

COMMUNITY PROFILE 2018

EAST AREA 6


COVERING RUAKURA, GREENSBORO, HILLCREST WEST,
HILLCREST EAST, RIVERLEA AND SILVERDALE



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**Hamilton
City Council**
Te kaunihera o Kirikiriroa

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1 INTRODUCTION

What is a community profile?

Hamilton City Council's community profiles provide information about community areas across our city.

The community profile covers the following topics:

- Background of the area.
- Physical description of location and boundaries.
- Demographic and social statistics compiled from the 2018 Census (where applicable, results will be compared with 2013 data and the Hamilton average).
- Perceptions of the local community about people's life experiences living in the area.
- The views of residents about social services and public facilities.
- Community needs.

Who can use this community profile?

The profile is designed to be used by individuals and organisations with an interest in the community, and is intended to help decision making for community initiatives and projects.

The profiles are also designed to be used by residents of the community themselves, to help form a better understanding of their area and how it compares with other areas and the greater Hamilton community.

Sources

Information has been accessed primarily from two sources:

- Census 2018 (Statistics New Zealand). This information will be added as a new section once neighbourhood data is released by Statistics New Zealand.
- Hamilton City Council community surveys, conducted in 2018 (more than 1500 people filled in our community survey).

Both these sources provide a snapshot of data at the time they were taken (March 2018).

About East Area 6

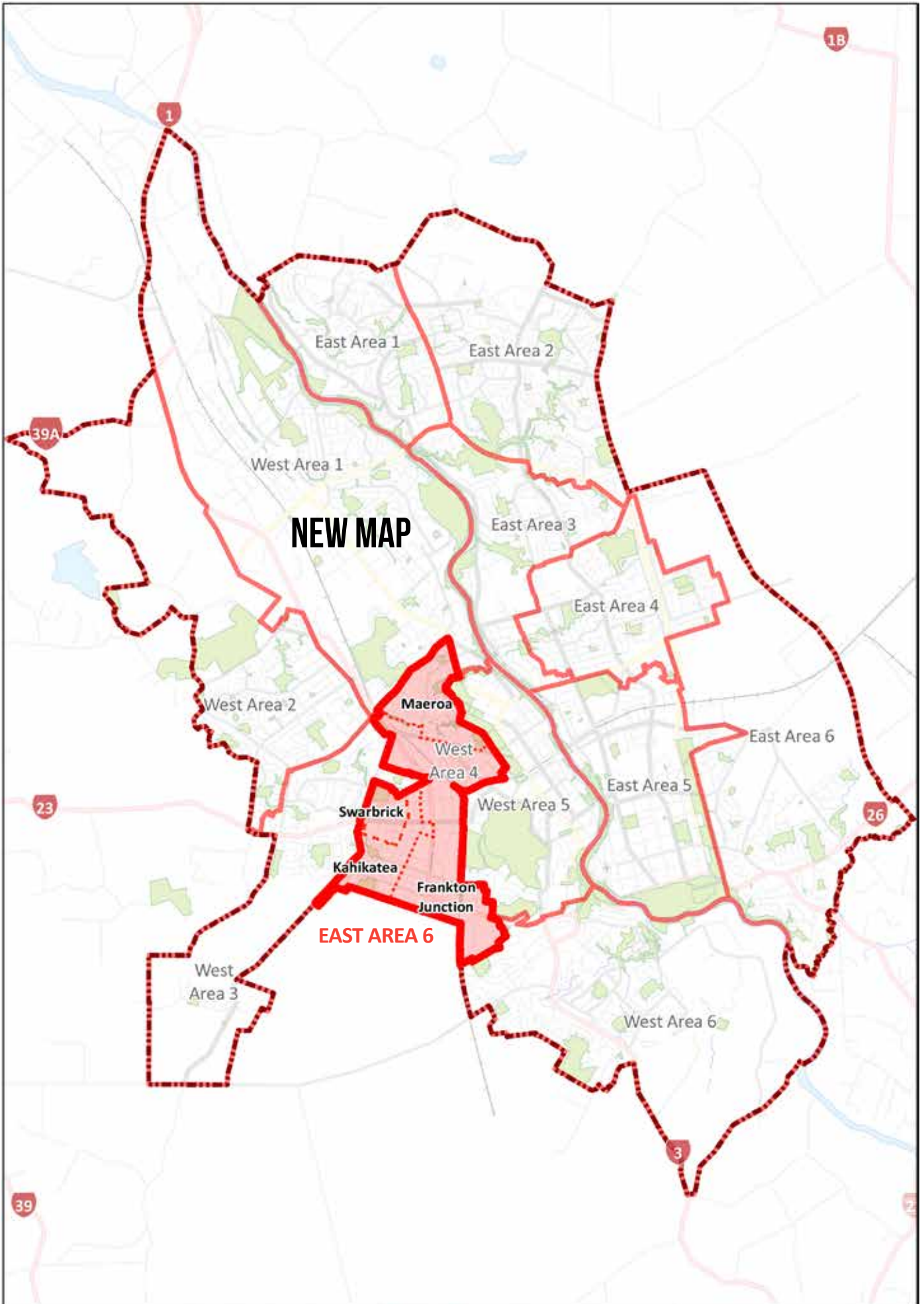
East Area 6 is in the South East of Hamilton. It is a mostly residential area, though it is also the location of the University of Waikato and sub-rural area of Ruakura.

Schools in East Area 6 include St John's College, Hillcrest High School, Toku Mapihi Maurea, Knighton Normal School, Silverdale Normal School, Berkley Normal Middle School and Hamilton Seventh-day Adventist School.

There are a number of parks and recreational facilities in East Area 6. Marist Park, Clyde Park, Hillcrest Stadium and Flynn Park make up the East Town Belt, which also includes the Eastlink Sports Hub. Other Parks in the area include Jansen Park, Hillcrest Park, Hammond Park and esplanade Walkways on the eastern side of the Waikato River.

Other community facilities include the Hillcrest Library and Riverlea Theatre.

The University of Waikato and Hillcrest Normal School are partner pools with Hamilton Pools offering community access to swimming recreation for people in their own neighbourhood.



COMMUNITY PROFILE AREAS SUMMARY

The table below shows a list of each of the community profile areas assessed through this project. Reports are available for each of these areas. For more information, contact us (details below).

HAMILTON CITY COMMUNITY PROFILE AREAS AND THEIR UNITS

COMMUNITY PROFILE AREA	COVERING CENSUS UNITS
West Area 1	Pukete East, Pukete West, St Andrews East, St Andrews West, Te Rapa North, Te Rapa South, Forest Lake and Beerscourt
West Area 2	Rotokauri/Waiwhakareke, Nawton East, Nawton West, Crawshaw, and Western Heights
West Area 3	Dinsdale North, Dinsdale South and Temple View
West Area 4	Maeroa, Frankton Junction, Kahikatea and Swarbrick
West Area 5	Whitiora, Kirikiriroa, Hamilton Central, Hamilton West and Hamilton Lake
West Area 6	Melville North, Melville South, Deanwell, Resthill, Glenview, Bader, Fitzroy and Peacocke
East Area 1	Flagstaff North, Flagstaff South and Flagstaff East
East Area 2	Rototuna North, Rototuna Central, Rototuna South, Te Manatu, St James and Huntington
East Area 3	Queenwood, Chedworth, Miropiko and Chartwell
East Area 4	Porritt, Fairfield, Enderley North, Enderley South and Fairview Downs
East Area 5	Claudlands, Peachgrove, Hamilton East Village, Hamilton East Cook and Hamilton East
East Area 6 (Our neighbourhood)	Ruakura, Greensboro, Hillcrest West, Hillcrest East, Riverlea and Silverdale



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ABOUT HAMILTON

2 ABOUT HAMILTON

The gateway to the central North Island, Hamilton, or Kirikiriroa in Maaori, is New Zealand's largest inland city, straddling the superb Waikato River. The mighty Waikato River flows for 16 kilometres through the city with the eastern and western suburbs on either side.

History

- Hamilton's earliest settlers, Maaori from the Tainui waka called the area Kirikiriroa, which means long strip of gravel and is the Maaori name for the city today.
- The area has a 700 to 800-year history of Maaori occupation and settlement, highlighted by pa sites, traditional gardens and agricultural features along the Waikato River.
- In the 1860s the New Zealand Wars and the NZ Settlement Act enabled land to be taken from Maaori by the Crown; a total of 1.2 million hectares was confiscated in the Waikato region and provided the basis for subsequent European settlement in Hamilton.
- Formal European settlement began on 24 August 1864, when Captain William Steele disembarked from the gunboat Rangiriri and established the first redoubt near what is now Memorial Park.
- The name Kirikiriroa was changed to Hamilton in honour of Captain John Charles Fane Hamilton, a Crimean and Waikato war veteran and commander of the Esk, who was killed at Gate Pa in 1864.
- In 1867 the road was opened to Auckland and a regular coach service commenced, followed by railway from Auckland in 1877.
- The Borough of Hamilton was established on 27 October 1877 with a population of 1245 and an area of 752 hectares, through the combining of the East and West settlements. Sixty-eight years later on 13 December 1945, Hamilton became a city with 20,000 citizens.

