



Community Lands Proposals

*Analysis and Summary of
Greytown Trust Lands Trust Survey*

Friday 9 September 2022

TABLE OF CONTENTS

Executive Summary	2
1. Greytown Residents' Response.....	3
Q7: Do you support or oppose the changes to the lease for the Rugby Club?	3
Q8: Reasons for support	3
Q8: Reasons for opposition	6
Q9: Do you support or oppose the proposed changes to the lease for the Bowling Club	7
Q10: Reasons for support	7
Q:10 Reasons for opposition	9
Q:11 Do you support or oppose the proposed changes to the lease for the Cobblestones Museum?	11
Q:12 Reasons for support	11
Q:12 Reasons for opposition	13
Q:13 Do you have any comments on the land where Plunket is located?	14
Q:14 Please give your comments	14
Age and gender responses of Greytown residents (all questions)	17
2. Responses of non-Greytown residents	18

Executive Summary

BRG Limited was tasked by Greytown Trust Lands Trust (GTLT) to carry out a survey to gauge community reaction to proposals concerning the 'Community Lands' in Greytown. The Trust properties considered were those being used by the Rugby Club, the Bowling Club and Cobblestones Museum. Community views were also sought on Trust land occupied by Plunket.

The survey was conducted between Thursday 11 August to Sunday 28 August 2022. Responses were gathered using the online survey tool 'SurveyMonkey' as well as written submissions deposited at the Greytown Library and the Trust office. The survey was promoted to the Greytown community by local radio and print advertising. Information about the survey was provided on the Trust website and its Neighbourly page. A flyer was also distributed to all Greytown households.

1. Greytown Residents

Some 435 responses were received in total, representing around 15% of the town's population (June 2018 census). The sample size gives a confidence level of 95% probability that it accurately reflects the views of the wider Greytown population.

The age of respondents was slightly skewed to older age groups (not all respondents answered the question), and men and women were equally represented.

Key results

- **Rugby Club – 394 responses**
84.5% (333) support for the Trust's proposals, 15.5% (61) opposed.
- **Bowling Club – 375 responses**
80% (300) support for the Trust's proposals, 20% (75) opposed.
- **Cobblestones Museum – 380 responses**
88% (333) support for the Trust's proposals and 12% (47) opposed.

The survey asked a different question in relation to the land occupied by Plunket: respondents were asked to choose 'yes' to comment. Of the 373 who responded 144 (44%) said yes to providing a comment. About 70% of those comments were supportive of Plunket's service and location in Greytown.

2. Non-Greytown Residents

There was a total of 172 responses from people from Carterton, Featherston, Masterton and elsewhere.

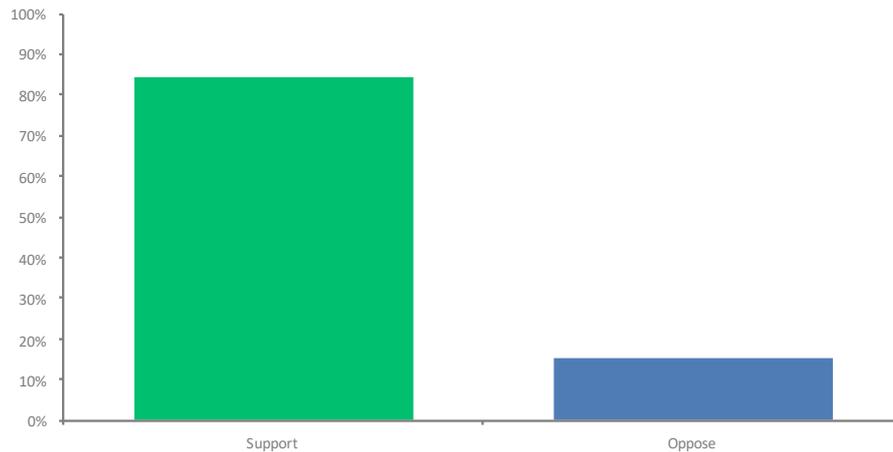
There was 86% support for the Rugby Club proposal. About 14% opposed the changes. More than 85% supported the Bowling Club proposal; none recorded opposed. More than 90% supported the Cobblestones Museum proposal; 9% were opposed.

