



MARLBOROUGH
DISTRICT COUNCIL

LONG TERM COUNCIL
**Community
Plan**
2006 - 2016



MARLBOROUGH
DISTRICT COUNCIL

FINAL



COUNCIL'S MISSION

Enabling social and economic development in balance with environmental and community needs.



Harling Park, Blenheim



2006 - 2016



*Front/Back Cover Photo: Graeme Matthews
Kumutoto Bay, Queen Charlotte Sound*

MDC DIRECTORY



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GENERAL STATISTICS

- **Population** 42,240 - (Census 6 March 2001)
 - **Provisional 2006 Population** 45,700 - (Provisional census 7 March 2006)
 - **District Area** - 17,517 square kilometres
- | | |
|-----------------------------------|---------------------------|
| | <i>as at 30 June 2005</i> |
| Rateable Land Value | \$2,856,264,300 |
| Rateable Capital Value | \$6,400,561,100 |
| Number of Rate Assessments | 24,015 |

ADDRESSES

District Administration Building

15 - 21 Seymour Street, Blenheim

Picton Service Delivery Centre (includes Library)

67 High Street, Picton

Marlborough Library

Corner Arthur and Seymour Streets, Blenheim

Animal & Plant Pests Depot and Services

Freswick Street, Blenheim

Reserves Depot

Pollard Park, Blenheim

SOLICITOR

P J Radich of

Radich Dwyer, Blenheim

BANKERS

Bank of New Zealand, Blenheim

AUDITOR

Auditor General

Audit New Zealand

Christchurch

This Long Term Council Community Plan was adopted at a meeting of the Marlborough District Council on 29 June 2006.

As indicated in the Revenue and Financing Policy, Council has completed an in-depth review of that policy. Further information on the review is available on request from the Council offices, or can be viewed on Council's website -

www.marlborough.govt.nz/documents

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PLAN HIGHLIGHTS



Financial Overview

Council is generating operating surpluses to fund capital expenditure, sinking fund provisions for debt repayment and the creation of reserves such as a reserve for natural disaster. Council's natural disaster reserve accumulates to \$30 million from \$10 million over the ten year period. The infrastructure disaster reserve is required in order to be eligible for Central Government assistance in the event of a natural disaster. The most credible loss evaluation estimate as at 30 June 2005 is approximately \$18 million, however Council's provision in the plan is in excess of this estimate as Council has allowed for inflation and the increase in its asset base over the period of the plan. An infrastructure development reserve funded by proceeds from Marlborough Regional Forestry increases to \$8 million over the 10 year period. This reserve is to help fund new infrastructure or major upgrades to existing schemes as determined by Council in specific consultation with target communities.

Council has included in the Plan a capital programme totalling \$314 million to renew and create new assets. As some of these assets are financed by debt, Council's debt increases by \$97 million to \$105 million in the 10 year period. However, Sinking Fund reserves for the repayment of Council's debt also increases by \$56 million over this 10 year period.

As a consequence of Council fully funding depreciation along with an annual provision for debt repayment, as with previous generations, today's generation are contributing to the maintenance and development of the district's infrastructure for future generations.

Blenheim and Picton Urban Developments

Both Blenheim and Picton are undergoing physical change reflecting the pace of residential and business development over recent years. New subdivisions are perhaps the most evident of these changes, but the establishment of new businesses and industries also reflects the pace of growth. In Picton, developments that Council will be undertaking in the period of this plan include work on the London Quay/Wellington Street Site, and a major redevelopment of the Endeavour Park sports grounds. Some options for London Quay have already been explored with the Picton community, and consultation will continue as the options for the future of this landmark site become clearer. In parallel with the provision of new sports grounds, the feasibility of upgrading Picton's swimming facilities will also be examined.

In Blenheim, major developments are anticipated in the central business district, with construction expected to commence in 2006 of the combined Marlborough clubs' facility overlooking the Taylor River. The clubs' development incorporates a convention centre that will be complemented by a planned hotel development. The convention centre is being funded by Council and is estimated to cost \$3.9 million. Consideration is also being given to relocating the Civic Theatre to a site adjacent to the convention centre.

A car parking building is proposed to be built on the current Alfred Street car park that will provide a part response to Blenheim's future car parking requirements and is estimated to cost \$4 million. An increase in parking fees is being proposed in order to fund the long term provision of parking.

Investments in District Infrastructure

Residential growth places demands on a whole range of public infrastructure, requiring new facilities or extensions to the capacity of existing infrastructure. Future demand also needs to be factored in. New water, sewer, and stormwater infrastructure investments are at various stages of planning across the district. Increased environmental and health standards for sewerage and water are key factors in capital expenditure requirements over the period of the plan.

The provision of roading infrastructure to serve the district's current and future transport needs represents Council's single largest area of expenditure, and is an ongoing area of pressure. New roading investments are anticipated in response to growth in Blenheim traffic demand arising from town expansion, industrial activity, and the introduction of new bulk retailing facilities. The transport infrastructure needs to serve not only motorists, but also cyclists and pedestrians. A cycling and walking strategy will be considered that takes account of the needs of these users. The transport needs of Marlborough's elderly are also expected to place particular demands on the design and delivery of land transport services over the period of this plan.

Responding to Environmental Pressures

A review of the Regional Policy Statement (RPS) is in its early stages. The RPS provides the high level planning for the Council's response to significant environmental issues. Issues already identified as being of likely significance to the district over the coming years are freshwater quality, quantity, and biodiversity; air quality; land resources; and pressures on the coastal marine environment.

Although the existing landfill facility is suited to accommodating a large proportion of the district's waste, managing the District's waste over the long term requires new thinking. Design is underway for a recycling and reuse facility based at the Blenheim Transfer Station. Although reusing and recycling provides one means of reducing the amount of waste entering the landfill, more work is required in changing overall patterns of waste production. To fund the cost of new recycling initiatives, the charges for landfill waste will increase from \$15m³ to \$17m³.

Biosecurity is another area where the district faces continuing pressures, both to contain or eliminate existing animal and plant pests, and to respond to new incursions. This entails both an ongoing monitoring regime to detect new pests as early as possible, and the capacity to respond rapidly and effectively when incursions are detected.

Dealing with New Government Legislation

The introduction of new legislation routinely places additional demands on Council's resources. Provisions of the Building Act 2004 that will come into force over the next few years will place new requirements on plan processing and building inspection that will have consequent impacts on costs and fees. Anticipated changes to the Health Act 1956 will also have significant implications for the provision of Council services, most notably requiring higher standards of treatment for all community water supplies. Provision is being made for some of the likely effects of these changes, but their full impact will not be known until, and if, any amendments are eventually made.

Managing Risk in the Sounds Harbour Control Area

A Marlborough Sounds Harbour risk assessment report undertaken in 2004 – 2005 identified several actions that could substantially reduce the risk profile in the Harbour Control area of responsibility. The range of actions included establishing an automated vessel monitoring system and the introduction of a harbour-wide communication system. Provision for the overall response to the risk assessment has been included in the budgeting for Harbour Control activity. Funding of this activity has been signalled as an issue, and given the importance of the Marlborough Sounds to the national transport infrastructure, Council has raised its concerns with Central Government.

Working More Closely with Maori

All of Marlborough's iwi have been engaged for several years in pursuing claims under the Treaty of Waitangi. As progress is made in settling these claims, Council will monitor developments and provide advice if requested. Settlement of Treaty claims will have positive outcomes not only for the iwi concerned, but will contribute to the social and economic wellbeing of the entire district.

Significant Policy Changes

Council has reviewed its revenue and financing policy and a number of changes will take effect from 1 July 2006. In addition Council has introduced a rates postponement policy for people over 65 years of age.

A review of Council's existing funding policy for Roads, Streets, and Bridges has led Council to discontinue the additional road levy of \$20,354 on Kenepuru ratepayers, previously levied as part of the separate Kenepuru Road Rate. The value of the levy will be met from the district at large, and the Kenepuru Road Rate will only be applied towards improvements in the targeted area.

A review of the Wairau Valley River Protection Rates has led Council to modify the weightings of the various Wairau Valley Rivers' groups to adjust for valuation movements in 2005. The various differential groups will have similar levies (in total) on the new capital values, as for the former valuation.

Council has amalgamated two tourist charge differentials as a result of submissions from Destination Marlborough and feedback from the tourism industry. The amalgamated charge will apply to Properties used for Residential Baches or other Dwelling Units that are advertised for short term rental accommodation; and properties used for Commercial Rental Accommodation where less than 30 people can be accommodated.

Local Government New Zealand is currently in the process of seeking a Declaratory Judgement in respect of the rateability of marine farms. Although the judgement had not been released before Council undertook

consultation on its 2006 – 16 Long Term Community Plan, Council decided that it would include marine farm funding proposals in the 2006-16 LTCCP, to enable consultation with marine farming interests. The indicative rate in the dollar for Marine farms would be 0.088218 cents in the dollar (on the basis of the Draft LTCCP) and the indicative uniform charge for the Marine Area would be \$219.00.

A separate supplementary report outlining "Relationship determinations and Area Funding %s" for the entire district, (with the inclusion of the Marine Area) is available on request. This provides a detailed analysis of all Rating Areas' contribution to general-type targeted rates and charges, and the relationships between general-type rates and charges.

What else is in the Community Plan?

The plan is an extensive document containing a number of other important pieces of information. There is extensive financial information, including:

- ◆ Full financial statements
- ◆ A list of all the capital expenditure proposed for the next financial year
- ◆ A funding impact statement dealing with the impacts of how Council will be funding its activities

There are also a number of new and existing policies in the plan:

- ◆ The **Policy on Significance** sets out how the Council determines the relative significance of proposals and decisions in relation to issues, assets, or other matters. The degree of significance is important in determining the level and extent of analysis, review, and consultation that may be required.
- ◆ The **Revenue and Financing Policy** describes the process and rationale for how Council activities are funded
- ◆ The **Treasury Management Policy** describes the approach taken to the management of Council investments, including the approach to borrowing, cash management, and other financial liabilities
- ◆ The **Policy on Development or Financial Contributions** for rural and urban subdivision
- ◆ The **Policy on Partnerships with the Private Sector** sets out the circumstances and terms for the commitment of Council resources to combined public-private partnerships
- ◆ The **Policies on the Remission and Postponement of Rates** provide for those circumstances where there is a legitimate case for some rates to be reduced, or for payment to be deferred.
- ◆ The **Statement on the development of Maori capacity to contribute to decision-making process** describes how Council will work with Maori to identify ways and means that will assist Maori to participate more effectively in the Council's decision-making processes.

MAYOR'S INTRODUCTION

Welcome to the Marlborough District Council Long Term Council Community Plan. There are two parts to the Plan – Part 1 describes the sort of place that Marlborough could become in 2016, and what sort of community we are at the moment. Part 2 describes the activities that Council proposes to undertake over the next ten years, and how those activities will be funded.



The long term plan is all about the future. What sort of place do we want Marlborough to be in 2016? Some people believe that it's best to stay well away from thinking about tomorrow – if we try and anticipate things, we'll only muck it up. But we know that decisions we take today will affect the choices that are available in years to come. And there are some changes that we can already see coming, and that we should prepare for. We also know that we need to be prepared to change and adapt according to what we find as we move forward towards 2016, and beyond.

In planning for Council's activities over the next 10 years, we have taken a prudent mix of approaches. In the regional development group of activities, and in the people group, there are some modest investments in activities that we believe will help bring about some future change in the underlying social, cultural and economic environment wellbeing of the district, and deliver some long term benefits.

In other areas, we are making preparations for a future that we are confident will arise. Two examples are in the capacity of our water and sewerage infrastructure, and emergency management. Growth trends, and our knowledge of the existing infrastructure, enable us to predict the need for additional capacity, if we are to maintain the service levels that people expect. In emergency management, we must maintain a capacity to respond to a future event – we do not know when such an event may arise, only that it will. Council is also managing its financial reserves with a view to a future need for responding to a natural disaster.

Across all our activities, we remain prepared to change and adapt, as the community changes, and as the external environment changes. In all cases, Council will take account of the impact on the wellbeing of the community, now and in the future. Decisions will not be taken that have not considered the views and preferences of the people who will be affected.

There are a number of proposals in this plan that are still at an early stage of development. Council will seek and need guidance from the community regarding their development. For example, the development of the Picton foreshore, the concept of a new civic theatre and the development of our aquatic facilities to name a few.

If you need additional information on anything in this plan, please contact Council staff - in meeting the requirements of the Local Government Act 2002, this plan has included as much detail as Council considers reasonable and necessary for its purposes, but extensive additional information is available on request.



A handwritten signature in black ink, which appears to read 'Alistair Sowman'.

Alistair Sowman
MAYOR



ELECTED COUNCIL MEMBERS



BLENHEIM WARD



Jenny Andrews
(Deputy Mayor)



Frank Connor



John Craighead

MAYOR



Alistair Sowman



Liz Davidson



Graeme Taylor



Gerald Hope



Jill Bunting

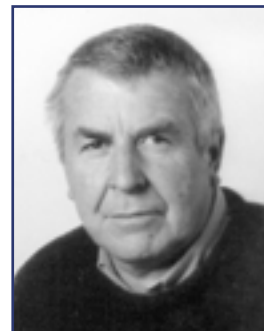
WAIRAU/AWATERE WARD



Andrew Barker



Francis Maher



Pat O'Sullivan

PICTON WARD



Cliff Bowers



Nigel Weetman

PELORUS/NORTHERN MARLBOROUGH SOUNDS WARD



Graeme Barsanti

COUNCIL COMMITTEES AND MEMBERS

The Marlborough District Council has five standing committees, a joint committee with Kaikoura District Council, two statutory committees, six sub-committees, and under a memorandum of understanding with a majority of tangata whenua iwi, the Maori Advisory Komiti. The present committees and their membership are as follows:



ASSETS & SERVICES COMMITTEE

This committee is responsible for all infrastructure including roads, sewerage, water, stormwater, rivers and drainage, parking, waste management (including recycling), reserves, halls, cemeteries, public conveniences. Also responsible for animal control, civil defence and emergency management (including rural fire) and road safety.

Chairperson – Cllr Francis Maher
Deputy Chairperson – Cllr Graeme Taylor
Cllr Graeme Barsanti
Cllr Frank Connor
Cllr Pat O’Sullivan
Cllr Nigel Weetman
Iwi representative
Mayor Alistair Sowman (ex officio)

◆ Animal Control Sub-Committee

This Sub-Committee has responsibility for animal control including administration and dealing with any right of objection to the Council in terms of the Dog Control Act 1996.

Cllr Liz Davidson - Chair
Cllr Jenny Andrews
Cllr John Craighead

◆ Regional Land Transport Committee

This Committee prepares for approval by Council the Regional Land Transport Strategy prepared under the Land Transport Management Act 2003 and the Land Transport Programme prepared under the Land Transport Act 1998.

Cllr Graeme Barsanti – Chair
Cllr Francis Maher
Cllr Pat O’Sullivan
Land Transport New Zealand representative
Transit New Zealand representative
New Zealand Police representative
Commercial Road User representative
Private Road User representative
Railway operator representative
Taxi representative
NZCCS representative
Cyclist representative
Marlborough Chamber of Commerce representative
District Health Board representative
Environmental Centre representative
Maori representative

COMMUNITY AND FINANCIAL PLANNING COMMITTEE

This committee is responsible for the Long Term Council Community Plan, Annual Plan, Annual Reports, economic development, community and social development, youth elderly and access issues, art, culture and heritage, grants and donations and sister cities. Also responsible for financial performance, general administration, property management, Council subsidiaries, libraries, customer services, democratic process and liquor licensing.

Chairperson – Cllr Andrew Barker
Deputy Chairperson – Cllr Graeme Barsanti
Cllr Jenny Andrews
Cllr Cliff Bowers
Cllr Frank Connor
Cllr Gerald Hope
Cllr Francis Maher
Cllr Pat O’Sullivan
Cllr Graeme Taylor
Iwi representative
Mayor Alistair Sowman (ex officio)

◆ Elderly, Access and Mobility Sub-Committee

The focus of the Sub-Committee is issues related to the elderly access and mobility which includes Council’s elderly housing portfolio.

Cllr Jenny Andrews - Chair
Cllr Frank Connor
Cllr Graeme Taylor

◆ Grants Sub-Committee

This Sub-Committee carries out Council’s partnership with Creative New Zealand to ensure local arts funding is available to the Marlborough area by distribution of grants. This Sub-Committee has the power to recommend to Council loans to sporting, recreation and community organisations from the Recreation Facilities Loan Fund. The Sub-Committee has also been tasked with making recommendations on the allocation of Council’s Annually Applied Grants and Donations.

Cllr Jenny Andrews - Chair
Cllr Graeme Taylor
Two iwi representatives (M Bond & R Katu)
Creative Marlborough representative (L Smith)
Sports Trust representative (J Jeffs)
Four community representatives (R Carr, G Duncan, J Laing and R Weaver)

◆ Liquor Licensing Sub-Committee (DLA)

Council has delegated its powers, duties and discretions under the Sale of Liquor Act 1989 to this Sub-Committee to act as the Marlborough District Licensing Agency.

Clr John Craighead - Chair
Clr Jenny Andrews
Clr Nigel Weetman

◆ Sister City Sub-Committee

This Sub-Committee manages Council's Sister City activities and strives to involve greater community participation and sponsorship in the programme.

Clr Graeme Barsanti - Chair
Clr Liz Davidson
Mayor Alistair Sowman
Six community representatives (P M Bradshaw, C S Cairns, R J Hopkins, B M F Lankshear, B R Lankshear, K A Stewart)

ENVIRONMENT COMMITTEE

This committee is responsible for biosecurity, building control, dangerous goods, fencing of swimming pools, food and health monitoring, harbour management, historic places, resource management consent processing, monitoring of consents, compliance control. Also responsible for environmental policy and regional planning.

Chairperson – Clr Gerald Hope
Deputy Chairman – Clr John Craighead
Clr Jenny Andrews
Clr Andrew Barker
Clr Cliff Bowers
Clr Jill Bunting
Clr Liz Davidson
Iwi representative
Mr Chris Bowron (rural representative)

HEARINGS COMMITTEES (2)

These Committees make decisions on applications for resource consents. Provision is made for two Hearings Committees.

Chairperson – Clr Liz Davidson
Chairperson – Clr Jill Bunting
(Plus other members as required from the Environment Committee)

INTERIM SOUTHERN VALLEYS' IRRIGATION SCHEME SUB-COMMITTEE

This Sub-Committee was formed to oversee the construction and commissioning of the Scheme and to consider any variations to contracts for the Scheme and will continue until a review is undertaken in September 2006.

Chairperson – Mr Stuart Smith
Clr Andrew Barker
Clr Francis Maher
Clr Pat O'Sullivan
Mr Chris Simmonds
Mr Ivan Sutherland

CIVIL DEFENCE EMERGENCY GROUP

This committee has been formed in accordance with the Civil Defence And Emergency Management Act 2002. The Group is responsible for overseeing the development, maintenance, monitoring and evaluation, and implementation of the Group Plan required by Section 17(1)(i) of the Act.

Mayor Alistair Sowman – Chair
Clr Graeme Barsanti
Clr Andrew Barker
Clr Gerald Hope
Clr Francis Maher

MAORI ADVISORY KOMITI

This committee was established under a Memorandum of Understanding in 1997. The memorandum sets out the intention of both parties to support a partnership between tangata whenua iwi and Council.

Currently, there are six iwi represented on the committee:

Ngai Tahu Whanau o Wairau
Ngati Apa Ki Te Waipounamu Trust
Ngati Koata No Rangitoto Ki Te Tonga Trust
Ngati Rarua Iwi Trust
Ngati Toarangitira Manawhenua Ki Te Tau Ihu Trust
Te Atiawa Manawhenua Ki Te Tau Ihu Trust

APPOINTMENT OF COUNCILLORS AND STAFF TO SUBSIDIARIES

MDC Holdings Limited

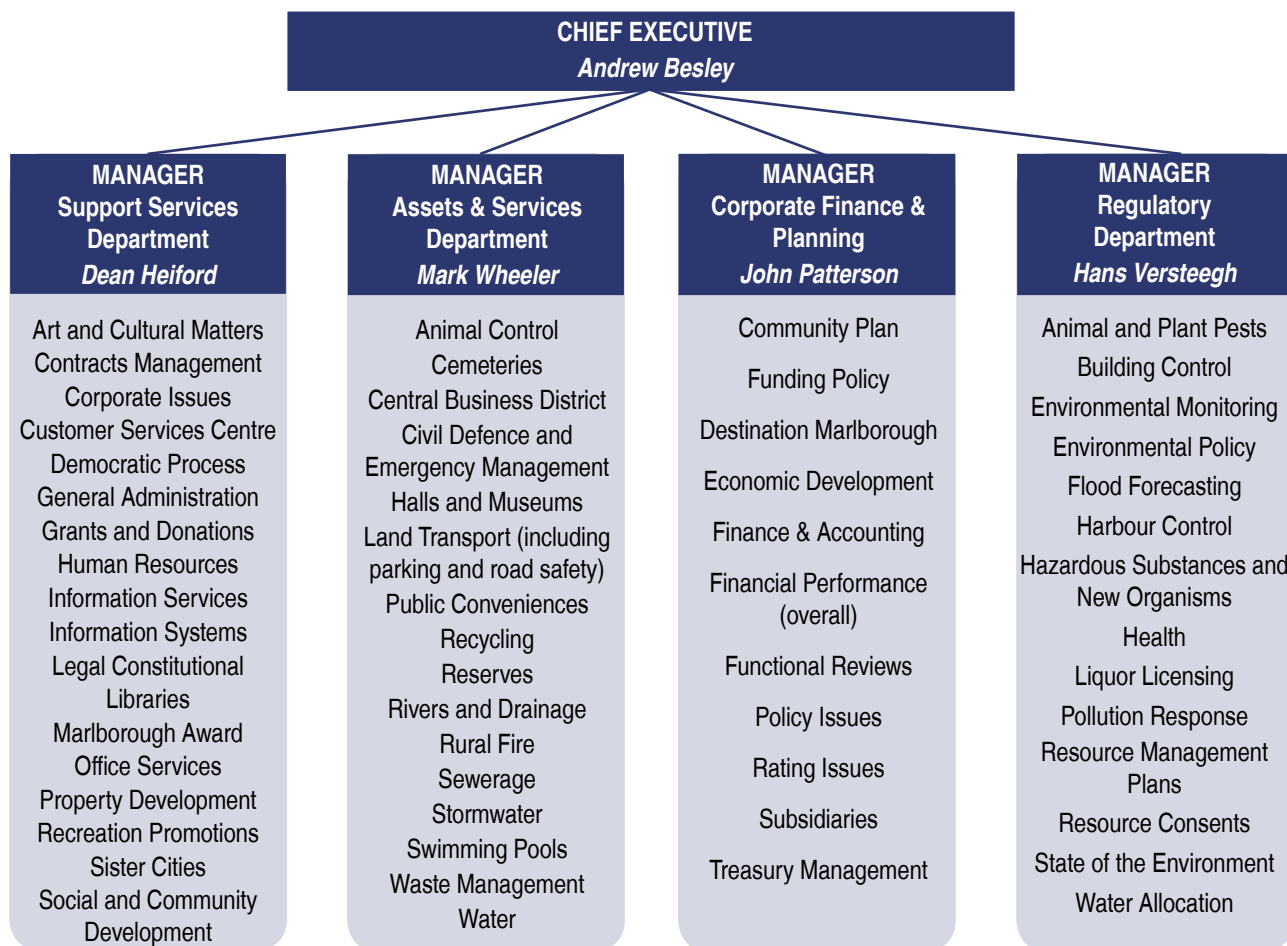
Mayor Alistair Sowman (Director)
Chair of Community & Financial Planning Committee - Clr Andrew Barker (Director)
Chief Executive – Andrew Besley (Director)

Marlborough Regional Forestry

(Joint Committee of Marlborough District Council and Kaikoura District Council)

Clr Andrew Barker (Chairperson)
Mayor Alistair Sowman

COUNCIL STAFF STRUCTURE



OVERVIEW OF THE COMMUNITY PLAN

The Long Term Council Community Plan represents the overall planning framework for all the activities that Council is involved in. The Plan comprises two parts:



Part 1: Community Outcomes

An “outcome” is the result of an action. Community Outcomes are statements that describe the sort of community Marlborough could be in the future, as a result of actions that get taken now and in the years to come. It is up to the community as a whole to achieve these outcomes, by working together, and making best use of all the resources that we have available to us.

Part 1 describes the outcomes that have been identified for the Marlborough community for the period 2006 – 2016. Council activities will be contributing to these outcomes, and Part 1 includes statements from many of the other organisations, local and national, that are also in a position to influence achieving the outcomes.

Part 1 also includes a section that paints a picture of the state of the Marlborough community as we start the 2006 LTCCP. Drawing information from a wide range of sources, this section provides a benchmark for monitoring future progress against the community outcomes.

Part 2: Council Activities and Funding

The activities that Council undertakes will make a contribution to the community outcomes, but the choices about what activities to undertake, what levels of service to provide, and how much money to spend on an activity, are taken by the Council with many other factors in mind. Many of the activities are required by legislation, and in several cases legislation also sets mandatory levels of service.

This part includes information on the rationale behind the different activities, how change will be managed, how performance will be monitored, and how much the activity will cost.

An important function of the Plan is to set out how Council proposes to fund its activities over the coming years. As well as describing the current financial position of the organisation, this part of the Plan includes extensive information on the funding policies that will apply, how debt will be managed, and the expected impact on rates, together with other important information describing the overall financial management of the Council.

Although the Plan covers a ten year period, predicting financial information over such an extended period does require a number of assumptions to be made. The Plan is updated every three years, and in intervening years an Annual Plan is produced incorporating any proposed changes to the LTCCP budget and activities.

Part 2 also includes the various policy statements and supplementary information required in the LTCCP by the Local Government Act 2002.



PART 1: MARLBOROUGH COMMUNITY OUTCOMES

The people of Marlborough are members of many different communities. As well as the communities of geography, there are many communities of interest, as well as communities of shared history, experience, or circumstance. Every community is different, and everyone has their own individual aspirations both for themselves and for their community. The individual outcomes that have been identified for the Marlborough 'community' will have differing significance for each of us, but taken overall, they describe the sort of place that we all want Marlborough to be. The outcomes are:

- ◆ **Environmental sustainability:** a community that sustains and enriches the environment for future generations.
- ◆ **Prosperity:** a prosperous community where all people have the means to earn adequate incomes and enjoy standards of living that allow them to participate fully in society, and to have choices about how to live their lives.
- ◆ **Knowledge and learning:** a community where knowledge and learning is prized.
- ◆ **Enterprise and endeavour:** a community where enterprise and endeavour is supported and rewarded.
- ◆ **Full participation:** a community that values and supports all its members, that welcomes visitors and new arrivals, and continually enhances full participation.
- ◆ **Positive aging:** a community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.
- ◆ **Positive youth:** a community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.
- ◆ **Safety and security:** a community where people enjoy personal safety and security and are free from victimisation, abuse, violence and avoidable injury.
- ◆ **Energy efficiency:** a community where energy use is efficient, with a decreasing dependency on non-renewable sources.
- ◆ **Affordable housing:** a community where people have access to a range of affordable and quality housing options.
- ◆ **Health choices:** a community where people are served by a health infrastructure that is suited and responsive to their needs, and where they can make healthy choices for their own lifestyles.
- ◆ **Essential services:** a community that is served by a strong infrastructure of essential services, where daily life and business is able to be conducted safely and easily.
- ◆ **Heritage:** a community that acknowledges values and enjoys its heritage.
- ◆ **Fun and recreation:** a community that has fun.
- ◆ **Physical activity:** a community where people of all ages are physically active.
- ◆ **Creativity:** an enlivened and creative community in which different arts are widely practised and enjoyed.

Process

Most of these outcomes were identified during the development of the 2004 – 2014 LTCCP. The process used to identify the outcomes was:

- ◆ **Stage I:** Identification of existing information on community outcomes.
- ◆ **Stage II:** Testing this information to see if it was still relevant.
- ◆ **Stage III:** Drafting regional outcomes in collaboration with neighbouring communities.
- ◆ **Stage IV:** Reviewing the regional outcomes and presenting them in terms that could reflect Marlborough priorities.
- ◆ **Stage V:** Community consultation and testing through the 2004 LTCCP and associated processes.

Stage I

Stage I consisted of an historical review of previous consultation and planning documents, both of Council and other agencies. Key documents included the Council's Long Term Financial Strategy, the Annual Plans of recent years, the Regional Policy Statement, and the Marlborough Economic Development Trust's Progress Marlborough strategy. This stage also included a preliminary analysis of the breadth and diversity of Marlborough's different communities, to consider whether there were particular information gaps associated with any communities. At this stage of the exercise, sustainable management of our environmental resource was identified as the fundamental foundation for community wellbeing. The significant issues in this regard are expressed in the Regional Policy Statement, and encompass the protection of water ecosystems; the protection of land ecosystems; enabling community wellbeing; protection of visual features; and the control of waste.

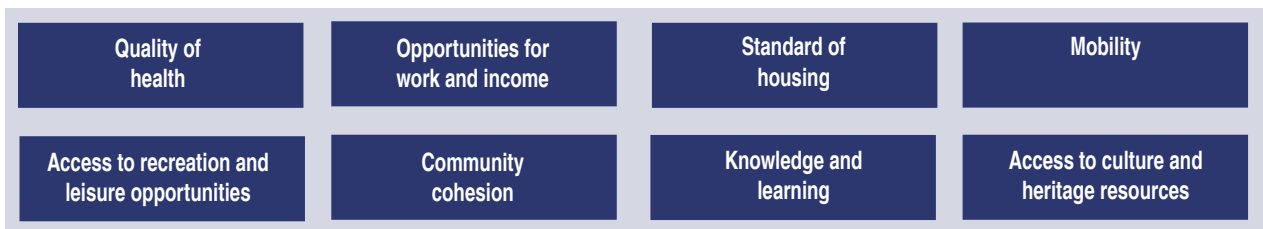
For its part, Progress Marlborough identified issues associated with employment (including raising income levels, and education and training for work), infrastructure (water management, transport, energy, and telecommunications) and social inclusion, as priorities for action.

Stage II

In December 2002 a workshop of councillors, staff, invited groups and community representatives was held around the question "What things make up the quality of life in Marlborough?" The workshop identified the basic components of quality of life as being:



The things that underpinned these four basic elements were also discussed. As well as confirming the essential need to sustain a healthy environment, the workshop concluded that each person's quality of life is affected by their assessment of such things as:



This framework (incorporating elements of environmental wellbeing) was subsequently distributed for comment to 30 selected community organisations, and was included in the Council's draft 2002/03 Annual Plan.

