

6. RECREATION

DESIRED OUTCOME

A community with access to a variety of cultural, recreational and heritage experiences and facilities that enhance our quality of life

















- a. Cultural, recreational and heritage facilities are maintained to and developed to meet community needs (**Priority**)
- b. Cultural, recreational and heritage experiences and facilities are accessible to the community and actively used

INTRODUCTION







Through the community outcomes process, our community identified that culture, heritage and recreation are important to our quality of life. By ensuring our community has a variety of cultural, heritage and recreation facilities that are accessible and affordable, our community is progressing well towards meeting our district’s diverse cultural wellbeing needs.

The Ministry for Culture and Heritage takes a broad approach to cultural wellbeing. This view encompasses many of the activities which local authorities already engage in – including provision of libraries, museums, parks, venues and recreational facilities, support for the arts, celebration of events, promotion of language, heritage protection and the provision of “main street” programmes and cycle-ways etc (Ministry for Culture and Heritage, 2009).

Three indicators and their measures are used here to tell the story of Ashburton Districts’ progress towards achieving its recreation goals of having access to a variety of experiences and facilities. These indicators include the following; arts, culture and heritage facilities and services; recreation facilities and services; and community events.

	State	Trend
6.1 Arts, Culture and Heritage Facilities and Services <ul style="list-style-type: none"> • Use of District Library • Use of Ashburton Art Gallery • Use of Ashburton Museum • Satisfaction with Council’s involvement with the Art Gallery and Museum 	   	   
6.2 Recreation Facilities and Services <ul style="list-style-type: none"> • Use of the community pool • Use of sports fields, playgrounds, parks, reserves and gardens • Satisfaction with sports fields, playgrounds, and Ashburton Domain 	  	  
6.3 Community Events <ul style="list-style-type: none"> • Satisfaction with Council’s role in community events 		

Key:

State	 Achieving our Target	 Close to Achieving	 Not achieving our Target
Trend	 Favourable / Improving	 No significant change	 Declining / Unfavourable

6.1 ARTS, CULTURE AND HERITAGE FACILITIES AND SERVICES

Arts, culture and heritage facilities and services are critical for the expression of cultural, national and local identity and are important outlets for many people's free time and enjoyment. The ability to take part in a range of arts and cultural activities is associated with community connectedness.

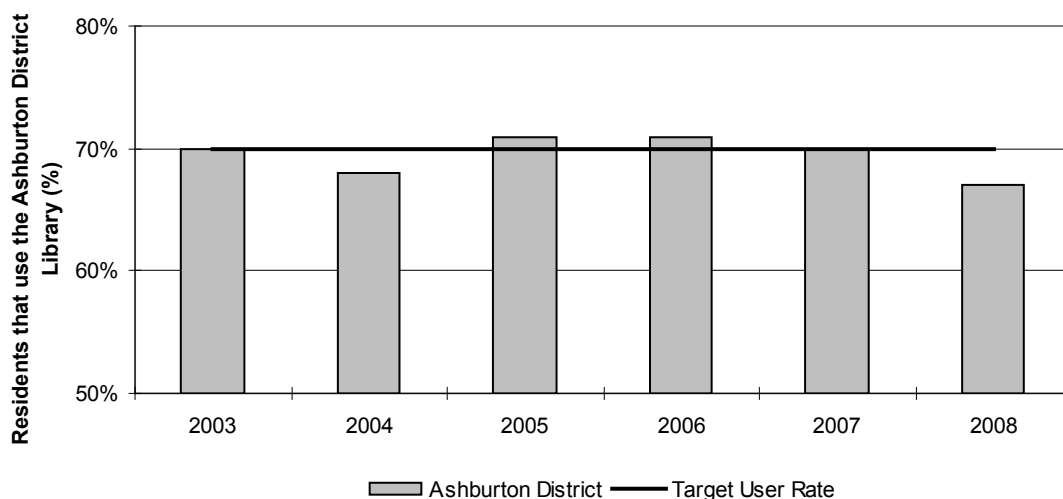
USE OF DISTRICT LIBRARY

What is this about?

The Ashburton District Library offers access to a wide range of resources which support and enhance learning opportunities. It is a centre of knowledge and provides a wide range of leisure resources and activities for the entire community.

This indicator shows the percentage of Ashburton District residents who visited the District Library at least once in the twelve month period prior to the annual NRB Communitrak annual resident survey.

