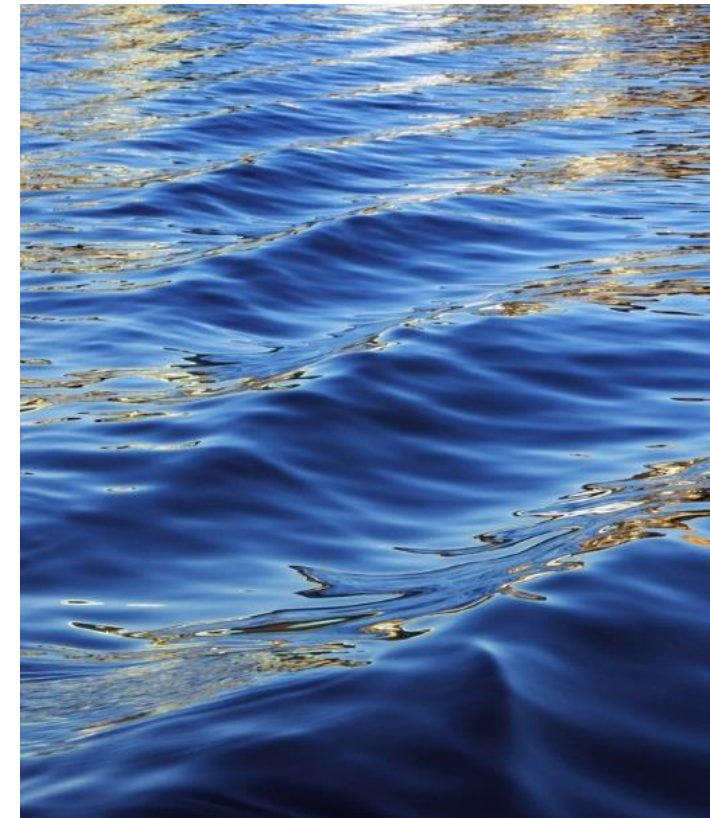




Marlborough District Council - 2015 Annual Resident Service Satisfaction Survey

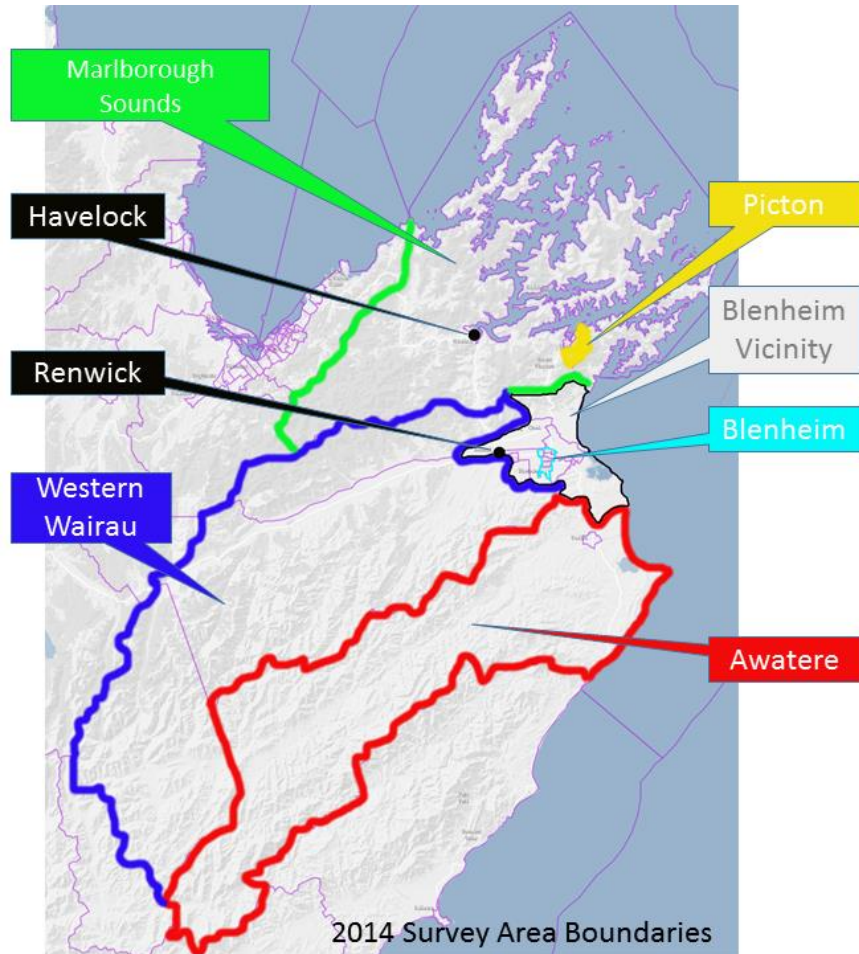
Presentation – Date: 26th August 2015



Prepared by Dr Virgil Troy © SIL Research 2015

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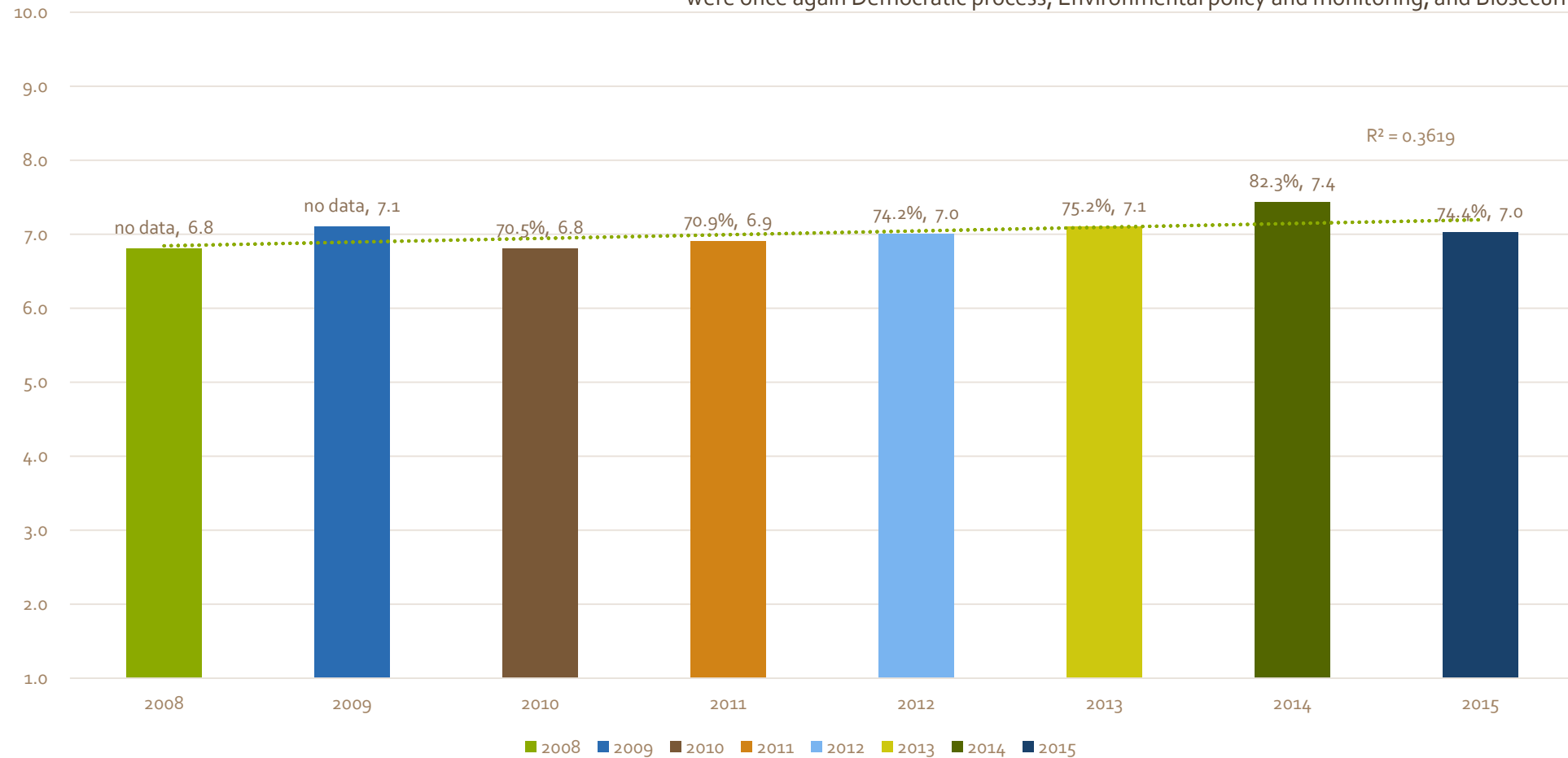
Methodology



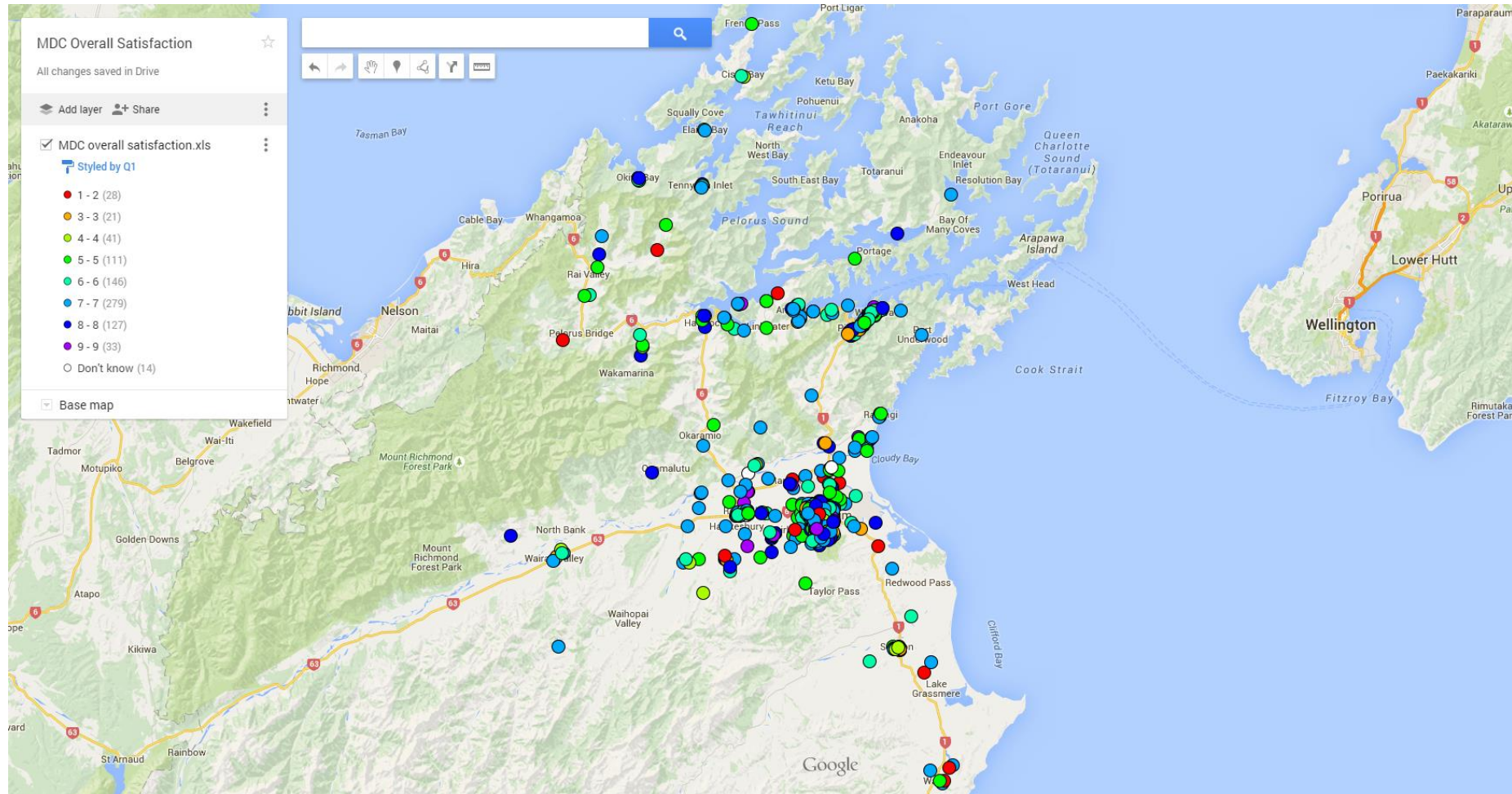
- The existing MDC questionnaires were revised by SIL Research in consultation with the MDC then tested prior to deployment.
- Two concurrent surveys of n=400 residents were undertaken during June 2015.
- A total of n=800 residents aged 18 years and above across the MDC's territorial area were interviewed via a CATI survey during a six week period starting the first week of June 2015
- An online version of the survey was also made available; 8.6% (n=69) surveys were collected online, 91.4% (n=731) were CATI surveys
- The sample size of n=400 across 34,041 18yr + residents allows for a 95% confidence level +/- 3.9 to 4.87%.

Overall performance

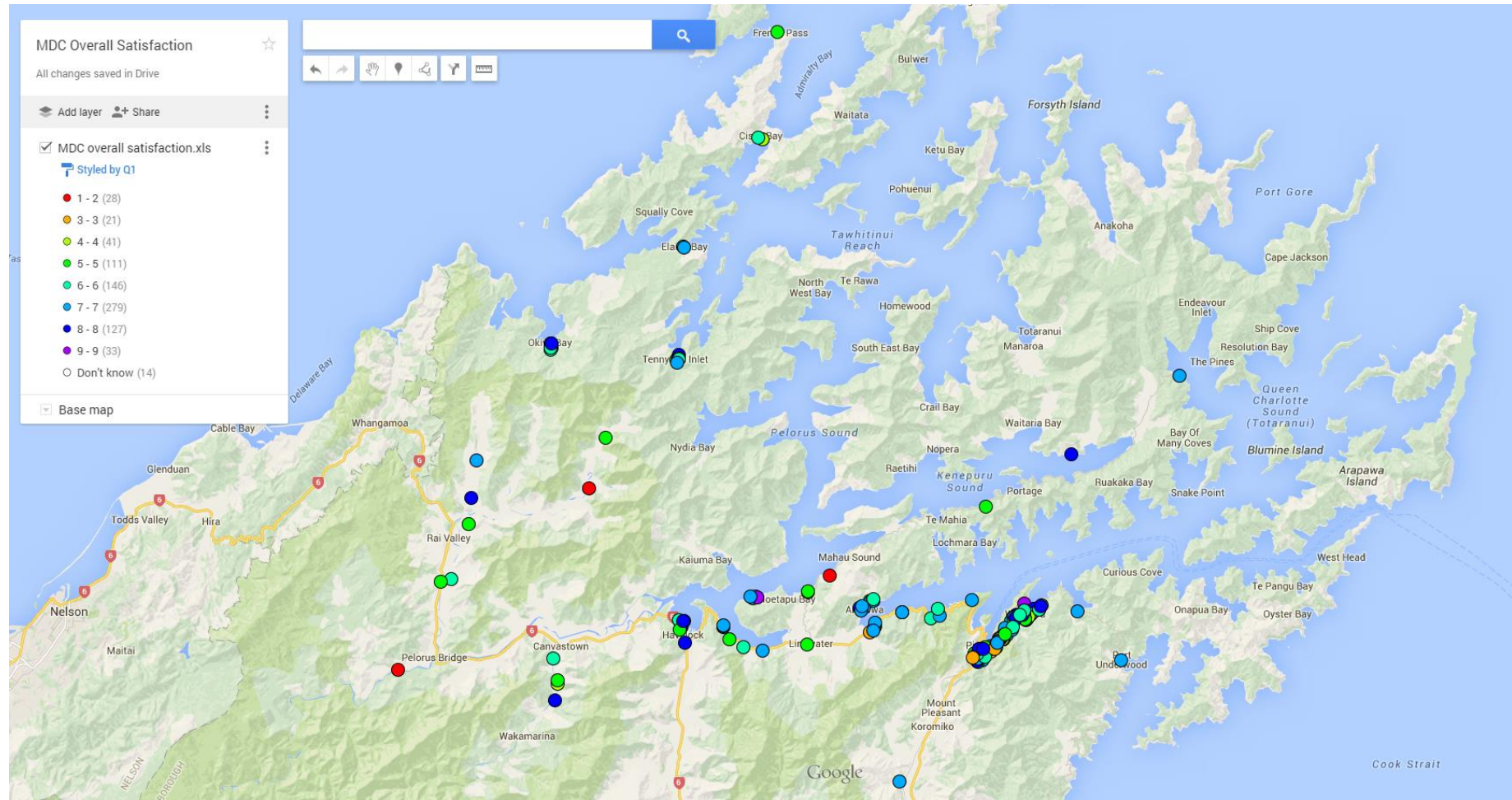
In 2015, the MDC overall performance rating of 7.0 in this survey together with the satisfaction rating of 74.4% suggests the Council continues to have a high and improving level of support for what it does. The linear regression shown above used to compare performance ratings over time, suggests a gradually increasing trend in rating for the Council. The 2014 data for both performance rating and satisfaction are outliers in this respect. Combining individual and grouped aggregated totals, the top three ranked services in 2015 are Emergency management (8.1), Drinking water (7.7) and Community facilities (7.7). When individual services are ranked separately Rural firefighting has the highest rating (8.5), followed by Public libraries (8.2) with Parks and reserves (8.1) in third place. These results are similar to the 2014 ratings, as were the services with the lowest ratings which were once again Democratic process, Environmental policy and monitoring, and Biosecurity.



