

Economic, Finance & Community Committee Meeting

5 September 2023

This Report relates to Item 3 in the Agenda
“2022-23 MDC Resident Survey Report”



Marlborough District Council

2022-23 Resident
Survey

| SIL Research

August 2023

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EXECUTIVE SUMMARY

The purpose of this research was to continue assessing residents' needs and satisfaction with Marlborough District Council's services, and provide insights into service prioritisation.

For the 2023 year, the data was collected quarterly: from November 2022 (retrospectively covering the August-October quarter) to July 2023 (covering the April-June quarter). A total n=600 responses were collected for the final analysis in the 2022-23 year.

It is important to consider the impact of significant circumstances when evaluating satisfaction levels and ability of the Council to meet the needs of the community in 2022-23. The cost of living in New Zealand has been steadily increasing, which has put financial pressure on Marlborough District residents. With local body elections in 2022, the electoral campaign and voting period likely brought local issues and concerns to the forefront of residents' minds as they considered the forthcoming Council term and candidates up for election. Additionally, the impact of extreme weather events and heavy rainfalls continued challenging the District putting additional stress on local roads and infrastructure. The Marlborough District Council operated in a challenging environment marked by these, along with other, factors; which had an impact on the community and potentially influenced perceptions of the Council's performance.

The main findings in 2022-23 were as follows:

- 1 Two-thirds of respondents (66%) were satisfied with MDC's overall performance (6.2 out of 10 on average); this satisfaction was slightly up compared to 2022 (62%), and above the 2023 New Zealand average (58%).
 - Overall, 35 out of 46 (76%) Council services rated by Marlborough District residents achieved satisfaction of 60% or above, with 12 services achieving 80% satisfaction or higher – indicating generally positive sentiment across most service areas.
 - Noteworthy were the top five performing services: cemeteries (87% satisfaction, average score 7.6), public sports grounds (86%, 7.5), civil defence (85%, 7.5), library (85%, 7.7), and drinking water (85%, 7.6), maintaining high satisfaction levels similar to the previous year.
 - Comparing 2023 results to the prior year, most outcomes remained consistent. The most notable declines in satisfaction were observed in relation to flood protection, urban stormwater, and solid waste services.



- In contrast, more residents in 2023 (58%) believed the Council provides sufficient opportunities for people to have their say, compared to 2022 (48%). This increase in engagement led to greater satisfaction with democratic processes, and partially contributed to an overall rise in satisfaction levels in 2023.
- When considering community feedback and performance ratings, it becomes evident that roads, given their impact on overall satisfaction, still hold the greatest potential for improvement within the Council. Following that, there is a persistent need to enhance public engagement.

2 Around one-third (35%) of respondents stated they had contact with the Council in 2023; 64% of these residents were satisfied with this contact (similar to 61% in 2022).

- 58% of residents said they had seen or heard news or advertisements from the Council; 74% of these residents were satisfied with Council's communication (up from 67% in 2022).

Overall, 2023 results showed somewhat consistent levels of satisfaction and perceptions of Council's services, despite the challenging economic and physical environment. Severe weather events in the past three years are more likely to impact residents' satisfaction with flood protection and storm water drainage. Roads continued to represent the greatest improvement potential, also a focus for Council. Addressing road-related issues could lead to a more substantial enhancement of public satisfaction generally.

Building on the success seen with democratic process perceptions, the Council should continue to prioritise and invest in strategies that promote robust public engagement, particularly including younger District residents; emphasising transparent communication with residents about ongoing improvement initiatives (especially in relation to services with declining performance in 2023) and steps being taken based on their feedback. This will help build trust and keep residents informed about the Council's efforts to enhance services as needed.

By continuing service enhancement, especially for services with lower satisfaction levels, focusing on understanding specific needs and expectations, and actively seeking public input on key decisions, the Council can demonstrate its commitment to improving the lives of Marlborough District residents, addressing their concerns and enhancing overall satisfaction.

METHODOLOGY

BACKGROUND AND OBJECTIVES

Every year, Marlborough District Council (MDC) commissions a Resident Survey as part of their community consultation. This survey has been conducted by SIL Research, an independent market research company, since 2014.

The purpose of this research was to assess residents' needs and satisfaction with MDC's services, and provide insights into service prioritisation.



QUESTIONNAIRE AND PROJECT SPECIFICS

In 2021, the existing questionnaires and data collection methods were revised in consultation with the MDC.

For the 2022-23 survey year, data was collected from November (retrospectively covering the Aug-Oct quarter) to July (covering the Apr-Jun quarter) to align with MDC's annual reporting period of 1 July to 30 June. For ease, this report refers to the 2022-23 survey year as '2023'.

With the change to quarterly fieldwork cycles, the recall window for respondents has also been adjusted since 2021. Previously, respondents had been asked to indicate which services/facilities they had used or visited in '*the last 12 months*'. From 2021 Q1, respondents were instead asked about the services/facilities they used/visited in '*the last 3 months*'. While representing a shift from the previous method, moving forward the use of a narrower recall window should result in more accurate responses (easier to recall behaviour over the previous 3 months than a longer 12-month period), while providing more sensitive measures of seasonal variations across quarterly cycles.

The questionnaire was tested prior to full scale data collection to ensure the survey was fit for purpose.

Every quarter, SIL used a multi-layered sampling technique to ensure a proportional spread of respondents from Marlborough District, by age and gender distribution.

DATA COLLECTION

In each quarter, multiple data collection methods were utilised to ensure residents were well-represented. The mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within the District;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to District residents;
- (3) Postal survey. Survey forms were sent to randomly selected Marlborough District households.

A total of n=150 surveys were used in the final analysis each quarter, providing n=600 for the 2023 year.

DATA ANALYSIS

Surveys were conducted proportional to the population in each of Marlborough District's sub-regional geographical areas.

Table 1 Responses by ward

	Number of responses	Population %
Havelock	12 (2%)	1%
Awatere	19 (3%)	3%
Western Wairau	13 (2%)	4%
Renwick	23 (4%)	5%
Marlborough Sounds	50 (8%)	7%
Picton	71 (12%)	10%
Blenheim vicinity	65 (11%)	13%
Blenheim	347 (58%)	57%

Responses were also statistically weighted to reflect the gender and age group proportions in the District as determined by the Statistics New Zealand 2018 Census.

SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Marlborough District.

The main resident groups analysed in this report were: area (including aggregated Blenheim vs. non-Blenheim), age, gender, home ownership and tenure. During the analysis stage of this report, Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05 (corresponding to a confidence level of 95%). Where differences were outside this threshold (less

than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to MDC.

Overall results are reported with a margin of error at a 95% confidence level. The margin of error varies based on the number of responses for each service area and depends on general awareness/knowledge about this service. Higher proportions of 'Don't know'/'Don't receive this service' responses reduce the effective sample sizes and result in a larger margin of error.

Table 1 Margins of error

Responses n=	Reported percentages	
	50%	80% or 20%
600	±4	±3
400	±5	±4
300	±6	±5
200	±7	±6
100	±10	±8

The maximum likely error margin occurs when a reported percentage is close to 50%.

NOTES ON REPORTING

Where applicable, the 2023 results were compared to previous years' data. This comparative data is indicative only; methods by which the data was collected may differ across years.

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results not rounded values.

Overall satisfaction percentages presented in this report are aggregated 6-10 responses on a 1-10 scale. Satisfaction percentages will differ from mean scores (average ratings). Satisfaction percentages are calculated on positive ratings only, whereas mean scores provide an average of all ratings provided across the whole scale.

R² is a measure based on regression analysis of results over time. It was applied to the historical and current aggregated satisfaction ratings. In summary, the closer the R² value is to 100%, the more likely there is a trend towards an increase or decrease in performance ratings over time.

WHO TOOK PART IN THE SURVEY

Table 2 Responses by age

	Frequency	Percent
18-39	173	28.8
40-64	259	43.2
65+	168	28.0
Total	600	100.0

Table 3 Responses by gender

	Frequency	Percent
Female	304	50.6
Male	294	49.1
Other	2	0.3
Total	600	100.0

Table 4 Responses by tenure (aggregated)

	Frequency	Percent
Under 10 years	170	28.3
More than 10 years	419	69.9
No answer	11	1.8
Total	600	100.0

Table 5 Responses by home ownership

	Frequency	Percent
Owned	491	81.8
Rented	70	11.6
Other	39	6.6
Total	600	100.0

Note: final dataset was statistically weighted to increase accuracy of the reported results.

BENCHMARKING

SIL Research conducts a representative National survey of Councils* to establish a series of benchmarks across a range of Council services. This allows MDC to compare their survey results against a National average (NZB).

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected during 2023. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

Benchmarking results are reported at 95% confidence level +/- 4-5%.

*Excludes Auckland, Wellington, Christchurch and Dunedin.

ENVIRONMENTAL FACTORS

When interpreting the results, it is important to note that factors such as the timing of unusual or one-off events often affect residents' ratings, particularly if these events occur close to the survey fieldwork period.

Key Q1 factors (September-November 2022):

1. The Q1 data collection occurred shortly after the 2022 local body elections. Public concerns may become more salient at the end of a local electoral cycle – with recent progress (or otherwise) measured against local expectations over the last few years, and highlighted in candidates' election campaigns.
2. Due to extended periods of rain in August and September 2022, the number of reported and repaired potholes on regional roads increased significantly. Although most affected roads were highways (managed by

Waka Kotahi), this could still have a notable impact on community perceptions about local roads.

Key Q2 factors (December 2022 – February 2023):

1. In December 2022, the Marlborough Response Team achieved national accreditation, becoming the second team in the country to meet the new national standards. Their outstanding work was recognised as among the best nationwide.
2. Also in December, the Council launched its Economic Wellbeing Strategy, a vision and guidance for the future aimed at improving economic wellbeing and productivity in Marlborough over the next decade. The strategy was designed to build economic resilience, support emerging industries, and foster a diversified and inclusive economy.
3. In the same month, a significant leak in the Awatere water main was reported, leaving some areas without water overnight while repairs were completed. Later in December, another water main broke again, this time affecting SH1 between Picton and Blenheim.
4. Following severe weather events in 2021 and 2022 that closed roads in Marlborough Sounds, leaving people with limited or no access for prolonged periods, the Council initiated a consultation with the public and an engineering and construction company to create a safe and resilient transport system - the Marlborough Sounds Future Access Study.
5. In January 2023, the Council announced the Marlborough Mile Climate Site in Blenheim. The project, initiated by the Blenheim Business Association, involves upgrading six key sites within the CBD to reflect Marlborough's heritage, industry, and history.
6. Also in January, the Council opened a consultation on the future of Marlborough's freshwater. The first round of submissions aimed to understand the community's values and aspirations for freshwater in the region.

7. In February, the Council announced the implementation of a new wheelie bin system for kerbside recycling and rubbish collection. The new system will offer different-sized wheelie bins (low, standard, or high volume) at different costs, and is expected to begin in July 2024.

Key Q3 factors (March – April 2023):

1. In March 2023, a new local provider was awarded a contract to deliver some of the region's most popular events, including the Southern Jam, Youth Jazz Festival, Christmas Parade, and New Year's Eve celebration.
2. Later that same month, the Council sent out letters to property owners asking for their preferred new wheelie bin sizes. This news prompted multiple discussions and concerns on social media, such as no possibility to opt-out, the lack of green waste collection, and the potential need to update bin sizes in the future.
3. In April 2023, the Council held its Long-Term Plan consultation, summarising the key projects and programs that the Council plans to deliver in 2023-24. They also announced an overall proposed average rates increase of 7.8% for the year beginning on July 1st, 2023.









Key Q4 factors (May – July 2023):

1. A new 'Welcoming Communities' programme was rolled out locally through May 2023. The nationwide programme, led by Immigration New Zealand, supports local government and community organisations to promote and enhance existing initiatives to help newcomers feel welcome and creates new opportunities for welcoming activities.
2. Marlborough's new library and art gallery opened in mid-May, with the new purpose-built facility receiving positive initial feedback from visitors and users.
3. In late-May 2023, the Council announced the first emission inventory for Picton, following earlier air screening by NIWA resulting from community concerns about local air quality –indicating that elevated levels of some

contaminants could exceed National Environmental Standards (NES) for air quality guidelines.

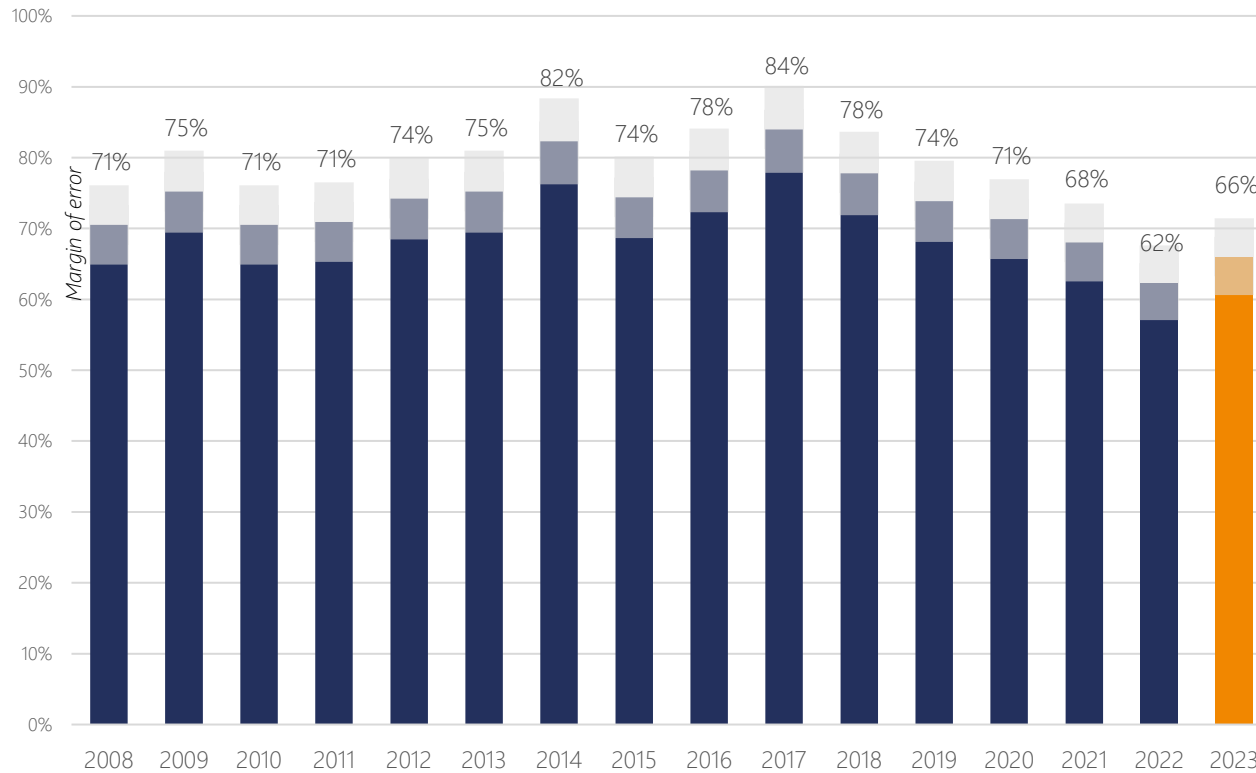
4. In June 2023, more than fifty residents attended a meeting at Springlands to discuss stormwater issues and form a governance group to help deal with them. The governance group would comprise representatives from residents, business, youth and iwi as well as Councillors to represent the wider community.
5. In June 2023, the Council held several public drop-in sessions for discussion on the Marlborough Sounds Future Access Study. These sessions, together with an online survey, allowed residents to provide feedback on emerging preferred options and hazard adaptation pathways for the Marlborough Sounds future transport network, and their estimated impact on rates.
6. The East Coast Beach Vehicle Bylaw came into effect on 1 July and placed new rules on vehicle use along Marlborough's coastline from the mouth of the Awatere River south to the district boundary.
7. Consultation on the Council's Speed Management Plan closed in July 2023. The plan proposed speed limit changes on local roads around schools and marae, in small townships and in 70 km/h and 90 km/h areas. The plan also addressed some speed limit inconsistencies and proposed reducing speed limits on some roads in the Sounds.
8. In early July 2023, work began on Picton's Dublin Street overbridge, with traffic closures estimated for approximately 20 months while the overbridge is constructed. Once complete the overbridge will create a key connection for the town allowing vehicles, walkers and cyclists to move safely and easily between the town centre and port area; this forms part of the redevelopment of the new terminal to accommodate Interislander's two new purpose-built ferries.

SATISFACTION AT A GLANCE

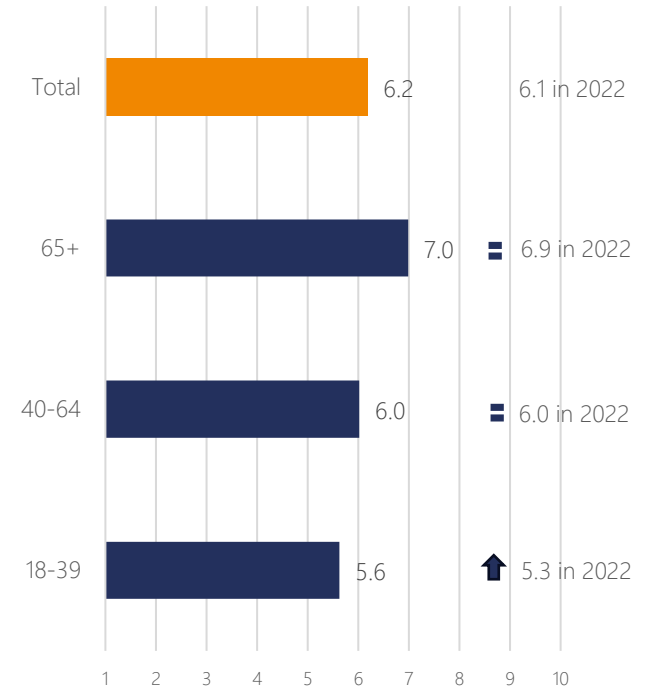
							
Cemeteries	Sports grounds	Civil Defence	Public libraries	Drinking water	Parks & reserves	Swimming pools	Sewerage
MDC 2023: 87% / 7.6	MDC 2023: 86% / 7.5	MDC 2023: 85% / 7.5	MDC 2023: 85% / 7.7	MDC 2023: 85% / 7.6	MDC 2023: 85% / 7.6	MDC 2023: 84% / 7.6	MDC 2023: 83% / 7.3
MDC 2022: 83% / 7.3	MDC 2022: 88% / 7.6	MDC 2022: 86% / 7.6	MDC 2022: 87% / 7.8	MDC 2022: 81% / 7.5	MDC 2022: 87% / 7.6	MDC 2022: 87% / 7.6	MDC 2022: 88% / 7.5
NZB 2023: 79% / 7.4	NZB 2023: 82% / 7.4	NZB 2023: 76% / 6.9	NZB 2023: 87% / 7.8	NZB 2023: 73% / 6.8	NZB 2023: 82% / 7.4	NZB 2023: 69% / 6.7	NZB 2023: 74% / 7.0
							
Paths & tracks	Harbours	Animal control	Communication	Public toilets	Health & Foods Act	Street lighting	Community halls
MDC 2023: 80% / 7.2	MDC 2023: 79% / 6.9	MDC 2023: 76% / 6.7	MDC 2023: 74% / 6.5	MDC 2023: 73% / 6.8	MDC 2023: 73% / 6.6	MDC 2023: 71% / 6.6	MDC 2023: 71% / 6.6
MDC 2022: 83% / 7.4	MDC 2022: 80% / 7.1	MDC 2022: 77% / 6.9	MDC 2022: 67% / 6.4	MDC 2022: 79% / 6.9	MDC 2022: 71% / 6.5	MDC 2022: 74% / 6.7	MDC 2022: 80% / 7.0
NZB 2023: 67% / 6.5	NZB 2023: n/a	NZB 2023: 63% / 6.2	NZB 2023: 51% / 5.3	NZB 2023: 67% / 6.4	NZB 2023: n/a	NZB 2023: 67% / 6.5	NZB 2023: n/a
							
Waste management*	Sale & Supply of Alcohol Act	Culture & heritage	Tourism	Community safety	Community support*	Car parking	Irrigation of the Southern Valleys
MDC 2023: 68% / 6.4	MDC 2023: 68% / 6.4	MDC 2023: 68% / 6.3	MDC 2023: 66% / 6.3	MDC 2023: 66% / 6.3	MDC 2023: 63% / 6.1	MDC 2023: 63% / 6.1	MDC 2023: 63% / 6.2
MDC 2022: 72% / 6.9	MDC 2022: 74% / 6.7	MDC 2022: 72% / 6.6	MDC 2022: 68% / 6.3	MDC 2022: 71% / 6.5	MDC 2022: 66% / 6.2	MDC 2022: 64% / 6.1	MDC 2022: 63% / 6.0
NZB 2023: 70% / 6.7	NZB 2023: n/a	NZB 2023: n/a	NZB 2023: 72% / 6.7^	NZB 2023: 58% / 5.8	NZB 2023: n/a	NZB 2023: 57% / 6.0	NZB 2023: n/a
							
Biosecurity*	Democratic process	Footpaths	Flood protection	Storm water	Economic development	Housing for seniors	Environmental policy & monitoring*
MDC 2023: 62% / 6.1	MDC 2023: 61% / 5.9	MDC 2023: 58% / 5.7	MDC 2023: 57% / 5.7	MDC 2023: 56% / 5.7	MDC 2023: 53% / 5.5	MDC 2023: 49% / 5.4	MDC 2023: 49% / 5.5
MDC 2022: 67% / 6.4	MDC 2022: 56% / 5.8	MDC 2022: 53% / 5.7	MDC 2022: 70% / 6.6	MDC 2022: 66% / 6.3	MDC 2022: 58% / 5.7	MDC 2022: 47% / 5.3	MDC 2022: 56% / 5.7
NZB 2023: n/a	NZB 2023: n/a	NZB 2023: 60% / 6.0	NZB 2023: n/a	NZB 2023: 56% / 5.8	NZB 2023: n/a	NZB 2023: n/a	NZB 2023: n/a
				 Very good performance (≥80%)  Good performance (60%-79%)			
Building Act	Resource consent management*	Roads*	Overall satisfaction	 Services for improvement (50%-59%)  Great improvement potential (≤49%)			
MDC 2023: 45% / 5.2	MDC 2023: 42% / 5.2	MDC 2023: 40% / 4.8	MDC 2023: 66% / 6.2	*Aggregated average ratings			
MDC 2022: 49% / 5.5	MDC 2022: 49% / 5.3	MDC 2022: 44% / 5.0	MDC 2022: 62% / 6.1	** NZB measured 'consents management' satisfaction			
NZB 2023: 46% / 5.2**	NZB 2023: 46% / 5.2**	NZB 2023: 43% / 4.9	NZB 2023: 58% / 5.9	^ NZB measured 'enabling and promoting events'			

MAIN FINDINGS

Overall performance of Marlborough District Council in the last 12 months



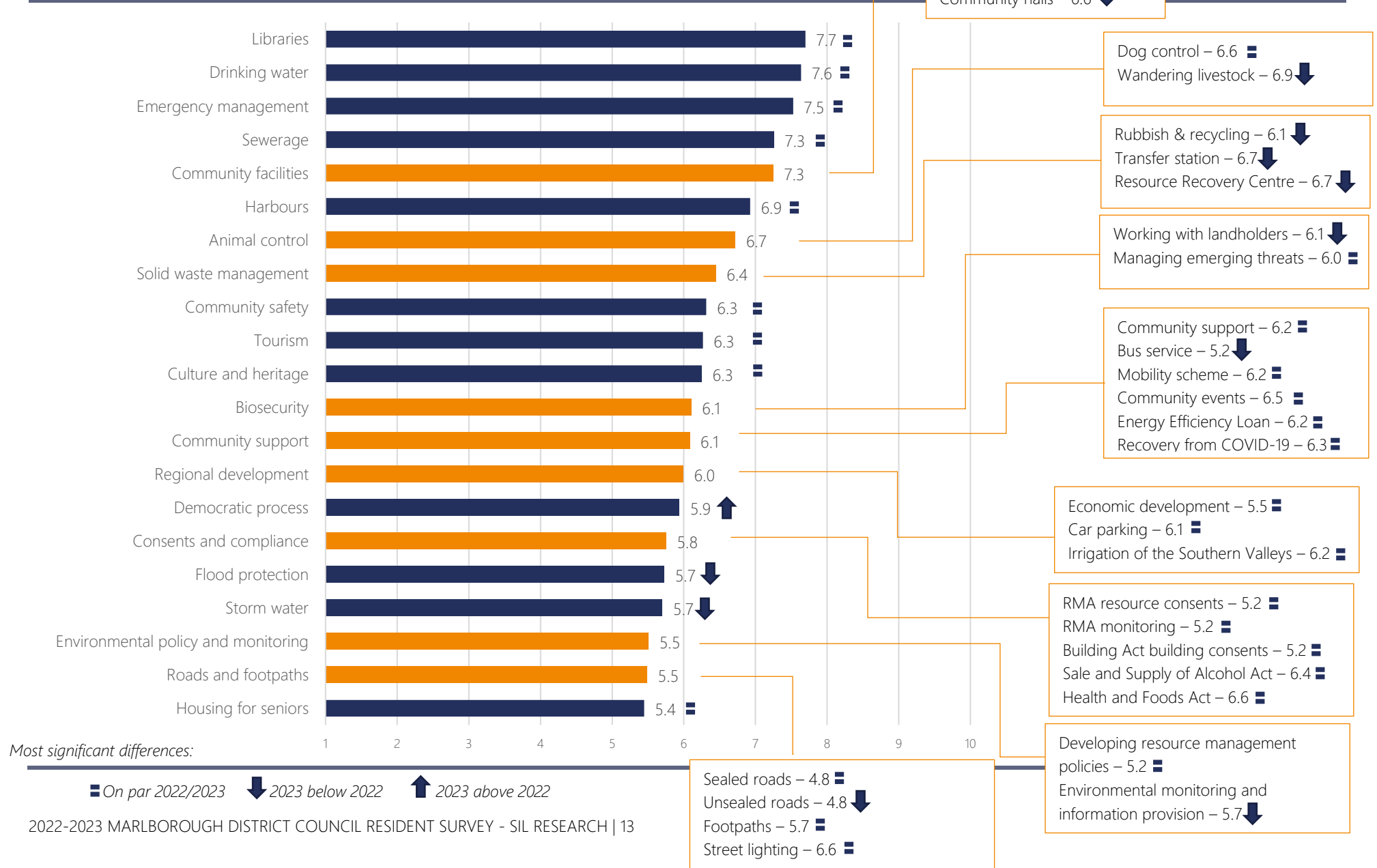
Average satisfaction score by age



- In 2023, two-thirds of respondents (66%) were satisfied with MDC's overall performance (6.2 on average).
- Despite notable variations over time, there has been no significant linear trend over time.
- After experiencing a decline since 2017, the year 2023 exhibited a slight increase in satisfaction compared to 2022 (62%, with an average rating of 6.1).
- Satisfaction with Council's performance varied by age; older respondents (aged 65+) were more likely to be satisfied (7.0) than younger respondents aged between 18-39 (5.6). On average, satisfaction ratings provided by those aged 18-39 were slightly up in 2023 compared to 2022 (the only age group which showed a notable difference).
- Blenheim residents (6.5, vs. 6.5 in 2022), on average, were more satisfied compared to those in other areas (5.7, vs. 5.6 in 2022).

