

Whakaputa i a koe ki runga te tūranga matua

Come forth and take your rightful place in the world

“Each of us has an inherent right to be here”

INTRODUCTION

This document is one of four focus areas developed as part of a broader *My Masterton: Our People, Our Land/He Hiringa Tangata, He Hiringa Whenua Strategy*. This focus area provides a framework for our priorities that contribute toward improving the social wellbeing of our community.

Social wellbeing is a broad concept that refers to those aspects of life that contribute to our individual and collective happiness, quality of life, and welfare¹.

Masterton District Council/Te Kaunihera ā-rohe o Whakaoriori (MDC) is committed to supporting a positive, strong, inclusive and self-determining community with equal opportunities for all. MDC contributes to the social wellbeing of our community through creating environments where our people can meet and/or play; facilitating opportunities for our people through community development initiatives; funding or supporting community groups; promoting voting and enabling participation in local decision-making processes; promoting safety; and advocating on behalf of our communities on national or regional issues that impact locally.

BACKGROUND

MDC STRATEGIC CONTEXT

MDC's commitment to social development is reflected in our current Long-Term Plan (LTP) and more recent Annual Plans. In the LTP, key areas of focus and development include supporting our community and increasing community resilience. Recent Annual Plans reflect an additional provision for resources to facilitate education opportunities, to develop an *Education Strategy*; and support for community initiatives and local projects identified by our communities.

He Hiringa Tangata, He Hiringa Whenua will complement existing strategies that contribute towards the social wellbeing of our community. Examples include the *Wairarapa Rangatahi Development Strategy* (jointly developed by Masterton and Carterton District Councils) and our *Positive Ageing Strategy*.

The *Wairarapa Rangatahi Development Strategy* sets out how the two Councils will work together to improve and intergrate their work for rangatahi aged 12-24. The strategy aims to:

- strengthen rangatahi voice by providing opportunities to positively participate in Council and community affairs; and
- support rangatahi to reach their full potential and grow into vibrant, optimistic and connected adults.²

The *Positive Ageing Strategy* identifies actions MDC will undertake to improve the quality of life of all older people within the district. Key focus areas of this strategy include housing, transport, footpaths, parking and signage, safety, leisure, recreational and community activities, and communication and participation.

¹ Ministry of Social Development (2016) *The Social Report*, Wellington, pages 17-18

² Carterton and Masterton District Councils (2016) *Wairarapa Rangatahi Development Strategy 2016-2021*, pages 5-6

MDC is committed to being a truly accessible place. The holistic approach of “Be. Accessibility” is a great starting point for this mission³.

The Three Pillars

True accessibility will only be possible when the three pillars of life: the physical, the social and the personal, are addressed together:

- Physical Pillar: By creating an accessible physical and information environment we will enable each other to get in, enjoy and share in all our country has to offer.
- Social Pillar: By inspiring us all to think differently about access we will raise the hopes and dreams of all people.
- Personal Pillar: By building individual and collective leadership capacity, together we will create the environment for transformative conversations and engagement.

MDC’s *Education Strategy* will also play a significant part in contributing towards achieving the aspirations of *He Hiringa Tangata, He Hiringa Whenua*. The *Education Strategy* identifies those areas of education that will have the most significant impact on the development of the community and its people—all its people—and considers how MDC might best support these aspects of education.

IWI STRATEGIC CONTEXT/PERSPECTIVES

Kahungunu ki Wairarapa and Rangitāne o Wairarapa have their own aspirations in the social development/wellbeing area. MDC want our social development aspirations to align with Iwi to enable us to work towards shared outcomes for greater results.

The Kahungunu ki Wairarapa *He Mahere Whakaneke Whakanuku Strategic Plan 2015-19* has six overarching goals including *Enhance the social health and wellbeing of whānau* with the ultimate outcome of *our people thriving*. Strategies to achieve this goal are Iwi involvement with key agencies, quality kaupapa Māori services made available to whānau, and promoting healthy lifestyles. The strategy also includes the goal of *Educational advancement of our whānau* with whānau succeeding in educational pursuits as outcomes to be achieved. Strategies to achieve this goal are the implementation of their *He Heke Tuna, He Heke Rangatira Education Strategy 2014-2020*, supporting whānau in their educational pursuits, and providing opportunities for whānau to develop te Reo me ona Tikanga.⁴

Two focus areas for Rangitāne o Wairarapa are education and the provision of Iwi social services and working with whānau to create positive change and achieve solutions. *Iti Kahurangi* is the Rangitāne o Wairarapa education curriculum that includes information and resources for teachers to use. This is supported by an updated Rangitāne educational website. Rangitāne o Wairarapa take a holistic approach to this work that is consistent with principles of kaupapa Māori and Rangitānetanga. Examples include whānau support, social workers in schools, working with youth, and youth mentoring.⁵

NATIONAL POLICY CONTEXT

There are a number of Government agencies with responsibilities for various aspects of social wellbeing. All of these agencies have specific goals and targets for their respective areas. Examples include the Ministry of Social Development and the Ministry of Health.

