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MAUAO & TOMBOLO MANAGEMENT PLANS Research Report

1 April 1997

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1. EXECUTIVE SUMMARY

The primary purpose of this study was to assess Tauranga resident's opinions about policies presented in the Mauao and Tombolo Management Plans. The level of public agreement with or opposition to fifteen policy or situation statements from the plan were tested during this research. All results presented in the summary have weighting ratio's applied. More detailed analysis of results is contained in the body of this report.

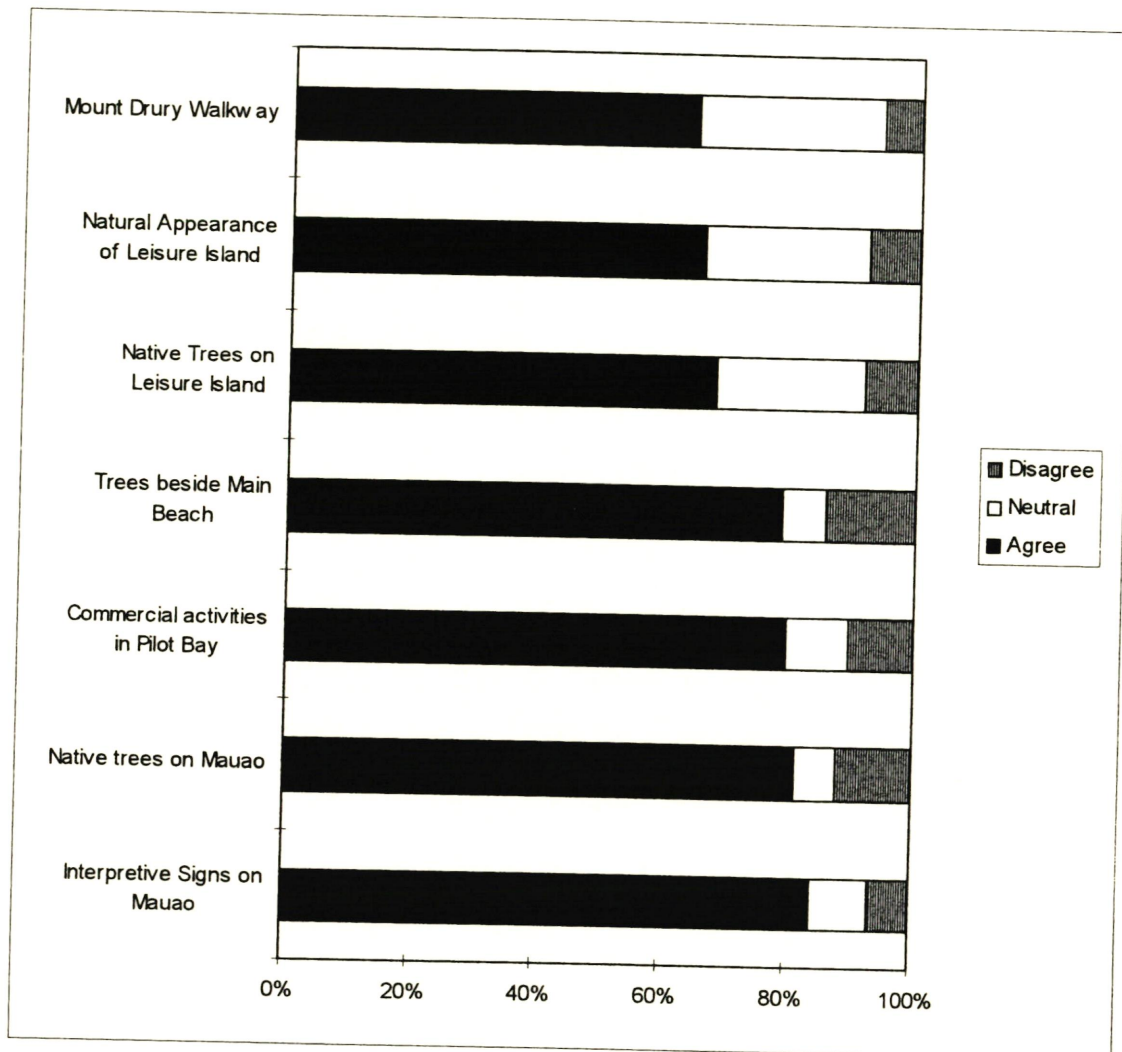
1.1 High Level of Community Support

The results presented in this report indicate a high level of community support for seven of the fifteen Management Plan statements. Most participants either agreed or were neutral about these seven statements. The table shows them ranked in order of the level of strong agreement while the graph shows them ranked in order of the overall level of agreement .

1.1.1.1 Summary of Statements which Attracted High Levels of Community Support Ranked According to the Level of Strong Agreement with each Statement

Policy Description	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
I would like signs beside the walkways which explain the history of the area.	43%	41%	9%	7%	0%	0%	100%
More trees should be planted on the grassed areas beside the main beach to provide shade for beach go'ers	42%	37%	7%	10%	4%	0%	100%
More native trees should be planted on the Mount	39%	42%	6%	10%	1%	0%	100%
Leisure Island's Natural appearance should be restored	37%	29%	16%	7%	2%	10%	100%
There should be more native trees planted on Leisure Island	34%	34%	14%	8%	1%	9%	100%
Commercial activities like hire of beach-side equipment and amusements should continue to be allowed in Pilot Bay	28%	51%	8%	7%	4%	2%	100%
There should be a clearly marked public walkway up Mount Drury	28%	37%	15%	6%	0%	14%	100%

**1.1.1.2 Summary of Statements which Attracted High Levels of Community Support Ranked
According to the Level of Agreement with each Statement**



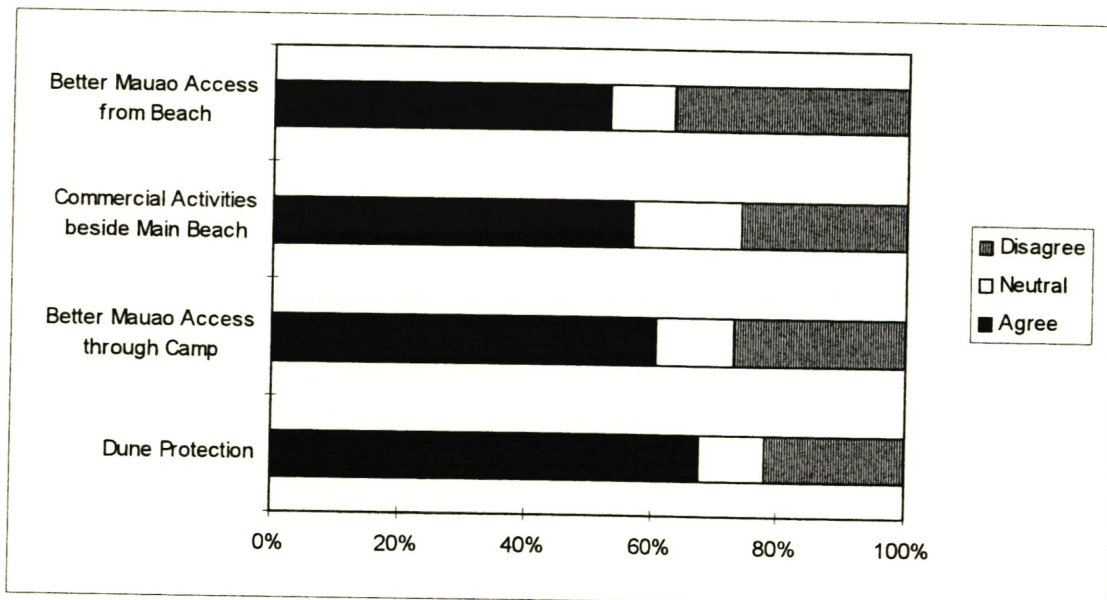
1.2 Majority Support

The results presented in this report indicate the majority of the community support a further four of the fifteen Management Plan statements. While the majority of participants agreed with these statements, more than one fifth (20%) disagreed with each one. The table shows these four statements ranked in order of the level of strong agreement and the graph shows the same statements ranked in order of the overall level of agreement.

**1.2.1.1 Summary of Statements which Attracted Majority Community Support Ranked
According to the Level of Strong Agreement with each Statement**

Policy Description	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
To help protect the dunes people should be encouraged to use only a limited number of pathways to the beach	36%	32%	10%	16%	6%	1%	100%
There needs to be better public access from the beach to the walkways around or up the Mount	25%	28%	10%	34%	2%	0%	100%
I would like there to be better public access to the Mount walkways through the Camping Ground.	23%	38%	12%	24%	3%	1%	100%
Commercial activities like food stalls, equipment hire and amusements should continue to be allowed on the grassed area	15%	42%	16%	21%	5%	2%	100%

**1.2.1.2 Summary of Statements which Attracted Majority Community Support Ranked
According to the Level of Agreement with each Statement**



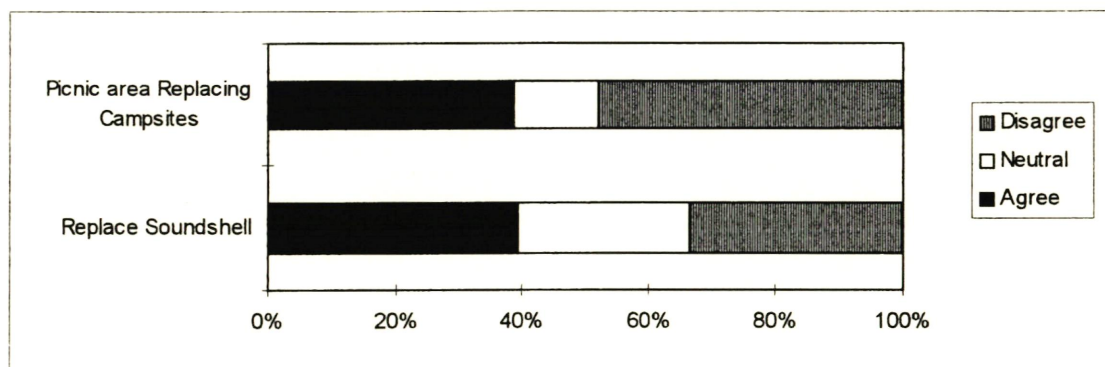
1.3 Community Opinion Divided

The results presented in this report indicate that community opinion was fairly evenly divided in relation to two of the policy statements. These were the proposal to replace the Soundshell with an open grassed picnic area and the suggestion that some of the beach-front camp sites should be replaced with a picnic area. The table and graph which follow show that while only two-fifths (39%) of the participants agreed with each of these statements the majority of participants either agreed, were neutral or did not answer each one.

1.3.1.1 Summary of Statements which attracted Divided Community Response Ranked According to the Level of Strong Agreement with each Statement

Policy Description	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
The Soundshell should be replaced with an open grassed picnic area	17%	22%	15%	25%	9%	12%	100%
Some of the beach-front camp sites in the Council owned camping ground should be replaced with a picnic area for beach go'ers	11%	27%	13%	38%	10%	0%	100%

1.3.1.2 Summary of Statements which attracted Divided Community Response Ranked According to the Level of Agreement with each Statement



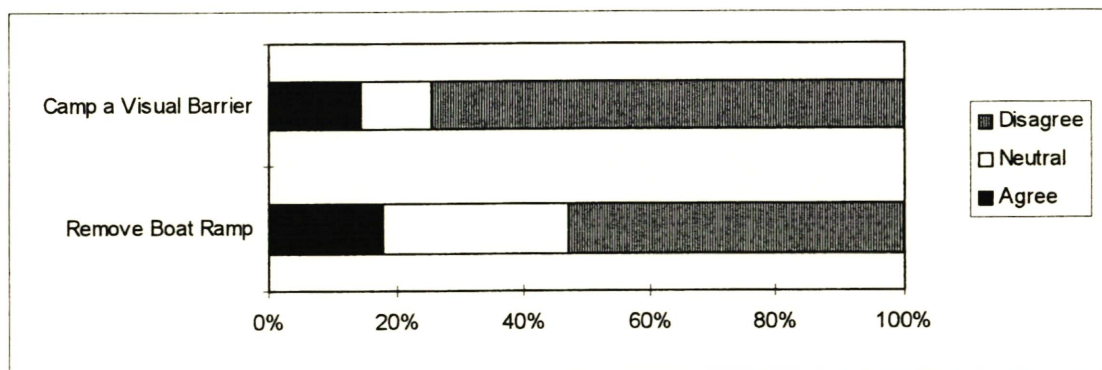
1.4 Majority Opposition

The results presented in this report indicate that the majority of the community were opposed to two of the Management Plan statements. These were the proposal to remove the Adams Avenue boat ramp and the suggestion that the camping ground creates a visual barrier to Mauao. The table and graph which follow show that a small majority disagreed with removing the boat ramp and three-quarters disagreed that the camping ground creates a visual barrier to Mauao.

1.4.1.1 Summary of Statements which attracted Majority Community Opposition Ranked According to the Level of Strong Agreement with each Statement

Policy Description	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
The Adams Ave Boat ramp near the base of the Mount should be removed	10%	8%	24%	38%	15%	5%	100%
The Council owned camping ground creates a visual barrier to the Mount	5%	10%	11%	53%	21%	0%	100%

1.4.1.2 Summary of Statements which attracted Majority Community Opposition Ranked According to the Level of Agreement with each Statement



1.5 Site Allocation Preferences

In addition to asking the participants to indicate their level of agreement or disagreement with the fifteen policy statements, they were asked to say what they thought the fairest way to allocate sites at the camping ground during the peak of the season would be. The majority of participants favoured a “first in first served” system.

2. INTRODUCTION

Tauranga District Council has produced draft management plans for its Mauao, Mount Drury, Moturiki, Main Beach and Pilot Bay reserves. This independent research study was designed to gain an objective measure of Tauranga residents' opinions about policies presented in the plans and is intended to supplement information which has been gathered through traditional public consultation techniques. Specific study objectives were:

1. To assess the level of community support for or against:
 - Reinstating the natural character of Moturiki (Leisure Island).
 - Replacing the Soundshell with a grassed open space area.
 - Reinstating the Adams Avenue boat ramp.
 - Creating a treed park along the ocean beach to replace some of the camping sites.
 - Requiring camping ground management to hold an annual ballot for prime sites.

2. To determine the extent to which support for each proposal varies by:
 - Proximity to the area covered by the plan.
 - Frequency of visiting the area covered by the plan.
 - Duration of residence in the District.

3. METHOD

Three hundred and seven (307) telephone interviews were in March 1997. Interviewing began on Monday 10 March 1997 and ended on Monday 24 March 1997.

3.1 Interviewing

This telephone survey was conducted by trained, experienced and well briefed professional interviewers using the structured questionnaire which is attached as appendix one. All interviewers were based in the Tauranga or Western Bay of Plenty District and were familiar with the reserves discussed in the interview.

At least four attempts were made to call each unanswered or engaged number before they were replaced in the sample by a new number. Most calls were made during evenings and week-ends. This practice ensured all members of the sample had a reasonable chance of being contacted during the study.

3.2 Stratified Random Sample

A stratified random sample was chosen for this study so that statistically significant data could be gathered from each of three geographic areas within the Tauranga District. These areas were chosen to reflect three levels of proximity to the reserves and to align as closely as possible to Statistics New Zealand area unit boundaries.

In this report the three areas are referred to as "Mount North", "Mount South/Papamoa" and "Tauranga". Mount North includes all households north of Hewletts Road and Golf road, Mount South/Papamoa includes households from Golf road to the Council's boundary at Papamoa and "Tauranga" includes all other parts of the Tauranga District.

Households were selected to participate from the local telephone directory. Key Research's telephone number selection system and a screening question were used to ensure Western Bay of Plenty residents were not included in the sample.

3.3 Analysis and Reporting

The survey results were coded and analysed by computer. Accuracy in data-entry was assured through internal logic checks and a random check of ten percent (10%) of the data.

Since the interviews were conducted using stratified random sampling a weighting ratio has been applied. This enables the reader to gain an overview of the results as they are likely to apply to the whole District, taking into account the actual number of households in each of the geographic areas study. The weighting ratio was determined on the basis of the provisional occupied dwellings for the District from Statistics New Zealand's 1996 Census.

