

**Assessing Community Aspirations for the Redevelopment of Marine Parade, New
Brighton**

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Aspirations for the Redevelopment of Marine Parade, New Brighton. A study for Pier and
Foreshore New Brighton as part of the GEOG309 Research for Resilient Environments
and Communities course, University of Canterbury. 2024.

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Executive Summary

Coastal infrastructure redevelopment is crucial for addressing the environmental and social challenges faced by coastal communities. The Marine Parade redevelopment in New Brighton offers a chance to enhance road safety and community integration.

However, limited research exists on the specific needs of coastal communities. This study aims to fill that gap by investigating the community's aspirations for the redevelopment of Marine Parade.

Research Question: What are the community needs and aspirations for Marine Parade in New Brighton?

A mixed-methods approach was used to gather both qualitative and quantitative data. Interviews were conducted with key stakeholders, including Christchurch City Council, the New Brighton Community Board, and He Puna Taimoana. Focus groups were held with Marine Parade residents and walk-and-talk surveys were done during a beach clean-up. Additionally, an online survey was distributed through community Facebook groups to gather broader community feedback.

Key Findings:

Equitable Development: There is a need for more collaborative strategic planning between the Christchurch City Council and the community.

Coastal Access: Residents prioritize better access to coastal areas for recreation and business use.

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Freedom Camping: Concerns about freedom camping remain unaddressed in current plans.

Pedestrian & Cycling Infrastructure: Enhancements are a priority, but poor-quality infrastructure discourages use.

Parking: Divided opinions exist on whether to increase or reduce parking spaces.

Road Safety: Differing views were noted on speed limits and road widths, but safety is a key concern.

Environmental Sustainability: Flood management and sustainability are crucial but inadequately addressed.

Limitations:

Small survey sample size (51 respondents), limiting representativeness.

Use of AI tools for qualitative analysis may have introduced bias.

Budget and logistical constraints impacted the comprehensiveness.

Further research should focus on marginalized groups' perspectives and explore demographic differences in issues such as road safety and parking.

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Introduction

Coastal infrastructure redevelopment has become an increasingly important field, particularly as communities face unique environmental and social challenges. In this context, the redevelopment of Marine Parade in New Brighton offers an opportunity to address critical issues like road safety and community integration. While existing research on road safety, active transport, and public participation highlights the benefits of safer, more inclusive infrastructure, few studies specifically consider the needs of coastal communities. This research fills that gap by exploring how the redevelopment of Marine Parade can align with the diverse aspirations of New Brighton residents. The core research question guiding this study is: What are the community needs/aspirations for Marine Parade New Brighton?

Through a mixed-methods approach that includes surveys, focus groups, and interviews with key stakeholders, the research provides critical insights into how infrastructure changes can balance local and external needs. By integrating these community perspectives, this research contributes to the broader discourse on coastal resilience and inclusive urban planning, offering a framework for more equitable and community-driven infrastructure solutions. The report is structured as follows: a review of relevant literature, an outline of the methods used, a presentation of key quantitative

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and qualitative findings, and a discussion of the implications for future redevelopment efforts.

Literature Review

This literature review explores how assessing community needs and considerations for an alternative road plan fit within the broader academic context. We identified three key themes to guide our review: Active Transport/Alternative Transportation Options, Road Planning and Safety, and Community Participation in Public Planning. Key studies and theoretical perspectives are summarized to show their influence on this project.

Additionally, this section identifies gaps in existing research, illustrating how our study addresses these unexplored areas.

Key Concepts and Theoretical Frameworks

To understand the specific studies that informed our research it is important to define the key concepts that were used.

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Active transport refers to any form of human-powered movement, such as walking or cycling, which promotes physical activity and improves health outcomes (Li et al., 2021; Scheepers et al., 2014). Barriers of active transport are the obstacles preventing the use of active transport (e.g., unsafe infrastructure), while facilitators are factors that encourage its use (Brainard et al., 2019).

The barriers and facilitators framework distinguishes between factors that hinder (barriers) and encourage (facilitators) the use of active transport. In our project we used this framework to guide our community focus group and survey questions, helping us identify specific issues affecting active transport in New Brighton. By identifying facilitators such as the attractive beachside location that encourage active transport and barriers that hinder it, for example pathway design, we were able to address our research question by pinpointing specific improvements needed to meet the community active transport needs.

The Multidisciplinary Road Safety framework combines infrastructure design, behaviour, and vehicle standards (AlHamad et al., 2022). This approach, crucial for Marine Parade, emphasises context-specific safety solutions through infrastructure and behavioural interventions.

The Multidisciplinary Road Safety framework integrates engineering, urban planning, behavioural science, and public health to address road safety comprehensively. It

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recognises that human behaviour, vehicle design, and road infrastructure all impact safety outcomes. This theory was useful for our project, as diverse factors of marine parade like proximity to the beach and residential status must all be considered (UN.ESCAP, 2013). The Multidisciplinary Road Safety framework guided our analysis by helping us identify key factors influencing road safety beyond just the road itself, such as user behaviour, and environmental conditions.

