



Marlborough District Council

SIL Research

| 2020-21 Resident Survey

August 2021

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EXECUTIVE SUMMARY

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

Research for 2020-2021 was conducted twice across the survey year: (1) March-April 2021, and (2) May-June 2021. A total n=600 responses were collected for the final analysis in the 2020-21 year.

The main findings in 2020-21 were as follows:

- 1 Overall, around 7-in-10 residents (68%) were satisfied with services received from the Marlborough District Council on average over the 2021 year (similar to 71% in 2020). This was noticeably above the 2021 New Zealand average (44%).
 - Supporting residents' overall positive satisfaction, 34 out of 45 (76%) individual Council services rated by Marlborough District residents achieved satisfaction of 60% or above, with twelve services achieving 80% satisfaction or higher.
 - The top performed service in 2021 was public swimming pools (90% satisfied, 7.8 on average), a good improvement over 2020 results. Satisfaction with community event funding also improved in 2021.
 - Parks & reserves (89%, 7.7 on average), Emergency management (87%, 7.5 on average), Public library services (85%, 7.5 on average), Cemeteries (88%, 7.5 on average), Paths & tracks (84%, 7.4 on average), and Sports grounds (88%, 7.4 on average) also showed highly positive satisfaction scores in 2021.
 - In 2021, most results were consistent with 2020; only nine services recorded a decline in satisfaction ratings.
 - The largest drops in 2021 were measured for Resource Management Act – monitoring compliance with consent conditions (41% satisfied, down from 55% in 2020) and administering services in relation to resource consents (39% satisfied, down from 50% in 2020). These were the least performed areas in 2021, but also subject to low levels of awareness/knowledge.
- 2 44% of residents stated they had contact with the Council in 2021; 70% of these residents were satisfied with this contact (similar to 72% in 2020).
 - Two-thirds of residents (65%) said they had seen or heard news or advertisements from the Council; 70% of these residents were satisfied with Council's communication (similar to 68% in 2020).



- 6-in-10 believed the Council provides sufficient opportunities for people to have their say (60%, similar to 56% in 2020).
- Two areas in 2021 represented the greatest improvement potential: roads and environmental policy and consents under Resource Management Act. Other areas that could positively impact on MDC's overall performance rating were community support (especially bus services) and building consents.

METHODOLOGY

BACKGROUND AND OBJECTIVES

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

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



QUESTIONNAIRE AND PROJECT SPECIFICS

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

Data collection was administered two times a year to allow for possible variations to be tracked using a 1-10 Likert scale, which provides more robust options for residents to express their views. The 2021 data collection was a transition into a quarterly tracking approach to be commenced in 2021-22.

Reported percentages (aggregated 6-10 ratings) are calculated to enable historical comparison of '*satisfaction*'.

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

DATA COLLECTION

Research was conducted twice across the survey year: (1) March-April 2021, and (2) May-June 2021. A total n=600 responses were collected for the final analysis in the 2020-21 year.

SIL Research continued using a mixed-method approach to data collection to leverage the strengths of each data collection method and offset the weaknesses of others, and to ensure residents were well-represented. The mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within specified territorial units;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to District residents;

(3) Postal survey. 1,000 survey forms were sent to randomly selected Marlborough District households.

DATA ANALYSIS

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

Table 1 Responses by ward

	Number of responses	Population %
Havelock	8 (1%)	1%
Awatere	19 (3%)	3%
Western Wairau	24 (4%)	4%
Renwick	29 (5%)	5%
Marlborough Sounds	42 (7%)	7%
Picton	63 (11%)	10%
Blenheim vicinity	77 (13%)	13%
Blenheim	338 (56%)	57%

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

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

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

The main resident groups analysed in this report were: area (including aggregated Blenheim vs. non-Blenheim), age, gender, home ownership and tenure. During the analysis stage of this report, Chi-square tests

were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05 (corresponding to a confidence level of 95%). Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to MDC.

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

Table 1 Margin of error

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

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

NOTES ON REPORTING

Where applicable, the 2021 results were compared to previous years’ data. This comparative data is indicative only; methods by which the data was collected may differ across years.

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

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

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

WHO TOOK PART IN THE SURVEY

Table 2 Responses by age

	Frequency	Percent
18-39	166	27.6
40-64	260	43.2
65+	175	29.1
Total	600	100.0

Table 3 Responses by gender

	Frequency	Percent
Female	288	48.1
Male	286	47.6
Other	26	4.3
Total	600	100.0

Table 4 Responses by tenure (aggregated)

	Frequency	Percent
Under 10 years	124	20.7
More than 10 years	450	74.9
No answer	26	4.4
Total	600	100.0

Table 5 Responses by home ownership

	Frequency	Percent
Owned	526	87.7
Rented	48	8.0
Other	26	4.3
Total	600	100.0

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

BENCHMARKING

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

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected during summer – winter 2021. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

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

*Excludes Auckland, Wellington, Christchurch and Dunedin.

ENVIRONMENTAL FACTORS

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

Factors that may have influenced public perception of the Council's performance in 2020-21 include:

1. While not as prominent as in 2020, the COVID-19 pandemic and associated restrictions or considerations may have had a lingering effect on public sentiment in the 2020-21 year. Some Council services may have been rated differently due to changes in residents' behaviour or their feelings of uncertainty about the future.
2. Throughout 2020-21, the Council and The Economic Action Marlborough (TEAM) group's Phase 2 work continued with a wide range of COVID-19 recovery initiatives, including Marlborough's Summer Feast, Make It Marlborough activity, piloting of a new Career Navigator scheme for 16 to 25 year olds, development of the Maunga to Moana project in South Marlborough, and other initiatives.
3. In early-2021, work on the Taylor River stopbank upgrade at Nelson Street was conducted as part of the Council's ongoing flood protection maintenance and improvements across the Wairau Plain.
4. In March 2021, final input was sought for the proposed Waste Management and Minimisation Plan (WMMP) 2021-27 developed following extensive consultation with the community. The WMMP considered the types of waste and reused, recycled or composted materials that are generated in Marlborough and how these are processed. A public hearing was held in April, with the final plan submitted to Council for adoption in May 2021.
5. In March 2021, public consultation was completed on Council's draft Regional Land Transport Plan (RLTP) 2021-2031 and the Regional Passenger Transport Plan (RPTP) 2021-2027. The RLTP set out the priorities for investment in roading across the Top of the South, combining Marlborough District, Tasman District and Nelson City councils alongside Waka Kotahi NZ Transport Agency and DOC. The RLTP was adopted by Council in June 2021, with the impact of larger KiwiRail ferries on local rail and roads agreed as the top regional transport priority.
6. In May 2021, Waka Kotahi NZ Transport Agency announced plans to improve pedestrian safety in Renwick and Rai Valley with the installation of refuge islands on State Highway 6. A third pedestrian refuge planned for Havelock was paused pending further community consultation.

7. In May 2021, the Council voted to establish a Māori ward, providing one Māori ward councillor position from the 2022 local body elections.
8. In June 2021, the Council's 2021-2031 Long Term Plan (LTP) was adopted following extensive public consultation including public submissions and hearings. Proposals included creating a Covid-19 Rates Relief Reserve, Council's role in housing and whether to continue with one hour free parking in the Blenheim and Picton CBDs. New rates effective from 1 July were reported to be the largest rates increase for Marlborough in over a decade. Giving residents the opportunity to provide feedback on local planning priorities would have brought Council services, facilities, financing and related issues to the fore within the community during the latter half of 2020-21.
9. In June 2021, the Council announced the Marlborough, Nelson and Tasman regions had been allocated \$1.5m of Government funding to create the Te Tauihu Regional Events Fund to facilitate and fund events over the next four and a half years. The fund aims to stimulate the Top of the South economy by driving visitation through events that support and leverage local industry strengths, and was likely to have an impact on regional events and promotion into the 2021-22 year.
10. Satisfaction with roads in 2020-21 may have been influenced in part by concerns about road, particularly in

rural areas. A large number of road works and sewer works in roading corridors took place during the survey year, as regularly reported in local press and radio media, at times contributing to community frustrations. In addition, funding levels announced by Waka Kotahi NZ Transport Agency have left the Marlborough District Council with a reported \$10 million hole in road funding, allowing the Council to maintain but not upgrade local roads.

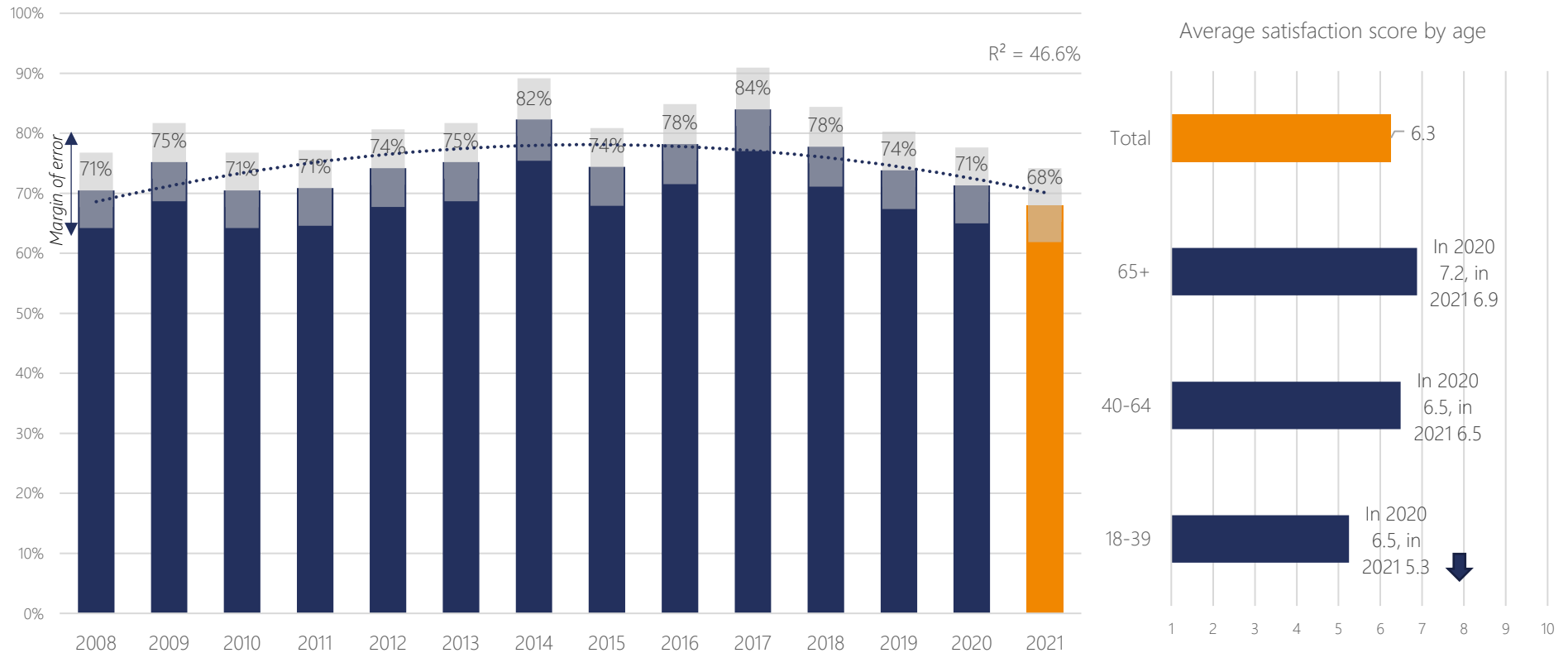
11. Generally, the 2020-21 year represented a period of intensive general public engagement through a variety of Marlborough District Council processes, projects and decisions. Collectively, this may have resulted in heightened community awareness of Council and local government matters generally. Notably, declines in sentiment for Council services and facilities have been observed for other local councils across New Zealand in the current year, and this is also reflected in lower NZ Benchmark figures - suggesting the additional influence of nationally relevant environmental factors leading to a wider decline in resident sentiment across the country. In context, the general stable results measured for most MDC services represent a positive outcome for the District in 2020-21.

SATISFACTION AT A GLANCE

							
Swimming pools	Parks & reserves	Sports grounds	Cemeteries	Civil Defence	Public libraries	Paths & tracks	Harbours
MDC 2021: 90% / 7.8	MDC 2021: 89% / 7.7	MDC 2021: 88% / 7.4	MDC 2021: 88% / 7.5	MDC 2021: 87% / 7.5	MDC 2021: 85% / 7.5	MDC 2021: 84% / 7.4	MDC 2021: 82% / 7.0
MDC 2020: 86% / 7.6	MDC 2020: 88% / 7.7	MDC 2020: 87% / 7.5	MDC 2020: 86% / 7.6	MDC 2020: 84% / 7.6	MDC 2020: 83% / 7.6	MDC 2020: 81% / 7.4	MDC 2020: 82% / 7.2
NZB 2021: 64% / 6.5	NZB 2021: 76% / 7.0	NZB 2021: 76% / 7.0	NZB 2021: 74% / 7.0	NZB 2021: n/a	NZB 2021: 80% / 7.5	NZB 2021: 60% / 6.0	NZB 2021: n/a
							
Sewerage	Drinking water	Community halls	Animal control	Street lighting	Public toilets	Flood protection	Health & Foods Act
MDC 2021: 81% / 7.2	MDC 2021: 81% / 7.4	MDC 2021: 80% / 6.9	MDC 2021: 76% / 6.6	MDC 2021: 76% / 6.8	MDC 2021: 75% / 6.8	MDC 2021: 75% / 6.7	MDC 2021: 74% / 6.6
MDC 2020: 79% / 7.2	MDC 2020: 83% / 7.5	MDC 2020: 75% / 6.8	MDC 2020: 75% / 6.9	MDC 2020: 74% / 6.7	MDC 2020: 76% / 6.8	MDC 2020: 76% / 6.9	MDC 2020: 74% / 6.7
NZB 2021: 67% / 6.5	NZB 2021: 64% / 6.3	NZB 2021: n/a	NZB 2021: 61% / 6.0	NZB 2021: 68% / 6.5	NZB 2021: 56% / 5.8	NZB 2021: n/a	NZB 2021: n/a
							
Resource Recovery	Culture & heritage	Community safety	Waste management*	Community support*	Communication	Tourism	Sale & Supply of Alcohol Act
MDC 2021: 74% / 6.7	MDC 2021: 73% / 6.5	MDC 2021: 73% / 6.7	MDC 2021: 71% / 6.5	MDC 2021: 70% / 6.4	MDC 2021: 70% / 6.3	MDC 2021: 70% / 6.3	MDC 2021: 69% / 6.5
MDC 2020: 80% / 7.2	MDC 2020: 70% / 6.5	MDC 2020: 72% / 6.7	MDC 2020: 73% / 6.9	MDC 2020: 67% / 6.5	MDC 2020: 68% / 6.5	MDC 2020: 68% / 6.4	MDC 2020: 69% / 6.6
NZB 2021: 51% / 5.7	NZB 2021: n/a	NZB 2021: n/a	NZB 2021: 50% / 5.5	NZB 2021: n/a	NZB 2021: 39% / 4.5	NZB 2021: n/a	NZB 2021: n/a
							
Biosecurity*	Storm water	Democratic process	Irrigation of the Southern Valleys	Car parking	Footpaths	Economic development	Environmental policy & monitoring*
MDC 2021: 69% / 6.4	MDC 2021: 67% / 6.3	MDC 2021: 66% / 6.0	MDC 2021: 61% / 6.3	MDC 2021: 61% / 6.0	MDC 2021: 58% / 5.8	MDC 2021: 55% / 5.7	MDC 2021: 54% / 5.6
MDC 2020: 69% / 6.5	MDC 2020: 72% / 6.5	MDC 2020: 55% / 5.8	MDC 2020: 65% / 6.2	MDC 2020: 60% / 6.0	MDC 2020: 58% / 5.8	MDC 2020: 55% / 5.7	MDC 2020: 55% / 5.8
NZB 2021: n/a	NZB 2021: 52% / 5.3	NZB 2021: n/a	NZB 2021: n/a	NZB 2021: 41% / 4.9	NZB 2021: 52% / 5.4	NZB 2021: n/a	NZB 2021: n/a
					*Aggregated average ratings Very good performance (≥80%) Good performance (60%-79%) Services for improvement (50%-59%) Great improvement potential (≤49%)		
Housing for seniors	Roads*	Building Act	Resource consent management*	Overall satisfaction			
MDC 2021: 54% / 5.5	MDC 2021: 50% / 5.2	MDC 2021: 47% / 5.2	MDC 2021: 40% / 4.9	MDC 2021: 68% / 6.3			
MDC 2020: 56% / 5.8	MDC 2020: 52% / 5.4	MDC 2020: 55% / 5.7	MDC 2020: 53% / 5.6	MDC 2020: 71% / 6.7			
NZB 2021: n/a	NZB 2021: 41% / 4.6	NZB 2021: 33% / 4.3	NZB 2021: 28% / 4.1	NZB 2021: 44% / 4.9			

MAIN FINDINGS

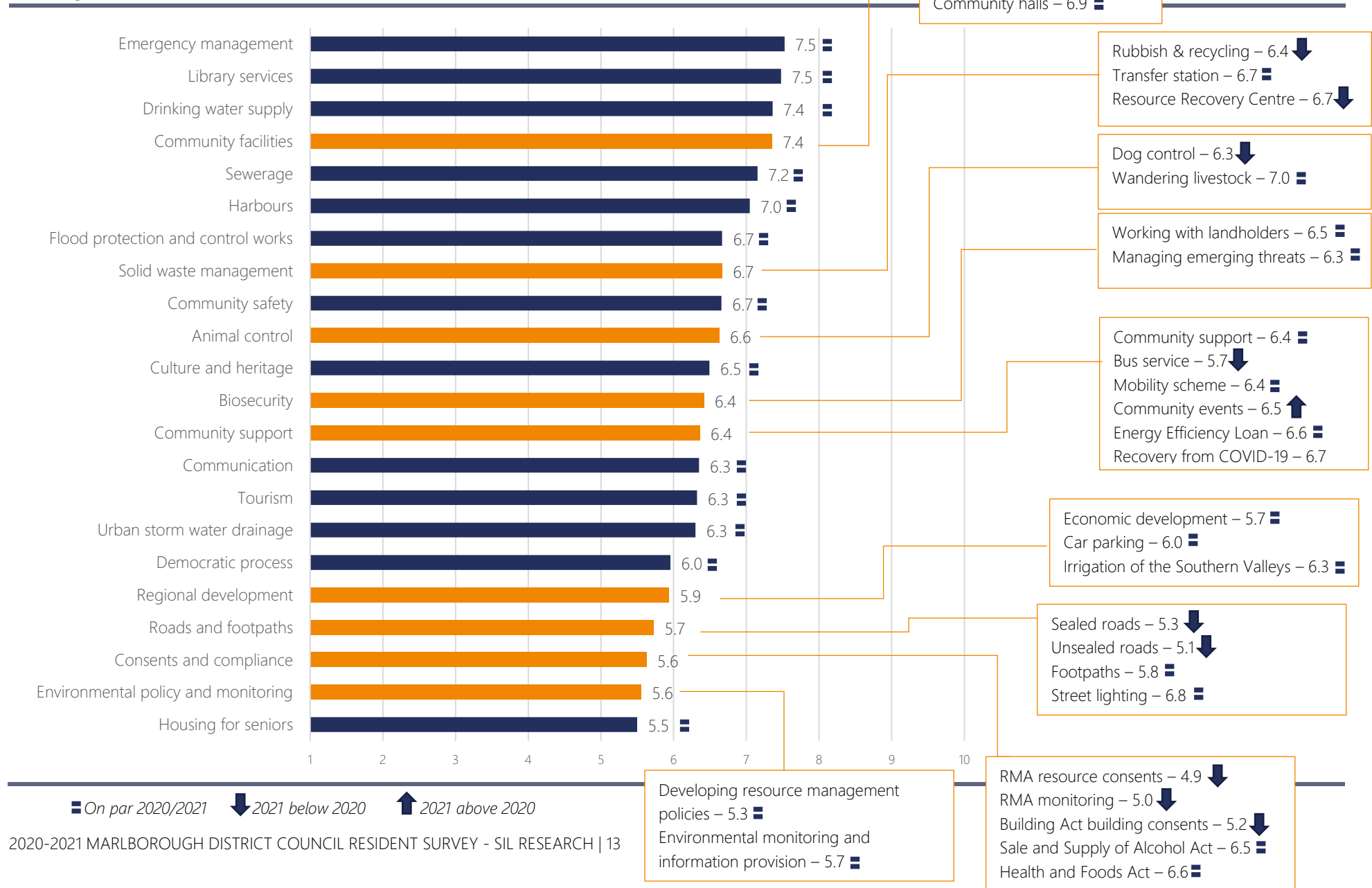
Overall performance of Marlborough District Council in the last 12 months



- In 2021, 68% of residents were satisfied with MDC's overall performance (6.3 on average); this satisfaction was similar compared to 2020 (71%).
- There was no linear trend observed over time. Despite 2021 resulting in a lower than historic average, most variations in satisfaction year-on-year have been within the margin of error.
- Satisfaction with Council's performance varied by age; older residents (aged 65+) were more likely to be satisfied (6.9) than younger residents aged between 18-39 (5.3). On average, satisfaction ratings provided by younger residents were lower in 2021 compared to 2020.