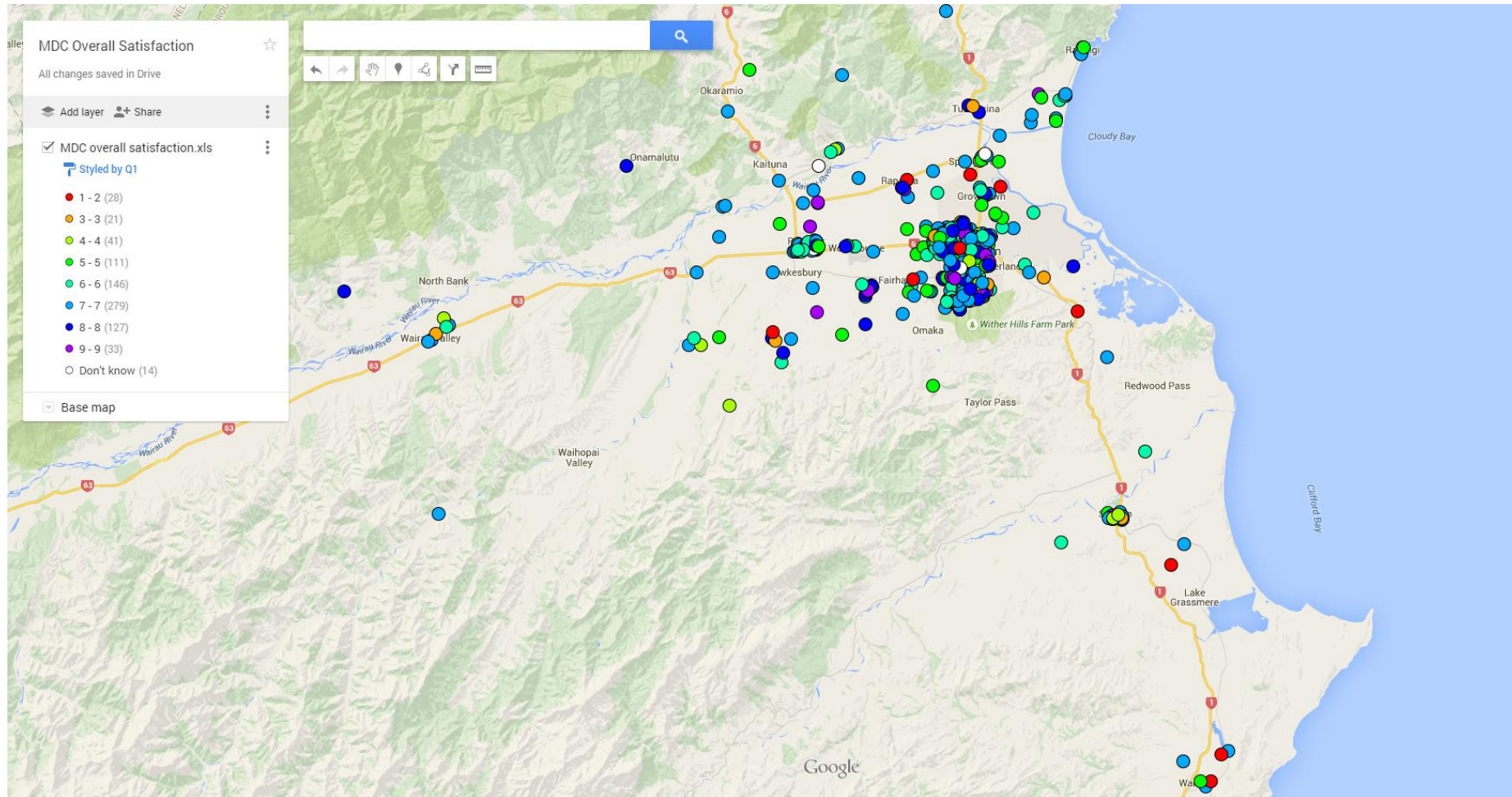
Overall Performance



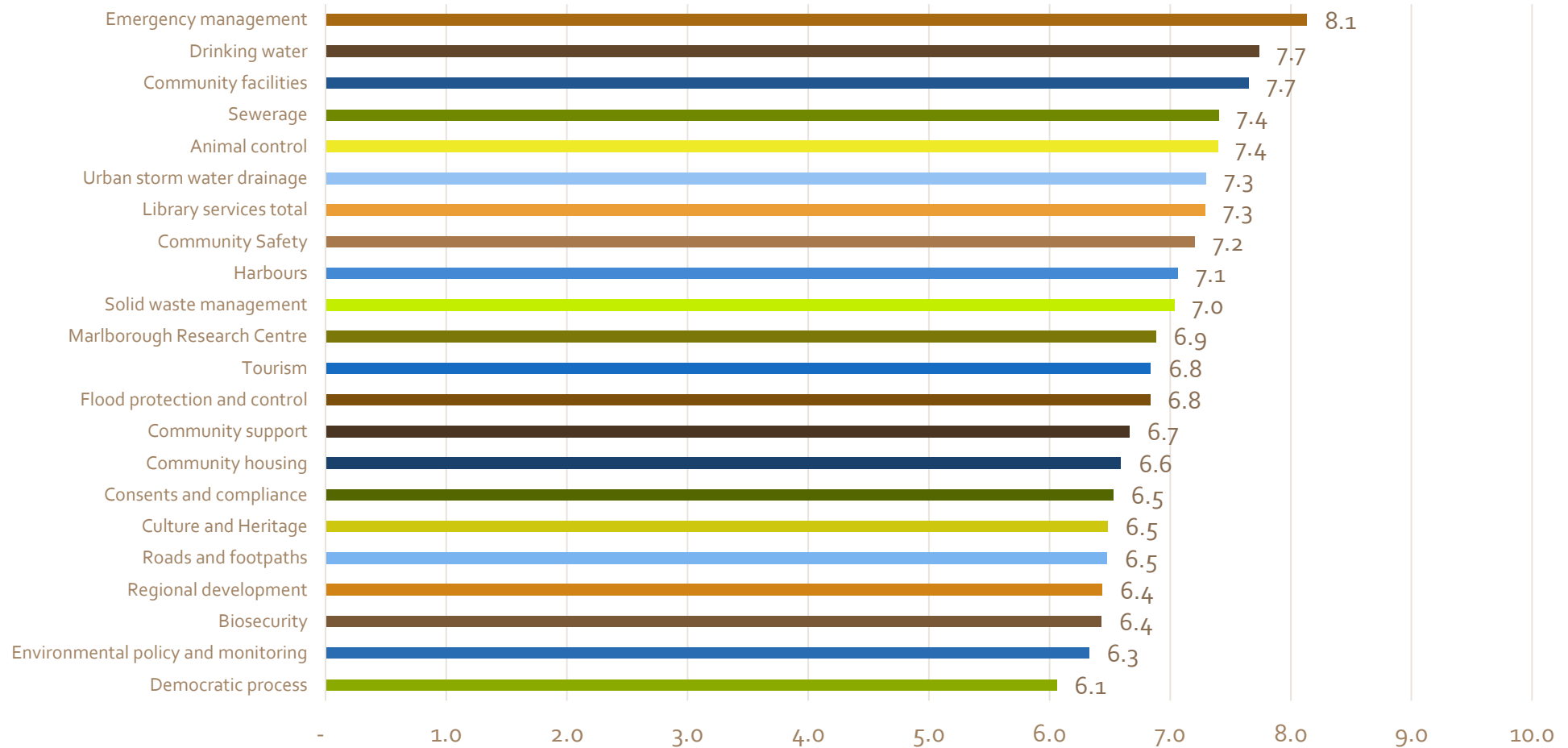
Overall Performance



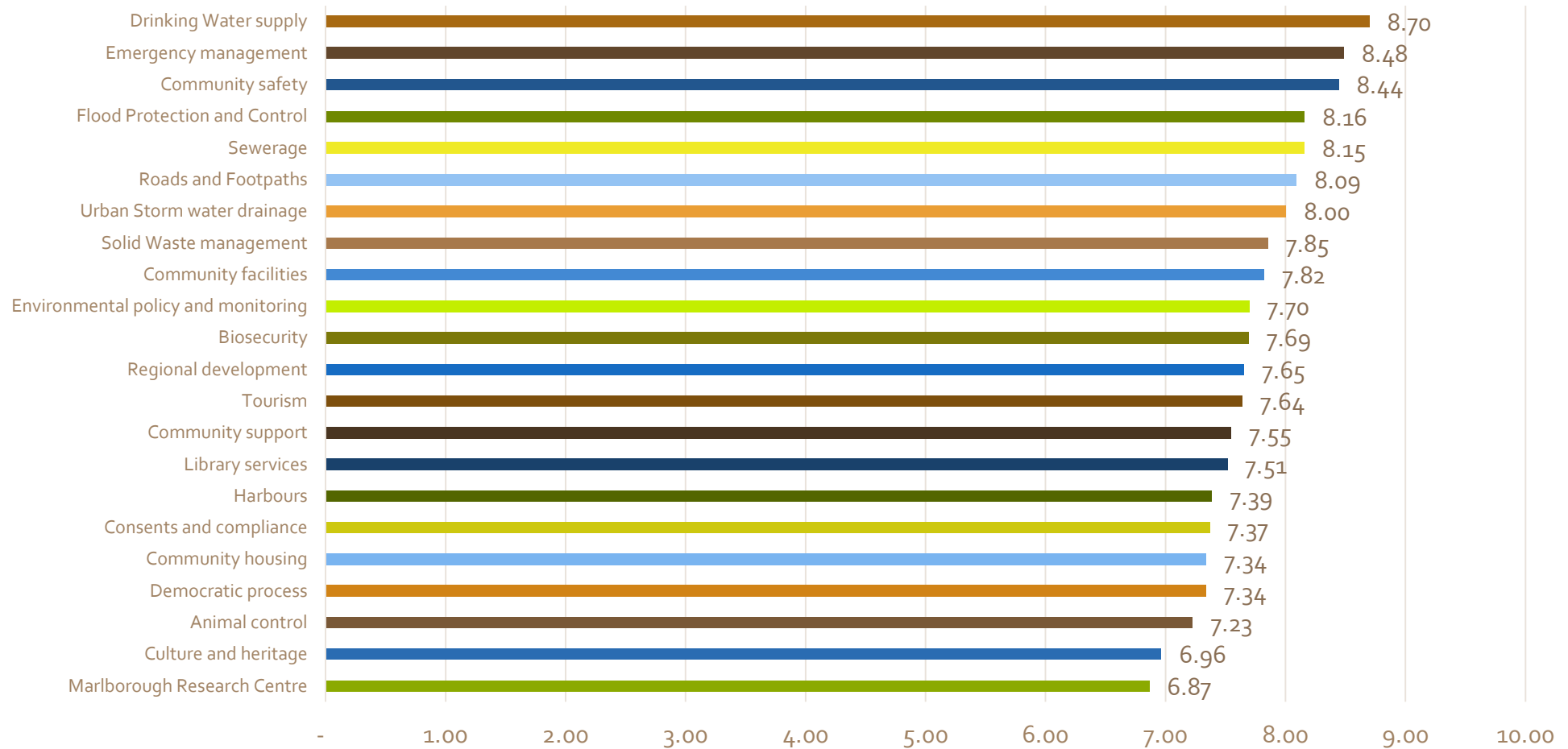
Overall Performance



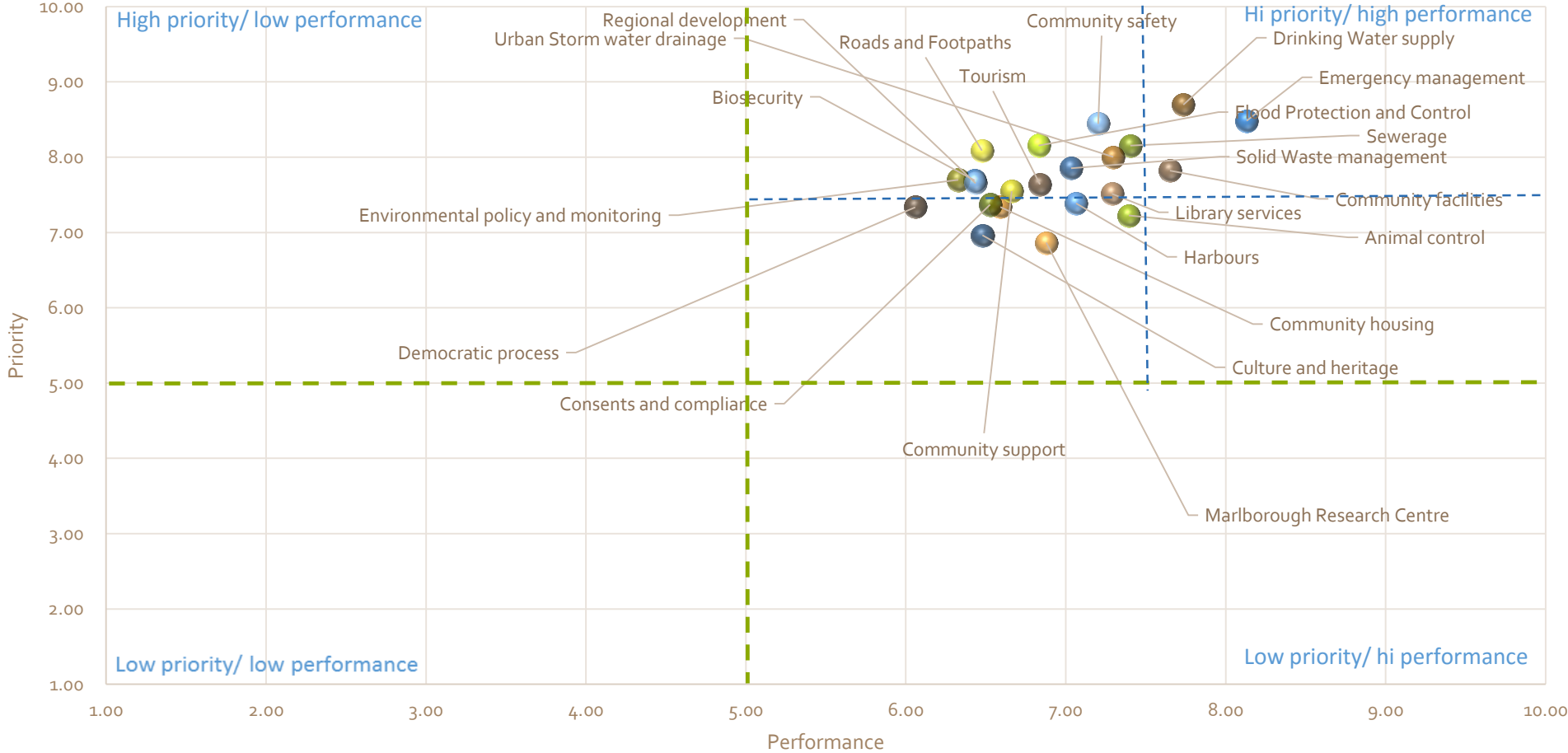
Overall ratings



2014 Priorities

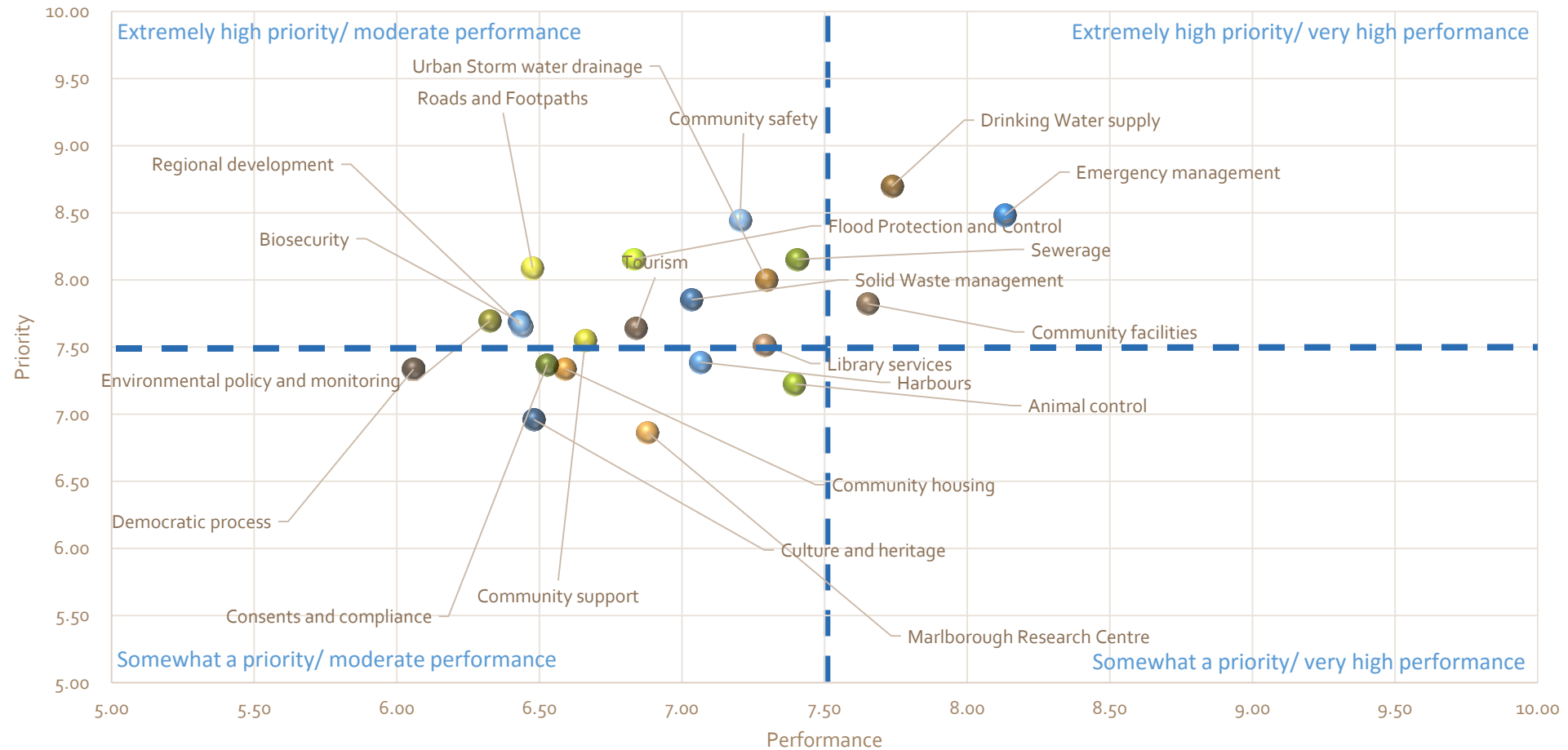


Overall performance



Overall performance

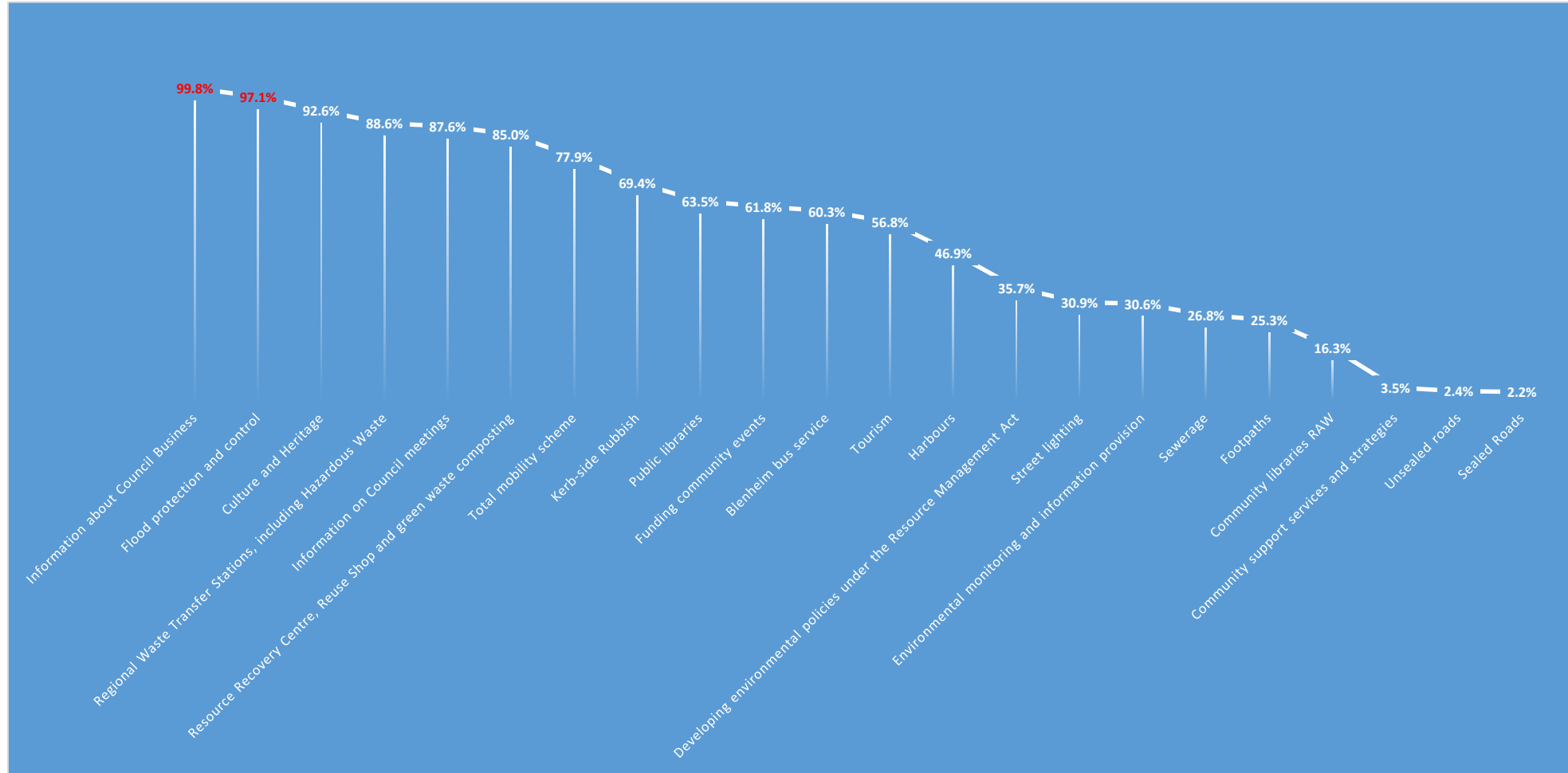
Using 2014 priority ratings, there are three service areas with very high priority for residents. These are Drinking water supply, Emergency management and Community safety. In 2015 there was a very good match between 2014 Priorities and Performance, with the first two service deliverables mentioned also having the two highest performance ratings, and the latter still having a high (7.2) performance rating. Democratic process 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. This suggests that residents are getting what they most need.



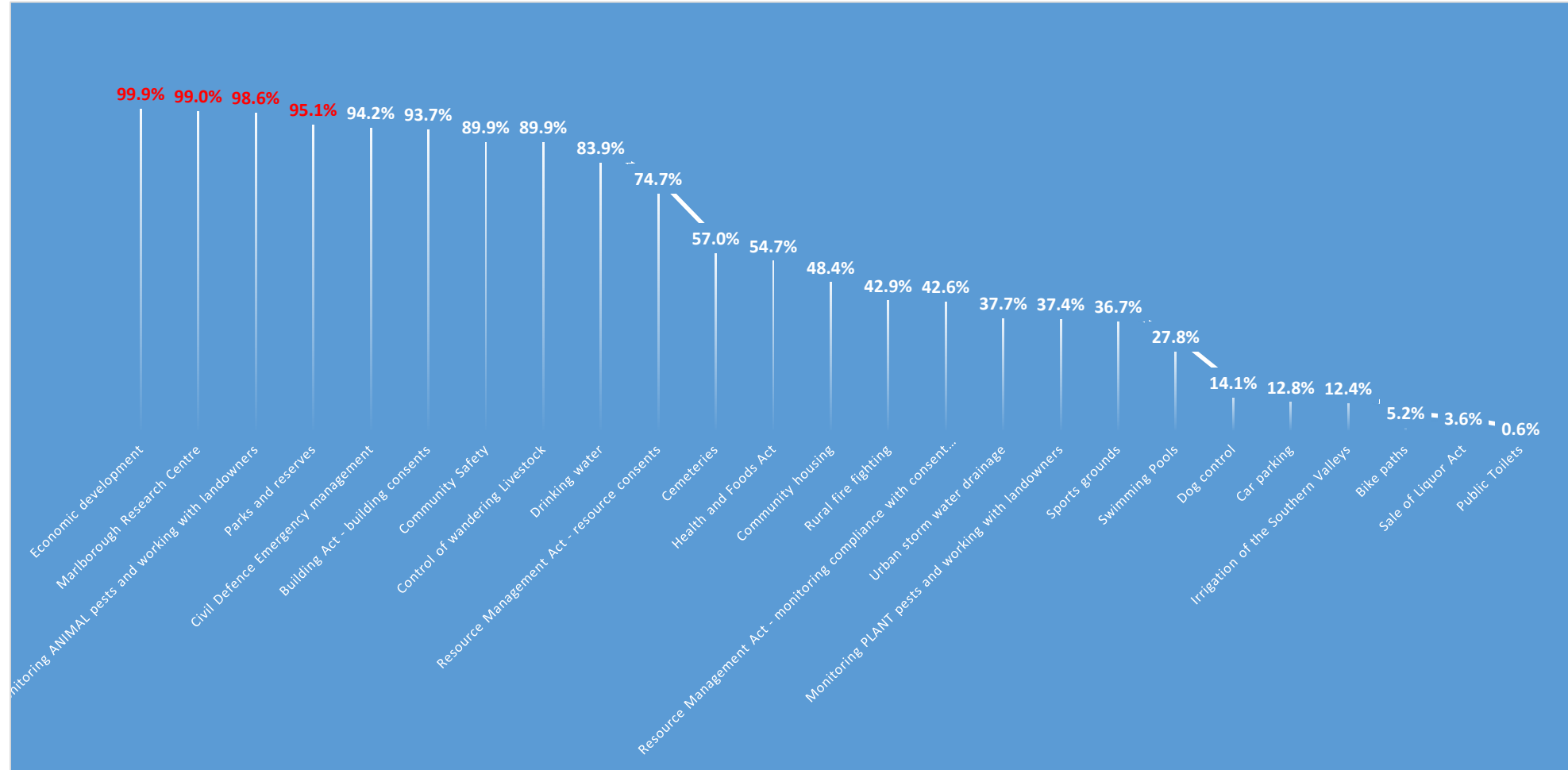
How to improve overall performance

- Survey 1
 - Information about council business
 - Flood protection and control
- Survey 2
 - Economic development
 - Marlborough Research Centre
 - Monitoring Animal Pests
 - Parks and Reserves

Survey 1

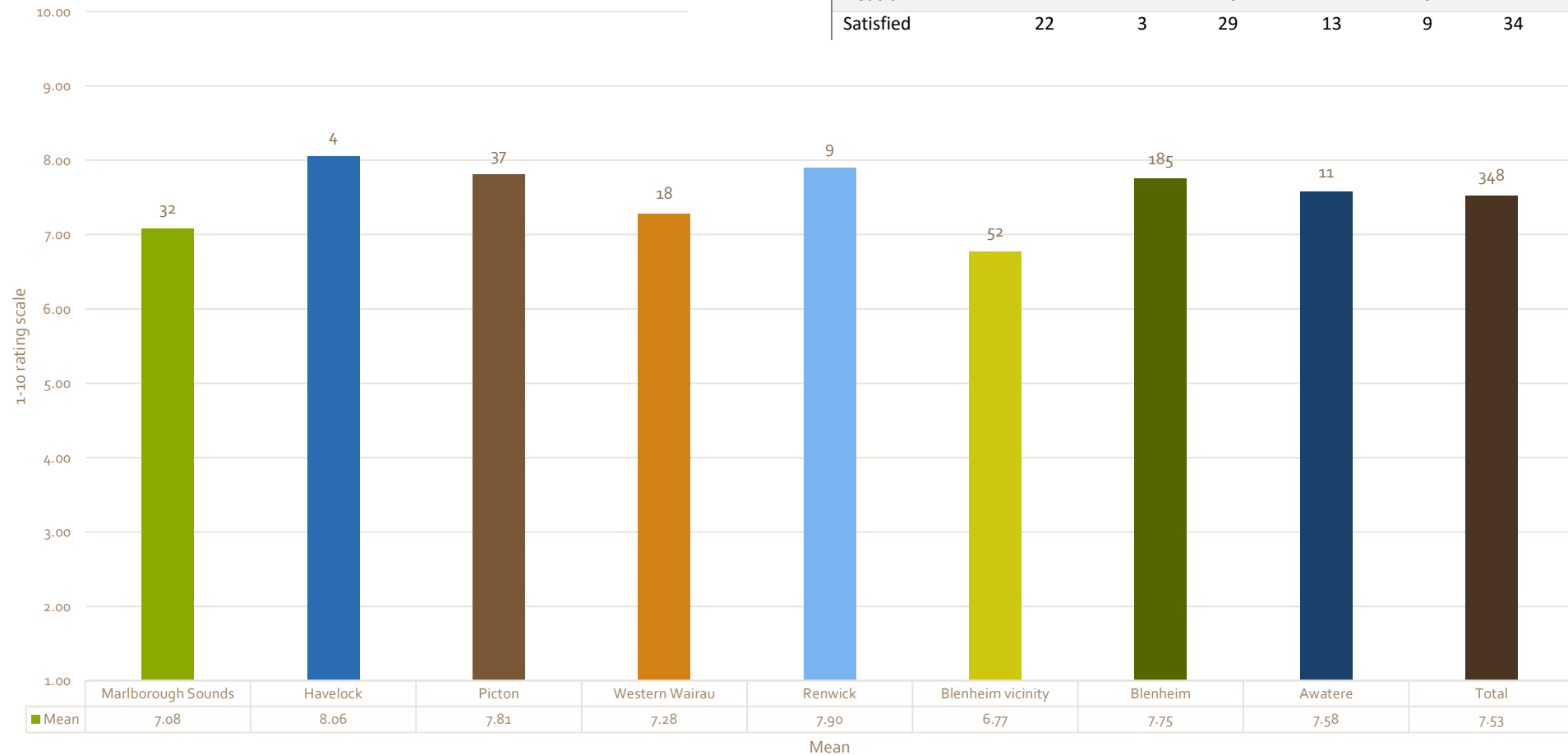


Survey 2



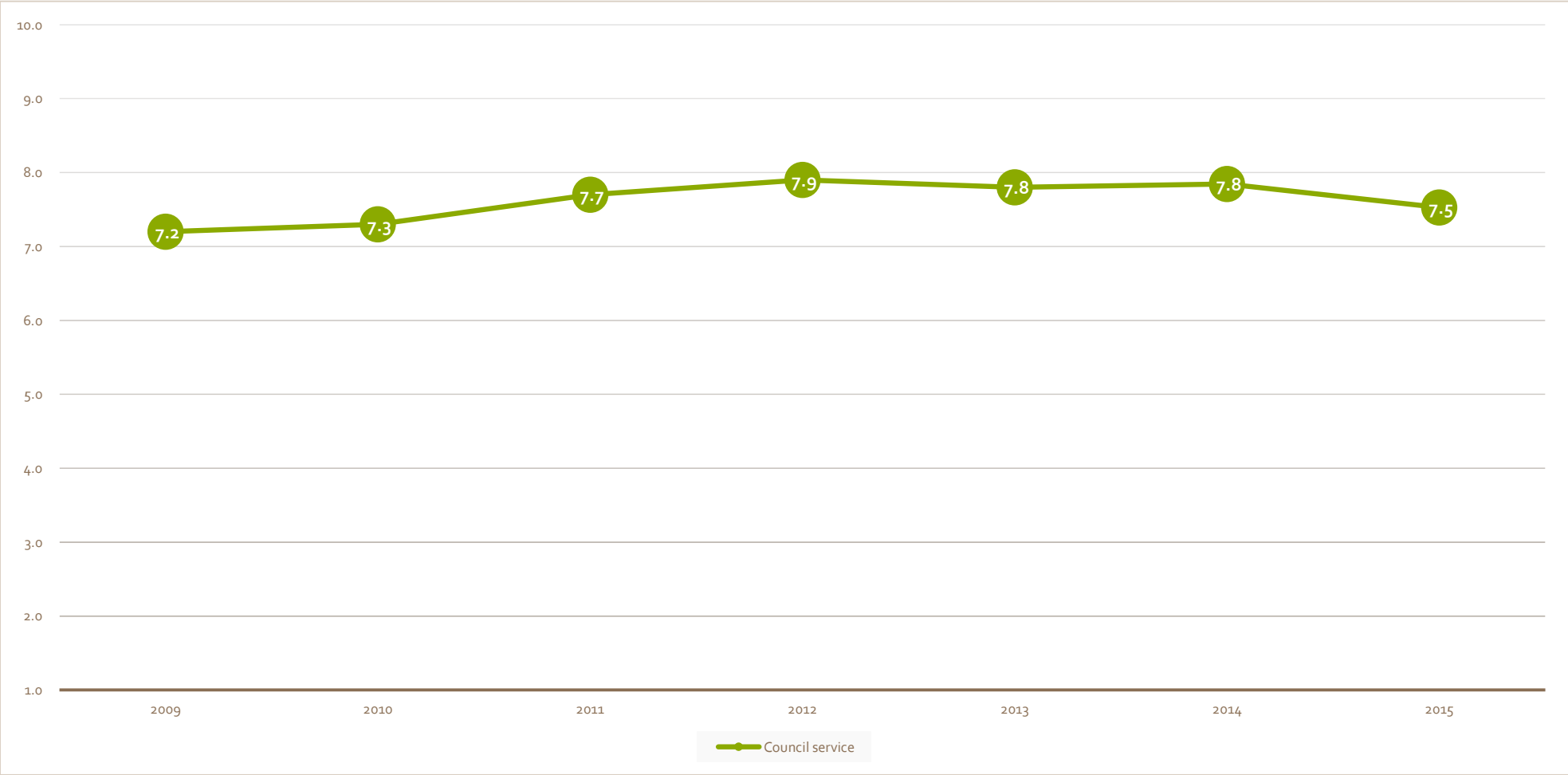
Contact with council

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Council service	Dissatisfied	18.8%	0.0%	5.4%	22.2%	0.0%	21.2%	9.8%	9.1%	12.1%
	Neutral	12.5%	25.0%	16.2%	5.6%	0.0%	13.5%	5.4%	0.0%	8.4%
	Satisfied	68.8%	75.0%	78.4%	72.2%	100.0%	65.4%	84.8%	90.9%	79.5%
Council service	Dissatisfied	6	0	2	4	0	11	18	1	42
	Neutral	4	1	6	1	0	7	10	0	29
	Satisfied	22	3	29	13	9	34	156	10	276



Approximately 43.5% of residents indicated they had been in contact with the Council in the past 12 months. Satisfaction with Council contact was high at 79.3% with an average rating for contact at 7.5 on the 1-10 scale. The 2015 satisfaction rating was a little below this trend, with the overall rating close to the average of the previous surveys.

