

Waimakariri District 2010 Business Survey

Rangiora / Southbrook

ANALYSIS REPORT

Prepared by Policy & Strategy Team

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EXECUTIVE SUMMARY

Introduction

The Rangiora / Southbrook 2010 Business Survey is the third of a series of surveys that see questionnaires directed to all businesses that have a physical address in the Waimakariri District. Questionnaires were distributed to businesses within the Business Zone 2 in Southbrook, Rangiora, as well as to immediately adjacent streets where businesses in this area have developed. The surveys were distributed and collected in person. 72 surveys were completed, representing a response rate of 68%.

Rangiora / Southbrook Businesses

44% of respondents represent the retail sector; 14% the manufacturing sector, 11% the construction sector and 6% the agriculture, forestry and fishing sector. This largely correlates to Statistics New Zealand Census of Population and Dwellings 2006 data, which shows that the highest proportion of people working in Rangiora are working for the wholesale and retail sector.

Forty percent of businesses have been based in Rangiora / Southbrook for 5 years or less and more than half for 10 years or less, representing a 'fresh' business environment. Other statistical sources show an increase in employees and business units in Rangiora in recent years which goes some way to explaining the high proportion of 'young' businesses in Rangiora / Southbrook.

Almost all businesses are small employers, employing only 5 or fewer full-time and/or 5 or fewer part-time staff. Based on respondents, there are no large employers, employing more than 50 full-time and/or more than 50 part-time staff in Rangiora / Southbrook. Longitudinal Statistics New Zealand data also confirms Rangiora's large and growing number of businesses with no employees.

Three in four businesses have head offices in the district. The majority of businesses' staff live in Rangiora or elsewhere within the district.

Rangiora / Southbrook as a Place to do Business

Key reasons for locating their business in Rangiora / Southbrook given by businesses mainly include (with responses being coded for more than one category):

- 38% Business premises, including availability, suitability, quality and cost
- 22% Busyness of the area, high profile location, high traffic flow
- 17% Historical as business was already established when purchased
- 17% Convenience for owner, lives or has other work locally
- 8% Gap in market for goods and services and perception area is growing

Key aspects businesses like about Rangiora / Southbrook include (with responses being coded for more than one category):

- 47% Easily accessible from other centres and motorway, easily found, close to amenities
- 39% Good traffic flow, high profile position, high visibility
- 24% Business / premises, appropriately zoned land, good site, well serviced
- 8% Growing area / gap in market

Key aspects businesses dislike about Rangiora / Southbrook are largely sporadic, with the revelation of only one key issue consistent among the business community (with responses being coded for more than one category):

- 25% High volume of traffic, congestion and associated noise
- 8% Poor access, obstructions to access streets / premises, problematic roading layout
- 8% Poor presentation, industrial look and feel, rubbish, uninviting area

Changes that business would like to see made to Rangiora / Southbrook are again largely sporadic and many did not respond to this question. Suggestions include (with responses being coded for more than one category):

- 32% Traffic control, reduce speed and ease congestion
- 15% Better business environment including more and a better range of (larger) businesses, make it more upmarket and plan for business park / more industrial land
- 14% Improve presentation / environment including better footpaths, pedestrian provision, lighting, streetscape, greenspace etc.
- 13% Better access and signage

Respondents were asked to rate their level of satisfaction with aspects of the Rangiora Town Centre. Viewed as largely satisfactory are:

- The Town Centre's overall look and feel – as reaffirmed by other recent Council surveys
- Pedestrian access between off-street car parks
- Pedestrian safety
- Access to town centre for business activity

Viewed as largely unsatisfactory are:

- High Street parking
- Off-street car parks north and south of High Street – as also confirmed by a recent Council survey
- Traffic flow system in the central business area
- Traffic flow system overall in Rangiora – as confirmed by the triennial Council surveys.

Just over half of all businesses view the general existing environment of the Rangiora town centre for shoppers and visitors as 'fair', but indicating that there is however, room for improvement. Another one third view it as high quality.

Outlook for Business or Business Branch

The majority of Rangiora / Southbrook businesses experienced a slight increase in business activity in recent times; however at the same time 1 in 4 saw a decrease in business activity. Nonetheless, the majority are expecting to see an increase in business activity in both the short term as well as the medium to long term.

The majority of businesses' customers are thought to come from Rangiora or the immediate surrounding area firstly, and the wider area within the district secondarily. Within the next five years, businesses are expecting to see more customers from elsewhere in the South Island and New Zealand wide. Rangiora being a key shopping and services destination for many district residents is backed up by other Council survey sources.

Most businesses receive their supplies from outside the district, particularly from Christchurch (51%).

The majority of Rangiora / Southbrook businesses are likely to remain in their current location for the next 5 years and those who might relocate would largely choose another site in Rangiora / Southbrook and a few in Rangiora town centre.

Businesses in Rangiora / Southbrook and the District Generally

There is a high level of support for more businesses and a better range of businesses in Rangiora / Southbrook, Rangiora town centre and the District in general, including more food and hospitality outlets, manufacturing and other factories, clothing and shoe retailing and other retailing. In some contrast, the Council's 2007 Community Survey found that the majority of respondents are satisfied with the range of shops in Rangiora town centre and other urban centres in the District.

Enterprise North Canterbury Services

The majority of businesses did not respond to questions relating to services provided by Enterprise North Canterbury, or indicated an opinion, many of whom are not aware of or do not use services offered. However, the majority of those who did respond are fairly satisfied with services across the board, particularly with the newsletter and business training courses.

Similarly, many do not use the Enterprise North Canterbury website or find the information relevant for their business needs. Those who did respond however are largely satisfied with it. The majority of those who did answer are satisfied also with the Council's and Visit Waimakariri's websites.

Waimakariri District Council's Services

Respondents were asked to rate their level of satisfaction with the Council's services in their business location. Viewed as largely satisfactory are:

- Refuse collection
- Recyclables collection
- Southbrook Transfer Station
- Drainage

Viewed as less satisfactory (with less than half satisfied) are:

- Location, number and policing of time-restricted car park spaces
- Traffic management

Many respondents are not aware of the Council's long-term planning or promotion activities in relation to district development activities, implying the need for better communication. Of those who offered an opinion, roughly equal proportion of respondents are satisfied and dissatisfied with Council's activities relating to long term planning. Those who are aware of the Council's efforts in promoting the district as a place to visit think it does this relatively well, which is supported by findings from other surveys. Council's efforts in increasing business activity are thought to be done satisfactorily; a moderate level of satisfaction was also identified through a recent Council survey.

The vast majority think it is important that the Council is involved in attracting businesses to the district, promoting the creation of new jobs, promoting the district as a visitor destination and providing incentives for new businesses to locate to the district.

Heike Lulay
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1 INTRODUCTION

The Rangiora / Southbrook 2010 Business Survey is the third of a series of surveys that see questionnaires directed to all businesses that have a physical address in the Waimakariri District. Questionnaires were distributed to each businesses within Business Zone 2 in Southbrook, Rangiora, as well as to immediately adjacent streets where businesses in this area have developed.

To add value and depth, commentary from other relevant sources is intertwined throughout the document to provide points of comparison and thus the opportunity for a more thorough and informed analysis.

1.1 Background

The Rangiora / Southbrook 2010 Business Survey was conducted after the Rangiora Town Centre Businesses Survey and the Kaiapoi Business Survey. The Rangiora Town Centre Business Survey enabled key findings to be available for the Rangiora Town Centre Strategy workshop held in March 2010, and the Kaiapoi Business Survey results helped to re-start the Kaiapoi town centre development process in April 2010.

The Rangiora / Southbrook Business Survey is slightly different to the one used for the Rangiora town centre and Kaiapoi because it does not address the town centre/main street in the same level of detail.

Other businesses in Oxford, Woodend and elsewhere in the District that are either in Business Zones or are operating under RMA S 10, or have been granted resource consents to operate in a Rural or Residential Zone are included in the last stage of the business surveys.

Farming enterprises are not included in this survey. However, the owners of these businesses and managers who live on the farm properties are eligible for inclusion in the sample for the Council Survey (replacing the 3 yearly Customer Satisfaction Survey). Hence they have an opportunity to answer questions relating to the Council's performance in areas such as District business and visitor promotion, and District development through this surveys and contribute to Council's understanding of residents' satisfaction through these means rather than through the Business Survey.

1.2 The Survey

The Rangiora / Southbrook questionnaire covered the following topics¹:

- Rangiora / Southbrook as a place to do business
- Current and future outlook for respondent's business
- Business in Rangiora / Southbrook and the District generally
- Enterprise North Canterbury
- Waimakariri District Council's Rangiora Town Centre services

¹ See Appendix 3 for a copy of the Rangiora / Southbrook 2010 Business Survey

Questionnaires were hand delivered to businesses located within Business Zone 2 in Southbrook, Rangiora, as well as to immediately adjacent streets where businesses have developed. Questionnaires were directed to the local manager or owner/manager of each business, as opposed to head office managers who might be located outside the District. The questionnaire pack also included a cover letter written by Jim Palmer, Chief Executive of Waimakariri District Council².

Respondents were then given one to two weeks to complete the questionnaires, which were then picked up in person, with the possibility to post them in case they had not completed them upon pick-up. The majority of recipients were forthcoming and enthusiastic.

A total of 106 surveys were distributed, of which a total of 72 were completed, representing a response rate of 68%, which is well above the average of 47% traditionally achieved by mail surveys³. The majority of businesses who completed the surveys represent the Retail sector (44%).

Also see Appendix 1 for a discussion of issues and limitations as relate to the Rangiora / Southbrook 2010 Business Survey.

2 RANGIORA / SOUTHBOOK BUSINESSES

The businesses located in Southbrook, Rangiora influence the future character and economy of the area and business environment. It is therefore important to obtain an indication of the characteristics that form the current Southbrook, Rangiora business make-up in order to plan for and further develop the economic environment of this area.

Section 2 analyses businesses located in Southbrook, Rangiora as they are today, looking at the sectors and sub-sectors represented, the length of time they have been based in Southbrook, Rangiora so far, whether their head offices are in fact located within the Waimakariri District, how many full-time and part-time staff they employ, as well as where employees reside.

2.1 Rangiora / Southbrook Business Snapshot

Examining the type of businesses currently operating within Rangiora / Southbrook allows the Council to have a general understanding of the current business make-up in Rangiora / Southbrook.

Industry Sectors

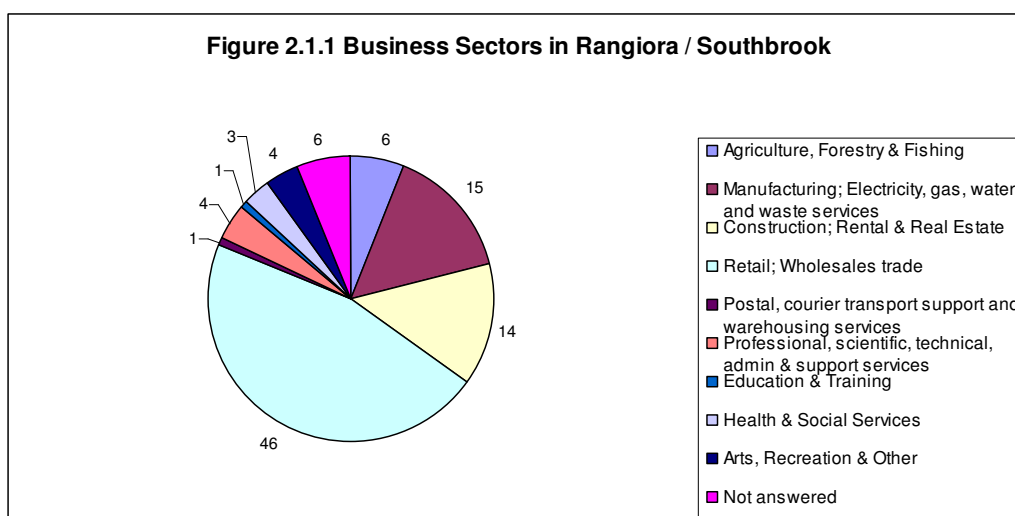
Respondents were asked what type of business they are. The following table shows the broad business sectors currently represented in Rangiora / Southbrook, based on those who completed the survey⁴.

² see Appendix 2 for copy of cover letter

³ Department of Marketing, Massey University, Marketing Bulletin, 1990, 1, 13-18, Article 3, (<http://marketing-bulletinmassey.ac.nz>)

⁴ See Appendix 4 for a detailed table of business sectors represented in Rangiora / Southbrook (based on those who completed the survey), including sub-sectors.

Industry Sector	Businesses in Rangiora / Southbrook	
	Number	Percent
Agriculture, Forestry & Fishing	4	6
Manufacturing; Electricity, gas, water and waste services	11	15
Construction; Rental & Real Estate	10	14
Retail; Wholesales trade	33	46
Postal, courier transport support and warehousing services	1	1
Professional, scientific, technical, admin & support services	3	4
Education & Training	1	1
Health & Social Services	2	3
Arts, Recreation & Other	3	4
Not answered	4	6
TOTAL	72	100%



The above table and graph show that the majority of businesses who completed the survey represent the Retail and Wholesale sector (46%), followed by the Manufacturing, Electricity, gas water and waste services sector (15%) and the Construction, Rental and Real Estate sector (14%).