The table which follows shows the total number of interviews conducted in each area, the total number of homes in the area and the weighting ratio applied to the research findings.

3.3.1.1 Weighting Ratio Calculation

Description of three geographic units of analysis	Actual Interviews	Total Homes in Area	Weight Ratio
Mount North	101	3358	0.11
Mount South	106	6314	0.21
Tauranga	100	20070	0.68
Total	307	29742	1.00

In this report results which have weighting's applied are referred to as weighted results (wr). Weighting's are applied to all opinion measures that include rating scales but are not applied to demographic figures or responses to open ended questions.

Where the responses of those in each "area", "length of residence" or "frequency of visiting the reserves" category are presented, no weighting's have been applied.

3.4 Margin of Error

The maximum statistical margin of error for a randomly selected sample of three hundred and seven (307) at the 95% confidence interval is $\pm 5.6\%$. When the sample size is one hundred (100) the maximum statistical margin of error at the 95% confidence interval is $\pm 9.8\%$.

3.5 Rounding Error

It should be noted that rounding errors are a natural occurrence in small sample sizes. They also occur between "full response" tables and "aggregated" tables. Full response tables show all possible responses to each question - usually six - and aggregated tables summarise the results into fewer categories - usually three. In the report the most accurate figures are quoted, even if the figures do not exactly equal those which would be gained from manually adding the responses.

4. DEMOGRAPHIC DESCRIPTION OF PARTICIPANTS

4.1 Age and Gender Profile of Participants

Slightly more than half the people who took part in this interview were female (57%). The remaining forty-three percent (43%) were male.

The table which follows shows that more males than females under forty years of age took part in the study, while in older age categories more females than males took part.

4.1.1.1 Result Summary

Age/Gender of Participants	Males (N=172)	Females (N=135)	Total
Under 25 years	12%	11%	11%
25 to 39 years	34%	25%	29%
40 to 54 years	24%	29%	27%
55 years and over	30%	35%	33%
Total	100%	100%	100%

One third (33%) of the participants were aged 55 years or over. Twenty-seven percent (27%) were aged from 40 to 54 years and a similar proportion (29%) were aged from 25 to 30 years. Only eleven percent (11%) of the respondents were under 25 years of age.

4.2 Household Composition

The participants were asked to say whether the youngest child who normally lived in their house was under five, at primary school or at high school or whether they did not have any children living in the house.

The majority of participants (61%) said there were no children in their home. One sixth (15%) said their youngest child was under five years old, slightly more (17%) said their youngest child was at primary or intermediate school and only seven percent (7%) said their youngest child was at high school.

Participants from Mount North (68%) and Mount South (61%) were less likely to have children living at home than those from Tauranga (52%).

4.2.1.1 Results Summary

Age of Youngest Child in the Household	Mount North (N=101)	Mount South (N=106)	Tauranga (N=100)	Total Sample
Under five	12%	17%	16%	15%
Primary/ intermediate school	16%	16%	19%	17%
High school	4%	6%	13%	7%
No children	68%	61%	52%	61%
Total	100%	100%	100%	100%

4.3 Length of Residence in the Tauranga District Council Area

The participants were asked to describe the length of time they had lived in the area that is now called the Tauranga District. One tenth of the participants (9%) said they had lived in the District less than two years, over one sixth (17%) had lived here from two to five years and the same proportion (17%) had lived in the District between five and ten years. Over half (56%) had lived in the District for ten years or more.

4.3.1.1 Results Summary

Length of time participants have lived in Tauranga District Council area.	Mount North (N=101)	Mount South (N=106)	Tauranga (N=100)	Total Sample
Less than two years	10%	10%	8%	9%
Two to five years	20%	19%	13%	17%
Between five and ten years	15%	24%	13%	17%
Ten years or more	55%	47%	66%	56%
Total	100%	100%	100%	100%

4.4 Researcher Comment

The prime purpose for gathering demographic data was to assess the representativeness of the sample. This can be achieved by comparing the sample demographics with the actual age, gender and household composition of the areas studied. Since 1996 census data is not currently available these comparisons have not been included in this report. It is recommended that they be added when the data becomes available.

The length of residence information was especially pertinent to this study as one of the study objectives was to determine whether opinions about the future of the reserves vary according to the length of time participants had lived in the District. The “length of residence” categories used for cross tabulations presented in this report are:

- ‘five years or less’, referred to as new residents.
- ‘between five and ten years’, referred to as medium term residents
- and ‘ten years or more’, referred to as long term residents.

5. USE OF THE AREA

5.1 Use of Each Reserve Within the Previous Year

Almost all participants (97%wr) had used at least one of the reserves in the year prior to the interviews. Most had visited the Main Beach (92%wr) and almost as many had been to Mauao (81%wr). Approximately half had visited Moturiki (53%wr) and slightly fewer had been to Hopukiore (48%wr).

Approximately equal proportions of people from each of Mount North, Mount South/Papamoa and Tauranga had visited the Mount Beach and Mauao during the year prior to the interview. The proportion of Mount North participants (69%) who had visited Hopukiore was greater than the proportion of Mount South/Papamoa (58%) and Tauranga (42%) participants who had done so. Similarly, more of the respondents from Mount North (69%) had visited Moturiki than those from Mount South/Papamoa (53%) or Tauranga (51%).

5.1.1.1 Results Summary

Use of outdoor reserves within the year prior to interviewing.	Mount North (N=101)	Mount South (N=106)	Tauranga (N=100)	Weighted Result
Main Mount Beach	95%	92%	92%	92%
The Mount (Mauao)	87%	82%	80%	81%
Mount Drury (Hopukiore)	69%	58%	42%	48%
Leisure Island (Moturiki)	69%	53%	51%	53%

5.2 Frequency of Visiting This Area

Participants were asked to estimate the number of times they had visited the area which includes the Mount itself, the Main Beach, Leisure Island and Mount Drury in the year prior to

the interview. Frequency of use of the reserves clearly varied according to the proximity of the respondents home to the reserves. It was highest for those from Mount North and was noticeably higher for those from Mount South/Papamoa than for those from Tauranga.

Half of the Mount North participants (50%) said they had visited the area more than twenty-four times in the year prior to the interviews - or an average once a fortnight or more. Just over one third (37%) of those from Mount South/Papamoa had visited it this often and only one sixth (16%) of those from Tauranga had done so. One quarter (26%) of those from Mount North had visited the area between seven and twenty-four times (on average between once every second month and once a fortnight) while one third (33%) of those from Mount South/Papamoa and half (50%) of those from Tauranga had done so. One quarter (24%) of those from Mount North had been to the area less than seven times. Nearly one third (30%) of those from Mount South/Papamoa and one third (34%) of those from Tauranga had been less than seven times.

5.2.1.1 Results Summary

Frequency of visiting this area during the year prior to interviewing	Mount North (N=101)	Mount South (N=106)	Tauranga (N=100)	Weighted Result
Not at all	4%	2%	3%	3%
One or two times	7%	11%	14%	13%
Three to six times	13%	17%	17%	17%
Seven to twelve times	16%	12%	33%	27%
Thirteen to twenty-four times	10%	21%	17%	17%
More than twenty-four times	50%	37%	16%	24%
Total	100%	100%	100%	100%

5.3 Researcher Comment

5.3.1 Interpreting the Findings

When interpreting the findings related to use of the reserves it should be remembered that some people may have chosen not to take part in the study because they were disinterested in the topic. Thus these figures may over-represent use of these facilities by local people.

While only five (5) people who were asked to take part in the interview declined specifically because they felt unfamiliar with the area being studied others may have been less explicit about their reasons for not taking part. Some of those who chose not to take part said they did not live at the Mount and felt it did not affect them or that they were “too old” to take part. While the interviewers encouraged these people to participate, not all could be persuaded.

5.3.2 Local, District and possibly National Recreation Facilities

The results suggest that the Main Beach and Mauao are reserves which are popularly used by people from throughout the District. Hopukiore and Moturiki are used by some people from throughout the District but are most popularly used by people local to the area.

The frequency of use suggests that the same reserves act as a regular place of recreation for those who are local to them and an occasional place to visit for those further away. This means that reserves planning needs to take account of the needs of both types of user. It also highlights the value of Tauranga District Council's decision to interview a statistically significant sample from each of three geographic areas so that the views of each group could be fairly represented.

5.3.3 Cross Tabulations

The 'frequency of visiting' categories used for cross tabulations presented in this report are:

- 'less than seven times a year', referred to as occasional users.
- 'seven to twenty-four times a year', referred to as regular users.
- and, 'more than twenty-four times a year', referred to as frequent users.

6. MAUAO (THE MOUNT)

6.1 Native Vegetation on Mauao

The Mauao Management Plan (section 1.3.5) aims to restore Native vegetation in the Mauao Reserve. It also recognises the need to balance vegetation restoration with archaeological sites and recreational uses. To assess community interest in revegetation of Mauao participants were asked how they felt about the statement that “more Native trees should be planted on the Mount”. Their responses indicate community support for Native revegetation on Mauao.

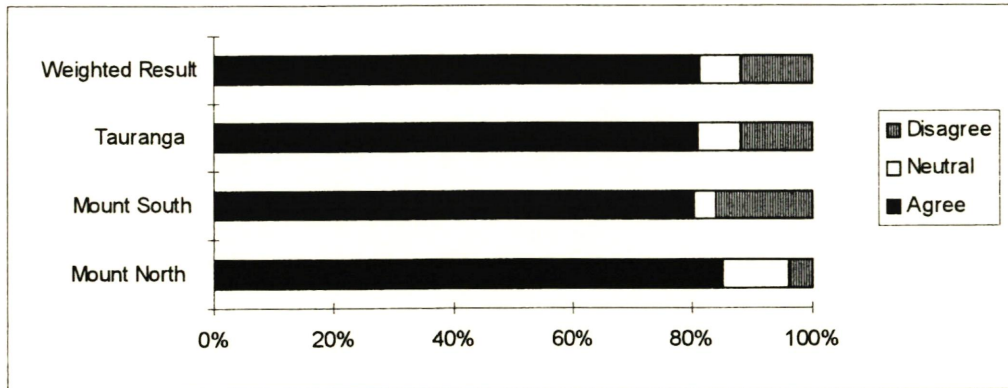
Many participants agreed that more Native trees should be planted on Mauao (81%wr). Seven percent (7%wr) were neutral or did not have an opinion and only twelve percent (12%wr) disagreed. Support for having more Native trees on Mauao did not vary significantly by area, length of residence in the District or by frequency of visiting the reserves.

It should also be noted that eleven percent (11%) of respondents commented at the end of the interview that they would like to see the reserves kept as natural as possible.

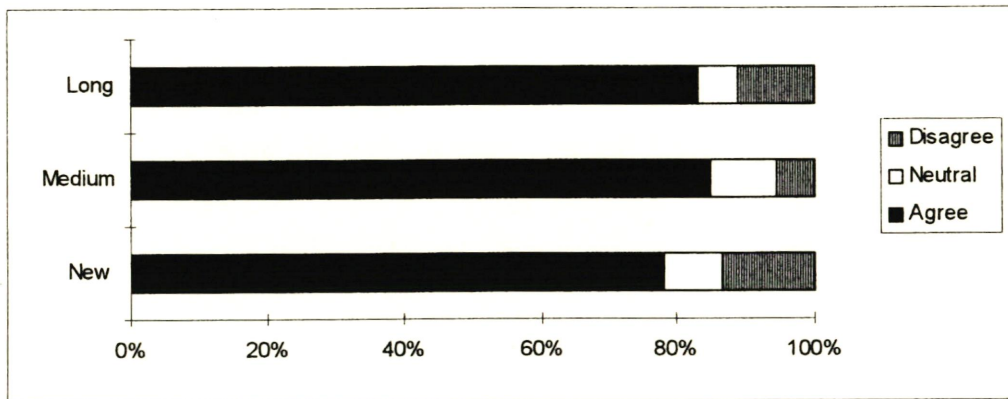
6.1.1.1 Results Summary

More native trees should be planted on the Mount	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	41%	45%	9%	4%	0%	2%	100%
Mount South(N=106)	40%	41%	3%	12%	4%	1%	100%
Tauranga (N=100)	39%	42%	7%	11%	1%	0%	100%
Weighted Result	39%	42%	6%	10%	1%	0%	100%

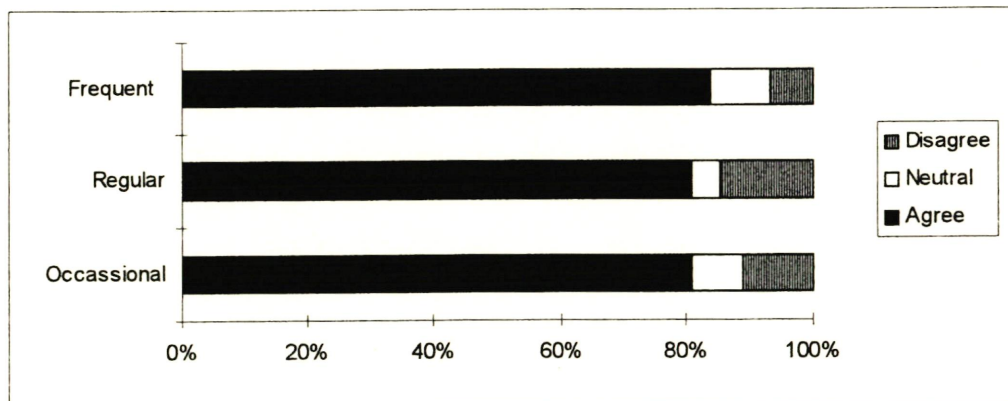
6.1.1.2 Results By Area



6.1.1.3 Results By Length of Time Living in the Area



6.1.1.4 Results By Frequency of Visiting The Reserves



6.2 Interpretative Signs

Section 1.3 of the Mauao Management Plan proposes the assessment and interpretation of the natural and cultural heritage of the Mauao reserve. For simplicity, perception of the need for heritage interpretation was measured by asking how participants felt about the statement “I would like signs beside the walkways which explain the history of the area”.

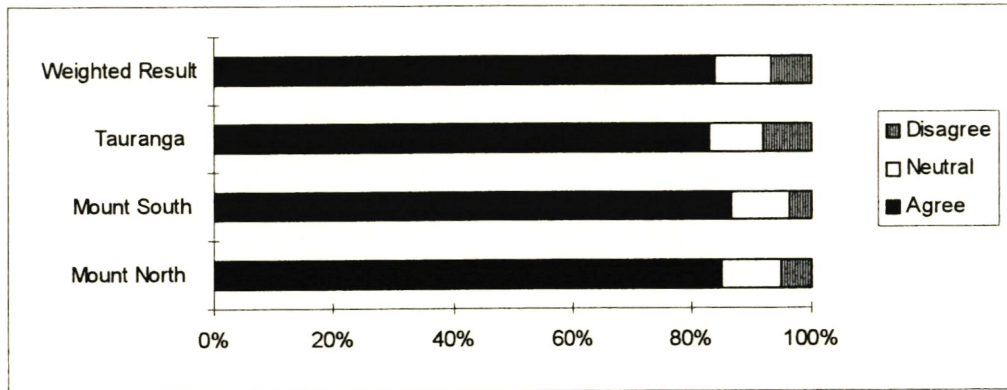
Most respondents either agreed they would like interpretive signs (84%wr) or were neutral (9%wr) towards this idea. Only seven percent (7%wr) disagreed and none of these disagreed strongly.

Participants from Mount North (37%) were less likely to agree strongly with this statement than those from Mount South/Papamoa (46%) or Tauranga (43%). There were no significant differences between the responses of new, medium or long term residents. Frequent users of the reserve were more likely to agree (92%) than regular (80%) or occasional (83%) users of the reserves.

