



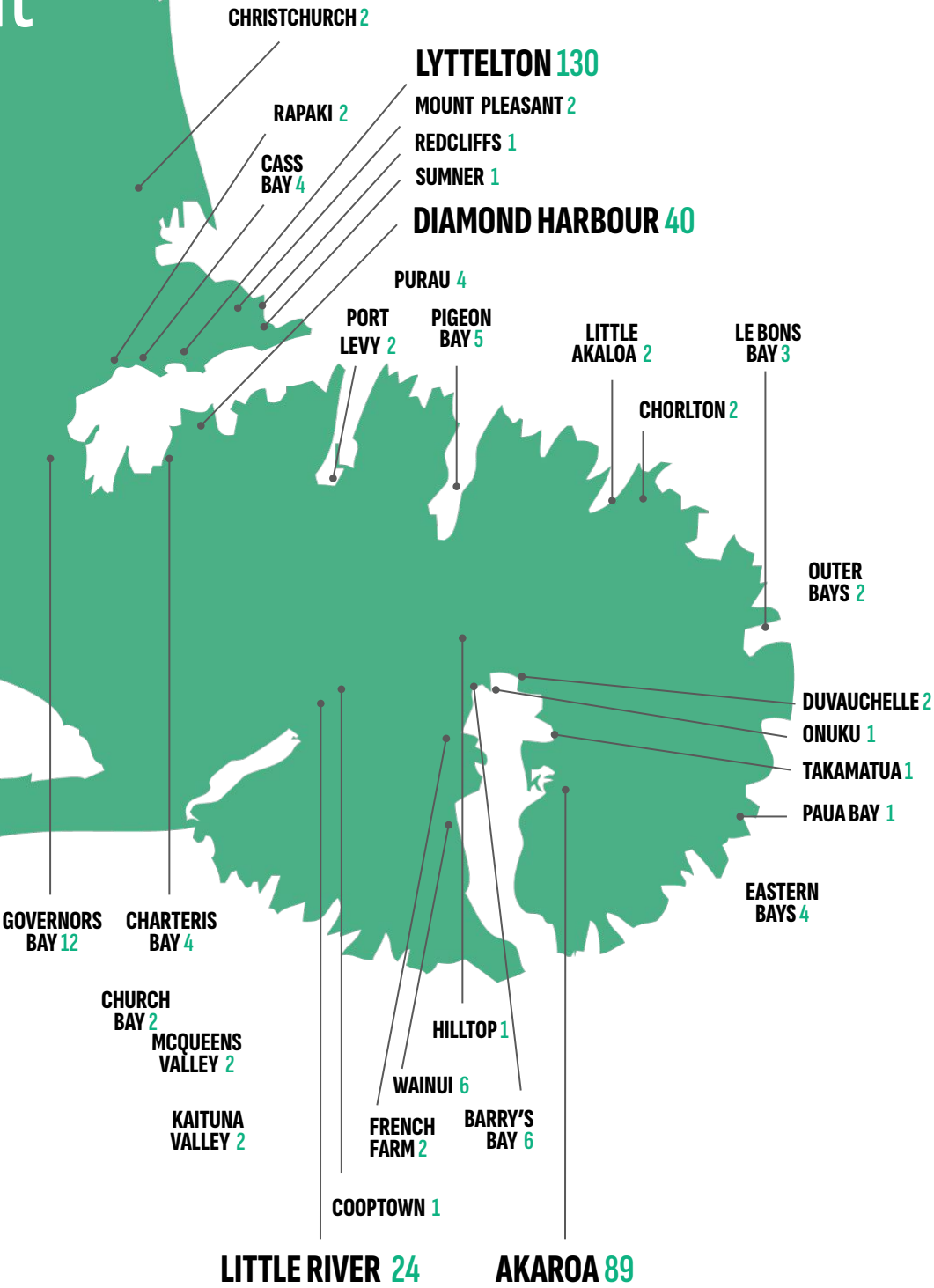
BANKS PENINSULA

DRAFT Destination Management Plan
Community Consultation Summary

MAY 2023

DEFINING
OUR PLACE
.CO.NZ

Engagement Map



Executive Summary

Workshops, library resources, face-to-face street interviews and online surveys were used to gather feedback on the DRAFT Banks Peninsula Destination Management plan during May 2023. The consultation resulted in a total of 361 interactions with Banks Peninsula residents and business owners.

A small number of residents expressed dissatisfaction with the process undertaken to develop the plan, however the vast majority of submissions and responses were supportive of the plan’s vision and values and its nine pou, or pillars.

The key themes that we heard from the community were:

- 1. Strong support to look at limiting cruise numbers
- 2. Strong support for regenerative elements of plan with more emphasis wanted on climate change
- 3. Strong desire for community character to be recognised and protected through slower, more engaged tourism.

“It’s possible to welcome and embrace a small number of tourists but en mass it’s overwhelming.”
- Street interview, Lyttelton

This document outlines the findings from 4 community workshops, 141 street interviews, 156 online survey responses and 12 written submissions.



This work has been informed by consultation. All raw data and written submissions are available and should be read in conjunction with this document. This document should be considered the overarching summary.

Please scan this QR Code to access and review the raw data that has informed this summary.

Summary of Engagement

Over the period of 1 - 21 May 2023, a consultation process was undertaken with the Banks Peninsula communities in relation to the current [draft of the Destination Management Plan \(DMP\)](#).