Business Demographic Series 2009

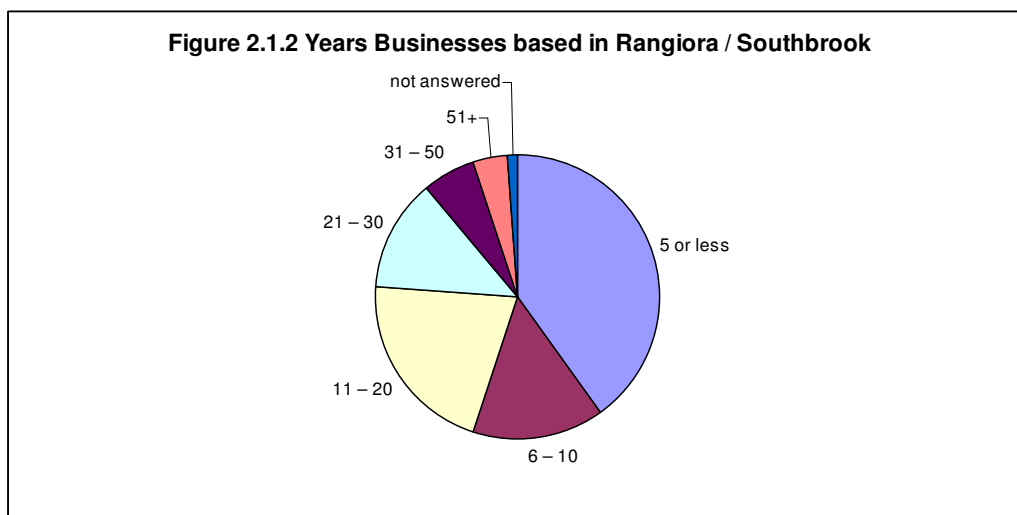
Findings above largely correlate to Statistics New Zealand's Business Demographic Series 2009 data, which shows that the highest number of people working in Rangiora work for the wholesale or retail sector.

Length of Time Businesses Based in Rangiora / Southbrook

Respondents were asked how long their business has been based in Rangiora / Southbrook. The following table and graph provide a summary of answers given.

Year Range	Businesses	
	Number	Percent
5 years or less	29	40
6 – 10 years	11	15
11 – 20 years	15	21
21 – 30 years	9	13

31 – 50 years	4	6
51+ years	3	4
Not answered	1	1
Total	72	100%



Both the table and graph above show that the Rangiora / Southbrook Business scene is fairly young, with 40% of businesses having been located in the area for 5 years or less. In fact, more than half of all businesses located in Rangiora / Southbrook (55%) have been there 10 years or less. Rangiora / Southbrook has few very old businesses that have been based there more than 50 years (4%). Some older businesses here include accommodation and hospitality, as well as one representing the agriculture, forestry and fishing support services sector.

Business Demographic Series 2000 to 2009 and New Zealand Census of Population and Dwellings 1996 to 2006

In hand, Statistics New Zealand's Business Demographic Series data from 2000 to 2009 proves that overall, Rangiora has seen a steady increase in the number of employees, in line with an increase in the number of business units in the town, which goes some way to explaining the high proportion of 'young' businesses as noted above, as new businesses have moved into Rangiora.

Industry Sector by Length of Time

Examining the industry sectors by the length of time businesses have been based in Rangiora / Southbrook reveals that generally 'young' sectors include retail, construction and arts, recreation and other sectors. The retail sector in Rangiora / Southbrook has increased by around 40% in the past 5 years; businesses representing the construction sector have doubled in the area in the last 5 years.

Business Demographic Series 2000 to 2009

Corresponding with findings above, Statistics New Zealand's Business Demographic Series data from 2000 and 2009 show a significant growth in all sectors in Rangiora. The wholesale and retail sector experienced a steep increase in the number of people working in Rangiora employed in these sectors. A significant employee increase was also found in the education / health / community sector, as well as business / property / finance sector, however these businesses may be most likely based in the town centre.

Head Offices

Three in four (75%) of businesses located in Rangiora / Southbrook confirm that the businesses' head offices are in fact based in the Waimakariri District.

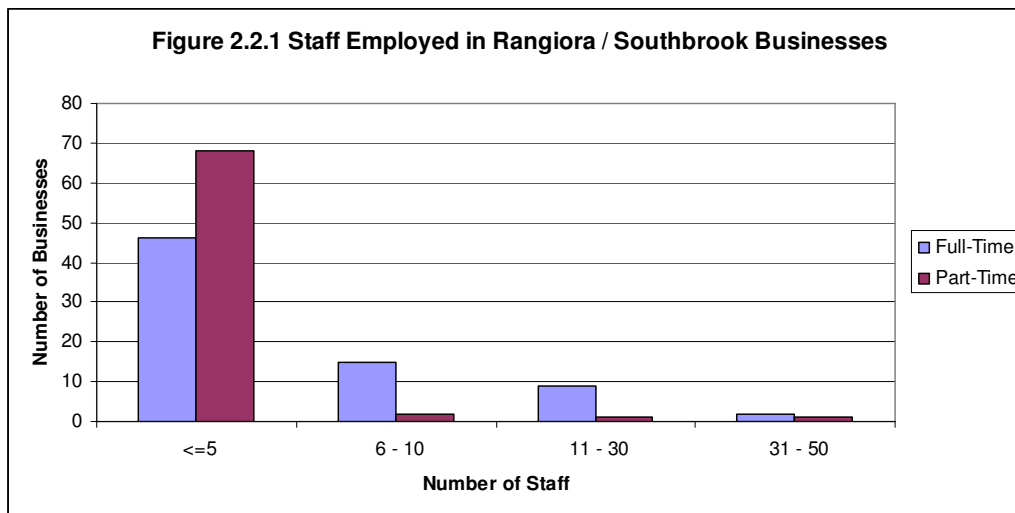
2.2 Staff of Rangiora / Southbrook Businesses

The Council sought to understand the staff make-up of Rangiora / Southbrook businesses.

Number of Full-Time and Part-Time Staff

Respondents were asked how many people currently work full-time and part-time in their business, including the owner/manager(s). The following table and graph depicts a summary of answers.

Number of Staff	Full-Time		Part-Time	
	Number of Businesses	Percent	Number of Businesses	Percent
5 or less	46	64	68	94
6 – 10	15	21	2	3
11 – 30	9	13	1	1
31 – 50	2	3	1	1
Total Respondents	72	100%	72	100%



Both, the table and graph above show that the vast majority of businesses currently located in Rangiora / Southbrook are fairly small, with 85% of all surveyed businesses employing only ten or fewer full-time staff and almost all (94%) employing five or fewer part-time staff. There are no relatively large employers (based on respondents) in Rangiora / Southbrook, employing more than 50 full- or part-time staff.

Business Demographic Series 2000 to 2009

Statistics New Zealand's Business Demographic Series data from 2000 to 2009 similarly shows that the vast proportion of businesses in Rangiora either have no employees or only 1 to 5 employees. There has been a steep increase in the number of businesses with no employees between 2000 (511) and 2009 (732).

Industry Sector by Number of Full-Time Staff

Examining the size of businesses in Rangiora / Southbrook based on the number of full-time staff employed by the industry sector they represent reveals that the only relatively large businesses employing more than 30 full-time staff represent the construction sector. Otherwise, employing more than 10 full-time staff are businesses representing the Agriculture, Forestry & Fishing sector, the manufacturing sector, as well as the transport and education and training sectors.

Residence of Staff

Respondents were asked where the majority of their staff reside. The following table depicts their answers.

Residency Location	Businesses' Staff	
	Number	Percent
Rangiora	31	43
Waimakariri District generally	31	43
Waimakariri District and Christchurch	12	17
Christchurch	1	1
Other	0	0

The above table shows that the majority of employees working for businesses located within Rangiora / Southbrook reside either in Rangiora (31%) or within the Waimakariri District generally (31%). Just over one in ten (12%) live either in Waimakariri District or Christchurch and almost none (1%) definitely live outside the District (Christchurch).

Statistics New Zealand Census of population and dwellings 1996 – 2006

The general historic trend shows that the proportion of those working and living in Rangiora is declining as the percentage of those commuting into the town from elsewhere in the District increases. Statistics New Zealand's Census of population and dwellings 1996 to 2006 found that of those working in Rangiora, the proportion of those living in the town declined from 61% in 1996 to 52% in 2006, while those who live elsewhere in the District increased from 26% of Rangiora's workforce to 31% during the decade 1996 to 2006. The latter figure correlates to findings above.

3 RANGIORA / SOUTHBROOK AS A PLACE TO DO BUSINESS

Finding out how businesses which are currently located in Rangiora / Southbrook perceive the area as a place to do business is highly relevant and important in ensuring the Council can appropriately plan for and encourage a thriving business environment and ultimately, economic growth.

Considering why Rangiora / Southbrook was chosen as the location for businesses, what businesses like and dislike about it, what changes they would like to see made

to it, how satisfied they are with various aspects that contribute towards the business environment in Rangiora / Southbrook, as well as how they feel about the area's existing general environment for shoppers and visitors will help ensure the Council is well-informed about what it is doing well and where it could make efficient and effective changes to further enhance the business environment and contribute towards a thriving economy. Section 3 provides an analysis of these aspects.

3.1 Reasons for Rangiora / Southbrook as Business Location

Respondents were asked why Rangiora / Southbrook was selected as the location for their business or business branch. The table below provides a summary of their reasons.

Reasons	Businesses	
	Number	*Percent
Business Premises – including availability, suitable location, suitable type / size of building / land, quality of premises, cost of lease, appropriate zoning for activity (e.g. industrial), availability of car parking.	27	38
Busyness of the Area / Location – high profile location, e.g. at entrance to Rangiora, 'buzz', business hub, high flow of through traffic.	16	22
Historical – the business was already established and located in this area when current owners took it over.	12	17
Convenience for Owner – including owner lives or has other work locally or close by, making it easily accessible.	12	17
Gap in Market – the perception that there was a gap in the market for the goods or services offered; that it is an area experiencing growth.	6	8
Strategic Location in Wider Area – including close proximity of important surrounding centres, including Christchurch, central for surrounding rural communities, close to airport, central in South Island, central for Arthurs Path / Hanmer Springs.	2	3

* Note: Percentages do not add to 100% as some businesses provided more than one answer.

The above table shows that more than one in three respondents (38%) have chosen to base their business in Rangiora / Southbrook because of the suitability of the business premises in the area. Around one in five (22%) are based in Rangiora / Southbrook because it is a high profile, busy area; 17% have taken over an existing business and another 17% find it convenient largely because they live locally. Some (8%) perceived there to be a gap in the market for their goods or services in the area when they chose Rangiora / Southbrook as the location for their business or saw the potential in a growing economic area. A few felt Rangiora / Southbrook provides an important strategic location in the wider geographic area.

3.2 Aspects liked about Rangiora / Southbrook

Respondents were asked what they like about Rangiora / Southbrook today as a place for their business. The following table provides a summary of their responses.

Aspects most liked	Businesses	
	Number	*Percent
Accessibility – the area is well positioned and accessible from various centres, such as Christchurch and Rangiora Town Centre; businesses able to be on main street, easily found by customers,	34	47

handy to business area, close to amenities, just off the motorway into Rangiora, provides good vehicle access, close to good public transport links etc.		
Good traffic flow / high profile & visibility – business able to be central, good street frontage making it highly visible for customers, good traffic thoroughfare making it high profile.	28	39
Business / premises environment – appropriately zoned land for required activities (e.g. industrial), good site for business, local businesses support each other, area/premises provide good car parking, well serviced area (e.g. good freight / courier services).	17	24
Growing area / gap in market – including good labour pool.	6	8
Presentation – of the environment, attractiveness.	5	7
Small Town Atmosphere – including support from locals, word of mouth advertising, knowing local customers.	3	4

* Note: Percentages do not add to 100% as some businesses provided more than one answer.

The above table shows that almost half of all businesses surveyed (47%) like the accessibility of the Rangiora / Southbrook area as a business location. Closely linked to this, more than one in three respondents (39%) comment that the good traffic flow and therefore high visibility and high profile of the location is what they like most about the area as a place to do business. Around one in four (24%) most enjoy the business environment, including the nature of the premises or site most in Rangiora / Southbrook.

3.3 Aspects disliked about Rangiora / Southbrook

Respondents were asked what they dislike about Rangiora / Southbrook today as a place for their business. The following table provides a summary of their responses.

Aspects most disliked	Businesses	
	Number	*Percent
High volume of traffic – particularly after school hours, causing congestion and noise. 'Boy racer' behaviour.	18	25
Poor access – including gardens obstructing accessibility to streets / premises, poor access for trucks / heavy vehicles due to roading layout / problems.	6	8
Poor presentation – of environment, including the area looking too industrial, rubbish on the roads, not inviting or appealing, especially for visitors.	6	8
Lack of exposure – e.g. not enough foot traffic, not high visibility making some businesses difficult to find.	5	7
Business environment – e.g. lack of commercial development, not enough shops / retail / eateries, competition, not central for Christchurch.	5	7
Lack of car parking – at / around premises or in the area.	2	3

* Note: Percentages do not add to 100% as some businesses provided more than one answer.

