

METHVEN COMMUNITY

STRATEGIC PLAN 2009

AMAZING SPACE

WELCOME TO THE 2009 METHVEN COMMUNITY STRATEGIC PLAN.

It is with great pleasure that we present this plan which has been developed as a joint initiative between the Methven Community Board, Ashburton District Council and the Methven community.

This plan is Methven's vision of where it sees itself as a community ten years from now. The plan provides a roadmap of how to achieve Methven's goals and highlights important actions for the community to achieve along the way. By looking forward together we can ensure that Methven is well placed to face current and future challenges.

A strategic plan such as this requires a number of organisations and groups to work together with the community to achieve these goals. It is through this working together that as a community, and a district, we will continue to grow, thrive and enjoy a quality of life that is simply outstanding.

We are fortunate to live in a district of not only remarkable landscapes and natural environments, but one which has forward thinking and progressive communities such as Methven. People are the essence of a community and without the commitment and passion of the Methven community it would be difficult to progress in readiness for the future.

We would like to thank everyone who gave their time, energy and ideas to the development of this plan. We trust it reflects the range of ideas brought to the process by the Methven community and encourage you to continue to be a part of the plan by making these ideas a reality.



**Martin Nordqvist - Chairman
Methven Community Board**



**Mayor Bede O'Malley
Ashburton District Council**



Coming together is a beginning, keeping together is progress, working together is success

(Henry Ford)

TABLE OF CONTENTS

Executive Summary	3
Why we need a Strategy	4
Strategy Development Process	4
Methven Community	5
Current and Future Challenges	8
GOAL ONE:	
An attractive town in which to live, work and play	8
GOAL TWO:	
Raise both the business and tourism profile of Methven locally, nationally and internationally	10
GOAL THREE:	
A well informed and participating community who is effectively represented	12
GOAL FOUR:	
Methven is a safe and accessible area which cares for the wellbeing of its community	14
GOAL FIVE:	
Methven community is a leader in recreation opportunities	16
APPENDIX I: How We Will Measure Progress	18
APPENDIX II: SWOT Analysis Findings	28

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Ashburton District Council, Ashburton District Tourism; Amy Hughes; NZSki.com – Mt Hutt (Photographer: Miles Holden); Winslow Limited.



EXECUTIVE SUMMARY

OUR STRATEGIC GOALS:

Five strategic goals, each with supporting objectives have been identified by the Methven community as being vital for the future development of Methven.

- 1 An attractive town in which to live, work and play**
 - Our community maintains its unique character and protects its heritage
 - We are proud of our town's appearance
 - Methven is prepared for future growth
- 2 Raise both the business and tourism profiles of Methven, locally, nationally and internationally**
 - Our community offers all year tourism opportunities
 - We offer great opportunities for businesses to grow
- 3 A well informed and participating community who is effectively represented**
 - Our residents are well informed
 - Our community is effectively represented
- 4 Methven is a safe and accessible area which cares for the wellbeing of its community**
 - Our community's wellbeing needs are met
 - Methven is safe and accessible for all
- 5 Methven community is a leader in recreation opportunities**
 - Methven area is a national leader in outdoor recreation
 - Our sport and recreation activities cater for all



INTRODUCTION

WHY DO WE NEED A STRATEGY?

The purpose of the strategy is to provide direction for progress in Methven over the next ten years. The strategy development process gives the opportunity to plan together as a community in order to achieve an enhanced quality of life for residents and visitors.

The first Methven Community Strategic Plan was developed in 1997 by the Methven community in a process facilitated by Ashburton District Council. The plan provided the Methven community, Ashburton District Council, and other key stakeholders with a structure and focus for developing the Methven area as planned for by the community itself.

Most of the actions identified in the first strategic plan are now complete, or a long way towards being complete. It is now the opportune time to review the Plan; to confirm that the underlying information in the plan remains correct and relevant, and to develop a new set of actions to guide the progress of Methven over the next ten years.

STRATEGY DEVELOPMENT PROCESS

To update the existing Methven Community Strategic Plan, developed in 1997, a process was agreed upon between the Methven Community Board and Ashburton District Council to review and establish new goals and objectives for the strategic plan.

The plan has been reviewed and updated, through consultation with the community which included two public workshops, a focus group meeting and a four week public consultation period. The workshops were facilitated by an independent facilitator, Mr Richard Budd, who was supported by Ashburton District Council staff from the Community Planning Team.



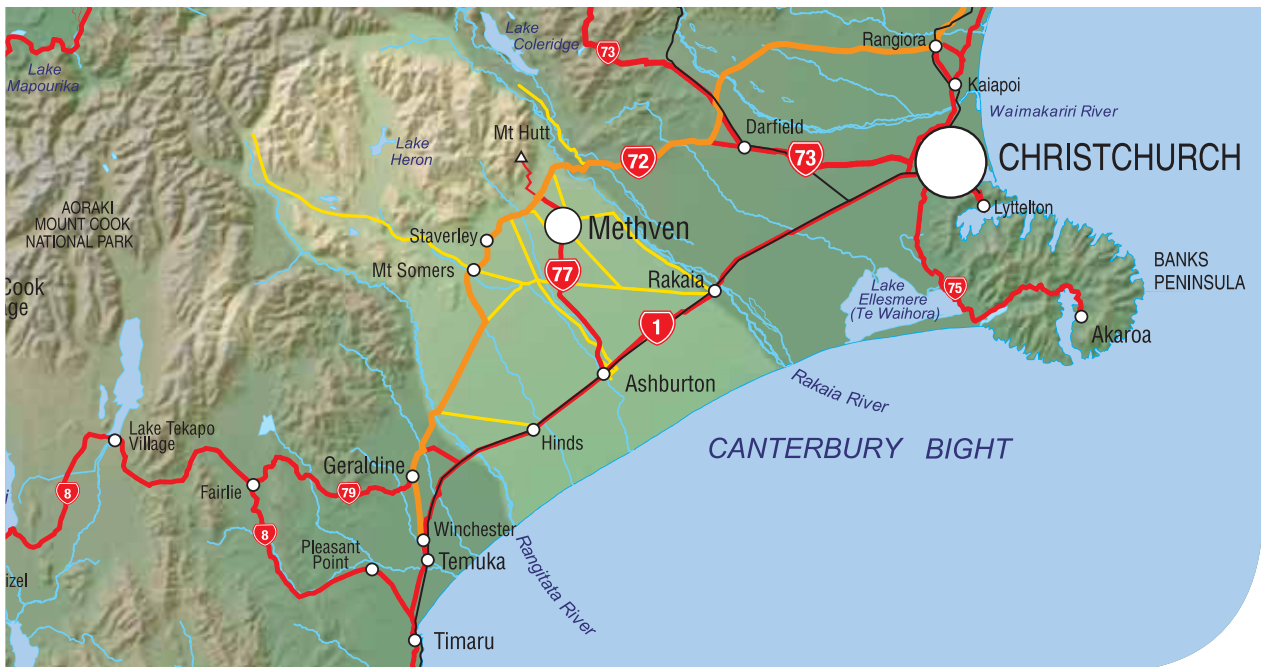
Attendees of the first Methven Community Workshop develop the SWOT analysis

