Marlborough District Council

2016 Annual Residents Survey

This research was undertaken to the highest possible standards and in accord with the principles detailed in the Research Association of New Zealand (formerly MRSNZ) Code of Practice, which is based on the ESOMAR Code of Conduct for Market Research. All methodologies and findings in this report are provided solely for use by the Marlborough District Council.

Disclaimer: This report was prepared by SIL Research for the Marlborough District Council. The views presented in the report do not necessarily represent the views of SIL Research or the Marlborough District Council. 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.

Executive Summary

The objectives of this research were to:

1. Assess resident's needs and satisfaction with the Marlborough District Councils (MDC's) services
2. Provide insights into residents preferred prioritisation of MDC's services and activities.

The two existing MDC questionnaires were revised by SIL Research in consultation with the MDC then tested prior to deployment. Two concurrent surveys of n=400 residents were undertaken during June 2016, a total of n=800 residents aged 18 years and above across the MDC's territorial area were interviewed via a CATI (Computer Assisted Telephone Interviewing) administered telephone survey during a six-week period starting the first week of June 2015. There was no online survey undertaken this year.

Using the Statistics New Zealand usually resident's population statistics a sample size of n=400 across 34,041 18yr + residents allows for a 95% confidence level +/- 3.9% to 4.87%. Throughout this report a selection of common statistical analyses and tools were used to interpret the data and present findings in a meaningful manner. A summary of results are as follows:

1. Overall performance: In 2016 MDC's overall performance rating improved over the previous year (up to 7.2 from 7.0). The linear regression suggests a steady improvement trend for the Council. Combining individual and grouped aggregated totals, the top three ranked services in 2016 were Emergency management (8.2), Sewerage (7.9) and Community facilities (7.8). There was a change to the second place service when compared to 2015 results – Drinking water was replaced by Sewerage service. When individual services were ranked separately Public libraries had the highest rating (8.5), followed by Rural fire fighting (8.4) with Swimming Pools in the third place sharing the same ratings with Parks and reserves (8.2). The services with the lowest ratings in 2016 changed to Biosecurity, Democratic process and Regional development (in 2015 - Democratic process, Environmental policy and monitoring, and Biosecurity). Overall, 16 services increased their performance scores compared to 2015, 4 had lower scores, and 2 stayed the same. (Note: Sewerage service available in Blenheim, Picton, Renwick, Havelock, Seddon (not all Awatere), Grovetown (in Blenheim vicinity) only).

Using 2014 priority ratings, there were three service areas with very high priority for residents. These were Drinking water supply, Emergency management and Community safety. In 2016 there was a very close match between 2014 Priorities and Performance with the Emergency management service deliverable also having the highest performance ratings. The second good match between Priorities and Performance ratings went to Sewerage service (8.15 and 7.8 accordingly). Biosecurity appears to be the service deliverable with the biggest mismatch, with residents giving it a much higher priority rating in 2014 (7.3) than performance rating (6.1).

2. Contact with council: Approximately 45% of residents indicated they had been in contact with the Council in the past 12 months. Satisfaction with Council contact was high at 81.5% with an average rating for contact at 7.7 on the 1-10 scale.

3. Media and marketing: 72.4% of all residents indicated they could recall Council-related marketing in the past 12 months. The most common source of the recall was Local newspapers (88.1% - down from 90.2% in 2015), followed by Other (14.3%), Radio (13.3%), Mail/Leaflets/Pamphlets (9.9% - up from 6.1% in 2015) and Website (4.8%).

4. Democratic process: Both Information about Council business and Information on Council meetings were similar to 2015 satisfaction levels.

5. Culture and heritage: Across the district, 71.3% of residents indicated they were satisfied with the Council's performance regarding Culture and heritage; an almost an 8.6% improvement compared to 2015.

6. Community housing: Across most areas, there were differences in resident satisfaction with the provision of Community housing. Reasons for low ratings included not enough Council housing and the need for Council to improve maintenance, while positive comments suggested the opposite. While satisfaction percentages varied by area, overall 66.2% of residents were satisfied with MDC's performance in this service (up from 61.5% in 2015).

7. Community safety: Community safety was ranked the third highest priority in 2014, the 2016 survey results maintained the same (7.2) overall satisfaction score as the previous year. There were many positive comments supporting high ratings, such as, Doing good job with security cameras, simply Doing good job and feel safe. Overall 74.7% (down a little from 2015) of residents were satisfied with the Council's performance in this area.

8. Community support: Satisfaction ratings varied across services and areas, although the lowest percentages were from areas with small sample sizes. Satisfaction for all services was 68.7% on average (Community support services was 68.7%, Blenheim bus service 70.7%, Total mobility scheme 61.4% and Funding community events 74.1%). All areas were similar to 2015 percentages.

9. Library services: Public libraries achieved the highest individual service rating in 2016 (8.5). Strong levels of positive comments about the Public libraries service, indicated high resident satisfaction. 92.3% (up from 88.9% in 2015) of residents across the district were satisfied with the Council's Public libraries service. There was however a 10% decrease in satisfaction levels for Community libraries (50.5% against 60.7% in 2015).

10. Emergency management: This year, Emergency management achieved the highest group performance rating (8.2). In particular, Rural firefighting achieved the second highest individual performance rating in 2016 (8.4). There were few negative comments regarding for either Rural fire fighting or Civil Defence emergency management. Reasons for high ratings included Good service and Do a good job. Overall performance satisfaction percentages were 89.9% (similar to 87.5% in 2015) for Civil defence and 92.3% (94.0% in 2015) for Rural firefighting.

11. Community facilities: In 2016 as in 2015, aggregated Community facilities (7.8) achieved the third place in performance ratings. Parks and reserves with Swimming pools shared the third rating place among individual services. The six facilities all recorded positive satisfaction rating percentages with Parks and reserves (89.5%), Sports grounds (89.8%), Bike paths & Tracks (82.4%), Swimming Pools (89.5%) and Cemeteries (94.4% - up from 88.9% in 2015) and Public toilets in its traditional 6th place on this list (61.2%). Most cited reason for positive rating was Well maintained/ in good condition. Across most community facility provisions, 2016 average performance ratings were maintained at previous levels.

12. Roads and footpaths: Regarding Roads and Footpaths, in most instances, the provision of Street lighting and Sealed roads gained the highest satisfaction ratings across the district (79.2% and 71.5% respectively). Footpaths at 62.2% was up a little from 60.6% in 2015. Unsealed roads at 50.0% was down from 51.3% in 2015. Negative comments for the Unsealed roads included Poor maintenance or Lack of maintenance. Over time overall satisfaction with Road and footpaths has increased slightly.

13. Flood protection and control: Across most areas, there were differences in resident satisfaction with flood protection and control indicating a degree of variation in the provision and quality of these deliverables across the district. 76.1% of all residents (69.0% in 2015) indicated they were satisfied to some degree. However, smaller communities outside Blenheim were mixed in their levels of performance satisfaction. From a trend perspective 2016 levels were not dissimilar to the previous years, although the ratings have increased.

14. Sewerage: Sewerage achieved the second highest group performance rating in 2016 (7.9 up from 7.4 in 2015). There were 133 No problems/ functions well responses in other positive comments. 2016 Overall satisfaction was 85.0% (up from 80.5% in 2015).

15. Urban storm water drainage: Urban storm water drainage service satisfaction level have dropped in 2016 to 65.5% (76.5% in 2015). Across areas there were bigger differences, however these variations can correspond with small sample size in some areas and availability of the service provision. Reasons given for low ratings included Flooding still occurring, Drains blocked/need clearing and Poor maintenance.

16. Drinking water: Drinking water has dropped from second place in performance rating to the 6th (7.5 down from 7.7 in 2015). Overall 76.0% of residents were Satisfied to some degree with the service regarding this deliverable (down from 78.0% in 2015). Across all areas, Awatere showed the lowest satisfaction (11.1%). Among negative comments there were 26 Have own supply and 14 Water undrinkable. Whereas some improvement had been achieved in the past years, 2016 saw the slight drop in overall aggregated performance rating. (Note: drinking water provided to Blenheim, Picton, Renwick, Havelock, Awatere valley part of Awatere area, Wairau Valley township [in Western Wairau], Riverlands [in Blenheim vicinity]; NO responses in Western Wairau area in 2016).

17. Waste management: Across the district 78.4% of residents indicated they were satisfied with the performance of the Council with the Waste management. Reasons for positive and negative ratings varied across services. The average performance rating of this variable appears to have peaked around 2011 to 2012. There was a slight increase with the satisfaction levels for Kerb-side Rubbish and recycling (78.8%), Regional Waste Transfer stations (74.6%) and Resource Recovery Centre (81.8%) during the 2016 survey compared to the previous year. (Note: services provided to Blenheim and Picton for kerbside collections, resource recovery centres sites across the district, resource recovery and reuse centre is based in Blenheim).

18. Environmental policy and monitoring: In 2016 this service moved up slightly from the lowest performing position (to 6.6 up from 6.3 in 2015). Across most areas, performance rating levels were similar for both Policy development and Monitoring provisions. Reasons for high and low ratings varied consisted from Do a good job with Council direction ineffective at the same time. The RMA development satisfaction level was lower 59.1% (62% in 2015) but the level for monitoring was higher 61.9% (57.4% in 2014). The 2016 performance ratings are similar to 2015 levels.

19. Consents and compliance: Overall satisfaction levels of each of these services were on a par with previous years. The only major difference was for Health and Foods Act satisfaction level (74.7% - down from 82.8% in 2015). Reasons for positive and negative ratings varied across services. Reasons for low consent ratings included slow/take too long and too much red tape with the overall satisfaction rating in these two services around 50%.

20. Biosecurity: Biosecurity had the lowest performance rating in 2016 (6.1) with the biggest mismatch between 2014 Priority and 2016 Performance. Reasons for positive and negative ratings varied across services. Possible reasons for low satisfaction could be No visible Council involvement and Have to control pests ourselves. The satisfaction level with Animal pest control was 52.5% and 49.5% for Plant pest control, both services showed a decrease. The satisfaction ratings for both biosecurity services indicate no trend over time, although the 2016 ratings were down a little over those in 2015

21. Animal control: There were more positive comments related to this service. These included Don't see dogs or livestock roaming around, Good service/ No problems. Overall over 75% of residents were satisfied with the Council's performance in these areas. The performance ratings were on the line with the past 3 years without big changes.

22. Harbours: Across most areas, as well as over time, there has been a level of consistency in resident satisfaction with the Council provision for Harbours. The 2016 year resulted in 80.0% (up from 77.2% in 2015) of residents being satisfied with the service relating to Harbours. Positive rating comments included Good job, simply Good.

23. Regional development: Across all three services there was a decrease in satisfaction levels. The biggest changes were shown for Irrigation of the Southern Valleys (42.8% - down from 65.1% in 2015). Negative comments related to this service included Costs regarding water supply. Car parking responses included negative comments about Parking meters too expensive, and almost equal amount of positive for Plenty of parking available and negative for Insufficient parking.

24. Tourism: Tourism has improved its position in terms of Performance in 2016 (7.2 up from 6.8 in 20150). Across most areas, performance rating levels were relatively similar. 76.6% of residents overall were satisfied with the Council's performance in Tourism. Reasons for high ratings included Doing a good job, Council performs well and supporting tourism. Less negative comments were mentioned in 2016. The 2016 overall performance ratings were higher than the 2015 ones

25. Marlborough research centre: The recent year showed a decrease in overall satisfaction level for Marlborough Research Centre (61.4% - down from 70.5% in 2015). Reasons for lower ratings included Too much focus on grapes and Council shouldn't be involved/private sector role. The 2016 average satisfaction ratings are close over the years.

# Contents

Methodology

Purpose of research

The objectives of this research were to:

1. assess residents' needs and satisfaction with MDC's services
2. provide insights into residents preferred prioritisation of MDC's services and activities.

Methodology

The existing MDC questionnaires were revised by SIL Research in consultation with the MDC then tested prior to deployment. Two concurrent surveys of n=400 residents were undertaken during June 2016, a total of n=800 residents aged 18 years and above across the MDC's territorial area were interviewed via a CATI (Computer Assisted Telephone Interviewing) administered telephone survey during a six-week period starting the first week of June 2016.

Figure 1 Revised 2014 Survey area boundaries
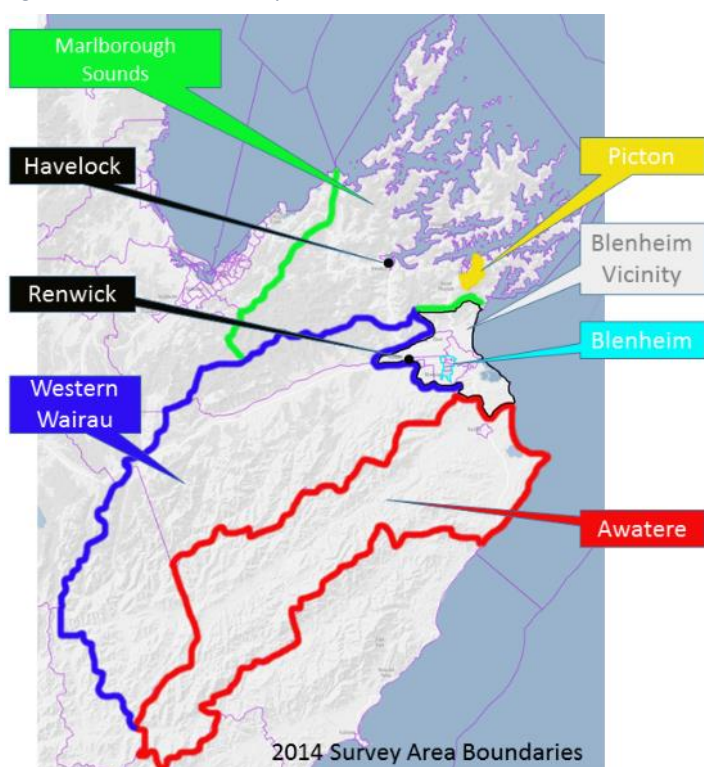
In consultation with the MDC, in 2014 changes were made to sub-regional geographical areas reported in this survey compared to the 2013 survey. This change was to divide the 'Wairau Valley' area from the 2013 survey into two new areas – 'Western Wairau' (the valley plains west of Renwick) and 'Blenheim vicinity' (the valley plains east of Renwick to the coast, excluding the separate areas of Renwick and Blenheim). These changes were made by grouping statistics New Zealand 2013 Census area units as presented in Figure 1.

The reason for the change was to better to reflect the difference in services available to residents in the more populous Blenheim vicinity to those available to residents in the more rural Western Wairau.

Residents from Havelock, Awatere, Western Wairau, Renwick, Marlborough Sounds, Picton, Blenheim vicinity and Blenheim were randomly selected from the MDC ratepayer database, phone numbers were matched from publicly available databases.

To reduce non response error, all respondents not contactable i.e. no answer or answerphone, were recalled up to four times. Data was analysed using SPSS.

To introduce a statistically robust sampling methodology, SIL Research determined sample sizes based on statistics New Zealand usually resident population figures from the 2013 Census as presented in Table 1 below.

Table 1 MDC Sampling Methodology

	2013 usually resident	*Percentage*	*n=400 surveys*	*n=800 surveys*
Marlborough Sounds	4023	9%	35	70
Havelock	531	1%	5	10
Picton	4752	10%	41	82
Western Wairau	1956	4%	17	34
Renwick	2127	5%	18	36
Blenheim vicinity	6417	14%	55	110
Blenheim	25014	54%	216	432
Awatere	1482	3%	13	26
Total	**46302**	**100%**	**400**	**800**

As presented in Table 1 above, the *2013 usually resident* column shows the number of residents in each grouped area. The *Percentage* column presents the percentage of residents by area (i.e. Blenheim accounts for 54% of all residents in the district). The *n=400 surveys* column shows the number of surveys completed for each area based on the percentages in the previous column (i.e. Blenheim at 54% equates to n=216 surveys from the total of 400 completed across the district). Finally, the *n=800 surveys* column presents the combined number of surveys completed across all areas during this project (i.e. Blenheim at 54% equates to n=432 surveys from the total of 800 completed across the district)

Drawing from Census 2013 figures for the Marlborough district, residents' age and gender proportions were identified to ensure a representative spread of residents aged 18years and over as presented in Table 2 below.

Table 2 Marlborough District 18yrs+ age and gender statistics

	Population		Percentages		Surveys n=400	
Age Targets	Male	Female	Male	Female	Male	Female
18-24	1401	1239	4%	4%	16	15
25-34	2055	2274	6%	7%	24	27
35-44	2589	2787	8%	8%	30	33
45-54	3027	3384	9%	10%	36	40
55-64	3153	3219	9%	9%	37	38
65+	4278	4635	13%	14%	50	54
Total	16503	17538	48%	52%	194	206
Grand total	**34041**					

Using the above resident's population statistics, a sample size of n=400 across 34,041 18yr + residents allows for a 95% confidence level +/- 4.87% where residents are split 50/50 on any given issues and a 95% confidence level +/- 3.9% where residents are split 80/20.

For issues in which n=800 residents were questioned such as *overall council performance,* results from across 34,041 18yr + residents allows for a 95% confidence level +/- 3.42% where residents are split 50/50 on any given issues and a 95% confidence level +/- 2.74% where residents are split 80/20. Differences or variations in results area are discussed only when statistically significant at a .05 (95% probability) level and differences are meaningful.

Note: In some charts there may appear to be a mismatch of means and percentages, i.e. Chart 14 and Table 7, Chart 22 and Table 15, these numbers are in fact correct. The satisfaction percentages disregard neutral and negative responses, whereas mean scores use all ratings.

For the purpose of visual clarity linear regressions/trend lines are only presented where the single service is represented, i.e. Chart 11. Adding a trend line to multiple services sections would result in overly cluttered charts.

Income, home ownership status and tenure in the district data is presented in Appendix 2 from page 75.

Terminology, tools and approach to analysis

Throughout this report a selection of common statistical analyses and tools were used to interpret the data and present findings in a meaningful manner. Each will now be briefly explained.

Mean: Most performance data in this research was collected via a 1-9 Likert scale; this is a standard research approach to collection, measuring and presenting ratings. *The mean is the average rating score provided by residents* in each area and across the MDC district. In most sections, 1-9 mean scores have been recalibrated to 1-10 ratings and are presented in charts along with the number of residents the mean score is based on.

Anova and Chi square measures of significance: Throughout this report the term *"statistically significant"* is used to highlight differences in mean ratings across areas. Only when differences between areas are significant at a 95% level is the term *"statistically significant"* used. This tool is used to support statistically any references to visual differences presented in charts and or tables.

R^2 linear regression (*pronounced R squared*)**:** An R^2 linear regression is a simple test which provides a number to indicate whether what is being observed in the year by year scores are indicative of an actual trend. As presented in this report three patterns emerged as a result of applying this test to historical and current aggregated ratings. The patterns were (1) increase in performance ratings, (2) decrease in performance ratings (3) no visible increase or decrease and the appearance of a see-saw pattern (up and down over time). In summary the closer the R^2 number to "1" the more likely a trend towards an increase or decrease in performance ratings.

Regression analysis: In this report a regression analysis was used to predict which "services" influence "MDC's overall performance rating". Council services measured by survey were ranked in order of influence based on their level of statistical significance. Only services with a significance level of .05 or lower are presented in the charts below. Generally, the lower the "Sig." number for the deliverable, the greater the influence on MDC overall performance rating. This test was used to detect opportunities for MDC's future actions to address any negative impact or positive traction in the services identified.

Proportional recalibration: To enable a longitudinal (time based) comparison against ratings presented in previous year's reports, 1-9 Likert scale ratings needed to be proportionally recalibrated to a 1-10 scale. This was achieved by dividing the 1-9 rating by 9, then multiplying the number by 10. Therefore, a 6.8 rating from the original 1-9 rating scale becomes 7.5 on the 1-10 scale.

Perceptual mapping: To present performance and prioritisation data in a meaningful and visual format a perceptual map was used to illustrate the interplay of these two datasets; proportionally recalibrated data is presented in these maps. Chart 7 on page 16 presents the data using the full 1-10 scale and
Chart 8 on page 17 presents the same data, however in this chart the data is zoomed in from a *5-rating* for both performance and priority. Note: In 2016 the 2014 service priority ratings were used against the 2016 service performance data.

Heat mapping: To visually present *overall satisfaction* data, latitude and longitude coordinates based on resident addresses have been used to present the data across the district. To maintain anonymity of respondents, the levels of detail presented has been limited to a "birds-eye" view only.

Two-step cluster analyses: The Two-step Cluster Analysis procedure is an exploratory tool designed to reveal natural groupings (or clusters) within a data set that would otherwise not be apparent. This tool was used to statistically identify whether any similar rating groups existed across geographic areas within each of the services surveyed.

NOTE: Perceptual mapping vs regression analysis: Results presented in the perceptual maps on pages 16 and 17 show ratepayer performance ratings and associated priorities for each council service group. These findings show the performance of services being delivered in proportion to the level of priority placed on each.

Results from the regression analysis on page 13 identify which individual council services have the potential to influence overall performance ratings.

Therefore, the perceptual maps highlight service strengths and opportunities for improvements in each service group, and the regression analysis identifies which individual services have the potential to improve or decrease overall performance ratings.

Environmental Factors

When reading this report, it is important to note that factors such as the timing of unusual or one-off events often affect the ratings that residents give. The issues that may have influenced perception of MDC performance are as follows:

- Emergency management: In November and December 2015 there were large forest fires at the Waikakaho and Wairau Valley.
- Tourism: positive tourism growth in Marlborough over the key summer season.
- Democratic process: Increased media attention in the run up to the District elections in October 2016.

- Culture and heritage: Completion of ASB Theatre Marlborough in March 2016.
- Environmental policy and monitoring: release of the Marlborough Environment Plan in June 2016.
- Community facilities, Water supply, Irrigation: Annual Plan consultation in April and May 2016 focused on consolidating sports facilities at Blenheim's Lansdowne Park, Sharing the cost of good quality drinking water, and an Irrigation scheme for Flaxbourne.

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.

1. Confidentiality
    a. 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.
2. Research Information
    a. Article 25 of the RANZ Code states:
        i. 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.
        ii. Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
        iii. 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.
3. Publication of a Research Project
    a. Article 31 of the RANZ Code states:
        i. 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:
            1. Refuse permission for their name to be quoted in connection with the published findings
            2. Publish the appropriate details of the project
            3. Correct any misleading aspects of the published presentation of the findings
4. Electronic Copies
    a. 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.

Main findings

This initial section provides an overview to Council performance and a summarised aggregated rating summary for the main service areas. The result of a regression analysis from each of the two surveys to identify which factors if addressed could have the greatest potential impact on *overall performance* rating is also presented. This year's prioritisation of services is also presented along with *overall satisfaction* geographic heat maps.

1. Overall performance

Residents were asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how would you rate the overall performance of the Marlborough District Council over the last 12 months?"*

Chart 1 Overall Council performance
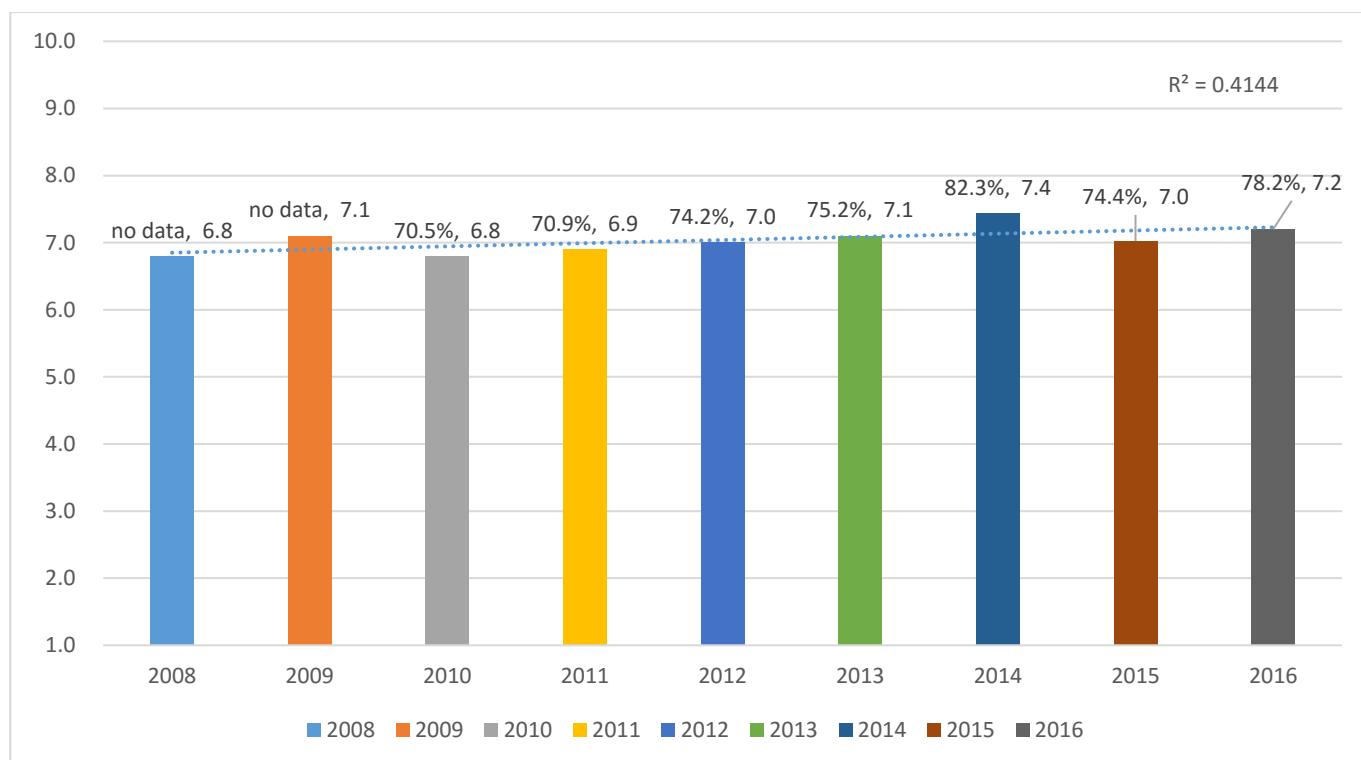
(n=790 – N/A removed) Scale recalibrated from 1-9 to 1-10; N/A removed.

As presented in the charts and tables in this section: In 2016 MDC's overall performance rating improved over the previous year (up to 7.2 from 7.0). The linear regression suggests a steady improvement trend for the Council. Combining individual and grouped aggregated totals, the top three ranked services in 2016 were *Emergency management* (8.2), *Sewerage* (7.9) and *Community facilities* (7.8). There was a change to the second place service when compared to 2015 results – *Drinking water* was replaced by *Sewerage* service. When individual services were ranked separately *Public libraries* had the highest rating (8.5), followed by *Rural fire fighting* (8.4) with *Swimming Pools* in the third place sharing the same ratings with *Parks and reserves* (8.2). The services with the lowest ratings in 2016 changed to *Biosecurity*, *Democratic process* and *Regional development* (in 2015 - *Democratic process, Environmental policy and monitoring*, and *Biosecurity*). Overall, 16 services increased their performance scores compared to 2015, 4 had lower scores, and 2 stayed the same. (Note: Sewerage service available in Blenheim, Picton, Renwick, Havelock, Seddon (not all Awatere), Grovetown (in Blenheim vicinity) only).

Chart 2 Overall rating of service sections (averaged proportionally recalibrated service headings)
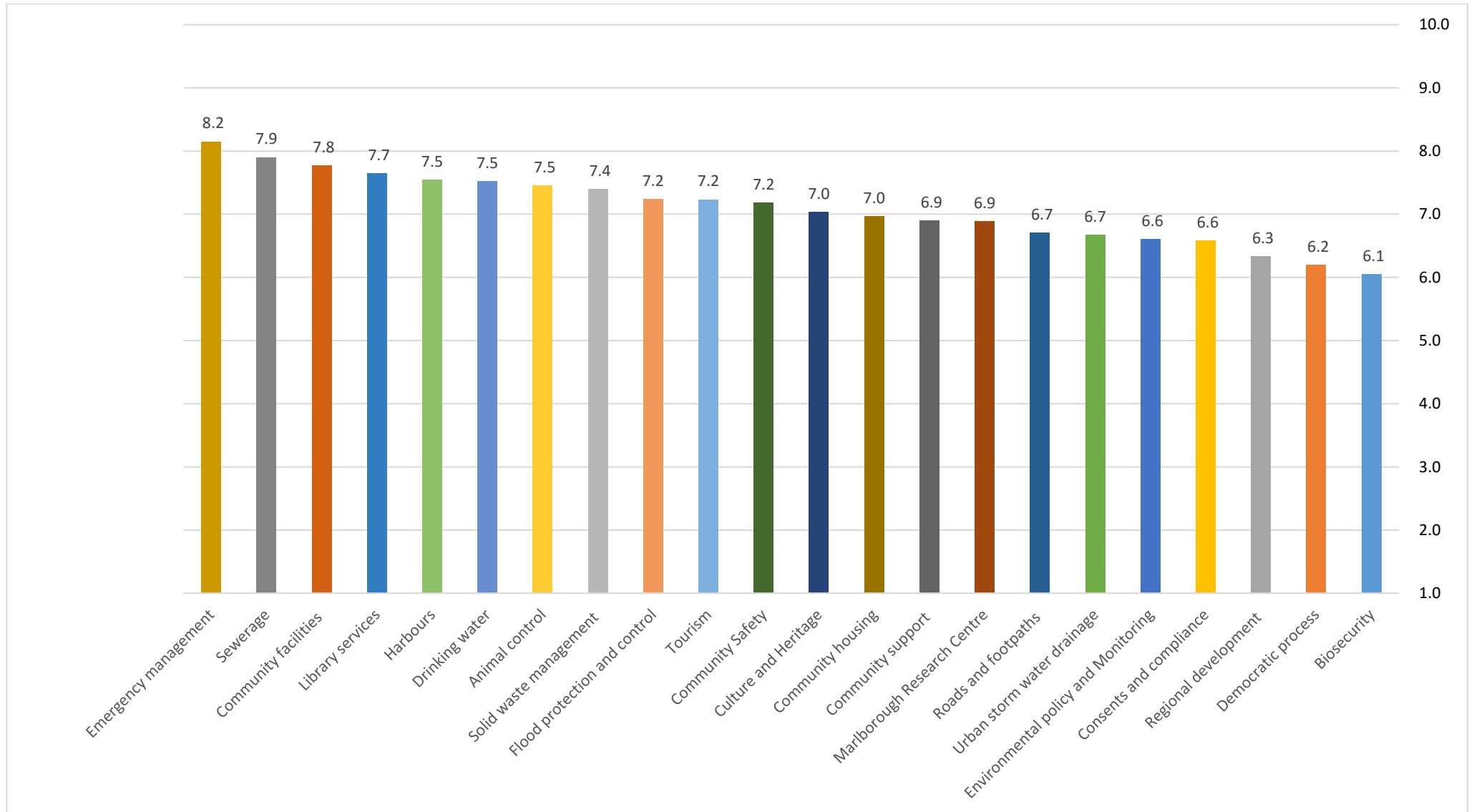
Chart 3 Overall rating of service sections (individual services only, no grouped or aggregated)
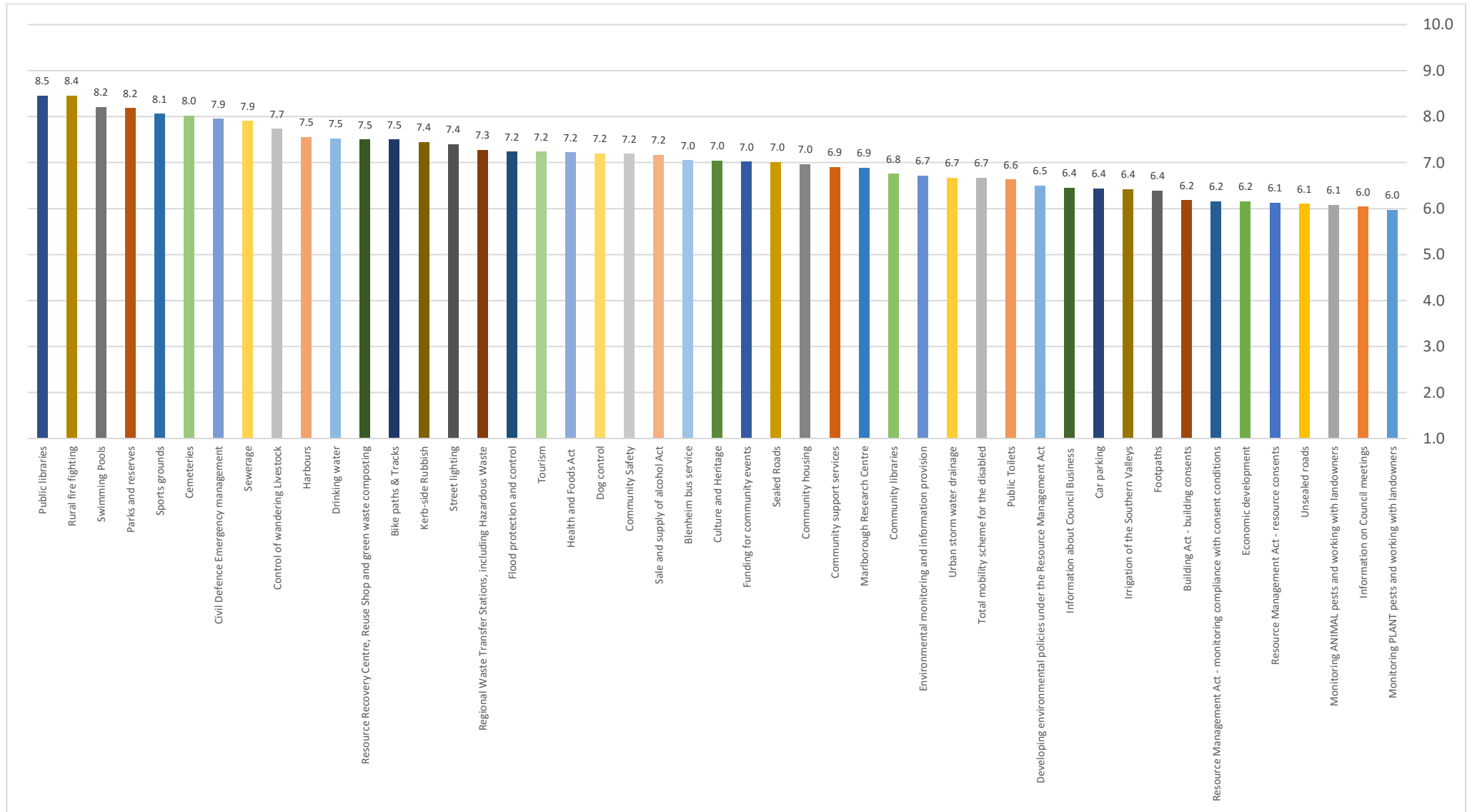
Regression analysis

The charts below present the results of a regression analysis used to determine which services influence MDC's overall performance rating. Deliverables were ranked in order of the level of statistical significance. Services with a significance level of 95% or higher are highlighted in the charts below (red colour for negative and black for positive impact on overall performance). Generally, higher the percentage for the service, the more certain the influence of this service on MDC overall performance rating.

Chart 4 Survey 1 services exerting greatest influence on overall satisfaction
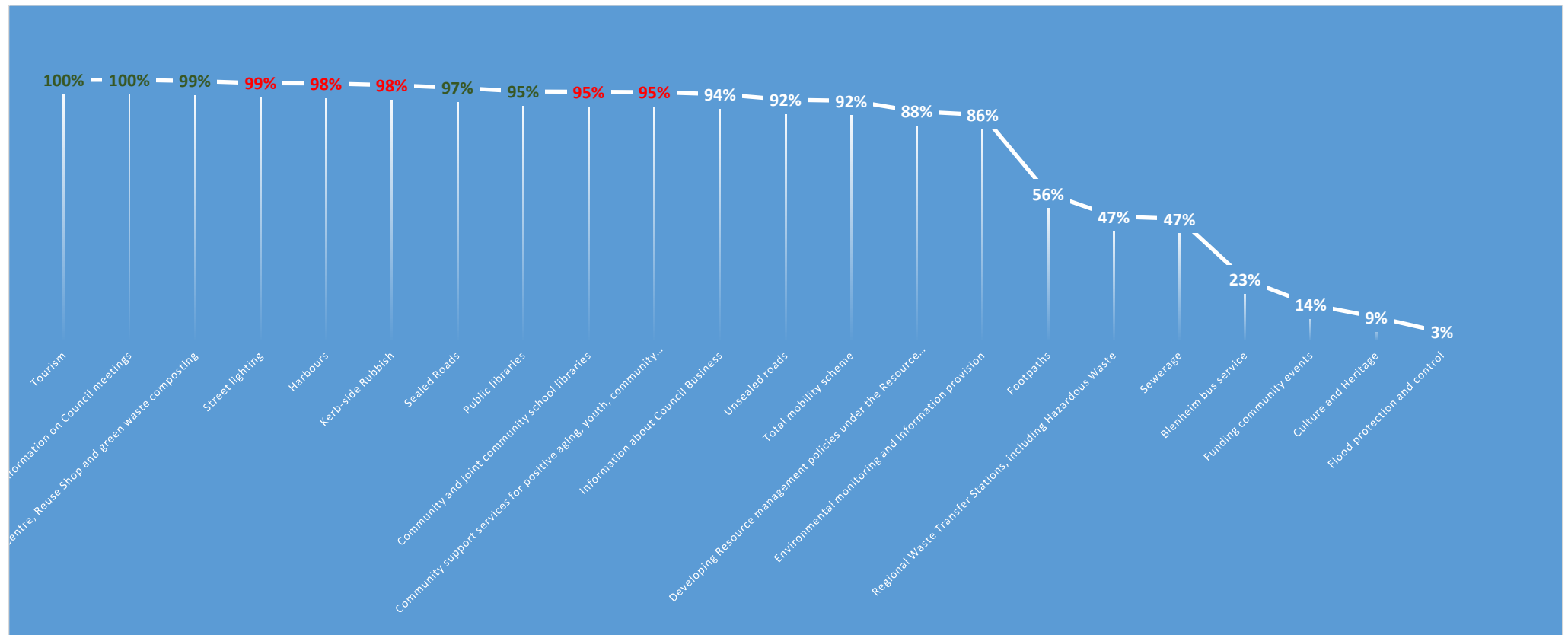
Although all services were rated as important and performed well, based on services presented in Survey 1, there were 10 services most likely to have an influence on overall Council performance perceptions: *Tourism*, *Information on Council meetings*, *Resource Recovery centre (Reuse shop and green waste composting)*, *Street lighting*, *Harbours*, *Kerb-side rubbish*, *Sealed roads*, *Public libraries*, *Community and joint community school libraries*, and *Community support services for positive aging, youth,*

community grants. Council actions to address any negative impact or to gain positive traction in these areas is likely to influence residents' ratings of MDC's overall performance.

