



MARLBOROUGH
DISTRICT COUNCIL

Blenheim CBD Storm event 29 October 2021

CBD survey results
11 November 2021

What happened?

- Short, sharp rainfall event that affected central Blenheim starting at around 4.15pm on Friday 29 October
- >50mm of rain and hail in one hour
- Significant flooding event for the CBD and nearby residential areas
- No Metservice weather warning



Survey

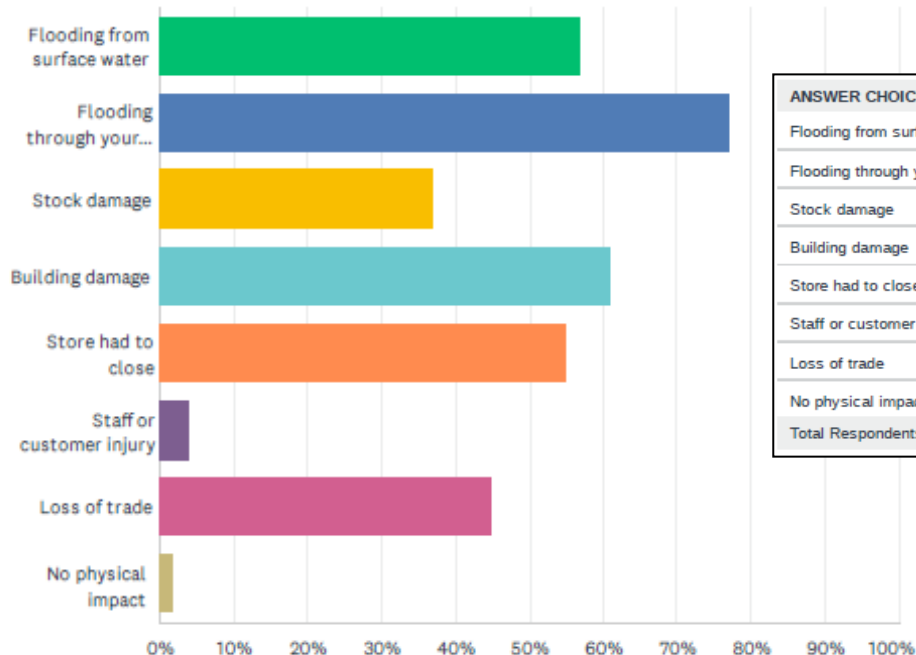
- Survey aimed at identifying **flood affected businesses in Blenheim CBD**
- Issued on 3 November following discussions with Blenheim Business Association and Marlborough Chamber of Commerce
- Paper survey distributed on foot by MDC councillors/ staff and Harcourts and BBA volunteers on 3 and 4 November
- Online survey also available
- Survey closed on Wednesday 10 November

Key results

- **102** CBD business stated they were affected via the survey
- **Flooding from roof/ceiling/ground** and **building damage** were the biggest impacts
- **62%** have insurance for building damage, **22%** for financial losses. **4** businesses were uninsured.
- **64%** had to close due to the flood, a third of these just on the Friday. **19%** had to close for 3 days or more
- **38%** faced costs of \$1,000-\$10,000, **18%** \$10,000-\$50,000. **4** businesses stated costs of over \$50,000
- **9** businesses requested some form of support

Q3 What was the physical impact of the storm event on your business (You can tick more than one)