Contact with Council



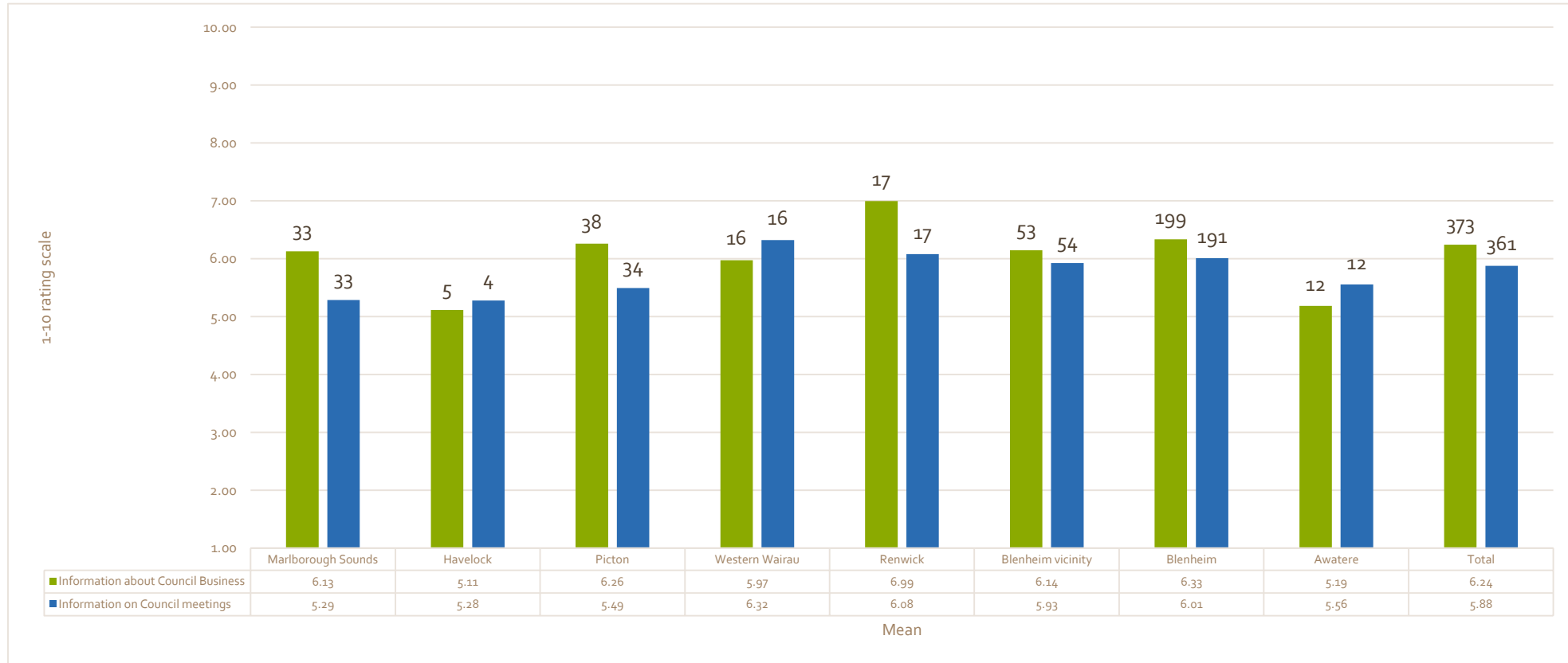
Media and marketing

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Media recall	Local newspapers	82.5%	100.0%	86.5%	95.7%	92.9%	94.4%	89.6%	94.7%	90.2%
	Radio advertisements	0.0%	0.0%	5.8%	8.7%	14.3%	9.7%	19.1%	5.3%	13.7%
	Website	12.5%	16.7%	11.5%	8.7%	7.1%	5.6%	9.0%	0.0%	8.7%
	Mail/Leaflets/Pamphlets	10.0%	0.0%	9.6%	8.7%	3.6%	4.2%	6.0%	0.0%	6.1%
	Other	15.0%	0.0%	7.7%	0.0%	0.0%	1.4%	6.0%	15.8%	5.9%
	Total	120.0%	116.7%	121.2%	121.7%	117.9%	115.3%	129.8%	115.8%	124.7%
Media recall	Local newspapers	33	6	45	22	26	68	268	18	486
	Radio advertisements	0	0	3	2	4	7	57	1	74
	Website	5	1	6	2	2	4	27	0	47
	Mail/Leaflets/Pamphlets	4	0	5	2	1	3	18	0	33
	Other	6	0	4	0	0	1	18	3	32
	Total	40	6	52	23	28	72	299	19	539

Just over two thirds (67.4%) of all residents indicated they could recall Council-related marketing in the past 12 months. The most common source of recall was Local newspapers (90.2%) followed by Radio (13.7%), Website (8.7%) and Mail/Leaflets/Pamphlets (6.1% - down from 10.1% in 2014). These are similar results to 2014, with the main change the drop for Mail/Leaflets/Pamphlets.

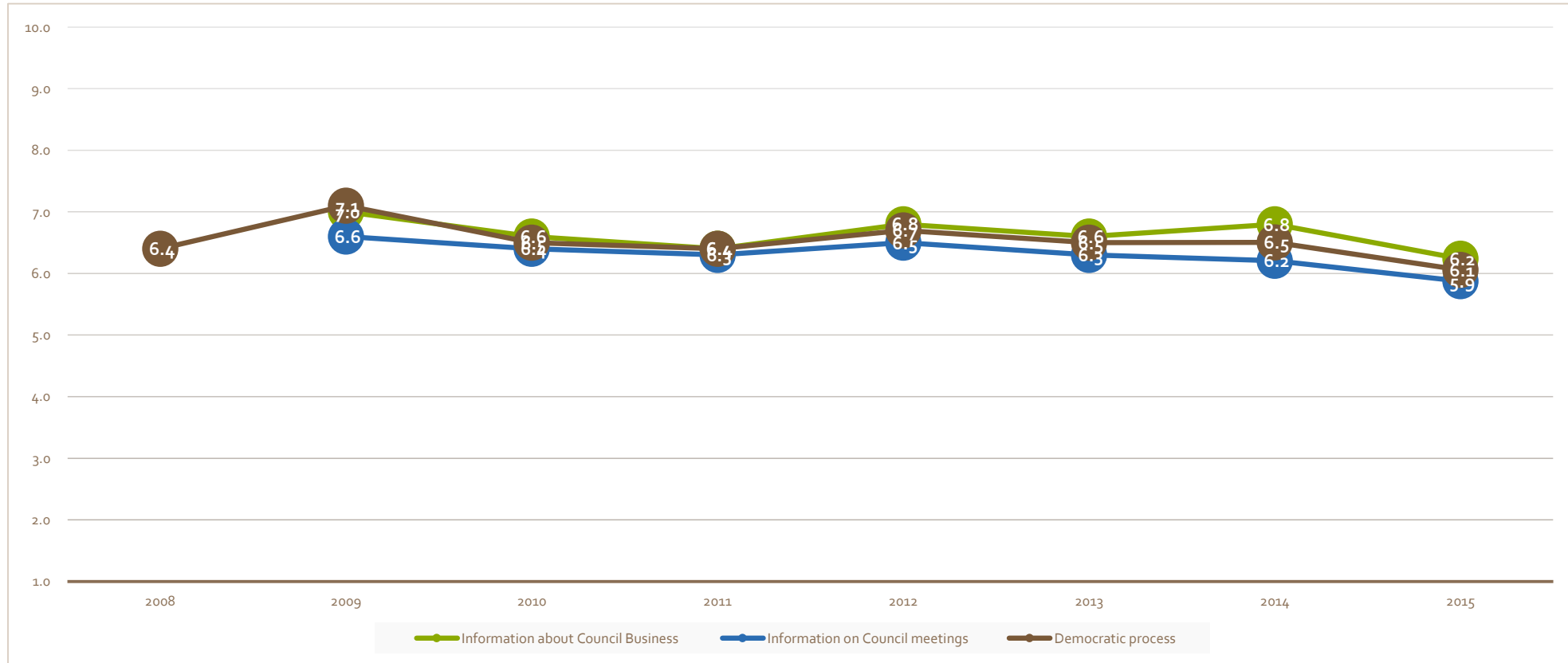
Democratic process

Area	Information about Council Business	Information on Council meetings
Marlborough Sounds	63.6%	48.5%
Havelock	20.0%	25.0%
Picton	55.3%	32.4%
Western Wairau	50.0%	56.3%
Renwick	58.8%	47.1%
Blenheim vicinity	54.7%	46.3%
Blenheim	60.8%	52.9%
Awatere	33.3%	33.3%
Total	57.6%	48.5%



Residents were informed that “The Council encourages residents to participate in the decision-making processes of the Council.” 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.

Democratic process

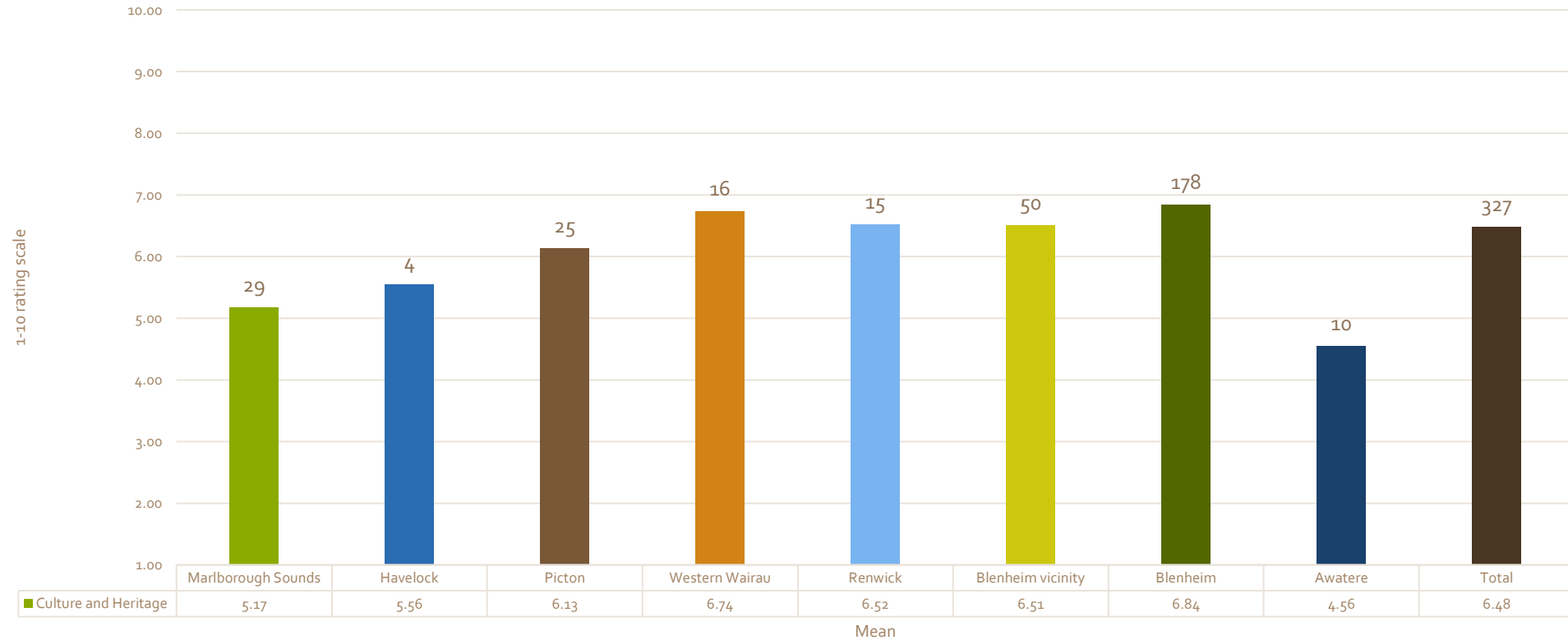


Democratic process had the biggest mismatch between 2014 Priority and 2015 Performance ratings. The charts and tables in this section show residents giving lower ratings in 2015 than in 2014 for parts of the Democratic process. Regarding Information about Council business 57.6% (down from 64.3% in 2014) of residents were satisfied, and for Information on Council meetings, 48.5% (compared with just over 50% in 2014) were satisfied. Many residents gave variations on the theme of a perceived lack of transparency as their reason for a low rating; while fewer gave the reverse justification for a positive rating.



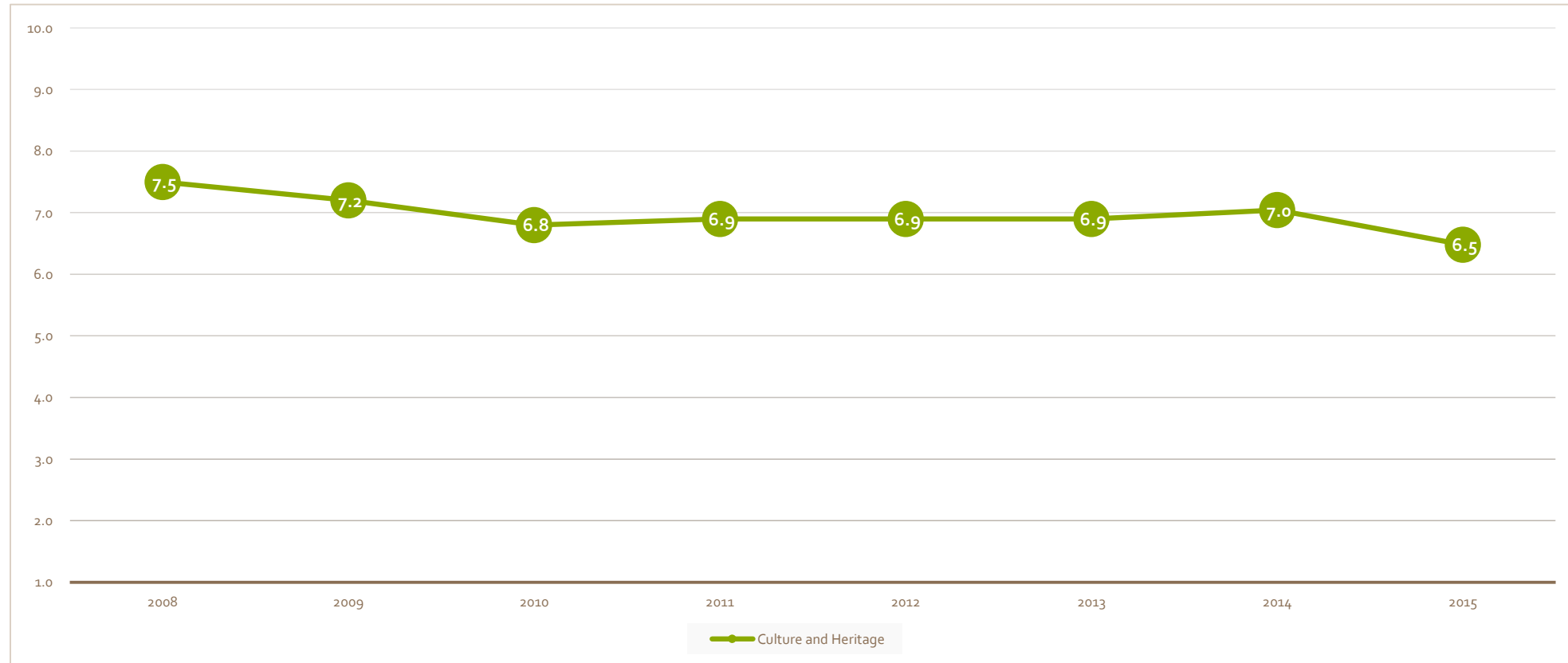
Culture and heritage

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Culture and heritage	Dissatisfied	31.0%	25.0%	28.0%	12.5%	6.7%	14.0%	14.0%	60.0%	17.7%
	Neutral	27.6%	25.0%	20.0%	25.0%	33.3%	28.0%	15.2%	0.0%	19.6%
	Satisfied	41.4%	50.0%	52.0%	62.5%	60.0%	58.0%	70.8%	40.0%	62.7%
Culture and heritage	Dissatisfied	9	1	7	2	1	7	25	6	58
	Neutral	8	1	5	4	5	14	27	0	64
	Satisfied	12	2	13	10	9	29	126	4	205



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?”

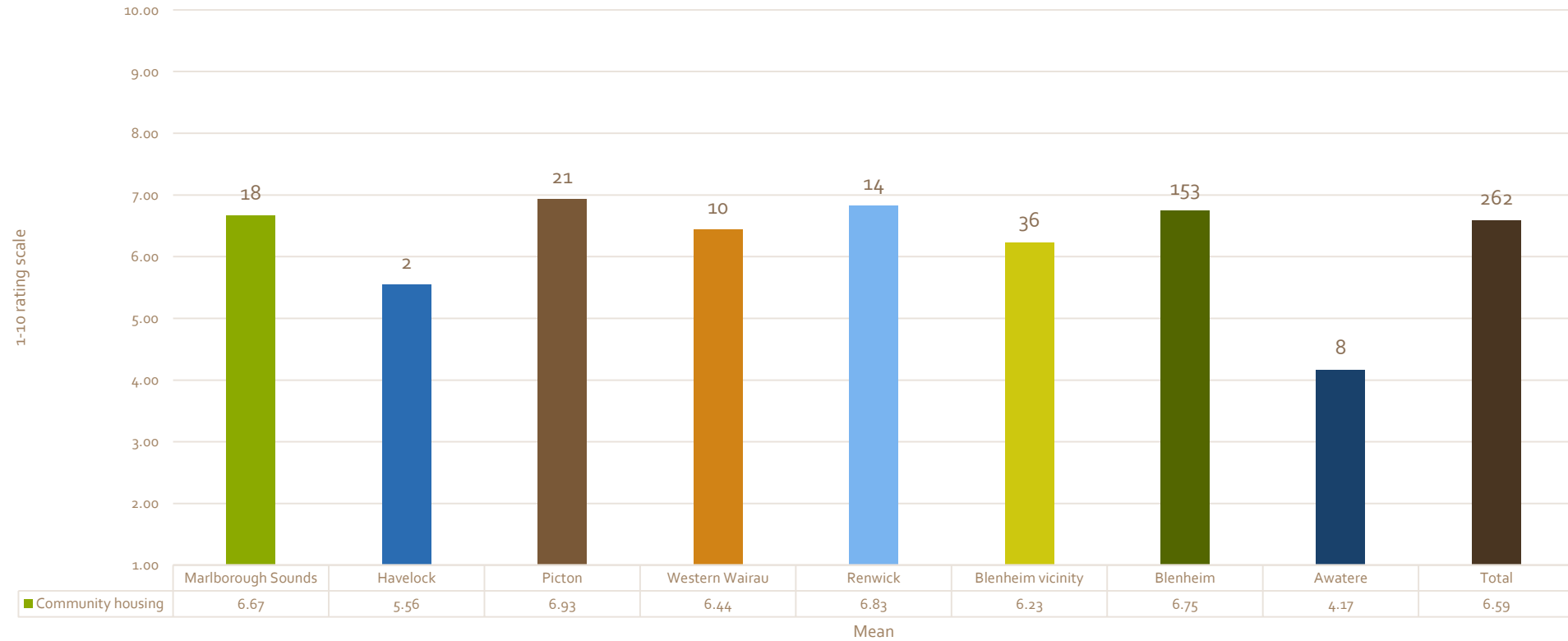
Culture and heritage



Across most areas, there were some visual differences in resident satisfaction with the Council's support of the districts Culture and heritage. Across the district, 62.7% of residents indicated they were satisfied with the Council's performance. The negative comments given by respondents show how difficult this service is to deliver favourably. Culture and heritage appears to be a polarising area with some people suggesting MDC can and ought to do better, others suggest that rates ought not be spent on these services and yet others suggesting a redistribution of funding to different groups than are rewarded at present.

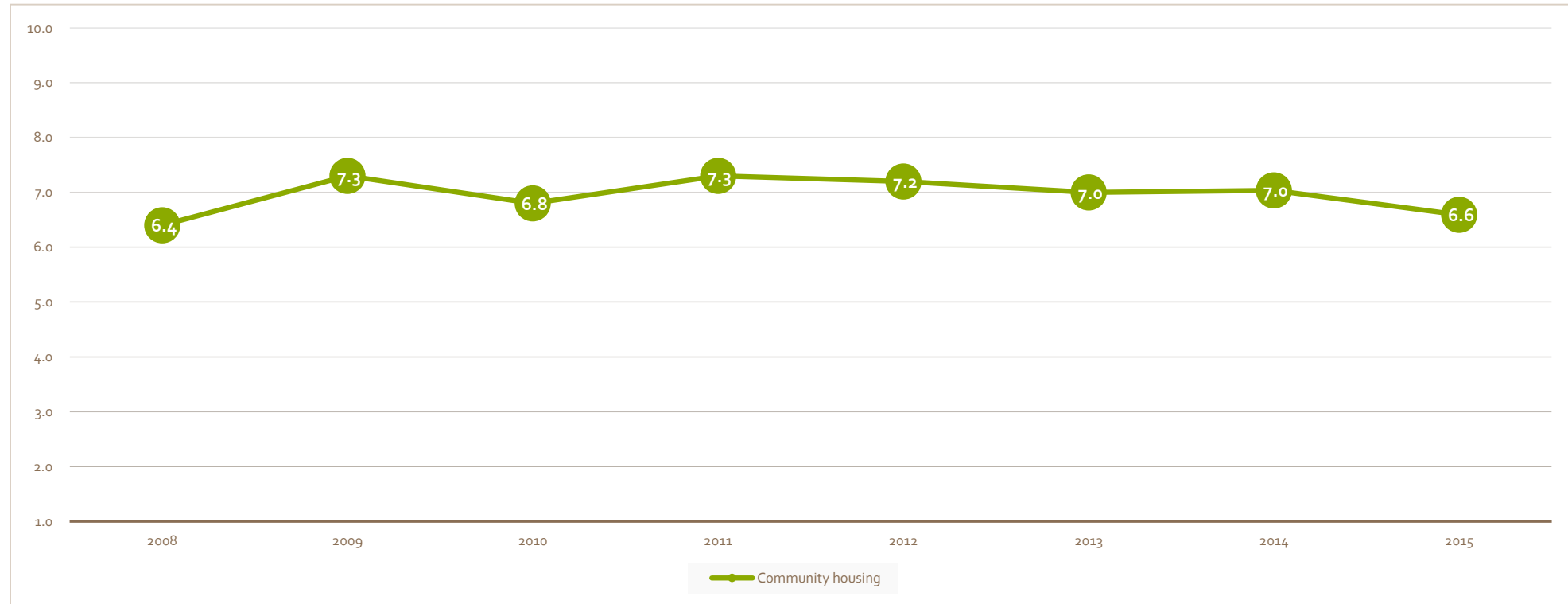
Community housing

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community housing	Dissatisfied	16.7%	50.0%	9.5%	30.0%	7.1%	16.7%	12.4%	50.0%	14.9%
	Neutral	11.1%	0.0%	28.6%	0.0%	28.6%	25.0%	24.2%	50.0%	23.7%
	Satisfied	72.2%	50.0%	61.9%	70.0%	64.3%	58.3%	63.4%	0.0%	61.5%
Community housing	Dissatisfied	3	1	2	3	1	6	19	4	39
	Neutral	2	0	6	0	4	9	37	4	62
	Satisfied	13	1	13	7	9	21	97	0	161



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?”

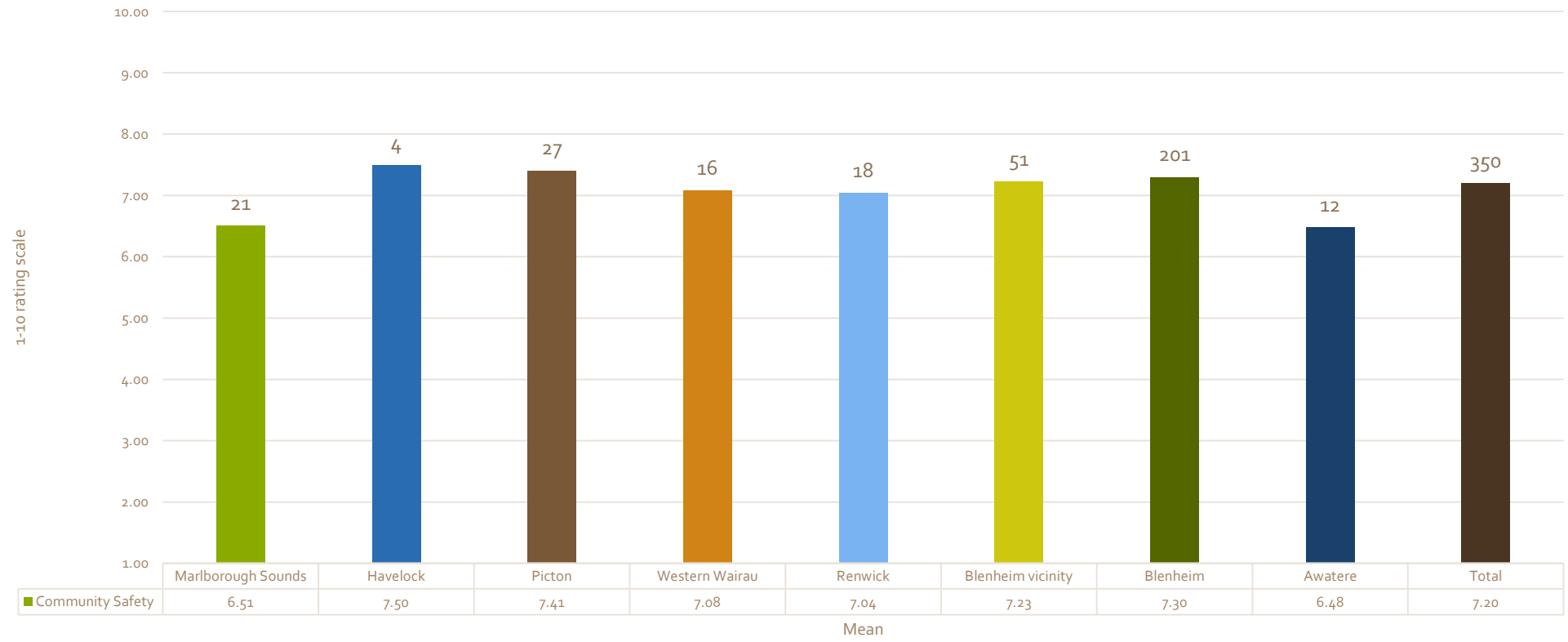
Community housing



Across most areas, there were differences in resident satisfaction with the provision of Community housing. Reasons for low ratings include the need for Council to improve maintenance and not enough Council housing, while positive comments suggested the opposite. While satisfaction percentages varied by area, overall 61.5% of residents were satisfied with MDC's performance in this service, with the 2015 average rating a little down compared to recent years.

Community safety

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community Safety	Dissatisfied	14.3%	0.0%	7.4%	6.3%	11.1%	13.7%	10.0%	16.7%	10.6%
	Neutral	14.3%	25.0%	11.1%	31.3%	16.7%	5.9%	11.9%	25.0%	12.9%
	Satisfied	71.4%	75.0%	81.5%	62.5%	72.2%	80.4%	78.1%	58.3%	76.6%
Community Safety	Dissatisfied	3	0	2	1	2	7	20	2	37
	Neutral	3	1	3	5	3	3	24	3	45
	Satisfied	15	3	22	10	13	41	157	7	268



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 street safety patrols are examples of the services provided.” 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?”



