

Waimakariri District 2010 Business Survey

Woodend

ANALYSIS REPORT

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1 INTRODUCTION

The Woodend 2010 Business Survey is the fourth of a series of surveys that see questionnaires directed to all businesses that have a physical address in the Waimakariri District. Questionnaires were distributed to each business located in Woodend at the end of June 2010. This paper provides an analysis of completed questionnaires.

Results of the surveys provide an important source of information for the Council when planning for provision of business zoned land and the promotion of the District as a good place to do business.

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

1.1 Background

The Woodend 2010 Business Survey followed the Rangiora Town Centre Business Survey, the Kaiapoi Town Centre Business Survey and the Rangiora / Southbrook Business Survey which were conducted first.

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

Home based businesses and farming enterprises are not included in this survey. The owners of these businesses and managers who live on the farm properties are eligible for inclusion in the sample for the Council Survey (replacing the 3 yearly Customer Satisfaction Survey) and have an opportunity to answer questions relating to the Council's performance in areas such as District business and visitor promotion, and District development.

1.2 The Survey

The Woodend questionnaire covered the following topics¹:

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

Questionnaires were hand delivered to every business located in Woodend at the end of June 2010. Questionnaires were directed to the local manager or owner/manager of each business, as opposed to head office managers who might be located outside the District. Upon delivery, managers were strongly encouraged to complete the questionnaires as it was explained their views are very important so they can feed directly into future Council work relevant to Woodend, including the Woodend Town Centre Strategy. The questionnaire was accompanied by a cover letter from Jim Palmer, Chief Executive of Waimakariri District Council².

¹ See Appendix 3 for a copy of the Woodend 2010 Business Survey

² see Appendix 2 for copy of Cover Letter

Respondents were then given one to two weeks to complete the questionnaires before they were picked up, with the possibility to post them in case they had not completed them upon pick-up.

A total of 22 surveys were distributed, of which a total 11 were completed, representing a response rate of 50%. This is slightly above the average of 47% traditionally achieved by mail surveys³.

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

2 WOODEND BUSINESSES

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

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

2.1 Woodend Business Snapshot

Examining the type of businesses currently operating within Woodend allows the Council to have a general understanding of the current business make-up in this area.

Industry Sectors

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

Table 2.1 Business Sectors in Woodend		
Industry Sector	Businesses in Woodend	
	Number	Percent
Retail; Wholesales trade	9	81.8
Financial and Insurance services; Rental & Real Estate; Construction Services	1	9.1
Health & Social Services	1	9.1
TOTAL	11	100%

The above table shows that the majority of businesses who completed the survey represent the Retail and Wholesale sector (9 out of 11). Only two other businesses responded to the survey, representing the construction sector and the health and social services sector.

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

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

Statistics New Zealand Census of Population and Dwellings 2006

Somewhat similarly, the 2006 Census of Population and Dwellings identified that the largest proportion of employed residents in Woodend / Ashley work in the Retail / Wholesale sector (18%). The second largest proportion of Woodend employed residents (13.3%) work in the Manufacturing industry.

Length of Time Businesses Based in Woodend

Respondents were asked how long their business has been based in Woodend. The following table provides a summary of responses provided.

Table 2.1.2 Years Businesses based in Woodend		
Year Range	Businesses	
	Number	Percent
5 years or less	5	45.5
6 – 10 years	3	27.3
11 – 20 years	2	18.2
21 – 30 years	0	0
31 – 50 years	1	9.1
Total	11	100%

Just fewer than half of all businesses who responded have only been based in Woodend for five or less years (46%). In fact, eight of the eleven respondent businesses have been operating in Woodend for ten years or less. Only three businesses have been located in Woodend for more than ten years (Bakery 11 years, Medical Centre 20 years, Service Station 40 years).

Business Demographic Series 2000 to 2009

Statistics New Zealand's Business Demographic Series data from 2000 to 2009 shows that overall, Woodend has seen a solid increase in businesses between 2000 and 2009, which goes some way to explaining the significant proportion of 'young' businesses in Woodend town.

Head Offices

Nine of the eleven respondent businesses located in Woodend confirm that the businesses' head offices are in fact based in the Waimakariri District.

2.2 Staff of Woodend Businesses

The Council sought to understand the staff make-up of Woodend businesses.

Number of Full-Time and Part-Time Staff

Respondents were asked how many people they currently have working full-time and part-time in their business, including the owner/manager(s). Ten respondent businesses have identified that they have five or fewer full- and/or part-time staff. In fact, seven have two or fewer full- and/or part-time staff. The largest employer in Woodend is the Service Station with five full-time and four part-time staff.

Business Demographic Series 2000 to 2009

Statistics New Zealand's Business Demographic Series data from 2000 to 2009 shows a solid increase in the number of people working for small businesses with ten or fewer staff in Woodend and a decline in the number of people working for large employers with more than 20 staff based in Woodend.

Residence of Staff

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

Table 2.2.2 Staff Residency		
Residency Location	Businesses' Staff	
	Number	*Percent
Woodend	6	54.5
Waimakariri District generally	5	45.5
Waimakariri and Hurunui District	0	0.0
Christchurch	2	18.2
Other	0	0.0

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

The above table shows that more than half of employees working for businesses located in Woodend reside in Woodend (as identified by 6 businesses) or within the Waimakariri District generally (identified by 5 businesses). Two businesses employ staff who reside in Christchurch.

Census of Population and Dwellings 2006

The 2006 Census of Population and Dwellings identifies that in fact, almost half of the full and part-time labour force population usually resident in Woodend works in Christchurch. Of those who live in Woodend and work within the Waimakariri District, most work in Rangiora followed by Woodend.

Waimakariri District Council 2007 Community Survey

Furthermore, the 2007 Council Community Survey identified that around three quarters (76.3%) of those respondents who currently work in Christchurch would prefer to work in the District. Among these, almost half (45.5%) have professional occupations, one in five (21.6%) have clerical, sales and service occupations, 16.2% have trades occupations and 16.7% other occupations including plant and machinery operator.

3 WOODEND AS A PLACE TO DO BUSINESS

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

Considering why Woodend was chosen as the location for businesses, what businesses like and dislike about Woodend, what changes they would like to see made to the area, how satisfied they are with various aspects that contribute towards the business environment in Woodend, as well as how they feel about the existing general environment in Woodend for shoppers and visitors will help ensure the Council is well-informed about what it is doing well and where it could make efficient and effective changes to further enhance the business environment and contribute towards a thriving economy. Section 3 provides an analysis of these aspects.