About fifty percent of the respondents provided a comment on the Plunket land and most of the feedback was supportive of the service.

1. Greytown Residents' Responses

Q7: Do you support or oppose the changes to the lease for the Rugby Club?

Answered: 394 Skipped: 41



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Answered: 394

Support: 333 – 84.5 %

Oppose: 61 – 15.5 %

Question 8 – Reasons for support

Comments: 256

Themes

There were three discernible themes in the comments from those who supported the Rugby Club land proposal.

Nearly two thirds of those who made comments mentioned the prospect of opening the land to wider community use and the need to preserve what was seen as scarce green space in the town.

Stability and certainty for the Rugby Club was mentioned in 40% of the comments.

The view that the land was community owned, and that the proposal would protect its status, was mentioned in 30% of the comments.

Opens space for other users, and wider recreational use, keeps scarce green space

Typical comments were:

- *There are so many other sports in Greytown that struggle for greenspace and the rugby club grounds aren't utilised enough.*
- *A sensible option. Hopefully other codes will be able to share the facility during the rugby season as well as through the summer to ensure maximum utilisation of the grounds.*
- *We would be absolutely stupid to risk ever losing this green space for our community use. The perfect bit of land for recreational investment with its proximity to schools and town centre.*
- *There are insufficient quality grounds in Greytown for existing codes. With our population and sports participation growing in general, and Kuranui College forecast to also grow to over 1000 students within a few years this land should become multi-purpose in nature, available to other codes and carefully managed by turf management experts.*
- *Sounds good. Limited greenspace in Greytown as is. Particularly fond of idea to lease grounds to council to open up use of fields - perhaps even take down the off-putting fence.*
- *Hopefully Council will recognise the generosity of this offer and make a genuine attempt to buy/lease land surrounding the Rugby Club to ease congestion at Greytown Soldiers Memorial Park.*

Certainty for rugby club, can plan to go forward

Typical comments were:

- *It's an iconic identity. It's a sporting hub for all ages to use or support. It's a meeting place for all people throughout the Wairarapa to meet and greet. All towns need a sporting venue as such. The town has fierce attachment to Greytown rugby. It's one of the oldest clubs in NZ. Hands off just let it be.*
- *Understand there is no financial change to the Trust, provides security for the Rugby Club and tick the Councils long term plans to provide more recreational space. Win/win for all.*
- *It appears to provide incentive to both the rugby club and council to take a community-based interest in the grounds and its use. A 99-year lease should provide certainty and encourage all parties to get on with good asset management.*
- *This gives security of tenure to the Rugby Club. It has a proud history and is a focal point for the community. The community gym is also a valuable activity. The rugby club provides opportunities for rugby for young people in the community and must be given every encouragement to continue.*
- *So the volunteers running the Club have the security to know that they won't have to move in the future. Would want assurances for the Gym, St Johns and other sporting groups that things wouldn't change for them also. Would like to know that it is future proofed so even if the Senior Rugby Club struggles to field a team in the future that the site can be used by all sporting groups. The Rugby Club would be able to upgrade its lights and facilities knowing that they can stay.*

Original purpose, community land

Typical comments were:

- *The land in question is used for the benefit and betterment of the community, and should remain that way. To develop the land, or in any other way to change its purpose, would be to betray the general wishes of community.*
- *Do not want to see any of the grounds and facilities currently held by the Trust to fall into hands that may use it to turn into residential or business facilities.*
- *GTLT land should never be able to be sold. We need to protect it for our children's children . 99 year to SWDC lease helps ensure this doesn't happen.*
- *The land is owned by Greytown already and should be easily available for use by the existing and any future community based entities without fear of restrictive rentals.*
- *Because the main reason the trust exists is for, the wellbeing of the community, and if these organisations aren't prime examples of exactly that, then nothing is. These grounds were never meant to be for commercial gain, with the rugby club grounds, for example, been donated to the GTLT for recreational activities not monetary gain.*

Question 8 – Reasons for opposition

Comments: 56

Themes

About a quarter of the comments mentioned Council involvement as a reason to oppose the proposal.