Stage III

The Marlborough "quality of life" elements were subsequently reviewed alongside the outcomes that government agencies, local authorities, and community organisations were working toward across the top of the South Island. The shared issues that were identified were:

- ◆ *Environment*
- ◆ *Transport*
- ◆ *Energy*
- ◆ *Economic*
- ◆ *Housing*
- ◆ *Income*
- ◆ *Health*
- ◆ *Iwi and Maori capacity*
- ◆ *Culture and Identity*
- ◆ *Safety and Security.*

These regional issues provided a basic reference set of possible outcomes for the LTCCP, and assisted in establishing systems and processes for sharing information and monitoring progress towards shared outcomes.

Stage IV

The “Top of the South” issues were next reviewed against Marlborough priorities. Some of the outcomes that emerged drew on specific consultation that was undertaken with parts of the community, enabling further refinement and focussing. The final set of community outcomes were presented for the first time in the draft 2004 – 2014 LTCCP.

Stage V

Consultation on the first LTCCP, and feedback on the first two years of its implementation, have established that the outcomes have a broad base of support within the community. Possible gaps were identified around outcomes for physical recreation, arts and culture, and disabilities, and new outcomes have been drafted responding to this feedback. Invitations were extended to other organisations that are able to contribute to community wellbeing, to include their outcome statements in the 2006 LTCCP.

How Council will contribute to the Community Outcomes

Council activities are intended to contribute to various community outcomes over the long term, but they are primarily directed at achievable, intermediate outcomes in the short to medium term. These intermediate outcomes are described in the LTCCP. In combination with the outcomes that come through the activities of our community partners, progress is made towards the Community Outcomes.

The outcomes that our community partners are working towards are described on page 16.

How the Outcomes Relate to Other Planning Documents and Processes

The Community Outcomes represent different aspects of the community's wellbeing. Economic, environmental, social and cultural wellbeing are also promoted by way of activities undertaken by Council under the framework of other legislation, for example the Resource Management Act. The Community Outcomes and the LTCCP are both part of an extensive network of related planning documents and processes, shaped in response to government and community expectations of Council. Key documents are the Regional Policy Statement, the Marlborough Sounds Resource Management Plan, the Proposed Wairau/ Awatere Resource Management Plan, and the Regional Land Transport Strategy.

The Community Outcomes are also linked to the plans and processes of other organisations, including the plans of neighbouring local authorities. These relationships are illustrated in the graphic on page 16.

Working with Maori

The Mana Whenua of Marlborough iwi is acknowledged through this plan. Marlborough District Council will work with iwi, and with Maataa Waka, to find ways and means of achieving positive outcomes for Maori in Marlborough, and in particular, building the capacity of Maori to contribute to Council's decision-making processes.

Marlborough iwi, and Marlborough Maataa Waka, make an important contribution to community wellbeing for Maori, and for the wider community. Progressing Treaty of Waitangi settlements with the Crown is understood to be a principle objective for Marlborough iwi, and Council is committed to assisting these processes as it can, and according to the preferences of each iwi.

Council's roles

Council will contribute to the Community Outcomes in several capacities: as a Provider, a Purchaser, a Regulator, an Educator and Advocate, and as a Partner:

- ◆ **Provider** Council may directly provide goods or services that help to achieve an outcome - for example, the provision of water supply services helps to make Marlborough a safe and healthy place to live.
- ◆ **Purchaser** As an alternative to providing a service itself, Council may pay another organisation the whole or part costs of providing a service. Rubbish collection services in Picton and Blenheim, for example, are paid for by Council, even though they are actually delivered by a contractor. In other cases, Council makes a contribution towards a portion of the cost of a service, with the remainder being funded from other sources. Contributions may be in the form of grants or loans, or can take other forms (for example, rates remission).
- ◆ **Regulator** Council may apply rules, regulations and bylaws that encourage or discourage activities that may affect an outcome. Council may also act as the agent of central government in this capacity. An example is the regulation of navigation lights on moorings - this activity helps to ensure that the Sounds' waterways are safe for commercial and recreational boating and shipping, and helps make Marlborough an easy place to get around in.
- ◆ **Educator and Advocate** Council may distribute information to ensure people are appropriately informed about the issues confronting the region, and about the consequences of choices they may make. For example, education forms a major plank in the waste minimisation strategy - by giving people information about how they can manage their household wastes, we reduce the total volume of waste that is produced, and make Marlborough both a healthier place to live, and one where future generations are not burdened by the costs of our waste. Council may also act as an advocate, providing information on behalf of or in support of another party.

◆ **Partner**

In virtually every case, Council will not be the only contributor to an outcome. Whether or not we have another role to play, Council will assist and collaborate with anyone that is working towards the community outcomes, according to the opportunities and resources that are jointly available.

Community Partners – working with others

Many local and regional organisations have a contribution to make to the Community Outcomes, through their own activities, and the particular outcomes that they are working towards. So too do central government and non-governmental organisations, and the private sector. As is the case with Council, the activities of our partners are often determined by legislation, or set by their governing bodies or principal funders. In the case of government departments, Ministers decide the outcomes that they want, and Chief Executives advise on the activities that should be undertaken to achieve those outcomes.

Organisational Strategic Plans and Statements of Intent describe the activities and outcomes of many of our partners. The outcome statements of some of our partners are set out on the following pages. The list here is not exhaustive – many other organisations are working together, and with the community to make Marlborough a better place to live and work. Council is committed to working collaboratively with all these like-minded organisations.

Ministry of Social Development <http://www.msd.govt.nz/>

The Ministry of Social Development (MSD) is one of New Zealand's largest government departments. Its service delivery areas are responsible for the implementation of income support and employment services as well as providing leadership and coordination of services and programmes that support families. MSD also administers student allowances and loans, New Zealand Superannuation, Veterans and War Pensions, and a range of specialist functions such as the Community Services Card and financial means testing for long stay care subsidies.

MSD also provides government with advice on strategic social policy, sectoral policy and social research and evaluation in the areas of income support, child, youth and family as well as community, as well as providing policy advice and support through the Offices for the Community and Voluntary Sector, Senior Citizens and Disability Issues.

The Ministry applies a Social Development Approach to their work, which seeks to understand the social, economic, environmental and cultural realities that face their clients, their whanau and communities. Social development is about putting strategies in place to bring long-term benefits, while also taking short-term measures to meet the needs of today.

The Vision of the Ministry of Social Development is "An inclusive New Zealand where all people are able to participate in the social and economic life of their communities". It has a number of primary outcomes that are relevant to the community outcomes, including:

Older people are valued as important members of society and have the right to dignity and security in their senior years. They have opportunities to use their skills, knowledge and experience to contribute to society;

People achieve economic independence throughout their working lives. They are able to participate in and contribute to society and have a sense of belonging; and

All children thrive in childhood, are respected and valued, have the opportunity to reach their full potential and participate positively in society now and in the future.

The Ministry has expressed its commitment to supporting Council's planning processes, and in particular linking activities with the LTCCP.

Family and Community Services <http://www.familyservices.govt.nz>

Family and Community Services (FACS) is part of the Ministry of Social Development. FACS was established in July 2004 to lead and co-ordinate government and non-government actions to support families and communities. FACS focuses on prevention and early intervention to build the capability and resilience of families and communities, and to reduce the number of families who are affected by family violence.

The goals of Family and Community Services are to:

- ◆ Support social cohesion and participation in communities
- ◆ Support family resilience and help families to be free from violence
- ◆ Assist families and communities to access the information and knowledge they need to thrive
- ◆ Build community capability and capacity.

Its role is to:

- ◆ Improve information about, and access to family and community services
- ◆ Lead services planning and co-ordination of funding across government agencies and communities
- ◆ Promote and fund programmes to support families and communities, and to prevent family violence.

Department of Conservation <http://www.doc.govt.nz/>

The Department of Conservation is the government department charged with conserving New Zealand's natural and historic heritage for all to enjoy now and in the future.

To achieve this goal, the Department undertakes a range of activities with a particular emphasis on:

- ◆ Working to stop the decline of New Zealand's indigenous biodiversity by managing a range of threatened species and ecosystems.
- ◆ Managing threats to native species and ecosystems from new pests and weeds.
- ◆ Restoring, maintaining, protecting and interpreting sites of historic and cultural importance on public conservation land.
- ◆ Fostering recreation and making areas managed by the Department accessible for the public to enjoy and appreciate.
- ◆ Developing partnerships with the community to increase conservation outcomes.
- ◆ Promoting effective partnerships with tangata whenua.

Marlborough is within the Nelson/Marlborough Conservancy, and the Department has Area offices at Picton (covering the Sounds) and Renwick (South Marlborough). The Nelson/Marlborough Conservation Board, which is made up representatives of the community appointed by the Minister of Conservation, provides a public overview of conservation management within the Conservancy. The Department is committed to the outcome that Marlborough's natural and historic heritage is protected; people enjoy it, and are involved with the Department in its conservation.

New Zealand Police <http://www.police.govt.nz/>

The New Zealand Police is the lead agency responsible for reducing crime and enhancing community safety. Their vision is to build "safer communities together". The Police mission is to serve the community by:

- ◆ reducing the incidence and effects of crime;
- ◆ detecting and apprehending offenders;
- ◆ maintaining law and order and enhancing public safety.

The New Zealand Police aim to work in partnerships to build safer communities by:

- ◆ Empowering communities to deal with issues of community safety and creating more effective community partnerships.
- ◆ Reducing the fear of crime by reducing actual crime.
- ◆ Helping to support and rehabilitate victims.
- ◆ Maintaining order and keeping the peace.
- ◆ Keeping people free from intimidation, civil disturbance and unreasonable annoyance.
- ◆ Enhancing road safety.
- ◆ Increasing people's personal safety.
- ◆ Reducing the risk of property theft, loss or damage.

The Marlborough community is serviced as part of the Tasman Police District. Police enjoys a close and productive working relationship with the Council, and is pleased to be included as a community partner working towards the wellbeing of the Marlborough community.

Ministry for the Environment <http://www.mfe.govt.nz/>

The Ministry for the Environment is the Government's principal adviser on the New Zealand environment and international matters that affect the environment. It works with others in central and local government, industry and the community to achieve good environmental governance and decision-making at all levels. Sustainable development is the context for all the Ministry's work.

The role of the Ministry for the Environment is to:

- ◆ provide leadership across government and the community on environment
- ◆ work in partnership with key sectors and organisations to improve our environment
- ◆ fix problems that require central government intervention
- ◆ ensure that New Zealand has good environmental governance.

The Ministry for the Environment wants to take a proactive role in helping councils achieve their communities' environmental outcomes.

Accident Compensation Corporation (ACC) <http://www.acc.co.nz/>

The core focus of ACC Blenheim is to implement and support initiatives designed to reduce the risk of injury to people at work, on the road, while participating in sporting and recreational activities and at home. It is also to ensure that the most efficient rehabilitation options for injured people are utilised. ACC's current mission is to foster a safe New Zealand becoming injury free through the implementation of the New Zealand Injury Prevention Strategy. A key objective is to ensure that when an injury does occur, people are provided with the correct entitlements and rehabilitated with respect and dignity.

Creative New Zealand <http://www.creativenz.govt.nz/>

Creative New Zealand is the government organisation responsible for developing the arts in New Zealand. This work is diverse, ranging from grassroots projects through to support for professional artists and arts organisations. Creative New Zealand is guided by their Strategic Plan 2004-2007 and its vision of New Zealand arts as excellent, distinctive and essential in the lives of all New Zealanders.

Creative New Zealand's strategic priorities are about the mana of the arts, rewarding careers for professional artists, thriving professional arts organisations, cultural diversity in the arts, international growth and participation in the arts.

Advocating for the importance of New Zealand arts and artists to society underpins all Creative New Zealand's work.

Department of Internal Affairs <http://www.dia.govt.nz/>

The Department of Internal Affairs aims to achieve a positive impact for New Zealanders by contributing, as one organisation, to the following key government goals:

- ◆ Strengthen national identity and uphold the principles of the Treaty of Waitangi.
- ◆ Grow an inclusive, innovative economy for the benefit of all.
- ◆ Maintain trust in government and provide strong social services.

The underlying purpose is to serve and connect citizens, communities and government to build a strong, safe nation.

The Department is organised to support its purpose by focussing on the following outcomes:

- ◆ Strong, sustainable communities, hapu and iwi.
- ◆ Safer communities.
- ◆ New Zealand and international communities trust the integrity of New Zealand's records of identity.
- ◆ Executive Government is well supported.

The Government has recognised the Department as the mandated "home" for leadership and management of the interface between central and local government, and it therefore seeks to support and improve relations between the two sectors. Ultimately this should assist the better integration of national and local outcomes and investment strategies.

Tertiary Education Commission <http://www.tec.govt.nz/>

The Tertiary Education Commission works with the tertiary education sector and others to enhance the relevance of, foster excellence in, and enable access to tertiary education and training so that all can meet their full potential and contribute to New Zealand's on-going development and well-being. The TEC's strategy identifies the key changes required to increase the relevance, connectedness, and quality of the tertiary education system. Several of these changes have a close alignment with the community outcomes:

- ◆ Greater alignment with national goals.
- ◆ Stronger linkages with business and other external stakeholders.
- ◆ Effective partnership arrangements with Maori communities.
- ◆ Increased responsiveness to the needs of, and wider access for, learners.
- ◆ More future-focused strategies.
- ◆ Improved global linkages.
- ◆ Greater collaboration and rationalisation within the system.
- ◆ Increased quality, performance, effectiveness, efficiency and transparency.
- ◆ A culture of optimism and creativity..

Housing New Zealand Corporation <http://www.hnzc.co.nz>

Housing New Zealand's role is to provide access to decent homes, helping New Zealanders manage their own circumstances and contribute to community life.

It provides access to sustainable housing to people in greatest need. It also helps low to modest income households that want to become homeowners; and develops partnerships with community organisations, local government, iwi and other housing providers. Housing New Zealand is also the government's main advisor on housing, and services related to housing.

Land Transport New Zealand <http://www.ltsa.govt.nz/>

Land Transport New Zealand was established in 2004 in an amendment to the Land Transport Management Act (2003). It assumed the responsibilities of the Land Transport safety Authority and Transfund New Zealand. The statutory objective of land transport NZ is to allocate resources and to undertake its functions in a way that contributes to the aim of achieving an integrated, safe, responsive and sustainable land transport system.

Land Transport NZ is committed to working collaboratively with local government and other organisations to develop the land transport system in a strategic manner.

The Energy Efficiency and Conservation Authority <http://www.eeca.govt.nz>

The Energy Efficiency and Conservation Authority (EECA) promotes a sustainable energy future by changing the way New Zealanders think about and use energy. EECA works to raise community awareness of energy efficiency issues and provides businesses and individuals with the tools to make changes. EECA develops programmes to meet the needs of specific markets, often working in partnership with other organisations.

EECA is working towards achieving the goals set out in the National Energy Efficiency and Conservation Strategy including:

- ◆ A 20 per cent improvement in energy efficiency by 2012.
- ◆ Increasing our supply of renewable energy by a further 22 per cent by 2012.

Port Marlborough New Zealand <http://www.portmarlborough.co.nz/>

Port Marlborough New Zealand Limited operates a diverse range of port facilities and services in and around Picton and Havelock. Principal port facilities are export and inter-island ferry berths at Picton, with smaller port facilities at Havelock, Elaine Bay and Oyster Bay in the Marlborough Sounds. Marinas at Waikawa, Havelock and Picton accommodate recreational vessels and tourism operators. A wholly-owned subsidiary, Marlborough Airport Limited, operates Blenheim Airport at RNZAF Base Woodbourne, west of Blenheim.

In Port Marlborough's Statement of Intent, the company makes the following undertakings:

- ◆ To ensure that the operations of the company and its subsidiaries are performed in an efficient and safe manner; to employ such staff as are necessary, compatible and consistent with the achievement of these objectives and to be a good employer.
- ◆ To maintain a sense of social and environmental responsibility that will respect the interest of the communities and the environment in which the company operates.

Port Marlborough makes a significant contribution to the economic wellbeing of the Marlborough community, and is pleased to support the Council in working towards achieving the community outcomes.

Department of Labour <http://www.dol.govt.nz/>

The Department of Labour works throughout New Zealand to help people achieve high-quality working lives in thriving and inclusive communities.

The Department's business is to understand people's working lives, and how they contribute to building strong communities and a growing, supportive economy. Responsibilities include:

- ◆ delivering services and information that support productive workplaces, and workforce and community participation, to employers, employees, workplaces, communities, businesses and unions;
- ◆ providing policy advice and analysis to government on labour and employment related matters;
- ◆ providing advice to government on the performance of other agencies that impact on communities and people's working lives;
- ◆ managing international relationships.

The Department has a number of long term goals that complement Marlborough's community outcomes, including:

- ◆ Improved labour market outcomes for sectors, regions and firms through effective partnerships and strategies.
- ◆ All people have opportunities to participate in well paid and meaningful employment.
- ◆ People's skills match the current, and respond to the future needs of the labour market.
- ◆ New Zealand's workplaces are attractive, innovative and productive.
- ◆ New Zealand's voice on labour market, migration and humanitarian issues is effectively heard abroad and our security and prosperity interests are advanced and protected.

Nelson Marlborough Institute of Technology (NMIT) <http://www.nmit.ac.nz/>

NMIT's mission is to contribute to the social, economic, cultural and environmental development of Nelson, Tasman, and Marlborough, through the provision of applied and vocational education and training.

As well as providing a diverse range of educational and training courses, NMIT's strategic planning is focused on three flagship areas, that have special significance for Marlborough:

- ◆ Aviation
- ◆ Wine
- ◆ Seafood

NMIT is committed to working in partnership with the Marlborough community to achieve its mission.

Federated Farmers <http://www.fedfarm.org.nz/>

Federated Farmers of New Zealand is New Zealand's leading rural sector organisation. It represents 18,000 member farmers and rural families throughout New Zealand through a network of 24 provinces, together with associated area networks or branches, providing a locally based, democratic organisation that gives farmers a collective voice nationally and within each province.

As a voluntary, member-funded organisation, Federated Farmers is accountable to its farmers. Its mission is:

"To add value to the business of farming for our members."

Federated Farmers does this by standing for an open, free, enterprise economy to promote employment, economic growth and to increase living standards in the best interests of all New Zealanders. Its vision is a productive, high income and high employment market economy. This requires flexible markets for labour, goods and services, low inflation, maximum sustainable use of capital and people, and sustained investment in technology and education.

Rural Women New Zealand <http://www.ruralwomen.org/>

Rural Women New Zealand is dedicated to strengthening rural communities, and providing services that support rural women. It offers support and friendship for women in isolated communities, as well as those living in towns and cities who retain an interest in rural affairs. It is also a leading voice for rural women on issues arising with government and local government decision-makers.

The vision of Rural Women New Zealand is:

- ◆ Being recognised as the voice of rural New Zealand families and communities.
- ◆ Working to develop rural New Zealand communities.
- ◆ Being a valuable business partner for rural people.

Rural Women New Zealand is committed to being forward thinking; focused; flexible; professional; and enabling.

St John <http://www.stjohn.org.nz/>

St John is a charitable organisation with a volunteer ethos. It operates independently of Government and business, and serves New Zealand communities. St John's mission is to prevent and relieve sickness and injury, and to act to enhance the health and well-being of people of all races and creeds anywhere in New Zealand.

St John serves communities throughout New Zealand by delivering an extensive range of services and products in the health and health-related fields. These services and products include:

- ◆ Emergency and non-emergency ambulance services for approximately 85% of New Zealand's population.
- ◆ Emergency care and first aid at public events.
- ◆ Friendship and support over the phone to the lonely and the housebound.
- ◆ Transport for people to their health appointments.
- ◆ First aid training and health-related products and services to the community.

Marlborough Chamber of Commerce <http://www.mcoc.org.nz/>

The Marlborough Chamber of Commerce represents the interests of businesses in the Marlborough community. Its vision is to be acknowledged as the voice for business, and the driving force for regional issues in Marlborough, and its goal is to promote a vibrant regional economy that supports sustainable and profitable business development and employment opportunities. Its commitment to Marlborough includes to:

- ◆ Provide a voice and advocacy for the business sector.
- ◆ Develop projects that support growth and prosperity.
- ◆ Identify and debate common business issues.
- ◆ Offer regular networking opportunities.
- ◆ Encourage and reward business excellence.

Marlborough Regional Development Trust <http://www.mrdt.co.nz/>

The Marlborough Regional Development Trust (MRDT) was created in 1999 as the Marlborough Economic Development Trust. It assumed its name in 2003 to signal its broad focus on community issues. The MRDT is a community based charitable Trust that aims, in simple terms to ***"Enhance the individual and collective health and wealth of Marlburians"***.

The MRDT optimises the use of resources through building collaborative partnerships that have come to be referred to outside of the region as “The Marlborough Model”. The MRDT’s strategy is contained in Progress Marlborough – Boldly into our future. This document identifies Marlborough as both the Centre of Opportunity and the Centre of Progress – playing on Marlborough’s central location, diversity, and ability to identify and realise opportunities very quickly.

The Trust’s model of regional development is to provide the leadership and capability so that the community can enrich the quality of life for all the people of Marlborough, present and future, through excellent economic, environmental, social and cultural performance.

Coming from this vision are a number of plain language statements about what sort of place we want Marlborough to be. These closely parallel some of the LTCCP outcomes. In summary, we want –

- ◆ To manage our natural resources in a way that creates wealth for us all, maintains our quality of life and doesn’t create problems for those who will live here in the future.
- ◆ To be a place that encourages all of its people, businesses, and organisations to be the very best that they can be and provides a “habitat” that helps achieve that.
- ◆ To be a place that uses its natural energy sources to best effect.
- ◆ To be a place that has good health and education and similar essential services.
- ◆ To be a place that people of all ages and ethnic backgrounds choose to live in and enjoy a vibrant and optimistic life style.
- ◆ To be a place that provides a high level of opportunity to participate in recreational, sporting and cultural activities and to have fun.
- ◆ To be a place where the people who live here are proud and self assured about their region and their own futures.

Many of these outcomes are subjective or “soft” in nature and therefore quantification is problematic. As a result, proxy measures are required and some of these are provided below. It is noted that the Marlborough model of regional development relies upon community collaboration and therefore the outcomes are a result of combined community effort. The following are the target outcomes for the MRDT’s strategies:

- ◆ Marlborough will maintain population growth that is in the upper quartile for all New Zealand regions.
- ◆ The proportion of the population in the 15 to 19 and 20 to 24 year cohorts will be no worse than those regions that we compare ourselves with.
- ◆ Marlborough’s job vacancy statistics will be no worse than those regions we compare ourselves with. (While this may appear a negative stance, the more successful economically the region is, the higher are likely to be the vacancies).
- ◆ Marlborough will be in the upper quartile of preferred destinations for immigrants, on a per capita basis.
- ◆ Measured against objective criteria, Marlborough businesses (including iwi owned businesses) will identify Marlborough as offering a supportive business habitat or environment. The actual measurement scale is still to be developed.
- ◆ Marlborough’s rate of economic growth and GDP per capita will be in the upper quartile of all New Zealand regions.
- ◆ Brand Marlborough will be properly protected and used to leverage value for Marlborough products and services.
- ◆ Marlborough’s participation in tertiary education rates, and uptake rates for the local tertiary education institutions will be at least as good as those regions we compare ourselves with.
- ◆ Marlborough’s electricity consumption per capita will be in the bottom quartile for non-metropolitan regions in New Zealand.
- ◆ Marlborough will be in the upper quartile of regions producing electricity using “alternative” generation.

The MRDT is part funded by the Marlborough District Council, and derives the rest of its funds from a broad variety of sources, including central government.

Tasman Regional Sports Trust/Sport Marlborough <http://www.tasmanregionalsports.org.nz>

Tasman Regional Sports Trust is one of 17 Regional Sports Trusts throughout New Zealand established in 1991. The aim of the Trust is to promote the ‘more people, more active, more often’ philosophy through quality facilitation and delivery of programmes via its four satellite offices; Sport Tasman, Sport Marlborough, Sport Buller and Sport Kaikoura.

The Trust’s overall outcome is “more people, more active, more often”. Its objectives include:

- ◆ To remain a well resourced professional entity, which the community has confidence in.
- ◆ To develop physical activity and recreation strategies that will encourage more people to be more active, more often.
- ◆ To assist sport and recreation organisations to improve their management and delivery systems with a view to increasing participation and performance.
- ◆ To ensure fundamental skill development at an early age which will lead to healthy lifestyle choices.
- ◆ To work strategically with SPARC, Education, Territorial Authorities, District Health Boards, Iwi and other appropriate organisations.

Sport Marlborough is the operations centre for the Tasman Regional Sports Trust covering the Blenheim – Picton – Rai Valley – Ward catchments.

It works closely with the Marlborough District Council providing physical activity opportunities, advocacy and support to numerous sport and recreation organisations and the public at large.

New Zealand Historic Places Trust <http://www.historic.org.nz/>

The New Zealand Historic Places Trust is the country's leading heritage agency. Its activities relate to the recognition, protection and promotion of New Zealand's historic and cultural heritage. The Marlborough branch of the Trust is dedicated to achieving locally, the Trust's vision for New Zealand:

Our heritage is valued, respected and preserved for present and future generations.

"Ko a tatau taonga tuku iho, e kaingakautia ana, e whakanuitia ana, e tiakina ana mo a tatau whakatipuranga, o naiane, o a muri iho nei".

IDEA Services <http://www.ihc.org.nz/IDEA/Index.asp>

IDEA Services provides support services for people with intellectual disabilities, so they can live, work and enjoy life as part of the community. IDEA is owned by IHC, and runs support services previously provided by IHC itself. Activities cover areas such as family support, employment and accommodation.

We work in partnership with families, so that together we can better support the needs and goals of people with intellectual disabilities.

IDEA Services supports the vision of "an ordinary life" for people with intellectual disabilities. By this we mean people with intellectual disabilities living much like anyone else - exercising choices over where they live and work, enjoying opportunities to develop, and making decisions on everyday matters.

IDEA Living supports about 3200 people with intellectual disabilities to live in the community. Our accommodation services include group homes, supported living, foster care and contract board.

IDEA Working supports about 4000 people in a variety of work options designed to develop skills, confidence and self-esteem. Work goals are set for each person, and can include fully-waged jobs, part-time paid positions, or a combination of work and community activities.

IDEA Family & Whanau supports about 1500 families who are caring for their children at home. We provide home support, behavioural support, respite care with families or at family centres, and holiday and after school programmes.

Families using IDEA Services can get free information on all aspects of intellectual disability through the IHC library. This includes information on specific syndromes and medical conditions, early intervention, education, community living, work and future planning.

Anyone wanting to use our services must go through a comprehensive needs assessment, which gathers information about the individual and their family. This assessment helps identify which services might be of use. IDEA then works together with the individual and their families to create a support plan. Assessments are done by Needs Assessment and Service Coordination Services. To find out who to contact in your area ring the IDEA Area office and they will give you the details.

New Zealand Trade and Enterprise <http://www.nzte.govt.nz/>

New Zealand Trade and Enterprise (NZTE) is the New Zealand government's national economic development agency. The role of New Zealand Trade and Enterprise is to support the Government's objective of raising the average income of New Zealanders in line with countries in the top half of the OECD. Given the small size of the domestic economy, a greater proportion of New Zealand's wealth needs to be generated from exports.

NZTE has a regional network within New Zealand and in Marlborough works closely with Council, the Marlborough Regional Development Trust and other regional allies to grow the region's economic base.

NZTE's focus is on industries and sectors in which New Zealand has a long-term sustainable advantage and on businesses with high-growth potential. NZTE aims to achieve this by:

- ◆ engaging in activities that build business capability .
- ◆ improving New Zealand's business environment for enterprise and growth.
- ◆ increasing the international connectedness of New Zealand businesses.

The regional partnership programme gives regions guidance and funding to develop and activate sustainable economic growth strategies and provides support for regions to undertake major projects that builds on their competitive advantages. NZTE has invested in two major regional initiatives in Marlborough; The Wine Research Centre of Excellence at the NMIT Marlborough campus, and the Aviation Heritage Centre at Omaka.

Destination Marlborough <http://www.destinationmarlborough.com/>

Destination Marlborough is the Regional Tourism Organisation for the Marlborough District. The region includes Blenheim, Renwick and the Wairau Valley, Picton and Queen Charlotte Sounds, Havelock, Pelorus and Kenepuru Sounds and the Awatere and Pacific Coast.

The role of Destination Marlborough is to market and develop the Marlborough region as a visitor destination, providing a quality experience to visitors, achieving economic and social benefits for suppliers, businesses and the community and ensuring the integrity of the region's environment is maintained.

Its vision is that, by 2010, Marlborough will be recognised nationally and internationally as a preferred place for New Zealanders and people from overseas to visit, enjoy and experience. This will be achieved by a strong and coherent tourism sector based on sustainable activities that contributes to social and economic benefits for the people of Marlborough.

Three values underpin Destination Marlborough's work, and its relationship with the community. They are:

◆ **Hosting – Manaakitanga**

We support our staff and host community to better understand and embrace the spirit of manaakitanga (the warmth and hospitality offered to visitors). Our common focus should be oriented toward providing an excellent tourism experience and exceeding the expectations of visitors.

◆ **Guardianship – Kaitiakitanga**

We support the conservation and sustainability of the Marlborough environment and culture in the spirit of kaitiakitanga (guardianship). Sustainable development is critical to ensure the benefits of tourism will not be short-lived.

◆ **Collaboration – Kotahitanga**

We acknowledge that the development of tourism in Marlborough can only be accomplished by greater collaboration between industry partners in the planning and implementation of joint projects and we will take a leadership role in this area.

Nelson Marlborough District Health Board <http://www.nmdhb.govt.nz>

Nelson Marlborough District Health Board (NMDHB) has identified four main themes in its District Strategic Plan: improving health status by emphasising prevention and health promotion; reducing health inequalities; developing an integrated and co-operative approach to health care; and ensuring a high quality of service delivery.

As part of the commitment to prevention and health promotion, NMDHB recognises the need to address the things that impact on the health of the community. These are called the determinants of health and include many social, cultural, environmental, biological, political and economic factors. Achieving an environment, in which people's health and wellbeing can be improved, requires integrated planning and activity beyond the health sector. NMDHB wants to continue to work with the community to influence these determinants of health.