OVERALL RATINGS OF SERVICES

Average satisfaction scores

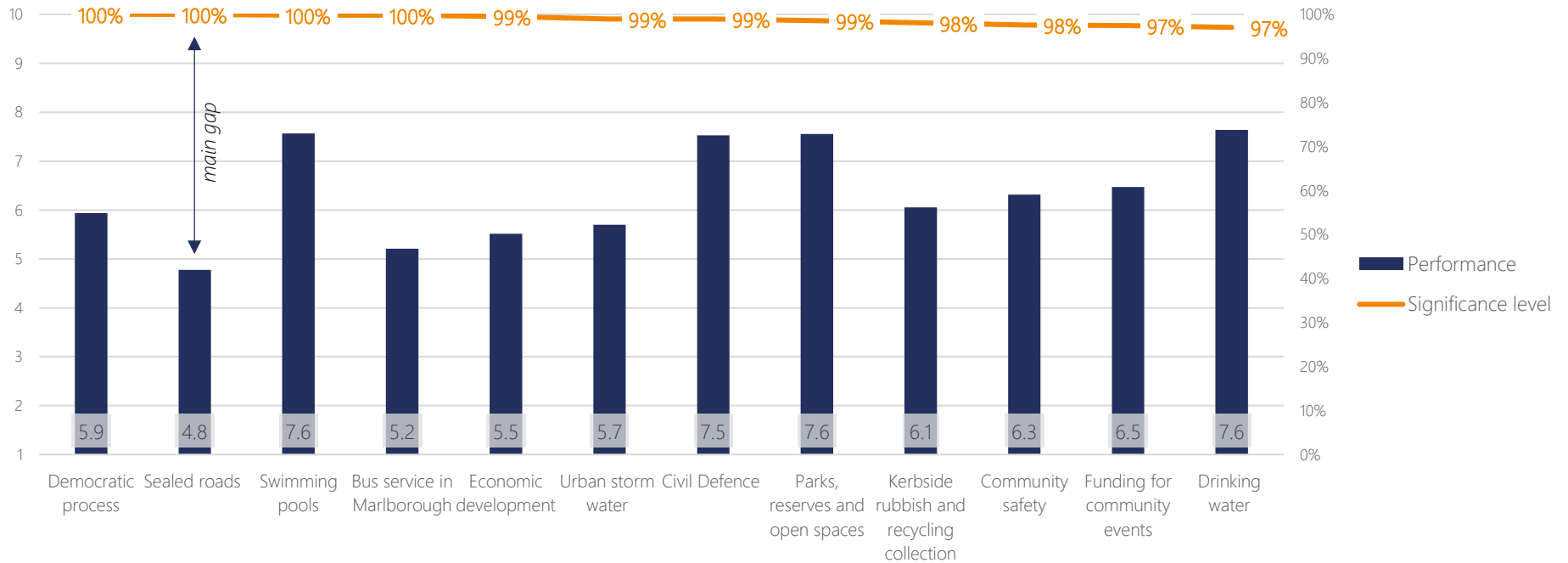


Most significant differences:

■ On par 2022/2023 ↓ 2023 below 2022 ↑ 2023 above 2022

PRIORITY ASSESSMENT

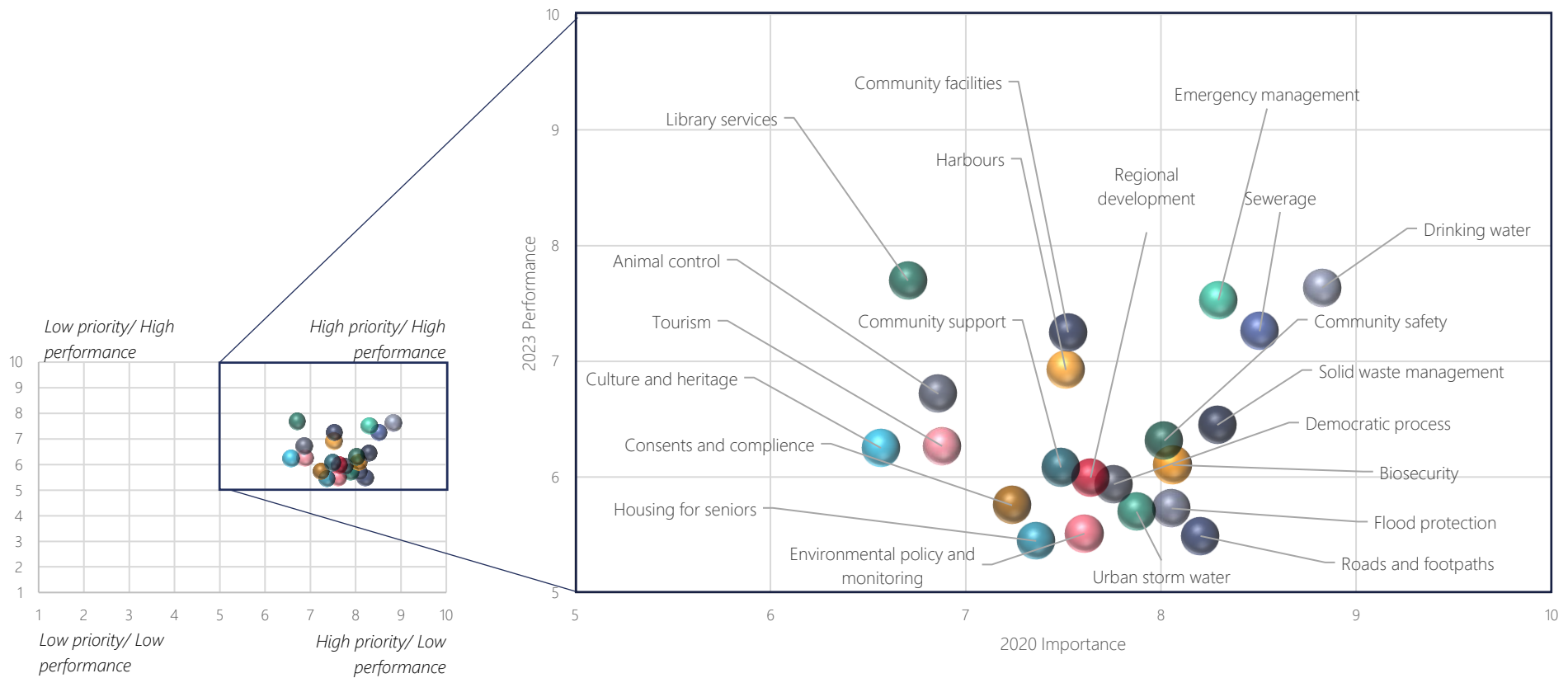
The chart below presents the results of a regression analysis used to determine which services influence MDC's overall performance rating. Only significant deliverables are shown, ranked in order of the level of statistical significance.



- All service areas collectively had an impact on overall satisfaction, demonstrating the variety and range of important factors that residents take into consideration when assessing their satisfaction with the Council. Twelve of these areas had a significant (strongest) impact.
- Comparing these factors to performance scores provided, **Roads** (specifically **sealed roads**), **Democratic process** (specifically providing sufficient **opportunities for people to have their say**), **Bus service**, **Economic development**, and **Storm water** represented the greatest improvement potential. These deliverables (especially sealed roads) showed a strong significant influence on the overall performance rating, however received lower average satisfaction scores.

PERCEPTUAL MAPPING

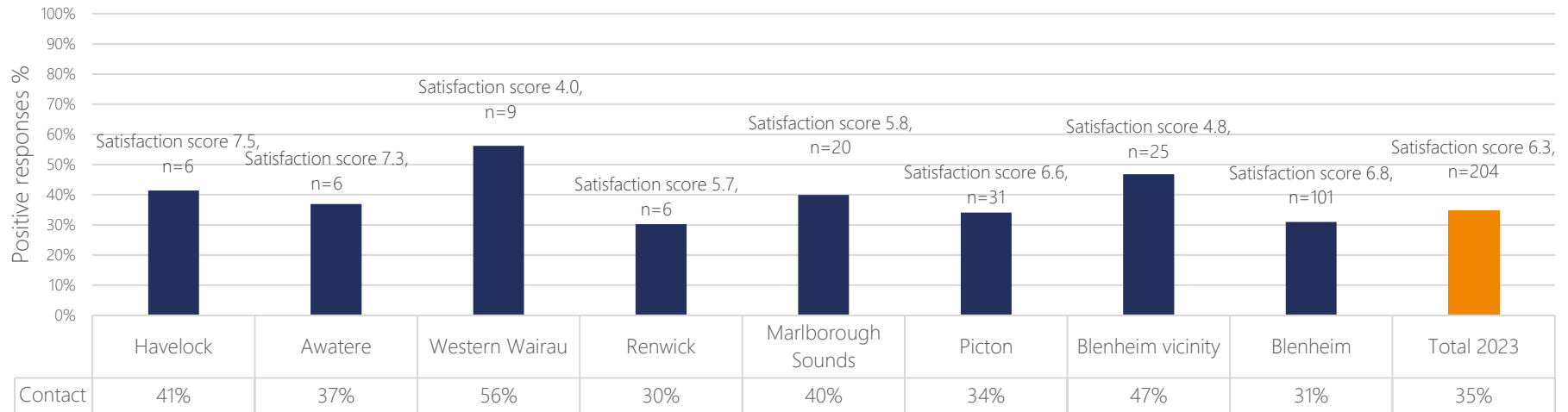
In 2020, residents were asked to rate the priority of the services they receive. Assuming typical consistency in perceived service importance, these ratings were compared to perceived service performance in 2023. To present performance and prioritisation data in a meaningful and visual format, a perceptual map was used to illustrate the interplay of these two datasets.



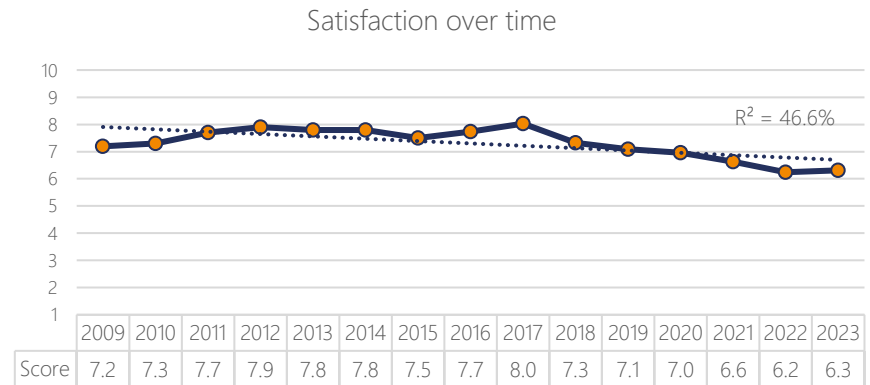
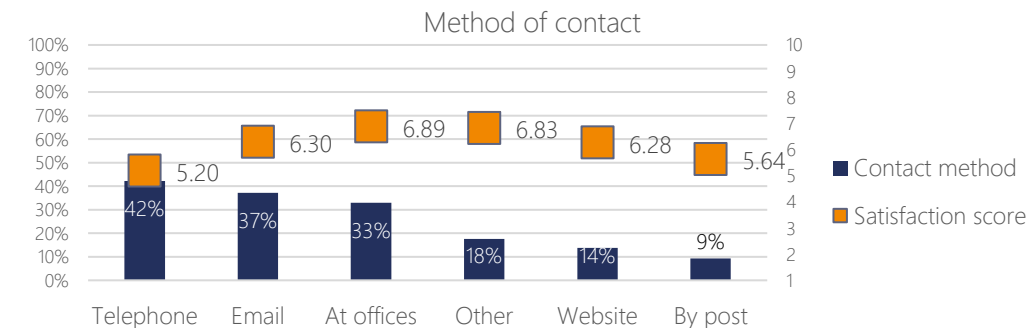
- Overall, all service areas were considered of high priority and received moderately high performance ratings (all above 5 out of 10), with notable variations between services.
- Satisfaction with **Library services** exceeded perceived importance attributed to this service in 2020.
- The largest negative gap between performance and importance was recorded for **Roads and footpaths**.
- **Flood protection**, **Storm water drainage**, and **Environmental policy and monitoring** also represented a greater improvement opportunity.

CONTACT WITH THE COUNCIL

Direct contact with the Council

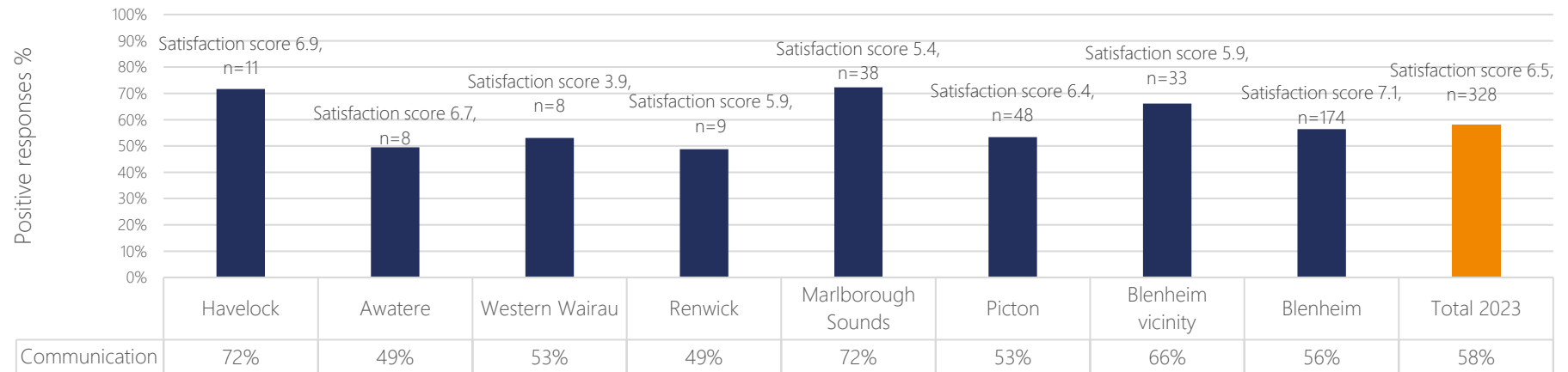


- Over one-third of respondents (35%) stated they had contacted the Council in 2023 (similar to 36% in 2022).
- The most frequently mentioned method of contact continued to be 'telephone' (42%), while 'email' remained the second most commonly used method (37%).
- 64% of residents were satisfied with their direct contact with the Council (6.3 on average), which was similar to 2022.
- However, the satisfaction level varied based on the method of contact. Telephone interactions received the lowest satisfaction score (5.2, down from 6.3 in 2022). Conversely, satisfaction with email contacts increased (6.3, up from 5.8 in 2022). In person contact was most satisfactory overall.
- Western Wairau (4.0), Blenheim vicinity (4.8), Renwick (5.7) and Marlborough Sounds (5.8) residents, and those aged 40-64 (5.9), were least satisfied with their Council contact.



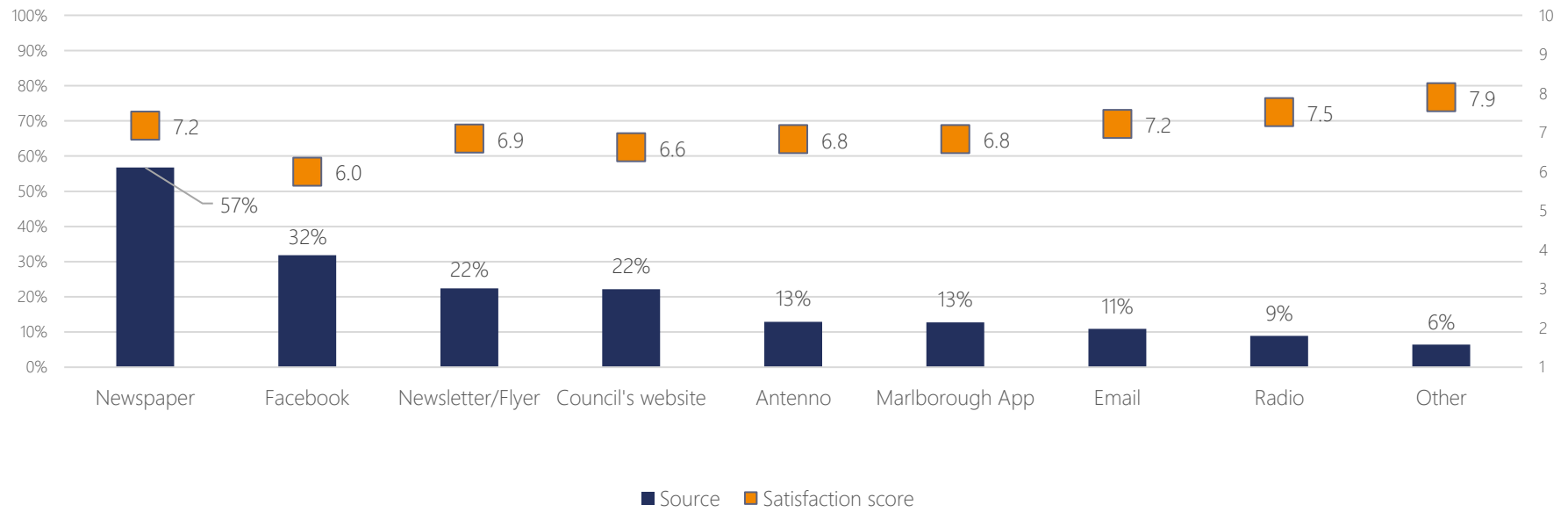
COUNCIL COMMUNICATION

How well does the Council communicate with residents?

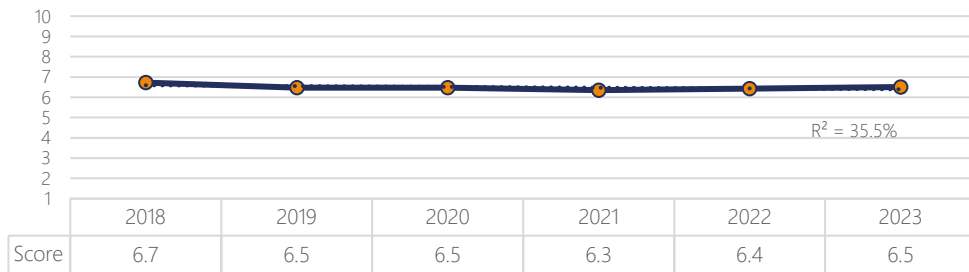


- In 2023, 58% of respondents recalled seeing or hearing news or advertisements from the Council (similar to 59% in 2022).
- The primary source of recalled information remained the 'Newspaper' (57%). 38% of residents recalling a newspaper bought or read 'Marlborough Express' (similar 2022); recall of 'Blenheim Sun' (23%) was down.
- 74% were satisfied with the way Council communicated with residents, a notable improvement from 2022 (67%).
- Satisfaction with Council communication remained lower among those who could not recall encountering Council-related news or ads (59%).
- Radio (7.5), email (7.2), and newspaper (7.2) were the top-rated communication sources.
- Both awareness of and satisfaction with communication increased with age. Under half of residents aged 18-39 (43%) recalled Council's communications (vs. 71% of residents aged 65+), yielding an average satisfaction score of 6.6 (an increase from 5.7 in 2022). Notably, fewer residents aged 18-39 recalled engaging with newspapers (26%), relying more on Facebook (73%) as their primary communication source. Even among the younger respondents who recalled newspaper communications, many referred to publications generally as 'Local/Free', without recalling specific names.
- Home owners were more likely to recall Council communication (62%) compared to renters (32%).

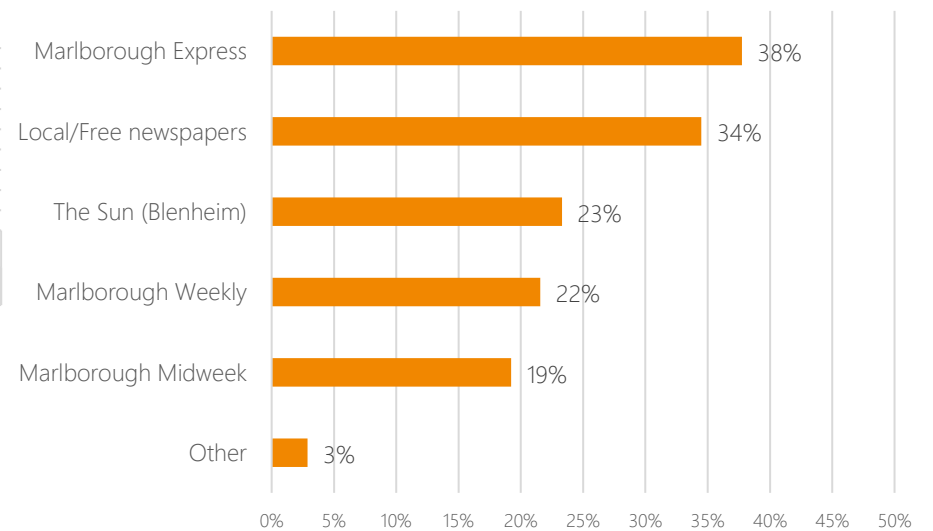
Recall of communication source



Satisfaction with communication over time (average)

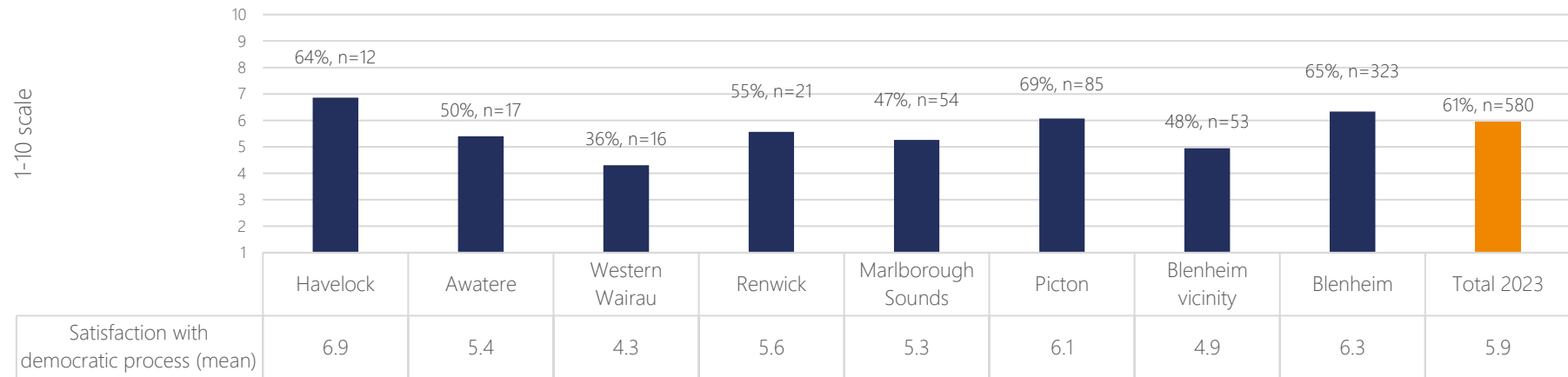


Recalled newspaper 2023



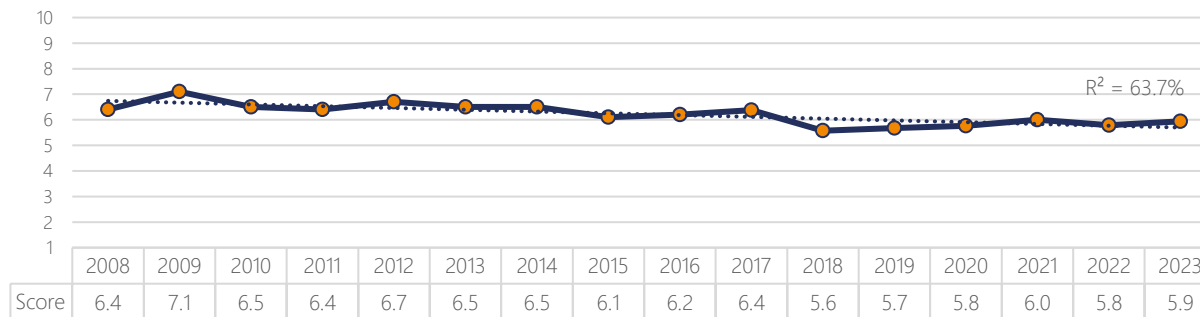
DEMOCRATIC PROCESS

A combined average democracy score, representing how well the Council performs in terms of democratic processes, incorporated the following questions: overall communication with residents (all residents), interaction and engagement with the Council (e.g. direct contact), and sufficient opportunities for people to have their say.

