

# Marlborough District Council 2015 Annual Residents Survey

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

## Executive Summary

The objectives of this research were to:

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

The two existing MDC questionnaires were revised by SIL Research in consultation with the MDC then tested prior to deployment. Two concurrent surveys of n=400 residents were undertaken during June 2015 (just after submissions closed for the Councils Long Term Plan), a total of n=800 residents aged 18 years and above across the MDC's territorial area were interviewed via a CATI (Computer Assisted Telephone Interviewing) administered telephone survey during a six week period starting the first week of June 2015 ; an online version of the survey was also made available.

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

**1. Overall performance:** In 2015, the MDC overall performance rating of 7.0 in this survey together with the satisfaction rating of 74.4% suggests the Council continues to have a high and improving level of support for what it does. The linear regression shown above used to compare performance ratings over time, suggests a gradually increasing trend in rating for the Council. The 2014 data for both performance rating and satisfaction are outliers in this respect. Combining individual and grouped aggregated totals, the top three ranked services in 2015 are Emergency management (8.1), Drinking water (7.7) and Community facilities (7.7). When individual services are ranked separately Rural firefighting has the highest rating (8.5), followed by Public libraries (8.2) with Parks and reserves (8.1) in third place. These results are similar to the 2014 ratings, as were the services with the lowest ratings which were once again Democratic process, Environmental policy and monitoring, and Biosecurity. (Note: Sewerage service available in Blenheim, Picton, Renwick, Havelock, Seddon (not all Awatere), Grovetown (in Blenheim vicinity) only).

Using 2014 priority ratings, there are three service areas with very high priority for residents. These are Drinking water supply, Emergency management and Community safety. In 2015 there was a very good match between 2014 Priorities and Performance, with the first two service deliverables mentioned also having the two highest performance ratings, and the latter still having a *high* (7.2) performance rating. Democratic process appears to be the service deliverable with the biggest mismatch, with residents giving it a much higher priority rating in 2014 (7.3) than performance rating (6.1). All other service deliverables have a good match between the priority rating and the performance rating. This suggests that residents are getting what they most need.

**2. Contact with council:** Approximately 43.5% of residents indicated they had been in contact with the Council in the past 12 months. Satisfaction with Council contact was high at 79.3% with an average rating for contact at 7.5 on the 1-10 scale.

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

**4. Democratic process:** Both Information about Council business and Information on Council meetings were at their historically lowest satisfaction *levels*. *Furthermore*, it is starting to look like there is a decreasing trend in satisfaction with the Democratic *process*, *especially* Information on Council meetings. These findings suggest that this is an area in which improvements can *be made* by MDC.

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

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

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

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

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

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

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

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

**13. Flood protection and control:** Across most areas, there were statistically significant differences in resident satisfaction with *flood protection and control* indicating a degree of variation in the provision and quality of these deliverables across the district. 69% of all residents (70.3% in 2014) indicated they were satisfied to some degree. However smaller communities outside Blenheim were mixed in their levels of performance satisfaction. From a trend perspective 2015 levels were not dissimilar to the previous two years.

**14. Sewerage:** Although Sewerage achieved the highest group performance rating in 2014 (7.93) this reduced to 7.40 in 2015. There were statistically significant differences in *resident* satisfaction with sewerage in many areas, possibly indicating a degree of variation in the provision and quality of this deliverable across the district. On the positive side there were 127 *No problems/functions* well responses! Other positives included *No pungent smells* and *No overflow/leakage*. As in 2014 larger communities were more satisfied and provided higher performance ratings. All models investigated suggest that the average satisfaction rating for Sewerage in 2015 is down a little from previous years.

Whether this is part of a trend or not is unclear at present. Note that *Sewerage* was rated 4th in both 2014 Priority and 2015 Performance.

**15. Urban storm water drainage:** Across most areas, there were some minor differences in resident satisfaction with *urban storm water drainage*, however, these were NOT statistically significant indicating a degree of consistency in the provision and quality of these deliverables. The smaller areas of Western Wairau, Marlborough Sounds and Awatere recorded the lowest performance ratings. Reasons *given for low ratings* included *Drains blocked/ need clearing* and *Flooding still occurring*. Overall, 76.5% of residents, up a lot from 62.9% in 2014, were satisfied to some degree.

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

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

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

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

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

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

**22. Harbours:** Across most areas, as well as over time, there was a level of consistency in resident satisfaction with the Council provision for *Harbours*. Overall more than three quarters (up from 70.1% in 2014) of residents were satisfied with the service relating to Harbours. Positive rating comments included Good job, Very good at maintaining the equipment they use and some general comments such as Other and Good.

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

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

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

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# Contents

<b>EXECUTIVE SUMMARY</b> .....	<b>2</b>
<b>CONTENTS</b> .....	<b>6</b>
<b>METHODOLOGY</b> .....	<b>7</b>
Purpose of research.....	7
Methodology .....	7
Terminology, tools and approach to analysis.....	8
Environmental Factors.....	9
<b>IMPORTANT INFORMATION</b> .....	<b>10</b>
Research Association of New Zealand [RANZ] Code of Practice .....	10
<b>MAIN FINDINGS</b> .....	<b>11</b>
1. Overall performance.....	11
<i>Regression analysis</i> .....	14
<i>Prioritisation preferences (2014)</i> .....	16
<i>Perceptual mapping</i> .....	17
<i>Performance Heat maps</i> .....	19
2. Contact with council .....	22
3. Media and marketing .....	25
4. Democratic process .....	26
5. Culture and heritage.....	28
6. Community housing.....	30
7. Community safety.....	32
8. Community support.....	34
9. Library services .....	36
10. Emergency management.....	38
11. Community facilities.....	40
12. Roads and footpaths.....	42
13. Flood protection and control.....	44
14. Sewerage .....	46
15. Urban storm water drainage .....	48
16. Drinking water .....	50
17. Waste management .....	52
18. Environmental policy and monitoring.....	54
19. Consents and compliance.....	56
20. Biosecurity .....	58
21. Animal control .....	60
22. Harbours .....	62
23. Regional development.....	64
24. Tourism.....	66
25. Marlborough Research Centre .....	68
<b>APPENDIX 1</b> .....	<b>70</b>
Questionnaire 1 .....	70
Questionnaire 2 .....	73
<b>APPENDIX 2</b> .....	<b>76</b>
Demographic data .....	76

## Methodology

### Purpose of research

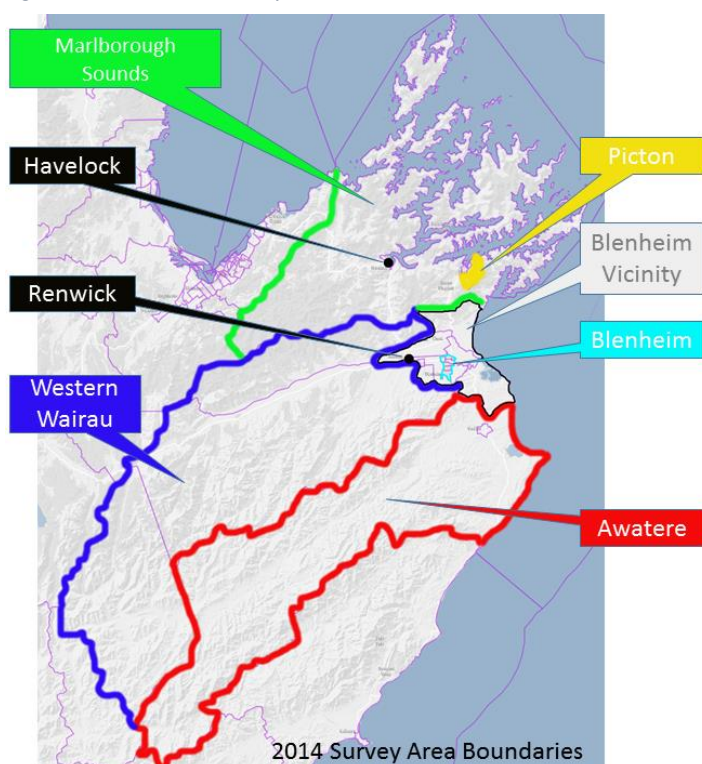
The objectives of this research were to:

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

### Methodology

The existing MDC questionnaires were revised by SIL Research in consultation with the MDC then tested prior to deployment. Two concurrent surveys of n=400 residents were undertaken during June 2015, a total of n=800 residents aged 18 years and above across the MDC's territorial area were interviewed via a CATI (Computer Assisted Telephone Interviewing) administered telephone survey during a six week period starting the first week of June 2015.

Figure 1 Revised 2014 Survey area boundaries



An online version of the survey was also made available to residents unable or not willing to complete the telephone version and to those that participated last year; 8.6% (n=69) surveys were collected online, 91.4% (n=731) were CATI surveys.

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

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

Residents from Havelock, Awatere, Western Wairau, Renwick, Marlborough Sounds, Picton, Blenheim vicinity and Blenheim were randomly selected from the MDC ratepayer database, phone numbers were matched from publicly available databases. To reduce non response error, all respondents not contactable i.e. no answer or answerphone, were recalled up to four times. Data was analysed using SPSS.

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

Table 1 MDC Sampling Methodology

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

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

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

Table 2 Marlborough District 18yrs+ age and gender statistics

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

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

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

Income, home ownership status and tenure in the district data is presented in Appendix 2 from page 76.

### Terminology, tools and approach to analysis

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

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

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

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



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

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

*Perceptual mapping: To present performance and prioritisation data in a meaningful and visual format a perceptual map was used to illustrate the interplay of these two datasets; proportionally recalibrated data is presented in these maps. Chart 7 on page 17 presents the data using the full 1-10 scale and*

Chart 8 on page 18 presents the same data, however in this chart the data is zoomed in from a 5-rating for both performance and priority. Note: In 2015 the 2014 service priority ratings were used against the 2015 service performance data.

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

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

**NOTE: Perceptual mapping vs regression analysis:** Results presented in the perceptual maps on pages 17 and 18 show ratepayer performance ratings and associated priorities for each council service group. These findings show the performance of services being delivered in proportion to the level of priority placed on each.

Results from the regression analysis on page 14 identify which individual council services have the potential to influence overall performance ratings.

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

## Environmental Factors

When reading this report, it is important to note that factors such as the timing of unusual or one-off events often affect the ratings that residents give. Factors that may impact on responses in this report include the following:

In late summer/early autumn there was a drought. In early February there was a significant fire at Onamalutu near Renwick that destroyed a lot of forestry and a couple of outbuildings. These may have affected the perception of MDC performance relative to water supply and fire services/emergency management respectively. While the drought has meant lower volumes (compared to a record harvest last year) for the Wine industry, the higher quality of wines as a consequence, increased numbers of resource consents and the good year for Tourism have meant that business confidence has not been impacted negatively.

The MDC Long Term Plan for which submissions were required within a week of the time the data for this survey were collected brought to prominence a number of issues including new libraries for Blenheim and Picton (relevant to *Library Services*), new water sources and treatment for Renwick, Seddon and Havelock (*Water supply*), an irrigation scheme for Flaxbourne (*Regional Development*) and Council debt and expenditure (*General*).

The ratings relating to *Democratic Process* may also have been sensitive to a heightened awareness to participation in Council decision-making due to publicity surrounding these processes.

## Important Information

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

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

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

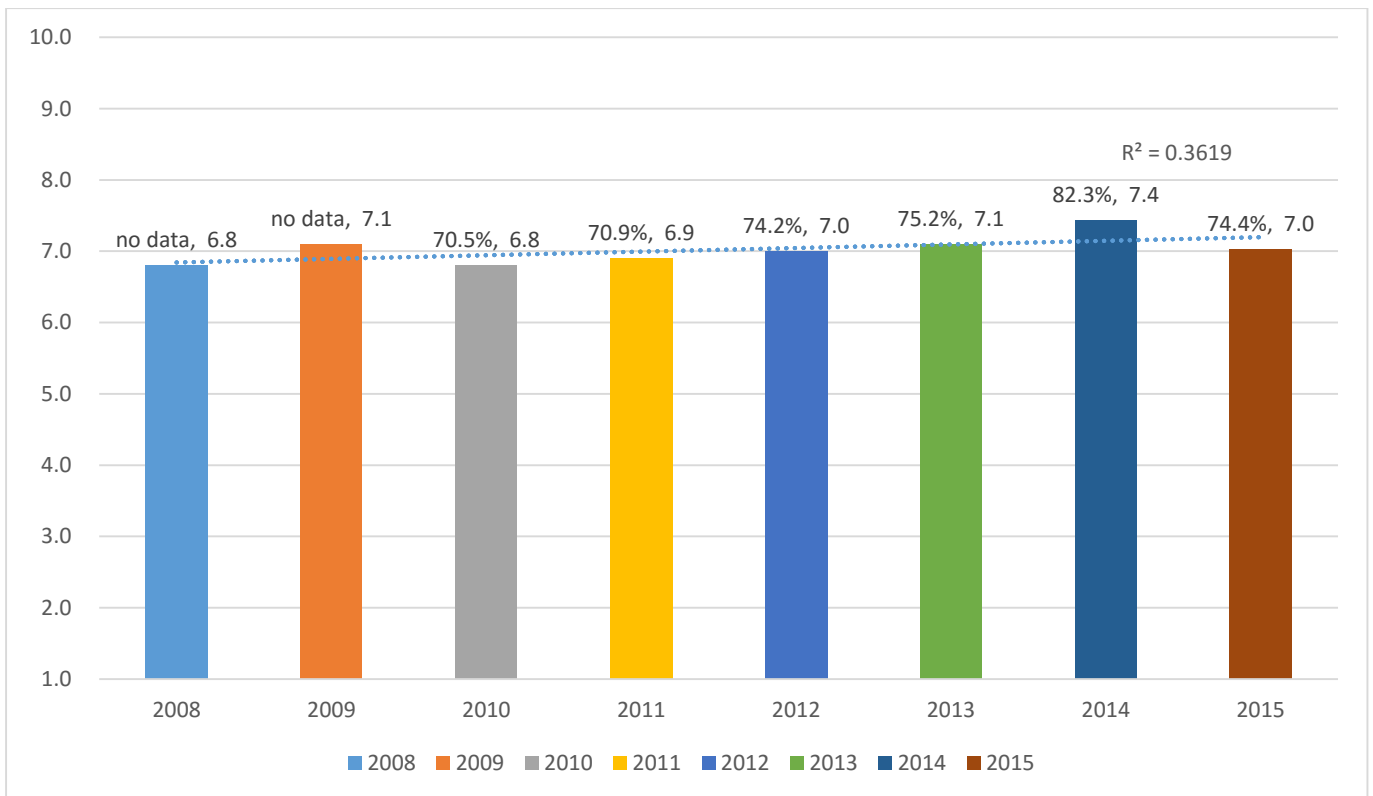
## Main findings

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

### 1. Overall performance

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

Chart 1 Overall Council performance



(n=786 – N/A removed) Scale recalibrated from 1-9 to 1-10; N/A removed. Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

**As presented in the charts and tables in this section:** In 2015, the MDC overall performance rating of 7.0 in this survey together with the satisfaction rating of 74.4% suggests the Council continues to have a high and improving level of support for what it does. The linear regression shown above used to compare performance ratings over time, suggests a gradually increasing trend in rating for the Council. The 2014 data for both performance rating and satisfaction are outliers in this respect. Combining individual and grouped aggregated totals, the top three ranked services in 2015 are Emergency management (8.1), Drinking water (7.7) and Community facilities (7.7). When individual services are ranked separately Rural firefighting has the highest rating (8.5), followed by Public libraries (8.2) with Parks and reserves (8.1) in third place. These results are similar to the 2014 ratings, as were the services with the lowest ratings which were once again Democratic process, Environmental policy and monitoring, and Biosecurity. (Note: Sewerage service available in Blenheim, Picton, Renwick, Havelock, Seddon (not all Awatere), Grovetown (in Blenheim vicinity) only).

Chart 2 Overall rating of service sections (averaged proportionally recalibrated service headings)

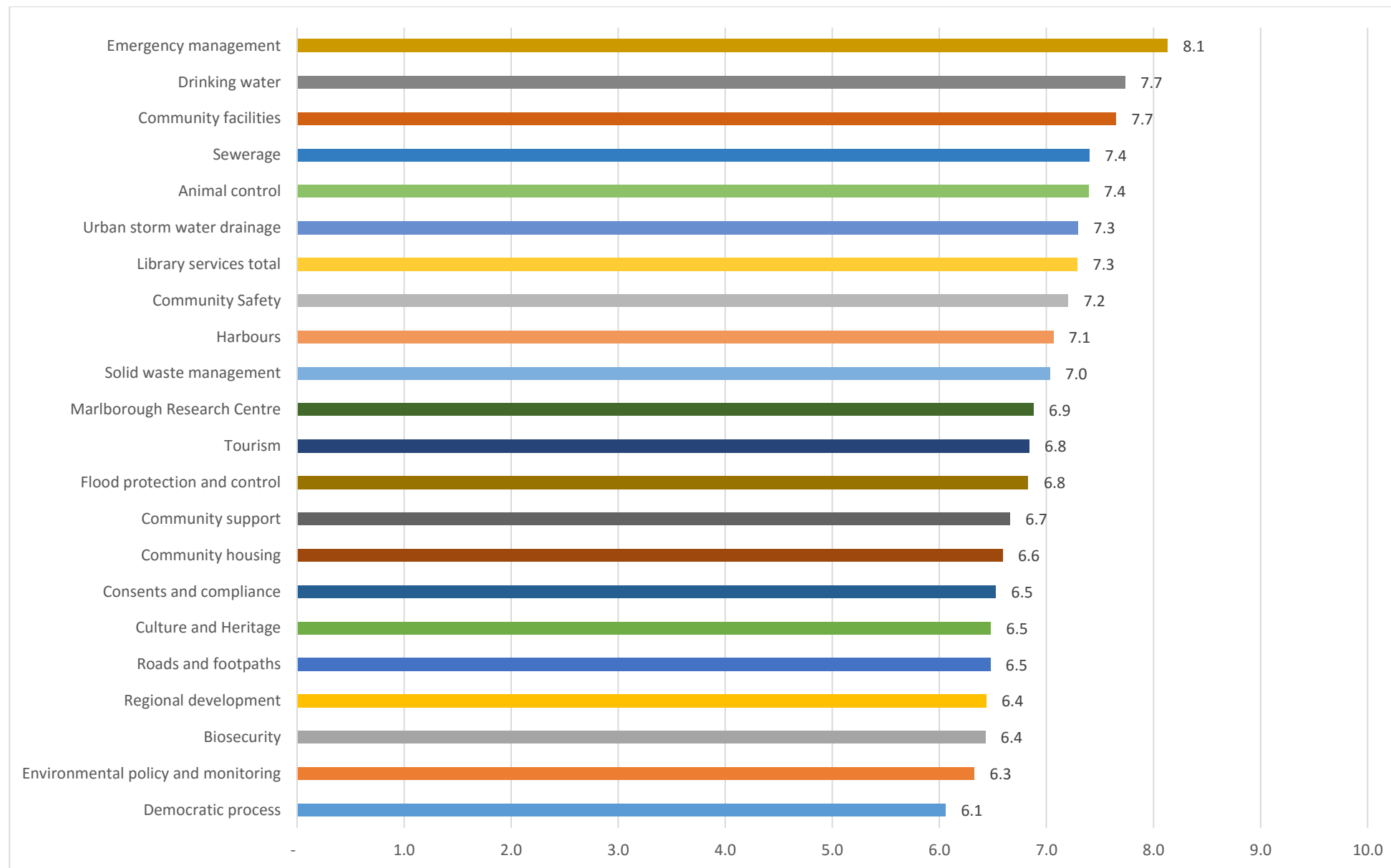
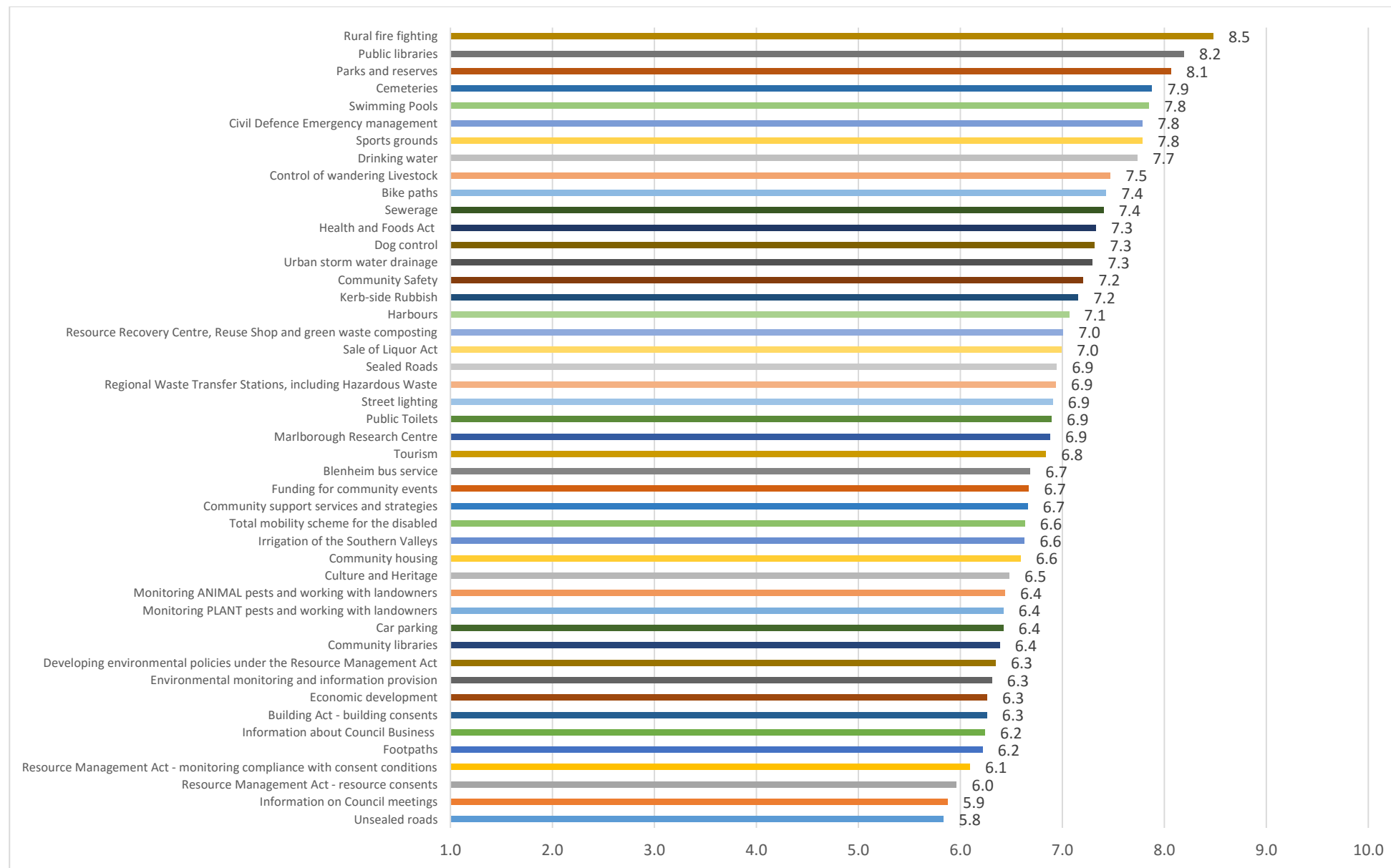


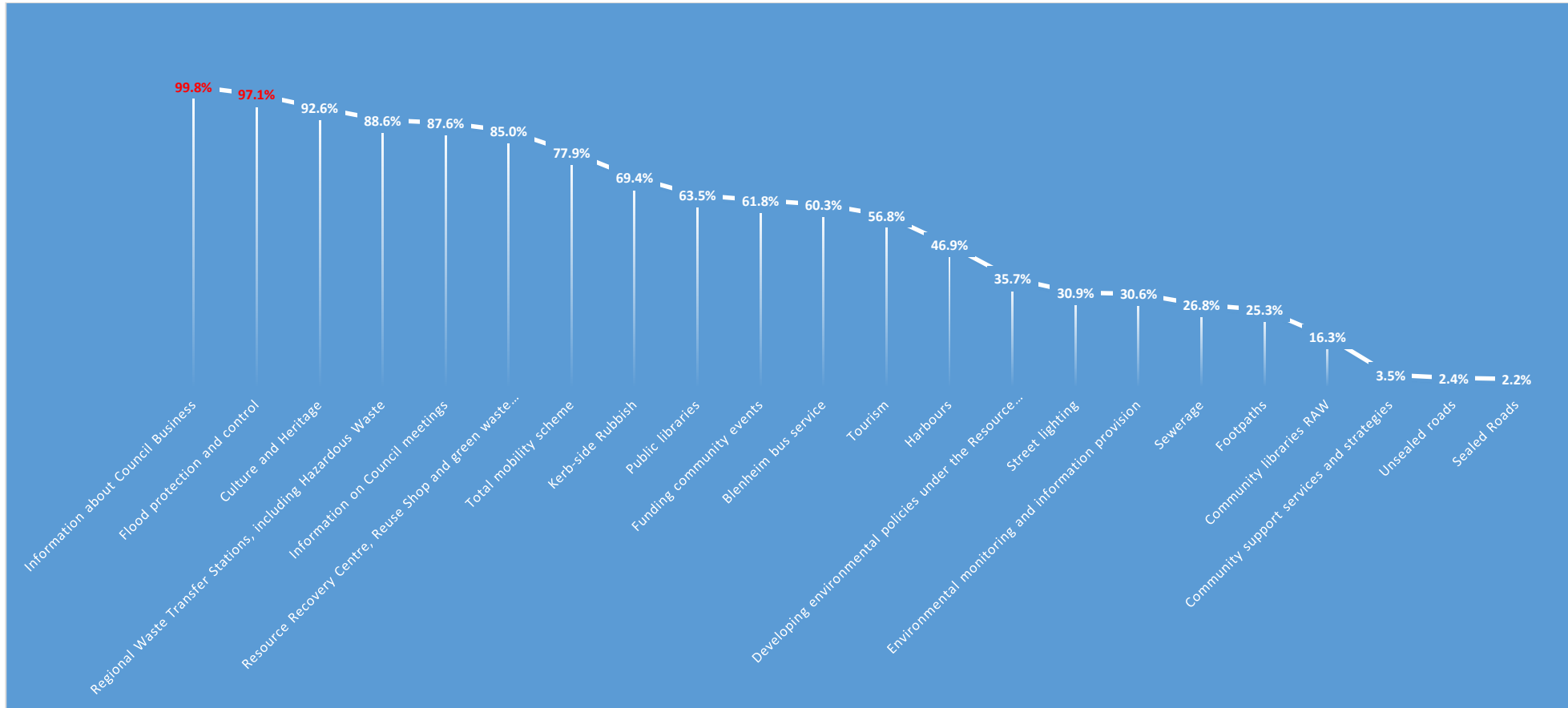
Chart 3 Overall rating of service sections (individual services only, no grouped or aggregated)



## Regression analysis

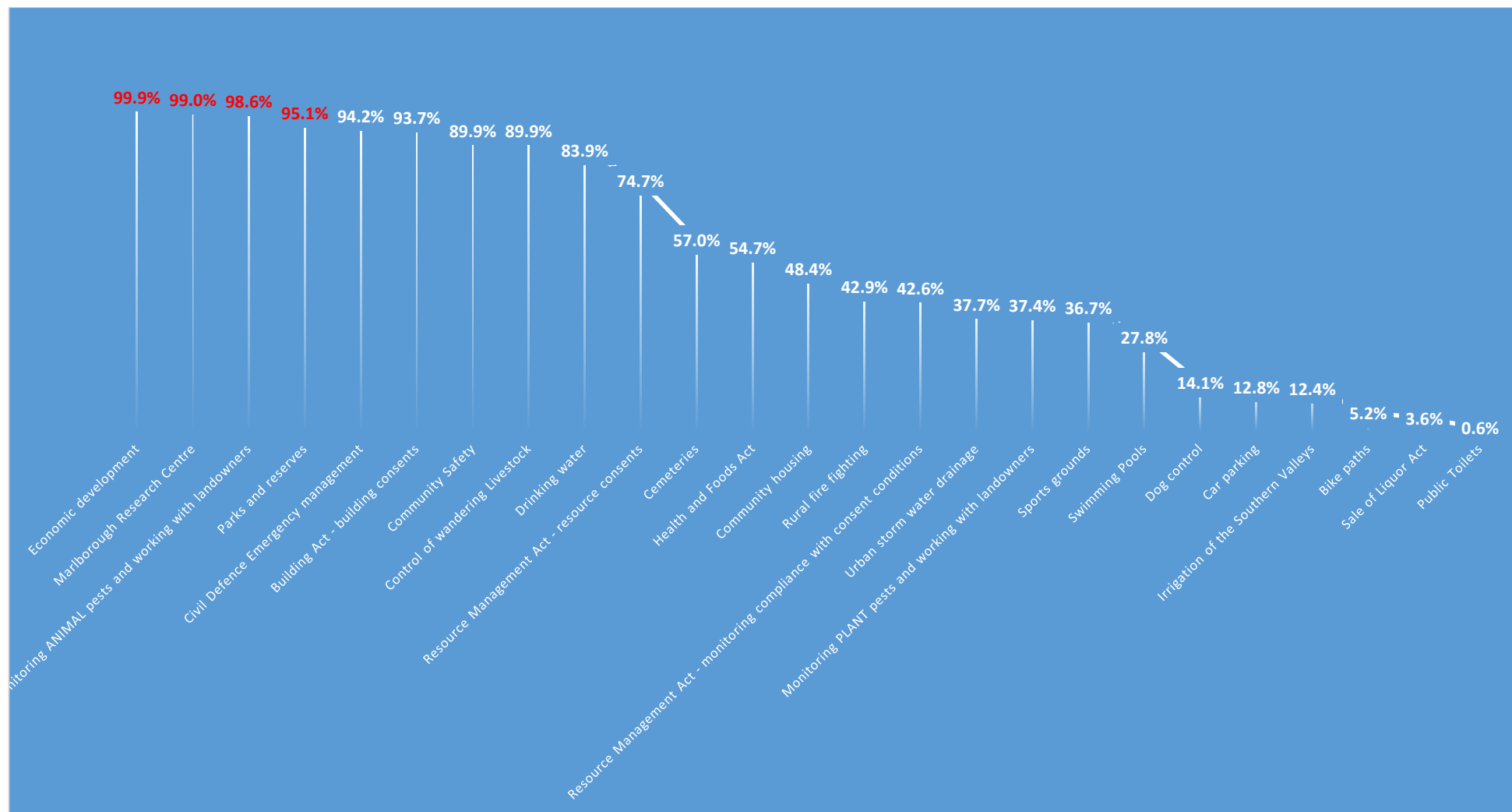
The charts below present the results of a regression analysis used to determine which services influence MDC's overall performance rating. Deliverables were ranked in order of the level of statistical significance. Services with a significance level of 95% or higher are highlighted in red the charts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

Chart 4 Survey 1 services exerting greatest influence on overall satisfaction



Although all services are rated as important and perform well, based on Survey 1, the services that are most likely to have an influence on overall Council performance are “providing Information about Council meetings” and “Flood protection and control”. Council actions to address any negative impact or to gain positive traction in these areas is likely to influence residents’ ratings of MDC’s overall performance.