141	156	42
FACE-TO-FACE STREET INTERVIEWS	ONLINE SURVEY RESPONSES	PARTICIPANTS IN 4 GROUP WORKSHOPS
12 WRITTEN SUBMISSIONS	INFORMATION AVAILABLE AT 4 LIBRARIES	FEEDBACK GATHERED FROM AKAROA COMMUNITY HUI AND RATEPAYERS MEETING

SUMMARY OF COMMUNITY FEEDBACK

STREET INTERVIEWS	GROUP WORKSHOPS	ONLINE SURVEY	WRITTEN SUBMISSIONS
58 – Lyttelton 31 – Akaroa 21 – Diamond Harbour 13 – Little River 18 – Other	26 – Akaroa 10 – Lyttelton 3 – Diamond Harbour 3 – Little River	62 – Lyttelton 32 – Akaroa 16 – Diamond Harbour 8 – Little River 31 – Other	4 – Individuals 4 – Associations 3 – Trusts 1 – Business
Pages 6–10	Page 11	Pages 12–21	Page 22

Street Interviews

Over a three-week period, **141 people** across the peninsula were approached and asked for their views on how tourism affects their day-to-day life, what makes their place special and which ideas from the plan they support.

What makes your place special?

“Lyttelton isn't one singular community. We are just a lot of different people doing different things in one place. But if there is a unifying force it's a love for the town and who lives here.”

– Lyttelton

“It's history and character. The amazing beauty of its natural environment. The friendly village feel of the township.”

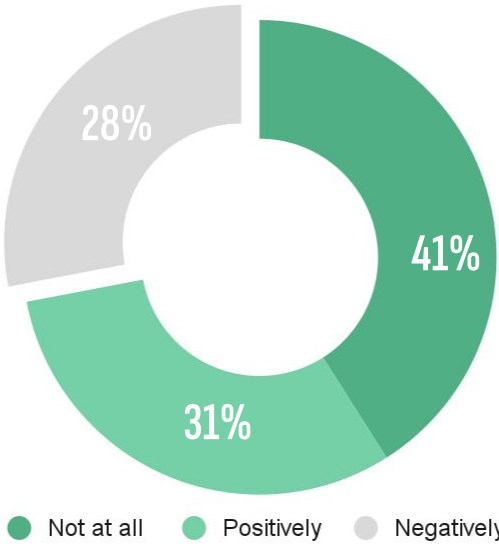
– Akaroa

“Beautiful views of the water, the beaches with easy access for SUPs, kayaks and boats, lovely picnic spots, swimming to points such as Quail Island, walking the Cliff Track and the Mt Herbert Walkway.”

– Diamond Harbour

“A unique farming community which focuses on self-sufficiency and regenerative development.”

– Little River



Lyttelton had the strongest negative response:

54% negative compared to Akaroa 6% negative

Most negative comments related to cruise ships in Lyttelton.

How does tourism affect your day to day life?

“I think we need to encourage tourism into our town. It will ensure the survival of our community and we must embrace it.”

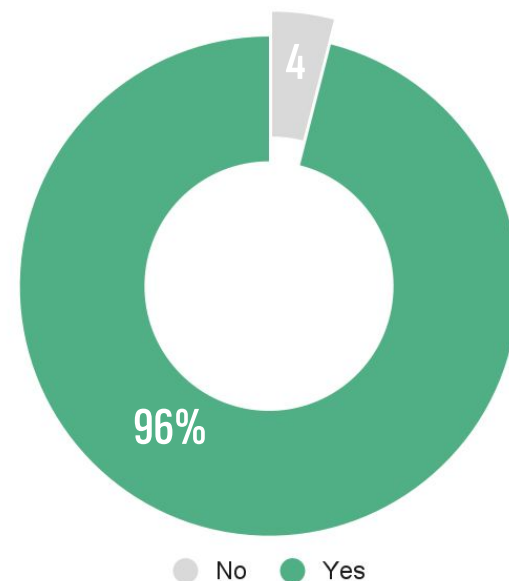
– Akaroa

“Up until last season I would have said “positively” - last season changed that - only because of the volume.”

– Lyttelton

Do you support cruise ship numbers being limited?

The majority of respondents in each area were in favour of limiting cruise ships.



"The numbers were good for us. ECAN should do something about the bus though. There is friction with people who use the bus."

Lyttelton

This sentiment was strongest in Lyttelton with **96% of respondents in favour**, including many business owners. It was clear that, in order to extend the social licence, the bus issue needs to be addressed.

"No cruise ships. They dump thousands of people who don't spend money. Very disruptive. They shoplift and want tourist info and try to knock you down on pricing."

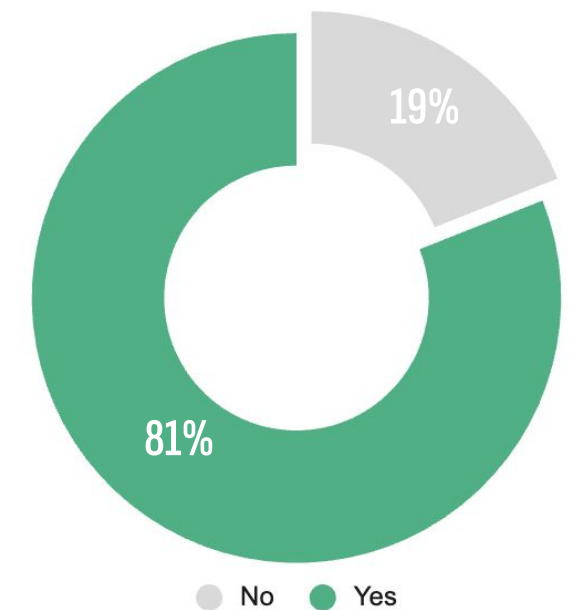
"I own a gift shop on London Street supporting local artists and craftspeople. On cruise days the majority of local customers stay well away from the overcrowded main street."

