

## PART 1: MARLBOROUGH COMMUNITY OUTCOMES

The people of Marlborough are members of many different communities. As well as the communities of geography, there are many communities of interest, as well as communities of shared history, experience, or circumstance. Every community is different, and everyone has their own individual aspirations both for themselves and for their community. The individual outcomes that have been identified for the Marlborough 'community' will have differing significance for each of us, but taken overall, they describe the sort of place that we all want Marlborough to be. The outcomes are:

- **Environmental sustainability:** a community that sustains and enriches the environment for future generations.
- **Prosperity:** a prosperous community where all people have the means to earn adequate incomes and enjoy standards of living that allow them to participate fully in society, and to have choices about how to live their lives.
- **Knowledge and learning:** a community where knowledge and learning is prized.
- **Enterprise and endeavour:** a community where enterprise and endeavour is supported and rewarded.
- **Full participation:** a community that values and supports all its members, that welcomes visitors and new arrivals, and continually enhances full participation.
- **Positive aging:** a community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.
- **Positive youth:** a community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.
- **Safety and security:** a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.
- **Energy efficiency:** a community where energy use is efficient, with a decreasing dependency on non-renewable sources.
- **Affordable housing:** a community where people have access to a range of **affordable** and quality housing options.
- **Health choices:** a community where people are served by a health infrastructure that is suited and responsive to their needs, and where they can make healthy choices for their own lifestyles.
- **Essential services:** a community that is served by a strong infrastructure of essential services, where daily life and business is able to be conducted safely and easily.
- **Heritage:** a community that acknowledges values and enjoys its heritage.
- **Fun and recreation:** a community that has fun.
- **Physical activity:** a community where people of all ages are physically active.
- **Creativity:** an enlivened and creative community in which different arts are widely practised and enjoyed.

## PROCESS

The Community Outcomes were identified during the development of the 2006 – 2016 LTCCP. The outcomes were promoted and discussed at a Council workshop on the development of the 2009 – 2019 Long Term Council Community Plan (LTCCP). The discussion allowed both councillors and officers to provide input that encapsulates the latest views of neighbouring communities and Community Partners with confirmation of their desired outcomes. Community consultation as part of the LTCCP process has further tested the appropriateness of these outcomes.

### How Council will contribute to the Community Outcomes

Council activities are intended to contribute to various community outcomes over the long term, but they are primarily directed at achievable, intermediate outcomes in the short to medium term. These intermediate outcomes are described in the LTCCP. In combination with the outcomes that come through the activities of our community partners, progress is made towards the Community Outcomes.

The outcomes that our community partners are working towards are described on page 9.

### How the Outcomes Relate to Other Planning Documents and Processes

The Community Outcomes represent different aspects of the community's wellbeing. Economic, environmental, social and cultural wellbeing are also promoted by way of activities undertaken by Council under the framework of other legislation, for example the Resource Management Act. The Community Outcomes and the LTCCP are both part of an extensive network of related planning documents and processes, shaped in response to government and community expectations of Council. Key documents are the Regional Policy Statement, the Marlborough Sounds Resource Management Plan, the Wairau/Awatere Resource Management Plan, and the Regional Land Transport Strategy.

The Community Outcomes are also linked to the plans and processes of other organisations, including the plans of neighbouring local authorities. These relationships are illustrated in the graphic on page 9.

## Working with Maori

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The Mana Whenua of Marlborough iwi is acknowledged through this plan. Marlborough District Council will work with iwi, and with Maataa Waka, to find ways and means of achieving positive outcomes for Maori in Marlborough, and in particular, building the capacity of Maori to contribute to Council's decision-making processes.

Marlborough iwi, and Marlborough Maataa Waka, make an important contribution to community wellbeing for Maori, and for the wider community. Progressing Treaty of Waitangi settlements with the Crown is understood to be a principle objective for Marlborough iwi, and Council is committed to assisting these processes as it can, and according to the preferences of each iwi.

