



ALEX MOORE PARK

NEEDS ASSESSMENT

Facility Development

DECEMBER 2015

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1 EXECUTIVE SUMMARY

1.1 PURPOSE OF THIS PROJECT AND REPORT

Following a series of proposals to Wellington City Council (WCC), and subsequent peer reviews¹ which identified gaps in planning information, WCC and Alex Moore Park Sport and Community Inc. (AMPB) have commissioned a needs assessment to better understand the need for the proposed indoor sport facility at Alex Moore Park.

The analysis of current facility supply and demand, population trends in Johnsonville and surrounding suburbs, and opportunities for additional anchor sports codes clearly identified demand for a multipurpose facility to act as:

- A sports hub providing club rooms and shared services for anchor codes
- A venue for hire by commercial recreation and sport providers
- A delivery site for Wellington City Council recreation and sport programmes
- A facility for the community to use for casual recreation
- A venue suitable for regional competitions and events
- Toilets, changing rooms and café services for park users.

1.2 BACKGROUND

The Alex Moore Park redevelopment project² proposes an indoor sports facility to replace the existing clubrooms. Stage one works included: a full-size artificial turf on the northernmost field, a car park at the north end of Alex Moore Park, and a perimeter walkway and associated landscaping.

The AMPB are leading the fundraising for Stage Two, which is a proposed new sport facility with function rooms, sports hall, changing facilities, offices and catering/bar to replace the two existing clubroom buildings (Johnsonville Cricket Club and Olympic Harrier Club) at Alex Moore Park. An additional car park is also proposed at the south end of Alex Moore Park as per the resource consent conditions.

The AMPB Board and Council have been working together on the project since 2007. Proposals to date have the AMP board managing the proposed indoor sport facility. Resource consent has been granted for the proposed building and the southern car park.

1.3 OBJECTIVES

The primary objective of this needs assessment project is to assess the need, demand and utilisation of the proposed Alex Moore Park indoor sport facility. This report provides:

- A demographic review/profile
- An analysis of the need for an indoor sports facility in Johnsonville
- A literature and best practice review
- Analysis and conclusions.

¹ Alex Moore Report Final, Sport Guidance, May 2009, NZRA Peer Review Report and Onfield Solutions report, February 2015

² <http://www.alexmoorepark.org.nz/>



1.4 DEMAND AND UTILISATION

This is a growing community with an increasing number of families and their young children, and a high proportion of Asian people. Growth in areas such as Churton Park has already occurred, and more proximate growth to Alex Moore Park is currently underway and likely to increase with the proposed intensification. These proposed developments support increasing the provision of community services, particularly when housing has limited outdoor space. Developments in the Johnsonville Mall, transport hub and to other adjacent community facilities - Keith Spry Pool, Johnsonville Library and Johnsonville Community Centre - provide opportunities to enhance walking access to all sides of the park and proposed facility.

Clubs are currently achieving membership numbers appropriate to the community profile of Johnsonville. While several clubs identified the benefit of accessing and using the sports hall, forecast demand was not adequate to achieve optimal utilisation. Full utilisation of the proposed facility will however only occur if additional anchor tenants associated with 'indoor' activities are engaged, and recreation programmes are developed and provided.

The current and forecast increase in population of a young recreation and sport age in the close and surrounding areas and changing ethnicity of those communities, requires provision decisions that reflect the likely use for indoor recreation as well as the park use. This requires planning for activities such as: table tennis, badminton, basketball, futsal, volleyball, martial arts and a range of exercise modes suitable for all ages.

In summary, this community is young and family focused, with parents and their young children. High levels of engagement in recreation and sport are features of this group.

In addition to its local focus, Alex Moore Park should be a multi-use facility located on a multi-field site, and could be one of the Wellington sports hubs. This will be of regional significance for competition and events, and enable local schools, clubs and users to host larger tournaments and events than currently possible.

RECOMMENDATION: That the facility development is based on the premise that all of the sports codes will grow for at least the next 10 – 15 years.

RECOMMENDATION: That the facility developments actively provide for indoor sports clubs and groups that will emerge as the community demographic changes.

RECOMMENDATION: That the AMPB Operations Subcommittee seeks additional foundation clubs as primary users of the sports hall.

RECOMMENDATION: That AMPB and WCC work closely with the other providers of recreation and sport to maximise utilisation through shared/co-ordinated programming of (for example) holiday programmes, sports coaching and sports leagues.

RECOMMENDATION: That WCC consider the current location of recreation programming services in the northern suburbs and prepare a business case for making the planning hub at Alex Moore Park, with a programming function servicing wider communities.



1.5 FACILITY DEVELOPMENT

The feasibility study has highlighted the demand for a new facility including a full-sized sports hall to meet the future needs of the Johnsonville and surrounding suburbs, and their sport, recreation and community use.

The current proposal is under developed, and does not fully articulate the possible programming requirements that would be required to supplement proposed use of the AMP facility.

Proposed new models of operation will require WCC to influence the scope around the design and build of the facility as well as its operation.

The resource consent requires consideration of parking management.

RECOMMENDATION: That AMPB review the facility design to accommodate the public spaces required for indoor recreation and sport programme use as well as supporting the facility use by park users.

RECOMMENDATION: That the internal configuration of the facility reflect the need to accommodate club and facility personnel.

RECOMMENDATION: That changing configuration is reviewed to service sports hall users.

RECOMMENDATION: That there is design consideration to enhance access to the facility by foot from the mall, train and bus links

RECOMMENDATION: The indoor/outdoor flow is reviewed to enable good facility supervision and a positive welcome.

RECOMMENDATION: Consider opportunities for development of adjacent play areas for pre-school and school aged children as part of Wellington Playground Review.

RECOMMENDATION: Configuration of the sports hall to enable spectator viewing alongside.

RECOMMENDATION: Management of the sports hall to enable screening of ½ court and therefore multi-use at the same time.

RECOMMENDATION: Configuration of the spaces to enhance the social flow with the kitchen located to the west side of the facility to enable better passive oversight from the upstairs social space to the downstairs sports hall.

RECOMMENDATION: Reconsideration of the lobby/reception to support effective customer service and programming.

RECOMMENDATION: Design the southern carpark to enable use for recreation and peak use parking, through incorporating a basketball half court, and consideration of active management requirements like gates or bollards.



1.6 SPORTVILLE HUB

There appears to be benefit in each club remaining as a 'separate' legal entity able to access community funding, as well as the AMPB being able to secure resources for the facility and its services. This requires further exploration and advice.

In addition, the real benefit of coming together as a sportville hub is the opportunity to provide a shared service model that supports clubs and their operation.

RECOMMENDATION: That WCC, Sport Wellington and AMPB actively engage in a sportville hub approach to enhancing club collaboration and support.

RECOMMENDATION: That AMPB support the clubs to work with new community members and increase membership.

RECOMMENDATION: That the personnel of AMP engage in a sports development process to build membership.

1.7 RELATIONSHIP DEVELOPMENT

The AMPB needs to work strategically to develop engagement with supporters, potential users and key funders in the community. The changing ethnic composition of the communities will also create demand for a range of traditional sports, particularly football and cricket, as well as indoor recreation such as badminton, table tennis and basketball. These communities have a strong commitment to wellbeing, and will seek out activity options that support this (martial arts, dance and yoga/tai chi types of exercise). Multi-generational participation is also a key feature.

Access to quality sport and recreation spaces is crucial to commercial providers such as Kelly Sports, who would be keen to base themselves at a facility such as this, and provide programmes inside the facility and on the sports fields.

The facility should have a mix of delivery. Work needs to be done to determine the balance between AMPB club use, venue for hire by RSOs and local schools for example, and direct programming. Also, additional clubs based at AMP will impact on utilisation and programming.

RECOMMENDATION: That AMPB engage with new migrant groups in the community.

RECOMMENDATION: That AMPB explore commercial providers as part of the tenancy mix, particularly Kelly Sports.



1.8 PROGRAMMING AND MANAGEMENT

To achieve optimal levels of utilisation and engagement, adequate staffing will need to be in place, and this will require spaces for facility and club personnel.

RECOMMENDATION: That WCC Parks, Sport and Recreation consider their current spread of service delivery in the northern suburbs, and assess the feasibility of establishing programme design and management functions for the northern suburbs at Alex Moore Park with delivery into Tawa Recreation Centre.

RECOMMENDATION: That the facility identity and marketing reflect a wellness message, and maintain a playful aspect in branding and programming.

RECOMMENDATION: That the centre is promoted locally and with politicians amplifying its potential to impact positively on urban renewal and development.

RECOMMENDATION: That programming targets older adults with a range of cultural, volunteer and wellness strands.

RECOMMENDATION: That the facility is focused on providing experiences, which might include cultural, sporting social and other activities in a unique mix reflecting that particular community and building on its strengths.

RECOMMENDATION: That staff are employed that meet the following requirements: Sportville development skills, facility operations, teach physical education and manage school sports, facilitate opportunities for others and programming where there are gaps and no competition.



1.9 A NEW MODEL OF OPERATION

Recreation and sport facilities in Wellington are typically provided by: clubs servicing their own members; commercial providers offering user pays services to the community; and by WCC providing rates subsidised facilities and services. Alex Moore Park, its facilities, operation and programme provides an opportunity to develop a new model of development and delivery that has four objectives.

It is envisaged that the facility will provide:

- **Sports Hub** for anchor clubs requiring a home base for training and coaching, competition and events club meetings and social occasions, and sport development and accessing back office club support services
- **Community and commercial providers** offering programmes and opportunities (eg after school programmes, gymnastics, commercial recreation and sport providers)
- **Venue for hire** by the community for community, recreation and sport activities
- **WCC Recreation and wellbeing programmes** provided to fill gaps, meet community need not currently satisfied by other providers and build demand for other user groups and clubs.
- **Schools** with access to physical education, event support and an indoor venue.

This change in thinking and approach will require a review of the facility scope, reconsideration of facility management and development of programmes and provider support and engagement. The scope of this is beyond the current priorities, resources and brief of AMPB and will require WCC to engage in ways additional to the current 'landowner' and 'investor' roles.

The proposed facility and its programmes and services require a new approach that reflects proactive engagement with the community and quick responses to needs which is often a challenge in a large organisation such as WCC, and resources for planning and delivery, often difficult for the community to access. Delivering the new model requires the following suite of capability:

- Sportville development
- School sports and physical education programmes
- Community development
- Sport and recreation programme development and delivery
- Facility operations.

Currently Alex Moore Park Sport and Community Trust Incorporated have the lease for the site and intend to own and govern the facility. This needs assessment has broadened the possibilities and changed the scope of ownership and governance.

RECOMMENDATION: That WCC reviews its engagement with AMP and its facility development as part of the new model of operation.

RECOMMENDATION: That the WCC prepares a business case based on the new model.



2 NEEDS ASSESSMENT IN CONTEXT

2.1 PURPOSE OF THIS PROJECT AND REPORT

Following a series of proposals to Wellington City Council (WCC), and subsequent peer reviews³ which identified gaps in planning information, WCC and Alex Moore Park Sport and Community Inc. (AMPB) have commissioned a needs assessment to better understand the need for the proposed indoor sport facility at Alex Moore Park.

2.2 BACKGROUND

The Alex Moore Park redevelopment project includes a new artificial turf and a proposed indoor sports facility to replace the existing clubrooms. Stage one works were completed in May 2014, funded by the Wellington City Council (\$1.9 million) and the Plimmer Trust (\$380,000). These included: a full-size artificial turf on the northernmost field, a car park at the north end of Alex Moore Park, and a perimeter walkway and associated landscaping.

The AMPB are leading the fundraising for Stage Two, which is a proposed new sport facility that includes:

- A new indoor sports facility with function rooms, sports hall, changing facilities, offices and catering/bar to replace the existing two clubroom buildings (Johnsonville Cricket Club and Olympic Harrier Club) at Alex Moore Park
- Selling the clubroom owned by North Wellington Football Club and Johnsonville Softball Club on Phillip Street (just north of Alex Moore Park).
- Demolishing the existing two clubroom buildings on Alex Moore Park
- A second car park at the south end of Alex Moore Park.

The AMPB Board and Council have been working together on the project since 2007. It is proposed that the AMP board will manage the planned indoor sport facility. Resource consent has been granted for the proposed building and the southern car park.

2.3 OBJECTIVES

The primary objective of this needs assessment project is to assess the need, demand and utilisation of the proposed Alex Moore Park indoor sport facility. This work involved:

- A demographic review/profile
- An analysis of the need for an indoor sports facility in Johnsonville
- A literature and best practice review
- Analysis and conclusions.

³ Alex Moore Report Final, Sport Guidance, May 2009, NZRA Peer Review Report and Onfield Solutions report, February 2015



To achieve these outcomes, the following work was conducted:

- Reviewing existing documentation in regards to predicted need, demand and utilisation of the proposed building at Alex Moore Park
- Undertaking an occupancy/visitor throughput analysis to profile the use of each space in the proposed building
- Reviewing the utilisation and capacity of other similar facilities in the surrounding Johnsonville area such as the Nairnville Recreation Centre, the Onslow College gymnasiums and the Johnsonville Community Centre and any other relevant facilities in the wider area
- Development of a matrix showing how each facility area in the proposed Alex Moore Park building (i.e. sports hall, meeting rooms/offices and the clubroom) would be utilised. The matrix will be by season or term, with usage by day and hour.
- Review demographic information for Johnsonville and surrounding suburbs that are considered part of the catchment for the proposed building
- Confirm that the proposed building is an appropriate size and design to meet the need and demand from the community both currently and over the next 25 years
- A review of relevant literature, best practice and indoor sport facility trends
- Conclusions and recommendations.

