



people's panel



Historic Heritage Survey

December 2011

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1 Summary of Key Findings

Summary of key findings

- 88% believe that protection of historic heritage is important
- 78% have visited a historic heritage site in the last 6 months, 76% of those visits were to a museum
- 54% think historic heritage is not well understood in their area
- 48% were undecided or did not know the level of satisfaction they felt on the way historic heritage is cared for
- the highest ranking initiative was for giving historic heritage more protection
- most panellists believe the role for caring for historic heritage is the responsibility of a number of parties.

Panellists were asked to provide their views on historic heritage at a local level and the overall management of historic heritage in the Auckland region.

Almost all responding panellists (88%) said the protection of historic heritage is important. More than three quarters of panellists had visited a historic heritage site in the last 6 months. Museums were the most popular place to visit.

On the level of satisfaction with the way historic heritage is cared for, nearly half of all respondents were undecided or did not know.

The draft Heritage Plan seeks to prioritise initiatives to focus on over the coming year. The most supported initiative was to give historic places more protection in Auckland Council plans (which includes scheduling more historic sites, structures, places and areas; archaeological sites; and, sites of significance to Māori). The next most supported initiative was improving public access to historic heritage.

On the role of who should be caring for historic heritage panellists considered this was a shared responsibility with a number of parties having a role.

The following report includes more details about the key findings.

2 Background and Objectives

Auckland Council is working on a plan to provide a proactive approach to the management of historic heritage of the region. The plan will establish priority actions and the resources to implement them, as well as providing opportunities for all of us to play an important role as guardians of our heritage.

Once completed, the Historic Heritage Plan will provide clear goals to maximise the potential of historic heritage in Auckland. Auckland Council is proposing to consult the public on the draft plan in early 2012.

In this survey, People's Panel members were given the chance to get involved early and help shape the plan and the future of Auckland's historic heritage.

3 About the People's Panel

The People's Panel aims to provide a representative sample of the local population who are encouraged to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel supplements other research, consultation and engagement activities and is used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'average' members of the public – that is, they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying, there were approximately 6,700 people registered with the panel, with representation from each local board area, age group and ethnicity. The People's Panel is not yet representative of Auckland as a whole and further recruitment is under way to improve participation levels from particular areas, age groups and ethnicities.

For more information about the People's Panel visit: www.aucklandcouncil.govt.nz/peoplespanel

4 Methodology

The survey was sent out to all People's Panel members (6737) and had 1,963 responses giving a margin of error of $\pm 1.8\%$. The survey was live from 13 October to 27 October 2011, and one reminder was sent to boost the response rate. The survey took 11 minutes to complete on average.

It should be noted that participation in People's Panel surveys is voluntary. As such, the demographic and geographic distribution of panellists responding to this survey may not reflect the general population of Auckland. For this reason, results should not be considered representative. We do, however, emphasise the value of the feedback presented in this report from a larger scale consultation and engagement perspective. For a full breakdown of respondent demographics, please see Appendix II.

The survey questions are provided in Appendix I. There were seven questions in total with either a yes or no or rating response required. Each question also asked for reasons. The open-ended comment question responses varied from one-word answers to lengthy paragraphs with several points and ideas. The responses fell into a number of themes. The proportion of the sample mentioning each theme has been counted.

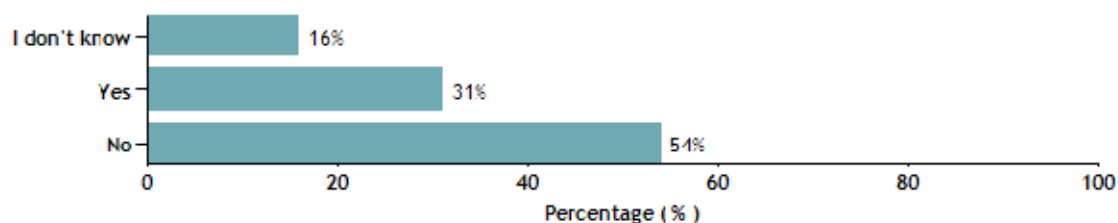
Please note that results in tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

5 Findings

5.1 Understanding of historic heritage

Panellists were asked first if they thought historic heritage in their local area is well understood and what would help better understanding. Just over half of all respondents thought historic heritage was not well understood in their local area and less than one third thought it was.

Is historic heritage in your local area well understood?



Do you think historic heritage in your local area is well understood?	Number of responses n=1963	% of responses
Yes	600	31%
No	1,054	54%
Don't know	309	16%

Base: Panellists participating in survey n= 1963

5.2 How to help understanding of historic heritage

Almost three-quarters of panellists gave suggestions on how to help understanding of historic heritage in their local area. While many ideas were put forward, most could be included in the following themes:

- better understanding of historic heritage i.e. more information, signage /interpretation
- accessing historic heritage i.e. education, publicity, development of historic walks/trails
- managing historic heritage - i.e. change in council focus
- resources and incentives for historic heritage.

What could help understanding in your local area?	Number of responses n=1450	% of responses
Summary of themes		
Better understanding of historic heritage i.e. more information, signage /interpretation	767	53
Accessing historic heritage i.e. education, publicity, development of historic walks/trails	369	25
Managing historic heritage - i.e. change in council focus	53	4
Resources and incentives for historic heritage	20	1
Other	235	16

Base: Panellists who made suggestions on what could help understanding in their local area n= 1450

5.2.1 Better understanding of historic heritage i.e. more information, signage /interpretation.

Over half the suggestions on how to improve understanding of historic heritage related to providing better information, signage and interpretation. A common suggestion was that relevant information should be available on the internet or dedicated websites. Many people considered that there was the need to produce pamphlets/ brochures to inform people about local historic heritage. A number of panellists felt there was a need to provide improved signage on buildings and other historic heritage items. As part of the signage, interpretation of the historic heritage item was seen as having value.

Better understanding – selection of verbatim comments

- *listing of historical sites within the area in our local council office*
- *a brochure listing historic features of the area provided to residents*
- *a dedicated website*
- *a guide by suburb*
- *a letter with history and map details on the areas in which we live, history is an important part of our journey. Ellerslie has markers in the paved concrete, it makes you want to find the rest of the markers*
- *a map specifically highlighting heritage sites delivered to each home*
- *little signs around the streets such as has been started mainly in the inner city 'here was the original foreshore' 'here this person of significance worked' etc*
- *areas of interested identified, even by a simple plaque or sign post, or a detailed sign if warranted*
- *better signage explaining what things are such as historic markers*
- *identifying all areas of historical importance and protecting these. Have information up around this 'sites' to make their significance clear to those living in the area and to grow their understanding of how their area came to be*
- *information boards in areas that can be seen from the main road*
- *more plaques or signage visible from the street, perhaps like the blue plaques in London, of where historical persons lived*
- *signposted historical "walking trails"*
- *signage and making it something people want to know about and feel connected to.*

5.2.2 Accessing historic heritage i.e. education, publicity, development of historic walks/trials

A quarter of the ideas put forward related to a need to raise awareness of historic heritage through education and publicity. Creating and promoting historic trails was seen as a way of achieving this. Some panellists considered that using local newspapers to promote heritage and publish articles on heritage issues/items would be of benefit. A number felt the community, especially children, needed to be educated about historic heritage.