3.1 Reasons for Woodend as Business Location

Respondents were asked why Woodend was selected as the location for their business or business branch. Reasons given include the following:

- The location on the main road is high profile and able to service both locals and travellers passing through Woodend (4)
- The business was already established and located in Woodend when it was purchased (2)
- Woodend is somewhat rural but still close to Christchurch and surrounding tourist attractions (1)
- There was a perceived gap in the local market for the goods / services offered (1)
- The owner(s) lives locally (1)

3.2 Aspects liked about Woodend

Respondents were asked what they like about Woodend today as a place for their business. Aspects liked by respondent businesses include the following:

- The main road – State Highway 1 – provides a high profile location which offers exposure to passing motorists (7)
- Woodend is well established and continually growing (2)
- Land is available at a reasonable price (1)

Woodend Community Issues Survey 2011

Findings from the Woodend Community Survey administered in 2011, which captured the opinions of 369 households within the Woodend urban area and the surrounding rural area including Waikuku village and Woodend Beach identifies some similar themes of aspects residents like about Woodend. The town's proximity to Christchurch (as well as Rangiora and Kaiapoi), its services, environment and lifestyle including affordable property were among the top aspects liked about Woodend and reasons for living in Woodend provided by respondents.

3.3 Aspects disliked about Woodend

Respondents were asked what they dislike about Woodend today as a place for their business. Aspects include the following:

- Woodend's location is not ideal. On one hand it is too far from Christchurch for people to make a trip but too close to stop in when travelling further (2)
- Unattractive and untidy appearance of the main road passing through Woodend (1)
- Poor visibility – set back from road (1)
- Lack of local support (1)

Woodend Community Issues Survey 2011

Findings from the 2011 Woodend Community Survey identified aspects that Woodend residents and those living in the surrounding rural area including Waikuku and Woodend Beach dislike about the town. The speed, noise and volume of traffic passing through Woodend on State Highway 1 is the predominant aspect disliked by the town's and surrounding area's residents, with one in three identifying it as a problem. Contributing aspects also disliked include access to the main road through Woodend including difficulty for pedestrians crossing the road, uncertainty about the future 'bypass' for Woodend, opposition to 4-laning the main road and the prevalence of 'boy racers'. Interestingly, businesses on the other hand have identified no issues or dislikes with traffic volumes; high volumes of through traffic are in fact liked by businesses as it increases the exposure of their business. Dislikes that are shared between businesses as identified by the Business Survey and residents as identified by the Community Survey however include the town's distance to Christchurch (being too far) and unattractive public areas.

3.4 Changes to Woodend wanted by Businesses

Respondents were asked what changes they would like to see made to Woodend. Changes suggested include the following:

- Retain the existing State Highway 1 as main thoroughfare (i.e. no bypass) as taking traffic away means taking away exposure of businesses (3)
- Brighten up local business premises and / or develop a centralised shopping area with attractive landscaping, signage and seating. As the gateway town to the Waimakariri District, Woodend's appearance is important in capturing travellers to stop, spend time and money locally (2)
- Build public toilets, more seating (including at bus shelter) and a play area for children (2)
- Widen the main street and incorporate a median strip (1)
- Reduce the speed of traffic coming from the south first to 80kmh, then to 50kmh (1)
- Improve footpaths (1)
- Remove overhead power lines (1)
- Better control signage and advertisement boards (1)
- Reduce the speed limit outside the school to 40kmh (1)
- Erect advertising signage at both entrances to Woodend to get travellers' attention (1)
- Offer a local attraction that passing travellers would stop for. With congested traffic, most travellers currently have no desire to stop and spend time in Woodend (1)

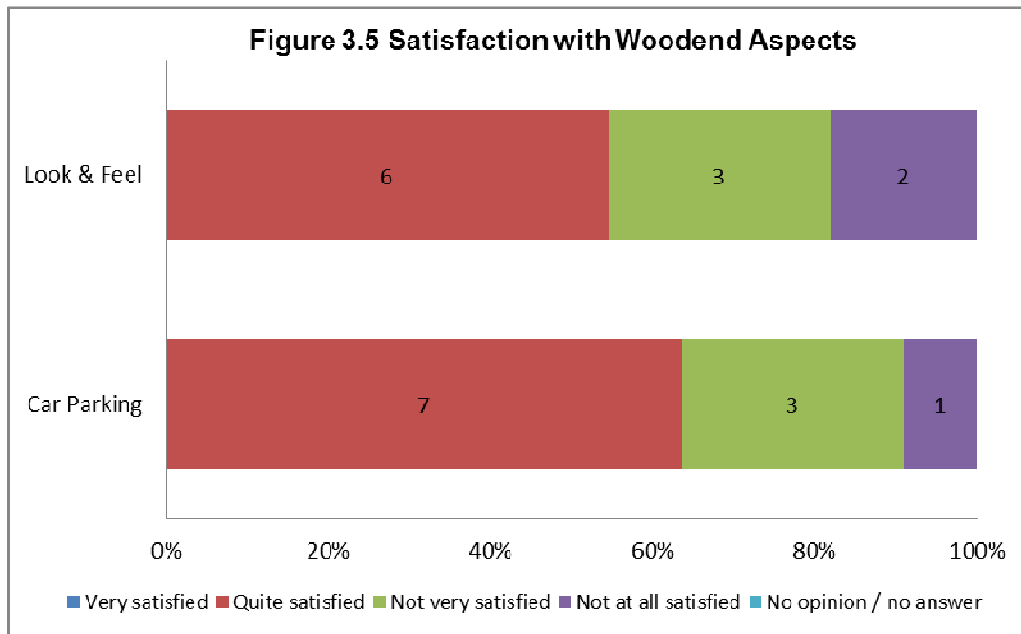
Woodend Community Issues Survey 2011

Similarly, the Woodend Community Survey asked residents of the Woodend area what changes they would like to see happen in Woodend. Introducing a State Highway 1 bypass for Woodend is the most predominant change wanted by residents, as identified by more than one in three respondents (34%). Interestingly on the other hand, a number of businesses through the Business Survey specifically note the importance of retaining the existing State Highway 1 as a thoroughfare through Woodend in order to maximise their businesses' exposure. General improvement of the town centre including beautification and better amenities is a change wanted by both businesses and residents, as is more local attractions and businesses. Among other things, residents would also like to see improvements to infrastructure and utility services, better management of growth, improved public transport as well as improved recreation facilities and opportunities.