NMDHB values the opportunity to work with Marlborough District Council in the Community Outcomes process and the implementation of strategies to achieve the agreed outcomes. Local Government plays a key role in creating the environment for communities to prosper and enjoy improved health and well being through directly influencing factors like urban and district planning, employment, social support, transport and community participation. Research has shown that all of these are key contributors to the good health of the community.

NMDHB equally has a key role in improving health and well being through its two main functions:

- ◆ The planning and funding of services for the district (including primary care, mental health, Maori health, and services for older people).
- ◆ Providing health and disability services, usually specialist services.

NMDHB also recognises that it has an important opportunity to contribute to the Community Outcomes through increasing intersectoral activity with other government agencies and community organisations.

NMDHB's mission is to – “work with the people of our community to promote, encourage and enable their health, wellbeing and independence”

NMDHB has five Strategic Outcomes –

- ◆ The health and wellbeing of the people of Nelson Marlborough is improved and, in particular, health inequalities for Maori and other population groups are reduced.
- ◆ Manawhenua Iwi work in partnership with the board and Maori participate in decisions affecting their health, wellbeing and independence.
- ◆ The community has fair access to a range and level of well-integrated services appropriate for its size, location and composition.
- ◆ The effectiveness of services across the sector are enhanced through a strong quality improvement culture and management of clinical risk.
- ◆ Financial and business risks are managed and decisions made based on good information and robust business practice.

While NMDHB's outcomes and activities contribute primarily to the Health choices, Essential services, Environmental Sustainability and Physical activity outcomes, it also has an interest in and a contribution to make to many of the other community outcomes as they relate to the determinants of health.

Numerous other organisations are committed to making Marlborough a great place to live and work. There are hundreds of clubs, service groups, and organisations in Marlborough, and community wellbeing is the sum of all their parts. If you'd like to help make a contribution – join a group and get involved !



The LTCCP describes Council's activities, including the assets that are required to deliver them, and how they will be financed.

COUNCIL'S OUTCOMES

Partners' Outcomes

Partners' Outcomes

Partners' Outcomes

COUNCIL'S ACTIVITIES

Partners' Activities

Partners' Activities

Partners' Activities

Many Council activities are determined by legislation - for example the Resource Management Act and the Land Transport Act. Others are undertaken after a decision by the Council. The LTCCP describes the activities that Council will undertake, and the outcomes they support.

The activities of our partners may also be determined by legislation, or set by their governing bodies. In the case of government departments, Ministers decide the outcomes that they want, and Chief Executives advise on the activities that should be undertaken to achieve those outcomes. Organisational Strategic Plans and Statements of Intent describe the activities and outcomes of our partners.

Measuring Progress

Progress towards the community outcomes will be made at activity level, and, in the longer term, at the overall level of the outcome. Progress at this level will reflect the achievements of the whole community.

As a benchmark for assessing the community's progress towards the outcomes overall, and to report on progress against the 2004 LTCCP, Council has gathered information on the quality of life in Marlborough, using measures based on national frameworks that encompass aspects of economic, environmental, social, and economic well being. Explicit linkages with specific outcomes have been avoided, as it is important to see the outcomes not as distinct or isolated aspects of wellbeing, but as aspects of the whole. Similarly, progress on the outcomes needs to be considered in total - the focus is on the bigger picture of community wellbeing.

Council will collect information on the state of the environment, the state of the economy, and the state of the community, using data gathered by Council, provided by partner organisations and/or sourced from Statistics New Zealand or other information providers. Information will be published from time to time in the form of updates and reports. A report on the overall progress towards the community outcomes will be included every three years in the Council's Annual Report.

Note: The following section includes minimal information on the state of the environment. Although one of the community outcomes is that Marlborough shall be a community that sustains and enriches the environment for future generations, progress in respect of this outcome can be gleaned from reading the Councils' State of the Environment Reports.



STATE OF THE COMMUNITY



What sort of place is Marlborough ?

The Community Outcomes set out in the first part of the Community Plan describe the sort of place we want Marlborough to be in the future. What sort of place is it now ? In this section of the Plan, we present some of the information we have on the state of the Marlborough community as it is in 2006.

Information in this section is gathered from many different places. Unless otherwise stated, statistical information has been sourced from Statistics New Zealand. Some of this information is necessarily dated – the last census was in 2001, and although population estimates have been made in the intervening years, some information is now almost 5 years old. Other statistical information has been provided by community partners – for example, the Ministry for Social Development, the District Health Board, the Police, and others have provided the latest information they have available on their areas of knowledge.

Information has also been gathered from a survey of Marlborough residents that the Council conducted in August 2005, “Quality of Life in Marlborough”.

Population Groups

(Data in this section is sourced from Statistics New Zealand)

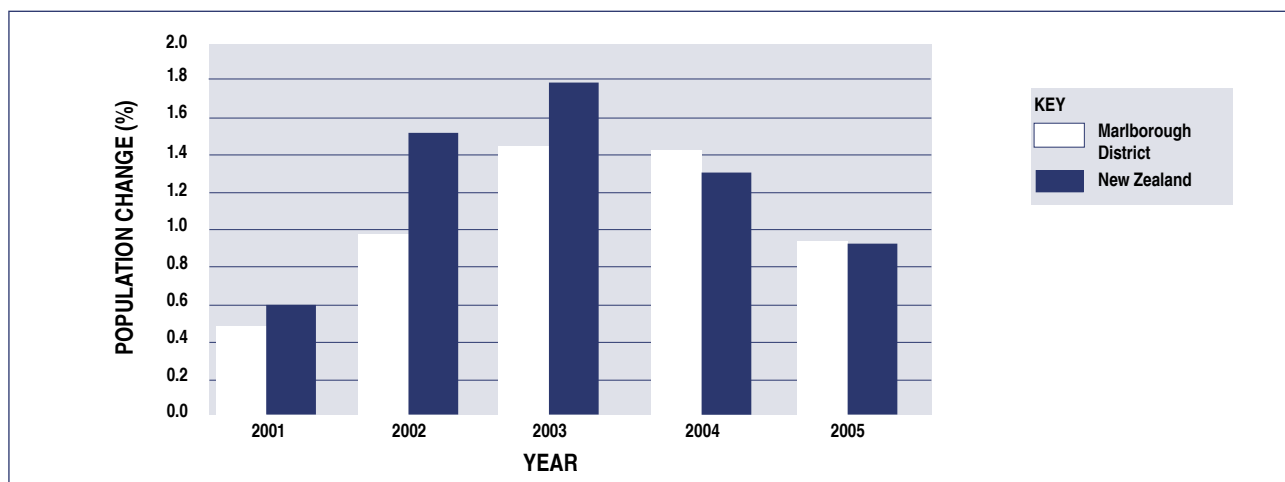
Information on the demographic makeup of Marlborough is important in understanding the nature of our community, and how it is changing. Three outcomes are directly linked to changes in population groups:

- ◆ A community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.
- ◆ A community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.
- ◆ A community that values and supports all its members, and that welcomes visitors and new arrivals.

The qualitative aspects of these outcomes (whether or not people feel valued and welcomed, whether young people are optimistic about their future) are still to be uncovered. The statistics in this section provide a background context to these outcomes. Factors such as age, ethnicity, and migration are also key determinants in a range of other issues. Demographic information helps to understand how our population is similar to other parts of New Zealand, and how it may differ.

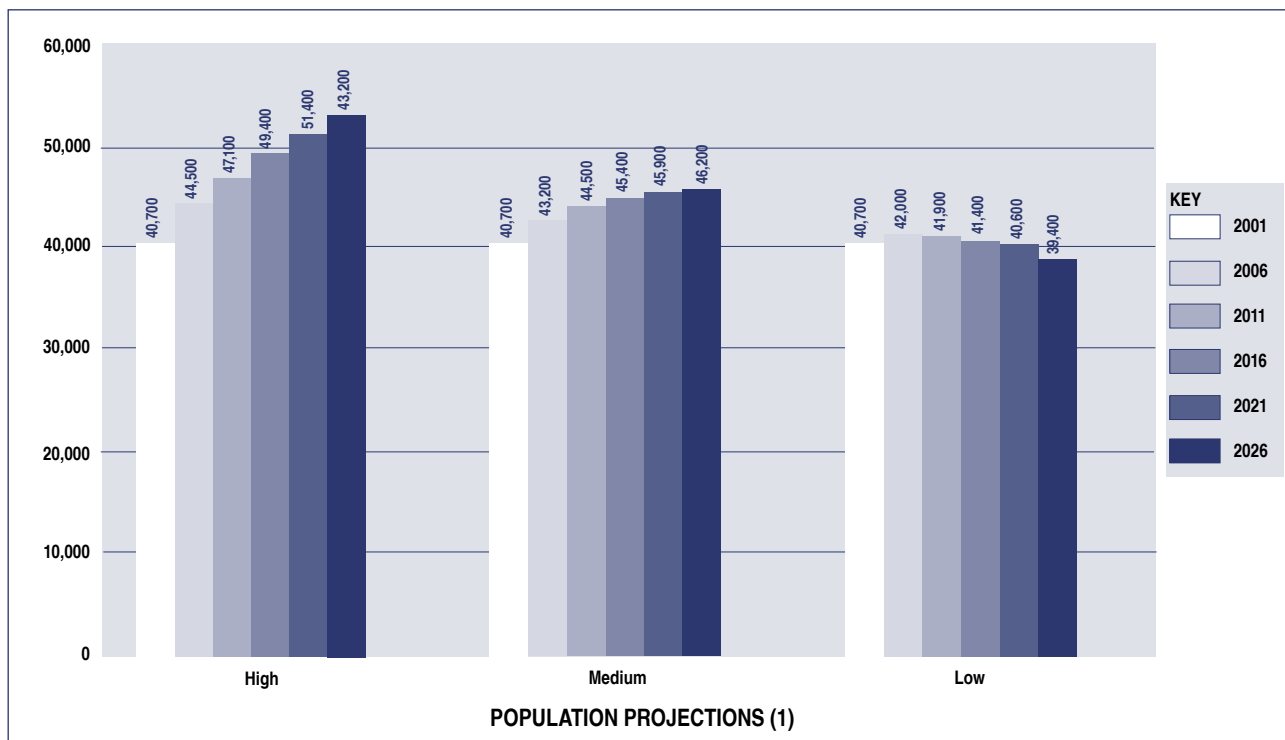
When comparing Marlborough to the national profile, it is important to take into account the very significant influence that Auckland has on the national figures. Around a third of all New Zealanders live in the Auckland region, and Auckland’s profile has a significant affect on national figures. Auckland has a much larger range of ethnicities, and is on the whole a very young population, for example. Where appropriate, the figures for Marlborough are accompanied by comparative figures at both national level, and from other parts of New Zealand.

Statistics New Zealand estimates that the population of Marlborough District was 42,700 at 30 June 2005, an increase of 400 people since 30 June 2004. This represents an increase of 0.9 percent, the same as occurred nationally over the same period

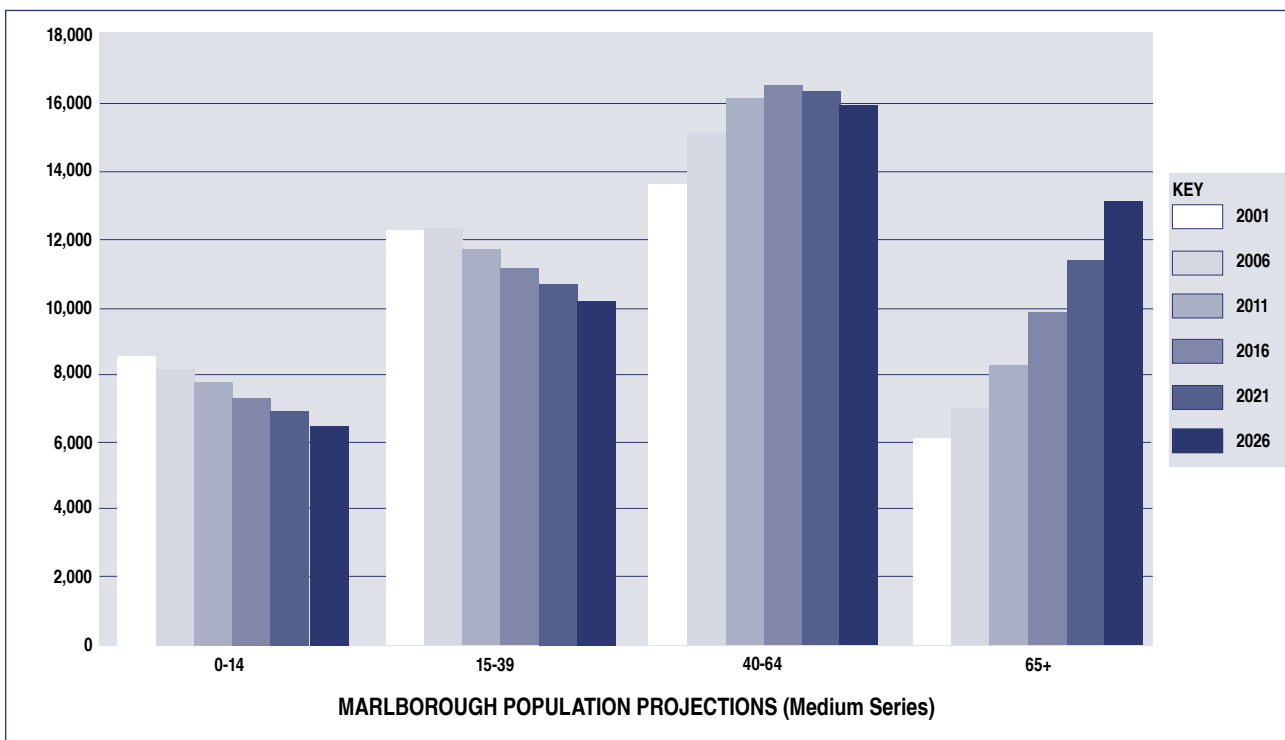


Projected population change

Statistics New Zealand projections for population change through to 2026 offer three different scenarios, based on varying rates of fertility, mortality, and migration. Under the medium scenario, Marlborough's population increases to 46,200 by 2026.

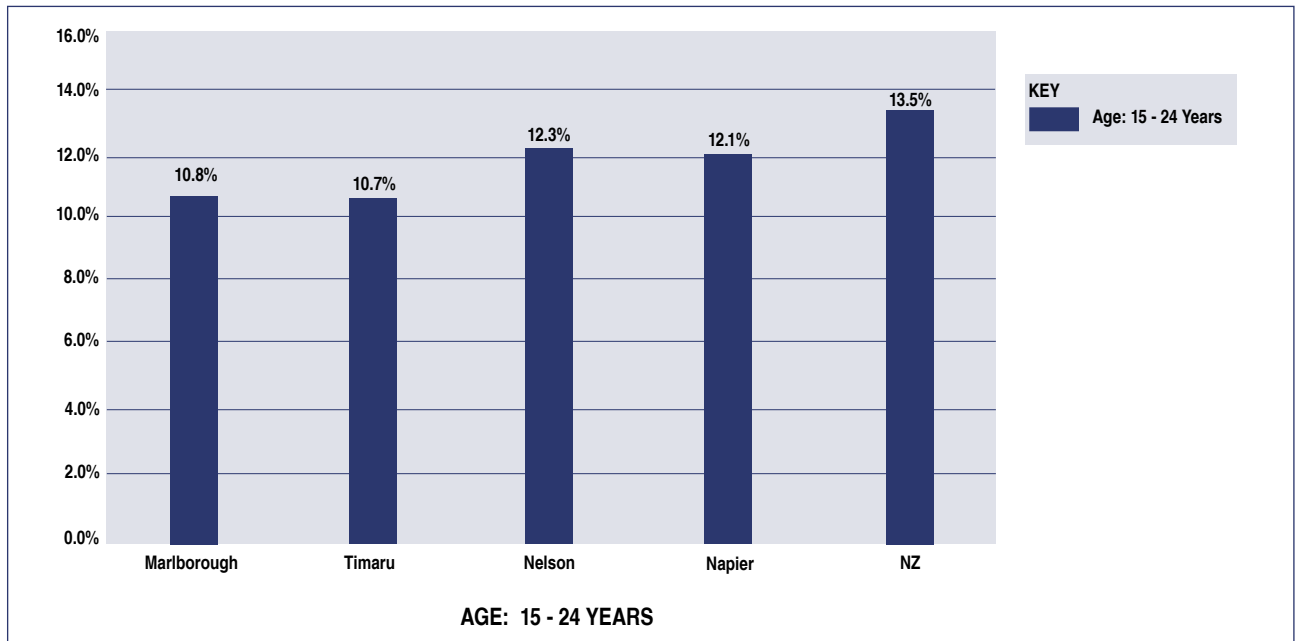


The age distribution of the population is also expected to change over coming years:



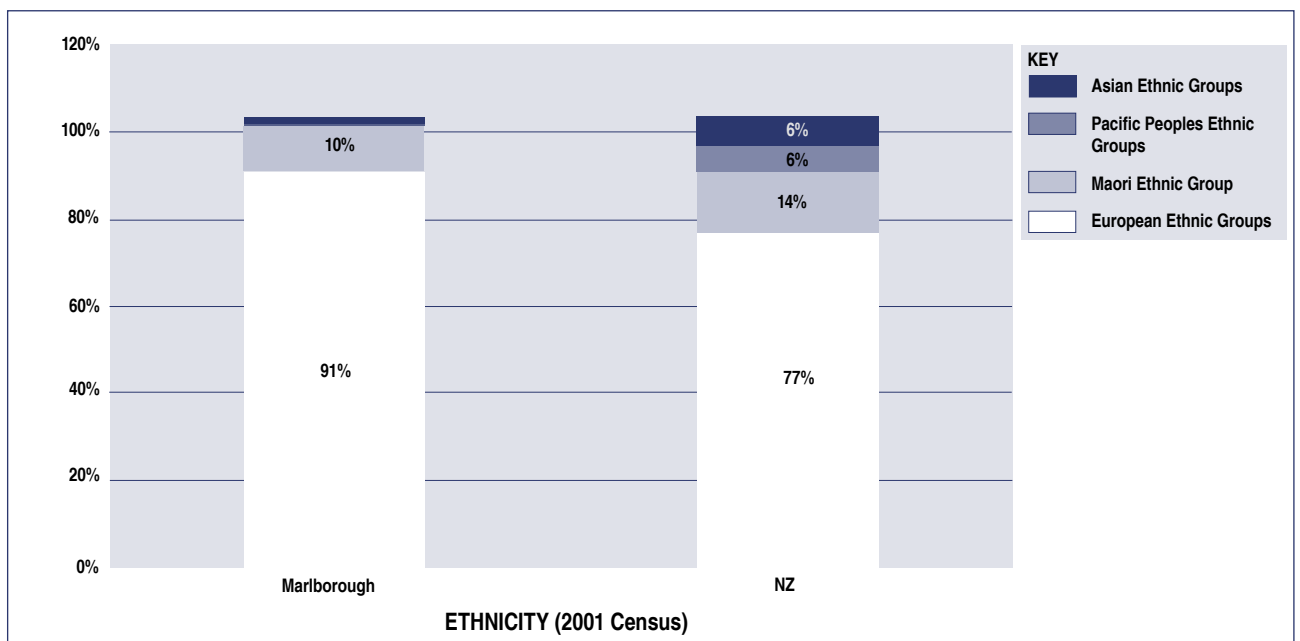
This chart shows the dramatic increase that is projected in the number of older people in Marlborough – from a little over 6,000 in 2001, to over 13,000 in 2026. Over the same period, Statistics New Zealand projects decreases in the number of young people under 14 years old, and in the 15 – 39 year old age group. Marlborough's youth population is already below the national average – keeping in mind the effect of Auckland's younger population.

Youth as a proportion of total population (2001 census)



Ethnicity

Marlborough's ethnicity is predominantly pakeha, and has lower proportions of non-european ethnic groups than the national average. This profile is typical of the South Island. Of note is the projection that the Maori population of the district is expected to grow by 80% in the period between 2001 and 2021. This is the highest rate in New Zealand, and considerably faster than the rate for the district's population as a whole. Other ethnic groups are beginning to establish themselves in Marlborough, including Pasifika peoples, and communities from different Asian backgrounds. These changes reflect national trends.



Migration

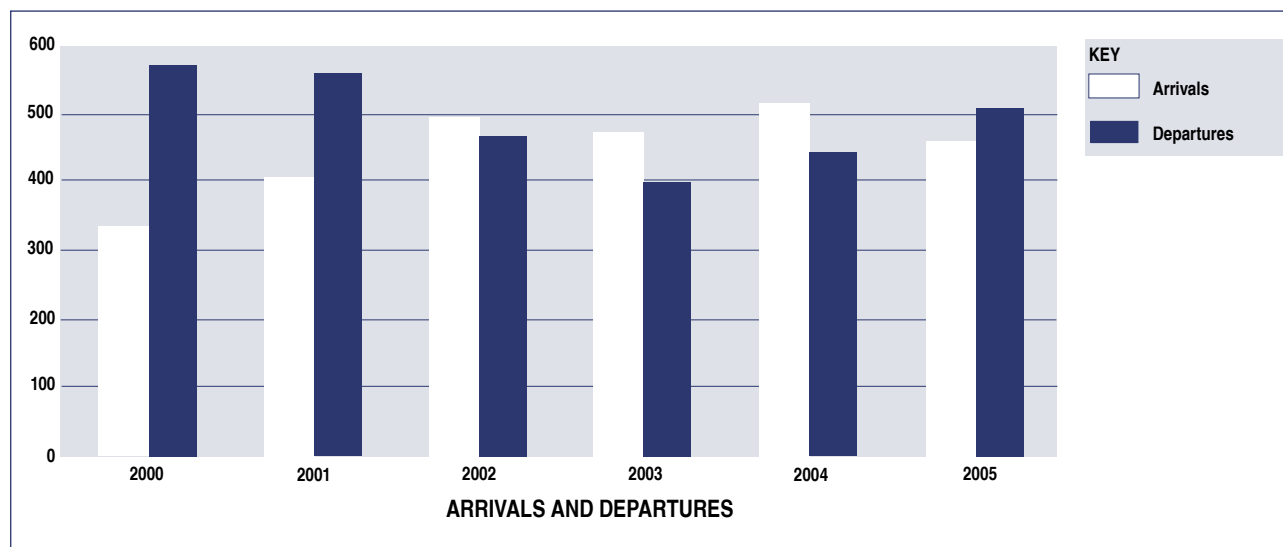
Migration is one of the three main factors affecting population change (the other being fertility and mortality rates). Migration may be internal (from other parts of New Zealand, or from offshore). Statistics New Zealand provides information on the latter, but only counts international migrants who identify Marlborough as their intended place of settlement.

There were 460 permanent and long-term arrivals in Marlborough District during the year ended September 2005, representing 0.6 percent of all immigrants who arrived in New Zealand during that time. This was a 10.7 percent decrease in arrivals to the district from the year ended September 2004. There was a national decrease of 3.5 percent during the same period.

In the same period there were 509 permanent and long-term departures from the district. The arrival and departure of migrants during the year ended September 2005 resulted in a net decrease of 49 people to the district.

International migrants who may move to Marlborough after first spending a period in Auckland, or some other part of the country, are not captured in this data. Internal migration is difficult to capture, and plays an important part in inter-census population changes – New Zealanders are known to be a highly mobile population. One indicator of this is the fact that, at the 2001 census, almost half of all residents had been at a different address at the time of the 1996 census. Even allowing for those people who had moved addresses within Marlborough, this suggests that a high proportion of current residents are recent arrivals to the district.

Permanent and Long-term Arrivals and Departures



Household Deprivation

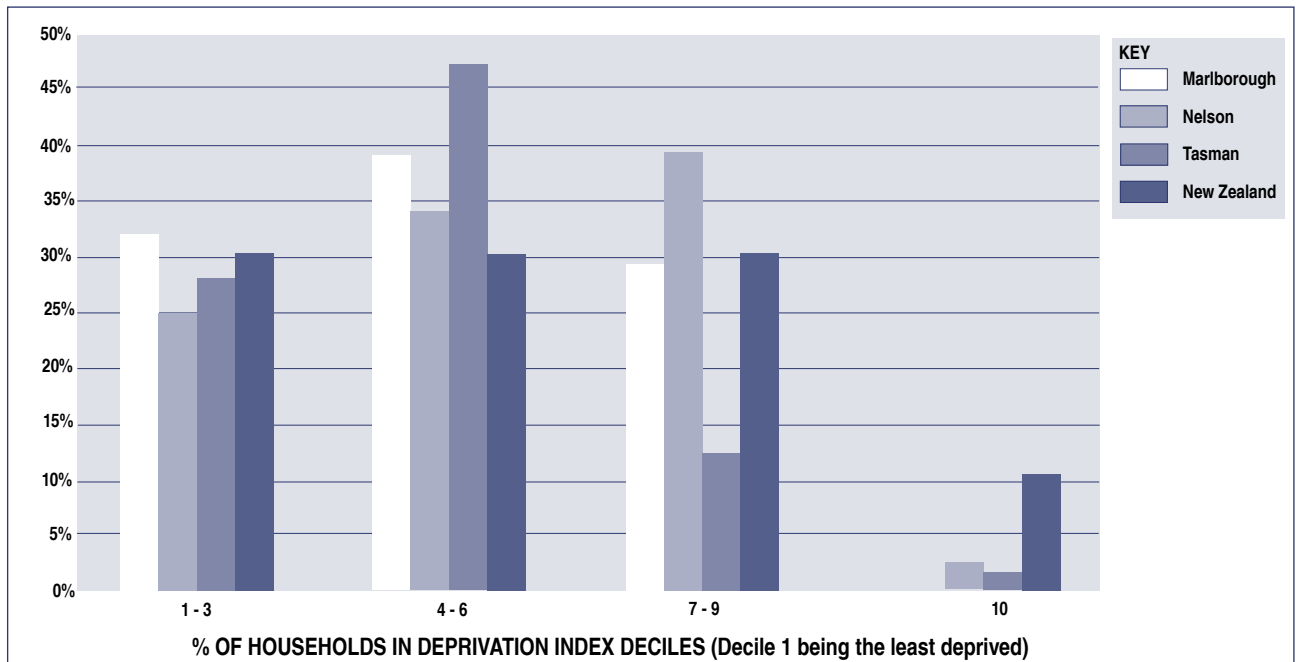
The Deprivation Index developed by the Wellington School of Medicine and Health Sciences takes a bundle of indicators that have been shown to be associated with poor health outcomes, and calculates a deprivation score for thousands of small geographic areas (corresponding approximately to blocks of 30 – 50 households). The Index then divides the country into deciles – bands of 10% - according to the deprivation score.

Areas where there are concentrations of blocks with high deprivation scores are likely to be associated with poor health outcomes. For example, a strong association has been shown between life expectancy and the level of deprivation in the area where people live. In 1995-96 males in the least deprived decile could expect to live 9.2 years longer than males in the most deprived decile. For females, the difference was smaller, but still substantial, at 6.7 years.

Deprivation is a relative term. Using this system, there will always be 10% of the country who are living in the least deprived areas, and 10% in the most deprived areas. Care must be taken not to individualise these scores – the index describes areas, not people.

The table below, and the graph that follows, shows that compared to households across New Zealand, most Marlborough households are in areas of low or medium deprivation.

Decile	1 least deprived	2	3	4	5	6	7	8	9	10 most deprived
Marlborough	10	8	14	9	15	15	13	10	5	0
Napier	7	7	8	6	14	11	14	10	10	13
Nelson	6	8	11	12	9	13	17	12	10	2
Timaru	9	10	10	13	15	12	10	11	9	2
Tasman	7	9	12	12	22	13	12	8	4	1
New Zealand	10	10	10	10	10	10	10	10	10	10



Income, Employment and Economy

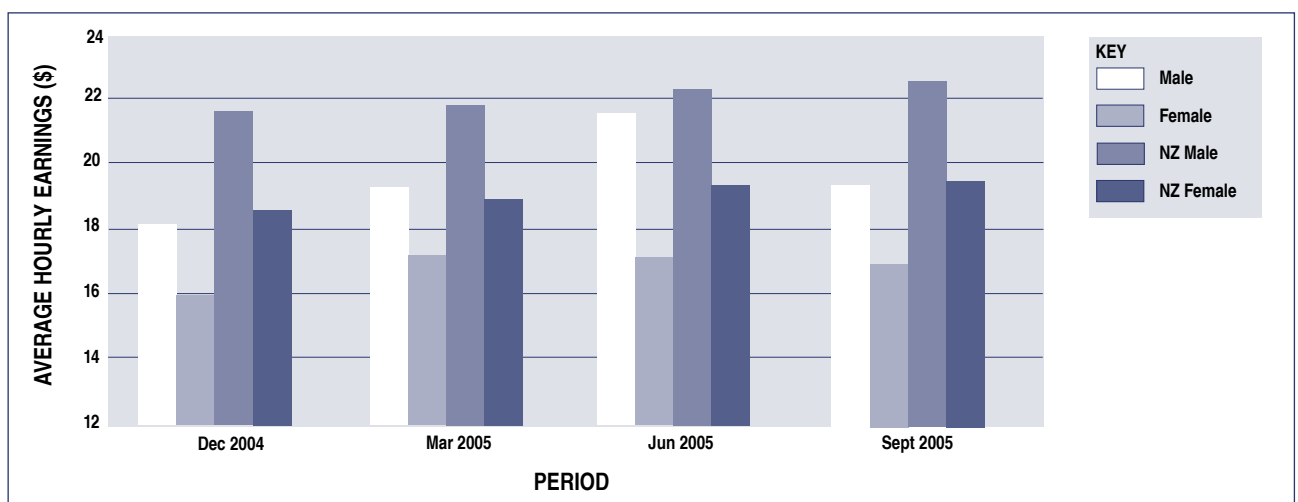
A number of factors conspire to make information on the Marlborough economy difficult to extract. In some cases, the geographic boundaries of the collection area do not correspond to local authority boundaries. Although it is possible to think of the Marlborough economy in terms of imports and exports of goods and services, tracking these flows on a regional basis encounters a number of problems, making it difficult to measure our “balance of payments”. For example, it is difficult to separate business activity for companies that have multiple offices in different regions. One indication of these flows is provided by the BNZ MarketView Report, produced for the Marlborough Regional Development Trust. MarketView analyses records of electronic transactions to trace patterns of spending, both on types of goods and services, and on the usual place of residence of the spender. In a report prepared in August 2005, analysing consumer retail patterns from June 2002 to April 2005, MarketView data showed that Marlborough residents spend more outside the region than visitors bring in. This “retail trade balance” is highly seasonal but the trend is that the trade deficit is growing - Marlburians are increasing their out-of-region spending, while the inflow is growing at a slower rate.