Fig 59. Proportion of Residents who Visited the Ashburton District Library per Annum



Proportion of residents who visited the Ashburton District Library per annum 2003 -2008
Source: Ashburton District Council NRB Communitrak Survey

Key Points

- Figures show that the general trend is relatively stable, with between 67% and 71% of residents visiting the District Library at least once per 12 months between the years 2003-2008. This equates to an average of 69% of residents visiting and/or using District Library services at least once during this five year period, which is only 1% below the target of 70%
- The year of highest resident visitation was 2005, with 71%; and the lowest in 2008, with 67%

How are we doing?

Target:	State:	Trend:
At least 70% of residents have visited the District Library in the past year.	☺	↔

Data Limitations

The NRB Communitrak Survey results represent a sample of the Ashburton District population aged over 18 years of age, as opposed to a census which collects information on every person. The survey is conducted over the telephone, therefore those without a telephone, and those aged under 18 years of age are excluded from the survey.

USE OF THE DISTRICT ART GALLERY AND MUSEUM

What is this about?

The Ashburton Museum and Ashburton Art Gallery provide our district with diverse cultural and heritage experiences, which help to shape our community's identity. Increasing recognition is being given to the importance of cultural activities in the daily lives of New Zealanders, as they are an important expression of personal, cultural and national identity, and are an indicator of a sophisticated, healthy society.

Council has a performance target of at least 10,000 visitors per year to both the Art Gallery and Museum. This measure provides an indication of the proportion of the community who are engaged in the cultural and heritage experiences offered at the Art Gallery and Museum.

Fig 60. Ashburton Art Gallery and Museum Visitor Numbers per Annum



Art Gallery and Museum visitor numbers per annum 2005 - 2008
Source: Ashburton Art Gallery and Ashburton Museum

Key Points

- The Ashburton Art Gallery has exceeded the performance target of 10,000 visitors per year for the past four years
- The Ashburton Museum has not reached the target of 10,000 visitors per year in the past four years, but it is showing an increasing number of visitors, with 1,500 more people visiting the museum in 2008 than 2006

How are we doing?

Target:	State:	TRrend:
Ashburton Art Gallery has at least 10,000 visitors per year.	😊	↔
Ashburton Museum has at least 10,000 visitors per year	😞	↑

Data Limitations

This data is reliant on the quality of the user number counting procedures at each location.

SATISFACTION WITH COUNCIL'S INVOLVEMENT WITH THE ART GALLERY AND MUSEUM

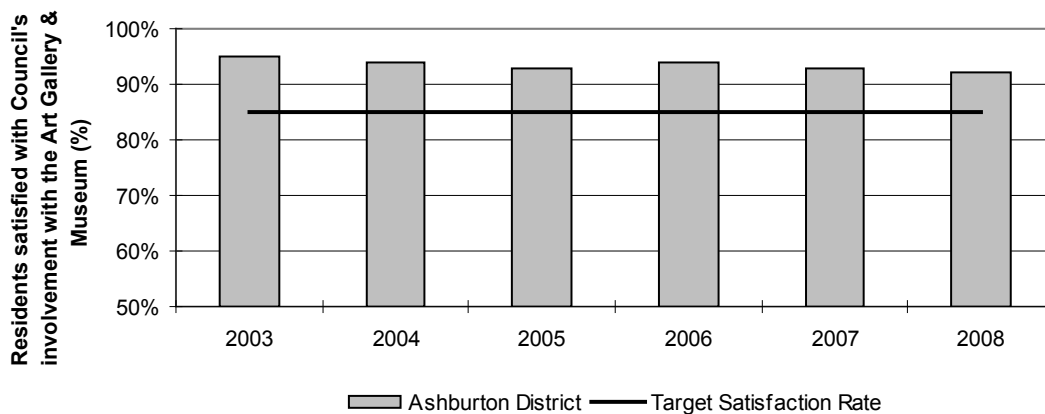
What is this about?

Council provides operational funding and the use of the former County Council building to the Ashburton Art Gallery and the Ashburton Museum.

Council is planning to construct a new purpose-built Art Gallery and Museum facility on land it owns on West Street, Ashburton. It is expected that construction will begin on the project in 2010/11.

The chart below shows the level of resident satisfaction with Council involvement with arts & culture, including the Art Gallery and Museum.

Fig 61. Satisfaction with Council's Involvement with Arts and Culture, Including the Art Gallery and Museum



Residents satisfied with Council's involvement with the Art Gallery and Museum (don't know responses excluded) 2003 - 2008

Source: Ashburton District Council NRB Communitrak Survey

Note: The measure above (with Don't Know responses excluded) is the measure Ashburton District Council uses to measure resident satisfaction in Council's Annual Report.)