Fast Facts

- City area is 11,093 hectares.
- Population estimate 169,300 people (estimate at June 2018).
- A youthful population with around half of the residents less than 30 years old (median age 32).
- NZ European make up about 63.6% of the population and Maaori 23.7%.
- The city is home to 160 ethnicities making up about 20% of the population.
- Indian, Chinese, Samoan, Filipino, Tongan and Cook Island are other major ethnic groups identified.
- The climate is mild and moderate year-round rainfall keep the city and surrounding area very green.
- The city has more than 1,100 hectares of open space with over 200 parks, reserves and gardens, including 45 sports parks that have 96 developed and bookable winter sports fields and 86 playgrounds.
- Hamilton has three international sports venues, the multi-purpose FMG Waikato Stadium, the boutique international cricket ground Seddon Park, and indoor sport venue Claudelands Arena.
- Hamilton Gardens, which attracts thousands of visitors each year was 2014 International Garden of the Year.



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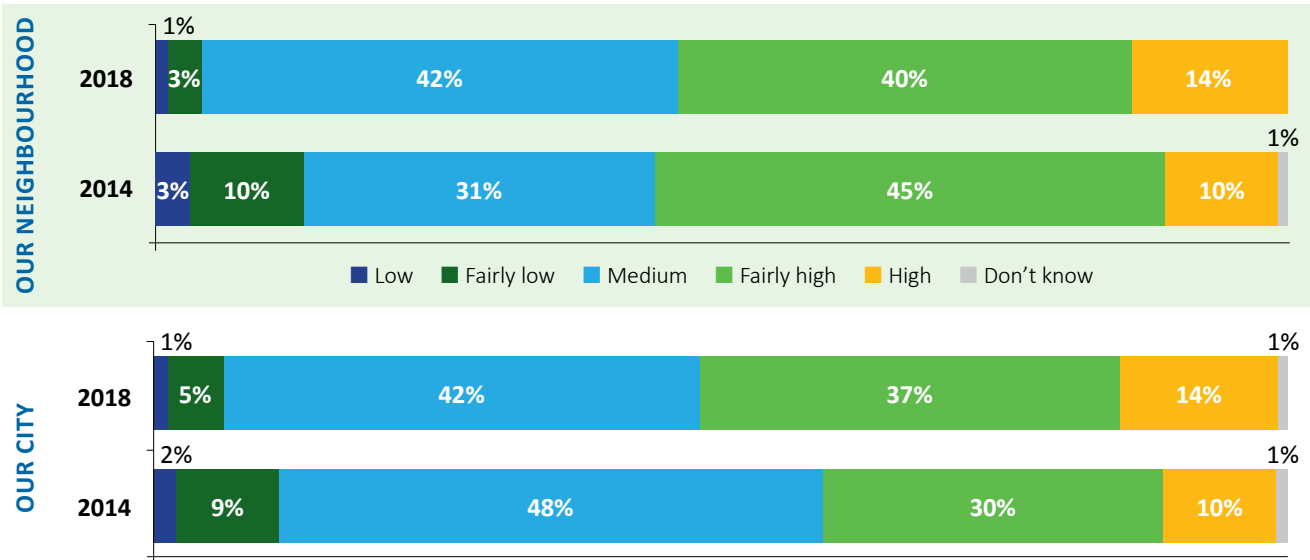
COMMUNITY SURVEY - STANDARD OF LIVING

3 STANDARD OF LIVING

Community survey responses indicate that people in our neighbourhood rate their standard of living higher now than they did 4 – years ago. Less people don't have enough to meet everyday needs. Compared to the last survey the same number of people are making sacrifices due to finances, and less of us are very satisfied with our current standard of living.

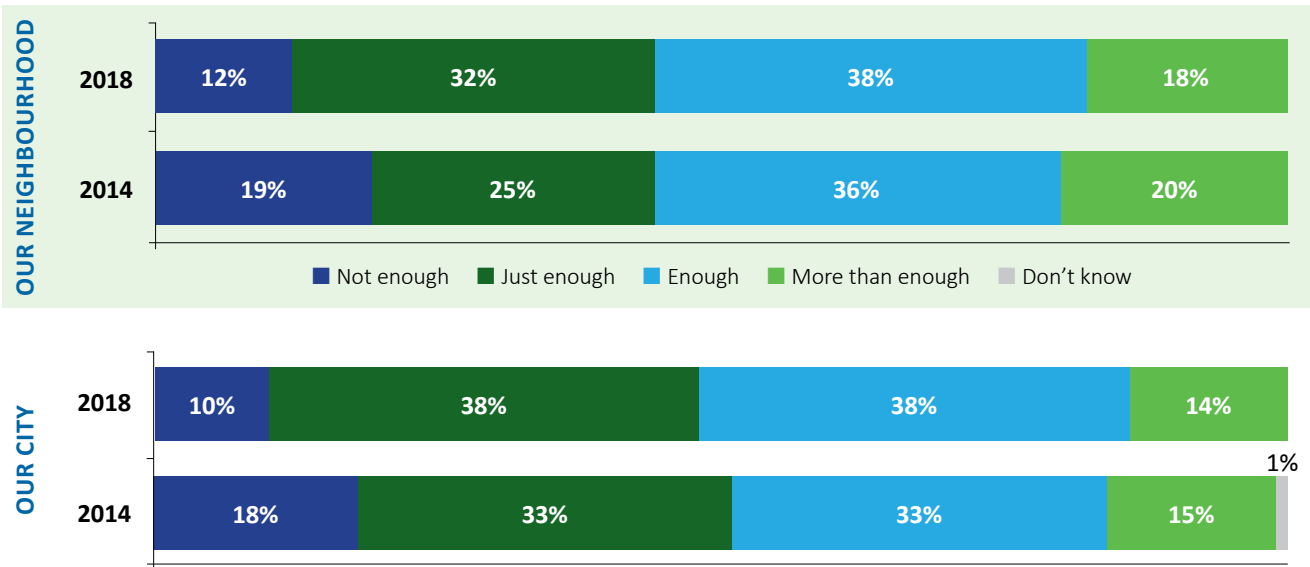
The community survey asks a variety of questions to people about their quality of life. A general question is used to establish how participants feel about their standard of living, ranked from a line of high standard of living to low.

WE ASKED: "HOW WOULD YOU RATE YOUR STANDARD OF LIVING?"



People were also asked to assess how well their income meets their everyday needs. This question was asked to establish a greater understanding of the relationship between incomes and living costs, as opposed to simply measuring annual income.

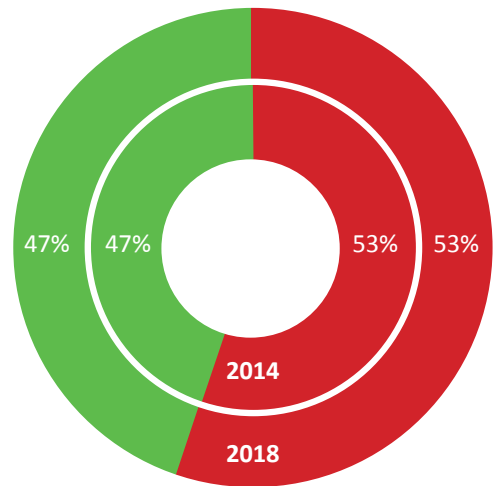
WE ASKED: "TO PAY FOR WHAT YOU NEED (EG. ACCOMMODATION, FOOD, CLOTHES AND OTHER NECESSITIES) WOULD YOU SAY THAT YOU HAVE?"



