Coastal Ward

Community Profile

September 2026



Nautilus Beach Shell Sculpture at New Brighton Beach

Christchurch City Council

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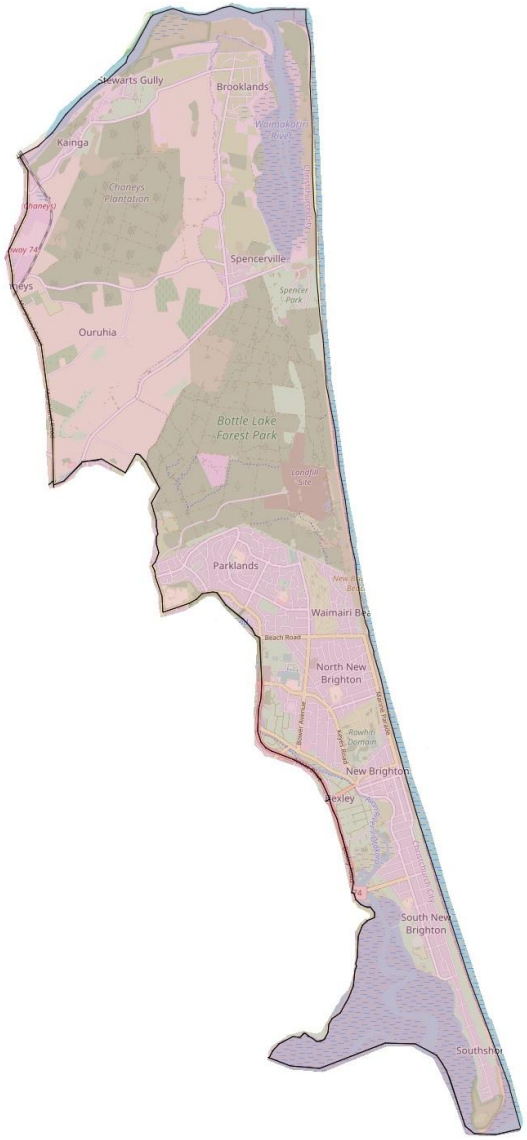
Waimakariri Walkway - Spencer Park end

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



The Coastal Ward includes the suburbs of Brooklands, Spencerville, Kāinga, Ouruhia, Queenspark, Parklands, Waimairi Beach, North New Brighton, New Brighton, South New Brighton, and Southshore.

Bounded by the Waimakariri to the north and Te Ōtākaro-Ōpāwaho Ihutai to the south, the ward forms a long corridor which, hugged by the coastline, extends down to the southernmost tip of Te Karoro Karoro Southshore Spit, transitioning through rural to urban environments along the way.

The communities who reside within these boundaries enjoy easy access to the beach and an extensive range of sport and recreational opportunities. Bottle Lake Forest and Spencerville Park have horse, walking and cycling trails. There are walks through the sand dunes and along the Ōtākaro-Ōpāwaho Ihutai, a wetland of international significance.

This area of Christchurch was extensively damaged in the Canterbury Earthquakes in 2010/2011. A great deal of work has been undertaken underneath the ground to fix waterways and infrastructure; however the significant above groundwork has taken longer to repair and recover from.

Despite challenges faced by communities, accessibility to the beach and other recreation opportunities continue to be a key attraction for people choosing to live in area. Colloquially known as the East, residents of the Coastal Ward proudly identify with the area, each other and their local communities.



