, street art, dance-o-mat, chess and games.

There is also a desire to have lanes again, in the style of Chancery Lane, Lordships Lane, Poplar Lane, Lichfield Lanes, with European style restaurants, cafes and bars flowing on to the street in these and other areas including Cathedral Square.

- These facilities, designed to flow into and out of buildings in to the street space and breaking physical barriers were popular e.g. tables and chairs flowing out in to the street.

The natural environment is considered to be important as a scene setting backdrop which is layered with features and activities creating an ambient space for people to interact.

- The need for greenery including trees, grass and flowers exists but primarily as a 'back drop'. Within this area, it is envisaged that the main 'interaction' with nature will be along the Avon River.
- For some, on occasions, they are also wanting to sit on grass.
- Trees in the Square and tree lined streets are another facet e.g. deciduous trees for shade in summer and allowing sun in winter.
- Fountains were also frequently requested, including the opportunity to interact with them.

A celebration and connection to culture is welcomed.

- Some felt strongly that Māori and their contribution to the city should be celebrated e.g. a marae in Cathedral Square.
- Celebrating annual events is popular e.g. Anzac Day Parade, Matariki, Diwali, Chinese New Year, Christmas and New Year, St Patrick's Day and spring, summer, autumn and winter etc.
- Also having cultural based activities and events is requested e.g. ethnic food, music and dance performances to celebrate our cultural diversity.

A celebration and connection to historical roots and how we have been shaped as people and as a community also featured as an important consideration.

- Christ Church Cathedral, Victoria Square, New Regent Street, the Avon River, landmarks and features e.g. statues, fountains were mentioned in these respects.

Weather proof options are considered important, especially to provide shelter from the sun, wind and rain and, let the sun in during winter.

- To attract people in the winter, weather protection is necessary.
- Wind is a problem and a need was expressed to avoid creating wind tunnels and to provide protection from the wind.

Expectations are for different experiences across times of the day, night and days of the week.

- Across all times there is a desired for diverse, unique, intrinsically Christchurch activities and entertainment:
 - Historical and new/innovative buildings
 - Cultural activity
 - Nature infused ambiance (during the day)
 - Relaxed, social setting.
- Early morning there is interest in:
 - Fitness, exercise, relaxation for residents in the Area.
- During the day there is interest in:
 - Interacting with historical and new innovative elements
 - Showcasing art, crafts and produce of Christchurch
 - Shopping: boutiques and unique shops, a flea market, a arts and crafts market
 - Buskers
 - Cafes
 - Social interaction with people you know, hanging out
 - Central library.
- During the evening there is interest in:
 - Social interaction with people you know and an opportunity to meet others, especially for younger life stage groups.
 - Entertainment

- Bars, restaurants, food carts
- A night market
- Activities e.g. music, theatre, buskers, bands playing outside, silent disco, outdoor movies
- Cultural activities.

A quality feel is important in terms of the spaces, experiences, buildings and people's behaviour.

- People want to see the mix of the old historic, new and the *"bits happening in between"*.

Participants described how they expect to see low rise buildings in this area that complement the historical buildings rather than overpower them. The participants described a relaxing, social, cultural and historical ambience to the Area which is surrounded by the more commercial activity.

- This area is described as being the *"middle of the donut"* with outside the Area e.g. Cashel St being commercial, busy and vibrant, with bigger and taller buildings.
- Opinion is there should be businesses and a commercial feel around the outside of the Area but not within the fabric of this area.

A quality area that encompasses spaces, experiences, buildings and enhances people's behaviour to 'showcase the city and region' is something that the participants wanted. This is alongside being 'accessible and affordable for day to day visits by residents' and not exclusive.

- It was identified by participants as important for there to be free activities available in the Area for Christchurch residents ensuring the Area is accessible to all.
- There is considerable concern that it could become the 'visitors centre' and Christchurch residents be deprived of this city centre area. Being inclusive is seen as critical.

Having a range of events and festivals offers a significant opportunity for this area as it will give people a reason to engage with the Area frequently.

- Requests are made for there to be events that meet different demographic groups' needs e.g. one week something for one age group and the following week something for another age group.
- Attitudes towards the Convention Centre would improve with the centre being used for Christchurch residents activities e.g. music concerts, exhibitions, celebrations etc. as well as visitor events.

Having an innovative, sustainable and environmentally friendly city is important to residents.

- The opportunity for the city to be innovative, sustainable and environmentally friendly is widely acknowledged and for many it is expected as a given.

