

Northern Pegasus Bay Bylaw 2016 Intercept Survey





Executive Summary

The Intercept Survey 2019 is one part of a research and monitoring programme developed by the Waimakariri District Council to inform future reviews of the Northern Pegasus Bay Bylaw 2016.

The main objectives of the survey were to investigate beach user's awareness of the Bylaw, identify factors that limit enjoyment, and identify perceptions of main issues in the coastal environment managed by the Waimakariri District Council.

The survey consisted of 300 respondents, with 50 each collected from Kairaki, Pines, Woodend, Pegasus and Waikuku Beaches, as well as the Ashley-Rakahuri Estuary.

Key findings

Bylaw awareness was considerably higher for local respondents (respondents from the Waimakariri District) than non-local respondents (those outside the District).

Signage was the most effective tool for communicating Bylaw awareness. Word of mouth was the second most effective.

The most common factor for enjoyment of the coastal environment was that it was quiet, peaceful and uncrowded. Respondents also enjoyed the range of activities and opportunities for recreation available in the coastal environment. A number of positive comments around access and proximity were also made.

The most common factor limiting enjoyment of the coastal environment was dogs. The presence of vehicles in prohibited areas was also found to limit enjoyment.

A majority of respondents reported issues in the coastal environment, most of which were Bylaw related. Vehicles accounted for the highest proportion of Bylaw related issues. Dogs accounted for the second highest proportion.

Litter was the most reported issue that fell outside the scope of the Bylaw.

Recommendations

There are a number of recommendations that can be made from these findings. These are as follows:

- Repeat the Intercept Survey prior to the next review of the Bylaw and compare findings with the baselines established in this research.
- If repeated, amalgamate questions six and seven of appendix one (survey sheet) to a single question to avoid duplication.
- Prioritise the completion of the signage improvement programme as outlined in the NPBB 2016 Implementation Plan.
- Incorporate litter controls into the NPBB 2021.
- Establish baseline monitoring on a range of key findings including awareness of the Bylaw and controls on activities, proportions of Bylaw related issues and levels of dissatisfaction with Bylaw related issues.

Introduction

Objectives

The Pegasus Bay Intercept Survey was undertaken between November 2018 and January 2019. It is one component of a wider research and monitoring programme led by the Waimakariri District Council to ensure that future reviews of the Northern Pegasus Bay Bylaw 2016 (the Bylaw or NPBB 2016) are evidence-based.

The need for such a programme was highlighted during the review of the effectiveness of the 2010 Bylaw with some submitters stating it had failed to address environmental and safety concerns. Others had noted that some improvements had been made, particularly with regard to vehicle access, and others wanted to maintain the status quo as they considered the Bylaw to be working well.

The main objectives of this survey were to investigate beach user's awareness of the Bylaw, understand patterns of recreation and enjoyment, identify factors that limit enjoyment, and also identify respondents' perspectives of the main issues in the coastal environment managed by the Council.

Survey methodology

The Pegasus Bay Intercept Survey 2019 is a survey of 300 beach users divided into 50 from each beach area managed by the Council, including users of the Ashley-Rakahuri Estuary.

All beach users were asked, including respondents that lived outside of the Waimakariri District (e.g. Christchurch, elsewhere in New Zealand, or International visitors). The only requirement for participation was that respondents be at least 18 years of age.

The survey was administered face to face by Council staff and a small group of volunteers. Respondents were anonymous and limited personal information was collected. It was carried out on all days of the week, with the exception of Sunday. Most surveys were collected in the afternoon (75%) as it was expected that there would be a higher number of beach users present. The remainder were completed in the morning and these accounted for 25% of the surveys collected.

In total, 300 surveys were collected and a total of 332 people were asked. Of these 14 refused and

18 were ineligible. The sample size of 300 means that the survey results are likely to be a good representation of beach users views, although the views of those under 18 years of age are excluded.

