

# **Porirua City 2000 – 2010 Strategic Plan**

## **Monitoring Report**

**October 2003**

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### **Executive Summary**

The richness and vibrancy of Porirua has been attributed to the diverse nature of its physical and social environments. As a maturing city Porirua is managing its way through the many challenges that the economy, the environment, and the demographics present.

The steady increase in new businesses and full-time employees is an indication that the city's economy is growing. Visitor numbers to Pataka, the regional centre for arts and culture, continues to increase, as does its reputation as a significant cultural resource for the citizens of Porirua and beyond. Pataka reflects and promotes the social and cultural diversity and history of Porirua, while also hosting work by national and international artists.

Major attractions to Porirua include the parks, public gardens, walkways, the harbour and beaches, the Porirua Trust Aquatic Centre, the Porirua Recreation Centre and the shopping facilities in Porirua Central Business District.

Agencies at the local, regional and national level all play a part in providing transport links around and through Porirua. Many local initiatives and programmes addressing road safety education and accident reduction have been completed or are work in progress. Internal public transport links have been improved with more frequent services on major routes in eastern Porirua. Land Transport Safety Authority (LTSA) figures for 2002 show that Porirua had fewer crashes and casualties per 10,000 people than for all of New Zealand. However, still of concern, is the high number of pedestrian accidents in Porirua City, especially in the under ten age group.

Uptake of welfare benefits is declining in line with national trends, however, there is a high proportion of Maori and Pacific people represented in unemployment figures. Porirua has relatively high rates of diseases related to poverty. Demographic data demonstrate that social and economic disparity exist across Porirua. For example, although a portion of Porirua residents earn the fourth highest average incomes in New Zealand, there is a significantly higher number of residents who live on fixed low incomes.

The large amount of Housing New Zealand Corporation (HNZC) accommodation in Porirua is a factor in the relatively high number of households recording low incomes. Consequently Eastern Ward demographics present the lowest incomes, highest levels of household crowding and other associated issues. Collaborative projects, for example, The Housing Renewal programme involving HNZC local groups and residents, continue to work toward positive housing outcomes for city residents. The establishment of two Primary Health Care Organisations (PHO) with access funding for poorer areas aims to address affordability barriers by reducing the cost of doctor visits. There are also many agencies and groups working collaboratively throughout

the city on specific health, housing, educational, environmental, and youth focussed projects.

Research has identified overcrowding, poor housing, inadequate or low incomes and poor health are contributing factors in poor educational achievement. Despite many areas of Porirua being over-represented in some of these indicators, there are positive trends appearing, especially with regard to tertiary and pre-school enrolments. Whitireia Community Polytechnic has increased its enrolments by around 500 each year since 2000 and an increase in early childhood enrolments is also a positive indicator of future achievement and participation in educational pursuits.

Programmes and project possibilities for young people in Porirua always exceed funding and resource availability. Despite this, there has been many advances made towards recognising young people as the future. Around the city new initiatives have arisen to meet changing needs and youth worker networks continue to grow. Individual and collaborative efforts have resulted in increased participation of young people in educational, sporting, democratic, cultural and employment opportunities.

Progress has been made across a wide number of areas concerning the natural and physical environment of Porirua. Collaborative efforts are the key to environmental progress, as residents, community groups, Porirua City Council and the Wellington Regional Council have demonstrated; for example, the development of the Pauatahanui Inlet Action Plan and the establishment of Trash Palace and the Environment Centre.

The “Porirua City – It’s Amazing” campaign positively reflects Porirua City and although there remains many challenges for Council, community, business, agencies and residents there are clear indications that Porirua is rising to meet those challenges in a truly amazing and unique way.

## **Strategic Plan 2000 – 2010 Vision of the City**

*Porirua City is an exciting place full of life, colour and fun.*

*It has energy and a heart.*

*Ko Porirua, he wahi whahaongaonga, he anga rekareka.*

## **Strategic Plan 2000 – 2010 Community Outcomes**

1. **Economic Growth and Employment - Nga Whaingā Hua, Nga Whaingā Mahi:** Businesses flourish and there are increasing employment opportunities.
2. **Health and Housing – To Hauora me te Kaupapa Whare Noho:** Wellbeing is fostered and people have access to appropriate and affordable health services and housing.
3. **Education and Training - Nga Whakaakoranga:** Local education and training is, and is perceived to be, of the highest quality, with opportunities for all to participate, from early childhood to old age.
4. **Natural and Physical Environment – Ko te Taiao:** Porirua City's natural environment thrives and the physical environment is clean, safe, sustainable and attractive.
5. **Young People – Te Hunga Rangatahi:** Young people are recognised as the future.
6. **City Life – Te Noho Taone:** Porirua City is a vibrant city for residents and visitors with high quality recreational facilities. It is regarded as an attractive short-stay visitor destination.
7. **Transport – Nga Kawenga Waka:** Transport links are effective and safe.
8. **Positive Image – He Ahuatanga Whai Hua:** People have a sense of pride and Porirua City is marketed effectively.

## **2000 – 2010 Strategic Plan Monitoring Report**

### **i) Introduction**

During 1999 and 2000 over 900 people representing the public, community groups, residents associations, central government agencies, and business talked with Porirua City Council about their dreams for the future for Porirua<sup>1</sup>. What emerged from that process was the Porirua City Strategic Plan 2000–2010, a long-term plan for the City that both Council and the wider city were able to use when planning their activities and priorities. There was considerable agreement among people regarding their vision for the city and the eight goals of the Strategic Plan expressed the essential features of this vision.

Since that process the Local Government Act 2002 (LGA 2002) has been introduced. This Act requires Council to engage with its community to determine community outcomes, much like the process that took place for the Porirua City Strategic Plan. The Strategic Plan is therefore to be used as the starting point for determining community outcomes under the Act. This is due to it being a rigorous, recent and citywide process where the objectives were essentially the same, as those required under the new Act.

The eight strategic goals that emerged from those Strategic Plan citywide discussions are essentially what the LGA 2002 refers to as community outcomes. Community outcomes are comparable to the strategic goals as together they make up a long-term vision for the future. From this point forward in this report the strategic goals are referred to as community outcomes. These outcomes will become part of the Long Term Council Community Plan (LTCCP). The LTCCP outlines Council's activities over the next ten years and states how these activities will contribute to achieving community outcomes. Council is also required to outline measures that will be used to assess progress towards the achievement of community outcomes in the LTCCP.

### **ii) Objectives and Content of Monitoring Report**

This report has two functions; to report against the Strategic Plan 2000 – 2010 as much as is practicable, and to begin looking at how we might monitor community outcomes in the future, as required under the LGA 2002. Council is required to monitor the community's progress toward achieving the community outcomes that are stated in the LTCCP. The monitoring process will involve talking with other groups and agencies about the monitors used, and may involve a collaborative monitoring process that also engages government and non-government agencies.

The information contained in this report combines useful graphs and tables by which to track measurable data, and a commentary on any progress made towards achieving the action plans set out in the Strategic Plan.

The data and commentary aim to indicate where progress is being made in achieving the community outcomes identified in the Strategic Plan. Since 2000, community and

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<sup>1</sup> The use of 'Porirua' or 'the City' relates to the entire Porirua City area served by Porirua City Council. The central business district, or CBD, is used to describe the business/retail area in the central City.

voluntary groups, business and government agencies, along with the Council have engaged in many activities and collaborative efforts in advancing these outcomes.

It is important to note that this report identifies some of the activities that have or still are contributing toward the achievement of the outcomes. A comprehensive analysis is beyond the scope of this report as it is meant to be an overview which identifies the type of progress made which has contributed to achieving the Strategic Plan outcomes. It includes some statistical data that measures change over time. The data presented is not intended to stand alone in measuring the outcomes. It is included as 'indicators' that, along with the commentary provided, help the reader to gain better understanding as to whether progress is being made in advancing the outcomes.

### **iii) The Sustainable Development Approach**

Monitoring progress is an integral part of determining a way forward. The LGA 2002 requires Council to progress development in a sustainable way. This means that local government must approach development in a way that takes into account the needs of present and future generations. 'Sustainable development' impacts on the way progress or development, is perceived, managed, and monitored.

Sustainable development recognises links exist between the social, economic, environmental and cultural dimensions of peoples lives and their communities. Central and local government are currently developing indicators that help measure factors that have traditionally not been measured. An example of this is non-paid work, something that makes a huge contribution to the community, and that can have a positive impact on, among other things, peoples' mental and physical health. There is therefore value in learning more about this aspect of community life.

### **iv) How do we measure progress?**

As we move toward developing new ways to monitor our progress, we rely on both statistical and non-statistical evidence. Some outcomes however are inherently difficult to measure, particularly when using statistics. This report does include some data to provide an indication of how we are going, where we might need to work harder or smarter, or where we need to plan ahead or change direction. A comprehensive data analysis of Porirua City is available in the Porirua City Profile<sup>2</sup>.

Some of the data presented in this report is for the whole city and therefore includes all demographic and ethnic groups. This data can often blur the actual story and therefore caution must be taken when using it. One example is average income. Rising average incomes across the whole city could be interpreted as positive for all, whereas in reality some areas of the City have relatively static incomes. Likewise for household 'over-crowding' - where the average household size across the whole city is dropping. This may indicate an increase in one or two-person households rather than any real decrease in over-crowding.

While data helps to tell part of the story of the life of Porirua City the other part is not so easy to capture on a graph or table. The collaborative efforts of many groups, organisations and people contribute to the progress of our city. For example, achieving access to appropriate health services requires input from government (local

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<sup>2</sup> The Porirua City Profile can be located on the web site, [www.pcc.govt.nz](http://www.pcc.govt.nz) .

and central), community groups, businesses and residents. The advancement of one outcome will also have an impact on the others. For example, if the economy is shaken by international or national events, employment levels may drop and negatively impact on income levels and health outcomes.

In addition it is not always clear as to what degree activities (or inputs) directly affect an outcome. For example, if teen pregnancy rates go down, it may be attributable to one or more of: more employment opportunities; targeted education programmes within schools; increased funding for youth programmes; or other factors.

Reviewing our progress provides us with a chance to celebrate our achievements as a city and to take a critical look at where applying resources might better help us achieve the eight outcomes of the Strategic Plan.

**v) Where to from here?**

The Local Government Act 2002 requires the LTCCP to outline community outcomes for the present and future well-being of the City. Council is required to monitor these outcomes and report not less than once every three years on the progress made by the community in achieving the community outcomes. In the LTCCP Council is also required to state what measures will be used to assess progress toward the achievement of community outcomes.

This report will help inform Council as to what measures are useful and provide some data that can be used to indicate 'where we are at now' so the measures can be used to compare the City in three years time with its position today.

## 1. Economic Growth and Employment - Nga Whaingā Hua, Nga Whaingā Mahi: Businesses flourish and there are increasing employment opportunities

During the Strategic Plan process and in the three years since there has been a strong focus on economic growth and employment in Porirua. It is acknowledged that a strong economy and employment can have a positive impact on many other outcomes, particularly health and housing.

### *Progress to Date Overview*

Over the past two years, Porirua shows 2% and 5% growth in the years to March 2001 and 2002 respectively.

There has been a steady increase in the number of new businesses in Porirua, particularly in construction (49) and Property and Business Services (127).

Numbers of full-time employees increased, though not at the level of the national rate, and part-time employment has declined 2.6% over the same three year period. There is an increasing number of Porirua residents working outside of Porirua.

Although uptake of benefits has declined by 35% from 2000 to 2003, there is a high proportion of Maori and Pacific people represented in unemployment figures for Porirua.

### 1.1 What do we measure?

Traditionally economic growth has been measured by GDP – Gross Domestic Product and on a national level that is still a valid measure. However at a local level various economic consultancy companies estimate GDP. These estimates are usually based on local employment data and assumptions about GDP per employee. They have come out favourably for Porirua compared with the Wellington Region over the past two years with 2% and 5% growth in the years to March 2001 and 2002 respectively.

The Strategic Plan identified indicators, which when taken together still present a helpful picture of how the economy is performing and its affect on employment. They are reviewed under ‘How did we do?’ below.

During the Strategic Plan process people wanted to see a future in which economic growth and employment included:

- New Investment and economic activity in Porirua in diverse sectors
- Growth in current businesses
- Increased employment, especially for local residents
- Reduced unemployment rates for all ethnic and age groups to levels better than national averages; reduced need for income support.

Indicators suggested to measure progress include:

- Net change in number of businesses
- Distribution of businesses by sector
- Employees (full time and part time)
- Unemployment rate (by age and ethnic group)
- Percentage on income support, compared with NZ (by suburb)

## 1.2 How did we do?

### *Business Growth*

In the three years to February 2002 there was an increase of 274 businesses in the City (11.7%). This is a positive result as it compares with an 11.1% increase nationally. The main increases (as shown in Table 1 below) have been in the construction industry with an increase of 49 businesses and Property and Business Services with an increase of 127 businesses.