It was clear among participants that this area is not one homogenous area and that it could best be developed as a series of distinct spaces that each have their own character, purpose and ambience and are functionally linked.

Cathedral Square is the ‘heartbeat’ of the city, the showcase, and needs to be an inclusive area for everyone to enjoy.

- Strong support was shown for the Cathedral building to be restored/repared and other historical buildings and icons to remain.
- Cultural centre with markets (flea market, night market, ethnic food options, arts and crafts).
- Entertainment centre e.g. stage for performing, open mic, speakers, music, outdoor theatre, movies, sports televised, speakers corner etc.
- Games e.g. chess, virtual reality etc.
- Light shows.
- Changing; events, festivals and celebrations.

Victoria Square was little mentioned, it seemed people are disconnected from it as a space.

- Several people in the group discussions used the Square for lunch or reflection.
- It is recognised that there are opportunities for this space to be used for more interactive activities and for events.
- No reference was made for a need to change the format of the space, just to use it.

Town Hall development meant people are looking forward to using the auditorium again.

- The space within the Town Hall, in particular the Auditorium, is the aspect most connected to by participants.
- The fountain is iconic and people would like to see it retained.
- The future opportunity to use the space to connect with others, for experiences e.g. Schools Kapa Haka is highly valued.

Avon River is seen as a significant unique iconic element of Christchurch and the river bank developments are well liked.

- It is considered to have potential to be a focal point of the city and this is being realised in the new developments around the river.
- The river has the potential to link different parts of the city together.
- Developments in this area are well liked and it appears they will encourage people to return and to explore further.
- A desire for more interactive activities was expressed e.g. swim/ paddle in the river/ dip feet in the river. A gym along the river’s edge. Also for bars, cafes similar to the old Strip on Oxford Terrace to face the river.
- Fountains were frequently mentioned as a feature they would like to see in this central area.

Margaret Mahy Family Playground is liked by all.

- Many of the participants claimed to go to the playground and to love it.
- The playground offers the opportunity to take part in activities and also to connect with others.
- Youth use the playground in the evenings and it is an important facility to them for socialising.
- There is a significant opportunity to provide more lighting in the evening and offer a unique and much sought space for youth.

New Regent Street is seen as having a strong tourist flavour.

- Some were not aware of New Regent Street, especially those newer to Christchurch.
- It is perceived as offering boutique shops, cafes and bars and appealed to only some participants but for these people it has a strong appeal.

The Convention Centre has the potential to be of more value and relevance to Christchurch residents e.g. for concerts, bands, exhibitions it will then be perceived as a community facility too and not just perceived to be for visitor conferences.

- This area of the city belongs to the residents of Christchurch, the cost of the Convention Centre is an issue for some and so there are benefits in making it inclusive and for Christchurch residents too.

Oxford Terrace and the pre-quake bar area was generally liked, although some commented on the fact that a lot of people got drunk, it was considered beneficial to reinstate a similar area but with personal safety being paramount.

Christchurch Lanes were well liked and seen as an integral and important part of the nightlife in Christchurch.

- There is a strong desire for these types of spaces to be reinstated.

Among theatre goers it is clear the Isaac Theatre Royal, is of significant value.

- The fact that it has been reinstated/ repaired is valued.
- It is seen as building a community around itself although, at present, functionally, some still saw it as isolated away from restaurants and bars.

Tramway is uniquely Christchurch. It is felt there is an opportunity to make it into a day to day form of transport servicing the needs of those moving around the city rather than a tourist attraction.

- Alternatively, adding the City shuttle again is a welcomed idea.

Hotels are expected to be part of this area.

- Within this area hotels that are open to all, similar to the previous Park Royal which catered for both visitors and locals with e.g. restaurants, cafes, bars spilling on to the street are most welcomed.

Restaurants, cafes, bars are important as eating and drinking are activities that many associated with this area.

Night life, the social hub of Christchurch.

- A place to meet people.
- Community orientated.
- Personal safety is important.
- Upmarket options and also affordable options.
- The ability to bar hop is important for youth and this is not available at present.
- The role of the Area as a social hub is important to the city as there are few quality opportunities to meet people in Christchurch.

Retail is expected to be boutique, quirky, not chain shops.

- Chain stores fit best in the surrounding commercially orientated area.
- Restart Mall is well liked, particularly for its ambiance and opportunity to socialise. It is mainly used by residents for its cafes and eating options. It is now considered to be an established, unique part of the central city.