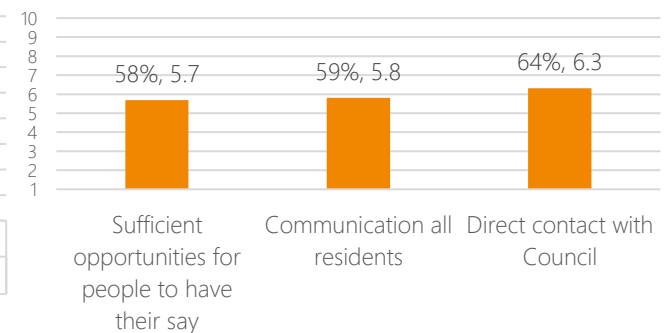


- Overall satisfaction with MDC’s democratic processes (5.9) remained consistent in the most recent years, with a slight improvement in positive ratings provided in 2023 (61%, vs. 56% in 2022); mainly driven by improved perceptions with opportunities for people to have their say (58%, up from 48% in 2022).
- Satisfaction with the democratic process was lower in Western Wairau (36%).
- On average, residents aged 40-64 (53%) were the least satisfied with democratic process, especially opportunities to have their say (49%).

Satisfaction with democratic process over time

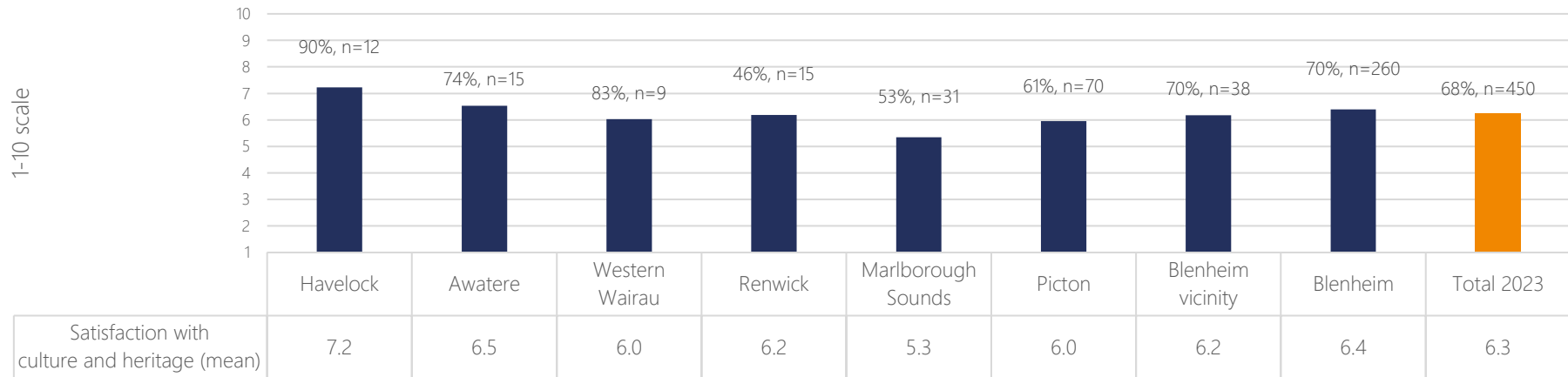


Attributes included in democratic process



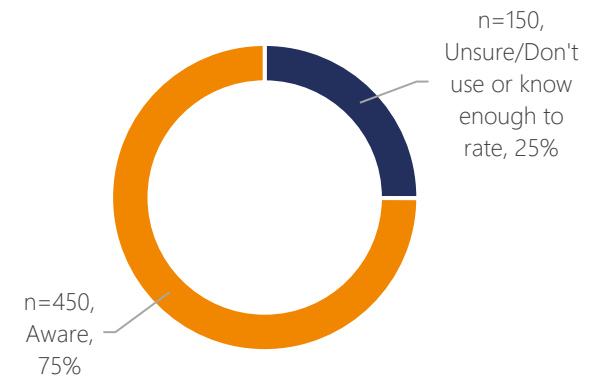
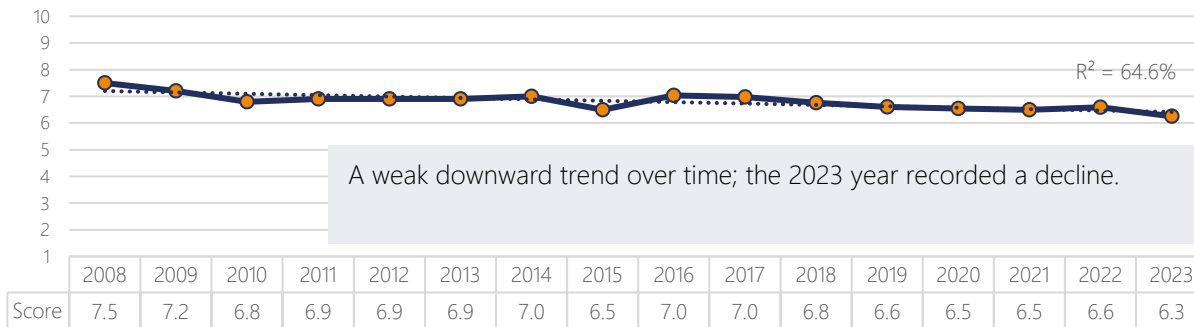
CULTURE AND HERITAGE

How well does the Council perform in supporting culture and heritage?



- Of all respondents, 1-in-4 stated 'Don't know' or 'Not applicable' in relation to culture and heritage.
- Overall, 68% of respondents who provided a rating were satisfied with culture and heritage support in the region (6.3 on average).
- There has been a weak downward trend over time since 2009.
- On average, residents aged under 65 tended to be less satisfied (6.0), compared to those 65+ (6.8).
- Residents with average income (\$55,000) or below tended to be more satisfied (7.5) than residents with above average income (6.2).

Satisfaction with culture and heritage over time

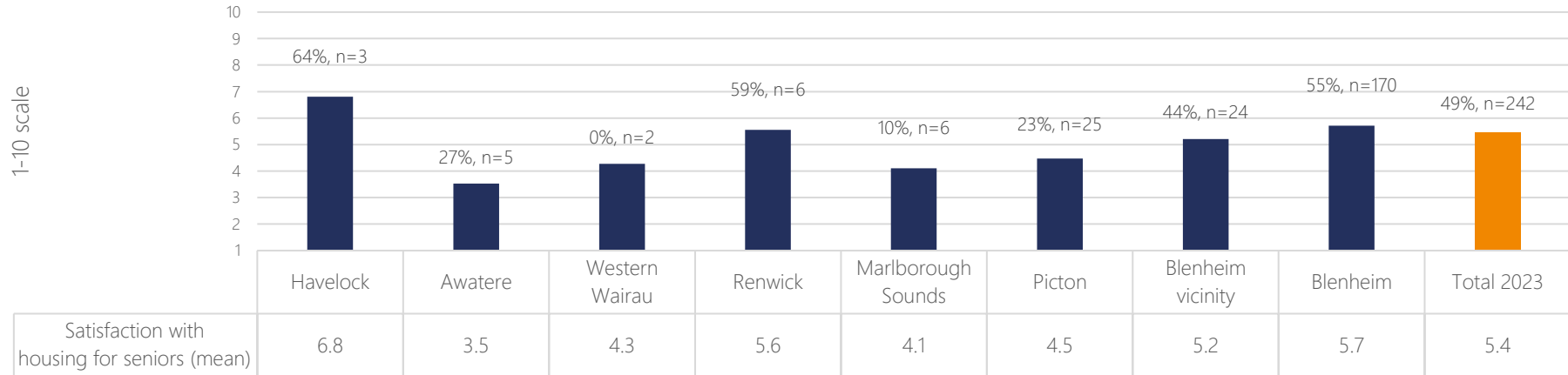


Culture and heritage unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
CULTURE AND HERITAGE	Good / supported / put a lot of effort	27	Concerns about (too much) Māori culture	5
	Many events / assets / opportunities	8	One-sided focus / don't listen	5
	Other	6	Need more facilities / support/ promotion	4
	New facilities / museums	4	Heritage not preserved by Council/ need better protection	3
			No need. Not good use of money / not for Council involvement	3
			Other negative	3
			Museum concerns	3

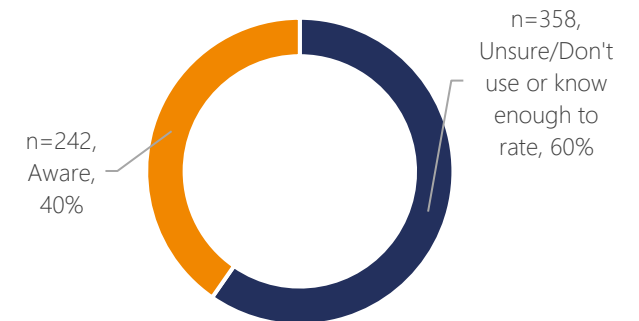
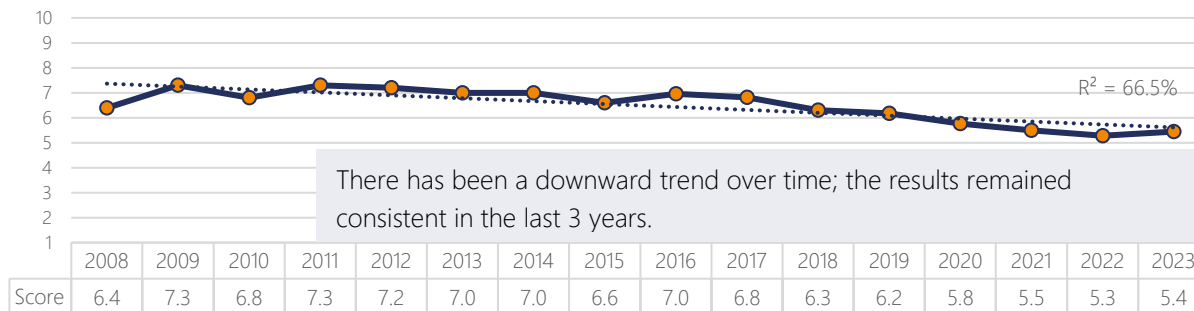
HOUSING FOR SENIORS

How well does the Council perform in providing housing for seniors?



- 6-in-10 respondents (60%) could not rate Council’s performance in providing housing for seniors; this service concerns only a limited segment of the community.
- Overall, 49% of residents rating this service were satisfied with the provision of houses for seniors (5.4 on average).
- There has been a downward trend over time (especially since 2017); however, the 2023 results were on par with 2021 and 2022.
- The long-term decrease anecdotally corresponds with the senior housing rent increase (with main point increases in 2018, 2020 and 2021), and the increasing demand for housing of seniors with New Zealand’s aging population. This trend was generally supported by public sentiment (e.g. *“With an aging community, more houses are needed and the rents are outrageous”*).
- Crucially, satisfaction was greater amongst residents aged 65+ (6.1), and those from Blenheim (5.7).

Satisfaction with housing for seniors over time

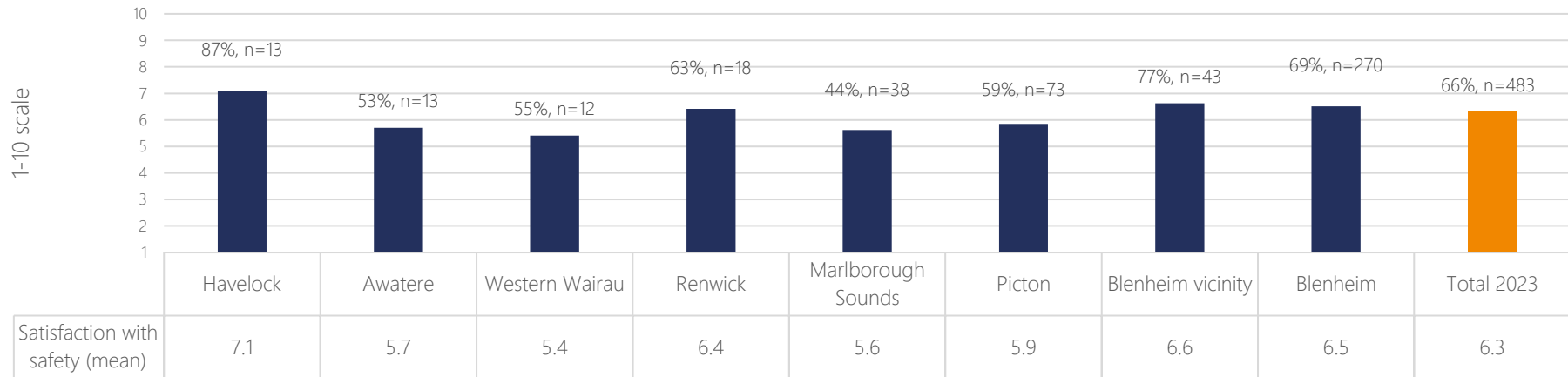


Housing for seniors unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
HOUSING FOR SENIORS	Good service	5	Need more / not enough	17
	Good support / essential	5	More maintenance / suitable for seniors / disabled	5
	Other positive	1	Other negative	5
			Rent increase / too high	3

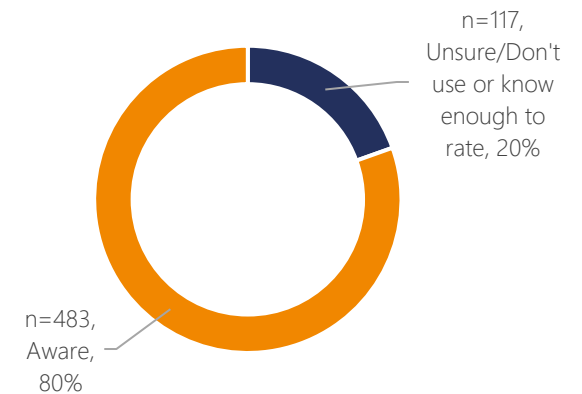
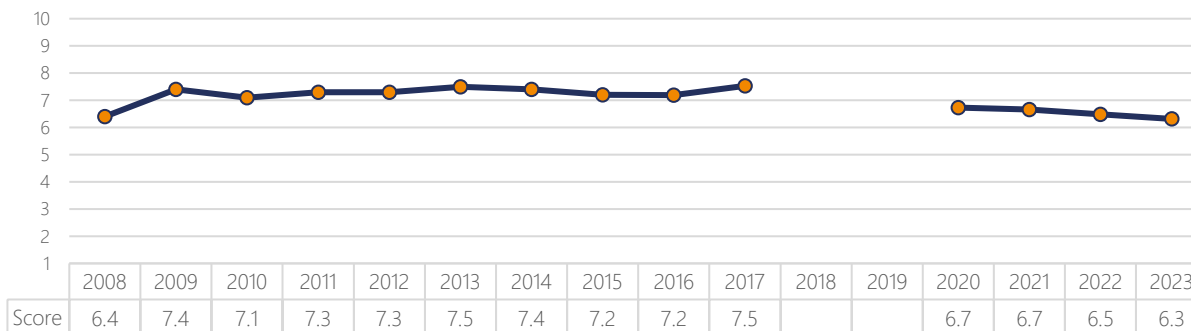
COMMUNITY SAFETY

How well does the Council perform in supporting community safety?



- 8-in-10 respondents (80%) were able to provide a rating in relation to community safety.
- 66% of these respondents were satisfied with Council support of community safety (6.3 on average). Community safety perceptions exhibited a slight decline in the last three years.
- Younger residents (18-39) were less satisfied with community safety (5.8), compared to older residents (7.1).
- On average, residents from Blenheim (6.5) were more likely to be satisfied with community safety than residents in other areas (6.1) – lower safety perceptions were recorded in Western Wairau, Marlborough Sounds and Awatere.
- Positive safety perceptions also decreased with the income, with highest being for those with an annual income below \$25,000 (8.4), and lowest for \$100,000+ (5.9).

Satisfaction with safety over time

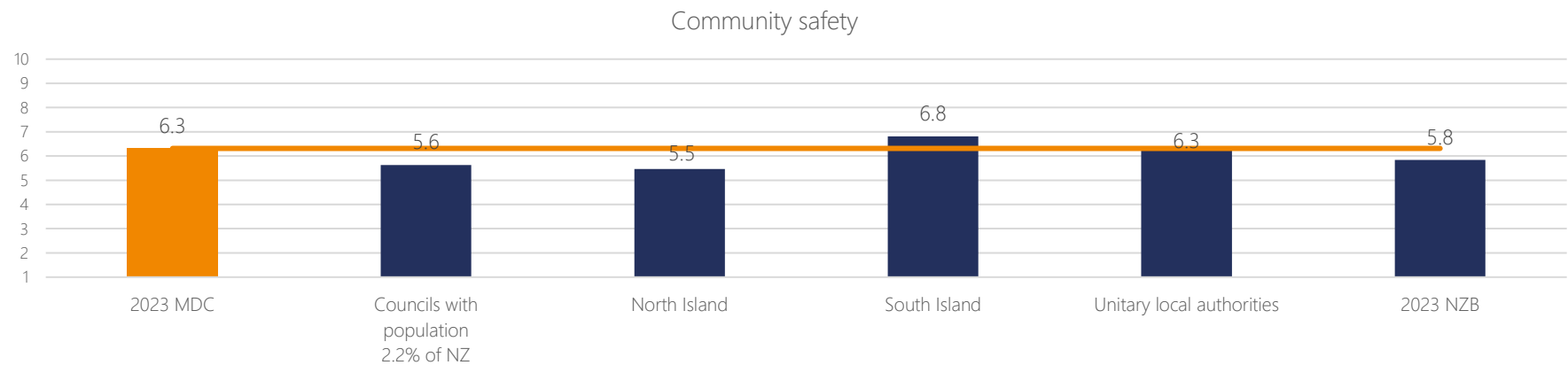


Community safety unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
COMMUNITY SAFETY	Good	17	No police presence / need more action	7
	A safe community / feel safe / no issues	15	Concerns about crime / anti-social behaviour	6
	Well-policed	7	Unsafe roads / footpaths / emergency service access	5
	Do a good job	5	Other negative	4
	CCTV is good	3	Not safe / don't feel safe	2

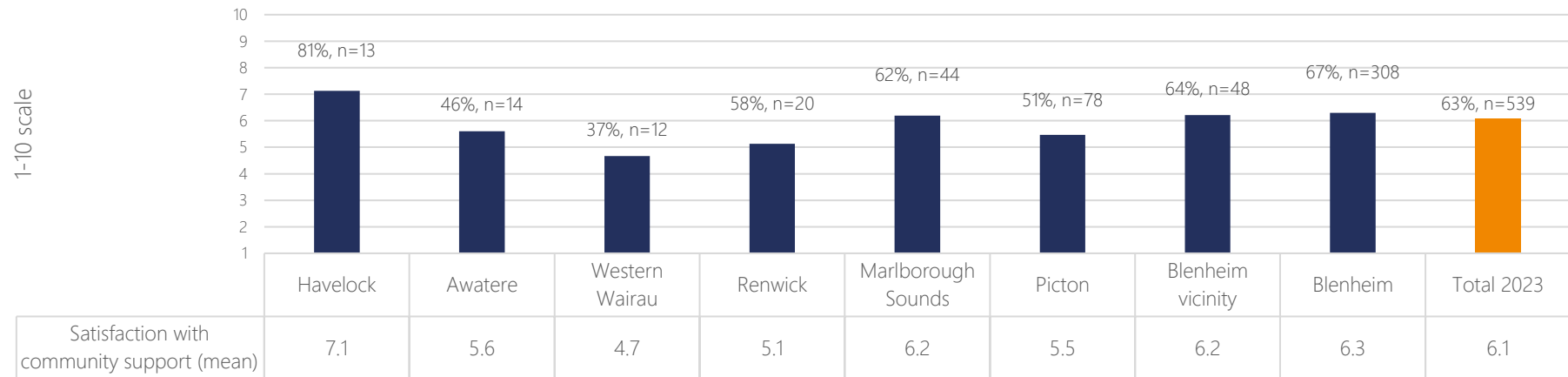
Community safety – MDC vs. New Zealand average

Community safety in the MDC region rated favourably against the NZ benchmark, but below from other South Island Councils.



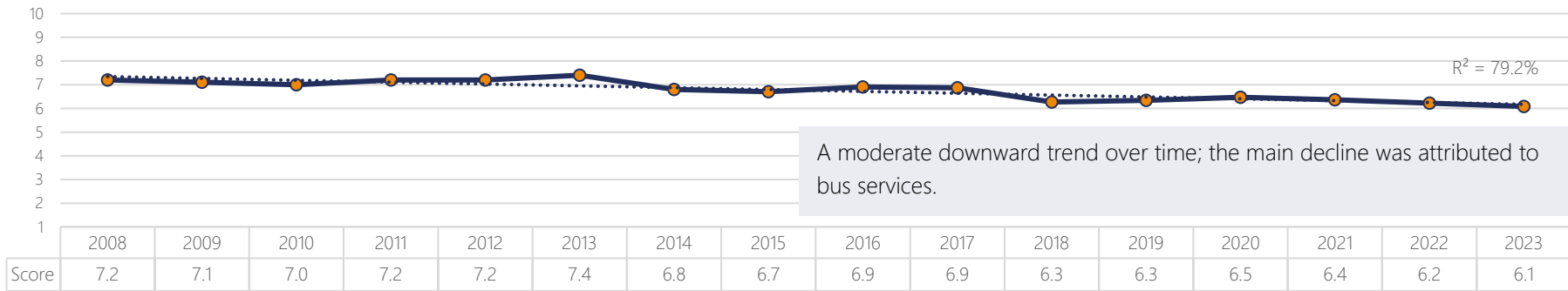
COMMUNITY SUPPORT

How well does the Council perform in providing community support services, Marlborough bus service, total mobility scheme, funding for community events, Energy Efficiency Loan Scheme, and Marlborough's recovery from the impacts of COVID-19?

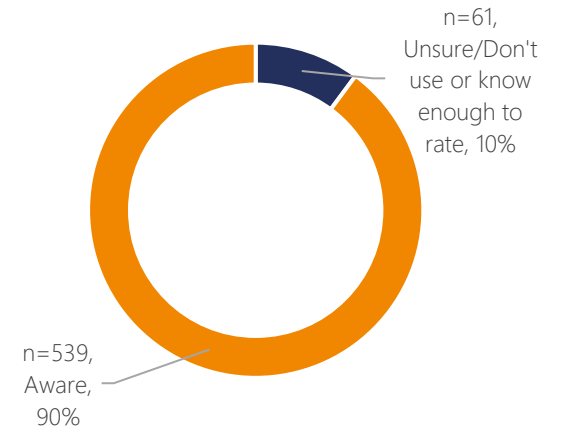
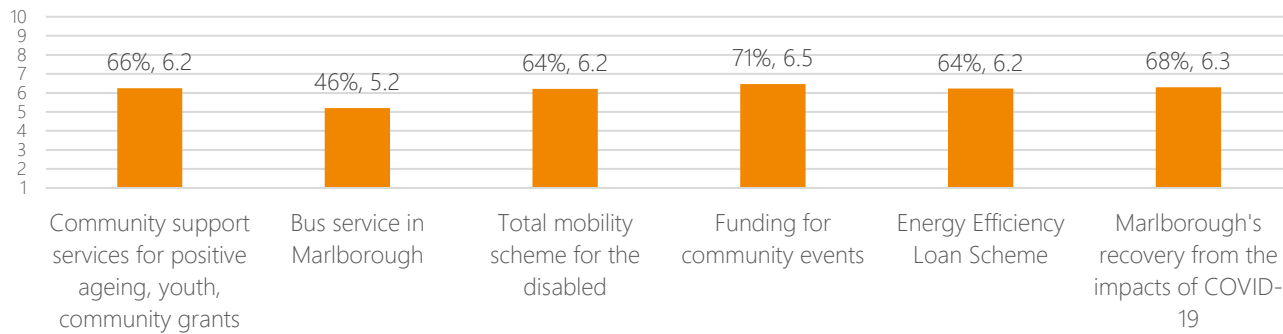


- Most residents were able to rate at least one community support attribute (90%, n=539); however, two-thirds of residents could not rate such services as total mobility and Energy Efficiency Loan schemes - these services relate to only a specific segment of the community.
- On average, satisfaction across all community support (6.1) remained consistent in the past two years. However, there has been a moderate downward trend over time.
- 5-out-of-6 community support attributes showed similar results to 2022; however, satisfaction with bus services declined in 2023 (5.2) compared to 2022 (5.6).
- Younger residents (18-39 years) were the least satisfied with bus services (4.0), with a decline compared to 2022 (4.7).
- Satisfaction with bus services was higher in Blenheim (5.8, where this service is mainly provided), but was lower in Picton (3.9) and Renwick (3.1), with a recorded decline compared to 2022 (4.3 and 5.5 respectively).
- 'Insufficient service' was the main cited reason for providing lower ratings for bus services. In addition, the Council announced cancellation of some of the bus routes (Renwick) in 2023.
- Older residents (65+) were most satisfied with community support (6.9) and total mobility scheme (6.9).