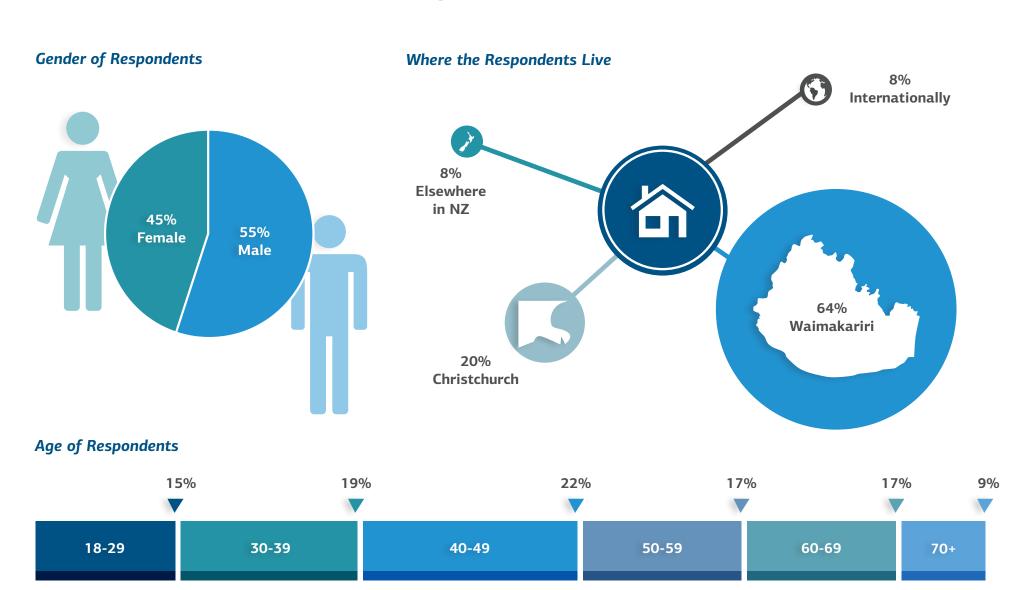
This survey is the first to investigate the effectiveness of the NPBB 2016. It will therefore provide useful baseline information, particularly around Bylaw awareness and perceptions of main issues. This can be used to help the Council identify specific issues and how to best respond to them. It will also help to inform the development of Bylaw awareness programmes, and if the survey is repeated, identify how effective these programmes and works have been.



In this report n = number of people

The Respondents

A Quick Summary



The Respondents

Respondents were asked questions about their age group, gender, and where they normally lived. These questions were asked to construct a general profile of beach users, and to gain an understanding of where people using the beaches in the Waimakariri District were coming from.

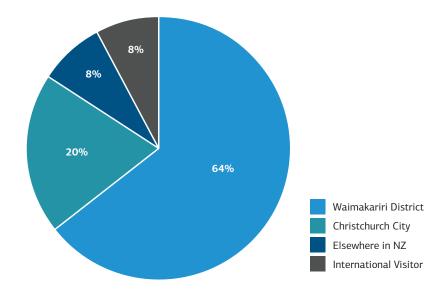
Place of residence

Figure one displays the place of residence for survey respondents. The majority of respondents lived in the Waimakariri District (64%), with the next highest proportion living in Christchurch (20%). Those from elsewhere in New Zealand, or those who were International visitors, each accounted for 8% of the total number of respondents.

Respondents from elsewhere in New Zealand lived in a diverse range of locations which included the Selwyn District, Hurunui District, Nelson, West Coast, Marlborough, Wanaka, Wellington, Invercargill, and Hawkes Bay. International visitors also lived in a diverse range of locations such as Australia, the United Kingdom, the United States of America, China, Poland, Saudi Arabia, Uruguay and Germany



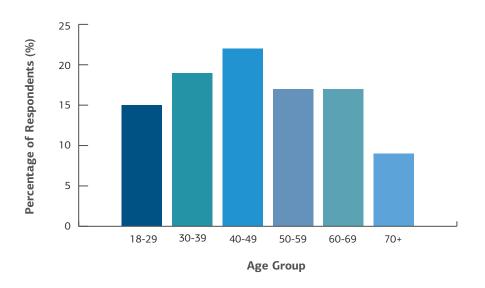
Figure 1: Place of Residence of Respondents (n=299)



Age of Respondents

Figure two displays the ages of survey respondents. Those aged 40 to 49 accounted for the highest proportion of users (22%), which was followed by those aged 30 to 39 (19%). Those aged 50 to 59, and 60 to 69 each accounted for 17%, and those who were 18 to 29, 15%. Those aged 70 or older accounted for the lowest proportion of beach users at 9%.

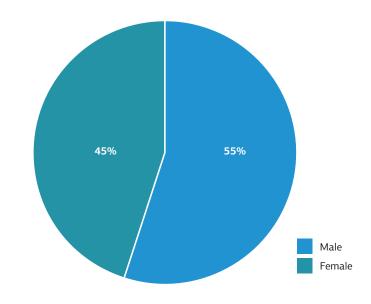
Figure 2: Age of Respondents (n=298)



Gender of respondents

Figure three displays the gender of survey respondents. In total, of the 291 people who responded to the question males made up a higher proportion of respondents accounting for 55%, compared to females who accounted for 45%.

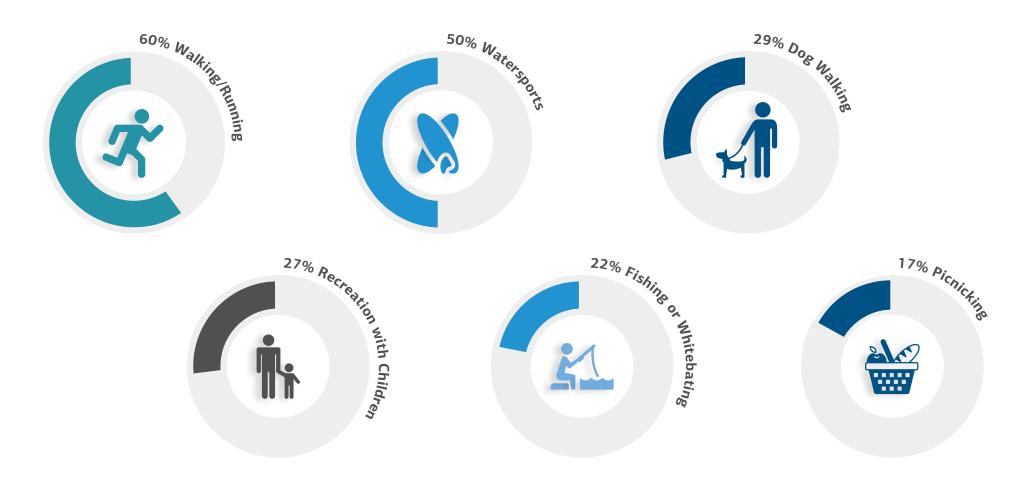
Figure 3: Gender of Respondents (n=291)



