Friendly Carterton

Report on Results of the CARTERTON COMMUNITY Pulse

April 2019
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Overview

The Carterton Community Pulse Survey was conducted to gain insights into some of the community's activities and participation in community life, and to find out how the community looks at Carterton, what's missing and what they'd like to see changed.

The intended audiences for this report are: Carterton District Council, Go Carterton, Lions, Rotary, Keep Carterton Beautiful, R2R, Rebus (formerly Probus), other community organisations, sports clubs and any Wairarapa community groups or people who may find its contents useful.

Response

The survey was conducted between 20 November and 9 December 2018.

472 people started the survey.

319 people completed the survey for a completion rate of 68%.

Thank You

This survey and report would not have happened without the assistance and support from a number of people and groups. Firstly and most importantly Resilient Carterton thanks all of you who participated in the survey without you - nothing.

Resilient Carterton also thanks: Carterton District Council, New World Carterton, Carterton Medical Centre, Almos Books, Karen Goodall (St. Mary's School), Tasti Takeaways, and Centreway Fish & Chips.
Who did the survey?

Breakdown of the respondents

- **Gender**
  - Female
  - Male
  - Other

- **Urban/Rural**
  - Urban
  - Rural

- **Ethnicity**
  - European/Pakeha
  - Māori
  - Pacific Peoples
  - Asian
  - Other (specify)

**How long have you been living in Carterton?** (% of respondents)

- Less than 1 year
- 1 to 5 years
- 5 to 10 years
- 10 to 20 years
- 20+ years

**Age of respondents** (% of respondents)

- Under 13
- 13 to 18
- 19 to 24
- 25 to 36
- 37 to 46
- 47 to 56
- 57 to 66
- 67 to 75
- 76 or older

Note: The respondents were not randomly selected, they chose to respond. The demographic of respondents does not match the Carterton population demographic. The survey results are indicative of views and activities but are not a statistically reliable representation of the whole community.
"Other" included:
- 2 older pensioners 1 disabled adult
- 3 generations
- Blended, Our older children no longer live with us, visit regularly, we are older and have a 6 year old
- Couple along with a boarder
- Couple plus granddaughter
- Family two adults two children ten to 15
- Family with mixed age children
- Flatting separated with 1 child
- Grandparents couple with grandchild
- Living alone and flatting. I don't want to live alone, except past flatmates were dangerous, thieves and lazy and terrorised me further.
- LIVING WITH PARENT
- Mother, 2 children, great-grandmother and mother
- Rest Home
- Retired couple
- Retired couple
- sharing house with friend
- Single Mother with teenage daughter
- Single older parent to young child
Clubs and Organisations

Q10. How many clubs or local organisations are you a member of?

Q11. How do you prefer to be involved with a club or organisation?
Almost 60% of respondents go walking as a physical activity and 25% take a dog.

Most people's activities are individual: walking, gardening, swimming, cycling, running, gym, yoga, pilates.

Organised sports come next with: hockey, rugby, football, netball and cricket.

What other physical activities do people engage in?
Boxing, dancing, rest home activities, hunting, fishing, roller derby, golf, shooting, tramping and bush walks.

Quite a few do nothing, including this quote, "None, at over 80 years of age done my bit"
Reading and writing are the top pastimes in the Carterton community.

Other pastimes include:
Art, arts and crafts, beekeeping, photography, card games, cooking and baking, crochet, crosswords, social media, DIY, drawing, trains (full size), history, Te Reo, motorbikes, music, furniture making, scrapbooking, sewing, theatre, singing, socialising, tinkering in the shed, Toastmasters.
Skills

Q16 What skill/s would you like to learn?
Sixty-five respondents were happy with skills they currently had or weren't sure couldn't think of a new skill they wanted.