Satisfaction with community support over time



Attributes included in community support

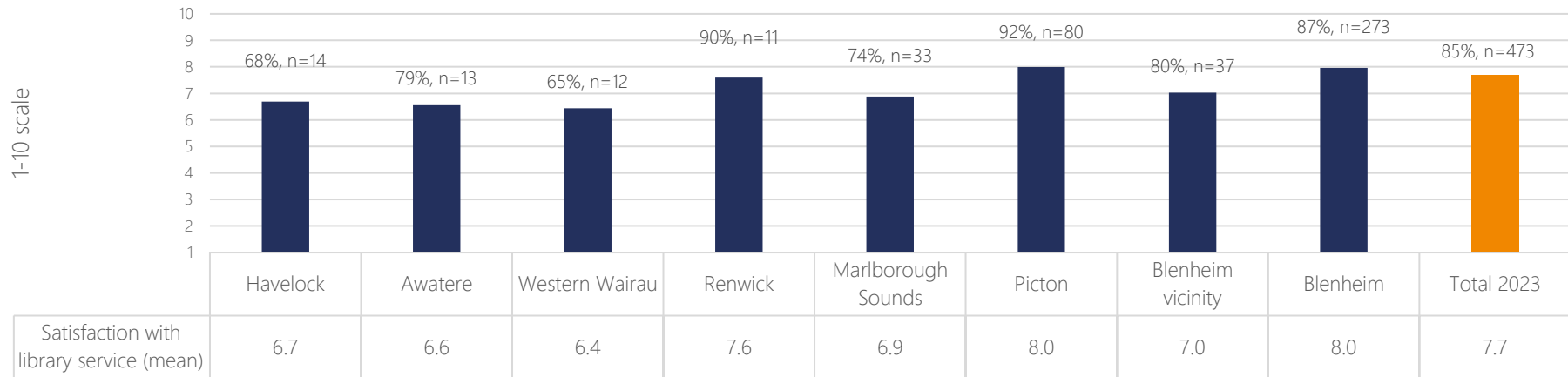


Community support unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
COMMUNITY SUPPORT	Good support services	15	In wrong places / one-sided	7
	Wide range of groups supported	8	Other negative	3
	Positive personal experience	6	Unaware of / lack of services	2
	Council is supportive	5	Lack youth recreational opportunities	2
	Other positive	4	Need alternative funding	1
BUS SERVICE	Good service	21	Insufficient services	22
	Good that it's provided / need to keep it	5	Other negative	7
	Good drivers	2	No bus service	7
	Reliable service	1	Poor timetable / Can't be used for work	3
			Cancelled services	3
TOTAL MOBILITY SCHEME			Not used enough	2
	Good service / support / useful	25	Poor accessibility / disability parking	6
			Not well advertised / not available	3
			Not well supported / poor	1
			Other negative	1
FUNDING COMMUNITY EVENTS	Overall good / good events	12	Not best use of ratepayer money	5
	Well-supported	8	Other negative	2
	Many events	6	There are none / few / wider range of events needed	1
	Other positive	3		
ENERGY EFFICIENCY LOAN SCHEME	Good scheme	18	Too expensive / high interest rates	6
	Have used / will use scheme	10	Other negative	5
	Easy to use / access	7	Need more information	2
MARLBOROUGH COVID-19 RECOVERY	Did well / good / recovered	28	Overreaction / unnecessary	6
	Other	6	Lack of result	3
	Good support	3	Other negative	3
	No / little impact	1	Lack of support / services	2
			Lack of communication / not aware	1

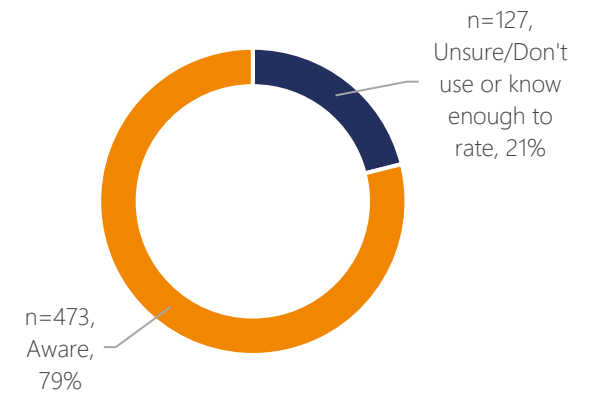
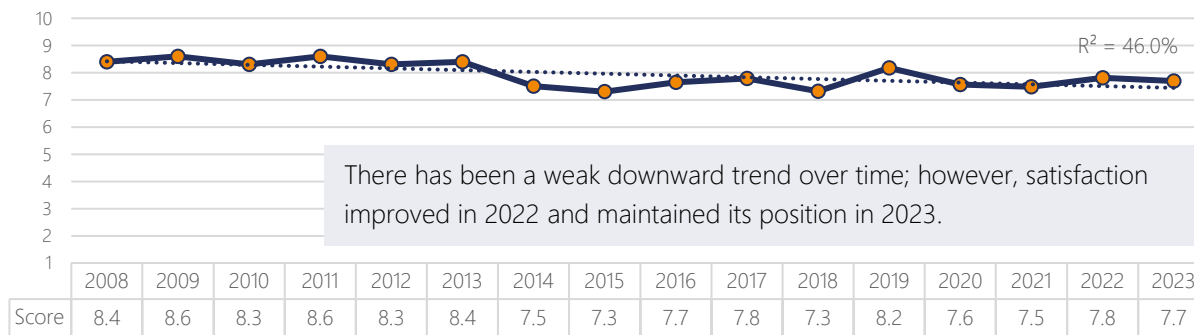
LIBRARY SERVICE

How well does the Council perform in providing public library services in Marlborough?



- Most residents (79%) rated public library services in Marlborough in 2023 (similar to 2022).
- Satisfaction with library services in 2023 (7.7) was on par with 2022, with 85% of respondents providing a positive rating. Public libraries were within the top 5 rated services in 2023.
- Satisfaction with library services notably increased during Q4 2023 (8.2) following the opening of the new Blenheim library in May 2023, with over one-third of positive comments mentioning this new facility.
- Satisfaction with library services was higher in Blenheim (8.0) and Picton (8.0).

Satisfaction with library over time

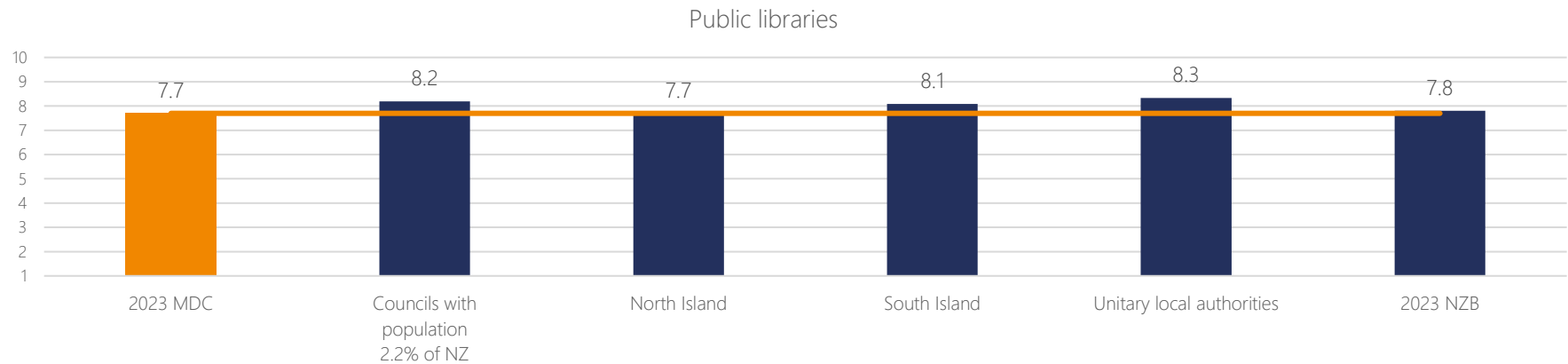


Library service unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
PUBLIC LIBRARIES	Good / good service / wonderful	76	Waste of money / costs too much	13
	Great new library	63	Other negative	8
	Good facilities/ resources	31	New library not needed / wanted	4
	Good staff / helpful	26	Bad location / no parking / no bus	1
	Regular user	21		
	Great Picton library	11		
	Other	6		

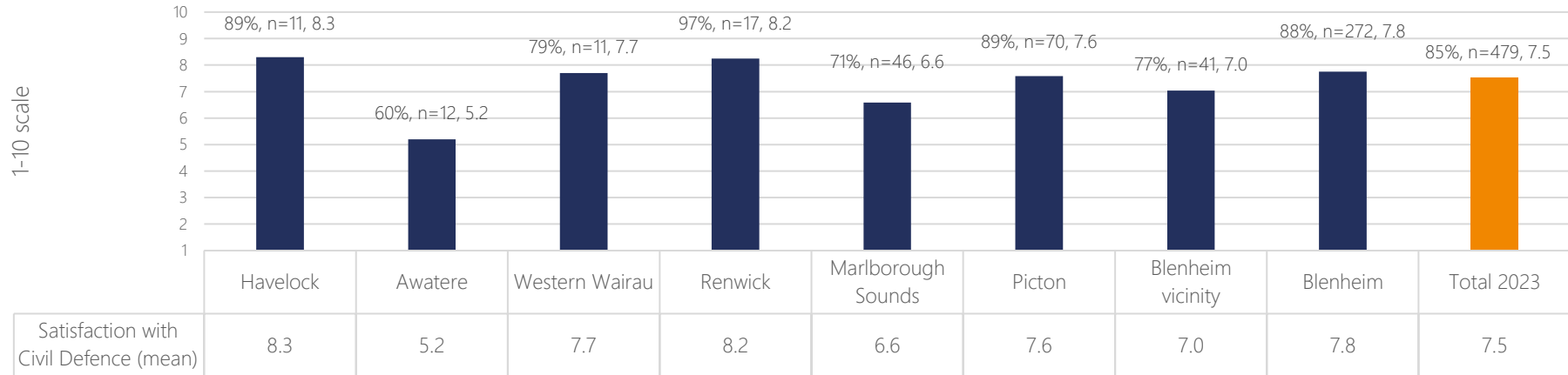
Public library – MDC vs. New Zealand average

Satisfaction with public library services in the MDC region was on par with the NZ benchmark.



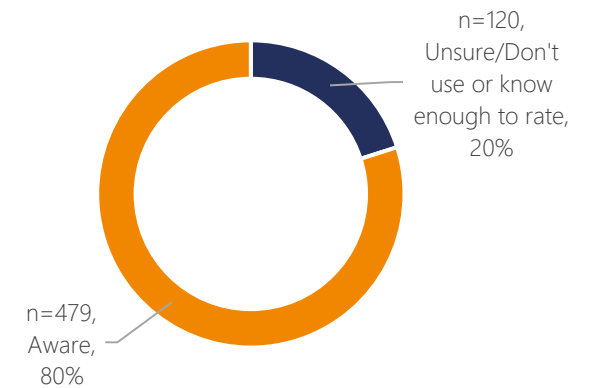
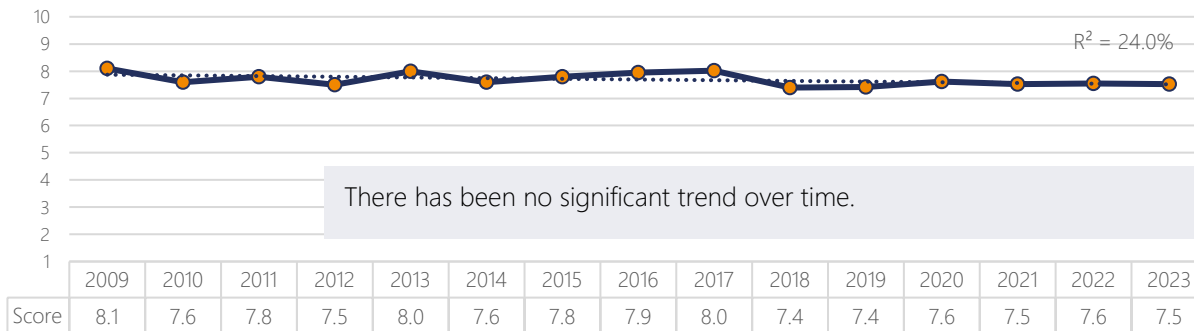
EMERGENCY MANAGEMENT

How well does the Council perform in providing Civil Defence emergency management?



- Overall, 85% of respondents (7.5 on average) were satisfied with Council’s provision of Civil Defence emergency management; 1-in-5 respondents could not provide a rating.
- Satisfaction with emergency management has been consistently high over time with no significant differences recorded.
- On average, satisfaction with emergency management was greater in Havelock (8.3), Renwick (8.2) and Blenheim (7.8); satisfaction below 7, on average, was recorded in Marlborough Sounds (6.6) and Awatere (5.2).

Satisfaction with Civil Defence over time

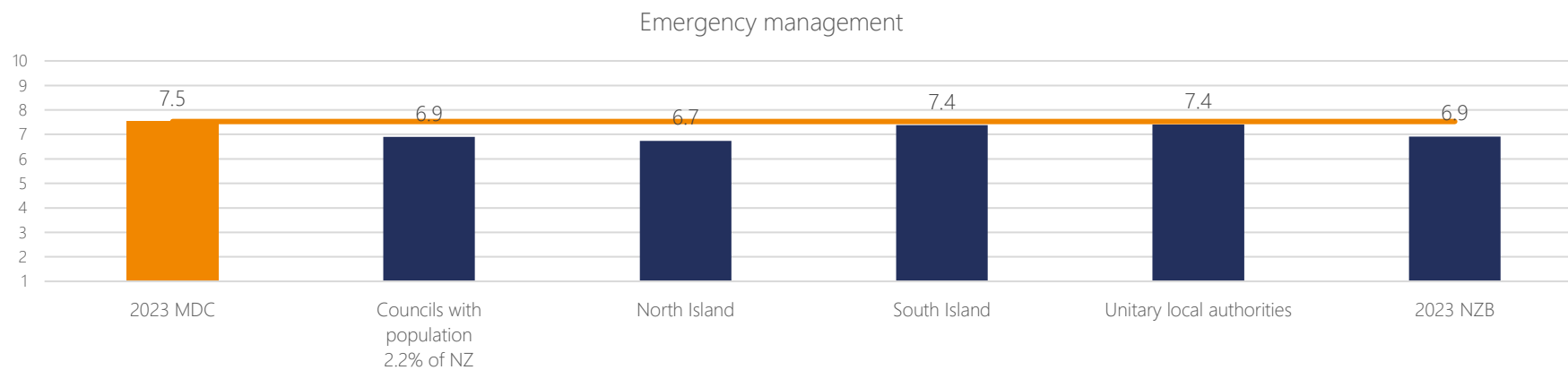


Emergency management unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
EMERGENCY MANAGEMENT	Do a good job / very good	62	Lack of response / organisation / support during floods	5
	Prompt response / well-involved	21	Under resourced / no preventive planning	4
	Good response to floods	17	Other negative	3
	Good service / team / communication / drills	12	More information / signage / drills / better communication	1
	Well organised	11		
	Good response to emergencies	7		
	Pro-active / prepared / plan for future events	3		
	Other	2		

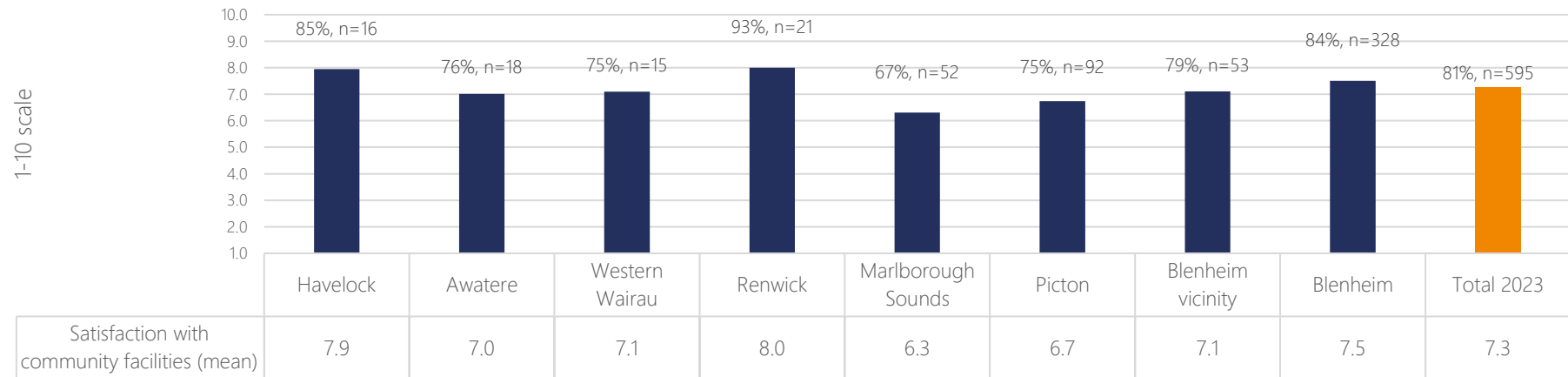
Emergency management – MDC vs. New Zealand average

Emergency management in the MDC region rated favourably against the NZ benchmark.



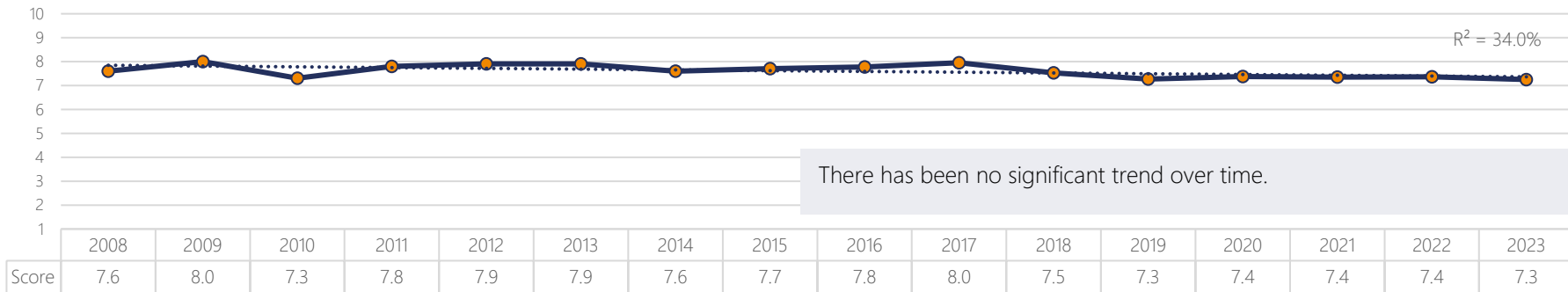
COMMUNITY FACILITIES

How well does the Council perform in providing parks and reserves, sports grounds, tracks for walking and biking, swimming pools, public toilets, cemeteries and community halls?

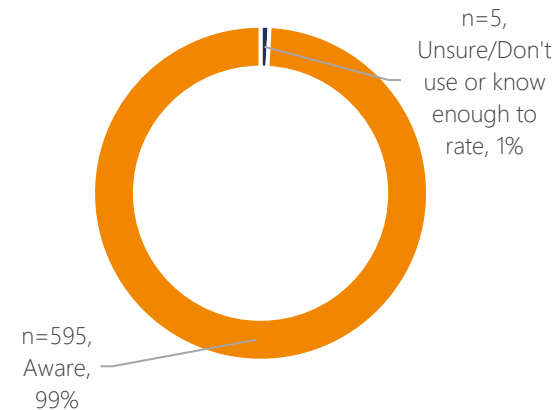
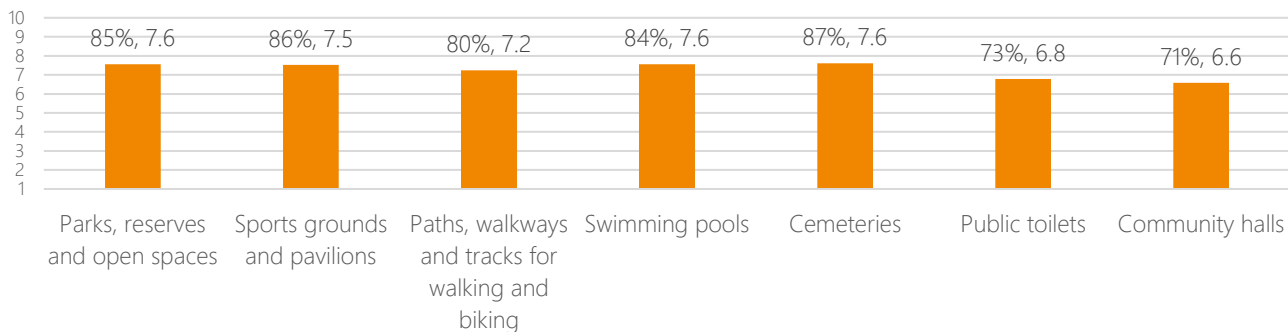


- 81% of residents were satisfied with community facilities in the Marlborough district (7.3 on average), similar to 2022 (7.4). Overall, there have been no significant variations over time in relation to community facilities.
- Cemeteries (87%) and sports grounds (86%) received the greatest percentages of positive ratings in 2023.
- In 2023, more respondents provided positive ratings in relation to cemeteries. Public sentiment provided positive feedback on good conditions and noticeable maintenance efforts.
- At the same time, community halls recorded a slight decline.
- Most residents rated each facility; though fewer residents could rate community halls (44% 'Don't know'/'Haven't used' responses).
- Residents from Blenheim and Renwick were more likely to be satisfied with parks & reserves, paths & cycleways, and swimming pool. Fewer residents from Picton were satisfied with swimming pools (6.3). Lower ratings in relation to parks & reserves and paths & cycleways were received from residents in Marlborough Sounds.
- Younger residents (18-39 years) were less satisfied with paths & cycleways (6.8). At the same time, residents aged 40-64 were the least satisfied with public toilets (6.4) and community halls (6.3).

Satisfaction with community facilities over time



Attributes included in community facilities



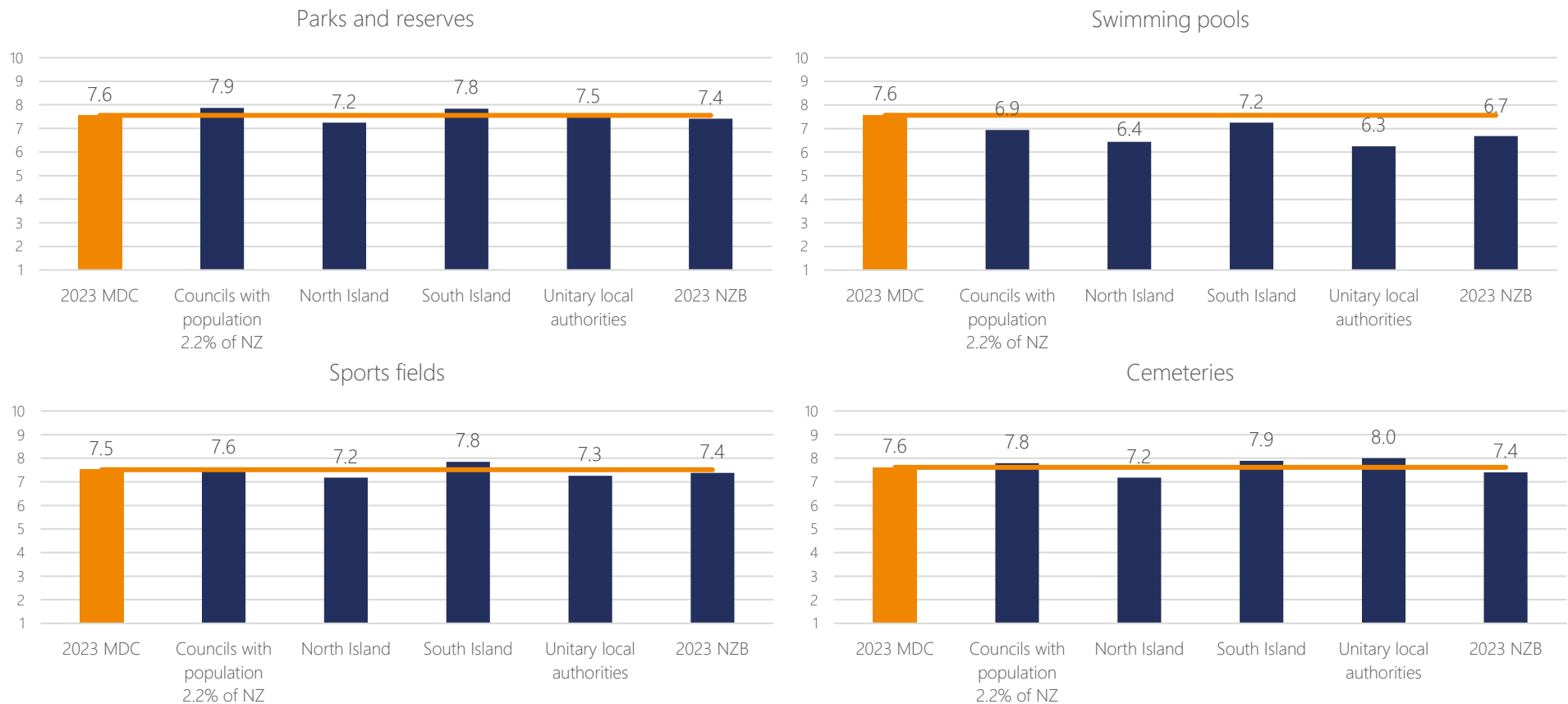
Community facilities unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
PARKS, RESERVES AND OPEN SPACES	Generally good	71	Unclean / environmental improvement / more maintenance needed	3
	Well-maintained / good condition	60	Other negative	3
	Valuable / excellent places	16	Not looked after / trimming	3
	Plenty / variety of spaces / facilities	10		
	Other	7		
SPORTS GROUNDS	Good sport grounds	60	Needs upgrades / car parks / light	3
	Well-maintained/good condition/no issues	41	Biased towards rugby	2
	New development/Lansdowne Park Sportshub	13	Other negative	1
	Other	3		
PATHS, WALKWAYS AND TRACKS FOR WALKING AND BIKING	Good / excellent quality	68	Other negative	6
	Well used / regular user	27	Cost / issue with cycleways	2
	Well-maintained	24	Need safer cycle tracks	2
	Plenty / variety of options / spaces	17	Improvements / upgrades needed / need more	1
	Wither Hills / Taylor River good	17	Poorly maintained	1
	Other	13		
SWIMMING POOLS	Generally good / happy / excellent	66	Need pool in Picton	4
	Good facility / valuable asset	33	Other negative	3
	Regular user	23	Poorly maintained/managed	1
	Well-maintained / good condition	17	Need new / upgraded pool / don't have one	1
	Stadium 2000 is great	15	Covid restrictions	1
	Well-managed / good staff	7		
	Other	4		
	Well-priced	3		
CEMETERIES	Well-maintained / good condition	62	Poorly maintained	3
	Overall good	24	Other negative	2
	Clean / tidy	20		
	Regular visitors	4		
	Other	2		
	Good parking	2		
PUBLIC TOILETS	Clean	28	Poorly maintained / unclean / needs upgrading	12
	Generally good	27	Other negative	6
	New available / upgraded	15	Insufficient toilets	3

	Good number / plenty available	13	Toilets lack soap	1
	Well-maintained / good condition / modern	11		
	Other	4		
COMMUNITY HALLS	Good facilities / excellent / do a good job	27	Other	6
	Well-maintained / good condition	10	Poorly maintained / needs upgrading	3
	Other	6	Need one/ more	2

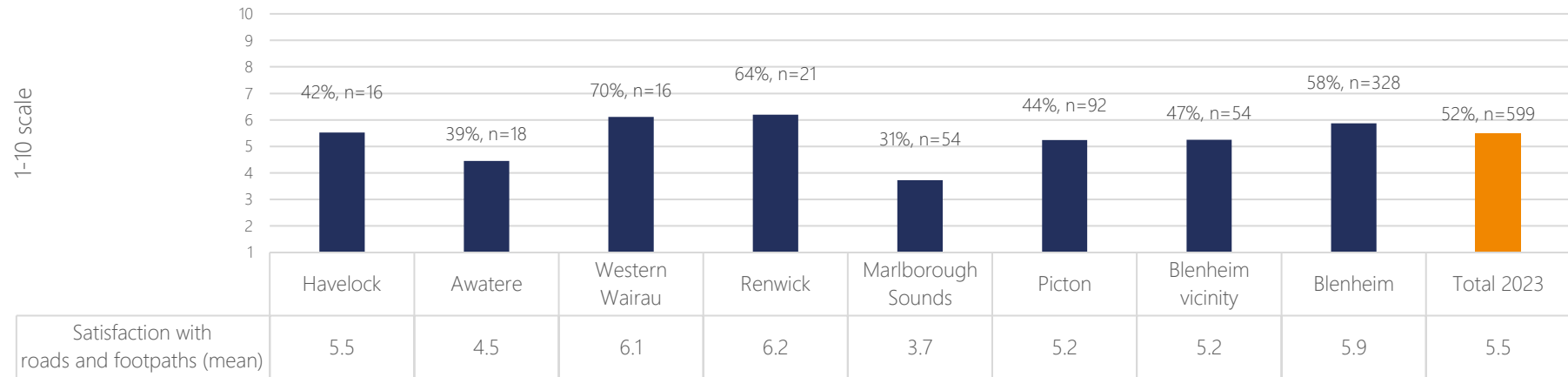
Community facilities – MDC vs. New Zealand average

Satisfaction with parks, sports fields and cemeteries in the MDC region was on par with the NZ benchmark. Swimming pools in the MDC region rated favourable against the NZ benchmark.