The Range of Activities

A Quick Summary

Range of Activities



The Range of Activities

Activities reported by respondents

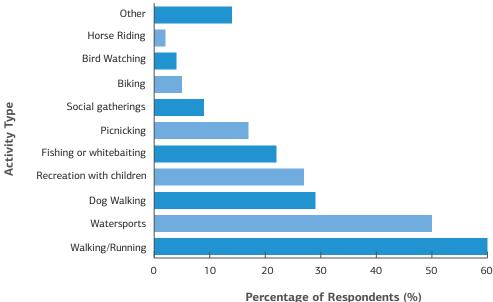
Respondents were asked about the range of activities that they would normally do in the coastal environment. In this question, respondents were able to select all of the answers that applied. In total, 300 respondents reported 714 activities. Figure four displays the activities that respondents were most likely to report, which included walking and running (60%), water sports such as swimming and surfing (50%), dog walking (29%), recreation with children (27%), and fishing or whitebaiting (22%).

A smaller number of respondents reported activities such as picnicking (17%), social gatherings (9%), biking (5%), bird watching (4%) and horse riding (2%).

The activities mentioned by only one to three respondents were included in an "other" category. This contained activities such as kayaking, boating, jet skiing, kitesurfing, collecting shellfish, photography, sightseeing, sand castle building, litter collection and yoga. A few respondents mentioned quiet activities such as relaxing, sitting or reflection.



Figure 4: Activities of Respondents in the Northern Pegasus Bay Area (n=300)

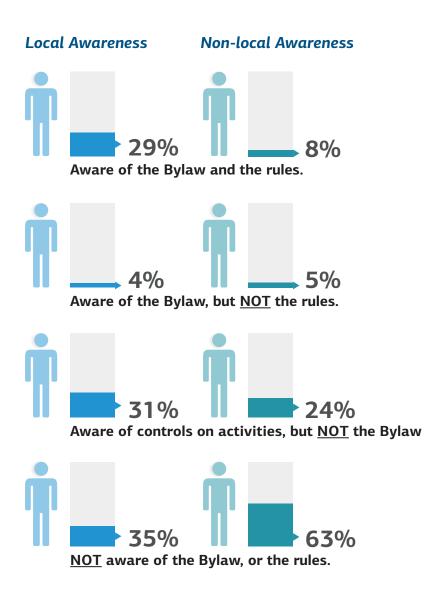


Please note responses add up to > 100%

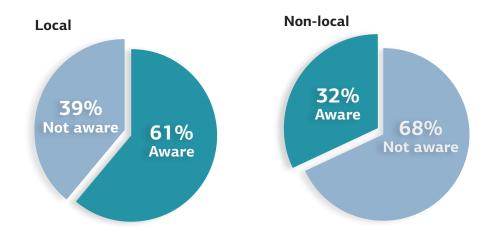


Bylaw Awareness

A Quick Summary



Overall Awareness



How Respondents Became Aware



Bylaw Awareness

Awareness of Bylaw or rules

Respondents were asked about their awareness of the NPBB 2016 rules, or whether they were aware of any controls on activities. This was to gauge how well the Bylaw was known by beach users, or whether respondents were at least aware of any prohibited activities.

Overall, 50% of respondents were aware of the rules in the coastal environment and 50% were not. Those aware of the rules was an amalgamation of respondents aware of the Bylaw, and some, or all, of the rules, and respondents not aware of the Bylaw, but aware of controls on activities

Those not aware of the rules was an amalgamation between respondents that were aware of the Bylaw, but not the rules, and respondents that were aware of the Bylaw, or any controls on activities.

Figure five displays a comparison of Waimakariri District residents (local) and those living outside of the Waimakariri District (non-local).

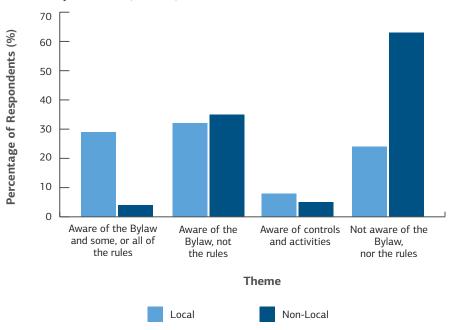
Local respondents were 21% more likely to be aware of the Bylaw and some, or all, of the rules compared to those outside of the Waimakariri District (29% compared to 8%).

