

# Connecting the Ōtākaro Orchard and Café into the City



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# Table of Contents

1.)	Executive Summary .....	3
2.)	Introduction.....	4
3.)	Literature Review .....	5
	3.1. Timebanking .....	5
	3.2. Community Partnerships .....	6
	3.3. Community and Urban Gardens .....	6
	3.4. Research Methods and Design .....	7
4.)	Methodology.....	11
	4.1. Preliminary Research.....	11
	4.2. Survey .....	12
	4.3. Public Forum .....	13
5.)	Results and Discussion .....	14
	5.1. Participant Observation .....	14
	5.2. Online Engagement .....	15
	5.3. Face-to-Face .....	16
	5.4. Limitations.....	19
6.)	Conclusion .....	20
7.)	Acknowledgements .....	20
8.)	References .....	21
9.)	Appendices .....	22

## 1.) Executive Summary

- Research question: How can interconnections be developed between the Ōtākaro Orchard and Cafe Initiative and nearby organisations and businesses?
- The Ōtākaro Initiative is an invitation for organisations and businesses in Christchurch's inner-city to better engage with their community. The project aspires to build a network of corporations who can offer surplus capacity to support and develop the initiative. This works upon a timebank system, which produces a resilient, vibrant community where needs are met through the exchange of untapped capacities.
- This report was based on preliminary field research, a survey of 35 Christchurch business representatives and two follow-up public forums with 12 inner-city workers.
- The study indicated that respondents preferred receiving an online survey, however after delivery, the initial response rate was low. This outcome and previous research showed multiple forms of data collection is beneficial in increasing response rates. Interest in the Ōtākaro Initiative was found to increase when respondents began to understand the benefits and new relationships that their organisation could form through contributing in a community network. Although methods such as online surveys were popular, an ethnographic approach and the forming of relationships resulted in more active engagement.
- The small sample size was a limitation, creating possible discrepancies in finding significant relationships in the data. The time frame restricted the depth of the research, however both focus groups and surveys were utilised to make the most of the time available. Participants were asked to complete the survey on behalf of their associated organisation, therefore it was possible that a personal bias could influence survey responses. The lack of public knowledge on the project itself was thought to discourage some participation.
- It would be valuable to conduct further research once the orchard and cafe are established. A diverse cultural perspective from an Iwi group would add valuable perspectives. A network of schools would also increase knowledge about how this network will work for a diverse group of people.

## 2.) Introduction

The Ōtākaro community garden is being developed in Christchurch's central city, with the goal of bringing liveliness back into the post-earthquake city. The project seeks to connect with other businesses and organisations in the area to develop a network which will allow the community garden to function, and provide benefits for nearby organisations and Christchurch residents.

The Initiative was shaped by 30 organisations (Ōtākaro Orchard, 2016), with the community partners Margaret Jefferies and Julie Lee originating from Project Lyttelton. The project came about as the creators were unsure of what approach would stimulate the greatest interest and involvement. This research therefore, seeks to understand how interconnections can be developed between the Ōtākaro Initiative and nearby businesses and organisations. The idea of community gardens and urban food hubs has become increasingly important in post-earthquake Christchurch as they increase social cohesion, and the interconnections that result enable a resilient network (Ozanne & Ozanne, 2016).

The orchard and café will work as a timebanking system. This system is thought to enable meaningful social change through exchanging untapped social capacity to meet the needs of a community (Chan, 2004). There is a lack of evidence around how this system can work for businesses and organisations, as exchanges usually happen between individuals. Consequently, the aim will be to engage with local businesses to understand the benefits and details of operating a network in a Christchurch specific context. The goal is to produce information on the best way to sell the ideas of the network to local businesses and organisations.

To establish an understanding of the theory, themes of time banking, community connectedness, community gardens and research methodologies will be explored. The reasoning for choosing the appropriate methods to obtain representable data of the population will be outlined and displayed through the use of a preliminary study, a survey and two public forums. Each method was used to obtain greater insight and understanding.

### **3.) Literature Review**

This literature review will focus on key themes that have contributed to the research. These include timebanking, community partnerships, community gardens and research methods.

#### **3.1. Timebanking**

An important concept in the initiative is timebanking. This is a form of alternative currency that works through a two-way exchange system, where a person receives one time credit per hour spent on an activity that helps others.

This was created by Edgar Cahn (2004) as a mode of exchange that utilises untapped social capacity to meet social needs. Cahn produced this system after recognising that traditional money based structures failed to value the skills and expertise of everyone as equal, thus excluding many jobs from the economy. Timebanking consequently, seeks to reward activities such as caring for elderly, revitalising neighbourhoods alongside sharing skills and expertise. This process strengthens resilience as it relies on connecting people, which develops a strong community system. Timebanking has the opportunity to become “a platform for innovation that meets the needs of the current moment” (p.30), related to the Ōtākaro Initiative as working under this system will help to fulfil needs whilst encouraging connections. The need to keep ethics and morals at the forefront of the project is highlighted as this helps to maintain the connection to others, along with the purpose of the project.