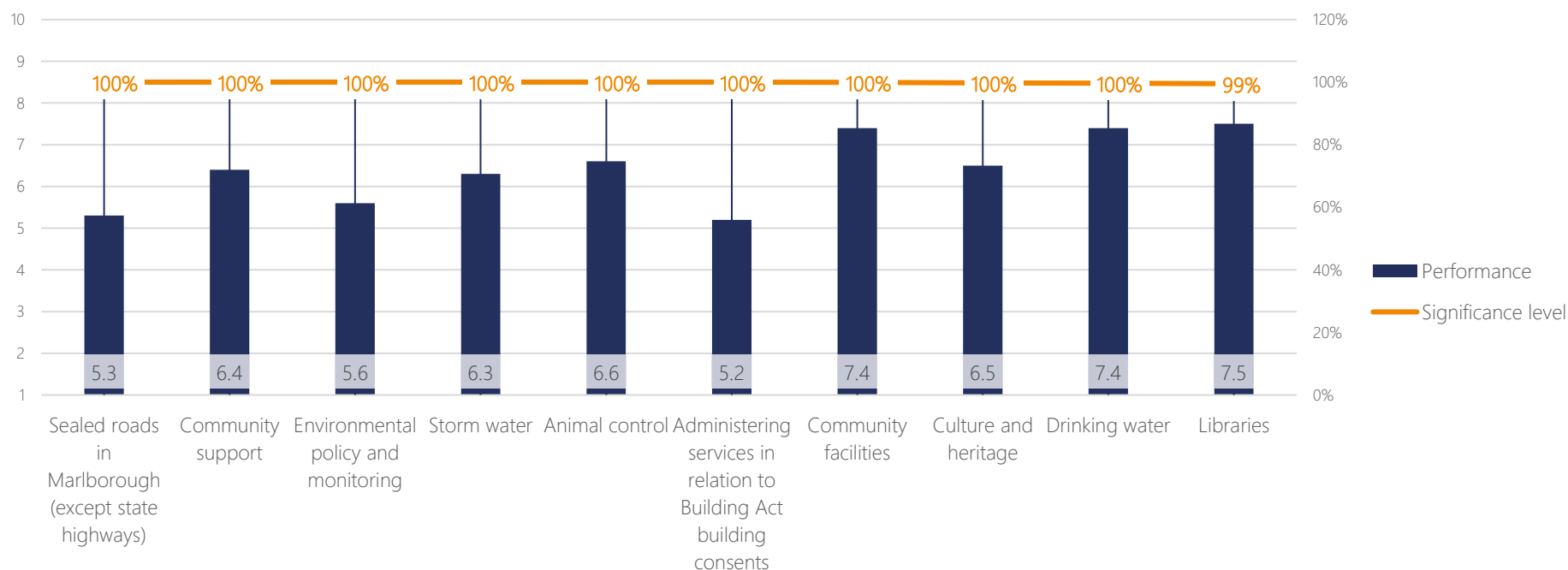
OVERALL RATINGS OF SERVICES

Average satisfaction scores



PRIORITY ASSESSMENT

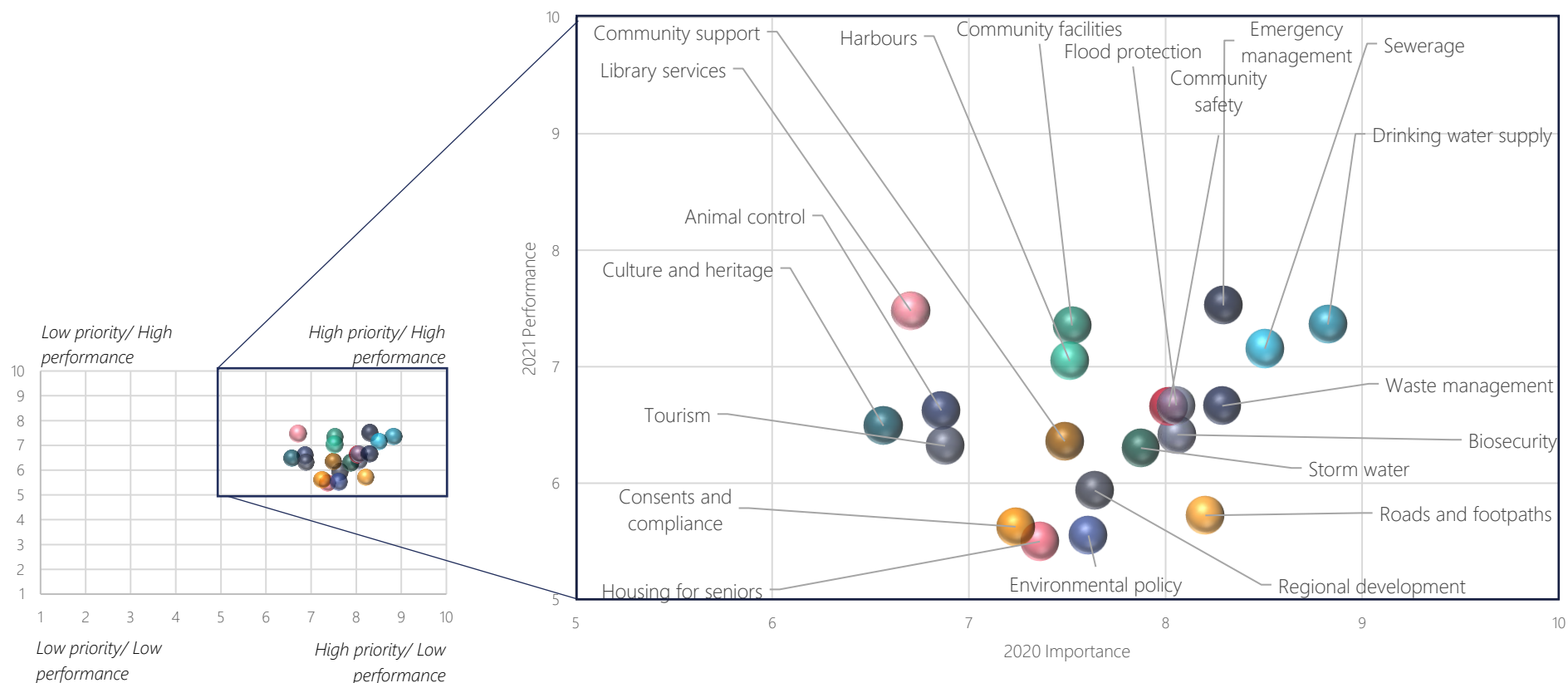
The chart below presents the results of a regression analysis used to determine which services influence MDC's overall performance rating. Only significant deliverables are shown, ranked in order of the level of statistical significance.



- All service areas collectively had an impact on overall satisfaction, demonstrating the variety and range of important factors that residents take into consideration when assessing their satisfaction with the Council. Ten of these areas had a significant impact.
- Comparing these factors to performance scores provided, **Sealed roads**, **Environmental policy and monitoring** and **Administering services in relation to Building Act building consents** represented the greatest improvement potential. These deliverables showed a strong significant influence on the overall performance rating, however, received lower average satisfaction scores.
- Bus services (within Community support) should also require attention due to satisfaction decline in 2021. Bus services in 2020 were free for an extended period due to the Covid-19 lockdown in that year.
- Resource Management Act services under environmental policy and monitoring (Developing resource management policies and Environmental monitoring and information provision) and administering services in relation to Resource Management Act resource consents and compliance displayed a very strong correlation between all four attributes.

PERCEPTUAL MAPPING

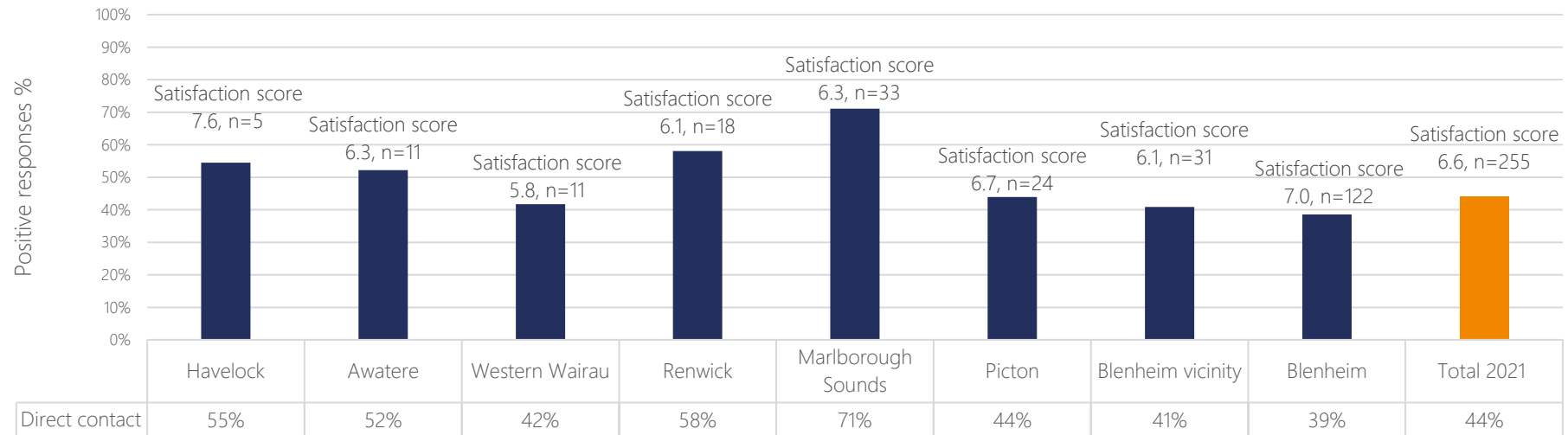
In 2020, residents were asked to rate the priority of the services they receive. Assuming typical consistency in perceived service importance, these ratings were compared to perceived service performance in 2021. To present performance and prioritisation data in a meaningful and visual format, a perceptual map was used to illustrate the interplay of these two datasets.



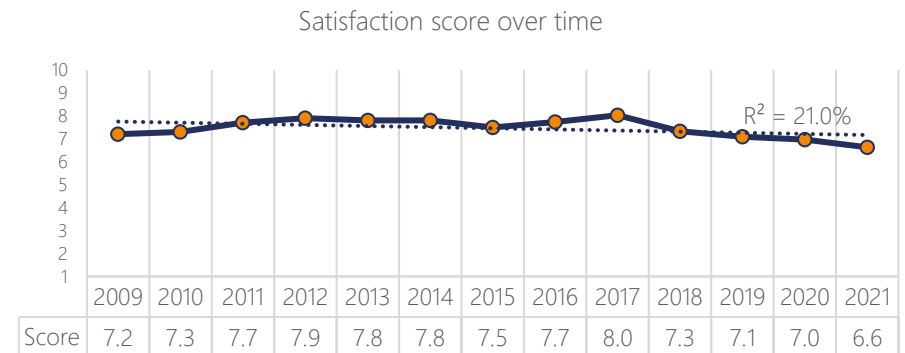
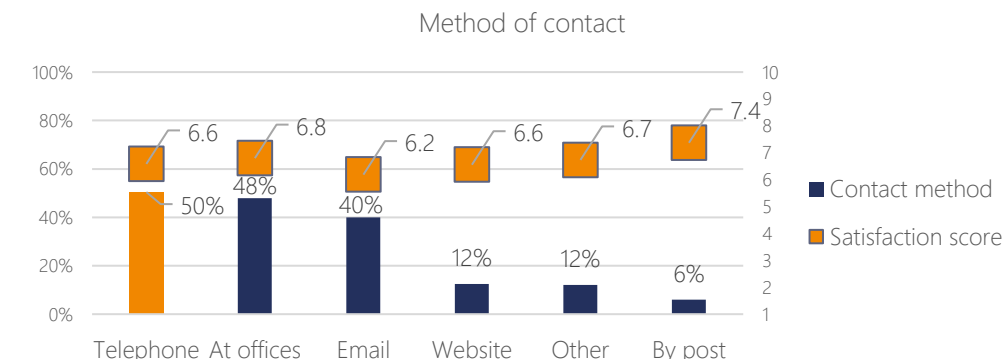
- Overall, all service areas were considered of high priority and received high performance ratings to some degree, with notable variations between services.
- Satisfaction with **Library services** exceeded perceived importance attributed to this service in 2020. Four other services (**Harbour**, **Animal control**, **Community facilities**, **Culture and heritage**) showed closely matched importance and performance scores.
- The largest gaps between performance and perceived importance were recorded for **Roads and footpaths**, **Environmental policy**, **Housing for seniors**, and **Regional development**.

CONTACT WITH THE COUNCIL

Direct contact with the Council in the past 12 months.

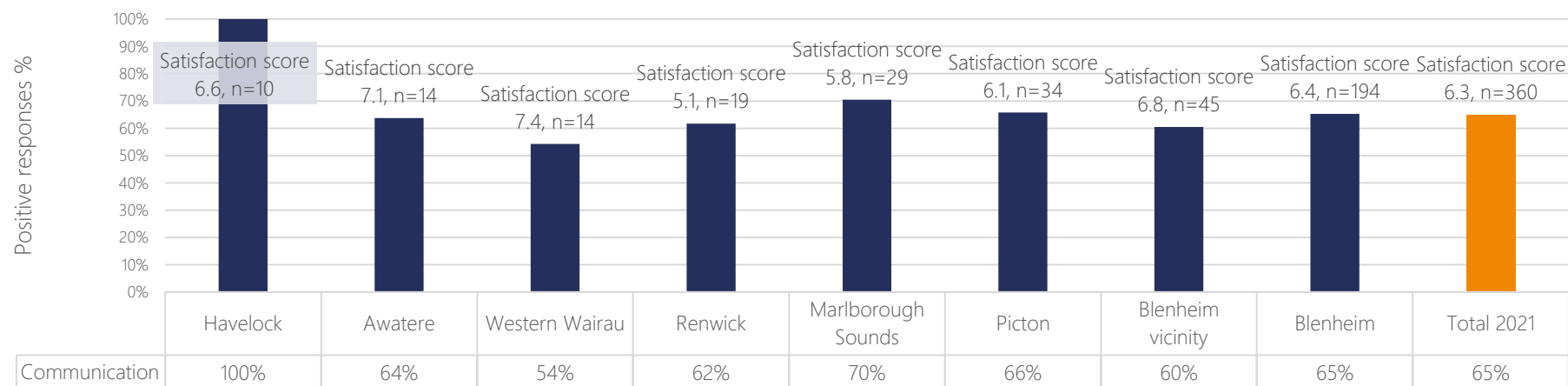


- Overall, 44% of residents stated they had contacted the Council in 2021 (down compared to 2020 – 56%).
- Residents outside of Blenheim, on average, were more likely to contact the Council (50%).
- The most mentioned contact method was 'telephone' (50%); fewer residents in 2021 contacted the Council 'at offices' (48%, compared to 61% in 2020).
- 70% of residents were satisfied with their direct contact with the Council (6.6 on average), which was similar to 72% in 2020 (7.0 on average).
- 2-in-5 residents reported contacting the Council by 'email' (40%); this contact method recorded the lowest average satisfaction score (6.2).

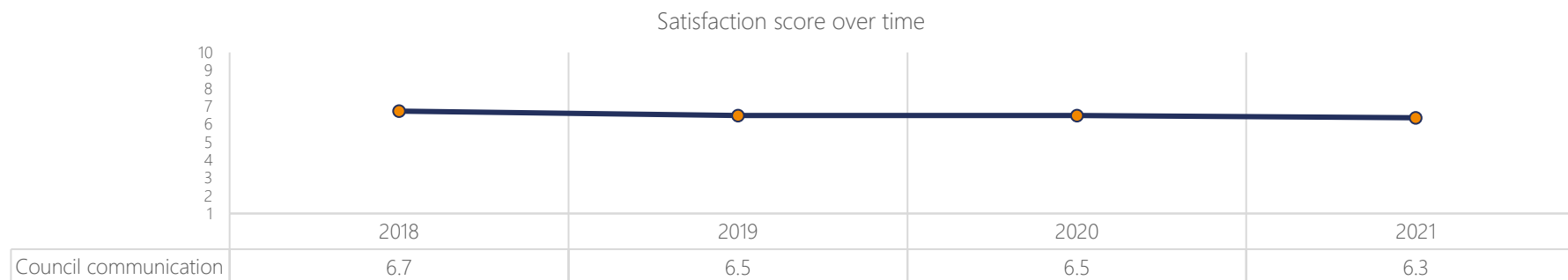


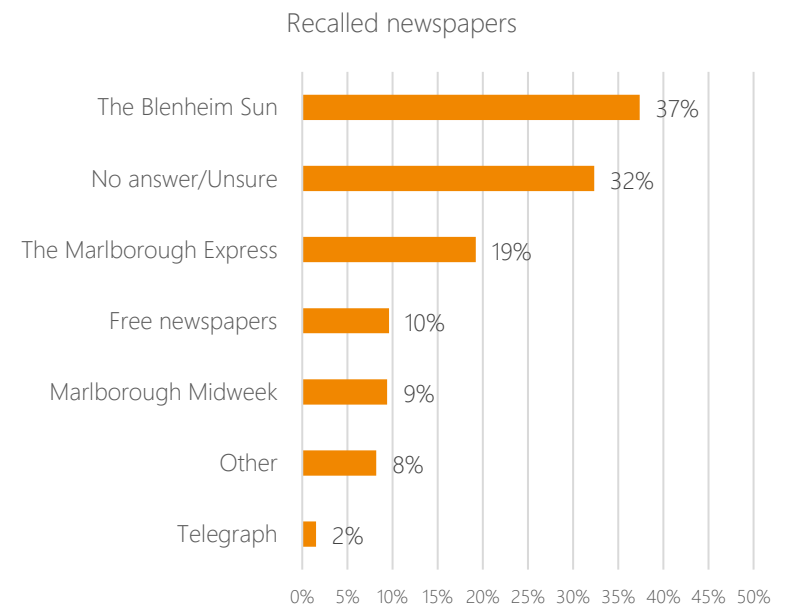
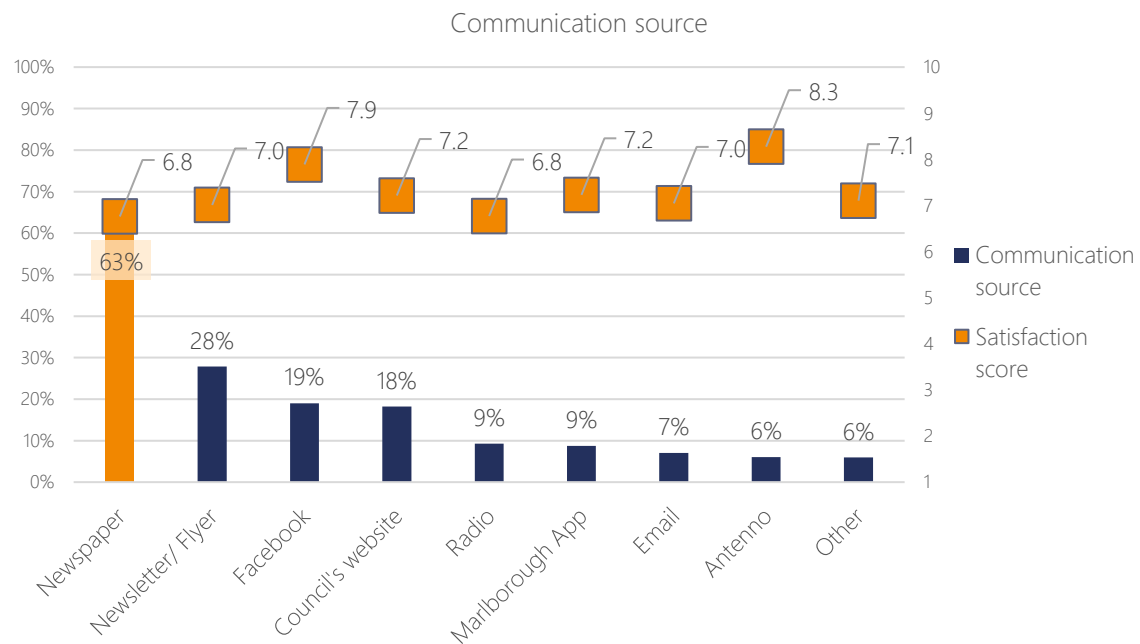
COUNCIL COMMUNICATION

How well does the Council communicate with residents?



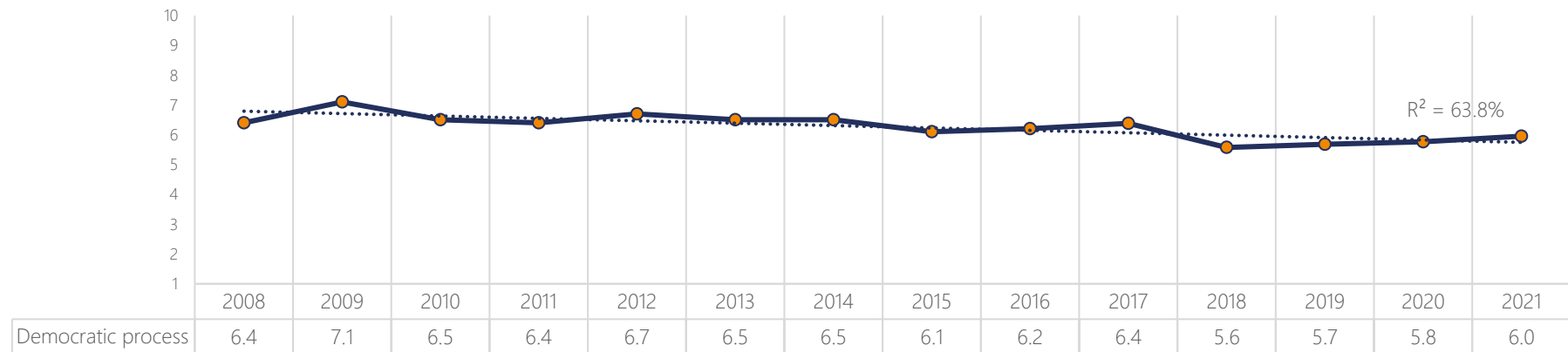
- In 2021, 65% of residents recalled seeing or hearing news or advertisements from the Council (down from 76% in 2020).
- 'Newspaper' (63%) continued to be the main recalled source of information. More residents in 2021 recalled seeing 'newsletter/ flyer' (28%). At the same time, 'Facebook' (19%) as the source of communication declined in 2021.
- 37% of residents recalling a newspaper bought or read 'The Blenheim Sun'.
- 70% were satisfied with the way Council communicated with residents (similar to 68% in 2020 and 71% in 2019), with an average rating of 6.3.
- Antenno (8.3) and Facebook (7.9) were the top-rated communication sources.
- Both awareness of and satisfaction with communication increased with age. 57% of residents aged 18-39 recalled Council's communications providing, on average, satisfaction scores below 6 (5.6). Fewer 18-39 residents recalled receiving a newspaper (38%); however, more referred to Facebook (32%) as the source of communication.