Chart 5 Survey 2 services exerting greatest influence on overall satisfaction

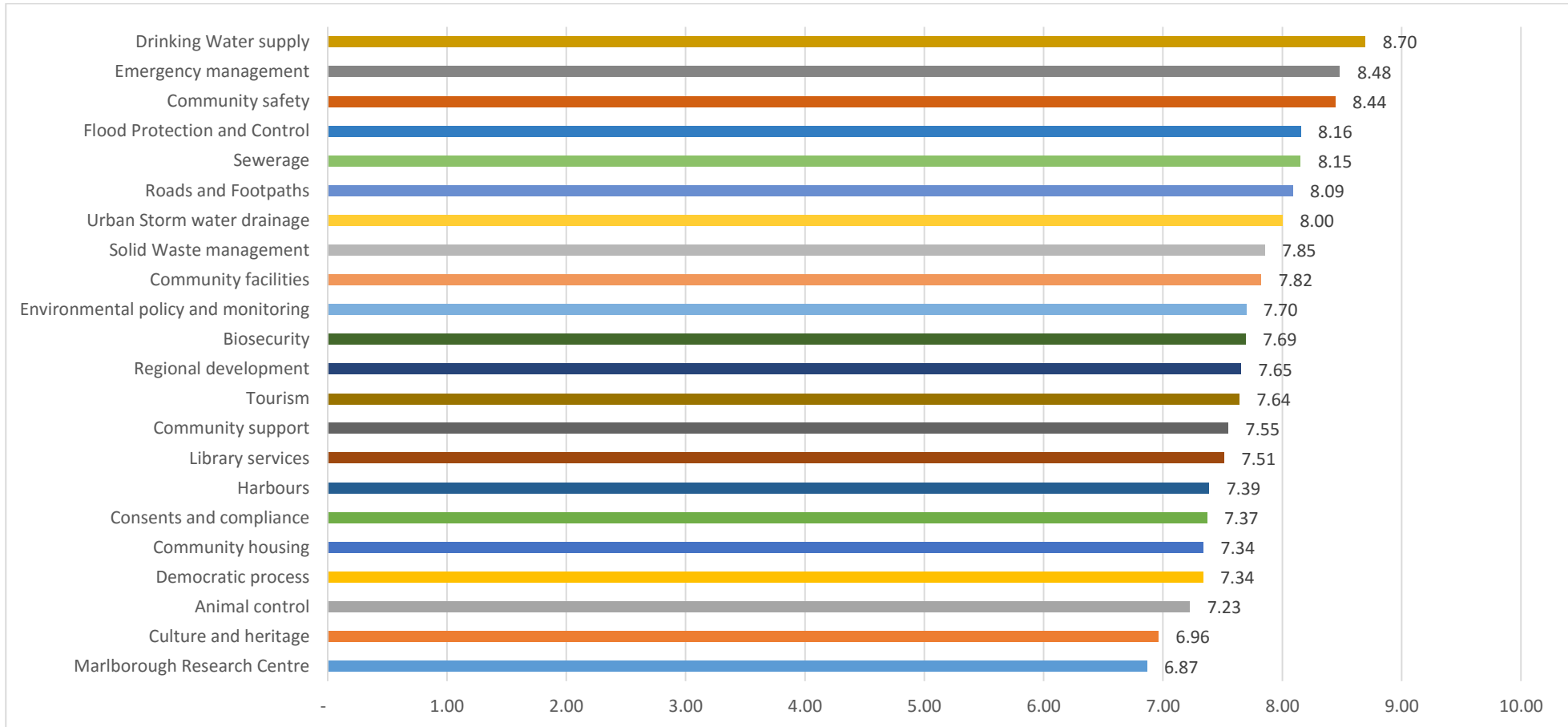


In survey 2, based on the factors covered in this questionnaire, four services were found to have a significant influence on overall Council performance ratings. These were Economic development, the Marlborough Research Centre, Monitoring animal pests and working with landowners and Parks and reserves. Council actions to address any negative impact or to gain positive traction in these areas is likely to influence residents' ratings of MDC's overall performance.

### Prioritisation preferences (2014)

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

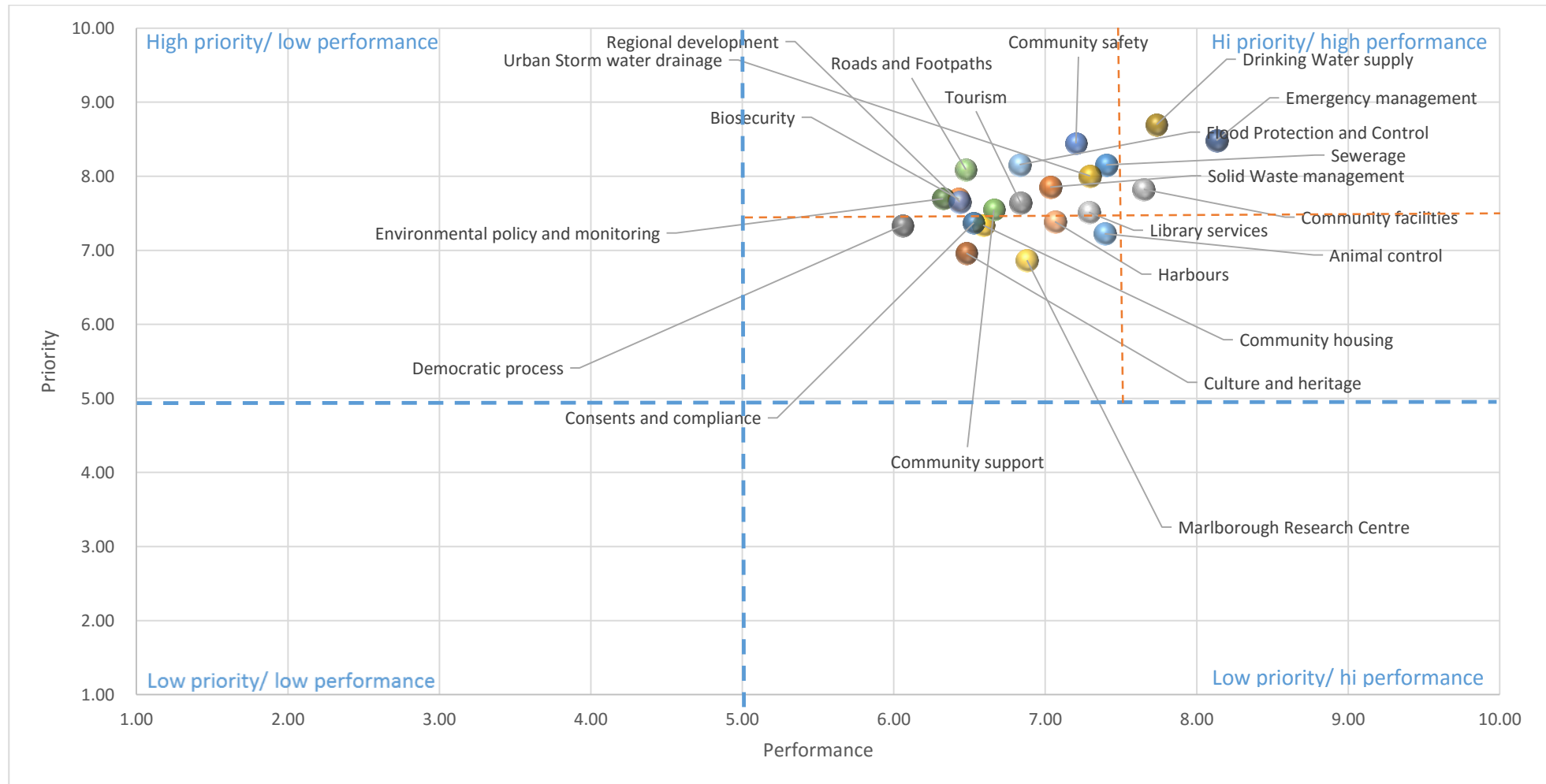
Chart 6 2014 MDC Resident prioritisation of services





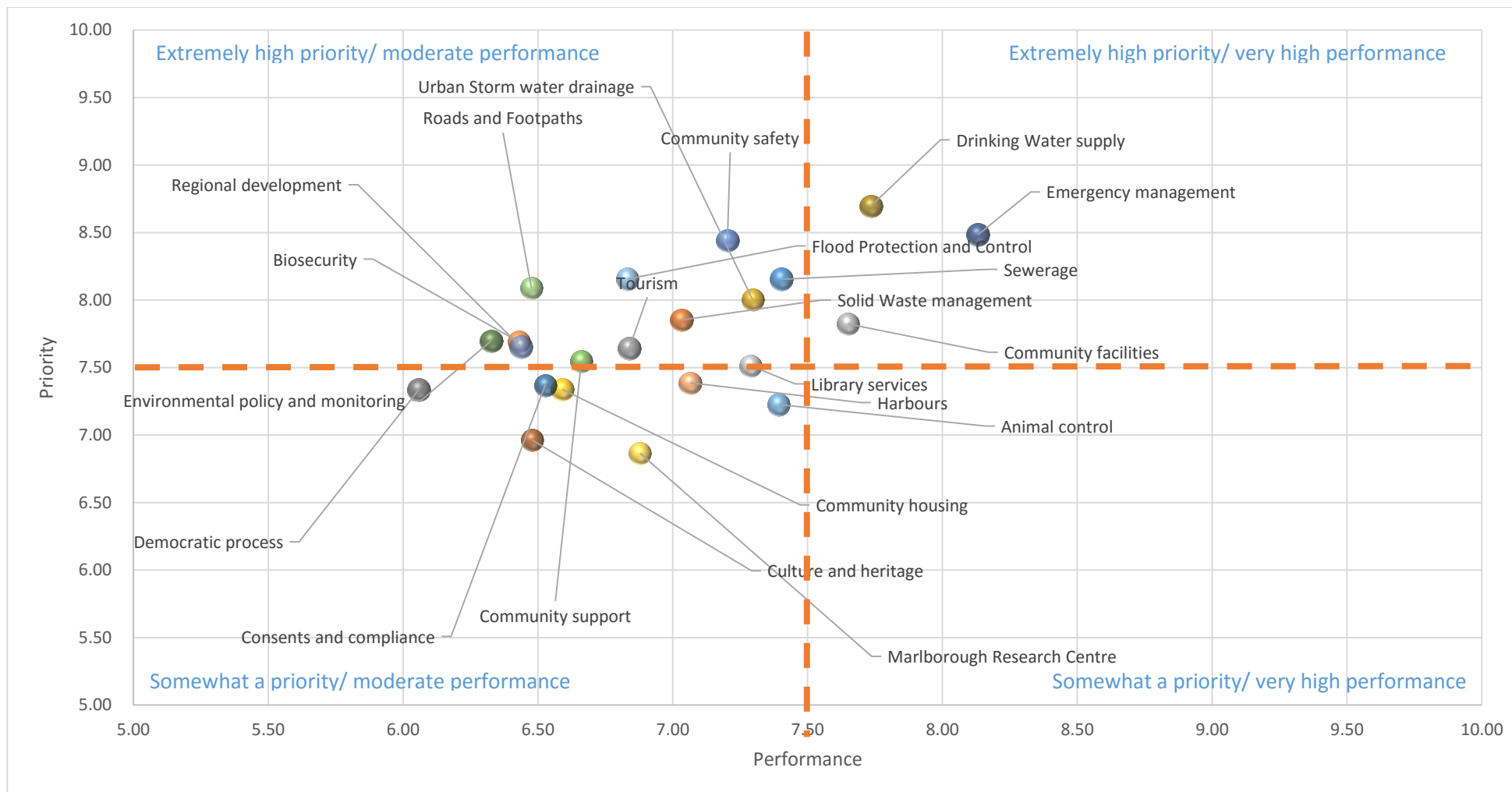
## Perceptual mapping

Chart 7 Performance vs priority perceptual map (full scale)



In 2015 all service deliverables measured were rated as well performing services, these 2014 priority ratings have been used again in this year as in past they tend to not change much. As all service deliverables are in the *High performance/High priority* quadrant this section of the graph is zoomed in on in the next graph – see below.

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



Using 2014 priority ratings, there are three service areas with very high priority for residents. These are *Drinking water supply*, *Emergency management* and *Community safety*. In 2015 there was a very good match between 2014 Priorities and Performance, with the first two service deliverables mentioned also having the two highest performance ratings, and the latter still having a high (7.2) performance rating. *Democratic process* appears to be the service deliverable with the biggest mismatch, with residents giving it a much higher priority rating in 2014 (7.3) than performance rating (6.1). All other service deliverables have a good match between the priority rating and the performance rating. This suggests that residents are getting what they most need.

# Performance Heat maps

Figure 2 MDC Overall Satisfaction – District

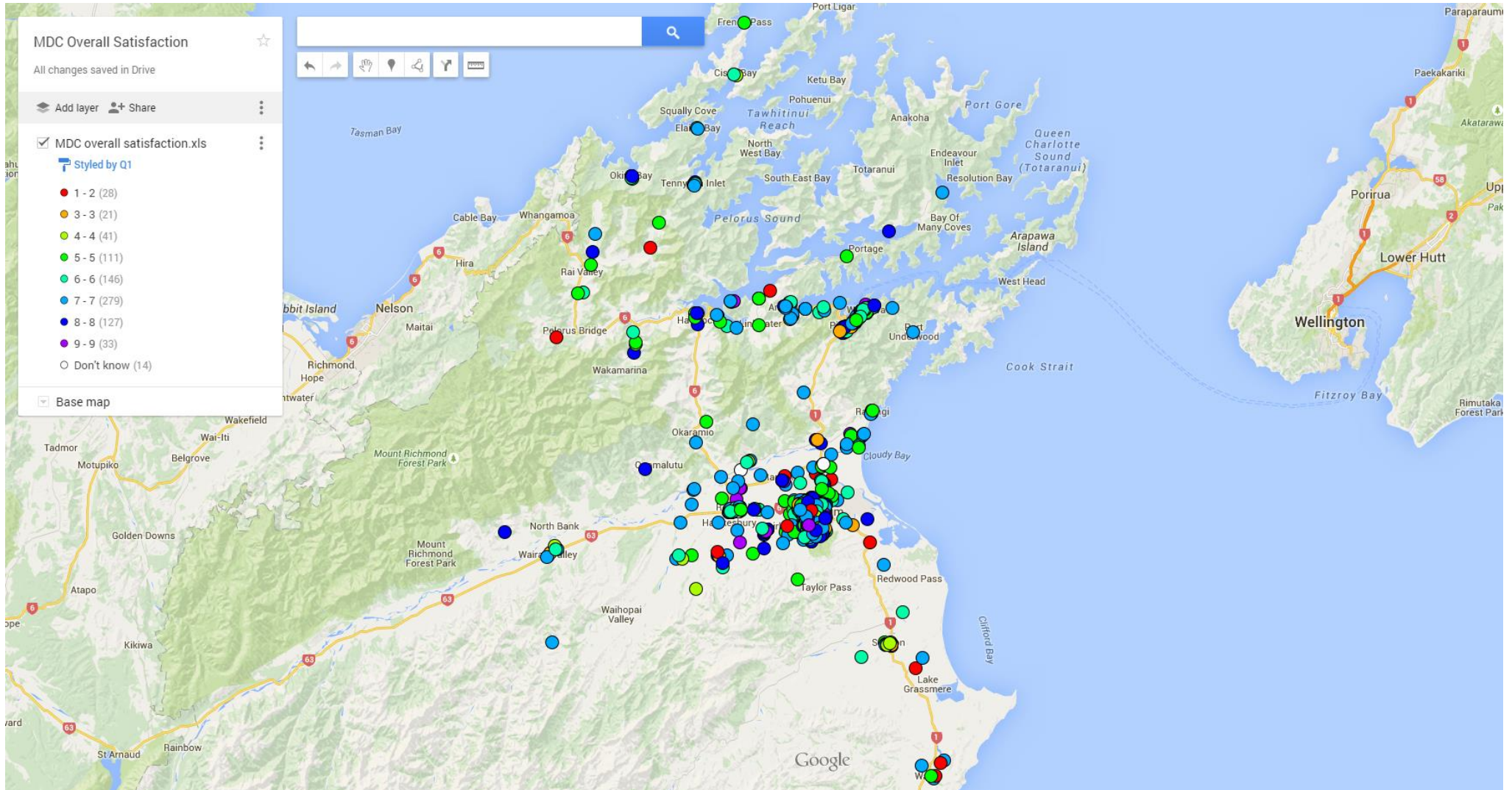


Figure 3 MDC Overall Satisfaction – Northern

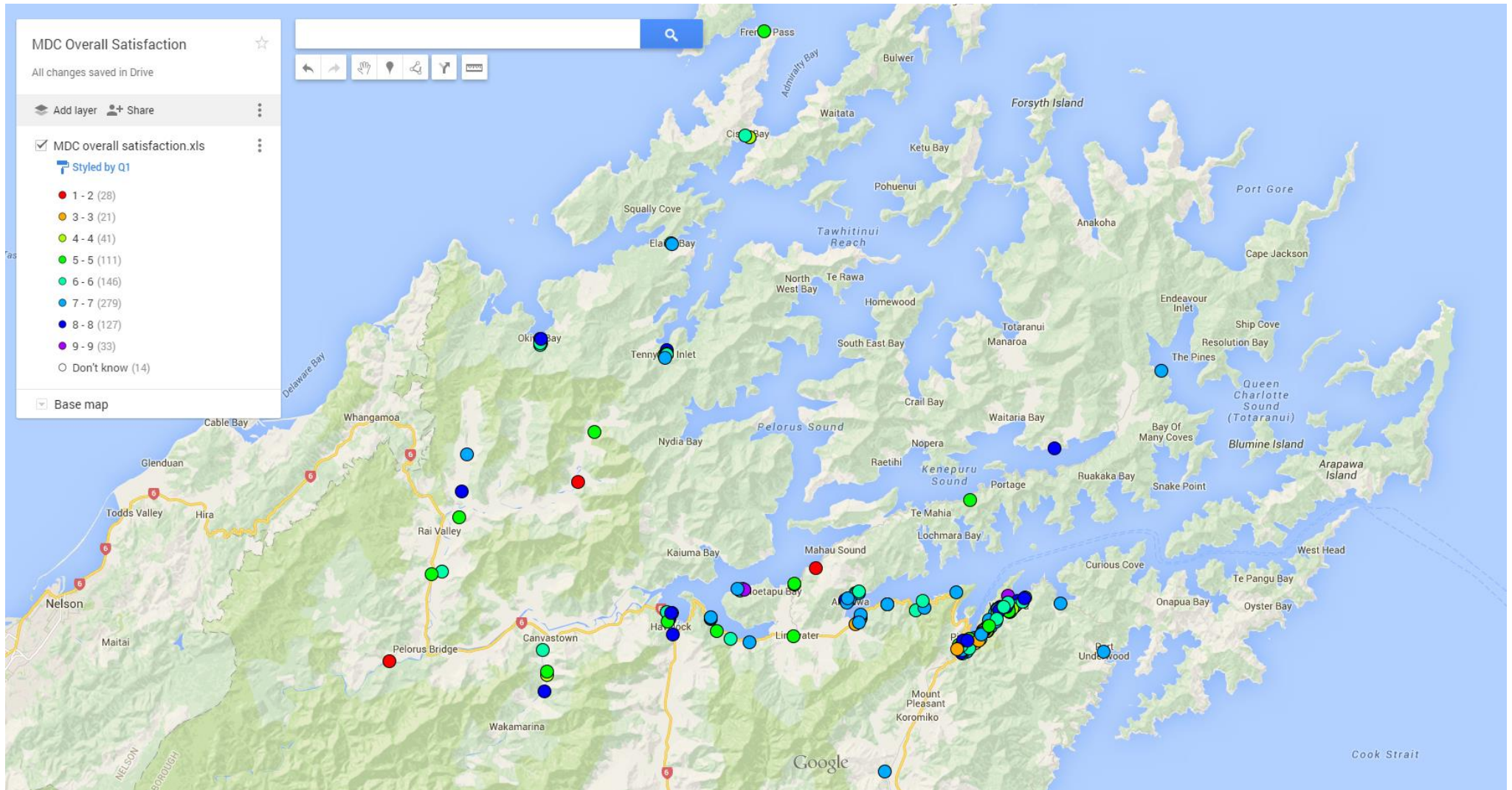
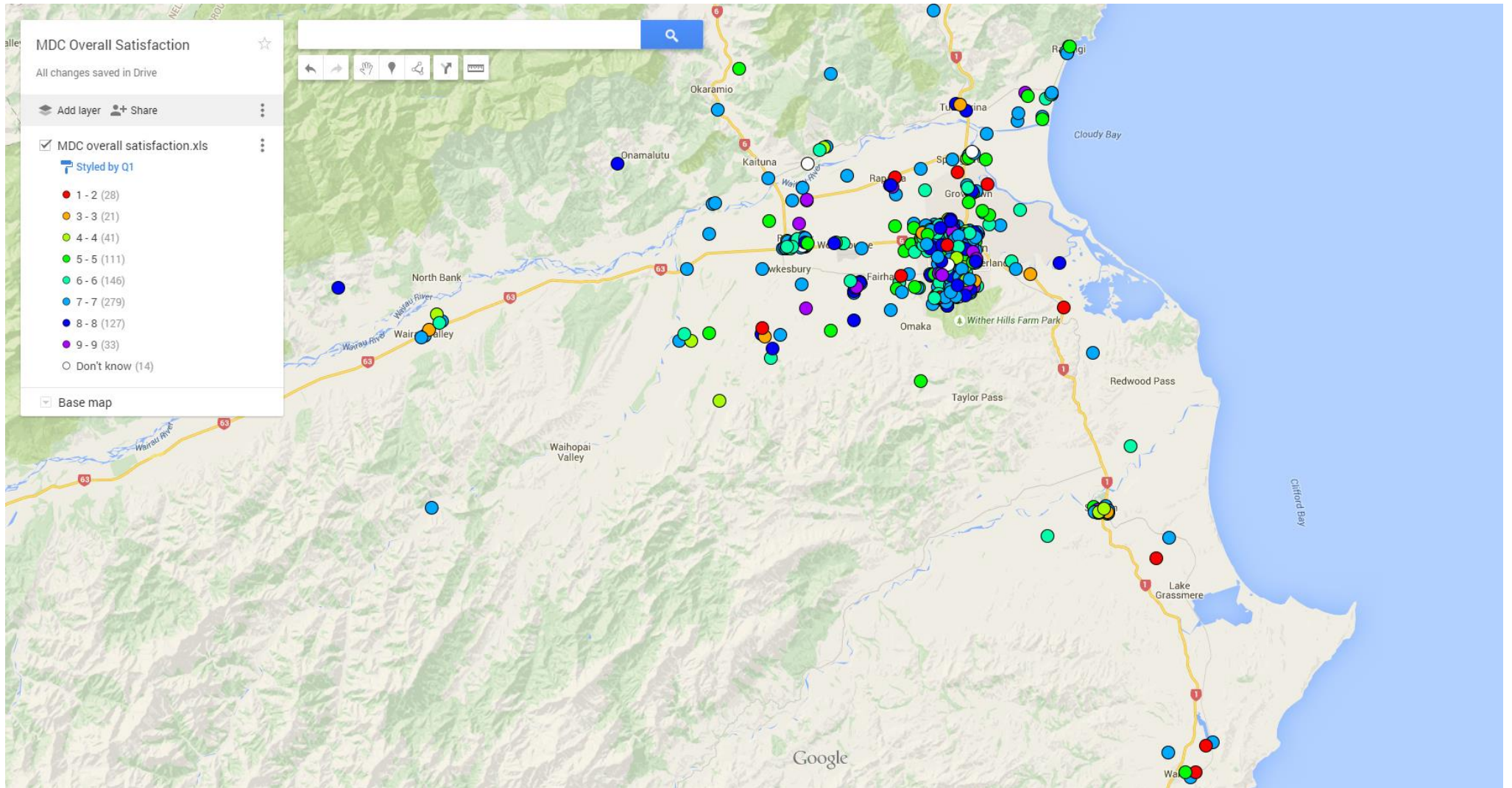


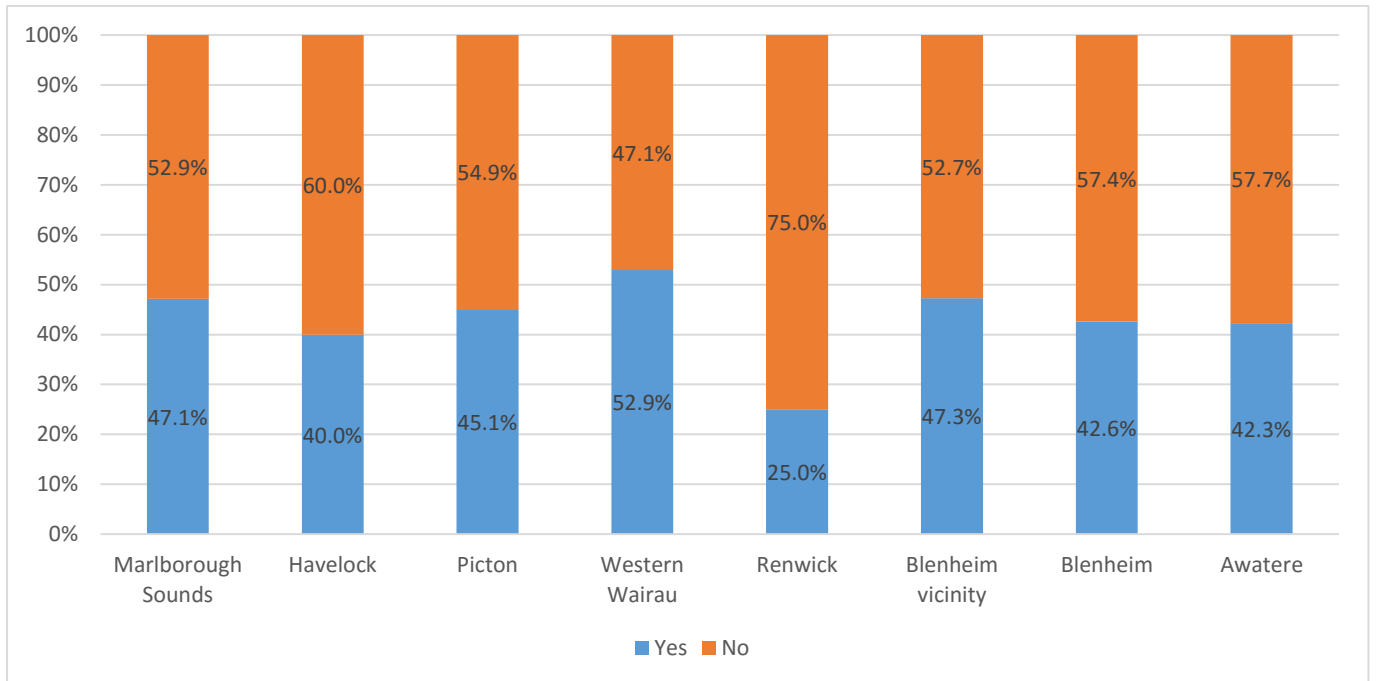
Figure 4 MDC Overall Satisfaction – Southern