The workshops were well attended with over 30 residents from a cross-section of the community attending each session. The attendees were asked to work in both small and large groups to complete a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of Methven, located in Appendix Two of this document, as well as an assessment of the current goals from the 1997 strategic plan. This process generated group discussion, which was captured by Community Planning staff present at the meeting.

During the second workshop, community members worked together in small groups to confirm the goals, and finalise the actions and visionary data to be included in the plan. The focus group meeting enabled the draft plan to be checked by the community prior to the plan going out for public consultation. You then told us what you thought of the plan through the submission process and your thoughts and views were incorporated into the final document.

METHVEN COMMUNITY

Methven lies beneath the foothills of the Southern Alps between the Rakaia and Ashburton Rivers and is the second largest community in the District, with an estimated population of 1,460 in 2008 (Statistics New Zealand, Population Estimates 2008).



Map of Ashburton District

The population of Methven has grown by over 25 percent since 1991, making the community the second fastest growing population in the district. Methven is predicted to continue this trend of growth over the next 25 years, with a forecasted population of 1890 by 2031.

Trends indicate that the population of Methven is set to age significantly over the next 20 years. Methven has a current median age of 37.6 years which is lower than the Ashburton District median age of 39.8 years at present, but is projected to surpass the district's median age within ten years. Methven's current median age is higher than that of New Zealand's at 35.9 years. By 2031, Methven is expected to have a median age of 49.6 years which is significantly higher than the forecast district and national projections of 46.6 years and 40.9 years respectively.

The impacts of the community's changing population will include increased demand on existing facilities and services. Provision of core infrastructure upgrades and expansion of current facilities and services within Methven will be required to meet community demands and expectations.



Methven, traditionally known for its agricultural activities, is also now synonymous with winter tourism activities. Mount Hutt is the main tourist attraction for the area, offering some of the best snow conditions in Australasia for skiers and riders alike. Methven's population swells significantly during the snow season, attracting large numbers of visitors and seasonal workers to the area. Agricultural activities provide balance to the local economy, with the community well known for its livestock, arable and dairy farming.

CURRENT AND FUTURE CHALLENGES

As with any thriving modern community, there are a number of challenges Methven is likely to face in the future. As part of the strategic plan development workshops residents were asked to identify what they thought these would be. This was done through a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis. The seven themes which emerged from the results of the SWOT analysis focus on the growing community, town centre, economy, representation, wellbeing, and recreation.

Our Growing Community

Methven community has the second fastest growth rate in the district. Growth of a community benefits the local economy and can be a driver for diversifying the range of facilities and services available locally, which in turn enhances the community's quality of life. While the town has the physical room to grow, a number of concerns around the potential impacts associated with growth, such as the potential for the character of the town to be compromised, and the capacity to cope with increased demand on existing facilities and services have been identified as future challenges the community may face. With forward thinking and good planning, Methven will be able to prepare for, and thrive on, a growing population.

Methven Town Centre

A visually appealing town plays a strong part in attracting visitors and new residents to a community. Much has been achieved under the previous town beautification plan, however it is up to the community to ensure that this is maintained, improved and continued to ensure that Methven is an attractive town in which to live, work and play in the future. The community has identified some areas in need of beautification work, such as the town gardens and Spaxton Street Park. It is anticipated that a community working group will continue to plan for future town beautification projects and to ensure the community plays a part in the continuing development of the Methven town centre.

Growing Our Economy

Farming and tourism industries form the backbone of Methven's local economy. Methven has a strong tourism base and the town's facilities and services meet many of the needs of the visitor market. At present tourism in Methven remains largely seasonal, focussing on the winter ski season. The community is keen to continue to work towards the goal of making Methven an all-year-round tourist destination, which will involve identification and development of opportunities to increase summer tourism in the area. Promoting Methven as a year-round destination will have positive impact on the local economy and better utilise the skills and investment in tourism infrastructure that Methven has.



The number of businesses, in addition to the economic balance of the main industries of tourism and agriculture is considered a key strength of the Methven community. The Methven community has identified a range of initiatives for future focus, including; the promotion of Methven as an attractive centre for both business and tourism, and further developing the strong working relationship between the community and local businesses to foster community spirit.

Community Voice

Methven has a strong sense of community spirit and, like many other small rural communities, is reliant upon the active participation of its members and a co-ordinated voice to represent their interests in Council decision making. This is the role of the Methven Community Board. In a growing and changing community, the challenge for the future is to ensure that Methven is a united community effectively represented, and that community members are well informed and involved in the development of Methven.