Chart 5 Survey 2 services exerting greatest influence on overall satisfaction
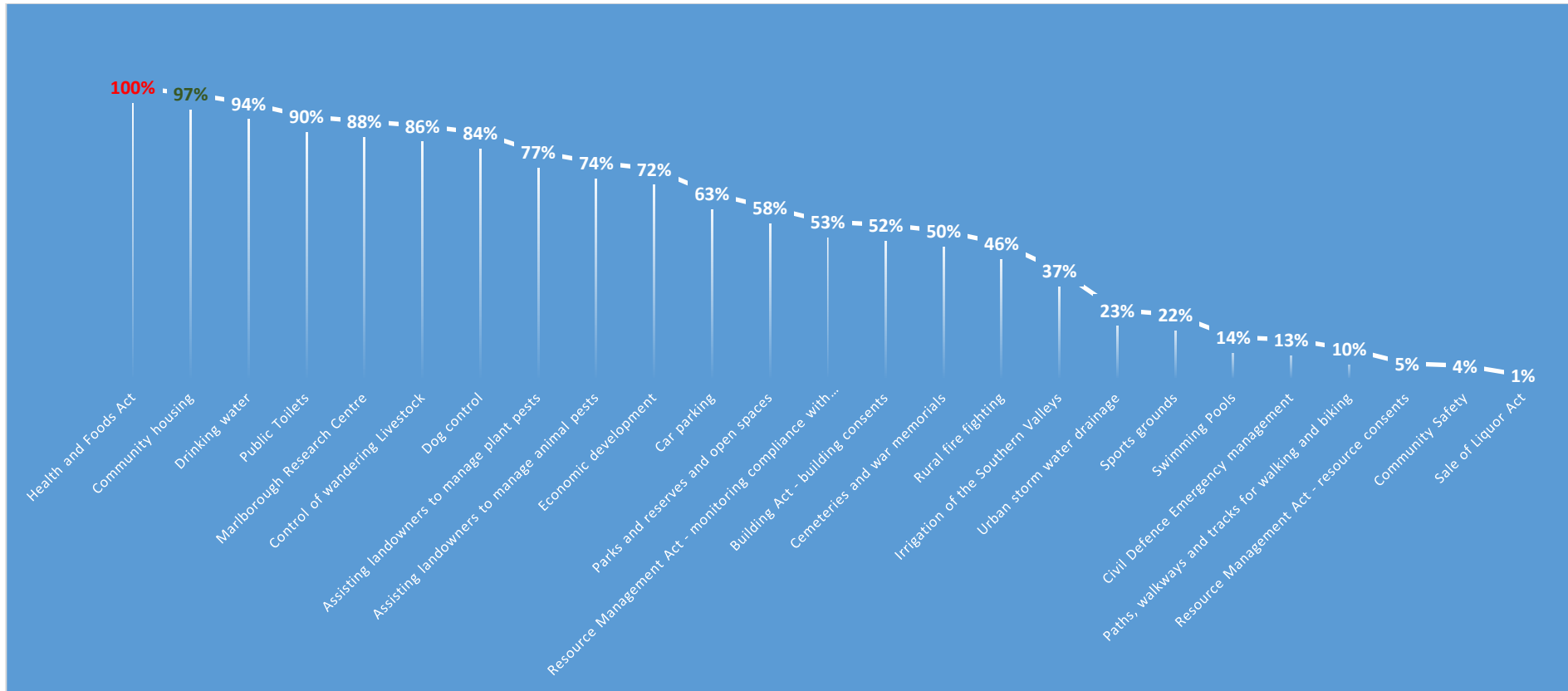
In survey 2, based on the services covered in this questionnaire, *Health and Food Act* together with *Community housing* showed potential significant influence on the overall Council performance ratings. Council actions to address any negative impact or to gain positive traction in these areas is likely to influence residents' ratings of MDC's overall performance.

Prioritisation preferences (2014)

Residents were informed that *"The Council needs to ensure priorities are established to best meet the needs of the community"*. Residents were then asked: *"Using the scale where 1=not at all important, 5=neutral and 9=extremely important, please rate the level of importance the Council should place in prioritising service's with regard to the following services and facilities"*. Residents were asked to rate the priority of the services they had previously provided performance ratings for. The rankings for each aggregated service deliverable are presented below.

Chart 6 2014 MDC Resident prioritisation of services
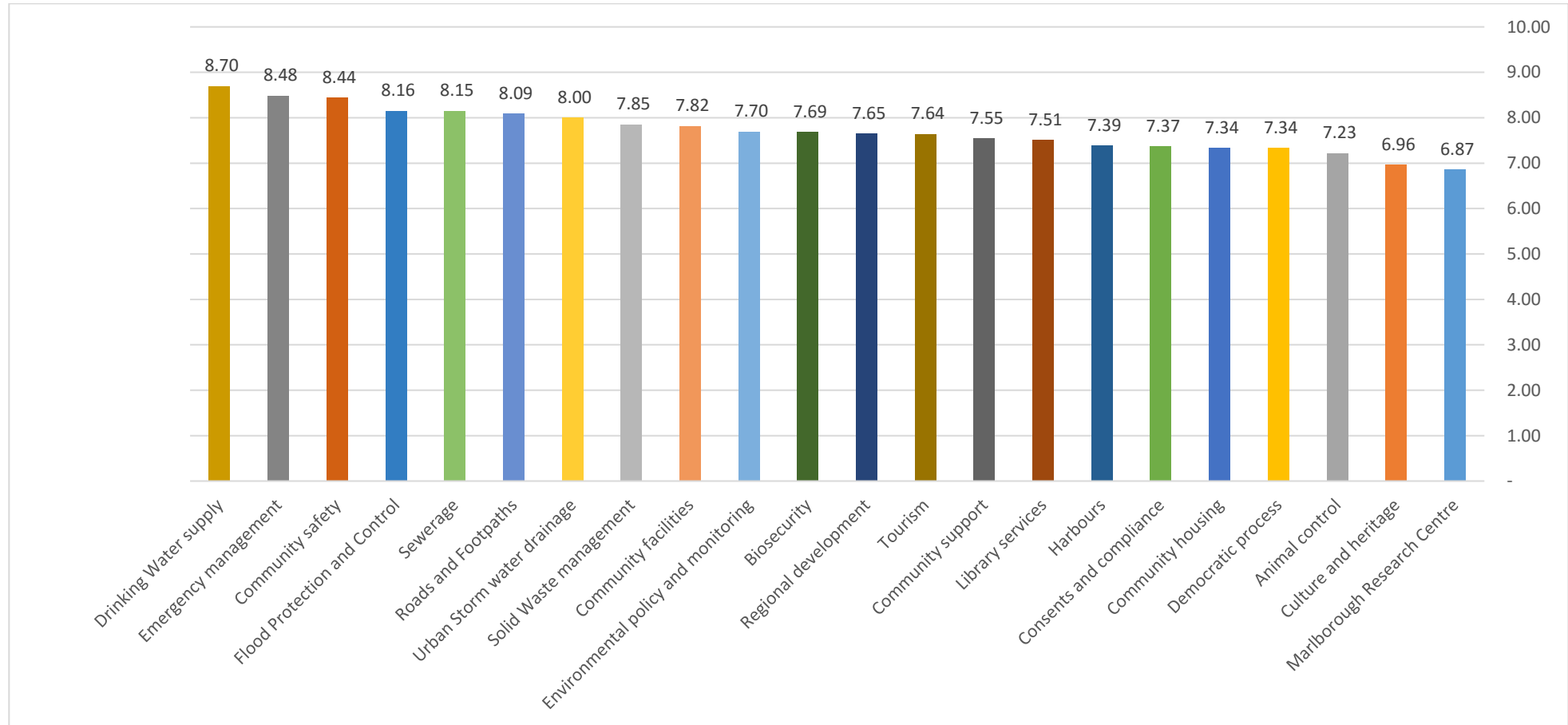
Perceptual mapping

Chart 7 Performance vs priority perceptual map (full scale)
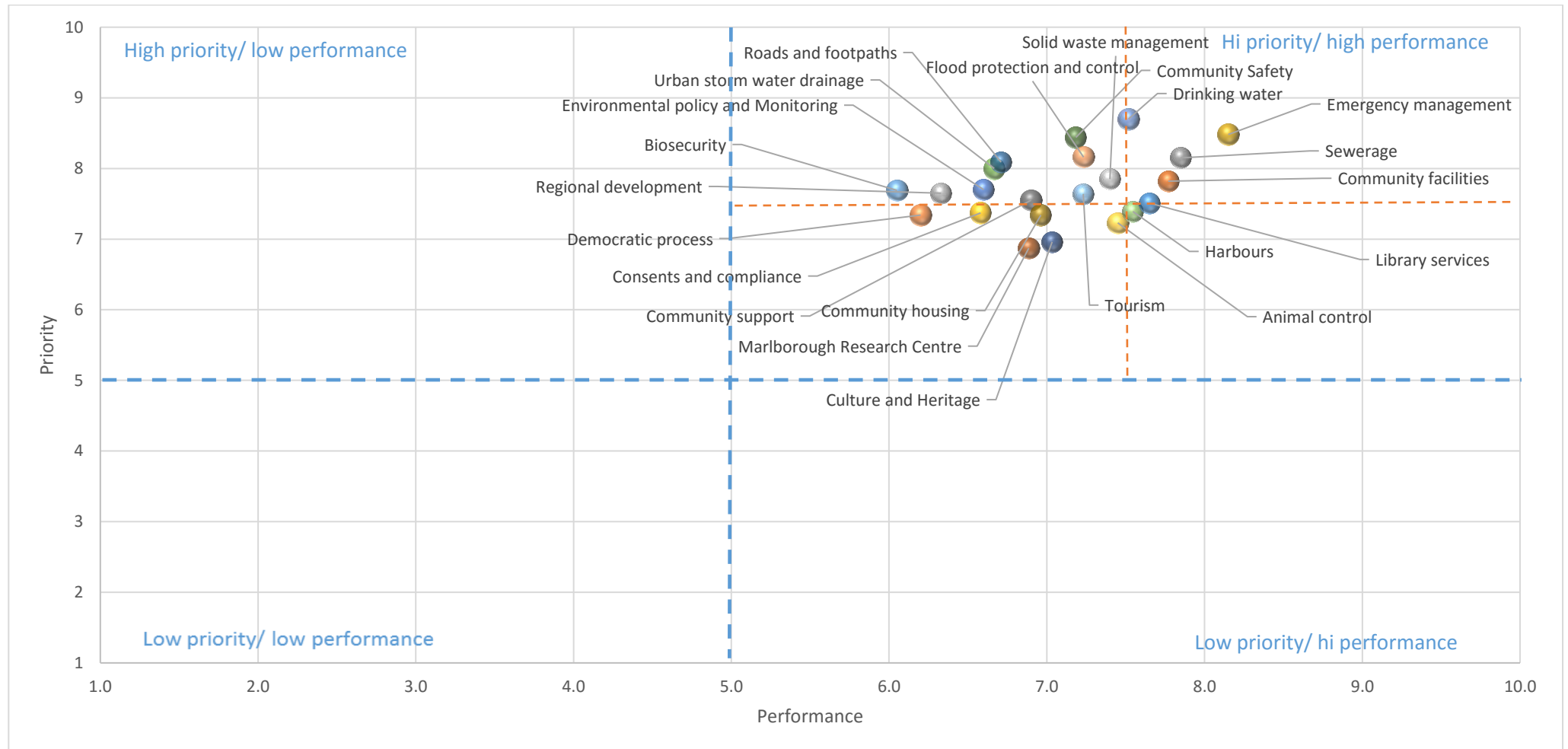
In 2016 all service deliverables measured were rated as well performing services, 2014 priority ratings have been used again in this year as in past they tend to not change much. As all service deliverables are in the *High performance/High priority* quadrant this section of the graph is zoomed in on in the next graph – see below.

Chart 8 Performance vs priority perceptual map (zoomed 5-10 scale)
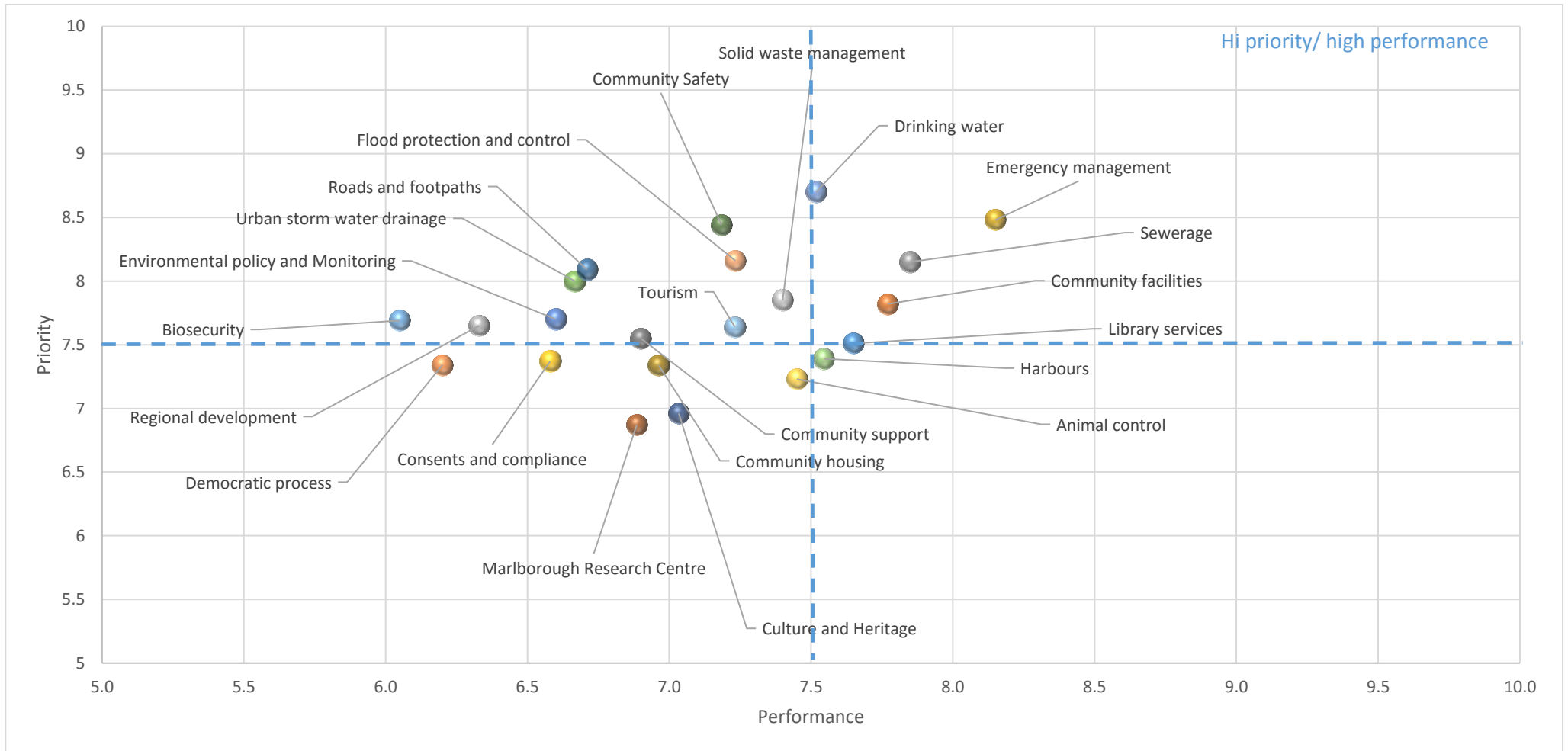
Chart 8 Performance vs priority perceptual map (zoomed 5-10 scale)

Using 2014 priority ratings, there were three service areas with <u>very high</u> priority for residents. These were *Drinking water supply*, *Emergency management* and *Community safety*. In 2016 there was a very close match between *2014 Priorities* and *Performance* with the *Emergency management* service deliverable also having the highest performance ratings. The second good match between *Priorities* and *Performance* ratings went to *Sewerage* service (8.15 and 7.8 accordingly). *Biosecurity* appears to be the service deliverable with the biggest mismatch, with residents giving it a much higher priority rating in 2014 (7.3) than performance rating (6.1). All other service deliverables have a good match between the priority rating and the performance rating.

Performance Heat maps

The Performance Heat map presents the general location of survey participants and the overall performance score given. A Heat map can show geographical clusters of scores that may highlight locations of high or low satisfaction.

Figure 2 MDC Overall Satisfaction – District
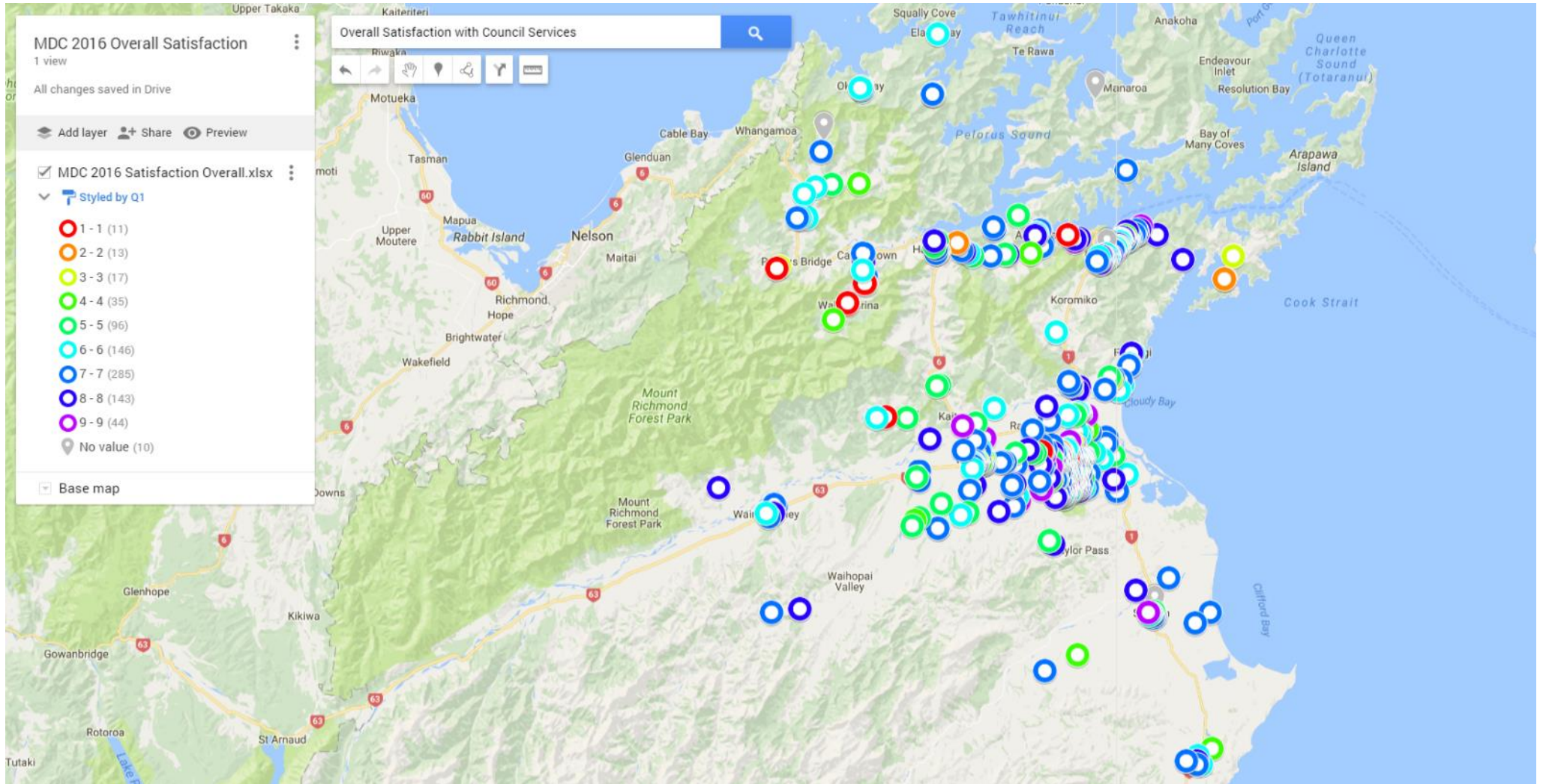
Figure 3 MDC Overall Satisfaction – Northern
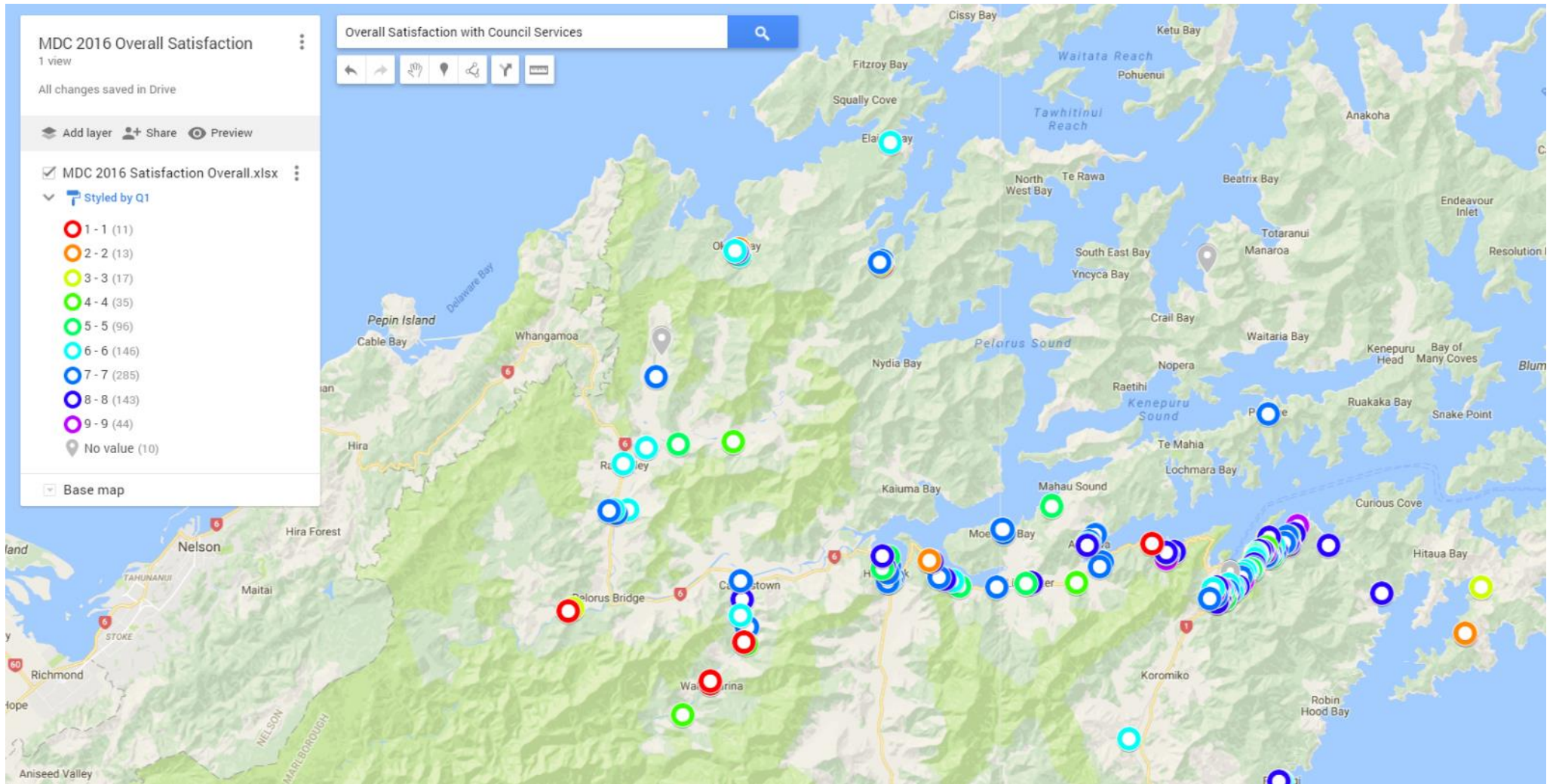
Figure 4 MDC Overall Satisfaction – Southern
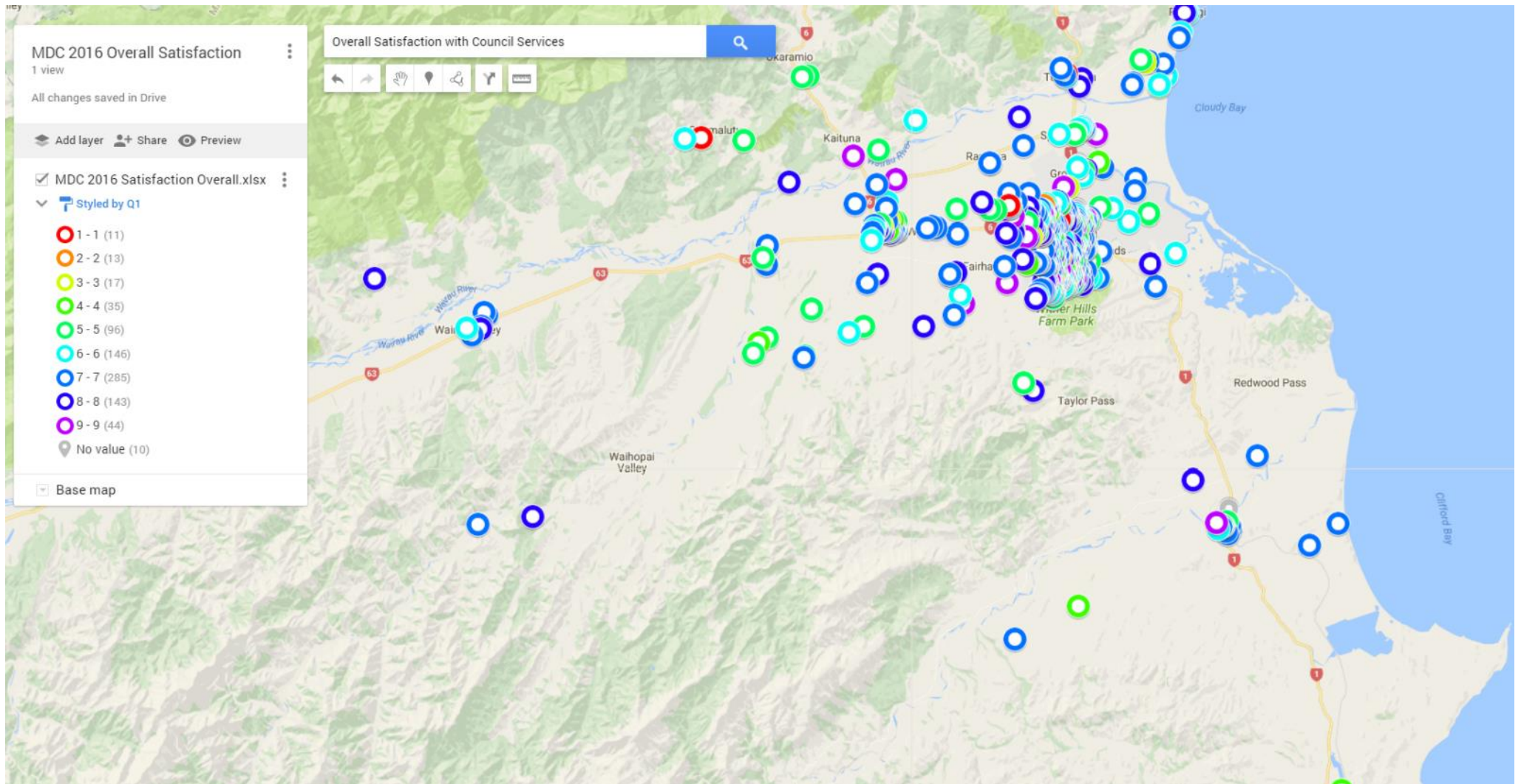
2. Contact with council

Residents were asked: *"Have you had any direct contact with the Council in the past 12 months?"* Those that indicated they did have contact were then asked *"In what ways was that contact made"* followed by *"on a scale of 1 to 9 where 1= not at all well, 5 = neutral and 9 = extremely well, how would you rate your overall contact with the Council?"* Area percentages are presented in Chart 9, and the mean performance ratings are presented in Chart 10 below.

Chart 9 Contact with Council
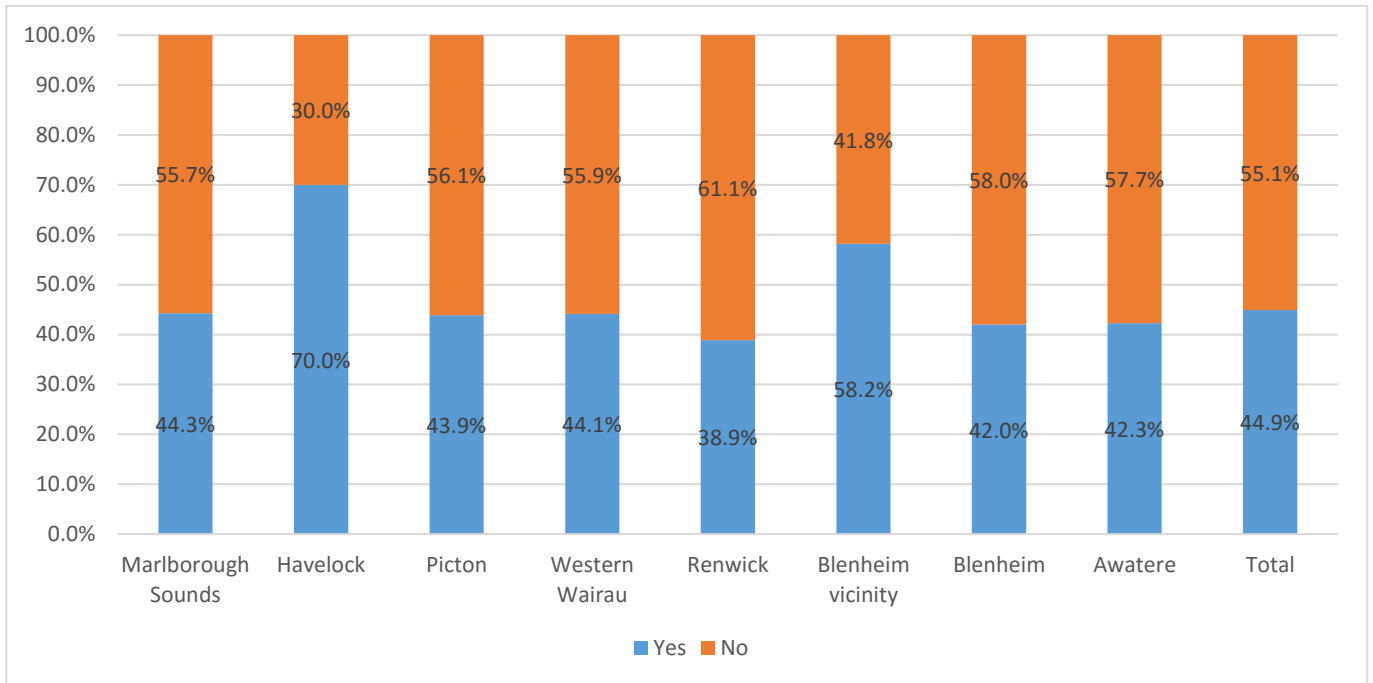
(n=800)

Chart 10 Contact with council mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Council service	6.94	6.67	7.38	6.81	7.86	8.10	7.93	7.78	7.74

mean
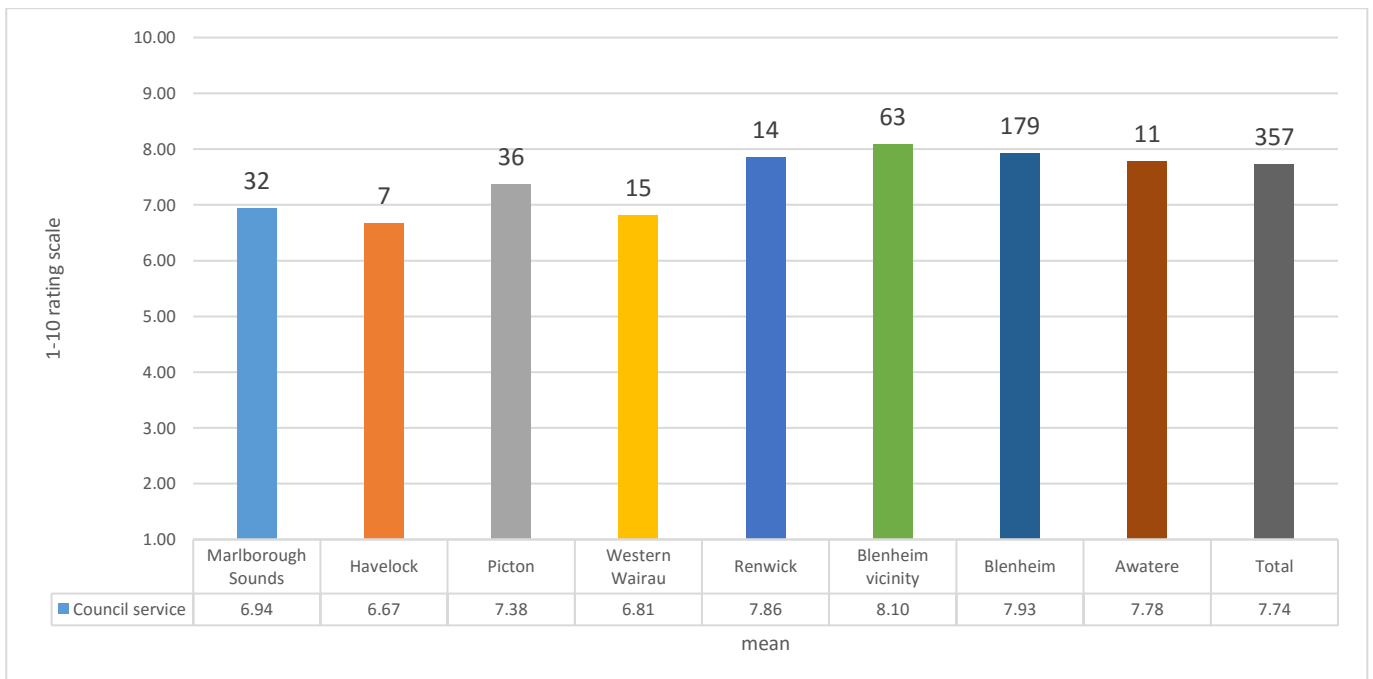
(n=357)

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 filtered responses n=357) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 3 Contact with council satisfaction percentages by area

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Council service (%)	Dissatisfied	25.8%	14.3%	16.7%	26.7%	14.3%	9.5%	10.6%	18.2%	13.5%
	Neutral	3.2%	42.9%	11.1%	0.0%	0.0%	4.8%	3.9%	0.0%	5.1%
	Satisfied	71.0%	42.9%	72.2%	73.3%	85.7%	85.7%	85.5%	81.8%	81.5%
Council service (Counts)	Dissatisfied	8	1	6	4	2	6	19	2	48
	Neutral	1	3	4	0	0	3	7	0	18
	Satisfied	22	3	26	11	12	54	153	9	290

(n=357 – N/A removed)

As presented in the charts and tables in this section: Approximately 45% of residents indicated they had been in contact with the Council in the past 12 months. Satisfaction with Council contact was high at 81.5% with an average rating for contact at 7.7 on the 1-10 scale.

Table 4 Contact with council unprompted comments

	Positive	Count	Negative	Count
Council service	Very helpful	77	Other (please specify)	39
	Friendly service	65	No officer to take responsibility	20
	Good service	69	Too many people to get through	12
	Quick response/ no delay	67		
	Informative	34		
	Other (please specify)	23		

Chart 11 Trend analysis – Contact with council longitudinal proportionally recalibrated ratings
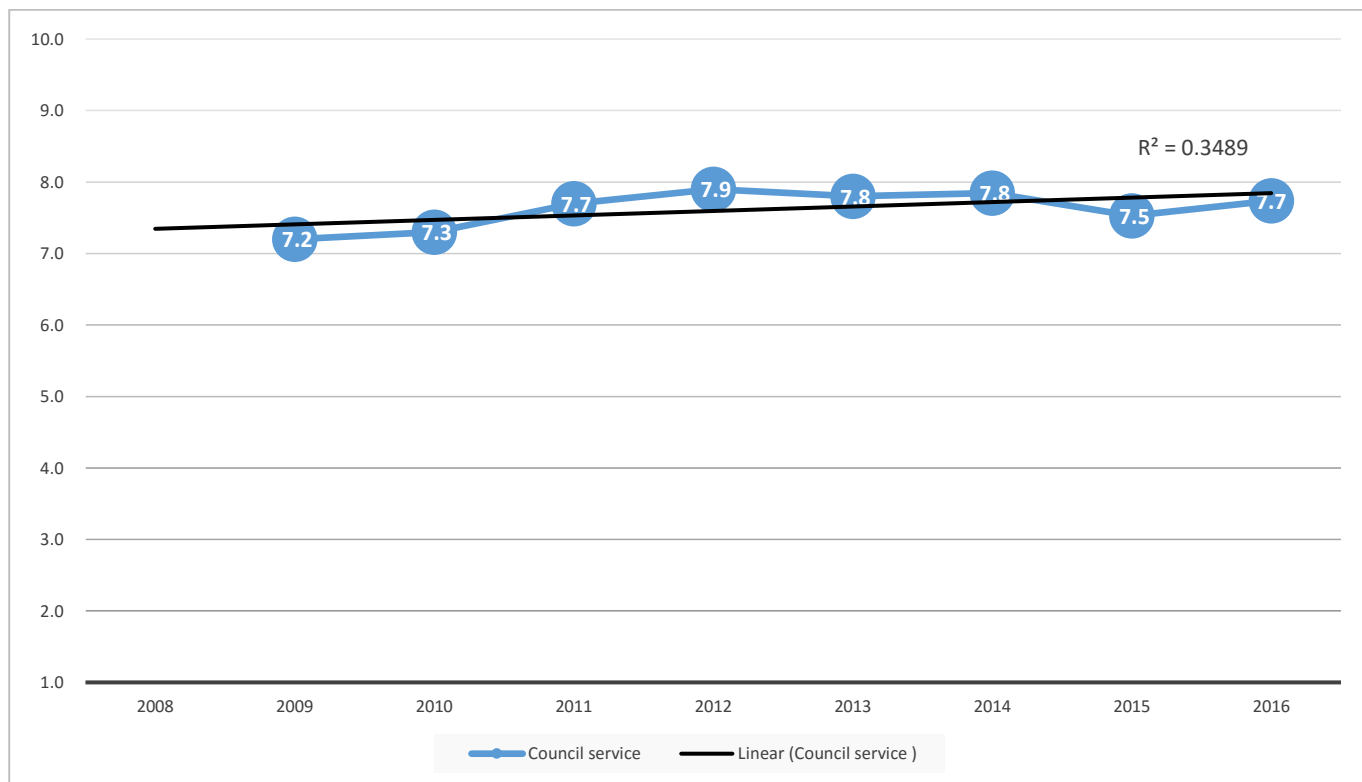
(n=357)

Using simple linear regression over the last 8 years the trend is for an improvement in overall satisfaction with Council services over time. The 2016 results showed higher Council service ratings than the previous year.