Having the ability to wander and explore is also an integral part of the Area.

- Lanes and different sized and shaped spaces with unique characters and ambiance are key.

Living is in apartments in this area.

- Hotels for visitors.
- Students were considered a group who would be good to have living in this area.
- Young professionals and empty nesters were identified as other possible resident groups.

“Have performing arts and conferences, they should make use of the river going through there, have outdoor activities such as basketball hoops, create a hangout space.” Aged 15 – 29, no dependent children

“The Cathedral has been around forever, it needs to be rebuilt, how can they do it without spending money? We have no history in New Zealand, we need to preserve it.” Aged 15 – 29, no dependent children

“It’s an icon, rebuild it in a similar image.” Aged 15 – 29, no dependent children

"[New Regent Street] is that where the tram goes past, near the Isaac Theatre? It is really cool, it has lots of cafes and things, it is easy to walk to the Museum, the Cathedral and Restart Mall from there." **Aged 15 – 29, no dependent children**

"[Isaac Theatre Royal] I love it, it is really well restored, a beautiful building, it is better than the Court Theatre." **Aged 15 – 29, no dependent children**

"To appeal to twenty plus people there should be better nightlife, it [Christchurch] is boring compared to Auckland and Wellington." **Aged 15 – 29, no dependent children**

"There is nothing for 16 - 17 year olds, you can't go to playgrounds, you can't go to nightclubs." **Aged 15 – 29, no dependent children**

"You want a good place to meet friends, to go to cafes, I really like what's been done with street art." **Aged 15 – 29, no dependent children**

"A lot of art projects are gonna be taken down, which is a shame. They should stay." **Aged 15 – 29, no dependent children**

"Outdoor theatre would be cool, more spaces by the river for socialising." **Aged 15 – 29, no dependent children**

"More things late at night, such as night markets." **Aged 15 – 29, no dependent children**

"More places to sit that are appealing; hang out spaces." **Aged 15 – 29, no dependent children**

"The Cathedral is the focal point." **Aged 15 – 29, no dependent children**

"Maybe Victoria Square, should be lit up." **Aged 15 – 29, no dependent children**

"Used to have dandelion fountains by the Town Hall that lit up, I would like to see them again." **Aged 15 – 29, no dependent children**

"Should have lighting like the Lantern Festival all the time, in different places." **Aged 15 – 29, no dependent children**

"An open graffiti wall would be cool that keeps changing it would need to be monitored." **Aged 15 – 29, no dependent children**

"You could have different displays telling history and stories of the city." **Aged 15 – 29, no dependent children**

"[WHAT ABOUT COLD WET NIGHTS] You wouldn't go anyway, make the most of it in summer." **Aged 15 – 29, no dependent children**

"I walked through to see the Buskers." **Aged 15 – 29, no dependent children**

"The Convention Centre will be good. What sort of thing will be there?" **Aged 15 – 29, no dependent children**

"Victoria Square is nice to relax for your lunch." **Aged 15 – 29, no dependent children**

"There needs to be a place where all the culture events occur, the Town Hall was good." **Aged 15 – 29, no dependent children**

"Is that [Restart Mall] where Ballantynes is? They're expanding it into a massive mall with an overpass, it will be really cool once it's done. Parking is very difficult and expensive, there is no elderly access either." **Aged 15 – 29, no dependent children**

"I've never been to the Isaac Theatre Royal but I want to go." **Aged 15 – 29, no dependent children**

"The area by the river is beautiful, and it is used by a lot of people." **Aged 15 – 29, no dependent children**

"It's quite a big bit of the river that's been developed, it's great." **Aged 15 – 29, no dependent children**

"There is an opportunity to set it up smart as the reality is it is cold and there are easterlies. We need to utilise spaces to cater for this reality." **Aged 20 - 59, have dependent children**

"Vodafone thing, there is a massive Nintendo screen, you stand on a human game stick, you jump on the buttons, it's quite fun. It's on Tuam St, behind the bus depot." **Aged 20 - 59, have dependent children**

"Infrastructure is being slowly sorted out, boulevards, cycleways, as construction happens you start to see things coming together." **Aged 20 - 59, have dependent children**

"The central city had a lot of lanes, Chancery, Henderson's ones. Retaining that character is useful, also we used to have a lot of refugees in the central city and that gave them opportunities for cheap leases." **Aged 20 - 59, have dependent children**

"I didn't notice much heritage before. I didn't really care about things being bowled over, I was think about things closer to home and dealing with these rather than thinking about the central city." **Aged 20 - 59, have dependent children**