2.4 KEY ASSUMPTIONS

The conclusions drawn from the needs assessment process are based on the following assumptions:

- Population density proposals will be implemented in the Johnsonville area
- The current population composition will continue with a similar trend of growth and increase of migrants from Asia
- That the club membership levels stay static or grow
- That no other major indoor facility is developed in the Johnsonville area.

2.5 THE REPORT

This report is presented as follows:

- Needs assessment in context
- Alex Moore Park development
- A sports facility for Johnsonville
- Johnsonville and surrounding suburbs
- Current provision in the community
- Best evidence synthesis
- Community analysis and conclusions
- Financial assumptions and implications
- The proposed facility redevelopment
- Conclusions and recommendations.



3 ALEX MOORE PARK DEVELOPMENT

3.1 ALEX MOORE PARK IN CONTEXT

The Alex Moore Park is centrally located in Johnsonville, and has been home to several sports clubs for many years. Recent commitment to redevelopment has seen installation of a new artificial turf with adjacent car parking and a perimeter walkway.

The deteriorating state of the two traditional single code clubrooms (cricket, harriers) on Alex Moore Park and the shared off-site clubrooms occupied by softball and football, has triggered an interest in developing a new indoor sports facility with other works including a second car park at the south end of Alex Moore Park.

This triggered a more formal partnership between the clubs and engagement of a consultant called "Sport Guidance" in 2009 to provide advice regarding the process and structure of the Board.

3.2 ALEX MOORE PARK SPORT AND COMMUNITY BOARD

Recommendations from Sport Guidance⁴ regarding the establishment of the Alex Moore Park Sport and Community Board (AMPB) are summarised below:

- Creation of a new entity representative of the founding clubs and organisations involved in the Alex Moore Park Multi-sport Development comprised of an appointed skills-based board of governors to act as a single point of contact for the major changes in buildings, park use and programming proposed.
- The new board would lead the strategic vision for the new entity, manage the formal legal processes for the new facility and its fundraising processes and ensure organisational fit with Wellington City Council Johnsonville Town Plan, other important planning and community processes and future links into the LTCCP process.
- Ongoing engagement of the working party to focus on the building development
- Existing [sport] organisations to remain in place delivering sport services to their communities.

The AMPB was formed in 2010 and began to develop proposals and secure funding to achieve this proposed facility development. The board committed to a 'Sportville'⁵ approach, where the clubs establish a shared umbrella organisation responsible for completing the project, managing the facility and supporting development initiatives.

3.3 THE FACILITY DEVELOPMENT

The board has progressed the idea from a concept, through the resource consent process and now into funding the community complex that is estimated will cost \$5.2 million. The 2,100 square metre facility is proposed to incorporate a sports hall, meeting rooms and function areas and is configured to cater for a large variety of sporting, recreation and community uses.

⁴ Alex Moore Report Final, Sport Guidance, May 2009.

⁵ <http://www.sportnz.org.nz/managing-sport/programmes-and-projects/hubs-and-sportsvilles-introduction-and-contacts>



Recent announcements by the board⁶ confirm anchor investments from Wellington City Council (\$1,745,000) and Lottery Community Facilities Fund (\$500,000).

As part of securing the rights to develop the facility, AMPB has sought and been granted a ground lease and resource consent.

3.4 THE LEASE

A ground lease (in principle) has been obtained from Wellington City Council (the landowner) based on the following facility proposal⁷:

- A facility designed to enhance the health and wellbeing of Wellingtonians
- Intention to develop customer focused programme of activities for the park as a whole which offers recreation, leisure and sporting choices for people of all ages and abilities
- Additional facilities [to those provided on the park] including:
reception/administration and office area, club room, changing/showers/toilets, public toilets, car parking, kitchen/bar, viewing decks, storage, first aid room, sports hall, meeting rooms.

Implications of the lease for facility operations under the Reserves Act (1977)

There are several implications of the lease that are outlined below, however the key theme is that while the building is on reserve land, it is acceptable for a facility to be developed that both supports use of the reserve for outdoor recreation **and** is available for other types of recreation. A more comprehensive analysis is included in the Appendices.

The main purpose of Recreation Reserves is the provision of areas for recreation and sporting activities. This is to provide for the physical welfare and enjoyment of the public and for protection of the natural environment and beauty. (Section 17, Reserves Act, 1977) and ensure that: *those qualities of the reserve which contribute to the pleasantness, harmony... and the better use and enjoyment of the reserve shall be conserved.* (Section 17 (2) (c), Reserves Act, 1977)

Section 53 allows the lessee to: (g) *... erect on some portion of the reserve ... pavilions, gymnasiums, or other buildings ... for public recreation and enjoyment not directly associated with outdoor recreation.*

Schedule 1 allows WCC to lease the reserve for a stand, pavilion etc including:

(a) *...an allocation of the use...for the playing of specified sports, games, or other recreational activity....*

(b) *... to a charge for admission to ... any ... pavilions, gymnasiums, or other buildings or facilities may be made*

(c) *... the use of playing facilities by non-members...*

(d) *... mak[ing] the whole or part ...of buildings...available ... for outdoor sports, games, or recreational activities, or in special circumstances for recreation not directly associated with outdoor recreation.*

⁶ <http://www.alexmoorepark.org.nz/media.html>

⁷ Alex Moore Park Sport and Community Incorporated Society, Application to Wellington City Council for land owner approval of lease, October 2011



3.5 RESOURCE CONSENT

The AMPB has jointly with Wellington City Council secured consent for the development of the community sports centre, new car parking areas in the south-western area of the site, and demolition of the harrier and cricket clubrooms.

The proposal that has received resource consent is for a building, structures, car parking areas and access areas that would not exceed the permitted net coverage of 10%. The proposed community sports building has a proposed footprint of 1,450m² and a gross floor area of 2,230m² which exceeds the Permitted Activity Condition 17.1.9.4, of 200m² in gross floor area.

The consent was granted with some conditions attached, and those relevant to the proposed facility development, its management and parking are summarised below.

The Centre Management Plan, to be approved by the Council's Compliance Monitoring Officer, needs to be prepared for the proposed sports centre and incorporate the following:

- Car park lighting to ensure public safety
- Avoidance of unreasonable light spill
- Rubbish management
- Security of the public toilets
- Minimising adverse effects of centre use after 10pm
- Opportunities for local residents to be on the Centre Management Committee
- A complaints procedure.

A parking management plan also needs to be prepared for on-site and adjacent on-street parking including: parking demand during weekends and for different types of events; options for the parking restriction on the western side of Bannister Avenue to be lifted; provision of dedicated managed drop-off/pick up facilities both within the site and on adjacent streets; and parking of buses on site.

In addition, a Pedestrian Safety Audit needs to be conducted during the first three months of the facility's operation.

3.6 SUMMARY OF CONSTRAINTS AND CONSIDERATIONS

The lease enables development and operation of a facility that is available for use of all forms of recreation and is not limited to outdoor recreation. The potential constraints of the site use and development under the Reserves Act enable facility provision for recreation that is not specifically in support of existing outdoor recreation use on the Alex Moore Park. Charges can be made for access to and use of the facility, which can be used by non-members.

The current Resource Consent has paved the way for the proposed development to occur, with a series of conditions that are, in principle, able to be met.

Key areas of focus for the facility design are: parking provision and management and lighting design.

Issues to be addressed before facility operation include: centre management procedures that ensure health and safety; facility programming within a time envelope; and facility management that engages with local communities and other stakeholders.



4 A SPORTS FACILITY FOR JOHNSONVILLE

This section of the report provides more detail about the sports clubs that use Alex Moore Park and comprise the AMPB. Information about their club context, club territory and membership, development plans and any issues are identified. Information obtained from each of the anchor tenant clubs has been summarised and presented in the following pages.

4.1 THE FOUNDATION CLUBS

There are five foundation clubs that are working towards the development of the AMP facility. Two of these clubs have clubrooms on the park, and three share clubrooms off-site.

Individual Clubrooms on Alex Moore Park

- Johnsonville Cricket
- Olympic Harriers

Shared clubrooms off-site

- Johnsonville Softball
- North Wellington Association Football Club
- North Wellington Junior Football Club.

Alex Moore Park Aggregated Club Membership 2015	
Juniors	901
Seniors	1270
Total Membership	2171

In addition, some of these codes also have clubs in adjacent suburbs:

- Football:** Onslow Junior Football (Nairville Park). There is no senior club.
Tawa Football Club (Redwood Park)
- Cricket:** Onslow Cricket Club, (junior and senior) (Nairville)
Tawa Cricket Club (junior and senior) (Linden Park)
- Athletics:** Onslow Amateur Athletics Club (Nairville Park).
- Softball:** Tawa Softball Club (Redwood Park)
Newlands Softball Club (Newlands Park)

4.2 NORTH WELLINGTON ASSOCIATION FOOTBALL CLUB

Club context

North Wellington Football has a strong association with the North Wellington Junior Club and Onslow Junior Football. It currently provides a shared 'front end' website with all other functions operating separately. While there have been discussions about merging the clubs there is no current proposal being considered.

Club Territory and membership

While the club is based in Johnsonville, it draws players from all of the suburbs from Wadestown north to Tawa. As a senior club it has strong relationships with Onslow and Newlands Colleges.

New migrants are starting to join the club.

North Wellington Association Football Club 2015	
Teams	21
<17 teams	2
Women's teams	3
Masters teams (35+)	5
Overall membership	360



Development

In addition to the relationship with the Junior Club, North Wellington Football proposes taking advantage of the new facilities by providing an increased programme of competitions (mid-week and business house), events, holiday programmes and a football academy.

Issues

The development of the artificial pitch has had a positive impact on the utilisation of the park and also created some issues regarding access to fields balancing training and competition.

4.3 NORTH WELLINGTON JUNIOR FOOTBALL CLUB

Club context

The North Wellington Junior Football Club currently share a website. It also has relationships with the local Onslow and Newlands colleges. It is in a strong position financially and receives good local support. The closest neighbouring club is Onslow (based at Nairnville).

Access to the new turf has enhanced the playing experience and reduced the number of cancellations.

Club Territory and membership

While the club is based in Johnsonville, it draws players from surrounding suburbs. The Club runs teams from First Kicks (4 – 6 year olds) through grades 7 to 14, plus North Wellington’s Player Development Programme.

North Wellington Junior Association Football Club 2015	
Boys	460
Girls	40
Overall membership	500

Development

Access to indoor facilities will make it easier to support the junior members and their supporters, who are highly visible on Saturday mornings. Social spaces and services (café/tuck shop, seating areas out of the weather etc) will meet the needs of these community members.

Issues

The club identified the benefit of having support to establish the ‘sportville’ services that would be shared across the shareholding clubs. With the planned amalgamation of junior and senior football clubs, the potential ‘shareholding’ of AMPB drops from five to four clubs. The value of the current clubrooms and land, which are shared with the senior football club and softball club, will need to be assessed against how this contributes to the new facility development⁸.

There appears to be benefit in having each club continue as a ‘separate’ entity to enable access to community funding, as well as the separately constituted AMPB being able to secure resources for the facility and its services. This requires further exploration and advice.

As part of the development of the shared facility, there needs to be careful consideration of governance and management issues of representation, and the

⁸ Check trust deed with respect to club rooms



process of addressing any club specific concerns. The governance approach will then need to be captured in a trust deed that reflects mechanisms the clubs are comfortable with.

4.4 JOHNSONVILLE SOFTBALL CLUB

Club context

Johnsonville Softball is the oldest softball club in NZ. With a strong family focus, it caters to everyone who wants to play the game.

Club Territory and membership

Membership of the club is stable although softball as a sport is on the decline nationally. There is an increase in the number of social teams, and the competitions held on Saturday with juniors in the morning and adults in the afternoon.

Johnsonville Softball Club 2015	
Junior teams = 17	250
Senior teams = 10	150
Social teams = 3	
Overall membership	400

Development

Demographic changes in the local community are being reflected at the club. Softball is big in Asia, and the Asian community is growing in Johnsonville, leading to potential for growth in membership. To build on this, the club has been working closely with Amesbury School in Churton Park, running some 'outreach' children's have a go and skills sessions.

Issues

The high level of programming of the artificial turf, particularly by football through summer as well as winter requires further review to enable access on Saturday afternoons for adult competition. Frequently, the softball club is required to practice at Raroa Park.

4.5 OLYMPIC HARRIERS CLUB

Club context

The largest athletic club in Wellington, Olympic Harriers offers a strong winter harriers club and track and field programme during the summer. Increasing in size and strength, it splits its home base between Alex Moore Park for harriers and Grenada North Park for athletics.

Club Territory and membership

Membership of the club is increasing, both at junior level for athletics and also the number of junior harriers members.

Olympic Harriers 2015	
Athletics	320
Harriers	191
Overall membership	511



Development

The current focus on coaching and training, links with Raroa Intermediate and Athletics New Zealand's Get Set Go programme are building interest and engagement in Olympic Harriers.

