# Marlborough District Council
## 2017 Resident survey

August 2017

# Methodology

- OBJECTIVES: The objectives of this research were to assess resident's needs and satisfaction with the Marlborough District Councils (MDC's) services.

- SAMPLE: Two concurrent surveys of n=400 residents were undertaken during June-August 2017, a total of n=800 residents aged 18 years and above across the MDC's territorial area were used in the final analysis.

- POPULATION: Samples are largely in the same proportion as the New Zealand census 2013 for age, location and gender.

- SCALE: Similar to previous years, the 1-9 scale used in the survey has been proportionally recalibrated to 1-10.

- PRIORITISATION: This year (as in every three years), residents were also asked how important services were to them.

- LTP: As part of MDC's LTP consultation process, SIL asked residents to state whether there was a project they thought Council should get involved with or whether there was an issue or problem they thought Council should address.

- Results are statistically valid at a 95% confidence level ±3.9 to 4.87%.
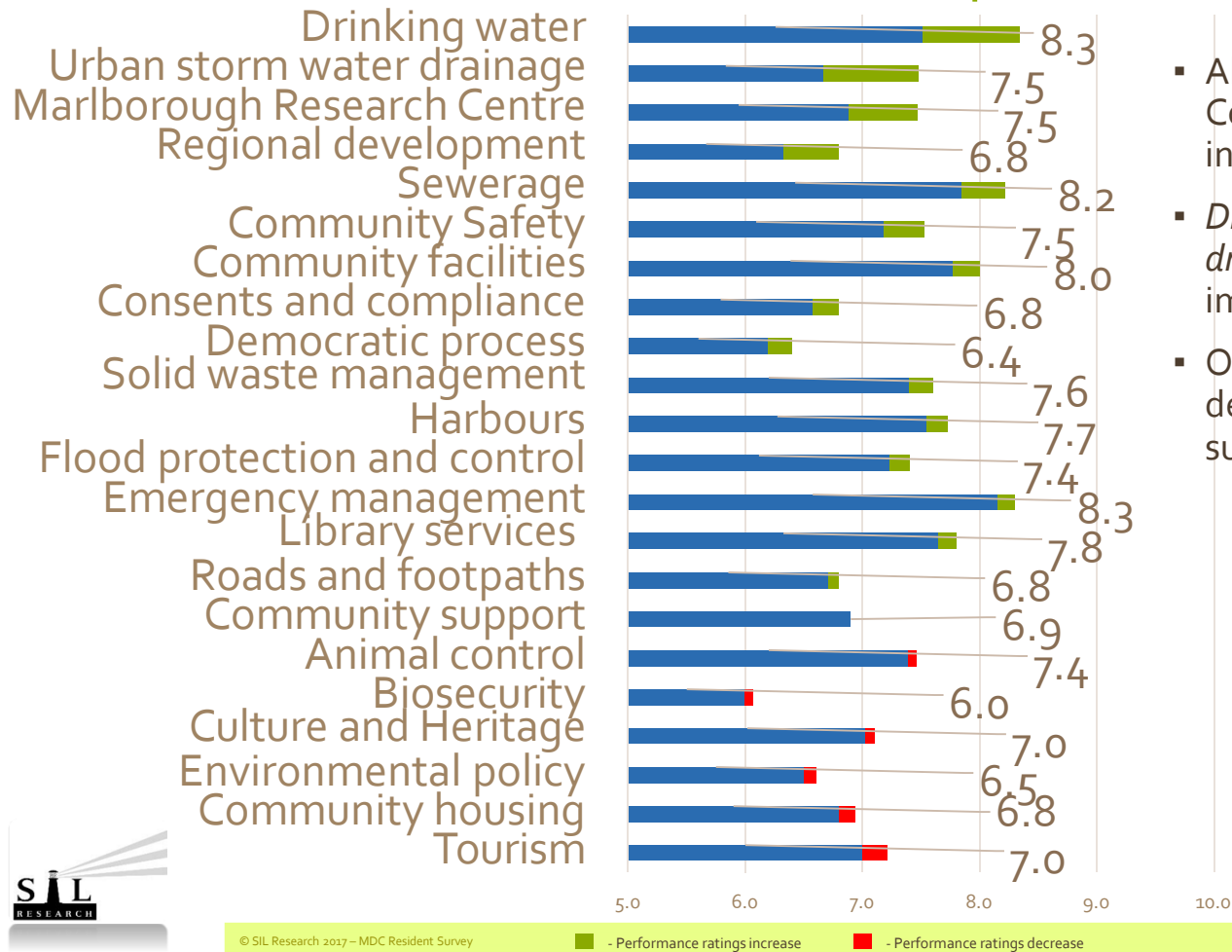
# Overall performance
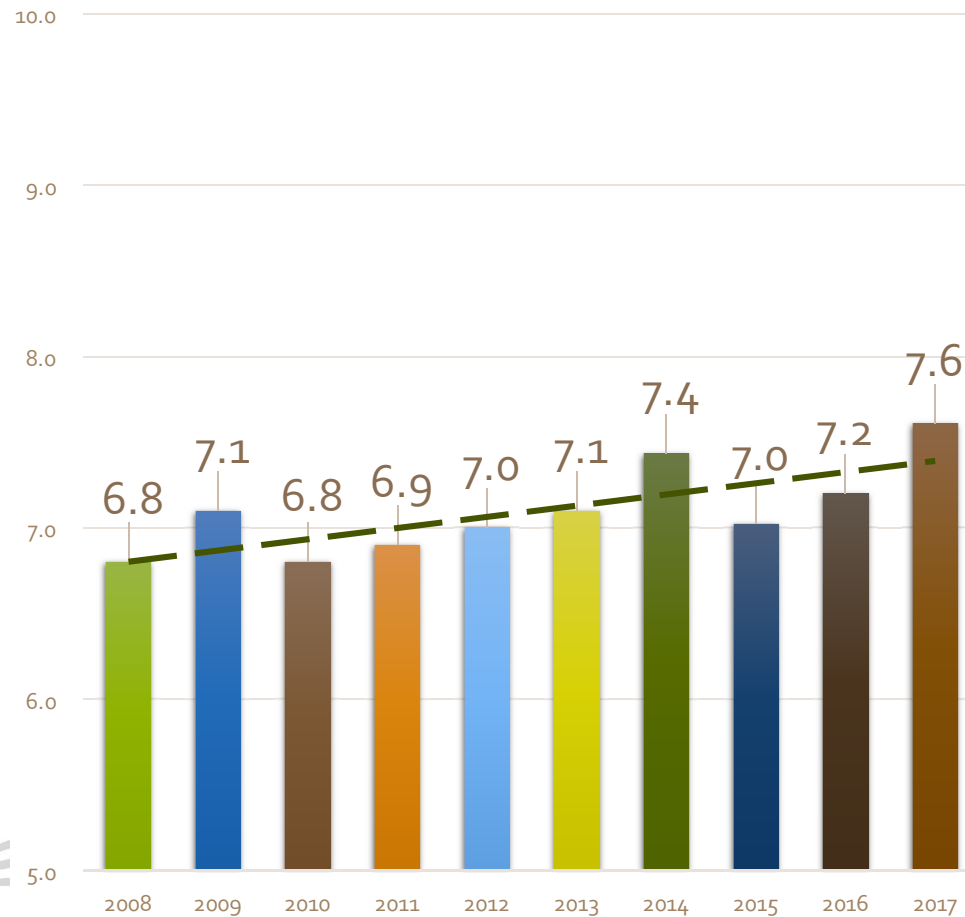