The report also showed that, of the consumer spend in Marlborough in the year to 30 April 05, 78% came from residents and 22% came from visitors, and that the majority of domestic visitors come from Christchurch, Wellington and Nelson and Tasman.

The report cautions that international visitor spend is not captured in the data. Clearly, international visitors do make a very significant contribution to the local economy.

Average Hourly Earnings

Marlborough District and New Zealand



Marlborough District employees earned an average of \$18.29 per hour in September 2005. Males earned an hourly rate of \$19.35 and females \$16.96. (Average hourly earnings equals the gross total payout to all employees divided by the number of paid hours).

Average Hourly Earnings (\$) (September 2005)

Area	Average Hourly Earnings (\$)	
	Male	Female
Marlborough District (2)	19.35	16.96
Gisborne District	19.16	18.09
Hastings District	22.17	19.08
Napier City	22.02	18.90
Wellington City	29.76	24.05
Tasman District (2)	21.34	17.73
Nelson City	21.94	18.06
Kaikoura District (1)	19.01	18.79
Buller District (2)	..s	..s
Christchurch City	21.47	19.26
New Zealand	22.57	19.45

Source: Statistics New Zealand, Quarterly Employment Survey

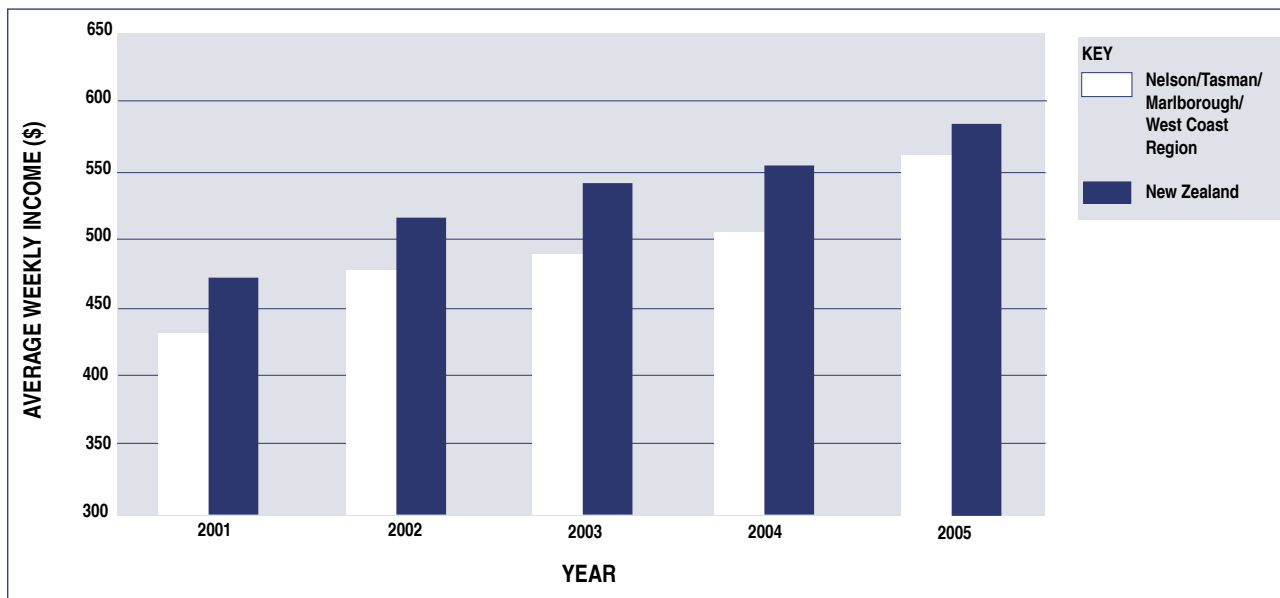
Average Weekly Income

During the June 2005 quarter, people in the Nelson / Tasman / Marlborough / West Coast Region had an average weekly income of \$562 per week, 4.1 percent lower than the national average of \$586 per week.

(June Quarter)			
Region	2004	2005	Percentage Change
Northland	470	540	14.9
Auckland	627	629	0.3
Waikato	543	564	3.9
Bay of Plenty	492	507	3.0
Gisborne/Hawke's Bay	493	519	5.3
Taranaki	501	565	12.8
Manawatu-Wanganui	489	514	5.1
Wellington	585	613	4.8
Nelson/Tasman/Marlborough/West Coast	505	562	11.3
Canterbury	540	609	12.8
Otago	458	514	12.2
Southland	514	547	6.4
New Zealand	554	586	5.8

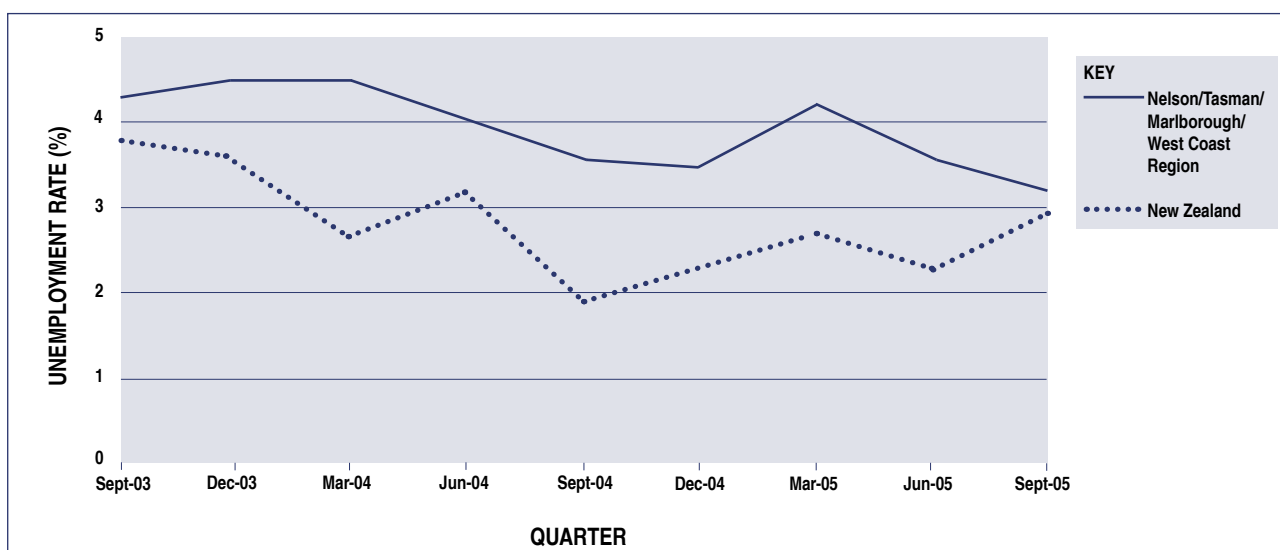
Source: Statistics New Zealand, New Zealand Income Survey

Note: Average weekly income is related to cash only, pre-tax (gross) income (wherever possible) and does not include any non-cash benefits. Income from interest and investments is included.



Unemployment Rate (%)

The size of the Nelson / Tasman / Marlborough / West Coast regional labour force totalled 93,900 during the September 2005 quarter. Unemployment in the region totalled 2,700 during the September 2005 quarter, an unemployment rate for the region of 2.9 percent. The New Zealand unemployment rate for the September 2005 quarter was 3.2 percent.

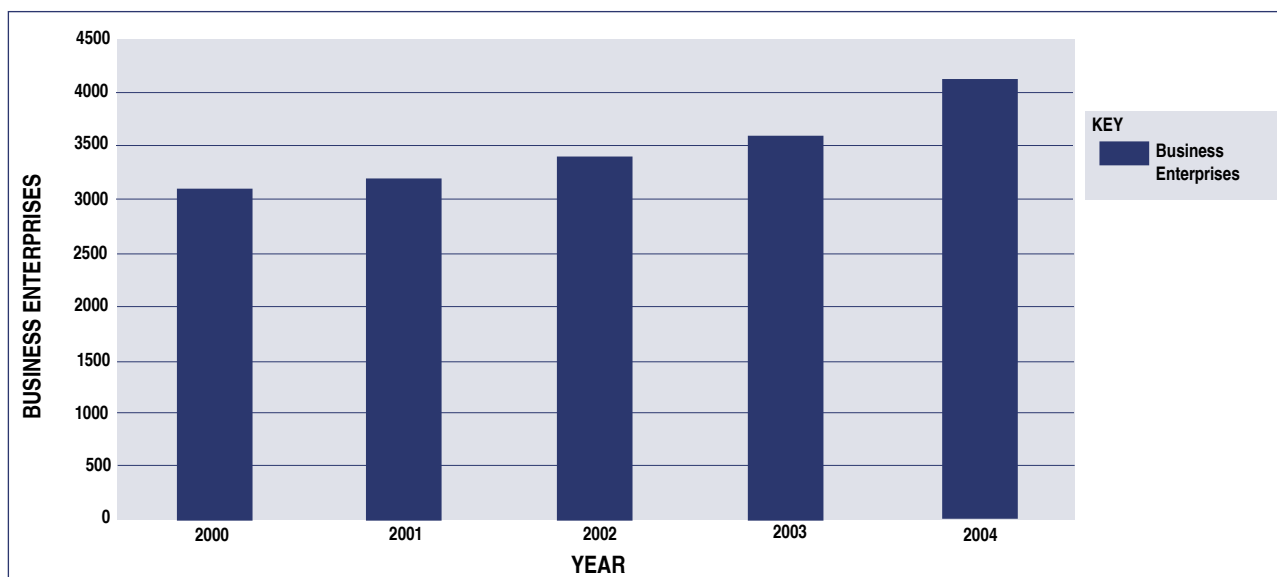


(These figures have not been seasonally adjusted.)

New businesses

The number of businesses in Marlborough has grown by over 30% since 2000. Most Marlborough businesses, as for New Zealand as a whole, are small enterprises. Employee numbers have averaged around 4.5 full time equivalents over this period.

For this indicator, a business enterprise is defined as a business or service entity with GST turnover greater than \$30,000 per year, operating as a company, partnership, trust, estate, incorporated society, producer board, local or central government organisation, voluntary organisation or self-employed individual. Farm businesses are not included.

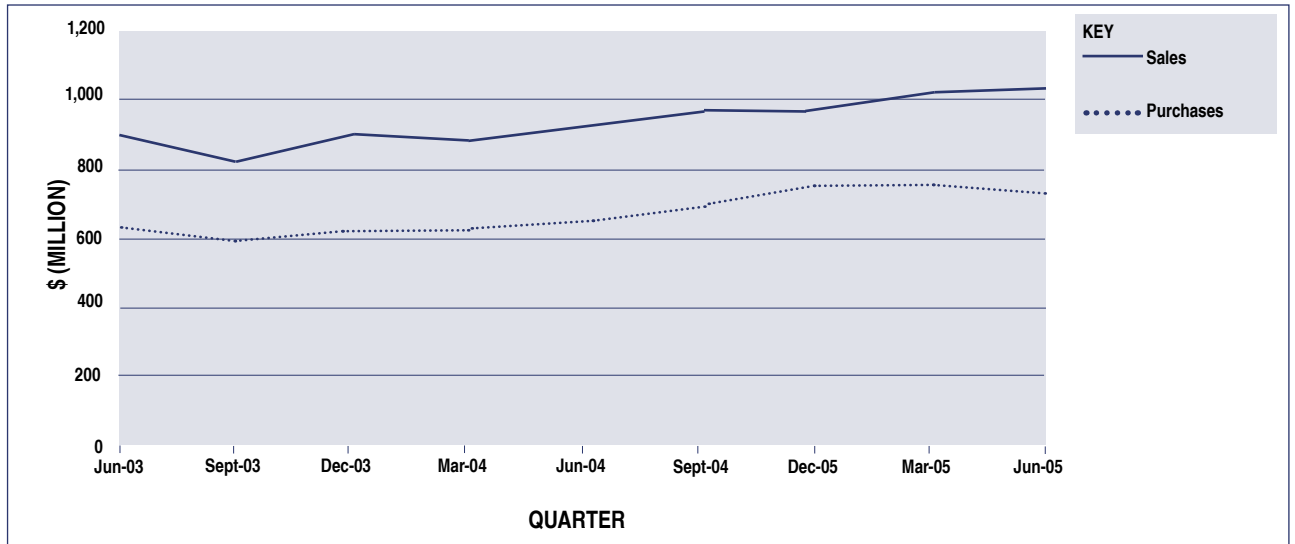


Employees by Industry

As at February 2004 there were 17,440 people employed in Marlborough, in a total of 4,277 businesses. This represents 1.1 percent of total employees in New Zealand, and 1.2 percent of all the businesses. The principal industry within Marlborough District was the property and business services industry, which accounted for 26.6 percent of all businesses within the district. The next most significant industry within the district was the agriculture, forestry and fishing industry. The largest industry in terms of employees was the manufacturing industry, which employed 21.1 percent of all employees in the district. The retail trade industry employed a further 13.8 percent of total employees in the district.

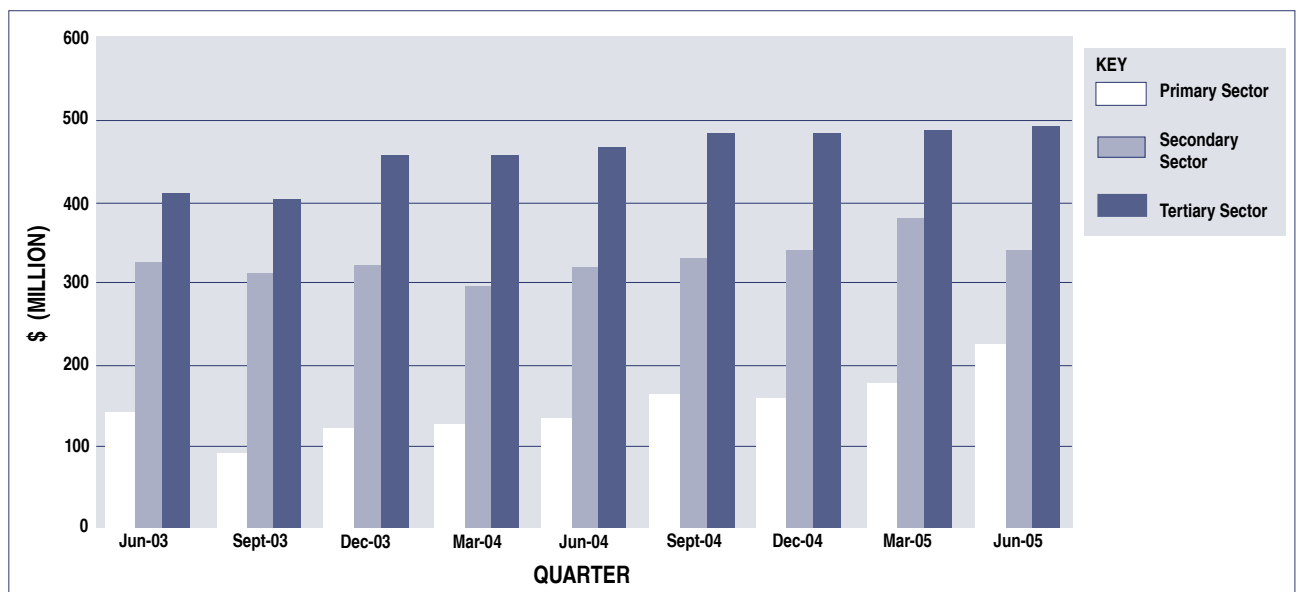
Industry (ANZSIC 1-digit)	Employees	Percentage of Total
A Agriculture, Forestry and Fishing (Excluding agriculture production)	1,860	10.7
B Mining	30	0.2
C Manufacturing	3,680	21.1
D Electricity, Gas and Water Supply	110	0.6
E Construction	1,050	6.0
F Wholesale Trade	510	2.9
G Retail Trade	2,410	13.8
H Accommodation, Cafes and Restaurants	1,670	9.6
I Transport and Storage	720	4.1
J Communication Services	100	0.6
K Finance and Insurance	220	1.3
L Property and Business Services	1,110	6.4
M Government Administration and Defence	850	4.9
N Education	820	4.7
O Health and Community Services	1,540	8.8
P Cultural and Recreational Services	350	2.0
Q Personal and Other Services	390	2.2
TOTAL	17,440	100.0

Sales and Purchases Indicators

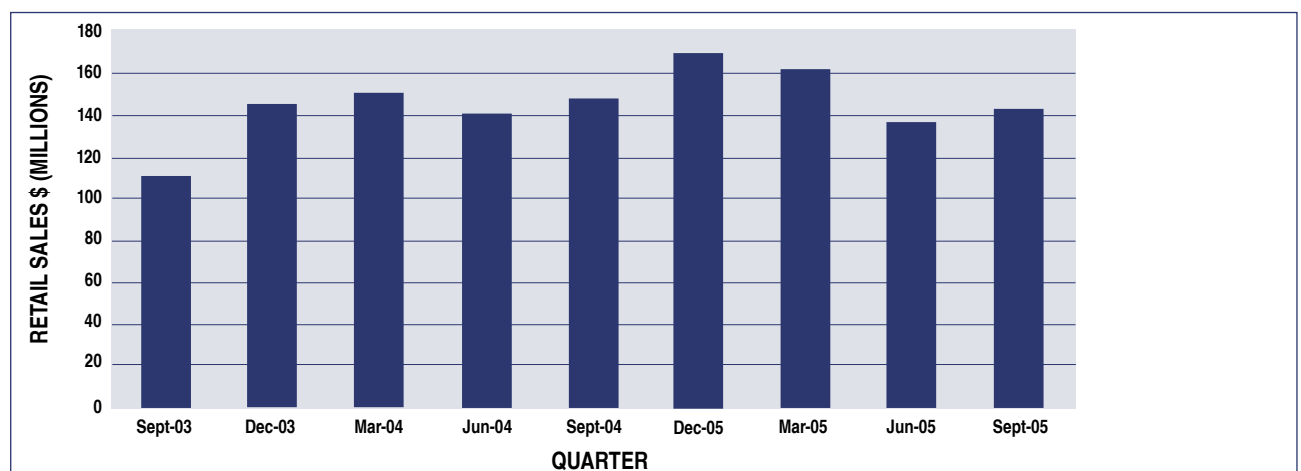


The total Goods and Services Tax (GST) sales in the Marlborough Region for the June 2005 quarter was \$1,061.6 million, representing an increase of \$138.8 million or 15.0 percent from the same quarter of the previous year. This compares with a national increase of 7.5 percent. During the same period the total GST purchases increased by \$93.8 million or 14.3 percent to \$749.2 million, compared with an 8.2 percent increase for New Zealand.

Sales Indicator by Sector



Value of Retail Sales

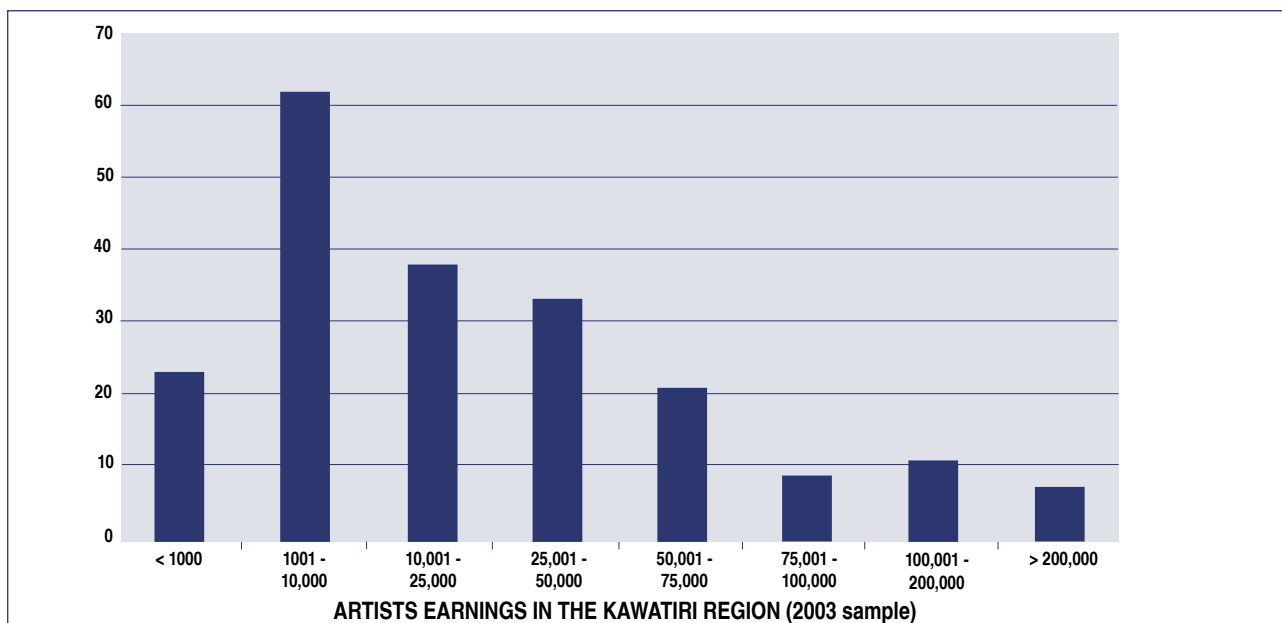


Retail sales in the Marlborough Region during the September 2005 quarter totalled \$146.4 million.

Creative industries

Research undertaken in 2003 across the Kaitiaki Region (Buller, Nelson/Tasman, and Marlborough) indicated that the creative industries were an active sector. The state and vitality of a region's creative industries is associated with economic, social and cultural benefits to both residents and visitors. It has also been shown to be co-related to innovation in other sectors, and to regional competitiveness in attracting and retaining skilled labour.

Artists' earnings are one indicator of how creativity is valued and celebrated in a region. Other information that may be sought in future includes participation rates in different activities, and the breadth of activities being undertaken.



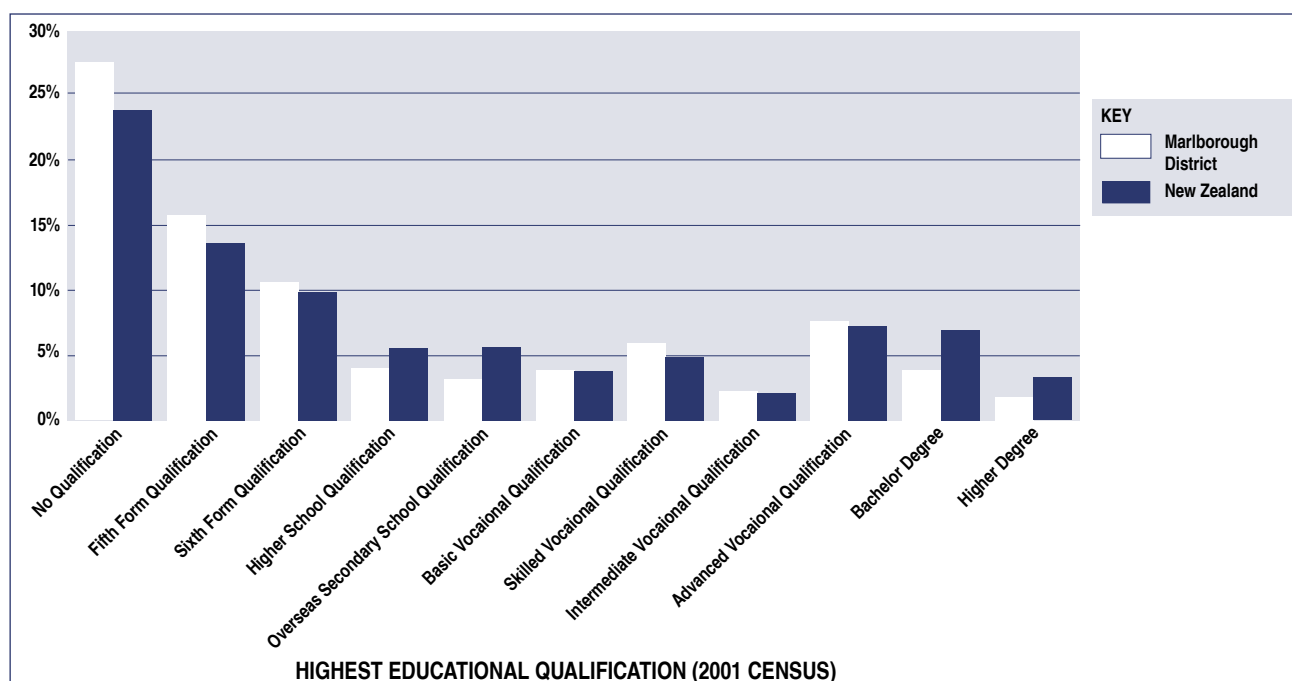
Education

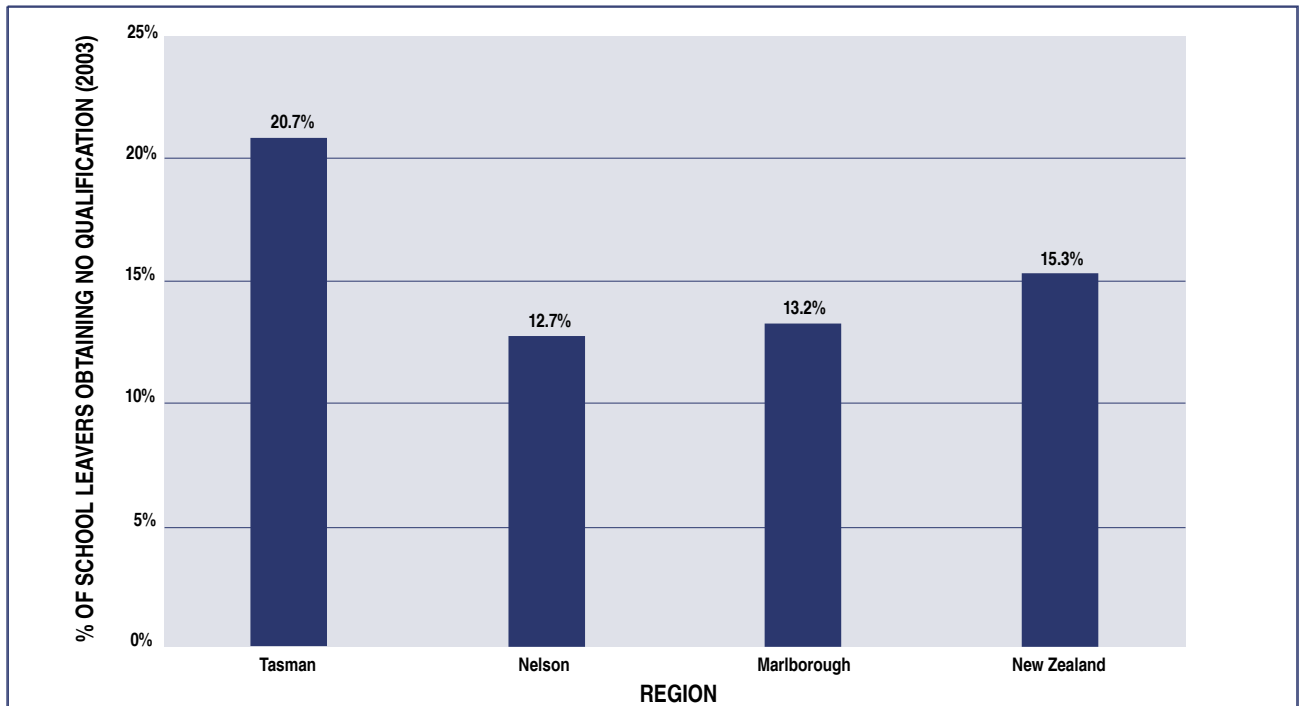
Data in this section is sourced from the Ministry of Education.

A high standard of education and educational achievement is essential for effective participation in society. National economies are increasingly knowledge-based, where the physical resources a country or a region possesses are becoming less important than the knowledge, skills, and innovative capacity of its people. For Marlborough, this means rethinking the overall shape and capacity of our local economy, and confirms the need to make sure that people are not marginalized through low levels of education.

Two key indicators are the levels of qualification within the population, and the proportion of school leavers obtaining no qualification.

Levels of Qualification





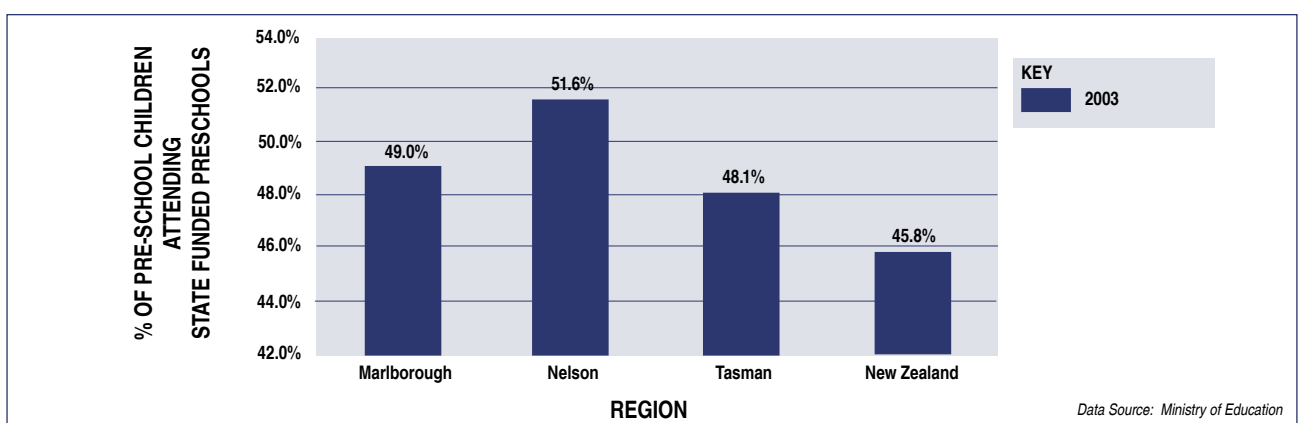
Another indicator of future education achievement is the ratio of students to teachers. A high number of students per teacher may be associated with poorer learning outcomes. Primary schools in Marlborough District had 4,341 pupils according to July 2004 school rolls. This was a 1.8 percent decrease from the previous year, compared with a national decrease of 3.6 percent. There were 18.3 pupils for every full-time teacher equivalent (FTTE), a 2.2 percent decrease from the previous year. This pupil to teacher ratio compares with 18.9 nationally for 2004.

