

Existing and Potential Use of Orton Bradley Park, Charteris Bay, New Zealand



Prepared by:
Scotty Moore
Stephen Espiner

LEaP Research Paper No. 26
May 2014

Land Environment & People



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Executive Summary

Orton Bradley Park (OBP) is a private farm park located 25 kilometres south east of Christchurch in the Lyttelton Harbour basin. The Park is marketed as offering peaceful picnic, BBQ and camping areas, heritage buildings and agricultural relics, as well as extensive walking tracks through regenerating native forest, commercial forest and farmland.

Over its forty years of operation, little visitor profile data has been collected, so documented evidence of the Park's use and users is limited. Despite this lack of information on visitation, recent development proposals have been suggested for the Park, which include family-friendly mountain bike tracks, a café, plant nursery, dog exercise area, historic tours and year-round basic camping facilities.

To help evaluate the appropriateness of the proposed Park developments, the purpose of this study was to better understand OBP's current and potential visitor use and markets in order for the Orton Bradley Park Board to make informed choices about future development and marketing. The specific objectives of the study were to:

1. document current recreational use of Orton Bradley Park and compare this to recreational use of similar (publicly funded) outdoor recreation sites;
2. better understand recreationists' perceptions of Orton Bradley Park; and
3. identify potential demand for additional recreational development at Orton Bradley Park.

The methods used to achieve these objectives were to assemble and collate existing information on the Park's recreational use and to administer two surveys: (i) a self-administered visitor survey at OBP; and ii) an interviewer-administered survey of visitors to three public parks in the region offering similar outdoor recreation opportunities to OBP (referred to as *potential users*). All surveys were conducted between December 16, 2013 and January 30, 2014.

The results of the study show that:

- The Park is most popular among those aged 35 and 50, groups visiting with young children, and from within a 20 km radius of the Park.
- Picnics and short walks (20 minutes – 2 hours) were the most common activities.
- Many respondents were repeat users of OBP, and one third of all those surveyed had already been to the Park on ten or more previous occasions.
- Current users of Orton Bradley Park most enjoy the peace and tranquillity the area affords.
- Facilities maintenance and development and better signage of the walking tracks within the Park are among the most important improvements for current users.
- Potential users of Orton Bradley Park have a similar visitor profile to the OBP respondents but groups include slightly older children.
- More than two thirds of potential users were aware of OBP, and approximately one-half had visited the Park in the past, with many recalling fond childhood memories of those visits.
- Potential users of OBP indicated interest in the availability of easy walking tracks and the development of a café at the Park, but a quarter of respondents indicated a reluctance to pay an admission fee at the gate.

The findings from this study suggest that awareness of the recreational value of OBP could be increased through other forms of promotion to complement the strong "word of mouth" marketing the Park receives. The findings also suggest that encouraging volunteers to participate in conservation projects to leverage off the high levels of appreciation felt for the Park is warranted. There was a clear indication that successive generations of families visit the Park, and this should be encouraged and

supported through providing opportunities for families at different life-stages such as a mini bike trail and/or progressively challenging walking tracks. It is also concluded that continued investment in track and facilities maintenance will be necessary to provide a safe and enjoyable experience for all users of OBP.

1 Introduction

Orton Bradley Park is a private farm park in Charteris Bay, Banks Peninsula, managed by a charitable trust. The Park is promoted as “an ideal destination for a special day” and currently offers picnic areas, heritage buildings, agricultural relics, magnificent trees, an outdoor education centre and associated summer campground, and walking tracks through its arboretum, rhododendron gardens, meadows and extensive native bush.

The Park receives relatively little revenue in the form of public funding and therefore needs to be largely self-funding. Although it receives some income from its farming, forestry and rent activities, an important income stream is derived from its visitor fees, including the outdoor education centre, camping and gate entrance. The Park is now seeking to grow its recreation profile in the region, with the aim of creating a financially and environmentally sustainable farm- based park around the provision of multiple recreational opportunities. A pre-cursor to the Park making significant investment in its recreational infrastructure and associated marketing, is to better understand its current and potential visitor markets, and this forms the basis for the current research project.

The purpose of this study was to better understand Orton Bradley Park’s current and potential visitor use in order to provide the OBP Board, and other stakeholders in the Park’s governance, with information to inform choices about future development and marketing.

More specifically, the study’s three main objectives were to:

1. document current recreational use of Orton Bradley Park and compare this to recreational use of similar (publicly funded) and proximate outdoor recreation sites;
2. better understand recreationists’ perceptions of Orton Bradley Park; and
3. identify the potential demand for additional recreational development at Orton Bradley Park.

Following a section documenting background to the study area, the data collection methods are outlined and the findings presented. The concluding discussion is focussed around perceptions of the Park, potential demand and future developments.

1.1 Background to the Study Area

Orton Bradley Park (OBP) is a 647ha farm park in Charteris Bay, located in the Lyttelton Harbour basin, 25Km SE of Christchurch’s city centre on New Zealand’s South Island (Figure 1) (Orton Bradley Park Trust Board, 2012). The Park was a gift to the people of New Zealand by the late Reginald Orton Bradley, to be used for recreational benefit and enjoyment, and is managed by the Orton Bradley Park Board comprising local council and interest group representatives as defined in the R O Bradley Estate Act (1972).



**Figure 1: Location of OBP
(Google Maps, 2014)**

1.1.1 Landscape character

The landscape in and around the Park is typical of Banks Peninsula, with high open faced hills and many rock outcrops and steep slopes descending down to the harbour (see Figure 2). The lower landscape is dominated by two of Banks Peninsula’s highest peaks: Mt Herbert/Te Ahu Patiki at 920 meters, and Mt Bradley at 855 meters, both of which can be accessed via walking tracks from the Park. The area has been highly modified by humans with much of the original podocarp forest being replaced with European grasses, exotic trees planted for shade and shelter belts, and fragments of regenerating and old growth native areas occupying the steep gullies (Conway, 1975). The scenic value of the resulting landscape has been rated as “very high” to “high” (Conway & Taylor, 1980).



Figure 2: The topography of Orton Bradley Park and surrounds

1.1.2 Natural history

Native forest remnants and regenerating native bush consist of predominantly kanuka (*Kunzea ericoides*) and kowhai (*Sophora microphylla*) canopy species with the occasional matai (*Podocarpus spicatus*) and totara (*Podocarpus totara*), while sub canopy undergrowth consists of plants such as five finger (*Pseudopanax arborea*), kohuhu (*Pittosporum tenuifolium*) and broadleaf (*Griselinia littoralis*) (Conway, 1970).

Approximately 75 ha of Orton Bradley Park is protected by QEII National Trust covenants (OBP Trust Board, 2012) and provides important habitat to a range of native birds, including kereru (*Hemiphaga novaeseelandiae*), bellbird (*Anthornis melanura*) and fantail (*Rhipidura fuliginosa*), as well as Canterbury gecko (*Woodworthia brunnea*), tree weta (*Hemideina femorata*) and other invertebrates, some of them classified as rare (Bowie, 2010).

Mammalian pests introduced to New Zealand such as the Australian brush tailed possum (*Trichosurus vulpecula*), stoats (*Mustela ermine*), common rat (*Rattus rattus*) and feral cats (*Felis catus*) undermine the ability of many species of native flora and fauna to persist and/or thrive. An extensive network of mustelid and rat traps has been established in the Park and needs regular monitoring and revitalisation to remain effective.

Te Wharau Stream, which flows through OBP, provides a shallow paddling and playing area for children and habitat for a number of native aquatic fish species such as the common bully (*Gobiomorphus cotidianus*) and both species of New Zealand eel (*Anguilla australis* and *Anguilla dieffenbachia*). The Park has recently improved the water quality of this waterway through the construction of a fence to prevent stock access and consequent fouling (Bowie, 2010).

1.1.3 Attractions

While the prime intention of the Park is characterised as ‘recreational use’, the Park’s vision is for the “creation of a financially and environmentally sustainable farm park based around the provision of multiple opportunities [...] including, but not limited to, commercial forestry, parkland and arboretum, farming, recreation and leases” (OBP Trust, 2012, p.1). To this end, the Park caters for a range of activities such as nature walks, outdoor education, picnicking, camping, tennis and golf.

The Park also contains several historic buildings which are open to the public, including a “farm centre” with a mill house and operational water wheel (pre 1890), school house (1878), stables (1878) a stone cottage circa 1850 (one of the oldest buildings in Canterbury (Gregory-Hunt, 1985)) and “Macrocarpa Cottage” (1991) which is a replica of the original 1852 Bradley homestead (Figure 3). Other relics of early industry can still be found around the park, such as the sandstone quarry (1938) and associated water pumping system, settling pond and opening system for the pond, flax mill stone (1870-1890s), blacksmith shop and bellows (1930) and network of irrigation ditches, pipes and an aqueduct (Challenger, 1985).



**Figure 3: Historic cottage at Orton Bradley Park
(photo credit: E Stewart)**

1.1.4 Outdoor Education Centre

The Orton Bradley Outdoor Education Centre provides outdoor pursuits activities in and around OBP and is the sole provider of formalised outdoor education in the Park. Activities include rock climbing, coasteering, abseiling, high ropes, tramping, kayaking and orienteering (Orton Bradley Outdoor Education Centre, n.d.). The Outdoor Education Centre currently operates during the summer school terms (Term 4 and Term 1) and is heavily used by schools over this period. The Outdoor Education Centre facilities include a camping area, a kitchen building, very basic toilet and shower facilities and a high ropes course, but the lack of wet weather shelter is seen as a limiting factor on its usage. The programmes are run by an independent sub-contractor to the Park.

1.1.5 Existing recreation provision

A wide variety of walks can be accessed within and from the Park catering to many fitness and ability levels (Figure 4). These include a range from short walks (up to an hour) and full day (5-8 hours) trips, to an overnight tramp. The Camelia Walk (10 minutes one way) is a gentle climb through stands of camellias, intersecting with the Dunmallet Loop Walk (40 mins), named after the rocky outcrop that overlooks the main picnic and camping areas of the Park. Other short walks include the Arboretum Walk through exotic beech (*Nothofagus*) and North American conifer species planted during the late 1970s and the early 1980s (40 minute duration), and the Rhododendron Walk (20 minutes duration), consisting of plantings by the Canterbury Rhododendron Society which date from 1985.



**Figure 4: Short walks from the Orton Bradley Park
(photo credit: E Stewart)**

Longer walks (1-2 hours) and half-day tramps (3-4 hours) include the Hunters Gully (1 ¼ hours) and Magnificent Gully (2 hours) walks, covering terrain and landscapes ranging from open farmland to regenerating native forest, with a challenging extension track (1 ½ hours) through sub-alpine scrub and mature native forest to a lookout offering panoramic views of the Lyttelton Harbour basin.

Easy tracks from the top car park follow Te Wharau Stream to gain access to Big Rock (1 ¼ hours) and the Waterfall (2 ½ hours) tracks. Half-day (3-4 hours) and day walks (5-8 hours) such as the Tablelands Track (3 hours) and Mt Herbert Walkway (6-8 hours) are also accessed from the top car park. Packhorse Hut (10 beds, 6-8 hours return) can be accessed from either of these tracks.

OBP offers year-round camping for self-contained vehicles and more recently casual tent camping utilising the Outdoor Education Centre facilities for a short time during peak summer periods. There are several large shaded picnic areas available for casual or booked use with a re-developed built adventure playground nearby and Te Wharau Stream providing natural play features for children and adults alike. The Park hosts regular events such as the Labour Weekend Spring Fair and annual Zombie Runs, and offers several facilities such as the Charteris Bay Schoolhouse, Cottage Board Room and Outdoor Education Centre for hire as function venues.

1.1.6 Park Revenue

As a privately owned and operated farm park, OBP derives its revenue from a range of sources including entry and camping fees, lease arrangements, firewood sales and grants. Table 1 lists the revenue streams as of June 2013 when the Park signed an MOU with the Rod Donald Banks Peninsula Trust. Since then, OBP has also been in receipt of a grant of \$25,000 per annum from that Trust for a three year period.

**Table 1: Current revenue of Orton Bradley Park
(Rod Donald Banks Peninsula Trust, 2013)**

Current operational revenue streams	Year 2012-2013
Camping ground summer camping	\$6,500
Self-contained vehicle camping outside summer season	\$8,000
Outdoor education centre	\$20,000
Mountain biking and related events	0
Historical/sustainability centre	0
Golf Club lease	\$4,500
Farm lease	\$33,000
Gate takings	\$22,000
Friends of the Park membership	\$9,000
House rent	\$12,000
Firewood	\$30,000
Operational grant from Christchurch City Council	\$50,000
Total	\$195,000.00

1.1.7 Entry fee

The current entry fee for the Park is \$5.00 per adult and \$1.00 per child to a maximum fee of \$10.00 per car, payable via an “honesty box” system at the visitor payment kiosk at the entry point to the Park (Figure 5). The kiosk is occasionally staffed during peak visitation times. The Park also offers a ‘Friends of the Park’ system that allows members and their families unlimited access to the Park, a six monthly newsletter and price concessions to special events for a \$35.00 annual fee (Orton Bradley Park, n.d.). Currently there are approximately 400 Friends of the Park (Luxford, personal communication, 31 January 2014).



**Figure 5: OPB entry fee point
(photo credit S Espiner)**

1.1.8 Historic and current use data

While OBP does not collect or keep data on visitor use, a small amount of information is available from secondary sources. The Christchurch City Council conducted vehicle volume counts data at OBP in 1999 and 2000 and found that, over the relevant period, visitation was highest on Sundays (180 vehicles) with Saturdays showing the second highest visitation (85 vehicles) and relatively consistent visitation across all other days (an average of 54 vehicles) (CCC, 2000).

Historic data on the use of walking tracks in the Park is very limited, however track use records obtained through a Department of Conservation track counter on the Orton Bradley Park/Mt Herbert Track provides an indication of use from November 2008 to February 2013 (Appendix C). While this data is not comprehensive and cannot give any indication of wider use of OBP, it does suggest that access to the Mt Herbert walkway via the Park is most popular over the January/February period and least popular during the lambing period of August/September (when the track is officially closed).

During the 2012/2013 season, the Outdoor Education Centre accommodated 26 different client groups, ranging from groups sized 7 to 30 people staying for 1-5 days, providing over 5600 student days and \$20,000 revenue to the Park (Ozich, OB Outdoor Education Centre Director, personal communication, 2014).

In addition to the outdoor recreation opportunities offered in the Park, the area also hosts a tennis club and a nine-hole golf course. The Charteris Bay Golf Club currently has approximately 200 members (personal communication Janet Edwards, Secretary, Charteris Bay Golf Club).

1.1.9 Potential attractions

In December 2004, Rob Greenaway and Associates undertook a feasibility study for the Park, with the aim to confirm the Park's values and benefits to park visitors, and assess the capacity of various development proposals to enhance the recreational experience of park users while broadening the Park's income streams. The methodology used by Greenaway included a review of the Board's management philosophy, consideration of an updated management plan and strategy, an assessment of the feasibility of various proposals before the Board and the development of a long term financial plan for the Park. Within this report was a feasibility assessment of 15 development options (Appendix D). Of these options, six have been actioned in the intervening years and include:

- An Outdoor Education Centre
- The historical centre
- Public Camping, Caravans and Motor Homes
- Dog day shelters (at the gate for visitors who arrive at the Park with a dog before realising that there is a 'no dog' policy)
- Playground development (small part of wider family facilities development)
- A mountain bike track development (currently in the early stages, but trails have yet to open)

In their report, Greenaway and Associates concluded that:

The Park has a market. While this has not been profiled or quantified, it is likely to include a high proportion of families with access to transport, who also access other open space resources for recreation in Canterbury. The question is, does the Park do all it can to attract this and other markets?