- In 2017 MDC's overall performance rating improved over the previous year (7.6 compared to 7.2 in 2016).

- The linear regression suggests a steady improvement trend for the Council over past ten years.

3

# Activities 2017 performance score

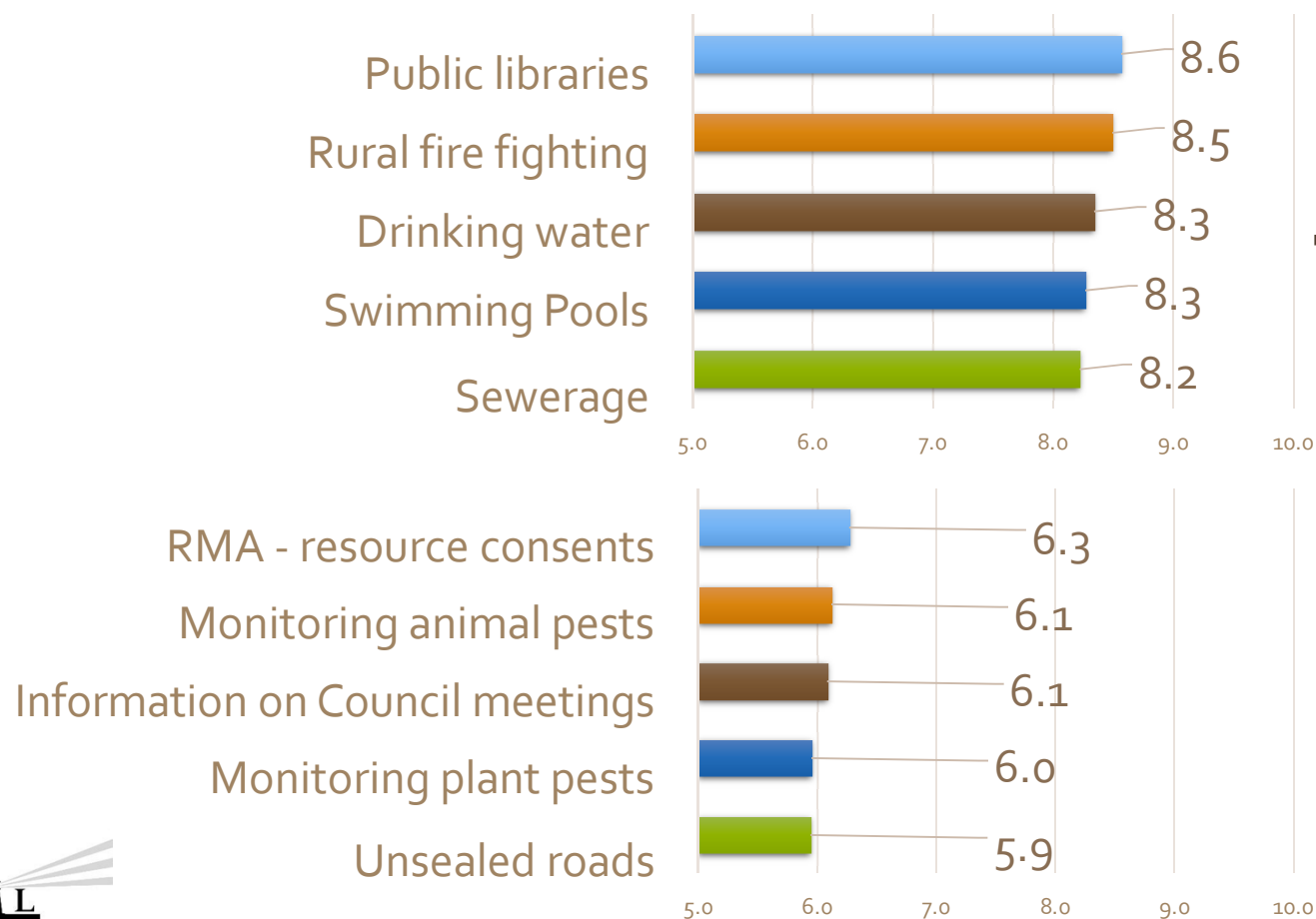| Activity | Score |
|---|---|
| Drinking water | 8.3 |
| Emergency management | 8.3 |
| Sewerage | 8.2 |
| Community facilities | 8.0 |
| Library services | 7.8 |
| Harbours | 7.7 |
| Solid waste management | 7.6 |
| Community Safety | 7.5 |
| Urban storm water drainage | 7.5 |
| Marlborough Research Centre | 7.5 |
| Flood protection and control | 7.4 |
| Animal control | 7.4 |
| Tourism | 7.0 |
| Culture and Heritage | 7.0 |
| Community support | 6.9 |
| Community housing | 6.8 |
| Regional development | 6.8 |
| Consents and compliance | 6.8 |
| Roads and footpaths | 6.8 |
| Environmental policy | 6.5 |
| Democratic process | 6.4 |
| Biosecurity | 6.0 |

- The top three ranked services in 2017 were:
  - *Drinking water* at 8.3
  - *Emergency management* at 8.3
  - *Sewerage* at 8.2
- The bottom three services with the lowest ratings were:
  - *Biosecurity* at 6.0
  - *Democratic process* at 6.4
  - *Environmental policy and monitoring at 6.5*