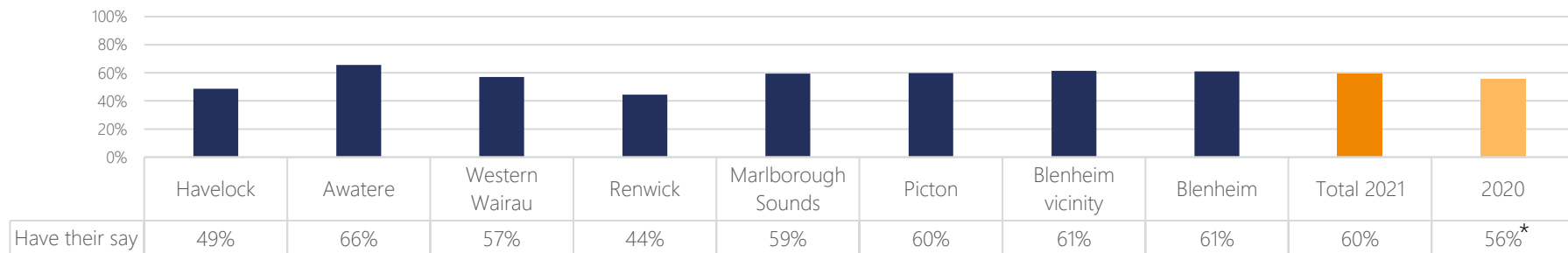
DEMOCRATIC PROCESS

The computed score, which represents how well the Council performs in terms of democratic processes, included the following questions: overall communication with residents, interaction and engagement with the Council (e.g. direct contact), and sufficient opportunities for people to have their say.



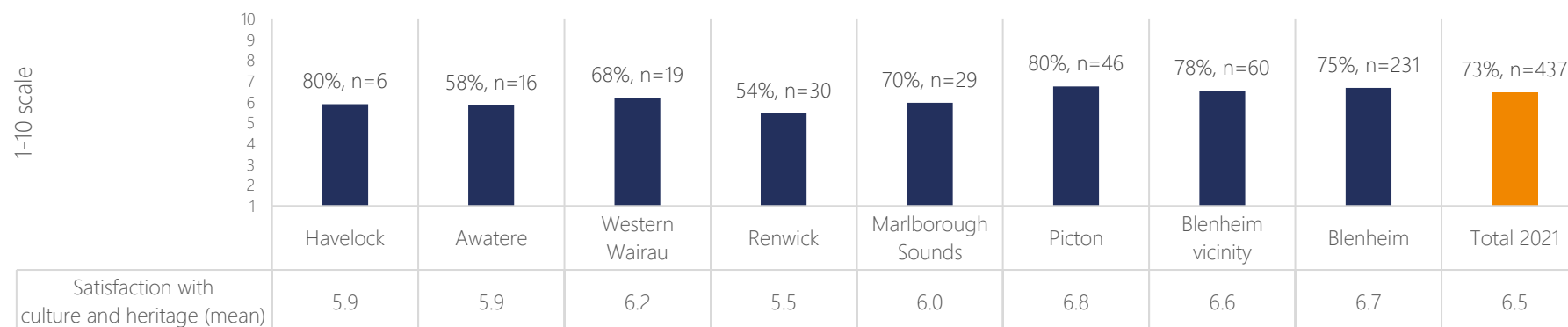
- The overall average satisfaction score with MDC's democratic process (6.0) was on par with 2020 results (5.8), with a slight improvement.
- After a drop over time, with the lowest score recorded in 2018 (5.6), satisfaction with the democratic process has improved in the past three years – once again on par with 2015-2017 scores.
- 6-in-10 residents believed the Council provides sufficient opportunities for people to have their say (60%, slightly up compared to 56% in 2020).
- On average, satisfaction with the democratic process was similar across the whole Marlborough region.

Does the Council provide sufficient opportunity for people to have their say?

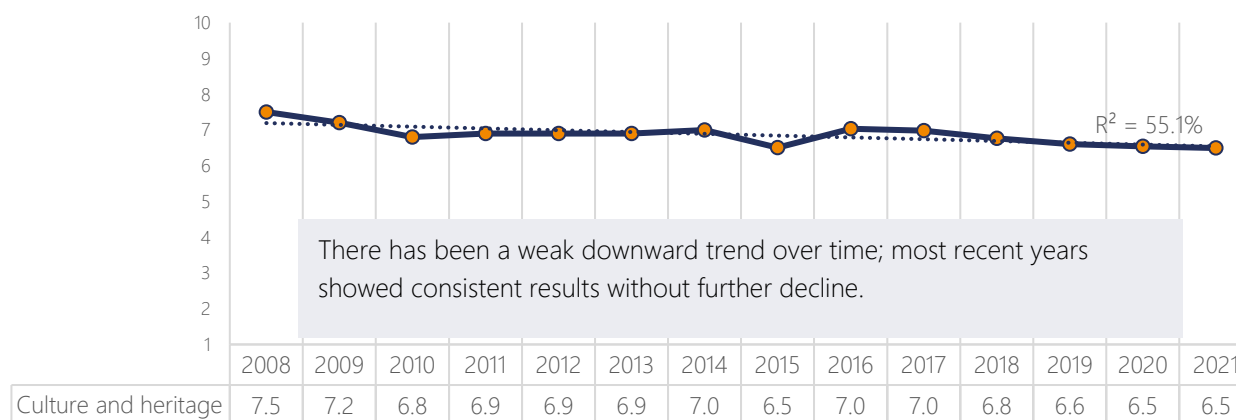


CULTURE AND HERITAGE

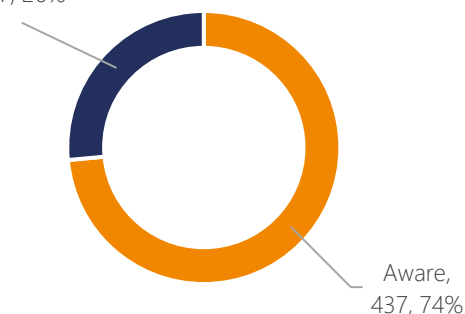
How well does the Council perform in supporting culture and heritage?



- Of 594 residents, 26% stated 'Don't know' or 'Not applicable' in relation to culture and heritage.
- Overall, 73% of residents who provided a rating were satisfied with culture and heritage support in the region (6.5 on average), supporting their ratings with positive verbatim feedback ('Overall good/Well supported').
- Satisfaction levels were on par in the past three years; however, there has been a weak downward trend over time since 2008.
- On average, Blenheim residents (6.7) were more likely to be satisfied with culture and heritage in the district compared to residents from other areas (6.3). Satisfaction also increased with age; older residents were the most satisfied (7.1).



Unsure/Don't use or know enough to rate, 157, 26%

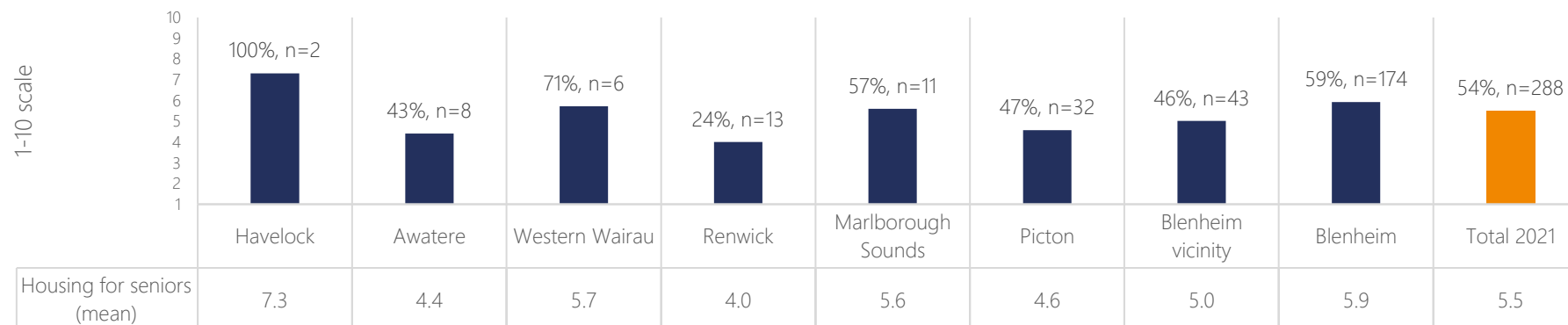


Culture and heritage unprompted comments (coded categories)

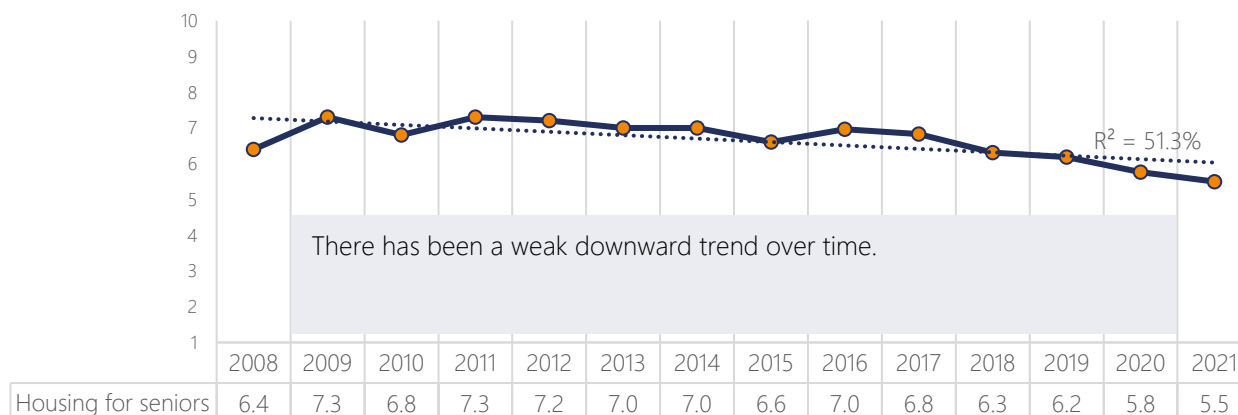
	POSITIVE	COUNT	NEGATIVE	COUNT
CULTURE AND HERITAGE	Overall good. Well supported.	21	No need. Not good use of money/not for Council involvement	5
			Other negative	5
			Heritage not preserved by Council/need better protection	4
			Need more facilities/support/promotion	1

HOUSING FOR SENIORS

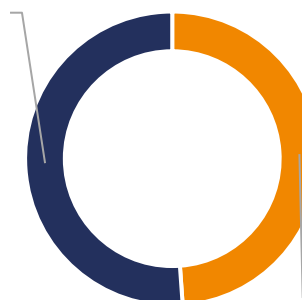
How well does the Council perform in providing housing for seniors?



- Half of residents (51%) could not rate Council's performance in providing housing for seniors; this service concerns only a limited section of the community.
- Overall, 54% of residents rating this service were satisfied with the provision of houses for seniors (5.5 on average).
- Although in 2021 satisfaction was similar to 2020 (no statistically significant difference), there has been a weak downward trend over time.
- With an aging population in New Zealand, demand for housing for seniors may continue increasing over time, which could result in shortage of supply. This corresponded with a general public sentiment ('Need more/not enough').
- On average, satisfaction was greater amongst residents aged 65+ (6.0), with lower income between \$10,000-\$40,000 (6.4), and those from Blenheim (5.9).



Unsure/Don't use or know enough to rate, 302, 51%



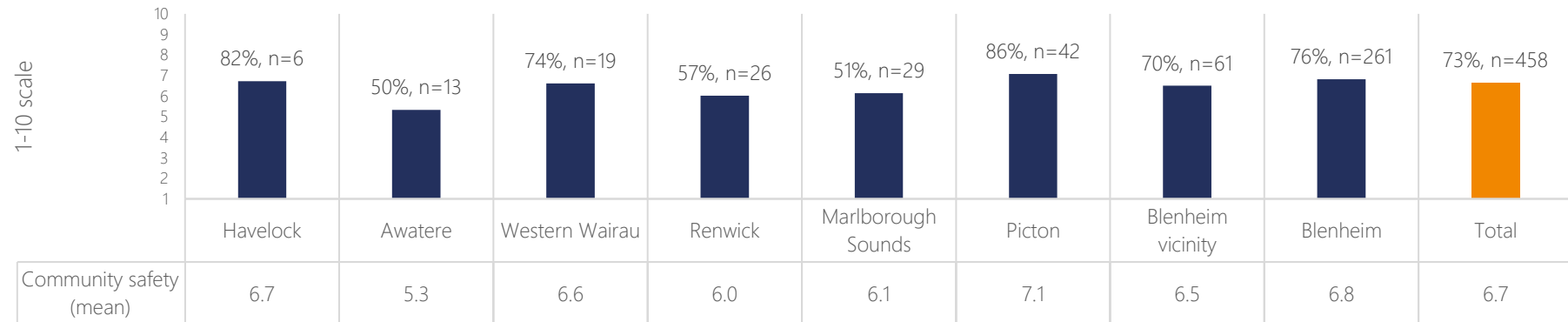
Aware, 288, 49%

Housing for seniors unprompted comments (coded categories)

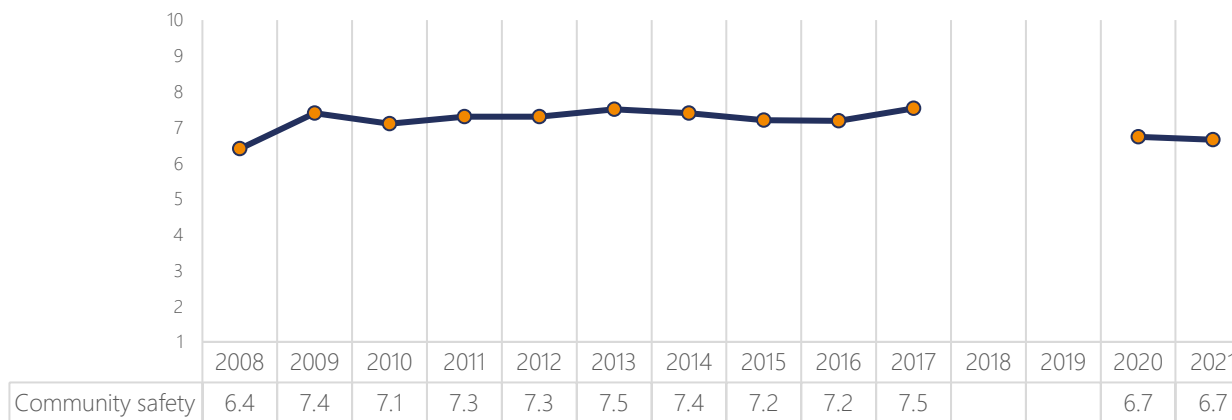
	POSITIVE	COUNT	NEGATIVE	COUNT
HOUSING FOR SENIORS	Good service/support	13	Need more/not enough	23
	Other positive	1	More maintenance/suitable for seniors/disabled	11
			Not council responsibility	3
			Other negative	1

COMMUNITY SAFETY

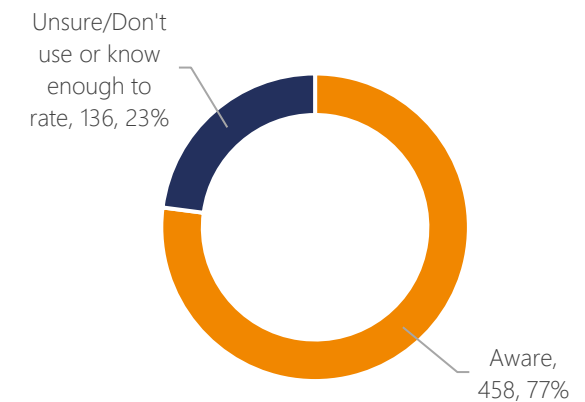
How well does the Council perform in supporting community safety?



- 77% of residents were able to provide a rating in relation to community safety.
- 73% of these residents were satisfied with Council support of community safety (6.7 on average), which was similar to 2020 (72%, 6.7 on average).
- Feelings of safety were supported with positive community feedback ('A safe community/feel safe/no issues' and 'Do a good job').
- On average, residents from Picton (7.1) and Blenheim (6.8) were more likely to be satisfied with community safety than residents in other areas.
- Younger residents (18-39) were less satisfied with community safety (6.0) compared to older residents.



Note: not asked in 2018-2019

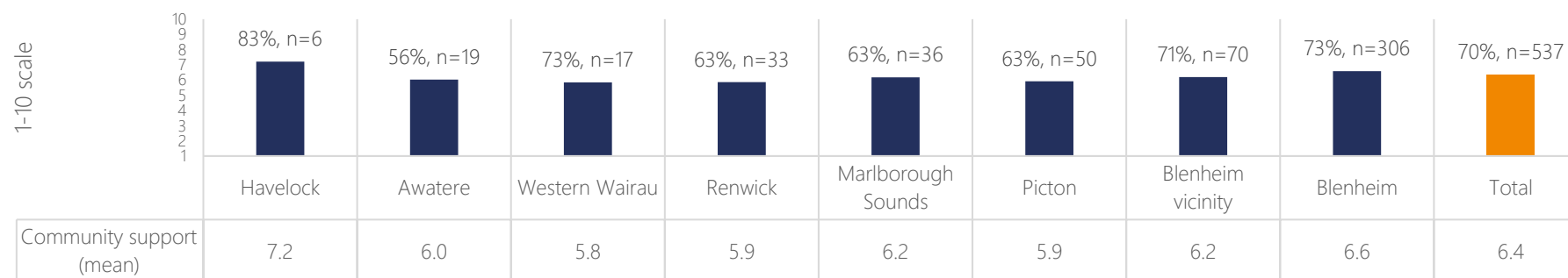


Community safety unprompted comments (coded categories)

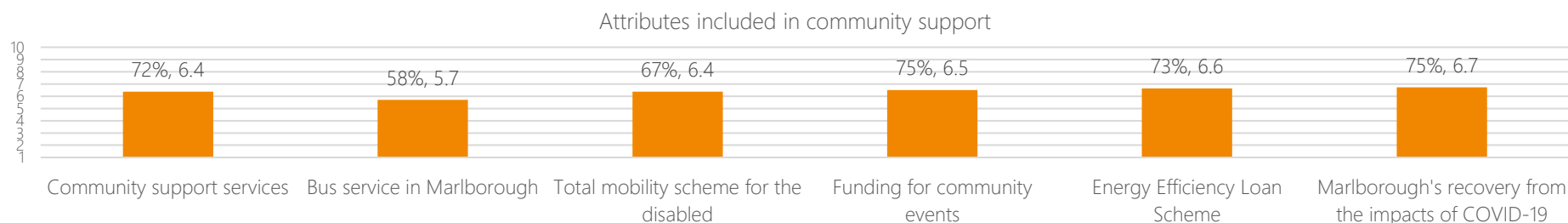
	POSITIVE	COUNT	NEGATIVE	COUNT
COMMUNITY SAFETY	A safe community/feel safe/no issues	15	No police presence/need more action	4
	Do a good job	14	Not safe/don't feel safe	3
	Well-policed	2	Other negative	1

COMMUNITY SUPPORT

How well does the Council perform in providing community support services, bus service in Marlborough, total mobility scheme, funding for community events, Energy Efficiency Loan Scheme, and Marlborough's recovery from the impacts of COVID-19? **New question in 2021.*



- Most residents were able to rate at least one community support attribute (n=537); however 6-in-10 residents could not rate such services as total mobility and Energy Efficiency Loan schemes - these services relate to only a specific section of the community.
- On average, satisfaction across all community support (6.4) remained consistent in the past four years. However, there has been a moderate downward trend over time since 2008. Although satisfaction with community funding has shown the strongest downward trend, more residents were satisfied with this service in 2021 (75%, 6.5 on average), compared to 2020 (67%, 6.4 on average).
- 75% of residents (6.7 on average) were satisfied with Marlborough's recovery from the impacts of COVID-19. Blenheim residents were more likely to be satisfied (6.9) with this recovery.
- Satisfaction with bus services declined in 2021 (58%, 5.7 on average), compared to 2020 (67%, 6.2 on average). The most mentioned reason for lower ratings was 'Poor timetable/unaware of service'. MDC operates four bus routes in Marlborough (Blenheim-Picton, Blenheim-Renwick and in Blenheim vicinity). Blenheim residents were more likely to provide higher ratings (6.2) in relation to bus services. Renwick (5.3), Blenheim vicinity (5.4) and Picton (4.0) residents were less likely to be satisfied with bus services.
- Younger residents (18-39 years) were least satisfied with community support, on average.