## 2. Contact with council

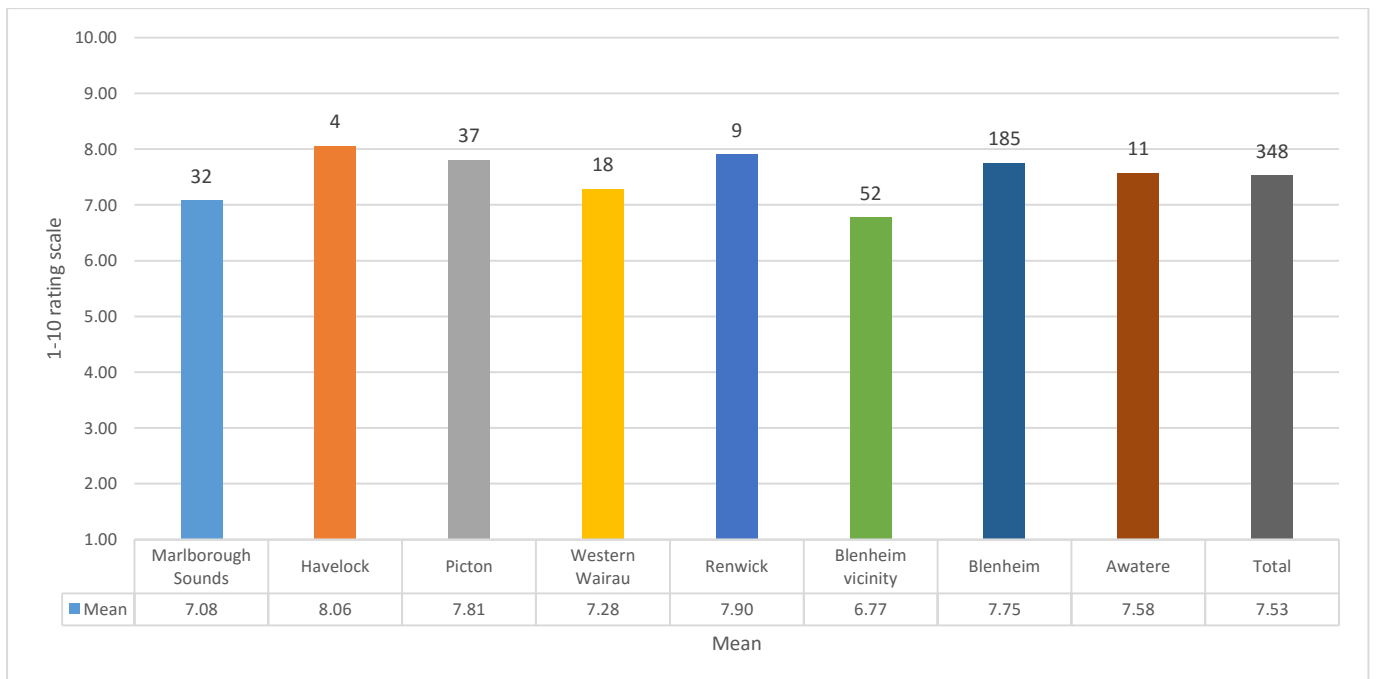
Residents were asked: “Have you had any direct contact with the Council in the past 12 months?” Those that indicated they did have contact were then asked “In what ways was that contact made” followed by “on a scale of 1 to 9 where 1= not at all well, 5 = neutral and 9 = extremely well, how would you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

Chart 9 Contact with Council



(n=800)

Chart 10 Contact with council mean satisfaction ratings by area



(n=348)

Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 filtered responses n=348) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 3 Contact with council satisfaction percentages by area

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

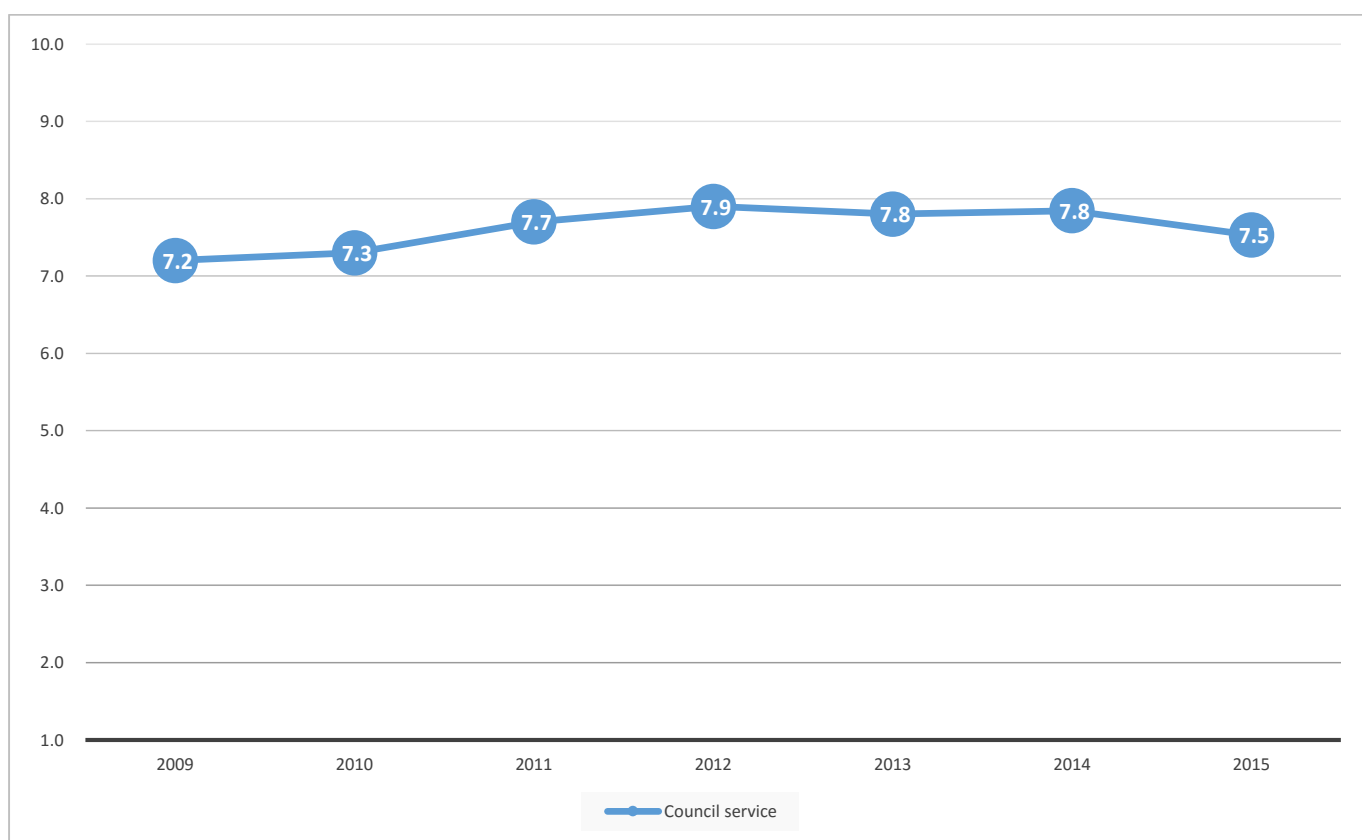
(n=376 – N/A removed)

**As presented in the charts and tables in this section:** Approximately 43.5% of residents indicated they had been in contact with the Council in the past 12 months. Satisfaction with Council contact was high at 79.3% with an average rating for contact at 7.5 on the 1-10 scale.

Table 4 Contact with council unprompted comments

	Positive	Count	Negative	Count
Council service	Very helpful	75	Other (please specify)	24
	Friendly service	62	No officer to take responsibility	21
	Good service	62	Too many people to get through	19
	Quick response/ no delay	46		
	Informative	31		
	Other (please specify)	21		

Chart 11 Trend analysis – Contact with council longitudinal proportionally recalibrated ratings



(n=348)

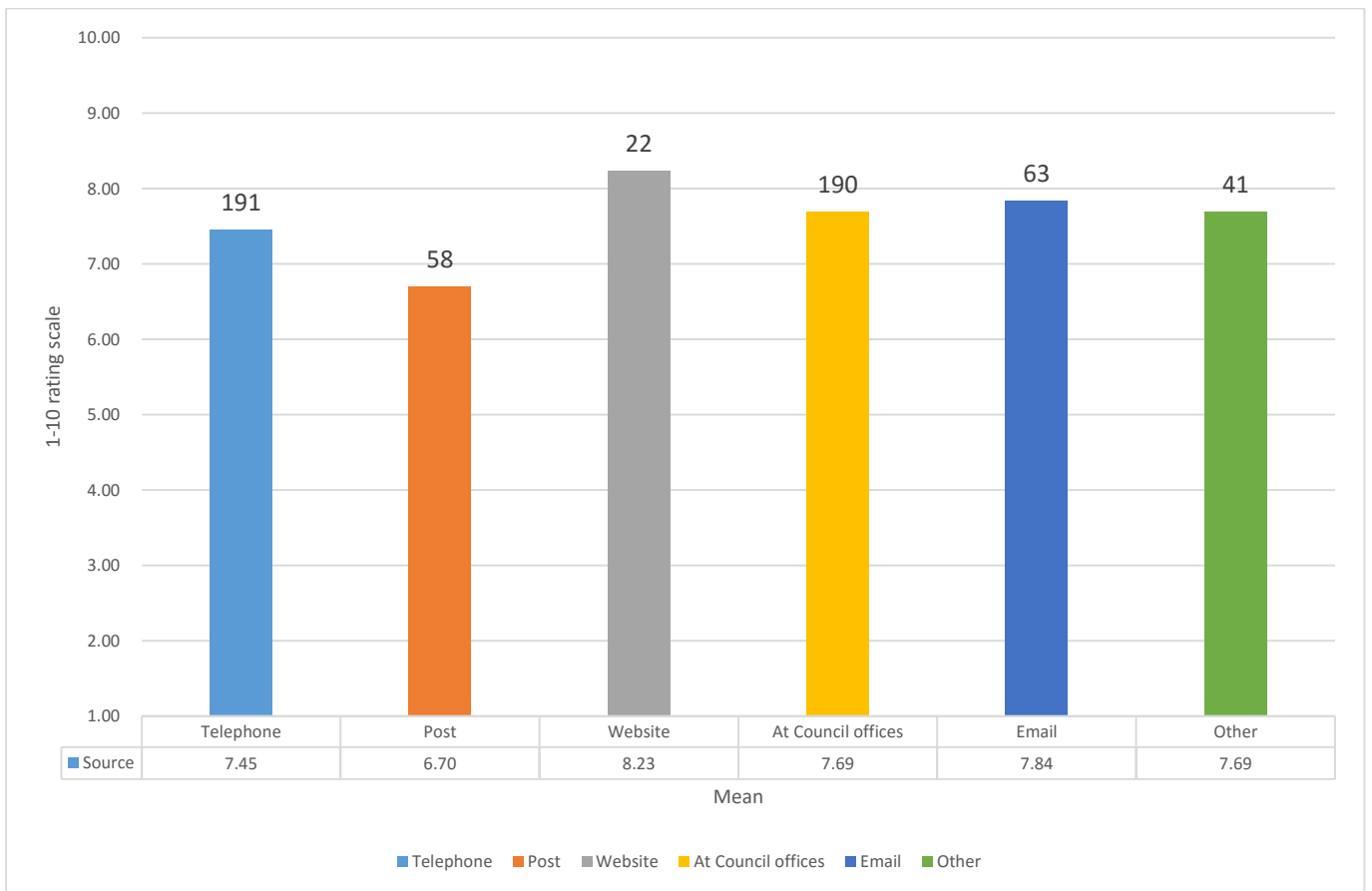
Using simple linear regression over the last few years the trend is for an improvement in overall satisfaction with Council services over time. The 2015 satisfaction rating was a little below this trend, with the overall rating close to the average of the previous surveys.

Table 5 Form of contact with Council

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Source	Telephone	45.5%	25.0%	38.9%	44.4%	44.4%	52.9%	55.2%	45.5%	50.7%
	Post	9.1%	25.0%	11.1%	5.6%	11.1%	17.6%	4.9%	18.2%	8.7%
	Website	9.1%	0.0%	5.6%	0.0%	0.0%	3.9%	8.2%	9.1%	6.7%
	At Council offices	42.4%	50.0%	33.3%	38.9%	44.4%	60.8%	51.9%	45.5%	49.3%
	Email	33.3%	0.0%	22.2%	27.8%	11.1%	15.7%	13.1%	9.1%	16.8%
	Other	9.1%	25.0%	13.9%	11.1%	0.0%	7.8%	4.9%	9.1%	7.2%
	Total	148.5%	125.0%	125.0%	127.8%	111.1%	158.8%	138.3%	136.4%	139.4%
Source	Telephone	15	1	14	8	4	27	101	5	175
	Post	3	1	4	1	1	9	9	2	30
	Website	3	0	2	0	0	2	15	1	23
	At Council offices	14	2	12	7	4	31	95	5	170
	Email	11	0	8	5	1	8	24	1	58
	Other	3	1	5	2	0	4	9	1	25
	Total	33	4	36	18	9	51	183	11	345

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

Chart 12 Contact source mean rating scores



(n=348)



### 3. Media and marketing

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

Chart 13 Awareness of Council media and marketing

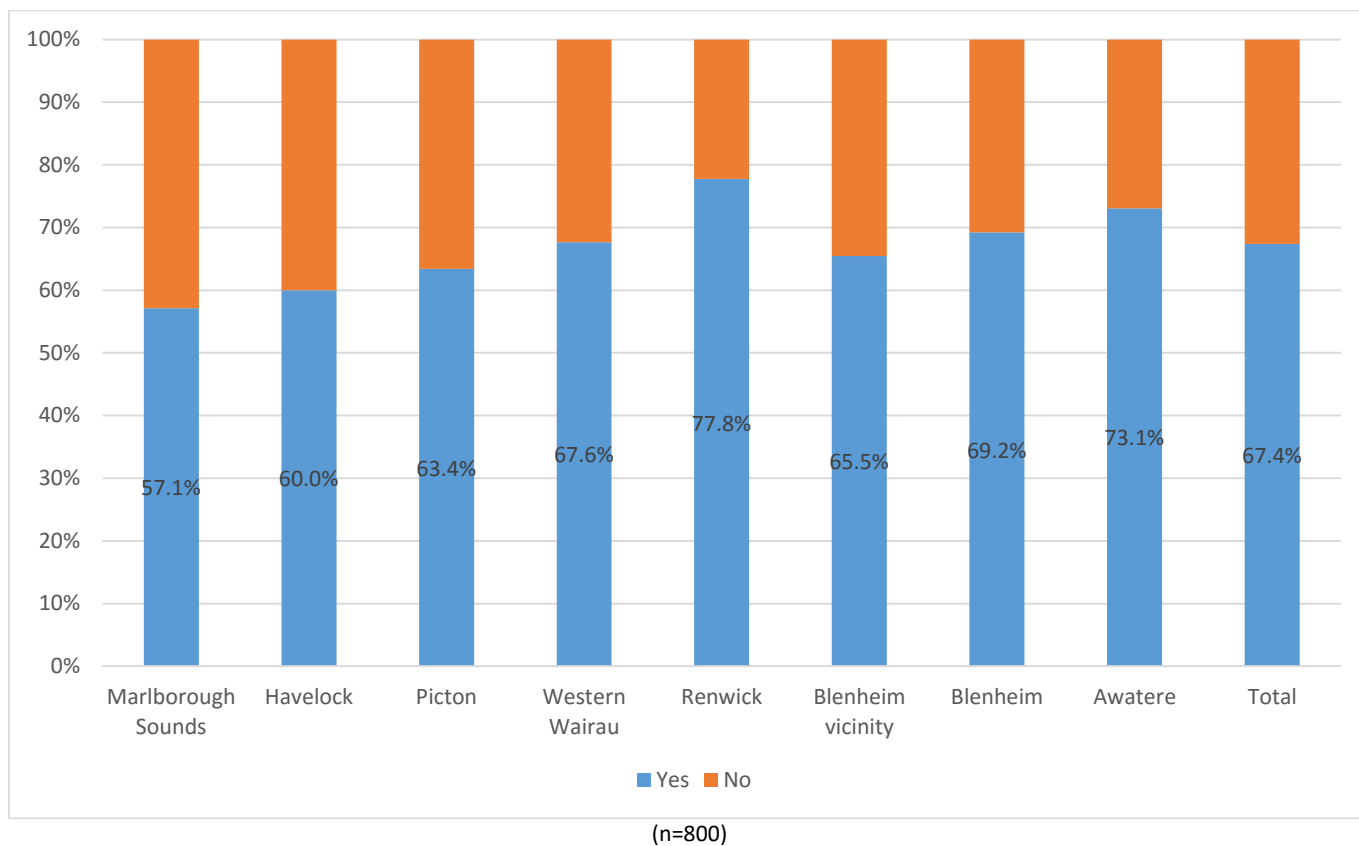


Table 6 Source of advertising

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

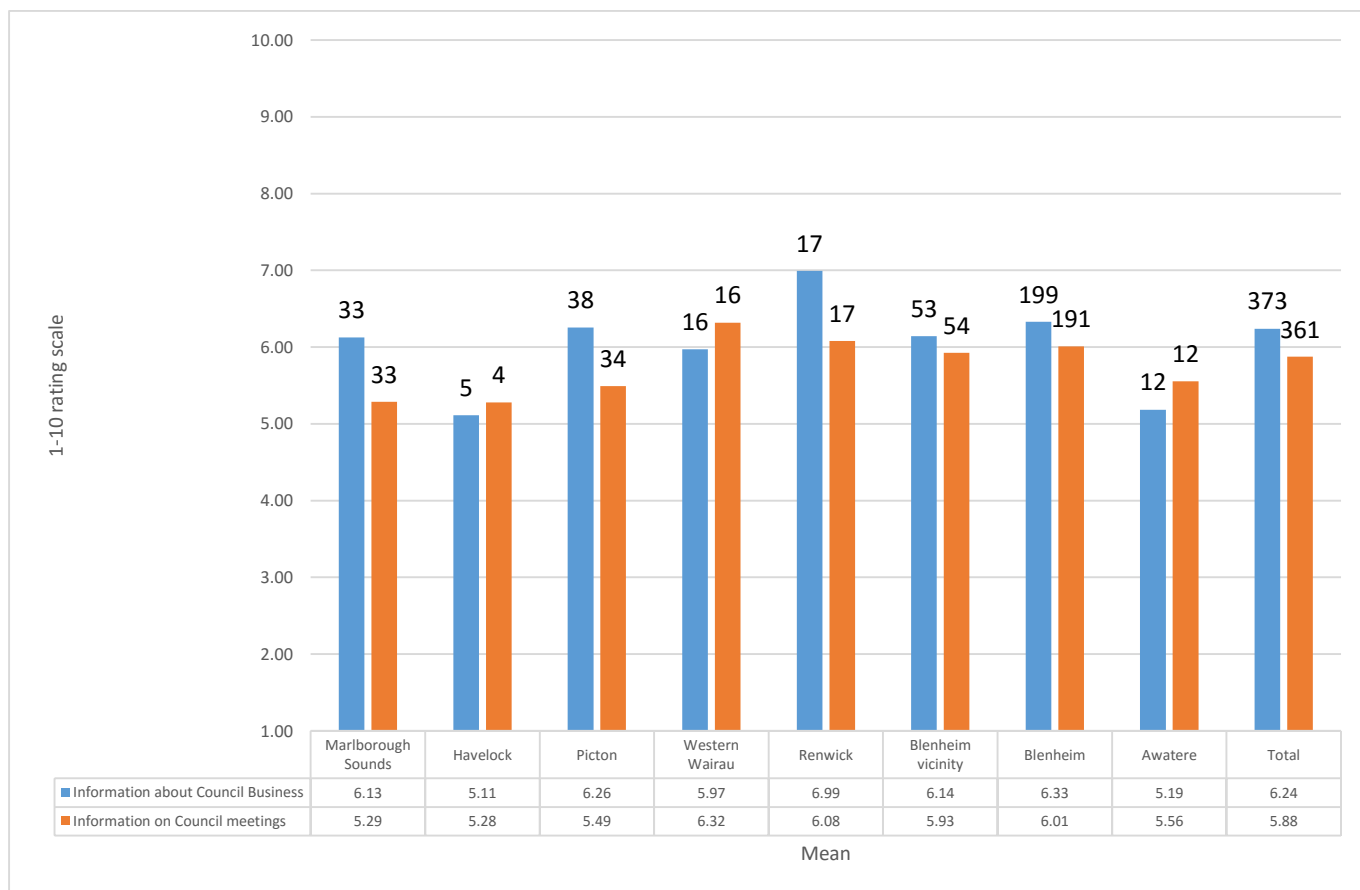
Note: Residents were able to mention multiple forms of media, therefore in some instances total exceed 100%

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

#### 4. Democratic process

Residents were informed that “The Council encourages residents to participate in the decision-making processes of the Council.” Residents were then asked: “On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these two services?” Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

Chart 14 Democratic process mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=361-373) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 7 Democratic process satisfaction percentages by area

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

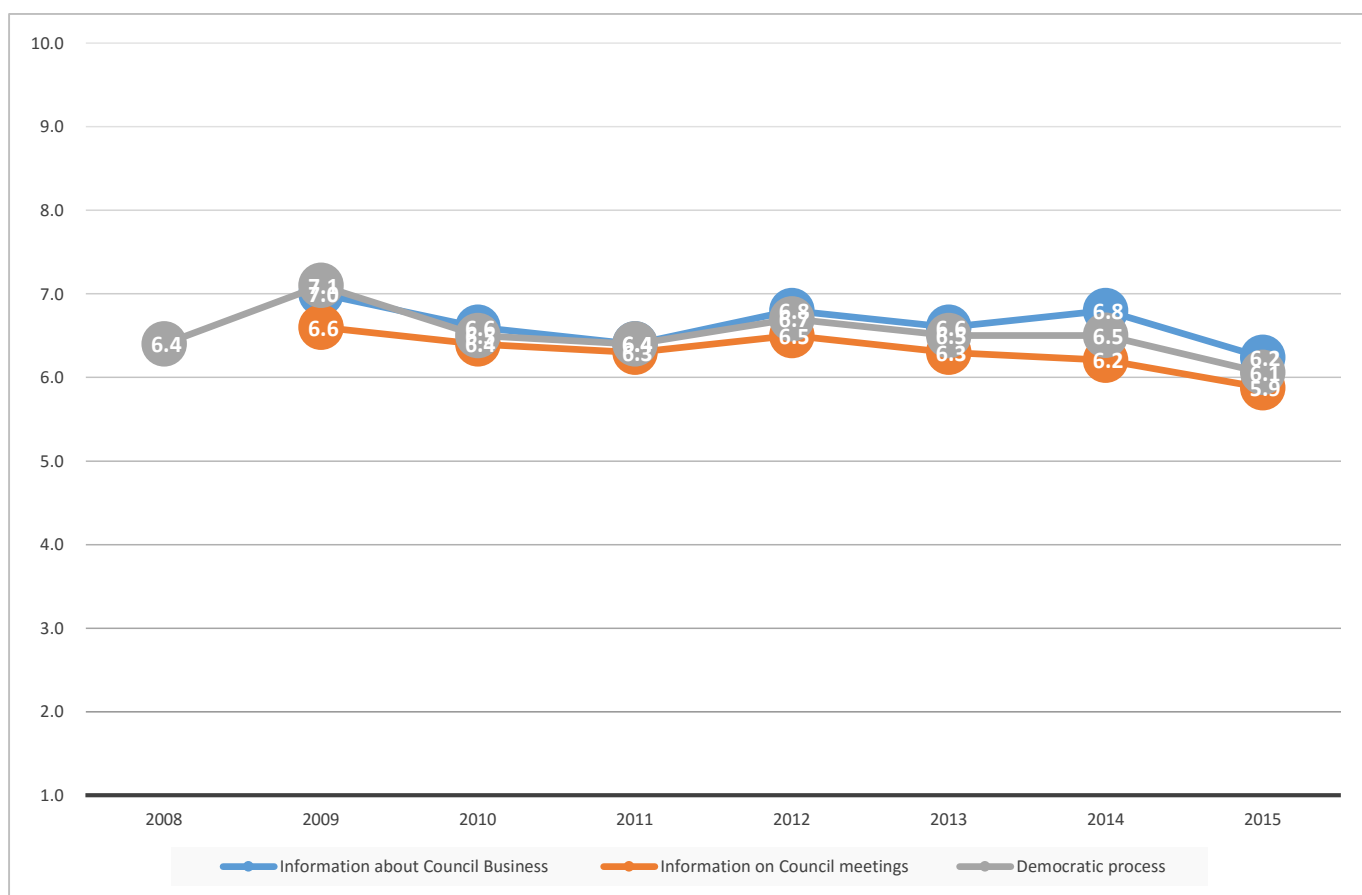
(n=361-373– N/A removed)

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

Table 8 Democratic process unprompted comments

	Positive	Count	Negative	Count
Information about Council Business	Advertise well in paper/media/leaflets in mailbox	22	Need to let locals know what's going on	57
	Information always available	15	Too much behind closed doors/ not enough information provided	53
	Good communication	11	Other	31
	Other	11		
	Do a good job	7		
	Provide a good service	5		
Information on Council meetings	Advertise well	17	Need to let locals know what's going on	54
	Good communication	10	Public not aware of meetings	53
	Other	6	Too many closed door meetings	48
	People are made aware of	3	Other	25
	Do a good job	3		

Chart 15 Trend analysis – Democratic process longitudinal proportionally recalibrated ratings



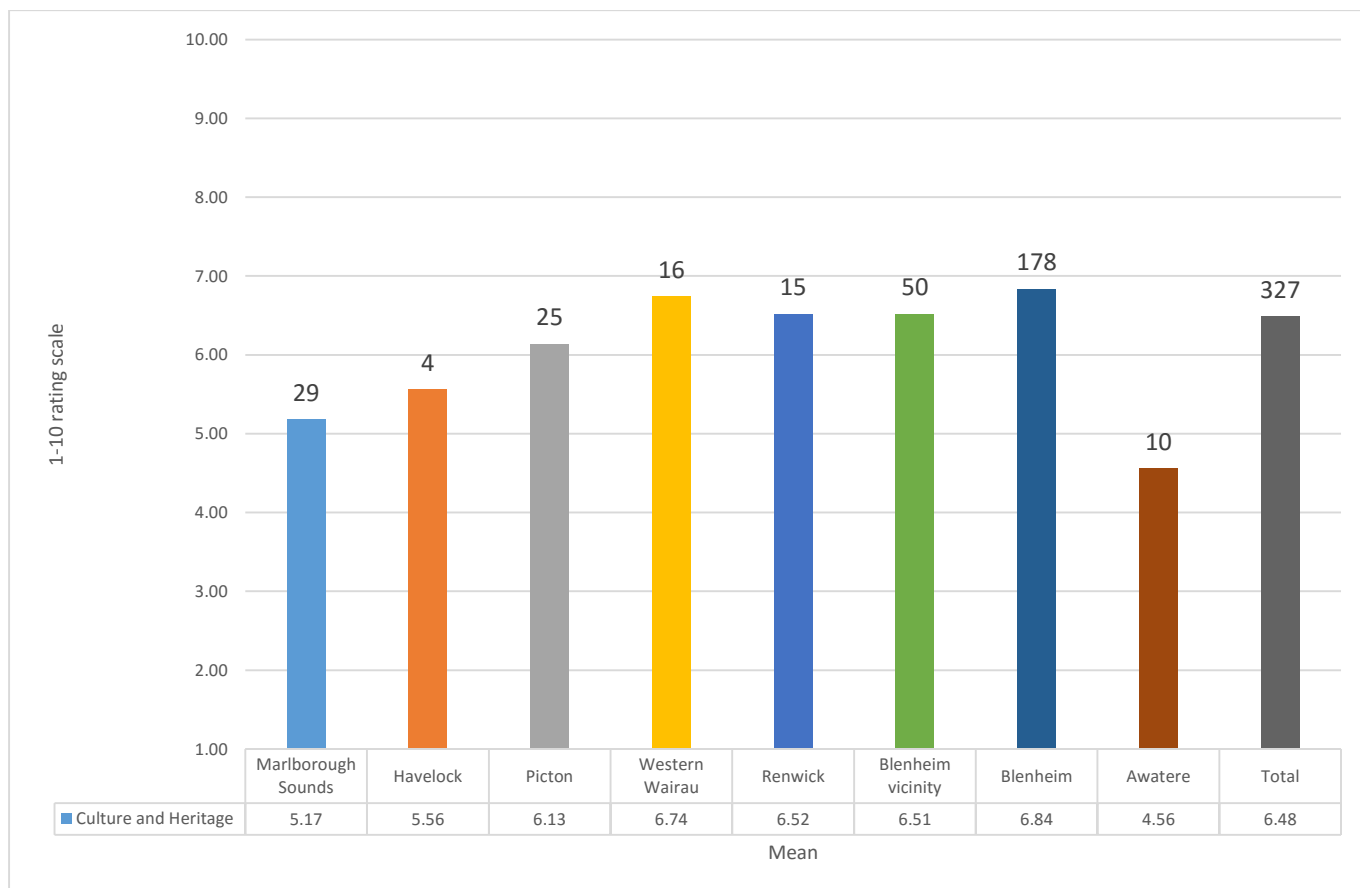
(2015 n=361-373)

Both *Information about Council business* and *Information on Council meetings* were at their historically lowest satisfaction levels. Furthermore, it is starting to look like there is a decreasing trend in satisfaction with the *Democratic process*, especially *Information on Council meetings*. These findings suggest that this is an area in which improvements can be made by MDC.