## Council's Roles

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Council will contribute to the Community Outcomes in several capacities: as a Provider, a Purchaser, a Regulator, an Educator and Advocate, and as a Partner:

- **Partner:** In virtually every case, Council will not be the only contributor to an outcome. Whether or not we have another role to play, Council will assist and collaborate with anyone that is working towards the community outcomes, according to the opportunities and resources that are jointly available.
- **Provider:** Council may directly provide goods or services that help to achieve an outcome - for example, the provision of water supply services helps to make Marlborough a safe and healthy place to live.
- **Purchaser:** As an alternative to providing a service itself, Council may pay another organisation the whole or part costs of providing a service. Rubbish collection services in Picton and Blenheim, for example, are paid for by Council, even though they are actually delivered by a contractor. In other cases, Council makes a contribution towards a portion of the cost of a service, with the remainder being funded from other sources. Contributions may be in the form of grants or loans, or can take other forms (for example, rates remission).
- **Regulator:** Council may apply rules, regulations and bylaws that encourage or discourage activities that may affect an outcome. Council may also act as the agent of central government in this capacity. An example is the regulation of navigation lights on moorings - this activity helps to ensure that the Sounds' waterways are safe for commercial and recreational boating and shipping, and helps make Marlborough an easy place to get around in.
- **Educator and Advocate:** Council may distribute information to ensure people are appropriately informed about the issues confronting the region, and about the consequences of choices they may make. For example, education forms a major plank in the waste minimisation strategy - by giving people information about how they can manage their household wastes, we reduce the total volume of waste that is produced, and make Marlborough both a healthier place to live, and one where future generations are not burdened by the costs of our waste. Council may also act as an advocate, providing information on behalf of or in support of another party.

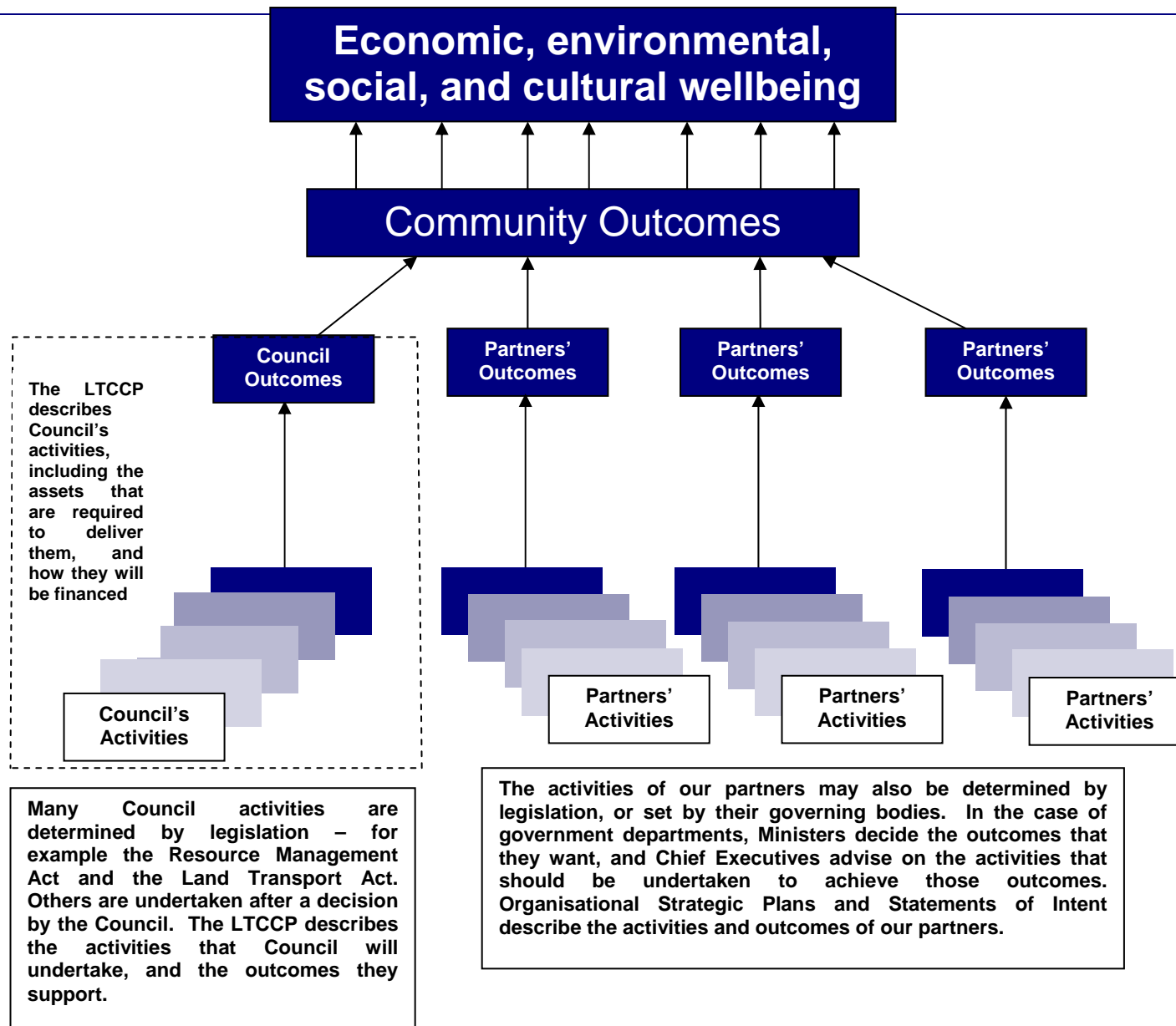
## COMMUNITY PARTNERS – WORKING WITH OTHERS