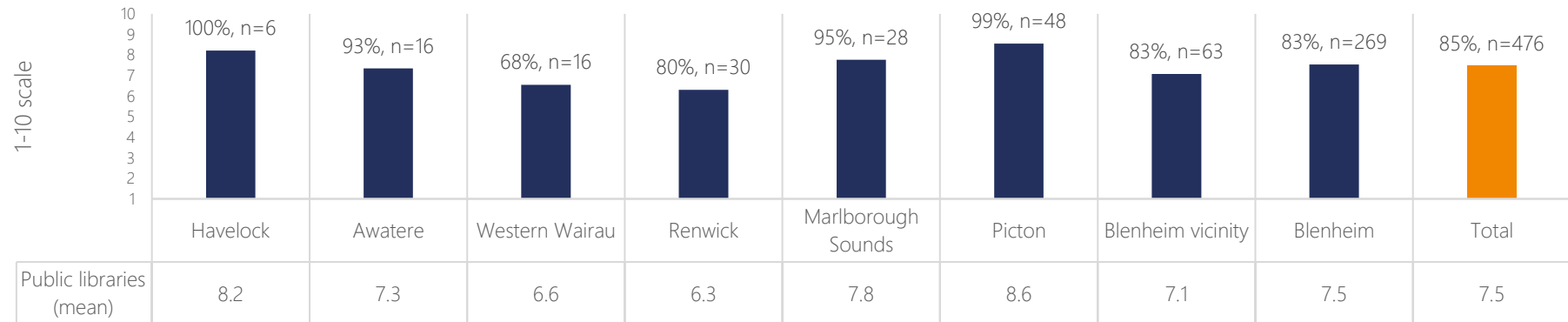


Community support unprompted comments (coded categories)

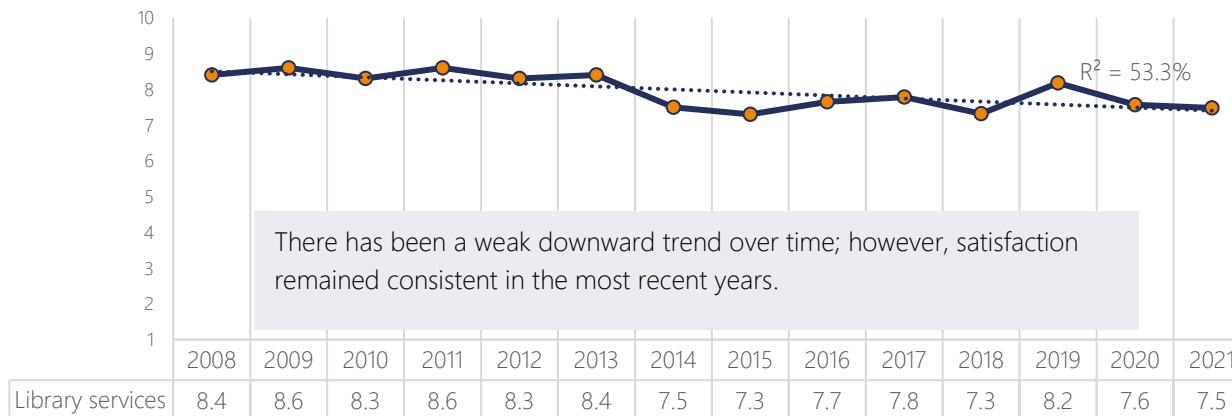
	POSITIVE	COUNT	NEGATIVE	COUNT
COMMUNITY SUPPORT	Good support services	13	Need alternative funding	6
	Council is supportive	7	Other negative	3
	Wide range of groups supported	2	Unaware of/lack of services	2
BUS SERVICE	Good service	10	Poor timetable/unaware of service	20
	Good that it's provided	4	Not used enough	10
	Reliable service	1	Other negative	5
	Extended coverage/services	1	Insufficient services	2
	Improvements needed	1		
TOTAL MOBILITY SCHEME	Good service/support	16	Poor accessibility/disability parking	4
	Needs improvement/more support	2	Not well supported/policed	2
			Other negative	1
FUNDING COMMUNITY EVENTS	Good events	11	There are none/few. Wider range of events needed	5
	Well-supported	4	Not best use of ratepayer money	2
			Other negative	2
ENERGY EFFICIENCY LOAN SCHEME	Good scheme	19	Too expensive/high interest rates	5
	Have used/will use scheme	9	Needs more council support/funding	3
	Easy to use/access	3	Need more information	1
			Other negative	1
MARLBOROUGH COVID-19 RECOVERY	Doing well. Good support from services/Council	33	Lack of support/unaware of help	8
	No/little impact	7	Lack of communication/services	4
			Other negative	4

LIBRARY SERVICE

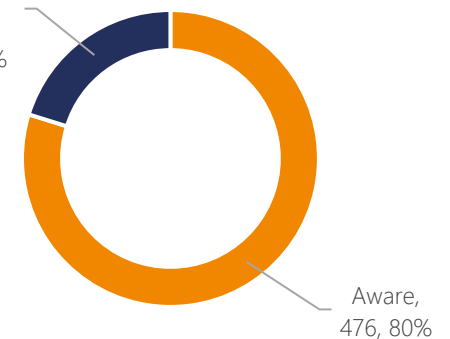
How well does the Council perform in providing public library services in Marlborough?



- Most residents rated public library services in Marlborough (80%).
- In 2021, satisfaction with library services (85%, 7.5 on average) was similar to 2020 (83%, 7.6 on average).
- Except for a spike in 2019, satisfaction with library services was consistent over the past eight years.
- Younger residents were less satisfied with library services (6.4) compared to older residents; fewer residents aged 18-39 knew enough or used this service to provide a rating.
- Most feedback was positive overall ('Overall good. Good service'). Some comments (10%) continued to suggest unhappiness with the proposed Blenheim library development ('Waste of money', 'Current library fine', etc.).



Unsure/Don't use or know enough to rate, 121, 20%

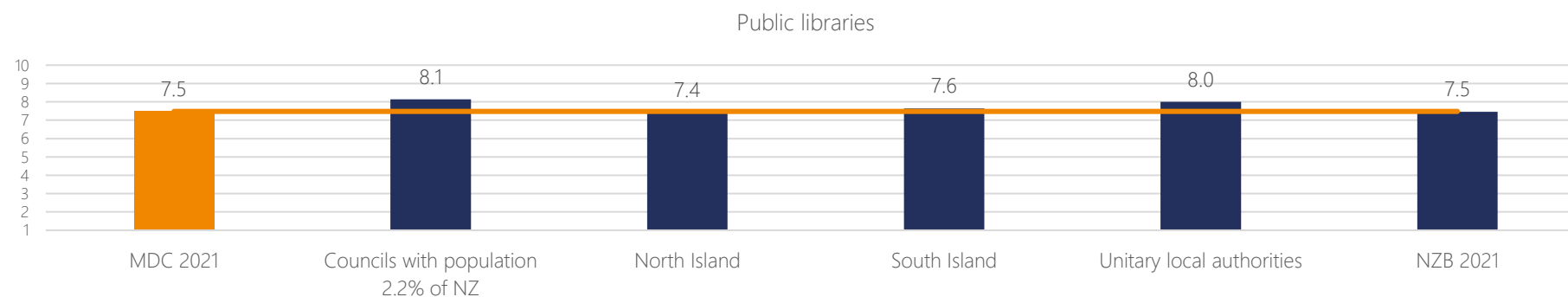


Library service unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
PUBLIC LIBRARIES	Overall good. Good service	80	Waste of money/costs too much	10
	Good facilities/resources	19	Current library fine/new library not needed/wanted	3
	Good staff	15	Bad location/no parking/no bus	3
	Great new Picton building. Looking forward to new Blenheim library	14	Other negative	1

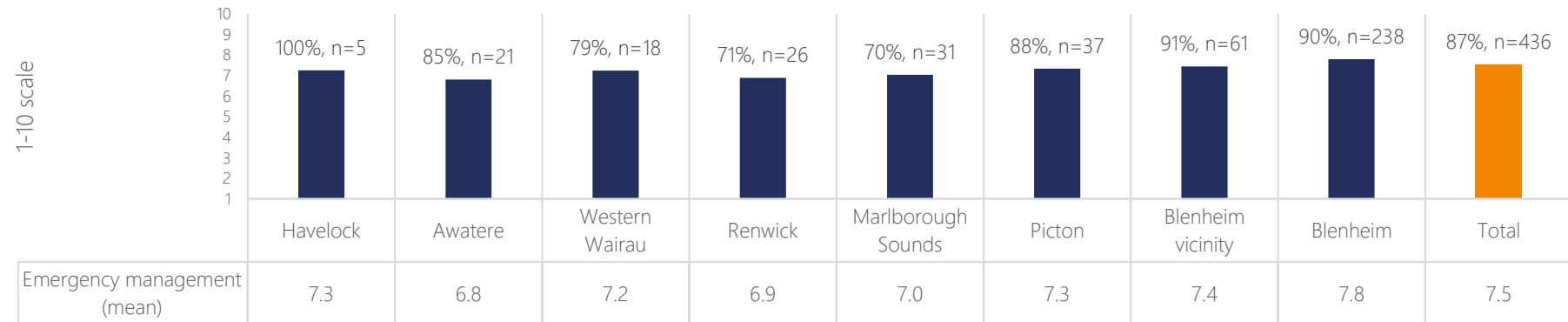
Public library – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand average based on SIL's 2021 New Zealand Benchmarking survey (NZB). The benchmarking results are reported based on n=400 responses collected in 2021. The data is collected using a 1-10 scale.

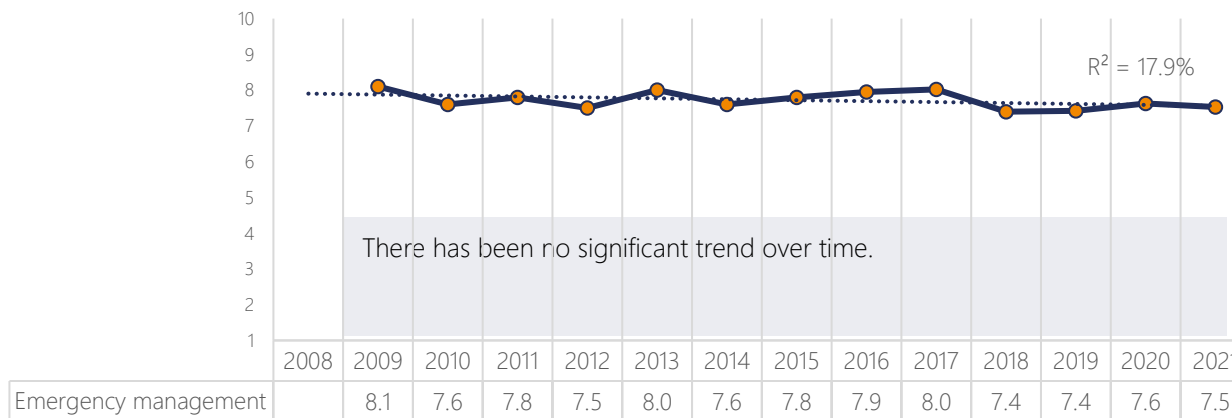


EMERGENCY MANAGEMENT

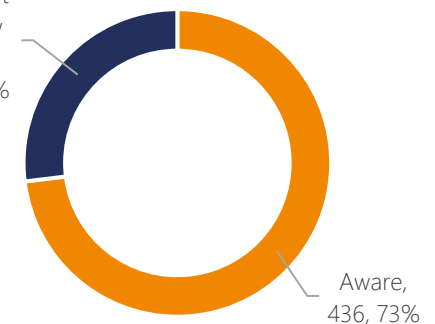
How well does the Council perform in providing Civil Defence emergency management?



- Overall, 87% of residents (7.5 on average) were satisfied with Council's provision of Civil Defence emergency management; around 1-in-4 residents (27%) could not provide a rating.
- Satisfaction with emergency management has been consistent over time with no significant differences recorded.
- On average, satisfaction with emergency management was greater in Blenheim (7.8) compared to the rest of the region; satisfaction below 7, on average, was recorded in Awatere (6.8) and Renwick (6.9).
- Overall, emergency management received very positive feedback from the district's community ('Do a good job', 'Good service/team/communication', 'Pro-active/prepared/plan for future events').



Unsure/Don't use or know enough to rate, 161, 27%

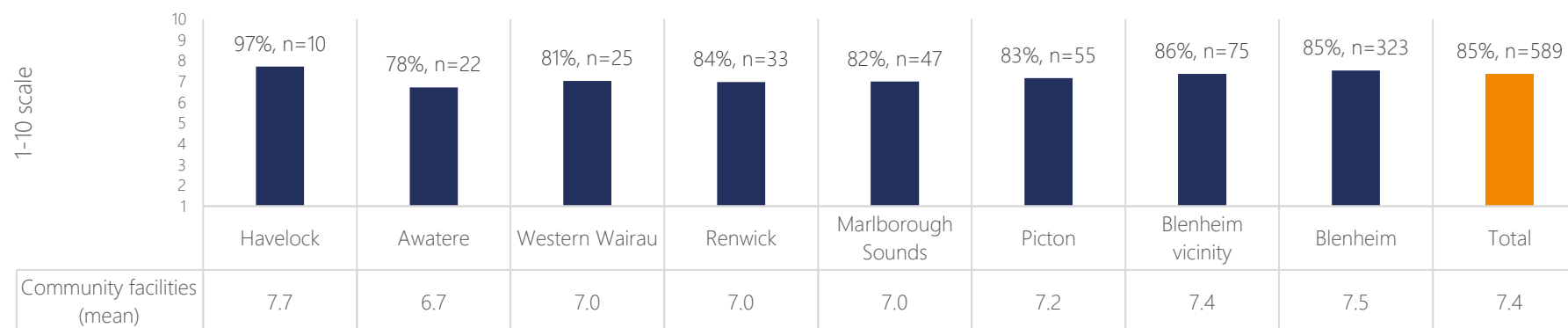


Emergency management unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
EMERGENCY MANAGEMENT	Do a good job	46	More information/signage/drills/communication	5
	Good service/team/communication	12		
	Pro-active/prepared/plan for future events	10		
	Prompt response	5		
	Good response to earthquakes	4		
	Good response to COVID-19	1		

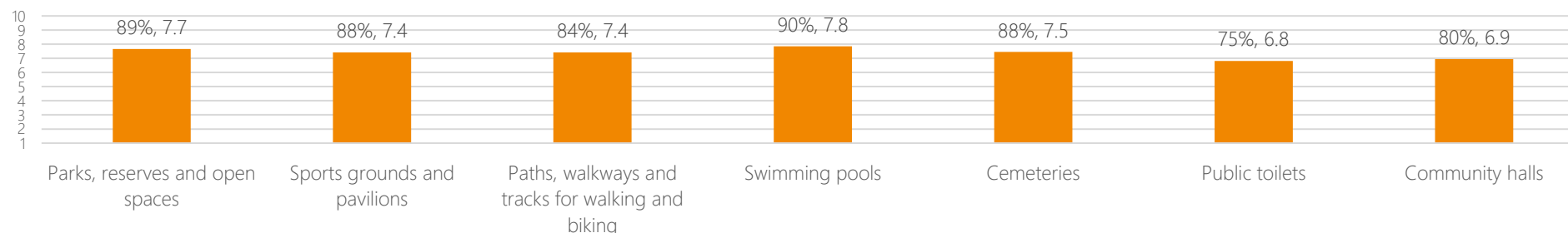
COMMUNITY FACILITIES

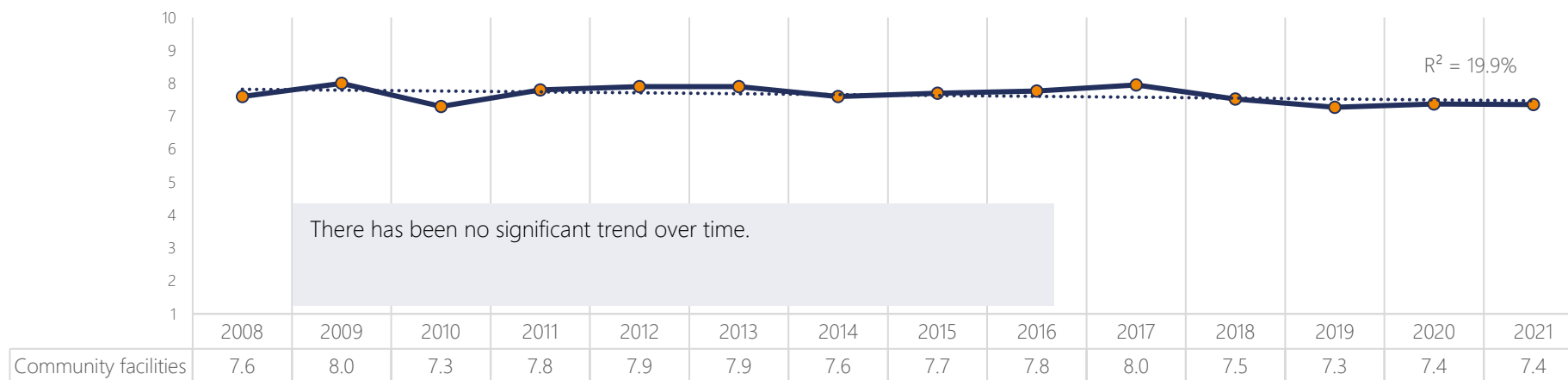
How well does the Council perform in providing parks and reserves, sports grounds, tracks for walking and biking, swimming pools, public toilets, cemeteries and community halls?



- 85% of residents were satisfied with community facilities in the Marlborough district (7.4 on average), similar to 2020 (7.4). Overall, there have been no significant variations over time in relation to community facilities.
- Swimming pools (7.8) received the highest average score in 2021, a significant improvement over 2020 results (7.6). 'Good facility/valuable asset' was the most mentioned positive feedback from the community.
- Most residents rated each facility; though fewer residents could rate community halls or cemeteries (44% and 31% 'Don't know'/'Haven't used' responses respectively).
- Residents from Blenheim (7.9) and Blenheim vicinity (7.8) were more likely to be satisfied with parks & reserves compared to residents in other areas. Fewer residents from Picton (6.3) and Awatere (6.9) were satisfied with swimming pools. Lower ratings in relation to cemeteries were received from residents in Marlborough Sounds (6.9) and Renwick (5.8).
- Younger residents (18-39 years) were less satisfied with community facilities overall (6.7) compared to older residents.

Attributes included in community facilities





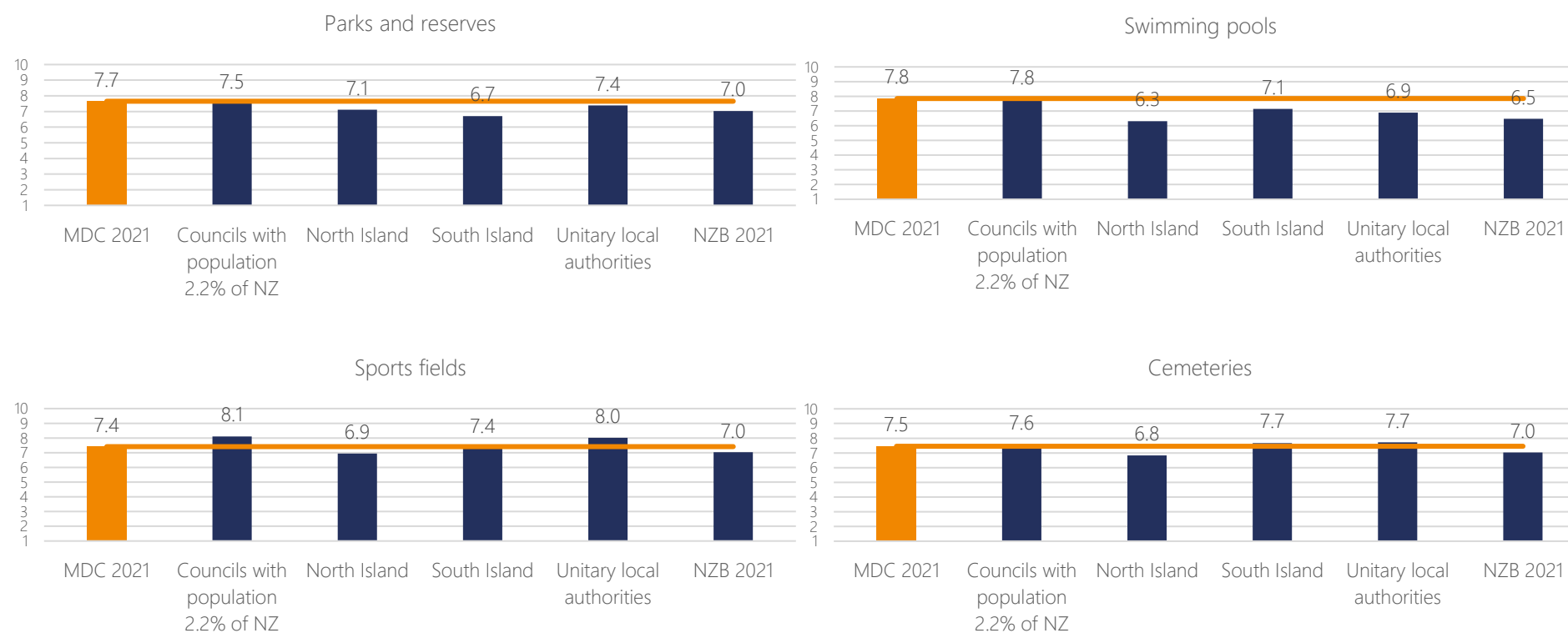
Community facilities unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
PARKS, RESERVES AND OPEN SPACES	Valuable/excellent places	64	Unclean/environmental improvement/more maintenance needed	4
	Well-maintained/good condition	52	Expense/waste of money	2
	Plenty/variety of spaces/facilities	10	More needed for children	1
			Other negative	1
SPORTS GROUNDS	Good job/modern facilities	44	Other negative	6
	Well-maintained/good condition/no issues	16	More rubbish bins needed. Not emptied enough/dirty	3
PATHS, WALKWAYS AND TRACKS FOR WALKING AND BIKING	Good/excellent quality	62	Improvements/upgrades needed/need more	4
	Well-maintained	20	Poorly maintained	3
	Plenty/variety of options/spaces	7	Cost/issue with cycleways	2
	Have been improved/upgraded	5	Other negative	1
SWIMMING POOLS	Good facility/valuable asset	85	Need new/upgraded pool/don't have one	4
	Well-maintained/good condition. Well-managed/good staff	7	Poorly maintained/managed	1
	Improvements needed	4		
	Well-priced	2		
CEMETERIES	Overall good	36	Poorly maintained	2
	Well-maintained/good condition	27	Other negative	2
	Clean	6		

PUBLIC TOILETS	Well-maintained/good condition/modern	51	Poorly maintained/unclean. Needs upgrading	18
	Clean	21	Insufficient toilets	3
	Good number/plenty available	8	Other negative	3
COMMUNITY HALLS			Toilets lack soap	2
	Good facilities/excellent/do a good job	27	Need one/more	3
	Well-maintained/good condition	10	Poorly maintained/needs upgrading	1

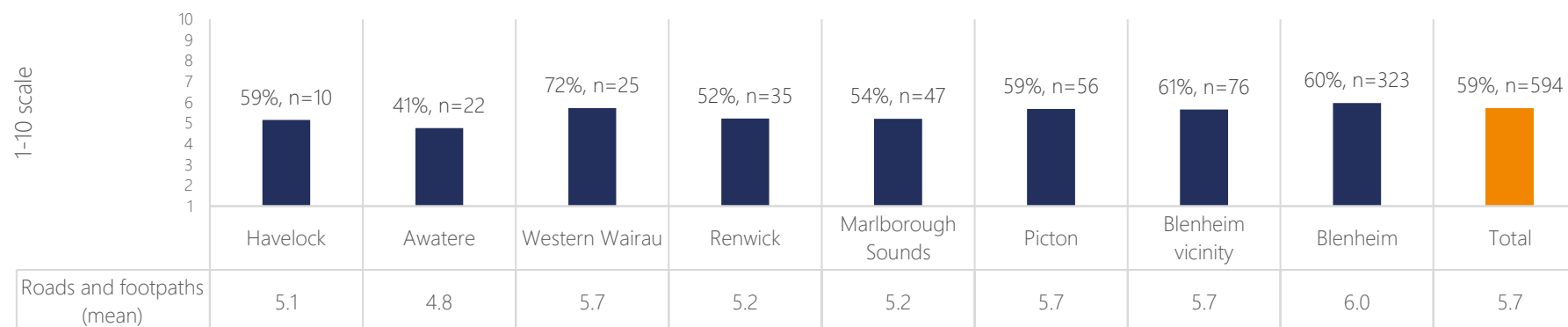
Community facilities – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand average based on SIL's 2021 New Zealand Benchmarking survey (NZB). The benchmarking results are reported based on n=400 responses collected in 2021. The data is collected using a 1-10 scale.