Of the proposed development options under consideration in 2004, four options are re-visited in the current study. They are:

- The development of family friendly mountain bike trails
- Year round camping facilities
- Dog friendly zones
- Café

While mountain biking and camping drew favourable mention in Greenaway's report, dog friendly zones did not, citing conflicts with farmers and fencing costs. The option of a café/shop at the Park was likewise considered unfeasible due to the Park's location, although it was identified that small scale and temporary food providers for specific events would be a likely and worthwhile extension of the services already provided by the Park (Rob Greenaway & Associates, 2004).

Following discussion with the Park's management and governance representatives, two other development options have been included in this study: (i) the development of a commercial plant nursery offering the sale of both native and exotic plants to the public; and (ii) the development of an historic tour programme for Park.

2 Methods

The study included a review of OBP's existing promotion, assembly and collation of available information on the Park's past recreational use, and two visitor surveys (hereafter referred to as the *OBP Visitor Survey* and the *Potential User Survey*) to establish current perceptions and usage of the Park.

The OBP Visitor Survey was a self-administered questionnaire survey directed at visitors recreating at Orton Bradley Park. The survey (Appendix A) was delivered to visitors as they arrived through the Park's entrance gate on scheduled selected representative dates and completed by each respondent during his or her stay at OBP. Surveys were returned directly to the researcher or placed in a drop box at the Park exit point. The survey was conducted between December 16th, 2013 and January 31st, 2014. Of the 255 OBP Visitor Surveys distributed over the study period, 138 (54%) were completed and returned. This response rate is in line with the expectations of the survey method as reported in the literature (Singleton, Straits & Straits, 1993).

The Potential User Survey was an interviewer-administered questionnaire designed to collect data about the preferences and perceptions of people using other outdoor recreation sites in the Christchurch area and similar to OBP. The Potential User Survey (Appendix B) was conducted on scheduled survey days at three locations: Halswell Quarry Park, Victoria Park and Godley Head Recreation Area (Figure 6). This survey was also conducted between December 16th, 2013 and January 31st, 2014 and resulted in 147 usable responses.

The findings have been derived using the survey data collected at the four outdoor recreation sites during the summer holiday period. It needs to be emphasised that the visitor profiles and other aspects of park use may be different during other times of the year.

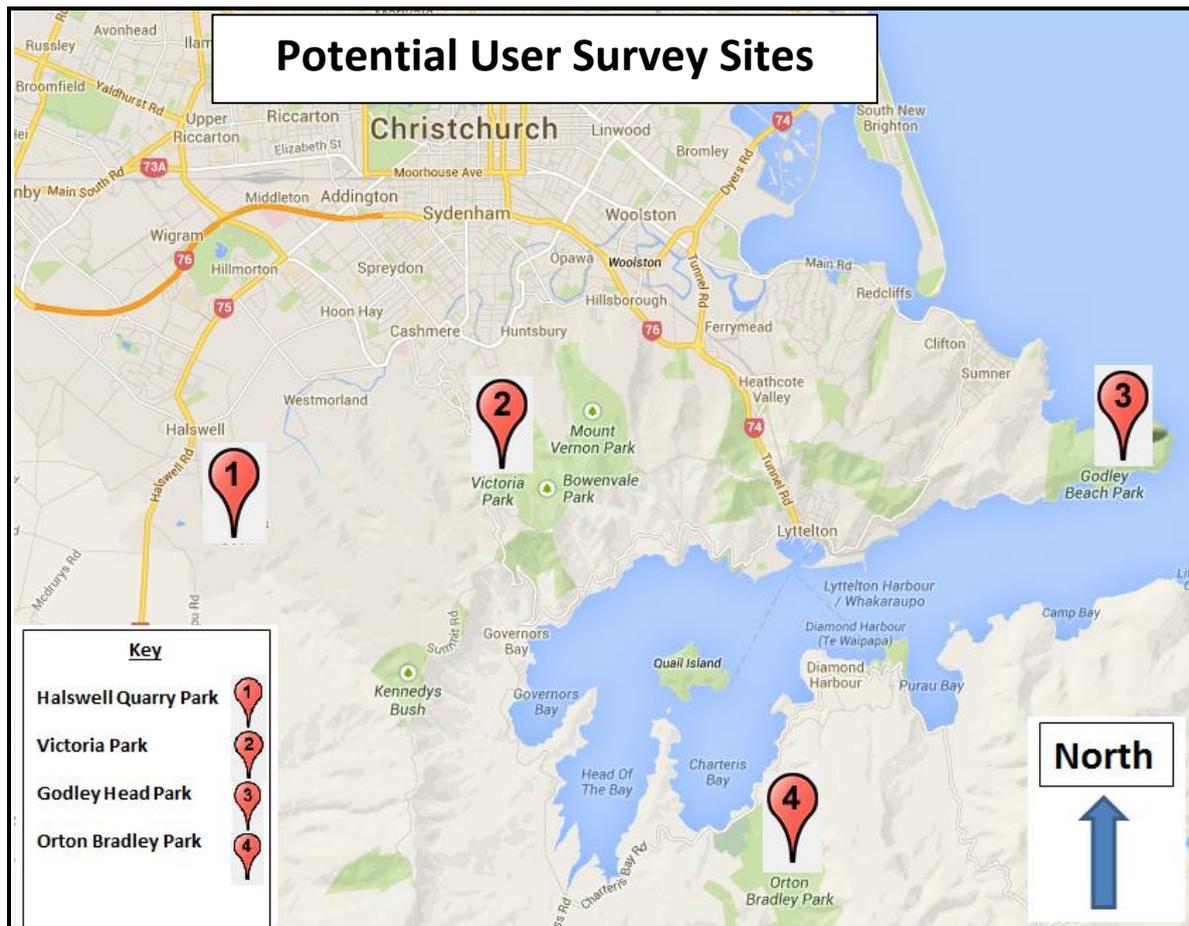


Figure 6: Map showing potential User Survey sites and OBP (Googlemaps, 2014)

While the OBP Survey sought to gain an understanding of the preferences of *existing* users of OBP, the Potential User Survey aimed to understand users of other, similar parks on the Port Hills near Christchurch and those visitors' perceptions of OBP. All data were collated, coded and entered into an Excel spreadsheet, then analysed using SPSS (v.22) software.

2.1 Limitations

- Runners and mountain bikers were difficult to survey at all three potential user sites due to their speed and reluctance to stop so may be under represented in this research.
- This study was conducted over a relatively short and wet summer period that has been described by many as having an atypical start, negatively influencing visitor numbers at OBP over the Christmas and New Year period.
- The period over which the surveys were conducted did not capture school visits to OBP, and does not therefore include data for this demographic.
- Many earthquake damaged historic buildings throughout Christchurch and Banks Peninsula remain closed and/or inaccessible to the public. This may have resulted in a lower representation of visitors interested in the post-colonial history of all parks where surveys were conducted.

2.2 Results

2.2.1 Visitors to OBP

The data obtained during the study is presented in four parts. First, there is a summary of car count data collected during the summer. Then the information obtained from the on-site visitor surveys is presented, categorised into a description of the OBP visitor profile (including activities undertaken); respondents' perceptions of OPB; and finally their responses to the proposed development options for the Park.

2.2.2 Car Count Data

Christchurch City Council conducted another vehicle volume count over the summer, encompassing the period of the study. Data collected from the car counter located at the entry gate to OBP (Figure 7) showed that, over the study period, January was the most popular month to visit with over 2,800 cars visiting the Park during this month. February was the second most visited period with 2,400 vehicles recorded. The highest daily average (Figure 8) over the study period was shared, with both Saturdays and Sundays registering 120 cars per day (Hamish Masters, Christchurch City Council, personal communication, 2014).

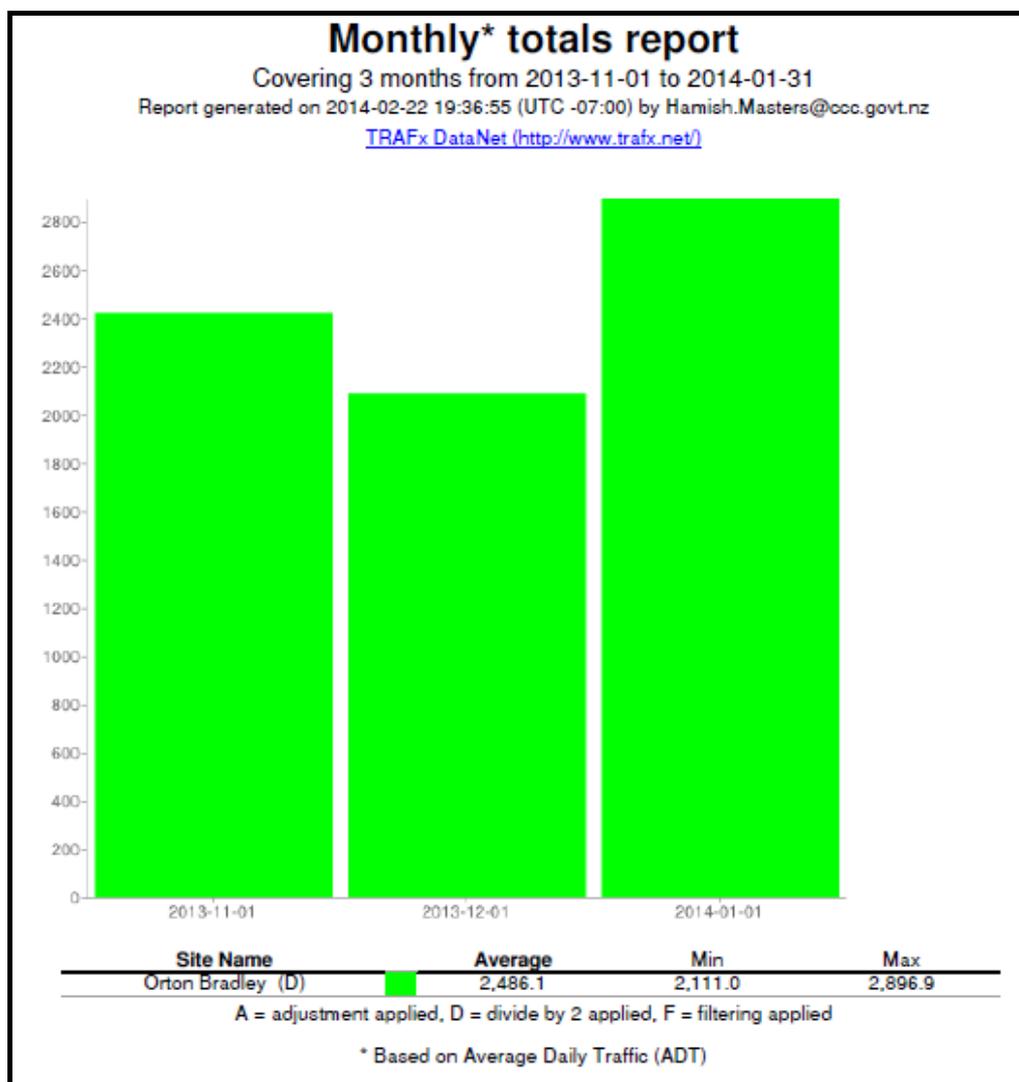
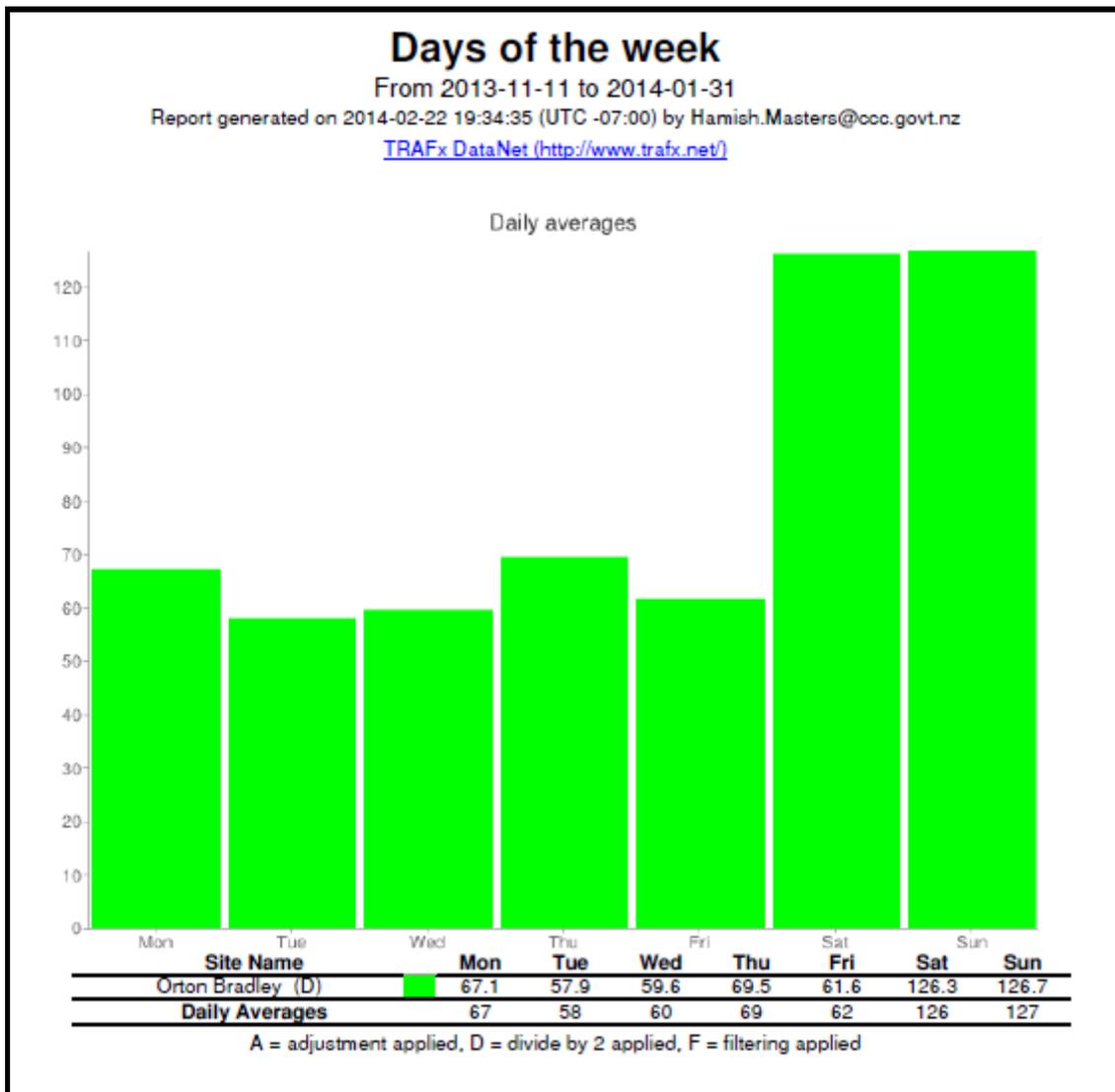


Figure 7: Monthly car count data
(Masters, 2014)



**Figure 8: Car visitation daily average
(Masters, 2014)**

2.2.3 Visitor Profile

Of the visitors to the Park on survey days, two thirds (66%) were with 'family' or 'family *and* friends'. Of other respondents 23 (17%), were visiting with 'friends' only and 14 (10%) were visiting on their own. Only one visitor (>1%) was with a school or youth group and during the study period eight respondents (6%) reported that they were with a radio or car club (Other) (Figure 9).

