Linwood Ward

Community Profile

September 2026



Mural at Te Pou Toetoe Linwood Pool

Christchurch City Council

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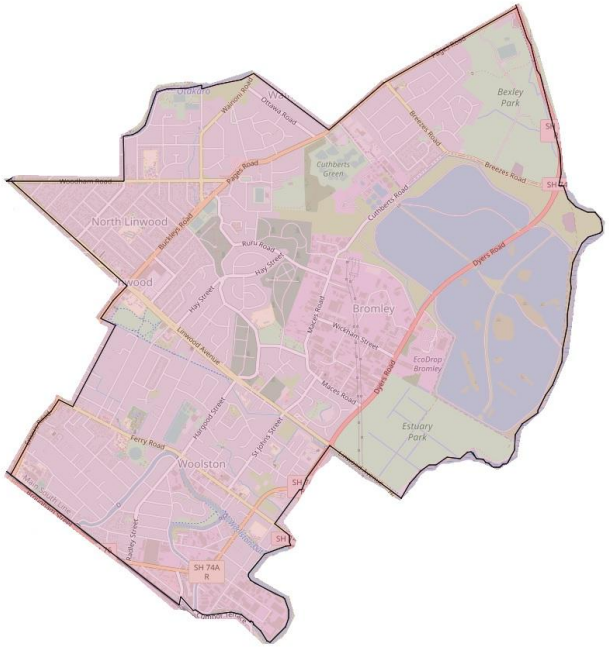
Entrance to Ngā Hau E Whā National Marae

Profiles compiled by the Community Support and Partnerships Unit, Christchurch City Council

***New Zealand Index of Deprivation (NZDep)**

The NZDep is an area-based measure of socioeconomic deprivation in Aotearoa New Zealand created by Otago University. It measures the level of deprivation for people in each small area. It is based on nine Census variables. To read more about the variables used and view maps in more detail, visit http://www.ehinz.ac.nz/indicators/population-vulnerability/socioeconomic-deprivation-profile/

Ward Area Overview





Thackers Quay, looking across the Ōpāwaho from Radley Park

The Linwood Ward includes the suburbs of Linwood, Woolston and Bromley. Located just a few minutes from the city centre, the area features a diverse blend of residential, commercial and industrial zones interspersed with large parks, cemeteries, and river esplanades.

Each of the suburbs has its own distinct characteristics, history and identity. To the south, Woolston is known for its industrial and residential character. With a history rooted in industry, the suburb has played an important role in the development of Ōtautahi.

Woolston now supports light industrial, commercial and residential activities, with the Ōpāwaho meandering along the industrial fringe and the Tannery sporting a range of boutique and more luxurious shops.

Bromley to the east, was developed around the Wastewater Treatment Plant with oxidation ponds added later and incorporating the wildlife refuge Te Huingi Manu. The area also became home to several cemeteries, including Bromley Cemetery, and later residential areas.

Linwood, established in the 1850s is one of the oldest suburbs in Ōtautahi. Featuring a major commercial centre, Eastgate Mall hosts Te Kete Wānanga o Ihutai - Linwood Library and The Loft, home to a raft of social and health services. The surrounding residential area is also serviced by its newest Council facility Te Pou Toetoe and Linwood Park.

Residents in the Linwood Ward enjoy the advantages of city living but with the hills, the Ōtākaro Avon River Corridor and beaches within less than 15 minutes' drive. Despite its proximity to the city centre, residents of the Linwood Ward proudly identify with the area colloquially known as The East and continue to advocate for, defend and celebrate the diversity the ward area offers.