3.5 Satisfaction with Woodend Aspects

Respondents were asked how satisfied they are from their business perspective with the overall look and feel of Woodend as well as car parking.

Table 3.5 Satisfaction with Woodend aspects				
Level of Satisfaction	Look & Feel		Car Parking	
	Number	Percent	Number	Percent
Very satisfied	0	0	0	0
Quite satisfied	6	54.5	7	63.6
Not very satisfied	3	27.3	3	27.3
Not at all satisfied	2	18.2	1	9.1
Total	11	100%	11	100%



The above table and graph show that more than half of all respondents are 'quite satisfied' with both (54% and 64% respectively); however no businesses are 'very satisfied' with either the overall look and feel of Woodend or with car parking. Almost half (46%) are not satisfied with the overall look at feel of Woodend and one in three (36%) are not satisfied with car parking.

Woodend Community Issues Survey 2011

Problems associated with getting out of parking areas onto the main road in Woodend because of heavy traffic and needing to improve car parking were noted by 42 households (11.4%) who responded to the Woodend Community Issues Survey administered by the Council in 2011.

Waimakariri District Council 2007 Community Survey

The Council's 2007 Community Survey revealed that the highest levels of dissatisfaction with the maintenance of the character of the District's smaller settlements, contributing to a place's overall look and feel came from the Woodend / Ashley Ward with 18.3% (17 of 96 respondents) either not very satisfied or not at all satisfied. Some here comment that smaller settlements, like Woodend, do not receive the same attention or 'facelifts' as larger towns such as Rangiora.

3.6 Woodend's Existing General Environment

Respondents were asked how they would best describe the existing general environment in Woodend for shoppers and visitors. The following table sets out their answers.

Table 3.6 Woodend Existing General Environment		
Opinion	Businesses	
	Number	Percent
Very high quality	0	0
High quality	0	0
Fair quality	9	81.8
Poor quality	2	18.2

No opinion / no response	0	0
Total	11	100%

Almost all businesses who responded to the survey (9) only considered the quality of the Woodend existing general environment 'fair'. The remaining two felt it is poor. Respondents comment that the variety of shops is lacking, that there are too many food outlets for a small town, that businesses' general appearance is untidy affecting the overall appearance of the town, and that the shopping area has developed in an ad-hoc manner adding to an environment that does not encourage visitors to linger and 'stroll'.

Woodend Community Issues Survey 2011

Similarly, the Woodend Community Issues Survey administered by the Council in 2011 found that the majority of respondent households rated the existing Woodend town centre environment 'fair quality' (60.8%). Only 8 households of the 369 respondent households felt that the existing environment is 'very high quality'. Some commented that the current town centre environment is "messy"; others called for landscaping, the removal of overhead lines and added outdoor seating areas to improve the environment. Three in four respondent households (74%) think it is important that Woodend has an identifiable town centre, something that is currently thought is lacking.

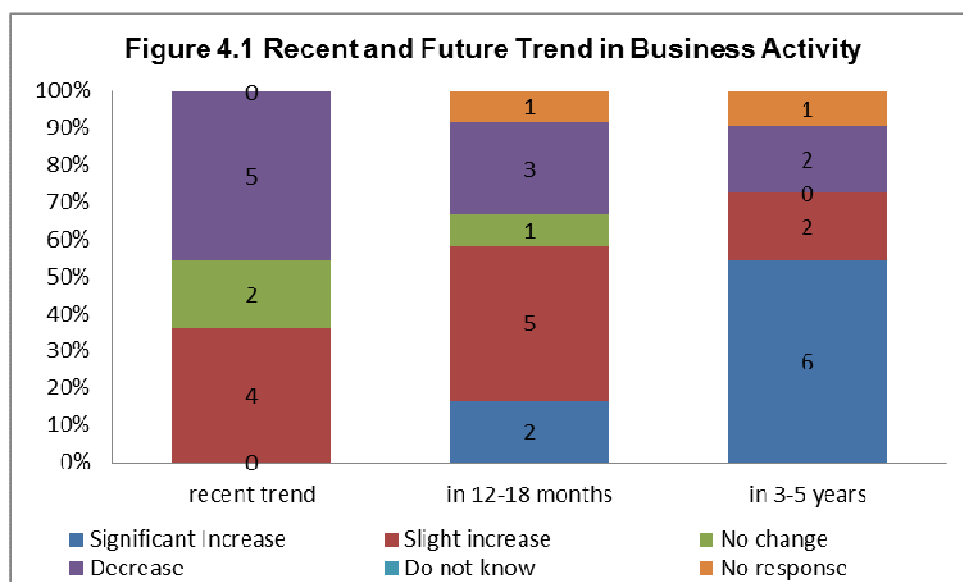
4 OUTLOOK FOR BUSINESS OR BUSINESS BRANCH

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

4.1 Recent and Future Trend in Business Activity

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

Table 4.1 Recent and Future Trend in Business Activity						
	Recent Trend		In 12 – 18 months time		In 3 – 5 years time	
	Number	Percent	Number	Percent	Number	Percent
Significant Increase	0	0	2	18.2	6	54.5
Slight increase	4	36.4	5	45.5	2	18.2
No change	2	18.2	1	9.1	0	0
Decrease	5	45.5	3	18.2	2	18.2
Do not know	0	0	0	0	0	0
No response	0	0	1	9.1	1	9.1
Total	11	100%	11	100%	11	100%



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

Most businesses experienced a decrease in business activity in recent times (5) or saw no change (2). However more than half (7) expect to see an increase in the next 12 to 18 months, whether significant (2) or slight (5) and almost all (8) expect to see an increase in three to five years time, with 6 expecting a significant increase.

