

5: Thematic Analysis of Open Ended question asking about other amenities

Towards the end of the questionnaire respondents were asked "The councils in the region are always looking for new ways to improve the region. Thinking of the types of things we have discussed, what things do you think the region, not just your local council, should support?"

A thematic analysis of responses was undertaken by Wellington City Council. The main findings were:

- There was a broad range and size of amenities and services commented on - social (for example, Rugby Sevens), environmental (for example, Kapiti Island) and cultural (for example, World of Wearable Art).
- As described in the methodology section, each respondent was asked about half of the total amenities (in order to minimise burden on the respondent). The majority of comments reflected the list asked of the other half of the sample (for example, people being asked about the first set of amenities were likely to mention an amenity which was on the second set and vice-versa).
- A number of the comments reiterated amenities that were identified in the original online panel questions which were used to develop the list of regionally important amenities (this is also described in the methodology). Some of the amenities that were mentioned in the online questions were not included in the final telephone survey because of the small number of times they were mentioned compared to the final list of amenities (examples of this include Cuba Street Carnival and the Dragon Boat Festival – although these two amenities were not mentioned by large numbers of respondents).
- Some respondents focused on core council or central government services such as infrastructure and roading. An example quote here is "infrastructure is everything that is behind the scenes in the region that makes the region tick", another said: "The school, just support the teachers needs like having good wages so that they can teach the children more efficiently."
- Māori respondents identified Kapa Haka (Māori performing group), support for their local marae and the Lower Hutt event 'Te Ra o Te Raukura' as areas for support which weren't apparent from any stage of the research apart from analysis of this final open ended question in the telephone survey.
- While the vast majority of comments related to existing amenities rather than the establishment of new venues or services, some new ventures or future opportunities were mentioned (examples include "the Marine Education Centre", "creating opportunities for young sports people and young musicians and artists", someone also said: "I think they should support more, doesn't have to mean physically building things, but should support more ways for children to become more involved and to stay involved in sport").
- Some respondents commented on councils needing to focus on their own areas or stick to core council activities (some quotes from this theme of answers include: "I think they should support their own areas because there's enough coming out of our rates as it is. Our rates bill is high enough as it is" and "They have got to look after themselves first, keeping the public parks and things up to scratch").