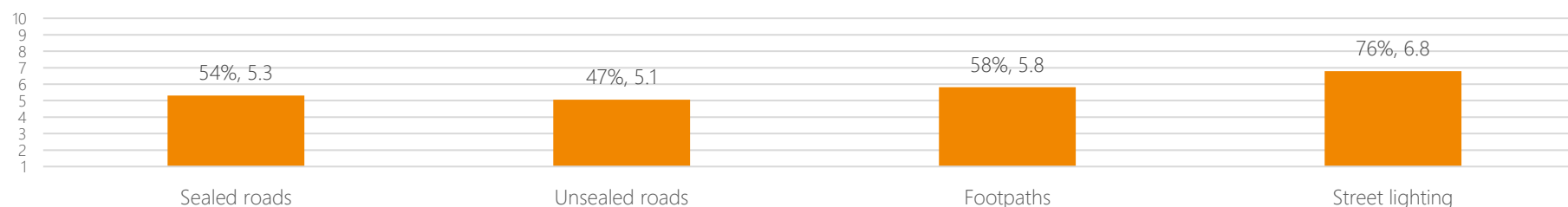
ROADS AND FOOTPATHS

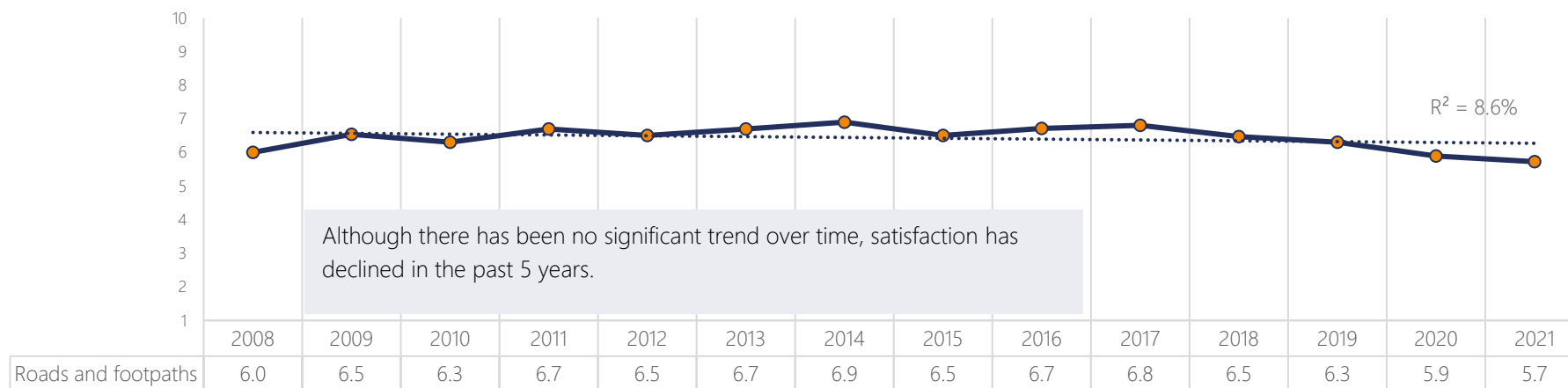
How well does the Council perform in providing sealed and unsealed roads, footpaths and street lighting?



- Overall, satisfaction with roads and footpaths continued to decline in 2021; 59% of residents provided ratings 6 and above out of 10 (5.7 on average) compared to 5.9 in 2020.
- Satisfaction with both sealed roads (5.3, 5.5 in 2020) and unsealed roads (5.1, 5.4 in 2020) continued to decline in 2021, whereas satisfaction with footpaths (5.8, 5.8 in 2020) and street lighting (6.8, 6.7 in 2020) remained higher and more consistent.
- Whereas most services were positively skewed (greater number of responses on a positive side of the scale), around 1-in-6 residents provided lower ratings ('1' and '2' – 'very dissatisfied') in relation to sealed (16%) and unsealed (17%) roads.
- Lower ratings for roads were supported by comments in relation to poor quality and lack of maintenance.
- Satisfaction with roads (sealed and unsealed), on average, was significantly low in Havelock (3.2) and Awatere (4.6), and amongst younger residents (4.3).
- Satisfaction with sealed roads was higher amongst residents who had lived in Marlborough for less than 10 years (5.8).
- Satisfaction with footpaths was lower amongst residents aged 18-39 and 65+, but higher amongst residents aged 40-64 (6.0).

Attributes included in roads and footpaths





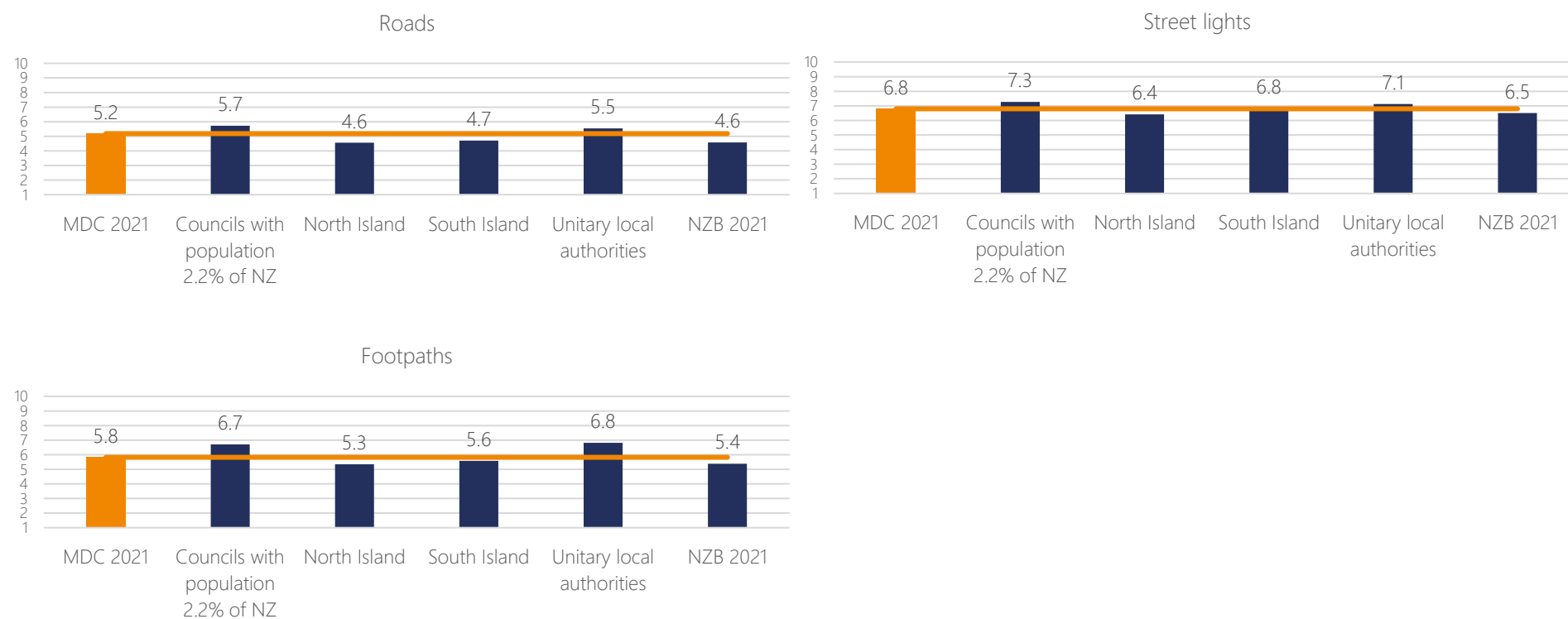
Roads and footpaths unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
SEALED ROADS	Good/okay condition	16	Poor quality repairs/surfaces	29
	Well-maintained	4	Lack of maintenance	20
			Potholes	18
			Uneven/bumpy roads	8
			Speed limits/roundabouts/cycleways	7
			Poor roading management	5
			Dangerous roads/layouts	3
			Other/general negative	3
UNSEALED ROADS	Roads are fine	5	Lack of maintenance	19
	Well-maintained/improved	2	Uneven/ungraded roads. Insufficient gravel/poor quality repairs	17
			Potholes	4
			Dangerous roads/layouts	2
			Should be sealed	1
FOOTPATHS	Good condition/no problems	15	Uneven/cracked/tree roots uplifting	12
	well-maintained/improved	4	Lack of maintenance	11
			Dangerous/trip hazard/slippery	11
			No/lack of footpaths	9
			Unsafe for elderly/disabled/wheelchairs/scooters	5
			Other general negative	1

STREET LIGHTING	Overall good/reliable service	42	No lighting. More lighting needed	13
	Good lighting/LED quality	12	Poor maintenance. Slow/no response	1
	No problems	1		

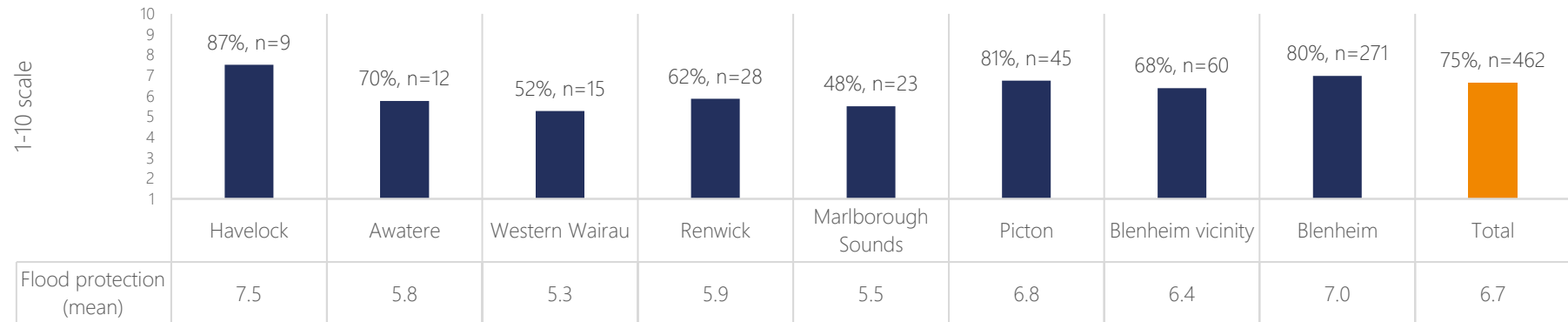
Roads and footpaths – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand average based on SIL's 2021 New Zealand Benchmarking survey (NZB). The benchmarking results are reported based on n=400 responses collected in 2021. The data is collected using a 1-10 scale.

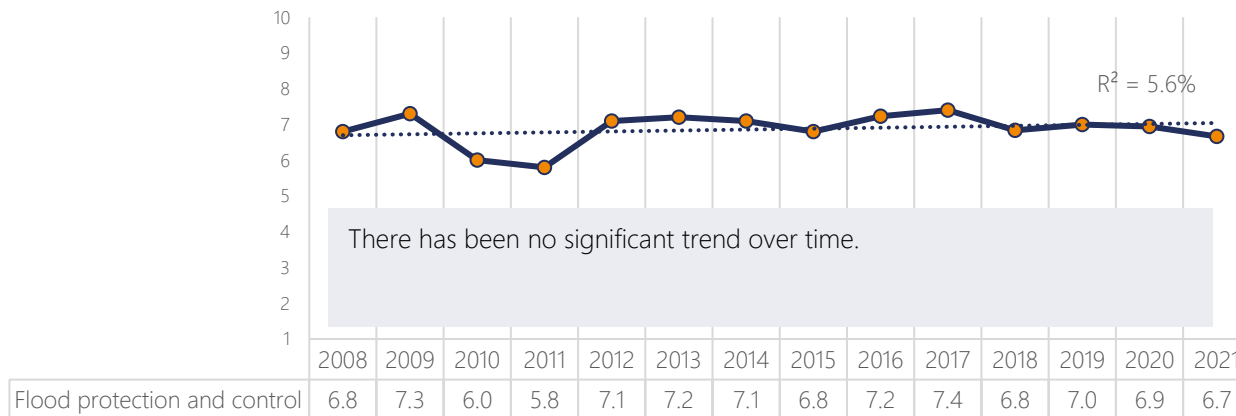


FLOOD PROTECTION

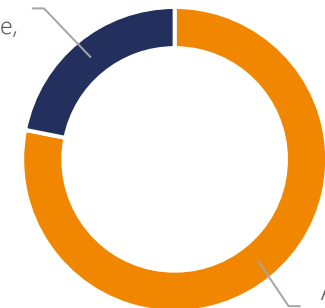
How well does the Council perform in providing flood protection and control?



- Overall, 75% of residents were satisfied with flood protection (6.7 on average), which was similar to 76% in 2020 (although average score was slightly down).
- Satisfaction with flood protection varied significantly by area and age.
- Fewer residents from Awatere (5.8), Western Wairau (5.3), Marlborough Sounds (5.5) and Renwick (5.9), and younger residents aged 18-39 (5.8) were satisfied with this service.



Unsure/Don't use or know enough to rate, 130, 22%



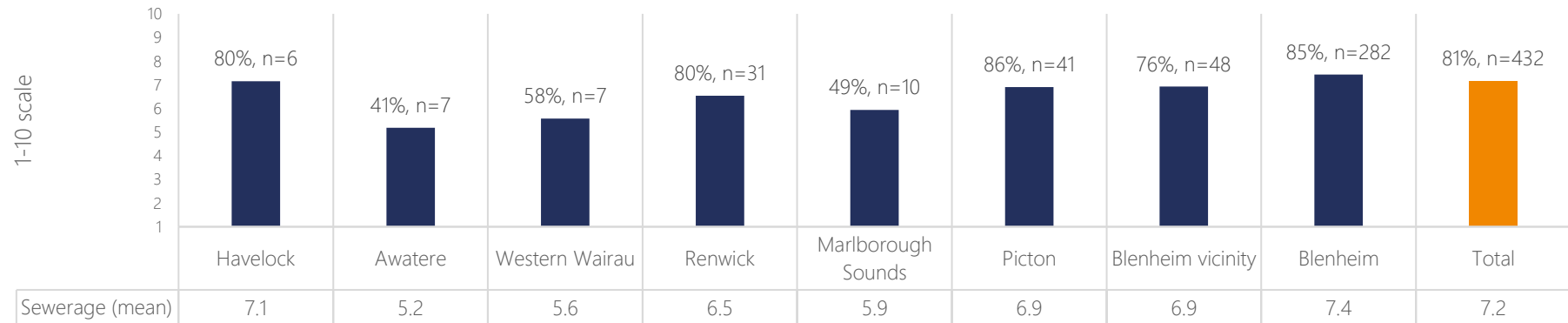
Aware, 462, 78%

Flood protection unprompted comments (coded categories)

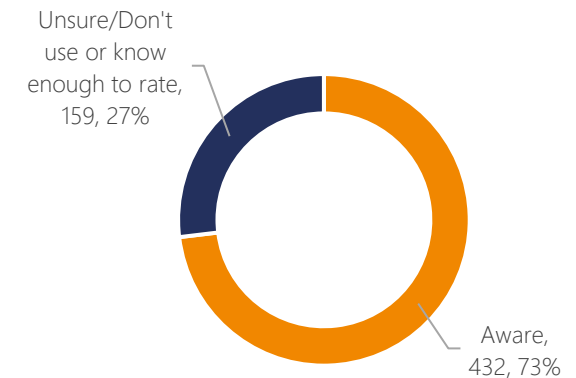
	POSITIVE	COUNT	NEGATIVE	COUNT
FLOOD PROTECTION	Good. Well maintained	33	Flooding a problem	10
	Sufficient protection in place	7	Maintenance needed	6
	No problem/rarely floods	6		

SEWERAGE

How well does the Council perform in providing sewerage?



- 81% of residents (7.2 on average) were satisfied with Council's provision of sewerage services, which was similar to 2020 (79%, 7.2 on average).
- Around 1-in-4 residents (27%) could not provide a rating ('Don't know' or 'Don't receive' responses).
- Satisfaction with sewerage services varied by area, being higher in Blenheim (7.4) compared to other areas.

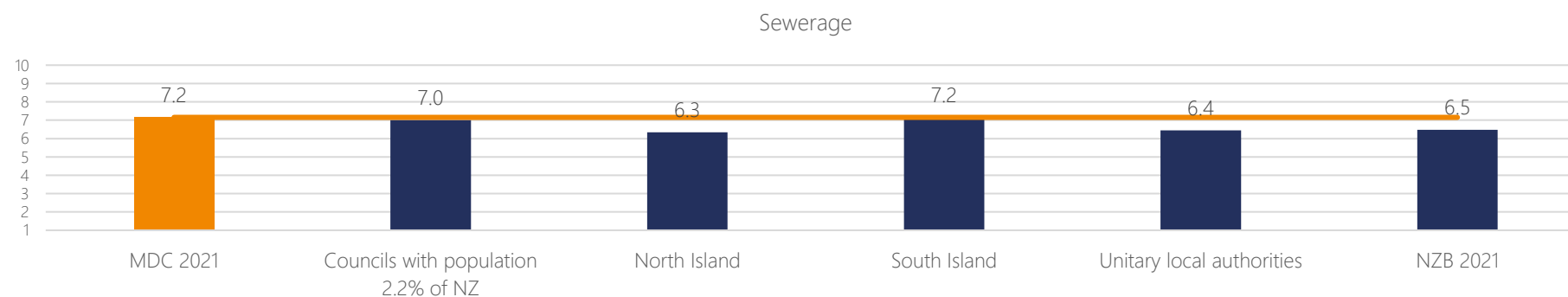


Sewerage unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
SEWERAGE SERVICES	No problems/functions well/very good	60	Need maintenance/updating infrastructure	6
	Effective upgrades	5	Overall poor	2
	Other positive	4	Cost	2
			Other negative	2

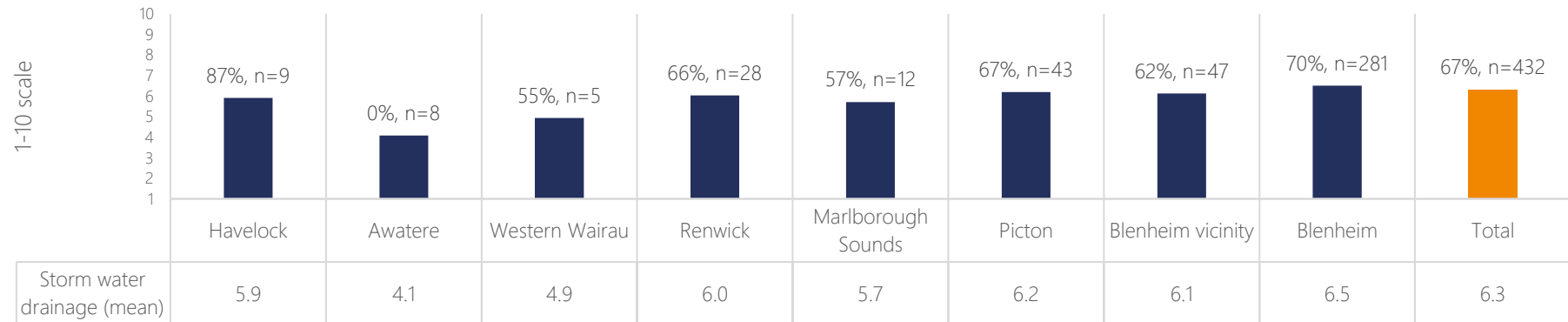
Sewerage – MDC vs. New Zealand average

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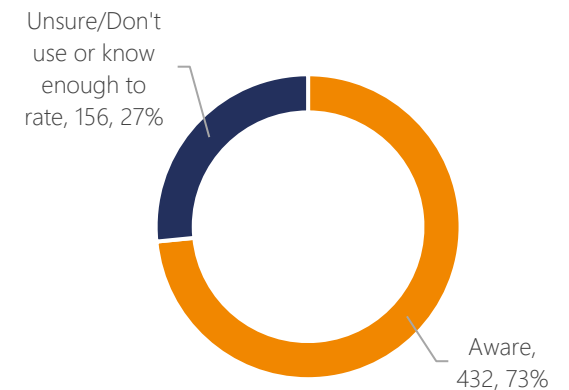
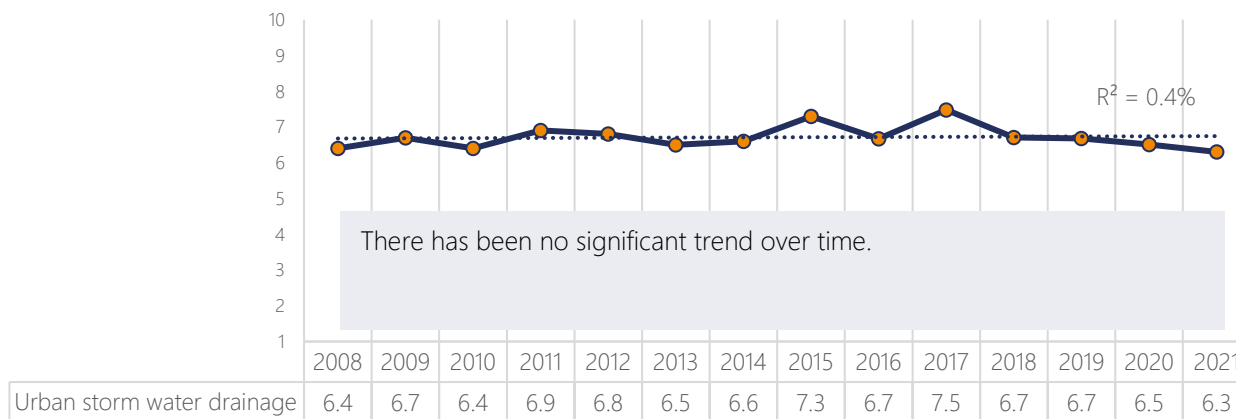


URBAN STORM WATER DRAINAGE

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



- Two-thirds of residents (67%) were satisfied with Council's provision of urban storm water drainage (6.3 on average). Around one-quarter of respondents (27%) could not provide ratings ('Don't know' or 'Don't receive' responses).
- Satisfaction with urban storm water has been consistent over time.
- On average, Blenheim residents (6.5) were more likely to be satisfied with storm water services compared to residents in other areas.