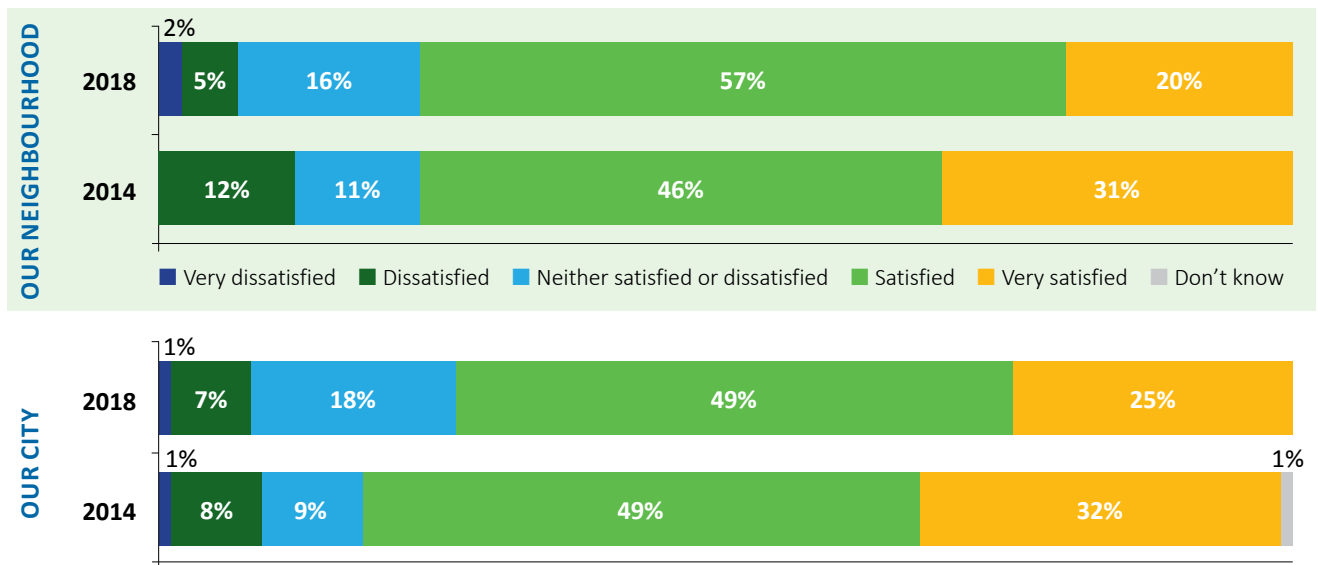
WE ASKED THE QUESTION “TO KEEP DOWN COSTS, HAVE YOU DONE ANY OF THE FOLLOWING IN THE LAST 12 MONTHS?”

- Gone without fresh fruit and vegetables.
- Skipped a meal.
- Worn clothes that were worn out or not suitable.
- Avoided using heating even if you felt cold.
- Put off going to the doctor.
- Not picked up a prescription.
- Missed out on doing things you normally would do (like hobbies or outings).
- None of these.

53% of our neighbourhood said they had made at least one of the sacrifices listed above to keep cost down. This stayed the same since last survey.



WE ASKED: “GENERALLY, HOW SATISFIED ARE YOU WITH YOUR CURRENT STANDARD OF LIVING?”





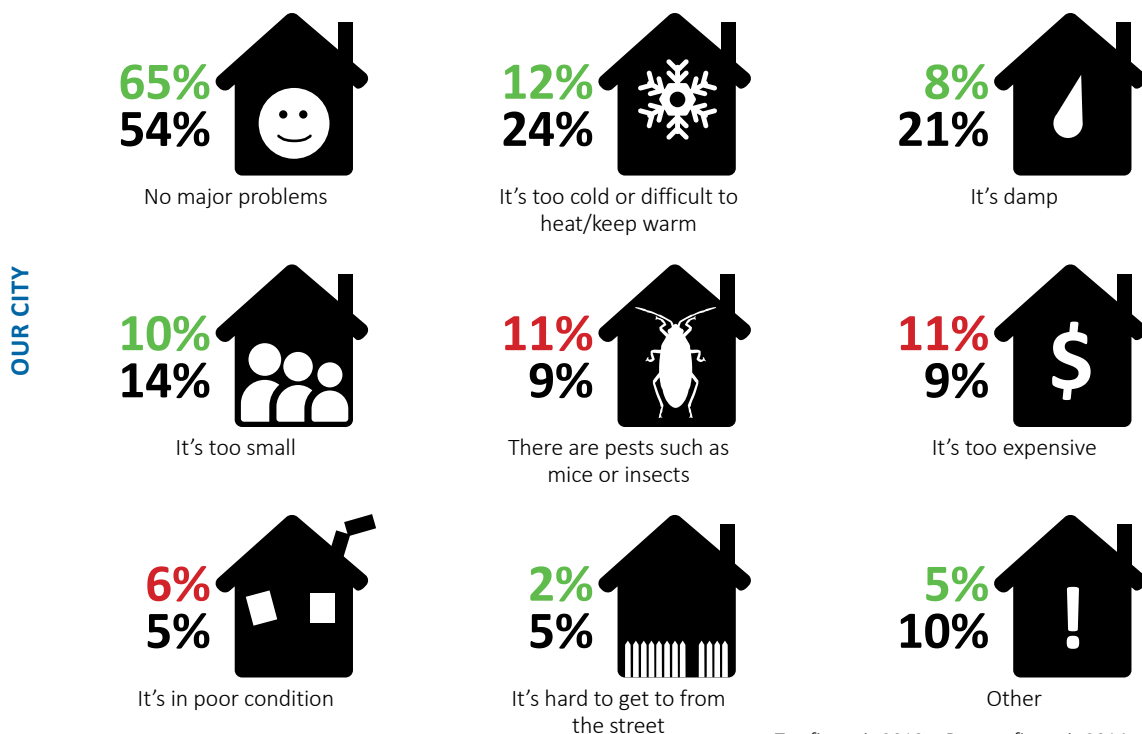
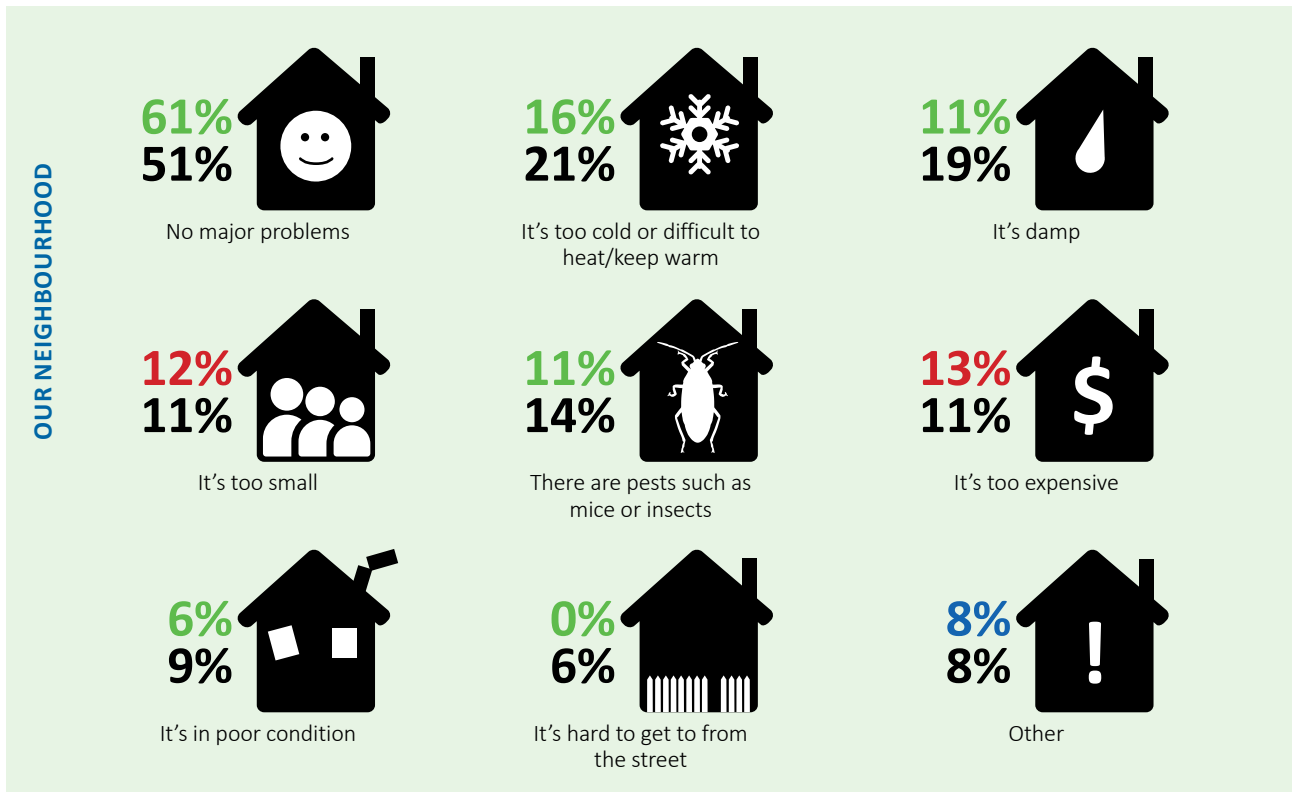
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HOUSEHOLDS AND NEIGHBOURHOOD

HOUSEHOLDS AND NEIGHBOURHOOD

There are many aspects of housing which influences communities. The availability, pricing and quality of housing in a neighbourhood will all have an impact on its residents. More of us have no major problems with where we all live. Our biggest concerns are around our homes being too cold.

