



Marlborough District Council

SIL Research | Annual Resident Survey 2020

Contact: Dr Virgil Troy 06 834 1996 or virgiltroy@silresearch.co.nz

Research is undertaken to the highest possible standards and in accord with the principles detailed in the RANZ Code of Practice which is based on the ESOMAR Code of Conduct for Market Research. All research processes, methodologies, technologies and intellectual properties pertaining to our services are copyright and remain the property of SIL Research

SEPTEMBER 2020



Disclaimer: This report was prepared by SIL Research for the MDC. The views presented in the report do not necessarily represent the views of SIL Research or the MDC. The information in this report is accurate to the best of the knowledge and belief of SIL Research. While SIL Research has exercised all reasonable skill and care in the preparation of information in this report, SIL Research accepts no liability in contract, tort, or otherwise for any loss, damage, injury or expense, whether direct, indirect, or consequential, arising out of the provision of information in this report.

CONTENTS

4.

EXECUTIVE SUMMARY

15.

CONTACT WITH THE
COUNCIL

24.

HOUSING FOR
SENIORS

33.

EMERGENCY
MANAGEMENT

44.

SEWERAGE

53.

ENVIRONMENTAL
POLICY AND
MONITORING

63.

HARBOUR

72.

ADDITIONAL
SUGGESTIONS

5.

METHODOLOGY

17.

COUNCIL
COMMUNICATIONS

26.

COMMUNITY SAFETY

35.

COMMUNITY
FACILITIES

46.

URBAN STORM WATER
DRAINAGE

55.

CONSENT AND
COMPLIANCE

65.

REGIONAL
DEVELOPMENT

73.

APPENDIX

7.

ENVIRONMENTAL
FACTORS

19.

DEMOCRATIC
PROCESS

28.

COMMUNITY SUPPORT

39.

ROADS AND
FOOTPATHS

48.

DRINKING WATER

58.

BIOSECURITY

68.

TOURISM

8.

SATISFACTION AT A
GLANCE

22.

CULTURE AND
HERITAGE

31.

LIBRARY SERVICE

42.

FLOOD PROTECTION
AND CONTROL

50.

WASTE MANAGEMENT

60.

ANIMAL CONTROL

70.

MARLBOROUGH
RESEARCH CENTRE

EXECUTIVE SUMMARY

This research measures residents' needs and satisfaction with, and importance of, Marlborough District Councils (MDC) services and performance. Research was conducted between 19 June – 31 July 2020. A total of n=400 surveys were used in the final analysis.

By the end of March 2020, the national lockdown was announced by the New Zealand Government as a response to the COVID-19 outbreak (Alert Level 4 in New Zealand's epidemic response process). The survey was conducted after the lockdown but during the Alert Level 1.

The main findings were as follows:

1. Overall, 71% of residents were satisfied with Council's performance; this level of satisfaction was similar compared to 2019 results (74%).
2. Supporting these overall perceptions, 37 out of 50 (74%) Council services rated by Marlborough residents showed satisfaction of 60% or above.
3. On average, parks, reserves and open spaces (7.7 out of 10), cemeteries (7.6 out of 10) and Civil Defence management (7.6 out of 10) were the three top-rated individual services in 2020.
4. Bus service in Marlborough and biosecurity services showed the greatest improvement in 2020.
5. Over half of residents (56%) stated they had contact with the Council in the past 12 months (72% of them were satisfied with this contact).
6. About 8-in-10 residents (76%) said they had seen or heard news or advertisements from the Council (68% of them were satisfied with Council's communication).
7. 61% of residents believed the Council '*keeps people informed*'. At the same time, just under half stated the Council '*listens and acts on the needs of the people*' (45%).
8. 13 out of 50 services (26%) were rated below 60%.
9. Two services received, on average, satisfaction score below 5.5: '*listens and acts on the needs of the people*' (5.0) and roads (5.4).
10. Three service showed the largest fall in satisfaction in 2020: sewerage, sealed roads and public libraries.
11. Two areas in 2020 represented the greatest improvement potential: roads (especially sealed roads) and democratic process (community engagement in making decisions that affect residents). Other areas that could positively impact on MDC's overall performance rating were car parking and economic development (e.g. encouraging the establishment of businesses and leading a number of projects to assist key industry sectors).

Overall, resident satisfaction with Marlborough District Council has remained consistently high in recent years (though currently lower than the peak measured in 2017). Many of the most important services to Marlborough residents are performing well. Satisfaction is particularly positive for emergency management, library services, drinking water and community facilities.

However, further improvements can be achieved in other services that exert an influence on overall satisfaction; particularly democratic process and roads.

Council communications remain important to the community and are typically well-received. Sustained effort and improvements are essential in this regard, especially to ensure the whole district (and particularly younger residents) are as well-informed as possible about their community and the MDC's work in the region.



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 2020, the existing questionnaires and data collection methods were revised in consultation with the MDC. Two concurrent questionnaires were modified and combined into one to increase survey-respondent engagement, response rate and improve quality of results. In addition, the 2020 survey included a set of questions about service importance.

In 2020, each service question included 'Don't know' and 'Don't receive this service' options.

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

SIL Research continued using a mixed-method approach to data collection. In 2020, new data collection methods were also included.

DATA COLLECTION

Research was conducted between 19 June – 31 July 2020. Multiple data collection methods were utilised to ensure residents were well-represented. A mixed-methods approach included:

(1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within specified territorial units;

(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. 600 survey forms were sent to randomly selected Marlborough District households.

In addition, the survey was available via MDC's online resources (e.g. Neighbourly, Council website, Facebook).

A total of n=400 surveys were used in the final analysis.

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	5	1%
Awatere	13	3%
Western Wairau	16	4%
Renwick	19	5%
Marlborough Sounds	29	7%
Picton	41	10%
Blenheim vicinity	51	13%
Blenheim	226	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. The main analysis was conducted on age groups 18 years or older.

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.

Table 1 Margin of error

Responses n=	Reported percentages	
	50%	80% or 20%
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 2020 results were compared to previous years' data. This comparative data is indicative only; methods by which the data was collected may differ across years.

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.

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. These responses were not included in the analysis or calculation of satisfaction percentages or means; but reported separately.

BENCHMARKING

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

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 summer 2019-20 and winter 2020. 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 reading this report, it is important to note that factors such as the timing of unusual or one-off events can affect the ratings that residents give, particularly if they occur close to the time when the survey data is being gathered.

Factors that may have influenced public perception of the Council's performance in the first eight months of 2020 include:






















1. The COVID-19 pandemic and lockdown are likely to have affected public sentiment. COVID-19 has had a major impact on people's lives and some Council services may have been scored lower due to people's feelings of uncertainty about the future.
2. From April, the Council and The Economic Action Marlborough (TEAM) group announced a wide range of COVID-19 recovery initiatives, including two hours' free parking in Blenheim and Picton, a 'buy local' campaign, the waiving of footpath licence fees and increased funding for community groups and community facilities.
3. The decrease in the Public Libraries score from 91% in 2019 to 83% in 2020 may have been influenced by announcements made by the Council about the planned new district library and art gallery build, including its cost (before the Government announced a contribution \$11m in funding towards it). NB The 2020 Public Libraries score is similar to scores received from 2014 to 2018.
4. The improvement in the Bus Services score is likely to have been influenced by publicity about the new trial bus routes launched in February 2020. While some bus services were stopped during Alert Levels 3 and 4, all services were provided free of charge for passengers during the Covid-19 response period.

5. In the score for Roads and Footpaths, a number of people commented on their dissatisfaction with pothole maintenance and uneven road surfaces. 2019/20 was the final year of the previous seven-year road maintenance Network Outcomes Contract (NOC). A new NOC was awarded and began operating on 1 April 2020.

6. A number of Council community facilities including halls, parks and reserves and sports grounds have recently been upgraded and this may have helped lift the score for Community Facilities.

Please note: some Council services (e.g. water supply, sewerage) are only provided in some parts of the district. All survey participants were asked to comment on all Council activities, irrespective of whether they receive the services or not as this helps to maintain the statistical reliability of the survey. Analysis of previous surveys indicate that including residents from non-service areas does not have a material impact on the overall activity scores.

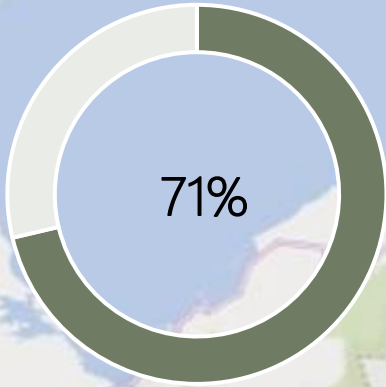
Satisfaction at a glance

		
Public Libraries	Drinking water	Car parking
MDC 2020: 83% / 7.6	MDC 2020: 83% / 7.5	MDC 2020: 60% / 6.0
MDC 2019: 91% / 8.2	MDC 2019: 87% / 8.0	MDC 2019: 61% / 6.0
NZB 2020: 79% / 7.5	NZB 2020: 64% / 6.5	NZB 2020: 52% / 5.6
		
Stormwater drainage	Animal control	Sports fields
MDC 2020: 72% / 6.5	MDC 2020: 77% / 6.9	MDC 2020: 87% / 7.5
MDC 2019: 71% / 6.7	MDC 2019: 74% / 6.9	MDC 2019: 85% / 7.5
NZB 2020: 58% / 6.0	NZB 2020: 61% / 6.4	NZB 2020: 77% / 7.3
		
Park and reserves	Waste management*	Swimming pools
MDC 2020: 88% / 7.7	MDC 2020: 73% / 6.9	MDC 2020: 86% / 7.6
MDC 2019: 85% / 7.6	MDC 2019: 71% / 6.7	MDC 2019: 88% / 7.7
NZB 2020: 79% / 7.2	NZB 2020: 57% / 5.9	NZB 2020: 63% / 6.4
		
Resource consent management	Building consent	Public toilets
MDC 2020: 53% / 5.6	MDC 2020: 55% / 5.7	MDC 2020: 76% / 6.8
MDC 2019: 49% / 5.5	MDC 2019: 50% / 5.7	MDC 2019: 72% / 6.5
NZB 2020: 36% / 5.2	NZB 2020: 40% / 5.4	NZB 2020: 58% / 6.0
		
Walkways and Cycleways	Roads**	Footpaths
MDC 2020: 81% / 7.4	MDC 2020: 52% / 5.4	MDC 2020: 58% / 5.8
MDC 2019: 82% / 7.4	MDC 2019: 56% / 5.9	MDC 2019: 64% / 6.3
NZB 2020: 62% (cycleways) / 6.4	NZB 2020: 45% / 5.1	NZB 2020: 53% / 5.7
		
Street lighting	Sewerage	Resource Recovery Centre
MDC 2020: 74% / 6.7	MDC 2020: 79% / 7.2	MDC 2020: 80% / 7.2
MDC 2019: 79% / 7.2	MDC 2019: 92% / 8.0	MDC 2019: 77% / 7.1
NZB 2020: 70% / 6.9	NZB 2020: 69% / 6.7	NZB 2020: 52% / 6.1
		
Cemeteries	Overall satisfaction	Communication
MDC 2020: 86% / 7.6	MDC 2020: 71% / 6.7	MDC 2020: 68% / 6.5
MDC 2019: 82% / 7.4	MDC 2019: 74% / 6.6	MDC 2019: 71% / 6.5
NZB 2020: 75% / 7.3	NZB 2020: 59% / 5.8	NZB 2020: 54% / 5.5

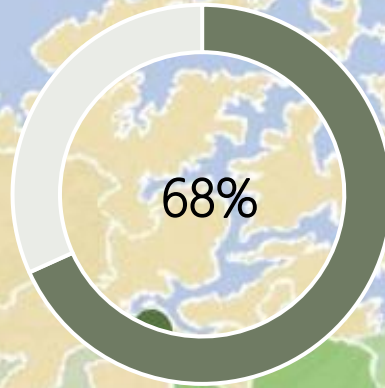
* Includes Kerbside rubbish and Regional Waste Transfer stations

** Includes sealed and unsealed roads

Key messages



Satisfied with the **services** that Council provides



Satisfied with the **communications** Council provides

Top rated services in 2020



7.6 out of 10

Civil Defence emergency management



7.6 out of 10

Library services



7.5 out of 10

Drinking water



7.4 out of 10

Community facilities (total)



7.2 out of 10

Harbour

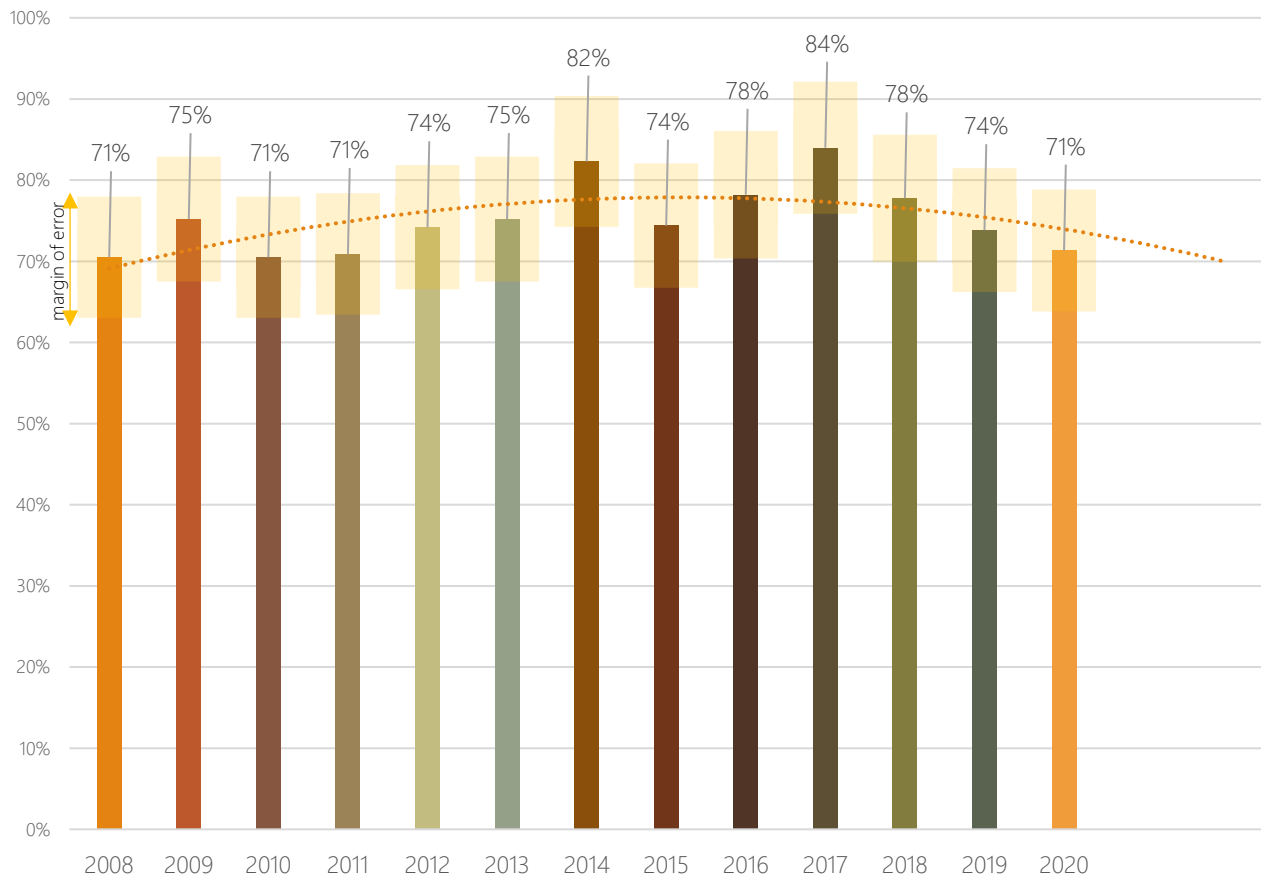


7.2 out of 10

Sewerage

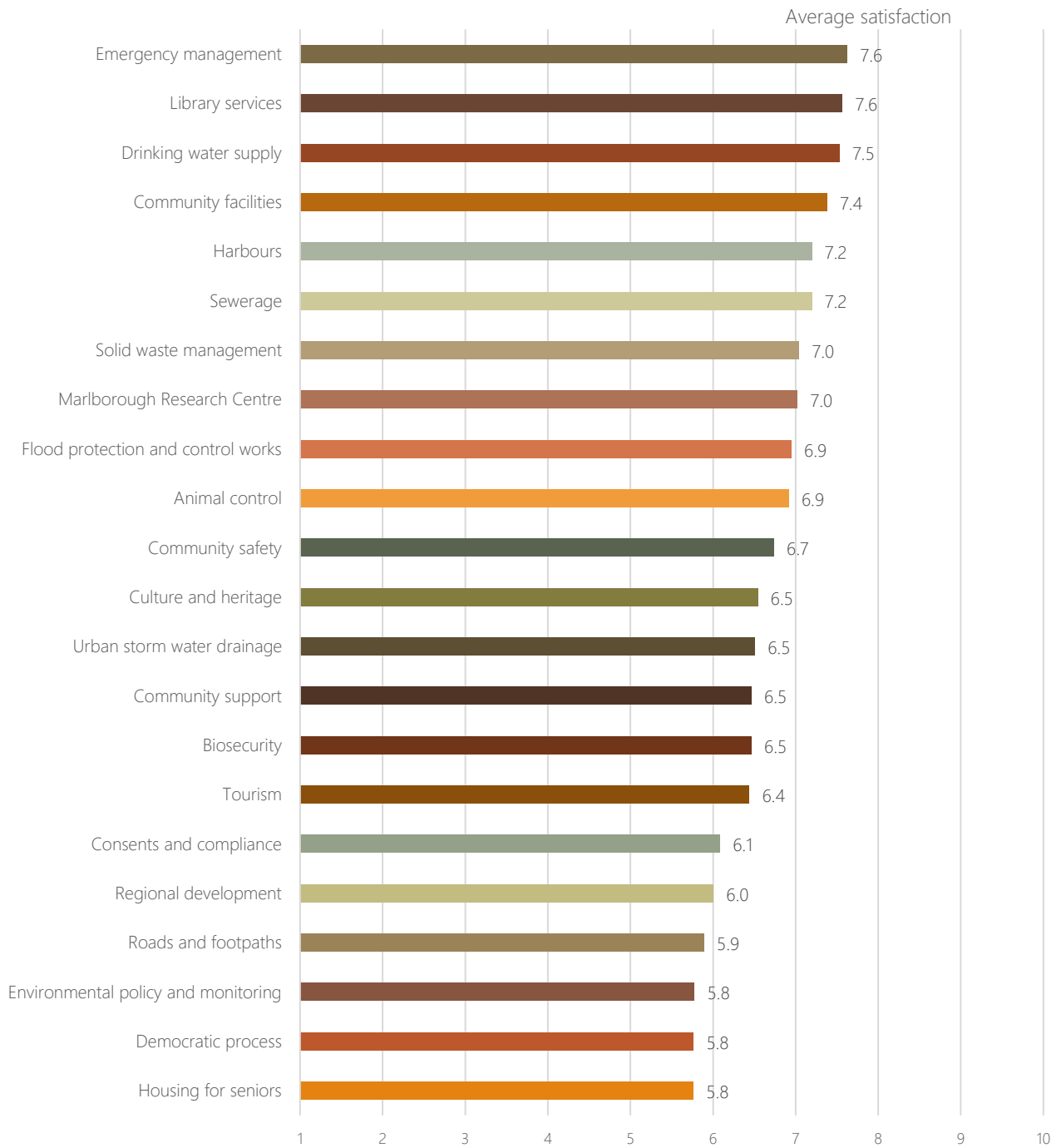
MAIN FINDINGS

Overall performance of Marlborough District Council in the last 12 months.



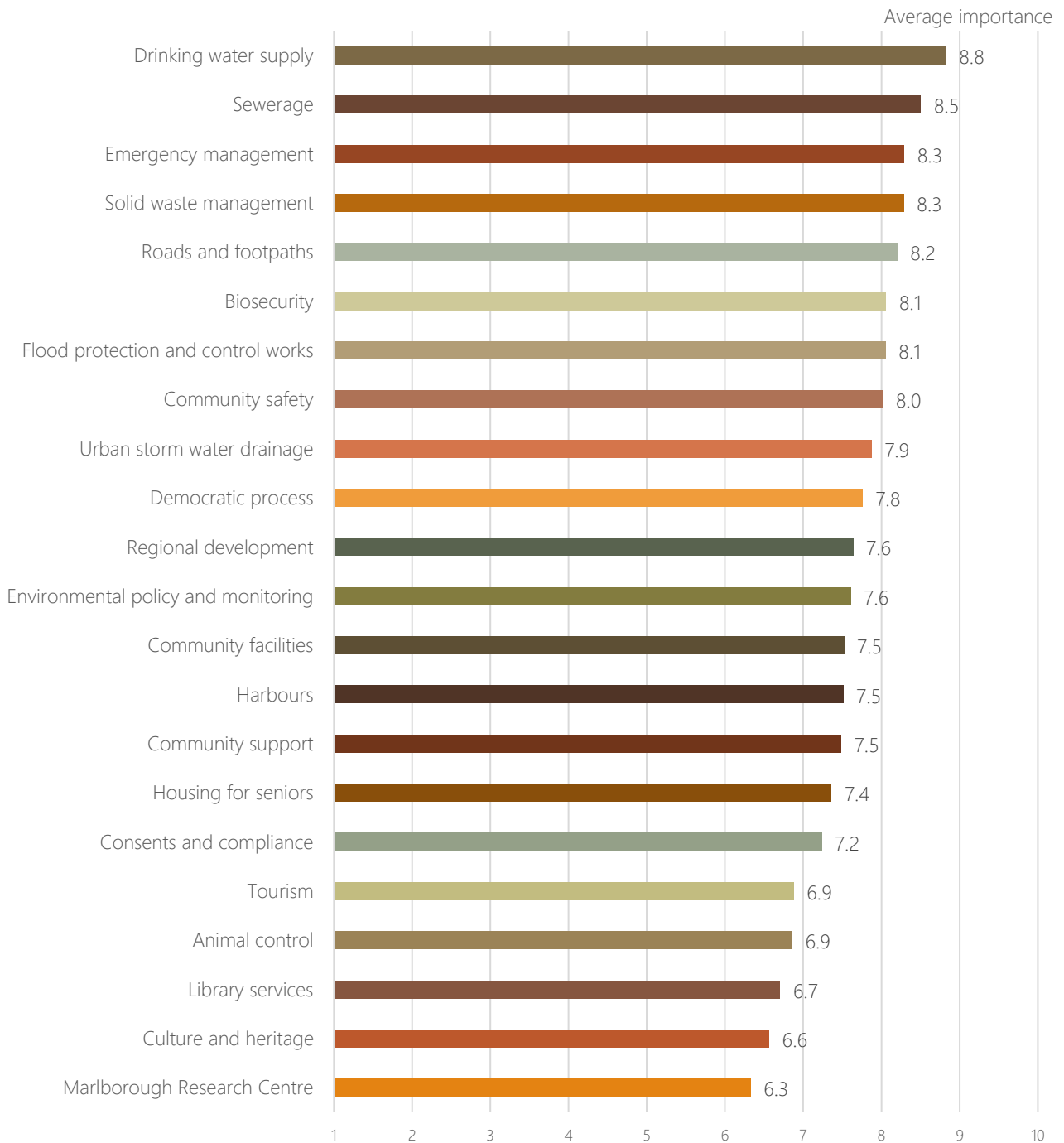
- In 2020, 7-in-10 residents were satisfied with MDC's overall performance (71%, 6.7 on average); this satisfaction level was similar compared to 2019 results (74%).
- There was no linear trend observed over time; the best-fitting line was curvilinear, rising through 2014 and 2017 and declining thereafter. However, most variations in satisfaction year-on-year have been within the margin of error.
- With statistical significance, older residents (aged 65+) were more likely to be satisfied with Council's performance (7.2).
- The three top-rated individual services in 2020 were:
 - Parks, reserves and open spaces (7.7 out of 10),
 - Cemeteries (7.6 out of 10), and
 - Civil Defence (7.6 out of 10).
- The lowest-rated services in 2020 were:
 - Roads (sealed 5.5 and unsealed 5.4 out of 10), and
 - Listen and act on the needs of the people (5.0 out of 10).

OVERALL RATINGS OF SERVICES



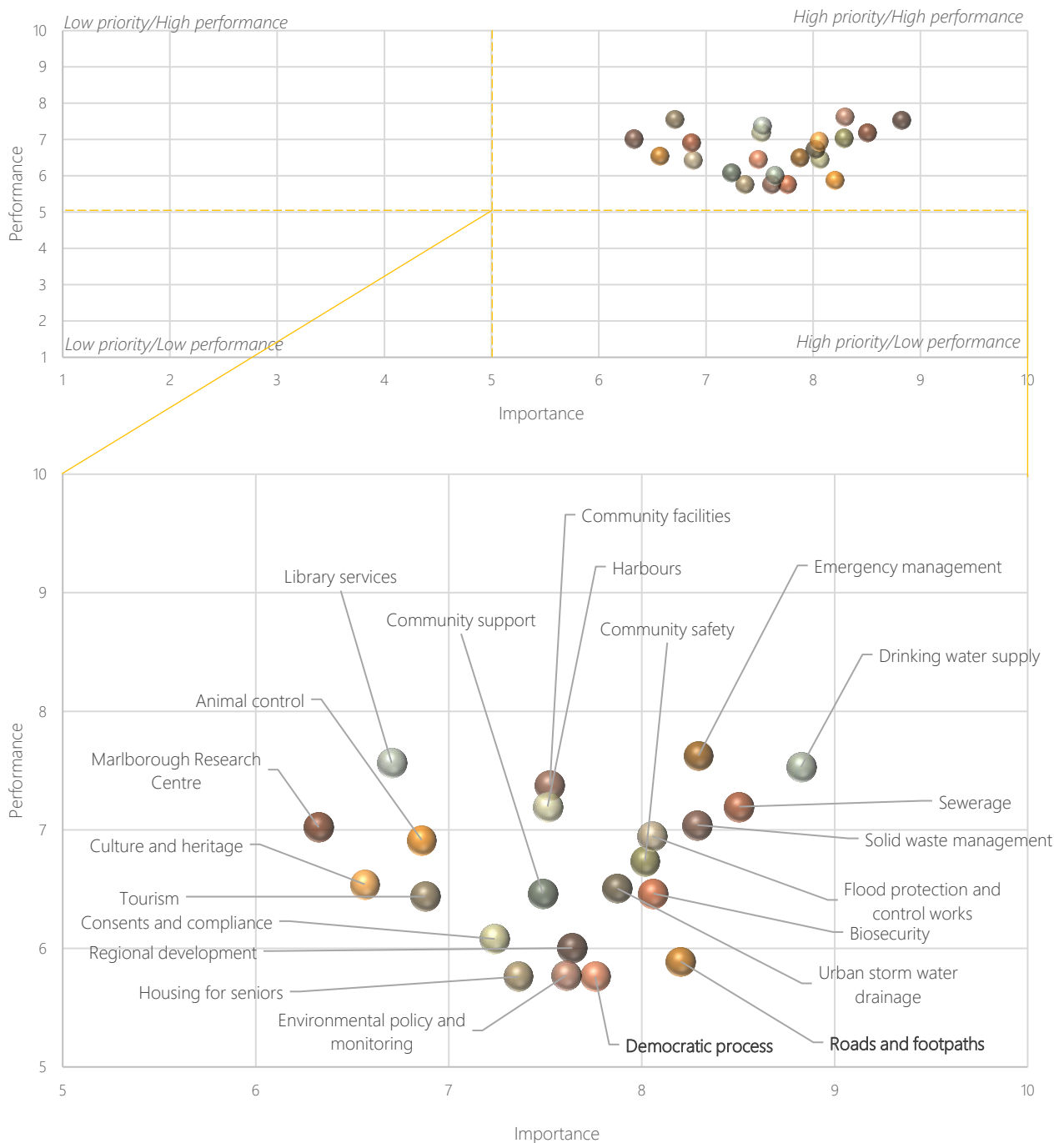
OVERALL IMPORTANCE

In 2020, residents were asked to rate the priority of the services they had previously provided performance ratings for.