Based on July 2004 secondary school rolls, Marlborough District had 2,384 pupils at an average of 14.7 pupils per full-time teacher equivalent (FTTE). This was a 1.1 percent increase in roll numbers from the year 2003, compared with a national increase of 2.1 percent. The pupil-teacher ratio is the same as the national average of 14.7 secondary pupils per FTTE for 2004.

Preschool education

Marlborough, along with our top-of-the south neighbours, has a higher proportion of preschool children in early education. Preschool attendance is positively linked to how well a child will do in subsequent education.

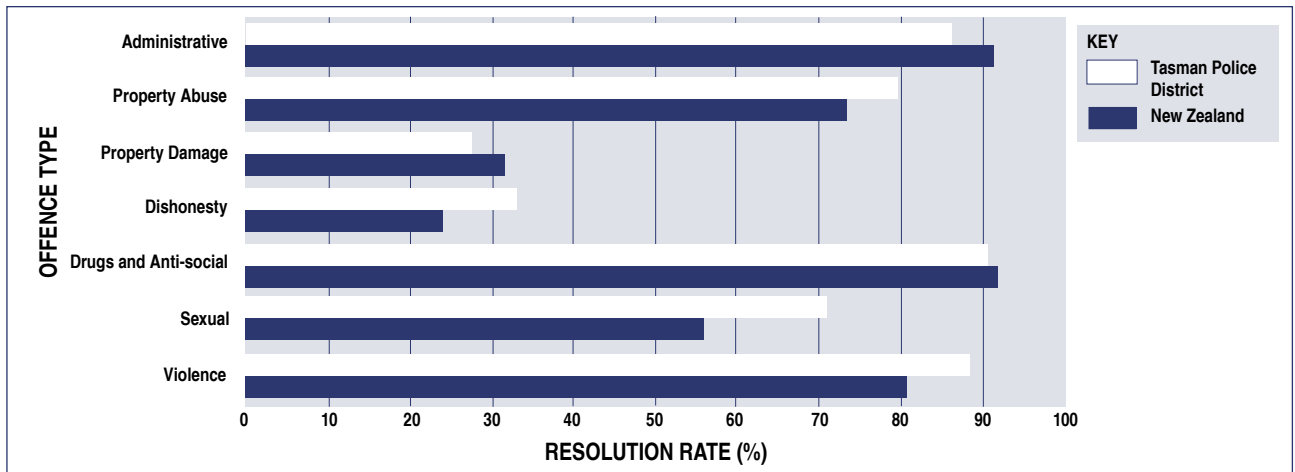
These figures may include some double counting, due to children being enrolled in more than one service.



Safety and Security

During the year ended 31 December 2004 there were 16,678 crimes recorded in the Tasman Police District, a decrease of 195 or 1.2 percent from the previous year. Of the recorded crimes in 2004, 43.4 percent were for dishonesty offences, 16.5 percent were for property damage and 15.7 percent were for drugs and anti-social behaviour. This compares with 56.7, 10.2 and 13.4 percent respectively for New Zealand. A total of 8,933 crimes were resolved in the district in 2004, representing 53.6 percent of reported crimes. This represents an increase of 2.1 percentage points from the resolution rate of 51.5 percent in 2003.

Resolution Rate of Recorded Crime by Offence Type (Year Ended December 2004)



Recorded and Resolved Crime				
Police District	Recorded Crime		Resolved Crime	
	2003	2004	2003	2004
Northland	16,170	15,080	8,381	7,312
North Shore / Waitakere	41,106	38,074	20,379	19,194
Auckland	60,769	53,555	21,767	18,294
Counties / Manukau	48,381	42,937	17,123	15,932
Waikato	31,075	29,083	14,206	13,511
Bay of Plenty	40,138	38,112	18,608	19,496
Eastern	24,387	22,511	12,148	11,235
Central	34,452	30,094	16,758	14,453
Wellington	46,472	42,887	21,122	20,240
Tasman	16,873	16,678	8,690	8,933
Canterbury	50,807	48,675	17,114	17,922
Southern	31,859	28,677	16,244	14,822
New Zealand	442,489	406,363	192,540	181,344

Source: New Zealand Police

Traffic safety

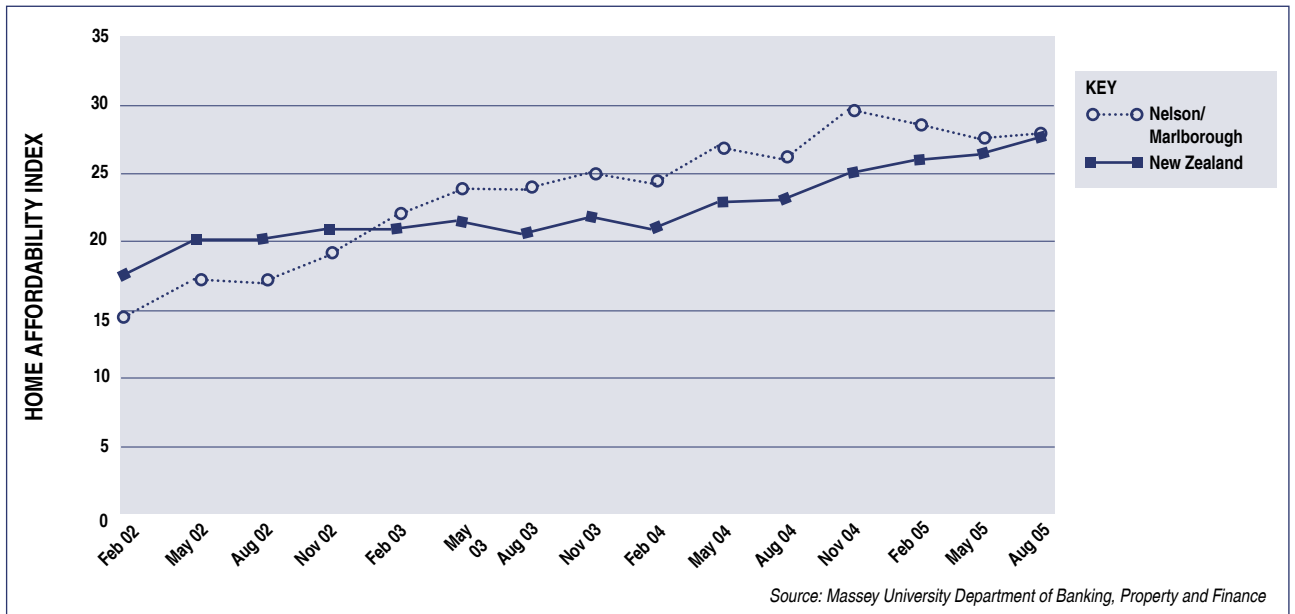
Marlborough Roads collects detailed information on road safety in Marlborough. There were 10 deaths from traffic accidents in 2004, 38 serious casualties and 112 minor casualties. There were 269 crashes without injury. The estimated social cost of traffic accidents in Marlborough in 2004 was \$63 million, an increase from 2003.

Housing

Housing is one of our fundamental needs. The extent to which this need is being met can be considered on several fronts – for example the affordability of housing, its suitability for different household needs, and the level of crowding. The housing market for both owned and rented accommodation is very sensitive to outside factors shaping both demand and supply, such as changing demographics, labour market changes, and interest rate movements.

Home affordability

Home affordability is a function of a variety of factors, including house prices, income, and the cost of borrowing. Massey University produce an affordability index based on median house prices, average household income and a weighted basket of interest rates. The lower the index number, the more affordable it is to purchase a home. It is important to note that the region for this index is a large one, encompassing Buller and Kaikoura as well as Nelson, Tasman, and Marlborough. Within this area there is considerable variation in the range of house prices, and some differences in average household incomes.



Median weekly rent

The very strong demand for housing is reflected also in rental costs. In the six months to October 2005, the median weekly rent for a three bedroom house in Blenheim was \$260. (Source: Department of Building and Housing Tenancy Services)

Household crowding

Household crowding typically increases as housing supply tightens. Based on information from the 2001 census, Marlborough does not experience high levels of crowding. Anecdotal information does suggest that changes in demographics, especially labour market changes, have combined with increased housing costs to produce higher rates of crowding since that time. The 2006 census will provide a clearer picture of changes in household crowding.

Health

The Nelson Marlborough District Health Board collects a range of information on the health of the regional population. The following information is a small sample of the extensive information that the Health Board collects. For some important indicators of health, regional information that can be compared to national figures is lacking. This includes information on gambling addiction, substance abuse, and mental illness, for example.

Life expectancy

The Nelson Marlborough District Health Board Health 2004 Needs Assessment calculated life expectancy at birth as 76.1 years for males, and 81.1 years for females. National equivalents from this period are not available, however in 2001 the life expectancy at birth for all New Zealand males was 76 years, and for females 80.9 years.

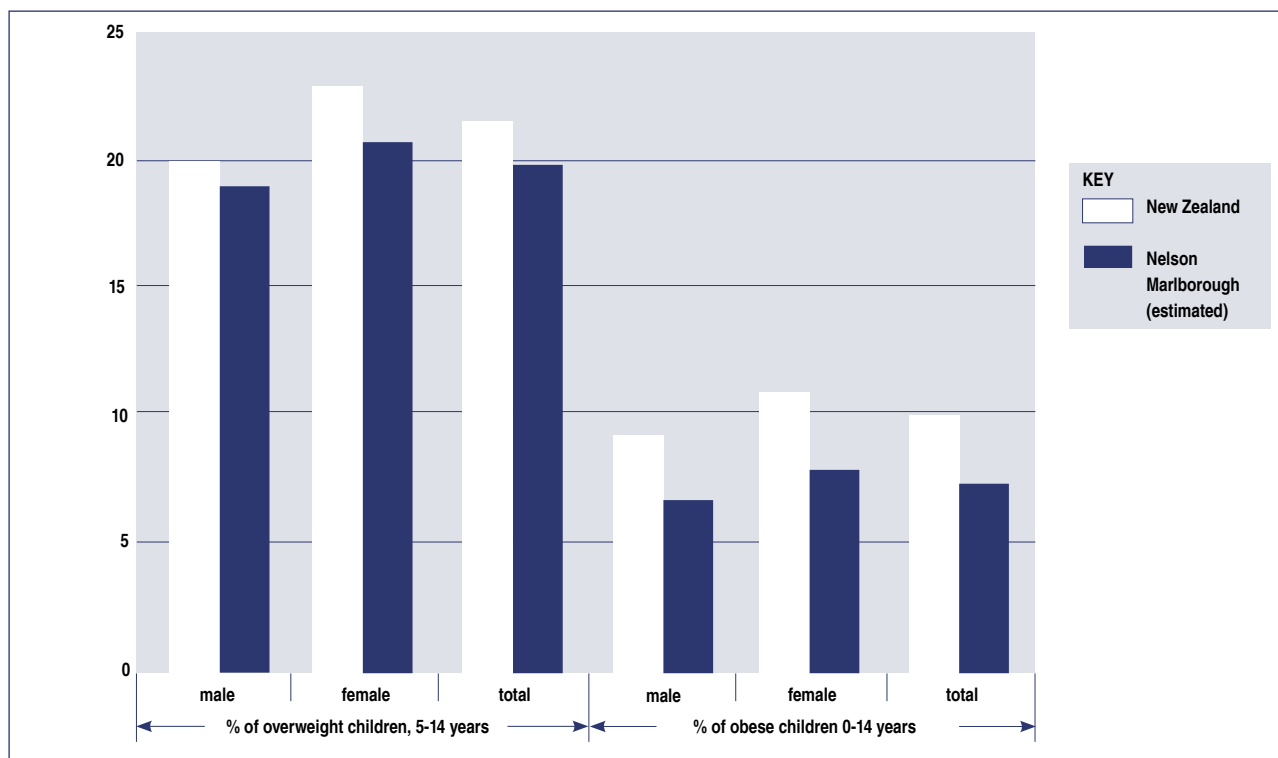
Infant mortality rates

Infant mortality is defined as the death of a live born child prior to their first birthday. From 1988 – 2001, infant mortality rates were similar to or slightly lower than NZ average.

Infant mortality rates		
	New Zealand	Nelson Marlborough
1988/89	10.3/1000	10.8/1000
2000/01	6.0/1000	4.0/1000

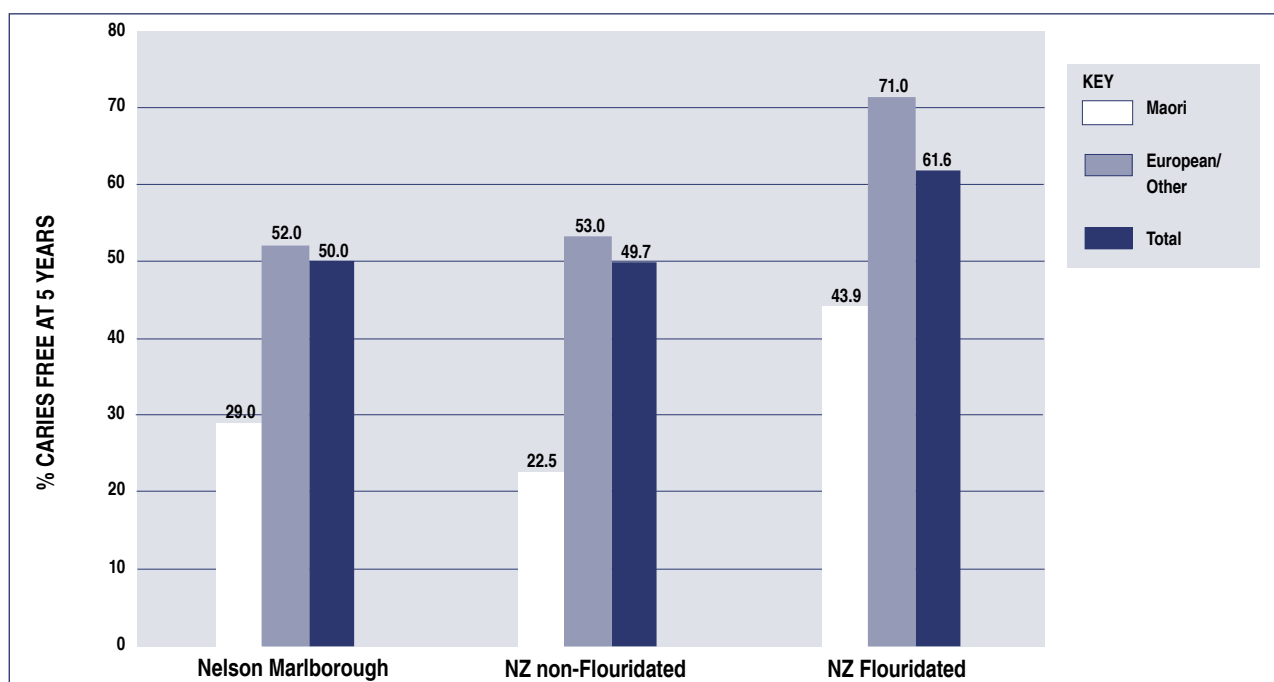
% of children who are overweight or obese.

The National Children's Nutrition Survey of 2002 looked at the numbers of children aged 5 – 14 who were overweight or obese. Estimated figures for Nelson Marlborough indicate lower rates of obesity amongst children here. This may be co-related to higher rates of participation in physical activity. Anecdotal information suggests that the regional trend is towards higher rates of obesity, and lower rates of physical activity.



Dental health

Percentage of Children Caries Free at 5 Years by Ethnic Group, Nelson Marlborough DHB vs New Zealand 2002



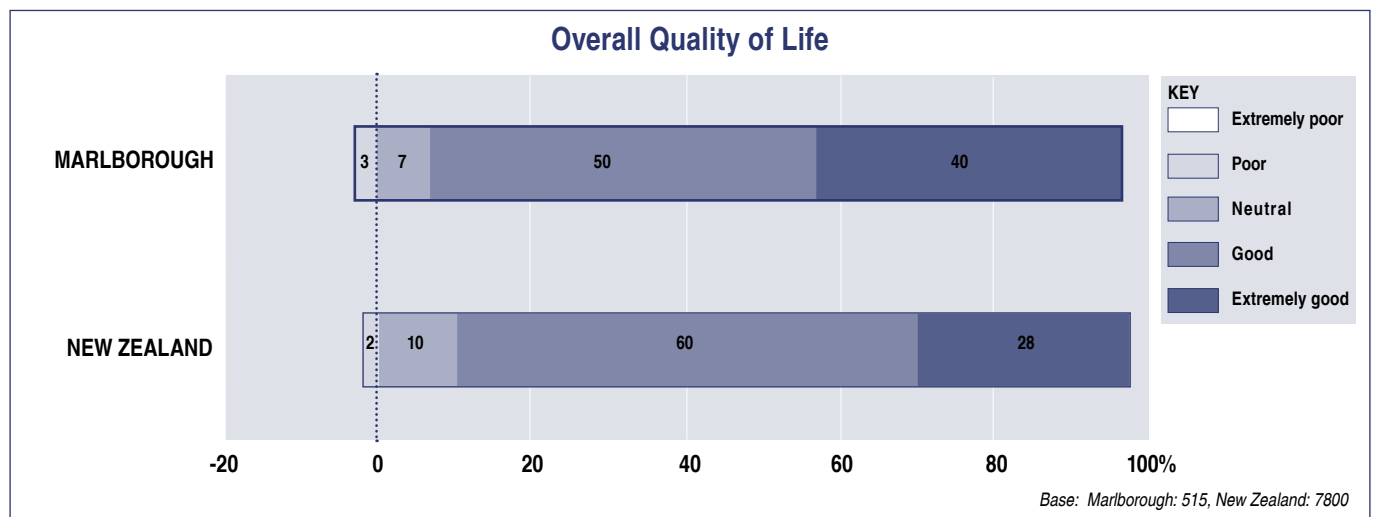
Quality of Life in Marlborough



In the following section, information is presented from the 2005 survey of Marlborough Residents Quality of Life. This survey was based on telephone interviews with 515 Marlborough residents aged 15 years and older. Sample quotas were set on age, gender, ethnicity, and area to reflect the demographic proportions of the district as a whole. The survey had a margin of error of 4.5% at a confidence interval of 95%.

Questions in the survey were based on those used in the national Quality of Life Project. This was established in 1999 to provide social, economic and environmental indicators of quality of life in New Zealand's six largest cities. The project has subsequently been expanded to include 12 metropolitan territorial authorities, and the most recent (2004) report also included comparative national data. In the charts that follow, the results from the 2005 Marlborough survey have been compared with this national data.

Overall Quality of Life

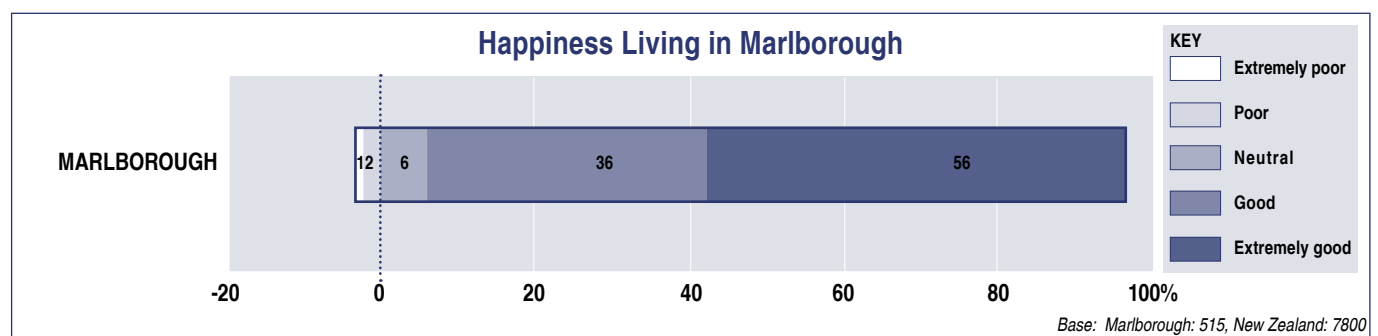


Marlborough residents believe they have a high quality of life, with 90% rating it as either extremely good (40%) or good (50%). Just 3% felt they had a poor quality of life. These findings are similar to the National Indicators results, however a higher proportion of Marlborough residents claimed to have an extremely good quality of life.

Residents in other areas of Marlborough were more likely than those living in Blenheim/ Renwick and Picton to believe they had an extremely good quality of life. Those less likely to rate their overall quality of life positively (good/ extremely good) were:

- ◆ Aged 15 – 24 years old (84%).
- ◆ Renting (85%).
- ◆ Not in paid employment (77%).
- ◆ Earning less than \$30,000 (87%).

Happiness Living in Marlborough



The majority of Marlborough residents (92%) stated they were happy living in Marlborough (56% very happy, 36% happy). Just 6% were neutral, and 3% stated they were unhappy (2% unhappy, 1% very unhappy).

Those more likely to state they were happy/ very happy living in Marlborough were:

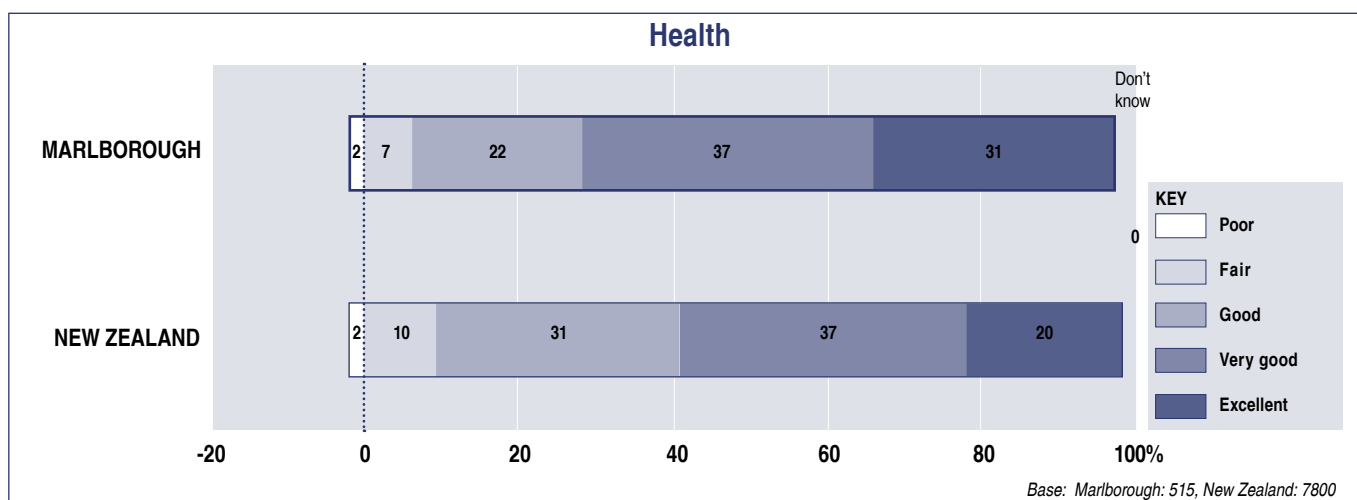
- ◆ Aged over 65 years old (96%).
- ◆ Retired (97%).

Those less likely to state they were happy/ very happy living in Marlborough were:

- ◆ Aged 15 – 24 years old (85%).
- ◆ Students (82%) or not in paid employment (85%).
- ◆ Lived in Marlborough for less than five years (86%).

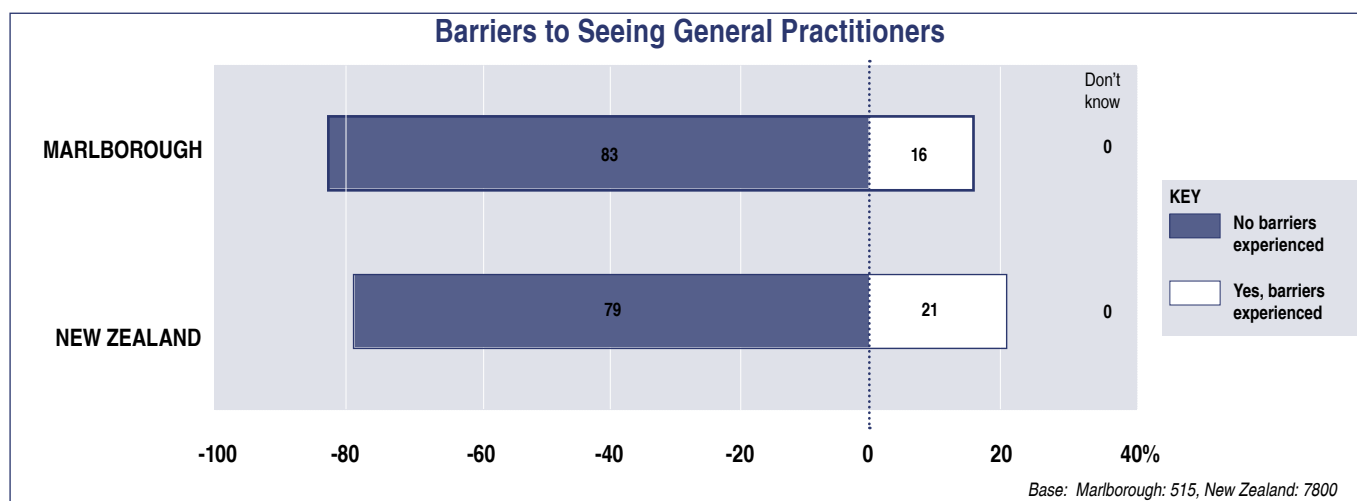
Health

General Health Rating



Most Marlborough residents rated their health positively with around a third each rating their health as excellent or very good and over a fifth rating their health as good. Just 2% rated their health poorly. These results are in line with the National Indicator findings, although slightly more Marlborough residents were likely to rate their health as excellent.

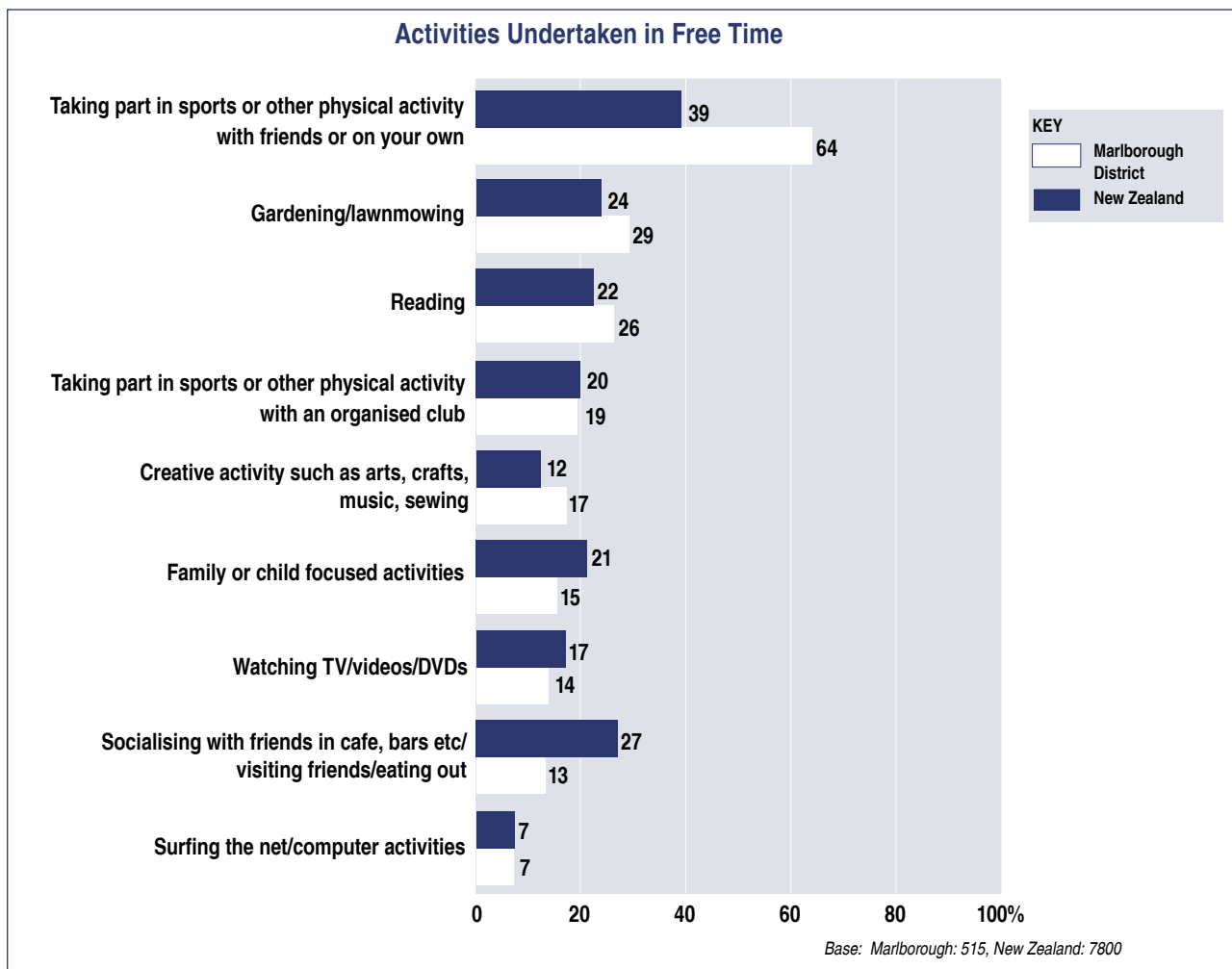
Wanted To Visit General Practitioner But Did Not



Under a fifth (16%) of Marlborough residents felt that in the preceding 12 months there had been a time where a member of their household had wanted to visit a doctor but had not. This is in line with the National Indicators findings.

Free Time

Activities Undertaken in Free Time



The graph shows the most commonly mentioned activities that respondents did in their free time. They could name up to three main activities. All other responses were mentioned by less than 5%.

Almost two thirds (64%) of Marlborough residents undertook sports or physical activity with friends or on their own in their free time.