Issues

The current two-site delivery works for the club, particularly for the major training nights. The development of an indoor space (the proposed sports hall) would benefit the core strength training done as part of the harriers programme, and could be used to deliver Get Set Go and the KiwiSport programmes currently focusing on younger athletes.

4.6 JOHNSONVILLE CRICKET CLUB

Club context

One of the oldest cricket clubs in the Wellington region, Johnsonville Cricket has achieved 'Premier Club' status under Cricket Wellington's club model.

Training opportunities are enabled through access to Alex Moore Park and the Famboro Indoor Centre (three lane indoor cricket tunnel) at Onslow College. Access to this is shared between Onslow College, Onslow Cricket (based at Nairville) and Johnsonville Cricket, but is limited because of the lack of lights.

Club Territory and membership

Club membership declined slightly, although there are mitigating reasons for this. The changing demography of the community, with increased Indian subcontinent population is likely to drive an increase in cricket players.

Development

Cricket has a development plan in place that has involved offering holiday programmes, pre-season training and coaching.

Issues

As a club, cricket will make limited use of the indoor sports hall space proposed as part of the development.

Johnsonville Cricket Club 2015	
Junior teams = 21 Have-a-go grade	200
Senior teams = 12 Women's teams = 3 Men's teams = 8	200
Social teams (20/20 games)	
Overall membership	400

4.7 SUMMARY

Clubs are currently achieving membership numbers appropriate to the community profile of Johnsonville. Some clubs have a greater geographical reach and have the potential to achieve higher membership through targeted promotion and improved programme delivery.

Some clubs expressed concern regarding the reduction in fields and increased demand for the turf making training times more complex to arrange.

While several clubs identified the benefit of accessing and using the sports hall, forecast demand was not adequate to achieve optimal utilisation.

Full utilisation of the proposed facility will only occur if there are additional anchor tenants identified and engaged in the project that are 'indoor' activities.

4.8 CLUB GROWTH FORECASTS

The following analysis identifies potential growth within existing clubs and areas of potential development with other anchor partners.

While participation in sport amongst the adult population is steady or declining, there has been considerable work done by SportNZ⁹ to understand the demand profile of young people.

Youth Sport

The following analysis is based on data collected as part of Sport New Zealand's 2011 Young People's Survey for students (5 to 18 years old) attending schools in main urban areas (population of 30,000+). In context, Johnsonville has approximately 2100 people in this category, and incorporating Johnsonville and its surrounding suburbs¹⁰, a total of 8800 young people. Evidence indicates that half of all young people play sport for a club.

Anchor and potential junior clubs					
	Current junior club membership	Pro Rata National club membership	Potential NEW members Johnsonville	Potential NEW members J'ville & suburbs	Have a go Johnsonville
Football	500	311	-189	802	279
Softball	250	97	-153	155	57
Athletics/Xcountry	320	328	8	1053	111
Cricket	200	132	-68	354	82
Badminton*	No local club	43	43	180	25
Basketball	No local club	183	183	766	174
Table tennis	No local club	107	107	449	No data
Volleyball	No local club	105	105	440	88
Dance	Various groups	267	267	1118	118
Martial arts	Various groups	153	153	642	82
TOTAL current & potential club membership	1270	1621	351	5519	928
Demand	High	Moderate	Moderate	High	Moderate

* Badminton data is only available for young people aged 10 – 18 years

⁹ Rugby data was collected during the 2011 Rugby World Cup and is likely to be elevated

⁹ Sport NZ ((2011) Sport and Recreation in the lives of Young New Zealanders. Young People's Survey for students (5 to 18 years old) attending schools in main urban areas (population of 30,000+). Sport NZ, Wellington.

¹⁰ Johnsonville and surrounding suburbs in this context relates to: Johnsonville, Khandallah, Broadmeadows, Churton Park, Newlands and Paparangi



The table provides an analysis of the current participation patterns from across other urban areas in New Zealand, for each of the current AMP clubs, as well as some information about potential tenant clubs or users.

The information relating to 'have a go' is identifies younger children who are likely to engage in introductory sessions at their local park or facility. The forecast numbers are based purely on the population of Johnsonville, rather than the suburbs surrounding the area.

Anchor clubs are performing well against national indicators when assessed for meeting local needs (Johnsonville), although could increase their membership to reflect a wider suburban reach. The Onslow codes for football and cricket are strong and direct competition, but there is less competition by clubs to the north located in Tawa.

There are a considerable number of *potential* club members and those who could be interested in having a go at the sport. These would be attracted to programmes such as holiday programmes, skill development and have-a-go days.

4.9 POTENTIAL FOUNDATION CLUBS

Indoor Sport Codes

Some codes are currently not reflected in opportunities available in Johnsonville, particularly junior basketball and badminton, as participants are either playing informally or participating in teams at the Nairnville or Tawa recreation centres. There is demand for these sports that could be met through programming at the facility and/or outreach from existing clubs (for example, Wellington North Badminton, Filipino Basketball Association).

In addition there is increasing evidence of demand for floorball, futsal, handball and turbo touch that could be accommodated at the facility.

Other user groups

Martial arts and dance are provided through a range of dojos and studios in schools, community and church halls. These activities will be of interest to the demographic groups within the local communities, and should be considered as potential anchor clubs.

4.10 CASUAL USERS

Other regular users will include those providing recreation opportunities to young people, older adults or looking for a venue for an event or celebration. Detailed analysis is included in later chapters and the appendices.

Johnsonville and surrounding Suburbs

4.11 DEMOGRAPHIC REVIEW

Information on the demography of Johnsonville and the surrounding suburbs was obtained from Profile ID Community Profile.¹¹ The total population of Johnsonville and the surrounding suburbs is **39,495** (2013 Census), which represents **20.6%** of the Wellington City population. A detailed suburban snapshot is included in the appendices.

There are some unique and important features of the community demography that influence the demand, facility design and delivery of programmes and services. This is a growing community with an increasing number of families and their young children, and a high proportion of Asian people.

4.12 COMMUNITY GROWTH

Over the 7 years between the last two Censuses 2013 and 2006 the Johnsonville population increased by 993 to 10,236 (10.7% increase, WCC 6.4% increase). The surrounding communities also showed higher than average levels of growth:

Suburban Populations			
Suburb	2013	2006	Increase between 2006 - 2013
Johnsonville	10,236	9,243	10.7%
Broadmeadows	1,533	1,485	3.2%
Churton Park	6,528	5,862	11.4%
Khandallah	8,484	8,016	5.8%
Newlands	7,278	6,750	7.8%
Paparangi	5,436	4,806	13.1%
Total	39,495	36,162	9.2%
WCC	190,959	179,463	6.4%

Johnsonville is the largest suburb in the northern area, and when the adjacent communities are included, it accounts for one fifth (20.6%) of the total population of Wellington.

The historical growth will continue because of several factors:

- Green fields developments in the northern suburbs, particularly Churton Park and the Lincolnshire farm areas
- Proposed intensification of housing in the areas adjacent to Alex Moore Park. More detailed information on this is included over the following pages.

Growth in areas such as Churton Park has already occurred, and more proximate growth to Alex Moore Park is currently underway and likely to increase with the proposed intensification.

¹¹ <http://profile.idnz.co.nz/wellington>



Transformational Growth

Johnsonville has been identified as one of the 'transformational growth areas',¹² based on the following factors:

- the capacity of the existing infrastructure
- key transport infrastructure
- existing key activities and services to cater for people
- existing community facilities
- whether change in the area will support and enhance the mix or type of homes
- business uses on offer to people that live and work there.

Council's commitment to directing development in these areas requires a focus on:

- improving the efficiency of infrastructure by locating more people in areas with existing high capacity
- providing opportunities for people to live closer to where they work or to access high quality transport options
- concentrating investment into a smaller number of centres.

Council, through the plan, is committed to working with external partners to co-invest and maximise the benefits to the city, coordinate land use, transport planning and investment in supporting infrastructure.

Proposals for Johnsonville are for medium density residential areas¹³ that border Alex Moore Park, incorporating a range of housing types including: semi-detached houses, terraced or town houses and apartments. The adjacent map identifies the two types of density: MDRA 1 includes two areas near to Alex Moore Park that are proposed to contain a significant number of smaller infill and multi-units creating a relatively intensive urban character; and MDRA 2 provides for a slightly less intense, more suburban style of development.

Implementation of these plans would allow for an additional 1,000 dwellings and an estimated 3,000 people¹⁴ to live in the neighbourhoods adjacent to Alex Moore Park.

These proposed developments support increasing the provision of community services, particularly when housing has limited outdoor space. It will also put additional pressure on parking and require well considered walking access to all sides of the park and proposed facility.

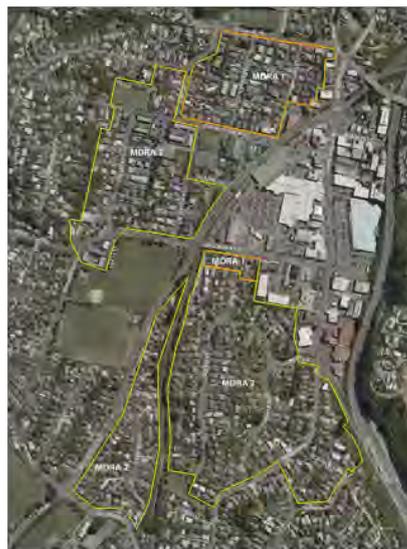


Figure 1 Extent of Johnsonville MDRA 1 and 2

¹² Wellington Urban Growth Plan, accessed from: <http://wellington.govt.nz/~media/your-council/meetings/Committees/Transport-and-Urban-Development-Committee/2014/08/Report-ONEAttachment-ONE.pdf>

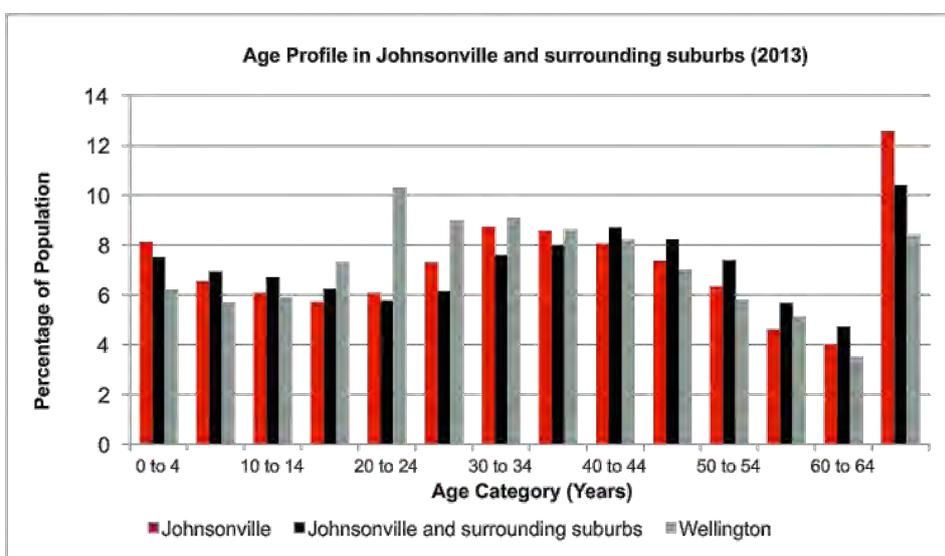
¹³ Johnsonville Medium Density Residential Area, Design Guide. Accessed from <http://wellington.govt.nz/~media/your-council/plans-policies-and-by-laws/district-plan/volume02/files/v2residentialapp7.pdf>

¹⁴ Estimate provided by Graeme Saqwyer, Johnsonville Community Association.

4.13 POPULATION BY AGE

At a deeper level, there are some unique features of Johnsonville compared with Wellington City as a whole. There are:

- **more pre-schoolers** (0-5 years), 8.1% of the population compared with 6.0% in Wellington as a whole
- **less young people** (15 - 24 years), than Wellington as a whole with those aged 15 – 19 years 5.7% vs Wellington City 7.5%, and young adults aged 20 - 24 years 6.1% vs Wellington City 10.8%
- higher numbers of people in the over 65 area are potentially skewed by the presence of several rest homes in the area.



Major changes in the population age profile are outlined in the adjacent table.

Consequences

In summary, this community is young and family focused, with parents and their young children. High levels of engagement in recreation and sport are features of this group.

Years	Increase since 2001	Total 2013 census
0 - 4	+180	831
15 - 19	-54	585
20 - 24	+72	621
25 - 29	+93	747
50 - 54	+180	648
65 - 69	+123	375
50 - 54	+180	648
65 - 69	+123	375

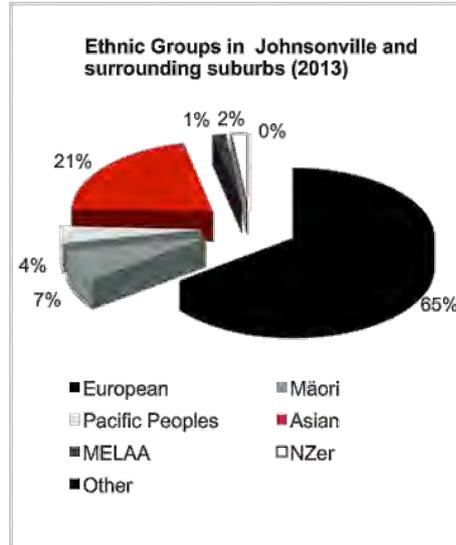


4.14 ETHNICITY

Johnsonville and its surrounding suburbs¹⁵ are comprised of a diverse mix of ethnicities. New settlers are typically from Asia (8,661) and represent 21% of the population. Non-NZ birthplaces are in order of size: UK, China, Philippines, India, Malaysia and Fiji.