Te Karoro Karoro Southshore Split and Estuary

Facts and Figures

Coastal Ward 2023 Census

25,857
Population

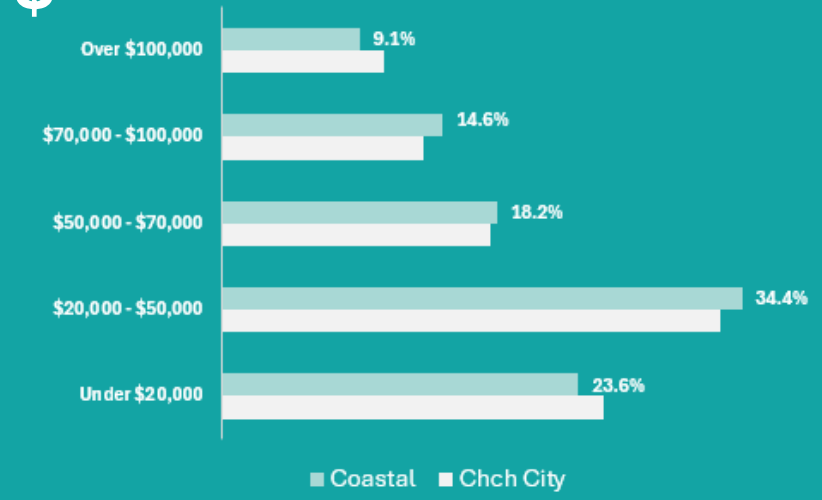
40
Median Age

10,074
Dwellings

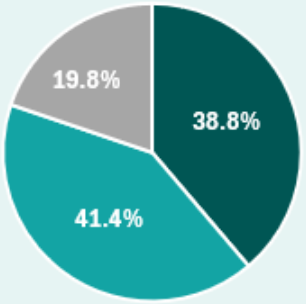
Cultural Diversity

89.5%	European
15.5%	Māori
4.3%	Pacific Peoples
4%	Asian
0.9%	MELAA

Personal Income



Family Type



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

Businesses

Approximately **1,998** businesses employing **5,439** people
(Feb 2024)

Community Infrastructure

14 Community development/support organisations	**42** Sport/recreation groups	**12** Faith-based organisations	**9** Schools
12 Community-owned facilities	**5** Council-owned facilities	**7** Residents' Associations	**2** Council libraries

Facilities and Amenities

- 2 Council Libraries at Parklands/Te Kete Wānanga o Waitikiri and New Brighton/Te Kete Wānanga o Karoro
- 2 shopping centres at New Brighton and Parklands
- 9 schools: 6 primary/intermediate, 1 of special character and 2 high schools
- 15 early childhood centres
- 4 Medical Centres
- One public hospital - Burwood Hospital
- Multiple sport and recreation amenities: Waimakariri boat ramp, Styx River and Brooklands Lagoon, Spencer Park, Bottle Lake Forest, Rawhiti Domain, Rawhiti Golf Club, Waimairi Beach Golf Club, beaches with five Surf Life Saving Clubs, Tai ora QEII Recreation Sport Centre and QEII Park, He Puna Taimoana (New Brighton Hot Pools), Christchurch School of Gymnastics, Thomson Park, South New Brighton Domain and Te Karoro Karoro/Southshore Spit Reserve. Two-disc golf courses; one at Queenspark Reserve and one at QEII Park. There are walks along the Ōtākaro - Ōpāwaho Ihutai. There are holiday parks at Spencerville and South Brighton.

The Coastal Ward is home to many capable and well-organised groups leading community development initiatives, alongside a wide range of sports, recreation, and leisure activities. It includes five Council-owned facilities: Taiora QEII, Parklands Recreation Centre, Parkview Lounge, North New Brighton War Memorial Hall, Ascot Community Centre and South Brighton Community Centre. He Puna Taimoana hot pools are a major new attraction.

Key community hubs and facilities include The Bridge Hub, Roy Stokes Hall, Te Waka Aroha, Grace Vineyard, Union Parish Church, The Pūkeko Centre, Queenspark Community Church, Spencerville Community Centre, and Kainga Community Centre. Eastern Community Sport and Recreation manage the new Eastern Canopy at Rāwhiti Domain and other key spaces for recreation including Ascot Hub (Council owned and under lease), and Avon Hub (located on the Burwood boundary with Central ward) ensuring each space is welcoming and well-utilised.

Organisations such as Te Waka Aroha, Grace Vineyard Seaside Campus and Union Parish Church support socially isolated and vulnerable groups, while initiatives like the New Brighton Community Fridge and Pantry offer practical local support. The New Brighton Project plays an important role in community development across the New Brighton area.

The Bridge Hub in South New Brighton offers a vibrant social space, complete with a café, performance area, well-being rooms, and a wide range of community programmes and events, strengthening community ties further.

The Queenspark Community Trust offers services for the community including community events, the after-school Parklands Youth hub and a range of weekly programmes for social connection for all ages and stages.

