

# MAYFIELD PLAN



*Mayfield: Our community, our future*



# WELCOME TO THE 2013 MAYFIELD PLAN

It is with great pleasure that I present the Mayfield Plan which has been developed by the Mayfield community itself, guided by an independent facilitator and supported by Council staff. This Plan sets out what the residents of Mayfield want their village to be, and how the local community can work together to achieve their goals over the next five to ten years.

Locals consider Mayfield a 'well-kept secret' and it's easy to see why. Located in a unique environment at the edge of the Canterbury plains near the Southern Alps, Mayfield is fortunate to benefit not only from the remarkable landscapes surrounding it, but also from a strong community of people who take pride in their district. People are the essence of any community and this sense of community spirit will enable Mayfield to achieve its future ambitions.

To those of you who gave their time to contribute to the development of this plan, thank you. I trust this Plan reflects the ideas brought to the table by the Mayfield community.

A strategy like this requires a number of organisations and groups to work together with the community to realise the goals the community has set out. I encourage you to continue to contribute and offer your support for the plan. As Henry Ford once said, *"coming together is a beginning, keeping together is progress, working together is success"*.



Alan Totty  
Western Ward Councillor

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# INTRODUCTION

Mayfield is located about 35km from Ashburton on the Inland Scenic Route that runs through Mid-Canterbury. It is a small rural community which can trace its roots back to 1879 when the first post office was established.

The village has a population of around 200 people. Businesses in Mayfield provide key services for locals and the surrounding rural community. The nationally renowned second-hand store also attracts visitors from other regions to the village.

The community is well-served with a rural fire unit, church, St Johns ambulance service and many sports and recreation groups that cater to a variety of ages and interests. Mayfield School is a years 1-8 primary school with approximately 70 students that services a large area around the village.



The majority of residents living in and around the Mayfield village are involved either directly or indirectly in the farming sector. The Mayfield district has, like other parts of Ashburton District, experienced significant changes in land use in recent years, particularly with a shift to dairying and specialised cropping. The increase in dairying has boosted the rural population, with more people living on farms, many of whom live in the district for a relatively short period (1 – 3 years) before moving on to their next position.

Water supply and irrigation issues are key issues to the long-term sustainability of farming in the region. Water is also an important issue for the village, with recent upgrades to the village water supply giving a marked improvement in the service provided.

The Mayfield Domain is well established and caters for the locals and residents in outlying areas with its various facilities. The Mayfield Memorial Hall, situated alongside the domain, hosts many functions and meetings and the combined facilities serve as the key focal point of the community.

The Mayfield A&P Show has a long-standing tradition of highlighting the district's agricultural strengths. The Show is one of the largest and most popular in Canterbury, with world-wide recognition for the annual pig-racing competition.

Mayfield has a strong community spirit and the community is in a good position to work in partnership with the Ashburton District Council and others to develop future opportunities for the village and to enhance its natural assets.

## PLAN DEVELOPMENT PROCESS

The purpose of this Plan is to provide a guide for progress in Mayfield over the next ten years.

This plan has been developed by the Mayfield community, with support from Ashburton District Council, and independent facilitator, Vincie Billante. The plan development process included two public forums and a seven-week public consultation period.

The first community forum was held for residents on 28 October 2012 to introduce the concept of working in partnership to develop the first Mayfield Plan. The forum was held in conjunction with Council and the Mayfield District Citizens Association.

Attendees were actively engaged in discussing the various issues and worked together to identify the positive aspects of the Mayfield community, as well as the areas they felt needed improvement. A key aspect to the discussions was to try and identify the actions needed and the appropriate agency having responsibility for those actions (i.e. the Council or the Mayfield Community). As many residents have had a long-standing association with Mayfield, it was evident that many had worked on some of these issues over the years and had some very clear ideas on what could happen in future to enhance the village.

All attendees were asked to highlight their comments in the areas of Town Planning/Zoning, Open Space, Business/Tourism, Roading and Facilities, and Community.