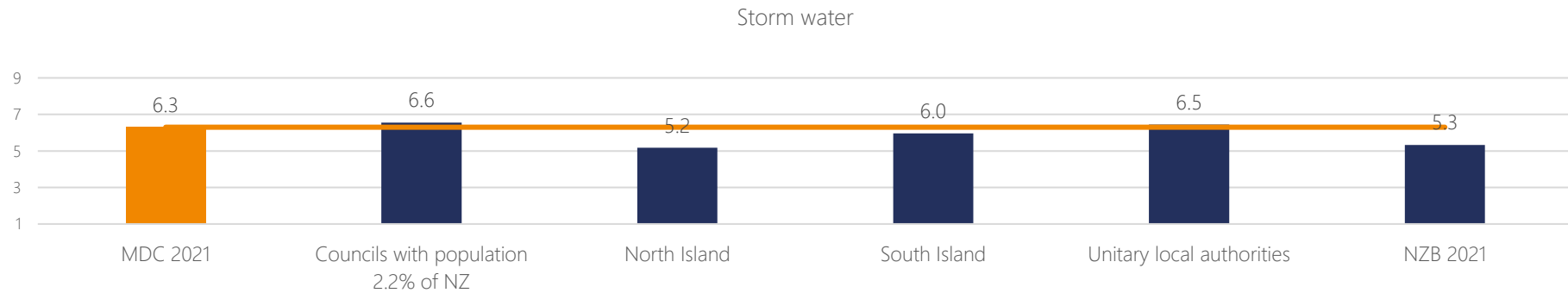


Storm water drainage system unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
STORM WATER	Good/well-maintained	28	Flooding still occurring	10
	No problems	10	Poor maintenance	7
			Drains blocked/need cleaning	6

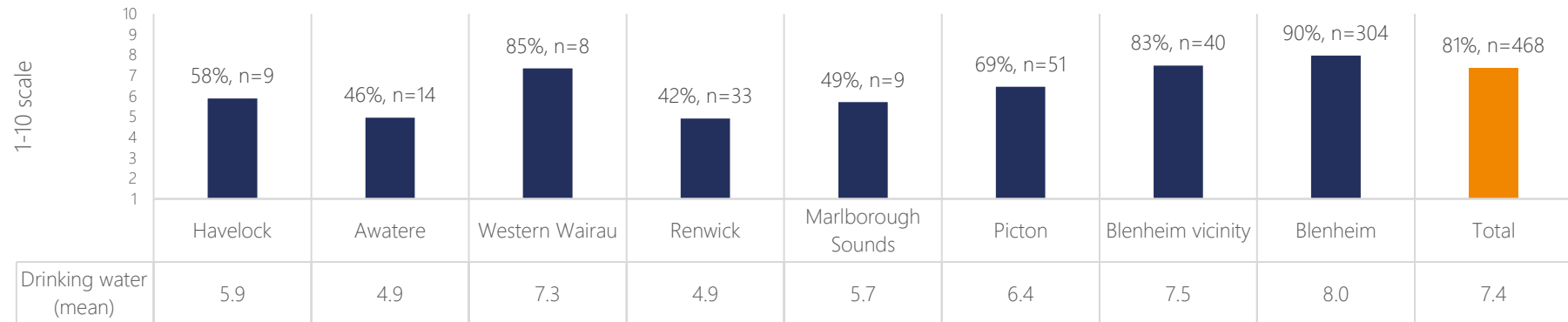
Storm water – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand average based on SIL's 2021 New Zealand Benchmarking survey (NZB). The benchmarking results are reported based on n=400 responses collected in 2021. The data is collected using a 1-10 scale.

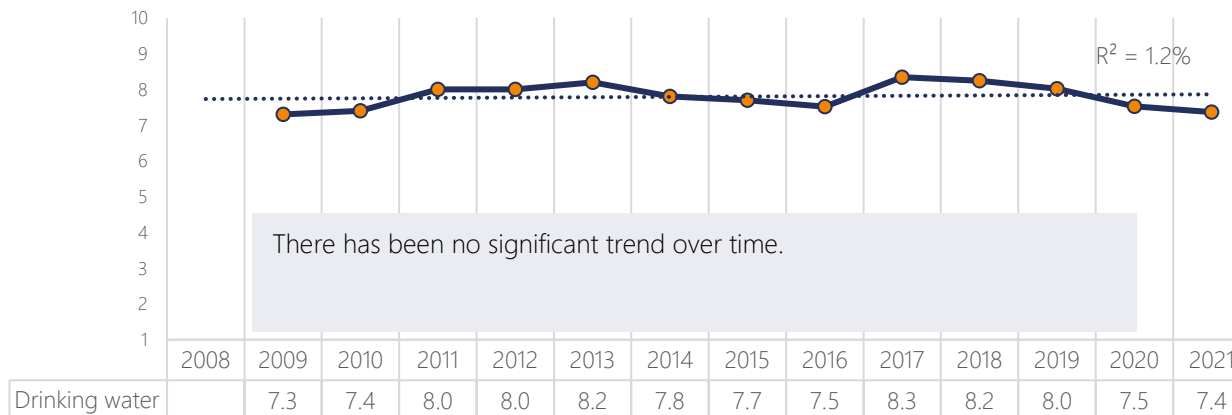


DRINKING WATER

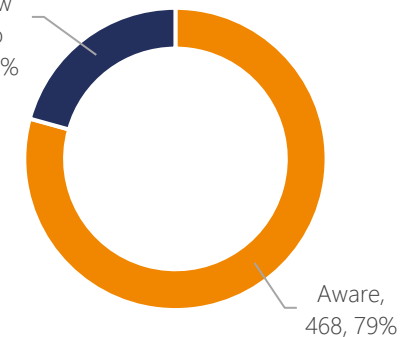
How well does the Council perform in providing drinking water?



- Overall, 81% of residents were satisfied with drinking water supply (7.4 on average), which was on par with 2020 (83%, 7.5 on average). Around 1-in-5 (21%) could not provide ratings ('Don't know' or 'Don't receive' responses).
- Satisfaction with drinking water supply has, on average, been stable over time.
- Greater variation was observed between average ratings provided by residents in Blenheim (8.0) and other areas (6.2).
- Satisfaction with drinking water supply increased with age; residents aged 65+ were the most satisfied (8.0).
- Residents with higher annual income, on average, were less likely to be satisfied with drinking water supply.



Unsure/Don't use or know enough to rate, 122, 21%

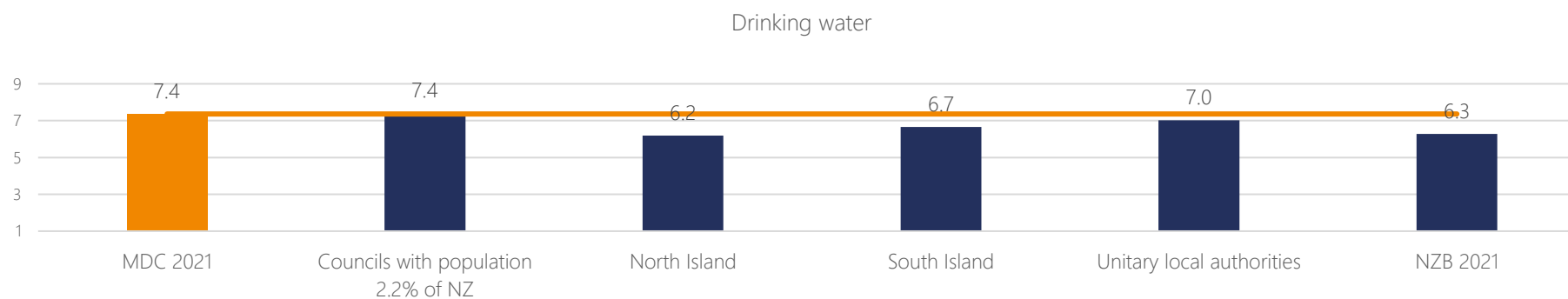


Drinking water unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
DRINKING WATER	Good/okay taste/smell	83	Poor taste/smell/unpotable	10
	Good supply	15	Cost. Have to buy water/filters	4
	No issues	10	Too much chlorine	4
	Do not add fluoride/chlorine	6	Other negative	3
			Upgrades needed	2

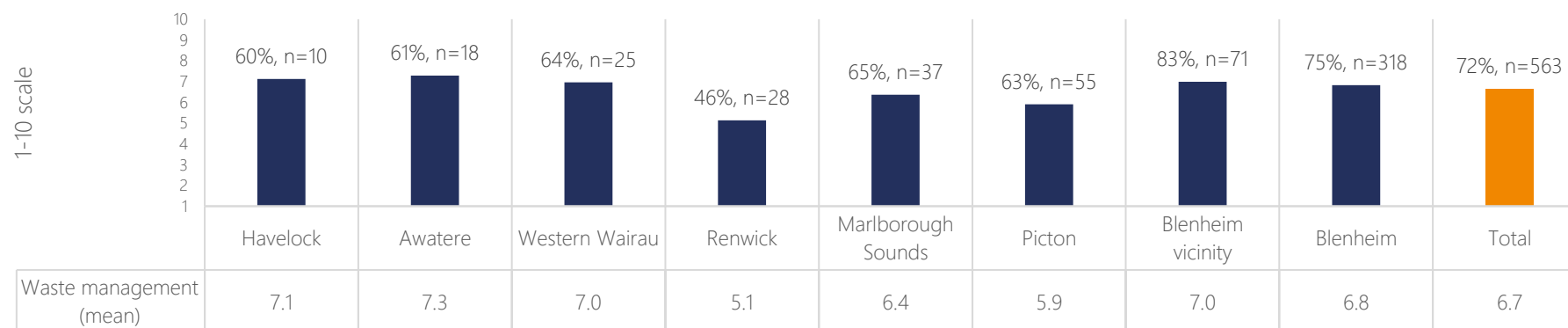
Drinking water – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand average based on SIL's 2021 New Zealand Benchmarking survey (NZB). The benchmarking results are reported based on n=400 responses collected in 2021. The data is collected using a 1-10 scale.



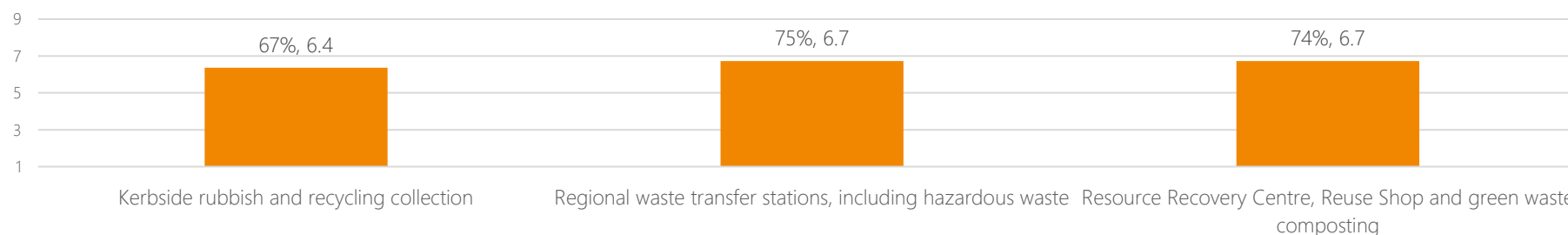
WASTE MANAGEMENT

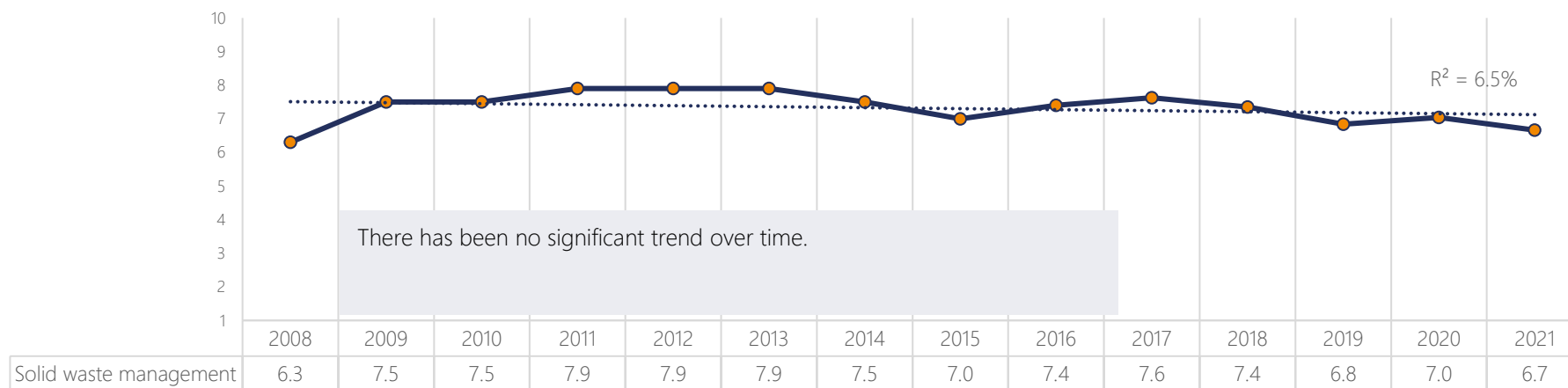
How well does the Council perform in providing kerbside rubbish, Waste Transfer Stations and Resource Recovery Centre, Reuse Shop and green waste composting?



- In 2021, satisfaction across all solid waste management services declined slightly (6.7) compared to 2020 (7.0). This decline was mostly attributed to kerbside rubbish and recycling collection (6.4, 6.8 in 2020) and Resource Recovery Centre/green waste composting (6.7, 7.2 in 2020).
- The majority of negative comments highlighted the need for updating the bins ('*bigger recycling bins*', '*wheelie bins*', '*bins with lids*'). It was also acknowledged that this demand varies, and this service might require different bins and/or different frequency of rubbish/recycling collection.
- Provision of waste management services vary by area.
- Council provides weekly kerbside refuse collection service in Blenheim (69% satisfied with this service) and Picton (58% satisfied with this service).

Attributes included in waste management



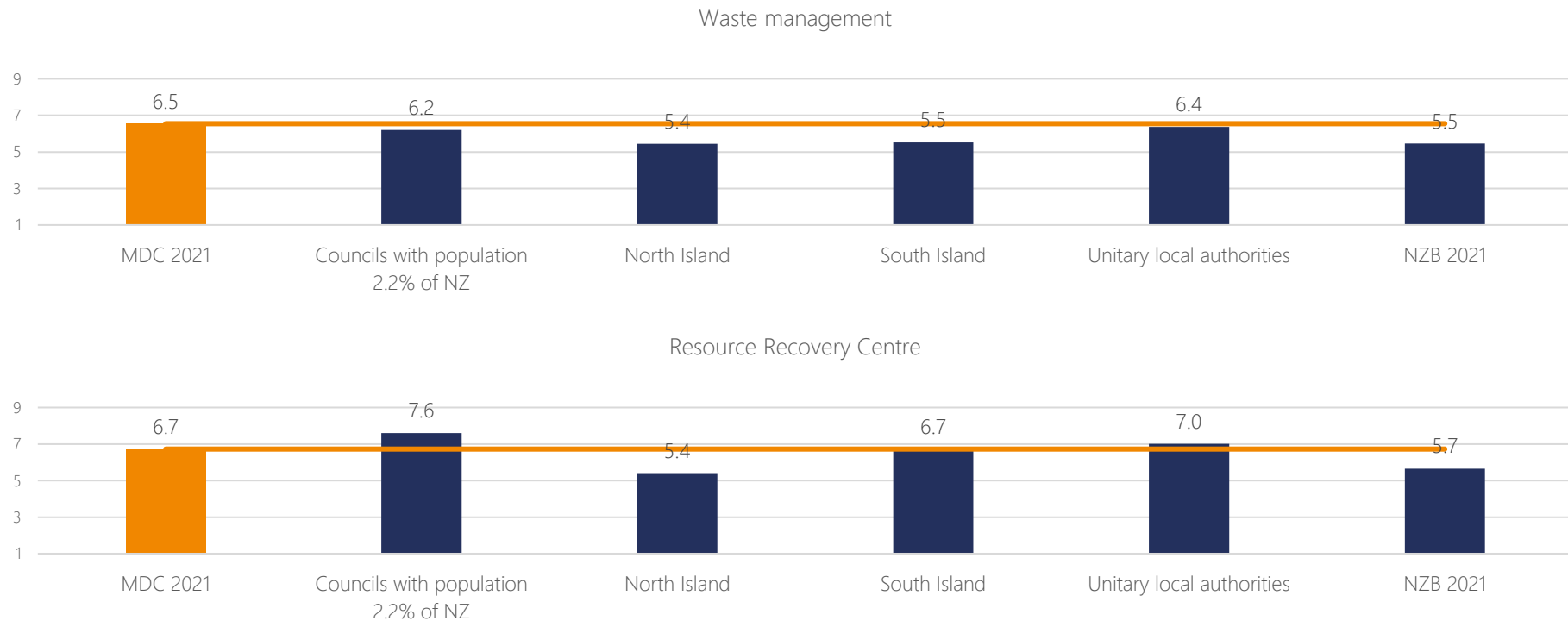


Waste management unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
KERBSIDE RUBBISH	Good service	77	Wheelie bins/bigger bins needed	26
	Reliable/regular	11	Bins need lids/wind/animals blows items	20
	Improvements needed	4	Items left behind/on ground	8
			More/cheaper waste options needed (green etc)	8
			No kerbside collection	6
			Other negative	3
WASTE TRANSFER STATION	Good service	42	Insufficient service/hours	14
	Well-organised/maintained facilities	11	Expensive/shouldn't have to pay dump fees	12
	Good/helpful staff	10	Recycling dumped/not processed	4
	Reasonable price	3	Other negative	1
RESOURCE RECOVERY CENTRE	Good service	46	Expensive	19
	Easy to use	8	Poor service/layout	7
	Good way to recycle	6	Other negative	4
	Well-organised/managed/ maintained	5		
	Good/helpful staff	4		
	Enjoy using/buying from shop	2		
	Other positive	1		

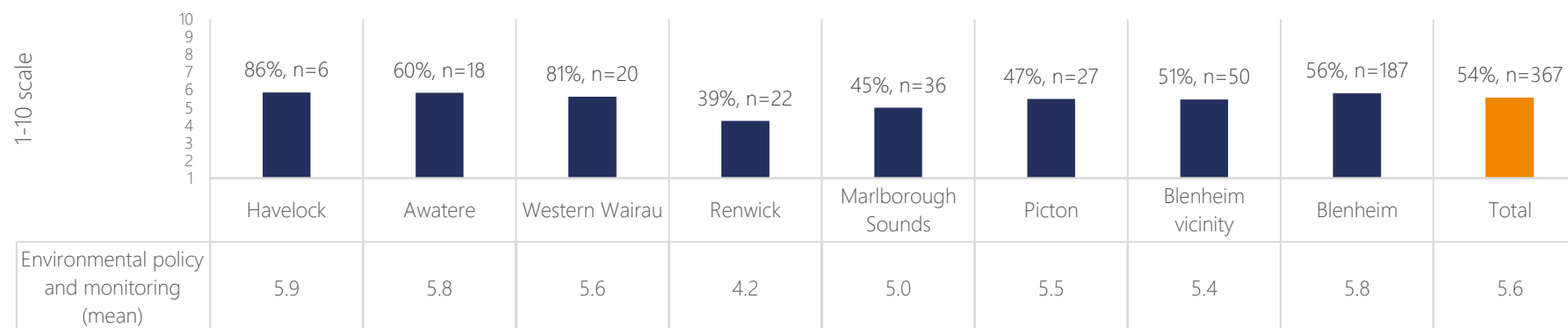
Waste management – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand average based on SIL's 2021 New Zealand Benchmarking survey (NZB). The benchmarking results are reported based on n=400 responses collected in 2021. The data is collected using a 1-10 scale.



