

# CROMWELL

CENTRAL OTAGO



## OUR DISTRICT COMMUNITY PLAN

*Working together to achieve our vision for the future*

A nighttime photograph of the Cromwell Central Otago sign and a large fruit sculpture. The sign, which reads 'CROMWELL CENTRAL OTAGO', is illuminated and features a row of small lights along its base. To the right, a large sculpture of three fruit items (two apples and one pear) is also illuminated. In the background, a burst of fireworks is visible against the dark blue night sky.

## VISION

A connected and safe community that respects people and our natural environment, enjoying active lives in a strong local economy.

# INTRODUCTION

A Community Plan identifies local issues, problems, and opportunities from specific community consultations, workshops and surveys. It sets out an achievable and long-term vision for the future and prepares a plan of action to achieve this vision.

This plan is the result of the whole community having their say about what is important to our community and what they would like to see in the future. It gives a snapshot of community issues that need addressing now, and provides a vision of where we would like to be in the future.

This is the third community plan since the first was presented in 2008, with information being collected from a workshop in 2017 with Peter Kenyon from Bank of I.D.E.A.S; the 2018 Cromwell Masterplan Survey; and a 2019 community brainstorming session with Cissy Rock from Community Think Ltd and the Connect Cromwell Post-COVID snap poll.

Community-led development is the process of working together to create and achieve locally owned visions and goals. If anything in this plan sparks your interest, contact any of the below organisations.



**CROMWELL &  
DISTRICTS  
COMMUNITY  
TRUST**



**CONNECT CROMWELL**

[www.connectcromwell.nz](http://www.connectcromwell.nz)

Supported by the Department of Internal Affairs



# WHAT WE VALUE MOST ABOUT THE CROMWELL DISTRICT

Consultation with our community over the past few years has identified what's most important to us and what we value most about Cromwell and the surrounding District.

## We value:

- Our strong sense of community and laidback lifestyle
- Our greenways and open space
- Our access to recreational amenities and facilities
- Our beautiful and diverse surrounding natural environment and landscape
- Our central location
- Our sunny climate
- Our superb locally sourced food and wine
- Our rich history and heritage



1. Greenways and Open Spaces



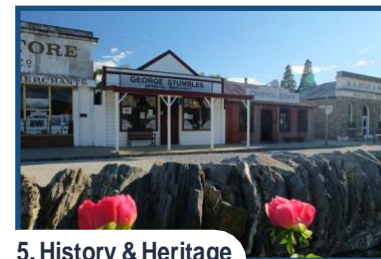
2. Environment



3. Recreation



4. Climate & Location



5. History & Heritage



6. Food & Wine



7. Lifestyle



8. Community

Image Credit 1, 3, 6: James Jubb/Tourism Central Otago  
Image Credit 2: Regional Identity/Shirley Howden  
Image Credit 4: Tim Bardsley Smith  
Image Credit 5: Central Otago District Council/Nikki Aaron  
Image Credit 7: Tourism Central Otago/Ross McKay  
Image Credit 8: Clare Toia-Bailey/Image Central Ltd.

## KEY THEME & OUTCOMES

Community outcomes are a high-level set of desired goals. These outcomes aim to improve the social, environmental, cultural well-being and economic strengths of Cromwell, now and for the future.



## **STRONG, CONNECTED AND VIBRANT COMMUNITIES**

**We value our strong sense of local community, our friendliness and the peaceful, laidback small-town feel.**

Having a revitalised town centre is, and has been, for many years important to our community. People like the village community feel and appreciate living in a peaceful, safe location. They also enjoy the emerging vibrancy as the community continues to grow and develop.

Having good connectivity, community events, a family focus and an all-inclusive culture are all part of who we are and what makes our community thrive.

### **Revitalise our town centre**

The community wants the town centre to be vibrant, functional, attractive and open for business. They would like there to be a heart to Cromwell.

### **Develop community connections**

As the Cromwell District continues to grow, it is important to maintain the small-town village feel. A place where everyone knows everyone and all say 'hello'. They can rely on each other and this creates community resilience.

### **Encourage community events**

The Cromwell District currently enjoys a variety of community events that they would like continued and expanded upon.

The success of these community events is due to the strong Cromwell community spirit and are keenly anticipated throughout the region.



## COMMUNITIES THAT PROTECT, CELEBRATE AND ENHANCE THE NATURAL ENVIRONMENT AND LAID-BACK LIFESTYLE

We value our rural, laidback lifestyle and our clean, beautiful, diverse natural environment/landscape, including the lake, our wide openspaces, the mountainsandhillsandthevineyardsandorchardsinthearea.

