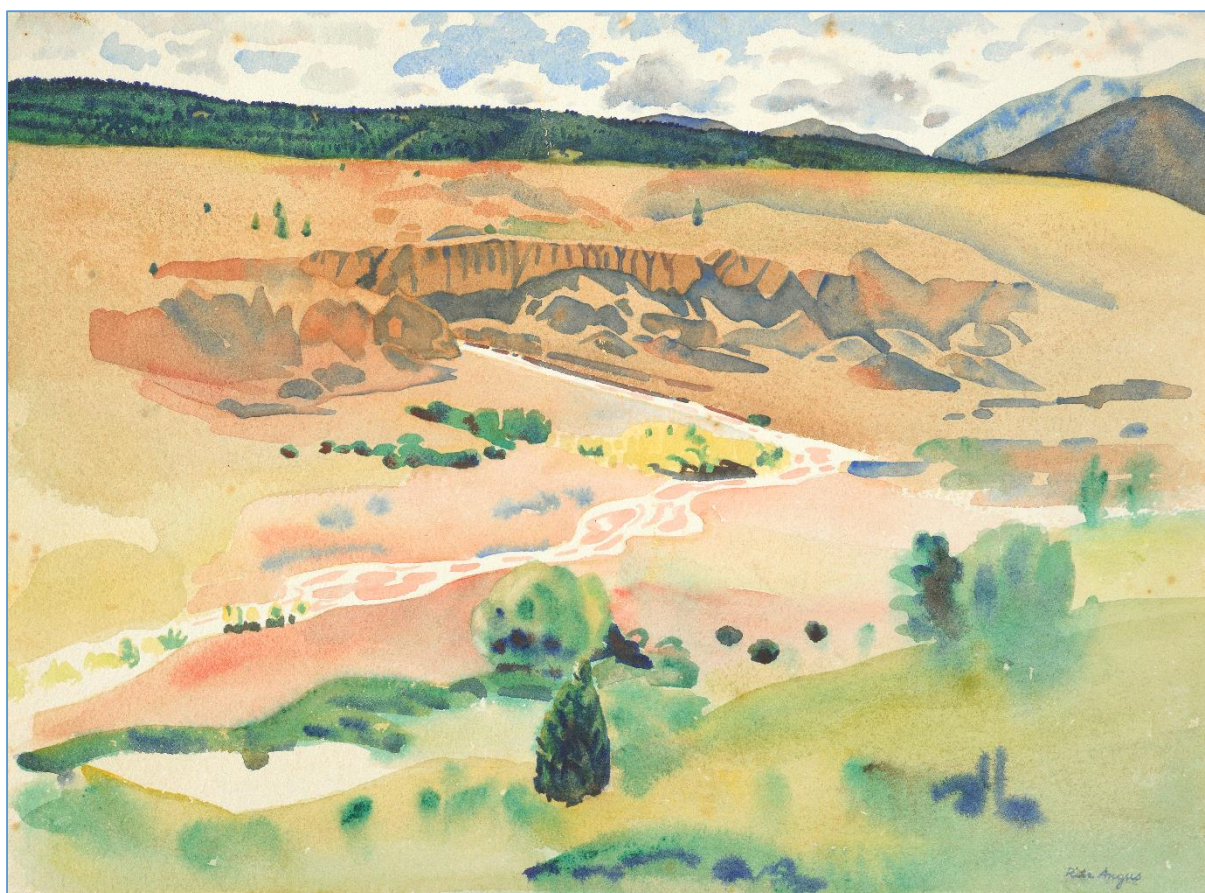


Naseby's Community Plan 2016

Our Place Our Future



Acknowledgements

Thanks to all those who participated in the surveys and community workshop. Your contributions have made this plan what it is. Special thanks also to Naseby Vision for their ongoing leadership.

Front cover image: Rita Angus, "Sketch for Central Otago (Naseby)"(1953). Reproduced Courtesy of the Estate of Rita Angus.

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1. Introduction

Welcome to Naseby's 2016 community plan.

This plan is a distillation of the Naseby community's ideas about the future for their place—the opportunities presented, the barriers that hinder, and the values and vision that the community holds dear—as articulated through a series of surveys and a community workshop.

While the plan is not legally binding, it outlines a collective community direction with shared priority goals and recommendations that guide how a future vision might be achieved.

The Central Otago District Council began the process of developing community plans for local communities over a decade ago, as a way of encouraging local community participation. A community plan provides an important insight into the direction individual communities seek, encapsulating a shared vision and recommendations, with the ultimate goal being to provide a future pathway for positive development.

The Naseby community is a small, active and vibrant community that looks to its future with enthusiasm and optimism. This plan outlines Naseby's particular aspirations and concerns, demonstrating a determined willingness to strive for a common goal as a positive, thriving community.

The opportunities and challenges of a community are born as the past and woven into the present. This is Naseby's third community plan. It is a plan created both by and for the Naseby community, offering a roadmap for future possibilities.

2. Executive Summary

This is the Naseby community's third community plan and follows on from previous plans published in 2006 and 2010.

This 2016 plan sets out a direction and future vision for Naseby based on the community's views gathered in surveys of Naseby ratepayers, youth, businesses and visitors, and in a community planning workshop.

Clear opportunities came through from the planning process.

All participants had an affinity with the beauty and tranquillity that Naseby's location offers and its outstanding recreational facilities and amenities. The town's heritage, its safe, family-friendly environment, the ambience of the Naseby Forest and the opportunities provided by its recreational area, as well as the presence of good services in the town, were all important.

Key opportunities identified through the planning process relate to tourism and recreation, heritage and history, infrastructure, community and economic development and through strengthening relationships.

Participants in the process embraced the concept of steady economic progress to support a viable community without compromising the town's unique values and characteristics.

This vision is captured in the following statement:

"A safe, family-friendly community that people love to visit; and where steady, careful economic and population growth strengthens our heritage and respects the beauty of our natural environment."

Finding the equilibrium between lifestyle and economic growth is an overarching theme that emerged frequently amongst survey responses and during workshop discussions. Critical to this is a concern that was often raised by participants—the issue of a low permanent population base and the impact that this has on the town's ability to provide and retain services and remain viable.

For Naseby the challenges it faces as a community are bound up in the town's history, geographic location, natural environment and demographics. These factors provide the framework as the community seeks to balance preservation of the quintessentially tranquil lifestyle and experience that Naseby offers residents and visitors, with the fundamental need to strengthen the town's economic base through well-managed development.

2.1. Community Action Plan

The outcomes and recommendations from this plan, as listed below, have been prioritised as high, medium or low. Each priority has been defined as the following:

- HIGH - completed within the next 1-2 years
- MEDIUM - completed within the next 3-4 years
- LOW - completed within 5 years

Page	Objective	Recommendation	Priority
25	To foster business development and a level of population growth that supports the town's economic viability while balancing this with retention of Naseby's special characteristics.	<ul style="list-style-type: none"> • Compatible with Naseby's future vision, explore a strategy to attract new businesses that foster a strong economic base. 	HIGH
		<ul style="list-style-type: none"> • Investigate opportunities to enable greater efficiencies for courier companies delivering to the region. 	HIGH
		<ul style="list-style-type: none"> • Explore options for having a petrol pump installed in the town. 	LOW
		<ul style="list-style-type: none"> • Explore ways to create more paid work in Naseby which brings more permanent residents to Naseby and potentially provides a buffer for the volunteer sector. 	HIGH
		<ul style="list-style-type: none"> • Identify business opportunities that are working well in Naseby and explore opportunities to build on these successes through collaboration so that Naseby realises its potential as a place to live and as a tourism destination. 	HIGH
		<ul style="list-style-type: none"> • Encourage local businesses to support each other to achieve growth by promoting a shared local identity. 	HIGH
28	To attract more visitors while retaining Naseby's unique characteristics.	<ul style="list-style-type: none"> • Explore the opportunity to establish a hot pools facility at Naseby. 	LOW
		<ul style="list-style-type: none"> • Explore opportunities for greater coordination in marketing Naseby as a tourism destination. 	HIGH
		<ul style="list-style-type: none"> • Develop strategies to increase collaboration amongst local businesses and tourism operators. 	HIGH
		<ul style="list-style-type: none"> • Explore further opportunities to attract visitors to Naseby from rail trail clientele. 	HIGH
		<ul style="list-style-type: none"> • Develop the unique properties of Naseby in relation to the Central Otago regional identity – "A World of Difference". 	LOW

		<ul style="list-style-type: none"> • Liaise closely with Tourism Central Otago to increase Naseby's online exposure through http://www.centralotagonz.com/ and http://www.newzealand.com/int/central-otago/. 	MEDIUM
		<ul style="list-style-type: none"> • Explore opportunities to hold more events in Naseby to attract visitors. 	HIGH
29	To have appropriate signage that provides clear directions and information for visitors to Naseby.	<ul style="list-style-type: none"> • Conduct an audit and review signage to identify gaps and opportunities, and explore opportunities for funding. 	MEDIUM
		<ul style="list-style-type: none"> • Review current online content about Naseby and collaborate with online and social media providers to achieve a higher profile for Naseby's attractions. 	HIGH
31	To continue to foster a strong partnership between the community and Ernslaw One that mutually benefits both parties.	<ul style="list-style-type: none"> • The Naseby community maintains regular liaison and contact with representatives of Ernslaw One. 	MEDIUM
32	Naseby is recognised as the home of the Eden Hore Collection and the place where its story began.	<ul style="list-style-type: none"> • To promote to CODC the importance of Naseby within the story of Eden Hore. 	HIGH
		<ul style="list-style-type: none"> • Naseby Vision meets with the feasibility study group to discuss opportunities for Naseby's involvement in the collection. 	HIGH
34	To maximise the opportunities that effective cell phone coverage and potential broadband improvements will bring to Naseby.	<ul style="list-style-type: none"> • All promotional material includes that Naseby has good cell phone coverage and 4G wireless broadband. 	HIGH
		<ul style="list-style-type: none"> • Publicise the improvement in these services to the business communities in Otago/Southland and wider community. 	HIGH
		<ul style="list-style-type: none"> • Work to ensure that Naseby has the right infrastructure in place to support moderate tourism growth. 	HIGH
		<ul style="list-style-type: none"> • Establish a free WIFI for visitors in the centre of town (engage with SPARK, Vodafone or 2degrees) at a key location such as a café, and ensure that this is well-publicised to visitors. 	MEDIUM

37	To ensure that Naseby continues to have the infrastructure and services it needs to operate as a viable place for people to live and visit, and to provide for any increase in population and economic growth.	<ul style="list-style-type: none"> Notify, through Council's service request system, any maintenance requirements in relation to Council-managed infrastructure. 	MEDIUM
		<ul style="list-style-type: none"> Continue to liaise with Council for improvements in infrastructure, roading, lighting and footpaths where these are seen as important to the community. 	MEDIUM
		<ul style="list-style-type: none"> Work with the community to develop a local solution to the disposal of green waste. 	LOW
		<ul style="list-style-type: none"> Work with the NZ Fire Service to develop a community campaign that provides public information for individual households on how they can take responsibility for fire protection. 	MEDIUM
		<ul style="list-style-type: none"> Discuss with Ernslaw One the options for managing the potential fire risk around the perimeter of Naseby township, including tree plantings that are less susceptible to fire, 	MEDIUM
		<ul style="list-style-type: none"> Meet with all landowners (e.g. DOC, CODC, LINZ, and private property owners) to discuss clearing scrub around the town to reduce possible fire risk. 	MEDIUM
39	To continue to preserve and respect Naseby's rich heritage, while (a) being receptive to the increased tourism opportunities it offers, and (b) ensuring that all future local development is sympathetic and compatible with its high heritage value.	<ul style="list-style-type: none"> Raise the profile of the town's heritage value as part of a wider coordinated marketing strategy to attract visitors to the town (see Tourism Section and Recreation Section 6.2 pg. 25). 	HIGH
		<ul style="list-style-type: none"> Ensure the restoration of the town's war memorial. 	HIGH
		<ul style="list-style-type: none"> Develop signage for historic sites that utilise technology to enhance information for visitors (e.g. QR codes). 	MEDIUM
		<ul style="list-style-type: none"> Participate in the review of the district plan to uphold Naseby's heritage values. 	MEDIUM
41	To explore tourism opportunities in relation to the Hogburn Sluicings.	<ul style="list-style-type: none"> Meet with landowners to discuss the feasibility of utilising and promoting the Hogburn sluicings that are visible as an attraction for visitors to Naseby. 	LOW
		<ul style="list-style-type: none"> Establish dialog with Ernslaw One with a view to develop signage/interpretation to encourage people to view and explore historic sites 	HIGH

42	Naseby's volunteers are valued and supported	<ul style="list-style-type: none"> Reach out to cribbies / holiday makers and encourage them to become involved in volunteer activities. 	MEDIUM
43	To work to improve communication and information flow with government agencies.	<ul style="list-style-type: none"> Strengthen the relationship with the CODC and Maniototo Community Board to improve the two-way communication and information flow. 	MEDIUM

3. Background

3.1. How the Plan was Developed

Naseby Vision Incorporated—Naseby’s community development group—initiated the development of this plan. The group approached the Central Otago District Council (CODC) in late 2014 to seek assistance in facilitating the process.

Two earlier community plans had been developed with assistance from the CODC, in 2006 and 2010.

Naseby Vision facilitates the plans on behalf of the community and takes responsibility to progress any plan objectives and recommendations.

The consultation process for the 2016 Naseby Community Plan included the following phases. Between April 2015 and October 2015 three surveys gathered information from Naseby businesses, from community members and from visitors to Naseby. In November 2015, interested members of the community attended a community plan workshop.

In broad terms, participants in both the surveys and the workshop were asked what they liked and valued about Naseby, what they saw as opportunities for the town’s future, what they didn’t like about Naseby, what they saw as challenges and what their vision was for Naseby’s future.

It is acknowledged that beyond those people who participated in this process, there is also a wider community of individuals and organisations who have an interest in Naseby’s future.

Business Survey

Between 25 May and 4 June 2015, 22 Naseby business owners or managers were interviewed. Nineteen of the interviews were face-to-face interviews and the others were carried out by phone. Of the 22 interviewees, 14 represented tourism-related businesses, the other eight comprised trades, manufacturing and retail, and agriculture and horticulture. (A copy of the business survey questionnaire and a full analysis of the business survey results is contained in Appendix 2.)

Community Survey

In mid-September 2015, 331 community survey forms were posted to residential property owners in Naseby identified from the CODC rates database. Respondents were asked to return their surveys by 5 October 2015. Of 331 surveys, 78 were completed and returned. The survey also included a shorter survey specifically aimed at youth—those aged 18 years and under. Of the 78 community surveys returned, 35 were youth surveys.¹ (A copy of the community survey questionnaire, including the youth survey questionnaire, and a full analysis of the results of the community survey

¹ There is concern that some survey participants may have filled out the youth survey in error. A number of responses to the youth survey suggest that it may have been completed by people aged over 18.

are contained in Appendix 1.) A map on page 7 shows the geographical area included in the community and business surveys.

Visitor Survey

Between 2 and 28 April 2015 (a period that included Easter and Anzac weekend), a short survey was made available to visitors at local businesses such as pubs, accommodation providers and retail outlets. Visitors voluntarily completed the survey and 61 surveys were returned. (A copy of the visitor questionnaire and a full analysis of the visitor survey results is contained in Appendix 3.)



Figure 1. Geographical boundary of the business and community survey areas.

Community Planning Workshop

A three-hour workshop was held on Sunday 15 November and attended by 20 community members. In a SWOT analysis approach, the group identified opportunities for Naseby's future, barriers to progress, what they saw as their vision for Naseby and the values that they thought characterised the Naseby community. Key themes have been drawn from the workshop and synthesised in this plan. (A copy of the raw data gathered from the workshop and the results is contained in Appendix 4.)

3.2. About Naseby Vision

Naseby Vision Incorporated is a community development group that formed in 2005.

Its objectives, as summarised from the Naseby Vision website (www.nasebyvision.org.nz) are:

- nurture and promote the interests of Naseby for all residents
- advocate and represent the town
- keep the community informed on matters of common interest
- encourage controlled development and cooperate and coordinate community activities as appropriate
- encourage the preservation and enhancement of services and amenities
- manage monies on behalf of the community.

Naseby Vision's membership has grown steadily since it was established a decade ago. In March 2016, 359 people—comprising Naseby residents, holiday-home owners, farmers and business people—were members of Naseby Vision.

Naseby Vision works closely with the CODC, the Maniototo Community Board and other local, regional and national organisations to improve services and facilities in Naseby and to promote the interests of its members and the wider Naseby community.

4. About Naseby—a profile

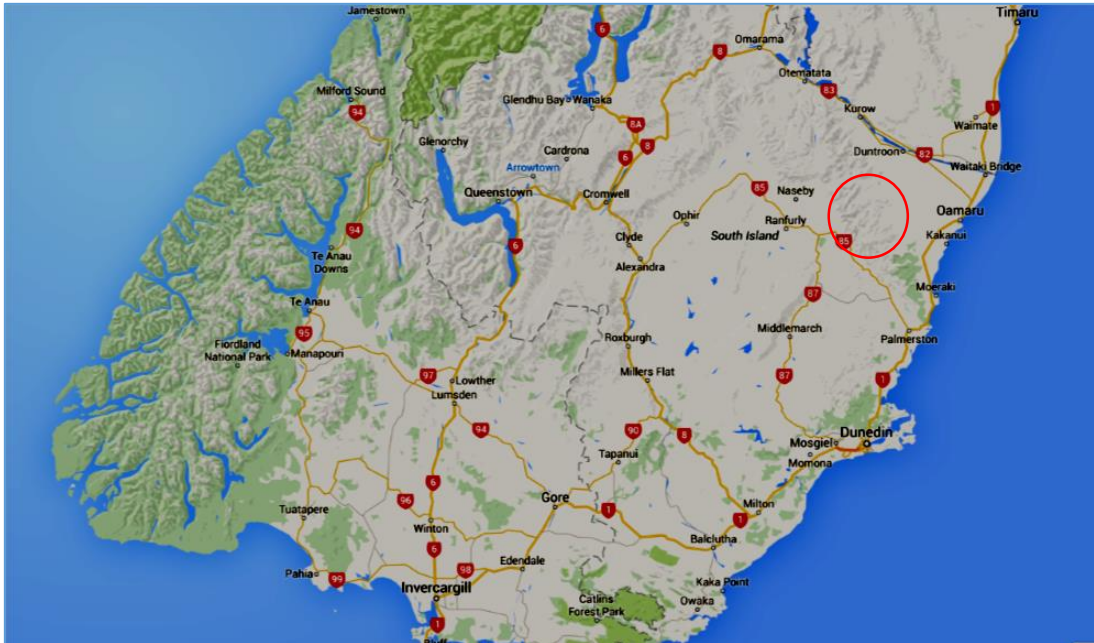


Figure 2. Naseby's location Source: Google maps

4.1. Geography and Climate

Naseby township is located in the dry, tussock grasslands of the Maniototo Plains—a roughly triangular tectonic basin bounded by block mountains; on the north by Mt Ida, Mt Kyeburn, and the western end of the Kakanui Range, which form part of the watershed between the Waitaki and the Taieri Rivers; on the southwest by Rough Ridge, and on the southeast by the Rock and Pillar Range (Anstey, 1978).

The township lies at the foot of the Mt Ida range, on the eastern edge of the 2,500ha Naseby forest. The highest point in the forest is Quartz Reef Hill, while Naseby town itself is located in the gully of the Hogburn Creek.

The closest settlement to Naseby is Ranfurly, 14km kilometres away on State Highway 85 or 10 minutes travel by road.

Naseby's surroundings are aptly described here by Anstey, even if it was in 1978:

"The forest sits as a gentle dark green bump on an otherwise agricultural landscape, always in sharp contrast to the backdrop of the Hawkden and Ida Ranges, pale tussock and scree in summer, white with snow in winter. The town lies hidden in a tree-surrounded hollow. Quite suddenly you are enclosed in an intimate human environment, contrasting with the vastness of the plain."²

² Anstey, C. 'Naseby Forest and Town', Dissertation, (1978)

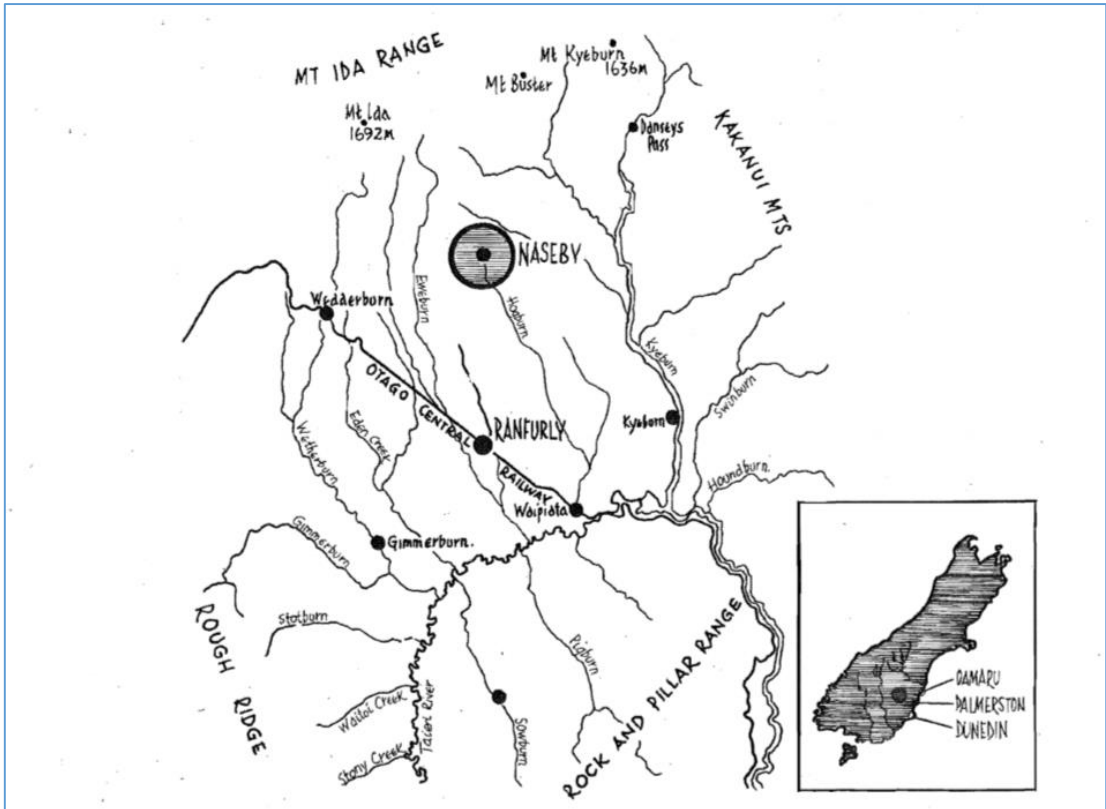


Figure 3. Naseby's surrounding geography (Anstey, 1978)

Located 680 metres above sea level, Naseby has a continental climate that is dry throughout the year with hot summers and cold winters. Naseby's proximity to a forest does however modify these extremes, providing shelter from the wind and sun, and generating cooler air. The average rainfall is approximately 550mm per year.