Many local and regional organisations have a contribution to make to the Community Outcomes, through their own activities, and the particular outcomes that they are working towards. So too do central government and non-governmental organisations, and the private sector. As is the case with Council, the activities of our partners are often determined by legislation, or set by their governing bodies or principal funders. In the case of government departments, Ministers decide the outcomes that they want, and Chief Executives advise on the activities that should be undertaken to achieve those outcomes.

Organisational Strategic Plans and Statements of Intent describe the activities and outcomes of many of our partners. The outcome statements of some of our partners are set out on their websites below and a description of the community partners and their desired outcomes is provided as Appendix 1. The list here is not exhaustive – many other organisations are working together, and with the community to make Marlborough a better place to live and work. Council is committed to working collaboratively with all these like-minded organisations.

- *Ministry of Social Development* <http://www.msd.govt.nz/>
- *Family and Community Services* <http://www.familyservices.govt.nz>
- *Department of Conservation* <http://www.doc.govt.nz/>
- *New Zealand Police* <http://www.police.govt.nz/>
- *Ministry for the Environment* <http://www.mfe.govt.nz>
- *Ministry of Economic Development* <http://www.med.govt.nz>
- *Accident Compensation Corporation (ACC)* <http://www.acc.co.nz/>
- *Creative New Zealand* <http://www.creativenz.govt.nz/>
- *Department of Internal Affairs* <http://www.dia.govt.nz/>
- *Tertiary Education Commission* <http://www.tec.govt.nz/>
- *Housing New Zealand Corporation* <http://www.hnzc.co.nz>
- *NZ Transport Agency* <http://www.nzta.govt.nz/>
- *The Energy Efficiency and Conservation Authority* [www.eeca.govt.nz](http://www.eeca.govt.nz)
- *Port Marlborough New Zealand* [www.portmarlborough.co.nz/](http://www.portmarlborough.co.nz/)
- *Department of Labour* <http://www.dol.govt.nz/>
- *Nelson Marlborough Institute of Technology (NMIT)* <http://www.nmit.ac.nz/>
- *Federated Farmers* <http://www.fedfarm.org.nz/>

- *Rural Women New Zealand* <http://www.ruralwomen.org/>
- *Marlborough Chamber of Commerce* <http://www.mcoc.org.nz/>
- *Marlborough Regional Development Trust* <http://www.mrdt.co.nz/>
- *Tasman Regional Sports Trust/Sport Marlborough* <http://www.tasmanregionalsports.org.nz>
- *New Zealand Historic Places Trust* <http://www.historic.org.nz/>
- *IDEA Services* <http://www.ihc.org.nz/>  
<http://www.ihc.org.nz/services/aboutIDEAservices/tabid/1122/default.aspx>
- *New Zealand Trade and Enterprise* <http://www.nzte.govt.nz/>
- *Destination Marlborough* <http://www.destinationmarlborough.com/>
- *Nelson Marlborough District Health Board* <http://www.nmdhb.govt.nz/>
- *Community organisations including non government organisations (NGOs) and not for profit organisations (NFP)*



### MEASURING PROGRESS

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Progress at the overall Community Outcome level will reflect the achievements of the whole community as there are many factors affecting performance some of which are beyond the control of Council. This section provides assessment of the overall progress towards the community outcomes, Council is required to report on this every three years.