In addition, local respondents not aware of the Bylaw were still 8% more likely to be aware of controls on activities (32% compared to 24%).

Awareness of the Bylaw but not the rules was similar for both groups, with 4% of locals, and 5% for non-locals.

Non-local respondents were considerably less aware of any rules (63% compared to 35%).

Figure 5: Comparison of Bylaw Awareness for Local and Non-Local Respondents (n=299)

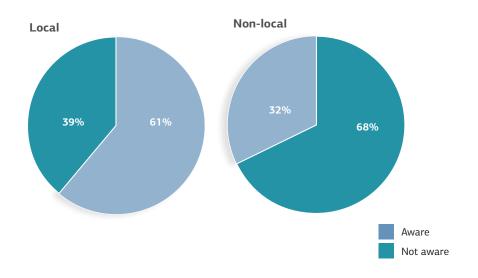


Comparison of rules awareness

Figure six displays a comparison between local and non-local respondent's awareness of the rules. Those aware of rules included respondents that were aware of the Bylaw and some of the rules, as well as those aware of the controls on activities. Those that were not aware of the rules included respondents aware of the Bylaw but not the rules, and those not aware of the Bylaw or any rules.

Local respondents were considerably more likely to be aware of the rules than non-local respondents (61% compared to 32%). In addition, 68% of nonlocals were not aware of any rules in the coastal environment compared to 39% of locals.

Figure 6: Comparison of Local and Non-Local Awareness of the Rules in the Coastal Environment



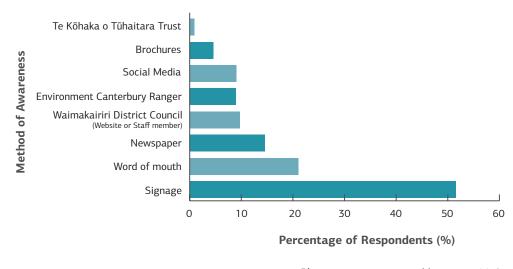
How respondents became aware

Figure seven displays the way in which respondents became aware of the Bylaw or rules. This was asked to determine the most effective communication tool for information about the Bylaw.

Signage was found to be the most effective, accounting for over half of those respondents aware of the Bylaw or controls on activities. This was followed by word of mouth and the newspaper. Those made aware through the Council were mostly made aware by access to the website, although one respondent was informed by a Council staff member directly.

Social media, the Environment Canterbury Ranger Service, brochures and Te Kōhaka o Tūhaitara Trust accounted for a lower proportion of Bylaw awareness.

Figure 7: How Respondents Became Aware of the Bylaw or the rules (n=151)

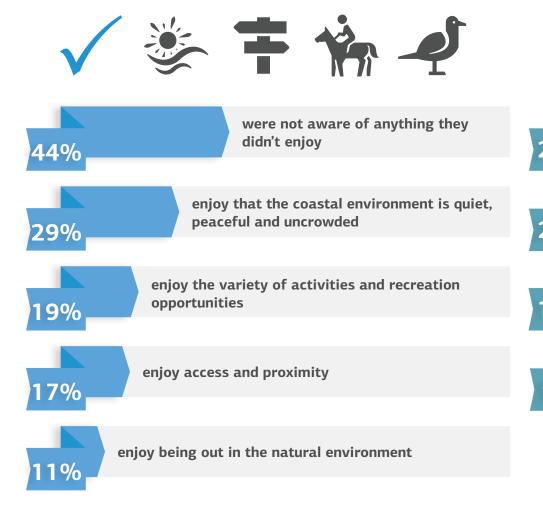


Please note responses add up to > 100%

The Best and Worst Aspects of the Coastal Environment

A Quick Summary

The Best Aspects



The Worst Aspects



The Best Aspects of the Coastal Environment

Respondents were asked what they enjoyed most about the coastal environment. They were able to list multiple themes and a total of 519 were mentioned by 300 people. Many of these have been grouped together in the analysis, as they were very similar (e.g. access & proximity). Figure eight displays the top ten themes that emerged from this question.

Respondents reported that the most enjoyable aspect of the coastal environment was that it was quiet, peaceful and uncrowded, which accounted for 29% of responses.

Respondents also enjoyed the range of activities and recreation that could be undertaken at the coast (19%). Respondents (17%) made positive comments around access and proximity, which was in relation to proximity to home, or access onto the beach itself.

A number of respondents (16%) made positive comments on the natural and beach environment. These comments mostly referred to the naturalness of the area, the beach area, and the landscape more generally.

A smaller number of respondents (11%) believed that the coastal environment was clean and tidy. This was discussed in relation to the presence of litter, and the condition of the environment itself.

General comments about the coastal environment accounted for 9% of responses. These were mostly non-specific positive comments such as "it's nice" or "it's lovely".