## 5. Culture and heritage

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

Chart 16 Culture and heritage mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=327) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 9 Culture and heritage satisfaction percentages by area

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

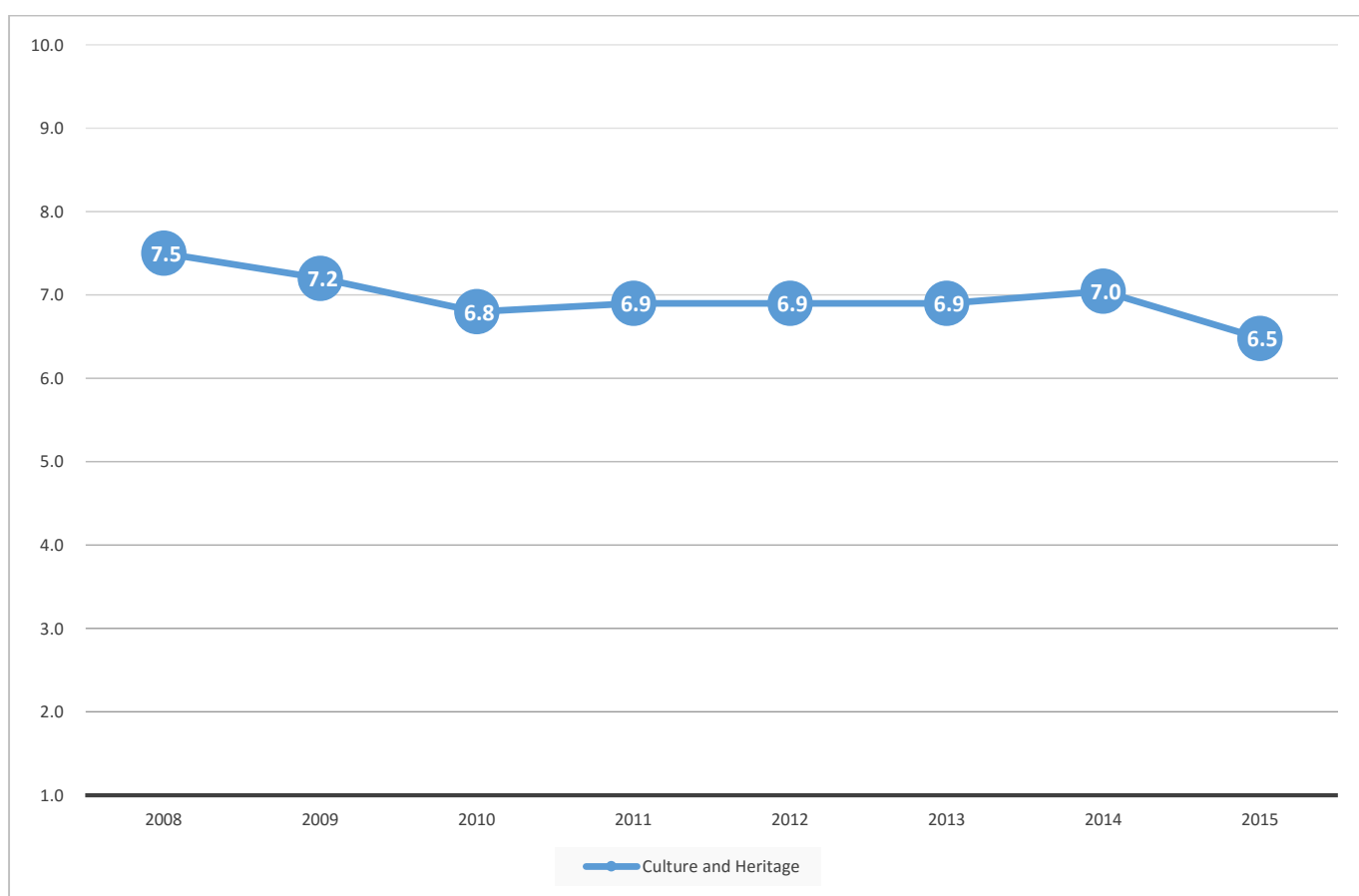
(n=327 – N/A removed)

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

Table 10 Culture and heritage unprompted comments

		Count
Positive	Good support	20
	Good	13
	Other	13
	Well covered/ large variety	10
	Excellent	9
	Provides good service	9
	Plenty of choice	1
Negative	Council needs to improve support	27
	Don't think rates should be used for culture and heritage	16
	Other	16
	Only some groups get helped out	14
	Too much money spent on it	9
	Council has cut funding	7

Chart 17 Trend analysis – Culture and heritage longitudinal proportionally recalibrated ratings



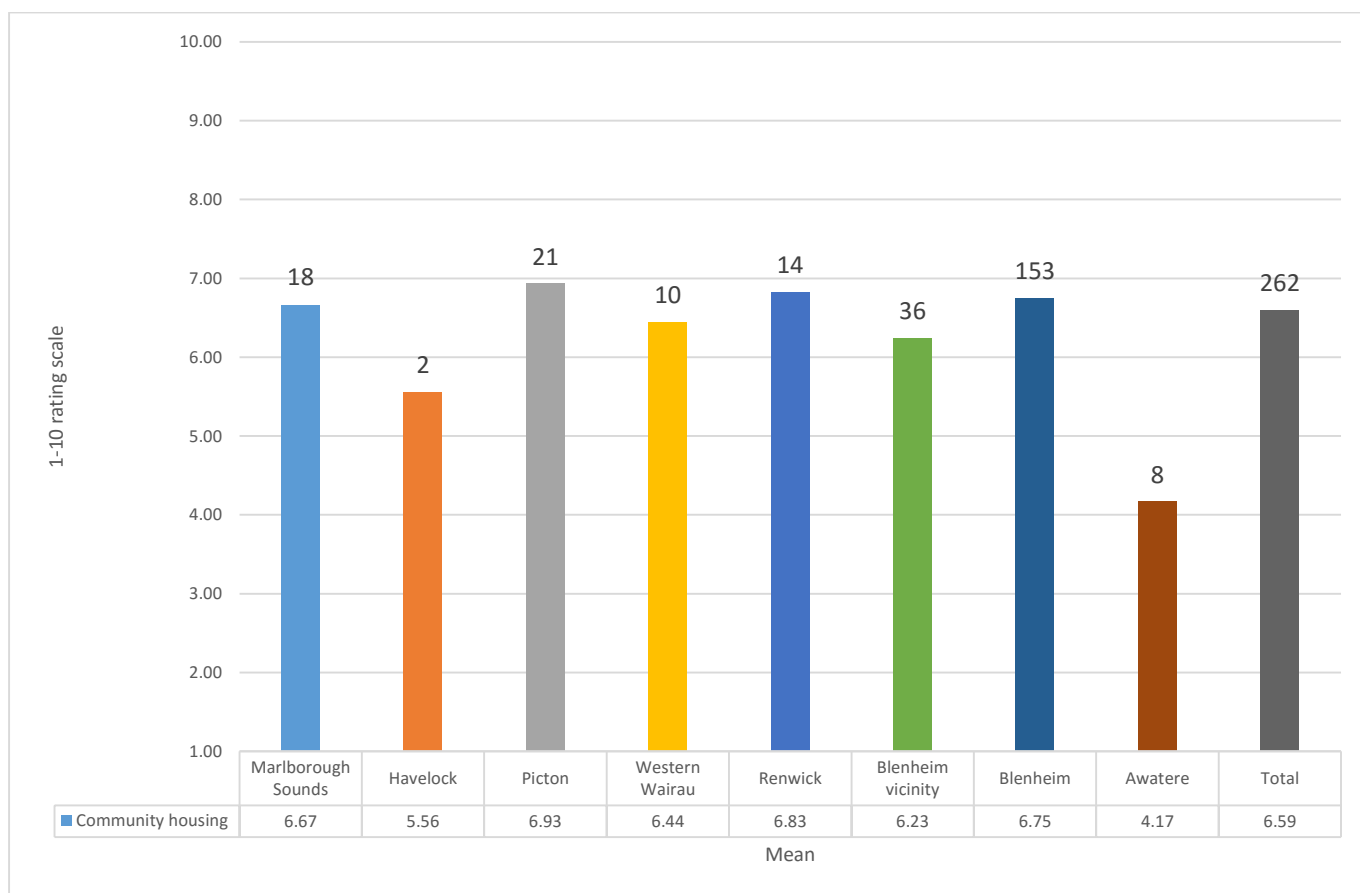
(2015 n=327)

Based on a simple linear regression, MDC’s performance rating for *Culture and heritage* is decreasing gradually over time, although this seems to be weighted more on historical positive results and a low-ish rating this year.

## 6. Community housing

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

Chart 18 Community housing mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=262) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 11 Community housing satisfaction percentages by area

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

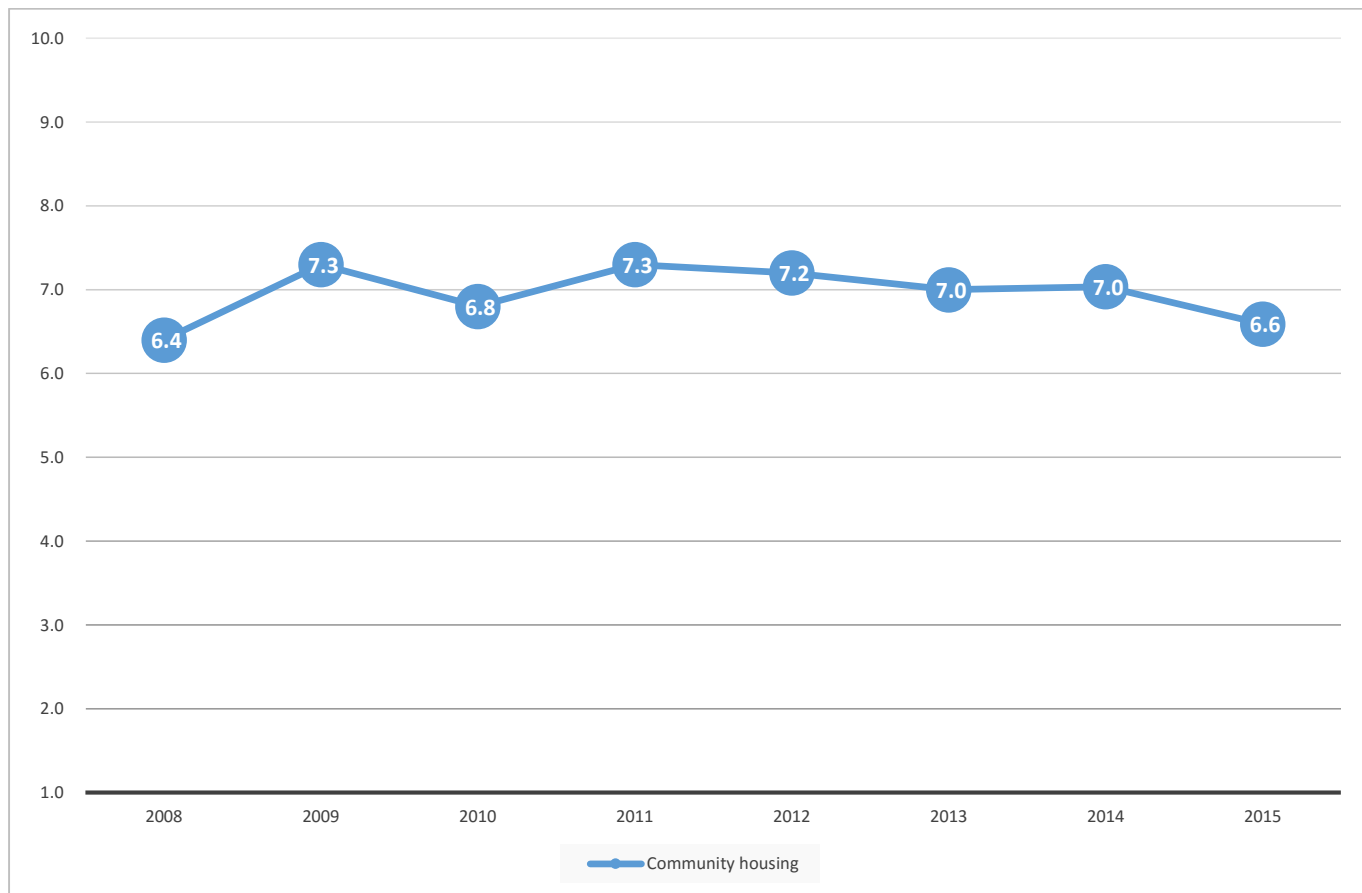
(n=262– N/A removed)

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

Table 12 Community housing unprompted comments

		<i>Count</i>
<i>Positive</i>	Other	20
	Well maintained/ good upkeep	16
	Readily available to those that need them	4
<i>Negative</i>	Not enough council housing	21
	Other	20
	Council need to improve maintenance	13

Chart 19 Trend analysis – Community housing longitudinal proportionally recalibrated ratings



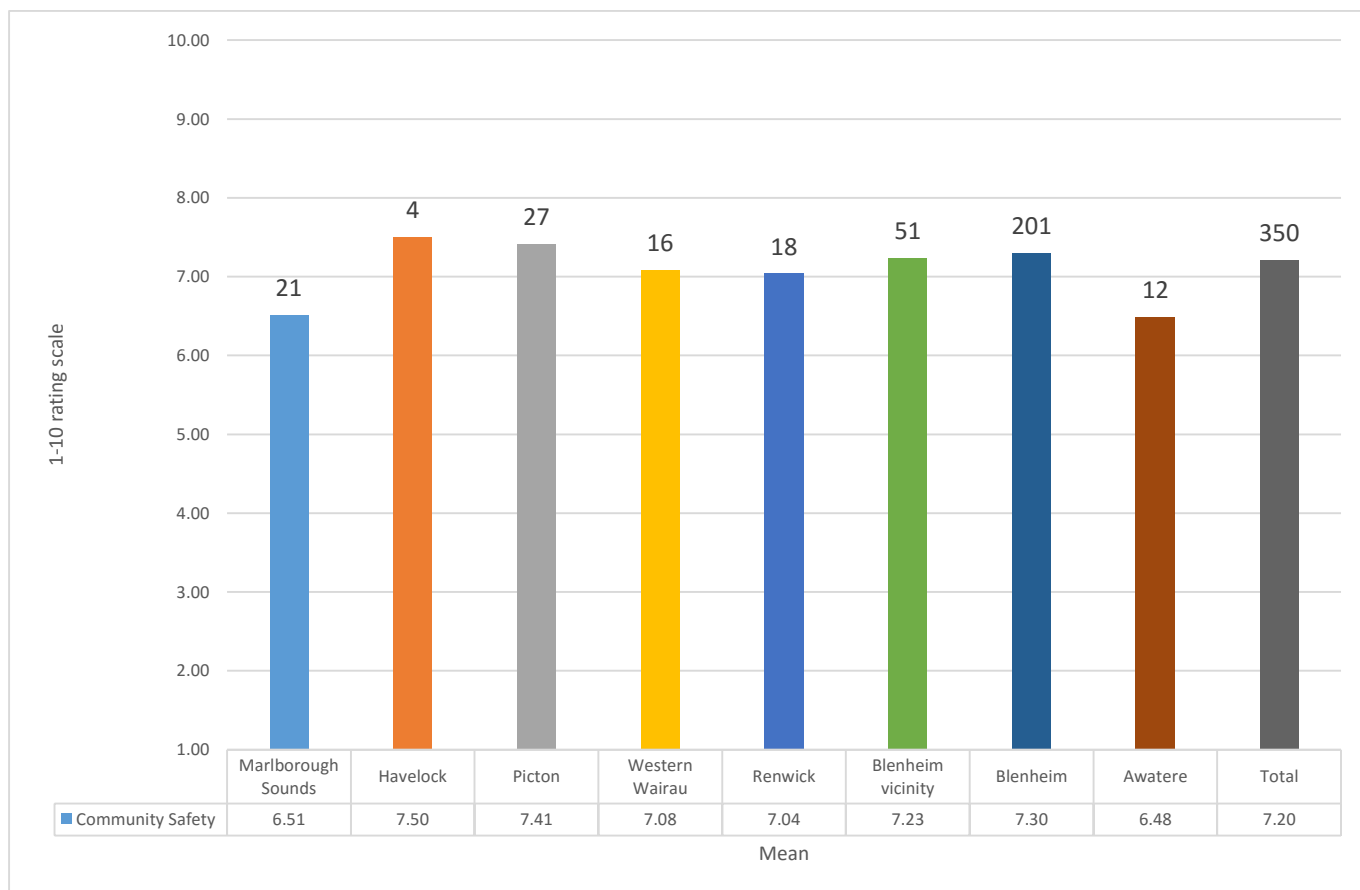
(2015 n=262)

Based on a simple linear regression, MDC’s average performance rating for *Community housing* is not changing over time

## 7. Community safety

Residents were informed that “The Council works closely with agencies in the policing, education and health sectors to address some of the root causes of behaviours that affect community safety. Security cameras in the Blenheim CBD and street safety patrols are examples of the services provided.” Residents were then asked: “On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service?”

Chart 20 Community safety mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=350) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 13 Community safety satisfaction percentages by area

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

(n=350– N/A removed)

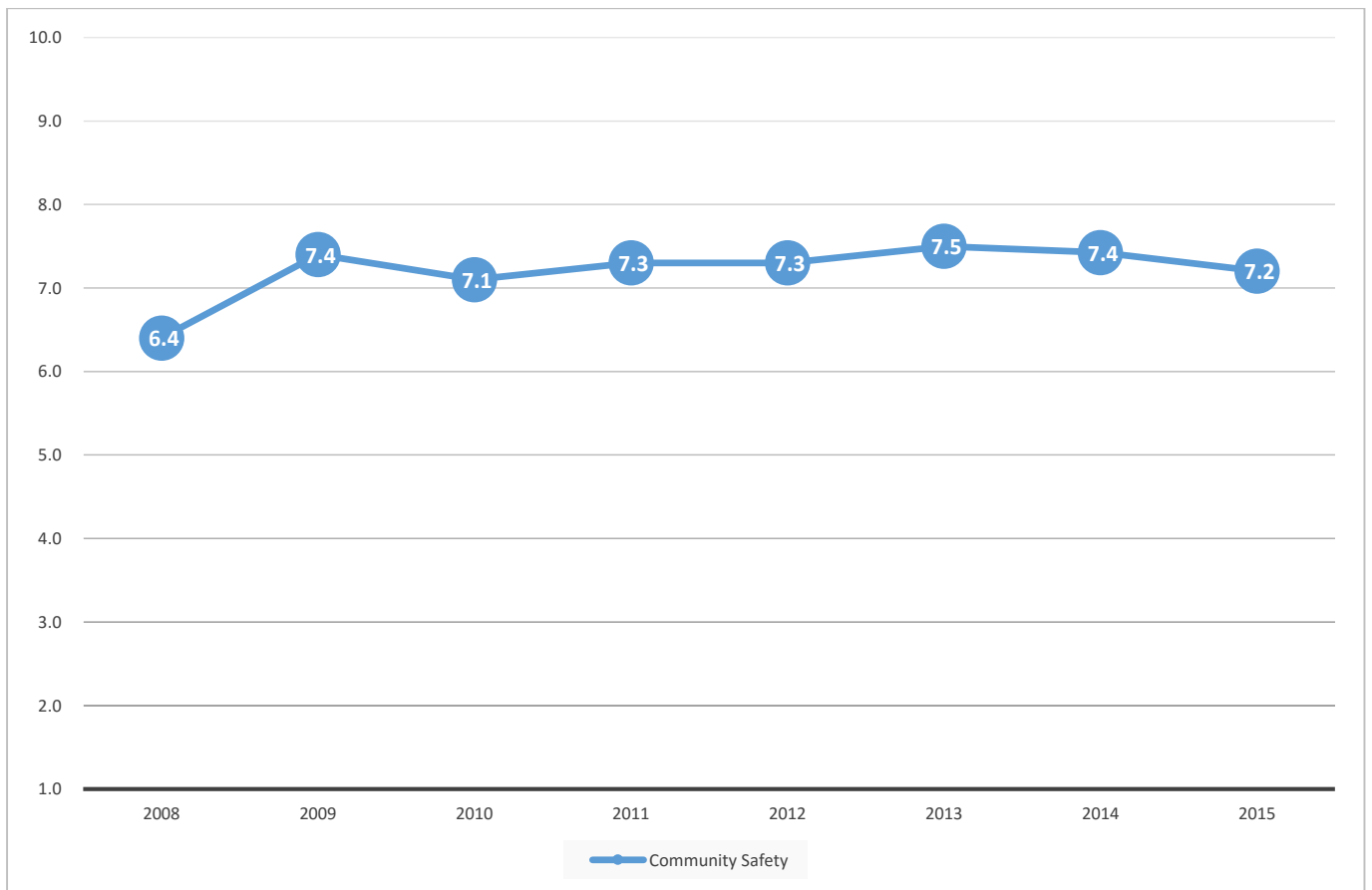
**As presented in the charts and tables in this section:** Community safety was ranked the third highest priority in 2014; in 2015 There were many positive comments supporting high ratings, such as *Doing good job with security and the cameras, simply doing a good job and feel safe*. Comments suggestive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



Table 14 Community safety unprompted comments

		Count
Positive	Doing good job with security and the cameras	33
	Do a good job	30
	Feel safe	24
	Other	16
	Security system is good	12
	No problems	11
	Excellent	9
	Community awareness	8
	Safe here	8
	See plenty of Police around	8
	Good Policing	6
	Negative	Other
Not safe to walk in Blenheim streets at night		14
Needs more policing		11
Need more cameras		8
Youth roaming streets		7
More of a Police issue		5

Chart 21 Trend analysis – Community safety longitudinal proportionally recalibrated ratings



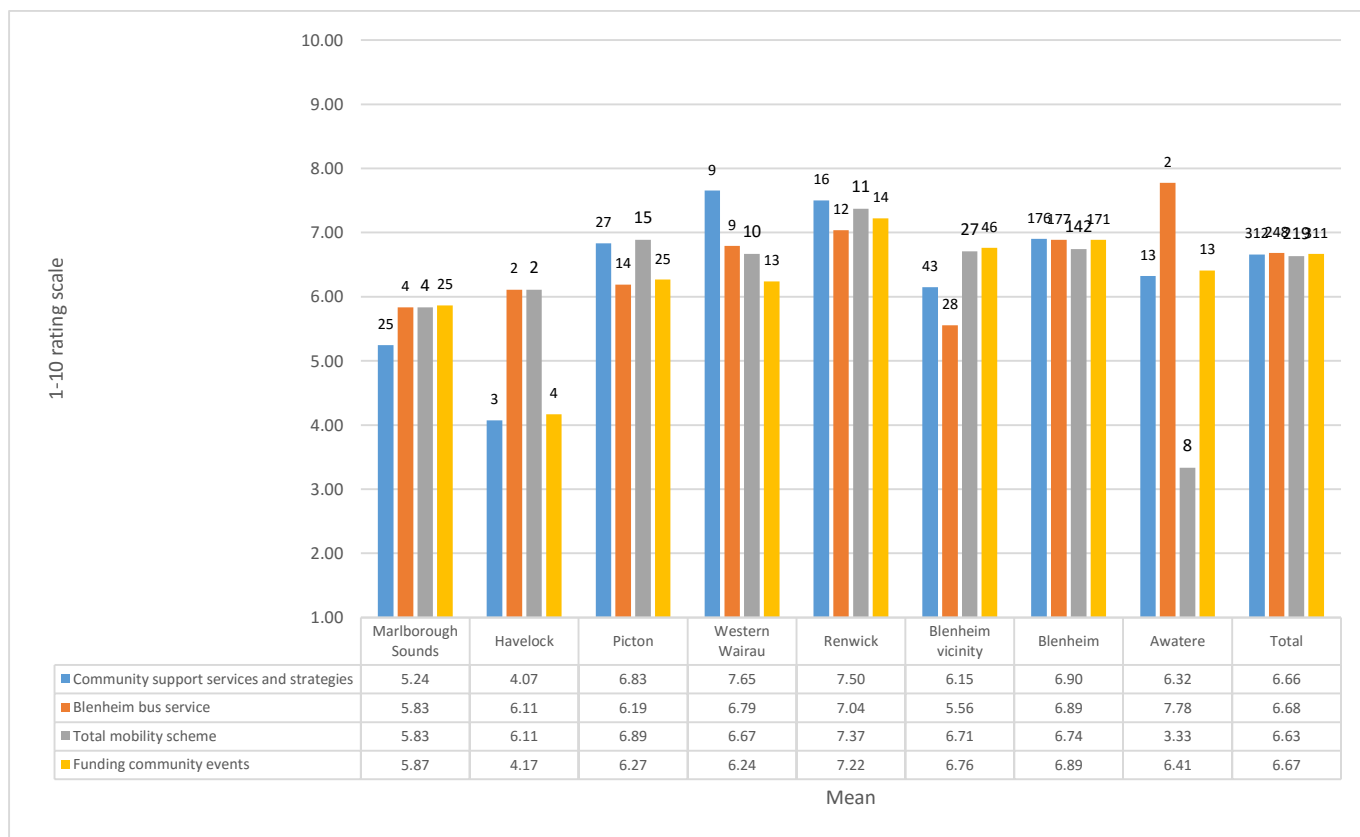
(2015 n=350)

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

## 8. Community support

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

Chart 22 Community support mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=219-312) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 15 Community support satisfaction percentages by area

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

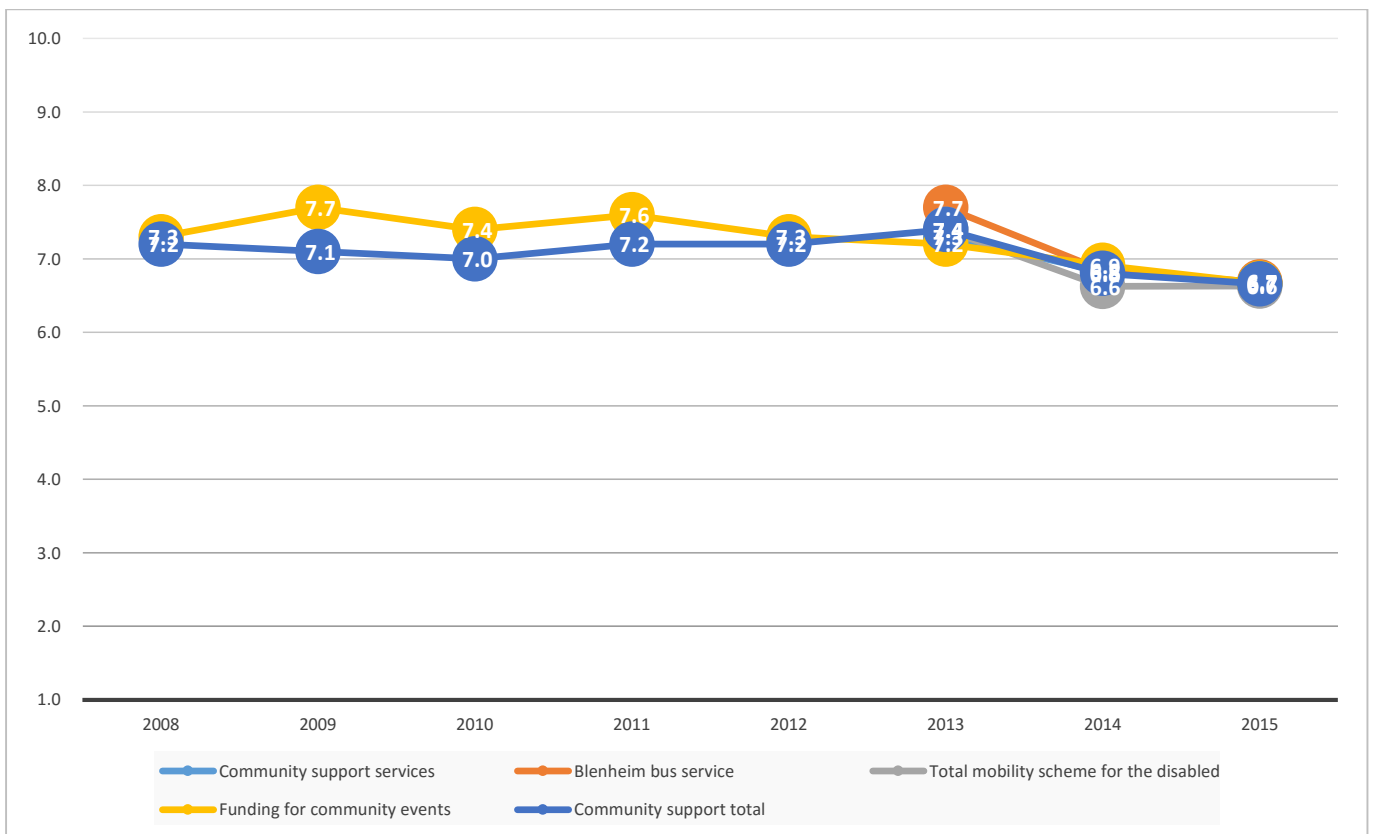
(n=219-312– N/A removed)

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

Table 16 Community support unprompted comments

	Positive	Count	Negative	Count
Community support services	Good/ do the job well	19	Needs more funding	23
	Other	10	Room for improvement in funding allocations	20
	Lots of activities	9	Other	12
	Help always available	8	Need more elderly	10
	Support people in trouble/ people to talk to if needed	5	More attention needed for youth activities	8
	Doing a good job with young people	3		
Blenheim bus service	Reliable	30	Insufficient services	30
	Other	20	Poor timetable	26
	Frequent services	14	Other	14
	Good drivers	10	Unreliable	8
	Clean	1	Bad drivers	7
Total mobility scheme			Dirty busses	4
	Good that it's provided	13	Other	12
	Other	13	Shouldn't be paid for by ratepayers	8
Funding community events	Friendly drivers	2		
	Good range of events	23	Other	18
	Do a great job. Events good	10	Needs to reach all areas of district	11
	Well advertised	10	Currently ineffective	7
	Well promoted	6	More specific focus required, too general	6
	Other	5	Cost is too high for outcome	5
			Events should be advertised more	2

Chart 23 Trend analysis – Community support longitudinal proportionally recalibrated ratings



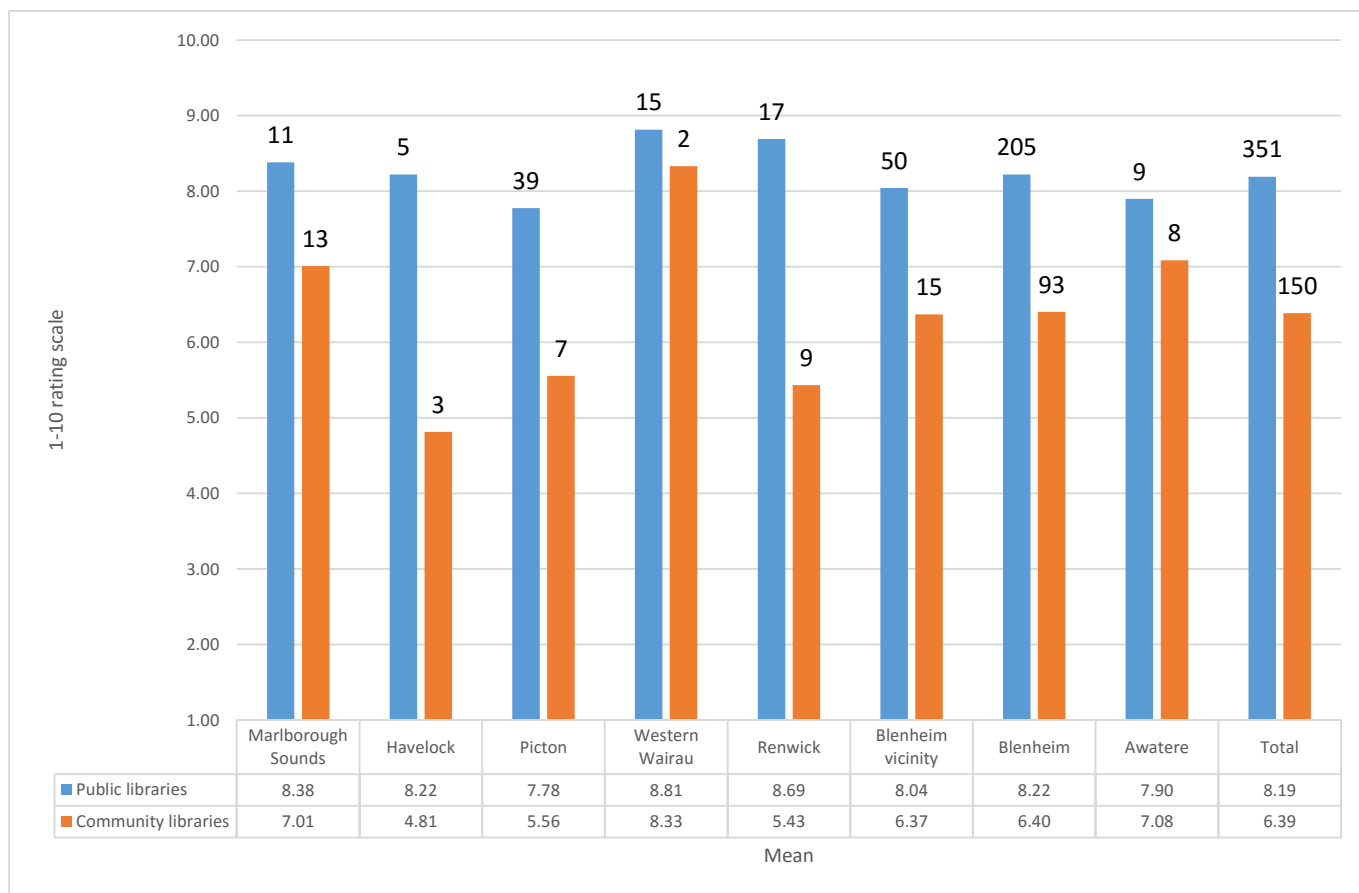
(2015 n=219-312)

In 2015 the drop in overall average satisfaction rating compared to 2008 - 2013 that was first seen in 2014 was again apparent. While the average rating was a little lower in 2015 compared to 2014, the satisfaction rate as a percentage was higher in all areas of *Community support services and strategies* (see comment on previous page).