The above table shows that only one common theme stood out in what businesses dislike about Rangiora / Southbrook as a place for their business, which is the high volume of traffic causing noise and congestion (25%). It is also important to note that almost half of all respondents did not answer this question, implying that apart from perhaps high volumes of traffic, there is nothing substantial businesses dislike about Rangiora / Southbrook. A few commented on poor access to the area or particular premises, poor presentation, lack of foot traffic and a poor business environment.

Waimakariri District Council Surveys 2001 - 2010

Results from previous Council Surveys further highlight negative opinions about Rangiora town's overall traffic flow system. Figures show a generally low level of satisfaction over time: 37% of respondents were satisfied in 2010, a drop from 48% in 2007 (correlating to changes made in the traffic flow arrangements in 2005 with the construction of a roundabout at the Ashley / Blakett Street corner and the changes to the controls at the Red Lion corner intersection). Less than a quarter of respondents (23%) were satisfied in 2004 and 21% in 2001. While the latest figures prove an overall improvement in satisfaction levels over time, much poor traffic management and congestion still poses as an issue for Rangiora.

3.4 Changes to Rangiora / Southbrook wanted by Businesses

Respondents were asked what changes they would like to see made to Rangiora / Southbrook. Their responses are summarised in the table below.

Changes	Businesses	
	Number	*Percent
Traffic control – reduce speed of cars, reduce congestion, eliminate bottleneck, introduce lights or roundabout, bypass for heavy traffic.	23	32
Better business environment – e.g. more shops / retail, promote area to larger businesses to encourage a better range of businesses, more upmarket area, review zoning, more eateries, develop business park, more industrial land.	11	15
Improve presentation / environment – e.g. better footpaths, better pedestrian crossings, better lighting / surveillance, more greenspace, softening landscape, improve arrival experience.	10	14
Better access & signage – e.g. access from Kaiapoi and better road signage and more sign posting.	9	13
Council regulatory / activity – e.g. grant fewer licences, less 'red tape', more consultation regarding changes, allow bigger signage	6	8
Better / more car parking – in the area for customers, wider road for parking, no parking outside school.	4	6

The above table shows that responses were largely sporadic and mixed. One in three respondents (32%) would like to see traffic controlled better in the Rangiora / Southbrook, by, for instance, reducing the speed of cars and reducing congestion. This would allow for a better traffic flow and increased safety as Rangiora's population continues to grow. A better business environment, including for instance more and a better range of businesses in the area, is suggested by 15% of respondents. This would mean Rangiora / Southbrook would become more of a business hub and businesses would benefit from associated economic development. Having a better variety of businesses, especially retail and eateries in Rangiora / Southbrook is also thought would stop people having to go into Rangiora town centre for lunches and coffees. Improving the presentation of the environment, such as creating a pleasant arrival experience and environment that is not industrial and unattractive, and ensuring better access to the area so that it is easier to find and navigate also peppered some responses.

Rangiora Travel Patterns Study 2010

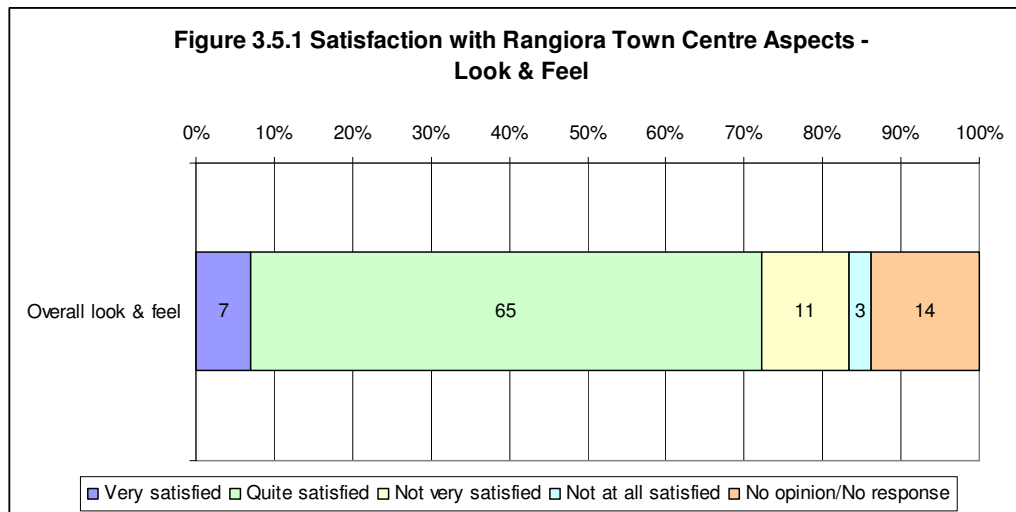
Abley Transport Consultants identify Southbrook Road as a main thoroughfare on the north / south movement corridor. A traffic movement survey undertaken in 2010 identified around 14,000 vehicles travelling on Lineside Road near Southbrook Road every day. However, Abley conclude, given significant both light and heavy vehicle traffic travelling along Lineside / Southbrook Road every day that does not stop in the town, a dedicated North-South bypass could only be expected to accommodate around 1,100 bypass trips per day, which would hence make a dedicated bypass road unviable. However, as part of a wider traffic study for Rangiora as part of implementation of the Council's Rangiora Town Centre Strategy, Abley are currently considering and modelling options for a revised intersection / roundabout at Southbrook Road as well as options for a realigned Red Lion corner intersection.

3.5 Satisfaction with Rangiora Town Centre Aspects

Respondents were asked how satisfied they are with a number of Rangiora town centre aspects, including the look and feel of the town centre, car parking in the town centre, and traffic flow and access in the town centre.

Overall Look & Feel of the Rangiora Town Centre

Level of Satisfaction	Number	Percent
Very satisfied	5	7
Quite satisfied	47	65
Not very satisfied	8	11
Not at all satisfied	2	3
No opinion / no response	10	14
Total	72	100%



The above table and graph show that the almost three in four businesses (72%) are either very satisfied or quite satisfied with Rangiora town centre's look and feel. Fourteen percent are not satisfied.

Waimakariri District Council Community Survey 2007

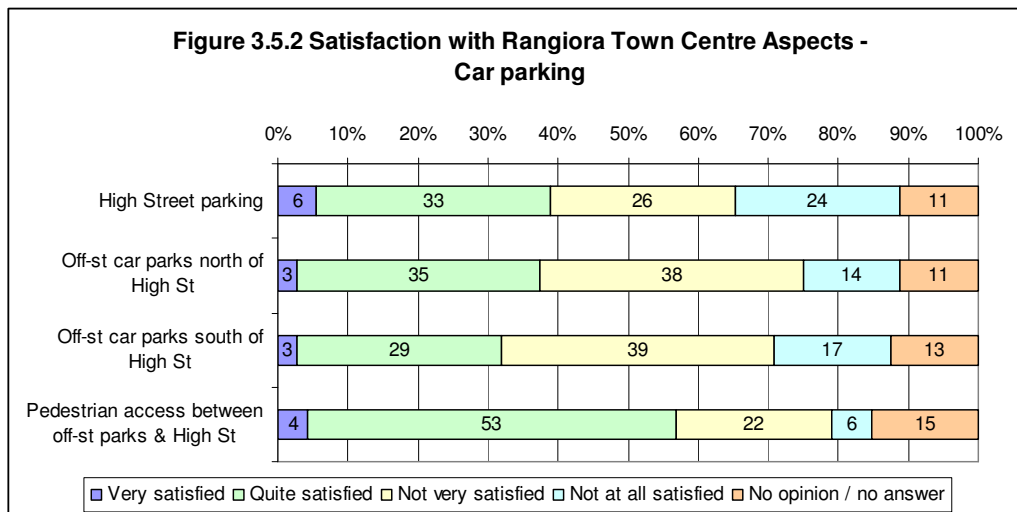
To complement above findings, the 2007 Community Survey also found that around 3 in every 4 (74%) of respondent households that mainly use the Rangiora town centre are either very satisfied or quite satisfied with Rangiora town centre's overall look and feel.

Car Parking in the Rangiora Town Centre

Respondents were asked to rate their level of satisfaction with High Street parking, off-street car parks north of High Street for visitors, off-street car parks south of High Street for visitors, and pedestrian access between off-street car parks and High Street.

Table 3.5.2 Satisfaction with Rangiora Town Centre Aspects – Car Parking

Level of Satisfaction	High Street parking		Off-st car parks north of High St		Off-st car parks south of High St		Pedestrian access between off-st parks & High St	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very satisfied	4	6	2	3	2	3	3	4
Quite satisfied	24	33	25	35	21	29	38	53
Not very satisfied	19	26	27	38	28	39	16	22
Not at all satisfied	17	24	10	14	12	17	4	6
No opinion / no answer	8	11	8	11	9	13	11	15
Total	72	100%	72	100%	72	100%	72	100%



Overall, the table and graph above show there is a large proportion of businesses based in Rangiora / Southbrook that are dissatisfied with car parking in the Rangiora town centre. Pedestrian access between off-street car parking and High Street in Rangiora town centre is seen as most satisfactory, with just over half (57%) of businesses satisfied. However, less than half of all respondents are satisfied with High Street parking (39%), off-street car parks north of High Street (38%), and off-street car parks south of High Street (32%). Comments include unattractive nature of off-street car parking areas, lack of enough car parking spaces in the town centre, dangerous car parking layout along High Street, and needing better signage for car parking.

Waimakariri District Council Survey 2001 - 2010

Further highlighting low levels of satisfaction with Rangiora town centre car parking, Council Surveys from 2001 to 2010 show an overall decline in the percentage of respondents satisfied with off-street parking in Rangiora. While the level of satisfaction rose slightly from 2007 to 42% satisfied in 2010, there is an overall 11% decrease in percentage of those satisfied with off-street parking in Rangiora since 2001.

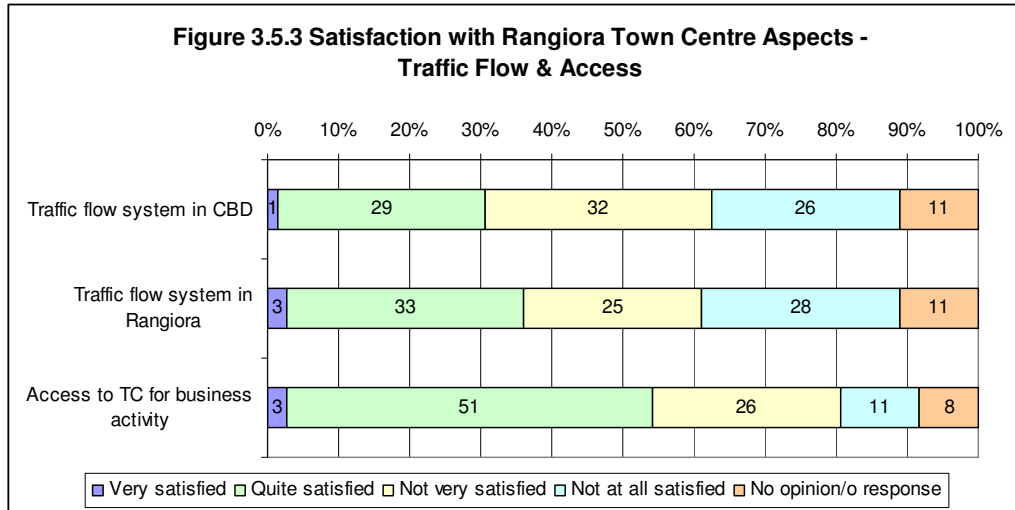
Rangiora Town Centre 2020 Parking Study

The Rangiora Town Centre 2020 Parking Survey Report (Parking Survey), conducted by Abley Transportation Consultants in March 2010, shows that High Street car parking is in highest demand (68% occupancy on average) within the Rangiora town centre, with greater occupancy rates than general on-street car parking (of which High Street is a subset) (63% average), off-street Council- (53% average) and off-street private car parking (40% average). Level of satisfaction is highest for High Street car parking, when compared with off-street car parking north and south of High Street, which perhaps goes some way to explaining high occupancy rates, particularly at peak times (between 11 – 11:30am) when occupancy reaches 84%).

Traffic Flow and Access in the Rangiora Town Centre

Respondents were asked to rate their level of satisfaction of the traffic flow system in the central business area, the traffic flow system overall in Rangiora, and access to the town centre for their business activity.

Level of Activity	Traffic flow system in CBA		Traffic flow system overall in Rangiora		Access to town centre for business activity	
	Number	Percent	Number	Percent	Number	Percent
Very satisfied	1	1	2	3	2	3
Quite satisfied	21	29	24	33	37	51
Not very satisfied	23	32	18	25	19	26
Not at all satisfied	19	26	20	28	8	11
No opinion /no answer	8	11	8	11	6	8
Total	72	100%	72	100%	72	100%



The table and graph above show that in general, the traffic flow system in the central business area and overall in Rangiora is seen as somewhat poor, with more than half of all respondents dissatisfied with both (58% and 53% respectively). Some comment on the frustrating nature of the road layout and traffic congestion, especially when they need to only make a quick trip into the town centre. Some say the road layout is confusing especially for visitors, and criticise the heavy traffic particularly at Red Lion Corner. Access to the town centre for their business activities is seen slightly more favourably by businesses, with more than half (54%) satisfied with this town centre aspect (37% dissatisfied).