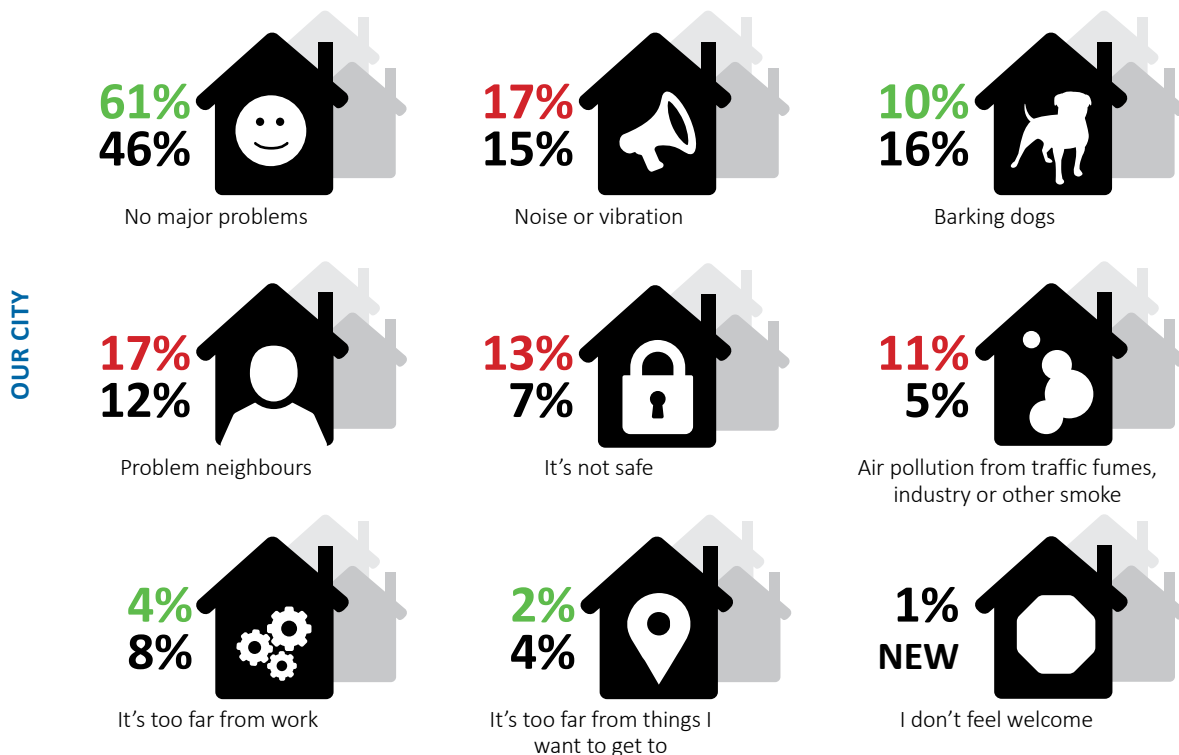
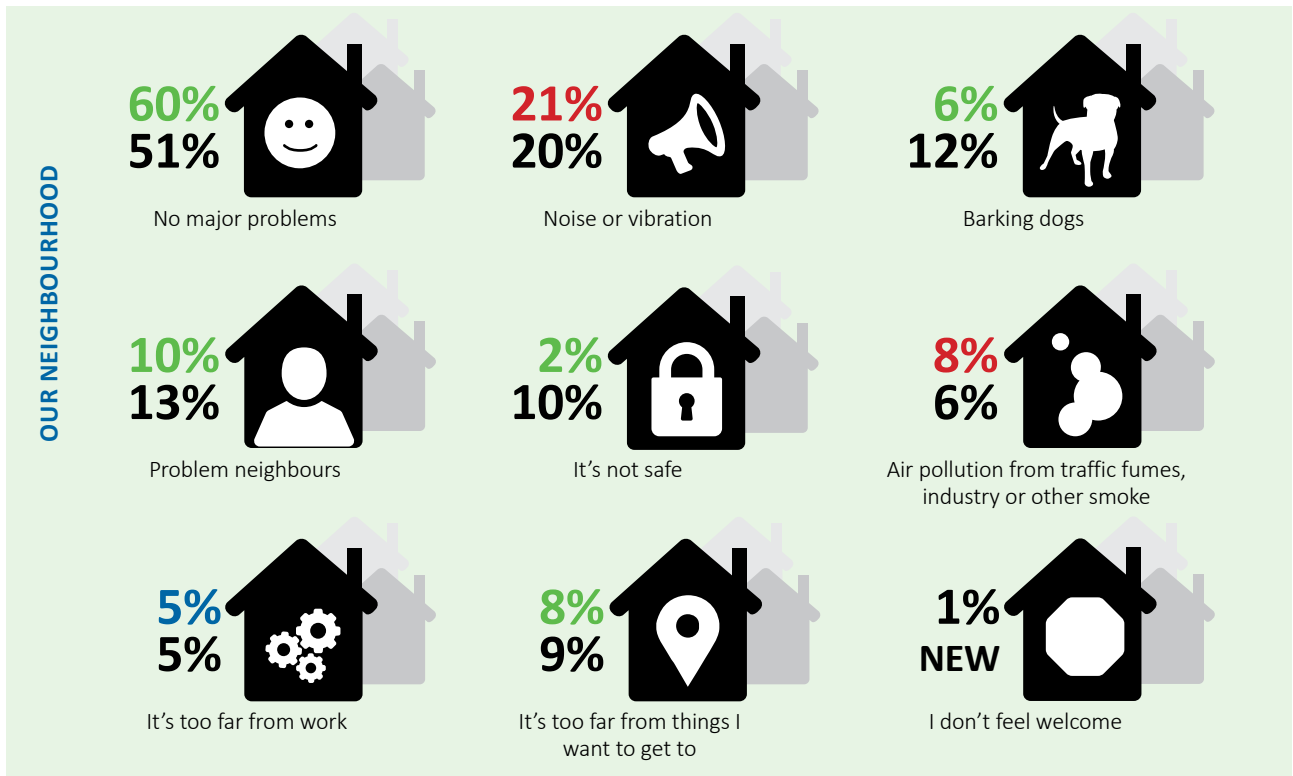
WE ASKED: "THINKING ABOUT THE HOUSE YOU CURRENTLY LIVE IN, DO ANY OF THE FOLLOWING APPLY TO YOU?"



- Top figure is 2018 - Bottom figure is 2014
 - Green is a positive 2018 trending result compared to 2014
 - Red is a negative 2018 trending result compared to 2014
 - Blue indicates no change

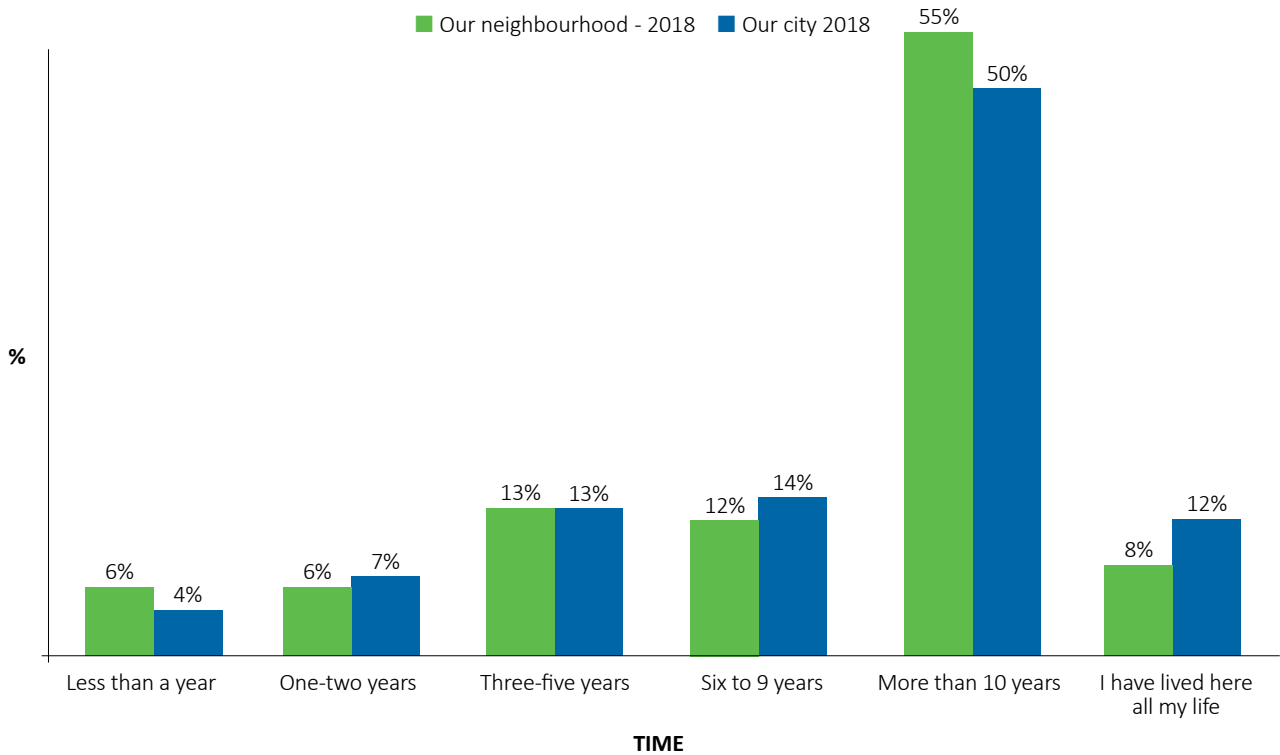
Respondents were also asked to identify neighbourhood problems that may impact on quality of life. Our biggest issue is around noise and vibration.

