

Kaikoura Physical Activity Plan

August 2008



Executive Summary

The Kaikoura Physical Activity Plan represents a turning point in the planning for physical activity, sport and active recreation within the Kaikoura District. The Plan is part of a nationwide initiative to enable local authorities to improve their planning for physical activity and was achieved with financial support from Sport and Recreation New Zealand (SPARC). A steering group and a project team provided invaluable input to ensure the Plan reflected the unique issues and needs of the Kaikoura District.

Physical activity has become a major issue for New Zealand society as we are increasingly sedentary in our lifestyles with increased levels of obesity and threats from related diseases such as type 2 diabetes. A strong body of evidence exists linking regular physical activity with improved quality of life and health status. Physical activity is present in our daily lives as we do our day-to-day tasks and when we are recreating for enjoyment and satisfaction. Kaikoura District residents have a strong tradition of competing in sport competitions in Canterbury and Marlborough. The natural environment in the District provides an exceptional range of opportunities to participate in outdoor pursuits. The tourism industry has further broadened the variety of pursuits. However, most of these opportunities are priced out of reach of local residents for more than an occasional use.

Implementation of the Plan will impact on the community outcomes identified during the Long Term Council Community Plan process. Many agencies are contributing towards achieving these outcomes and in relation to the physical activity plan the following are critical stakeholders: Kaikoura District Council, Tasman Regional Sports Trust (TRST), Canterbury District Health Board (CDHB), Kaikoura-Hurunui Primary Health Organisation (PHO), Te Tai O Marokura, Department of Conservation, Canterbury Regional Council (ECAN), schools and clubs.

The main goal of the Plan is:

Active and healthy residents in Kaikoura District through more people, being more active, more often for life.

There are significant issues facing the district that will impact on achieving the goal. The district population is continuing to slowly increase in population. Since 1991 the usually resident population of Kaikoura has increased by 10.6%, however, the rate of increase has varied significantly between the Census periods. Between 2001 and 2006 the Kaikoura population increased by 4.1% after having decreased by 1.2% between 1996 and 2001.

Information for the Plan was gathered from consultation meetings (10 meetings and focus groups), interviews (13 stakeholder and key informant interviews) and questionnaires to schools (4 responses), clubs (10 responses) as well as a questionnaire for residents (146 responses). In addition, desktop research was undertaken of relevant reports and statistics.

A SWOT analysis was undertaken and key findings are outlined below.

STRENGTHS

- Exceptional outdoor recreation opportunities in the District
- Strong tradition of self-help and volunteering
- Relatively good range of sports clubs in District
- Extensive shared use of facilities between community and schools
- Generally sufficient sports parks
- Funding from the Community Trust based in

WEAKNESSES

- Lack of benchmark data on physical activity participation in the District
- Small population and rating base to support high cost sport and recreation facilities
- Changing work and lifestyles, for example, an increase in tourism has been linked to reduced availability of volunteers after-school, in evenings and weekends
- Lack of sufficient indoor sport space for court sports,

Christchurch

- Partnership between Council, DOC, Whale Watch Kaikoura, Ngai Tahu and Te Runanga O Kaikoura to develop walkways and tracks on the Peninsula

a fitness gym, gymnastics and trampoline

- Lack of coordination, sharing information and good practice between clubs
- Small size of many clubs threatens ongoing viability
- Lack of critical mass of players in most sports for viable competitions within the district
- Lack of safe roads for cycling and lack of separate cycleways on high traffic routes
- Lack of resident TRST coordinator in the District
- Support services for health, recreation and sport are remote from Kaikoura and fragmented (based in Christchurch, Nelson and Blenheim)
- High percentage of unoccupied dwellings. 30% compared to the national average of 10%. This has an effect on sport club membership.

OPPORTUNITIES

- Residents want to be more active¹
- Re-establishment of a paid Coordinator role to support sport and physical activity initiatives
- Promotion of physical activity by health agencies
- Increase use of Green Prescriptions by local medical practitioners
- Creating a multi-code club with a paid administrator could improve stability and sustainability of sport in Kaikoura
- Community-school partnerships in developing future facilities
- Further development of walkways and tracks including a shared pathway from Kaikoura town to Seal Colony increasing walking and cycling opportunities
- Most insufficiently active residents wanting to be more active
- Capitalising on exceptional local environment for outdoor pursuits for recreation, training and employment
- Partnering with eco tourism enterprises and DOC to develop more land based outdoor recreation opportunities for both visitors and local residents

THREATS

- Limited number of volunteers being overloaded and withdrawing from leadership roles
- Sustainability of facilities with a small number of users
- Expectations regarding the quality of facilities is increasing
- Barriers to participation not addressed
- Sustaining a resident Coordinator
- Perceived over-supply of Council reserves in some parts of District
- Resistance of Christchurch based teams to travel to play games in Kaikoura
- Increasing cost of transportation from "Peak Oil" threatening competitive sport participation

The lack of a year-round indoor heated swimming complex was a key concern raised and was consistently the highest priority facility development wanted in Kaikoura District. The complex is seen as essential for learning to swim in this water and coast dominated District. It is seen as the most inclusive facility providing for all members of the community. The complex would provide a badly needed wet weather option for residents and visitors.

¹ 8 out of 10 high school age and 4 out of 10 adult respondents want to be more active. Source is self reporting questionnaire undertaken in August-September 2007 as part of Plan consultation. This was not a random sample survey so results can only be taken as broadly indicative.

The main objective of the Plan is:

An average 1% annual increase in the level of physical activity in the Kaikoura population.

There is a lack of reliable data on physical activity levels and sport and recreation participation in Kaikoura. However, data for the Top of the South region (includes Kaikoura, Buller, Marlborough, Nelson and Tasman) indicates that the region is the most active in New Zealand. New data will be available in late 2008 from SPARC which will assist in monitoring physical activity levels in the local population.

To assist with planning decisions regarding facilities, a principles led approach has been proposed. These principles, and the Plan as a whole, will guide Council and other stakeholders in their decision making and inform other funding agencies and trusts as they consider funding allocations towards projects in the District.

If the goal of the Kaikoura Physical Activity Plan is to promote *active and healthy lifestyles in Kaikoura through more people, being more active, more often for life*, a clear message from the Plan development process is the need to focus on a manageable number of initiatives that are well resourced, sustainable and have high levels of commitment from the stakeholders.

The Plan focuses on six main strategic directions with goals, objectives and actions for each as listed in the table below.

Thirty specific actions have been identified under these six strategic directions for implementation at the district level by the key stakeholders.

The next steps will require commitment by key stakeholders to the Plan including:

- Becoming a member of the legacy group that will be formed to guide the implementation, monitor progress and review of the Kaikoura Physical Activity Plan.
- Commitment of staff resources to lead or contribute to implementation of actions
- Inclusion of Physical Activity Plan items in budget rounds to secure funding to implement actions

Implementation Plan

Strategic Direction	Goal	Objectives	Short-term Actions (1 to 2 years)	Medium-term Actions (3 to 6 years)	Long-term Actions (7 to 10 years)
Active healthy lifestyles	All residents enjoying ready access to active, healthy lifestyles	<ul style="list-style-type: none"> ▪ Local coordination of physical activity and sport opportunities is strengthened. ▪ A coordinated communications plan is developed and implemented to promote uptake of physical activity for personal health and enjoyment. ▪ CDHB work with other health agencies, TRST and existing networks to develop health related physical activity initiatives consistent with the Healthy Eating Healthy Action (HEHA) strategy and implementation plan ▪ Develop awareness and commitment to adopt and implement inclusive approaches and reduce barriers in the provision of physical activity opportunities within clubs and groups as well as event and facility providers. ▪ No Exceptions policy integrated into all relevant planning and funding allocation processes. 	<ul style="list-style-type: none"> ▪ Investigate feasibility of a locally based coordinator with a focus on increasing the capability and capacity of volunteer networks to deliver physical activity, sport and nutrition activities, events and programmes. ▪ Extend the Green Prescription programme in Kaikoura and ensure local providers are established in the district. ▪ Advocate to elected representatives, management, planners, coaches/instructors and administrators for adoption of No Exceptions policy and practices in their organisations. ▪ Develop a communications plan to facilitate uptake of physical activity 	<ul style="list-style-type: none"> ▪ Support delivery of the Mission On initiatives in Kaikoura as these evolve. ▪ Support development of a series of inclusive community events and seasonal programmes that are selected or developed because they are participation focused, low cost, promote regular physical activity and have an easy entry level with progression to higher levels of intensity and commitment. 	
Sustaining volunteers and vibrant sport and recreation clubs	Strong and sustainable sport and active recreation clubs contributing to community cohesion and identity	<p>Maintain vibrant club structures by encouraging:</p> <ul style="list-style-type: none"> ▪ Recruitment and retention of club volunteers ▪ Training volunteers to increase their capability and capacity to deliver ▪ Sustainability of clubs through improved management, promotion and succession 	<ul style="list-style-type: none"> ▪ TRST (preferably through a local Coordinator) and regional sports organisations (RSOs) to support clubs to increase volunteer capability through training programmes and capacity through recruitment and retention strategies. ▪ Recognise and publicise the commitment and effort of club 	<ul style="list-style-type: none"> ▪ TRST (preferably through a local Coordinator) to support willing clubs to help them create a shared management and administrative structure that is workable and sustainable. 	