Table 1

<b>Porirua City - Business Geographic Units</b>								
<b>1-digit ANZSIC</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>1999-02 Change</b>	<b>1999-02 % Chng</b>
A Agriculture, Forestry and Fishing	39	50	45	52	44	43	-2	-4.4%
B Mining	1	1	1	1	1	1	0	0.0%
C Manufacturing	140	145	142	149	134	138	-4	-2.8%
D Electricity, Gas and Water Supply	6	5	5	3	4	4	-1	-20.0%
E Construction	373	378	395	435	444	444	49	12.4%
F Wholesale Trade	104	101	103	110	127	113	10	9.7%
G Retail Trade	316	318	343	361	359	361	18	5.2%
H Accommodation, Cafes, Restaurants	39	43	49	60	60	62	13	26.5%
I Transport and Storage	104	110	106	109	103	109	3	2.8%
J Communication Services	41	48	51	45	43	46	-5	-9.8%
K Finance and Insurance	40	53	53	64	65	70	17	32.1%
L Property and Business Services	475	589	613	723	687	740	127	20.7%
M Government Administration, Defence	17	18	18	17	16	15	-3	-16.7%
N Education	100	101	106	105	108	111	5	4.7%
O Health and Community Services	98	110	114	130	132	137	23	20.2%
P Cultural and Recreational Services	81	85	78	88	96	97	19	24.4%
Q Personal and other Services	116	124	118	136	127	123	5	4.2%
<b>Total All Industries</b>	<b>2,090</b>	<b>2,279</b>	<b>2,340</b>	<b>2,588</b>	<b>2,550</b>	<b>2,614</b>	<b>274</b>	<b>11.7%</b>

### *Employment*

Over the same time period there was an increase of 580 full-time equivalent employees working in Porirua, an increase at 5.0%, therefore there was a lower growth in the number of employees than the 7.4% increase nationally. Full time employees increased 6.6% in Porirua versus 7.5% nationally, while the number of part-time employees declined by 110 or 2.6% (compared with a 7.0% increase nationally). The industry categories these changes have occurred in are shown in the table below with Retail Trade showing strong growth along with Accommodation, Cafes and Restaurants and Property and Business Services.

Table 2

**Porirua City - Employees by Business Sector**

1-digit ANZSIC	Full Time Equivalents (FTE's)				Full Time Employees				Part Time Employees			
	1999	2002	# Chng	% Chng	1999	2002	# Chng	% Chng	1999	2002	# Chng	% Chng
A Agriculture, Forestry and Fishing	40	40	0	0%	20	25	5	25%	25	18	-7	-28%
B Mining	3	9	6	200%	3	9	6	200%	0	0	0	0%
C Manufacturing	1,320	1,130	-190	-14%	1,230	1,090	-140	-11%	190	80	-110	-58%
D Electricity, Gas and Water Supply	20	30	10	50%	25	35	10	40%	3	3	0	0%
E Construction	1,020	1,080	60	6%	940	990	50	5%	150	170	20	13%
F Wholesale Trade	530	500	-30	-6%	480	470	-10	-2%	110	65	-45	-41%
G Retail Trade	1,700	2,080	380	22%	1,190	1,480	290	24%	1,010	1,200	190	19%
H Accommodation, Cafes and Restaurants	310	540	230	74%	140	300	160	114%	330	450	120	36%
I Transport and Storage	330	270	-60	-18%	280	250	-30	-11%	90	50	-40	-44%
J Communication Services	95	150	55	58%	80	120	40	50%	40	50	10	25%
K Finance and Insurance	160	150	-10	-6%	130	130	0	0%	70	45	-25	-36%
L Property and Business Services	1,470	1,650	180	12%	1,160	1,370	210	18%	600	560	-40	-7%
M Government Administration and Defence	550	390	-160	-29%	510	370	-140	-27%	65	25	-40	-62%
N Education	2,020	1,670	-350	-17%	1,640	1,460	-180	-11%	750	450	-300	-40%
O Health and Community Services	1,370	1,700	330	24%	1,090	1,360	270	25%	570	670	100	18%
P Cultural and Recreational Services	200	260	60	30%	110	170	60	55%	170	200	30	18%
Q Personal and other Services	460	520	60	13%	390	440	50	13%	140	160	20	14%
<b>Total All Industries</b>	<b>11,590</b>	<b>12,170</b>	<b>580</b>	<b>5%</b>	<b>9,450</b>	<b>10,070</b>	<b>620</b>	<b>7%</b>	<b>4,300</b>	<b>4,190</b>	<b>-110</b>	<b>-3%</b>

While the number of businesses and their employees in Porirua can be used as an indicator of economic growth, it is not necessarily the best indicator of employment opportunities for Porirua residents. This is due to the increasing number of Porirua residents working outside Porirua - in 1991 53.8% of Porirua residents worked outside Porirua, whereas by 2001 this had increased to 57.4%.

Therefore the unemployment rate for Porirua residents is an important indicator. In the three years to March 2003, unemployment in Porirua as estimated by Statistics New Zealand in their experimental 'Regional Unemployment Estimates', declined from 11.9% in March 2000 to 8.0% in March 2003. Over the same time period the national rate has reduced from 6.7% to 5.3%.

The number of unemployed registered at the Porirua Work and Income office has declined since 2000 with 3,147 registered at March 2003 compared with 4,805 in March 2000, a reduction of 35% and just under the 36% decline experienced nationally.

When specific ethnic and age groups are looked at Porirua still has higher unemployment rates than nationally but progress is being made in some areas toward closing the gaps. This is shown in Table 3 below where Porirua has greater declines in the number of Maori and Pacific peoples registered unemployed than nationally.

Table 3

**Reduction in Registered Unemployed between March 2000 to March 2003**

	<b>Maori</b>	<b>Pacific peoples</b>	<b>European/ other</b>	<b>15-24 yrs</b>
<b>Porirua</b>	-29.9%	-38.6%	-23.2%	-28.3%
<b>New Zealand</b>	-26.4%	-33.4%	-32.0%	-33.7%

**1.3 Actions Plans**

The Strategic Plan identified three ‘Action Plans’, two of which have been completed. They were ‘Implement the New Business Investment Strategy’, and ‘Develop an Economic Strategy for the City’. The third action plan – ‘Develop an employment strategy for the City’ has not been completed as such although the past three years has seen much progress in the employment area.

The Economic Development Strategy<sup>3</sup> (EDS) has been particularly helpful in providing a strategic focus for where and how economic growth and employment should take place. A monitoring report for the strategy was produced in May 2002 and reported in detail against the actions taken toward the strategy. This report is available on the Council website.

The EDS has an ‘Agenda for Action’ that outlines the following:

Get the basics right for business

- Ensure Porirua is business-friendly
- Ensure commercial land availability
- Improve transport links

Create market opportunities

- Encourage niche market opportunities
- Improve work-related skills at all levels

Achieve a Vibrant city:

- Develop city centre and “villages”
- Market the City

The ‘Get the basics right for business’ and ‘Create market opportunities’ specifically relate to this Economic Growth and Employment outcome, with progress made in many areas.

#### *Business Friendly*

Council has partnered with the Upper Hutt and Hutt City Councils to address the high cost of broadband in these cities, which is far more expensive than in central Wellington City. It has already been cited as a reason for the departure of some businesses from the Hutt Valley and Porirua. It also acts as a significant barrier to new businesses setting up in the three cities. A project – SmartLinx3 is underway to address the issue.

Council has a Business Marketing Officer who acts as a business liaison point for Council requirements of new or expanding businesses. Council also ensures the costs of regulatory compliance for businesses are kept to a minimum. Over the past few years Council has been gradually reducing the highest business differential for businesses in the City Centre who were paying a disproportionately high level of rates. This has been possible in part due to the growth in the commercial rates base.

Business Porirua and the Regional Economic Development Agency (REDA) work with businesses that range from start-ups to large established exporters. REDA was set up by the Hutt, Upper Hutt, Wellington and Porirua City Councils to assist

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<sup>3</sup> The Economic Development Strategy can be viewed online at [www.pcc.govt.nz](http://www.pcc.govt.nz)

regional economic growth. Both Business Porirua and REDA provide assistance and support to businesses in Porirua helping to create a business friendly environment.

#### *Commercial Land Availability*

The Aotea Block is currently under development. This includes several areas for commercial developments, including a 15 hectare business park, 15 hectares for commercial recreation, 6 hectares for a retirement home, and approx. 6 hectares for other commercial activity. Consultation is currently taking place on the sale of part of the Porirua Hospital site that could open up more land for business activity.

#### *Improve Transport Links*

Congestion north of the Porirua's Central Business District (CBD) has been an issue now for several years, particularly during peak times, weekends, and holidays. Transit New Zealand has now let contracts for all three stages of the Mana/Plimmerton upgrade, including the almost complete construction of a new bridge across the entrance to the Pauatahanui Inlet.

Council and other Porirua organisations and businesses have continued to advocate on transport issues that affect Porirua. These include Transmission Gully, the proposed Hutt to State Highway 1 link road, the Western Corridor Plan and the Regional Land Transport Strategy.

#### *Encourage Niche Market Opportunities*

Business Porirua in partnership with Whitireia Community Polytechnic and Council established the 'Innovation Greenhouse Porirua' incubator in 2002. It was set up to specifically promote business growth by supporting and developing incubator tenants businesses. With the completion of the Mega Centre retail has continued to blossom in Porirua, with an increase of 380 full-time equivalents in the three years to 2002.

A visitors' strategy has been developed, with focus on the development of the visitor industry. Several options are currently under investigation. Initial work took place on the formation of an Optics Industry cluster within Porirua, however that cluster is now run regionally with several Porirua businesses involved.

#### *Improve work-related skills at all levels*

Partners Porirua has been particularly effective at developing education-business partnerships that provide learning opportunities and exposure of students to potential employment. Achievement Porirua is a recent initiative of the Ministry of Education. It's objective is to lift the achievement of all Porirua City students.

Business Porirua is involved directly in improving work-related skills through the many courses and seminars it runs.

Porirua City is an active participant in the Mayors Taskforce for Jobs Programme, which has resulted in developments such as the establishment of the Porirua Apprentice Trust – initially focusing on Building and Construction. Group apprentice schemes that are run on a regional basis in the engineering and plumbing industries are also taking on Porirua apprentices. Other Mayors Taskforce for Jobs projects include the Aspirations and Destinations tracking research which looked at the

transition from school to work or further education for school leavers in Porirua's colleges. A successful Youth Careers Expo specifically designed for Porirua people has been held in each of the past 3 years. The Local Employment Co-ordination group (LEC) is in the process of establishing a programme – Employment Link. A full-time co-ordinator will be employed to provide links between the major developments taking place in Porirua (Aotea Block, Kenepuru Hospital upgrade, Housing Renewal, Whitireia Polytechnic upgrade) and employment agencies to maximise the employment opportunities for local people from these developments.

#### 1.4 Where to from here?

The indicators suggested in the Strategic Plan (net change in number of businesses, distribution of businesses by sector, number of full-time and part-time employees, unemployment rate, and % on income support) are generally acceptable measures for economic and employment growth.

During the development of the LTCCP and associated consultation the use of the existing and other measures will be reviewed. Much of the detailed economic and employment statistics available will be included in the Porirua City Profile report that is updated as new information becomes available and can be downloaded from the Council web site [www.pcc.govt.nz](http://www.pcc.govt.nz).

Below are some measures that could be used to assist in meeting the monitoring requirements of the Long-term Council Community Plan. Where available and appropriate, indicators will be broken down by ethnicity, age, gender or geographic location and reported on over time, in order to determine trends.

Indicator	Measure
Businesses in Porirua	<ul style="list-style-type: none"> <li>• Net change in number of businesses</li> <li>• Distribution of businesses by sector</li> </ul>
Employment	<ul style="list-style-type: none"> <li>• share of total national employment</li> <li>• geographic and ethnic group breakdown of employment and unemployment</li> <li>• number of residents employed outside Porirua</li> <li>• numbers of full-time equivalents</li> </ul>
Economic Growth	<ul style="list-style-type: none"> <li>• the number of residential and non-residential building consents</li> <li>• percentage change in retail sales</li> <li>• number of guest nights purchased</li> </ul>
	Other areas such as access to transport, communication, housing, and employment are important contributors to economic growth and employment outcomes and will be included under those sections in subsequent monitoring of outcomes.

During the development of the LTCCP and associated consultation the use of these and other measures will be reviewed.

