

# TARADALE WARD

*This profile presents information about Taradale 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 Taradale Ward

Predominant landmarks include Ōtātara Pā, Tironui (Sugar Loaf), and the Western Hills including Poraiti. Other features include the Park Island sports hub, and the Parklands, Guppy Road, and Te Awa residential developments. The ward contains a mix of rural, residential, industrial, and commercial land uses, including Greenmeadows shopping centre and the Taradale business district. It is also home to large wineries who host concert events.



Anderson Park's Destination Playground

Several schools are located within the ward, including a large high school (Taradale) and intermediate and primary schools. The Eastern Institute of Technology (EIT, Te Pūkenga) has its main base in the ward.

The ward contains several privately operated retirement villages, and four Council senior housing villages. Two large private retirement villages are under development in the ward. Almost half of Napier's residents aged 65+ live in this ward.

The Taradale Marketing Association is active within the business district and the Taradale Residents Association relaunched in 2019.

Taradale Ward has both the largest population and largest land area of all four Napier wards with 22,809 usual residents (36.6% of Napier's population) and covering 5,566 hectares. Its population increased by 9% between 2013 and 2018 (the same as for Napier overall).

The ward contains proportionately more older people than Napier as a whole (26% 65+ vs 21%) and slightly fewer children and young people (27% vs 31%). Reflecting this, the main family type is couples without children (51% compared to 44% for Napier), and an additional 36% are couples with children).



Refurbished Taradale Co-Lab

Taradale Ward has the highest home ownership rate – 76% of households are owned with or without a mortgage (vs 66% for Napier as a whole).

## Key Ward Stats

- Median age 47 years (Napier is 42)
- 88% identify as European ethnicity, 13% Māori, 6% Asian (81%, 22% and 5% in Napier)
- Low unemployment (2.4% vs 3.5% in Napier) and low employment – as more not in the labour force (38% vs 35% in Napier)
- Most in the middle two personal income quartiles (between \$12,825 and \$52,637, 56%)
- 8,988 occupied private dwellings (6.3% increase since 2013 – almost double Napier's growth)
- Household access to cellphones (91%) & internet (86%) similar to Napier (91% & 84%); highest access to landlines (75% vs 67% 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

**Taradale Ward: \$47,300** 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.

## Ward Projects

### Recent/Ongoing

- Tironui Drive pathway
- Greenmeadows Pumpstation mural
- Meeanee exploratory bore
- Pay by Plate parking meters

### Underway

- New water bores - Awatoto and Taradale
- Kenny Eriksen intersection upgrade
- Wastewater Treatment Plant upgrade
- Rotary Pathway - Otatara to Dolbel Reserve pathway extension

### Coming Up

- Stage Two Anderson Park and playground
- Taradale Town Hall refurbishment
- Riverside Park and playground upgrade
- Taradale Co-Lab Parklet
- Puketitiri Road safety improvements Taradale West new playground
- Taradale Park reserve management plan
- Park Island new playground

## 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 Taradale Ward (2021)

## Community Connectedness

- 76% of residents felt a sense of pride with their neighbourhood (68%, Napier overall)
- 72% felt that people in their community take care of or provide help for one another (68%, Napier overall)
- 50% felt their community could cope after a major event or disaster (45%, Napier overall)
- 80% of residents felt accepted by the community in Taradale (77%, Napier overall)

## Suggested Improvements for Ahuriri

- Security, safety, crime control, gangs, beggars, homeless – 19%
- Reduce speeding, poor drivers, more speed bumps – 13%
- Amenities – bars, cafes, shops, medical access 12%

## Safety

- 57% of residents in the area said they felt safe in Napier (56% of Napier residents overall)