Strategic Direction	Goal	Objectives	Short-term Actions (1 to 2 years)	Medium-term Actions (3 to 6 years)	Long-term Actions (7 to 10 years)
		<ul style="list-style-type: none"> planning ▪ Rationalisation and merging of clubs/activities where appropriate ▪ Adaptation of activity to meet changing demand 	<ul style="list-style-type: none"> volunteers in leading sport and outdoor recreation activities through an annual award ▪ TRST (preferably through a local Coordinator) facilitate twice yearly a forum for sport and recreation organisations (local clubs, TRST) to address Kaikoura issues, to identify common factors between clubs that are under stress or declining and establish a 'best practice model' for Kaikoura implementation. 		
Facility planning and provision	A sustainable network of sport and recreation facilities	<ul style="list-style-type: none"> ▪ Develop facilities to meet critical gaps in provision. ▪ Using the planning principles and assessment process when addressing unmet facility demands and development proposals. ▪ Using the planning principles to identify facilities for retention as hub facilities. 	<ul style="list-style-type: none"> ▪ Develop an indoor heated swimming pool to provide a year round service. ▪ Convert a tennis court at Takahanga Domain into an outdoor basketball/ netball court for year round use. 	<ul style="list-style-type: none"> ▪ Develop a fitness gym. 	<ul style="list-style-type: none"> ▪ Develop a dedicated training facility for gymnastics, martial arts and trampoline preferably co-located with the community fitness ▪ Develop covered courts to increase capacity for indoor sport and informal recreation particularly during wet weather periods.
Parks, pathways and public open space provision	A sustainable network of parks, pathways and public open spaces	<ul style="list-style-type: none"> ▪ Opportunities for residents of Kaikoura to experience high quality public open space resources and experiences within the district are maximised. ▪ Investment by the various stakeholders in infrastructure development and promotion are co-ordinated. ▪ Networks are developed of readily accessible and well promoted and sign-posted public open-spaces, tracks and pathways providing for a range 	<ul style="list-style-type: none"> ▪ Identify, designate and signpost "off-leash" dog exercise areas and if required erect enclosing fence and gates. ▪ Collaboration between health agencies, TRST (utilising Halberg Trust Sport Opportunity Advisor), Council, Transit, seniors groups and disability groups to ensure specific needs of people with disabilities are met within the network of roads, footpaths, 	<ul style="list-style-type: none"> ▪ School travel plans are developed with schools in Kaikoura township to facilitate more walking and cycling by students with walkable and bikeable distances from home to school. ▪ Council to adopt DOC access grading system for application to tracks and walkways and formats for signs, maps and published material displaying information on track 	

² This objective is based on an objective in the Coastal Management Strategy because it is consistent with consultation feedback and the goal of this section of the Physical Activity Plan

Strategic Direction	Goal	Objectives	Short-term Actions (1 to 2 years)	Medium-term Actions (3 to 6 years)	Long-term Actions (7 to 10 years)
		<p>of outdoor recreation and sport opportunities.</p> <ul style="list-style-type: none"> ▪ To develop an iconic continuous walkway linkage along the total length of Kaikoura townships coast which takes the maximum advantage of natural character of the coast, and is separated as far as possible from vehicular traffic.² ▪ Priority for walking and cycling opportunities is elevated within land transport planning processes and implementation in the District 	<p>trails, tracks and walkways.</p> <ul style="list-style-type: none"> ▪ Ensure the Regional Land Transport Strategy maximises opportunities for safer walking and cycling on the road network in the District. ▪ Develop a walking and cycling strategy to ensure priority for walking and cycling opportunities is elevated within land transport planning processes and implementation in the district. 	<p>networks and implement changes in replacement and renewal programme.</p>	
Education and Physical Activity	Active lifestyles fostered in education	<ul style="list-style-type: none"> ▪ An effective delivery of physical activity, outdoor recreation, physical education and sport opportunities in early childhood centres, primary schools and secondary school in the District. ▪ Develop the capability of schools and early childhood centres (and their communities) to provide quality physical activity opportunities to young people via the Mission On, Active Movement, Active Schools and Sportfit programmes. ▪ Explore development of an outdoor pursuit education and training programme based in Kaikoura. ▪ Provide recognition of the commitment and effort of teachers and community volunteers in leading school sport and outdoor recreation activities. ▪ (was this to come out?) 	<ul style="list-style-type: none"> ▪ Deliver the Active Movement programme promoting physical activity for the early childhood age group. ▪ Examine the business case for the development of an outdoor pursuit's education and training programme based in Kaikoura. ▪ Recognise and publicise the commitment and effort of teachers and community volunteers in leading school sport and outdoor recreation activities through an annual award. 	1.	
Monitoring and	A responsive Plan	<ul style="list-style-type: none"> ▪ A legacy group is formed to 	<ul style="list-style-type: none"> ▪ Stakeholders establish a 	<ul style="list-style-type: none"> ▪ Three yearly reviews of the 	

Strategic Direction	Goal	Objectives	Short-term Actions (1 to 2 years)	Medium-term Actions (3 to 6 years)	Long-term Actions (7 to 10 years)
Review	through regular monitoring and reviews	guide the implementation, monitor progress and review of the Kaikoura Physical Activity Plan.	legacy group to monitor and guide implementation of the Plan. <ul style="list-style-type: none"> ▪ The legacy group to meet at least twice yearly to monitor and guide implementation of the Plan. 	Kaikoura Physical Activity Plan are synchronised to precede reviews of the Long Term Council Community Plan.	

Kaikoura Physical Activity Plan

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Report Disclaimer

In preparing this report it has been necessary to make a number of assumptions on the basis of the information supplied to Global Leisure Group Limited. The recommended actions contained in this report are subject to uncertainty and variation depending on evolving events, but have been conscientiously prepared based on consultation feedback and an understanding of trends in the leisure industry.

The author did not carry out an audit or verification of the information supplied during the preparation of this report, unless otherwise stated in the report. Whilst due care was taken during enquiries, Global Leisure Group Limited does not take any responsibility for any errors nor mis-statements in the report arising from information supplied to the author during the preparation of this report.

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1 Introduction

Physical activity has become a major issue for New Zealand society. Research by Sport and Recreation New Zealand (SPARC) shows that 2 out of 5 New Zealanders are not getting enough physical activity frequently enough to stay healthy and enjoy the benefits of an active lifestyle.³ Encouraging more physical activity is increasing in importance and needs to be planned for because:

- We know we need to be more physically active because evidence of increasing obesity levels and the threat of lifestyle diseases such as Type II diabetes reducing quality of life and contributing to premature deaths of many New Zealanders.
- More than 50 per cent of New Zealanders are now either overweight or obese, and more than 30 per cent of New Zealand children can be classified the same.
- 840,000 New Zealand adults are sedentary, more than ever before
- Only 45 per cent of New Zealanders are achieving the desired level of regular activity (30 minutes of moderate activity on five days per week) - SPARC call them the “active group”
- 6 per cent are classified into an ‘inactive group’ who cannot be more active because of health conditions or disabilities
- This leaves the ‘active group’ who are getting enough physical activity to maintain their health

The Physical Activity Plan addresses how we may help people in Kaikoura to get enough physical activity in their daily lives to maintain a healthy and enjoyable lifestyle. The Plan has actions focused on the target group who want to be more active - as well as actions to support the active group to stay physically active. Kaikoura District does not have to do this in isolation because Government initiatives such as Mission On⁴ as well as the Push Play and Healthy Eating, Healthy Action (HEHA) strategy will support our efforts.

Residents of the Kaikoura District have a tradition of competing proudly in many sports and of undertaking outdoor pursuits. This is provided by both provision of sporting facilities and key natural features. Kaikoura is fortunate to have a large number of natural assets at its doorstep. Kaikoura has closely occurring alpine environments which allows for a range of wilderness

³ SPARC has analysed national research to provide regional profiles such as for the **Top of the South** Region, but not to territorial authority level. Kaikoura has a very small proportion of the regions population, therefore statistics have been used conservatively in relation to **Kaikoura**. Research used in the plan includes:

- SPARC Facts – the New Zealand Sport and Physical Activity Survey 1997-2001 that focused on who is and is not physically active and awareness
- Obstacles to Action - A Study of New Zealanders Physical Activity and Nutrition 2003 that focused on the why and why not behind physical activity behaviour

⁴ Mission-On is a broad-based package of initiatives to give young New Zealanders and their families the tools to improve their nutrition and increase physical activity. It is aimed at children and young people from birth to 24 years. Mission-On is designed to create an environment that supports change and grabs the attention of young people through high profile fun activities and technology that ‘pushes their buttons’. The investment in this programme is \$67 million over four years. Mission-On builds on the existing cross-government programmes within schools, early childhood education services, and **communities** around New Zealand. These include Push Play, Active Schools, Fruit in Schools, Active Movement (in early childhood), a new children’s TV cooking and activity game show called *Activate*; launching an interactive Mission-On website for five to 12 year olds, expansion of the Green Prescription programme to reach more young people and their families and Active **Communities projects**. For more information go to www.sparc.org.nz/education

experiences minutes from your doorstep. A riparian environment allowing for muliti day rafting and kayaking and a world class marine environment allowing for a range of activities from surfing to scuba diving. Kaikoura is truly privileged with its natural features.

Many of the physical activity and facility provision issues facing the District are in common with other rural areas in New Zealand and overseas.

If the goal of the Kaikoura Physical Activity Plan is to promote *active and healthy lifestyles in Kaikoura through more people, being more active, more often for life*, a clear message from the plan development process is the need to focus on a manageable number of initiatives that are well resourced, are sustainable and have high levels of commitment from the stakeholders. The key actions in this plan clearly demonstrate this principle by limiting the action areas to those that are achievable and within the domain of the agencies with a presence in Kaikoura.

This plan brings together visions, outcomes and goals, for physical activity services and local facilities in the Kaikoura District, by identifying how community agencies, schools, physical recreation and sport clubs, and other associated organisations can work together to maximise the benefits of physical activity.

2 Background

2.1 Where Does Physical Activity Fit in Our Lives?

This diagram illustrates how the scope of the strategy extends beyond traditional sport and active recreation undertaken during discretionary time to include incidental physical activity that occurs when undertaken in our daily lives.⁵



2.2 Glossary of Terms

The following are terms used in the strategy and are not described elsewhere in the report.

- The **lead stakeholder** role is to facilitate progress on actions and is accountable for monitoring and reporting on progress but is not accountable for the actual delivery of

⁵ Created by Penny Olsen from Nelson Public Health Team

the resources needed to implement the action. The lead stakeholder may not be directly involved in all actions related to the goal or outcome.

- A **contributing stakeholder** is an organisation identified as having a role in implementing actions within the strategy this could be providing resources such as personnel, funding or information. The contributing stakeholder is accountable for delivery of the resources and implementation of the action that the organisation agrees to undertake. Note: At this stage organisations have not committed to undertake the actions rather they have been identified as the most likely agents for implementing the required actions.
- The **planning horizon** of the strategy is **ten years** as this is consistent with the Long Term Council Community Plan planning horizon of the Council and takes into account facility developments that usually need a longer planning timeframe. Accordingly, the timeframe of an action could be initiated in the **short-term** (first two years of the strategy), **medium-term** (3rd to 6th years) or **long-term** (7th to 10th year).

2.3 Physical Activity Levels in Kaikoura

There is no reliable data available on physical activity levels of Kaikoura residents at this time. Regional data exists for Top of the South (includes Kaikoura, Buller, Marlborough, Tasman districts and Nelson City) but as the Kaikoura population is only 2.5% of the regional population, the regional data can only be used as a loose guide. In addition, the sport and active leisure data held by SPARC is somewhat dated but does provide some context⁶. SPARC are currently gathering data in a national survey and results will be available in 2008. A summary of findings from this research is included in the Literature Review report.

Generally, the Top of the South population is slightly more active than other regions in the country. Young people (5-17 years of age inclusive) are more active than their peers nationally. However, between 1997 and 2001, the proportion of boys in the region who are relatively active has decreased significantly.

Adults in the region are also slightly more active than the national average. However, activity levels for males decreased between 1997 and 2001 whilst activity levels of women increased over the same period.

