

Roxburgh and Teviot Valley Community Plan

Add value to existing industry + New initiatives + Improved services
by
Working together + Community participation
=
Vibrant Community



December 2011

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Introduction

This is the second Community Plan for Roxburgh and the Teviot Valley. The first was produced in June 2006. Since then the community has accomplished a number of its objectives. Recently, it has re-evaluated its vision and direction for the future and the outcomes of that process are outlined here, in the 2011 Roxburgh and Teviot Valley Community Plan.

Process

This draft Community Plan has emerged from a process designed to encourage community participation. Emphasis has been placed on obtaining a wide representation of views, identifying their points of difference and determining what opportunities there might be for building on current strengths and innovative ideas to ensure the Valley grows as an attractive and desirable place in which to live, work and play.

The consultation for this second Plan includes surveys and other information gathered to help inform the workshop. There was a general survey about the relevance of the Vision and how the community's performance rated in relation to the values outlined in it. A face-to-face survey was also conducted with 50 business owners, in a wide range of businesses across the valley, to gain an understanding of the advantages, disadvantages/constraints and future requirements of doing business, locally. As well, a meeting was held with youth at Roxburgh Area School where senior students, who had already surveyed younger students, discussed and rated various issues of interest and concern.

This draft Plan has distilled individual opinions and identified common points of interest in the consultative process to: refine the collective community Vision, initially outlined in the 2005 Community Plan; and propose a number of key recommendations for action, which may assist with the continued development of Roxburgh and the Teviot Valley as a viable community.

The Working Group that worked on options in the previous Plan will provide constructive and informed feedback to this draft Plan and implement the resulting recommendations for action.

While this Plan has no legal status for many of the organisations involved or identified, it does provide an important insight into the direction the community would like to head. To this end, community ownership of the Plan will be important for driving many of the recommendations contained therein.

The Working Group is now seeking public feedback on this draft Roxburgh and Teviot Valley Community Plan – 2011.

Process Timeline

The outline planning process and time frame is as follows:

General Survey conducted	March 2011
Business Survey conducted	March 2011
Youth Meeting held	May 2011
Community Workshop held	2 July 2011
Draft Plan developed	July/August 2011
Draft Plan available for comment	Mon 19 September – Mon 17 October
Submissions reviewed by Working Party	November 2011
Changes made to Community Plan	November 2011
Community Plan signed off	December 2011



Vision

We Value

Our Natural Environment

- The diverse landscapes
- Developments in harmony with our natural environment
- The natural beauty of the Clutha River and its banks

Our Community

- A great place to raise a family and to retire
- A vibrant community where people participate in community life
- Where there is employment
- The services meet our needs

Our Economy

- Existing industries
- New ventures and adding value to existing industries

Our Uniqueness

- Recreation opportunities
- Heritage sites and stories

These are the values that make Roxburgh and the Teviot Valley a 'special' place in which to live, work and play. They are to be celebrated and protected.



Community Profile

The Teviot Valley is a ribbon district that runs either side of State Highway 8. Its main town and retail hub is at Roxburgh. Centrally located, the area is 30 minutes south of Alexandra, less than two hours west of Dunedin and two hours north of Invercargill.

Flanked by rocky, tussock-clad high country and nestled alongside the mighty Clutha River it has views out to the Old Man Range and Mount Bengier to the west.

Once a gold mining area, it is now a farming and horticulture district and home to the Roxburgh Hydro Dam. It boasts outstanding fishing and an extensive range of outdoor recreation opportunities.

The area is famous for its iconic apricots and other delicious fruits; and is renowned for the Children's Health Camp, Jimmy's Pies, and its Scottish heritage.

It has a declining and ageing population of less than 1600 residents, with the highest concentration of people living in Roxburgh.

The Valley's location on a main highway means Roxburgh and the Teviot Valley have many travellers passing through, en route to other centres.

History

Teviot Valley was first settled by sheep farmers in the late 1850s with predominantly Scottish roots. The discovery of gold in 1862 saw the establishment of Roxburgh, Etrick and Millers Flat settlements. Fruit growing developed as an alternative form of livelihood for early gold miners.

It was the combination of a temperate climate and the availability of irrigation that developed horticultural production and pastoral farming in the Valley (Liepins, 1998). To this day, agriculture continues to be the largest economic driver in the Valley.

By the 1920's the gold boom was in decline and pastoral farming together with horticulture were becoming increasingly important economically.

The production of hydro electricity has also played an important part in the history of the Valley with the establishment of the Teviot Electric Power Board in 1917 and the first commercial facility commissioned in 1924 on the Teviot River. Further small hydro electric stations were built on the Teviot River (Teviot Bridge 1972, Ellis 1981, Michelle 1982, Lake Onslow 1984) and the Tallaburn Power scheme in 2010.



Not only is the Teviot River used for hydro electricity, it is also an important source for irrigation. This is equally the case for Lake Onslow.

The Roxburgh dam was commissioned in 1956. Its development brought many people into the district temporarily. The resulting Lake Roxburgh has created opportunities for many recreational pursuits.

Economy

Agriculture continues to be the backbone of the regional economy, but the development of service industries such as business services, tourism and retail are becoming increasingly important. Overall, property market is stable, but house prices are less than they were, pre-2007.

The Central Otago economy moved into recession in 2009, a year after it hit nationally. Resulting trends are similar to elsewhere with reduced expenditure and tightened credit affecting many. However, Central Otago is bucking national trends with continued growth in population and employment. The optimistic view is that the things that have driven the district's growth in prior years will help the local economy to remain reasonably robust. However, as has been shown in the past, small populations tend to be vulnerable in the face of large scale events.

This is true for the Teviot Valley, which experienced a much slower rate of growth during the years of rapid regional growth. Nonetheless, house prices did almost double in that period and anecdotal evidence suggests this was due to demand of holiday-home buyers. Since that time prices have slowly dropped with houses currently selling at or about 10 per cent below government valuation. The volume of sales appears to have rallied since the second half of 2010 and indications are that approximately 40 per cent of buyers are from within the Valley.

The roll of the Roxburgh Area School Roll has also rallied this year across all levels after several years of decline. The increase was thought to be due to new families and fewer students leaving the area.

Pastoral farming continues to be a principal economic driver for the Valley. While summer fruit and pipfruit are considered important industries, they are subject to the vagaries of international and domestic markets and corresponding fluctuating fortunes, plus the climate. Central Otago fruit has a reputation in New Zealand and overseas as a premium product.



The fruit industry is reliant on seasonal workers. Seasonal Solutions, an employment agency that provides a one-stop service for people looking for seasonal work, has indicated that there are approximately 660 placements for this season, 2010/11. This number has remained much the same during the past six years. What has changed, however, is the proportion of New Zealanders being placed. Of the 330 or so placements, only about one third is now from the Pacific region.

However, the seasonal variation in employment isn't ideal for a stable population base. The Valley's lack of long term and skilled-work employment opportunities is of great concern to locals because

without it, they're unable to retain their young people and attract new families. The 20-45 year old age group is noticeably under-represented with high school graduates leaving the Valley for tertiary study and jobs and not returning.

The predominant demographic in the Valley is retirees, where the number of people aged over 65 is twice the national average.

The biggest permanent employer in the Valley is Roxburgh Children's Health Camp with a staff of 43. It provides a service to children and their families from Oamaru south.

Opportunities for the future may lie in new businesses and services that add value to existing industries like horticulture and tourism.

The development of the two tracks under the auspices of the New Zealand Cycle Trails will also provide some impetus and draw attention to the Valley's recreational potential. The trails are: Clutha Gold (Lake Roxburgh Dam–Teviot District–Millers Flat–Beaumont and on to Lawrence); and, Roxburgh Gorge (Alexandra–along Clutha Mata-au River through the gorge–Roxburgh Dam), which links with the Clutha Gold Trail and Otago Central Rail Trail. Development of all trails in the project is expected to start construction before the end of 2011.