Due to the reliance on community involvement, it is a powerful vehicle for creating social change as people connect while making exchanges. There are two levels of co-production: societal and individual. These levels can help businesses and organisation to see how their association could influence the initiative. Cahn acknowledges theory is not always enough, and trial and error is important for figuring out the best way to apply timebanking. The community partner has already established a timebanking network elsewhere, therefore, this trialling process will be performed easily. After becoming familiar with the innovation, the group thought that timebanking would be an attractive concept, as exchanging time for services and resources does not require money and also benefits organisations in a multitude of ways.

### **3.2. Community Partnerships**

Loza's (2004) states that business-community partnerships develop social capital which strengthens and diversifies a community to better cope with change. Social capital can be developed through active participation which produces a "stable, healthy and strong" civil society (p.300). The Ōtākaro Initiative aims to achieve greater connectedness in post-earthquake Christchurch through mutually beneficial exchanges.

Business and nongovernmental organisations favour particular capacities for community networks, which determines the aspects that encourage or discourage partnerships. Building social capital helps shape and fund initiatives that increase effectiveness and efficiency, including improving organisation and increasing adaptability. It is shown that a community approach promotes more suitable methods of businesses, as the traditional system is individualist. The community partner is interested in this holistic outlook and literature has shown the values, therefore, this theory has been integrated into the Ōtākaro research process.

The theory of community partnerships is crucial to the Ōtākaro Initiative, as it provides the knowledge on how to build social capital, approach businesses and motivate involvement. Loza's (p.299) results indicated when a company is invested and connected to their community, staff moral and public relations increase. In order for the initiative to function, a sense of community ownership is needed, this can be produced through partnerships that are based on expanding social capital; helping bring groups together.

### **3.3. Community and Urban Gardens**

Research by, Nursey-Bray, Parnell, Ankeny, Bray and Rudd (2015) shows that community gardens have the ability to "build adaptive capacity within communities" (p.24) which helps to develop a range of connections. The study found that a community garden generates increased social cohesion, which can resist negative influences such as urbanisation thus, producing a resilient and lively area. This is significant to the Ōtākaro initiative as it highlights the role community gardens play in improving adaptability. The research discovers the values that people link to community gardens, and how these values can influence planning and adaptation. Greater collective action builds community resilience and empowerment, as connections from a bottom-down approach

strengthen social cohesion. Our community partner wants the initiative to be an urban hub for collaboration and support.

The social and functional reasons behind the desire to participate in community gardens can be connected. Knowledge of the values and outcomes, explained by Nursey-Bray et al. as ranging from “sharing...or doing something about food security” (p.22) can help in motivating associations to engage in the initiative. Community gardens are a crucial tool to develop resilience by increasing connections within the community and the environment. This text highlights the importance of a holistic and community driven urban garden. These will be main values of the initiative, to establish a resilient and innovative café and orchard. Sharing social capital is a concept found in both texts and is useful in discovering how to best approach others.

### **3.4. Research Methods and Design**

Recognising different methodological frameworks is required for researchers to determine their own methods and design. Hay’s (2010) book on research methods in human geography introduces and analyses qualitative methods, explaining how to “verify, analyse, interpret and understand” (p.21) environments and experiences. The text supports geographers in finding accurate methods that suit the context, considering time, data, accessibility and resources. Understanding which techniques best suit research is important for developing ethical and valid conclusions.

Hay states that the research aim will structure the methods. The research aim is relatively subjective, therefore, oral, textual and observationally techniques are most appropriate. This will provide data with multiple perspectives and interpretations of the processes that produce certain behaviours. The ability for qualitative methods to gain a variety of feedback on human environments and experiences means the Ōtākaro research should explore this approach.

The methods that contributed to the design of the current study are interviewing, questionnaires and focus group. These were chosen as they are “practical and powerful” (p.197) in developing responses. It is important to note the limitations of the study as it is associated with a university paper. Interviewing has the ability to collect diverse and complex knowledge through conversation. The most important aspect when structuring interviews is creating open questions,

these allow the interviewee to provide informative responses. The types of interviews: structured, unstructured and semi-structured allow the researcher to determine the flexibility and direction. For the Ōtākaro research semi-structured interviewing is suitable as they are content-focused, but leaves room for exploration of new questions and ideas. This is essential as the community partner is interested in how the initiative is perceived, and what can be done to elicit positive responses.

Questionnaires are a common and reliable method of data collection. Creating a “standardized, formally structured” (p.191) set of questions to the sample population produces detailed data, however, efficient design is required. This requires pilot studies and testing to confirm that the content is appropriate. Hay produces a calculated guideline to questionnaire writing that will be useful for construction and delivery, shown in figure one.