4

# Activities 2017 vs. 2016 performance score



| Activity | Score |
|---|---|
| Drinking water | 8.3 |
| Urban storm water drainage | 7.5 |
| Marlborough Research Centre | 7.5 |
| Regional development | 6.8 |
| Sewerage | 8.2 |
| Community Safety | 7.5 |
| Community facilities | 8.0 |
| Consents and compliance | 6.8 |
| Democratic process | 6.4 |
| Solid waste management | 7.6 |
| Harbours | 7.7 |
| Flood protection and control | 7.4 |
| Emergency management | 8.3 |
| Library services | 7.8 |
| Roads and footpaths | 6.8 |
| Community support | 6.9 |
| Animal control | 7.4 |
| Biosecurity | 6.0 |
| Culture and Heritage | 7.0 |
| Environmental policy | 6.5 |
| Community housing | 6.8 |
| Tourism | 7.0 |

- Almost all services provided by the Council in 2017 showed a slight increase in performance ratings.

- *Drinking water* and *Urban storm water drainage* showed the biggest improvement in 2017.

- Only six services showed a slight decrease compared to previous survey year results:
  - *Tourism,*
  - *Environmental policies and monitoring,*
  - *Community housing,*
  - *Animal control,*
  - *Culture and Heritage,*
  - *Biosecurity.*

■ - Performance ratings increase  ■ - Performance ratings decrease

# Individual activities (top/bottom 5)

| Activity | Score |
|---|---|
| Public libraries | 8.6 |
| Rural fire fighting | 8.5 |
| Drinking water | 8.3 |
| Swimming Pools | 8.3 |
| Sewerage | 8.2 |

| Activity | Score |
|---|---|
| RMA - resource consents | 6.3 |
| Monitoring animal pests | 6.1 |
| Information on Council meetings | 6.1 |
| Monitoring plant pests | 6.0 |
| Unsealed roads | 5.9 |

- When individual activities were compared separately *Public libraries* had the highest score (8.6), and *Unsealed roads* received the lowest score (5.9).
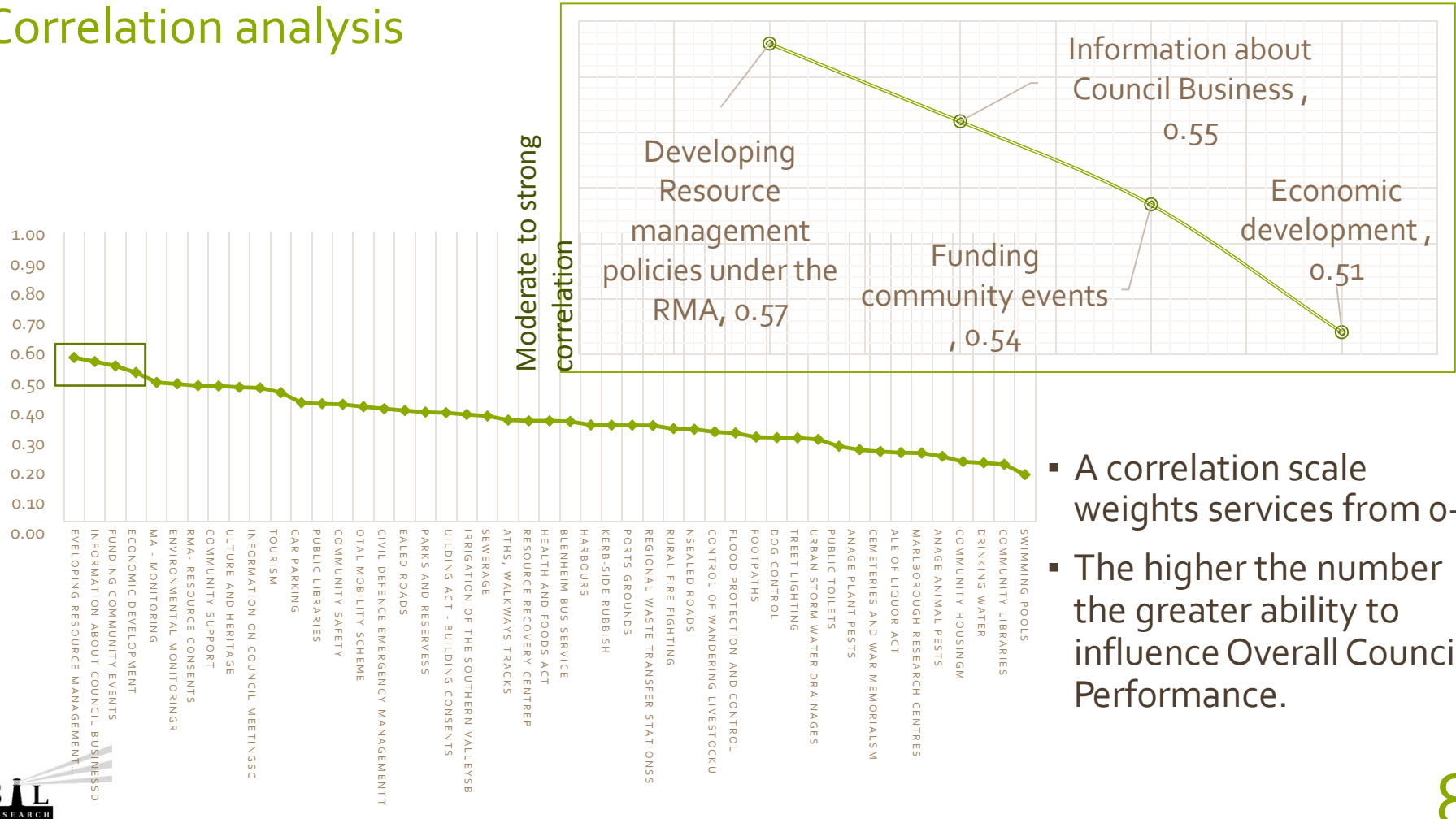
# Heatmap
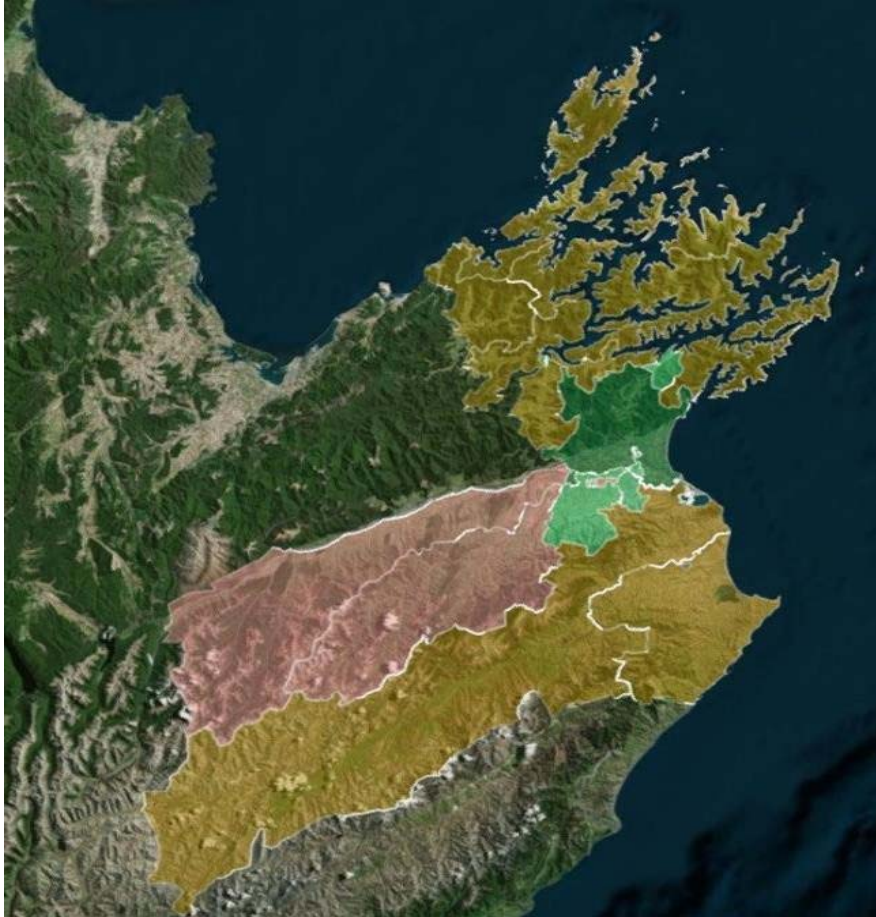