## **2. Health and Housing : Wellbeing is fostered and people have access to appropriate and affordable health services and housing – Te Hauora me te Kaupapa Whare Noho.**

Health and housing are often viewed together because research indicates that housing has an impact on health outcomes. The Housing and Health Research Programme, at the Wellington School of Medicine and Health Sciences continues their research on the association between poor housing and poor health outcomes. Their research confirms that people living in overcrowded and poorly heated homes tend to have more respiratory complaints and more admissions to hospital. Overcrowded housing is also associated with meningococcal disease.

For monitoring purposes Health and Housing will be reported on separately, beginning with Health and followed by Housing.

### **2.1 Health**

#### *Progress to Date Overview*

Health outcomes are affected by a number of factors, the primary ones being income levels and housing standards. The New Zealand Deprivation Index, a multiple indicator measure, clearly shows the level of disparity across the city. This disparity is evident in health outcomes. Data also indicates that Porirua has high rates of diseases related to poverty, such as meningitis, diabetes and respiratory disease, many of which are more prevalent in our Maori and Pacific people population.

The relatively low number of General Practitioners in some areas of Porirua City is of concern. However, the establishment of two Primary Health Care Organisations (PHO) with access funding for poorer areas, aims to address affordability barriers by reducing the cost of doctor visits.

Agencies and groups are working collaboratively throughout the city on specific projects to address health needs and to advocate for improved access to and affordability of health services. The individual and collaborative efforts being carried out by groups such as the 'Diabetes Defeat Team' and Healthlinks are examples of efforts being carried out in order to progress health outcomes in Porirua City.

Access to appropriate and affordable health services are a crucial factor in determining people's quality of life and level of well-being. Poor levels of physical and mental health can, among other things, reduce people's involvement in their community, hinder participation in educational and employment opportunities, and negatively impact on family life.

Throughout New Zealand there has been an increase in the prevalence of diseases such as tuberculosis, meningococcal disease and diabetes. National research reports that these diseases occur more often in lower socio-economic households, which is where both Maori and Pacific people are statistically over represented. These factors present a range of challenges and opportunities in the health area, which agencies both government and non-government, continue working on meeting.

Factors that contribute to health outcomes include employment, housing, and income levels. Many groups, agencies and organisations, both nationally and locally, engage in activities that impact on health outcomes in Porirua City.

## 2.2 What do we measure?

There are a number of indicators that are used to measure health outcomes. It is important to remember that ‘whole of city’ data is not always useful when looking for the big picture of health outcomes for Porirua. In an ethnically diverse city with big differences across a number of indicators, such as income and employment, it is often necessary to look at area unit or ethnicity data so as not to let the averaging process misrepresent the actual situation. This is especially relevant in Porirua where there are relatively large numbers of Housing New Zealand Corporation accommodation for people on low incomes. The City Profile<sup>4</sup> includes data, where it is available, at area unit level.

One indicator specifically developed as a health measure is the New Zealand Deprivation Index (NZDep). The NZDep Index has been developed by the Wellington School of Medicine and Health Sciences to provide health related information to assist in resource allocation, advocacy and research. The index uses census data to measure nine elements of material and social life within mesh block units. The measures include; a person’s benefit status, access to telephone at home, income levels, size of household, age, whether people live in rented accommodation, educational achievement and labour force status. Together these dimensions, or variables, give an indication of an area’s comparative level of deprivation. The country is split into ten groups (deciles) and each group is given a rating, with ‘one’ assigned to areas the least deprived, and ‘ten’ assigned to areas that are the most deprived. As the measure is comparative, it is possible that an area may show a change in its decile rating from one census to the next but not have experienced any real change in the indicators measured. This is because some areas may have experienced significant shifts and effectively pulls the score of other areas up or down.

During the Strategic Plan process people wanted to see a future in which access to appropriate and affordable health services included:

- Improved income levels result in improved health
- The environment supports healthy living
- Disparity in health status are removed
- Co-ordinated, integrated health services
- Good health is facilitated through adequate and appropriate housing
- All people in Porirua have access to affordable and appropriate health services
- All people, including older people, are actively involved in the community
- Continued fluoridation of water supplies

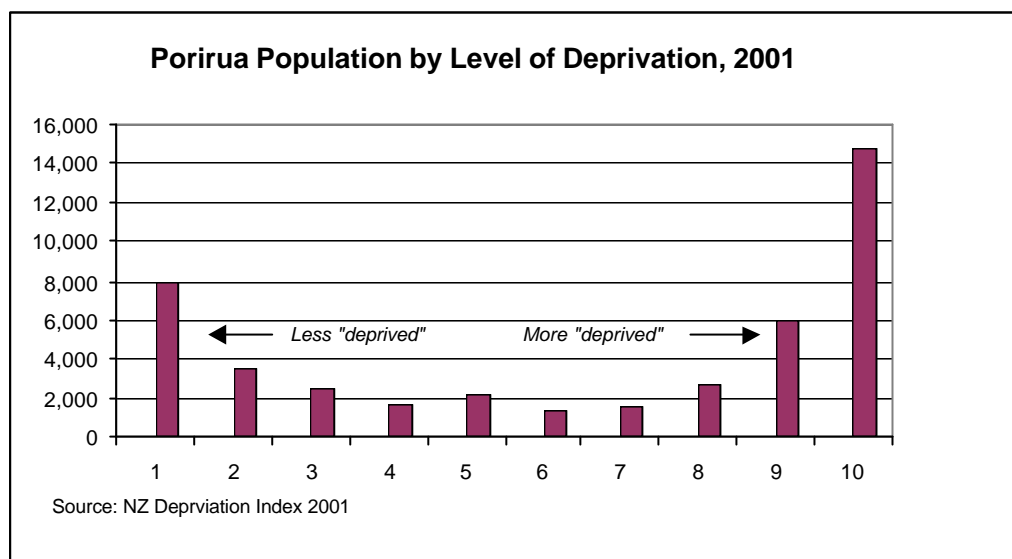
Indicators suggested to measure progress include:

- Life expectancy, mortality, low birthweight babies, smoking rates, acute mental health admissions.
- Communicable disease levels
- GP’s per population, take up of medical subsidies, access to car and phone
- Use of sports facilities, satisfaction with Council services which support health
- Participation in voluntary activities

<sup>4</sup> The City Profile is available on the web site [www.pcc.govt.nz](http://www.pcc.govt.nz)

### 2.3 How did we do?

The NZDep index 2001 shows that over 60% of Porirua's population live in areas that have the three most deprived scores on the NZDep index. This tells us that there are likely to be issues around access to and affordability of health care for large numbers of people living in Porirua. Around 39% of the population show a relatively less deprived score.



Central and local government use some common indicators to monitor health progress. A number of relevant indicators for Porirua are shown below.

#### *Income*

Research indicates that it is more likely for people on low fixed incomes to experience poor health outcomes across a number of indicators, for instance, low-income people are more likely to suffer from diabetes, respiratory disease and tuberculosis. In recent years there is a growing prevalence of 'diseases of poverty' throughout out New Zealand especially in cities and within Maori and Pacific people populations.

Porirua City Average personal income (population aged 15+ years)	Census 91	Census 96	Census 01
	\$23,026	\$24,901	\$27,368

Average personal income by area unit is available in The City Profile 2003<sup>5</sup>. The 2001 Census data shows an uneven distribution of average personal income across the City, ranging from \$11,516 in Porirua Central and \$15,321 in Cannons Creek North to \$45,186 in Endeavour. The average personal income was \$17,774 in the Eastern Ward, \$22,360 in the Western Ward, and \$37,081 in the Northern Ward.

#### *Communication*

Having access to telephones and private transport are important factors in people's ability to access health services, to participate in community activities and employment and enjoy family life.

<sup>5</sup> The City Profile is available on the web site [www.pcc.govt.nz](http://www.pcc.govt.nz)

Access to car and phone	% of households stating they have at least one car	Census 96		Census 01	
		Porirua	NZ	Porirua	NZ
		81.3%	87.9%	82.3%	86.2%
	% of households with access to a phone	91.6%	91.9%	94.9%	96.4%

*Census area units with low access to phone*

Census Area Unit	Households without phone (%)	Households with phone (%)
Cannons Creek North	25.8	74.2
Cannons Creek East	21.7	78.3

*Number of Full time Equivalent General Practitioner's*<sup>6</sup>

The number of General Practitioners in an area is a factor in the provision of primary health care to the population.

Porirua City	1999	2000	2001
Number of full time equivalent GPs per 100,000 people	66	57	78
Wellington			
Number of full time equivalent GPs per 100,000 people	102	95	102

Mortality and low birth-weight rates for Maori and Pacific peoples babies continue to worsen while an improving trend is emerging for non-Maori and non-Pacific peoples.<sup>7</sup> This indicates that health disparities continue to exist.

*Participation in Sport and Recreation Activities*

Physical activity is a major factor in maintaining a physically healthy community. There are many sporting and event venues throughout the City that provide opportunity for residents and visitors to engage in activities from swimming to hiking. Sports fields, the recreation centre and swimming pools around the city are currently being used by nearly 40% of the population on a monthly basis.<sup>8</sup>

## 2.4 Action Plans

During the Strategic Plan process the need to develop and implement a recreation plan to encourage healthy lifestyles was set as an action plan. Council has developed a draft Leisure and Recreation Plan 2004-2014. Consultation on this draft document will provide further community input. The Plan aims to:

- Identify the outcomes that are important to the community relating to leisure and recreation
- Help Council plan strategically for recreation areas, facilities and investments over time
- Assist Council on its decision-making during its annual and long-term planning
- Help Council measure progress on achieving identified outcomes

Throughout Porirua many groups and organisations have continued to work collaboratively and individually to advance the Action Plans developed through the Strategic Plan Process.

<sup>6</sup> Information source Medical Council of New Zealand <http://www.mcnz.org.nz>

<sup>7</sup> Source: Porirua City Profile June 2003 pp110 – 111 [www.pc.govt.nz](http://www.pc.govt.nz)

<sup>8</sup>NRB Communitrak Survey 2002

Some other examples of these efforts and initiatives are set out below<sup>9</sup>:

- Much effort continues in Porirua across the health sector to ensure that health services operate in an integrated, effective and co-ordinated manner. Numerous groups in the city address wider health issues. For example Healthlinks is a community, Iwi, local government, and central government partnership that promotes better health outcomes and aims to encourage participation in health issues at all levels through monthly public meetings. It also has a key role as an advisory group to the District Health Board.
- Networking and collaboration between health groups continues to strengthen the sector, with groups such as the 'Diabetes Defeat Team'<sup>10</sup> coming together to address specific issues.
- The development of the two Primary Health Organisations, Porirua Health Plus and Tumai Mo Te Iwi has also brought health care into sharper focus in Porirua.
- Capital Coast District Health Board (CCDHB) plans to redevelop the Kenepuru hospital site including a new Accident and Medical centre.
- The Porirua community has been actively lobbying for their health services and CCDHB continues consultation with Council and health groups around the city to advance this development.

## 2.5 Where to from here?

Council's contribution to positive health outcomes includes activities such as ensuring there are safe healthy physical environments, providing clean water supply and the continuation of health advocacy, analysis and monitoring. Other lead players in the provision of good health outcomes are listed in the strategic plan and new agents emerge from time to time in response to need or as priority need shifts.

During the development of the LTCCP and associated consultation the use of the existing and other measures will be reviewed. Much of the detailed health statistics available will be included in the Porirua City Profile report that is updated as new information becomes available and can be downloaded from the Council web site [www.pcc.govt.nz](http://www.pcc.govt.nz).

Below are some measures that could be used to assist in meeting the monitoring requirements of the Long Term Council Community Plan. Where available and appropriate, indicators will be broken down by ethnicity, age, gender or geographic location and reported on over time, in order to determine trends.

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<sup>9</sup> Please note, this is only a selection of the initiatives and projects which are currently underway, or have been completed, by the many groups, organisations and individuals working across the city to achieve the Strategic Plan outcomes.

<sup>10</sup> Ora Toa, Sport Wellington, Regional Public Health are working together with Porirua Healthlinks Trust to address nutrition, physical activity and environmental issues concerning Diabetes.

Indicator	Measure
Access to health services	<ul style="list-style-type: none"> <li>• Number of Full-time General Practitioners per 100,000 residents</li> <li>• Number of households stating vehicle ownership</li> <li>• Number of households with access to a phone</li> </ul>
Prevalence of disease	<ul style="list-style-type: none"> <li>• Rates of respiratory disease, meningococcal, TB and diabetes by age and ethnic group</li> </ul>
	Other areas such as access to transport, communication, housing, and employment are important indicators of health outcomes and will be included under those sections in subsequent monitoring of outcomes.

## 2.6 Housing

### *Progress to Date Overview*

Porirua mirrors recent national trends with regard to declining home ownership rates, rising house prices, and decreases in overcrowding levels. The average size of households has decreased across the city as a whole. However, lower socio-economic areas have an average household size of four, compared to an average of 2.5 persons per household in areas with higher average personal and household incomes.