ENVIRONMENTAL POLICY AND MONITORING

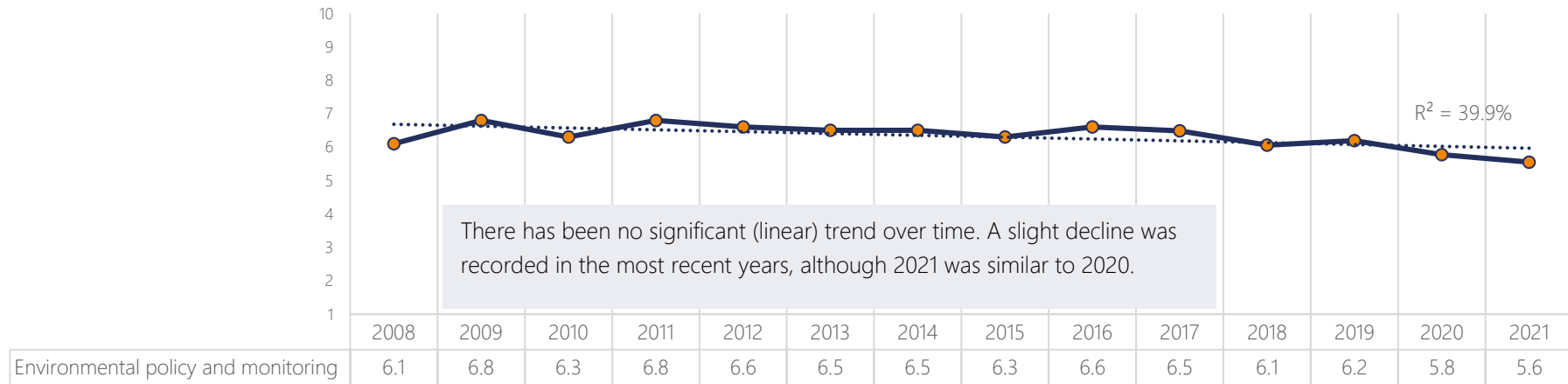
How well does the Council perform in developing policies under the Resource Management Act and environmental monitoring and information provision?



- A greater percentage of residents did not know enough to rate services in relation to developing policies under the Resource Management Act (54%) and Environmental monitoring (44%).
- Overall satisfaction with environmental policy in 2021 (54%, 5.6 on average) was generally consistent with the 2020 results (56%, 5.8 on average).
- Around one-third of all provided comments in relation to environmental policy and monitoring referred to general '*contradictions in resource protection*', '*mis-managing*' and '*detrimental processes*'.

Attributes included in environmental policy and monitoring

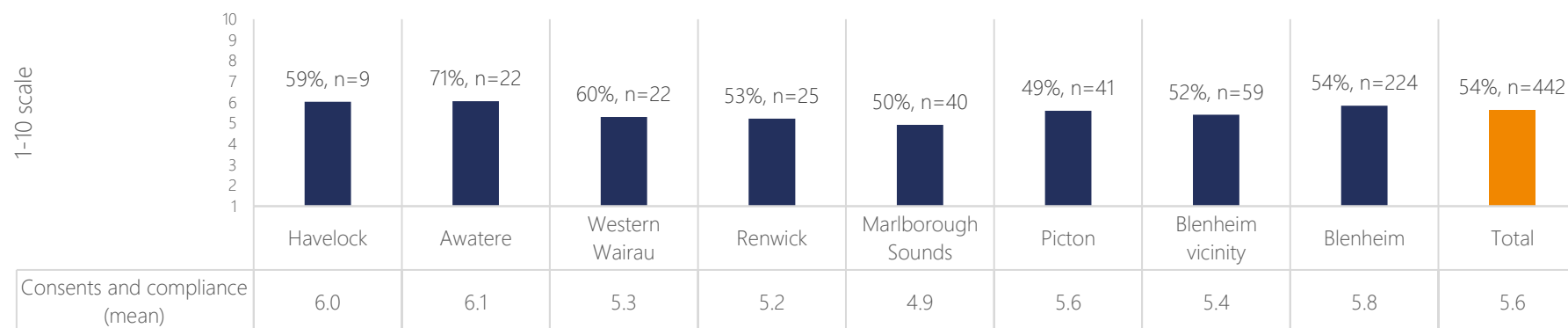




Environmental policy and monitoring unprompted comments (coded categories)

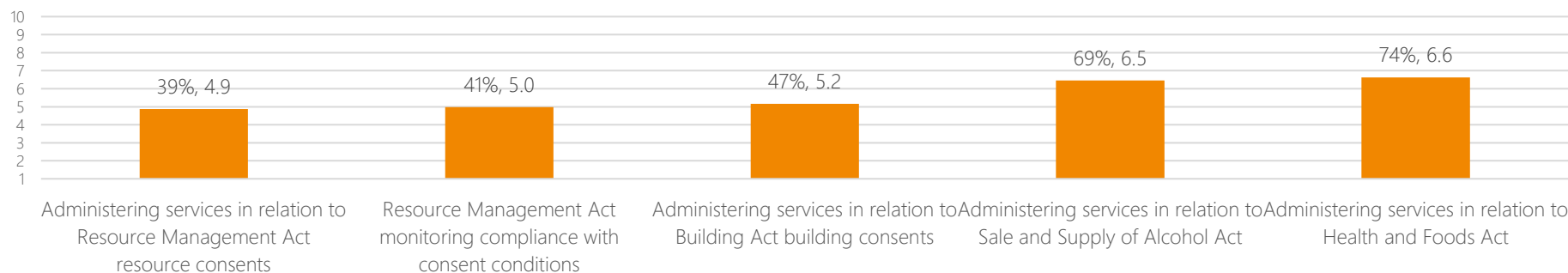
	POSITIVE	COUNT	NEGATIVE	COUNT
DEVELOPING RESOURCE MANAGEMENT POLICIES UNDER THE RMA	Good/no issues	5	Negative/detrimental process/mis-managed/poor service	16
			Costs too high	6
			Too much red tape/inaccessible.	6
			Slow/takes too long	5
			Lack of communication/accountability	1
			Other negative	1
ENVIRONMENTAL MONITORING AND INFORMATION PROVISION	Good service/no issues	10	No follow-up or enforcement. No concern/action (for specific environmental concerns)	8
			Lack of information/communication	6
			Other negative	4
			Slow/takes too long	1

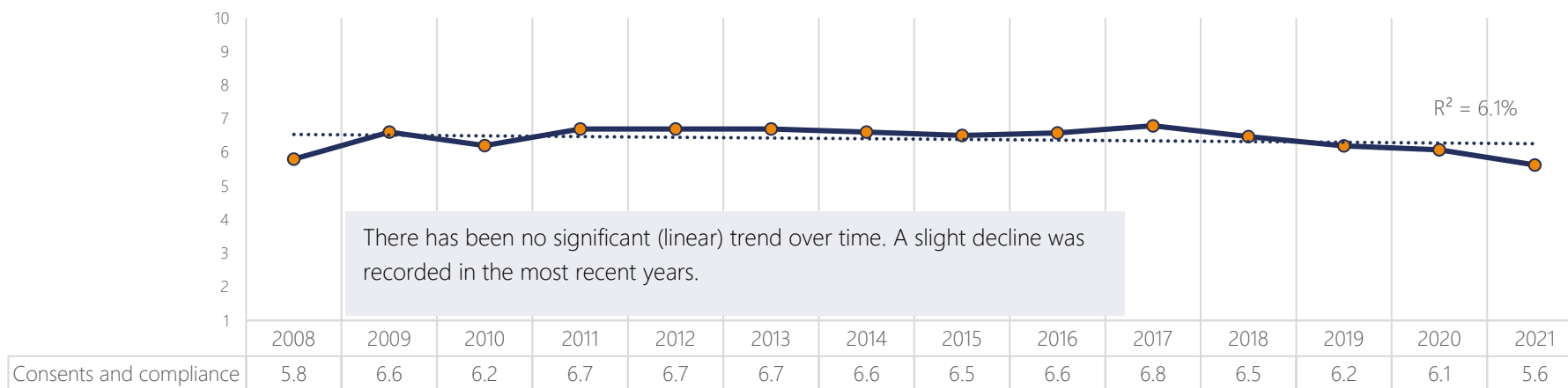
How well does the Council perform in working under RMA resource consents and monitoring, Building Act, Sale & Supply of Alcohol Act and Health & Food Act?



- Around half of residents could not provide any ratings in relation to specific consents and compliance (*'Don't know'* or *'Not applicable'* responses).
- On average, satisfaction with consents and compliance declined in 2021 (5.6), compared to 2020 (6.1). This decline was associated with Resource Management Act administration (39%, 4.9 on average) and monitoring (41%, 5.0 on average), and Building Act building consents (47%, 5.2). The largest percentage of residents (19%) provided negative ratings ('1' and '2') in relation to Resource Management Act administration.
- Monitoring compliance with conditions in relation to Resource Management Act consents showed a significant downward trend over time.
- 17% of residents provided lower ratings ('1' and '2') in relation to building consents.
- Lower satisfaction was generally observed across different areas and residents' demographic groups, with no statistically significant differences.

Attributes included in consent and compliance





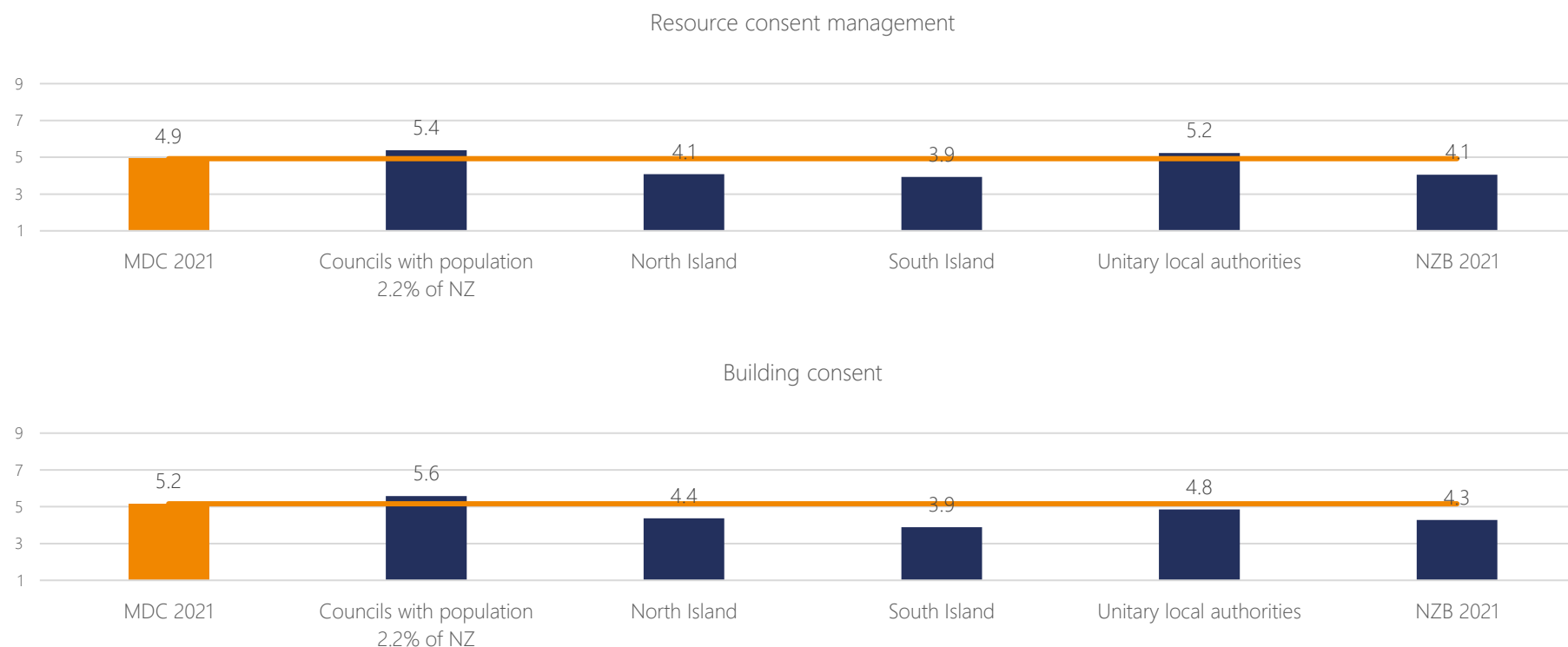
Consents and compliance unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
RMA - RESOURCE CONSENTS	Good. No issues	4	Slow/takes too long/lack of action	14
	Effective/good staff	3	Negative/difficult process/poor communication	9
			Favours some industries/businesses. Council preferences/conflicts of interest	6
			Other negative	5
RMA MONITORING COMPLIANCE WITH CONSENT CONDITIONS			Expensive	4
	Good service/no issues	3	Slow/difficult process	6
			Ineffective/inconsistent processes	5
			Other negative	5
BUILDING ACT			Lack/unaware of monitoring/action	4
			Expensive fees	4
			Over-regulation/wrong focus	1
	Good service/no issues	9	Ineffective/errors made/poor service/staff	12
SALE & SUPPLY OF ALCOHOL ACT	Good staff	1	Slow process	11
			Expensive	10
			Too much red tape/inaccessible/difficult	10
			Other negative	6
HEALTH AND FOODS ACT	No problems/good	8	Too many liquors outlets/inappropriately located	7
	Well managed/monitored	2	Other negative	2
	Good standards/service	11	Other negative	6

	Effective monitoring/response	3	Not effective. Lack of visible standards/ratings/monitoring	2
	No problems/issues	2		

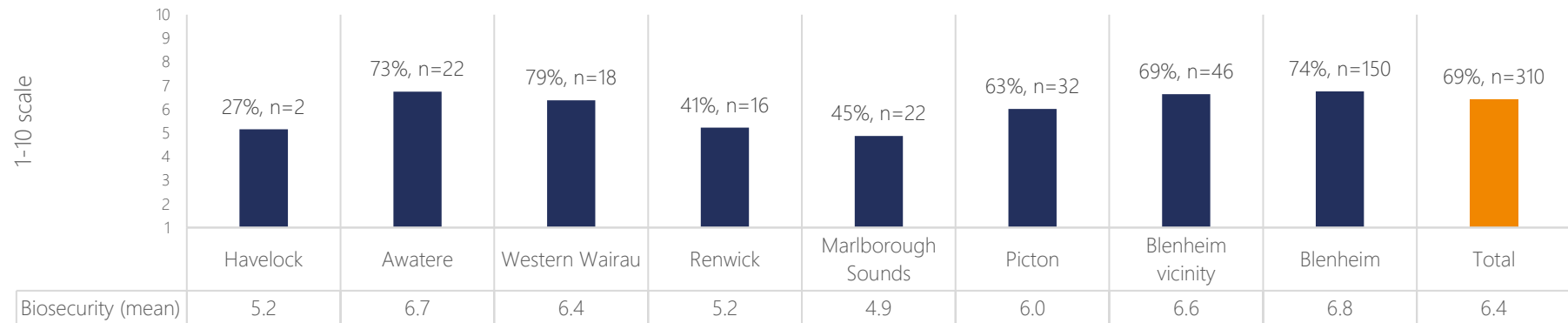
Consents and compliance – MDC vs. New Zealand average

MDC results related to Council services and assets were compared to New Zealand average based on SIL's 2021 New Zealand Benchmarking survey (NZB). The benchmarking results are reported based on n=400 responses collected in 2021. The data is collected using a 1-10 scale.



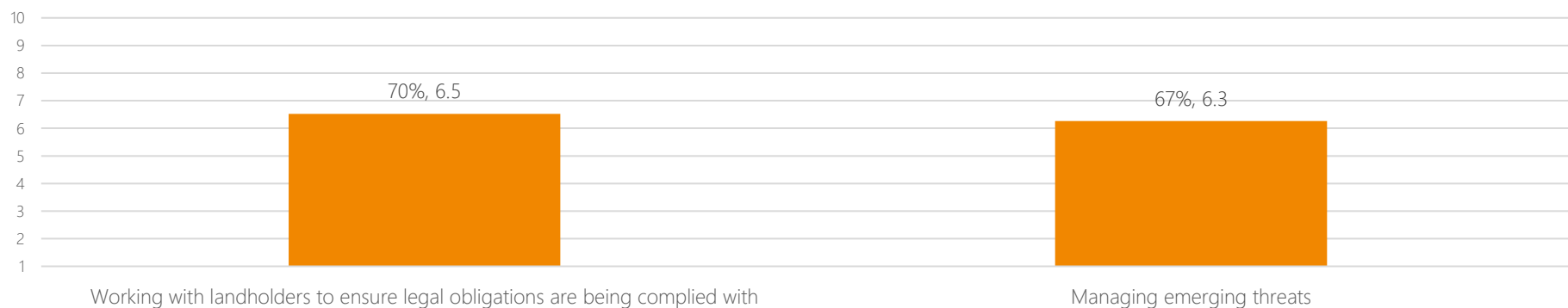
BIOSECURITY

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



- In 2021, satisfaction with biosecurity in the Marlborough district (69%, 6.4 on average) was similar to 2020 (69%, 6.5 on average).
- A larger proportion of residents could not provide any ratings (57% working with landholders, and 61% managing emerging threats).
- Satisfaction with managing emerging threats was, on average, lower outside of Blenheim, especially in Marlborough Sounds (4.4).

Attributes included in biosecurity



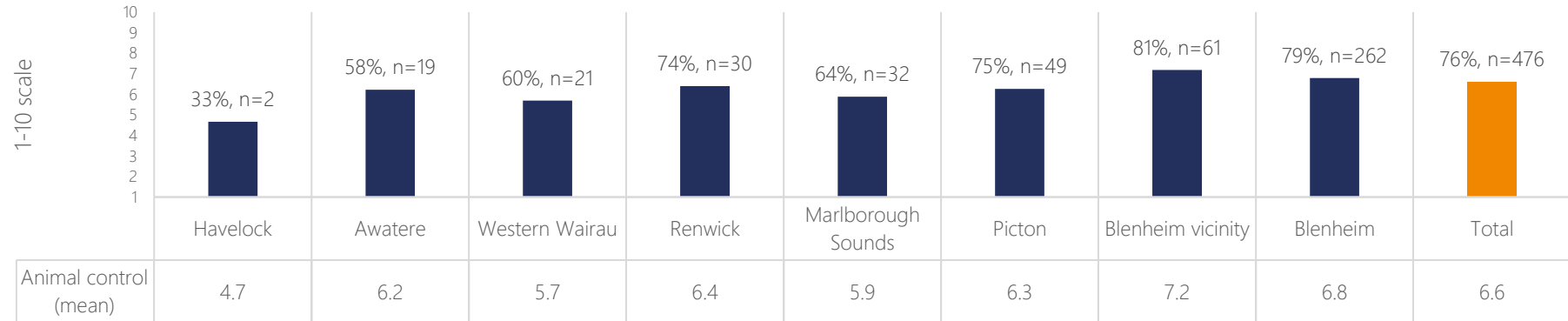


Biosecurity unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
WORKING WITH LANDHOLDERS	Council doing a good job	18	Inconsistent service/not enough action. Penalties/improvements needed	6
			No visible council involvement	1
MANAGING THREATS	Council doing good job	9	Poor service/management	7
	Prompt response to threats	3	Wilding pines/old man's beard not controlled	6
			Other negative	1

ANIMAL CONTROL

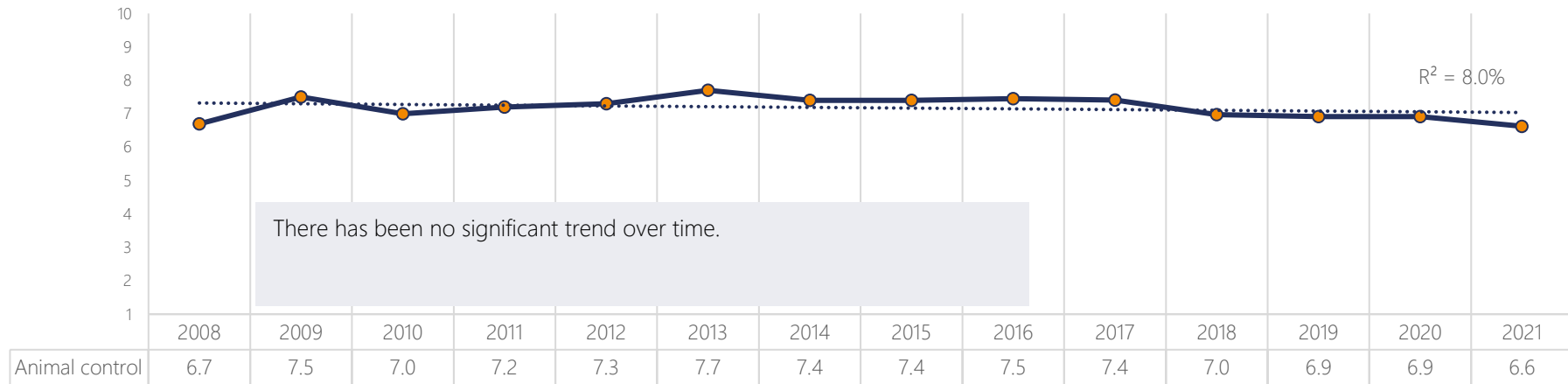
How well does the Council perform in providing dog control and control of wandering livestock?



- In 2021, 76% of residents were satisfied with animal control (6.6 on average); this was consistent with 75% in 2020, although slightly lower on average than in 2020 (6.9).
- Satisfaction with control of wandering livestock in 2021 (82%, 7.0 on average) was similar to 2020 (81%, 7.2 on average). However, satisfaction with dog control (6.3) declined, on average, compared to 2020 (6.7).
- Satisfaction with control of wandering livestock was higher in Blenheim (7.3) compared to other areas (6.6).
- Younger residents (18-39) were less satisfied with dog control (5.6) compared to older residents.