Arts & Crafts
- Batik
- Acting
- Clay work
- Oil painting
- Crochet
- Knitting
- Drawing
- Jewellery
- Māori weaving
- Mosaics
- Advanced needlework
- Pottery
- Sewing
- Calligraphy

Home & Garden (cont.)
- Composting
- Raising from seed
- Charcuterie
- Food forests
- Upholstery
- Darn a sock
- Landscaping
- Permaculture
- Plumbing
- Upcycling furniture

Sports/Physical
- Gymnastics
- Roller skating
- Basketball
- Hunting
- Tennis
- Golf
- Karate
- Swimming
- Hiking/tramping
- Darts
- Roller derby

Technical
- Basic car care
- Basic woodworking, woodturning
- Home maintenance
- Websites, blogging
- Computer skills
- Bike repairs
- Appliance repairs
- Programming/coding/software development
- Farm skills
- Robotics
- Smartphone skills
- Lathe work
- Welding

Personal Growth (cont.)
- Singing
- Dance - different types, ballroom, Latin American, jive, pole dancing
- Public speaking, Toastmasters
- Languages: Te Reo, French, Spanish, Sign language
- Guitar

Other
- Brewing, beer and wine making
- Small business, marketing
- How to make money while being a stay at home mum
- Camera/photography
- Making money
- Bridge
- Metal detecting, rock hound
- Kids activities
- Social worker skills, counselling
- Survival skills
- Video making & sound production
- Knife making
Unpaid Work

Q17 How many hours a week on average do you spend on voluntary (unpaid) work?

(% respondents)

- None
- 1 to 2 hours
- 3 to 5 hours
- 6 to 10 hours
- 10 to 20 hours
- 20 to 40 hours
- More than 40 hours

Q18 What type of voluntary work do you do and who for?

% of respondents

- Clubs/Organisations
- Community
- Committee/Officer
- Children
- School
- Sports
- Media
- Aged
- House/Gardening
- Environment
- Church
- Arts/Crafts
- Caregiver
- Other
- Various
- Finance
- Technical
- Adult literacy
Q19. What three words best describe Carterton?

The most popular words and frequency:

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<th>Frequency</th>
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</tr>
<tr>
<td>country</td>
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</table>
The Landmark

Q20 What Carterton landmark best represents you?

The top four landmarks were probably predictable but Fensham Reserve at the top was surprising. Should we publicising it more, or is it our little secret?

Other suggestions include:

Heart of Wairarapa signs, the clever signs on the public toilets, Carter's Reserve, Fire station, haunted house Ahiauruhe, Howard Booth Park, Library, Massons Engineering Works, Mt Dick, log cabin at Watermill Bakery, Salvation Army Centre, old sewage pond and dog pond, Sparks Park, Tararua Maunga, Tararua Taratahi, eucalypts behind Carrington Park, the natural environment, Vinnies.
### The Secret

**Q22 What is Carterton's best kept secret that everyone should know about?**

#### Places
- The water at the bottom of Mt Dick
- All the little parks and forest / bush walks
- all the wonderful murals/paintings around Carterton
- Almos books & Page 42
- Balter
- Bike park
- Bollie's pizzas
- Cafe Istanbul
- Cafe Mirabelle
- Carrington Park
- Carter's Reserve
- Carterton Farmer's Market
- Carterton summer pool is a great family outing or a place to take visitors. Best thing it is free!
- Clareville Bakery
- Dining at the Buckhorn.
- Double plus shop is good
- Events Centre & Library
- Excellent op shops
- Fensham Reserve
- The Gladdy
- Great Indian food at Indian Taj
- Great parks & great walks
- Howard Booth Park
- Mangatarere valley
- Marigold Restaurant
- Marquis of Normanby

#### Places (cont.)
- Mount Dick & lookout
- Mt Holdsworth area
- Our amazing bakeries
- Paua World
- Railway station.
- Regent 58 Tavern & alley ways
- Royal Oak
- Southend school is the best!!
- Sparks Park
- Stonehenge
- The drug dealers on Pembroke street.
- The Right Dairy
- The wineries
- Trevor Lambs Leather Art Workshop.
- Waiohine Gorge