Housing New Zealand Corporation (HNZC) has a large number of units in Porirua and operates an income related rents policy, which means that tenants pay no more than 25% of their income on rent. Despite this policy and the overall improved average decrease in crowding, significant housing needs remain unmet, for example, for many residents in the Eastern and Western Wards. Initiatives such as The Housing Renewal programme, a collaborative project involving HNZC, local groups and residents, is contributing to positive housing outcomes for city residents.

Access to safe and affordable housing is a key factor in establishing good health outcomes for people and families. Housing also impacts on, among other things, educational outcomes, people's participation in community life, safety issues and employment. The activities of many groups, agencies and organisations, both nationally and locally, impact on housing outcomes in Porirua.

Home ownership rates have fallen nationally from 74% to 68% over the past ten years. If this trend continues it is likely that rates will fall to as low as 65% in the next ten years. The Ministry of Housing anticipates there will be negative social and health outcomes if people remain in rental accommodation throughout their lifetime. These include; lack of security in old age; fixed retirement income; low aggregate household savings; growth in Accommodation Supplement. Therefore housing tenure and affordability are crucial to good housing outcomes.

Housing affordability is influenced by a number of factors that take into account household income, interest rates, employment opportunities, house prices etc. Property prices throughout the country, especially in Wellington and Auckland, have

increased over the past few years. This has impacted on first homeowners' ability to buy their own home, especially for people living in the areas that have experienced significant rises. Central government is currently developing policy and running a pilot project to address the falling rate of homeownership as it is aware of possible housing issues resulting from escalating housing costs on people on fixed or low incomes. The Mortgage Insurance Programme allows low income people to raise a home loan with nil deposit if buying a home up to \$100,000 or up to five percent deposit on homes over \$100,000.

## 2.7 What do we measure?

Measurable factors that contribute to good housing outcomes include low levels of overcrowding, appropriate cost and affordability, secure housing tenure, and provision of state housing.

During the Strategic Plan process people wanted to see a future in which access to appropriate and affordable housing services included:

- Good health is facilitated through adequate and appropriate housing
- All people in Porirua have access to affordable and appropriate housing

Indicators suggested to measure progress include:

- Household size, overcrowding, affordability of housing, tenure.

## 2.8 How did we do?

Household size, tenure and crowding levels in Porirua are important measures when assessing the ability of people to access affordability and appropriate housing. The data below was obtained from Statistics New Zealand and Housing New Zealand Corporation.

### *Rental Housing*

Housing New Zealand Corporation (HNZC) is a major provider of rental housing in Porirua. The HNZC Mana Neighbourhood Unit extends from Newlands/Johnsonville to Camborne and administers HNZC properties in Porirua. Within this area, at 30 April 2003 HNZC had a total of 3,187 standard and relocatable units. In 2001, HNZC accounted for 49% of all rental properties in the City, but around 70%-80% of rentals in Cannons Creek (eastern and northern areas) and Waitangirua. The average weekly rent for non-HNZC rentals as measured by the 2001 Census for Porirua was \$145 and for New Zealand was \$174<sup>11</sup>. There are also numerous community residential facilities, hostels and private providers of housing and housing advocacy services in the city. Lead players active in the promotion of good housing outcomes are listed in the Strategic Plan, however, new agencies emerge from time to time in response to need or as priority need shifts.

### *Overcrowding*

Household crowding is an indicator of housing affordability and housing need. Poor health outcomes, such as respiratory disease and infectious diseases, are more likely

<sup>11</sup> This data is derived from meshblock counts from the 2001 census data, supplied by Statistics New Zealand.

to occur in overcrowded housing conditions. The Social Report<sup>12</sup> informs that nationally, unemployed people, occupiers of rental accommodation and Pacific people are more likely to be living in crowded households.

As the table below demonstrates, since 1991 there has been an increase in bedroom numbers and a decrease in the numbers of people per bedroom, which has resulted in a fall in value on the Crowding Index<sup>13</sup>.

Porirua - Number of Bedrooms per Household			Porirua - Number of People Per Bedroom			Porirua – Equivalised <sup>12</sup> Crowding Index		
1991	1996	2001	1991	1996	2001	1991	1996	2001
3.08	3.14	3.21	1.08	1.03	0.97	0.75	0.71	0.68

### *Tenure*

Porirua follows the national trend with a declining rate of owner occupied private dwellings. Nationally the percentage of dwellings owned by their occupants has fallen from 73.8% to 67.8% in ten years, while for Porirua it has fallen from 66.3% to 62.7% over the same time period. The large number of Housing New Zealand Corporation homes has a bearing on the number of owner occupied private dwellings in the city.

Housing Tenure	% of households by type of tenure (Census 1996):	Census 1996		Census 2001	
		Porirua	NZ	Porirua	NZ
• renting		31.0%	25.7%	35.6%	29.5%
• owned with mortgage		45.7%	39.5%	40.3%	36.5%
• owned mortgage free		23.3%	34.8%	24.1%	34.0%

### *Number of households*

The number of households in Porirua in 2001 was 14,748. This was up 5.4% from the number in 1996, which compares with increases of 4.7% in the Wellington Region and 6.0% for the whole of New Zealand.

### *Families*

In 2001 80.0% of Porirua households were made up of one or more families, compared with 69.4% in the Wellington Region and 71.3% in New Zealand. Greater proportions of these were households with two or more families - 4.3% of all households in Porirua, compared with 1.8% in Wellington and 2.0% in New Zealand.

### *Household Size*

The average household size in Porirua in 2001 was 3.1 persons, compared with 3.2 persons in 1996 and 3.3 in 1991. The average size was 2.6 in the Wellington Region and 2.7 in New Zealand, with both these areas also declining over time. There was a

<sup>12</sup> The Social Report 2003, Ministry of Social Development [www.msd.govt.nz](http://www.msd.govt.nz)

<sup>13</sup> Overcrowding figures have been sourced from Statistics New Zealand and were arrived at by using the following formula: 'The equivalised crowding index applies the concept of the adult equivalent. The formula weights each individual who is in a couple relationship as one half, as well as children aged under 10 years (Morrison, 1994). This gives an equivalised number of people per bedroom. Any value in excess of 1.0 represents a measure of crowding. The formula is: Crowding Index = (1/2 number of children under 10 years) + (number of couples) + (all other people aged 10 years and over)] / number of bedrooms.' Source: Statistics New Zealand – Housing Statistics – Crowding Analytical Report'.

wide variation in the average number of household members across the different areas of Porirua, ranging from over 2.5 in Plimmerton to 4.0 in Waitangirua.

Household Size	Average number of people per household	Census 1996		Census 2001	
		Porirua 3.3	NZ 2.7	Porirua 3.1	NZ 2.7

## 2.9 Action Plans

The Strategic Plan process identified the need for a collaborative approach to advocacy on housing issues and brought together a number of central and local government, community organisations and residents who continue to work together in order to advance positive housing outcomes.

Throughout Porirua many groups and organisations work collaboratively and individually to advance the Action Plans developed through the Strategic Plan Process.

Some examples of these efforts and initiatives are set out below<sup>14</sup>:

- A public housing forum was held in August 2000, from which the Housing Action Group, now called Housing Action Porirua (HAP) was established. Organisations represented on the Housing Action Porirua include Housing New Zealand, Porirua Housing Trust, Porirua RSA, Porirua City Council, Regional Public Health, Te Runanga O Toa Rangatira, Porirua Council of Social Services, Te Akamata Anga Ou, Pathways Trust, Habitat Housing, Porirua Healthlinks and the Wellington Housing Trust.
- After initial funding from Council, HAP has established a working relationship with the Wellington School of Medicine engaging housing in research the city. Quarterly public housing forums, facilitated by HAP, are run in the City enabling providers, residents and others to discuss housing issues.
- In November 2002 Housing New Zealand Corporation (HNZC) announced *The Eastern Porirua Community Renewal* project. The Porirua Eastern community renewal project covers the areas of Waitangirua, Cannons Creek East, North and South and Porirua East. It is a five year project designed to improving housing while at the same time addressing community issues such as safety, employment, training opportunities and the delivery of social services. Community Renewal is a partnership between HNZC and people living and working in Eastern Porirua.<sup>15</sup>

## 2.10 Where to from here?

During the development of the LTCCP and associated consultation the use of the existing and other measures will be reviewed. Much of the detailed housing statistics available will be included in the Porirua City Profile report that is updated as new information becomes available and can be downloaded from the Council web site [www.pcc.govt.nz](http://www.pcc.govt.nz).

<sup>14</sup> Please note, this is only a selection of the initiatives and projects which are currently underway, or have been completed, by the many groups, organisations and individuals working across the city to achieve the Strategic Plan outcomes.

<sup>15</sup> Information about Community Renewal can be found on HNZC web site: <http://www.hnzc.co.nz/aboutus/initiatives/communityrenewal/index.htm>

Below are some indicators that could be used to assist in meeting the monitoring requirements of the Long Term Council Community Plan. Where available and appropriate, indicators will be broken down by ethnicity, age, gender or geographic location and reported on over time, in order to determine trends.

Indicator	Measure
Household tenure	<ul style="list-style-type: none"> <li>• Numbers of people renting, owning own home with mortgage and owning own home with mortgage</li> </ul>
Housing costs and affordability	<ul style="list-style-type: none"> <li>• Percentage of household income spent on housing costs</li> </ul>
Household crowding	<ul style="list-style-type: none"> <li>• Number of people per household</li> </ul>
	<ul style="list-style-type: none"> <li>• Other factors that impact on people's ability to access affordable housing include income levels, educational achievement and employment opportunities. These will be included under those sections in subsequent monitoring reports.</li> </ul>

### **3. Education and Training: Local education and training is, and is perceived to be, of the highest quality, with opportunities for all to participate from early childhood to old age – Nga Whakaakoranga**

#### *Progress to Date Overview*

Research has identified that overcrowded or poor housing, inadequate or low incomes and poor health are contributing factors in poor educational achievement. Therefore opportunities for people to participate and succeed in education and training pursuits requires more than the provision of high quality educational facilities and resources. The promotion of social well-being across a number of areas play an important part in educational outcomes.

There are positive trends appearing in Porirua, especially with regard to tertiary and pre-school enrolments. Whitireia Community Polytechnic has increased its enrolments by around 500 each year since 2000. An increase in early childhood enrolments is also a positive indicator of future achievement and participation in educational pursuits.

Data from 2000 indicates that around 40% of 12 to 14 year old students are accessing their schooling outside of Porirua. Local educators and advocacy groups remain concerned with this high rate and are working collectively to improve student achievement, strengthen community involvement in education and ensure students are leaving school with higher qualifications. The statistics show that there is a steady increase in students gaining qualifications at all levels.

Education and training are a means by which people can gain tools that will enhance their ability to meet their needs. Educational achievement plays a part in determining income levels, which have a bearing on outcomes such as health and housing. Likewise, research indicates that good educational and training outcomes are more likely to occur when people's basic income, health and housing needs are met.

Life-long learning is now an accepted part of the 'knowledge society'. Today's workforce must be adaptable and flexible in order to keep pace with rapidly changing technology and work environments. Education and training are more likely to extend beyond formal schooling and include tertiary study, community education and workplace training. Meaningful participation in education and training is likely to be more effective if delivered in a manner appropriate to learners needs and may also give people a sense of achievement, belonging and inclusion.

#### **3.1 What do we measure?**

A number of common indicators used to measure educational outcomes give an indication of communities' current and future capacity. For example, research shows that participation in early childhood education has a positive effect on educational outcomes, therefore it is important to track participation rates across ethnic groups and by area. The level of formal qualifications in a population can

impact on the income levels of the population and people's ability to respond to labour market demands.