Nearly 20% of the comments cited concerns about the potential financial impact on the Trust, and about 15 percent of comments questioned the fairness of the proposal and called for further consultation with the community.

Council involvement

Typical comments were:

- *I think it is a risk to give a perpetual lease to a council. SWDC has shown it does not always act in the interests of Greytown residents, has limited funding and is likely to be a different government entity within 20 years. Yes, there is work and planning under way but it will take time and perpetual means for ever. There is no mention in the information provided of safeguards or break clauses.*
- *Councils are never good at handling business at the best of times. Better to keep control away from council red tape.*

Financial impact on Trust

Typical comments were:

- *Land should remain with the Trust. The Trust has the ability to negotiate to have the Rugby club grounds shared as the Council could. The Rugby club in the words above will retain use of the land during the season but this is the exact time that other codes need to use it. Let Council do what they promised in the long term plan and provide more green space for Greytown. The Trust should always hold onto assets which can be used to borrow against in the future or for future development if one day that was a possibility.*
- *This will decimate the Greytown Lands Trusts assets and the Trust will get nothing in return for this from SWDC.*

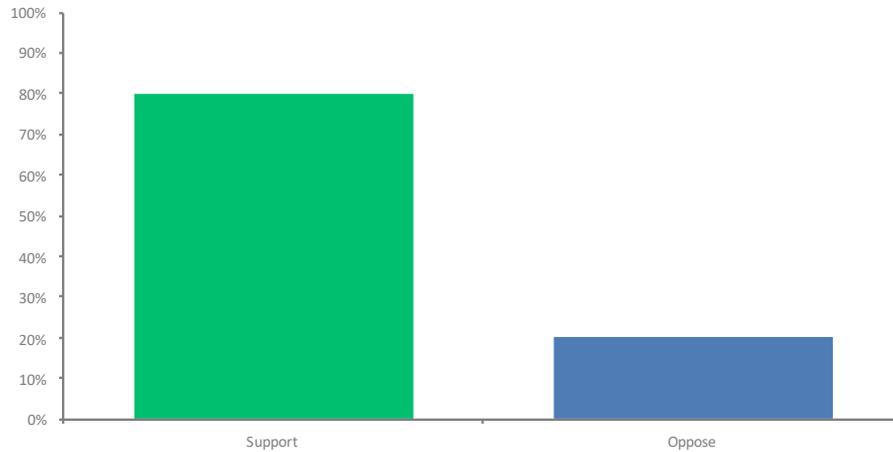
Unfair, more consultation needed

Typical comments were:

- *It grants exclusive rights of land that should benefit a wide variety of community groups to a single group. I don't oppose a lease per se, but it should be at near market rate with the proceeds pooled to benefit other community groups and projects.*
- *Further consultation with the community is required. No decision should be made until after the Lands Trust Trustees election.*

Q9: Do you support or oppose the proposed changes to the lease for the Bowling Club?

Answered: 375 Skipped: 60



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Answered: 375

Support: 300 – 80%

Oppose: 75 – 20%

Question 10 – Reasons for support

Comments: 212

Themes

More than 50 percent of supporters' comments focussed on the potential to widen usage of the facility for other users and uses.

Another strong theme (again in about 50% of the comments) was that the proposal would give the Club certainty and stability.

About 10 percent of comments mentioned the town's growth and likely increase in numbers of older people due to the new retirement village and housing developments.

Opens space for other users, and wider recreational use, keeps scarce green space

Typical comments were:

- *Great! Another area that should be protected. We need green space that the community needs.*
- *It preserves the existing use and enables additional community based beneficial use. In addition, it holds in perpetuity the land for the community and stops any future attempts to push towards commercial/housing development prospects.*

- *Bowling is generally thought of as an older person's sport, I might be wrong, but it's important for the whole community to have access to activities to suit their needs and interests. Bowling gives all sectors of the community access to be active and socialise. These spaces are vital for a healthy town.*
- *It's an asset to the community but again, further development/refreshing of the site could benefit other clubs e.g. indoor bowls, cards, darts etc.*
- *Great idea. Same reasons as rugby club - open up some more land for public recreation through council lease and retain control if bowls club ceases to operate for whatever reasons. Get rid of weird blurring of grants disbursements through the market rent/operating grant netting.*