Socio-economic Deprivation Index

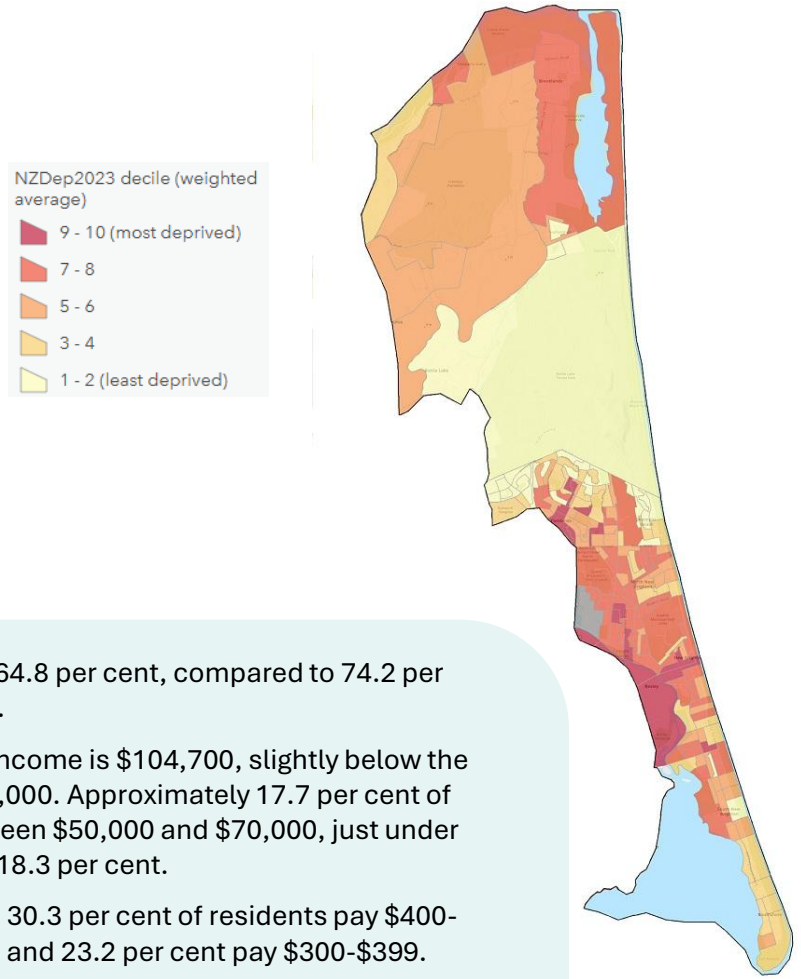
The scale of deprivation ranges from 1 to 10:

- 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, Coastal Ward had lower levels of deprivation overall.

In the Coastal Ward, around 9 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.

Around 17 per 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 2023 census data for the Coastal Ward provides a detailed snapshot of the local workforce and housing trends. According to the figures, 50.9 per cent of individuals aged 15 and over are in full-time employment, while 15.5 per cent are working part-time. A smaller percentage, 2.5 per cent, are unemployed, and 31.1 per cent of the population is not engaged in the labour force.

Among those who are employed, the majority 85.7 per cent are paid employees, with 4.4 per cent working as employers and 9.3 per cent as self-employed individuals.

The median personal income in the Coastal Ward is $40,600, closely aligned with the citywide figure of $40,400.

Across the ward there are 95 social housing units managed by the Ōtautahi Community Housing Trust and 337 Kāinga Ora owned properties.

Homeownership is 64.8 per cent, compared to 74.2 per cent across the city.

The median family income is $104,700, slightly below the city median of $107,000. Approximately 17.7 per cent of residents earn between $50,000 and $70,000, just under the citywide rate of 18.3 per cent.

In terms of housing, 30.3 per cent of residents pay $400-$499 in weekly rent, and 23.2 per cent pay $300-$399.

Median house values vary: *(based on sales over the past 12 months - realestate.co.nz)*

New Brighton ($590,750), North New Brighton ($603,000), Parklands ($769,000), South New Brighton ($630,000), Southshore ($777,500), and Spencerville ($985,000) and Waimairi Beach ($825,000).