Facts and Figures

Linwood Ward 2023 Census

23,577
Population

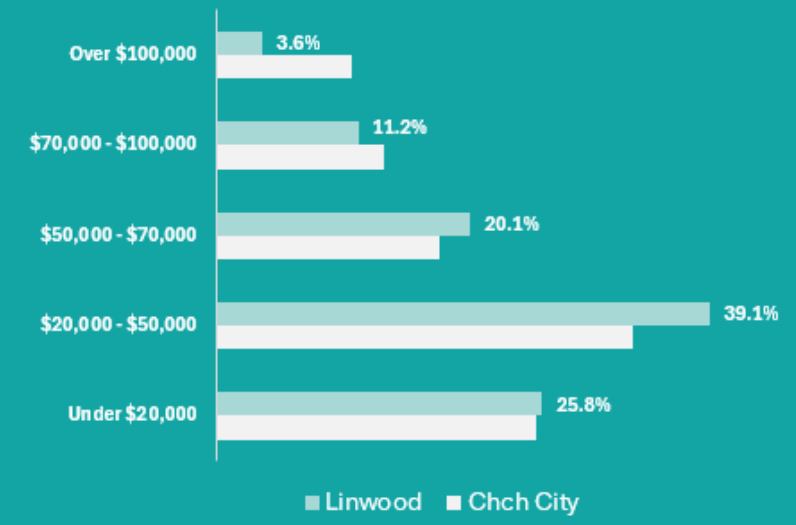
36.7
Median Age

9,360
Dwellings

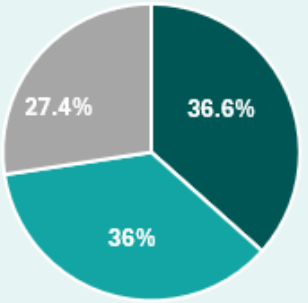
Cultural Diversity

74.7%	European
20.4%	Māori
9.7%	Pacific Peoples
10.9%	Asian
15.1%	MELAA

$ Personal Income



Family Type



- Couple without Children
- Couple with Child(ren)
- One Parent with Child(ren)

Businesses

Approximately
1,506 businesses
employing
7,478 people
(Feb 2024)

Community Infrastructure

12 Community development/support organisations

34 Sport/recreation groups

13 Faith-based organisations

9 Schools

9 Community-owned facilities

6 Council-owned facilities

2 Council libraries

Facilities and Amenities

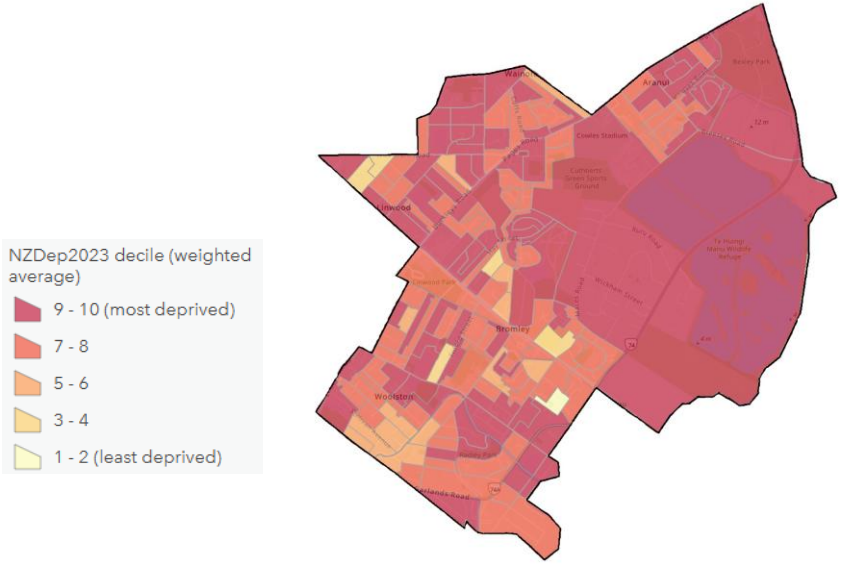
- 1 Council library: Linwood (at Eastgate)
- 1 Council service centre: Linwood Library
- 10 Council-owned social housing complexes with 260 units
- 4 shopping centres: Linwood/Eastgate, Woolston Village and the Tannery.
- Ngā Hau E Whā National Marae
- 9 schools: 8 primary and the Ara Institute Woolston Campus (formerly known as CPIT- Christchurch Polytechnic Institute of Technology).
- 2 major Council assets: Wastewater Treatment Plant and the Organics Processing Plant servicing the whole of Ōtautahi.
- 4 cemeteries: Linwood, Bromley, Ruru Lawn and Memorial Park Cemeteries