Johnsonville in particular has a higher concentration than other parts of the area with Asian population (25%), which is greater than Wellington as a whole (15%), and is an increasing trend.

The Asian population has grown by +909, between the two Censuses, from 1,671 in 2001 to 2,580 in 2013. In comparison the Maori and Pacific proportion is similar to Wellington wide population.



Consequences

The changing ethnic profile will also drive some changes in sport participation, particularly the priority some cultures place on sport (vis a vis work or study), the importance of multi-generational participation, and life-long commitment to wellbeing.

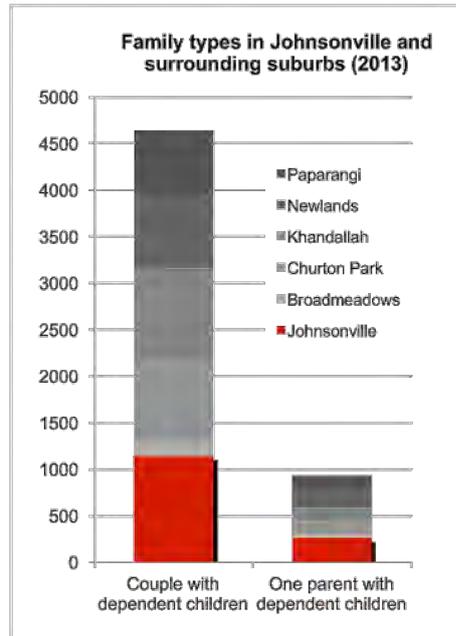
The predominant countries of origin have professional sports in several of the codes that are foundation members of AMPB, and also participate in other sports (basketball, badminton) that would be an appropriate fit for the sports hall.

4.15 HOUSEHOLD COMPOSITION

Johnsonville has a higher proportion of one family households and a lower proportion of flats (group household unrelated), than Wellington city as a whole.

Johnsonville has a higher proportion of 'couples with children' and a lower proportion of 'couples without children' families than Wellington as a whole. 'One parent families' are only slightly higher than Wellington as a whole. In Johnsonville and the surrounding suburbs there are 5,574 families with dependent children.

Johnsonville has fewer two-person households, but more three and four person households than Wellington as a whole.



¹⁵ Johnsonville and surrounding suburbs in this context relates to: Johnsonville, Khandallah, Broadmeadows, Churton Park, Newlands and Paparangi



4.16 LOCAL SCHOOLS

There are several local schools that are likely users of the facility, and information about the roll of each is presented in the adjacent table. Most schools are experiencing growth, and this will continue with the intensification of housing and the demographic changes that are occurring in the community. All of these factors will drive up demand for facilities at Alex Moore Park.

LOCAL SCHOOL ROLLS		
School	Roll size approx	Trend
Onslow College	1250	Increasing
Newlands College	1000	Static
Raroa Intermediate	630	Increasing
West Park Primary	375	Increasing
St Brigids	325	Increasing
Johnsonville Primary	360	Static
Total roll	4,000	

4.17 IMPLICATIONS OF THE COMMUNITY PROFILE

Johnsonville and surrounding suburbs are areas of growth, with forecast intensification compounding this. It is likely that this cluster of suburbs, and in particularly Johnsonville will see more housing and therefore more people.

The current age profile of families with young children will create short to medium term demand for traditional sport facilities, including indoor recreation options.

The ethnic composition of the communities will also create demand for a range of traditional sports, particularly football and cricket, as well as indoor recreation such as badminton, table tennis and basketball. These communities have a strong commitment to wellbeing, and will seek out activity options that support this (martial arts, dance and yoga/tai chi types of exercise). Multi-generational participation is also a key feature.

With more than 4500 families comprising a couple with dependent children, there is opportunity to provide family-focused programmes and services that complement traditional age-grade focused sports.





5 CURRENT PROVISION IN THE COMMUNITY

Development of a facility at Alex Moore Park needs to be considered in the context of other facility provision in Johnsonville and the surrounding suburbs. Schools, churches and community centres are the biggest providers of indoor facilities available for community groups and clubs. A brief summary of the key community facilities in Johnsonville and surrounding suburbs, their features and constraints is presented below, and a comprehensive list is included in the appendices.

5.1 FACILITIES IN JOHNSONVILLE

The local community have available to them a range of community funded and provided spaces. These sites are located on the map that follows.

- **Girl Guides Hall**, 87 Broderick Road provides a hall that is used for: sport, dance, martial arts, and youth group
- **Salvation Army**, 125 Johnsonville Road has a hall that is used for sport
- **Johnsonville Uniting Church - J'ville**, 18 Doctor Taylor Terrace has a hall used by Brownies and After school care
- **Johnsonville Rugby Club**, Helston Park, Paparangi has meeting rooms
- **St Johns Anglican Church Hall**, 18 Basset Road is used for dance and sport
- **Johnsonville Club**, 1 Norman Lane has meeting rooms and is used for dance, sport and exercise

5.2 COUNCIL FACILITIES

Wellington City currently provides a range of community facilities that service Johnsonville and the surrounding suburbs:

- **Keith Spry Pool** with a range of pools, spa and sauna
- **Johnsonville Library** which is being redeveloped on a site adjacent to the community centre and pool and is likely to include small meeting rooms and potentially an auditorium
- **Sports fields** throughout the suburb, although the only clubrooms are at Helston Park (rugby) and on Alex Moore Park
- **Green spaces**, primarily the outer town belt
- **Johnsonville Community Centre**, with a small hall and meeting rooms
- **Churton Park Community Centre** with a large meeting room and small lounge
- **Recreation centres** at Nairnville (3km to the south) and Tawa (8km to the north).

5.3 SCHOOLS

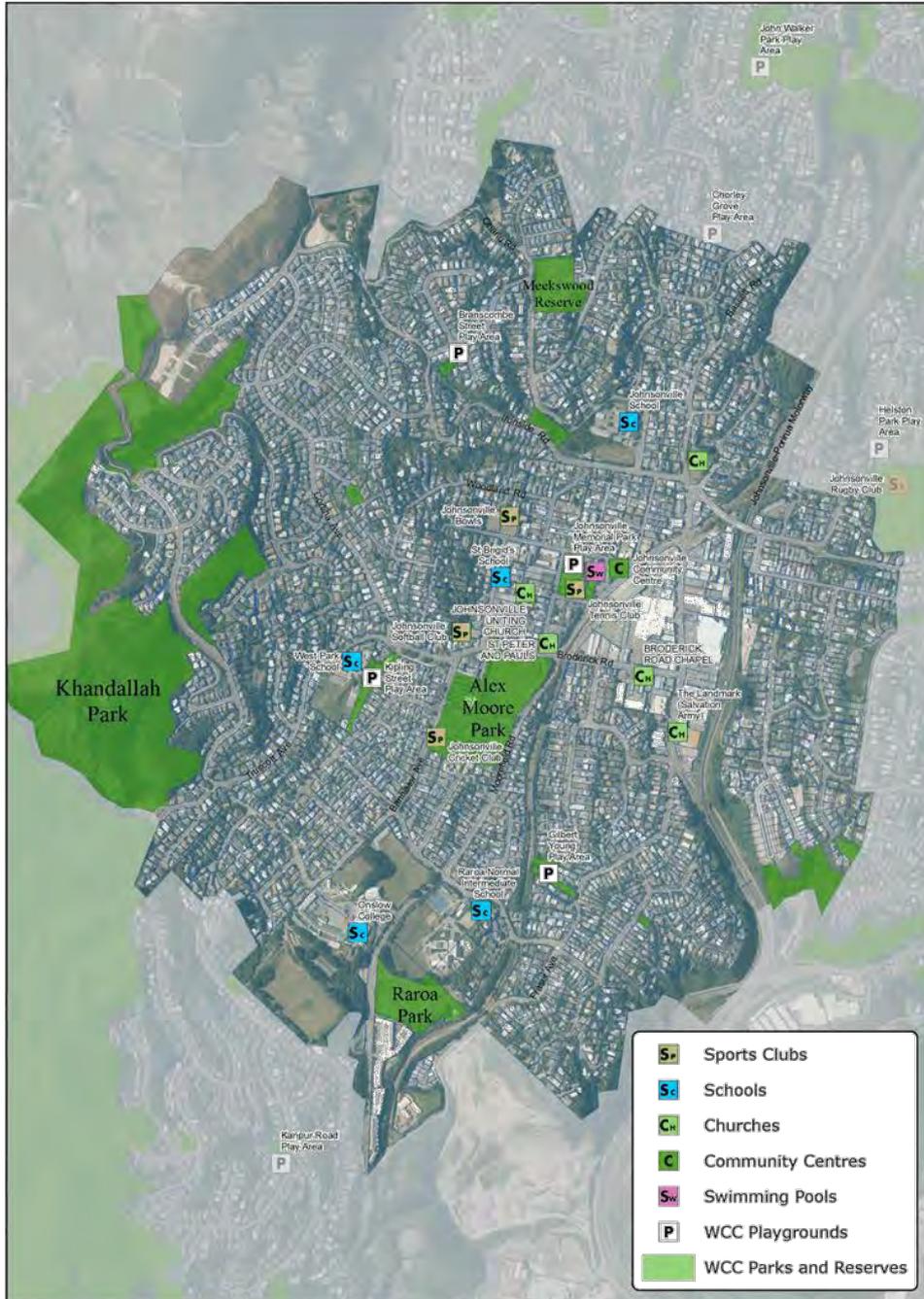
There are a number of schools close to Alex Moore Park that currently have halls which are also used by the community. However, all of those facilities in walking distance (Onslow, Raroa, St Brigids and West Park) would be keen to access the Alex Moore Park facility as part of their school programmes.

While most schools have a small hall that is used for physical education, Onslow in particular is not able to meet demand for gymnasium space, particularly from outside users. In addition, St Brigids has no school hall. Most schools have other users booking their facilities out of school time.



5.4 LOCATION OF FACILITIES IN COMMUNITY

The following map shows the location of community facilities in relation to Alex Moore Park.





5.5 PROVISION BY OTHERS

Local groups have their needs met by facilities that host a range of activities across the following spectrum of activities and target groups.

- Activity type: Badminton, Basketball, Dance, Drama, Gymnastics, Martial Arts, Sports, Fitness, Youth groups, Holiday and after school programmes
- Target groups: Asian, Older Adults, Youth Groups, School aged children.

The focus of this needs assessment was on physical recreation and sport needs. It is likely there is a considerable amount of cultural recreation (dancing, singing, craft) that is occurring in the community that has not been investigated.

Our research identified some strong themes.

- **Dance**, especially traditional dance forms (ballet and jazz for girls) in all its forms is offered at several venues in Johnsonville and the surrounding communities.
- Casual rehabilitation **exercise classes** (tai chi, yoga, pilates) are offered in many places including the community centres, which offer a range of styles and prices, and are variously attended.
- Some existing **indoor sport clubs** that might have the potential of moving to Alex Moore Park are based in other facilities (badminton at the Ngaio Town Hall, and table tennis at the Johnsonville Club and casually elsewhere).
- **Churches** provide a significant supply of space, enabling opportunities for dance, martial arts, community exercise and sport.
- **Youth provision** is centred at the schools, through after school care and Kelly Sports, and at churches with youth groups. Girl Guides also have a facility in the community that is available for community use.
- **Small ethnic groups** are using local halls for faith groups and cultural recreation, as well as having links with the community centre and Catholic church.
- **Martial arts** in a wide range of forms is offered in Johnsonville and the surrounding communities.

Competition from other Council facilities (Tawa Recreation Centre, Nairnville Recreation Centre and ASB Sport Centre) is important to consider. The current users of Tawa and Nairnville are typically local, and AMP will have limited impact because of its location in Johnsonville. In addition, AMP has several schools extremely close by that have expressed an interest in being regular users of the facility. Some of these schools have no hall or spaces that are not conducive to indoor physical education. Opportunities to share resources and programming expertise are key considerations to increase service delivery and manage costs.

The current transport and programming subsidy afforded by ASB Sports Centre could potentially impact on use by schools during the day, but is likely to be minimal because the proximity of the Alex Moore Park facility will make it regular local use easier for schools (however, this would mean some loss of business for the ASB Sports Centre). AMP would be available for training in the evenings and provide a local base for competition by primary and intermediate age groups.

Code specific facilities, particularly Wellington North Badminton (Tawa) provide specialist facilities for club and interclub badminton, and any provision by AMP of badminton would need to be informal and recreational.



5.6 COMMUNITY USE

In addition to use by anchor clubs, community use can be achieved through **programming**, **casual use** and making the venue available for **hire**. Spaces for use include: sports hall, function room, sports fields and the parking area. The following lists potential users and types of use for each space.

Sports hall

- Early morning training programmes for sports clubs and commercial providers (fit-busters, boot camps etc)
- Preschool activities – gym, dance
- Fundamental movement, dance, ball skills
- Business House sports - local and area businesses/companies, taxi company games
- School sports programmes
- Club training and game venue
- Dojo
- Casual sport hire: Basketball, Badminton, Table tennis, Futsal, Volleyball, Turbo touch, Floor ball
- Youth activity/sport options
- Church hire
- Family friendly community and faith events.