The Cromwell District's natural environment is the backbone of the economic, social and cultural well-being of our town. Our environment provides resources, opportunities and benefits.

Our engagement and connection as kaitiaki are paramount for the protection and enhancement of the environment, to create a sustainable future for generations to come.

### Protect, maintain and enhance Lake Dunstan

The community value Lake Dunstan for both the aesthetic value and recreational activities it offers. They are concerned that the lake is an underutilized and neglected asset.

Enhancing and protecting our diverse flora, fauna and ecology has been identified as critical to retaining our unique place in this world. A solid plan is needed to identify issues and maximise the potential of the lake and foreshore. The Guardians of the Lake (GOLD) are the local environmental conservation group advocating to protect and enhance Lake Dunstan now and for future generations. They are taking the lead in the planning and development of a Lake Management Plan.

### Encourage responsible urban planning

Our community strongly values our access to the special natural environment of our Cromwell District, and want to ensure that any development in the area is sympathetic to the natural landscape.

This includes maintaining and incorporating the network of greenway walkways into any new subdivisions.

### Reduce our pollution

As a community we recognise a need to reduce the amount of solid and liquid waste we produce as households and businesses, and the importance of reducing the quantity of waste going to landfill.



## COMMUNITIES THAT BUILD ON AND CELEBRATE ARTS, CULTURE AND HERITAGE

Culture is a vital part of a healthy and connected community. Our creative and performing arts and heritage events are well supported by both locals and visitors.

The Cromwell Heritage Precinct is a key focal area for Cromwell's heritage. Building on this and celebrating the area is a key priority for the community, as is the Cromwell Museum. The Goldfields Mining Centre in the Kawarau Gorge provides an interactive experience of Cromwell's mining and Chinese heritage. Plans exist and some community interest for the future recreation of the Chinese section of the Old Cromwell Town.

### Support the development of an arts and culture centre for Cromwell

Community feedback shows that our community are keen for a place to hold events, performances, and art exhibitions. A local community group, the Cromwell Cultural Centre Trust, is currently investigating the feasibility of a multi-functional facility, and the Cromwell Heritage Precinct is seen as a desirable location for this.

### Celebrate our heritage stories

The Cromwell District has a strong heritage due to its mining, horticulture, agriculture, viticulture and dam construction history.

### Acknowledge our local artisans

Our special location stimulates the creative talents in a plethora of artists. There are opportunities to bring their products to greater prominence.



## **SAFE AND HEALTHY COMMUNITIES WITH GOOD ACCESS TO SERVICES, AMENITIES AND FACILITIES**

**The communities value having safe and healthy environments and that we have good access to services, amenities and facilities.**

In recent surveys, the community have said that they love that Cromwell is a safe community with good access to services, facilities and amenities in the area.

They enjoy quality education from early childhood to tertiary. The Central campus of the Otago Polytech is a strong asset to the community. As the town has grown significantly in the previous 10 years so too has the range of medical practitioners readily available. We have a range of choices for senior living and care close to two supermarkets. The Cromwell community highly value their active lifestyle and enjoy the opportunities the recreational amenities and facilities provide.

### **Recreational amenities and facilities keep pace with growth**

The Cromwell communities highly value their active lifestyle and enjoy the opportunities the recreational amenities and facilities provide. As the town grows these need to keep pace with the growing population.

### **Health services meet current needs**

With a growing population and seasonal fluctuations, medical and education facilities need to be monitored to ensure services continue to meet current needs.

### **Encourage integrated transport networks to meet ongoing growth**

Within the Cromwell Basin, there is a desire for safe cycling / walking network. Integrated transport networks and efficiencies need to be developed along with growth to avoid congestion and parking issues.

To allow people to get around in a safe, accessible and efficient manner, the community would like for there to be integrated transport networks planned and developed for the Cromwell District.



## **A PROGRESSIVE AND RESILIENT ECONOMY CREATING OPPORTUNITIES FOR INNOVATION, EMPLOYMENT GROWTH AND PRODUCTIVITY**

**We value our thriving businesses and the contribution they make to both our economic and social wellbeing**

The Cromwell District's economy relies heavily on primary industry (agriculture, horticulture and viticulture), commercial trades and services sectors. Education and training plays an important role in ensuring these industries are suitably staffed.