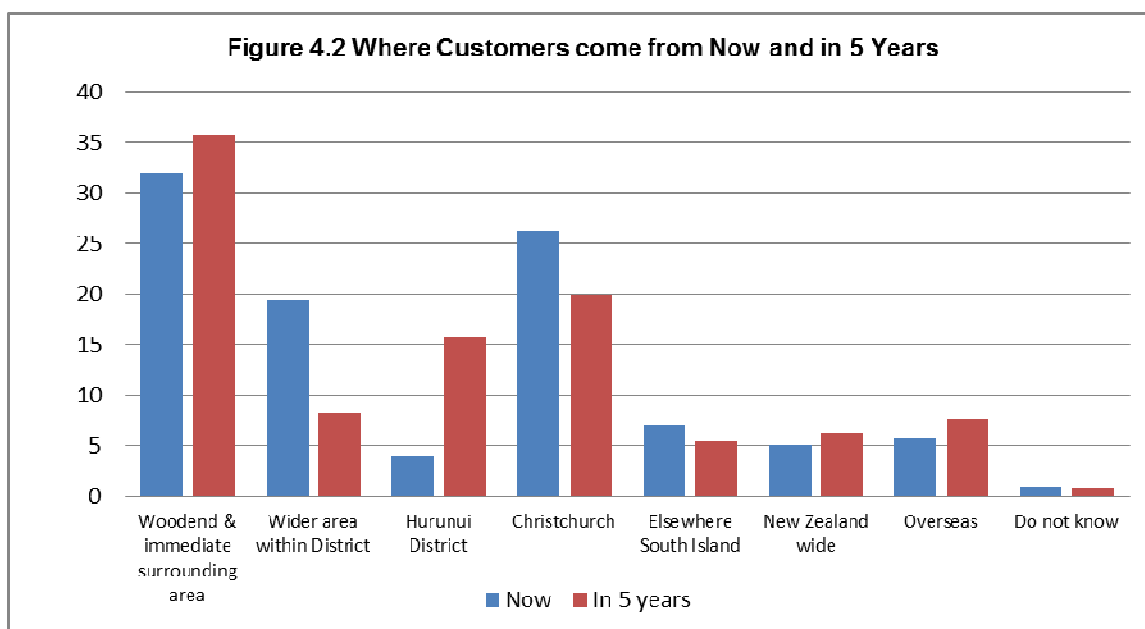
Businesses identify the recent economic downturn and the associated reduction in travellers through Woodend as a key reason for a weak recent trend in business activity. Competition from other local businesses was also cited (motel). However, the expansion and development of Pegasus township is thought to have helped offset the decline in travellers and hence business activity (e.g. for the Service Centre). Those who expect an increase in business activity in the medium to long term future believe a growth in residential developments and population in the area will boost business.

4.2 Business Customers Now and in the Future

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

Table 4.2 Where Business Customers come from Now and in 5 Years Time		
Origin of Business Customers	Mean of Businesses who answered - Percent	
	NOW	IN 5 YEARS TIME
Woodend & immediate surrounding area	32	35.8
Wider area within District	19.4	8.3
Hurunui District	3.9	15.8
Christchurch	26.3	20
Elsewhere South Island	6.9	5.4
New Zealand wide	5.1	6.3
Overseas	5.6	7.5
Do not know	0.9	0.8

Total	100%	100%
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The above table and graph show that the largest proportion of Woodend businesses' customers are thought to reside in Woodend or in the immediate surrounding area (32%) and the second largest in Christchurch (26%). In general terms, businesses located in Woodend are expecting to see an increase in customers from within Woodend and the immediate surrounding area and Hurunui District in the future, with fewer from the wider area within the Waimakariri District and from Christchurch. However, findings are based on very low numbers – only 8 businesses responded to the first part of this question (where customers come from now) and 6 to the second (where customers come from in 5 years) so care should be exercised when interpreting results.

Woodend Community Issues Survey 2011

Looking at spending in Woodend from the point of view of potential customers, the Woodend Community Issues Survey asked households living in Woodend and surrounding area which centres they typically visit when making a range of purchases and accessing a range of services. Findings reveal that the majority of those living in or around Woodend purchase their fuel locally (74.4%). Just over one third (36.3%) buy their garden supplies within Woodend and just under one third (29.3%) purchase their groceries locally (however, more than 80% visit Rangiora for buying groceries). Around one third (34.5%) visit local restaurants, while more than half (55.8%) however travel to Rangiora to dine out and 38% to Kaiapoi.

Waimakariri District Council 2007 Community Survey

Findings from the 2007 Council Community Survey furthermore confirm that the vast majority of resident households living in the Woodend / Ashley Ward in fact mainly visit the town centres of Rangiora (79.2%) or Kaiapoi (11.5%).

4.3 Origin of Supplies

Respondents were asked where they get most of their business supplies delivered from. Most respondent businesses (9) receive their supplies from Christchurch.

'Other' options provided including Blenheim, Southland and New Zealand and Australia wide.

4.4 Likelihood of Business Location in Near Future

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

Likelihood of Businesses Remaining in Woodend

Table 4.4.1 Likelihood of Business Remaining in Woodend		
Likelihood	Businesses	
	Number	Percent
Very likely	8	72.7
Quite likely	2	18.2
Not very likely	0	0
Not at all likely	0	0
No opinion / no response	1	9.1
Total	11	100%

All respondent businesses who provided an opinion are likely to remain based in their current location in five years time, whether very likely (8) or quite likely (2).

Relocation Destination if Business was to relocate in near Future

Table 4.4.2 Relocation Destination if Business was to relocate in near Future		
Destination	Businesses	
	Number	Percent
Another site in Woodend	0	0
Elsewhere in Waimakariri District	2	18.2
Christchurch	2	18.2
Other	0	0
No opinion / don't know	7	63.6
Total	11	100%

The above table shows that two businesses currently based in Woodend would relocate to elsewhere within the Waimakariri District, if they were to relocate in the near future, of which one identified Pegasus town as a potential new location (for the Medical Centre). Two respondent businesses would relocate to Christchurch (both retail), commenting that the majority of their customers reside in Christchurch so relocating closer to their client base would make good business sense. It was also noted that the effect on business activity would need to be monitored if a bypass was introduced to Woodend and hence, traffic on the main road reduced.

5 BUSINESS IN WOODEND AND THE DISTRICT GENERALLY

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

5.1 More Businesses in Woodend

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

Table 5.1 Importance of increase in number of Businesses in Woodend		
Level of Importance	Businesses	
	Number	Percent
Very important	7	63.6
Quite important	3	27.3
Not very important	0	0
Not at all important	0	0
No opinion / no response	1	9.1
Total	11	100%

All respondent businesses who offered an opinion felt it is important, whether very (7) or quite (3), that the number of businesses in Woodend increases.

