

# NELSON PARK WARD

*This profile presents information about Nelson Park Ward, including special characteristics, facts and figures, and community funding allocations. It also lists key projects currently underway, recently completed, or planned for the future.*

## About the Nelson Park Ward

Predominant landmarks in the ward include the character area of Napier South including McLean and Nelson Parks, part of the central business district, parts of coastal Napier, the Art Deco suburb of Marewa, and Pirimai, and all of Maraenui.

The ward contains mainly residential areas with some small shopping centres in Marewa, Maraenui, and Pirimai.



Celebrate Safer Napier Day, Kings House Church

The ward is home to two large schools (Napier Boys' and William Colenso College), composite schools (Maraenui Bilingual, Te Kura Kaupapa Māori o Te Ara Hou), an intermediate, and several primary schools. It also contains five Council housing villages (three of which are for social housing).

Some of the ward's neighbourhoods have strong community networks; examples include Maraenui's Tu Tangata Trust, the Pirimai Residents Association, and Te Awa's residents (although no formal association in Te Awa as yet). Napier South-Marewa residents have also previously met to develop a draft community resilience plan.

Nelson Park Ward is home to 18,759 residents (30% of Napier's population). Its population increased 9% between 2013 and 2018 (the same as for Napier). Although Nelson Park has the second largest population of all of Napier's wards, it covers a reasonably small land area of 740 hectares. New housing development in the ward is largely being undertaken in the public housing area, within Kāinga Ora's own land holdings.



McLean Park

The main family types in the ward are couples with children (36%) and sole parent families (34%). The ward is more youthful overall with proportionately more children and younger people than in Napier as a whole (25% children vs 20% in Napier, 14% youth vs 11% in Napier).

Nelson Park Ward has the highest percent of rented households of all the wards (49% vs 34% in Napier City).

## Key Ward Stats

- Median age 33 years (Napier is 42)
- 69% identify as European ethnicity, 38% Māori, 7% Pacific people (81%, 22% and 3% in Napier)
- High unemployment (5.3% vs 3.5% in Napier), and similar employment levels (61% vs 62% in Napier)
- Largest percentage in the lowest and medium lowest personal income quartiles (\$0-\$28,474, 62%)
- 6,561 occupied private dwellings (1.9% increase since 2013)
- Lowest household access of all wards to the internet (78%) and cell phones (90%) (vs 84% and 91% in Napier)

## Did You Know?

- 77% of Napier *workers* live and work in Napier; 23% live outside of Napier (mostly in Hastings) but work in Napier
- 64% of Napier *residents* work in Napier and 25% work outside of Napier (almost all in Hastings)
- The average house value in Napier was \$848,049 in June 2022, with a 4.2% increase over the last 12 months (Source: QVNZ)
- Largest percentage in the highest personal income quartile (\$52,683+, 28%)

## Community Funding

**Nelson Park Ward: \$100,530** in 2020/21 and 2021/22 – including \$45,500 for the Whānau Transformation Project.

**City Wide: \$510,875** in 2020/21 and **\$614,096** in 2021/22 for service agreements. **\$382,130** over 2020/21 and 2021/22 for Community development grants, Community Services grants, Council Projects fund and Internal projects Fund (additional to ward projects).

## Ward Projects

### Recent/Ongoing

- Te Awa playground
- Te Pihinga development
- Marewa Shopping Centre refurbishment
- Roberts Terrace playground
- Wycliffe wastewater pipe refurbishment
- Carlyle Street Corridor safety review
- POD/Meke Meter community gym

### Underway

- Ellison & Chambers Streets safety improvements
- Civic Building demolition
- Maraenui splashpad

### Coming Up

- Pirimai community plan
- Memorial Square community rooms refurbishment and seismic strengthening
- Napier Library development
- Sale Street Pumpstation mural
- Traffic management plans
- Maraenui Park reserve management plan

## CBD Projects

### Recent/Ongoing

- City Events (New Years Eve, White Night, Christmas Parade)
- Āwhina Tāngata/Napier City Assist
- Emerson/Dalton Street pedestrian crossing
- Pay by Plate parking meters
- Public artworks and murals

### Underway/Coming Up

- Napier War Memorial
- Dickens/Market Streets laneway
- Napier Library development

## City Wide Projects

### Recent/Ongoing

- Coastal Hazards Strategy
- Disability Strategy
- Youth Strategy
- Alcohol Strategy (with Hastings)
- Safer Napier
- Youth Council
- Positive Ageing Strategy

### Underway/Coming Up

- District Plan and Spatial Picture
- Smokefree/Vapefree Policy
- Napier Library development
- City Wide Reserve Management Plan

### Events

- Matariki
- DiverCity; Asians in the Bay
- International Day of Older People; International Day of People with Disabilities
- Safe as Houses
- Coffee with a Cop
- Youth Awards
- Shake Out/Tsunami Hīkoi

All data presented is from the 2018 Census unless otherwise noted.