Central to our research was community engagement. To successfully address our research question, “What are the community needs/aspirations of the people in New Brighton and how can they be addressed through the changes to Marine Parade?”, The International Association for Public Participation (IAP2) framework was used.

The (IAP2) framework outlines five levels of public engagement: inform, consult, involve, collaborate, and empower (Burdett, 2024). This framework guided our engagement with New Brighton residents by tailoring our research methods to each stage, ensuring that the community’s voices influenced the project. This approach fostered collaboration and trust between us and the community, making residents feel genuinely heard, more engaged with the project, and more open to sharing their aspirations and concerns.

Review of Existing Research and Methodologies

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Active transport literature sheds light on the benefits of using a mixed-methods approach of combining focus groups and surveys to gather community input. This method balances the qualitative insights from in-depth discussions with broader, quantitative data to better understand community sentiment.

Several key studies in active transport research have successfully utilised this mixed-methods approach to capture both narrative-driven feedback and generalisable data. Fairnie et al. (2016) find; by integrating focus groups and surveys, they gained a fuller perspective on community needs, particularly around transport infrastructure. For instance, focus groups allowed participants to share detailed, personal experiences, while surveys enabled researchers to quantify these findings across larger populations. This methodology informed our approach in New Brighton, where we also adopted focus groups to gather qualitative feedback, and surveys to generalise our findings to wider New Brighton. This dual approach allowed us to gather community-driven data, uncovering both specific needs and broader concerns.

Methods

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This study focused on the intersection of Marine Parade and Hawke Street, to the intersection of Marine Parade and Bowhill Road currently under Christchurch City Council (CCC) development. Our research question was, “what are the community aspirations for the development of Marine Parade”. This meant interacting with Marine Parade residents, New Brighton residents, visitors/users of the space, CCC, and the New Brighton Community Board.

This study used a mixed methods approach of qualitative and quantitative methods. By using a mixed approach method, this study strengthened research playing on qualitative and quantitative advantages and disadvantages. Qualitative data was gathered to provide an understanding of key themes present within the community. Quantitative data was gathered through online surveys to further cement the perspectives of the community.

This study implemented a measurable objectives framework as shown below in Table 1.

Table 1

Measurable objectives framework

Measurable Objectives	Data/Method
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Identify and understand the reasons behind the plans put forward and the implications	<ul style="list-style-type: none"> • Christchurch City Council interview • New Brighton Community Board interview
Identify and champion the top categories of community needs for the redevelopment of the main road	<ul style="list-style-type: none"> • Marine Parade Road focus group • He Puna Taimoana Hot Pools interview • Walk-and-talk surveys • Thematic analysis
Identify key demographics of users and uses of Marine Parade	<ul style="list-style-type: none"> • Secondary research • Online surveys on Facebook
Align community needs and wants with future development (plans for New Brighton, including cultural plans)	<ul style="list-style-type: none"> • Secondary research • All collected research

The measurable objectives framework was developed as a visual guideline. With the objectives, methods were established along with what type of data would be collected.

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Primary data was collected through interviews, focus groups, walk and talk surveys, and an online survey. Qualitative data was first collected through interviews with the CCC and the New Brighton Community Board. The Council's interview gave insight into why the council is redeveloping Marine Parade and the reasoning behind Plan 'A' and 'B'. The New Brighton Community Board online interview aimed to give qualitative data on their perspectives of community aspirations for the Marine Parade development and to further understand the work process between the board and the CCC. In addition to these interviews, He Puna Tai Moana was interviewed to give qualitative data from a business standpoint. The He Puna Tai Moana interview was significant as they operate on Marine Parade and will bare development impacts. All interviews were formatted according to the type of party being interviewed. Open ended questions were asked to all interviewees for further insight into their perspectives on the development. Representatives from the Council, board, and He Puna Tai Moana were interviewed. The Council had asked for a copy of the interview questions prior to the interview. Each entity was chosen to partake in formal interviews because they were deemed influential in our targeted study area and could provide substantial insight into development.

Two focus groups with six-eight residents were conducted with one in the afternoon at 1pm on Tuesday 27th August and one at night at 7pm on Tuesday 27th. Having a two focus groups meant that those busy during the day or night could still attend. The focus groups were formed with the help of Esther Perriam, the community partner for this project. As a

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local resident, Esther reached out to Marine Parade residents and organised the focus groups.

Snowball sampling can potentially cause biases, however, due to time constraints, this was a starting point in gathering qualitative data from residents. The same questions and structure were used in both focus groups, however, participant tangents and group discussion meant follow up questions were not going to be identical. The focus of discussion revolved around the core concerns and barriers associated with Marine Parade, while touching on future hopes for New Brighton, positive aspects of New Brighton and a general feel for the sense of community and culture of New Brighton.