2.4 Motivations and Barriers

Much research has been done into why we do and don't do enough physical activity. SPARC undertook a major study into Obstacles to Action - A Study of New Zealanders Physical Activity

⁶ Drawn from **SPARC Facts** that has the latest facts and figures about how active are young people and adults living in the main regions in New Zealand, and how active they want to be. *SPARC Facts* also looks at the main sports and activities people in each region take part in and the extent to which they take part in organised sport, belong to clubs and are coached. Most of the information in this report comes from the combined results of the Sport and Recreation New Zealand.s₁ (SPARC) 1997/98, 1998/99 and 2000/01 Sport and Physical Activity Surveys. Information was collected from **1013 adults and 312 young people** living in the Tasman region.

and Nutrition in 2003 and the findings are used to help shape actions and goals in this strategy. Again due to sample size there is no reliable data available on Kaikoura residents. A summary of findings from this research regarding the Top of The South region is included in the Literature Review report. (The full Top of the South regional profile Powerpoint presentation is available on request as a CD due to the size of the file).

The analysis shows that there are high levels of awareness around the impact physical activity has on health and the need to be more physically active, however understanding of the benefits is relatively superficial. Health and well being is a key motivator to being physically active. *Living a healthy life is important to almost all people in the region. The Top of the South population has higher levels of confidence around physical activity than the national population. People believe physical activity will enable them to live a healthy life, but physical activity is not a means to an end in itself. The key non-environmental barriers relate to commitment and support. Lack of cycle lanes, footpaths, street lighting and heavy traffic are the largest environmental barriers.*

The 'push' factor that often motivates us to do more physical activity or to start exercising is our health. The relationship between regular physical activity (and nutrition) and the improved health of individuals and communities are many. In many settings, healthy action and healthy eating go hand in hand, and strategies to increase community health should not treat these two elements in isolation from each other.

The 'pull' factor that keeps us being physically active is because it is *fun and satisfying* (most of the time), often it is *playful and a refreshing contrast* to other parts of our lives, and provides *opportunities for social connection*. The 'pull' factors are attractive and maintain our interest life long.

Physical activity has other benefits for society because it contributes to *greater connectedness, more vibrant communities and offers non-polluting alternative transport (walking and cycling)*.

2.5 Demographic Profile

In 2006 Kaikoura's usually resident population was 3,621⁷. Although the population has increased by 10.6% since 1991, between 1996 and 2001 there was a slight decrease (1.2%). The rural area of Kaikoura District is where the main increase in population has occurred. Since 1996 there has been a 2.0% decrease in the township's population and an 11.5% increase in the rural population. A quarter of Kaikoura's population is under the age of 20 years, and 15% are over the age of 65 years. Approximately 82% of Kaikoura's population is European (or 'New Zealander'), followed by Maori at 15.4%.

A more in depth demographic analysis is in the **Literature Review**.

⁷ Source: Statistics NZ 2006 Census population data

2.6 Swot Analysis

A SWOT analysis was undertaken based on the data gathered in the consultation and research phases.

STRENGTHS

- Exceptional outdoor recreation opportunities in the District
- Strong tradition of self-help and volunteering
- Relatively good range of sports clubs in District
- Extensive shared use of facilities between community and schools
- Generally sufficient sports parks
- Funding from the Community Trust based in Christchurch
- Partnership between Council, DOC, Whale Watch and Te Runanga O Kaikoura to develop walkways and tracks on the Peninsula
- Top of the South Regional Physical Activity Strategy provides a strong regional context for this Plan

WEAKNESSES

- Lack of benchmark data on physical activity participation in the District
- Small population and rating base to support high cost sport and recreation facilities
- Changing work and lifestyles, for example, an increase in tourism has been linked to greater transient population and reduced availability of volunteers after-school, in evenings and weekends
- Lack of sufficient indoor sport space for court sports, a fitness gym, gymnastics and trampoline
- Lack of coordination, sharing information and good practice between clubs
- Small size of many clubs threatens ongoing viability
- Lack of critical mass of players in most sports for viable competitions within the district
- Lack of safe roads for cycling and lack of separate cycleways on high traffic routes
- Lack of resident TRST coordinator in the District
- Support services for health, recreation and sport are remote from Kaikoura and fragmented (based in Christchurch, Nelson and Blenheim)
- High percentage of unoccupied dwellings. 30% compared to the national average of 10%. This has an effect on sport club membership.

OPPORTUNITIES

- Residents want to be more active⁸
- Re-establishment of a paid Coordinator role to support sport and physical activity

THREATS

- Limited number of volunteers being overloaded and withdrawing from leadership roles

⁸ 8 out of 10 high school age and 4 out of 10 adult respondents want to be more active. Source is self reporting questionnaire undertaken in August-September 2007 as part of Plan consultation. This was not a random sample survey so results can only be taken as broadly indicative.

initiatives

- Promotion of physical activity by health agencies
- Increase use of Green Prescriptions by local medical practitioners
- Creating a multi-code club with a paid administrator could improve stability and sustainability of sport in Kaikoura
- Community-school partnerships in developing future facilities
- Further development of walkways and tracks including a shared pathway from Kaikoura town to Seal Colony increasing walking and cycling opportunities
- Most insufficiently active residents wanting to be more active
- Capitalising on exceptional local environment for outdoor pursuits for recreation, training and employment
- Partnering with eco tourism enterprises and DOC to develop more land based outdoor recreation opportunities for both visitors and local residents

- Sustainability of facilities with a small number of users
- Expectations regarding the quality of facilities is increasing
- Barriers to participation not addressed
- Sustaining a resident Coordinator
- Perceived over-supply of Council reserves in some parts of District
- Increasing cost of transportation (affect of "Peak Oil") threatening competitive sport participation

3 PEST Analysis

A PEST analysis was undertaken based on the data gathered in Stage 1 research.

POLITICAL

- Kaikoura District Council is a partner in the Top of the South Regional Physical Activity Strategy
- Pressure to develop sport and recreation facilities, especially an indoor heated swimming pool complex
- Strong self-help tradition reflected in low level of Council involvement in provision
- Government policies impact on local provision by government agencies such as DOC
- Creation of Primary Health Organisation with health promotion role
- Local Government Act requirements of

ECONOMIC

- Impact on local government rate increases of capital and operating costs of any new recreation and sport facilities
- Increasing oil prices having impact on leisure related travel
- Significant proportion of seasonal and shift work in local labour market
- Strong demand for tourism workers during traditional recreation and sport participation times of the week (early evenings and weekends)
- Smallness of business community to support local clubs and events
- Relatively large sub-divisions under

<p>Long Term Council Community Plan planning processes</p> <ul style="list-style-type: none"> ▪ Increasing burden on a small District Council to implement legislation on a widening range of activities ▪ Effective collaboration is critical because of small population, especially Council and health agencies with local Maori 	<p>development and more planned</p> <ul style="list-style-type: none"> ▪ Visitor centre planned on hill and northern retail development shifting economic activity from traditional CBD in West End
<p>SOCIAL</p> <ul style="list-style-type: none"> ▪ Ageing local population with many elderly socially isolated ▪ The 7 day shift work week of tourism has also reduced availability of residents to take on volunteer roles or participate in sport ▪ SH1 bisects Kaikoura township and lack of safe crossings fragments the urban community ▪ “Suction effect” of Christchurch (and to lesser extent Blenheim) for tertiary education, retail, sport and entertainment ▪ Tertiary education undertaken outside the District ▪ Unclear how many new permanent residents will be attracted to Kaikoura to settle in new sub-divisions 	<p>TECHNOLOGICAL</p> <ul style="list-style-type: none"> ▪ Growth of sedentary entertainment and recreation through digital technology especially in younger age groups and particularly males ▪ Broadband access and mobile phone reception highly variable in District ▪ Increasing car ownership, increasing mobility especially of 15 -19 year old age group ▪ Improved roads shortening travel times within District and to Christchurch and Blenheim

3.1 Stakeholders

There are a large number of stakeholders identified with an interest or role in the actions listed in the strategy. However, the three the main stakeholders driving the development and implementation of the strategy are:

- Kaikoura District Council
- Canterbury District Health Board (CDHB)
- Tasman Regional Sports Trust

The roles of the main and other key stakeholders are described below.

1.1.1. *Kaikoura District Council role*

Council supports public recreation and active leisure opportunities in the Kaikoura District through provision of parks, reserves, playgrounds and sports grounds, and an outdoor swimming pool.

The Department of Conservation, schools, clubs and commercial operations supply most of the remainder.

The Steering Group has identified that Council should focus on:

- Helping promote physical activity by planning, provision, management and maintenance of effective and targeted recreation facilities, open space, cycleways, footpaths and tracks,
- Providing information services as they relate to use of public open space, facilities and services (such as bookings and availability, levels of service and type of opportunity),
- Ensuring efficiency of use and provision of public open space, facilities and services
- Developing and maintaining effective partnerships with other agencies where possible to ensure key open space, facilities and services are appropriately delivered (monitoring and consultation).

Physical activity programmes are an important service and are often better delivered by partner agencies working within the community and supported by Council. Some services such as training of coaches are best delivered by Regional Sports Organisations and/or TRST. The Council does not see itself as a direct provider of these services because of limited resources, but as having involvement and links in roles such as planner, advocate, supporter and catalyst.

1.1.2. Tasman Regional Sports Trust (TRST) Role

The role of the TRST is to support and promote actions that will get *more people, more active, more often*. The TRST established a resident part-time paid Sports Coordinator from 2003 to 2006 but changed delivery mode with the resignation of the staff member. Sport Marlborough staff now service Kaikoura from Blenheim.

Club Activate

Club Activate is a programme developed by Sport Marlborough in 2000 for the target children who are inactive and/or at risk of obesity. This programme is designed to target family groups by working with the Public Health Nurse and Kaikoura schools to help children, young people and their families lead more active lifestyles. The aim of Club Activate is for the child or young person to maintain and sustain their increased involvement in regular physical activity independently after the programme ends. It involves monthly visits to monitor the child or young person's progress and to offer continued support.

The programme is managed by Sport Marlborough staff and although currently is only in its infancy with just 8 hours per month allocated it is intended that as the number of families enrolled increases further resource will be provided.

Active Movement

This programme contains teacher training sessions with teachers and children, seminars for parents and teachers and community presentations e.g. Brainwaves presentation. Kaikoura is

visited at least once every quarter, as well as whenever the need arises. All the Kaikoura early childhood centres as well as Barnardos and Plunket are involved.

Active Schools

The aim of the programme is to support primary schools so that children can choose and enjoy physical activity. All six Kaikoura primary schools are supported by the Active Schools Facilitator who is based in Blenheim at Sport Marlborough through a one year contract from 1 July, 2007 (this has the option of extending to a 2yr contract if needed). Woodbank, Lynton Downs and Kaikoura Suburban Schools are working in a cluster as they are smaller than the other schools.