Environment

The special landscape with its distinct transition from intensive farming and irrigated paddocks on the valley floor to tussock grasslands, rock and the moonscape effect on the surrounding hillsides is quite remarkable. The Clutha River and the range of heritage items still in existence add to the Valley's distinctiveness.

As the community considers its future opportunities it also needs to be mindful of the values it wants to protect. At the heart of locals' lifestyle are families with a strong sense of connection to the area who enjoy firmly established social networks. While young people tend to leave for opportunities elsewhere, the seasonal influx of horticultural workers, the addition of new holiday and retiree homeowners and tourists passing through add to the Valley's vitality and special way of life.

Social Infrastructure

Over the years the Valley has lost many services and this has been a real concern for the local community.

Social infrastructure in the community covers the health, education, transport and community services. For more on employment see Economy, above.

Since the advent of centralised service provision, Alexandra now tends to be the local centre for service provision.

While the community has come to accept the need to travel to other locations for services, the loss of banking facilities and no ATM continue to be seen as major inconveniences, although a broader trend in the use of internet banking does provide another means. In recent times, the Four Square store has also closed.

While the closure of services has meant the loss of professional people who contributed to the local service clubs, the Valley is proud of having its own rest home, medical centre, primary school, Area School, Health Camp and beautifully restored theatre and town hall, which features a commercial kitchen. It is also fortunate to have so many halls – mostly vested in Council, but operated by local organisations.

In terms of local body representation, the Valley has its own community board and one representative on Council.

The community has two police officers and boasts a low crime rate.



Specific Features of the Teviot Valley

Significant Industries	Pastoral farming & horticulture	
Population	> 1,600, with the main population located in Roxburgh	
Altitude	In the Valley approximately 100 metres above sea level	
People	Farming families	
	Orchardists	
	Service industry	
	Significant number of retired people	
	Seasonal workers	
Location Aspects	State Highway 8	
	½ hr to Alexandra; less than 2hrs to Dunedin & Invercargill	
	The Clutha and Teviot Rivers, Gorge Creek, Roxburgh Gorge	
	Old Man Range, Lammerlaw Range, Mt Bengier, Mt Teviot	
	Lake Onslow, Pinders Pond and Potters	
	Roxburgh is the main rural centre	
	Etrick, Millers Flat and Lake Roxburgh Village	
Climate	Temperate / continental	
Services	Roxburgh Area School	Millers Flat Primary School
	1 Petrol station	Pharmacy
	2 Grocery stores	District Nursing
	Early Childhood Centres	Rest home
	Churches	Theatre
	Police	Health Camp
	Libraries	Swimming pools x 2
	Hotels x 3	
Industries	Fruit packhouses	Shearing contractors
	Tourism / Accommodation	Manufacturing
	Builders	Vehicle services
	Bakery	Forestry
	Coal mining	Earth moving contractors
	Poultry farming	Power Generation
	Fruit/Food Processing	
Niche Industries	Art	Photography
	Berrys	Grapes
	Flowers	Metal craft
Professional Services	Designers	Lawyers
	Accountant	Real Estate

Vibrant Community

Throughout the consultation process the desire for a vibrant community, where positive attitudes prevail and people work together to achieve common goals and participate in community life, was expressed repeatedly – in the general survey, at the meeting of youth and at the community workshop.

Comments throughout the consultation for this Plan indicated that negative attitudes, entrenched views and resistance to change are factors that have held back the area in some measure, in the past. These concerns could well be reflected in the low ratings given by residents in response to the community survey – averages out of 10 hovered between 5.7 and 6.2 on all topics.

In recent times the Teviot Valley has been hard-hit economically and socially. It has lost a good many services; experienced less and slower economic growth than other places in Central Otago; and, has seen its young people leave for better education and employment opportunities, elsewhere.



That said, there are strong, positive factors and potential opportunities in the community's favour. For a start, its social base comprises a solid foundation of families with a strong sense of place and well established networks. The community agreed that Roxburgh and the Teviot Valley is a great place to raise children. There are a range of sport and recreation opportunities including rugby and netball, both of which the area does really well in. There are also a range of music and dance groups including a well recognised brass band. The community discussed the need for celebrating and raising awareness of achievements within the community. On top of this students at Roxburgh Area School have pride in their school and see it as a positive influence in their lives, and the wider community. They actively engaged in the consultation process and were keen to be heard and to contribute to community initiatives. Local businesses also tend to have a positive outlook.

Economically, there is a strong, well established primary sector and the horticulture industry in particular has a nation-wide reputation for producing delicious, high quality fruit, especially apricots. The Valley gets many travellers passing through on State Highway 8 and two New Zealand Cycle Trails currently being developed will bring many recreational users to the area in the near future. As well, the community has a beautifully restored theatre and recently refurbished town hall with a commercial kitchen. All of these factors present opportunities the community can build upon for prosperity and vibrancy, but they are by no means an exhaustive list.

Promoting the Valley (see Promotion section), co-operatives – especially a produce co-operative (see Roxburgh Town Centre section), cycle trails (see New Enterprises section) and business (see Business section) were far-and-away the best supported topics at the community workshop, which only reiterates the community's openness to new initiatives to fuel greater vibrancy.

A more vibrant community is well within reach of Roxburgh and the Teviot Valley. There is plenty of potential, how well it is realised will, in part, depend on how well the community comes together.

At the Workshop there were various suggestions for improving communication in the community and this would seem like a good start. These included combining the *Molyneux Mail* and the *Teviot Bulletin*, putting the Roxburgh website address in the *Bulletin*, putting the *Bulletin* on-line or on the Roxburgh website and putting more information and feedback in the *Bulletin* – activities, events, local information, business directory, more local news and letters from the public.

Currently there is no active Roxburgh website. Creating one to promote the Teviot Valley was a recommendation for action in the first Plan and although some progress was made, the company that worked with the community on this ceased to be involved some six months ago and the project has since floundered.

The Valley is promoted on the www.centralotagonz.com site, but in terms of community communication, the community may want to revisit the idea of a local website, consider the options outlined above or investigate other options eg, a Facebook page.

Objective:

Roxburgh and the Teviot Valley have a vibrant community life.

Recommendations for action:

- **Investigate how the *Molyneux Mail* and *Teviot Bulletin* could work more closely together and better inform and reflect the community.**
- **Determine which on-line option to promote and represent the Teviot Valley would be the most suitable and how it would be created and managed.**
- **Locals get behind this Community Plan to ensure widespread participation in the resulting working groups and/or initiatives.**
- **Hold a community/fundraiser event to provide a kick-start for greater community involvement in an appropriate local project.**
- **Explore initiatives to create community awareness of and celebrate the achievements of Roxburgh and the Teviot Valley**

Businesses

A business survey was conducted as part of the consultation for this Plan. It comprised face to face interviews with 50 businesses from across the valley in a range of industries from horticulture and agriculture to hospitality, food production, retail services and manufacturing. Most businesses were small (1–3 people) and most were locally owned. Collectively, they employ 230 full-time staff and approximately 620 part-time staff.

Overall, the business outlook was positive with more than half of the respondents describing it as good or very good. Most had felt the recession, but considered the situation to be improving.

Key points raised by respondents about running a business in the Valley are: advantages – quality of life, customer loyalty and good quality local labour; disadvantages – transport costs and a shortage of skilled labour; major constraints to expansion – availability of finance and size of local market. However many businesses were happy with their current size and did not want to expand.

