

**PETER GLEN  
RESEARCH**

Market Research You Can Act On



Ph. (04) 564 4525  
Fax, (04) 564 4528  
Mobile. (0274) 914 330  
peter.glen@xtra.co.nz  
www.peterglenresearch.co.nz  
PO. Box 31-397  
Lower Hutt

**DISCUSSION GUIDE FOR THE  
STRATEGIC REVIEW OF REGIONAL PARKS AND  
FORESTS  
IN THE GREATER WELLINGTON REGION**

**STAGE ONE: QUALITATIVE RESEARCH**

The following are the starting points for discussion:

1. What parks and green areas in the greater Wellington area have respondents visited in the past twelve months?
2. How frequently have they visited each park?
3. Why do they visit specific parks for specific activity/experiences?
4. Why do the research participants currently visit/not visit the regional parks and forests in the Greater Wellington area?
5. What role do parks (including regional and city parks) play in their lives?
6. How do they describe a regional park or forest? What is its role and function?
7. What experience do the research participants want from the regional parks and forests – now and in the future?
8. Do different parks fulfil different needs? Should they fulfil different needs in future?
9. How do they choose which park they will visit?
10. What are their major likes/dislikes of parks?
11. What suggestions do they have for improving, developing, or enhancing the park experience at the regional parks they visit?
12. Looking forward to the year 2020, what would they expect the regional park experience to be like? What are their hopes and dreams for the major regional parks? How would the parks of the future differ from today?
13. What do the research participants think of potential changes/ideas that the Greater Wellington Regional Council may put forward for consideration? (See list of initial ideas overleaf, to stimulate discussion). Would they have major appeal, minor appeal, or no appeal at all? And why?

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14. How could these suggestions be improved or enhanced?
15. Is there a role for some commercialisation of park facilities? And how far should it be taken?
16. Does the size and "mix" of activity within a regional park influence the acceptance, or non-acceptance, of some commercialisation?
17. What should the Greater Wellington Regional Council *not* do with regard to park development and enhancement? What would deter residents of the greater Wellington region from using the regional parks?
18. Explore the concept of user conflicts and the relative importance of those you see versus those you hear about.
19. What legacy do people want to leave for their children and grandchildren, with regard to regional parks?
20. What is the *one* major change that the research participants would like to see made to the regional parks of the future?
21. Other relevant information that may emerge during the discussion.

POTENTIAL CHANGES/IDEAS FOR ENHANCING THE REGIONAL PARKS

Built facilities near park entrance, e.g.

- Visitor Centres
- Education Facilities, e.g. classrooms
- Facilities for dispensing food and drink, e.g. cafes, coffee carts, seating
- Accommodation

Recreational opportunities, e.g.

- Golf Driving Ranges
- Trails for specific user groups, e.g. 4wd, mountain bikes, horse trails
- Playgrounds (that blend with the surroundings)
- “*Bookable space*” for community groups to use, e.g. for picnics and events
- Sports fields

Associated commercial services, e.g.

- Guided tours
- Audio equipment (for personal walk/guided tours)
- Hirers or retailers of associated outdoor equipment, e.g. bikes, tents or clothing