During the Strategic Plan process people wanted to see a future in which local education and training included:

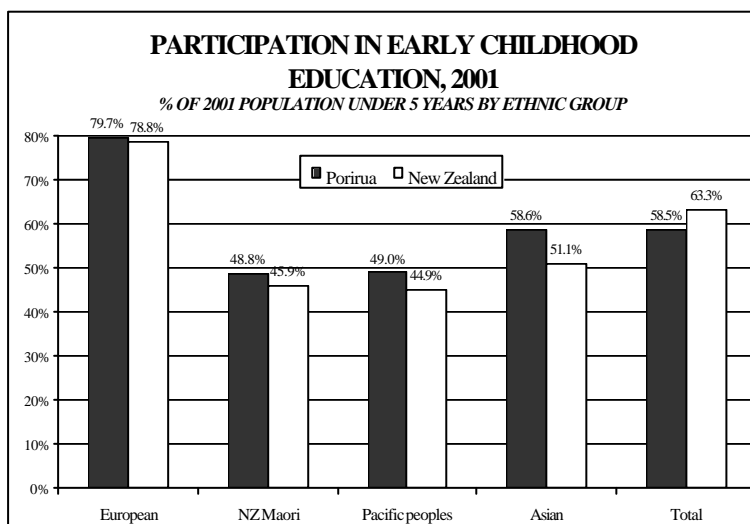
- All people have access to appropriate educational opportunities to the greatest extent possible at all levels
- The schools in Porirua meet the needs of the community
- Local supply of skills/occupations match future needs
- Good co-ordination within the education and training sector and with the business sector
- A high level of literacy in the community
- All Porirua students leave school with qualification levels at least equal to the national level
- An increased level of participation in pre-school education

Indicators suggested to measure progress include:

- Annual enrolments
- Enrolments as % of children under 5 in pre-school programmes by ethnic group in the city and NZ, for census years
- Enrolments in local schools as % of school population, broken down by primary, intermediate, secondary
- Level of attainment of those leaving Porirua schools and other tertiary and training institutes, by type of qualification, by ethnic group
- Level of attainment of students residing in Porirua leaving all schools
- Tertiary education attendance levels

### 3.2 How did we do?

#### *Early Childhood Participation Rates*



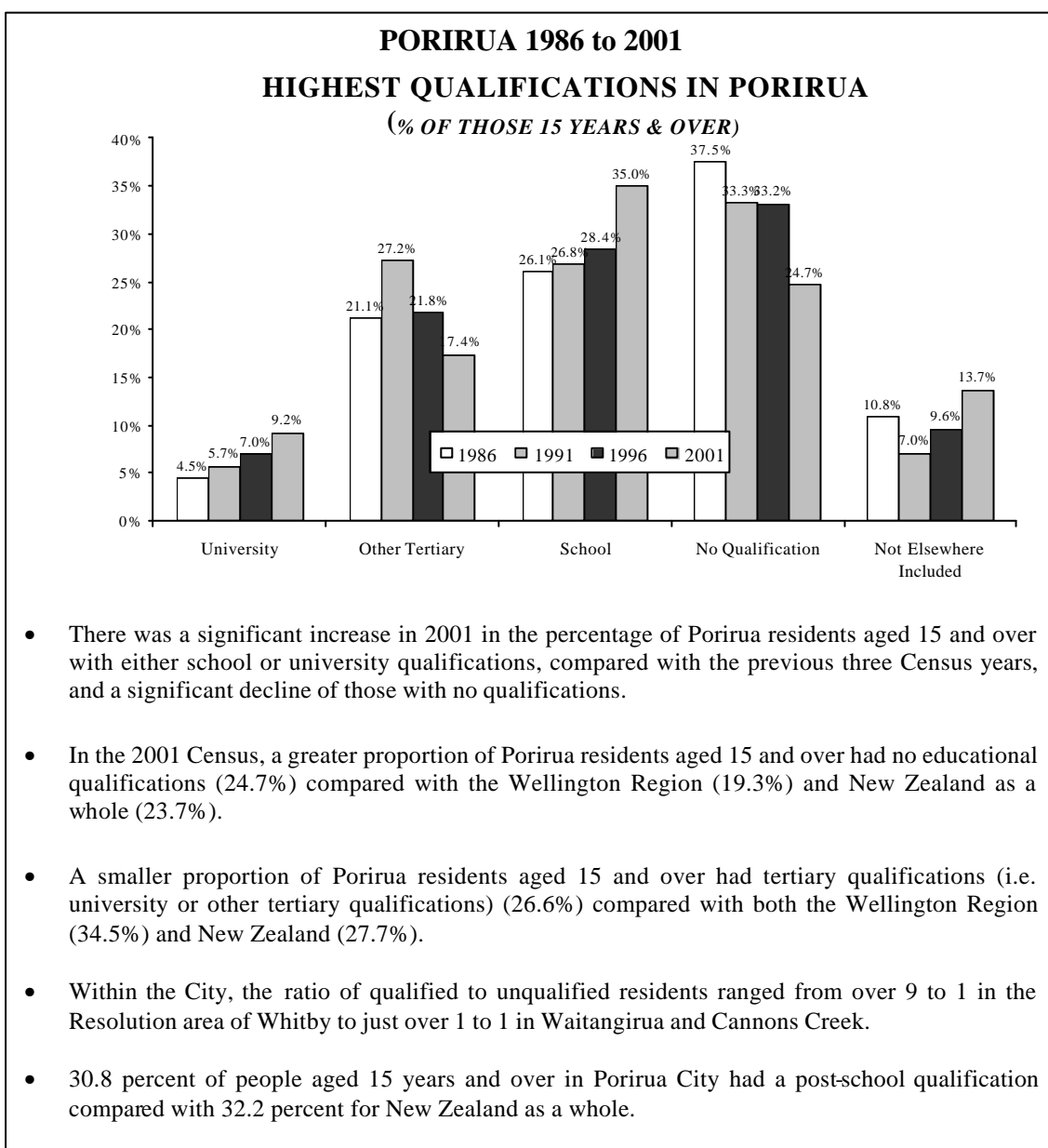
Pre-school education has been defined as a priority by both the Ministry of Education in the area of Pacific pre-school education, and by the Porirua Action Group on Education.

#### *Enrolments*

The increase in enrolments, especial in pre-school and tertiary education, is significant and gives an indication of improvements in participation and access.

Indicator	Measure	1999	2000	2001	2002	2003
Annual Enrolments	• Enrolments in pre-schools	1,969	1,938	2,180	2,610	n/a
	• Enrolments in Primary & Secondary Schools	9,043	9,147	9,087	9,117	n/a
	• Enrolments at Whitireia Community Polytechnic (Full-time equivalents)	1,819	1,970	2,460	3,050	3,700

It is estimated that the percentage of young people in Porirua whose last year of school was 2000 and who left with an A or B bursary was 16.1%, somewhat below the regional and national averages (21.5% and 19.2% respectively). This includes all those attending schools outside Porirua, who were assumed to have left with the average qualifications of those schools they attend. An estimated 40% of the secondary school population in Porirua attend schools outside of Porirua. Whitireia Community Polytechnic figures show a significant increase in enrolments of around 500 per year since 2000.



### 3.3 Action Plans

The Strategic Plan process brought together a number of central and local government, community organisations and residents who identified the need for further collaborative education and training services and advocacy.

Throughout Porirua many groups and organisations have continued to work collaboratively and individually to advance the Action Plans developed through the Strategic Plan Process.

Some examples of these efforts and initiatives are set out below<sup>16</sup>:

- An education forum was held and the Porirua Action Group (PAGE) on Education was formed.
- Partners Porirua have been involved in establishing partnerships between education and training sectors and the business sector. As at December 2000 there were 10 active education business partnerships in the region that Partners Porirua had facilitated the establishment of. At December 2001 the number of active partnerships had grown to 20. Further to this two forums were held by Partners Porirua, which helped to increase awareness of the opportunities in both sectors. These results give a strong indication of increased co-ordination between the education, training and business sectors.
- Barriers to learning are being addressed in a number of ways across the city. For example, The Learning Shop was established to provide information and assistance about to people about learning opportunities.
- Achievement Porirua was established in 2000 by the Ministry of Education to provide the Porirua community with the opportunity to develop and oversee local solutions to key education problems in Porirua.
- Since the Strategic Plan process the Local Employment Co-ordination group (LEC) has re-established and operates in a number of ways to encourage, assist and develop employment opportunities in Porirua.

### 3.4 Where to from here?

During the development of the LTCCP and associated consultation the use of the existing and other measures will be reviewed. Much of the detailed education and training statistics available will be included in the Porirua City Profile report that is updated as new information becomes available and can be downloaded from the Council web site [www.pcc.govt.nz](http://www.pcc.govt.nz).

Below are some measures that could be used to assist in meeting the monitoring requirements of the LTCCP. Where available and appropriate, indicators will be broken down by ethnicity, age, gender or geographic location and reported on over time, in order to determine trends.

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<sup>16</sup> Please note, this is only a selection of the initiatives and projects which are currently underway, or have been completed, by the many groups, organisations and individuals working across the city to achieve the Strategic Plan outcomes.

<b>Indicator</b>	<b>Measure</b>
Early Childhood Education	<ul style="list-style-type: none"> <li>• Enrolment</li> </ul>
School Decile Ratings	<ul style="list-style-type: none"> <li>• Percentage of population within Ministry of Education decile ratings</li> </ul>
Qualification Levels	<ul style="list-style-type: none"> <li>• Percentage of school leavers with no qualifications</li> <li>• Breakdown of qualifications of school leavers</li> </ul>
Tertiary Education Enrolments	<ul style="list-style-type: none"> <li>• Enrolments in tertiary education in Porirua</li> </ul>
Community Education	<ul style="list-style-type: none"> <li>• Percentage of population involved in community education</li> </ul>
	<ul style="list-style-type: none"> <li>• A number of other factors that impact on education and training outcomes are housing, health, income levels and transport. These will be included under relevant sections in subsequent monitoring reports.</li> </ul>

**4. Natural and Physical Environment: Porirua City’s natural environment thrives and the physical environment is clean, safe, sustainable and attractive – Ko te Taiao**

*Progress to Date Overview*

Progress has been made across a wide number of areas concerning the natural and physical environment of Porirua. Legislative and regulatory requirements such as the Dog Control Act, noise control and health licensing are only part of the picture. Community groups and organisations play a large part in the protection and restoration of natural sites. Government agencies and the regional and local councils also play a key part in ensuring our environment is safe, clean, sustainable and attractive.

Collaborative efforts are the key to environmental progress, as community groups, Porirua City Council and the Wellington Regional Council has demonstrated through the development of the Pauatahanui Inlet Action Plan. Implementation of the plan has begun.

The success of Trash Palace recycling centre is another example of the way in which collaborative effort aimed at reducing solid waste has resulted in positive outcomes.

The natural and physical environment has direct links to the seven other outcomes established through the Strategic Plan process. It is important not only for intrinsic and bio-diversity reasons but also for the economic growth of the city, that Porirua is an attractive environment. Attractive in terms of the natural environment, such as beaches and waterways, and in terms of the way in which land is developed and utilised. Water quality, waste management, roading, cycling and pedestrian systems all influence health outcomes in the city, just as protection and enhancement of the natural environment attracts visitors which can have positive economic implications. A clean, safe and sustainable environment is also a factor in promoting a positive image of Porirua, which is outcome eight. Effective and safe transport links are also an environmental issue and are reported on in the Transport outcome.

Environmental issues include safety issues and perceptions of safety. Crime Prevention through Environmental Design is a philosophy on public safety in which a basic premise is that:

*“proper design and effective use of the physical environment can produce behavioural effects that will reduce the incidence and fear of crime thereby improving the quality of life. These behavioural effects can be accomplished by reducing the propensity of the physical environment to support criminal behaviour.”*

#### 4.1 What do we measure?

Legislation controlling dog and noise control, hazardous substances, and food and liquor licensing all play a part in the promotion of a clean, safe, sustainable and attractive environment. Local councils monitor these activities on an annual basis.

Various bodies measure the natural and physical environment in a number of ways. For example, the Greater Wellington Regional Council and local councils monitor recreational water quality to identify public health risks. Cockle counts are taken to gauge the life supporting capacity of the Pauatahanui Inlet.

The amount of waste collected and recycled is also measured and since July 2003 data has been collected in Porirua on the quantities of material accepted at Trash Palace, and quantities landfilled.

During the Strategic Plan process people wanted to see a future in which the natural and physical environment thrives and is clean, safe, sustainable and attractive, including:

- Porirua is environmentally friendly and sets a high standard in the protection, management, monitoring, use and education of the natural and physical environment
- Natural resources (land, air and water) are sustainably managed
- Significant natural features (bush, estuaries, green spaces, the Pauatahanui Inlet, and the Porirua arm of the harbour and rivers) are protected and restored
- The relationship of Tangata Whenua to the environment is taken into account in environmental management
- The community is involved in and concerned with environmental issues and initiatives

Indicators suggested to measure progress include:

- A comprehensive monitoring regime is in place which includes state of the environment indicators developed by the Ministry for the Environment, the Wellington Regional Council and District Plan indicators
- Tangata Whenua interests are met
- Solid waste management plan targets are met including a reduction in the quantity and the removal of economically recyclable material at the landfill
- In conjunction with other state of the environment indicators, regular cockle counts in the Pauatahanui inlet
- The community indicates that they are satisfied with their participation in environmental issues
- Existing standards for water used for recreation continue to be used and standards are met

#### 4.2 How did we do?

- Of the total household waste Council collects, about 40% (by weight) is kerbside recycling, and 60% is household refuse in bags, as shown in this graph from 2002 figures.
- Paper and Cardboard makes up almost half the total weight of recyclables collected.
- Since July 2003 data has been collected on quantities of material accepted at Trash Palace, and quantities landfilled. By the end of September 2003, less than 20% of all the material processed has had to be landfilled. Trash Palace collects all the materials that used to be accepted in the Porirua City Inorganic Collection, whether they are reusable or not.