Our Unique Lifestyle

Methven residents take pride in the lifestyle their community offers. The core of the community's needs, including health care and education can be met within the town. It is expected that the range of services and facilities provided in the town will need to grow to meet the needs of residents who currently have to travel outside of Methven for some necessities, such as dental services. This expansion of services will be especially important to provide for a growing town.

Accessibility and safety are an important focus for the future of Methven. As the town has become busier there are increasing concerns regarding road safety, particularly around schools; and the intersection of Main Street and Forest Drive. It is important that as Methven grows and our town becomes busier we can continue to enjoy our community spaces safely.

Facilities and services within the town are within walking distance and easily accessible for those who have the ability to access the town centre. The community would, however, like to aim for more inclusive access to meet the needs of all members of the community. Community initiated transport from Methven to larger centres, such as Ashburton or Christchurch, is one option which could not only allow inclusive access within town, but also cater for the needs which cannot be met within Methven.

Recreation

Recreational pursuits are an attraction for both new and existing residents as well as visitors. Methven offers a diverse range of recreational facilities and activities, which the community is keen to further develop as a key strength of the town. This will involve maintaining the range of recreation activities and facilities the town currently has, as well as exploring a number of potential opportunities for recreation development, with a focus on sectors of the community that are not currently catered for.



GOAL ONE:

AN ATTRACTIVE TOWN IN WHICH TO LIVE, WORK AND PLAY

Over the last twelve years significant progress has been made in improving the appearance of Methven. It is now a more visually appealing town in which to live, work and play. More can be achieved in the future if we explore further opportunities and prepare for future growth. These will benefit our community socially, culturally and economically and attract more people, business and activity to our town.

OBJECTIVES TO ACHIEVE THIS GOAL:



OUR COMMUNITY MAINTAINS ITS UNIQUE CHARACTER AND PROTECTS ITS HERITAGE

1. Establish a working group to focus on enhancing our town's unique character and heritage
2. Develop and implement a 'character and heritage plan' for Methven, incorporating design guidelines to enhance our unique character as a community
3. Identify additional heritage items for inclusion in the District Plan Review
4. Review the protection and maintenance rules of heritage items in the District Plan Review



WE ARE PROUD OF OUR TOWN'S APPEARANCE

1. Establish a volunteer 'Methven town beautification' group
2. The 'Town Beautification Group' will develop a beautification plan in consultation with Council, the wider community and all contributing stakeholders which complements the character and heritage plan
3. The beautification plan is implemented



METHVEN IS PREPARED FOR FUTURE GROWTH

1. Council will ensure the Methven Community Board and Methven community are able to contribute to decisions about future land zoning for growth through the District Plan review process
2. Council will continue to work with the Methven Community Board and the wider community to provide appropriate infrastructure (such as roads, footpaths, water, wastewater and stormwater) for a growing, changing population
3. Council will work with community organisations to promote alternative water storage options including residential rainwater storage tanks for garden use
4. Council will investigate telecommunication plans for the future in and around Methven



STAKEHOLDERS WHO CAN CONTRIBUTE TO ACHIEVING THIS GOAL:

- Ashburton District Council,
- Ashburton District Tourism
- Electricity Ashburton
- Local businesses
- Local community groups and organisations
- Methven Beautification Group
- Methven Heritage and Character Group
- Methven Community Board
- Methven Garden Club
- Methven Historical Society
- New Zealand Historic Places Trust,
- New Zealand Transport Association
- Telecommunication providers

GOAL TWO:

RAISE BOTH THE BUSINESS AND TOURISM PROFILE OF METHVEN LOCALLY, NATIONALLY AND INTERNATIONALLY

Methven is fortunate to have two strong foundations for its local economy; an agricultural service centre and a popular visitor destination in the form of a winter ski resort. The focus through to 2019 is to continue to develop the area as a year-round tourist destination, raise the profile for business and tourism opportunities locally, nationally and internationally and encourage our business and community to work towards a common interest.

OBJECTIVES TO ACHIEVE THIS GOAL:



OUR COMMUNITY OFFERS ALL YEAR TOURISM OPPORTUNITIES

1. Ashburton District Tourism will continue to work with key partners to develop summer tourism opportunities in Methven
2. Methven will adopt the 'Amazing Space' logo as its marketing and promotional brand, and will expand its use to make it well-known nationally
3. The Methven i-SITE information centre is developed as the 'community hub' and is well informed, funded and supported by all
4. The Methven Heritage Centre is developed and supported as a key year-round attraction in Methven



WE OFFER GREAT OPPORTUNITIES FOR BUSINESSES TO GROW

1. Business opportunities are promoted locally, nationally and internationally
2. The Methven community, together with Council, will advocate for the needs of new businesses
3. Methven is well represented on the board of Grow Mid Canterbury
4. As a community, Methven will continue to seek innovative ways to support local businesses, who in return support local organisations
5. Local businesses are in contact with each other through various media (eg meetings and emails) and work together on projects of mutual interest



STAKEHOLDERS WHO CAN CONTRIBUTE TO ACHIEVING THIS GOAL:

- Ashburton District Council
- Ashburton District Tourism
- Greater Methven community
- Grow Mid Canterbury
- Local community groups and organisations
- Local businesses
- Methven Community Board
- Methven Heritage Centre & Association
- Methven i-SITE
- Mt Hutt Marketing Group
- Snowfed
- National and international organisations and businesses



GOAL THREE:

A WELL INFORMED AND PARTICIPATING COMMUNITY WHO IS EFFECTIVELY REPRESENTED

The term 'community' reflects a feeling of belonging which is not limited by any physical boundary, and which can only be identified by the individual.

All communities depend on the vision and energy of volunteers and community groups who are involved in many different capacities throughout the community, and Methven is no exception. One of the challenges is to focus the community on achieving key goals all agree are important to the development of the town and surrounding area.