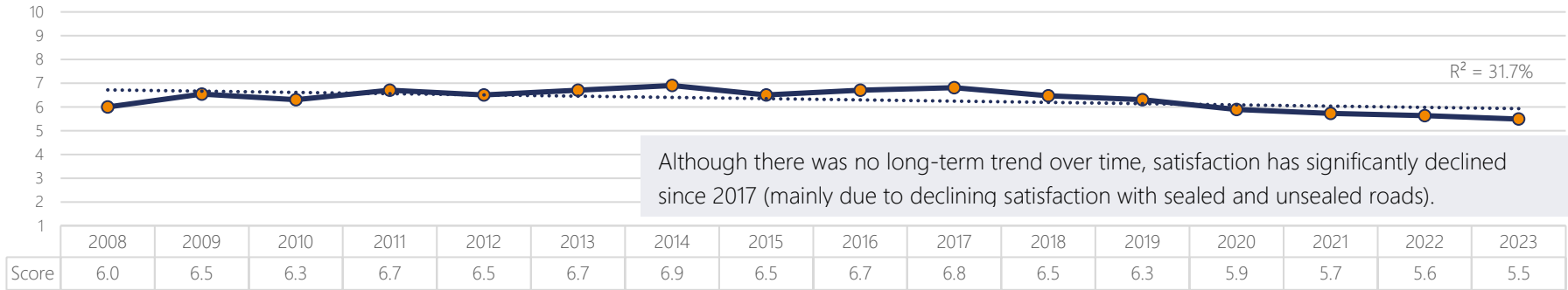
ROADS AND FOOTPATHS

How well does the Council perform in providing sealed and unsealed roads, footpaths and street lighting?

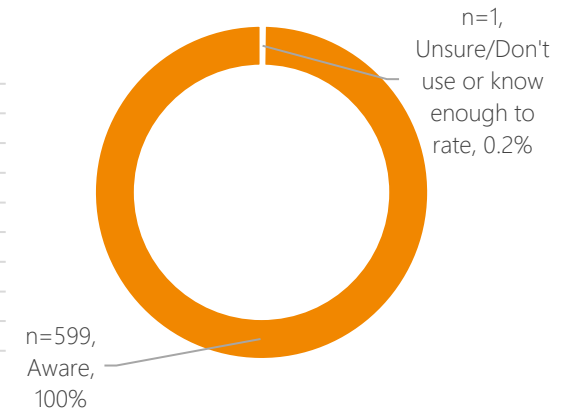
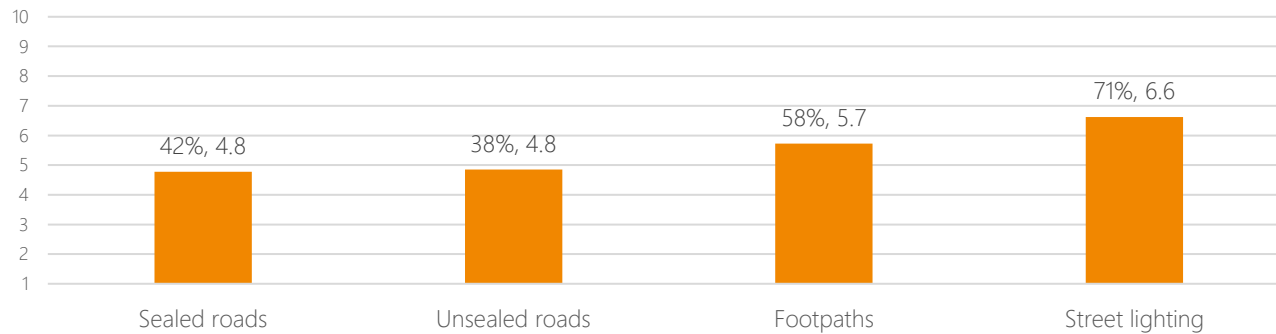


- Satisfaction with sealed (4.8) and unsealed (4.8) roads continued to be the lowest of all measured attributes, with average scores below 5 in 2023.
- The overall average roads and footpaths score (5.5) was the second lowest average rating in 2023, and lowest to date for these services.
- This average score was mainly driven by perceptions of roads; in contrast, satisfaction with footpaths (5.7) and street lighting (6.6) remained generally consistent in the past years.
- Around 7-in-10 of all negative comments for roads were in relation to potholes and poor quality repairs, with additional concerns for roads in Marlborough Sounds and Picton.
- Satisfaction with roads (3.7 sealed roads, 3.6 unsealed roads) and street lighting (4.4), on average, was significantly lower in Marlborough Sounds.
- Satisfaction with footpaths was the lowest in Awatere (4.2).
- In addition, satisfaction with sealed roads and street lighting was lower among younger residents (18-39).

Satisfaction with roads and footpaths over time



Attributes included in roads and footpaths

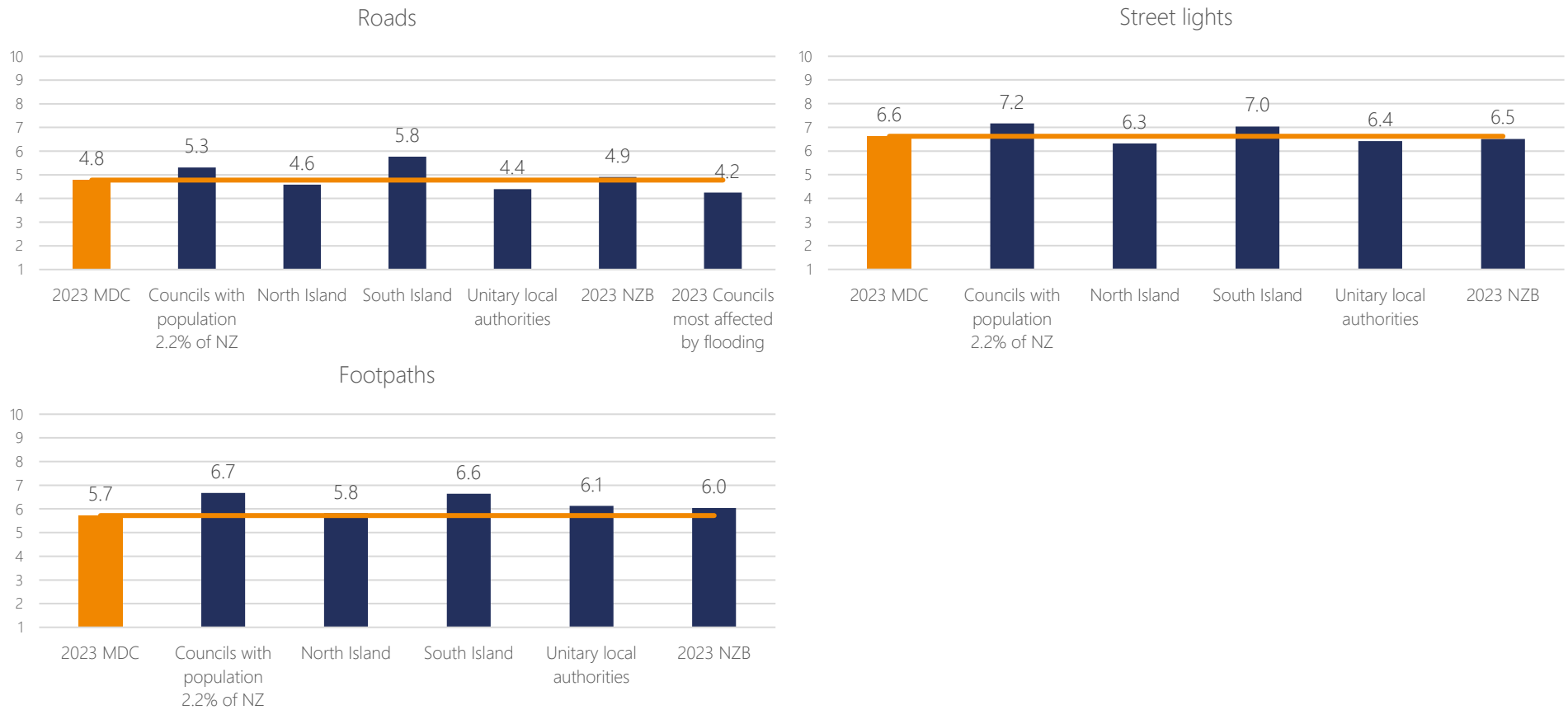


Roads and footpaths unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
SEALED ROADS	Good / okay condition	15	Potholes	40
	Well-maintained	9	Poor quality repairs / surfaces / doesn't last long	33
	Other	3	Slow to fix / roads deteriorating / poor conditions	19
			Lack of maintenance	18
			Uneven / bumpy roads	18
			Kenepuru road / flood damage	7
			Poor roading management	6
			Other / general negative	6
			Heavy traffic damages roads	4
			Dangerous roads / layouts	3
		Speed limits / roundabouts / cycleways	3	
UNSEALED ROADS	Roads are fine	6	Lack of maintenance	21
	Well-maintained / improved maintenance	2	Potholes	14
			Uneven / ungraded roads / insufficient gravel / poor quality repairs	13
			Other	7
			Dangerous roads / layouts	2
FOOTPATHS	Good condition / no problems	20	Uneven / cracked / tree roots uplifting	20
	Well-maintained / improved	7	No / lack of footpaths	18
	Other	2	Dangerous / trip hazard / slippery	16
			Unsafe for elderly / disabled / wheelchairs / scooters	12
			Lack of maintenance	11
			Other general negative	6
STREET LIGHTING	Good lighting / adequate / where needed / well lit	62	No lighting / more lighting needed	13
	No problems	10	Too bright / light pollution / New LED poor	6
	New lighting good / energy efficient	5	Poor lighting	4
	Overall good / reliable service / well maintained	4	Poor maintenance / slow / no response / missing / off	2
	Other	2	Other negative	1

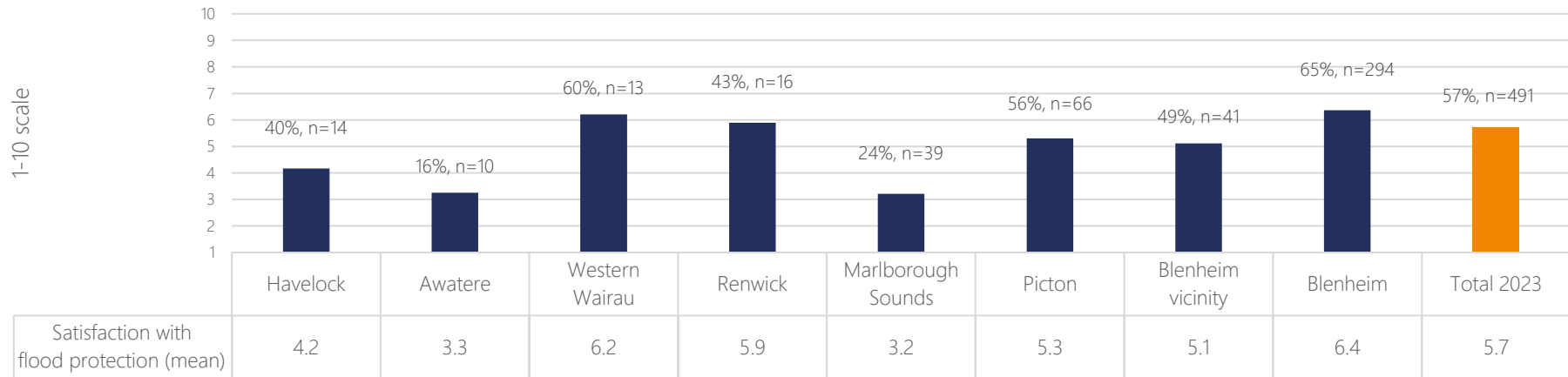
Roads and footpaths – MDC vs. New Zealand average

MDC's roads and street lighting scores were generally on par with the national average, but below compared to South Island Councils. Satisfaction with roads declined notably nationwide. Satisfaction with footpaths was below the national average.



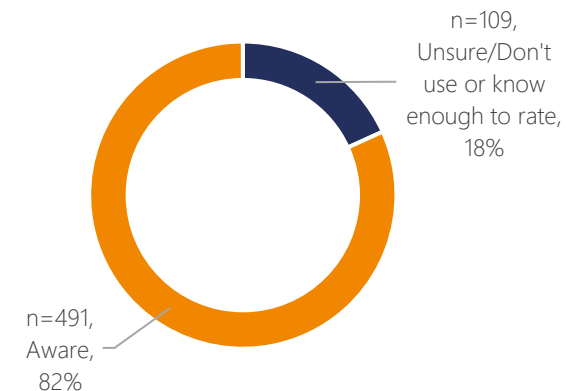
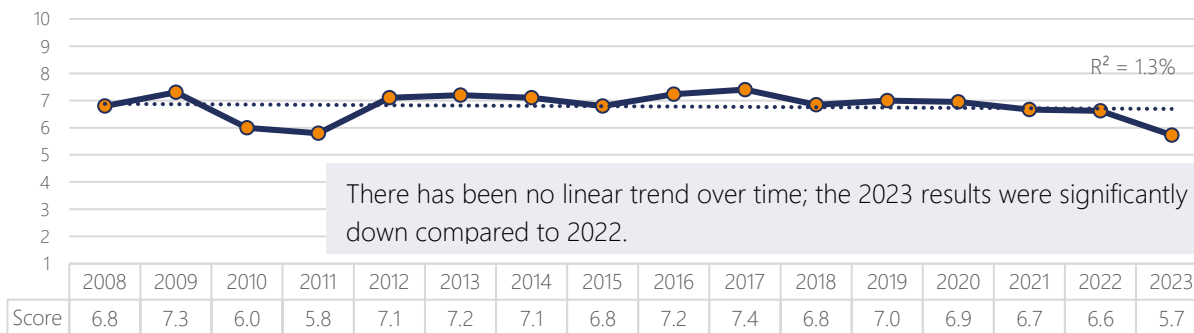
FLOOD PROTECTION

How well does the Council perform in providing flood protection and control?



- After major weather events throughout 2021-2023, satisfaction with flood protection declined significantly in 2023 (5.7) – recording the largest drop across services in 2023.
- This decline was mainly driven by Havelock (4.2), Awatere (3.3) and Marlborough Sounds (3.2) respondents.
- Younger residents (5.1), and those living in Marlborough for less than 10 years (5.0), were the least satisfied with flood protection.

Satisfaction with flood protection over time

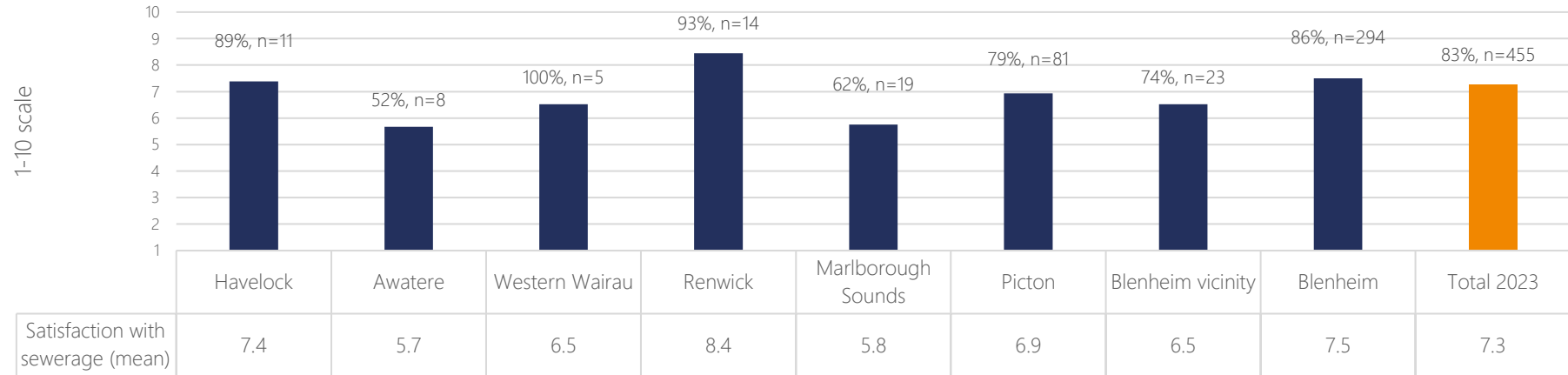


Flood protection unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
FLOOD PROTECTION	No problem / rarely floods	21	Flooding a problem / reported flood damage	21
	Good / well maintained	18	Maintenance needed / preventative maintenance / flood protection	18
	Worked well during recent flood / good response	14	Lack of progress / improvement	7
	Sufficient protection in place	8	Other negative	6
	Other	3	Need to clear river	6

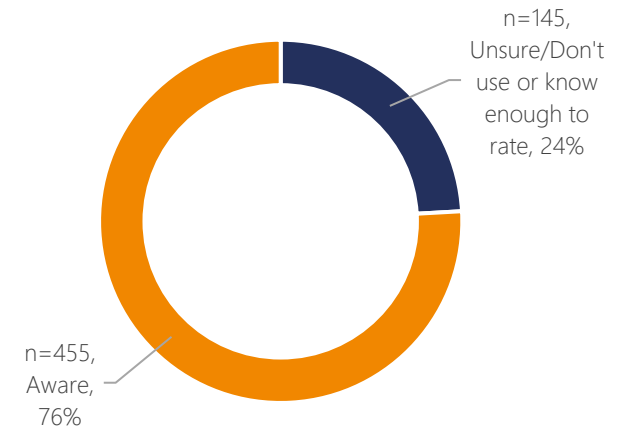
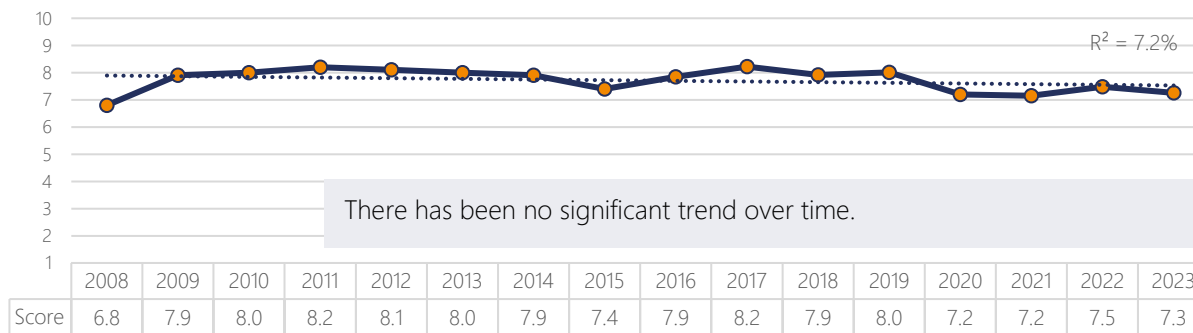
SEWERAGE

How well does the Council perform in providing sewerage?



- After a significant increase in 2022, satisfaction with sewerage services declined slightly in 2023 (7.3), but remained on par with 2020-2021.
- Sewerage perceptions greatly correlated to other water-related services.
- Satisfaction with sewerage services was lower in Awatere (5.7) and Marlborough Sounds (5.8) but higher in Renwick (8.4) and Blenheim (7.5).
- Younger respondents (6.8), and those living in Marlborough for less than 10 years (6.8), were significantly less satisfied with this service.

Satisfaction with sewerage over time

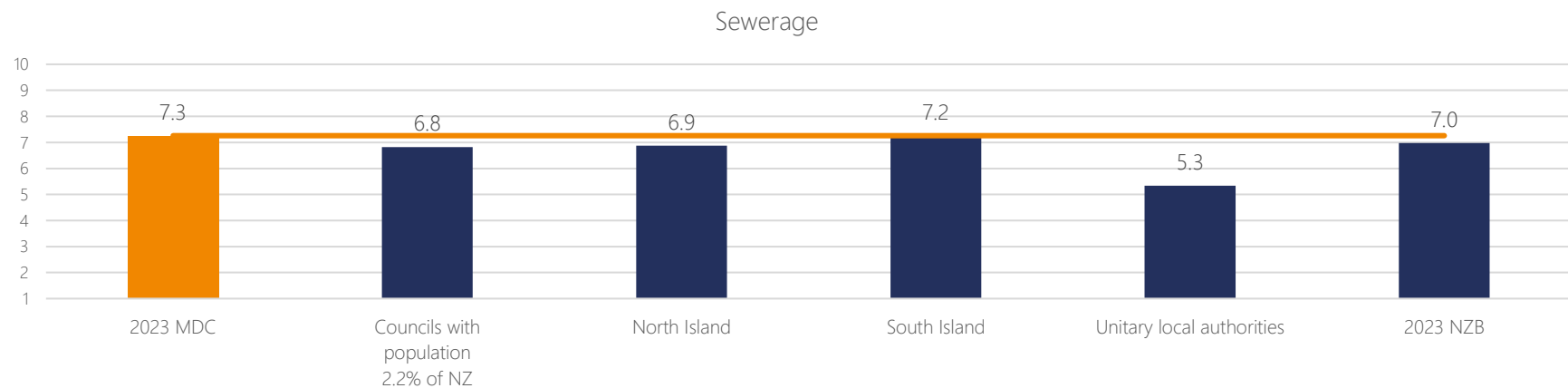


Sewerage unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
SEWERAGE SERVICES	No problems / functions well / very good	88	Other negative	4
	Does its job	7	Environmental impact / discharge	3
	Effective upgrades	4	Problems when it rains	3
	Other positive	3	Need maintenance / updating infrastructure	1
	Well maintained / managed	3	Poor planning	1

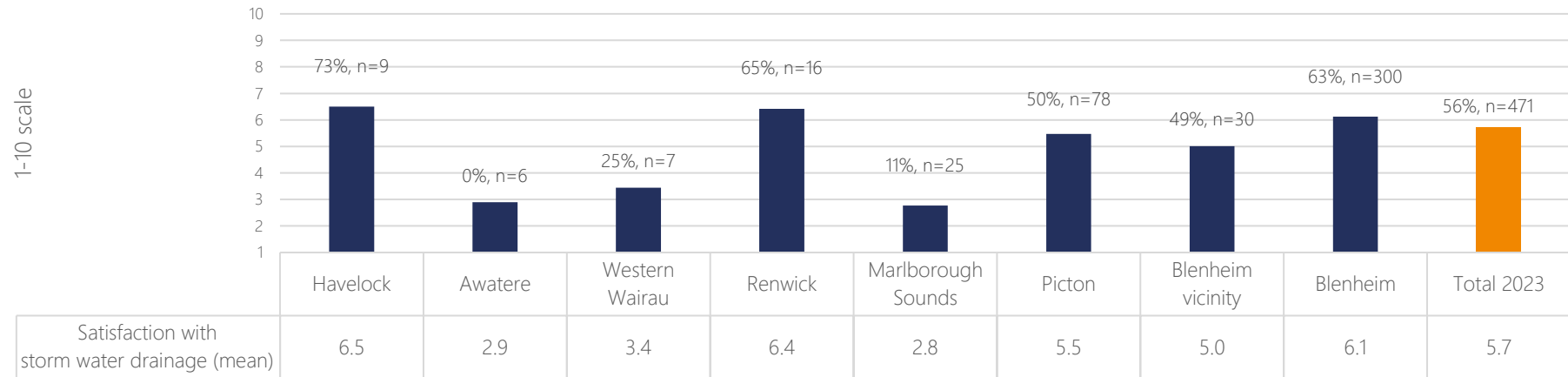
Sewerage – MDC vs. New Zealand average

Satisfaction with sewerage services in the MDC region was above the NZ benchmark, and on par with other South Island Councils.