## 9. Library services

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

Chart 24 Library services mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=150-351) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 17 Library services satisfaction percentages by area

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

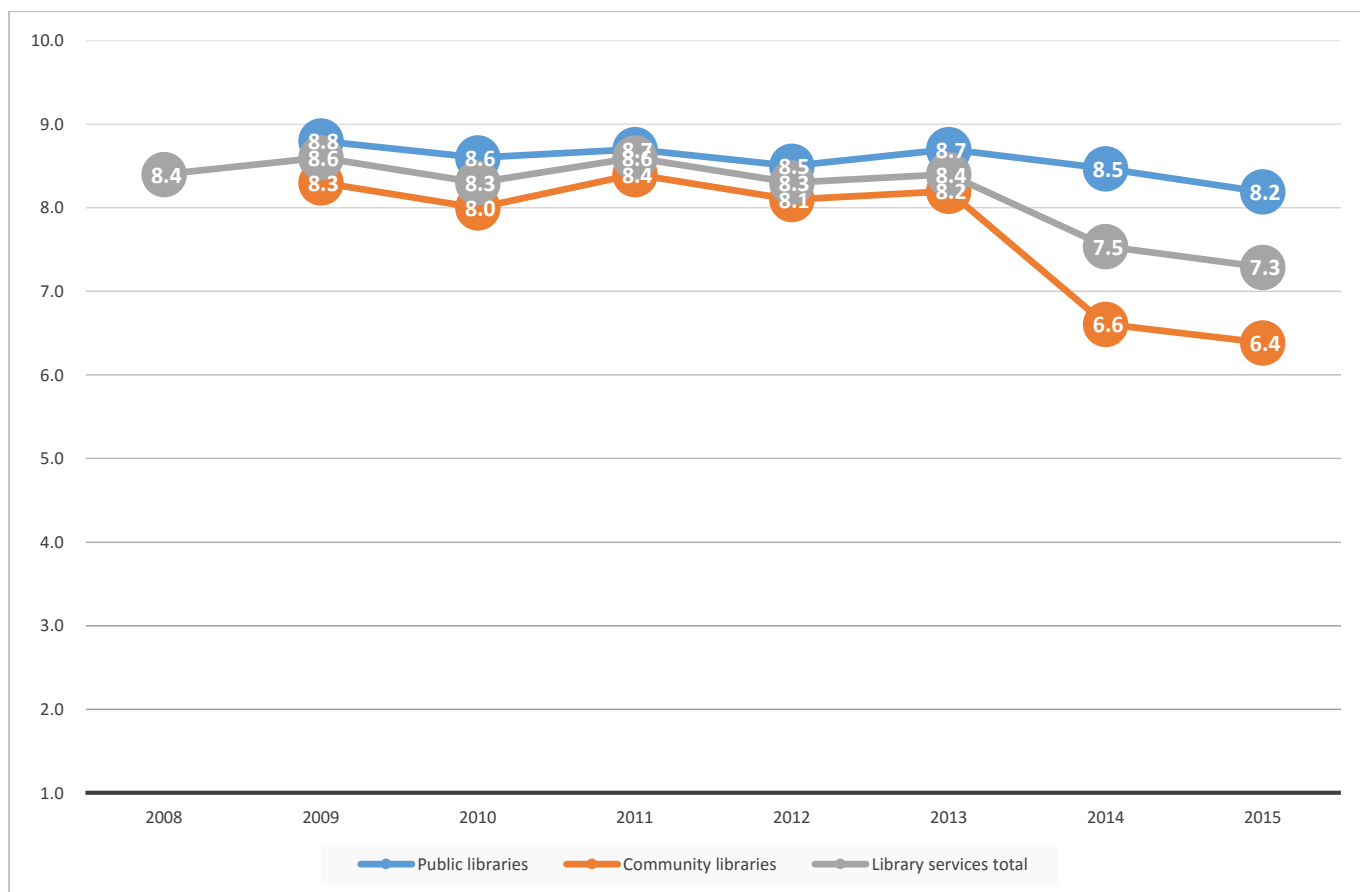
(n=150-351– N/A removed)

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

Table 18 Library services unprompted comments

	Positive	Count	Negative	Count
Public libraries	Good service/ staff helpful	119	Other	11
	Good range of books	98	Library needs and upgrade	5
	Good range of services	82	Insufficient books	2
	Good facilities/ PCs etc.	46	Ratepayers shouldn't have to pay library charges	2
	Other	36	Too much mouse/ "SKYPE" chats	1
	Opening hours good	34		
	Clean	22		
	Accessible	16		
Community libraries	Good range of books	5	Other	8
	Good facilities/ PCs etc.	3	Insufficient books	4
	Good service/ staff helpful	3	Library needs and upgrade	3
	Good range of services	2	Ratepayers shouldn't have to pay library charges	2
	Clean	1	Too much mouse/ "SKYPE" chats	1
	Opening hours good	1		

Chart 25 Trend analysis – Library services longitudinal proportionally recalibrated ratings



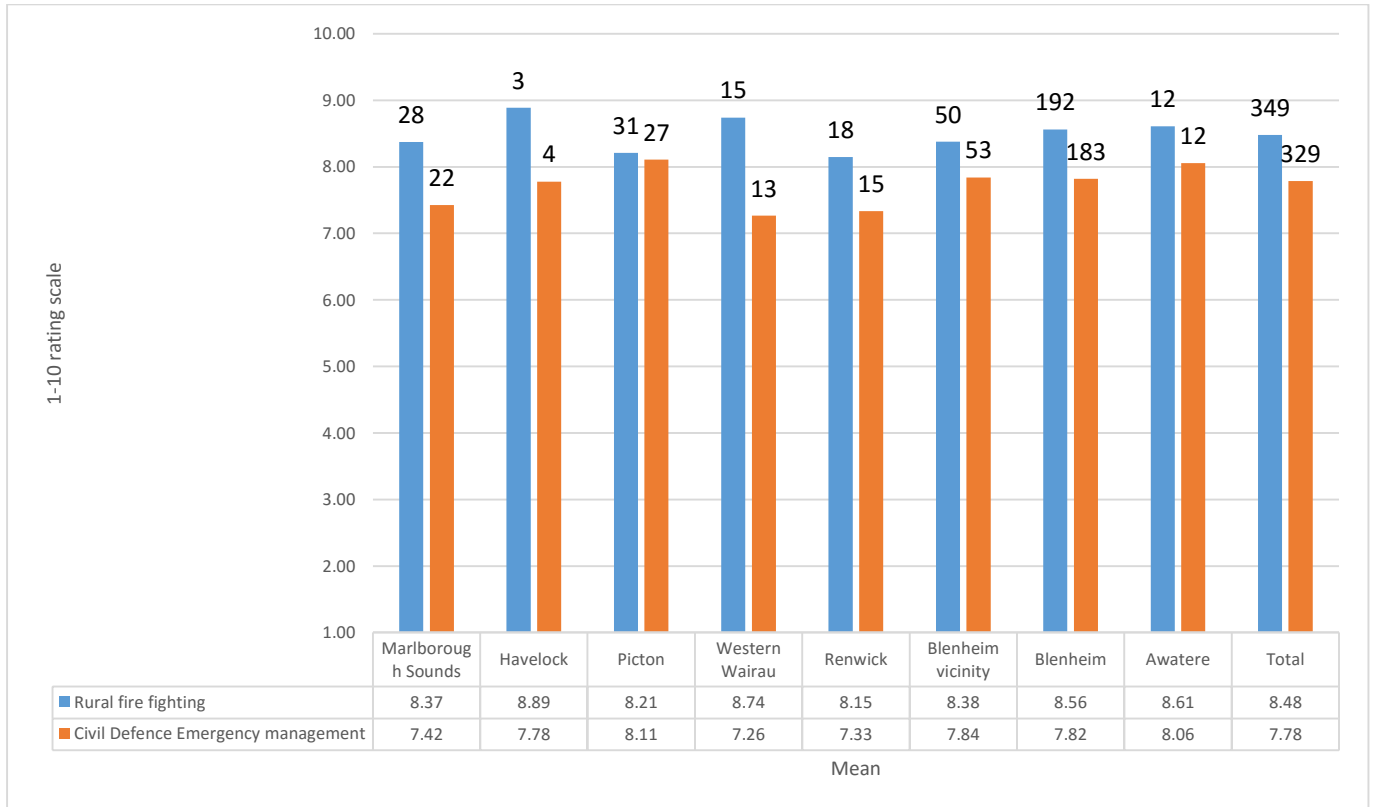
(2015 n=150-351)

Based on a simple linear regression Public library average satisfaction ratings are decreasing a little over time.

## 10. Emergency management

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

Chart 26 Emergency management mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=329-339) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 19 Emergency management satisfaction percentages by area

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

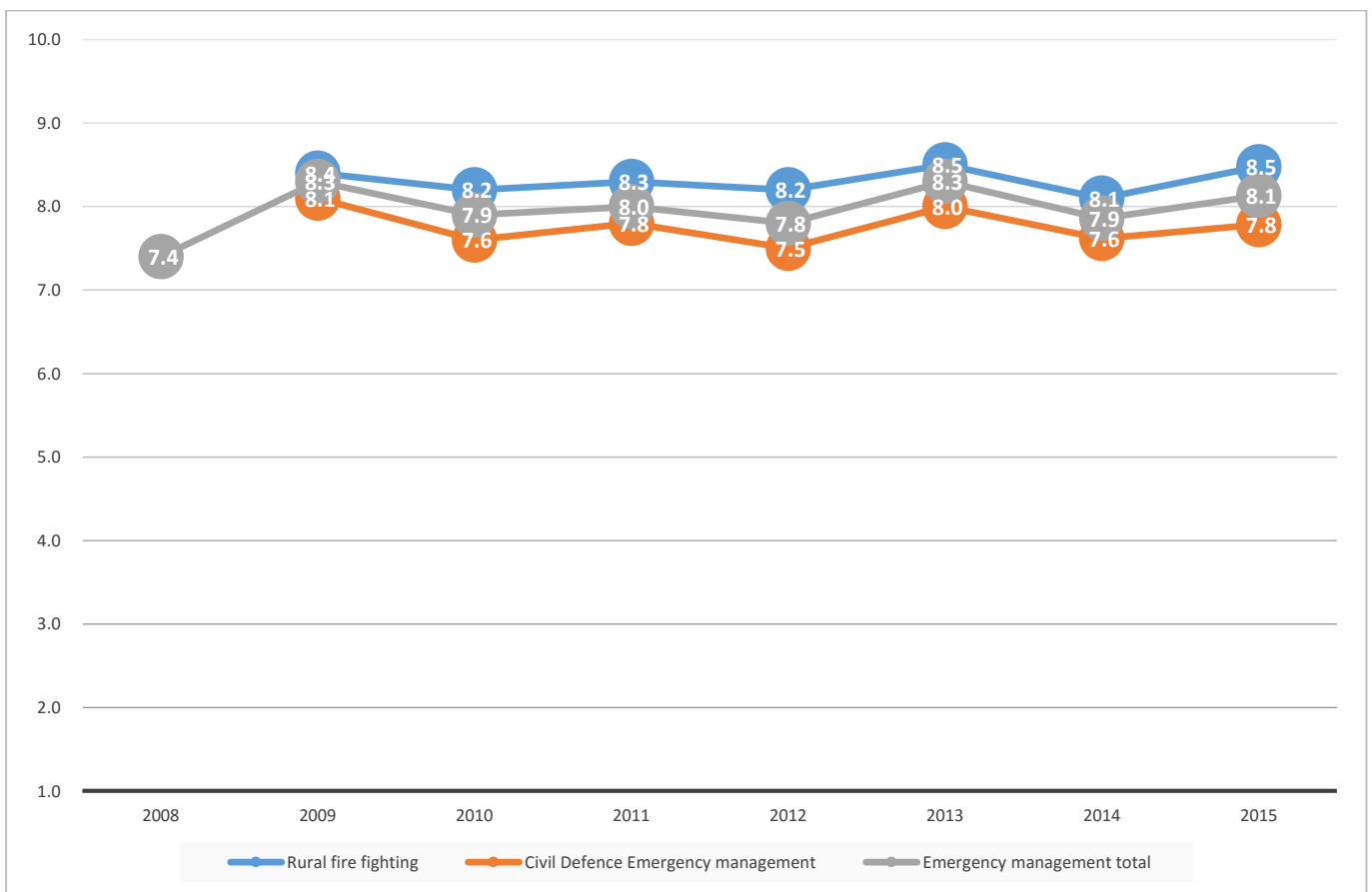
(n=329-339– N/A removed)

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

Table 20 Emergency management unprompted comments

	Positive	Count	Negative	Count	
<i>Rural fire fighting</i>	Good service	118	Council should provide more	2	
	Quick response	70	Fire controls too stringent	2	
	Good firemen/ well trained	59	Have to rely on own resources	2	
	Good number of volunteers	50	Other	2	
	Really good service	41	All volunteers no Council funding	1	
	Excellent	33			
	Other	21			
	On the ball	17			
	<i>Civil Defence Emergency management</i>	Do a good job	63	Other	8
		Good planning for future situations	32	Have to rely on own resources	3
Other		23	No civil defence in some areas	2	
Good service		21	Council should provide more	1	
Always people there when needed		19			
Very good service		19			
On the ball		12			

Chart 27 Trend analysis – Emergency management longitudinal proportionally recalibrated ratings

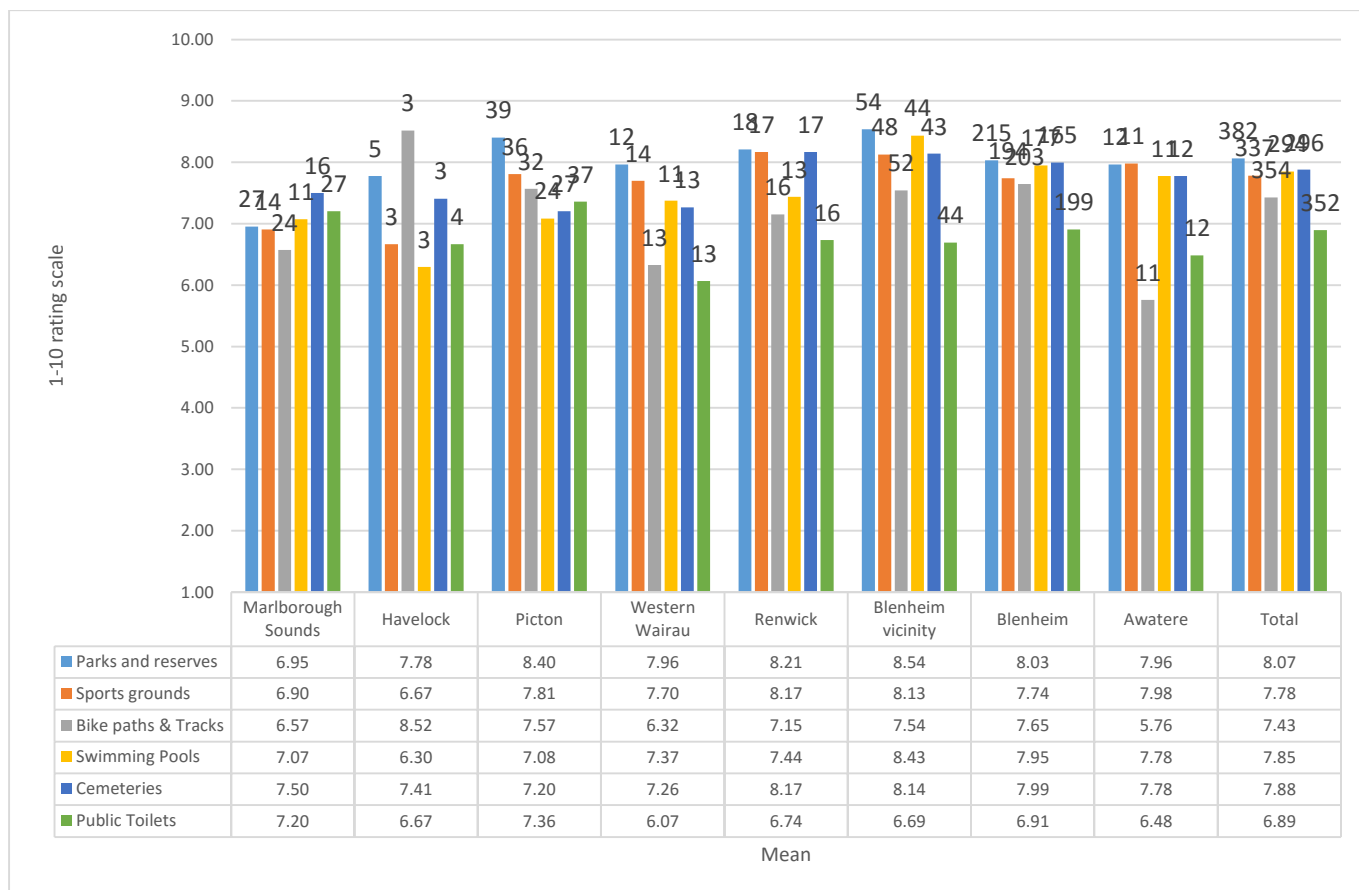


(2015 n=329-339) Based on a simple linear regression, there is little change over time in average satisfaction ratings. For both *Rural firefighting* and *Civil Defence* there are consistently very high resident satisfaction levels.

## 11. Community facilities

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

Chart 28 Community facilities mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=294-382) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 21 Community facilities satisfaction percentages by area

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

(n=294-382- N/A removed)

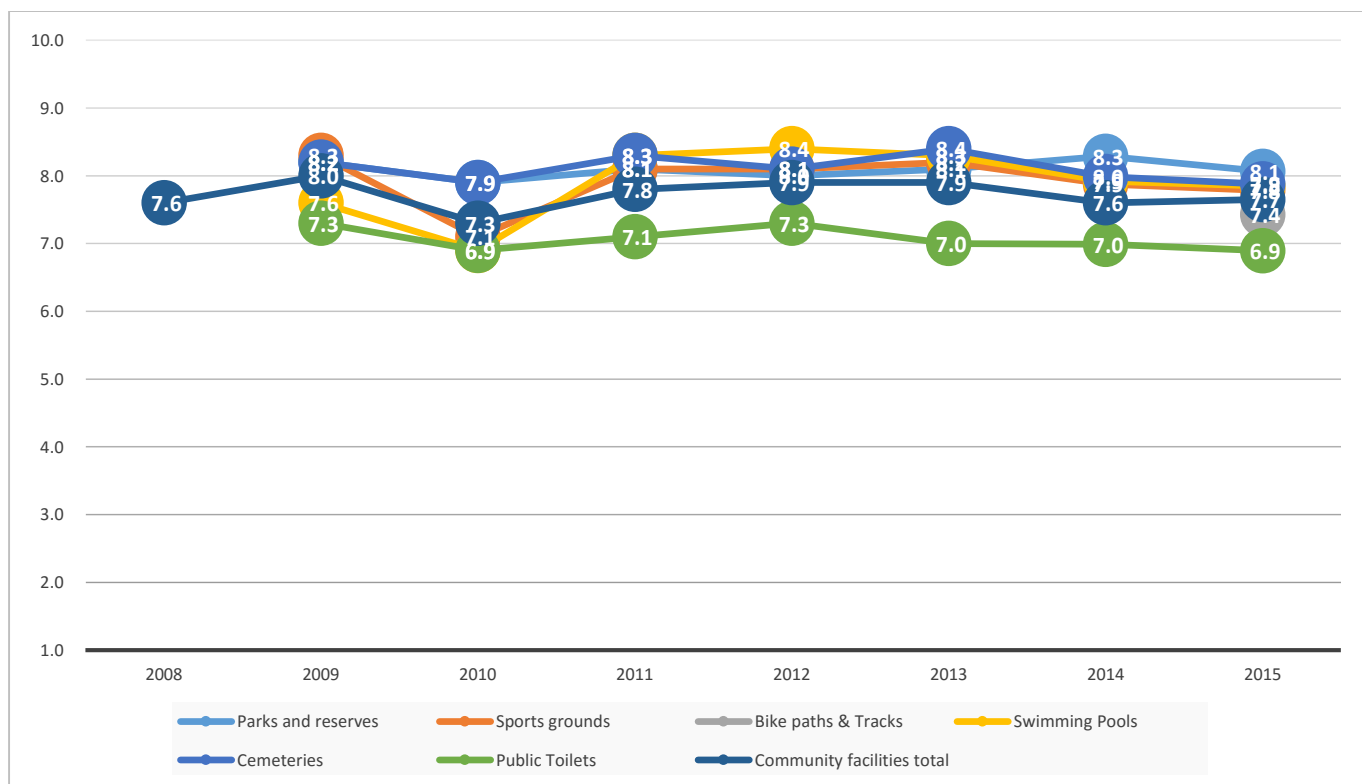
**As presented in the charts and tables in this section:** In 2015 as in 2014, *Parks and reserves* achieved a very high individual performance rating (8.1, down a little from 8.3 in 2014). The six facilities all recorded positive satisfaction rating percentages with *Parks and reserves* (86.9%), *Sports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



Table 22 Community facilities unprompted comments

	Positive	Count	Negative	Count
Parks and reserves	Well maintained/ in good condition	166	Other	20
	Clean	37	Poorly maintained	6
	Layout is good	37	Litter in parks and reserves	2
	Other	37	More cycle/walkways required	1
Sports grounds	Well maintained/ in good condition	107	Other	12
	Layout is good	27	Facilities poorly maintained	7
	Other	21	No rubbish bins/ took away rubbish bins	2
	Clean	20		
NEW 2015 Bike Paths & Tracks	Good, quality	41	Other negative	14
	Well maintained	24	More needed, not enough	13
	Other positive	21		
	Lots, plenty, variety	9		
Toilets	Well maintained/ clean	53	Other	17
	Other	19	Poor public toilet hygiene	16
			Maintenance issues	16
			Insufficient public toilets	9
Swimming Pools	Well maintained/ in good condition	106	Other	14
	Other	26	Issues: Need new/ upgraded pool	3
	Clean	25	Not well maintained	3
	Layout is good	25	Overcrowded	1
Cemeteries	Well maintained/ in good condition	96	Other	5
	Clean	27	Cemeteries poorly maintained	4
	Other	19	Council uninvolved	2
	Layout is good	18		

Chart 29 Trend analysis – Community facilities longitudinal proportionally recalibrated ratings



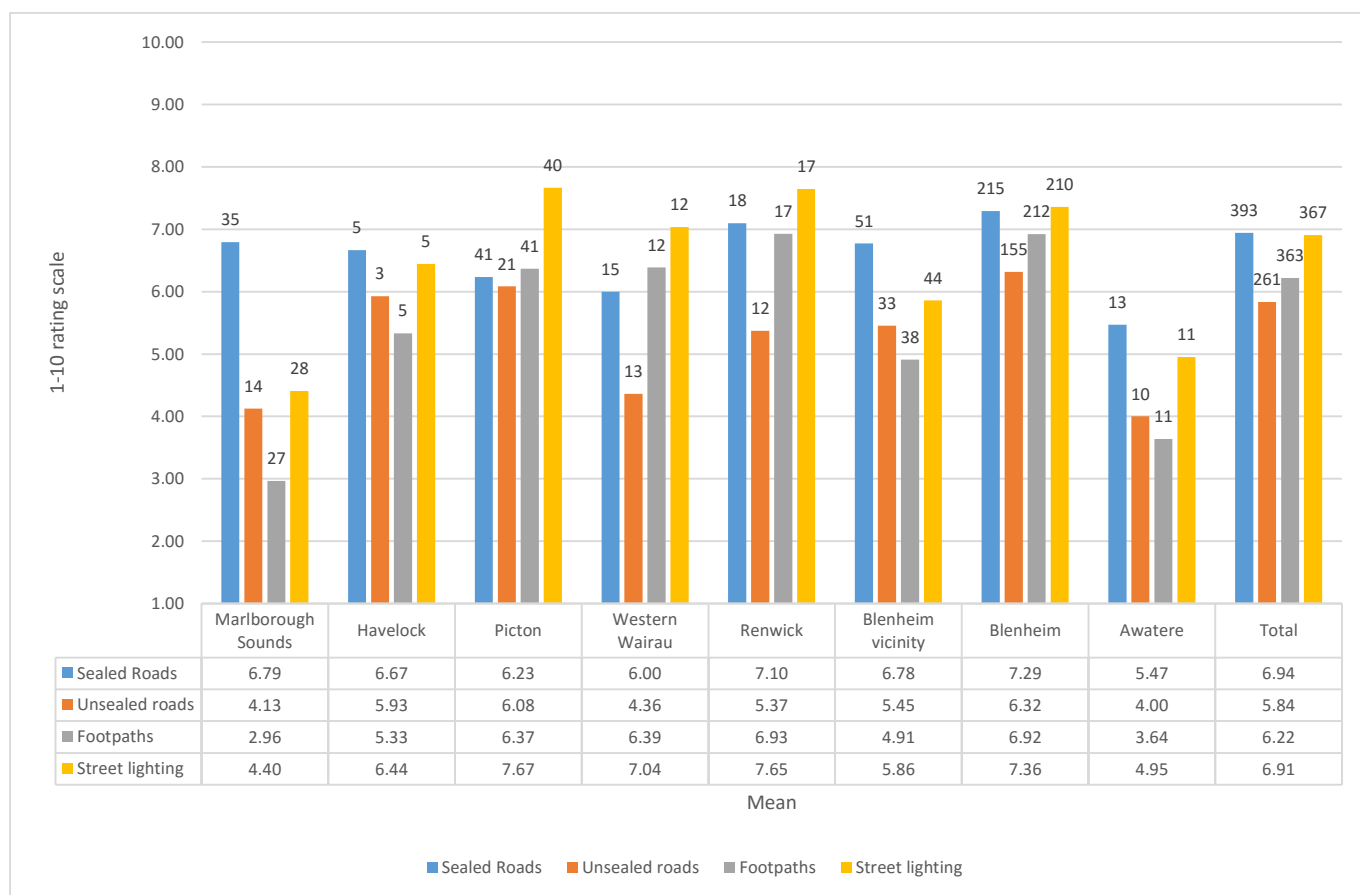
(2015 n=294-382)

Based on simple linear regression, there is very little change over time across most community facility provisions.