WE ASKED: “THINKING ABOUT THE STREET OR NEIGHBOURHOOD WHERE YOU LIVE. DO ANY OF THE FOLLOWING APPLY TO YOU?”



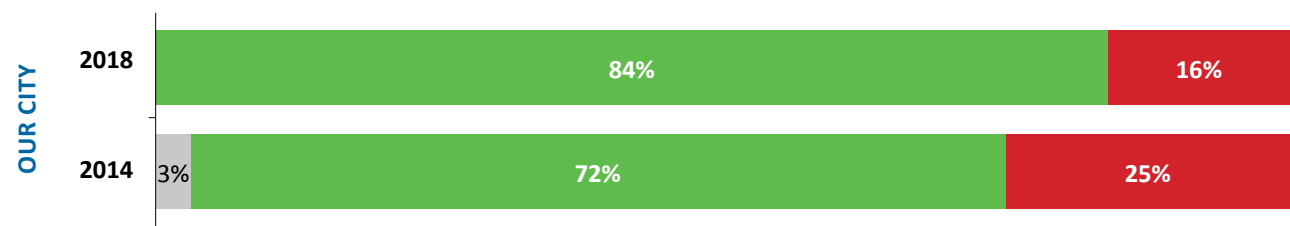
Length of time in the city

WE ASKED: "HOW LONG HAVE YOU LIVED IN HAMILTON?"

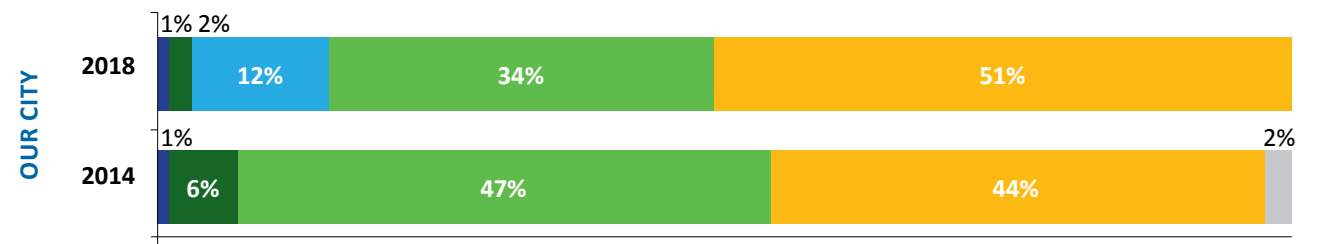
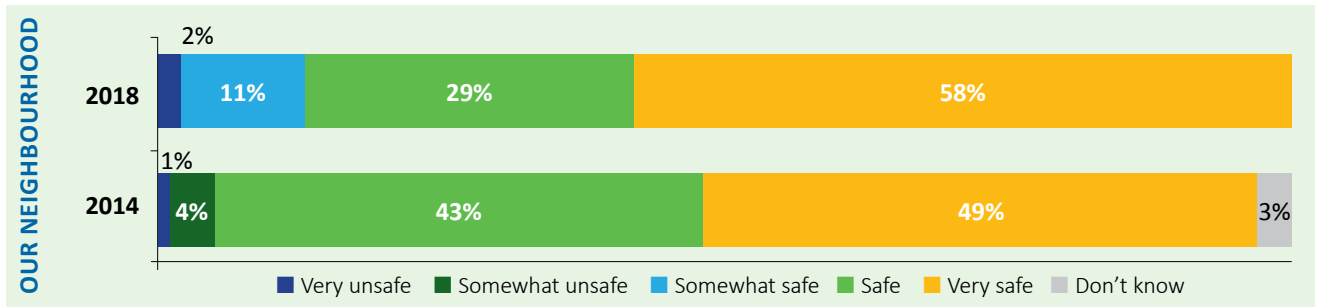


Safety is a critical indicator in a community. This can be measured through the impact of crime and perceptions of safety within the community. Our neighbourhood has more survey respondents who have not been victims of crimes- and feeling safer, both during the day and night.

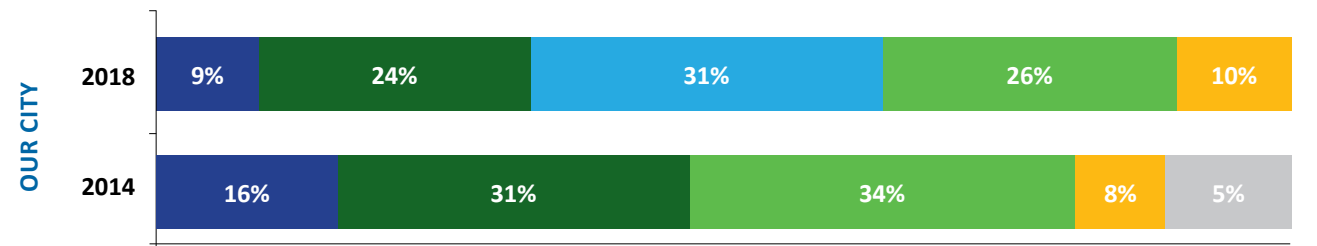
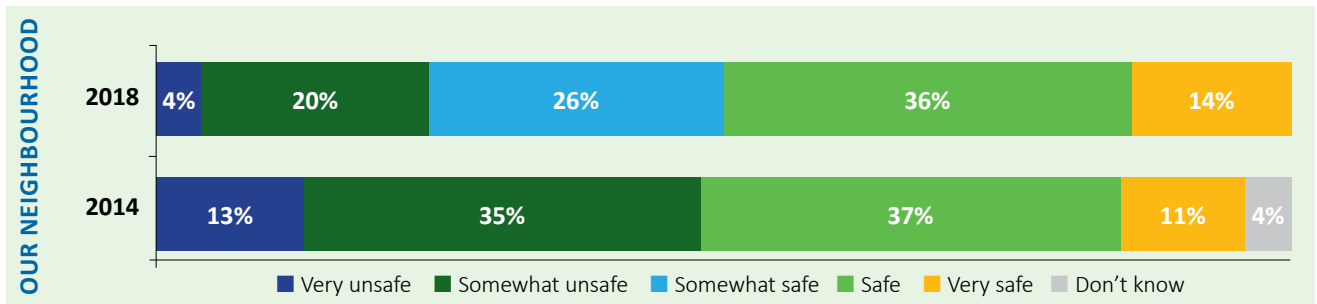
WE ASKED: "HAVE YOU HAD ANY CRIME(S) COMMITTED AGAINST YOU IN THE LAST 12 MONTHS?"



WE ASKED: “OVERALL, HOW SAFE WOULD YOU FEEL WALKING ALONE IN YOUR NEIGHBOURHOOD DURING THE DAY?”



WE ASKED: “OVERALL, HOW SAFE WOULD YOU FEEL WALKING ALONE IN YOUR NEIGHBOURHOOD AT NIGHT?”





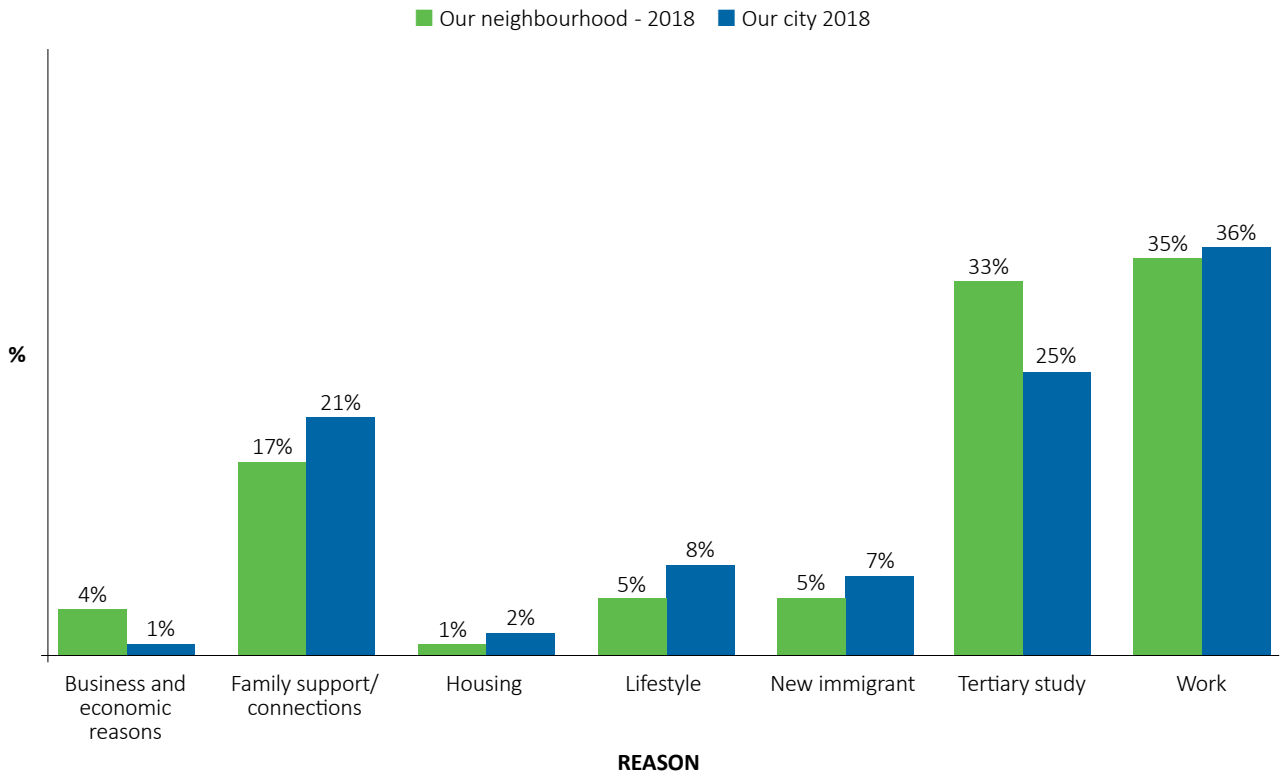
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VOLUNTEERING