Suggestions and comments relating to improving business performance and enhanced viability for the future include: diversification, IT upgrades, ATM facilities (see Community Facilities and Services section), new/more cafés, cycle trail (see New Enterprises section) and improved infrastructure in Roxburgh, eg, footpaths, curbing, a tidy-up (see Roxburgh Town Centre section).

The business survey showed strong support for a business networking group that could focus on joint initiatives and marketing (see Marketing). The feeling was that it should not duplicate other groups such as farm discussion groups. There were a few suggestions that it be part of Rotary.



The idea of a business group gained good support at the Workshop, too. Suggestions that gained traction revolved around the purpose of the group: to support and encourage new business – with Rotary becoming proactive in opening up new opportunities; for small businesses – meeting regularly to support one another, providing information on how to set up a small business, and getting outside support like facilitation from CODC and mentoring from the Chamber of Commerce.

The need for innovative business ideas to create employment and help keep young people in the district was also expressed. Some ideas mentioned include more apprenticeships, restaurant/cafés and food processing (see Community Co-operatives and New Enterprises sections). It was also discussed that businesses (especially horticulture) should be encouraged to work with schools and the Polytech to help develop training opportunities that will lead on to middle management positions for youth.

In response to potential innovative ideas, cycle trails were particularly popular and salmon fishing was well supported (see New Enterprises section).

There were also many comments about supporting local businesses. Suggestions that food outlets be encouraged to work collaboratively with each other in order to be open to suit the public were also made.

It has become apparent that there is a strong and determined sentiment in the community for supporting one another, encouraging innovation and building on existing industry and infrastructure for the future economic and social wellbeing of the Valley.

However, the issue of 'red tape' was raised at various stages of the consultation process. Other than a mention of bureaucracy and regulations, no further specifics were given. It did garner some interest, particularly in relation to employment, and where it was raised elsewhere it seems to relate to the ease, or otherwise of doing business (make it easier to get building consents, relax food preparation regulations etc).

Objective:

The Valley has a thriving, diversified business community.

Recommendations:

- **Create a Business Group.**
- **Consider how the Business Group might:**
 - **Support existing businesses eg, marketing and creation of joint ventures**
 - **Encourage food outlets to collaborate in regards to opening hours**
 - **Nurture diversification, innovation, aspiring entrepreneurs and the development of new businesses**
 - **Tap into outside support eg, Rotary, Otago Chamber of Commerce and CODC.**
- **Encourage business owners and educational institutions to work together to provide middle management training opportunities for youth to help in keeping them in the District.**
- **Define key areas of concern in relation to 'red tape' and work on these with appropriate agencies.**

Roxburgh Town Centre

Improving the appearance and vitality of the Roxburgh Town Centre generated a great deal of discussion at the Workshop. It was also a topic raised in the business survey and at the youth meeting.

Appearance

A better looking town centre would not only engender local pride, but make it more attractive to visitors, as well.

Comments relating to its appearance include repairing and sprucing up tired-looking buildings (Hydro Hall was mentioned specifically), helping those who cannot afford to improve their shop fronts (maintaining / highlighting heritage aspects), upgrading the shopping centre and improving infrastructure – footpaths and storm water flooding. There was a suggestion to create a repairs and maintenance working group.

Enhancing the main street was a high priority recommendation for action in the first Roxburgh and Teviot Valley Community Plan. Since then a great deal of effort has been expended towards this goal. NZTA (formerly Transit NZ) was consulted about its requirements and a concept was designed based on community ideas. Feedback was sought from the community, and CODC's Rooding Manager. Probus Rural Women and Senior citizens sent letters of support for a pedestrian crossing to be included.

Amendments were made to the concept plan and it was presented to NZTA, which has agreed to undertake the base work eg, road markings, protrusions, kerbing and channelling etc. The community is responsible for the above ground work eg, landscaping, lighting, irrigation, street furniture, etc. Suggestions include planting of trees and paving for the main street of Roxburgh.

The whole project is likely to be undertaken in a phased manner over 2–3 years. The new crossing and safety island has already been put in by NZTA, who is currently considering when funding for the rest of the project can be secured and when the project can to proceed.

It is worth noting that during consultation with youth a suggestion for more public litter bins was made, repeatedly. Specific comments include: rubbish bins at Pinders Pond, more rubbish bins, no rubbish – more rubbish bins [possibly indicating disdain for litter], covered rubbish bins (wood, metal) and new rubbish bins.

Coincidentally, CODC has recently installed new litter bins in Roxburgh's main street and has relocated some other litter bins.



The removal of the fence around the Teviot Gardens to make the park more accessible to the public was also discussed.

Objective:

The Teviot Valley has an attractive and well maintained town centre at Roxburgh.

Recommendations for action:

- **Consider what aspects are not covered in the proposed mainstreet design concept and how they could be achieved.**
- **Investigate ways to improve the overall appearance of the main street.**
- **Explore the community's preference in relation to whether or not the fence around the Teviot Gardens should be removed.**

Community Co-operatives

Produce Co-operative/s

The idea of co-operatives, and a produce co-operative in particular, was far-and-away one of the most popular topics at the workshop.

Suggestions included purchasing a cooperative building, possibly the former Post Office building for a produce co-op business, promoting all produce through a shop that sells local/unique produce and products, utilising empty shops as a venue or temporary outlet for a produce co-op/s. There was also mention of selling crafts and cottage industry.

The motivation appeared to be two-pronged – filling empty shops/venues to add vitality to the town centre and building on a well-known, highly regarded, existing industry – horticulture.

Art Co-operative

Roxburgh and the Teviot Valley has a very active Arts society. The Roxburgh and District Arts Society was formed for the purpose of promoting the arts in the Teviot Valley. This incorporates both visual and performing arts, including local and visiting performances and artists. They have a small committee plus about 30 non-committee members. Their main event is a bi-ennial Arts Festival at Labour Weekend. There is also an annual exhibition of art from local schools and throughout the year they have a programme of concerts, music and drama.



The idea of an art co-operative, while not as popular as a produce co-operative, did gain traction and would appear to be very much in the same vein of adding vitality.

Only a couple of suggestions were put forward in relation to this topic. One was simply that there is a shared space for artists. The other was for the former Post Office to be an artists' co-op and café.

Obviously, the old Post Office building has captured people's imagination as a venue for a co-operative both for produce and artists. Whether it is the ideal venue for one or both co-ops will need to be determined.

One aspect to consider in relation to an artists' co-op is its purpose – artists' studio-work space, gallery, point of sale, café – some or all of these things?

Note: Cafés and eateries are discussed in the introduction to the New Enterprises section.

Objective:

Well thought out and well run produce and art co-operatives that add vitality to the Teviot Valley's town centre at Roxburgh.

Recommendations for action:

- **Call a meeting/s of interested people/parties to determine the level of interest and commitment to each concept – produce co-op, art co-op.**
- **Determine a plan for each concept, which considers purpose, management, supply, long term viability and potential venues.**
- **Formulate an action plan for a produce co-operative and an art co-operative.**

Community Kitchen

The newly refurbished Roxburgh theatre and town hall is a source of pride and a tremendous asset to the Teviot Valley community. Making the most of these facilities will most certainly add to the vibrancy of the town centre and a marketing drive for the town hall is currently underway.

The Workshop was held at the town hall, but the only real discussion about it related to its commercial kitchen. There was interest in making the kitchen an 'open' kitchen for locals to use and prepare local produce, which could be sold to travellers; and it being rented for at nominal cost. There was also a suggestion for a town marketing team to help with promoting home-based produce, although it is not clear what is meant by 'home-based' (see Promotion section). Collectively these ideas gain a fair amount of support.

Given the strong support for a produce co-op, the use of town hall's commercial kitchen for produce preparation or even the creation of value-added products like jams and chutneys could be a logical step.