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.



Share Kai event at The Bridge South Brighton

The Coastal Ward has a strong collective of youth organisations that represent rangatahi.

Youth Alive Trust, based in New Brighton, operates a large campus delivering a range of programmes, clubs, events, and activities throughout the year and provides 24/7 youth workers in local schools. La Vida Youth Trust provides 24/7 youth workers in local schools and a drop-in centre at QEII. Queenspark Community Trust also delivers weekly youth drop-in sessions at the Parkview Lounge, strengthening opportunities for young people to connect and belong.

Beach access is available for recreation and events across all communities. Surf lifesaving clubs at Spencerville, Waimairi, North Beach, New Brighton, and South New Brighton patrol the coast. At North Beach, a beach access mat and two access chairs, managed by the North Beach Residents Association, support accessibility for those with mobility needs.

The Coastal Ward offers diverse parks and reserves for all ages. Thomson Park is popular with youth for its skate park and basketball court. Eastern Community Sport and Recreation manages an all-weather facility at Rāwhiti Domain. Parklands United Sports Club and the Pūkeko Centre offer additional sports opportunities in Parklands and Queenspark.

Local organisations strongly support environmental stewardship. The Ihutai Avon-Ōpāwaho Estuary Trust and Southshore Residents Association advocate for projects like the Estuary Edge. The Green Lab connects people to the urban environment, while the Pūharakekenui Styx Living Laboratory Trust raises awareness of the Styx River catchment, focusing on its ecology, landscape, culture, and recreational values.

The Coastal Ward supports a vibrant arts and heritage scene. The Brighton Gallery showcases local artists, while the New Brighton & District Museum preserves the area's history. New Brighton Online highlights public artworks, and Stitch-o-Mat offers a community sewing space for personal and collaborative projects. Tūhono Taonga, Tūhono Tāngata uses pounamu (greenstone) to promote cultural learning and intergenerational connection, enhancing wellbeing in the community. To support digital inclusion and lifelong learning, SeniorNet New Brighton provides free digital technology support, helping older residents build confidence and stay connected in an increasingly digital world.

The Watai Coastal-Burwood-Linwood Community Board supports the work of local community organisations through its Strengthening Communities 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.



Kite Day at New Brighton

The Coastal Ward is proudly known as the East, with residents sharing a strong sense of pride, unity, and local identity. Each neighbourhood from Spencerville to Southshore has its own unique character and feel, creating a village-like atmosphere supported by strong community networks.

Local groups and organisations help build and maintain this sense of belonging, offering a wide range of programmes and events throughout the year. Regular community-led meetings like the New Brighton Wellbeing and Parklands / Queenspark Network meetings help keep connections strong, while a vibrant calendar of events further reinforces local identity and community spirit.

Popular gatherings like Parklands @ Play, The Seaside Christmas Parade, and The Duke Festival of Surfing, are led by passionate community groups and supported by the Waitai Community Board. Larger citywide events such as Kite Day, Coast to Coast, City to Surf, and X-Race bring visitors to New Brighton, boosting the area's profile and vibrancy.

In summer 2024/25, QEII Park hosted several major music events, with strong support from locals for more large-scale use of this public space. Additionally, the QEII Master Plan, developed in 2019, continues to guide the future of Queen Elizabeth II Park to meet the needs of the local community.

Public art also plays a big part in shaping local identity, with murals and artworks around New Brighton adding colour and creativity to the streets and highlighting the community's pride and connection to place.

Te Ihutai (the Avon–Ōpāwaho Estuary) holds deep cultural and spiritual importance, having been settled by Waitaha, Ngāti Māmoe and Ngāi Tahu since 1290AD. Today, the estuary remains a valued ecological, cultural, and recreational area, recognised internationally as a Wetland of Significance and home to hundreds of native species.

The community's strong guardianship (kaitiakitanga) is reflected through initiatives such as the annual Farewell to the Godwits ceremony at Southshore Spit, where residents gather to celebrate the migratory birds and their habitat.

Popular recreational spaces like Bottle Lake Forest, Spencerville Park and Campground, and the South Brighton Campground offer families places to gather, play, and connect with the outdoors, keeping the Coastal Ward a destination for residents across Christchurch.