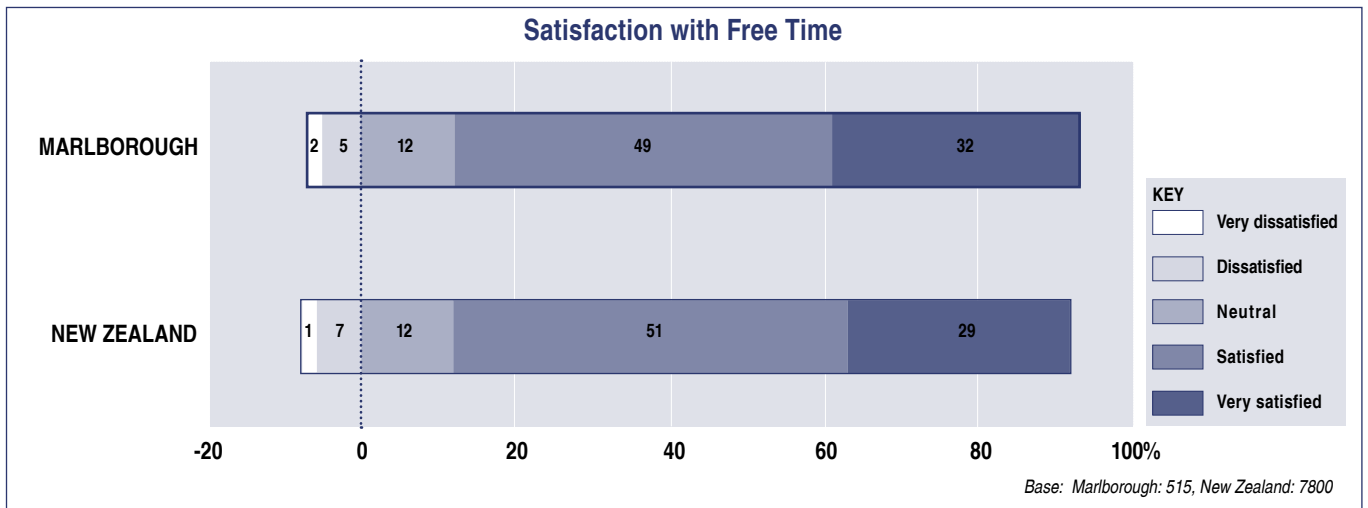
Over a quarter did gardening/ lawn mowing and reading.

Just under a fifth did sports or physical activity with an organised club and creative activities such as art, craft, music and sewing. 15% or fewer participated in the other activities.

Marlborough residents more often mentioned taking part in sports or physical activity with friends or on their own and were less likely to mention socialising with friends in café/ bars etc/ visiting friends/ eating out than the National Indicator.

Residents living in areas of Marlborough other than Blenheim/ Renwick and Picton were slightly more likely to undertake sports or physical activity with friends or on their own, or to read and were less likely to take part in sports or other physical activity with an organised club.

Satisfaction with Free Time



Most Marlborough residents (81%) are satisfied with their free time with 32% stating very satisfied and 49% satisfied. Just 7% stated they were dissatisfied (2% very dissatisfied, 5% dissatisfied). These results are similar to the National Indicator findings.

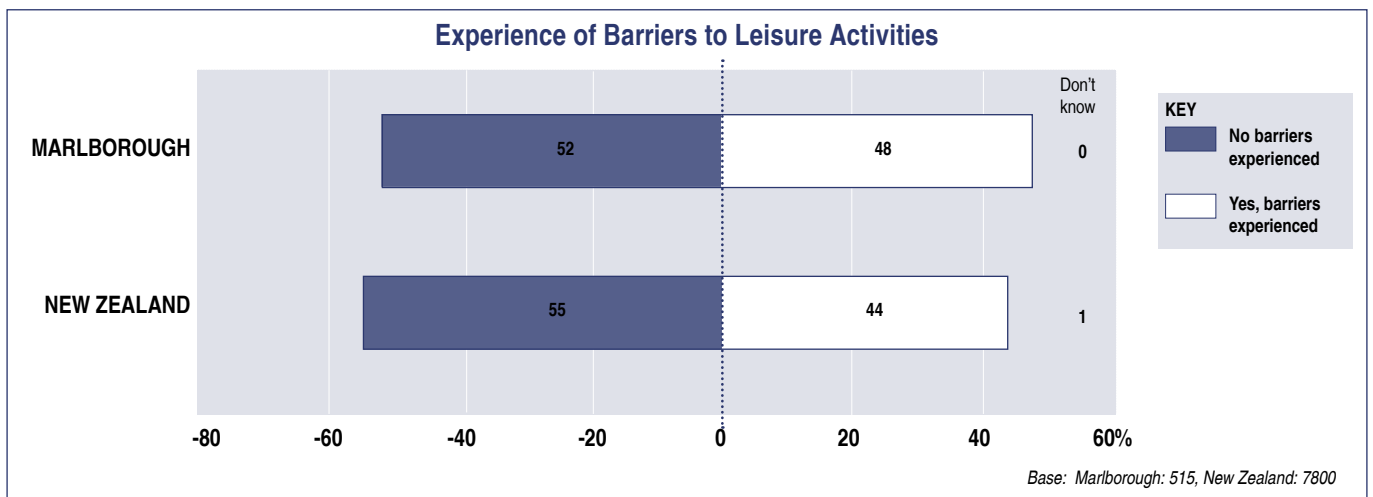
Those more likely to be satisfied/ very satisfied with their free time were:

- ◆ Aged 15 – 24 (87%) and over 65 years old (91%).
- ◆ Single/ flatting/ other (86%).
- ◆ Students (86%) or retired (89%).

Those less likely to state they were satisfied/ very satisfied were:

- ◆ Aged 25 – 49 years (72%).
- ◆ In a family situation (74%).
- ◆ Renting (75%).
- ◆ In full time employment (73%).

Barriers to Free Time



Respondents were asked if there was anything that makes it difficult for them to take part in these important activities in their free time. Responses were fairly evenly split; with 48% of Marlborough residents feeling there were some difficulties in undertaking activities in their free time and 52% experiencing no barriers. Results are in line with national findings.

Picton residents were slightly more likely to mention that there were some things that made it difficult for them to take part in free time activities, while Blenheim/ Renwick residents were slightly more likely to feel there were no difficulties in them undertaking free time activities.

The most common reason for activities being difficult to undertake were being too busy/ family or work commitments/ not having the time to, with 47% of Marlborough residents mentioning this.

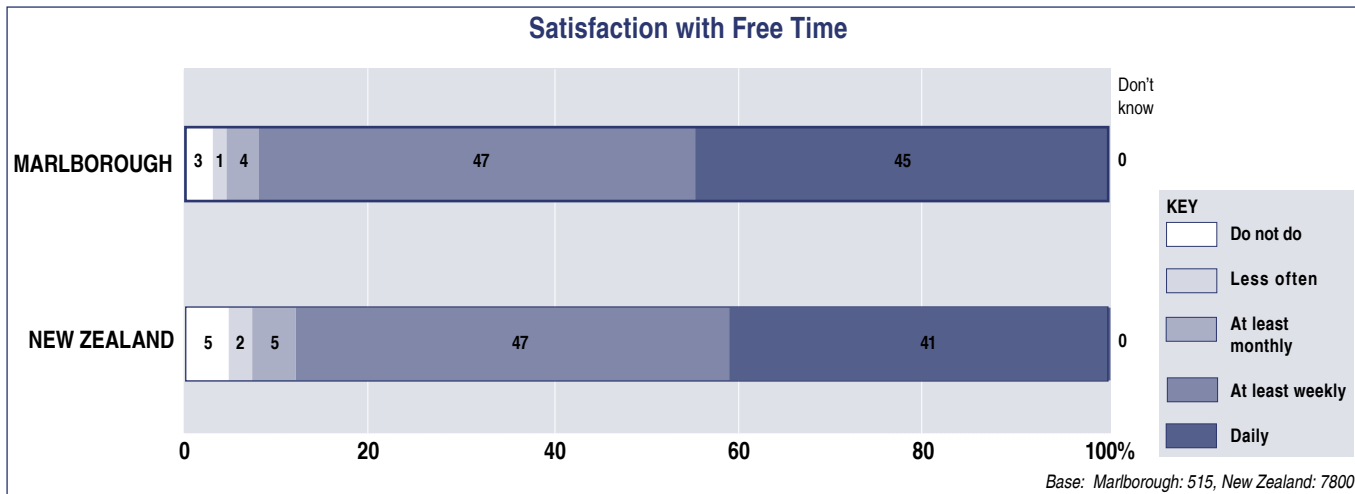
Around a fifth of Marlborough residents could not participate in free time activities because they were in poor health, injured or due to old age.

Around one in ten could not participate because of cost, difficulties getting to the activities or weather conditions. 5% or less mentioned convenience of the time, lack of childcare facilities, no facilities or shift work issues.

A further 6% mentioned a range of other barriers including being too tired, the bureaucracy of joining clubs, access to certain land, speed limits and rising cost of petrol.

These results are similar to the National Indicator findings, with slightly fewer Marlborough residents being too busy, and slightly more experiencing poor health/ injuries/ old age.

Frequency of Doing Physical Activity

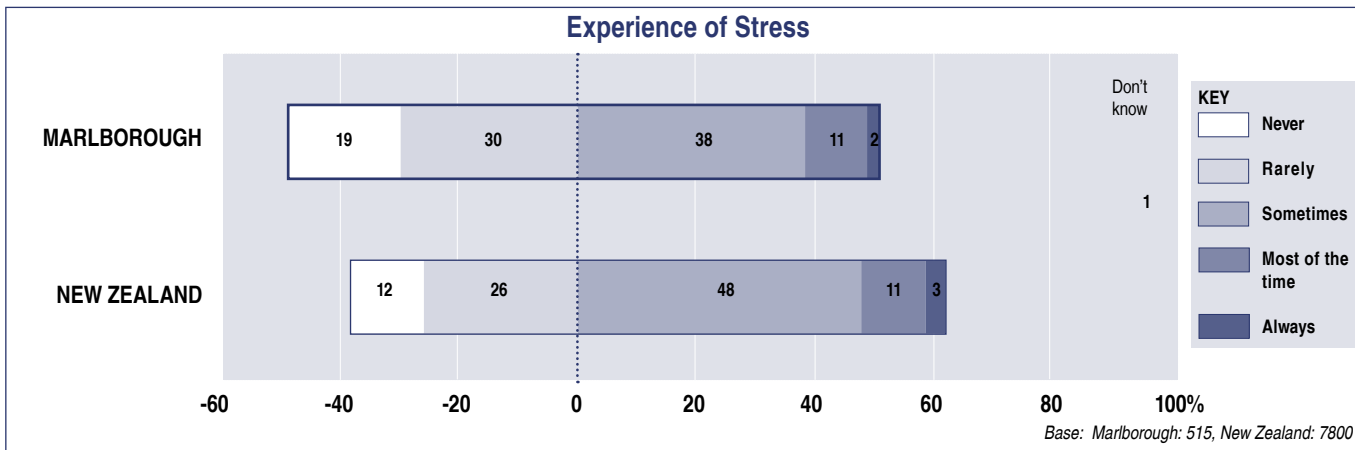


Most (92%) claim to do physical activity at least once a week (with 45% stating they exercised daily). Just 2% stated they exercised at least monthly, with 1% claiming less often than once a month and 3% that they did not do any form of exercise or physical activity.

Results are similar to the National Indicators findings although Marlborough residents claimed to exercise slightly more often.

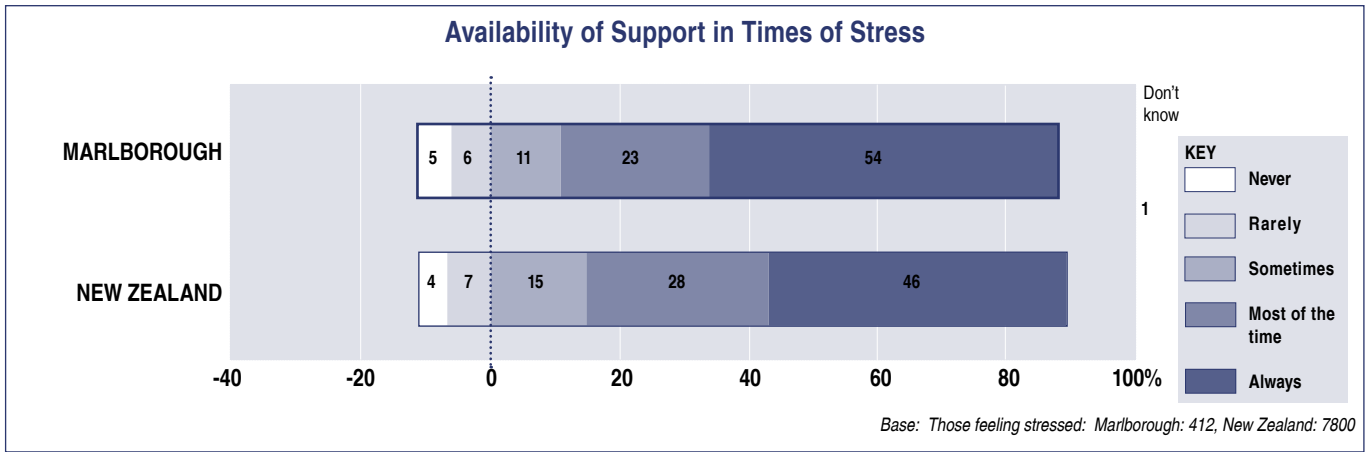
Wellbeing

Experience of Stress



Residents in Marlborough were less likely to claim to experience stress than the National Indicator results. (49% rarely or never experienced stress, compared to New Zealand 38%).

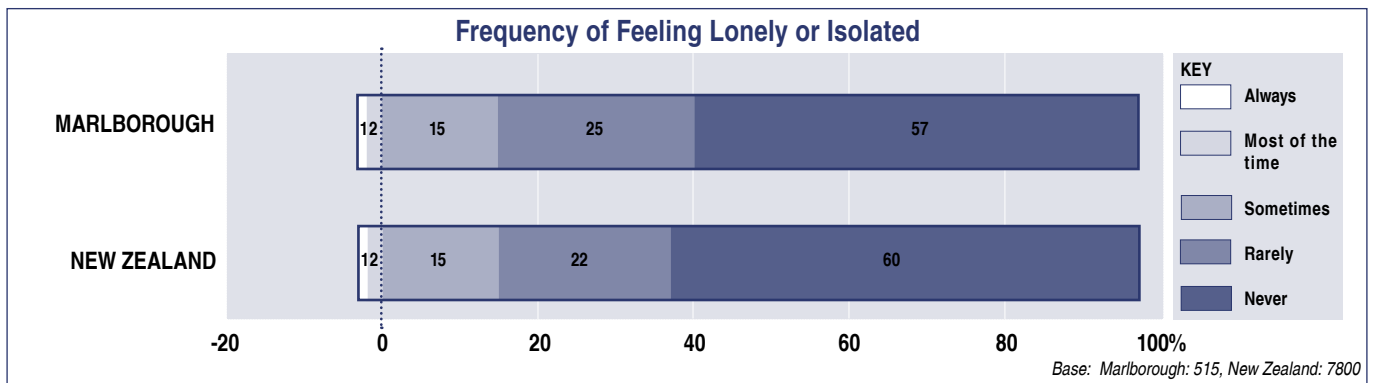
Availability of Support



Most Marlborough residents (88%) have someone they can turn to for help or rely on for support when they are feeling stressed at least sometimes. Just 11% felt they rarely or never had someone to turn too.

Results are similar to the National Indicator findings.

Feeling Lonely and Isolated

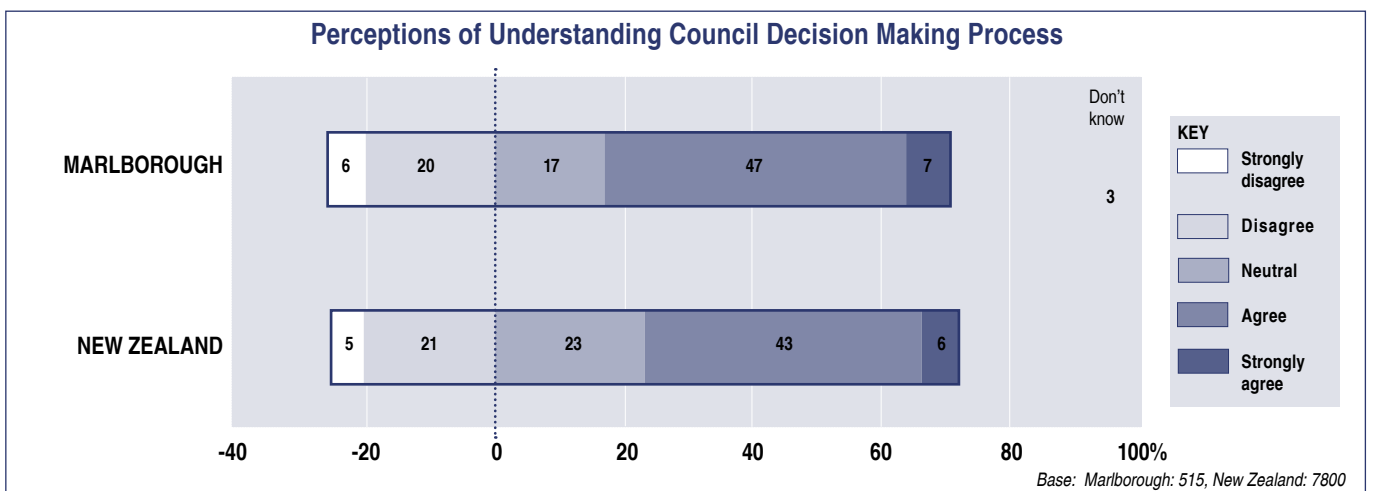


In Marlborough, most residents (82%) claim to rarely or never have felt lonely or isolated in the last 12 months. 15% claim to sometimes have felt lonely or isolated, and only 3% claim to always or most of the time felt lonely or isolated in the last 12 months. These results are in line with the National Indicator findings. There was little difference across the Marlborough areas.

Those more likely to have never felt lonely or isolated in the last 12 months were more often aged over 65 years (66%), in a couple household (66%), retired (64%) and earning more than \$70,000 (63%).

Democracy

Understanding Council Decision Making Process



More than half of Marlborough residents agree (7% strongly agree, 47% agree) that they understand how the council makes decisions. Around a quarter disagreed (26%) and 17% were neutral. The results are similar to the National Indicators findings.

Opinion was divided across all areas with residents from 'other' parts of Marlborough showing a more even distribution of responses. Picton residents were slightly less likely to be neutral.

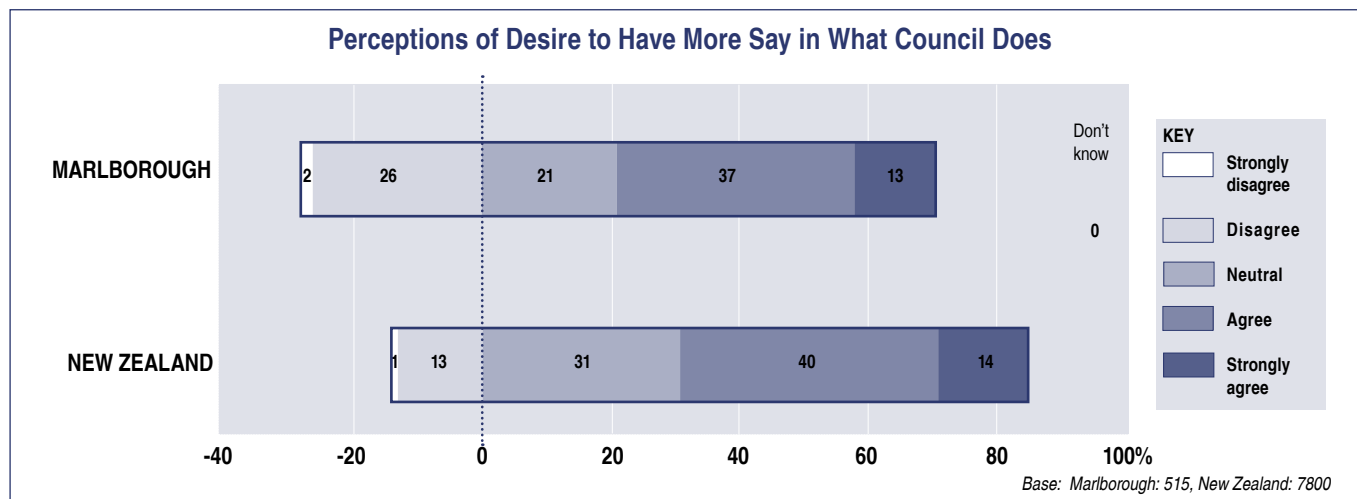
Those more likely to agree that they understand how the council makes decisions were:

- ◆ Aged over 50 years old (60%).
- ◆ In part time work (61%).
- ◆ Lived in Marlborough for more than five years (62%).

Those more likely to disagree were:

- ◆ Aged 15 – 24 years old (31%).
- ◆ Renting (30%).
- ◆ Students (33%).
- ◆ Lived in Marlborough for less than five years (33%).

Desire to Have More Say in What Council Does



Respondents were asked if they agreed they would like to have more of a say in what the council does.

Over a quarter of Marlborough residents did not want to have more say in what the council does (26% disagree, 2% disagree strongly) while 50% did want more say (37% agree, 13% agree strongly) and 21% were neutral.

In comparison with the National Indicator results, Marlborough residents were more likely to not want more say in what the council does.

Overall there was a higher proportion of residents living outside Blenheim/ Renwick that wished to have more say in what the council does.

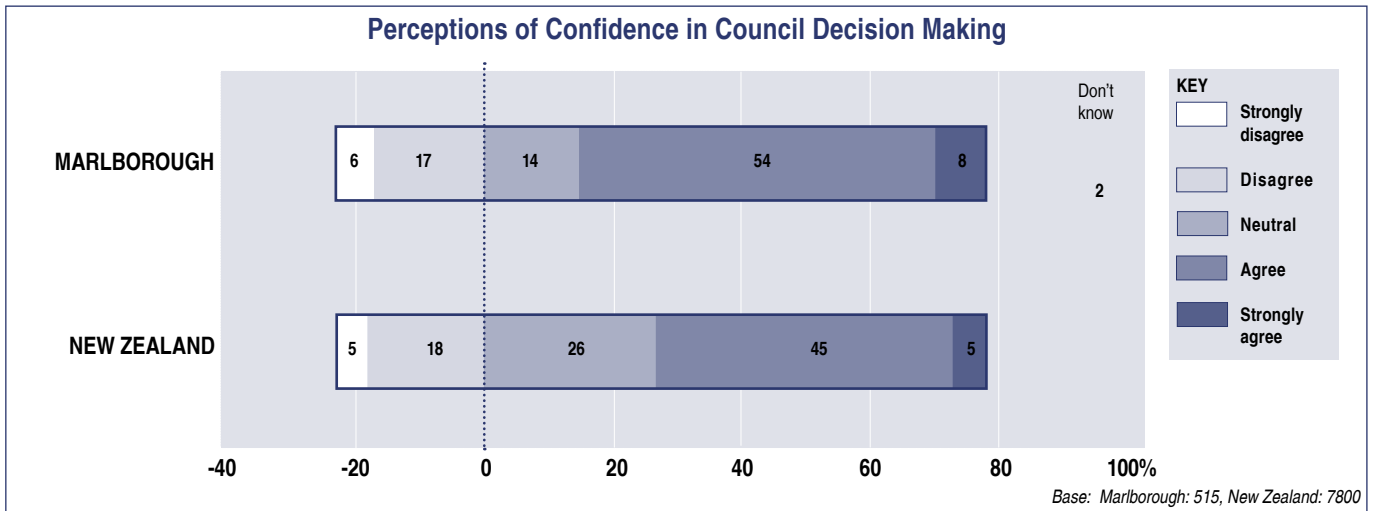
Those more likely to want more of a say in what the council does were:

- ◆ Aged 15 – 24 years (60%).
- ◆ In a family situation (58%).
- ◆ Students (65%).

Those less likely to want more say in what the council does (i.e. disagree with statement) were:

- ◆ Aged over 65 years old (45%).
- ◆ Retired (42%).
- ◆ Earning less than \$30,000 (39%).

Confidence in Council Decision Making

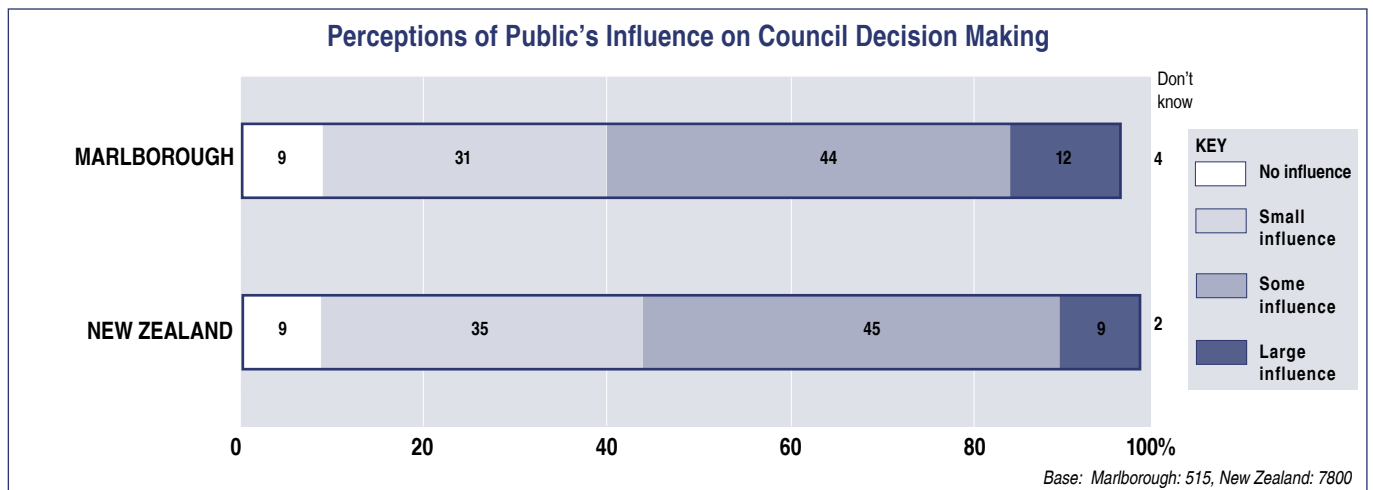


Almost two thirds (62%) of Marlborough residents agreed that they have confidence that the decisions made by council are in the best interest of the city or district. 23% disagreed and 14% were neutral.

Disagreement levels were similar to the National Indicators; however, in Marlborough fewer residents were ambivalent and were more likely to agree.

Picton residents were more likely than the other areas to disagree i.e. not have confidence that the council is making decisions in the best interest of the city or district.

Public Influence on Council Decision Making



Most Marlborough residents (87%) felt that the public had at least some measure of influence on council decisions. Results are in line with the National Indicator findings.

Overall there was little difference across the areas, although Blenheim/ Renwick residents tended to feel the public had a greater influence on decisions than residents in other areas.

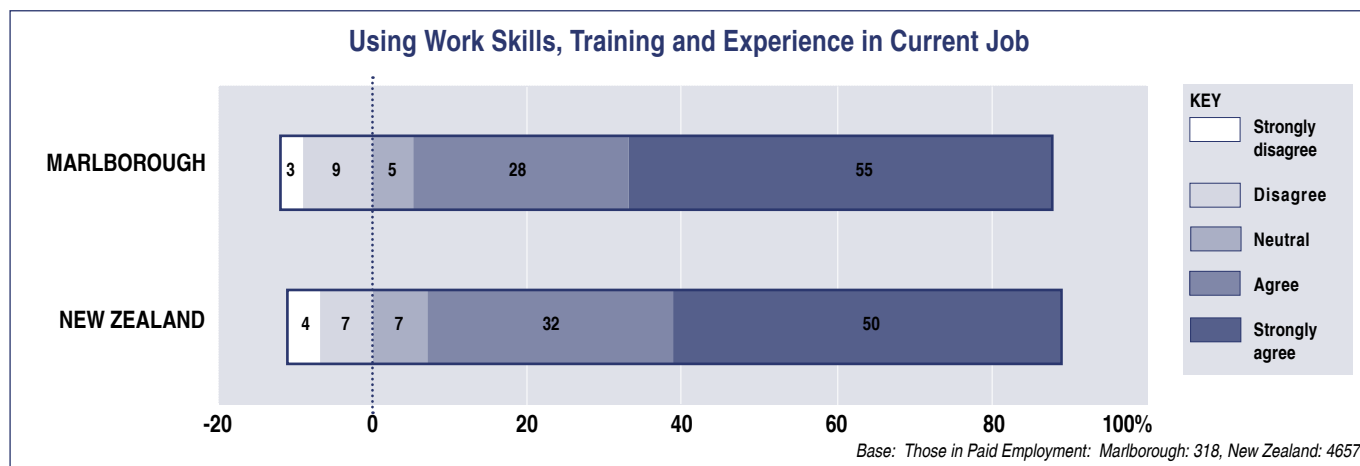
Those aged 15 – 24 years (19%) and renting (20%) were slightly more likely to believe that the public can have a large influence on council decision-making.

Those in family situations (51%) and not in paid employment (52%) were slightly more likely to believe the public can have some influence on council decision-making.

Those earning more than \$70,000 were slightly more likely to believe the public has no influence on council decision-making.

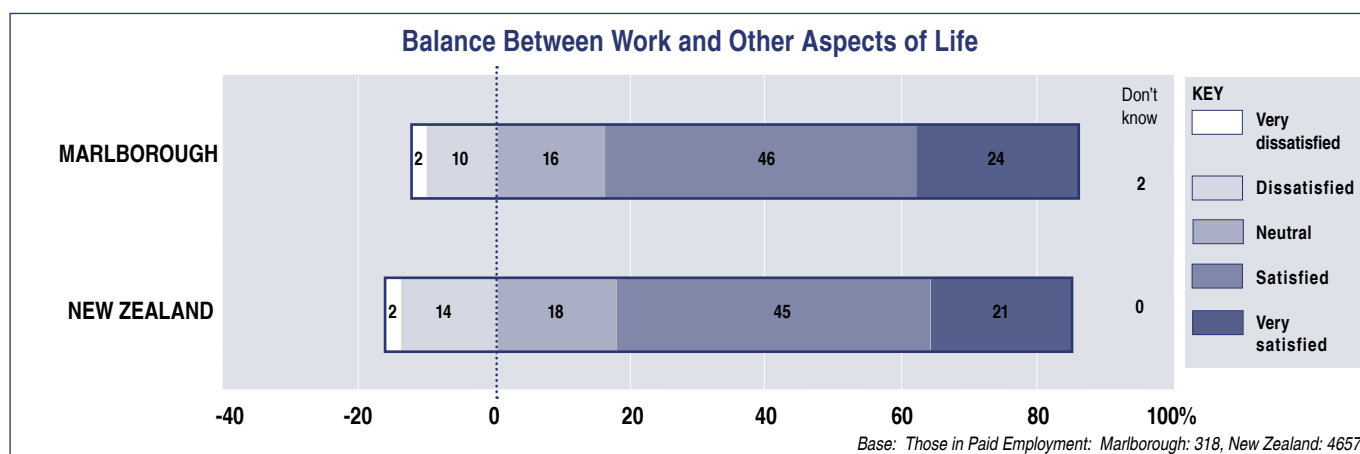
Work Related Issues

Use of Skills, Training and Experience in Job



The majority of Marlborough residents (83%) in paid employment agree that they use their work skills, training and experience in their current job. Just 12% disagree.