Revised August 2022.

# Social Monitor Survey Nelson Park Ward (2021)

## Community Connectedness

- 57% of residents felt a sense of pride with their neighbourhood (68%, Napier overall)
- 65% felt that people in their community take care of or provide help for one another (68%, Napier overall)
- 39% felt their community could cope after a major event or disaster (45%, Napier overall)
- 71% of residents felt accepted by the community in Nelson Park (77%, Napier overall)

## Suggested Improvements for Ahuriri

- Security, safety, crime control, gangs, beggars, homeless – 35%
- Improvements to infrastructure and Council services 22%

## Safety

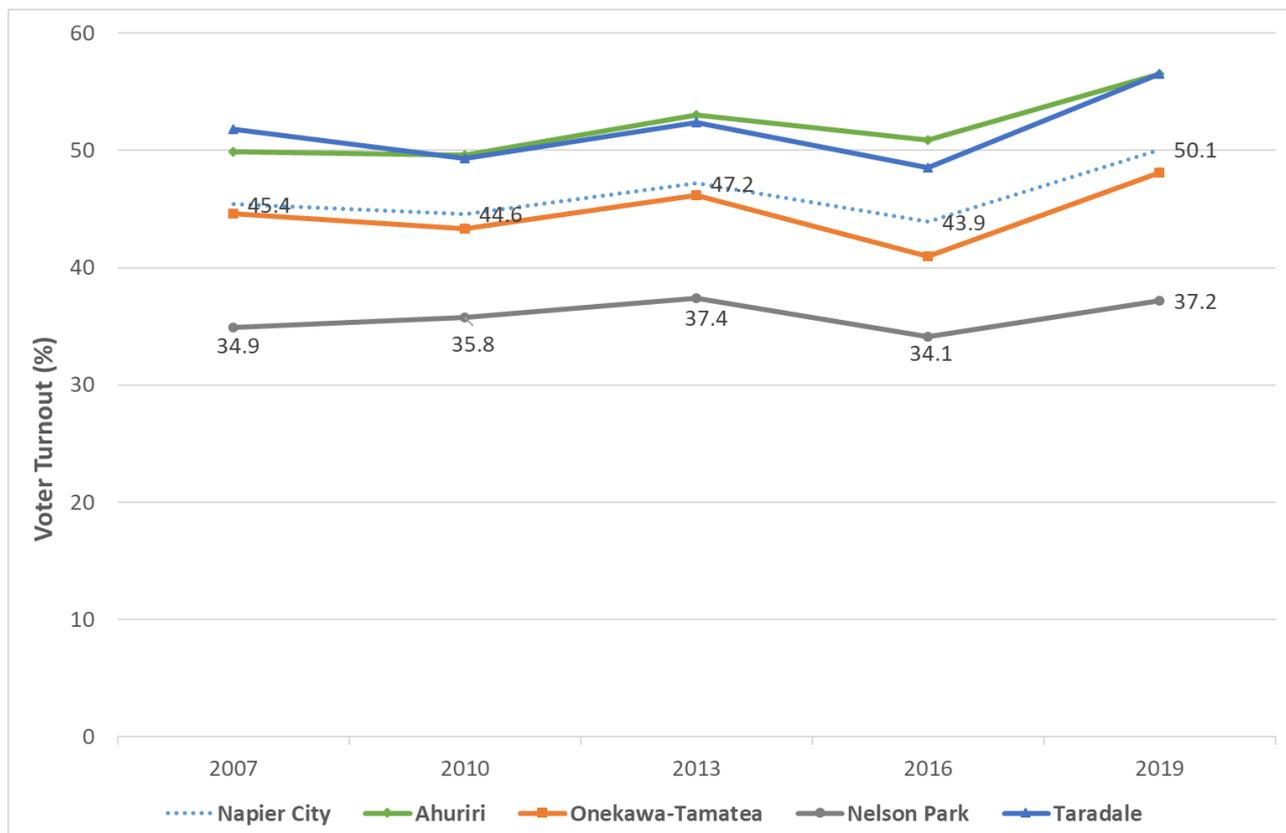
- 55% of residents in the area said they felt safe in Napier (56% of Napier residents overall)