OBJECTIVES TO ACHIEVE THIS GOAL:



OUR RESIDENTS ARE WELL INFORMED

1. A 'stock take' of local information currently available is undertaken and ways to improve the quality and accessibility of local information to the Methven community are identified and implemented
2. Council will continue working with the Methven Community Board to keep them well informed regarding matters of interest to the Methven community
3. Methven Community Board will seek new ways to keep the wider community informed of local events and opportunities through a range of communication tools including Snowfed, email, internet and the i-SITE 'community hub'
4. All residents in the greater Methven area are encouraged to get involved in volunteer opportunities



OUR COMMUNITY IS EFFECTIVELY REPRESENTED

1. Council will continue to work with the Methven Community Board and the community to ensure the interests of the greater Methven area are represented both locally and nationally
2. The greater Methven area is effectively represented by the Methven Community Board

The Methven Community is represented by the Methven Community Board, who advocate on behalf of the wider community in Council decision-making. Objectives of the 1997 strategic plan have been achieved, including increasing the number of Board members to five, and extending the Community Board boundary to include properties that were previously immediately adjacent to the boundary.

The future focus is now on encouraging our wider community to actively participate, and making sure our community is well informed and effectively represented.



STAKEHOLDERS WHO CAN CONTRIBUTE TO ACHIEVING THIS GOAL:

- Ashburton District Council
- Ashburton District Tourism
- Local community groups, clubs and organisations
- Methven Community Board
- Methven i-SITE
- Snowfed
- Sport Mid Canterbury



GOAL FOUR:

METHVEN IS A SAFE AND ACCESSIBLE AREA WHICH CARES FOR THE WELLBEING OF ITS COMMUNITY

Being safe, healthy, and able to access services and facilities to meet our needs are important aspects of our community's social wellbeing. We can achieve a caring community by ensuring safe and inclusive access in all areas of our community, and by building strong relationships and effective communication links.

OBJECTIVES TO ACHIEVE THIS GOAL:



OUR COMMUNITY'S WELLBEING NEEDS ARE MET

1. Relationships are built with key organisations to ensure residents healthcare needs are met now and in the future. The planned extension of the existing medical centre is an important first step towards this
2. We will advocate for the establishment of a local dental service
3. Our community is well connected and cares for one another through initiatives such as neighbourhood support networks and newcomer projects



METHVEN IS SAFE AND ACCESSIBLE FOR ALL

1. Methven school children have safe transport options to and from school and the speed limit is lowered further outside of schools during peak times
2. Council and the community work together to ensure road users and pedestrians have safe and appropriate facilities to use, including investigations regarding a second pedestrian crossing on Main Street and Chertsey Rd
3. Methven service clubs will explore community initiated public transport options and implement if appropriate
4. Our community advocates for inclusive access for the disabled and elderly



**STAKEHOLDERS WHO CAN CONTRIBUTE TO
ACHIEVING THIS GOAL:**

- Ashburton District Council
- Ashburton District Health Committee
- Ashburton District Tourism
- Ashburton Safer Community Council
- Canterbury District Health Board
- CCS
- Disabled Persons Assembly
- Environment Canterbury
- Local community groups and organisations
- Methven Community Board
- Methven i-SITE
- Methven Medical Centre
- Methven Primary School
- Mount Hutt College
- Neighbourhood Support
- New Zealand Police
- New Zealand Transport Agency
- Our Lady of the Snows School
- Rural Canterbury Primary Health
- Organisation Total Mobility (Ashburton)



GOAL FIVE:

METHVEN COMMUNITY IS A LEADER IN RECREATION OPPORTUNITIES

Methven is already considered a leader in winter recreation, with the continuing development of Mt Hutt ski field attracting many tourists and seasonal residents during the winter. The focus for the future is to concentrate on building on the wide range of existing outdoor recreational opportunities Methven has to offer, and to investigate new recreational pursuits, with the goal of becoming a destination well known for its outstanding recreational opportunities.

OBJECTIVES TO ACHIEVE THIS GOAL:



METHVEN AREA IS A NATIONAL LEADER IN OUTDOOR RECREATION

1. By being a well informed community we actively promote existing and new outdoor opportunities
2. The community works with key stakeholders (such as the Department of Conservation) to ensure we have a well managed and accessible environment and stay involved in plans for natural recreation areas for our community (eg: walkways, river trails, cycleways)
3. The Methven community will actively pursue linking in with the 'National Cycleway' project
4. Development of the Methven urban walkway is completed



OUR SPORT AND RECREATION ACTIVITIES CATER FOR ALL

1. Our community is actively involved as participants and volunteers in a range of local sport and recreation activities
2. We will develop new facilities for our young people such as a skate park and a BMX / Bike Track
3. We value and maintain existing recreation facilities. In the short term this will include resealing our tennis and netball courts, and working with Council to identify appropriate land for the re-location of the Methven Gun Club
4. Our community investigates recreation centre options to cater for the needs of all in the community



**STAKEHOLDERS WHO CAN CONTRIBUTE TO
ACHIEVING THIS GOAL:**

- Ashburton District Council
- Ashburton District Tourism
- Department of Conservation
- Environment Canterbury
- Local community groups, clubs and organisations
- Methven Community Board
- Snowfed
- Methven i-SITE
- Mt Hutt Marketing
- Sport Mid Canterbury
- kidzmethven



APPENDIX I:

HOW WE WILL MEASURE PROGRESS

The following tables identify targets to measure the progress made towards achieving the goals and objectives in this plan. As progress is made to achieving the goals and objectives it is expected that the plan will naturally evolve. This plan will be reviewed in three years to track and monitor progress made towards achieving the outlined goals and alter targets where necessary.