Table 5 Form of contact with Council

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Contact source (%)	Telephone	29.0%	71.4%	55.6%	60.0%	42.9%	42.2%	42.8%	54.5%	44.4%
	Post	6.5%	14.3%	19.4%	0.0%	0.0%	12.5%	6.1%	0.0%	8.1%
	Website	0.0%	28.6%	2.8%	0.0%	0.0%	1.6%	6.1%	0.0%	4.2%
	At Council offices	61.3%	42.9%	52.8%	26.7%	50.0%	53.1%	60.6%	36.4%	55.6%
	Email	12.9%	14.3%	16.7%	33.3%	0.0%	12.5%	15.6%	9.1%	14.8%
	Other	19.4%	28.6%	16.7%	13.3%	14.3%	15.6%	6.7%	27.3%	12.0%
	Total	129.0%	200.0%	163.9%	133.3%	107.1%	137.5%	137.8%	127.3%	139.1%
Contact source (Counts)	Telephone	9	5	20	9	6	27	77	6	159
	Post	2	1	7	0	0	8	11	0	29
	Website	0	2	1	0	0	1	11	0	15
	At Council offices	19	3	19	4	7	34	109	4	199
	Email	4	1	6	5	0	8	28	1	53
	Other	6	2	6	2	2	10	12	3	43
	Total	31	7	36	15	14	64	180	11	358

Note: Residents were able to mention multiple forms of contact, therefore in some instances totals exceed 100%

Chart 12 Contact source mean rating scores

	Telephone	Post	Website	At Council offices	Email	Other
Source	7.68	7.47	8.67	7.82	7.82	7.28

mean
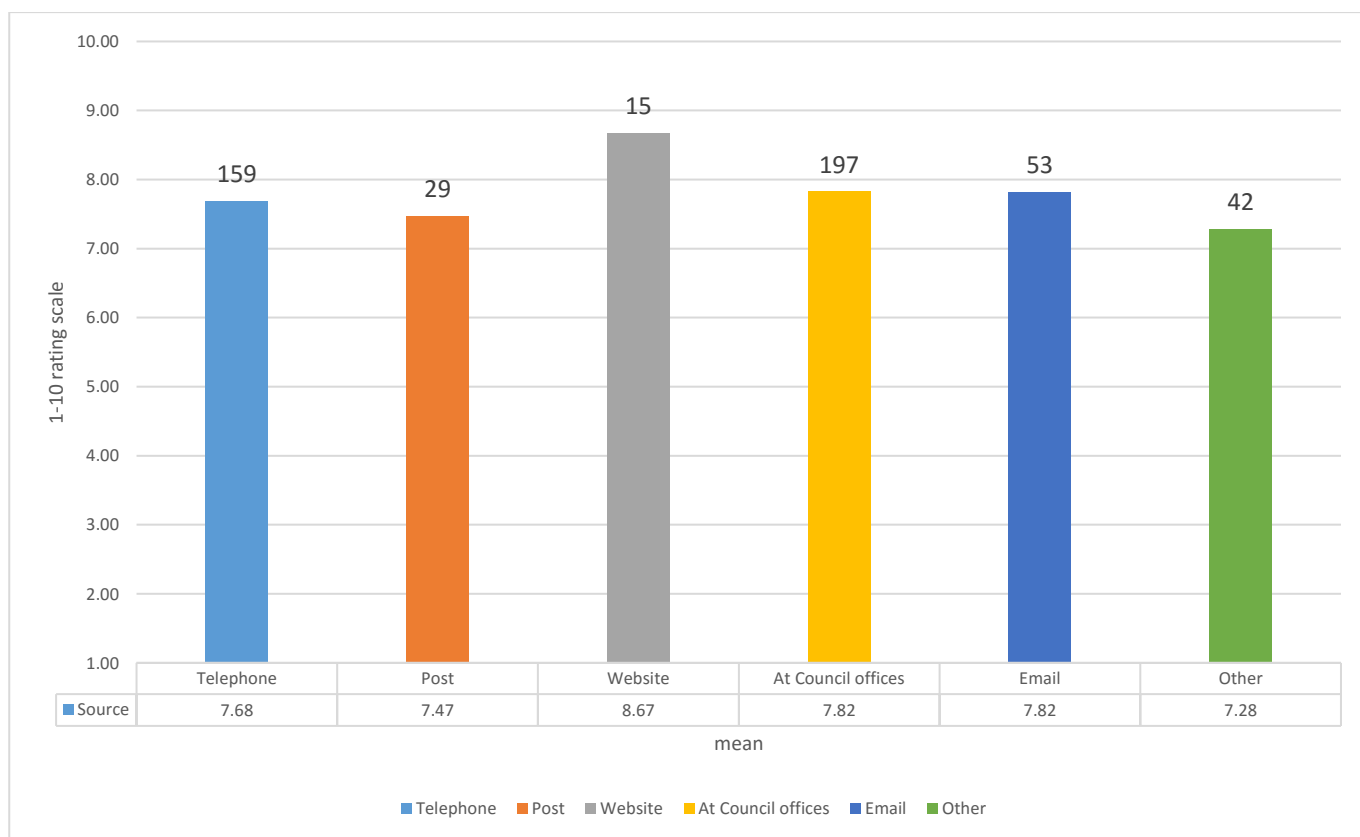
(n=357)

3. Media and marketing

Residents were asked: *"In the last twelve months, have you seen or heard any notices or advertisements issued by the Council?"* Those that indicated they could recall any marketing were then asked *"Where did you see the advertisement?"* Area awareness percentages of Council media and marketing are presented in Chart 13 and the sources of awareness are presented in Table 6 below.

Chart 13 Awareness of Council media and marketing
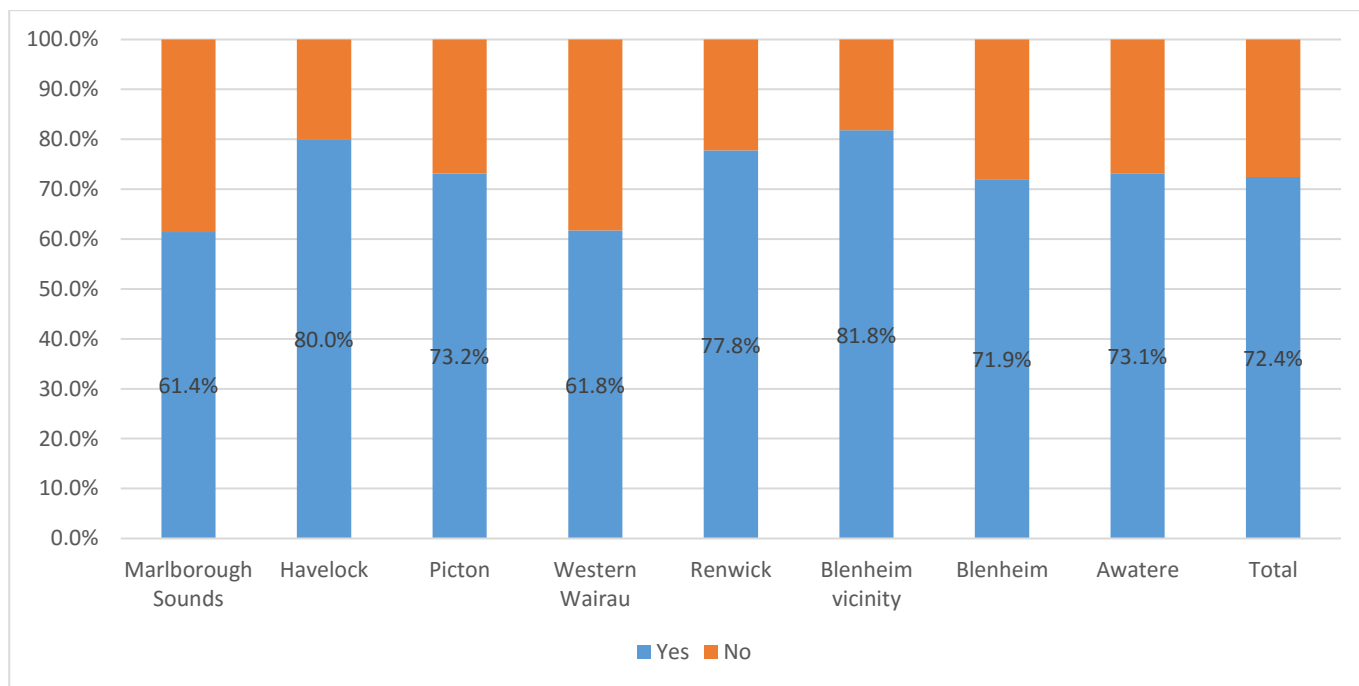
(n=798)

Table 6 Source of advertising

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Media recall (%)	Local newspapers	93.0%	87.5%	90.0%	85.7%	92.9%	92.2%	85.8%	84.2%	88.1%
	Other	11.6%	0.0%	16.7%	4.8%	10.7%	20.0%	13.6%	15.8%	14.2%
	Radio advertisements	2.3%	12.5%	8.3%	4.8%	10.7%	4.4%	19.7%	5.3%	13.3%
	Mail/Leaflets/Pamphlets	7.0%	0.0%	10.0%	0.0%	10.7%	14.4%	9.7%	10.5%	9.9%
	Website	4.7%	0.0%	5.0%	4.8%	0.0%	2.2%	5.8%	10.5%	4.8%
	Total	118.6%	100.0%	130.0%	100.0%	125.0%	133.3%	134.6%	126.3%	130.3%
Media recall	Local newspapers	40	7	54	18	26	83	265	16	509
	Other	5	0	10	1	3	18	42	3	82
(Counts)	Radio advertisements	1	1	5	1	3	4	61	1	77
	Mail/Leaflets/Pamphlets	3	0	6	0	3	13	30	2	57
	Website	2	0	3	1	0	2	18	2	28
	Total	43	8	60	21	28	90	309	19	578

Note: Residents were able to mention multiple forms of media, therefore in some instances total exceed 100%

As presented in the charts and tables in this section: 72.4% of all residents indicated they could recall Council-related marketing in the past 12 months. The most common source of the recall was *Local newspapers* (88.1% - down from 90.2% in 2015), followed by *Other* (14.3%), *Radio* (13.3%), *Mail/Leaflets/Pamphlets* (9.9% - up from 6.1% in 2015) and *Website* (4.8%). There were changes in 2016 when compared to 2015 results: a minor decrease for Local newspapers and Website, and an increase for Mail/Leaflets/Pamphlets and 'Other'.

4. Democratic process

Residents were informed that *"The Council values community engagement in making decisions that affect the community"* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these two services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 14 Democratic process mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
■ Information about Council Business	6.37	5.78	6.29	5.83	5.99	6.83	6.57	5.30	6.45
■ Information on Council meetings	5.75	6.67	6.03	6.32	5.43	5.96	6.13	5.86	6.04

Mean

■ Information about Council Business ■ Information on Council meetings
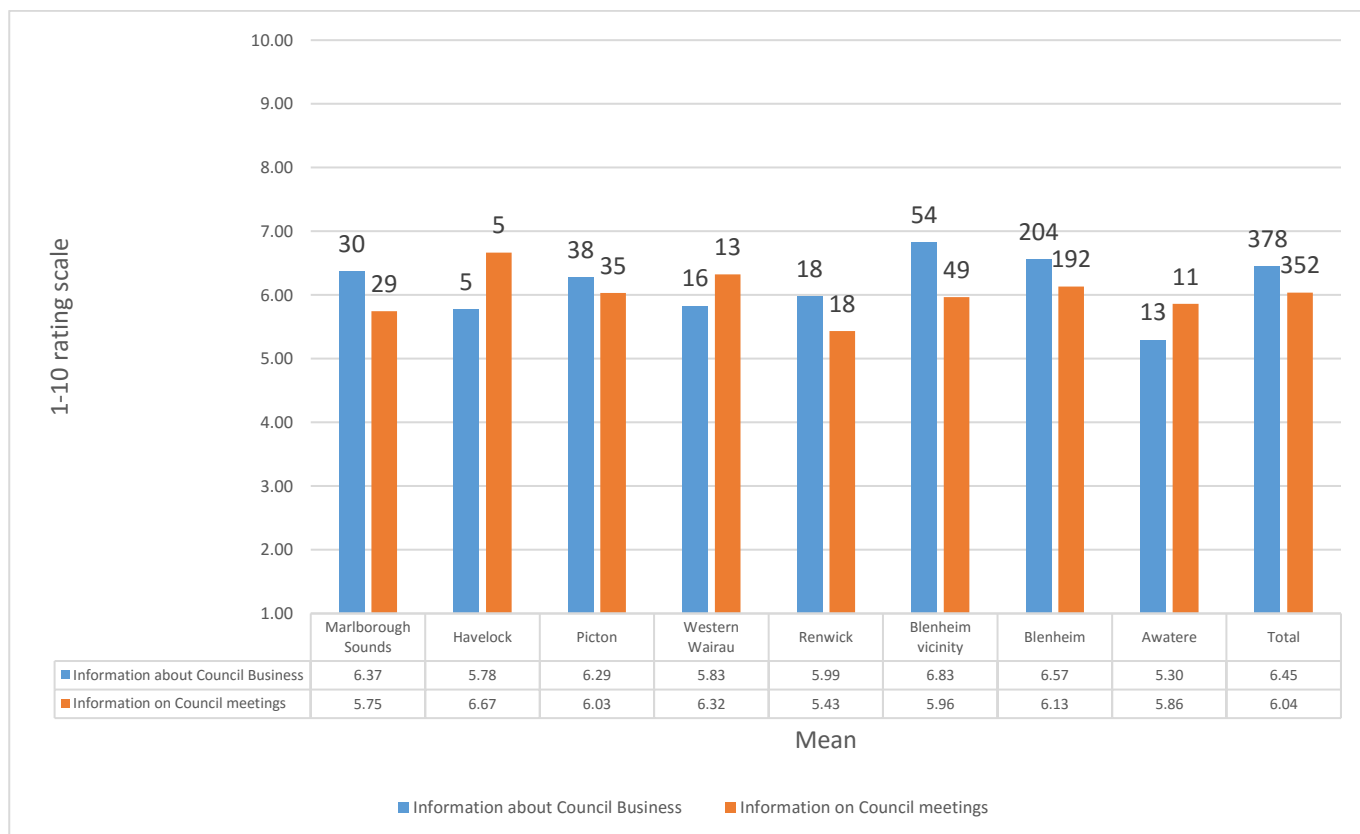
Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=352-378) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 7 Democratic process satisfaction percentages by area

Area	Information about Council Business	Information on Council meetings
Marlborough Sounds	56.7%	44.8%
Havelock	20.0%	60.0%
Picton	65.8%	57.1%
Western Wairau	50.0%	46.2%
Renwick	50.0%	38.9%
Blenheim vicinity	68.5%	51.0%
Blenheim	65.7%	52.1%
Awatere	38.5%	63.6%
Total	62.4%	51.4%

(n=352-378– N/A removed)

As presented in the charts and tables in this section: The charts and tables in this section improved resident ratings in 2016 when compared with 2015 for the *Democratic process* with a slight overall satisfaction improvement over the year. Regarding *Information about Council business* 62.4% (up from 57.6% in 2015) of residents were satisfied, and for *Information on Council meetings*, 51.4% (compared with 48.5% in 2015) were satisfied. In the comments there were more positive answers about *Advertise well in paper/media/ leaflets* and less negative for the *Need to let locals know what's going on.*

Table 8 Democratic process unprompted comments

	Positive	Count	Negative	Count
Information about Council Business	Advertise well in paper/media/leaflets in mailbox	30	Need to let locals know what's going on	46
	Do a good job	18	Too much behind closed doors/ not enough information provided	37
	Good communication	20	Other	30
	Information always available	10		
	Provide a good service	6		
	Other	6		
Information on Council meetings	Advertise well	13	Public not aware of meetings	48
	Good communication	11	Too many closed door meetings	38
	Do a good job	8	Need to let locals know what's going on	35
	Other	7	Other	21
	People are made aware of	2		

Chart 15 Trend analysis – Democratic process longitudinal proportionally recalibrated ratings
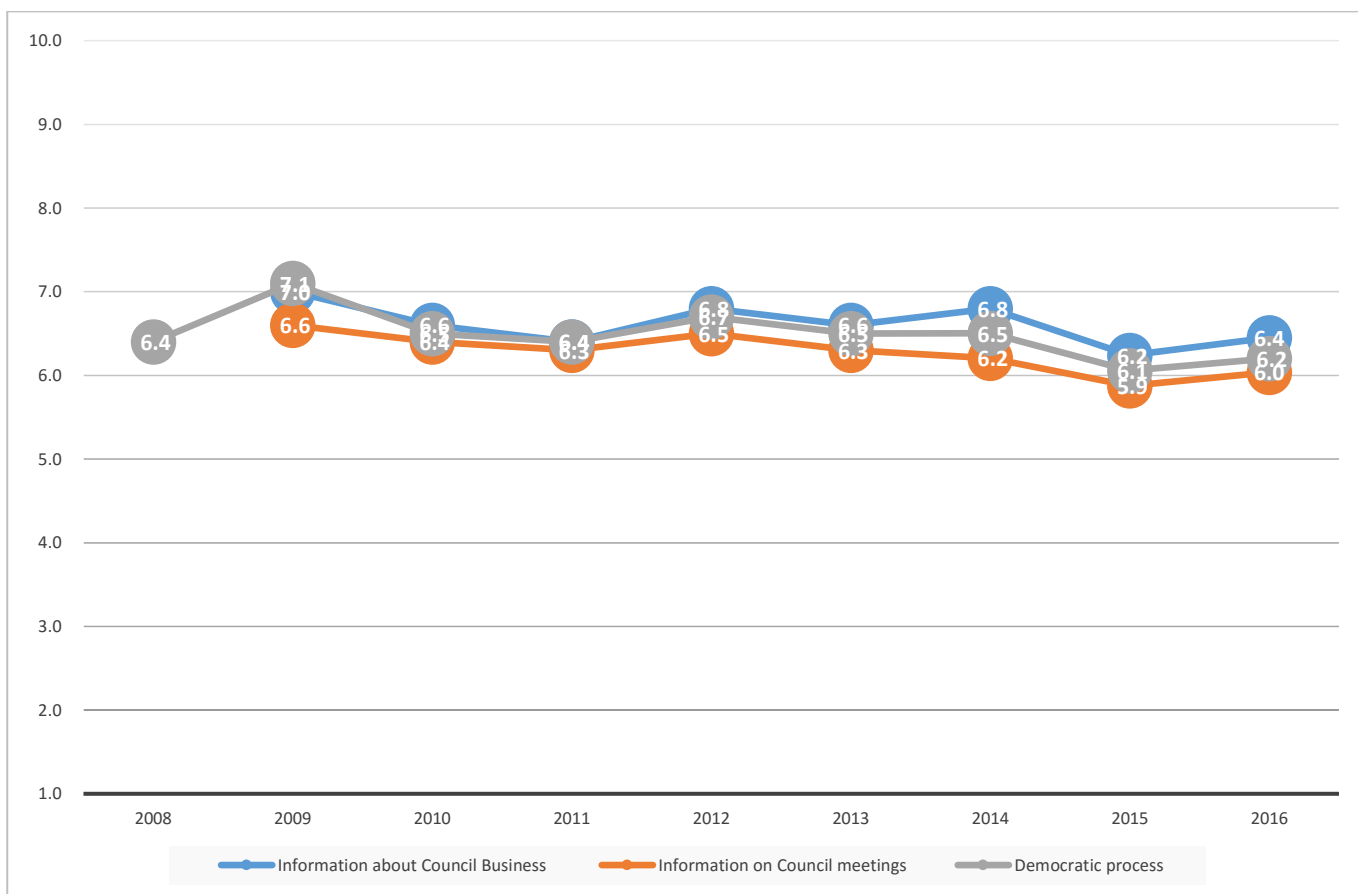
(2015 n=352-378)

Both *Information about Council business* and *Information on Council meetings* were similar to 2015 satisfaction levels. However, the 2016 year resulted in a slight rating increase.

5. Culture and heritage

Residents were informed that *"The Council manages culture and heritage assets and resources, provides culture and heritage grants, and works with local groups to support and develop our arts, culture and heritage resources."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 16 Culture and heritage mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Culture and Heritage	7.04	6.00	6.56	7.50	7.57	7.19	7.03	7.07	7.03
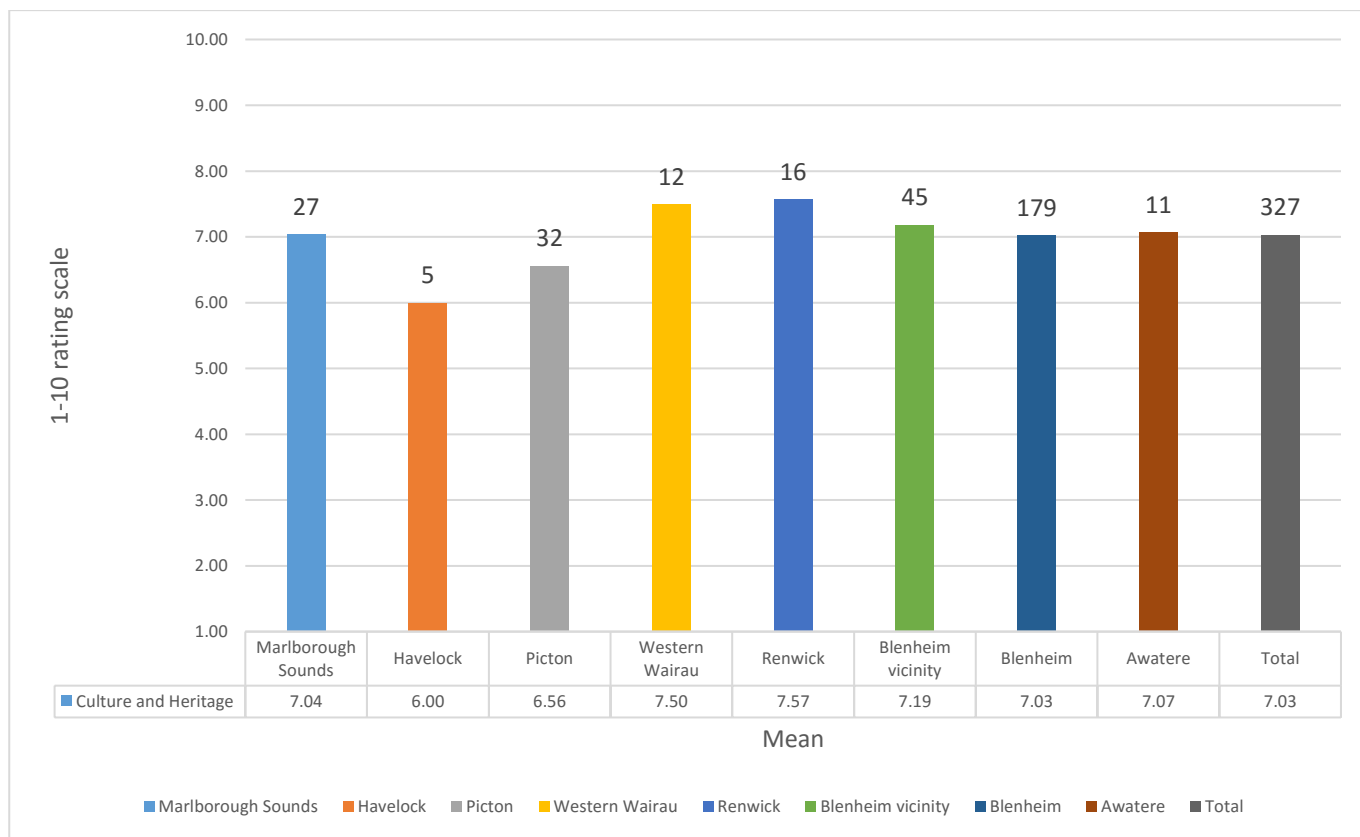
Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=327) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 9 Culture and heritage satisfaction percentages by area

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Culture and Heritage (%)	Dissatisfied	7.4%	40.0%	18.8%	8.3%	6.3%	13.3%	10.1%	9.1%	11.3%
	Neutral	18.5%	20.0%	15.6%	8.3%	12.5%	15.6%	20.1%	0.0%	17.4%
	Satisfied	74.1%	40.0%	65.6%	83.3%	81.3%	71.1%	69.8%	90.9%	71.3%
Culture and Heritage (Counts)	Dissatisfied	2	2	6	1	1	6	18	1	37
	Neutral	5	1	5	1	2	7	36	0	57
	Satisfied	20	2	21	10	13	32	125	10	233

(n=327 – N/A removed)

As presented in the charts and tables in this section: Across the district, 71.3% of residents indicated they were satisfied with the Council's performance regarding *Culture and heritage*; an almost an 8.6% improvement compared to 2015. Positive comments indicated *Good support* and simply *Good* and there were less negative suggestions recorded about the *Council needs to improve support*.

Table 10 Culture and heritage unprompted comments

		Count
Positive	Good support	28
	Good	20
	Other (please specify)	16
	Provides good service	12
	Excellent	10
	Well covered/ large variety	7
	Plenty of choice	3
	Other (please specify)	22
	Too much money spent on it	12
Negative	Council needs to improve support	8
	Only some groups get helped out	7
	Don't think rates should be used for culture and heritage	3
	Council has cut funding	1

Chart 17 Trend analysis – Culture and heritage longitudinal proportionally recalibrated ratings
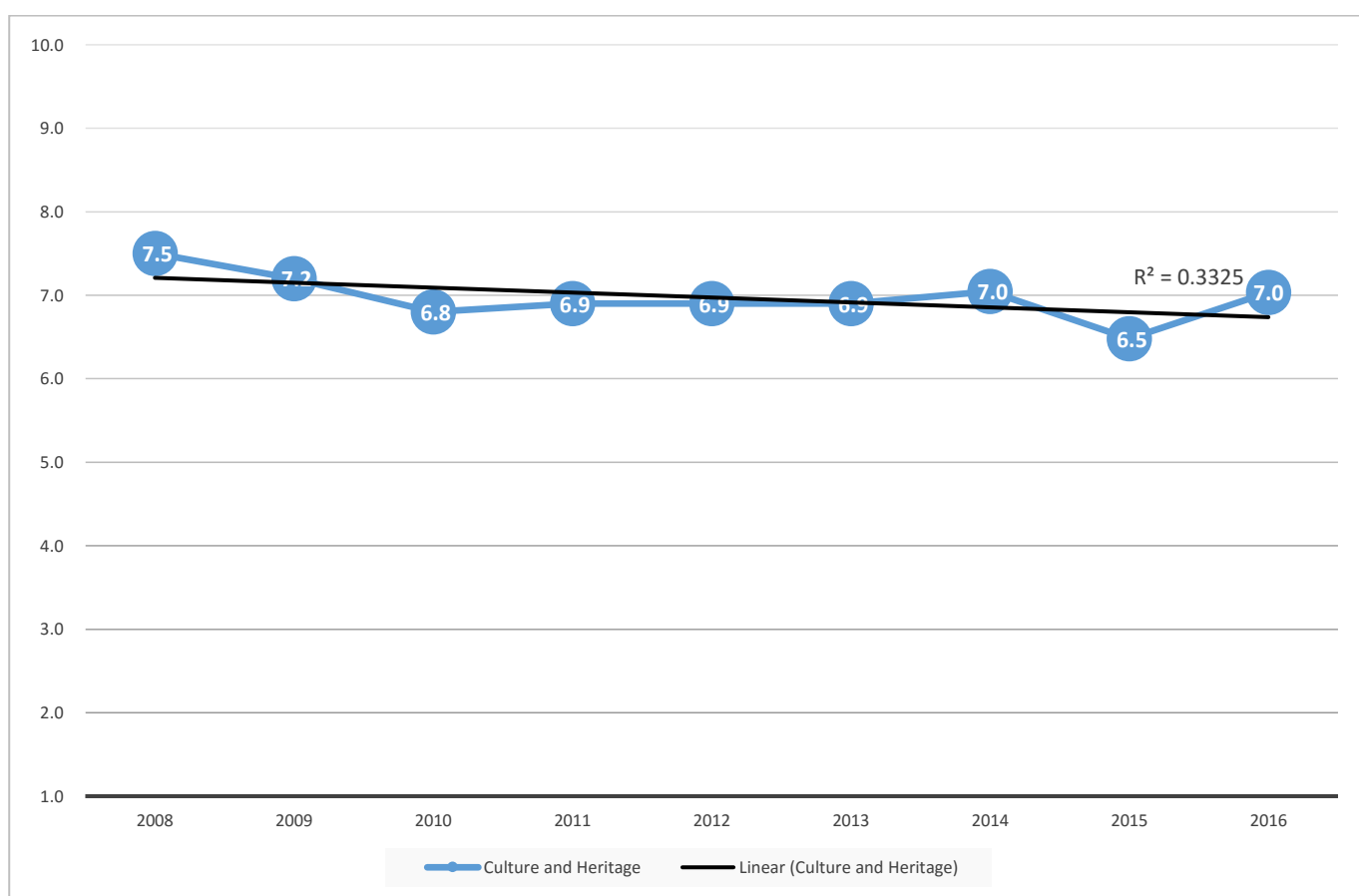
(2016 n=327)

Based on a simple linear regression, MDC's performance rating for *Culture and heritage* is decreasing gradually over time, although there is a rating increase during this year.

6. Community housing

Residents were informed that *"The Council owns about 170 housing units that are available to older people, and rented at discounted rates."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 18 Community housing mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community housing	5.40	6.67	7.43	6.67	7.68	7.31	6.97	6.98	6.96

Mean
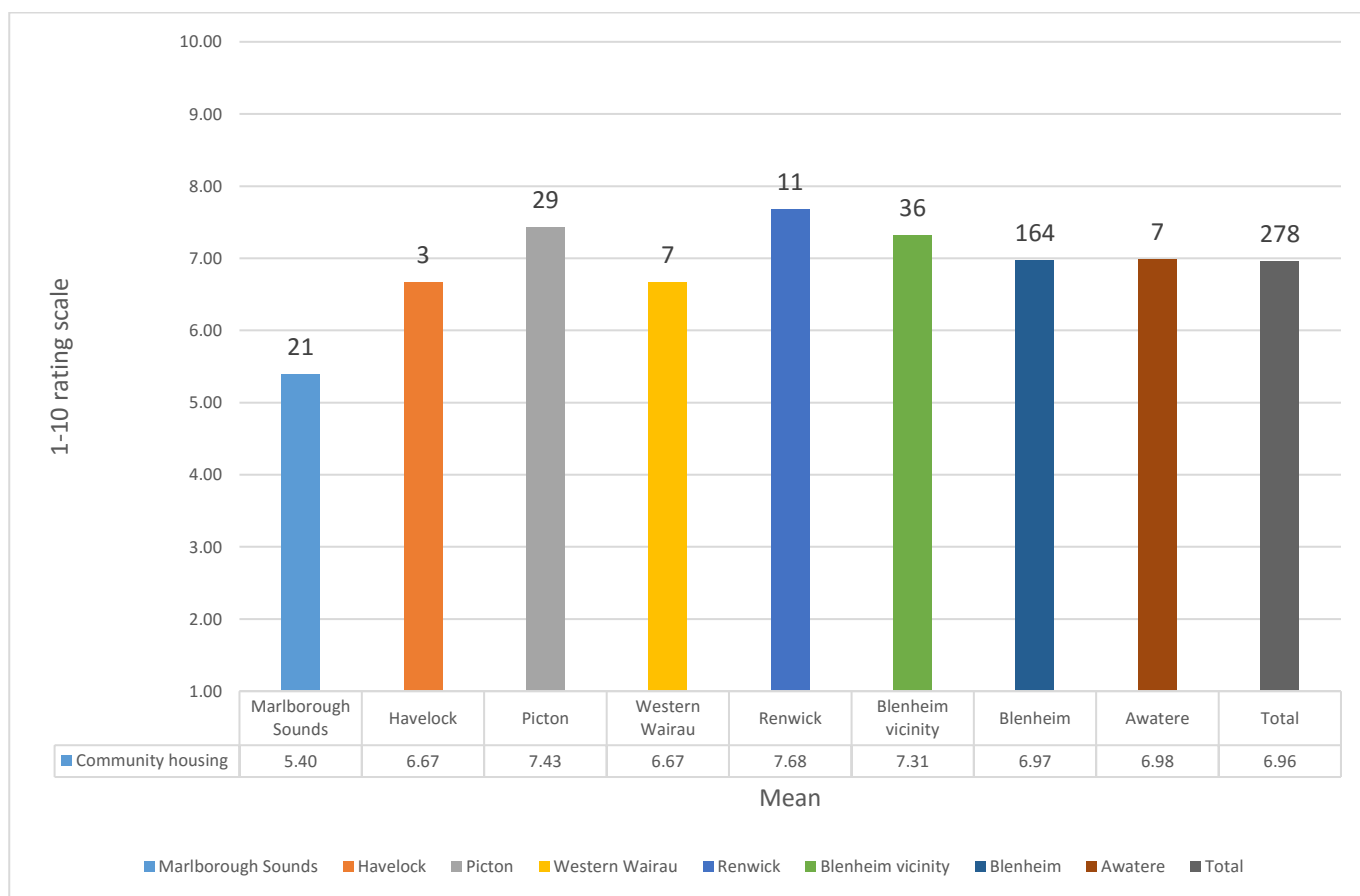
Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=278) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 11 Community housing satisfaction percentages by area

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community housing (%)	Dissatisfied	23.8%	0.0%	3.4%	28.6%	0.0%	11.1%	11.6%	0.0%	11.2%
	Neutral	52.4%	33.3%	27.6%	14.3%	18.2%	13.9%	20.1%	28.6%	22.7%
	Satisfied	23.8%	66.7%	69.0%	57.1%	81.8%	75.0%	68.3%	71.4%	66.2%
Community housing (Counts)	Dissatisfied	5	0	1	2	0	4	19	0	31
	Neutral	11	1	8	1	2	5	33	2	63
	Satisfied	5	2	20	4	9	27	112	5	184

(n=278– N/A removed)

As presented in the charts and tables in this section: Across most areas, there were differences in resident satisfaction with the provision of *Community housing*. Reasons for low ratings included *not enough Council housing* and the *need for Council to improve maintenance*, while positive comments suggested the opposite. While satisfaction percentages varied by area, overall 66.2% of residents were satisfied with MDC's performance in this service (up from 61.5% in 2015).

Table 12 Community housing unprompted comments

		Count
Positive	Well maintained/ good upkeep	38
	Readily available to those that need them	28
	Other	16
Negative	Not enough council housing	22
	Other	11
	Council need to improve maintenance	11

Chart 19 Trend analysis – Community housing longitudinal proportionally recalibrated ratings
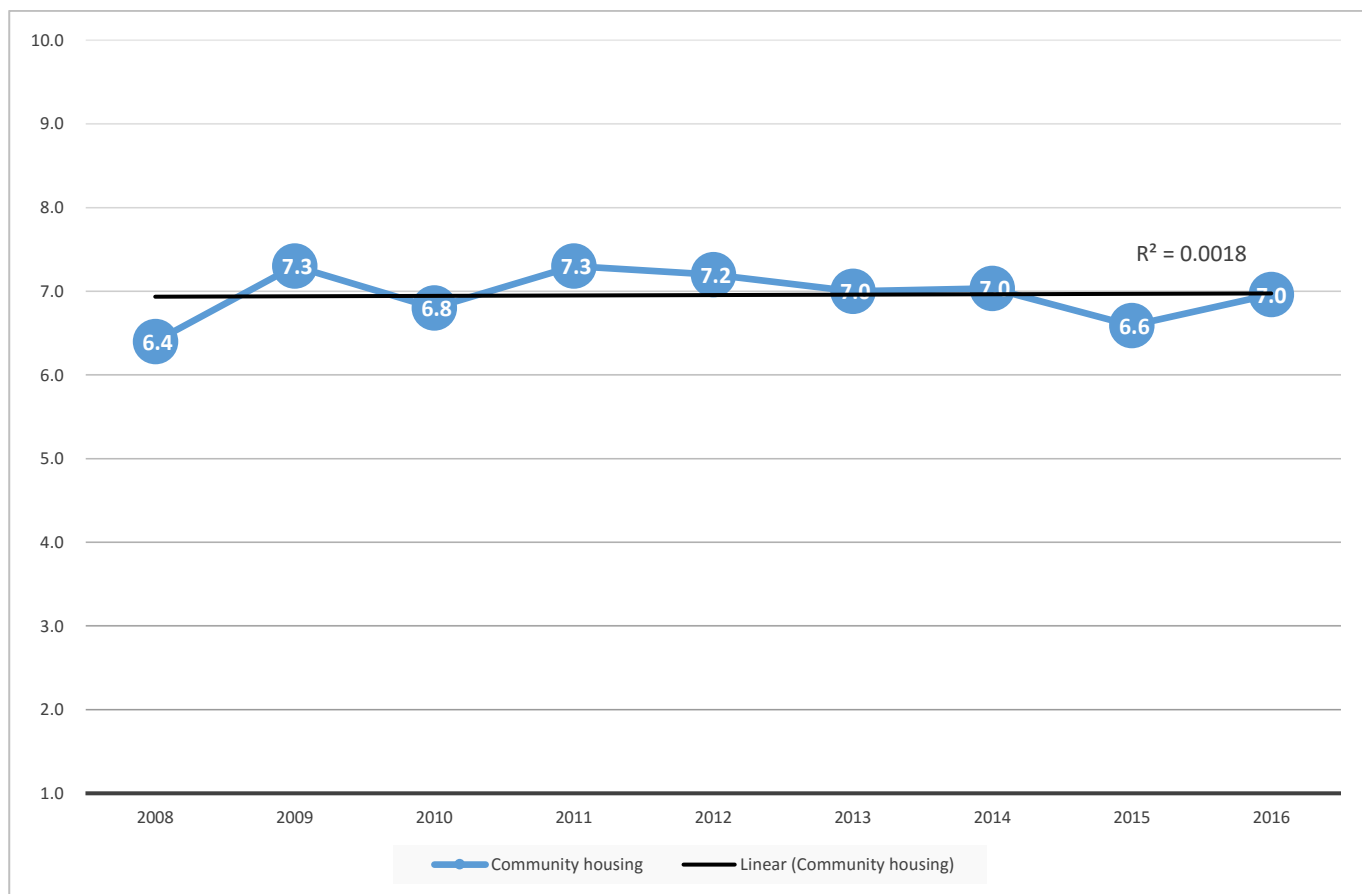
(2016 n=278)

Based on a simple linear regression, MDC's average performance rating for *Community housing* is stable over time. The 2016 results are on the trend with 2013-2014 years.

7. Community safety

Residents were informed that *"The Council works closely with agencies in the policing, education and health sectors to address some of the root causes of behaviours that affect community safety. Security cameras in the Blenheim CBD and restorative justice and crime prevention through environmental design."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 20 Community safety mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
■ Community Safety	5.66	9.44	7.10	7.46	6.86	7.53	7.33	7.44	7.18

Mean
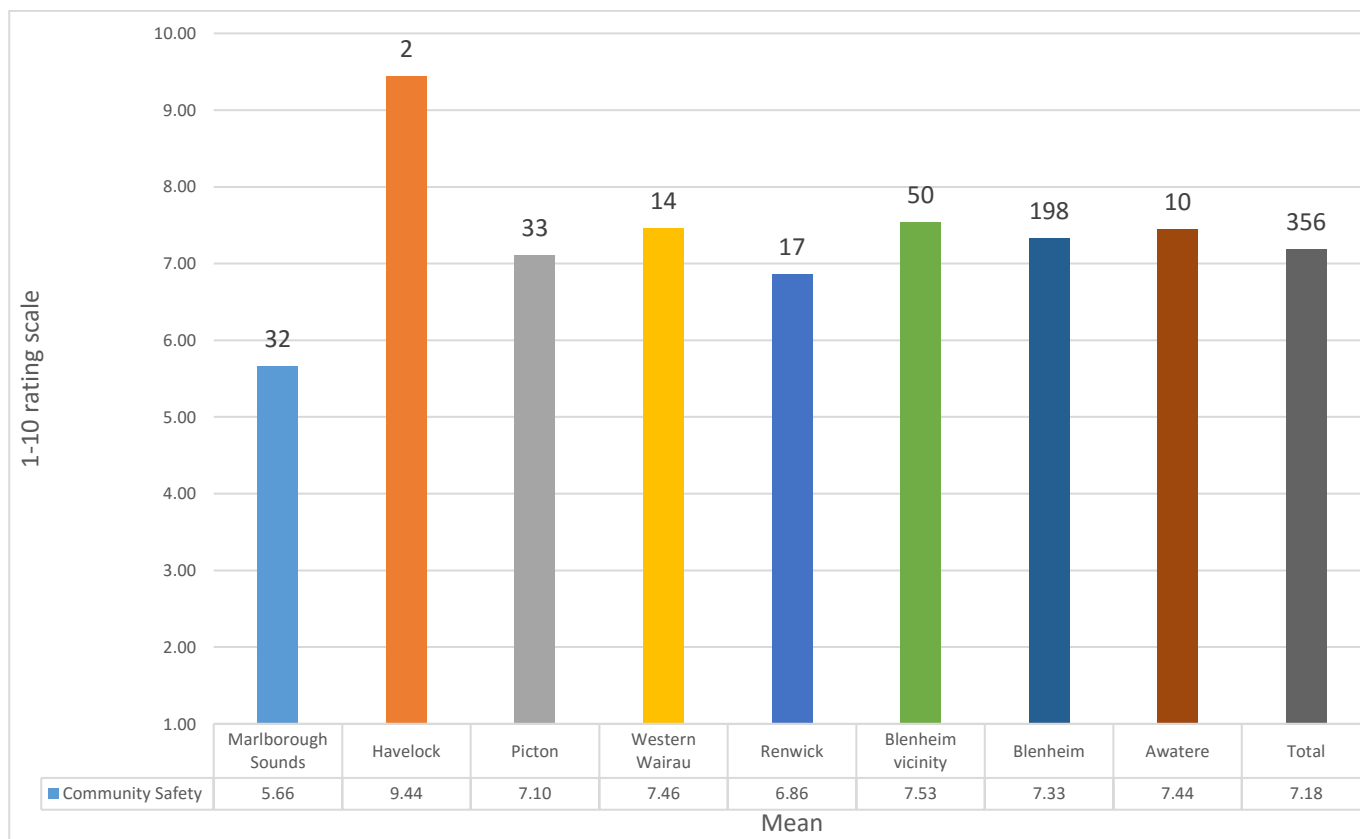
Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=356) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 13 Community safety satisfaction percentages by area

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community Safety (%)	Dissatisfied	31.3%	0.0%	6.1%	0.0%	5.9%	6.0%	6.6%	0.0%	8.1%
	Neutral	28.1%	0.0%	18.2%	14.3%	23.5%	16.0%	15.7%	10.0%	17.1%
	Satisfied	40.6%	100.0%	75.8%	85.7%	70.6%	78.0%	77.8%	90.0%	74.7%
Community Safety (Counts)	Dissatisfied	10	0	2	0	1	3	13	0	29
	Neutral	9	0	6	2	4	8	31	1	61
	Satisfied	13	2	25	12	12	39	154	9	266

(n=356– N/A removed)

As presented in the charts and tables in this section: *Community safety* was ranked the third highest priority in 2014, the 2016 survey results maintained the same (7.2) overall satisfaction score as the previous year. There were many positive comments supporting high ratings, such as*, Doing good job with security cameras,* simply *Doing good job* and *feel safe*. Overall 74.7% (down a little from 2015) of residents were satisfied with the Council's performance in this area.