### Types of Questionnaire Questions

Box 10.1

**Closed questions**

**Attribute information**  
How often do you shop at this shopping mall? (please tick the appropriate box)

Less than once a week

Once a week

Twice a week

More than twice a week

**Category list**  
What was the *main* reason you chose to live in this neighbourhood? (please tick the appropriate box)

Proximity to work

Proximity to family and friends

Proximity to schools or educational facilities

Proximity to shopping centre

Proximity to recreational opportunities

Environment

Housing costs

Good place to raise children

Pleasant atmosphere of neighbourhood

Other (please specify) \_\_\_\_\_

**Rating**  
Please rank the reasons for buying your current house (please rank all relevant categories from 1 [most important] to 6 [least important]).

Price

Location

Size

Proximity to job/family

Investment

Children's education

**Scaling**  
Please indicate how strongly you agree/disagree with the following statement (please tick the appropriate box):  
Having a mix of social groups in a neighbourhood is a positive feature.

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

**Grid/matrix question**  
Think back to when you first got involved in environmental activism. What initially inspired you to get involved? (please tick the appropriate box for each reason)

	<i>Very influential</i>	<i>Fairly influential</i>	<i>Not very influential</i>	<i>Not influential</i>
Spirituality/religious beliefs				
Fear/anxiety about ecological crisis				
Desire to change the world				
Nature/ecology experiences and care for the environment				
Political analysis				
Commitment to justice				
Felt like you could make a difference				
Influential person (please specify)				
Influential book/film (please specify)				
Key event (please specify)				
Contact with an organization, campaign, or issue (please specify)				
Outreach activities by an organization (please specify)				
Wanted to meet new people				
Want to learn new skills				
Sense of personal responsibility				
Other (please specify)				

**Combination question**  
Have changes in the neighbourhood made this a better or worse place for you to live? (please tick the appropriate box)

Changes have made the neighbourhood better

Changes have not made the neighbourhood better or worse

Changes have made the neighbourhood worse

Please explain your answer below.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Open questions**

What have been the biggest changes to the neighbourhood since you moved in?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What, if any, are the advantages for civic action groups of using the Internet, e-mail, and cellular phones?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please describe any problem(s) you encounter using public transport.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Figure 1. Example of Types of Questionnaire Questions (Hay, p.196-198)

Differing response rates are an important factor in research as the mode and method of distribution differs across time and place. As response rates for questionnaires tend to be low, pre-testing and considering the distribution can determine the level of response. Hay provides a table displaying how to best apply methods to ensure a high response, shown with figure two.

Strategies for Maximizing Response Rates				
Strategy	Face-to-Face	Telephone	Mail	On-line
Ensure mode of distribution is appropriate to the targeted population and research topic.	✓	✓	✓	✓
Send notification letter (or e-mail pre-notification) introducing the research and alerting to the questionnaire's arrival (or posting on-line).		✓		✓
Place newspaper or on-line advertisement in local community newspaper/ magazines or on-line chat-rooms/newsgroups introducing the research and alerting to the conduct of the questionnaire.	✓	✓	✓	✓
Ensure questionnaire is concise.	✓	✓	✓	✓
Ensure appropriate location of approach.	✓			
Ensure appropriate time of approach.	✓	✓		
Vary time if no contact is made initially.	✓	✓		
Pre-arrange time/location for conduct of questionnaire, if appropriate.	✓	✓		
Ensure reply-paid envelope is included in mail-out.			✓	
Print questionnaire on coloured paper to distinguish it from introductory material or other mail.			✓	
Send follow-up postcard/e-mail thanking early respondents and reminding others (about one week after initial receipt).			✓	✓

Send follow-up letter/e-mail and additional copy of questionnaire (two to three weeks after initial receipt).			✓	✓
Avoid abrasive manner.	✓	✓		
Dress appropriately to the target population.	✓			

Figure 2. Strategies for Maximizing Response Rates (Hay, p.212-213)

Focus groups are a new concept for the research group, composed of interactive discussion on a specific topic between 6-10 people. An advantage is that “more information is generated than in other research methods” (p.153), shown as people explore different ideas through conversation, presenting new patterns and processes. Focus groups are carefully planned in order for the most effective and productive discussion to transpire. Hay advises advertisement and direct conversation with people to increase participation.

Lindsay (1997) presents research techniques in human geography. The aim of the research is to discover appropriate and realistic measures of asking questions and findings answers in relation research constraints. During the design of the Ōtākaro research, the use of quantitative or qualitative methods of data collection were debated. Lindsay states that extensive research relates to traditional scientific approaches where individuals are examined and classified in groups best fits quantitative methods. Contrasting this, intensive research correlates to causal processes

seeking to understand individual perception. This connects to qualitative methods as it elicits a range of abstract individual responses. The community partner is most interested in the individual perspectives and ideas of associations in a confined area, and therefore an intensive qualitative research method is most suitable, although quantitative research can also be useful.

The importance of preliminary research is discussed as allowing further research and the capacity to carry out follow up surveys. This is necessary for the Ōtākaro research as it will help to notify participants of the project and allows for authentic and direct responses.