Objective:

The town hall's commercial kitchen is available for appropriate and responsible use.

Recommendations for action:

- **Investigate the practicalities and legalities of having an 'open' community kitchen.**
- **Draw up guidelines for use as an 'open' community kitchen and trial them.**

New Enterprises

At the Workshop there was a great deal of interest in ideas that added value to existing industries. Many suggestions were put forward with several gaining a great deal of support.

The concept of a food co-op is one and it is discussed earlier in this Plan (see Community Co-operatives section). Others relating to the horticulture industry, tourism, heritage and waterways are covered in this section.

One idea, which did not garner any real support on its own, but which came to light many times and often within the context of other topics was for a café or more cafés or eateries. This was raised in all aspects of consultation – community survey, business survey, youth meeting and at the Workshop.

It was mentioned in relation to improving the town centre, servicing the needs of future cycle trail users, and as an incentive for travellers to stop for longer (and spend more). It could also very easily build on existing industry, using local produce in its menu eg, freshly squeezed juices. (See Town Centre, Cycle Trails, Tourism and Promotion sections.)

Another enterprising idea that came out of consultation with youth was for the Roxburgh Area School to develop a specialty in the way that Cromwell College has for outdoor education (see Promotion section).

There are many advantages to developing new ideas including improved opportunities for recreation, community participation, employment and tourism, but it is important that new enterprises are compatible with the community's values, as outlined in its Vision (see Vision section).

Objective:

The Valley enjoys a vibrant community that explores fresh ideas with the intention of enhancing lifestyle and prosperity.

Recommendations for action:

- **Create a proactive New Enterprises group that promotes the objective investigation of fresh ideas and liaises closely with business networks, community organisations and individuals.**
- **Engage with and recognise the community's youth as an inspiration and enthusiastic catalyst for new enterprises.**
- **Investigate how cafés and / or eateries can be encouraged to set up business.**

Tourism

Tourism is becoming an increasingly important component of the Central Otago economy. It is a popular holiday destination for many New Zealanders and for an increasing number of overseas visitors. Long hot summers and recreation are big draw cards with wine and food starting to have a real impact, too.

Many of the suggestions put forward in the consultation process for this Plan to enhance prosperity and vitality are directed towards the tourism industry.

As a ribbon community along either side of State Highway 8, the Valley gets a fair amount of traffic passing through or stopping only momentarily. The challenge is to get travellers to stay longer, and to develop attractions and activities that promote the area as a destination in its own right (see Promotion section).

The idea of the development of a family friendly camping ground for Roxburgh was also put forward.

Information Centre

There was some concern about the information centre, particularly its ability to cope with the cycle trails currently being developed in the area. Comments include: be prepared for and upgrade to cope with coming cycle trails, shift it to the lake when the trails are developed, and, it needs to be more prominent and open more.

Objective:

That the information centre is well positioned and equipped to handle projected visitor numbers.

Recommendations for action:

- **Discuss concerns about the information centre's ability to cope with incoming cycle trails with Council to gain an understanding of likely visitor numbers and level of service required.**

Museum

The idea of combining the Museum with the information centre was the most well supported suggestion relating to the museum. Other comments include: having the museum on the main street and in a more central place – the post office was mentioned, specifically. (The post office was also suggested as a possible venue for both a produce co-op and an artists' co-op (see Community Co-operatives section).

The suggestion to combine the information centre and the museum was investigated following the first Community Plan. Discussions were held with the Museum committee, but the idea was not favoured and a decision was made to not pursue it any further.

Objective:

That the museum is accessible.

Recommendations for action:

- **Brainstorm ideas for giving the museum a higher profile and making it more accessible eg, signs, a heritage path leading to it, etc.**

Heritage

Roxburgh and the Teviot Valley have a rich heritage. At the Workshop issues relating to signs and interpretation got the most traction, although a wide range of aspects relating to heritage was variously discussed.

Suggestions put forward include: signs on historical buildings and at sites and places of cultural significance; tell the histories – gold, Maori, Roxburgh Area High School; the museum (see above); and ensuring landmarks and heritage sites along/near trails are highlighted eg, gold panning, lonely graves, Teviot woolshed, etc; photos at the visitors centre; and a photo story.

Key points raised in the community survey include exploring mining history, promoting heritage tours / businesses, promoting specific sites eg, Teviot Woolshed, Doctors Point, Millennium Track, Millers Flat bakehouse and conserving heritage sites eg, water tower at Hercules Flat, sod cottages at Fruitlands.

It is expected that the NZCT cycle trail between Roxburgh and Lawrence will have a distinct heritage aspect to it and that the other one between Roxburgh and Alexandra will also have a strong heritage component.

The Valley's first Community Plan had a recommended action to collate information suitable for interpretation panels at local heritage sites of significance. As a result the 150 Years of Farming in the Teviot Valley group instigated the creation of a commemorative artwork at the Picnic spot south of King George Park. During the course of this project a great deal of information was collected, which could potentially provide the basis for the telling of more stories and interpretation (see Promotion section).



Other recommended actions from the first Community Plan – producing a brochure on heritage sites, identifying heritage sites and features to be included in the District Plan and doing a study of the geology, pre European natural history of the area, were not actioned.

The community clearly values its heritage and has quite a story to tell from early Maori to gold dredging, farming, horticulture and hydro electricity. It is well worth celebrating and sharing.

Objective:

The community preserves and celebrates its heritage and unique story.

Recommendations for action:

- **Create a log of heritage sites that would benefit from signs and interpretation, prioritise projects and seek funding to implement them.**
- **Consider how the wealth of information collected for the 150 Years of Farming project could be used to further help tell the Valley's story and for interpretation purposes.**
- **Form a heritage group to help, preserve, promote, support and prioritise heritage sites and initiatives.**

Cycle Trails

Cycle trails were far and away, one of the most well supported topics at the workshop and they gained a fair amount of comment in the community and business surveys, too.

Discussion included cycle trails and walkways generally, but tended to focus more specifically on the New Zealand Cycle Trail Project (NZCT), which is developing *The 18 Great Rides of New Zealand*.

Two local trails have been approved for development as part of NZCT. They are: Clutha Gold (Lake Roxburgh Dam–Teviot District–Millers Flat–Beaumont and on to Lawrence); and, Roxburgh Gorge

(Alexandra—along Clutha Mata-au River through the gorge—Roxburgh Dam), which links with the Clutha Gold Trail and Otago Central Rail Trail. Development of all trails in the project is expected to be completed in 2012.

The development of each local trail is being overseen by its own separate, independent trust. As NZCT trails, they also have the distinct advantage of being eligible for government funding for their development and may well benefit from any NZCT future marketing campaigns.

While not everyone is in favour of the route these trails are taking, once established, they are almost certain to raise the profile of Roxburgh and the Teviot Valley and create a lot more outside interest in other local trails, walkways and recreational pursuits. While this has the potential for many positive spinoffs, it won't be without its challenges. Accommodating the expected influx of visitors and their expectations for supplies and services will be one such challenge. (See Tourism and Promotion sections.)

Comments during consultation related to supporting the Clutha Gold trail, completing both NZCT trails; cycle and walking trails generally, access points on the Trails and ensuring landmarks and heritage sites along/near trails were highlighted eg, gold panning, Lonely Graves, Teviot woolshed, etc.

The Teviot Valley Walkways Committee has been active in the development of walkways and has produced a brochure about them.

The community's Vision (see Vision section) has a stated value about preserving its natural environment and landscapes. Any development of new trails would be expected to respect this value.



Objective

Good quality trails for cycling and walking that are in keeping with the community's landscape values and enjoyed by locals and visitors, alike.