### 4.3 Action Plans

In the Action Plans in the Strategic Plan 2000-2010 there was a strong sense that community involvement in environmental issues and initiatives was desired. This has been a feature since that time. A number of examples are listed below<sup>17</sup>:

- Trash Palace will soon include a hands-on Environment Centre to promote sustainable living. The facility will be an education centre for schools and a resource for people in the Wellington region interested in taking practical steps towards sustainability. The Sustainability Trust will operate the centre, which is expected to open in early 2004. A \$25,000 grant from the Ministry for the Environment will fund set-up costs and the part-time employment of a centre coordinator for the upcoming year. Wellington City Council is also supporting the centre with a grant to develop a business plan and Porirua City Council has made the venue available with a nominal rental of \$1 per year.
- Porirua City Council has also contributed to the plans and initiatives developed throughout the Strategic Plan process. A number of these are set out below:
- In May 2000 Porirua City Council adopted a Zero Waste Policy as part of the Solid Waste Management Plan which aimed at waste minimisation, recycling and waste management. Some initiatives include:
  - A commercial weigh-station opened in May 2002 as well as a hard-stand tipping area for domestic users.
  - Kerbside recycling was introduced to the city in June 2002. Approximately 45 tonnes of material is being collected weekly.
  - Trash Palace was constructed using mainly salvaged or environmentally sound materials (including a windmill and solar panels).
  - Council has established a programme for schools to establish worm farms through the Waste-Wise Organics programme. Currently, over 10 schools are participating.
  - Porirua City Council funded construction of the dedicated education space during the building of Trash Palace, and further supports the centre by charging a peppercorn rent. Trash Palace is operated Mana Community Enterprises Inc working in partnership with Council. Mana Community Enterprises Inc is a not-for-profit organisation focused on providing work opportunities for people who have had contact with the mental health system. Trash Palace receives and sells recycled goods and all proceeds from sales go to Mana Community Enterprises for development of work opportunities.
  - In the first 12 months of kerbside recycling in Porirua City, 2565 tonnes were collected kerbside. An additional 413 tonnes were collected through the recycling stations from November 2002 to May 2003. This represents over 3.7 kg per week for every urban household in Porirua City.
- Greater Wellington Regional Council has a role and is active in environmental education in Porirua. For example, with the help of Wellington Regional Council, Plimmerton Rotary Club and the World Wildlife Fund, the Trees for Survival programme was first established at Porirua College, giving students the opportunity to learn skills for growing and planting trees. Trees for Survival is

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<sup>17</sup> Please note, this is only a selection of the initiatives and projects which are currently underway, or have been completed, by the many groups, organisations and individuals working across the city to achieve the Strategic Plan outcomes.

run by a charitable trust formed by Rotary Clubs, with the help of the Regional Council.

- A Science workshop on the Pauatahanui Inlet was held in October 2003 that brought together agencies such as Greater Wellington Regional Council, Porirua City Council, Department of Conservation, Transit, NIWA, and Land Care. The focus of this workshop was to provide information on, and discuss the types of research, monitoring programmes and actions needed to support good management of the Inlet and harbour.
- Implementation of the City Centre Development Strategy has begun with activities such as lighting enhancement and paving.
- Collaboration between Porirua City Council and landowners and the development of an Ecological Site inventory in Porirua City.
- The Pauatahanui Inlet Advisory Group (PIAG) was set up in late 1999 with members from community organisations, Porirua City Council and Wellington Regional Council. The group consulted widely with the community and stakeholders and in mid-2000 produced a 20-year Vision and Action Plan for the inlet. Pauatahanui Inlet Action Plan was completed in collaboration with Porirua City Council, community groups, and Greater Wellington Regional Council. Greater Wellington Regional Council is monitoring progress at Pauatahanui Inlet.
- The Pauatahanui Inlet Community Trust was launched on May 1, 2002, with the aim of overseeing the implementation of the 20-year action plan to restore the inlet to its former glory. The inlet is ecologically significant but is also a recreation site for residents and visitors.
- An inter-agency liaison group has been set up to assist the implementation of the Action Plan. This group consists of numerous central and local government agencies who have responsibility for the Inlet.
- There are a number of active environmental groups in the city, including Friends of Maraeroa, Friends of Mana Island, the Waimapehi Stream Care Group, Keep Porirua Beautiful and the Greenbike Trust. Trash Palace has championed efforts in the area of waste management and recycling since it opened on 30 November 2002.
- Crime Prevention Through Environmental Design has been incorporated into Councils work for some time, and continues to be. Recent examples include the Cannons Creek toilets, which were specifically sited to ensure that they were visible places in a place where people could not loiter or hide. Likewise the plants used under the canopies have been chosen because they are tall and thin with limited foliage at lower levels. These plants enable views across and through the gardens to minimise hiding locations and to maximise sight lines. The Cannons Creek Gateway planting was designed and located so that, while it provides a buffer for the Belmont Lodge Motel, it is set back from the footpath so that it does not offer a hiding place.

#### **4.4 Where to from here?**

During the development of the LTCCP and associated consultation the use of the existing and other measures will be reviewed. Much of the detailed environmental statistics available will be included in the Porirua City Profile report that is updated as new information becomes available and can be downloaded from the Council web site [www.pcc.govt.nz](http://www.pcc.govt.nz). Below are some measures that could be used to assist in meeting the monitoring requirements of the Long-term Council Community Plan.

<b>Indicator</b>	<b>Measure</b>
Water Quality	<ul style="list-style-type: none"><li>• Number of days over summer that access to beaches are restricted</li></ul>
Waste Management	<ul style="list-style-type: none"><li>• Solid waste output verses recycle output</li></ul>
Ecological Sites	<ul style="list-style-type: none"><li>• Coverage and state of significant sites</li></ul>
Residents Satisfaction	<ul style="list-style-type: none"><li>• Satisfaction with natural environment</li><li>• Satisfaction with physical environment</li></ul>

## 5. Young People : Young People are recognised as the future – Te Hunga Rangatahi

### *Progress to Date Overview*

Porirua City has a high proportion of young people. Specific opportunities and challenges exist for people and agencies working with our young people, partly due to the cultural, ethnic and socio-economic diversity of Porirua City. Programme and project possibilities always exceed funding and resource availability, but despite this there has been many advances made towards recognising young people as the future.

The work of the Youth Council has raised the profile and engagement of young people across a number of areas and activities. Around the city new initiatives have arisen to meet changing needs and youth worker networks continue to grow. Individual and collaborative efforts have resulted in the increased participation of young people in educational, sporting, democratic, cultural and employment opportunities.

Recognising young people as our future requires us to take a sustainable approach to development and planning. That is, ensuring that the decisions of today are made with consideration for today's needs but without jeopardising the well-being of future generations. Young people have an interest in the social, environmental, economic and cultural life of our communities for both their present and future well-being.

Research shows that young people's well-being is best achieved when their housing and health needs are appropriately met, when they have access to suitable educational opportunities, and when they are valued and have a sense of belonging. Young people face the challenge of needing to enter adulthood with the educational skills that will give them entry to and choices in the workforce. They also need to develop the social skills that will help them to navigate and negotiate their way in a rapidly changing world.

Young people's level of well-being is also influenced by the resource capacity of the communities in which they live. That is, the degrees to which families and communities are able to provide for and advocate for their young people's needs.

### 5.1 What do we measure?

Data gathered to measure the well-being of young people generally looks at mental and physical health information, teen pregnancy rates, and educational participation and achievement levels. Statistics New Zealand includes data at a national level on student loans, unemployment, cause of death, smoking rates and many others.

During the Strategic Plan process people wanted to see a recognition that Young people are the future in ways that included:

- Youth have a voice in city affairs
- Greater achievement by young people in education and training
- Young people achieve excellence in arts, sports and cultural activities
- Involvement in education, training and employment among all young people in Porirua is greater than the national average
- The health status of all Porirua young people is at or above the national average
- Young people have a positive sense of identity with Porirua City

Indicators suggested to measure progress include:

- Participation by young people in civic affairs, programmes, events
- School attendance and qualifications
- Unemployment rates for young people
- Income support received by young people
- Illness, injury rates, unplanned pregnancy, suicide, alcohol and drug, hospital admissions, death rates for young people

## 5.2 How did we do?

At Census 2001, 42% of Porirua's population was under the age of 25, with the under 15 age group making up 28% of the total population. Porirua's younger population is ethnically diverse.

- 9.5% of the Porirua population are under 5, compared to 6.5% for New Zealand
- 8.7% of the Porirua population are 10–14 years old, compared to 7.5% of the New Zealand population

Educational data relating to Porirua young people can be found in the Education and Training outcome section above. Of note is the increased numbers participating in early childhood education. Research indicates that participation in early childhood education is a positive factor in educational achievement.

The data in the Health and Housing section gives an indication of the need to improve outcomes in a number of areas in order to enhance the well-being of young people. As health and housing outcomes for young people are largely relative to the resources available to the families and communities in which they live, action and advocacy by central and local government, community groups and organisations is crucial to furthering well-being for young people.

### 5.3 Action Plans

The action plans set out in the Strategic Plan include activities that reflect positive youth development.

Health, justice, environment education and employment are some specific areas that young people have and are involved in. For example<sup>18</sup>:

- The establishment of the Youth Council in May 2000 has provided young people with a voice in the City. The Youth Council members have been active across the areas of education, employment, the environment, health, events, consultation at local and central government levels, and the arts. The Youth Council Annual Report 2002 provides information about the Youth Councils involvement across and beyond the City.<sup>19</sup>
- A Youth Focus group meets regularly with Achievement Porirua.
- Youth Council members were involved in the graffiti clean up with “Keep Porirua Beautiful”, Police and business.
- Young people and health groups are working together to establish youth health needs and health care provision.
- Young people attended the Partners Porirua Roundtable Summit.
- Blue Light Pool Parties at Cannons Creek and the Aquatic Centre are held regularly.
- The Youth Council has produced posters with images of the Youth Council and students from the four Porirua Colleges to positively promote the Youth Council and strengthen a sense of pride in the city.

Some other examples of youth initiatives and projects include the following<sup>20</sup>:

- There is a strong Youth Workers Network in Porirua that promotes collaboration and training opportunities, and includes both non-government youth workers and government youth workers.
- There are a number of new youth programmes in the City including “Project K”, Tuakana and Wesley Porirua’s programme.
- The Porirua pilot Pacific Restorative Justice programme aimed at youth
- Creative Spaces is a new project which involves young people in finding spaces to further develop their creative and artistic skills. This is a collaborative project including Access Aotearoa, and
- Discussions have begun around the city looking at youth health needs and the possibility of a Youth One Stop Shop and/or health centre for Porirua young people.
- Youth services in the City are updated on the Council website and a “Youth Pocket Directory” is distributed around the city.
- The ‘Porirua Youth Service Guide’ contains comprehensive information about services, activities and programmes for young people in Porirua. It has been

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<sup>18</sup> Please note, this is only a selection of the initiatives and projects which are currently underway, or have been completed, by the many groups, organisations and individuals working across the city to achieve the Strategic Plan outcomes.

<sup>19</sup> Porirua City Youth Council Annual Report 2002 and Annual Plan 2003 can be found on the council website [www.pcc.govt.nz](http://www.pcc.govt.nz)

<sup>20</sup> Please note, this is only a selection of the initiatives and projects which are currently underway, or have been completed, by the many groups, organisations and individuals working across the city to achieve the Strategic Plan outcomes.

compiled by the Community Development team of Porirua City Council and was launched in October 2003 and is available on the Council web site.

#### 5.4 Where to from here?

During the development of the LTCCP and associated consultation the use of the existing and other measures will be reviewed. Much of the detailed statistics available will be included in the Porirua City Profile report that is updated as new information becomes available and can be downloaded from the Council web site [www.pcc.govt.nz](http://www.pcc.govt.nz).

Below are some measures that could be used to assist in meeting the monitoring requirements of the Long-term Council Community Plan. Where available and appropriate, indicators will be broken down by ethnicity, age, gender or geographic location and reported on over time, in order to determine trends.