Finally, walk-and-talk surveys were conducted during a Sunday beach clean-up for a wider scope of perspectives. Although survey responses predominantly gave quantitative data, there was an opportunity for further comments.

Once all prior research was complete, qualitative data and walk-and-talk surveys were analysed by thematic analysis using Atlas.ti. This approach allowed for systematic management and analysis of the data by uploading transcripts and results into the platform. Using tools co-occurrence analysis and code frequency visualisations,

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identification of patterns and group related codes were created. This process, known as reflexive thematic analysis, enabled us to distil the data into six main themes, which reflected the overarching community aspirations.

This was then used to create a Qualtrics survey to gather quantitative data to analyse key themes and sub-themes. This was then posted in four New Brighton Facebook groups. Question designs included ranking, agree/disagree, yes/no and open-ended answers. Demographics such as age, gender and residential location were collected to strengthen analysis. The online survey was open for one week to give members a chance to complete it.

Data analysis took place after all interviews, focus groups, and walk-and-talk surveys were conducted. Further analysis was required after the online surveys were completed. All information was stored on a collaborative OneNote notebook.

This project gained approval from the University of Canterbury Human Research Ethics Committee (HREC) once ethics form was completed and sent to the course coordinator Simon Kingham. Each individual interview questionnaire, focus group and survey had to be looked over and signed off before research was conducted. A report about possible significance and engaging with mana whenua was also completed before a consultation

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with Tipene Merritt, a Kaiārahi in Māori research to be respectful to mana whenua. Each participant in this study, from interview to survey was informed of consent. During the emailing stage when setting up interviews, the study and research purpose was made clear. Participant identities were never required throughout the research process and confidentiality was communicated to all participants. Participants had the opportunity to request transcripts, survey results, or the final report at their own discretion.

Discussion and Results

The discussion is split into thematic analysis and then the quantitative analysis. The thematic analysis details 6 themes of community concerns, which are briefly explained for context. Next, in the quantitative analysis of the Qualtrics survey, the themes are distilled into 11 sub-themes for simplicity and in-depth comprehension of the results.

Qualitative Thematic Analysis

Strategic planning for equitable community development within budgetary limits:

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The CCC was allocated \$6 million in CRAF money for earthquake regeneration. The community wants equitable development from this budget, which requires CCC and the Community Board strategic planning.

The CCC and board interview's revealed their collaboration on Plans A and B. However, their planning is not strategic. The community board said, "priorities in terms of which elements will be included [(such as pedestrian safety & cycling)] [got] lost in the process".

Current literature suggests that it is crucial for "common goals and objectives [...] and community engagement strategies" to be met by all parties (Rojas-Rueda & Morales-Zamora, 2023). The Qualtrics survey (details in the quantitative discussion) presented concerned comments pertaining to planning. A participant commented that "the council seems to have its own agenda". These underlines need for stronger communication between the CCC and the board for strategic and equitable solutions.

Research further states that public participation is required for equitable solutions (Burdett, 2024). However, the board and council had not considered community voices in initial planning stages. Qualtrics responses highlighted this with one participant commenting, "I only knew about the proposed development because of a post on Facebook". Improvement of public participation could be made for better Marine Parade development.

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Inclusive access to coastal areas for enhanced community use:

The community desires inclusive access to coastal areas for enhanced use, such as recreation, active transport, freedom camping, and local facilities. A focus group member said that they desire, “a beach walkway and access ways and shared pathways like Sumner”. He Puna Tai Moana also noted coastal access as “critical for businesses to cater to larger crowds”. Research backs this, stating well designed coastal plans support community use (Logan and Guikema, 2020; Nickdoost et al., 2023).

Note.

The community frequently showed concerns about freedom camping, but it was not considered in CCC plans. A participant had said that “Christchurch is one of the most unfriendly cities to freedom campers.” A Qualtrics respondent supported a “[r]emoval of freedom campers.” The CCC and board voiced that freedom campers are outside their control. The board additionally believed that “freedom camping would likely fall out”, which aligns freedom camping trends within New Zealand (Kantar, 2017, as cited in Harbrow, 2019, p.4).

Enhancing public infrastructure for active and accessible outdoor recreation:

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Enhancing public infrastructure for active and accessible outdoor recreation is another community aspiration, with a strong focus on the pedestrian/cycle-lane pathway. The focus groups and walk-and-talk survey participants supported widening and smoothing the surface pathway. Literature on active transport suggest that low-quality pathways reduce recreational use (Buttazzoni et al, 2023; New Zealand Government, 2020; Jessiman et al., 2023). Currently, the community discouraged from recreation due to public infrastructure.