Key Points

- Residents have been consistently satisfied with Council's involvement in supporting the operational costs of the Art Gallery and Museum, with 92% of residents satisfied in 2008
- Over the last six years, on average 93.5% of residents have been satisfied with Council's involvement, exceeding the target satisfaction rate of 85%

How are we doing?

Target:	State:	Trend:
At least 85% of residents are satisfied with the level of Council's involvement in Arts and Culture	😊	↑

Data Limitations

Resident satisfaction through the Communitrak Survey results in data that is highly subjective as it is based on individual personal perception. These perceptions are largely determined by people's expectations and experiences. The NRB Communitrak Survey has a margin of error of +/- 6.9%, meaning that results may actually be greater or less than those shown.

6.2 RECREATION FACILITIES AND SERVICES

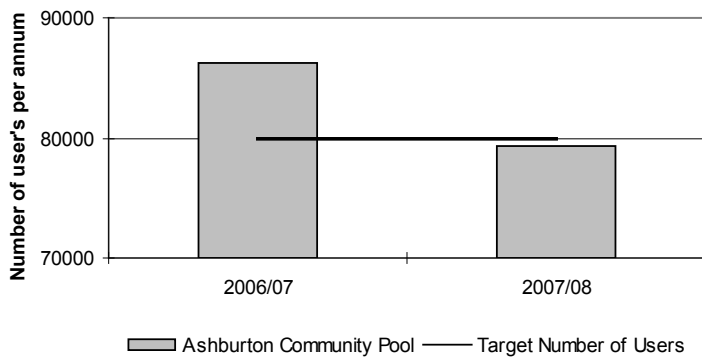
Our community values having accessible and affordable community facilities and services for all in the community to utilise and enjoy. These contribute to people’s wellbeing and their quality of life.

USE OF THE COMMUNITY POOL

What is this about?

Council is the cornerstone funder of the Ashburton Community Pool and provides expert assistance to the Ashburton Community Pool Board when required. Council is committed to ensuring that the community pool continues to operate and provides a service at a reasonable rate for the community.

Fig 62. Use of the Ashburton Community Pool



Use of the Ashburton Community Swimming Pool 2006 - 2008
 Source: Ashburton Community Swimming Pool reports to Council

Key Points

- Ashburton Community Pool usage numbers exceeded the target of 80,000 users per annum in 2006/07
- User numbers dropped slightly in 2007/08 from 86,280 down to 79,329
- The current Ashburton Community Pool is nearing the end of its economic life with significant investment needed to keep it functioning beyond the short term. Council is proposing in the Draft Community Plan to construct a new aquatic facility in 2015/16

How are we doing?

Target:	State:	Trend:
The Ashburton Community Pool has at least 80,000 admissions per year	☹️	↔️

Data Limitations

This data is reliant on the quality of the user number counting procedures at each location.

USE OF COUNCIL-PROVIDED SPORT AND RECREATION FACILITIES

What is this about?

Sport and recreation facilities and areas provide opportunities for individuals to recreate, which is an important component of individual, family and community health and wellbeing.

Access to sport and recreation facilities is closely linked with participation, as the greater the ability to access recreation facilities, then the more likely people are to utilise them.

Fig 63. Users of Sports Fields, Playgrounds, Parks, and Gardens as a proportion of the population

	Ashburton Domain	Parks, reserves & gardens	Sports fields & playgrounds
2003	88%	86%	76%
2004	86%	88%	77%
2005	84%	81%	76%
2006	87%	89%	77%
2007	87%	88%	79%
2008	85%	88%	76%

Users of sports fields, playgrounds, parks and gardens as a proportion of the population (don't know responses excluded) 2003 - 2008

Source: Ashburton District Council NRB Communitrak Survey

Note: The measure above (with Don't Know responses excluded) is the measure Ashburton District Council uses to measure resident satisfaction in Council's Annual Report.

Key Points

- Ashburton Domain and parks, reserves and gardens show a consistent record of exceeding the target of 85% of residents using them, with each averaging 86% over the last six years
- Sports fields and playgrounds fall short of achieving the target of 85% of residents using them, but have had consistent results over the past six years. Over the last six years, an average of 77% of the population have used sports fields and / or playgrounds

How are we doing?

Target:	State:	Trend:
At least 85% of residents surveyed have visited Council provided sports fields, parks or gardens in the last 12 months	☹️	↔️

Data Limitations

The NRB Communitrak Survey results represent a sample of the Ashburton District population aged over 18 years of age, as opposed to a census which collects information on every person. The survey is conducted over the telephone, therefore those without a telephone, and those aged under 18 years of age are excluded from the survey.

SATISFACTION WITH COUNCIL-PROVIDED SPORT AND RECREATION FACILITIES

What is this about?