Table 14 Community safety unprompted comments

		Count
Positive	Doing good job with security and the cameras	38
	Do a good job	36
	Feel safe	16
	Other (please specify)	12
	No problems	10
	Safe here	10
	Community awareness	6
	Excellent	4
	Security system is good	2
	Good Policing	1
Negative	Other	13
	Not safe to walk in Blenheim streets at night	9
	Needs more policing	8
	Need more cameras	5
	Youth roaming streets	4
	More of a Police issue	4

Chart 21 Trend analysis – Community safety longitudinal proportionally recalibrated ratings
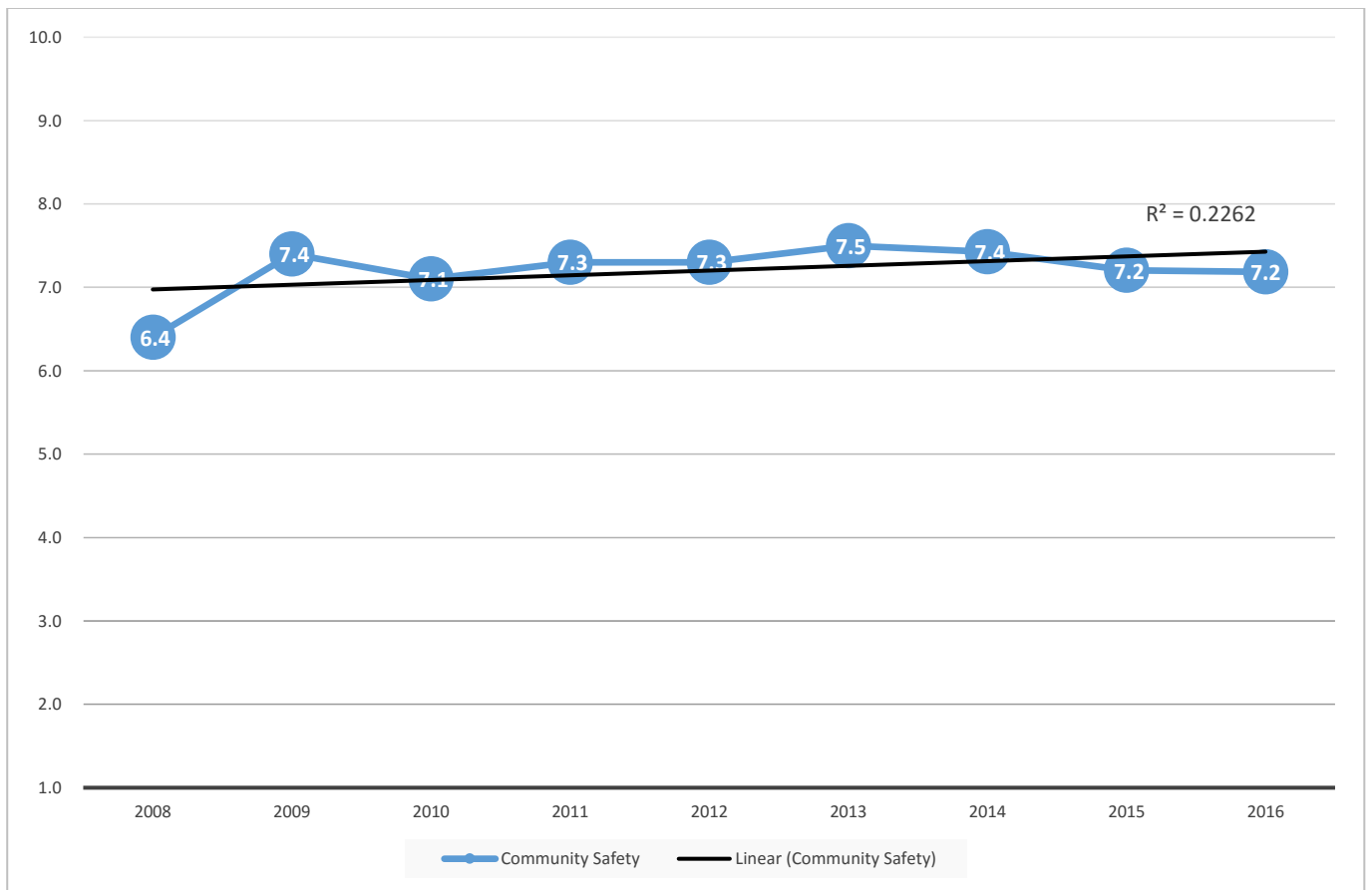
(2016 n=356)

Based on a simple regression, there is little change in *Community safety* ratings over the time.

8. Community support

Residents were informed that *"The Council provides a range of diverse services and activities to support the community."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these four services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 22 Community support mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community support services	6.67	7.50	6.70	7.17	6.44	7.04	6.96	6.51	6.90
Blenheim bus service	7.50	5.56	5.45	7.33	5.11	6.49	7.32	8.33	7.05
Total mobility scheme	7.11	5.00	5.76	8.89	5.28	6.74	6.87	5.78	6.67
Funding community events	6.35	7.56	7.12	7.52	7.22	7.02	7.02	6.67	7.01
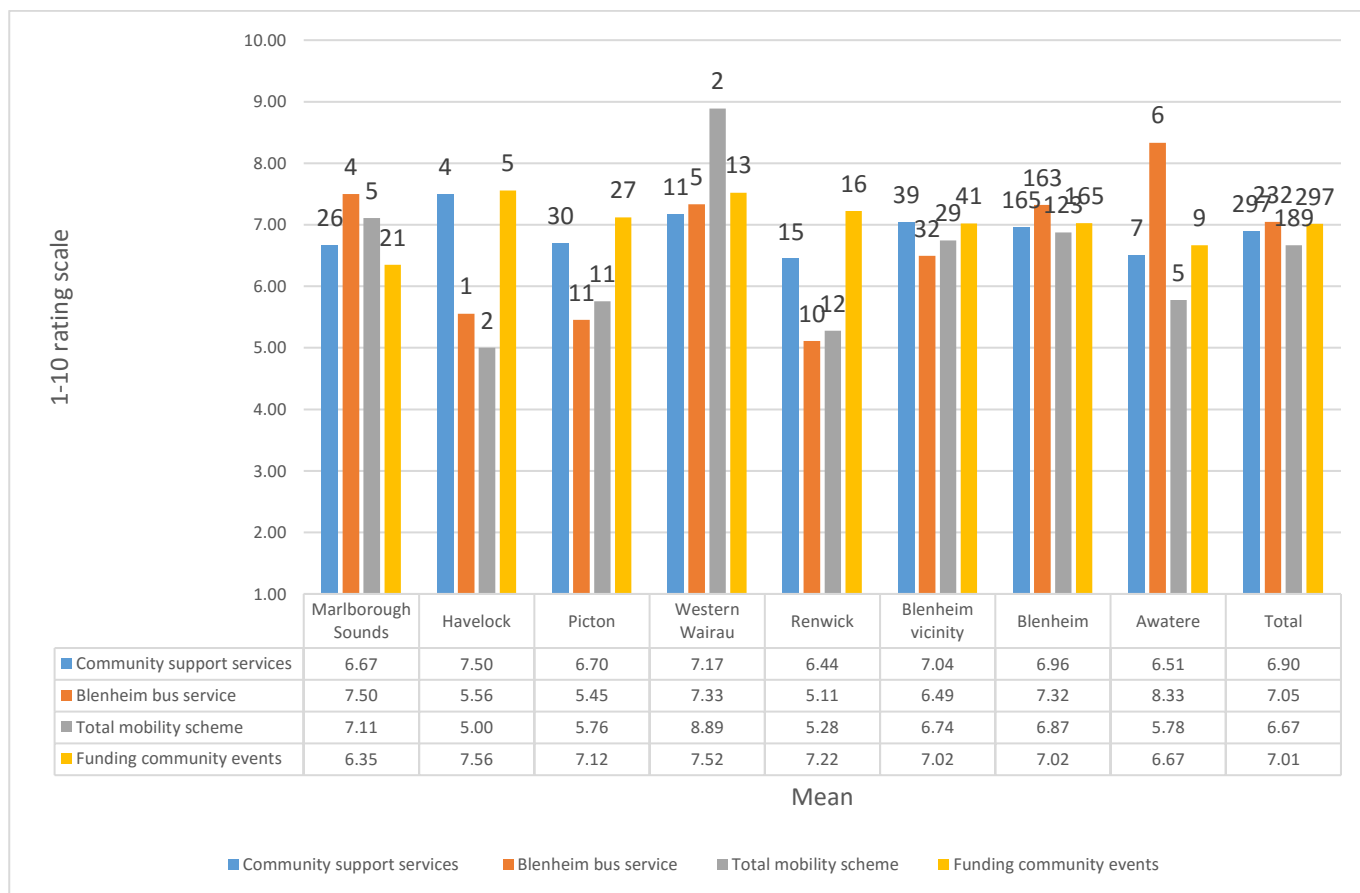
Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=189-297) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 15 Community support satisfaction percentages by area

Area	Community support services for positive aging, youth, community grants	Blenheim bus service	Total mobility scheme	Funding community events
Marlborough Sounds	53.8%	75.0%	80.0%	57.1%
Havelock	75.0%	0.0%	0.0%	80.0%
Picton	73.3%	27.3%	45.5%	77.8%
Western Wairau	81.8%	80.0%	100.0%	76.9%
Renwick	66.7%	30.0%	25.0%	68.8%
Blenheim vicinity	74.4%	62.5%	62.1%	80.5%
Blenheim	67.3%	76.7%	65.9%	75.2%
Awatere	85.7%	100.0%	60.0%	55.6%
Total	68.7%	70.7%	61.4%	74.1%

(n=189-297– N/A removed)

As presented in the charts and tables in this section: Satisfaction ratings varied across services and areas, although the lowest percentages were from areas with small sample sizes. Satisfaction for all services was 68.7% on average (*Community support services* was 68.7%, *Blenheim bus service* 70.7%, *Total mobility scheme* 61.4% and *Funding community events* 74.1%). All areas were similar to 2015 percentages. (Note: bus service only provided in Blenheim).

Table 16 Community support unprompted comments

	Positive	Count	Negative	Count
Community support services	Good/ do the job well	25	Other	8
	Other	8	More attention needed for youth activities	7
	Doing a good job with young people	7	Room for improvement in funding allocations	7
	Lots of activities	6	Needs more funding	6
	Help always available	5	Need more elderly	1
	Support people in trouble/ people to talk to if needed	2		
Blenheim bus service	Frequent services	21	Insufficient services	17
	Reliable	20	Other	13
	Other	20	Poor timetable	9
	Good drivers	13	Bad drivers	5
	Clean	3	Unreliable	4
			Dirty busses	3
Total mobility scheme	Good that it's provided	27	Other	18
	Other	8	Shouldn't be paid for by ratepayers	5
	Friendly drivers	7		
Funding community events	Good range of events	22	Other	11
	Do a great job. Events good	19	Currently ineffective	7
	Well promoted	13	Needs to reach all areas of district	7
	Well advertised	9	Events should be advertised more	5
	Other	7	More specific focus required, too general	3
			Cost is too high for outcome	2

Chart 23 Trend analysis – Community support longitudinal proportionally recalibrated ratings
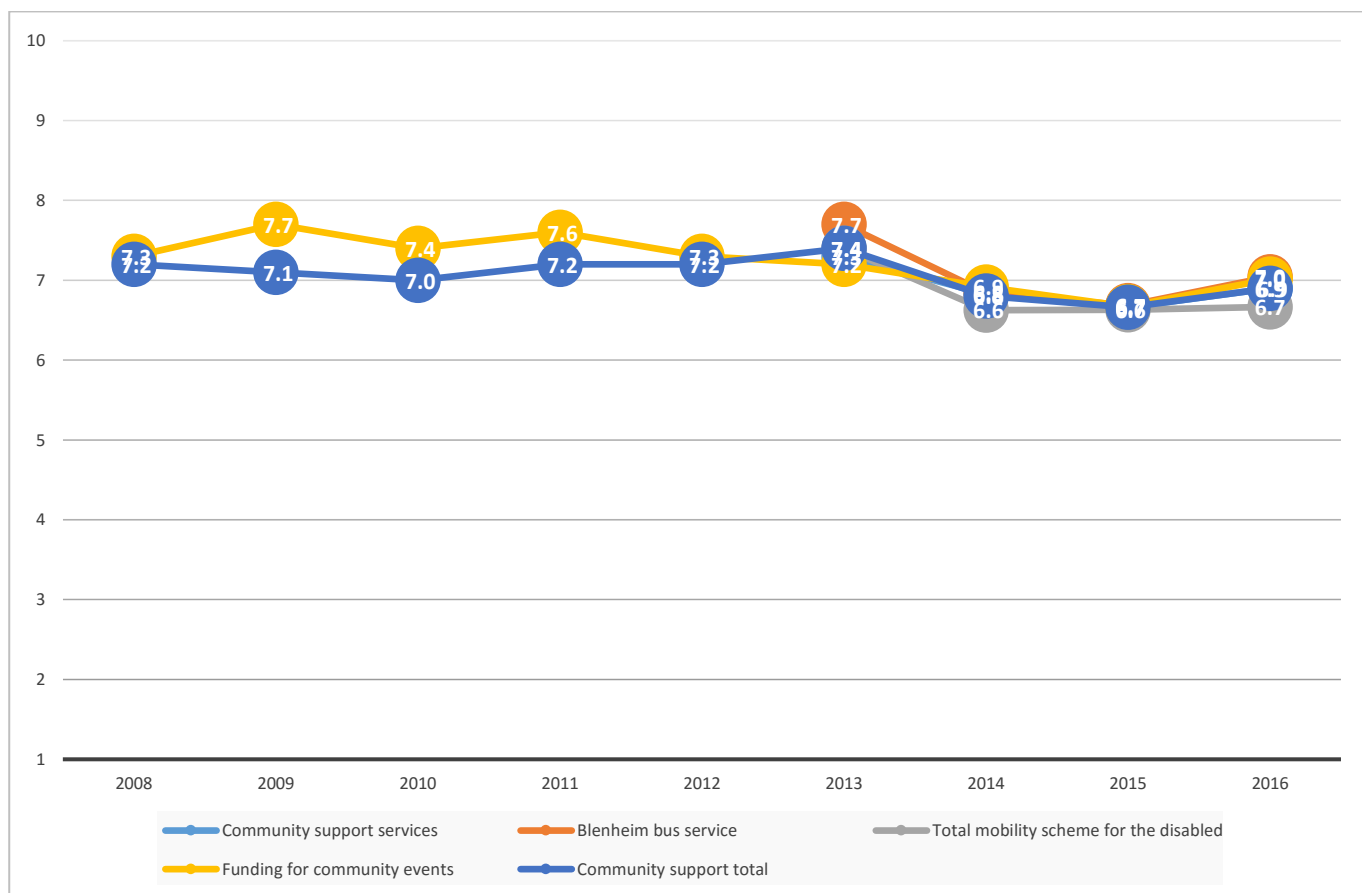
(2016 n=189-297)

The average rating for Community support was similar to 2015 results. However, individual ratings for Community support services were higher than during the previous year.

9. Library services

Residents were informed that *"The Council operates two public libraries at Blenheim and Picton; and supports community libraries in Ward, Renwick, Havelock, and Waitaria Bay."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these two services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 24 Library services mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Public libraries	8.25	7.78	8.58	8.72	8.27	8.08	8.56	8.75	8.45
Community libraries	7.65	6.67	6.85	7.22	6.58	7.22	6.46	7.04	6.75

Mean

■ Public libraries   ■ Community libraries
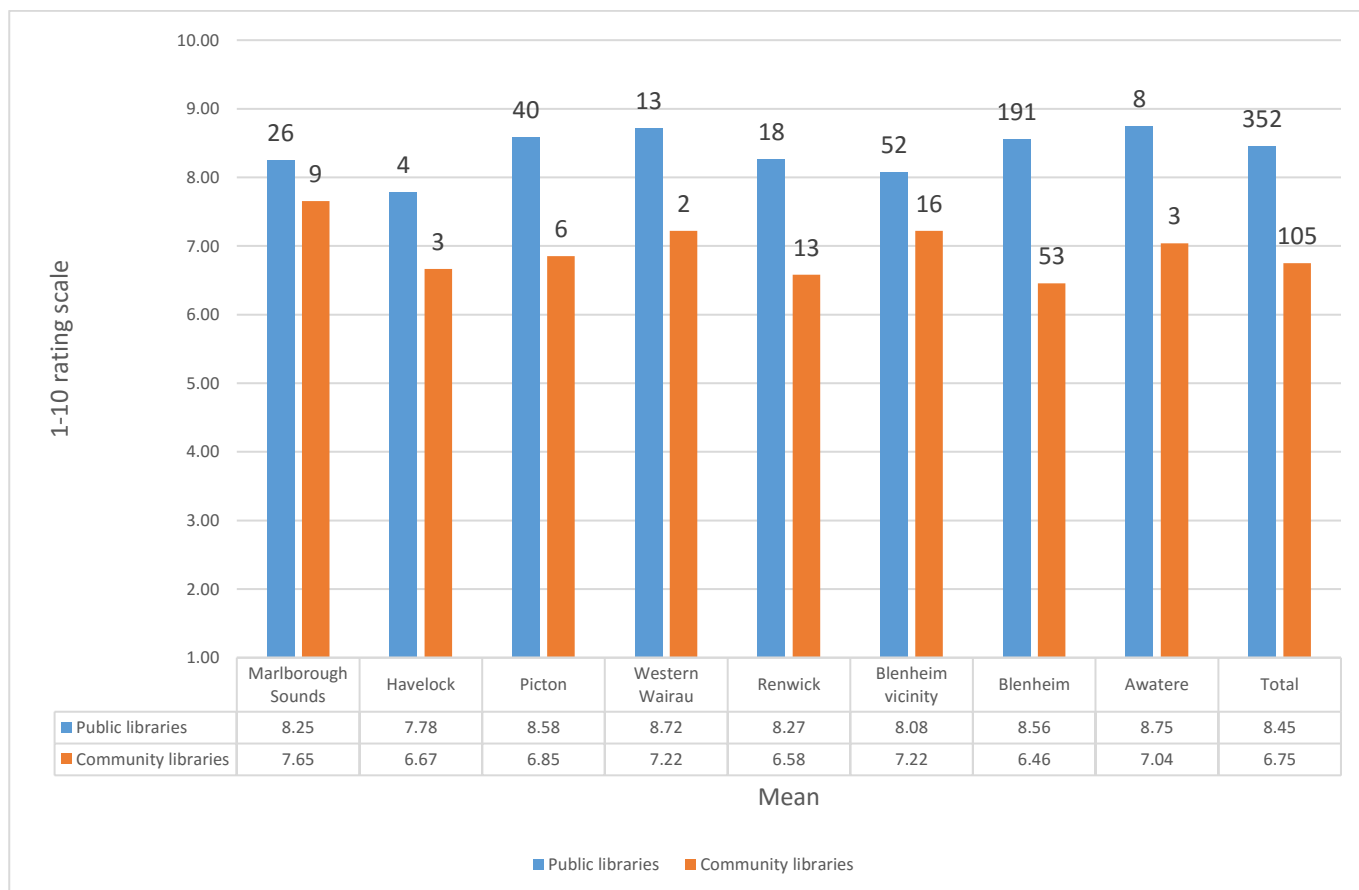
Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=105-352) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 17 Library services satisfaction percentages by area

Area	Public libraries	Community libraries
Marlborough Sounds	88.5%	77.8%
Havelock	75.0%	33.3%
Picton	92.5%	83.3%
Western Wairau	100.0%	100.0%
Renwick	83.3%	46.2%
Blenheim vicinity	86.5%	56.3%
Blenheim	94.8%	39.6%
Awatere	100.0%	66.7%
Total	92.3%	50.5%

(n=105-352– N/A removed)

As presented in the charts and tables in this section: Public libraries achieved the highest individual service rating in 2016 (8.5). Strong levels of positive comments about the *Public libraries* service, indicated high resident satisfaction. 92.3% (up from 88.9% in 2015) of residents across the district were satisfied with the Council's *Public libraries* service. There was however a 10% decrease in satisfaction levels for *Community libraries* (50.5% against 60.7% in 2015). (Note: full library services only in Blenheim and Picton, remainder of district serviced by community libraries).

Table 18 Library services unprompted comments

	Positive	Count	Negative	Count
Public libraries	Good service/ staff helpful	136	Other	5
	Good range of books	117	Library needs and upgrade	1
	Good range of services	103		
	Good facilities/ PCs etc.	71		
	Other	45		
	Opening hours good	24		
	Clean	16		
	Accessible	11		
Community libraries	Other (please specify)	7	Other	2
	Good range of books	5	Insufficient books	1
	Good range of services	5		
	Good facilities/ PC's etc.	2		
	Good service/ staff helpful	2		
	Opening hours good	1		

Chart 25 Trend analysis – Library services longitudinal proportionally recalibrated ratings
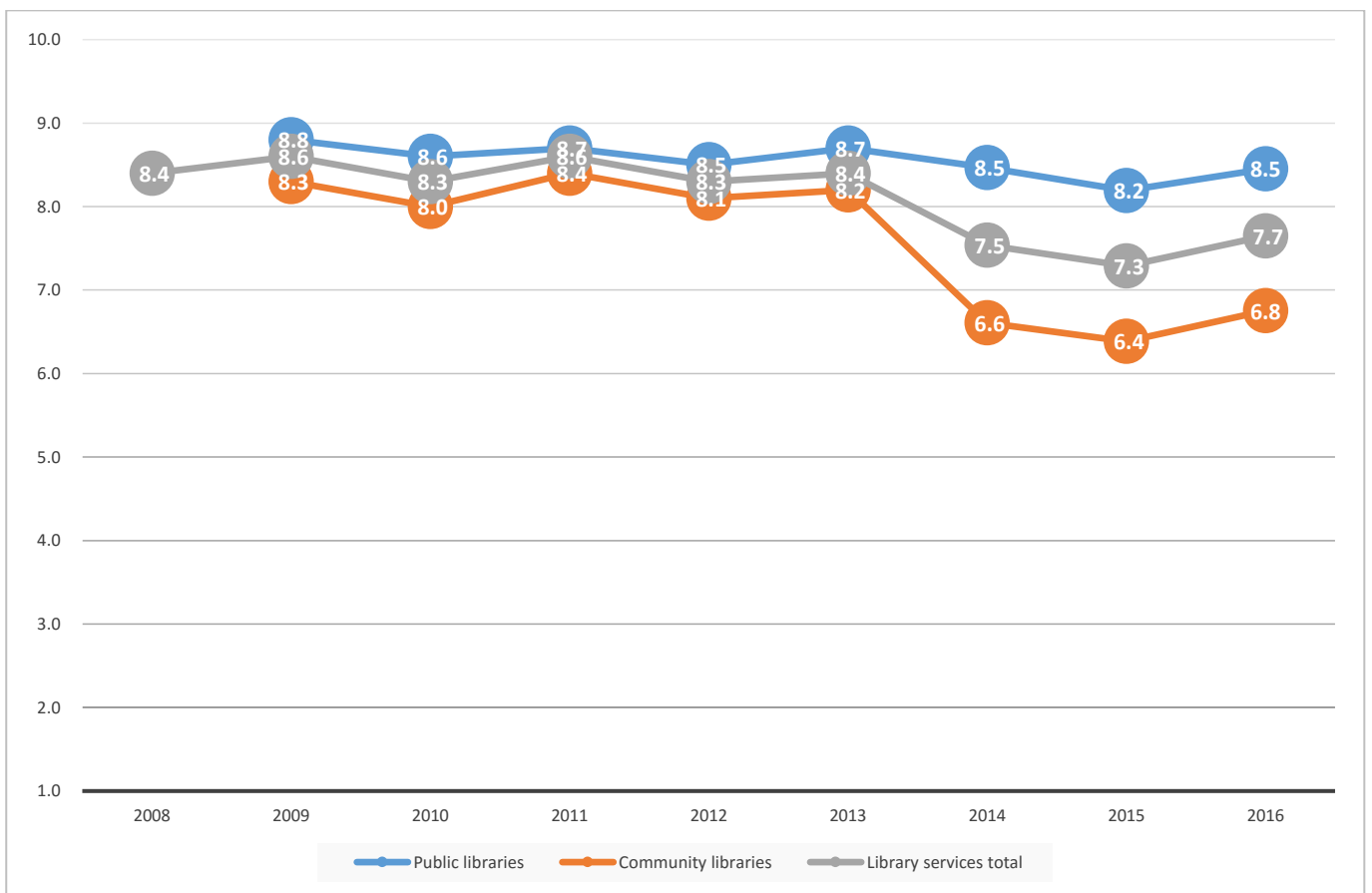
(2016 n=105-352)

Satisfaction rating were close in the last 3 years.

10. Emergency management

Residents were informed that *"The Council is a member of Marlborough-Kaikoura Rural Fire Authority. Council also maintains an emergency management centre and is responsible for managing and responding to natural disasters and emergency events including floods and earthquakes."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these two services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 26 Emergency management mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Rural fire fighting	5.95	9.17	8.44	9.26	8.52	8.73	8.71	8.80	8.45
Civil Defence Emergency management	5.97	6.67	7.85	8.81	8.24	8.28	8.13	7.58	7.95

Mean

■ Rural fire fighting   ■ Civil Defence Emergency management
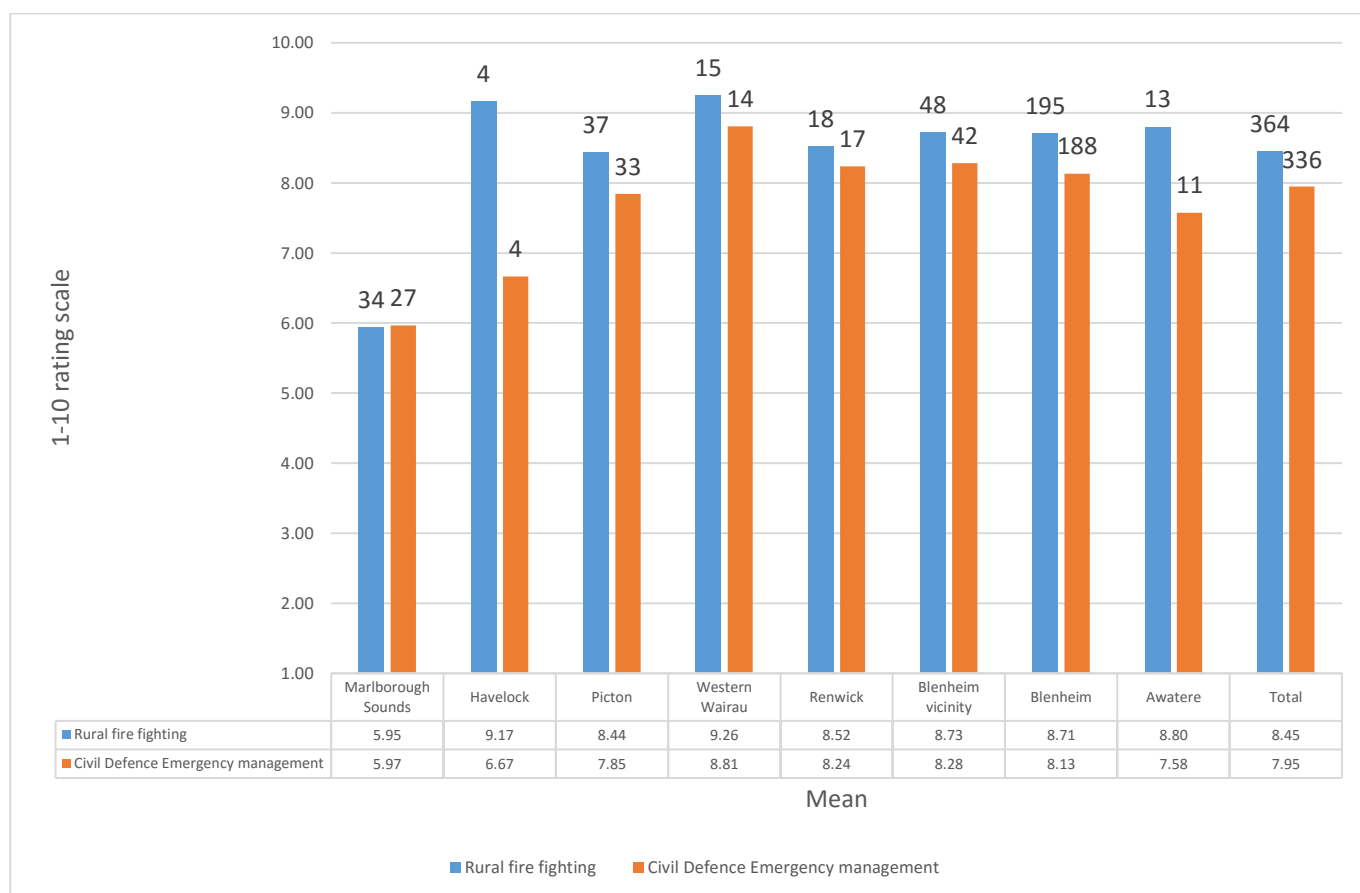
Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=336-364) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 19 Emergency management satisfaction percentages by area

Area	Rural fire fighting	Civil Defence Emergency management
Marlborough Sounds	55.9%	51.9%
Havelock	100.0%	75.0%
Picton	94.6%	93.9%
Western Wairau	100.0%	100.0%
Renwick	94.4%	100.0%
Blenheim vicinity	97.9%	92.9%
Blenheim	95.4%	93.1%
Awatere	100.0%	81.8%
Total	92.3%	89.9%

(n=336-364– N/A removed)

As presented in the charts and tables in this section: This year, *Emergency management* achieved the highest group performance rating (8.2). In particular, *Rural firefighting* achieved the second highest individual performance rating in 2016 (8.4). There were few negative comments regarding for either *Rural fire fighting* or *Civil Defence emergency management*. Reasons for high ratings included *Good service* and *Do a good job*. Overall performance satisfaction percentages were 89.9% (similar to 87.5% in 2015) for *Civil defence* and 92.3% (94.0% in 2015) for *Rural firefighting*. (Note: services provided to all areas, but based in Blenheim).

Table 20 Emergency management unprompted comments

	Positive	Count	Negative	Count
Rural fire fighting	Good service	102	All volunteers no Council funding	13
	Excellent	77	Have to rely on own resources	13
	Good firemen/ well trained	74	Council should provide more	5
	Really good service	66	No civil defence in some areas	4
	Good number of volunteers	57	Other (please specify)	3
	Quick response	50	Fire controls too stringent	1
	Other (please specify)	27		
	On the ball	24		
Civil Defence Emergency management	Do a good job	73	All volunteers no Council funding	6
	Good planning for future situations	57	Council should provide more	6
	Always people there when needed	31	No civil defence in some areas	5
	Good service	19	Other (please specify)	5
	Very good service	19	Have to rely on own resources	3
	Other (please specify)	18	Floods not dealt with quickly enough	1
	On the ball	12		

Chart 27 Trend analysis – Emergency management longitudinal proportionally recalibrated ratings
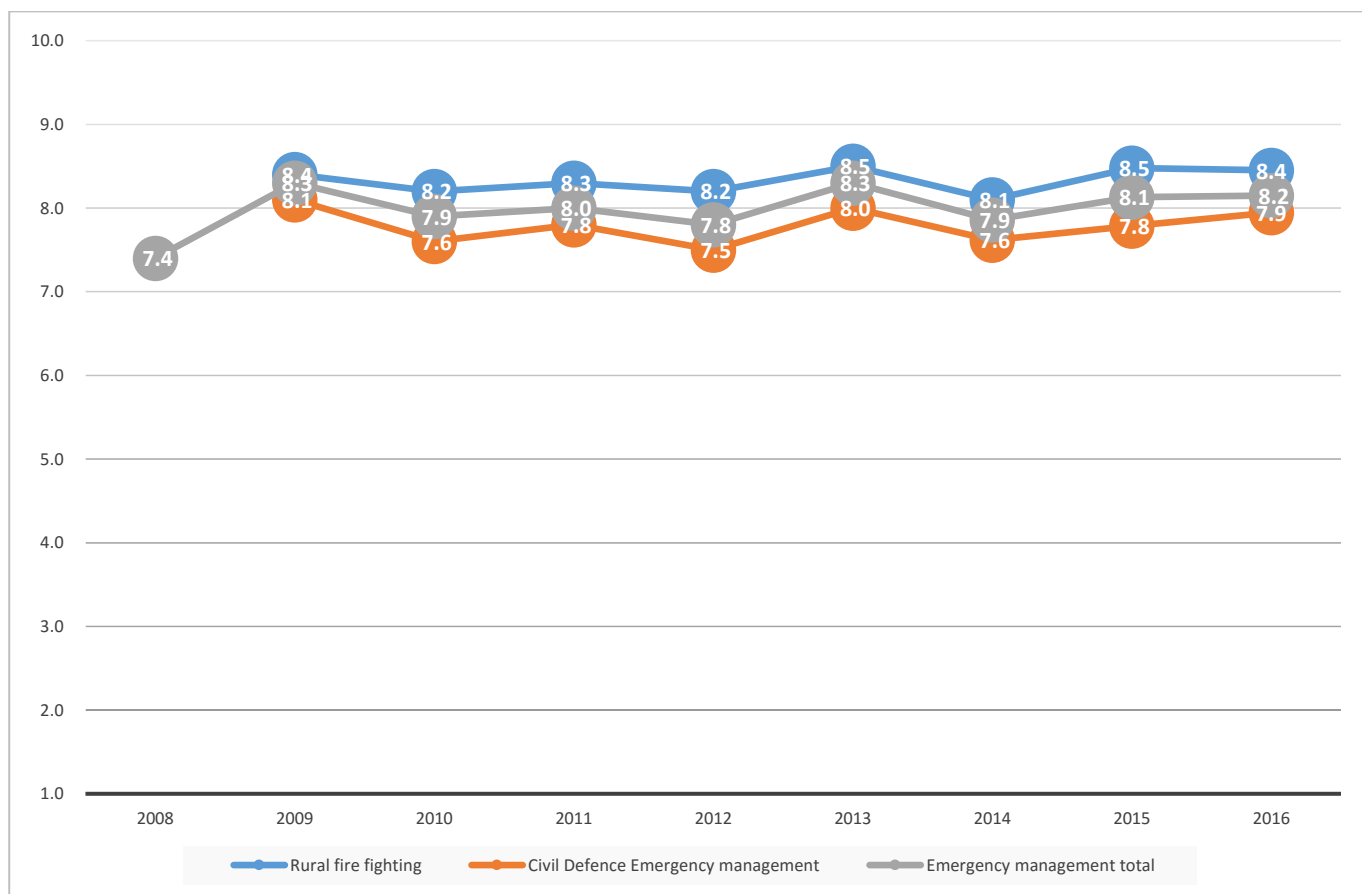
(2016 n=336-364)

Based on a simple linear regression, the results are close during the last 2 years.