Questionnaires should be as interesting and as short as possible, with a brief explanation of the research. This is to reach ethical guidelines and make sure participants know the purpose. As a survey goes through many points of contact before it is communicated to participants, there is room for error. To make sure requirements are met Lindsay acknowledges that pilot studies are needed to rule out unforeseen errors, thus, allowing the survey to be interpreted correctly. The ethical dimension of research is significant for the Ōtākaro initiative as working with people is “potentially intrusive” (p.66). Consequently, participants must be informed about the aim of the research, so they can make educated decisions on how and if they would like to contribute and consent.

## **4.) Methodology**

### **4.1. Preliminary Research**

Before the survey was distributed, a preliminary scoping trip around the inner city was completed. This was to introduce the research to as many organisations as possible. For most businesses and organisations this was the first introduction to the Ōtākaro Initiative. From research it was revealed that “pre-notification” of the topic and ideologies behind surveys can increase the likelihood of responses (Parker, Mana & Urbanski, 2012, p. 606).

An objective of the scoping trip was to develop a personal connection with the employees at different organisations. It was thought that people would be more willing to complete a survey if they knew the people behind the email address.

Another objective of the scoping trip was to provide the background rationale to the businesses and organisations, explaining what the research aspired to achieve. By introducing the ideas behind the research and possible outcomes, this could provide a form of incentive to complete the survey. The scoping trip provided a platform for us to get an idea of the individual's most preferred way of contacting them about our research, giving them the option of; email, phone, in person and/or a focus group. Allowing contact details to be gathered from employees, managers and owners.

#### **4.2. Survey**

Following the scoping trip a survey was put together using the programme, '*Qualtrics*'. The survey provided an anonymous look into different organisation's core beliefs and opinions on what a network of inner-city organisations could look like and what forms of spare capacities could be utilised and offered to the network. This was created following Hay's (2010) guidelines, using a variety of open and closed questions, careful placement of interesting questions and a explanation of the research at the beginning. The survey was framed in a way that would connect up all the data for similar organisations or for those that identified themselves in a particular field such as; hospitality, retail, education, entertainment, accommodation and other.

Based on the initial response showing email as the preferred mode of contact, the survey was sent out to the addresses gathered, and to the ReStart Mall manager who added the survey link onto the monthly tenant newsletter. Some of the organisations employees acted as middlemen for the wider base, and therefore, the survey distribution pool is unknown. However, the estimate is around 60 businesses and organisations.

After a week, follow up emails were sent Kittleson (1997) and Sue & Ritter (2012) found that reminder emails sent to potential participants of online surveys increase the response rate. This research also found that the optimal time to send out the reminder email is after one week. Following this the response rate increased, but not enough so to find adequate conclusions.

In order to get a higher response rate, the survey was re-mobilised by engaging in face-to-face survey distribution using paper copies and portable tablet around the same businesses already approached. This method was more time-consuming and led to a greater number of completed surveys. Using the tablet to get on-the-spot responses from workers was an efficient way of increasing the response rate (Parker, Mana & Urbanski, 2012). Paper copies of the survey were distributed to some places depending on their current customer numbers. Some places that were busy were given the option of completing the paper copy in their own time and given a completion date and location to drop them off.

### **4.3. Public Forum**

Over two days, the group ran a public drop-in forum at Black Betty Cafe. The public forums were small discussion groups where inner-city workers, students and residents were offered the survey, then asked questions around the initiative and time banking more specifically in exchange for a free coffee. Participants donated their time and were rewarded with coffee, in this way timebanking was reintroduced. Parker, Mana and Urbanski state that the inclusion of monetary or non-monetary incentives increases feedback.

The main objective of the public forums was to gain insight into the general public's views around capacity exchange and the reasons for engaging or distancing themselves from timebanking. As shown in appendices D, attendees were given stickers to indicate which capacities they could offer (green), they would use (yellow), and which they thought were impractical (red), with the option to add their ideas also. The other aspect to the public forums was getting responses written on paper, with the questions; What would be the main reasons for participating in a timebank and community network? What would be the main reasons for not engaging in a timebank and community network? Any additional thoughts on timebanking and community networks? Shown in appendices A, B and C. It was found that initially organisations were hesitant to attend a public forum. The second forum gained higher participation by utilising existing social connections to increase engagement.

## 5.) Results and Discussion

### 5.1. Participant Observation

Through an ethnographic approach reactions of participants were observed and recorded. A brief introduction of the initiative showed a lack of knowledge about its existence. People were hesitant to provide details for further engagement. Once the initiative was explained the majority did show interest in engaging with research. When the unfamiliar concept of timebanking was introduced, participants became cautious about committing to the research. Participant's facial expressions reflected their confusion towards the topic. Approaching participants in a business environment also shaped their reaction. As the initiative is still in the building process, respondents found it difficult to envision their business being involved. From the 19 businesses and organisations who provided contact details, 84.2% opted for an online survey with 0% asking for a paper survey. 15.8% chose a focus group and 15.8% an interview, displayed in figure three below.