³ www.beaccessible.org.nz

⁴ Kahungunu ki Wairarapa (2015) *He Mahere Whakaneke Whakanuku 2015-2019/Strategic Plan July 2015-January 2019*

⁵ Rangitāne o Wairarapa website www.rangitane.iwi.nz

With regard to social development, MDC is focused on or advocates for others to deliver on the social wellbeing areas referred to below:

- The Ministry for Social Development identifies ten outcome domains or areas of peoples lives in its 2016 Social Report: health; knowledge and skills; paid work; economic standard of living; civil and political rights; cultural identity; leisure and recreation; safety; social connectedness; and life satisfaction.

WHERE ARE WE NOW?

CURRENT SITUATION

This section provides some key indicators of where we are now in relation to social development:

- *Household income levels* - Household incomes in Masterton are below the national average with one third earning less than \$33,000 in 2013.
- *Work opportunities* – work opportunities and income are intertwined. The unemployment rate for Masterton was 7.3% in 2013, slightly higher than the New Zealand average of 7.1%.
- *Household poverty levels* – The New Zealand Deprivation Index is a measure of relative deprivation in New Zealand. In 2013, Masterton’s deprivation index was 1,018. The mean is 1,000.
- *Diversity of Population/Growing Māori population* – The Māori population is growing (17% between 2001 and 2013) and with a younger population, we expect a higher proportion of Māori youth. We are also seeing more people from other countries living in Masterton (the percentage of the population that identified as Pacific peoples, Asian or Middle Eastern/Latin American/African increased by 48% between 2001 and 2013).
- *Ageing Population* – the proportion of over 65s in the Masterton district is expected to almost double by 2043 (from 19% to 32%) and more “active aged” are also anticipated.
- *Housing Availability* – demand for good quality, affordable rental housing exceeds the availability of suitable properties. The rental housing affordability measure increased from 76% in 2006 to 78% in 2015, meaning rental housing has become slightly less affordable.
- *Voter Participation* - Participation in local authority elections in Masterton has dropped from 54.4% in 2010 to 44.6% in 2016. In the 2014 national election, 80% of enrolled voters in the Wairarapa participated.
- *Volunteer Hours* - In 2013, 16.6% of the Masterton population completed voluntary work through an organisation. This was a similar level to 2006 (16.3%).

CURRENT ACTIVITY

Below is a ‘snapshot’ of some of the social development activities and initiatives that MDC is currently involved in:

- Supporting safer communities, for example, regulatory activities that support public health and wellbeing; the provision of funding towards Masterton Neighbourhood support; and maintaining a network of security cameras in public areas.
- Partnerships and collaboration with local Iwi, Hapū, and whānau that provide opportunities to work together and grow our understanding and knowledge of each other’s kaupapa, for example Waitangi Day celebration events, development and installation of the signage at the end of River Road naming the ‘Junction’ as ‘Wai-Rua’.

- Providing and managing a range of high quality community places and spaces such as the Library and Archive, Queen Elizabeth Park, and Sportsfields that enable activities and events, learning opportunities, physical activity and opportunities to connect with each other.
- Supporting improved educational outcomes for the Masterton District via the development of an Education Strategy.
- Facilitating and encouraging participation in events that provide opportunities for our communities to come together, celebrate together and connect with each other, for example, Whānau/Family Day and the Lions Free Rugby Screening.
- Providing Library and Archive services that are accessible to the public; that keep pace with the latest technology, and encourage and enable access to the digital world.
- Providing and facilitating a wide range of opportunities for people to be physically active, for example, the Trust House recreation centre and recreational trails.
- Supporting community and sports groups, and their volunteers. For example, Friends of the Park and Henley Lake Trust.
- Enabling community led development for communities to achieve their goals. An example of this is the Riversdale Beach Surf Lifesaving Club facilities upgrade.
- Funding a range of community clubs, organisations and initiatives via the Community Development grants.

