



Report 07.20
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Committee Interim Wellington Regional Strategy Committee
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Wellington Regional Strategy Survey

1. Purpose

To present to the Committee the results from the region-wide survey carried out to gauge public opinion on the Wellington Regional Strategy and its proposed governance and funding.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

In August 2005 research was undertaken among 1200 members of the public and 300 businesses in the region. The public sample – 1200 – was chosen because it provided a minimum sample size of 200 in each local authority area with the exception of the Wairarapa which had a combined sample of 200

Respondents were randomly selected and asked to complete a questionnaire, via a mail survey, which explored the extent to which they agreed or disagreed with a series of statements that related to the growth framework. This information was used to help guide thinking as the growth strategy evolved. The full results of this survey are available on www.wrs.govt.nz under “WRS and research, consultant reports, background papers, quantitative research”. In this research project, as with the one attached, respondents were asked to respond to a number of statements (1 = strongly disagree and 5+ strongly agree).

For your reference the following were the top 10 statements from the research on the Growth Framework research.

Ten most popular statements

Average responses to statements in resident survey agreement order

		Resident survey	Business survey	Sub- mission	Average (unwtd)
1	It is really important to look after the natural environment in our Region.	4.44	4.28	4.43	4.38
2	In planning major roads, the effects on local communities should be considered.	4.34	4.2	4.34	4.29
3	Successful economic development doesn't just mean higher incomes - quality of life is important too.	4.23	4.18	4.38	4.27
4	Councils in the Region need to work together to develop more consistent policies and services.	4.16	4.2	4.36	4.24
5	There should be natural green space in or near all built-up areas.	4.15	3.97	4.24	4.12
6	The different historical and cultural characters of different places are important and should be preserved.	4.14	4.06	4.31	4.17
7	There should be actions taken to encourage skilled people to remain in the Region.	4.11	4.10	4.06	4.09
8	It is important to have a strong and prosperous Wellington City CBD.	4.09	4.20	4.17	4.15
9	Councils should get together to make strategic land use decisions on a Region-wide basis.	4.05	4.15	4.25	4.15
10	Decisions about transport should promote more walking, cycling and public transport.	4.02	3.92	4.06	4.00

In October and November of 2006 a further survey was undertaken using the same methodology and database numbers. Questions were asked on aspects of the Strategy where the public could reasonably have a view and where it is important to gauge public opinion.

4. Discussion

The consultant's report on the 2006 Wellington Regional Strategy Survey provides a detailed analysis and summary of the survey results. This is in **Attachment 1**.

5. Communication

A press statement has been prepared outlining the findings from the survey. This was provided to the media in late November 2006 and reported on by some media sources.

6. Recommendations

That the Hearings Committee:

1. **Receives** the report.
2. **Notes** the content of the report.

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Attachment 1: Consultant's Report on the Wellington Regional Strategy Survey