Top 5 most important services in 2020 were **Drinking water supply, Sewerage, Emergency management, Solid waste management and Roads, footpaths.**

PERCEPTUAL MAPPING



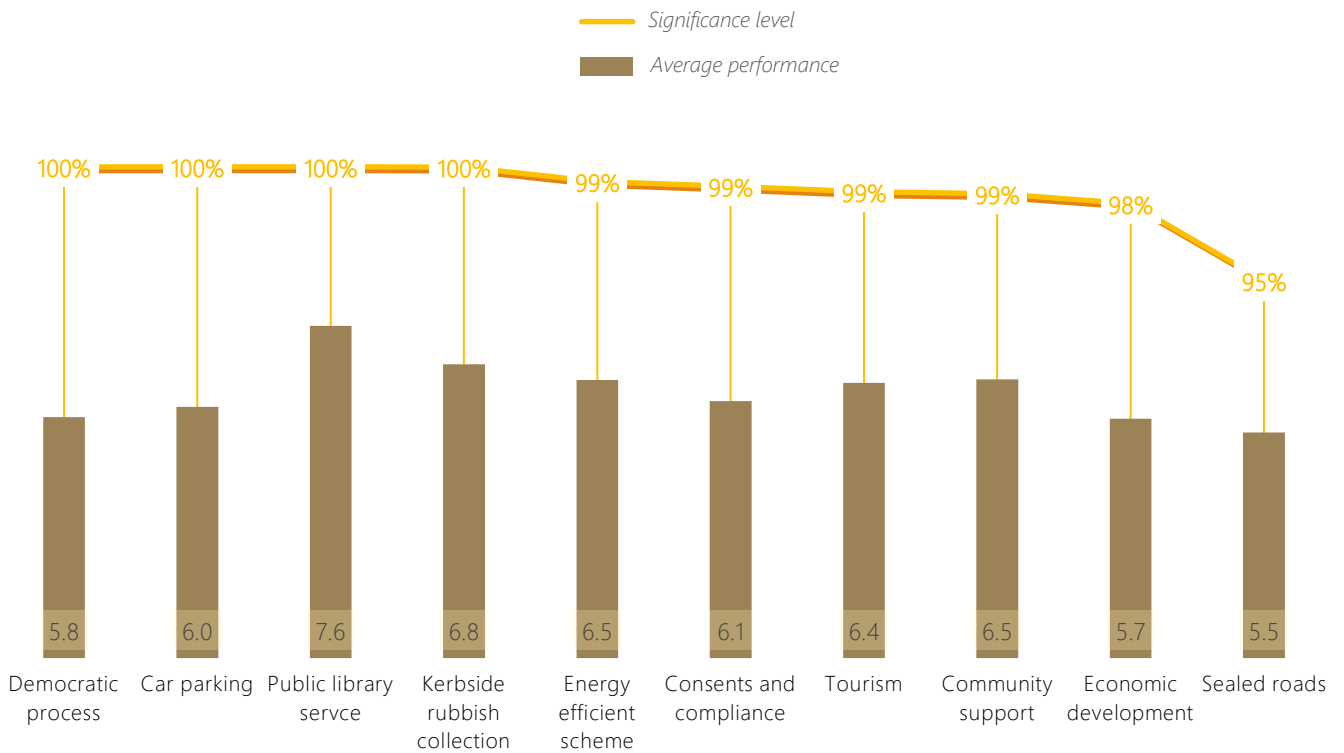
All services were rated as important to some degree among Marlborough residents, scoring 6 or above on a 1-10 rating scale. Seven services showed a very small gap or received higher performance scores when compared to the priority levels (**Tourism, Harbours, Community facilities, Culture and heritage, Animal control, Marlborough Research Centre and Library services**). These services (except for Harbour and Community facilities) were perceived as less important (scoring below 7).

The largest gaps between performance and perceived importance were recorded for **Roads, footpaths** and **Democratic process**. Roads and footpaths were in the top five most important areas for Marlborough residents.

The most important service – **drinking water supply** – scored relatively high on performance (third highest), despite the gap measured between the two indicators.

PRIORITY ASSESSMENT

OVERALL SATISFACTION INFLUENCING FACTORS



The chart above 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. Generally, the higher the percentage for the service, the more certain the influence of this service on MDC’s overall performance rating.

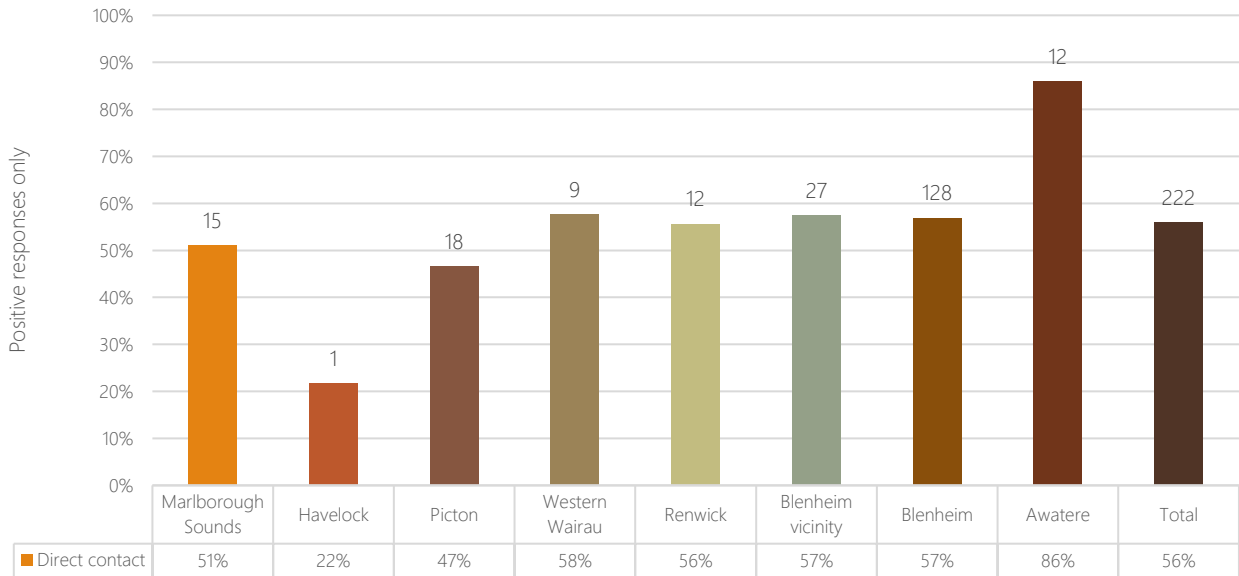
Compared to performance scores provided, **Democratic process**, **Car parking**, **Sealed roads** and **Economic development** represented a good improvement potential. These deliverables showed a strong significant influence on the overall performance rating, however received lower average satisfaction scores.

While the public library service exerts a strong influence on overall satisfaction, this service is already performing relatively well. However, maintaining satisfaction with this service essential to help maintain overall satisfaction levels.

Energy Efficient Loan Scheme and consents and compliance services were subjects to a greater number of ‘Don’t know’ responses; a significant and positive correlation was still observed between the provided ratings for these services and overall satisfaction.

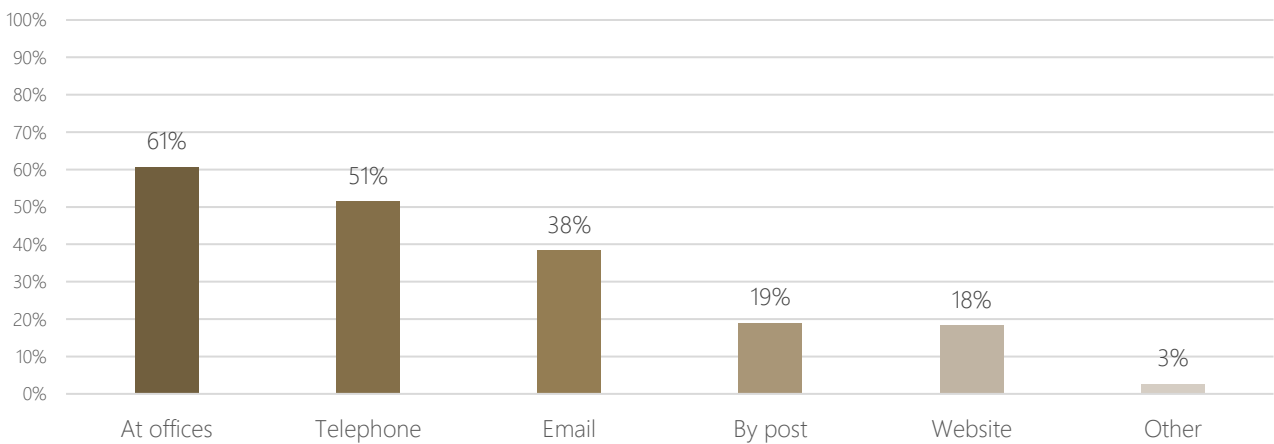
CONTACT WITH THE COUNCIL

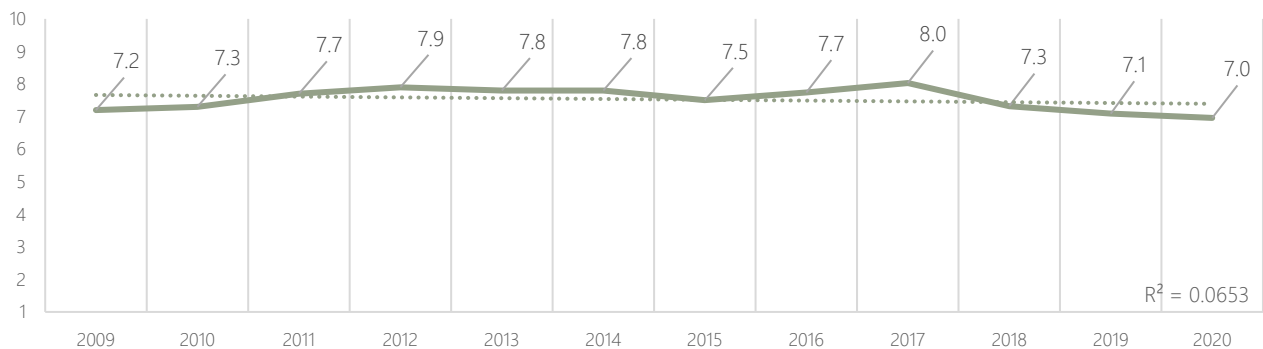
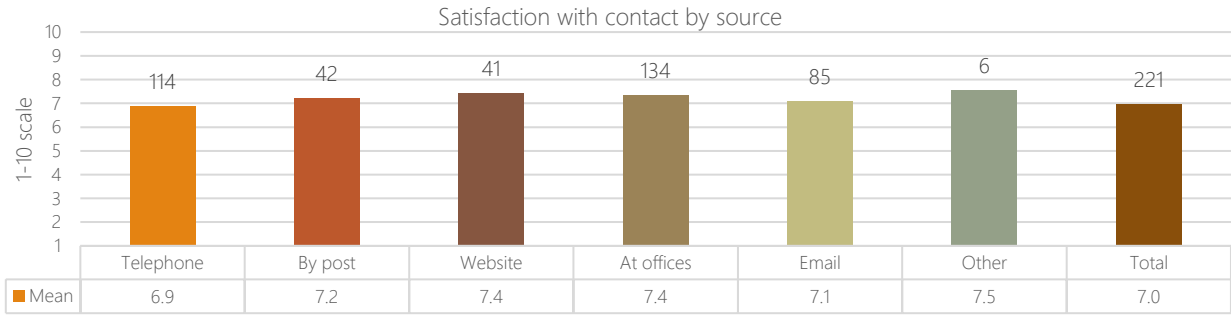
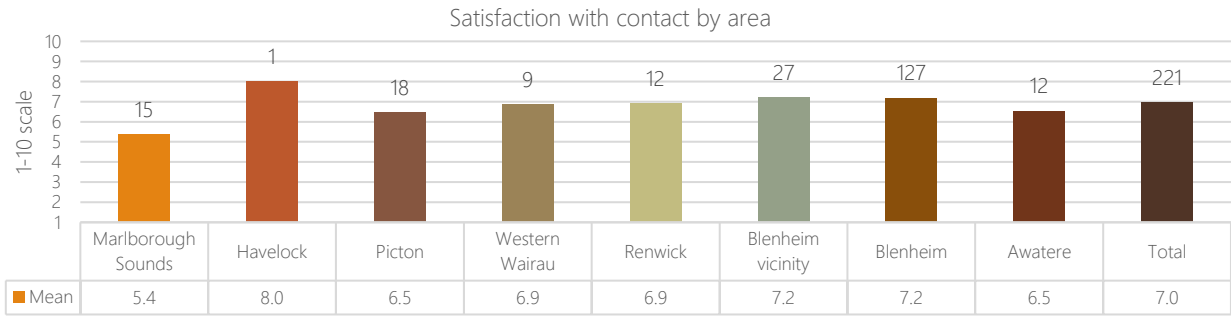
Direct contact with the Council in the past 12 months.



- Overall, just over half of residents (56%) stated they had contacted the Council in the past 12 months (similar compared to 2019 – 56%).
- The top three contact methods were 'At offices' (61%), 'Telephone' (51%) and 'Email' (38%). Contact methods were consistent with 2019 results.
- 72% of residents were satisfied with their direct contact with the Council. Contact at the Council offices and via website inspired higher satisfaction than other methods.
- On average, satisfaction with Council contact was on par with the 2019 results.

Method of contact n=221





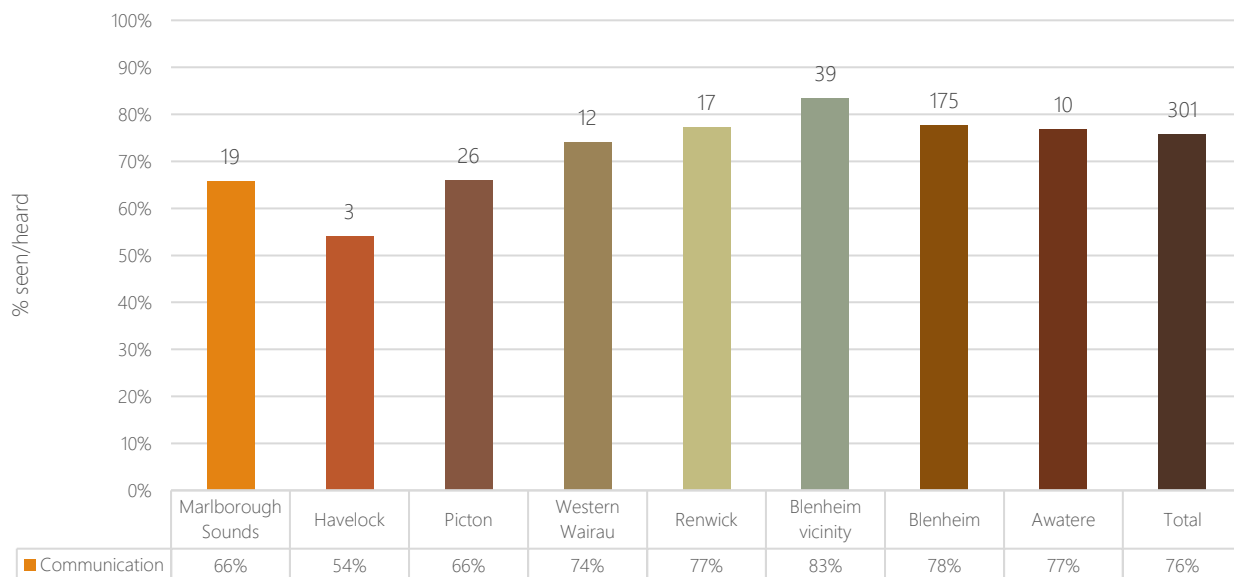
There has been no significant linear trend over time.

Council contact satisfaction percentages by area

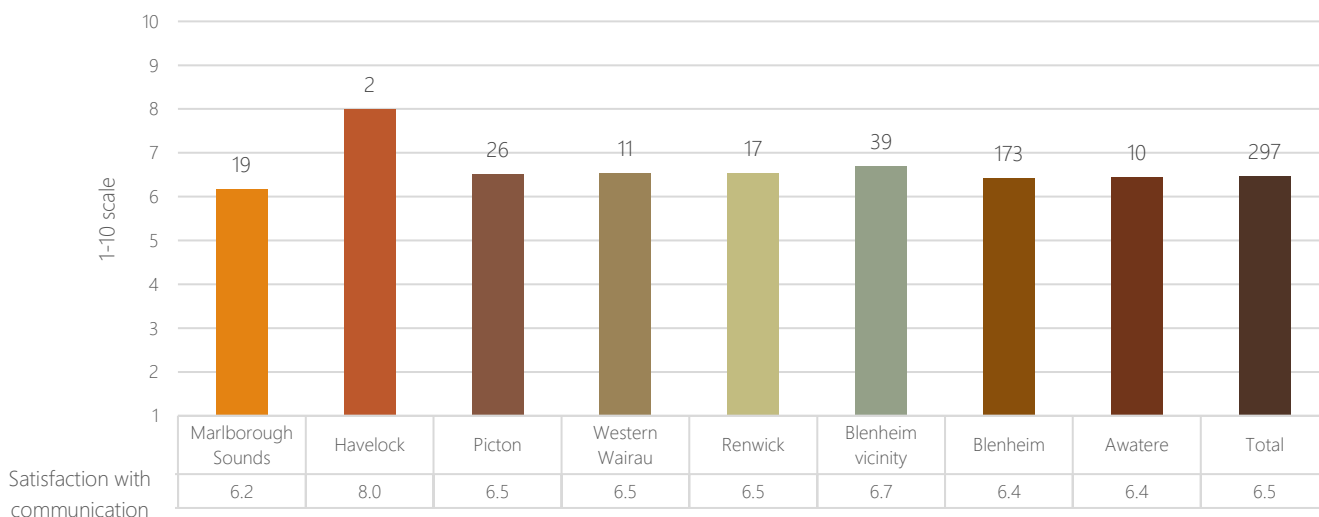
	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Council contact	53%	100%	71%	66%	65%	74%	75%	66%	72%

COUNCIL COMMUNICATIONS

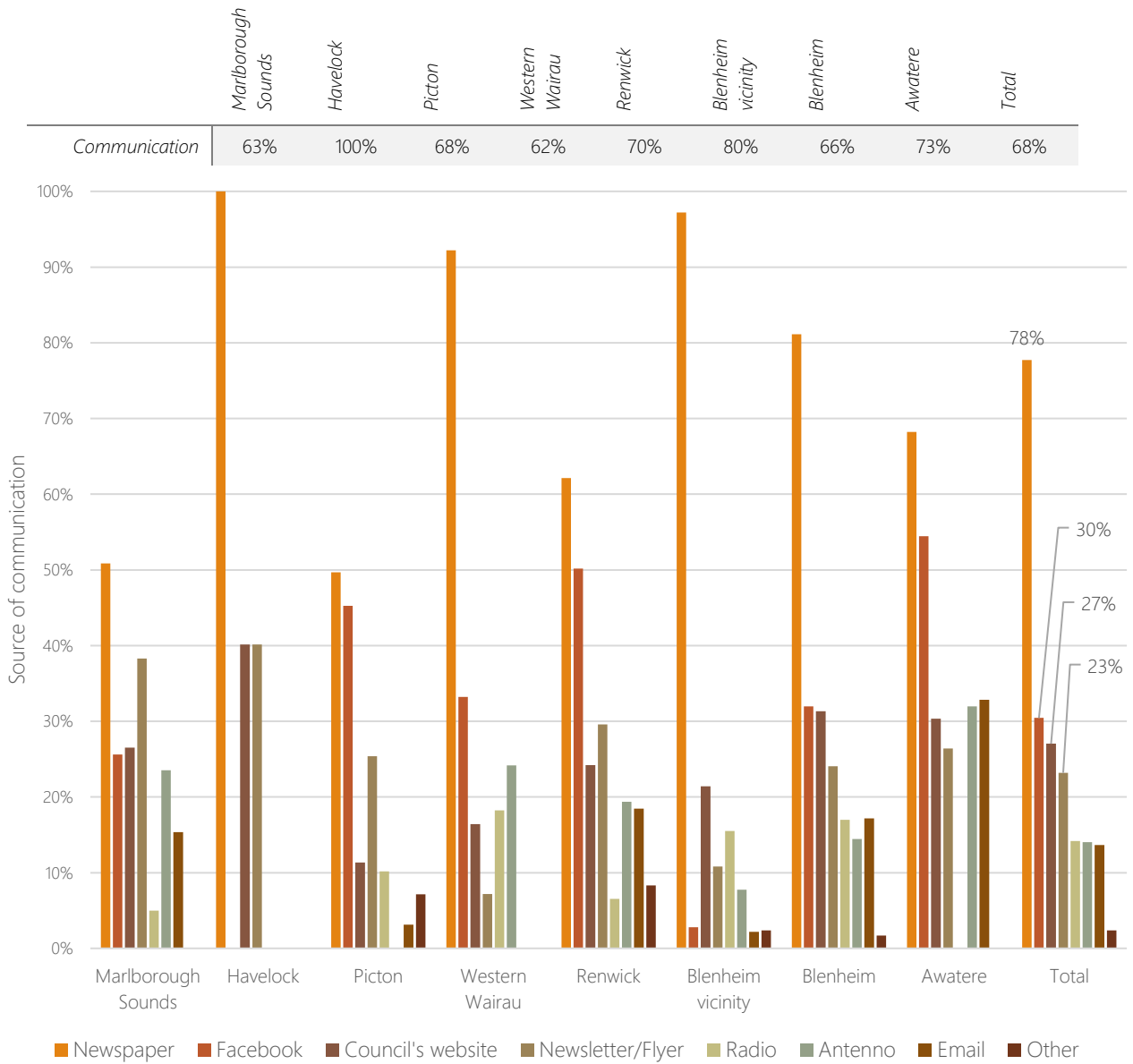
How well does the Council communicate with residents?



- In 2020, 76% of residents said they had seen or heard news or advertisements from the Council (up from 70% in 2019).
- 'Newspaper', at 78%, continued to be the main source of recalled information. Other sources were recalled by no more than 30% of residents.
- 68% were satisfied with the way Council communicated with residents (similar to 71% in 2019), with an average rating of 6.5.
- With statistical significance, residents aged 18-39 were less likely to recall Council's communication (60%).
- Both awareness of and satisfaction with communication increased with age.

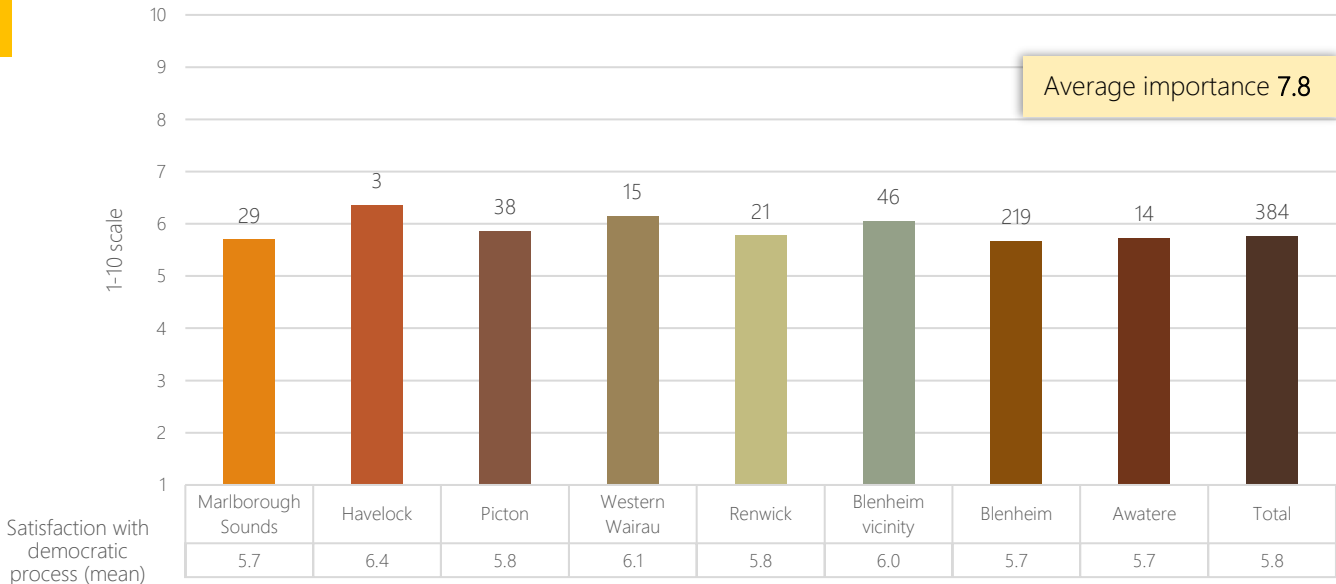


Council communication satisfaction percentages by area

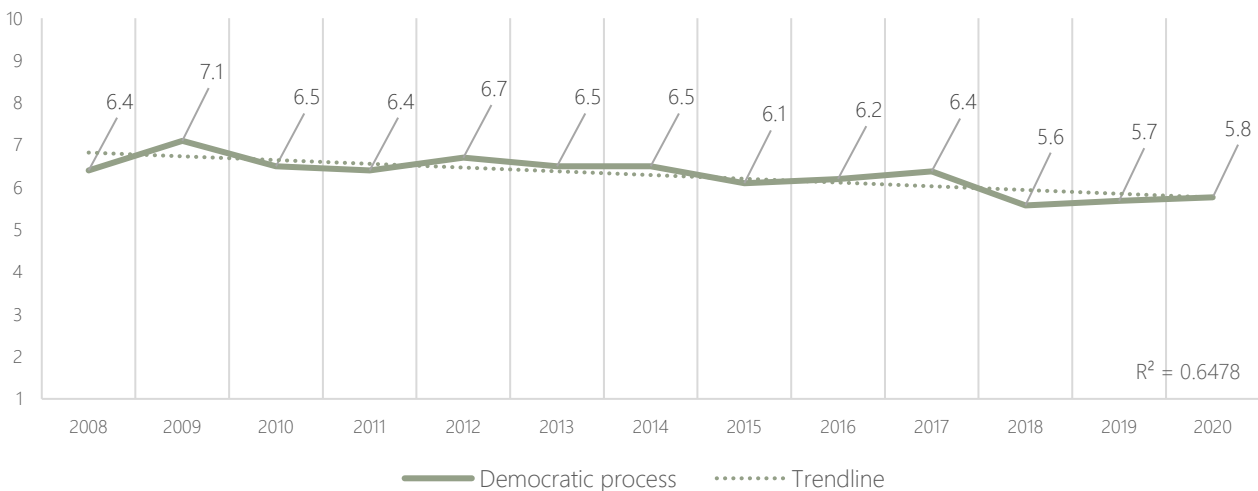


DEMOCRATIC PROCESS

How well does the Council perform in terms of 'Keeps people informed', 'Provides sufficient opportunities for people to have their say', 'Makes it easy for people to interact and engage with them', 'Listens and acts on the needs of the people', 'Makes it easy to for people to transact with Council'. New questions in 2020.