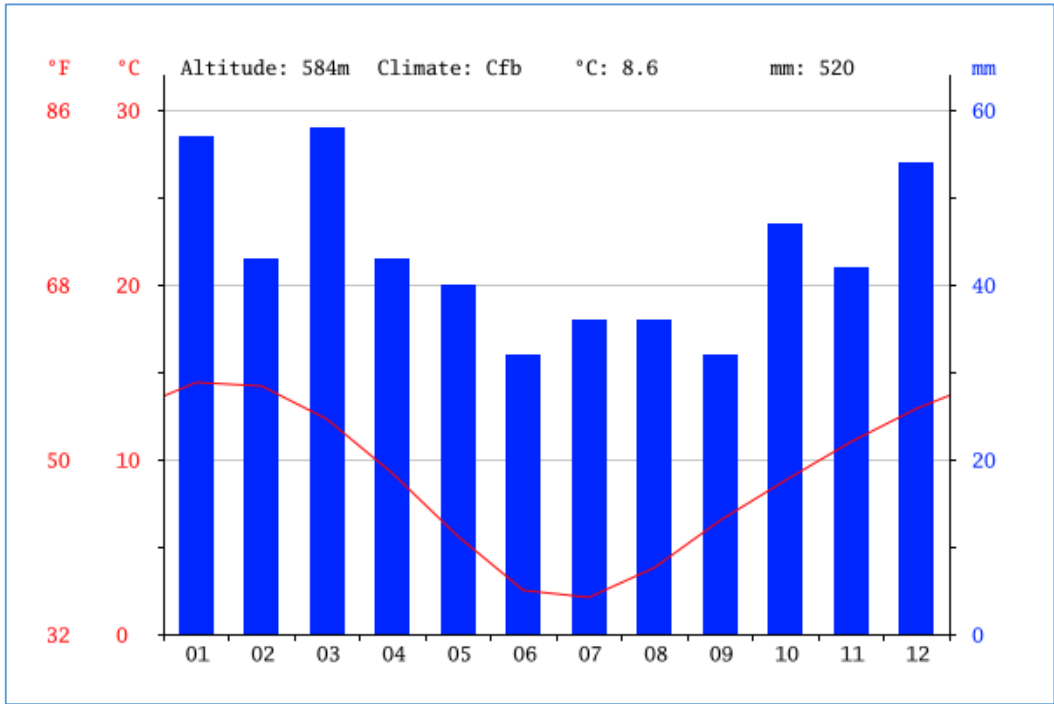


Figure 4. Graph showing Naseby's temperature averages and rainfall.
Source: <http://en.climate-data.org>

4.2. History

'Range succeeding range in monotonous uniformity, devoid of animals as of human life; where the profound stillness was painful in its prolonged intensity; and the only sound that greeted the ear from dawn to dusk was the melancholy wailing of the wind among the tussocks.'

Vincent Pyke (cited in Anstey, 1978)

When Maori first travelled through the Maniototo (translated from Maori as 'plains of blood') on their way to the West Coast in search of pounamu, flowing red tussocks covered the valleys and hillsides. The Maniototo was visited and stayed in on a regular basis so as to harvest the wild fowl and eels at the Taieri Lake and rivers.

Later in the 1850s the first European settlers to the Naseby area were pastoralists seeking land to graze their sheep and cattle.

The first settlement, known as 'Parkers' after the Parker party who discovered gold in the area in 1863, was soon re-located down the gully to a more suitable site; this new settlement, drawn up by the Otago Provincial Government in 1864, was titled "Naseby". Naseby became the earliest European settlement in the Maniototo and, over time, New Zealand's smallest independently-governed town.

At the height of the gold rush and within a year of the Parker party's strike, several thousand miners were living in the town and immediate surrounding areas. Naseby's transformation into a bustling goldminers' town with hotels, churches, shops, stables, a courthouse, a hospital, and a newspaper, was part of the quickly changing Otago landscape as a swathe of goldfields opened up.

Naseby continued to flourish into the 1880s as an administrative centre for the Maniototo area. A courthouse, warden's office, district hospital, several churches, a primary and Catholic school, and several large hotels, all operated in the town.



Naseby's main street (date unknown)

However, the construction of a railway line through nearby Ranfurly in 1898 meant that Naseby's prominence waned as Ranfurly gradually established itself as the local administrative and service centre.

Naseby's decline as a service centre has been paralleled over time with its increase in popularity as a tranquil, recreational retreat.

Naseby now has 120 permanent residents (2013 Census), yet during the summer and holiday periods, visitor numbers swell into the thousands. Estimates indicate that around two-thirds of Naseby's residential houses are holiday homes owned by 'cribbies'. These holiday-home owners are often from other parts of Otago and from Southland, and do not live permanently in Naseby.

The town is now recognised as a peaceful holiday destination. The Naseby Forest's recreation area is a unique drawcard for residents and visitors alike, offering a strong point of difference. Recreational activities are often focused on what the forest recreation area can provide (mountain biking, swimming, walking opportunities) and on the ice sports that the town has become known for.

The legacy of Naseby's proud history as a vibrant, thriving goldmining and administrative centre lives on today in the town's notable heritage buildings.



4.3. Demographics

The 2013 Census provides a relatively current baseline of key demographic facts about Naseby.

Table 1 – Quick census stats about Naseby (2013 Census)

Population	120 people usually live in Naseby an increase of 6 people since 2006. The population is evenly split between men (60) and women (57).
Age	The median age is 66 years. A total of 7.5% of people are aged under 15.
Families	Couples with children make up 7.1% of families, couples without children make up 85.7% of all families.
Households	There are 15 one-person households that make up 26.3% of all households. The average household size is 1.8 people.
Dwellings	There are 66 permanent dwellings and 210 casual dwellings in Naseby.
Education	72.7% of people aged 15 and over have a formal qualification.
Employment	The unemployment rate for Naseby is 0%. The most common occupational group is 'managers'.
Income	The median income for permanent residents aged 15 and over is \$24,400. Some 48.5% of people aged 15 and over have an annual income of \$20,000 or less. Some 12.5% have an annual income of more than \$50,000.
Technology	Some 78.9% of households have access to the internet, 57.9% have access to a cell phone.
Travel	10.5% of households have access to three or more motor vehicles. Some 75% of people travel to work driving a private car, truck or van. A further 16.7% walk or jog, 8.3% drive a company car or van.
Housing	78.9% of households own their own home. The median rent paid for those who rent was \$250 per week.
Business	20 businesses were located in Naseby – an increase of 42.9% compared with 2006. There were 35 paid employees of these businesses, an increase of 75% compared with 2006. In total, 18 people were employed in accommodation, food services; 9 in agriculture, forestry, fishing; 6 in construction and 3 in manufacturing.

4.4. Economy

Naseby's local economy

Latest Census figures indicate that 20 businesses were based in Naseby in 2013 employing 35 staff across these industry groups: accommodation, food services; agriculture, forestry, fishing; construction; and manufacturing. The Census records nil unemployment in Naseby, compared with 2.6% for Central Otago District.

Central Otago has a widely dispersed population with some smaller settlements facing the same challenge that Naseby does—a small permanent population that provides services to a larger semi-permanent or visiting group. Roughly two-thirds of the town's dwellings are holiday homes, while the remainder are permanent residences.

The median age of Naseby's population is 66 years, compared with 47 years for Central Otago District. This suggests that a higher proportion of Naseby's residents are retired and may not be at a stage in life when they are seeking to establish businesses in the town.

The local economy is bolstered by a band of highly active volunteers. Their voluntary contribution is pivotal to the provision of local services, local organisations or groups. They offer their time at the Visitor Information Centre, the museum and the library, Maniototo International Curling rink, and for groups such as Naseby Vision, the Fire Brigade and St John.

Central Otago's Regional Economy

Business and Economic Research Ltd's (BERL) economic profile of Central Otago indicates that Central Otago experienced GDP growth of 4.2% over 2014.³

Employment increased 2.9% (compared with 2.6% for all of Otago) and the population increased by 1.9% (compared with 1.4% for all of Otago). However Central Otago's business unit growth, at 1.6%, was around half that of all of Otago (3%).

Figures for the 10-year period from 2004-2014 show that the primary sector, which includes pastoral farming, orchards and grape growing, dominated the Central Otago economy, accounting for 27% of GDP, 28% of business units and 30.6% of fulltime equivalent employment. The fastest growth sectors were administrative services, fabricated metal product manufacturing, non-metallic mineral product manufacturing, and sport and recreation activities.

In 2014, employment and GDP in the tourism sector grew 2.6%, compared with 2.9% in Central Otago. While there was a slight fall in 2014 in the number of business units in Central Otago's tourism industry (-1.9%), over the decade until

³ BERL, 2014 Economic Profile of the Otago Region and Central Otago District, June 2015, <http://www.berl.co.nz/>

2014, Central Otago's tourism growth across measures of employment, GDP and business units exceeded the national picture.

4.5. Services and Amenities

Almost all administrative and social services used by Naseby residents and visitors are located 14 kilometres away by road at Ranfurly.

Naseby has a general store (which provides postal services), camping ground, visitor information and craft centre, a museum (the Maniototo Early Settlers Museum) art and craft galleries, a town hall, cemetery and fire brigade.

There is no public transport in Naseby, though contract transport is available. Local students travel by bus to school in Ranfurly. Cyclists or walkers travelling the Central Otago Rail Trail, which passes through Ranfurly, are sometimes taken by their accommodation or trip provider to visit Naseby.

Until now, technological infrastructure has been a challenge for Naseby. However in December 2015, a newly-installed cell phone tower became operational, and this has given 450 households in the area improved cell phone and high speed data coverage. High speed landline internet is also anticipated by May 2016.

Since June 2015 a kerbside recycling service has operated in Naseby for waste, mixed recycling and glass. There is a green waste drop-off facility in Ranfurly.

Infrastructure such as footpaths, lighting and roading is the responsibility of the CODC.

Various levels of accommodation options are available, ranging from hotels, motels, a lodge, holiday park, plus a handful of other accommodation providers. There are also a number of holiday homes available for rent.

Naseby has an extensive range of recreational and sport facilities and amenities. This includes an international curling rink, the only ice luge in the Southern Hemisphere and an outdoor ice rink—features which make Naseby a unique winter sports' destination.

The town also has a recreation ground and playground, a bowling green, petanque concours, golf course, BMX track, tennis courts and numerous mountain biking, walking and orienteering trails through the forest recreation area and the town's surrounds. There are numerous clubs and societies that are attached to these facilities, many of which welcome public participation.

4.6. The Naseby Forest

The first area was planted in 1900 and intended as an experiment to investigate the potential for exotic afforestation in the Maniototo area. Plantings included Douglas fir, Larch, and Corsican pine. Until 1967, the forest contained 1600 hectares in an isolated, established block and the Black Forest on the Naseby-Ranfurly Road. An additional 800 hectares was acquired in 1967 (Anstey, 1978).

Since 1990 the forest has been privately owned by Ernslaw One, a New Zealand-registered company belonging to the Tiong Group, one of the largest private companies in Malaysia.

A forest recreation area of 500 hectares continues to be set aside for personal recreational use in daylight hours, subject to fire danger and logging operations. In this area there are biking and walking tracks, picnic areas, a children’s playground, historic goldmining sites, and two dams for fishing and swimming.



5. Future Vision

5.1. Naseby's Vision

In both the community survey and at the community plan workshop, participants were asked to describe their vision for Naseby—what kind of place they would like Naseby to be in 5 or 10 years' time, or in generations to come. The vision statement below encapsulates their thinking:

"A safe, family-friendly community that people love to visit; and where steady, careful economic and population growth strengthens our heritage and respects the beauty of our natural environment."

Survey respondents and workshop participants alike articulated a passion for their town, its surrounding environment and the peaceful lifestyle it provides to residents and visitors.

Both groups emphasised that it was important that Naseby's unique character is retained into the future, while change and development is managed carefully so that the town remains economically viable yet continues to offer a tranquil environment where residents and visitors can enjoy a relaxed, peaceful lifestyle.

Both groups indicated to varying degrees that they would like Naseby to remain a safe, family-friendly town that embraces and preserves its rich heritage, has good amenities and the necessary infrastructure to maintain a viable community and visitor population.

Survey respondents also placed a high value on Naseby's recreational activities and facilities that cater for all ages.

The full results from the community survey are contained in Appendix 3 and for the community planning workshop in Appendix 4.

5.2. Values

Strong correlations exist in the values that were ranked most highly by community survey respondents and by community plan workshop participants.

For the survey, participants were asked to freely identify what they valued most about Naseby. The responses were then grouped according to several core values that came through as themes.

In the workshop, participants were given a set of values (as determined by outcomes from the community survey) and asked to rank them according to those they considered most important.

Some key value themes came through, as outlined below. The full results from the community survey are contained in Appendix 3 and for the community planning workshop in Appendix 4.

Our town's ambience

Variously described as 'ambience', 'peace and quiet' and 'tranquillity', community survey respondents and workshop participants highly value the relaxed and peaceful environment that Naseby offers—a small, quiet town that retains its old-world charm.

The town's contemplative pace of life, relaxed atmosphere and the 'time-out' it provides as a retreat from the hustle and bustle of everyday life were articulated as extremely important attributes by survey respondents.

In both the community survey and the community workshop, ambience came through strongly as a theme. In the visitor survey, atmosphere was most commonly mentioned as the quality visitors liked about Naseby.

It is clear that ambience is highly valued as a quality that is intrinsic to Naseby—it is a pivotal reason that people both live and visit the town. The importance placed on it brings into sharp focus the challenge of balancing Naseby's ability to both retain this quality and to progress Naseby economically.

Our local history and heritage

Interestingly, local history and heritage featured strongly as an important value amongst community plan workshop participants but did not come through as clearly as a value amongst community survey respondents.

Community workshop participants valued highly the town's goldmining history and the subsequent legacy of its historic buildings and gold mining workings.

Naseby's heritage buildings, in particular, were viewed as an important drawcard for visitors.

Our recreational facilities and amenities

Community survey respondents rated highly Naseby's recreational facilities and activities, while community planning workshop participants also thought they were an important value for the town.

The most commonly mentioned amenities were the swimming dam and the Naseby Forest recreation area's tracks and trails. Access to the forest for recreational activities was also important. Walking, cycling and curling were the activities mentioned most often by survey respondents.

Workshop participants recognised the possibilities to develop further recreational opportunities in Naseby's surrounds.

Youth survey respondents said that they loved to get involved in recreational activities in Naseby—this also supports the high value that recreational activities have for the community, as indicated by the survey and workshop results. Visitors to Naseby also rated recreational activities highly as a quality that they liked about the town. Curling and trails were mentioned most often.

Several respondents to the community survey also highlighted that Naseby's recreational facilities and amenities were on offer all year round, providing a great mixture of activities for families with children.

Our services

Information gathered from the community survey and workshop indicates that the community clearly recognises and appreciates the value of good local services.

The presence of good quality local services for both permanent and holiday residents, as well as other visitors to Naseby, was highly rated by survey respondents and, in particular, by community planning workshop participants.

Local services such as the store, museum, café, library and the hotels, are all highly valued by the community.

Some survey respondents felt that Naseby had a good range of services and facilities for the size of the town—one respondent commented that 'there were enough services to make holidays comfortable'. A number of people mentioned the importance of the general store and café continuing to operate.

As the Naseby community has experienced a gradual reduction in administrative services and businesses operating in the town over a period of decades, it is evident that permanent residents and holiday-home owners recognise that a strong service base is vitally important to their ability to 'live well' and for a viable future.

Our safe, family-friendly community

Naseby's qualities as a supportive, friendly, family-oriented and safe community were highly valued by workshop and community survey participants alike.

Comments from the community survey such as 'close-knit community', 'strong community spirit', 'friendly township and helpful local', 'a good family holiday destination', 'a safe place for children and grandchildren', all show how important this sense of community is to residents and holiday-home owners.

The safety of families and children was emphasised by a number of respondents. Respondents particularly mentioned that low levels of traffic made the township a safe place for children to bike around and gave 'a feeling of safety/security'.

Our natural environment

Naseby's unique natural environment was highly valued by survey and workshop participants.

The climate, the seasons, the Naseby Forest and the trees in the township were all mentioned by survey respondents as factors that make Naseby's natural environment special.

The community recognises the value that the town's forest and trees have in creating a scenic place of natural beauty. Supporting this, visitor survey respondents commented on the pleasing natural characteristics of Naseby and surrounds, including 'the smell of nature in the air' and 'beautiful vistas'.



6. Future Opportunities

“The pleasant summer climate, the ever increasing visual values, and the low key recreational opportunities in the area are attracting more people each year. The town is very committed to this role and it seems unlikely that this will alter. In order to preserve, and hopefully enhance, the values of the area it will be necessary to ensure that future development, for which there is likely to be considerable pressure, is compatible with these values and that the nature of the place is not destroyed.”

(Anstey, 1978)

Balancing lifestyle with economic growth—the tension between ‘quiet Naseby’ and ‘busy, viable Naseby’

The challenges faced by the Naseby community are bound up in the town’s history, geographic location, natural environment and demographics. These factors provide the framework for the community as it seeks to balance the preservation of Naseby’s quintessentially tranquil lifestyle, natural environment and exceptional recreational opportunities, with the fundamental need to strengthen the town’s economic base through well-managed development.

Finding the equilibrium between lifestyle and economic growth is an overarching theme that emerged frequently amongst survey responses and during workshop discussions. Aspects of this theme are teased out in the objectives and recommendations that follow.

6.1. Economic Development

A key concern raised in surveys and at the workshop was the need to retain a viable community with a strong economic base.

Participants recognised the challenge that a small permanent and aging population base (with an average age of 66 years) presents for the town’s demographic and economic future.

A small permanent population was viewed as a significant barrier to Naseby’s progress. Participants acknowledged that Naseby has a ‘chicken and egg’ situation—where it’s difficult to attract people to live permanently in Naseby because the job prospects are few, and then the subsequently low permanent population means it is challenging to attract services to the town. Workshop participants advocated for incentives to encourage new business ventures in areas such as hospitality, farming and forestry.

Results from the business survey indicated that 53 people were in paid employment throughout the year in Naseby in fulltime, part-time and casual positions. A further 14 part-time or casual employees were employed in five businesses during their peak season. Of the total number of people in paid work, 48% worked part time and 38% worked fulltime.

Most businesses employed between 1 and 4 people, while five businesses employed between 6 and 8 people.

Businesses thought that quality of life was the main advantage of operating in Naseby, while other factors they rated included reliable transport and freight, support from other businesses and customer loyalty. The most often-mentioned disadvantages were slow broadband and cell phone coverage⁴, slow mail and courier service, and time and distance from suppliers.

In general, however, Naseby business owners were positive about the town and its future, suggesting only minor changes to encourage managed growth and improve business profitability. Most supported the tourism sector and a growth in visitor numbers.

Most business survey respondents also supported encouraging a small increase in population and being able to attract people with 'lifestyle' businesses to Naseby.

However most said that a lack of skilled employees was one of the main constraints to expanding their business, as was the small size of the local market.

Business respondents were asked whether there were any other industries, businesses or services they felt could be located in Naseby. Some people felt that there was a need to develop existing businesses and infrastructure before encouraging new businesses—suggested development opportunities included improving the camping ground and potential opportunities to develop the historic Naseby Stables building.

Others felt that it was important to ensure that the store and café continued to operate. The café closed in 2015, while the store changed ownership and continues to provide a good range of basic services to the town. This sentiment was also echoed in the community survey, with respondents highlighting the importance of the store and café continuing to operate.

Another comment that was mentioned in both the community and business survey was the potential efficiencies that could be gained by the information centre and museum combining their operations.

Many business respondents advocated for a petrol pump to be located in Naseby, saying it was often frustrating for visitors to backtrack to Ranfurly for fuel.

Other business survey respondents felt that any new industries, businesses or services that brought more employment and attracted families and young people to Naseby would benefit the community, while other respondents thought Naseby needed nothing else and liked it the way it is.

⁴ These disadvantages have now largely been addressed through recent technological enhancements (refer to section 6.3 – Communications Technology)

Objective:

To foster business development and a level of population growth that supports the town's economic viability while balancing this with retention of Naseby's special characteristics.

Recommendations for action:

- Compatible with Naseby's future vision, explore a strategy to attract new businesses that foster a strong economic base.
- Investigate opportunities to enable greater efficiencies for courier and transport companies delivering to the region.
- Explore options for having a petrol pump installed in the town.
- Explore ways to create more paid work in Naseby which brings more permanent residents to Naseby and potentially provides a buffer for the volunteer sector.
- Identify business opportunities that are working well in Naseby and explore opportunities to build on these successes through collaboration so that Naseby realises its potential as a place to live and as a tourism destination.
- Encourage local businesses to support each other to achieve growth by promoting a shared local identity.

6.2. Tourism and Recreation

Naseby is a significant location in Central Otago's tourism offerings. Cycling, wine and camping are key products in the domestic market. Most international visitors come from Australia, the United Kingdom and the United States. Visitors from China represent an emerging market.