"Something the city needs, not for us but for hospo is full hotel beds, it brings in money." **Aged 20 - 59, have dependent children**

"We need a large meeting place for large groups of people." **Aged 20 - 59, have dependent children**

"A cycle friendly city is great, but we need to think about cars and keeping bikes and cars separate. There is no good way through suburban streets, no fast one way system, there is congestion getting across the city, it will be a disaster when people come back." **Aged 20 - 59, have dependent children**

"The people that occupy the city are the city. The centre is a central focus to bring us in, a lot of what's happening is tourist focused, but tourists come in for the local life which isn't being catered to." **Aged 20 - 59, have dependent children**

"Students brought a huge amount of life to the central city; the Dux, live bands." **Aged 20 - 59, have dependent children**

"Science Alive!, things for kids, our life revolves around their [kids interests]." **Aged 20 - 59, have dependent children**

"Real nice covered night market would provide a focus to take part in and then you would go for a pint after that." **Aged 20 - 59, have dependent children**

*"The central city is missing an iconic hotel where you might book a special night and have coffee in the atrium." **Aged 20 - 59, have dependent children***

*"Do not have high rise buildings, sunshine is a necessity." **Aged 20 - 59, have dependent children***

*"Keep nature as part of city rather than concrete facades. Any option to bring greenery in without disrupting the functions of the city is a good thing." **Aged 20 - 59, have dependent children***

*"Provide opportunities and spaces for meeting people. It is good to interact with others you don't know." **Aged 20 - 59, have dependent children***

*"Any spaces between buildings, fill with pockets of activity, and with greenery." **Aged 20 - 59, have dependent children***

*"Need a mix of modern buildings and also earthquake repaired ones." **Aged 20 - 59, have dependent children***

*"Liked the fact it was a big city but had a small city feel as far as accessibility. Big city entertainment – Casino, Art Gallery, but a small city relaxed vibe." **Aged 20 - 59, have dependent children***

*"There needs to be room for both events in Hagley Park and smaller events in the city." **Aged 20 - 59, have dependent children***

*"Cathedral in middle of Square is iconic but the Basilica is much more interesting. When I was younger the Square was the centre of town with neon signs, pictures, this changed and it was then poorly lit and quite scary. I would like to see it used as a community gathering place again." **Aged 30 – 70, people without dependent children***

*"I remember seeing the Wizard as a kid, now you see a younger Wizard walking round the Square. ANZAC Day in the Square, graduation parade in the Square – I want to see this to happen again, it is positive stuff for people." **Aged 30 – 70, people without dependent children***

*"University is moving three courses from the current campus to the Old Arts Centre building. Anything that gets students into area is positive." **Aged 30 – 70, people without dependent children***

*"Every stage of living from cheap backpacker accommodation is needed." **Aged 30 – 70, people without dependent children***

*"Some nice built up areas have mesh/ steel fences with art etc., but elsewhere this effort isn't made which isn't aesthetically pleasing... There is one part where you can stand up and play a video game ... things are being done but in other places more could be done... Things like art work - street art around the place makes things interesting." **Aged 30 – 70, people without dependent children***

*"Stalls – a night market – something that promotes local industry, most people these days don't have heaps of money, but arts and crafts and local produce could be affordable. I loved the Arts Centre in the centre." **Aged 30 – 70, people without dependent children***

*"Free entertainment – music, film, theatre, outdoor theatre, like lazy Sunday sessions, but all year." **Aged 30 – 70, people without dependent children***

*"Chancery Lane is gone, but places like New Regent St where you can go and mingle, relax, with little shops and no traffic, it would be good to see more of that." **Aged 30 – 70, people without dependent children***

6.5 Positioning of the Area

The Area is considered to be a community space, with a community sense of ownership and belonging and a showcase for Christchurch and Canterbury, a place to feel proud of and to show visitors.

It is envisaged this part of the city is surrounded by a vibrant commercial centre and larger chain stores, it is about social interaction, relaxation, enjoyment and entertainment. It is a celebration of who we are, and there is a strong sense of pride and community ownership of the Area.

Connectivity is limited at present as the Area is considered to be fragmented geographically and also in terms of the types of spaces.

- A common suggestion for connecting the different parts of the Area is with pathways and also to tree line the streets.
- Other suggestions include signage and being able to see from one area to another that there is something of interest happening or to see.