OBP Visitor Group Composition (n=136)

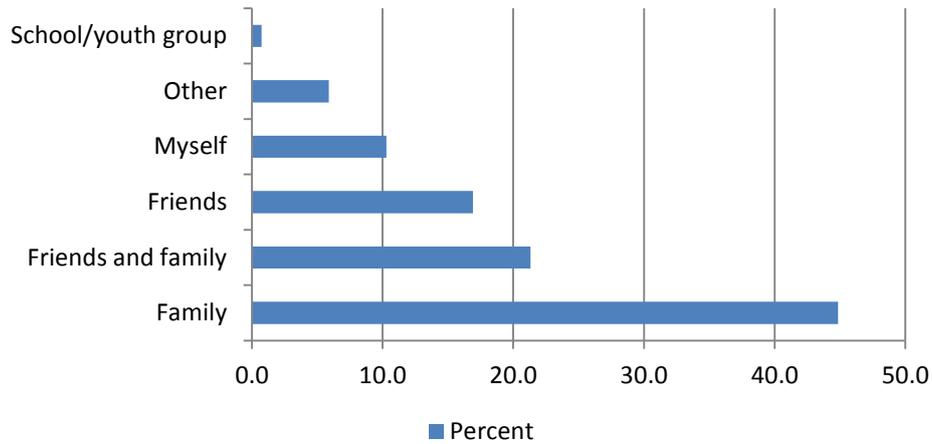


Figure 9: Group Composition (n=136)

Group size ranged from 1 to 30 people per group (Figure 10), with 30 per cent visiting with a group of three to five people and 18 per cent visiting with one other person. Group sizes of 11 to 20 were the third largest (17%) followed by groups of six to ten (13%) and those who visited on their own (10%). Groups of more than 21 people made up another 10% of visitors to OBP.

Visitor Group Size at OBP (n=133)

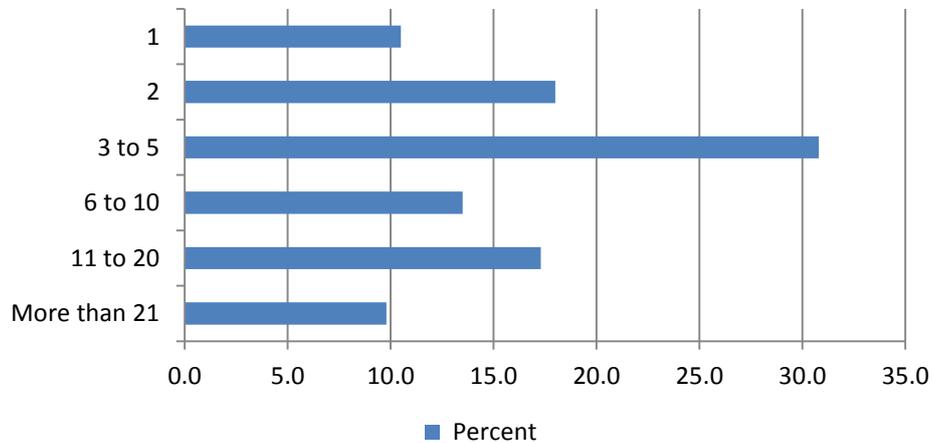


Figure 10: Size of groups visiting the Park (n=133)

Just over half (55%) of all groups were visiting the Park with children, and among these groups 43 per cent were accompanied by pre-schoolers, 37% accompanied by primary aged children and 18% had secondary school aged children with them.

Of the respondents who gave an indication of their age, 43 per cent were in the 35-50 years age range, with those in the 65-69 year old age range accounting for just over 10 per cent of respondents. The lowest represented age group of respondents was the 20-24 year olds, with only 2% of respondents

participating in the survey belonging to this cohort (Figure 11). Of all respondents, 42% were male and 58% female.

OBP Visitor Age Profile (n=136)

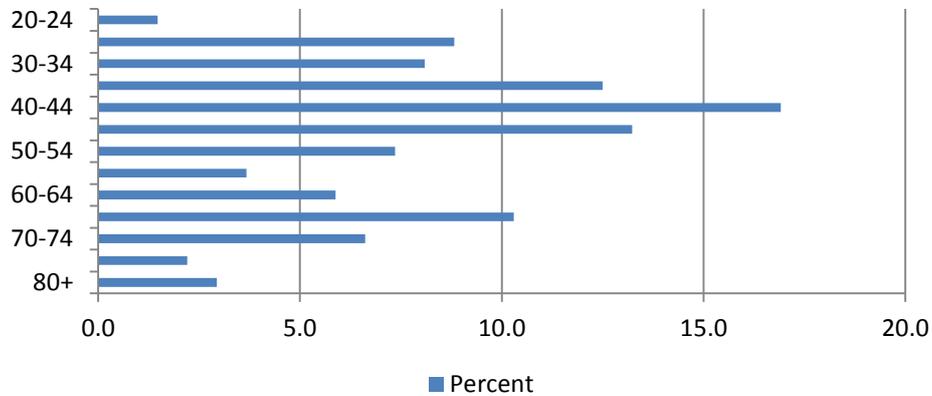


Figure 11: OBP Visitor Age Profile

The majority of survey respondents at OBP were from Christchurch (58%) followed by visitors from other communities in the wider Canterbury region (30%). More than half of the respondents (55%) travelled between 11 and 20 kilometres to visit the Park and approximately one quarter (24%) travelled less than 10 kilometres. A much small proportion (9%) had travelled between 21 and 35 km to reach the Park, or were visiting from other parts of New Zealand (8%) or overseas (4%) (Figure 12). To put some context on these distances, the junction of the Dyers Pass Road and Colombo Street at the foot of the Port Hills in Cashmere is about 17kms from the Park, and main places of settlement within a 10km distance are within the Lyttelton Harbour and include Diamond Harbour and Governor’s Bay.

Distance Travelled to OBP (n=135)

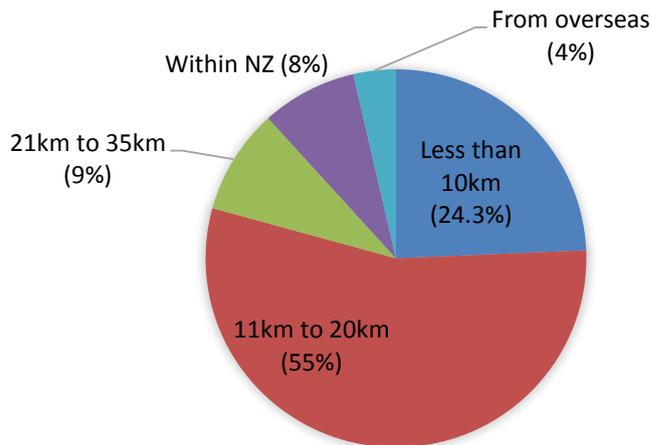


Figure 12: Distance travelled to OBP

Figure 13 clearly shows that current visitors to OBP are repeat users, with 79 per cent indicating that they had been to the Park before. While 20 per cent of respondents were visiting the Park for the first time, and approximately one third (31%) visited less than once each year, significant proportions of

respondents reported visiting OBP more frequently, including 20 per cent who visited 'at least once a month', and 28 per cent who visited 'once or twice a year'. Of those who had made previous visits to the Park, many were frequent repeat visitors, with 43 per cent reporting ten or more previous visits (Figure 14).

OBP Frequency of Previous Visits (n=136)

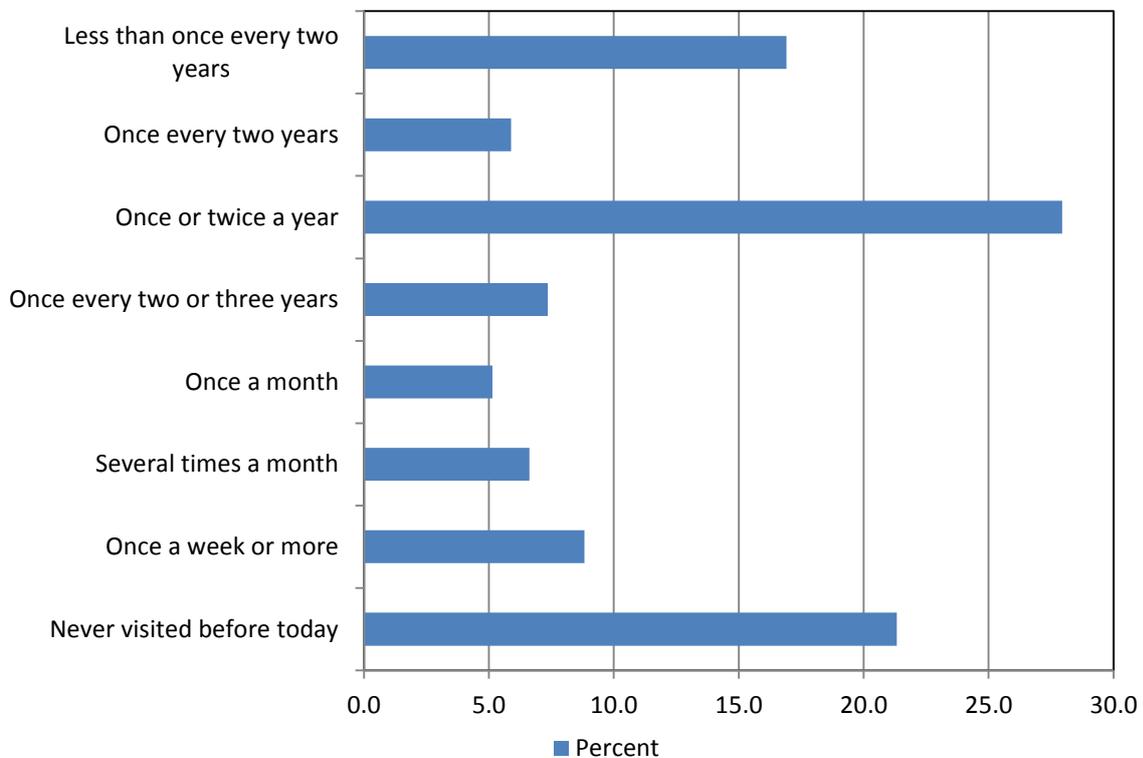


Figure 13: Frequency of previous visits to OBP (n=136)

OBP Number of Previous Visits (n=106)

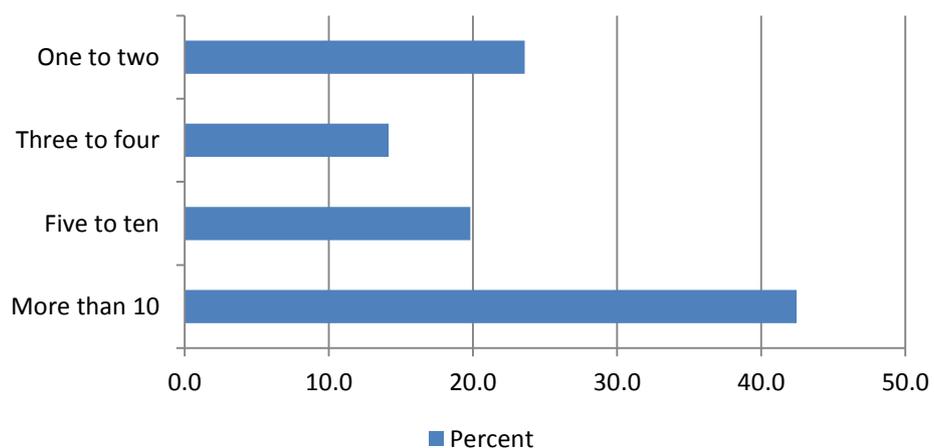


Figure 14: Number of previous visits to OBP (n=106)

Survey respondents were also asked to indicate how they first heard about OBP. Table 2 shows that just over half (55%) of respondents had heard through ‘word of mouth’, while 7 per cent remembered visits to the Park during childhood. Others first heard of the park while attending an event/festival (7%), saw signs for the Park on the road (6%), happened upon it as part of a web search (4%) or from a local paper (4%). A small number of respondents (5%) knew of the Park having lived in the area.

**Table 2: Source of knowledge of OBP
(n=137)**

How did you first hear about OBP?	Percentage
Word of Mouth	54.7
Attended a festival/event	7.3
Local paper	4.4
Web search	4.4
School/youth group visit	3.6
Signage on road	5.8
Visited as a child	3.6
Live, or have lived, locally	5.1
NZMCA directory	3.6
Other (See Appendix E)	7.3

2.2.4 Activities

Using a list of recreation activities, survey respondents were asked to indicate which represented their main focus at the Park at the time of their visit. For more than one third of respondents, the main activity reported was picnicking (37%) followed by walking or tramping (28%) and camping (20%). Smaller numbers of respondents reported their main activity as golf¹ (5.8%) and tennis (2.2%) (Figure 15).

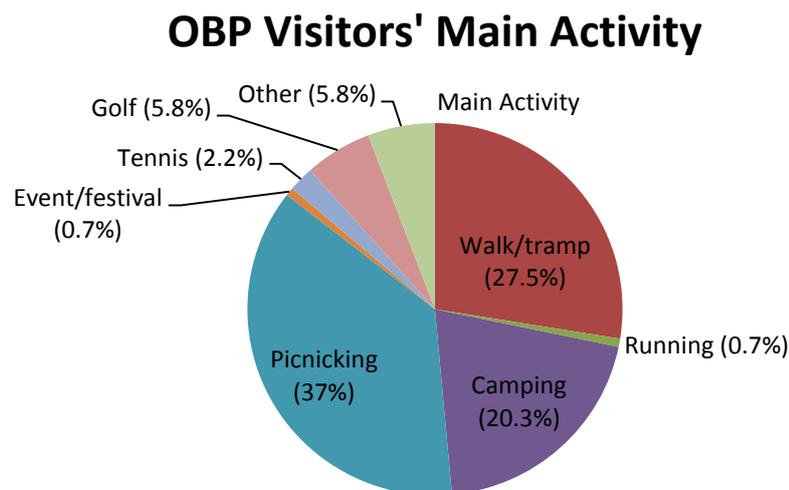


Figure 15: Respondents' main activity

¹ Owing to the fact that the Golf Club has an entry point that is separate to the main park entrance, golfers are likely to be under-represented in the survey, the sample for which was obtained from with the main gates of the Park.

(n=138)

2.2.5 Walks

Those respondents who indicated that their main activity was ‘tramping or walking’ (n=38) were then asked which types of walks they had done or intended to do during their visit to the Park. The most common reported by respondents were ‘short walks of up to one hour’ (70%)², ‘longer walks of one to two hours’ (58%), and ‘half day walks of three to four hours’ (42%). ‘Day walks of five to eight hours’ (26%) and those intending to go ‘overnight tramping’ (8%) were least popular among respondents (Figure 16). Respondents could select more than one type and the results indicate that many people will do more than one walk during a visit.