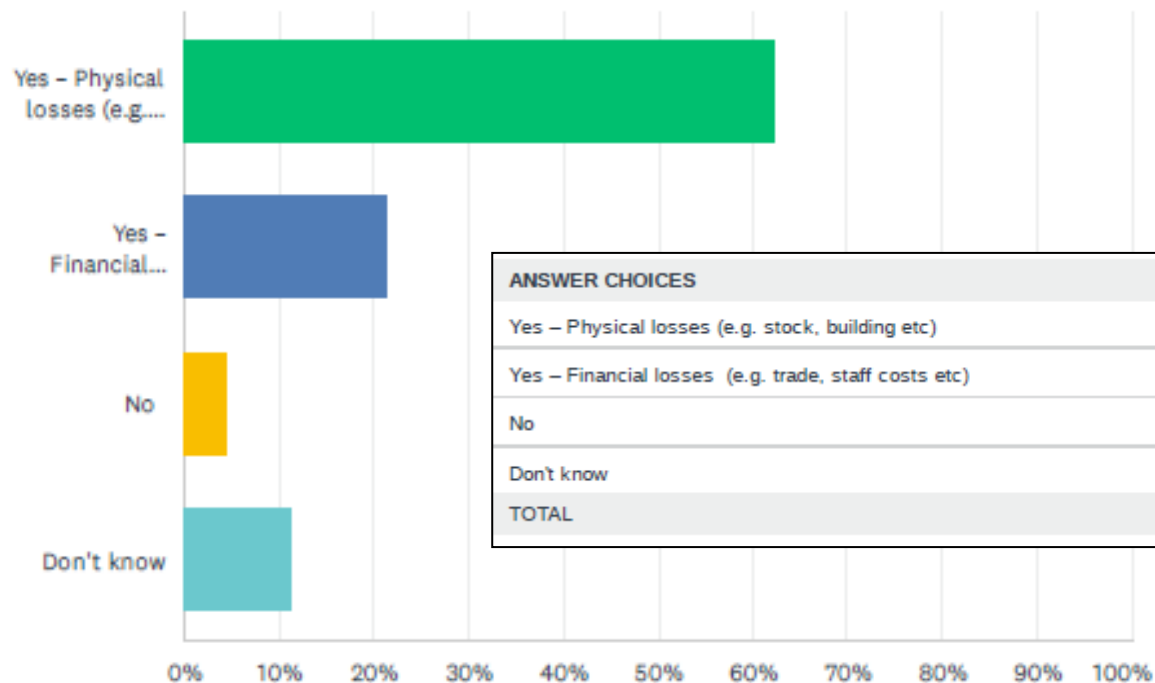
Answered: 100 Skipped: 2



ANSWER CHOICES	RESPONSES
Flooding from surface water	57.00% 57
Flooding through your roof/ceiling	77.00% 77
Stock damage	37.00% 37
Building damage	61.00% 61
Store had to close	55.00% 55
Staff or customer injury	4.00% 4
Loss of trade	45.00% 45
No physical impact	2.00% 2
Total Respondents: 100	

Q4 Do you have insurance to cover your losses?

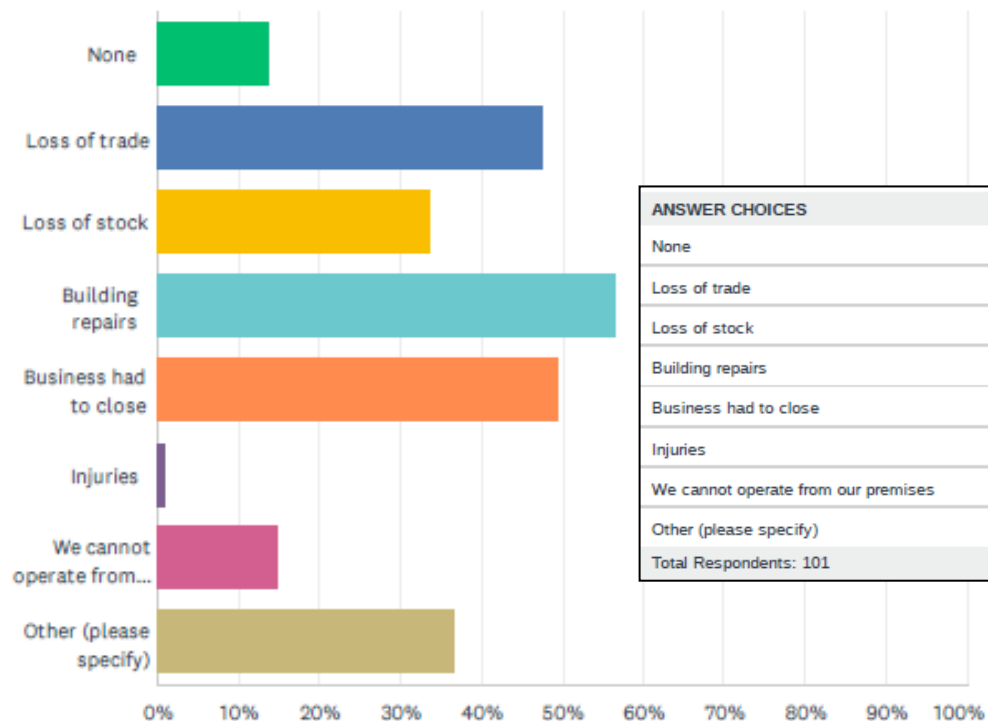
Answered: 88 Skipped: 14



ANSWER CHOICES	RESPONSES
Yes - Physical losses (e.g. stock, building etc)	62.50% 55
Yes - Financial losses (e.g. trade, staff costs etc)	21.59% 19
No	4.55% 4
Don't know	11.36% 10
TOTAL	88