A second forum was held on 2 December 2012 to confirm the goals and actions to be included in the draft plan.

The draft plan was adopted by Council on 13 December 2012, and the community were invited to provide feedback on the Plan through a seven-week consultation period. Two submissions were received. The Mayfield District Citizens Association and Council considered submissions and suggestions received and decided on final changes to the Plan, launching the final version of the Plan in March 2013.



Participants at the first Mayfield Plan workshop

Image: Jenna Marsden

# KEY ISSUES

Based on the forum discussions and outcomes, the development opportunities identified can be grouped into three main themes:

## 1. FACILITIES AND INFRASTRUCTURE

Mayfield has a range of good community and civic facilities for a rural village. Investment has been made in improving the water supply and undergrounding power and telecommunications. The Mayfield Domain is home to a host of community and sporting organisations all providing well used facilities for residents. The challenge is to ensure the quality of facilities continues to improve over time and that the needs of residents are met in the future.

Preparing development plans for both core infrastructure (roads, footpaths, and water) and for the Mayfield Domain and Memorial Hall will enable future needs to be identified and for planned approaches to improve facilities to be developed. It is important that the Mayfield community works with the Council to prepare development plans that meet the community's needs, and expectations and are financially achievable.

## 2. COMMUNITY INVOLVEMENT

Those attending the forum believe it is important that rural and village residents come together more to work on initiatives that will benefit the Mayfield community.

With changes in land use increasing the rural population, but sometimes reducing the duration families spend living in the district, there are both opportunities and challenges associated with this change. Getting as many people involved in community life as possible is seen as important to the future of sports and community organisations.

## 3. IDENTITY, PROMOTION AND ECONOMIC DEVELOPMENT

A key theme from the forum was how Mayfield is a “well-kept secret” from the perspective of being an idyllic place to live and raise a family. There is an opportunity to increase visitors to the village either as a casual stop on travels to elsewhere or as a destination in itself for a break from larger cities or areas of NZ. Campervan visitors are a potential market if facilities could be made available.

This goal would involve liaison between Mayfield District Citizens Association, Ashburton District Council, New Zealand Transport Agency, Grow Mid Canterbury and Experience Mid Canterbury. These agencies could form a working party to investigate economic development activities for the community. These would include looking at business development opportunities, tourism options (particularly in the short-term for campervans) and potential for development to encourage growth.

### *Key Players*

Collaboration and cooperation between agencies is critical to the success of any community plan, and Mayfield is perfectly poised to capitalise on its already strong foundation within its community to fully realise its potential. The local residents and Mayfield District Citizens Association need to be the key drivers of this Plan, and work with the following agencies towards realising their goals:

- Ashburton District Council
- New Zealand Transport Agency
- Mayfield District Citizens Association
- Mayfield Reserve and Hall Boards
- Grow Mid Canterbury
- Experience Mid Canterbury

## GOAL 1

### MAYFIELD HAS COMMUNITY FACILITIES THAT MEET OUR NEEDS

Providing and maintaining community facilities that suit our community is important in ensuring Mayfield continues to be an attractive place to live.

Priorities identified include road signage, streetscape improvements, speed limits through town, and future development and use of the Mayfield Domain and memorial hall.

To achieve this, it is important Council and the community work together to ensure Mayfield has community facilities that meet our needs and build pride in our village.



**Objective 1.1 – The Mayfield Domain and Memorial Hall are developed and maintained in ways that ensure they remain at the heart of village life.**

Action	How we will measure progress	Who will contribute
1.1.1 Prepare a development plan for the Mayfield Domain, with specific actions and timelines to enhance the Domain's assets.	Mayfield Domain and Hall Development Plan prepared by December 2013.  Development plan is implemented over a 10 year timeframe – 2013-2023.	<b>Mayfield Reserve Board</b> , Ashburton District Council, Mayfield Domain User Groups, Mayfield District Citizens Association.
1.1.2 Scope the potential for providing more campervan facilities in the Domain (e.g. showers in toilet block, water taps outside, etc.)  NOTE: this can be achieved through the Mayfield Domain Development Plan.	Investigate options by June 2013.  Any action to be incorporated into the Mayfield Domain and Hall Development Plan by December 2013.	<b>Mayfield Reserve Board</b> , Ashburton District Council, Mayfield District Citizens Association.
1.1.3 Ensure the Mayfield Domain toilets are included in the public conveniences review.	Confirm by June 2013.	<b>Ashburton District Council</b> , Mayfield Citizens Association, Mayfield Reserve Board.