11. Community facilities

Residents were informed that *"The Council manages and maintains a variety of community facilities."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council manages and maintains these facilities?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 28 Community facilities mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Parks and reserves	7.12	8.67	7.86	7.78	8.27	7.95	8.42	7.88	8.18
Sports grounds	7.70	8.22	8.25	8.11	8.50	8.00	8.02	8.00	8.06
Bike paths & Tracks	6.49	8.33	7.08	6.94	7.19	7.17	7.84	6.67	7.50
Swimming Pools	7.44	8.89	7.39	8.08	7.89	8.69	8.26	7.62	8.20
Cemeteries and war memorials	6.67	8.44	7.71	8.41	8.89	8.23	8.00	8.48	8.01
Public Toilets	5.98	8.15	6.94	6.75	7.15	6.88	6.60	5.19	6.63

Mean
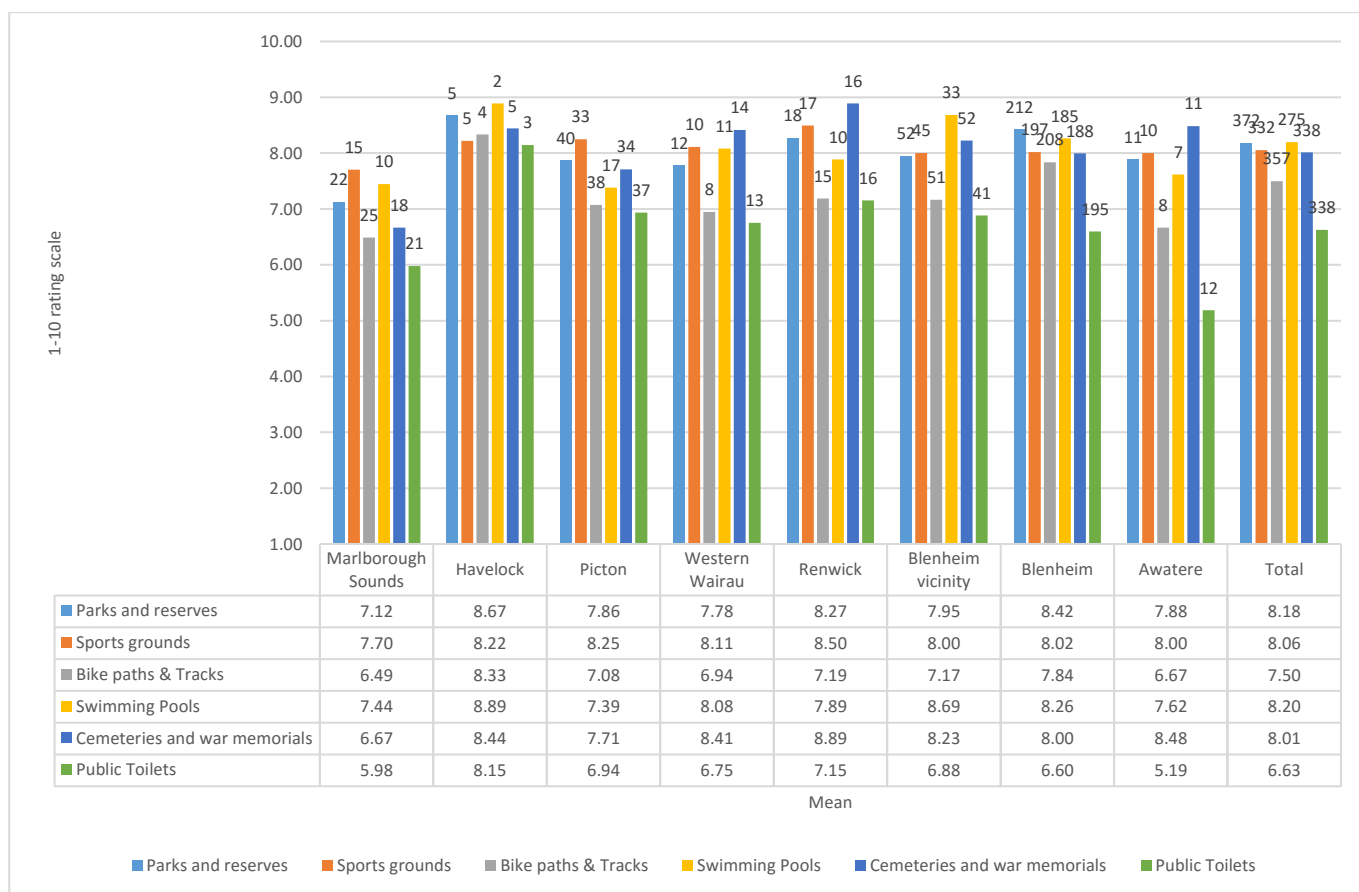
Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=275-372) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 21 Community facilities satisfaction percentages by area

Area	Parks, reserves and open spaces	Sports grounds	Paths, walkways and tracks for walking and biking	Swimming Pools	Cemeteries and war memorials	Public toilets
Marlborough Sounds	72.7%	80.0%	64.0%	80.0%	100.0%	42.9%
Havelock	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Picton	85.0%	97.0%	71.1%	76.5%	85.3%	70.3%
Western Wairau	83.3%	100.0%	62.5%	90.9%	100.0%	76.9%
Renwick	94.4%	100.0%	73.3%	90.0%	100.0%	68.8%
Blenheim vicinity	86.5%	84.4%	78.4%	90.9%	96.2%	61.0%
Blenheim	93.4%	88.8%	88.9%	90.3%	94.1%	60.5%
Awatere	72.7%	90.0%	75.0%	100.0%	90.9%	41.7%
Total	89.5%	89.8%	82.4%	89.5%	94.4%	61.2%

(n=275-372– N/A removed)

As presented in the charts and tables in this section: In 2016 as in 2015, aggregated *Community facilities* (7.8) achieved the third place in performance ratings. *Parks and reserves* with *Swimming pools* shared the third rating place among individual services. The six facilities all recorded positive satisfaction rating percentages with *Parks and reserves* (89.5%), *Sports grounds* (89.8%), *Bike paths & Tracks* (82.4%), *Swimming Pools* (89.5%) and *Cemeteries* (94.4% - up from 88.9% in 2015) and *Public toilets* in its traditional 6th place on this list (61.2%). Most

cited reason for positive rating was *Well maintained/ in good condition*. Across most community facility provisions, 2016 average performance ratings were maintained at previous levels.

Table 22 Community facilities unprompted comments

	Positive	Count	Negative	Count
Parks and reserves	Well maintained/ in good condition	175	Poorly maintained	9
	Clean	54	Other (please specify)	7
	Layout is good	51	Litter in parks and reserves	4
	Other (please specify)	35	Insufficient playgrounds	2
			More cycle/walkways required	1
Sports grounds	Well maintained/ in good condition	134	Facilities poorly maintained	6
	Layout is good	47	Other (please specify)	5
	Clean	44	No rubbish bins/ took away rubbish bins	3
	Other (please specify)	21		
Bike Paths & Tracks	Good, quality	52	Poorly maintained	11
	Well maintained	33	Other	9
	Other	18	More needed, not enough	5
	Lots, plenty, variety	9		
Toilets	Well maintained/ clean	47	Poor public toilet hygiene	37
	Other (please specify)	11	Maintenance issues	25
			Insufficient public toilets	19
			Other (please specify)	10
Swimming Pools	Well maintained/ in good condition	116	Other (please specify)	9
	Clean	43	Overcrowded	4
	Layout is good	34	Not well maintained	4
	Other (please specify)	24	Issues: Need new/ upgraded pool	1
Cemeteries and war memorials	Well maintained/ in good condition	121	Cemeteries poorly maintained	12
	Clean	29	Council uninvolved	6
	Layout is good	28	Other (please specify)	6
	Other (please specify)	24		

Chart 29 Trend analysis – Community facilities longitudinal proportionally recalibrated ratings
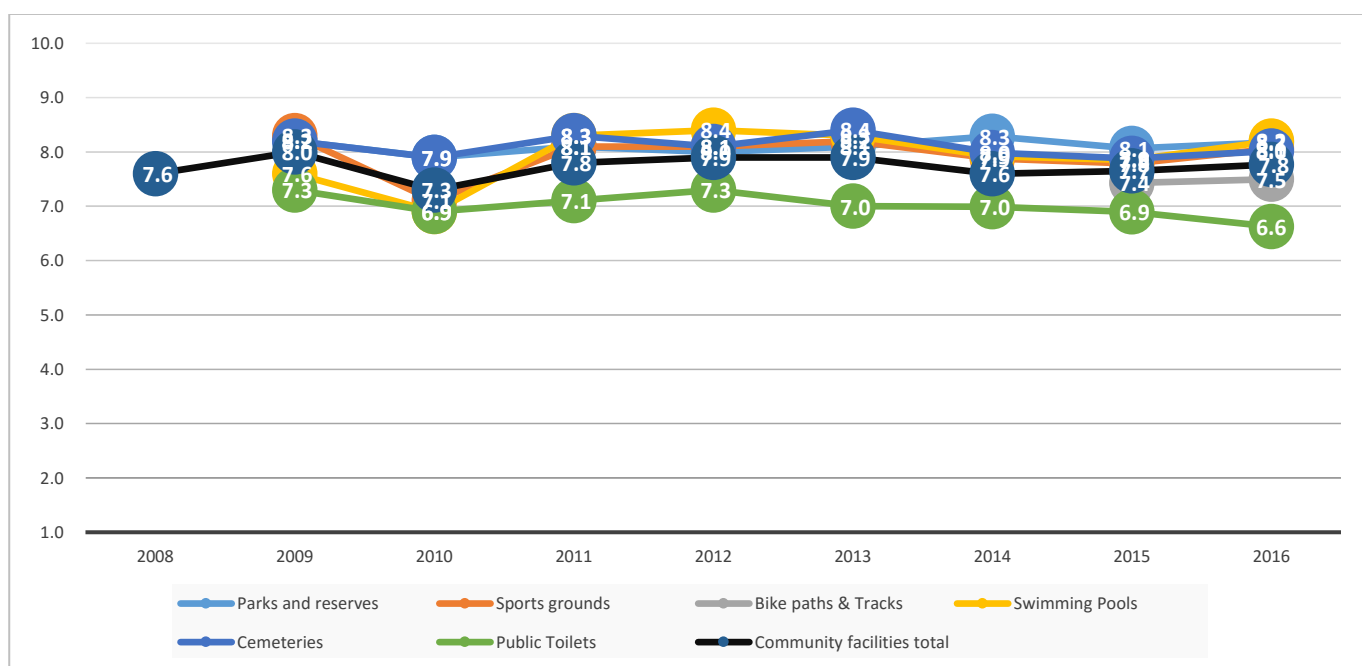
(2016 n=275-372)

There is a light decrease in *Community facilities* rating levels comparing to 2015 and over the years.

12. Roads and footpaths

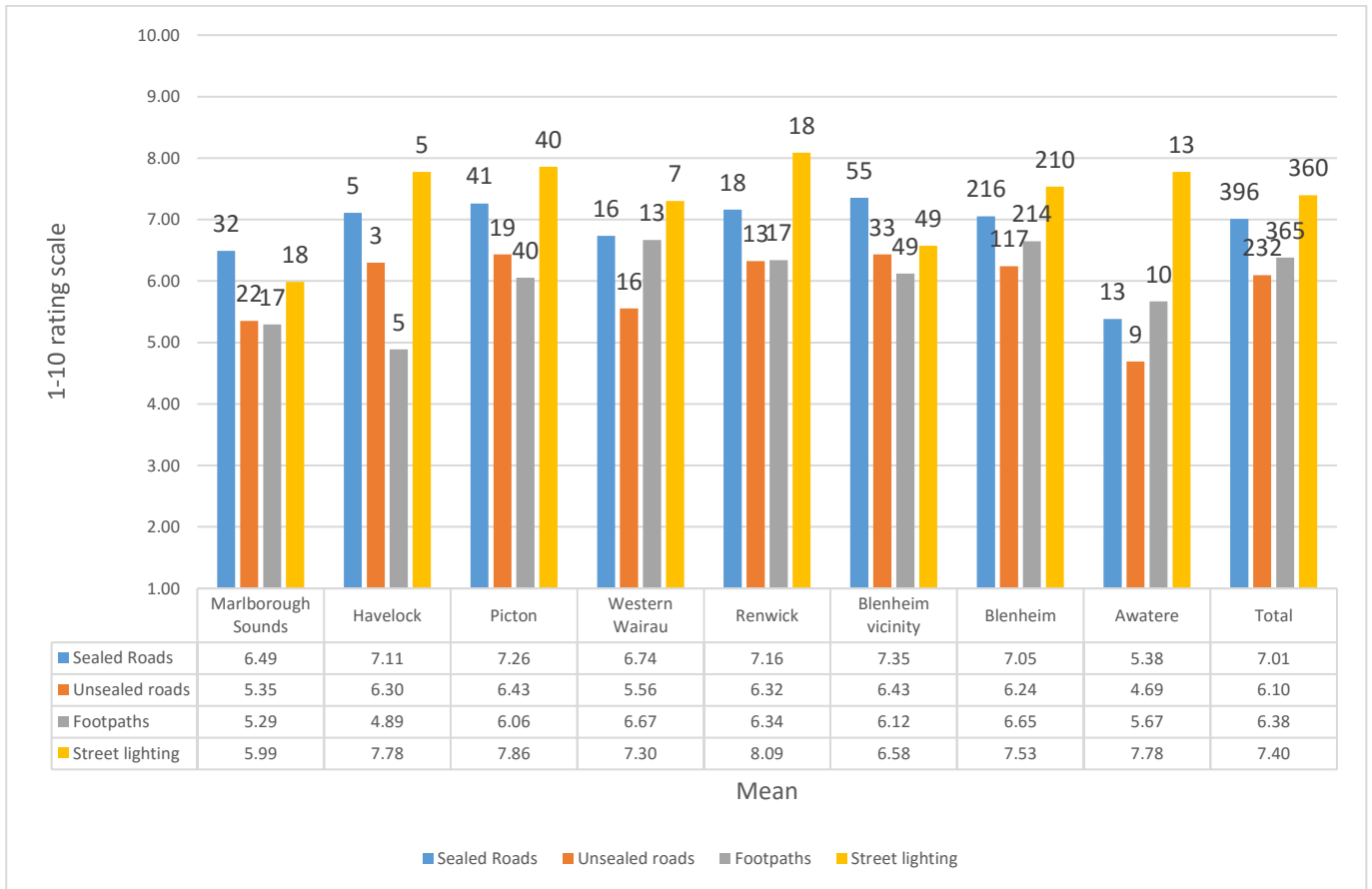Residents were informed that *"The Council is responsible for all the roads in Marlborough except the state highways, this includes street lighting"*. Residents were then asked: *"In the district, EXCLUDING State Highways, on a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs providing these four services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 30 Roads and footpaths mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
■ Sealed Roads	6.49	7.11	7.26	6.74	7.16	7.35	7.05	5.38	7.01
■ Unsealed roads	5.35	6.30	6.43	5.56	6.32	6.43	6.24	4.69	6.10
▪ Footpaths	5.29	4.89	6.06	6.67	6.34	6.12	6.65	5.67	6.38
■ Street lighting	5.99	7.78	7.86	7.30	8.09	6.58	7.53	7.78	7.40

Mean

■ Sealed Roads ■ Unsealed roads ▪ Footpaths ■ Street lighting

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=232-396) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 23 Roads and footpaths satisfaction percentages by area

Area	Sealed Roads	Unsealed roads	Footpaths	Street lighting
Marlborough Sounds	68.8%	36.4%	52.9%	55.6%
Havelock	60.0%	66.7%	40.0%	80.0%
Picton	75.6%	57.9%	55.0%	92.5%
Western Wairau	56.3%	43.8%	76.9%	85.7%
Renwick	77.8%	61.5%	52.9%	94.4%
Blenheim vicinity	78.2%	60.6%	61.2%	63.3%
Blenheim	72.2%	49.6%	65.0%	81.0%
Awatere	38.5%	22.2%	60.0%	76.9%
Total	71.5%	50.0%	62.2%	79.2%

(n=232-396– N/A removed)

As presented in the charts and tables in this section: Regarding *Roads and Footpaths*, in most instances, the provision of *Street lighting* and *Sealed roads* gained the highest satisfaction ratings across the district (79.2% and 71.5% respectively). *Footpaths* at 62.2% was up a little from 60.6% in 2015. *Unsealed roads* at 50.0% was down from 51.3% in 2015. Negative comments for the *Unsealed roads* included *Poor maintenance* or *Lack of maintenance*. Over time overall satisfaction with *Road and footpaths* has increased slightly. (Note: does NOT apply to State Highways. Unsealed roads located mainly in Awatere, Marlborough Sounds and some in Western Wairau).

Table 24 Roads and footpaths unprompted comments

	Positive	Count	Negative	Count
Sealed Roads	Well maintained	59	Poor maintenance	29
	Well sealed	33	Other (please specify)	27
	Good maintenance	29	Poor sealed roads	23
	Other (please specify)	16	Potholes	15
	Well signposted	10	Lack of maintenance	13
Unsealed Roads	Well maintained	8	Poor maintenance	25
	No problems	5	Lack of maintenance	17
	Other (please specify)	2	Potholes	11
			Poor unsealed roads	9
			Other (please specify)	8
Footpaths	Well maintained	26	Lack of footpaths in the area	39
	Good condition	21	Other (please specify)	28
	No problems	15	Unsafe for the elderly/ mobility scooters	27
	Other (please specify)	9	Poor footpath maintenance	26
Street Lighting	Good lighting quality	48	Street lighting inadequate	21
	Good/ well lit everywhere	45	Poor light quality	19
	Adequate lighting	29	Other (please specify)	13
	Plenty of lighting	21		
	Other (please specify)	18		

Chart 31 Trend analysis – Roads and footpaths longitudinal proportionally recalibrated ratings
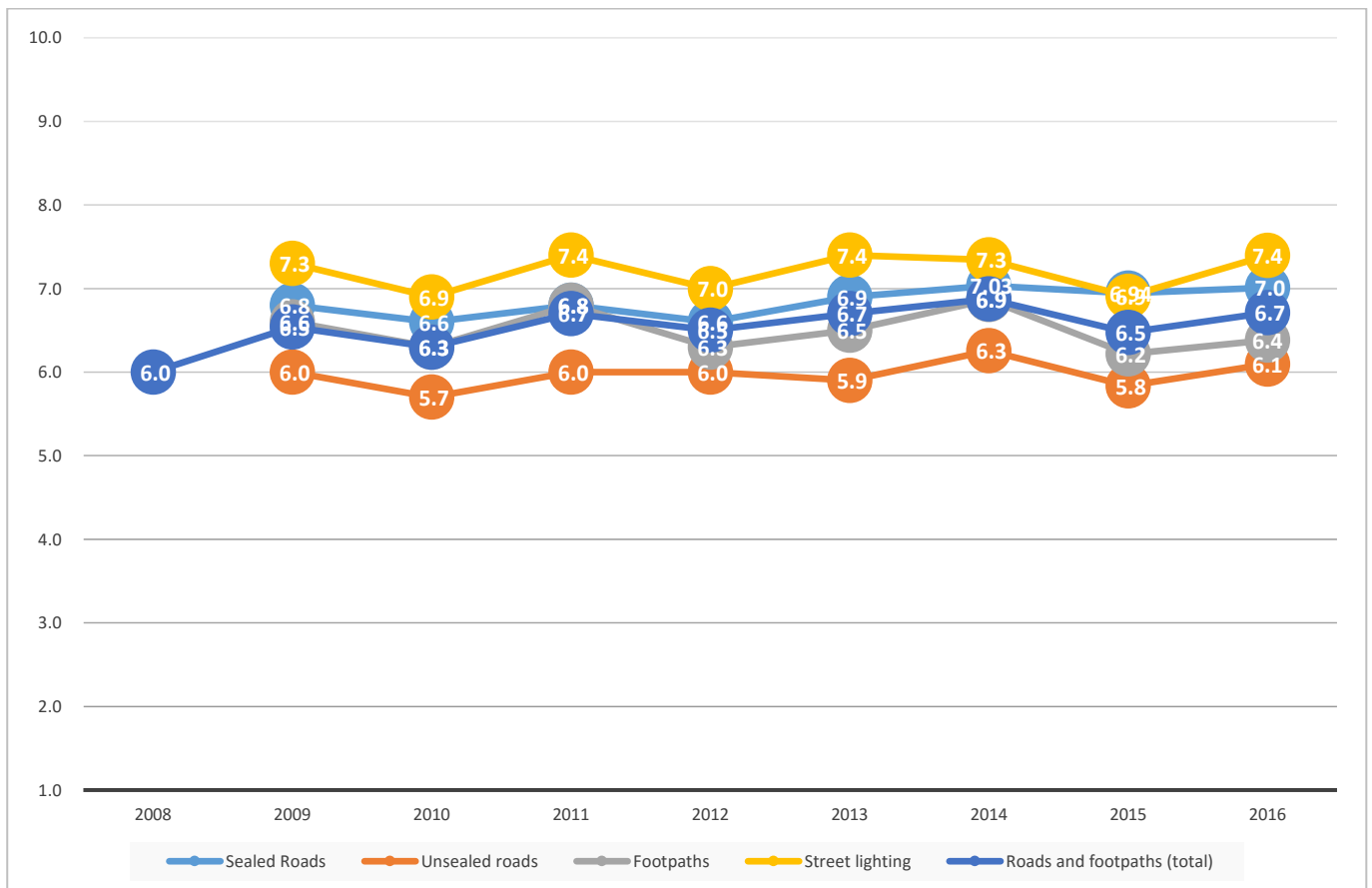
(2016 n=232-396)

Based on a simple linear regression, there is an ongoing improvement in overall satisfaction with Road and footpaths over time.
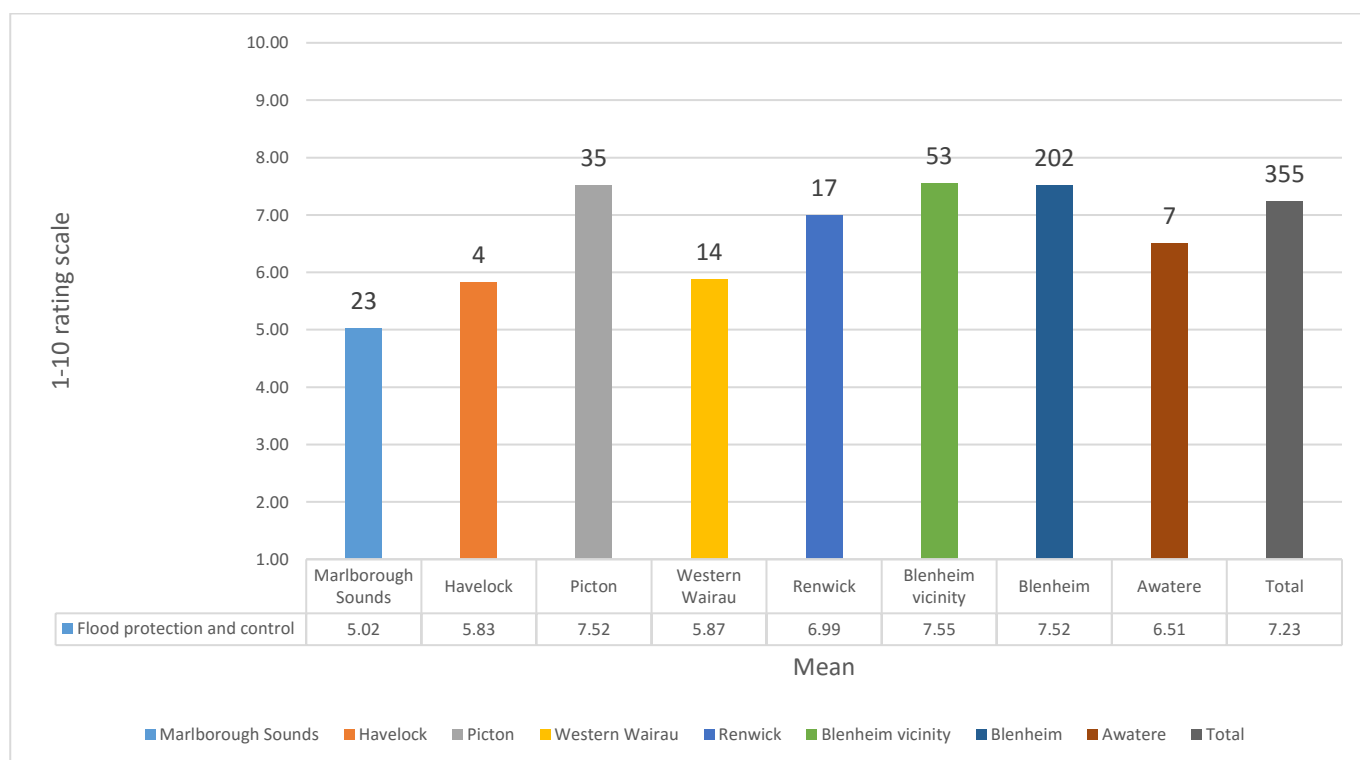Satisfaction ratings for all areas of this service were up a little on the 2015 levels.

13. Flood protection and control

Residents were informed that *"The Council provides and maintains a network of stop banks on rivers and drains on the main Wairau floodplain to protect against the risks of flooding and agricultural drainage. Lesser works are carried out in Picton and outside of the main Wairau floodplain at a lower rate charge. Note: Where rivers and drainage rates are not charged (e.g. Awatere), no river works are carried out."* Residents were then asked: *"In your local area on a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 32 Flood protection and control mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Flood protection and control	5.02	5.83	7.52	5.87	6.99	7.55	7.52	6.51	7.23

Mean

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=355) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 25 Flood protection and control satisfaction percentages by area

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Flood protection and control (%)	Dissatisfied	39.1%	25.0%	8.6%	28.6%	11.8%	9.4%	8.9%	14.3%	12.1%
	Neutral	26.1%	25.0%	11.4%	28.6%	23.5%	3.8%	9.4%	28.6%	11.8%
	Satisfied	34.8%	50.0%	80.0%	42.9%	64.7%	86.8%	81.7%	57.1%	76.1%
Flood protection and control (Counts)	Dissatisfied	9	1	3	4	2	5	18	1	43
	Neutral	6	1	4	4	4	2	19	2	42
	Satisfied	8	2	28	6	11	46	165	4	270

(n=355 – N/A removed)

As presented in the charts and tables in this section: Across most areas, there were differences in resident satisfaction with *flood protection and control* indicating a degree of variation in the provision and quality of these deliverables across the district. 76.1% of all residents (69.0% in 2015) indicated they were satisfied to some degree. However, smaller communities outside Blenheim were mixed in their levels of performance satisfaction. From a trend perspective 2016 levels were not dissimilar to the previous years, although the ratings have increased. The positive comments indicated *Rarely floods* and *A good job*. (Note: applies mostly to Blenheim, Blenheim vicinity and Renwick with some service provided in Picton).

Table 26 Flood protection and control unprompted comments

		Count
Positive	Rarely floods	47
	Do a good job	31
	Managed well	30
	Well maintained	30
	Other (please specify)	20
Negative	Not enough maintenance	32
	Other	16
	Erosion	6

Chart 33 Trend analysis – Flood protection and control longitudinal proportionally recalibrated ratings

R² = 0.1025
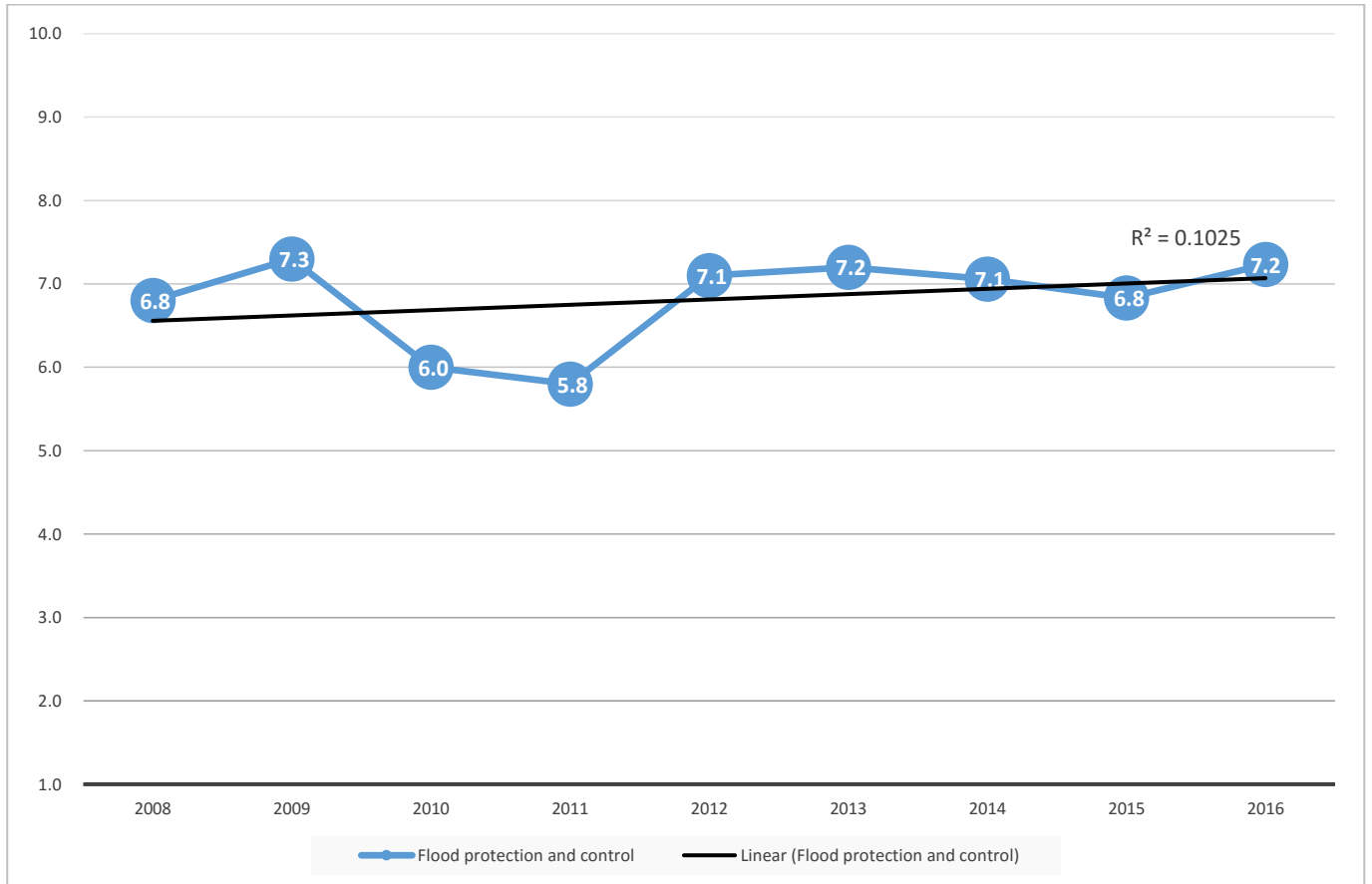
(2016 n=355)

The trend for the last 4 surveys shows levels are similar from one year to the next. The 2016 average rating is up.

14. Sewerage

Residents were informed that *"The Council operates sewerage schemes in Blenheim, Renwick, Picton, Seddon, Havelock, Spring Creek, Grovetown, Riverlands and Cloudy Bay Business Park. These cater for both domestic and industrial waste"*. Residents were then asked: *"If you receive a Council supplied sewerage scheme, on a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these services?"*

Chart 34 Sewerage mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Sewerage	5.14	6.39	7.69	6.67	7.84	7.31	8.09	8.15	7.85

Mean

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=314) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 27 Sewerage satisfaction percentages by area

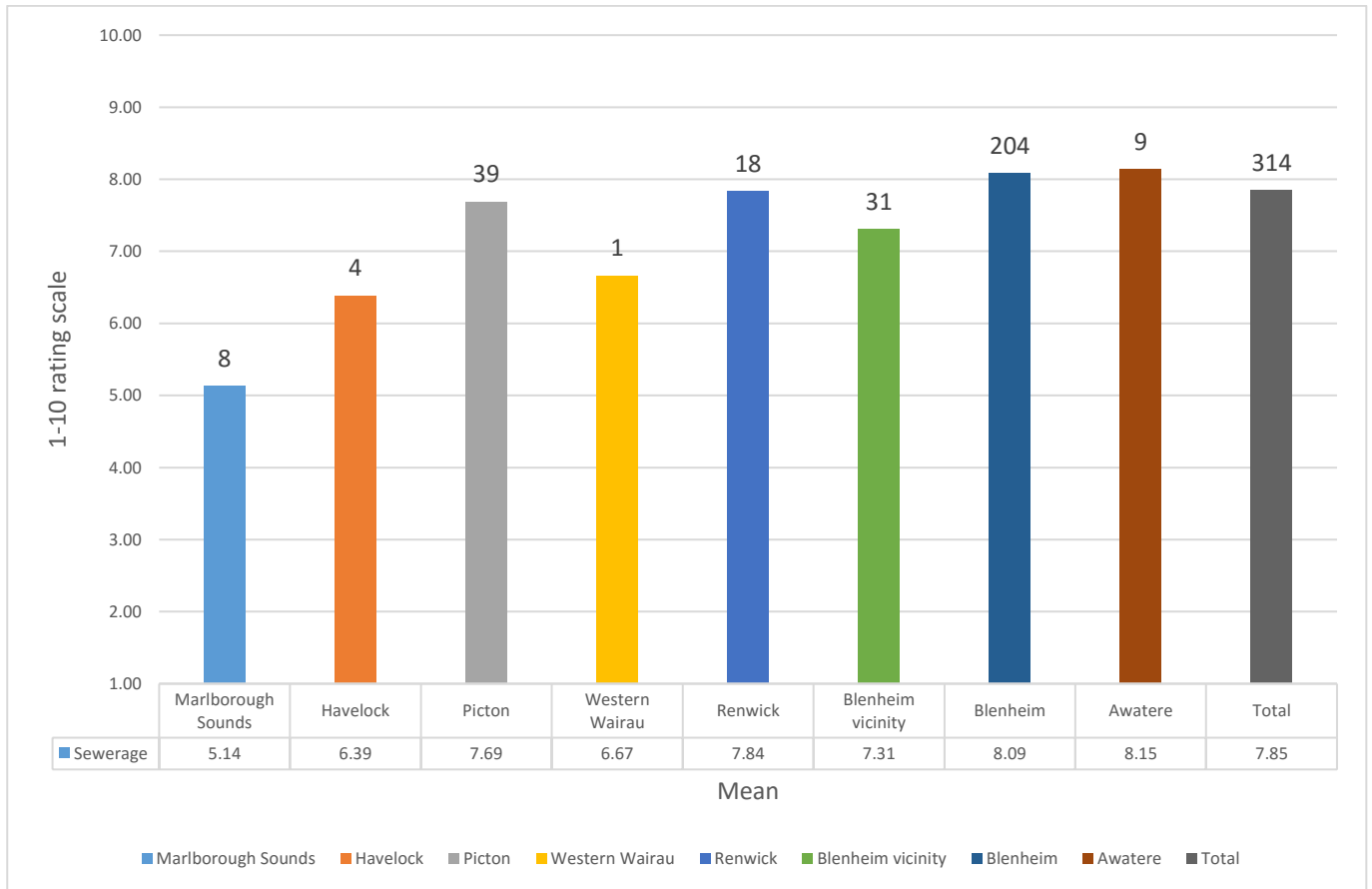|		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Sewerage (%)	Dissatisfied	50.0%	25.0%	5.1%	0.0%	5.6%	12.9%	1.5%	11.1%	5.1%
	Neutral	0.0%	0.0%	10.3%	0.0%	5.6%	16.1%	10.3%	0.0%	9.9%
	Satisfied	50.0%	75.0%	84.6%	100.0%	88.9%	71.0%	88.2%	88.9%	85.0%
Sewerage (Counts)	Dissatisfied	4	1	2	0	1	4	3	1	16
	Neutral	0	0	4	0	1	5	21	0	31
	Satisfied	4	3	33	1	16	22	180	8	267

(n=314 – N/A removed)

As presented in the charts and tables in this section: *Sewerage* achieved the second highest group performance rating in 2016 (7.9 up from 7.4 in 2015). There were 133 *No problems/ functions well* responses in other positive comments. 2016 Overall satisfaction was 85.0% (up from 80.5% in 2015).

Table 28 Sewerage unprompted comments

		Count
Positive	No problems/ functions well	133
	No pungent smells	16
	Other (please specify)	16
	No overflow/ leakage	12
Negative	Other (please specify)	9
	Poorly designed	6
	Need better maintenance	6
	Need forward planning	3

Chart 35 Trend analysis – Sewerage longitudinal proportionally recalibrated ratings
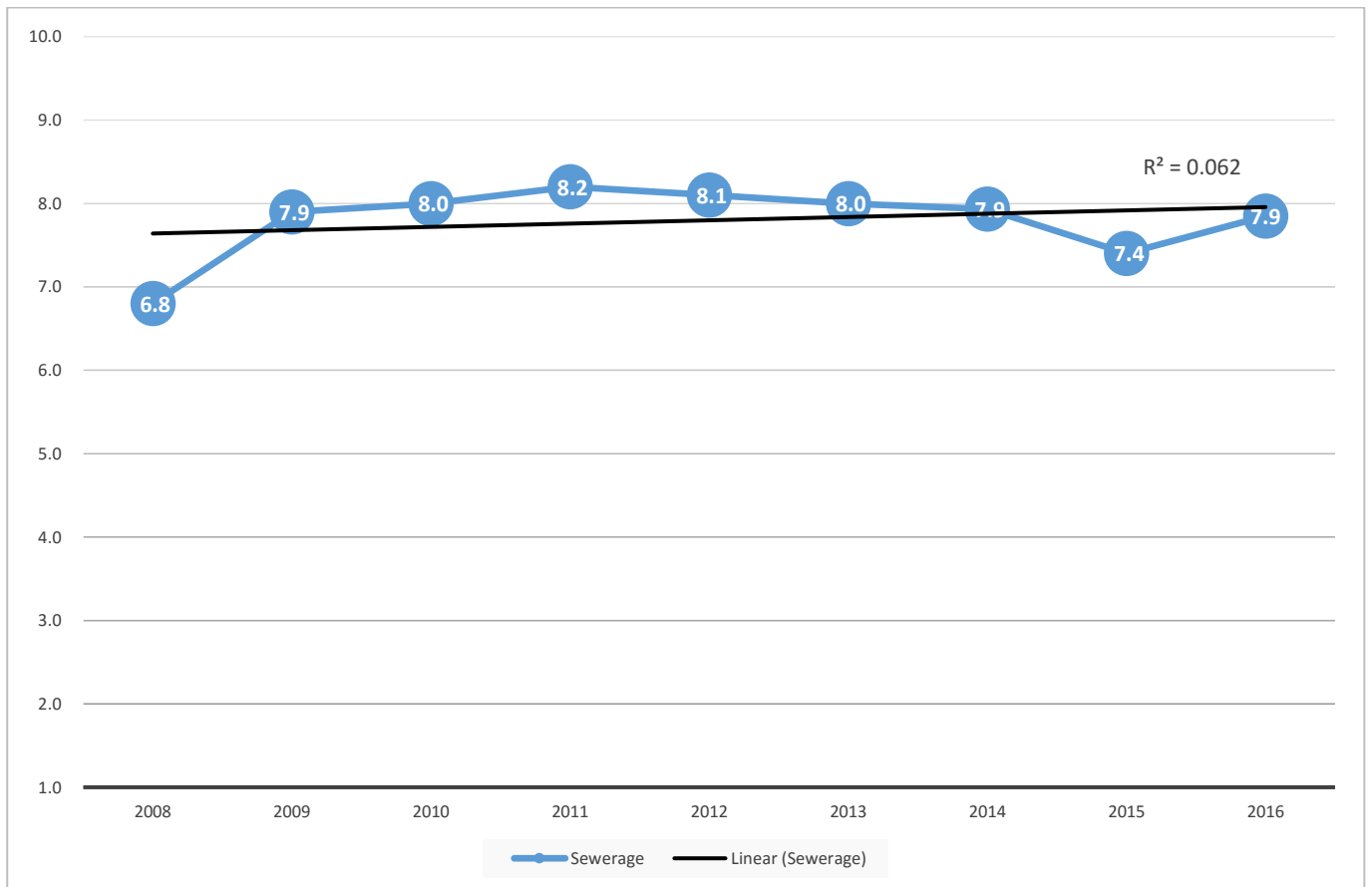
(2016 n=314)

Based on a simple non-linear regression which fits the data well, the overall satisfaction rating regarding *Sewerage* appears to have peaked in 2011. There is a rating increase in 2016 as well.