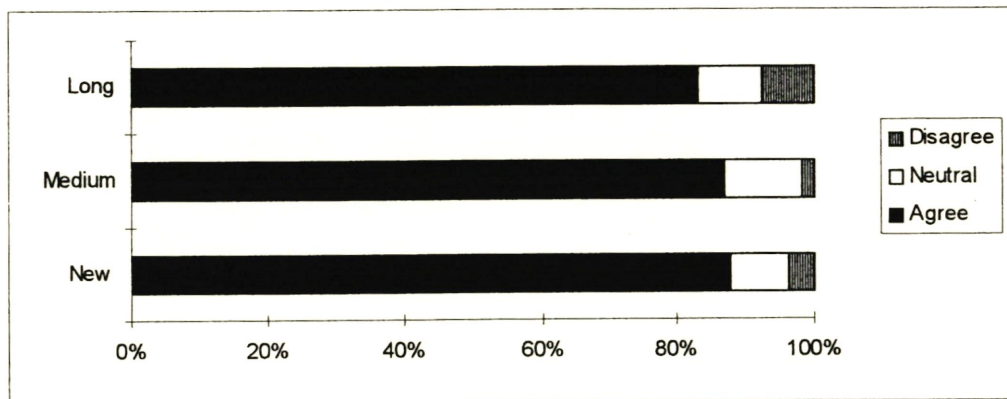
6.2.1.1 Results Summary

I would like signs beside the walkways which explain the history of the area.	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	37%	49%	9%	5%	0%	1%	100%
Mount South(N=106)	46%	41%	8%	4%	0%	1%	100%
Tauranga (N=100)	43%	40%	9%	8%	0%	0%	100%
Weighted Result	43%	41%	9%	7%	0%	0%	100%

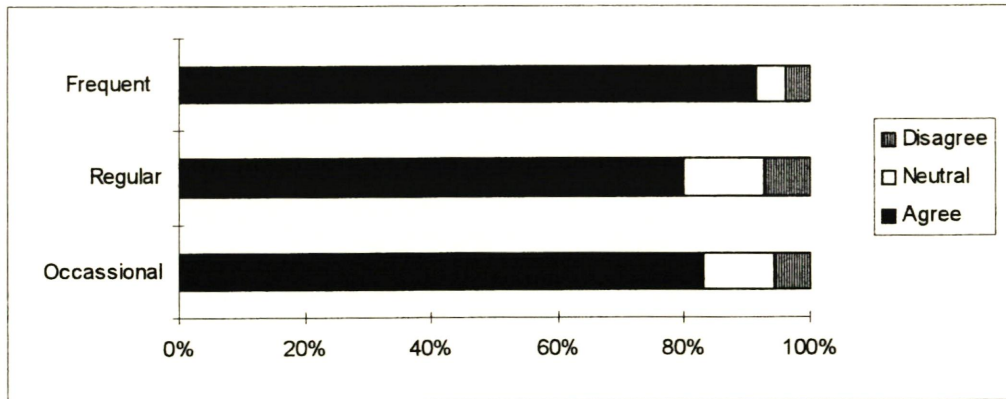
6.2.1.2 Results By Area



6.2.1.3 Results By Length of Time Living in the Area



6.2.1.4 Results By Frequency of Visiting The Reserves



6.3 Camping Ground

6.3.1 Perception of the camping ground as a visual barrier to Mauao

The Mauao Management Plan (Section 1.3.8) comments that the camping ground “physically and visually blocks access” to the Mauao Reserve. When asked how they felt about the statement that “the Council owned camping ground creates a visual barrier to the Mount”, few participants agreed.

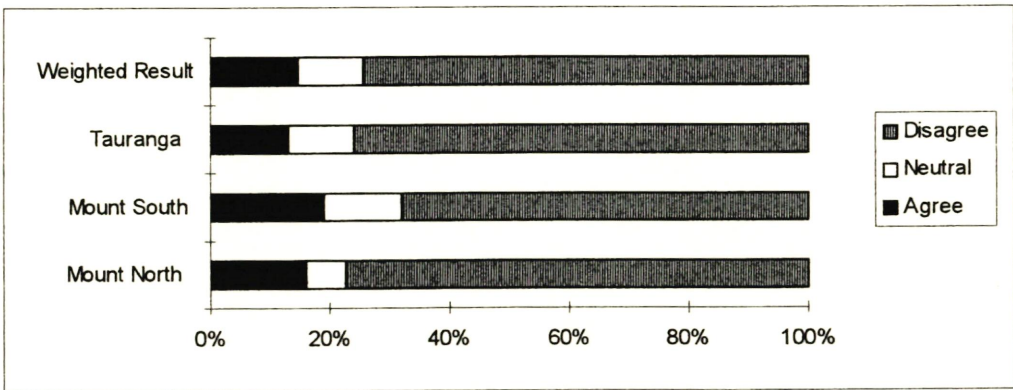
One sixth agreed with this statement (15%wr), one fifth were neutral toward it (11%wr) and nearly three quarters (74%wr) disagreed, including one fifth (21%wr) who disagreed strongly.

Participants from Mount North (27%) and Mount South/Papamoa (26%) were slightly more likely to disagree strongly than those from Tauranga (19%). Those who were new to the District were more likely to be neutral (17%) and less likely to disagree (63%) with this statement than medium (neutral 4%, disagree 79%) or long (neutral 9%, disagree 77%) term residents. There were no significant differences between the views of occasional, regular and frequent visitors to the reserves.

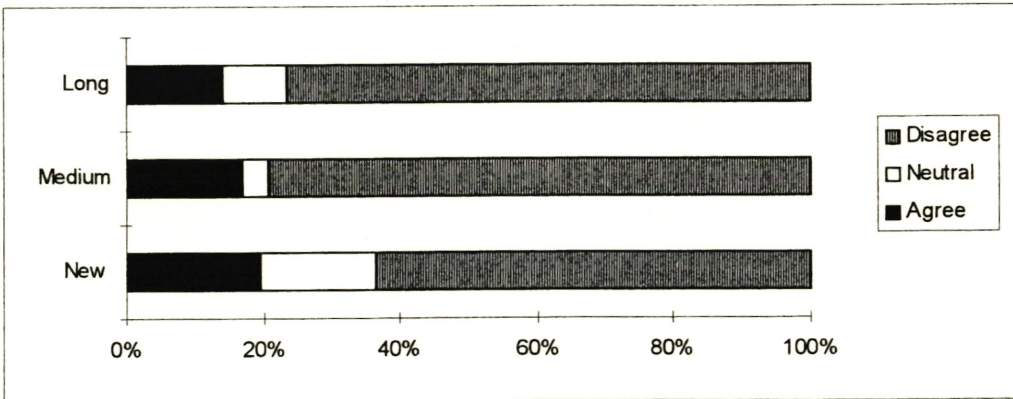
6.3.1.1 Results Summary

The Council owned camping ground creates a visual barrier to the Mount	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	5%	11%	7%	50%	27%	0%	100%
Mount South(N=106)	5%	14%	13%	42%	26%	0%	100%
Tauranga (N=100)	5%	8%	11%	57%	19%	0%	100%
Weighted Result	5%	10%	11%	53%	21%	0%	100%

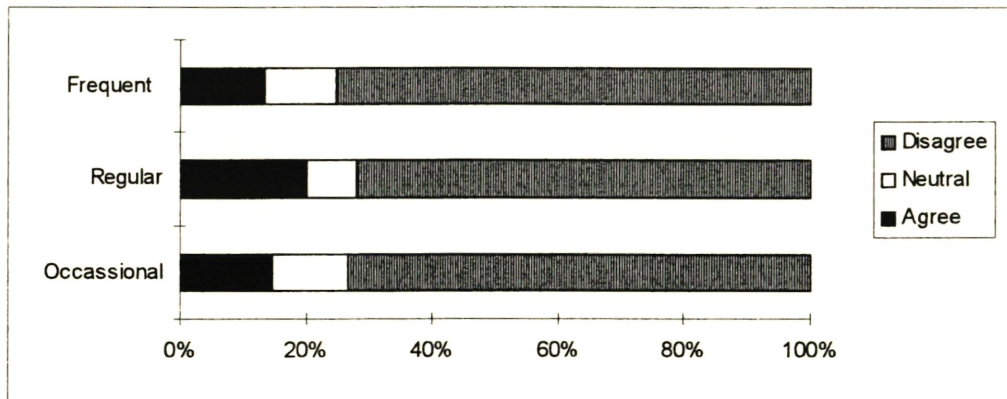
6.3.1.2 Results By Area



6.3.1.3 Results By Length of Time Living in the Area



6.3.1.4 Results By Frequency of Visiting The Reserves



6.3.2 Public Access from the Beach to Mauao Walkways

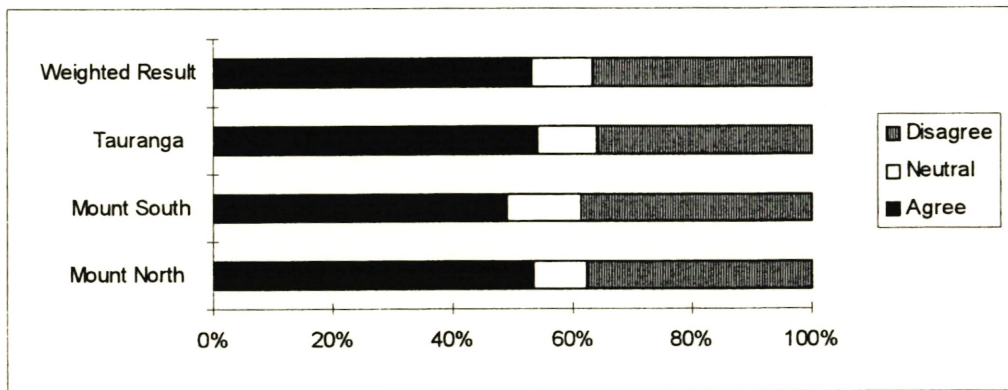
When asked whether they felt that “there needs to be better public access from the beach to the walkways around or up the Mount”, the majority of participants (53%wr) agreed. One tenth (10%wr) were neutral or did not respond and the remaining thirty-seven percent (37%wr) disagreed.

When the responses of those from Mount North, Mount South/Papamoa and Tauranga were compared no significant differences were found. People who were new to the District were significantly more likely to agree with this statement (61%) than medium (47%) or long (49%) term residents. Frequent users were less likely to agree (40%) than regular (59%) or occasional (59%) users.

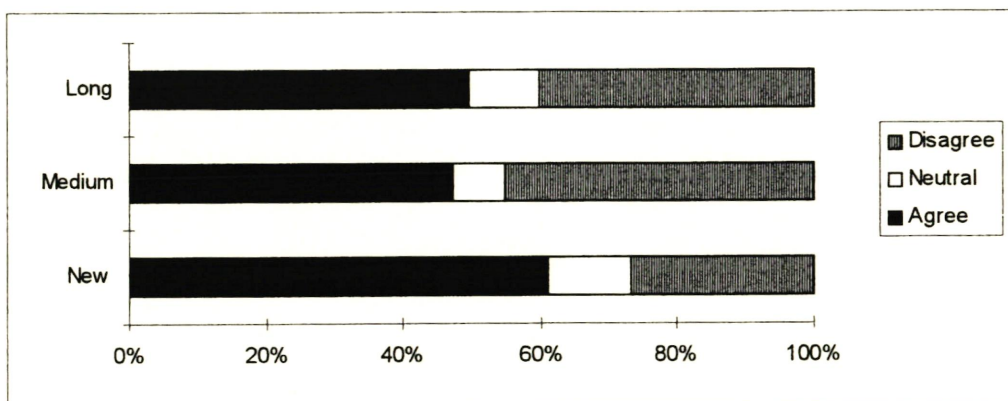
6.3.2.1 Results Summary

There needs to be better public access from the beach to the walkways around or up the Mount	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	21%	33%	9%	33%	5%	0%	100%
Mount South(N=106)	25%	24%	10%	37%	2%	2%	100%
Tauranga (N=100)	26%	28%	10%	34%	2%	0%	100%
Weighted Result	25%	28%	10%	34%	2%	0%	100%

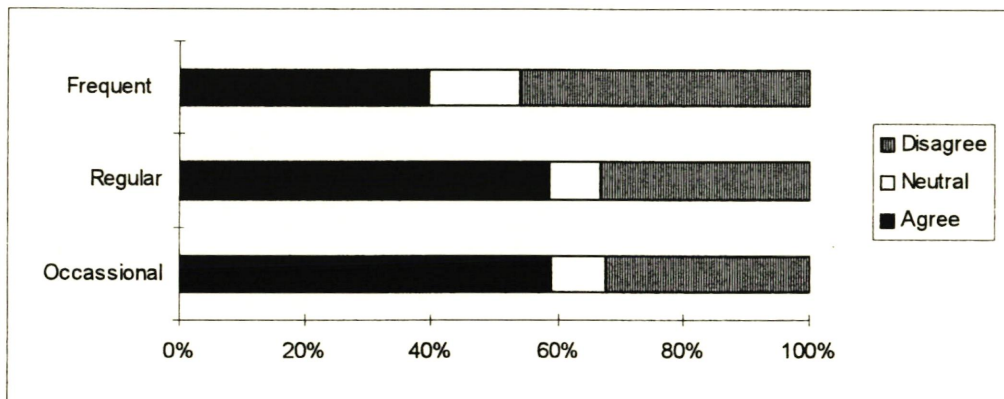
6.3.2.2 Results By Area



6.3.2.3 Results By Length of Time Living in the Area



6.3.2.4 Results By Frequency of Visiting The Reserves



6.3.3 Perceived need for better public access to Mauao through the camping ground

While few participants felt the camping ground was a barrier to Mauao, the majority of participants felt they would like better public access to the Mount walkways through the camping ground.

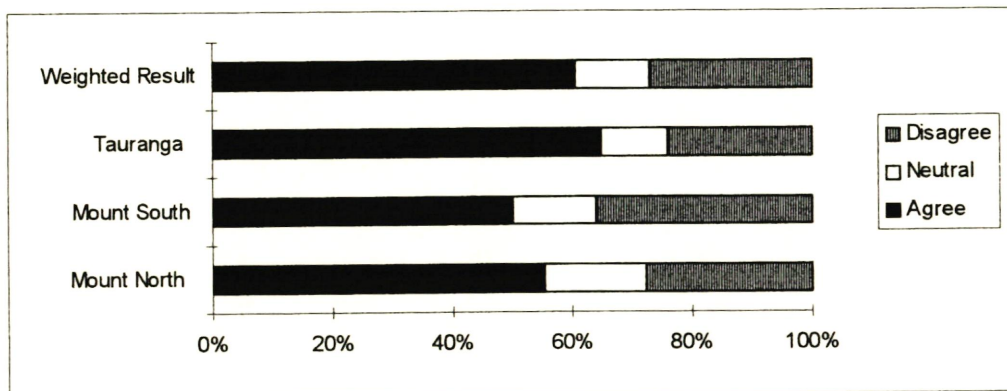
Three fifths (61%wr) agreed with the statement "I would like better public access to the Mount walkways through the camping ground". Twelve percent (12%wr) were neutral or did not know and twenty-seven percent (27%wr) disagreed.

Tauranga participants were more likely to agree strongly with this statement (28%) than those from Mount Maunganui North (12%) or South (13%). Medium term residents (45%) were less likely to agree with this statement than long term (58%) or new residents (62%). There were no significant differences between the responses of frequent, regular and occasional users of the reserves.