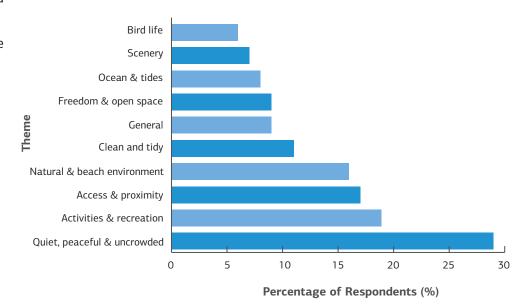
Freedom and open space was discussed by 9% of respondents, the ocean and tides by 8%, and scenery by 7%. Bird life was mentioned by 6% of respondents, and was mostly made in regard to the Ashley-Rakahuri Estuary, which is a significant site for bird life.

Other themes that accounted for 5% or less included fresh air (5%). socialising with family or friends (5%), facilities (4%), and dogs (3%). Around 3% of respondents did not know what they enjoyed.

Pine trees, safety, life guards, outdoors, lack of vehicles, other users, sheltered, and weather all accounted for 2% of the total number of respondents and the dynamic nature of the coast 1%.

The other category accounted for responses less than 1% and included quad biking, being familiar with the area, relaxing, the water, spiritual and health aspects, getting outside of the city and the lifestyle offered by the coast.

Figure 8: The Best Aspects of the Coastal Environment (n=300)



Please note responses add up to > 100%

The Worst Aspects of the Coastal Environment

While respondents listed aspects they did not enjoy, these were not necessarily mentioned when they were asked what they believed the main issues were. Respondents were able to list multiple themes, and in total, 56% of respondents listed 221 themes. Conversely, 44% of respondents reported that they either did not know, or that there was nothing they did not enjoy about the coastal environment.

Figure nine displays the most common elements that respondents did not enjoy about the coastal environment.

For those that did comment, dogs were the most common factor that respondents did not enjoy, accounting for 27% of respondents. This was made in relation to uncontrolled dogs (e.g. dogs off leads & dogs that could not be controlled by voice command) and dog faeces left behind on the beach by owners.

Vehicles were also not enjoyed by 26% of respondents. These comments were made in relation to vehicle speed whilst driving on the beach, and the presence of vehicles in prohibited areas.

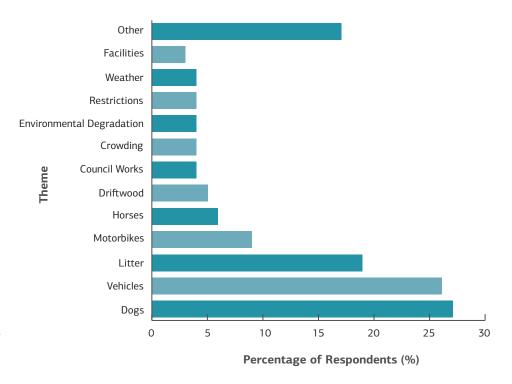
Litter was an issue 19% of respondents and was mostly reported on the beach, in the water or on the dunes. Motorbikes were discussed by 9% and were mostly raised in the context of being present in prohibited areas. The presence of horses was raised by a small number of respondents (6%).

All other themes accounted for less than 5%. Driftwood was mentioned by 4% (with more on the beach than normal due to a November storm). The Council operates a commercial pine forest and recently felled a large block of trees and a small number of respondents (4%) mentioned they did not like to see the trees removed.

Other themes included crowding (4%), environmental degradation (4%), restrictions (4%), weather (4%), and facilities (3%).

The other category (less than 5 responses per issue) was broad and included sand, getting sunburned, rising oceans, fumes from pig farms, no clear times for surf lifesaving, and poor cell phone coverage. One respondent suggested that sand dunes needed more fencing, and another suggested that the Council should actively enforce the Bylaw. Another mentioned that they did not enjoy people who did not obey the rules.

Figure 9: The Worst Aspects of the Coastal Environment (n=167)



Please note responses add up to > 100%

The Main Issues

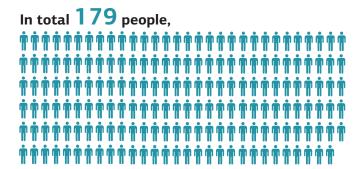


A Quick Summary

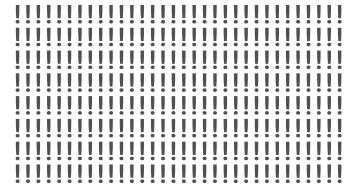
Total Number of Issues



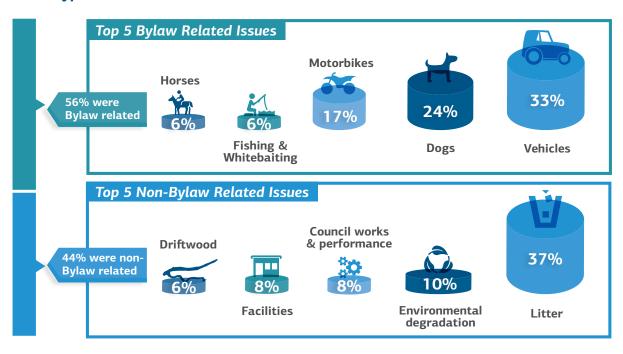
60% of total people reported issues.



raised 256 issues



Issue Type



Issue Locations



Respondents at Pines Beach were most likely to report vehicle issues



Litter was more of an issue with Waikuku Beach and Woodend Beach respondents



Respondents at Waikuku Beach reported the most dog issues



Motorbikes were mostly an issue with Kairaki and Woodend Beach respondents



Environmental degradation was an issue for people surveyed at the Ashley-Rakahuri Estuary.