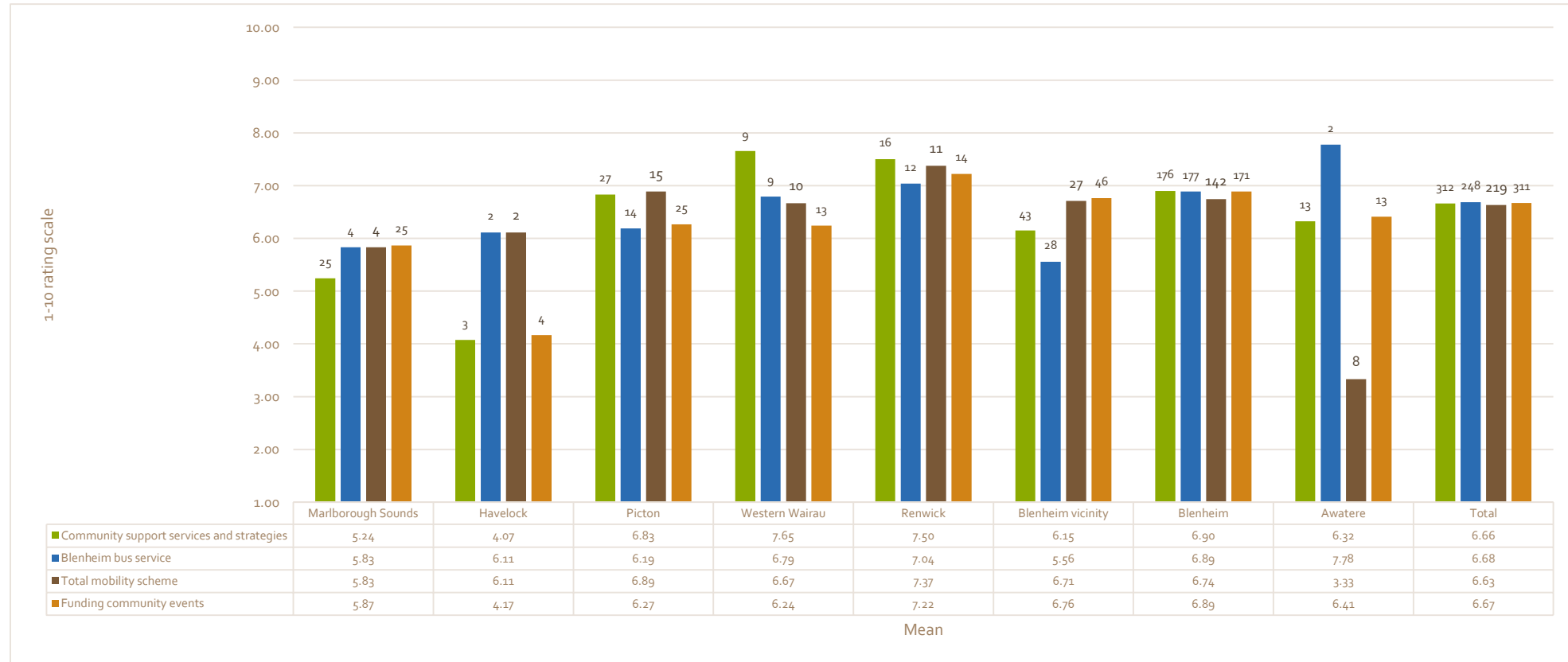
Community safety



Community safety was ranked the third highest priority in 2014; in 2015 There were many positive comments supporting high ratings, such as Doing good job with security and the cameras, simply doing a good job and feel safe. Comments suggestive of low ratings included not safe to walk in Blenheim streets at night and needs more policing. Overall 76.6% (down a little from 2014) of residents were satisfied with the Council's performance in this area. The 2015 overall average rating of 7.2 was similar to levels in the recent past.

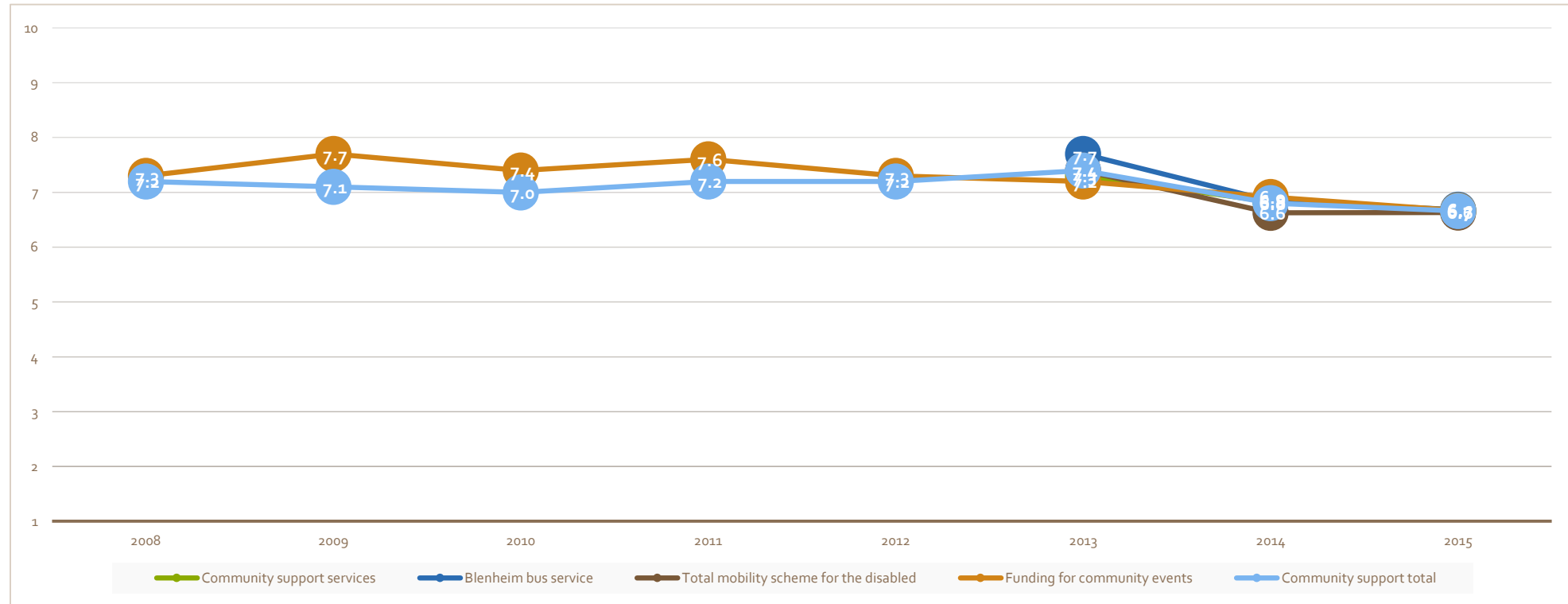
Community support

Area	Community support services	Blenheim bus service	Total mobility scheme	Funding community events
Marlborough Sounds	44.0%	50.0%	50.0%	60.0%
Havelock	0.0%	50.0%	50.0%	25.0%
Picton	70.4%	35.7%	66.7%	60.0%
Western Wairau	77.8%	88.9%	70.0%	61.5%
Renwick	81.3%	58.3%	63.6%	64.3%
Blenheim vicinity	58.1%	39.3%	77.8%	73.9%
Blenheim	74.4%	72.3%	71.8%	78.4%
Awatere	69.2%	100.0%	25.0%	61.5%
Total	68.9%	66.1%	69.4%	72.0%



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

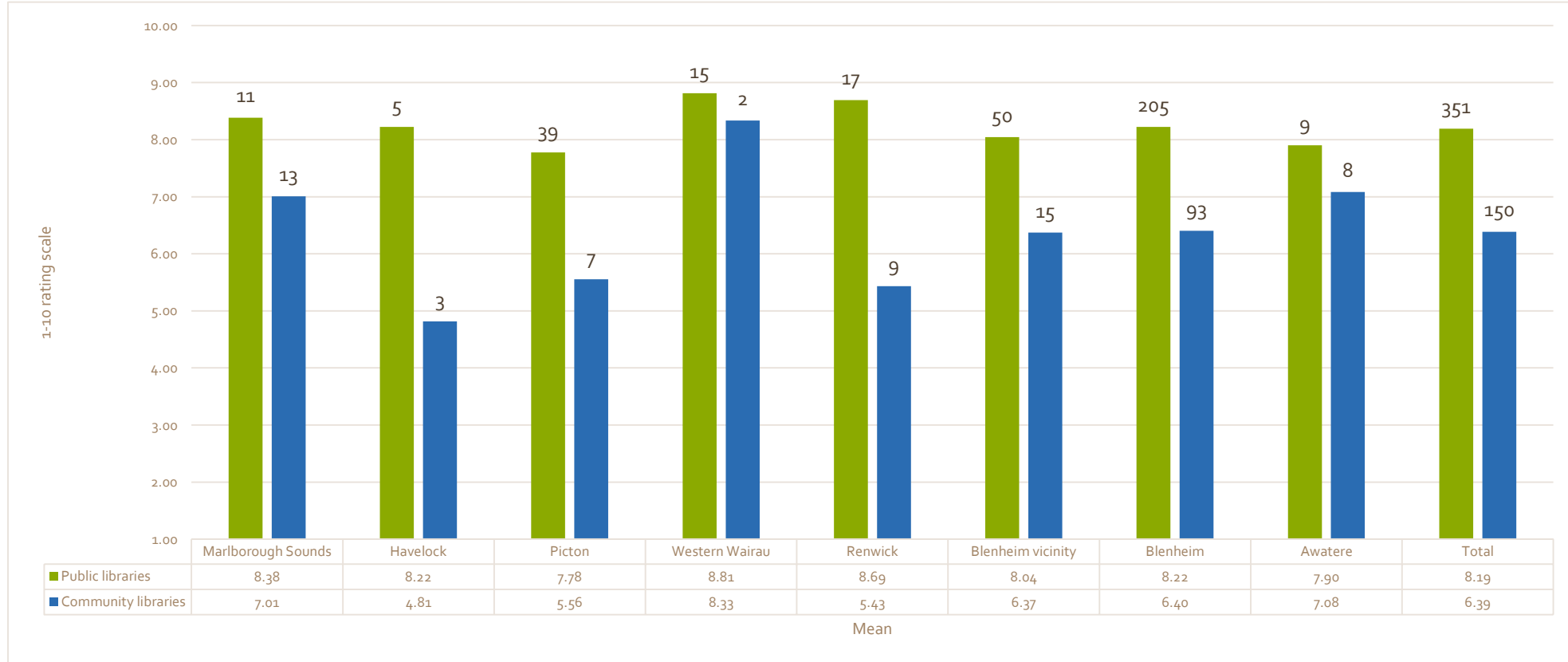
Community support



Satisfaction ratings varied across services and areas, although the lowest percentages were from areas with small numbers. Satisfaction for all services was around 70% (Community support services was 68.9%, Blenheim bus service 66.1%, Total mobility scheme 69.4% and Funding community events 72%). All these areas were up a little from the 2014 percentages. (Note: bus service only provided in Blenheim).

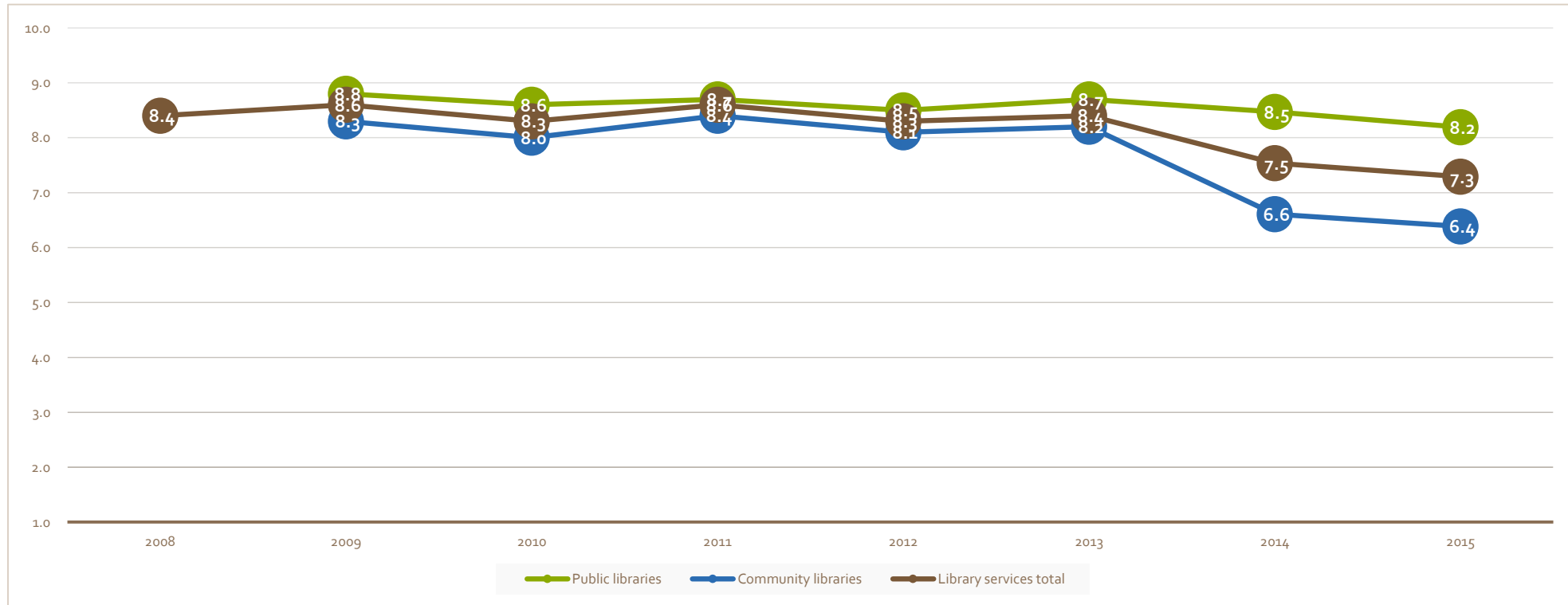
Library services

Area	Public libraries	Community libraries
Marlborough Sounds	90.9%	84.6%
Havelock	80.0%	33.3%
Picton	76.9%	14.3%
Western Wairau	100.0%	100.0%
Renwick	100.0%	33.3%
Blenheim vicinity	84.0%	53.3%
Blenheim	91.2%	62.4%
Awatere	77.8%	87.5%
Total	88.9%	60.7%



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.

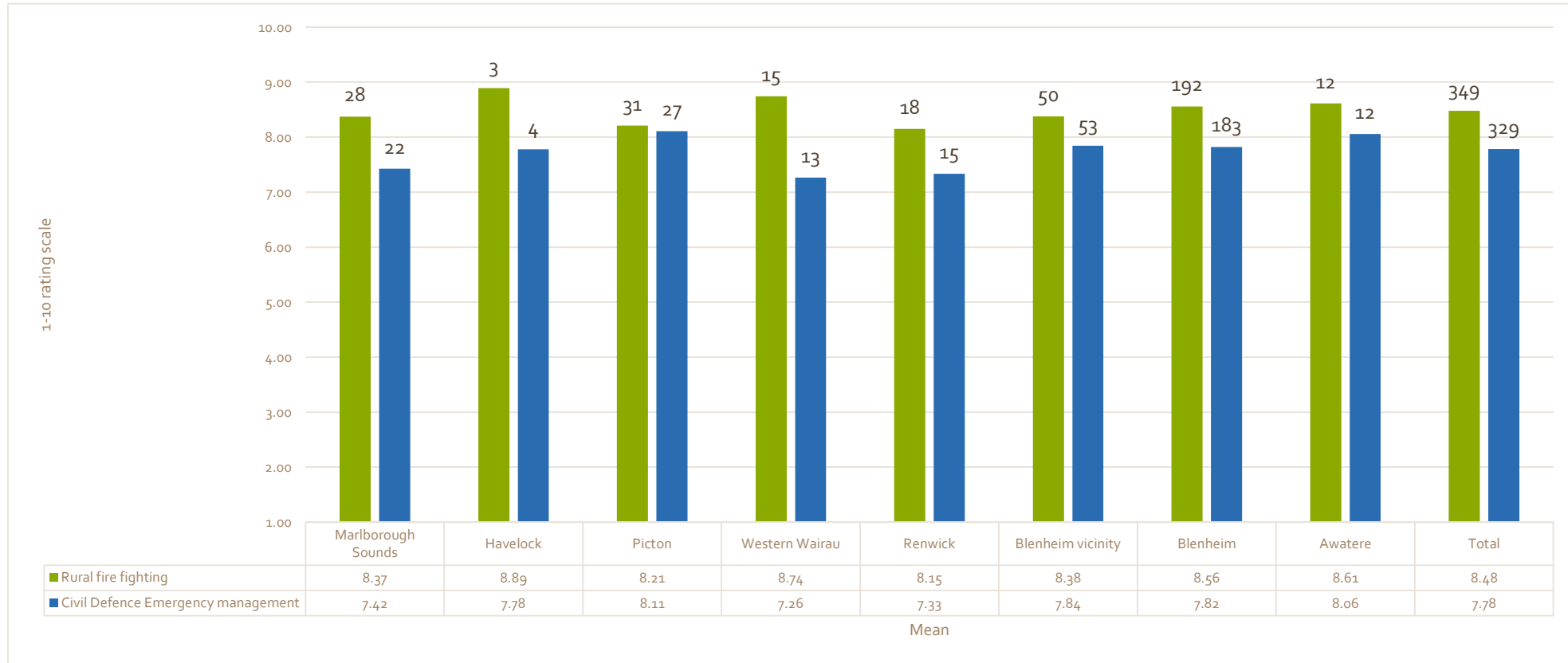
Library services



Public libraries achieved one of the highest individual service ratings in 2015 (second highest at 8.2, down a little from 8.47 in 2014 and just behind Rural fire fighting). The consistently positive comments about the Public libraries service, show a high level of resident satisfaction. In comparison resident satisfaction with Community libraries has dropped in the last 2 surveys (note two consecutive changes in question phrasing). Almost 89% of residents across the district were satisfied with the Council’s Public libraries service with just over 60% (up 10% from 2014) satisfied with Community libraries. (Note: full library services only in Blenheim and Picton, remainder of district serviced by community libraries).

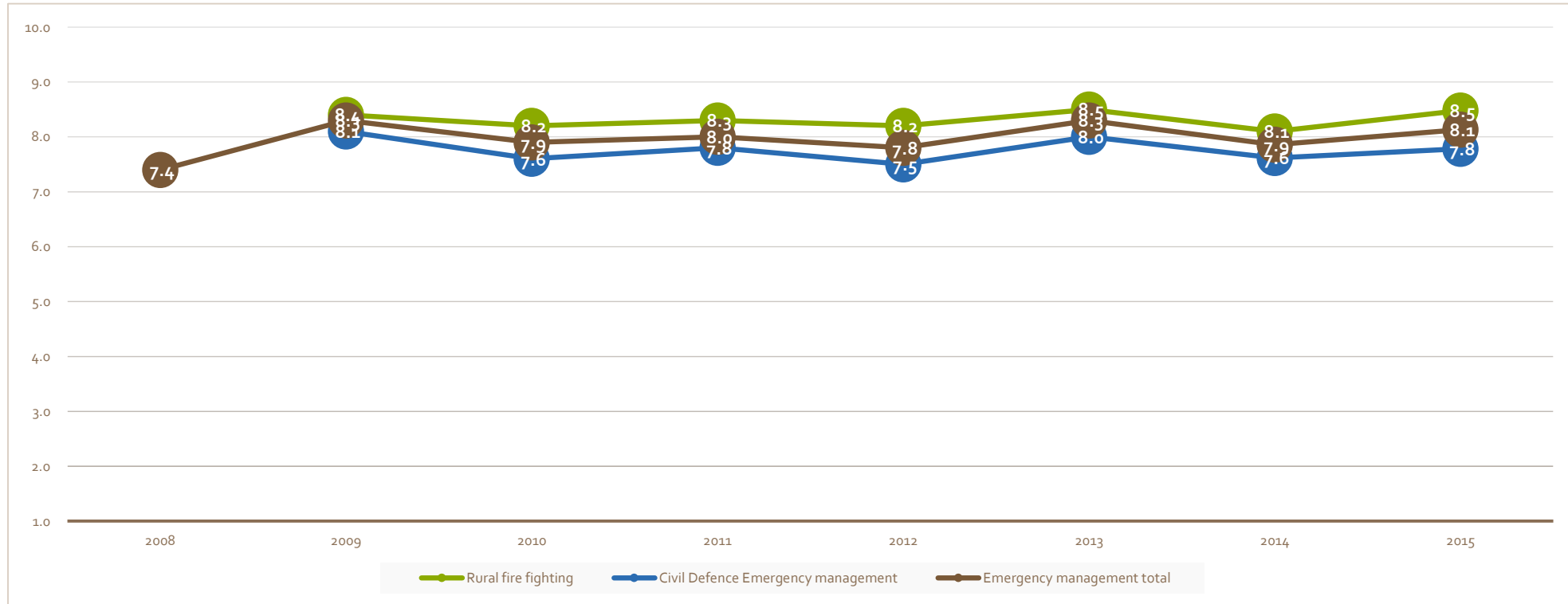
Emergency management

Area	Rural fire fighting	Civil Defence Emergency management
Marlborough Sounds	92.9%	86.4%
Havelock	100.0%	100.0%
Picton	90.3%	88.9%
Western Wairau	93.3%	84.6%
Renwick	83.3%	73.3%
Blenheim vicinity	94.0%	90.6%
Blenheim	95.8%	87.4%
Awatere	91.7%	91.7%
Total	94.0%	87.5%



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.

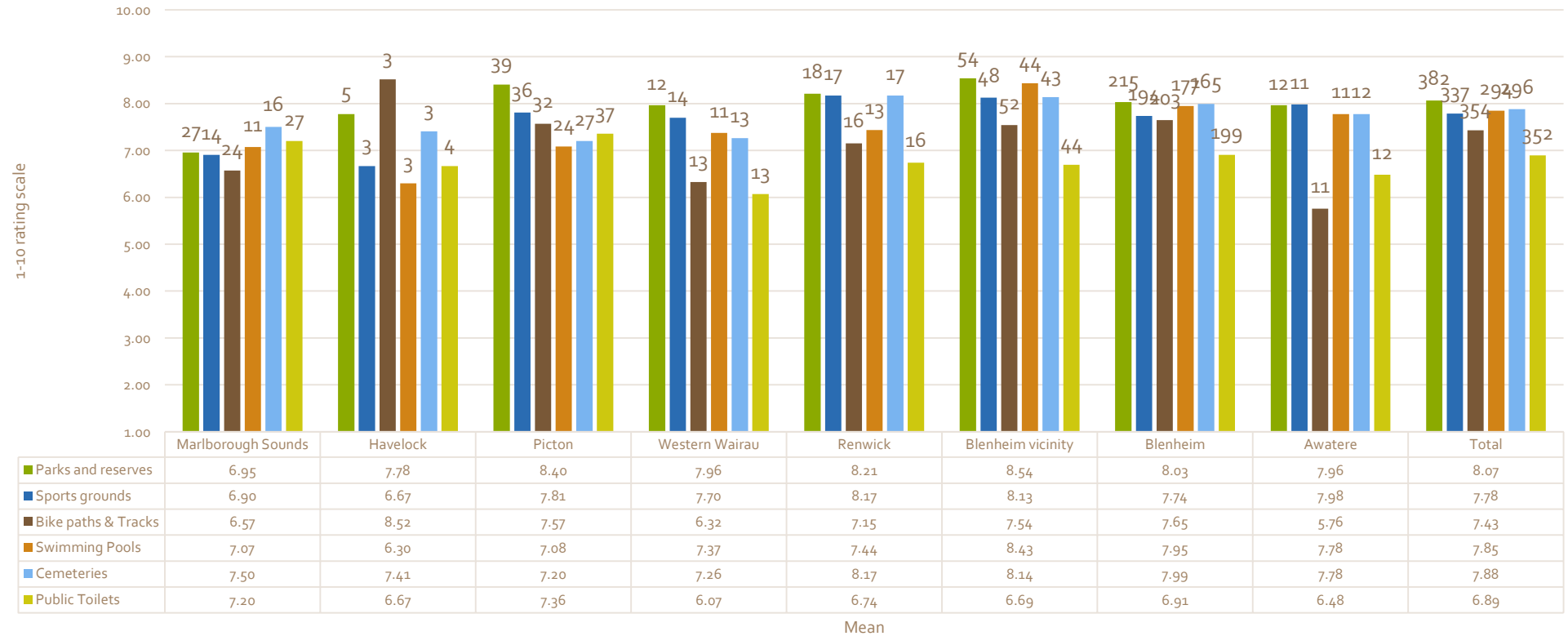
Emergency management



In 2014, Emergency management had the second highest priority rating, but improved to highest group performance rating (8.1). In particular, Rural firefighting achieved the highest individual performance rating in 2015 (up to 8.5 from 8.1 in 2014). There were very few negative comments for either Rural fire fighting or Civil Defence emergency management. Reasons for high ratings included good service, good firemen/well trained, quick response and do a good job. Overall performance satisfaction percentages were 87.5% (80.1% in 2014) for Civil defence and 94% (up from 86.1% last year) for Rural firefighting. (Note: services provided to all areas, but based in Blenheim).