Accessing historic heritage – selection of verbatim comments

- *an awareness campaign*
- *more school visits to historic sites and extension for reading and discussion as a result*
- *an article in our local paper from time to time pointing out things of historical significance*
- *greater advertising to create awareness*
- *a "historic walk" trail through Glen Eden, documented, explained and mapped in a pamphlet freely available in the library, local CAB. The pamphlet could also list any existing tours, such as through Waikumete Cemetery*
- *create a heritage trail and have leaflets available from libraries and info centre*
- *free guided walks around areas of significance*
- *guided tours like on K' Road, brochures (comprehensive like the once available for Auckland's Queen Street), movies, exhibitions.*

5.2.3 Managing historic heritage

A smaller number of panellists stressed the need for managing historic heritage and commented on the council's role in this. Some suggested that council needed to change its focus or that council had the role of custodians of historic heritage and must lead. Concerns were expressed at the loss of some buildings considered to have historic heritage value. Some panellists thought there should be more council control through regulation to protect historic heritage. However, others commented that not everything is of heritage value and that there is a need to apply some discretion.

Managing historic heritage – selection of verbatim comments

- *active support from Auckland Council*
- *apply heritage rules strictly and if they are inadequate change them so they can be enforced*
- *by focusing on real and tangible pieces of truly historic architecture, which are good and sound quality, together with combining modern buildings with reminiscent historic reflections. The sculptures at New Lynn reminiscent of the brick factory are a superb example of this. There should be minimal examples maintained, for maximum impact. Too many examples will get in the way of future and appropriated development*
- *consultation with us the residents*
- *tougher regulations*
- *council should encourage the setting up of History committees in each area to foster and promote the spreading of knowledge of Maori heritage, geographical heritage, fauna heritage and present day heritage*
- *a local board that actually understands and cares about culture and heritage as it really impacts on peoples lives, but they just don't have the depth of knowledge or expertise*
- *a process that council uses to consult and receive feedback on local issues including development.*

5.2.4 Resources and budgets

A few panellists commented that there needed to be resources available to adequately maintain, and where necessary, improve historic heritage facilities. New museums or historic villages were noted as contributing to peoples' understanding of historic heritage.

Resources and budget – selection of verbatim comments

- *more funding to local community groups who will promote local heritage*
- *a local museum housed by local historical societies, digital collections of their artefacts, histories documents, photos, school programmes to create pride in the school & locale - promote civic duty & use local history to tie all of it together*
- *a museum - but that might be costly. Maybe a section at the local visitor information centre or library?*
- *having an Historical Society has helped Onehunga protect heritage to a large extent*
- *if historical places were better cared for and better integrated into communities*
- *direct financial support for local heritage group*
- *financial assistance and rates relief for owners of heritage properties*
- *if even a fraction of the money that is being squandered on Auckland city's new waterfront development, would go a long way towards maintaining our heritage. Instead, some of our historic heritage is being ignored or left to decay.*

5.2.5 Other ideas

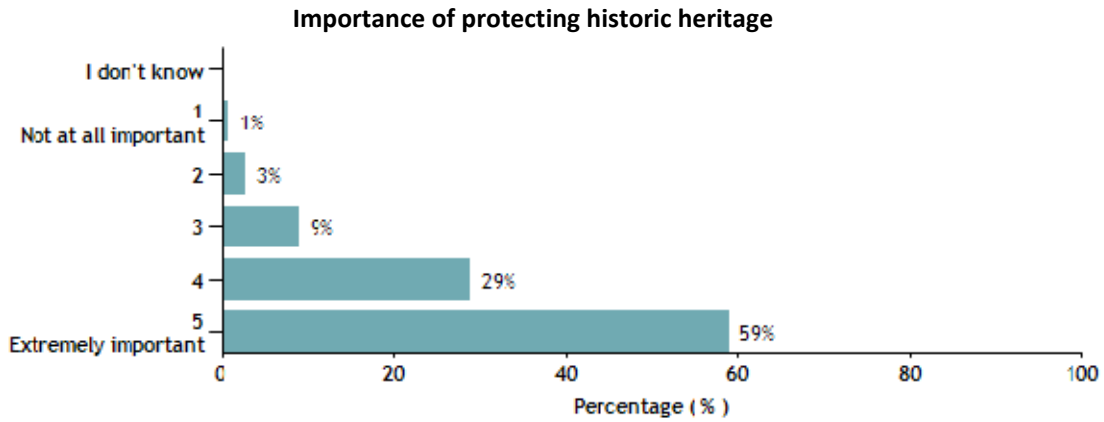
A number of other ideas on how to help understanding of historic heritage which fell outside the main themes are listed below.

Other issues – selection of verbatim comments

- *support of Devonport Heritage and Museum and the DOC initiatives*
- *as clear definition of what is historic, what is historically significant, what has historical value and what is simply old and replicable*
- *a reduced focus by developers on other on the almighty dollar. A classic case was demolition of His Majesties Theatre. Another is the recent demolition of the Spanish style houses at St Heliers*
- *appreciation of old buildings. Too often they are demolished. Look at what happened to the lovely old Mon Desir Hotel, and then it became a motel .even that was better than what happened next. All Aucklanders want are a solid concrete plastic-windowed monstrosities. It would even help if plastic windows and sliding glass doors were off the list!*
- *culture and heritage often is not an issue until the question a site, building is raised. Reactions can often be motivated by 'ownership' of neighbouring properties*
- *first you need to ascertain whether the community is that interested in the subject. I don't believe many folk are*
- *heritage requires some clear definition. Often Cultural Heritage is taken to be only Maori culture and it is forgotten that Europeans and many other people in New Zealand have a cultural heritage in New Zealand as well*
- *we do not identify significant buildings, archaeological areas enough - as a result many people are looking at something that may be quite significant in a local, regional or national context, but have no idea of its significance or why it is significant*
- *consideration should be given to developing small local heritage trails that can link in with walking and cycling routes*
- *I don't think the average person on the street knows anything about the heritage in their area. I myself know that we have Howick Historical Village but don't know a lot more about the history of Howick. I see Fencibles written everywhere but don't know about that part of our history. I guess I could go to the library to find out ... To be honest, I think a lot of people don't care about their history until it is being threatened!!*
- *I think the Auckland Heritage Festival is a great idea and I think it helps to have sessions where older members of the community can share information and memories about where they live*
- *just listen to the local people!!!*

5.3 Protection of historic heritage

The survey looked at how important panellists thought the protection of historic heritage is. Eighty-eight per cent of respondents felt that protection was important, 59% thought it was extremely important.