## 12. Roads and footpaths

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

Chart 30 Roads and footpaths mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=261-393) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 23 Roads and footpaths satisfaction percentages by area

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

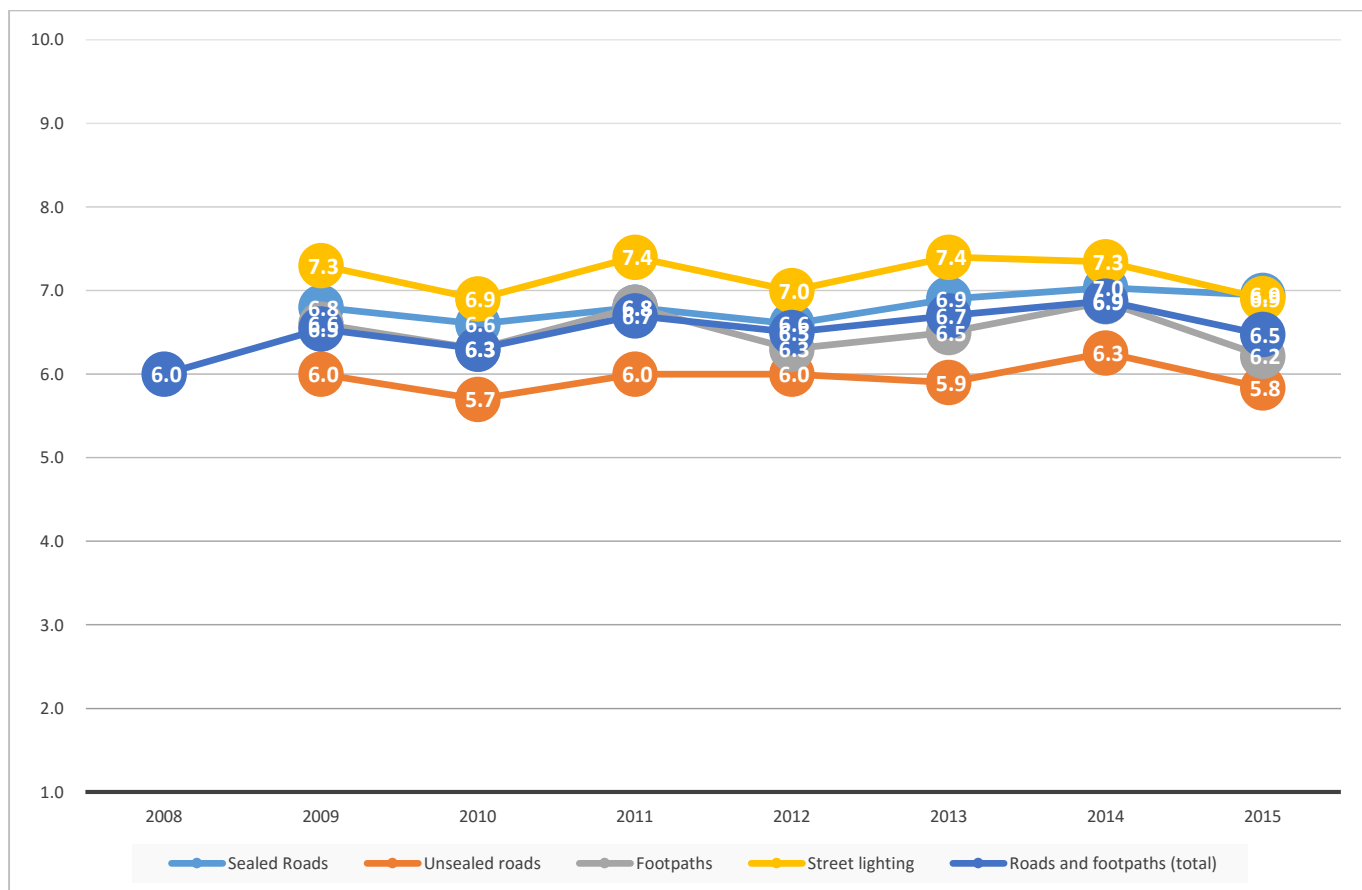
(n=261-393 – N/A removed)

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

Table 24 Roads and footpaths unprompted comments

		Count		Count
Sealed Roads	Well maintained	60	Poor maintenance	32
	Well sealed	36	Poor sealed roads	26
	Good maintenance	24	Other	23
	Well signposted	22	Potholes	17
	Other	19	Lack of maintenance	14
Unsealed Roads	No problems	7	Poor maintenance	39
	Well maintained	5	Poor unsealed roads	28
	Other	5	Potholes	20
	Don't know	1	Other	17
			Lack of maintenance	14
Footpaths	No problems	33	Lack of footpaths in the area	64
	Well maintained	27	Footpath maintenance	51
	Good condition	25	Other	30
	Other	16	Unsafe for the elderly/ mobility scooters	18
Street Lighting	Adequate lighting	40	Street lighting inadequate	46
	Good lighting quality	37	Poor light quality	41
	Good/ well lit everywhere	36	Other	11
	Plenty of lighting	23		
	Other	12		

Chart 31 Trend analysis – Roads and footpaths longitudinal proportionally recalibrated ratings



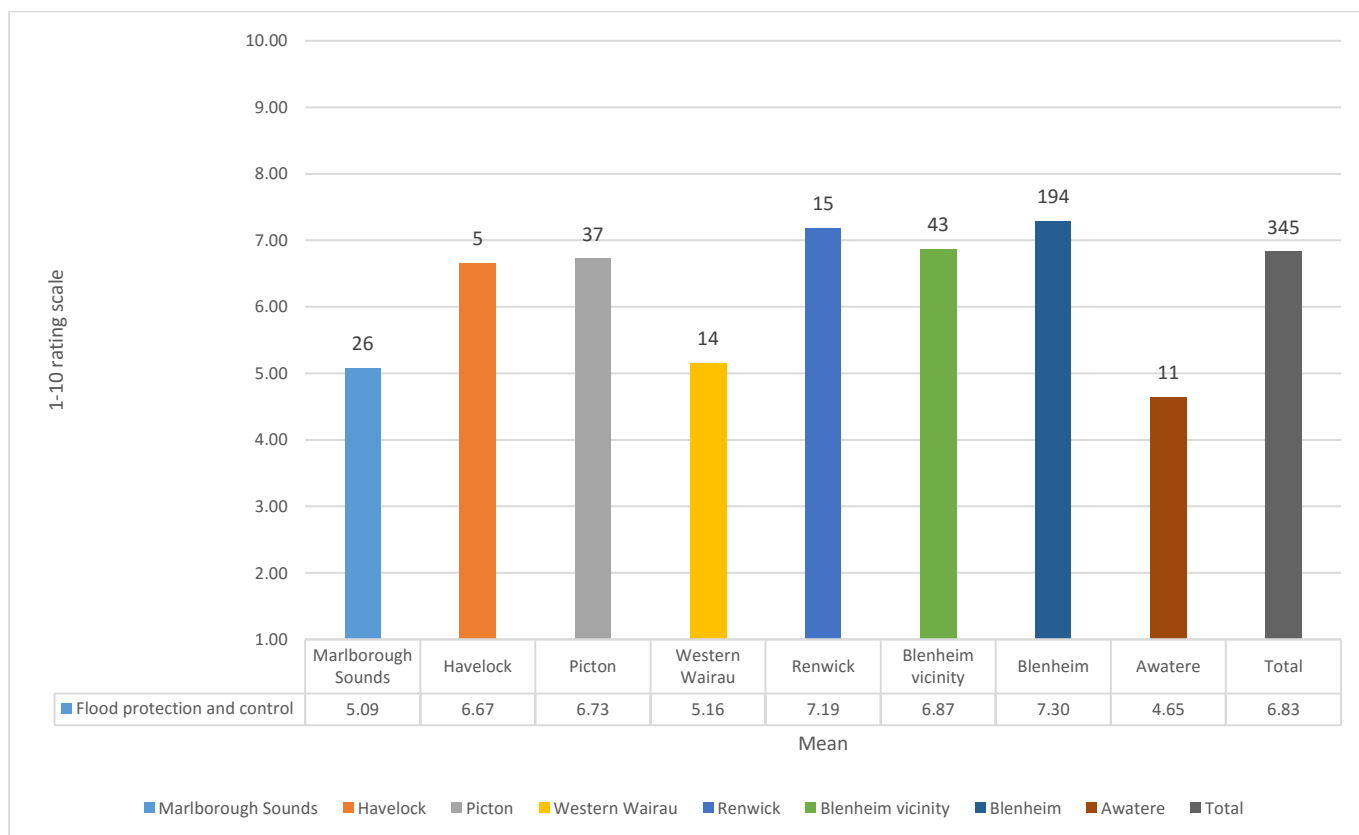
(2015 n=261-393)

Based on a simple linear regression, there is an ongoing improvement in overall satisfaction with Road and footpaths over time. Satisfaction ratings for all areas of this service were down a little on the 2014 levels, but not significantly so.

### 13. Flood protection and control

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

Chart 32 Flood protection and control mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=345) Note: small response sample sizes in most areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 25 Flood protection and control satisfaction percentages by area

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

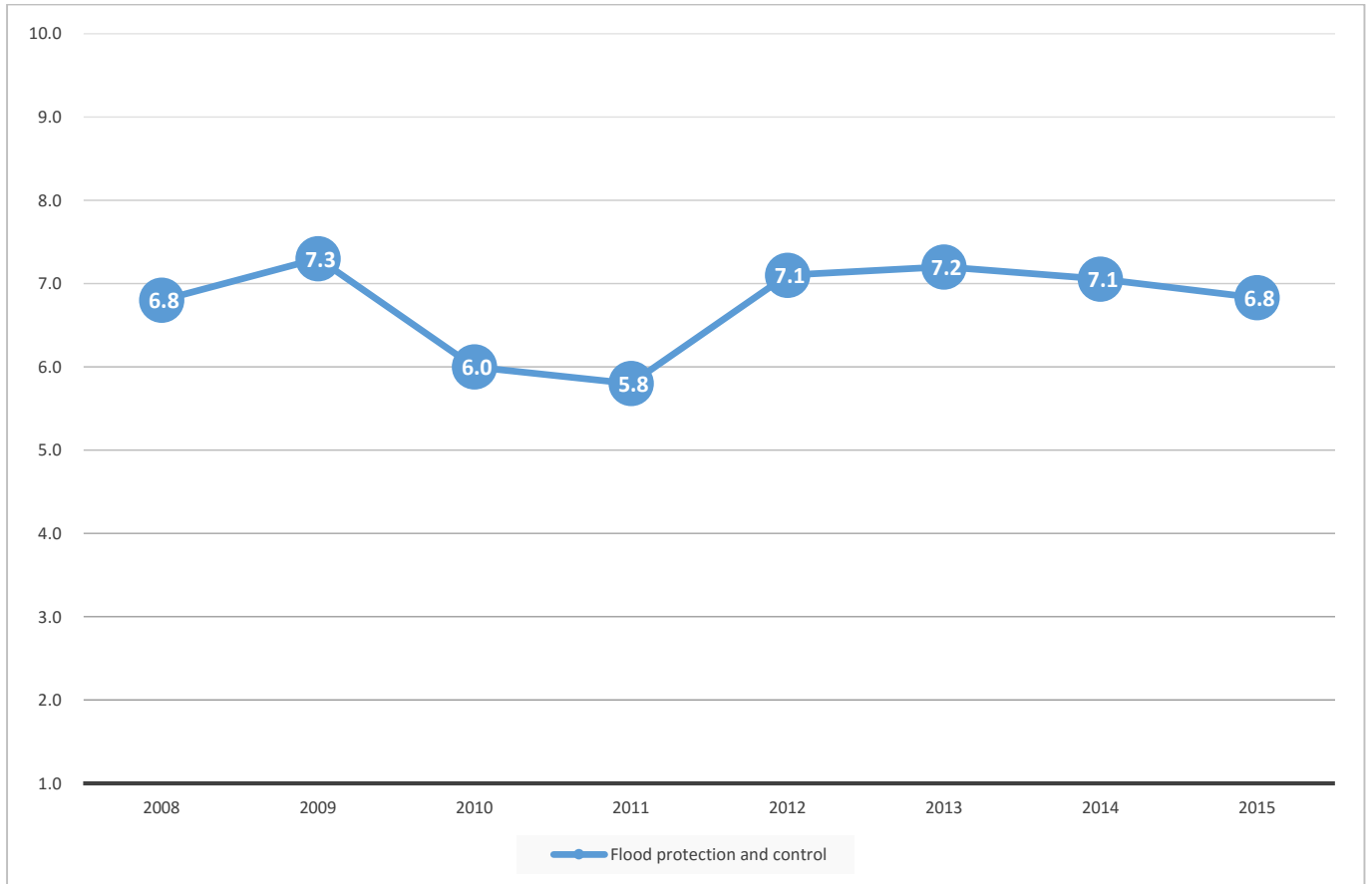
(n=345 – N/A removed)

**As presented in the charts and tables in this section:** Across most areas, there were statistically significant differences in resident satisfaction with flood protection and control indicating a degree of variation in the provision and quality of these deliverables across the district. 69% of all residents (70.3% in 2014) indicated they were satisfied to some degree. However smaller communities outside Blenheim were mixed in their levels of performance satisfaction. From a trend perspective 2015 levels were not dissimilar to the previous two years. There was some concern that there was “not enough maintenance”. (Note: applies mostly to Blenheim, Blenheim vicinity and Renwick with some service provided in Picton).

Table 26 Flood protection and control unprompted comments

		Count
Positive	Rarely floods	44
	Managed well	21
	Do a good job	20
	Other	16
	Well maintained	12
Negative	Not enough maintenance	46
	Other	21
	Erosion	11

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



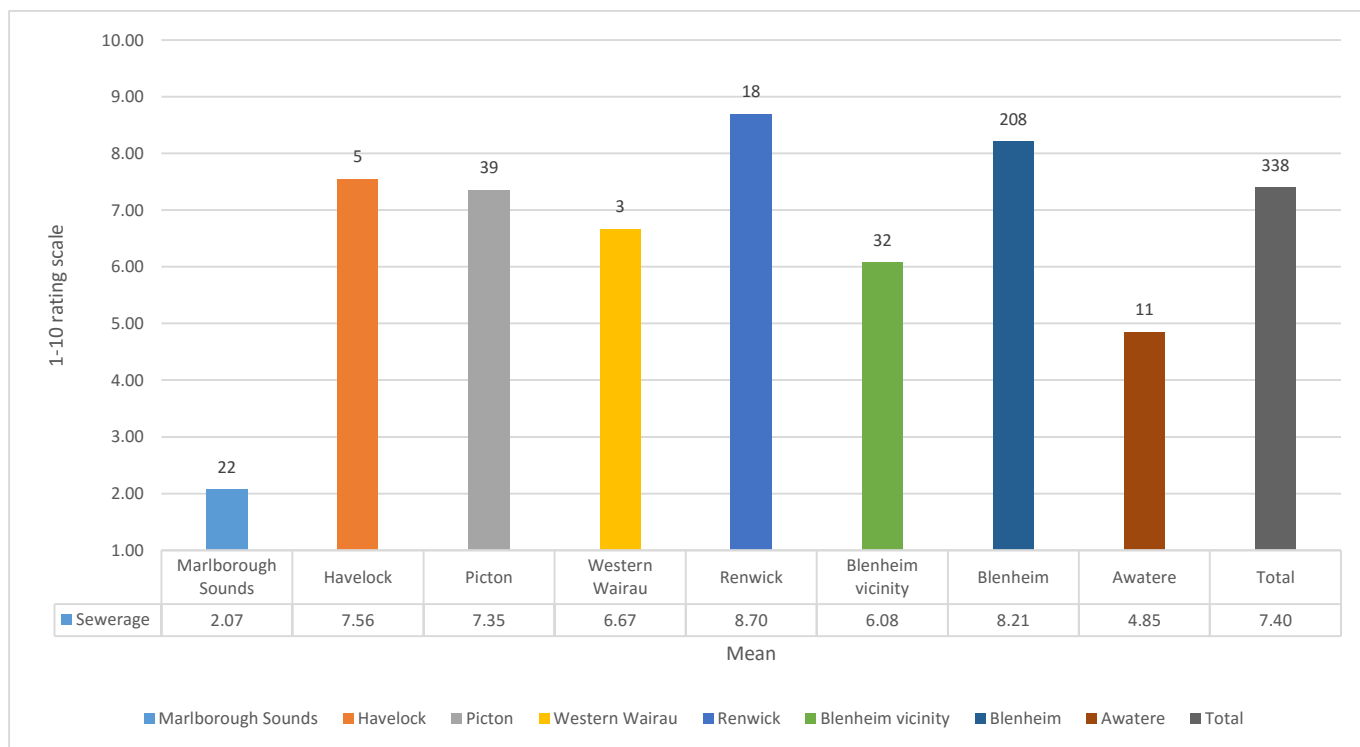
(2015 n=345)

The trend for the last 4 surveys shows levels are similar from one year to the next. The 2015 average rating is down a little but in line with this trend.

## 14. Sewerage

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

Chart 34 Sewerage mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=338) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 27 Sewerage satisfaction percentages by area

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

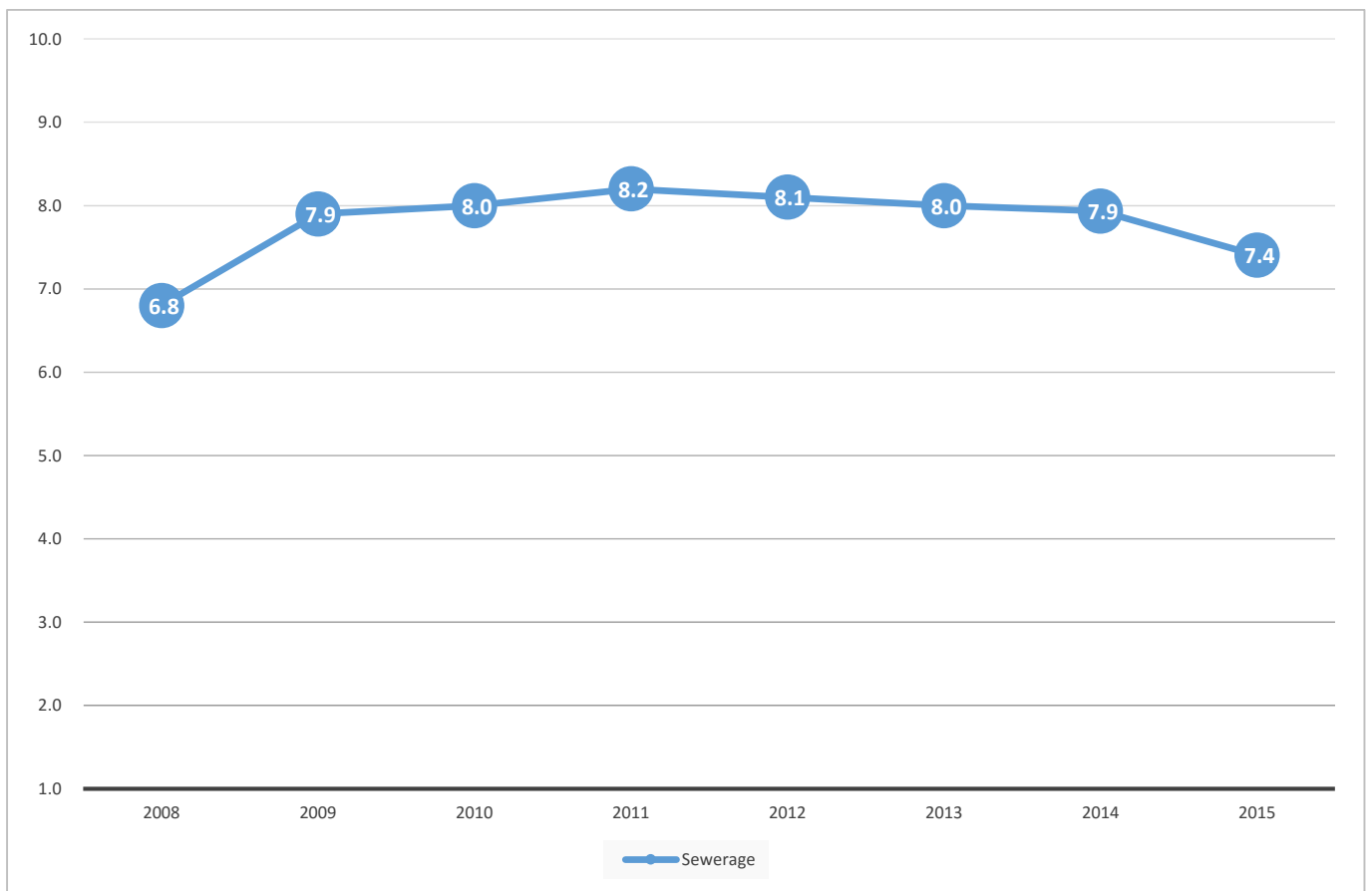
(n=338 – N/A removed)

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

Table 28 Sewerage unprompted comments

		Count
Positive	No problems/ functions well	127
	No pungent smells	25
	No overflow/ leakage	14
	Other	11
Negative	Poorly designed	19
	Need better maintenance	18
	Other	9
	Need to prioritise	7
	Need forward planning	6

Chart 35 Trend analysis – Sewerage longitudinal proportionally recalibrated ratings



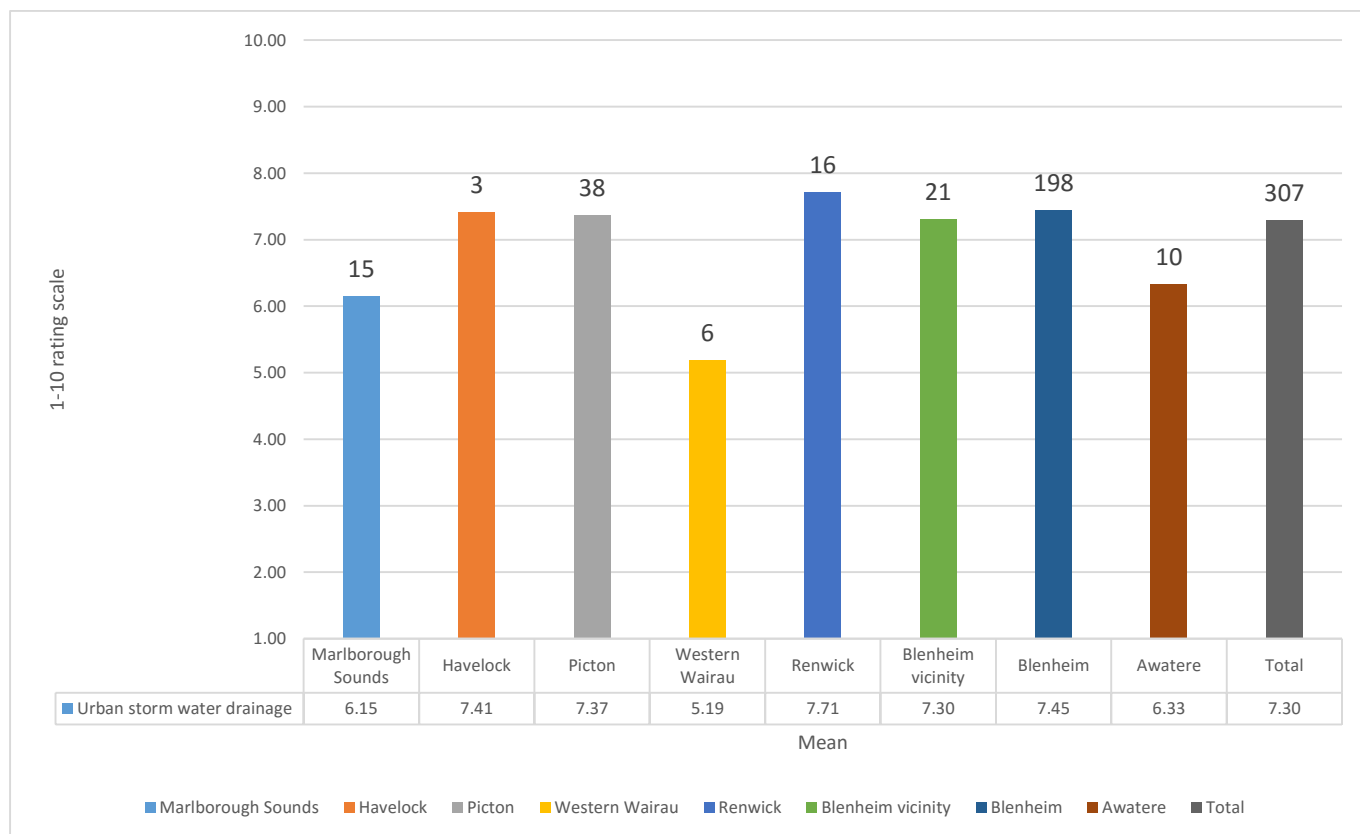
(2015 n=338)

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

## 15. Urban storm water drainage

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

Chart 36 Urban storm water drainage mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=307) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 29 Urban storm water drainage satisfaction percentages by area

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

(n=307 – N/A removed)

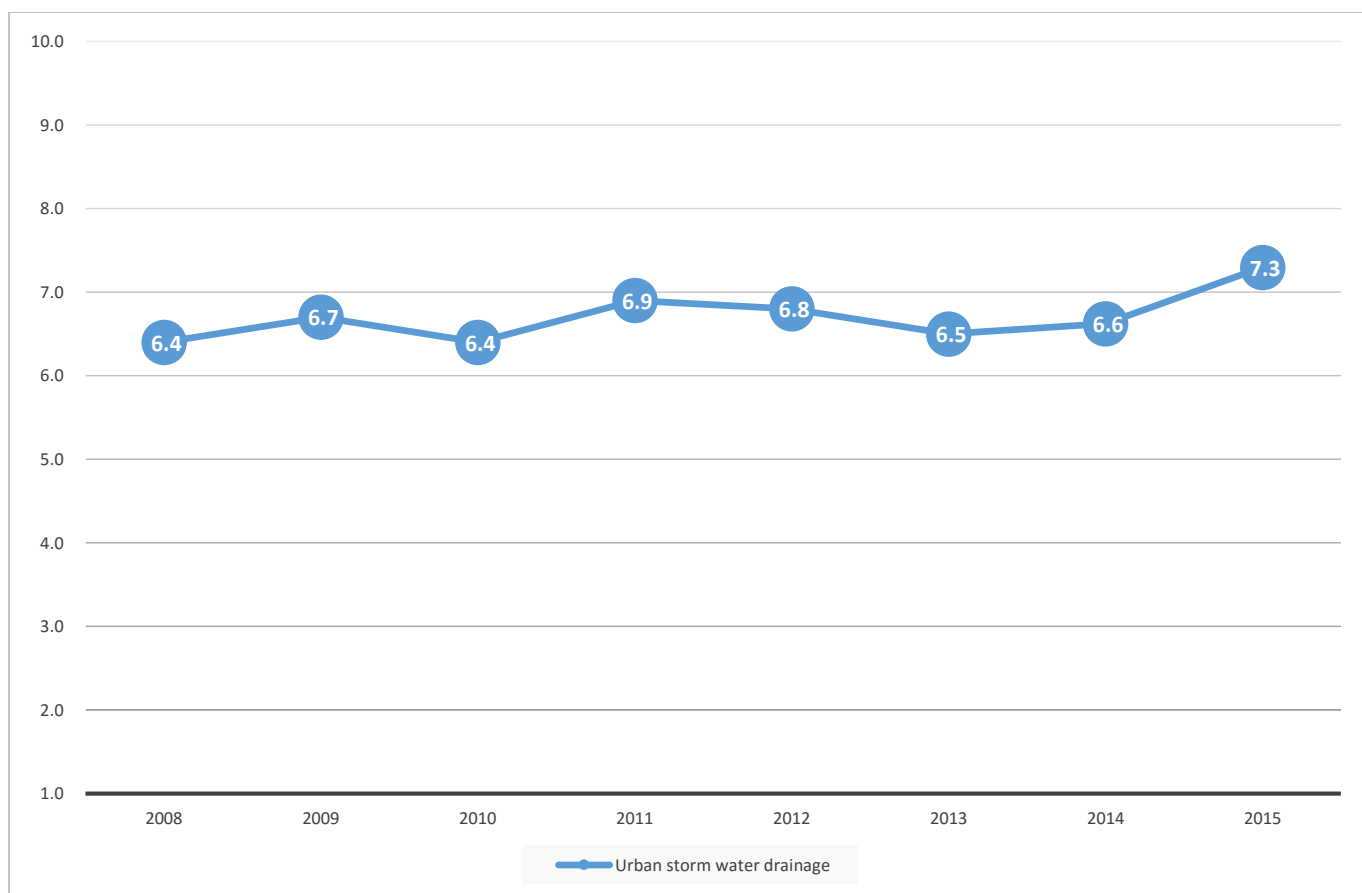
**As presented in the charts and tables in this section:** Across most areas, there were some minor differences in resident satisfaction with *urban storm water drainage*, however, these were NOT statistically significant indicating a degree of consistency in the provision and quality of these deliverables.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



Table 30 Urban storm water drainage unprompted comments

		Count
<i>Positive</i>	No problems	54
	Not much flooding	32
	Very well controlled	22
	Other	9
<i>Negative</i>	Other	19
	Flooding still occurring	17
	Drains blocked/ need clearing	16
	Poor maintenance	13
	Council doesn't follow up	5
	Rubbish in rivers	2

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



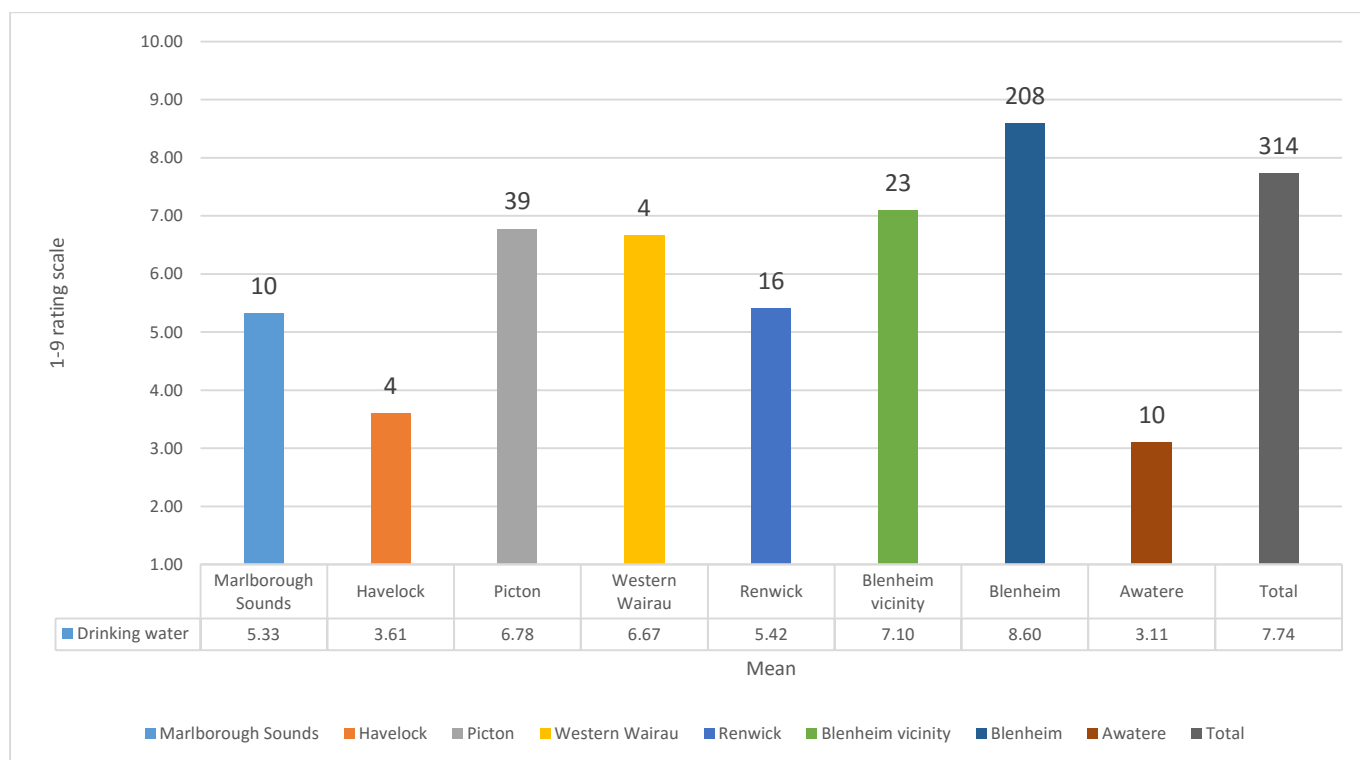
(2015 n=307)

Based on a simple linear regression, the 2015 satisfaction rating is higher than historical rating levels.