Function room

- Early morning training programmes for sports clubs and commercial providers (fit-busters, boot camps etc)
- Older adults/Easi-movers
- Exercise rehabilitation & socialising
- Dance
- Dojo
- Birthday parties
- Family friendly community and faith events
- Games and Tournaments
- Venue for event hire.

Parking area

- Fundamental movement – wheels, cycle skills
- 3 on 3 basketball half court.

Fields

- Games and Tournaments
- Fundamental movement - ball skills
- Business House sports - local and area businesses/companies, taxi company games
- Club training and game venue.



5.7 VENUE FOR HIRE

While the lease requires that users are primarily engaged in activities associated with the park, outdoor recreation and its associated activities, there are several potential user groups that could be attracted to the facility because of its location and spaces.

Group	Use	Feasibility	Probability
Functions			
Sport and community celebrations	Social functions	Promote through community networks and local families Promote through clubs and user groups	High
Corporates/Businesses			
Training and development	Off-site events	Other competing facilities in the Wellington area and distance from town may be a negative driver Some attraction to local businesses (Johnsonville, Ngāuranga, Grenada)	medium
Recreation and sport providers			
Events organisers	Sport events	Already some events hosted at the park that will require indoor facilities for social events, warm up, wet weather alternatives Has the potential to host range of event types Potential to be used for events that use the surrounding walking/biking trails	High
Sport organisations	Coaching clinics	Multi-use spaces make small group activities possible Able to operate several sessions concurrently	High
Schools			
Physical education	Teaching and practice	Can accommodate larger group in smaller teaching groups across a range of indoor and outdoor spaces	High
Sports events	Competition	Able to host a range of inter-school events with good support services (for example, Primary Sport Wellington events)	High

5.8 IMPLICATIONS FOR THE FACILITY

In summary, AMPB is currently comprised of the key outdoor sports codes using Alex Moore Park for training and competition. To fully achieve the potential of the proposed facility, its location and surrounding community needs, additional foundation partners should be sought.

Partners

The proposed sports hall is attractive to indoor sports, particularly those connected with the local community: badminton, basketball, martial arts, dance and table tennis.



Providers

Access to quality sport and recreation spaces is crucial to commercial providers such as Kelly Sports, who would be keen to base themselves at a facility such as this, and provide programmes inside the facility and on the sports fields.

Programming and management

Lastly, Wellington City Council Parks, Sport and Recreation team should review their current spread of service delivery, particularly with respect to Tawa Recreation Centre, and consider establishing a programme of delivery at Alex Moore Park. Availability of the facility throughout the day, evenings and weekends, with some strong anchor tenancies that form a framework of occupancy, can drive high levels of utilisation.



6 BEST EVIDENCE SYNTHESIS

There is considerable information available on communities, participation in sport and recreation and the provision of appropriate community recreation facilities. Key themes identified in national and international research include:

- Participation and engagement
- Population trends including demographic change and urban renewal
- Facility development to support community sports hubs.

This information has informed the needs assessment and conclusions reached.

6.1 PARTICIPATION

Changes in the way people participate and the types of activities they choose are indicated in recent national and international research^{16,17}, and include:

- A decline in young adult participation in sports
- An increase in the numbers of people volunteering
- Asian young people are typically less engaged in sport and recreation activities than those of European descent
- Top sports are: golf, football, tennis, netball, cricket and rugby
- Top activities are: walking, swimming, cycling and jogging
- Socio-economic deprivation has a negative impact on participation
- The most common way to participate is 'pay-to-play'.

Barriers to participation

Barriers to participation are described in the research¹⁸ as being both emotional (eg perception of recreation centres) and functional (eg cost, need to commit).

Emotional barriers - recreation and sport centres seen as intimidating and serious, for example:

"Recreation centres are basically gyms for Pakeha people"

"The core meaning (of the Centre) is 'fitness' not wellness"

"Recreation centre users are into competitive activities and I am not."

Functional barriers - respondents identified a need for flexible casual attendance, affordable, and family-friendly environment and programming.

Predictors for engagement in facility-based activities in recent UK research^{19,20} included a number of factors:

- Increasing age impacts on cultural engagement positively, but sporting engaging negatively
- Childhood experiences are linked to adult behaviours

¹⁶ Sport NZ, (2015), The Future of Sport in NZ

¹⁷ Sport NZ (2015), Active NZ Survey, Wellington, NZ.

¹⁸ Sport NZ, (2015), The Future of Sport in NZ

¹⁹ CASE, (2010), Understanding the drivers, impact and value of engagement in sport., UK.

²⁰ Sport NZ, (2015), The Future of Sport in NZ



- Socio-economic status determines engagement.

The identified success factors include:

- Low socioeconomic neighbourhoods require access to sport opportunities
- Native speakers of participants' own language coaching in sports for ethnic groups and migrants
- Target older adults as potential coaches and volunteers as these groups have increasing numbers.

What cultural groups are saying

Recent research^{21,22,23}, from Auckland identified key factors for Asian peoples who were non-participants but still seeking activity for themselves and family. In summary, Asian value sets are described:

Mind/body balance is intrinsic to our culture

'Our' way of being is not reflected in the centres – so we don't see them as places we would use

New Zealanders as a group place a huge emphasis on sport (not activity per se)

Our work ethic is major, including getting to and from work.

One study²⁴ of Chinese people in Auckland found:

- They would like to be able to use facilities at night with whole family, because kids are doing homework after school and parents are at work
- Many wanted to play more sport: badminton, table tennis and swimming were the top three
- Main barrier to participation was time
- Wanted low cost, local opportunities.

Recommendations

- Make the centre a place local people want to attend – branding that reflects the cultural value of target populations. Eg 'activity' not 'gym', 'wellness' not 'fitness'
- Provide affordable, accessible, activity for all aimed at families, on a pay-to-play basis
- Provide activities favoured by typical non-users who want to be 'well' not necessarily 'fit'
- Engage older adults with a focus on cultural rather than sporting activities
- Develop a recruitment strategy within the facility and identify cultural leaders, and people with Chinese and other Asian languages to provide bridge/ leadership to attend
- Key information on activities provided in key Asian spoken languages.

²¹ Harbour Sport (2010), Asian Sport Engagement Model., Auckland.

²² Phoenix Research, (2006)., Non-Users of Recreation Centres, Auckland City Council, NZ.

²³ Harbour Sport, (2010), Toolkit for Engaging the Chinese and Korean communities in sport, Auckland.

²⁴ Harbour Sport (2009), Sport Survey Chinese Adults, Parents and Teenagers, Auckland.



6.2 POPULATION TRENDS

Population changes²⁵ likely to impact on facility usage include the following:

- Ethnic make-up of urban populations - between 2006 and 2013 Census the Asian population of NZ increased by 33%
- Ageing population - exponential increase in numbers of people over 65 as the Baby Boomer cohort ages.

Implications – local facilities need to be attractive and accessible to the populations who live nearby and meet their needs.

An ageing population means a shift away from organised sport activities and growing interest in cultural and recreational activities. This group may also have more time/motivation to volunteer in areas of interest.

Older adults are 'significantly more sensitive to comfort [in recreation facilities] and this must be addressed in design.'²⁶

Other issues relevant to planning that emerged from the research include:

- Public/private partnerships to assist with projects
- Sport participation contributing to neighbourhood renewal²⁷
- Know the community and consult creatively with the community
- Plan in partnership with the community.²⁸

Recommendations

- Target older adults as potential coaches and volunteers²⁹, as these are increasing community cohorts
- Collaborative planning in close consultation and partnership with the community and active community leaders
- Public/Private partnerships with locally based stakeholders
- Programmes reflecting the demographics of the local community, taking into account cultural focus and the changing needs of an ageing population – including a desire for greater comfort.

²⁵ Sport NZ.,(2015), The Future of Sport in NZ

²⁶ Sport NZ, (2013), National Indoor Facilities Strategy for Indoor Sports, Wellington.

²⁷ Campbell, S., and Simmonds, B., (Eds) (2003), Sport, active recreation and Social Inclusion, The Smith Institute, UK.

²⁸ (2004), Bringing Communities Together through Sport and Culture, Department for Culture Media and Sport, London.

²⁹ Sport NZ.,(2015), The Future of Sport in NZ



6.3 FACILITIES: NOW AND FUTURE

Recent NZ and international research^{30, 31, 32, 33, 34} reflects a changing picture in terms of what facilities once provided, versus what is likely to work now, and in future.

Some of the issues and success factors identified in the research include:

Place

- Successful (community) hubs are deeply rooted in communities with a strong volunteer base
- There is a major shift away from outdoor and towards indoor sports
- Facilities are, and are seen as, major contributors to urban renewal
- Actively promote the centre through connections with diverse groups in the community
- Make the centre a people place and encourage families
- Personnel make the place
- Local facilities are more adaptable and innovative because of size and scale
- Offer 'something different' which gives them appeal
- Community development and sports development **combined** engages the most disaffected.

Community sports hubs

A review of Community Sport Hubs in Scotland found that^{35, 36} new partnerships and joint working between clubs has been a major success of the programme. There is also evidence of stronger links between clubs and schools, those responsible for facilities management and other strategic stakeholders.

People's needs

The community needs to be reflected in facility design and programming to meet the needs of people they provide for. Doing this requires the facility to consider:

- Transpose the leisure values from home to the Centre
- Show that wellness of the whole person is valued
- Programming the facility to maximise the perceived freedom to come and go
- Connect people within the centre through programmes, events and opportunity
- Lighten up – people are seeking fun, playful experiences.

³⁰ Campbell, S., and Simmonds, B., (Eds) (2003), Sport, active recreation and Social Inclusion, The Smith Institute, UK.

³¹ Sport NZ, (2013), National Indoor Facilities Strategy for Indoor Sports, Wellington.

³² Phoenix Research, (2006), Non-Users of Recreation Centres, Auckland City Council, NZ.

³³ Ibid.

³⁴ Boelman, Gerry, Schon,(date?), Keeping up and Running, The Young Foundation, UK.

³⁵ <http://www.sportscotland.org.uk/clubs/help-for-clubs/better-connected/understanding-community-need/>

³⁶ <http://www.sportscotland.org.uk/media/1374306/csh-evaluation-overview-report-final.pdf>



6.4 KEY THEMES IN SUMMARY

The following key themes emerged from the evidence review:

- To attract Asian families, facilities need to put the emphasis on activity not sport or fitness per se, with a focus on wellness over fitness
- Whole family opportunities appeal, offered outside of traditional working and commuting hours
- Keep facilities focussed on providing quality experiences for the user
- Programming that reflects the demographic including older adults
- Mind/body balance in what is offered is crucial and also relevant to older adults, as focus shifts towards cultural activities with age
- Successful facilities are grounded in their local communities, and supported by their local communities, and able to be flexible in responsive to the community's changing needs
- Tried and tested methods for identifying sports and recreation needs can assist with developing a way forward for sports clubs and hubs
- Develop facilities strongly linked to that community's needs and expressed interests
- Facility focused on providing experiences - which might include cultural, sporting social and other activities in a unique mix, reflecting that particular community and building on its strengths
- Keep the playful aspect in branding and programming for people appeal
- Promote the centre locally and its potential to impact positively on urban renewal and development.





7 COMMUNITY ANALYSIS AND CONCLUSIONS

The analysis and conclusions are presented under the following headings:

- Potential users
- Community needs and opportunities
- Alex Moore service philosophy
- The programme matrix.

7.1 POTENTIAL USERS

Based on the demographic analysis and community consultation the following target groups have been identified with an interest in the AMP facility, its development and programming.

- **Current AMP sports clubs:** Olympic Harriers and Athletics Club, North Wellington AFC (senior) and North Wellington Junior Football Club, Johnsonville Softball Club, Johnsonville Cricket Club
- **Potential home sports clubs** including: Badminton, Basketball, Ethnic Sports Groups, Futsal, Martial Arts, Table Tennis, Rugby
- Community sports clubs/group
- **Primary schools:** St Brigids, West Park, Johnsonville School
- **Intermediate and secondary schools:** Raroa Intermediate, Onslow College, Newlands College
- **Children and their families:** Pre-schoolers, school children and their families
- Youth
- Working parents
- Local workers/businesses
- Older adults, particularly 65 – 75 year olds
- Asians: Indian, Filipino and Chinese.

A comprehensive analysis of their needs, opportunities and potential providers and partners is included in the appendices. In addition, any potential conflicts or consequences for other facility and activity providers are identified.

7.2 COMMUNITY NEEDS AND OPPORTUNITIES

The following table outlines in detail the communities of interest, their needs and the opportunities a developed, well managed and creatively programmed facility would afford.