- This heatmap represents the *Overall Council Performance* average scores by sub-regional geographical areas.

- A geographical cluster with the lowest scores was predominantly in Western Wairau (6.86, red colour).

- Blenheim, Blenheim vicinity, Picton, Havelock, Renwick generally showed higher scores 7.61 and above (green colour).
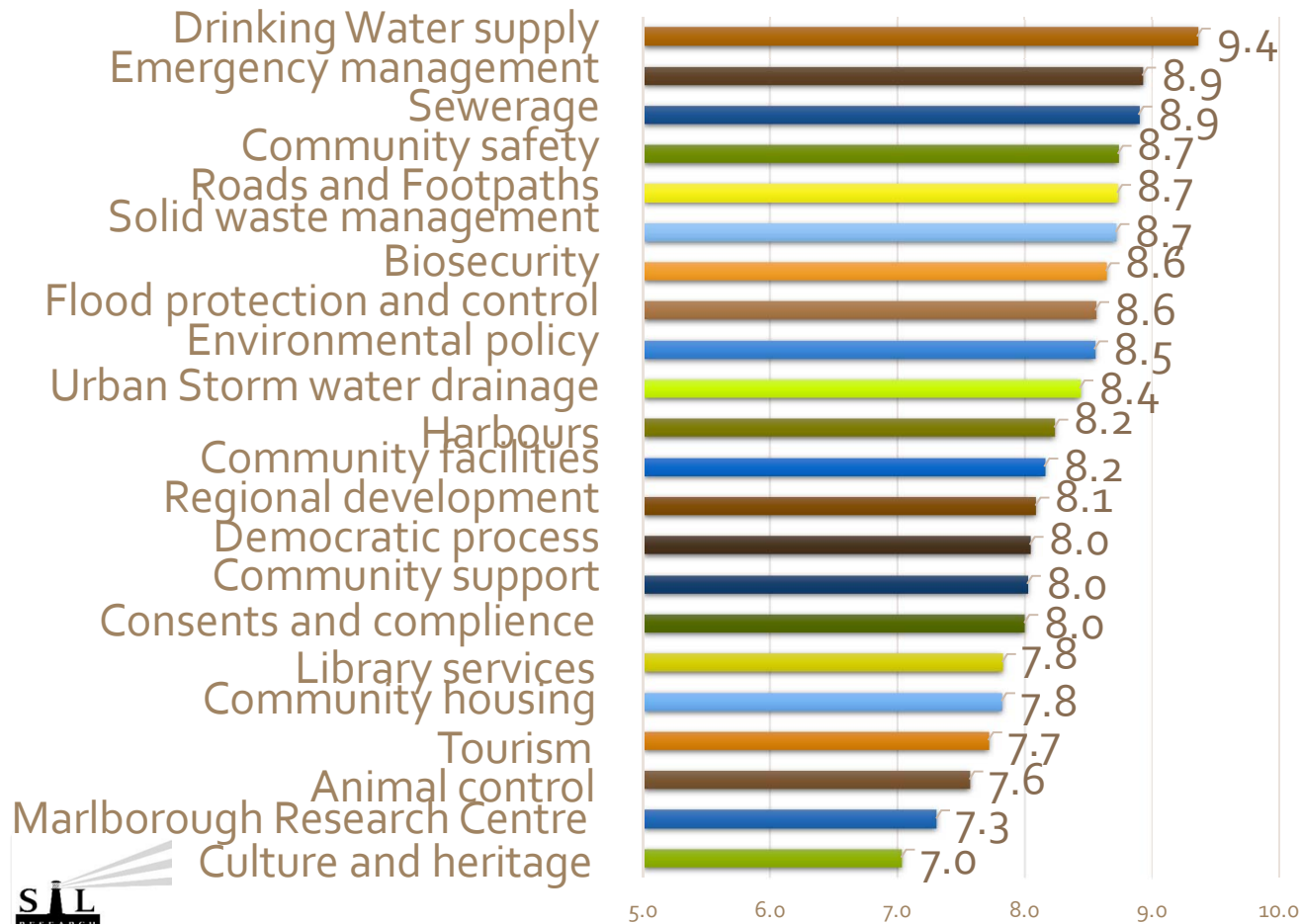
# Correlation analysis