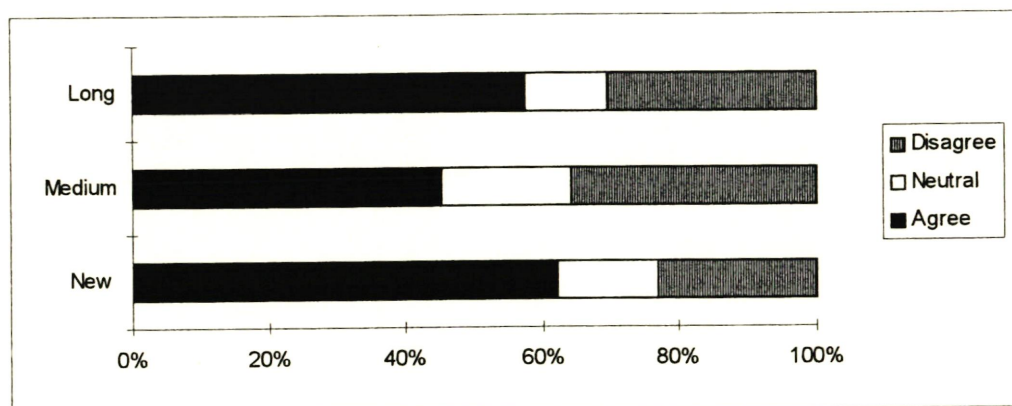
6.3.3.1 Results Summary

I would like there to be better public access to the Mount walkways through the Camping Ground.	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	12%	44%	16%	24%	4%	1%	100%
Mount South(N=106)	13%	37%	12%	28%	8%	2%	100%
Tauranga (N=100)	28%	37%	11%	22%	2%	0%	100%
Weighted Result	23%	38%	12%	24%	3%	1%	100%

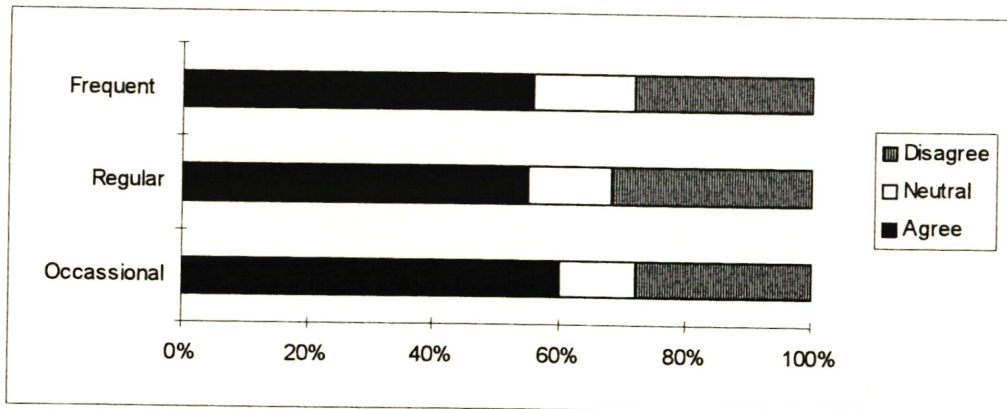
6.3.3.2 Results By Area



6.3.3.3 Results By Length of Time Living in the Area



6.3.3.4 Results By Frequency of Visiting The Reserves



6.3.4 Access to Mount walkways

When asked to describe how they felt about current access to and from the Mount walking tracks, thirty-nine percent (39%) of participants gave answers suggesting access was satisfactory such as that they could find their way to the tracks easily or that they did not think there were any access problems. Two percent (2%) commented positively about the condition of the tracks. Five percent (5%) suggested that access should not be improved because improved access would place pressure on the environment.

Those participants who felt access to the walkways needed to be improved gave several reasons for their feelings.

One fifth (20%) of the participants said they felt it was not well enough signposted or that the entrances needed to be more clearly defined and a small number (3%) said there simply needed to be better access. One tenth (10%) either stated or inferred that access was easy for local people but difficult for visitors.

Many comments suggested that access from the “ocean side” was poor or needed to be improved. Fifteen percent (15%) said they felt the camping ground was a barrier to the Mount

walkways or said they felt uncomfortable walking through the camp. Four percent (4%) were concerned that having people walk through the camping ground threatened the privacy of the campers. Twelve percent (12%) said there was poor access from the ocean side, but did not specifically identify the camping ground as the reason for access problems. A further six percent (6%) said that the access from the Main Beach to the Mount walkways needed to be improved.

The condition of the track was also described as creating a barrier to access. Ten percent (10%) said they felt the track posed difficulties for the mobility impaired such as people with disabilities, those with pushchairs and elderly people. Most of these comments related to the track condition but some related to the stiles and the gate locking system.

Eight percent (8%) said they felt the track suffered from erosion problems or needed better maintenance. Often these participants said improvement was necessary for safety or to improve accessibility for the mobility impaired. Three percent (3%) of participants suggested there should be a Gondola or lift to the top of Mauao. Most of these said this would improve the ability of those with mobility impairments to use the Mount.

A small number of participants felt the behaviour of other users such as runners or people with dogs (2%) affected their access to the area, or enjoyment of it. Three percent (3%) said traffic or parking problems were access constraints.

6.3.5 Creation of a treed park area along the ocean beach

Section 1.3.12 of the Mauao Management Plan suggests creating a treed picnic area near the Main Beach between the surf club and Mauao. To achieve this some camp sites would need to be removed.

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To test local opinion about this proposal, participants were asked for their reaction to the statement that “some of the beach-front camp sites in the Council owned camping ground should be replaced with a picnic area for beach go’ers”.

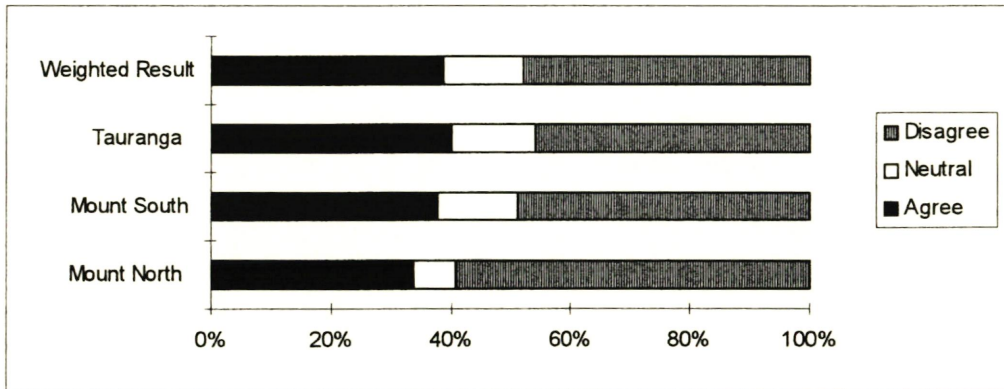
The participants were divided about this issue. Nearly two-fifths (39%) agreed with this statement, thirteen percent (13%wr) were neutral or did not respond and nearly half (48%wr) disagreed.

Participants from the Mount South/Papamoa area were more likely to agree strongly with this statement (21%) than those from Mount North (9%) or Tauranga (9%). New (41%) and medium term (42%) residents were slightly more likely to agree with this statement than long term residents (34%). Regular users (41%) were slightly more likely to agree than occasional (37%) or frequent (33%) users.

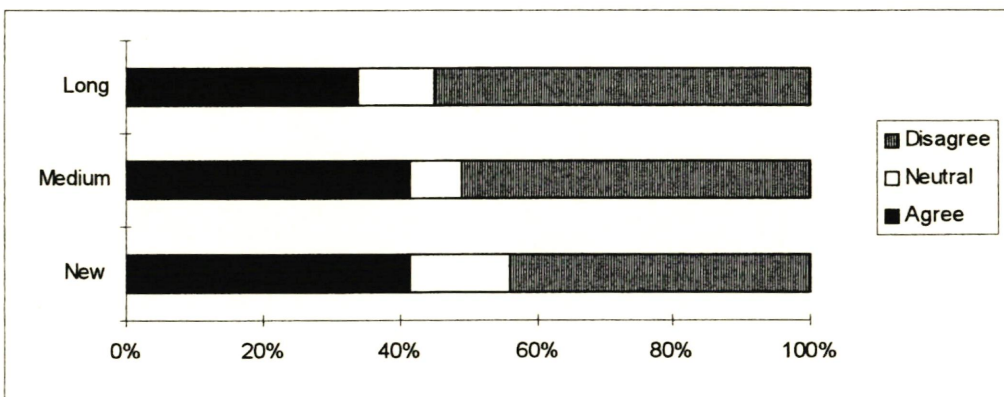
6.3.5.1 Results Summary

Some of the beach-front camp sites in the Council owned camping ground should be replaced with a picnic area for beach go’ers	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	9%	25%	7%	42%	18%	0%	100%
Mount South(N=106)	21%	17%	11%	34%	15%	2%	100%
Tauranga (N=100)	9%	31%	14%	39%	7%	0%	100%
Weighted Result	11%	27%	13%	38%	10%	0%	100%

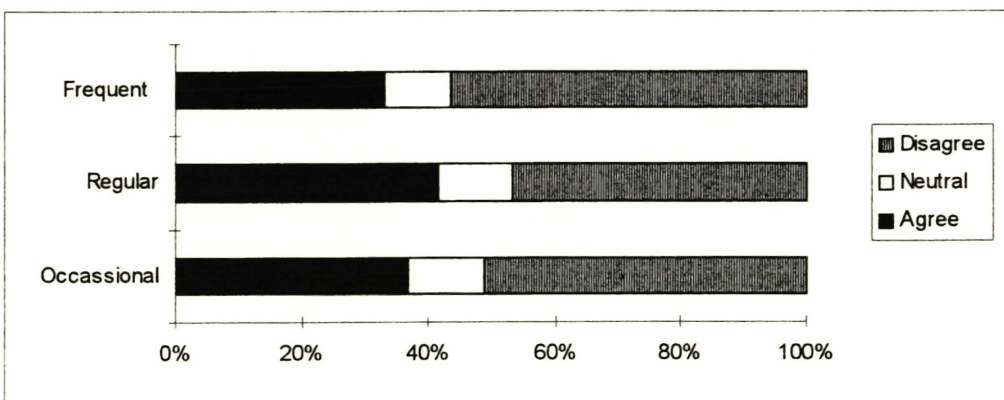
6.3.5.2 Results By Area



6.3.5.3 Results By Length of Time Living in the Area



6.3.5.4 Results By Frequency of Visiting The Reserves



6.3.6 Preferred Site Allocation Mechanism

Section 1.3.8 of the Mauao Management Plan advocates introduction of a ballot system to improve accessibility of the campsites to a wider range of people. Participants in this study were asked to say whether they thought a “first in first served”, “ballot” or other system was the fairest way of allocating popular sites in December and January.

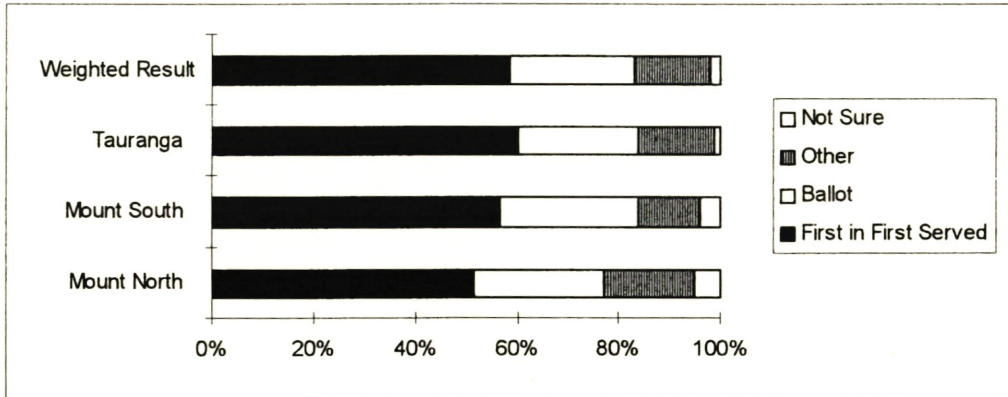
Just over half (58%wr) favoured the ‘first in first served’ system. One quarter (25%wr) favoured a ballot system and one fifth (15%wr) suggested other systems, especially higher fees for prime sites or a tender system. Two percent (2%wr) did not respond.

When the results were cross tabulated no significant differences in response were found from the varying area, length of residence, or frequency of use categories.

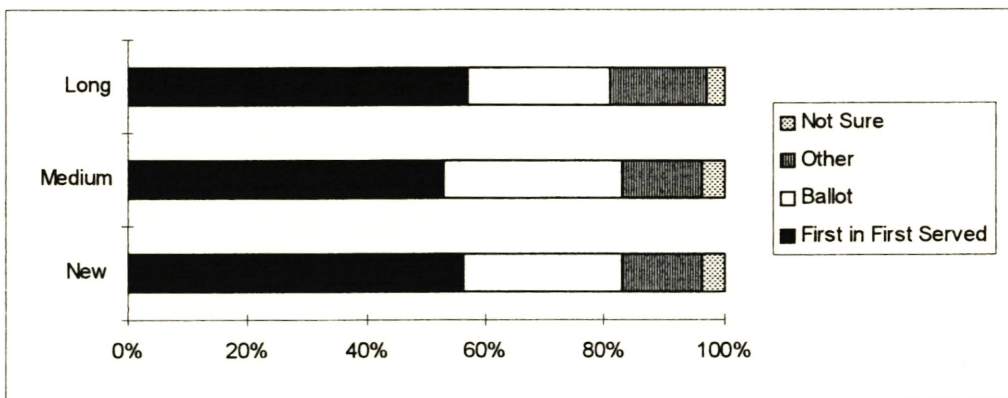
6.3.6.1 Results Summary

Preferred Site Allocation System	Mount North	Mount South	Tauranga	Weighted Result
First in First Served	51%	57%	60%	58%
Ballot	26%	27%	24%	25%
Other	18%	12%	15%	15%
Not Sure	5%	4%	1%	2%
Total	100%	100%	100%	100%

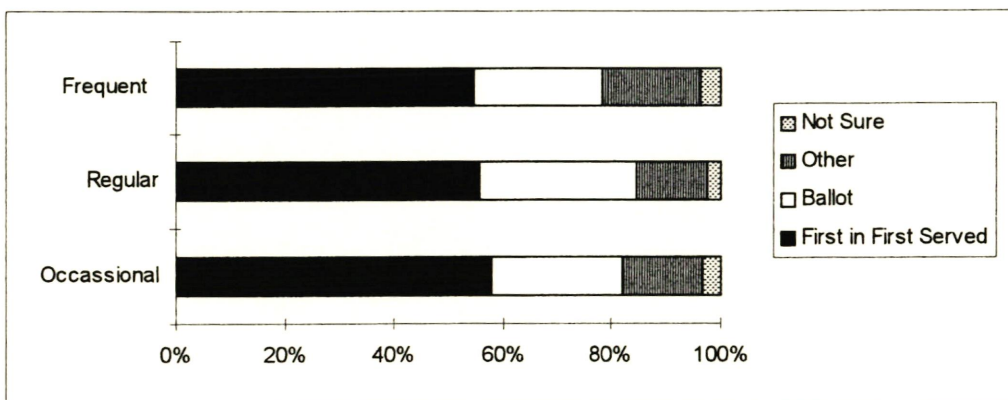
6.3.6.2 Results By Area



6.3.6.3 Results By Length of Time Living in the Area



6.3.6.4 Results By Frequency of Visiting The Reserves



6.3.7 Use of the camping ground

One hypothesis developed prior to the research was that local people's views about the future of the camping ground may be related to their own past use of the facility. Each participant was asked whether they had ever camped at the camping ground. One quarter (25%wr) said they had camped there in the past. The remaining three quarters (75%wr) had not.

6.3.7.1 Results Summary

Past Use of the Mount Maunganui Camping Ground	Mount North (N=101)	Mount South (N=106)	Tauranga (N=100)	Total Sample (N=307)	Weighted Result
Have Used	26%	20%	26%	24%	25%
Have Not Used	74%	80%	74%	76%	75%
Total	100%	100%	100%	100%	100%

Participants responses to the questions directly related to the future of the camping ground were analysed according to whether the participant had used the motor camp in the past. Those who had done so were more likely to disagree with each statement than those who had not used the camping ground.

6.3.8 Feelings about the Mount camping ground

Participants were asked to say how they felt about having the Council owned camping ground at the base of the Mount. Most participants offered comments which suggested they felt positively toward the facility. Many demonstrated a belief that the camping ground was an important part of the local community.

It was common for participants (28%) to suggest there was no reason to question the future of the camping ground. This was demonstrated through statements like "it is fine - do not do

away with it,” and through comments suggesting it was a pleasing environment or created no problems.

One quarter of respondents (25%) gave answers indicating that they perceived the camping ground to be an integral part of the local environment or community. This was demonstrated through comments which described the camping ground as being:

- essential to the character of the Mount
- part of the local spirit, or
- a “tradition” or historic asset.

It was also common for participants to feel that the camping ground had a positive economic effect on the local community. Fourteen percent (14%) said that campers spent money in the Mount and therefore contributed to the local economy. A further eight percent (8%) said they liked the camping ground because it encouraged or enabled tourists to visit the Mount but did not draw a direct link between tourism and the local economy.