15. Urban storm water drainage

Residents were informed that *"The Council provides a storm water drainage system to manage storm water runoff in urban catchments, predominantly in Blenheim and Picton, and smaller networks in Renwick, Havelock, Spring Creek, Riverlands and Cloudy Bay business park"*. Residents were then asked: *"on a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 36 Urban storm water drainage mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Urban storm water drainage	3.52	6.89	7.21	7.78	6.93	4.93	7.10	6.03	6.67

Mean

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=328) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 29 Urban storm water drainage satisfaction percentages by area

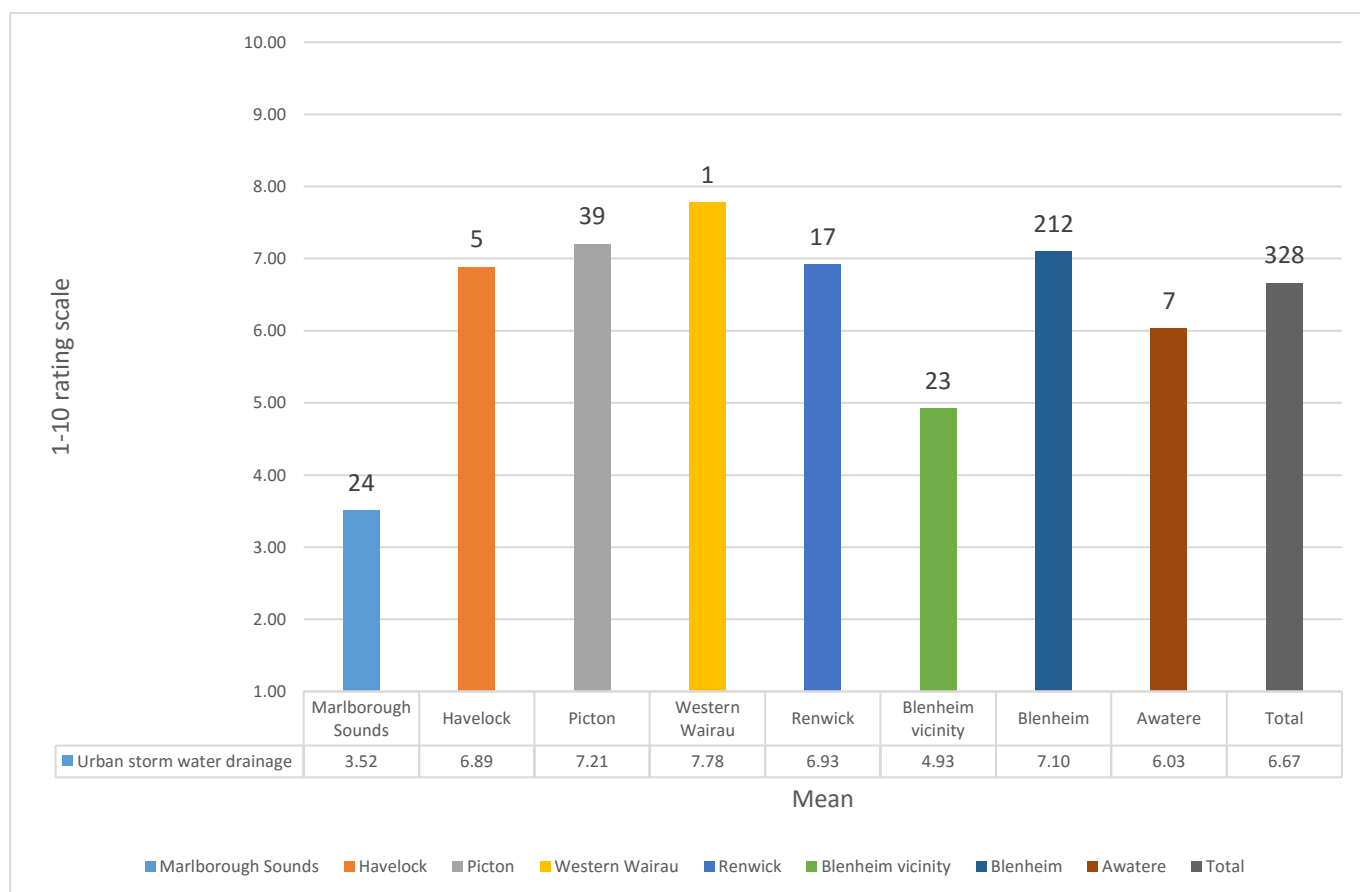|		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Urban storm water drainage (%)	Dissatisfied	66.7%	20.0%	12.8%	0.0%	5.9%	39.1%	15.1%	28.6%	20.1%
	Neutral	8.3%	20.0%	17.9%	0.0%	17.6%	26.1%	12.7%	14.3%	14.3%
	Satisfied	25.0%	60.0%	69.2%	100.0%	76.5%	34.8%	72.2%	57.1%	65.5%
Urban storm water drainage (Counts)	Dissatisfied	16	1	5	0	1	9	32	2	66
	Neutral	2	1	7	0	3	6	27	1	47
	Satisfied	6	3	27	1	13	8	153	4	215

(n=328 – N/A removed)

As presented in the charts and tables in this section: Urban storm water drainage service satisfaction level have dropped in 2016 to 65.5% (76.5% in 2015). Across areas there were bigger differences, however these variations can correspond with small sample size in some areas and availability of the service provision. Reasons given for low ratings included *Flooding still occurring, Drains blocked/need clearing* and *Poor maintenance*. (Note: service available in Blenheim, Picton, Renwick, Havelock, Seddon [not all Awatere] only).

Table 30 Urban storm water drainage unprompted comments

		Count
Positive	No problems	43
	Not much flooding	36
	Very well controlled	22
	Other (please specify)	8
Negative	Flooding still occurring	46
	Drains blocked/ need clearing	36
	Poor maintenance	21
	Council doesn't follow up	15
	Other (please specify)	13
	Rubbish in rivers	5

Chart 37 Trend analysis – Urban storm water drainage longitudinal proportionally recalibrated ratings

$R^2 = 0.2215$
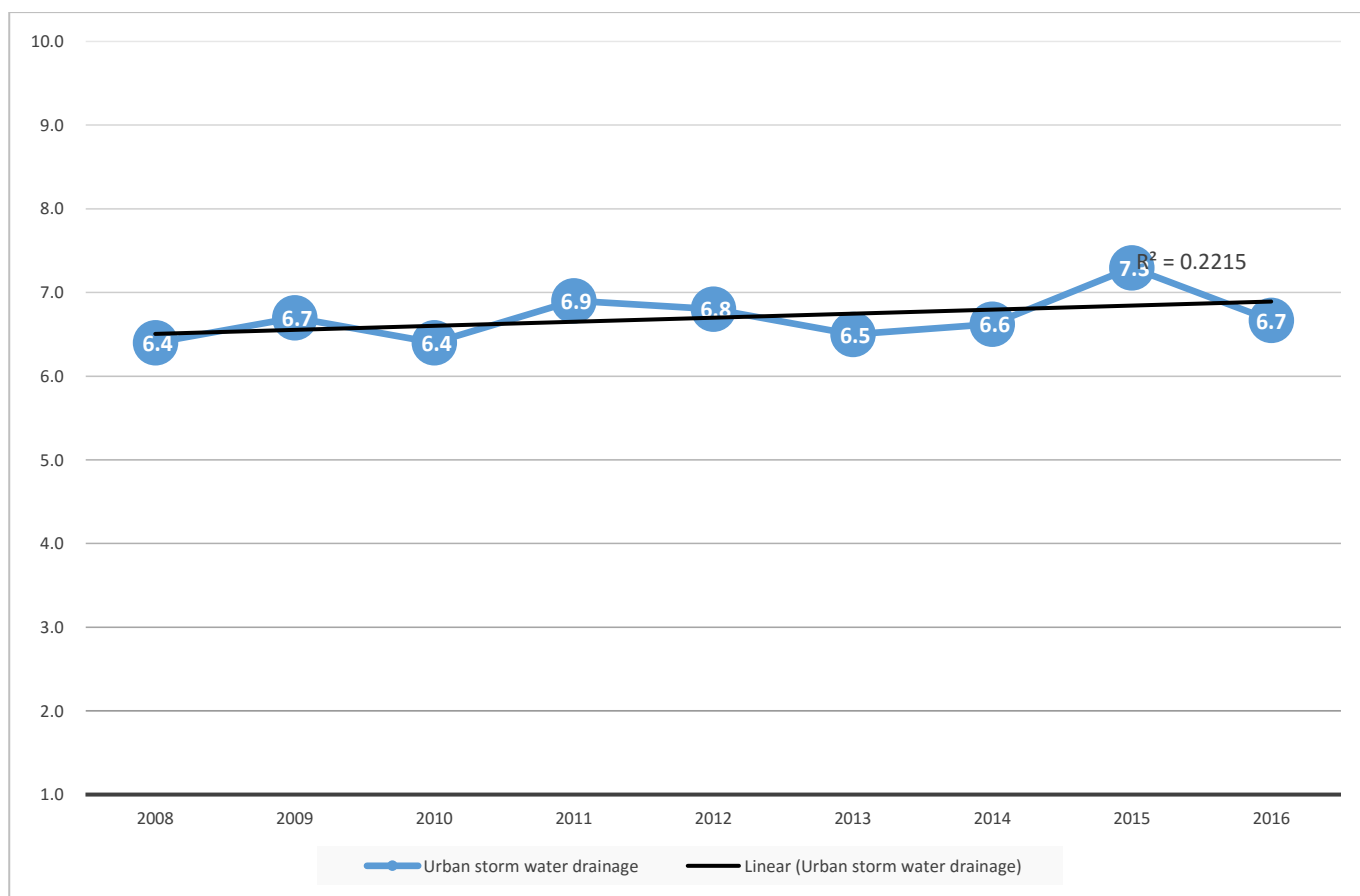
(2016 n=328)

Based on a simple linear regression, the 2016 satisfaction rating is lower than in 2015, however it matches with historical rating levels.

16. Drinking water

Residents were informed that *"The Council operates fresh water supply schemes servicing Blenheim, Renwick, Picton, Awatere, Seddon, Wairau Valley, Havelock and Riverlands/Cloudy bay business parks"*. Residents were then asked: *"If you receive Council supplied drinking water; on a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 38 Drinking water mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Drinking water	2.75	8.00	7.42	10.00	5.69	4.94	8.54	2.59	7.52

Mean

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=325) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 31 Drinking water satisfaction percentages by area

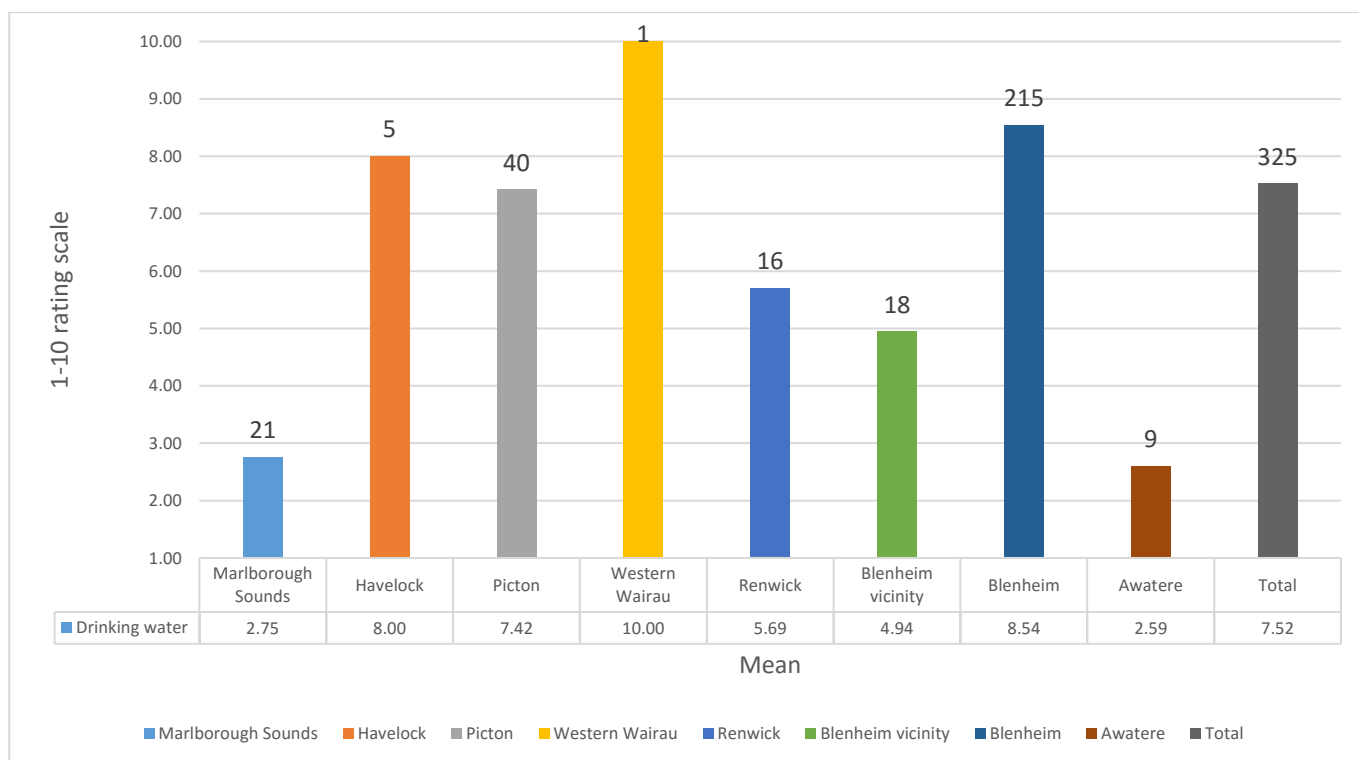|		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Drinking water (%)	Dissatisfied	81.0%	0.0%	10.0%	0.0%	37.5%	50.0%	5.6%	77.8%	16.9%
	Neutral	0.0%	20.0%	30.0%	0.0%	18.8%	5.6%	2.3%	11.1%	7.1%
	Satisfied	19.0%	80.0%	60.0%	100.0%	43.8%	44.4%	92.1%	11.1%	76.0%
Drinking water (Counts)	Dissatisfied	17	0	4	0	6	9	12	7	55
	Neutral	0	1	12	0	3	1	5	1	23
	Satisfied	4	4	24	1	7	8	198	1	247

(n=325 – N/A removed)

As presented in the charts and tables in this section: *Drinking water* has dropped from second place in performance rating to the 6th (7.5 down from 7.7 in 2015). Overall 76.0% of residents were *Satisfied* to some degree with the service regarding this deliverable (down from 78.0% in 2015). Across all areas, Awatere showed the lowest satisfaction (11.1%). Among negative comments there were 26 *Have own supply* and 14 *Water undrinkable*. Whereas some improvement had been achieved in the past years, 2016 saw the slight drop in overall aggregated performance rating. (Note: drinking water provided to Blenheim, Picton, Renwick, Havelock, Awatere valley part of Awatere area, Wairau Valley township [in Western Wairau], Riverlands [in Blenheim vicinity]; NO responses in Western Wairau area in 2016).

Table 32 Drinking water unprompted comments

		Count
Positive	Good taste	73
	Good quality	69
	Good supply	51
	No problems	47
	Some of the best water in New Zealand	25
	Other (please specify)	25
	Very good	17
Negative	Have own supply	26
	Water undrinkable	14
	Water of low standard	13
	Other (please specify)	13
	Water out of town no good	4
	Costs regarding water supply	2

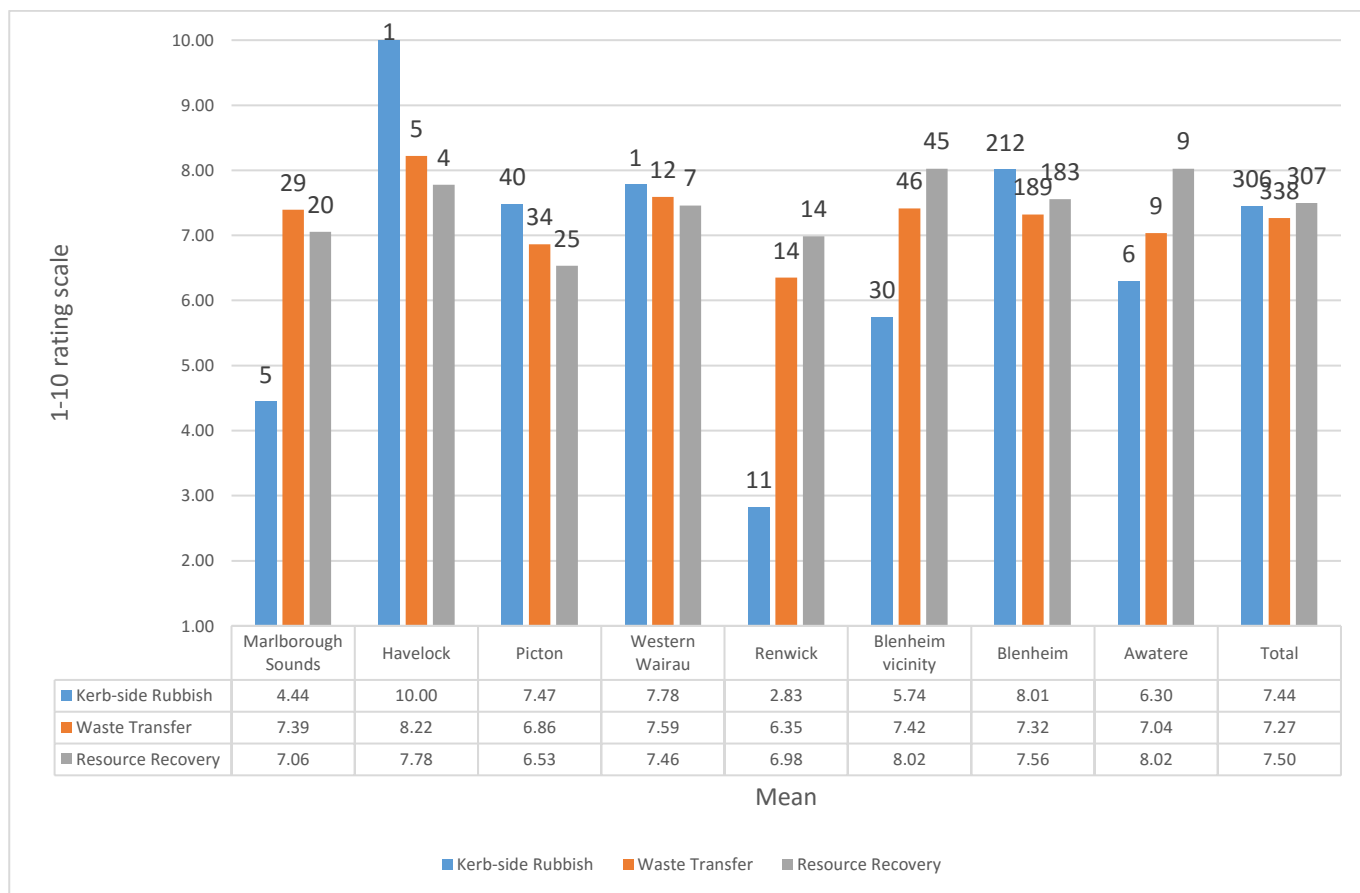*Chart 39 Trend analysis – Drinking water longitudinal proportionally recalibrated ratings*
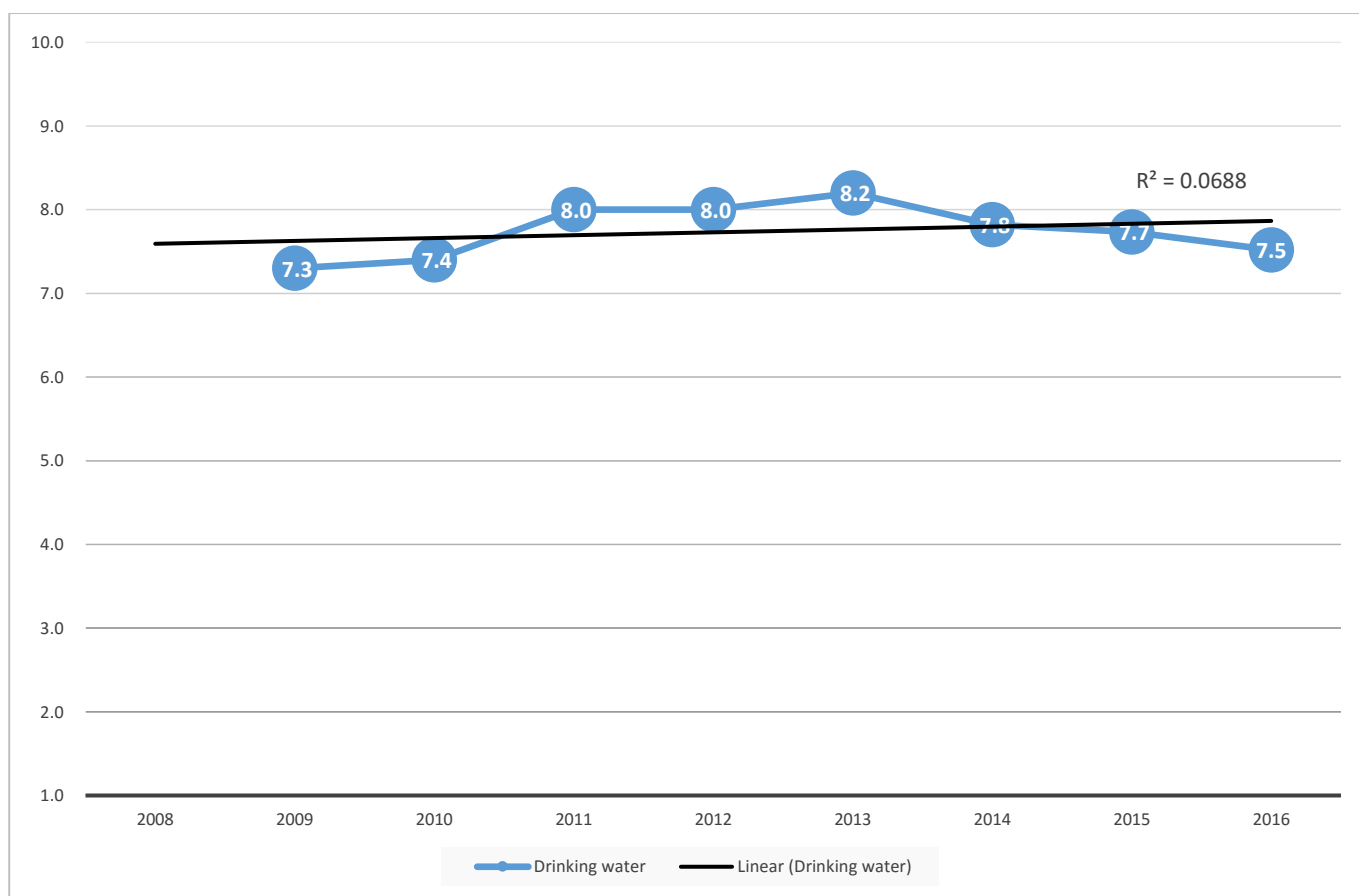
(2016 n=325)

Based on a simple linear regression, there is a trend towards improvement in the average satisfaction ratings for the *Drinking water* deliverable over the time, although the 2016 results are below this trend.

17. Waste management

Residents were informed that *"The Council provide a range of waste management and minimisation services across the region."* Residents were then asked: *"In your local area, on a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these three services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 40 Waste management mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
■ Kerb-side Rubbish	4.44	10.00	7.47	7.78	2.83	5.74	8.01	6.30	7.44
■ Waste Transfer	7.39	8.22	6.86	7.59	6.35	7.42	7.32	7.04	7.27
■ Resource Recovery	7.06	7.78	6.53	7.46	6.98	8.02	7.56	8.02	7.50

Mean

■ Kerb-side Rubbish   ■ Waste Transfer   ■ Resource Recovery

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=306-338) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 33 Waste management satisfaction percentages by area

Area	Kerb-side Rubbish & recycling	Regional Waste Transfer Stations, including Hazardous Waste	Resource Recovery Centre, Reuse Shop and green waste composting
Marlborough Sounds	40.0%	75.9%	75.0%
Havelock	100.0%	80.0%	75.0%
Picton	80.0%	76.5%	72.0%
Western Wairau	100.0%	75.0%	85.7%
Renwick	9.1%	64.3%	78.6%
Blenheim vicinity	53.3%	82.6%	88.9%
Blenheim	86.8%	73.0%	82.0%
Awatere	66.7%	66.7%	88.9%
Total	78.8%	74.6%	81.8%

(n=306-338– N/A removed)

As presented in the charts and tables in this section: Across the district 78.4% of residents indicated they were satisfied with the performance of the Council with the *Waste management*. Reasons for positive and negative ratings varied across services. The average performance rating of this variable appears to have peaked around 2011 to 2012. There was a slight increase with the satisfaction levels for *Kerb-side Rubbish and recycling* (78.8%), *Regional Waste Transfer stations* (74.6%) and *Resource Recovery Centre* (81.8%) during the 2016 survey

compared to the previous year. (Note: services provided to Blenheim and Picton for kerbside collections, resource recovery centres sites across the district, resource recovery and reuse centre is based in Blenheim).

Table 34 Waste management unprompted comments

	Positive	Count	Negative	Count
Kerb-side Rubbish & Recycling	Great service/ pick up good	108	Other (please specify)	25
	Reliable/ on time	57	No kerb-side collection	22
	Excellent	34	Service is inadequate	11
	Other (please specify)	21	Need to recycle	6
			Recycling bins needed	4
			Expensive	2
			Recycling charged should be free	2
Waste Transfer	Good service/ it is good	22	Expensive	16
	Good facility	19	Inconsistent with pricing and service	11
	Accessible - easy to get to	15	Service is inadequate	11
	Well managed	15	Other (please specify)	9
	Great service	12		
	Other (please specify)	12		
	Easy to access	11		
	Everything runs smoothly	11		
	Convenient	10		
	Good convenient service	10		
	Very good	10		
	Efficient	9		
	Excellent service	9		
	Friendly staff	6		
Resource Recovery	Good service/ well managed	47	Service is inadequate	10
	Other (please specify)	27	Fees too high	10
	Good to be able to easily recycle	23	Other (please specify)	9
	Easy to use	17	Expensive	8
	Convenient	12	Recycling charges should be free	4
	Accessible	11		

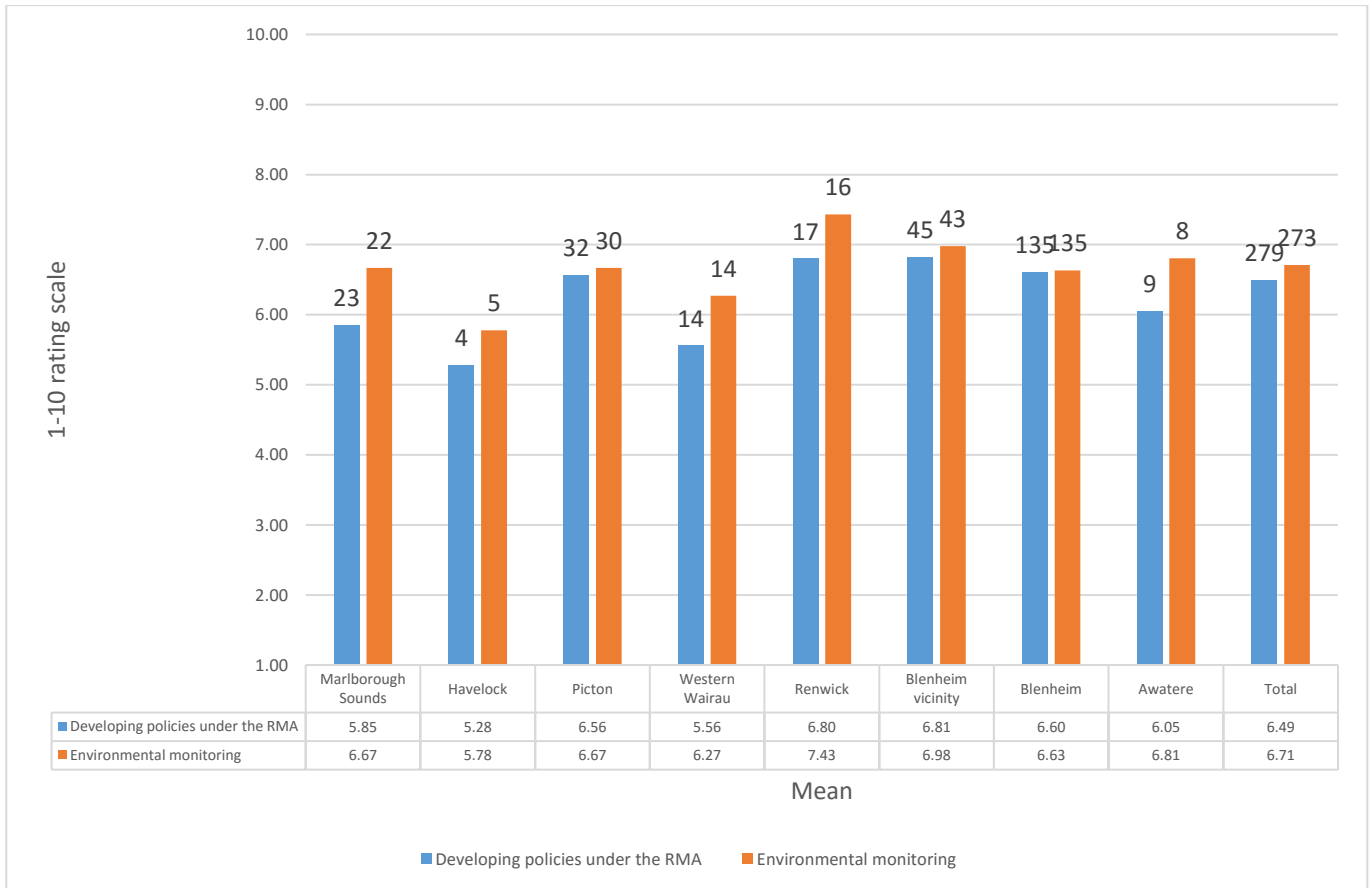*Chart 41 Trend analysis – Waste management longitudinal proportionally recalibrated ratings*
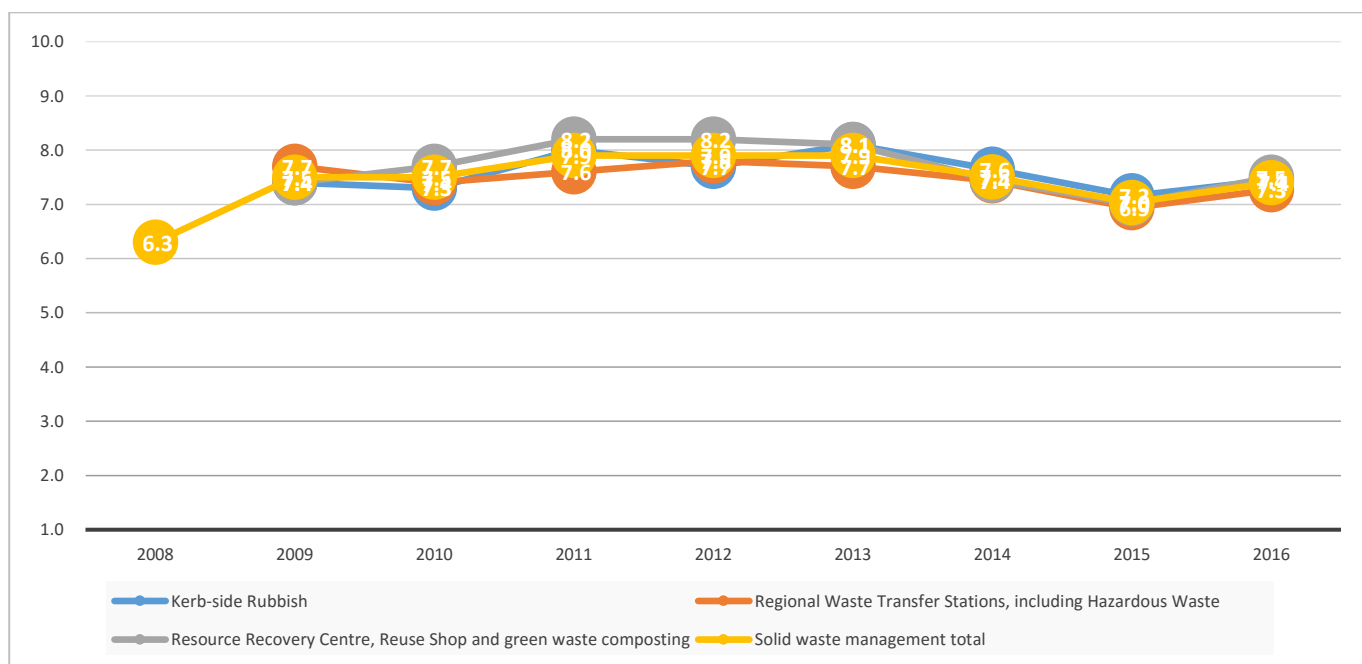
(2016 n=306-338)

Based on a simple non-linear regression, the average performance of this variable peaked around 2011 to 2012. The 2016 results are close to 2015.

18. Environmental policy and monitoring

Residents were informed that *"The Council monitors and reports on the state of Marlborough's environment, including air, land, water and coastal resources. Information collected is then used to inform the public on the condition of these natural resources and helps Council develop policies for the sustainable use and management of the district's resources."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these two services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 42 Environmental policy and monitoring mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
■ Developing policies under the RMA	5.85	5.28	6.56	5.56	6.80	6.81	6.60	6.05	6.49
■ Environmental monitoring	6.67	5.78	6.67	6.27	7.43	6.98	6.63	6.81	6.71

Mean

■ Developing policies under the RMA   ■ Environmental monitoring

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=273-279) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 35 Environmental policy and monitoring satisfaction percentages by area

Area	Developing Resource Management policies under the Resource Management Act	Environmental monitoring and information provision
Marlborough Sounds	43.5%	50.0%
Havelock	50.0%	60.0%
Picton	62.5%	66.7%
Western Wairau	57.1%	57.1%
Renwick	58.8%	68.8%
Blenheim vicinity	73.3%	69.8%
Blenheim	57.0%	59.3%
Awatere	55.6%	75.0%
Total	59.1%	61.9%

(n=273-279– N/A removed)

As presented in the charts and tables in this section: In 2016 this service moved up slightly from the lowest performing position (to 6.6 up from 6.3 in 2015). Across most areas, performance rating levels were similar for both *Policy development* and *Monitoring* provisions. Reasons for high and low ratings varied consisted from *Do a good job* with *Council direction ineffective* at the same time. The *RMA development* satisfaction level was lower

59.1% (62% in 2015) but the level for *monitoring* was higher 61.9% (57.4% in 2014). The 2016 performance ratings are similar to 2015 levels.

Table 36 Environmental policy and monitoring unprompted comments

	Positive	Count	Negative	Count
Developing Resource Management policies under the Resource Management Act	Do a good job	31	Council direction ineffective	23
	Other	6	Other (please specify)	20
			Control not effective	12
			Lack of environmental monitoring	12
			Issue: Pollution	10
			Issue: Usage and monitoring of rivers	8
			Issue: Spray from vineyards	5
			Lack of information about environmental monitoring	4
Environmental monitoring and information provision	Do a good job	21	Council direction ineffective	12
	Good information flow	11	Issue: Spray from vineyards	8
	Other (please specify)	9	Issue: Pollution	7
			Control not effective	5
			Lack of environmental monitoring	5
			Lack of information about environmental monitoring	5
			Issue: Usage and monitoring of rivers	3
			Other (please specify)	2

Chart 43 Trend analysis – Environmental policy and monitoring longitudinal proportionally recalibrated ratings
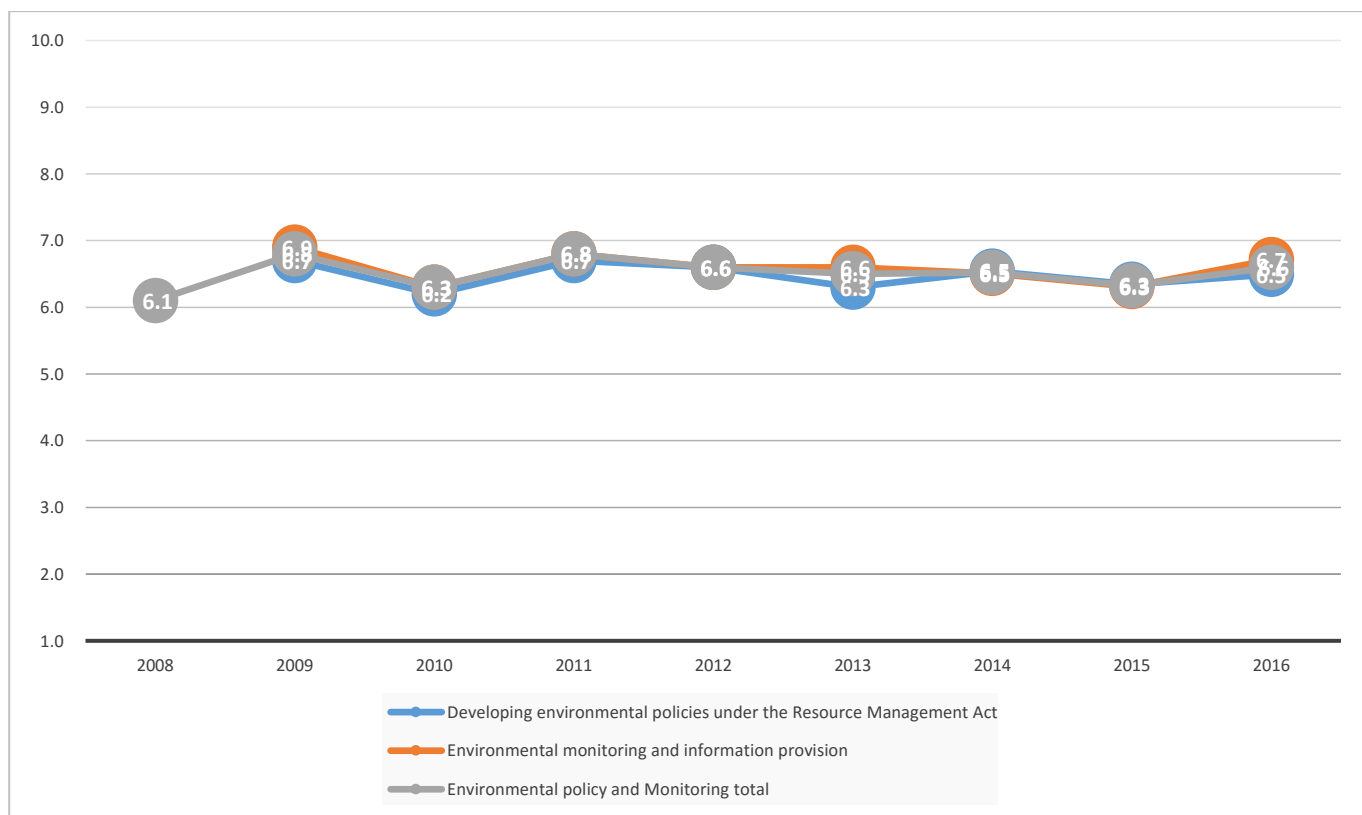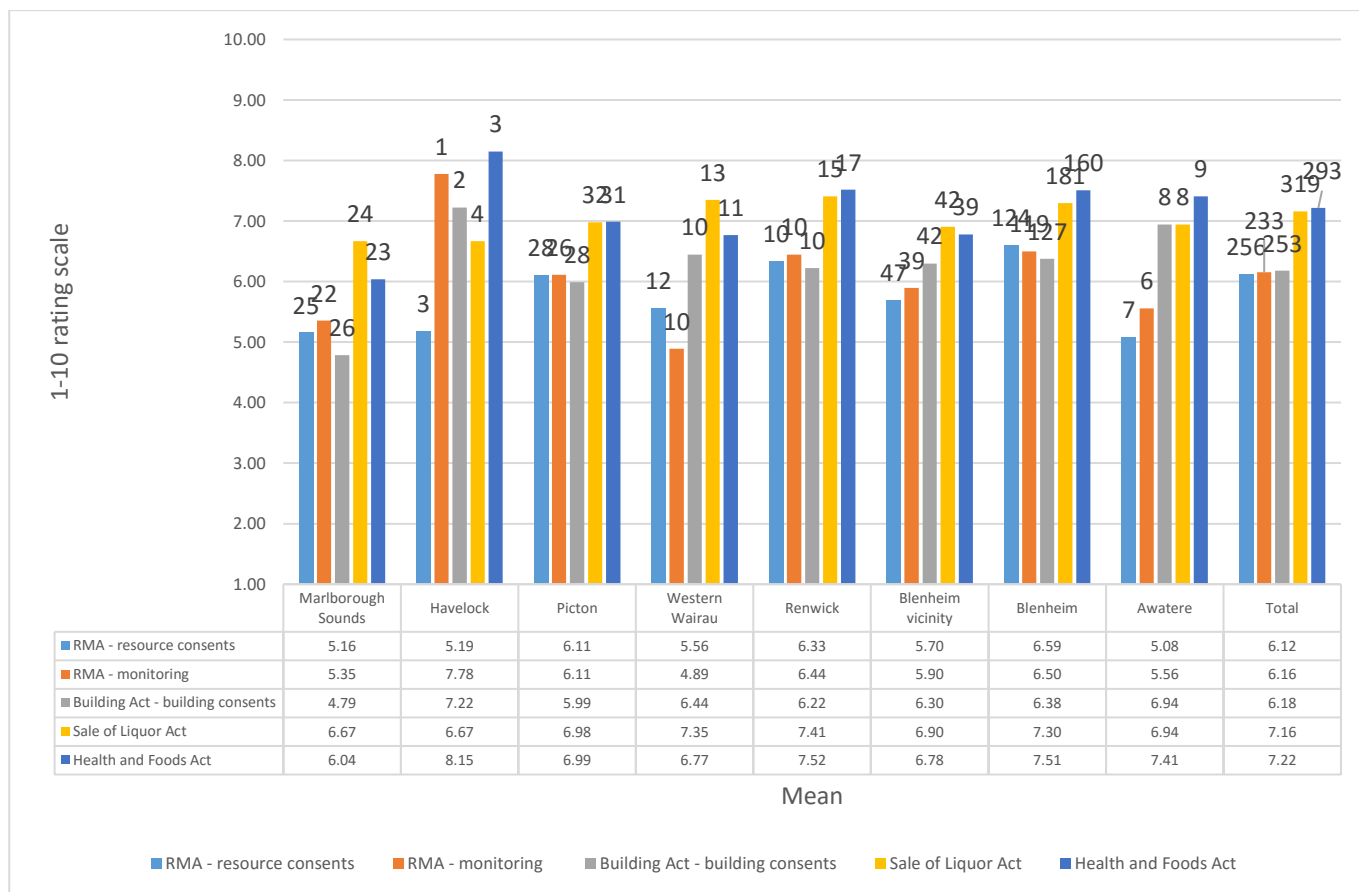

(2016 n=273-279)

Based on a simple linear regression, *Environmental policy and monitoring* levels are not changing over time.