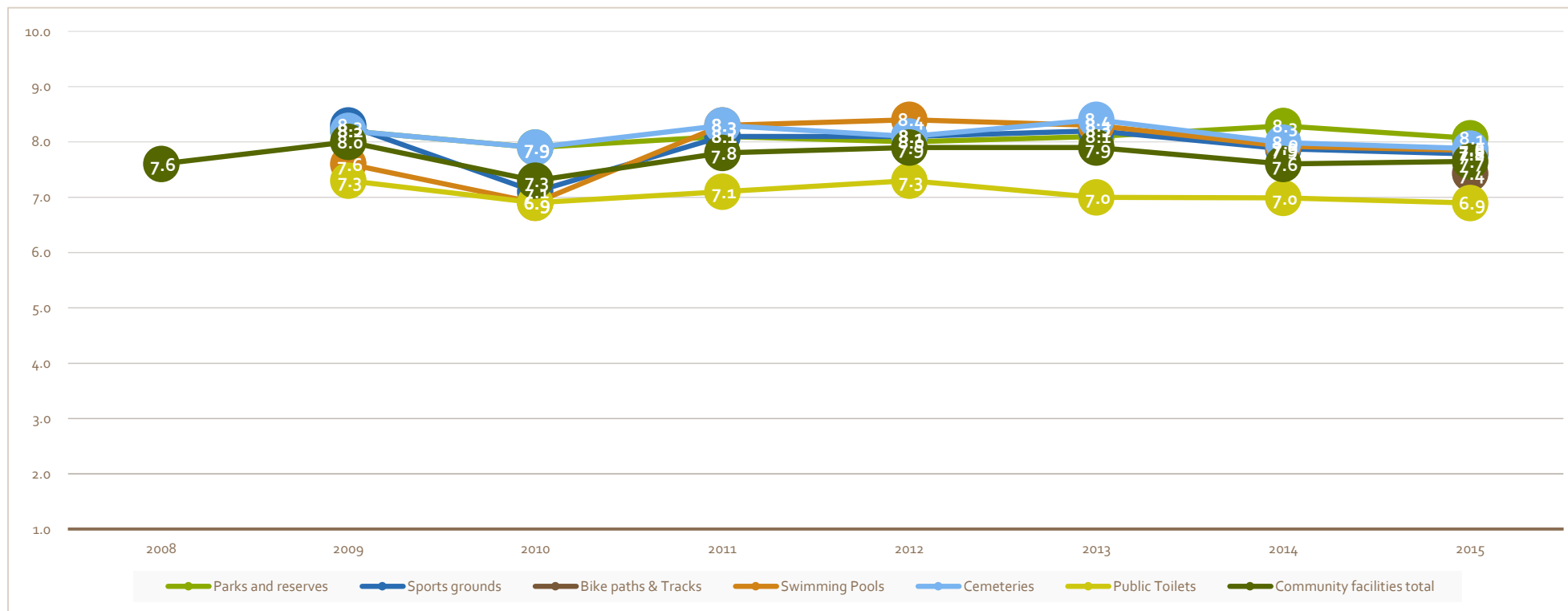
Community facilities

Area	Parks and reserves	Sports grounds	Bike Paths & tracks	Swimming Pools	Cemeteries	Public toilets
Marlborough Sounds	66.7%	78.6%	62.5%	90.9%	87.5%	85.2%
Havelock	80.0%	66.7%	66.7%	33.3%	66.7%	50.0%
Picton	97.4%	91.7%	87.5%	66.7%	74.1%	73.0%
Western Wairau	91.7%	85.7%	53.8%	81.8%	92.3%	61.5%
Renwick	94.4%	94.1%	68.8%	76.9%	94.1%	75.0%
Blenheim vicinity	94.4%	95.8%	90.4%	95.5%	95.3%	65.9%
Blenheim	85.1%	85.6%	87.7%	86.4%	89.1%	74.4%
Awatere	83.3%	81.8%	45.5%	81.8%	91.7%	58.3%
Total	86.9%	87.5%	82.8%	85.0%	88.9%	72.7%



Residents were informed that “The Council administers 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 performs in providing these six 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.

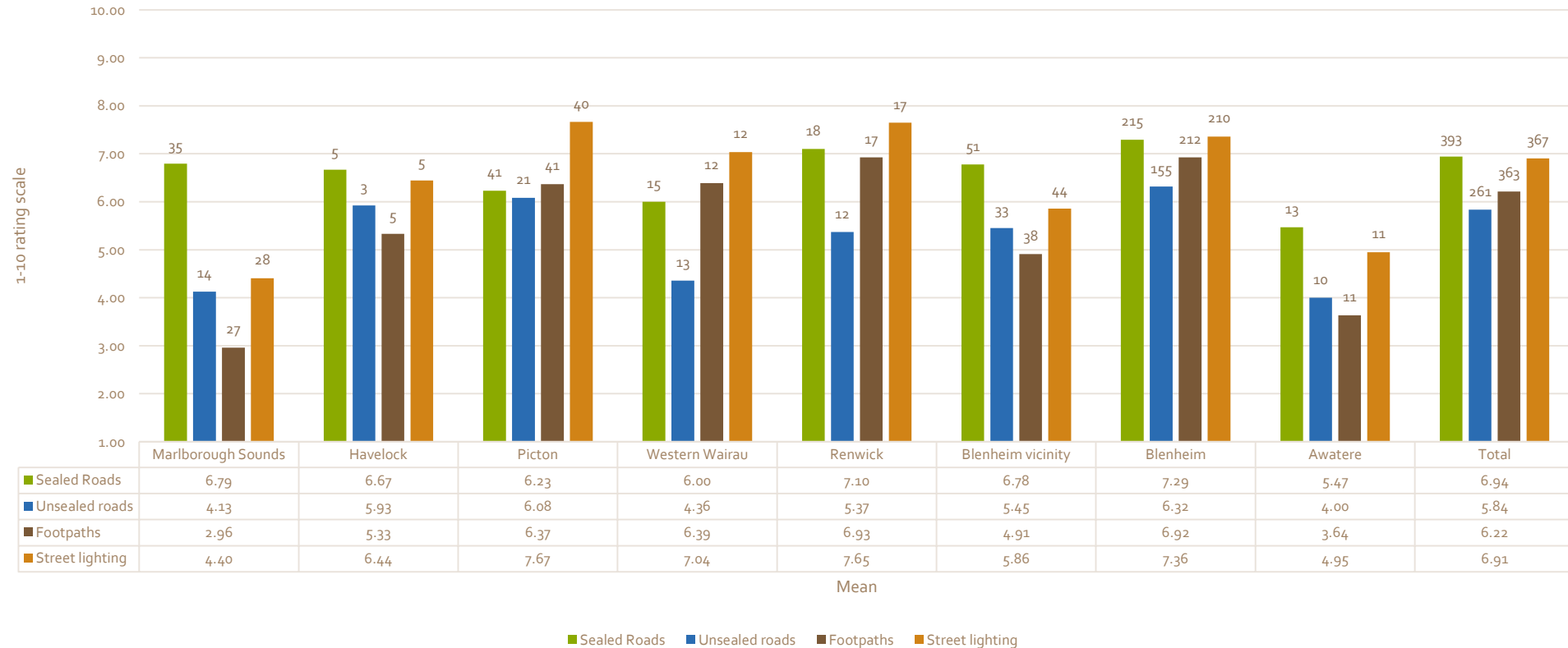
Community facilities



In 2015 as in 2014, Parks and reserves achieved a very high individual performance rating (8.1, down a little from 8.3 in 2014). The six facilities all recorded positive satisfaction rating percentages with Parks and reserves (86.9%), Sports grounds (87.5%), Bike paths & Tracks (82.8%), Swimming Pools (85.0%) and Cemeteries (88.9%) and Public toilets in its traditional 6th place on this list (at 72.7% still a creditable satisfaction level). Reasons for positive and negative ratings varied across services. Across most community facility provisions, 2015 average performance ratings were maintained at previous levels.

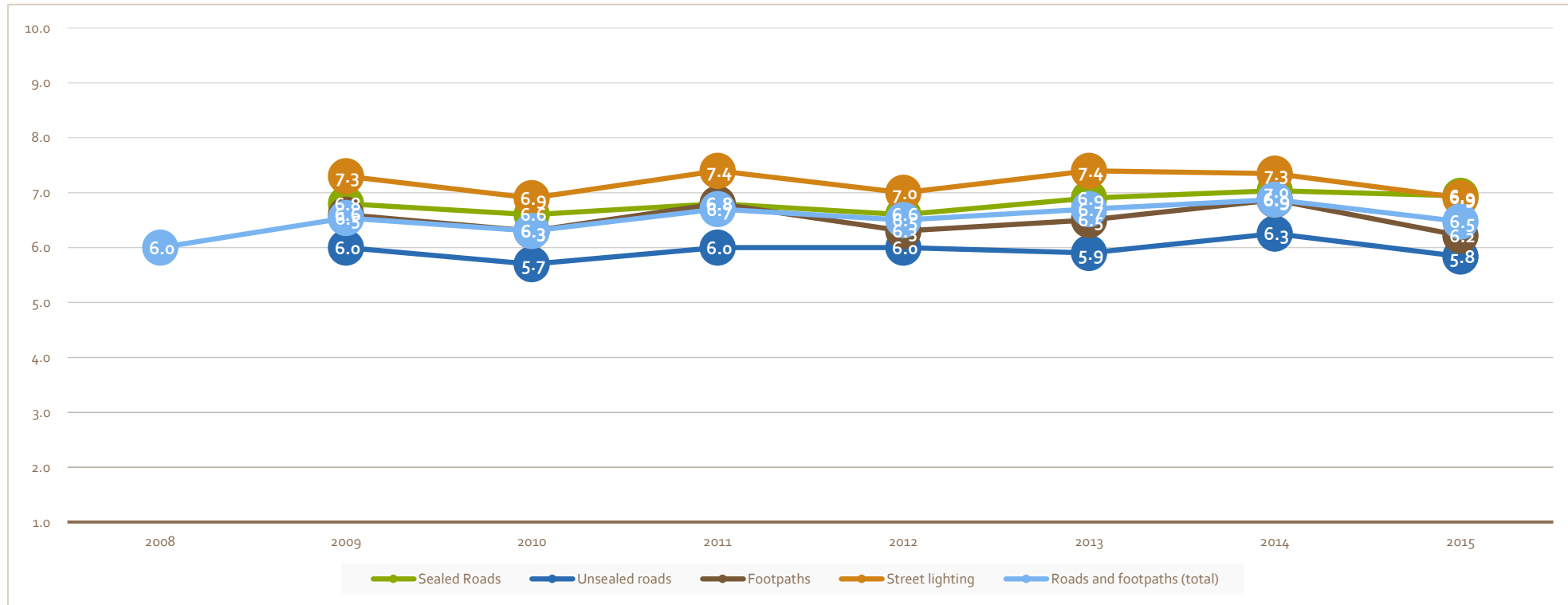
Roads and footpaths

Area	Sealed Roads	Unsealed roads	Footpaths	Street lighting
Marlborough Sounds	60.0%	33.3%	40.0%	60.0%
Havelock	46.2%	20.0%	18.2%	36.4%
Picton	53.3%	38.5%	75.0%	75.0%
Western Wairau	77.8%	33.3%	76.5%	88.2%
Renwick	62.9%	28.6%	18.5%	39.3%
Blenheim vicinity	65.9%	47.6%	58.5%	82.5%
Blenheim	64.7%	33.3%	47.4%	59.1%
Awatere	78.6%	62.6%	69.3%	80.5%
Total	71.8%	51.3%	60.6%	73.6%



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.

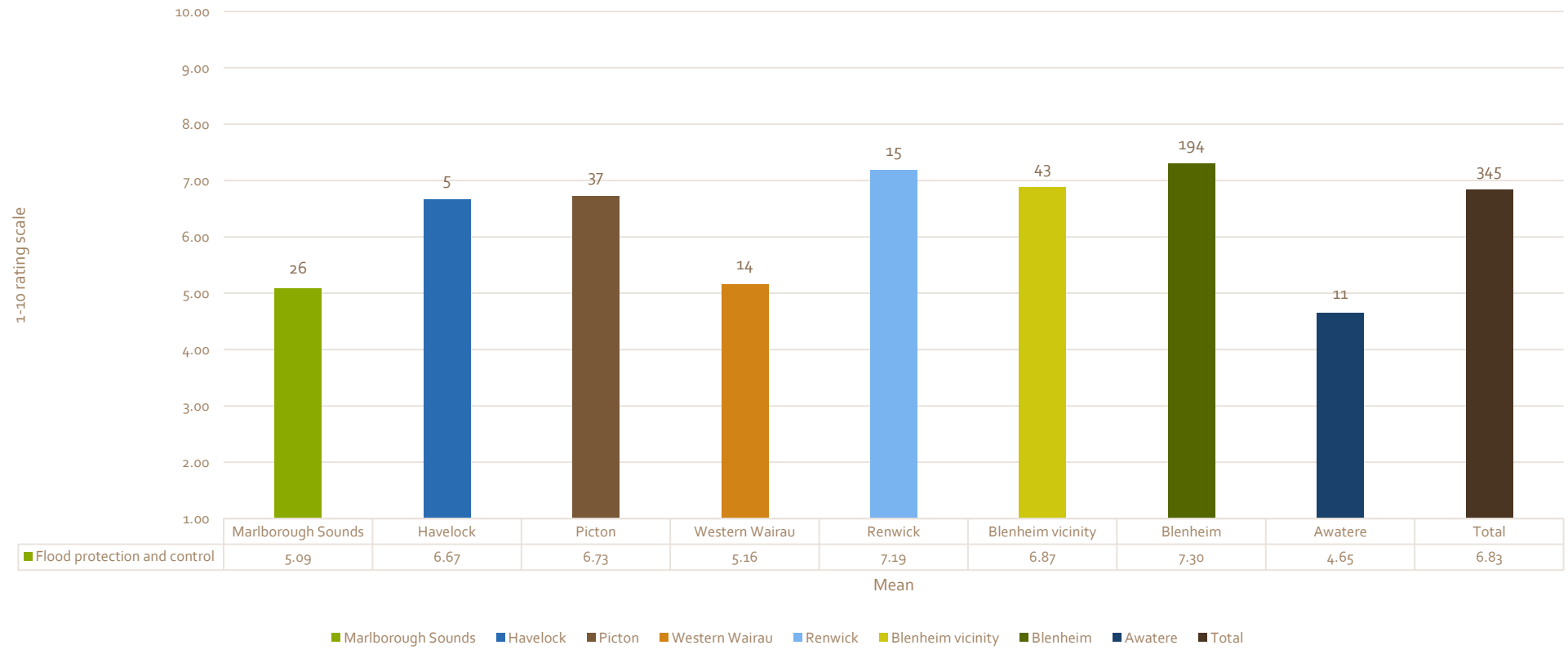
Roads and footpaths



Regarding Roads and Footpaths, in most instances, the provision of Street lighting and/or Sealed roads gained the highest satisfaction ratings across the district (73.6% and 71.8% respectively). Footpaths at 60.6% was down a little from 67% in 2014. Unsealed roads at 51.3% had a similar rating to 2014. Satisfaction ratings for all areas of this service were down a little on the 2014 levels, but not significantly so. Over time overall satisfaction with Road and footpaths is increasing slightly. (Note: does NOT apply to State Highways. Unsealed roads located mainly in Awatere, Marlborough Sounds and some in Western Wairau).

Flood protection and control

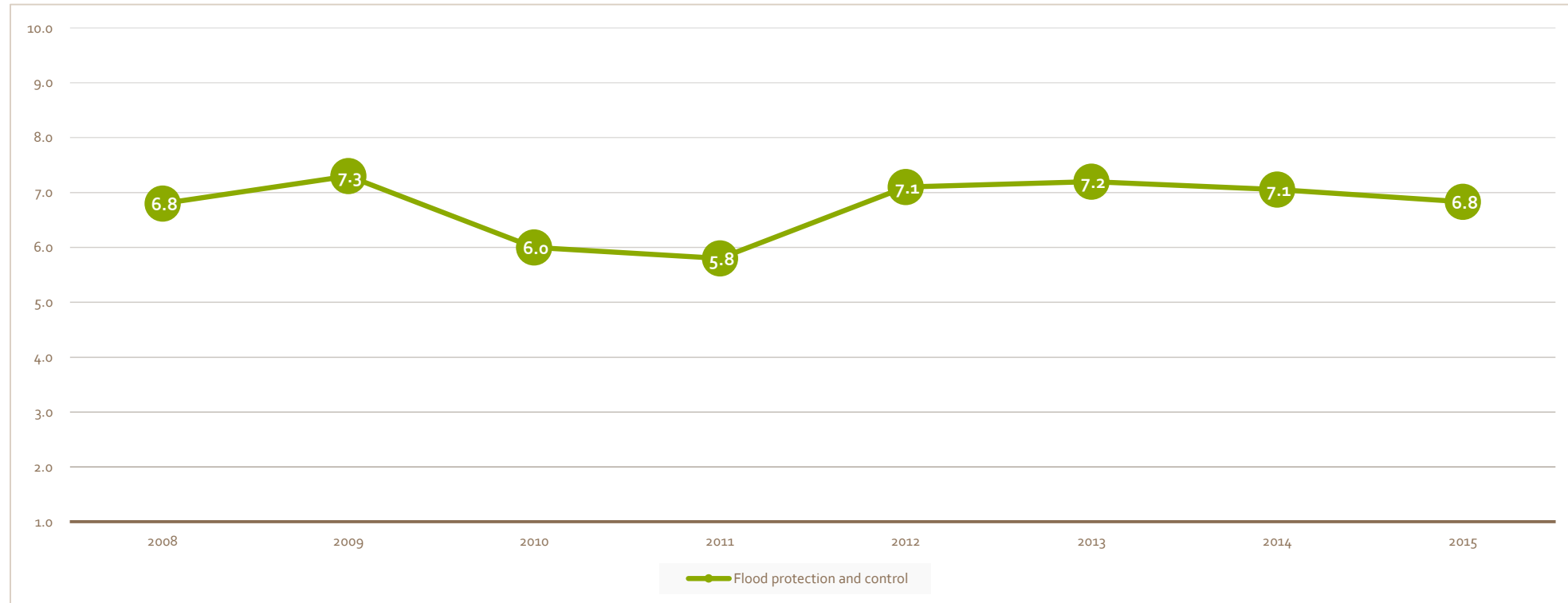
		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
<i>Flood protection and control</i>	Dissatisfied	42.3%	20.0%	16.2%	35.7%	20.0%	18.6%	10.3%	63.6%	17.7%
	Neutral	19.2%	20.0%	21.6%	28.6%	6.7%	7.0%	11.9%	9.1%	13.3%
	Satisfied	38.5%	60.0%	62.2%	35.7%	73.3%	74.4%	77.8%	27.3%	69.0%
<i>Flood protection and control</i>	Dissatisfied	11	1	6	5	3	8	20	7	61
	Neutral	5	1	8	4	1	3	23	1	46
	Satisfied	10	3	23	5	11	32	151	3	238



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?”



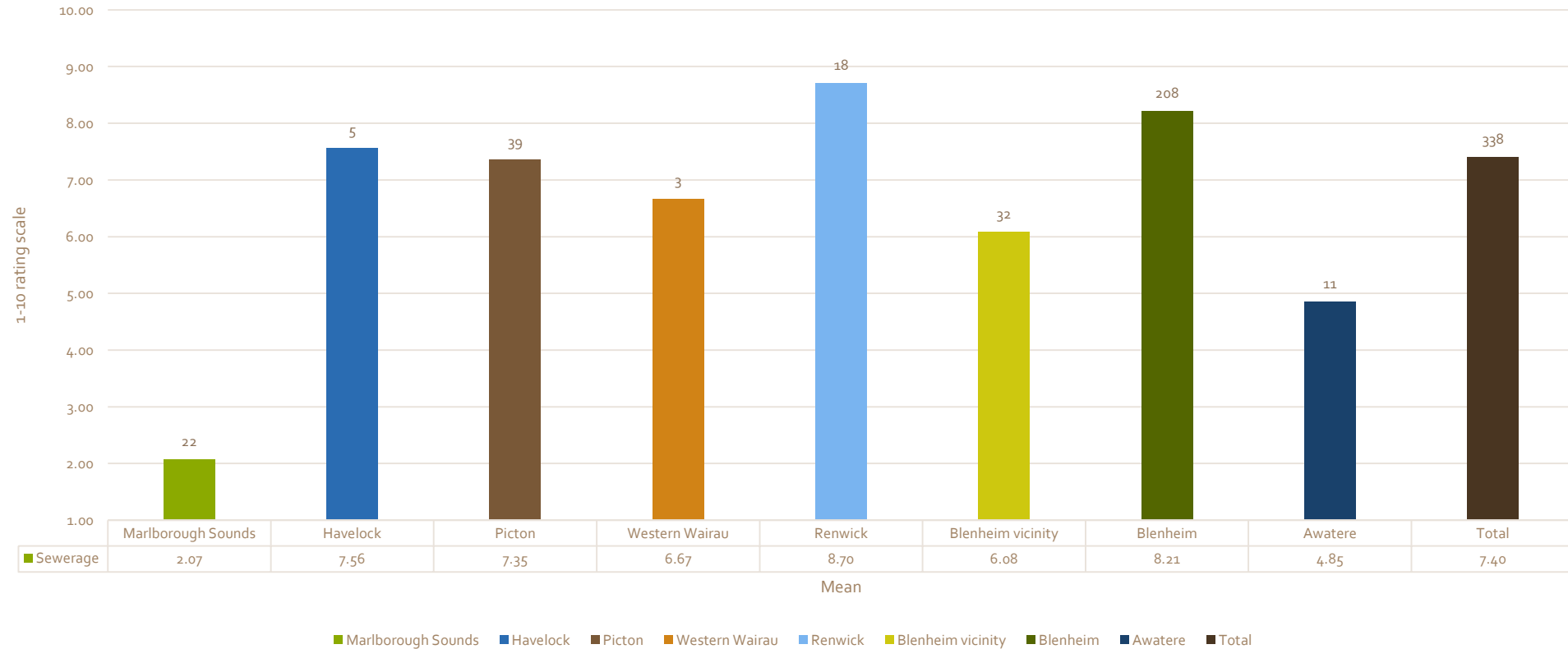
Flood protection and control



Across most areas, there were statistically significant 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. 69% of all residents (70.3% in 2014) indicated they were satisfied to some degree. However smaller communities outside Blenheim were mixed in their levels of performance satisfaction. From a trend perspective 2015 levels were not dissimilar to the previous two years. There was some concern that there was “not enough maintenance”. (Note: applies mostly to Blenheim, Blenheim vicinity and Renwick with some service provided in Picton).

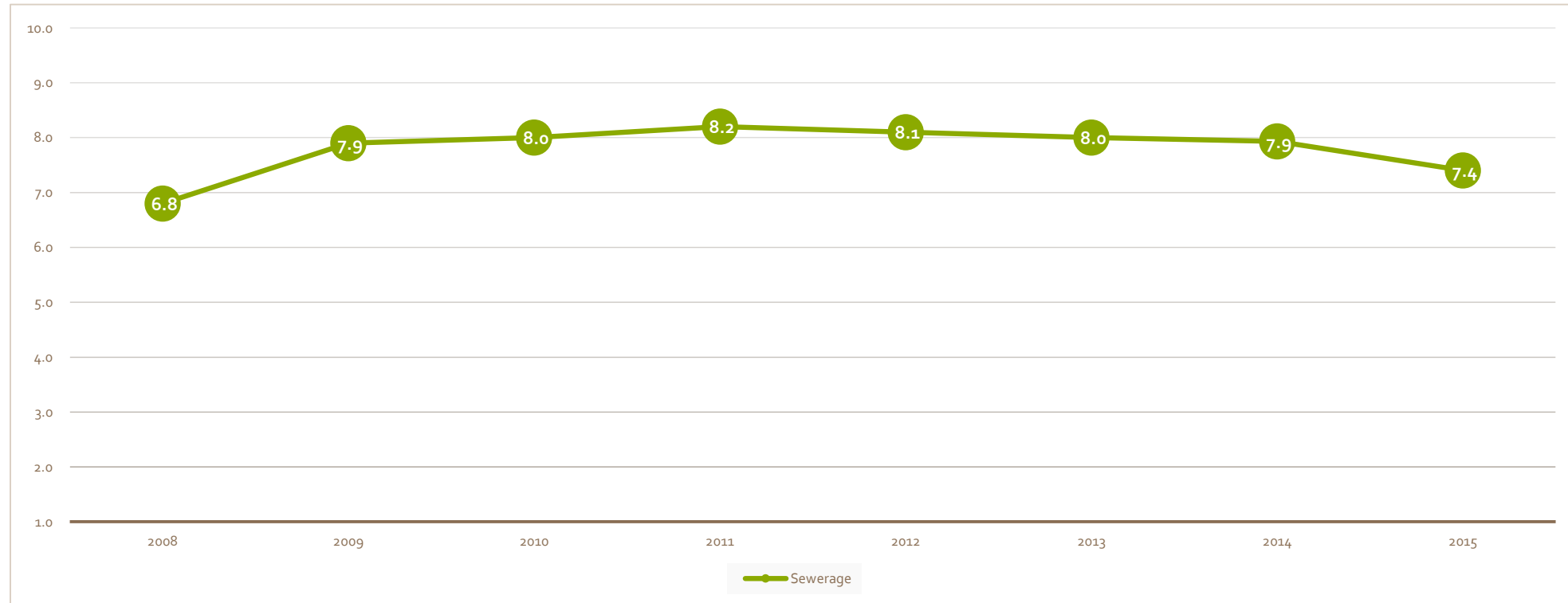
Sewerage

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Sewerage	Dissatisfied	86.4%	0.0%	2.6%	0.0%	0.0%	28.1%	1.0%	36.4%	10.4%
	Neutral	0.0%	20.0%	25.6%	33.3%	11.1%	9.4%	6.3%	9.1%	9.2%
	Satisfied	13.6%	80.0%	71.8%	66.7%	88.9%	62.5%	92.8%	54.5%	80.5%
Sewerage	Dissatisfied	19	0	1	0	0	9	2	4	35
	Neutral	0	1	10	1	2	3	13	1	31
	Satisfied	3	4	28	2	16	20	193	6	272



Residents were informed that “The Council operates sewerage schemes in Blenheim, Renwick, Picton, Seddon, Havelock, Spring Creek, 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?”