The Central Otago region is marketed through the 'A World of Difference' brand, which centres on the point of difference created by the region's stunning and unique landscape, its rich history, strong communities and sense of belonging.

The wealth and breadth of recreational activities and facilities on offer in the Naseby area was widely acknowledged in the surveys and the community workshop. Naseby is recognised as a special place of high recreational value by permanent residents, holiday home owners and visitors.

The town offers a unique mix of recreational opportunities that traverses four seasons—winter sports such as curling, the ice luge and ice skating through to summer activities such as mountain biking, walking and swimming. The scope that Naseby has as an all year-round destination for recreational activities makes it a perfect get-away for families and others.

Community survey respondents highlighted curling, walks, biking tracks, and the swimming dam as particular drawcards. Youth survey respondents advocated for more cycling and walking tracks.

Business survey respondents supported the summer luge project (see discussion below) as an activity that has wide appeal for visitors. Many business survey respondents also advocated for further promotion of the Indoor Curling Rink to rail trail cyclists, and more curling competitions to be held at the International Curling Rink.

Community workshop participants expressed many ideas for future tourism development, recognising that recreational activities and the tourism activity they generate are important to the town's economic viability. Specialist events (history or literary tours), adventure or sporting group activities, orienteering and golf were all ideas for future development. It is also anticipated that the night sky viewing platform initiative, that is being driven by Naseby Vision, will also draw people into the area.

One concept that came through strongly was the idea to establish outdoor hot pools in Naseby. This was the highest ranked recreational opportunity identified in the workshop, and the idea was also mentioned in the 2010 Community Plan.⁵

A major recreational project that is currently underway is the development of a summer luge facility, to be located in a gully adjacent to the existing ice luge on land

⁵ Naseby Community Plan, 2010, p28.

donated by Ernslaw One. The \$500,000 stainless steel luge components are originally from Coronet Peak and have been donated to Naseby.

The Naseby Summer Luge Trust is overseeing the project and is currently completing a marketing and business research project to determine a workable business model.

The luge—which would be the only one of its kind nationally—is planned to begin operating in 2016. Its presence in the town adds impetus to the view of some community workshop participants that an opportunity exists to expand summer tourism offerings.

A range of events is held in Naseby particularly in the winter months. In winter 2015 these events were held:

- Ice and luge camps in the school holidays
- Ice festival and fancy dress ice disco
- Bonspiel (the first for 84 years)
- Outdoor curling matches and the Erewhon Cup
- Audi Quattro New Zealand Winter Games mixed doubles curling
- Great Naseby Water Race
- Dog racing competitions
- Orienteering

Maniototo Curling International is a key tourism operation in the town. Figures indicate that 15,000-16,000 people visit the curling rink annually. Winter visitors are mostly local residents, while in summer they are usually visitors. The peak visitor months are March and April. Visitor numbers have stagnated after peaking three years ago—this is thought to be due to adjusted pricing and cost pressures. The curling rink hosts international events biennially.



Data from the Naseby Information Centre (see Figure 5 below) show a decline in visitors coming through the centre over the past seven years.⁶

⁶ The figures for 2015 are until 1 December. Based on data from previous years, after Christmas an average of 100 people a day will visit the Information Centre. The number of hours the information centre is open has reduced over the years due to a lack of volunteers and this is likely to be reflected in the visitor numbers.

Year	Number of Visitors
2009	5585
2010	4665
2011	4163
2012	4192
2013	4536
2014	3720
2015	2292

Figure 5. Visitors recorded at Naseby Information Centre 2009-2015

A total of 16,902 hits were recorded on the Naseby Information Centre website as at 2 December 2015.

There were concerns raised at the workshop about recreational activities and tourism. These included a perception that there is not a lot to do in Naseby, a concern that the number of people coming to Naseby to go mountain biking had declined over recent years, that there is a need for more events and for more longer stay visitors, and the fact that Naseby was a destination town not a place that travellers usually passed through. The reoccurring theme of further development versus maintenance of Naseby's unique ambience and character was also raised—as expressed by the phrase 'more people but not too many'.

Business survey respondents in particular advocated a view that there needed to be more collaboration between businesses in Naseby, the Maniototo and on the Central Otago Rail Trail, to promote Naseby, to encourage rail trail cyclists to visit Naseby and to encourage visitors to stay longer in the town. They also expressed a wish for visitor growth, better coordination of event-based tourism, and for more events to be held in Naseby.

Objective:

To attract more visitors while retaining Naseby's unique characteristics.

Recommendations for action:

- Explore the opportunity to establish a hot pools facility at Naseby.
- Explore opportunities for greater coordination in marketing Naseby as a tourism destination.

- Develop strategies to increase collaboration amongst local businesses and tourism operators.
- Explore further opportunities to attract visitors to Naseby from rail trail clientele.
- Develop the unique properties of Naseby in relation to the Central Otago regional identity – “A World of Difference”.
- Liaise closely with Tourism Central Otago to increase Naseby’s online exposure through <http://www.centralotagonz.com/>, <http://www.newzealand.com/int/central-otago/> and social media sites.
- Explore opportunities to hold more events in Naseby to attract visitors.

6.2.1. Visitor Information

The need to improve interpretative and directional signage in Naseby and surrounds so that it is easier for visitors and others who are new to Naseby to find out what’s ‘here and where’ was raised in the community workshop. (The view that better signage is needed in the forest recreation area was also raised and is discussed in Section 6.2.2. pg 29.) A concern about a lack of money to fund promotion development for the town was also raised.

Visitor survey respondents also expressed a need for more visitor information (including information on facility opening hours), more information on places to park and camp, the need for an information sheet about Naseby to be placed in accommodation outlets and a map with walking and cycling tracks to be made available.

The Naseby Information Centre is open Friday through until Monday (11am-2pm on Friday and Monday, 11am-4pm on the weekend) and is staffed largely by volunteers. There is also an official i-SITE Visitor Centre at Ranfurly, which is open during normal business hours seven days a week.

Currently there are two brochures published on Naseby which are available at the Naseby Information centre and at the Ranfurly i-Site: *A Walk Through Naseby* and *Historic Naseby*. The brochures are also held at other regional visitor information centres.

A profile on Naseby is also available through the following websites:

<http://www.nasebyinfo.org.nz/>

<http://www.centralotagonz.com/visit/naseby>

<http://www.newzealand.com/int/naseby/>

http://www.visit-newzealand.co.nz/CentralOtago/html/naseby_central_otago.html

<https://www.tripadvisor.co.nz>

Information on Naseby's attractions is also available on the websites of local tourism operators and accommodation providers. Facebook pages featuring Naseby include a community page (Naseby, New Zealand) and others that belong to individual operators or businesses such as Naseby Forest recreation area (Ernslaw One) and Naseby Luge.

Objective:

To have appropriate signage that provides clear directions and information for visitors to Naseby.

Recommendations for action:

- Conduct an audit and review signage to identify gaps and opportunities, and explore opportunities for funding.
- Review current online content about Naseby and collaborate with online and social media providers to achieve a higher profile for Naseby's attractions.

6.2.2. The Naseby Forest Recreation Area

The Naseby Forest could be described as a `taonga' for the people who live in Naseby and the surrounding area. The tranquil, natural environment it creates is at the heart of what makes Naseby special.

A brief history of the Naseby Forest is detailed in Section 4.6, pg 16. While the forest offers recreational opportunities for locals and visitors within the 500ha recreation area set aside by private owners, Ernslaw One, it is primarily a working forest that operates commercially.

Ernslaw One, which has owned and invested in the forest for 16 years, allows public access to this recreation area at all times, except when there is a high risk of fire or when pest control work is taking place. The company has funded the construction of an alternative mountain biking track on Channel Road that can be used if the forest is closed.

There are currently three entry points to the forest with car parking facilities at the Hogburn, Wet Gully and Coalpit Dam areas. Over the years the company has assisted with funding to develop and mark out mountain biking tracks. Later in 2016, a joint project will begin with the Otago Mountain Bike Club to name all walking and mountain biking tracks in the forest recreation area.

The Naseby community has a good working relationship with Ernslaw One, the forestry owner. Workshop participants recognised that this relationship is critical to maintaining permanent access to the forest for recreation. The need for community leadership to continue to build a strong partnership with the company was highlighted.



Throughout the community planning process there were frequent comments about the recreational opportunities the forest's recreation area offers. The need for better directional and informational signage in the forest recreation area was raised by workshop participants.

The new signs that Ernslaw One and the Otago Mountain Bike Club are installing in 2016 will include a forest information board and also outline new health and safety rules. A forest map is available from Ernslaw One's Naseby office and from the Naseby Visitor Information Centre.

The company proactively participates in forest fire safety planning. Fire risk is monitored daily and the forest recreation area is closed if the risk is extreme. The company holds detailed fire mitigation plans and operates its own fire appliances. A company representative participates in regular meetings with the Naseby Volunteer Brigade, Rural Fire and Naseby Vision.

Objective:

To continue to foster a strong partnership between the community and Ernslaw One that mutually benefits both parties.

Recommendations for action:

- The Naseby community maintains regular liaison and contact with representatives of Ernslaw One.



6.2.3. The Eden Hore Collection

Of particular note in the workshop discussions and in responses to the business survey was the strong desire for the Naseby community to play a significant part in the future of the Eden Hore Collection.

The collection—a nationally significant treasure that showcases a slice of New Zealand’s couture fashion and social history—is the largest private collection of 1970s couture fashion in the Southern Hemisphere. It represents the beginnings of New Zealand’s fashion industry and is a unique example of couture fashion from the 1970s and 1980s.

Both the garments themselves, and the stories behind the collection, are important to the people of Central Otago, the communities of New Zealand, and national and international fashion and textiles enthusiasts.

The CODC purchased the Eden Hore Fashion Collection from Mr Hore’s nephew John and his wife Margaret Steele in August 2013. The family agreed to sell the collection, provided it is kept together as one collection and remains within Central Otago, preferably Naseby (the nearest local village to Mr Hore’s sheep and cattle station).

In 2015 the CODC received a \$40,000 Lotteries Commission World War One Commemorations, Environment and Heritage fund grant for a feasibility study to explore how the collection could be curated. The study is expected to be completed in May 2016.

At the community planning workshop there was a considerable ‘buzz’ and enthusiasm for the potential benefits of the Eden Hore collection being displayed in Naseby. There were suggestions that it could be displayed in either a purpose-built building or in one of the town’s old, unused buildings. Participants felt it was important that local knowledge pertaining to the collection was retained and that the collection’s ‘Naseby story’, was told.

Many business survey respondents also supported the development of a facility to house the collection in Naseby, stating that it would be a big drawcard for the town.

Objective:

Naseby is recognised as the home of the Eden Hore Collection and the place where its story began.

Recommendations for action:

- To promote to CODC the importance of Naseby within the story of Eden Hore.
- Naseby Vision meets with the feasibility study group to discuss opportunities for Naseby’s involvement in the collection.

6.3. Communications Technology

Cell phone coverage

Up until late December 2015, cell phone coverage had been non-existent in Naseby and this was a major impediment to economic growth. Businesses need good connectivity to operate effectively, visitors usually want to maintain contact with family and friends while travelling, and good coverage is also important for emergency services when responding to a serious incident. At the time of the business survey, respondents reported frustration with the limited coverage in and around the town and indicated that they were losing business because of patchy coverage.

In April 2015 work began to install a new 3G cell phone tower off Channel Road that will service Naseby and other parts of the Maniototo area. The cell phone tower began operating in mid-December 2015, providing households in the area with improved mobile coverage and the option to upgrade to 4G high-speed wireless broadband. The tower was funded from the government's rural broadband initiative.

The recent upgrading of cell phone connectivity has provided an excellent standard of service, which has relieved community and business frustration and will help to create business opportunities for the area.



Broadband

As with cell phone coverage, good broadband is a vital tool in operating a business effectively.

Naseby Vision has worked with Chorus over the past year to facilitate an improvement in the town's broadband services. Chorus has recently upgraded Naseby's broadband service to ADSL2+, which equates to a download speed of 10 – 20 Mbit/sec. In addition, residents living within 900m of the Derwent Street cabinet will have the option of upgrading to VDSL, which has a download speed of better than 20Mbit/sec.

Currently, demand at peak times is still constraining the system's ability to provide reliable speeds for users. However, further improvements are scheduled by later in 2016.

Objective:

To maximise the opportunities that effective cell phone coverage and potential broadband improvements will bring to Naseby.

Recommendations for action:

- All promotional material includes that Naseby has good cell phone coverage and 4G wireless broadband.
- Publicise the improvement in these services to the business communities in Otago/Southland and wider community.
- Work to ensure that Naseby has the right infrastructure in place to support moderate tourism growth.
- Establish a free WIFI for visitors in the centre of town (engage with SPARK, Vodafone or 2degrees) at a key location such as a café, and ensure that this is well-publicised to visitors.

7. Infrastructure

There was a number of comments on the topics of footpath, lighting, roads and recycling at the community plan workshop. The issue of fire risk management in the town was also raised as a barrier to growth via an email read out at the workshop—this will also be addressed here.

Community survey respondents in response to the question ‘what is your vision for Naseby?’ ranked moderately (11 out of 18 themes) the need for good infrastructure that meets the needs of the community.

There were also comments from a few business survey respondents about the need for a more regular maintenance work programme.

Footpaths and Curbing

The general condition of Naseby’s footpaths was of particular concern at the workshop.

Workshop participants discussed the need to upgrade all of Naseby’s footpaths and particularly mentioned the need to improve the surface of the Channel Road footpath that leads to the curling rink. These matters were also raised in the business survey.

The CODC fully funds the construction and maintenance of footpaths as a ward activity. Regular maintenance is carried out throughout the district to repair isolated footpath faults and there is also an annual programme to resurface or rebuild footpaths.

Most of Naseby’s footpaths have a gravel surface which requires periodic maintenance to maintain a smooth, compacted surface. Naseby’s footpaths have not been sealed largely because of the cost burden this would place on the town’s small ratepayer catchment.

The CODC has a work programme for the construction of disability-friendly footpaths to improve accessibility in areas of highest use and as budgets allow. All of Naseby’s footpaths have been inspected and there is a prioritised work plan for footpath maintenance. An aspect of this work is to make the footpaths as disability friendly as practicable.

There was also a concern raised in the community survey and by a business survey respondent that historic footpaths were being damaged and dug up, and that abutments were being damaged. The CODC reports that snow clearing work has at times damaged historic gutterings and abutments. Roading contractors will repair any damage that has occurred, although sometimes damage can be obscured by snow when clearing work is underway. Efforts will be made to undertake repairs at a later date if the CODC is notified.

Lighting

The need for more effective, brighter street lighting on all streets was raised as an issue at the workshop. In particular, the need for lighting along Welcome Hill was mentioned.

Over the next two years the CODC plans to put LED bulbs in all of the town's conventional street lights to improve lighting quality. Naseby Vision intends to discuss "dark sky" lighting options with the CODC as part of this upgrade.

Naseby Vision is also lobbying for a street light to be installed in Lua Street. This request has been lodged with CODC's roading staff and a new light will be installed in Lua Street when the LED replacement programme takes place. The CODC reports that other areas of concern, such as Welcome Hill, could also be reviewed during this process.

Roading

There was a general comment from workshop participants about the number of gravel roads in the Naseby locality and in particular the view that Ridge Road should be sealed to create a loop through Naseby.

The life cycle cost of maintaining and resurfacing a road with a gravel surface is typically one-third of the cost of maintaining a sealed road.

Sealed roads are only a more cost-effective option when they carry several hundred vehicles a day, or alternatively have relatively high traffic volumes (an average of approximately 150-200 vehicles per day) but are located in steep and winding topography.

Information from the CODC indicates that it would not be cost-effective to seal Ridge Road. Business survey respondents highlighted a concern around the state of the Dansey's Pass road and the need for it to be made safer. This road is managed through the CODC's maintenance programme.

Waste and recycling

The issue of green waste disposal was raised at the workshop.

Since June 2015, kerbside recycling and waste services have operated in Naseby and properties are provided with three bins—one each for waste, mixed recycling and glass. The nearest recycling drop-off facility for green waste is at Ranfurly.

When the kerbside recycling service was introduced, a recycling drop-off facility operated by the CODC in Naseby closed, although Naseby Vision did lobby for its retention. Workshop participants said the current system made it difficult for locals and holiday-home owners to manage additional waste.

Fire Risk

In an email from a ratepayer, the issue of fire risk management for the town was raised.

The town has a fire evacuation plan which includes fire prevention information that is updated annually and circulated to all households each summer.

The Otago Regional Council's Pest Management Strategy defines Pinus Contorta containment areas. These are places where Pinus Contorta, due to its propensity to spread relatively quickly, is not permitted to grow. Subsequently, Ernslaw One is milling two blocks of Pinus Contorta to the north and west of Naseby township, identified as part of a containment site. The milled areas have been replanted with Douglas Fir and Pinus Nigra – both species that are less combustible than Pinus Contorta.

Objective:

To ensure that Naseby continues to have the infrastructure and services it needs to operate as a viable place for people to live and visit, and to provide for any increase in population and economic growth.

Recommendations for action:

- Notify, through Council's service request system, any maintenance requirements in relation to Council-managed infrastructure.
- Continue to liaise with Council for improvements in infrastructure, roading, lighting and footpaths where these are seen as important to the community.
- Work with the community to develop a local solution to the disposal of green waste.
- Work with the NZ Fire Service to develop a community campaign that provides public information for individual households on how they can take responsibility for fire protection.
- Discuss with Ernslaw One the options for managing the potential fire risk around the perimeter of Naseby township, including tree plantings that are less susceptible to fire,
- Meet with all landowners (e.g. DOC, CODC, LINZ, and private property owners) to discuss clearing scrub around the town to reduce possible fire risk.

8. Heritage

The legacy of Naseby's goldmining era lives on in distinctive old-world charm and a strong heritage spirit that provides a point of difference.

There was general consensus amongst workshop participants and community and business survey respondents about the need to embrace, preserve and sympathetically manage Naseby's rich heritage in any future development opportunities.

Sixteen visitor survey respondents also commented that they enjoyed the local heritage and history. Comments included 'a journey back through time', 'historic town and buildings a great feature' and 'good to see the locals trying to retain its heritage.'

Heritage and history came through strongly as a theme in the community workshop but not as strongly in the community survey. However, community survey respondents valued ambience highly and words such as 'quaint', 'historic' and 'village atmosphere' were used to describe this quality.

When asked the question 'what would make Naseby a better place to operate?', business survey respondents commented that care needed to be taken to preserve historic sites and culverts, something that they thought did not always happen when contracting work was being done. They also highlighted their concern about the deterioration of The Stables building, advocating that it be developed appropriately. While acknowledging that Naseby 'needed to change', business survey responses highlighted that it was important that the town retained its historic and heritage features and did not become too commercialised.

An opportunity that was rated highly by workshop participants was the need for Naseby to continue as a strong heritage town that did not lose sight of its rich goldmining history.

8.1. Naseby Historic Area

Naseby has a unique collection of 19th century buildings and trees, the legacy of its development as a servicing and light industrial centre for goldminers who stayed after the 1863 gold rush, run holders and subsistence farmers. Naseby's historic significance has been recognised by Heritage New Zealand, which has registered it as the Naseby Historic Area. Images of the area are iconographic in representing Central Otago's goldmining past.⁷

Twenty sites (mostly buildings but also the cemetery and war memorial and gun) are listed in Part A of Schedule 19.4 of the CODC district plan, including some that are

⁷ <http://www.heritage.org.nz/the-list/details/7365>

registered with Heritage New Zealand. There are also 12 notable trees listed in Part B of Schedule 19.4.⁸

It is noted that the CODC district plan is currently going through a regular review process.

Naseby Vision proactively contributes to the preservation of Naseby's heritage value. The most significant project coordinated by Naseby Vision and completed in 2013 was the installation of 17 heritage lamp posts in the town as a 150th year commemoration project. The project was an extraordinary community effort with donated time, money, skills and equipment. Naseby Vision raised around \$40,000 towards the project, with its members and Maniototo Lions Club members contributing hundreds of hours of voluntary labour. A 'switching on' party was held in May 2014.

In another project led by Naseby Vision, options to repair and preserve the town's World War One war memorial are currently being explored.

Naseby Vision annually updates the brochure *Historic Walks Around Naseby*. It also has plans to develop additional signage at historic sites.

The number of historic buildings in Naseby inevitably leads to concerns about the cost of maintaining these buildings and this issue was rated highly by workshop participants as a barrier to growth.



⁸<http://www.codc.govt.nz/SiteCollectionDocuments/Plans/District%20Plan/Section%2019%20-%20Schedules/04%20-%20Register%20of%20Heritage%20Buildings%20Places%20Sites%20and%20Objects%20and%20Notable%20Trees.pdf>

Objective:

To continue to preserve and respect Naseby's rich heritage, while (a) being receptive to the increased tourism opportunities it offers, and (b) ensuring that all future local development is sympathetic and compatible with its high heritage value.

Recommendations for action:

- Raise the profile of the town's heritage value as part of a wider coordinated marketing strategy to attract visitors to the town (see Tourism Section and Recreation Section 6.2 pg 25).
- Ensure the restoration of the town's war memorial.
- Develop signage for historic sites that utilise technology to enhance information for visitors (e.g. QR codes).
- Participate in the review of the district plan to uphold Naseby's heritage values.

8.2. The Highburn Sluicings

As part of the community plan process, the Highburn goldmining sluicings were identified as an asset to the Naseby heritage story. It was thought that if the area was cleared of wilding pines it could be of interest as a tourism attraction. These historic sluicings cross through several landowners, including CODC, private ownership and Ernslaw One.

As part of its working forest, Ernslaw One manages the wilding pines in the Highburn sluicings area. This includes removing *Pinus Contorta* and leaving commercial species in place. The company must also conduct an archaeological survey of the area every five years.

Under the Otago Regional Council's water plan, Ernslaw One is required to minimise sediment run-off in the Highburn sluicings area. Trees in the area play an important soil conservation role in minimising sediment run-off and this is an important consideration in managing the site. This factor also means it is not feasible to permanently clear the sluicings.