Recommendations for action:

- **Determine how best to support the development of trails and walkways in the area.**
- **Brainstorm business ideas for supporting products and services for trail users and how these could be provided.**

Salmon/Fisheries

Recreational opportunities were identified by participants at the Workshop as 'endless'. Many specific pursuits were mentioned and there was a notable interest in promoting the Clutha River (see Promotion section). An idea to build up the salmon run (assumingly for fishing) and associated industries such as fisheries/farms yielded reasonable support.

In the first Community Plan fishing and the provision of fishing packages targeted at the tourism industry were suggested. Potential options to promote the activity were discussed with the president of the fishing club. The noxious weed didymo, was identified as an issue which may impact the fishery in the river. No further action was taken on either point.

Developing the industry generally and building up the Salmon run specifically takes a wider perspective than that previously suggested in the first Plan and could potentially dovetail into any promotional initiatives for the Clutha River.



Contact Energy, as part of its Resource Consent (Otago Regional Council) obligations for the Roxburgh dam, is required to return 5,000 adult salmon per year to the Clutha River. While this arrangement has faltered in recent years, Fish and Game Otago now has an arrangement in place with Contact Energy for the annual release of smelt for the foreseeable future, which aims to improve liberation numbers. The first of these releases took place on August 10th, this year (2011).

There is a view in the community that developing a salmon hatchery on the Clutha River could be a more successful and cost-effective option for improving Salmon stock.

Objective:

An enhanced Salmon run and the development of a sustainable fishing resource.

Recommendations for action:

- **Articulate a purpose for building up the Salmon run and investigate how this might be achieved.**
- **Explore the feasibility of developing a sustainable fishing resource.**

Events

Developing a signature event/s was a popular idea that attracted widespread support for its potential to contribute to a positive community culture and vibrant community, and as a future development initiative. Currently, Scottish Week is a developing event. It was first run in 2010 as a precursor to this year's event scheduled for 10–18 September during the New Zealand Rugby World Cup, however it has potential as a regular, signature event, beyond this initial goal.



A variety of ideas were put forward at the Workshop. They include: more community events, a multisport iconic event, cherry fight, merino run, rodeo, biggest pumpkin competition, apricot slinging competition, local produce / farmers' market, harvest festival, apricot festival and local foodie festival.

Objective:

The community has a signature event/s that reflects its character and values.

- **Brainstorm a full list of potential events, evaluate the potential of each one, canvas support, make a choice and draw up a concept plan/s to follow through on.**

Promotion

Promoting Roxburgh and the Teviot Valley emerged as the most well supported topic during the consultation process. Time and time again participants talked about promoting and / or marketing and / or branding various aspects or the area as a whole, across a wide variety of discussion topics.

Promotion was also given quite a lot of consideration by young people at the youth meeting. As well, the community survey echoed similar sentiments with suggestions about raising awareness of local attractions, and adding value to fruit and fresh produce industries – creating a brand: Roxburgh Summer fruit of NZ. Another suggestion was ‘Roxburgh – half way there either coming or going’.

The terms marketing, promotion and branding were used interchangeably, however they are distinct. In a nutshell, marketing refers to strategic decisions about who you want to target (eg, type of traveller / new resident, from where? and in what demographic?). Promotion relates to the activities undertaken to attract people. In the main respondents and participants appear to talking about promotion.

Overall, the most strongly supported suggestions at the Workshop are: promote brand 'Teviot' or 'Roxburgh' to include everything – fruit, farm produce, farm visits, walking and cycling trails, etc; promote all produce through a shop that sells local/unique produce and product (see Community Co-operatives section), this goes hand in hand with the idea of a town marketing team to promote the 'home-based' products; support both the Clutha Gold and the Roxburgh Gorge cycle trails (see Cycle Trails section) and promote the Clutha River – which could dovetail nicely into any new fishing or fisheries enterprises (See Salmon Run/Fisheries section). Promoting the local organics industry – fruit, vegetables, farms – gained good support.

Other suggestions that gained reducing levels of support are: promoting the Valley as fruit bowl of Central Otago; promoting identity around what has already started, eg, metal art etc; promoting all primary produce; promoting natural landscape; promoting our climate – more moderate than Alexandra, sunny in winter!



There were more suggestions, but they attracted very little or no support, however, the fact that they were raised only reinforces the community's keenness to promote itself widely and effectively.

Promoting Roxburgh Area School was an idea raised during consultation with youth, who are very proud and supportive of their school. Points raised include its fantastic opportunities, spirit of adventure, area school tournaments, outward bound, NZAS leadership, a potential draw card for new families, and potential to develop a specialty way. An example of this was cited in the way Cromwell College developed a niche for outdoor education (see New Enterprises section).

Adding value to existing industries has been a strong theme throughout consultation for the purposes of business and new enterprises, but it is also valid for promotional purposes. The Valley already has a reputation and iconic aspects that are known well beyond the area. They include horticulture – in particular, apricots; Jimmy's Pies; and the hydro dam. Roxburgh is reasonably well known and

commonly associated with summer, apricots and the dam; the Teviot Valley, by comparison, is not so readily well known. Additionally, the NZCT project is likely to significantly raise the profile of the area's scenery, environment and recreational opportunities.

In the first Community Plan written six years ago there was a recommendation to increase the profile and promotion of Roxburgh and the Teviot Valley. In response, a promotional brochure that focuses on the Valley as a whole, was developed and printed. Another recommendation to develop a local events' calendar, has not been addressed. This idea might benefit from being revisited, given the community's interest in developing a signature event/s (see New Enterprises section).

Another recommended action in the first Plan was for the development of a website promoting outdoor recreational opportunities and accommodation options. While some progress was made, the company that worked with the community on this ceased to be involved some six months ago and the project has since floundered (see Vibrant Community section). The Valley and its accommodation options are promoted on www.centralotagoz.com (Central Otago's tourism website).

Telling the Valley's story is mentioned earlier in this plan (see Heritage section) and any review of how the Valley markets and promotes itself should include this and other heritage aspects. Key points raised in the community survey include exploring mining history, promoting heritage tours / businesses, promoting specific sites eg, Teviot Woolshed, Doctors Point, Millennium Track, Millers Flat bakehouse and conserving heritage sites eg, water tower at Hercules Flat, sod cottages at Fruitlands.

Objective:

Roxburgh and the Teviot Valley are promoted effectively.

Recommendations for action:

- **Determine key messages/aspects/events and how these should be promoted.**
- **Review existing initiatives (eg, brochure, website) to see if they meet current expectations. If not, outline of a plan of action for improvement.**

Community, Facilities and Services

Roxburgh and the Teviot Valley have progressively lost services in recent times, which has had a detrimental effect on the community, psychologically and practically. However, the Valley still retains some excellent services in the form of medical care, schools, the health camp and its beautifully restored theatre and town hall.

Services of particular interest during the consultation process relate to banking; recreation – generally, and youth specifically; environmental issues and sustainable and practices; the community kitchen (see New Enterprises section); and community communications (see Vibrant Community section).

Internet use was raised several times at the workshop with various suggestions including free wireless in the town centre. There was also a reference to upgrading IT in the business survey. There was also a mention of better cell phone coverage. However, none of the suggestions garnered any real support.

ATM and Banking

Currently there is no bank or ATM in the Teviot Valley. In May 2002, an ATM was available however it was taken away after two years as it was not economically viable. Some retailers provide facilities for EFTPOS and credit card use for their customers.

While there were some suggestions for facilities to pay utility bills, this didn't gain much interest and could be offset by internet banking. There may be a case for providing a public training session on how to use the internet for this purpose, and for the provision of the internet for public use (the internet is currently available in the Roxburgh library). The supply of public internet use may become a natural consequence of new business/enterprises and increased visitor numbers.