Q5 What was the impact on your business? (You can tick more than one)

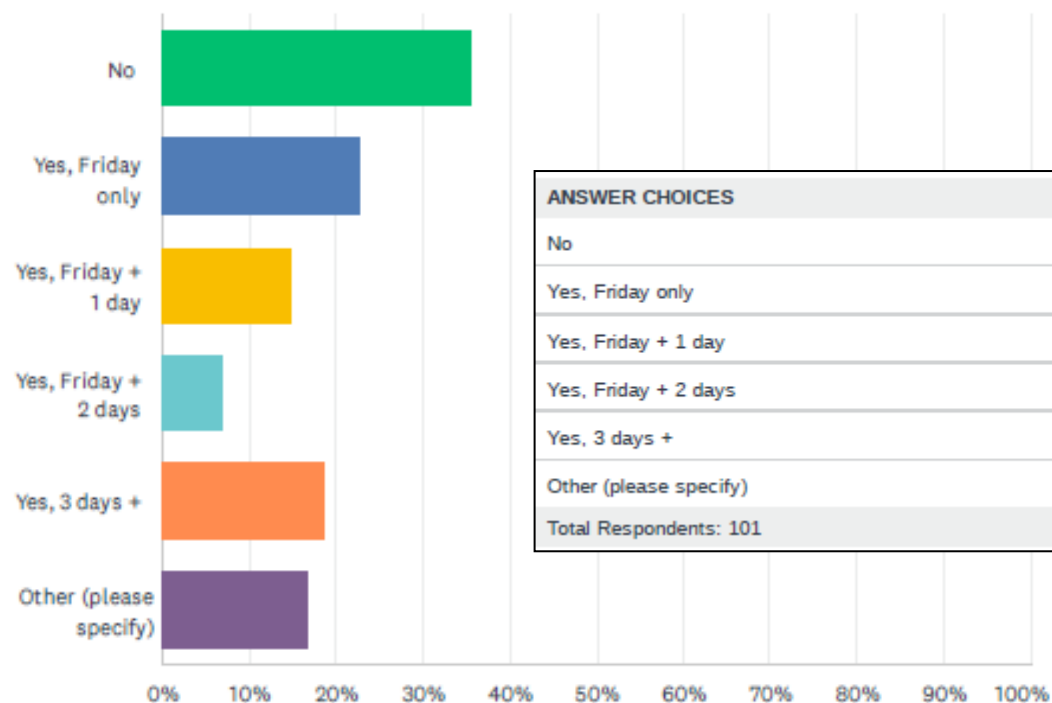
Answered: 101 Skipped: 1



ANSWER CHOICES	RESPONSES
None	13.86% 14
Loss of trade	47.52% 48
Loss of stock	33.66% 34
Building repairs	56.44% 57
Business had to close	49.50% 50
Injuries	0.99% 1
We cannot operate from our premises	14.85% 15
Other (please specify)	36.63% 37
Total Respondents: 101	

Q6 Did you have to close your business due to the flood?

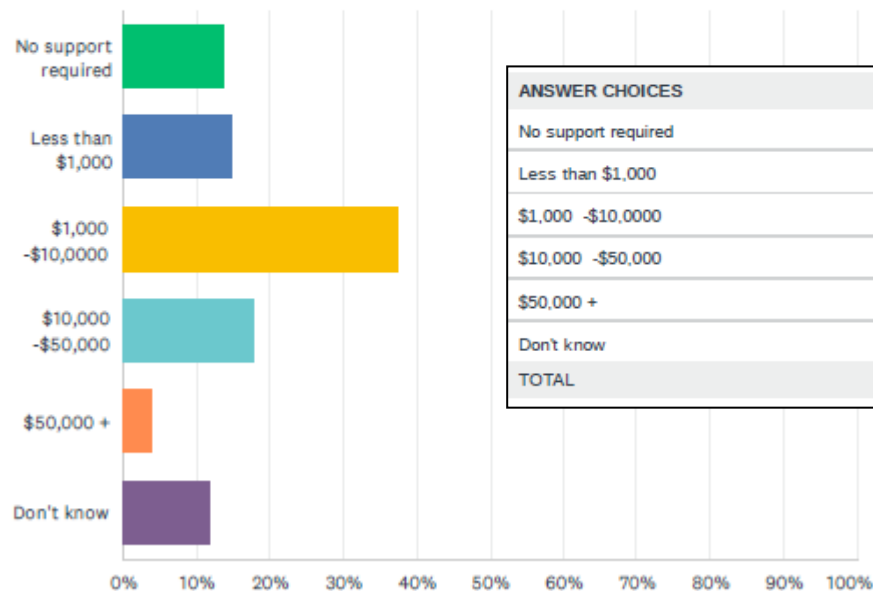
Answered: 101 Skipped: 1



ANSWER CHOICES	RESPONSES
No	35.64% 36
Yes, Friday only	22.77% 23
Yes, Friday + 1 day	14.85% 15
Yes, Friday + 2 days	6.93% 7
Yes, 3 days +	18.81% 19
Other (please specify)	16.83% 17
Total Respondents: 101	