However, Ernslaw One has harvested two blocks of planted *Pinus Contorta* at the top end of the Highburn catchment. In these areas (within the forest recreation area) sluicings are visible and will be until new trees become established in 10-15 years' time. This provides visitors with opportunities to view historic mining sites.

Objective:

To explore tourism opportunities in relation to the Hogburn Sluicings.

Recommendations for action:

- Meet with landowners to discuss the feasibility of utilising and promoting the Hogburn sluicings that are visible as an attraction for visitors to Naseby.
- Establish dialog with Ernslaw One with a view to develop signage/interpretation to encourage people to view and explore historic sites.



Figure 6. Aerial photograph showing area where the Hogburn Sluicings are located.

9. Community Empowerment

9.1. Volunteers

Volunteers represent vital 'social capital' for Naseby. Many of the town's 120-strong permanent population volunteer in some capacity, often staffing services such as the information centre, the ice rink and museum but also taking key roles in new initiatives in the town and providing service to the Fire Brigade and St John Ambulance. Volunteers also undertake informal roles such as snow raking in winter, rubbish collection, clearing drains, trimming trees or maintaining public grounds.

In particular, the town relies on local volunteers to support the increased service demand that occurs during the peak summer season when the population swells by several thousand. Volunteers are mostly recruited by word of mouth and as one local described it 'it's about people looking after each other often with a long and deep connection with the district.'

The town's dependence on volunteers to operate important town services was raised by business survey respondents, who felt that Naseby's aging population may mean a decline in the pool of volunteers available to do this work.

A number of Naseby's 'cribbies' and regular holiday makers have indicated a willingness to be involved in local community volunteer events. This additional support and participation in running events and activities could provide valued assistance to Naseby's existing pool of volunteers.

Objective:

Naseby's volunteers are valued and supported

Recommendations for action:

- Reach out to cribbies / holiday makers and encourage them to become involved in volunteer activities.

9.2 Partner Relationships

The need to strengthen relationships with Naseby's partners in government was highlighted at the workshop and by business survey respondents.

There were general comments at the workshop about 'red tape'. Business respondents suggested that, in particular, the CODC could consult more effectively on proposed infrastructural changes, that communication could generally be improved and that there were issues with decision making and slow and costly consent processes.

Objective:

To work to improve communication and information flow with government agencies.

Recommendations for action:

- Strengthen the relationship with the CODC and Maniototo Community Board to improve the two-way communication and information flow.



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Appendices

Appendix 1. Community Survey (including Youth Survey) - Analysis of Results

Naseby

Community Survey

October 2015

Analysis of Results

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Introduction

In late 2014, Council was approached by Naseby Vision to help facilitate the review of the 2010 Naseby Community Plan. This review will result in the community's third plan.

Naseby's first community plan was developed in 2006 and Naseby Vision wanted to get a fresh perspective on what the community most values about Naseby and how they would like Naseby to look in 5 or 10 years – thus helping develop a vision for the community.

On 15 September 2015, surveys were sent to all Naseby residential property owners on the Central Otago District Council rates database. Responses needed to be returned by 5 October.

Out of 331 surveys, 78 were completed and returned.

As an important part of the current Naseby community and the community into the future, the youth of Naseby were also surveyed. A 'youth survey' survey was included at the end of the community surveys for children aged 18 years and under to complete and have their say.

The following is the analysis of the results of the community survey and youth survey.

Values

What are the things you value most about Naseby?

The community was asked what they valued most about Naseby. They were asked to list as many values as they wanted and to select the one value they felt was most important.

From the 78 respondents there were 402 comments.

For the analysis, the 402 comments were categorised and these categories are displayed in the graph below. Appendix one details all comments by category.

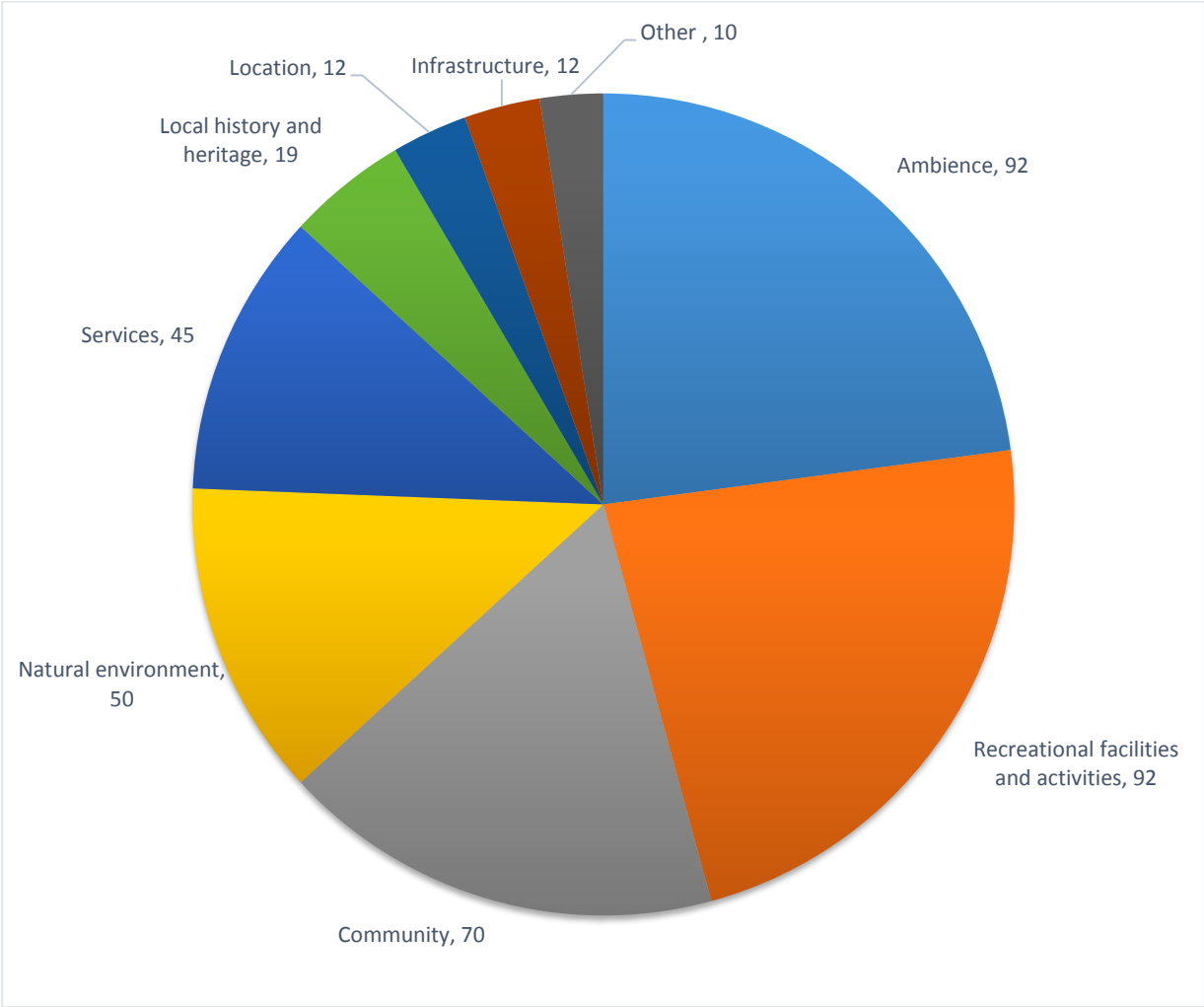


Figure 1. Overall values

The Naseby community strongly value the town’s ambience (92 comments) - the peace and quiet, the quaint small town feel and slow pace of life. Comments included, “The relaxed small town atmosphere”, “Tranquillity and slower pace of life”, “It’s so unspoiled by change, a real peaceful place”.

Naseby’s recreational facilities and activities are also strongly valued by the community (92 comments) – the swimming dam and forest tracks and trails were most commonly mentioned along with walking, biking and curling. Comments included, “Forest walking and biking tracks”, “The

swimming dam has great appeal” and “Curling rinks especially the indoor year round venue”. The community also value having access to the Naseby forest for recreational purposes (8 comments), for example, “Access to the forest for biking and walking”. Some respondents also said they valued the range of recreational facilities and activities available in Naseby.

The strong sense of community is highly valued by residence and holiday makers in Naseby (70 comments). A safe town for families, friendly locals and the small and supportive community were all commonly mentioned with comments including, “Honest, safe caring community”, “Safe for children” and “It’s a community of caring people”.

Naseby’s beautiful natural environment is also valued by the community (50 comments). The climate, the seasons, the forest and the trees around town were all mentioned by respondents with comments including, “The forest is fantastic and all the old trees”, “Snow and blazing heat in summer”, “Cold frosty winters” and “Forest and surrounding landscape”.

Local services such as the store, museum, café, library and pubs are all valued by the community. Some respondents feel Naseby has a good range of services and facilities for the size of the town and a number of people mentioned the importance of having the store and café continuing to operate. Some comments included, “The convenience of the shop”, “Enough services to make holiday’s comfortable”, “Good food from the pubs”.

Respondents were also asked to identify the one most important thing that they valued most about Naseby. From the 78 respondents, 54 specified the value they felt was most important. This is shown in the graph below.

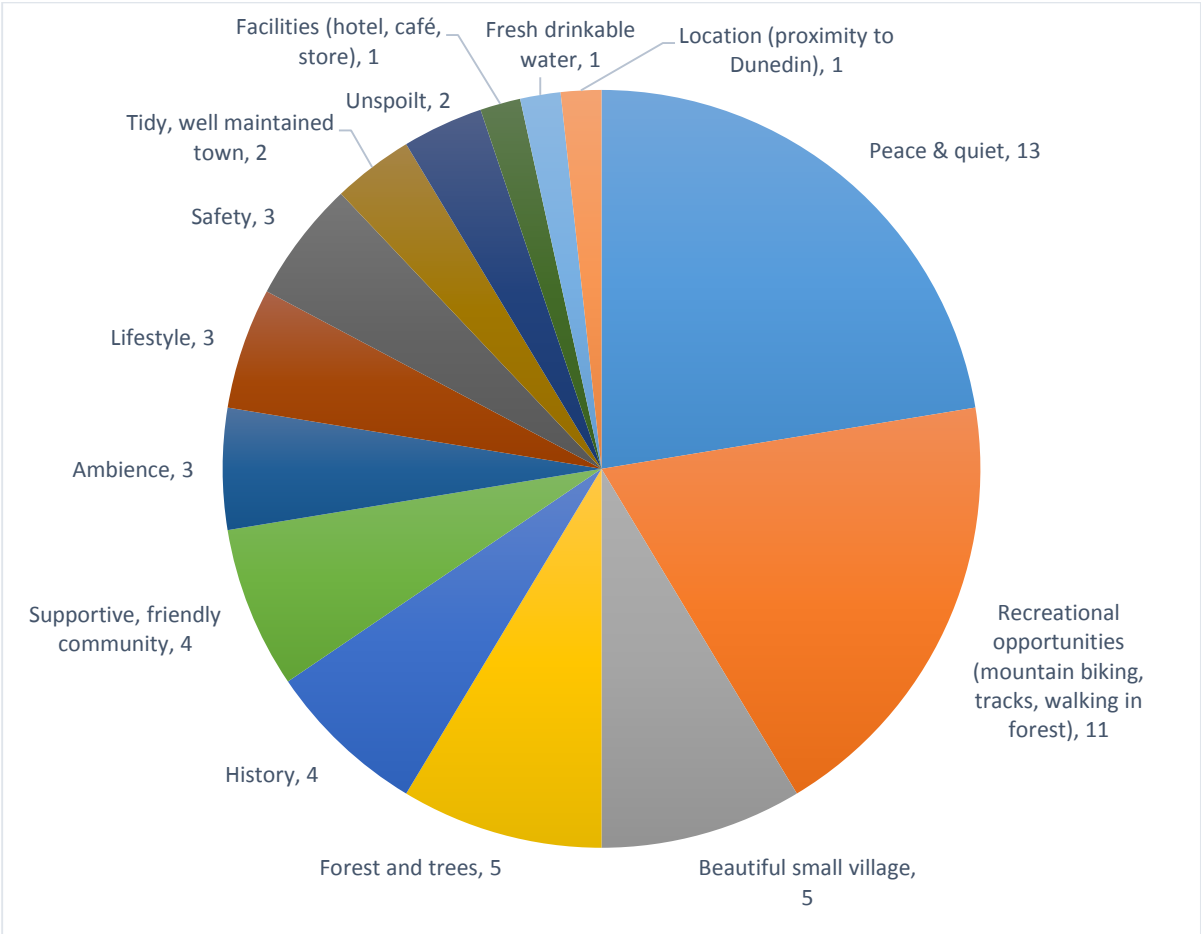


Figure 2. Most important values

The peace and quiet in Naseby was selected as most important by 13 people, recreational opportunities in Naseby was considered most important by 11 people and the small village and forest and trees were each selected by five people.

The values considered most important correlates with the overall values with ambience (peace and quiet) and recreational opportunities in Naseby being at the top of both lists.

Other comments

Respondents were also asked to provide any further comment about what they value about Naseby. 28 comments were received and are included in appendix two.

Many of the comments corresponded with the things most valued by the community, including retaining the ambience of the town in the face of growth and development, the reliance on Ernslaw One for continued access to the forest for recreational activities, the local community being very welcoming of visitors and the family friendly environment Naseby provides including great summer events (New Year’s Day event, Christmas lights and fireworks).

Vision

What is your vision for Naseby?

The community were asked what sort of place they would like Naseby to be in 5 or 10 years or for future generations; 70 out of 78 respondents provided their thoughts.

The table below details the key themes ranked according to the number of times they were mentioned by respondents (with 1 being the most commonly mentioned and 18 the least commonly mentioned theme).

Rank	Themes	
1.	Retain unique character	Small, peaceful town that retains its old world charm.
2.	Lifestyle	A place where residence and visitors can relax and enjoy the peace and quiet.
3.	Careful and steady progress	Thoughtful development sympathetic to the environment.
4.	Good amenities for residents and visitors	All the amenities required for comfortable living.
5.	Recreational activities	Recreational activities available year-round for people of all ages to enjoy.
6.	Family friendly	Fun, family environment with family focused activities including Christmas and New Year events.
7.	Safe and quiet	Safe town where people can walk and children can ride bikes. Safe from fire.
8.	Visitors	Welcome more visitors come to Naseby.
9.	Heritage	Preserve Naseby's rich heritage.
10.	Technology	Move with the times with better cell phone coverage and broadband.
11.	Good infrastructure	Street lighting, phone lines, footpaths, clean drinking water. Infrastructure to meet the needs of the community.
12.	Well maintained town that is clean and tidy	
13.	Promotion	Promote what the area has to offer to encourage more visitors.
14.	Continued access to the forest and dams	
15.	Mountain biking	Develop and grow the mountain biking experience in Naseby.

16.	Strong community with more volunteers	
17.	Viable businesses	Businesses are doing well with opportunities for employment and self-employment.
18.	Larger town with more residents, visitors & amenities	

Figure three. Vision themes

The Naseby community are passionate about their town and its surrounds and the peaceful lifestyle it provides for both residents and visitors. It is important to many that the unique character of Naseby is retained while careful change and development takes place, ensuring Naseby is a viable community into the future. The community would like Naseby to remain a safe, family friendly town that embraces its heritage and has good amenities and infrastructure to sustain a slowly growing local population and an increased number of visitors.

The community is proud of and grateful for the range of recreational activities and facilities available in Naseby which cater for all ages. The forest and swimming dam provide many of the recreational activities that people love in Naseby and continued access to both is considered very important.

Many believe that improved technology such as better cell phone coverage and ultrafast broadband are important for the sustainability of existing businesses as well as to help attract more businesses to the town.

Other comments

Respondents were also asked to provide any further comment about their vision for Naseby. 27 comments were received and are included in appendix three.

Many of the comments reiterated the things mentioned by the community about what sort of place they would like Naseby to be in the future; including careful planning for change and preserving the peaceful ambience of the town, having a well maintained town, support for the limited volunteers, improved cell phone coverage and continued access to the forest were all mentioned.

Other comments that were not strong themes throughout the rest of the survey include concern about high rates, the number of houses for sale in Naseby, and preventing re-zoning and urbanisation of the land surrounding Naseby.

Naseby

Youth Survey

October 2015

Analysis of Results

Youth

As an important part of the current community and the future of Naseby, Naseby Vision wanted to get the views of the young people who live and holiday in Naseby. A youth survey was sent with the community survey for young people 18 years and under to complete.

They were asked to think about what they love doing in Naseby, what they'd like to see in Naseby in the future and what they'd change about Naseby if they could.

From the 78 community surveys returned, 35 youth surveys were completed.

It is worth noting that when reviewing the data in detail it appears that there may have been some misunderstanding about who should be completing this section of the survey. A number of comments suggest that people over the age of 18 have answered the question. All data has been included in the analysis.

What do you love to do in Naseby?

Young people were asked, “What do you love to do in Naseby?” From the 35 respondents there were 109 comments.

The graph below shows that the young people love all the fun activities available in Naseby with 74% of all comments being about the recreational activities. In particular, mountain biking, the forest (biking, walking dogs, building huts, collecting pinecones) and the swimming dam were all very popular activities. The peace and quiet and the food at the pub, store and café are also things that the young people love about Naseby, as well as walks around the town.

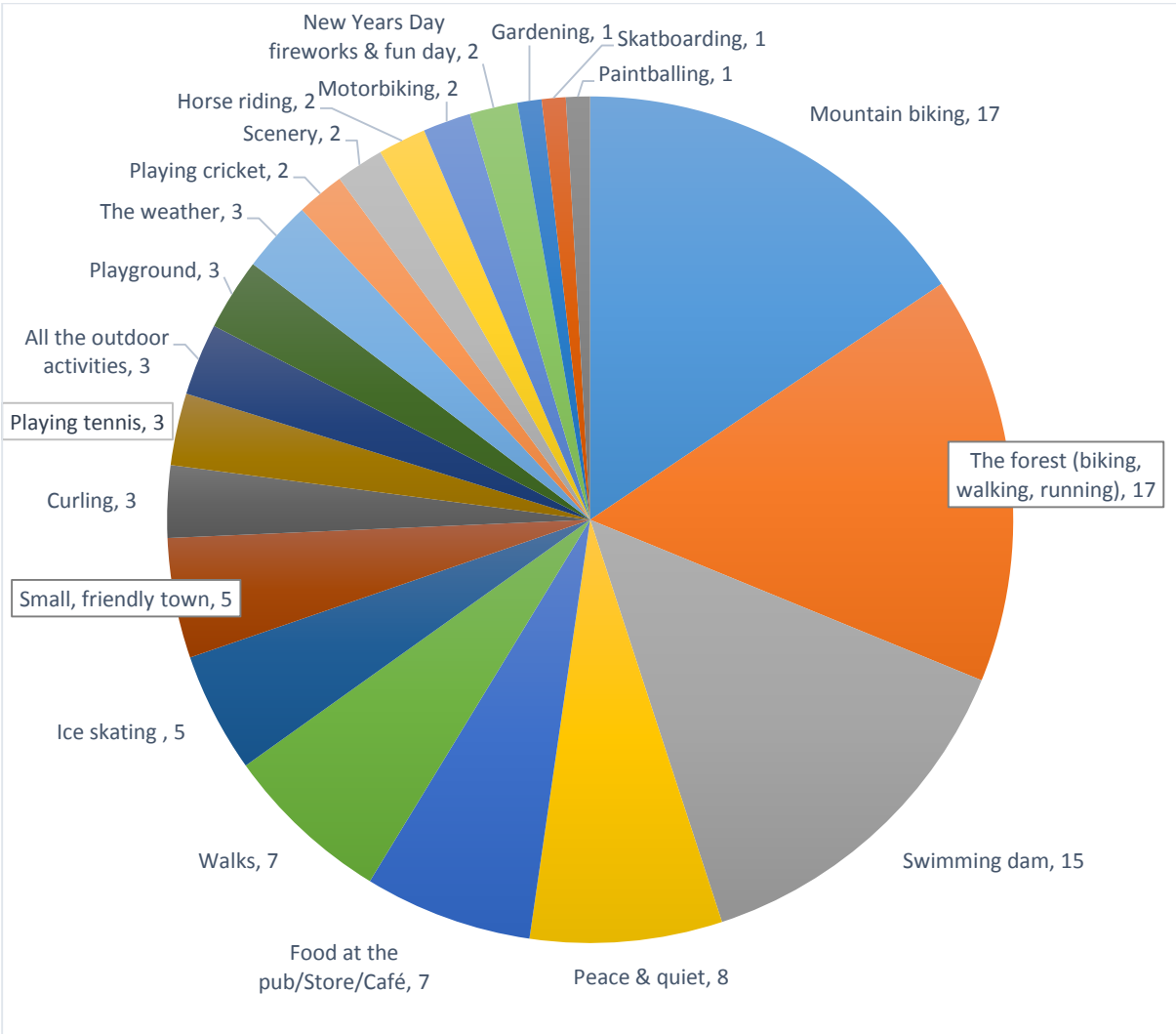


Figure four. What youth love about Naseby

What would you like to see in Naseby in the future?

Young people were asked, “What would you like to see in Naseby in the future?” From the 35 respondents there were 51 comments.

The graph below shows that over half of the comments regarding what young people would like to see in Naseby in the future relate to recreational activities. Some young people would like to see some of the existing recreational activities upgraded or developed, including more biking and walking tracks and a better playground (see figure six). They would also like to see some new recreational activities in Naseby, including dirt bike tracks and a skate park (see figure seven).

More events such as a family picnic day and quiz night were commonly mentioned, as well as better cell phone reception.