5.2 Better Range of Businesses in Woodend

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

Table 5.2 Importance of increase in range of Businesses in Woodend		
Level of Importance	Businesses	
	Number	Percent
Very important	7	63.6
Quite important	4	36.4
Not very important	0	0
Not at all important	0	0
No opinion / no response	0	0
Total	11	100%

Similarly, all respondent businesses believe it is important, whether very (7) or quite (4), that the range of businesses in Woodend increases. Providing a better variety of shopping or service opportunities is thought would increase the number of people stopping and spending time in Woodend, hence boosting the local economy. It was also commented that the food and beverage sector is overrepresented in Woodend. Others note that Woodend fails to cater for the 'every-day shopper' who relies on traveling to either Rangiora or Kaiapoi to meet their needs.

Woodend Community Issues Survey 2011

The lack of shops, services and public amenities is an aspect disliked by more than one in ten (11%) households resident in or around Woodend, as identified by the Woodend Community Issues Survey administered by the Council in 2011. Furthermore, 17% would like to see more shops and services in Woodend, but "without losing the village atmosphere" as noted by some.

5.3 New Businesses to be established in Waimakariri District

Respondents were asked what businesses or types of businesses they would like to see established here and to indicate where these should be located in the Waimakariri District. The following types of businesses were suggested:

- Pharmacy (4)
- Restaurant / Pub / Accommodation (4)
- Supermarket / Delicatessen / Butcher (3)
- Hardware Retail (2)

- Other Retail: Antiques / Giftware / Craft / Art / Stationery (5)
- Dentist (1)
- Other: Hire Equipment, Video Hire, Information Centre (3)

Respondent businesses identified a range of businesses they would like to see established in Woodend or the wider District. A Pharmacy is the most single cited business others would like to see open in Woodend. Upmarket restaurants or pubs are also sought in Woodend, as is a supermarket. It was thought that the identified types of businesses would encourage passing travellers to stop and spend time in the town and the wider District, as well as better service local residents.

Woodend Community Issues Survey 2011

The Woodend Community Issues Survey similarly identified new supermarket(s), a chemist shop and more cafes and restaurants as the three most frequently nominated new businesses / services which households in and around Woodend would like to see established either in Woodend town centre or elsewhere in Woodend.

6 ENTERPRISE NORTH CANTERBURY

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

6.1 Satisfaction with Enterprise North Canterbury Services

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

Communication & Employment

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

Level of Satisfaction	Newsletter		Job search service		Youth employment services	
	Number	Percent	Number	Percent	Number	Percent
Very satisfied	0	0	0	0	0	0
Quite satisfied	2	18.2	0	0	0	0
Not very satisfied	0	0	0	0	0	0
Not at all satisfied	0	0	1	9.1	0	0
No opinion / no answer	9	81.8	10	90.9	11	100.0
Total	11	100%	11	100%	11	100%

Almost all respondent businesses did not offer their opinion regarding Enterprise North Canterbury's communication and employment services. Two indicated that they are 'quite satisfied' with the newsletter. One is 'not at all satisfied' with the job search service provided by Enterprise North Canterbury. No opinions were offered at all about youth employment services.

Business & Promotion

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

Table 6.1.2 Satisfaction with Enterprise North Canterbury Services – Business & Promotion								
Level of Satisfaction	Business training courses		Support for people starting up businesses		Promotion of the district to new businesses		Promotion of the district as a visitor destination	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very satisfied	1	9.1	1	9.1	1	9.1	1	9.1
Quite satisfied	2	18.2	0	0.0	0	0.0	1	9.1
Not very satisfied	1	9.1	1	9.1	0	0.0	0	0.0
Not at all satisfied	0	0.0	1	9.1	0	0.0	1	9.1
No opinion / no answer	7	63.6	8	72.7	10	90.9	8	72.7
Total	11	100%	11	100%	11	100%	11	100%

Similarly, the above table shows that the majority of respondent businesses offered no opinion about Enterprise North Canterbury's Business and Promotion services. The service receiving most support and satisfaction is the business training courses (3). Support for people starting up businesses receives the least satisfaction (2 dissatisfied). However, findings are based on very small numbers and caution should be exercised when interpreting results.

6.2 Satisfaction with Local Websites' Business Information

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

Table 6.2 Satisfaction with Local Websites' Business Information						
Level of Satisfaction	Waimakariri District Council website (www.waimakariri.govt.nz)		Enterprise North Canterbury website (www.northcanterbury.co.nz)		Visit Waimakariri website (www.visitwaimakariri.co.nz)	
	Number	Percent	Number	Percent	Number	Percent
Very satisfied	1	9.1	2	18.2	2	18.2
Quite satisfied	1	9.1	0	0	0	0
Not very satisfied	1	9.1	0	0	0	0
Not at all satisfied	1	9.1	2	18.2	2	18.2
No opinion / no answer	7	63.6	7	63.6	7	63.6
Total	11	100%	11	100%	11	100%

Almost two in every three respondents (7) have no opinion about local websites, or did not respond. Potentially it could be said that businesses in Woodend do not visit

these websites, do not find them relevant or perhaps do not realise they exist. Of those who did offer an opinion regarding the Council's website, Enterprise North Canterbury's website, or the Visit Waimakariri website, half are satisfied and half dissatisfied.

7 WAIMAKARIRI DISTRICT COUNCIL'S WOODEND SERVICES

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

7.1 Satisfaction with Council's Woodend Services

Respondents were asked how satisfied they are with various services the Council currently provides for Woodend.

Refuse, Recycling and Transfer Station

Respondents were asked to rate their level of satisfaction with Woodend refuse and recyclable collection service as well as its Transfer Station.

