

GEOG309: Research Methods in Geography.

Brittany Bradley-Cane, Stephanie Fong,  
Briana Long and Eleanor Newsome

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1. EXECUTIVE SUMMARY.

2. INTRODUCTION.

3. LITERATURE REVIEW.

3.1. Built environments and social cohesion.

3.2. Demographic of users of public services and facilities.

3.3 Place attachment and sense of belonging.

3.4 The New Oregon Model.

4. METHODOLOGY.

5. RESULTS.

5.1. Community profile data

5.2. Identifying locations for potential future facilities

5.3 Response rate

5.4 Facilities and services in Governors Bay

5.5 Services and facilities importance in Governors Bay

5.6 Frequency usage of built and natural facilities

5.7 Additional survey findings

5.8 Chi-square analysis of age and facility use

5.9 Focus group findings

6. DISCUSSION.

7. CONCLUSION AND RECOMMENDATIONS

8. ACKNOWLEDGEMENTS.

9. REFERENCES.

10. APPENDICES.

10.1. Governors Bay survey

10.2. Focus group questions

10.3. Chi-Square analysis of residents' age and usage of community facilities prior to the 2011 earthquake

This report provides an analysis of what facilities and services Governors Bay residents would use and value in the future.

Additionally, a survey was distributed to every house in Governors Bay. After the surveys had been collected a focus group was held in the local school which consisted of interested survey respondents.

After careful analysis, it is evident that an overwhelming number of responding residents greatly miss having access to the jetty and would like to see the jetty fixed and access returned. Another priority expressed by residents was the potential for Governors Bay to have a new community hall or multi-use building. Additional priorities pointed out by respondents include having the local swimming pool heated and the return of the Environment Canterbury run bus service.

Limitations which could potentially hinder the projects' results include the survey response rate which was 15 percent and meant that the results may not reflect the opinions of the entire Governors Bay population. Additionally, placement and location of drop-boxes and wording of certain questions in the survey could have potentially hindered the project.

Looking forward, the next step should be focusing on further involvement from the community. Reaching a higher number of residents will provide a more representative sample for future studies and will broaden understanding of the most beneficial services and facilities and ways in which these can be provided. Closer collaboration between the Governors Bay Community Association and residents is needed, to ensure that people can voice their perspective regarding the future of their town.

Residents in Governors Bay have lost many key facilities and services due to damage caused by the 2011 earthquake sequence. Currently Governors Bay has one primary school, a hotel, a café, a swimming pool, walking and biking tracks, a community run bus service, a couple of small heritage buildings and a jetty which is not accessible as it needs to be repaired. Before the 2011 earthquake the community also had access to a community hall, Saint Cuthbert's church, Allandale hall, a preschool, a public bus service and the jetty.

The Governors Bay Community Association provides support within the small, tight-knit community and shares essential information to residents (Christchurch City Council, 2014). In response to the loss of facilities and services after the earthquake, the Association is interested in developing a plan for the preferred location of new facilities and finding out the opinions and preferences of residents in regards to what facilities and services they would use and value in the future.

An overarching aim for the project was to investigate what it is that Governors Bay residents want and need in terms of community facilities and services. An additional aim was to identify areas in Governors Bay which could feasibly house potential future facilities.

The objective was to communicate with residents through questionnaires and focus groups in order to establish a better understanding of the importance of specific facilities and services. The project was centred on the research question 'What do Governors Bay residents want and need in terms of community facilities and services?'

Firstly, the report will highlight relevant existing literature which has contributed to a better understanding of how to effectively carry out the research project. Secondly the methods which were employed in the study will be described. Additionally, results will be discussed and the implications and limitations will be analysed in the discussion.

Research indicates built environments can have influence on social cohesion. In a UK study, conducted by Dempsey (2008) several factors were discovered to be influencers of social cohesiveness. Three significant associations were found to be important; having a sense of community, feeling safe in the environment and having a sense of attachment to places that are well maintained. Improvement to the built environment must be constant to

Humans will often develop attachment to places - both built and natural environments. It is not only about having an attachment to certain environments but also homes and communities. As a result of this, the concept 'place attachment' was created and refers to the emotional bond between people and places. This multidimensional approach is used in urban development and planning to ensure that environments are being made which society can benefit from. Environmental psychologists and human geographers have been researching these concepts over the decades with some scholars using place based theories to explain these ideas and others discussing the emotional relationship between people and places. Bell (2001) writes that social networks can be encouraged using the environment. Designing spaces where people can meet and socialise in areas that are nicely designed and have a nice environment seem to be excellent at building social networks and cohesion within the community.