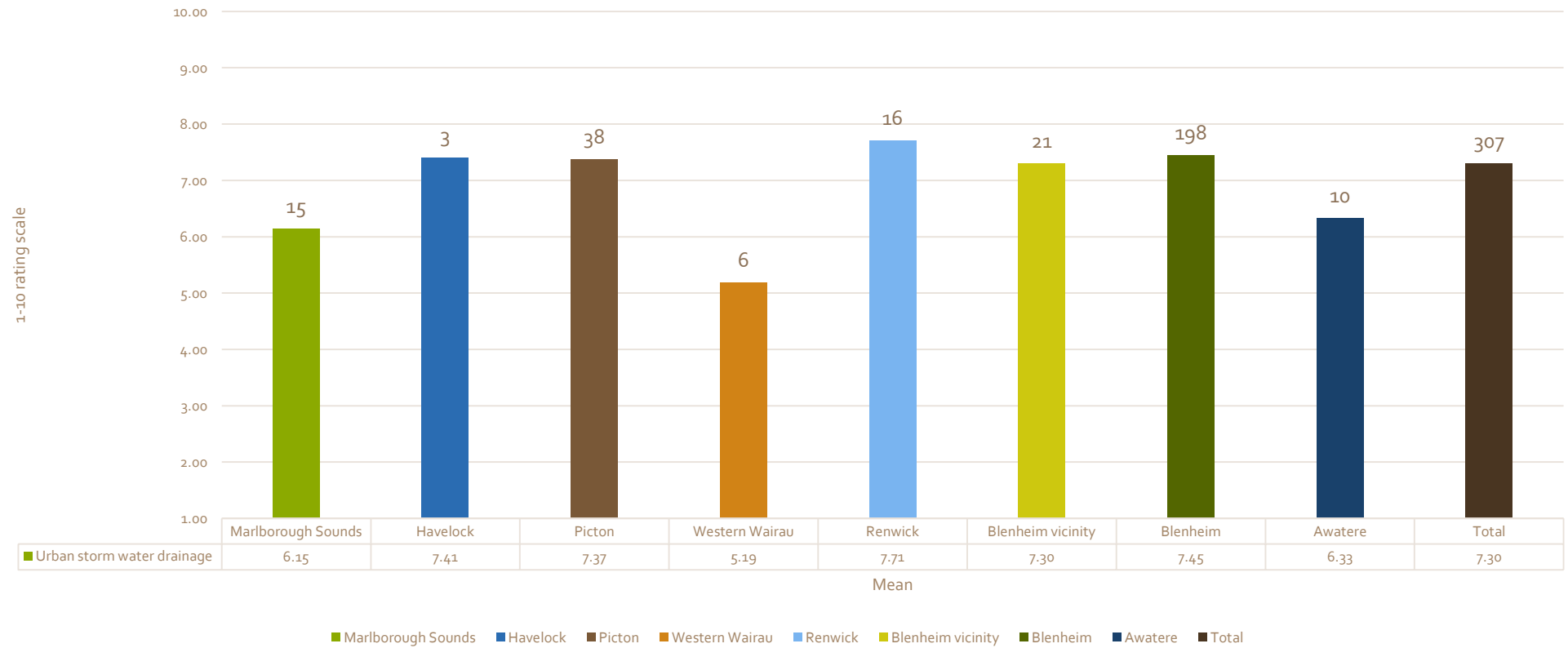
Sewerage



Although Sewerage achieved the highest group performance rating in 2014 (7.93) this reduced to 7.40 in 2015. There were statistically significant differences in resident satisfaction with sewerage in many areas, possibly indicating a degree of variation in the provision and quality of this deliverable across the district. On the positive side there were 127 No problems/ functions well responses! Other positives included No pungent smells and No overflow/ leakage. As in 2014 larger communities were more satisfied and provided higher performance ratings. All models investigated suggest that the average satisfaction rating for Sewerage in 2015 is down a little from previous years. Whether this is part of a trend or not is unclear at present. Note that Sewerage was rated 4th in both 2014 Priority and 2015 Performance.

Urban storm water drainage

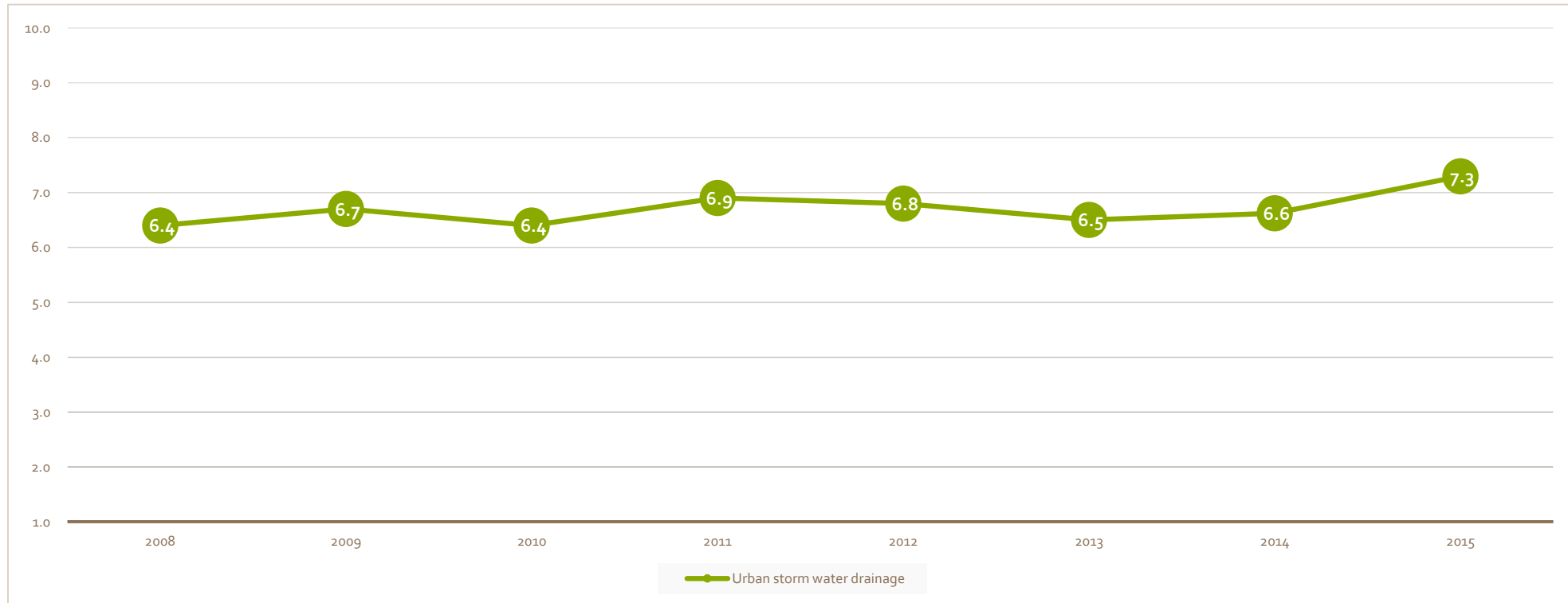
		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Urban storm water drainage	Dissatisfied	20.0%	0.0%	21.1%	16.7%	0.0%	9.5%	11.1%	30.0%	12.7%
	Neutral	20.0%	33.3%	2.6%	66.7%	12.5%	14.3%	9.6%	0.0%	10.7%
	Satisfied	60.0%	66.7%	76.3%	16.7%	87.5%	76.2%	79.3%	70.0%	76.5%
Urban storm water drainage	Dissatisfied	3	0	8	1	0	2	22	3	39
	Neutral	3	1	1	4	2	3	19	0	33
	Satisfied	9	2	29	1	14	16	157	7	235



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?”



Urban storm water drainage

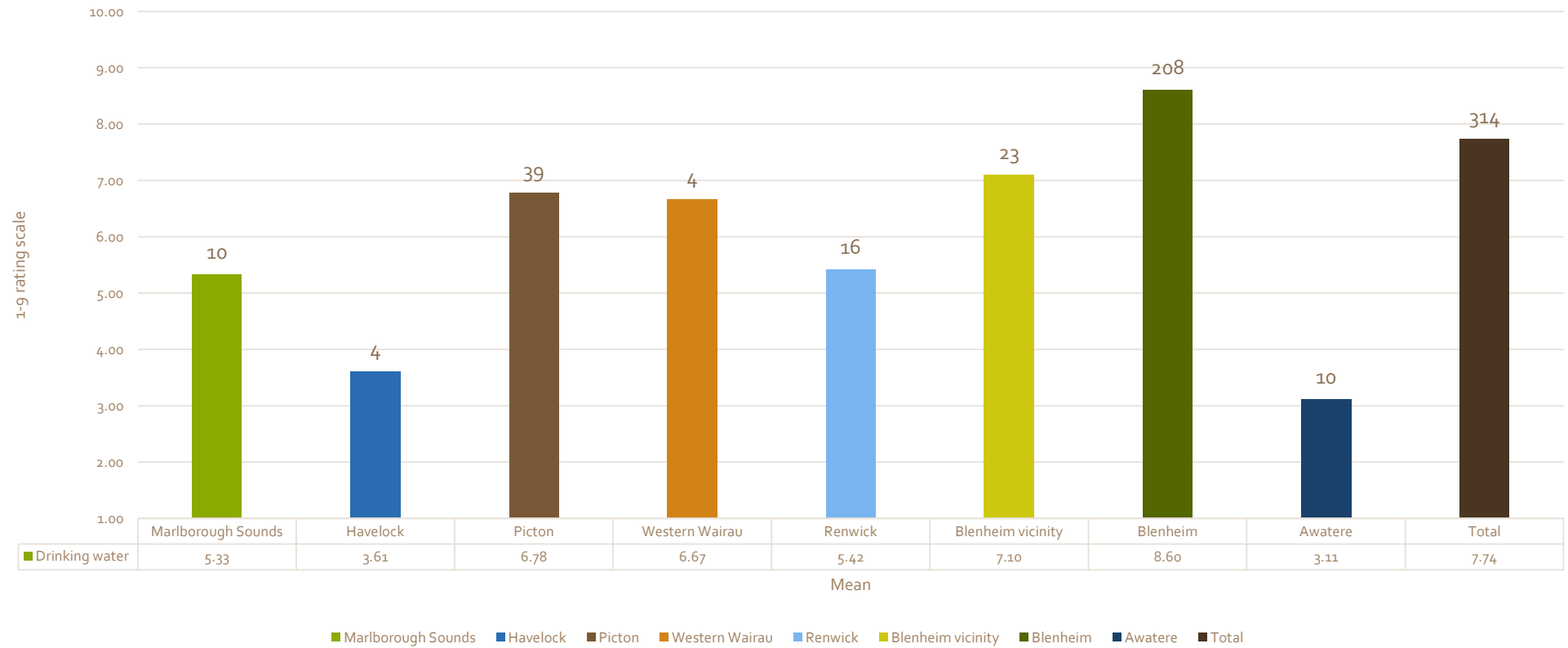


Across most areas, there were some minor differences in resident satisfaction with urban storm water drainage, however, these were NOT statistically significant indicating a degree of consistency in the provision and quality of these deliverables. The smaller areas of Western Wairau, Marlborough Sounds and Awatere recorded the lowest performance ratings. Reasons given for low ratings included Drains blocked/ need clearing and Flooding still occurring. Overall, 76.5% of residents, up a lot from 62.9% in 2014, were satisfied to some degree. (Note: service available in Blenheim, Picton, Renwick, Havelock, Seddon [not all Awatere] only).



Drinking water

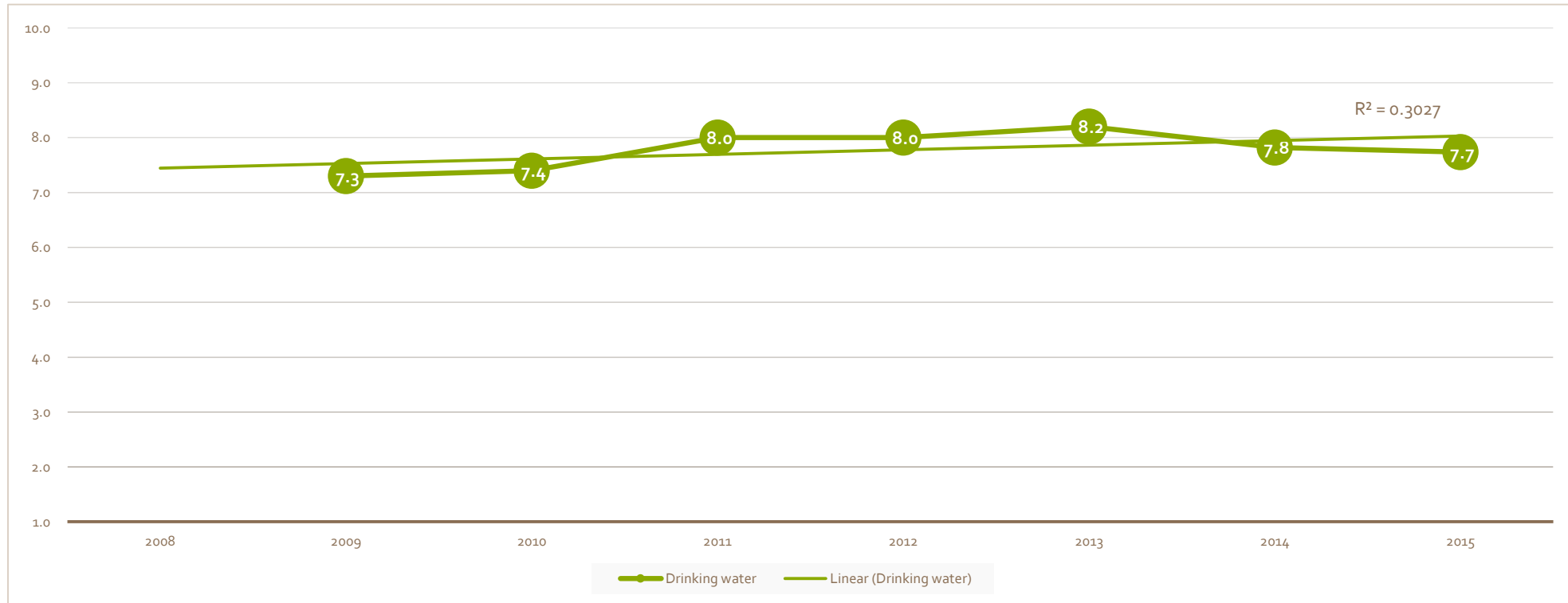
		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Drinking water	Dissatisfied	50.0%	75.0%	20.5%	25.0%	43.8%	21.7%	4.3%	70.0%	14.3%
	Neutral	0.0%	0.0%	12.8%	0.0%	25.0%	4.3%	5.3%	30.0%	7.6%
	Satisfied	50.0%	25.0%	66.7%	75.0%	31.3%	73.9%	90.4%	0.0%	78.0%
Drinking water	Dissatisfied	5	3	8	1	7	5	9	7	45
	Neutral	0	0	5	0	4	1	11	3	24
	Satisfied	5	1	26	3	5	17	188	0	245



Residents were informed that “The Council operates fresh water supply schemes servicing Blenheim, Renwick, Picton, Awatere, Wairau Valley, Havelock and Riverlands”. 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?”



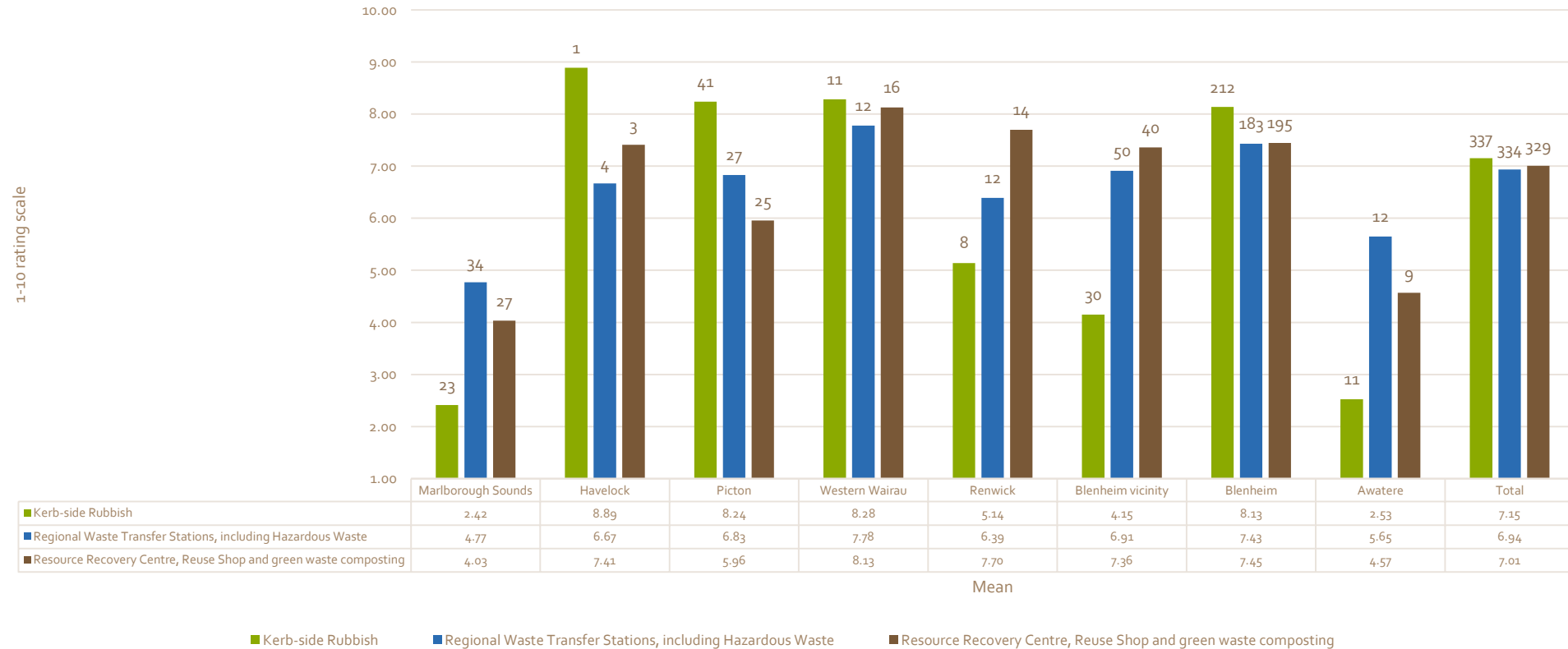
Drinking water



Drinking water achieved the second highest group average performance rating in 2015 (3rd in 2014). Overall 78% of residents were Satisfied to some degree with the service regarding this important deliverable. Across most areas, there were statistically significant differences in resident satisfaction with Drinking water indicating a degree of variation in the provision and quality of this service. Smaller communities such as Havelock, Awatere, and Renwick had the highest proportions of dissatisfaction. There were many positive comments, although some thought the water quality was of a low standard (20) or undrinkable (18). Whereas some improvement had been achieved in past years, 2015 saw a slight drop in overall aggregated performance rating in this deliverable. (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]).

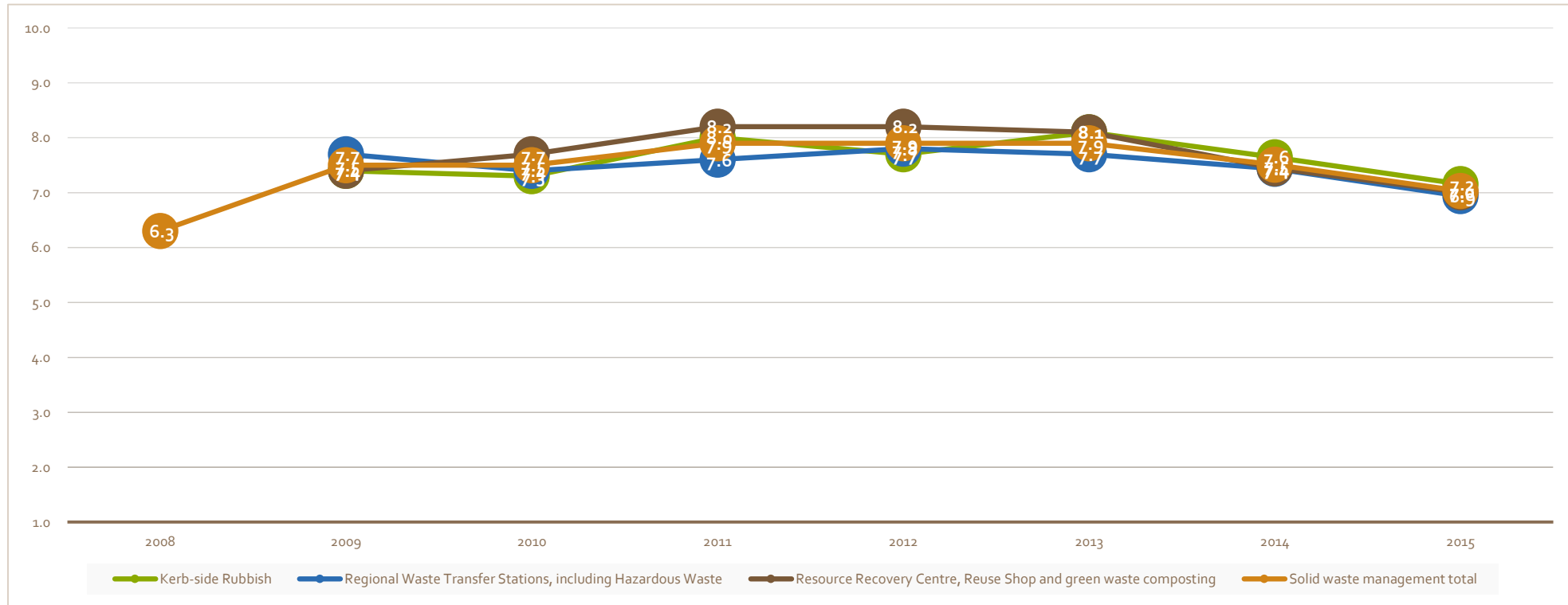
Waste management

Area	Kerb-side Rubbish & recycling	Regional Waste Transfer Stations, including Hazardous Waste	Resource Recovery Centre, Reuse Shop and green waste composting
Marlborough Sounds	17.4%	44.1%	33.3%
Havelock	100.0%	75.0%	66.7%
Picton	87.8%	66.7%	64.0%
Western Wairau	100.0%	91.7%	87.5%
Renwick	37.5%	58.3%	71.4%
Blenheim vicinity	40.0%	72.0%	80.0%
Blenheim	84.4%	78.1%	79.5%
Awatere	9.1%	41.7%	44.4%
Total	73.3%	71.3%	73.6%



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.

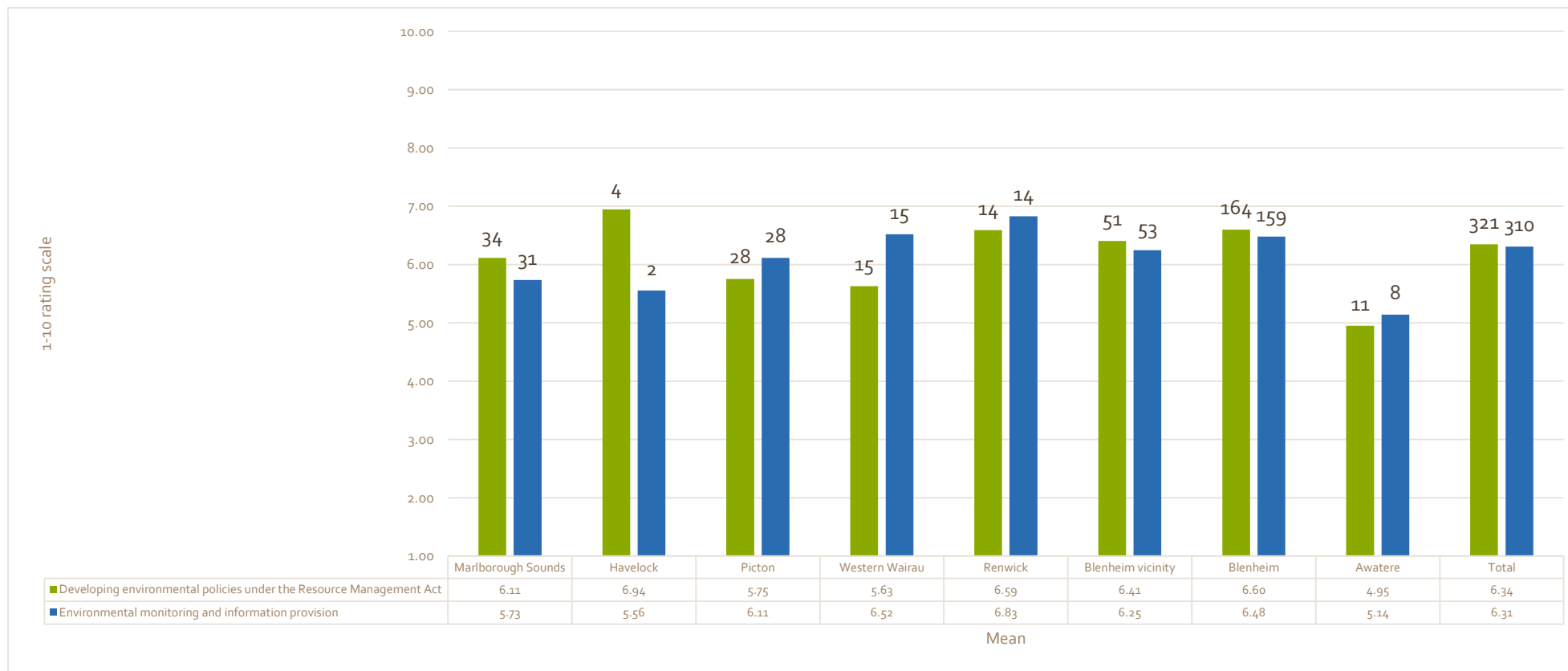
Waste management



Across all areas there were statistically significant differences in resident satisfaction with Kerb-side Rubbish, Regional Waste Transfer Stations and Resource Recovery. Reasons for positive and negative ratings varied across services. Across the district just under 75% of residents indicated they were satisfied with the performance of the Council with these services. The average performance rating of this variable appears to have peaked around 2011 to 2012. There was another slight drop in the rating in 2015 survey compared to the previous year in this service area. (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).