Table 7.1.1 Satisfaction with Woodend Services – Refuse, Recycling & Transfer Station						
Level of Satisfaction	Refuse collection		Recyclable collection		Transfer Station	
	Number	Percent	Number	Percent	Number	Percent
Very satisfied	3	27.3	3	27.3	4	36.4
Quite satisfied	5	45.5	6	54.5	4	36.4
Not very satisfied	0	0	0	0	0	0
Not at all satisfied	0	0	0	0	0	0
No opinion / no answer	3	27.3	2	18.2	3	27.3
Total	11	100%	11	100%	11	100%

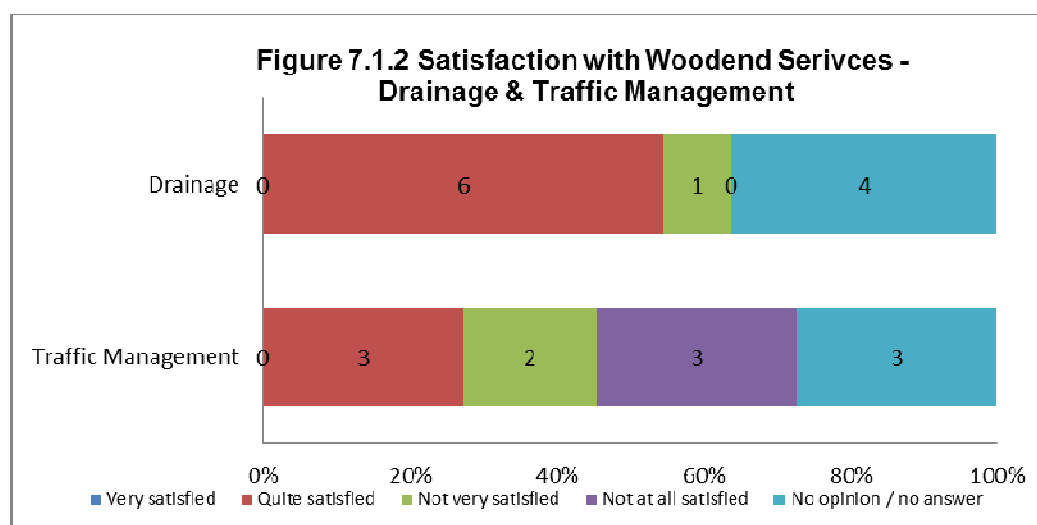


On the whole, respondents are largely satisfied with the collection of refuse and recyclables, as well as with the Transfer Station, with almost three in four satisfied with the refuse collection and the Transfer Station (8 each), and four in five with recyclable collection (9). It is worth noting that no respondent businesses are dissatisfied with the above services.

Drainage & Traffic Management

Respondents were asked to rate their level of satisfaction with drainage provided in Woodend as well as traffic management.

Table 7.1.2 Satisfaction with Woodend Services – Drainage & Traffic Management				
Level of Satisfaction	Drainage		Traffic Management	
	Number	Percent	Number	Percent
Very satisfied	0	0	0	0
Quite satisfied	6	54.5	3	27.3
Not very satisfied	1	9.1	2	18.2
Not at all satisfied	0	0	3	27.3
No opinion / no answer	4	36.4	3	27.3
Total	11	100%	11	100%



Just over half of all respondents (6) are 'quite satisfied' with drainage in their business location. Only one respondent business is 'not very satisfied' with drainage.

Waimakariri District Council Survey 2010

Findings from the 2010 Council Survey show a slightly less optimistic level of satisfaction with drainage within the Woodend / Ashley Ward, with less than half of all respondent households (45.5%) satisfied and 21.2% dissatisfied. The level of satisfaction with drainage within the Woodend / Ashley Ward is lower than for the District as a whole (56.2%) and the level of dissatisfaction higher than for the District as a whole (19.8%).

More businesses are dissatisfied with traffic management in Woodend (5) than satisfied (3). Some comment that traffic congestion, particularly at peak times, is a problem in the town, as well as vehicles, particularly large trucks, travelling above the speed limit of 50kmh.

Woodend Community Issues Survey 2011

Better roading and traffic management is a key change wanted by respondents living in or around Woodend to the Woodend Community Issues Survey. However, the majority do find it very or quite easy to access the Woodend town centre by motor vehicle (79.6%) or as a pedestrian (70.1%).

Two comment that some services are not available in Woodend and that the town does not receive the same resources as larger towns such as Rangiora and Kaiapoi.

7.2 Satisfaction with Council's District Development Activities

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

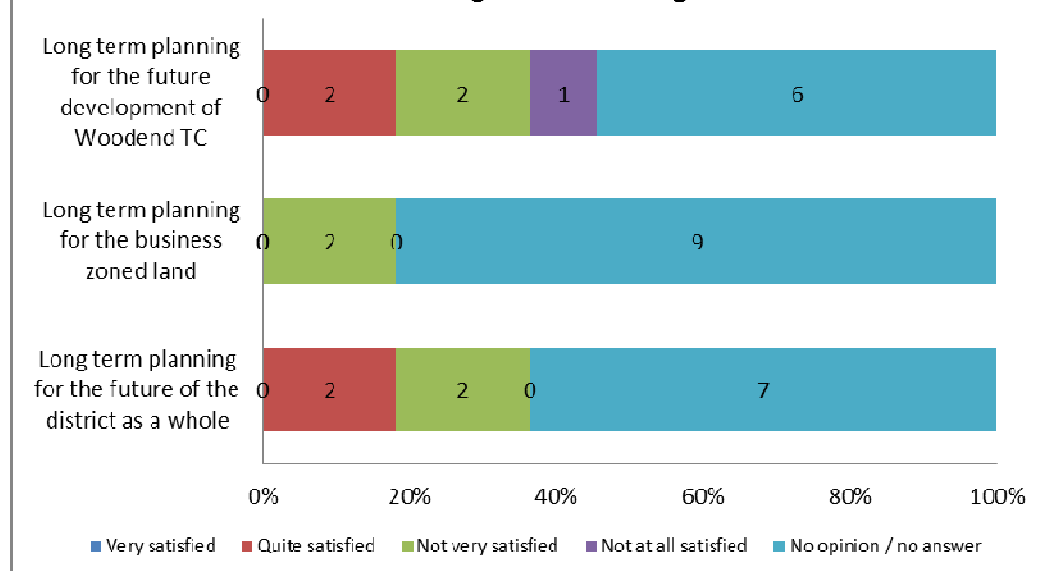
Long Term Planning

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

Table 7.2.1 Satisfaction with Council's District Development Activities – Long Term Planning

Level of Satisfaction	Long term planning for the future development of Woodend TC		Long term planning for the business zoned land		Long term planning for the future of the district as a whole	
	Number	Percent	Number	Percent	Number	Percent
Very satisfied	0	0	0	0	0	0
Quite satisfied	2	18.2	0	0	2	18.2
Not very satisfied	2	18.2	2	18.2	2	18.2
Not at all satisfied	1	9.1	0	0	0	0
No opinion / no answer	6	54.4	9	81.8	7	63.6
Total	11	100%	11	100%	11	100%

Figure 7.2.1 Satisfaction with Council's District Development Activities - Long Term Planning



The table and graph above reveal that in fact, more than one in three respondents either have no opinion or did not attempt to answer this question. This is especially true for Council's efforts in long term planning for business zoned land. Almost all respondents (9) did not offer an opinion, and the two that did are 'not very satisfied' with efforts. It is worth noting that no respondent was 'very satisfied' with Council's District Development activities relating to long term planning.