Developing the Area with unique spaces, each with a different character, is important and connectivity is a functional layer on top of this.

History, culture and nature with innovation added are also important elements.

*"[Greenery for] softening the edges. Could argue we already have an abundance of green space or greenery, but not necessarily an abundance of green space – tree lined streets are ideal." **Aged 20 - 59, have dependent children***

*"Well designed, low rise buildings... Restore our iconic heritage... Earthquake proof the remaining heritage buildings...Provide a legacy...Attract both locals and tourists...Affordable doesn't mean badly designed – it doesn't have to be high quality but needs to be well designed...inclusive for all...business friendly...a collaborative environment between building owners and public space... showcasing our local produce in market settings – wine, cheese arts etc. different ethnic events." **Aged 20 - 59, have dependent children***

*"It should be the heartbeat of Christchurch, the pride of Christchurch. All cities have a centre that makes them stand out." **Aged 30 – 70, people without dependent children***

*"Lovely now that energy has been injected by the Margaret Mahy Playground... You think playground, you think kids but actually I see all ages using it, it is actually an exercise area. It is a good place to meet people and socialise and interact with people. The Square used to be the social hub of the city, the melting point. Margaret Mahy is known to be this now, it is welcoming and has a social atmosphere." **Aged 30 – 70, people without dependent children***

6.6 Accessibility of the Area

Accessible transport for all is important in order to get people to visit, including a significant amount of parking at the corners/edge of this area as many people will not visit unless it is accessible by car.

- It was identified that most people are 'not going to get out of their cars' at this point to go to this area. They will go somewhere else, especially since other areas have become established habitually as places to go.

Opinions were expressed that requiring a shift in transport modes at this time will not assist with attracting people to use the Area. Accessibility to the areas edge by car remains important. Facilitating and promoting other modes of transport for use in the Area is also important such as walking, cycling, boards etc.

- Once the Area is established, it may be that this behaviour will shift e.g. there is evidence that people are starting to use the park and ride system from the Old Sales Yard to Christchurch Hospital to access the central city area and also the introduction of a central city shuttle e.g. the old yellow city shuttle may assist too.
- Walking is considered to be the most appropriate way of moving around within this area. Free bikes, Segway's etc. are also considered appropriate. Of note, the elderly will struggle to reach this area unless there are suitable mobility options provided.
- Having affordable public transport options from the suburbs is also an important factor in the accessibility of this area.

It was identified that encouraging use of this area is best achieved through unique experiences, events and activities as these will act as a catalyst to attract people in to the Area. It will also expose them to other possibilities in this space.

- Possibilities include activities available now within the Area e.g. Victoria Square and New Regent Street and the Theatre Royal.
- Attending current activities will also orientate them and inform them about future activities that will become available.
- Events are a key drawcard to the Area – provide the opportunity to create awareness around other activities available now and in the future.

It is considered important to offer free as well as paid for activities, especially for youth, students and families with dependent children.

- Accessibility for all ages and to everyone is important given the communal nature of this part of the city.

"It's not somewhere you'd go every week, things should change to cater to different groups and tastes. Have an area capable of change for different events, for example, the movie screen plays different genres of film, different sports being played etc." Aged 15 – 29, no dependent children

"Needs to be big car parks around the perimeter of the Area." Aged 15 – 29, no dependent children

"It's about being a good place for people to enjoy and something we can be proud of." Aged 15 – 29, no dependent children

"Paths should be more connected, a big ring." Aged 15 – 29, no dependent children

"The cycle friendly revamp is fantastic." Aged 20 - 59, have dependent children

"Have park and rides in to the centre, elderly cannot walk the distances though, bring yellow buses back to be user friendly and allow restricted flow of cars." Aged 20 - 59, have dependent children

6.7 Communication of the Area

Participants gave feedback that there is a lack of communication and information about what is happening in the Area rather than a disinterest on their part. Rather than actively seeking out information, a preference was given to have information put in front of them.

Communication is essential to build visitor traffic to the Area as people do not have an awareness or connection to it at present.

- Generally participants considered themselves uninformed about activities available in the Area; both now and what is planned for the future.
- The lack of awareness of activities available and future plans for the Area is compounded by the fact that few visit this area.
- Communication about activities that are available for the public to do now and getting people to explore is key.
- People do want to be communicated with (and engaged with about the development) and those who previously used the spaces want to use them again. Those who did not previously use them see it as an opportunity to do new things in Christchurch.
- It was commented that they had not heard much about the Anchor Projects and central city development for some time and it is perceived that the government agencies have stalled, or that we can't afford to develop the Area as a city as there are limited funds or the government is putting funds elsewhere.