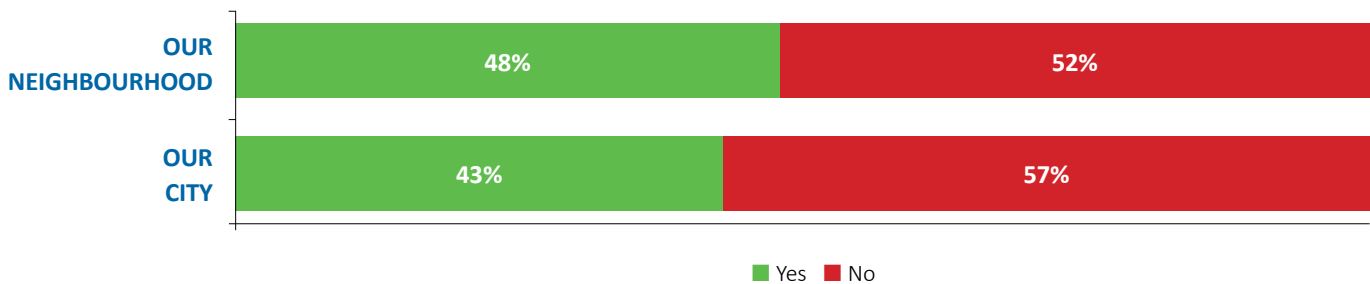
5 VOLUNTEERING

More of our neighbourhood moved to Hamilton for study and work and in the month before filling in the survey had undertaken more voluntary or unpaid work than the rest of the city.

WE ASKED: "WHY DID YOU MOVE TO HAMILTON?"



WE ASKED: "IN THE LAST FOUR WEEKS HAVE YOU UNDERTAKEN ANY VOLUNTEER WORK FOR A CLUB OR ORGANISATION?"



WE ASKED: "IN THE LAST FOUR WEEKS HAVE YOU DONE ANY UNPAID WORK FOR ANYONE NOT LIVING WITH YOU (HELPING SOMEONE MOVE, PROVIDING TRANSPORT OR LENDING TRANSPORT, CAREGIVING, OR CHILDCARE, ETC)?"





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SOCIAL WELLBEING

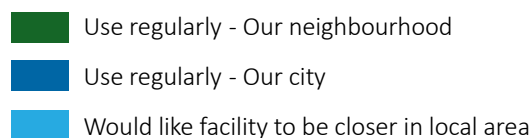
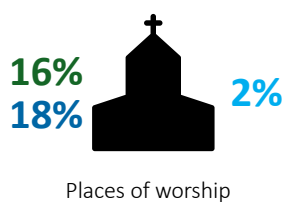
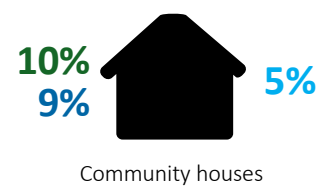
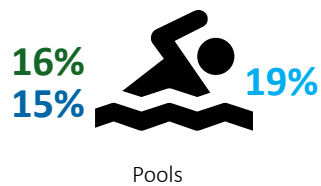
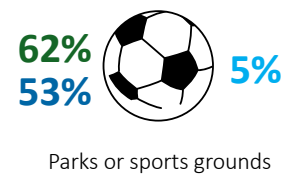
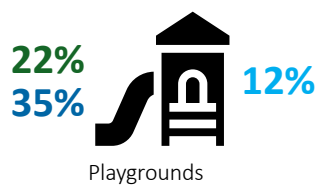
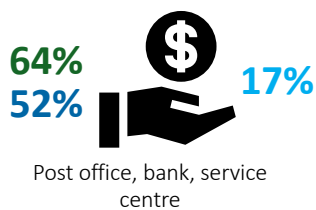
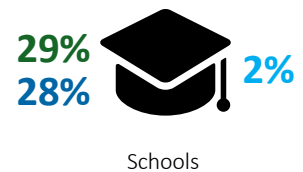
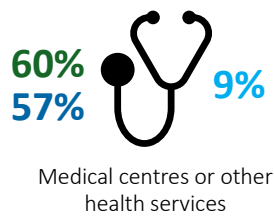
6 SOCIAL WELLBEING

There are several factors enabling people to live fulfilling lives and make a community a good place to live. Social connections and access to facilities that enable people to connect with friends and family can improve quality of life for residents in a community.

Use of Local Facilities

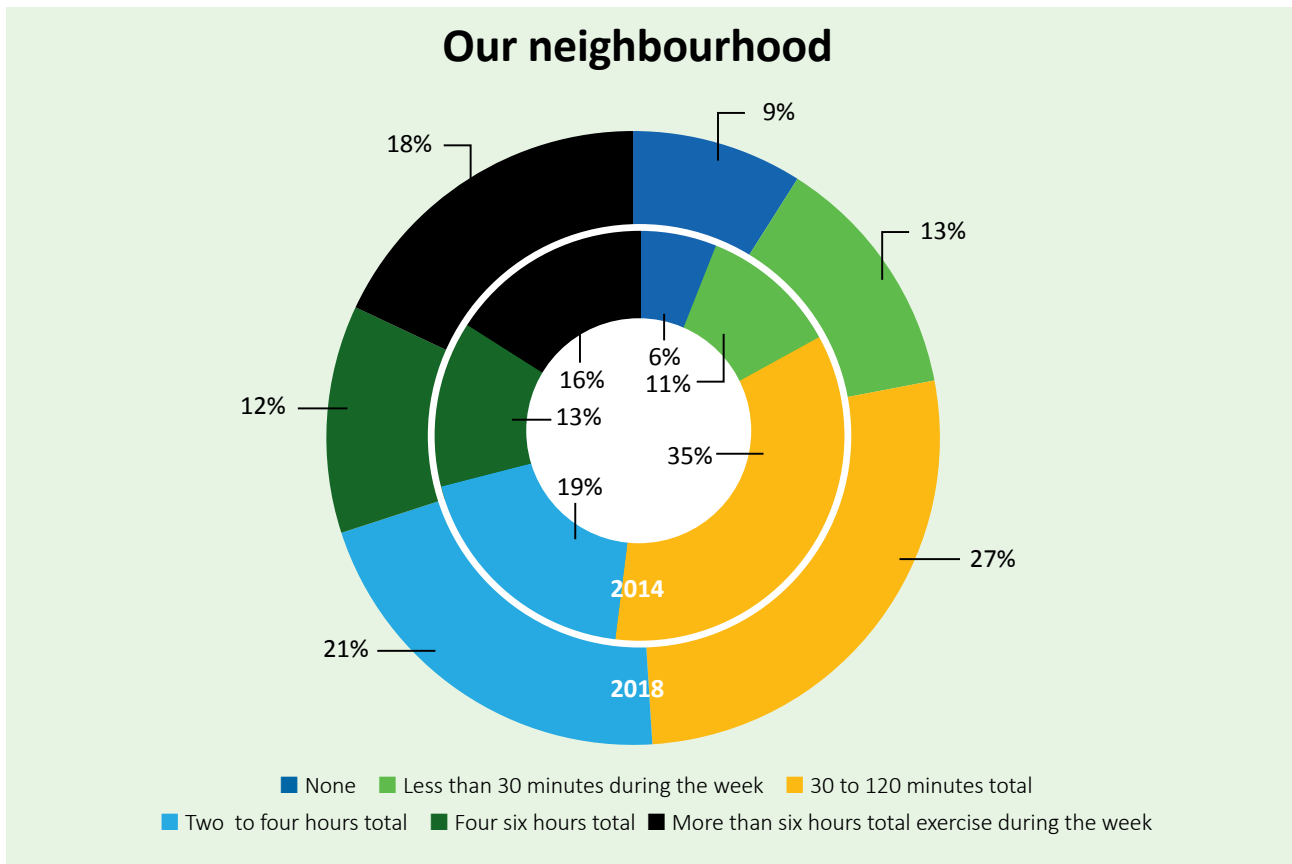
The use of facilities and services at a local level can improve overall engagement within communities. Respondents were asked if they regularly use local facilities, and of these, which would they like to be closer.