Provides certainty for the bowling club

Typical comments were:

- *This is centrally positioned and provides activities for all age groups. It is great that older people have this facility in town. The activities must continue, and the proposed plan would give security of tenure.*
- *Again a place that I have many positive memories from. A place like the rugby club which brings people together and in a community of older residents I think having a bowling club secured with in the town is a sensible community asset.*
- *The bowling club and its location is vital for mental health and general wellbeing of all community ages. It is one sport that the elderly can play and maintain physical and mental health and wellbeing. It is walking distance to the new Orchards Retirement Village.*
- *Bowls is an integral sport within the community. The location is handy in the middle of town and adds diversity within a residential area.*
- *It is important to the community and needs to be able to operate as as low costs as possible - with certainty.*

Ongoing use due to retirement and housing developments

Typical comments were:

- *Again this club has served its community well for a long time and should continue to do so, we have an aging population, a massive retirement village a short walk away and an upsurge in the sport of bowls for all age groups. The Bowling Club & land needs to be safeguarded & given certainty for the future.*
- *Current and proposed housing development nearby should lead to increased membership. Cost of rebuilding this capability elsewhere prohibitive. This is a great community asset/space and it should be supported.*
- *Despite lots of new buildings, Greytown still has a lot of retired people living and moving here. The bowling club is perfectly positioned near the new retirement village too.*

Question 10 – Reasons for opposition

Comments: 75

Themes

About a quarter of comments of those who opposed the proposal were concerned about the potential financial impact on the Trust.

About 20 percent of comments talked of wanting to retain the 'status quo' (counter-intuitively some of the comments read as if they are supportive of the proposal)

Fifteen percent of comments wanted wider use of the site on the basis that the Club only catered for an older population.

Council involvement was mentioned in about 12 percent of comments.

About 15 percent of the opposed group's comments talked of the Club needing to retain use of both greens to accommodate potential population increases and patronage from the new retirement facility.

Financial impact on Trust

Typical comments were:

- *This will significantly reduce the Trusts ability to borrow to invest in income producing assets for future Greytown generations.*
- *You are transferring the value of Greytown residents' assets to SWDC for nothing in return for the Trust or the community.*

Status quo

Typical comments were:

- *They should be left as is as this is a legacy to the community from our forebearers.*
- *We need the bowling club to be left as is. There is enough commercialism in this town already.*

Wider community use

Typical comments were:

- *Bowling is a niche sport for older people. There are other clubs in the Wairarapa that they could travel to. Greytown is full of young families, and this space could be better used for family friendly activities. Especially something indoors!! There is nothing for Greytown children to do in wet weather. Most of us find ourselves driving to the Masterton warehouse or mitre 10 for an undercover walk.*
- *Not enough members to continue, member numbers declining too. Would be best suited to something more people could get use.*

Council involvement

Typical comments were:

- *Trust lands should stay under Trust control. The Council has a far different 'warrant' than does the Trust. I oppose any transfer of ownership, control or authority to Council.*
- *I don't know anything about the bowling club, but I distrust the council. I would strongly prefer to know what the plan was before I agreed.*

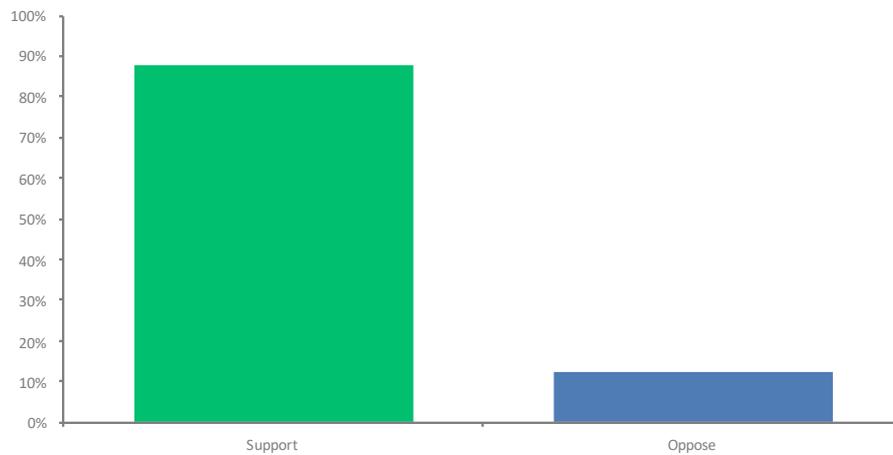
Club should keep both greens

Typical comments were:

- *The club is attracting new members and will need the second green.*
- *As far as I am aware the bowling club is pretty well supported and with an aging population I believe they would still require both greens*
- *With the establishment of the Orchards Retirement Village and the growing population, I believe the Bowling will require both Greens. Once sub divided, we can never get this space back. Agree with the \$1 a year*

Q11: Do you support or oppose the proposed changes to the lease for the Cobblestones Museum?

Answered: 380 Skipped: 55



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Answered: 380

Support: 333 – 88%

Oppose: 47 – 12%

Question 12 – Reasons for support

Comments: 233

Themes

In more than 50 percent of the comments, Cobblestones was seen as an iconic community asset – important as an attraction for locals and visitors now and into the future.

A third of the comments noted Cobblestones' role in the preservation of local history.

About 20 percent of comments said the proposal provided financial stability and certainty for the Museum.

Community asset

Typical comments were:

- *Cobblestones is a fantastic facility and I know they do their best to involve the community. I have been to some fabulous events there and would encourage everyone to visit or attend events. There is also the opportunity for people to hold weddings etc. It's a great place to take visitors and is such an asset to our town. The volunteers who run, maintain and advocate cobblestones should be applauded.*

- *Cobblestones is an asset to the town. They have been working hard holding community events at their site and will continue to do so. The vibe is wonderful and it would be great for them to have some surety on this land to allow them to move forward with their vision for Cobblestones.*

Historical value and preservation of Greytown and Wairarapa History

Typical comments were:

- *The history of Greytown and the wider Wairarapa is being promoted and improvements are constantly being made.*
- *An extremely important community asset that is of historical importance which is both a popular entertainment facility for locals and a major attraction to our town.*
- *It's a place of relics and Taonga to our historic colonial past. Leave it be. Support it. It has a footprint of knowledge/Whakapapa to our past.*
- *Cobblestones is an essential feature of Greytown and needs to be preserved to keep our history alive.*
- *Totally and emphatically agree with the proposal. Cobblestones is a significant feature of Greytown and the wider Wairarapa. It is a community resource for events and keeps the future population in touch with the past, benefitting young and old.*

Financial certainty for Cobblestones

Typical comments were:

- *Continuity, long term confidence about the site. Allow Cobblestones to focus rather than cope with the stress of uncertainty*
- *Want Cobblestones to have affordable, security of tenure. The site is being used increasingly for community events and is a lovely setting for them.*
- *This is an excellent proposal. Given the joint ownership of the land it would be impossible to split it out, and the extra dimension of historic cobblestones on the land means this land could never be sold and should not be rated commercial/residential. Cobblestones Museum has gone from strength to strength over the last 5 years and is the real jewel in Greytown's crown. They embrace our community with many events and provide an exceptional learning centre for all ages. I wholeheartedly endorse this.*
- *I support Cobblestones getting a 99 year lease at \$1 per year as it will give certainty and enable the Trust to look after their buildings properly for the next 99 years.*

Question 12 – Reasons for opposition

Comments: 47

Themes

Nearly 40 percent of the comments of people who opposed the proposal indicated concern about the potential financial impact on the Greytown Lands Trust. 30% of comments called for things to stay as they were and to consult further, and about 10 percent of comments cited Council involvement as a negative feature.