Indicator	Measure
Education – (data on education outcomes for young people will be recorded under Education and Training)	<ul style="list-style-type: none"> <li>• breakdown of school leavers with no qualifications</li> <li>• breakdown of qualifications gained</li> <li>• total of school leavers enrolled in tertiary education</li> <li>• Enrolment at tertiary institutions – by gender and ethnicity</li> <li>• Full part-time study</li> <li>• Students working (census)</li> <li>• Student debt/loan</li> </ul>
Employment – (data on employment outcomes for young people will be recorded under Economy and Employment)	<ul style="list-style-type: none"> <li>• Rate of employment by age, gender, ethnic group</li> <li>• Unemployment rate by age, gender, ethnic group</li> <li>• Income levels by age, gender, ethnic group</li> <li>• Engagement in full or part-time work</li> </ul>
Health – (data on health outcomes for young people will be recorded under Health)	<ul style="list-style-type: none"> <li>• Rates of disease</li> </ul>
Participation in Democratic Processes	<ul style="list-style-type: none"> <li>• Percentage of 18 – 20 year olds registered to vote.</li> </ul>

**6. City Life : Porirua City is a vibrant city for residents and visitors with high quality recreation facilities. It is recognised as an attractive short stay visitor destination – Te Noho Taone**

*Progress to Date Overview*

Porirua continues to offer a wide range of leisure and recreational opportunities. The parks, public gardens, walkways, harbour and beaches are popular destinations for residents and visitors. The Porirua Trust Aquatic Centre, the Porirua Recreation Centre and the shopping facilities in the Central Business District are also a major attraction.

The museum, art gallery and Porirua’s main library are located at Pataka in Porirua. Pataka contributes to the vibrancy of the City by hosting the very best in contemporary Maori, Pacific Island and New Zealand art and also showcases work by leading local, national and international artists.

The ethnic and cultural diversity of Porirua City is seen as contributing to the richness and vibrancy of our city. The distinct natures of the different geographic communities also offer diversity and difference to a young city.

Words such as ‘vibrant’, ‘exciting’, and ‘amazing’, were regularly used to describe Porirua during the Strategic Plan process. They help capture the type of city people want Porirua to be.

This outcome links directly into the Vision of the City – “Porirua City is an exciting place full of life, colour, and fun” and in the three years since 2000 has remained a focus for residents and businesses alike.

**6.1 What do we measure?**

There is no simple way to measure this outcome and instead a range of indicators can be used that together help to measure progress in this area. Indicators suggested during the Strategic Plan process are listed in the box below. As with all the outcomes, the measures used to assess progress towards the achievement of community outcomes will be developed further during the LTCCP process.

During the Strategic Plan process people wanted to see Porirua City as a vibrant city for residents and visitors with high quality recreation facilities and to ensure:

- People relate to the unique villages and marae that make up a diverse Porirua and they are proud to belong to the wider city
- There is a high level of participation and community partnerships in all formal and informal city processes
- The city is vibrant and alive
- There is social cohesion
- There is a wide range of leisure and recreational opportunities to meet the needs of all ages, including older people
- The diverse character of the city is reflected in arts and culture
- Porirua's unique heritage is valued and preserved
- The city is clean and safe
- The historic and current relationship between Tangata Whenua, Taurahere and Porirua is recognised and encouraged
- Porirua is recognised as a popular short stay visitor centre

Indicators suggested to measure progress include:

- Positive opinions of residents and non-residents
- Analysis of positive/negative news stories
- Satisfaction with Council services and spending
- Foot traffic for library services
- Profile for, and interest in, Pataka
- Importance and use of parks and reserves
- Number of active community groups and numbers participating in voluntary work
- Road accidents, injuries
- Crime rates
- Emergency preparedness measures.

## 6.2 How did we do?

### *Positive opinion of residents and non-residents*

A key source of information on City Life is the Annual survey that Council contracts the National Research Bureau to undertake. This survey, titled "Public Perceptions and Interpretations of Council Services and Representation" has been undertaken since 1993. As well as providing feedback on Council Policy and Direction, Council Staff and Management, Council Services and Facilities, it includes a section titled 'City Image', with residents asked what they see as the greatest advantages and disadvantages of living in Porirua.

The main likes/dislikes below came from those residents who answered the question (approximately 90% of respondents gave their main likes, with approximately 60% of respondents providing main dislikes). Multiple answers were allowed.

Overall the results are positive, with key changes under 'advantages of living in Porirua being the convenient location (+7%) friendly community (+3%), and the main changes under disadvantages being high rates (+6%)

Indicator	Measure	2000	2001	2002	00-02 Change
Positive opinion of residents and non-residents	NRB survey – main likes/advantages of living in Porirua				
	• Shopping Facilities	26%	21%	23%	-3%
	• Convenient location	18%	23%	25%	+7%
	• Beaches	14%	11%	11%	-3%
	• Quiet/peaceful	12%	8%	10%	-2%
	• Nice environment/scenery	11%	15%	12%	+1%
	• Good services and facilities	9%	13%	12%	+3%
	• Friendly community	9%	7%	7%	-2%
	NRB survey – main dislikes/disadvantages of living in Porirua				
	• Image/reputation	10%	5%	7%	-2%
	• High rates	8%	10%	14%	+6%
	• Low socio-economic area	6%	3%	5%	-1%
	• Crime/unsafe feeling	6%	4%	5%	-1%
	• State housing	5%	4%	5%	0%
	• Unemployment	4%	4%	4%	0%
• Youth problems	3%	5%	5%	+2%	

### *Leisure and Recreational Opportunities*

Porirua continues to offer a wide range of leisure and recreational opportunities. The use of the harbour and beaches for recreation activities is increasing with 93% of residents using beaches in the past year<sup>21</sup>. Parks and public gardens were used by 90% of residents, and walkways and footpaths by 96%. The 'importance' of parks and scenic reserves as viewed by residents was 44% in 2002, similar to the 43% in 2000.

The Porirua Trust Aquatic Centre and Porirua Recreation Centre continued to be fully utilised by the community. The Aquatic Centre had 184,000 users in 2002/03 (year ending 30 June 2003), down from 198,000 in 1999/2000, while the Recreation Centre had 95,000 users in 2002/03, an 8% increase from the 88,000 in 1999/2000.

The City Library had 344,000 visitors in 2002/03, up 3% from the 335,000 in 1999/2000. Pataka - Museum of Arts and Cultures is now the premier visitor attraction for the City with 136,000 visitors in 2002/03, a 100% increase over the 68,000 visitors in 1999/2000. Pataka is now featured in the 'Destination Central' promotional video/programme and is regularly featured in regional and national publications.

### *Other Indicators*

As discussed above, and as suggested in the Strategic Plan indicators, there are many other indicators that could be used to measure 'City Life'. These include crime rates, emergency readiness measures, road accident/injuries, number of active community groups, numbers participating in voluntary work, and an analysis of positive/negative news stories. Some of these are discussed elsewhere in this report, for others the data is not available but they will be reviewed as possible indicators during the LTCCP process.

<sup>21</sup> Source: 2002 NRB Survey

### 6.3 Action Plans

In the past few years the fostering of participation and partnerships within the community has occurred, and several partnerships with Council have been developed. These include the Pacific Island Forum, a Treaty Partnership group, a Strategic Co-ordination group with Central Government representatives, and the establishment of the Porirua Youth Council.

In response to the suggestion to investigate the feasibility of a Pacific advisory co-ordination body the 'Pacific Island forum' has been formed. The forum seeks to be a collective voice, and action committee on behalf of the Porirua Pacific communities. It aims to create an environment that advances the social and economic development and the well-being of Pacific Island nations and their people.

A review of the City's commercial centre has been completed and the City Centre Framework Plan was formally adopted by the Council as a guideline document in December 2001. Since then the Canopy Connection Group has been established, representing businesses in the canopy area. Landscape planting and street furniture has been added to Parumoana Street, public pedestrian access between Ferry Place and Cobham Court has been secured, and land negotiations have been initiated to create better City Centre to harbour connections. Recently a brochure was published to communicate developments to date.

Council has employed a full-time events co-ordinator to help promote Porirua as a venue for events, festivals and displays.

### 6.4 Where to from here?

This outcome is inherently difficult to measure and during the LTCCP process further work will take place to ensure the most appropriate measures are being used. Much of the detailed statistics available will be included in the Porirua City Profile report that is updated as new information becomes available and can be downloaded from the Council web site [www.pcc.govt.nz](http://www.pcc.govt.nz). Below are some measures that could be used to assist in meeting the monitoring requirements of the LTCCP. Where available and appropriate, indicators will be broken down by ethnicity, age, gender or geographic location and reported on over time, in order to determine trends.

Indicator	Measure
Visitor numbers	<ul style="list-style-type: none"> <li>• Guest nights</li> <li>• Occupancy rates at accommodation</li> </ul>
Peoples satisfaction surveys	<ul style="list-style-type: none"> <li>• Satisfaction levels with provision of parks and reserves</li> <li>• Satisfaction levels with library services</li> <li>• Satisfaction levels with facilities</li> </ul>
Use of recreation facilities	<ul style="list-style-type: none"> <li>• Visitor numbers at Aquatic Centre</li> <li>• Library user numbers</li> <li>• Pataka visits</li> </ul>

## 7. Transport : Transport links are effective and safe – Nga Kawenga Waka

### *Progress to Date Overview*

Agencies at the local, regional and national level all play a part in providing transport links around and through Porirua. State Highway One and the main trunk railway line pass through Porirua and pose specific transport and safety challenges. These challenges, along with the need to meet local transport needs, require good communication between and across agencies, with local input from residents and transport users.

Many local initiatives and programmes addressing road safety education and accident reduction have been completed or are work in progress. Internal public transport links have been improved with more frequent services on major routes in eastern Porirua. The hospital is served by an hourly bus service and Whitireia Polytechnic and the Central Business District have a fifteen minute link service. Greater Wellington Regional Council have been promoting public transport and have recently been consulting the community as part of their Porirua and Tawa Bus Services review. Changes in services are expected in the near future, following the analysis of this review.

Land Transport Safety Authority (LTSA) figures for 2002 show that Porirua had fewer crashes and casualties per 10,000 people than for all of New Zealand. However, still of concern, is the high number of pedestrian accidents in Porirua City, especially in the under ten age group.

Effective and safe transport systems provide the means by which people can travel easily around the City to meet their needs, where they can enter and exit the Central Business District (CBD) safely, and where those who pass through can do so with ease. Transport in and around Porirua is maintained and provided by a number of players; Porirua City Council; Greater Wellington (Regional Council); private providers; and community organisations. Road safety education programmes, for example those provided by LTSA, Porirua City Council and Police, are another factor in the promotion of road safety.

Safe and effective roading systems, along with road safety education programmes, aim to minimise road accidents. Road accidents are a factor of premature death, injury and disability. Road accidents result in considerable pain and suffering for the victims and their families, and have implications to services such as emergency service providers, community support agencies, health workers and others. Safe roading, pedestrian and cycling systems are important elements in creating a safe environment.

### **7.1 What do we measure?**

Road safety is generally measured by accident numbers and related data. This helps identify possible problem areas and develop ways to reduce injuries. Trends in the means of transport to work has been used in the Quality of Life Report<sup>22</sup> and may

<sup>22</sup> The Quality of Life Report can be accessed at <http://www.bigcities.govt.nz/>.

provide information about problems regarding public transport and the degree to which motor vehicle use contributes to pollution levels.

During the Strategic Plan process people wanted to see a future in which transport links are effective and safe, including:

- Traffic congestion is reduced
- Road accidents and injuries are reduced, especially those caused by drunk driving and speeding
- Public transport services and networks and interchange between modes improved
- Transport services allow a high level of access to health and other services
- There is a good internal transport links between the “villages” that make up the city
- The infrastructure ensures good access for all groups including people with disabilities and the elderly
- Transport services meet the needs of younger people

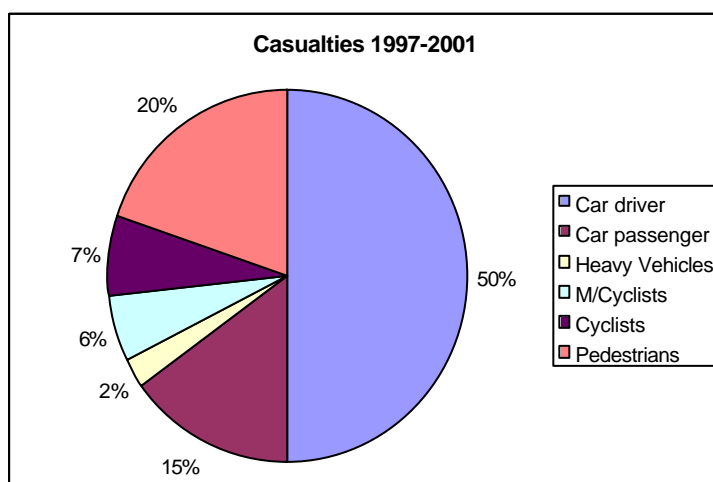
Indicators suggested to measure progress include:

- Time delay (congestion) at key points
- Accidents and injury numbers and rates
- Accidents involving pedestrians, especially children
- Public transport usage surveys indicate increased use of public transport
- Public satisfaction with transport access to health and other services

## 7.2 How did we do?

The Land Transport Safety Authority’s (LTSA) report<sup>23</sup> of July 2003 identifies:

- an increase in reported injury crashes and casualties in 2002 compared to 2001
- 3 fatalities and 23 serious injuries in crashes in Porirua in 2002
- car and van drivers dominated the causality statistics
- between 1998 and 2002 pedestrian versus vehicle crashes were the most common injury crash type on urban roads
- the most frequently reported type of crash in Porirua involved loss of control of a vehicle in a bend



Speed and alcohol contributed significantly to crashes in the urban environment, while speed featured highly in the rural environment. In around 20% of crashes caused by loss of control, road conditions were a contributing factor to the crash.