An introductory workshop for all staff from all schools was held in August, 2007 with follow-up staff meetings held over the following month to identify schools needs regarding physical activity. Schools have written an Action Plan to achieve their goals regarding physical activity. Visits are needs-based and currently involve visits to Kaikoura approximately once a fortnight to work with teachers and students on achieving their action plan.

The focus is on up-skilling teachers (e.g. Run, Jump, Throw workshop) and students (e.g. lunchtime activity leaders) and creating environments where children can choose and enjoy physical activity (e.g. available equipment, facilities, resources). Another focus is to create and maintain links with the community to support physical activity i.e. sports clubs and health organisations, parents and family.

Kaikoura Lions Swimming Pool

The TRST manages the Swimming Pool under an agreement with the KDC during the period November to March. The normal average attendance for a summer season is approximately 5,000 visitors and the facility is used for school swimming programmes at primary and secondary level. The KDC has planned to build a new sport complex and this will provide for a new pool facility to replace the Kaikoura Lions Pool which is now near to the end of its economical term of life.

1.1.3. Canterbury District Health Board (CDHB) Role

The role of CDHB through its Planning and Funding Division is to contract agencies such as Community and Public Health to implement the HEHA Strategy on behalf of the Ministry of Health. A key component of HEHA under *Healthy Action* is supporting and promoting actions that increase the levels of physical activity to achieve health gains for the individual and the community as a whole.

CDHB should focus on:

- Committing its resources and network of public health staff and contracted agencies to implement the relevant actions in the Kaikoura District Physical Activity Plan and align these actions with the HEHA strategy and implementation plan (2006-2010).
- Promoting physical activity through support and promotion of programmes and events

- Assisting with facilitation of local coordination and delivery of physical activity and nutrition initiatives

1.1.4. The Kaikoura-Hurunui PHO

The small size of the PHO means it has limited resources to promote physical activity and integration of this Kaikoura Physical Activity Plan with PHO Health Promotion Plan will be important. The Kaikoura Medical Centre is the local service provider and is supporting the drive for increasing physical activity with staff involved in development of the plan. The Medical Centre is the key agency for Green Prescriptions which is a written advice to a patient to be physically active, as part of the patient's health management.

1.1.5. Te Runanga O Kaikoura

Te Runanga o Kaikoura is the kaitiaki Papatipu Runanga for the Kaikoura District. Te Runanga o Kaikoura are representatives of Ngati Kuri (the hapu or subtribe of Te Runanga o Ngai Tahu who hold manawhenua and manamoana of the Kaikoura District). Te Runanga o Kaikouras rohe centres on Takahanga and extends from Te Parinui o Whiti to the Hurunui River and inland to the Main Divide.

1.1.6. Te Tai O Marokura

Te Tai O Marokura is a Maori health and social agency targeted at delivering services from conception to grave for the approximately 1,000 Maori living (mostly from the Kati Kuri hapu of the Ngai Tahu iwi) within its rohe that extends from Grassmere in the north to Hurunui in the south and inland to Hanmer in the west. At any one time the agency will be delivering a wide range of services to between 300 and 400 clients from its base at Takahanga Marae. The agency has a branch focused on delivering physical activity and nutrition programmes to groups and individuals as part of its contracts with CYF and the Ministry of Health. Te Tai O Marokura is now starting to develop its own policy regarding physical activity and nutrition.

1.1.7. Department of Conservation (DOC)

In a physical activity context, DOC is focused on providing opportunities and facilities to cater for a wide range of outdoor recreational needs for visitors on the DOC estate. Local residents benefit through using facilities developed by DOC to meet the demands of the large number of tourists who visit the local land areas managed by DOC. The South Marlborough Area Office based in Renwick is responsible for management the DOC estate within the District and has a field office with permanent staff in Kaikoura. Tasks are undertaken by a mix of local staff and staff based in Renwick. DOC is actively involved in partnering with Council and other agencies to coordinate and manage key infrastructure such as toilets, walkways and tracks.

1.1.8. Canterbury Regional Council (ECAN)

The ECAN, like most regional councils, has had a focus on protection of the environment and management of natural resources. There is an opportunity for ECAN to become more involved in recreation planning and provision in the District. A significant resource in the Kaikoura District under the control or influence of ECAN are the flood banks and riverbanks which have been identified as potential walking or mountain biking routes. Some of these routes are already used informally by walkers and bikers.

1.1.9. Schools

Schools have legislated responsibilities to deliver physical activity and physical education as part of the curriculum. In addition, most schools facilitate extensive extra-curricula sporting and outdoor recreation activity. The level of commitment to these activities and the facilities required to deliver them is determined by the governance and senior management of the school. Local schools have a strong tradition of sharing their facilities with the wider community, many of the recreation facilities are the only such facilities in the District. Some of these facilities have been part funded by the community such as the gymnasium at Kaikoura High School. The High School has a part time Sportfit Coordinator who supports physical activity delivery in the High School.

1.1.10. Clubs and Associations

Clubs and associations receive support because of their charitable status, open membership and wide recognition of the social benefits of the 'constructive occupation' they provide for members, particularly young people. Most are constrained by the capability and capacity of their volunteer leadership to deliver services to members.

4 Kaikoura Physical Activity Plan - Outcomes, Goals and Actions

This section defines the fit between the desired outcomes and goals of the community and the outcomes, goals and objectives of this plan.⁹ The outcome of the plan will be physical activity contributing to the relevant community outcomes listed in the Kaikoura Community Plan¹⁰ including:

- Sustainable development

⁹ An outcome is a result that can be measured. It is the ultimate reason for action. Measurement may require the implementation of a variety of research programmes and it may be difficult to prove causal relationships between actions and outcomes. *However, there should be broad agreement about the validity of the outcome (while there may be disagreement about how to achieve it).*

A goal (sometimes known as a strategic aim) is something that we want to achieve in the future. It is consistent with the outcome but is more specific. In this case, we agree that we desire to have a healthier community for a variety of reasons (personal, social and economic). There are various ways to achieve this (banning smoking in bars is one, eating more fruit and vegetables is another). In this case our goal is to increase community health by encouraging increased levels of physical activity.

An objective is a specific measurable result expected within a particular time period, consistent with a goal. It is a clear "milepost" along the chosen path to the goal. Objectives are quantified and indicate time and agency responsibility.

¹⁰ Outcomes drawn from [Kaikoura District Council Annual Plan 2007/2008](#)

- Safe, efficient transport network
- Opportunities for education and employment
- Environmental protection and enhancement
- Affordable access to quality community facilities
- Community involvement in planning the future and managing the present

The **main goal** (or strategic aim) of the plan is:

Active and healthy residents in Kaikoura District through more people, being more active, more often for life.

This plan seeks to support collaboration and efficient provision of facilities and services within the District. It does not seek to override any existing community programmes, groups or initiatives, but does seek to support those initiatives that are likely to increase physical activity levels. Its prime focus is on services and local facilities provided by Council, clubs and schools, recognising that such provision best takes place in partnership with a wide range of community and government agencies.

Therefore the **main objective** of this plan is:

An average 1 percent annual increase in the levels of physical activity in the Kaikoura population, as measured by Sport and Recreation New Zealand.

The rate of increase is consistent with the equivalent objective in the Top of the South Regional Physical Activity Strategy. Progress against this objective will be assessed through analysis of data from a variety of sources including the Sport and Recreation New Zealand national physical activity monitor survey, regular surveys of ratepayers undertaken by Kaikoura District Council and any relevant research by CDHB or the Ministry of Health. The high cost of a full randomised survey in relation to the limited financial resources available in Kaikoura precludes this type of survey being used to measure the physical activity levels of Kaikoura residents.

5 The Six Strategic Directions of the Plan

Specific goals, objectives and actions were identified under the following six strategic directions to highlight and address priority issues:

5.1 Active Healthy Lifestyles

Goal: All residents enjoying ready access to active, healthy lifestyles.

Physical activity and health are inextricably linked. An increase in physical activity can improve individual and community health and wellbeing. As a consequence, this can reduce health risk factors such as obesity and reduce the predicted down-stream cost from lifestyle diseases such as Type II diabetes and cardiovascular disease. When increased physical activity is combined with improved nutrition and housing further improvement health and wellbeing can be achieved.

Delivering access to physical activity (that is readily available to all our residents) is a challenging goal because it means finding ways for our most disadvantaged and least engaged to participate in an active lifestyle. An implication of ready access is that for some of our most disabled residents an active lifestyle is not physically possible but for the vast majority some degree of active lifestyle is achievable. Often this will require new approaches and new ways of thinking by leaders and providers of opportunities. Therefore, development of greater awareness of inclusiveness issues and reducing barriers to participation need to be priorities of the plan.

Walking is the most accessible and inclusive physical activity option for life long participation. SPARC research shows that walking is the most popular active leisure undertaken away from the home. Walking is especially important as a physical activity option for older adults and complements sport which tends to have heavier participation in younger age groups. Provision for walking is therefore given a high priority in the plan (see Parks, Pathways and Public Open Space Provision below).

A coordinated approach to the promotion of physical activity is needed including integration with national promotion initiatives and the provision of information on opportunities through the Internet and at key sites. Feedback indicates that:

- School-age students identified word of mouth (some via text messaging for those with mobile reception) as the most common information source for things to do. However, none could identify an organised recreation or sport club or event using text technology to communicate with them.
- School and community newsletters are well read and are a highly effective method of communicating about events and programmes.
- Notice boards at the visitor information centre and at the supermarket were suggested as the best locations in Kaikoura.

Health sector involvement

It is essential that health and other agencies with an interest in promoting physical activity uptake recognise the contribution they can make to each other's goals by a collaborative approach to resourcing, promotion and provision of physical activity opportunities. In many cases, this will involve a change in delivery models for those involved. Therefore, effective joint planning and implementation at the Kaikoura District level is vital.