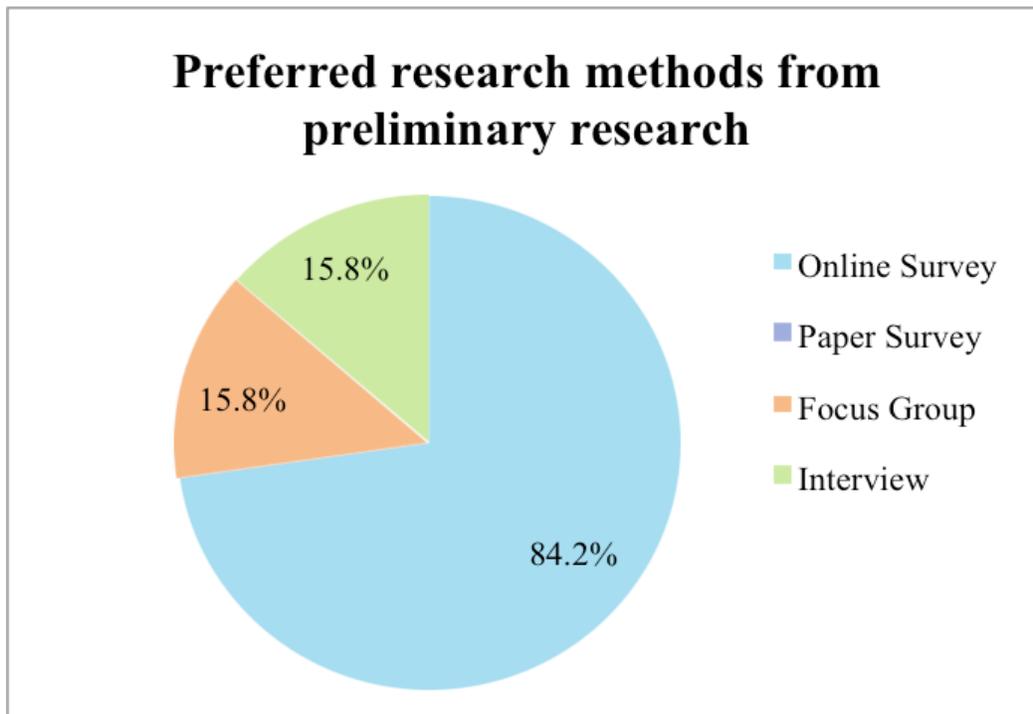


Figure 3. Preferred research methods indicated by preliminary research.

These observations were the basis in deciding on the formation of questions in the survey, and how this would be distributed. It is understood that hesitance shown was due to the lack of understanding of the planned initiative. For this reason, a detailed description of the initiative is incorporated into the survey so that organisations would be more willing to connect. Imagery and a basic description outlining the benefits this initiative could contribute to better understanding and involvement. It was important during discussions with participants to make clear that the research was not to recruit organisations for the initiative. Through observation it was possible to see that the best way to facilitate interconnections was to develop a relationship with the participant. A participant who had greater engagement in the early stages lead to long-term participation in the research process.

## **5.2. Online Engagement**

The distribution of surveys, through email were relying on the assumption that an online survey was the most desirable option. However, it was found that online engagement was initially low. This is likely to be due to a lack of interest in the subject, little understanding of the objectives or time constraints. It is also understood that emails are easy to ignore. Online engagement is shown to require follow-up contact to increase engagement. Consequently, the group visited organisations with a portable tablet, allowing them to complete the survey and thus, allowing participants to ask questions and present more in-depth feedback. This made the key ideas and the purpose of the study explicit. It was found that online engagement was not as efficient as it is harder to portray the value of the research in an online forum, by incorporating social interaction the survey became more achievable for the participant. It can be suggested that due to little awareness on the concept of timebanking, it is more efficient to conduct discussion in a social event, reducing the burden of participation and increasing understanding of the motives of the project. Therefore, when negotiating interconnections between the Ōtākaro Orchard and nearby businesses, online engagement should be used as a tool to support the development of face-to-face connections.

Engagement with participants through an online survey enabled the understanding of how businesses see the best way to develop interconnections. Respondents were asked to indicate if their organisation would benefit from particular forms of support (see figure bar graphs). It was shown to be desirable to business owners to contribute foremost their time, followed by skills and

expertise. It was indicated by respondents that ‘there is value in connecting with community-led initiatives’. Improved relationships between businesses would contribute to wellbeing, and health, as well as facilitating innovation and participation in community-led development. Examples of support that were indicated by participants included, volunteering at the garden, supporting other businesses, and contributing time to improve the urban environment. The survey revealed that values of sustainability and resilience is important to business owners, particularly in a post-earthquake environment. A community garden was thought to be crucial in developing a more sustainable and connected area. Business owners could imagine themselves utilising the space for recreation, to support charities and to develop social and business connections.