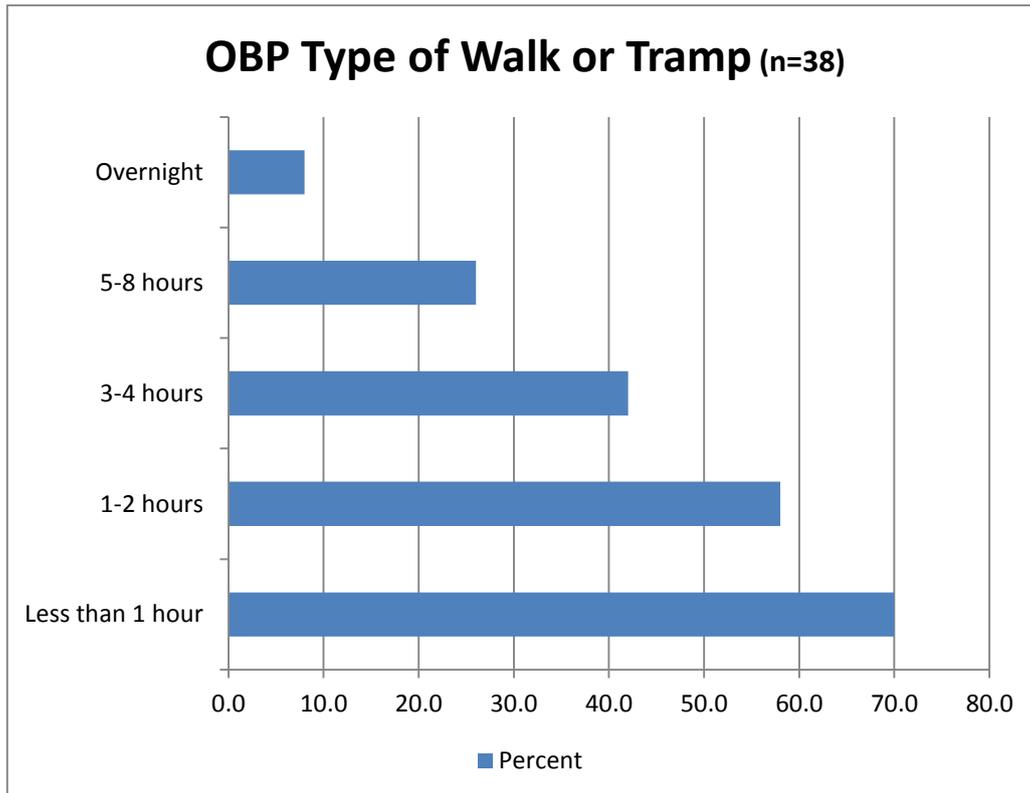


Figure 16: Types of track walked or intended to walk during visit to OBP

As Figure 18 reveals, the most popular tracks within OBP were the Rhododendron Walk and/or Big Rock Track (32%), the Waterfall Track (21%), and the Mt Herbert Walkway (20%). The Quarry Walk is currently inaccessible to the public which may account for its low use (7.2%) and 6.5% of park users were unsure which walks they had done or planned to do.

² Note that respondents could select more than one response to this question; hence responses exceed 100%



Figure 17: Trampers return through OBP
(photo credit S Espiner)

OBP Visitor Track Use

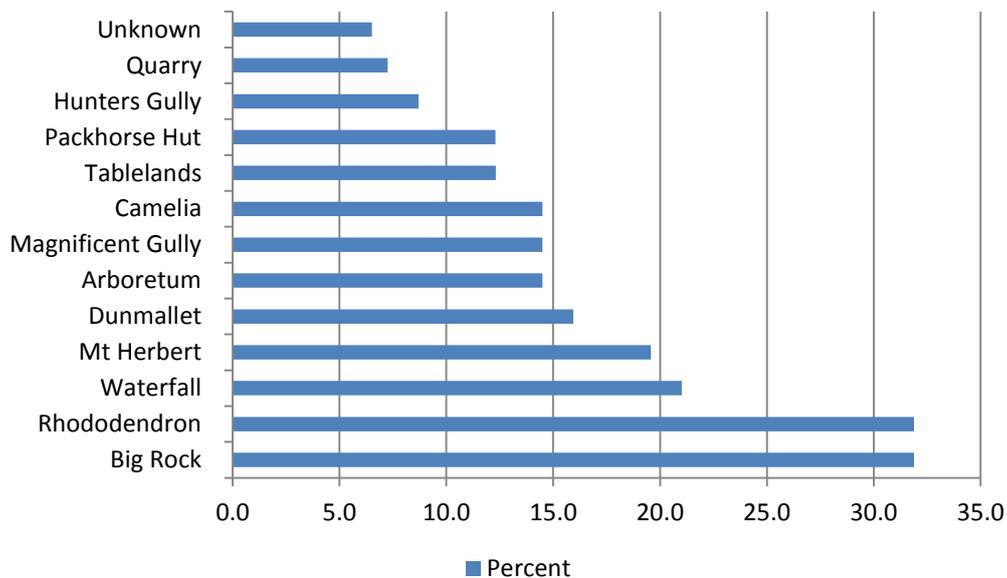


Figure 18: OBP tracks visitors used or planned to use on day of survey completion

2.2.6 Perceptions of OBP

When asked in an open-ended question what they ‘liked most’ about OBP, 38 per cent of participants who responded to this question nominated ‘natural environment’, followed by ‘the peacefulness and tranquillity of the Park’ (38%) and ‘the built playground’ (22%). Comments prompted by this question included: *“The overall atmosphere of peace and tranquillity”*; and the *“lovely natural and well-maintained picnic areas”*. Despite over 25 per cent of visitors to the Park stating that walking or tramping was their main activity (Table 2), only 2% or respondents to this question stated walking tracks as their most liked aspect of the Park (Table 3).

**Table 3: Most liked
(respondents could choose multiple answers) (n=130)**

Liked	%
Natural environment	38
Peaceful/tranquil/quiet	32
Playground	22
Spacious	19
Beautiful/scenic	17
Facilities	11.5
Heritage	8
Proximity to Christchurch	5
Tracks	2
Other (See appendix F)	62

Respondents were also asked to nominate any aspects of their OBP visit that they 'liked least'. Of the 50 per cent of survey participants who specified something they disliked ($n=69$), 34% stated that they were dissatisfied with some aspect of the Park's facilities (such as a "scarcity of drinking water") and 30 per cent believed track maintenance and signage needed improvement, prompting comments such as there is a "lack of information indicating times on signs". One in five (19%) respondents to this question was unhappy with the entry fee. Other dislikes included 'dust clouds from traffic on the road within the park' (11%) and 'droppings from ducks and livestock in recreational areas' (4%). Respondents could choose multiple answers to this question (Table 4). (For a full list of comments see Appendix G.)

**Table 4: Aspects of the Park respondents liked least
(n=69)**

Liked least	%
Facilities	34
Track maintenance/marking	30
Price	19
Dust	11
Ducks/livestock droppings	4
Other (see: Appendix G)	45

As presented in Figure 19, respondents also were asked about their overall satisfaction with their visits to the Park. Using a Likert-type scale (1=very dissatisfied, 7= very satisfied), the vast majority (95%) indicated that they were satisfied (5, 6 or 7 on the scale), and 45 per cent were 'very satisfied'. For future comparative purposes, the overall mean satisfaction score was 6.2. A comparison of the mean satisfaction score of first time and repeat visitors found that while there was not a statistically significant difference, repeat visitors were slightly more satisfied with their visits. Similarly, when first time visitors are excluded from the analysis, it is apparent that those who have visited the Park most often ($M=6.3$) have slightly higher satisfaction mean scores than those who have the fewest previous visits to the Park ($M=5.9$).

OBP Visitor Satisfaction Scores

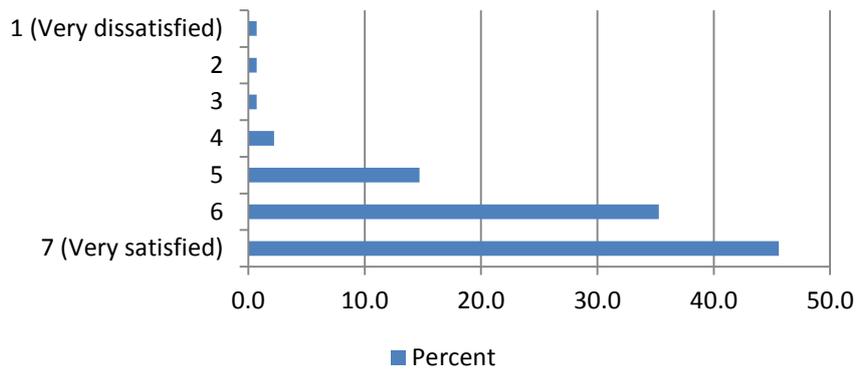


Figure 19: Respondents' overall satisfaction with their visit (n=136)

2.2.7 Park entry fee

When asked about how they felt about the Park's entrance fee, more than 50 per cent reported that it was what they expected, 16 per cent expected it to be lower and 12 per cent of respondents replied that they were unaware that the Park had an entrance fee. While only 5 per cent expected the fee to be higher, 14 per cent expected the Park to be free to enter (Figure 20). When the data were scrutinised further, it was revealed that those respondents who had visited OBP at some point in the past were much more likely (37%) than first time visitors to the Park (11%) to report that they thought entry to the Park would be 'free' or 'lower than it was'. This unexpected result prompted additional analysis of the repeat visitor group. This showed that those who reported visiting the Park on fewer than five other occasions were more likely (45%) than those who had visited the Park on more than ten previous occasions (27%), to claim that they thought the Park entry fee would be lower or free. Hence, those with the greatest familiarity with the Park had the most accurate expectations about fees. As noted above, the exception to this is first-time visitors. This unexpected finding is partially explained in analysis that shows that 29 per cent of first time visitors (compared to just 6% of return visitors), despite having entered the Park, did not know there was a fee associated with entry.

OBP Visitor Entry Fee Expectations

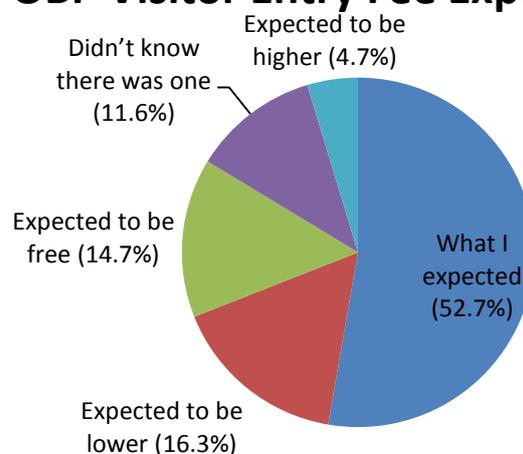


Figure 20: Entry fee expectation (n=129)

When asked how much respondents were prepared to pay, only 8 per cent of the total sample believed it should be free to enter the Park. Currently the entry fee collection system is predominantly via an honesty box at the Park entrance, and anecdotal evidence suggests that some visitors do not pay the entry fee if the gate is unmanned (also see Appendix G). The majority of park visitors were prepared to pay the current fee of up to \$5.00 per person, 9 per cent would pay up to \$10.00 and 2 per cent were prepared to pay more than \$10.00 (Figure 21). While first-time visitors were generally no different from repeat visitors in this respect, there were some small differences within the repeat visitor group. On average, those who reported visiting the Park least often believed the per person entry fee ought to be lower, with responses averaged at \$3.52. This is a lower sum than for those visiting the Park between five and ten times in the past (\$4.31) and those who had visited more than ten times before (\$7.02).

OBP Visitor Opinions on Fees (per person)

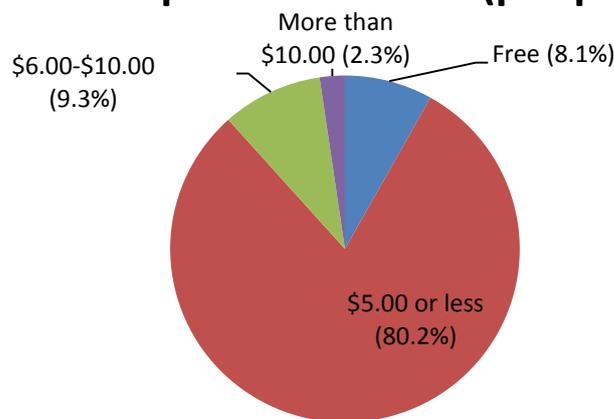


Figure 21: Fee per person respondents are prepared to pay (n=86)

In response to the question regarding what people thought was a reasonable entry fee per car, 40 per cent of those surveyed believed the current fee of \$10.00 was acceptable, while 31 per cent were prepared to pay more. Almost one quarter of respondents believed that the fee per car should not exceed \$5.00 (Figure 22). Once again, some variation is observed across the sample on this dimension, with first-time visitors willing to pay slightly less per car (\$10.26) than those who had been to the Park previously (\$13.86).

Overall, almost exactly half (51%) of all survey respondents expressed an interest in paying an annual family subscription for unlimited entry to the Park. Support was highest among return visitors (55%), although a third (33%) of first time visitors also indicated an interest.

OBP Visitor Willingness to Pay (per Car)

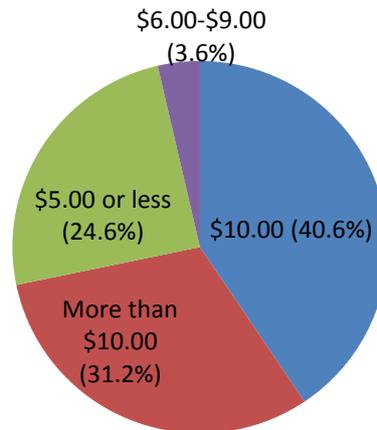


Figure 22: Fee per car respondents are prepared to pay (n=106)

2.2.8 Future development

Respondents were asked to rate the likelihood of increasing their visitation to OBP on a Likert-type scale of 1-7 (1=Very unlikely, 7= Very likely) when given future development scenarios. The 6 scenarios offered were:

- The availability of family friendly mountain bike tracks
- A café in the Park
- A plant nursery
- A dog exercise area
- Historic tours
- Year round basic camping facilities

Of the six options, the availability of year-round basic camping facilities (M=4.9) indicated the greatest likelihood for increasing visitation to the Park followed by the availability of family friendly mountain bike tracks (M=4.3). The least popular future development option was for a dog exercise area (M=2.6), while a café in the Park (M=3.6), historic tours (M=3.4) and plant nursery (M=3.4) generated little interest (Figure 23). Support for 'year round camping' was especially strong among first time visitors (M=6.0), compared to return visitors (M=4.6).

When asked if they would use four selected future development options on a user-pays basis, 72 per cent of the total sample stated they would be prepared to pay for year-round basic camping facilities. Further evidence emerges here of the strong support for camping among first time visitors, of whom 93 per cent indicated that they would be prepared to pay for this opportunity. There was also solid support across respondents for user-pays access to 'family friendly' mountain bike tracks and attending an historic tour, with just over half of those surveyed indicating an interest. Access to a dog exercise area received a more muted response, with just 18 per cent claiming they would pay for this opportunity.