Our neighbourhood has a high usage of local facilities and is relatively satisfied with the closeness of these facilities.



Physical activity

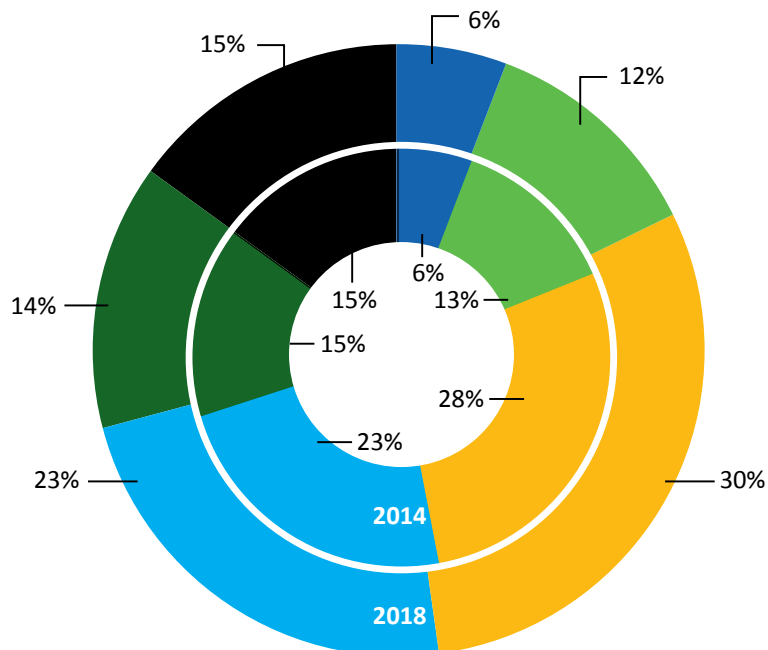
WE ASKED: "HOW MUCH PHYSICAL ACTIVITY DID YOU DO FOR WORK, FITNESS, OR FUN IN THE LAST WEEK?"



The top ways people in our neighbourhood are physically active is walking, cycling, running/jogging and equipment-based exercise.

The significant barrier preventing us from being physically active is not being motivated or having the energy, followed by family and work commitments and cost to participate.

Our city



Social Connections

Several questions are asked in the community survey around social connections. These questions were asked to evaluate if people were well-connected within their communities and to their family and friends.

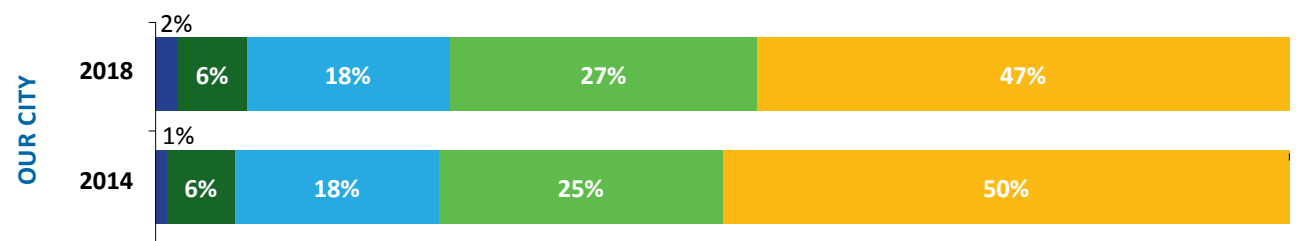
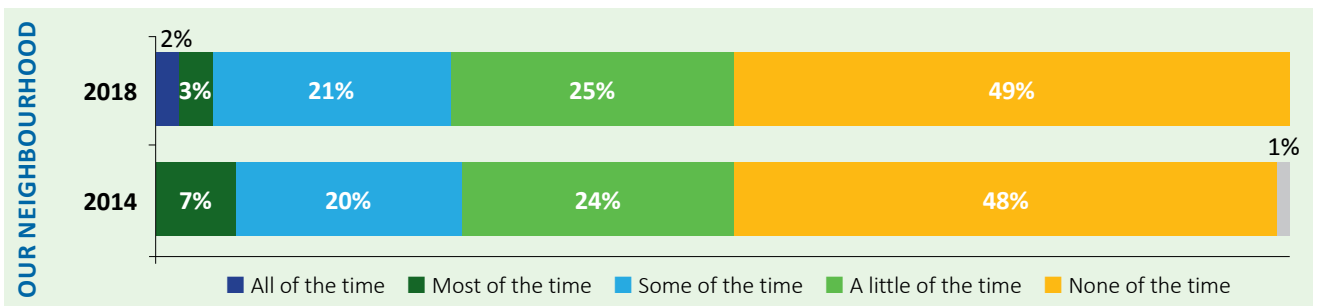
Questions asked included:

- How often people feel isolated.
- How often people saw family members, both personally and through non-face to face means.
- Did they feel this was often enough.

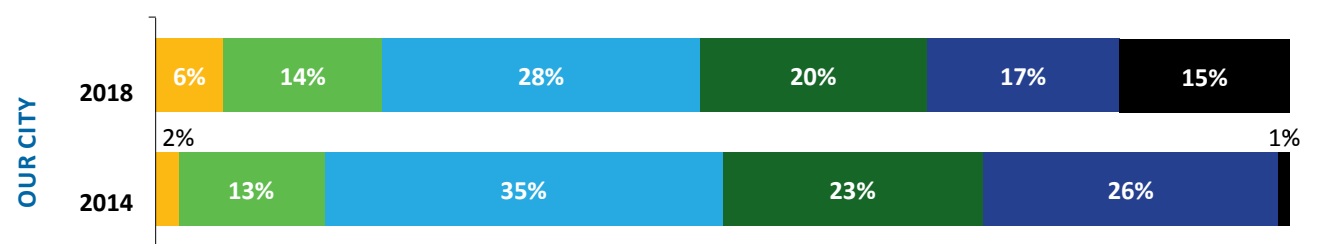
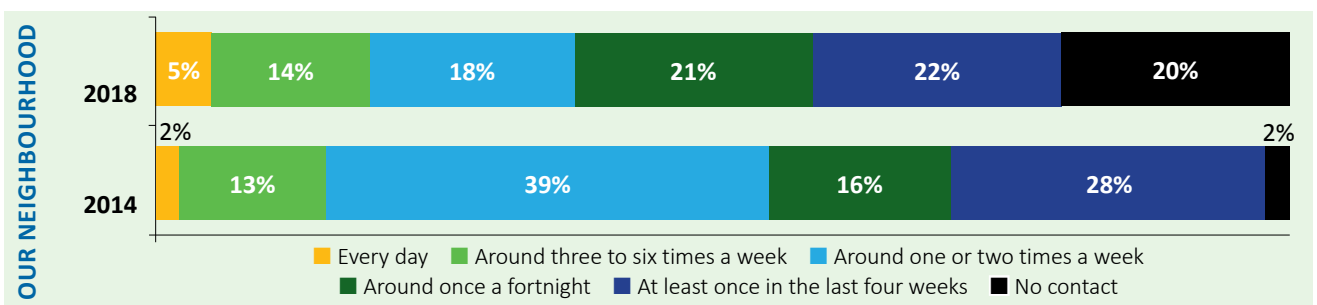
These same questions were also asked of contact with friends.

Our neighbourhood is feeling more isolated than four years ago.