The information provided in the 'State of the Community' and 'Quality of Life' sections provide a basis for assessing the community's progress towards the outcomes at an overall level, and to report on progress against the 2006 LTCCP. The table below provides a summary of some of the key indicators for each of the Community Outcomes and makes comment on Marlborough's overall progress towards these outcomes. Measuring progress against the Community Outcomes presents challenges as the

timescale for change is often quite long. It is important to see the outcomes not as distinct or isolated aspects of wellbeing, but as aspects of the whole. Similarly, progress on the outcomes needs to be considered in total - the focus is on the bigger picture of community wellbeing.

On balance Marlborough is progressing well towards the majority of the Community Outcomes. This is reflected in the regions "overall quality of life". Marlborough Residents rate their overall quality of life highly, the majority (93%) of residents in the 2008 survey believe they had a good or extremely good quality of life, This was a 3% improvement of the 2005 survey findings. 45 % of Marlborough's residents rated their quality of life as extremely good in the 2008 survey compared to 28% in the 2006 national survey.

**Note: The following section includes some information on the state of the environment. Although one of the community outcomes is that Marlborough shall be a community that sustains and enriches the environment for future generations, progress in respect of this outcome can be judged from reading the Councils' State of the Environment Reports.**

## OVERALL PROGRESS TOWARDS COMMUNITY OUTCOMES

Community Outcome	Key Indicators	Overall Progress
<p><b>Environmental sustainability:</b> a community that sustains and enriches the environment for future generations.</p>	<p><b>State of the Environment Reporting:</b></p> <p>Below are summaries from the State of the Environment report for the key components of air quality, soils quality, coastal water quality, fresh water quality, and surface water and aquifer levels.</p>	
	<p><b>Air Quality</b> - The key indicator for air quality is particulate matter (PM<sub>10</sub>).</p>	<p>Air quality in Marlborough is generally good due to its rural nature and does not have the same issues as the major centres. However, Council monitoring in the Blenheim airshed shows that domestic heating during winter is the primary contributor to poor air quality (with regard to PM<sub>10</sub>). Monitoring at the long term site in Blenheim suggests a very slight improvement in PM<sub>10</sub> concentrations (2000-2008), but it is unlikely that this trend is sufficient to meet national environmental standards set for 2013. Exploring future management options (eg; banning outdoor burning) to ensure the targets for national environmental standards for air quality are met by 2013 will continue.</p> <p>Further monitoring shows that Picton is the only other urban area in Marlborough where PM<sub>10</sub> concentrations may be a problem. Monitoring in Picton needs to continue to verify the state of air quality within this urban area.</p>
	<p><b>Coastal Water Quality:</b></p> <ul style="list-style-type: none"> <li>Coastal water quality monitoring &amp; shell fish sampling compliance.</li> </ul>	<p>Up to 20 coastal sites are monitored for compliance with the Ministry for the Environment's national bathing water standards.</p> <p>In general open coastal water sites have excellent compliance records with only the exception of sites that are influenced by water quality from the Wairau River and diversion, following high rainfall events. Coastal bathing water monitoring from 1996 to 2008 shows that bathing water quality across Marlborough has not changed much since regular sampling began in 1996. The percentage compliance show no significant trends for any of the sites for the sampling time period, Bathing water quality at the Picton and Waikawa sites shows very similar results for the past 10 years. The percentage compliance at the Momorangi monitoring site has decreased in recent years.</p> <p>Shellfish sampling began in 1999 with two main objectives:</p> <ol style="list-style-type: none"> <li>To investigate possible sources of faecal contamination in Queen Charlotte Sound.</li> <li>To assess the water quality for compliance with the Ministry for the Environments recreational shellfish gathering standards.</li> </ol> <p>Results from the investigations into faecal contamination of shellfish show no unusual trends emerging. Of the 14 routinely monitored coastal sites assessed against compliance with the Ministry for the Environments recreational shellfish gathering standards, water quality is generally good enough for the recreational gathering of shellfish.</p>
	<ul style="list-style-type: none"> <li>Number of discharges to coastal marine waters.</li> </ul>	<p>The 1994 State of the Environment Report for Marlborough identified 24 resource consents operating for the discharge of waste to coastal water (not including the discharge of stormwater or from septic tank systems). Today, there are just six consented discharges, with land based disposal being a preferred option in many cases.</p>