**Objective 1.2– Mayfield village is well laid out, and attractive as a place to live and visit.**

Action	How we will measure progress	Who will contribute
<p>1.2.1 Investigate street improvement measures identified by the community:</p> <ul style="list-style-type: none"> <li>• Road signage – i.e. directional signs on Mayfield Arundel Gorge Road and entrances to Mayfield, and install and maintain signs</li> <li>• Speed compliance measures</li> <li>• Footpath repairs</li> <li>• Memorial Hall – identify options for future use which may include upgrade or change of use for sports clubroom</li> <li>• Plantings</li> <li>• Parking areas, particularly for heavy vehicles</li> </ul>	<p>Discussions held by May 2013.</p> <p>New developments and/or improvements to infrastructure are completed within the agreed timeframes and budget.</p> <p>Progress towards achieving agreed tasks is regularly reported back to the Mayfield community.</p>	<p><b>Ashburton District Council</b>, Mayfield District Citizens Association, Mayfield Reserve Board, New Zealand Transport Agency.</p>

## GOAL 2

### MAYFIELD DISTRICT RESIDENTS ARE INVOLVED IN THEIR COMMUNITY

Communities that work effectively together can achieve great things.

The Mayfield and Districts Citizens Association, the Mayfield Reserve Board and the Mayfield Memorial Hall Board are great examples of the ways in which residents of Mayfield and the surrounding district can work together for the good of the community.

The challenge for the Mayfield district community is to build on what we have.



**Objective 2.1 – The Mayfield District Citizens Association represents the interests of the wider Mayfield community.**

Action	How we will measure progress	Who will contribute
2.1.1 Mayfield District Citizens Association becomes an Incorporated Society.	MDCA is incorporated by June 2013.	<b>Mayfield District Citizens Association</b> , Ashburton District Council.
2.1.2 Mayfield District Citizens Association meets on a regular basis to work to promote the interests of the community.	The MDCA holds a publicly advertised AGM each year.  The MDCA meet at least six times per year.	<b>Mayfield District Citizens Association.</b>
2.2.3 Promote the Mayfield District Citizens Association to residents in the wider Mayfield District and encourage a cross-section of representation on the Association.	MDCA to report back to community on its activities via the Mayfield Message.	<b>Mayfield District Citizens Association.</b>

► **Objective 2.2 – The community is socially connected and offers a variety of events.**

Action	How we will measure progress	Who will contribute
2.2.1 Identify opportunities for new events and programmes that encourage a sense of community.	Report to MDCA, ongoing from April 2013.  At least one new event is held by the end of 2014.	<b>Mayfield District Citizens Association</b> , community organisations and clubs, local residents, Mayfield Reserve Board.
2.2.2 Develop a 'calendar of events' and publicise this through the Mayfield Message newsletter.	First calendar of events is published April 2013 (ongoing).	<b>Mayfield District Citizens Association</b> , community organisations and clubs, Mayfield Reserve Board, Ashburton District Council, Experience Mid Canterbury.
2.2.3 Groups within Mayfield district regularly update the community on their activities through the Mayfield Message newsletter.	Ongoing from March 2013.	<b>Mayfield Message, Mayfield District Citizens Association</b> , community organisations and clubs, Mayfield Reserve Board, Ashburton District Council.
2.2.4 Investigate potential development of youth recreation facilities at the school.	Ashburton District Council and Mayfield school to meet to discuss by October 2013.	<b>Ashburton District Council</b> , Mayfield School.