Maori are a significant proportion (15.4%) of the resident population and are a key target population for healthy lifestyle programmes. The Top of the South Regional Physical Activity Strategy includes an action targeting Maori.¹¹

That the Maori Regional Physical Activities Roopu in conjunction with Maori Health Providers and relevant health agencies, develop a Maori specific plan that targets those with high health needs i.e., Kaumatua and those who suffer from diabetes, obesity, and cardio-vascular disease

An initial step will be the sharing of research undertaken by the Maori Regional Physical Activities Roopu (MRPAR) of Marlborough to determine its relevance to local Maori, and if relevant how this research could be applied to programme design and delivery in Kaikoura.¹²

Health agencies will have a vital role in delivery of the Mission On initiative. The Government has decided to focus on the first two (of ten) initiatives – Improving *nutrition within the school and early childhood environments* and *student health promotion*. However, physical activity initiatives will be rolled out during the term of this plan and are likely to focus on schools (see section 5.5 Education and Physical Activity below). A principal role of health agencies, such as Primary Health Organisations (PHOs), can play is to effectively engage, influence and achieve change in General Practitioner attitudes and practices so that the physical activity option is always "top of mind" as both a prevention and treatment option for their patients. The newness of PHOs has provided an opportunity for a new approach to physical activity (and Green Prescriptions¹³ in particular) as part of the health service offered. TRST will continue to expand the delivery of green prescriptions within the District' working with the Kaikoura-Hurunui PHO, Kaikoura Medical Centre. In addition, Te Tai O Marokura (the local Maori health provider) could open up and promote to the wider community some of the physical activity programmes it has developed for its target population of local Maori such as taiaha and capoeira (Brazilian martial art/ dance activity). This approach is consistent with the Top of the South Regional Physical Activity Strategy of promoting and delivering programmes for Maori by Maori.

Green Prescriptions are an important element for the individual patient but are also potentially influential for the family and friends of the individual in reinforcing healthy lifestyles. An innovation that has been identified is to include an emphasis on daily life physical activity options such as walking to and from work, education and shopping for the individual patient and their family for mutual support. The PHO and Kaikoura Medical Centre will be critical in the success of expanding green prescriptions uptake as a treatment option. There is potential for the community gym, sports clubs or a walking group to deliver green prescription exercise options.

¹¹ Action 11, page 9 of Top of the South RPAS

¹² The Top of the South RPAS on page 5 states: "The Poumanawa Oranga report commissioned by the Maori Regional Physical Activities Roopu (MRPAR) of Marlborough. While it is not the intention to impose this research on the other geographical areas including Buller, Nelson, Tasman and Kaikoura, the recommendations from the research have been incorporated throughout the plan accordingly. Before any actions resulting from the Marlborough research are progressed, all Top of the South Iwi will be consulted to seek agreement as appropriate."

¹³ A Green Prescription (GRx) is a health professional's written advice to a patient to be physically active, as part of the patient's health management. Green Prescriptions are available nationwide, thanks to a partnership with general practitioner groups, and funding from SPARC and Pharmac. The programme encourages general practitioners and the community to work together. Key players are: general practitioners, practice nurses, patients, physical activity providers (such as clubs and fitness gyms), regional sports trusts (such as TRST who co-ordinate SPARC's activity programmes), primary health organisations, district health boards, community groups.

Another example of non-traditional roles that health can play is in the area of advocating for change in the structures and delivery of sport to make it more flexible and more 'wellness outcome' orientated. This might be achieved by broadening the current focus on injury prevention/minimisation to possibly some form of reward structure for an adaptation that improves the health benefits for the community. Commercial health providers will also play an important part by way of physical activity options.

Coordinator role

A part-time community activity and club coordinator in various guises was suggested during consultation. This role could have a physical activity and sport development focus as well as a nutrition role. An option could be additional hours added to the Sportfit Coordinator position already operating at Kaikoura High School and hosted by the school but delivering for the wider community. The Coordinator could improve use of the local facilities. It would need a combination of funding from health agencies (CDHB and possibly the Kaikoura-Hurunui PHO), the Active Communities Fund of SPARC, Council and a funding trust could make a significant commitment to increasing physical activity uptake through a Coordinator position. This has been a successful strategy used in Clutha to establish a Coordinator position where no single agency had the resources to fully fund the Coordinator because of the small catchment population. A user pays component to programmes delivered by the Coordinator would also be needed to make the position sustainable. The position could possibly have a club administration role again mainly funded by user pays through a levy on members.

Outdoor recreation

The natural assets within the district provide exceptionally good opportunities locally to participate in outdoor recreation pursuits in a wide range of environments. Waka ama, river and sea kayaking, tramping, mountain-biking and climbing have all been mentioned. Many of these activities are provided for visitors by commercial providers. However, the cost of these experiences means that local residents can only afford to participate on an occasional basis. Informal individual or group initiatives or community based options, such as those offered by the very active Kaikoura Tramping Club, are the only viable participation option for most residents. Schools have an important role to introduce young residents to outdoor recreation pursuits, building the skills to be able to enjoy them and provide the equipment needed (see section 5.5 Education and Physical Activity below).

Role of events

Support from health agencies and TRST for community participation events, such as multi-sport events, is an effective motivating tool as well as an opportunity to introduce residents to an activity that requires regular preparatory training. These events need to have easy entry level as well as progression opportunities to place challenges in front of participants and enable them to find their own comfort level. A series of such events throughout the year provides personal challenges that help to maintain regular physical activity. They also enable healthy nutrition messages to be conveyed as part of the event preparation.

In the context of the natural advantages of Kaikoura and its status as an eco-tourism destination, most events will be based on outdoor recreation pursuits of one kind or another. These events can generate significant economic benefits through attracting visitors to Kaikoura from Christchurch and beyond, particularly for multi-sport events utilising the District's natural assets and tourism infrastructure. Support for low cost activities such as touch and summer soccer would also be appropriate (refer to the Kaikoura District Council website for upcoming events).

Workplace initiatives

Educating employers to modify work practices and environments to become activity friendly workplaces is an important means of providing opportunities for physical activity in the daily lives of employees and owners. SPARC has developed a programme to support employers and employees to modify their workplace.¹⁴

Access for people with disabilities

Access to physical activity opportunities can be enhanced for all of the population if design of organisational systems (such as sport events and leagues) and design of facilities and pathways provides access for people with disabilities. TRST hosts a regional officer with the support of the Halberg Trust to advocate for inclusiveness for people with disabilities. Although the Halberg Trust was specifically established to help persons with physical disabilities it has now extended its focus to include all disabilities that might impact on the ability of people to become physically active. The Halberg Trust Activity Fund is helping many disabled people in the community become physically active. This is a role primarily working with physical activity providers and implementing the No Exceptions strategy developed by SPARC¹⁵.

The commitment by clubs and other community based physical activity providers to the No-Exceptions Policy still appears to be 'an exception rather than the rule' within Kaikoura. The plan promotes disability access as a compulsory part of any facility or programme development that seeks funding from agencies such as Council or funding trusts.

¹⁴ The **Activity-friendly Workplaces** scheme has been established to assist employers, human resource managers and anybody wanting to promote health and fitness programmes in the work environment. For more information www.sparc.org.nz

▪ ¹⁵ SPARC launched in May 2004 a revised "No Exceptions" policy see the appendix for fuller explanation

Objective(s)	<ul style="list-style-type: none"> ▪ Local coordination of physical activity and sport opportunities is strengthened ▪ A coordinated communications plan is developed and implemented to promote uptake of physical activity for personal health and enjoyment. ▪ CDHB work with other health agencies, TRST and existing networks to develop health related physical activity initiatives consistent with the Healthy Eating Healthy Action (HEHA) strategy and implementation plan ▪ Develop awareness and commitment to adopt and implement inclusive approaches and reduce barriers in the provision of physical activity opportunities within clubs and groups as well as event and facility providers. ▪ No Exceptions policy integrated into all relevant planning and funding allocation processes
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Actions	Commence	Contributing Stakeholders
1. Investigate feasibility of a locally based coordinator with a focus on increasing the capability and capacity of volunteer networks to deliver physical activity, sport and nutrition activities, events and programmes.	Short term	TRST (lead), CDHB, Kaikoura-Hurunui PHO, Te Tai O Marokura, Schools, Council (advocate role), funders
2. Support delivery of the Mission On initiatives in Kaikoura as these evolve.	Medium term	SPARC (lead), TRST, CDHB, Kaikoura-Hurunui PHO, Te Tai O Marokura
3. Extend the Green Prescription programme in Kaikoura and ensure local providers are established in the district	Short term	TRST (lead), CDHB, Kaikoura-Hurunui PHO, Te Tai O Marokura, accredited providers
4. Support development of a series of inclusive community events and seasonal programmes that are selected or developed because they are participation focused, low cost, promote regular physical activity and have an easy entry level with progression to higher levels of intensity and commitment.	Medium term	TRST (lead), event organisers, Te Tai O Marokura, sports such as soccer, touch, triathlon
5. Advocate to elected representatives, management, planners, coaches/instructors and administrators for adoption of No Exceptions policy and practices in their organisations.	Short term	TRST (lead)
6. Seek consent from Maori in Kaikoura to the recommendations contained in the Maori Regional Physical Activities Roopu, Poumanawa research completed in Marlborough and if confirmed, develop programmes targeted at Maori residents based on the recommendations	Short term	Te Runanga O Kaikoura (lead), Te Tai O Marokura, Maori Regional Physical Activities Roopu, TRST
7. Develop a communications plan to facilitate uptake of physical activity including: <ul style="list-style-type: none"> ▪ Council to support and web enable a database encompassing all known active recreation and sport activities and organisations across 	Short term	Legacy Group (lead), Council, TRST, CDHB, Kaikoura-Hurunui PHO,

<p>Kaikoura</p> <ul style="list-style-type: none"> ▪ Use local school and community newsletters to promote messages about events and programmes as well as the benefits of physical activity. ▪ Investigate use of mobile text and internet technology to regularly target young people with specific messages about events and programmes targeted at their age group as well as the benefits of physical activity. ▪ Partner agencies use consistent messages regarding physical activity when communicating with organisations and residents and coordinate with national campaigns such as Push Play ▪ Council to adopt DOC format for signs, maps and published material displaying information on physical activity opportunities across the entire district ▪ Promote understanding of what is 'reasonable risk' to facilitate active lifestyle and outdoor recreation activities 		Te Tai O Marokura
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5.2 Sustaining Volunteers and Vibrant Sport and Recreation Clubs

Goal: Strong and sustainable sport and active recreation clubs contributing to community cohesion and identity

Clubs and their volunteers are important in maintaining and growing the levels of regular participation in sport and recreation. The support of sustainable club structures, recruitment and retention of volunteers and adaptation of clubs and activities were identified as key needs. Supporting clubs means supporting 'volunteerism', which is very important in the District. Ways that support agencies, such as TRST and Council, can offer support include:

- Providing information about funding sources for activities and assisting with applications (at least once, to share the necessary skills).
- Introducing appropriate and stream-lined administrative systems (including ensuring incorporated societies maintain their legal obligations).
- Creating alliances between similarly-focused individuals and clubs.
- Providing new ideas and directions to clubs who lack strategic direction.
- Mediating the resolution of seemingly intractable problems.
- Ensuring realistic expectations are maintained.
- Recognising and acknowledging the value of volunteer input (affirmations and a pat on the back).