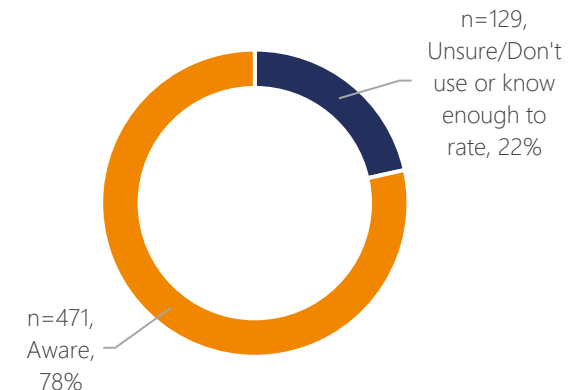
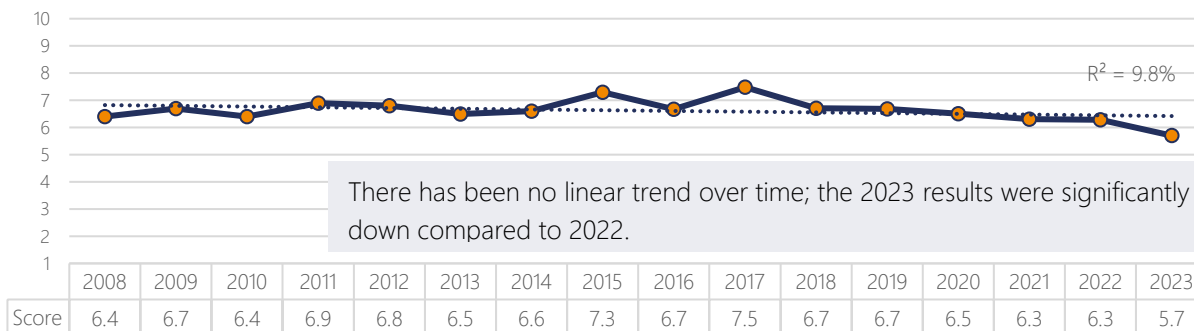
URBAN STORM WATER DRAINAGE

How well does the Council perform in providing urban storm water drainage?



- Similar to flood protection, satisfaction with urban storm water drainage declined significantly in 2023 (5.7) compared to 2022 (6.3).
- The lowest satisfaction was recorded in Marlborough Sounds (2.8), Awatere (2.9) and Western Wairau (3.4).
- Satisfaction with storm water services increased with age; younger residents (4.7, down from 5.8 in 2022) were least satisfied with this service, whereas those aged 65+ provided higher ratings (6.7, down from 7.1 in 2022); although all age groups showed a decline in 2023.
- Public feedback highlighted concerns about ongoing surface flooding and a perceived lack of maintenance, including issues with blocked drains.

Satisfaction with storm water drainage over time

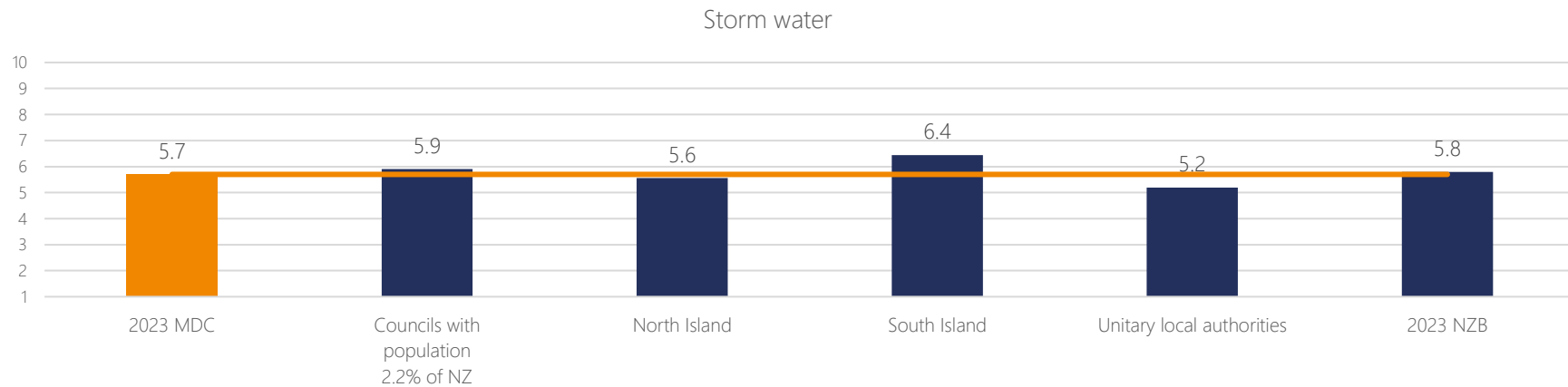


Storm water drainage system unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
STORM WATER	Good	16	Flooding still occurring	13
	No problems / works well	12	Poor maintenance / no response	10
	Well-maintained	3	Other negative	8
	Other	3	Drains blocked / need cleaning	5

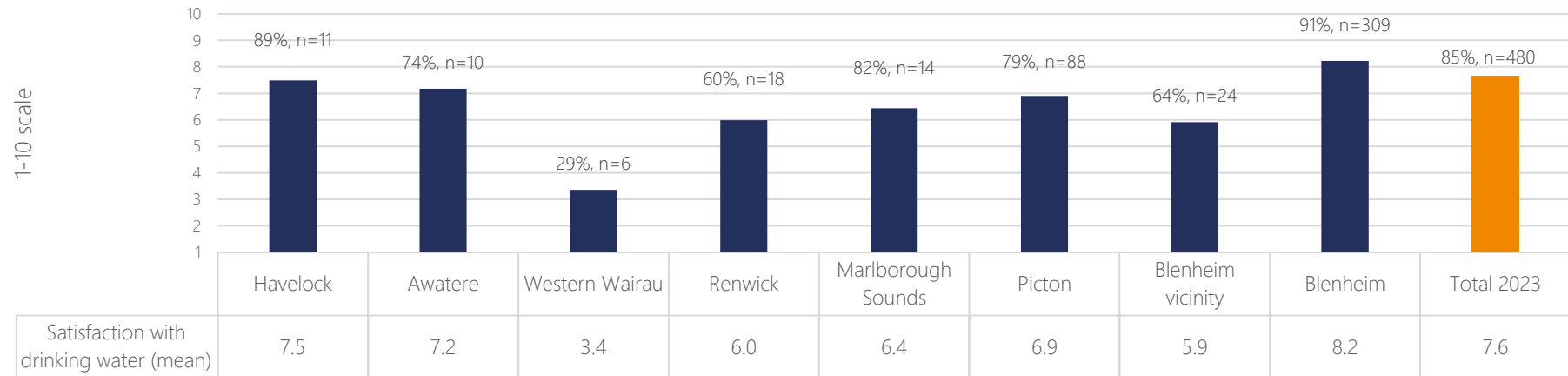
Storm water – MDC vs. New Zealand average

Satisfaction with storm water drainage was generally consistent with the national average, but below other South Island Councils.



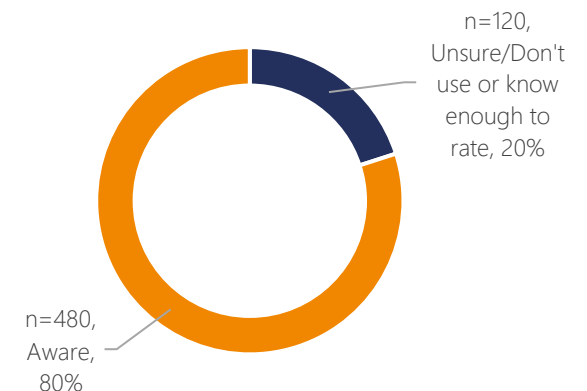
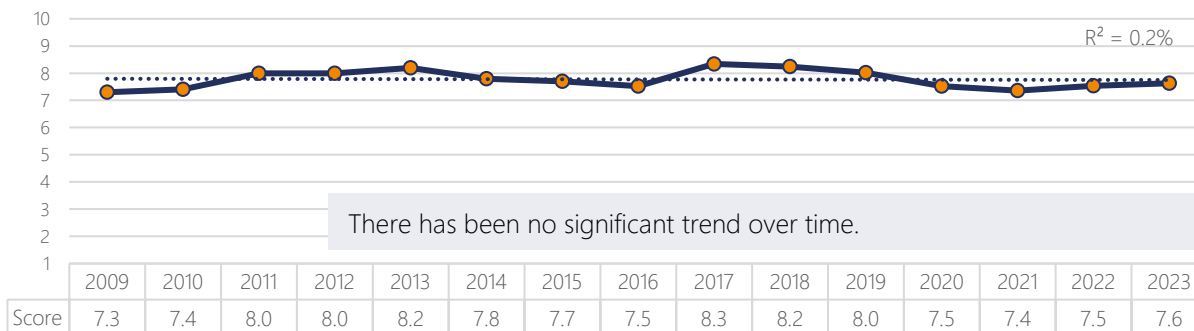
DRINKING WATER

How well does the Council perform in providing drinking water?



- Overall, 85% of respondents were satisfied with drinking water supply (7.6 on average), which was on par with 2022 (81%, 7.5 on average). Around 1-in-5 (20%) could not provide ratings (*'Don't know'* or *'Don't receive'* responses).
- Satisfaction with drinking water supply has, on average, been stable over time, and supported by highly positive community feedback (such as *'good supply / clean / good/ best in New Zealand'*).
- Greater variation was observed between average ratings provided by residents in Blenheim (8.2) and other areas (6.6), specifically residents from Western Wairau (3.4) who were least satisfied.

Satisfaction with drinking water over time

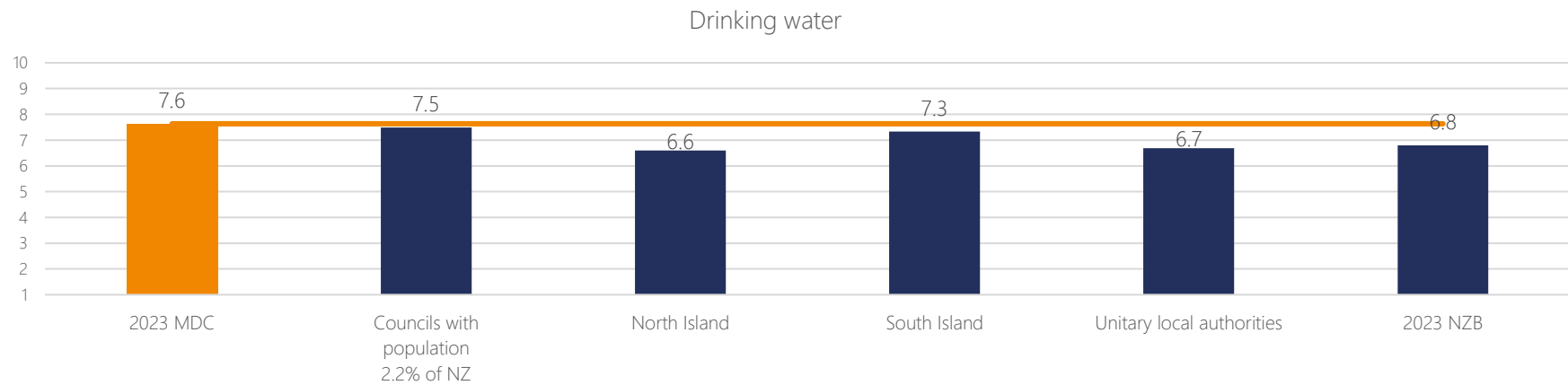


Drinking water unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
DRINKING WATER	Good supply / clean / good water / best in NZ	116	Poor taste / smell / unpotable	4
	No issues	22	Too much chlorine	4
	No added / do not add fluoride / chlorine	14	Other negative	3
	Good / okay taste / smell	12	Unsafe / boil notice	3
	Well managed / upgraded	8	Upgrades needed	2
	Other	6	Cost / have to buy water / filters	1
	Have been no restrictions	1		

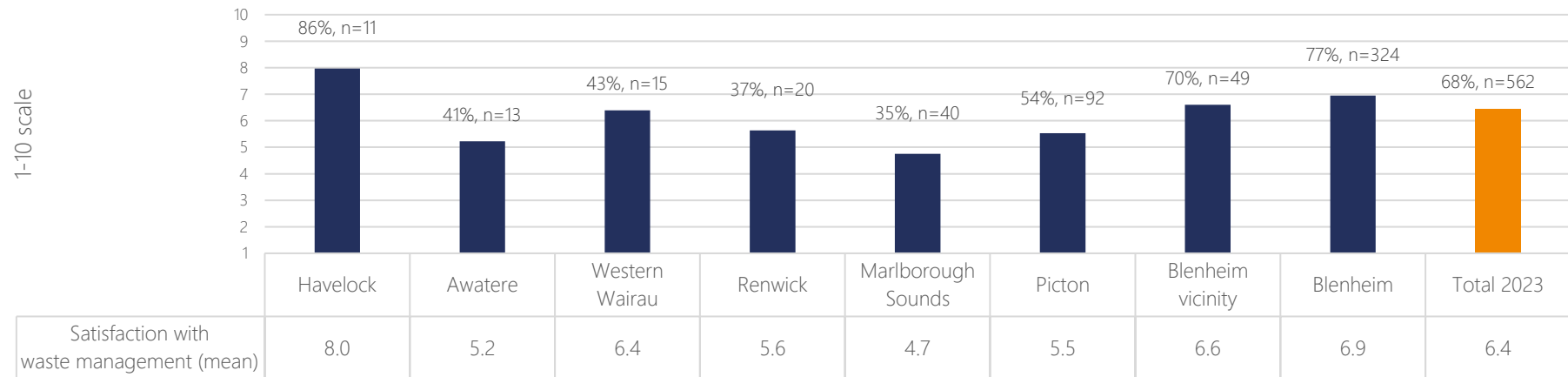
Drinking water – MDC vs. New Zealand average

Satisfaction with drinking water supply in the MDC region was well above the national average.



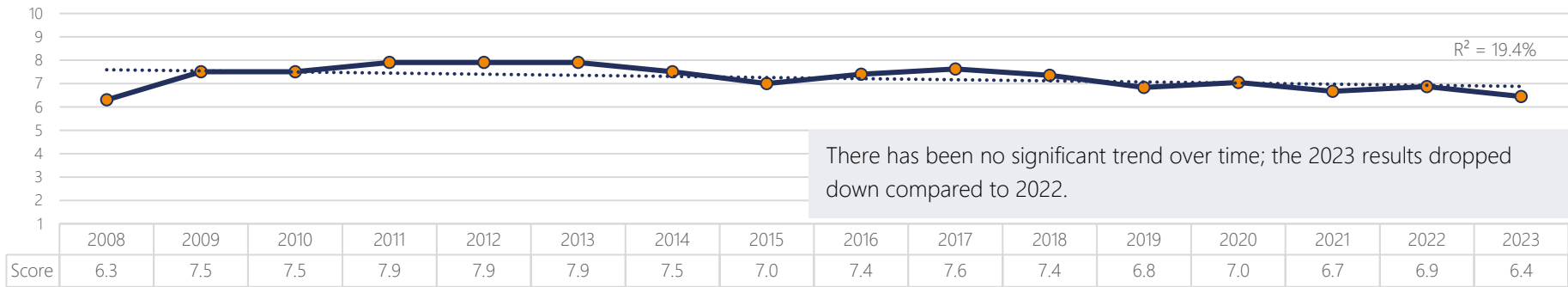
WASTE MANAGEMENT

How well does the Council perform in providing kerbside rubbish, Waste Transfer Stations and Resource Recovery Centre, Reuse Shop and green waste composting?

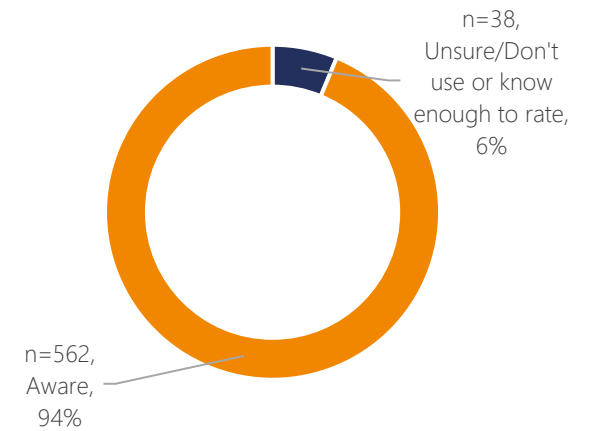
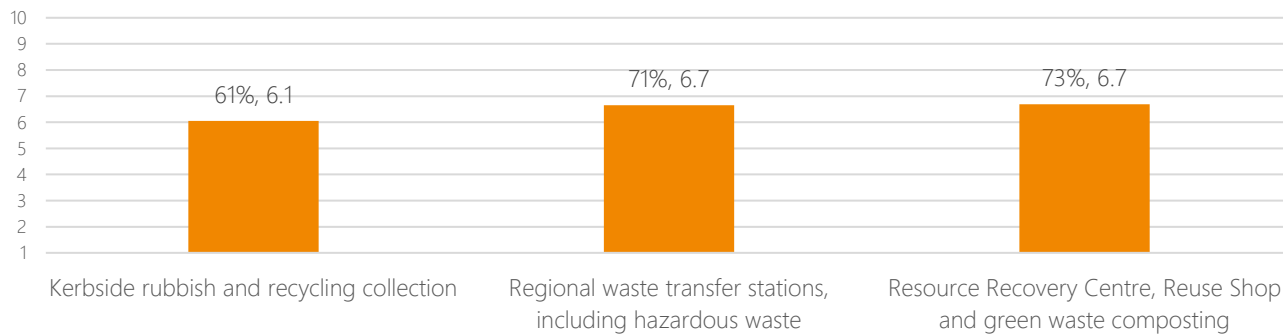


- 68% of residents were satisfied with waste management in 2023 (6.4 on average), which was down compared to 2022 (6.9) – recording the 3rd largest decline, on average, in 2023.
- All three waste management attributes showed a decline in 2023 to some degree.
- Based on public sentiment, there was an increased concern in relation to bad quality of rubbish bags, recycling going into landfill and the same truck as general waste, recycling blown out of crates and items left behind. A few residents were concerned there would be no opt-out option for a new wheelie bin system.
- Cost and lack of greenwaste composting was a recurring issue as well.
- The largest drops in relation to kerbside collection were recorded in Awatere (3.8), Western Wairau (4.0) and Renwick (1.3).
- Younger residents (18-39) continued to be the least satisfied (5.6), with their main concern being time it takes to implement the wheelie bin service, and mixed general waste with recycling.

Satisfaction with waste management over time



Attributes included in waste management

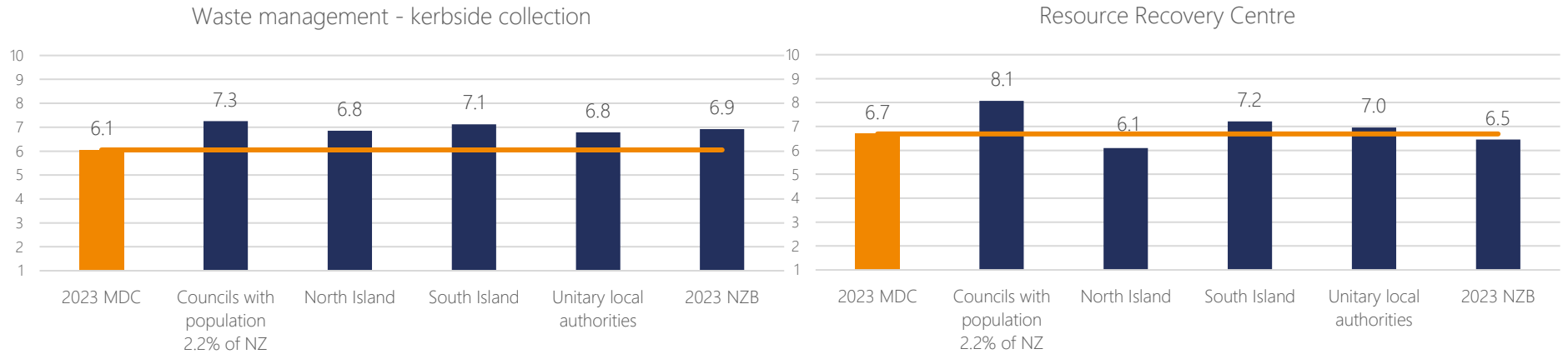


Waste management unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
KERBSIDE RUBBISH	Good / happy	46	Recycling bins need lids / wind / animals blows items	14
	Reliable / regular	16	All goes into one truck / recycling going to landfill	14
	No problem / works well	10	Wheelie bins / bigger recycling bins needed	13
	Staff doing a good job	7	Items left behind / on ground	13
	Other	6	Need to replace rubbish bags / bad quality	12
			Other negative	6
			Poor service provider	5
			No kerbside collection	3
			Expensive	3
			More / cheaper waste options needed (green etc)	1
WASTE TRANSFER STATION	Good service / works well	54	Expensive / shouldn't have to pay dump fees	7
	Easy access / easy to use	15	Poor facilities / no support for waste reduction	6
	Well-organised / maintained facilities	11	Other negative	5
	Good / helpful staff	11	Poor design / overflowing / untidy	4
	Reasonable price	5	Insufficient service / hours	3
	Frequent user	5	Closed green waste facility	2
			Recycling dumped / not processed	1
	Other	2	Items restrictions / limitations	1
RESOURCE RECOVERY CENTRE	Good service / works well	56	No green waste composting	9
	Good way to recycle	10	Expensive	8
	Enjoy using / buying from shop	10	Other negative	8
	Easy to use	8	Poor service / layout	2
	Good / helpful staff	8	Issues with accepting things	2
	Other positive	8		
	Well-organised / managed / maintained	5		
	Frequent user	5		

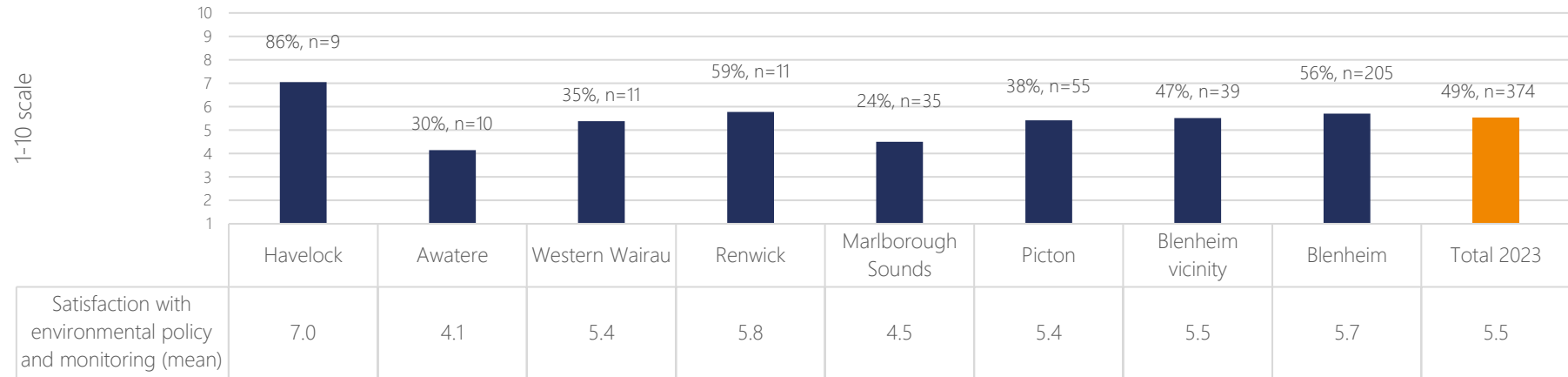
Waste management – MDC vs. New Zealand average

Satisfaction with waste management (kerbside rubbish and recycling collection) was below the NZ benchmark (especially other small and South Island Councils). At the same time, satisfaction with the Resource Recovery Centre was above the national average (especially North Island Councils), but below other small and South Island Councils.