Waimakariri District Council Community Survey 2007

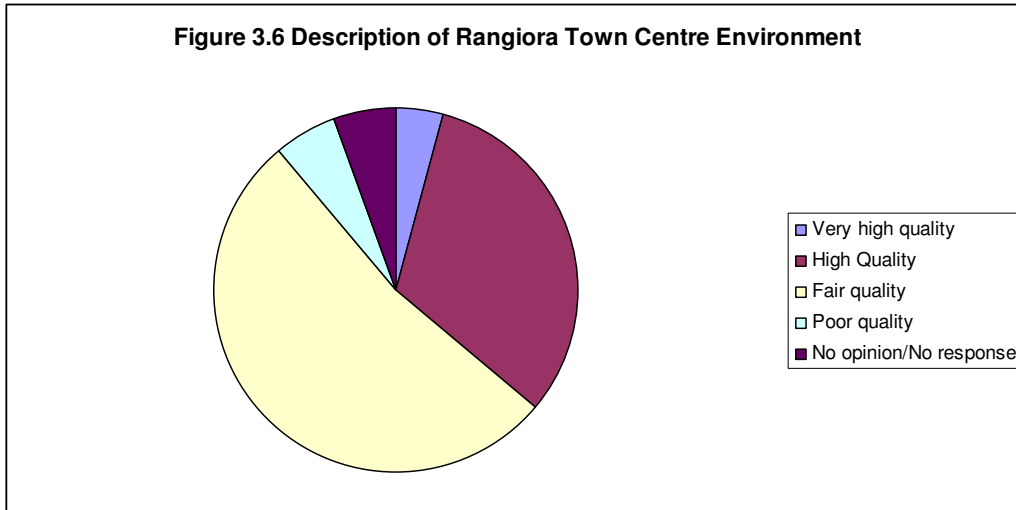
The 2007 Community Survey also highlighted notable dissatisfaction with Rangiora town centre access including parking among households who use Rangiora town centre with Rangiora town centre the most, with just over half (53%) dissatisfied.

3.6 Rangiora Town Centre’s Existing General Environment

Respondents were asked how they would best describe the existing general environment in the Rangiora town centre for shoppers and visitors. The following table and graph set out their answers.

Opinion	Businesses	
	Number	Percent
Very high quality	3	4
High quality	23	32
Fair quality	38	53
Poor quality	4	6
No opinion / no response	4	6
Total	72	100%

Figure 3.6 Description of Rangiora Town Centre Environment



The vast majority of businesses located in Rangiora / Southbrook find the general existing environment of the Town Centre of fair quality (53%) or high quality (32%), commenting that the town centre looks “good” and “nice enough”, and “nice to shop in”.

Only six businesses think the existing town centre environment is poor. Contributing issues include a perceived lack of car parking, some shops looking “a bit tired”, and the town centre looking “messy” with a lack of a long-term vision and instead resources being spent on fixing immediate problems.

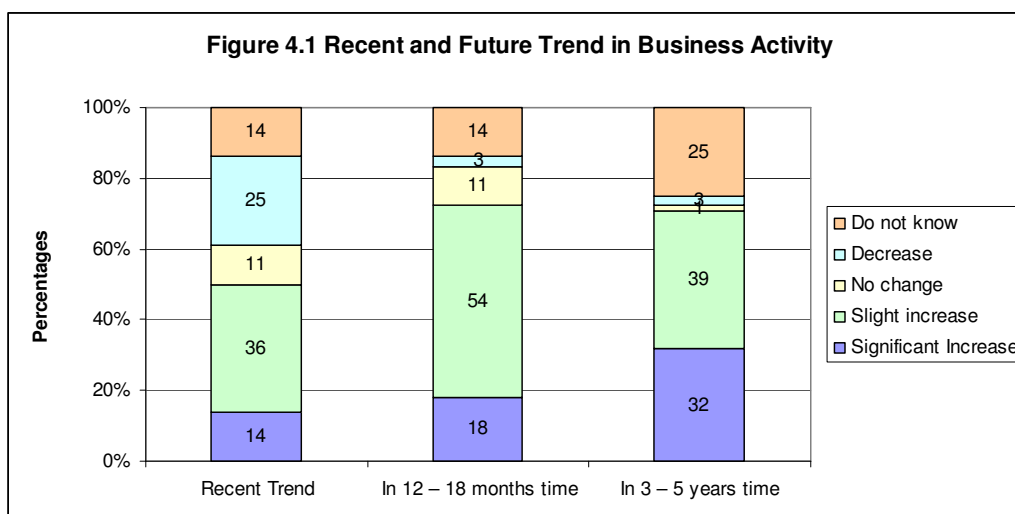
4 OUTLOOK FOR BUSINESS OR BUSINESS BRANCH

Identifying the outlook for businesses or business branches located in Rangiora / Southbrook is important in being able to have a full and comprehensive picture and understanding of the economic make-up of the area and being equipped to meet and respond to future demand. Hence, the Council was interested to find out businesses’ recent and anticipated future trend in business activity, where the majority of their customers and clients reside and are likely to reside in the future, as well as the likelihood of the business location in the near future. Other contributing factors that make up Rangiora / Southbrook’s business environment, such as the business sectors represented, the number of full- and part-time employees and where they live, and the location of businesses’ head office were already discussed in section 2 earlier.

4.1 Recent and Future Trend in Business Activity

Respondents were asked to identify their recent trend in business activity experienced, as well as whether they anticipate an increase, decrease or no change in business activity in the short (in 12-18 months time) and medium term (in 3-5 years time). The following table depicts their answers.

Level of Activity	Recent Trend		In 12 – 18 months time		In 3 – 5 years time	
	Number	Percent	Number	Percent	Number	Percent
Significant Increase	10	14	13	18	23	32
Slight increase	26	36	39	54	28	39
No change	8	11	8	11	1	1
Decrease	18	25	2	3	2	3
Don't know/no response	10	14	10	14	18	25
Total	72	100%	72	100%	72	100%



The table and graph above depict a fairly optimistic picture for expected future business activity in Rangiora / Southbrook.

Business Activity in recent times

The largest proportion of businesses based in Rangiora / Southbrook experienced a slight increase in business activity in recent times (36%), commenting on experiencing a slight upward trend in business activity as we slowly move out of the recent economic recession, as well as a growth in population and customer base in the area, particularly with the development of Pegasus.

However, one in four (25%) actually experienced a decrease; some here comment on locally feeling the effects of the global economic recession and potential customers only spending money on what is absolutely necessary. Around one in ten businesses (11%) saw no change in business activity in recent times.

Business Activity in 12-18 months time

Almost three in four businesses in Rangiora / Southbrook (72%) are expecting to see an increase in business activity within the next 12 to 18 months, whether it is only slight (54%) or significant (18%), as they expect to move out of the economic recession and the effects this had on their business activity. Just as many

businesses that saw no change in recent times are expecting no change in the short term (11%).

The proportion of businesses expecting a decrease in business activity is anticipated to drop dramatically from one in four (25%) in recent times to only 3% in the 12 to 18 months time.

Business Activity in 3-5 years time

One third (32%) of businesses are anticipating a significant increase in 3 to 5 years time and 39% are expecting a slight increase. In addition, the proportion of those experiencing a decrease in business activity is expected to drop significantly from 25% in recent times to 3% in 3 to 5 years time, as businesses are expecting to move out of the recession and due to a perceived increase in demand as the population of Rangiora / Southbrook and the surrounding area increases.

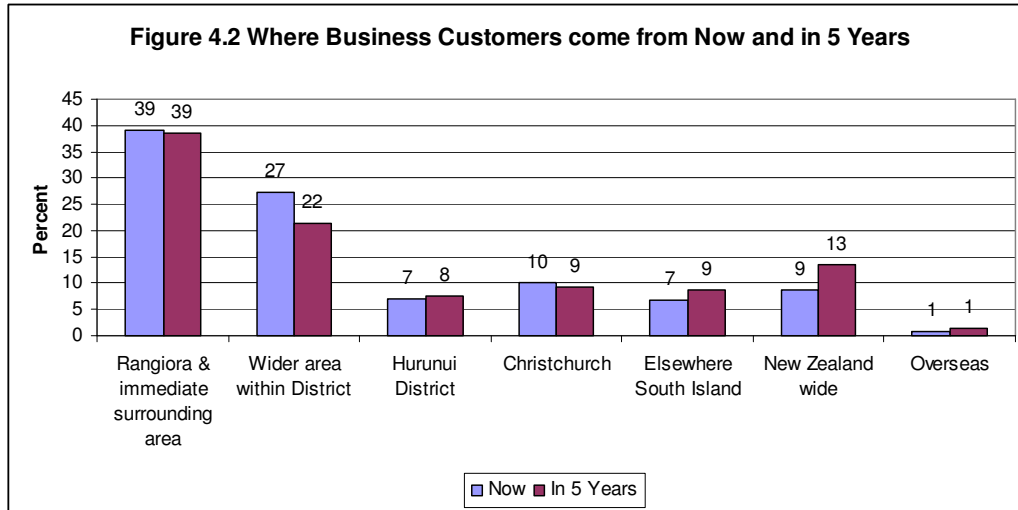
Recent Business Activity by Anticipated Future Trend

When cross-tabulating answers, it can be concluded that those businesses which experienced a decrease in recent times are largely anticipating a slight increase in business activity in the short term (in 12 to 18 months time) and a further slight or significant increase in the medium term (3 to 5 years time). Those who experienced a slight increase in recent times largely expect to also see a slight increase in business activity in the short term and a slight or significant increase in the medium term. Those who experienced a significant increase in business activity in recent times largely expect to continue to experience a slight or significant increase in the short term but more of a significant increase in the medium term.

4.2 Business Customers Now and in the Future

Respondents were asked to estimate the percentage of their customers who currently come from Rangiora and the immediate surrounding area, the wider district, the Hurunui District, Christchurch, elsewhere in the South Island, New Zealand wide, and overseas. Their answers are set out in the following table and graph.

Origin of Business Customers	Mean of Businesses who answered - Percent	
	NOW	IN 5 YEARS TIME
Rangiora & immediate surrounding area	39	39
Wider area within District	27	22
Hurunui District	7	8
Christchurch	10	9
Elsewhere South Island	7	9
New Zealand wide	9	13
Overseas	1	1
Do not know	0	0
Total	100%	100%



The above table and graph show that the majority of Rangiora / Southbrook businesses' customers are thought to come from within Rangiora and the immediate surrounding area, both now and in 5 years time. The second most common area customers of Rangiora / Southbrook businesses tend to come from is the wider area within the Waimakariri District now and in the future. Around 1 in 10 are thought to come from Christchurch, both now and in 5 years time. The least amount of customers are thought to be coming from overseas.

Taking the mean from all responses (those who answered) reveals that businesses foresee some small changes in where their customers will come from in 5 years time compared to now. They expect the same proportion of customers from Rangiora and the immediate surrounding area (39%), and almost the same from the Hurunui District (7% and 8% respectively), the same from overseas (1%). However, generally speaking, businesses based in Rangiora / Southbrook expect to see fewer customers from the wider area within the District in 5 years time (22%) compared to now (27%) and instead more from New Zealand wide (13% in 5 years time compared to 9% now) and elsewhere in the South Island (9% in 5 years time compared to 7% now)⁵.

Overall, currently around one third (34%) of customers are thought to come from outside of the District, and this proportion is expected to increase to 40% within the next 5 years.

⁵ Note, many respondents did not attempt to answer this question, particularly estimating the spread of customers in 5 years time. Some commented that it is too difficult and/or too time-consuming. Therefore, only loose conclusions giving a rough indication can be drawn from these results.