Optimizing parking and transport solutions for efficient mobility:

Focus group studies reported car park shortages, particularly during Thompson Park sport events. He Puna Tai Moana also said, “reducing parking spaces [(as seen in "Plan B")] is a major concern, especially for accessibility [...as] people do not want to walk 20 minutes from parking”. Qualtrics respondents also affirmed, “Parking should not be reduced!”. However, walk-and-talk participants demonstrated divide on parking levels.

Poor community consultation typically leads to oppositional parking plans, and community consultation is recommended to combat this (Kent & Dowling, 2016). The research suggests that optimal car parking may be hard to achieve due to differing opinions but strong importance to the community.

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Prioritizing road safety for a secure and livable community:

The community specifically wants to reduce car speeds. He Puna Tai Moana has concerns “of making the area safer for pedestrians and ensuring smooth traffic flow, particularly at busy intersections and during peak times”. Focus groups also agreed that “the road is narrow and dangerous” and have witnessed crashes as “people go over the speed limits”. Despite this, 66% of walk-and-talk participants reported a four- or five-star safety rating out of five (very safe).

Literature states that community safety-perceptions are negatively associated with poor road infrastructure and fast cars (AlHamad et al., 2022). Safety is of concern for Marine Parade, but opinions vary.

Integrating environmental sustainability and flood resilience in community planning:

Environmental concerns such as dune and rubbish management were repeated in focus groups. However, these issues are not included in CCC plans (Christchurch City Council, 2024).

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Regarding flooding, focus groups labelled fixing the gutters as a top priority because Marine Parade is at risk of floods. Literature states that resilient road designs should involve weatherproof infrastructure (Environment Canterbury, 2024; Webb et al., 2019). The majority of the community agrees flat guttering in CCC plans would provide substantial improvement (Christchurch City Council, 2024).

Quantitative Analysis

Qualtrics survey results analysed 11 sub-themes. There were 51 respondents, of which 9 were Marine Parade residents, 35 were New Brighton residents, and 7 were visitors/users of the space.

11 Sub-themes:

1. Parking
2. Environment
3. Road Safety
4. Drainage and Flooding
5. Accessibility
6. Beach-access

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7. Active Transport
8. Freedom Camping
9. City Vibes
10. Future Prosperity
11. Public Participation

Community ranking 9 sub-themes from most (1st) to least importance (9th):

Survey participants were asked to rank 9 of the 11 sub-themes, in order of most importance to least as seen in Figure 1. 5 sub-themes are of 'most importance' to the community, descending from the environment to road safety, beach-access, parking, and active transport. In contrast, there were two sub-themes of 'least importance', beginning with management of freedom campers, and closely followed by the atmosphere of Marine Parade. Drainage and accessibility varied in importance to community members and is likely due to differing demographics. For example, accessibility is likely of higher importance for those with limited mobility.

Table 2 proves the residence demographic affects ranking response, as ranking averages for demographics except for the sub-theme of the atmosphere. Beach access and parking varied the most, and road safety had the largest difference between highest and lowest average.