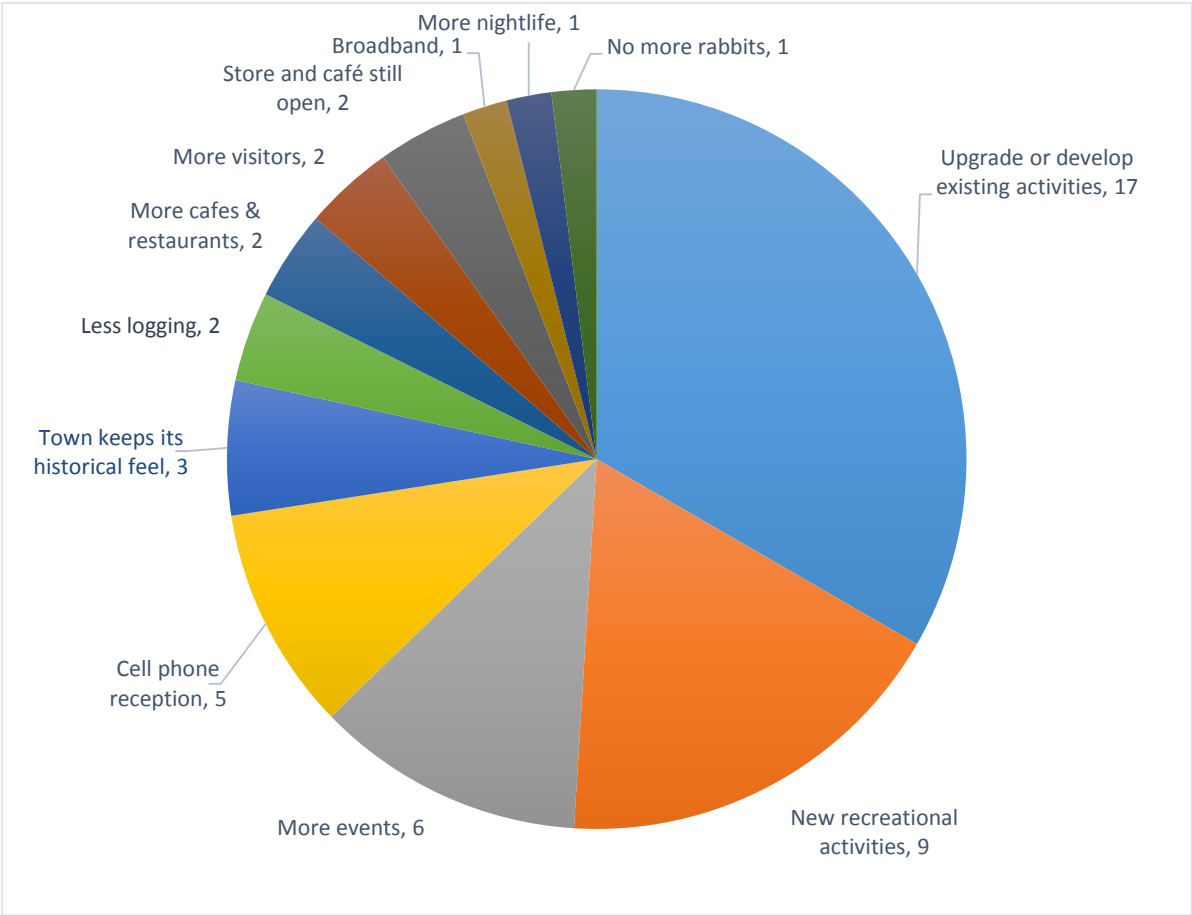


Figure five. What youth would like to see in Naseby

Improve existing recreational activities	No. of comments
More bike and walking tracks	10
Better playground (fort, bigger swings)	3
Upgrade the confidence course	2
Goal posts on the reserve	1
Slide into the dam	1

Figure six. Improvements youth would like to see to existing activities

New recreational activities	No. of comments
Dirt bike tracks	2
Skate park	2
Go kart track	2
Flying fox	1
Mini golf	1
Hot pools	1

Figure seven. New activities youth would like to see in Naseby

If there was one thing you could change about Naseby, what would it be?

Young people were asked, “If there was one thing you could change about Naseby, what would it be?” From 35 respondents there were 31 comments.

There were few commonalities in the things that young people said they would change about Naseby. The most common comment was that they like it the way it is. Cell phone reception is something that 4 young people would change, as was less logging in the forest and more activities at the swimming dam.

Change	No. of comments
We love it the way it is	5
Cell phone reception	4
Less logging	3
More activities at swimming dam	3
Improve the playground	2
Financial investment	2
Greenwaste area	2
Cafes and restaurants	1
Maintaining historic feel of the town	1
Tar seal some roads	1
Go karting track	1
Minimise fire risk presented by trees	1
More family activities	1
Be part of the Rail Trail	1
Activities for teenagers	1
Free wi-fi	1
Road to Dam too steep	1

Figure nine. What young people would change about Naseby

Appendix one. Values

NB. Comments with an asterisk (*) are those selected as 'most important' by respondents.

Ambience

*The relaxed small town lifestyle
The peaceful atmosphere
Small size, so you can easily walk to everything
Quiet, sleepy community - time out from hustle & bustle of life
The small town community feel
Quaint buildings and houses (some better than others)
*Ambience - quaint, historic
Ideal Country Retreat
*Quiet pace of life
*Its so peaceful - even when busy?
Quietness
The tranquillity
Peace and quiet
Lifestyle - pace of life
*Lifestyle
Relaxed atmosphere
It is small
Peace & quiet
*The authenticity of small town NZ
Slow pace of life
The Central Otago feel
the quaintness
Quietness
Quietness
*Peace & quiet
It's a tonic, good for the soul and a wonderful health fix.
Its peacefulness, friendliness, with lots to do and great for just chilling.
You can just be yourself - that's always OK. Its great for all ages.
Just looking forward to the next trip up there makes me feel good.
Ability to be very active yet in peaceful setting
"Unspoiltness" (development done in keeping with above)
Quietness
Peace & tranquillity
*Peaceful, attractive village community
*Uncomplicated, laid back relaxed environment
The quaintness
*The peace & quiet
Peace & Quiet
*Unspoilt
Quiet
*Unique ambience
*It is a pleasant, <u>peaceful</u> place to be in
Peaceful setting & history
Tranquillity
*Atmosphere - activities
*Small village, relaxed lifestyle, quiet
Peace & quiet
*Unspoilt, gently evolving
The usual tranquillity/the fun Xmas

size/scale
The historic atmosphere where mountain biking is becoming very popular.
*Peace & tranquillity
relaxed environment
Peace & tranquillity
"Small town" atmosphere & community
Silence - always a quiet town (getting away from the noise)
*Peace & quiet
Quietness
It is a quiet safe place to live & work
Quietness
The tranquillity & beautiful forest
Quietness of the town
Quietness
Peace
Small town
Quiet
The slower pace of life
*The peace & Quiet - small town feel. Relaxed not like the hustle & bustle of places like Queenstown & Wanaka - A place for kiwi families.
Tranquillity
The peace and quiet at weekends
*Its quiet, peaceful and charming and its history remains intact.
*Its so unspoiled by change, a real peaceful place - no big shopping chains etc. - makes it the perfect quaint wee place to live.
Its uncluttered by city bill boards & advertising
*The peace & quiet
Peace & Quiet
Tranquillity and slower pace of life
*The overall unique little village atmosphere
Quietness
Peaceful & quiet
Tranquillity
*Peace and quiet
The peace & quiet
The relaxed pace
*Quiet and relaxing
*It's small size
*Small - not over developed not lots of houses
Peaceful surroundings
"Village" atmosphere or not
Everything is within walking distance e.g. shop, café, library, pub, curling rink
Size
Untrendy and not like Queenstown/Wanaka/Arrowtown
Being "away from it all"

Recreational facilities and activities

*Access to recreational opportunities year-round
Ease of access to forest and provision of cycling tracks
Mountain Biking
Several activities to do
Playgrounds, amenities etc. for families
Activities that suit all ages
Great Walks

the great walks
*Mountain Biking
being able to walk
Curling in winter
Swimming dam access in summer
Walks
Hofman Dam
Walking tracks
Outdoor activities
Forest - walks, mountain biking etc.
Walks
Curling
Forest walks & cycle trails
Swimming dam, plus Hoffman & Coalpit
Swimming day
Cycling tracks & walking tracks
Tennis courts & playground, domain
Ice skating (outdoors). Local shop, café & put
The great amenities provided & offered (e.g. tennis court, curling rink, swimming dam, bowling green etc.)
Great recreation
great range of outdoor activities
The forest tracks available for walking or biking
*Mountain Biking
Winter activities - skating/luge/curling
Playgrounds
Access to forest for walking MTB
Plenty of activities golf/cycling/walking etc.
The value of the curling rinks especially the Indoor year round venue
The swimming dam has great appeal.
Walks in the forest
Biking in forest & surrounds
Walks along water race & through forest
Easy access to golf course
Mountain Biking
Tennis courts/pub/historical buildings
Recreational - ice skating, curling, luge etc.
Local walks
Cycling
*Uses tracks (walking or riding through forest)
golf course
Swimming dam
It has plenty to offer with bowls, golf, tennis, fishing, biking, gold panning
Information centre & museum, swimming, skating curling & lugging
Ability to access the forest to walk, run swim & bike
forest walks
Biking opportunities
Swimming dam & curling
Access to Naseby Forest
Golf Club
Being so close to activities e.g. 4x4 tracks, skiing, good restaurants and hotels.
Access to the forestry for walking and biking
*Mountain biking on our doorstep
*Able to walk and ride through the forest
The Swimming Dam

There are so many things for kids to do if they want to - Its fantastic
The bike tracks
Easy access to walking tracks
Tracks for walking and cycling
*Forest walking and biking tracks
Swimming dam
Forest recreation area & dams
The swimming dam
Forest biking walks
Curling & ice rink
*Mountain biking
Good range of activities for young kids
*Access to forest for biking & walking
The water race as a feature & to use
The swimming dam
Hiking and biking trail extension
Ice rink facilities maintained and improved
Walking tracks
Fishing
*The forest for mountain biking and walking
The swimming dam and playground - ice rink
Great dam - swimming
Great tracks for biking
Ice-skating really neat - Naseby residents get a discount ice skating
The cycle ways
Lots of bike trails and forest tracks
Family friendly tennis court, playground, camping ground
Swimming dam
access to the forest
Maintained park/track/dam
Camping

Community

The close knit community
Community - people
*Supportive Community
Strong community spirit
*Community Spirit
small community
Community feel & spirit
*Honest, safe caring community
The sense of community
It's a community of caring people
Community feel - can embrace
*Friendly community
The community spirit
Viable community attracting home
Community activities & support
The community
Friendly people go there
Fab people - locals & visitors
nice people
Locals are good people – understated

That fact that people from all walks of like take such pride in the village
Many local people are from families many generational old, but are accepting of newcomers.
Down to earth people
All the people are very friendly and welcoming and helpful
Friendly people
the unique people that live there
The mix of retired people & young families that holiday there
The Locals are very friendly – caring
Friendly township & helpful locals
Family atmosphere - New Year's/Xmas
Civic pride
The friendliness
Child friendly
Friendly locals
Friendly locals & helpful tradesmen
Not TOO MANY know it all
Friendly
No of events held over a year
*Family events - especially New Year's day family events & fireworks.
A good place for families to holiday
Kid friendly
No pretence everyone is on the same level
Christmas activities
Activities put on by locals (New Year's Day - Fun Day for example).
*Great place for families
Family holiday spot for 58 years
A good family holiday destination
Holidays with family
Safety
*safety
safety for children
Feeling of safety/security
*Safety
The safety for the family
Inherent safety for young kids ie. ? roads
It's a safe little town
Safe place for children
Safe town
Safe for families
Safe place for children and grandchildren
Safe for children to ride bikes etc.
Safe
Family friendly & reasonably safe for children. Kids playground.
The safeness of the area
Safeness (lack of crime)
No crime
Minimal traffic, usually peaceful and the traffic drives slowly
Hardly any traffic
Ability to walk & not be run over
*Freedom for the kids

Natural environment

Forestry/trees - adventure walks for Kids
The historic trees
Trees, forest, walks
Trees
*The trees (in township & forest)
Trees
The forest is fantastic and all the old trees
*Trees
Notable tree collection maintenance/protection and addition
The stands of exotic trees - Douglas firs and larches in the forest
The views to the ranges
Forest & surrounding landscape
Forest
Natural environment forest/dams
Being able to gather wood out of forest
Promotes continued use of forest
The warmth
The climate
Snow & blazing summer heat
Forest plantings re-established after harvesting
*That surrounding DOC areas in the mountains
The climate
Bush
Weather
Weather - great in summer. Things to do in Winter e.g. Ice skating
The fantastic forest
Stunning country
Dry air (usually)
Scenery
The weather - we enjoy it all year round (and have done for 30+ years!)
Sun & Warmth
Weather
Cold frosty winters
The views of the mountains
The weather
great weather
Weather
Weather
Good climate summer and winter
Snow in winter
Heat in Summer
Climate
*Natural beauty
Wonderful summer weather
The dry cold of the winter
The heat of the summer
*Natural beauty - old worldliness
The green belt through its centre i.e. the hog barn
The gravel roads with grass growing down the centre
Having a green belt around the town i.e. dog walking area

Facilities (excluding recreational)

Access to shop/amenities
Enough services to make holidays comfortable
We have an excellent hospital & Chalet for the elderly.
Black Forest Café
General good food from the pubs & lodge
Up to date community services
Blackforest Café
Hotels
Shops
Library
Good public toilets
Reading room
Nice size to get around i.e. to shop, hotel museum
Shop & café
Black Forest Café
The library
*Shop
It is good to have the shop open again for day to day items
It is good to have the two hotels for a drink meals (but it is good to have the café and restaurant for a meal but - It is not getting over commercialised or touristy.
Camping ground
Museum
Local store
Vastly improved accommodation & dining available
Museums offer an alternative attraction.
largely self-sufficient it has all we need
Café & restaurants
Pubs in walking distance
Library & shop
The Green
Pubs
Camping ground
*Hotel, café store facilities
Ice creams at the Store & bread
The lack of facilities, therefore not encouraging influxes of people.
The convenience of the shop
Attracts viable businesses
The Pubs & hospitality available
The shop - always a warm welcome & good selection of stock
The pubs
*Local shop
The athenaeum
Having the dairy
Café/pub for food
Shop
The store, café & pub

Local history and heritage

History
History, heritage and an exciting future (biking, curling, rail trail etc.)
The buildings & sense of history (past & present linked)
History of Naseby
History

History & walks of the goldfields
*History & Buildings
Heritage buildings
*The historical aspect
Historic buildings
*Historic landscape protection
Gold mining locations and relics identified
Historic buildings maintained and protected
Old shop/pub buildings
Character - the old gold mining town - shops and houses still remain
Historical aspect (signage, maintenance of old buildings/shops)
Historic buildings, museums, info centre, curling centre
*The historic aspect that all residents embrace
Maintaining the historical context

Location

Geographic location factors climate, landscape, distance to Dunedin
*Proximity to Dunedin
Easy driving from Central Otago and the Coast
The nearness to Oteake Conservation Park for walking, biking, driving
Still affordable and close to Dunedin
Not far from Dunedin
Short distance from Dunedin
Closeness to main centres e.g. Dunedin, Queenstown, Wanaka
closeness to Dunedin
Closeness to Dunedin
Isolation
Naseby is a great base for visiting Central Otago

Infrastructure

*Maintained roads
Great water for Drinking
Tidiness & cleanliness of town
*Fresh drinkable water
The cleanliness & the place (- It is well cared for)
Clean
It is tidy & very well kept
*Having the town looking clean
Need to have gutters cleaned regularly
Owners and visitors, with properties being well cared for, plus green areas for recreation
No sealed footpaths, no curb and channel
Gravel roads and footpaths - not citified

Other

In case of accident or sickness we have a great response from the local fire brigade
dogs are welcome
*Fire Brigade
Not commercialised
Visitors
More signs re dogs and free campers
Don't put signs high up on trees no one looks up to read them
Promotes Tourist opportunities
The unique houses they live in
No cell phone coverage

Appendix two. Other comments – Values

My comments throughout this survey reflect those of a permanent Naseby resident which I am. The survey should indicate if the person filling it out is a permanent resident or part time/holiday home owner. The news of permanent residents should be given greater attention as they are the ones who have to live with and are affected most by the consequences of this survey.
Most recreation we do is forest based (walking, running, biking, orienteering) so we are particularly reliant on the goodwill of ErnslawOne and their Recreational Area.
There is a need for a better infrastructure rather than just revolving around town pubs. The Town Hall does not seem to be utilised enough. Replanting of more trees around "Rec" is required where older ones have been cut down.
As you can read I am in my 80's and have a different view to other younger people and as long as I can drive my car I'll be here until I shift up to cemetery road. We do need younger families and people who would join clubs etc.
More action and less surveys and bureaucratic rubbish
Thanks for the invitation & opportunity, however time doesn't stand still, things change, new generations move in & I guess they should be listened to. Good luck for the future peaceful well being of Naseby. We have enjoyed our 41+ years there.
Gutted to lose the recycling
While we like the small community feel we would still like to see Naseby grown but keep the small community feel.
More people need to realise that this lovely place is less than half the drive to Wanaka or Queenstown from Dunedin, and you can go every weekend.
It is important to follow the sage advice of an ancient Roman philosopher whose words "Respice Adspice Prospice" translate as "Learn from past, Live in the present, look to the future." Its all about getting the balance here right is the key as we look to and plan for the exciting future of this fabulous gem in Central Otago.
I grew up in Naseby & have a sentimental view of the village. Several times a year I visit relatives and see old school friends I like the way it is - not very much to help you. I am in the 70's age group. Thank you for the care and effort you put into the village.
Safe town
Community services - recycling, info centre, library (magazine exchange)
Dislike - cell phone coverage - increasing rates
Need cell phone coverage please
For a small community this village provides an incredible amount of very cheap family entertainments. Most permanent locals go out of their way to be friendly & helpful to visitors which reflects in return trips by the majority. Great to see some new locals arriving buying houses lately. Long may it continue.
For me, there is not one that is most important because without all these, Naseby would not be the special place it is.
Very important - Communications - SPARK/Vodafone - cell phone coverage
There is one complaint we off the new wheelie bins and their light weight quality or lack of it. The lids blow open, the bins blow over & we now have rubbish all around the town & plastic bags caught in trees all since the yellow bins came into operation.
I was shocked to see the destruction of the forest and the tracks this weekend (27/09/2015). I am very hopeful that the folks at Earnslaw One will reinstate it with the assistance of the Naseby Development Charitable Trust.
Whoever thought up the "2000 Ft above worry level" should get a medal! The air is definitely better than in a city, even if there is some wood smoke in it!
Am underwhelmed by the upgrading the Southern Lakes Council have installed paved footpaths - ice over in winter (unusable). Filling in open drains causing flooding in the village. The old folks know what worked & have never seen an accident as a result of the drains, which have shallow sloping sides lined with rocks). Digging up historic footpaths laid many generations ago. Also slow ploughs are over-zealous resulting in damage to ancient abutments on streets.
Rabbit problem needs to be addressed somehow. Regional Council must take action.

The campground is a life-line and helps create the "old-fashioned kiwi holiday" feel of Naseby. Would hate to see it close.
Quiet historic `remoteness'
New Year's Day events and Christmas tree lights. More bike tracks would be great Keep relaxed pace Keep safe for kids to bike and walk around town
We hope you are going to restore the tracks we have lost due to the milling of the trees.
Dairy

Appendix three. Other comments – Vision

<p>Planning Naseby's future should take into account the effect any changes will have on the present environment which most visitors find so attractive.</p>
<p>Would like to see better management of broom in particular around the township. E.g. Council land ease of the Hogburn near the old recycling station. In the forest area itself particularly the fringes. Would be nice if Council could provide some support to those locals who run a roster to man the Info Centre and the Museum. If these 2 venues could merge in one space, only 1 roster would run which would reduce the pressure on a limited pool of volunteers.</p>
<p>Shop & Royal Hotel operating.</p>
<p>Bikers need to be reined in with more clarity for walkers to get about without getting regarded as a nuisance to them. Dual tracks perhaps? A few signs may help.</p>
<p>Cell phone tower - When? 5 years now. Fibre optic cable to maximum parts of village upgrade various broadband exchanges. Relocate fashion collection to Naseby museum and assist with extending building to accommodate same. Tar seal Ridge Road (when was the new seal don in the Maniototo?)</p>
<p>A lot of the attraction of Naseby is because of what is not here, and we would not like to see this lost. Much promotion and modernizing would make us just another holiday area.</p>
<p>Bring back the recycling. Thanks to the Naseby Vision Inc. for their great job.</p>
<p>I am concerned about Naseby dying - the number of houses for sale on Trade me is really alarming. More people want to go than come. Problem is attracting people: - Lack of awareness - poor housing stock - poor services: cell phone, broadband, rubbish collection, no Sunday papers.</p>
<p>We holiday in Naseby & love the quiet peaceful surroundings. Even when it is busy with families & children etc., it still maintains that peace as everyone seems to go past and off doing something for the day.</p>
<p>Initiatives such as the summer luge are excellent. Could these be complemented with other activities such as zip/track or flying fox/tree rope climbs (i.e. low impact, environmental aligned but also adventure/challenge orientated). Also to cater for non-active visitors could iconic attractions (e.g. Eden Hore Collection) be secured, & or establish a festival that becomes a "go to" event (like WOW, Warbirds, etc.)</p>
<p>Decent cell phone coverage! A challenge to Naseby is the declining population of permanent residents resulting in a decreasing part of volunteers for e.g. Info Centre & Museums. A family member would ideally like a bike shop/maintenance.</p>
<p>Would be good if the rates did not increase so much in the future - when I brought my place in Naseby (30 years ago) the rates were about half my Dunedin rates - now they are slightly more than my Dunedin rates.)</p>
<p>Bike race is a classic - the town is buzzing more and of the activities are needed. Naseby has so much to offer and is 1 1/2 hours from Dunedin - don't keep this most place a secret!</p>
<p>To repair/replace the adventure playground in cemetery road.</p>
<p>Naseby Vision is a great asset to the town, deserving of all support. Those of us that enjoy Naseby, whether local or loopy, should acknowledge the value Naseby Vision represents.</p>

<p>To have the Eden Hore collection back in Naseby would be a tremendous boost especially if combined with a shop and Information centre. In this way one part would support the other and hopefully be viable.</p>
<p>Have more events - attractions: e.g. gold mining days, selling gold pans. More bicycle tracks - because they have been destroyed by the forest gang. Summer luge.</p>
<p>There is a need for relaxing of the rules in the historic corridor when it affects a building to the extent it becomes a ruin – i.e., the building known as the Stables. It is now fit only for complete demolition.</p>
<p>I am really concerned that Naseby is becoming a bit of a ghost town. Everything seems to be for sale. We have lost our garage, our weekly rubbish collection etc., property values have gone down.</p>
<p>The winter sports - yeah - go, go. Would definitely support Naseby as a winter destination. Cell tower would be a big step forward. Some of us love that it is cell free but will increasingly be a negative for most. Rates for cribbies (us) are extraordinary - is this the same for all country towns or just Naseby? The store must continue.</p>
<p>Am disturbed at the level of rating, many local people are on very fixed incomes - and there is a very healthy diverse mix of residents. Keeping the village small & personal is its greatest attraction. So not having further development is advantageous.</p>
<p>For the future it would be nice to know that big truck loads on un-sawn timber, (logs) that look unsightly, can't be sawed up in the village - It seems a shame to clog the place up with this type of thing and the constant noise of chainsaws within the village parameter is very annoying and takes away from the peace and tranquillity of the place. A load of firewood sure! But it's more like an industrial situation in certain areas of Naseby. It seems a bit unfair that holiday homes need a permit to operate and need all the neighbours to agree, but no permit is required to make a lot of noise with a chainsaw and an unsightly mess. Can't see how it benefits the town or the visitors to allow this!</p>
<p>Continue to up keep the forest tracks with signage and replace forest that has been cut down with new planting.</p>
<p>If we can't get into the forest we generally don't go to Naseby. There is huge opportunity for recreational facilities for mountain biking in Naseby but E1 is residential. Naseby develop Trust keep trying to get track signs up (there printed already!) but E1 changed its mind, fired the contact person and now nothing is happening. Rotorua are an example of how productive forest can be an awesome asset. In Naseby its road block after road block!</p>
<p>I feel a lot of people miss Naseby because the rail trail does not go directly through it</p>
<p>Better water supply would be good. It should be improved to meet safe drinking water standards. Great that there is reticulated wastewater and rubbish collection! Lower speed limits in town (30km) It's a quiet, slow place with lots of kids in summer.</p>
<p>Keeping the rural areas in and around Naseby rural. Preventing re-zoning and urbanisation of the land surrounding Naseby would increase the value of the existing properties and would keep Naseby special long into the future. An example of the destruction re-zoning brings is the subdivision of the hog burn.</p>

Naseby

Business Survey

June 2015

Analysis of Results

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Introduction

In late 2014, Council was approached by Naseby Vision to help facilitate the review of their existing community plan (2010).