Waimakariri District Council 2006 Small Holding Owners and 2006 Residential 4 Zone Surveys

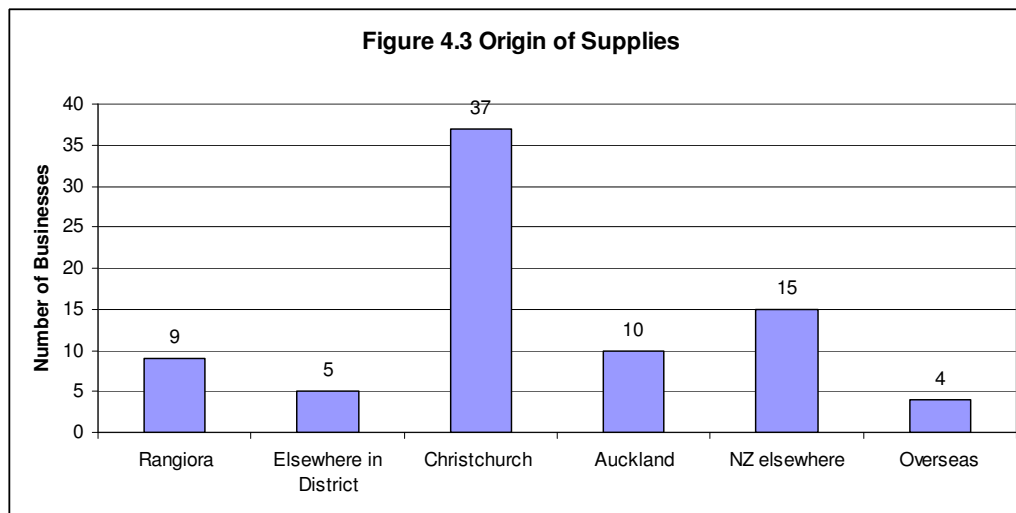
Findings from the 2006 Waimakariri District Council Small Holding Owners and 2006 Residential 4 Zone Surveys, albeit a little out of date, correlate to findings discussed above – that many people living in the wider District area visit Rangiora for shopping and services. These surveys of households living on small rural holdings and households living in the District's Residential 4 (rural residential) zones confirm that roughly between 60% and 70% of households go to Rangiora to purchase their groceries, as well as their magazines, books and other stationery items. Between 48% and 60% purchase their motor fuel and chemist supplies in Rangiora and between 50% and 80% purchase their garden and farm supplies in Rangiora. Similarly, just over half of all respondents go to Rangiora to visit restaurants and cafés, while just under half do their banking and medical services in Rangiora. It is however noted many of the goods and services mentioned here are likely to be acquired from the town centre, rather than from the wider Rangiora area including Southbrook.

4.3 Origin of Supplies

Respondents were asked where they get most of their business supplies delivered from. The following table outlines their answers.

Origin	Businesses	
	Number	*Percent
Rangiora	9	13
Elsewhere in District	5	7
Christchurch	37	51
Auckland	10	14
NZ elsewhere / NZ wide	15	21
Overseas	4	6
No response	1	1

* Note: Percentages do not add to 100% as some businesses provided more than one answer.



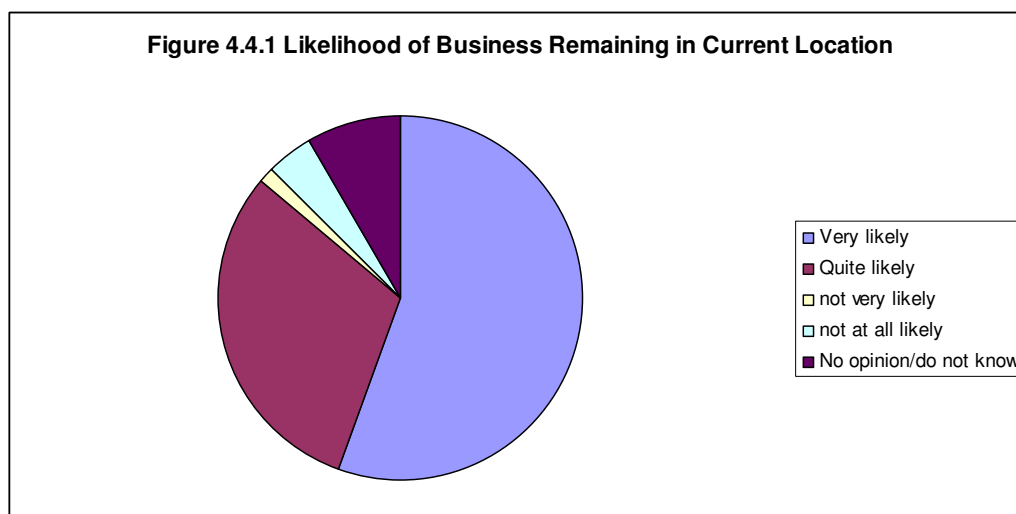
The above table and graph shows that around half the businesses based in Rangiora / Southbrook (51%) receive their supplies from Christchurch. 13% receive their supplies from within Rangiora, 14% from Auckland and 21% from elsewhere around the country or New Zealand wide. Only few (7%) are delivered from within the Waimakariri District, outside of Rangiora.

4.4 Likelihood of Business Location in Near Future

Respondents were asked how likely it is that their business will be operating from its current location in Rangiora / Southbrook in five years time, and if the business was to relocate in the near future, where it would most likely relocate to. The tables below illustrate their answers.

Likelihood of Businesses Remaining in Rangiora / Southbrook

Likelihood	Businesses	
	Number	Percent
Very likely	40	56
Quite likely	22	31
Not very likely	1	1
Not at all likely	3	4
No opinion / no response	6	8
Total	72	100%



The above table and graph clearly show that almost 9 out of 10 businesses currently located in Rangiora / Southbrook are likely to remain operating from their current locations for at least the next five years (87%). Only 5% think it is unlikely they will remain in Rangiora / Southbrook in the near future.

Relocation Destination if Business was to relocate in near Future

Destination	Businesses	
	Number	Percent
Another site in Rangiora / Southbrook (away from town centre)	36	50
A site in Rangiora town centre	6	8
Elsewhere in Waimakariri District	3	4
Christchurch	3	4
Other	4	6
No opinion / no response	20	28
Total	72	100%

The above table shows that even if businesses were to relocate to another site in the near future, the largest proportion would choose another site in Rangiora / Southbrook (50%), thus not really changing or compromising the area's business make-up. Six businesses (8%) would move to a site in the Rangiora town centre and four would move elsewhere in the District (outskirts of Rangiora, e.g. Ashley / Fernside). Only 4% would move to Christchurch. Reasons provided for considering relocation generally revolve around wanting better, newer, bigger or otherwise more suitable premises, a busier, higher profile location, or an area (such as Christchurch or Ashburton) with better infrastructure such as roading or industrial land.

Those suggesting they would relocate to premises outside the district represent a cross section of sectors, including the manufacturing, construction, retail and professional, scientific, technical, administrative and support services sectors.

When looking at just those who stated it is likely they would relocate within the next 5 years, around half would relocate to another site in Rangiora / Southbrook. One would relocate to Rangiora town centre, and another would choose a site elsewhere in the District.

5 BUSINESS IN RANGIORA / SOUTHBROOK AND THE DISTRICT GENERALLY

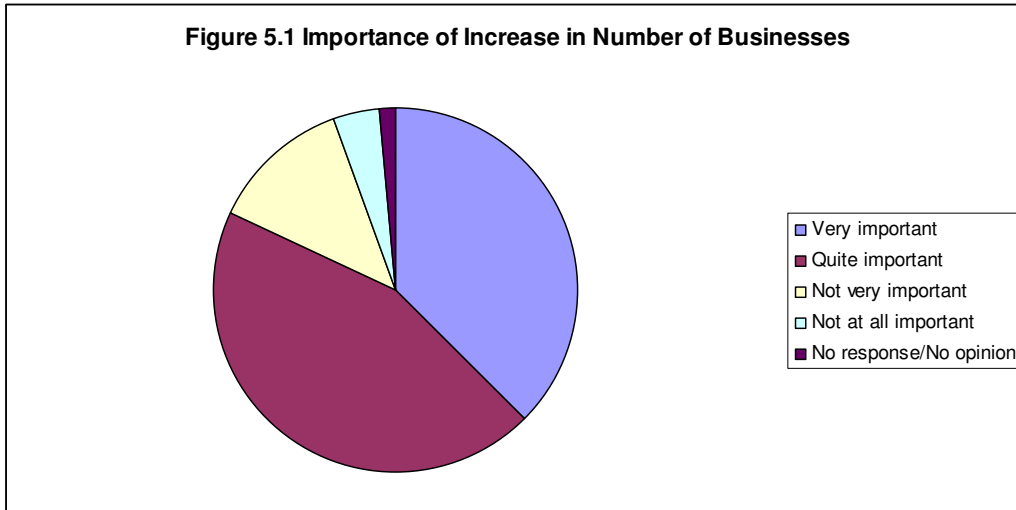
Being informed about what Rangiora / Southbrook businesses think about the general business composition of the area and in the wider District will help the Council better understand what is needed here now and in the future. Hence, the survey included questions about what type of business environment existing businesses would like to see in the future.

5.1 More Businesses in Rangiora / Southbrook

Respondents were asked how important they think it is that the number of businesses based in Rangiora / Southbrook increases. The following table depicts their answers.

Level of Importance	Businesses	
	Number	Percent
Very important	27	38
Quite important	32	44
Not very important	9	13
Not at all important	3	4
No opinion / no response	1	1
Total	72	100%

Figure 5.1 Importance of Increase in Number of Businesses



The above table and graph show that around four in five businesses located in Rangiora / Southbrook (82%) are in support of the number of businesses in the area increasing. Only 12 surveyed businesses do not think it is important that the number of businesses increases.

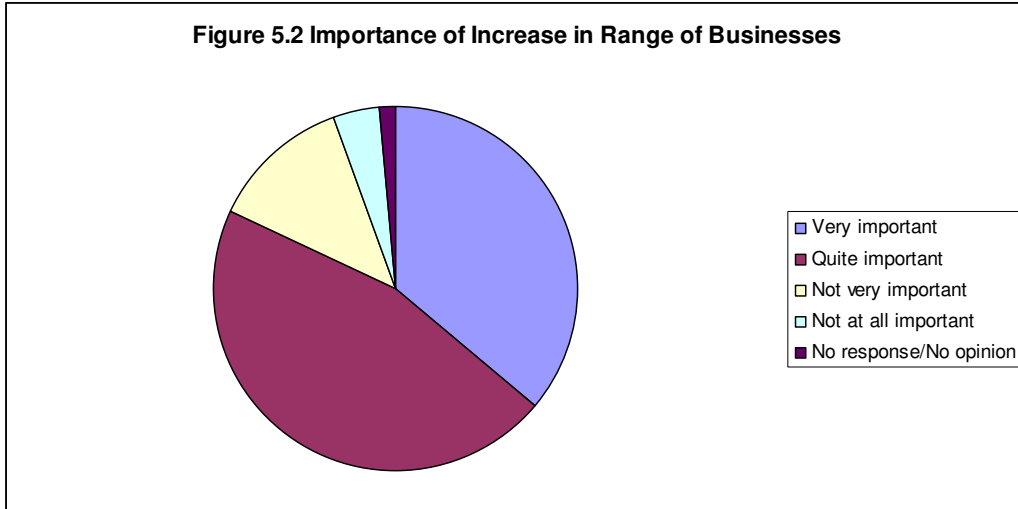
Respondents feel that increasing the number of businesses in Rangiora / Southbrook would mean fewer residents would need to travel to Christchurch for various goods and services, thereby creating a stronger local economy. More businesses would invariably also create more local jobs, which in turn would mean fewer people needing to travel to Christchurch for work, making Rangiora / Southbrook less dependent on the city.

5.2 Better Range of Businesses in Rangiora / Southbrook

To complement feedback about the importance of the number of businesses in Rangiora / Southbrook increasing, respondents were asked how important they think it is that the range of types of businesses based in Rangiora / Southbrook increases. The following table shows their answers.

Level of Importance	Businesses	
	Number	Percent
Very important	26	36
Quite important	33	46
Not very important	9	13
Not at all important	3	4
No opinion / no response	1	1
Total	72	100%

Figure 5.2 Importance of Increase in Range of Businesses



Both the table and graph above clearly show that more than 4 in 5 businesses currently located in Rangiora / Southbrook (82%) find it important that the range of types of businesses in the area increases. Only 12 businesses (17%) think it is not important that the range of businesses increases.

Respondents feel that a better variety of businesses in Rangiora / Southbrook means residents are less dependent on having to travel to Christchurch for various goods and services. This in turn would create a more 'complete' town with a self-contained business infrastructure. A better variety of businesses would also simultaneously create more local jobs. With high daily commuter travel costs to Christchurch, this is thought would improve residents' standard of living. While more variety of businesses is sought, it is also noted by one respondent that a 'local flavour' should be retained, as people are attracted to unique and different businesses, rather than 'chain stores'.

Waimakariri District Council Community Survey 2007

In contrast, the 2007 Community Survey reveals that the vast majority (91%) of those who mainly visit Rangiora town centre are satisfied with the range of shops available. Unfortunately there are no figures for the wider Rangiora area including Southbrook, outside the town centre.

5.3 New Businesses to be established in Waimakariri District

Respondents were asked what businesses or types of businesses they would like to see established and to indicate where these should be located in the Waimakariri District. The following table provides an overview of answers.

Type of Business	Location of Wanted Business			
	Rangiora Town Centre	Elsewhere in Rangiora	Elsewhere in District	District location doesn't matter
Food / Hospitality , incl restaurants, pubs, clubs	2	4	1	1
Manufacturing / Factories	0	7	0	0

Clothing / Shoes Retail	5	1	0	0
Other Retail , incl Malls, BP Connect, FMCGs	3	2	0	0
Supermarkets	1	2	0	0
Tourism / Economic Development , incl tourist information centre, visitor attractions, conference centre, events centre	1	2	1	0
Business / Commercial , incl banking, office, IT, real estate, WDC offices	1	3	0	0
Other , incl contracting, distribution, education, electrical, agriculture & horticulture service, brothel, art gallery	3	5	2	0

Responses from those who answered this question are scattered. Some would like to see more food / hospitality businesses, including restaurants, pubs and clubs in particularly elsewhere in Rangiora, some specifically in the Rangiora town centre. Manufacturing businesses are sought in Rangiora, outside the town centre. More clothing and shoes retailing would be welcomed in the Rangiora town centre, as would other retail in general. Others recognise the importance of developing and encouraging more tourism / economic development businesses in the Rangiora town centre, elsewhere in Rangiora and elsewhere in the District, including a tourist information centre, visitor attractions, conference and events centres.