By far the most well supported suggestion was for an ATM, generally, to buy produce in the advent of a produce co-op (see Community Co-operatives section), and in the business survey where it was commented on heavily.

In the Valley's first Community Plan (2005) there was a recommended action on this topic: *Pursue the possibility of getting an ATM installed, or a Kiwi bank or an agency that would provide a range of services similar to a post office or develop a credit union.* No action was taken. However, it obviously remains an issue and needs to be investigated further.

The provision of ATM services by a trading bank is subject to criteria, which the Valley is unlikely to meet at this time. Should resident and visitor number rise significantly in the future, this may change. There is an ATM at the Grand Tavern in Roxburgh, however not many people know that it is there.

Objective:

The Valley is serviced by an ATM machine, provides free wifi and has improved cell phone coverage.

Recommendation for action:

- **Find out banks' criteria for installing an ATM machine; the cost of installing one through an independent agency; and how the cost could be met.**
- **Investigate free wifi for the Teviot Valley.**
- **Investigate areas where cell phone coverage needs improvement.**

Recreation

Roxburgh and the Teviot Valley are blessed with a beautiful environment, good climate and what many people at the Workshop describe as 'endless' outdoor recreational opportunities.

Recreation featured strongly in the first Community Plan with nine recommendations for action. Those followed up include: building on opportunities connected to Lake Roxburgh and its history – cycle trail identified; development and promotion of fishing packages – initial enquiries and decision not to pursue (see Salmon/Fisheries section); a website to promote recreational opportunities (see Promotion section); and the development of a swimming complex – still being considered.

At the Workshop there was a lot of interest and support for the New Zealand Cycle Trails project, which is currently developing two trails in the area. Once operational, these trails are likely to attract many visitors and create interest in the area's other trails and walkways. (See Cycle Trails section for more on trails and walkways.)

While the list of existing and potential recreational pursuits created at the Workshop was very long, few sports or activities gained any real traction except for upgrading the playground to include fencing, a toddler area and better and improved toilets at King George park.



The importance of access options for boaties to be able to take advantage at Lake Roxburgh was also mentioned.

Aside from cycle trails, it was recreation as it relates to children and youth, which gained support. Suggestions include upgrading the playground as just mentioned, a Youth Centre, and skate/bike park (see Youth section.)

Other suggestions, which only got a little support, include: swimming being developed at Pinders Pond – a fence, paddling area, pontoon, boardwalk; swimming pool or access to health camp; and a kayaking flume beside the river, which gained some interest.

The youth meeting had a strong focus on recreation (also see Youth section). The list there from participants and respondents in the junior school survey was very long, too. There were some imaginative and interesting suggestions like an ice skating rink, binoculars at the lookout, flying fox, dog park, horse riding park, more interesting books in the library, high ropes' course, spa pools, fish pond, skiing in the mountains and movies shown more frequently. However, the strongest emphasis was on new rugby grounds/facilities, a swimming pool, skate/bike park and a nicer/bigger playground, which corresponds well with the outcomes at the Workshop. Pinders Pond for swimming was also mentioned.

At the Workshop there was a suggestion for youth ideas to be followed through with the support of mentors. It gained some support.

Given the congruence of ideas, recreation is shaping up as an area where youth could potentially lead some projects and / or one in which they work closely with the community to achieve common goals.

Objective:

Residents of the Valley enjoy a range of well developed recreational facilities.

Recommendations for action:

- **Investigate the potential for upgrading the playground.**
- **In consultation with youth, prioritise recreational opportunities, identify potential funding options and create an action plan.**
- **Explore the improvement of access options for boaties at Lake Roxburgh.**

Youth

The Valley's young people actively participated in the consultation process for this Plan. CODC facilitated a meeting at Roxburgh Area School where senior students discussed issues and brainstormed new ideas. Prior to the meeting children in the junior classes had been surveyed and their ideas were put forward by the seniors (see appendices).

Youth were very positive and particularly proud of Roxburgh Area High School for the positive influence it had, not only on their lives, but the wider community as well. The Valley's young people have a willingness to engage and a lot to offer a community keen to become more vibrant.

The views of youth are outlined under most other topics in this Community Plan and are mentioned specifically in recommendations for action in the New Enterprises section, the Recreation section and in this Youth section.

However, there are two aspects, in particular that are of real interest to young people. They are the development of a skate / bike park and a youth centre and the youth identified these as two key projects which could be focused on.

Past attempts at a youth centre are perceived as influenced by the church. Students were keen to have a place they could call their own that would meet everyone's needs, but with no such affiliations.

During the youth meeting students fleshed out both concepts, identifying what they might need to achieve them and which businesses may be able to assist them. They suggested that the skate / bike park could be located by the old tennis courts.

The proactive attitude by students towards these projects suggests that they could drive them. This would tie in well with a suggestion made at the workshop (and mentioned above in the Recreation section) for youth ideas to be followed through with the support of mentors.

Objective:

Youth contribute to the community and work proactively towards gaining what is important to them.

Recommendations for action:

- **Seek appropriate individuals within the community to assist young people in pursuing their goals of a skate / bike park and a youth centre.**
- **Investigate the feasibility of each project: a skate / bike park and a youth centre; and where appropriate plan the concepts and see them through to fruition.**

Environmental Initiatives

Environmental initiatives that gained a good level of support at the Workshop focused on three areas, protecting and enhancing the environment, alternative energy sources and recycling. There was also some mention of recycling at the youth meeting as well as lots of comments relating to a lack of rubbish bins.

Protection and Plantings

Protecting and enhancing the natural environment is an important value of the community.

Suggestions from the workshop include the removal of Nassella Tussock, supporting local lead environment groups, and changing the name of Roxburgh Benger Conservation Group to Teviot Landcare Group because the word 'conservation' may alienate people.

Other suggestions focused on planting and revegetation – along the river, at Pinders pond-type areas, Grovers Hill, Frog Peak, autumn trees on ugly hills and replanting on the main street.

Energy Alternatives

Suggestions of alternative energy forms and the promotion of them as sustainable alternatives within the community got good support from participants at the Workshop. Wind, solar and water were specified, but there was no mention of how they could be applied or who would drive the promotion of them.

Recycling

There was good support for improved recycling facilities and better promotion of recycling in the Valley. Glass and green waste were mentioned specifically. It was suggested that businesses be encouraged to recycle and that people should support sustainable initiatives.

Currently, there is provision for the disposal of green waste at the transfer station on Teviot Road in Roxburgh, which is open limited hours, according to the season. The Valley does not have a recycling kerb-side collection service. However, Central Otago Wastebusters does provide a recycling container drop-off depot for some recyclables (not glass) at Berwick Street in Roxburgh.

Objective:

The community is environmentally aware and engages in sustainable practices for the benefit of the Valley.

Recommendations for action:

- **Consult with landcare / conservation groups on current and priorities for future, planting and weed removal projects.**
- **Invite interested parties to discuss and consider initiatives for access to and the promotion of alternative energy forms.**
- **Investigate the potential for a glass recycling service in addition to the existing recycling service.**

What is Important to the Community?

From the community workshop the working party has attempted to identify which recommendations are a priority for the community. From these priorities, timelines for working on these recommendations can be developed.