## Part 1: Marlborough Community Outcomes

Community Outcome	Key Indicators	Overall Progress
	<p><b>Fresh Water Quality</b></p> <ul style="list-style-type: none"> <li>Monitoring of Surface Water Quality</li> </ul>	<p>Council currently monitors 23 sites for state of the environment monitoring, measuring physical and chemical parameters, nutrients and biological parameters. Bathing water quality is also assessed at a further 13 sites for compliance with the Ministry for the Environment's national bathing water standards.</p> <p>The Council works hard to maintain the levels of fresh water quality through its enforcement and monitoring process and by working with industry. Nutrients (nitrates and phosphates) are particularly elevated at urban and intensively farmed areas, but there has been few discernible changes over time with the exception of the Rai catchment where nitrates have shown to be increasing over time. Ammonia concentrations are generally not a problem for Marlborough's waters. pH levels are generally within acceptable guideline levels with the exception of some urban streams.</p> <p>Biological monitoring (using macroinvertebrates as an ecological indicator) show no significant trends over time, however, as with the water chemistry, biological monitoring shows degraded sites in urban and in intensive agriculture areas.</p>
	<ul style="list-style-type: none"> <li>Monitoring of Freshwater Bathing Quality</li> </ul>	<p><i>E. coli</i> is the key indicator for the 13 bathing water sites. Monitoring since 1996 shows that urban and intensive agricultural areas have generally poorer water quality. Monitoring in the Wairau catchment shows a considerable improvement since 1996 whereas monitoring in the Rai catchment appears to show only a slight improvement in recent years.</p>
	<ul style="list-style-type: none"> <li>Dairy Crossing Surveys</li> </ul>	<p>A survey of all dairy farming properties in the Rai catchment in 2003 identified 112 dairy herd stream crossings. By 2007, the total number of crossings had been halved (to 56). Habitat in the immediate vicinity of the crossings has improved.</p>
	<ul style="list-style-type: none"> <li>Groundwater Quality</li> </ul>	<p>Since 1993 the Council has taken part in a 4 yearly national groundwater pesticide survey monitoring up to 20 indicator wells. The Council has also carried out its own series of quarterly surveys at four sites to see if seasonal factors influence the presence of pesticides in local ground water, these surveys indicate currently that pesticide contamination is not a major issue for Marlborough aquifers.</p>
	<p><b>Monitoring surface water and aquifer Levels</b></p>	<p>The level of the main Wairau Aquifer is considered acceptable in terms of sustainable management of the Wairau Aquifer at a regional scale. A regional monitoring network of 29 automated surface water sites measures water flow levels throughout the District. The monitoring information provides the community assurance that minimum river flow levels are sustainable, in particular from impacts of consented irrigation takes. Furthermore, 24 automated rainfall sites are continuously monitored to identify long term trends and for flood prediction. The Council also operates a network of permanent wells to monitor aquifer status since the 1970s. Monitoring shows the largest changes in aquifer levels are in the Southern Valleys aquifers and the Deep Wairau Aquifer. Four wells on the Wairau Plain with the longest standing records and which represent a variety of aquifer types and issues, show aquifer levels have fallen slightly over the past three decades.</p> <p>The Southern Valleys aquifers have been the most heavily committed and lowest yielding of Marlborough's groundwater systems. Aquifer levels have fallen by up to 10 metres since 1997, as a result of low rainfall and increasing irrigation water demand. The use of Southern Valleys Irrigation Scheme water instead of local groundwater since 2004, has generally seen aquifer levels stabilised and even shown a degree of recovery in some areas.</p>
	<p><b>Land Monitoring</b></p> <ul style="list-style-type: none"> <li>Soil Quality Monitoring.</li> </ul>	<p>Twenty-five sites have been sampled representing six different land use activities (vineyards, cropping, pasture, dairy, native bush and exotic forestry). In general, it was found that soil quality in Marlborough is good with 7 out of 25 sites meeting the assigned soil quality targets and 16 others only having one indicator out of the target range.</p>
	<p><b>Pollution issues in Last 12 Months – Quality of Life, pg 40</b></p>	<p>The community's perception of air pollution in Marlborough has improved since 2005, and the perception of noise pollution has only increased very slightly (1%). A increase in the communities perception of water pollution has occurred since 2005 this perception may have been influenced by issues with water supply quality experienced during 2008. Marlborough's perception of pollution issues are between 23 - 33 percent lower than the national perceptions.</p>