Businesses are an important part of the Naseby community; therefore it was important to gain the views of business owners on business matters in Naseby as part of the community plan review process.

Survey Sample Overview

Interviews were conducted with 22 Naseby business owners or managers between 26 May and 4 June 2015. Nineteen interviews were conducted face-to-face and three by phone. The type of businesses interviewed is detailed below in *figure 1*.

Out of the five accommodation providers, one also offered food and beverage and one offered tourism activities in addition to their accommodation business. Out of the two food and beverage businesses one also provides accommodation. These businesses have been categorised based on their primary business activity.

Type	No. of businesses
Accommodation	5
Tourism	4
Trades	4
Manufacturer/retail	3
Agriculture/horticulture	2
Recreational facilities	2
Food and beverage	2
TOTAL	22

Figure 1. Type of businesses

Number of employees and type of employment

Businesses were asked how many people their business employs, including the business owner and/or manager. *Figure 2* below shows the number of people employed by businesses in Naseby including all full-time, part-time and casual employees during peak season.

The graph suggests that the majority of businesses in Naseby are small businesses with between 1 and 4 employees. There are 5 businesses that employ between 6 and 8 people.

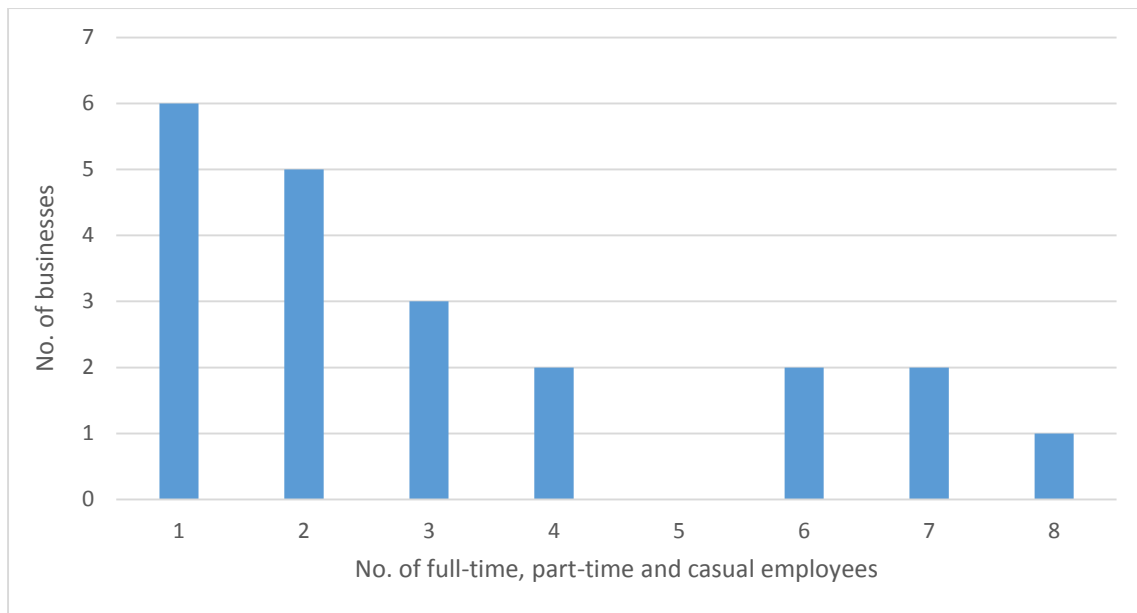


Figure 2. Number of employees by business

When reviewing the data it was clear that there is variety in the number of people employed by each business, as well as the type of employment. This is detailed in appendix one.

53 people were employed year round in full-time, part-time and casual positions across the 22 businesses interviewed. An additional 14 part-time or casual employees are employed by five of the businesses during their peak season.

The graph below depicts the type of work undertaken during peak season; it shows that the majority of people in Naseby work part-time (48%) and 39% work full-time.

The graph does not include volunteers or contract workers but it is worth noting the one organisation has no employees but has the help of 16 volunteers and one organisation uses 7 contractors in addition to its three employees.

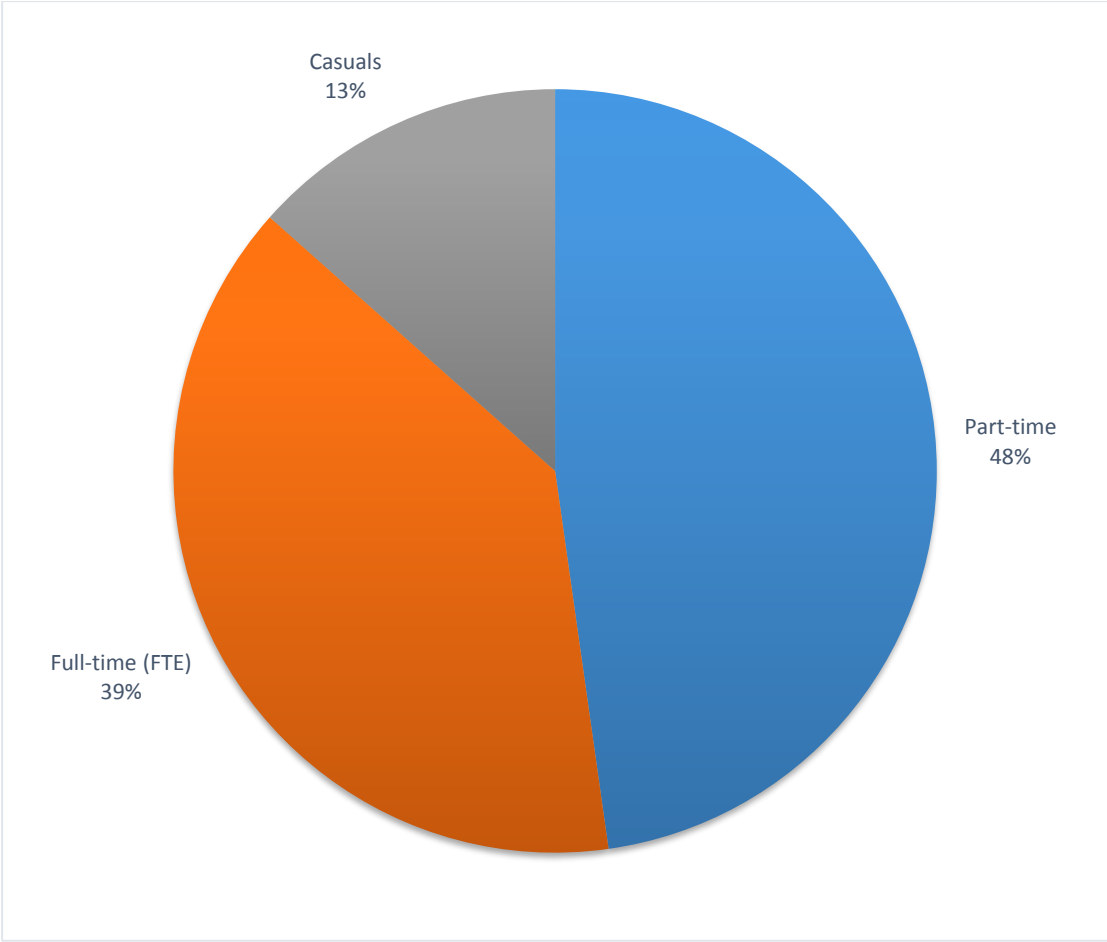


Figure 3: Employment type

Advantages of running a business in Naseby

Businesses were asked what they perceive as the main advantages of running a business in Naseby.

From the 22 businesses interviewed there were 71 comments regarding perceived advantages.

The graph below shows that the quality of life that working in Naseby provides is the biggest advantage. Reliable transport and freight is also seen as an advantage by a number of businesses – five of the twelve comments mentioned the excellent service provided by East Coast Courier.

Support from other local businesses (11 comments) and customer loyalty (8 comments) are also seen as advantages of doing business in Naseby.

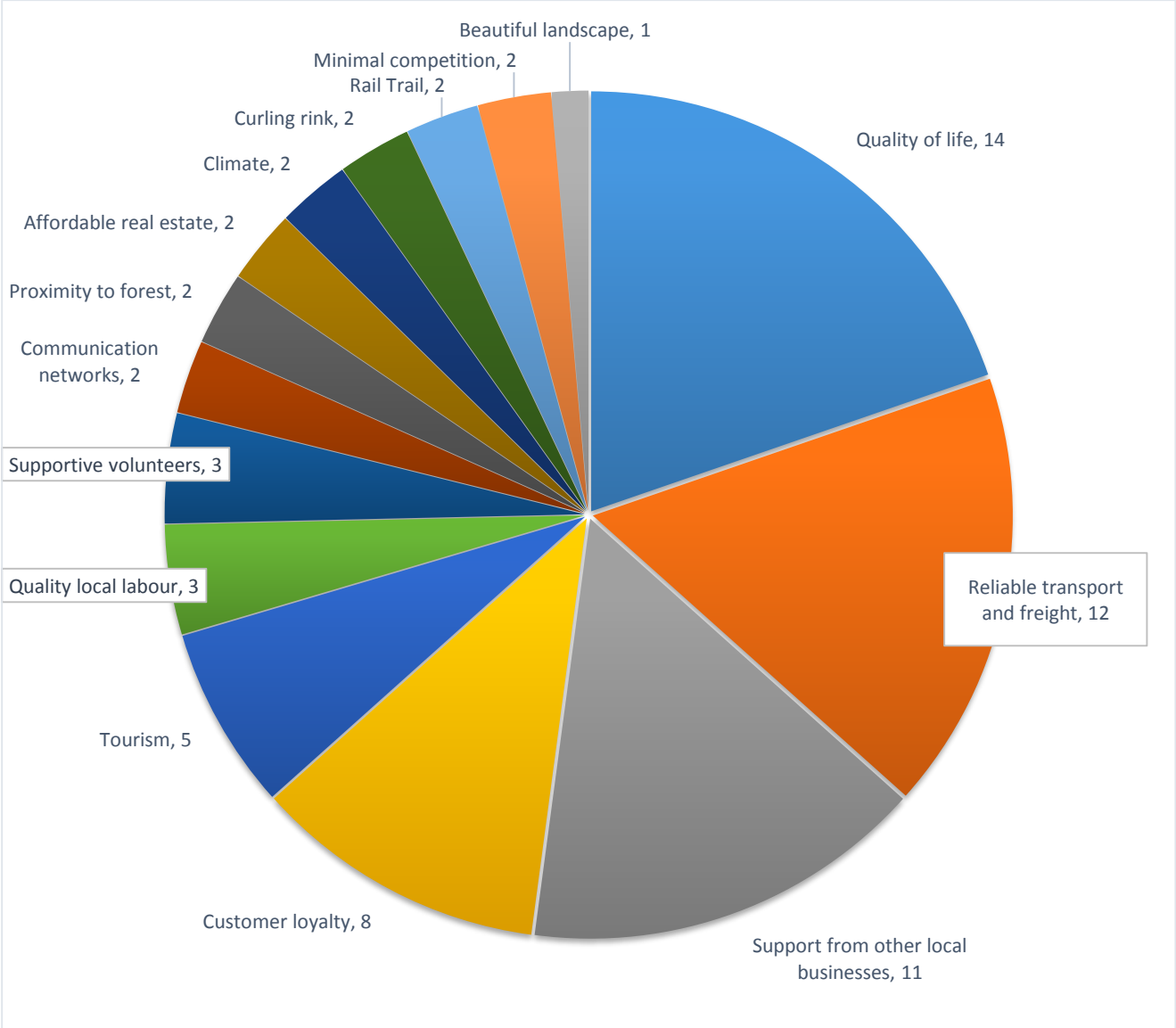


Figure 4: Advantages of running a business in Naseby

Disadvantages of running a business in Naseby

Businesses were asked what they perceive to be the main disadvantages of running a business in Naseby.

From the 22 businesses who took part in the survey there were 71 comments.

The graph below shows that slow broadband and the lack of cell phone coverage are seen as the biggest disadvantages of running a business in Naseby. Slow and unreliable mail and courier delivery is also seen as a disadvantage with some business owners stating it takes a number of days to deliver or receive parcels. Time and distance from suppliers (5 comments) and the isolation (3 comments) are seen as a disadvantage. The seasonal nature of the town, a shortage of skilled labour and the small local market are also mentioned a number of times.

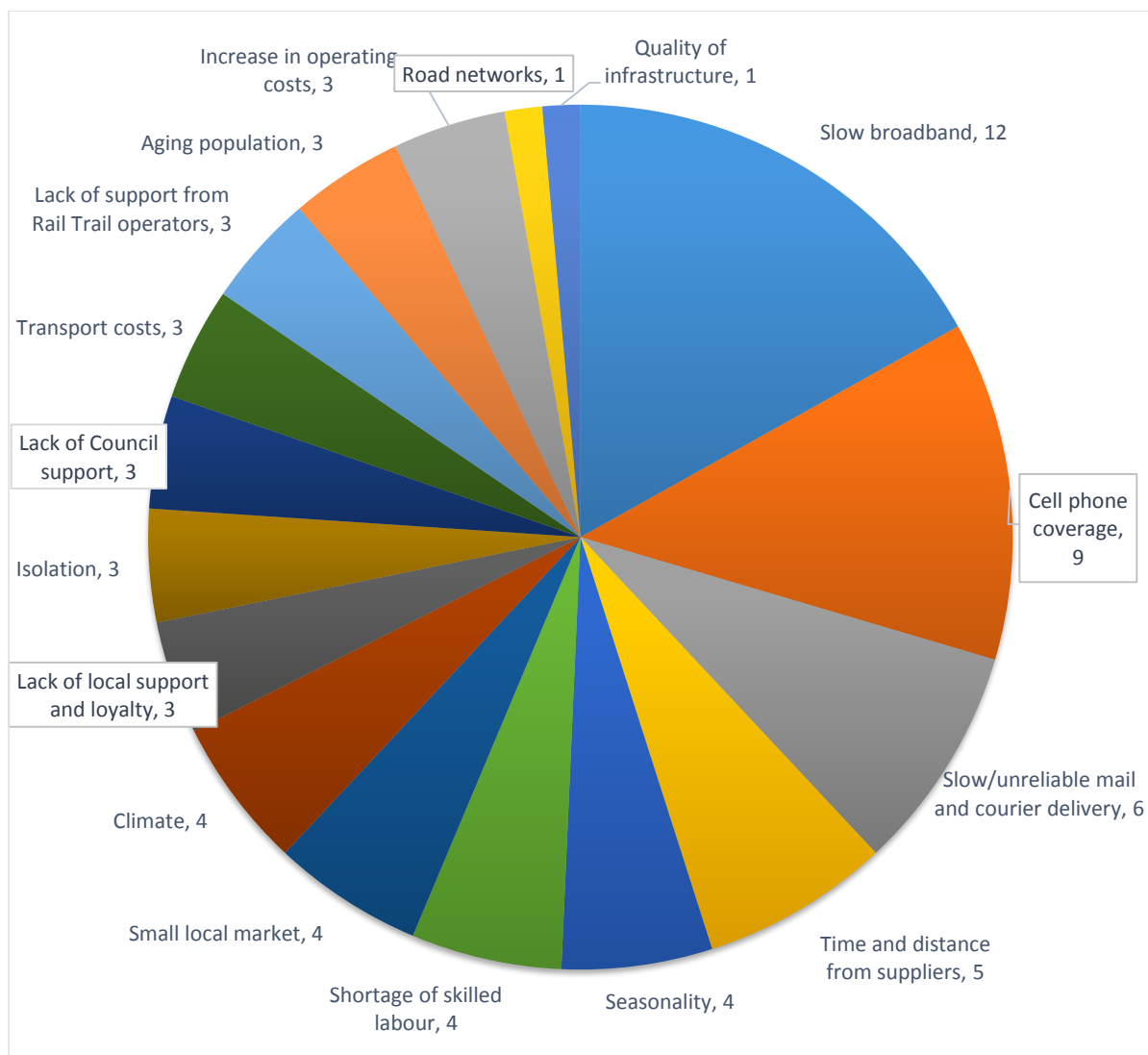


Figure 5: Disadvantages of running a business in Naseby

Business outlook over the next 12 months

Businesses were asked how they rate the outlook for their business over the next 12 months.

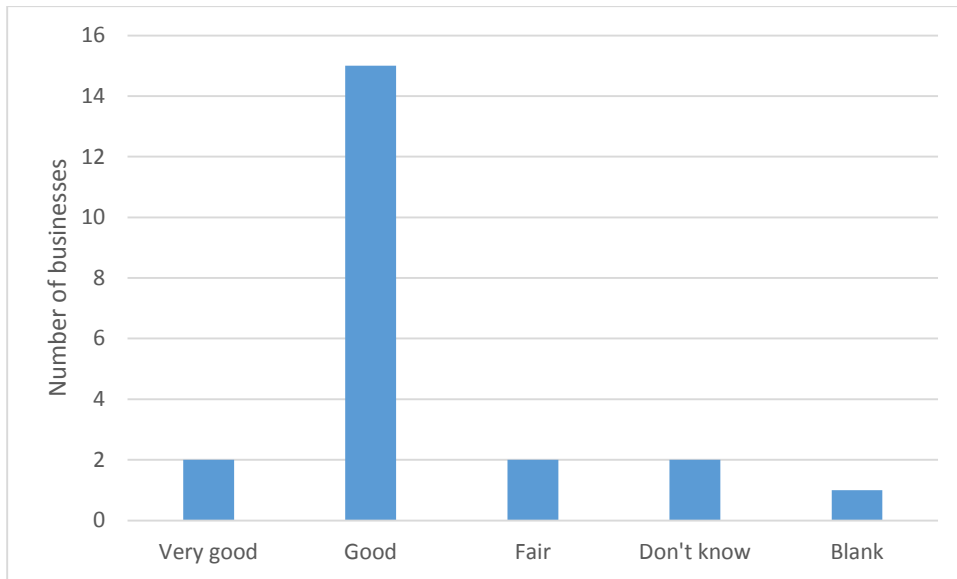


Figure 6. Business outlook for next 12 months

All business owners in Naseby believe there is a positive outlook for their business with 17 business owners saying the outlook was good or very good, two saying the outlook was fair, two didn't know and one didn't provide an answer.

Some of the reasons provided by businesses who believed their outlook was good or very good were an increase in repeat business, upgrading facilities and/or website and an increase in the use of social media e.g. Facebook.

Being weather dependant and having the business on the market were the reasons given by the two businesses who did not know what their business outlook over the next 12 months would be.

Constraints to expanding business

Business owners were asked what they saw as the major constraints to expanding their business. From the 22 business owners there were 41 comments.

Small market size, lack of skilled employees and availability of finance are all seen as major constraints to expansion for a number of businesses in Naseby.

There are a number of business owners who see no major constraints or have no desire to expand their business.

Constraint	Number of comments
Small market size	5
Lack of skilled employees	5
No major constraints	5
Availability of finance	4
Lack of office and display space	3
Age of business owner	3
Expensive and complex consent process	3
Leasing	2
No desire to expand	2
Seasonality	2
Support from other businesses	2
Broadband speed	1
Overhead costs	1
Business on the market	1
No disabled access	1
Climate	1

Figure 7. Constraints to business expansion

Improving the business

Business owners were asked what they considered to be useful in helping their business improve its performance over the past 12 months.

From the 22 business owners there were 25 comments.