High = focus within the next 0-2 years

Medium = focus within the next 3-4 years

Low = focus within the 5 years +

Rec number	Recommendations	Priority	Page Number
1	Investigate how the Molyneux Mail and Teviot Bulletin could work more closely together and better inform and reflect the community.	Low	12
2	Determine which on-line option to promote and represent the Teviot Valley would be the most suitable and how it would be created and managed.	Medium	12
3	Locals get behind this Community Plan to ensure widespread participation in the resulting working groups and/or initiatives.	High	12
4	Hold a community/fundraiser event to provide a kick-start for greater community involvement in an appropriate local project).	Low	12
5	Explore initiatives to create community awareness of and celebrate the achievements of Roxburgh and the Teviot Valley	Medium	12
6	Create a Business Group.	High	14
7	Consider how the Business Group might: <ul style="list-style-type: none"> ➤ Support existing businesses eg, marketing and creation of joint ventures ➤ Encourage food outlets to collaborate in regards to opening hours ➤ Nurture diversification, innovation, aspiring entrepreneurs and the development of new businesses ➤ Tap into outside support eg, Rotary, Otago Chamber of Commerce and CODC. 	High	14
8	Encourage business owners and educational institutions to work together to provide middle management training opportunities for youth to help in keeping them in the District.		14
9	Define key areas of concern in relation to 'red tape' and work on these with appropriate agencies.	High	14
10	Consider what aspects are not covered in the proposed mainstreet design concept and how they could be achieved.	Medium	16

11	Investigate ways to improve the appearance of the main street.	Medium	16
12	Explore the community's preference in relation to whether or not the fence around the Teviot Gardens should be removed.		16
13	Call a meeting/s of interested people/parties to determine the level of interest and commitment to each concept – produce co-op, art co-op.	Medium	17
14	Determine a plan for each concept, which considers purpose, management, supply, long term viability and potential venues.	Medium	17
15	Formulate an action plan for a produce co-operative and an art co-operative.	Medium	17
16	Investigate the practicalities and legalities of having an 'open' community kitchen.	Medium	17
17	Draw up guidelines for use as an 'open' community kitchen and trial them.	Low	17
18	Create a proactive New Enterprises group that promotes the objective investigation of fresh ideas and liaises closely with business networks, community organisations and individuals.	Medium	18
19	Engage with and recognise the community's youth as an inspiration and enthusiastic catalyst for new enterprises.	High	18
20	Investigate how cafés and / or eateries can be encouraged to set up business.	Medium	18
21	Discuss concerns about the information centre with Tourism Central Otago to gain an understanding of likely visitor numbers and level of service required.	High	19
22	Brainstorm ideas for giving the museum a higher profile and making it more accessible eg, signs, a heritage path leading to it, etc.	Medium	19
23	Create a log of heritage sites that would benefit from signs and interpretation, prioritise projects and seek funding to implement them.	Medium	20
24	Consider how the wealth of information collected for the 150 Years of Farming project could be used to further help tell the Valley's story and for interpretation purposes.	Medium	20
25	Form a heritage group to help, preserve, promote, support and prioritise heritage sites and initiatives.	Medium	20
26	Determine how best to support the development of trails and walkways in the area.	Medium	21
27	Brainstorm business ideas for supporting products and services for trail users and how these could be provided.	Medium	21
28	Articulate a purpose for building up the Salmon run and investigate how this might be achieved.	Medium	22
29	Explore the feasibility of developing a sustainable fishing resource.	Medium	22

30	Brainstorm a full list of potential events, evaluate the potential of each one, canvas support, make a choice and draw up a concept plan/s to follow through on.	Medium	23
31	Determine key messages/aspects/events and how these should be promoted.	Medium	25
32	Review existing initiatives (eg, brochure, website) to see if they meet current expectations. If not, outline of a plan of action for improvement.	Medium	25
33	Find out banks' criteria for installing an ATM machine; the cost of installing one through an independent agency; and how the cost could be met.	Medium	26
34	Investigate free wifi for the Teviot Valley	High	26
35	Investigate areas where cell phone coverage needs improvement	Medium	26
36	Investigate the potential for upgrading the playground.	Medium	28
37	In consultation with youth, prioritise recreational opportunities, identify potential funding options and create an action plan.	High	28
38	Explore the improvement of access options for boaties at Lake Roxburgh.		28
39	Seek appropriate individuals within the community to assist young people in pursuing their goals of a skate / bike park and a youth centre.	Medium	28
40	Investigate the feasibility of each project: a skate / bike park and a youth centre; and where appropriate plan the concepts and see them through to fruition.	Medium	28
41	Consult with landcare / conservation groups on current and priorities for future, planting and weed removal projects.	Medium	29
42	Invite interested parties to discuss and consider initiatives for access to and the promotion of alternative energy forms.	Medium	29
43	Investigate the potential for a glass recycling service in addition to the existing recycling service.	Medium	29

APPENDIX 1

Summary of Roxburgh Business Survey

- A wide range of businesses from across the valley were surveyed. 50 in total were done using face to face survey technique. This ranged from horticulture and agriculture to hospitality, food production, retail services and manufacturing.
- Size of the businesses was generally small 1-3 people but the average was larger than the Central Otago average.

1	7
2	15
3	8
4 to 5	8
6 to 10	7
10 to 20	3
20 +	2

- Numbers employed by the businesses surveyed saw approximately 230 full time people employed and approx 620 part time or casual employees.
- Of those businesses survey one had decreased numbers employed, 20 had experienced no change and 14 had employed more people. The remainder did not answer the question.
- Businesses are generally owned locally 46/50 and of those owned locally 39 had been owned for more than 5 years.
- Main advantages of running a business in the valley were the quality of life in the area (27 comments) and local customer loyalty (23 comments). The quality and supply of local labour also rated highly (13 comments).
- Key disadvantages of operating a business in the valley were transport costs (21 comments), a shortage of skilled labour (13 comments), time and distance from markets and suppliers (7 comments each). Comments included the time and cost of transport to and from the valley, the effects of the recession the challenge of getting skilled labour and the need to reduce red tape and have consistent consent requirements from Council.
- Business outlook for the next 12 months was good with 13 saying it was very good, 14 believing it was good and 16 citing it was fair. Only one thought it would be poor and 2 didn't know. Comments were around having felt the recession over the last year but things on the improve.
- Major constraints to expanding their business was primarily based around availability of finance (12 comments), not enough customers (8 comments) and size of the local market (7 comments). There were many comments about being happy with current size and not wanting to expand, the current economic climate not good for expansion and the lack of population and working age population.
- What was considered useful in helping your business to improve its performance over the past year was undertaking some diversification either through changing the method of business, changing what is being supplied/stocked and IT upgrades.
- The main products or services businesses purchase from outside the local community was wide ranging but for most of the businesses in the community there was a reliance on getting

products from elsewhere. This was primarily due to these products not being available in the valley.

- Services/industries or businesses which could be located in the valley included the need for banking facilities or an ATM (25 comments), new or more cafés (7 comments), need for cycle trail (six comments). Other comments included need for a petrol station at Millers Flat and an industrial area for little industries eg like Jimmies Pies.
- If businesses were looking to take on more staff they would be looking for people with good customer service skills, be hard workers or for those in the horticulture industry be reliable pickers or pruners.
- Of the businesses interviewed only 6 had considered moving the business out of the community, 15 had considered selling the business and 3 had considered closing the business in the last 12 months.
- 22 of the businesses have some type of web presence and only 14 use other social media to profile their business eg Twitter, Facebook or U Tube.
- The single most important factor in ensuring viable future for businesses in the community had several suggestions including need for cycle trail (17 comments), attract more population to the area, café in town, improve infrastructure around town eg footpaths, curbing and main street needs a tidy up to get people to stop.
- Of the 42 that answered this question 28 felt that there should be some sort of business networking group. This should not duplicate farm discussion groups already operating. The business group could focus on joint initiatives and marketing. Several responses suggested that it could run as part of Rotary.
- Other comments raised included the need for public toilets at Lake Onslow and McKenzies Beach.

APPENDIX 2

Summary of Roxburgh and Teviot Valley Community Survey results

Uses a scale of 1-10 with 1 being poorly and 10 being excellent.