These projects, plans and actions provide a strong foundation for Masterton/Whakaoriori to move forward and explore other potential opportunities.

COMMUNITY VIEWS

Feedback from our community during the draft Long-Term Plan 2015-25 process reflected a directive for more of a focus on our community. As part of the draft Annual Plan 2016-17 we asked whether there was support for investing an additional \$400,000 per annum in our people. There was strong support for this with 76% of those who made submissions indicating that they agreed or strongly agreed with this proposal. Feedback from our community via long-term and annual plan submissions also provides some insight into our community's views on areas of priority. Key social and community development themes over the past two years have been:

- Improving the 'look and feel' of neighbourhoods e.g. bus shelters, rubbish bins, picnic tables, parks & playgrounds, public art, community gardens & fruit trees.
- Community safety e.g. traffic calming measures (judder bars)
- More inclusive decision making /community empowerment
- Better sharing of information / communication
- Affordability – e.g. housing costs and access to recreational activities/opportunities
- Housing availability, affordability and the standard of housing
- Support for community events / activities e.g. free pool days and community events
- People are extremely positive about the Library and Archive.

We consider that enabling a community-led development approach to identify aspirations is a productive path to take. Community led development principles include:

- shared local visions or goals drive action and change
- use existing strengths and assets
- many people and groups working together
- building diverse and collaborative local leadership
- adaptable planning and action informed by outcomes.

The 2017 NRB Communitrak survey that asks Masterton residents about levels of satisfaction with Council services and functions reported that as a place to live, 91% of people believe Masterton is the 'same' (53%) or 'better' (38%) than it was three years ago. 91% of people believe Masterton is generally a safe place to live.

OPPORTUNITIES AND CHALLENGES

Opportunities and Challenges for social development in Masterton / Whakaoriori that have been identified include:

Opportunities	Challenges
<ul style="list-style-type: none"> • Council-Iwi Relationships • Leaders committed to improving social wellbeing • Local Trusts that provide housing and support educational and community initiatives • Diverse communities • Range of education choices • Growing Māori population and youth population • Growing diversity • Lower housing prices (compared to other areas of Aotearoa/New Zealand) • Strong, grassroots community • Passionate volunteers and volunteer organisations • Strong sporting and recreation groups and communities 	<ul style="list-style-type: none"> • Areas of high deprivation • Affordability • Employment opportunities • Unemployment rate • Housing – affordability, availability & standards • Health & wellbeing – access to services; addiction challenges • Qualifications for school leavers • Large geographical area

WHERE DO WE WANT TO BE?

People are at the heart of everything we do and we want all people in the Masterton district to have opportunities to thrive and succeed. This can be achieved by:

- Empowering our community.
- Building on all of the positive things that are already happening in the Masterton district.
- Providing opportunities for people who live in Masterton to feel part of the community and to be proud of who they are and where they come from, or call 'home' now.
- Facilitating and enabling access to opportunities that enable our communities to succeed and reach their full potential in all aspects of life, from education and employment to their cultural, recreational and spiritual interests.
- Supporting an engaged community where people actively participate in determining their own futures and the future of our district.

HOW WILL WE ACHIEVE THIS?

The table below sets out our vision, priorities and strategic directions for Social Development:

OUR VISION FOR SOCIAL DEVELOPMENT	
Masterton/Whakaoriori is a positive, strong, inclusive and self-determining community with equal opportunities for everyone	
PRIORITIES	OUR STRATEGIC DIRECTIONS
Community Led – Council Supported	<ul style="list-style-type: none"> Building the capacity and capability of individuals and communities Supporting community leadership growth Facilitating opportunities for communities to realise their aspirations
Opportunities for Everyone	<ul style="list-style-type: none"> Supporting improved education and employment outcomes Supporting a better standard of living Supporting access to ‘life enhancers’
Pride in ‘Our Place’	<ul style="list-style-type: none"> Caring for our place Enhancing community safety Sharing and celebrating our diversity Creating spaces, places and opportunities for people to connect Building resilience and working together in times of crisis
Engaged Communities	<ul style="list-style-type: none"> Making it easier to engage and participate in Council decision making processes Working collaboratively with Iwi, stakeholders and our communities
A Masterton District designed to maximise Social Wellbeing	<ul style="list-style-type: none"> Connecting with others Taking notice of the world around you Being Active

PRIORITY 1: COMMUNITY LED – COUNCIL SUPPORTED

MDC has adopted a “community led - Council supported” approach to community development which is both an outcome and a way of doing things. Community led processes create opportunities for people to work together around common issues and aspirations. This approach sees MDC taking more of a support role and enabling neighbourhoods or community groups to achieve the outcomes that they themselves have identified. By working with communities in this way, MDC will better understand the needs and desires of communities, and their preferred ways of engaging with Council, which strengthens relationships as well as progressing outcomes and achieving goals.

