



COMMUNICATING VALUE OF THE EAST BY EAST AREA



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The Christchurch earthquakes were responsible for the creation of over 600ha of unusable, derelict, 'red-zoned' land across the garden city. LIVS is an organisation that saw an opportunity to take the spaces, and regenerate life back into them through a community partnership and collaborative ventures. Using an 8ha plot in Burwood, the organisation has created a social initiative project that harnesses societies desire to interact, learn and contribute, this goes by the name of East by East. ExE boasts club bases, activities for all ages, and a range of workshops whilst providing an open and accessible green space. Our work with the space has surrounded helping LIVS communicate the value of the project to external parties for future licensing and funding purposes. To do so, we connected with as many stakeholders as possible to reiterate what the true value of ExE is in regards to their purpose for using the space. Using our generated values of engagement, revitalisation, opportunities, purpose and inclusivity, we are able to express just how valuable projects such as ExE are in uniting recovering and redeveloping societies. This work is also beneficial in understanding what evokes stakeholders in the community to use projects of this style and why they see them as beneficial. The following report outlines; the data collection methods used, the results of this data, a discussion of significance surrounding these outcomes as well as final recommendations and evoking future thoughts for LIVS.

that everyone who was a part of the community garden felt they were “like a family” (Christensen, 2019). There is no one size fits all method for valuing community projects. In (Dombroski, 2018) it discusses finding a set of indicators with different scales of value that could be used to develop a valuing tool.

The significance of the ExE area in terms of geological history but with a cultural aspect was introduced as well. The benefits of a wetland restoration will have a great influence on the ecology and hydrology of the area. This will not only benefit the wealth of the area but will also abide by the goals that local mana whenua would like to achieve. This has relevance to

Upon analysis of our data, the system categories of political, cultural, environmental, economic and societal were derived from Carl Folke's 1996 work 'Rights to nature'. The literature states that human activities and large-scale movements/trends move in the systems mentioned above (Folke, 1996). Not only do these connect and interact, but provide a clear structure for result interpretation. We decided to incorporate these categories to express our research in order to clearly group outcomes by their general theme. This meant that making inferences about each theme was easier as all data surrounding this aspect was collated together and interaction could be assessed.

Economically, responses valued and admired the transformation of the land in terms of direct economic value. Previously a red-zoned area, there was an appreciation for the increased site value the social initiatives have given. Concepts of increased property value in the surrounding area provided insight into the communities positive economic perception. The minimal cost was also a notable theme as the usage of the space is free for club and public use, as well as access to facilities such as the rugby field and fruit from the orchard. A Burwood residents association member noted that the free available produce was a large pull factor increasing ExE attractiveness denoting: "we've been collecting grapes and peaches there for years." Free land space for clubs such as the Redzone Drone Racing Club has provided them with an opportunity to grow their population and racing area without extensive monetary commitment. The club themselves stated that without the ExE area, they would struggle to

Through analysing the data by splitting it into political, cultural, societal, economic and environmental it became clear that the addition of the ExE projects to the red-zone land is not necessarily valued in monetary terms. However, it is immensely valued by the stakeholders who use it. The stakeholders have built a relationship with the land now, as the projects have been built upon it. To answer the research question of, 'how do site stakeholders value the ExE area?', five main themes and ways to value the land came out of the data analysis. These are inclusivity, opportunities, purpose, revitalisation and engagement. Inclusivity is about how inclusive the projects that are on the land, and how inclusive the land truly is. Many people mentioned that they found value in the space as there was something for every person to do. Such as young children had the pump track, adults had the ability to 'let nature in' and those with unique hobbies such as disk golf and drone racing have a place to play and race. The opportunities associated with the land was another value, as the land offers a space for these unique hobbies to go ahead with no complaints from other people. For example, the drone club experienced noise complaints at their previous base, which they don't experience now as no one lives in close proximity to the ExE area. Opportunities also include a promotion, such as people walking in the space get to see the projects that are going on which is a form of advertising for them. Purpose is another value that came out from the data analysis, as the ExE area gives people a reason to go into the red-zone. People also experienced a sense of purpose from th

of a group may have been influenced by their personal views. We noticed most groups were consistent with their feedback. The most unique responses to our questions was the local

We decided that as part of our project we wanted to give a useful tool back to LIVS so that they could have an easy to use tool to see how people value the ExE space in the future. This tool has the five themes that were evident in the data collected (purpose, engagement, revitalisation, inclusiveness and opportunities), a rating scale and a radar graph which shows the results in an easy to understand format. When a theme is clicked on, a short explanation of what that theme means shows up, so that the people rating the area can see what the theme truly means. Then once the person rating is ready to rate, they can find a drop-down

Throughout our data collection and analysis, there were some general findings that did not answer our research question but could benefit LIVS. Firstly, lack of signage. Stakeholders had concern around the lack of direction the area had in terms of directing where each individual community project was located. A designated dog park was mentioned a number of times by stakeholders who walked their dogs as it would be nice to allow the dogs to run freely through the space.

In conclusion, we found that stakeholders of the ExE projects find them valuable in multiple descriptions. The themes of value that stood out to us from the analysis of our data were purpose, revitalisation, engagement, inclusivity and opportunities. Stakeholders have built a relationship with the land and everyone from all demographics have something to do in this space. Everyone that we interviewed all agreed that the land is more valuable to the community now with projects on it than without them. The area has been revitalised from a red-zone into a community space for social, recreational and ecological activities to flourish. Future work in the area of this research could include gathering more qualitative data such as the number of park users per day, this would be valuable information if people had enough time to conduct this research. The conclusions that we have made are reliable and can be tested with the tool we have designed in figure 1, which we have received positive feedback about.

Kingsley, J. (2006). Cultivating health and wellbeing: members' perceptions of the health benefits of a Port Melbourne community garden. *Leisure Studies*, 207-219.