## GOAL 3

### MAYFIELD IS RECOGNISED THROUGHOUT NEW ZEALAND AS A GREAT PLACE TO LIVE, WORK AND PLAY

Residents believe Mayfield is a “well-kept secret” from the perspective of being an idyllic place to live and raise a family. This goal aims to identify opportunities for promotion and tourism which can enhance economic development in the village.

► **Objective 3.1 - Develop opportunities for tourism and promotion which can showcase Mayfield as a great place to visit.**

Action	How we will measure progress	Who will contribute
3.1.1 Develop a Mayfield promotions and marketing plan to increase awareness of the benefits and attraction of being in Mayfield.	Action plan developed by December 2013. Implementation of actions of plan on-going.	<b>Experience Mid Canterbury</b> , Mayfield District Citizens Association, Ashburton District Council.
3.1.2 Identify a mission statement and ‘catch phrase’ that encapsulates the Mayfield community and can be widely used in promotional activities.	Catch phrase and mission statement developed by December 2013.	<b>Mayfield District Citizens Association</b> , Experience Mid Canterbury, Ashburton District Council.
3.1.3 Investigate and implement online marketing and social media campaign to reach wider audiences to publicise Mayfield.	Investigation complete by June 2014 – actions on-going.	<b>Mayfield District Citizens Association</b> , Experience Mid Canterbury, Ashburton District Council.



▶ **Objective 3.2 – Mayfield has distinctive and memorable features that visitors and residents can relate to and enjoy.**

Action	How we will measure progress	Who will contribute
3.2.1 Scope the development of iconic Mayfield features.  (eg: developing the village thresholds to feature farm equipment or looking at developing cairns from the field stones currently piled up in various paddocks)	Investigation complete by December 2013.  Features identified developed by December 2014.	<b>Mayfield District Citizens Association</b> , Experience Mid Canterbury, Ashburton District Council.

## APPENDIX 1: FORUM SYNOPSIS

### MAYFIELD – THE GOOD POINTS

- Open Space – the Domain is an excellent community asset that is fairly safe and easily accessed; the community appreciate the facilities and various plantings in the area. (Rhododendron gardens specifically highlighted)
- Business/Tourism – the antique store is a feature of the community as it brings visitors to the village and has a good reputation; likewise mention of the excellent service at the garage was a strong plus for residents
- Town Planning/Zoning – the community appreciate the work that has gone into the new plan for rezoning e.g. like the strong division between urban and rural properties
- Roading/Facilities – excellent signage coming into Mayfield on Mayfield Arundel Gorge Road; likewise the community facilities (mainly around the Domain) are appreciated and supported by the community
- Community – great people and a good newsletter keeps the community informed and in touch; the school and playcentre are key community hubs and education services are excellent; the community facilities are well-supported and diverse

### MAYFIELD – THE COULD-BE-BETTER POINTS

- Open Space – the Domain toilets and lighting need upgrading; the swimming pool could be enhanced with some form of heating (solar, thermal cover)
- Business/Tourism – services catering for campervans need to be investigated/scoped and supplied; address zoning issues for businesses in the village centre to make things easier and user-friendly; enhance the streetscape for the main centre to encourage more visitor stops; investigate the idea of a village caretaker
- Town Planning/Zoning – concerns expressed about the retention of the old water supply system (community would like this kept as a backup for the new system); the rezoning needs to show clear demarcations between business, rural, residential and urban centres; growth needs to be encouraged through town planning and not limited
- Roading/Facilities – speed limits and signage, particularly outside Mayfield School, are concerns; potholes on roads an issue; footpaths need addressing; a pull-in bay for heavy vehicles also needs investigating as part of the new streetscape plans; facility upgrades concern the public toilets in the domain and enabling campervan access for freedom camping
- Community – changing demographics show an aging population who feel neglected at times (travel options raised as an issue here, no other means of travel aside from personal cars) and the transient nature of seasonal workers impacts on community participation; some of the community facilities are looking tired and worn; not a great deal for young people to do (i.e. teens to mid-twenties) and an over-reliance on the same few people to lead community activities; declining participants at church