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Community Outcome	Key Indicators	Overall Progress
<p><b>Prosperity:</b> <i>a prosperous community where all people have the means to earn adequate incomes and enjoy standards of living that allow them to participate fully in society, and to have choices about how to live their lives.</i></p>	<ul style="list-style-type: none"> <li>Household Deprivation – State of the Community, pg 19.</li> <li>Income, Employment and Economy – State of the Community, pg 19.</li> <li>Social Indicators – State of the Community, pg 29.</li> <li>Extent to which income meets every day needs – Quality of Life, pg 35.</li> </ul>	<p>The majority of Marlborough's residents feel they have enough money to meet their every day needs. Most of Marlborough's households are in areas of low level household deprivation. Average hourly earnings and average weekly incomes in Marlborough have increased, and while incomes are remain lower than the national average the gap is slowly closing. The percentage of Marlborough's population with low incomes is nationally very competitive. Marlborough's unemployment levels have remained lower than the national unemployment rate.</p>
<p><b>Knowledge and learning:</b> <i>a community where knowledge and learning is prized.</i></p>	<ul style="list-style-type: none"> <li>Levels of Qualification – State of the Community, pg 23.</li> <li>Ratio of Students to Teaching Staff – State of the Community, pg 24.</li> <li>Preschool Education – State of the Community, pg 24.</li> </ul>	<p>The percentage of school leavers in Marlborough who obtain no qualification is higher than that found nationally. However there has been a marked improvement in this indicator between the 2003 figures presented in the 2006-2016 LTCCP and the 2007 figures presented in the 2009-2019 LTCCP. The student to teaching staff ratios in Marlborough schools has improved slightly; this may be reflected in improved learning outcomes in the future. Marlborough has a higher proportion of preschool children enrolled in early education than figures reported in 2006. The proportion of Marlborough's total population who hold no educational qualifications remains higher than the national average, this indicator should be viewed in the long term.</p>
<p><b>Enterprise and endeavour:</b> <i>a community where enterprise and endeavour is supported and rewarded.</i></p>	<ul style="list-style-type: none"> <li>New Business – State of the Community, pg 21.</li> <li>Marlborough Community Statements - Quality of Life, pg 46.</li> </ul>	<p>The number of new business in the region has increased indicating that the Marlborough community supports and rewards endeavour when compared to regions of a similar population size Marlborough has a high number of business enterprises. This indicator suggests that the region has made progress towards this outcome. The Quality of Life survey asks residents whether they agreed with the statement "Marlborough is a community where enterprise and endeavour is supported and rewarded". 64% of Marlborough's residents agreed with the statement in the 2008 survey, this is an improvement on the 2005 survey results where 62% of residents agreed.</p>
<p><b>Full participation:</b> <i>a community that values and supports all its members, that welcomes visitors and new arrivals, and continually enhances full participation.</i></p>	<ul style="list-style-type: none"> <li>Community, Quality of Life, pg 30.</li> <li>Social Networks and Neighbourhood Groups, Quality of Life, pg 44.</li> <li>Cultural Diversity - Quality of Life, pg 47.</li> <li>Social Connectedness - State of the Community, pg 28.</li> </ul>	<p>In general Marlborough residents have a strong sense of community. The majority of residents place importance on having a sense of community and believe that individuals can have a personal impact on making the community a better place to live. Residents in Marlborough identify family as the most common social network which is followed by work or school. Over 35% of residents belong to a sport group or interest/hobby group. Most residents experience positive contact with neighbours. Marlborough has a lower level of support for cultural diversity than reported in 2005, the most commonly cited reason for the perceived negative impact of cultural diversity was an increase in crime and gangs and lack of integration. Marlborough residents who consider cultural diversity as a positive, cited diversity, a new outlook and fresh ideas as the reason for support of cultural diversity. Marlborough has healthy rates of volunteering and voter participation this indicates Peoples ability to take part in society and their sense of belonging and identity. Marlborough has historically had a high level of voter participation in local authority elections than New Zealand as a whole. However a trend of declining participation is becoming apparent both nationally and in Marlborough, with a 10% fall in participation for Marlborough between 2004 and 2007.</p>
<p><b>Positive aging:</b> <i>a community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.</i></p>	<ul style="list-style-type: none"> <li>Marlborough Community Statements – Quality of Life, pg 46.</li> </ul>	<p>The Quality of Life survey asks residents whether they agreed with the statement "older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities". 64% of Marlborough's residents agreed with the statement in the 2008 survey, this is an improvement on the 2005 survey results where 58% of residents agreed.</p>