To ensure Council-provided sport and recreation facilities are utilised and meet the needs of the community, it is vital that they are accessible, available and affordable for all in the community.

Each of the following Council-provided sport and recreation facilities are available to the community free of charge and are relatively accessible for all residents.

Fig 64. Resident satisfaction with Council-provided sport and recreation facilities

	Ashburton Domain	Parks, reserves & gardens	Sports fields & playgrounds	Rural reserves
2003	99%	98%	98%	92%
2004	99%	99%	98%	97%
2005	99%	98%	96%	97%
2006	99%	99%	95%	98%
2007	99%	98%	97%	96%
2008	99%	98%	94%	95%

Resident satisfaction with Council provided sport and recreation facilities (don't know responses excluded) 2003 - 2008

Source: Ashburton District Council NRB Communitrak Survey

Note: The measure above (with Don't Know responses excluded) is the measure Ashburton District Council uses to measure resident satisfaction in Council's Annual Report.

Key Points

- Ashburton Domain; parks, reserves and gardens; sports fields and playgrounds; and rural reserves each exceeded the target of 85% resident satisfaction in all of the past six years

How are we doing?

Target:	State:	Trend:
At least 85% of residents surveyed are satisfied with Council provided sport and recreation facilities	😊	↔

Data Limitations

Resident satisfaction through the NRB Communitrak Survey results in data that is highly subjective as it is based on individual personal perception. These perceptions are largely determined by people's expectations and experiences. The NRB Communitrak Survey has a margin of error of +/- 6.9%, meaning that results may actually be greater or less than those shown.

6.3 COMMUNITY EVENTS

Community events provide opportunities for the community to celebrate together, enabling social connectedness and cohesion. They also help to increase the variety of experiences available in the district.

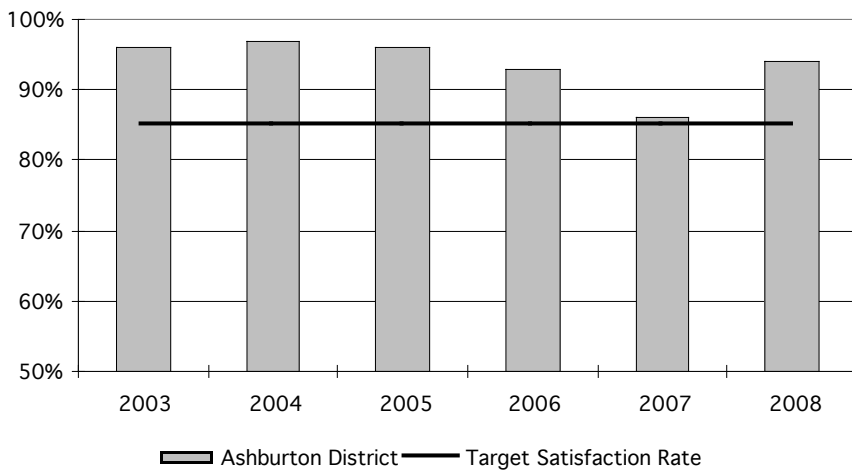
COUNCIL’S ROLE IN COMMUNITY EVENTS

What is this about?

Council funds the Concert in the Park as an annual event for local residents and provides funding towards events through community events funding grants, administered by Ashburton District Tourism.

Through the provision of community events, residents in the district are provided opportunities to increase their community connectedness and engagement with one another, which are important for the social wellbeing of the district.

Fig 65. Resident Satisfaction with Council’s Role in Community Events



Resident satisfaction with Council’s role in community events (don’t know responses excluded) 2003 - 2008
 Source: Ashburton District Council NRB Communitrak Survey

Note: The measure above (with Don’t Know responses excluded) is the measure Ashburton District Council uses to measure resident satisfaction in Council’s Annual Report.

Key Points

- Residents in the district have been consistently satisfied with Council’s role in community events, with the target of 85% being exceeded every year since 2003
- The average satisfaction score over the last 6 years is 94% of residents satisfied with Council involvement in community events
- 2007 saw a decline in the satisfaction rating due to Council deciding to not host the New Years Eve Street Party in 2006

How are we doing?

Target:	State:	Trend:
At least 85% of residents surveyed are satisfied with Council’s involvement in community events	😊	↑

Data Limitations

Resident satisfaction through the NRB Communitrak Survey results in data that is highly subjective as it is based on individual personal perception. These perceptions are largely determined by people’s expectations and experiences. The NRB Communitrak Survey has a margin of error of +/- 6.9%, meaning that results may actually be greater or less than those shown.