Waimakariri District Council Survey 2010

Albeit being an indicator of District wide satisfaction, rather than opinions of only those living in or around Woodend, the 2010 Council Survey identifies that almost half (46.7%) of all District wide respondents are satisfied with the level of Council's planning for the long term future of the District, up from 40.1% in 2007. There is a corresponding lower level of dissatisfaction in 2010 (24.2%) compared to in 2007 (37.6%). This suggests that District wide, there is a growing level of satisfaction with Council's efforts in long term planning; however, Woodend businesses do not necessarily share this opinion.

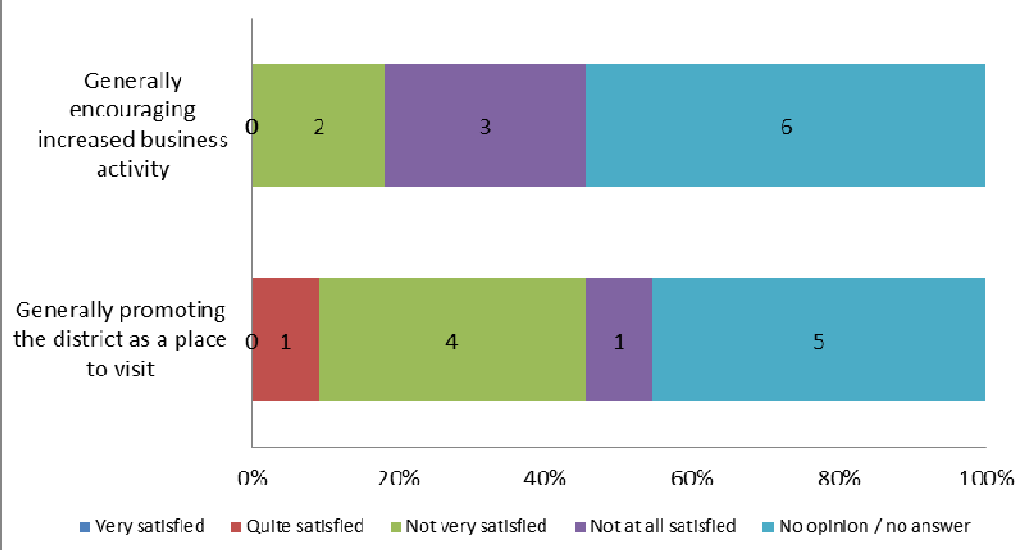
General Promotion

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

Table 7.2.2 Satisfaction with Council's District Development Activities – General Promotion

Level of Satisfaction	Generally encouraging increased business activity		Generally promoting the district as a place to visit	
	Number	Percent	Number	Percent
Very satisfied	0	0	0	0
Quite satisfied	0	0	1	9.1
Not very satisfied	2	18.2	4	36.4
Not at all satisfied	3	27.3	1	9.1
No opinion / no answer	6	54.5	5	45.5
Total	11	100%	11	100%

Figure 7.2.2 Satisfaction with Council's District Development Activities - General Promotion



The above table and graph identify that none of the respondent businesses are satisfied with the Council's efforts in generally encouraging increased business activity; in fact, five are dissatisfied. One business commented that, other than funding Enterprise North Canterbury and Visit Waimakariri, the Council does very little to encourage increased business activity in the District and in fact, it was thought, makes operating a business in the District somewhat difficult. Only one respondent is 'quite satisfied' with Council generally promoting the District as a place to visit. Almost half of all respondents offer no opinion or did not answer these questions.

Waimakariri District Council Survey 2010

In contrast, District wide, 45.5% of respondents to the 2010 Council Survey are satisfied with Council's performance in encouraging increased business activity in the Waimakariri District. The percentage of respondents dissatisfied in 2010 (15.3%) decreased since 2007 (20.2%).

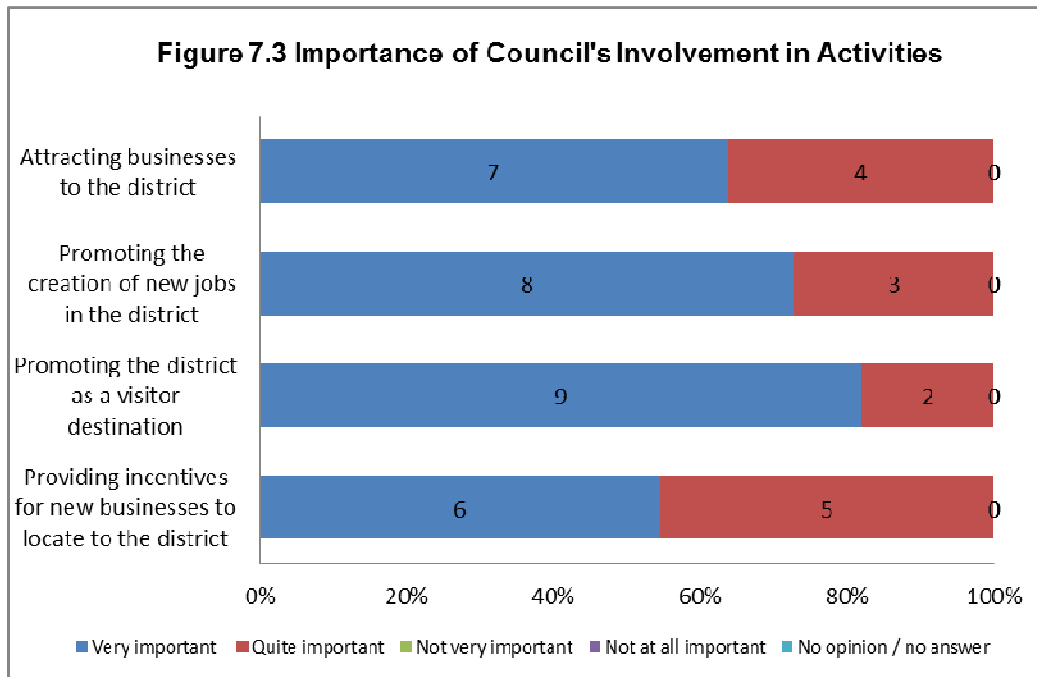
More encouragingly than the Business Survey results above, the majority (61%) of District wide respondents to the 2010 Council Survey are satisfied with the Council's performance in generally promoting the District, with only 12.8% dissatisfied (down from 18.9% in 2007).