The threats to participation in organised club sport and outdoor recreation are similar to community based counterparts. Outdoor recreation opportunities abound and skilled leadership is available in the community and participation is mostly informal, although the tramping club is one of the few organised formal structures that is strong. The barriers to sport are the small number of participants playing each of the sports, combined with the isolation of Kaikoura requiring extensive and costly travel out of the District to access suitable competition. Volunteer parent support as coaches and managers is generally good. However, most club sport activity is dependent on the goodwill of a small number of volunteers with the skills and leadership abilities to organise and deliver the opportunities in a competent manner. There is a significant risk

of an activity ceasing because of the loss of a key individual and Kaikoura has experienced this in the past, such as with softball. Recruiting and retaining volunteers with key skill sets is critical and providing recognition for the commitment and effort put in by these volunteers is important.

The establishment of a Coordinator position would greatly increase the capacity to support volunteers and their clubs. There is an opportunity for development of a multi-code club structure or at least a shared secretarial-treasury administration service through a syndicate of clubs. The various sport sections of the multi-code club (or the clubs in the syndicate) which want to improve how they organise and deliver their sport could get additional input from the coordinator on a rotational basis.

A recurring theme from schools was the need for training of parents to be effective coaches and club coaches in the appropriate way they operate within a school environment and interact with the students. A locally based Coordinator (with strong support from specialist RSO and TRST personnel) was identified as the key actor in making this happen.

Objective(s)	<p>Maintain vibrant club structures by encouraging:</p> <ul style="list-style-type: none"> ▪ Recruitment and retention of club volunteers ▪ Training volunteers to increase their capability and capacity to deliver ▪ Sustainability of clubs through improved management, promotion and succession planning ▪ Rationalisation and merging of clubs/activities where appropriate ▪ Adaptation of activity to meet changing demand
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Actions	Commence	Contributing Stakeholders
8. TRST (preferably through a local Coordinator) and regional sports organisations (RSOs) to support clubs to increase volunteer capability through training programmes and capacity through recruitment and retention strategies.	Short term	TRST (lead), clubs and RSOs
9. Recognise and publicise the commitment and effort of club volunteers in leading sport and outdoor recreation activities through an annual award	Short term	TRST (lead), clubs, Council
10. TRST (preferably through a local Coordinator) facilitate twice yearly a forum for sport and recreation organisations (local clubs, TRST) to address Kaikoura issues, to identify common factors between clubs that are under stress or declining and establish a 'best practice model' for Kaikoura implementation.	Short term	Sport Kaikoura (lead)
11. TRST (preferably through a local Coordinator) to support willing clubs to help them create a shared management and administrative structure that is workable and sustainable.	Medium term	TRST (lead), clubs, Council

5.3 Facility Planning and Provision

Goal: A sustainable network of sport and recreation facilities

Kaikoura has a network of sport and recreation facilities that have been provided by clubs or through community-school partnerships, notably with the major sports hub at Kaikoura High School. Sustaining these assets in good condition is a major issue facing some clubs and the High School (the gymnasium floor replacement and outdoor court resurfacing). The co-location of the netball/tennis pavilion by the outdoor courts at the High School is an example of an effective partnership. There is potential to further enhance the hub through further development at the High School site. The other significant hubs are Takahanga Domain and the Racecourse. The Domain is characterised by duplicated facilities with bowls, squash and rugby all having separate clubrooms.

The network has marginal levels of provision characterised in feedback that:

- Some facilities experience fluctuations in utilisation caused by the ebbs and flows of sports due to loss or gain of key volunteers
- Some club facilities are under utilised due to a decline in participants in the particular activity
- Many clubs are struggling to maintain their facilities with their current income
- The single court school gymnasium at the High School is the only indoor facility in the district capable of accommodating basketball, netball and volleyball games and is under intense pressure (the High School is increasing from 2 to 3 periods of physical education per week for students which will increase pressure further)

The network has some gaps in provision including:

- A lack of a heated indoor swimming pool
- The lack of a dedicated gymnastics facility in the district
- The lack of a suitable and affordable facility to accommodate a fitness gym

Consultation regarding facilities included the following findings from the self reported questionnaire:

- The majority of respondents (60% and 69.8% for students and adults respectively) said that the existing facilities used for their sport or active recreation activities were not adequate.
- The key things that high school students would most like to see changed to improve participation in organised sport or active recreation activities are more basketball courts including courts not at the school and outdoor courts (15.3%), a new sports centre (15.2%) and a new indoor/heated swimming pool (15.2%).
- Adult residents would like to see a new indoor/heated swimming pool (38.3%) and a sports centre (17%) of which some residents said the new sports centre should include a swimming pool.
- The key things that high school students would most like to see changed to improve participation in informal sport or active recreation activities are a new indoor swimming pool (16.0%), followed by a rock climbing wall and sports centre (12.0% each).

- Adult residents believe that an indoor/heated pool (44.1%) and a new recreation centre (14.7%) are the key changes need to improve participation in informal sports and active recreation activities.

Several sports are unable to meet demand for their activity because of the absence of suitable facilities or there is not the capacity available in existing facilities. A significant number of residents travel to facilities in Christchurch or Blenheim to get access to specialised facilities, higher level coaching, and/or suitable competition that often is available at these facilities.

There are a number of facilities proposed and because of the capital required and the limited supply of funds these developments will need to be staged over the next 10-20 years. There is also a need for a long term approach to gradually consolidate facilities to reduce duplication in provision and to achieve benefits from economies of scale and greater occupancy from shared use, particularly of clubroom facilities. This consolidation will only occur where there is an awareness of the benefits and a willingness or need to take action.

Indoor heated aquatics facility

Separate investigations and development plans have been completed regarding the provision of an indoor heated swimming pool facility. Consistent support for the development of a new swimming pool was the highest priority facility project found during research and consultation for this plan. Swimming was by far the most popular informal recreation activity of adults wanting to start participating in a new activity and was second equal for high school age.¹⁶ There was varied opinion expressed as to the appropriate site and scale for the facility. The pool is an inclusive facility able to be used by almost all residents and visitors for physical activity and water is a supportive medium for people with disabilities or diseases such as arthritis or those requiring rehabilitation. It will also fill the significant gap in wet weather active recreation options in Kaikoura at present.

Fitness Gym

Provision of a fitness gym in Kaikoura by a private provider has been problematic due to the small size of the market. The current not-for-profit community gym is the solution that has evolved to try to provide a viable and affordable service. However, the lack of suitable and affordable premises is limiting the effectiveness of the community gym and threatens its viability. It currently occupies commercial premises on a prominent site which are not ideal. A solution could be to locate the community gym on public land paying a nominal or lower rental (and occupying a community facility such as a former clubroom or building a purpose built facility). An option is to co-locate the community gym with the new indoor swimming pool as proposed as part of the overall community recreation complex. Another option could be co-locate the community gym alongside the Kaikoura High School gymnasium with direct access to Rorrison's Road and could be either jointly owned or community owned. The gym could have specified times during the school day for school programmes with the majority of the school days and the balance of the week used by community gym members and classes.

Gymnastics, trampoline and martial arts

The gymnastics and trampoline clubs currently use the Kaikoura Memorial Hall. This is a multi-use facility and means there is a significant burden on volunteers to set up and takedown equipment at each session. There is also an increased health and safety risk to volunteers handling the equipment and to participants through an error in set up of equipment. The moving of equipment also adds to the wear and tear on the equipment itself and the floor of the facility. There is a clear trend elsewhere in New Zealand for development of dedicated training facilities because of these issues, for example Christchurch now has three such facilities. Trampoline is merging with

¹⁶ Source is self reporting questionnaire undertaken in August-September 2007 as part of Plan consultation. This was not a random sample survey so results can only be taken as broadly indicative.

gymnastics at the national level and co-location is a logical because many gymnasts move to trampoline as they get older. The sprung exercise floor used for gymnastics can also be used by other activities such as the martial arts and some fitness activities so there is potential to share the facility and to co-locate with a fitness gym. The young age group who participate in gymnastics would make it logical for the facility to be co-located at a school.

Covered courts

Consultation revealed the need for covered courts suitable for netball and basketball. Netball in particular wants to have as much as possible of the play and training activity on covered courts. School age students consulted in focus groups at Kaikoura Primary School and at Kaikoura High School identified the lack of an indoor facility that is available for informal 'pick up' games as well as formal sport leagues as their second most pressing need behind an indoor swimming pool. The proposed new indoor swimming pool provides another wet weather active recreation option but a 'dry' facility that is open is wanted because it is more flexible and can be used for popular activities such as 3-on-3 basketball or shooting hoops. The peak times identified by students were Fridays from after school into the evening plus Saturday and Sunday afternoons. Some facilities may have capacity at these times.

Outdoor basketball/ netball court as focal point for young people

Conversion of a tennis court at the Domain into an outdoor basketball and netball court with backboards and hoops was another consistent request by school age residents during the consultation. Basketball was the most popular sport of both current participants and the most popular new activity for high school age residents who responded to the questionnaire.¹⁷ The court area could be further enhanced as a focal point for young people through provision of seating sheltered from the weather and a drinking fountain. It has the benefit of creating a youth hub because it is in close proximity to the skate park and adjacent to the major playground facility at Kaikoura Primary School. Currently, young people tend to congregate close to the West End dairy because of the absence of an alternative destination. In addition, high school students identified the need for an outdoor half-court basketball area in South Bay primarily for use by local young people.

Community-school partnerships

Schools are critical facility providers in the district. There are several examples of community-school partnerships but with mixed feedback as to the success of the arrangements. Some facilities such as the playground at Kaikoura Primary School and the shared outdoor courts at Kaikoura High School with the associated Pavilion are very positively viewed by stakeholders. Some negative feedback appears to arise when demand for the facility exceeds the capacity of the facility to meet the demand, such as with the gymnasium at Kaikoura High School. Some of the issues appear to arise from lack of clarity in the wider community regarding the original agreements (or the lack of a durable agreement) after the original personnel involved in the development have exited the governance and management of the partner organisations. However, there was general support for the concept of dual provision (that is jointly owned and managed) as an effective way to optimise use of a facility and/or to develop facilities on well located and low cost land.

Location of facilities

Any community recreation facility needs to be well located in relation to the major areas of housing of the resident population.

Planning Principles

A 'principles-based' planning approach is proposed to guide the assessment, consideration and decision-making process for facility developments. The principles reflect the trends that are impacting on the provision of community facilities in New Zealand, and within the Kaikoura District and the wider region. As these are 'trend-based'

¹⁷ Source is self reporting questionnaire undertaken in August-September 2007 as part of Plan consultation. This was not a random sample survey so results can only be taken as broadly indicative.

principles, they will need to be regularly reviewed to maintain relevance in a changing planning environment. However, they represent a 'common sense' approach to facility provision.