The comments regarding the impact of cruise tourism are varied. Some individuals expressed positive views, mentioning benefits such as increased turnover, meeting new people, and the charm that tourism can bring. However, many respondents had negative experiences and concerns about cruise ships. They mentioned issues such as increased congestion, parking difficulties, competition with local businesses, disruptive behavior, and the environmental impact of cruise ships.

One recurring suggestion was to reduce the number of cruise ships visiting Lyttelton or eliminate them altogether. Some residents felt that the sheer volume of tourists, especially during peak times, overwhelmed the community and changed its fabric. Others emphasised the need for better coordination of bus operations and infrastructure improvements to handle the influx of tourists. Many respondents highlighted environmental concerns, including pollution from cruise ships and the need to reduce carbon emissions and resource consumption associated with tourism.

Akaroa

In Akaroa, **81% supported limiting numbers**, but there was enthusiasm in the comments for the support cruise ships bring to local businesses and the community.



"I like the vibrancy the cruise ships bring."

"The negativity about cruise was embarrassing. It's important to make them feel welcome."

"I don't want ships destroying the harbour. It was just about right this year."

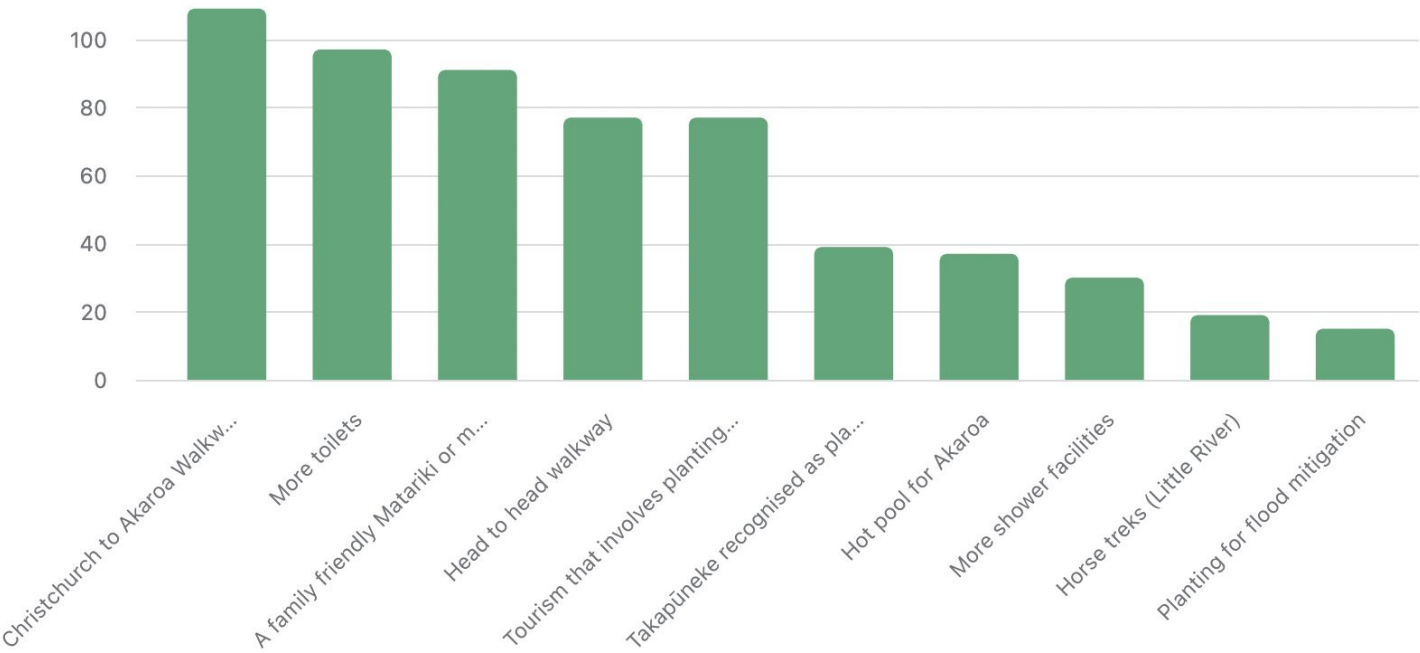
"We need more tourism. Local businesses are suffering from the reduction in cruise. We need more than 19 ships."

"I like that cruise ships don't bring cars. 6000 people in a day was too many though."

"We opened the lighthouse every day a ship was in and we ended up with \$45,000 in the bank so the ships helped to save this community asset."

Which initiatives do you support?

Strong support for low impact and regenerative initiatives.
Most people agreed more and better toilet facilities were also needed.



"I like the ideas in the plan."

"Hell yes to hot pools."

"Better toilets please."

Group Workshops – what we heard

To launch the consultation, four group workshops were convened to introduce the community to the DRAFT Destination Management Plan pillars and raise awareness of the consultation process.

LYTTELTON 10 PARTICIPANTS

Climate change should be more strongly represented through all parts of the plan, including vision

We should strive to build meaningful connections with visitors who want to stay longer, engage deeper and travel slower (for example, woofers or digital nomads)

Most people agreed cruise ships do not deliver good outcomes for Lyttelton (environmental and climate concerns, clogging local buses and not delivering the best audience to appreciate what the town has to offer) but there was a suggestion to look at how the value of cruise ships can be improved, rather than look at limiting numbers

Support for sustainable infrastructure that benefits visitors and locals (more public transport around the harbour and connecting to Sumner, more walking and cycling options)

AKAROA 26 PARTICIPANTS

Wide dissatisfaction with the DMP process and the limited time frame for genuine consultation.