Financial impact on Trust

Typical comments were:

- *The Trust should always hold onto assets which can be used to borrow against in the future or for future development if one day that was a possibility.*
- *You are transferring the value of Greytown residents' assets to the Cobblestones Trust for nothing in return for the Greytown Lands Trust or the community.*

Status quo

Typical comments were:

- *Further consultation with the community is required. No decision should be made until after the Lands Trust Trustees election.*
- *I disagree with this for a number of reasons. It does not seem fair to give one group basically a free lease for such a long duration. I have found people do not value something as much if it is given to them free. But if they give a small amount then they are more invested in something, contributing to the success and caring for the asset. (Abridged)*

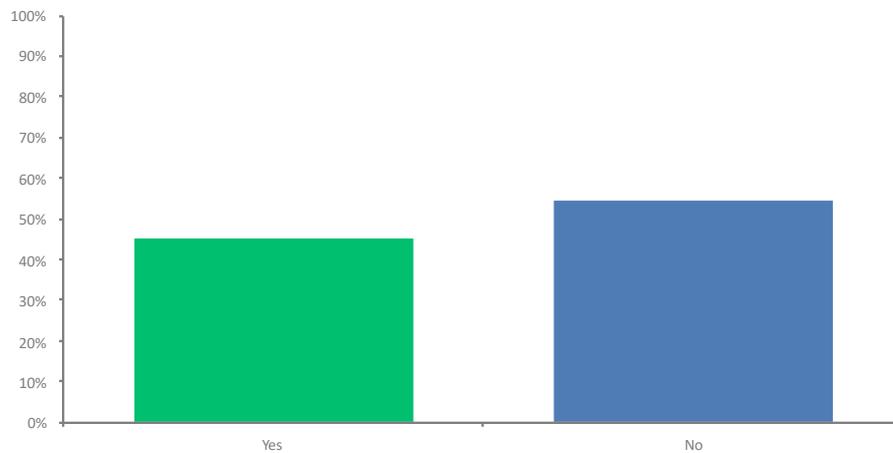
Council involvement

Typical comments were:

- *I understand that this means selling the land to SWDC and losing this asset.*
- *Leave the council out of it.*
- *It is a Greytown asset not a SWDC asset.*

Q13: Do you have any comments on the land where Plunket is located?

Answered: 373 Skipped: 62



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Answered: 373

Yes to making a comment: 169 – 44%

No to making a comment: 204 – 56%

Question 14: Please give your comments

Answered:144 (@ 25 who said they would comment did not follow through)

Themes

This was a different format question: respondents were simply asked to choose 'yes' to comment.

About 70 percent the comments said the Plunket rooms were an essential service to the community, located in an easily accessible part of town.

Nearly 20 percent supported the Trust retaining the land and buildings for other community services if Plunket chose to move to another location.

A similar percentage of comments suggested the Trust should move Plunket somewhere else, and some talked of selling the land.

Important service for the community and good location

Typical comments were:

- *Another extremely important facility in Greytown for young parents and their babies up to school age . Also the toy library is housed there which caters for a wide range of children parents & grandparents.*
- *It's central, easy to find and I feel it has a connection with the School and Kindergarten, apart from the one residential property adjoining the Plunket and Kindergarten, the whole block is dedicated to children and education. Essential services for our community.*
- *Plunket and the toy library are very important for our family and so many in Greytown. We visit there weekly, it's a safe space where playgroup can be held. It's located by the Kindy, school and central location (easily accessible for parking for parents) but off the main street. Let's hope the remaining young families can keep making connections in this safe area. There's very few family friendly places in Greytown.*

Plunket's tenure and possible options, using the building for similar sector interests

Typical comments were:

- *Retain for community use, there are many options that could be considered if Plunket/current tenants were to move.*
- *We regularly use the Plunket rooms and toy library and believe that if Plunket were to vacate the buildings that they should remain as community/family support rooms. The demographic of Greytown is rapidly changing and the playgroup and toy library that use the spaces are a special part of creating community amongst new families. The central location is key component as it enables most local parents to walk to the sessions/library which is a great sustainable element.*
- *It is a superb central location close to town and residential homes. Easy access for families especially with the toy library there as well. Great proximity to Kindy, Greytown school and the library for families to access all of these places on the same trip. If moved, you would miss all of these benefits. This is the best site for this community service without a doubt.*
- *While I have no direct involvement with the venue it is a valuable service and should retain its local support. I have confidence that the building/land would be allocated to a suitable community based service should Plunket decide to vacate.*
- *Greytown Playgroup and Greytown Toy Library probably use the site more than Plunket as many visits are now made directly at families homes. Would want to be sure of their futures as well, or making sure options are available in the future if they have to move.*
- *Maintain that course of action until the controllers of Plunket confirm their intentions. If they chose to relinquish the use of the land and buildings the Trust should solicit interest from other community support/service providers.*