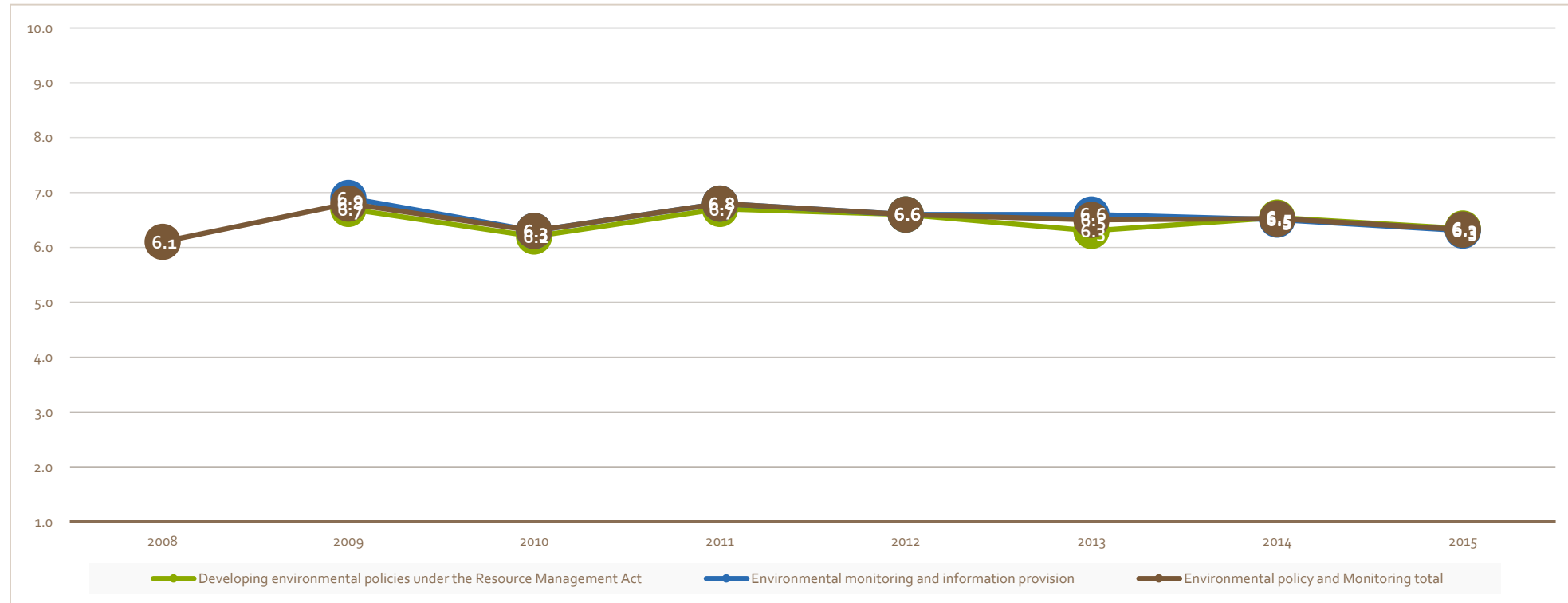
Environmental policy and monitoring

Area	Developing environmental policies under the Resource Management Act	Environmental monitoring and information provision
Marlborough Sounds	50.0%	41.9%
Havelock	50.0%	50.0%
Picton	46.4%	50.0%
Western Wairau	53.3%	53.3%
Renwick	64.3%	71.4%
Blenheim vicinity	68.6%	62.3%
Blenheim	68.3%	59.7%
Awatere	27.3%	50.0%
Total	62.0%	57.4%



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.

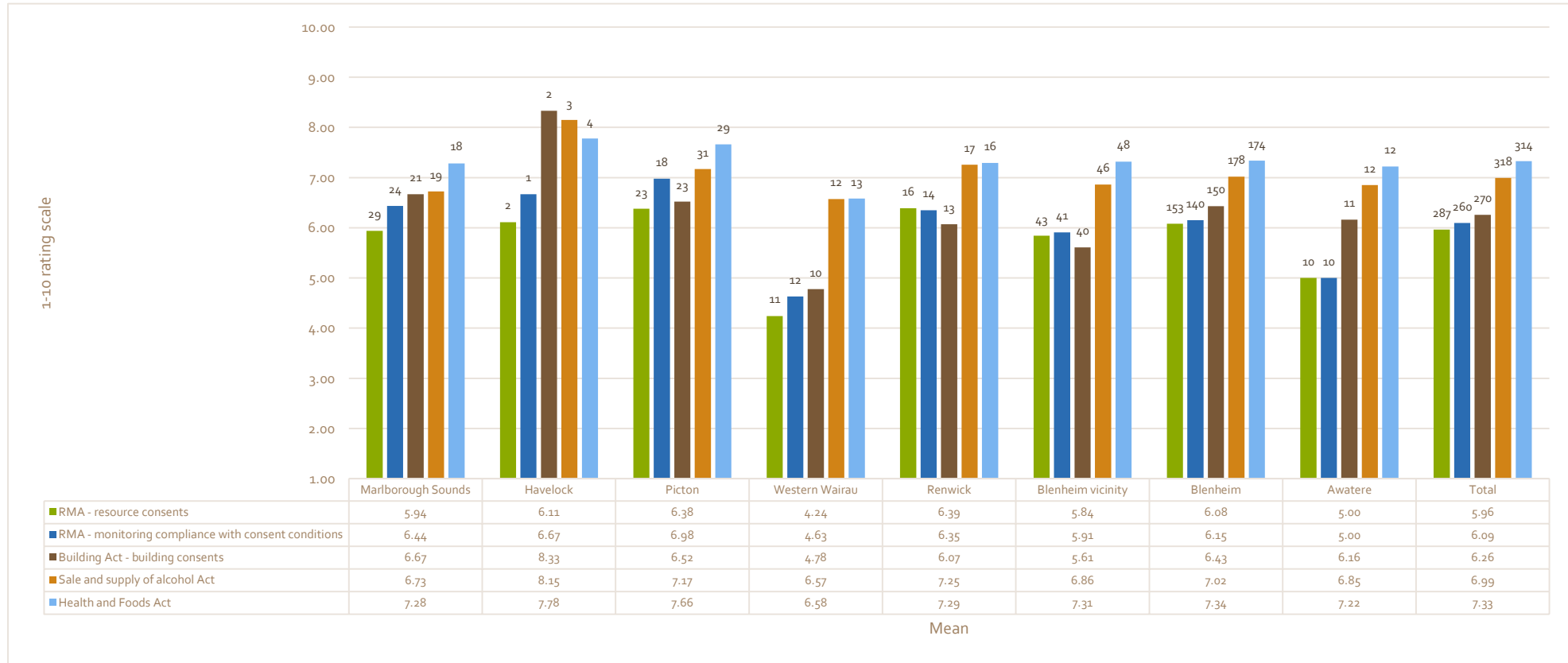
Environmental policy and monitoring



This service is rated as the second lowest performing of all, although quite clearly rated above the Democratic process and not one of the highest 2014 priorities. Across most areas, performance rating levels were similar for both policy development and monitoring provisions. Reasons for high and low ratings varied and limited in number. The RMA development satisfaction level was 62.0% (60.3% in 2014) and the corresponding level for monitoring was 57.4% (59.8% in 2014). The 2015 performance ratings are similar to 2014 levels.

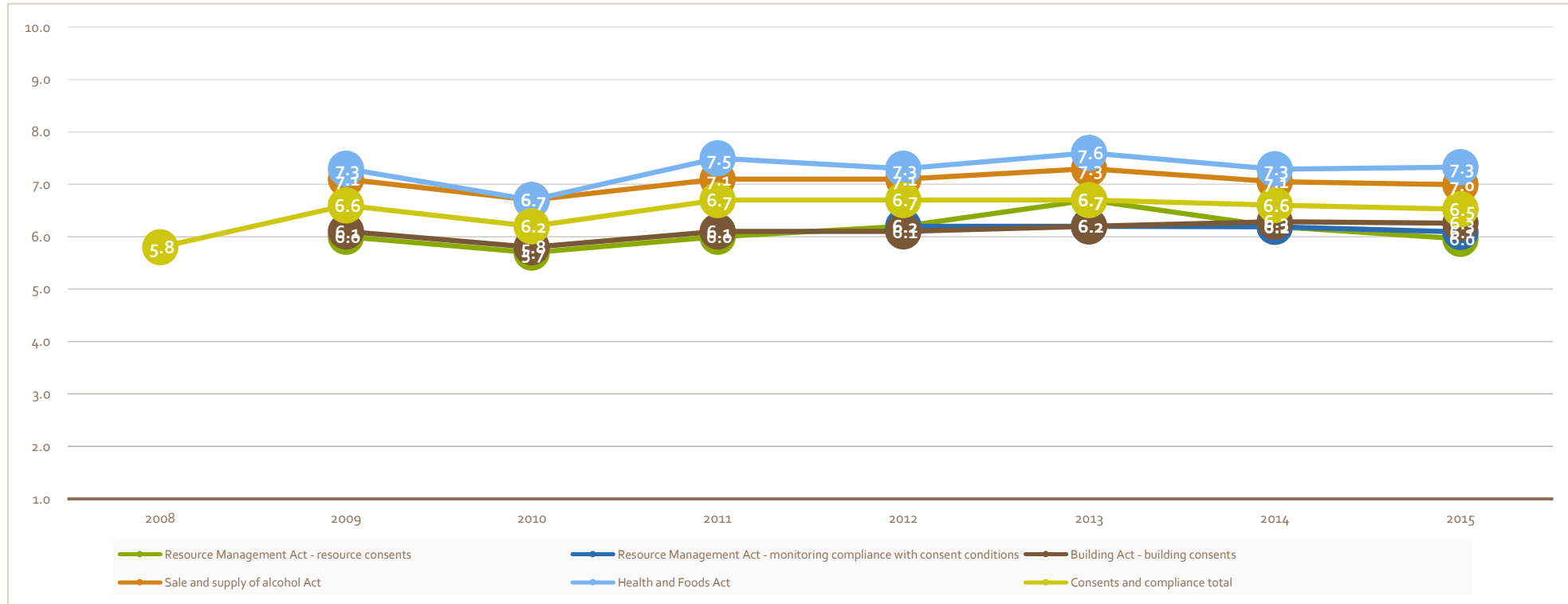
Consents and compliance

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	55.2%	66.7%	61.9%	63.2%	83.3%
Havelock	50.0%	100.0%	100.0%	66.7%	100.0%
Picton	65.2%	77.8%	56.5%	80.6%	89.7%
Western Wairau	27.3%	16.7%	30.0%	58.3%	69.2%
Renwick	50.0%	50.0%	38.5%	64.7%	81.3%
Blenheim vicinity	48.8%	46.3%	50.0%	71.7%	87.5%
Blenheim	48.4%	48.6%	58.0%	73.0%	81.6%
Awatere	30.0%	30.0%	54.5%	66.7%	75.0%
Total	49.1%	50.0%	55.2%	71.7%	82.8%



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.

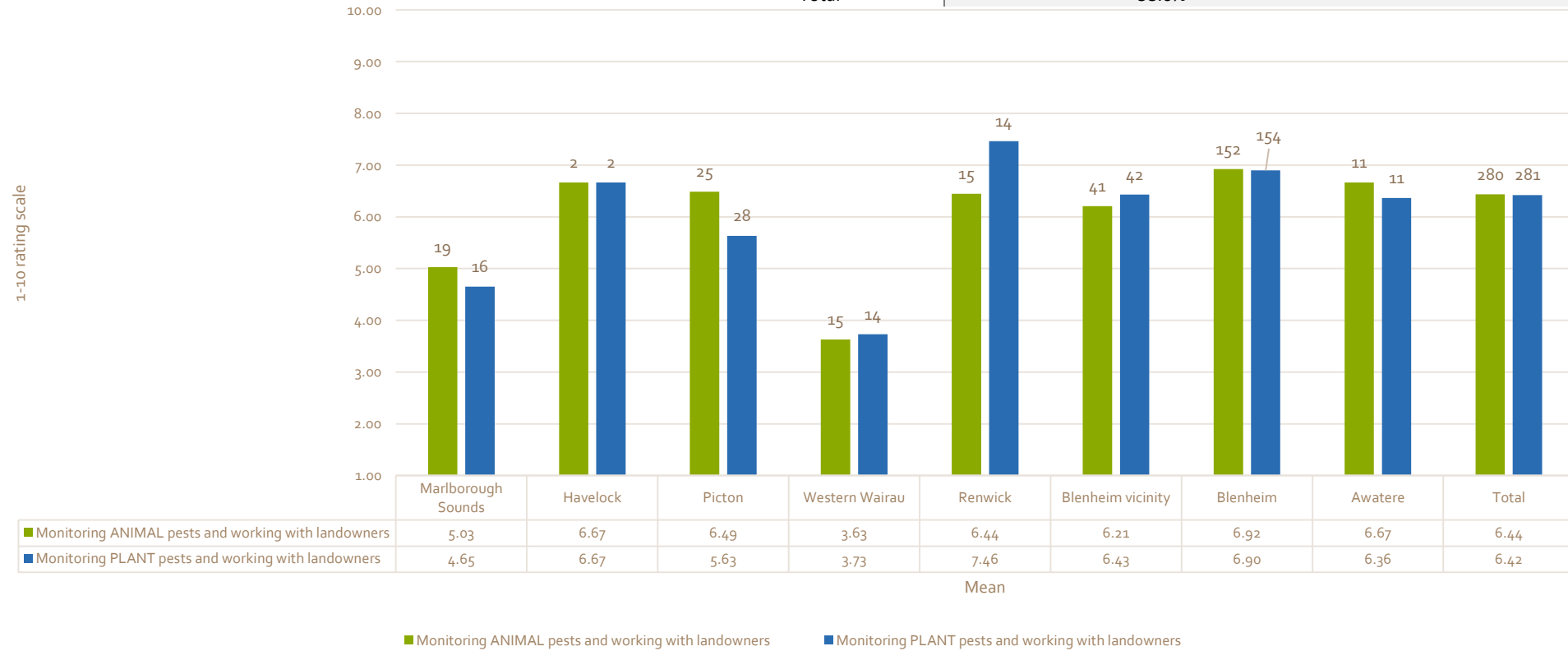
Consents and compliance



Across most areas, there were statistically significant differences in resident satisfaction with RMA Consents and compliance. Reasons for low consent ratings included costs, time and red tape with the overall satisfaction rating in these two services around 50%. The Building Act – building consents service was a little better at 55.2%. The satisfaction rate for the Sale and supply of alcohol Act service was higher at 71.7% and for the Health and Foods Act even higher at 82.8%. Overall ratings of each of these services were on a par with previous years. Reasons for positive and negative ratings varied across services. Many individual comments for the first three services in this section were negative, mostly to the effect of Slow/ takes too long, too much red tape and Council costs too high.

Biosecurity

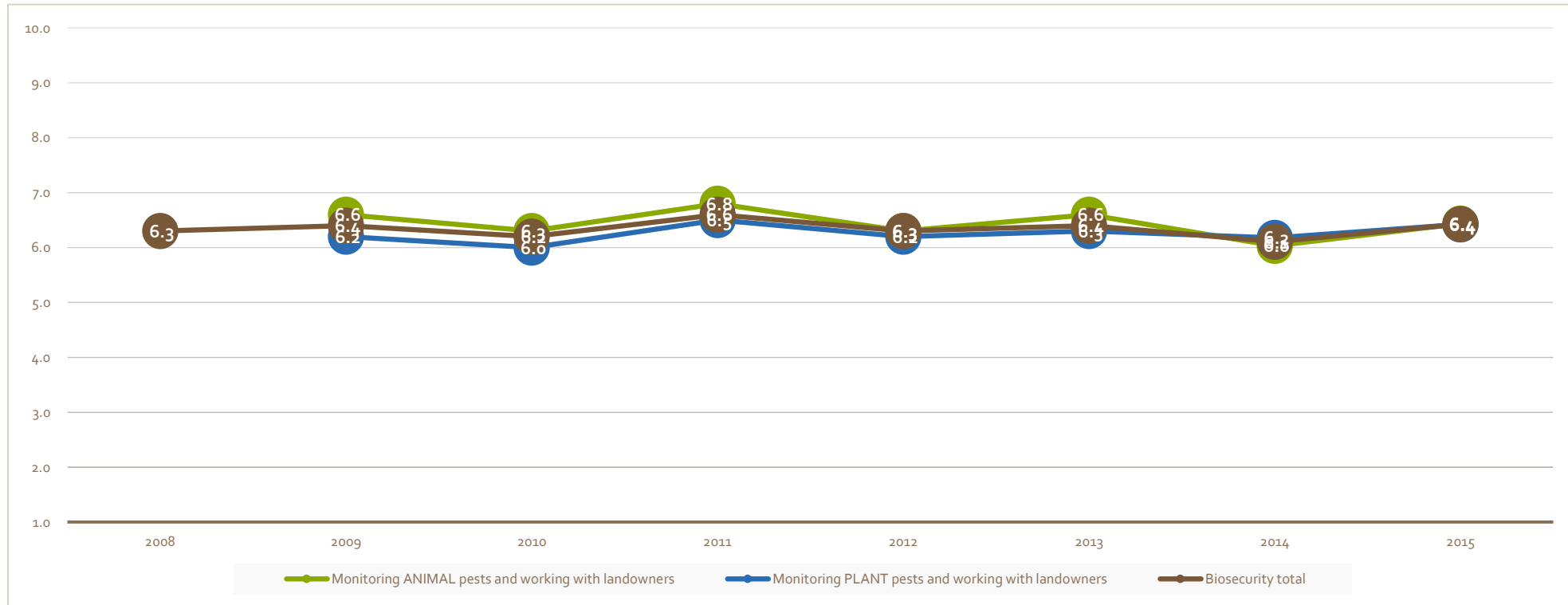
Area	Monitoring of pest plants and working with landowners	Monitoring of pest animals and working with landowners
Marlborough Sounds	47.4%	43.8%
Havelock	50.0%	50.0%
Picton	48.0%	35.7%
Western Wairau	20.0%	28.6%
Renwick	60.0%	78.6%
Blenheim vicinity	51.2%	57.1%
Blenheim	68.4%	65.6%
Awatere	45.5%	54.5%
Total	58.6%	58.4%



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.



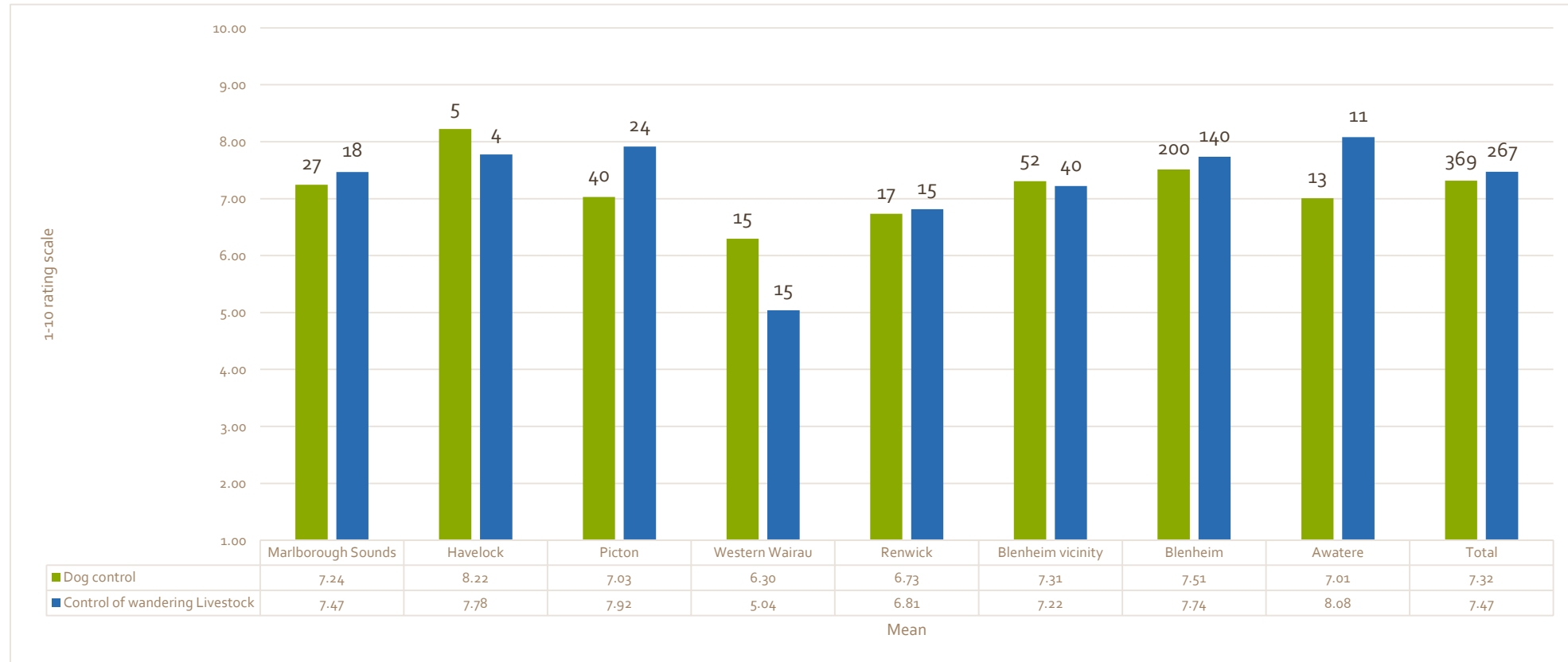
Biosecurity



Across most areas, there were statistically significant differences in resident satisfaction with Council performance ratings for Monitoring of pest animals and working with landowners indicating a degree of variation in the provision and quality of these deliverables. Reasons for positive and negative ratings varied across services. Just under 60% (compared to 50% in 2014) of all residents gave a satisfied rating for MDC performance in both areas. The satisfaction ratings for both biosecurity services indicate no trend over time, although the 2015 ratings were up a little over the 2014 ones (which had been down a little). (Note: these services are strategically targeted; pests are mostly present in Blenheim vicinity and to some extent in Western Wairau and Awatere).

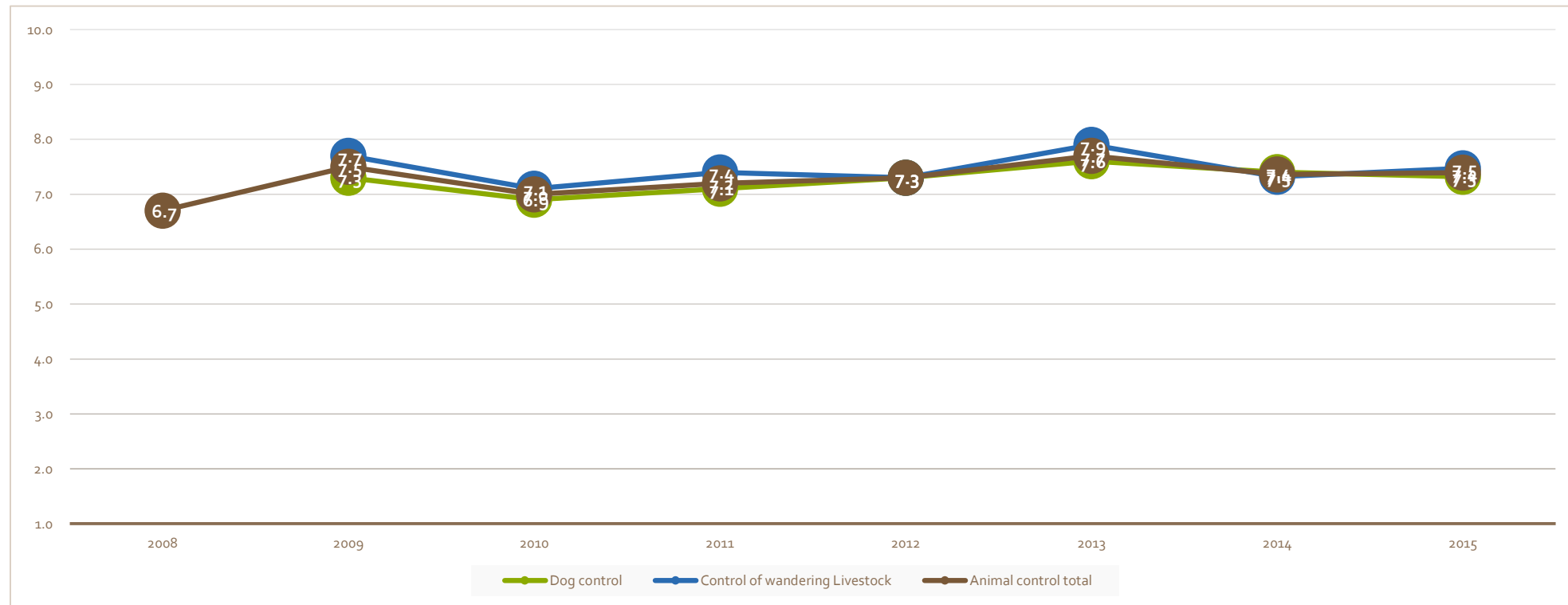
Animal control

Area	Dog control	Control of wandering Livestock
Marlborough Sounds	81.5%	72.2%
Havelock	100.0%	100.0%
Picton	72.5%	91.7%
Western Wairau	66.7%	46.7%
Renwick	58.8%	66.7%
Blenheim vicinity	73.1%	75.0%
Blenheim	82.0%	77.9%
Awatere	69.2%	90.9%
Total	77.8%	76.8%



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.

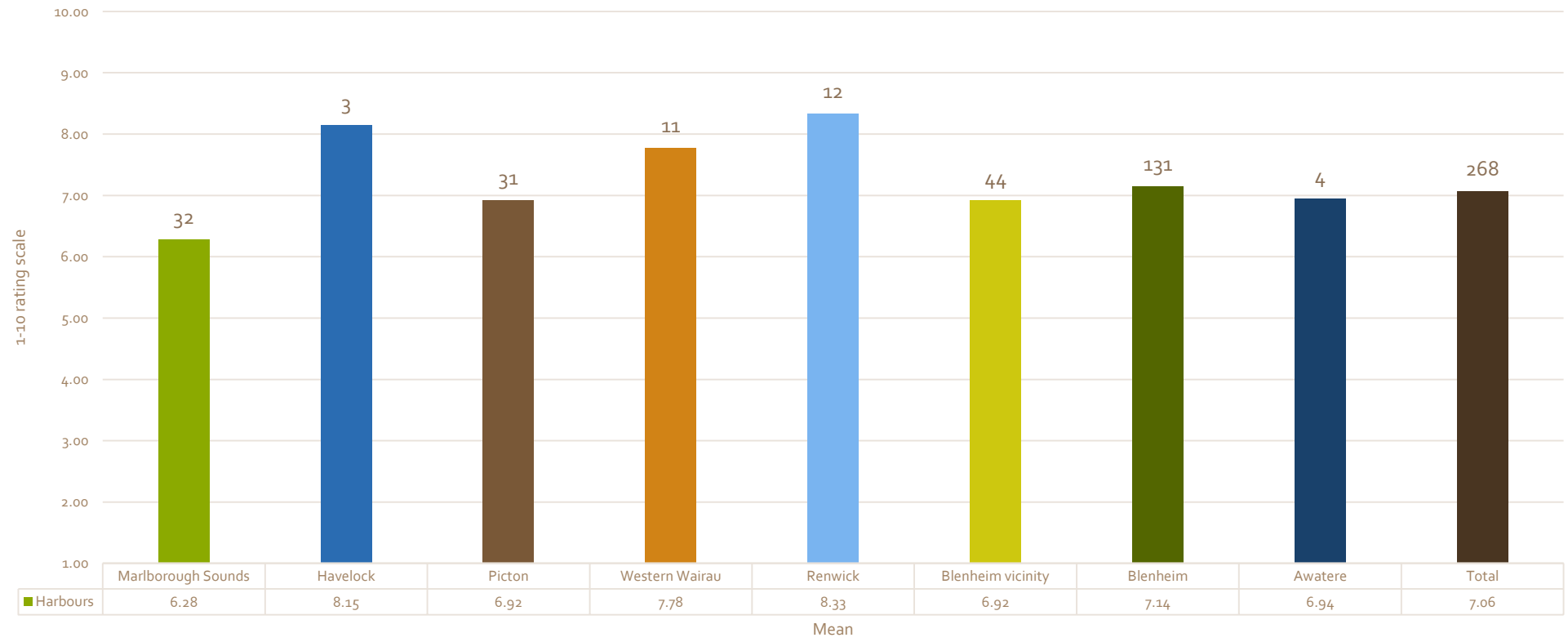
Animal control



Across most areas, there were statistically significant differences in resident satisfaction with Dog control and Control of wandering livestock. There were many positive comments relating to this service. These included Don't see dogs roaming around, Good service/ No problems and Prompt service/ Act quickly/ Respond quickly. There were fewer negative. Overall over 75% of residents were satisfied with the Council's performance in these areas. There is little change in the average satisfaction rating in Animal control over time. While this is not a high 2014 priority service for most residents, it is one with a relatively high performance rating. (Note: dogs are mainly in Blenheim, Blenheim vicinity and Picton, wandering livestock – all areas).