GOAL ONE: AN ATTRACTIVE TOWN IN WHICH TO LIVE, WORK AND PLAY



OUR COMMUNITY MAINTAINS ITS UNIQUE CHARACTER AND PROTECTS ITS HERITAGE

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> Establish a working group to focus on enhancing our town's unique character and heritage 	<p>Methven maintains representation on the Ashburton Branch Committee of the New Zealand Historic Places Trust</p> <p>Group formed by December 2009</p>	<p>Methven Community Board, Ashburton District Council, Ashburton District Tourism, Greater Methven community, Local businesses, New Zealand Historic Places Trust</p>
<ul style="list-style-type: none"> Develop and implement a character and heritage plan for Methven, incorporating design guidelines to enhance our unique character as a community 	<p>Plan completed in December 2010</p> <p>Plan endorsed by the Methven Community Board</p> <p>Plan is peer-reviewed by the New Zealand Historic Places Trust</p> <p>Plan aligns with the District Plan Review</p> <p>Historic and heritage sites are signposted by 2012</p> <p>Develop guidelines for building and revitalisation of the town centre by June 2011</p> <p>Ensure these guidelines are widely spread and readily available at the Methven i-SITE</p>	<p>Methven Heritage & Character Group Ashburton District Council, Ashburton District Tourism, Greater Methven community, Methven Beautification Group, Methven Community Board, Methven Historical Society, New Zealand Historic Places Trust</p>
<ul style="list-style-type: none"> Identify additional heritage items for inclusion in the District Plan Review 	<p>Methven is involved with the review of the heritage schedule and protection and maintenance rules of heritage items for the District Plan</p>	
<ul style="list-style-type: none"> Review the protection and maintenance rules of heritage items in the District Plan Review 		



WE ARE PROUD OF OUR TOWN'S APPEARANCE

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> Establish a volunteer Methven town beautification group 	Group formed by December 2009	Methven Community Board, Ashburton District Council, Greater Methven community, Local businesses and organisations Methven Garden Club, Methven Historical Society
<ul style="list-style-type: none"> The 'Town Beautification Group' will develop a beautification plan in consultation with Council, the wider community and all contributing stakeholders, which complements the character and heritage plan 	Beautification plan developed by June 2010 Plan to include provision for increased seating and trees in Spaxton Street Park and maintenance of the existing town gardens Plan endorsed by Methven Community Board	Methven Beautification Group, Ashburton District Council, Greater Methven community, Local businesses and organisations, Methven Community Board, Methven Garden Club, Methven Heritage and Character Group, Methven Historical Society
<ul style="list-style-type: none"> The beautification plan is implemented 	Plan initiated by January 2011	



METHVEN IS PREPARED FOR FUTURE GROWTH

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> Council will ensure the Methven Community Board and Methven community are able to contribute to decisions about future land zoning for growth through the District Plan review process 	<p>Consultation with the Methven community is undertaken as part of the review process</p> <p>Methven Community Board is involved with the District Plan review</p> <p>Community organisations and businesses are involved in the review consultation process where applicable</p>	<p>Ashburton District Council, Greater Methven community, Methven Community Board</p>
<ul style="list-style-type: none"> Council will continue to work with the Methven Community Board and the wider community to provide quality infrastructure (such as water, wastewater and stormwater) for a growing, changing population 	<p>Investigation complete by mid 2010 for Methven Water upgrade</p> <p>Council keeps the Methven community involved with planned upgrades for drinking water, including timeframes and costs</p>	<p>Ashburton District Council, Greater Methven community, Methven Community Board</p>
<ul style="list-style-type: none"> Council will work with community organisations to promote alternative water storage options including residential rainwater storage tanks for garden use 	<p>Promotional material distributed on an ongoing basis, ideally every summer</p> <p>A sustainability checklist for developers is developed and implemented by 2015</p>	<p>Ashburton District Council, Greater Methven community, Local organisations</p>
<ul style="list-style-type: none"> Council will investigate telecommunications plans for the future in and around Methven 	<p>Compile a “stocktake report” of options available to the community now, and what is to be offered in the future. Report to be completed by December 2010</p> <p>Ensure the wider community are aware of progress and planned changes</p> <p>Council’s annual residents survey shows an increase from 2008 in Western Ward residents internet access and connection speed</p>	<p>Ashburton District Council, Methven Community Board, Electricity Ashburton, Telecommunications providers</p>

GOAL TWO: RAISE BOTH THE BUSINESS AND TOURISM PROFILE OF METHVEN LOCALLY, NATIONALLY AND INTERNATIONALLY



OUR COMMUNITY OFFERS ALL YEAR TOURISM OPPORTUNITIES

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> Ashburton District Tourism will continue to work with key partners to develop Methven summer tourism opportunities 	<p>Methven summer tourism guest night numbers – (Commercial Accommodation Monitor Statistics) portray an increase in summer bed nights from 2008 figures</p> <p>Methven guest night numbers maintain similar trends as national statistics</p>	<p>Ashburton District Tourism, Ashburton District Council, Local businesses and organisations, Methven i-SITE, Mt Hutt Marketing Group, National and international businesses & organisations</p>
<ul style="list-style-type: none"> Methven will adopt the 'Amazing Space' logo as its marketing and promotional brand and will expand its use to make it well-known nationally 	<p>'Amazing Space' becomes synonymous with Methven and is frequently used in publications both locally and nationally</p>	<p>Ashburton District Tourism, Local businesses and organisations, Methven i-SITE, Mt Hutt Marketing Group, Snowfed</p>
<ul style="list-style-type: none"> The Methven i-SITE information centre is developed as the 'community hub' and is well informed, funded and supported by all 	<p>Council's Ashburton District Tourism annual customer survey shows an increase in service quality from 2008</p> <p>Methven i-SITE improves its financial status from 2008</p> <p>Visitor numbers to the Methven I-SITE centre increase from 2008 Ashburton District figures and are compared to national visitor statistics</p>	<p>Ashburton District Tourism, Ashburton District Council, Grow Mid Canterbury, Greater Methven community, Local businesses, clubs and organisations, Methven Community Board, Mt Hutt Marketing Group</p>
<ul style="list-style-type: none"> The Methven Heritage Centre is developed and supported as a key year-round attraction in Methven 	<p>Phase One (Relocation of i-SITE, hall refurbishment and conference centre) complete and open by April 2010</p> <p>Phase Two (New Zealand Alpine and Agriculture Experience) complete and open by April 2011</p>	<p>Methven Heritage Association & Centre, Ashburton District Tourism, Grow Mid Canterbury, Greater Methven community, Methven I-SITE</p>