The New Oregon Model is a pathway tool used for a process called 'community visioning'. Visioning is a process through which a community envisions the future it wants to work towards and then plans how to achieve this state. The model originated in Oregon, and consists of five basic steps; a community profile, trend statement, vision statement and an action plan (Green, Haines & Halebsky, 2010), along with maintenance and re-evaluation (Ames, 2010). Collectively, these steps assist in creating a better idea of what the future holds for communities. This template has been used for guiding the process of visioning facilities and services wanted and needed by the residents of Governors Bay.

The current study aimed to gain a rounded picture of Governors Bay as a study area through the use of qualitative and quantitative data. This mixed method approach utilised both primary, and

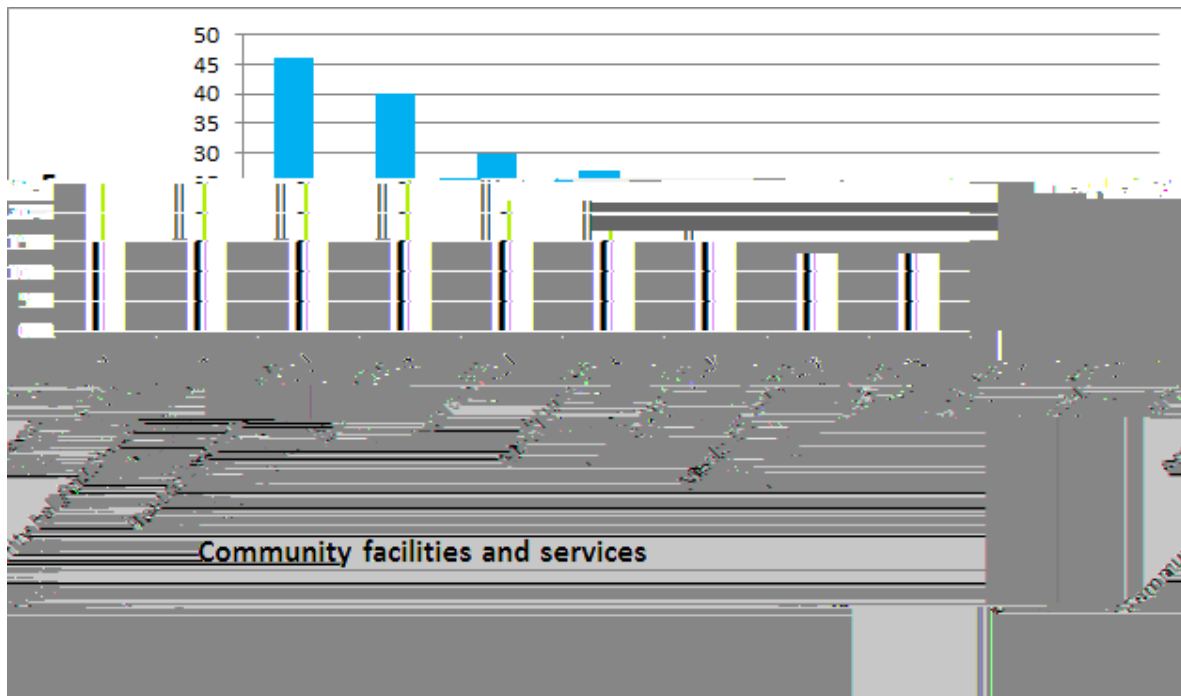




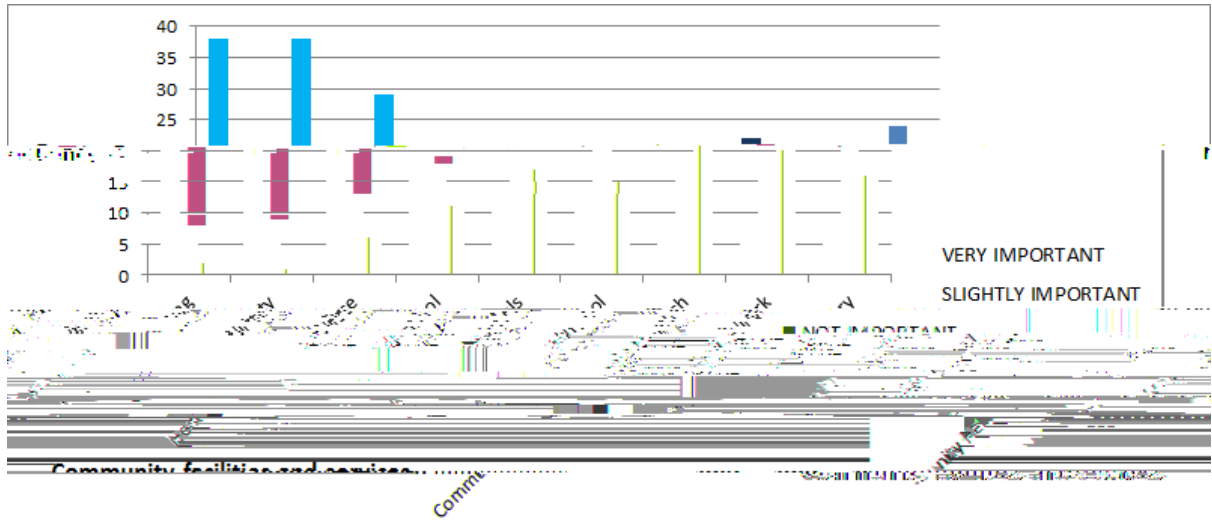
Community profile data was utilized which portrayed various important demographics regarding Governors Bay residents. It depicted that Governors Bay is predominantly European, with 96.4 percent of the population identifying as such, and the median age is 46.7 years. It furthermore revealed the median annual income was approximately \$41,100 and that 34.5 percent of people aged over fifteen have a Bachelor's degree or higher (Statistics New Zealand, 2013).

Two locations for potential future facilities were identified with the help of a community partner. Near the centre of Governors Bay is a local outdoor swimming pool which has spare land next to it which previously was home to the community hall (Figure 1). The area would be ideal for a new hall, multi-use building or other needed facility as it is very accessible by the majority of the town and is located near the school which means that school children could easily access it for school assemblies. Another potential location identified was some spare, grass-covered land near to the fire station, which is situated a little less centrally than the swimming pool, but would still be quite accessible (Figure 1).





The data showed that the majority of respondents considered the 'accessible jetty' to be a facility that was important to the community (refer to Figure 1). In addition, the idea of a 'community hall/multi-use building' was the second most wanted facility. This is important to the research because although many of the respondents considered the jetty to be the most important facility in Governors Bay, a community hall would have a multi-functional purpose compared to the jetty being an iconic feature of the neighbourhood. This graph shows that the top four results were regarded to be facilities and services that would benefit the entire community instead of one specific population.