Respondents indicated the benefits that would be useful to their organisation. Many expressed that being involved in such a network would result in gaining a vibrant city, through increased tourism and positive interactions with others and the urban environment. A network of interconnections will result in an increased customer base; this was favoured by organisations. The community garden itself was thought to be beneficial in establishing these connections. Green space that is owned by the community was indicated to be valuable to employees, with many indicating that they would visit a garden in the area. The statement ‘green space is beneficial to wellbeing’ gained a positive response by participants. Sustainability was a point of connection for many respondents, with a community garden helping to develop a diverse range of connections in the community. This highlights the desire for a community garden in the area.

Through online engagement it was found that although respondents may indicate that they prefer to be contacted through online forms, there is little engagement when there is a lack of understanding about the topic. Online discussion is best facilitated by previously introducing the topic in person, and establishing a relationship to follow the topic up. Developing relationships is revealed as the best way to build interaction around the topic.

### **5.3. Face-to-Face**

The public forum was conducted after the survey to gain more in-depth responses in a different context. Over the course of two sessions, each 1 hour in length, 12 individuals responded to timebank related questions.

Organisations indicated the benefits they would like to receive from such an initiative. Respondents could more clearly express how receiving capacities would benefit their organisation. However, a two-way system of exchange was better understood through visual aids and the interactive activities. This reaffirms the idea that timebanking is a difficult idea to grasp, therefore examples and discussion can contribute to better understanding and ultimately greater involvement.

The public forum was a chance to discuss timebanking and expand on the ideas of spare capacity which allowed further discussion and in-depth responses. Interest of participants increased, this was noted in appendices A, B and C. with comments that displayed a heightened level of understanding. In appendix A. the recurring theme of ‘giving back to the community’ is shown. This emphasised that respondents were connecting with the topic, and relating the idea back to themselves. These responses came from an ethnographic research approach, expanding on the online survey. However, results found in appendix D. from the public forum relate with results from the survey, where participants specified aspects that could be beneficial to offer and contribute. The majority indicated that they could offer rewards, volunteer hours and mentoring. In terms of what participants feel they would use the most common ideas were free or discounted tickets, classes and materials.

Individual’s engagement in this method was positive and a mutual dialogue meant the idea was understood. When asked the question “What would be the main reasons for you participating in a time bank and community network?” all answers expressed high interest in the initiative. An individual stated “It’s like being a good neighbour, x10!”, while another said “It’s a good thing to do! Giving back to the community and helping each other”, found in appendix A. These answers are in line with the Ōtākaro initiative’s aims, in bringing a sense of community and belonging to organisations in the inner city. These responses highlight that participants support Loza’s (2004) view that engaging in community gardens can help to bring groups together and also takes advantage of opportunities that assist in overcoming adversity. Appendix A. revealed that individuals and businesses are interested in a timebank system and the associated benefits. Ozanne and Ozanne (2016) showed benefits of the Lyttelton Timebank were; increased social networks, communicative networks developed and a culture of caring. The idea of bringing the community

together through timebanking, as found in appendix C. relates well to the benefits discovered from the Lyttleton Timebank, resulting in increased community resilience. In the public forum the idea that the café would work as a network base links to the idea of a ‘Hub’ described by Ozanne and Ozanne (2016). It is clear that the Ōtākaro Orchard and Café could become a timebanking hub to bring life back into Christchurch’s inner city. Appendix B. displays issues that may hold participants back from being engaged with the initiative and timebanking. The main concerns all related to not having time, with “over commitment”, “work” and “convenience” brought up. It is positive to see that time, a variable that can be overcome, is the main reason for not engaging. This signifies that the initiative itself was well understood, as the interest and functionality was known and the limitations related solely to individual time restrictions.

Although this method proved valuable to the research, very little communication or discussion occurred between participants, this mainly remained between individual participants and the research group members. Due to the purpose of the initiative being around interconnections between organisations, future research should have a much stronger focus on discussion between participants. While offering an incentive was very useful in gaining responses, it has also led to less relevant participants who may not have become involved for the correct reasons. It would be valuable to conduct further research once the orchard and cafe are established. Consultation with local Iwi would give valuable insight of another perspective in terms of land usage and values. A network of schools would also increase knowledge about how this network will work for a diverse group of people and also help prepare the next generation.

The preliminary research was valuable as it provided an initial indication of how businesses and organisations want to be approached. The overwhelming response to online surveys meant this was the main method used in the research. Although this was the method chosen after emails were sent, the response rate was low. This encouraged follow up action, including resending emails and face-to-face meetings. Due to time restrictions the survey was closed at 35 participants. The public forum a better understanding of how people felt about time banking. The quality and depth of these responses was unrealistic with an online survey. From this it is possible to see that participants respond better to face-to-face relationships, as opinions and ideas can be visually and verbally expressed.