Moderate to strong correlation

Developing Resource management policies under the RMA, 0.57

Funding community events , 0.54

Information about Council Business , 0.55

Economic development , 0.51

1.00
0.90
0.80
0.70
0.60
0.50
0.40
0.30
0.20
0.10
0.00

EVELOPING RESOURCE MANAGEMENT…
INFORMATION ABOUT COUNCIL BUSINESS D
FUNDING COMMUNITY EVENTS
ECONOMIC DEVELOPMENT
MA - MONITORING
ENVIRONMENTAL MONITORINGR
RMA- RESOURCE CONSENTS
COMMUNITY SUPPORT
ULTURE AND HERITAGE
INFORMATION ON COUNCIL MEETINGSC
TOURISM
CAR PARKING
PUBLIC LIBRARIES
COMMUNITY SAFETY
OTAL MOBILITY SCHEME
CIVIL DEFENCE EMERGENCY MANAGEMENTT
EALED ROADS
PARKS AND RESERVES
UILDING ACT - BUILDING CONSENTS
IRRIGATION OF THE SOUTHERN VALLEYSB
SEWERAGE
ATHS, WALKWAYS TRACKS
RESOURCE RECOVERY CENTREP
HEALTH AND FOODS ACT
BLENHEIM BUS SERVICE
HARBOURS
KERB-SIDE RUBBISH
PORTS GROUNDS
REGIONAL WASTE TRANSFER STATIONSS
RURAL FIRE FIGHTING
NSEALED ROADS
CONTROL OF WANDERING LIVESTOCKU
FLOOD PROTECTION AND CONTROL
FOOTPATHS
DOG CONTROL
TREET LIGHTING
URBAN STORM WATER DRAINAGES
PUBLIC TOILETS
ANAGE PLANT PESTS
CEMETERIES AND WAR MEMORIALSM
ALE OF LIQUOR ACT
MARLBOROUGH RESEARCH CENTRES
ANAGE ANIMAL PESTS
COMMUNITY HOUSINGM
DRINKING WATER
COMMUNITY LIBRARIES
SWIMMING POOLS

- A correlation scale weights services from 0-1.
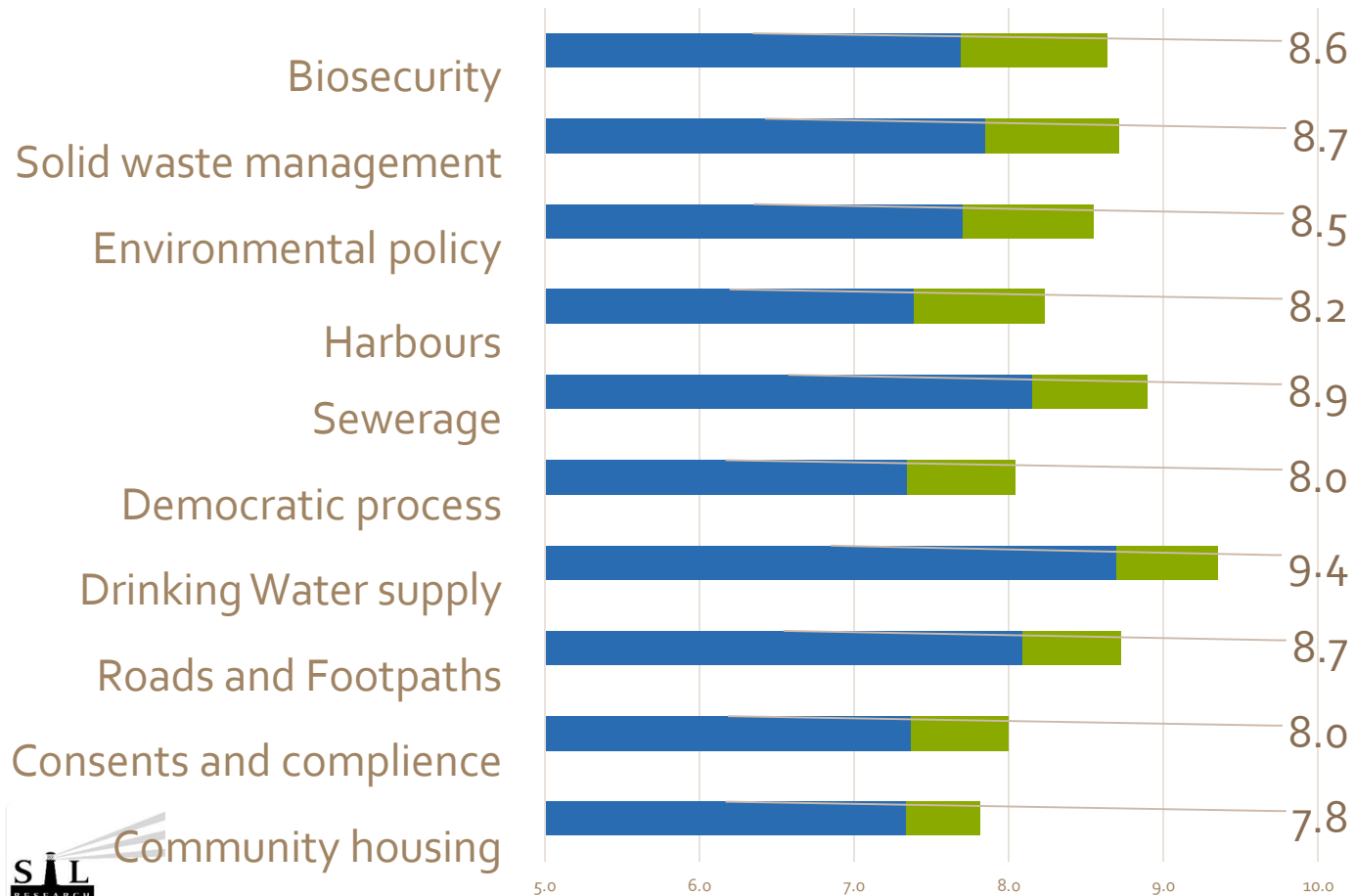- The higher the number the greater ability to influence Overall Council Performance.
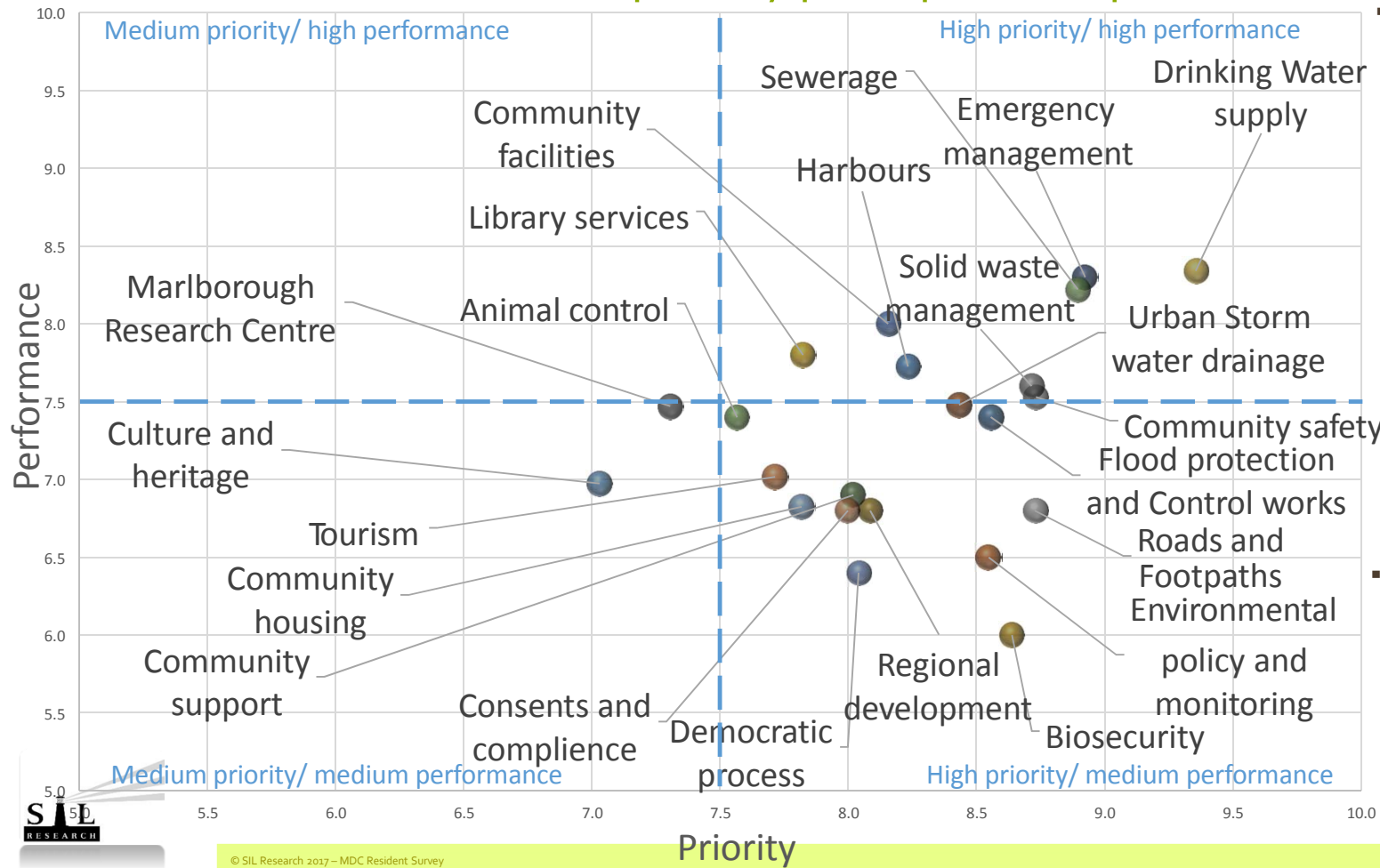
8