#### Other
- We are proud of who we are, a small rural town with a history and a future. We have many great people who are genuinely caring and active to keep our community humming.
- Carterton is wise enough not to have put fluoride in their water.
- Diversity and good representation of 20th century domestic New Zealand architecture
- Dog friendly parks.
- Films at The Events Centre
- floral displays - hanging baskets, very colourful garden areas/parks; The Carterton Crier - best info available; clean and tidy streets/lawns - rubbish well attended to
- Friendly, happy people
- Green Dollars Scheme (ask Helen Dew) and Wairarapa Kids Choir
- High Rates. A real killer!
- Inclusivity, independence
- It's not pretentious, relaxed vibe
- Leaders of our community are involved in fascism, propaganda, destroying democracy, plus human/constitutional rights abuses
- Māori history
- Need to support those less fortunate, and less well educated - we have a considerable tail
- Quiet and beautiful country roads for cycling.

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**Helpful library staff.**
- A community ready to trial localism
- a friendly town with lots of things to offer
- Carterton people - an amazing palette of skills
- Carterton Rugby Club
- Community spirit
- Parks and reserve staff
- Passionate businesses and organisations
- That Russell Geange is a great teacher.
- The author of the signs on the public toilet
- Lady who sells plants from her home on high street

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**Resilient CARTERTON**

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The Challenges

Q23 What are Carterton's three main challenges?
These were broken out to individual items. Some people provided a single word, others a brief phrase or sentence.
The individual items were then classified into groups.

- **CBD** - Empty shops, ugly CBD, lack of shops, fewer second-hand shops
- **Traffic** - heavy traffic in main street, difficult crossing road & entering traffic
- **Water** - a secure, clean supply
- **Rates** - high rates, rates affordability
- **Growth** - grow sustainably, ensure infrastructure keeps up, not become too big,
- **Council** - maintaining/retaining infrastructure assets, provide good governance and leadership
- **Youth** - more things for youth to do, engaging youth in community
- **Waste** - litter, waste disposal, recycling
- **Community Strengthening** - engaging people, bringing commuters into community, connecting people
- **Housing** - affordability, rental availability & pricing
- **Transport** - inadequate public transport
- **Identity** - finding/having our own strong identity, culturally considerate celebrating our diversity
- **Trains** - want a reliable and satisfying train service
- **Employment opportunities** - create more employment
- **Roads** - roading maintenance
- **Medical care availability** - more doctors, no medical care in the weekend
- **Attitudes** - mixed opinions about attitudes that are holding us back
- **Business** - attract more businesses, retain businesses
- **Footpaths/parks issues** - more good footpaths, more green space
Change one thing

Q24. If you could change one thing in Carteron, what would it be?

CBD - More shops, smarter appearance, shops occupied, modernise buildings, make vibrant interesting quirky appeal, brighten toilets, add Kmart/Warehouse/Postie/Pink, fewer second hand shops, keep agricultural supply shops out of CBD

Traffic - heavy vehicle bypass, move SH2 (look at Foxton), traffic calming/roundabouts

Rates - reduce the rates

Council - get sustainable practices at core of council’s plans, merge with other councils, contract out work

Parks/streets - more trees, more green space, fix roads & footpaths

Identity - create a clear brand for the region, celebrate our cultural diversity, more unified and well-defined vision

Trains - better train services, better connection to Wellington

Swimming pool - a bigger & better swimming pool

Waste - better rubbish collection and recycling, longer weekend hours for transfer station

Roads - 80km zone through Clareville, join Gladstone wineries, more roundabouts

Youth - more things for youth to do, more activities at Carrington Park

Community engagement - more people getting involved, increased voter turnout connecting people

Growth - slow down, stop executive homes as elderly people under threat of being made homeless
What's Missing?

Q25. What is missing in Carterton?