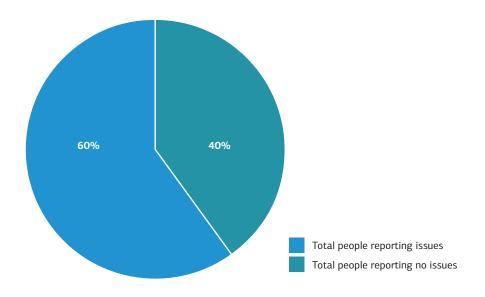
The Main Issues

Total number of issues versus no issues

This question was asked to determine what the main issues were for beach users in the coastal environment. Respondents often reported a range of issues, some of which fell outside the scope of the Bylaw.

In total, 60% of respondents reported at least one issue, whilst 40% reported none.

Figure 10: Total number of respondents reporting issues versus number of reporting no issues (n=300)



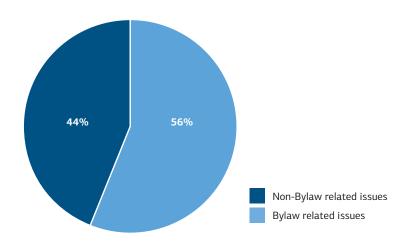
Bylaw-related issues versus non-Bylaw related issues

Figure 11 displays the total number of Bylaw issues raised by respondents compared to non-Bylaw issues. Non-Bylaw issues referred to the types of issues raised by respondents that were either not covered by the Bylaw, or were not caused as a result of the Bylaw.

Conversely, Bylaw issues were mostly considered as those that were covered by the Bylaw. However, there were a small proportion (3%) of issues caused as a direct result of the Bylaw implementation, most of which related to access restrictions.

In total, 179 people raised 256 issues. Of these 256 issues, 56% were Bylaw related compared to 44%, which were non-Bylaw related.

Figure 11: Bylaw-related issues versus Non-bylaw related issues (n=256)



List of Bylaw-related issues

Figure 12 displays the total number of Bylaw related issues raised by respondents. In total, there were 144 Bylaw related issues raised.

Vehicles accounted for the highest proportion of Bylaw related issues (33%). Most comments from respondents related to vehicles in prohibited areas and vehicles driving at speed on the beach.

Dogs accounted for the second highest proportion of Bylaw related issues (24%). Respondents mostly reported uncontrolled dogs (e.g. dogs off leads) and dog faeces left behind on the beach. However, a small number mentioned user conflicts with other dog owners.

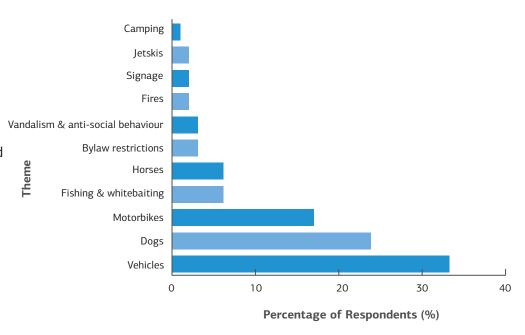
Motorbikes were also an issue for respondents (17%). Common complaints from respondents included motorbikes in prohibited areas (e.g. sand dunes, Ashley-Rakahuri Estuary or the beach) or driving at speed. A small number discussed safety issues associated with this, and the potential risk to bird life.

Fishing and whitebaiting was mentioned by 6% of respondents. These comments were general and related to a range of issues such as user conflicts with other fisherman or the presence of other people fishing.

Horses were also an issue for 6% of respondents. Complaints included user conflicts, such as horses on walking tracks, the general presence of horses on the beach, and horse faeces.

All other issues accounted for less than 5% of the total number of bylaw related issues. This included bylaw restrictions with 3% of respondents expressing dissatisfaction with restrictions on activities. The remaining issues included vandalism and anti-social behaviour (3%), fires (2%) signage (2%), jetskis (2%) and camping (1%).

Figure 12: Bylaw related issues (n=144)



List of non-Bylaw related issues

Figure 13 displays the total number of non-Bylaw issues raised by respondents. In total, there were 112 non-Bylaw related issues raised.

Litter accounted for the highest proportion of non-Bylaw related issues (37%). Most comments referred to litter being left behind by other users, pollution found on the beach, or general comments about litter. A few respondents also mentioned plastic pollution.

Environmental degradation contributed to 10% of the total number of non-Bylaw related issues. These comments included a range of different issues such as poor water quality, discharges from industry and the use of pesticides and herbicides.