© SIL Research 2017 – MDC Resident Survey

## Activities priority 2017

| Activity | Priority |
|---|---|
| Drinking Water supply | 9.4 |
| Emergency management | 8.9 |
| Sewerage | 8.9 |
| Community safety | 8.7 |
| Roads and Footpaths | 8.7 |
| Solid waste management | 8.7 |
| Biosecurity | 8.6 |
| Flood protection and control | 8.6 |
| Environmental policy | 8.5 |
| Urban Storm water drainage | 8.4 |
| Harbours | 8.2 |
| Community facilities | 8.2 |
| Regional development | 8.1 |
| Democratic process | 8.0 |
| Community support | 8.0 |
| Consents and complience | 8.0 |
| Library services | 7.8 |
| Community housing | 7.8 |
| Tourism | 7.7 |
| Animal control | 7.6 |
| Marlborough Research Centre | 7.3 |
| Culture and heritage | 7.0 |

- In 2017 there was an increase in the level of a prioritisation assigned to most council services.

- In 2017 *Drinking water supply* received the highest priority at 9.4.
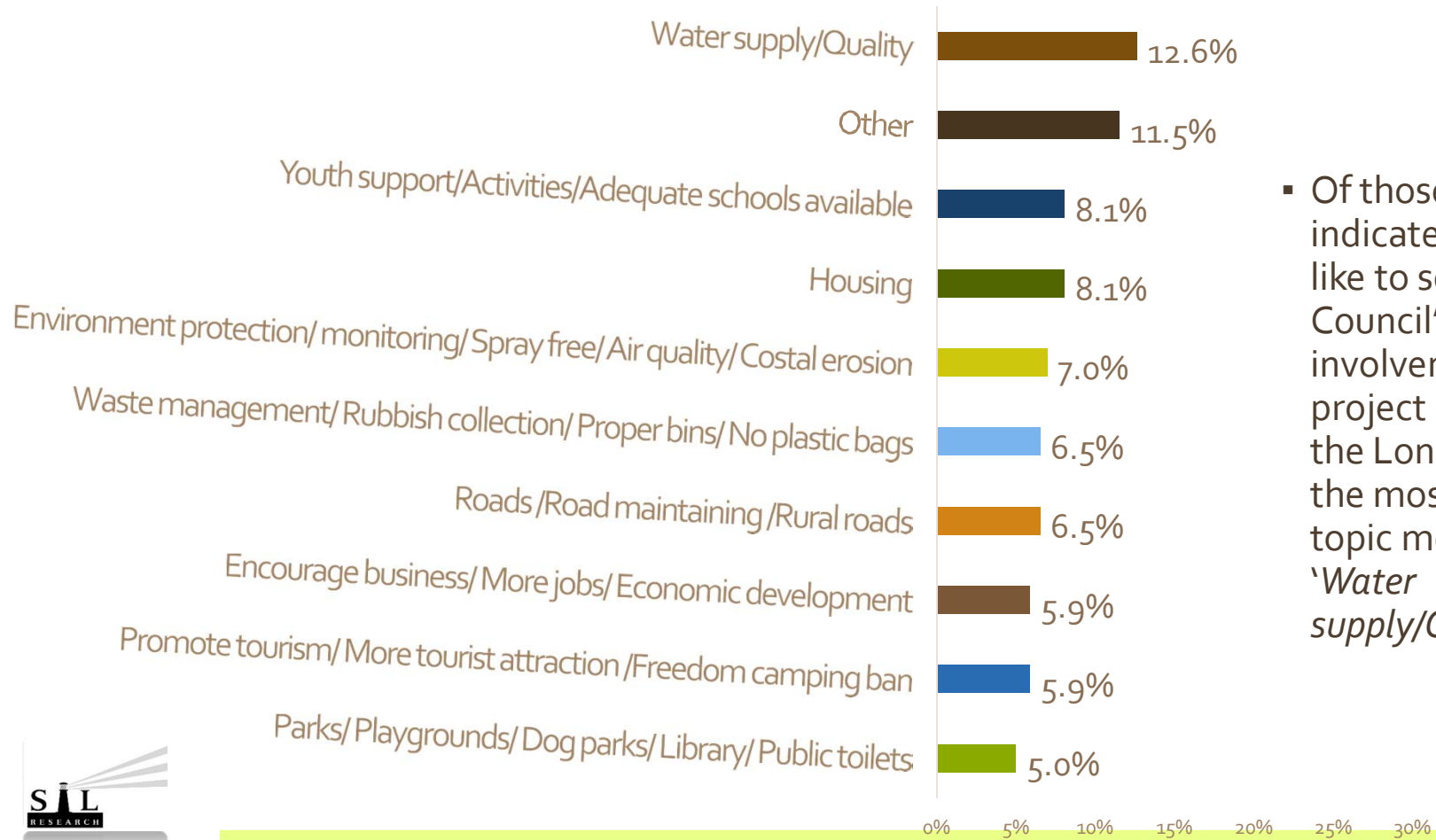
# Activities priority 2017 vs. 2014 (top 10)

| Activity | Value |
|---|---|
| Biosecurity | 8.6 |
| Solid waste management | 8.7 |
| Environmental policy | 8.5 |
| Harbours | 8.2 |
| Sewerage | 8.9 |
| Democratic process | 8.0 |
| Drinking Water supply | 9.4 |
| Roads and Footpaths | 8.7 |
| Consents and complience | 8.0 |
| Community housing | 7.8 |

- The greatest 2014-2017 increase in the level of prioritisation was with *Biosecurity*, *Solid waste management* and *Environmental policy*.

■ - Priority ratings increase ■ - Priority ratings decrease

# Performance vs. priority perceptual map (zoomed 5-10 scale)



Scatter plot with x-axis "Priority" (5.5 to 10.0) and y-axis "Performance" (5.0 to 10.0). Quadrant labels:
- Medium priority/ high performance (top left)
- High priority/ high performance (top right)
- Medium priority/ medium performance (bottom left)
- High priority/ medium performance (bottom right)