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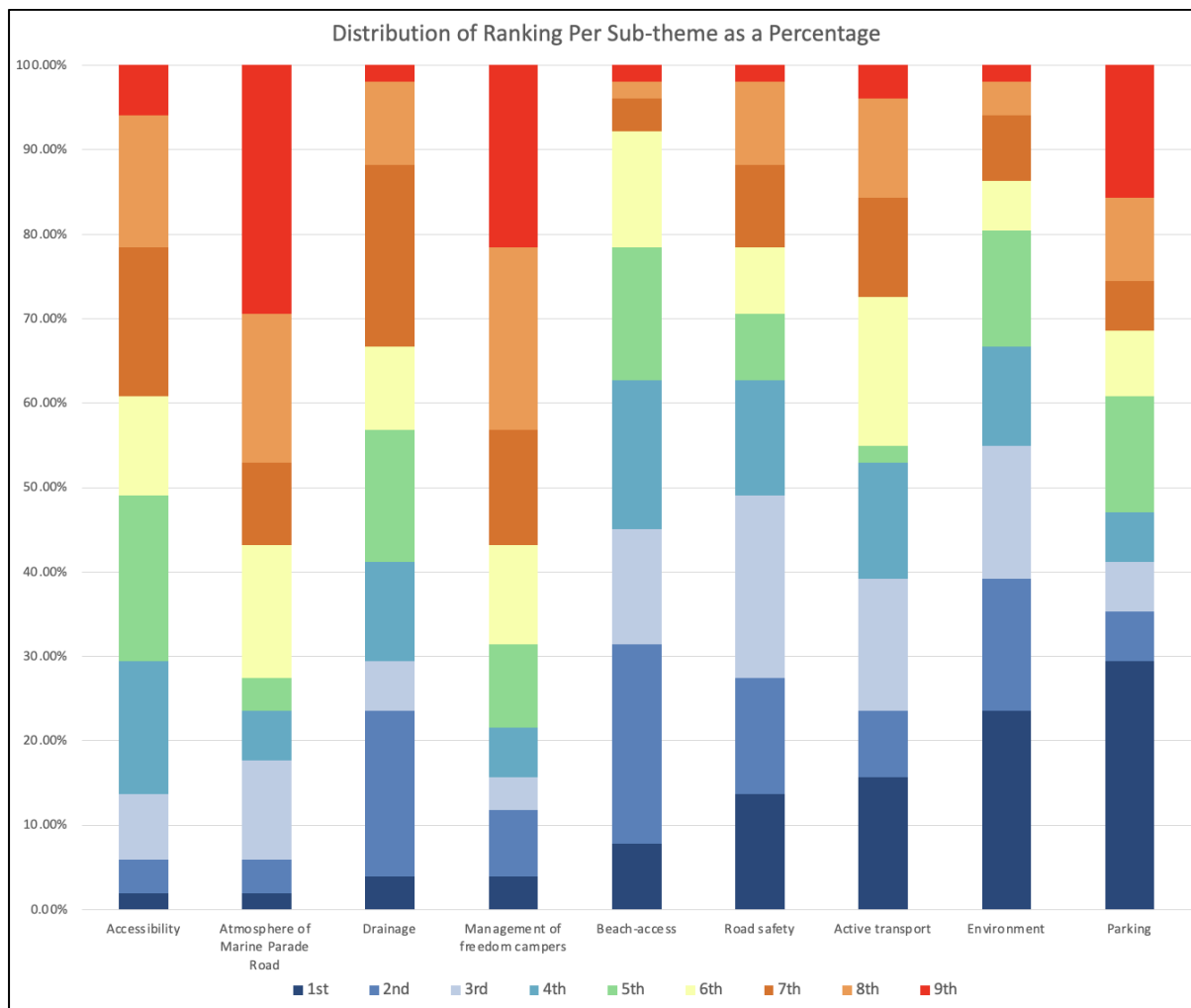
Development should focus on the environment, road safety, beach-access, parking, and active transport, as it is of highest importance.

The results present differing sub-theme importance. Achieving equal utility in development will therefore be difficult. For the highest output value, further research demographic preferences is needed. Enquiring into additional demographic research for minority groups (elderly, low-mobility, Māori) could support more equitable solutions as a person's demographics influences their perspectives (Burdett, 2024). This is also part of good public participation practices (Burdett, 2024).

Figure 1

Distribution of Ranking Per Sub-theme as a Percentage to identify levels of importance to the community.

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Note. 1st, 2nd, and 3rd, rankings are from dark blue to light blue to emphasis most importance, and 7th, 8th, and 9th, are coloured from orange to red to highlight least importance.

Table 2

Average ranking for each key concern, deconstructed into locational demographics.

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	Total	Marine Parade Resident	Resident of New Brighton	Visitor/user of the space
Average (Parking)	4.6	5.2	4.8	3.0
Average (Environmental concerns (e.g. planting, dune management))	3.6	4.0	3.4	4.4
Average (Road Safety (e.g. safe crossings, speed management, road width))	4.2	2.9	4.5	4.4
Average (Drainage (manage and mitigate flood events))	5.0	5.4	4.9	4.7
Average (Beach-access (good access on to the beach))	4.0	4.1	3.7	5.1
Average (Accessibility (improved street access for those with restricted mobility, e.g. acces	5.7	4.9	6.1	4.7
Average (Active Transport (providing good walking and cycling pathways))	4.7	4.6	4.6	5.6
Average (Management of Freedom Camping (e.g. providing suitable toilets and bins etc))	6.5	7.4	6.2	6.4
Average (Atmosphere of Marine Parade Road (e.g. lighting and artwork))	6.7	6.4	6.7	6.6

Parking Levels:

Table 3 shows 58.82% of respondents thought parking was adequate, 31.37% reported a shortage, and 9.9% believed there was a surplus. Table 4 demonstrates all demographics maintain the same order in percentage weighting except for visitors/users of the space. Visitors/users of the space signal the highest percentage weighting on 'appropriate' and equal on 'not enough' and 'too much', while Marine Parade residents had the highest weighting towards 'too much' parking. Development that reflects community perspectives, would likely mean retaining present parking levels.

Table 3

Percentage of people who agree with each statement regarding parking levels.

Q2: Which statement most accurately reflects how you feel about the amount of parking along Marine Parade Road?				
Total	There is NOT enough parking	There is an APPROPRIATE amount of parking	There is TOO much parking	
Total Count (Answering)	51.0	31.37%	58.82%	9.80%

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Table 4

Percentages of how much each demographic agrees with each statement regarding parking levels.