Work and Life Balance



Almost three quarters (70%) of Marlborough residents are satisfied with the balance between their work and other aspects of their life. 16% were neutral, and a further 12% were dissatisfied with their work-life balance.

Overall a higher proportion (76%) of residents in areas other than those living in Picton (70%) or Blenheim/ Renwick (68%) claimed to be satisfied with their work-life balance. Few (5%) in 'other' areas of Marlborough were dissatisfied.

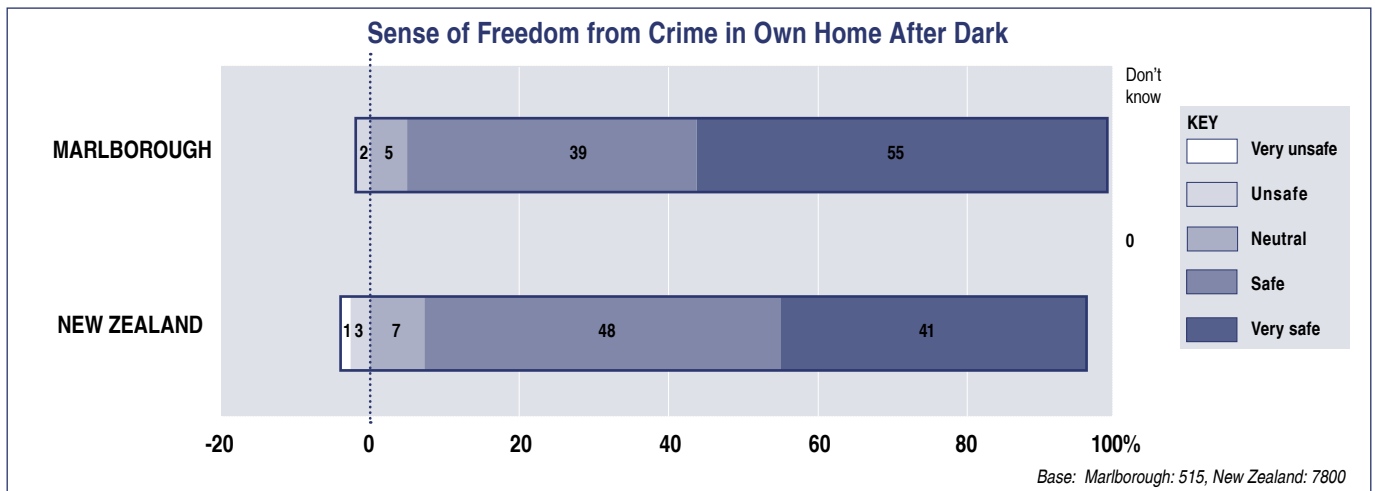
Satisfaction with their work-life balance was higher among those:

- ◆ Over 65 years old (89%).
- ◆ Working part time (79%).
- ◆ Having lived in Marlborough for all or most of their life (82%).

Those renting were slightly more likely to be dissatisfied with their work-life balance (18%).

Crime and Safety

In Own Home After Dark

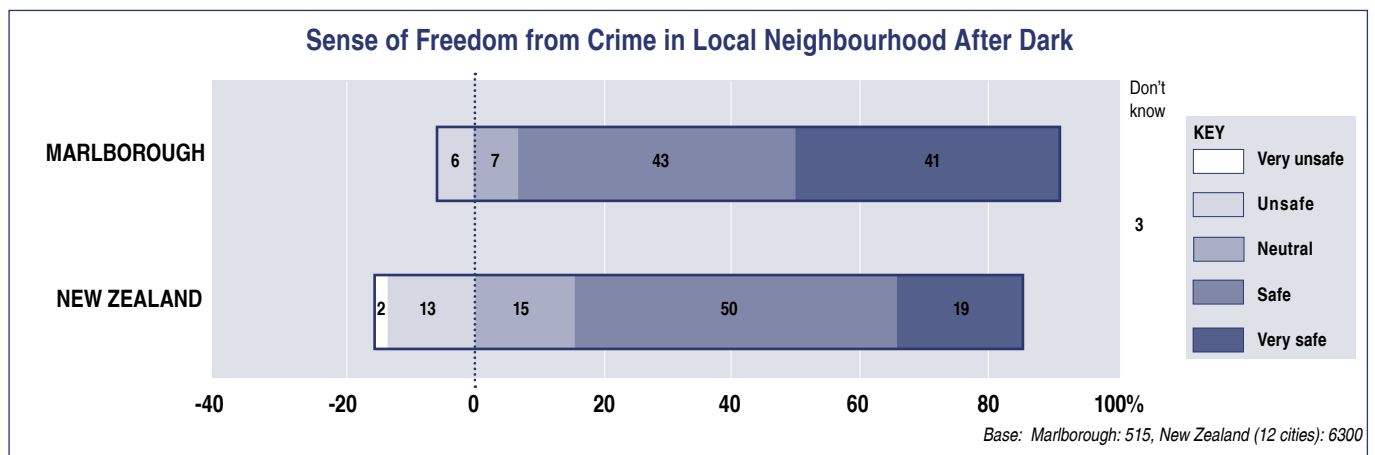


The majority (94%) of Marlborough residents feel safe or very safe in their own home after dark. 5% were neutral, and just 2% felt unsafe.

Although few in each area felt unsafe or were neutral about their safety, residents in Blenheim/ Renwick were slightly less likely to state they felt very safe (50%) than residents in Picton (59%) and other areas of Marlborough (66%).

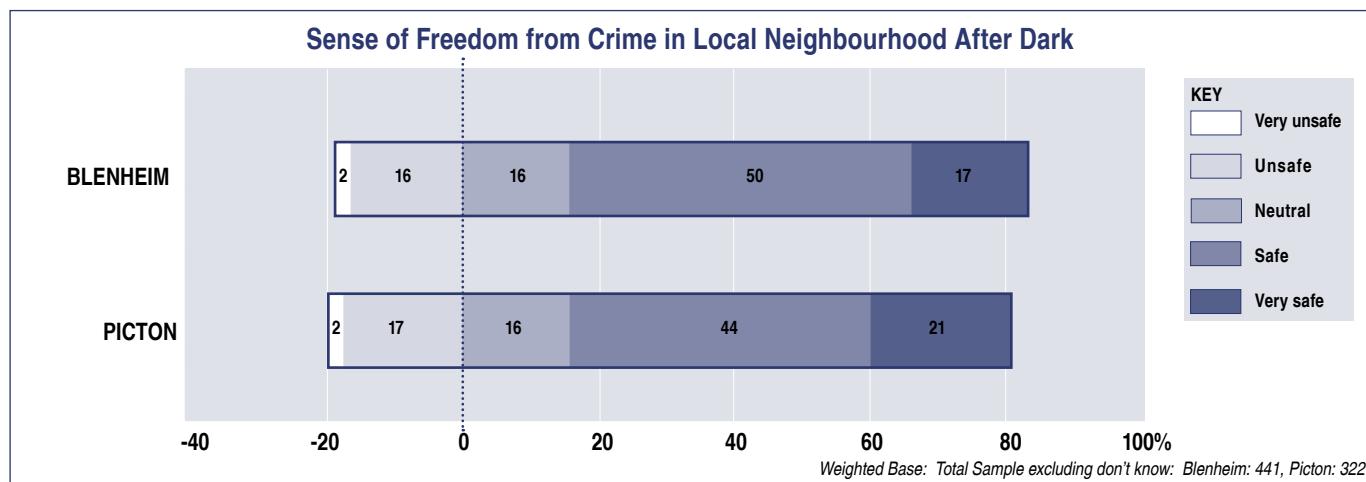
Those aged 15 – 24 years old were slightly less likely to state they felt safe (85%).

In Local Neighbourhood After Dark



The majority (84%) of Marlborough residents feel safe or very safe in their local neighbourhood after dark. 7% were neutral, and just 5% felt unsafe. A slightly higher proportion of respondents felt unsafe in Picton (10%) than in Blenheim/ Renwick (5%) and other Marlborough areas (3%). Overall, residents living outside Blenheim/ Renwick and Picton were more likely to feel safe.

In Town After Dark



This graph excludes those respondents that stated 'don't know' regarding their sense of freedom from crime in both Blenheim and Picton after dark.

Marlborough residents felt similar levels of freedom from crime in both Blenheim and Picton after dark, with just 18% claiming they felt unsafe in Blenheim, and 19% in Picton.

Those slightly more likely to state they felt unsafe in Picton were:

- ◆ Female (26% very unsafe/ unsafe compared to 12% male).
- ◆ Aged 15 – 24 years old (30%).
- ◆ In part time employment (25%), students (40%) or not in paid employment (34%).

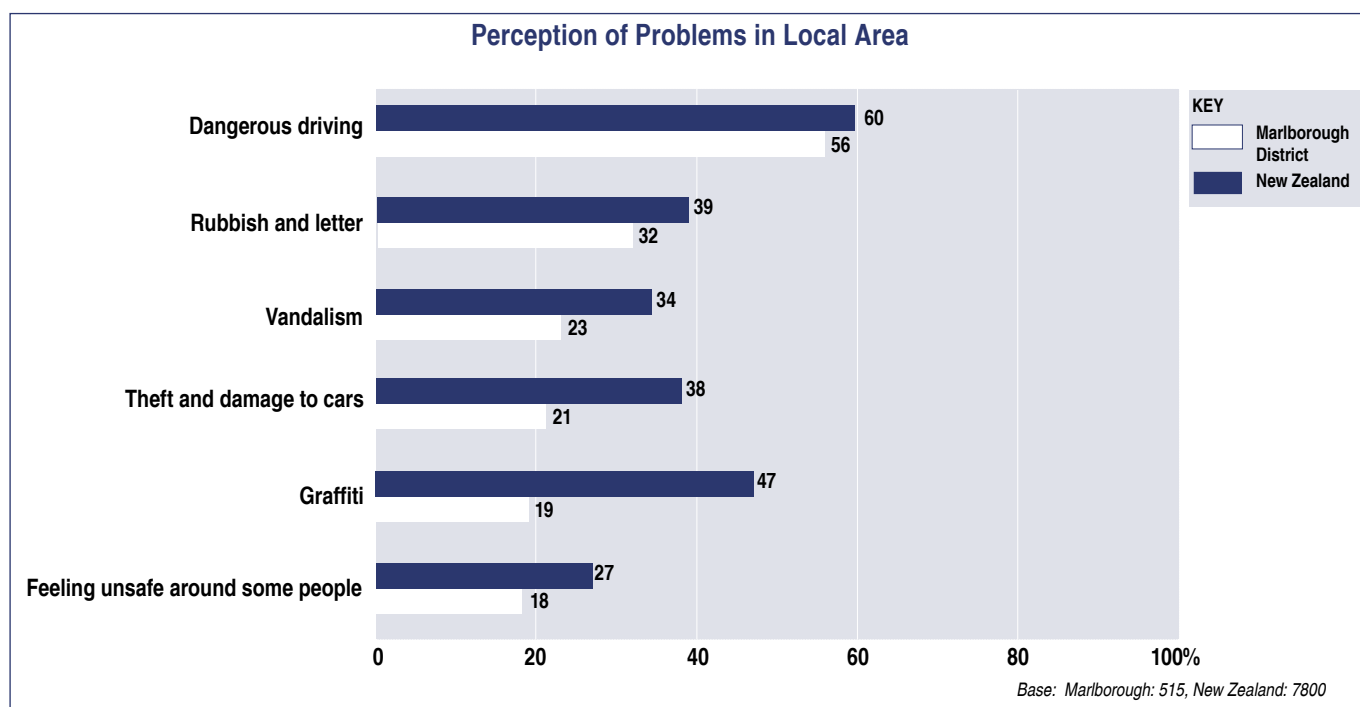
Those slightly more likely to state they felt unsafe in Blenheim were:

- ◆ Female (24% very unsafe/ unsafe) compared to 11% male.
- ◆ Aged 50 – 64 years old (25%).
- ◆ Working part time (27%) or not in paid employment (27%).

Local and Environmental Issues

Local Issues

Respondents were asked whether each of the following issues were a problem in their local area in the last twelve months.



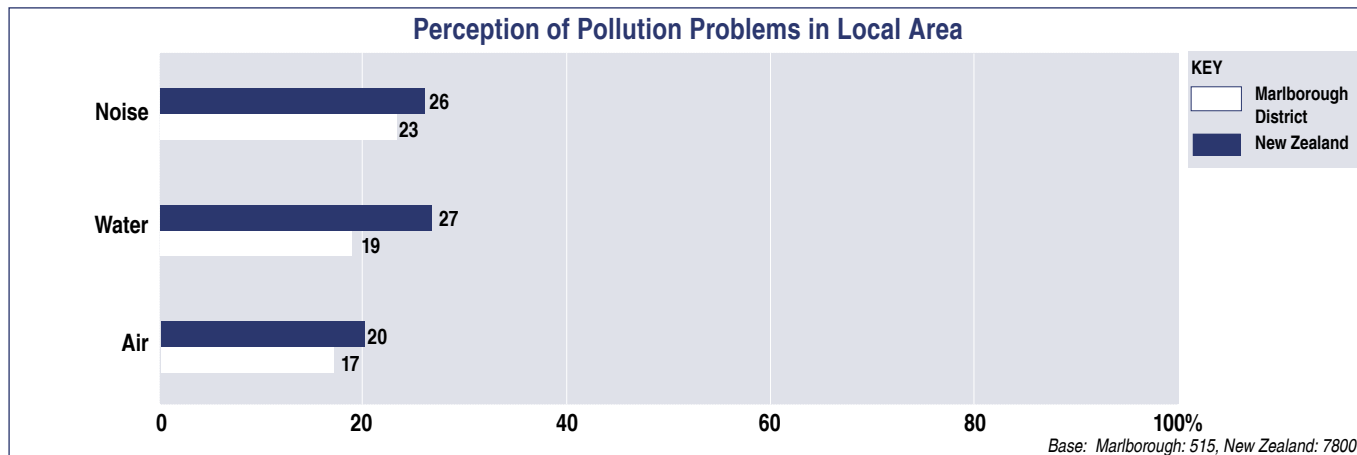
The biggest perceived issue was that of dangerous driving (including drink driving, speeding or hoons) in Marlborough with over half (56%) stating that this was a problem. Around a third felt rubbish and litter was a problem, and around a fifth felt vandalism, theft and damage to cars, graffiti and feeling unsafe around some people were a problem.

All these problems were less of an issue in Marlborough than the National Indicators.

For the most part, these issues were more often identified as being a problem in Blenheim/ Renwick.

Pollution Issues

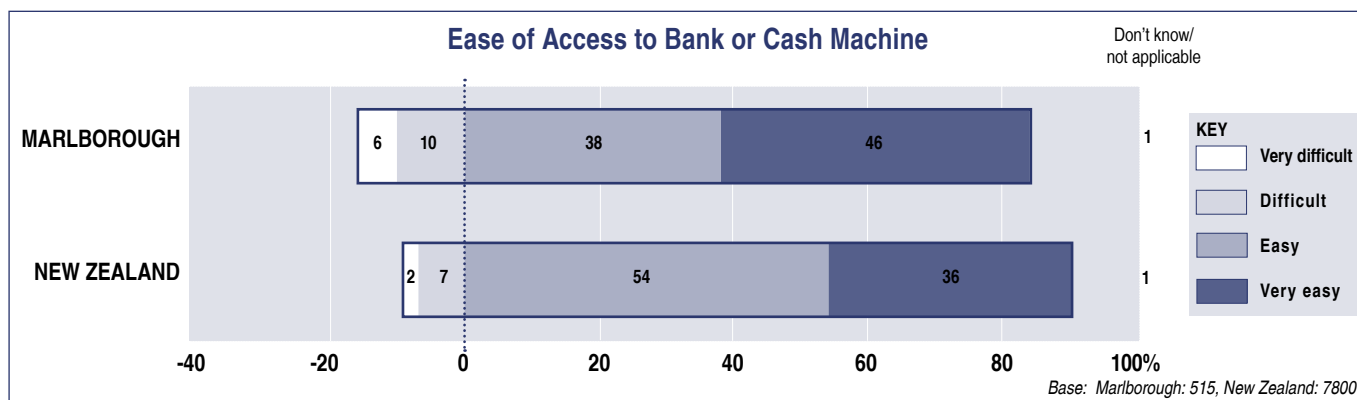
Respondents were asked whether each of the following pollution issues were a problem in their local area in the last twelve months.



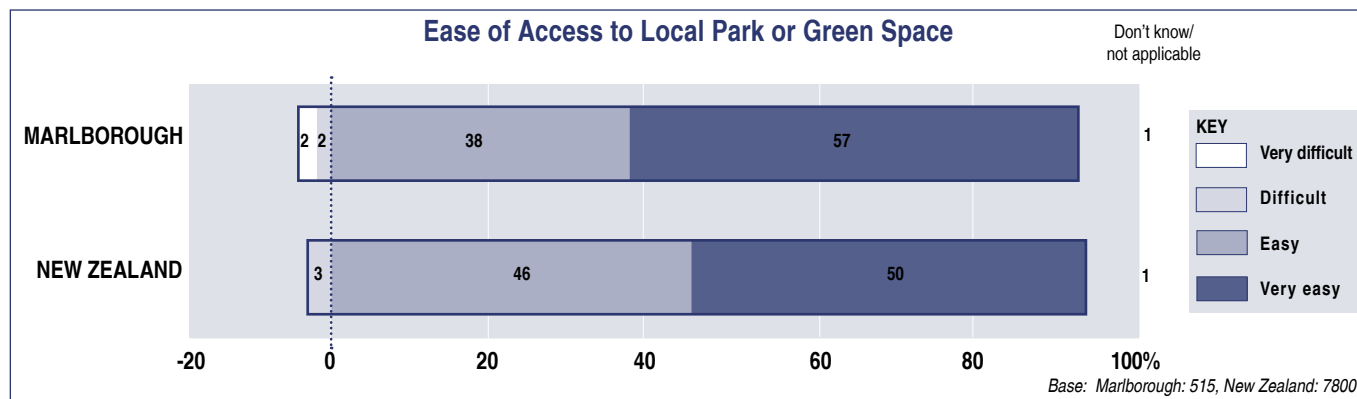
Noise, water (including pollution in streams, rivers, lakes and in the sea) and air pollution was seen as a problem by around a fifth of Marlborough residents (23% noise pollution, 19% water pollution, 17% air pollution).

Pollution problems in Marlborough were less of an issue compared to the National Indicator findings.

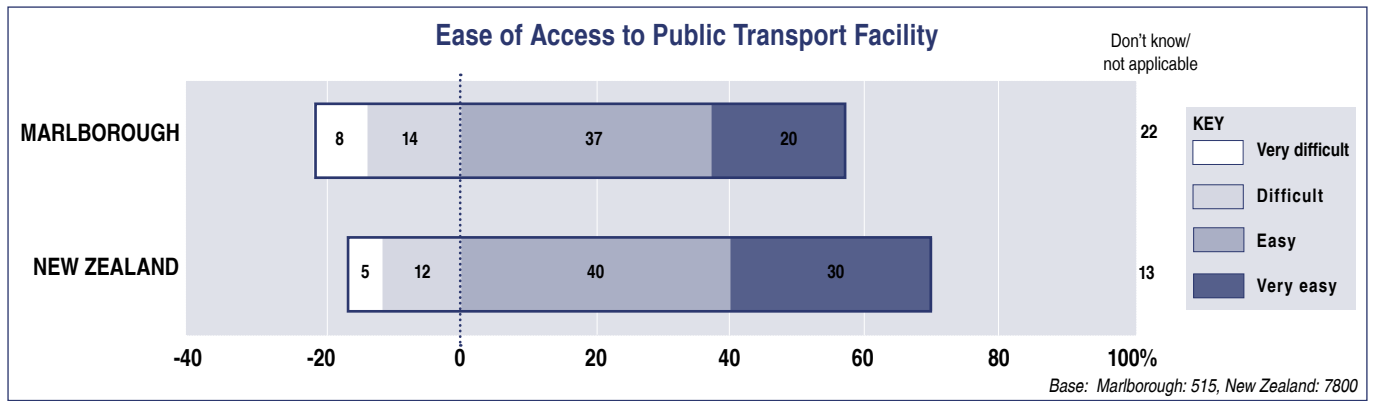
Ease of Access



The majority of Marlborough residents (84%) felt that access to a bank or cash machine was easy (38% easy, 46% very easy), while 16% found access difficult. Interestingly, those more likely to state it was easy to get to a bank or cash machine were older, aged over 65 years old (91%).



Most Marlborough residents (95%) found access to a local park or other green space easy (38% easy, 57% very easy), and only 4% found access difficult.

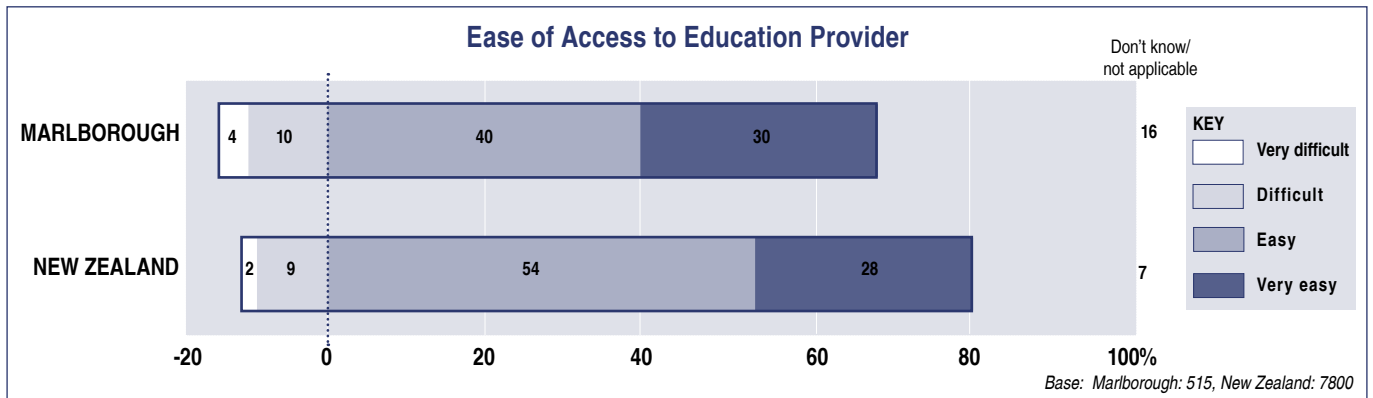


Over half of Marlborough residents (57%) found access to a public transport facility (e.g. bus stop, train station) easy (37% easy, 20% very easy).

22% found access to a public transport facility difficult (14% difficult, 8% very difficult), and a further 22% stated not applicable/ don't know.

In comparison to the National Indicator findings, fewer Marlborough residents felt access to a public transport facility was easy (57% compared to 70%). A higher proportion also of Marlborough residents claimed not to have access or not to know about a public transport facility. (22% compared to 13%).

Residents in Blenheim/ Renwick (62%) followed by residents in Picton (56%) were more likely to find access to a public transport facility very or quite easy, than residents in other areas (40%). Whilst there were no particular sub group differences among those that found access to public transport difficult, those more likely to find it easy were aged 15 – 24 years old (70%), students (79%), not in paid employment (66%), having lived in Marlborough for all or most of their life (65%).



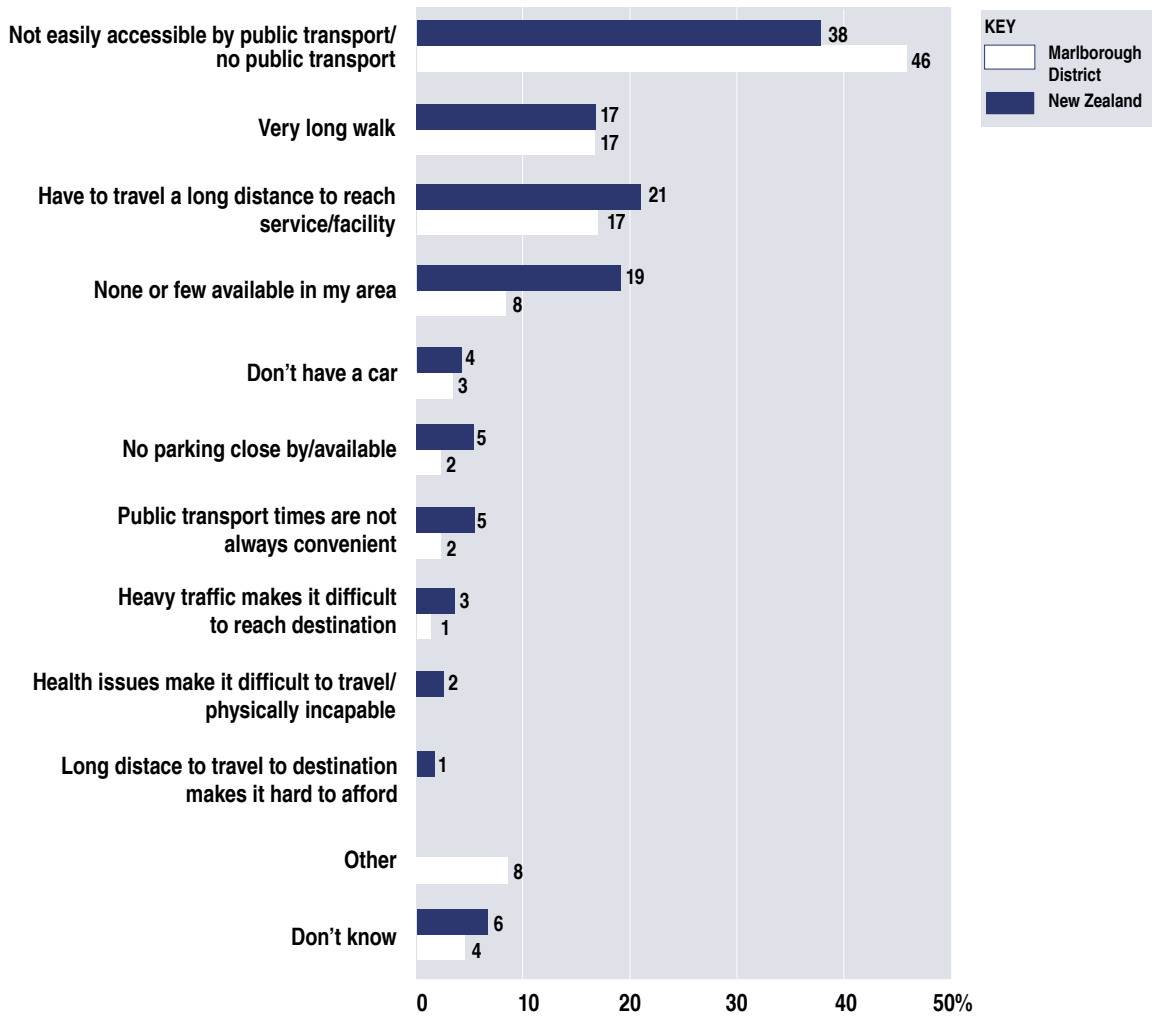
Almost three quarters (70%) of Marlborough residents felt that access to an education provider (e.g. school, university, community education class) was easy (40% easy, 30% very easy).

14% found access to an education provider difficult, and a further 16% stated not applicable/ don't know.

Compared to the National Indicator findings, fewer Marlborough residents found access to an education provider easy (70% compared to 82%), and slightly more Marlborough residents stated don't know/ not applicable (16% compared to 7%).

A smaller proportion of residents in Blenheim/ Renwick (6%) and Picton (12%) found access to an education provider difficult compared to residents in other areas of Marlborough (33%).

Reasons For Difficult Access to Services and Facilities



Weighted Base: Those expressing difficulty accessing services and facilities: New Zealand: 2358, Marlborough: 178

The most common reason for Marlborough residents having difficulty accessing services or facilities was that they were not easily accessible by public transport/ no public transport (46%).

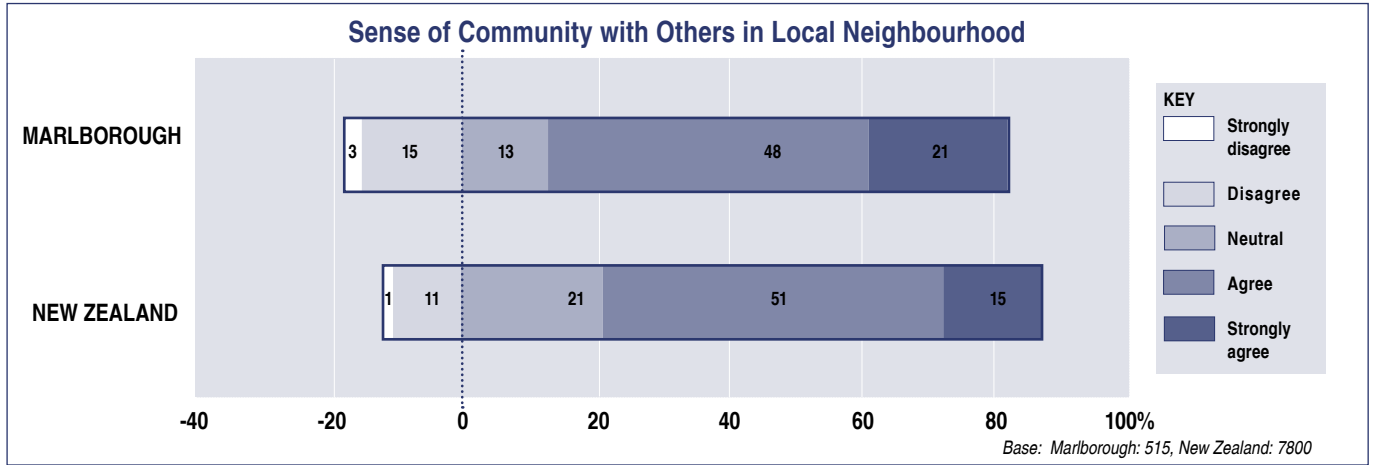
The next two most common reasons were very long walk and have to travel a long distance to reach service/ facility, both receiving 17% of mentions. The remaining reasons listed in the graph were all were mentioned by fewer than one in ten.