- In 2020, new service attributes were included in the survey to investigate Council's engagement with the community. Just 6-13% of residents were unsure about these ('Don't know' or 'Not applicable' responses).
- The overall average satisfaction score with MDC's democratic process (5.8) was similar to 2019 (5.7) and slightly above the 2018-2019 period.
- Ratings provided for democratic process attributes showed the greatest contribution towards overall satisfaction with Council's performance.
- Residents were most satisfied with general information provision ('Keeps people informed'); 61% were satisfied (on average 6.1). In contrast, fewer residents agreed that Council 'listens and acts on the needs of the people' (45%, 5.0 on average).
- Satisfaction with democratic processes was similar between Blenheim and other areas. However, the younger residents were, the lower ratings they provided.



There has been a moderate downward trend over time.

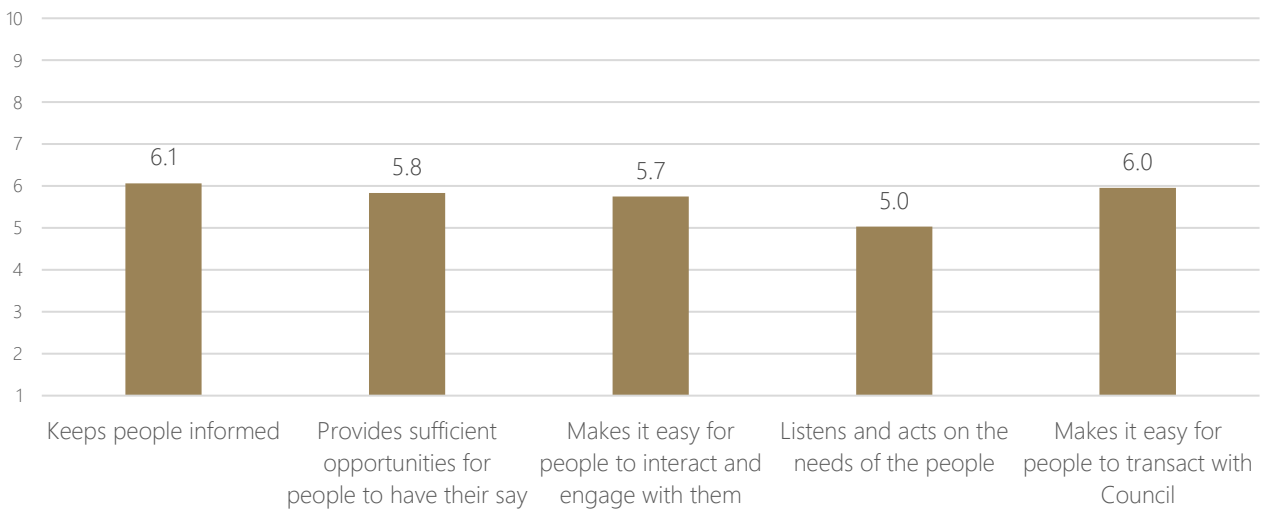
Democratic process unprompted comments (coded categories)

	Positive	Count	Negative	Count
Democratic process	Good communication / service	8	Don't listen to public / poor consultation	28
	Consult / engage with public	7	Poor communication	18
	Other positive	5	Poor decisions about services / facilities / spending	17
			Lack openness / transparency	15
			Other negative	5
			Concerns about councillors	2

Democratic process satisfaction percentages by area

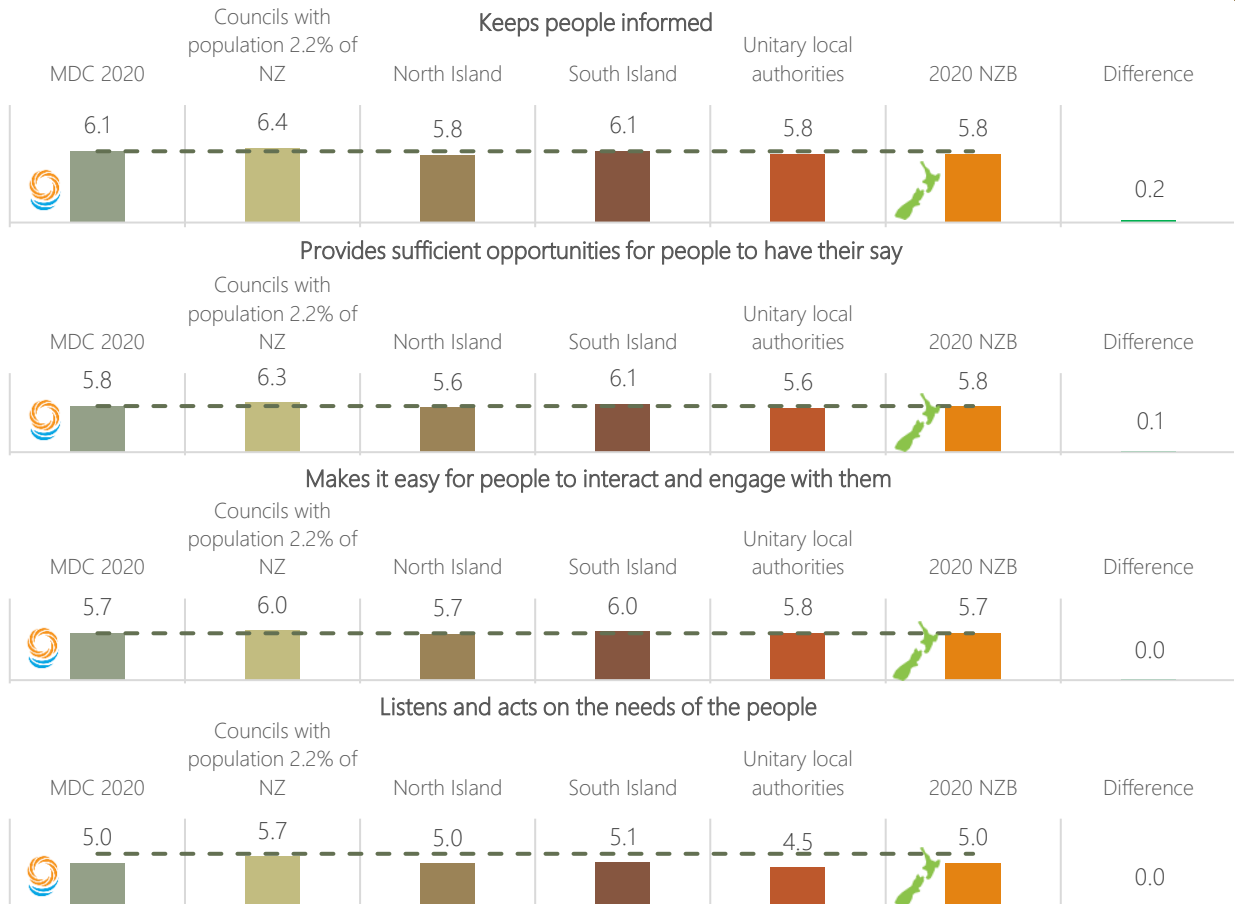
	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
<i>Keeps people informed</i>	57%	100%	58%	72%	59%	72%	58%	63%	61%
<i>Provides sufficient opportunities for people to have their say</i>	58%	100%	62%	65%	51%	57%	53%	59%	56%
<i>Makes it easy for people to interact and engage</i>	47%	100%	58%	78%	51%	65%	52%	57%	55%
<i>Listens and acts on the needs of the people</i>	45%	100%	44%	46%	42%	50%	43%	46%	45%
<i>Makes it easy for people to transact with Council</i>	61%	58%	62%	72%	50%	70%	54%	56%	58%

Attributes included in democratic process (average scores)



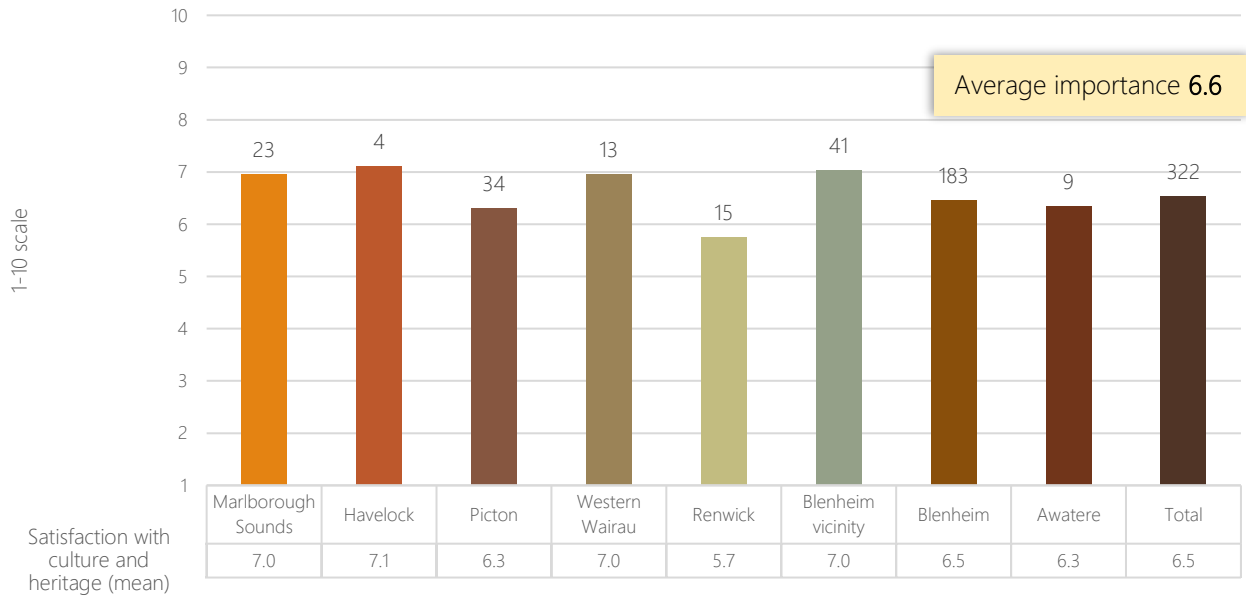
Democratic process – MDC vs. New Zealand average

MDC results related to democratic process and engagement with residents were compared to New Zealand averages based on SIL's 2020 New Zealand Benchmarking Survey (Nzb). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

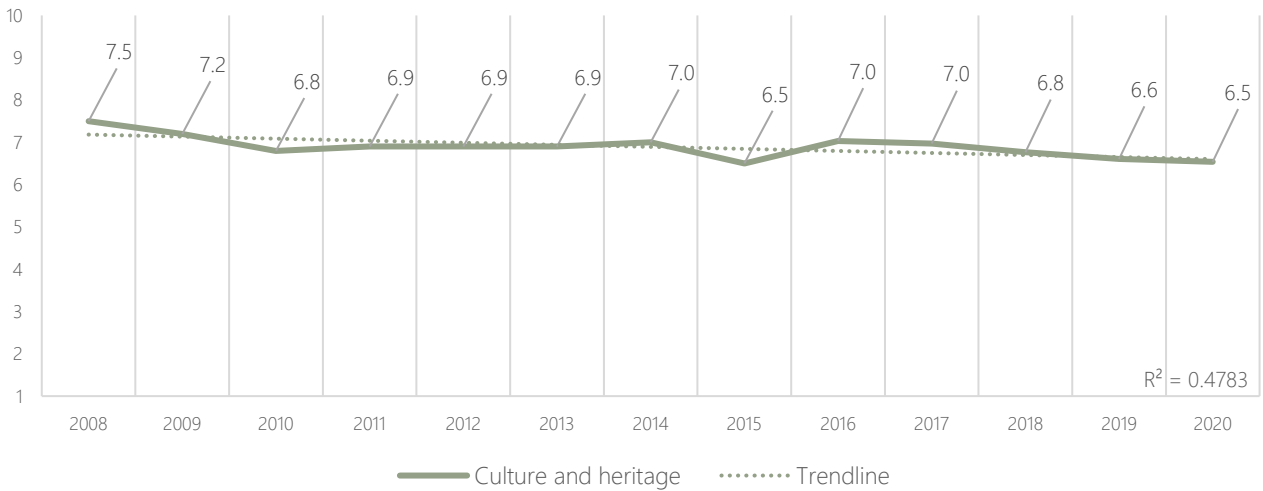


CULTURE AND HERITAGE

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



- Of 398 residents, 19% stated 'Don't know' or 'Not applicable' in relation to culture and heritage support.
- Overall, 7-in-10 residents were satisfied with culture and heritage support in the region. On average, there were no significant differences between 2019 (6.6) and 2020 (6.5) results.
- Older residents aged 65+ (7.4) were more likely to be satisfied with culture and heritage in the district.
- Satisfaction with this attribute closely matched the perceived importance of culture and heritage support in the district.



There has been a weak downward trend over time.

Culture and Heritage unprompted comments (coded categories)

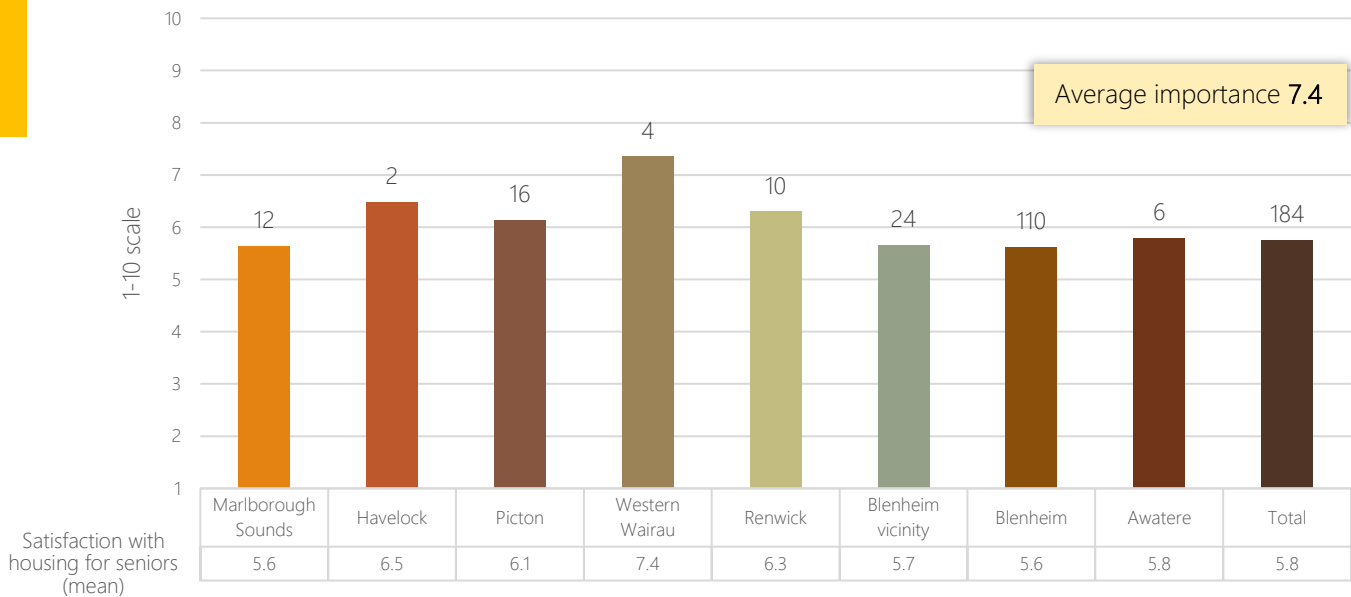
	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Culture and Heritage</i>	Good facilities / features	16	Not good use of money	6
	Well supported	9	Other negative	6
	Improvements needed	5	Heritage not preserved / need better protection	3
	Maori culture supported	4	Need more facilities / support	3
	Other positive	3		
	Good events	3		

Culture and Heritage satisfaction percentages by area

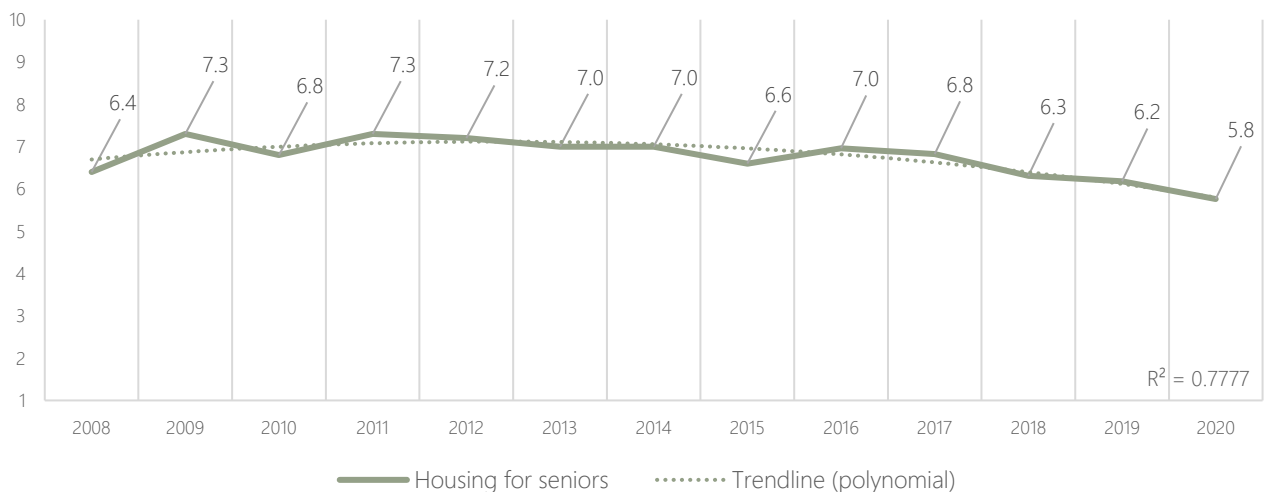
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Culture and heritage</i>	86%	66%	61%	78%	46%	80%	68%	68%	70%

HOUSING FOR SENIORS

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



- More than half of residents (54%) could not rate this service; this service concerns only a section of the community. Residents aged 18-39 were inherently less aware (65%) than older residents.
- Overall, 56% of residents rating this service were satisfied with the provision of houses for seniors; greater satisfaction was recorded amongst older residents 65+ (65%).
- The perceived importance of housing for seniors was greater than achieved performance ratings.



There has been no linear trend over time but rather a polynomial curve, which occurs when data fluctuates (with a decline in the past 4 years).

Housing for seniors unprompted comments (coded categories)

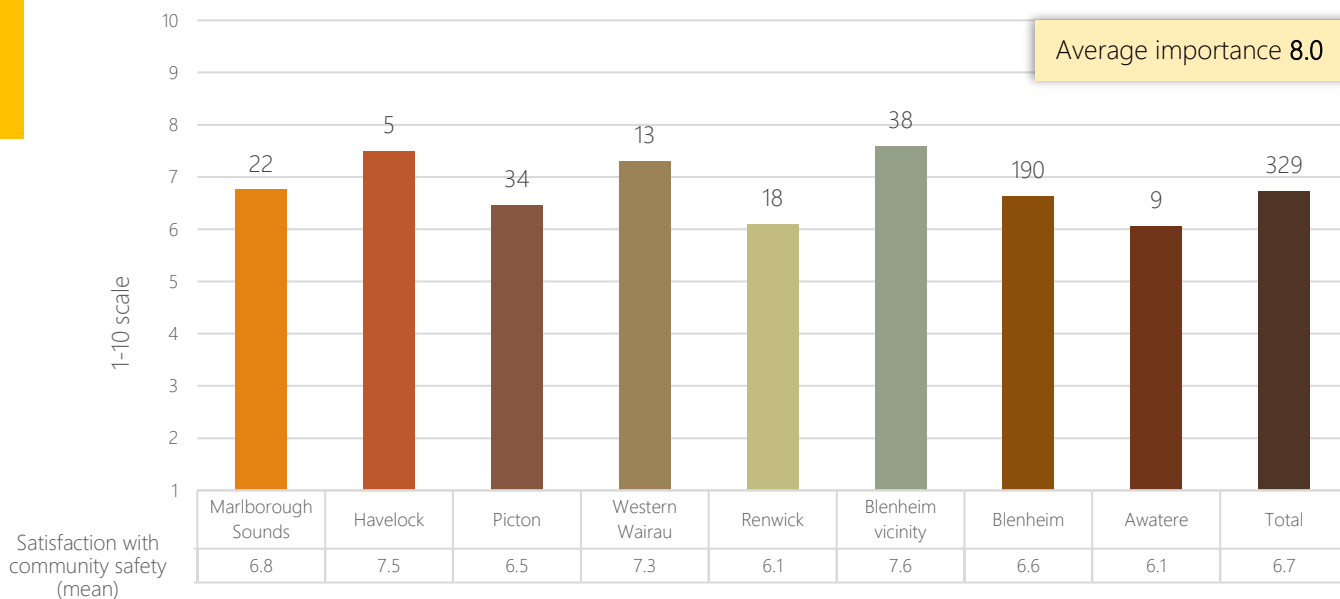
	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Housing for seniors</i>	Good service / support	8	Need more / not enough	5
	Other positive	4	Other negative	3
	Well maintained / good condition	3	More maintenance needed	2
			Not council responsibility	2

Housing for seniors satisfaction percentages by area

	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Housing for seniors</i>	63%	37%	81%	78%	59%	41%	53%	66%	56%

COMMUNITY SAFETY

How well does the Council perform in supporting community safety?



- After a two-year break, community safety was rated again in 2020; 72% of residents were satisfied with Council support of community safety (6.7 on average).
- This result was below the historical tracking average.
- The perceived importance of community safety was greater compared to the performance rating.
- Younger residents (18-39) were less satisfied with community safety (6.0).



Community safety unprompted comments (coded categories)

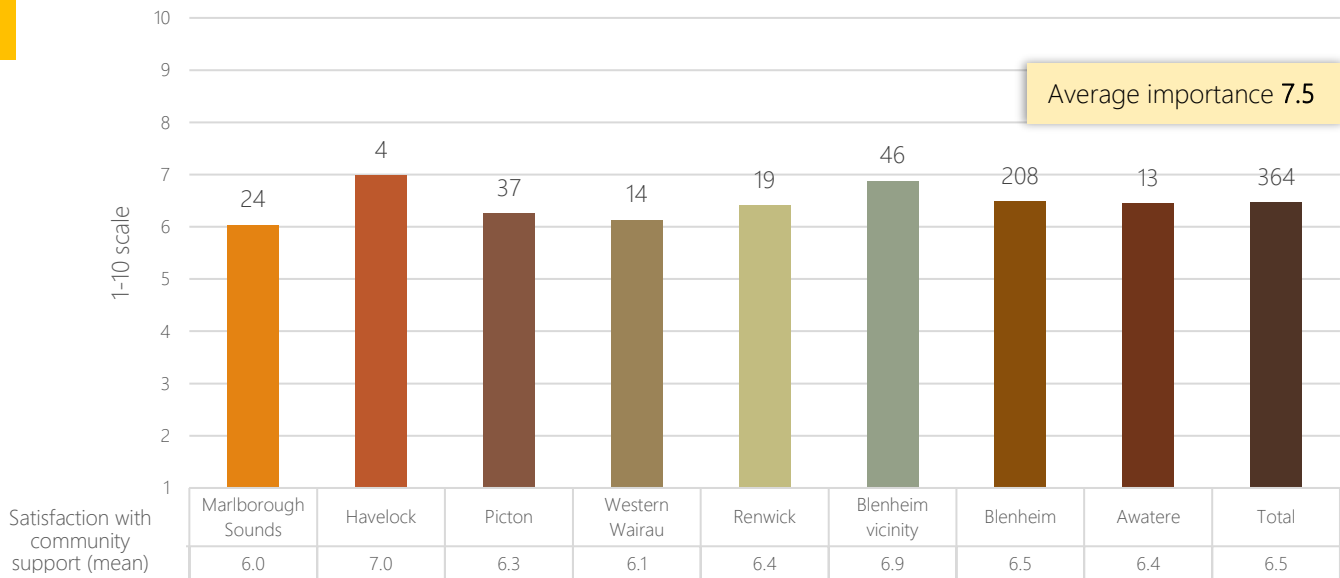
	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Community safety</i>	A safe community / feel safe	17	Not safe / don't feel safe	7
	Do a good job	11	Issue: roads / traffic / paths	5
	Other positive	5	Other negative	2
	Amenities / infrastructure well-maintained	4	Not Council responsibility / police role	1
	Well policed	3		
	Improvements needed	2		

Community safety satisfaction percentages by area

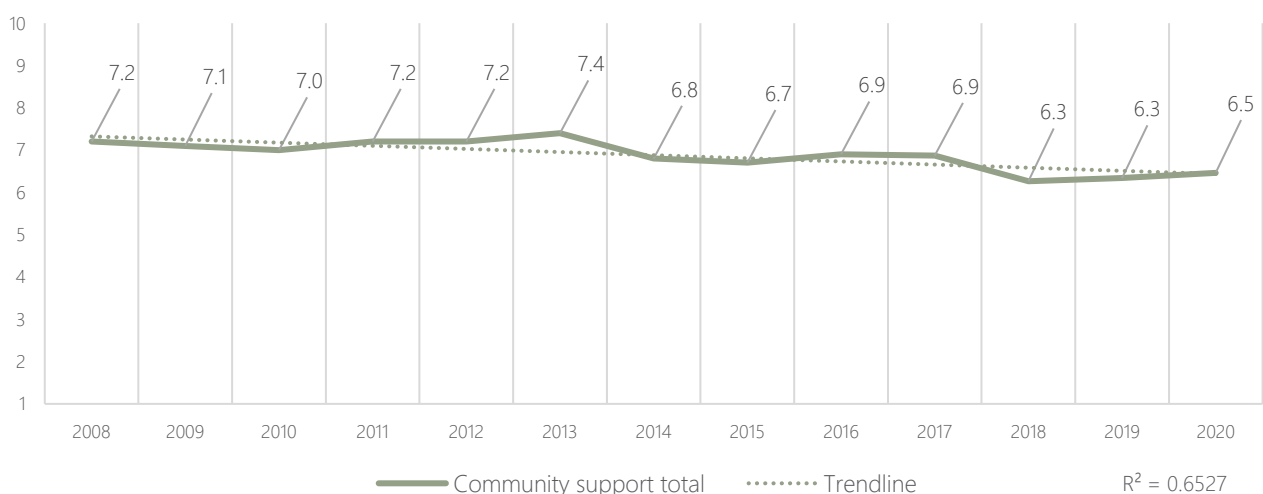
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Community safety</i>	74%	72%	64%	85%	54%	93%	71%	57%	72%

COMMUNITY SUPPORT

How well does the Council perform in providing community support services, bus service in Marlborough*, total mobility scheme and funding for community events and Energy Efficiency Loan Scheme**? *Question was reworded in 2020. **New question in 2020.