Attributes included in animal control



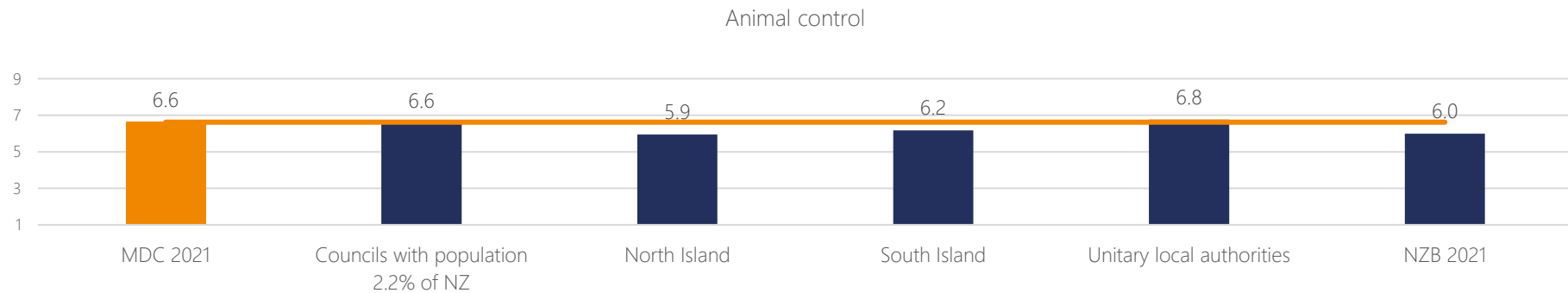


Animal control unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
DOG CONTROL	Good service/staff	29	Poor service from Dog Control	12
	Prompt service/response	7	Ineffective dog control	11
	Don't see dogs roaming/no issue	4	Uncontrolled dogs in public	4
			Not dog friendly enough	4
			Dog registration expensive/poor value	3
			Other negative	3
WONDERING LIFESTOCK			Dog faeces in public places	1
	Good service	17	Poor control/observe stock	5
	Don't see livestock roaming	14	Farmer's responsibility	2

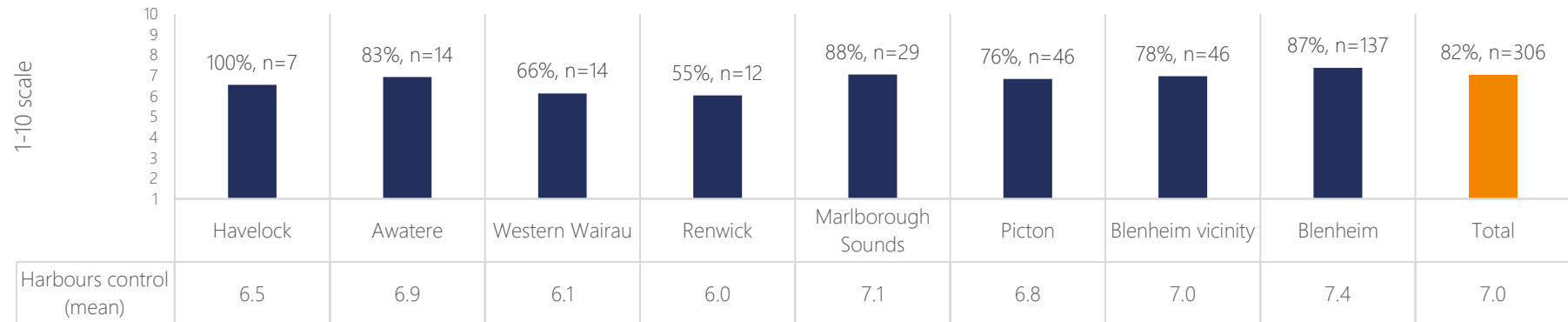
Animal control – MDC vs. New Zealand average

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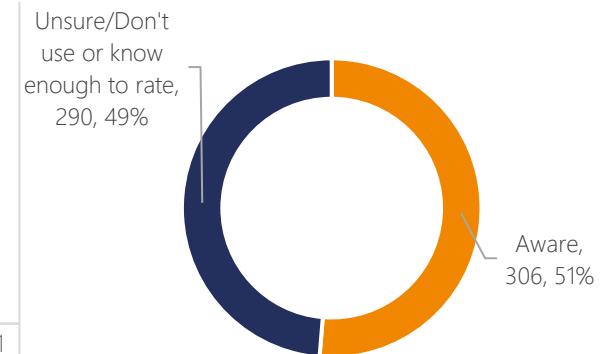
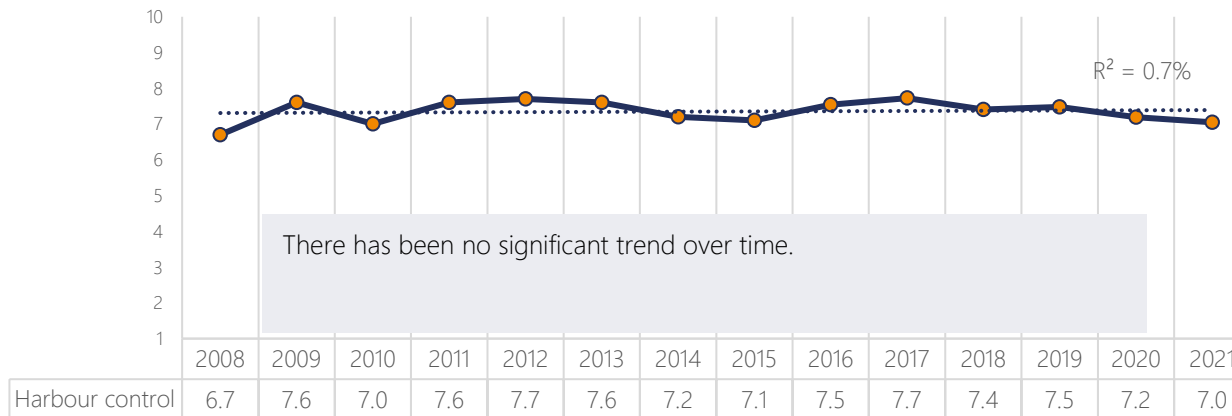


HARBOURS

How well does the Council perform in providing harbours control?



- Around half of residents could not provide any ratings in relation to harbours control ('Don't know' or 'Not applicable' responses).
- 82% of residents who provided a rating were satisfied (7.0 on average); this was on par with 2020 (82%, 7.2 on average).

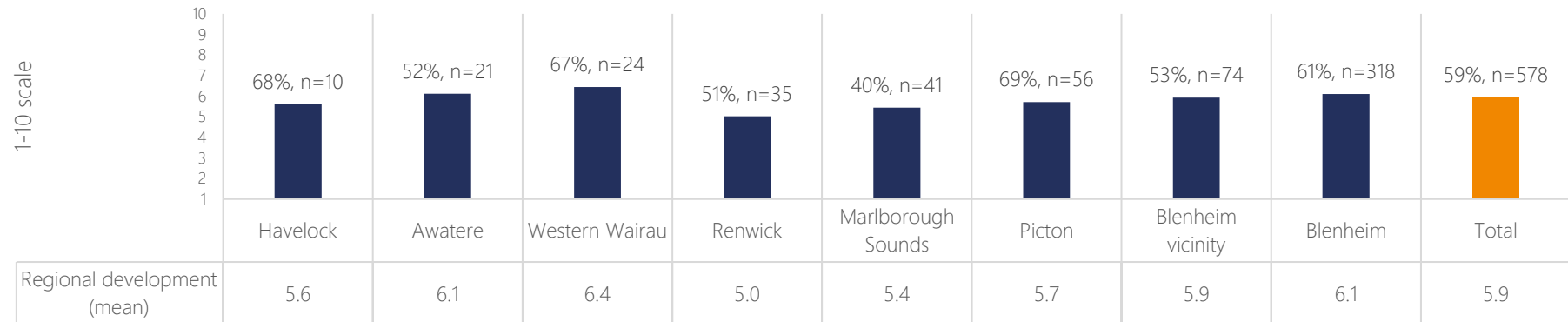


Harbours control unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
HARBOURS	Good job/service	22	Inadequate service. Expensive	7
	Well-managed/no problems	4	Other negative	1
	Harbourmaster good/proactive	4		
	Good improvements	3		

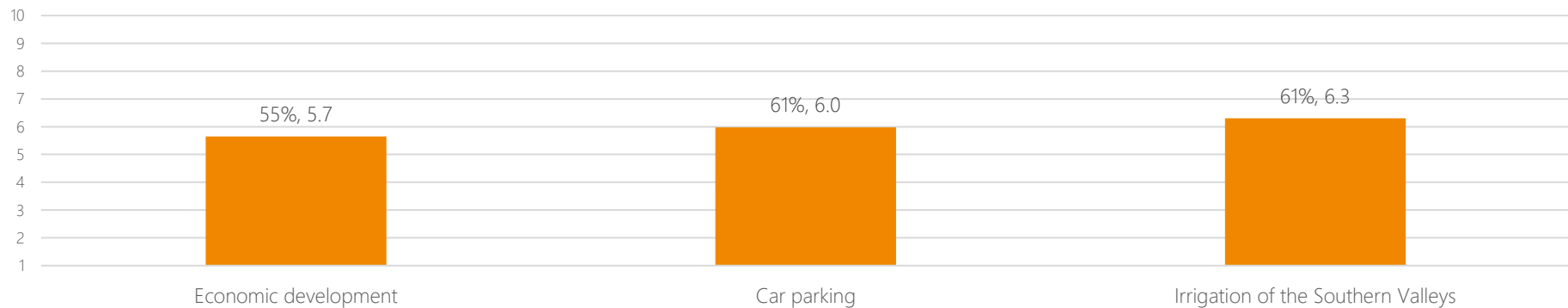
REGIONAL DEVELOPMENT

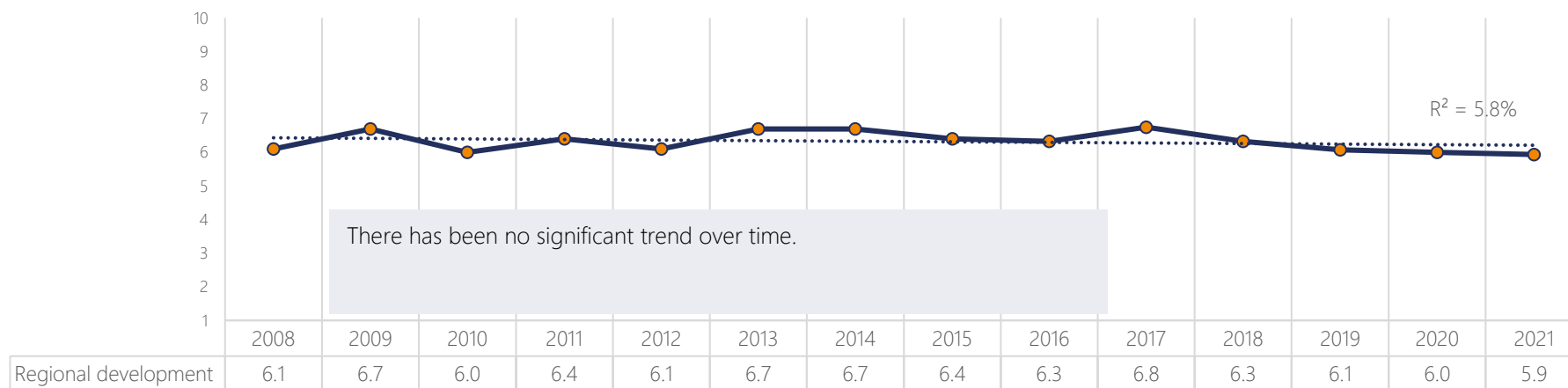
How well does the Council perform in providing economic development, car parking and irrigation of the Southern Valleys?



- In 2021, satisfaction with regional development (59%, 5.9 on average) was consistent with 2020 results (6.0).
- Irrigation of the Southern Valleys services recorded the largest number of residents who did not know enough to provide a rating (69% 'Don't know' or 'Not applicable' responses).
- Younger residents (18-39) were significantly less satisfied with economic development (4.5) and car parking (5.4) compared to older residents.

Attributes included in regional development



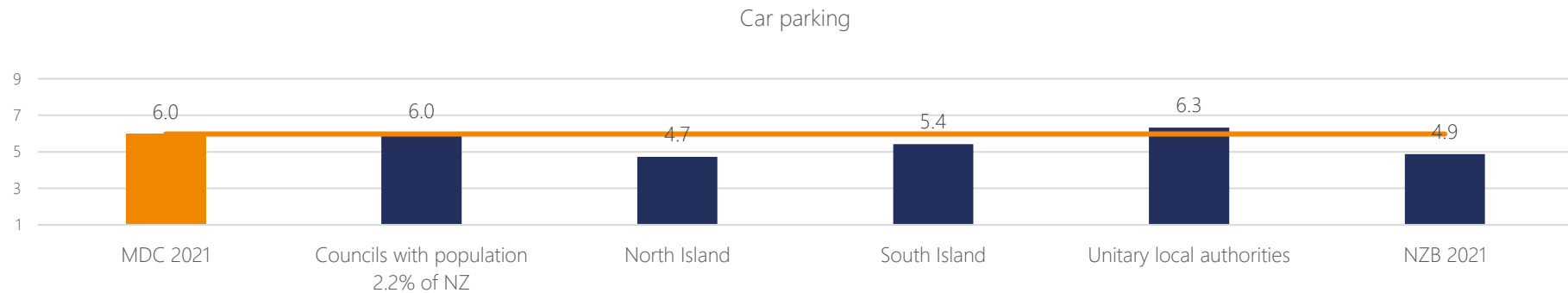


Regional development unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
ECONOMIC DEVELOPMENT	Council proactive/supportive	5	Unaware of/no/poor development. More needed/done differently	10
	Good development/projects	4	Wrong focus/other needs to meet	4
			Unnecessary developments/projects	3
			Other negative	3
CAR PARKING	Good/plenty parks available	32	Poor/insufficient/small parks	26
	Free parking good (post-lockdown). 1 hour free great	23	1 hour parking should be/remain free	11
	Good/easy payment options	4	Issues with payment/meters/app	6
	Reasonable fees/rates	4	Too expensive	4
			Deters shopping/CBD visits	4
IRRIGATION OF THE SOUTHERN VALLEYS			Issues with wardens/heavy-handed	1
	Works well	16	Poor/exclusive use of water	3
	Other positive	3		

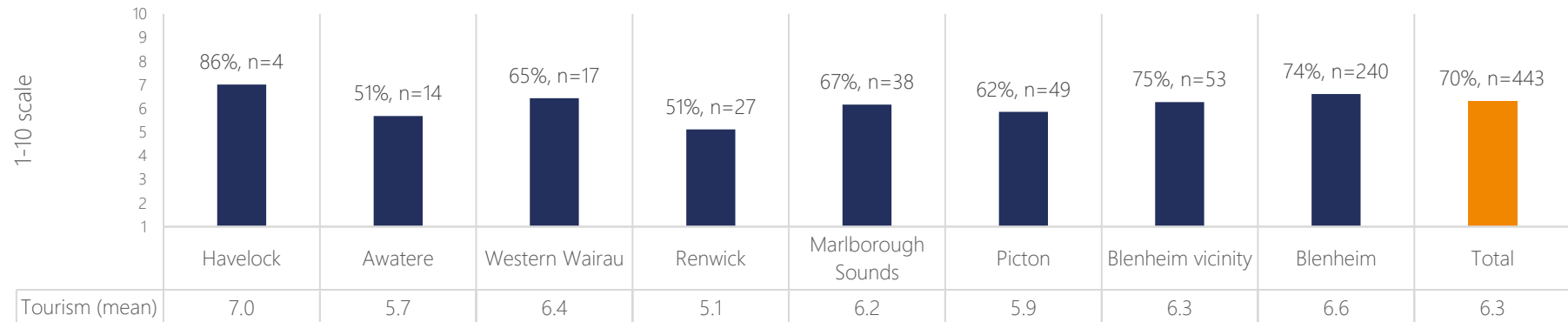
Car parking – MDC vs. New Zealand average

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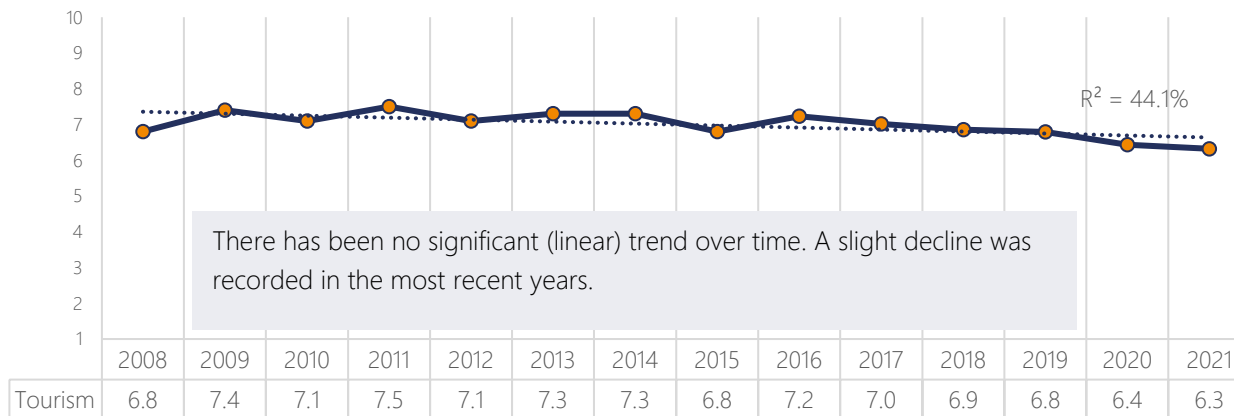


TOURISM

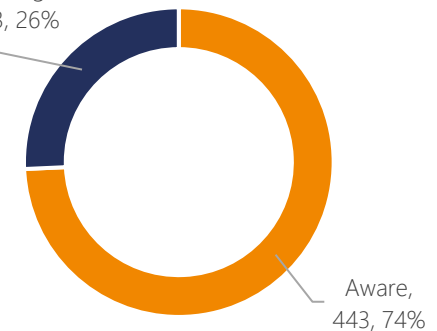
How well does the Council perform in supporting tourism?



- 70% of residents were satisfied with Council's performance in supporting tourism (6.3 on average), which was similar to 2020 (6.4).
- Satisfaction with tourism was higher in Blenheim (6.6) compared to other areas (6.0).
- Younger residents (18-39) were less satisfied (5.8) with tourism support compared to older residents.



Unsure/Don't use or know enough to rate, 153, 26%

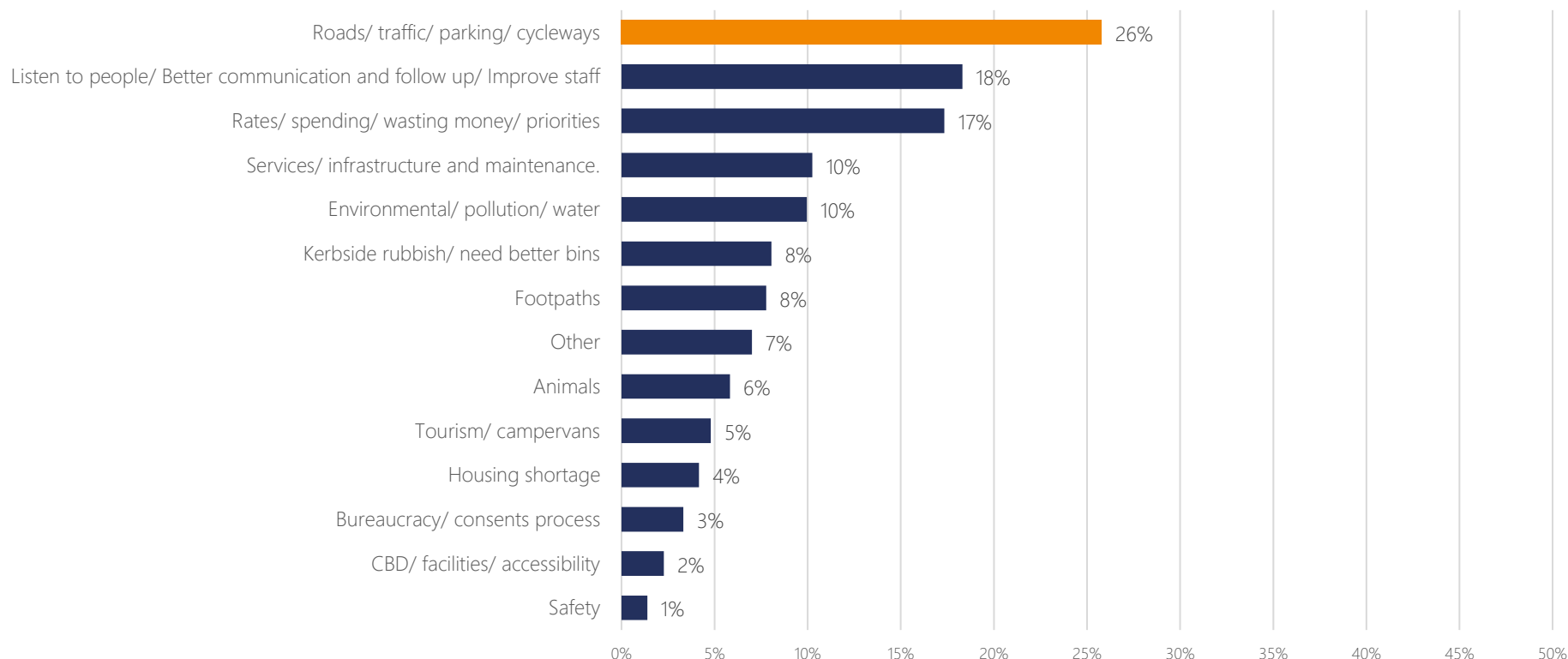


Tourism unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
TOURISM	Doing a good job	12	More effort/support needed	8
	Promote/support region well	8	Need to promote full range of attractions	5
	Lots of tourism/attractions/facilities	2	Should not be Council business/cost	4
	Other positive	1	Other negative	3

ADDITIONAL SUGGESTIONS

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



- 41% of residents stated a particular issue(s) they wanted the Council to know about.
- The most cited issues were 'Roads/ traffic/ parking/ cycleways' (26%), followed by general communication ('Listen to people/ Better communication and follow up/ Improve staff', 18%) and rates spending ('Rates/ spending/ wasting money/ priorities', 17%).