In summary, the principles are:

Principle 1: Co-location and shared facilities replacing dispersed and duplicated provision

Principle 2: Partnering to maximise community benefits

Principle 3: Rationalisation of supply of facilities

Principle 4: Targeted renewal and refurbishment funding

Principle 5: Improved communication and co-ordination

Principle 6: Redevelopment of compromise facilities to improve functional performance for specialised uses

Principle 7: Fair allocation of capital, based on historical support from funders

Principle 7: Response to local community values

See the appendix for explanatory notes on these principles.

Roles for Council

In providing community facilities, local authorities may adopt one or several different roles for each facility project. Consideration of these roles becomes important when determining the type and the level of support of facility developments Council may choose to offer. These roles are:

- Statutory body
- Planner
- Provider and Asset Manager.
- Supporter
- Co-ordinator of opportunities
- Catalyst
- Advocate

See the appendix for explanatory notes on these roles.

Objective(s)	<ul style="list-style-type: none">▪ Develop facilities to meet critical gaps in provision▪ Using the planning principles and assessment process when addressing unmet facility demands and development proposals▪ Using the planning principles to identify facilities for retention as hub facilities
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Actions	Commence	Contributing Stakeholders
12. Develop an indoor heated swimming pool to provide a year round service	Short term	Council (lead), Schools, Swimming Club, funders
13. Convert a tennis court at Takahanga Domain into an outdoor basketball/ netball court for year round use	Short term	Council, tennis, basketball and netball
14. Develop a fitness gym	Medium term	Community gym (lead), Council, Kaikoura High School, funders
15. Develop a dedicated training facility for gymnastics, martial arts and trampoline preferably co-located with the community fitness gym	Long term	Gymnastics club (lead), Trampoline club, martial arts groups, Council
16. Develop covered to increase capacity for indoor sport and informal recreation particularly during wet weather periods	Long term	Council (lead), Kaikoura High School, Netball, Tennis, Basketball, Volleyball, funders

5.4 Parks, Pathways and Public Open Space Provision

Goal: A sustainable network of parks, pathways and public open spaces

The Kaikoura District is superbly endowed with outdoor opportunities in the public open spaces from alpine through foothills, beaches to coastal waters, river walks, urban parks, roads, tracks and trails and extensive forest and bush areas. These abundant natural assets represent a significant advantage for promoting physical activity. Using these assets for school and community activities has high merit rather than trying to develop a wide range of specialised sports facilities in the district that would require a high level of capital investment per user because of the relatively small number of users. Most of these assets require relatively low levels of capital investment and ongoing maintenance and much of this expenditure is undertaken by the nationally funded Department of Conservation rather than Council.

Sport and Recreation New Zealand (SPARC) is leading a review of the outdoor recreation sector which is likely to have some impact on Kaikoura in coming years. The review is undertaken in partnership with the Department of Conservation and other relevant government departments or agencies, non-government organisations and the

outdoor recreation sector. The objective of the review is to identify ways to maximise the value of outdoor recreation to New Zealanders (e.g. health, education, tourism, trade, national identity, social development and environmental values).¹⁸

Urban parks and sports fields

Provision of urban parks and sports fields is adequate. Recent housing subdivisions include extensive public reserves providing walking and cycling pathways as well as neighbourhood reserves. Sports fields are provided through a mix of Council maintained urban parks (e.g. Takahanga Domain) and those maintained by schools, such as by Kaikoura High School (and part funded from nationally by the Ministry of Education).

Walking, cycling and mountain biking networks

Walking is the foundation activity for increasing physical activity and provision for walking is a high priority from consultation feedback. Council, DOC, Whale Watch Kaikoura, Ngai Tahu and Te Runanga O Kaikoura have been working together to plan and develop an effective network of paths and walking routes on Kaikoura Peninsula that deliver safer walking opportunities for both daily-life transport and recreation needs of residents and visitors.

The current and planned network includes paths and routes within the Department of Conservation estate, on Kaikoura District Council roads and reserves and Ngai Tahu land. The 1998 Coastal Management Strategy (CMS) aims to build on the existing walkway network by completing a continuous walkway linkage along the coast of the township and the peninsula. The desired outcome is for walking to replace vehicles as the preferred option of travel for visitors within Kaikoura Township. Currently about 40% of the actions listed in the CMS to improve walkways have been completed. However, the Westend to the Seal Colony walking route was consistently identified as the highest priority for action by those consulted in developing the Physical Activity Plan. According to DOC the seal colony at Point Kean on Kaikoura Peninsula is one of two areas most visited in the conservancy with an estimated 265,000 visitors annually. This walkway development is in progress but is far from completion. There was a high level of concern with provision for cycling along this same route. The route has the potential to become an iconic pathway similar to what has occurred in Wellington, New Plymouth and Napier when these shared pathways were upgraded to a consistently high standard of width, surface quality and safety along their entire length. The Nelson/Marlborough Conservancy Recreation Opportunities Review undertaken in 2004 proposed an upgrade for the Kaikoura Peninsula Walkway and South Bay car park to a higher standard and to construct a gantry and stairways on the proposed new coastal route on the Peninsula Walkway. These have now been completed along with toilet and interpretative facilities at the South Bay start of the Walkway.

The June 2007 draft Safety Management System and Rooding Asset Plan (SMSRAP) includes a target for provision for 1.4km of pathway that is wheelchair and pushchair accessible and logically this would be along this route because the standard required for these users could be adopted for the shared pathway. This route, with links to Torquay Street, would also provide the core exercise walking loop, particularly for winter evenings, because it has adequate street lighting and a reasonable level of personal safety compared to other options.

¹⁸ Source: www.sparc.org.nz The review will:

- provide a 'current state of the environment' description of the outdoor recreation sector;
- identify potential values the outdoor recreation sector can offer;
- identify the barriers and opportunities to realising these values,
- assess options for maximising the value from outdoor recreation; and
- make recommendations to the sector and Government.

The findings and recommendations of the review will inform the development of a national outdoor recreation action plan. It is anticipated that recommendations to the sector and Government on opportunities for maximising the value from outdoor recreation will be made by the end of June 2008.

Cycling is increasing in popularity as a recreational activity (particularly mountain biking) and is included with walking because cycling can share many of the off-road tracks and routes used for walking. However, some specialised routes are also needed to separate walkers and cyclists, particularly for high use pathways and tracks that are narrow and have short sight lines or where high speed down-hill mountain biking occurs. There is a major opportunity to develop mountain bike tracks on land on the margins of rivers such as the Kowhai River (which already has informal use occurring). The Kowhai River has the added benefit of ability to create loop rides of varying distances because there is access to public roads at several points along the eastern bank. An off road link from Kaikoura alongside SH1 could be achieved through extension of the shared pathway currently being developed to connect Ocean Ridge with South Bay. Development of this opportunity would need agreement from the affected land owners. Another opportunity suggested was development of a contour track along the front of Mt Fyffe with access to the track from Mt Fyffe Palmer Bush Walk and Mt Fyffe & Hinau Walks. These tracks would provide another activity option for visitors to Kaikoura as well as for local residents. This would be on DOC land. The recently established track network at Okiwi Bay developed by DOC with tracks to a high point and along coast provides day walk opportunities and could provide another more challenging mountain bike route.

In addition, DOC is looking at improving access to other backcountry areas in the District. It is awaiting the completion of the Muzzle Tenure Review which affects 80-90,000 hectares of the Seaward Kaikoura range. This area is remote but has a significant network of huts and usage mostly by river users. It has potential to provide more backcountry outdoor recreation opportunities in the future depending on the outcome of the tenure review. Another long term opportunity is the development of walking access to Lake Rotorua and Lake Rotoiti by DOC and local landowners.

A walking and cycling strategy for the Kaikoura District is currently being developed.

Dog exercise areas

Pet dogs have been identified as important active lifestyle coaches because they motivate owners to walk more regularly. The area known as "the plantation" alongside SH1 has traditionally been used as an "off-leash" dog exercise area but with some conflict occurring with motorbike enthusiasts using the same area. There is concern that the area will have increased conflict because development of the shared pathway will bring other walkers and cyclists through the area that may not be sympathetic towards dog owners and their pets. Designated "off-leash" dog exercise areas with dog proof enclosure fencing and clear signage warning other users of the purpose are needed. Areas suggested to be designated include part of South Bay beachfront, the Plantation and a former sawdust pit area off Beach Road north of the urban area.

Transport planning

Policy and actions of this plan for walking and cycling on the road network need to be integrated within the Kaikoura components of the Regional Land Transport Strategy and SMSRAP. Both of these documents include actions that will promote walking and cycling and provide for improved footpaths and cycleways and lanes. Schools are a vital player in increasing walking and cycling to-and-from school within Kaikoura township (this is impractical for rural schools) and school travel planning needs to be encouraged at these urban schools for both physical activity and sustainable transport outcomes. There was a consistent call for a safer route for walkers and cyclists travelling from South Bay to Westend and Kaikoura High School with the preferred option being a shared pathway separate from motor traffic alongside State Highway One (SH1) / Churchill Road and some form of controlled or separate crossing. The Beach Road section of SH1 was also identified as needing improvement or an alternative off-road route provided for cyclists and walkers with the railway corridor identified as a possible route.

Information and mapping

Maps and quality way-finding signs are an important way to inform residents and visitors about walking and cycling opportunities in the District. DOC, Te Runanga O Kaikoura, Council, Ngai Tahu and Whale Watch Kaikoura are working together to provide quality information and maps for visitors and residents alike. The recently

installed way-finding signage at entry points to Tom’s Track and on the Peninsula Walkway are examples of leading edge provision through this partnership. The adoption of consistent signage and other information across the entire district is important for ease of use by visitors and residents alike. Enabling the branding of signage by the relevant organisation would also be needed. Adoption of the national track standard for track grading system for all tracks within the district would enhance consistency in information.

Objective(s)	<ul style="list-style-type: none"> ▪ Opportunities for residents of Kaikoura to experience high quality public open space resources and experiences within the district are maximised ▪ Investment by the various stakeholders in infrastructure development and promotion are co-ordinated. ▪ Networks are developed of readily accessible and well promoted and sign-posted public open-spaces, parks, tracks and pathways providing for a range of outdoor recreation and sport opportunities, for exercise and recreation. ▪ To develop an iconic continuous walkway linkage along the total length of Kaikoura townships coast which takes maximum advantage of the natural character of the coast, and is separated as far as possible from vehicular traffic.¹⁹ ▪ Priority for walking and cycling opportunities is elevated within land transport planning processes and implementation in the District.
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The actions in the table below relate to an issue and objective described above.