In general the contents of DRAFT plan represent those involved in the initial consultation, but the plan needs engage a much wider demographic to properly represent the community.

Current community and arts events are under-represented. They operate on limited funding, but attract large numbers of domestic travellers.

Focus on regeneration and tourism supporting the local community.

Banks Peninsula region is under-represented and under-funded for tourism marketing, when it's the jewel in Canterbury's crown.

LITTLE RIVER 3 PARTICIPANTS

A pragmatic plan needs to be created for freedom camping. Banks Peninsula could lead New Zealand.

Little River is not only a gateway, but a launchpad for many activities around the bays.

There's an opportunity to promote an active hub – there's so much to do, but you need to be active.

Internationals have no idea about the Bank Peninsula region. They might know about Akaroa, but we need to umbrella a 'Banks Story'.

Little River Gallery is known throughout New Zealand in the Art community – leverage that.

DIAMOND H. 3 PARTICIPANTS

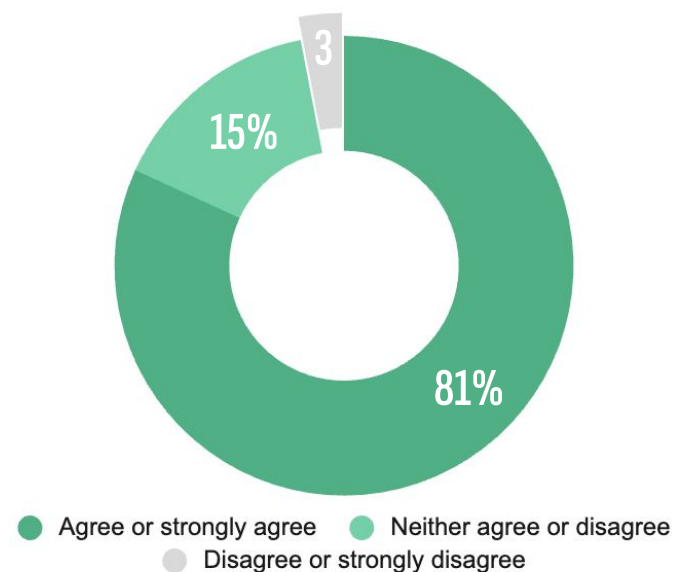
Diamond Harbour would welcome more cruise passengers if there were more tourism products that would get them around the harbour

Suggestion to follow Otago and West Coast examples of developing off-road bike trails to provide low-impact tourism that could connect and provide year-round income to isolated communities around the peninsula.

Desire for more way-finding and signage to help lure visitors past Teddington and find the many walks and amenities around the region

Online Survey

Overall, there is a call for a balanced approach to tourism development on Banks Peninsula, with an emphasis on preserving the natural beauty and heritage of the area while providing engaging experiences and supporting the local economy. By considering a wide range of ideas and involving the community in the decision-making process, it is hoped that tourism on Banks Peninsula can thrive in a sustainable and responsible manner.



Vision & values

Welcoming visitors is seen as important, but there is a request for a clear definition and explanation of regenerative tourism. While there is agreement with managing visitors, the emphasis is on ensuring they don't overwhelm the area.

The recommendation is made for local hāpu to lead the efforts. The importance of kaitiakitanga, caring for land and sea, is highlighted.

There is a call to address the urgent need for reconciling recreational travel with carbon emissions reduction. The impacts on current and future communities should be considered, and there is support for a peninsula-wide approach that promotes all diverse communities. Some suggest that a small number of tourists staying longer would better align with the values.

Minimising the ecological footprint of tourism is seen as essential, and there is a request for visitors to sign a document pledging respect for the place, people, and institutions. The long-term health of the environment should take precedence over short-term financial gain. Some residents feel that the draft does not speak to them, while others emphasise the need for advice from local iwi.

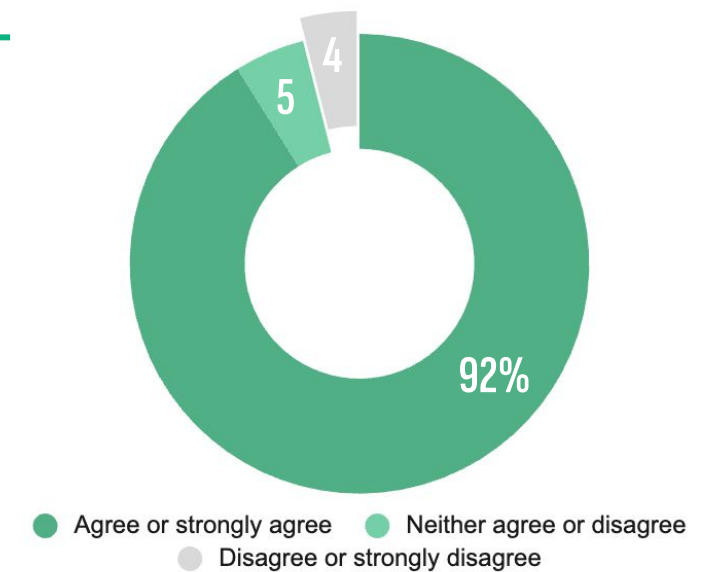
There is an observation that cruise ship passengers often show little interest in interacting and learning about the place. Concerns are raised about the timeline and the need for thorough consultation with local authorities. Greater emphasis on climate action is requested, and some find the principles and values generic to the entire country.

#1 Manage cruise tourism

Overall, the feedback indicates a strong concern about the negative impacts of cruise ships on the environment, local communities, and infrastructure.