Data point labels: Sewerage, Drinking Water supply, Emergency management, Community facilities, Harbours, Library services, Solid waste management, Marlborough Research Centre, Animal control, Urban Storm water drainage, Community safety, Culture and heritage, Flood protection and Control works, Tourism, Roads and Footpaths, Community housing, Environmental policy and monitoring, Community support, Regional development, Consents and complience, Democratic process, Biosecurity

- Almost all services received lower performance scores when compared with the priority levels. The largest gap between performance and prioritisation preferences was shown for *Biosecurity*, *Environmental policy and monitoring*, and *Roads and Footpaths*.
- The most important deliverable (*Drinking water*) received the highest satisfaction rating in 2017.

# Long Term Plan

Water supply/Quality ████████████ 12.6%

Other ███████████ 11.5%

Youth support/Activities/Adequate schools available ████████ 8.1%

Housing ████████ 8.1%

Environment protection/monitoring/Spray free/Air quality/Costal erosion ███████ 7.0%

Waste management/Rubbish collection/Proper bins/No plastic bags ██████ 6.5%

Roads /Road maintaining /Rural roads ██████ 6.5%

Encourage business/More jobs/Economic development █████ 5.9%

Promote tourism/More tourist attraction /Freedom camping ban █████ 5.9%

Parks/Playgrounds/Dog parks/Library/Public toilets █████ 5.0%

0%  5%  10%  15%  20%  25%  30%

- Of those residents indicated they would like to see the Council's involvement with a project or issue in the Long Term Plan, the most common topic mentioned was '*Water supply/Quality*'.

Conclusion
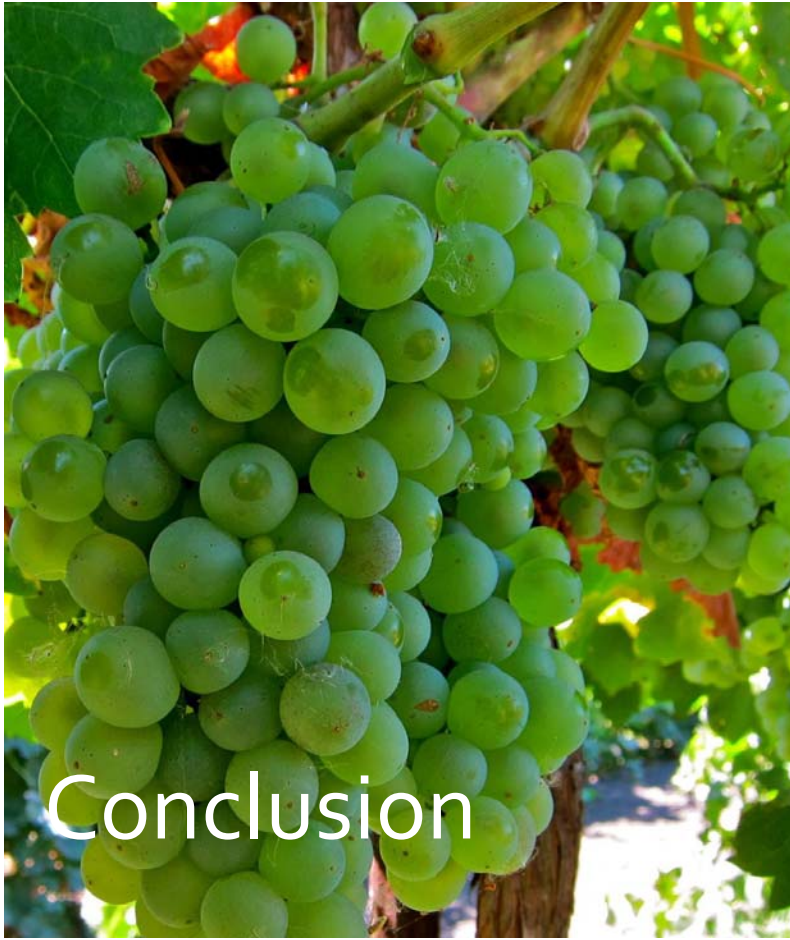
- In 2017 there was an increase in the level of a prioritisation assigned to most Council activities. *The greatest 2014-2017 increase in the level of prioritisation was with environmental factors.*