There are a number of well-established, strong community groups delivering social development outcomes to the communities within the Linwood Ward. Many of these groups are active members of The LinWard Collective who come together monthly, joined by kaimahi from government agencies and social services, to share updates, current issues and to foster collaboration. Offering a wide range of programmes and activities, through these community organisations, residents can engage with and participate in a variety of recreation and sports for leisure and local support groups which offer practical help to residents.

The Linwood Ward has six Council owned facilities, the newest of which, Te Pou Toetoe offers indoor pools, swimming lessons, the popular manu pool, family spa and a range of group fitness classes in their Weka Room. Bromley Community Centre, Te Whare Taonga o Ngā Iwi Katoa, Woolston Community Library, and Cowles Stadium also provide the community with a wealth of opportunities from recreation, volunteering, access to social services and life-long learning.

The Linwood Ward boasts a plethora of sports and recreation facilities, large parks and reserves including Cuthbert's Green, Linwood, Woolston and Bexley Parks and Cypress Reserve which host a range of active recreation. Just bordering the Ōtākaro Avon River Corridor to the north and the Ōtākaro Ōpāwaho Ihutai to the east the Linwood Ward also offers more nature-based recreation opportunities with a handful of walks in the red zone and estuary marshes segment of the 360 trail winding its way north from Estuary Park to Bexley through consecutive parks.

Socio-economic Deprivation Index



The scale of deprivation ranges from 1 to 10:

- 1 represents the areas with the least deprived scores.
- 10 represents the areas with the most deprived scores.

Relative to the rest of Christchurch City, Linwood Ward had higher levels of deprivation overall.

In the Linwood Ward, around 47 per cent of the population lived in the 'most deprived' areas (i.e. deciles 9 and 10), compared with 16 per cent of all of Christchurch City's population.

Less than 1per cent of this ward's population lived in the 'least deprived' areas (i.e. deciles 1 and 2), compared with 23 per cent of all of Christchurch City's population.

The suburbs within the Linwood Ward are among some of the highest decile areas in Ōtautahi, with much of the area experiencing high levels of deprivation. Despite pockets of affluent areas in all three suburbs, the ward area as a whole shows a high degree of deprivation compared to its neighbouring areas to the south and west.

The average age of residents in the Linwood Ward is similar to that of Ōtautahi, around 35 years old and Linwood has comparatively more males living in the area around that age. Median income is around $46,000, roughly $10,000 less than the average for Ōtautahi and has a slightly higher percentage of unemployment in comparison to other ward areas (although this has decreased significantly since the last census and there are comparatively more people employed full time than the city's average). A high number of these are working as professionals, technicians and trades workers.

38.9 per cent of people in the Linwood Ward do not own their own home, compared to 35.2 per cent across the city. Average rent is lower than the average for Ōtautahi at around $350 compared to $415.

Median house prices in the Linwood Ward are recorded as some of the lowest in the city with Linwood at $505,000 and Woolston at $588,222.

The Linwood Ward has 141 social housing units managed by the Ōtautahi Community Housing Trust with emergency housing also available at Ngā Hau E Whā National Marae supported by Te Rūnanga o Ngā Maata Waka. There are 940 Kāinga Ora owned properties.

Strengthening Communities Together Strategy

This section of the Community Profile provides a narrative of the ward in relation to the four Pillars of the strategy. You can view the full strategy document on the Council's website by clicking here.