- Around one-third of residents could not provide ratings for community support services for positive ageing, youth, community grants (35%), bus service (35%), and funding (36%); 56% did not rate mobility scheme. Again, these services relate to only a specific section of the community.
- Most services related to community support were on par with 2019. The Marlborough bus service received significantly higher ratings in 2020 (6.2, against 5.8 in 2019). This improvement could be attributed to the extended coverage/service in 2020.
- The Energy Efficiency Loan Scheme (a new service in 2020) received, on average, a good score (6.5, 68% satisfied residents). Again, only a limited number of residents could provide a rating (59% 'Don't know' or 'Not applicable').
- Older residents aged 65+ were more likely to be satisfied with community support services (7.0).
- The perceived importance of community support was greater compared to corresponding performance ratings.



There has been a moderate downward trend over time, mostly driven by declining satisfaction with community funding.

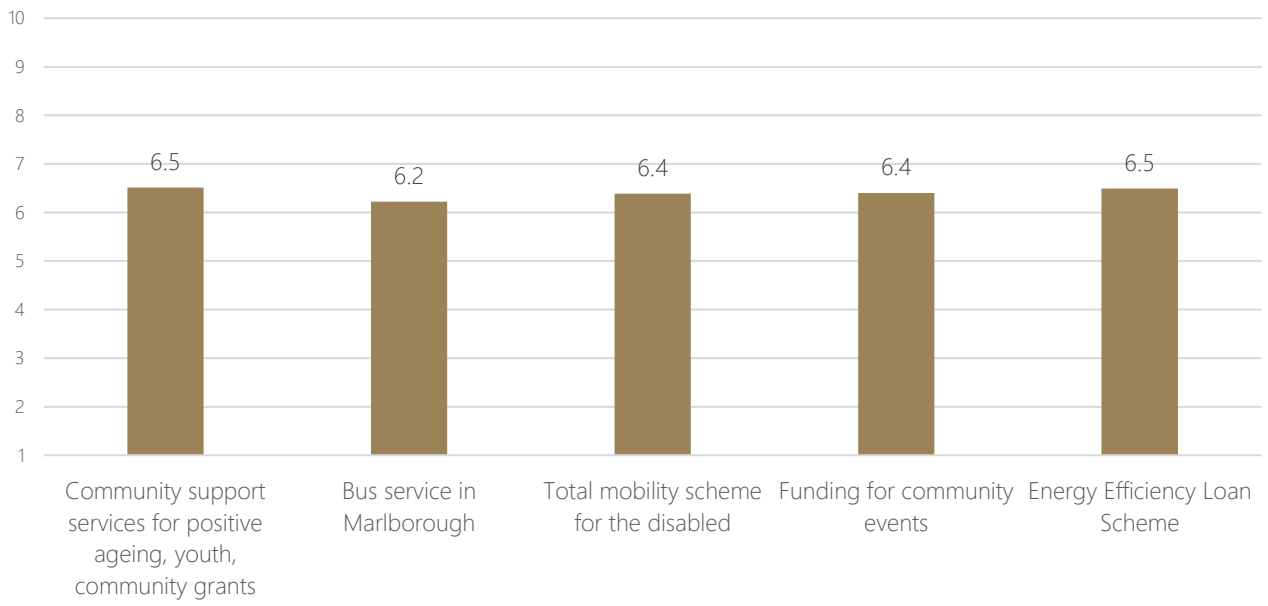
Community support unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Community support services</i>	Good support services	10	Lack of services	4
	Council is supportive	7	Unaware of services	1
	Wide range of groups supported	4	Other negative	1
	Other positive	2		
<i>Bus service in Marlborough</i>	Good service	14	Insufficient services	12
	Extended coverage / services	6	Not used enough	4
	Good that it's provided	6	Other negative	4
	Improvements needed	3	Poor timetable	3
	Other positive	3		
	Reliable service	2		
<i>Total mobility scheme</i>	Frequent services	2		
	Good service / support	10	Not well supported / policed	2
	Well used / supported	7	Poor accessibility / disability parking	2
	Needs improvement / more support	1		
<i>Funding community events</i>	Good events	8	Wider range of events needed	2
	Well supported	8	Other negative	2
	Other positive	2	Not best use of ratepayers' money	1
<i>Energy Efficiency Loan Scheme</i>	Good scheme	10	Need more information	3
	Easy to use / access	5	Too expensive / high interest rates	2
	Have used scheme	3	Needs more council support / funding	2
	Other positive	2	Other negative	2

Community support satisfaction percentages by area

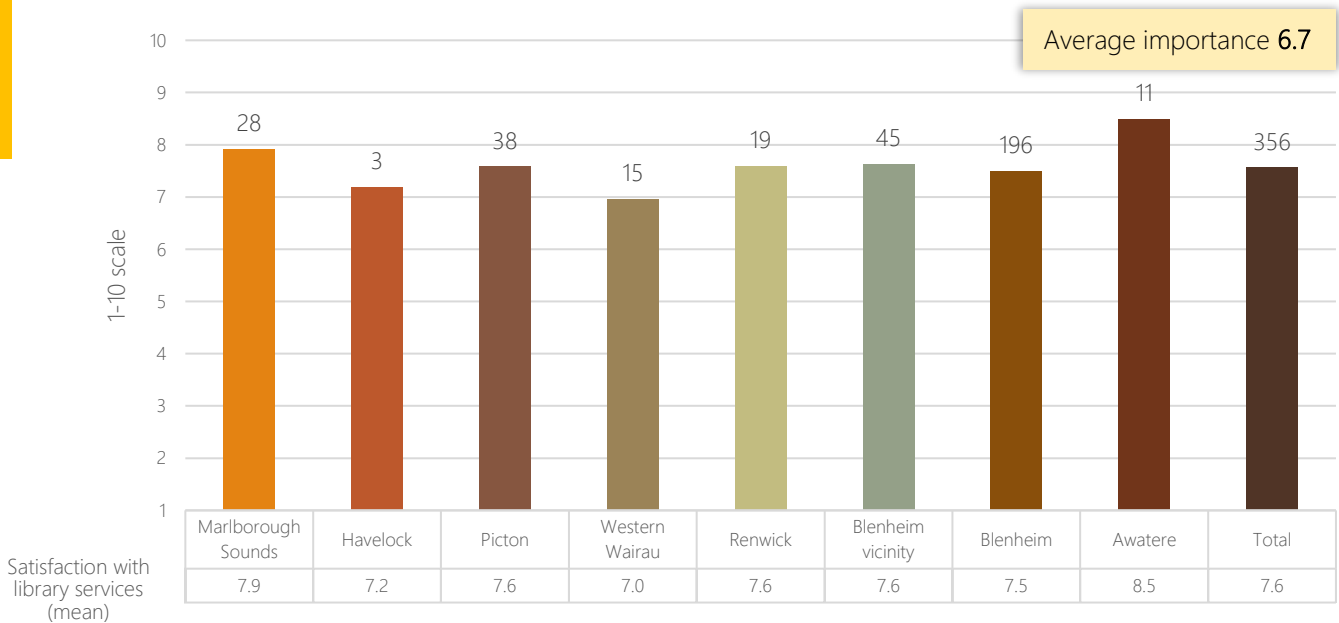
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Community support services</i>	39%	58%	75%	39%	53%	79%	73%	72%	69%
<i>Bus service in Marlborough</i>	49%	44%	57%	85%	52%	67%	72%	33%	67%
<i>Total mobility scheme for the disabled</i>	64%	54%	64%	68%	48%	83%	68%	46%	68%
<i>Funding for community events</i>	64%	37%	57%	69%	47%	72%	69%	87%	67%
<i>Energy Efficiency Loan Scheme</i>	49%	0%	60%	66%	70%	95%	68%	31%	68%

Attributes included in community support (average scores)

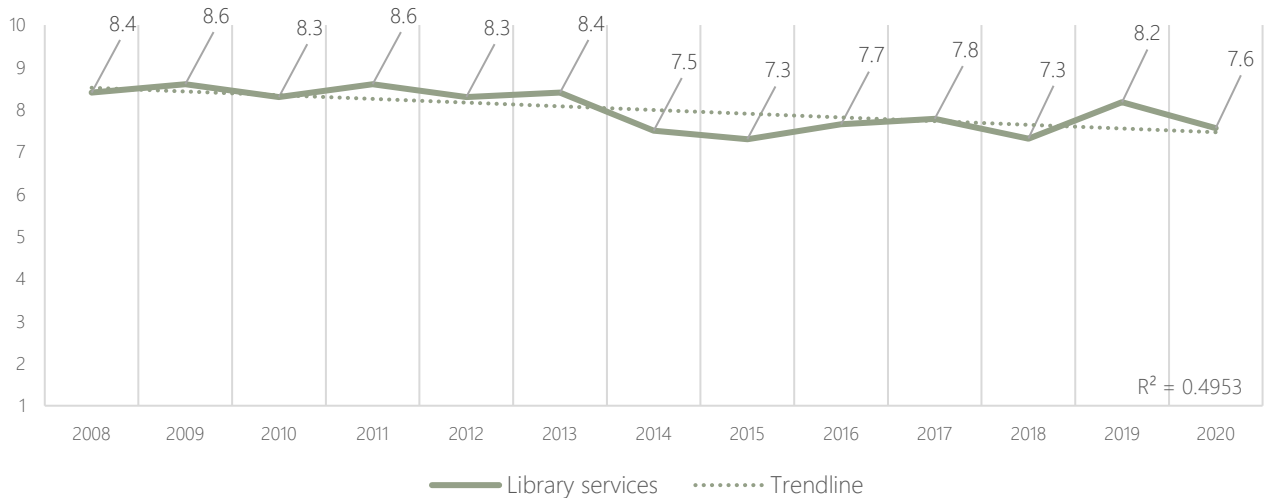


LIBRARY SERVICE

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



- Most residents rated public library services in Marlborough (only 11% stated 'Don't know' or 'Not applicable'), with 83% satisfied with the service.
- On average, library services resulted in a lower score (7.6) compared to 2019, but similar to 2014-2018 results.
- Most feedback was positive overall. However, a substantial number of comments suggested unhappiness with the proposed new library in Blenheim (28% of all comments).
- Satisfaction with library services was greater compared to perceived importance.
- Older residents (65+) were more likely to be satisfied with library services (8.3).



Library services resulted in more consistent ratings in the past 7 years.

Library service unprompted comments (coded categories)

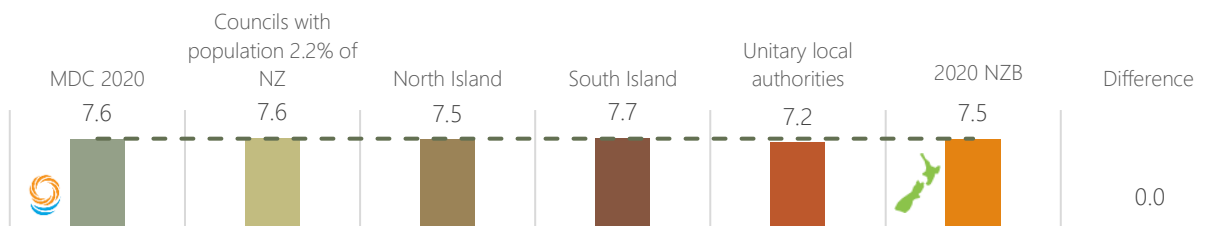
	Positive	Count	Negative	Count
<i>Library services</i>	Good service	60	New library not needed / wanted	13
	Good facilities / resources	28	Not good use of money	8
	Good staff	21	Libraries outdated / not relevant	3
	Looking forward to new Blenheim library	12	Other negative	1
	Current library fine / don't need new one	10		
	Other positive	7		
	New Picton library good	7		
	Improvements needed	4		

Library service satisfaction percentages by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
<i>Library services</i>	91%	56%	82%	72%	86%	85%	82%	100%	83%

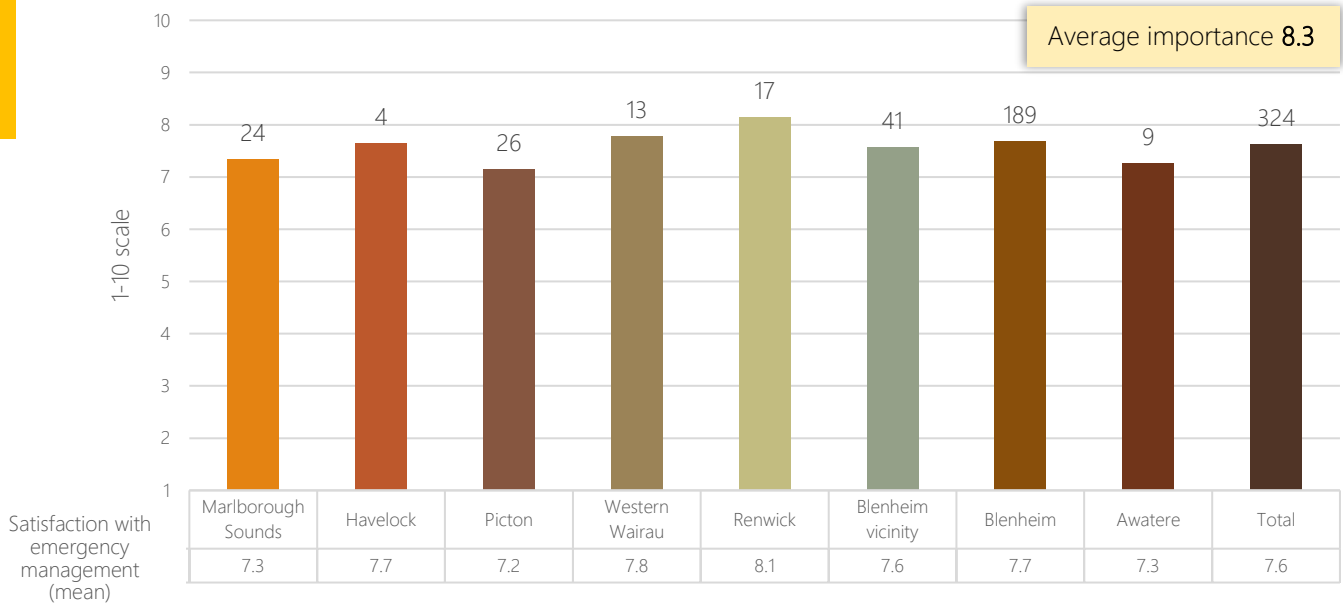
Public library – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL's 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

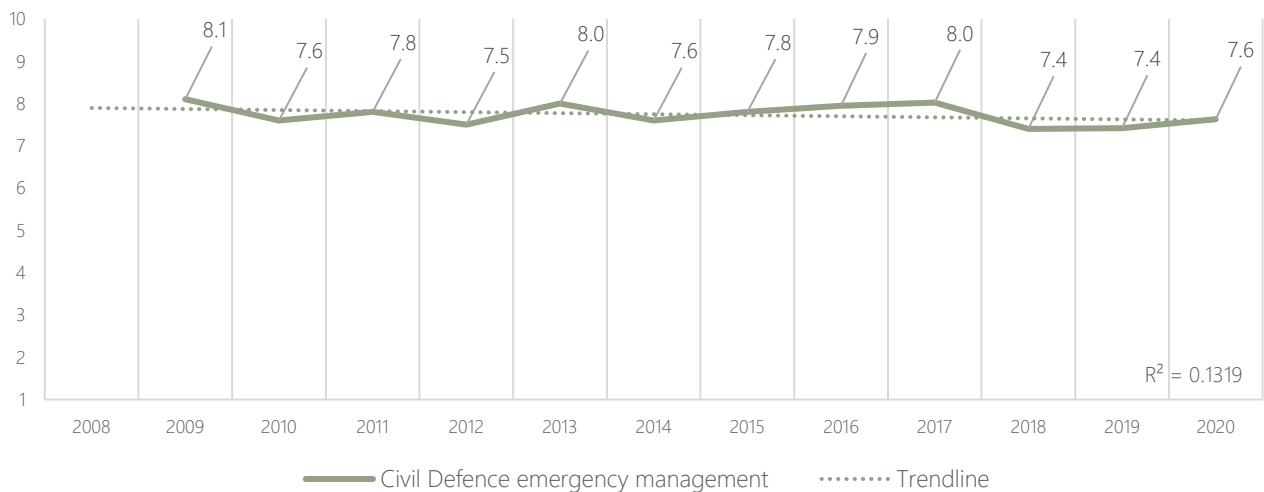


EMERGENCY MANAGEMENT

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



- Overall, 84% of residents were satisfied with Civil Defence emergency management in Marlborough region; only 19% could not provide a rating.
- A good response to the COVID-19 outbreak was noted by the community.
- Civil Defence management received similar ratings from all community members.
- The perceived importance of this service was still slightly higher compared to recorded performance.



There have been no significant differences over time in average ratings related to Civil Defence management.

Emergency services unprompted comments (coded categories)

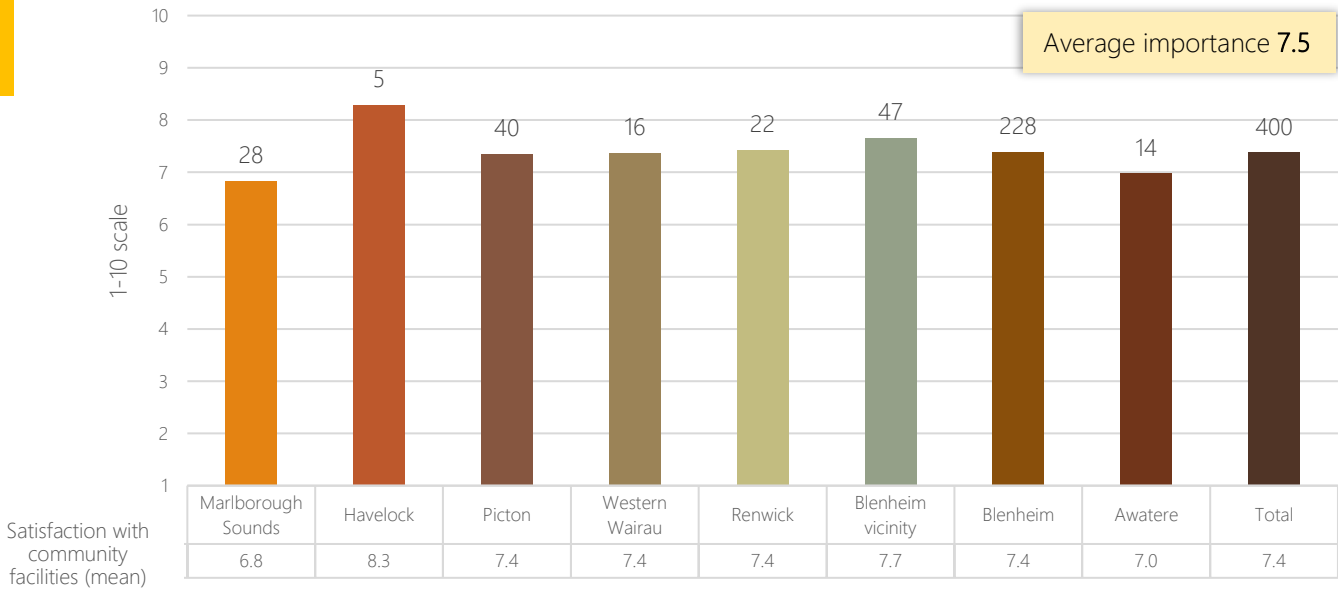
	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Civil Defence emergency management</i>	Do a good job	36	Poorly managed	2
	Good service	19	Other negative	2
	Good information / communication	13	Not visible / should provide more	1
	Prompt response	10		
	Pro-active / plan for future events	7		
	Good response to COVID-19	6		
	Good response to earthquakes	6		
	Other positive	5		
	Seem to be prepared	4		

Emergency services satisfaction percentages by area

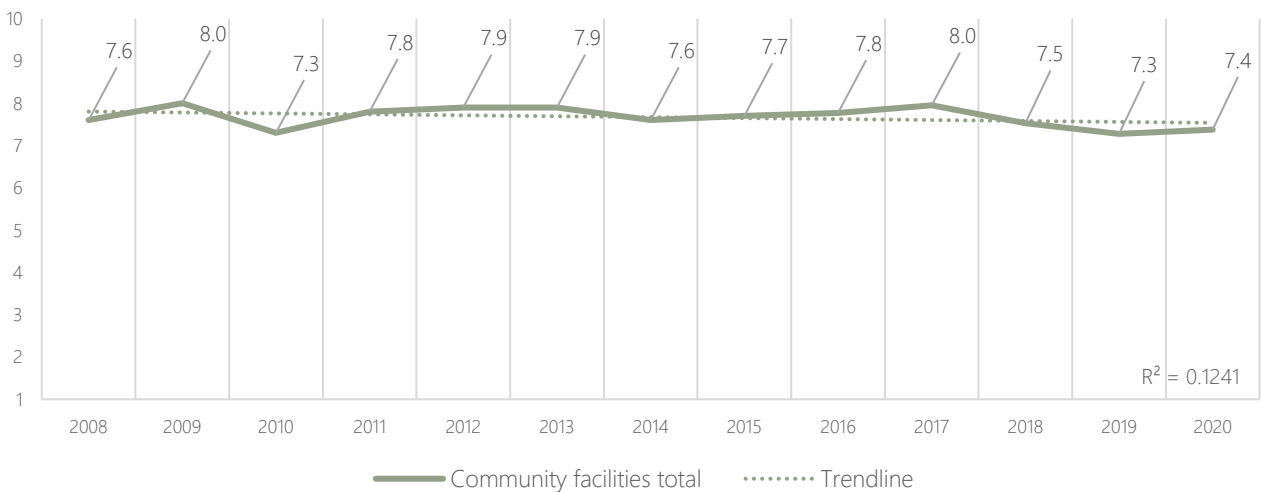
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Civil Defence emergency management</i>	85%	67%	79%	92%	84%	84%	85%	69%	84%

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?



- On average, residents were satisfied with the community facilities provided by the Council (7.4), similar to 2019 (7.3).
- Parks & reserves (7.7), swimming pools (7.6) and cemeteries (7.6) were the top-rated community facilities.
- Satisfaction with community facilities closely matched the perceived importance of these services in the community.
- Most residents rated each facility; fewer residents could rate community halls or cemeteries (33% and 27% 'Don't know' responses respectively).
- Lower satisfaction ratings for swimming pools were recorded in Marlborough Sounds (6.5, no swimming pool facilities available) and Awatere (6.8, community pool open in summer only).
- Residents from Marlborough Sounds were also the least satisfied with cemeteries (6.4), although the smaller sample should be taken into account.



There have been no significant differences over time in average ratings related to community facilities.