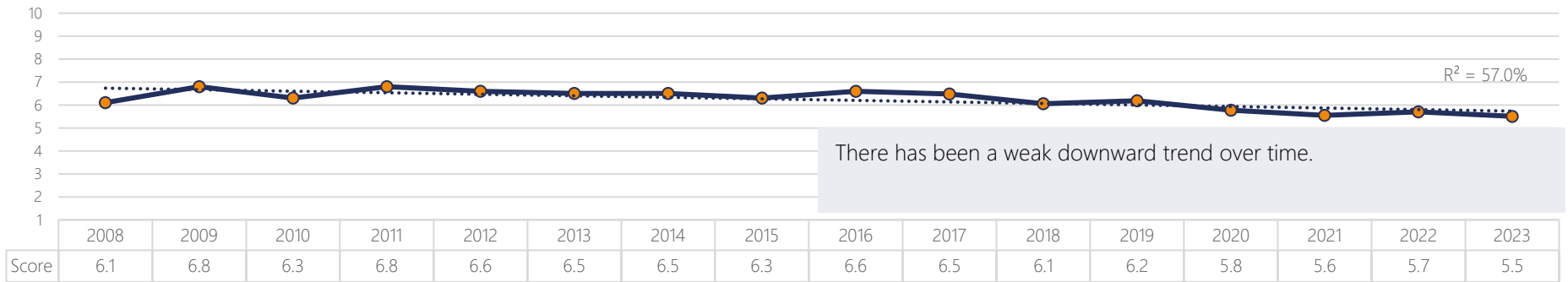
ENVIRONMENTAL POLICY AND MONITORING

How well does the Council perform in developing policies under the Resource Management Act and environmental monitoring and information provision?

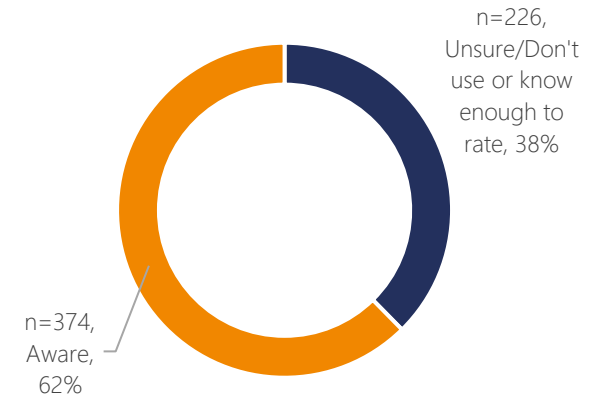


- A greater percentage of residents did not know enough to rate services in relation to environmental policies and monitoring (38%) – especially developing policies under the Resource Management Act (59%).
- Overall satisfaction with environmental policy in 2023 (49%, 5.5 on average) was slightly down compared to 2022 (5.7), but on par with 2021 (5.6).
- The main decline in 2023 was observed in relation to environmental monitoring and information provision (5.7, down from 5.9 in 2022).
- Some feedback indicated public concern regarding the condition of waterways (including the presence of weeds in Taylor river).
- The environmental policy and monitoring was rated lower in Awatere (4.1) and Marlborough Sounds (4.5).

Satisfaction with environmental policy and monitoring over time



Attributes included in environmental policy and monitoring

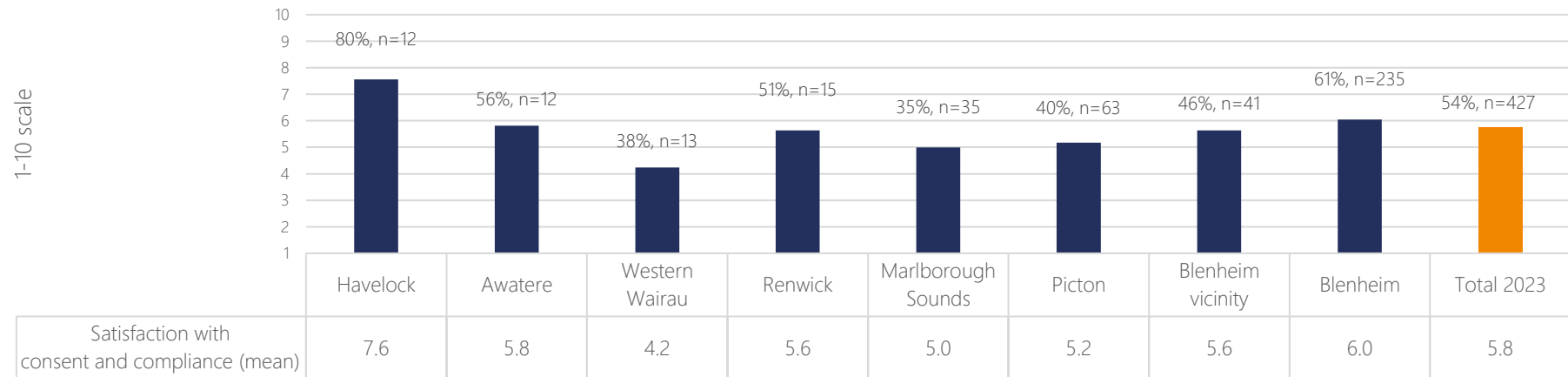


Environmental policy and monitoring unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
DEVELOPING RESOURCE MANAGEMENT POLICIES UNDER THE RMA	Good / no issues	2	Negative / detrimental process / mismanaged / poor service	7
	Other	1	Other negative	5
			Too much red tape / inaccessible.	4
			Costs too high	3
			Pushed by the central government	3
			Slow / takes too long	2
ENVIRONMENTAL MONITORING AND INFORMATION PROVISION	Good service / no issues	9	Overlooked rivers / Taylor river / Awatere	12
	Good information / helpful resources	6	Other negative	12
	Other	2	No follow-up or enforcement / Lack of response	3
			Lack of information / communication	2
			Chemicals over-use	2
		Slow / takes too long	1	

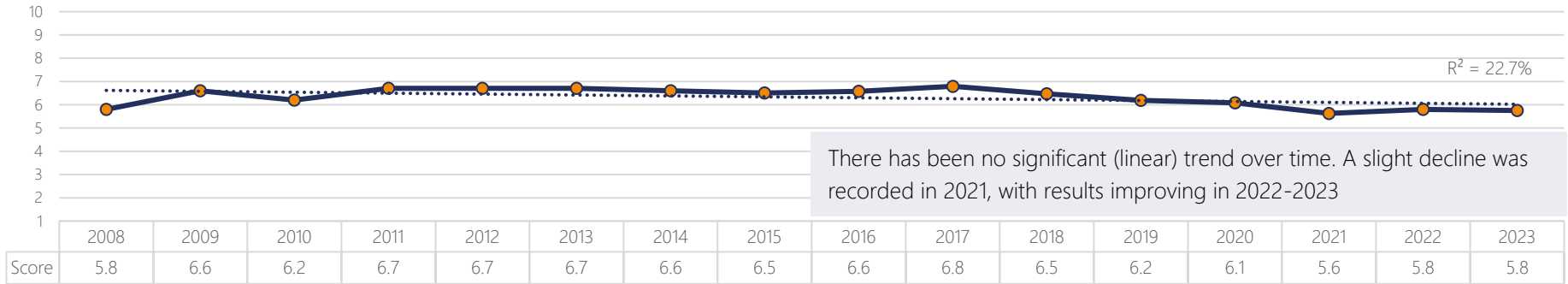
CONSENT AND COMPLIANCE

How well does the Council perform in working under RMA resource consents and monitoring, Building Act, Sale & Supply of Alcohol Act and Health & Food Act?

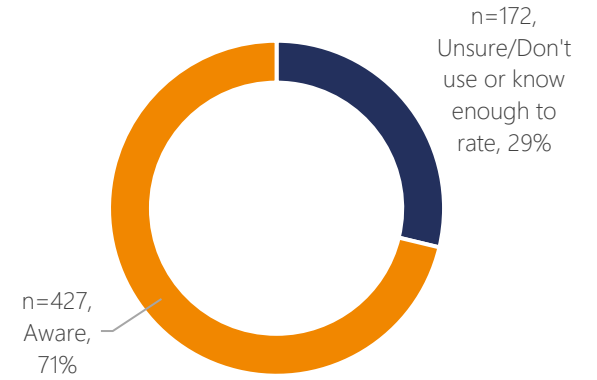
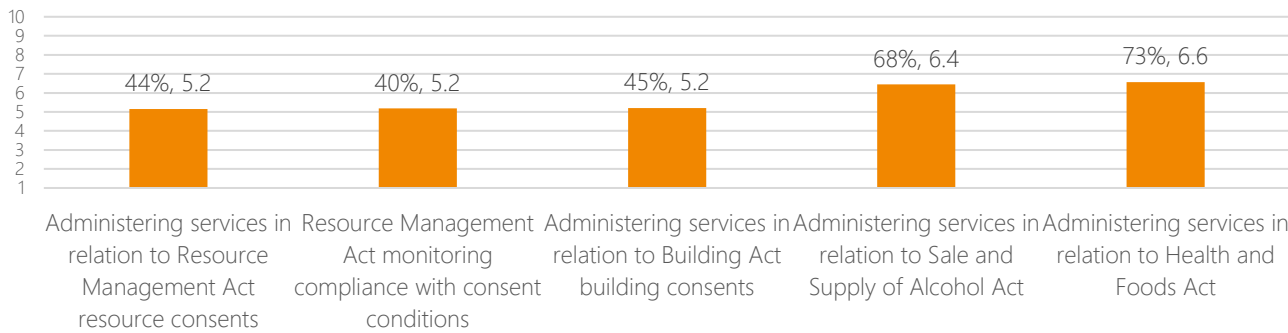


- 71% of residents could rate at least one attribute in relation to consent and compliance; however, awareness of the range of consents was limited, with less than half of residents able to rate each specific Act.
- Nevertheless, on average, satisfaction with consents and compliance in 2023 (5.8) remained on par with 2022 (5.8).
- Satisfaction with Resource Management Act monitoring was higher in Blenheim (5.5) and Havelock (7.9) compared to other areas (4.7).
- Satisfaction with Building Act consents was higher in Havelock (7.5), Awatere (6.6), but lowest in Western Wairau (3.2).
- No significant differences were observed by resident age.

Satisfaction with consent and compliance over time



Attributes included in consent and compliance

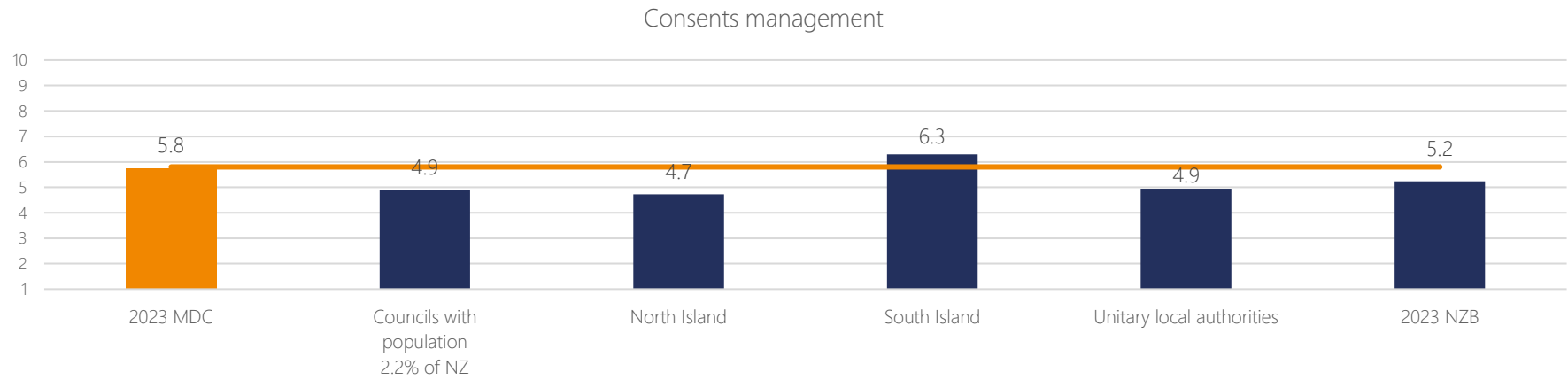


Consents and compliance unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
RMA - RESOURCE CONSENTS	Good / no issues	1	Slow / takes too long / lack of action	9
	Effective / good staff	1	Expensive	7
			Other negative	6
			Negative / difficult process / poor communication	3
			Central government pressure	2
			Favours some industries / businesses / Council preferences / conflicts of interest	1
RMA MONITORING COMPLIANCE WITH CONSENT CONDITIONS	Good service / no issues	4	Lack / unaware of monitoring / action	7
			Slow / difficult process	7
			Other negative	7
			Expensive fees	4
			Ineffective / inconsistent processes	4
			Over-regulation / wrong focus	3
BUILDING ACT	Good service / no issues	8	Slow process	17
	Good staff	2	Expensive	14
			Too much red tape / inaccessible / difficult	11
			Other negative	10
			Ineffective / errors made / poor service / staff	3
SALE & SUPPLY OF ALCOHOL ACT	No problems / good	11	Need to be properly monitored / too many alcohol stores	10
	Well managed / monitored	9	Other negative	1
	Efficient / strict	2		
HEALTH AND FOODS ACT	No problems / good	10	Other negative	3
	Effective monitoring / response	4	Overregulated	2
	Good standards / service	2	Not effective / lack of visible standards / ratings / monitoring	1

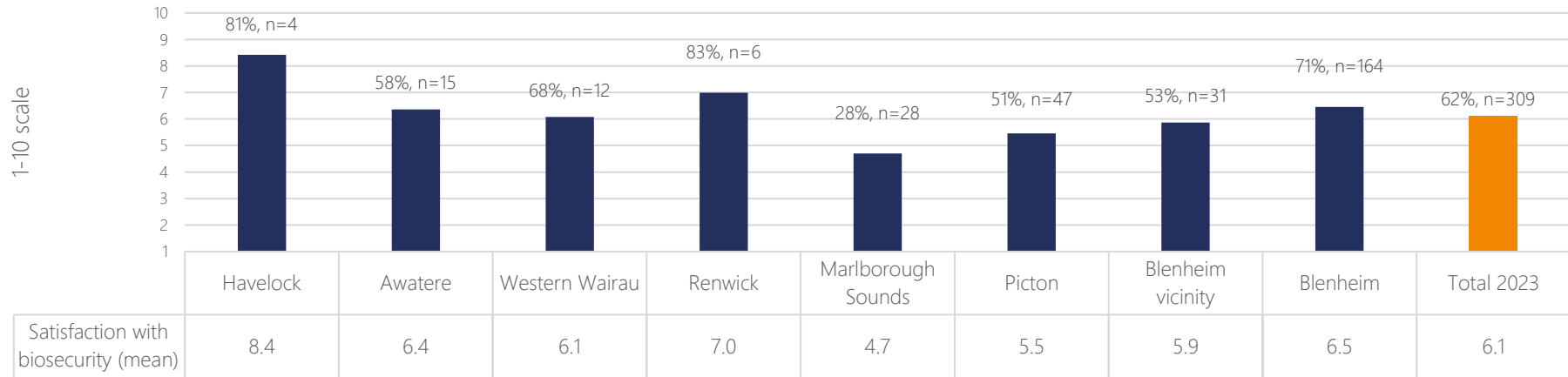
Consents and compliance – MDC vs. New Zealand average

On average, satisfaction with consents and compliance in the MDC region was above the NZ benchmark.



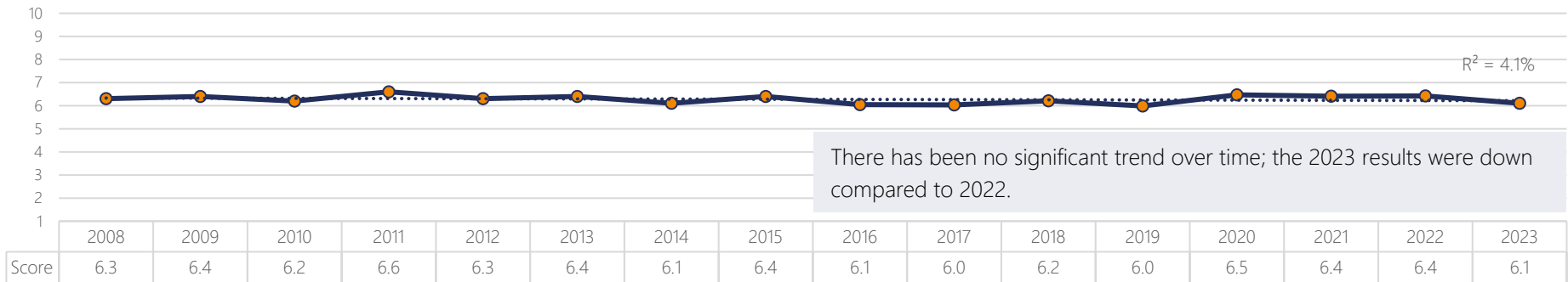
BIOSECURITY

How well does the Council perform in working with landholders in relation to pest management and managing emerging threats, current threats or high impact species?



- In 2023, satisfaction with biosecurity in the Marlborough district declined slightly (6.1) compared to 2022 (6.4).
- This decline was mainly attributed to working with landholders to ensure legal obligations are met (6.1, down from 6.6 in 2022).
- A larger proportion of residents could not provide any ratings (49%).
- Nevertheless, satisfaction with biosecurity has, on average, been stable over time.
- Satisfaction with biosecurity was higher in Blenheim (6.5) compared to other areas (5.7), particularly Marlborough Sounds (4.7).
- No significant differences were observed by residents' age.

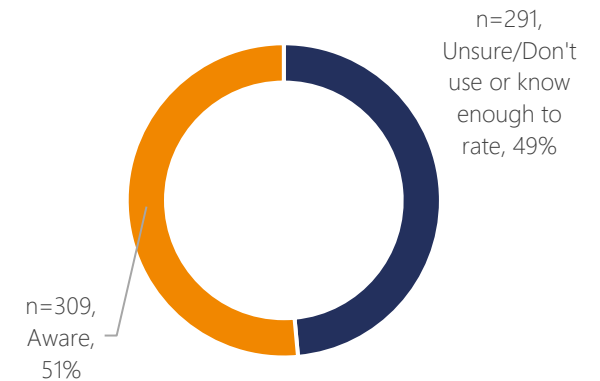
Satisfaction with biosecurity over time



Biosecurity unprompted comments (coded categories)

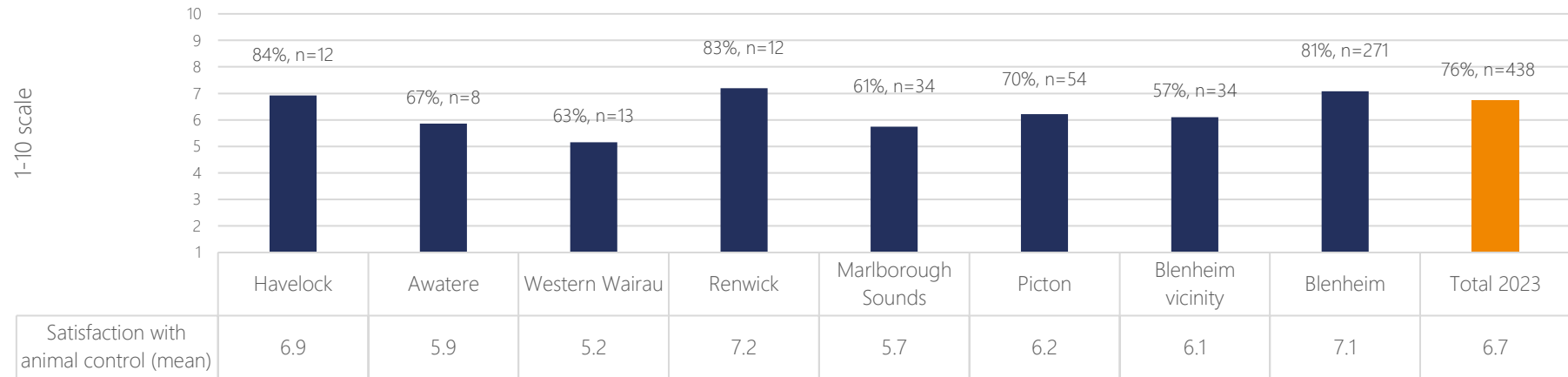
	POSITIVE	COUNT	NEGATIVE	COUNT
WORKING WITH LANDHOLDERS	Council doing good job	15	Other negative	4
	Other	4	No visible council involvement	2
	Good communication / information	4	Some species need more control	2
	Prompt / good response	2	Not enough information	2
			Inconsistent service	1
MANAGING THREATS	Council doing good job	8	Certain plants not controlled	3
			Not proactive	2
			Other negative	2
			Not enough information	1

Attributes included in biosecurity



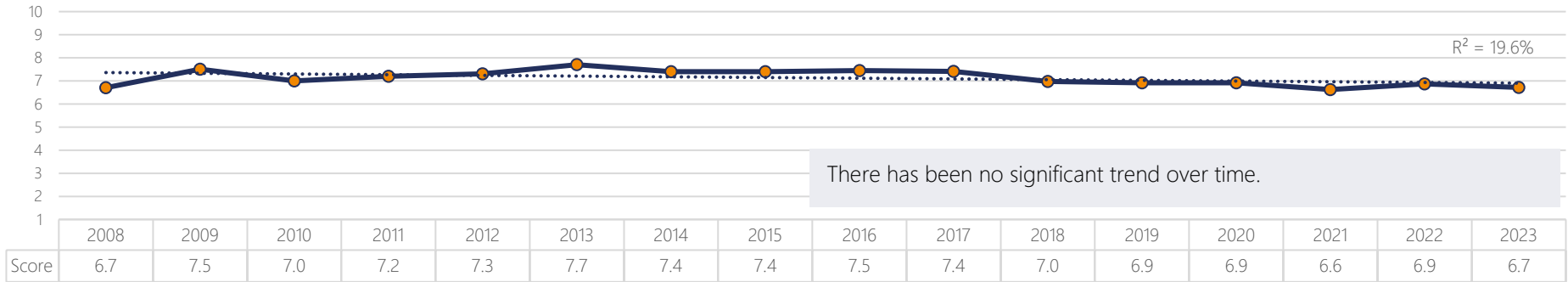
ANIMAL CONTROL

How well does the Council perform in providing dog control and control of wandering livestock?

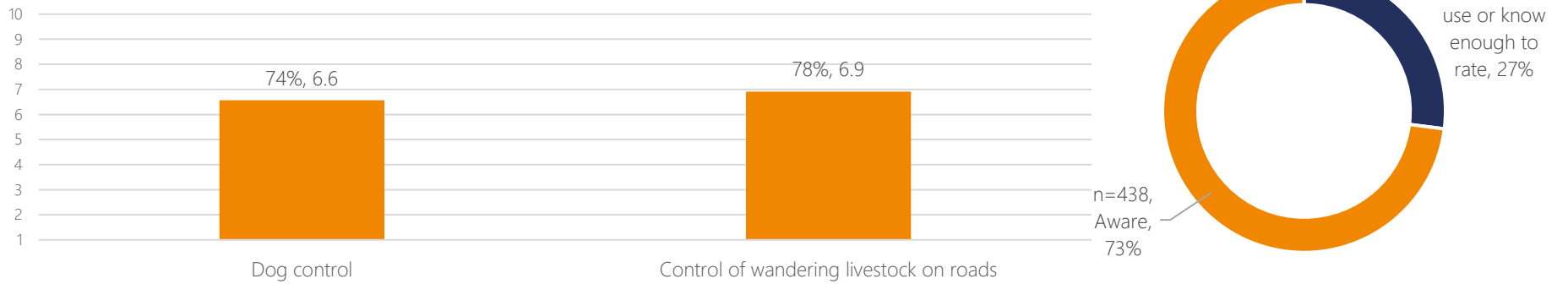


- 76% of respondents were satisfied with animal control in 2023 (6.7 on average), which was generally consistent with 2022 (77%, 6.9 on average).
- However, satisfaction with wandering livestock control in 2023 (6.9) was down compared to 2022 (7.3).
- Satisfaction with livestock control was lower in Awatere (5.1) and Marlborough Sounds (5.8).
- At the same time, satisfaction with dog control was lower in Western Wairau (4.9), compared to other areas.
- No significant differences were observed by residents' age.