Te Pou Tua Tahi: Te Tāngata

Pillar 1: People

The city actively promotes a culture of equity by valuing diversity and fostering inclusion across communities and generations.



Pasifika Community Garden

Ngā Hau E Whā National Marae is located at 250 Pages Road on the northern border of the Linwood Ward. The mauri is held by Ngāi Tūāhuriri as mana whenua of the Ōtautahi rohe.

However, as a national marae, its services and manaakitanga extends to tangata from everywhere, not just the tribes of Aotearoa.

Established to look after the needs of the tangata living in the Eastern suburbs of Ōtautahi, Te Rūnanga o Ngā Maata Waka who look after the marae has developed a reputation for providing effective and culturally appropriate services to all disadvantaged groups in the community. Providing integrated services on site as well as outreach programs, Te Rūnanga of Ngā Maata Waka provides invaluable services to a range of communities.

With 20.4 per cent of the population that whakapapa Māori and 9.7 per cent of the population identify as Pasifika, Linwood has a higher percentage of Māori and Pasifika compared to other ward areas but comparatively less from the multicultural sector. The range of community organisations and services reflects this, with several of them having kaupapa specific to those ethnicities.

The Pasifika Community Garden project is an example of this. Hosted by Linwood Community Gardens and through support and funding from Council, the Pasifika community came together to develop a series of raised garden beds growing taro and other culturally specific produce to share with their communities.

The Gurudwara Singh Sabha on Ferry Road attracts some 200 members of the Sikh society from across the city. More than simply a place of worship, the temple offers a valuable amenity, providing a space for connection, learning and culture for a diverse community of residents.

The Waitai Community Board supported 24 community organisations through their 2024-25 Strengthening Communities round and actively works with over 30 to enable their on-going mahi in providing access to arts, culture, heritage, recreation and kaitiaki for environment.

Several youth groups offer positive connection activities and programmes.

Youth Town are based at Woolston Community Centre and have developed a range of programmes run out of the facility as well as having a youth worker based there.

Youth and Cultural Development Trust and Kāwai Rangatahi work extensively throughout the ward area to deliver youth appropriate events, programmes and activities including outdoor movie nights, the iconic FRESH Pool Parties and House of Hoopz 3on3 basketball series.

The Community Board gives grants to young people undertaking recreational competition or personal development activities through their Youth Development Fund.

Te Pou Tua Rua: Te Whenua

Pillar 2: Place

We support and help build connections between communities and their places and spaces to foster a sense of local identity, shared experience and stewardship.



Woolston Village Pou

The Linwood Ward is favoured by its residents as an ideal location to live, work and play. Its close proximity to the city centre as well as the hills to the south, the Ōtākaro Avon River Corridor to the north and coast on the eastern border, provides a balance of city living, affordable housing and ample opportunities to get out of the urban setting and into nature.

The ward has three main commercial districts including Eastgate Mall, Woolston Village and The Tannery, providing a range of different types of shops within 10 minutes of each other. Close to the major arterial routes, State Highways 73 and 74, and with the anticipated completion the City to Sea Pathway, everywhere within the ward area is within easy reach of a plethora of services, amenities, shops and attractions.

The suburbs of Woolston and Linwood are some of the largest in Ōtautahi in terms of housing stock, whilst Bromley is smaller respectively. Most of the housing in all three suburbs was built between 1970 and 1979 and the majority is occupied by owners with a very low percentage of residential investment properties.

The Linwood Ward is lucky to have a good number of large parks and smaller reserves. The largest, Linwood Park, is home to one of the largest sports clubs in the area, the Linwood Keas Rugby League. Here, Te Pou Toetoe faces out to large sports courts and skate park providing a busy and diverse flow of users to and from the park.

Cuthbert's Green, Woolston and Bexley Parks along with Cypress Reserve are also highly utilised and valued by the local community for the sport and recreation amenities they provide. Avon Park, recently redeveloped as part of the Avon Ōtākaro Regeneration Plan is a highlight for the ward area. The new nature-based play space was opened in December 2024, and work is on-going to upgrade the recreational facilities to include a pump track, exploratory trails, a basketball court, mini football field, and barbecue area.