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<p><b>Positive youth:</b> a community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.</p>	<ul style="list-style-type: none"> <li>Marlborough Community Statements - Quality of Life, pg 46.</li> </ul>	<p>The Quality of life Survey asks residents whether they agree with the statement "<i>young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices</i>". 52% of residents agreed with this statement in both the 2008 and 2005 surveys.</p>
<p><b>Safety and security:</b> a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.</p>	<ul style="list-style-type: none"> <li>Crime and Safety – Quality of Life, pg 38.</li> <li>Safety and Security – State of the Community, pg 25.</li> </ul>	<p>Marlborough residents generally perceive a high sense of freedom from crime in their own homes, neighbourhoods and town after dark. However there appears to be an increase in the number of people who feel unsafe in town after dark. The number of recorded crimes for the Tasman Police District (of which Marlborough is included in) have increased slightly on those report in the 2006 LTCCP, however crime resolution rates have improved.</p>
<p><b>Energy efficiency:</b> a community where energy use is efficient, with a decreasing dependency on non-renewable sources.</p>	<ul style="list-style-type: none"> <li>Petrol and Diesel Sales – State of the Community, pg 25.</li> <li>Electricity Usage – State of the Community, pg 25.</li> </ul>	<p>Petrol sales have shown little change since 2005 and diesel sales have shown a slow but steady increase. The Average electricity usage per consumer in the region has generally increased since 2004 however the average usage decreased in 2007 from 2006 figures. Work is currently being undertaken to identify additional indicators to allow improved reporting on this indicator in the future.</p>
<p><b>Affordable housing:</b> a community where people have access to a range of affordable and quality housing options.</p>	<ul style="list-style-type: none"> <li>Housing – State of the Community, pg 26.</li> </ul>	<p>Housing in the region has become less affordable since 2005, however during 2008 housing affordability has improved. There is a continuing trend of housing being less affordable in the Nelson Marlborough District than for New Zealand as a whole. Household crowding typically increase as the housing supply tightens, Marlborough does not experience high levels of household crowding, however the proportion of people living in crowded conditions has increased slightly. Wait lists for Council and Housing Corporation New Zealand housing do not indicate a severe need for housing in Marlborough. These indicators have been included for the first time in the 2009 -2019 LTCCP to provide a future measure of the overall progress towards the outcome.</p>
<p><b>Health choices:</b> a community where people are served by a health infrastructure that is suited and responsive to their needs, and where they can make healthy choices for their own lifestyles.</p>	<ul style="list-style-type: none"> <li>Life expectancy - State of the Community, pg 28.</li> <li>Infant mortality - State of the Community, pg 29.</li> <li>% of children over weight or obese - State of the Community, pg 29.</li> <li>Utilisation of primary health care - State of the Community, pg 29.</li> <li>General health ratings - Quality of Life, pg 31.</li> <li>Wanted to visit a GP but did not - Quality of Life pg 32.</li> </ul>	<p>Overall the region performs well when compared to national health indicators.</p> <p>Information on the life expectancy of Marlborough's residents is not currently available from the 2006 Census; this indicator is best view in the long term to reflect the time frame for change. Infant mortality rates similarly need to view in the long term.</p> <p>Marlborough's residents rate their health as good to excellent with only 3% of residents rating their health as poor. Overall resident health ratings have remained similar to the findings in the 2005 Quality of Life survey.</p> <p>Marlborough residents have a high rate of utilisation of primary health care which compares well with other District Health Boards and national figures. This indicator was introduced in the 2009- 2019 LTCCP, the utilisation of primary health care will provide an indication of the suitability of the regions health infrastructure.</p> <p>The 2008 Quality of Life survey found that a similar proportion of residents had experienced barriers to visiting a GP in the preceding 12 months as found in the 2005 survey. The reason for these barriers provides insight into the suitability and responsiveness of the regions health infrastructure, In 2005 cost was the most common reason for not visit a GP, the 2008 survey findings indicates that travel and transport are the most common barriers to visiting a GP.</p>