Base: Panellists participating in survey n=1963

How important do you think the protection of historic heritage is? <i>Please rate this on a scale of 1 to 5 where 1 is 'Not at all important' and 5 is 'Extremely important'</i>	Number of responses n=1963	% of responses
1 - Not at all important	20	1
2	53	3
Total not important (1&2 only)	73	4
3	174	9
4	561	29
5 - Extremely important	1,150	59
Total important (4&5 only)	1711	88
I don't know	5	0

Base: Panellists participating in survey n= 1963

Panellists were asked to give the reasons behind their answer about protection. The main themes to emerge were that protection of heritage:

- provides an understanding of our past – so important to protect
- provides identity and culture, makes communities closer
- is important for the next generation
- provides a point of difference and adds character.

How important do you think the protection of historic heritage is? Summary of themes	Number of responses n=1739	% of responses
Provides an understanding of our past – so important to protect	815	47
Provides identity and culture, makes communities closer	358	21
Is important for the next generation	147	12
Provides a point of difference and adds character	63	4
Other	367	21

Base: Panellists who made suggestions on what could help understanding in their local area n= 1739

5.3.1 Provides an understanding of our past – so important to protect

Nearly half of the panellists commenting on how important the protection of historic heritage is gave their reason as being that it provides a better understanding of our past so therefore it is important to protect. The feelings expressed by respondents included that without our heritage we would not know about ourselves and how we came to be. Others felt historic heritage provides a strong visual connection to our past.

Provides an understanding of our past – selection of verbatim comments

- *if we forget our past, we are doomed to repeat it*
- *as a relatively young country, we should be proud of our heritage. An understanding and appreciation of the past is essential*
- *because it is important to understand our past to understand how our community and culture has become the way it is. These physical representations of history are the most effective way for people to connect to the past*
- *because once it is gone it can never be reinstated.*
- *because too much of Auckland's heritage of all kinds has been destroyed*
- *because we can learn from our past*
- *it can not be replaced, it reflects who we are and where we have come from*
- *it defines our present.*

5.3.2 Provides identity and culture and makes communities closer

More than a fifth of people of felt that our historic heritage provided us with a sense of identity. Others felt it created a sense of belonging.

Provides identity and culture – selection of verbatim comments

- *a sense of place and heritage is fundamental to most human*
- *an area is formed by these elements and they all have stories - it helps us to connect with our suburb or area if we know the history - the stories - the reason for things being the way they are*
- *it encourages respect and preservation*
- *because it gives areas unique identity, focal points and community sense of proud. It makes places, and it makes people belong to an area, and feel connected to an area*
- *because it gives us a sense of belonging and pride in where we live. We are then more inclined to treat such things with respect*
- *because it is about who we are*
- *because it is what makes us kiwis and a proud New Zealander to know where we came from our history*
- *because the past is part of us, we need to know how and why we are like we are*

- *it connects people to the land and their own history. A sense of connection fosters a sense of ownership, which in turn fosters responsibility.*

5.3.3 Important for the next generation

A smaller number of respondents considered that historic heritage protection is important for future generation.

For the next generation – selection of verbatim comments

- *because we are young country with little historical heritage. It therefore all needs to be saved for future generations*
- *because if it is lost then we loose part of our history and heritage and it wont be there for current and future generations to be able to have access t History is what makes the future and its important for our children to learn this*
- *it is important for future generations to know and sight previous historical sites*
- *to preserve our unique heritage for future generations*
- *because it's important to preserve heritage for the future generations to enjoy*
- *because the younger generation think it has always been this way they do not realise the hard work that went on to give us the Auckland area*
- *because they are remembrance to the next generation.*

5.3.4 Provides a point of difference and adds character

Historic heritage was noted by some respondents as providing a point of difference and adding character to an area.

Provides a point of difference and adds character - selection of verbatim comments

- *added character for the area, point of difference*
- *as a rapidly growing city we seem to be fond of bowling our older, character buildings replacing them with modern structures which do not honour our heritage, our past. For me older buildings and important historical sites are what make a city interesting*
- *because if we don't have an awareness of how heritage sites and buildings affect our environment we end up with a city like central Auckland where so much material pre-1960 has been destroyed*
- *it adds to the character of an area, and is interesting*
- *it adds to the character of an area and helps distinguish places that are different.*

5.3.5 Other comments

A number of other ideas of on protection of historic heritage which fell outside the main themes are listed below.

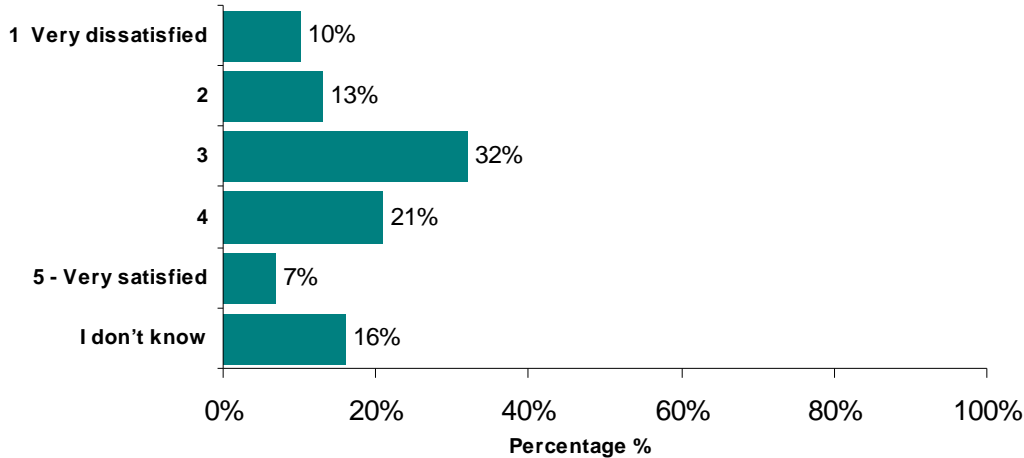
Other – selection of verbatim comments

- *a balance between economic impact and heritage*
- *as far as I am aware, there has not been any analysis of the social benefits of preserving "heritage." While I agree that they exist, they are likely to be relatively small compared to the private benefits, i.e. benefits to the property owner*
- *as long as they don't hinder progress*
- *because you can't keep everything. It is impossible to know what will be appreciated in the future. However we don't want to be remembered for destroying the past. So we need to strike a conservative balance*
- *because it depends. Sometimes protection laws can be ridiculous. Other times you wish things were protected better.*

5.4 Caring for historic heritage

The survey explored panellists' level of satisfaction with the way historic heritage is cared for in their local area. Panellists were asked to rate their level of satisfaction on a scale of 1 to 5 where 1 is 'very dissatisfied' and 5 is 'very satisfied'. The graph below shows that just over 30% were neutral.

How satisfied or dissatisfied are you with the way historic heritage is cared for in your local area?



Base: Panellists participating in survey n= 1963

How satisfied or dissatisfied are you with the way historic heritage is cared for in your local area? Please rate this on a scale of 1 to 5 where 1 is Very dissatisfied and 5 is 'Very satisfied	Number of responses n=1963	% of responses
1 Very dissatisfied	201	10
2	263	13
Total dissatisfied (1&2 only)	464	23
3	629	32
4	417	21
5 - Very satisfied	134	7
Total satisfied (4&5 only)	551	28
I don't know	319	16

Base: Panellists participating in survey n= 1963 **Very dissatisfied**

A small number of panellists were very dissatisfied with the way historic heritage is cared for in their local area. Some of the reasons given for this included:

- some buildings are not afforded the protection that respondents believe they deserve
- others were unhappy that certain buildings had been demolished. Coolangatta homestead was given as an example by a number of people
- comments were made that the current regulation is contributing to the demise of historic heritage
- panellists made comments that little or no consultation had occurred with local people and the view that council failed to protect the art deco houses in Tura Street, St Heliers. This was given as an example.