Few participants had heard of Regenerate Christchurch.

Key locations were identified by participants for effective communications. These are largely associated with the sites being restored or developed and through outdoor media, including in the suburbs.

- Advertise on sites where activities are due to happen e.g. site of a forthcoming event and this will be effective for those who see the advertising. However, a lot of people are not going in to this area so it is important to take the communication out to people in the communities.
- Outdoor media is considered the most appropriate mass media for advertising: on the outside of buses and bus stops, billboards, posters/ billstickers.
- Advertising on social media also presents an opportunity but the above means are considered important too.
- For older residents advertising in community newspapers and The Press is also important.

"You can find out information but you have to want to know." Aged 15 – 29, no dependent children

"You can't Google it if you don't know what you're looking for." Aged 15 – 29, no dependent children

"Everything seems to be moving very fast, I would like to know what it will be like in the next 6 months." **Aged 15 – 29, no dependent children**

"Sometimes I drive past and see new things to check out but I don't really know what goes on there." **Aged 15 – 29, no dependent children**

"Maps and billboards should have all information of different places on them." **Aged 15 – 29, no dependent children**

"There is some information at the Bus Exchange about what is being developed." **Aged 15 – 29, no dependent children**

"The more you go in the more you learn." **Aged 20 - 59, have dependent children**

"Information has to be fed into the community as there is no particular reason to go to the inner city except to be disappointed about what's been lost and what's changed. I no longer read the paper much because it's frustrating; empty promises, talking about completion dates." **Aged 20 - 59, have dependent children**

"Most information is about problems with anchor projects, no positive news...Most positive coverage is through private sector things, such as cafes and restaurants, rather than good news about Anchor Projects." **Aged 30 – 70, people without dependent children**

"Signage on site with the vision of what it will be like would be good...And, signage of what was there before. It's memories. Nice to know where you come from and where you're going to. One of the shops – Ballantynes – has the history of the shop on there – it gives people hope." **Aged 30 – 70, people without dependent children**

"There are lots of local magazines that could have more useful information about project plans. There were two shipping containers in Restart Mall with 3D visualisation of what Christchurch will look like. I don't know why they took that away because you could actually visualise what was going to happen. Lots of tourists used this also, this excited people because you could actually see it." **Aged 30 – 70, people without dependent children**

6.8 Share an Idea findings explored

The key 'Share an Idea' themes appear to remain relevant. However, in the intervening time people's thinking has evolved and developed and with this there is a shift in the context of the ideas and their potential application, for example:

- Limited if any use of the Area for six years – a disconnect, an embarrassment, reduced trust in government agencies, and a sense of loss.
- Demolition of many buildings and spaces – a greater sense of loss, displacement and disorientation.
- Unresolved situation with Christ Church Cathedral – a greater awareness of the Cathedral's value as a remaining icon to connect with. There is a wide and strong wish for the Cathedral to be kept, others are more passive in their wishes. Distress around the inertia is more evident now.
- Developments in other cities: ideas that could be introduced, other cities moving forward faster.
- Increased development and use of technology – opportunities to introduce virtual reality.
- Move towards more environmentally sustainable transport and buildings – this is an expectation.
- Change in the cultural makeup of Christchurch – celebration, sharing and connection with others.
- Lack of quality social opportunities in Christchurch to meet others – especially, important for youth and singles.
- There is a fondness around memories of activities in this area – and the desire for reminders of these memories to remain.
- A desire for remaining historical buildings and features to be restored and retained.
- A strong connection to the post-quake art and activities in the Area and a desire for these to continue as part of the fabric of the city.
- An excitement about the future and the mix of these elements into a unique, Christchurch central area.

Key aspects identified for the Area and related to Share an Idea key themes are:

- 'Heartbeat' of the city, 'a showcase', the 'jewel in the crown' of Christchurch, a sense of pride by the people of Christchurch and the city.
- Uniquely and intrinsically Christchurch.
- Ambience being calm, enjoyable, relaxed, entertaining and a social environment.
- A backdrop of the garden city, the river, trees, grass and flowers and remaining historical buildings and features alongside new innovative elements.
- A celebration of cultures, including significant Māori and European history, through activities, events and festivals that bring continued interest and encourage repeat visits.
- Visual art has an important role including the influence from post-quake elements to be retained, street art, art works and fountains.
- Performing arts are key to interaction; a microphone/ open stage, dance-o-mat, silent disco, buskers, speakers corner etc.