Target group	Needs	Opportunities
Sport clubs and groups	A 'home' for training, competing and socialising Working in a hub with other sports clubs	A 'home hearth' for clubs including storage, honours board, trophy cabinet, office cubicle and access to meeting room, kitchen Field, sports hall and function space at suitable times Relationships, processes and resources that support a hub community Identify growing indoor and outdoor sports in the area that could co-share with existing sports and facilitate their development including: Badminton, Basketball, Futsal, Martial Arts, Table Tennis, Ethnic Sports Groups
Community Sports Clubs/Group	Training venue and casual play venue that is accessible, affordable, well-maintained, welcoming Equipment and storage Some level of organisation	Provide well-resourced casual play space
Intermediate and Secondary Schools	Spaces for training, tournaments and events	Facilitate relationships with local sports clubs to build school/club relationships Identify their needs for training, Tournaments and events
Pre-schoolers and their families	Socialise (children & parents) Play Physical activity & fundamental movement skills	Gymnastics/Gym Jam Dance Ball skills Music Playgroups Wheels activities (parking lot)
School children and their families	After-school and holiday care Affordable, quality childcare and leisure experiences for their children Sport skill development	Provide integrated, learning and play opportunities for children Work in partnership with a range of partners to provide a compressive programme that draws on partner special skill sets
Youth	Places to socialise, 'hang' and belong – especially afterschool, weekends and holidays Physical outlets Food, music, 'cool' Try/learn new things Ways to contribute Balance of structure and freedom	Recreational, drop in sports, games, activities Introductions to new and old sports, activities Courses in things that will help them earn money – first aid, babysitting, eventing Leadership opportunities



Target group	Needs	Opportunities
Working parents	Leisure time with their children and extended families Physical activity options	Fitness/activity programmes before work or in evening Casual and sign up options Sunday 'family' programmes and events
Local workers and businesses	Healthy and productive staff Provided out of work hours	Lunch time and after work social leagues
Older adults	Staying healthy and active Opportunities to socialise, contribute and learn Casual and sign up options Value for money Accessible	Daytime sport, exercise and rehabilitation and social opportunities Leadership in all areas of the complex and programmes
Asians	More active in certain sports including: Badminton, Basketball, Football, Futsal Table-tennis. Clear activity preferences for certain groups (ethnicity, gender, age)	Provide for growing sports through: Facilitating development of new indoor sports clubs, leagues, and casualised play Asian pan-sports clubs Faith groups looking for a place to worship Ensure facility recognises Asian cultures through design, welcome, art, offerings



7.3 TERM PROGRAMME MATRIX

A detailed programme matrix for term-time is included in the appendices.

Weekday				
Times	Gym	Function Rm	Fields	Parking lot
6am – 9am	Early morning training programmes for sports clubs and commercial providers (fit-busters, boot camps etc)			Parking
9am – 12 noon	Preschool activities casual sport Fundamental movement, dance, ball skills	Older adults/Easi-movers exercise rehabilitation & socialising dance	Fundamental movement, ball skills	Fundamental movement, wheels
12 – 2pm	Business House sports Local and area businesses/companies Taxi company games			Parking
1.30pm – 3pm	School sports programmes			
3pm – 8pm	Club training and game venue, dojo	Dance Dojo	Club training and game venue	Parking
8pm - 10pm	Casual sport hire Basketball Badminton Table tennis			Parking



Saturday			Sunday				Weekend
Gym	Function	Fields	Gym	Function	Fields	Parking	Times
							6am – 9am
Pre-school gym, dance programmes			Church hire			Parking	9am – 12 noon
Casual hire, basketball, badminton, futsal	Games and Tournaments	Games and Tournaments	Casual hire, basketball, badminton, futsal	Birthday parties	Games and Tournaments	Parking	12 – 2pm
Family friendly community and faith events						Parking	1.30pm – 3pm
			Family friendly community and faith events			Parking	3pm – 8pm
Youth activity/sport options	Venue for event hire		Casual hire basketball, badminton, futsal			Parking	8pm - 10pm





8 FINANCIAL ASSUMPTIONS AND IMPLICATIONS

A review by Karen Stolt, WCC of the operational budgets provided by AMPB identified concerns regarding financial assumptions made by AMPB. The proposed operational budget was compared with two other facilities (Nairnville, a similar WCC facility; and Papatōetoe Sport Centre, which has a similar vision to AMPB). This enabled a benchmark on expenditure, and raised the following issues to be addressed through the needs assessment: income forecasts, capitation fees, and personnel costs.

8.1 INCOME

High levels of **activities income** with limited external sponsorship or grant funding have been assumed in the proposed operational budget. This is predicated on high levels of occupancy at commercial rates. The needs assessment does not support this assumption, with the community having few resources to pay commercial hire.

A more comprehensive programming focus that meets the needs of the community is likely to attract community funding, which should be incorporated into the revenue targets.

8.2 CAPITATION FEES

The current budget forecasts club fees to remain at current levels despite new facilities being provided. Discussion with the clubs indicates that members are expecting to contribute for higher levels of service as part of the facility development. Some codes have already increased their subs as part of their preliminary fundraising toward the new facilities.

In parallel, further development of a true 'Sportville' with shared back-office services should improve the quality of service delivery at the same or reduced cost.

Attracting additional foundation codes has the impact of generating additional set up resources as well as ongoing revenue and utilisation.

8.3 PERSONNEL COSTS

Achieving the vision of the facility, and its potential in this community will require the resources of more than one person. Facility management and programming will need to be allocated across additional personnel, particularly if the focus is on club development, facility programming and venue management. The potential to use AMP as a hub for recreation and sport programming across Johnsonville and surrounding suburbs should receive some financial offset. It is anticipated that staffing levels would be a blend of those at Nairnville and Tawa Recreation Centres.





9 THE PROPOSED FACILITY REDEVELOPMENT

9.1 PROPOSED DEVELOPMENT

The primary driver for the development of the Alex Moore Park facility was for the benefit of clubs sharing facilities as part of a 'sports hub'.

The priorities for development of the facility have been identified through the process to date, however there are some areas that should be further investigated:

- **Programming** staff and ease of facility operation, particularly use and management of the facility by casual or programme users
- **New clubs and groups** not currently engaged with AMPB but whose needs would be met through the sports hall in particular, and their requirement for 'home space' including storage
- **Building relationships** with non-hub providers who may be interested in partnering with AMPB
- **Club members** wanting to come together for training, social events or fundraising requiring meeting and social spaces, kitchen and bar
- **Park users** wanting access to facilities that facilitate their use of the park (toilets, shower, kiosk)
- **Community users** hiring the facility for fitness, recreation, social events and education
- **Commercial users** hiring the facility for training and social events.

9.2 THE CONCEPT

The proposed facility is intended to have several areas, all of which can function independently of one another:

- **Sports hall** with easy access to storage, showering and the main entry doors, able to be configured for a range of sports and physical activities
- **Change areas** for club members, facility and park users
- **Function and meeting space** for social events, meetings and low impact recreation activities (exercise, dance)
- **Storage** for clubs, regular user groups and programme equipment.

The design has enabled this to occur with a two-story facility enabling easy access of people to both levels and views to the two levels of the park.

Some additional considerations include:

- The need for the spaces to be functional, flexible and easy to access and use
- Enhanced access to the facility by foot from the mall, train and bus links
- Enhanced relationship to the street including provision for parking that doubles as recreation space in non-peak times
- Enhanced indoor/outdoor flow that enables good facility supervision and a positive welcome
- Adjacent play areas for pre-school and school aged children



- Configuration of the sports hall to enable basketball with viewing alongside
- Management of the sports hall to enable screening of half court and therefore multi-use at the same time
- Configuration of the spaces to enhance the social flow with the kitchen relocated out of the centre to enable better passive oversight from the upstairs social space to the downstairs sports hall
- Reconsideration of the lobby/reception to support effective customer service and programming.

9.3 MARKET ANALYSIS

Competitor analysis

There are many other facilities in Johnsonville and the surrounding area although none that offer the centralised hub proposed by AMP. Current provision of sports facilities is through compromised access to the current schools (with constrained facility size/design, or limited availability). In other cases, people are travelling some distance to participate in sport rather than accessing it within their community.

There are some opportunities also to meet the needs of a northern hub for regional or zone activities that occur within the school setting.

The opportunities that are available through co-location, cooperation and strategic programming will enable new markets to be available.

Care will need to be taken to continue supporting existing community suppliers of space (for example, the local churches and schools) but developing the market as demand grows and expectations increase.

Supply

Current supply is compromised, and changing community demographics support the premise that there is inadequate supply in the current environment that will be exacerbated in the future.

9.4 OPPORTUNITIES

Opportunities for general public and club members

The proposed facility provides facilities for both park users and club members. There is also opportunity to create new use through additional clubs and user groups.

The general public requires safe parking and access, public toilets available through the day and evening and the opportunity for a meeting place, supported through a limited range of hot beverages and snacks.

Many of these people will be supporting family members engaged in formal use of the park and facility.

The AMP clubs are showing steady growth and this will continue with the numbers of young children in the community. This will put increased demand on the clubs for training times and space, and the supporting spaces, equipment and storage.

There is a high likelihood that additional groups will be based at this facility, and spare space and flexible use are paramount in the planning and design phases.



In addition, the increase in club membership and increased numbers of clubs/groups requires social and meeting spaces. All clubs benefit from opportunities to come together, and the capacity and configuration of the proposed development will facilitate this more effectively.

Other user groups

In addition to the general public and AMP club members, other user groups will have access to the facility through bookings.

Good practice in any successful hub facility is the facilitation of a programme of activities across a wide range of types. This meets community need, increases utilisation and provides a pathway to clubs located in the facility.

9.5 MANAGEMENT AND IMPLEMENTATION

Management and Personnel

Effective management of the facility, and realization of the vision of AMPB requires personnel with the following skills:

- **Sportville development skills** to support the clubs and their efficient and effective operation
- **Facility operations** to ensure management of a community facility that will be available to and used by a variety of individuals and groups more than 90 hours each week
- **Teaching and event management** skills enabling the provision of school sports and physical education programmes
- **Community facilitation** skills supporting others to develop programme opportunities
- **Programming** where there are gaps and no competition.

Ownership and Governance

The initial proposal was for a community trust (Alex Moore Park Sport and Community Trust Incorporated) to own and govern the facility. This needs assessment has broadened the possibilities and as such, the scope of development, ownership and governance will need review for the longer-term oversight and accountability of the facility and its programmes and services.

As a partner, Wellington City Council should review its engagement with AMP and its facility development as part of the new model of operation. This will require a business case to be developed based on the new model.



9.6 A NEW MODEL OF OPERATION - ALEX MOORE PARK SERVICE PHILOSOPHY

Johnsonville and the surrounding suburbs are a multi-faceted and changing community with a multitude of recreation and sport needs and wants. One size will not fit all, and requires a locally driven programme and service response that reflects this diversity. The following recommendations outline this response.

Area of expertise	The ability to:
Sportville development skills	<ul style="list-style-type: none"> • Work at a governance level with sports clubs/groups in the wider Johnsonville area, not just at AMP • Develop and grow relationships with and between existing and potential clubs • Build club capability so clubs can work in a hub with others
Facilitate school sports and physical education programmes	<ul style="list-style-type: none"> • Facilitate relationships between schools and local/regional and commercial sports providers to enhance the school physical education curriculum • Provide venue and services that support school sports programmes including zone events with Primary Sport Wellington
Facilitate others to develop programme opportunities	<ul style="list-style-type: none"> • Identify providers and opportunities in the community through environmental scans, research and consultation • Provide services and spaces that enable clubs and organisations to offer recreation and sport opportunities to the community • Build club/organisation capability to provide programme opportunities
Programming where there are gaps and no competition	<ul style="list-style-type: none"> • Identify community needs through environmental scans, research and consultation • Identify good practice case studies and examples that could provide models for development • Develop specialised programmes in partnership with fledgling communities • Provide programme leadership and management with an outreach across the library, Keith Spry Pool, Tawa Recreation Centre
Facility operations	<ul style="list-style-type: none"> • Manage a venue for hire operation for both community and private customers, as well as individuals and groups • Create a co-ordinated marketing plan both for the overall operation and in support of the partners, tenants and hirers • Financial management, including revenue generation from a range of public, community and private sources • Provide equipment and resources for facility users



10 RISK ASSESSMENT AND MITIGATION

The following risks associated with the project have been identified and mitigations described.

Risk	Mitigation	Probability	Impact
No anchor club agreement regarding 'buy in' to the facility and operational funding expectations	Levy setting process agreed with dates for review	High	High
No policy/agreements regarding the 'ownership' of the facility and how this translates into access and use	Policies/agreements prepared that include 'club buy in' and the return for this in terms of access to the facility, duration of the agreement	High	High
Financial failure based on a shortfall of revenue and/or higher operational costs	Confirmation of levy setting process for anchor clubs Fee setting process for venue hire and programme participation Management of operational costs	High	High
Challenges of the transition between building opening and activation and building operation including servicing clubs and other users. There may be lag in utilisation of the building and revenue after the facility opens.	Review of operational budget by Wellington City Council Operations Committee to focus on building opening and operation scenarios Programmes prepared for delivery over first 6 months before facility opens	High	High
Current budgets not including all required information (lifecycle of maintenance costs, depreciation)	Revise budgets to reflect facility and operational costs	High	High
Proposed facility model not currently funded	Review current funding policies and commitments for recreation and sport facilities Seek support from Council	High	High



Risk	Mitigation	Probability	Impact
Design of current facility not fit for proposed purpose	Rework the design	High	High
Land classification as Recreation Reserve restricts the type of activity that can take place	Reclassify land as local purpose reserve	High	Moderate
Current anchor clubs closed to engaging other anchor partners	AMP and WCC to identify potential anchor partners	Medium	High
Proposed Alex Moore Park facility could compete with other community and Wellington City Council facilities	Recreation programmes developed for Alex Moore Park building to complement other community and Council facilities	Medium	Moderate
Anchor clubs not engaged in sportville thinking regarding sharing back-office functions and services	Work with WCC or Sport Wellington to engage the AMP clubs in sportville process	Medium	Moderate
Challenges of sustaining AMP board and operational committee capability and capacity over the long term	Support to AMP and its committees provided by WCC	Medium	Moderate
No agreed strategy regarding staffing model	Agree on facility strategy and staffing model to enable this	Medium	Moderate
Undeveloped wider community connections, engagement and relationships	AMPB and Operations Committee to plan and implement wider community stakeholder engagement	Medium	Moderate
Unconfirmed schedule of proposed use by anchor tenants	Operations Committee to prepare summer and winter schedule of use by anchor tenants	Medium	Moderate
Growing or declining club membership changing financial and utilisation patterns	Process of review that accommodates changes in club membership Opportunity to review financial levy to members to support facility operations	Medium	Moderate



11 CONCLUSIONS AND RECOMMENDATIONS

This section contains a summary of recommendations made throughout the report.