A small number of respondents (8%) also discussed the need for more facilities. This included rubbish and recycling bins, toilets, picnic benches and chairs.

Council activities and performance accounted for 8% of non-Bylaw issues and comments mostly related to the felling of the commercial forestry block near Pegasus.

The presence of driftwood along the beach accounted for 6% of non-Bylaw related issues. This was raised as a safety issue for children with some suggesting the Council should use tractors to clean excess driftwood from the beach. The flooding of the Waimakariri River during November 2018 resulted in a significant amount of river debris being deposited on the coast. This could account for some of this dissatisfaction.

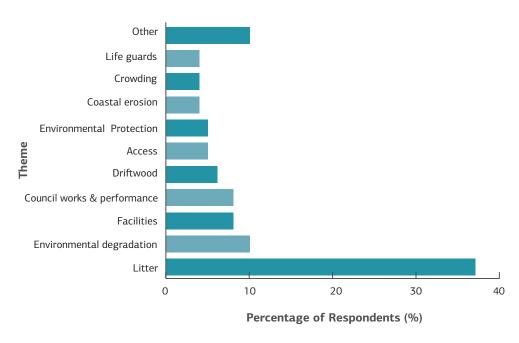
There were also a small number of comments made in relation to access (5%). These comments were mostly in relation to access tracks to the beach and one was regarding the road coming into Kairaki.

Environmental protection accounted for 5% of non-bylaw related issues. Comments were wide ranging and covered general protection of the environment, the need for environmental education, protecting bird life, and restricting access to sand dunes to enhance dune restoration.

All other issues raised accounted for less than 5% of non-Bylaw related issues. These included coastal erosion (4%), crowding (4%), and the presence of lifeguards (4%).

The other category is an amalgamation of issues raised by less than 4% of respondents. Issues included fishing safety around water, concerns around overdevelopment and engineering works.

Figure 13: Non-Bylaw related issues (n=112)



Please note responses add up to > 100%

Table of issues by survey location

Table one displays the frequency of which each of the top five main issues were raised by respondents from the different survey locations. The top five issues were both Bylaw related and non-Bylaw related. Most of the time, there was a correlation between the location of the survey and the location of the issue reported.

Table 1: Frequency of Issues Raised by Respondents by Site

Location of respondents	Vehicles	Litter	Dogs	Motorbikes	Env-Deg
				n	n
Kairaki Beach	11	7	1	7	1
Pines Beach	12	6	3	2	3
Woodend Beach	6	9	7	2	1
Pegasus Beach	2	3	6	2	1
Waikuku Beach	10	9	11	7	1
Ashley-Rakahuri Estuary	7	7	7	4	4
Total	48	41	35	24	11

Vehicles

Vehicles were mostly an issue for Kairaki Beach and Pines Beach respondents. This could be because these are the closest beaches to vehicle entry points. Waikuku Beach respondents were also more likely to report issues with vehicles.

Litter

Litter was more evenly reported across sites, with nine respondents from Waikuku Beach and Woodend Beach reporting this as a main issue. This was followed by respondents from Kairaki Beach, the Ashley-Rakahuri Estuary, Pines Beach, and Pegasus Beach.



Dogs

Dogs were mostly reported by respondents from Waikuku Beach, Woodend Beach, the Ashley-Rakahuri Estuary, and Pegasus Beach. They were less of an issue at Pines Beach, and Kairaki.

Motorbikes

Motorbikes were an issue for respondents at Kairaki Beach and Waikuku Beach. A small number of respondents at the Ashley-Rakahuri Estuary, Pines Beach, Woodend Beach and Pegasus Beach also reported issues with motorbikes.

Environmental degradation (Env-Deg)

Environmental degradation was mostly reported by respondents at the Ashley-Rakahuri Estuary. A few respondents from Pines, Kairaki, Woodend, Pegasus and Waikuku Beaches also reported environmental degradation.

Recommendations

Recommendations

There are a number of recommendations that can be made from the results of this research. These are as follows:

Repeat intercept survey

The Intercept Survey should be repeated prior to the next Bylaw review in 2021. Repeating the survey will allow ongoing monitoring of the issues identified in this research and identify trends that may emerge.

Redesign survey questions

If the survey is repeated, questions six and seven of appendix one should be amalgamated into a single question to avoid duplication. This should read "In your opinion, what are the main issues, or what don't you enjoy about the coastal environment?". This is because only a small minority of respondents did not repeat the factors that limited their enjoyment as main issues, and this essentially asked respondents the same question twice.

Prioritise signage improvement programme

The completion of the signage improvement programme as outlined in the NPBB 2016 Implementation Plan should also be prioritised. This is because signage has been identified as the most effective tool for communicating Bylaw awareness, or any other rules applying to the coastal environment.

Incorporate litter

Incorporate litter controls into the NPBB 2021. This is because litter was raised as an issue by a number of respondents across all sites surveyed.