We have three strategic directions to support this priority:

- Building the capacity and capability of individuals and communities
- Supporting community leadership growth
- Facilitating opportunities for communities to realise their aspirations

BUILDING THE CAPACITY AND CAPABILITY OF INDIVIDUALS AND COMMUNITIES

Different communities, neighbourhoods and groups have different strengths and resources. Sometimes capacity or capabilities need to be built or nurtured to enable a community to realise its aspirations. This may mean training or development to grow the skill set of an individual or a

community; connecting with others, accessing their skills and strengths and working collaboratively; or recognising the skills that already exist within a community and realising the value and potential in these. In community led development building capacity and capability is considered both a process and an outcome.⁶

SUPPORTING LEADERSHIP GROWTH

MDC sees value in supporting leadership growth. Leaders within communities generate enthusiasm for projects and initiatives, and encourage and enable others to get involved creating momentum and making things happen⁷.

FACILITATING OPPORTUNITIES FOR COMMUNITIES TO REALISE THEIR ASPIRATIONS

Support for communities comes in many forms, for example:

- advocacy and advice to connecting knowledge and skill sets;
- funding for community projects; and
- human resource to fill specific skill gaps, for example a project manager.

The support required is best determined on a case by case basis depending on the leadership, capacity and resources of the community or group and the individuals involved.

Community Led, Council Supported Potential Key Actions

There has been a growing emphasis nationally and globally in the last five years on the neighbourhood and local community scale. Organisations involved with community development have found great success in focusing their efforts at these smaller scales and a grass roots approach. This is seen in initiatives such as Neighbours Day, Neighbourly, Inspiring Communities and the new community led development focus of the Department of Internal Affairs⁸.

- Continue to create momentum with community led, council supported projects and initiatives
- Build on our knowledge of the socio-demographic characteristics and strengths in, community organising, of neighbourhoods and communities, including their strengths, challenges and the resources that are available to them.
- Provide and support leadership opportunities.
- Ensure that decision-making is made as close as possible to the group/s that it is relevant to.
- Advocate for neighbourhoods and community groups on issues that will impact or affect them.
- Support the community in accessing resources.
- Share our learnings.
- Support and celebrate those who are making positive contributions for our community.

PRIORITY 2: OPPORTUNITIES FOR EVERYONE

MDC wants everyone who lives in the Masterton district to have equal access to opportunities that enable a happy and healthy lifestyle. Our district has lower household income levels, higher rates of unemployment and the working age population have fewer qualifications compared to the national

⁶ Inspiring Communities (2013) *Understanding and accelerating community-led development in Aotearoa New Zealand. Lotteries NZ Community Sector Research Grant: Final Report*

⁸ http://www.superu.govt.nz/sites/default/files/Community-level%20change%20report_1.pdf

average. These things can create barriers for individuals and whānau to have access to good quality housing, food, health care, education and recreational opportunities.

We have three strategic directions to support this priority:

- Supporting improved education and employment outcomes
- Supporting a better standard of living
- Supporting access to 'life enhancers'

Housing unaffordability or poverty is complex with interconnected issues that require people from different walks of life and sectors to work together to create meaningful solutions. As well as the three strategic directions, Council can play a brokering roles that connects players with each other.

SUPPORTING IMPROVED EDUCATION AND EMPLOYMENT OUTCOMES

Knowledge and skills enhance people's ability to meet their basic needs, widen the range of options open to them, and enable them to influence the direction their life takes. The skills people possess can also enhance their sense of self-worth, security and belonging; and directly impact employment decisions and career choices. Those with relatively few educational qualifications are more likely to be unemployed and, on average, have a lower income when in work reducing their access to other resources that support health and wellbeing.

SUPPORTING A BETTER STANDARD OF LIVING

Housing is an issue for our community. While houses are cheaper to buy and rent in Masterton compared to other areas of New Zealand, given our lower than average incomes, housing affordability is still a challenge. The availability of good quality houses, especially for those who are looking to rent, is limited and demand currently exceeds availability. When demand exceeds supply, market forces come into play and rents can increase.