Very dissatisfied – selection of verbatim comments

- *because there are homes that are protected and should not be*
- *there is a real lack of investment in the protection and restoration of historic heritage - such as the volcanic cones - we continue to damage sites (e.g. grazing cattle on volcanoes, allowing heritage buildings to be removed)*
- *I've seen too many heritage buildings demolished to make way for car parks or bare sites with little or no understanding of how the building came to be there. We have ceased to value history and yet this is the very first thing that visitors choose to learn about the place they visit*
- *we constantly allow our historic heritage to become 'eyesores' and then allow 'developers to erect new eyesores*
- *I am greatly dissatisfied. My impression of Auckland was severely undermined by the lack of any decent management of historic sites to date*
- *too many significant sites have been marred or destroyed*
- *council has allowed heritage structures to be lost. Not enough support for organisations saving heritage*
- *I live in one of Auckland's oldest suburbs - Grafton - and there is very little of it remaining because of developments, some leaky apartments and some historic beauties*
- *pathetic controls*
- *there is no process to consult with locals by AC*
- *no regard for history all about the money*
- *the local community of St Heliers is not being listened to.*

5.4.2 Very satisfied

A small number of respondents were very satisfied with the way historic heritage is cared for in their local area and gave reasons such as:

- they have good facilities in their area (i.e. Navy Museum)
- strong interest in their communities including heritage champions
- strong local leadership, especially with the Howick Historical Society. Howick was often mentioned as a good example of a local area that takes good care of its local historic heritage
- others noted that local libraries had good collections.

Very satisfied – selection of verbatim comments

- *because you can see and find out a little bit more about the heritage where ever you go*
- *we are very lucky - have a navy museum etc*
- *council has notified the public of these places through mail outs and newspapers*
- *there appears to be a strong interest in preserving (European) history in our area and there are a lot of people - not only council staff - who are interested*
- *the Auckland City Council has been looking after these heritage places and we support their efforts by paying our rates on time*
- *history is available to those who wish to delve into it e.g. libraries, museums. Signage provides a link, could probably be a bit more of that though*
- *the library has a great selection of historic photos*
- *the two local sites are very well cared for*
- *a lot of time and money is being spent on it*
- *I live in a heritage area with many protected houses and quite widely publicised information.*

5.4.3 Neither very dissatisfied nor very satisfied

Nearly a third of panellists gave a neutral rating with the way historic heritage is cared for in their local area (i.e. they were neither very dissatisfied nor very satisfied). Some of the reasons given for this rating included:

- concerns that historic heritage is lost and replaced with unsympathetic architect to the existing character of the their local area
- comments were made that more effort needs to be put into caring for what we have left
- respondents noted that more information available in libraries and on the web would be beneficial
- specific examples of what had been done well in their local area were given such as the Campbell Free Kindergarten
- others felt important historic heritage in their area had been lost such as the Masonic development in Devonport.

Neither very dissatisfied nor very satisfied - selection of verbatim comments

- *a lot is being done by a few, but we need to involve many with public awareness and participation, and pride*
- *again, more effort needs to be put into protection and preservation of our green spaces remembering what they used to be for Maori. For example, there are many places around the city where weeds are left to grow rampant but before we came here they would have all been native, lets take it back to then!*
- *although we do get information when we look for it, and the library has some books etc, just exploring the scenery doesn't alert our awareness unless we have actually read something about it - so make those areas more obvious to passers-by*
- *because I do not believe that enough research and dialogue takes place before decisions to remove or change heritage areas and sites*
- *could be more open days in the areas some people can go along and see all about our heritage*
- *developers seem able to break the rules that apply to the rest of us. In Ponsonby, old buildings get removed and unsympathetic buildings are constructed in their place, yet the rules imply that this should not happen*
- *great the Campbell Free Kindergarten is being restored as part of the tunnel project. Also all the trouble they went to protecting "The Bird Cage" when they moved it. Generally ok but historic heritage in my area is reasonably well-looked after e.g. regular maintenance*
- *I am very interested in history and frankly, I don't know enough about the history of my suburb - so if I have an above average interest and an unsatisfactory knowledge, that does not bode well for the average citizen*
- *I think it's taken for granted, would like to see photos of how Kingsland was buildings protected, new builds made to be in keeping / low scale heritage trail/stories told*
- *it does seem to worry Kiwis. Maybe culture needs to change. History is as important as rugby and transport needs*
- *the local people are very passionate*
- *would be good if signs were put up explaining a little bit about the older buildings*
- *maybe once a year we could look through them, with the owner's co-operation of course.*

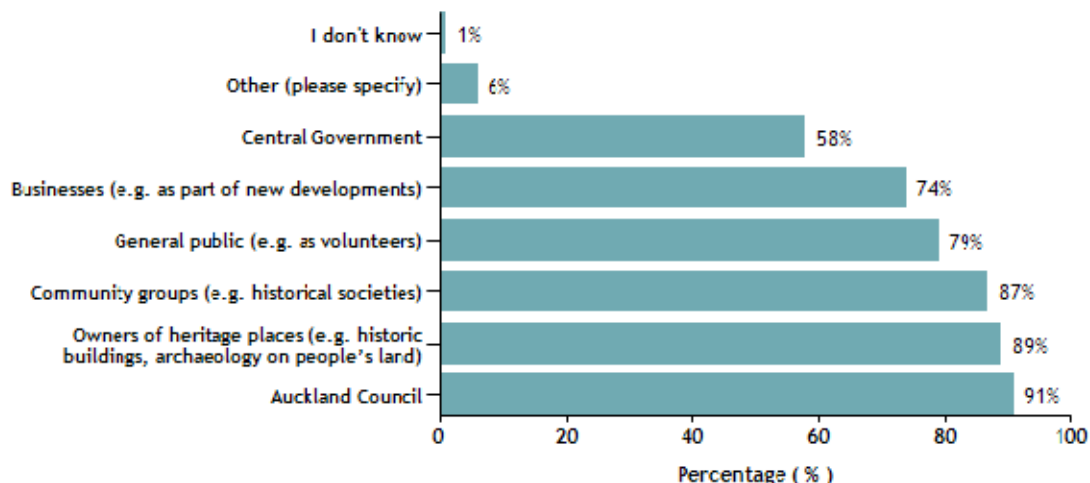
Don't know

A small portion responded that they didn't know enough to respond or that they were not aware of historic heritage in their area or that they were new to their area.

5.5 Role of caring for historic heritage

Panellists were asked who they thought has a role in caring for historic heritage of Auckland. They were asked to select all that apply, and the graph below shows the response. The majority of panellists considered a number of parties have a role.

Who of the following do you think has a role in caring for historic heritage of Auckland?