7.3 Waimakariri District Council's Involvement in Activities

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

Table 7.3 Importance of Council's Involvement in Activities

Level of Importance	Attracting businesses to the district		Promoting the creation of new jobs in the district		Promoting the district as a visitor destination		Providing incentives for new businesses to locate to the district	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Very important	7	63.6	8	72.7	9	81.8	6	54.5
Quite important	4	36.4	3	27.3	2	18.2	5	45.5
Not very important	0	0	0	0	0	0	0	0
Not at all important	0	0	0	0	0	0	0	0
No opinion / no answer	0	0	0	0	0	0	0	0
Total	11	100%	11	100%	11	100%	11	100%



The above tables and graph clearly show that all respondent business feel it is important that the Council is involved in the business of attracting businesses to the District, promoting the creation of new jobs in the District, promoting the District as a visitor destination, and providing incentives for new businesses to locate to the District. Thought most important is Council's involvement in promoting the District as a visitor destination.

Respondents comment that Council must actively grow business and employment in the District in order for it to become more than a "distant suburb of Christchurch". One way to achieve this, it was suggested, is to reduce the level of bureaucracy involved in setting up new businesses in the District.

7.4 Other Comments and Concerns

Respondents were asked to comment about any other matter of concern to them relating to Woodend and/or any other areas within the District. However, no comments were made here that haven't already been discussed elsewhere.

APPENDIX 1 – ISSUES AND LIMITATIONS

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

Representativeness of Respondents

11 Woodend businesses completed the survey, translating into a response rate of 50%. While this is higher than a response rate typically expected of mail surveys, data by no means represents a complete census of opinions. Results, which are based on very small numbers, should be seen as an indication of the situation rather than an absolute.

Inputting and Analysing Data

Some questions were of open-ended nature and had to be interpreted manually. This often meant paraphrasing or summarising respondents' comments. Judgement calls had to be made regarding various topics and relevance of information provided, as well as what information the submitter is trying to convey. This often meant 'reading between the lines'.

APPENDIX 2 – COVER LETTER FOR WOODEND BUSINESS SURVEY 2010

25 June 2010

The Manager

Dear Sir/Madam

Re: 2010 Woodend Business Survey

The Waimakariri District Council is surveying the views of businesses in the centre of Woodend, as part of a wider survey during 2010 of businesses based in the Waimakariri District. On behalf of the Council I would be very grateful if you could take a few minutes to complete the questionnaire, so that Council decisions with respect to business zoned land at Woodend, and also Council's service delivery to business are well informed.

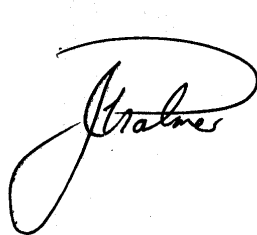
The questionnaire for this survey is designed to obtain the views of owners/managers of Woodend based businesses with respect to the business environment in which they are located, as well as their satisfaction with the services provided by the Council. The Council is also interested in your views about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

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

If you have any questions about this survey please contact Mary Sparrow on (03) 311 8900 extension 8869 or by e-mail, mary.sparrow@wmk.govt.nz

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

Yours sincerely

A handwritten signature in black ink, appearing to read 'J. Palmer', with a large, stylized loop at the end.

Jim Palmer
Chief Executive

APPENDIX 3 - WOODEND BUSINESS SURVEY 2010



Area

WOODEND BUSINESS SURVEY 2010

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

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



WOODEND AS A PLACE TO DO BUSINESS

1 How long has this business been based in Woodend?

 years

2 Why was Woodend selected as the location for this business or business branch?

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

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

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

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

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

	Very satisfied	Quite satisfied	Not very satisfied	Not at all satisfied	No opinion
Overall look and feel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- 8 Which of the following would you use to describe the **existing general environment** for shoppers/visitors?

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

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



OUTLOOK FOR THIS BUSINESS OR BUSINESS BRANCH

- 9 What **type** of business is this?

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

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

(2)

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

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

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

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

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

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

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

(3)

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

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

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

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

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

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

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

(4)

17

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

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

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



BUSINESS IN WOODEND AND THE DISTRICT GENERALLY

18

How important do you think it is that the **number of businesses** based in Woodend increases?

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

19

How important do you think it is that the **range of types of businesses** based in Woodend increases?

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

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

20

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

Business or type of business
(please specify)

Woodend town centre	Elsewhere in Woodend	Elsewhere in the District	Location in District does not matter	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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



ENTERPRISE NORTH CANTERBURY

21

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

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

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

(6)

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

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

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



WAIMAKARIRI DISTRICT COUNCIL'S WOODEND-TOWN CENTRE SERVICE

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

Waimakariri District Council services to your business location	Very satisfied	Quite satisfied	Not very satisfied	Not at all satisfied	No opinion
Refuse collection services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recyclable collection services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transfer Station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drainage in your Business Zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic management in your Business Zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

(7)

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

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

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

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

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

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

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

Thank you for your assistance with the completion of this questionnaire

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APPENDIX 4 –BUSINESS SECTORS & SUB-SECTORS IN WOODEND

Table Appendix 4 Business Sectors in Woodend		
Industry Sector (bold & italics) & Subsector	Businesses in RTC	
	Number	Percent
<i>Construction Services</i>	1	9.1
<i>Retail</i>	9	81.8
Motor vehicle and motor vehicle parts and fuel retailing	2	18.2
Supermarket, grocery stores and specialised food retailing	1	9.1
Accommodation	1	9.1
Pharmaceutical retailing and other store based retailing	1	9.1
Food and beverage services (café, restaurants)	3	27.3
Retail unspecified	1	9.1
<i>Health & Social Services</i>	1	9.1
Medical & other health care services	1	9.1
TOTAL	11	100%