For lower income households especially, high housing costs relative to income are often associated with severe financial difficulty and can leave households with insufficient income to meet other basic needs such as food, clothing, transport, medical care and education. Feedback from our community indicates that there are long waiting lists for good rental properties and people living in temporary and crowded accommodation because they can't access and/or afford housing⁹.

The cost of food is challenging for many families in our community. Good quality, fresh and healthy food often costs more and is unaffordable for some. A two litre of milk, for example, is generally more expensive than a two litre of soft drink. Families can be forced into choosing lower quality and less nutritious food and/or going without food.

SUPPORTING ACCESS TO 'LIFE ENHANCERS'

Access and opportunity to 'life enhancers' such as the outdoors, culture, leisure, recreation and social opportunities are also important and can open doors to new experiences, social connections, physical and mental health. Barriers to access could include affordability, transport, childcare, a lack of knowledge or understanding, or perhaps a lack of confidence and/or social connections to support and encourage participation. Addressing potential barriers can encourage greater access to and participation in life enhancing opportunities.

⁹ Wairarapa Housing Needs Assessment 2016; presentation prepared for Connecting Communities Wairarapa; Dr. Chrissy Severinsen, Rachel Hansen

Opportunities for Everyone Potential Key Actions:

- Considering affordability in all Council decision making
- Ensuring social wellbeing implications are considered and mitigated or optimised in all Council decisions, activities, policies and plans
- Removing barriers to access and/or participation in Council related activities, services, infrastructure, processes and information
- Prioritising resources and activities that increase opportunity and participation for everyone
- Implementing MDC's Education Strategy
- Advocating on behalf of our community for matters such as housing and health

PRIORITY 3: PRIDE IN 'OUR PLACE'

The physical environment that we live in impacts on our physical and mental health at an individual and community level. The 'look and feel' of a place can contribute to a sense of belonging and pride, and can help to encourage and facilitate social connections.¹⁰

A crucial element for a vibrant community is having diversity. The Masterton district has many communities and individuals with a diverse range of interest, skills and experiences. We need opportunities to connect with each other and learn from each other. Through exchanges of information and resources, social capital can grow increasing the resilience of a community.

We have five strategic directions to support this priority:

- Caring for our place
- Enhancing community safety
- Sharing and celebrating our diversity
- Creating spaces, places and opportunities for people to connect
- Building resilience & working together in times of crisis

CARING FOR OUR PLACE

We want the Masterton district to be a place where people are proud of where they live and that attracts visitors. Part of this is about caring for our district in making it a better place. Growing pride in our town and our neighbourhoods can help to reducing graffiti, litter and vandalism.

ENHANCING COMMUNITY SAFETY

We want our residents and visitors to feel safe at the places they frequent. Things that we do that support community safety include our neighbourhood support groups. There is also a regulatory aspect to safety, for example, food safety and animal control.

SHARING AND CELEBRATING OUR DIVERSITY

Our population is becoming more diverse. Greater diversity is expected to influence demand for services/service delivery and the way that we engage with and work with our communities. At the same time, this presents new opportunities for Masterton/Whakaoriori. Similarly, an ageing population may enjoy different leisure activities and need different service standards, such as footpaths to accommodate scooters, to enable access to these activities. We also need to think about our youth and providing services and opportunities that keep them active and engaged.

¹⁰ Placemaking New Zealand website www.placemaking.org.nz

CREATING SPACES AND PLACES FOR PEOPLE TO CONNECT

MDC acknowledges the need to support and facilitate community hubs as spaces and places for our communities to connect. Our library is an example of a community hub where people access a range of services and programmes and have opportunities to meet and interact. We want to build on and enhance these opportunities.

BUILDING RESILIENCE & WORKING TOGETHER IN TIMES OF CRISIS

MDC wants to support the building of community resilience and being able to work and adapt during challenging situations. The Wellington Region Emergency Management Office are dedicated to helping communities improve their resilience. This means the communities are ready and capable to prepare for, respond to, and recover from an emergency.¹¹

Pride in Our Place Key Actions

- Implementing neighbourhood design practices that support safe and vibrant environments
- Facilitating and encouraging neighbourhood clean-up initiatives
- Supporting our children and whānau to feel safe in their homes, schools as well as places of work and leisure day and night
- Ensuring we have a supportive regulatory framework
- Civil Defence Emergency Management planning
- Creating quality 'community spaces' that support and enable vibrant neighbourhoods
- Supporting neighbourhood initiatives and activities
- Review and update our Positive Ageing Strategy
- Promoting services and resources that are available to the community

Underlying all of these actions is MDC's intention of engaging, working with and supporting local neighbourhood involvement.