#### **5.4. Limitations**

Time frame: Due to restrictions associated with the course due dates time became a limitation. Having more time may have allowed a better understanding of previous studies that relate to the current research, and therefore could have narrowed down the best methods to use. Alongside this, more time means more opportunity to find patterns of what works and alternatively what may not. A longer study period could gauge more public interest which could present an opportunity for a higher response rate and consequently, more reliable data.

Participants: All participants were completing the survey on behalf of their association. Although the survey did not ask personal questions, such as ethnicity or gender, the assumption is respondents would have been a diverse mix. As Lindsay (1997) states personal bias, whether a participant is conscious of it or not, can influence survey responses.

Lack of public knowledge: This was believed to play a role in a lower response rate. As the Ōtākaro Orchard and Cafe is yet to be built and has had little advertising the public's knowledge about the initiative was low. The lack of knowledge may have discouraged some individuals from participating, as you are more likely to trust and be on board with an idea previously heard about or established.

As the research group is made up of five university students there is a range of ideas, opinions and knowledge. These have influenced the way the topic has been perceived and approached (Hay). As each member comes from a similar disciplinary background and social position the research has been directed in a way that appears suitable in relation to this. As a result, there has been a lack of “critical reflectivity” (Hay, p.35) which can help to identify biases in research, and how this can impact the direction and collection of research. This would have been beneficial as reflecting on how the position of the group impacts upon the research process, can allow for effective alternatives to be found.

## **6.) Conclusion**

The Ōtākaro Orchard and Cafe aims to create greater connectedness between local businesses and organisations to build an urban food hub which will act as a heart for the inner city. A review of previous literature highlighted themes and ideas that could be applied. This review helped to shape the research methodology. These methods included a preliminary study, a survey and a public forum. The results from each present that the core values in the initiative should be based around sustainability, redefining economies and the equal value of all people through the encouragement of interconnections. The research concludes that in order for businesses and organisations to form these interconnections an initial face-to-face relationship needs to be established. This informs people of the initiatives work and also explains the associated benefits of becoming involved which was found to lead to greater interest. The results show that community connectedness is beneficial to businesses and wider society, something also suggested by Chan (2004), Loza (2004) and Nursey-Bray et al. (2015). There is significant interest in a network which will provide health, social and economic benefits to all involved. This research has indicated that a network of connectedness will best work through a timebank system, orientated around reciprocal values. By promoting the benefits of a timebank trading system as not just what you can receive, but also what you can receive through giving.

## **7.) Acknowledgements**

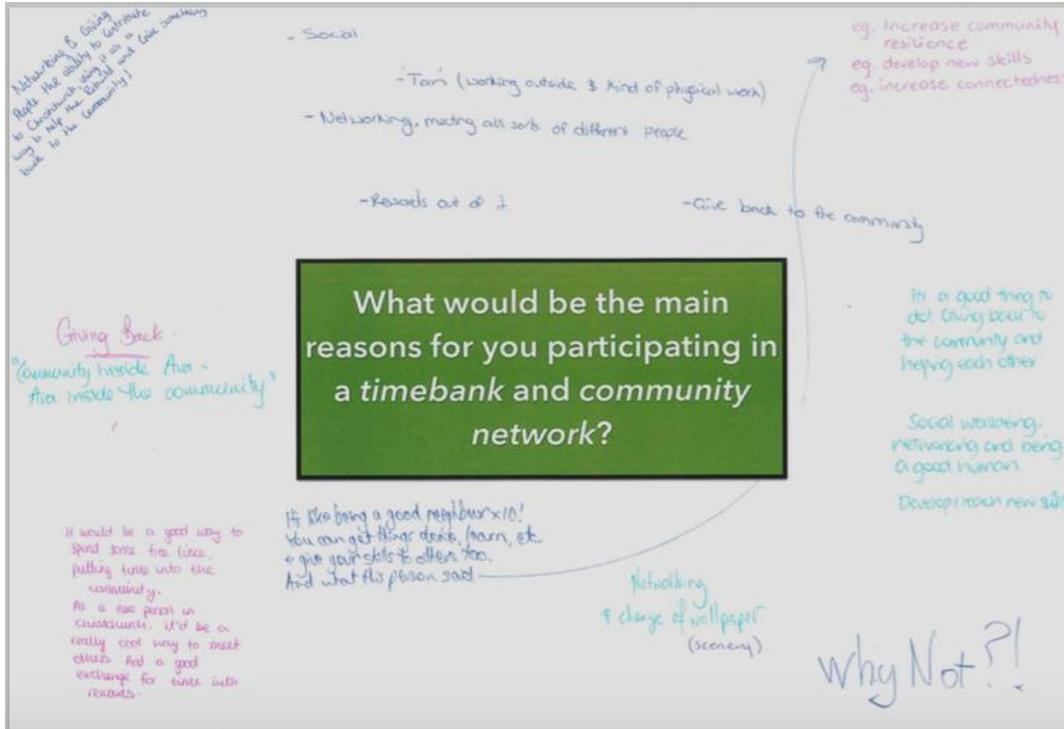
We would like to thank the assistance of Margaret Jefferies and Julie Lee from Project Lyttelton for their assistance throughout the research. They have provided insight and expertise that greatly influenced our research project, their innovative work has inspired the group members to learn about and promote alternative systems such as timebanking. Also the guidance of Kelly Dombroski who supported us throughout the research process.