Establish baselines to determine effectiveness

A final recommendation is that the baseline information for determining the effectiveness of the Bylaw is:

- · Awareness of the Bylaw, or controls on activities
- The proportion of respondents that report Bylaw related issues, and,
- The levels of dissatisfaction with the Bylaw related issues of litter, vehicles, dogs, motorbikes and horses.

Proposed targets to be met

These targets are based on maintaining the status quo or improvements in the baselines established in this report.

The proposed targets to be met are as follows:

- No more than 37% dissatisfaction with litter
- Less than 33% dissatisfaction with vehicles
- Less than 24% dissatisfaction with dogs
- Less than 17% dissatisfaction with motorbikes
- No more than 6% dissatisfaction with horses.

Appendices

Survey Sheet		30
Map of Survey I	ocations	32

Pegasus Bay Survey

TimeSu	Survey location	Weather	Fine
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	(DO 110t approach people		
18 - 29	30 - 39	40 - 49	- 49
50 - 59	69 - 09	70+	+
2. What is your gender?			
Male Male	Female	Ge Ge	Gender Diverse
3. Where do you normally live?	ive?		
Waimakariri District	☐ Christchurch City		Hurunui District
Other (Please specify)			
4. What type(s) of activities would you normally do at the beach?	s would you normally o	do at the beach?	
Walking and/or Running		Water Sports (Swimming, Surfing etc)	ng etc)
Dog Walking		Fishing / Whitebaiting	
Picnicking		Recreational driving on the	Recreational driving on the beach (Quad bike or Motor vehicle)
Riding 2 wheel motorbike on the beach	on the beach	Recreational horse riding	
Social gatherings		Recreation with children	
🗌 Gathering Mahinga Kai		Other (Please specify)	
5. What do you enjoy about this coastal environment?	t this coastal environm	nent?	
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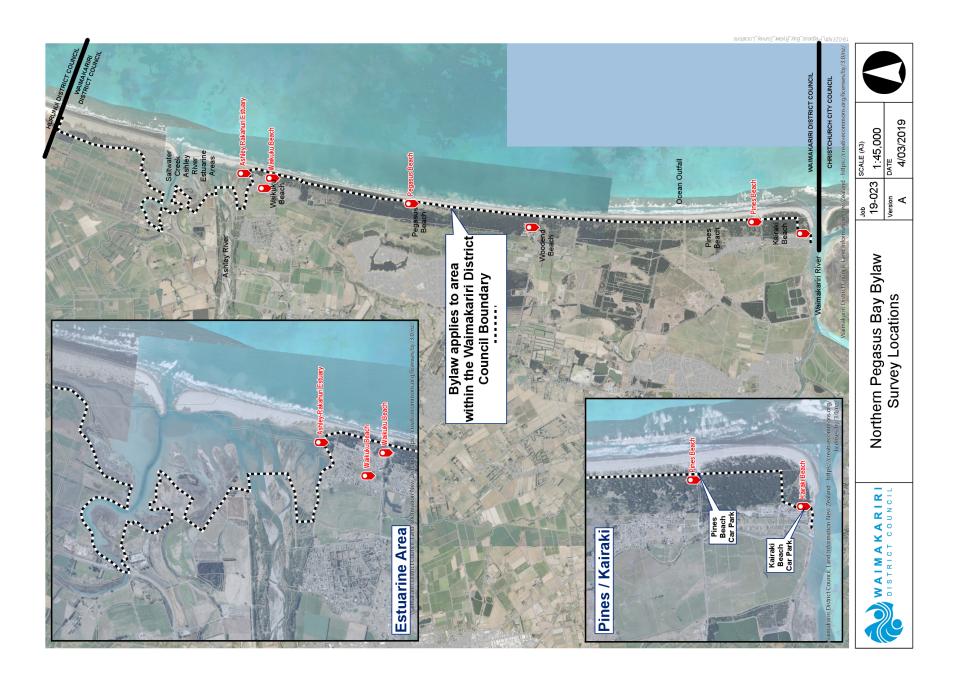


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	waimakariri.govt.nz
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7. In your opinion, what are the main issues, ar	what are the main issues, and whereabouts do they occur in this coastal environment?
8. Are you aware of the Northern Pegasus Bay Bylaw 2016?	. Bylaw 2016?
\Box I am aware of the Bylaw, and some, or all, of the rules.	ie rules.
$\hfill \square$ I am aware of the Bylaw, but not the rules.	
\Box I have no awareness of the Bylaw but understand there are controls on some activities.	nd there are controls on some activities.
\Box I have no awareness of the Bylaw, nor any of the rules.	ne rules.
9. If aware, how did you become aware of the Bylaw?	e Bylaw?
Word of mouth	Signage
Council website	☐ Brochures
Social media	Newspaper
🔲 Waimakariri District Council staff member	Onthern Pegasus Bay Advisory Group member
🗌 Te Kōhaka o Tūhaitara Trust	Environment Canterbury ranger presence
☐ Not applicable	Uther (Please specify)
10. Is there any other comments you would like to make about this coastal environment?	ke to make about this coastal environment?

6. What don't you enjoy about this coastal environment?







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