- Retail is expected to be boutique and quirky, including night markets, flea markets and local arts and crafts.
- Innovative, quality facilities and buildings that are sustainable.
- Community space that is inviting and accepting of all people, for locals and for visitors alike, a social and entertainment hub.
- Affordable for all, accessible to all.
- The character of the Area is not so much about being 'vibrant, busy and commercial' but a social centre that is entertaining, enjoyable, cultural, historical, innovative and quality.

6.9 Collage of reference images

A series of 37 reference images were presented to participants to allow an exploration and identification of the type of spaces that appeal and are suitable for the Area.

Included below are the reference images that appealed to all life stage groups followed by several images that appealed to only some life stage groups. Finally, there is a series of reference images that did not appeal to any of the life stage groups and are to be avoided for the Area.

6.9.1 Reference images liked by all life stage groups



Perth, Australia – Urban Orchard



Adelaide, Australia – Peel Street



Auckland, NZ – Quay Street



Melbourne, Australia – Shimmerlands outdoor cinema



Auckland, NZ – Silo Park cinema



Auckland, NZ – Silo Park light art



Rouen, France – Rouen Cathedral of Notre Dame annual light show



Auckland, NZ – Silo Park market

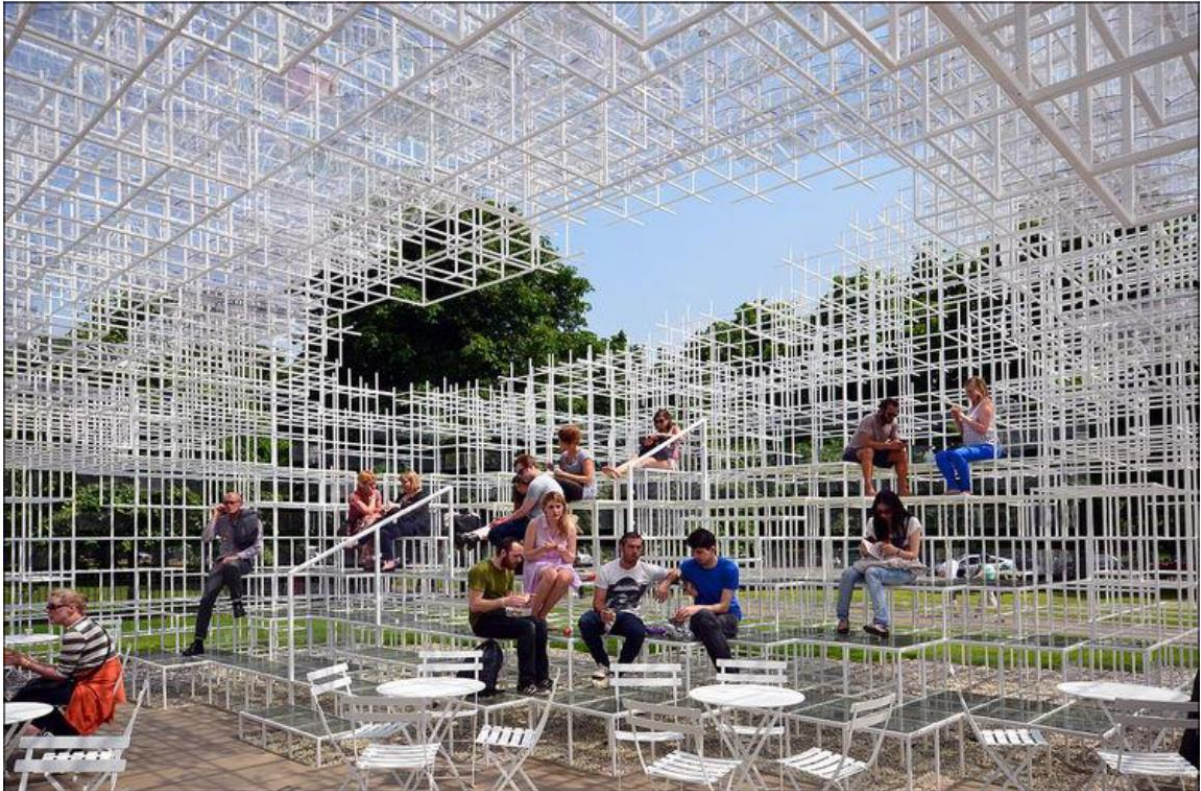
Note: this concept as a night market was also liked too