- Almost all activities provided by the Council in 2017 showed a slight increase in performance ratings.

- As in previous years, when 2017 performance and prioritisation results were compared, many services showed a gap between satisfaction and the priority level placed in that activity. The biggest gap was with *Biosecurity*.

# About SIL Research

- SIL Research is a full service research company, located in Napier, Hawke's Bay. We offer both quantitative and qualitative research throughout New Zealand.

- Our primary focus is the delivery of intelligent business research to assist organisations in making informed strategic, tactical and day-to-day decisions.

- Our research areas include the following:
  - Local Government, LTCCP and LOS Research (Transport, Infrastructure, Ratepayer surveys, Environment, Civil defence, Core Recreational Facilities Research)
  - General and Specific Customer Satisfaction and Opinion Research
  - Secondary and Tertiary Education Sector Research
  - Electricity Industry Sector Research
  - Primary Industries Sector Research
  - Banking, Building Society Sector Research
  - Media and Marketing Communications Research
  - Business To Business (B2B) and Business To Consumer (B2C) Research.

- Operating a 'dynamic' field force we are able to create specialised teams of researchers to undertake data collection using a wide variety of methodologies (telephone, in-depth interviews, surveys, online, focus groups etc.) to meet the specific research needs of our clients.

- Whether you're looking to better understand your customers, identify improved ways to do business or research how your organisation can achieve world class status, SIL Research can assist you with an intelligent approach to research-based problem solving.

- SIL Research is a member of the Research Association of New Zealand (RANZ). 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.

14

# The SIL Research Team

- Principal Researcher: Dr Virgil Troy  BBc, MBA (Distinction) PhD
  - Virgil's diverse work experience includes 15 years in broadcasting and 12 years as a Management Consultant working in a variety of industries and sectors and the most recently 10 years working in customer engagement within the Aotearoa New Zealand electricity lines industry, local government, banking and education sectors.
  - Underpinning the hands-on, practical application of business research is Virgil's academic background which includes a Bachelors Degree in Broadcasting Communications (BBc) and a Masters Degree in Business Administration (MBA with Distinction) majoring in Marketing and International Business.
  - Virgil's expertise is in CRM having completed a PhD in the subject. He currently undertakes customer engagement research for the electricity, banking, local government, education and banking sectors. His research background includes comparative analysis of industries Customer Relationship Management processes. Virgil periodically lectures in Consumer Behaviour and Communications strategies as well as 700 level Marketing Research Methods at EIT Hawke's Bay.
- Research Analyst: Nataliya Rik  MBChB (Medicine)
  - Nataliya comes from a medical background. She holds MBChB from Moscow State University and has solid research experience including clinical trials and infectious diseases studies. Having immigrated to New Zealand from Russia, Nataliya recently completed a New Zealand Business Diploma and has conducted market research in the New Zealand healthcare environment.
- Research Analyst: Evan Jones   BSc, MA Ed (Mathematics)
  - Evan has an extensive background in statistics and mathematics in the Tertiary Education sector.
- Proof reader: Lorna Phillips BA BSc PGDipForSci
  - Lorna has several years' experience editing and proofreading for both individuals and businesses, throughout a wide range of disciplines.
- Contributing Research Statistician: Dr Nigel Grigg   BSc (Hons), MSc , PhD
  - Nigel's research interests centre on process management, including the use of statistical thinking and statistical methods within the process knowledge development and improvement cycle. Nigel holds degrees in applied mathematics and quality management, and completed his PhD on developing statistical thinking. He is a Chartered Mathematician and Member of the Institute of Mathematics and its applications, the Institute of Quality Assurance, the Institute of Learning and Teaching, and the Aotearoa New Zealand Statistical Association.
  - Nigel research is well published in highly respected academic journals; his work includes published papers on the use of Benchmarking in creating world class Aotearoa New Zealand organisations, Business excellence models and Multimedia Marketing.
- Contributing Project Statistician: Dr Nihal Jayamaha   BSc, MEng, MBA, PhD
  - Nihal research interests include performance excellence (TQM and business excellence practices, tools and techniques) in the non-profit sector, particularly performance measurement issues and theory development. He also has interests in performance excellence in the healthcare sector and collaborative research involving biostatistics applications.
  - Nihal holds a BSc in Electrical Engineering, a MBA, a MEng Masters of Energy Management and a PhD in Technology. Nihal has worked extensively over a 20 year period in the electrical utility industry (in Sri Lanka and United Arab Emirates).

# Important Information
## Research Association of New Zealand [RANZ] Code of Practice

- SIL Research is a member of the RANZ and therefore is obliged to comply with the RANZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.

- Confidentiality
  - Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.

- Research Information
  - Article 25 of the RANZ Code states:
    - The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
    - Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
    - They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.

- Publication of a Research Project
  - Article 31 of the RANZ Code states:
  - Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:
    - Refuse permission for their name to be quoted in connection with the published findings
    - Publish the appropriate details of the project
    - Correct any misleading aspects of the published presentation of the findings

- Electronic Copies
  - Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a SIL Research document. The authorised original of all electronic copies and hard copies derived from these are held to be that retained by SIL Research.