Base: Panellists participating in survey n= 1963

Who of the following do you think has a role in caring for historic heritage of Auckland?	Number of responses n=1963	% of responses
General public (e.g. as volunteers)	1,557	79
Owners of heritage places (e.g. historic buildings, archaeology on people's land)	1,745	89
Community groups (e.g. historical societies)	1,710	87
Businesses (e.g. as part of new developments)	1,446	74
Auckland Council	1,787	91
I don't know	29	1
Central Government	1,139	58
Other	110	6

Base: Panellists participating in survey n= 1963

5.5.1 Caring for historic heritage

As shown in the graph and table above there is strong view amongst panellists that a number of parties should have a role in caring for historic heritage. A total of 1,455 panellists gave reasons for their choice. A number of panellists considered it a shared responsibility and that the task cannot be left to one group. The reasons given for each role differed and the reasons why are given below along with illustrated quotes.

A number of parties - selection of verbatim comments

- *it is the responsibility of each of the above groups to play a role in this. The trouble with this spread of responsibility is that it also gives each group the opportunity to blame others when something goes against the spirit of preserving the historic heritage. They all become experts in playing the blame game. The council is one of the worst at playing this blame game. (or should that read "the best" at it?)*
- *each situation is different. We need a range of responses/responsibilities for each situation*
- *the more groups, councils and public that are involved in the preservation of historic buildings etc the more chance there is of preserving our history*
- *it is a joint responsibility*

- *it's up to everyone to help preserve our history and it depends where the sites are as to who will be able to look after it*
- *the more people who care about Heritage Sites the better the Chance of preserving the best examples*
- *it is not the responsibility of one entity only. Historic heritage protection is more than just places to be left undeveloped. Historic heritage sites and places are significant because enough people believe them to be and have an endearment to them. As New Zealand's largest and most diverse city, Auckland deserves support and adequate policy from Central Government to assist in the protection of its identity, considering its past, present and future*
- *everyone has an impact and a responsibility to care for our heritage*
- *it is a partnership. It is our community*
- *it takes a community to do anything. The more people involved the easier and cheaper it becomes for the whole and it makes people more accountable for their decisions.*

General public - selection of verbatim comments

- *it is often the general public and not the owners of heritage places that want them kept so they need to take responsibility for them and the council need to back them and create better protection*
- *everyone should care and by being made aware of the importance of retaining sites, the public consciousness can be raised so people care. Council needs to pass laws to make businesses comply*
- *I believe that as a community we all need to be aware & be active in preserving our heritage*
- *too much has been lost*
- *local community & volunteers need to be a part of any heritage plan that potentially causes frustration when progress is stopped in its name. Local & Central Government need to provide policy & funding & management.*

Owners of heritage places - selection of verbatim comments

- *the owner is not able to do this alone*
- *owners should protect the buildings and maintain them to be safe and usable.*

Community groups -selection of verbatim comments

- *these are the people with enthusiasm for local environment.*
- *community groups/volunteers - should help the public to understand the significance of the building and empower people to participate in the historic areas*

Businesses - selection of verbatim comments

- *businesses: as a contribution instead of financial contributions/reduction in fees*
- *heritage conservation can't just be left to developers*
- *businesses have no interest in protecting our history. It needs to be protected by law, and the people who have the passion for these places need a say in the laws.*
- *businesses - should not destroy historical sites for their profit and gain. They should see that a historical site adds to the beauty of their businesses.*

Auckland Council - selection of verbatim comments

- *it is a shared responsibility from which all benefit so cost should not be solely the responsibility of the owner. Council's greatest contribution could be waving resource and building consents fees on any heritage properties and offering free advice*
- *local government can have a funding, conservation/archiving and coordinating role, community can provide the labour and interest (as well as knowledge), business can make money off the heritage link and so should be encouraged to pay for preservation*
- *a council body needs to force the owners of such buildings to care for them. Historical societies need to be included in the process as they have knowledge and interest in such places*

- *lots of people need to play a part - I think its government/council responsibility to set the agenda and then everyone else needs to follow and respect it*
- *Auckland Council - should pass bylaws on how to protect the buildings, subsidise some maintenance costs, say how the buildings should be used, and how the signage for business should look like (so that it isn't garish)*

Central Government - selection of verbatim comments

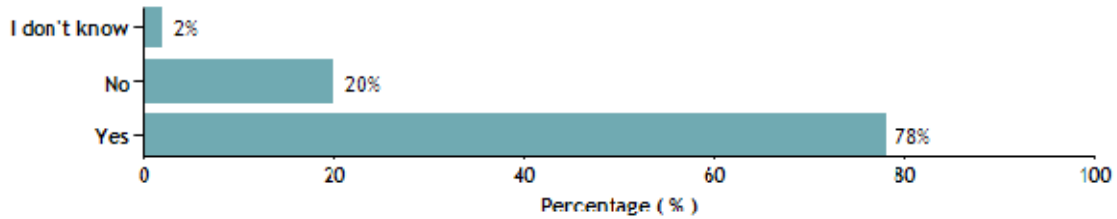
- *all the above bar central government because many of them who are actually sitting in the house don't live in every place of New Zealand.*

5.6 Visits

Panellists were asked if they had in the last six months visited a place of historic heritage value, museum, heritage trail or taken part in any other type of heritage related activity. Seventy eight per cent of panellists had taken part in such an activity in the last 6 months.

In the last six months, have you visited a place of historic heritage value, museum, heritage trail or taken part in any other type of heritage related activity?

Base: Panellists participating in survey n= 1963



Base: Panellists participating in survey n= 1963

In the last six months, have you visited a place of historic heritage value, museum, heritage trail or taken part in any other type of heritage related activity?	Number of responses n=1963	% of responses
Yes	1529	78
No	397	20
Don't know	37	2

Base: Panellists participating in survey n= 1963

Of those that answered 'Yes' to the above question, some panellists were asked what type of heritage activities they have participated in over the last 6 months.

In the last six months, what type(s) of heritage activities have you participated in?



Base: Panellists who had participated in heritage activities in the last 6 months n= 1529

In the last six months, what type (s) of heritage activities have you participated in?	Number of responses n=1529	% of responses
Visited a museum	1157	76
Walked a heritage trail	577	38
Visited a managed historic house or property, such as Highwic	629	41
Attended a Heritage Festival event	225	15
Visited a volcanic cone	966	64
I don't know/ can't recall	6	0
Another type of heritage activity (please specify)	207	14

Base: Panellists who had participated in heritage activities in the last 6 months n= 1529

5.6.1 Enjoyment of Auckland historic heritage

Further, of those panellists that answered 'Yes' to the above question, some panellists were asked what would help them enjoy Auckland historic heritage more. A number of themes emerged from these responses. They are:

- more information
- better access and maintenance of historic heritage
- more promotion and events.

Enjoyment of Auckland historic heritage	Number of responses n=1210	% of responses
More information	418	35
More promotion and events	290	24
Better access and maintenance of historic heritage	194	16
Other	308	25

Base: Panellists who made suggestions on what would help them enjoy Auckland historic heritage more n= 1210

A number of people commented they were enjoying Auckland historic heritage now, comments such as "It is there. It is accessible. It has some activities that bring you there or remain in your consciousness".