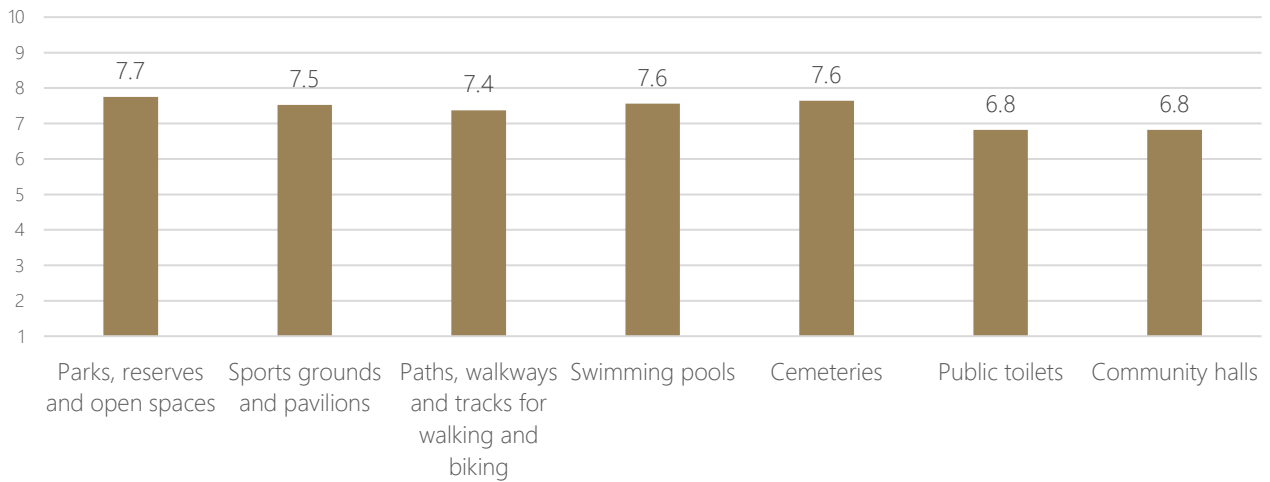
Community facilities unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Parks and reserves and open spaces</i>	Well maintained / good condition	59	More needed for children	2
	Valuable / excellent places	35	Insufficient	1
	Plenty / variety of spaces / facilities	15		
	Have been improved / upgraded	9		
	Improvements / upgrades needed	7		
	Clean	6		
<i>Sports grounds</i>	Good / modern facilities	27	Affected by wet weather	3
	Well maintained / good condition	10		
	Other positive	6		
	More rubbish bins needed	1		
<i>Paths, walkways and tracks for walking and biking</i>	Good / Excellent quality	38	Poorly maintained	7
	Well maintained	18	Insufficient / more needed	5
	Plenty / variety of options / spaces	16	Poorly designed / developed	5
	Valuable / excellent assets	14	Improvements / upgrades needed	3
	Upgrades / improvements needed	13	Other negative	2
	Have been improved / upgraded	7		
	Other positive	3		
<i>Swimming pools</i>	Good facility / valuable asset	56	Need new / upgraded pool	4
	Well maintained / good condition	18	Poorly maintained	3
	Upgrades / improvements needed	6	Other negative	2
	Other positive	5		
	Clean	4		
<i>Cemeteries</i>	Well maintained / good condition	41	Poorly maintained	2
	Good facility / valuable asset	20	Other negative	1
	Clean	7		
	Other positive	6		
<i>Public toilets</i>	Well maintained / good condition	25	Poorly maintained / unclean	13
	Clean	22	Lack toilet paper / soap	5
	Good number / plenty available	10	Insufficient toilets	2
	Improvements needed	2		
	Other positive	2		
<i>Community halls</i>	Good facilities	19	Poorly maintained	2
	Well maintained / good condition	10	Other negative	1
	Other positive	1		

Community facilities satisfaction percentages by area

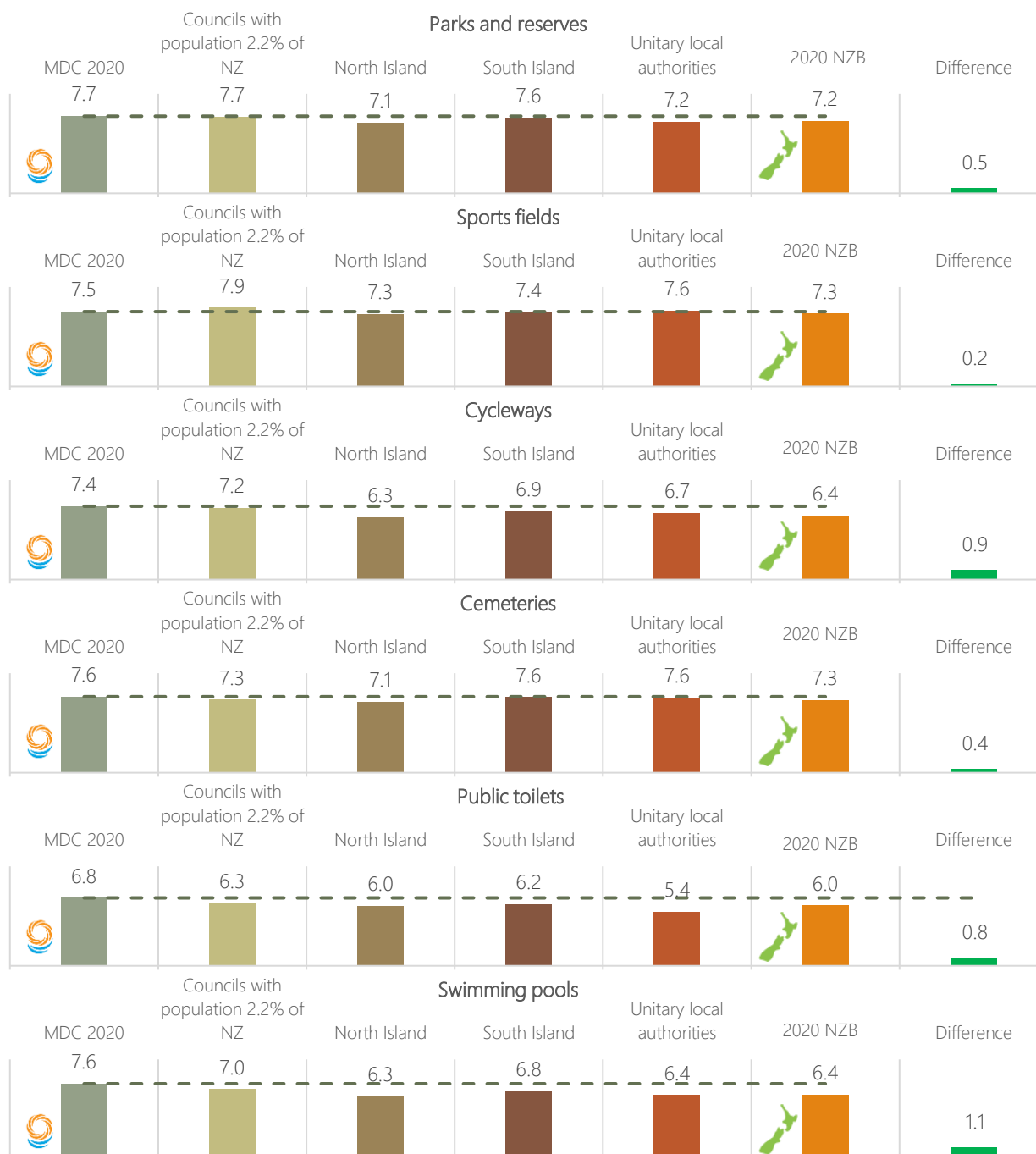
	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
<i>Parks and reserves</i>	77%	100%	85%	87%	82%	98%	88%	90%	88%
<i>Sports grounds</i>	90%	100%	88%	83%	85%	100%	85%	90%	87%
<i>Paths, walkways and tracks</i>	69%	100%	80%	81%	84%	94%	80%	75%	81%
<i>Swimming pools</i>	73%	100%	83%	100%	84%	98%	85%	80%	86%
<i>Cemeteries</i>	66%	100%	79%	83%	89%	98%	88%	76%	86%
<i>Public toilets</i>	72%	100%	82%	79%	73%	89%	72%	67%	76%
<i>Community halls</i>	67%	100%	61%	86%	60%	95%	73%	90%	75%

Attributes included in community facilities (average scores)



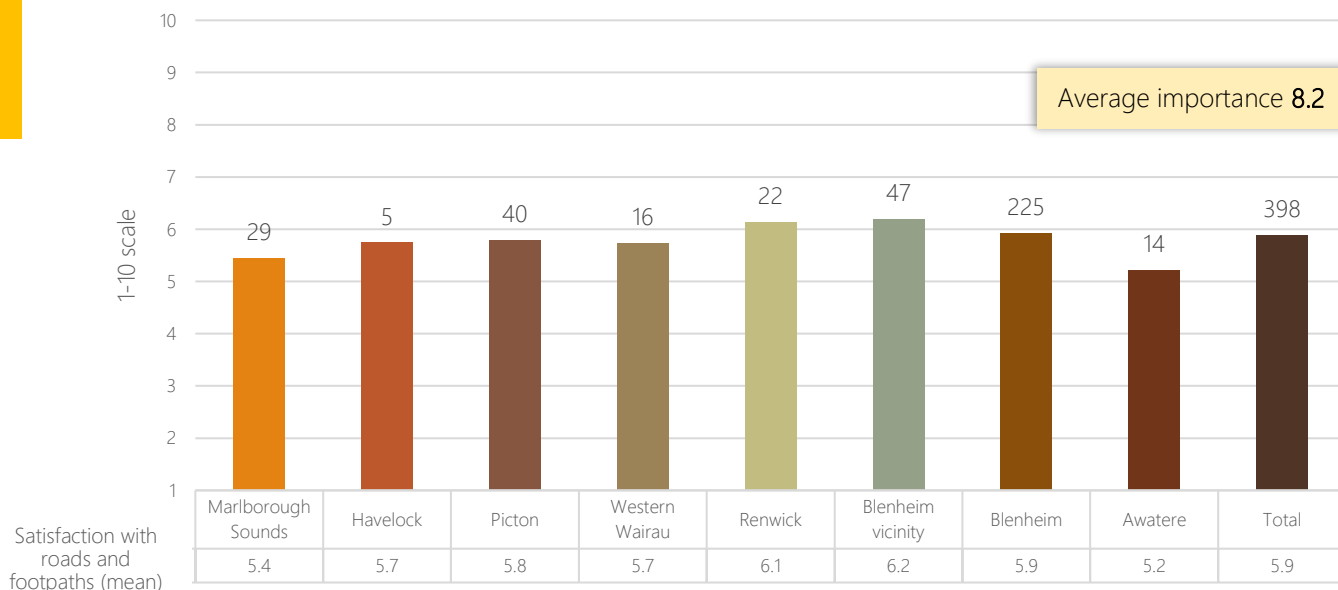
Community facilities – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL's 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

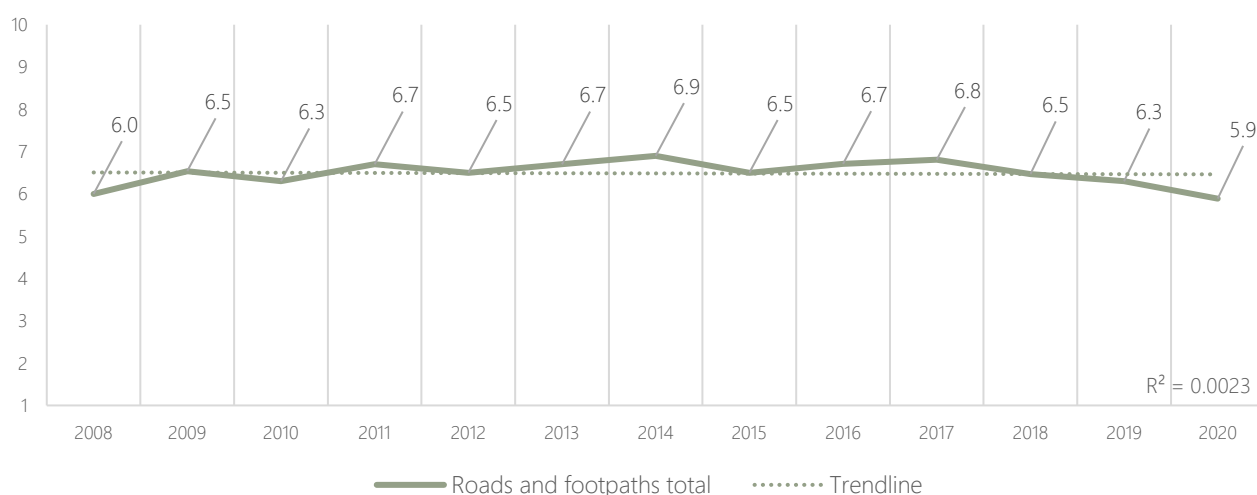


ROADS AND FOOTPATHS

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



- Overall, satisfaction with Roads in total was down in 2020 (5.9) compared to 2019 results (6.3), especially for sealed roads (5.5).
- Although just half of residents were satisfied with unsealed roads (52%), a larger percentage of residents could not provide a rating ('Not applicable', 25%)
- Similar to 2019, there was an increase in comments related to potholes (29%) and poor repairs (24%).
- Reflecting this sentiment, roads and footpaths recorded the greatest negative difference between perceived importance and satisfaction.
- However, perceptions of street lighting were more positive (74% satisfied, 6.7 on average).



Satisfaction with roads and footpaths has been stable over time. However, with roads only (especially sealed roads), satisfaction has tended to decline.

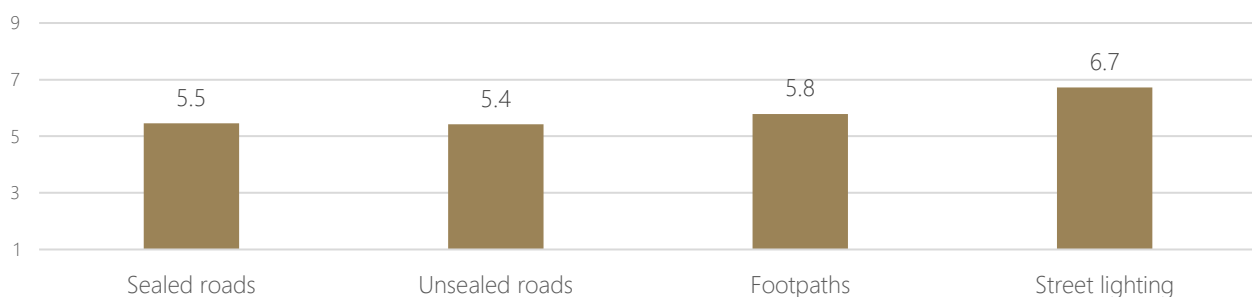
Roads and footpaths unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Sealed Roads</i>	Good condition	17	Potholes	23
	Improvements needed	5	Poor quality repairs / surfaces	19
	Well-maintained	3	Lack of maintenance	15
	Other positive	1	Uneven / bumpy roads	8
			Dangerous roads / layouts	7
			Other negative	5
			Traffic lights / markings needed	2
<i>Unsealed Roads</i>	Roads are fine	5	Uneven / ungraded roads	12
	Maintenance improved	2	Lack of maintenance	10
			Potholes	8
			Dangerous roads / layouts	7
			Other negative	3
			Should be sealed	1
<i>Footpaths</i>	Good condition	12	Lack of maintenance	15
	Improvements needed	6	Uneven / cracked	15
	Well maintained	3	Other negative	11
	No problems	3	Dangerous / trip hazard	10
	Other positive	3	Unsafe for elderly / mobility scooters / wheelchairs	5
			Tree roots	2
			No / incomplete footpath	2
<i>Street lighting</i>	Good / well-lit	27	More lighting needed	7
	Good lighting quality	6	Poor light quality	4
	No problems	6	Poor maintenance / slow replacement	2
	Other positive	3	Other negative	1

Roads and footpaths satisfaction percentages by area

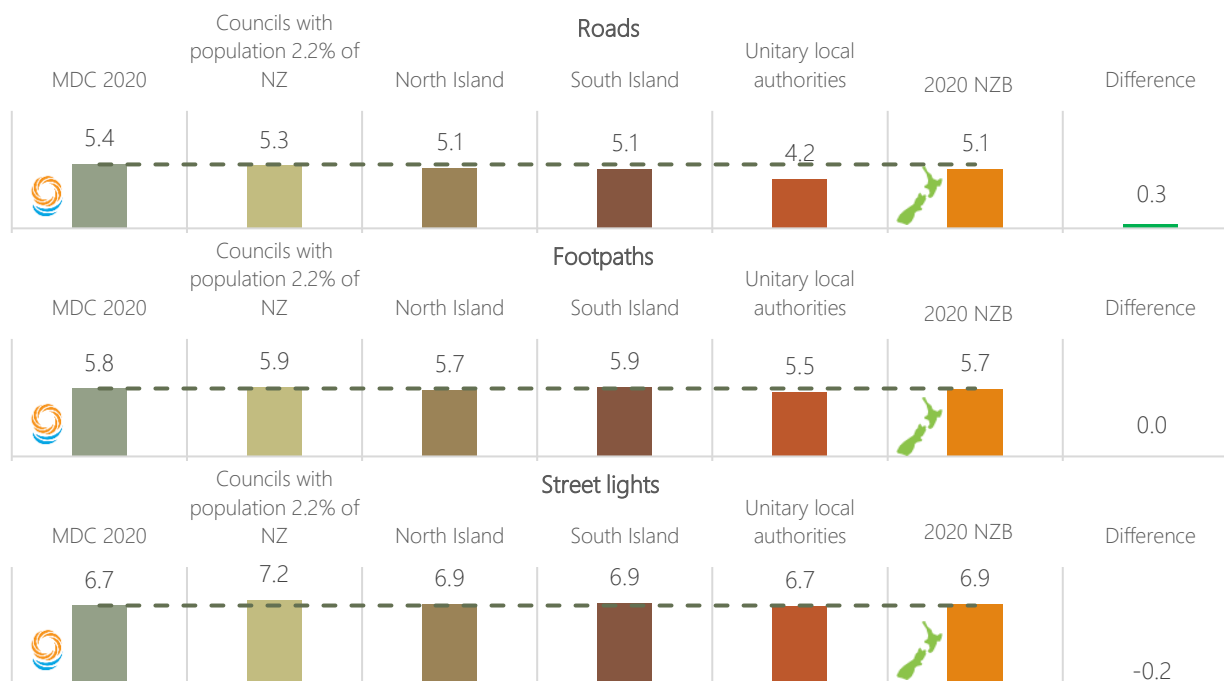
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Sealed Roads</i>	41%	38%	42%	55%	53%	61%	54%	30%	52%
<i>Unsealed Roads</i>	45%	38%	60%	56%	61%	39%	53%	47%	52%
<i>Footpaths</i>	53%	67%	50%	82%	74%	55%	58%	54%	58%
<i>Street lighting</i>	69%	67%	71%	75%	77%	84%	73%	73%	74%

Attributes included in roads and footpaths (average scores)



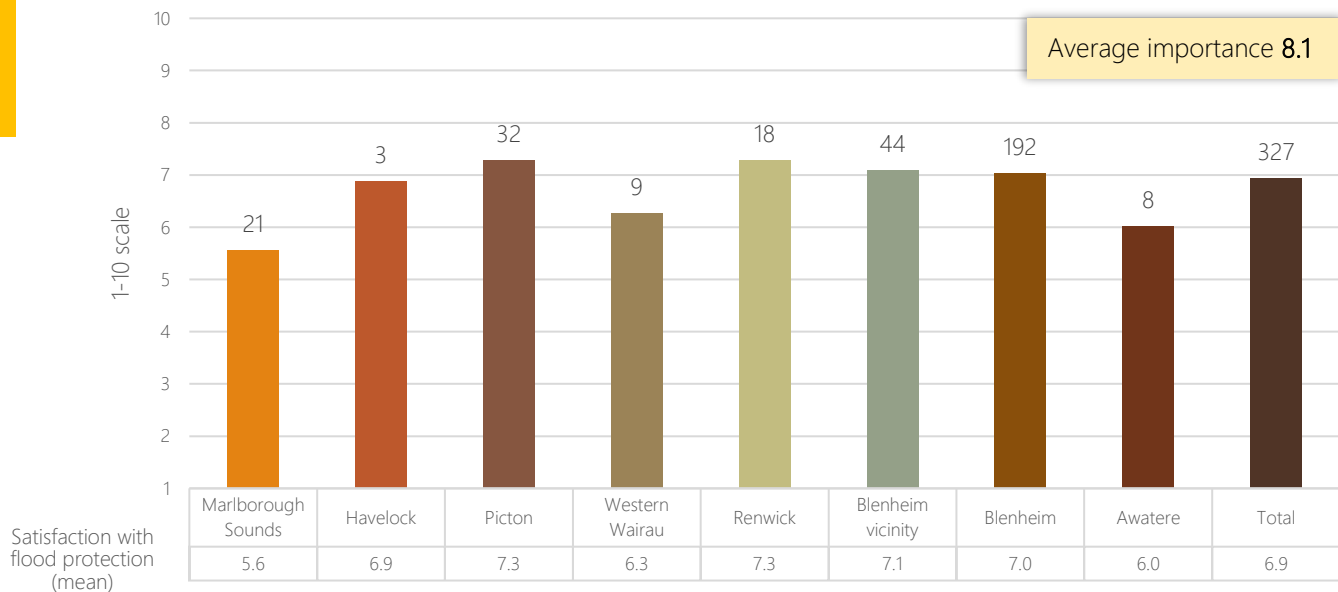
Roads and footpaths – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL’s 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

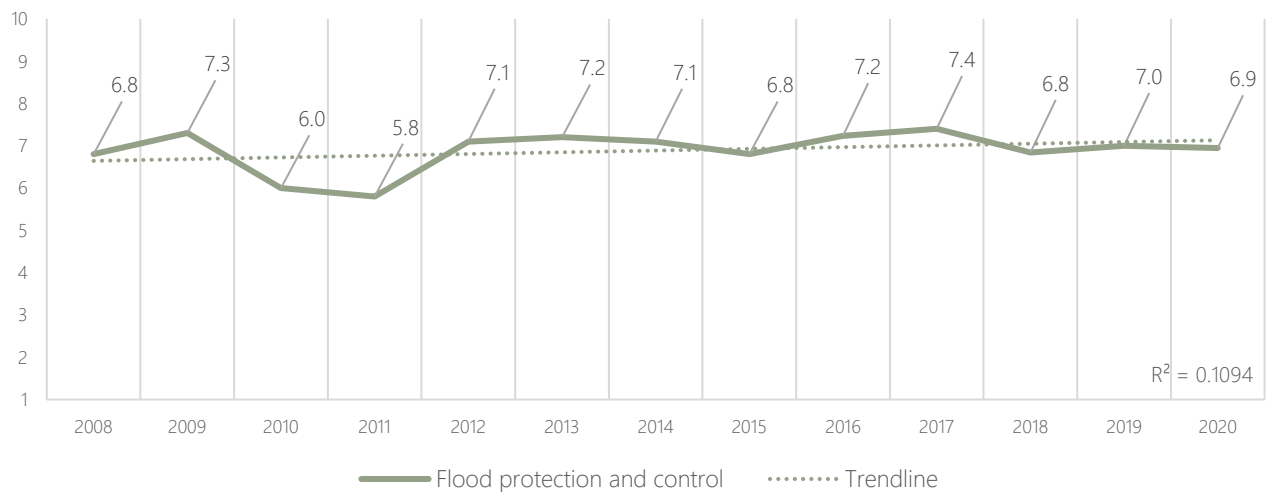


FLOOD PROTECTION AND CONTROL

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



- Overall, satisfaction with flood protection and control was on par with the historical tracking average; 76% of residents were satisfied with this service in 2020.
- The perceived importance of flood protection was greater compared to satisfaction with this service.



Satisfaction with flood protection and control has been stable over time.

Flood protection and control unprompted comments (coded categories)

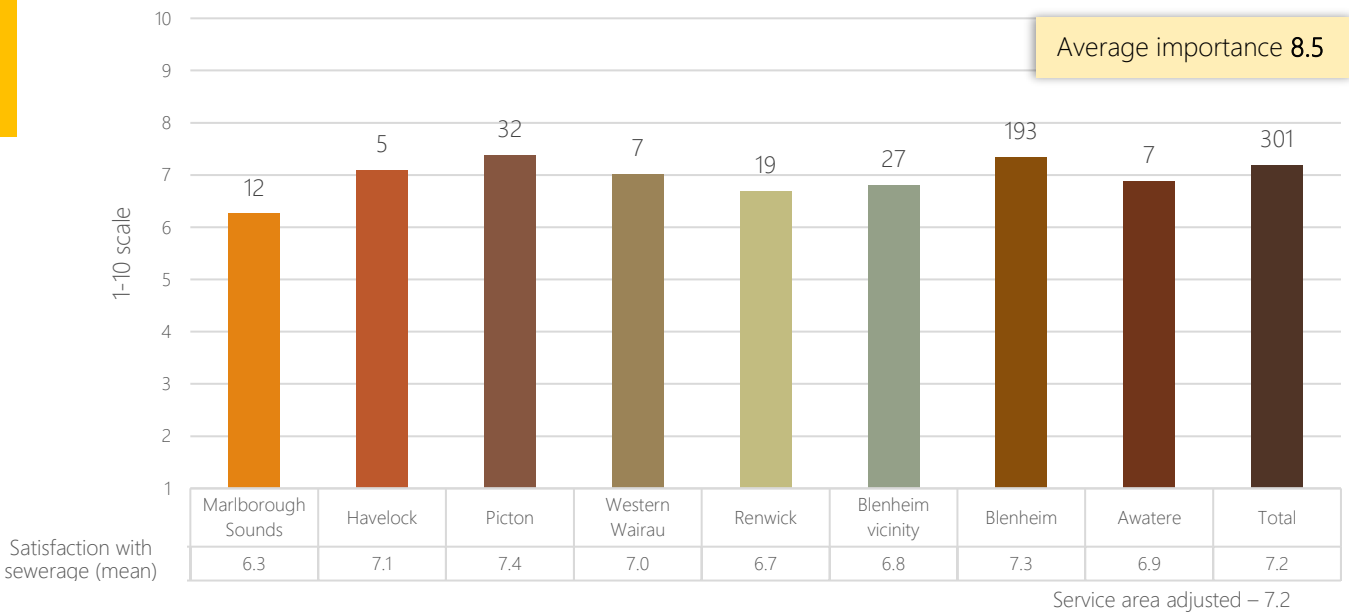
	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Flood protection and control works</i>	Well maintained	17	Maintenance needed	7
	No problem / rarely floods	13	Flooding a problem	6
	Sufficient protection in place	10	Other negative	2
	Other positive	1	Erosion	1

Flood protection and control satisfaction percentages by area

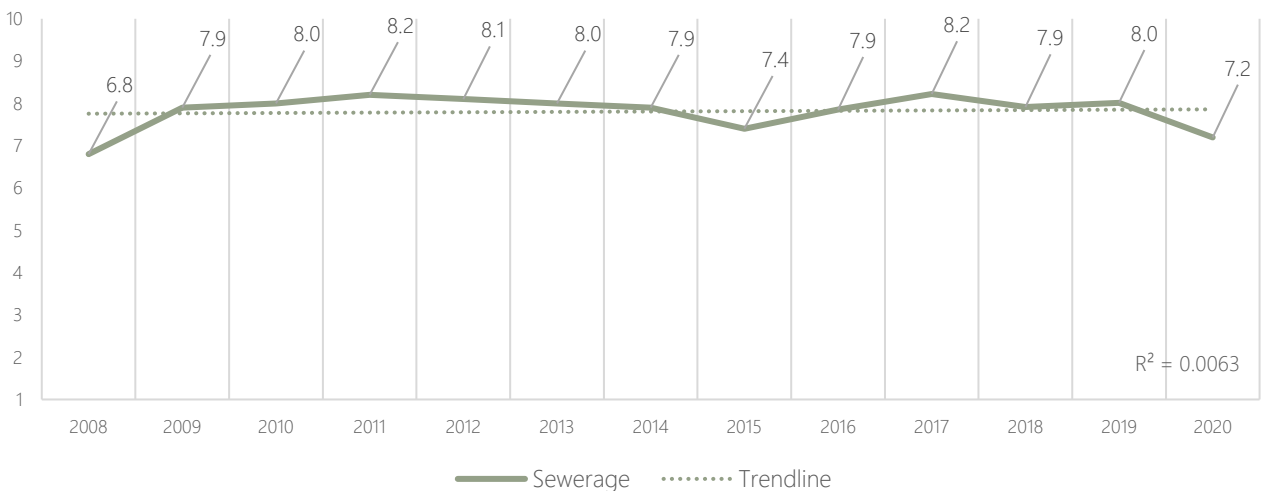
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Flood protection and control works</i>	51%	100%	79%	54%	81%	85%	77%	68%	76%

SEWERAGE

How well does the Council perform in providing sewerage?



- Around one-quarter of residents (24%) did not provide ratings for this service ('Don't know' or 'Don't receive' responses).
- Overall, satisfaction with sewerage was below the historical tracking average (7.2); however, 8-in-10 residents were still satisfied with this service (79%).
- The perceived importance of the sewerage service was greater compared to satisfaction with this service.



Satisfaction with sewerage has, on average, been stable over time.