6 ENTERPRISE NORTH CANTERBURY

The Council works in partnership with Enterprise North Canterbury on economic issues affecting the District. It is therefore important to know how satisfied local businesses are with the services provided by Enterprise North Canterbury.

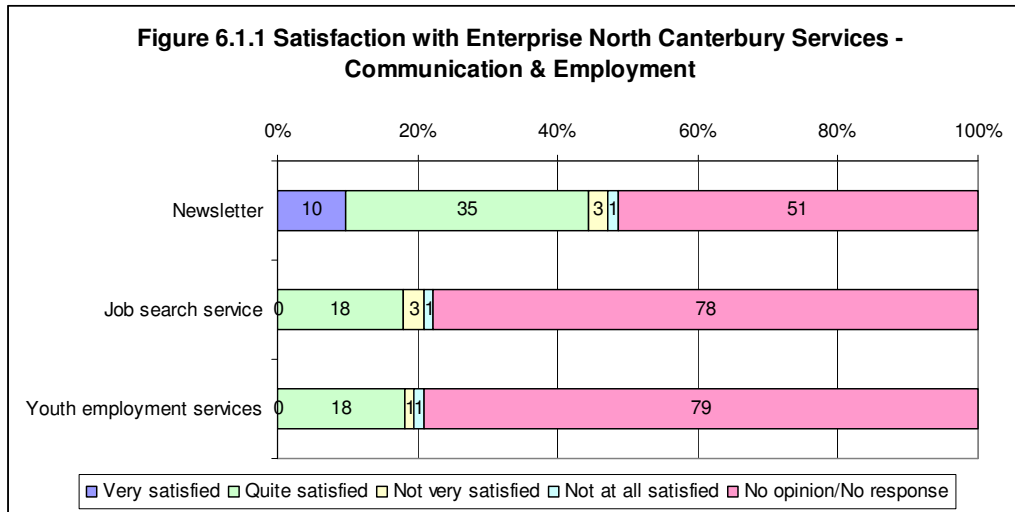
6.1 Satisfaction with Enterprise North Canterbury Services

Respondents were asked how satisfied they are with services currently provided by Enterprise North Canterbury that broadly relate to Communication and Employment, as well as Business and Promotion.

Communication & Employment

Respondents were asked to rate their level of satisfaction relating to Enterprise North Canterbury's newsletters, job search service, and youth employment services.

Level of Satisfaction	Newsletter		Job search service		Youth employment services	
	Number	Percent	Number	Percent	Number	Percent
Very satisfied	7	10	0	0	0	0
Quite satisfied	25	35	13	18	13	18
Not very satisfied	2	3	2	3	1	1
Not at all satisfied	1	1	1	1	1	1
No opinion / no answer	37	51	56	78	57	79
Total	72	100%	72	100%	72	100%



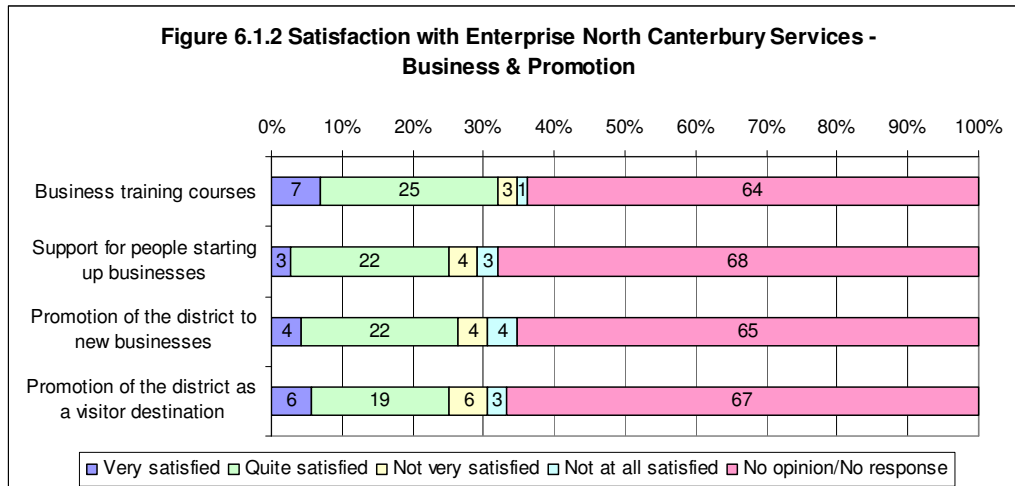
A large proportion of respondents did not attempt to answer these questions or offer an opinion, with only one in two rating their level of satisfaction with the newsletter and only around one in five with Enterprise North Canterbury's job search service and youth employment services. Comments reveal respondents' lack of awareness of services or the fact they do not use them or find do not find them relevant for their needs. 45% of all respondents are satisfied with Enterprise North Canterbury's newsletters. Of just those who answered, this represents 91%. Of those who answered, almost all are quite satisfied with Enterprise North Canterbury's job search service and youth employment services. Two respondents comment that they believe Enterprise North Canterbury provide an excellent service offering a good range of courses and advice.

Business & Promotion

Respondents were asked to rate their level of satisfaction of Enterprise North Canterbury's business and promotion services, including business training courses, support for people starting up businesses, promotion of the district to new businesses, and promotion of the district as a visitor destination.

Table 6.1.2 Satisfaction with Enterprise North Canterbury Services – Business & Promotion

Level of Satisfaction	Business training courses		Support for people starting up businesses		Promotion of the district to new businesses		Promotion of the district as a visitor destination	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very satisfied	5	7	2	3	3	4	4	6
Quite satisfied	18	25	16	22	16	22	14	19
Not very satisfied	2	3	3	4	3	4	4	6
Not at all satisfied	1	1	2	3	3	4	2	3
No opinion / no answer	46	64	49	68	47	65	48	67
Total	72	100%	72	100%	72	100%	72	100%



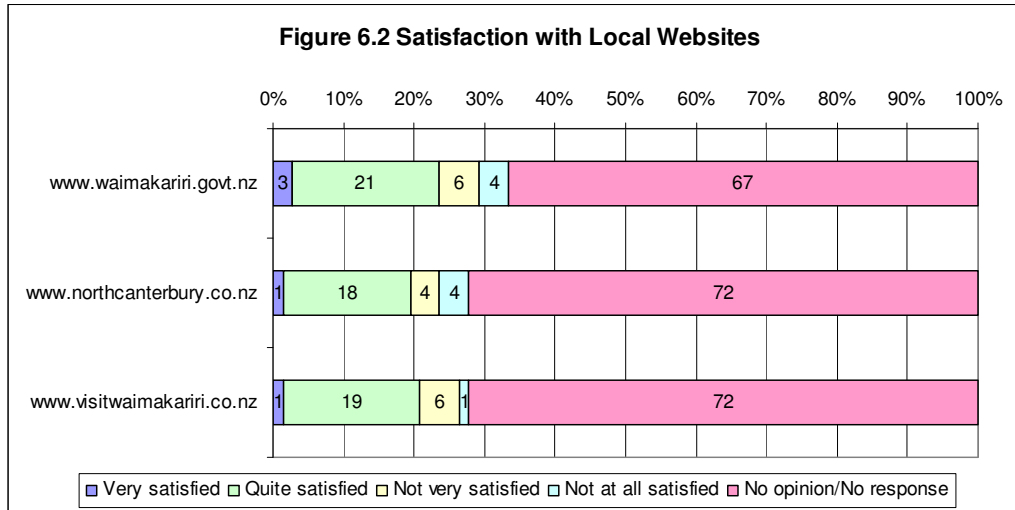
Similarly to above, the vast proportion of respondents have no opinion about the services related to communication and employment provided by Enterprise North Canterbury. Comments reveal that most here are not aware that Enterprise North Canterbury provides these services. Some simply do not use them as they find services irrelevant for their business or disagree with funding this organisation.

However, when looking at just those who did voice a level of satisfaction with Enterprise North Canterbury services related to communication and employment, the majority overall are satisfied with services. Of just those who responded here, 88% and 78% are satisfied with business training courses and support for people starting up businesses respectively, for instance.

6.2 Satisfaction with Local Websites' Business Information

Respondents were asked how satisfied they are with the information relevant to their business available on local websites, including the Waimakariri District Council website, Enterprise North Canterbury's website and the Visit Waimakariri website. The following table shows their answers.

Level of Satisfaction	Waimakariri District Council website (www.waimakariri.govt.nz)		Enterprise North Canterbury website (www.northcanterbury.co.nz)		Visit Waimakariri website (www.visitwaimakariri.co.nz)	
	Number	Percent	Number	Percent	Number	Percent
Very satisfied	2	3	1	1	1	1
Quite satisfied	15	21	13	18	14	19
Not very satisfied	4	6	3	4	4	6
Not at all satisfied	3	4	3	4	1	1
No opinion / no answer	48	67	52	72	52	72
Total	72	100%	72	100%	72	100%



Over two thirds of all respondents have no opinion about local websites, or did not respond. Comments reveal that a lot of businesses do not visit the websites in question as they did not know about them or don't find the information relevant to their business.

However, those who did respond are largely satisfied with all three websites, with around 71%, 70% and 75% of those who provided an opinion regarding the Council's website, Enterprise North Canterbury's website and the Visit Waimakariri website either very or quite satisfied respectively.

7 WAIMAKARIRI DISTRICT COUNCIL'S RANGIORA TOWN CENTRE SERVICES

In order to continually improve its services, activities and performance, the Waimakariri District Council needs to be well informed about how satisfied local businesses are with services currently provided for the Rangiora Town Centre and with the Council's activities relating to district development. It is also highly relevant that the Council knows how important local businesses think it is that the Council is involved with certain promotion and economic development activities, so it can continue to respond to local needs in the future.

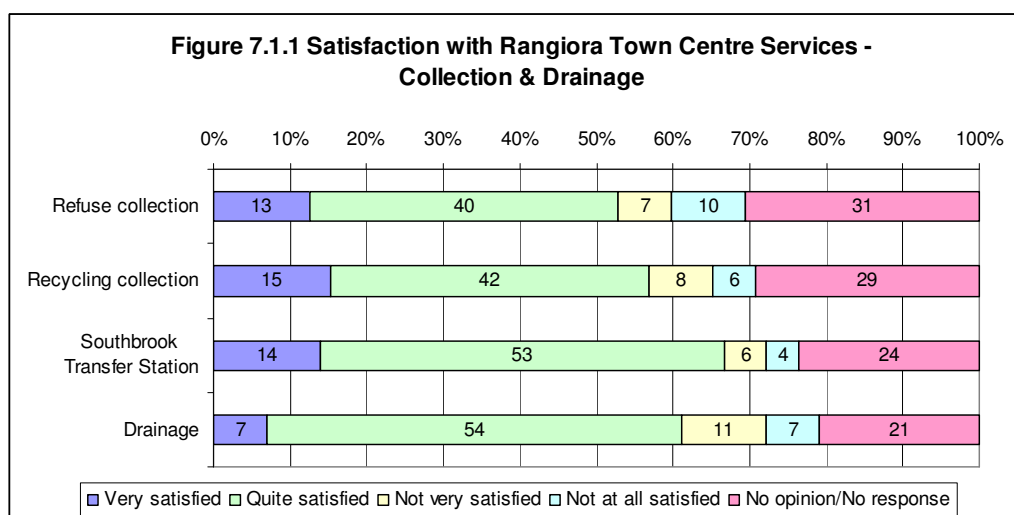
7.1 Satisfaction with Council's Rangiora Town Centre Services

Respondents were asked how satisfied they are with various services the Waimakariri District Council currently provides for the Rangiora Town Centre.

Collection & Drainage

Respondents were asked to rate their level of satisfaction with Rangiora Town Centre refuse and recyclable collection and drainage.

Level of Satisfaction	Refuse collection		Recyclable collection		Southbrook Transfer Station		Drainage	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very satisfied	9	13	11	15	10	14	5	7
Quite satisfied	29	40	30	42	38	53	39	54
Not very satisfied	5	7	6	8	4	6	8	11
Not at all satisfied	7	10	4	6	3	4	5	7
No opinion / no answer	22	31	21	29	17	24	15	21
Total	72	100%	72	100%	72	100%	72	100%



On the whole, respondents are largely satisfied with the refuse and recyclables collection, Southbrook Transfer Station, and drainage in their business zone, with well over half of all respondents either very or quite satisfied. A couple of respondents here would like to see wheelie bins introduced for rubbish and recyclables. Another commented about poor storm water drainage. Rangiora needing a 'make-over' to bring it in line with the town centre was also mentioned, as was the suggestion that Southbrook Transfer Station should be free of charge to use in order to discourage illegal dumping of waste.