Actions	Commence	Contributing Stakeholders
17. Complete the Westend to Seal Colony shared pathway for visitors and residents as top priority	Short term	Council (lead),
18. Develop a shared pathway separate from motor traffic alongside SH1 and Churchill Road to provide a safer walk and cycle link between South Bay and Westend and Kaikoura High School	Medium term	Transit (lead), Council, Schools
19. Scope viability of a mountain bike contour track along the front of Mt Fyffe with access to the track from Mt Fyffe Palmer Bush Walk and Mt Fyffe & Hinau Walks for visitors and residents	Medium term	DOC (lead), Mountain Bikers, Te Runanga O Kaikoura
20. Develop a mountain bike track along the east bank of the Kowhai River for visitors and residents with access to the track from SH1 and the various local public roads	Short term	Council (lead), Mountain Bikers, DOC, ECAN, Te Runanga O Kaikoura, any other landowners
21. Identify, designate and signpost “off-leash” dog exercise areas and if required erect enclosing fence and gates	Short term	Council (lead), any other landowners
22. Ensure the Regional Land Transport Strategy maximises opportunities for safer walking and cycling on the road network in the District.	Short term	Council (lead)

¹⁹ This objective is based on an objective in the Coastal Management Strategy because it is consistent with consultation feedback and the goal of this section of the Physical Activity Plan

		Council, Transit NZ, ECAN,
23. School travel plans are developed with schools in Kaikoura township to facilitate more walking and cycling by students with walkable and bikeable distances from home to school	Medium term	Schools (lead), ECAN, NZ Police, Council, Transit NZ, TRST
24. Council to adopt DOC access grading system for application to tracks and walkways and formats for signs, maps and published material displaying information on track networks and implement changes in replacement and renewal programme	Medium term	Council (lead), DOC
25. Collaboration between health agencies, TRST (utilising Halberg Trust Sport Opportunity Advisor), Council, Transit, seniors groups and disability groups to ensure specific needs of all people with disabilities are met within the network of roads, footpaths, trails, tracks and walkways.	Short term	TRST (lead), Council, CDHB, Transit, seniors groups, disability groups such as CCS Disability Action

5.5 Education and Physical Activity

Goal: Active lifestyles fostered in education

Schools and early childhood centres are a critical element in the Kaikoura Physical Activity Plan because they help to set life long patterns of physical activity and teach skills essential for participation in recreation and sport pursuits. Schools and early childhood centres are critical providers of facilities and skilled people within Kaikoura District. The Government has recognised this with the Mission-On initiative having a strong focus on schools and early childhood centres with funding from the Ministries of Education, Health and SPARC at the national level. Local primary schools and early childhood centres in the District are being supported by regional agencies such as TRST from Blenheim and CDHB from Christchurch.²⁰ The Sportfit Coordinator at Kaikoura High School is supported by the Regional Sportfit Director based in Christchurch. This means the delivery of support services into this sector is fragmented between Christchurch and Blenheim.

The pre-school age is now being targeted with the Active Movement programme supported in Kaikoura by TRST personnel based in Blenheim.²¹ The programme is meeting a critical need for effective advisory support for educators, parents and caregivers to improve the opportunities for physical activity for pre-schoolers.

Local schools are very positive about the Health Promoting Schools and the Active Schools programmes which are well supported by CDHB and TRST respectively. Local schools are supporting the delivery of regular and frequent physical activity opportunities and receive effective support and training for teachers and parent volunteers from TRST.

²⁰ Mission-On is a broad-based package of initiatives to give young New Zealanders and their families the tools to improve their nutrition and increase physical activity. It is aimed at children and young people from birth to 24 years. Mission-On is designed to create an environment that supports change and grabs the attention of young people through high profile fun activities and technology that 'pushes their buttons'. Mission-On builds on the existing cross-government programmes within schools and early childhood education services in **communities** around New Zealand. Education initiatives include Active Schools, Active Movement (in early childhood centres) and Fruit in Schools. For more information go to www.sparc.org.nz/education

²¹ Active movement is important for the healthy development of a child's brain - young children learn from movement and being physically active. Active movement also discourages health problems such as diabetes and obesity, and helps build tomorrow's athletes. The Active Movement programme gives parents, caregivers and early childhood teachers and leaders resources and ideas they can use to get infants, toddlers or young children active. For more information www.sparc.org.nz

The threats to participation in organised school sport and outdoor recreation are similar to community based counterparts. The barriers are the small number of students playing each of the sports combined with the isolation of Kaikoura requiring extensive and costly travel out of the District to access suitable game competitions. Volunteer parent support as coaches and managers is generally good but it can be difficult to get parent drivers at times because of the time commitment. However, most sport and outdoor recreation is activity dependent on the goodwill of a small number of teachers and parents with the skills and leadership abilities to organise and deliver the opportunities in a competent and safe manner. There is a significant risk of an activity ceasing because of the loss of a key individual and schools have experienced this in the past. Recruiting and retaining teachers with key skill sets is critical and providing recognition for the commitment and effort put in by these teachers which is often over and above their professional responsibilities is important as it is with key volunteers from the community.

A Sportfit Coordinator is in place in Kaikoura High School and is making a major difference to activity levels of students.²² SPARC funding of secondary school Sportfit coordinators has been increased and the role broadened to include provision of physical activity for all students in the school. Kaikoura High School is also expanding the physical education programme from 2 to 3 periods per week for students.

The Rolf Outdoor Education Trust was established by a bequest and funds have been used to purchase and maintain a significant resource of equipment and other costs associated with delivery of school based outdoor education programmes. The constitution states aim of the Trust is:

To promote, encourage and coordinate outdoor pursuits with sporting/physical emphases (e.g. watercraft, mountain craft activities) for the benefit of school-aged children within the Kaikoura area. Trustees represent the Boards of schools within the Kaikoura District.

Kaikoura High School stores and uses the equipment which includes packs, abseiling gear, rafts and kayaks and associated equipment as well as two minivans. It has been reported that use of the outdoor education equipment has diminished because of a lack of qualified teachers. This valuable resource could be used more widely if it was more easily accessed by the community. This would require approval of the Trustees and possibly amendment of the Trust constitution.

A significant opportunity is evident to combine the Rolf Trust equipment resource with the exceptional natural environment Kaikoura offers. This could be some form of outdoor pursuits programme similar to that successfully developed by another high school in an isolated community – Mt Aspiring College in Wanaka – with possibly a focus on marine eco tourism but with other disciplines such as rafting and kayaking, all within the NCEA framework. There has been in the past a tertiary marine tourism course operated by the Kaikoura Community Education Centre that utilised the natural environment of Kaikoura. An added benefit is that local students graduating from the programme would learn skills needed to gain employment in the local tourism industry as well as to live active lifestyles and lead others in these active pursuits. This option should be explored because of the multiple potential benefits for the Kaikoura community. Key stakeholders are Kaikoura High School, Council (Economic Development), the local tourism industry, and other stakeholders such as tertiary education institutions (CPIT, Lincoln University and Canterbury University).

²² The Sportfit programme encourages 13 to 18 year olds to be physically active throughout their lives. SPARC invests in more than 400 sport and physical activity coordinators including [Kaikoura High School](#). For more information www.sparc.org.nz

Objective(s)	<ul style="list-style-type: none"> ▪ An effective delivery of physical activity, outdoor recreation, physical education and sport opportunities in early childhood centres, primary schools and secondary school in the District. ▪ Develop the capability of schools and early childhood centres (and their communities) to provide quality physical activity opportunities to young people via the Mission-On, Active Movement, Active Schools, Sportfit and other evidence based/ best practice programmes ▪ Explore development of an outdoor pursuits education and training programme based in Kaikoura ▪ Provide recognition of the commitment and effort of teachers and community volunteers in leading school sport and outdoor recreation activities. ▪ Establish a community sport and physical activity coordination position in Kaikoura
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Actions	Commence	Contributing Stakeholders
26. Deliver the Active Movement programme promoting physical activity for the early childhood age group.	Short term	TRST (lead), early childhood centres
27. Examine the business case for the development of an outdoor pursuits education and training programme based in Kaikoura	Medium term	Kaikoura High School, Council, local tourism sector organisations
28. Recognise and publicise the commitment and effort of teachers and community volunteers in leading school sport and outdoor recreation activities through an annual award	Short term	TRST (lead), School Principals, Council

5.6 Monitoring and Review

Goal: A responsive plan through regular monitoring and reviews

There is a need to make sure that the key stakeholders are working in a cohesive manner to implement the plan goals and objectives through coordinated action. This is a greater challenge for Kaikoura than other districts due to a significant proportion of agencies and their personnel being based outside of the District and split between Christchurch, Blenheim and Nelson. A legacy group will be formed comprising key stakeholders to guide implementation as well as monitor and review the plan. The intent is for reviews of the plan to be synchronised with and precede the Long Term Council Community Plan to enable integration of new initiatives into the LTCCP. The legacy group will include a representative from each of the following stakeholders:

- Kaikoura District Council
- TRST

- CDHB
- DoC (Marlborough office)
- Te Runanga O Kaikoura
- Schools
- Sport

Objective(s)	<ul style="list-style-type: none"> ▪ A legacy group is formed to guide the implementation, monitor progress and review of the Kaikoura Physical Activity Plan
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Actions	Commence	Contributing Stakeholders
29. Stakeholders establish a legacy group to monitor and guide implementation of the plan.	Short term	Steering Group (lead)
30. The legacy group to meet at least twice yearly to monitor and guide implementation of the plan.	Short term	Steering Group (lead)
31. Three yearly reviews of the Kaikoura Physical Activity Plan are synchronised to precede reviews of the Long Term Council Community Plan.	Medium term	Legacy Group (lead)

6 APPENDICES:

Separate documents that support the plan include:

- An appendix providing explanation of the planning principles suggested for addressing facility issues.
- An appendix providing explanatory notes regarding the range of roles that Council can adopt regarding facility provision.
- Appendices with background data assembled as part of the investigation to develop the plan.

The following appendices are a separate Adobe PDF document available on request, or can be downloaded from the Council website.

6.1 Planning Principles

See separate report available on request.

6.2 Roles for Council

See separate report available on request.

6.3 SPARC “No Exceptions” Policy

See separate report available on request.

6.4 Literature Review

See separate report available on request.

6.5 Questionnaire Responses from Clubs, Schools and Residents

See separate report available on request.

6.6 Consultation Programme

Key stakeholder interviews were undertaken on two visits to Kaikoura. Council staff interviews were held both as an information-gathering exercise and as a verification tool. A total of 23 meetings were held in September 2007. The programme included:

- 2 focus groups with students in Kaikoura Primary School (year six students) and Kaikoura High School (year 10 students)
- 4 other focus groups were held with parents of pre-school children (sourced from Barnados Pre-School Centre), older adults (sourced from the Croquet Club) and male staff from the Fonterra factory and female staff from Kaikoura District Council
- A community meeting for interested residents was held in Kaikoura
- 3 sector meetings were held with sport clubs, with school principals and with health and social services
- 6 stakeholder and key informant interviews were completed
- 7 interviews were completed with key Council staff members