- *I know that this building is not used to its potential, and Plunket could be relocated but would not like to see it turned into a three-storey apartment block*

Move Plunket elsewhere /sell the land

Typical comments were:

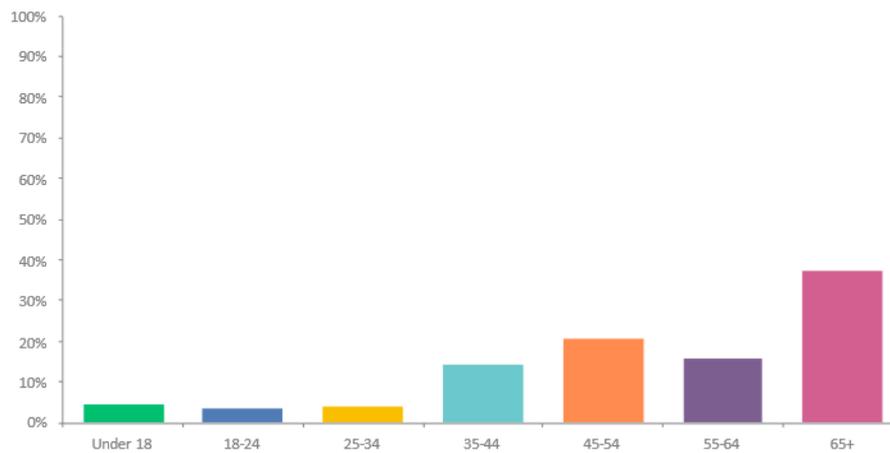
- *I don't know how often the Plunket rooms are used, I guess another appropriate location for them may be at the medical centre, but that does not emit a family friendly relaxed environment for new mothers and their children.*
- *The building looks very old and if not fit for purpose is there another area that Plunket could be located? Greytown needs to encourage younger families to the area and it is important that we support Plunket and anything to do with Youth in our area.*
- *Move Plunket to Cobblestones and sell the land or develop it.*
- *Plunket should move to Cobblestones so that the land can be sold by the Trust.*
- *Sell this pocket of land and find a long term lease option for Plunket - maybe working in with new church annex building could work offering permanent space for an area used often for young mum's and families for music and movement.*

Age and gender responses of Greytown residents (all questions)

(i) Age

Q2: Age

Answered: 429 Skipped: 6



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(ii) Gender

There were 51% male responses and 49% female responses.

2. Responses of non-Greytown residents

Carterton: 91 responses

Rugby Club – answered 91

Support 85 (93%)
Oppose 6 (7%)

Note: many Carterton respondents are either past or present members of the Club, are former Greytown residents or play for rival teams

Bowling Club – answered 88

Support 82 (93%)
Oppose 6 (7%)

Cobblestones – answered 82

Support 77 (94%)
Oppose 5 (6%)

Plunket – 34 comments

Featherston: 12 responses

Rugby Club – answered 9

Support 6 (67%)
Oppose 3 (33%)

Bowling Club – answered 8

Support 6 (75%)
Oppose 2 (25%)

Cobblestones – answered 8

Support 7 (88%)
Oppose 1 (12%)

Plunket – 8 comments

Masterton: 31 responses

Rugby Club – answered 24

Support 17 (71%)
Oppose 7 (29%)

Bowling Club – answered 19

Support 15 (79%)
Oppose 4 (21%)

Cobblestones – answered 17

Support 17 (100%)
Oppose 0

Plunket – 25 comments

Elsewhere: 38 responses

Rugby Club – answered 35

Support 21 (55%)
Oppose 14 (45%)

Bowling Club – answered 30

Support 19 (63%)
Oppose 11 (37%)

Cobblestones – answered 30

Support 24 (80%)
Oppose 6 (20%)

Plunket – 27 comments

ENDS