## 8.) References

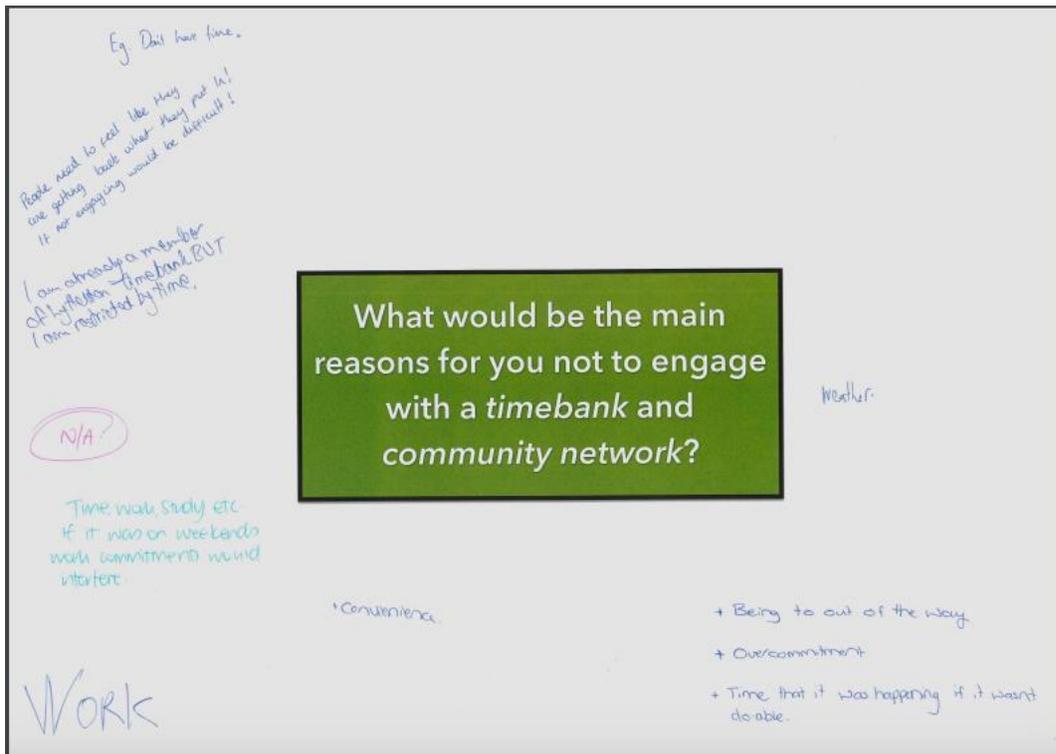
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## 9.) Appendices

### Appendix A:



### Appendix B:



Appendix C:

**Any additional thoughts on timebanking and community networks?**

*Eg. It's really cool!*

*Awesome idea. It works in the manual and I think it fits in with the future Christchurch! Everybody helping everybody :)*

*Tips in with own sustainability - collaboration, resilience.*

*Some people who have gone into working in the field of sustainability (e.g. working for the community) would be interested!*

*It works so well in Lyttelton - I would love to see it established in the CBD. We have thousands of students who could benefit if they wanted to be involved.*

*Really cool ideas! Would definitely be keen to hear more about this!*

*So great for the community bringing people together!*

*A really good idea. can't wait to see it in action. Will be a good way to meet others & do something valuable with your time.*

- Experience for some people.
- Gaining new skills.

*Full inclusion of + communities*

- low cost / free
- Intercultural communities
- cultures

*Watch out for sneaky bludgers and liberals*

Appendix D:

Put associated coloured dots on the speech bubbles about your thoughts on a timebank in Christchurch.

(Green = Can Offer, <sup>Yellow</sup>Orange = Would use, Red = Not useful)

Volunteer labour	Materials <i>Goods</i>	Rewards <i>*extra</i>	Skills and expertise	Donated money to charities
Space to meet or do business	Mentoring	Free or discounted event tickets <i>discounted seats &amp; courses / party / classes</i>	Gym Classes	Discounted meals
Night classes	Art classes	Discounted trade services	Sports club membership	Culture
Transport				

Appendix E:

Have Your Say!

Starting the inner-city timebank

20th & 22nd September  
163 Madras Street  
Black Betty Café

2:30 - 3:30

Come on down to *Black Betty* any time between **2:30** and **3:30** to let us know what you think timebanking could look like in Christchurch.

Get a FREE COFFEE