- **CBD** - More shops & restaurants, a growing retail & business centre, hotel, clothing shops, modern street front
- **Nothing** - many respondents are happy with current facilities
- **Youth** - activities, trampoline park, indoor family activities
- **Entertainment** - movie theatre, regular events at the band rotunda, live music
- **Other** - EV fast-charge station, airport/access to air service, resource/community/artisan centre, statue to Ngatuere Tawhirimatae Tawhao
- **Identity** - a reason to stop, a clear common direction and identity
- **Sports** - Sportshub, more football pitches
- **Parks/streets** - street art
- **Community engagement** - diversity, more friends, opportunities to mix
- **Traffic** - heavy traffic bypass
- **Swimming pool** - warm public pool, better year round covered pool.
- **Cycling** - cycle lanes & walkways
- **Attitudes** - more quirk, business cohesion, decent commercial landlords
Boomerang Bags

Q26. In Carterton we have Boomerang Bags.

(% respondents)

- I/we use my/our own shopping bags.
- I/we always use Boomerang Bags.
- I/we sometimes use Boomerang Bags.
- I have no idea what you’re talking about.
- Know what they are but I/we don’t use them.
What do Carterton People do?

- Encourage others
- Say hello in the street
- Think ahead & plan for the future
- Know and trust each other
- Share knowledge

Care for people & the environment
- Have fun
- Participate in community
- Build networks
- Do things together

Legend: Rarely, Sometimes, Often, Mostly
The vast majority (almost 60%) were spoken to by a neighbour within the previous two days.

Over 80% of respondents have spoken with a neighbour in the last seven days.

About 12% rarely speak with their neighbours.

24% of respondents belong to a Neighbourhood Support Group.
At first glance, it appears that the percentage of people with some emergency preparations is reasonable. It is positive that this is the case. However:

- 25% do not have food for more than 5 days
- 40% do not have the minimum amount of water stored
- 60% do not have water to last more than a week

In the case of a major event, a significant number of people will be relying on other people for water and food.

Do rest homes, motels and other accommodation providers have sufficient water for their residents/guests for a minimum of three days?
Other Comments

Q32 One last question, anything you'd like to add?

Love Carterton - We love living in Carterton!
Survey - Thank you for conducting the survey
Other - Broad range of comments e.g. Local promoters and event organisers née to realise that there are world class entertainers in CARTERTON.
Community - Community works well. We are trying to build a connected community. We'll get there.
Town upgrade - Carterton needs to upgrade itself if it want to have any future.
Rates - Rates are too high.
Sports/recreation - Like to see more facilities.
Identity - Carterton desperately needs a goal and identity that is true, inclusive and realistic.
Engagement - Very surprised by how lonely I feel here.
Urban/Rural - Rural is a different type of community and I am not sure people really get that.
Transport - Get airport in Masterton.
Traffic - Bypass for heavy traffic.
Shops - More shops and upgrades.
Youth - More facilities for youth.
Water - Address water supply, new houses should have tanks.
Neighbours - Mixed: some have regular potlucks, others little contact.
Emergency Readiness - More preparedness.
Amalgamation - Consider joining with other councils or at least SWDC.
Affordability - Hope Carterton does not become 'Elitist', more affordable housing near station.
Methodology

The Community Pulse Survey was conducted by Resilient Carterton (Project Wairarapa Inc.) with a grant from Carterton District Council.

"Resilient Carterton proposes to survey the Carterton community to find out what it likes about Carterton, what the main issues are and its vision for the future."

Reasons for the survey

1. This survey will have general and more specific questions to canvas public vision on better future for Carterton.
2. The survey results will be made public as well as a survey report will be sent to CDC with suggestions for future development and cooperation.
3. The survey results will be used by community groups already undertaking community projects.
4. The survey results will be used in Resilient Carterton strategic planning.
5. The survey will inspire other Wairarapa communities – think big.
6. The survey will provide a wider community outreach assisting Resilient Carterton's application for Community Led Development.

Deployment

The survey was available online in a format accessible to PC, notepads and smartphone.

A paper version of the survey was available at the Carterton Medical Centre, Almos Bookshop and two fish and chip shops on the High Street. Residents could also request a paper copy be delivered to their homes.
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