Many believe that the current number, size, and frequency of cruise ships visiting Akaroa and Lyttelton are overwhelming and unsustainable. They express dissatisfaction with the economic benefits brought by cruise ship passengers, as the majority of spending occurs on the ships rather than in the local communities.

The environmental pollution caused by cruise ships is also a significant concern. Several participants advocate for limiting the number of vessels, capping the passenger capacity, and implementing stricter regulations to mitigate the negative impacts. Some even suggest banning cruise ships altogether or transitioning to more sustainable forms of tourism. Better management of transportation and infrastructure during cruise ship visits is also highlighted as a crucial aspect to address.



“Overall benefits of cruise ships to local communities seems to be negative.”

#2 Improve road and supporting infrastructure throughout the peninsula

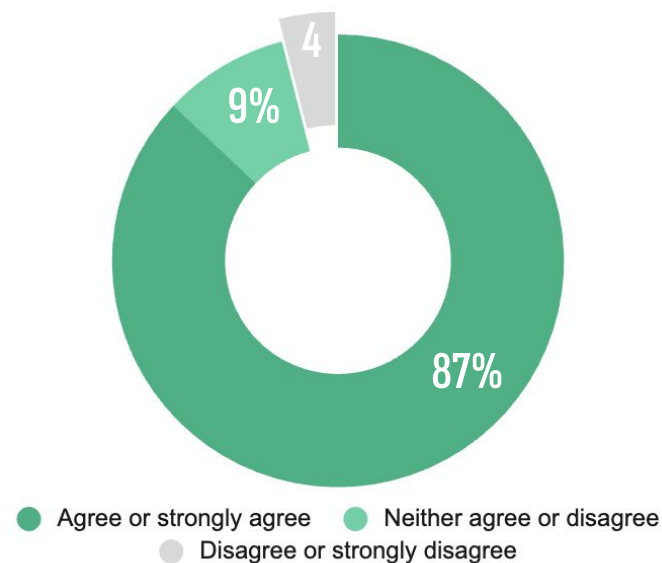
There is a general agreement and support for the proposed actions, including steps to improve road safety, create passing lanes, and implement lookout stops. Planting native vegetation is seen as a good idea, but there are concerns about protecting existing stands of native vegetation. There is a call for better management and dedicated staff to look after native plantings. Incorporating pest plant and animal species eradication is supported.

There is a strong agreement to reduce nutrient and sediment discharges and increase native planting. Concerns are raised about the potential impact of slips and climate change on road access to Akaroa and the outer bays.

The importance of reducing pollution, improving road surfacing, and addressing drainage issues is emphasised. There are differing opinions on the priority of investing in flood and landslide mitigation for tourism purposes. Support is voiced for actions that benefit local communities and engage tourists in environmental efforts.

There are calls for removing willows, maintaining drains, and improving management of slips and drains. Some comments highlight the need to address road safety issues, particularly regarding interactions between cyclists and drivers. Concerns are raised about the cost of extensive work and the burden on ratepayers. The importance of road infrastructure for residents is emphasised, regardless of tourism impacts.

There is support for better management of local ecosystems and the protection of native species. Some comments question the appropriateness of certain actions within the scope of the Destination Management Plan. Calls are made for collaboration with landowners and the provision of safe pedestrian infrastructure.



“Akaroa and the bays could be cut off from access if a big slip closes Highway 75, forget about tourism, no one will be able to get over the Hilltop.”

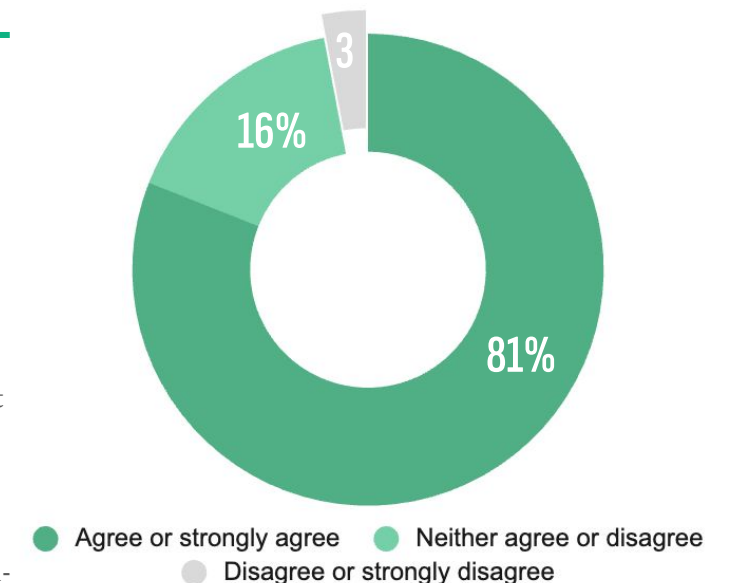
#3 Embrace all four seasons and diversify tourism activities

The submissions provide a range of suggestions for enhancing tourism on Banks Peninsula. One proposal is to establish a wide walking track network that connects different communities and extends from the metro network of buses and ferry to Diamond Harbour and out to the peninsula. This would provide visitors with a unique way to explore the region while promoting eco-friendly transportation options.