Six business owners said that there was nothing that they consider to be useful in helping their business performance over the past 12 months. Technology including websites, social media and online booking system was mentioned by four businesses and increased marketing and promotion was also mentioned by four businesses.

At the time of the interview two businesses had only recently started operating so they couldn't comment on improvement over the past 12 months.

Improvement	Number of comments
Nothing	6
Technology	4
Increased marketing/promotion	4
New machinery and equipment	2
Diversification	2
Increased opening hours	1
Expanding market	1
Good weather	1
Improved infrastructure	1
Improved US\$	1

Figure 8. Improvements to business performance

Potential businesses, industries and services

Business owners were asked if there were any other industries, businesses or services that they felt could be successfully located in Naseby. From the 22 business owners, there were 44 comments.

There were a number of comments regarding developing existing businesses and infrastructure before encouraging new businesses to the area including improvements to the camping ground and potential opportunities for the Stables. Some businesses feel it's important to ensure the store and café continue to operate and that having the information centre is an asset.

A number of businesses felt a petrol pump in Naseby would be a successful addition to the town with comments suggesting visitors expect to be able to purchase fuel in Naseby and often have to back track to Ranfurly. Some business owners said that any new industries, businesses or services that would bring more employment and attract more families and young people to Naseby would benefit the local community while others felt that there was nothing else needed in Naseby, they like it the way it is and that the small town was part of the attraction.

Industry, business or service	Number of comments
Develop existing businesses and infrastructure	7
Petrol pump	6
Any new businesses	5
Summer luge	4
Nothing	4
Eden Hore Dress Collection	3
Adventure playground/activities	3
Ultrafast Broadband	2
Council services	2
Better use of the curling rink	1
Rental property manager	1
Four Square	1
Electrician	1
Spas at ice rink	1

Figure 9. Potential industries, businesses and services

Business considerations

Businesses were asked if they had considered; moving the business out of the community, selling the business or closing the business in the last 12 months.

None of the 22 business owners interviewed had considered moving the business out of the community.

Figure 10 below shows that out of the 22 businesses interviewed six had considered selling the business two of which were on the market at the time of interview and two said sometime in the future. Twelve had not considered selling the business and four businesses did not provide an answer to the question.

Figure 11 below shows that two of the businesses interviewed had considered closing the business in the last 12 months. One of those businesses would close with the full-time retirement of the business owner. Three business did not answer the question.

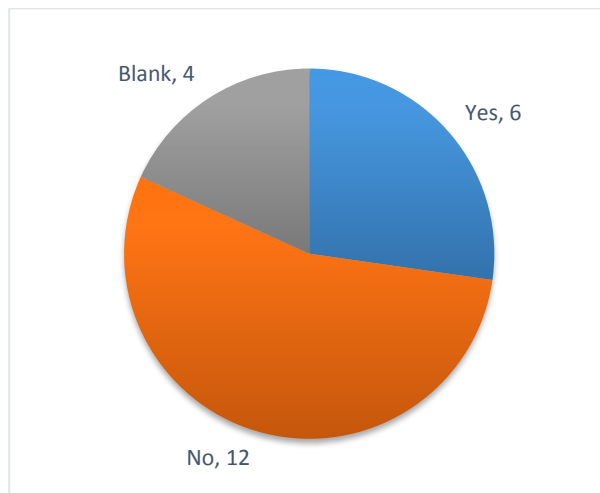


Figure 10. Considering selling the business in the last 12 months

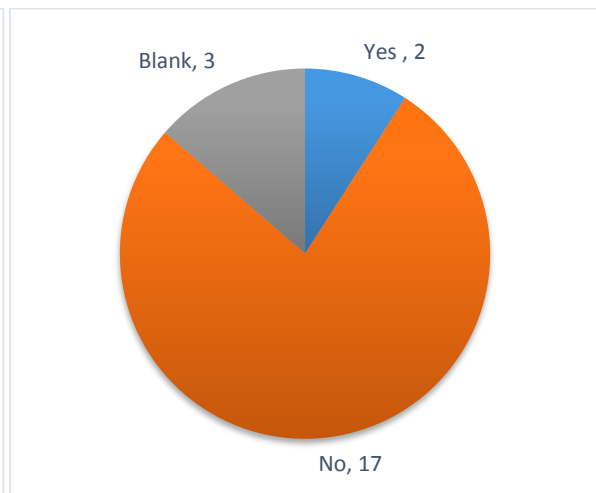


Figure 11. Considering closing business in last 12 months

Viable future

Businesses were asked what they believe is the single most important factor in ensuring a viable future for businesses in Naseby. From the 22 businesses interviewed there were 35 comments.

Larger population was most commonly mentioned as the single most important factor in ensuring a viable future for businesses in Naseby. Two comments mentioned that this would be difficult without employment opportunities and another two comments mentioned population increase could be achieved through people buying holiday homes.

Better promotion of Naseby was also mentioned a number of times, encouraging more people and therefore customers to the town. It was mentioned that many people don't make it to Naseby and that this is a missed opportunity. This correlates with the comments about more visitors being important for the viability of businesses in the future.

Collaboration between businesses within Naseby and with Ranfurly businesses is also considered important, as is ultrafast broadband.

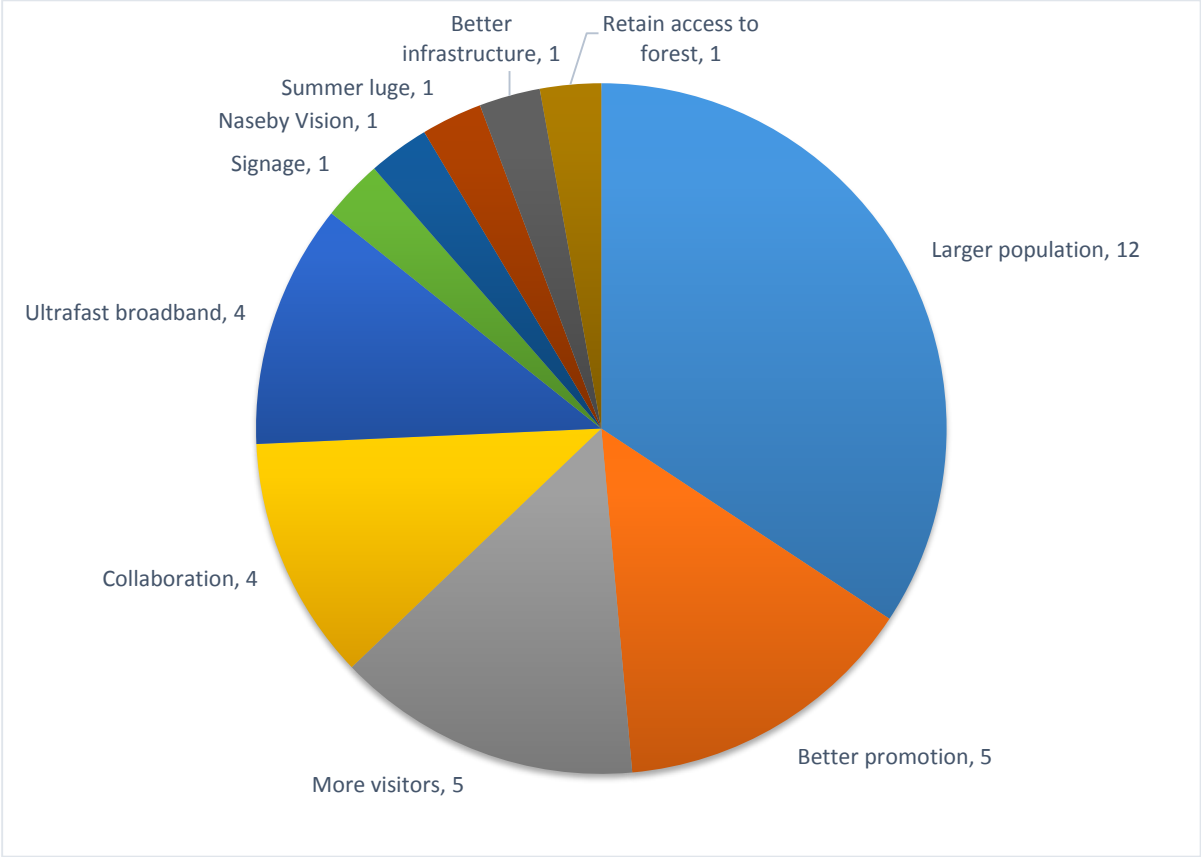


Figure 12. Viable future for businesses in Naseby

Making Naseby a better place to operate

The final question in the survey asked businesses to provide any other ideas or suggestions to make the community a better place to operate a business.

Comments and suggestions have been categorised in the table below.

Cell phone coverage, improved footpaths, preserving historic relics, combining the information centre and museum, improved communication with CODC, developing the summer luge, having the Eden Hore Collection located in Naseby and general maintenance around town were all common themes.

Infrastructure
Would like to see cellphone coverage on the Rail Trail improved. Would open up opportunities for digital info for cyclists eg QR codes and Apps
Street lighting to the curling rink is great
Would like to see little Mt Ida cellphone tower kept as it is, serves some of Naseby that may not get cover by new tower
Footpath down to the curling rink, needs a lime treatment - nice and smooth. Currently path is gravel and is too rough. Needs to be smooth
would like to see footpaths in Naseby, would like to see them concreted
Local history and heritage
Heritage needs to be conserved, contractors rip up historic relics
Naseby needs to change but also retain historic/heritage features, need to be careful not to become too commercialised, do not want noisy nightlife here
Water race Naseby-Waipiatā, locals starting develop a replica of the water channel through the town, would be great to see this developed
Snow clearing - wrecks historic culverts
Facilities (other than recreation)
Pubs would like to see the info centre open in the evenings
Stables need to be done up (Main St) lack of funds to develop them
Combine info centre and museum. Both struggle for volunteers and money. Could be efficiencies in combining
We need the town hall to stay open for the town
Council related comments
Council very slow making decision about signage for businesses (brown signs)
Many consenting costs/issues to overcome
Recycling will not work in Naseby, does not work for crib owners
Consultation with council - council could consult more - the playground has been updated but parents feel it is unsafe
Recreational facilities and activities
Summer luge would be good
Summer luge would be good for Naseby
Would like to see camping ground open over winter

Tourism
Keep visitors for 2 nights
Increasing number of visitors is positive. Naseby is now on the map
Number of visitors fluctuates so much, difficult for businesses
Maintenance
Would like to see the town kept tidy, sometimes gets left out of maintenance in CODC work programme, Naseby needs attention
Would like to see drains tidied up unfinished on Swimming Dam Road, runs over driveways, needs to be finished
Need a caretaker in town
Eden Hore Collection
Have Eden Hore (collection) located here
Eden Hore - would like to see it here
Summer luge and Eden Hore would be good for Naseby but not make or break
Promotion
Curling rink could hand out flyers to people on the Rail Trail
Information Centre has produced brochure of activities for visitors, this will be a useful asset
Physical environment
Have expanded into koura farming in the forest
Collaboration
Could be more joint promotion between businesses
Other
Not really, needs to be sustainable
very happy with Naseby as it is
Same volunteers do everything, big load
Would like to see more people in the town, increase population

Appendix one.

	Number of people employed by each business interviewed
1	2 part-time
2	4 full-time, 3 perm part-time all year round
3	16 Volunteers
4	1 full-time
5	1 FTE - manager June-mid-Aug full-time also 1 for luge part-time (month or two) coach from Canada/Poland/Germany/Italy
6	1 FTE, 3 part-timers summer peak Jan to Easter
7	2 FTE - 2 casual part-time, 3 casual (business partners)
8	8 @ Christmas (peak), off -peak 1 full-time, 1 part-time
9	2 FTE
10	2 part-timers
11	1 FTE, 2 casuals
12	2 part-time
13	1 part-time
14	2 FTE, 2 casual part-time, summertime another 2 casuals
15	4 part-time, 2 casuals
16	1 full time - too difficult under current regs, too much paperwork
17	3 full timers, 7 contractors
18	4 FTE
19	1 FTE
20	1 part-time, semi-retired
21	Peak time Christmas and January 3/timers; off peak 1 full-time, 1 part-time
22	1 FTE

Appendix two.

Businesses were asked to provide any other comments. The 53 comments provided are detailed in the table below.

Comments
A list of events would be useful (for locals and outsiders) to schedule events around existing ones. This would spread the demand in the town as some weekend Naseby is full, others empty
Campervans do not spend much money, want everything for free, not to be promoted
Issues with council consenting, very expensive process. CODC are using RMA to justify their existence
So few people to do so much - 120 permanent, 5000 in summer, big load on locals
CODC must not forget us. We pay good rates too!
Lots of English visitors lately, lots of French, Germans and Australians
Cars go too fast down Swimming Dam Road, a lower speed limit would be good. Move the 30km further down the road or add speed bumps
Would be nice to see the town grow a little bit but don't want to see it change too much
Tennis court could be resurfaced
Event tourism is the key to developing the town
Council needs to communicate with the community on changes particularly storm water changes. Council have caused major issues. Old system is old but it works
Earnslaw One have invested lots in mountain biking tracks, lots of partnerships
Access to the forest is very important, key to the future of Naseby, maintaining access is important
Naseby is an alpine village with heritage and isolation
Don't need revolutionary change, need evolutionary change
Need to formalise earthquake strategies for buildings - some uncertainty for the info centre (info centre is owned by DOC) Some communication with the info centre committee from the Council on this issue would be useful
Also issues with Council trying to get a consent for 4WD business. CODC did not communicate well on this
More international visitors in last few years
Volunteer services are very stretched, hard to find people
A few more permanents would be good but value quaint small town
The summer luge would be great
Curling events very valuable to the town. These do not come every year
Council does not consult adequately with the community on infrastructural changes. They need to LISTEN to the community
Lots of properties on the market in Naseby. Would be good if they sold
Concerned about the spreading of wilding pines
need to keep facades on historic buildings
need people who can operate businesses from here
Retaining access to the forest is vital to the ongoing viability of the town
So sad that Stables have decayed. Façade on front should be replicated and Eden Hore collection stored there

concerned about the effects of dairying/intensification of the environment and water quality
Have noticed an increase in traffic on Dansey's Pass. State of the road on CODC side is shocking. Road needs more attention and financing to support tourism. This would also help Naseby. Makes a through road rather than a dead end. Even more grading would help, would be safer. Feedback from visitors is that it is not safe. Some love it but some find it very frightening. GPS will take visitors over the pass
CODC have lost understanding of small communities. Supposed to be there to promote business not strangle money out of businesses
Aging populations is concerning
More curling competitions would be good
Street lights project was great
Rail Trail benefits have been reduced since other trails have been opened in NZ
Council can be very defensive and so involved with their specialist area. Need to understand the big picture
entrance to the town needs to be landscaped
more signage on history of township interpretive panels eg identify locations and key buildings, bring the history to life
Summer luge will improve attractions on offer and help smooth seasonality
More people coming and going from Dunedin, working part-time
would be lovely to have Eden Hore collection but is the money there for Naseby
Curling rink could be promoted more
Divert Rail Trail traffic through Naseby? How can this be done? Needs joint approach
Nasby is 'coming' - room for expansion, pro-active locals
3 bin recycling works well in large urban centre. Does not work in Naseby with cribs. No one from council consulted with the community
Make the town a living museum
upgrade toilet block at rec ground
Needs to be more communication/co-ordination between promotional groups in Naseby/Maniototo/wider region. In the wider Maniototo there are enough attractions to keep visitors for 3-4 days
The glass/cardboard recycling by tennis courts worked. We think 3 bin recycling is a backwards move for Naseby
Would like to see street lights on Danseys Pass Road
Local council and community are doing more right than wrong BUT the community needs to step up and act on the community plan/make things happen. People do not go to meetings then grizzle when there is change
UFB - should be more of a priority for Naseby as the town relies more on electronic communications due to isolation

Naseby

Visitor Survey

April 2015

Analysis of Results

Introduction

In late 2014, Council was approached by Naseby Vision to help facilitate the review of their existing community plan (2010).

Visitor Surveys had not been completed as part of Naseby's previous two community plans in 2005 and 2010. Naseby Vision were interested to get the perspective of visitors to the town and find out what they thought of their time and experience in Naseby as part of the plan review.

From 2 - 28 April 2015 a short survey was available from local businesses such as pubs, accommodation providers and retail outlets for visitors to complete voluntarily. This period was chosen to include Easter and Anzac weekend.

61 surveys were completed.

The following is an analysis of the results that were received from that survey.

What visitors like about Naseby

Respondents were asked “what do you like about Naseby?” From 61 respondents there were 153 comments. The graph below shows that visitors like Naseby’s atmosphere, its recreational facilities and activities, the physical environment, friendly people and the local history and heritage.

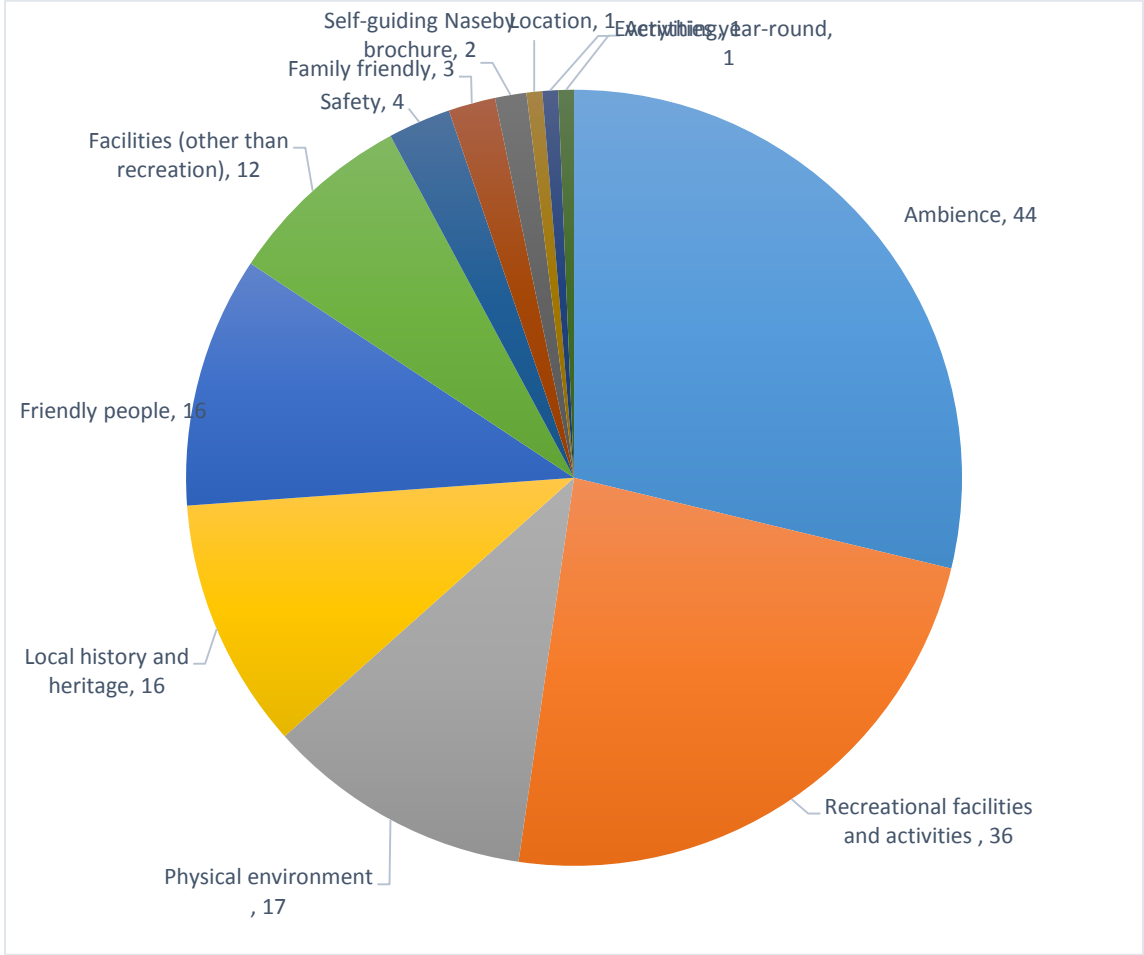


Figure 1. What Visitors like about Naseby

Naseby’s ambience was most commonly mentioned as something visitors liked (44 comments), in particular the small town feel of Naseby and the peace and quiet (see Figure 1.) Comments included, “Nice quiet town with a character of its own”, “Love the peace”, “Its quaintness – it hasn’t outgrown itself”, “A special town in every sense of the word”.

Ambience	No. of comments
Peace and quiet	21
Small town feel	14
Quaint	8
No phone	1
TOTAL	44

Figure 2. Comments relating to ‘Ambience’

36 comments were about Naseby’s recreational facilities and activities (see Figure 2). Curling and walking and cycling trails were frequently mentioned as activities that were liked by visitors, “Curling is a drawcard”, “Forest walks and bike tracks”.

Recreational facilities and activities	No. of comments
Curling	11
Trails	10
Swimming dam	4
Playground	3
Tennis court	2
Luge	1
Ice skating	1
Golf course	1
Races	1
BMX	1
Fireworks	1
TOTAL	36

Figure 3. Comments relating to ‘Recreational facilities and activities’

17 visitor comments were about Naseby’s physical environment (see Figure 3.) and included comments such as, “The smell of nature in the air”, “Beautiful vistas”, “Autumn colours”.

Physical environment	No. of comments
Forest	6
Scenery	5
Climate	4
Fresh air	2
TOTAL	17

Figure 4. Comments relating to ‘Physical environment’

16 comments were about visitors enjoying the local heritage and history. Some of the comments included, “The journey back in time”, “Historic town and buildings a great feature”, “Good to see locals trying to retain its heritage”, “Connections to the past”.

There were 12 comments about facilities (other than recreation) (see Figure 4.) with comments including, “Great pubs”, “The friendly pup and food at Royal Hotel”, “Great coffee”.

Facilities (other than recreation)	No. of comments
Pubs	4
Shop	3
Café	2
Holiday Park	2
Museum	1
TOTAL	12

Figure 5. Comments relating to ‘Facilities (other than recreation)’

What visitors don't like about Naseby

Respondents were asked "what don't you like about Naseby?" From 61 respondents there were 63 comments.