A. More information

More than a third of panellists felt they would enjoy Auckland historic heritage more if there was more information available such as a dedicated website, maps, booklets and better signage.

More information – selection of verbatim comments
<ul style="list-style-type: none"> • <i>more info to attract me to a site</i> • <i>more info on where the places are</i> • <i>more info on what is available to visit</i> • <i>more info on the council website</i> • <i>more info on that heritage and better and more proactive attempts to bring heritage to the publics attention</i> • <i>more info of places, including places of recent history</i> • <i>possibly a publication that would advise where the places are, whether there are costs involved, roughly how much time is needed to appreciate and enjoy</i> • <i>more knowledge of what is available and where it is</i> • <i>more interpretive signage.</i>

B. More promotion and celebration

Nearly a quarter of panellist felt that more promotion and events would help them enjoy Auckland historic heritage. They suggested event such as open days and articles in local papers would be valuable.

More promotion and celebration – selection of verbatim comments

- *open days. Historical write-ups in local papers*
- *we should push Auckland's unique attributes more, e.g. volcanic cones, without having too much RMA or Greens red tape*
- *the Heritage Festival is a great platform for highlighting our heritage. It must be delivered region-wide and have better financial support - maybe move the festival to summer so any tours don't get rained out*
- *special events, like heritage walks, festivals, open homes etc*
- *some of the Heritage Festival events held at different times of the year*
- *organise the events and entertainments especially in holidays*
- *more celebration of it in a passive way. it doesn't have to be an organised event, but allowing people to showcase heritage in everyday life*
- *more ad on local news paper on activities and events for local people to visit and enjoy the historic heritage places in their local area*
- *have heritage festival events spread out more through the year. maybe a weekend a month focusing on a particular area or theme. This year there were so many events over a wide area it was necessary to pick only a couple to attend*
- *areas with a concentration and variety of heritage sites need a dedicated heritage centre, where visitors and residents can go for information, guides etc.*

C. More access, better maintained and tours

A smaller number felt that there was a need for more accessibility including public transport to historic heritage sites. Panellists also noted that the sites needed to be well maintained; some suggested tours of the site would be beneficial.

More access, better maintained and tours – selection of verbatim comments

- *toilets and parking are the key ingredients plus tidily kept appearance*
- *what a joy the Auckland Town Hall is. Imagine if it had been pulled down and we just had the Aotea Centre. Orchestras choose the Town Hall because of the acoustics. Tours of the sites outside of working hours. A lot of the tours that are presently on appear to be during the week and in working hours*
- *just having the buildings there is a huge enjoyment. Imagine walking down Queen St if it was all glass and steel! Walkway linkages and heritage trails between sites particularly in rural areas*
- *opening the buildings to the public so that they can see behind the scenes may be a good idea. I went around the Town Hall after it had been refurbished and opened up and it was fascinating. Seeing where the horse and carts used to make deliveries was really interesting. I'd love to see behind the scenes of the Civic - in fact why can't there be tours of the Civic instead of only allowing people who attending a show to enter*
- *we were disappointed when we went on a historical track in the Waitakere's from Bethells beach to Piha it was on the map but so overgrown that we had to back track which cost us valuable energy and time in fact 2 of the tracks were incorrect and inaccurate on the map. We ended up using GPS!!! And thinking that we wouldn't attempt it again*
- *organised heritage walks that are better publicised using local knowledge.*
- *opportunity to explore particular parts of Auckland's heritage with a knowledgeable person/guide, for example I went to the launch of the nature reserve Tahuna Torea, at which half a dozen people who had helped to preserve and restore it spoke of the area's history and of the native plants, birds and fish life, and of their efforts to keep the reserve predator free. It was excellent and I'm sure the knowledge and enthusiasm shared by the 'docents' engendered a feeling of pride and*

protection for the flora and fauna of the reserve and a determination to continue the protection of the reserve itself

- *more heritage trails, interpretation panels (really high class ones, such as in Singapore's Chinatown, not the crummy little ones usually found in NZ). We need to up our game - there's no point in promoting heritage with something cheap and ugly. Things have to be beautifully designed and able to withstand the elements*
- *longer opening hours - more time*
- *I would visit places like Highwic if it didn't cost. I visit the Auckland Museum all the time now that I don't have to pay each visit. I take my daughter every school holidays and we often visit once a term or so for special event*
- *easy access to volc cones*
- *probably easier access to sites by public transport.*

D. Other comments

A quarter of comments did not fall into any specific theme although a number of panellists commented that they were time poor and if they had more time they would be able to enjoy our historic heritage. Others commented on the weather and affordability.

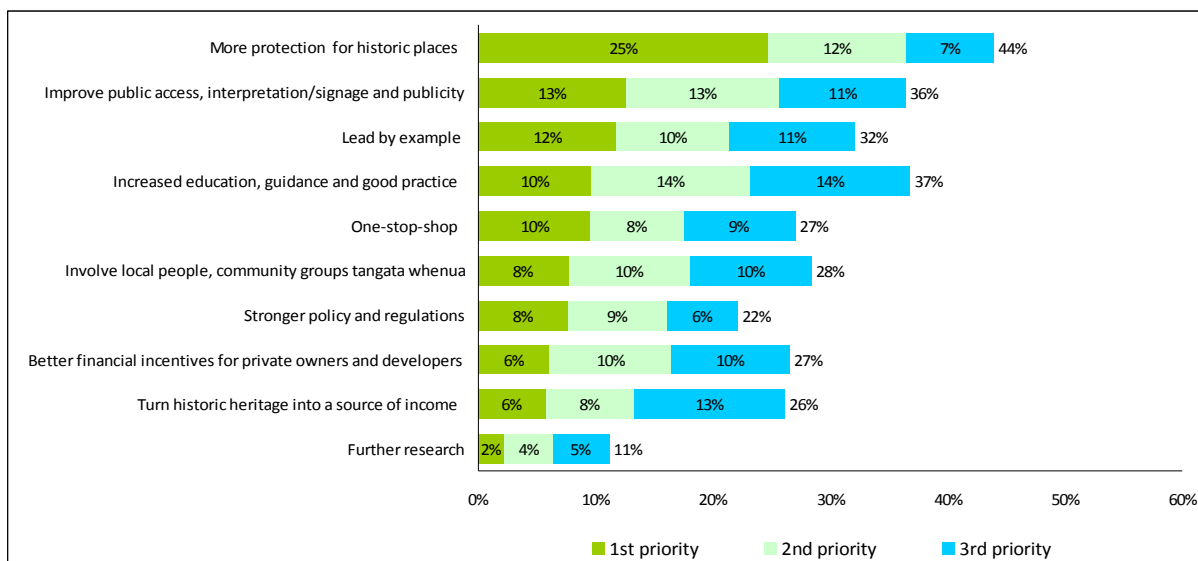
Other – selection of verbatim comments

- *to have more time to visit historical places*
- *that it was local, free, interesting and celebratory*
- *public transport accessibility*
- *the price of entry and sameness of most of the Cottages and Villages put some people off visiting, some places have regular show days and open days but to a visitor to the area it does not always fit in with their itinerary The larger places are "seen that last year, and it will not have changed that much" so why go again*
- *not keeping stupid buildings such as shed 10 on Queens's wharf. If people like old sheds, there is one on Jellicoe Wharf that looks the same*
- *new uses for old buildings so that people love them and feel connected to them*
- *keep cars off Auckland's volcanic cones*
- *if there was more coherence about it instead of isolated places being preserved. Bring it to the present - historic places that are used today are so interesting because they have layers upon layers of history.*

5.7 Prioritisation

Panellists were asked to choose from a list of historic heritage initiatives the three the council should prioritise for the coming year.