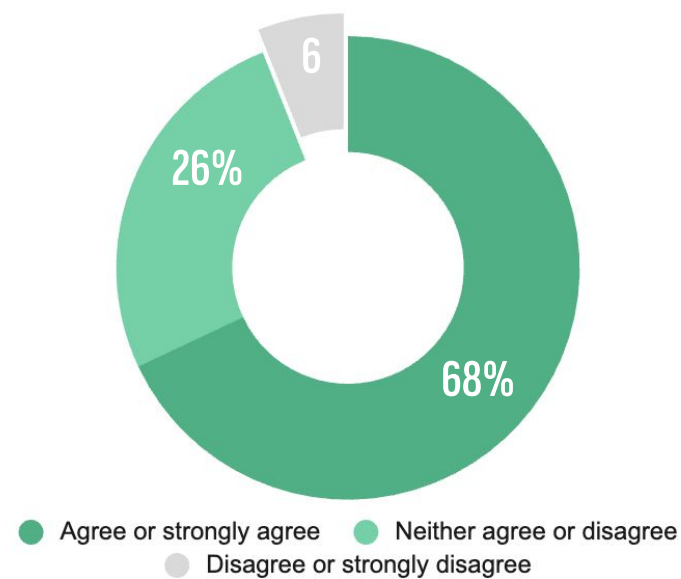
There is also support for initiatives like the Christchurch-Akaroa multi-day walk and the Head-to-Head multi-day walk, which would provide opportunities for outdoor enthusiasts to explore the natural beauty of the area. Additionally, the significance of history, heritage, and cultural events is emphasised, with proposals for art festivals, food festivals, and events that celebrate the French and European heritage of the region.

While some submissions express concerns about the environmental impact of certain activities, such as hot pools, there is a general consensus on the importance of sustainability and reducing the carbon footprint. Suggestions include supporting small local industries in a sustainable way, promoting regenerative tourism, and engaging in conservation efforts such as removing wilding pines and planting native species.

The submissions also highlight the importance of supporting local businesses and communities. Suggestions range from developing hospitality venues like the Godley House site in Diamond Harbour to promoting farm stays, B&Bs, and small-scale community activities that showcase the local arts and culture.



“Support everything but especially the Christchurch-Akaroa a multi-day walk and the Head-to-Head multi-day walk, and tourism regeneration opportunities.”



“Jobs for Nature-style industry workforce I would agree with.”

“House prices are crazily high. Young people need the opportunity to live and work on Banks Peninsula affordable.”

#4 Support the development of workforce support programmes

The feedback is generally positive. There is support for providing affordable housing and accommodation for workers and young families, with concerns raised about high house prices and the need for industry-level development. Some individuals express the importance of fair pay and proper housing for workers.

There are also calls for preserving the beauty of Banks Peninsula and distributing visitors across different communities instead of concentrating them in Akaroa.

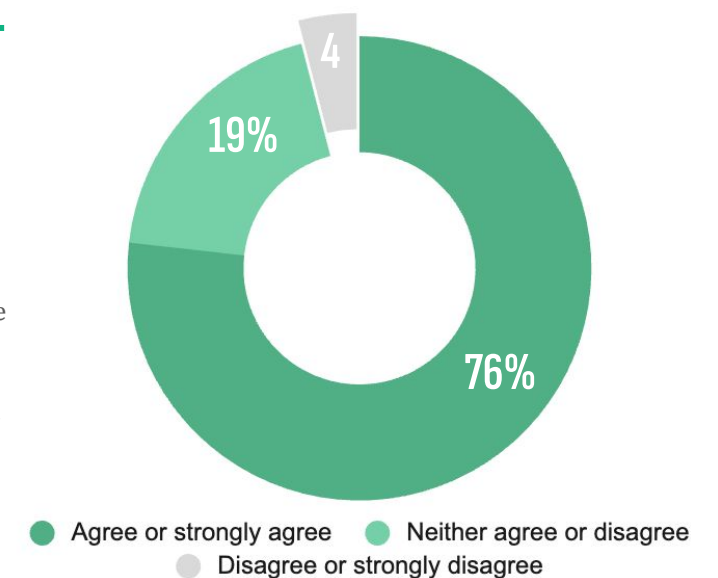
It is suggested that research and community engagement should be conducted to better understand the housing needs and preferences of the workforce. Others propose solutions like partnerships with private landowners and implementing restrictions on short-term rentals.

#5 Celebrate the Banks Peninsula narrative

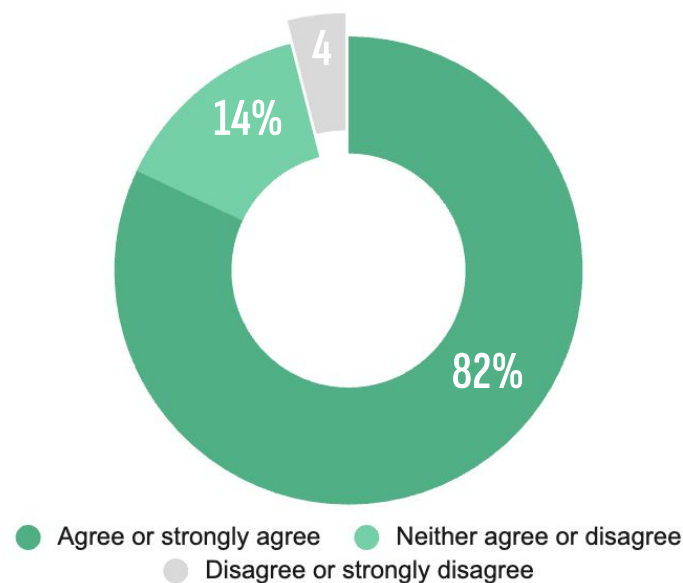
The feedback regarding developing a new unifying narrative for Banks Peninsula is mixed. Some participants express the need to find a common narrative that celebrates the diversity of communities and highlights the unique features of the area, such as its natural environment, history, and cultural heritage. They suggest promoting local businesses and supporting community events to share this narrative with visitors effectively. Others argue that a unifying narrative is unnecessary, as each community has its own distinct history and character, and storytelling should be diverse and reflective of individual experiences.