There are a large number of charitable trusts and organisations in the Cromwell district who contribute a huge number of volunteer hours for the benefit of the community. It is a feature of small towns, that passionate people willingly give their time, skills and expertise to these groups. Their value to the local economy should not be underestimated.

### **Supporting our local businesses**

There are many small businesses within the Cromwell District. Becoming tourists in our place and enjoying our own special 'backyard' is a great way to support locals at the same time as being entertained, enjoying a holiday, dining out or shopping.

### **Celebrate our primary industries**

Community consultation shows that residents feel that our primary industries

need to be celebrated more. They are the backbone of our economy and it is important that horticulture, viticulture and agriculture are supported, backed and celebrated by our community.

### **Continue to be good hosts for visitors**

As a community, ensuring we support our visitor strategy in providing quality attractions and hospitality while adhering to our regional values will assist in providing a world class experience when coming to Cromwell.



# CROMWELL COMMUNITY ACTION PLAN

Encourage community-led development to drive themes and outcomes. Every successful project starts with a great idea!

THEME	OUTCOME		ACTION IDEAS
CONNECTED AND STRONG COMMUNITIES	1	Revitalise our town centre and open spaces	Hold events and celebrations within the mall and open spaces to encourage vibrancy.
	2	Encourage community events	Communicate ideas from the community to develop events. <b>Support locally driven initiatives.</b>
	3	Develop community connections	Participate by setting up events or activities in your local neighbourhoods. Encourage local streets to sign up for Neighbourhood Support.

THEME	OUTCOME		ACTION IDEAS
PROTECTING OUR ENVIRONMENT AND LIFESTYLE	1	Protect, maintain and enhance Lake Dunstan	Continue to encourage working bees amongst the community which focus on tree planting, cleaning up our lakes and rivers, and other initiatives that support the protection of our natural environment.
	2	Encourage responsible urban planning	Collaborate on initiatives to maximise how our indoor and outdoor recreational spaces are used.
	3	Reduce our pollution	Support community-led initiatives focused on waste reduction and more sustainable livelihoods.

THEME	OUTCOME		ACTION IDEAS
<b>COMMUNITIES ENGAGED IN ARTS, CULTURE AND HERITAGE</b>	1	Support the development of an arts and culture centre for Cromwell	Encourage community involvement on what we want for the future of our place.
	2	Celebrate our heritage stories	Support existing groups focused on celebrating our heritage stories, such as the Cromwell Heritage Precinct and Cromwell Museum.
	3	Acknowledge our local artisans	Encourage opportunities for local artisans, such as the Cromwell Farmers and Craft Market and other initiatives.

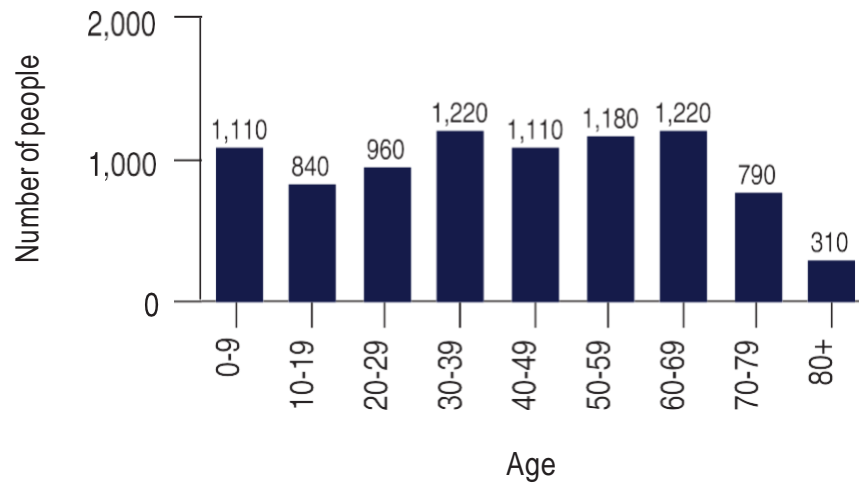
THEME	OUTCOME		ACTION IDEAS
<b>SAFE AND HEALTHY COMMUNITIES</b>	1	Recreational amenities and facilities keep pace with our growth	Liaise with community about current facilities and recreational opportunities as needs arise.
	2	Health Services meet our current needs	Encourage community to be involved with the health services.
	3	Encourage integrated transport networks to meet ongoing growth	Support and promote the development and use of local cycle and walkways.