Likelihood of Support for Future OBP Developments

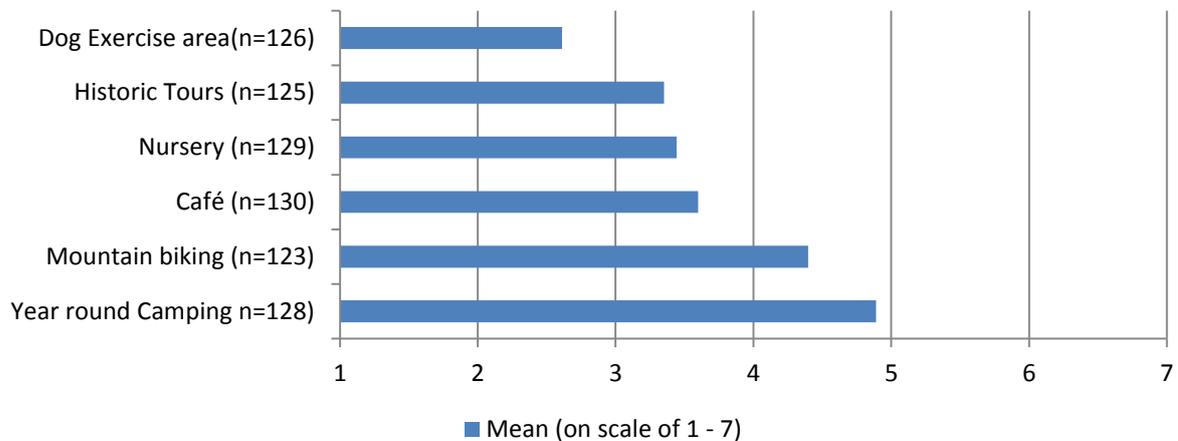


Figure 23: Respondents rated from 1-7 the likelihood of future developments increasing their visitation to OBP

Respondents were invited to offer suggestions on what could be done to encourage them to visit OBP. Of the 71 respondents to this question, 14 per cent recommended leaving the Park as it is, 13 per cent thought that providing more information on and about the Park would encourage them to visit, and 10 per cent made some comment on improving track maintenance and signage. Another 10 per cent recommended developing a swimming hole in the stream or building a pool within the Park. For a full list of suggestions see Appendix I.

2.3 Potential Park Users

2.3.1 Background

In an attempt to learn more about outdoor recreationists who might not currently visit OBP, users of similar areas in the Port Hills of Christchurch City were surveyed: Halswell Quarry Park, Victoria Park and Godley Head Reserve. All three ‘potential user’ locations provided access and facilities for dogs, short, half and full day walks, mountain biking tracks and included an historic buildings element, although public access to many of these structures is currently limited or unavailable due to earthquake damage. The three areas are also located closer to the urban Christchurch population than OBP and are owned and managed by either the City Council or Department of Conservation, so entry is free and they are marketed and publicised through those organisations’ websites and distribution networks. The surveys were also carried out during the summer school holiday period.

Halswell Quarry Park is set in a valley location and has a variety of picnic areas, walking tracks within the Park and access to a longer walking track to the Lyttelton Summit Road and upper bush reserve. It is a popular location for dog owners to exercise their dogs, which are permitted on the track on leads and also has an enclosed dog area.

Encompassing the northern headland of Lyttelton Harbour, Godley Head Recreational Reserve provides extensive multi-use tracks, farm-style atmosphere and feeling of remoteness from the city. The most distinctive features of this reserve are its coastal location and the many historic WWII defence structures. Dogs are permitted on leads, but it does not have a separate dog exercise area.

Victoria Park provides access to an extensive network of short, medium and long distance walking tracks. Dogs are permitted on leads on most tracks in Victoria Park and it also includes an enclosed off-lead dog exercise area. Unlike Halswell Quarry Park and Godley Head Reserve, Victoria Park has an adventure playground, as does OBP, so provided an indication as to the value of such a feature in attracting visitors with young families to OBP.

2.3.2 Potential User Profile

The majority of the users surveyed at these other parks were recreating with family and/or friends. Approximately half (46%) were 'with family', 10 per cent 'with family and friends', and 19 per cent 'with friends'. Compared with OBP, a relatively high proportion of those surveyed were recreating alone (20%), and less than 5 per cent were with a tour, school or youth group (Figure 24). Of those who were accompanying children ($n=68$), 75 per cent were with primary school aged children, 32 per cent were with pre-school aged children, and 24 per cent were with secondary school aged children.

Potential Users' Visitor Group Composition

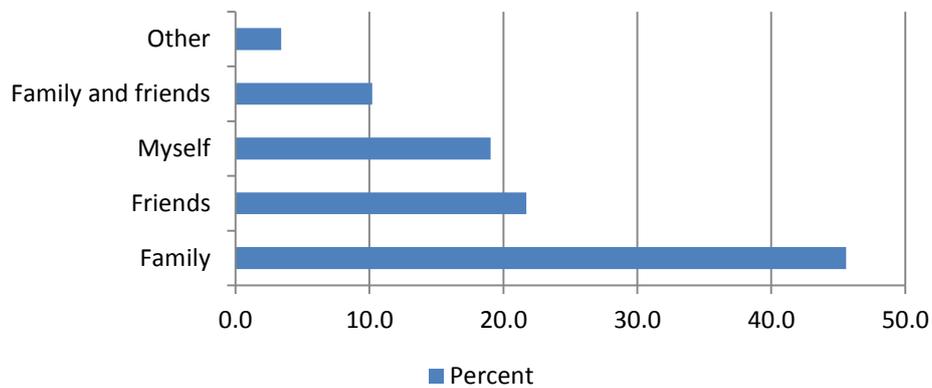


Figure 24: Who Potential Users of OBP were visiting with (n=147)

The vast majority (89%) of people were visiting in groups of five or fewer, although larger groups of between six and ten (6%) and more than ten (5%) were present. Most visitors to other parks came from Christchurch (80%) or the Greater Canterbury area (15%), 3% came from elsewhere in NZ and another 3% from outside of New Zealand. Corroborating the group composition data, over half (53.4%) of respondents were aged between 25 and 49, although 17 per cent of potential use visitors were under 24 years of age (Figure 25). The survey sample was divided approximately evenly between men (46%) and women (54%).

Potential Users' Age Profile

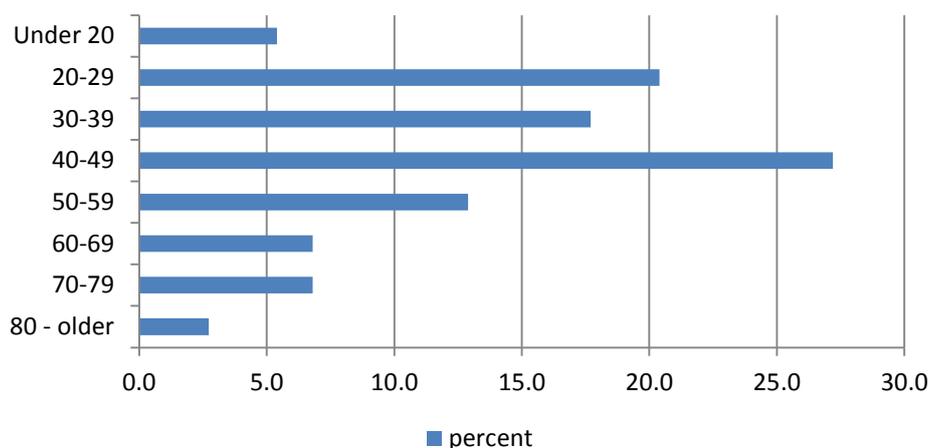


Figure 25: Age of Respondents in the Potential User Survey (n=147)

2.3.3 Activities

Of potential users surveyed, almost half (49%) indicated their main activity was walking or tramping. Other popular activities included exercising a dog (13%), using a playground (10%), picnicking (9%), running (8%) and mountain biking (7%) (Figure 26).

Potential Users' Main Activity

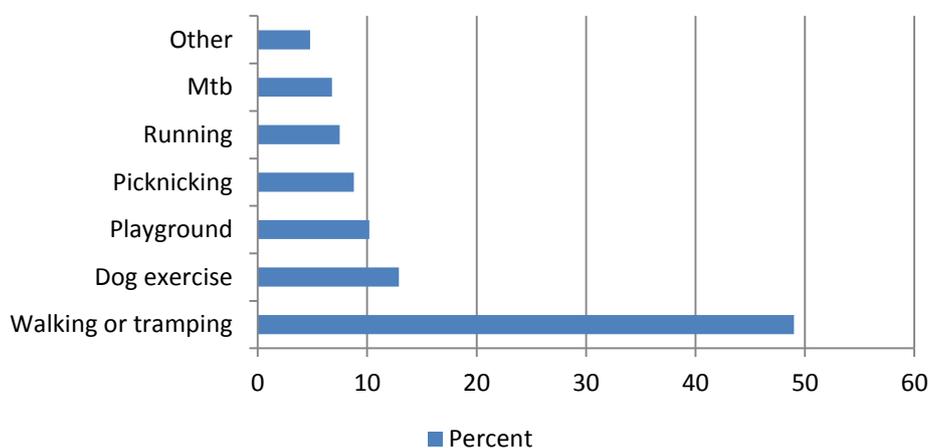


Figure 26: Main activities of users at other parks on Banks Peninsula (n=147)

Of the three parks, dog exercising was most common at Halswell Quarry Park (18%). Mountain biking was equally popular at both Halswell Quarry Park (Figure 27) and Victoria Park (8%) (Figure 28). Picnicking was most popular at Victoria Park (18%) and runners were more frequently encountered at Godley Head Reserve (17%) (Figure 29).

Main Activity at Halswell Quarry Park

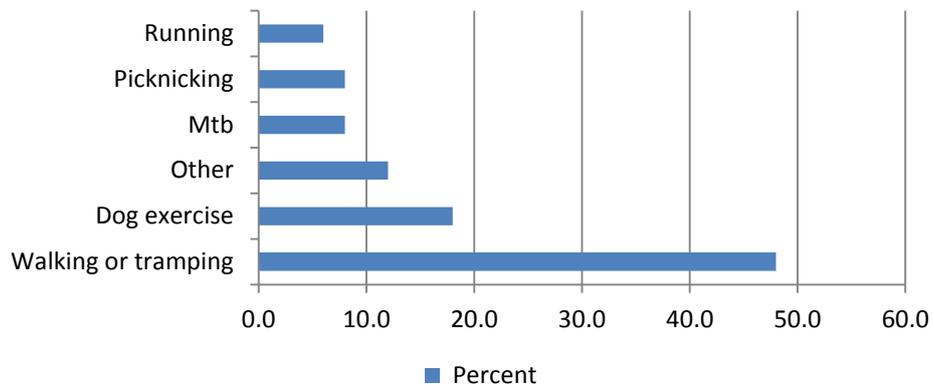


Figure 27: Main activity at Halswell Quarry Park (n=50)

Main Activity at Victoria Park

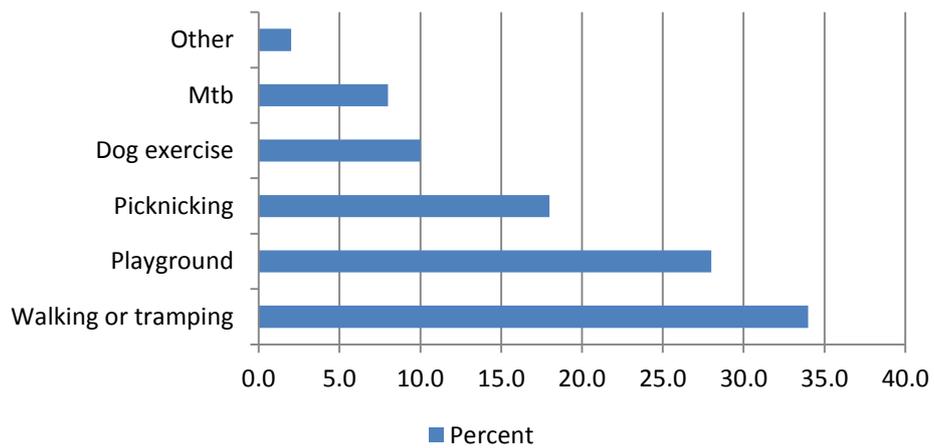


Figure 28: Main activity at Victoria Park (n=50)

Main Activity at Godley Head Recreation Reserve

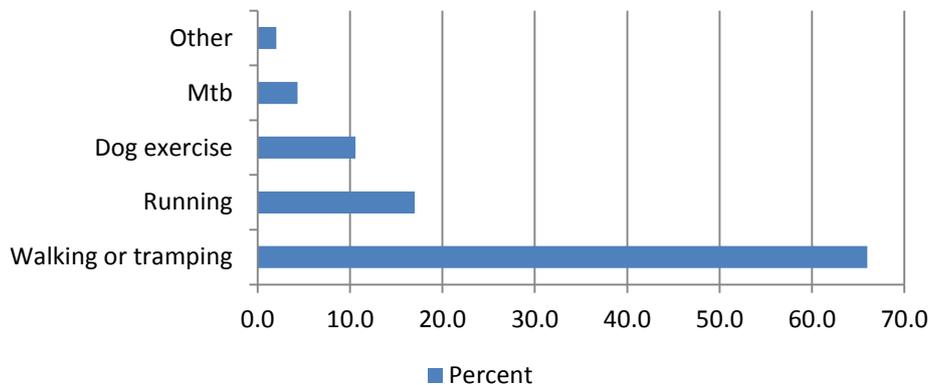


Figure 29: Main activity at Godley Head Recreational Reserve (n=47)

Survey participants were asked which features of the park they were utilising on that particular day, and were permitted to indicate as many responses as necessary. The results show that the majority of users of other parks (87%), used the tracks and trails in those parks, followed by picnic areas (34%), natural play areas such as streams, trees for climbing and rock outcrops (29%) and the built playground at Victoria Park (26%). Dog exercise (8%), and botanical (6%) and built heritage (5%) features all showed small use across the three parks, although it is worth noting that many heritage structures in these areas are currently closed to the public due to earthquake damage and botanical features are often undefined (Figure 30).

Features Used at Other Parks

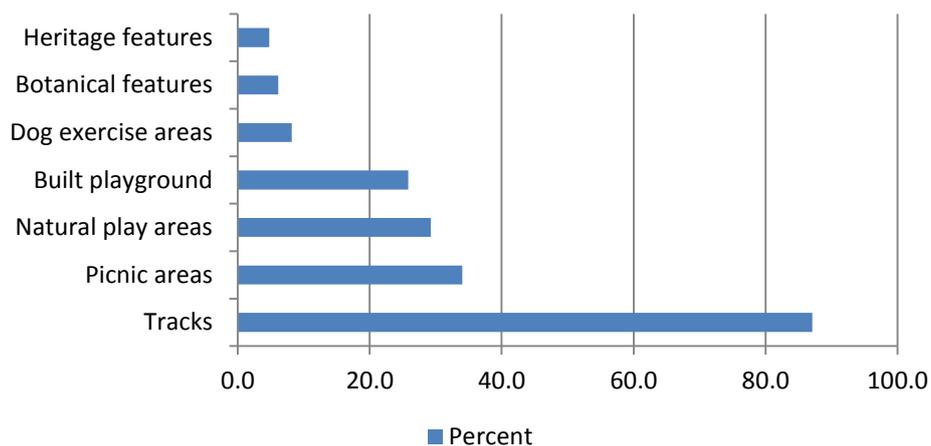


Figure 30: Park features used by respondents (n=147)

Of the park users who utilised the tracks and trails in the three parks, the most common distance covered (walking, running or cycling) was between one and five kilometres (65%). Ten per cent of respondents reported travelling between six and ten kilometres, but few (7.8%) ventured beyond ten kilometres. One in six (17%) travelled less than one kilometre on a tracks while in the Park (Figure 31).