	Demographic Q1: Which category best describes you?			
	Total	Marine Parade Resident	Resident of New Brighton	Visitor/user of the space
Total Count (Answering)	51.0	9.0	35.0	7.0
There is NOT enough parking	31.4%	33.3%	34.3%	14.3%
There is an APPROPRIATE amount of parking	58.8%	44.4%	60.0%	71.4%
There is TOO much parking	9.8%	22.2%	5.7%	14.3%

Agreeability for 30km speed limits, additional pedestrian crossings, and decreased road width:

Reducing Speed Limit to 30km

There are conflicting opinions, as 52.9% somewhat to completely disagree, and 47.1% are neutral, somewhat agree, or completely agree. Marine Parade residents felt most positively of the reduction with 66.7% being neutral or in favour. Visitors/users of the space were most adverse, with 85.6% disagreeing, and residents of New Brighton were varied.

Adding Pedestrian Crossings

Support is high for adding crossings, with 64.7% completely to somewhat agreeing.

Notably, 44.4% of Marine Parade residents completely agree, suggesting strong local

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support. Only 9.8% overall completely disagree, indicating limited opposition. Visitors have a more mixed response, with 28.6% completely agreeing but also 28.6% completely disagreeing.

Decreasing Road Width for Pedestrian/Cycle Space

There is notable opposition, 58.8% identify as somewhat or completely disagree, which implies disunity within the community. Marine Parade residents particularly disagree (66.7% completely disagree). However, visitors/users of the space and New Brighton residents have mixed opinions.

Overall:

Marine Parade residents are supportive of pedestrian-friendly measures like reducing speed limits and adding crossings, but are conflicted on road width. The literature identifies lowering speed and adding pedestrian islands as increasing safety perceptions (Soathong, 2019). All demographics showed variability in responses. However, there was a strong division for Marine Parade residents on road width, and visitors/users of the space on 30km speed limits.

Road width concerns may require further plan adjustments to ensure alignment with community's aspirations, especially for locals. For visitors, additional justification

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regarding speed limit reductions in Plan B and C may build support, which literature reinforces as good public participation practice (Burdett, 2024).

Table 5

Percentage and number breakdown of how agreeable each individual is towards statements about speed limits, pedestrian crossings, and road width.

		Total	Marine Parade Resident	Resident of New Brighton	Visitor/user of the space
Marine Parade Road would benefit from reducing speed limit to 30km.	Completely Disagree	29.4%	33.3%	25.7%	42.9%
	Somewhat Disagree	23.5%	0.0%	25.7%	42.9%
	Neutral	15.7%	11.1%	20.0%	0.0%
	Somewhat Agree	13.7%	22.2%	14.3%	0.0%
	Completely Agree	17.6%	33.3%	14.3%	14.3%
Marine Parade Road would benefit from adding pedestrian crossings.	Completely Disagree	9.8%	11.1%	5.7%	28.6%
	Somewhat Disagree	15.7%	11.1%	17.1%	14.3%
	Neutral	9.8%	11.1%	8.6%	14.3%
	Somewhat Agree	33.3%	22.2%	37.1%	28.6%
	Completely Agree	31.4%	44.4%	31.4%	14.3%
Marine Parade Road would benefit from a decrease in road width to provide more space for people who walk or cycle.	Completely Disagree	41.2%	66.7%	37.1%	28.6%
	Somewhat Disagree	17.6%	0.0%	20.0%	28.6%
	Neutral	9.8%	0.0%	11.4%	14.3%
	Somewhat Agree	13.7%	0.0%	17.1%	14.3%
	Completely Agree	17.6%	33.3%	14.3%	14.3%

Public Participation for Plan A and B:

Table 6 highlights 66.7% people were aware of the plans, and 33.3% were not. Non-Marine Parade residents were most aware, with the highest level in visitors/users of the space at 85.7%. Table 6 also shows that 52.9% of the community felt there was not adequate consultation. However, visitors/users of the space were the only demographic without a 50/50 split (66.7% answered 'not adequate').

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Majority were aware of the plans, which indicates the public were informed, which is a first step to good public participation in the literature (Burdett, 2024). However, majority of Marine Parade residents were unaware of the plans. Adding, visitors/users of the space influenced the results to suggest inadequate consultation. This may not accurately portray community views and would need further research.

The research suggests there could be some improvement when informing the public, especially those affected. This is likely why the board did not think of the environment and parking of key concerns. As a consequence of low public participation, equitable and sustainable solutions are hindered (Burdett, 2024).

Table 6

First 2 columns demonstrate if respondents were aware of the plans, and the last 2 columns assess those who answered 'Yes', their opinions on the adequacy of consultation.