11.1 DEMAND AND UTILISATION

This is a growing community with an increasing number of families and their young children, and a high proportion of Asian people. Growth in areas such as Churton Park has already occurred, and more proximate growth to Alex Moore Park is currently underway and likely to increase with the proposed intensification. These proposed developments support increasing the provision of community services, particularly when housing has limited outdoor space. Developments in the Johnsonville Mall, transport hub and to other adjacent community facilities - Keith Spry Pool, Johnsonville Library and Johnsonville Community Centre - provide opportunities to enhance walking access to all sides of the park and proposed facility.

Clubs are currently achieving membership numbers appropriate to the community profile of Johnsonville. While several clubs identified the benefit of accessing and using the sports hall, forecast demand was not adequate to achieve optimal utilisation. Full utilisation of the proposed facility will only occur if there are additional anchor tenants identified and engaged in the project that are 'indoor' activities.

The current and forecast increase in population of a young recreation and sport age in the close and surrounding areas and changing ethnicity of those communities, requires provision decisions that reflect the likely use for indoor recreation as well as the park use. This requires planning for activities such as: table tennis, badminton, basketball, futsal, volleyball, martial arts and a range of exercise modes suitable for all ages. In summary, this community is young and family focused, with parents and their young children. High levels of engagement in recreation and sport are features of this group.

In addition to its local focus, Alex Moore Park should be a multi-use facility located on a multi-field site, and could be one of the Wellington sports hubs. This will be of regional significance for competition and events, and enable local schools, clubs and users to host larger tournaments and events than currently possible.

RECOMMENDATION: That the facility development is based on the premise that all of the sports codes will grow for at least the next 10 – 15 years.

RECOMMENDATION: That the facility developments actively provide for indoor sports clubs and groups that will emerge as the community demographic changes.

RECOMMENDATION: That the AMPB Operations Subcommittee seeks additional foundation clubs as primary users of the sports hall.

RECOMMENDATION: That AMPB and WCC work closely with the other providers of recreation and sport to maximise utilisation through shared/co-ordinated programming of (for example) holiday programmes, sports coaching and sports leagues.

RECOMMENDATION: That WCC consider the current location of recreation programming services in the northern suburbs and prepare a business case for making the planning hub at Alex Moore Park, with a programming function servicing wider communities.



11.2 FACILITY DEVELOPMENT

The feasibility study has highlighted the demand for a new facility including a full-sized sports hall to meet the future needs of the Johnsonville and surrounding suburbs, and their sport, recreation and community use.

The current proposal is under developed, and does not fully articulate the possible programming requirements that would be required to supplement proposed use of the AMP facility.

Proposed new models of operation will require WCC to influence the scope around the design and build of the facility as well as its operation.

The resource consent requires consideration of parking management.

RECOMMENDATION: That AMPB review the facility design to accommodate the public spaces required for indoor recreation and sport programme use as well as supporting the facility use by park users.

RECOMMENDATION: That the internal configuration of the facility reflect the need to accommodate club and facility personnel.

RECOMMENDATION: That changing configuration is reviewed to service sports hall users.

RECOMMENDATION: That there is design consideration to enhance access to the facility by foot from the mall, train and bus links.

RECOMMENDATION: The indoor/outdoor flow is reviewed to enable good facility supervision and a positive welcome.

RECOMMENDATION: Consider opportunities for development of adjacent play areas for pre-school and school aged children as part of Wellington Playground Review.

RECOMMENDATION: Configuration of the sports hall to enable spectator viewing alongside.

RECOMMENDATION: Management of the sports hall to enable screening of ½ court and therefore multi-use at the same time.

RECOMMENDATION: Configuration of the spaces to enhance the social flow with the kitchen located to the west side of the facility to enable better passive oversight from the upstairs social space to the downstairs sports hall.

RECOMMENDATION: Reconsideration of the lobby/reception to support effective customer service and programming.

RECOMMENDATION: Design the southern carpark to enable use for recreation and peak use parking, through incorporating a basketball half court, and consideration of active management requirements like gates or bollards.



11.3 SPORTVILLE

There appears to be benefit in having each club retaining its own 'separate' legal entity able to access community funding, as well as the AMPB being able to secure resources for the facility and its services. This requires further exploration and advice.

In addition, the real benefit of coming together as a sportville hub is the opportunity to provide a shared service model that supports clubs and their operation.

RECOMMENDATION: That WCC, Sport Wellington and AMPB actively engage in a sportville hub approach to enhancing club collaboration and support.

RECOMMENDATION: That AMPB support the clubs to work with new community members and increase membership.

RECOMMENDATION: That the personnel of AMP engage in a sports development process to build membership.

11.4 RELATIONSHIP DEVELOPMENT

The AMPB needs to work strategically to develop engagement with supporters, potential users and key funders in the community. The changing ethnic composition of the communities will also create demand for a range of traditional sports, particularly football and cricket, as well as indoor recreation such as badminton, table tennis and basketball. These communities have a strong commitment to wellbeing, and will seek out activity options that support this (martial arts, dance and yoga/tai chi types of exercise). Multi-generational participation is also a key feature.

Access to quality sport and recreation spaces is crucial to commercial providers such as Kelly Sports, who would be keen to base themselves at a facility such as this, and provide programmes inside the facility and on the sports fields.

The facility should have a mix of delivery. Work needs to be done to determine the balance between AMPB club use, venue for hire by RSOs and local schools for example, and direct programming. Also, additional clubs based at AMP will impact on utilisation and programming.

RECOMMENDATION: That AMPB engage with new migrant groups in the community.

RECOMMENDATION: That AMPB explore commercial providers as part of the tenancy mix, particularly Kelly Sports.



11.5 PROGRAMMING AND MANAGEMENT

To achieve optimal levels of utilisation and engagement, adequate staffing will need to be in place, and this will require spaces for facility and club personnel.

RECOMMENDATION: That WCC Parks, Sport and Recreation consider their current spread of service delivery in the northern suburbs, and assess the feasibility of establishing programme design and management functions for the northern suburbs at Alex Moore Park with delivery into Tawa Recreation Centre.

RECOMMENDATION: That the facility identity and marketing reflect a wellness message, and maintain a playful aspect in branding and programming.

RECOMMENDATION: That the centre is promoted locally and with politicians amplifying its potential to impact positively on urban renewal and development.

RECOMMENDATION: That programming targets older adults with a range of cultural, volunteer and wellness strands.

RECOMMENDATION: That the facility is focused on providing experiences, which might include cultural, sporting social and other activities in a unique mix reflecting that particular community and building on its strengths.

RECOMMENDATION: That staff are employed that meet the following requirements: Sportville development skills, facility operations, teach physical education and manage school sports, facilitate opportunities for others and programming where there are gaps and no competition.



11.6 A NEW MODEL OF OPERATION

Recreation and sport facilities in Wellington are typically provided by: clubs servicing their own members; commercial providers offering user pays services to the community; and by WCC providing rates subsidised facilities and services. Alex Moore Park, its facilities, operation and programme provides an opportunity to develop a new model of development and delivery that has four objectives.

It is envisaged that the facility will provide:

- **Sports Hub** for anchor clubs requiring a home base for training and coaching, competition and events club meetings and social occasions, and sport development and accessing back office club support services
- **Community and commercial providers** offering programmes and opportunities (eg after school programmes, gymnastics, commercial recreation and sport providers)
- **Venue for hire** by the community for community, recreation and sport activities
- **WCC Recreation and wellbeing programmes** provided to fill gaps, meet community need not currently satisfied by other providers and build demand for other user groups and clubs
- **Schools** with access to physical education, event support and an indoor venue.

This change in thinking and approach will require a review of the facility scope, reconsideration of facility management and development of programmes and provider support and engagement. The scope of this is beyond the current priorities, resources and brief of AMPB and will require WCC to engage in ways additional to the current 'landowner' and 'investor' roles.

The proposed facility and its programmes and services require a new approach that reflects proactive engagement with the community and quick responses to needs which is often a challenge in a large organisation such as WCC, and resources for planning and delivery, often difficult for the community to access. Delivering the new model requires the following suite of capability:

- Sportville development
- School sports and physical education programmes
- Community development
- Sport and recreation programme development and delivery
- Facility operations.

Currently Alex Moore Park Sport and Community Trust Incorporated have the lease for the site and intend to own and govern the facility. This needs assessment has broadened the possibilities and changed the scope of ownership and governance.

RECOMMENDATION: That WCC reviews its engagement with AMP and its facility development as part of the new model of operation.

RECOMMENDATION: That the WCC prepares a business case based on the new model.





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13 APPENDICES



13.1 ALEX MOORE PARK BOARD FACILITY LEASE

A lease has been obtained from Wellington City Council (the landowner) based on the following facility proposal³⁷:

- A facility designed to enhance health and wellbeing of Wellingtonians
- Intention to develop customer focused programme of activities for the park as a whole which offers recreation, leisure and sporting choices for people of all ages and abilities
- Additional facilities [to those provided on the park] including:
reception/administration and office area, club room, changing/showers/toilets, public toilets, car parking, kitchen/bar, viewing decks, storage, first aid room, sports hall, meeting rooms.

Implications of the lease for facility operations under the Reserves Act (1977)

The main purpose of Recreation Reserves is the provision of areas for recreation and sporting activities. This is to provide for the physical welfare and enjoyment of the public and for protection of the natural environment and beauty. (Section 17, Reserves Act, 1977) and ensure that:

those qualities of the reserve which contribute to the pleasantness, harmony... and the better use and enjoyment of the reserve shall be conserved. (Section 17 (2) (c), Reserves Act, 1977)

In addition, WCC is able to grant leases and licenses in accordance with Section 54 (d) that states:

*(d) for the carrying on of any ... business...**necessary to enable the public to obtain the benefit and enjoyment of the reserve or for the convenience of persons using the reserve** [author's emphasis].*

Section 53 allows the lessee to:

*(g) ... erect on some portion of the reserve stands, pavilions, gymnasiums, or other buildings and structures associated with and necessary for the use of the reserve for outdoor recreation, and...provided that where the Minister considers it to be in the public interest, ...**erect buildings and structures for public recreation and enjoyment not directly associated with outdoor recreation.***

Schedule 1 allows WCC to lease the reserve for a stand, pavilion etc including:

(a) ...an allocation of the use of a portion of the reserve...for the playing of specified sports, games, or other recreational activity...

(b) ... the exclusive use of the land ...to a charge for admission to the ground and to any stands, pavilions, gymnasiums, or other buildings or facilities may be made

(c)... the use of playing facilities by non-members, on the payment of reasonable fees, on any occasion when playing facilities are open for play and the lessee is not exercising any right of exclusive use of the land

*(d)... mak[ing] the whole or part ...of buildings...available from time to time at reasonable charges to such other voluntary organisation using the reserve or part of it for outdoor sports, games, or recreational activities, **or in special circumstances for recreation not directly associated with outdoor recreation.***

³⁷ Alex Moore Park Sport and Community Incorporated Society, Application to Wellington City Council for land owner approval of lease, October 2011



13.2 DEMOGRAPHIC SNAPSHOT

SUBURBAN SNAPSHOT – JOHNSONVILLE AND SURROUNDING SUBURBS				
Key facts	Details	Johnsonville	J'ville & Suburbs ³⁸	Wellington
Population		10,236	39,495	190,959
Ethnicity	European	63%	67%	72%
	Asian ↑	24%	21%	14%
	Maori	8%	7%	7%
	Pacific	5%	4%	4%
	MELAA	1%	2%	2%
	Other	0%	0%	0%
Age				
Young Children	0-4 ↑	8%	8%	6%
School Children	5-9 ↑	7%	7%	6%
School Children	10-14	6%	7%	6%
Youth	15-19	6%	6%	7%
Young Adults	20-24 ↓	6%	6%	10%
Adults	25-39	25%	22%	27%
Mid-aged Adults	40-64	30%	35%	29%
Older Adults	65+ ↑	13%	10%	8%
Population growth (2001 – 2013)	↑	19.2%	20.6%	16.6%

³⁸ Johnsonville and surrounding suburbs in this context relates to: Johnsonville, Khandallah, Broadmeadows, Churton Park, Newlands and Paparangi



13.3 COMMUNITY GROWTH

Over the 7 years between the last two Censuses 2013 and 2006 the Johnsonville population increased by 993 to 10,236 (19.2% increase, WCC 16.5% increase). The surrounding communities also showed higher than average levels of growth:

SUBURBAN POPULATIONS			
Suburb	2013	2006	2001
Johnsonville	10,236	9,243	8,589
Broadmeadows	1,533	1,485	1,413
Churton Park	6,528	5,862	4,413
Khandallah	8,484	8,016	7,527
Newlands	7,278	6,750	6,324
Paparangi	5,436	4,806	4,473
Total	39,495	36,162	32,739
WCC	190,959	179,463	163,824

Johnsonville is the largest suburb in the northern area, and when the adjacent communities are included, it accounts for one fifth (20.7%) of the total population of Wellington.