Local newsletters like The Wave, Parklife, The Beacon and South Brighton Community Newsletter help spread the word, keeping people informed, connected, and proud of everything happening in their community.

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.



Summer with your Neighbours event - Marine Parade

The Coastal Ward community is highly engaged and well-connected, with active residents who regularly participate in decision-making processes through the Community Board and Council. Each of the Coastal suburbs has a residents' association that serves as a platform for local concerns and opinions, enabling residents to have their voices heard. These groups, with strong capacity, ensure that issues affecting their communities are addressed through attending meetings and submitting formal feedback. Additionally, there are community support services for more vulnerable community members, ensuring that everyone can participate in local governance, regardless of their circumstances.

There are seven active residents' associations in the Coastal ward: Kainga, Spencerville, Parklands, Waimairi Beach, North Beach, New Brighton, and Southshore. These groups foster connection, communication, and participation.

Volunteering is another key strength, with 12.9 per cent of Coastal residents volunteering for organisations - slightly above the Christchurch average of 12.3 per cent.

TIDE (Together, Innovation, Development and Enterprise), the New Brighton Business Association, has recently established to support local businesses, adding to the area's culture of community contribution.

The Waitai Community Service Awards provide a forum to recognise significant service and time volunteered by individuals and groups.

The Community Board also supported applications from the 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.

Following the Christchurch Wastewater Treatment Plant fire, the Raranga te Rāwhiti - Weaving the East project was launched to improve Council's relationship with Eastern Suburbs. Its focus includes strengthening community development, improving disaster responses, and raising awareness of Council processes.

The Waitai Community Board supports this mahi by actively sharing consultation opportunities and updates with residents.

Overall, the Coastal area has an active community, where residents have numerous opportunities to influence decisions that impact their lives. With a strong network of resident associations, community groups and active volunteer participation, the community continues to grow in strength, ensuring that local voices are heard and valued.

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.

All suburbs in the Coastal Ward are expected to be affected by climate change and coastal hazards. In Southshore, the community has already undertaken significant work around household and community preparedness. This reflects the strength of local resilience and capacity to respond to disruption and change.

Through the Coastal Hazards Adaptation Planning Programme (CHAP), Council will partner with communities to plan how to manage coastal hazard risks over the next 100 years. Low-lying coastal areas are particularly vulnerable to impacts such as coastal erosion, flooding, and rising groundwater, and proactive planning is critical to support resilience and adaptation.

Alongside CHAP, Plan Change 12 is underway. Its purpose is to amend Chapter 5 (Natural Hazards) of the District Plan to better manage development, subdivision, and land use in areas at risk from coastal inundation, erosion, groundwater rise, and tsunami. These initiatives aim to prepare communities for future challenges, while enabling safe and sustainable development.

The effects of climate change extend beyond immediate hazards. Coastal and estuary habitats are experiencing biodiversity loss, as sea level rise makes nesting and breeding grounds uninhabitable. Warmer temperatures are increasing the prevalence of disease and insect infestations. Changes to atmospheric and ocean currents are expected to bring more frequent and severe weather events, including storms, flooding, droughts, and wildfire - all of which threaten local infrastructure, property, and ecosystems. Supporting community understanding and action on these risks is a key part of building long-term resilience.

Community groups play a critical role in local preparedness efforts. The Styx River Group continues to advocate for flood management and water quality improvements, as urban development has impacted the health of the Lower Styx. In Brooklands, where a large portion was red-zoned following the earthquakes, residents continue to express concerns about flooding, safety, and the condition of infrastructure.

A significant environmental project has been the creation of a new two-hectare tidal wetland in the Ōtākaro Avon River Corridor (OARC), opened in March 2025. The removal of sheet metal pilings north of the Pages Road Bridge allows tidal waters to flow in, restoring natural floodplain function, providing habitat for native fish and birds, and reducing pressure on the main river channel during flood events.