There is also a call for accurate and authentic storytelling that includes both Māori and European histories, as well as the ecological and geographical aspects of the peninsula. Participants mention the importance of promoting local museums, art, and creative industries as part of the narrative. Balancing opinions from businesses and locals, engaging with mana whenua, and ensuring the inclusion of all communities, including larger ones like Diamond Harbour, are also suggested.

Overall, the feedback highlights the desire for a narrative that reflects the unique qualities of Banks Peninsula while considering the diverse perspectives and experiences of its communities.



“Absolutely agree. We must celebrate our points of difference, the unique environments, creative communities, cultures, and quirks that make our backyard special.”



“Lyttelton, Akaroa and Little River do all have their own unique character, immediately evident to visitors. Promoting that character, and the differences between the towns, is a useful goal, but won't need a sledgehammer approach.”

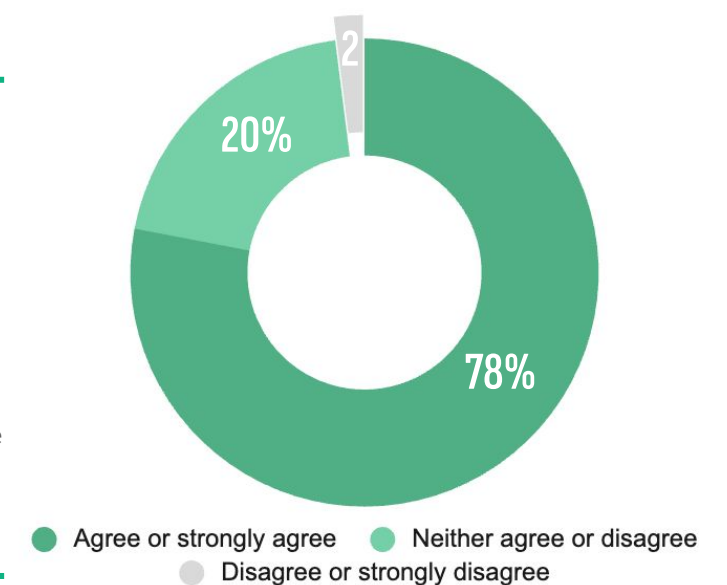
#6 Preserve and promote “communities of special character” across Banks Peninsula

The community has various opinions on preserving and promoting the special character of different areas in Banks Peninsula. Some suggest consulting with each community to understand how they want to be promoted, while others caution against promoting certain areas too heavily and potentially losing their authenticity. There is also a call for recognition of all communities and involvement of mana whenua in decision-making. There are concerns about the definition and implementation of “preserve and promote.”

Individuals were asked about what makes their area a special place to visit. The common themes include natural beauty, community feel, historical significance, and access to water and outdoor activities. Many respondents emphasise the importance of preserving the unique character and environment of Banks Peninsula, with low-impact tourism being preferred over large-scale development. Specific areas such as Lyttelton, Little River, and Diamond Harbour are mentioned for their community feel, natural beauty, and historical significance. Some express concern about the potential negative impact of increased tourism on the areas fragile ecosystem.

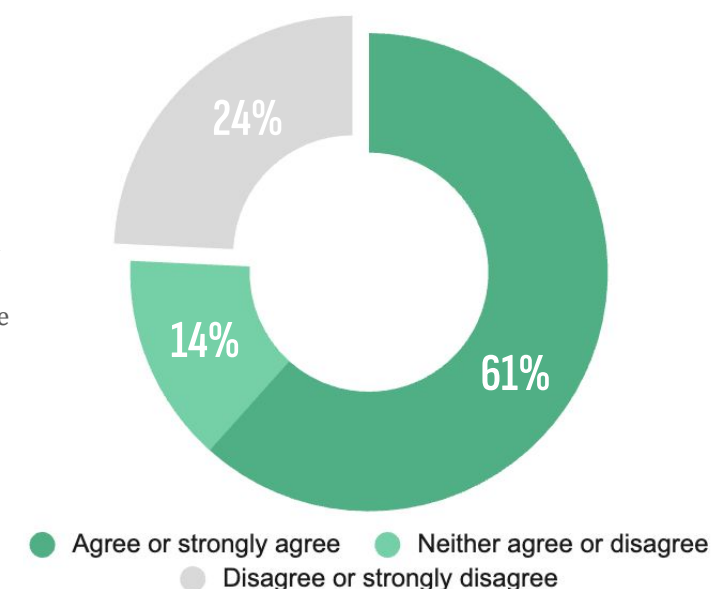
#7 Enhance information about tourism facilities throughout the peninsula

Some common themes include promoting sustainability, improving information centres, managing traffic and parking, and protecting biodiversity. There are also some comments about the need for more emphasis on low-impact tourism.