Potential Visitors: Distance Walked

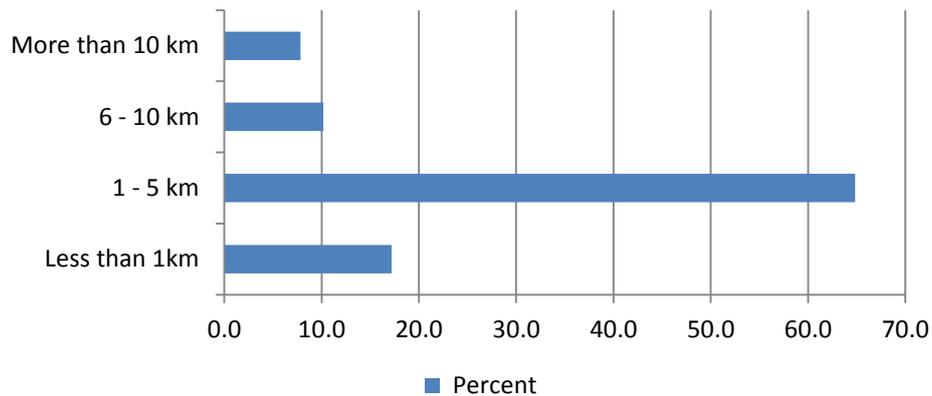


Figure 31: Distances of track users in other parks (n=128)

2.3.4 Orton Bradley Park perceptions

When prompted, the majority of respondents (70%) stated that they had heard of OBP, and of those, approximately two thirds (64%) had previously visited OBP. Respondents who had heard of OBP were given the opportunity to comment on their memories and perceptions of OBP ($n=75$). Common responses included ‘went as a child and/or attended a school camp’ (17%), comments about the Park’s good walking tracks (13%), references to big trees in the Park (11%), ‘tranquillity’, ‘beauty’ and/or ‘peacefulness’ (9%), and ‘wide open spaces’ (5%) (Figure 32). Three (4%) of those who commented on their impressions or memories of OBP recalled that there is an entry fee for the Park and/or it was too expensive. For a full list of comments see Appendix I.

Potential Users' Perceptions of OBP

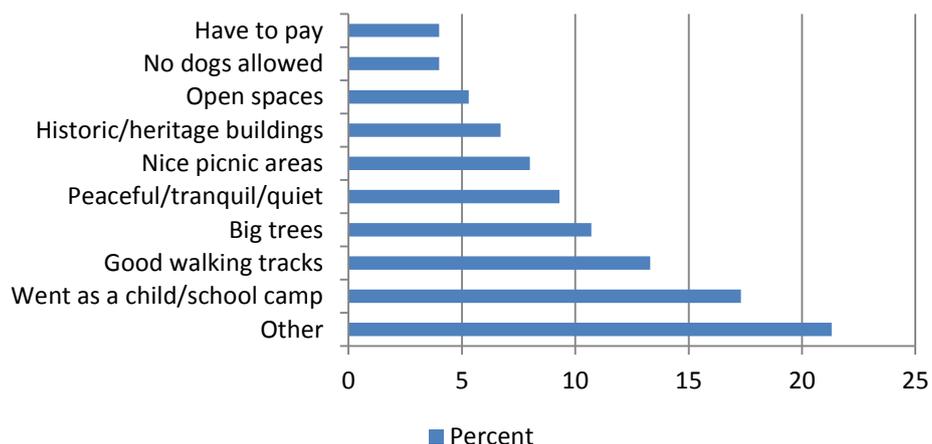


Figure 32: Respondents’ perceptions and/or memory of OBP (n=75)

2.3.5 Future development options

All respondents were asked how various current or future developments might influence their likelihood of visiting OBP. When asked if having to pay \$10 per car to enter the Park, one-quarter stated that this would make them less likely to visit OBP. A small number of other respondents (4%)

commented that they were unable to bring their dog to the Park, or had been unaware of the no-dog policy when they visited OBP so could not enter.

Survey respondents were asked whether certain development proposals and existing features of OBP would make them more or less likely to visit OBP in the future (see Appendix B). Of these options, the availability of easy walking tracks (78%) was the most likely option to increase the likelihood of visiting OBP, followed by the presence of a café (66%). Over half (60%) of the respondents indicated that secure car parking would encourage future visits and just under half (48%) thought year-round basic camping facilities would influence their decision to visit the Park in the future. When asked if the availability of family friendly mountain bike trails would encourage them to visit, almost half (46%) of respondents indicated this would, and approximately one third liked the idea of accessing overnight tramping tracks from OBP. Similar numbers were interested in historic tours (40%) while less than a third of those surveyed felt that a dog exercise area (31%), plant nursery (29%) or the entry fee of \$10 per car (27%) would encourage them to visit the Park in the future (Figure 33).

Influence on Likelihood to Visit OBP in Future

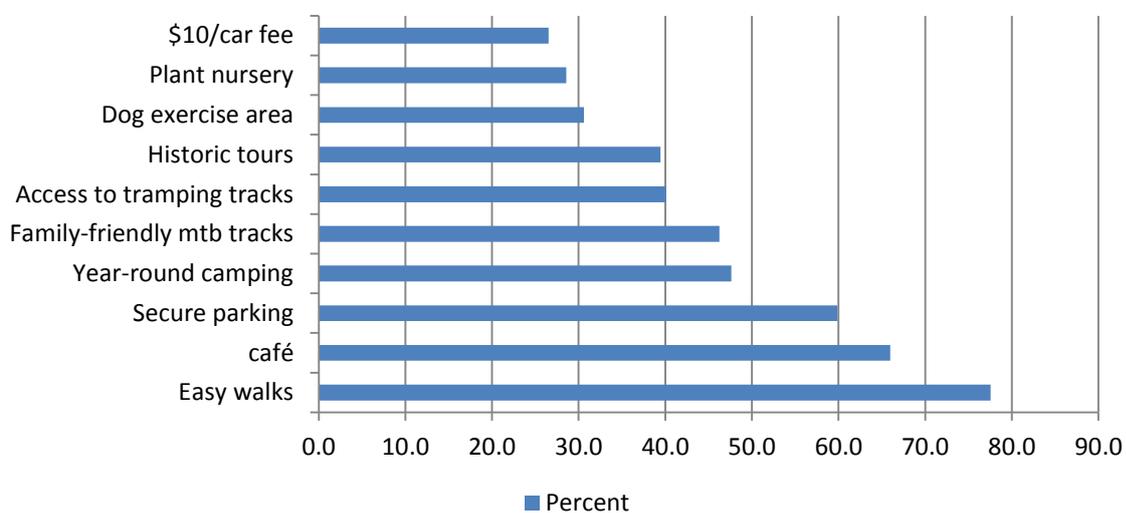


Figure 33: Potential Users interest in future developments at OBP (n=147)

3 Discussion

This study set out to provide baseline data on the current users of OBP and their impressions and opinions about future developments at the Park. An important dimension of the study was some comparison with other regional parks in order to identify potential demand for additional recreational development at the Park. With these objectives in mind, this section of the paper discusses the key findings and provides the basis for recommendations to the OBP Board and the Park’s management.

3.1 Visitor Profile

This research reinforces the place of Orton Bradley Park as a family-oriented outdoor recreation setting. Many of the respondents were visiting the Park with young children, and specifically reported memories of visiting the Park as children themselves. Picnics and short walks are the staple activities for current visitors, most of whom arrive from within a 20 kilometre radius of the Park during the weekend. While many visit the Park only once or twice a year, almost half have visited on more than

ten previous occasions and most heard about the Park through word of mouth – suggesting that OBP is certainly in the public consciousness and there is a strong inter-generational theme to Park use.

The visitor profile for recreationists at Godley Head Recreational Reserve, Halswell Quarry and Victoria Park, differs only slightly from OBP in that while most are visiting these parks with family, the accompanying children are more likely to be of slightly older age, and there is a higher proportion of secondary aged children. Like OBP users, most of the other park visitors were from the Christchurch area and aged between 35 and 50 years of age but the second highest age range among potential users was 20 to 24 years, the lowest range for visitors to OBP. Most of the potential users were aware of OBP, and many had visited in the past, indicating that these other park users may be open to visiting the Park again, assuming their recreational needs can be provided for there.

The main activity of the other park users was walking or tramping, with most visitors walking, biking or running between one and five kilometres during their time in the park. While dog exercise was the second most popular main activity at other parks, utilising the playground was proportionality higher at Victoria Park, the only other park surveyed with a playground. At all the other parks where surveying took place, the walking trails were most used followed by the picnic areas, suggesting that while visitors to OBP may arrive with the intention to have a picnic and perhaps do a walk or two, other park users visit these parks with the express intention to walk and picnicking is secondary. Another possibility could be that visitors to OBP visit with the intention of staying for longer periods, but either way, both walking and picnicking are popular activities for both OBP and potential users.

There is some evidence in this study that OBP has a (young) family orientation, and compared to other similar parks, may not be being utilised by those seeking recreation opportunities for older school children and young adults. It is certainly established in the outdoor recreation literature, that certain settings are perceived and favoured more at particular life stages. For instance, in research conducted by Reis et al. (2010) on families' preferences, experiences and benefits associated with outdoor recreation in New Zealand and the understanding of "family life-stages", families experience a change in recreation patterns due to time and physical limitations of both children and parents as the family matures. Reis et al. suggest that these families tend to recreate locally, due to the difficulties of organising and transporting young children, especially pre-schoolers. Their findings suggest that as these children and families gain in physical ability and confidence, they "move up the ladder" (p.30), increasing the distance walked and the challenge of activities they pursue.

Visitors to OBP often first visited the Park as children, and continue to bring their own children with them. OBP provides excellent opportunities, perhaps un-realised, for families and young adults to experience a natural recreational progression such as progressing from the 20 minute Rhododendron walk to overnight tramps to Packhorse Hut near the Mt Bradley summit.

3.2 Perceptions of Orton Bradley Park

The natural environment aspect of OBP is most liked by visitors, and is complemented by the second most liked aspect of the Park which is the peacefulness and tranquillity that OBP offers. Based on visitors' comments, areas for improvement centre on small aspects of facilities maintenance and development such as locating toilets closer to the tent camping area, improving the shower facilities in the camping area and providing shower facilities for motor home campers. Several comments in the 'least liked' section of the survey centred on inadequate track maintenance and signage.

Potential users' perceptions and memories of OBP are also of visiting as a child with family or on a school camp and knowing that there are enjoyable walking tracks at the Park. Other potential users spoke of the Park's large trees, especially the eucalyptus on the entry driveway and the feeling of

peace and tranquillity. This supports the perceptions of those surveyed at the Park, and should be carefully considered when planning future developments.

3.2.1 Entry fee

According to the findings of this study, the entry fee is generally what current OBP visitors expected to pay and, by default, the majority of respondents surveyed were happy to keep the rate as it is. This supports Greenaway's (2004) report in which it was concluded that increased takings at the gate would not make a large difference to the Park's balance sheet, and instead the focus should be on increasing the staffing of the gate during peak visitation periods or installing a barrier arm to increase entry fee compliance. With half of visitors showing an interest in becoming 'Friends of the Park', this initiative is likely to remain a popular option for frequent visitors and supporters.

A significant proportion (25%) of potential users indicated that a \$10 (per car) fee would make them less likely to visit OBP. This indicates that the fee represents a barrier to increasing park use that needs to be considered and off-set by the perception of increased attractions or value for money.

3.2.2 Future developments

Of the suggested developments for the Park, the greatest interest shown was in the development of year-round public camping facilities, followed by the development of family friendly mountain bike tracks. Both of these options also drew support in Greenaway's (2004) report, and the public tent camping trial that has operated over the past two years, and the self-contained caravan and motorhome sites drew one fifth of all visitors to the Park during the study period. The fieldwork observations recorded many families with bicycles being utilised around the main picnic areas despite the Park's current 'no bike' policy. It may be unclear that bikes are prohibited within the Park but, regardless of this fact, construction of a bike trail has already begun and this development should prove popular if it is well constructed and maintained. Greenaway (2004, p.10) suggested marketing the bike trail as "off road family cycling" in order to market appropriately to families and retain support from all Park users.

Both year-round basic camping facilities and the availability of family friendly mountain bike trails also drew favourable interest from potential users of OBP, reinforcing the decisions of the OBP Board to develop these areas prior to this report. Potential users also claimed that the development of easy walking trails would encourage them to visit OBP in the future, as is reflected in the one to five kilometre distances that are most popular for potential users.

In considering how to attract potential users to OBP when they are reluctant to pay an entry fee, consideration should be given to the interest shown by these potential users for the development of a café at the Park during peak visiting times. Greenaway (2004) also commented on this and concluded that while a permanent, full time café may be unlikely to succeed, small scale, temporary food services may be a natural extension of the Park's current services with little financial risk. Such an enterprise would also likely be welcomed by campers staying at the Park. Current users of OBP, however, showed only moderate support for a café in the Park, and comments both for and against a café were offered in the suggestions section of the OBP Survey (Appendix H).

There was little support for the development of a dog exercise area in either the OBP or Potential Park User Surveys, an option that was also discounted in Greenaway's (2004) report as it was considered to be in conflict with the farming operations and incur a high cost for fencing. One recommendation from the Greenaway report was to install kennels at the gate in case visitors forgot about the no dog policy, which has been actioned.

There is little to moderate interest in the development of a plant nursery or historic tours in either the OBP or Potential User Surveys, although, as suggested in Greenaway's (2004) report, there may be some opportunity for providing private interest in commercial historic, perhaps linked with eco-style tours, especially with the local and apparently strong cruise ship market that Banks Peninsula is currently experiencing during the summer period. This option, in the current light of earthquake damage and risk, may not be viable until the stone cottage is restored.

The OBP User Survey suggestions section offered some interesting insights into what current, and often returning, visitors to OBP would like to see in terms of future development. While a large portion of suggestions fell into the "other" category, the most consistent suggestion was to keep the Park as it is currently, reflecting the high satisfaction of Park users previously mentioned in this report. Of the constructive suggestions, the most consistent was to provide more information on and in the Park about the Park. For example: *"Development-less is more i.e.: cafes, tours, farmyard animal parks, - these activities don't encourage you to be active, whereas walking and bike tracks do"*. Another respondent noted the importance of *"Providing information on the livestock/farming and birds"*.

The few comments mentioned in the 'least liked' section of the survey around track maintenance and signage reinforces the importance of this in a park that has a high use of walking tracks. As noted by one respondent: *"It's a great place-thank you. Better signage and upkeep of paths would be appreciated."*

The suggestion to develop a swimming hole or swimming facilities within the Park was also suggested by OBP Users, a development supported by Greenaway's (2004) report under the "family facilities" heading in the proposed development section.

4 Recommendations

4.1 Potential demand

- Marketing
 - Consider increasing the awareness of OBP through other forms of promotion to complement the strong "word of mouth" support the Park receives. While the vast majority of those who visit the Park are satisfied with their visit, and often tell others of their enjoyment of OBP, supplementary advertising can remind past and potential visitors of the attractions the Park has to offer. Holding information days at other parks in the Christchurch area or distributing flyers at these locations may jog parents' memories of childhood visits to OBP.
 - Consider encouraging regular visitors to 'invite a friend' and receive free entry or Friend of the Park membership. This could encourage new visitors to visit more regularly and/or become a Friend themselves.
 - With the high appreciation of the natural environment aspects of the park, consider advertising planting and pest management programmes for volunteers through conservation organisations such as Forest and Bird or the Quail Island Restoration Trust. Offer free Friends of the Park memberships to those who regularly participate in conservation measures within the Park.