Sewerage unprompted comments (coded categories)

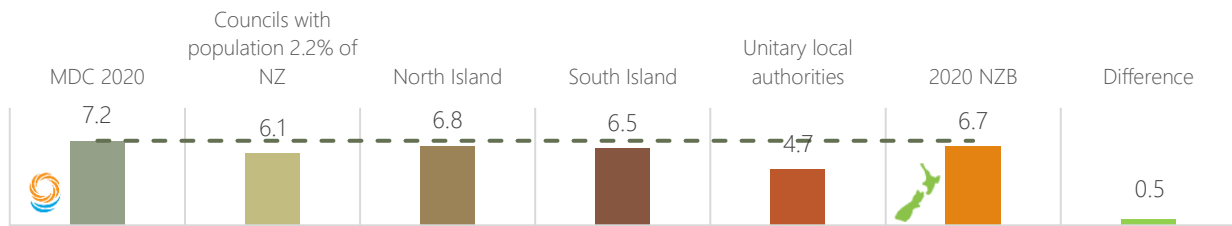
	Positive	Count	Negative	Count
Sewerage	No problems / functions well	51	Need maintenance	5
	Effective upgrades	10	Discharge management needed	3
	Other positive	3		

Sewerage satisfaction percentages by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Sewerage	56%	100%	76%	72%	72%	77%	81%	83%	79%

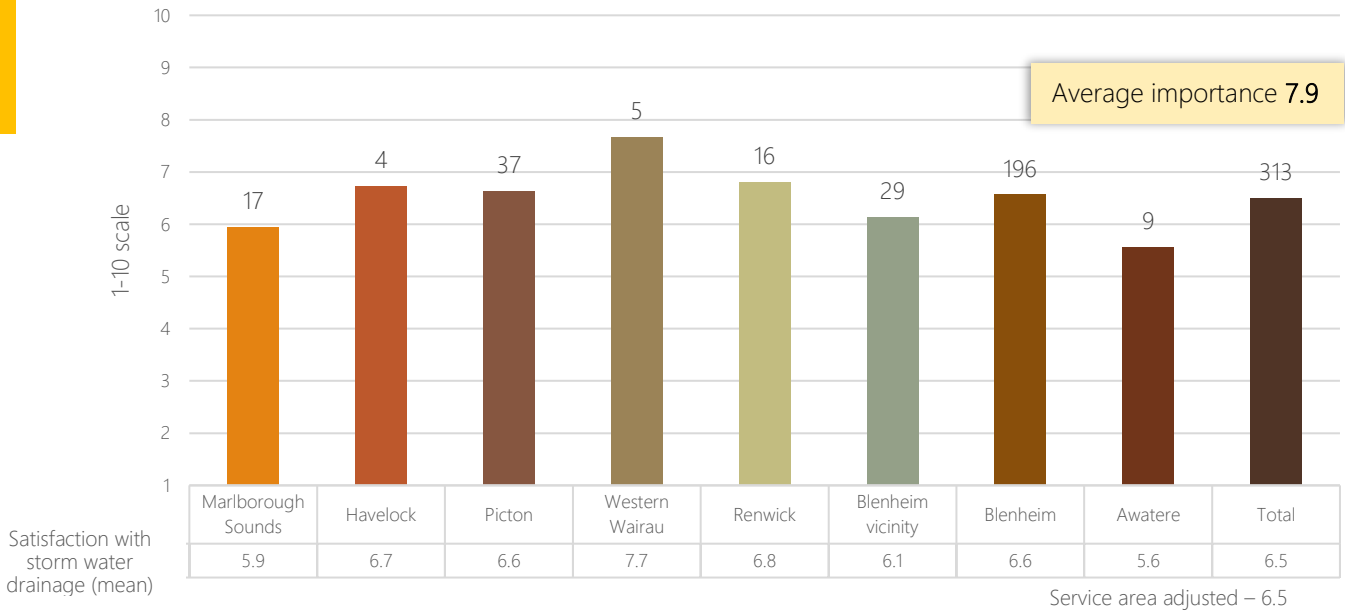
Sewerage – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL’s 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

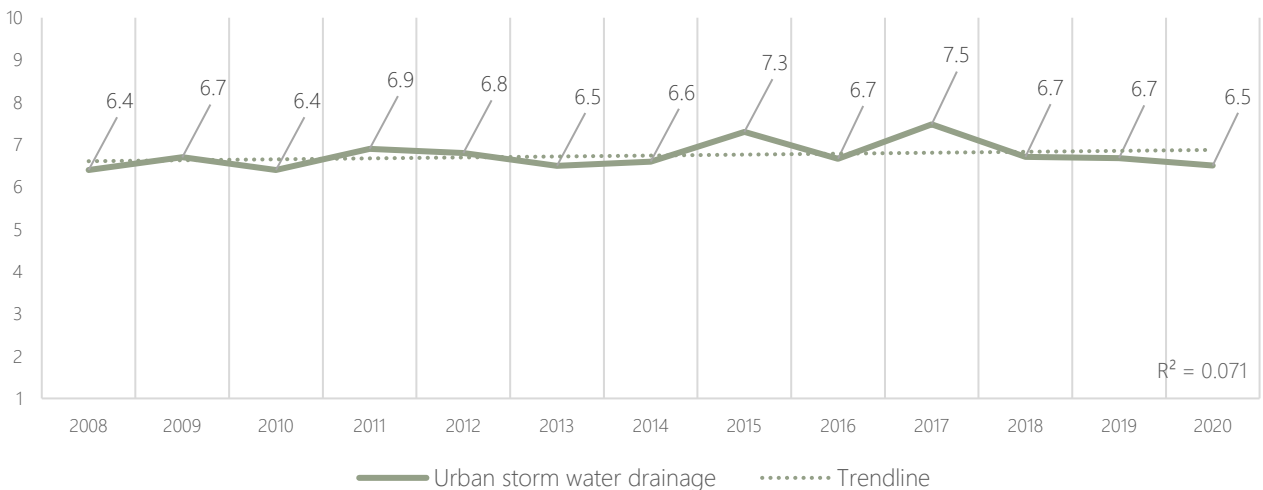


URBAN STORM WATER DRAINAGE

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



- Around one-quarter of residents (22%) could not provide ratings ('Don't know' or 'Don't receive' responses) for this service.
- Overall, satisfaction with urban storm water drainage was on par with the historical tracking average (6.5); 72% of residents were satisfied with this service in 2020.
- The perceived importance of storm water drainage was greater compared to satisfaction with this service.



Satisfaction with storm water drainage has, on average, been stable over time.

Storm water drainage system unprompted comments (coded categories)

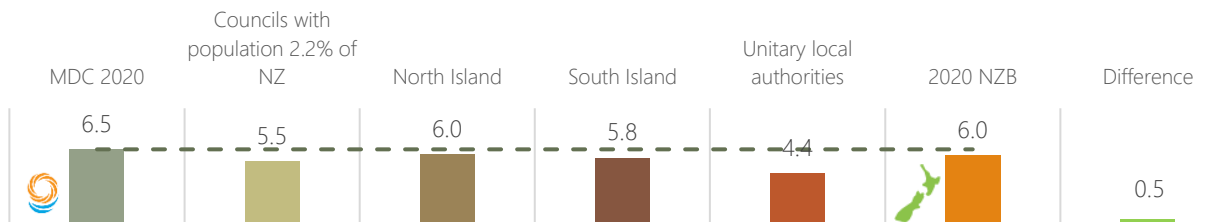
	Positive	Count	Negative	Count
<i>Urban storm water drainage</i>	Good / well-maintained	12	Poor maintenance	6
	No problems	5	Drains blocked / need cleaning	5
	Not much flooding	4	Flooding still occurring	4
	Improvements needed	4	Other negative	1

Storm water drainage system satisfaction percentages by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
<i>Urban storm water drainage</i>	53%	80%	82%	83%	93%	60%	72%	54%	72%

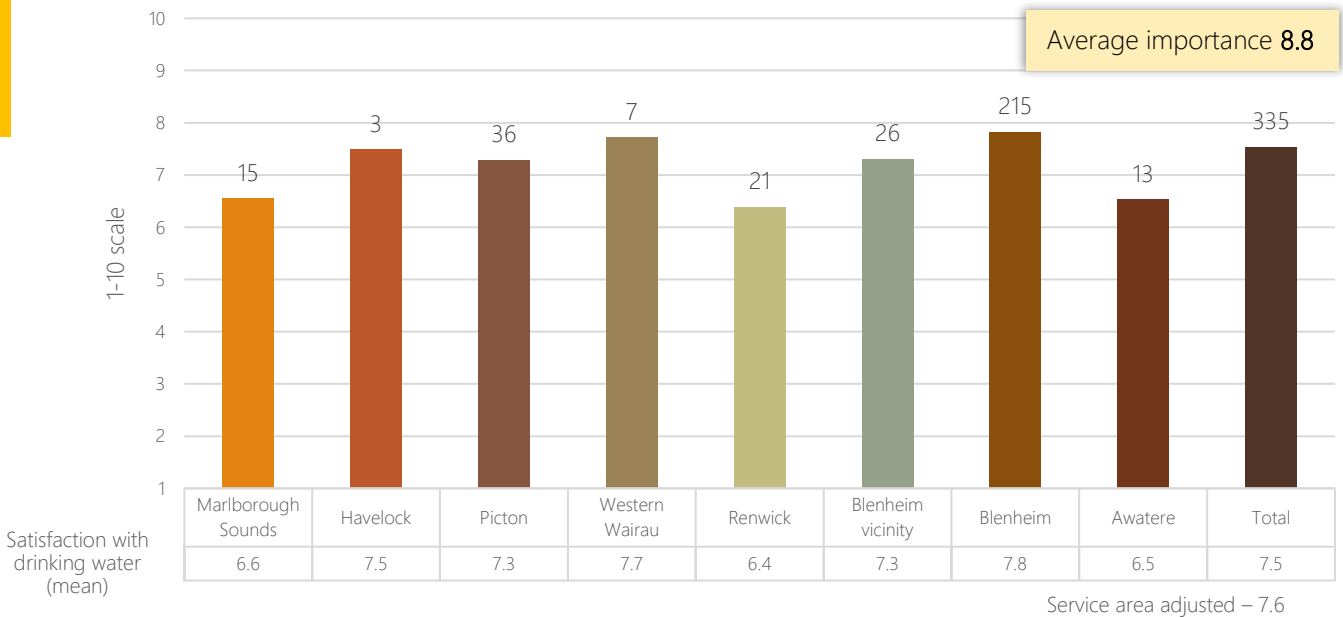
Storm water drainage – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL's 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

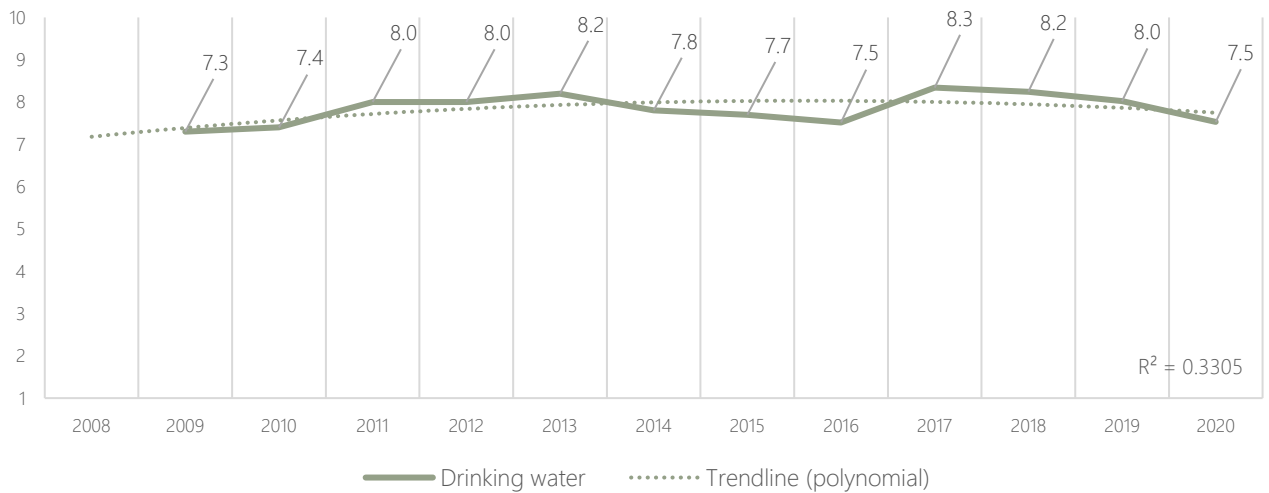


DRINKING WATER

How well does the Council perform in providing drinking water?



- Around 16% could not provide ratings ('Don't know' or 'Don't receive' responses).
- Overall, satisfaction with drinking water supply was slightly below the historical tracking average (7.5); however, 83% of residents were still satisfied with this service in 2020.
- Satisfaction with water varied by area (adjusted by service provision); the lowest satisfaction was recorded in Renwick (6.4), followed by Awatere (6.5). Satisfaction was highest in urban Blenheim.
- The perceived importance of drinking water supply was greater compared to satisfaction.



Satisfaction with drinking water supply has, on average, been stable over time.

Drinking water unprompted comments (coded categories)

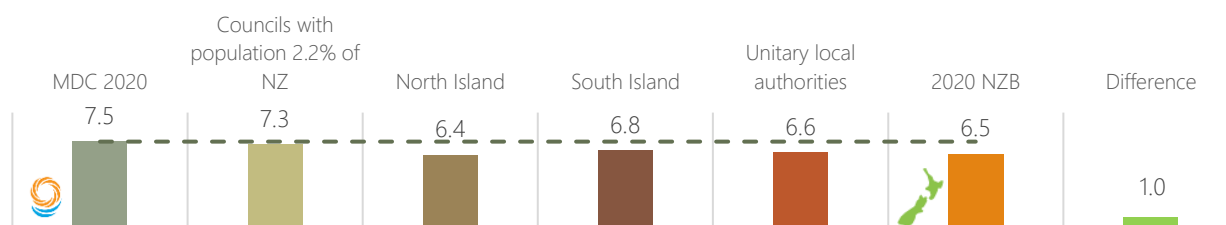
	Positive	Count	Negative	Count
<i>Drinking water</i>	Good supply	56	Too much chlorine	3
	No issues	15	Other negative	3
	Good taste / smell	13	Poor taste / smell	2
	Improvements needed	10	Upgrades needed	1
	Other positive	4		

Drinking water satisfaction percentages by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
<i>Drinking water</i>	55%	100%	81%	87%	68%	79%	88%	63%	83%

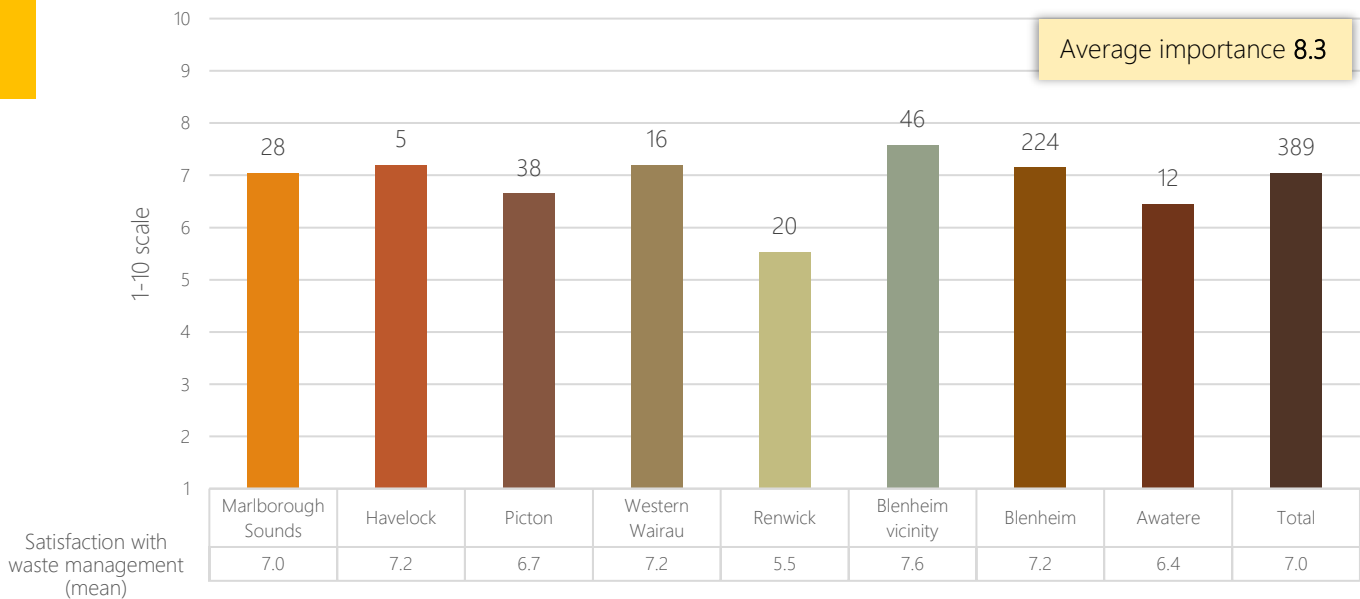
Drinking water – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL's 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

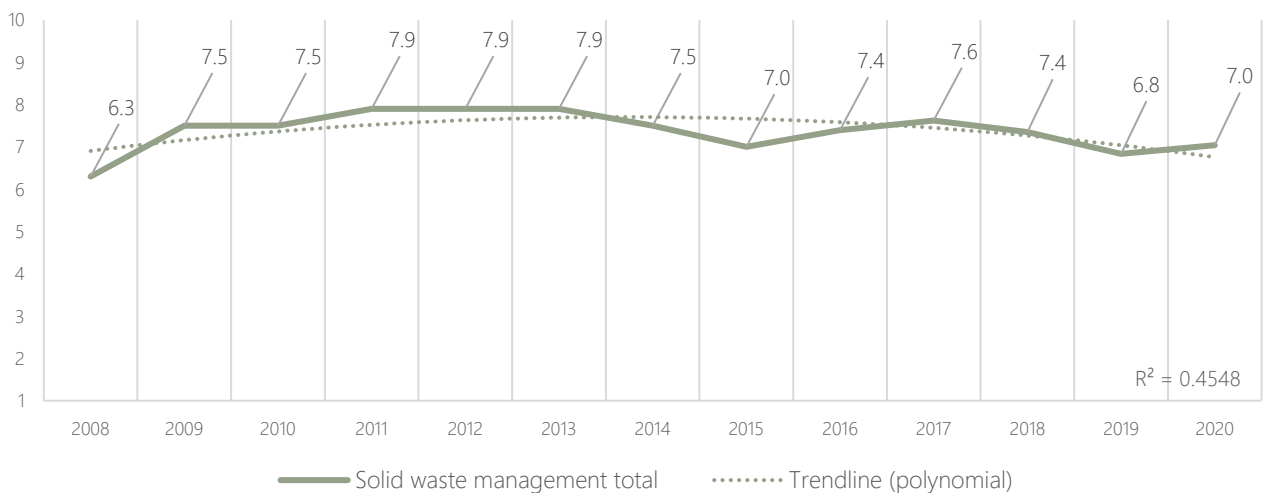


WASTE MANAGEMENT

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



- Provision of waste management services vary by area; 24% of residents could not provide any rating in relation to kerbside rubbish, and 20% could not rate Regional waste transfer stations ('Don't know' or 'Don't receive' responses).
- On average, satisfaction with waste management improved in 2020 (7.0) compared to 2019 (6.8) results.
- In particular, kerbside rubbish collection showed a good improvement; 72% of residents were satisfied with this service.
- Still, perceived importance of waste management was greater compared to satisfaction with this service.



Satisfaction with waste management has been oscillating over time, however no significant trend was detected.

Waste management unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Kerbside rubbish</i>	Good service	47	Wheelie bins / bigger bins needed	19
	Reliable / regular	14	Bins need lids / wind blows items	8
	Wheelie bins / better bins needed	9	No kerbside collection	5
	Improvements needed	7	Items left behind / on ground	5
	Other positive	3	Other negative	3
<i>Waste Transfer Stations</i>	Good service	29	Expensive	4
	Easy to use	13	Inconvenient location / not local	3
	Well-organised / maintained facilities	10	Recycling dumped / not processed	2
	Good/helpful staff	6	Insufficient service / hours	1
	Reasonable price	5		
	Cost / pricing issues	4		
	Other positive	4		
	Good operating hours	3		
	Should accept green / other waste	2		
	Improvements needed	1		
<i>Resource Recovery</i>	Good service	38	Other negative	3
	Well-organised / maintained	13	Expensive	2
	Good way to recycle	11	Poor service	2
	Good / helpful staff	11	Need green waste collection	2
	Easy to use	10		
	Enjoy using / buying from shop	10		
	Good green waste / compost facility	7		
	Other positive	4		

Waste management satisfaction percentages by area

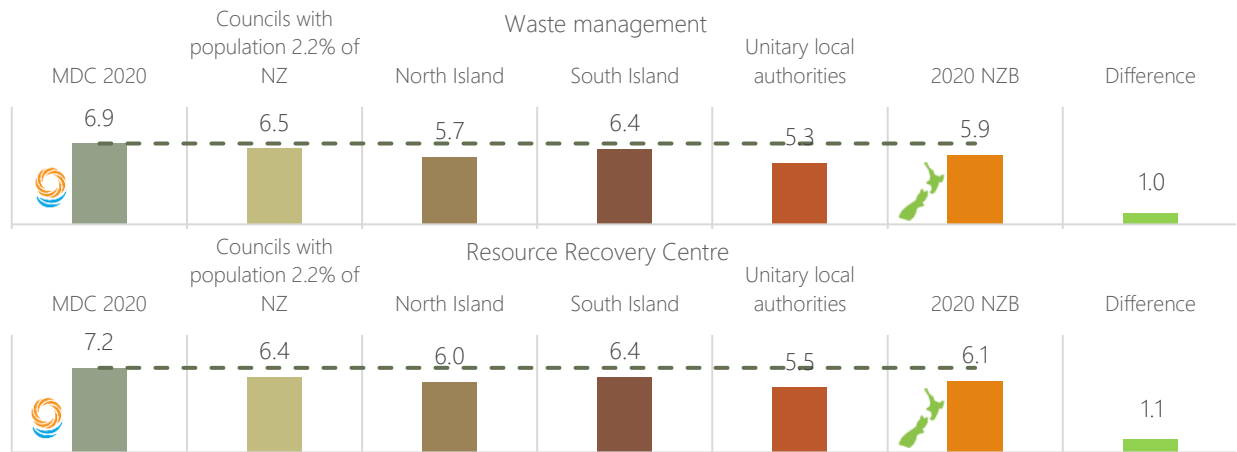
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Kerbside rubbish and recycling</i>	78%	44%	73%	87%	24%	82%	73%	100%	72%
<i>Regional Waste Transfer Stations</i>	72%	72%	76%	58%	32%	84%	76%	66%	73%
<i>Resource Recovery</i>	73%	44%	65%	65%	73%	86%	84%	59%	80%

Attributes included in waste management (average scores)



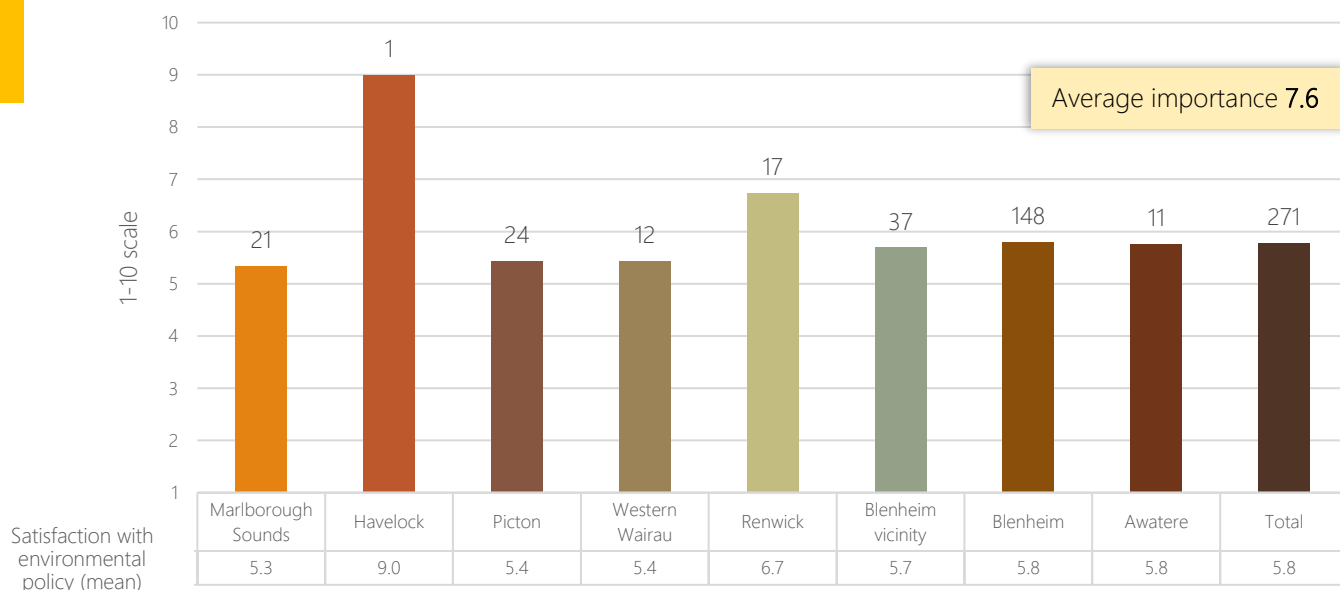
Waste management – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL's 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

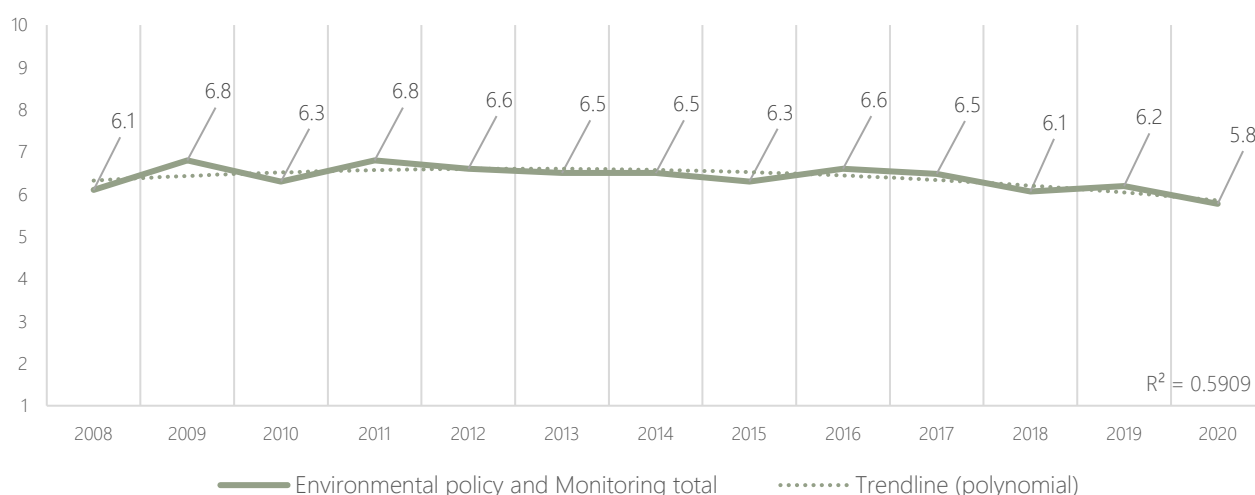


ENVIRONMENTAL POLICY AND MONITORING

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 developing policies under the Resource Management Act (49%) and Environmental monitoring (38%).
- Perceived importance in relation to environmental policy and monitoring was greater compared to satisfaction.
- Satisfaction with environmental policy in 2020 (5.8) was slightly below the 2019 results (6.2), although greater variability of results is expected due to smaller sample sizes.



There has been a slight, non-linear, decline in satisfaction with environmental policy and monitoring services over time.