Q7 To help us quantify the size of the impact on your business, how much you think the storm event will cost your business in total? (Please note: We are not aware of financial support available to offset any costs but may engage with government on this matter)

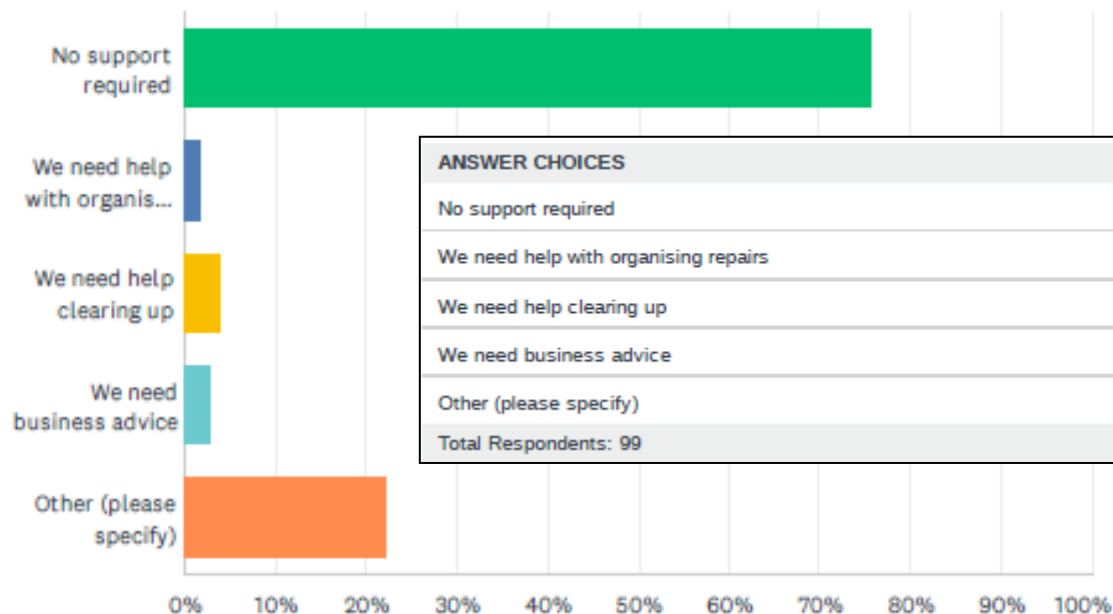
Answered: 101 Skipped: 1



ANSWER CHOICES	RESPONSES
No support required	13.86% 14
Less than \$1,000	14.85% 15
\$1,000 - \$10,000	37.62% 38
\$10,000 - \$50,000	17.82% 18
\$50,000 +	3.96% 4
Don't know	11.88% 12
TOTAL	101

Q8 What type of support do you need for your business as a result of the storm event? (You can tick more than one)

Answered: 99 Skipped: 3



ANSWER CHOICES	RESPONSES
No support required	75.76% 75
We need help with organising repairs	2.02% 2
We need help clearing up	4.04% 4
We need business advice	3.03% 3
Other (please specify)	22.22% 22
Total Respondents: 99	

Actions taken

- Mayor, councillors and staff from MDC, and volunteers from BBA visited all CBD businesses to deliver survey
- Businesses that requested support have all been contacted by Chamber of Commerce or Business Trust Marlborough to discuss needs and offer business support

Actions taken

- MDC water services team:
 - Responding to specific Council stormwater network issues raised from the surveys
 - Reviewing data from the survey to pinpoint areas for further investigation

Key messages

- The storm impacted a large number of CBD businesses. The businesses showed resilience in their response and were quickly back up and running in most cases
- A small number of businesses were significantly affected with large repair bills and/or extended closures
- Councillors/MDC staff, Harcourts staff and BBA walked the town to discuss the impact with businesses and deliver surveys
- Council services dept is assessing the stormwater network using feedback from the businesses

Further information

- <https://www.marlborough.govt.nz/civil-defence-emergency-management/29-october-2021-storm-event>
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