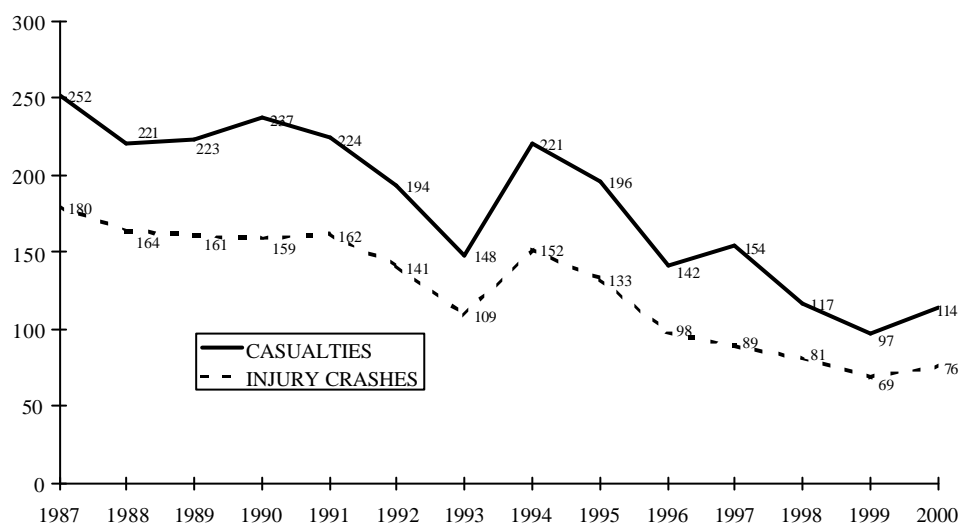
The LTSA reports that in

<sup>23</sup> Porirua City Road Safety Issues July 2003 can be obtained from Land Transport Safety Authority PO Box 27 249 Wellington [www.ltsa.govt.nz](http://www.ltsa.govt.nz)

2002 Porirua had a high proportion of pedestrian casualties compared with other similar local authorities. Between 1998 and 2002, 58% of pedestrian casualties were under the age of 15 years. Over 60% were male and 70% of accidents could at least partially be attributed to the pedestrians' actions.

The LSTA estimates the social cost of crashes in Porirua for 2002 to have been \$27.6 million.<sup>24</sup>

### PORIRUA ROAD CRASHES & CASUALTIES



### 7.3 Action Plans

The Action Plans that developed from the Strategic Plan process included the development of an integrated transport strategy covering all modes of transport and included land use, road safety, public and private transport services. A Strategy was developed and adopted in 2000, and this was revised in 2002, covering 2003-2005. Consultation for the Strategy included the Road Safety Consulting Group comprising community representatives and stakeholders. Porirua City Council is carrying out the implementation of the Strategy across the city.

As noted in Economic Growth and Employment section, congestion north of Porirua's Commercial Centre has been an issue now for several years. The Mana/Plimmerton upgrade is underway and the construction of a new bridge across the entrance to the Pauatahanui Inlet is almost complete.

Council and other Porirua organisations and businesses have continued to advocate on transport issues that affect Porirua including the proposed Hutt to State Highway 1 link road, the Western Corridor Plan, the Regional Land Transport Strategy, the Regional Cycling Strategy and the Pedestrian Strategy. Porirua City Council presented a submission to the regional council highlighting the social and related

<sup>24</sup> The estimated social cost includes loss of life quality (estimated by the amount New Zealanders are prepared to pay to reduce their risk of fatal injury), loss of output due to injuries, medical and rehabilitation costs, legal and court costs, and property damage. These costs are expressed at June 2002 prices (LTSA July 2003).

issues concerning improvements north of Paremata, Transmission Gully and a possible link road between Melling and Porirua.

The Wellington Regional Council began a review of the public bus services in Titahi Bay, Tawa, Whitby and Plimmerton in June 2003. Greater Wellington is responsible for the planning and funding of public transport services in the Greater Wellington area and wishes to find out what residents like and what could be done better.

The Road Safety Community Consultation Committee meets regularly with Council to provide input into the annual Road Safety Action Plan. At the local level the City Council has undertaken a number of measures to improve the safety and effectiveness of transport links. For example, the construction of a number of bus shelters and the laying of concrete pads at all bus stops so that passengers do not board from a grass verge. The Porirua Station car park has been graded by the provision of 126 additional parking spaces for rail commuters. Council also employs a Road Safety Officer and has completed a traffic circulation study for the CBD.

#### **7.4 Where to from Here?**

During the development of the LTCCP and associated consultation the use of the existing and other measures will be reviewed. Much of the detailed statistics available will be included in the Porirua City Profile report that is updated as new information becomes available and can be downloaded from the Council web site [www.pcc.govt.nz](http://www.pcc.govt.nz). Below are some measures that could be used to assist in meeting the monitoring requirements of the Long-term Council Community Plan.

<b>Indicator</b>	<b>Measure</b>
Road safety	<ul style="list-style-type: none"> <li>• Number of crashes involving casualties</li> <li>• Breakdown of accidents by type</li> </ul>
Public Transport	<ul style="list-style-type: none"> <li>• Use of public transport</li> <li>• Convenience of public transport</li> </ul>

## 8. Positive Image : People have a sense of pride and Porirua City is marketed effectively – He Ahuatanga Whai Hua

### *Progress to Date Overview*

The “Porirua City – It’s Amazing” campaign positively reflects Porirua City. The gateway signs around the city were erected early in 2003. Events brought to the city, and regular local happenings, such as the Saturday morning market in Cobham Court, are placing Porirua on the map as a vibrant and diverse city. The graffiti Wipeout Day was indicative of the growing pride residents have for their city.

During the Strategic Plan process the issue of the ‘image’ of Porirua was raised regularly. The ‘Where are we now’ section for Positive Image in the Strategic Plan states:

*There is a recognition that negative perceptions of Porirua may at times influence the city’s development.*

*The community recognises the need to:*

- *Get rid of the negative image and promote a city which is “on the map.”*
- *Ensure that Porirua is not under-sold and that perception matches the positive reality.*
- *Have positive images and a well-developed publicity campaign.*

In an attempt to address this negative perception the ‘Positive Image’ outcome was included in the Strategic Plan with three action plans designed in an attempt to address the issue. In 2003 anecdotal ‘evidence’ would suggest that the negative perception is not as great as it has been and that locally and regionally the City is becoming known as a progressive and innovative City. The perception nationally is perhaps more difficult to shrug off as people will rarely see or hear about Porirua. This is discussed further below.

### 8.1 What do we measure?

As with outcome 6 - ‘City Life’ this outcome is difficult to measure. During the Strategic Plan process five indicators (listed below) were suggested. The first one is answered in part under City Life – 6.2. Non-residents perception is difficult to measure without a specific survey, however anecdotal evidence indicates that the view people have of Porirua is changing, with Porirua increasingly viewed as a progressive city known for its retail and recreational activities.

During the Strategic Plan process people wanted to see a future in which people have a sense of pride and Porirua City is marked effectively, and included:

- Porirua is perceived as a vigorous, mature, culturally diverse community; a good place to live, work and visit
- This perception is held locally, regionally, nationally and internationally
- Residents have pride in the city
- Porirua is a recognised visitor destination

Indicators suggested to measure progress include:

- Percentage of residents with a positive perception of Porirua
- Percentage of non-residents with a positive perception of Porirua
- Positive perception of potential investors, media
- Analysis of positive/negative news stories
- Number of visitors

When reviewing the Strategic Plan outcomes in order to determine the Community Outcomes for the LTCCP several minor changes have been suggested for the Outcomes. One suggested change includes changing the Positive Image outcome to “Welcoming City with a Positive Image – a city that embraces its cultural, historical and natural diversity, and welcomes new residents and visitors to share in its vibrancy.”

This change focuses on the positive and incorporates welcoming visitors and new residents into it, thereby helping to indirectly change perceptions.

Visitor numbers are not easily obtainable but can be determined in part by using the total number of guest arrivals in short stay visitor accommodation and change in total retail sales. See the table in 8.2.

## 8.2 How did we do?

As mentioned above the first indicator - percentage of residents with a positive perception of Porirua is answered in part under City Life – 6.2.

The total number of guest arrivals in short stay visitor accommodation and change in total retail sales are shown in the table below. Both show positive increases for the City.

Indicator	Measure	1999	2000	2001	2002	2003	% Change
Number of visitors	Total number of guest arrivals in short stay visitor accommodation for the year (at 30 June)	19,407	24,439	26,691	28,649	30,305	<b>1999-2003 Change</b> 56.2%
	% annual change in total retail sales (at 30 June)						<b>1999-2002 Change</b>
	Porirua	12.7%	7.0%	2.1%	6.6%		16.4%
	Wellington	2.3%	5.3%	2.6%	3.2%		11.4%
	New Zealand	2.6%	6.7%	5.7%	7.5%		21.1%

### 8.3 Action Plans

Three Action Plans were identified:

1. Strategic Plan strategies will enhance Porirua as a vibrant positive city
2. Targeted marketing campaign, eg “Porirua City – it’s amazing and “Porirua City of Cultures” – include local stories which highlight the positive, vital community
3. Porirua City Council activities contribute to a positive image and positive relationship with citizens.

The success and execution of these Action Plans involved a wide range of partners, with 1. dependent on the success of other strategies. The targeted marketing campaign was successful with a strong focus on the branding through Council advertising and publications. Welcome signs to the City have been installed at the city ‘borders’, each one promoting this image. A monthly ‘City Focus’ page in the Kapi Mana also promotes the ‘Porirua - it’s Amazing’ theme. In addition to local publications Porirua has regular features pages in the Dominion Post where local businesses are highlighted. The Porirua ‘What’s On’ guide features in the Dominion Post.

### 8.4 Where to from here?

As described above it is proposed to change the Positive Image outcome to “Welcoming City with a Positive Image – *a city that embraces its cultural, historical and natural diversity, and welcomes new residents and visitors to share in its vibrancy.*” If it is changed the measures used in the future will differ somewhat.

It may be necessary to undertake a survey to determine non residents’ actual perception of Porirua, and possibly adapt the NRB survey to ensure reliable data from residents is collected. The indicators for which data is available (guest arrivals, retail sales change) could continue to be used if they aren’t used as part of any other outcomes.

Once the actual outcome is finalised work will take place to ensure the most appropriate measures are being used.

Indicator	Measure
Number of visitors	<ul style="list-style-type: none"> <li>• Total number of arrivals in short stay visitor accommodation</li> </ul>
Retail sales	<ul style="list-style-type: none"> <li>• Percentage change in total number of retail sales</li> </ul>
Perceptions survey	<ul style="list-style-type: none"> <li>• Residents and non-residents perceptions of Porirua City</li> <li>•</li> </ul>

## 9. Useful Terms

*Action Plans* – Action Plans were set out in the Strategic Plan 2000-2010 in order to indicate actions that would assist in advancing the strategic goals.

*Central Business District (CBD)* - The central business district, or CBD, is used to describe the business/retail area in the central City.

*Community Outcomes* – Community Outcomes express the long term vision for City, the way residents want to see the future of Porirua advanced. Community Outcomes are determined after consultation with community groups, organisations, and residents. The advancement of Community Outcomes will be through activities undertaken by Council, residents and other groups and organisations.

*Indicators* – Tools for identifying or recording change or performance or condition.

*Long Term Council Community Plan (LTCCP)* – The purpose of the Long Term Council Community plan is to:

- describe the community outcomes of Porirua City
- describe the activities of Council
- provide integrated decision-making and co-ordination of Council resources
- provide long-term focus for the decisions and activities of Council
- provide basis for Council accountability to its communities
- provide opportunity for the public to participate in the decision-making process on activities to be undertaken by Council

*Measures* – A unit of capacity, a factor by which a thing is evaluated or gauged.

*Porirua* – The use of ‘Porirua’ or ‘the City’ relates to the entire area served by Porirua City Council.

*Strategic Plan Goals* – The Strategic Plan Goals are a set of high level goals, determined through rigorous consultation with community, that say how people want to see Porirua in the future.

*Well-being* – The Local Government Act 2002 talks about ‘well-being’ as including social, economic, environmental and cultural factors. These factors contribute to a person’s, peoples or community’s well-being, and are overlapping and interdependent.