	Total	Marine Parade Resident	Resident of New Brighton	Visitor/user of the space
Yes	66.7%	44.4%	68.6%	85.7%
No	33.3%	55.6%	31.4%	14.3%
There WAS adequate consultation with community.	47.1%	50.0%	50.0%	33.3%
There was NOT adequate consultation with community.	52.9%	50.0%	50.0%	66.7%

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Limitations

- Our team has limited skillsets and knowledge. As our first ventures into research, gaps in our knowledge and less-than-ideal quality of work is inevitable.
- Funding was limited to \$50. Therefore, high transport costs restricted access to Marine Parade. This meant walk-and-talk surveys may struggle to accurately reflect how different community members use the space.
- Language, cultural, and lifestyle differences meant our research may not fully represent Marine Parade.
- Atlas.ti, AI thematic analysis can inherit participant bias, as it is not trained to identify and separate these in the results (Christou, 2024).

Future Research Recommendations

- Understanding the varying perspectives around 30km speed limits and slowing traffic down
- Understanding marginalised community perspectives, specifically Māori and those with limited mobility
- Understanding the reasoning behind demographical differences in quantitative results
- Understanding educational awareness with the themes and sub-themes, most importantly parking and road safety

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Conclusion

Research findings suggest that there is a strong desire by all stakeholders for a balanced, inclusive, and sustainable development plan for the Marine Parade. This research has used various qualitative research methods to assess key aspirations and themes of different groups for the development and quantitative research methods to provide statistical validity to findings.

One of the most notable insights is the disconnect between CCC planning and community-expressed desires, largely stemming from the lack of community voice during the initial planning process. Comments such as “the council seems to have its own agenda” emphasize the need for community participation to achieve equitable solutions. The lack of adequate consultation was supported by quantitative results, with 50 percent of both Marine Parade and New Brighton residents agreeing that the proposed plans lacked adequate consultation. Consultation with the community during future development planning would provide planners with deeper insight into community needs so that these can be addressed during planning, to avoid such backlash.

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Another key finding involves differing opinions between groups facing development priorities including road safety and parking. Marine Parade residents generally favoured initiatives addressing safety such as reducing speed limits and additional pedestrian crossings, and against decreasing road width. Visitors' responses were varied and less concerned about initiatives addressing safety. The topic of parking is contentious, with wider New Brighton residents expressing concerns about the reduction of parking spaces. Discrepancies between demographics leave space for further research to address the varied needs and perspectives of the community and visitors.

Additionally, while the community is enthusiastic about improved coastal access and outdoor facilities, both qualitative and quantitative data suggest a strong emphasis on the need for infrastructure that promotes both active transport and environmental sustainability. This is particularly important in a location like Marine Parade, where preserving and providing access to environmental amenities is key to environmental and socio-economic sustainability. Balancing the desire for access to the environment while also putting in measures to protect it should be a key focus area for development in New Brighton going forward.

Future research should explore the need for greater community cooperation in development planning, ensuring all voices are heard. A deeper understanding of varying perspectives on 30km speed limits and traffic calming is essential, particularly

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regarding residents and visitors. Investigating the views of marginalised groups, such as Māori and individuals with limited mobility, will enhance inclusivity in planning.

Additionally, examining the reasons behind demographic differences in quantitative results could provide clarity. Lastly, increasing education and awareness around key sub-themes like parking and road safety is vital to foster positive community engagement through accurately and evenly informed members.

Moving forward the recognition of Marine Parade and New Brighton residents as key shareholders is integral to the equitable development of Marine Parade Road. This involves consultation with the community during all levels of the planning process to ensure aspirations are considered and to avoid disconnect between CCC and community. Strategic planning is required to not only integrate community participation but also improve environmental sustainability, safety, and accessibility to enhance New Brighton as a beachside destination.

Acknowledgements

We thank our community partner Esther Perriam for sparking this project and providing us with resources, connections, the use of her spaces, and support throughout the duration of this research project. We also thank Simon Kingham for his assistance

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particularly with data collection methods and design. We also acknowledge the help of the Christchurch City Council, Waitai Coastal-Burwood-Linwood Community Board, He Puna Tai Moana, Tipene Merritt, and the Greater New Brighton Community.

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Appendices

Appendix A

Overarching Themes	Description
Strategic Planning for Equitable Community Development within Budgetary Limit	<p>Planning indicates the importance of structured, long-term strategies to ensure that development aligns with community goals.</p> <p>Meeting Community Needs emphasizes the central focus on addressing the specific desires and requirements of the local population.</p> <p>Budget Constraints acknowledges the reality of financial limitations and the need for cost-effective solutions that still meet community expectations</p>
Inclusive Access to	<p>Facilities are essential to support various community activities, especially in public spaces.</p>

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<p>Coastal Areas for Enhanced Community Use</p>	<p>Cycle lanes and additional walkways indicate a desire for improved active travel infrastructure that encourages walking and cycling.</p> <p>Freedom campers suggest the need for accommodating visitors while maintaining the balance of community use of these spaces.</p> <p>Active recreation highlights the importance of outdoor spaces that foster physical activities like cycling, walking, and other forms of exercise.</p>
<p>Enhancing Public Infrastructure for Active and Accessible Outdoor Recreation</p>	<p>Accessibility highlights the importance of ensuring that beach areas are accessible to all members of the community, including those with physical disabilities or mobility challenges.</p> <p>Beach Access points to the need for clear and convenient entry points to the beach, ensuring that infrastructure supports ease of access for both locals and visitors.</p> <p>Beach Usage emphasizes the community's desire for the beach to be a central hub for recreation, leisure, and social activities.</p>