The majority of respondents consider having an accessible jetty and a community hall to be very important for Governors Bay. Compared to figure 1, it is interesting to note that the importance factor has caused the 'community hall/multi


A Chi-square analysis was carried out to determine whether age was related to how often residents made use of community facilities before the 2011 earthquake. The returned value was found to be significant, as it was a value that had a probability of less than 0.05. This indicates that there is a significant difference between the observed frequencies and the expected frequencies, which is unlikely to be caused by sampling error. From these results it can be inferred that usage of community facilities before the 2011 earthquake varied depending on the age of the person.

The focus group was invaluable in allowing residents a further voice. Prepared questions aimed to maintain the flow of conversation during the evening (see Appendix 2). The opening question focused on what members believed had changed in Governors Bay after the earthquake. Focus group members discussed that the loss of facilities such as the preschool and Allandale hall has negatively impacted them as they could no longer rely on and engage with these services. The preschool in particular was missed as it was a loss to the local economy, and disrupted social relations between parents. In response to the next question, asking what is keeping focus group members from moving to other areas, members responded saying the view, the large section sizes, the natural leisure facilities and the sense of community and freedom. Thirdly, participants were asked about how and if their daily activities have changed due to the earthquake, participants mentioned that initially after the earthquake the community was united further than usual, and that the main





The results point to several facilities and services which are of interest to Governors Bay residents. Priorities highlighted have been the re-establishment of the jetty and the potential for the community to have a hall or multi-purpose building. Furthermore, respondents expressed an interest in a heated swimming pool and to have the bus service, which was briefly running before the 2011 earthquake, re-established so residents can access public transport between the bay and Christchurch.