Which **three** initiatives should the council prioritise for historic heritage over the coming year?



Which three initiatives should the council prioritise for historic heritage over the coming year?	1st Priority		2nd Priority		3rd Priority		Total	
	Number (#)	%	#	%	#	%	#	%
Give historic places more protection in Auckland Council Plans (e.g. scheduling more historic sites, structures, places and areas; archaeological sites; and, sites of significance to Māori)	484	25	233	7	146	7	863	44
Improve public access to historic heritage, interpretation/signage and publicity of local history	248	13	256	11	210	11	714	36
Lead by example through the management and conservation of Auckland Council owned and controlled heritage assets	230	12	191	11	210	11	631	32
Increased education, guidance and good practice about historic heritage, its research and management	189	10	267	14	267	14	723	37
Set up a one-stop-shop for all of Auckland's information on historic heritage	189	10	155	9	186	9	530	27
Involve local people, community groups and tangata whenua in the identification of places of historic heritage value	151	8	203	10	203	10	557	28
Stronger policy and regulations to improve heritage management	149	8	169	6	116	6	434	22

Better financial incentives for private owners and developers to conserve historic heritage	120	6	202	10	199	10	521	27
Turn historic heritage into a source of income (e.g. through conservation-led regeneration, cultural quarters, heritage based tourism , jobs and training in the heritage sector)	113	6	149	13	251	13	513	26
Further research to find out more about the regions historic heritage resource	44	2	80	5	95	11	219	11
I don't know	3	2	3	4	72			

Base: Panellists participating in survey n= 1963

A key element for historic heritage going forward will be council being able to prioritise the various initiatives identified. Panellists have provided a good guide as to what they believe is important. Overall that is to give historic heritage more protection.

The initiative to “give historic places more protection in Auckland Council plans (e.g. scheduling more historic sites, structures, places and areas; archaeological sites; and, sites of significance to Māori)” was clearly considered to be the highest priority for council in the coming year with a quarter of panellists selecting it as their first priority and almost half placing it in the top three.

Support for the other proposed initiatives identified were less specific; panellists selected a number of these initiatives as top priorities. Just over one third of panellists thought the need to *Improve public access to historic heritage, interpretation/signage and publicity of local history* a top three priority and 13% considered it to be the most important initiative.

Twelve per cent of panellists thought the top priority was for council to “Lead by example through the management and conservation of Auckland Council owned and controlled heritage assets”

Increased education, guidance and good practice about historic heritage, its research and management was considered one of the three most important initiatives by 37% of panellists.

Further research to find out more about the regions historic heritage resource had the lowest priority among panellists with only 11% of panellists thinking it was one of the top three initiatives council needed to prioritise in the coming year.

5.8 Innovative or creative suggestions

The final question panellists were asked was whether they had any other innovative or creative suggestions on how we can understand, value, care for and celebrate our historic heritage. There was some repetition of the themes already raised in the previous questions. These included:

- education e.g. programmes in schools
- promotion e.g. more events and stories in local papers or on TV
- information e.g. web and pamphlets.

Some of the comments suggested council needed to listen more to local people and to involve local communities in the issues. Others noted that there is limited budget available and council needs to be mindful of expenditure.

A number of panellists agreed with the priorities identified in the earlier part of the question. Others considered more people needed to get involved in preserving historic heritage. Others said “just do it” and protect what is left.

Innovative or creative suggestions – selection of verbatim comments

- *council need to identify quickly the heritage issues for each area and act quickly to protect and hold while discussion takes place to develop a management plan, council should be empowered by government to issue temporary protection orders that give the council emergency powers to protect heritage for sufficient time to allow consultation with the community. The powers should be proactive and allow and resource council to immediately seek out and identify heritage at risk*
- *a lot of oral history is done with older people. How about doing some oral history with school children and younger people so that how the city is now can be captured - rather than relying on older people's memories in 50 years' time*
- *more recycling in the building industry*
- *training in traditional building techniques*
- *a special panel of local people with knowledge of historic sites*
- *there is a rich resource in our universities. I enjoyed a lecture on volcanoes this year free and a talk on Kim Hill's show*
- *incentives - provide incentives to businesses that will create tasteful businesses around touring heritage sites, e.g. Amsterdam's canal tours or the walking Iphone tours of Paris*
- *advertise for people to bring information forward. Initially it may cost money to get preservation but then the question of making them pay can be addressed*
- *appoint a 'champion' similar to Ludo Campbell-Reid with Urban Design*
- *appoint someone at the top to look after this area that way a plan will be intact to cover all these bases of understanding, caring and celebrating our historic heritages*
- *call a public meetings in the suburbs where there are historic buildings etc. Make the people aware of their local history through local papers, The Aucklander, local flyers and council bill boards. Create interest and show that they do have the chance and the opportunity to save these wonderful Historic places etc. Keep our history alive and do not bury it*
- *consider in some circumstances, offering developers one-off payments if they consent to heritage protection scheduling. If managed right, much cheaper than buying the site outright*
- *council should have an office, staffed by historians, who can interview people, take documents, collate a history on top of our geology, geography and town planning etc*
- *create short story competition maybe a school age one and adult for people to share historic stories*
- *encourage documentary makers, perhaps via film studies students to create a group of historic stories, each community having at least one and they then housed in the local libraries. Perhaps unitec South Pacific studios could use this as part of their students work. Run a photo competition round the theme. These could tour local community centre, Aotea being one of them. Radio docos. Local marae docos*
- *create video stories of everything we know about. Video stories from books. Capture ALL our known historians on video before they die. Video, video, video*
- *do a "feature of the month" through the Herald, TV, etc, educating people about its history, accessibility and what's being planned for it*
- *do we have a NZ version of the UK's National Trust?*
- *enter the details into a virtual reality or augmented reality iphone game or data sources which are used for such*
- *have kits for schools - teach me young and the children can bring the info home to teach everyone at home*
- *linking online maps and GPS networks with layers of historical information as relevant to the user; making use of new technologies to give people more access to significant sites; cultural background and so forth*
- *make it cool e.g. like not smoking, like Wynyard quarter, bring in the families and keep the trades.*
- *make them part of daily life*
- *make them readily available to the public, preferably for free or by donation*
- *maybe a few TV programmes as they have in the UK*
- *the Diversity festival held at Mount Roskill each year needs to be broader, including British and*

more European representation; here a lot of education can take place, more research and the celebration of heritage days, and special events to celebrate NZ history

- *on Auckland Anniversary Day all historic sites should have free public access such as the museums, public transport to these places should include a discounted entry to the sites and include Maori historic sites are a given. Chinese, Indian and Pacific communities should also be encouraged to celebrate as part of the history of Auckland, i.e. market gardens, areas where people originated from etc*
- *remember there are several cultures who have a history and each must be treated fairly and by the values of their time*
- *show these places on television as most people watch it. Choose an aspect that will interest a broad spectrum of the audience. Hold a competition/quiz or something that will attract people for the fun of it and hopefully they will then become involved in some aspect of heritage, and its links to other aspects of past and present.*

6 Conclusions

Auckland Council plays an important role in conservation of the region's historic heritage. The council is working to strengthen protection and management of Auckland's historic heritage. The Peoples Panel survey has been a valuable exercise in identifying key issues for council officers who are currently working on a draft Historic Heritage Plan.