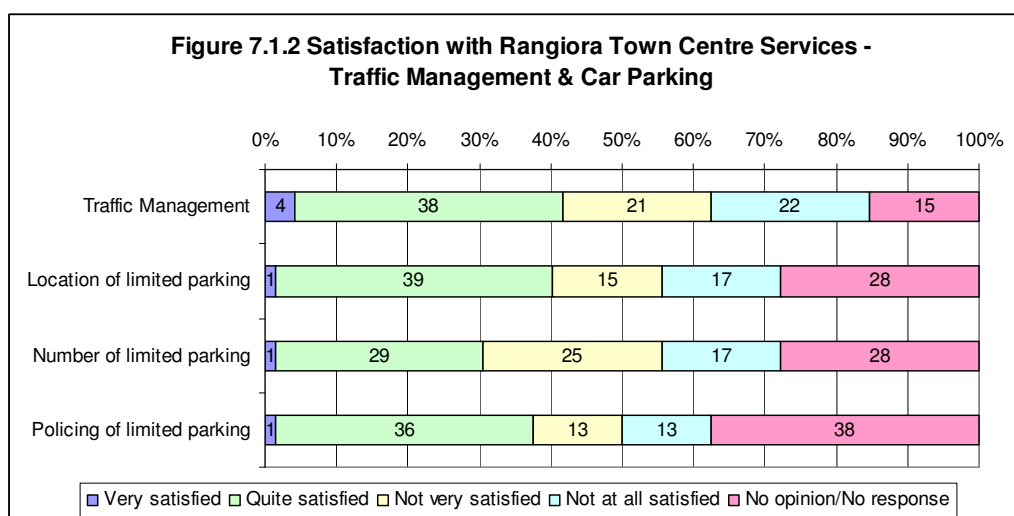
Waimakariri District Council Survey 2010

The 2010 Council Survey found a relatively high proportion of respondents satisfied with the Rangiora drainage system (albeit not just the town centre drainage as above), with 72.2% satisfied. It is also worth noting that the Council Survey found Rangiora as the ward with the highest levels of satisfaction with the drainage system when compared to other wards and with the overall average across the whole District at 56.2%.

Traffic Management & Car Parking

Respondents were asked to rate their level of satisfaction with traffic management in their business zone, as well as Rangiora Town Centre car parking, particularly the location-, number-, and policing of time restricted parking spaces.

Level of Satisfaction	Traffic Management		Location of limited parking		Number of limited parking		Policing of limited parking	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very satisfied	3	4	1	1	1	1	1	1
Quite satisfied	27	38	28	39	21	29	26	36
Not very satisfied	15	21	11	15	18	25	9	13
Not at all satisfied	16	22	12	17	12	17	9	13
No opinion / no answer	11	15	20	28	20	28	27	38
Total	72	100%	72	100%	72	100%	72	100



An equal proportion of Rangiora / Southbrook businesses are satisfied and dissatisfied with traffic management in their business zone (42% and 43% respectively). Only one in three businesses (30%) are satisfied with the number of limited car parking areas in the Rangiora town centre, while more than half (54%) are dissatisfied. It is thought parking will be even more of an issue in the future of the town centre. Looking at only those who voiced a level of satisfaction (excluding those who did not respond or offered no opinion), more businesses are satisfied than dissatisfied with the location of- and policing of limited parking in the town centre.

Waimakariri District Council Parking Enforcement

The Waimakariri District Council has in July 2009 introduced a regular parking enforcement role (8 hours per week), where previously parking enforcement occurred in an ad-hoc manner. Since then, the Council has issued hundreds of parking infringement tickets, the majority of which relate to breach of time-restriction. Findings from Abley Transportation Consultants' Rangiora Town Centre 2020 Parking Survey confirm that in fact, only 2% of non-compliance occurs on the High Street and 8% in the wider town centre, indicating the Council's success in policing parking enforcement.

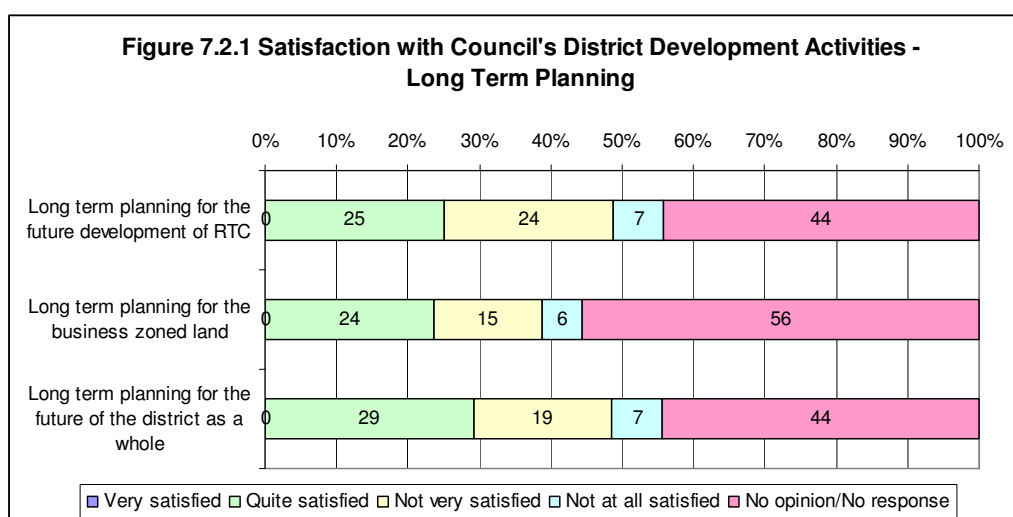
7.2 Satisfaction with Council's District Development Activities

Respondents were asked to rate how satisfied they are with the Council's performance with respect to various district development activities.

Long Term Planning

Respondents were asked to rate their level of satisfaction of Council's long term planning, particularly in relation to the future development of the Rangiora Town Centre, business zoned land, and the future of the district as a whole.

Level of Satisfaction	Long term planning for the future development of RTC		Long term planning for the business zoned land		Long term planning for the future of the district as a whole	
	Number	Percent	Number	Percent	Number	Percent
Very satisfied	0	0	0	0	0	0
Quite satisfied	18	25	17	24	21	29
Not very satisfied	17	24	11	15	14	19
Not at all satisfied	5	7	4	6	5	7
No opinion / no answer	32	44	40	56	32	44
Total	72	100%	72	100%	72	100%



Around one in four Rangiora / Southbrook businesses are satisfied with long term planning for the future development of the Rangiora town centre (25%) and the long term planning for the business zoned land (24%). However, more than half (56%) did not offer an opinion regarding their level of satisfaction with Council's long term planning of the business zoned land. Around one in three businesses (29%) are satisfied with Council's long term planning for the future of the district as a whole.

When looking at just those who offered an opinion, just below half are satisfied with the long term planning for the future development of the Rangiora town centre (45%), and just over half with that of the business zoned land (53%) and the district as a whole (53%). Comments include the need to develop Southbrook, the need for a long term view when it comes to infrastructure such as roading, and that the approval of four hectare blocks without offering a range of size alternative was poor.

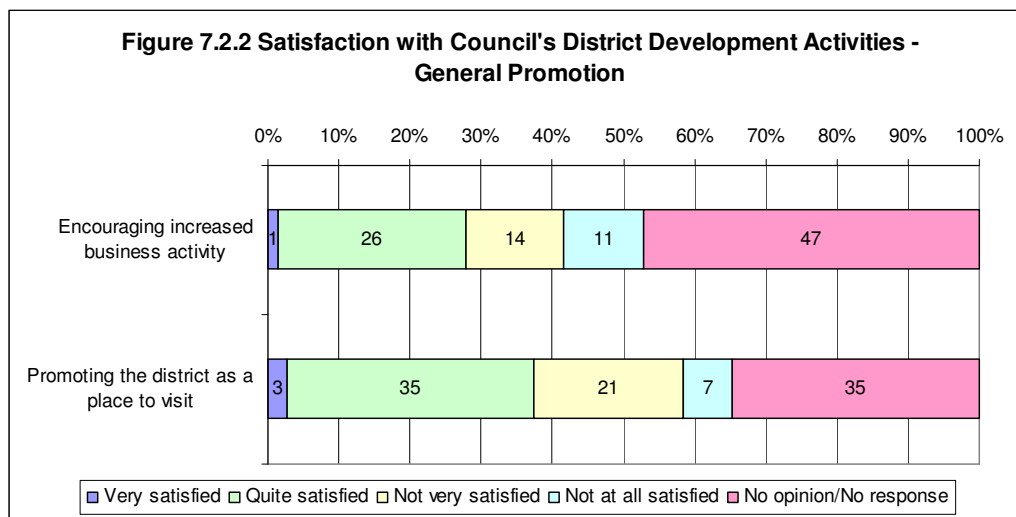
Waimakariri District Council Survey 2010

Findings from the 2010 Council Survey reveal a higher proportion of (District wide) respondents satisfied with the Council's planning for the long-term future of the District (46.7%), and this proportion has grown since 2007. Around one in four (24.2%) are dissatisfied.

General Promotion

Respondents were asked to rate their level of satisfaction of Council's general promotion activities, in particular generally encouraging increased business activity, and generally promoting the district as a place to visit.

Level of Satisfaction	Generally encouraging increased business activity		Generally promoting the district as a place to visit	
	Number	Percent	Number	Percent
Very satisfied	1	1	2	3
Quite satisfied	19	26	25	35
Not very satisfied	10	14	15	21
Not at all satisfied	8	11	5	7
No opinion / no answer	34	47	25	35
Total	72	100%	72	100%



As above, the table and graph show that in fact, almost half of all respondents (47%) offered no opinion regarding the Council encouraging increased business activity. One in three (35%) did not offer an opinion regarding the Council promoting the district as a place to visit.

The Council generally encouraging increased business activity is rated satisfactory by just over half of those who offered an opinion (53%), while 57% of those who offered an opinion regarding the Council promoting the district as a place to visit thought it does this well. Visit Waimakariri, it was commented, do a good job of promoting the district.

Waimakariri District Council Survey 2010

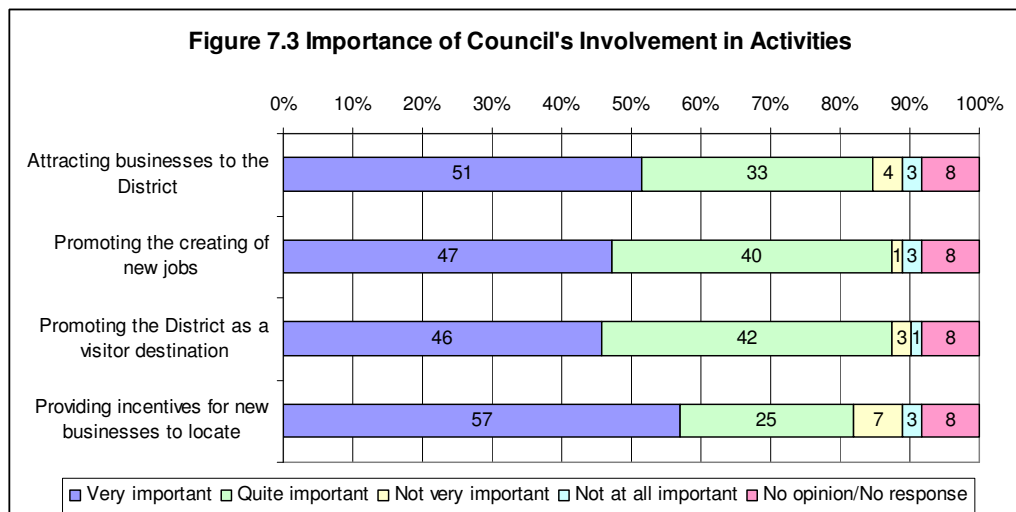
Findings from the 2010 Council Survey reveal a moderate level of satisfaction (District wide) with the Council encouraging increased business activity in the District (45.5%) and a relatively high level of satisfaction with the Council generally promoting the District (61%). Encouragingly, the level of dissatisfaction with both indicators decreased since 2007.

7.3 Waimakariri District Council's Involvement in Activities

Respondents were asked how important they think it is for the Council to be involved with various promotion activities.

Table 7.3 Importance of Council's Involvement in Activities

Level of Importance	Attracting businesses to the district		Promoting creation of new jobs in the district		Promoting district as a visitor destination		Providing incentives for new businesses to locate to district	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very important	37	51	34	47	33	46	41	57
Quite important	24	33	29	40	30	42	18	25
Not very important	3	4	1	1	2	3	5	7
Not at all important	2	3	2	3	1	1	2	3
No opinion / no answer	6	8	6	8	6	8	6	8
Total	72	100%	72	100%	72	100%	72	100%



The above table and graph show that the vast majority of respondents feel that it is important that the Council is involved in promotional activities, with between 80% and 90% finding the Council's involvement in each of the activities important.

Comments here include the need to look after small to medium sized businesses in the first instance and therefore encouraging small community based businesses into the district, rather than large corporate companies. One respondent comments that

the high cost and bureaucracy involved in developing land prohibits investment; while another voices apprehension about bringing in more competition into the town. Another suggests that providing a good urban and rural environment will bring businesses into the area regardless.