#8 Provide tourism services and facilities for visitors

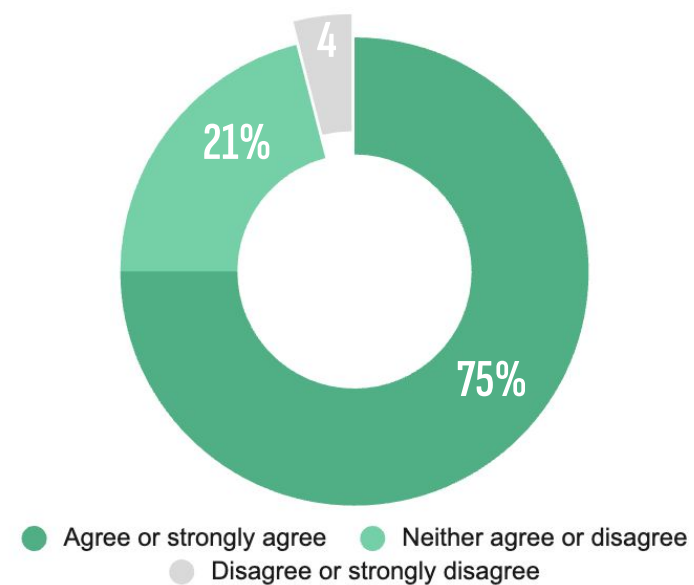
Several respondents expressed concerns about increasing capacity and the potential negative impact on the local community and environment. They emphasised the need to focus on quality rather than quantity and to prioritise the wellbeing of residents. Some mentioned the importance of preserving the historic character of areas like Akaroa and avoiding exclusivity for the wealthy. There were also calls for a case-by-case approach, considering the scale, location, and nature of tourism facilities. Many respondents highlighted the need for caution, community involvement, and environmental sustainability in any tourism development.



“If increasing capacity is meant as increasing the number of visitors to the area, I strongly disagree. If capacity means new services and opportunities for long-stay visitors, I strongly agree.”

Some respondents were sceptical about the control and management of tourism capacity, questioning its feasibility. Others mentioned the need to prioritise community and environmental needs in any decision-making. Some suggested that resources should be allocated more towards local residents rather than tourism development. Concerns were raised about public facilities, including toilets, and the impact of tourism on surrounding communities.

A few respondents explicitly stated their disagreement with increasing capacity and expressed a preference for engaged tourists rather than more visitors. They believed that the current levels of tourism were already challenging to manage and that increasing capacity would only exacerbate the issues.



“Environmental impact must be measured.”

“The need for travel to be low emission should sit above the other goals.”

#9 Coordinate destination and environmental stewardship

Several respondents expressed confusion or a lack of clarity regarding the statements made. Some mentioned the need for an explanation of terms such as "regenerative tourism" and "strategic plans." They found the statements to be jargon and wanted a clearer understanding of the intentions behind them.

There were comments regarding the importance of measuring and considering the environmental impact of tourism, as well as the need for low-emission travel. One respondent emphasised that the focus should be on low-emission travel above other goals.

There were also remarks about the disjointed marketing efforts and lack of collaboration among existing organisations responsible for promoting Banks Peninsula. Several respondents highlighted the need for a comprehensive approach that includes both quantitative metrics and qualitative narratives to evaluate the impact of tourism. They emphasised the importance of considering social and cultural wellbeing and ensuring the voices of those affected by tourism, but not directly involved, are heard.

Anything else?

Additionally, survey respondents included a recommendation for an app providing access to Banks Peninsula information, better public transport to Lyttelton, and upgrading local infrastructure facilities.

There are also concerns about the impact of mass tourism on climate change and a call for a dedicated Regional Tourism Organisation for Banks Peninsula.

Other suggestions for improving tourism infrastructure on Banks Peninsula include the development of mountain biking tracks, adding sidewalks in Governors Bay, and implementing a public bus system to connect all bays between Lyttelton and Charteris.

Concerns were also raised about water limitations in smaller communities and the need for funding to make improvements. Finally, there were calls for a more sustainable approach to tourism and for New Zealand to set boundaries in its tourism strategy.

“Think the draft plan is great, hope it’s implementation doesn’t get bogged down in bureaucracy and bickering.”

“Tourism is currently a high energy, high emission activity. Without fundamental change to this it is unconscionable to promote mass tourism. I ask that this DMP more strongly promotes local tourism, along with innovative ways to encourage low emission travel.”

“A partnership approach will be required with organisations which are already working on biodiversity, ecological restoration, geological interpretation, knowledge, education and outdoor recreation projects.”

“The Akaroa Civic Trust supports the BP DMP in principle. However, in our view, the document lacks the support and buy-in from communities of interest on the Peninsula as well as from many local businesses.”

Written Submission

12 written submissions were received in the final days of consultation from:

- Banks Peninsula Native Forest/Climate Change Group (BPNFCCG)
- Banks Peninsula Conservation Trust
- Akaroa Residents and Ratepayers Association
- Rod Donald Banks Peninsula Trust
- Friends of Banks Peninsula
- Suky Thompson
- Marie Haley 7th generation
- Victoria Andrews
- Lyttelton Harbour Information Centre
- Pat Pritechett
- Akaroa Civic Trust
- Potahu Tours

These have been included in the submissions folder accompanying this document. Overall, the submissions emphasize the importance of reducing emissions, promoting sustainable and regenerative tourism, engaging the community, and preserving the unique character of Banks Peninsula. They provide specific recommendations for analysing emissions, improving transportation, supporting conservation initiatives, and enhancing the plan's vision and implementation.

Acknowledgements

This mahi has been conducted in conjunction with communities across Banks Peninsula. Many people have given their time and energy to share their passionate opinions in regards to the future of tourism in their place - we would like to acknowledge and thank them for being willing to share their views.

The insights gathered are indicative of the tourism challenges facing Banks Peninsula during May 2023. The mixed model of collection (including the online survey, in-person street interviews, workshops and written submissions) meant that we heard from a diverse range of respondents, across a range of communities. Different communities across Banks Peninsula are affected in different ways by tourism - and we acknowledge that this is reflected in the feedback provided.

This consultation work has been prepared by Creative Agent, Fabriko & Narrative Campaigns.