SUBURBAN GROWTH			
Suburb	% increase since 2001	Increase between 2006 - 2013	Increase between 2001 – 2006
Johnsonville	19.2%	10.7%	7.6%
Broadmeadows	8.5%	3.2%	5.1%
Churton Park	47.9%	11.4%	32.8%
Khandallah	12.7%	5.8%	6.5%
Newlands	15.1%	7.8%	6.7%
Paparangi	21.5%	13.1%	7.4%
Total	20.6%	9.2%	10.5%
WCC	16.6%	6.4%	9.5%



13.4 TARGET GROUP PROGRAMMING NEEDS ANALYSIS

TARGET GROUP	NEEDS	OPPORTUNITIES	POTENTIAL PROVIDERS & PARTNERS	POTENTIAL CONFLICTS
Home Sports Clubs Harriers Football Softball Cricket	A 'home' for training, competing and socialising Working in a hub with other sports clubs	A 'home hearth' for each club including storage, honours board, trophy cabinet, office cubicle and access to meeting room, kitchen Field, sports hall and function space at suitable times Relationships, processes and resources that support a hub community	Existing home clubs Potential new sports clubs Sport Wellington	Timetabling between clubs and with community users Individual club agendas
Potential Home Sports Clubs	A 'home' for training, competing and socialising	Identify growing indoor and outdoor sports in the area that could co-share with existing sports and facilitate their development including: Badminton Basketball Ethnic Sports Groups Futsal Martial Arts Table Tennis	Regional Sports Organisations Local recreational groups Sport Wellington Nairnville/Tawa Recreation Centre	Currently train and play in local church halls, school halls, Girl Guides and Johnsonville community Centre
Community Sports Clubs & Group	Training venue and casual play venue that is accessible, affordable, well-maintained, welcoming Equipment and storage Some level of organisation	Provide well-resources casual play space		Currently train and play in local church halls, school halls, Girl Guides and Johnsonville community Centre
Primary Schools	A comprehensive physical education programme at an affordable price	Provide affordable venue and equipment Facilitate sport and activity providers	Kelly Sport Nairnville and Tawa Recreation Centre Regional Sports Clubs West Park, St Brigids, Johnsonville in particular	Providing the rest of the curriculum Value the school places on physical education programme
Intermediate and Secondary Schools	Spaces for training, tournaments and events	Facilitate relationships with local sports clubs to build school/club relationships Identify their needs for training, tournaments and events so as to book for them	Raroa Intermediate Onslow College Newlands College	Competition for space with Home Sports Clubs
Pre-schoolers and their families	Socialise (children & parents) Play Physical activity & fundamental movement skills	Gymnastics/Gym Jam Dance Ball skills Music (FR) Playgroups (FR) Wheels activities (parking lot)	Nairnville Recreation Centre Onslow Gymnastic Club/Big Air Kelly Sports Local Dance schools Kindergartens (as participants)	Other pre-school providers especially in dance, music and drama Both parents working and not available

TARGET GROUP	NEEDS	OPPORTUNITIES	POTENTIAL PROVIDERS & PARTNERS	POTENTIAL CONFLICTS
School children and their families	After-school and holiday care Affordable, quality childcare and leisure experiences for their children Sport skill development	Provide integrated, learning and play opportunities for children Work in partnership with a range of partners to provide a comprehensive programme that draws on partner special skill sets	Kelly Sports Other WCC facilities – Nairnville/Tawa, Pool, Library, J'ville Community Centre Sports Clubs Dance schools Martial Arts Clubs	Existing OSCAR providers Girl Guides/Scouts
Youth	Places to socialise, 'hang' and belong – especially afterschool, weekends and holidays Physical outlets Food, music, 'cool' Try/learn new things Ways to contribute Balance of structure and freedom	Recreational, drop in sports, games, activities Introductions to new and old sports, activities Courses in things that will help them earn money – first aid, babysitting, eventing Leadership opportunities	Local youth groups Kelly Sport Other WCC facilities – Nairnville/Tawa, Pool, Library, J'ville Community Centre Sports Clubs Dance schools	Church youth groups J'ville Com Ctre Youth Group
Working parents	Leisure time with their children and extended families Physical activity options	Fitness/activity programmes before work or in evening Casual and sign up options Sunday 'family' programmes and events	Adult dance and fitness programmes Social sports leagues Casual sport programmes Walking/running and fitness track Refereeing children's sports teams	Work and family commitments
Local workers & businesses	Healthy and productive staff Provided out of work hours	Lunch time and after work social leagues	Kelly Sports Nairnville/Tawa Recreation Centre Business (sponsors, transport, time-off)	Work schedules Distance to travel within a lunch hour
Older adults	Staying healthy and active Opportunities to socialise, contribute and learn Casual and sign up options Value for money Accessible	Daytime sport, exercise and rehabilitation and social opportunities Leadership in all areas of the complex and programmes	Library, Pool, Community Centre Johnsonville Club	Caring for grandchildren Injuries and ill-health Not previously active or decreasing ability to be active
Asians	More active in certain sports including: Badminton, Basketball, Football, Table-tennis. Clear activity preferences for certain groups (ethnicity, gender, age)	Provide for growing sports through: Facilitating development of new indoor sports clubs, leagues, and casualised play Asian pan-sports clubs Faith groups looking for a place to worship Ensure facility recognises Asian cultures through design, welcome, art, offerings	Cultural groups Sports Clubs Churches Local businesses	'Pakeha' culture of staff and home clubs Ethnic groups need for own identity and separate development Cultural misunderstanding



13.5 TERM PROGRAMME MATRIX

	Monday				Tuesday				Wednesday			
Times	Gym	Function Rm	Fields	Parking lot	Gym	Function Rm	Fields	Parking lot	Gym	Function Rm	Fields	Parking lot
8am	Early morning training programmes for sc							P				P
7am				P				P				P
8am				P				P				P
9am	Preschool activities				Preschool activities				Older adults/Easi-movers casual sport			
10am	Fund M/Balls	Dance	Ball skills	Wheels	Fund M/Balls	Dance	Ball skills	Wheels	exercise rehabilitation & socialising			
11am												P
12 noon	Business House sports - local and area businesses/companies, taxi company games,											P
1pm												P
1:30pm	School sports programmes											
2pm												
3pm	Club training Dojo & Dance			P				P				P
4pm				P				P				P
5pm				P				P				P
6pm				P				P				P
7pm				P				P				P
8pm				P				P				P
9pm	Casual sport hire badminton & tabletennis			P	Casual hire basketball				Casual sport hire badminton & tabletennis			P
10pm				P								P
11pm				P								P
12 midnight				P								P



Thursday				Friday				Saturday				Sunday			
Gym	Function Rm	Fields	Parking lot	Gym	Function Rm	Fields	Parking lot	Gym	Function Rm	Fields	Parking lot	Gym	Function Rm	Fields	Parking lot
			P				P					Church hire			P
			P				P								P
Preschool activities				Preschool activities					Games and Tourramounts				Games and Tourramounts		P
Fund M/Balls	Dance	Ball skills	Wheels	Fund M/Balls	Dance	Ball skills	Wheels								P
			P				P								P
			P				P								P
															P
			P				P								P
			P				P								P
			P				P								P
			P	Youth activity/sport options				Youth activity/sport options					Family friendly community and faith even		P
			P	Venue for event hire				Venue for event hire							P
Casual hire basketball												Casual hire basketball			P



13.6 COMMUNITY FACILITIES AND THEIR USE

KEY JOHNSONVILLE FACILITIES		
Organisation	Features	User groups
Johnsonville Community Centre	Small indoor hall	Wellington Council of Fiji Communities Pan Pacific and Southeast Asia Women's Association - Wellington Area Group New Zealand Philippines Society Chinese Senior Community Incorporated Preschool ballet Little Tutus Star Jam Kids 4 Drama Xiang Cong (Qigong) Thai Boxing Rhee Taekwondo Yoga Tai Chi Zumba Fitness Walking Group Active Families Johnsonville Community Centre Youth Room
Keith Spry Pool	25m heated indoor pool Diving pool Toddler pool Spa and sauna Leisure lounge BBQ area	Learn to swim General recreation including Easi Movers and Aquafit Schools programme Recreational swimming
Johnsonville Library	Facility to be developed on new site	free WiFi Baby Rock and Rhyme Holiday programme activities Pre-school story time
Onslow College	Gym Small gym	Primarily school use Basketball Volleyball Badminton Handball Netball
Johnsonville School	Hall	Johnsonville Scottish Country Dance Club Little Dribblers Football Kelly Sports Martial Arts OSCAR programme
Westpark school	Hall	Shaolin Nam Pai Chuan Kung Fu North Wellington Taekwon-do Kelly Sports Martial Arts Bowling



KEY JOHNSONVILLE FACILITIES		
Organisation	Features	User groups
Girl Guides Hall	Hall	Casual Basketball groups Indian Dance Group Karate School Girl Guides
Salvation Army	Hall	Casual Basketball groups
Johnsonville Uniting Church – Johnsonville and Newlands	Hall	Playdance & Music pre-school group Arthritis Foundation Multiple Sclerosis Society Northern Suburbs Stroke Club St Brigids Afterschool Care Newlands Brownie Pack
Johnsonville Rugby Club	Hall Function room	Johnsonville Rugby Football Club (Inc) Newlands Softball Club Touch BounceBall
St Johns Anglican Church Hall, 18 Basset Road	Hall	Dancepoint Academy Table tennis
Johnsonville Club		Line dancing Golf Bowls Table tennis Tai Chi
St Brigids School		Afterschool care

KEY CHURTON PARK FACILITIES		
Organisation	Features	User groups
Churton Park Community Centre		Chinese Senior Fitness Group Fairy Dance Mens Group fitness Walking Group Zumba Gold Table Tennis Yoga/Pilates Tai Chi
Amesbury School	Hall	
Churton Park School		Leaping Lizards Kelly sports



KEY NEWLANDS FACILITIES		
Organisation	Features	User groups
Newlands Community Centre		Dance Well Academy Little Tutus Johnsonville Senior Citizens Club Zumba Gold Sit 'n be Fit Walking Group Fencing Club Table Tennis Zumba Gold Sit 'n be Fit Yoga/Pilates Holiday Dance workshops
KEY KHANDALLAH FACILITIES		
Organisation	Features	User groups
Khandallah Town Hall	Hall	& Adult Fairy Ballet Wellington Dancing DancePointe Academy Irish Dancing Beboppers Dance for Kids Tango Atelier Rhythmic Gymnastics Walking Group Zumba Gold Sit 'n be Fit Zumba Gold Feldenkrais Yoga/Pilates Tai Chi
Khandallah Bowling Club		Khandallah Fairy Ballet
Khandallah School	Hall	Kelly Sport
Khandallah Presbyterian Church Hall		Dancepoint Academy Indoor Bowls
Nairnville Recreation Centre		
KEY NGAIO FACILITIES		
Organisation	Features	User groups
Ngaio School		Kelly Sports
Ngaio Town Hall	Hall	Ngaio Badminton Club Onslow Table Tennis Club Afterschool Care



13.7 CONSULTATION LIST

The following people and groups were contacted through the needs assessment process.

AMP Board, Hadyn Smith
AMP Board, Ian Hutchison
AMP Board, Linda James
AMP Board, Mel Smalley
AMP Board, Mike Collett
Johnsonville Community Association, Graham Sawyer
Johnsonville Community Centre, Jan Pike
Johnsonville Club, Fred Ferris
Johnsonville Cricket, Rick Mudgway
Johnsonville Guides, Jackie Hollywood
Johnsonville Library, Wendy Jacobs
Johnsonville RSA, Barrie Green
Johnsonville Rugby, Mike Robinson and Barry Ellis
Johnsonville Salvation Army, Clive Nicholson
Johnsonville School, Stephanie Whiteman
Johnsonville Softball, Robin Cutting
Johnsonville Tennis, Sandy Penwarden
Keith Spry Pool, Matt Kilgour
Kelly Sports, Debbie Webb
Nairnville Recreation Centre, Lena McCarthy
Newlands College, Graham Witts
Newlands Community Centre, Bridget Brammer
Olympic Harriers, Jo Murray
Onslow College, Mairi Archer
Rarora Intermediate, Nigel Firman
St Brigids Primary School, Mike Shultz
Tawa Recreation Centre, Anjna Maisuriya
Wellington City Council, Bec Ramsey
Wellington City Council, Glenn McGovern
Wellington City Council, Julian Todd
Wellington City Council, Karyn Stillwell
Wellington City Council, Paul Andrews
Wellington City Council, Steve Gregory
Wellington North Association Football, Grant Stephen
Wellington North Junion Football, Steven Gerrie
West Park Primary School, Andrew Parkinson
West Park School Club, Alexander Stainton