## **MAYFIELD – THE OPPORTUNITIES**

### ***Open Spaces***

- Domain and Memorial Hall entrances could be enhanced and more inviting through careful planting and signage, including widening entrance for campervans
- Additional lighting in the Domain could enhance safety at night
- Upgrade to the swimming pool to incorporate heating (either solar or thermal covers) would increase usage
- The toilets in the Domain need upgrading, with possible shower facilities
- Land adjacent to the Domain could be purchased with the view to developing youth facilities (i.e. BMX or skate park)

### ***Business/Tourism***

- A working party could be formed in association with the Ashburton District Council to investigate opportunities and barriers to increasing economic growth in Mayfield
- Enhanced campervan facilities – parking spaces, possible dumping station, toilet/shower facilities would increase campervan tourism to Mayfield (POP signs)
- The business zoning and consenting issues (RMA, BA02) could be addressed to encourage more businesses to the village
- A village caretaker could help maintain public amenities such as streetscape plantings, toilet facilities, coordinate with Council over roading issues
- A new streetscape in the village centre could encourage more visitors to stop for rest breaks and increase foot traffic to local stores
- A promotional campaign aimed at raising awareness of Mayfield's good points could be investigated to encourage more visitors to the village and possible new residents

### ***Town Planning/Zoning***

- Clear plans and maps that show the new plan zoning could be made readily available to help clarify the different zoning areas
- Retain the old water supply system for a few years to ensure the new system is fully operational and can handle different weather conditions
- Clarify the zoning/consenting issues to further progress town growth in residential and business areas



### *Roading/Facilities*

- Install a neon light speed limit sign outside the school to reduce the speed of passing traffic during school hours
- Address the potholes and footpath degradations through a new streetscape plan and repair plan (including shingle roads)
- Additional signage for travellers from Rakaia to Mayfield
- Install a heavy-vehicle parking bay area for stops and to mitigate damage to main road streetscapes outside businesses
- Upgrade toilet facilities in the Domain and investigate the possibility of providing campervan facilities

### *Community*

- Investigate possible new transport options (e.g. community van) for youth and/or elderly to enable trips to Ashburton or Christchurch
- Encourage younger participants (teens to mid-twenties) into community activities by promoting a 'Young Farmers' group and/or providing some activities specifically targeting younger residents
- Identify opportunities to encourage temporary contract workers to become more involved with the local community – either through increased social engagement or other employment opportunities during “off-season” – emphasis should be on enhancing the community itself rather than on transient population
- Investigate facilities catering for youth such as a skate park or a BMX track to encourage youth recreational participation
- Coordination of Civil Defence resources for the region would enhance community resilience
- Rural or farming representative needed on Mayfield Citizens' Association – invitations to be sent



# APPENDIX 2: FORUM PARTICIPANTS

## FORUM LEADERS

- Ashburton District Councillor - Alan Totty (Chair)
- Community Engagement Consultant - Vincie Billante (Facilitator)
- Ashburton District Council Community Planning Manager - Gavin Thomas
- Ashburton District Council Policy Advisor - Jenna Marsden
- Ashburton District Council Project Support Officer - Emma Threadwell

## FORUM ATTENDEES

- |                |               |              |
|----------------|---------------|--------------|
| • A Totty      | • S Spencer   | • W Schmack  |
| • R McDowell   | • R McIntyre  | • T Hoare    |
| • S Bartlett   | • J Ludeman   | • J Schmack  |
| • B Austin     | • G Harrison  | • Kay        |
| • R Austin     | • M Harrison  | • B Johnson  |
| • J Moore      | • F Beeston   | • S Edwards  |
| • B Greenslade | • E Ralston   | • R Whillans |
| • G Jacobson   | • T Ralston   | • A Prouting |
| • M Jacobson   | • J Pethovics |              |