Some of the participants clearly had the interests of campers at heart when they voiced support for the camping ground. Over one-fifth (22%) said they liked the camping ground because it allowed “ordinary people” or “families” to visit the Mount or that it provided affordable accommodation. Seven percent (7%) commented that it was a good facility for campers or a good location for a camping ground. A further eight percent (8%) were sympathetic to the campers’ natural or established “rights” to use the area. Most of these answers were clearly related to feeling that it was important that families had the opportunity to holiday in Mount Maunganui. A small number suggested that having a family facility at the base of the Mount discouraged “less desirable” people from frequenting it.

Some participants suggested that the existence of the camping ground protected the base of the Mount from residential development or commercialisation. Four percent (4%) commented directly that removing the camping ground would pave the way for development. A further four percent (4%) used this opportunity to comment that they did not like high rise development, but did not directly suggest that removing the camping ground would lead to further development.

A raft of other comments supporting the camping ground were made. Common comments included:

- That having a camping ground on the site is good because it favours the “poor” not the “rich” (3%).
- That the camp ground is a good revenue earner for Tauranga District Council or should remain providing that it is profitable (3%).
- That the charges in the camping ground should be increased (3%).
- That the camping ground should remain in Council ownership or be protected from commercial interests (2%).
- That the camping ground was acceptable but that access through it was difficult or uncomfortable (2%).

A small number felt the camping ground was in conflict with the natural, historical, cultural or aesthetic values of the reserve (5%). A similar number expressed a desire for the area to be used as a public reserve and implied that the camping ground did not provide for public utilisation of the reserve. This was reflected in responses such as those implying:

- That the camping ground catered exclusively for a small number of people, or was not truly available to the public (2%).
- That they would prefer the area to be used for public facilities (2%), or
- That reserves should not be used for commercial purposes by Tauranga District Council (1%).

6.4 Researcher Comment

The results show that the majority of local people feel positively toward the Mount camping ground and are eager to retain it. However it is clear that access to the Mount walkways from the ocean side of Mauao is perceived to be difficult by some local people and is likely to be difficult for those who are not local to the Mount. Several participants commented that while access was not a difficulty for themselves they thought it to be a problem for “out of towners” or “visitors”.

The responses support the Management Plan objective to improve the accessibility of Mauao from the ocean side. They also highlight the attachment many local people have to the camp. The interviewers noticed that some participants felt that the Council planned to close the camping ground and were anxious to prevent this happening.

7. MAIN BEACH

7.1 Beach Stabilisation

Section 3.1.2 of the Main Beach Management Plan provides for stabilisation of the dunes in a manner which provides for continued recreational use of the area. Participants in this study were asked whether they felt people should be encouraged to use only a limited number of pathways to the beach in order to help protect the sand dunes.

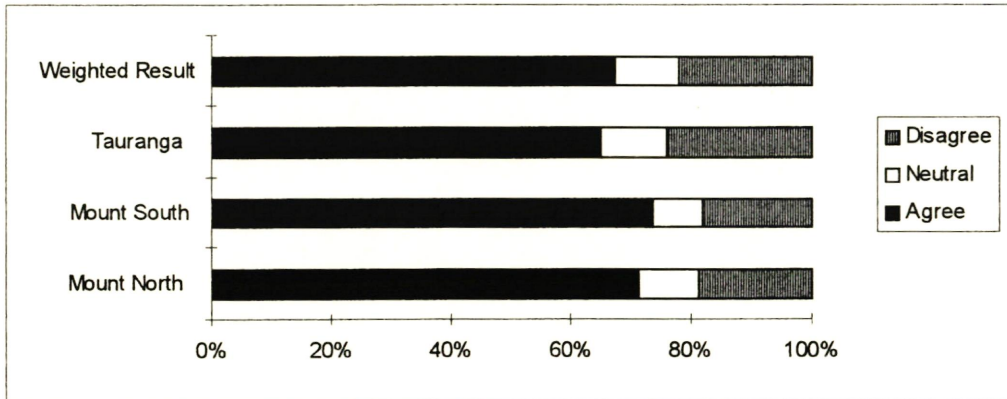
Two-thirds (67%wr) of the respondents agreed with this statement. One tenth (10%wr) were neutral and the remaining twenty-two percent (22%wr) disagreed.

Participants from Mount North (40%) and Mount South/Papamoa (42%) were more likely to agree strongly with this statement than those from Tauranga (33%). New (80%) and medium term (77%) residents were significantly more likely to agree with this statement than long term residents (63%). The proportion of people who agreed with this statement increased as the frequency of visiting the area increased (occasional 63%, regular 71%, frequent 75%).

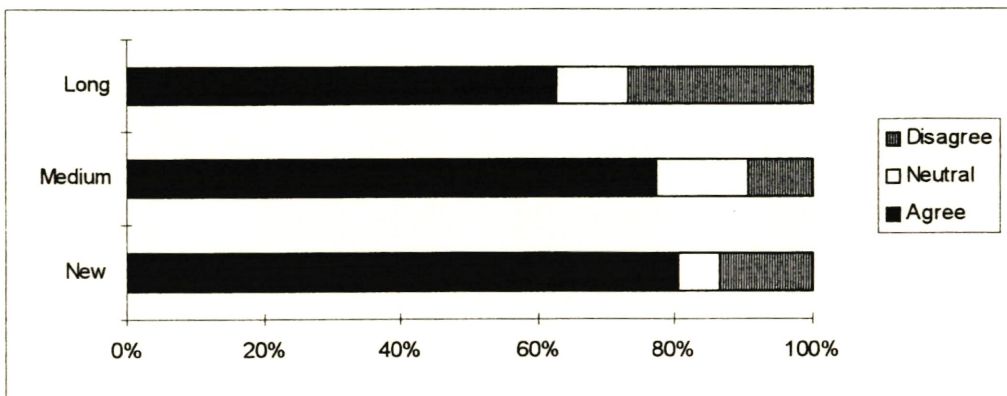
7.1.1.1 Results Summary

To help protect the dunes people should be encouraged to use only a limited number of pathways to the beach	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	40%	32%	10%	15%	4%	0%	100%
Mount South(N=106)	42%	31%	8%	15%	3%	0%	100%
Tauranga (N=100)	33%	32%	10%	16%	8%	1%	100%
Weighted Result	36%	32%	10%	16%	6%	1%	100%

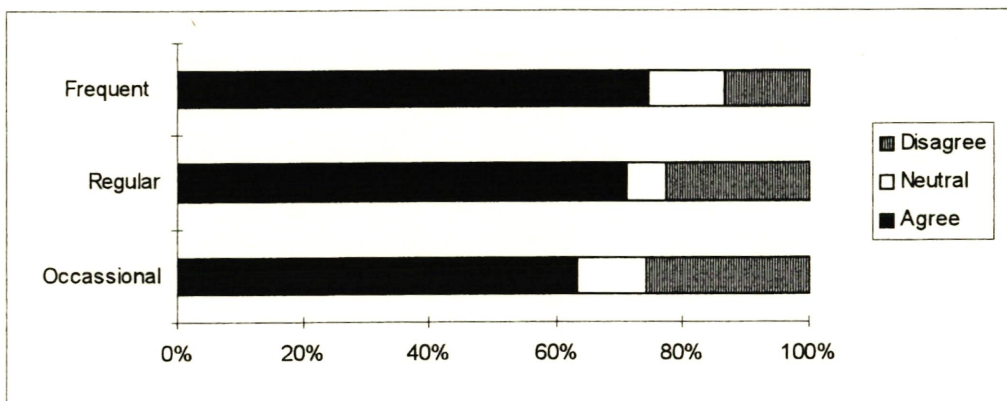
7.1.1.2 Results By Area



7.1.1.3 Results By Length of Time Living in the Area



7.1.1.4 Results By Frequency of Visiting The Reserves



Comments offered by a small number of participants suggested that some of those who disagreed with this statement did not perceive erosion to be a “real” problem. These people felt that the dunes eroded and accumulated naturally and should be allowed to continue doing so.

Some respondents were especially interested in ensuring the dunes were well managed. When asked for their comments about the future of the reserves discussed in the interview four percent (4%) of respondents said that dune care should continue or be enhanced.

7.2 Shaded Grass Area Behind Beach

The Main Beach Management Plan (section 3.2.2) aims to provide more shade on the grassed area behind the Main Beach by planting Pohutukawa trees.

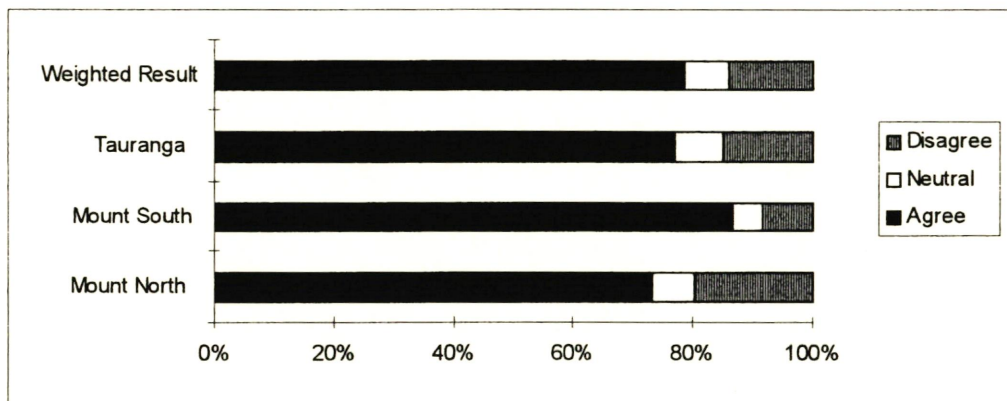
Many of the participants in this survey (79% wr) agreed that more trees should be planted. Seven percent (7%) were neutral and one sixth (14%) disagreed.

Participants from Mount North (20%) were more likely to disagree with this statement than those from Mount South/Papamoa (8%) or Tauranga (15%). When the responses were analysed by length of time living in the District no significant differences were found. When analysed by frequency of visiting the area it was found that occasional users of the reserves (84%) were slightly more likely to agree than regular (75%) or frequent (79%) users.

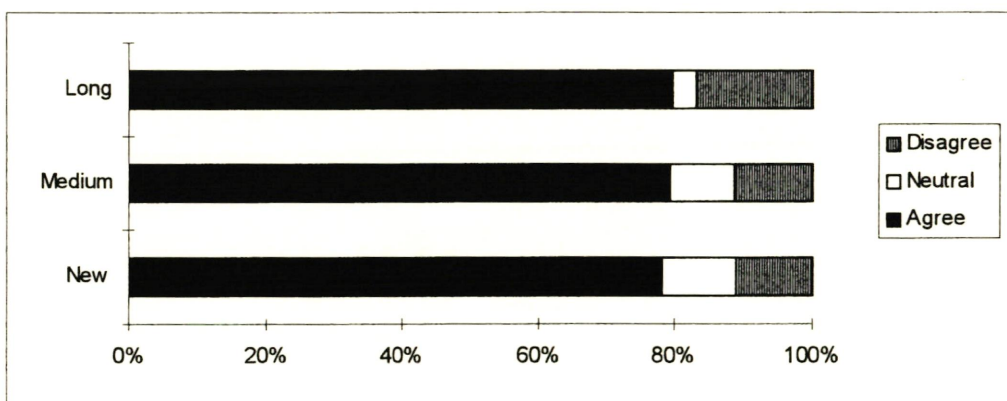
7.2.1.1 Results Summary

More trees should be planted on the grassed areas beside the main beach to provide shade for beach go'ers	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	36%	38%	7%	14%	6%	0%	100%
Mount South(N=106)	48%	39%	5%	8%	0%	0%	100%
Tauranga (N=100)	41%	36%	8%	10%	5%	0%	100%
Weighted Result	42%	37%	7%	10%	4%	0%	100%

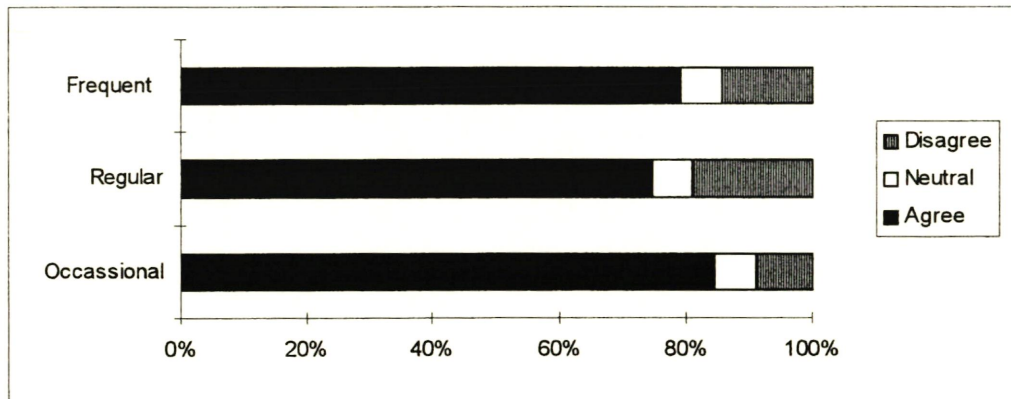
7.2.1.2 Results By Area



7.2.1.3 Results By Length of Time Living in the Area



7.2.1.4 Results By Frequency of Visiting The Reserves



When participants were given the opportunity to give their own comments about the future of the reserves a small number expressed a desire to have more trees (2%). Two other participants said specifically that they did not want Pohutukawa trees to be planted.

7.3 Commercial Activities

The Management Plan (section 3.2.4) recognises that commercial activities on the beach front can enhance the recreation experience but can have adverse effects. The plan promotes continued provision of a limited number of licences to trade on the foreshore.

In this study participants were asked how they felt about the statement that “commercial activities like food stalls, equipment hire and amusements should continue to be allowed on the grassed area”.

While the majority of participants agreed with this statement (57% wr), and seventeen percent (17%wr) were neutral, over one quarter (26% wr) disagreed.

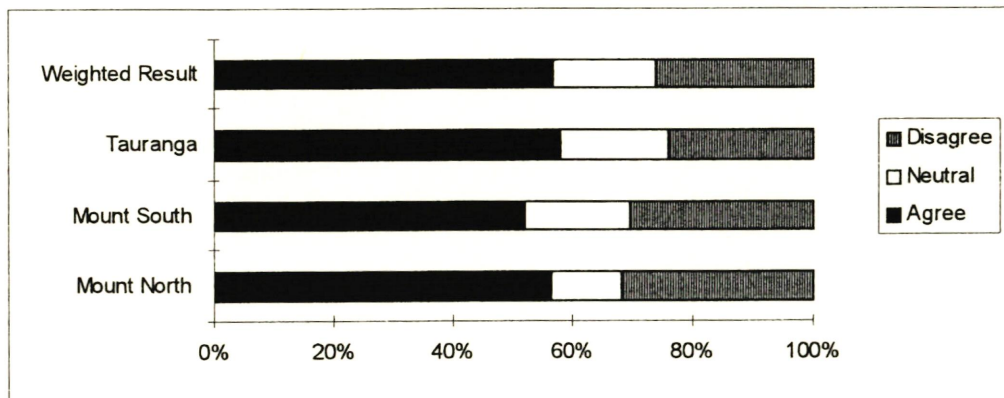
There were no significant differences in agreement with this statement by area. New residents (66%) were significantly more likely to agree with this statement than medium (51%) or long

(52%) term residents. There were no significant differences between the responses of occasional, regular and frequent users.