Renew Brighton coordinates preparedness initiatives in the Coastal Ward, alongside Grace Vineyard, The Bridge Hub, and Union Street Church - all of which are designated as community hubs in an emergency. Spencerville Community Hub is a purpose-built facility primarily used as a community space but also as an emergency hub in an event. Their location, near Bottle Lake Forest, Spencer Park and the coast, makes this community vulnerable to the impacts of sea level rise, increased adverse weather events, coastal erosion.

The New Brighton Safety Partnership Group, established in 2024, brings together community organisations, local businesses, Council, Police, and government representatives to make the New Brighton area safer and more welcoming.

Key Community Issues

Issue	Actions being taken
Climate change and coastal hazards	Plan Change 12 considers Coastal Hazards as a qualifying matter when deciding on consents so will be significant when considering housing development in areas at risk from coastal hazards currently and in the future.
Earthquake Legacy projects Southshore Estuary Edge, QEII Masterplan, Christchurch Regeneration Acceleration Facility and Pages Road Bridge	<u>Southshore Estuary Edge</u> Detailed design is underway. The project team is working on designing the erosion controls and stop bank/pathway that will run along the western edge of the Southshore and South New Brighton Estuary. <u>QEII Masterplan</u> Play space and basketball court completed and open to the public. QEII Park Toilet Development is underway. Stakeholder engagement is completed and the report incorporating two artificial turfs, lighting, carparking, sports pavilion and stormwater will come to the Community Board in October 2026. investigation is underway to assess existing lighting and undertake a needs assessment. The majority of the paths have been completed with some upgrades and smaller sections to be completed. Work continues with pathway developments, entrance enhancements and signage as well as boundary fencing improvements. <u>Christchurch Regeneration Acceleration Facility</u> The main work for this project was completed in June 2026, surfacing a section of Marine Parade with asphalt, renewing kerb and channels, improving pedestrian safety and upgrading bus stops between Hawke Street and Bowhill Road. A two-way cycle way and shared path was installed from Hawke Street to Lonsdale Street, and a shared path from Lonsdale Street to Bowhill Road built. Landscaping and planting work will be done over the Spring months to complete the project. <u>Pages Road Bridge</u> The project has entered the tender phase for appointment of a design-and-construction contractor. Tenderers are required to submit concept designs for the bridge and associated ground improvements as part of their proposals. The next major milestone will be the award of the design–and-construction contract which is expected by the end of 2026.

Issue	Actions being taken
Safety concerns in greater Brighton area	Brighton Mall Upgrade Christchurch City Council approved $4.2million for the upgrade project, which will enhance the mall area and help it act as a welcoming gateway between the beach, the pier, local businesses and the many developments in the area. The upgrade will include new artwork, paving, lighting, signage and a central gathering area. Work began in August and is due to be completed by the end of 2026. Village Green Born from a vision to revitalise the New Brighton Mall and create a focal point for local life the Village Green was officially opened in December 2025 and features a large sun-drenched central lawn, colourful beach huts and a community stage. A new activities coordinator is activating the space with regular community events and celebrations. New Brighton Safety Partnership Group A local group has been established focused on fostering collaboration to enhance safety and wellbeing in the community, with a particular focus on making areas like New Brighton Mall and its surroundings safer and more welcoming. The group is a partnership between key agencies including local politicians (Government and Council), Christchurch Methodist Mission, Christchurch NZ, the New Brighton Business Association (TIDE), Christchurch City Council staff, New Brighton Project, NZ Police and Te Waka Aroha. The safety group meets monthly.
Parklands community safety concerns	Incidents of anti-social or intimidating behaviour around the Parklands areas have reduced with the provision of the weekly youth hubs at Parklands and QEII. There have still been some incidents of vandalism around Parklands Reserve but not to the same extent.
Residential Red Zone opportunities	The 11km City to Sea- East pathway is progressing with construction of the pathway to Wainoni Road. The crossing at Avondale Road is complete and the crossing point at Wainoni Road has been approved by the Board for construction in the last quarter of 2026. Avon Park was completed in May 2026 and celebrated with the local community with aan Avon Park Whānau Fun Day organised by year 5 and 6 student leaders from Whitau School. Waitikiri stormwater area to help address high tide and flooding events is completed with several large community planting day events held in July 2026. Lake Kate Sheppard and Bower Park redevelopment was consulted on in mid-2025.