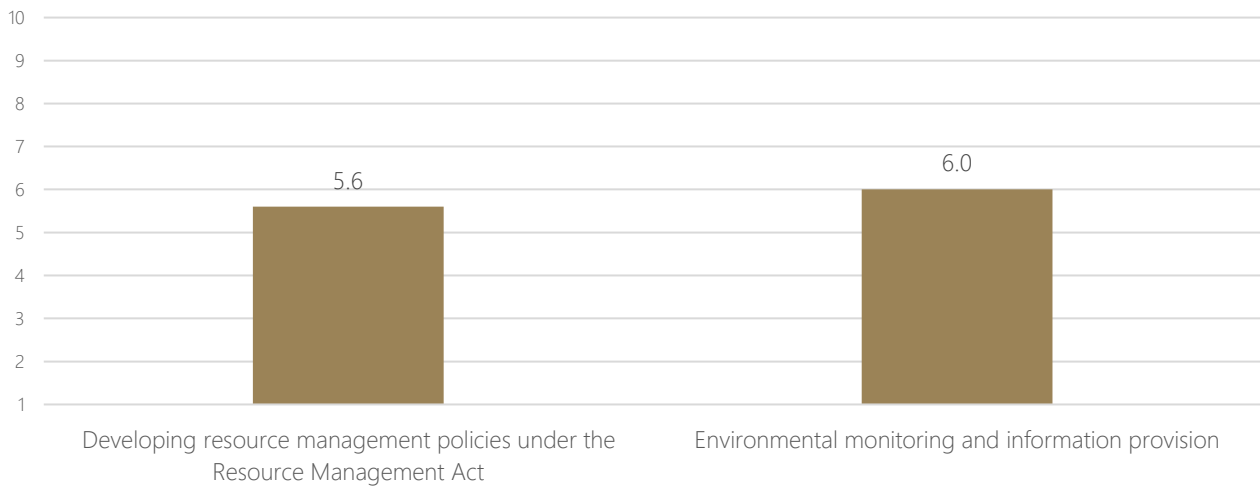
Environmental policy unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Developing policies under RMA</i>	Good / no issues	4	Too much red tape	9
	Well-developed plan	2	Slow / takes too long	6
			Negative / detrimental process	5
			Other negative	5
			Costs too high	4
<i>Environmental monitoring and information provision</i>	Good service	7	No follow-up or enforcement	8
	Good resources / information	4	Other negative	4
	Improvements needed	3	Lack of information / communication	3
			Favours some industries / businesses	2
			Slow / takes too long	1

Environmental policy satisfaction percentages by area

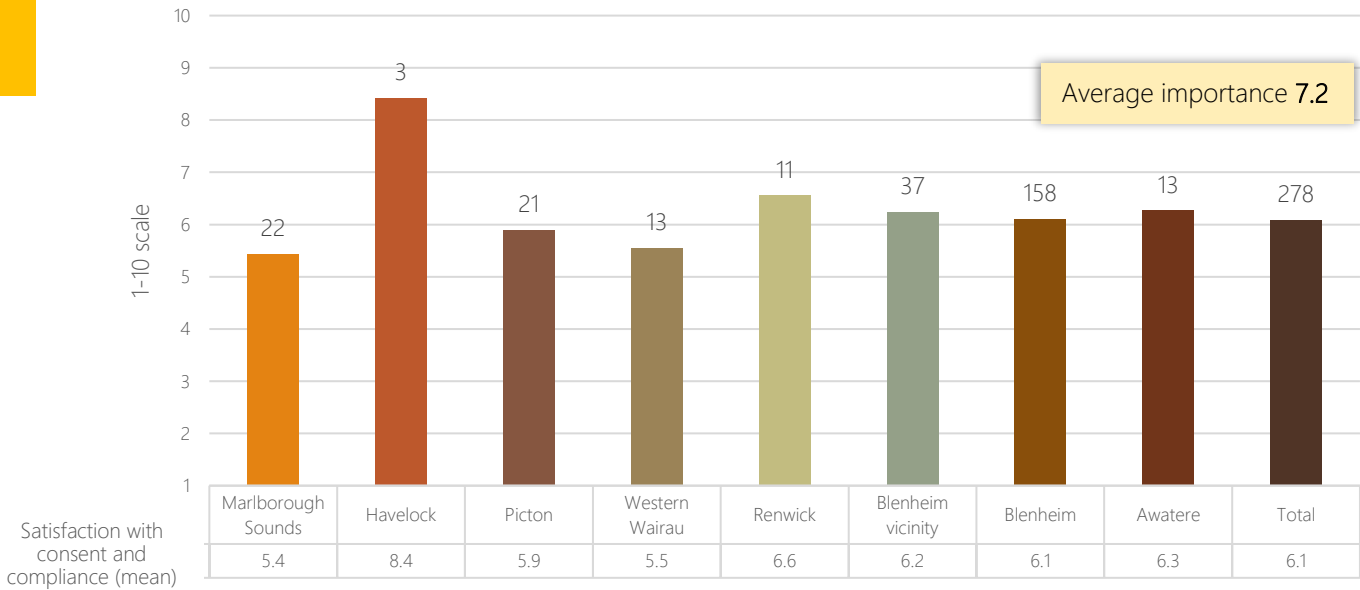
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Developing Resource management policies under the Resource Management Act</i>	51%	100%	47%	34%	82%	54%	48%	55%	50%
<i>Environmental monitoring and information provision</i>	54%	100%	51%	50%	86%	63%	61%	58%	61%

Attributes included in environmental policy and monitoring (average scores)

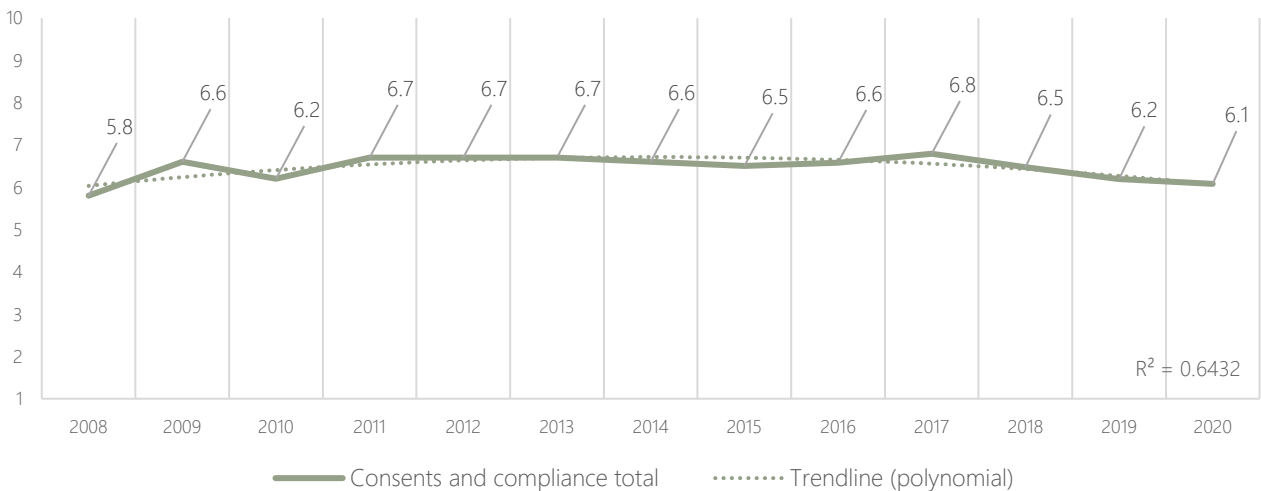


CONSENT AND COMPLIANCE

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



- Overall, around half of residents could not provide any ratings in relation to consents and compliance ('Don't know' or 'Not applicable' responses).
- On average, residents who provided ratings tended to be mid-range between satisfied and not satisfied (6.1 average score out of 10).
- Lower satisfaction was recorded for RMA-related consents and Building Act; just about half of residents provided ratings 6 and above for these services.
- Administering services in relation to Sale & Supply of Alcohol Act (69%) and Health and Food Act (74%) recorded higher satisfaction.



There has been no linear trend over time but rather a polynomial curve, with a moderate decline in the past 4 years.

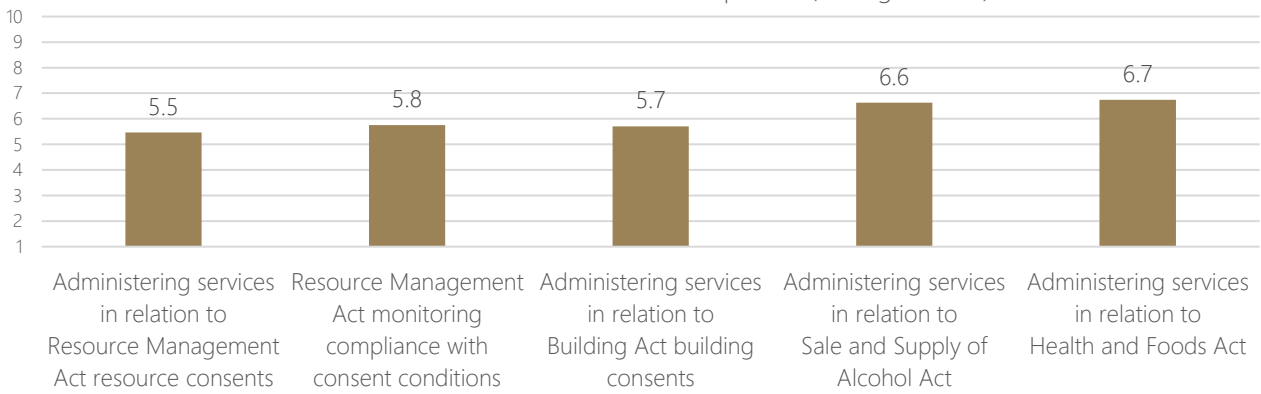
Consents and compliance unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>RMA - resource consents</i>	Effective / good staff	4	Slow / takes too long	9
	No issues	2	Negative / difficult process	9
	Improvements needed	1	Expensive	4
			Too much red tape	4
			Other negative	1
<i>RMA - monitoring</i>	Good service / no issues	8	Ineffective / inconsistent processes	7
	Good staff	5	Slow process	4
	Improvements needed	3	Over-regulation / wrong focus	4
			Expensive fees	4
			Lack of monitoring	3
<i>Building Act</i>			Other negative	1
	Good service	5	Ineffective / inconsistent processes	7
	Good staff	3	Slow process	11
	Improvements needed	2	Too much red tape	6
			Ineffective / errors made	4
<i>Sale & Supply of Alcohol Act</i>			Expensive	3
	Well managed / monitored	10	Better monitoring needed	4
	No problems / good	6	Too many liquor outlets	3
	Good training / information provided	2		
<i>Health and Foods Act</i>	Good standards / service	5	Not effective	1
	No problems / issues	4		
	Effective monitoring	3		
	Improvements needed	1		

Consents and compliance satisfaction percentages by area

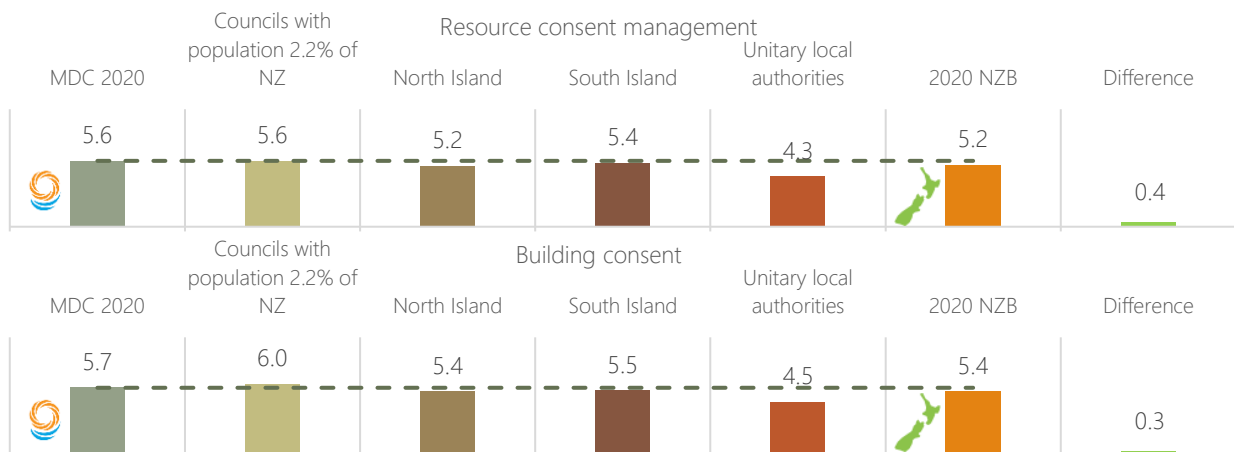
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>RMA - resource consents</i>	28%	100%	48%	18%	66%	45%	56%	61%	50%
<i>RMA - monitoring</i>	50%	100%	50%	56%	45%	53%	57%	63%	55%
<i>Building Act</i>	57%	100%	51%	40%	74%	59%	54%	55%	55%
<i>Sale & Supply of Alcohol Act</i>	75%	100%	69%	69%	80%	75%	65%	80%	69%
<i>Health & Foods Act</i>	56%	100%	72%	79%	82%	71%	75%	100%	74%

Attributes included in consent and compliance (average scores)



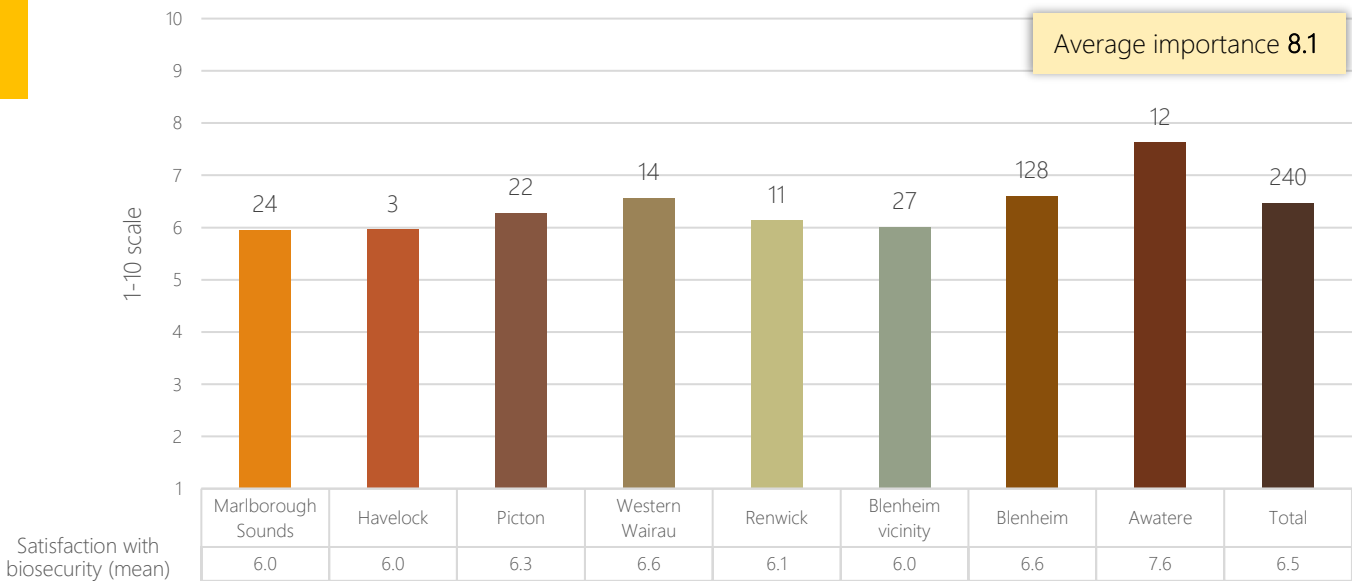
Consent and compliance – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL's 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

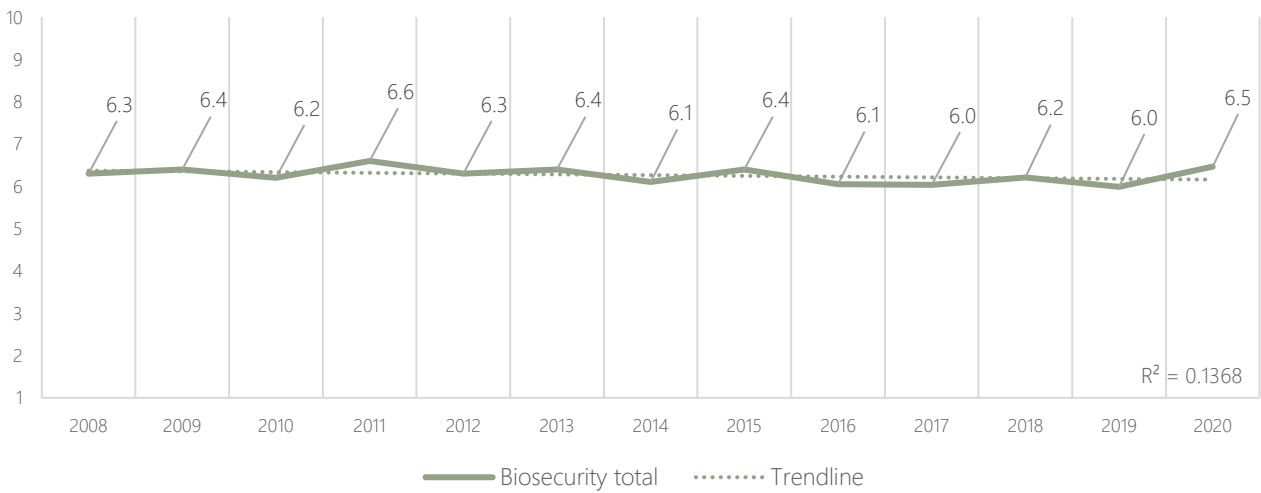


BIOSECURITY

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?



- Around half of residents could not provide any ratings ('Don't know' or 'Not applicable' responses).
- On average, satisfaction with biosecurity was higher in 2020 (6.5) compared to 2019 (6.0).
- Perceived importance was greater compared to recorded satisfaction with biosecurity services.



There has been no apparent change in relation to biosecurity services over time.

Biosecurity unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Working with landholders</i>	Council doing good job	11	Some species need more control	4
	Ensure landholders meet obligations	6	Inconsistent service	3
	Good staff / good to deal with	3	No visible council involvement	2
	Improvements needed	2		
<i>Managing threats</i>	Prompt response to threats	7	Poor service / management	6
	Council doing good job	5	Some species need more control	3
	No new invasive species	2	Other negative	2
	Other positive	2	Lack of penalties / enforcement	1
	Good communication about threats	1		

Biosecurity satisfaction percentages by area

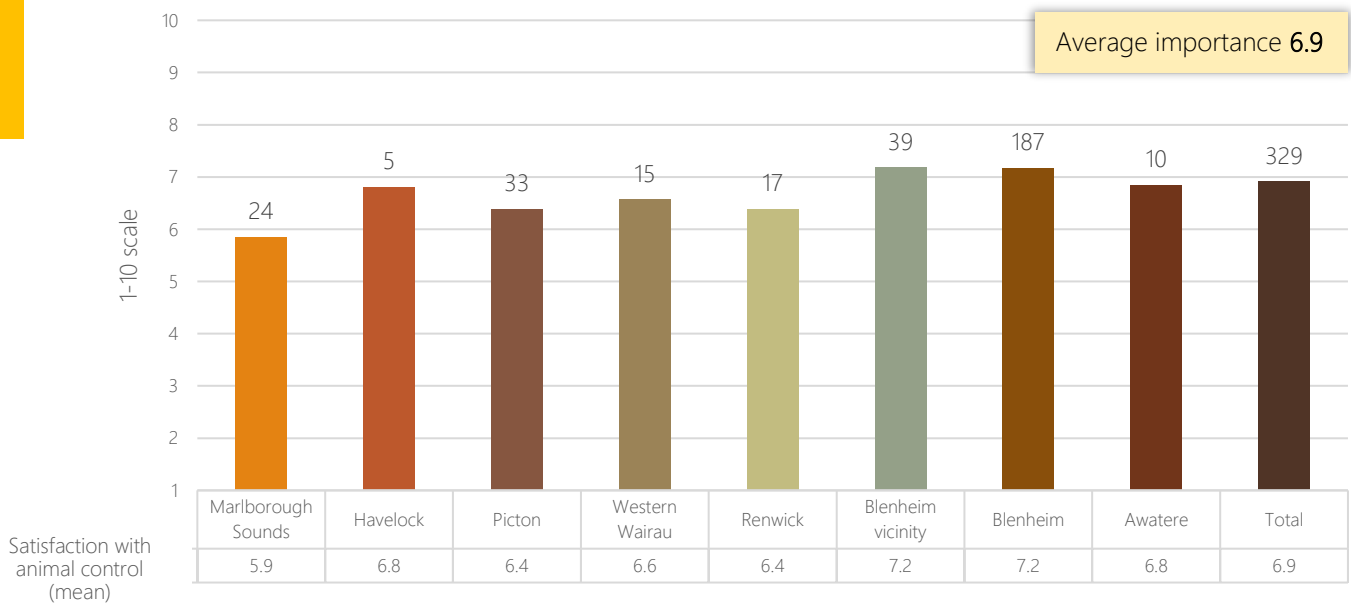
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Working with landholders in relation to pest management</i>	65%	32%	66%	78%	69%	70%	74%	91%	73%
<i>Managing emerging threats, current threats or high impact species</i>	64%	44%	82%	65%	42%	70%	64%	80%	67%

Attributes included in biosecurity (average scores)



ANIMAL CONTROL

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



- In 2020, satisfaction levels with animal control were similar to 2019.
- More residents could not rate control of wandering livestock (43%) compared to dog control (20%), although satisfaction ratings were still positive.
- With statistical significance, residents from Blenheim (7.2) were more satisfied with animal control compared to the rest of Marlborough (6.6).
- The perceived importance of and satisfaction with animal control were closely matched.



There has been no apparent change in relation to animal control services over time.

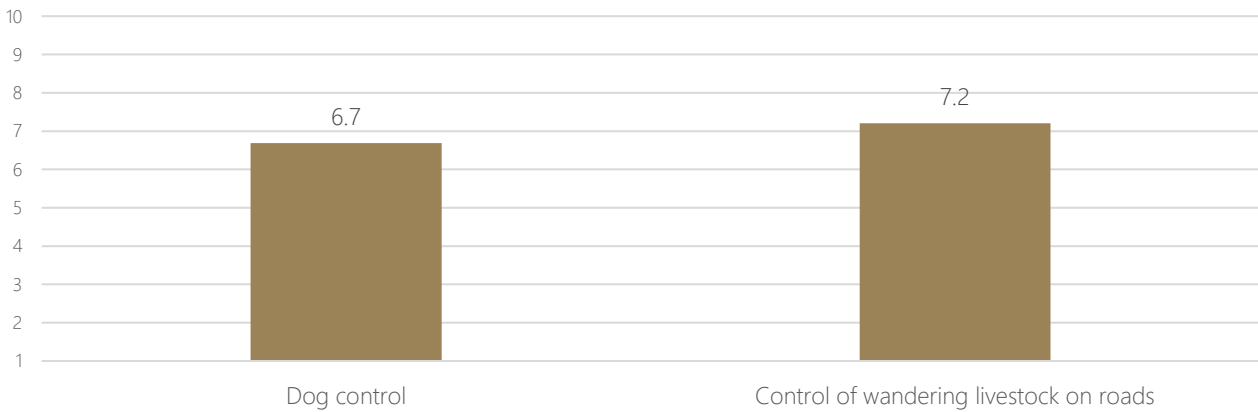
Animal control unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Dog control</i>	Good service	14	Uncontrolled dogs in public	9
	Good personal experience	11	Ineffective dog control	7
	Effective	7	Poor service from Dog Control	7
	Prompt service / response	6	Dog registration expensive / poor value	5
	Don't see dogs roaming	5	Dog faeces in public places	1
	Other positive	4	Other negative	1
<i>Control of wandering Livestock</i>	Don't see livestock roaming	23	Poor control	3
	Good service	12	Other negative	1
	Other positive	1		

Animal control satisfaction percentages by area

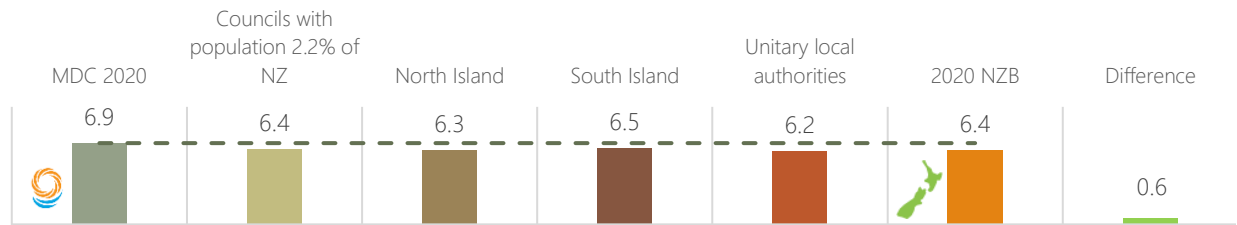
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Dog control</i>	67%	54%	68%	66%	60%	84%	74%	81%	73%
<i>Control of wandering Livestock</i>	74%	54%	86%	74%	74%	96%	81%	76%	81%

Attributes included in animal control (average scores)



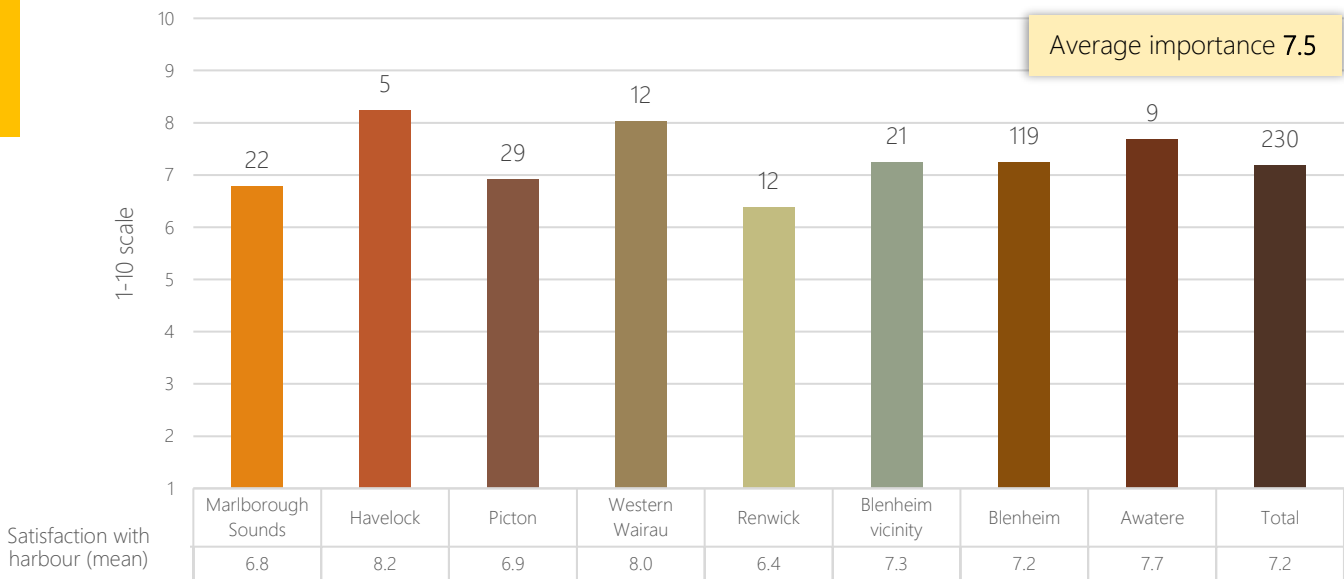
Animal control – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand averages based on SIL's 2020 New Zealand Benchmarking Survey (NZB). The National survey data is collected twice a year. The benchmarking results are reported based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings. The National data excludes large cities (Auckland, Wellington, Christchurch and Dunedin).