THEME	OUTCOME		ACTION IDEAS
<b>A THRIVING ECONOMY</b>	1	Support our local businesses	Continue to encourage the community to shop local
	2	Continue to be good hosts for visitors	Work alongside Cromwell Districts and Promotions Trust and Tourism Central Otago to support local tourism operators
	3	Celebrate our primary industries	Engage the community in events such as the Central Otago Awards and other celebratory opportunities

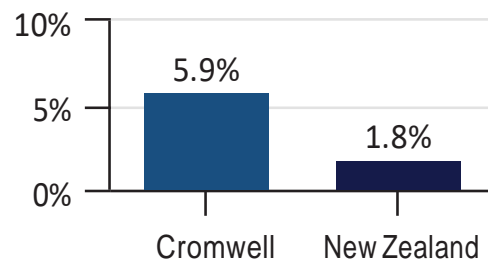
Individuals and groups can drive community initiatives. If you need help contact Cromwell and Districts Community Trust or Connect Cromwell.

## OUR COMMUNITY

Age Composition - 2019



New Business Growth  
2019



Increase in 25-39 year  
olds from 2015 - 2019



Cromwell Employment  
Growth, 2019



District Employment  
Growth

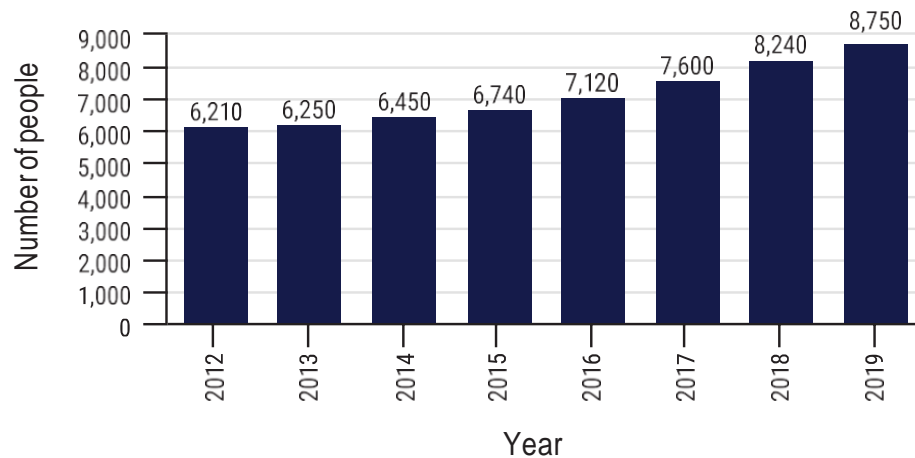


National Employment  
Growth



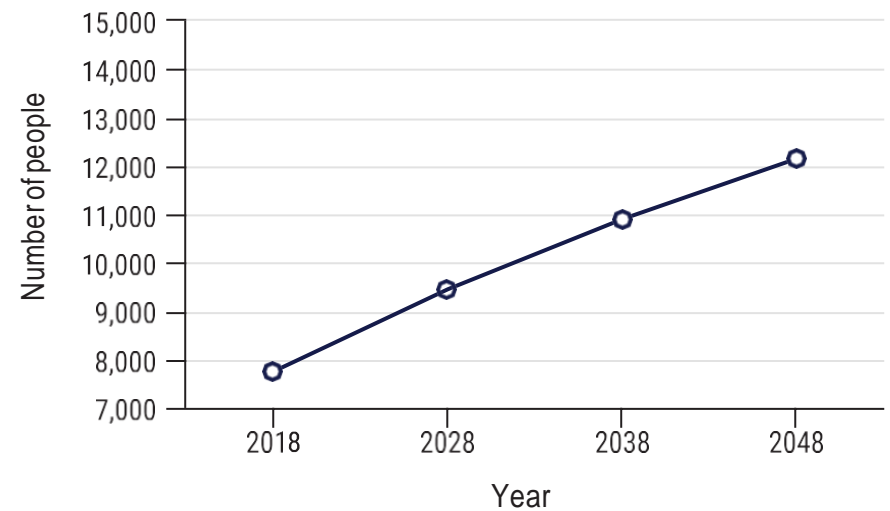
## OUR COMMUNITY

### Cromwell Population



Over the 2012 to 2019 period, the rate of population growth in Cromwell was the highest growth area in Central Otago. The highest rate of growth occurred in 2018 with a growth rate of 8.5%.

### Forecast Future Population - Cromwell



The population forecasts for the Cromwell Ward 2018-2048, are for a population of approximately 12,000 by 2048. This has been taken from the Cromwell Masterplan document.