A valley with vibrant communities that are great places in which to live, work, play, raise a family and retire.

Score was 6.0

Key points raised included how to increase population or attract people to valley, increase employment in the valley, how do we encourage vibrancy, change attitude and culture of community. Promote area as a great climate, great place to raise families and retire.

Communities that are warm, friendly, where all locals participate in community life. There are things to do, places to go and employment opportunities for young and old.

Score was 5.8.

Key points raised included need to increase employment opportunities, more development and businesses in the valley, keep jobs local and have employment for young people.

Well serviced communities that make it easy to do business and get around.

Score was 5.7

Key points raised were around need for businesses to work together, need for a small bank or ATM, more café/eating facilities, better local transport within valley and to Alexandra, free internet in main street like Lawrence, improved Council infrastructure such as footpaths and kerbs easy to use for scooters, retain the shop in Millers Flat and get petrol station if possible.

Build on quality of produce and adding value with down stream industries.

Score was 6.0

Key points raised included orcharding focusing more on selling local produce, produce created is already the highlight, create a brand Roxburgh Summer fruit of NZ, promote fresh seasonal produce at farmers markets, what incentives can we offer to get down stream industries to set up eg fruit canning/bottling/jam making eg Barkers at Geraldine.

Future development that enhances the diverse landscape.

Score was 5.7

Key points raised were around build cycle trails and other walkways in the landscape, water based activities – a dam at Beaumont, use the rivers for fishing, lake more user friendly – concerns around planning issues and need for subdivisions and upgrade the main street.

Recreation opportunities based around river, dam, lakes and high country. A range of activities well managed and packaged would attract more people to the valley.

Score was 6.0

Key points raised - large opportunities to attract visitors to area for all the range of activities, better access to lake and facilities at lake, importance of walks and cycle tracks, raise public awareness of attractions in the valley.

Create opportunities around heritage that has contributed to the Valleys distinctiveness and make sure these are protected, managed and celebrated.

Score was 6.0

Key points raised – explore the mining history, needs more promotion, promote heritage tours or heritage businesses, promote specific sites eg Teviot Woolshed/ Doctors Pont/ Millenium Track/ Millers Flat bakehouse, conserve heritage sites eg Millers Flat bakehouse, water tower at Hercules Flat, sod cottages at Fruitlands.

APPENDIX 3

Youth Survey – selected results

How would you better advertise Roxburgh and the Teviot Valley?	Dots
Community Congregating	
Free Wifi	
School more vibrant	
Covered rubbish bins (wood, metal)	4
Pinders Pond - more safer, natural swimming place instead of river	3
Scottish Heritage	
School painted colours - looks more modern - future - green -light bright	1
Main Street more expanded e.g. opening shops - more southwards towards rest area.	
Jimmy's pies	4
Friendly people	1
It's safe	2
"Roxburgh - It's not as bad as it looks"	4
Ski field on mountains	6
Promoting to bring in more families	
Area School	
Fantastic opportunities	
- spirit of adventure	
- area school tournaments	
- outward bound	
NZAS Leadership	3
Add fairy lights down the main street to make it look more appealing	2
Cool street signs - sophisticated not tacky	4
Lights like Alex	3
Hanging baskets of flowers	
Brighten up the town	1
New rubbish bins	
Promote Scottish festival in the outer skirts of Roxburgh more e.g. Queenstown, Dunedin	
Good food people will stop and buy	2
Promote great fishing, mountain biking, and 4wd - through Information Centre, Posters, Billboards	
Good looking streets	
Scottish today?	
Make us a must stop	
Big - have tourist attraction i.e. summer festival - fruit festival	2

People drive through our main street, it needs to be bright and awesome toilets, cool signs. Attractive mood and culture of our town 3

Our youth need to be positive with something to be proud of. The school works hard to promo ourselves, our community is lacking the opportunity to bring families here.

Future - What would you like to see in the Teviot Valley in 10 years time? Dots

Full size school gym 1

Update in sporting facilities e.g. tidier rugby clubs 1

Public gardens 1

Harrier Club - more multisport events - promotes Roxburgh 1

Gym - Community 3

Encouragement of sport for the whole community, so everyone can join in

Hall costs going down so they are affordable for formals, bowling tournaments etc

Summer Festival - fruit festival

Clothing shops

- youth

- designer

e.g. twenty seven names

- lonely hearts

- stolen girlfriends

- Karen Walker

A tourist attraction

Updated movie theatre 1

Development of Youth group

Wider variety of clubs

Annual sports i.e. netball/touch for whole community

A place for the older kids i.e. not youth group 2

Food is big attraction

New rugby grounds 5

Rail trail 5

New swimming pool 3

New developments

New successful businesses

BMX track

Skateboard ramp

New rugby grounds/rooms 5

Better advertisement of Roxburgh 3

Clean drinking water 11

Swimming pool - renovated 4

Bike Park

Skate park

1

Popcorn at movies

Reduced rates - high speed broadband

Rubbish bins at Pinders Pond

More efficient recycling recycling programmes

Each group was asked if you wanted to do one project in the valley what would it be?

Group 1

Youth Centre

Let the kids do it (sense of ownership)

Awesome leader

Event speakers

Sports

Sports people

Wireless

An awesome appeal

Basketball

Food e.g. milkshake, cheese rolls

Grass

Touch rugby

Wifi - Playstation - computers

Movie night

Skate area

Not all religious based

Pool

Graffiti

Good size

Room for all ages

Shuttle floor

Disco

Paint

Done once done well

Facilities all in one building

Works with school

Committees

SADD

Sports etc

Driving lessons

Un-judgemental

Group 2

Design/make Skate/Bike park

Above park (old Tennis courts) - beside bowling green

Cool design's - Half pipe - skate bowl - Ramps/jumps

Contact Local Businesses

Harliwich Earth movers

John Clarke

Bill Clark

John Whyte

Painters

Lions

Rotary

CLT - Community Lakes Trust

Masons

CODC

Mitre 10

Buchan Design

Junior Schools Ideas

Skate Ramp

BMX Track

Bike Park

Activity Centre

More walking tracks

High rope course

Ice skating rink

More rubbish bins

Movies on more often

Recycling throughout town

Fences along river walk

Make the playground nicer

Toilets at the playground

Soft toilet paper in public toilets

New café's

More exciting books in public library

Swimming Pool

Skate Park

CODC - What the Council could do for Youth! - e.g. New Swimming Pool etc

What they like and don't like about our town?

Room 1 (Year 5 & 6)

Swimming pool heated and covered

Make Super Value bigger

Clean up plantation

Bike/Skateboard park

Fences along river walk

Recycling bins throughout town

Recycling bins in senior school

Room 2 (NE)

New pool

New playground/slide

Skateboard and bike park

Spa pools

Make the playground nicer

Make rugby grounds better

Fish pond

Advertise our town better

Water fountain in town

Room 3 (Year 1)

New pool

New classroom

Park/skateboard/bike

Rail Trail

Ice Cream shop

Too many trees

Bigger playground

Prickle bushes

Movies on more often

More restaurants

Café

Year 7 and 8

Skate park

Swimming pool

Subway

BMX jumps/motorbike jumps

More walking tracks

Flying fox
High ropes course
Binoculars at lookout
Massive trampoline at park
Paintball
Ice Rink

Room 5

Ice Skating rink
Swimming pool
Playground
Like the generous people
Smaller kids playground
Horse riding park
New netball court
Dog park
Sweet shop
New cafes
Go-kart track
Gameboy shop
Time-out (gaming place)/Indoor games place
Want more exciting books in Library
No rubbish - more rubbish bins
Skate park/bike park
Seniors