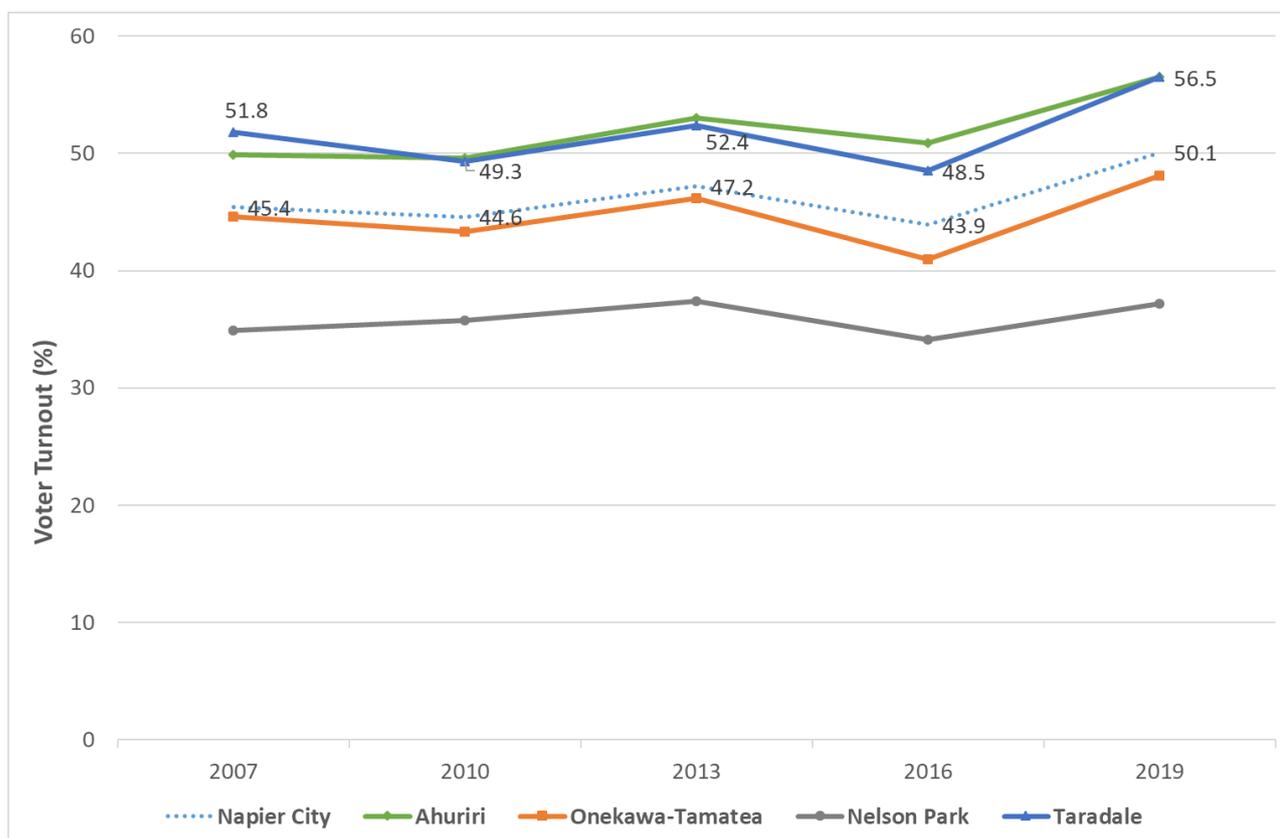
## Climate Change

- 51% of residents in Taradale were concerned about the impacts of climate change in Napier (57% of Napier residents overall)

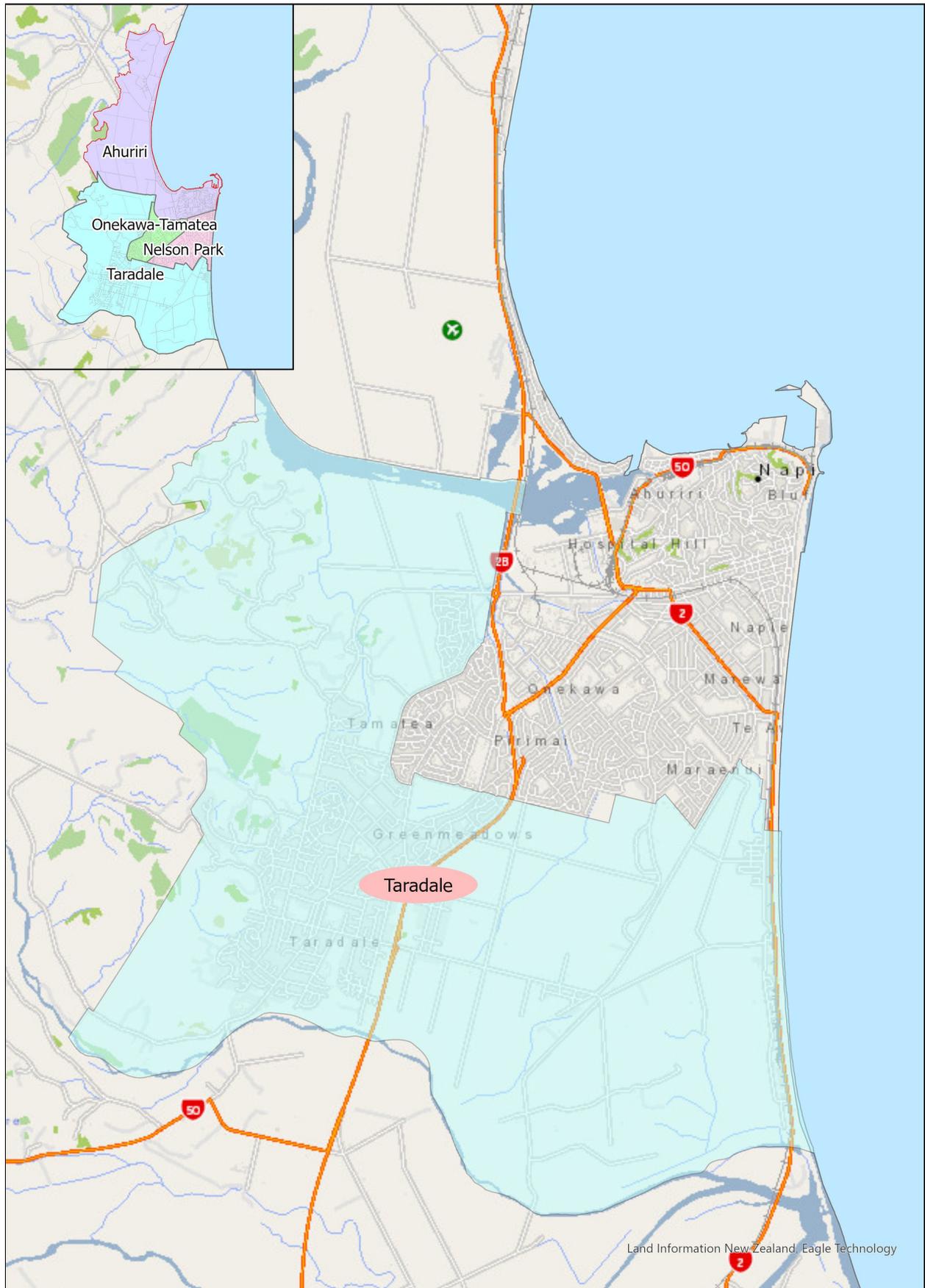
*Taradale Ward has one of the highest*

*Taradale Ward has one of the highest levels of voter turnout of the four wards, which is also higher than the Napier City total. In 2019, 57% of Taradale voters voted, compared to 50% of Napier's voters overall.*

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



# Ward boundary map



# Deprivation Index map

