

#### 4.5 A vibrant community

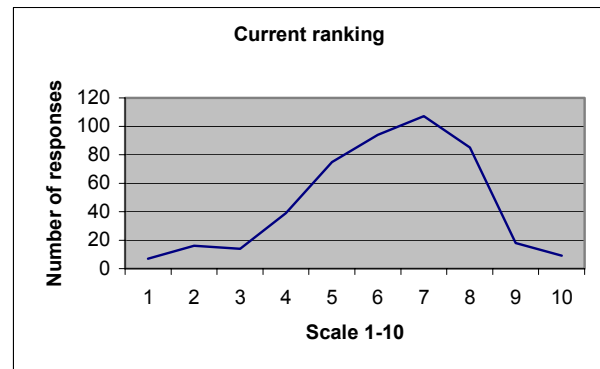
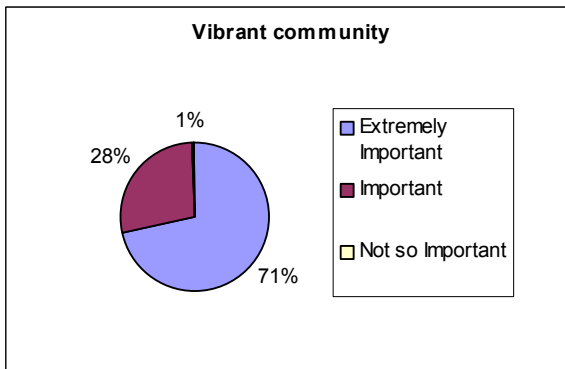
***with excellent facilities & services. A community that plans well. A 'happening' region, where people welcome diversity and creativity.***



Participants were asked to think about our infrastructure, services and roads. About how we celebrate the things that make our regions special. We asked them to think about vibrant and attractive towns and public places, and promotion of our arts and heritage. They were asked how important this goal was to them, and how well they thought the region was currently achieving it.

71% of respondents classed this outcome as 'extremely important', 28% as 'important' and 1% of respondents indicated this outcome was 'not so important' to them.

464 respondents indicated on a scale of 1-10, (with 10 being the best), how well they felt the region was currently achieving this goal. The average response was 6.2.



Participants were asked to think about what we may need to do to make our 'special places and spaces' even more special, and about what activities or events should be promoted and celebrated.

Overall there was a general sense that the region is progressing in a positive manner. The strongest theme from Buller residents was the need for good urban design and town planning. 85% of participants who commented on the need for urban design emphasised the need for the main street of Westport to be an attractive town centre that can cater well for tourists. Comments included the need for Westport to be an attractive tourist centre to encourage visitors to stay longer in the district, with flow on benefits for other centres in the district, such as Karamea.

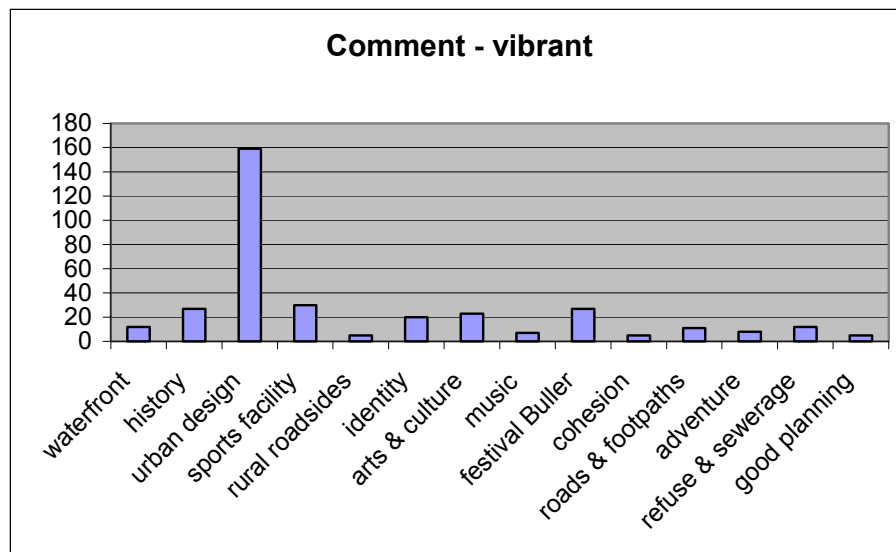
Residents feedback was wide ranging, from a general need for urban design, to support for blocking of the main centre, pulling main tourist/focal points into a central area, putting in covered areas, promoting the business area, providing more seating, and catering for weekend tourists.

There was support for the development of a new sports facility, with comments that this could cater for swimming, sports, recreation, conference/function venue, and rainy weather play area.

Participants voiced support for enhancing and promoting the region’s heritage, in particular the mining history. This was tied in to heritage tourism ideas, with support for the development or promotion of sites such as Denniston. Several respondents noted they felt more promotion and support for arts and culture was required. There was support for an annual Buller festival, with ideas ranging from an event that could be held on Anniversary day, to a ‘Whitebait festival.’ Residents voiced ongoing support for current events/celebrations/commemorations such as Anzac Day and the Buller Marathon.

A common theme from respondents was the need for the Buller to develop a strong marketable identity or logo, with comments that the region is not actively marketed. More regional promotion was thought to have benefits for tourism, economy, and the attraction of professionals to the area.

There was support for developing the waterfront, both as a working port, and as a recreation area/attraction for locals and tourists alike.



### What Buller people said.....

“Our hospitality on weekends, long weekends and holidays is poor.”

*“Remember when Reefton rated as a blip in the mist on the way to Springs Junction? What a difference a few years, some visionary thought and planning makes. So what is Westport doing to capitalise on its colourful past?”*  
*“We need to be more creative in the way we promote ourselves.”*

*“Westport needs a facelift.”*

*“We need to foster an identity and market it well – improve the look of Westport’s town, lose the ghost town image.”*

*“Initiate the urban design town square proposal and centralise our assets.”*

Buller District Council should sign up to the NZ Urban Design Protocol and implement the 7 essential design qualities.”

*“We need to work harder to finish things faster.”*

*“We need a paid position in Council to drive special ‘vibrancy’ projects.”*

*“The CBD faces away from the river and the waterfront, most visitors aren’t even aware that it exists.”*

*“Race to the Sky – a bike race up Denniston!”*

*“Beautification of all spaces – elderly flats included!”*

*“We need to put a positive image on Buller and actively promote it.”*

*“From Brougham to Lyndhurst as a pedestrian sanctum with trees and shaded benches where people can enjoy pausing and talking.... This project would attract plenty of willing helpers. TV programmes feature transformations by voluntary efforts. We could do that too. Working together in a practical way is how a community can grow and integrate.”*

*“A new sports complex/swimming pool with indoor play facility for families and pre-schoolers.”*

*“Poor infrastructure ie. roads and sewerage. We need more pride in our communities – most are quite scruffy and unattractive.”*

*“I think Westport has an active arts & culture presence which is great. Keep it up, and keep supporting it.”*

*“Positive people create positive communities. We need to celebrate who we are and our history.”*

*“More promotion of the Buller’s natural habitat, I never hear and seldom see it promoted over here (from out-of-district ratepayer).”*

*“Reefton is looking good, new footpaths and flash new shop frontages.”*

**Who might help achieve this outcome....**

Churches and church organisations  
Buller Business Association

Support and service organisations  
Tourism West Coast  
Businesses  
Media  
Ministry for the Environment

Ministry of Youth Affairs  
Community groups, clubs and societies  
Buller Promotions  
Department of Conservation  
Tourism providers and promoters  
Arts and culture groups