Satisfaction with animal control over time



Attributes included in animal control

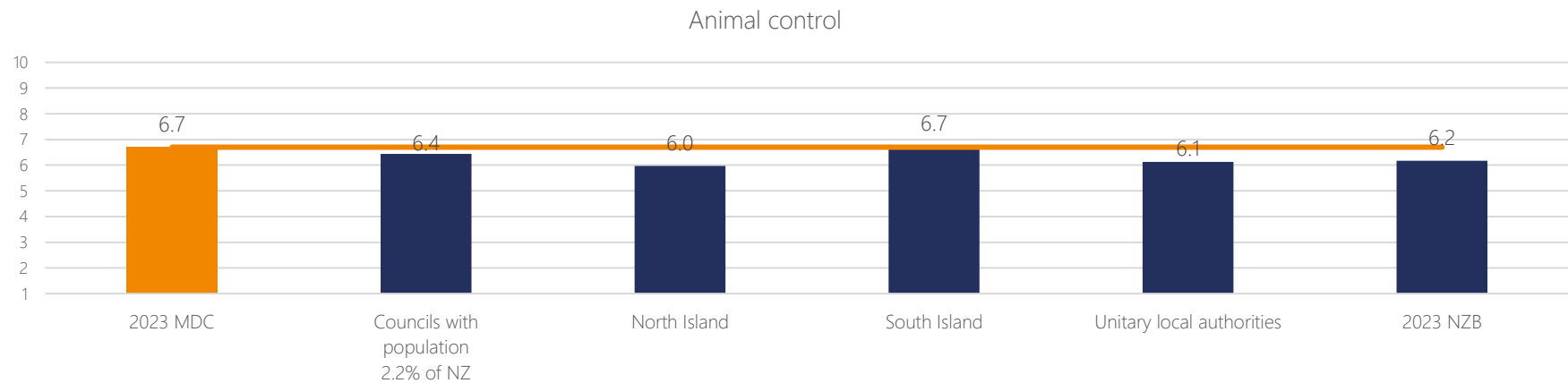


Animal control unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
DOG CONTROL	Good service / staff	28	Roaming dogs	6
	Don't see dogs roaming / no issue	21	Ineffective dog control / barking dogs complains	6
	Prompt service / response	13	Other negative	6
	Other	9	Poor service from Dog Control	4
			No communication / notification when come over	3
			Not dog friendly enough	2
			Dog faeces in public places / sections	2
			Dog registration expensive / poor value	2
			Owners don't comply / tougher on repeated offenders	2
				2
WONDERING LIFESTOCK	Don't see livestock roaming	23	Poor control / observe stock	2
	Well / good / no problem	11	Other negative	2
	Good service / prompt	2	Wandering cats is a problem	2
	Other	1	Slow	1

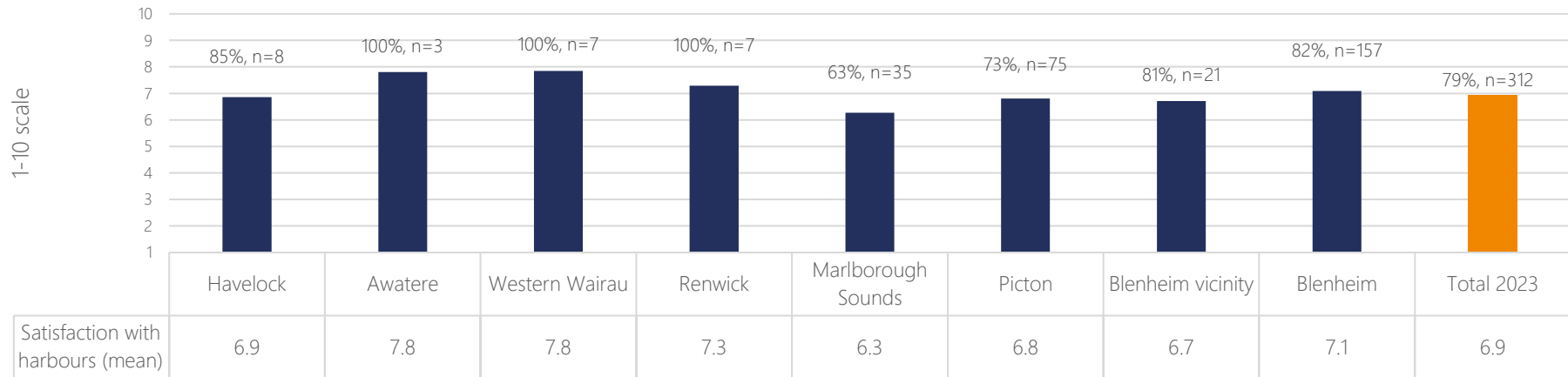
Animal control – MDC vs. New Zealand average

Animal control in the MDC region rated favourably against the NZ benchmark.



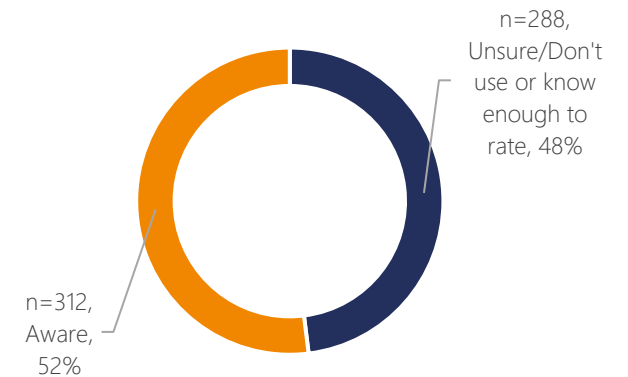
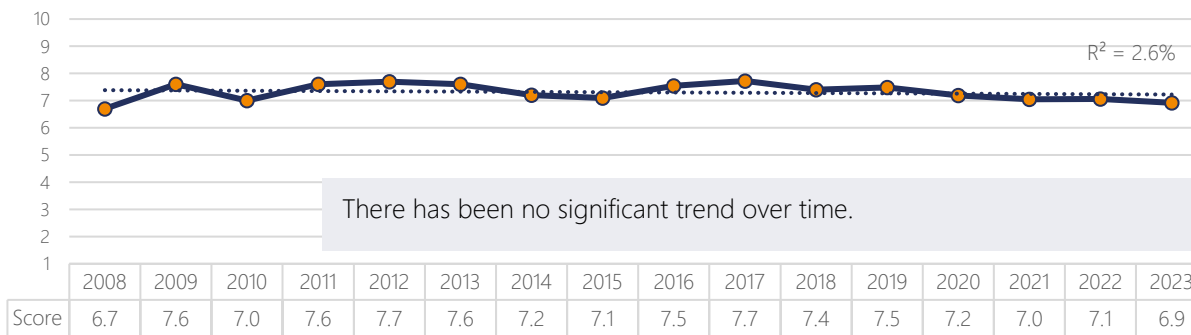
HARBOURS

How well does the Council perform in providing harbour control?



- Around half of respondents (48%) could not provide any ratings in relation to harbour control ('Don't know' or 'Not applicable' responses).
- 79% of residents who provided a rating were satisfied (6.9 on average); satisfaction with harbour control remained consistent over time.
- No significant differences were observed by area, residents' age or other demographic groups.

Satisfaction with harbours over time

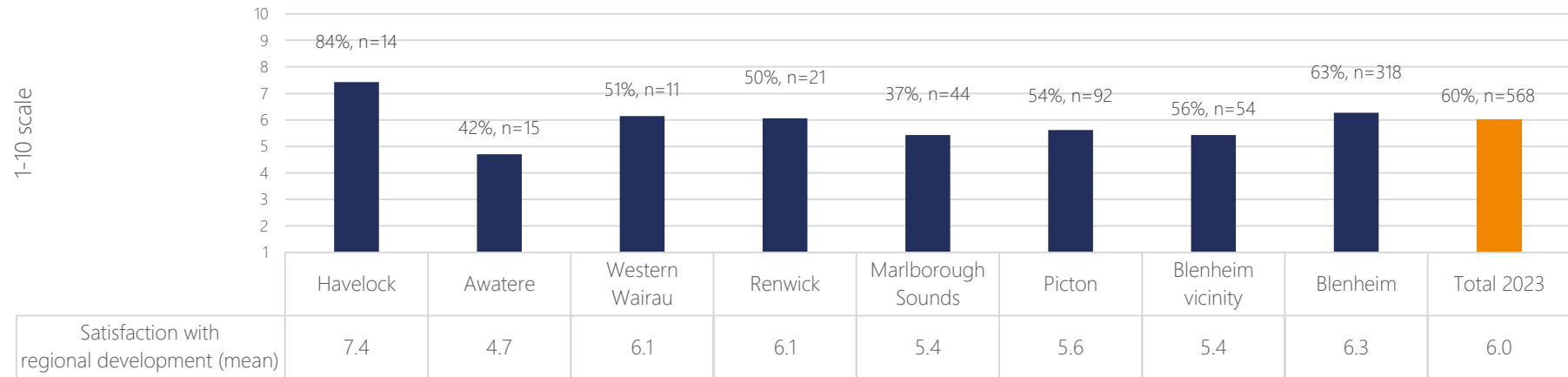


Harbour control unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
HARBOURS	Good job / service	22	Other negative	6
	Well-managed / no problems	9	Inadequate service / expensive	3
	Harbourmaster good / proactive	7		
	Other	5		

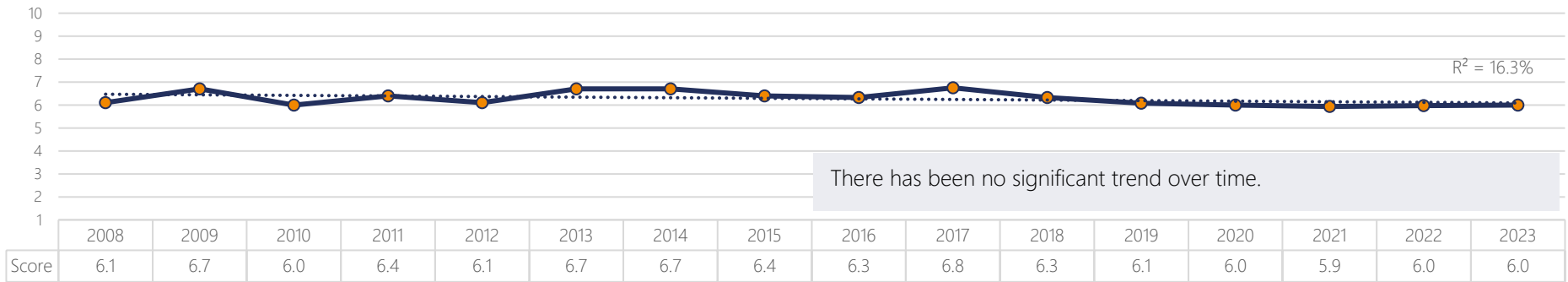
REGIONAL DEVELOPMENT

How well does the Council perform in providing economic development, car parking and irrigation of the Southern Valleys?

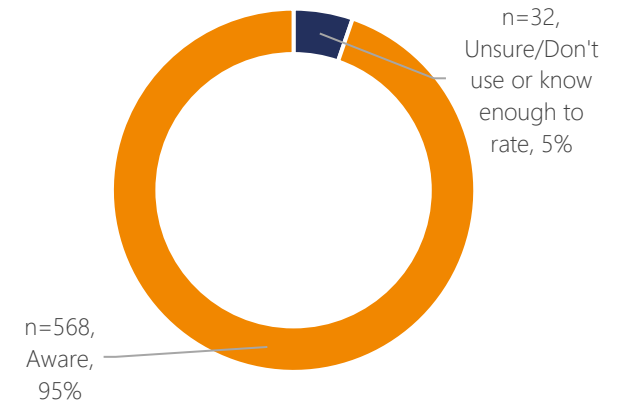
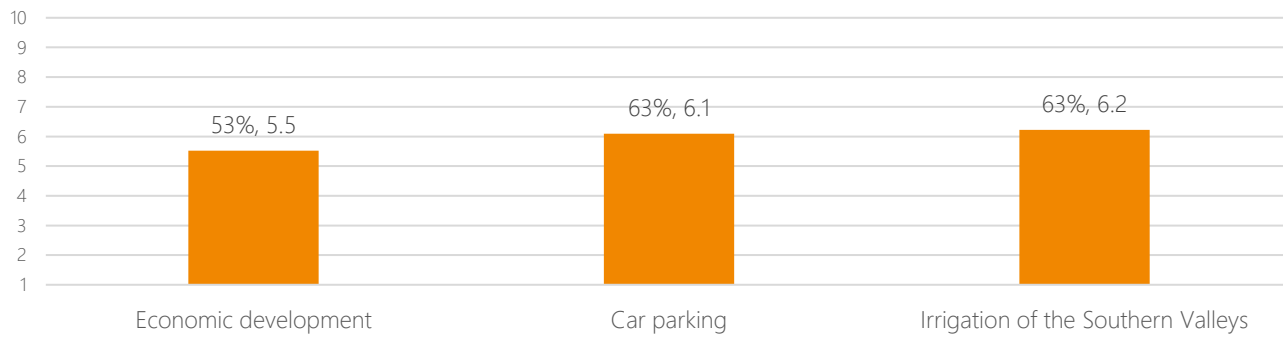


- In 2023, 6-in-10 respondents (60%) were satisfied with regional development (6.0 on average), with no significant trends over time.
- Irrigation of the Southern Valleys recorded the largest number of residents who did not know enough to provide a rating (75% 'Don't know' or 'Not applicable' responses).
- Awatere (3.6), Western Wairau (4.7) and Renwick (4.9) residents were less satisfied with economic development compared to other areas.
- Younger residents (18-39) were less satisfied with regional development overall (5.5, specifically with economic development – 5.0) compared to older residents (6.6). Feedback provided by younger respondents indicated their concern about the lack of and/or vacant shops in the CBD, as well as a misdirected focus on spending.

Satisfaction with regional development over time



Attributes included in regional development

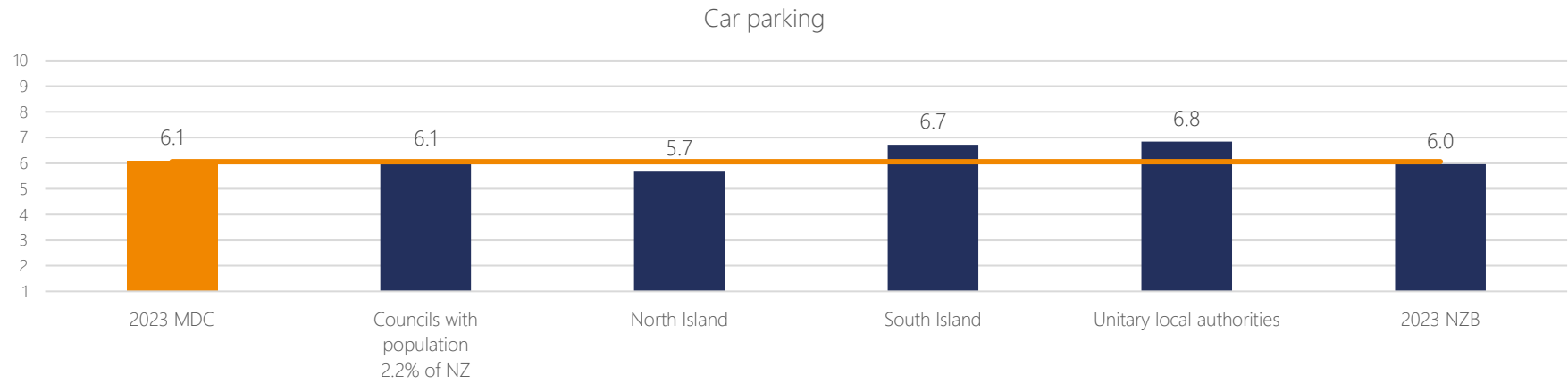


Regional development unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
ECONOMIC DEVELOPMENT	Good development / projects	7	Empty shops CBD / Lack of infrastructure / shops / staff	9
	Council proactive / supportive	3	Unaware of / poor development / more needed / done differently	6
			Wrong focus / other needs to meet	5
			Other negative	4
	Other	1	Money not spent well / lack of development in wider region	4
		Unnecessary developments / projects	3	
CAR PARKING	Adequate / enough parking	30	Poor / insufficient / small parks	23
	Good / works well	29	Other negative	8
	1 hour free great	16	Not enough free parking	8
	Other	11	Issues with payment / meters / app	7
	Good / easy payment options / app	4	Deters shopping / CBD visits	7
	Reasonable fees / rates	2	Too expensive	6
			Not enough disability parking	5
			Poor design / narrow / parking taken away	5
		Issues with wardens / heavy-handed	3	
		1 hour parking should be / remain free	1	
IRRIGATION OF THE SOUTHERN VALLEYS	Works well	17	Poor / exclusive use of water	7
	Other positive	3	Other negative	4

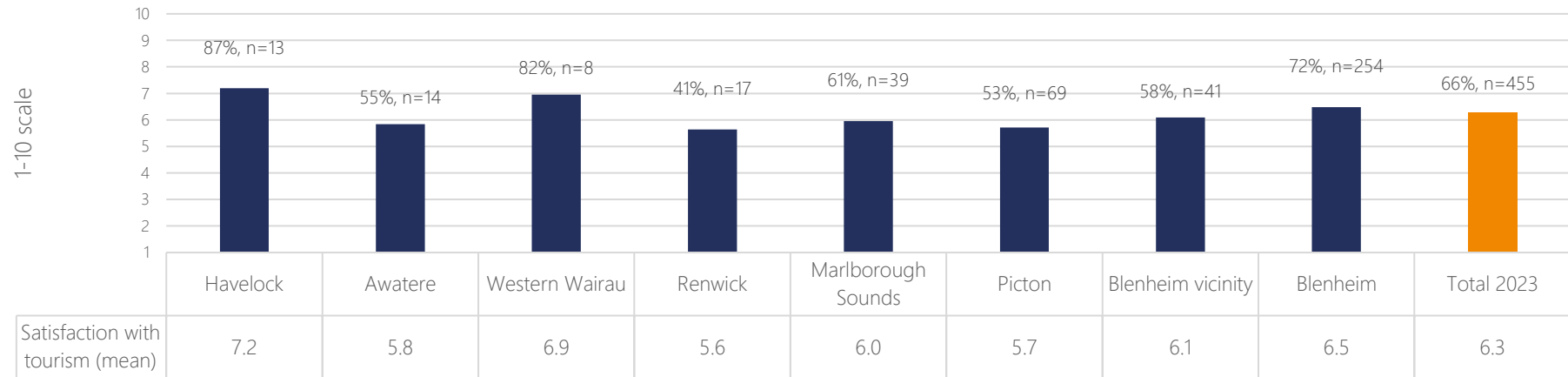
Car parking – MDC vs. New Zealand average

Satisfaction with car parking in the MDC region was on par with the NZ benchmark.



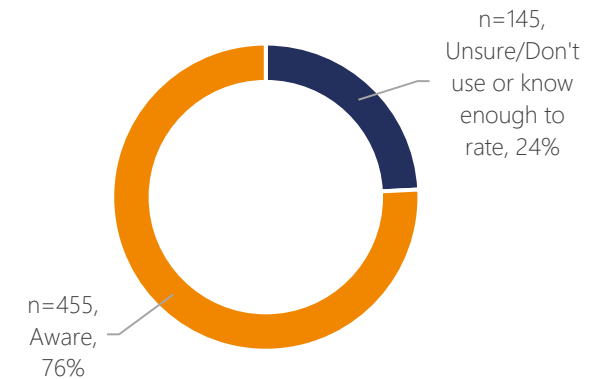
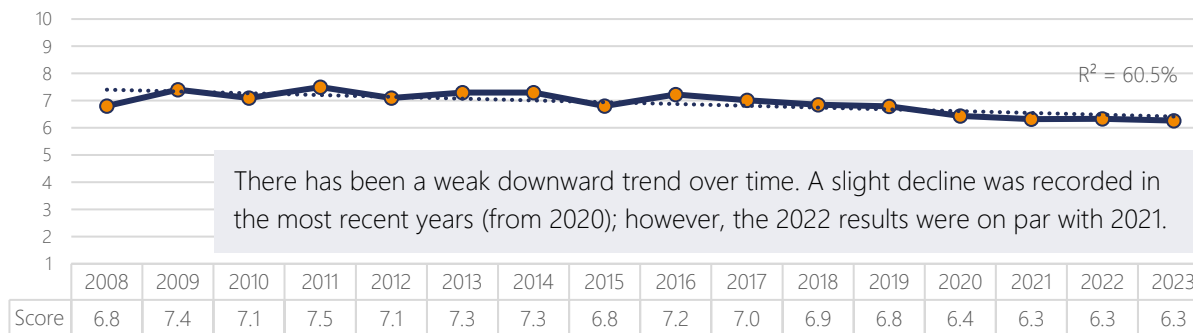
TOURISM

How well does the Council perform in supporting tourism?



- Two-thirds of respondents (66%) were satisfied with Council's performance in supporting tourism (6.3 on average).
- Satisfaction with tourism remained consistent in the past four years, after declining in 2020 (post-Covid-19).
- Satisfaction with tourism support was lower among respondents aged under 65 (6.0) compared to older residents (7.0).

Satisfaction with tourism over time

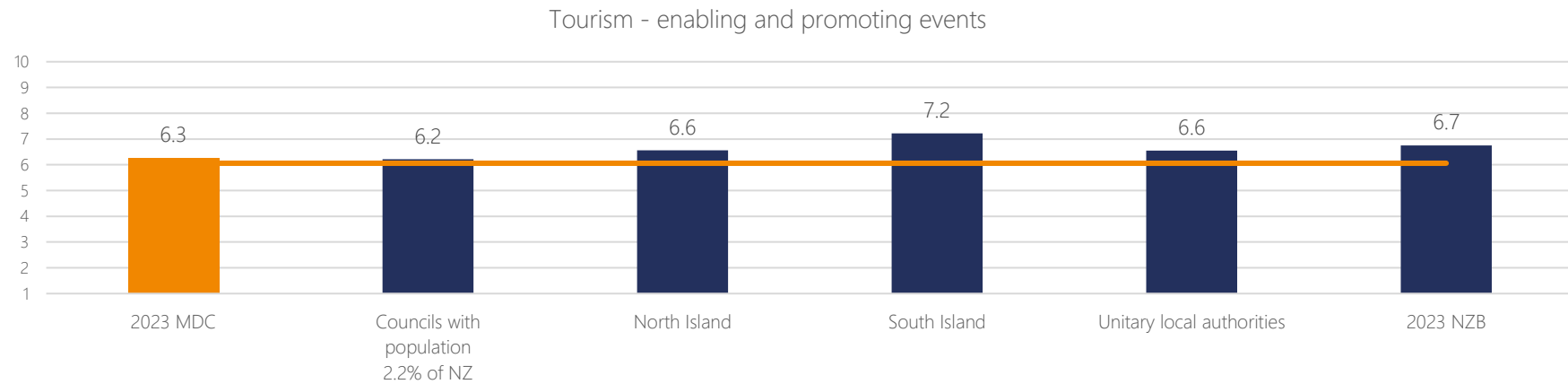


Tourism unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
TOURISM	Doing a good job / good	26	Other negative	7
	Promote / support region well	14	More support / access for freedom camping	7
	Lots of tourism/ attractions / facilities	4	Empty / unattractive Blenheim CBD	5
	Other positive	2	More effort / support needed	2
	Other	1	Need to promote full range of attractions	2
	Good service / well-managed	1	Not visible	2
			Need more attractions / amenities	1

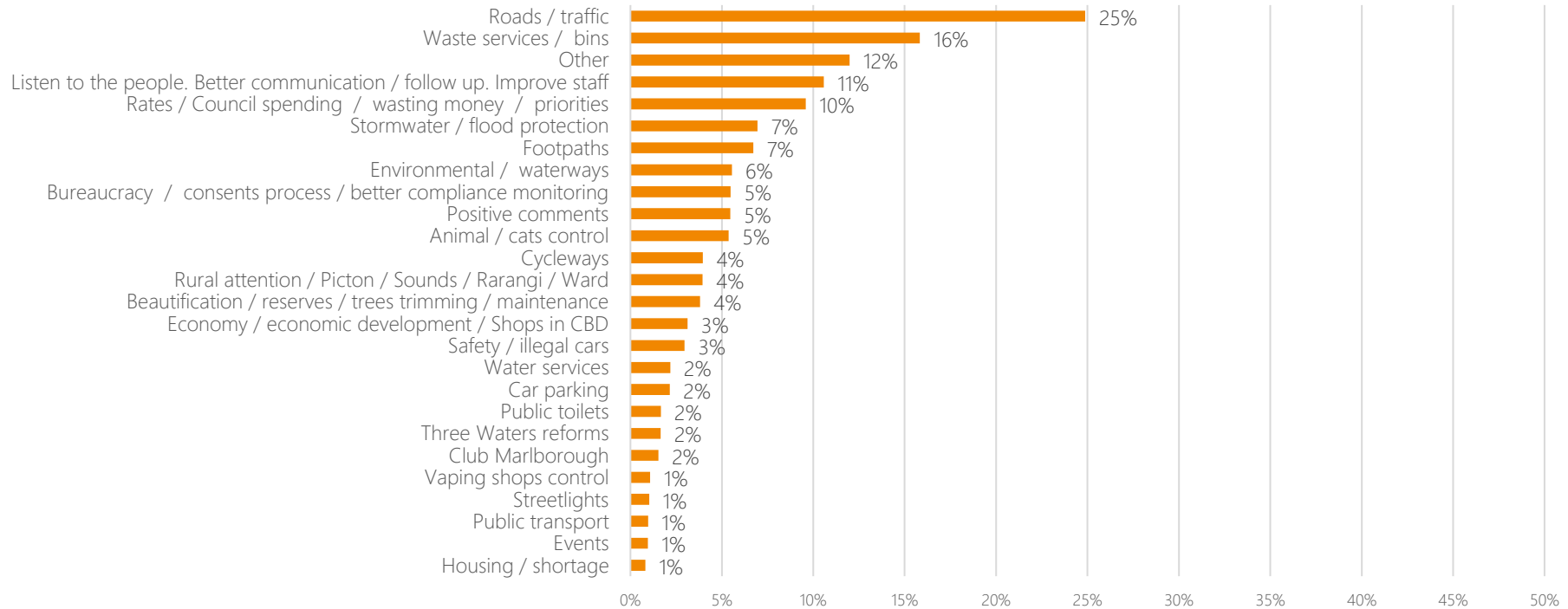
Tourism – MDC vs. New Zealand average

Satisfaction with tourism (anecdotally) in the MDC region was below the NZ benchmark.



ADDITIONAL SUGGESTIONS

Is there a particular issue you want the Council to know about? Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.



- Half of residents (51%) stated a particular issue(s) they wanted the Council to know about.
- Consistent with overall findings, roads were most mentioned, with recurring concerns about poor road conditions, potholes, and insufficient road repairs (especially in Marlborough Sounds and Picton), and safety of roads (including speed limits – both pro and against).
- More respondents expressed their concerns about waste services in 2023. These concerns focused on the need for wheelie bins (although some complained about the lack of flexibility to opt-in or -out), complaints about the quality of rubbish bags this year (e.g. ripping easily), dissatisfaction with recycling services (including mixing of recycling with rubbish during kerbside collection), and appeal for more inclusive recycling.