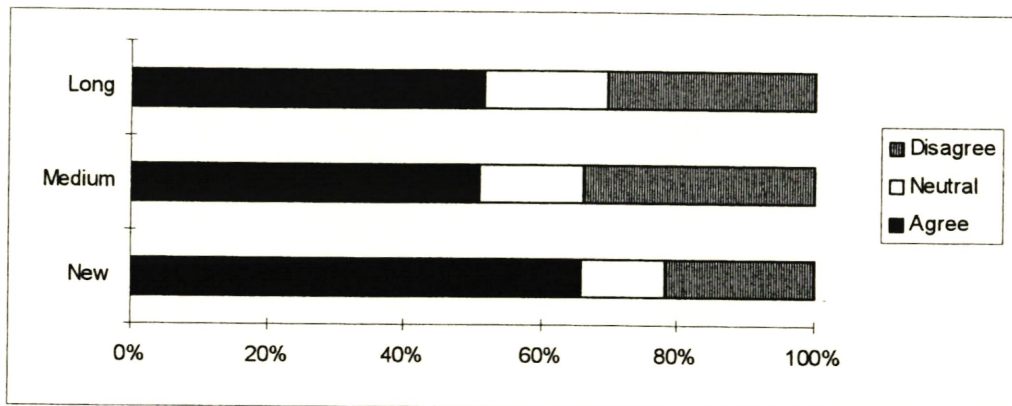
7.3.1.1 Results Summary

Commercial activities like food stalls, equipment hire and amusements should continue to be allowed on the grassed area	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	10%	47%	10%	19%	13%	2%	100%
Mount South (N=106)	14%	38%	17%	21%	9%	1%	100%
Tauranga (N=100)	16%	42%	16%	22%	2%	2%	100%
Weighted Result	15%	42%	16%	21%	5%	2%	100%

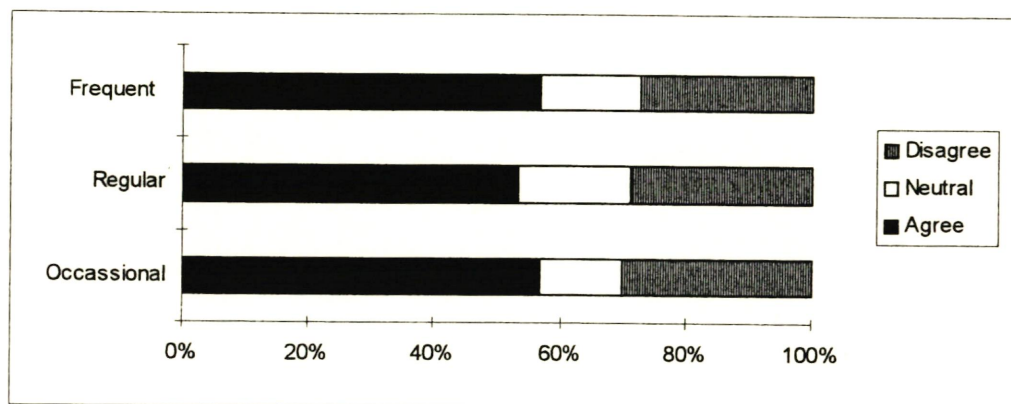
7.3.1.2 Results By Area



7.3.1.3 Results By Length of Time Living in the Area



7.3.1.4 Results By Frequency of Visiting The Reserves



7.4 Researcher Comment

Each of the Main Beach Management Plan policies included in the research were supported by the majority of participants. More people were in favour of the policies that maintained the natural environment than the policies which allowed for commercialisation of the area. This can be seen in the summary which follows.

7.4.1.1 Results Summary

Proposal	Agree	Neutral	Disagree	TOTAL
Planting shade trees	79%	7%	14%	100%
Sand dune protection	67%	10%	22%	100%
Commercial activities	57%	17%	26%	100%

8. MOTURIKI (LEISURE ISLAND)

8.1 Restoring Natural Appearance

The Moturiki Management Plan aims to restore the natural character of Moturiki and provide for passive recreation on the reserve (Section 3.1.1).

When asked how they felt about the statement that “Leisure Island’s natural appearance should be restored”, two thirds (66%wr) of participants agreed, one quarter (26%wr) were neutral and the remainder (8%wr) disagreed.

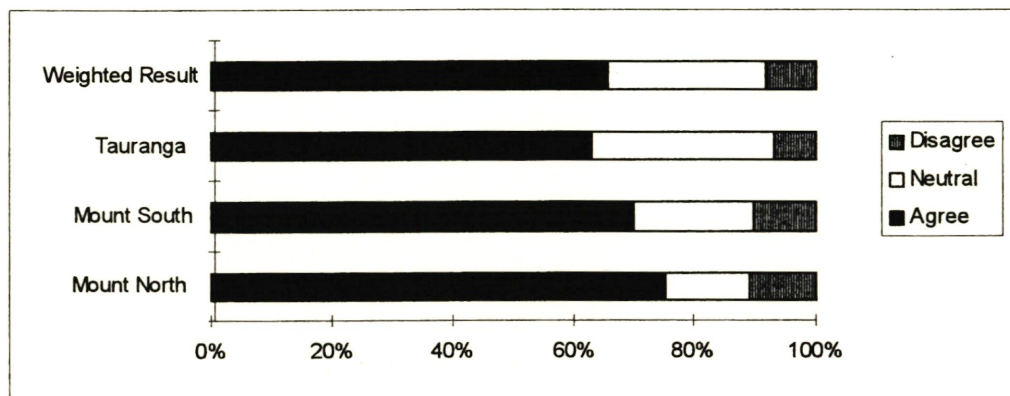
Participants from Mount North (75%) and Mount South/Papamoa (70%) were more likely to agree with this statement than those from Tauranga (63%). However it should be noted that relatively few Tauranga participants had visited Moturiki in the year prior to interviewing. A larger proportion of them were neutral about this issue or gave no response (30%). By comparison only one sixth (14%) of those from Mount North and one fifth (20%) of those from Mount South/Papamoa were neutral or gave no response.

When the responses were analysed by length of time living in the District no significant differences were found. When analysed by frequency of visiting the reserves it was found that frequent visitors were more likely to agree (80%) and less likely to be neutral (12%) than regular (agree 64%, neutral 26%) or occasional (agree 64%, neutral 24%) visitors.

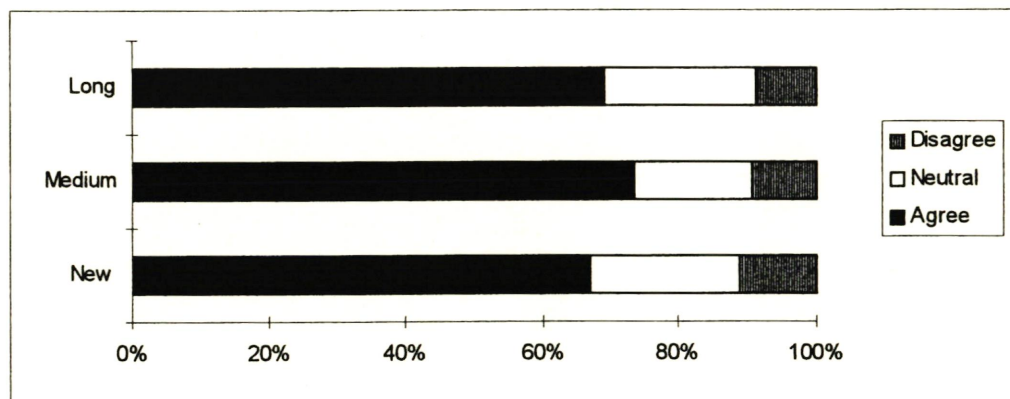
8.1.1.1 Results Summary

Leisure Island's Natural appearance should be restored	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	42%	34%	12%	8%	3%	2%	100%
Mount South(N=106)	41%	29%	12%	8%	3%	8%	100%
Tauranga (N=100)	35%	28%	18%	6%	1%	12%	100%
Weighted Result	37%	29%	16%	7%	2%	10%	100%

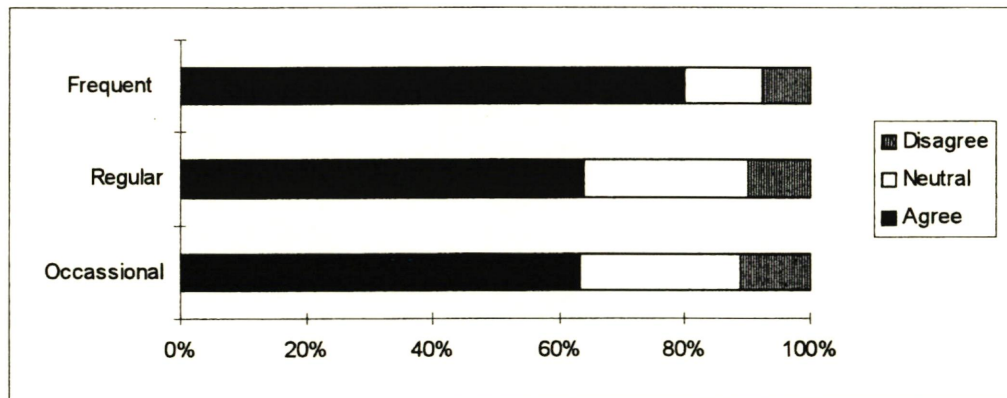
8.1.1.2 Results by Area



8.1.1.3 Results By Length of Time Living in the Area



8.1.1.4 Results By Frequency of Visiting The Reserves



It should also be noted that eleven percent (11%) of respondents commented at the end of the interview that they would like to see the reserves kept as natural as possible.

8.2 Vegetation

The Moturiki Management Plan aims to replace introduced plants with species indigenous to the area (Section 3.1.2). Since the word “indigenous” is not commonly used, participants in the study were asked to say how they felt about that statement that “there should be more Native trees planted on Leisure Island”.

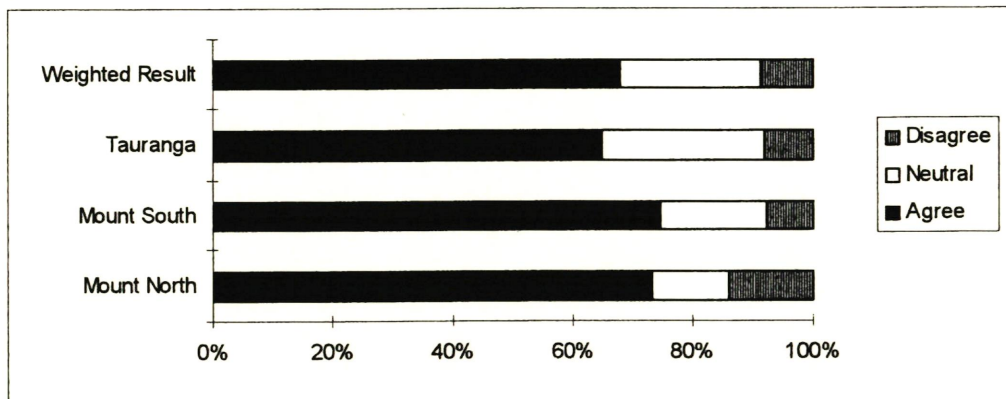
Most participants either agreed with this statement (68%wr) or were neutral toward it (24%wr). One tenth (9%wr) disagreed. Participants from Mount South/Papamoa (46%) were more likely to agree strongly with this statement than those from Mount North (34%) or Tauranga (30%).

When this statement was analysed by length of residence and frequency of visiting the area no significant differences were found between the responses from each category.

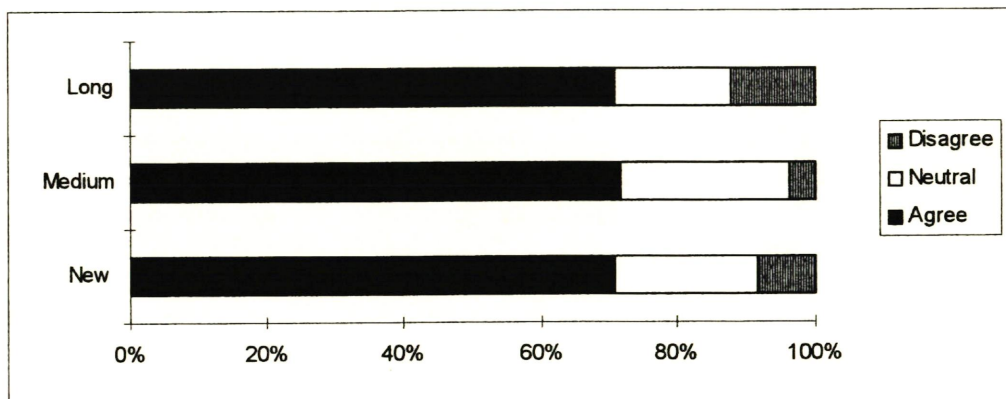
8.2.1.1 Results Summary

There should be more native trees planted on Leisure Island	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	34%	40%	11%	12%	2%	2%	100%
Mount South(N=106)	46%	28%	9%	8%	0%	8%	100%
Tauranga (N=100)	30%	35%	16%	7%	1%	11%	100%
Weighted Result	34%	34%	14%	8%	1%	9%	100%

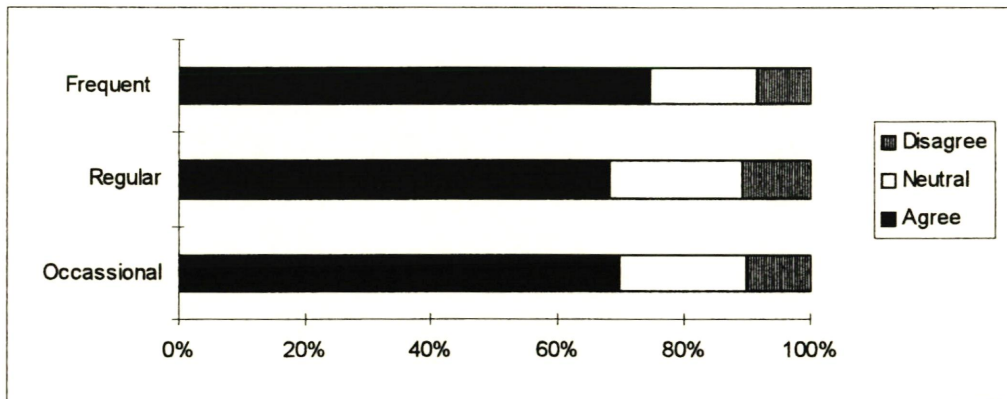
8.2.1.2 Results By Area



8.2.1.3 Results By Length of Time Living in the Area



8.2.1.4 Results By Frequency of Visiting The Reserves



8.3 Focus on Moturiki

When participants were asked to offer their own comments about the reserves discussed during the interview, twelve percent (12%) mentioned that they felt Leisure Island needed to be improved. Some of these specified that planting was important, others felt it needed to be “tidied up” and others felt commercial activities like “Marineland” should be re-introduced to the area.

8.4 Researcher Comment

Two-thirds of the respondents agreed with each of the Moturiki Management Plan policies which were tested through research. This suggests community support for these policies.

The number of participants who focused on Moturiki when they were asked to make general comments about the reserves is outstanding. This is especially true when it is considered that only half the participants (58% , 53%wr) had visited Moturiki in the year prior to the interview and that no other reserve covered in the study was singled out specifically as requiring attention by a significant proportion of the participants.

9. HOPUKIORE (MOUNT DRURY)

9.1 Pedestrian Access to Hill

Section 3.2 of the Hopukiore Management Plan aims to provide for passive recreation on Hopukiore by offering clearer pedestrian access. When participants in the study were asked whether they agreed that there should be a clearly marked public walkway up Mount Drury most either agreed (64%wr) or were neutral (30%wr). Six percent (6%wr) disagreed.

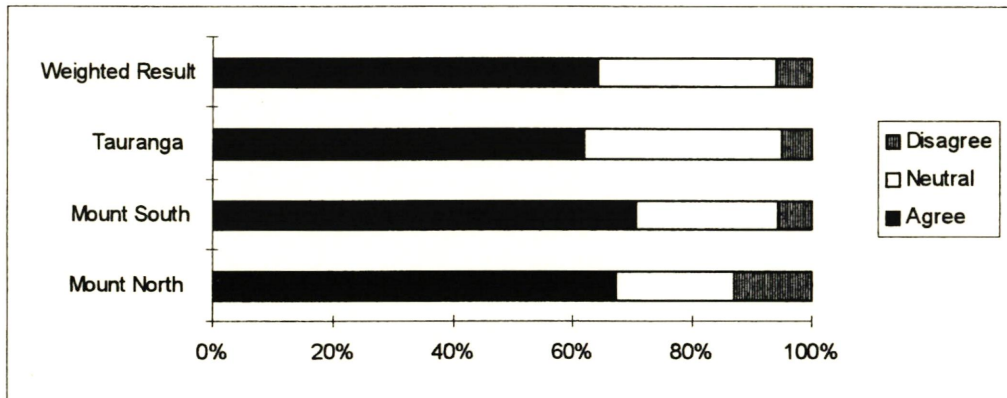
Participants from Mount North (34%) and Mount South/Papamoa (36%) were more likely to agree strongly with this statement than those from Tauranga (24%). This was due to the high proportion of Tauranga participants who were unfamiliar with Mount Drury or felt unable to comment (17%).