19. Consents and compliance

Residents were informed that *"The Council administers a wide variety of regulatory functions, powers and duties. Many of these are legislated by government."* Residents were then asked: *"In your local area, on a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these five services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 44 Consents and compliance mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
RMA - resource consents	5.16	5.19	6.11	5.56	6.33	5.70	6.59	5.08	6.12
RMA - monitoring	5.35	7.78	6.11	4.89	6.44	5.90	6.50	5.56	6.16
Building Act - building consents	4.79	7.22	5.99	6.44	6.22	6.30	6.38	6.94	6.18
Sale of Liquor Act	6.67	6.67	6.98	7.35	7.41	6.90	7.30	6.94	7.16
Health and Foods Act	6.04	8.15	6.99	6.77	7.52	6.78	7.51	7.41	7.22

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=233-319) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 37 Consents and compliance satisfaction percentages by area

| Area	RMA - resource consents	RMA - monitoring compliance with consent conditions	Building Act - building consents	Sale and supply of alcohol Act	Health and Foods Act
Marlborough Sounds	32.0%	22.7%	19.2%	45.8%	43.5%
Havelock	33.3%	100.0%	50.0%	75.0%	100.0%
Picton	57.1%	53.8%	39.3%	71.9%	64.5%
Western Wairau	41.7%	30.0%	40.0%	69.2%	72.7%
Renwick	50.0%	50.0%	40.0%	100.0%	88.2%
Blenheim vicinity	44.7%	51.3%	57.1%	61.9%	59.0%
Blenheim	60.5%	54.6%	58.3%	71.3%	82.5%
Awatere	42.9%	33.3%	62.5%	62.5%	88.9%
Total	52.3%	49.4%	50.6%	69.3%	74.7%

(n=233-319– N/A removed)

As presented in the charts and tables in this section: Overall satisfaction levels of each of these services were on a par with previous years. The only major difference was for Health and Foods Act satisfaction level (74.7% - down from 82.8% in 2015). Reasons for positive and negative ratings varied across services. Reasons for low consent ratings included *slow/take too long* and *too much red tape* with the overall satisfaction rating in these two services around 50%. Negative comments for Building Act included *Building consents take too long*.

Table 38 Consents and compliance unprompted comments

	Positive	Count	Negative	Count
RMA - resource consents	Do a good job	19	Slow/ takes too long	34
	Provide a good service	7	Too much red tape	29
	Other (please specify)	6	Council costs too high	26
	Efficient	5	Other (please specify)	19
			Council needs to communicate with landowners	10
			No follow-up or enforcement	9
RMA - monitoring	Do a good job	9	Too much red tape	22
	Provide a good service	6	Slow/ takes too long	18
	Other (please specify)	4	No follow-up or enforcement	17
	Efficient	2	Other (please specify)	15
			Council needs to communicate with landowners	12
Building Act	Other (please specify)	12	Building consents take too long	41
	Do the job well/ good job	10	Too much red tape	27
	Provide a good service	10	Compliance costs too high	25
	No problems/ issues	9	Other (please specify)	12
	Building inspectors helpful	5	Council needs to communicate with landowners	10
Sale and supply of alcohol Act	Well managed/ well monitored/ regulated	34	Other (please specify)	11
	Good	16	Better monitoring needed	7
	Monitoring underage drinking	16	Safe liquor doesn't get policed	5
	No problems	13	No follow-up or enforcement	4
	Other (please specify)	13	Should listen to the community	4
	Thorough ID checks made so working well	10	Council doesn't listen to community	2
			Should increase drinking age	2
Health and Foods Act	Do a good job	28	Other (please specify)	6
	Good standards overall	16	No follow-up or enforcement	4
	Hood high standards and close monitoring	12	Council doesn't listen to community	2
	No problems heard of	7	Restaurants should show ratings	2
	Other (please specify)	7		
	Good health inspectors	3		
	NZ standards/ restaurants standards are good	3		

Chart 45 Trend analysis – Consents and compliance longitudinal proportionally recalibrated ratings
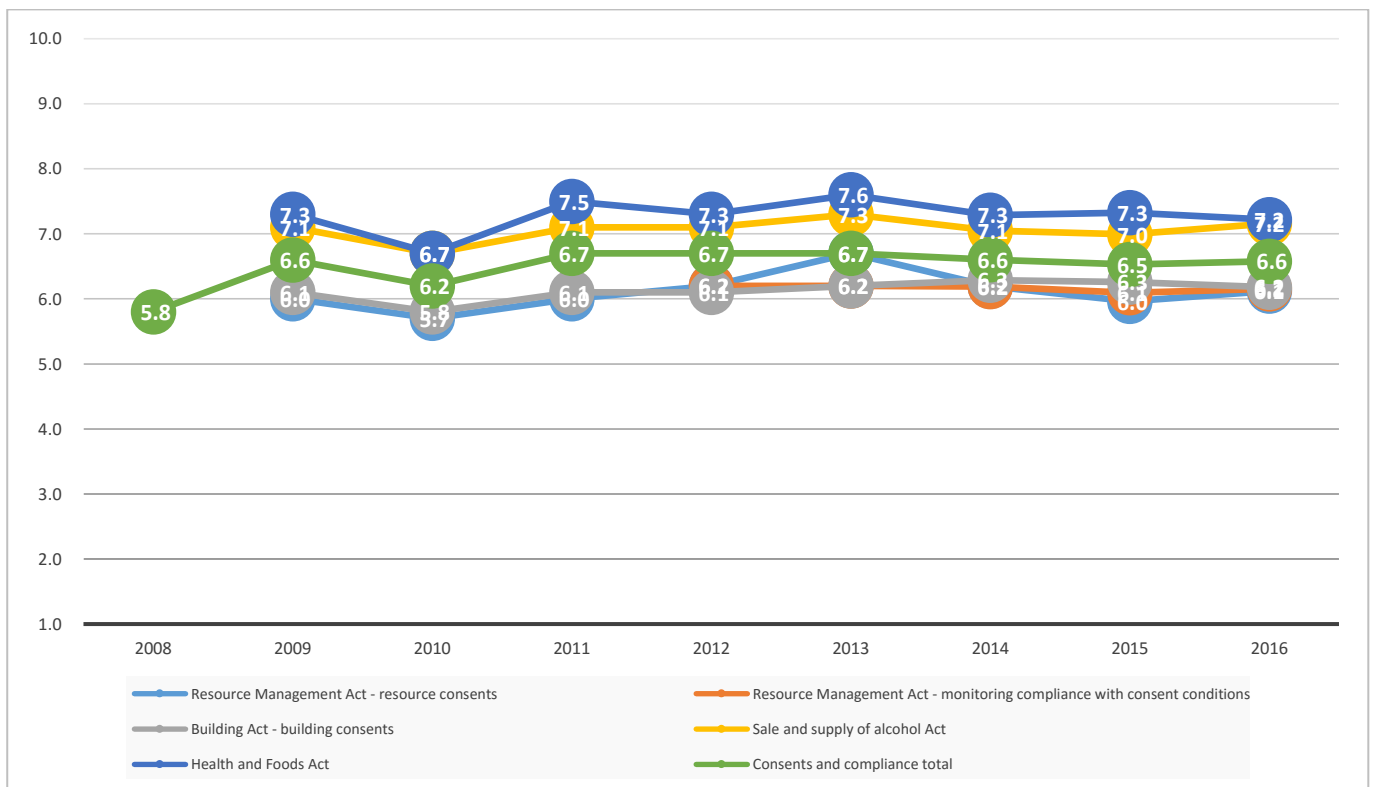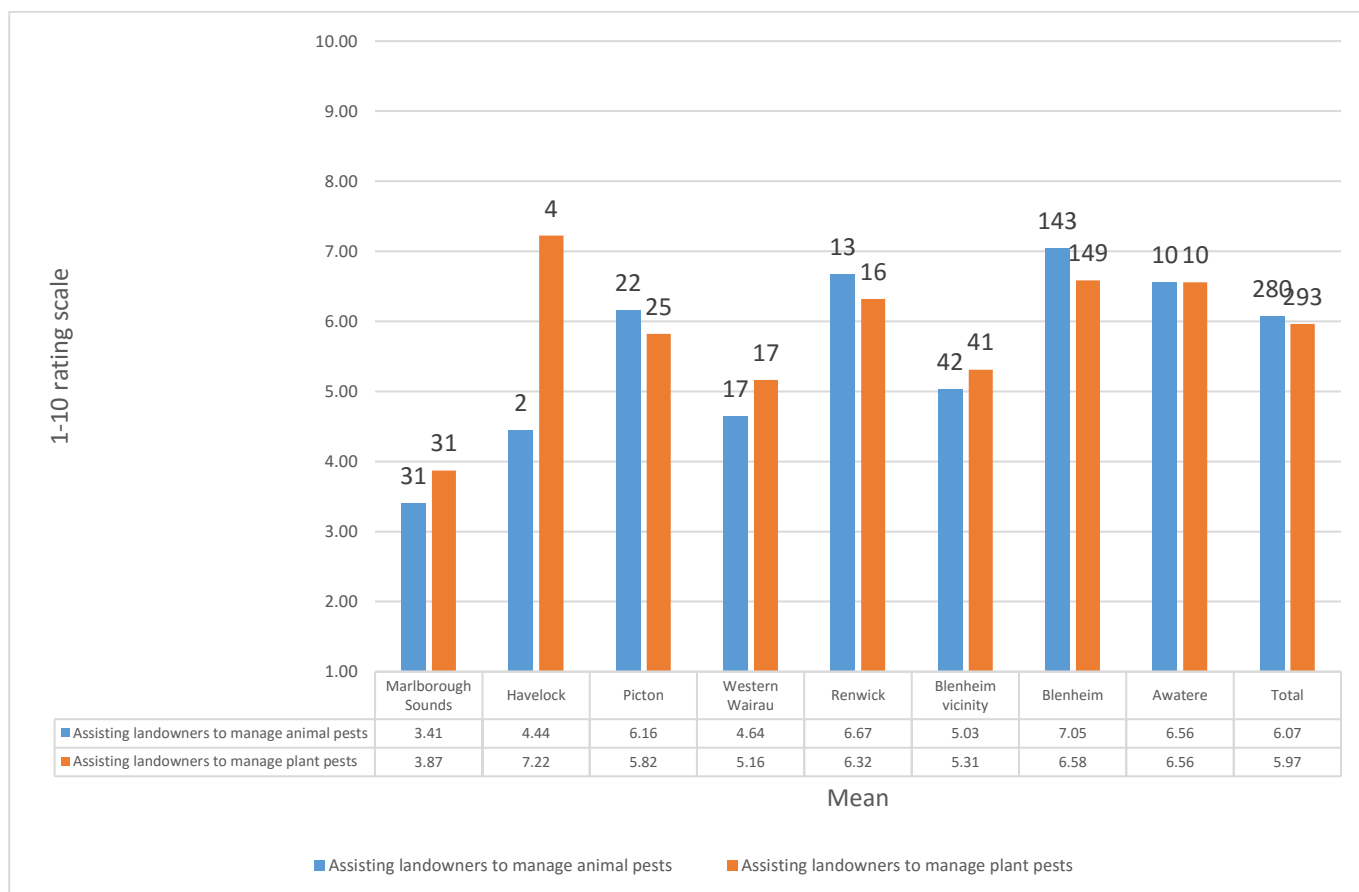

(2016 n=233-319)

Based on a simple linear regression, overall ratings of each of these services were on a par with previous years.

20. Biosecurity

Residents were informed that *"Landowners are primarily responsible for controlling 'declared' regional animal and pest plants on their own properties. The Council is responsible for the monitoring of regional pests and works with landowners to ensure they are aware of their pest management responsibilities, providing information, and ensuring that landowners carry out the control of pests on their property to specified levels.* Residents were then asked: *"In your local area, on a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these two services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 46 Biosecurity mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Assisting landowners to manage animal pests	3.41	4.44	6.16	4.64	6.67	5.03	7.05	6.56	6.07
Assisting landowners to manage plant pests	3.87	7.22	5.82	5.16	6.32	5.31	6.58	6.56	5.97

Mean

■ Assisting landowners to manage animal pests   ■ Assisting landowners to manage plant pests

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=280-293) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 39 Biosecurity satisfaction percentages by area

| Area	*Assisting landowners to manage animal pests*	*Assisting landowners to manage plant pests*
Marlborough Sounds	16.1%	19.4%
Havelock	50.0%	75.0%
Picton	50.0%	44.0%
Western Wairau	17.6%	41.2%
Renwick	53.8%	50.0%
Blenheim vicinity	38.1%	41.5%
Blenheim	68.5%	57.7%
Awatere	60.0%	70.0%
Total	52.5%	49.5%

(n=280-293– N/A removed)

As presented in the charts and tables in this section: Biosecurity had the lowest performance rating in 2016 (6.1) with the biggest mismatch between 2014 Priority and 2016 Performance. Reasons for positive and negative ratings varied across services. Possible reasons for low satisfaction could be *No visible Council involvement* and *Have to control pests ourselves*. The satisfaction level with *Animal pest control* was 52.5% and 49.5% for *Plant pest*

control, both services showed a decrease. The satisfaction ratings for both biosecurity services indicate no trend over time, although the 2016 ratings were down a little over those in 2015. (Note: these services are strategically targeted; pests are mostly present in Blenheim vicinity and to some extent in Western Wairau and Awatere).

Table 40 Biosecurity unprompted comments

	Positive	Count	Negative	Count
Animal	Council doing a good job	37	No visible council involvement/ Have to control pests ourselves	67
	Other	19	Other (please specify)	26
			Issue: Rabbits	23
			Issue: Wild cats	22
			Issue: Opossums	19
			Don't like use of poisons	2
Plant	Council doing a good job	23	Have to control pests ourselves	50
	Other	14	Issue: Old Man's Beard	39
	No problems	12	Other (please specify)	27
			Issue: Gorse	19
			Council doesn't keep you informed	19
			Lack of information about pests	12

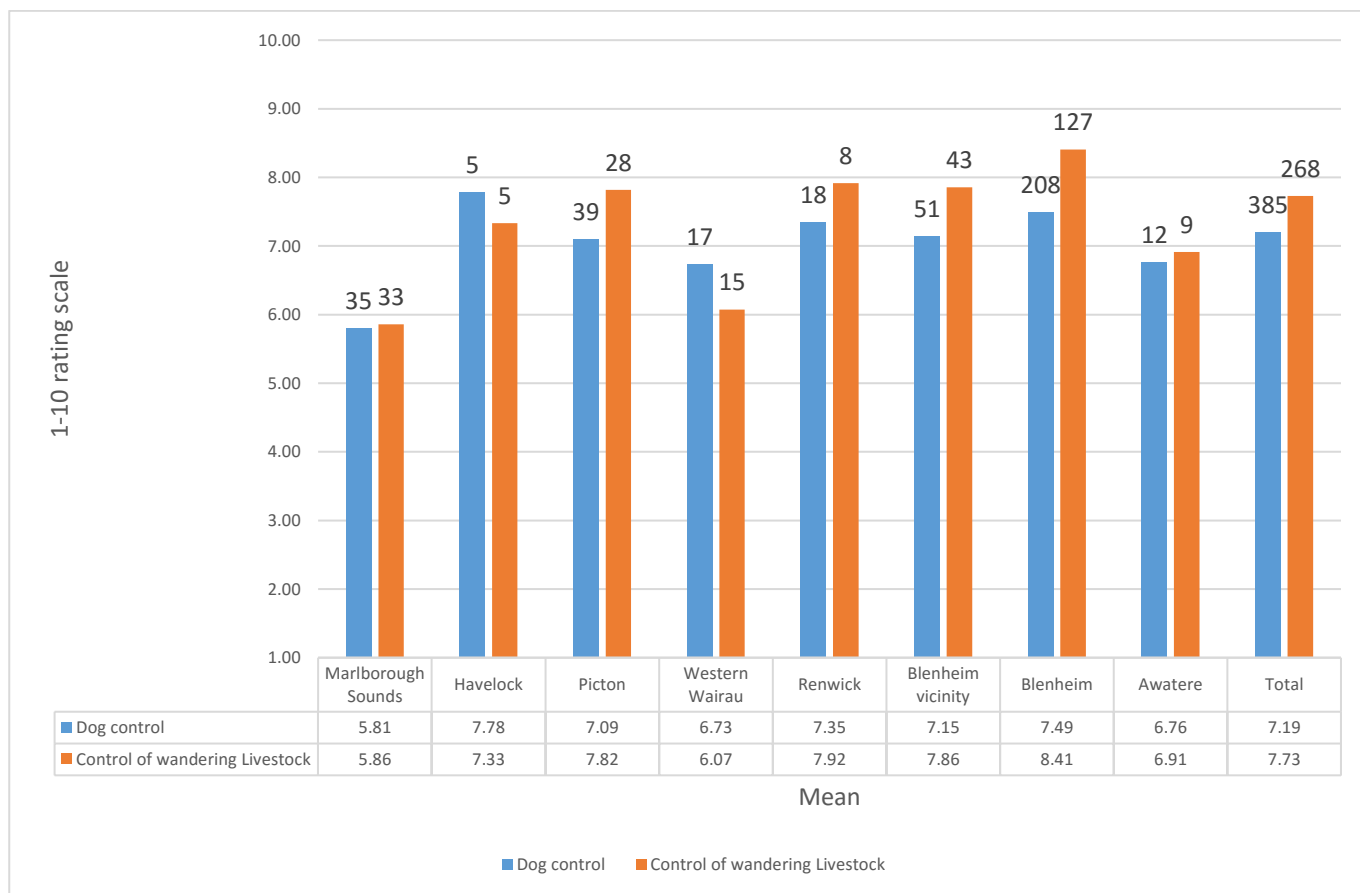*Chart 47 Trend analysis – Biosecurity longitudinal proportionally recalibrated ratings*
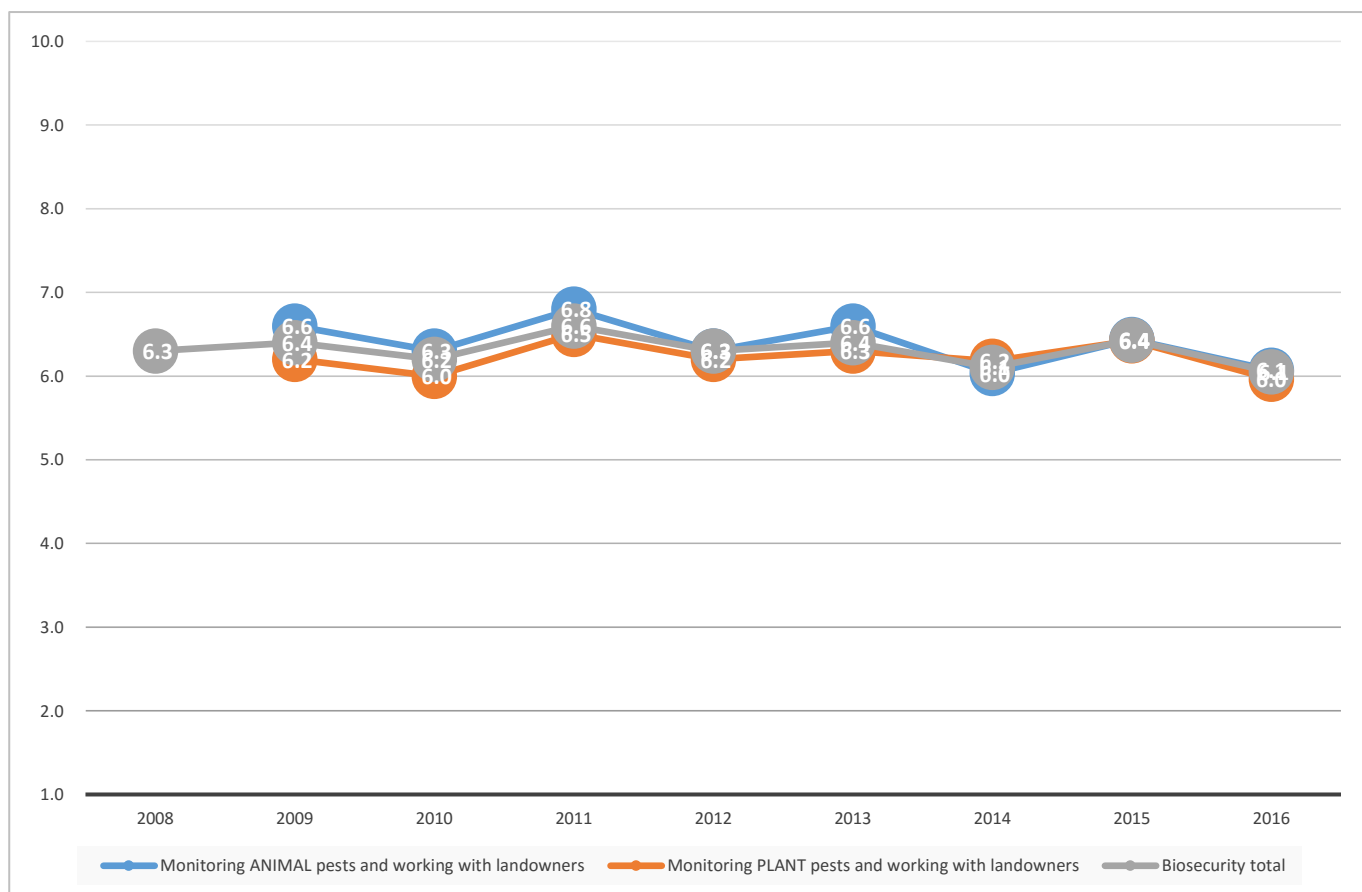
(2016 n=280-293)

Based on a simple linear regression, across both biosecurity services the annual increase then decrease pattern continued in 2016 indicating a holding pattern in satisfaction ratings for this service over time; although the survey ratings were down a little in 2016 compared to the slightly higher results in 2015.

21. Animal control

Residents were informed that *"The Council provides services in relation to the control of dogs and wandering livestock."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these two services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 48 Animal control mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Dog control	5.81	7.78	7.09	6.73	7.35	7.15	7.49	6.76	7.19
Control of wandering Livestock	5.86	7.33	7.82	6.07	7.92	7.86	8.41	6.91	7.73

Mean

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=268-385): small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 41 Animal control satisfaction percentages by area

| Area	Dog control	Control of wandering Livestock
Marlborough Sounds	60.0%	45.5%
Havelock	80.0%	80.0%
Picton	66.7%	85.7%
Western Wairau	76.5%	53.3%
Renwick	83.3%	87.5%
Blenheim vicinity	74.5%	83.7%
Blenheim	79.8%	83.5%
Awatere	66.7%	55.6%
Total	75.6%	76.5%

(n=268-385– N/A removed)

As presented in the charts and tables in this section: There were more positive comments related to this service. These included *Don't see dogs or livestock roaming around, Good service/ No problems*. Overall over 75% of residents were satisfied with the Council's performance in these areas. The performance ratings were on the line with the past 3 years without big changes. (Note: dog issues are mainly in larger urban areas, wandering livestock – all areas).

Table 42 Animal control unprompted comments

	Positive	Count	Negative	Count
Dog control	Don't see dogs roaming around	52	Council does not do much to control animals	34
	Good service	38	Poor levels of animal control	33
	No problems	26	Not getting any service from Dog Control	20
	Act quickly	24	Other (please specify)	19
	Other (please specify)	16	Licensing too expensive	14
	Always very good/ sympathetic	15	Dog faeces in public places an issue	12
	Effective	15		
	Prompt service	12		
	Excellent	10		
	Respond quickly	10		
	Good	7		
Control of wandering Livestock	Don't see livestock roaming	96	Council does not do much to control animals	19
	No problems	14	Poor levels of animal control	13
	Good	7	Other (please specify)	6
	No issues	7		
	Other (please specify)	7		
	Excellent	4		

Chart 49 Trend analysis – Animal control longitudinal proportionally recalibrated ratings
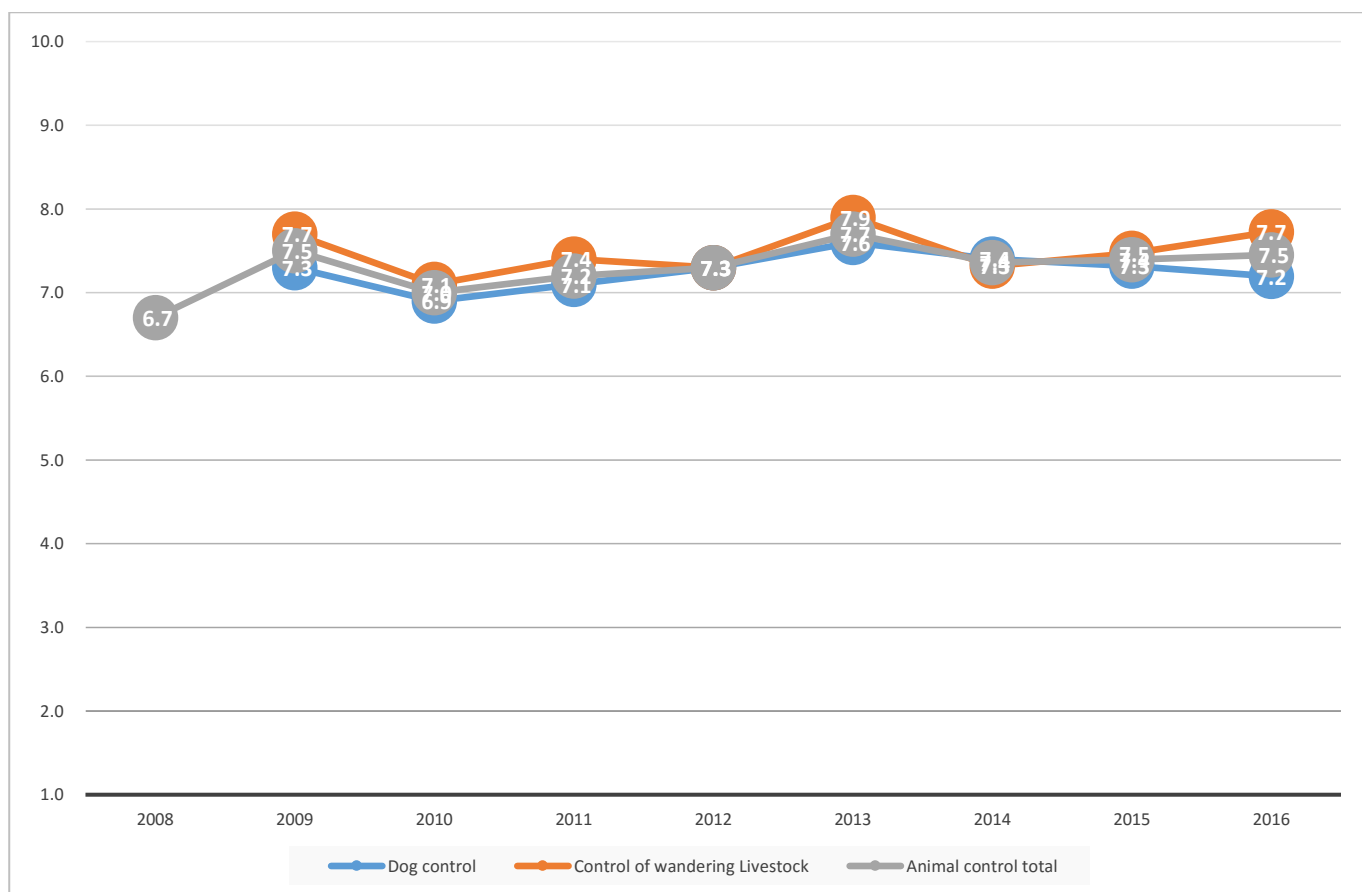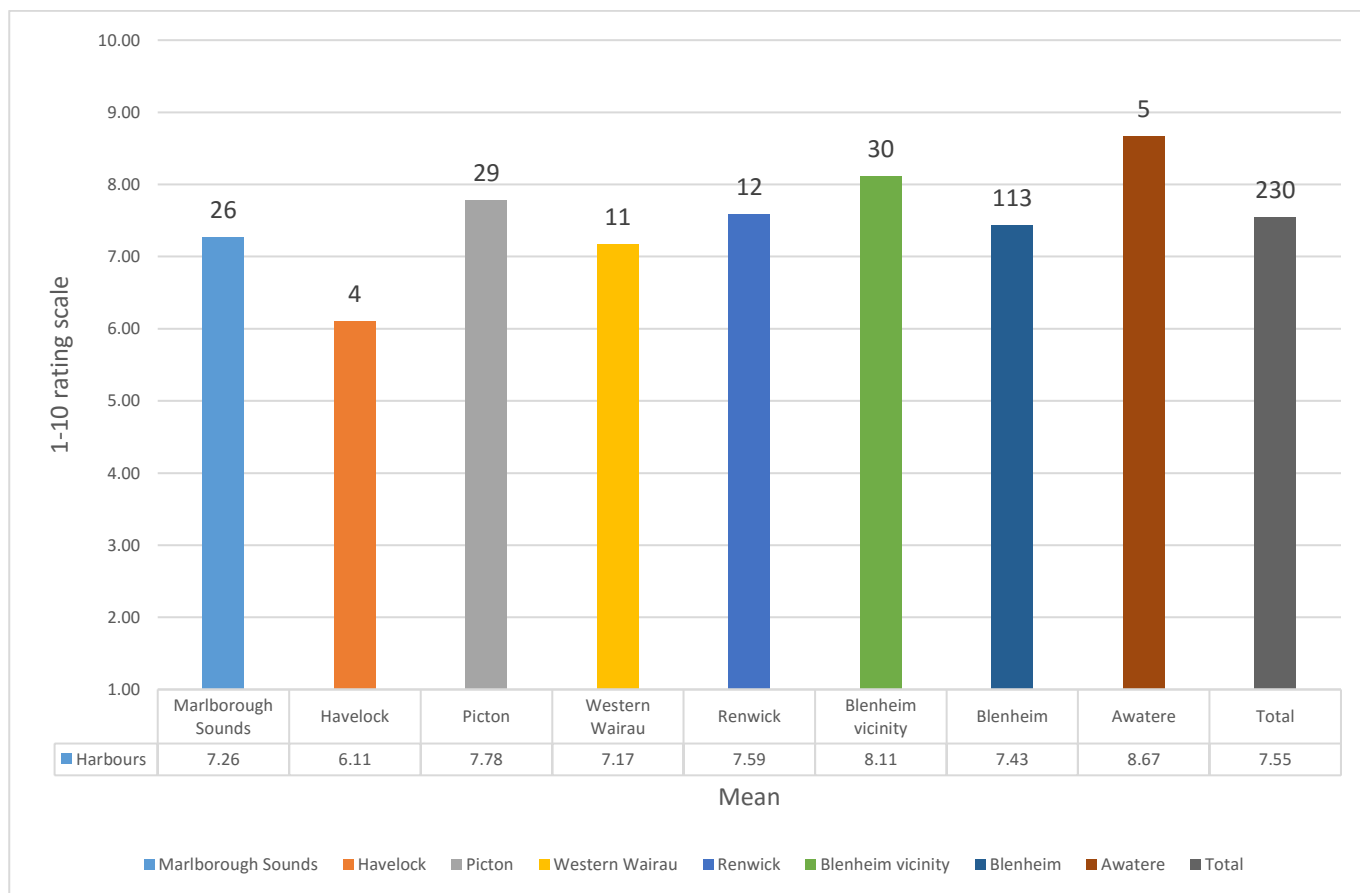

(2016 n=268-385)

Based on a simple linear regression, the Animal control service average satisfaction ratings are similar over the last years.

22. Harbours

Residents were informed that *"The Council is responsible for all matters of navigation and safety within Marlborough's coastal waterways, including D'Urville Island, the Marlborough Sounds, Port Underwood, Clifford and Cloudy Bays including the maintenance of navigation aids."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 50 Harbours mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Harbours	7.26	6.11	7.78	7.17	7.59	8.11	7.43	8.67	7.55

Mean

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=230) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 43 Harbours satisfaction percentages by area

|		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Harbours	Dissatisfied	11.5%	25.0%	0.0%	18.2%	8.3%	0.0%	2.7%	0.0%	4.3%
(%)	Neutral	11.5%	25.0%	10.3%	0.0%	8.3%	10.0%	22.1%	0.0%	15.7%
	Satisfied	76.9%	50.0%	89.7%	81.8%	83.3%	90.0%	75.2%	100.0%	80.0%
Harbours	Dissatisfied	3	1	0	2	1	0	3	0	10
(Counts)	Neutral	3	1	3	0	1	3	25	0	36
	Satisfied	20	2	26	9	10	27	85	5	184

(n=230– N/A removed)

As presented in the charts and tables in this section: Across most areas, as well as over time, there has been a level of consistency in resident satisfaction with the Council provision for *Harbours*. The 2016 year resulted in 80.0% (up from 77.2% in 2015) of residents being satisfied with the service relating to *Harbours*. Positive rating comments included *Good job,* simply *Good*. (Note: applies to Marlborough Sounds, Havelock, Picton, Blenheim vicinity and Awatere however boat owners live across the district).

Table 44 Harbours unprompted comments

		Count
Positive	Good job	38
	Other (please specify)	14
	Good	12
	Are very good at maintaining the equipment they use	8
	Good services overall	7
	Well managed	7
	Good monitoring	4
	Nothing ever goes wrong	3
	Are strict and good	1
Negative	Other (please specify)	6
	Harbour needs better management	3
	Boat speed limits need policing	2
	Over-regulated	2
	Council should impose additional costs	1

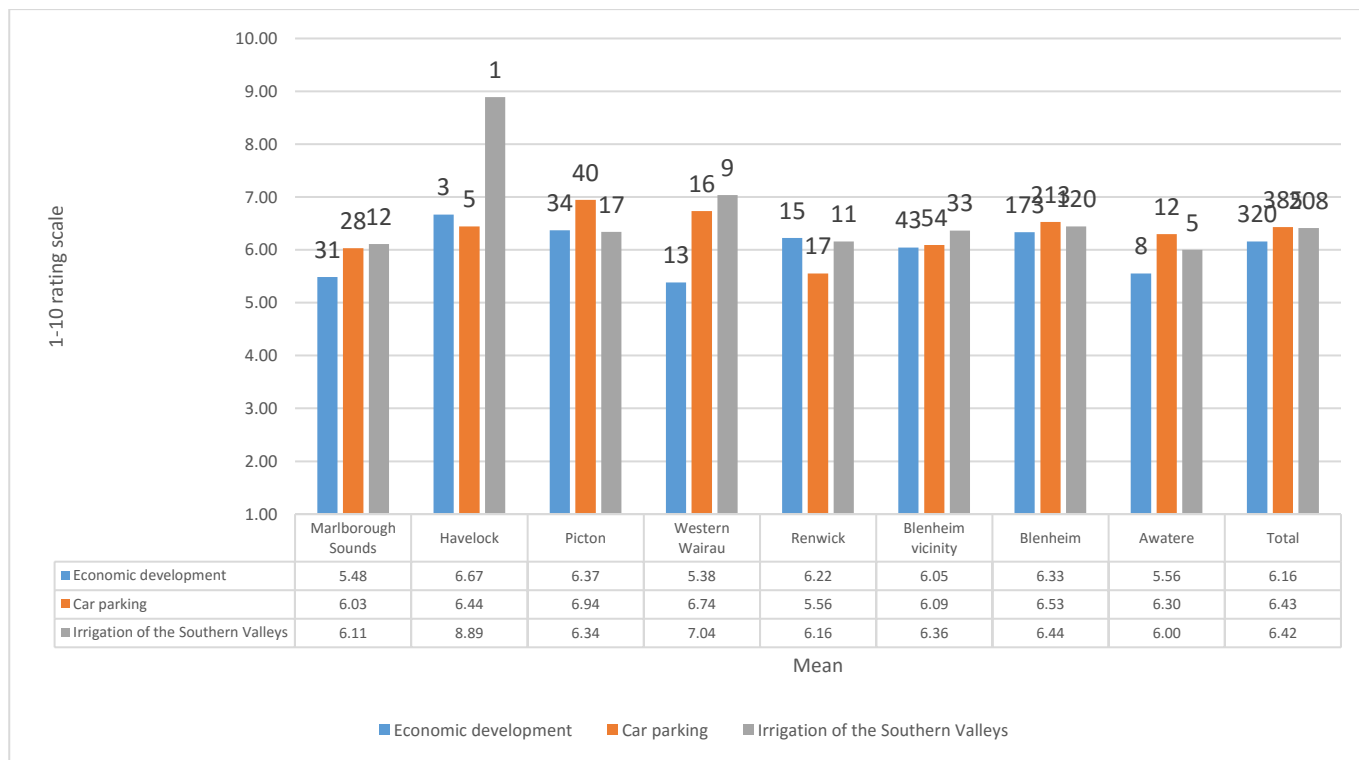*Chart 51 Trend analysis – Harbours longitudinal proportionally recalibrated ratings*
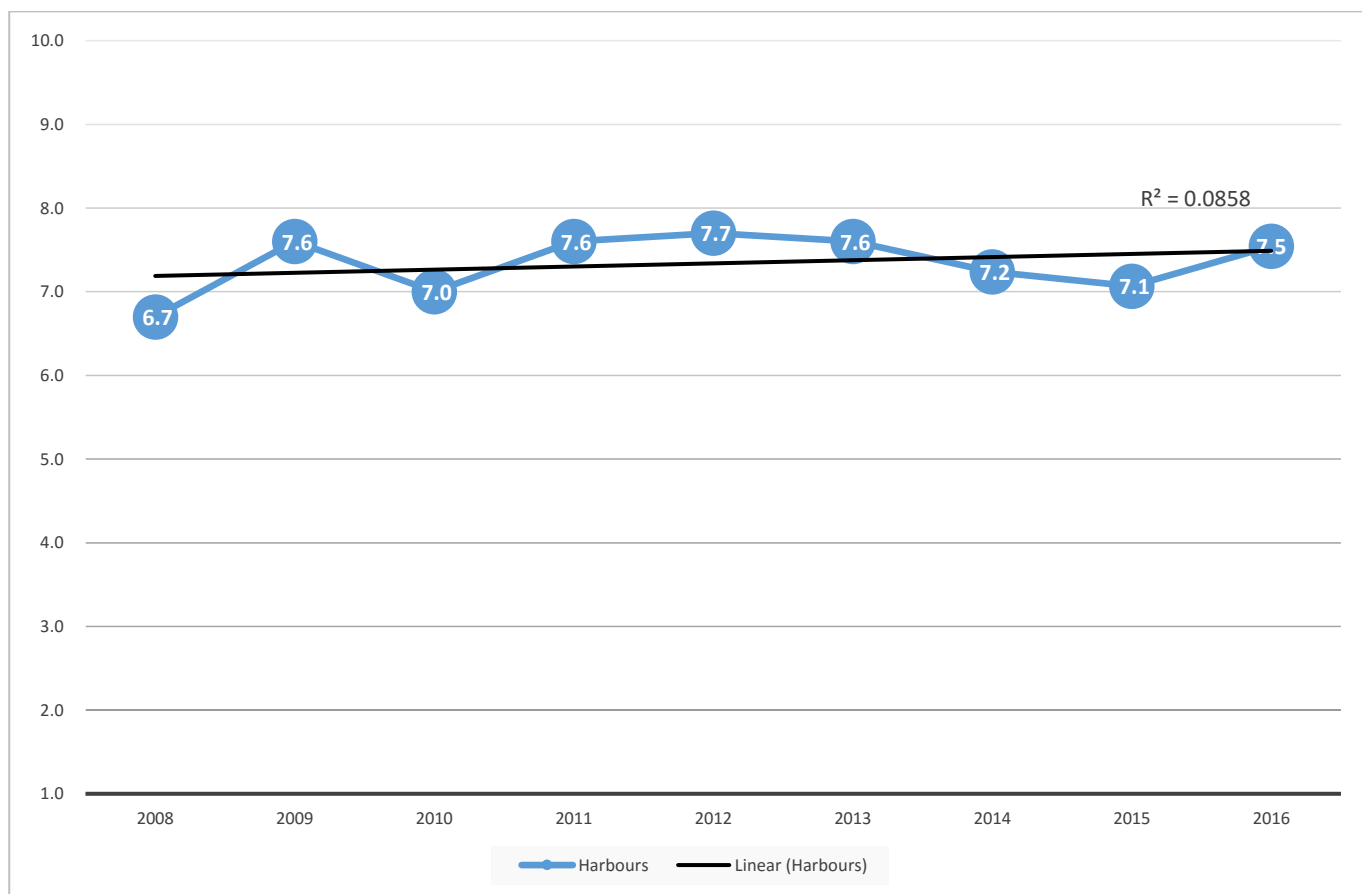
(2016 n=230)

Based on a simple linear regression, the average *Harbours* service satisfaction rating shows no significant trend over the time. Although there was a slight increase in the 2016 average rating over the 2015 ones, it is on the line with the previous years.