The survey results told us about what panellists thought about a number of key issues. These included:

- who should be responsible for caring for historic heritage
- what would help people have a better understanding of historic heritage
- how we are managing historic heritage.

The survey asked panellists which initiatives the council should prioritise over the coming year. The majority considered that council should concentrate its efforts on giving historic heritage more protection in Auckland Council plans (e.g. scheduling more historic sites, structures, places and areas; archaeological sites; and, sites of significance to Māori). A number of panellists listed historic heritage sites that had been demolished and that they had personally been disappointed by that loss.

Eighty eight per cent of respondents felt that protection of historic heritage was important. A common view expressed was that "we can learn from our past". Many respondents felt historic heritage gave them a sense of identify. There was a view that historic heritage needs to be protected for our future generations with some noting that it is important to "preserve our unique heritage for future generations".

To help better understand historic heritage in their area, panellists suggested more information and signage /interpretation was needed. They also considered the need for improved accessibility to historic heritage i.e. education, publicity and the development of historic walks/trails.

Panellists identified that it was not only council that has responsibility for caring and managing historic heritage. Most said it was a shared responsibility with the general public, owners of buildings, community groups, tangata whenua and council all playing important roles.

Survey results told us that our panellists are currently visiting our places and areas of historic heritage value regularly with over three quarters having visited a historic heritage site in the last 6 months. Museums being the most popular locations.

The survey asked panellists whether they would be prepared to participate in a focus group as something that might happen next year. Just over 50% of panellists (1,022) indicated an interest in wanting to take part in such groups. This survey makes it clear that many Aucklanders are passionate about historic heritage. It is recommended that the findings of the survey are supplemented by focus groups to ensure the Heritage Plan reflects public and stakeholder sentiment.

One respondent also highlighted the importance of consultation with tangata whenua to identify and protect sites of significance to Māori. It is recommended that this is addressed through the iwi engagement strategy, currently being prepared with the Auckland Council Maori Strategy and Relations team.

Appendix I - Questionnaire

Primary Question	Response	Secondary question
1. Do you think historic heritage in your local area is well understood?	Yes/ No/ Don't Know/ Other	What could help understanding in your local area?
2 How important do you think the protection of historic heritage is?	Please rate this on a scale of 1 to 5 where 1 = Not at all important and 5 = Extremely important	What are the reasons for your answer?
3. How satisfied are you with the way historic heritage is cared for in your local area?	Please rate this on a scale of 1 to 5 where 1 = Not at all satisfied and 5 = Very satisfied	What are the reasons for your answer?
4. Who of the following do you think has a role in caring for historic heritage? Should Local and Central government be included here? <ul style="list-style-type: none"> • General public (e.g. as volunteers) • Owners of heritage places (e.g. historic buildings, archaeology on people's land) • Community Groups (e.g. historical societies) • Businesses (e.g. as part of new developments) • Other..... 	Select all that apply	What are the reasons for your answer?
5. Have you visited a place of historic heritage value, museum, heritage trail or taken part in any other type of heritage related activity in the last six months?	Yes/ No/ Don't Know/ Other?	What would help you enjoy Auckland's historic heritage more?
6. For those that said 'Yes' to Q5 - In the last 6 months, what type(s) of heritage activities have you participated in	Selection to choose from / Other	What would help you enjoy Auckland's historic heritage more?
7. Which three initiatives should the Council prioritise for historic heritage over the coming year? <ul style="list-style-type: none"> • First • Second • Third 	<p>1 Further research to find out more about the regions historic heritage resource</p> <p>2 Set up a one-stop-shop for all of Auckland's information on historic heritage</p> <p>3 Give historic places more protection in Auckland Council Plans (e.g. scheduling more historic sites, structures, places and areas; archaeological sites; and, sites of significance to Māori)</p> <p>4 Involve local people, community groups and tangata whenua in the identification of</p>	Do you have any other innovative or creative suggestions on how we can understand value, care for and celebrate our historic heritage?

	<p>places of historic heritage value</p> <p>5 Stronger policy and regulations to improve heritage management</p> <p>6 Lead by example through the management and conservation of Auckland Council owned and controlled heritage assets</p> <p>7 Improve public access to historic heritage, interpretation/signage and publicity of local history</p> <p>8 Increased education, guidance and good practice about historic heritage, its research and management</p> <p>9 Better financial incentives for private owners and developers to conserve historic heritage</p> <p>10 Turn historic heritage into a source of income (e.g. through conservation-led regeneration, cultural quarters, heritage based tourism , jobs and training in the heritage sector)</p>	
<p>8. Do you have any other suggestions on how we can understand, value, care for and celebrate our historic heritage?</p>	<p>Comments</p>	

Appendix II - Demographic profile

	All respondents Absolute values n=1963	All respondents Percentages (%) n=1963	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	1037	53	51
Male	917	47	49
Unknown/ Other	9	0	-
Age			
15-24 years	47	2	20
25-34 years	197	10	19
35-44 years	393	20	21
45-54 years	411	21	17
55-64 years	461	23	12
65-74 years	354	18	7
75+ years	86	4	6
Unknown	14	1	-
Ethnicity (Multiple response)			
NZ European	1771	90	55
Māori	95	5	11
Pacific Peoples	69	4	15
Asian	88	4	18
Middle Eastern, Latin American, African	19	1	1
Other	50	3	8
Unknown	6	0	
Local Board			
Albert-Eden	204	10	7
Devonport-Takapuna	93	5	4
Franklin	82	4	4
Great Barrier	5	0	0.1
Henderson-Massey	112	6	8
Hibiscus and Bays	147	7	6
Howick	112	6	9
Kaipatiki	137	6	6
Mangere-Otahuhu	114	1	5
Manurewa	25	2	6
Maungakiekie-Tamaki	41	5	5
Orakei	96	8	6
Otara-Papatoetoe	161	1	6
Papakura	28	2	3
Puketapapa	38	3	4
Rodney	52	7	4
Upper Harbour	130	3	3
Waiheke	50	1	1
Waitakere Ranges	17	4	3
Waitemata	85	12	5
Whau	105	5	5
Other	10	1.27	-
Unknown	25	0.5	-
<i>Demographics from People's Panel registration information</i>			