PRIORITY 4: ENGAGED COMMUNITIES

We want to have engaged communities that actively engage and participate in things that are happening within our district. Having engaged members of the community having their say on what MDC does helps us improve the way in which we do things and how we deliver our services.

We have two strategic directions to support this priority:

- Making it easier to engage and participate in MDC decision making processes
- Working collaboratively with Iwi, stakeholders and our communities

MAKING IT EASIER TO ENGAGE & SUPPORTING PARTICIPATION IN COUNCIL DECISION MAKING PROCESSES

Feedback from our communities has included the need for more opportunities for our community to engage and participate in MDC decision making processes. We are committed to looking at new and different ways this can be achieved. Voter turnout in our district for local elections is lower than what we would like. This is another area we would like to address.

¹¹ Wellington Region Emergency Management Office website www.getprepared.org.nz

WORKING COLLABORATIVELY WITH IWI, STAKEHOLDERS AND OUR COMMUNITIES

MDC cannot achieve its vision for our community alone. We are committed to working in partnership and/or collaboration with Iwi, stakeholders and our community to realise our collective aspirations for our district.

Engaged Communities Potential Key Actions

- Exploring partnership opportunities
- Identifying ways to increase access to MDC meetings
- Looking at how we can better share information
- Increasing opportunities for more input
- Sharing our learnings
- Adapting our approaches – not one size fits all

PRIORITY 5: A MASTERTON DISTRICT DESIGNED TO MAXIMISE SOCIAL WELLBEING

We want the Masterton district to be a place where social wellbeing can be maximised.

We have four strategic directions to support this priority¹²:

- Connecting with others
- Taking notice of the world around you
- Being Active

CONNECTING WITH OTHERS

Connectivity is a fundamental element in the health of a community. The physical space our community inhabits plays a large role in its ability to connect with others.

Masterton's built environment should prioritise and facilitate clear connections to and between potential hubs and gathering places, and remove the design and planning barriers to everyday interactions.

Potential Key Actions

- MDC adopts the New Zealand Urban Design Protocol as criteria for new development and planning.
- MDC ensures we have high quality signage and maps throughout the district so residents and visitors have an easy time understanding the attractions and connectivity of our district
- Our streetscapes, parks, and public spaces should enable lingering, relaxing, and recreating by providing high quality seating, spaces, and attractions.
- MDC to ensure all existing bylaws are necessary and don't unduly restrict cooperative activity in our public realm.

TAKING NOTICE OF THE WORLD AROUND YOU

The built environment should encourage people to be engaged and actively aware of their surroundings.

Current neuroscientific research shows that when we are disengaged in actively processing sensory information we tend to dwell in our internal world of thoughts and feelings. Further evidence shows

¹² Strategic directions adapted from Rhiannon Corcoran and Graham Marshall's article, *Journal of Urban Design and Mental Health*; 1st May 2016

that low mood has a tendency to cause people to dwell more in this internal world with a focus on pessimistic or worrying thoughts¹³.

Therefore a dynamic and engaging urban fabric should be supported to bring people's attention to the outer world and promote more social interaction. This can be achieved by thoughtful design which from time to time introduces surprise, wonder, or gentle reorientation of people's attention. It is the duty of good urban design to engage us with our environment. This means streetscapes and public places that inspire us to remove our earbuds, look up from our smartphones, and engage with our surroundings. A side effect of this is a higher chance to take notice of each other, thus engaging culturally and socially.

Masterton's built environment should promote people's conscious awareness of place, of each other, and our relationships.

Potential Key Actions

- MDC to encourage public displays of art and culture which change throughout the year inviting the community to slow down, explore, and engage while traveling through the district.

BEING ACTIVE

A person's likelihood to take active modes of transport i.e. walking, biking, and skating is hugely influenced by the fabric of the built environment. Careful design and planning can support our community's wellbeing through this mechanism.

Masterton's built environment should promote active movement to and between potential hubs and gathering places to facilitate the pursuit of everyday physical activity.

Potential Key Actions

- MDC to enrich the pedestrian corridors between points of interest such as the railway and bus stops, natural attractions, and retail with high quality planting, street furniture, lighting, crossings, and paving materials.
- MDC to support cycle commuters with dedicated bike paths, divided bike lanes, and safe cycle crossings through intersections and bridges.
- Planning department to limit urban sprawl so that all residents are within walking distance to local shops, amenities, and public transport.

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¹³ *Journal of Urban Design and Mental Health*; 1st of May 2016

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