There are a range of regular volunteer initiatives in the ward area, activating, enhancing and caring for public spaces and places. Among these is a project to clean up and rename the 'Linwood Drain,' initiated by the Girls Group at Linwood Avenue Community Corner Trust who have become kaitiaki of the waterway. Similarly, the mural painted on the walls of Te Pou Toetoe was a partnership with students at Te Aratai who did the artwork. Numerous other volunteer groups help with clean-up and planting days, workings bees and events which support placemaking and provides Linwood residents with the pride and sense of belonging which is so often associated with the East.

Te Pou Tua Toru: Te Mahi

Pillar 3: Participation

Residents and groups in the wider community are socially and actively engaged and able to initiate and influence decisions affecting their lives.



Students from Te Huarahi/Linwood Avenue School at the Linwood Waterway Event

The Linwood Ward is home to a number of community organisations, social support agencies and groups that focus on community wellbeing, offering a wide range of opportunities through programmes and activities for residents to engage with.

Many of these groups are members of The LinWard Collective who come together monthly to share updates, current issues and to foster collaboration. Several churches also from part of this collective and have a strong community focus. These connections help to identify opportunities to support one another and work together collaboratively delivering an extensive range of community activities, outreach programmes and events in the area.

Generally, in more deprived neighbourhoods, participation in democracy processes, environmental projects and volunteering overall is not as prevalent as in more affluent areas. Just over 10 per cent of the ward's population volunteer in some capacity and there is ample opportunity for those who want to donate their time, provided by a diverse range of sports, community development, social, recreational and environmental groups.

The Waitai Community Service Awards provide a forum to recognise significant service and time volunteered by individuals and groups. The Community Board also supported five applications from community to deliver activations and events as part of Summer with Your Neighbours, aimed at bringing people closer together and celebrating the unique and diverse mix of each neighbourhood.

Raranga te Rawhiti Weaving the East project was initiated following the Wastewater Treatment Plant Fire Response and Recovery Review. Christchurch City Council committed to fostering stronger connections and improving its relationship with Eastern Suburb communities.

Key objectives include identifying practical actions for community development, improving the Councils disaster response, and increasing awareness of Council decision making processes and resources.

To support this mahi, the Waitai Community Board are proactive in getting information on upcoming consultations and any issues that may be of concern, directly to the citizens who is may affect.

The Public Forum time slot at Community Board meetings also provides an open invite for residents and interest groups to come to talk with the Board about issues that impact on their lives. This is consistently attended from the public who come to raise issues they care about and ask for assistance.

Te Pou Tua Rua: Te Whenua

Pillar 4: Preparedness

People feel safe in their communities and neighbourhoods and work together to understand, adapt and thrive in the context of change and disruption.

Climate Change Resilience

Climate change is the biggest challenge of our time. It is already affecting our weather, health and wellbeing, natural environment, taonga species, mahinga kai, food production, biosecurity, infrastructure, and the economy.

The Christchurch City Council is responding to climate change in Ōtautahi Christchurch by working towards targets for reducing emissions, and by helping our communities prepare for and adapt to our changing climate.

Key risks identified include hot weather and drought, strong winds, wildfires, heavy rain and flooding, and rising sea level, coastal and ocean changes.

The suburbs of Linwood and Woolston fall within the yellow tsunami evacuation zone, classified as areas which are least likely to be affected by a tsunami, but could be flooded or isolated in a very large tsunami. Bromley sits outside these zones but is likely to receive people evacuating from the coastal suburbs of greater Brighton. The Council's Civil Defence Emergency Management team are working with Bromley Community Association and Ngā Hau E Whā National Marae in developing Response Plans for their communities.