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Community Outcome	Key Indicators	Overall Progress
<p><b>Essential services:</b>  <i>a community that is served by a strong infrastructure of essential services, where daily life and business is able to be conducted safely and easily.</i></p>	<ul style="list-style-type: none"> <li>• Access to shopping malls and supermarkets, Quality of Life, pg 40.</li> <li>• Access to bank or cash machine Quality of Life, pg 41.</li> <li>• Access to local park or green space - Quality of Life, pg 41.</li> <li>• Access to a public transport facility - Quality of Life, pg 41.</li> <li>• Access to education provider - Quality of Life, pg 42.</li> </ul>	<p>The 2008 Quality of Life survey found that in general Marlborough's residents found it easy to access essential services. The region is making good progress towards providing a strong infrastructure of essential services area particularly in terms of shopping malls and supermarkets, education providers and green space. Areas in which future improvement would be desirable are public transport and banks or cash machines. It is possible that the requirement for access to banks and cash machines has become less important due to internet banking and electronic transactions.</p>
<p><b>Heritage:</b>  <i>a community that acknowledges values and enjoys its heritage</i></p>	<ul style="list-style-type: none"> <li>• Marlborough Community Statements - Quality of Life, pg 46.</li> </ul>	<p>The Quality of Life survey asks residents whether they agree with the statement "Marlborough people place a high value on their local heritage". 63% of residents agreed with this statement in the 2008 survey which is a slight decrease on the 2005 surveys findings where 65% agreed.</p>
<p><b>Fun and recreation:</b>  <i>a community that has fun</i></p>	<ul style="list-style-type: none"> <li>• Happiness Living in Marlborough - Quality of Life, pg 31.</li> <li>• Work Life Balance - Quality of Life, pg 38.</li> <li>• Free Time - Quality of Life, pg 33.</li> <li>• Membership of Social Networks or Groups - Quality of Life, pg 45.</li> </ul>	<p>The vast majority of residents are happy living in Marlborough and are happy with their free time. The majority of Marlborough's residents are happy with their work and life balance. There does not appear to have been any noticeable shift in these indicators from the 2005 survey results. A significantly larger percentage of Marlborough's residents were very happy in 2008 compared to national figures in 2006. The majority of Marlborough's residents are satisfied with their free time, there has been no noticeable shift in satisfaction since 2005. A higher percentage of residents reported being satisfied or very satisfied with their free time in 2005 and 2008 than found nationally in 2006. 35% of Marlborough's residents belong to a sports club or hobby group, this indicator was not included in the 2005 survey but will provide a measure of progress in the future. Marlborough has higher sports club and hobby group membership than national findings in 2006.</p>
<p><b>Physical activity:</b>  <i>a community where people of all ages are physically active</i></p>	<ul style="list-style-type: none"> <li>• Social Indicators – State of the Community, pg 29.</li> <li>• Membership of Social Networks or groups - Quality of Life, pg 45.</li> </ul>	<p>Marlborough has excellent levels of participation in physical activity in both young people and adults. The region has the best performance out of the 10 regions for which the data is gathered. 36 percent of Marlborough's residents belong to a sports club, this indicator was not included in the 2005 survey but will provide a measure of progress in the future. In the National 2006 survey 33 percent of residents were members of a sports club.</p>
<p><b>Creativity:</b>  <i>an enlivened and creative community in which different arts are widely practised and enjoyed</i></p>	<ul style="list-style-type: none"> <li>• Creative Industries, State of the Community, pg 23.</li> <li>• Marlborough Community Statements - Quality of Life, pg 46.</li> </ul>	<p>The Quality of Life survey asks residents whether they agree with the statement "People in Marlborough are innovative and creative". 79% of residents agreed with this statement in the 2008 survey which is a slight increase in agreement on the 2005 surveys findings where 76% agreed. Research undertaken in 2003 and reported in the 2006 – 2016 LTCCP indicated that creative industries were an active sector in Marlborough. This research has not been repeated in the intervening years, however it is intended to be conducted in the future.</p>