

Symbols used to identify each measure contributing to community outcomes

PH Public Health EB Education, Training and Business Opportunities SC Services that support Communities

Council Initiatives		Measure		EB PH SC
Formalise the occupation of esplanade reserves/ legal roads by camping operators to enable sufficient camping capacity for the peak period		Year on year percentage increase in camping numbers at registered motor camps		
Result 2009/10: 0%	Target 2010/11: 5%	Result 2010/11: 7.4%	Achieved - Comments: Figures provided by Holiday Accommodation Parks Association of NZ shows an increase in camping numbers in registered motor camps in the region.	
In 2009/10 Council advised: Ensuring there is a good spread of camping opportunities in the district and managing unauthorized camping by motor homes.			Challenges going forward: Managing the implementation of the freedom camping policy while promoting the use of registered motor camps for camper's safety and to protect our environment.	

Council Initiatives		Measure		EB PH SC
Formalise the occupation of esplanade reserves/ legal roads by camping operators to enable sufficient camping capacity for the peak period		Community satisfaction with camping provision		
Result 2009/10: 80%	Target 2010/11: 76%	Result 2010/11: 66%	Not Achieved - Comments: Overall the level of satisfaction has dropped. This has been influenced in the main by 31% of eastern ward residents being dissatisfied while in the north and west this averaged at 16%. Residents that were dissatisfied generally wanted a greater level of access to beaches.	
In 2009/10 Council advised: Making the most of any opportunity to improve beach access especially through development of coastal land.			Challenges going forward: Guaranteed camping opportunities in the district and managing unauthorized camping by motor homes.	

Council Initiatives		Measure		SC
Ensure sufficient camping capacity for the peak period		Percentage of complaints about illegal camping responded to within 48 hours		
Result 2009/10: 84%	Target 2010/11: 90%	Result 2010/11: 90.83%	Achieved - Comments: Council has focused on taking action against campers' using illegal camping sites permanently.	
In 2009/10 Council advised: Managing unauthorised camping by motor homes.			Challenges going forward: Implementing the Freedom Camping policy and appointing a range of Infringement Officers in the district will help manage illegal camping through out the district.	