## 16. Drinking water

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

Chart 38 Drinking water mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=314) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 31 Drinking water satisfaction percentages by area

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

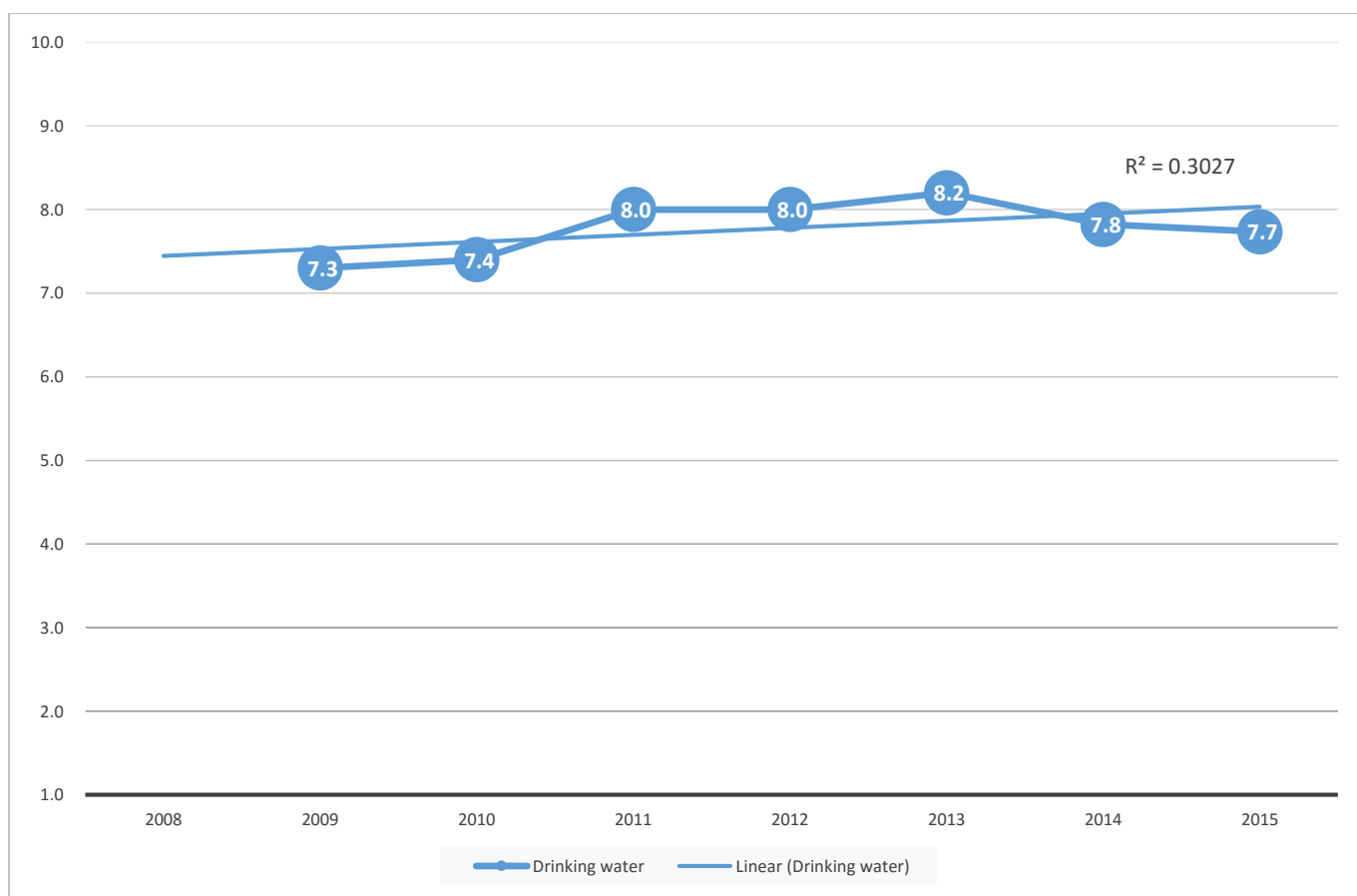
(n=314 – N/A removed)

**As presented in the charts and tables in this section:** Drinking water achieved the second highest group average performance rating in 2015 (3<sup>rd</sup> in 2014). Overall 78% of residents were *Satisfied* to some degree with the service regarding this important deliverable. Across most areas, there were statistically significant differences in resident satisfaction with *Drinking water* indicating a degree of variation in the provision and quality of this service. Smaller communities such as Havelock, Awatere, and Renwick had the highest proportions of dissatisfaction. There were many positive comments, although some thought the water quality was of a *low standard* (20) or *undrinkable* (18). Whereas some improvement had been achieved in past years, 2015 saw a slight drop in overall aggregated performance rating in this deliverable. (Note: drinking water provided to Blenheim, Picton, Renwick, Havelock, Awatere valley part of Awatere area, Wairau Valley township [in Western Wairau], Riverlands [in Blenheim vicinity]).

Table 32 Drinking water unprompted comments

		Count
Positive	No problems	68
	Good taste	64
	Good supply	63
	Good quality	39
	Other	22
	Very good	11
	Some of the best water in New Zealand	10
Negative	Water of low standard	20
	Water undrinkable	18
	Other	15
	Have own supply	8
	Water out of town no good	3
	Costs regarding water supply	1

Chart 39 Trend analysis – Drinking water longitudinal proportionally recalibrated ratings



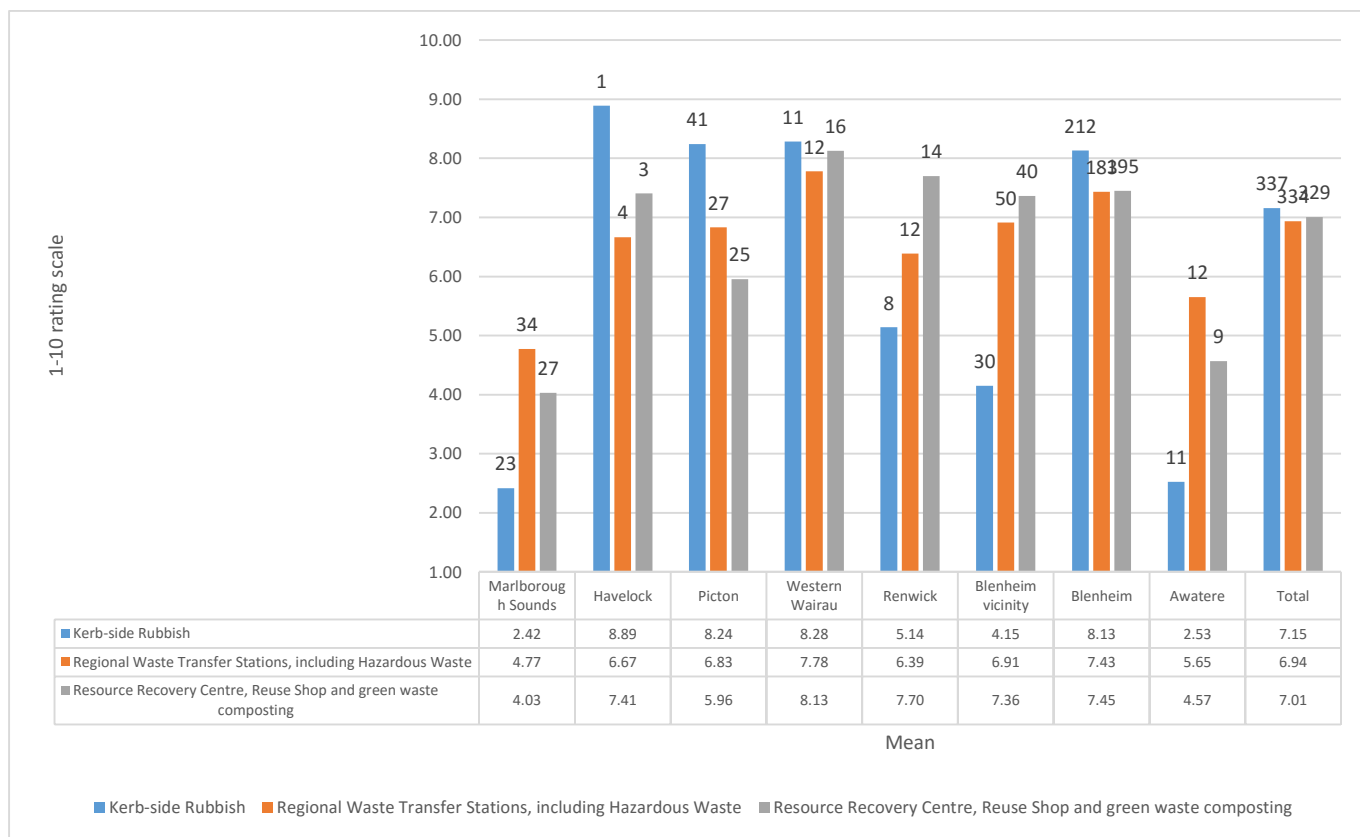
(2015 n=314)

Based on a simple linear regression, there is a trend towards improvement in the average satisfaction ratings in this deliverable over time. The 2015 result is a little below this trend.

## 17. Waste management

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

Chart 40 Waste management mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=329-337) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 33 Waste management satisfaction percentages by area

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

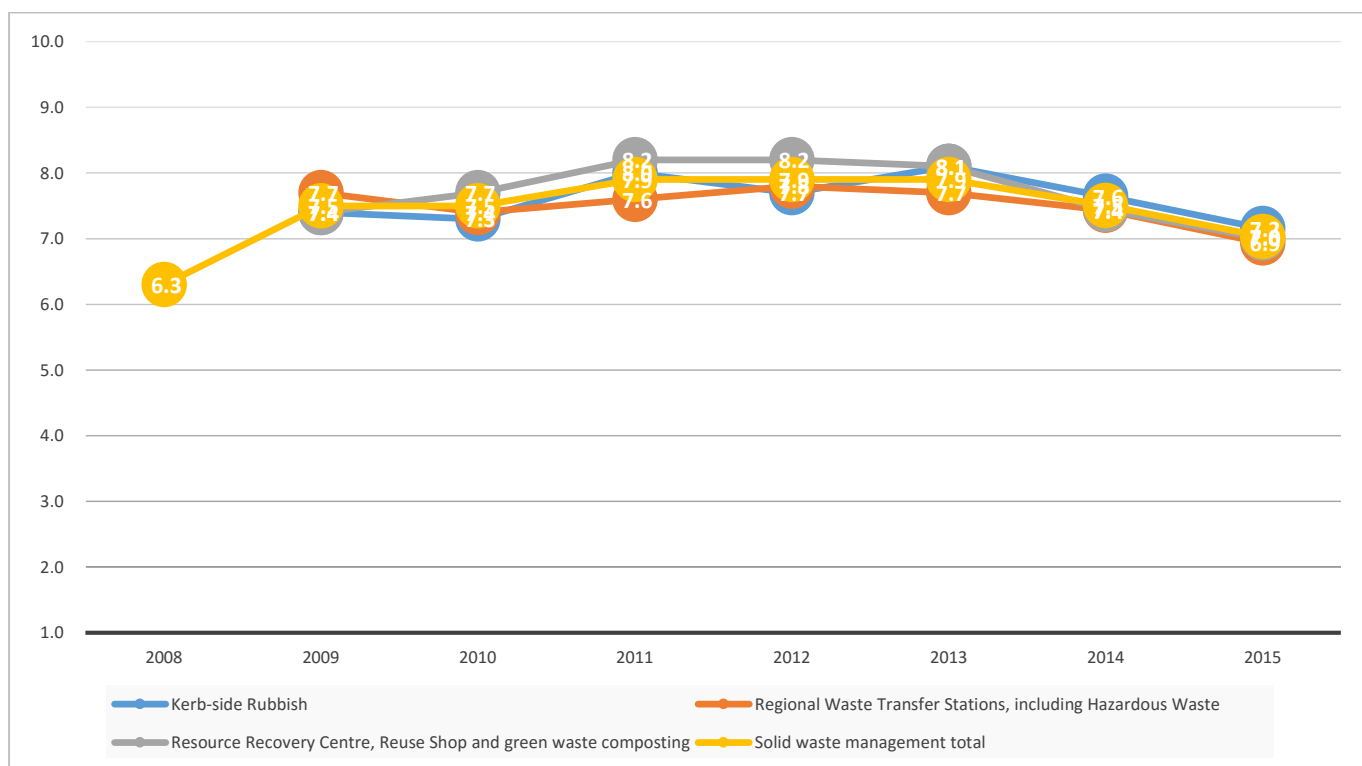
(n=329-337– N/A removed)

**As presented in the charts and tables in this section:** Across all areas there were statistically significant differences in resident satisfaction with *Kerb-side Rubbish*, *Regional Waste Transfer Stations* and *Resource Recovery*. Reasons for positive and negative ratings varied across services. Across the district just under 75% of residents indicated they were satisfied with the performance of the Council with these services. The average performance rating of this variable appears to have peaked around 2011 to 2012. There was another slight drop in the rating in 2015 survey compared to the previous year in this service area. (Note: services provided to Blenheim and Picton for kerbside collections, resource recovery centres sites across the district, resource recovery and reuse centre is based in Blenheim).

Table 34 Waste management unprompted comments

	Positive	Count	Negative	Count
Kerb-side Rubbish & Recycling	Great service/ pick up good	118	No kerb-side collection	47
	Reliable/ on time	66	Other	16
	Excellent	32	Recycling bins needed	8
	Other	25	Service is inadequate	7
			Expensive	4
			Need to recycle	4
			Recycling charged should be free	4
Waste Transfer	Great service	22	Service is inadequate	30
	Other	18	Expensive	23
	Everything runs smoothly	17	Other	19
	Very good	17	Inconsistent with pricing and service	16
	Efficient	15		
	Good facility	15		
	Good service/ it is good	15		
	Excellent service	14		
	Easy to access	13		
	Accessible - easy to get to	12		
	Well managed	11		
	Convenient	10		
	Friendly staff	7		
	Good convenient service	7		
Resource Recovery	Good service/ well managed	55	Service is inadequate	15
	Other	28	Recycling charges should be free	12
	Easy to use	24	Other	12
	Convenient	20	Need to recycle	10
	Good to be able to easily recycle	14	Fees too high	10
	Accessible	13	Expensive	9
	Good parking	7		

Chart 41 Trend analysis – Waste management longitudinal proportionally recalibrated ratings



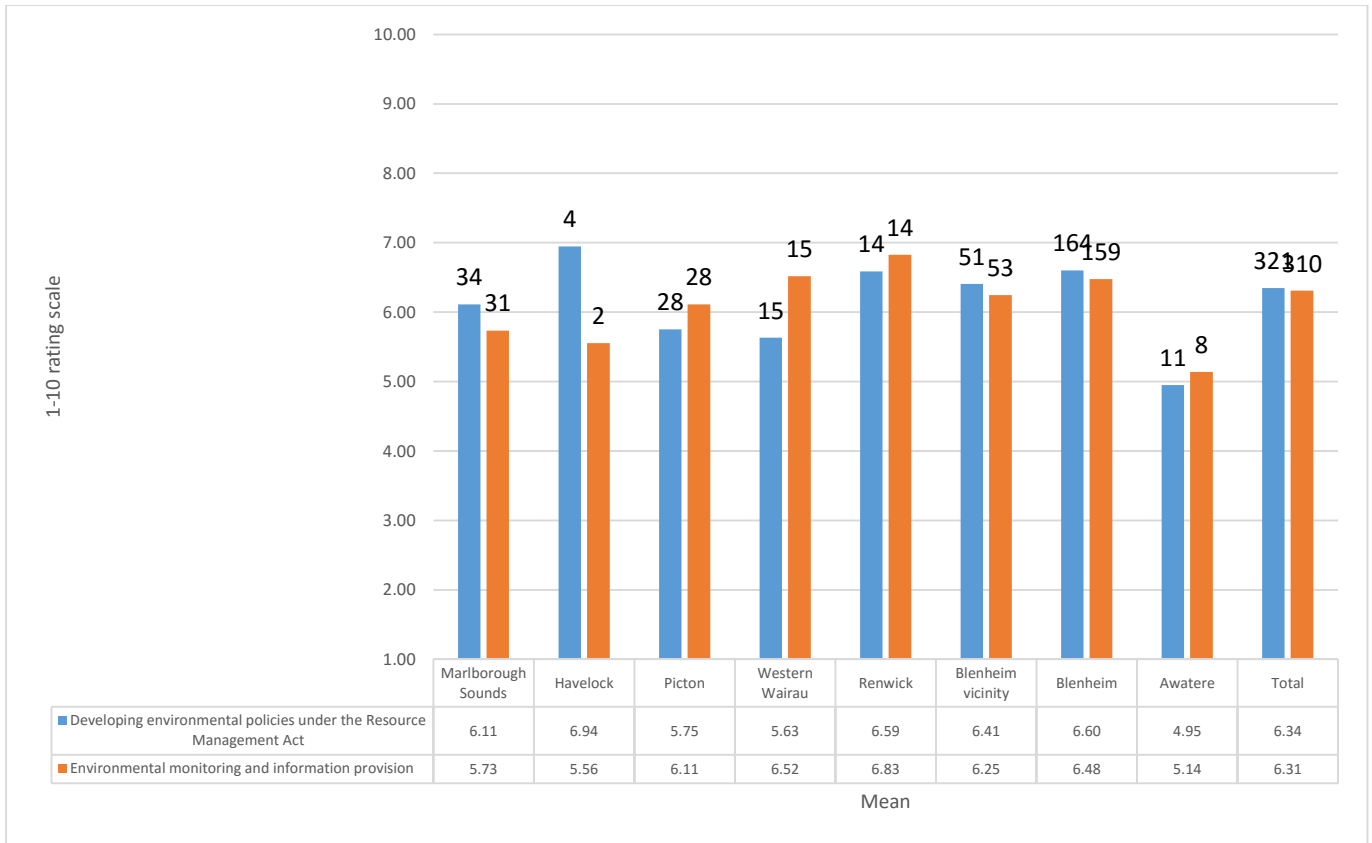
(2015 n=329-337)

Based on a simple non-linear regression, the average performance of this variable peaked around 2011 to 2012.

## 18. Environmental policy and monitoring

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

Chart 42 Environmental policy and monitoring mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=310-321) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 35 Environmental policy and monitoring satisfaction percentages by area

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

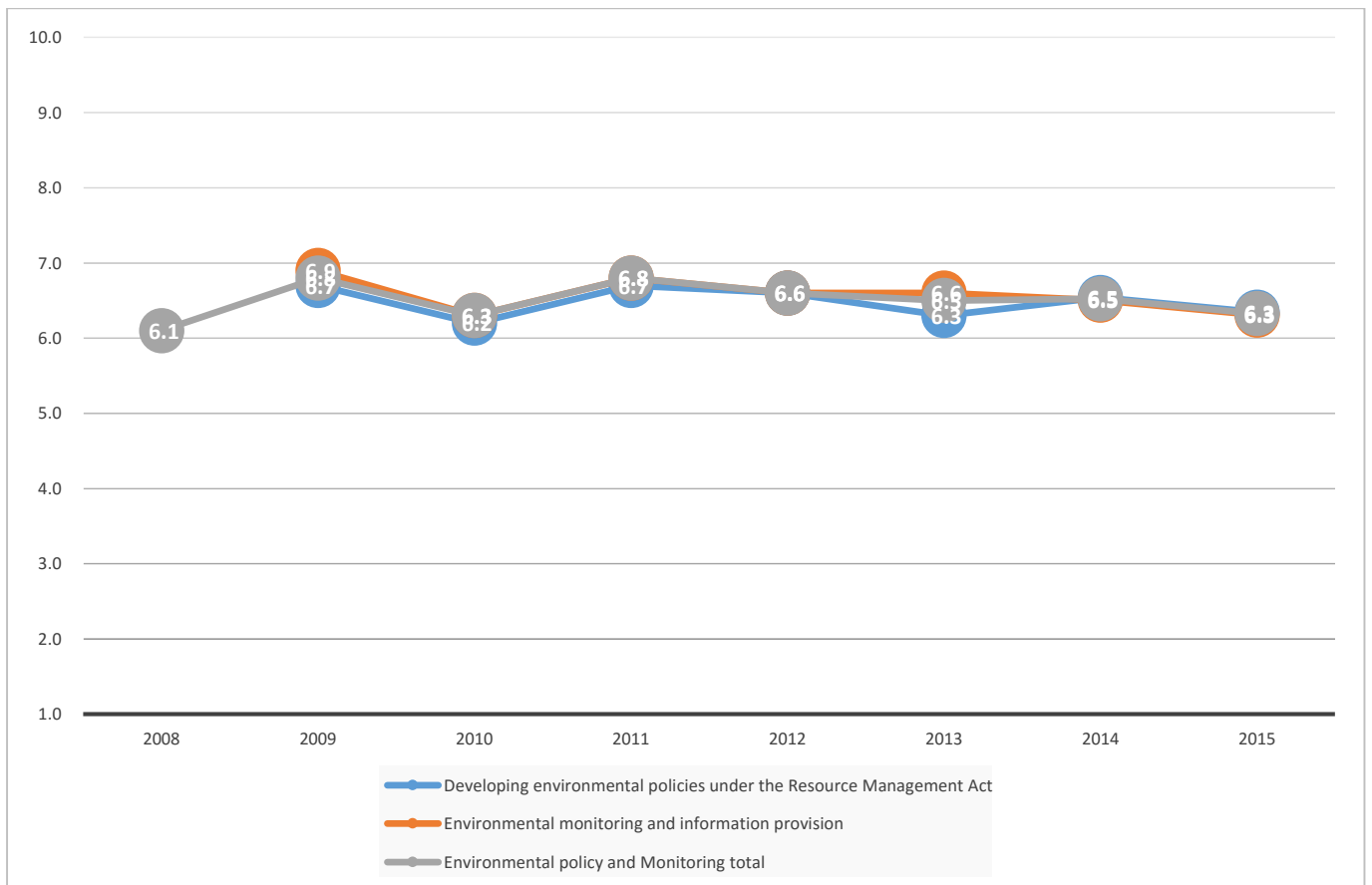
(n=310-321– N/A removed)

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

Table 36 Environmental policy and monitoring unprompted comments

	Positive	Count	Negative	Count
<i>Developing environmental policies under the Resource Management Act</i>	Do a good job	26	Other	25
	Other	5	Council direction ineffective	23
			Control not effective	14
			Issue: Spray from vineyards	12
			Issue: Pollution	11
			Lack of environmental monitoring	10
			Lack of information about environmental monitoring	9
			Issue: Usage and monitoring of rivers	8
<i>Environmental monitoring and information provision</i>	Do a good job	13	Council direction ineffective	16
	Other	7	Control not effective	11
	Good information flow	5	Other	11
			Issue: Spray from vineyards	9
			Lack of environmental monitoring	9
			Issue: Pollution	8
			Lack of information about environmental monitoring	8
			Issue: Usage and monitoring of rivers	7

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



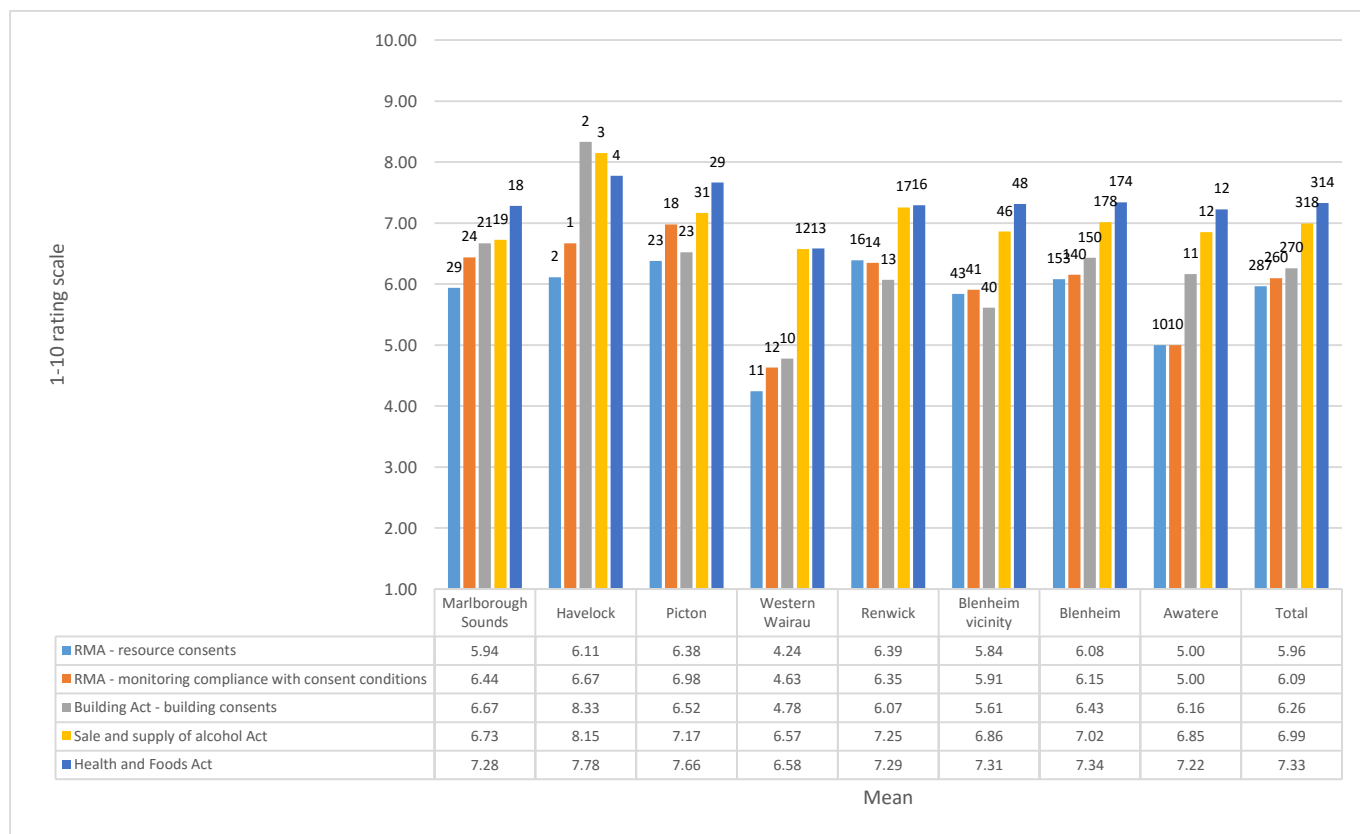
(2015 n=276-302)

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

## 19. Consents and compliance

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

Chart 44 Consents and compliance mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=260-318) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 37 Consents and compliance satisfaction percentages by area

Area	RMA - resource consents	RMA - monitoring compliance with consent conditions	Building Act - building consents	Sale and supply of alcohol Act	Health and Foods Act
Marlborough Sounds	55.2%	66.7%	61.9%	63.2%	83.3%
Havelock	50.0%	100.0%	100.0%	66.7%	100.0%
Picton	65.2%	77.8%	56.5%	80.6%	89.7%
Western Wairau	27.3%	16.7%	30.0%	58.3%	69.2%
Renwick	50.0%	50.0%	38.5%	64.7%	81.3%
Blenheim vicinity	48.8%	46.3%	50.0%	71.7%	87.5%
Blenheim	48.4%	48.6%	58.0%	73.0%	81.6%
Awatere	30.0%	30.0%	54.5%	66.7%	75.0%
Total	49.1%	50.0%	55.2%	71.7%	82.8%

(n=260-318– N/A removed)