Compared with National Indicator results, residents in Marlborough were more likely to mention difficulty in accessing services and facilities by public transport and were less likely to mention that none or few were available in the area. Others responses were of similar proportion.

Although overall relatively few respondents found difficulty in accessing services and facilities, among those that did, residents in Picton more often cited lack of/ difficulty accessing public transport as the reason, whereas residents outside Blenheim/ Renwick and Picton were more likely to mention having a long distance to reach the service or facility.

Community

Sense of Community



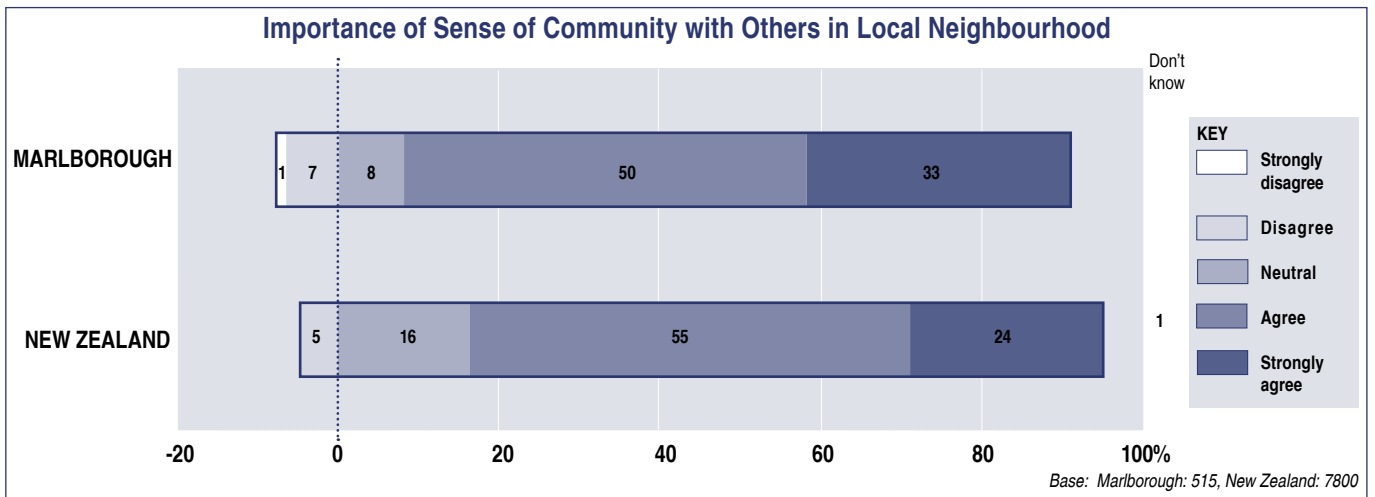
Over two thirds of Marlborough residents agreed (21% agree strongly, 48% agree) that they feel a sense of community with others in their local neighbourhood. Some (18%) disagreed.

In comparison to the National Indicator findings, Marlborough residents were slightly more likely to disagree that they felt a sense of community with others in their local neighbourhood (18% compared to 12%). Fewer residents in Blenheim/ Renwick claimed to feel a sense of community with others in their neighbourhood (66%), compared to 74% in Picton and 76% in other areas of Marlborough.

Respondents aged over 65 years (75%) and those that have lived in Marlborough for more than five years (74%) were more likely to agree that they feel a sense of community with others in their local neighbourhood.

Those less likely to feel a sense of community with others in their neighbourhood were:

- ◆ Aged 15 – 24 years old (24% disagree).
- ◆ Renting (27%).
- ◆ Not in paid employment (25%).
- ◆ Those having lived in Marlborough for less than five years (24%).



Most Marlborough residents (83%) agreed that it was important to feel a sense of community with people in their local neighbourhood. Just 8% disagreed, and 8% were neutral.

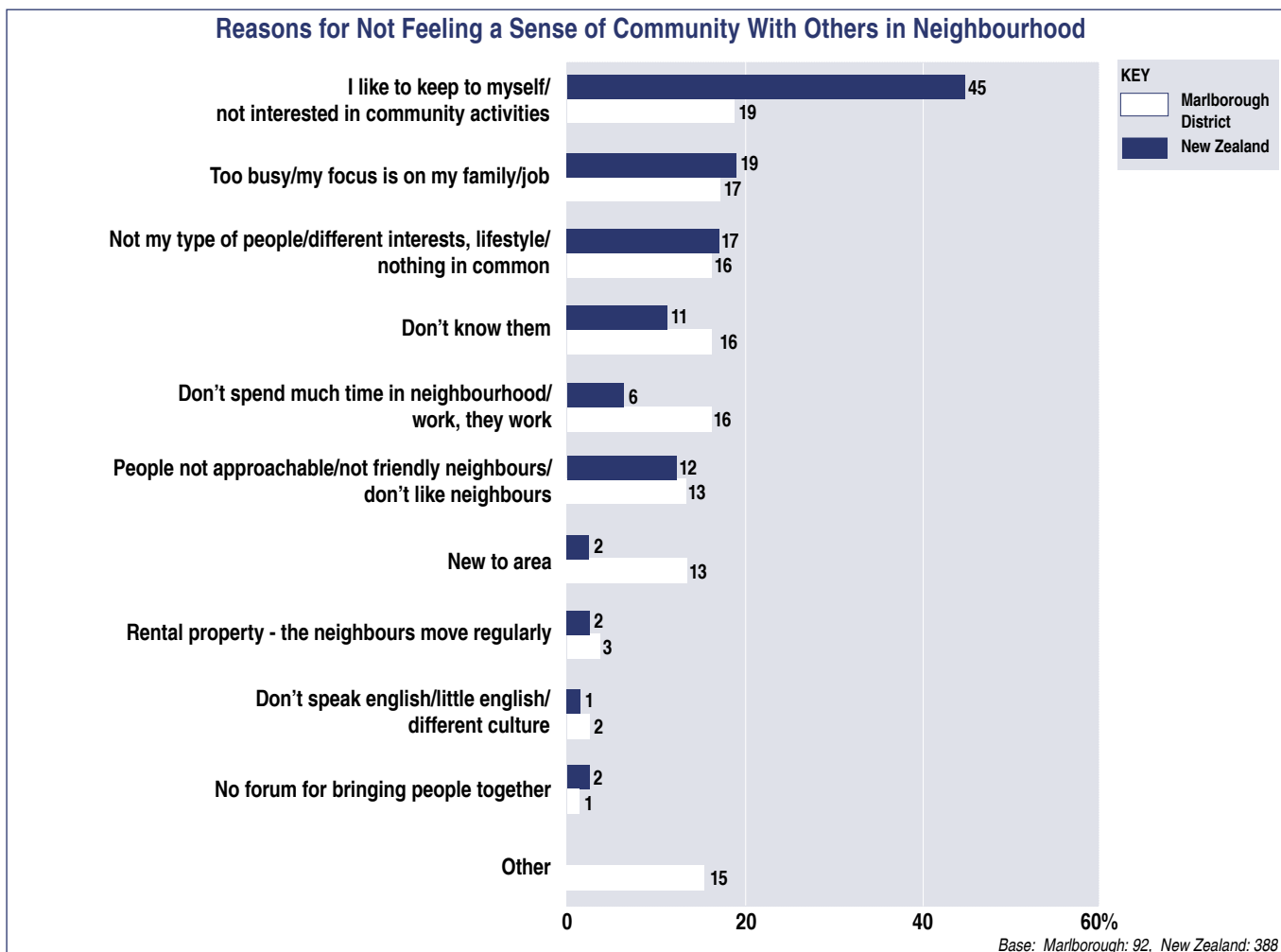
Results are similar to the National Indicator findings, with slightly fewer Marlborough residents feeling neutral about the statement.

A higher proportion (90%) of residents in Picton agreed it is important to feel a sense of community with people in their neighbourhood compared with 81% of Blenheim/ Renwick residents and 86% in other areas.

Those more likely to agree that it is important to feel a sense of community with people in their local neighbourhood were aged over 65 years old (91%) and retired (89%), whereas those less likely to agree were aged 15 – 24 (72%), renting (75%), students (70%) or not in paid employment (73%).

Reasons Not Feeling Sense of Community

Those who stated they did not feel a sense of community with others in their local neighbourhood were asked why they felt that way.



The most common reason, mentioned by almost one in five, was “I like to keep to myself/ not interested in community activities”. Almost as many (16% to 17%) mentioned being too busy/ focus on family/ job, “not my type of people/ different interests, lifestyle/ nothing in common”, “don’t know them”, and “don’t spend much time in neighbourhood/ work, they work”. Slightly more than one in ten (13%) mentioned that “people not approachable/ not friendly neighbourhood/ don’t like neighbours” and “new to area”.

Other mentions included isolation, away from neighbours, going to boarding schools, been away for two years, poor health, and different ages.

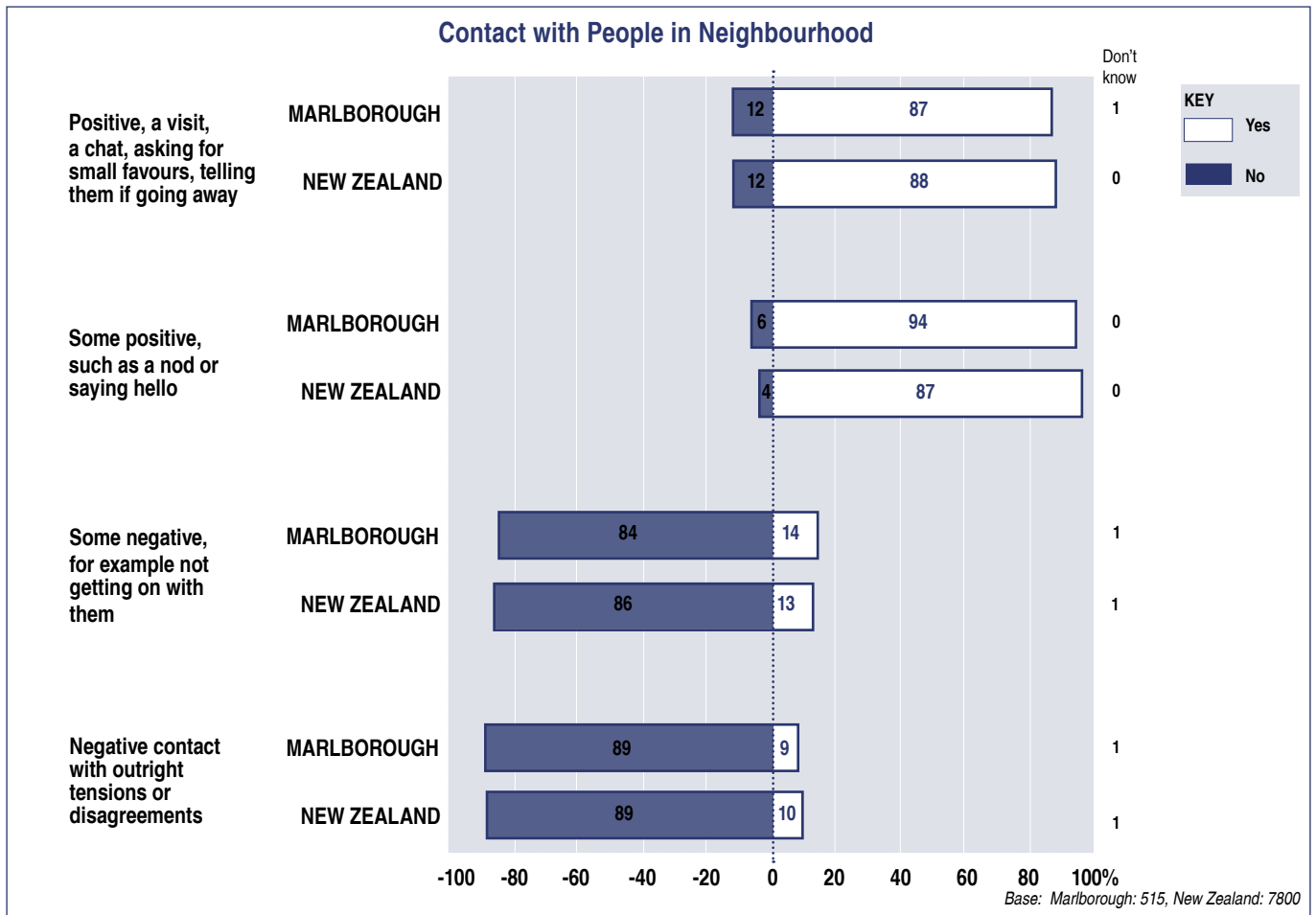
In comparison to the National Indicator findings, Marlborough residents were more likely to not feel a sense of community because they don’t know them, don’t spend much time in the neighbourhood or are new to the area.

Blenheim/ Renwick and Picton residents commonly mentioned that they did not know them or did not spend much time in the neighbourhood/ work, they work. Picton residents noted in addition that neighbours move regularly (rental properties).

Social Networks and Neighbourhood Groups

Neighbourhood Contact

Residents were asked about the contact they had had with people in their neighbourhood.



Most Marlborough residents (87%) had experienced positive contact, (such as a visit, a chat when they saw them, asking each other for small favours, telling them if they were going away) with people in their neighbourhood in the last 12 months.

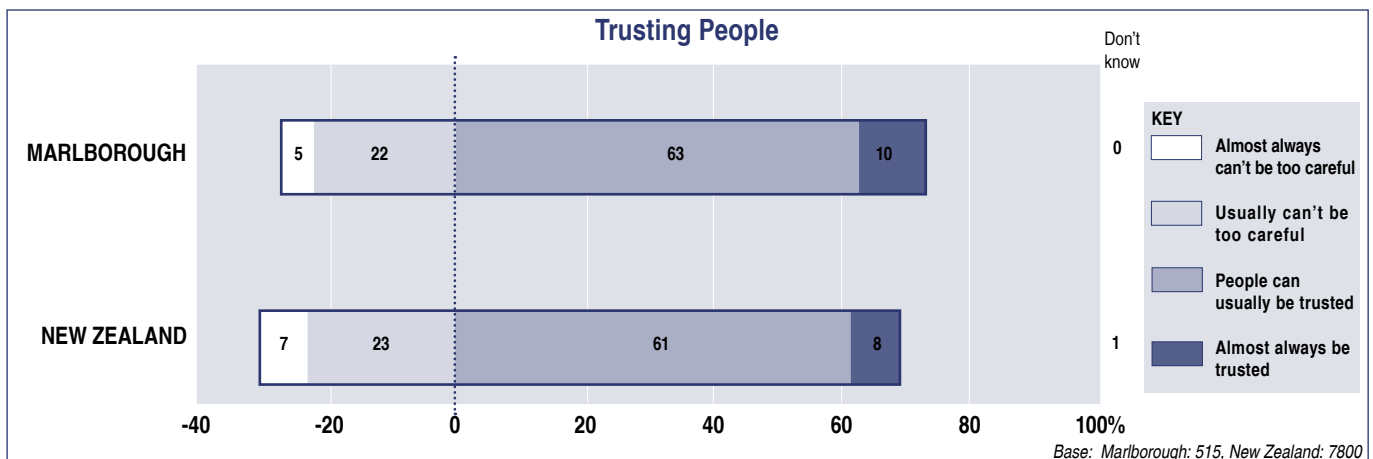
Almost all Marlborough residents (94%) stated they had experienced some positive contact (such as a nod or saying hello) in the last 12 months.

14% of residents stated they had experienced some negative contact in the last 12 months. 11% stated they had experienced negative contact where there was outright tension or disagreements in the last 12 months.

Those more likely to have experienced positive contact such as a visit, chat, asking for small favours, telling them if going away were aged over 65 years (92%) and retired (92%).

Almost everyone aged 50 – 64 years old (99%) had experienced some positive contact with people in their neighbourhood. Those more likely to have experienced outright tension and disagreements were students (21%).

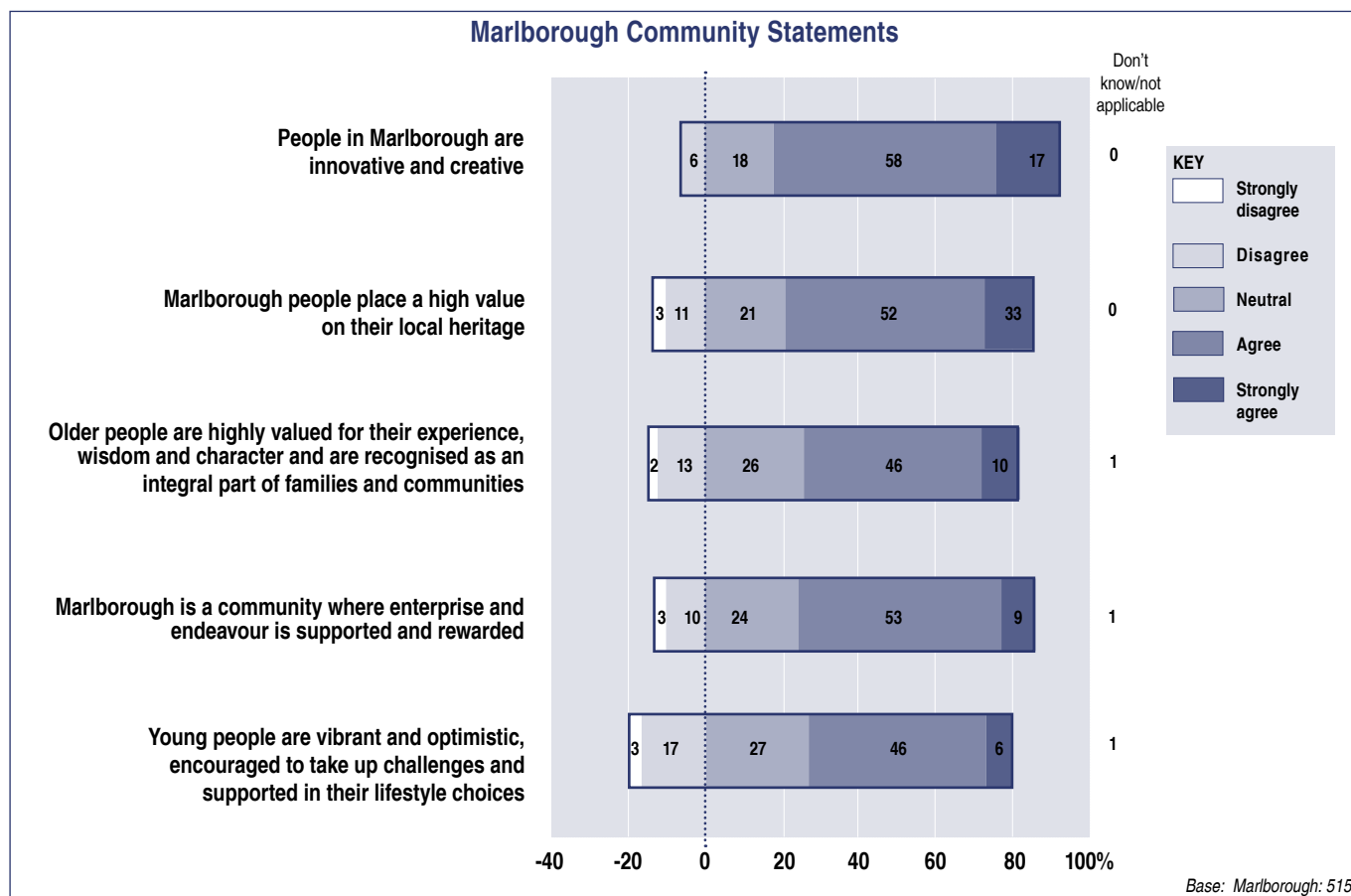
Trust



Almost three quarters (73%) of Marlborough residents felt that people can usually be trusted (63%) or almost always (10%) trusted. Results are similar to the National Indicator findings.

Marlborough Community Statements

Residents were asked to respond to a series of questions about the Marlborough community:



Three quarters of Marlborough residents agreed that people in Marlborough are innovative and creative. Just under a fifth (18%) were neutral and 6% disagreed.

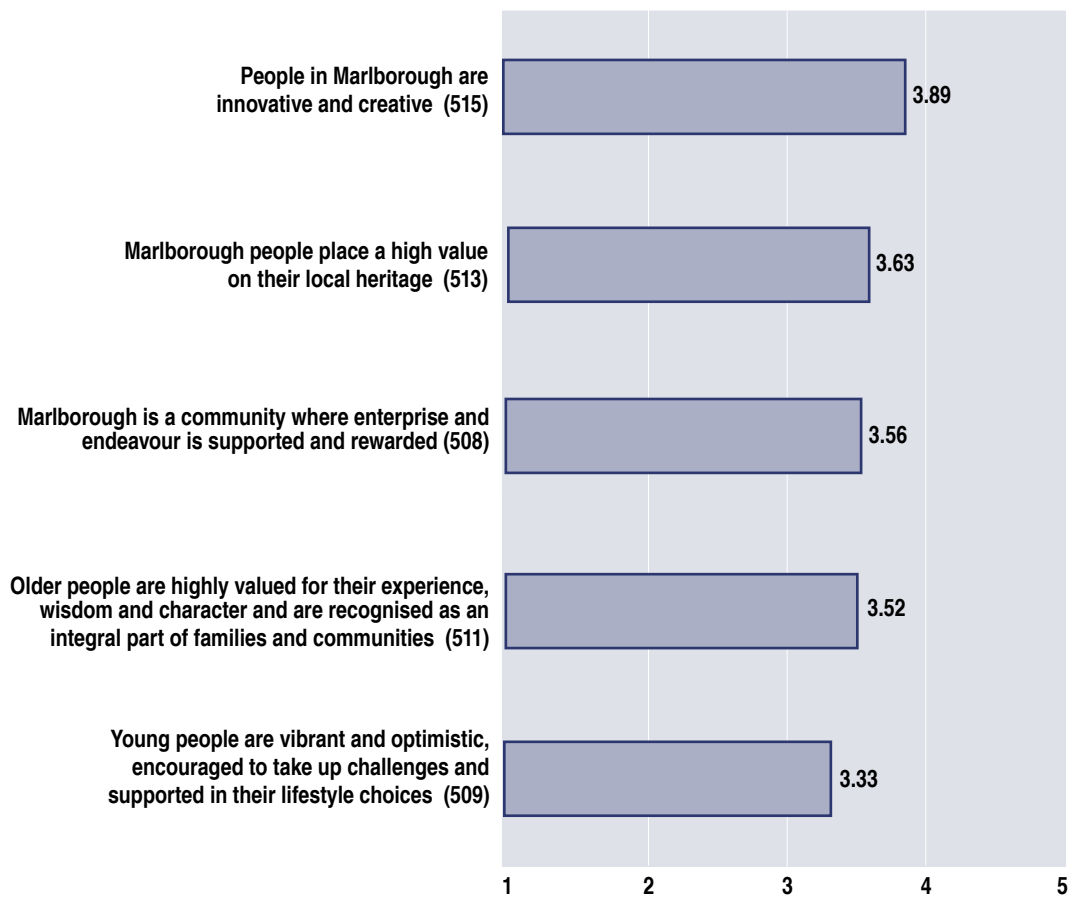
Around two thirds (65%) agreed that Marlborough people place a high value on their local heritage, while 21% were neutral, and 14% disagreed.

Just over half of Marlborough residents (56%) agreed that older people are highly valued for their experience, wisdom and character and are recognised as an integral part of families and communities. A quarter (26%) were neutral and 15% disagreed with this statement.

Almost two thirds (62%) of Marlborough residents agreed that Marlborough was a community where enterprise and endeavour was supported and rewarded. A quarter were neutral, and 13% disagreed.

Around half of Marlborough residents (52%) agreed that young people are vibrant and optimistic, encouraged to take up challenges and supported in their lifestyle choices. 27% were neutral, and a further 20% disagreed with this statement.

**Marlborough Community Statements
Mean Scores
(1=strongly disagree, 5=strongly agree)**



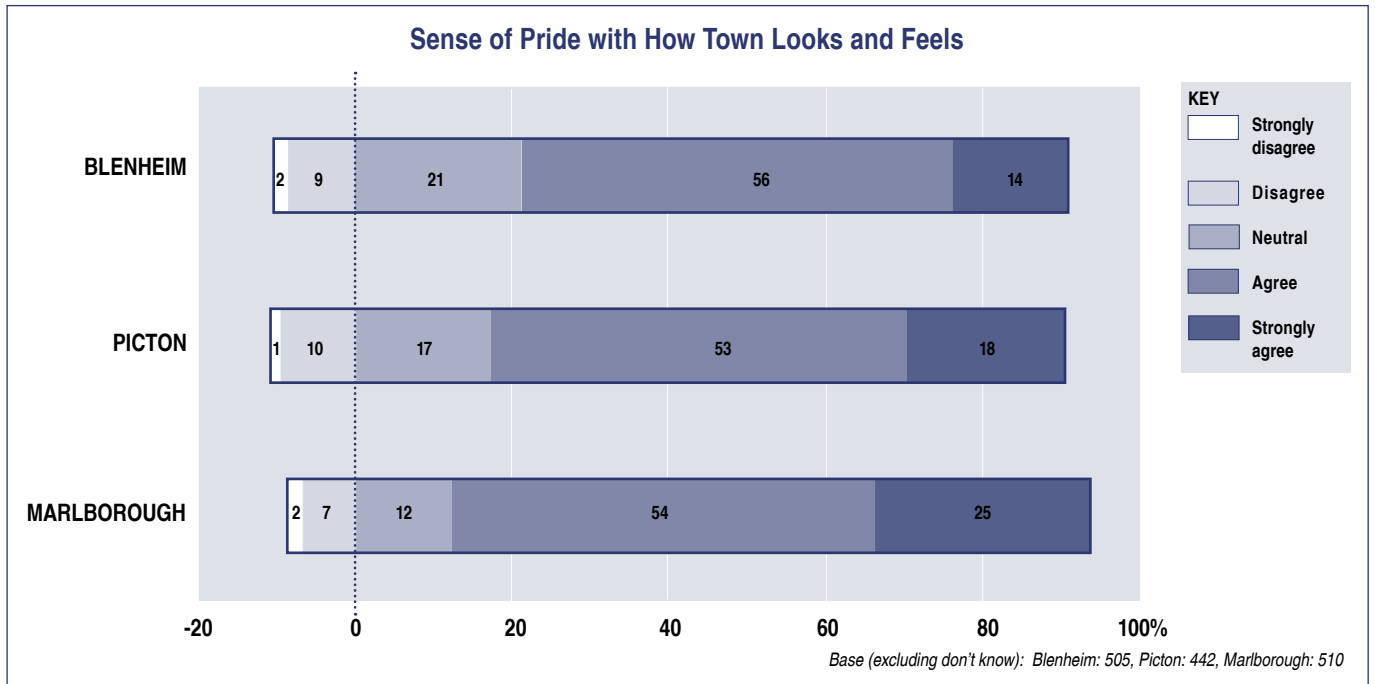
Base: ()

All statements were received relatively positively with all scoring higher than 3.

The statement that saw the highest level of agreement was that 'people in Marlborough are innovative and creative', while the lowest score was for 'young people are vibrant and optimistic, encouraged to take up challenges and supported in their lifestyle choices'.

Pride in Town

Pride in City's Look and Feel



The majority of residents agreed that they felt a sense of pride in the way Blenheim (69% agree/ strongly agree), Picton (71% agree/ strongly agree) and Marlborough (79% agree/ strongly agree) look and feel.

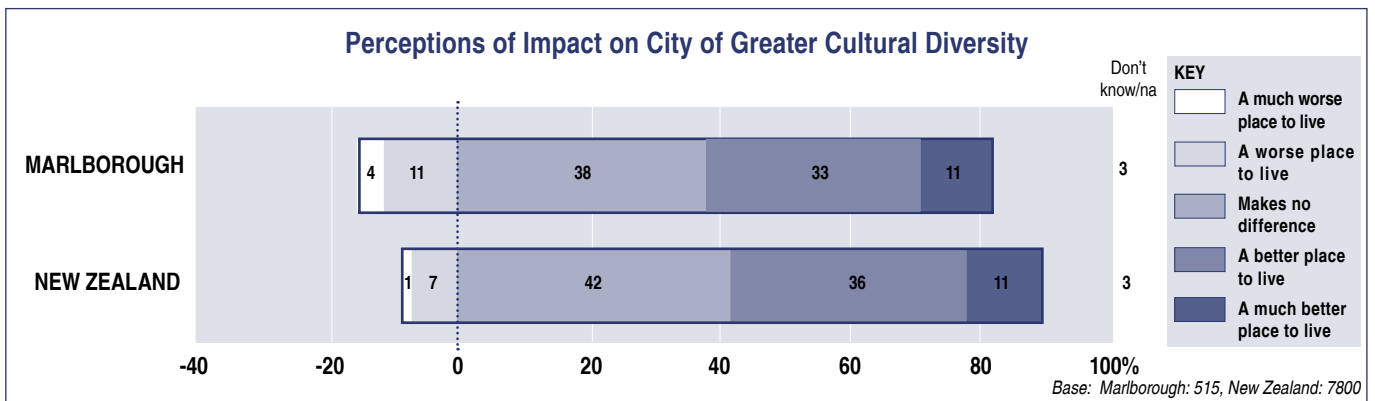
The number of respondents disagreeing was around one in ten for each town.

Those more likely to have pride in the way Blenheim looks and feels were aged 15 – 24 years (75%), students (79%) and Blenheim residents (76%).

Those more likely to have pride in the way Picton looks and feels were aged over 65 years old (77% agree), retired (80%) and earning less than \$30,000 (78%).

Those more likely to have pride in the way Marlborough looks and feels were aged 15 – 24 years old (84%), in full time employment (83%), earning more than \$70,000 (87%) and residents of other Marlborough areas (86%, compared to 77% Blenheim, 76% Picton).

Cultural Diversity



Almost half (44%) felt that having more people with different lifestyles and cultures from different countries makes Marlborough a better place to live (33% better, 11% much better), while 15% felt it made Marlborough a worse place to live (11% worse, 4% much worse).

Over a third felt that increased cultural diversity made no difference to Marlborough as a place to live.

Overall, results are similar to the National Indicator findings, although there was a slightly higher proportion of Marlborough residents that indicated that increased cultural diversity made Marlborough a worse place to live (15%, compared to 8% National Indicator).