WE OFFER GREAT OPPORTUNITIES FOR BUSINESSES TO GROW

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none">• Business opportunities are promoted locally, nationally and internationally• Methven community together with Council will advocate for the needs of new businesses• Methven is well represented on the board of Grow Mid Canterbury• As a community, Methven will continue to seek innovative ways to support local businesses, who in return support local organisations	<p>Maintain, and increase where possible, the 2008 Business and Employee numbers (Statistics New Zealand – Business Framework data)</p> <p>Ensure a Methven representative is retained on the Grow Mid Canterbury board</p> <p>Reciprocal relationship of support between local businesses and local community groups</p>	<p>Grow Mid Canterbury, Ashburton District Council, Local businesses and community groups, Methven Community Board</p>
<ul style="list-style-type: none">• Local businesses are in contact with each other through various media (eg: meetings and emails) and work together on projects of mutual interest	<p>Meetings are held as required.</p>	<p>Local businesses, Greater Methven community</p>

GOAL THREE: A WELL INFORMED AND PARTICIPATING COMMUNITY WHO IS EFFECTIVELY REPRESENTED



OUR RESIDENTS ARE WELL INFORMED

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> A 'stocktake' of local information currently available is undertaken and ways to improve the quality and accessibility of local information to the Methven community are identified and implemented 	<p>Report complete by June 2010 and following actions implemented accordingly</p>	<p>Methven Community Board, Ashburton District Council, Local clubs and organisations, Methven i-SITE, Snowfed,</p>
<ul style="list-style-type: none"> Council will continue working with the Methven Community Board to keep them well informed regarding matters of interest to the Methven community 	<p>Council continues to prepare Methven Community Board meeting agendas and minutes</p> <p>Methven Community Board to actively partake in Council consultation on issues of importance to the greater Methven community</p>	<p>Ashburton District Council, Methven Community Board</p>
<ul style="list-style-type: none"> Methven Community Board will seek new ways to keep the wider community informed of local events and opportunities through a range of communication tools, including Snowfed, email, internet and i-SITE 'community hub' 	<p>Review of local information available in 2015 to assess if quality and accessibility has improved</p>	<p>Methven Community Board, Ashburton District Council, Ashburton District Tourism, Local clubs and organisations, Methven i-SITE, Snowfed</p>
<ul style="list-style-type: none"> All residents in the greater Methven area are encouraged to get involved in volunteer opportunities 	<p>Local clubs and organisations report annually to the Methven Community Board of volunteer changes, needs or achievements</p> <p>Methven Community Board facilitates through Snowfed any volunteer changes, needs or achievements</p>	<p>Methven Community Board, Ashburton District Council, Ashburton District Tourism, Local clubs and organisations, Methven i-SITE, Snowfed</p>



OUR COMMUNITY IS EFFECTIVELY REPRESENTED

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none">• Council will continue to work with the Methven Community Board and the community to ensure the interests of the greater Methven area are represented both locally and nationally	<p>Council's annual residents survey maintains Western Ward residents satisfaction with Council's advocacy role for the District (2009 - 75% satisfied - don't know excluded)</p>	<p>Ashburton District Council, Greater Methven community, Methven Community Board</p>
<ul style="list-style-type: none">• The greater Methven area is effectively represented by the Methven Community Board	<p>Raise awareness of the role and effectiveness of the Methven Community Board with the greater Methven area before the next representation review in 2011/12</p> <p>More people standing for MCB election in 2010 than in 2007</p>	<p>Methven Community Board, Ashburton District Council, Greater Methven community</p>

GOAL FOUR: METHVEN IS A SAFE AND ACCESSIBLE AREA WHICH CARES FOR THE WELLBEING OF ITS COMMUNITY



OUR COMMUNITY'S WELLBEING NEEDS ARE MET

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> Relationships are built with key organisations to ensure residents healthcare needs are met now and in the future. The planned extension of the medical centre is an important first step towards this 	Council's annual residents survey shows an increase from 2008 in Western Ward residents satisfaction with health services	Methven Community Board, Ashburton District Council, Ashburton Safer Community Council, Canterbury District Health Board, Local community groups and organisations, Methven Medical Centre, Rural Canterbury Primary Health Organisation
<ul style="list-style-type: none"> We will advocate for the establishment of a local dental service 	Methven has a local dental service by 2015	
<ul style="list-style-type: none"> Our community is well connected and cares for one another through initiatives such as neighbourhood support networks and newcomer projects 	Neighbourhood support network is re-established in Methven by 2010 Volunteer statistics from Census data shows an increased proportion of the community volunteering from 2006 results	Safer Community Council, Local community groups and organisations, Methven Community Board, Methven Medical Centre, Neighbourhood support, New Zealand Police,



METHVEN IS SAFE AND ACCESSIBLE FOR ALL

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> Methven school children have safe transport options to and from school and the speed limit is lowered further outside of schools during peak times 	That investigations continue in lowering the speed limit further and awareness in the community is increased	Ashburton District Council, CCS, Disabled Persons Association, Environment Canterbury, Local community groups, Methven Community Board, Methven Primary School, Mount Hutt College, New Zealand Police, New Zealand Transport Agency, Our Lady of the Snows School
<ul style="list-style-type: none"> Council and the community work together to ensure road users and pedestrians have safe and appropriate facilities to use, including investigations regarding a second pedestrian crossing on Main Street and Chertsey Road 		
<ul style="list-style-type: none"> Methven service clubs explore all community initiated public transport options and implement if appropriate 	Investigate and report to the Community Board by December 2010. Implement by 2012	Methven Community Board, Local clubs and organisations,
<ul style="list-style-type: none"> Our community advocates for inclusive access for the disabled and elderly 	Inclusive access is incorporated into all planning, development and revitalisation of the town centre Heritage guidelines to incorporate inclusive access Our accessible tourism facilities are promoted	Methven Community Board, Ashburton District Council, Ashburton District Tourism, CCS Disabled Persons Assembly, Greater Methven Community, Methven Character and Heritage Group, Methven i-SITE