- Consider nation-wide advertising strategies in order to market OBP as a “destination”. The Park has all the facilities necessary to provide an extended stay through the tent and motorhome campgrounds required by those travelling from distant regions. The wider Banks Peninsula area has excellent attraction value and OBP could be a relatively cheap base to explore the Region from. The addition of OBP in the New Zealand Motor Home Association guide to camping is an excellent example of this kind of marketing.
- Increasing the number of music concerts or festivals, with appropriate marketing and management, may encourage visitation to the Park by the 20 to 24 year old age range. OBP provides an excellent location for such events, relatively safe and far from any large urban settings. Anecdotal evidence from survey comments and discussions with respondents suggests that this is an activity that was popular in the past. These need not be drug and alcohol fuelled parties, but could cater to families with teens or folk music enthusiasts. Combined with camping opportunities, the festival area could be confined to specific areas within the Park.

4.1.1 Perceptions of OBP

- Family facilities
 - Increase the number of picnic tables in all the picnic areas to facilitate ease of use and minimise inconvenience of duck droppings and annoyance. During the fieldwork for this study, ducks were observed “ransacking” unattended picnics out of sight of families at the playground or engaged in games of cricket. While gas BBQs are available at the OEC/tent camping site, there are no other BBQ facilities available for picnickers to use, and transporting BBQs can be cumbersome, messy and time consuming. The creation of additional picnic facilities and a swimming hole in the stream was also highlighted in the Greenaway report, and was considered then as “An essential and natural progression for the Park”, although the water quality of Te Wharau Stream may need to be addressed.
 - One recommendation from Greenaway’s ‘family facilities development proposal’ has been actioned; the redevelopment of the adventure playground. As can be seen from the results of this study, this investment has been a welcome and beneficial development for OBP. Notwithstanding this improvement, some visitors commented on the lack of shelter from rain and sun in the picnic areas. Victoria Pak has some fine examples of simple picnic shelters in the playground and main picnic area, and timber for the construction of a similar design could be provided from sources within the Park.
- Family Life-stages
 - Ensure visiting families (and in the wider promotion of the Park) are aware of what opportunities the Park has for families returning through their different family life stages. For example, Greenaway recommended a mini mountain bike course which may prepare children for the progression to the family friendly mountain bike track already under construction. Fieldwork observations in the current study recorded parents teaching their children to ride in the grassy picnic areas, suggesting an appropriate development might be to ensure that all possible

opportunities to progress are available at OBP. If children are aware that there is the availability for progression, they may feel inspired and more excited to come back for that next progression. Park information could make more explicit the progression from short walks to longer walks and then overnight tramping opportunities.

- Many comments were noted in the dislikes and suggested improvement sections of the OBP survey emphasising the lack of track maintenance and signage. Signage is especially important for the safety and comfort of visitors, particularly information relating to track times, shelter or suitable resting spots such as streams and lookouts. During the surveying, fieldworkers received many verbal comments about walkers losing their way on some tracks.

4.1.2 Future Developments

- Family friendly mountain biking tracks
 - While a mountain bike track project is already under construction, and has gained support from survey respondents in this study, timely completion should be considered in conjunction with marketing. Consideration should be given to inviting interest from potential sponsors such as bicycle and cycle equipment retailers, and promoting the opening of the track could be offered alongside free entry to the Park and other activities on the day of the official opening.
- Year-round basic camping facilities
 - This gained a positive response in both OBP and Potential User surveys, and warrants careful consideration, such as whether the respondents themselves would visit OBP for camping in the winter or only believe the idea has merit for the shoulder seasons (spring and autumn, see limitations section on study period). If year-round basic camping was to occur, site and facility use conflict may occur with the OEC, possibly requiring the construction of new public-specific basic camping sites and facilities such as toilets and ablution blocks.
 - Consider locating public tent camping sites closer to toilets or constructing a new toilet block for the exclusive use of campers.
 - As not all motorhomes and caravans have their own showers, consider providing shower facilities closer to the motorhome camping area.
- Café
 - The development of a café in the Park received only moderate support by current Park users and was identified in the Greenaway report as being unlikely to succeed due to the location of the Park. Potential Users, however, strongly indicated that a café would increase the likelihood of them visiting the Park in the future, so support for or against a café in the Park is perhaps ambiguous, and careful financial analysis of the potential profitability of such a project should be undertaken before and decision to develop a café is reached.

- The provision of café facilities may only succeed with the development of a partnership between OBP and a service provider such as a coffee cart or similar. Such a service might be located at the Park entrance on the main road so as to cater to both Park visitors and those passing the Park entrance. Consideration could be given to providing free Park entry to those who purchase a hot drink or other item to facilitate the introduction of new visitors to the Park in the hope of return visitation.
- Historic tours
 - Historic tours gained only moderate support from both current and potential Park users. While one possible explanation for this could be the closure of many historic buildings in all parks surveyed, current users of OBP already have access to excellent historic interpretation through the existing information available in and around the historic farm centre.
 - Historic tours could be considered if marketed through cruise ships, which provide a booking system for selected on-shore regional operators. These tours could be complemented with interpretation on the ecological, agricultural and geologic history of OBP and the wider New Zealand context, and could be organised with relatively little capital investment requiring only a guide with adequate training (possibly in the form of a Park tour and notes/references), a rented coach and driver for the day and the provision of lunch and refreshments.
- Dog exercise area
 - This development drew little support from either the current or potential users of OBP and was identified in Greenaway's report as being unlikely to be successful due to conflict with farming operations. Further research could be completed with dog owners locally to determine if there is a local demand for this activity, or potential for 'dog days' or dog access on certain tracks.
- Nursery
 - This drew little support from either current or potential users of OBP, and may require more research regarding the financial viability and required marketing if this proposal is to proceed.

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Appendix A



New Zealand's specialist land-based university

Office use:
Date:
Code

Orton Bradley Park Survey 2013-14

Researchers at Lincoln University have been commissioned by the Rod Donald Banks Peninsula Trust to undertake a survey of Park users over the 2013-14 summer period. By participating in this survey you will help us understand more about how this place is used and what future developments might be appropriate. Your participation in this project is voluntary and you may also decline to answer any question. You may withdraw at any time during the survey. Completion will be taken to indicate your consent to participate.

The survey is organised into four sections: (1) your visit today; (2) your impressions of the Park; (3) your opinions about potential park developments; and (4) -visitor profile information.

Even if you do not visit this park often, we want to hear from you!

Please follow the directions carefully, and answer each of the questions as accurately and truthfully as you can. There are no "right" or "wrong" answers, and your responses are just as valuable as those of every other visitor who completes the survey. All responses are anonymous.

Your participation is very much appreciated

Section 1: About your visit today

Q1	How often do you visit Orton Bradley Park? [Please tick (☑) one only]	
	<input type="checkbox"/> I've never visited before today (Go to Q3)	
	<input type="checkbox"/> Once a week or more often	<input type="checkbox"/> Once or twice a year
	<input type="checkbox"/> Several times a month	<input type="checkbox"/> Once every two years
	<input type="checkbox"/> Once a month	<input type="checkbox"/> Less than once every two years
	<input type="checkbox"/> Once every two or three months	

Q2	In total, how many previous visits to Orton Bradley Park have you made?	<input type="checkbox"/> One or two
		<input type="checkbox"/> Three or four
		<input type="checkbox"/> Five – ten
		<input type="checkbox"/> More than ten

Q3	How did your <u>first</u> hear about Orton Bradley Park? [Please tick (☑) one method]	<input type="checkbox"/> Word of mouth
		<input type="checkbox"/> Attended a festival/event
		<input type="checkbox"/> Local paper
		<input type="checkbox"/> Web search
		<input type="checkbox"/> School/youth group visit
		<input type="checkbox"/> Other (please describe) _____

Q4 What is the main activity you will do here today? [Please tick (☑) ONE activity]

<input type="checkbox"/> Walking or tramping	<input type="checkbox"/> Picnicking
<input type="checkbox"/> Mountain biking	<input type="checkbox"/> Event or festival
<input type="checkbox"/> Running	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Camping	

Q5 If you ticked 'Walking or tramping' in Q4, please indicate which type of walks you have done or plan to do. [Please tick (☑) any that apply]

Short walks (up to one hour)

Longer walks (1 - 2 hours)

Half-day tramps (3 - 4 hours)

Day walks (5 – 8 hours)

Overnight tramp

Which of the walks listed below have you done or do you plan to do today?

<input type="checkbox"/> Camellia Walk	<input type="checkbox"/> Waterfall Track	<input type="checkbox"/> Mt. Herbert Walkway
<input type="checkbox"/> Rhododendron Walk	<input type="checkbox"/> Hunter/sGully	<input type="checkbox"/> Sign of the Packhorse
<input type="checkbox"/> Arboretum	<input type="checkbox"/> Magnificent Gully	<input type="checkbox"/> Don't know
<input type="checkbox"/> Dunmallet Loop	<input type="checkbox"/> Tablelands	
<input type="checkbox"/> Quarry		
<input type="checkbox"/> Big Rock		

Q6 What features of the area have you used, or will you use at the Park today? [Please tick (☑) any that apply]

<input type="checkbox"/> Picnic areas	<input type="checkbox"/> Event or festival areas
<input type="checkbox"/> Built playground	<input type="checkbox"/> Built heritage
<input type="checkbox"/> Natural playground (ie streams)	<input type="checkbox"/> Botanical areas
<input type="checkbox"/> Tracks (walking, running or riding)	<input type="checkbox"/> Other (please describe)
<input type="checkbox"/> Camping	

Section 2: What are your impressions of Orton Bradley Park?

Q7 What have you **liked most** about your visit to Orton Bradley Park? (1=liked most)

1) _____

2) _____

3) _____

Q8 What have you **liked least** about your visit to Orton Bradley Park? (1=liked least)

1) _____

2) _____

3) _____

Q9 Overall, how satisfied are you with your visit to Orton Bradley Park today? (Please circle ONE number on the scale below)

	Very Dissatisfied							Very Satisfied	
	1	2	3	4	5	6	7		

Q10 Which statement best describes your feeling about the Park's entrance fee?
(Please tick (☑) one statement)

1 I expected entry to the park to be free of charge

2 I expected the park entry fee would be lower

3 The park entry fee was as I expected

4 I expected the park entry fee to be higher

5 I didn't know the Park had an entrance fee

Q11 In your opinion, what is a reasonable fee for entry to this park?

\$ _____ per person

\$ _____ per car

Q12 Would you consider paying a \$35 family subscription for unlimited entry to the Park for one year?

1 Yes

2 No

Section 3: How would you like to see Orton Bradley Park develop?

The Park Management is looking for ways to improve the visitor experience at Orton Bradley Park, encourage visitors to return and attract more visitors. Your opinions about the following statements will help with management planning.

Q13 How likely is it that the following possible developments would encourage you to visit Orton Bradley Park? On the scale, '1' = 'very unlikely'; and '7' = 'very likely'.
[Please circle **ONE** number on each line]

	Very unlikely 					Very likely 	
	1	2	3	4	5	6	7
Availability of family-friendly mountain bike tracks in the Park	1	2	3	4	5	6	7
A café in the Park	1	2	3	4	5	6	7
A plant nursery in the Park	1	2	3	4	5	6	7
A dog exercise area in the Park	1	2	3	4	5	6	7
Historic tours offered in the Park	1	2	3	4	5	6	7
Year-round basic camping facilities in the Park	1	2	3	4	5	6	7

Q14 If any of the following developments were made available at the Park for a fee (on a 'user-pays' basis), would you be interested in the facility or service?

Access to family-friendly mountain bike tracks

1 Yes

2 No

Access to dog exercise area

1 Yes

2 No

Historic tour

1 Yes

2 No

Year-round basic camping facilities

1 Yes

2 No

Q15 If you have other suggestions for the Park which would encourage you to visit, please write them here

Section 4: About you and your group

Q16 Who are you visiting the Park with today?

[Please tick (☑) ONE that best describes your group]

- 1 By myself
2 With my family
3 With friends
4 With friends and family
5 With a school or youth group
6 With a tour group
7 Other _____

Q17 How many people are in your group today? Include yourself in the total number

--	--

Q18 Are there children in your group?

[Please tick (☑) any that apply]

- 1 Pre-school children
2 Primary school children
3 Secondary school children
4 No children in the group

Q19 Where do you normally live?

[Please tick ONE box only and then fill in the place name]

- 1 Christchurch _____ Suburb:
2 Canterbury _____ Town or rural area:
3 Elsewhere in New Zealand _____ City, town or rural area:
4 Overseas _____ Country:

Q20 Are you:

- 1 Male
2 Female

Q21 What is your age in years?

- 1 15 - 19
2 20 - 24
3 25 - 29
4 30 - 34
5 35 - 39
6 40 - 44
7 45 - 49
8 50 - 54
9 55 - 59
10 60 - 64
11 65 - 69
12 70 - 74
13 75 - 79
14 80 yrs +

THANK YOU!

Please return this form to the researcher or drop it into the collection box as you leave the Park

Orton Bradley Park Survey 2013-14: Potential Users

Researchers at Lincoln University have been commissioned by the Rod Donald Banks Peninsula Trust, to undertake a survey of existing and potential users of Orton Bradley Park in Charteris Bay, Banks Peninsula over the 2013-14 summer period. By participating in this survey you will help us understand more about how this place is used and what future developments might be appropriate.

Even if you have not visited Orton Bradley Park, we want to hear from you!

The survey is organised into three sections: (1) your visit today; (2) your experience of and opinions about Orton Bradley Park recreation areas; and (3) profile information.

Please follow the directions carefully, and answer each of the questions as accurately and truthfully as you can. There are no "right" or "wrong" answers, and your responses are just as valuable as those of every other visitor who completes the survey.

Your participation is very much appreciated. All responses are anonymous.

Section 1: About your visit today [Victoria Park, Halswell Quarry or Godley Head]

Q1	How often do you visit rural or backcountry areas for outdoor recreation? [Please tick (☑) one only]
1	<input type="checkbox"/> Once a week or more often
2	<input type="checkbox"/> Several times a month
3	<input type="checkbox"/> Once a month
4	<input type="checkbox"/> Once every two or three months
5	<input type="checkbox"/> Once or twice a year
6	<input type="checkbox"/> Once every two years
7	<input type="checkbox"/> Less than once every two years

Q2	What is the <u>main activity</u> you will do here today? [Please tick (☑) ONE activity]
1	<input type="checkbox"/> Walking or tramping
2	<input type="checkbox"/> Mountain biking
3	<input type="checkbox"/> Running
4	<input type="checkbox"/> Picnicking
5	<input type="checkbox"/> Other: _____

Q3	What features of the area have you used, or will you use on your visit today? [Please tick (☑) any that apply]
	<input type="checkbox"/> Picnic areas
	<input type="checkbox"/> Built playground
	<input type="checkbox"/> Natural playground (ie streams)
	<input type="checkbox"/> Tracks (walking, running or riding)
	<input type="checkbox"/> Camping areas
	<input type="checkbox"/> Built heritage
	<input type="checkbox"/> Botanical areas
	<input type="checkbox"/> Other _____

Q4	If you selected 'Tracks' in Q3, what length of track have you used (or will you use) today? [Please tick (☑) any that apply]
	<input type="checkbox"/> Less than 1km
	<input type="checkbox"/> 1 to 5km
	<input type="checkbox"/> 6-10km
	<input type="checkbox"/> More than 10km

Section 2: Visiting other places for outdoor recreation

Q5 Before today, had you heard of Orton Bradley Park 1 Yes
2 No (go to Q8)

Q6 Have you ever visited Orton Bradley Park 1 Yes
2 No (go to Q8)

Q7 In a few words, are you able to recall your impressions of Orton Bradley Park [Interview to prompt: what was good, bad or indifferent about the Park]

Q8 The list below includes some existing or proposed features of Orton Bradley Park on Banks Peninsula. Please indicate what influence each feature has on the likelihood that you would visit the Park in the future. [Tick **ONE** box on each line]

	More likely I would visit	Less likely I would visit	No difference to whether or not I would visit
Availability of family-friendly mountain bike tracks in the Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A café in the Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A plant nursery in the Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A dog exercise area in the Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic tours offered in the Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Year-round basic camping facilities in the Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy walking tracks in the Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight tramping tracks in the Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secure parking for cars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Park entry fee (\$10 /car)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9 Using this list of selected tracks and routes on Banks Peninsula, please indicate which you have used at any time in the past [map available showing selected tracks]
[Please tick () any that apply]

Gebbies Pass – Packhorse Hut

Packhorse Hut – Orton Bradley Park

Packhorse Hut – Mt. Herbert Track via Kaituna side of Mt. Bradley

Mt Herbert-Orton Bradley Park

Mt Herbert-Port Levy Saddle

Monument Track

Mt-Herbert- Diamond Harbour

Port Levy Saddle – Montgomery Reserve

Port Levy Saddle -Pettigrews Road track

I've not used any of these tracks (Please go to Q11)

Q10 If you selected any of the tracks or routes in Q9, please comment on the following future scenarios [interviewer to use with map / images]

Future scenarios [Interviewer to use maps and images to prompt]

The Department of Conservation and the Rod Donald Banks Peninsula Trust are investigating options for developing the existing network of Summit Walkway tracks.