Hamburg, Germany – Park Fiction



Amsterdam, Netherlands – Inner city cycling



London, UK – Serpentine Pavilion 2013 by Sou Fujimoto

Note: concept of interactive art liked rather than this piece itself



Chicago, USA – Lurie Garden

Note: this image was liked for the Avon River



New York City, USA – Times Square

Note: Considered desirable if multi-national advertising replaced with unique Christchurch street art



Barcelona, Spain – Las Ramblas



Christchurch, NZ – Cathedral Square food trucks



Auckland, NZ – Takutai Square, Britomart



Barcelona, Spain – Las Ramblas with Miro tile artwork



Auckland, NZ – St Patricks Square



St. Louis, USA – Citygarden



Los Angeles, USA – La Cienega Outdoor Fitness Pavilion



London, UK – Pitch/Pitch stackable football pitch concept



Christchurch, NZ – Nike Football in the Gap (Colombo/Hereford corner)

6.9.2 This reference image was liked by the young singles



Sydney, Australia – Waterloo Skate Park

6.9.3 The following reference images were liked by those with dependent children and empty nesters:



Lima, Peru – Pop-up park ‘Green Invasion’



Bruges, Belgium – Ice skating rink

6.9.4 Reference images that were disliked by all of the life stage groups







Appendix I: Group structures

Group 1: Aged 15 – 29, no dependent children: Saturday 11 th February, 3pm – 5pm		
Participant profile	Specifics	Attended
Total no. recruited		8
Age:	15 – 19	2
	20 – 24	4
	25 - 29	2
Gender	Male	4
	Female	4
Ethnicity	European	6
	Maori	1
	Pacific	1
	Other	1
Working status	Work full or part time in paid employment	5
	Student	2
	Not in paid employment	1
Occupation	Other management (sales, admin, warehouse etc.) and small business owners	2
	Trades e.g. nurses/ police/ fireman/ armed forces	1
	Skilled trades people e.g. plumber, carpenter, electrician, welder	1
	Learning a trade – still studying	1
Location of residence within Christchurch	North-West	1
	South-West	3
	North-East	2
	South-East	2
Length of time living in Christchurch	All of life	3
	More than 20 years	0
	10 – 19 years	1
	7 – 9 years	0
	6 or less years	4
Activities in central city now	Work	1
	Live	0
	Socialise	6
	Shop	6
	Do not use/ visit central city now	0

Group 2: Aged 20 - 59, have dependent children: Sunday 12th February, 1pm – 3pm		
Participant profile	Specifics	Attended
Total no. recruited		8
Age:	20 – 29	1
	30 – 39	2
	40 - 49	3
	50 - 59	2
Gender	Male	5
	Female	3
Ethnicity	European	5
	Maori	1
	Pacific	1
	Other	1
Working status	Work full or part time in paid employment	6
	Student	0
	Not in paid employment	2
Occupation	Professional	2
	Management and small business owners	1
	Clerical/ sales representatives etc.	1
	Unskilled	2
Location of residence within Christchurch	North-West	3
	South-West	2
	North-East	2
	South-East	1
Length of time living in Christchurch	All of life	5
	More than 20 years	1
	10 – 19 years	0
	7 – 9 years	1
	6 or less years	1
Activities in central city now	Work	2
	Live	0
	Socialise	3
	Shop	5
	Do not use/ visit central city now	0

Group 3: 30 - 70 people without dependent children: Sunday 12th February, 4 – 6pm		
Participant profile	Specifics	Attended
Total no. recruited		9
Age:	30 – 39	2
	40 – 49	3
	50 - 59	2
	60 - 70	2
Gender	Male	5
	Female	4
Ethnicity	European	5
	Maori	1
	Pacific	1
	Other	2
Working status	Work full or part time in paid employment	5
	Student	2
	Not in paid employment	2
Occupation	Professional	1
	Management (sales, admin, warehouse etc.) and small business owners	1
	Skilled trades people e.g. plumber, carpenter, electrician, welder	1
	Semi-Skilled e.g. machine operators, forklift drivers etc.	2
Location of residence within Christchurch	North-West	1
	South-West	2
	North-East	4
	South-East	2
Length of time living in Christchurch	All of life	3
	More than 20 years	3
	10 – 19 years	1
	7 – 9 years	0
	6 or less years	2
Activities in central city now	Work	2
	Live	0
	Socialise	4
	Shop	5
	Do not use/ visit central city now	0