These results are significant as they emphasised an interest expressed by Governors Bay residents in having facilities and services that they can use and

the responses may not accurately represent all personalities in Governors Bay. In saying this, it can be seen within the results that the church is a community facility which is located on both graphs to be unimportant. This is an implication, as it will be drawn up and presented to the whole of Governors Bay and the surrounding city, yet because only certain community members contributed, the results will show outcomes that do not suit everybody.

The research question "what do Governors Bay residents want and need in terms of community facilities and services?" was met through the use of both surveys and a focus group. Invaluable insight was provided through the data gathered and views expressed of what was required and needed. A community hall was shown to hold great significance through both forms of data. Secondly the jetty, which holds sentimental value towards the community of Governors Bay, and although it is not a needed facility in term of priorities, it is a facility which the community desperately wants. The overwhelming response in favour of the jetty indicates a sense of not only emotional attachment, but place attachment which is important to preserve. The community has been able to help guide the direction and focus of the study, and further, to answer the research question and provide a guide to the community.



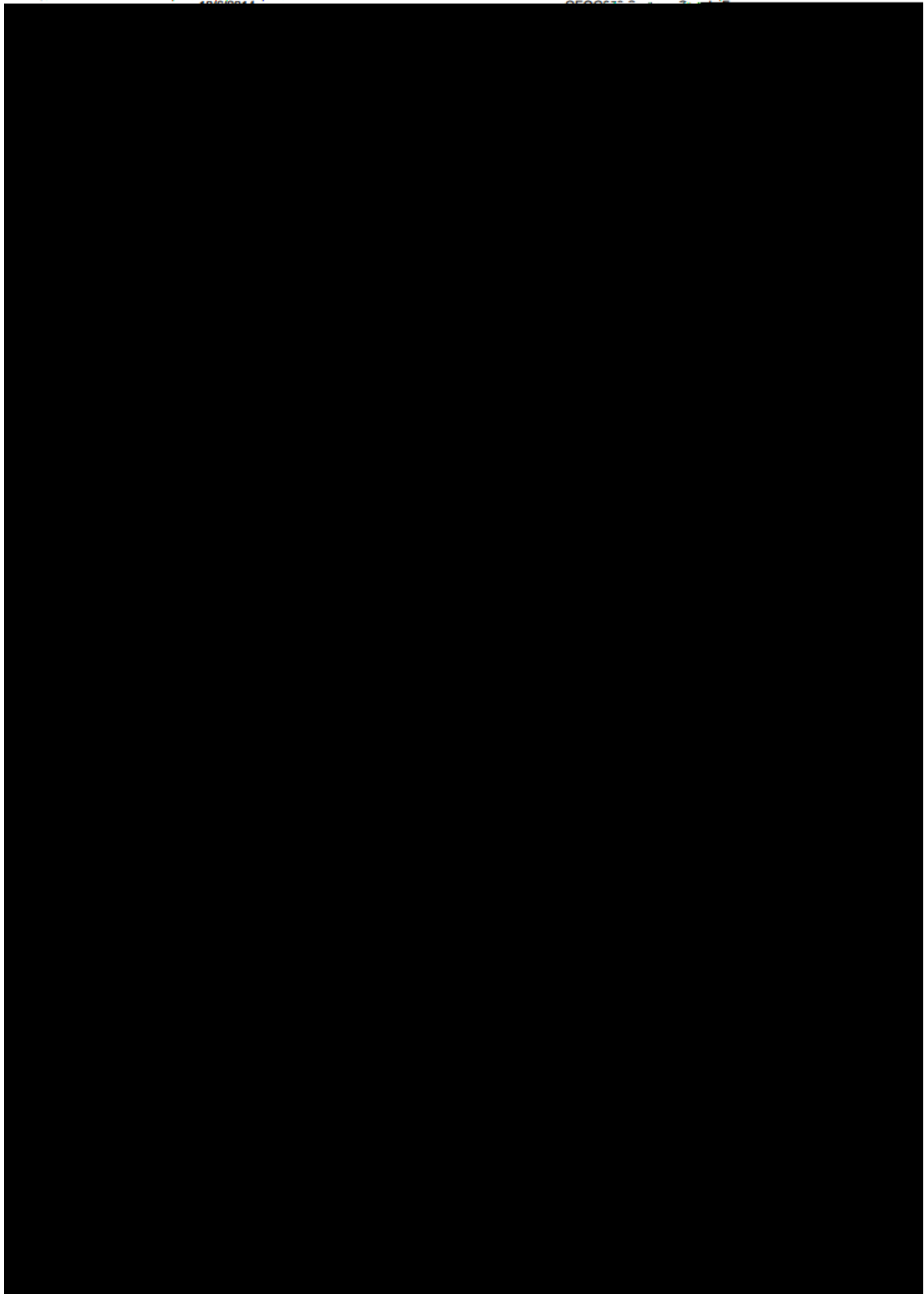


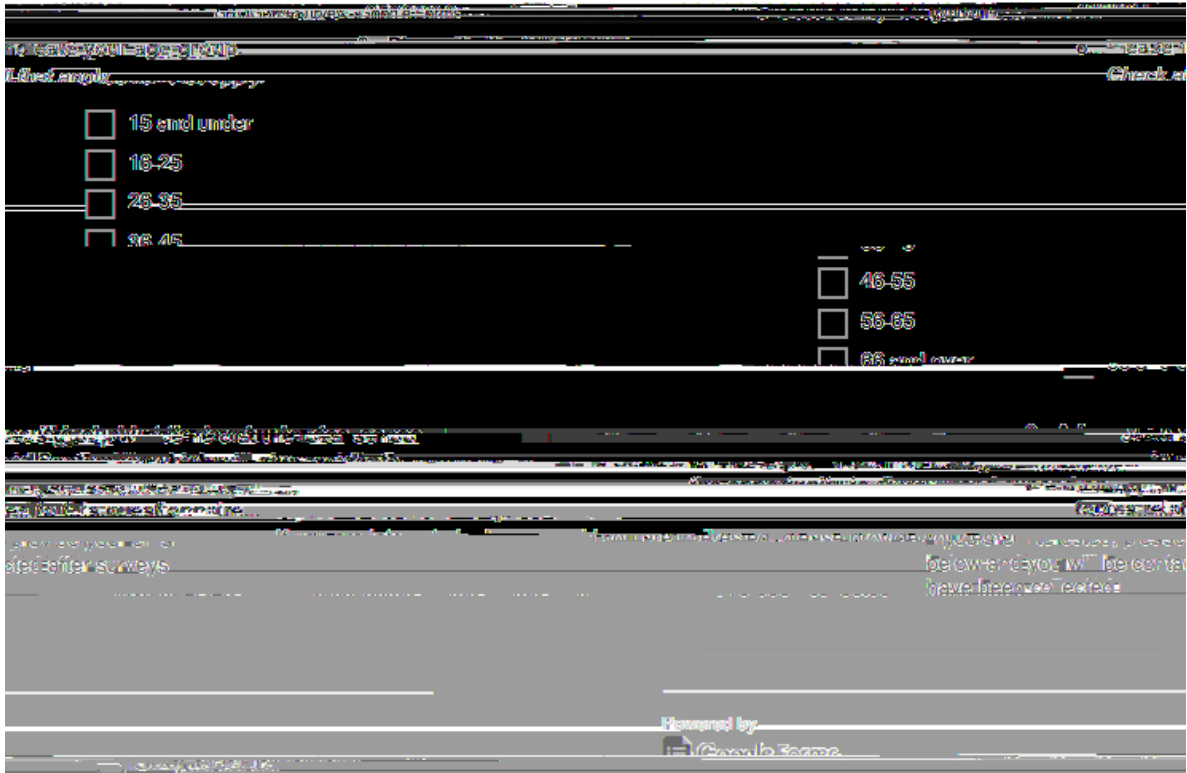
Ames, S., & Planning, S. A. (2010). The new Oregon model: Envision, plan, achieve. *Journal of Futures Studies*, 15(2), 163-166.

### SURVEY

During at the University of Santa Maria, We are currently conducting a survey of 4-year Generalist students  
in the School of Business Administration. The survey is designed to assess the effectiveness of the current  
curriculum and to identify areas for improvement. Your participation is essential to the success of this  
project. The survey is anonymous and will be used for research purposes only. It will take approximately  
10-15 minutes to complete. We appreciate your time and contribution to the advancement of our  
program.

\* Required







1. Personally for you, what has changed in Governors Bay since the earthquake? (How has the place become better or worse?)
2. What is keeping you from moving out of the community into another area?
3. How have your daily activities around the community changed because of the earthquake damage?
4. Do you perform more leisure activities in Governors Bay or in wider Christchurch? (Dog walking, biking). Why?
5. Personally, what are the three most important facilities and/or services that you would like to see in Governors Bay?