Please comment on the following scenarios for the area's future development:

Option A: How do you feel about this option?

[interviewer prompt: what factors might encourage or constrain your use of this option]

Would you use Option A?

Yes No Don't know

Option B: How do you feel about this option?

[interviewer prompt: what factors might encourage or constrain your use of this option]

Would you use Option B?

Yes No Don't know

Option C: How do you feel about this option?

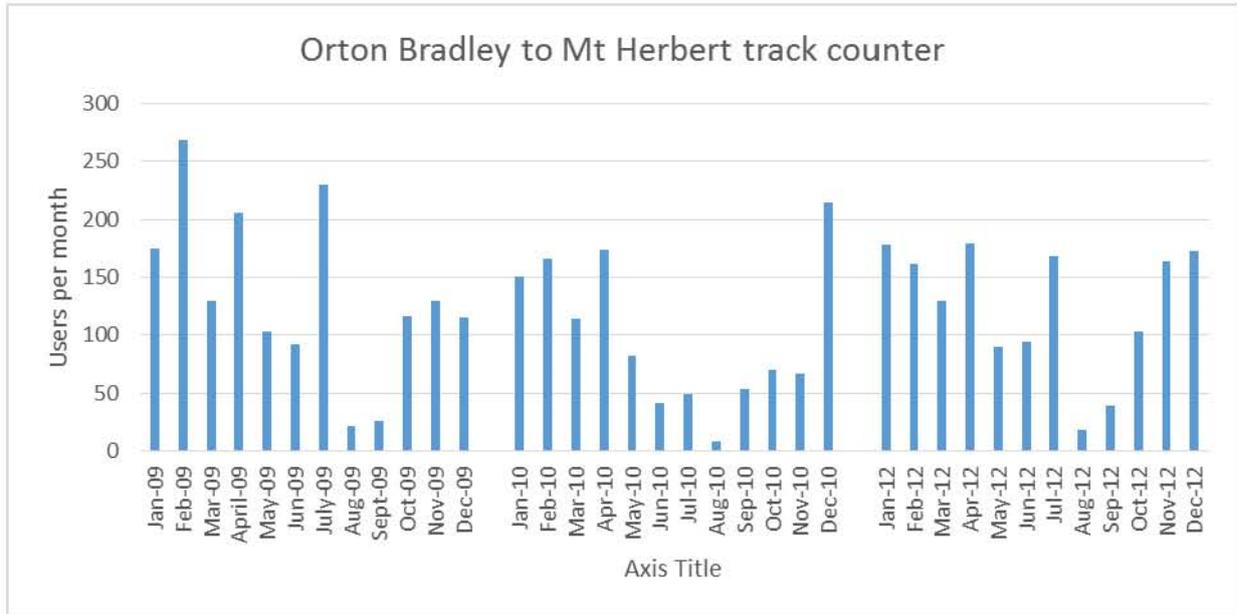
[interviewer prompt: what factors might encourage or constrain your use of this option]

Would you use Option C?

Yes No Don't know

Appendix C

Track usage Orton Bradley to Mt Herbert section (n=5391) (DoC track counter). Note the dates of this data set are discontinuous



Appendix D

3. Development proposals

Appendix one contains the feasibility assessment prepared by Deloitte. This considered a number of development options. These are listed below, with a brief summary of findings.

- ✓ **Mapping of existing and new recreation opportunities:** A necessary action, potentially fully funded by a grant.
- ✓ **New mountain bike track development:** An action likely to increase patronage and able to be developed with low conflict between activities, best described as 'family cycling'.
- ✓ **Outdoor adventure centre:** Already in place. Over time, concessions such as this could be negotiated on a more structured basis.
- ✓ **Family facilities:** Includes the provision of additional picnic facilities, playground, swimming hole and mini mountain bike course. An essential and natural progression for the park.
- ✓ **Nature education signage:** A service extension proposed by the current Interpretation Concept Plan, and potentially grant-funded.
- ✓ **Historical centre:** Another natural extension of existing services. Also proposed by the current Interpretation Concept Plan, and potentially grant-funded.
- ✓ **Public camping, caravans and motor homes:** Already proposed in the *Strategic Plan and Policy Document* and a natural extension of existing activities. Viable if costed carefully and not requiring significant additional labour charges.
- ≠ **Dog friendly zones and dog friendly picnic area:** Considered difficult due to conflicts with farming activities and fencing costs
- ≠ **Hang gliding access:** Not viable due to high cost of providing access.
- ≠ **School house – café/wine bar:** An addition to existing services and unlikely to succeed due to the location of the park. Small scale and temporary food services for specific events would be a natural extension of current services and low risk.
- ≠ **Historical cottage – shop:** As for the café / wine bar.
- ≠ **Huts:** A higher financial risk activity than public camping, requiring more intensive management and marketing. An unlikely option.
- ✓ **Dog day-shelters:** A simple action of placing kennels near the front entrance for those who forget about the park's 'no dog' policy. May solve some management issues but is unlikely to affect park income or patronage significantly.
- ? **Artist studios with gallery:** A potential option for the park, but one to be considered in the long-term and if grant funding was available
- ? **Eco tour features:** A potential option, but most likely successful with a set of partners and once other options have been developed. Is likely to rely on a 'critical mass' of pre-existing park visitors to be successful.

Appendix E

Open-ended questions OBP User Survey:

Verbatim responses to Q3: How did you first hear about Orton Bradley Park? Where the response was 'Other'

"Annual company picnics"

"Golf Club"

"Went on Mt Herbert walkway with a friend that ended in the park"

"Tramping club"

"Have known for years"

"As a member of a tramping club years ago"

"Did a horse trek here once"

"Map"

"Ex-resident"

Appendix F

Open-ended response questions OBP User Survey

Verbatim responses to Q7: *What have you liked **MOST** about your visit to Orton Bradley Park?*

<p>Wonderful Place Golf Golf course Golf Golf course Quality social tennis with friends and family Great relaxed well maintained atmosphere Size and diversity of such a large area close to the city Tennis club Golf course Being able to drive to picnic table Not overcrowded People are more friendly Setting Fantastic Streams Picnics Quality tennis facility Streams Friendly ducks Variety Not commercialised Great for kids Established area near water for picnic Quality of management</p>	<p>The countryside Suitable picnic areas Camping Sheltered places to picnic Shade Camping is far from road Sheltered tent sites Friendliness and courtesy of staff Being able to stay overnight Good family values Easy access Variety of terrain Farm park feel Clean and neat Sunshine The gardens Good weather Tennis Club Lovely grassed picnic areas with shade Animals/livestock Streams Gullies Friendly Improvements that have been made High level of access People No commercial activities Botanical gardens</p>	<p>Streams Rural surroundings Picnic areas Ducks Camping in such a great spot-sheltered Information on walks Good location Pleasant family picnic spot Ease of access Fresh air Variety Not manicured L3other Camping price beautiful camping close to home Picnic areas and creek Ease of access Range of activities (Heritage/natural/recreational) Picnic areas Pleasant camping area Ability to camp Meeting new friends Not commercialised Nice drive from Chch Waterfall Camping ground, Picnics sites, facilities and historic sites Nice spot to camp Weather</p>
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Appendix G

Open-ended response questions OBP User Survey

Verbatim responses to Q8: *What have you liked **LEAST** about your visit to Orton Bradley Park?*

<p>Weather Sheep and ducks Charges Fee-recommend gold coin donation OBP board trying to claim Golf Club insurance pay-out Price for 1 night Speed reduction bumps Thieves robbed golfer's cars Hunters Gully track could have been more maintained Stinging tree nettle No showers No campfires allowed Weather Walking track not cleared Degradation of tracks and signs over past 10 years Walking tracks are not well maintained with broken/missing boards on bridges No shaded building for rest The drive to the park is terrifying Cost Toilets a long way from camping Lack of info indicating times on signs Somebody was already in our usual spot Tracks not marked clearly Dust from the road Dust from the road Shower facilities The fact that other people don't pay Wandering ducks Gum trees and branches on tracks making them slippery Dust from the road The price doesn't include power Need better showers Stinging nettles</p>	<p>Wind blowing in the trees No toilets in the tent camping area Cars going too fast down the road Distance to toilet area from tent camping Cost Dust from the road Some of the track upkeep Too far from home Toilets need an upgrade Camp shower area Poor entrance area Tent site is too exposed to the wind Toilets too far from camp ground Toilets a long way from camping Some parts of tracks not maintained Dust from the road Noisy truck dumping dirt in camping area every few minutes Signposts Walking through stock excrement Weather turning Campers using powered sites preventing other campers connecting to power sockets. Management should make sure that all power connections are available. Campers connected permanently to water supply with hoses preventing others from using connection. Toilets Scarcity of drinking water Unclean toilets in the past Needs more power points Natural No rubbish/recycling bins Cost just for walking Overgrown paths Noisy in motor camp area</p>	<p>Few walking tracks with wheelchair access Sandflies Cost Paying Entry fee Limited disability access Dislike2 Outrageous increase in Golf Club lease Too many cars No swimming holes No BBQ place Nowhere to buy groceries when camping The tracks have too much brush and need clearing Lack of drinking fountains Tracks overgrown in places The way the houses are restored (interior not original style) Not having toilets near kitchen and shower Lack of signage and pamphlets in signage areas Too much dust from cars on the road No running tap water Surveys Road signage minimal Wonky picnic tables Closest toilet block has no power Got lost at Hunters Gully Couldn't dry my hands in toilet Hand dryer in bathroom not working Poor signage No toilets in shower area State of portaloos Dislike3 Track to Mt Herbert overgrown The hand dryer in the ladies bathroom didn't work Track overgrown Lack of follow-up signs Lack of café facilities Too far to toilets from camp ground Entry fee Poor maintenance and lack of access to historical buildings during a summer afternoon-especially when a fee is paid</p>
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Appendix H

Open-ended response questions OBP User Survey

Verbatim responses to Q15: *If you have other suggestions for the Park which would encourage you to visit, please write them here:*

<p>“Love it the way it is” “Expand golf course” “Extend golf course” “Expand golf course” “Outdoor concerts” “Lower fee” “Hiking and walking club with regular activities” “None” “Keep the part quiet and peaceful-A big part of the parks attraction-don’t want too many cars or visitors-No café” “Stay just as is-you’re a wee gem” “Adult mountain bike single track and more kids bike tracks” “Have a yearly subscription that covered camping-recommend \$50. A communal campfire that could be a meeting point for campers. Dig out a good swimming hole in the stream” “Additional promotion such as a folded A4 printed leaflet” “BBQ facility. Money changing facility. Improve website” “Advertise the friends of the park. Expand the camping/campervan areas and advertise this more widely” “Hold more family events” “I endorse the park not allowing dogs” “Petting zoo” “Pay BBQs” “Rent camping equipment” “Provide information on the livestock/farming and birds” “Open access to abseil and climbing areas” “More toilets” “Improve track signage and markings” “Proper maintenance of open areas for the public, mainly along and beside the main tracks, in the lower areas especially. Recent strong winds have caused so much debris from tree” “Public transport/shuttle from ferry at Diamond Harbour” “Swimming hole. Dedicated BBQ area with water. Love that there are no dogs allowed” “Some information on the park history in the kitchen area” “Design a family orienteering course and provide a map utilising foot and bike” “More historic information. I would pay to see the buildings restored” “It would be good to have a tidy flower garden” “Swimming/paddling pool” “Boat trip across harbour from Lyttleton” “Have some involvement in farming operation” “Cheap, accessible horse trekking-perhaps BYO horse for the day. Participate/help in farming operation. Better</p>	<p>“Plant some fruit trees/vege gardens.” “Relaxed music events-i.e.: wine tour style” “Toilet and shower upgrade” “Improve signage en-route to park. Accurate maps of trails and walks” “Residential retreat for song writers” “Small shop in peak camping period for necessities like milk, teabags, insect repellent, ice-creams etc. Combined toilet/shower block close to tent camping are”. “Increased visitor numbers should not come at the cost of peace and quiet” “Manager or staff should be easier to contact for information and bookings-respond to emails etc.” “A memorial garden where we can plant trees in remembrance of loved ones who also loved this place” “Events” “Along the lines of Long Bay Regional Park north of Auckland run by the Council” “Development-less is more. I.e.: cafes, tours, farmyard animal parks,- these activities don’t encourage you to be active, whereas walking and bike tracks do” “Upgrade toilets” “Publicise walks and tramps better. Better access to harbour. Open to camping longer” “Explanatory guide to farming operations” “Keep it as good kiwi camping” “We like the natural environment and feel that adding a café or guided tours would spoil this” “Mt Herbert track could be better managed at park boundary” “Better track signage and upkeep” “Open ropes course to public on user pays basis” “Rubbish bins” “Don’t have entry fee-other means of revenue such as a café” “None” “Café” “Keep it as it is” “More festivals” “2 large water holes. Motocross-good income earner” “Water hole for swimming. Café” “Further development would take away from the peacefulness” “Waterhole and rope/slide” “Consider those with physical disabilities” “Swimming/paddling area” “Shade sail over sandpit. Track markers need to be repainted in some places”</p>
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shower/wash facilities. Better child proof fencing around campground”	“Close toilets to tent camping area. Basins with hot and cold water in the shower blocks, if no toilet block with basins existed.”
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Appendix I

Open-ended questions Potential User Survey:

Verbatim responses to Q7: *In a few words, are you able to recall your impressions of Orton Bradley Park?*

Went to a dance party there

Nice place

Worked on trees there

Picnics. Access to Mt Herbert

Geckos. Ecological areas of bush. Spring fair stall holder.

Rhododendrons. Landscape painting group. Guide camp

Beautiful. Tracks are a bit too steep for young kids

Went for picnic several years ago. Accessed My Herbert. Horse riding

Went to a music festival. Have climbed there.

Playground good for kids. Enjoyed seeing livestock

Not well known. Wind swept and exposed

Am familiar with Bradley family history-deafness. Walks. Rhododendrons. Family picnics

Nice area. Private.

Seeing livestock on track

Lovely spot. Camping

Nice for camping