Medium term residents (75%) were more likely to agree with this statement than new (65%) or long term (65%) residents. There were no significant differences between the responses of occasional, regular and frequent visitors to the reserves.

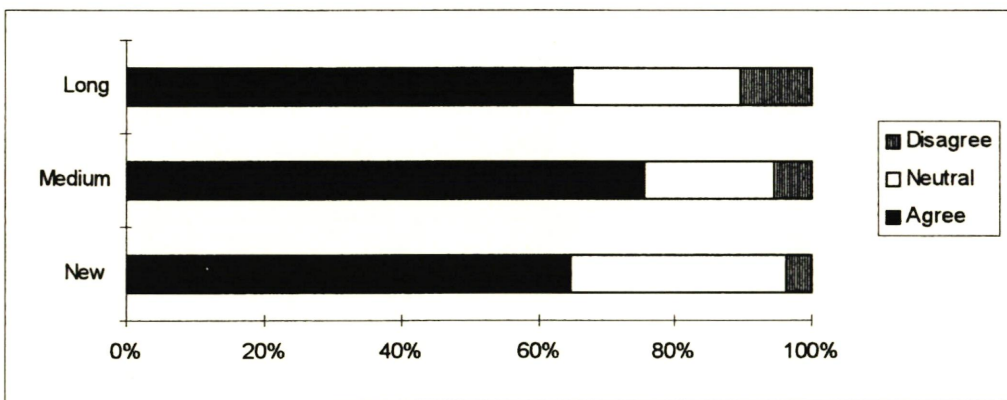
9.1.1.1 Results Summary

There should be a clearly marked public walkway up Mount Drury	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	34%	34%	13%	12%	1%	7%	100%
Mount South(N=106)	36%	35%	14%	6%	0%	9%	100%
Tauranga (N=100)	24%	38%	16%	5%	0%	17%	100%
Weighted Result	28%	37%	15%	6%	0%	14%	100%

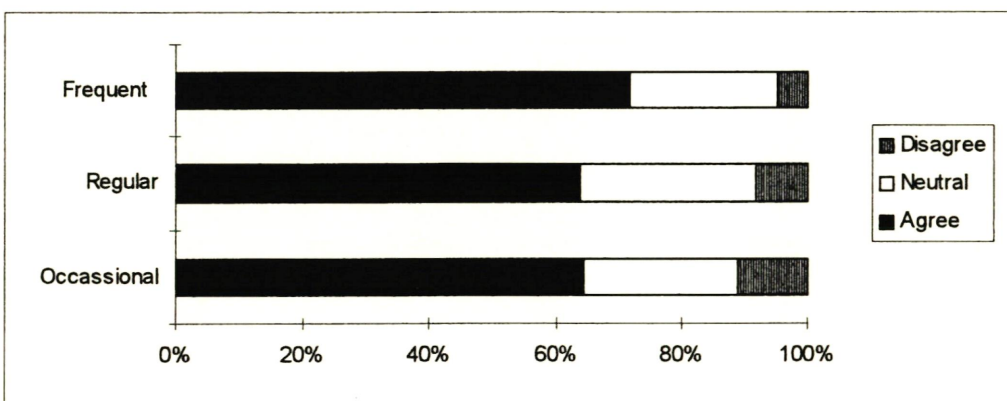
9.1.1.2 Results By Area



9.1.1.3 Results By Length of Time Living in the Area



9.1.1.4 Results By Frequency of Visiting The Reserves



9.2 Soundshell

The Hopukiore Management Plan (section 3.5) proposes to remove the soundshell and associated structures so that the interconnection between Hopukiore and other local reserves can be regained and visual links reinstated.

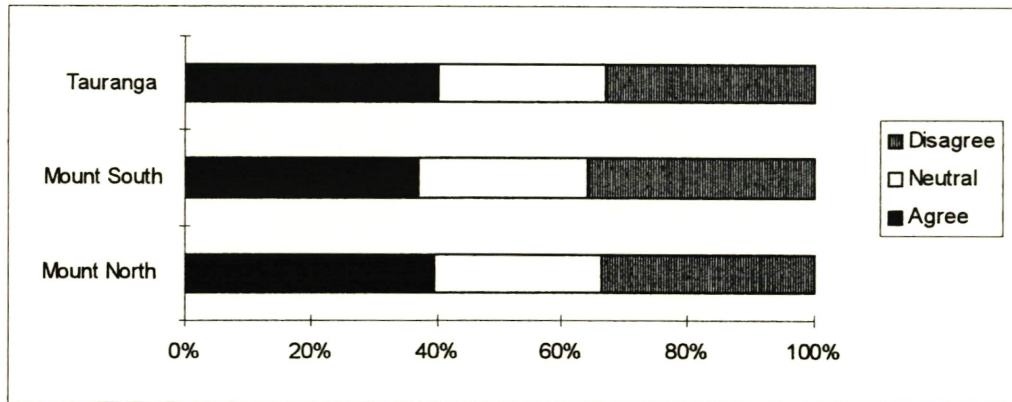
When asked whether they agreed that the Soundshell should be replaced with an open grassed picnic area, slightly more participants agreed (39%wr) than were neutral (27%wr) or disagreed (34%wr).

There were no significant differences between the views of people from Mount North, Mount South/Papamoa and Tauranga. The level of agreement with this statement increased as the length of residence in the District increased (new 29%, medium 38%, long 44%). It should be noted however, that the differences were mostly due to the high proportion of new (41%) and medium (26%) term residents who were neutral or did not respond, relative to long term residents (20%). There were no significant differences between the views of occasional, regular and frequent visitors to the reserves.

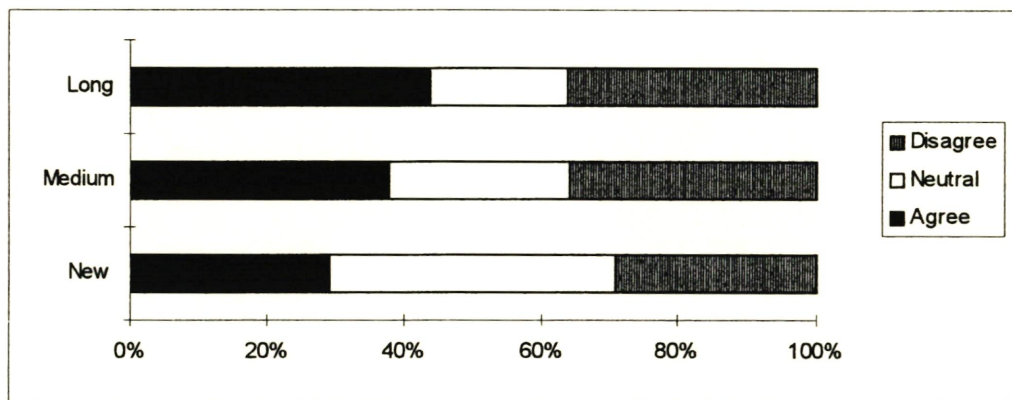
9.2.1.1 Results Summary

The Soundshell should be replaced with an open grassed picnic area	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	18%	22%	20%	26%	8%	7%	100%
Mount South(N=106)	16%	21%	18%	26%	9%	9%	100%
Tauranga (N=100)	17%	23%	13%	24%	9%	14%	100%
Weighted Result	17%	22%	15%	25%	9%	12%	100%

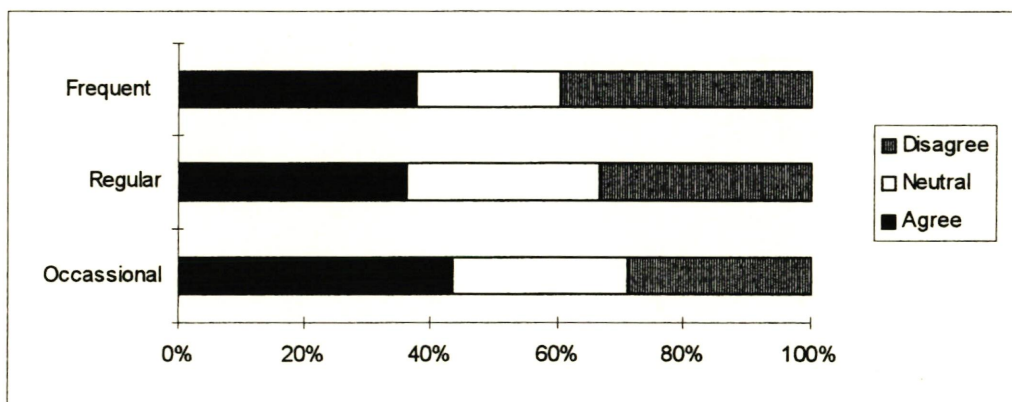
9.2.1.2 Results By Area



9.2.1.3 Results By Length of Time Living in the Area



9.2.1.4 Results By Frequency of Visiting The Reserves



9.3 Researcher Comment

While responses to the statements relating to Hopukiore show more people support each policy proposal than are against them, the responses suggest a relatively low level of interest in this reserve when compared with the other reserves studied. It seems likely that many participants do not view Hopukiore as a part of the Main Beach and Moturiki reserves system.

10. WAIKORIRE (PILOT BAY)

10.1 Commercial Activities

The Pilot Bay-Waikorire Management Plan (section 3.2.5) recognises that commercial activities can enhance the recreation experience but have the potential to have adverse effects. The plan promotes continued provision of a limited number of licences to trade on the foreshore.

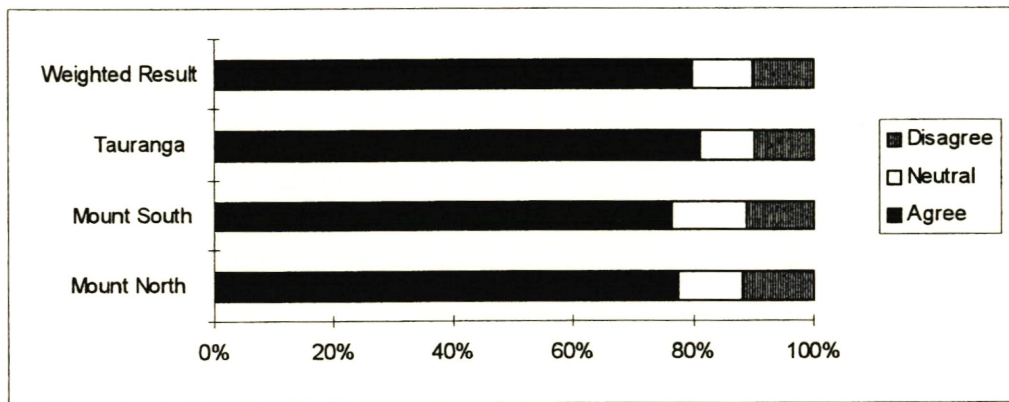
In this study participants were asked to rate their level of agreement with the statement that “commercial activities like hire of beach-side equipment and amusements should continue to be allowed in Pilot Bay”. Many of the sample (80%wr) agreed with the statement. The remainder were evenly divided between feeling neutral (10%wr) towards this statement and disagreeing with it (10%wr).

Participants from Mount South/Papamoa (34%) were slightly more likely to agree strongly with this statement than those from Mount North (27%) or Tauranga (27%). There were no significant differences between the responses of new, medium and long term residents. Regular users (86%) were more likely to agree than occasional (71%) or frequent users (71%).

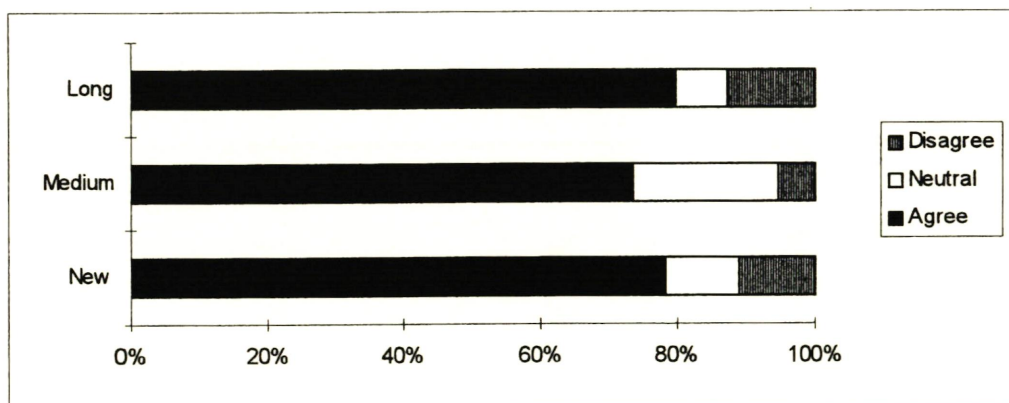
10.1.1.1 Results Summary

Commercial activities like hire of beach-side equipment and amusements should continue to be allowed in Pilot Bay	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	27%	50%	11%	6%	6%	0%	100%
Mount South(N=106)	34%	42%	12%	9%	2%	0%	100%
Tauranga (N=100)	27%	54%	6%	6%	4%	3%	100%
Weighted Result	28%	51%	8%	7%	4%	2%	100%

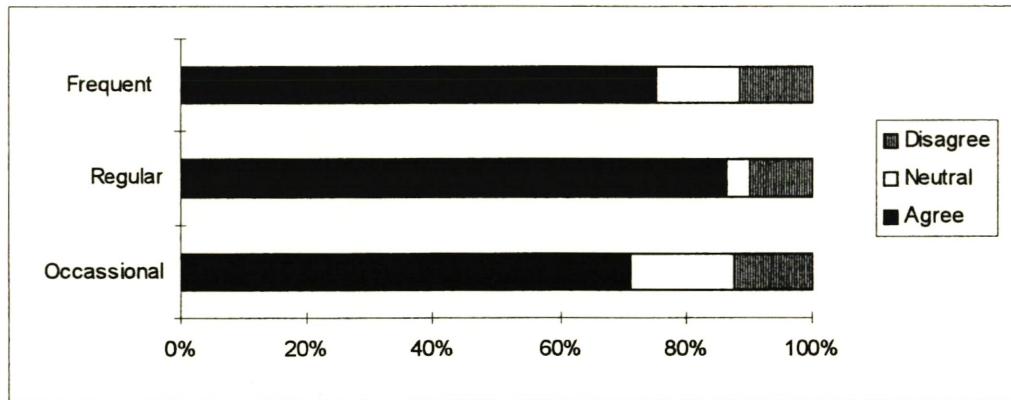
10.1.1.2 Results By Area



10.1.1.3 Results By Length of Time Living in the Area



10.1.1.4 Results By Frequency of Visiting The Reserves



10.2 Adams Ave Launching Ramp

Section 3.2.9 of the Pilot Bay-Waikorire Management Plan proposes removal of the Adams Avenue boat ramp due to facility maintenance difficulties and inadequate trailer parking. Participants in the study were asked how they felt about the statement that “the Adams Avenue Boat ramp near the base of the Mount should be removed.”

The results show opposition to removal of the ramp. Less than one fifth of the participants (18%wr) agreed that the ramp should be removed. Twenty-nine percent (29%wr) were neutral or did not respond and just over half (53%wr) disagreed.

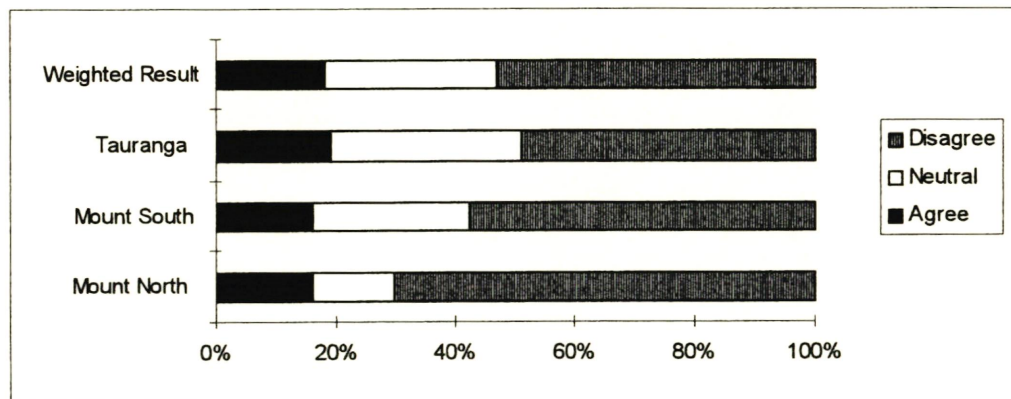
Participants from Mount North were more likely to disagree (70%) than those from Mount South/Papamoa (58%) or Tauranga (49%). This included over one quarter of Mount North respondents (26%) who said they disagreed strongly.