7.4 Other Comments and Concerns

Respondents were asked to comment about any other matter of concern to them relating to the Rangiora Town Centre and/or any other business areas within the town and within the district.

Some respondents commented on various matters here, some of which have already been covered elsewhere in this document. Other comments include:

- Potential for Rangiora town centre but there seems to be resistance to change
- Over-supply of supermarkets could be harmful to small businesses in Rangiora
- Need to improve vehicle towing practices by acting faster
- Congratulate Council for work and thank for opportunity to comment
- Open up land for industry
- Make permits easier while upholding standards
- Council handled removal of bollards in town centre poorly
- Albert St / High St intersection is problematic, as is the Blakett St / Ashley St roundabout

APPENDIX 1 – ISSUES AND LIMITATIONS

As this any robust analysis, it is important to note the issues and limitations that creep into the process, in order to ensure that findings are reliable and for the Council to have faith in them. This will ensure shared understanding of potential flaws, assumptions and restrictions this analysis carried with it.

Representativeness of Respondents

72 Rangiora / Southbrook businesses completed the survey, translating into a response rate of 68%. While this represents the majority of businesses located in this area and is significantly higher than a response rate typically expected of mail surveys, data nevertheless does not represent a complete census of opinions, and rather results should be seen as a very good indication of the situation rather than an absolute.

Inputting Data

Some questions were of open-ended nature and had to be interpreted manually. Comprehensive and meaningful categories for the purpose of later analysis had to be formed by staff who initially read the surveys. Judgement calls had to be made regarding the grouping and 'boundaries' of various categories, topics and relevance of provided information.

Analysing Data

The survey form produced some written text which had to be interpreted manually. Judgement calls had to be made as to what text adds value to the outcome process, or what information the submitter is trying to convey. This often also meant 'reading between the lines'.

APPENDIX 2 – COVER LETTER FOR RANGIORA / SOUTHBROOK BUSINESS SURVEY 2010

Our Ref:POL-08-28/ 100331010573

20 April 2010

The Manager

«Name»

«Address1» «Address2»

«Address3»

Dear Sir/Madam

2010 RANGIORA/SOUTHBROOK BUSINESS SURVEY

The Waimakariri District Council is surveying the view of Rangiora and Southbrook businesses outside of the Rangiora Town Centre Strategy study area, as part of a wider survey during 2010 of businesses based in the Waimakariri District. On behalf of the Council I would be very grateful if you could take a few minutes to complete the questionnaire, so that Council decisions with respect to business zoned land in Rangiora/Southbrook and also Council's service delivery to business are well informed.

The questionnaire for this survey is designed to obtain the views of Rangiora and Southbrook based owners/managers of businesses with respect to the business environment in which they are located and the town centre environment, as well as their satisfaction with the services provided by the Council. The Council is also interested in your views about the business environment in the Waimakariri District, and Rangiora in particular, as well as your satisfaction with the work of Enterprise North Canterbury, the Council's economic development agency.

The results of this survey will provide an important source of information for the Council when planning for provision of business zoned land and the promotion of Rangiora as a good place to do business. It is envisaged that the preliminary results from this survey will be available in June, and the results will be made available to participants as well as the wider community at that stage.

If you have any questions about this survey please contact Mary Sparrow on (03) 311 8900 or by e-mail, mary.sparrow@wmk.govt.nz

Again, thank you in anticipation of your participation in this important survey.

Yours sincerely



Jim Palmer
Chief Executive

APPENDIX 3 – RANGIORA / SOUTHBROOK BUSINESS SURVEY 2010



Area

RANGIORA/ SOUTHBROOK BUSINESS SURVEY 2010 (Excluding Rangiora Town Centre Strategy area businesses)

Thank you for agreeing to fill out this questionnaire. We have designed this survey to find out what businesses think, so it is all right if more than one person in your business is involved with answering the questions.

Most of the questions ask you to choose a response from a set of responses. For these questions please choose the response that you believe most accurately reflects the opinion of your business.



RANGIORA/SOUTHBROOK AS A PLACE TO DO BUSINESS

1 How long has this business been based in Rangiora/Southbrook? years

2 Why was Rangiora/Southbrook selected as the location for this business or business branch?

3 What do you like about your location in Rangiora/Southbrook today as a place for this business?

4 What do you dislike about your location in Rangiora/Southbrook today as a place for this business?

5 What changes would you like to see made in Rangiora/Southbrook to assist as a place for this business?

6 Please comment, if you wish, on your reasons for the changes that you would like to see made to Rangiora/Southbrook.

7 How satisfied are you with each of the following aspects of the Rangiora Town Centre from your business perspective?

	Very satisfied	Quite satisfied	Not very satisfied	Not at all satisfied	No opinion
Overall look and feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High Street parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Off-street car parks north of High Street for visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Off-street car parks south of High Street for visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian access between off-street car parks and High Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic flow system in the central business area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic flow system overall in Rangiora	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to the town centre for your business activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, about any aspects of the above that concern you.

8 Which of the following would you use to describe the existing general environment in the Rangiora Town Centre for shoppers/visitors?

Very high quality	<input type="checkbox"/>
High quality	<input type="checkbox"/>
Fair quality	<input type="checkbox"/>
Poor quality	<input type="checkbox"/>
No opinion	<input type="checkbox"/>

Please comment, if you wish, about the existing general environment for shoppers/visitors.

(2)



OUTLOOK FOR THIS BUSINESS OR BUSINESS BRANCH

9 What type of business is this? _____

10 How many people currently work full-time and part-time in this business, including the owner/manager(s)? (Please write number in boxes)

Full-time	Part-time
<input type="text"/>	<input type="text"/>

11 Does your business have its head office in the Waimakariri District?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

12 Which of the following best describes the location(s) where most of the people who work in this business live?

Rangiora	<input type="checkbox"/>
Waimakariri District generally	<input type="checkbox"/>
Waimakariri District and Christchurch	<input type="checkbox"/>
Christchurch	<input type="checkbox"/>
Other (Please specify) _____	<input type="checkbox"/>

13 Please indicate the recent and future trend in business activity that you have experienced and anticipate for this business.

Trend	Recent trend	In 12-18 months time	In 3-5 years time
Significant Increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Slight Increase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Decrease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do not know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, about the recent trend in your business and the level of activity that you anticipate in the short and medium term.

- 14** Approximately what percentage of your customers currently come from each of the following locations, and you think are likely to come from in five years time? (Please write number in boxes)

	Now	In 5 years time
Rangiora and the immediate surrounding area	<input type="text"/>	<input type="text"/>
A wider area within the Waimakariri District	<input type="text"/>	<input type="text"/>
Hurunui District	<input type="text"/>	<input type="text"/>
Christchurch	<input type="text"/>	<input type="text"/>
Eisewhere South Island	<input type="text"/>	<input type="text"/>
New Zealand wide	<input type="text"/>	<input type="text"/>
International/overseas	<input type="text"/>	<input type="text"/>
Do not know	<input type="text"/>	<input type="text"/>

Please comment, if you wish, about the current and likely future catchment base for this business.

- 15** Where does this business get most of its supplies delivered from? (tick one)

From within Rangiora	<input type="checkbox"/>
Eisewhere in the Waimakariri District	<input type="checkbox"/>
Christchurch	<input type="checkbox"/>
Eisewhere (Please specify) _____	<input type="checkbox"/>

- 16** How likely is it that this business will be operating from its current location in Rangiora/Southbrook in five years time?

Very likely	Quite likely	Not very likely	Not at all likely	No opinion/do not know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17 If your business was to relocate in the near future, where would it be most likely to move to?

Another site in Rangiora/Southbrook (away from the Town Centre)	<input type="checkbox"/>
A site in the Rangiora Town Centre	<input type="checkbox"/>
Elsewhere in the Waimakariri District (Please specify) _____	<input type="checkbox"/>
Christchurch	<input type="checkbox"/>
Other (Please specify) _____	<input type="checkbox"/>
No opinion	<input type="checkbox"/>

Please comment, if you wish, about the factors that would influence a decision to move this business to the location(s) you have indicated above.



BUSINESS IN RANGIORA/SOUTHBROOK AND THE DISTRICT GENERALLY

18 How important do you think it is that the number of businesses based in Rangiora/Southbrook increases?

Very important	Quite important	Not very important	Not at all important	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19 How important do you think it is that the range of types of businesses based in Rangiora/Southbrook increases?

Very important	Quite important	Not very important	Not at all important	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, about any issues that concern you relating to the number or range of businesses based in the Rangiora Town Centre.

20 What businesses or types of businesses would you like to see established here, and indicate where should these be located in the Waimakariri District? (Please tick)

Business or type of business (please specify)	Rangiora town centre	Elsewhere in Rangiora	Elsewhere in the District	Location in District does not matter	Don't know
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, on the issue of growth in the number and range of types of businesses based in the Rangiora Town Centre and in the Waimakariri District as a whole.



ENTERPRISE NORTH CANTERBURY

21 How satisfied are you with each of the following services provided by Enterprise North Canterbury?

Enterprise North Canterbury services	Very satisfied	Quite satisfied	Not very satisfied	Not at all satisfied	No opinion/Do not know
Newsletters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business training courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job search service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth employment services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support for people starting up businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of the District to new businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion of the District as a visitor destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, about Enterprise North Canterbury's activities, including any other services which you would like to see this organisation undertake.



22 How satisfied are you and/or your employees with the information relevant to your business available on the following local websites?

Websites used	Very satisfied	Quite satisfied	Not very satisfied	Not at all satisfied	No opinion/Do not know
Waimakariri District Council website www.waimakariri.govt.nz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enterprise North Canterbury website www.Northcanterbury.co.nz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit Waimakariri website www.visitwaimakariri.co.nz	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, about the range of information available on these websites including any additional information that you think should be available on them.



WAIMAKARIRI DISTRICT COUNCIL'S RANGIORA TOWN CENTRE SERVICE

23 How satisfied are you with each of the following Waimakariri District Council services?

Waimakariri District Council services to your business location	Very satisfied	Quite satisfied	Not very satisfied	Not at all satisfied	No opinion
Refuse collection services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recyclable collection services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southbrook Transfer Station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drainage in your Business Zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic management in your Business Zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management of Town Centre parking					
Location of limited parking areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of limited parking areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Policing of limited parking areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, on the services provided by the Waimakariri District Council.

24 How satisfied are you with the Waimakariri District Council's performance with respect to the following district development activities?

Waimakariri District Council activities	Very satisfied	Quite satisfied	Not very satisfied	Not at all satisfied	No opinion/Do not know
Long term planning for the future development of the Rangiora Town Centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Long term planning for business zoned land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Long term planning for the future of the district as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generally encouraging increased business activity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generally promoting the district as a place to visit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, on the Council's performance in planning and promotion.

25 How important do you think it is for the Waimakariri District Council to be involved with the following?

Waimakariri District Council activities	Very important	Quite important	Not very important	Not at all important	No opinion
Attracting businesses to the district	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting the creation of new jobs in the district	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting the district as a visitor destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing incentives for new businesses to locate to the district	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please comment, if you wish, about the things that the Council is doing or could be doing to encourage business and/or job growth in the Waimakariri District.

26 Please comment, if you wish, about any other matter of concern to you relating to the Rangiora Town Centre and/or any other area(s) within the district.

Thank you for your assistance with the completion of this questionnaire

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APPENDIX 4 –BUSINESS SECTORS & SUB-SECTORS IN RANGIORA / SOUTHBROOK

Table Appendix 4 Business Sectors in Rangiora / Southbrook		
Industry Sector (bold & italics) & Subsector	Businesses in Rangiora / Southbrook	
	Number	Percent
<i>Agriculture, Forestry & Fishing</i>	4	6
Agriculture, forestry & fishing support services & hunting	4	6
<i>Manufacturing</i>	10	14
Food, beverage product manufacturing	1	1
Wood and paper products manufacturing	2	3
Furniture and other manufacturing	2	3
Manufacturing unspecified	5	7
<i>Electricity, gas, water and waste services</i>	1	1
<i>Construction</i>	8	11
<i>Wholesale trade</i>	1	1
<i>Retail</i>	32	44
Motor vehicle and motor vehicle parts and fuel retailing	16	22
Supermarket, grocery stores and specialised food retailing	1	1
Furniture, electrical and hardware retailing	2	3
Accommodation	4	6
Food and beverage services (café, restaurants)	4	6
Retail unspecified	5	7
<i>Transport, Postal and Warehousing</i>	1	1
Road transport	1	1
<i>Rental & Real Estate</i>	2	3
Rental and hiring services	2	3
<i>Professional, scientific, technical, admin & support services</i>	3	3
Veterinary & other professional services	1	1
Service unspecified	2	3
<i>Education and training</i>	1	1
Preschool education	1	1
<i>Health & Social Services</i>	2	3
Medical & other health care services	2	3
<i>Arts, Recreation & Other</i>	3	3
Sports and recreation activities	1	1
Repair & maintenance	1	1
Personal care, funeral & other personal services	1	1
Not answered	4	6
TOTAL	72	100%*

* Note percentages do not add to 100% due to rounding