The effects of climate change will likely impact residents in the Linwood Ward area to a greater extent as the higher levels of deprivation are associated with more vulnerability and less resilience to climate disruption. Almost every community organisation in the ward area is either supporting or delivering initiatives aimed at increasing resilience to climate disruption and planning for adaptation.

Food security is a significant risk in the Linwood Ward. As adverse weather events increase and subsequent loss of harvests contribute to rising costs of food, more people are becoming unable to afford the basic requirements for nutrition. There are several organisations in the area which are helping to address this issue, providing food emergency parcels, community lunches, and offering educational programmes to learn to grow and cook home grown produce.

Many schools in the area have established māra kai that the students tend to and offer education modules based around growing food. Kāinga Ora have installed gardens beds at many of their new housing complexes, teaming up with other providers to support the residents to utilise them. There are two community gardens who also offer opportunities to access fresh produce and seeds, education on how to grow food as well as providing opportunity for volunteering, to connect with others and learn, building resilience and strengthening communities.

The Linwood Ward has one of the lowest percentages of tree cover in Ōtautahi. Tree planting plans have been approved by the Community Board for Arran Playground and Glenroy Reserve in Woolston and St Lukes and Bayswater Reserves in Linwood as part of a wider plan to increase tree canopy in the area.

Significant planting has also been established around the Wastewater Treatment Plant and Organics Processing plant to mitigate air pollution, namely odour. Similarly, planting around the boundary of the Port Link site in Woolston is helping mitigate noise pollution and filter pollutants from entering the waterway.

New stop banks are planned for Avon Park, creating a new wetland on the previous lower terrace to allow for sea level rise and flooding events. Approximately 80,000 mostly native trees and shrubs will be also planted as part of the project.

Key Community Issues

Issue	Actions being taken
Cost of Living	As demand has increased on food pantries, food banks and community gardens, several groups have reviewed the way they offer kai and have implemented some changes. Many of the organisations in the Linwood Ward area have stopped repeat gifting of food parcels and instead are trending towards the 'hand-up' rather than 'hand-out' model, focusing more on providing community lunches for a koha where they can develop relationships, identify wider needs and connect people with other appropriate services.
Ōtākaro and Ōpāwaho Waterways	The health of Christchurch's waterways is a priority for the Waitai Community Board who have supported work to enhance the health of waterways through strategic funding of groups who coordinate and deliver a range of planting and educational programmes. These include the Ōpāwaho Heathcote River Network, the Ōtākaro Ōpāwaho Ihutai Estuary Trust and Avon-Ōtākaro Network. With funding support from the Better off Fund, EnviroHub attended 12 community events in the ward with the stormwater super heros trailer activation.
Residential/Industrial Interface	Both the Woolston and Bromley communities are impacted with the residential and industrial zone interface through heavy traffic movements, industrial noise, odour, vibration and dust. In Woolston residents have been dealing with the Portlink container park and despite attempts to impose conditions around noise and height restrictions on stacked containers, the Environmental Court decision has allowed the activity to continue at the Port Link site. However, Council has continued to work with the operator to develop and implement a noise management plan which consists of landscaping, acoustic fencing and planting, aiming to limit the impact on nearby residents. The Bromley community continues to face noise and heavy vehicle challenges from the adjacent industrial zone, A new container complex has increase truck movements and dust continues to impact locals with both E-Can and Council working together to come up with better solutions to monitor and manage this.

Issue	Actions being taken
Road Safety	Road Safety continues to be a key concern for local residents across the Linwood Ward. Several key infrastructure projects are currently planned or underway in the area which aim to increase road/pedestrian safety as well as increase the quality of the road surfaces in the area. Bromley Roads 2.0 has a range of treatments planned across the area aimed at high-need intersections and roads identified by residents. Key themes include speeding vehicles, especially around the local school, lack of effective crossing points for pedestrians, and heavy vehicles using local roads. Hay Street which has been a priority for both residents and the Community Board is on plan for renewal in 2027 with consultation currently underway.