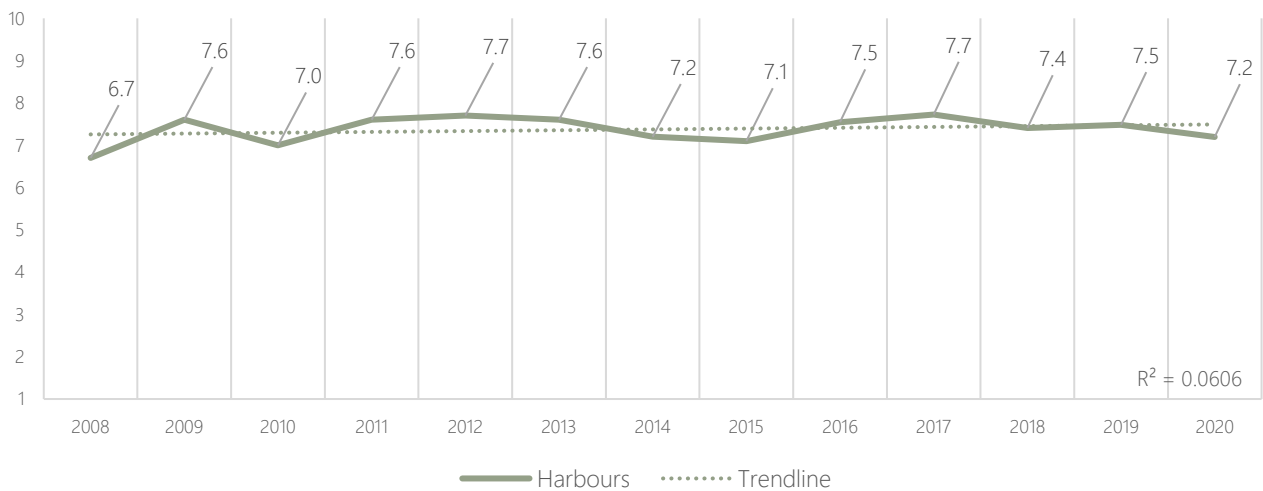


HARBOUR

How well does the Council perform in providing harbour control?



- 82% of residents were satisfied with Council's harbour control in 2020 (similar to 85% in 2019).
- Again, a larger sector of the community (43%) could not provide any ratings in relation to the harbour.



Satisfaction with harbour control has, on average, been stable over time.

Harbour unprompted comments (coded categories)

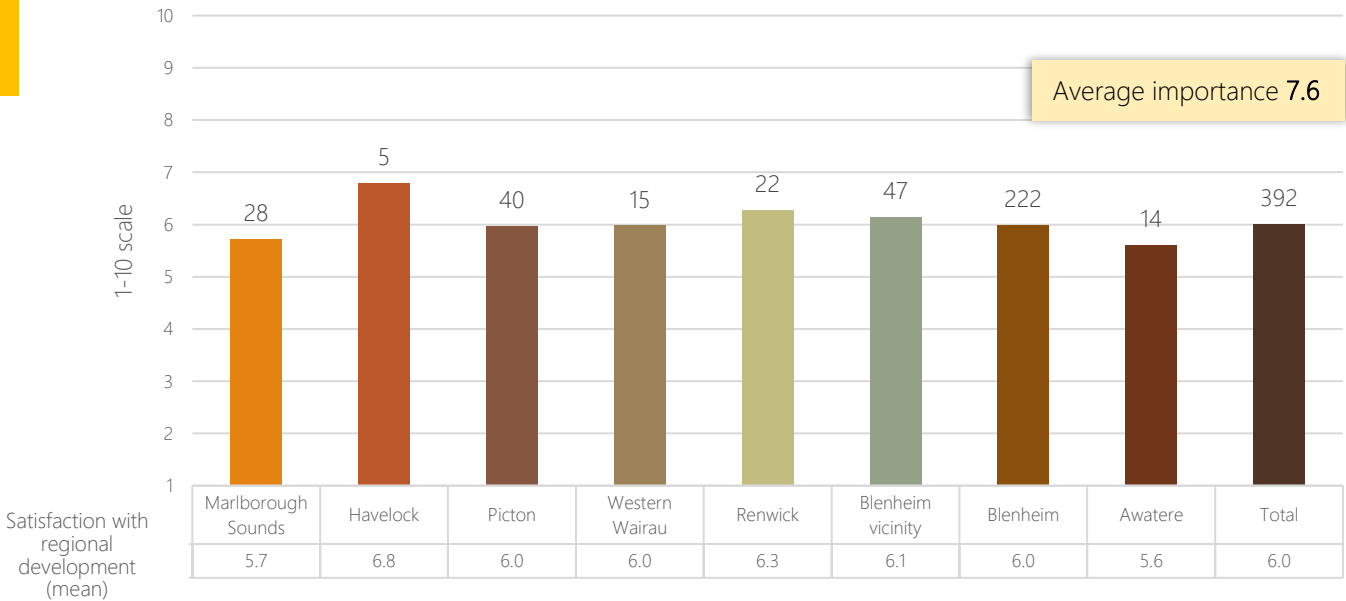
	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Harbours</i>	Good job / service	15	Better management needed	2
	Well managed	9	Other negative	1
	Harbourmaster good / proactive	8		
	Good improvements	2		
	Other positive	1		

Harbour satisfaction percentages by area

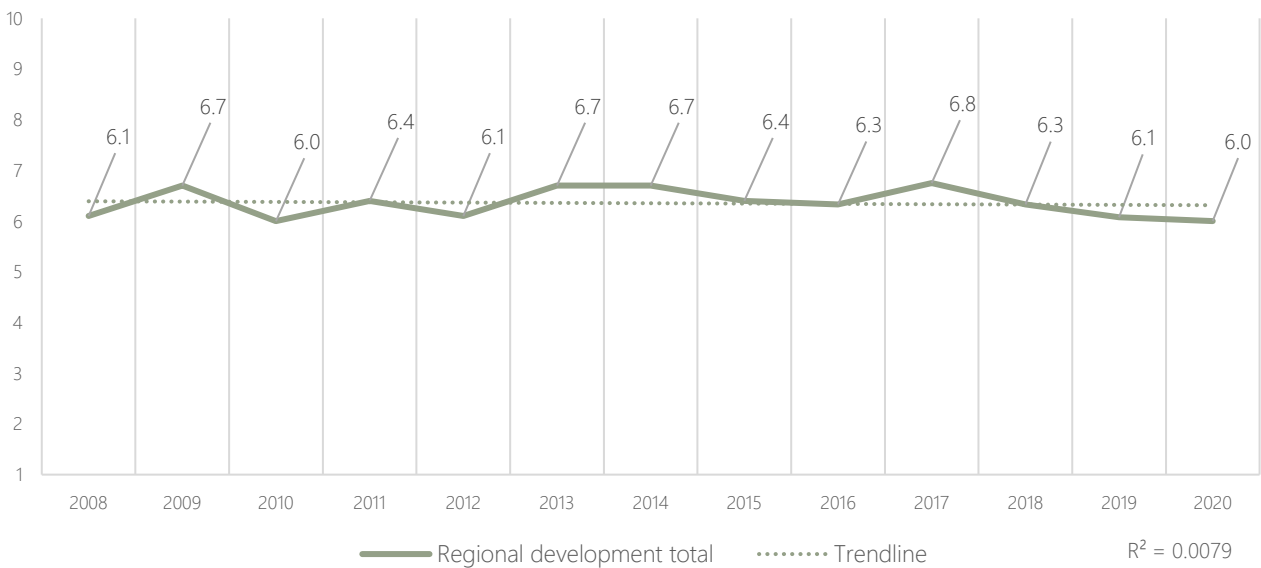
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Harbours</i>	70%	72%	77%	100%	77%	92%	81%	100%	82%

REGIONAL DEVELOPMENT

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



- On average, satisfaction with regional development in 2020 (6.0) was consistent with 2019 results (6.1).
- Irrigation of the Southern Valleys services recorded the largest number of residents who did not know enough to provide a rating (68% 'Don't know' or 'Not applicable' responses).
- Two-thirds of residents who provided a rating were satisfied with the service (65%).
- 6-in-10 residents were satisfied with car parking; positive comments highlighted a good decision to provide free parking after the COVID-19 lockdown.
- Residents aged under 65 were less satisfied with regional development.



Satisfaction with regional development has, on average, been stable over time.

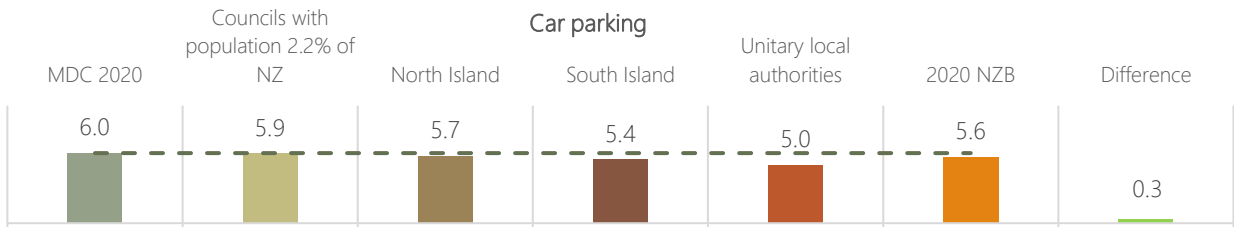
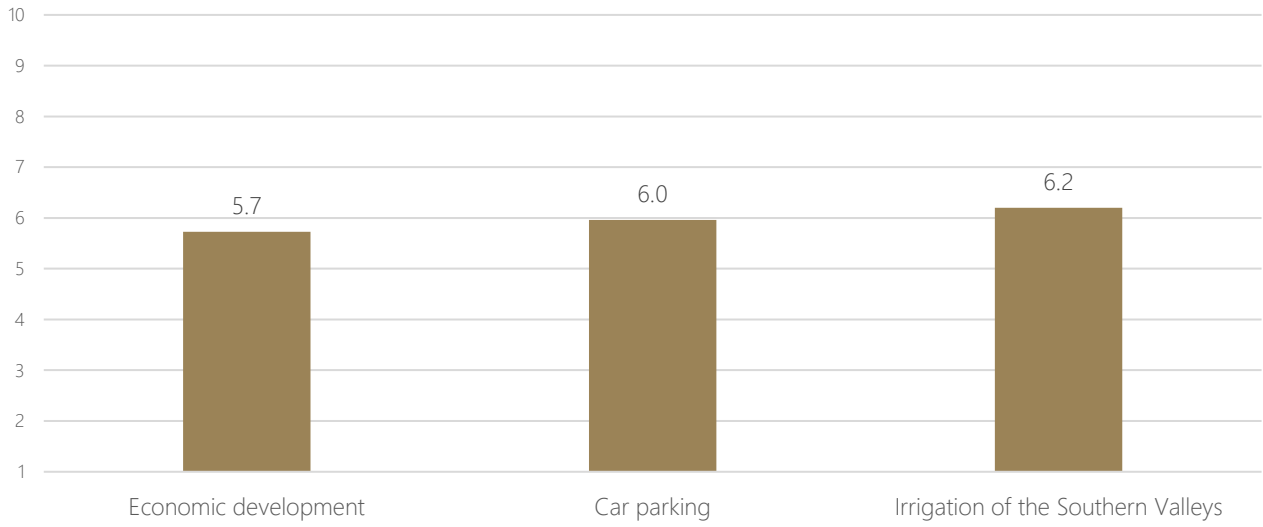
Regional development unprompted comments (coded categories)

	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Economic development</i>	Council proactive / supportive	9	No apparent / obvious development	7
	Good development / projects	7	Unnecessary developments / projects	7
			Wrong focus / other needs to meet	6
			Other negative	2
<i>Car parking</i>	Good / plenty parks available	18	Should be free / remain free	18
	Free parking good (post-lockdown)	10	Poor / insufficient parking	15
	Good / easy payment options	6	Issues with payment / meters / app	13
	Reasonable fees / rates	5	Deters shopping / CBD visits	11
	Other positive	1	Other negative	6
			Too expensive	4
			Issues with wardens / heavy-handed	4
<i>Irrigation of the Southern Valleys</i>	Works well	4	Poor / exclusive use of water	3
	Other positive	1	Other negative	2

Regional development satisfaction percentages by area

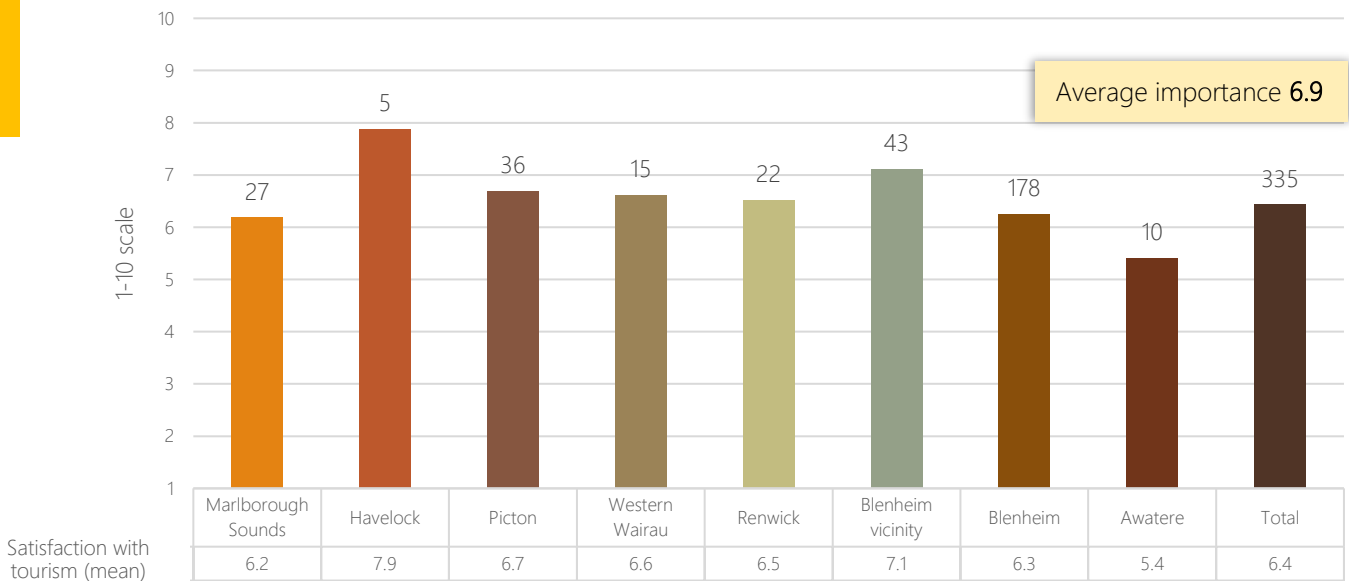
	<i>Mariborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Economic development</i>	60%	66%	59%	72%	54%	61%	51%	36%	55%
<i>Car parking</i>	56%	72%	53%	66%	62%	69%	58%	58%	60%
<i>Irrigation of the Southern Valleys</i>	57%	37%	58%	90%	100%	59%	64%	43%	65%

Attributes included in Regional Development (average scores)



TOURISM

How well does the Council perform in supporting tourism?



- 68% of residents were satisfied with Tourism in 2020 (slightly down compared to 76% in 2019).
- Some comments highlighted the need to manage freedom camping and improve tourism diversification. At the same time, tourism has been greatly affected by the COVID-19 outbreak in New Zealand.
- The perceived importance of tourism support in the region closely matched with the satisfaction rating.



There has been no linear trend over time but rather a polynomial curve, with a moderate decline in the past 4 years.

Tourism unprompted comments (coded categories)

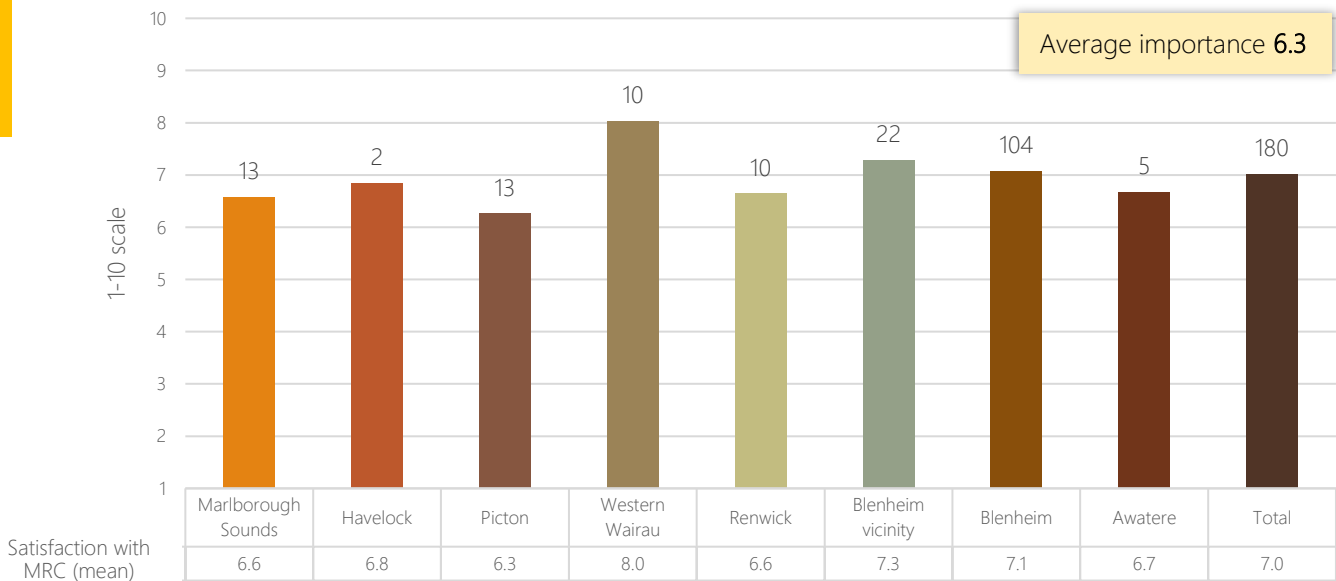
	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Tourism</i>	Doing a good job	11	More effort / room to improve	6
	Promote region well	10	Poorly managed	5
	Lots of tourism / attractions / facilities	8	Need to promote full range of attractions	5
	Other positive	5	More limits on freedom camping	5
			Other negative	3

Tourism satisfaction percentages by area

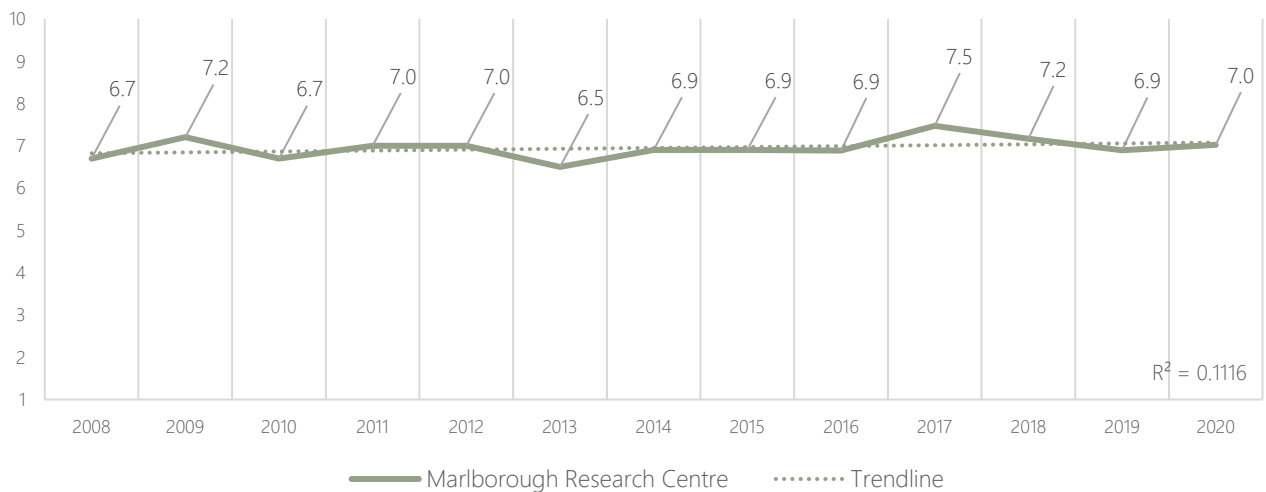
	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Tourism</i>	64%	72%	79%	74%	76%	80%	64%	48%	68%

MARLBOROUGH RESEARCH CENTRE

How well does the Council perform in supporting Marlborough Research Centre?



- Only a minority of residents could provide a rating in relation to the Marlborough Research Centre; 55% stated 'Don't know' or 'Not applicable'.
- Those residents who provided ratings were mostly satisfied with this service (76%).
- Satisfaction with support for the Marlborough Research Centre was greater compared to perceived importance of this asset.



Satisfaction with Marlborough Research Centre, on average, has been stable over time.

Research Centre unprompted comments (coded categories)

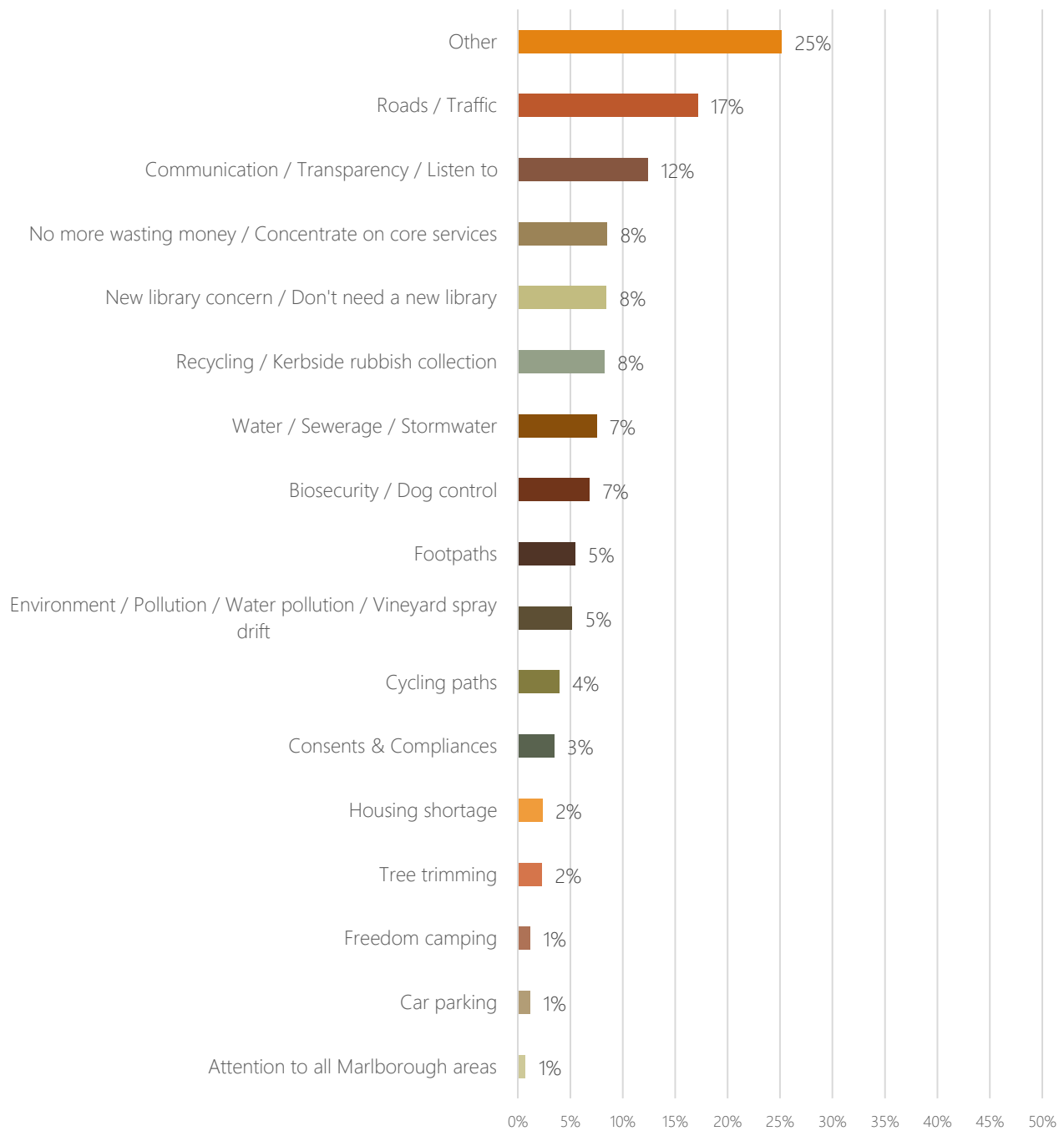
	<i>Positive</i>	<i>Count</i>	<i>Negative</i>	<i>Count</i>
<i>Marlborough Research Centre</i>	Do a good job	14	Other negative	2
	Provide a good / important service	11	Poorly organised	1
	Other positive	3		

Research Centre satisfaction percentages by area

	<i>Marlborough Sounds</i>	<i>Havelock</i>	<i>Picton</i>	<i>Western Wairau</i>	<i>Renwick</i>	<i>Blenheim vicinity</i>	<i>Blenheim</i>	<i>Awatere</i>	<i>Total</i>
<i>Marlborough Research Centre</i>	66%	37%	58%	100%	71%	77%	78%	82%	76%

ADDITIONAL SUGGESTIONS

Do you have any additional comments in relation to Council's services? *New question in 2020.*



- When asked for other comments in relation to Council's services, 62% of residents did not provide an answer or stated 'No issues'.
- The most cited issues were 'Roads/Traffic' (17%) and 'Communication/Transparency/Listen to' (12%).

APPENDIX

Demographics

Resident age groups				
	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>18-39</i>	115	29	29	29
<i>40-64</i>	173	43	43	72
<i>65+</i>	112	28	28	100
<i>Total</i>	400	100	100	
Resident gender				
	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Male</i>	199	50	50	50
<i>Female</i>	202	50	50	100
<i>Total</i>	400	100	100	
Resident homeownership status				
	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Other</i>	18	4	4	4
<i>Own</i>	344	86	86	90
<i>Rented</i>	38	10	10	100
<i>Total</i>	400	100	100	
Resident tenure in the district status				
	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Under 10 years</i>	79	20	20	20
<i>More than 10 years</i>	242	61	61	80
<i>No answer</i>	79	20	20	100
<i>Total</i>	400	100	100	