Harbours

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Harbours	Dissatisfied	18.8%	0.0%	19.4%	0.0%	0.0%	6.8%	4.6%	0.0%	7.8%
	Neutral	15.6%	33.3%	6.5%	18.2%	16.7%	18.2%	14.5%	25.0%	14.9%
	Satisfied	65.6%	66.7%	74.2%	81.8%	83.3%	75.0%	80.9%	75.0%	77.2%
Harbours	Dissatisfied	6	0	6	0	0	3	6	0	21
	Neutral	5	1	2	2	2	8	19	1	40
	Satisfied	21	2	23	9	10	33	106	3	207



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?”



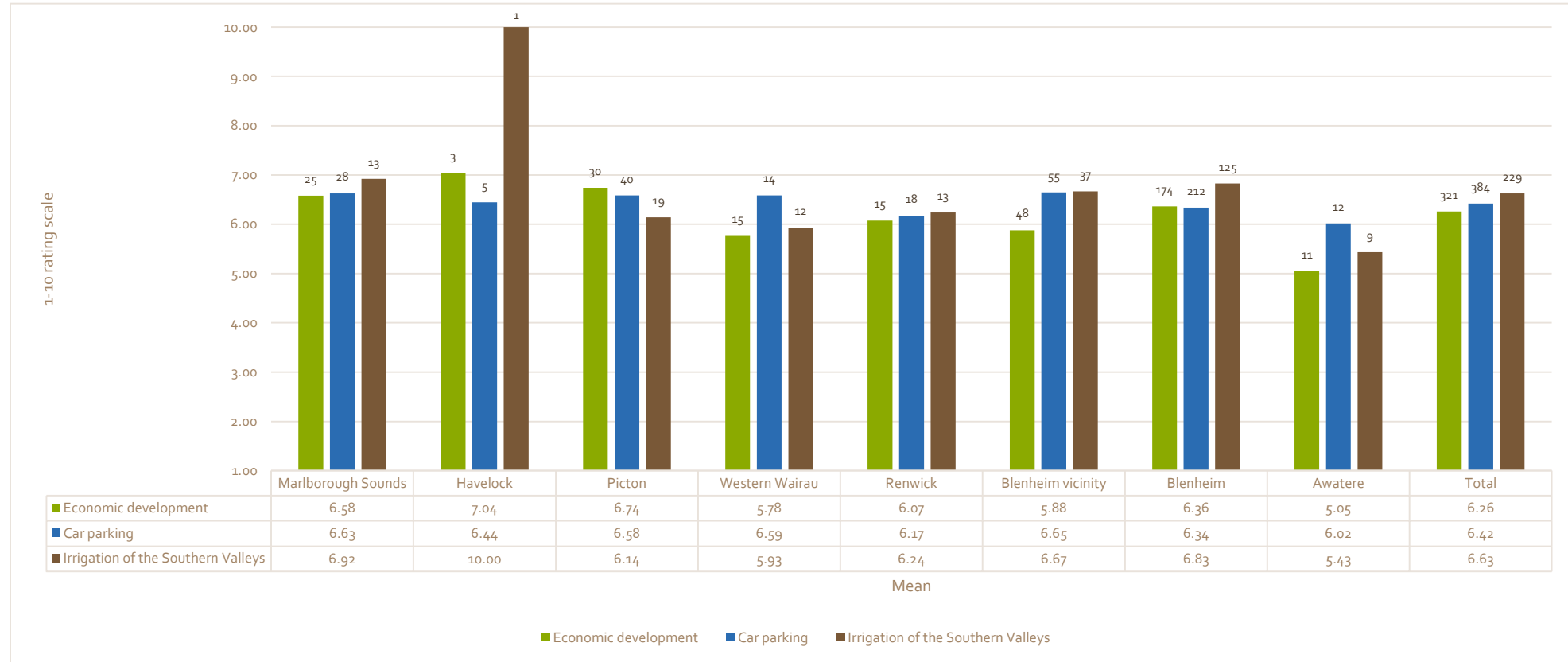
Harbours



Across most areas, as well as over time, there was a level of consistency in resident satisfaction with the Council provision for Harbours. Overall more than three quarters (up from 70.1% in 2014) of residents were satisfied with the service relating to Harbours. Positive rating comments included Good job, Very good at maintaining the equipment they use and some general comments such as Other and Good. (Note: applies to Marlborough Sounds, Havelock, Picton, Blenheim vicinity and Awatere however boat owners live across the district).

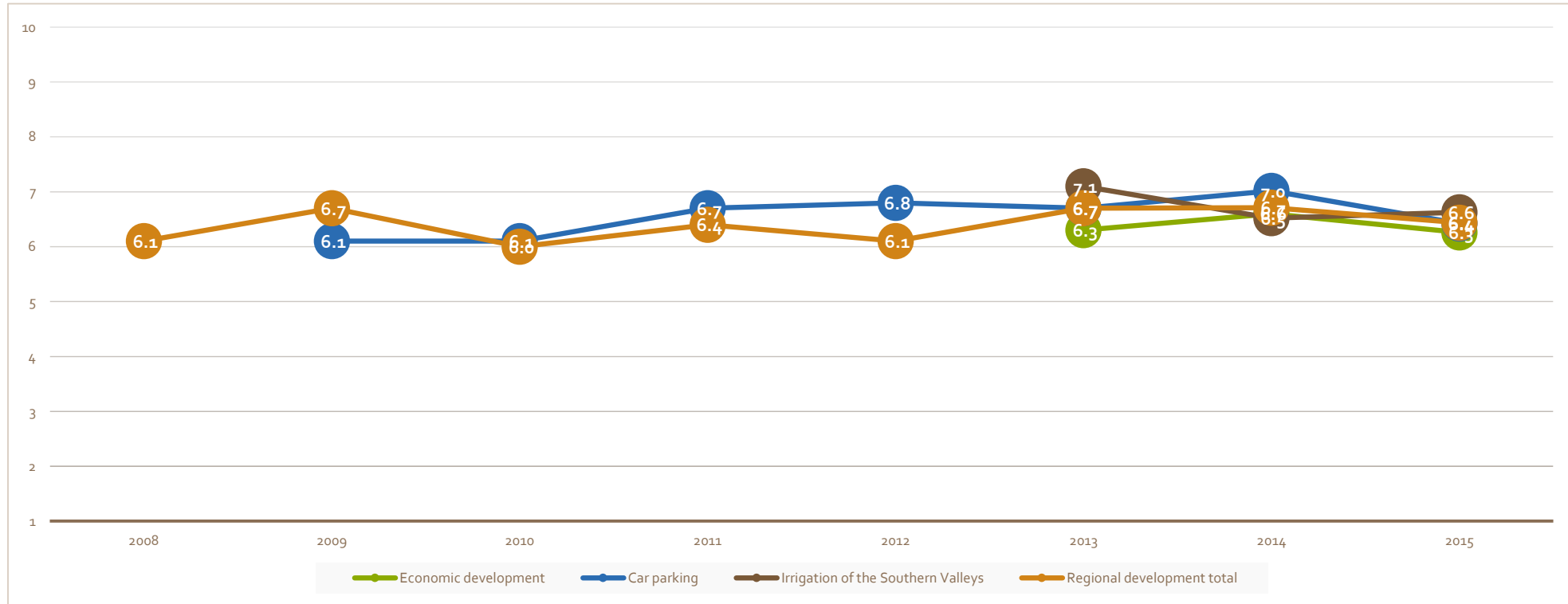
Regional development

Area	Economic development	Car parking	Irrigation of the Southern Valleys
Marlborough Sounds	68.0%	71.4%	76.9%
Havelock	66.7%	60.0%	100.0%
Picton	73.3%	70.0%	47.4%
Western Wairau	40.0%	64.3%	50.0%
Renwick	40.0%	55.6%	38.5%
Blenheim vicinity	54.2%	58.2%	67.6%
Blenheim	63.8%	59.4%	70.4%
Awatere	45.5%	66.7%	55.6%
Total	60.7%	61.5%	65.1%



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.

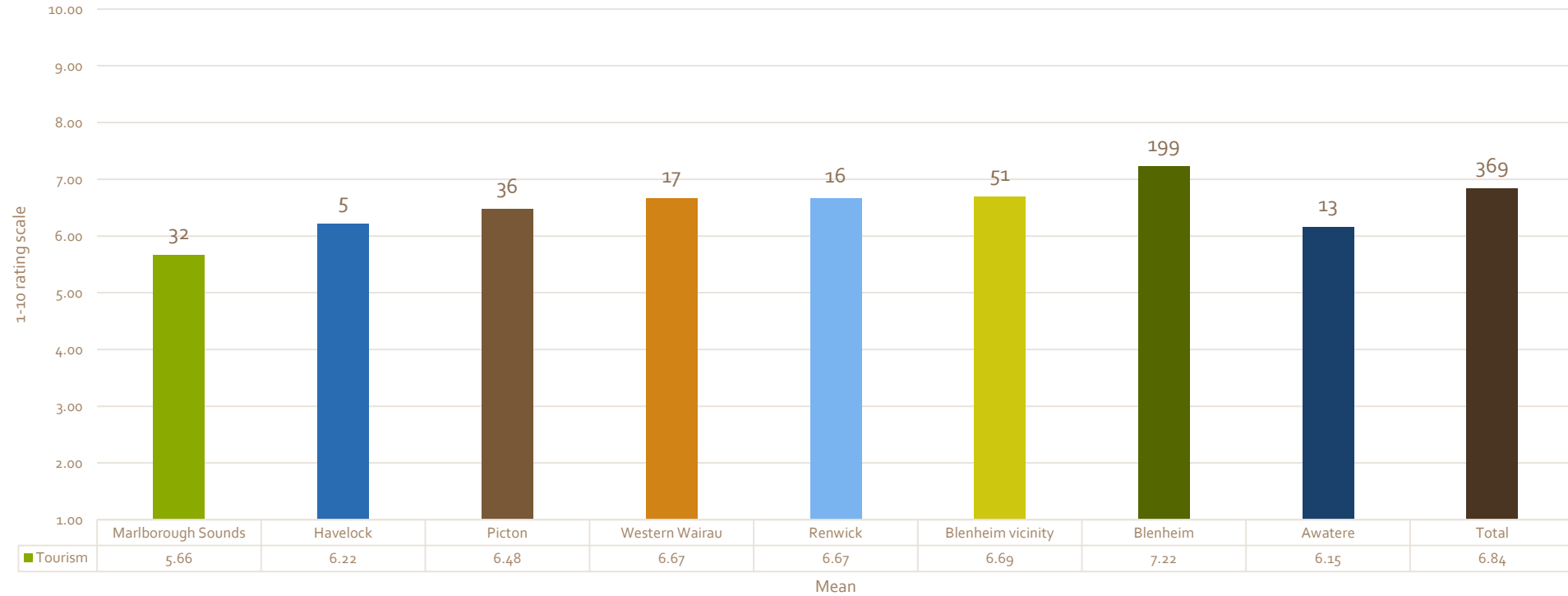
Regional development



Across most areas, performance rating levels were similar. Reasons for high and low ratings varied across services. In order of satisfaction rating, Irrigation of the Southern valleys, Car parking and Economic development all had satisfaction levels of between 60% and 65%. The 2015 results showed a slight decrease in average performance rating compared to 2014. Comments suggest that this is another polarising area for MDC. Comments related to Economic Development include Does well in supporting business and Actions impeded business development in almost equal numbers; those related to Car parking include many which suggest that there is plenty of parking available as well as many that suggest insufficient parking – as well as Parking meters too expensive. In each section of Regional development the Cost of the service provided is mentioned as a negative.

Tourism

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Tourism	Dissatisfied	37.5%	40.0%	19.4%	17.6%	12.5%	17.6%	13.6%	30.8%	17.9%
	Neutral	3.1%	20.0%	19.4%	17.6%	18.8%	15.7%	8.0%	7.7%	10.8%
	Satisfied	59.4%	40.0%	61.1%	64.7%	68.8%	66.7%	78.4%	61.5%	71.3%
Tourism	Dissatisfied	12	2	7	3	2	9	27	4	66
	Neutral	1	1	7	3	3	8	16	1	40
	Satisfied	19	2	22	11	11	34	156	8	263



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?”



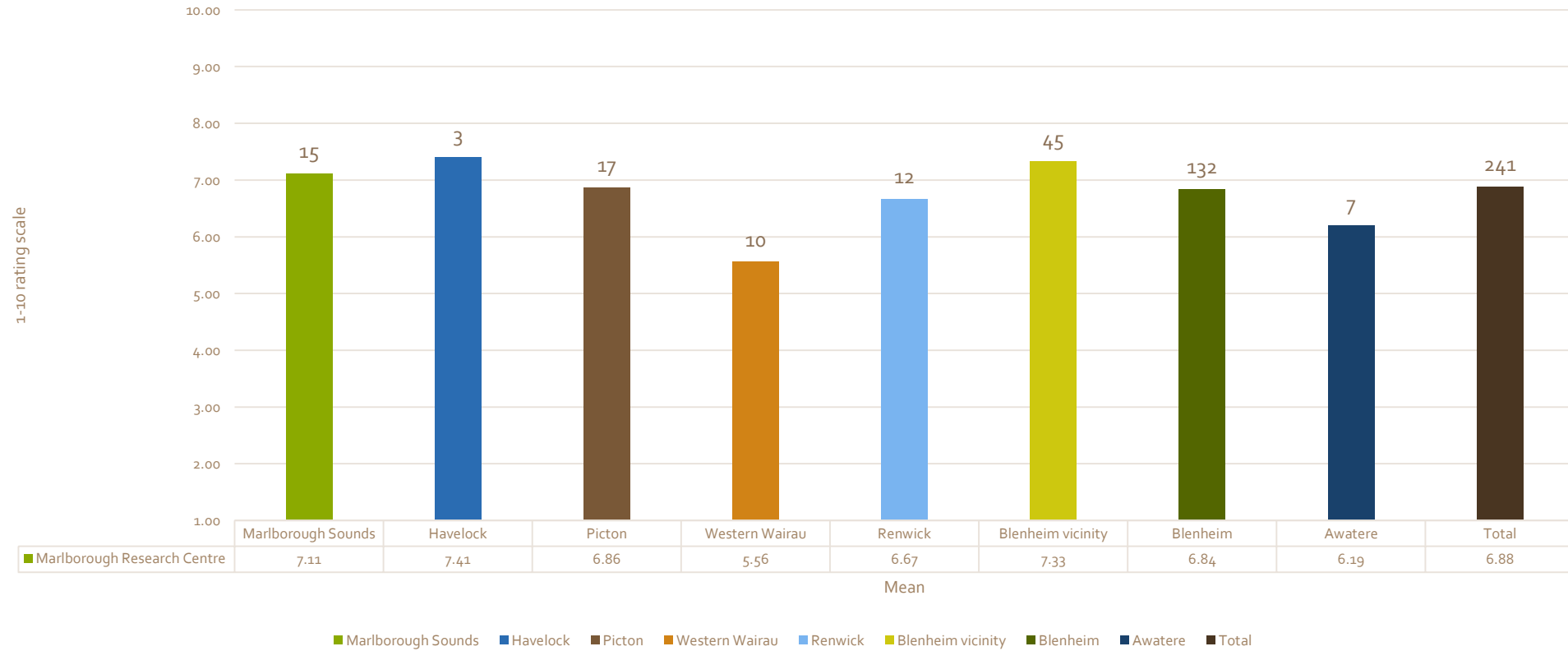
Tourism



Tourism was rated in the top five in terms of 2014 Priority but only 12th in terms of Performance. Across most areas, performance rating levels were relatively similar. Around 70% of residents overall were satisfied with the Council’s performance in Tourism. Reasons for high ratings included Doing a good job, Promote the region well, and Council performs well and supporting tourism, although there were many dissenting voices who considered this service was poorly managed, with room to improve or who were critical of the service in the Customer Service and Information Centre. The 2015 overall performance ratings were a little lower than the 2014 ones.

Marlborough Research Centre

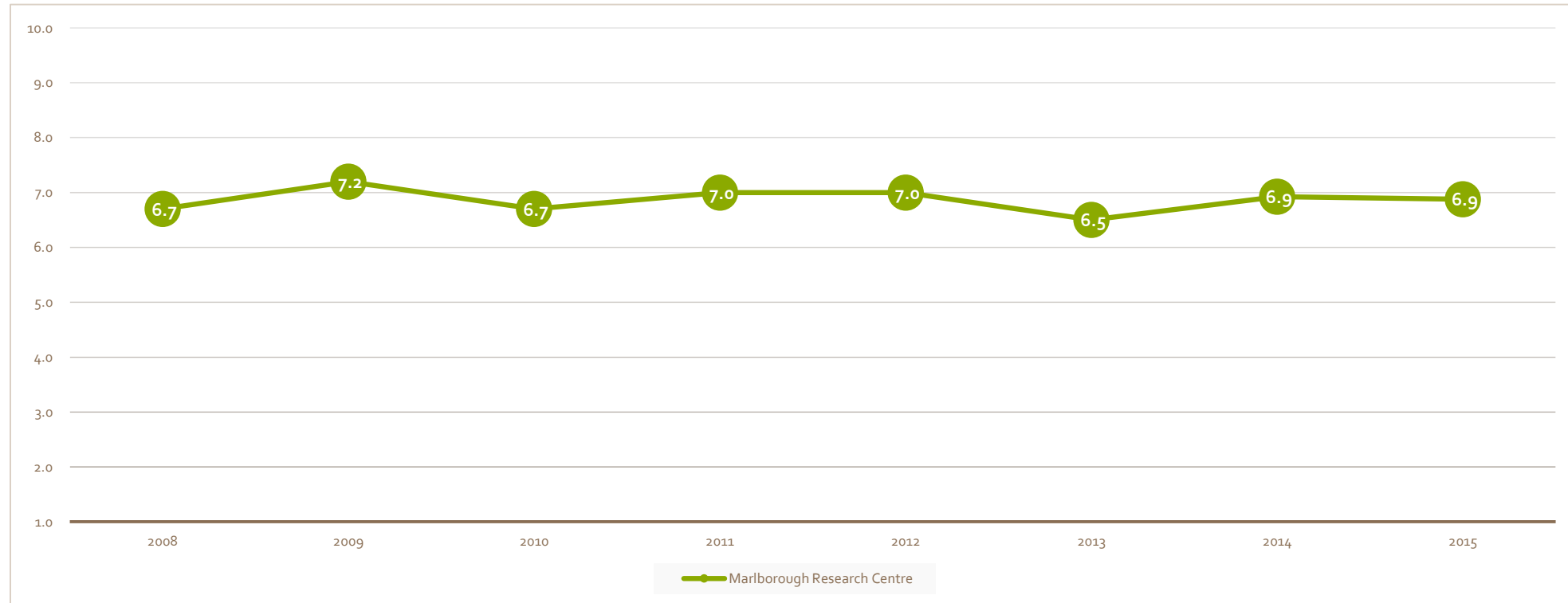
		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Marlborough Research Centre	Dissatisfied	6.7%	0.0%	0.0%	20.0%	0.0%	4.4%	8.3%	14.3%	7.1%
	Neutral	26.7%	0.0%	41.2%	40.0%	41.7%	6.7%	22.0%	28.6%	22.4%
	Satisfied	66.7%	100.0%	58.8%	40.0%	58.3%	88.9%	69.7%	57.1%	70.5%
Marlborough Research Centre	Dissatisfied	1	0	0	2	0	2	11	1	17
	Neutral	4	0	7	4	5	3	29	2	54
	Satisfied	10	3	10	4	7	40	92	4	170



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?”



Marlborough Research Centre



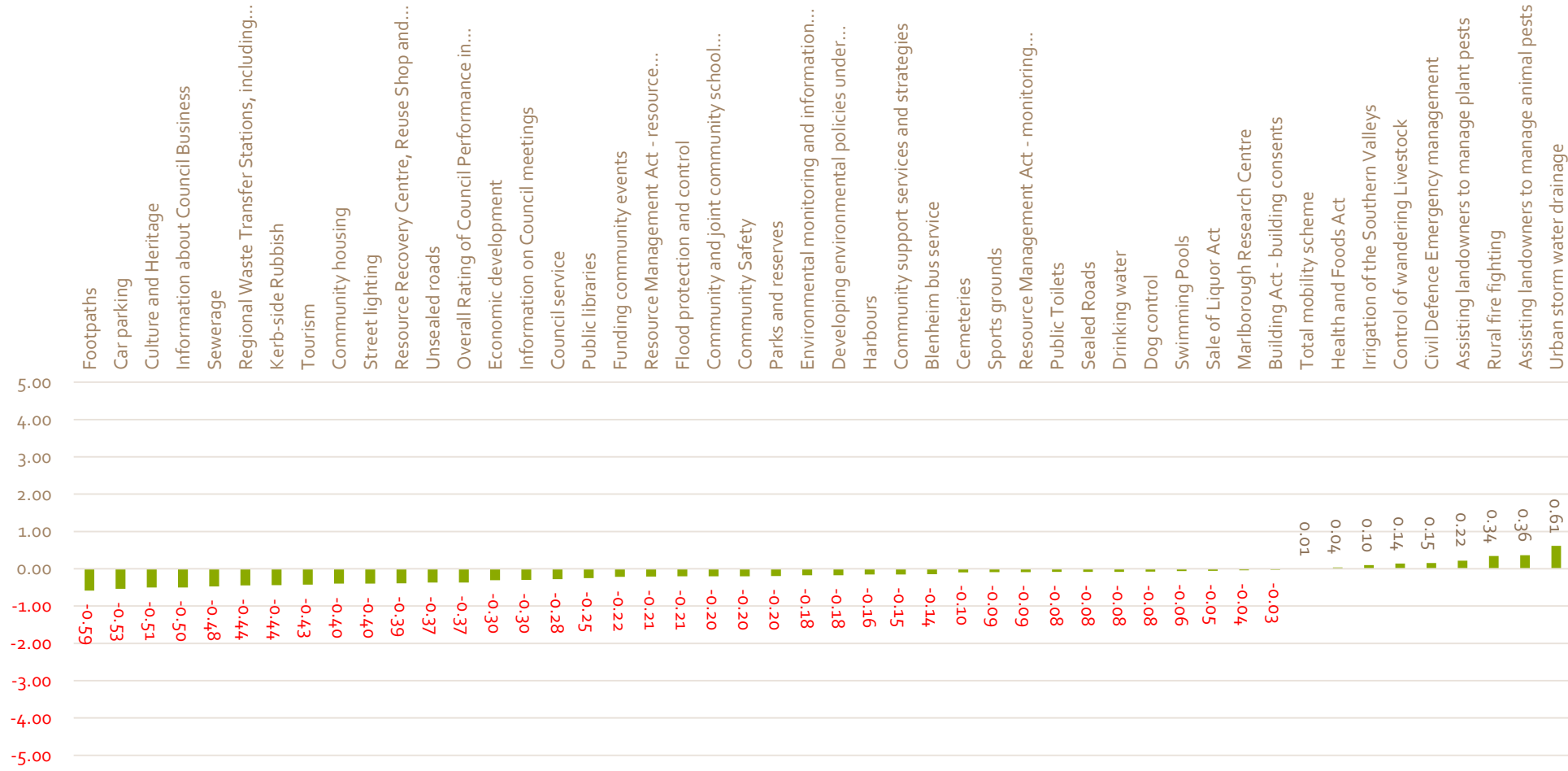
Across most areas, performance rating levels were relatively similar. Reasons for high ratings included Do a thorough job and Provide a good service. Across the district just over 70% (65% in 2014) of residents were satisfied with the Council's performance in this service. The 2014 and 2015 satisfaction ratings are virtually the same.

Important Information

Research Association of New Zealand [RANZ] Code of Practice

- SIL Research is a member of the RANZ and therefore is obliged to comply with the RANZ Code of Practice. A copy of the Code is available from the Executive Secretary or the Complaints Officer of the Society.
- Confidentiality
 - Reports and other records relevant to a Market Research project and provided by the Researcher shall normally be for use solely by the Client and the Client's consultants or advisers.
- Research Information
 - Article 25 of the RANZ Code states:
 - The research technique and methods used in a Marketing Research project do not become the property of the Client, who has no exclusive right to their use.
 - Marketing research proposals, discussion papers and quotations, unless these have been paid for by the client, remain the property of the Researcher.
 - They must not be disclosed by the Client to any third party, other than to a consultant working for a Client on that project. In particular, they must not be used by the Client to influence proposals or cost quotations from other researchers.
- Publication of a Research Project
 - Article 31 of the RANZ Code states:
 - Where a client publishes any of the findings of a research project the client has a responsibility to ensure these are not misleading. The Researcher must be consulted and agree in advance to the form and content for publication. Where this does not happen the Researcher is entitled to:
 - Refuse permission for their name to be quoted in connection with the published findings
 - Publish the appropriate details of the project
 - Correct any misleading aspects of the published presentation of the findings
- Electronic Copies
 - Electronic copies of reports, presentations, proposals and other documents must not be altered or amended if that document is still identified as a SIL Research document. The authorised original of all electronic copies and hard copies derived from these are held to be that retained by SIL Research.

Supplementary



Changes by area

	Sample	Weighting	Rises	Falls	%up	%down
Havelock	5	1%	37	12	76%	24%
Awatere	13	3%	22	27	45%	55%
Western Wairau	17	4%	22	27	45%	55%
Renwick	18	5%	25	24	51%	49%
Marlborough Sounds	35	9%	20	29	41%	59%
Picton	41	10%	18	31	37%	63%
Blenheim vicinity	55	14%	16	33	33%	67%
Blenheim	216	54%	11	38	22%	78%