The graph below shows that 'no cell phone reception' was most commonly mentioned by visitors as something they didn't like. 'Nothing' was also commonly mentioned i.e. there wasn't anything visitors didn't like about Naseby.

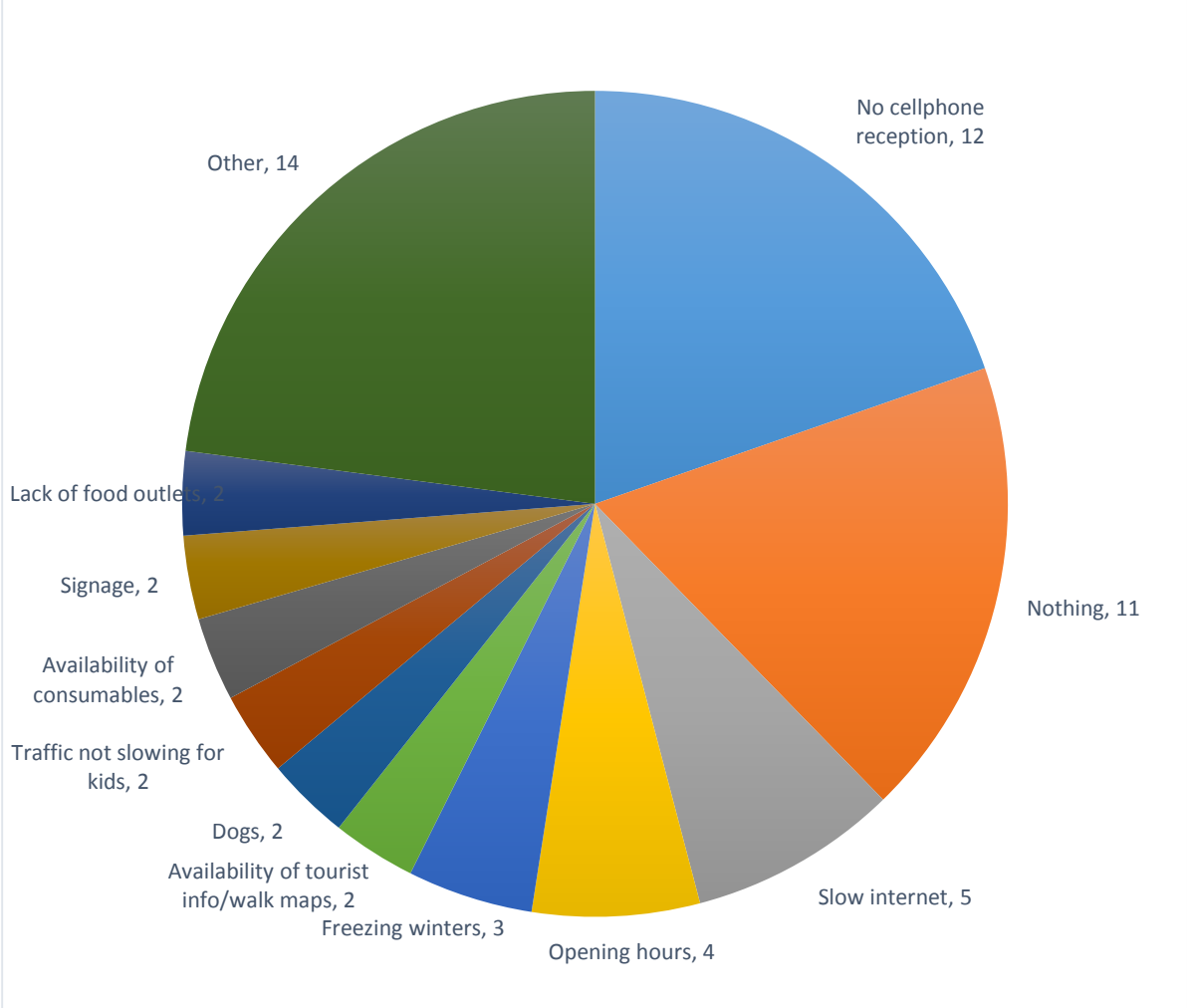


Figure 6. What Visitors did not like about Naseby

Slow internet (5 comments) and opening hours (4 comments) were also mentioned by visitors as something that they didn't like. The comments regarding opening hours were to do with the pubs closing early, and most things being shut at the time of their visit.

Comments about the availability of consumables included, "Smoker friend could not buy cigarettes/tobacco" and "Can't buy top ups for mobile phones". Comments about signage included, "Unnamed tracks in the forest" and "Signs are not great".

'Other' included 14 comments that were mentioned only once by a visitor and are detailed in the table below.

Comment	Number
Promotion of Naseby	1
Some new homes	1
Roadside maintenance	1
Recycling centre at Xmas time	1
Paying for water	1
Some old locals	1
No changes in 100 years	1
Lack of weekly rubbish collection	1
Information on opening hours	1
House prices	1
Hills for biking	1
Freedom campers	1
Distance from Australia	1
Cars	1
TOTAL	14

Figure 7. Comments relating to aspects that visitors did not like about Naseby

Some of these comments suggest that the survey was completed by crib owners who have considered themselves visitors i.e. paying for water, lack of rubbish collection. These people are likely to have received a copy of the community survey to complete also.

What visitors would change about Naseby

Respondents were asked “what would you change about Naseby?” From 61 respondents there were 63 comments.

The graph below shows that the most common comment from visitors was that they would change nothing at all about Naseby. Visitors would like to see improved cell phone coverage and more tourist information (including information on opening hours), some comments included, “more information on places to park & camp”, “information sheet about Naseby in motel” and “map with walking and cycle tracks would be great”.

4 comments were about signage including, “Have some more MTB signs”, “Some better signs”.

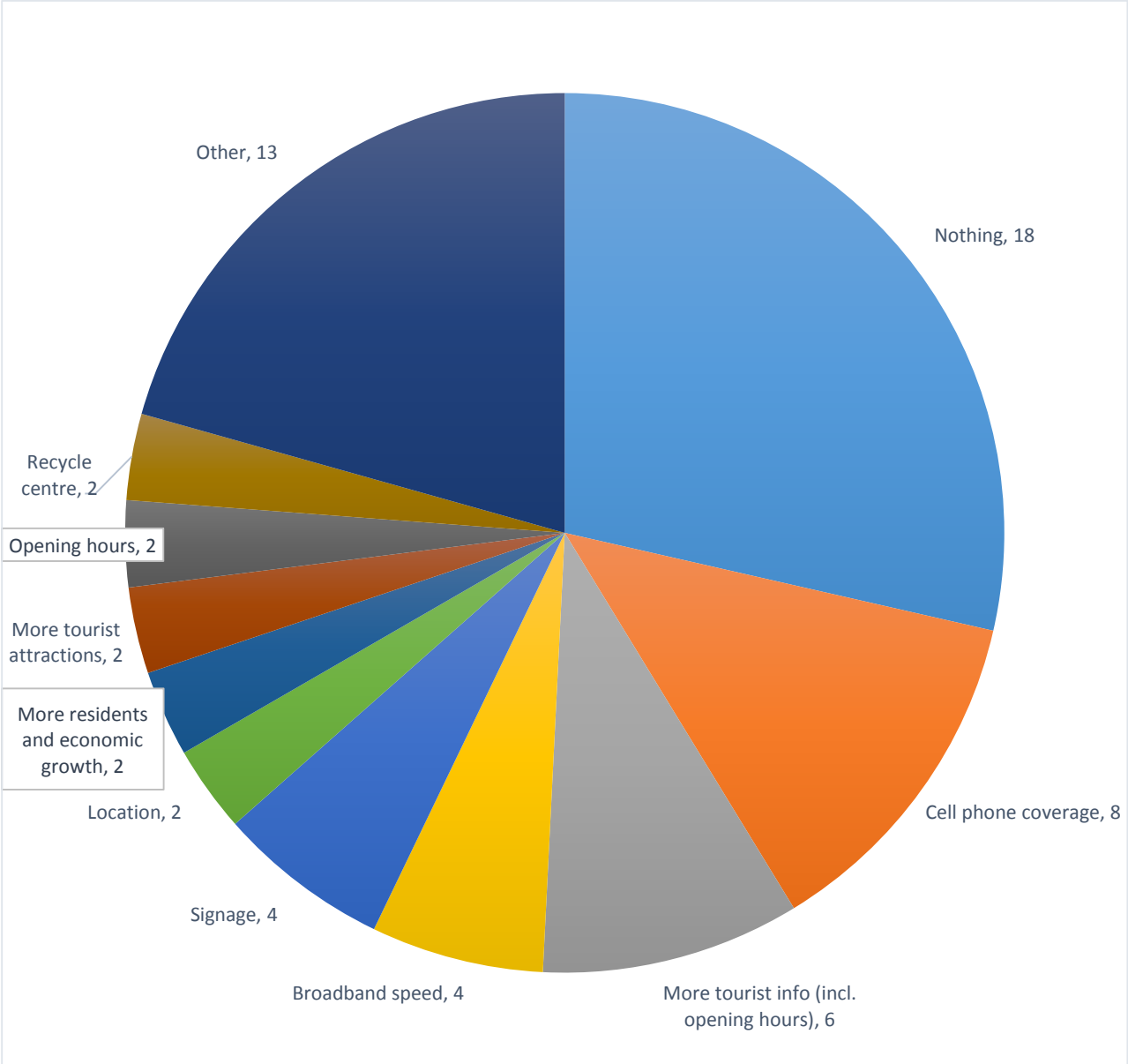


Figure 8. What Visitors would change about Naseby

'Other' includes 13 comments that were mentioned only once by a visitor and are detailed in the table below.

Comment	Number
Grounds maintenance	1
Marketing of the town	1
Not pay for water	1
Holiday activities	1
Concrete the dam	1
Pubs serve local wines and produce	1
Better television coverage	1
Better shop	1
Too hard to book a rental	1
Ensure strict building regulations	1
More walks	1
Weekly rubbish collection	1
Preserve country town feel	1
TOTAL	13

Figure 9. Comments relating to aspects that visitors would change about Naseby

Appendix 4. Community Workshop Responses

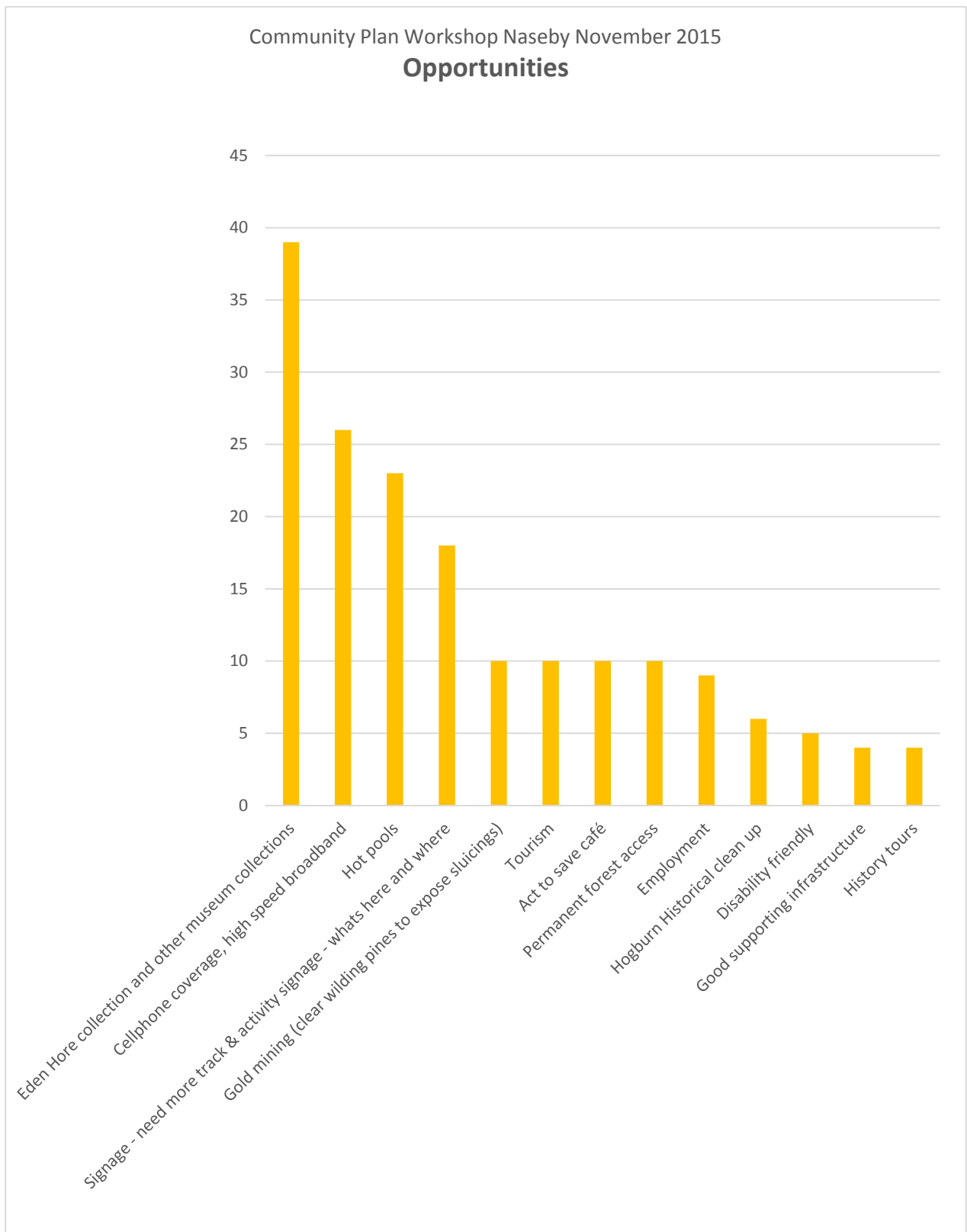


Figure 1. Opportunities identified for Naseby

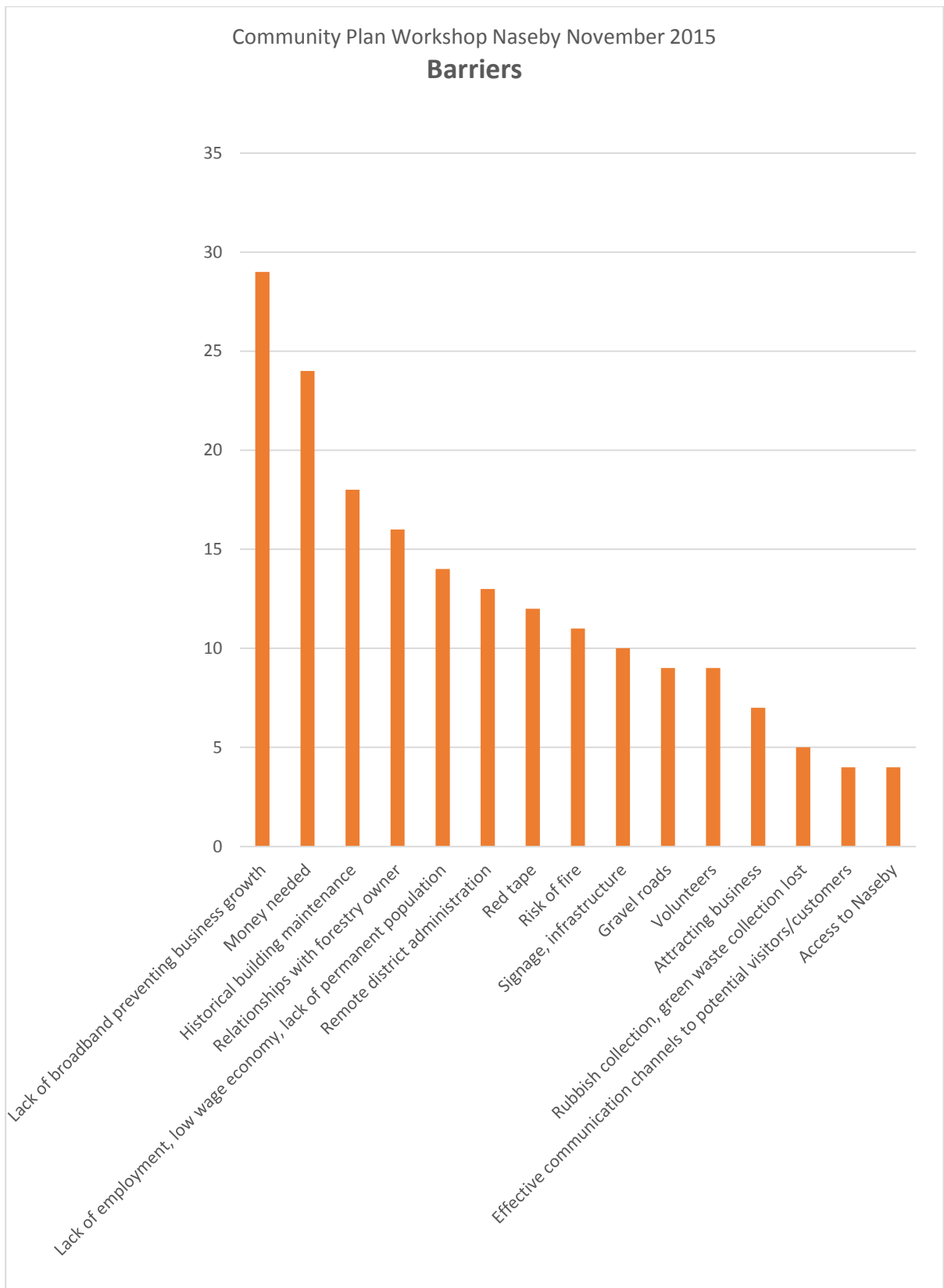


Figure 2. Barriers identified for Naseby

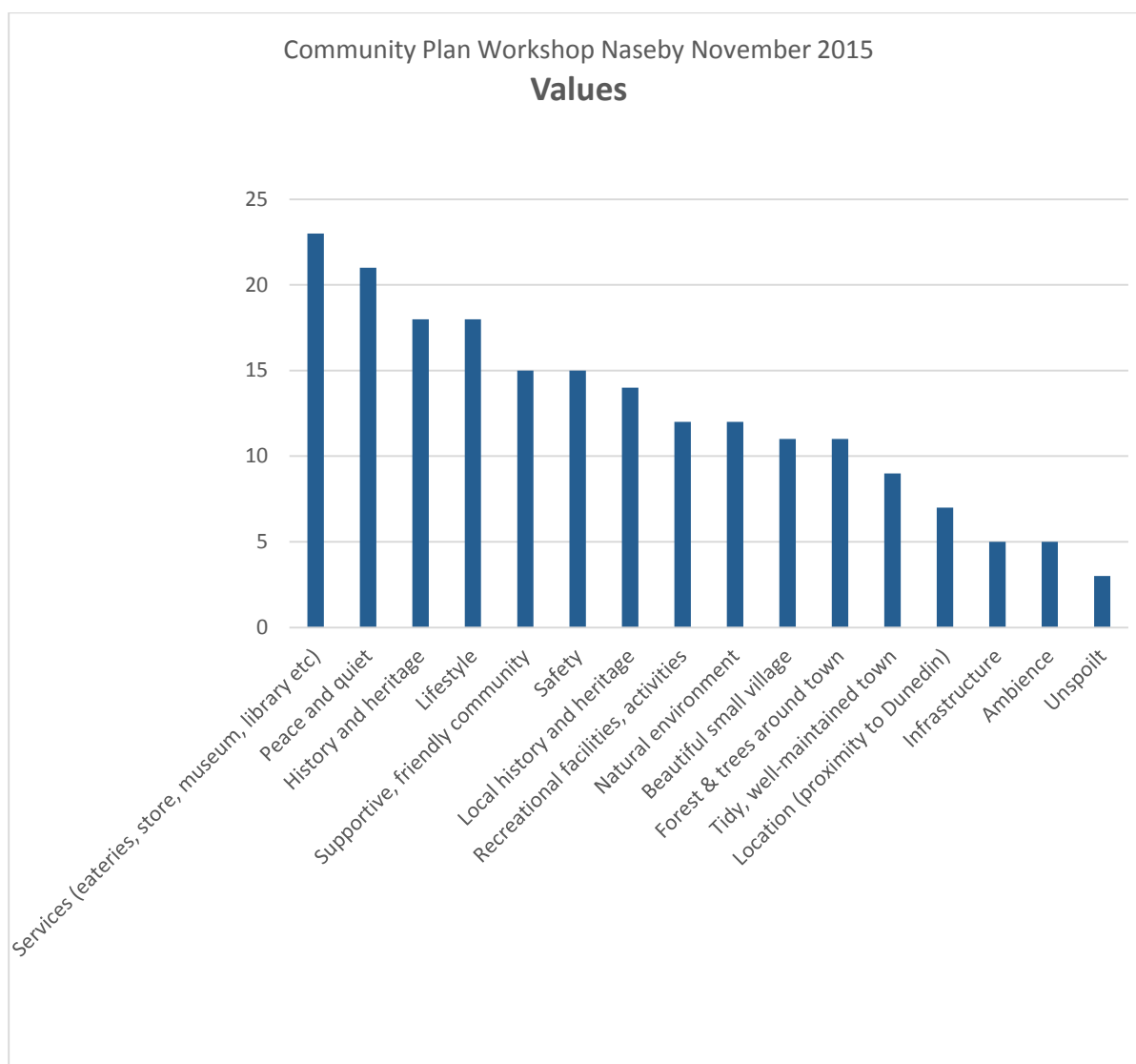


Figure 3. Values for Naseby

Community Plan Workshop – Comments relating to what participants viewed as their Vision for Naseby:

Vision	Responses
Steady consistent development that encompasses the vision & historical influences of the two on the future	8
Alpine Village `2000ft above sea level'	5
Existing assets/ infrastructure retained and enhanced	5
A great place to live & visit that is economically viable & sustainable	5
Naseby retain control of its own endowments	5
Strong element of peaceful retreat	3
Remains family friendly	2
Viable community with a full range of services for those who live here	2
A caring community living in a peaceful, beautiful environment, respecting &	1
Be successful in attracting new businesses & people	1
Retain its calm safe environment	1