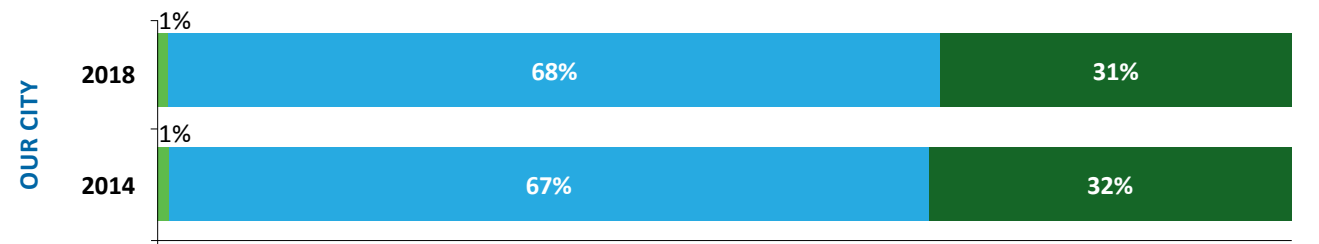
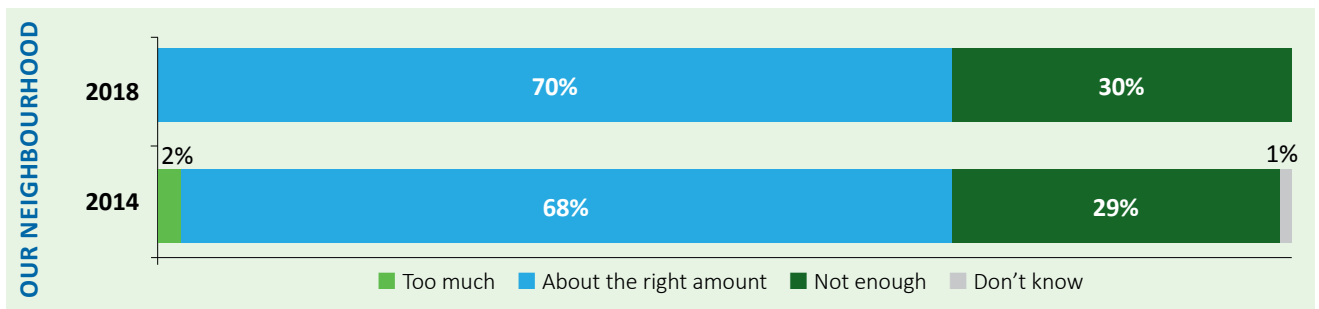
WE ASKED: "HOW OFTEN HAVE YOU FELT ISOLATED FROM OTHERS DURING THE LAST FOUR WEEKS?"



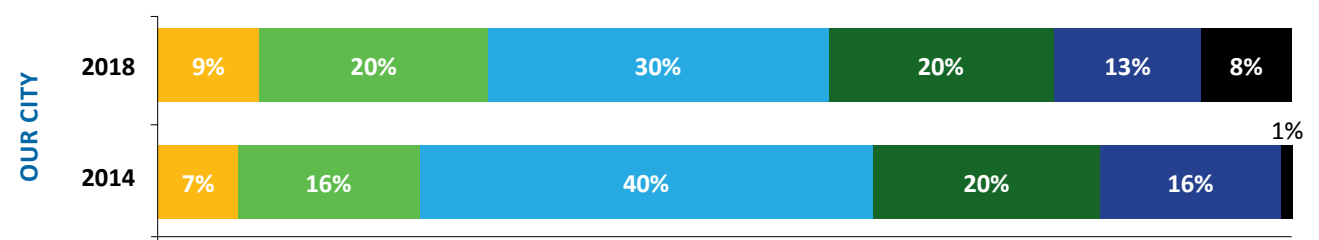
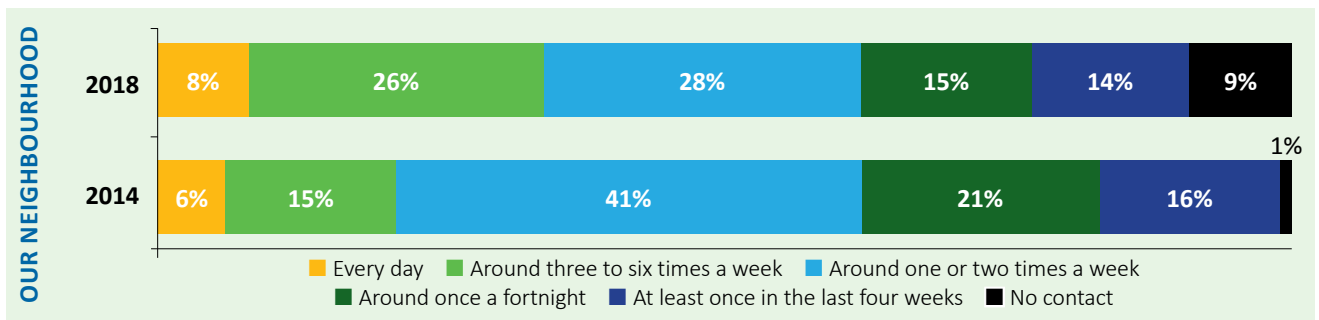
WE ASKED: "IN THE LAST FOUR WEEKS, HOW MUCH CONTACT HAVE YOU HAD WITH FAMILY OR RELATIVES WHO DON'T LIVE WITH YOU?"



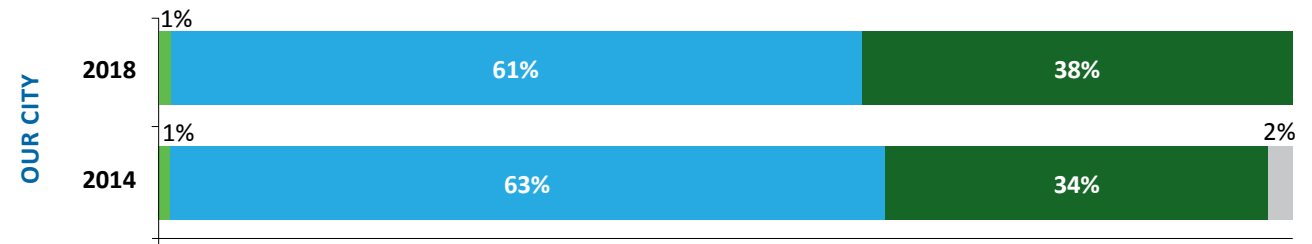
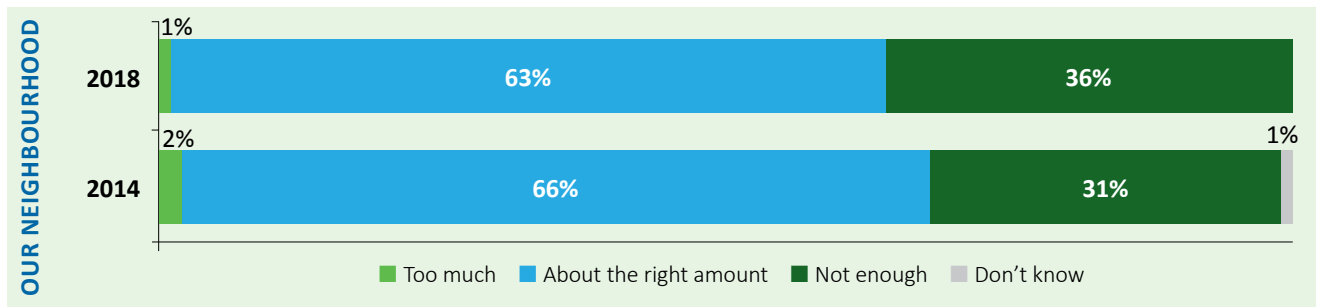
WE ASKED: “THINKING ABOUT ALL THE TYPES OF CONTACT YOU HAVE WITH FAMILY OR RELATIVES WHO DON’T LIVE WITH YOU, HOW MUCH CONTACT WOULD YOU SAY YOU HAD WITH THEM?”



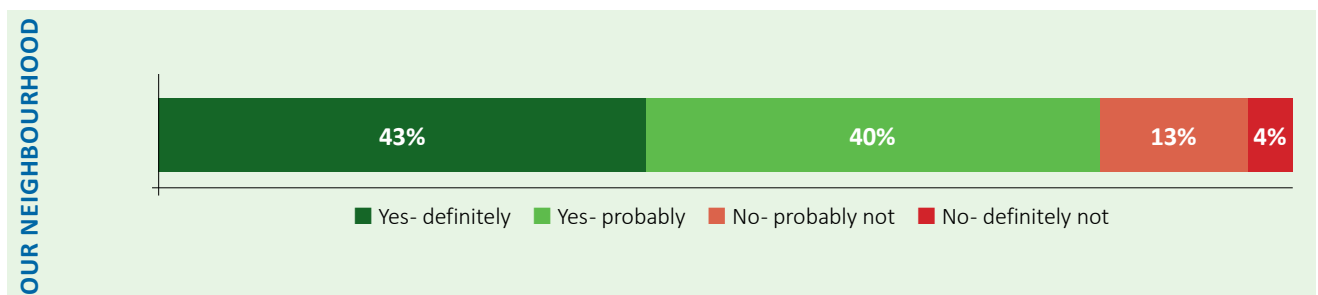
WE ASKED: “IN THE LAST FOUR WEEKS, HOW MUCH CONTACT HAVE YOU HAD WITH FRIENDS WHO DON’T LIVE WITH YOU?”



WE ASKED: “THINKING ABOUT ALL THE TYPES OF CONTACT YOU HAVE WITH FRIENDS WHO DON’T LIVE WITH YOU, HOW MUCH CONTACT WOULD YOU SAY YOU HAD WITH THEM?”



WE ASKED A NEW QUESTION IN 2018: “DO YOU HAVE ANYONE WHO COULD HELP YOU WITH DAY TO DAY TASKS IF YOU WERE AWAY FROM HOME, SICK OR INJURED?”



✉ **Hamilton City Council**

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🌐 hamilton.govt.nz/community-development