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<p>Optimizing Parking and Transport Solutions for Efficient Mobility</p>	<p>Parking Concerns highlight the community’s frustrations or challenges with current parking availability or management.</p> <p>Parking emphasizes the need for sufficient, well-organized parking infrastructure.</p> <p>Transport points to the need for integrated transport options, such as public transit or alternative transportation, to complement parking solutions and ease congestion.</p>
<p>Prioritizing Road Safety for a Secure and Livable Community</p>	<p>The need for safer roads through better design, signage, speed limits, and enforcement.</p> <p>Ensuring that the road network reduces accidents and promotes a secure environment for the community.</p> <p>Addressing concerns about road infrastructure, such as crosswalks, lighting, and traffic management, to enhance overall safety.</p>
<p>Integrating Environmental Sustainability</p>	<p>Environmental Considerations in Design emphasizes the need for environmentally responsible and sustainable design practices in projects.</p>

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and Flood Resilience in Community Planning	<p>Environmental Considerations highlights the broader focus on protecting natural ecosystems and reducing the environmental impact of development.</p> <p>Flooding points to the community’s concern with flood risks and the need for resilient infrastructure to mitigate the impacts of climate change and extreme weather events.</p>
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Appendix B

Comments from Qualtrics Survey:*Comments from people who were not aware of the Plan A & B*

“The road needs to be fixed so badly. Always floods on corners, potholes and bumps all the way down. People only seem to care about the central new Brighton area but we also need to look at the whole of marine parade”

“Developer in the people's interest. Not in the sponsor/landlord management interest. (Like with the small shoe box houses that got build in nb with a small batch of fake grass. How horrible.”

“More rubbish bins in new brighton in general and regularly being emptied”

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“Speed humps along ALL of marine parade to stop boy racers at night.”

“Marine parade should be re routed travelling north, into oram ave, left on Beresford, right on hawk street, right on hawk street then left back onto marine parade. This would mean direct and safe access between foreshore and the mall. Would allow the mall to grow organically and be a pedestrian safe zone.”

“South Brighton needs a safe cycle path”

“Ccc needs to have a cohesive plan for the length of marine parade - not piece meal.

The edge of the road for the whole length is dangerous with gravel and holes- not safe for walker, bikes or wheelchairs. Good to get this area done but make a whole plan even if you do it on parts.”

“Definitely a clamp down on people speeding, living in Marine Parade makes me cringe sometimes when people speed way over 50 down this road, especially at night.

Definitely would like to see changes made to prevent this.”

“The council keep agreeing to plans for housing on this area but these developments do not include parking within the development. Freedom campers take up any remaining parking leaving behind personal waste and rubbish without any care, there is a perfectly

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good camping ground in South New Brighton. Stop penalising locals and instead enforce fines for freedom campers.”

Comments from people who were aware of the plans

“Let the community decide; the council seems to have its own agenda.

Parking should not be reduced!”

“It is clear that the council is trying hard to improve Marine Parade, however, there are some residents hell bent on resisting the councils proposals even when they stand to benefit from them.”

“Listen to local residents”

“I think there was adequate consultation, but the options that were provided were below average”

“Change is positive change with out proper consultion is unhelpful and often short sighted.Good luck with your research.”

“There should not be any reduction in parking. With events in NB as well as housing with no garaging, parking availability will become more important.”

“Removal of freedom campers. Enforcement of current speed limits.”

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“New Brighton is trying to revive itself, as it is it’s hard for visitors and locales to park due to all the apartments being build with no garaging. I feel there are place along marine pde where a reduction in speed is important but not the long stretch.”

“More attention should be paid to needs of Brighton residents in the area of Marine Parade the rest should be considered after Brighton residents needs met”

“Though there was adequate consultation from our council wards with New Brighton residents. I dont believe our responses to their questions where taken seriously. Residents have voiced what is actually needed to improve our area multiple times, however the council seems to have a set agenda and outcome they are wanting to achieve. A lot of New Brighton locals are becoming frustrated at the lack of genuine interest in improvement of New Brighton for locals.”

‘Shit plan”

“It could benfit by being one way”

“I would have preferred properly separated bike lanes. I think we wound up with a shared path with pedestrians because it didn't take away as many carparks.”

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“I only knew about the proposed development because of a post on Facebook.”

“There is already a path along in front of the dunes. Don't need any more just make it a better surface. rubbish and playground cleaned weekly especially after a weekend !”

“pity the laerge marcrocapa trees along park side could be removed to allow the younger ones to grow properly”