New residents (48%) were less likely to disagree with this statement than medium (62%) or long (63%) term residents. Regular users of the reserves (53%) were less likely to disagree than occasional (60%) or frequent (64%) users.

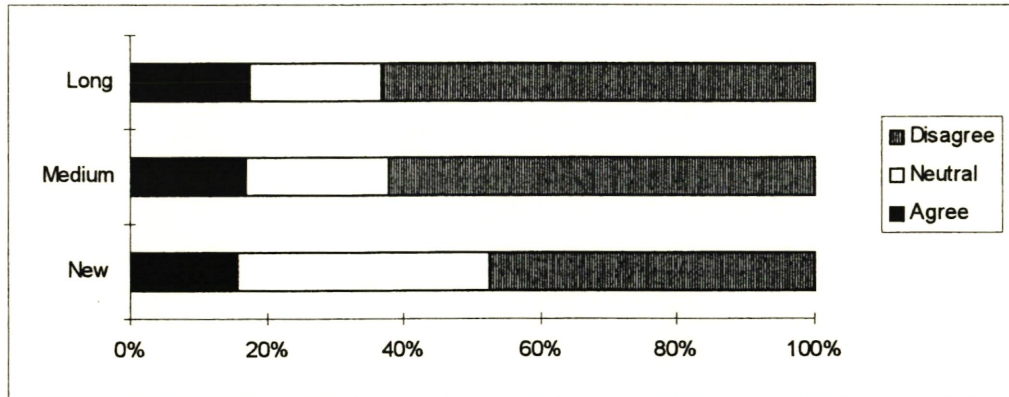
10.2.1.1 Results Summary

The Adams Ave Boat ramp near the base of the Mount should be removed	Agree Strongly	Agree	Neutral	Disagree	Disagree Strongly	No Response	TOTAL
Mount North (N=101)	7%	9%	14%	45%	26%	0%	100%
Mount South(N=106)	10%	6%	24%	42%	15%	3%	100%
Tauranga (N=100)	10%	9%	26%	36%	13%	6%	100%
Weighted Result	10%	8%	24%	38%	15%	5%	100%

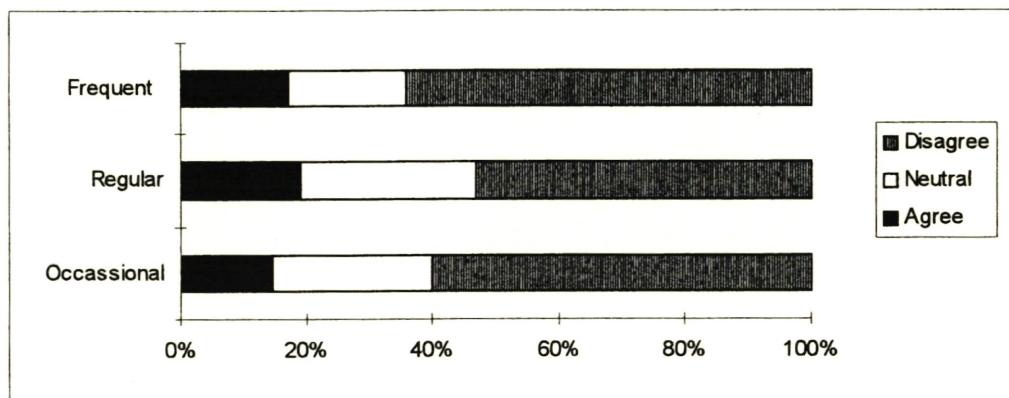
10.2.1.2 Results By Area



10.2.1.3 Results By Length of Time Living in the Area



10.2.1.4 Results By Frequency of Visiting The Reserves



10.3 Reasons for opinions about boat ramp closure

All participants were asked to say why they felt the boat ramp should or should not be removed.

Those who felt it should be removed cited conflicts between ramp users and other Pilot Bay users as being the reason for favouring closure. These included :

- Conflict between boats and passive recreation like swimming or picnicking (10%)
- Traffic flow or congestion problems (8%)
- traffic or pedestrian safety (3%)
- parking shortage (9%)
- pollution created by boats (1%)

Those who were neutral usually said they did not know enough about the boat ramp or its users to be able to comment (11%).

Participants offered a diverse number of reasons why the boat ramp should remain. Over one quarter (25%) commented that there was a lack of alternative facilities. Sixteen percent (16%) said the boat ramp was convenient or specified that it was the only one on the Mount Maunganui side of the harbour bridge and over one tenth (12%) of participants said they used the boat ramp themselves or knew that others used it.

Seven percent (7%) of participants felt there was no reason to remove the boat ramp or that it did not cause problems and should therefore remain. A further four percent (4%) said they were opposed to removal of any leisure facilities or reduction in recreation opportunities.

The role of the boat ramp in the character or tradition of the area was important to some participants. Three percent (3%) said that Mount Maunganui was a seaside community or “boating place” and therefore that the boat ramp was in keeping with the character of the area. A further three percent (3%) said it was part of the local history or tradition.

Two percent (2%) of participants said that tourists were attracted to the area by the boat ramp.

11. PARKING

Participants in the study were asked to think about all five reserves and to describe how they felt about the availability of parking near them. The interviewers then prompted participants to say how parking affected their ability to use these reserves.

One fifth (20%) of respondents said that parking was adequate or that they experienced no problems. A further one fifth (21%) said they walked from their homes or cars to the reserves when parking was difficult to find. These people either stated or inferred that they were happy to walk.

Most participants who felt there was a parking shortage in the area believed it was a problem that affected the area only during the peak of the summer season. Twenty-eight percent (28%) commented on seasonal parking shortages, but not all of these considered parking shortage to be a barrier to use. A further seventeen percent (17%) said that they avoided visiting the area during peak times due to the traffic, parking or population congestion and appeared to be content with doing so.

Only one fifth (18%) stated explicitly that they would like to have more car parking available. Some of these suggested places that parking could be established. Conversely, one sixth (16%) of the participants said they felt there were no acceptable solutions to parking congestion in the area and that it should be treated as inevitable. A further two percent (2%) specifically commented that they did not want parking buildings in the area.

Pilot Bay and the Mount Hot Pools were most frequently described as having parking shortages (7%). Four percent (4%) of participants attributed the parking shortages to parking

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of boats and boat trailers. Four percent (4%) attributed it to development such as either the high rise buildings or Project Phoenix.

12. PARTICIPANT PRIORITIES

12.1 Commercialisation or Naturalisation?

When offered the chance to comment openly about the future of the reserves several participants offered views which either supported (6%) or warned against (5%) future commercialisation of the reserves. Those who favoured commercialisation often sought active recreation opportunities in the area. Those who were against commercialisation usually wanted the natural character of the area to be preserved.

Eleven percent (11%) of participants specified that they would like the natural environment maintained and protected. This included some who supported classification of Mauao as a world heritage park and many who simply favoured keeping the area as natural as possible. A further eight percent (8%) said they wanted the area to be kept as it is currently or not changed. Some of these responses were clearly related to preventing further modification of the natural environments.

12.2 Amenity Development and Maintenance

Thirteen percent (13%) of participants used this opportunity to suggest that more amenities should be provided in some or all of the reserves. Popular requests included Bar-B-Que's, public toilets at the base of Mauao or on the Main Beach and seating on the Mauao walkways. Some wanted pathways linking the reserves or rubbish bins.

Four percent (4%) of participants commented that the reserve amenities needed to be better maintained. Common suggestions were that the rubbish bins needed to be emptied more regularly and that the toilets needed to be cleaned more often.

12.3 Development

Several participants used this opportunity to comment that they did not want further high rise development in the area or to express displeasure with the existing high rises (11%). A further four percent (4%) said they did not want the Mount to become another “Surfers Paradise” or “Hawaii”. Some of these clearly associated high rise development with these areas, others described them as being “over commercialised”.

12.4 Other Common Themes

A diverse range of other comments were received. Those relating to Moturiki (12%), trees (2%) and Dune Care (4%) have been discussed in other sections of this report. Other common themes were:

- Expressing a desire to have more activities in or near the reserves to attract more visitors to the area or provide more recreation opportunity (7%).
- Emphasising that they “loved” or valued “the Mount”, often saying that it was one of the best places in the world or suggesting that change might ruin its natural value (6%).
- Stressing that the Mauao and Tombolo reserves should remain as public assets which are “open to all” and not be constrained by gate charges or commercialisation (5%).
- Commenting that the Management Plan is important or needs to be finalised and implemented quickly (2%) or emphasising the need to consult widely about the policies in the plan (2%).

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- Showing concern or anger toward the prospect of Tangatawhenua involvement in management of the resources (2%).

APPENDIX ONE: QUESTIONNAIRE

Interview Number: Interviewer Date: Start time: AREA:

1. Hello, its (name) speaking from Key Research. I'm interviewing people about their ideas for the future of the Mount beach and reserves. The interview is with people who live in the Tauranga District Council area. Would you be in that area?

- Yes (Go to 2)
- Not Sure (Can I ask what area or suburb you live in, and what road...)
- No (Thank-you for your help.)

2. The interview takes no more than ten minutes Could I ask you some questions now, or could I call back at a more convenient time? (If necessary... could we begin- if you don't feel happy with the interview, you can stop at any time.)

3. Do you live in Tauranga, Papamoa or Mount Maunganui? (IF THE MOUNT: Are you north or south of Golf Road?)

- Mt Maunganui north of Golf Road.
- Papamoa
- Mt Maunganui from Golf Road south
- Or, another part of the Tauranga District

4. Have you been to any of these outdoor reserves within the last year?

- The main Mount beach (that's from the Mount to just past Leisure Island).
- The tracks, grass or bush areas on or around the Mount. (If necessary: that's the Mountain, not the town).
- Mount Drury, the soundshell, or the park beside Mount Drury.
- The spit known as Leisure Island.

(If answered yes to any, go to 5. If not, go to 6)

5. (If been to any): Think about the area I have just described including the Mount itself, the Main Beach, Leisure Island and Mount Drury. How many times have you been to this area in the last year? (That's the number of times you have visited one or more of these places)

- One or two times
- thirteen to twenty four times
- Three to six times
- More than twenty four times Record
- Seven to twelve times
- Number: _____

1=Agree Strongly 2=Agree 3=Neutral 4=Disagree 5=Disagree Strongly
 6=Don't Know 7= Not Asked because participant not familiar with this reserve.

6. Thinking now about the future of Leisure Island. (If necessary: That's the spit where Marineland and then Leisureland used to be. Do you know where I mean?)
Using a scale from one to five where one equals agree strongly two is agree, three is neutral, four is disagree and five is disagree strongly, how do you feel about each these statements?

Leisure Island's natural appearance should be restored.	1.	2.	3.	4.	5.	6.	7.
There should be more native trees planted on Leisure Island.	1.	2.	3.	4.	5.	6.	7.

7. Thinking now about Mount Drury. (If necessary: that's the hill between the end of downtown the Mount and Marine Parade. The Soundshell is on the Marine Parade end. Do you know where I mean?) **Using the same scale** (repeat scale if necessary), **how do you feel about each these statements?**

There should be a clearly marked public walkway up Mount Drury.	1.	2.	3.	4.	5.	6.	7.
The Soundshell should be replaced with an open grassed picnic area.	1.	2.	3.	4.	5.	6.	7.

8. Thinking now about Pilot Bay. (If necessary: That's the harbour frontage at the Mount. Do you know where I mean?) **Using the same scale we have used previously** (repeat scale if necessary), **how do you feel about each these statements?**

Commercial activities like hire of beach side equipment and amusements should continue to be allowed in Pilot Bay.	1.	2.	3.	4.	5.	6.	7.
The Adams Ave. boat ramp near the base of the Mount should be removed.	1.	2.	3.	4.	5.	6.	7.

1=Agree Strongly 2=Agree 3=Neutral 4=Disagree 5=Disagree Strongly
 6=Don't Know 7= Not Asked because participant not familiar with this reserve.

9. And could you tell me why you feel that the boat ramp should/not be removed?

10. Thinking now about the main beach. That's the Mount beach from the base of the Mount to just past Leisure Island. Do you know where I mean?.... Using the scale we have used previously (repeat scale if necessary), how do you feel about each these statements?

To help protect the dunes people should be encouraged to use only a limited number of pathways to the beach.	1.	2.	3.	4.	5.	6.	7.
More trees should be planted on the grassed areas beside the main beach to provide shade for beach go'ers.	1.	2.	3.	4.	5.	6.	7.
Commercial activities like food stalls, equipment hire and amusements should continue to be allowed on the grassed area.	1.	2.	3.	4.	5.	6.	7.
The Council owned camping ground creates a visual barrier to the Mount.	1.	2.	3.	4.	5.	6.	7.
There needs to be better public access from the beach to the walkways around or up the Mount.	1.	2.	3.	4.	5.	6.	7.
Some of the beach-front camp sites in the Council owned camping ground should be replaced with a picnic area for beach-goers.	1.	2.	3.	4.	5.	6.	7.

1=Agree Strongly 2=Agree 3=Neutral 4=Disagree 5=Disagree Strongly
 6=Don't Know 7= Not Asked because participant not familiar with this reserve.

11. Thinking now about the future of the Mount itself. That includes the Council owned camping ground, the Mount Hot Pools, the area the sheep graze and all of the Mount. Using the scale we have used previously (repeat scale if necessary), how do you feel about each of these statements?

I would like signs beside the walkways which explain the history of the area.	1.	2.	3.	4.	5.	6.	7.
More native trees should be planted on the Mount.	1.	2.	3.	4.	5.	6.	7.
I would like there to be better public access to the Mount walkways through the Camping Ground.	1.	2.	3.	4.	5.	6.	7.

12. Still thinking about access to the Mount walkways. How do you feel about access to and from the Mount walking tracks at the moment. PROBE: Why do you say that?

13. And how do you feel about having the Council owned camping ground at the base of the Mount? PROBE: Why do you say that?

1=Agree Strongly 2=Agree 3=Neutral 4=Disagree 5=Disagree Strongly
6=Don't Know 7= Not Asked because participant not familiar with this reserve.

14. Still thinking about the camping ground. From the end of December until the end of January there can be many people wanting to book the most popular sites in the camp. What do you think is the fairest way to decide who gets these sites. Would it be:

- A. a first in first served system, where the first person to book each site receives the site OR,
- B. A ballot system where prospective campers enter a draw for their sites, OR
- C. Another system (please describe): _____

15. Thinking about all the facilities we have discussed. That's Leisure Island, Mount Drury, Pilot Bay, the Main Beach and the Mount itself. How do you feel about the availability of parking near these areas? (PROBE: And does this affect your ability to use these areas? HOW?)

16. Have you ever camped at the Camping Ground at the base of the Mount?

- Yes
- No

17. Which of these statements best describes your age?

- Under 25 years
- 25 to 39 years
- 40 to 54 years
- 55 years and over.

18. Which of these statements best describes the length of time you have lived in the area that's now called the Tauranga District?

- Less than two years.
- Two to five years.
- More than 5, but less than 10 years.
- Ten years or more.

1=Agree Strongly 2=Agree 3=Neutral 4=Disagree 5=Disagree Strongly
6=Don't Know 7= Not Asked because participant not familiar with this reserve.

19. Which of these statements best describes the household you live in? A household where the youngest child is

- under five. at high school.
 at primary or intermediate school. or a household with no school-aged children.

20. This information will be used to guide the future of the reserves we have discussed during the interview. Is there anything else you would like to say about Leisure Island, Mount Drury, Pilot Bay, the Main Beach or the Mount itself? (PROBE: Why do you say that/ and what else).

Thank-you for your help. Have a nice evening.

21. Record Gender of Participant

here:

- Male Female

22. Record Finish Time Here. _____