GOAL FIVE: METHVEN COMMUNITY IS A LEADER IN RECREATIONAL OPPORTUNITIES



METHVEN AREA IS A NATIONAL LEADER IN OUTDOOR RECREATION

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> By being a well informed community we actively promote existing and new outdoor opportunities 	<p>'Stock take' report complete by June 2010 and following actions implemented accordingly</p> <p>Review of local information available in 2015 to assess if quality and accessibility of information has improved</p>	<p>Methven i-SITE, Ashburton District Tourism, Department of Conservation, Environment Canterbury, Greater Methven community, Local clubs and organisations, Mt Hutt Marketing Group, Snowfed, Sport Mid-Canterbury</p>
<ul style="list-style-type: none"> The community works with key stakeholders, such as the Department of Conservation to ensure we have a well managed and accessible environment and stay involved in plans for natural recreation areas for our community (eg: walkways, river trails, cycleways etc) 	<p>Walking and cycleway plan is developed with stakeholders and implementation began by 2010</p>	<p>Methven Community Board, Ashburton District Council, Ashburton District Tourism, Department of Conservation, Environment Canterbury, Greater Methven community, Local clubs and organisations, Methven i-SITE, Mt Hutt Marketing Group, Sport Mid-Canterbury</p>
<ul style="list-style-type: none"> The Methven community will actively pursue linking in with the 'National Cycleway' 	<p>Methven is a key element of the National Cycleway by 2019</p>	
<ul style="list-style-type: none"> Development of the Methven urban walkway is completed 	<p>Walkway completed by July 2010</p>	



OUR SPORT AND RECREATION ACTIVITIES CATER FOR ALL

How we will achieve it	How we will measure progress	Who will contribute
<ul style="list-style-type: none"> Our community is actively involved as participants and volunteers in a range of local sport and recreation activities 	<p>A record of new recreation/sport clubs/organisation formed is kept from 2010</p>	<p>Sport Mid-Canterbury, Local clubs and organisations, Greater Methven community, kidzmethven, Local businesses, Methven i-SITE, , Snowfed</p>
<ul style="list-style-type: none"> We will develop new facilities for our young people such as a skate park and BMX / Bike track 	<p>Skatepark is developed by December 2010</p> <p>The BMX/Bike Track is developed by June 2011</p>	<p>kidzmethven, Ashburton District Council, Greater Methven community, Local groups and organisations, Methven Community Board</p>
<ul style="list-style-type: none"> We value and maintain existing recreational facilities. In the short term this will include resealing our tennis and netball courts and working with Council to identify appropriate land for the re-location of the Methven Gun Club 	<p>Maintenance is monitored and undertaken as needed</p> <p>Tennis and netball courts are resealed by 2015</p> <p>Gun Club is relocated as soon as possible</p>	<p>Local clubs and organisations, Ashburton District Council, Greater Methven community, Methven Community Board</p>
<ul style="list-style-type: none"> Our community investigates recreation centre options to cater for the needs of all in the community 	<p>A feasibility study of the proposed recreation centre is complete by December 2010</p>	<p>Methven Recreation Centre Group, Greater Methven community, Local groups and organisations, Sport Mid-Canterbury</p>

APPENDIX II:

SWOT ANALYSIS FINDINGS

Attendees at the first workshop were asked to record in small groups what they considered strengths, weaknesses, opportunities and threats facing Methven (SWOT analysis). These results have been grouped into relevant themes by Community Planning staff, along with other data collected.

GROWTH

Strengths <ul style="list-style-type: none">› Population growth – currently experiencing a baby boom	Weaknesses <ul style="list-style-type: none">› Upgrade of water supply needed to cope with the growth of town› Building codes need to be in place to maintain the character of the town› Lack of ratepayers to fund facilities etc› Lack of room for expansion of the town centre› Lack of population to sustain business› Lack of preschool facilities› District Council land being used up
Opportunities <ul style="list-style-type: none">› Room to grow› Growth rate needs to be considered in future planning and spending› Town houses should have rain water storage tanks	Threats <ul style="list-style-type: none">› Size of sections – no residential subdivision› Rain water tanks compulsory for all new houses› Population growth› Ageing population› Rezoning the A&P Show grounds as residential› Gun club has nowhere to go due to zone changes

Summary:

- Methven has the physical room to grow, however the community has concerns around potential negative issues associated with growth
- Identified issues that the community may face with growth include;
 - maintaining the character of the town
 - zoning and subdivision issues
 - the increased number or improvement of facilities and services that may be required to handle the population growth

RECREATION

Strengths <ul style="list-style-type: none"> › Ideal place for outdoor recreation pursuits › Winter recreation – Mt Hutt › Diverse activities › Sporting facilities and clubs › Number of playgrounds around town 	Weaknesses <ul style="list-style-type: none"> › Tennis and netball courts need to be resealed › Non-funded library › Unheated indoor swimming pool › Lack of facilities and activities for young people › Swimming pool's current condition › Lack of Methven fitness opportunities
Opportunities <ul style="list-style-type: none"> › Increase recreational facilities and grounds around town › More recreational facilities › More activities › Skate park › Development of walkways and cycleways › Indoor pool › Youth facility › Dam Pudding Hill Stream for recreational lake and water reservoir › Land for Gun Club 	Threats <ul style="list-style-type: none"> › Losing the facilities we have › Gun club has nowhere to go

Summary:

- Methven offers a diverse range of outdoor recreational pursuits, which are recognised as a key strength of the town
- The threat of losing the facilities the town has, and the need for upgrades and maintenance were identified as key weaknesses of the community's recreational opportunities
- A lack of facilities and activities targeted at youth was identified as a weakness, with suggestions including a skate park and youth facility
- The Methven community is keen to further develop recreation as a key strength of the town, recommending a number of potential opportunities for recreational development
- Recreational facilities are an attraction both for residents and for visitors to Methven

ROADING / SAFETY

Strengths	Weaknesses <ul style="list-style-type: none"> › Pedestrian crossing on the Main St by the BNZ bank › Intersection of Main St and Forest Dr is dangerous › Blind spot on level crossing near school › Morgan St footpath is affected by tree roots
Opportunities <ul style="list-style-type: none"> › Road built off Methven Chertsey Rd for school drop-offs › Roundabout on Main St at Forest Dr › Utilise railway reserve for roading, parking and bus bay 	Threats <ul style="list-style-type: none"> › Trees by intersections are blocking visibility › Safety issues around school – McDonald St › Pedestrian crossing by school › No school signs on the Main Rd › 50 kilometres per hour outside the school gate is too fast

Summary:

- Road safety was highlighted as an important issue facing the Methven community, with particular reference to pedestrian safety
- The roads surrounding the schools were the greatest area of concern, with suggestions of ways to improving safety for children including alternative traffic routes, further speed restrictions, and increased signage
- A roundabout at the intersection of Main Street and Forest Drive has been suggested to improve the safety for drivers at the intersection

ENVIRONMENT

Strengths <ul style="list-style-type: none"> › Green town – recycling › Number of green areas around town › Town centre beautification 	Weaknesses <ul style="list-style-type: none"> › Spaxton St Park needs trees and park bench › Beautification of town gardens › Symmetry of town centre layout › Water race system within the town boundary › Need wheelie bins instead of plastic bags
Opportunities <ul style="list-style-type: none"> › Green belt attractive surrounds & trees 	Threats <ul style="list-style-type: none"> › Climate change › Open water races within the town boundary

Summary:

- Although the beautification and the number of green areas of the town were recognised as a strength of Methven, beautification was considered required in particular areas, highlighting a need for the continuation of the Council beautification programme
- With regard to solid waste management, Methven prides itself on its 'green' image, and would prefer to replace their plastic rubbish bags with wheelie bins

TOURISM

Strengths <ul style="list-style-type: none"> › Accommodation and Restaurants › ‘Next Wanaka’ › Retail › Winter recreation – Mt Hutt › Infrastructure to support tourism industry › Number of out-of-town events held in Methven 	Weaknesses <ul style="list-style-type: none"> › Reliant on outside influences
Opportunities <ul style="list-style-type: none"> › Promote as a location with all year round tourism › Increase summer tourism › Maintain promotion of town to tourists › Sign on SH72 with attractions and logos › Amazing Space branding to promote Methven › Expansion of summer school › Dam Pudding Hill Stream for recreational lake and water reservoir 	Threats

Summary:

- Methven has a strong tourism base and many of the facilities and services necessary to provide to the visitor market
- Continuing to increase the marketing of Methven as a visitor destination is seen as an opportunity
- Despite tourism being considered as one of the key strengths and the primary industry of Methven, there was some concern that this means the town is reliant on outside influences
- The main future action discussed by attendees of the meeting was the promotion and identification of opportunities to increase summer tourism in the area

REPRESENTATION

Strengths <ul style="list-style-type: none"> › Community is coordinated 	Weaknesses
Opportunities <ul style="list-style-type: none"> › ADC could allocate funds to the MCB for their discretion on the spending of the funds within the community › Increased power for MCB to make decisions › Whole of District rating approach 	Threats

Summary:

- Attendees of the meeting consider Methven to be a coordinated community
- Opportunities to enhance the community’s representation through the Methven Community Board including giving the Board more decision-making responsibilities, and the authority to allocate funding

TRANSPORT / ACCESS

Strengths <ul style="list-style-type: none"> › Accessibility of facilities – all within walking distance 	Weaknesses <ul style="list-style-type: none"> › Lack of public transport to and from Methven
Opportunities <ul style="list-style-type: none"> › Bus route to Ashburton 	Threats

Summary:

- Within the town the easy access to facilities and services is considered a strength, as all are within walking distance.
- The lack of transport from Methven to other centres, particularly Ashburton and Christchurch, is a perceived weakness of the community. Some form of public or community transport has been suggested as a solution.

COMMUNITY

Strengths <ul style="list-style-type: none"> › Wide range of education facilities › Medical facilities › Location › Lifestyle › Community is coordinated › Community is strong and supportive towards projects › Community and District spirit › Youthfulness › Wide range of nationalities › Positive attitude 	Weaknesses <ul style="list-style-type: none"> › No Dentist services available in the area › Doesn't cater for anyone living outside of the town boundary › No funding for Christmas lights
Opportunities <ul style="list-style-type: none"> › Create a Youth Award for young achievers promoting Methven 	Threats <ul style="list-style-type: none"> › Losing small town identity › Ageing population › Too many proposed activities for ratepayers to support

Summary:

- Methven's sense of community is strong, and residents take pride in the lifestyle their community offers.
- The possibility of Methven losing its small town identity was acknowledged as the greatest threat to the community
- To encourage the sense of community spirit among youth, the creation of an award for young achievers promoting Methven was suggested
- Weaknesses identified included the lack of dental services available in Methven, and a perception that Methven does not receiving funding for events that Ashburton receives, such as Christmas lights

BUSINESS / INDUSTRY

Strengths <ul style="list-style-type: none">› Agriculture› Infrastructure to support agriculture› Economic balance between farming and tourism› Number of businesses	Weaknesses
Opportunities	Threats <ul style="list-style-type: none">› Increased business rates are a threat to business development

Summary:

- The number of businesses in Methven, as well as the economic balance of the main industries of tourism and agriculture, are considered a strength of the community.
- Increases in rates are seen as the primary threat to the development of business in the region.