## Climate Change

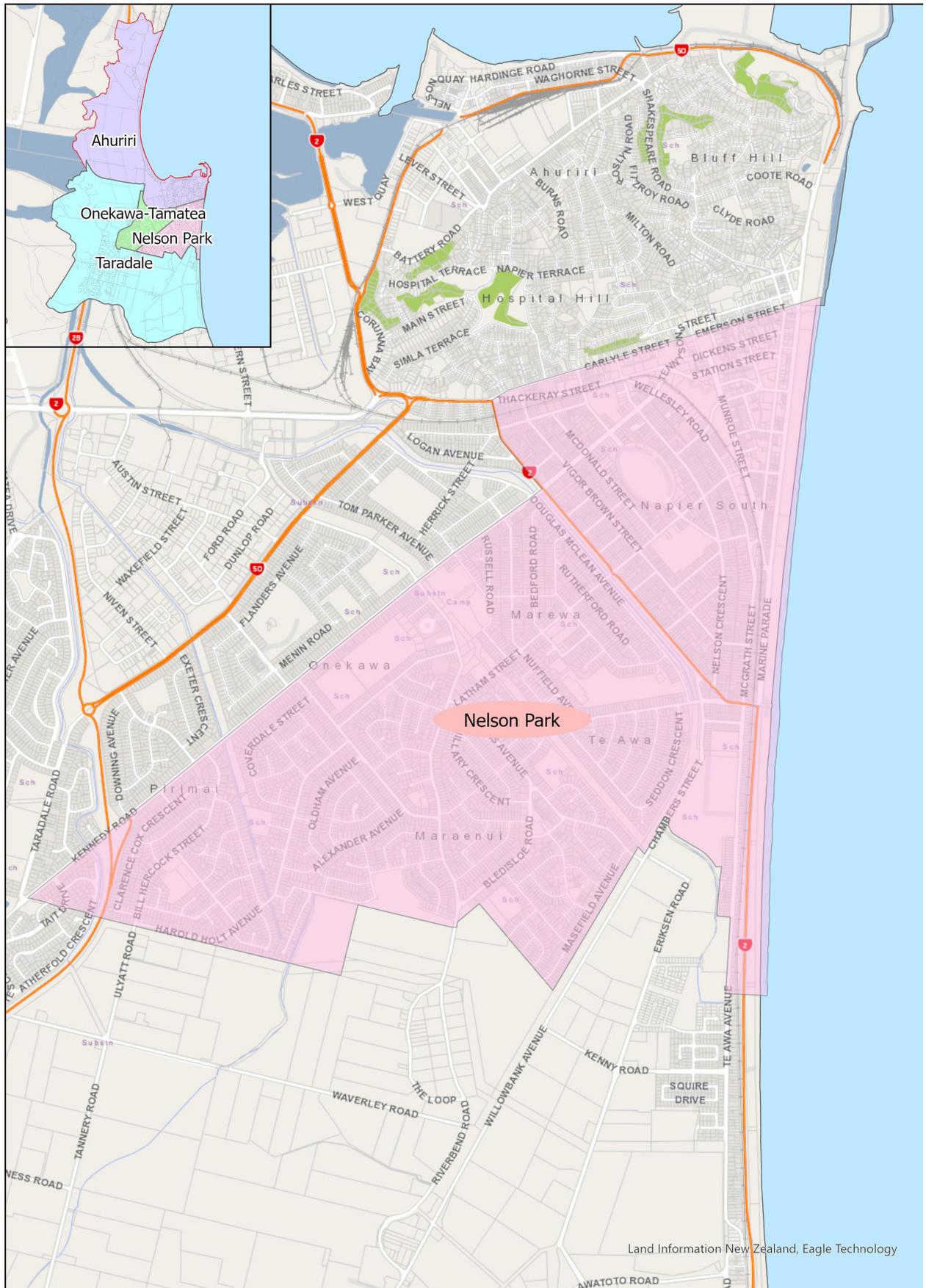
- 60% of residents in Nelson Park were concerned about the impacts of climate change in Napier (57% of Napier residents overall)

Nelson Park Ward's voter turnout is the lowest of all four wards, and lower than for Napier City as a whole. In 2019, 37% of Nelson Park's voters voted, compared to half of Napier's (50%).

## Voter turnout for Napier City and wards, 2007 - 2019



# Ward boundary map



# Deprivation Index map