23. Regional development

Residents were informed that *"The Council has a number of services that support regional development. These include developing the region's 'smart and connected' vision, encouraging the establishment of businesses and leading a number of projects to assist key industry sectors Council also provides car parking, irrigation of the Southern Valleys."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these three services?"* Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 52 Regional development mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Economic development	5.48	6.67	6.37	5.38	6.22	6.05	6.33	5.56	6.16
Car parking	6.03	6.44	6.94	6.74	5.56	6.09	6.53	6.30	6.43
Irrigation of the Southern Valleys	6.11	8.89	6.34	7.04	6.16	6.36	6.44	6.00	6.42

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=208-385) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 45 Regional development satisfaction percentages by area

| Area	Economic development	Car parking	Irrigation of the Southern Valleys
Marlborough Sounds	38.7%	50.0%	16.7%
Havelock	66.7%	60.0%	100.0%
Picton	55.9%	65.0%	35.3%
Western Wairau	38.5%	56.3%	77.8%
Renwick	53.3%	35.3%	45.5%
Blenheim vicinity	46.5%	48.1%	45.5%
Blenheim	54.9%	64.3%	42.5%
Awatere	37.5%	58.3%	40.0%
Total	51.3%	59.2%	42.8%

(n=208-385– N/A removed)

As presented in the charts and tables in this section: Across all three services there was a decrease in satisfaction levels. The biggest changes were shown for *Irrigation of the Southern Valleys* (42.8% - down from 65.1% in 2015). Negative comments related to this service included *Costs regarding water supply*. *Car parking* responses included negative comments about *Parking meters too expensive,* and almost equal amount of positive for *Plenty of parking available* and negative for *Insufficient parking*.

Table 46 Regional development unprompted comments

	Positive	Count	Negative	Count
Economic development	Do a good job	16	Other (please specify)	36
	Does well in supporting business	11	Narrow focus - tourism & wine	27
	Very good	6	Ineffective	25
	Other (please specify)	7	Actions impede business development	21
			Cost is too high	10
			Council shouldn't be involved	6
			Need to allow new development	4
			Communication issues	3
Car parking	Good/ plenty of parking available	48	Other (please specify)	67
	Adequate parking	24	Parking meters too expensive	56
	Other (please specify)	16	Insufficient parking	50
	Always available	12		
Irrigation of the Southern Valleys	Good	12	Other (please specify)	10
	Do well maintaining water supplies	9	Costs regarding water supply	5
	Other (please specify)	8	Restrictions on water use	2
	No problems	3	Water out of town not good	2
			No supply	2

Chart 53 Trend analysis – Regional development longitudinal proportionally recalibrated ratings
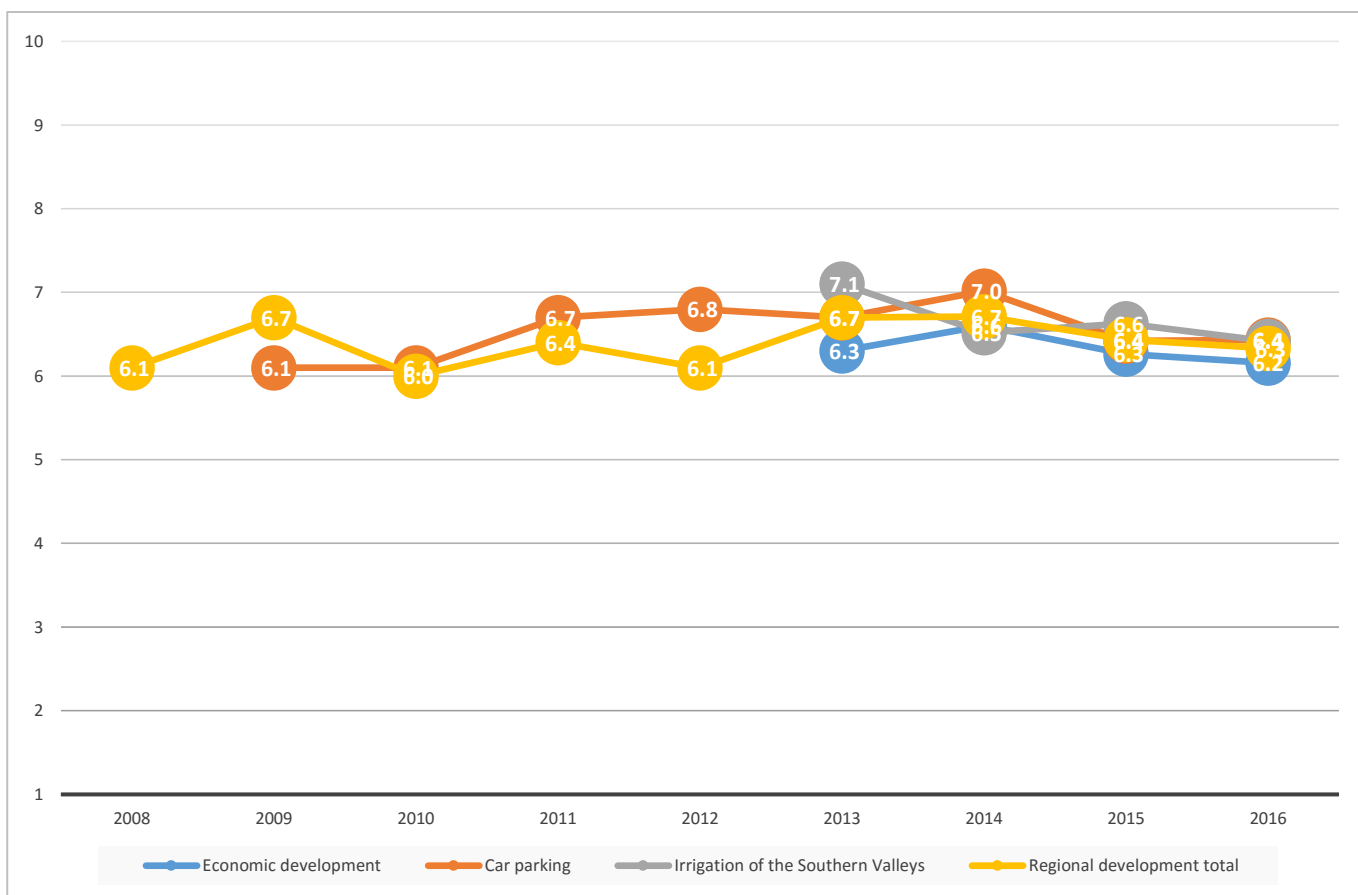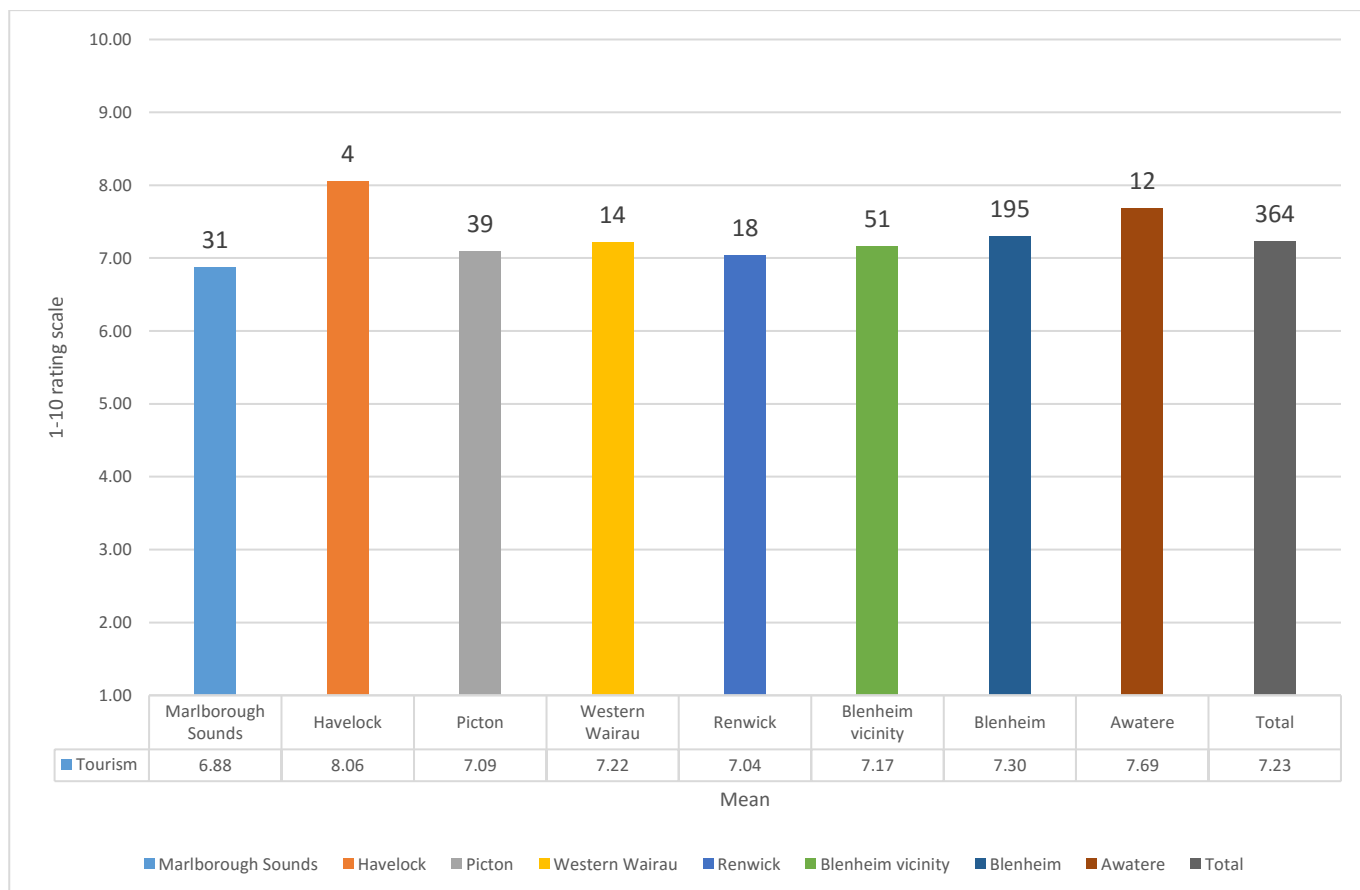

(2016 n=208-385)

Based on a simple linear regression there is no big changes in *Regional development* satisfaction ratings over the time. The 2016 survey results were similar to 2015.

24. Tourism

Residents were informed that *"The Council is the principal funder of Destination Marlborough, which is responsible for promoting Marlborough as a visitor destination to national and international tourists."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 54 Tourism mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Tourism	6.88	8.06	7.09	7.22	7.04	7.17	7.30	7.69	7.23

Mean

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=364) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 47 Tourism satisfaction percentages by area

|		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Tourism	Dissatisfied	12.9%	0.0%	10.3%	14.3%	11.1%	11.8%	9.7%	0.0%	10.2%
(%)	Neutral	16.1%	25.0%	7.7%	21.4%	16.7%	9.8%	13.3%	16.7%	13.2%
	Satisfied	71.0%	75.0%	82.1%	64.3%	72.2%	78.4%	76.9%	83.3%	76.6%
Tourism	Dissatisfied	4	0	4	2	2	6	19	0	37
(Counts)	Neutral	5	1	3	3	3	5	26	2	48
	Satisfied	22	3	32	9	13	40	150	10	279

(n=364– N/A removed)

As presented in the charts and tables in this section: *Tourism* has improved its position in terms of Performance in 2016 (7.2 up from 6.8 in 20150). Across most areas, performance rating levels were relatively similar. 76.6% of residents overall were satisfied with the Council's performance in *Tourism*. Reasons for high ratings included *Doing a good job, Council performs well and supporting tourism*. Less negative comments were mentioned in 2016. The 2016 overall performance ratings were higher than the 2015 ones but in the one trend with historic data.

Table 48 Tourism unprompted comments

		Count
Positive	Doing a good job	48
	Council performs well and supporting tourism	38
	Other (please specify)	20
	Tourism well promoted	17
	Promote the region well	16
	Good information/ brochures	13
	Lots of tourism in the area	11
	Advertise well/ good advertising	9
Negative	Other (please specify)	26
	More effort - room to improve	12
	Poorly managed	9
	Cost - is this appropriate for Council?	5
	More information required	5
	Customer service & information centre poor	1

Chart 55 Trend analysis – Tourism longitudinal proportionally recalibrated ratings
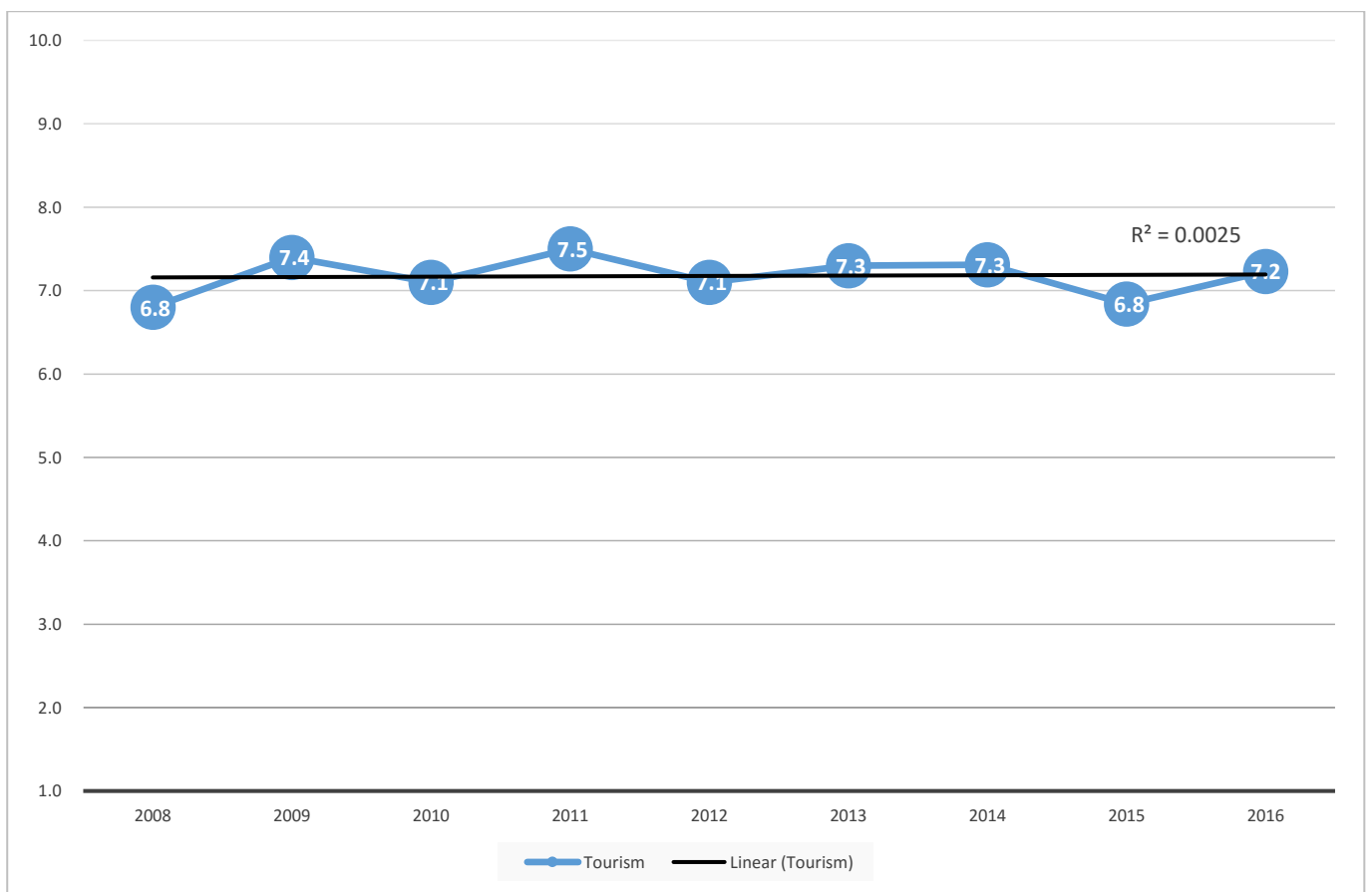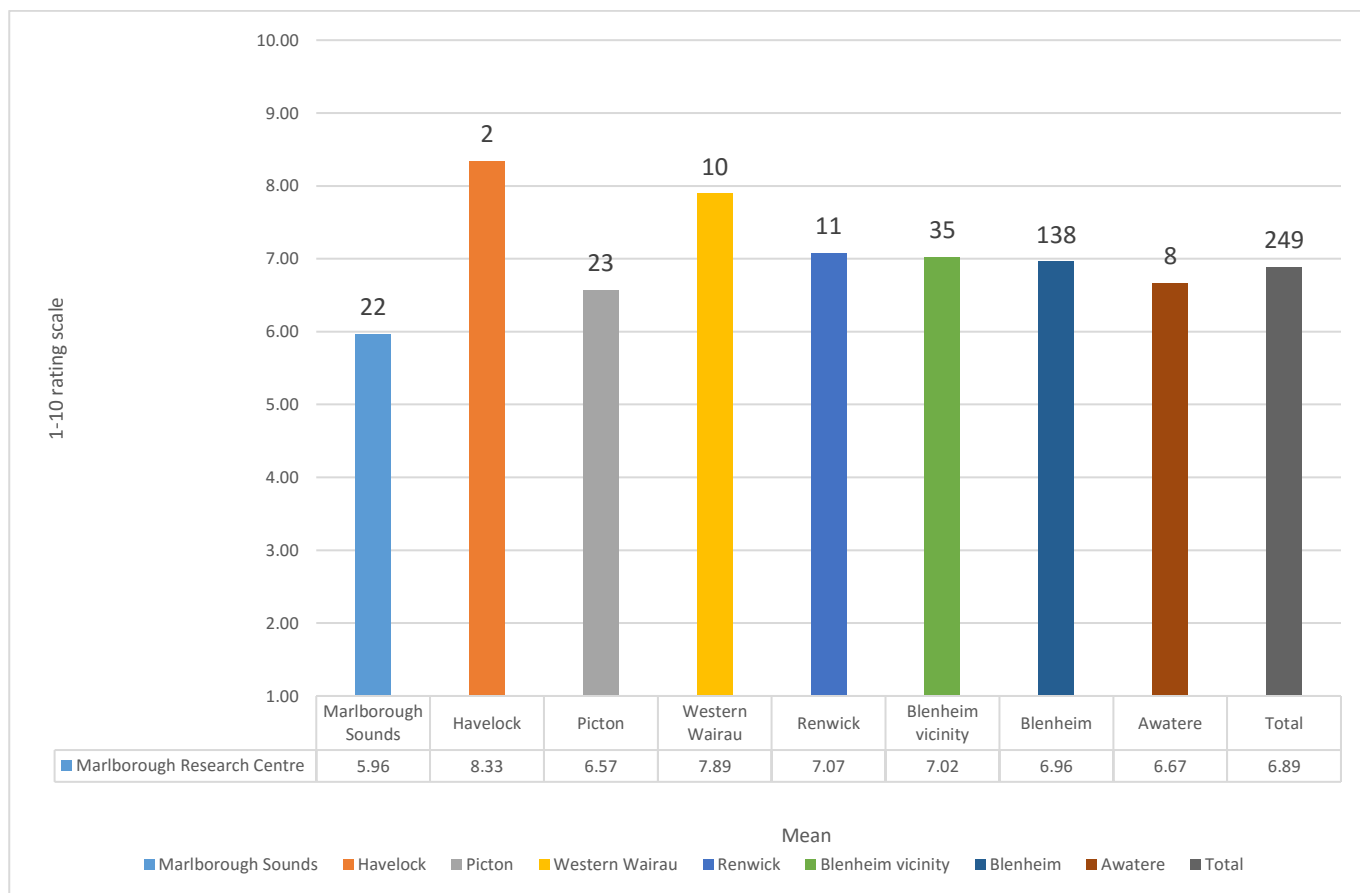

(2016 n=364)

A simple linear regression analysis shows no trend over time for the *Tourism* service deliverable, although the 2016 average performance rating is a little higher that the 2015 one.

25. Marlborough Research Centre

Residents were informed that *"The Council is a part funder of the Marlborough research centre. This centre undertakes research into viticulture and other primary production sectors that help to ensure Marlborough's primary industries have access to world-class research and advisory services."* Residents were then asked: *"On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?"*

Chart 56 Marlborough Research Centre mean satisfaction ratings by area

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Marlborough Research Centre	5.96	8.33	6.57	7.89	7.07	7.02	6.96	6.67	6.89

Mean

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2016 responses n=249) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 49 Marlborough Research Centre satisfaction percentages by area

|		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Marlborough Research Centre (%)	Dissatisfied	9.1%	0.0%	17.4%	20.0%	0.0%	11.4%	3.6%	12.5%	7.2%
	Neutral	63.6%	0.0%	30.4%	0.0%	27.3%	22.9%	32.6%	12.5%	31.3%
	Satisfied	27.3%	100.0%	52.2%	80.0%	72.7%	65.7%	63.8%	75.0%	61.4%
Marlborough Research Centre (Counts)	Dissatisfied	2	0	4	2	0	4	5	1	18
	Neutral	14	0	7	0	3	8	45	1	78
	Satisfied	6	2	12	8	8	23	88	6	153

(n=249 – N/A removed)

As presented in the charts and tables in this section: The recent year showed a decrease in overall satisfaction level for Marlborough Research Centre (61.4% - down from 70.5% in 2015). Reasons for lower ratings included *Too much focus on grapes* and *Council shouldn't be involved/private sector role*. The 2016 average satisfaction ratings are close over the years.

		Count
Positive	Provide a good service	26
	Do a thorough job	20
	Other (please specify)	16
Negative	Too much focus on grapes	10
	Council shouldn't be involved/ private sector role	7
	Other (please specify)	6
	Don't see any results	5

Chart 57 Trend analysis – Marlborough Research Centre longitudinal proportionally recalibrated ratings
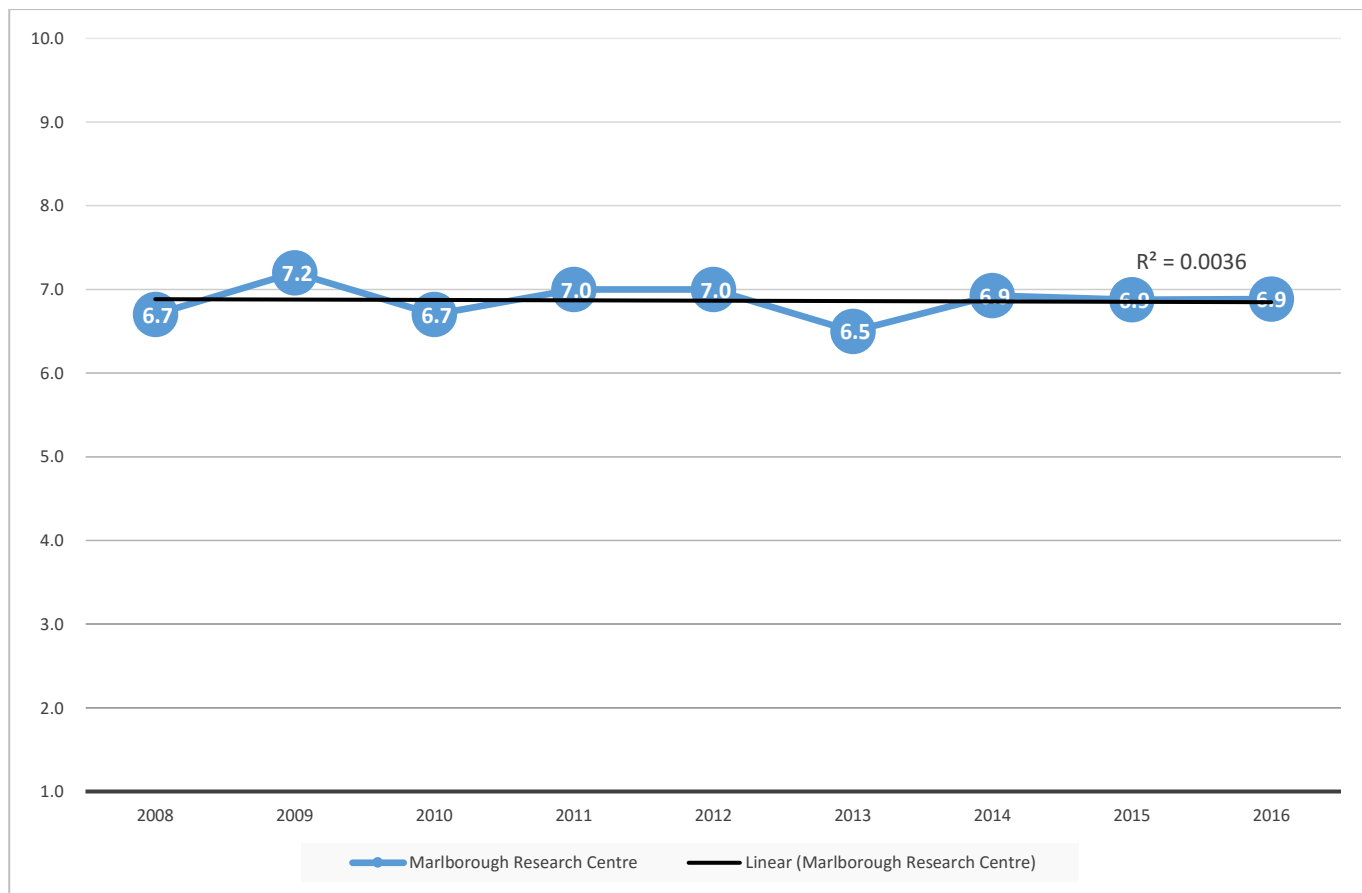
(2016 n=249)

Simple linear regression analysis reveals no trend over time for the *Marlborough Research Centre* service deliverable, and the 2016 average satisfaction rating is the same over the past 3 years.

Appendix 1

Questionnaire 1

1. Firstly, we need to ensure we speak with a cross section of the community, which of the following age groups do you fit into?

2. Is the home where you live owned by someone who lives in the household, or is it rented?

3. The Council is responsible for all the roads in Marlborough except the state highways, this includes street lighting. In the district, EXCLUDING State Highways, on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs providing:

   a. Sealed roads: If rating under 4 or over 8 ask "why did you give it that rating?"

   b. Unsealed roads: If rating under 4 or over 8 ask "why did you give it that rating?"

   c. Footpaths: If rating under 4 or over 8 ask "why did you give it that rating?"

   d. Street lighting: If rating under 4 or over 8 ask "why did you give it that rating?"

4. The Council operates sewerage schemes in Blenheim, Renwick, Picton, Seddon, Havelock, Spring Creek, Grovetown, Riverlands and Cloudy Bay Business Park. These cater for both domestic and industrial waste. If you receive a Council supplied sewerage scheme, on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs providing…

   a. Sewerage services in general: If rating under 4 or over 8 ask "why did you give it that rating?"

5. The Council provides and maintains a network of stop banks on rivers and drains on the main Wairau floodplain to protect against the risks of flooding and agricultural drainage. Lesser works are carried out in Picton and outside of the main Wairau floodplain at a lower rate charge. Note: Where rivers and drainage rates are not charged (e.g. Awatere), no river works are carried out. In your local area, using the same scale, how well do you think the Council performs providing…

   a. Flood protection and control works: If rating under 4 or over 8 ask "why did you give it that rating?"

6. The Council provide a range of waste management and minimisation services across the region. In your local area, on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing...

   a. Kerbside Rubbish and Recycling Collection in Blenheim and Picton: If rating under 4 or over 8 ask "why did you give it that rating?"

   b. Regional Waste Transfer Stations, including Hazardous Waste: If rating under 4 or over 8 ask "why did you give it that rating?"

   c. Resource Recovery Centre, Reuse Shop and green waste composting: If rating under 4 or over 8 ask "why did you give it that rating?"

7. The Council manages culture and heritage assets and resources, provides culture and heritage grants, and works with local groups to support and develop our arts, culture and heritage resources. Using the same scale, how well do you think the Council performs in supporting…

   a. Culture and heritage in the district: If rating under 4 or over 8 ask "why did you give it that rating?"

8. The Council values community engagement in making decisions that affect the community. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council assists residents in providing...

   a. Information about Council Business: If rating under 4 or over 8 ask "why did you give it that rating?"

   b. Information on Council meetings: If rating under 4 or over 8 ask "why did you give it that rating?"

9. The Council operates two public libraries at Blenheim and Picton; and supports community libraries in Ward, Renwick, Havelock, and Waitaria Bay. Using the same scale, how well do you think the Council performs in providing...
   a. a. Public libraries in Blenheim and Picton: If rating under 4 or over 8 ask "why did you give it that rating?"
   b. b. Community libraries in Ward, Renwick, Havelock, and Waitaria Bay: if rating under 4 or over 8 ask "why did you give it that rating?"

10. The Council is responsible for all matters of navigation and safety within Marlborough's coastal waterways, including D'Urville Island, the Marlborough Sounds, Port Underwood, Clifford and Cloudy Bays including the maintenance of navigation aids. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing...

    a. Harbour Control: If rating under 4 or over 8 ask "why did you give it that rating?"

11. The Council provides a range of diverse, services and activities to support the community, using the same scale, how well do you think the Council performs in providing …

    a. Community support services-for positive aging, youth, community grants: If rating under 4 or over 8 ask "why did you give it that rating?"

    b. Blenheim bus service: If rating under 4 or over 8 ask "why did you give it that rating?"

    c. Total mobility scheme for the disabled: If rating under 4 or over 8 ask "why did you give it that rating?"

    d. Funding for community events: If rating under 4 or over 8 ask "why did you give it that rating?"

12. The Council monitors and reports on the state of Marlborough's environment, including air, land, water and coastal resources. Information collected is then used to inform the public on the condition of these natural resources and helps Council develop policies for the sustainable use and management of the district's resources. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council completes these functions...

    a. Developing Resource management policies under the Resource Management Act: If rating under 4 or over 8 ask "why did you give it that rating?"

    b. Environmental monitoring and information provision: If rating under 4 or over 8 ask "why did you give it that rating?"

13. The Council is the principal funder of Destination Marlborough, which is responsible for promoting Marlborough as a visitor destination to national and international tourists. Using the same scale, how well do you think the Council supports...

    a. Tourism: If rating under 4 or over 8 ask "why did you give it that rating?"

14. In the last twelve months, have you seen or heard any notices or advertisements issued by the Council?

15. Where did you see the advertisement?

16. Have you had any direct contact with the Council in the past 12 months?

17. In what ways was that contact made?

18. On a scale of 1 9; where = not at all well, 5 = neutral and 9 = extremely well, how would you rate your overall contact with the Council?

19. On a scale of 1 9; where = not at all well, 5 = neutral and 9 = extremely well, how would you rate the overall performance of the Marlborough District Council over the last 12 months?

20. How long have you lived in Marlborough?

21. Which of the following best describes your household's annual income before tax?

Questionnaire 2

1. Firstly, we need to ensure we speak with a cross section of the community, which of the following age groups do you fit into?

2. Is the home where you live owned by someone who lives in the household, or is it rented?

3. Now I'm going to ask you about the various water services provided by the Council. The Council operates fresh water supply schemes servicing Blenheim, Renwick, Picton, Awatere, Seddon, Wairau Valley, Havelock and Riverlands/Cloudy bay business parks. If you receive Council supplied drinking water; on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing…

    a. Drinking Water Supply: If rating under 4 or over 8 ask "why did you give it that rating?"

4. The Council provides a storm water drainage system to manage storm water runoff in urban catchments, predominantly in Blenheim and Picton, and smaller networks in Renwick, Havelock, Spring Creek, Riverlands and Cloudy Bay business park. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing…

    a. Urban storm water drainage: If rating under 4 or over 8 ask "why did you give it that rating?"

5. Landowners are primarily responsible for controlling 'declared' regional animal and pest plants on their own properties. The Council is responsible for the monitoring of regional pests and works with landowners to ensure they are aware of their pest management responsibilities, providing information, and ensuring that landowners carry out the control of pests on their property to specified levels. In your local area, using the same 1-9 scale, how well do you think the Council performs in…

    a. Monitoring of pest animals and working with landowners to ensure they manage their pests (such as rabbits): If rating under 4 or over 8 ask "why did you give it that rating?"

    b. Monitoring of pest plants and working with landowners to ensure they manage their pest plants (such as Nassella Tussock and Chilean Needle Grass): If rating under 4 or over 8 ask "why did you give it that rating?"

6. The Council manages and maintains a variety of community facilities, on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council manages and maintains these facilities…

    a. Parks, reserves and open spaces: If rating under 4 or over 8 ask "why did you give it that rating?"

    b. Sports grounds: If rating under 4 or over 8 ask "why did you give it that rating?"

    c. Paths, walkways and tracks for walking and biking: If rating under 4 or over 8 ask "why did you give it that rating?"

    d. Swimming Pools: If rating under 4 or over 8 ask "why did you give it that rating?"

    e. Cemeteries and war memorials: If rating under 4 or over 8 ask "why did you give it that rating?"

    f. Public Toilets: If rating under 4 or over 8 ask "why did you give it that rating?"

7. The Council administers a wide variety of regulatory functions, powers and duties. Many of these are legislated by government. In your local area, using the same scale, how well do you think the Council performs in administering services related to the …

a. Resource Management Act resource consents: If rating under 4 or over 8 ask "why did you give it that rating?"

b. Resource Management Act monitoring compliance with consent conditions: If rating under 4 or over 8 ask "why did you give it that rating?"

c. Building Act building consents: If rating under 4 or over 8 ask "why did you give it that rating?"

d. Sale and supply of alcohol Act: If rating under 4 or over 8 ask "why did you give it that rating?"

e. Health and Foods Act: If rating under 4 or over 8 ask "why did you give it that rating?"

8. The Council owns about 170 housing units that are available to older people, and rented at discounted rates. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service

a. Community housing: If rating under 4 or over 8 ask "why did you give it that rating?"

9. The Council provides services in relation to the control of dogs and wandering livestock. Using the same scale, how well do you think the Council performs in providing...

a. Dog control: If rating under 4 or over 8 ask "why did you give it that rating?"

b. Control of wandering Livestock: If rating under 4 or over 8 ask "why did you give it that rating?"

10. The Council works closely with agencies in the policing, education and health sectors to address some of the root causes of behaviours that affect community safety. Security cameras in the Blenheim CBD and restorative justice and crime prevention through environmental design. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in supporting...

a. Community Safety: If rating under 4 or over 8 ask "why did you give it that rating?"

11. The Council is a member of Marlborough Kaikoura Rural Fire Authority. Council also maintains an emergency management centre and is responsible for managing and responding to natural disasters and emergency events including floods and earthquakes. Using the same scale, how well do you think the Council performs in providing...

a. Rural fire fighting: If rating under 4 or over 8 ask "why did you give it that rating?"

b. Civil Defence Emergency management: If rating under 4 or over 8 ask "why did you give it that rating?"

12. The Council has a number at services that support regional development. These include developing the region's 'smart and connected' vision, encouraging the establishment of businesses and leading a number of projects to assist key industry sectors Council also provides car parking, irrigation of the Southern Valleys. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing...

a. Economic development: If rating under 4 or over 8 ask "why did you give it that rating?"

b. Car parking: If rating under 4 or over 8 ask "why did you give it that rating?"

c. Irrigation of the Southern Valleys: If rating under 4 or over 8 ask "why did you give it that rating?"

13. The Council is a part funder of the Marlborough Research Centre. This centre undertakes research into viticulture and other primary production sectors that help to ensure Marlborough's primary industries have

access to world-class research and advisory services. Using the same scale, how well do you think the Council performs in supporting

   a. Crop research: If rating under 4 or over 8 ask "why did you give it that rating?"

14. In the last twelve months, have you seen or heard any notices or advertisements issued by the Council?

15. Where did you see the advertisement?

16. Have you had any direct contact with the Council in the past 12 months?

17. In what ways was that contact made?

18. On a scale of 1 9; where = not at all well, 5 = neutral and 9 = extremely well, how would you rate your overall contact with the Council?

19. On a scale of 1 9; where = not at all well, 5 = neutral and 9 = extremely well, how would you rate the overall performance of the Marlborough District Council over the last 12 months?

20. How long have you lived in Marlborough?

21. Which of the following best describes your household's annual income before tax?

Appendix 2

Demographic data

Table 51 Resident home ownership status

	Frequency	Percent	Valid Percent	Cumulative Percent
Own	724	90.5	90.5	90.5
Rented	70	8.8	8.8	99.3
Other (please specify)	3	0.4	0.4	99.6
Private trust	3	0.4	0.4	100.0
Total	800	100.0	100.0	

Table 52 Resident income status

	Frequency	Percent	Valid Percent	Cumulative Percent
Under $10,000	8	1.0	1.0	1.0
$10-$25,000	42	5.3	5.3	6.3
$25-$40,000	140	17.5	17.5	23.8
$40-$55,000	109	13.6	13.6	37.4
$55-$70,000	105	13.1	13.1	50.6
$70-$85,000	80	10.0	10.0	60.6
$85-$100,000	84	10.5	10.5	71.1
Over $100,000	86	10.8	10.8	81.9
Declined	145	18.1	18.1	100.0
Total	799	99.9	100.0	

Table 53 Resident tenure in the district status

	Frequency	Percent	Valid Percent	Cumulative Percent
Other (please specify)	6	0.8	0.8	0.8
Less than 2 years	9	1.1	1.1	1.9
2-5 years	39	4.9	4.9	6.8
5-10 years	102	12.8	12.8	19.5
10+ years	643	80.4	80.5	100.0
Total	799	99.9	100.0	