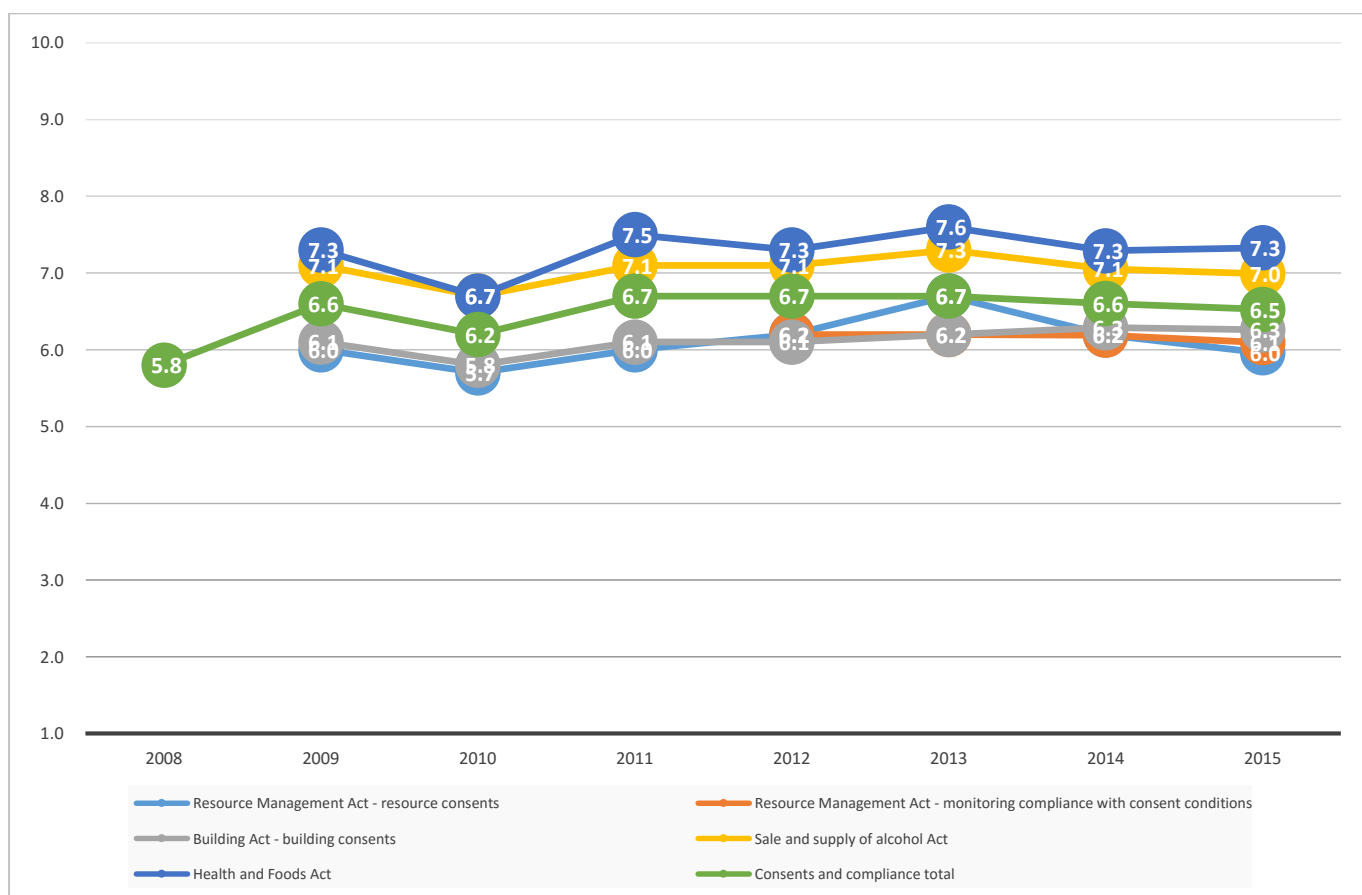
**As presented in the charts and tables in this section:** Across most areas, there were statistically significant differences in resident satisfaction with *RMA Consents and compliance*. Reasons for low consent ratings included *costs, time and red tape* with the overall satisfaction rating in these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



Table 38 Consents and compliance unprompted comments

	Positive	Count	Negative	Count
RMA - resource consents	Do a good job	12	Slow/ takes too long	34
	Provide a good service	12	Too much red tape	34
	Efficient	10	Council costs too high	25
	Other	6	Other	23
RMA - monitoring			Council needs to communicate with landowners	5
			No follow-up or enforcement	2
	Other	9	Slow/ takes too long	23
	Do a good job	8	Too much red tape	23
Building Act	Provide a good service	6	Other	20
	Efficient	5	Council needs to communicate with landowners	8
			No follow-up or enforcement	7
	Do the job well/ good job	13	Too much red tape	30
Sale and supply of alcohol Act	No problems/ issues	9	Building consents take too long	25
	Other	9	Compliance costs too high	23
	Provide a good service	6	Other	16
	Building inspectors helpful	4	Council needs to communicate with landowners	7
Health and Foods Act	Well managed/ well monitored/ regulated	26	Other	14
	No problems	18	Better monitoring needed	11
	Thorough ID checks made so working well	16	No follow-up or enforcement	10
	Monitoring underage drinking	15	Safe liquor doesn't get policed	9
Health and Foods Act	Other	15	Council doesn't listen to community	7
	Good	12	Should increase drinking age	7
			Should listen to the community	6
	No problems heard of	27	Other	7
Health and Foods Act	Good standards overall	19	Council doesn't listen to community	3
	Do a good job	14	No follow-up or enforcement	3
	Other	13	Restaurants should show ratings	2
	Hood high standards and close monitoring	11		
Health and Foods Act	NZ standards/ restaurants standards are good	11		
	Good health inspectors	4		

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



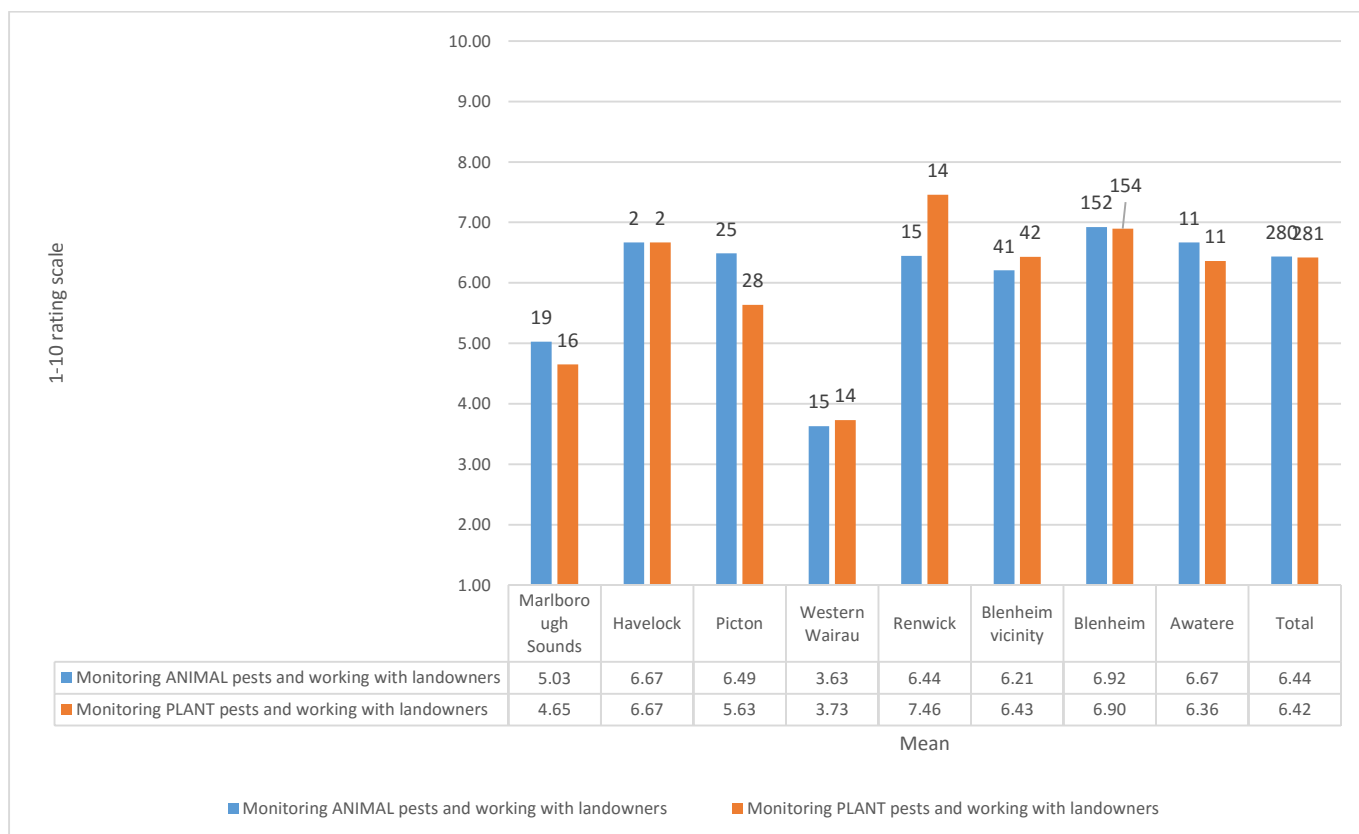
(2015 n=260-318)

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

## 20. Biosecurity

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

Chart 46 Biosecurity mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=280-281) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 39 Biosecurity satisfaction percentages by area

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

(n=280-281– N/A removed)

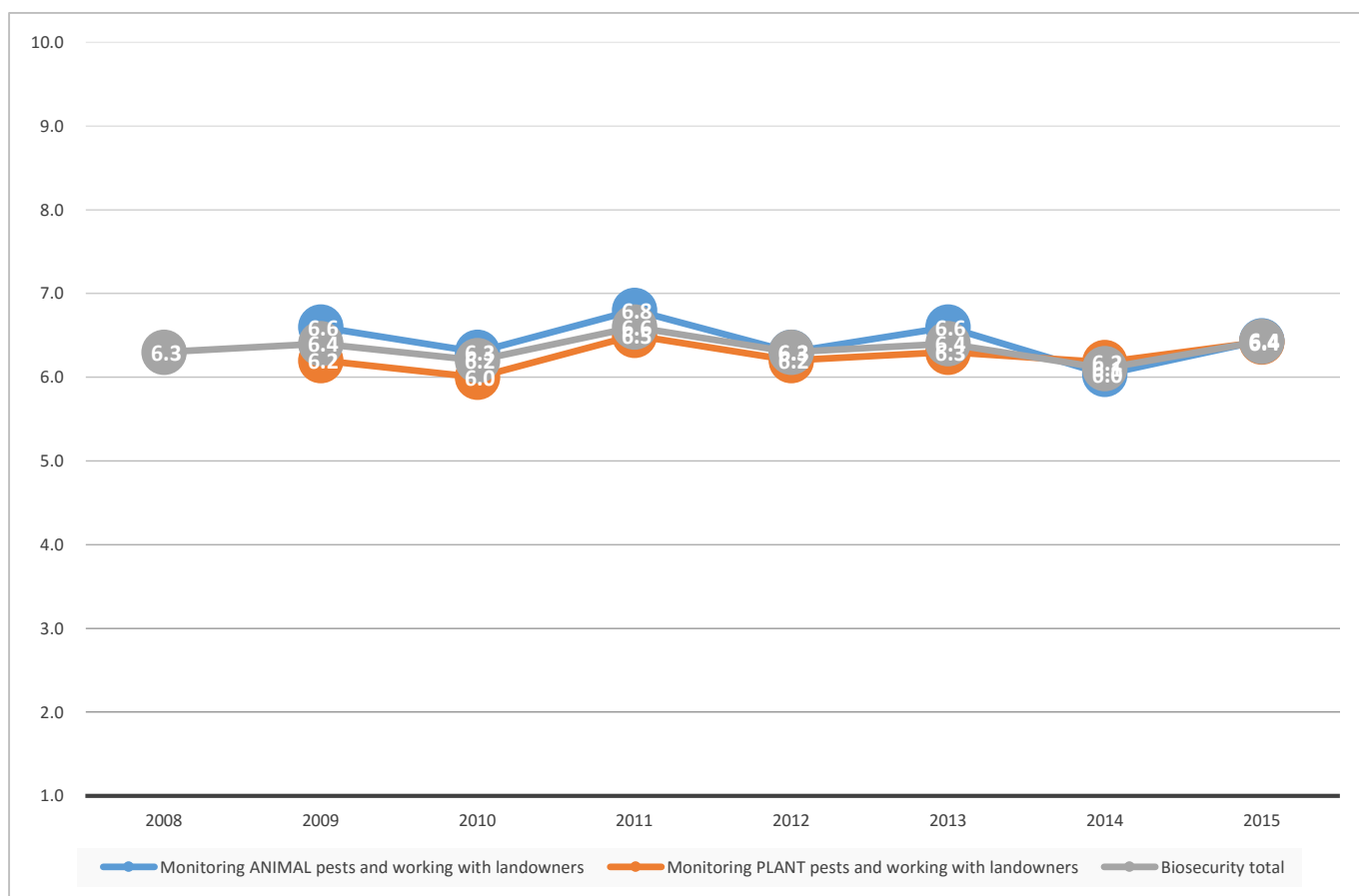
**As presented in the charts and tables in this section:** Across most areas, there were statistically significant differences in resident satisfaction with Council performance ratings for *Monitoring of pest animals and working with landowners* indicating a degree of variation in the provision and quality of these deliverables. Reasons for

positive and negative ratings varied across services. Just under 60% (compared to 50% in 2014) of all residents gave a *satisfied* rating for MDC performance in both areas. The satisfaction ratings for both biosecurity services indicate no trend over time, although the 2015 ratings were up a little over the 2014 ones (which had been down a little). (Note: these services are strategically targeted; pests are mostly present in Blenheim vicinity and to some extent in Western Wairau and Awatere) .

Table 40 Biosecurity unprompted comments

	Positive	Count	Negative	Count
Animal	Council doing a good job	40	No visible council involvement/ Have to control pests ourselves	30
	Other	11	Other	13
			Issue: Wild cats	7
			Issue: Rabbits	6
			Issue: Opossums	4
Plant	Council doing a good job	26	Have to control pests ourselves	21
	Other	17	Other	20
	No problems	13	Council doesn't keep you informed	18
			Issue: Old Mans Beard	15
			Lack of information about pests	5
		Issue: Gorse	3	

Chart 47 Trend analysis – Biosecurity longitudinal proportionally recalibrated ratings



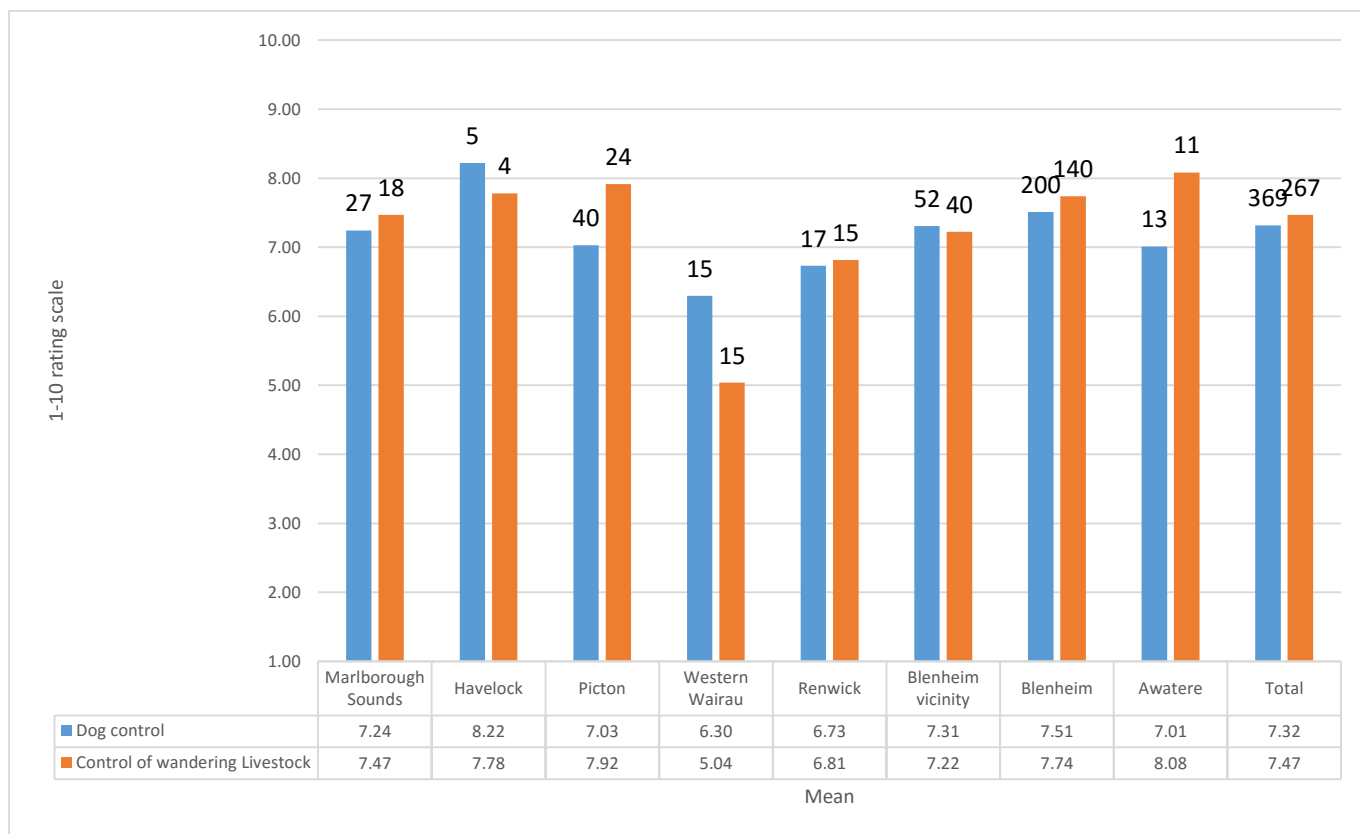
(2015 n=280-281)

Based on a simple linear regression, across both biosecurity services the annual increase then decrease pattern continued in 2015 indicating a holding pattern in satisfaction ratings for this service over time; although the survey ratings were up a little in 2015 compared to the slightly lower results in 2014.

## 21. Animal control

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

Chart 48 Animal control mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=267-369) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 41 Animal control satisfaction percentages by area

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

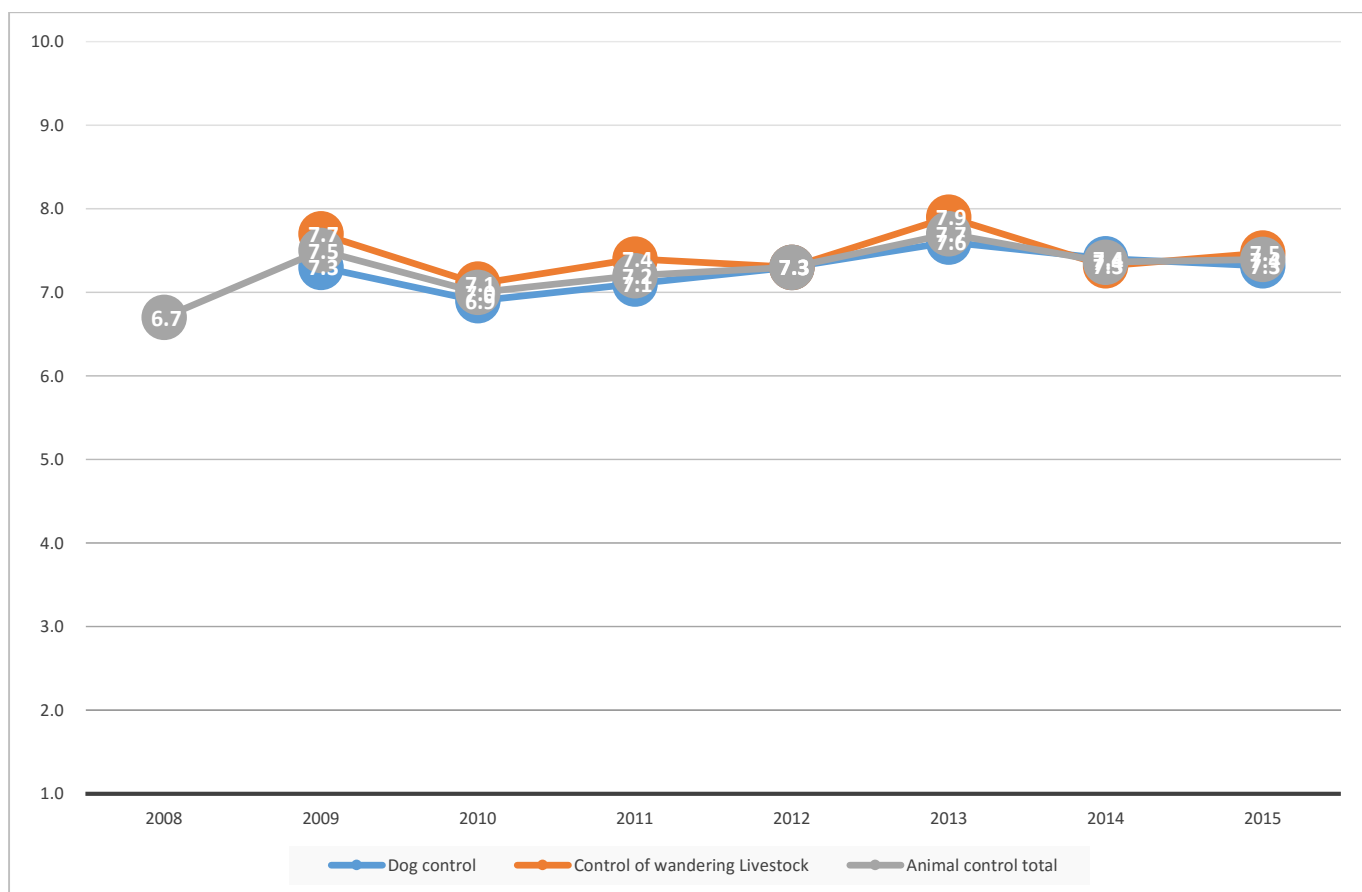
(n=267-369– N/A removed)

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

Table 42 Animal control unprompted comments

	Positive	Count	Negative	Count	
Dog control	Don't see dogs roaming around	40	Council does not do much to control animals	22	
	Good service	31	Other	21	
	No problems	23	Poor levels of animal control	16	
	Prompt service	19	Not getting any service from Dog Control	13	
	Effective	18	Dog faeces in public places an issue	10	
	Act quickly	17	Licensing too expensive	4	
	Always very good/ sympathetic	16			
	Excellent	16			
	Respond quickly	13			
	Good	12			
	Other	10			
	Control of wandering Livestock	Don't see livestock roaming	47	Council does not do much to control animals	10
		No issues	20	Poor levels of animal control	8
Good		19	Other	3	
No problems		14			
Excellent		6			
Other		6			

Chart 49 Trend analysis – Animal control longitudinal proportionally recalibrated ratings



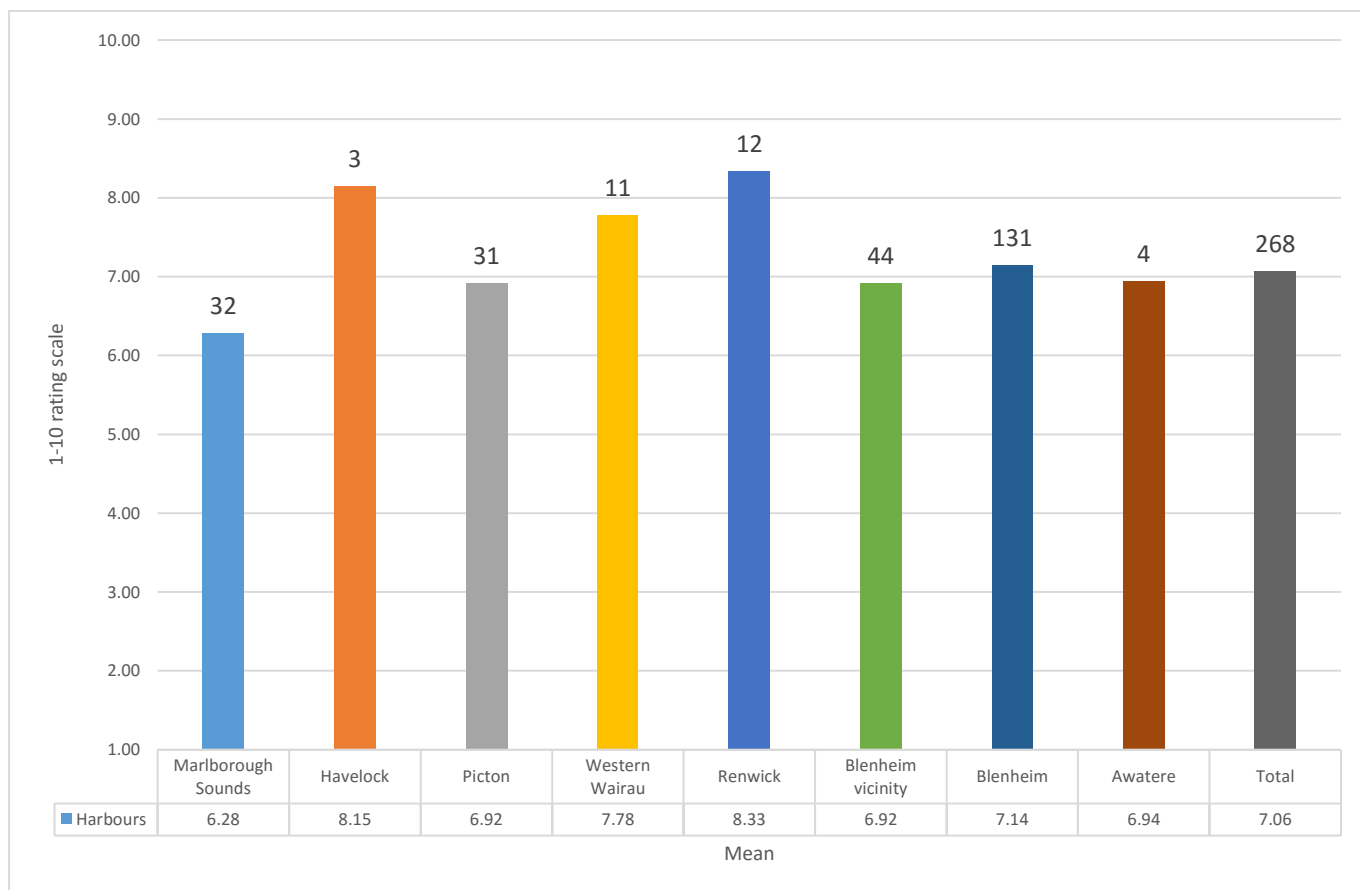
(2015 n=267-369)

Based on a simple linear regression, there is little change in the average satisfaction rating in *Animal control* over time.

## 22. Harbours

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

Chart 50 Harbours mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=268) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 43 Harbours satisfaction percentages by area

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

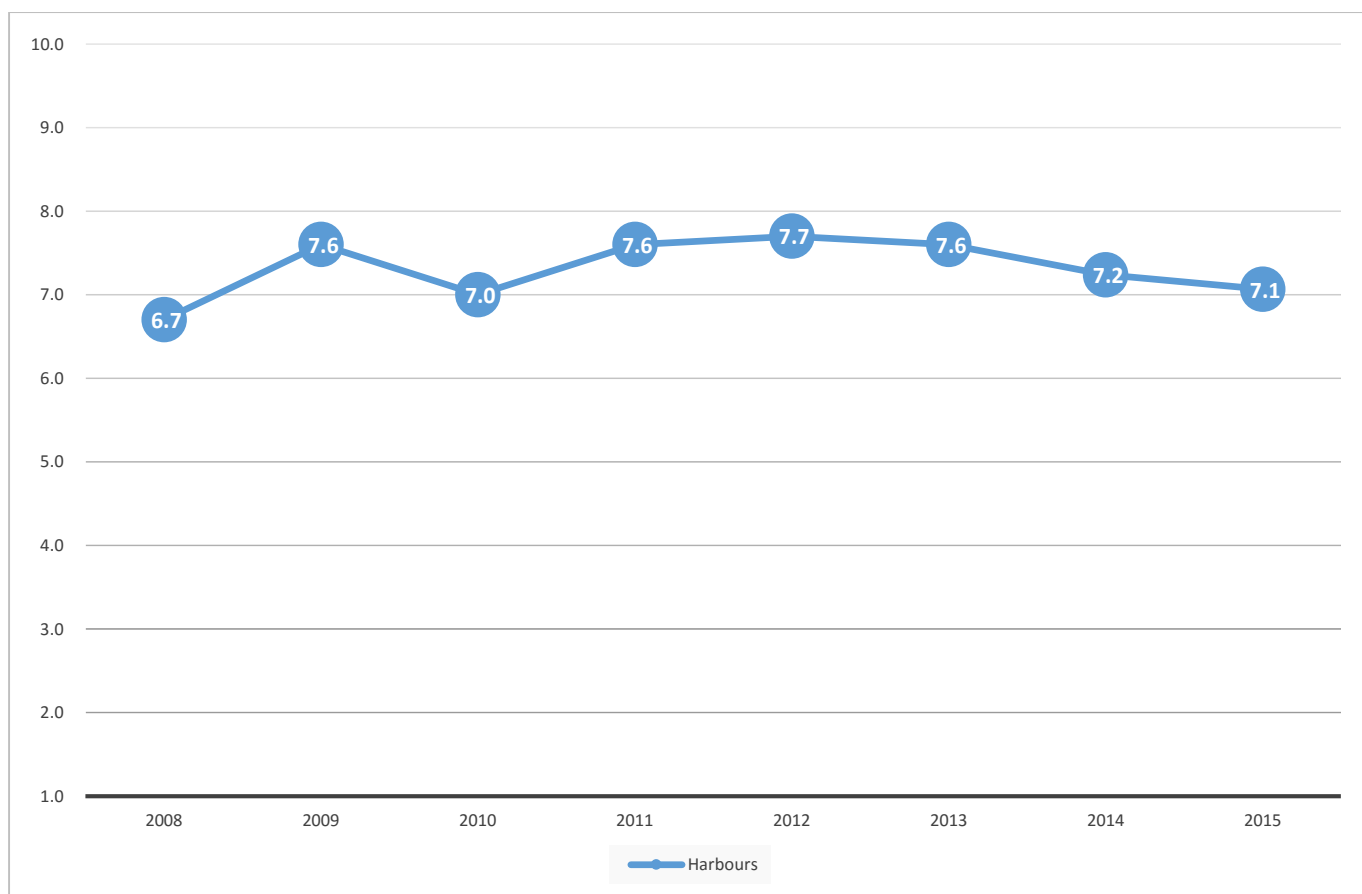
(n=268– N/A removed)

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

Table 44 Harbours unprompted comments

		Count
Positive	Good job	27
	Other	15
	Good	14
	Good services overall	10
	Are very good at maintaining the equipment they use	9
	Well managed	7
	Are strict and good	6
	Good monitoring	3
	Nothing ever goes wrong	3
	Good job	27
	Other	15
Negative	Other	9
	Harbour needs better management	8
	Boat speed limits need policing	7
	Over-regulated	6
	Council should impose additional costs	3
	Provide courses on navigation safety	3

Chart 51 Trend analysis – Harbours longitudinal proportionally recalibrated ratings



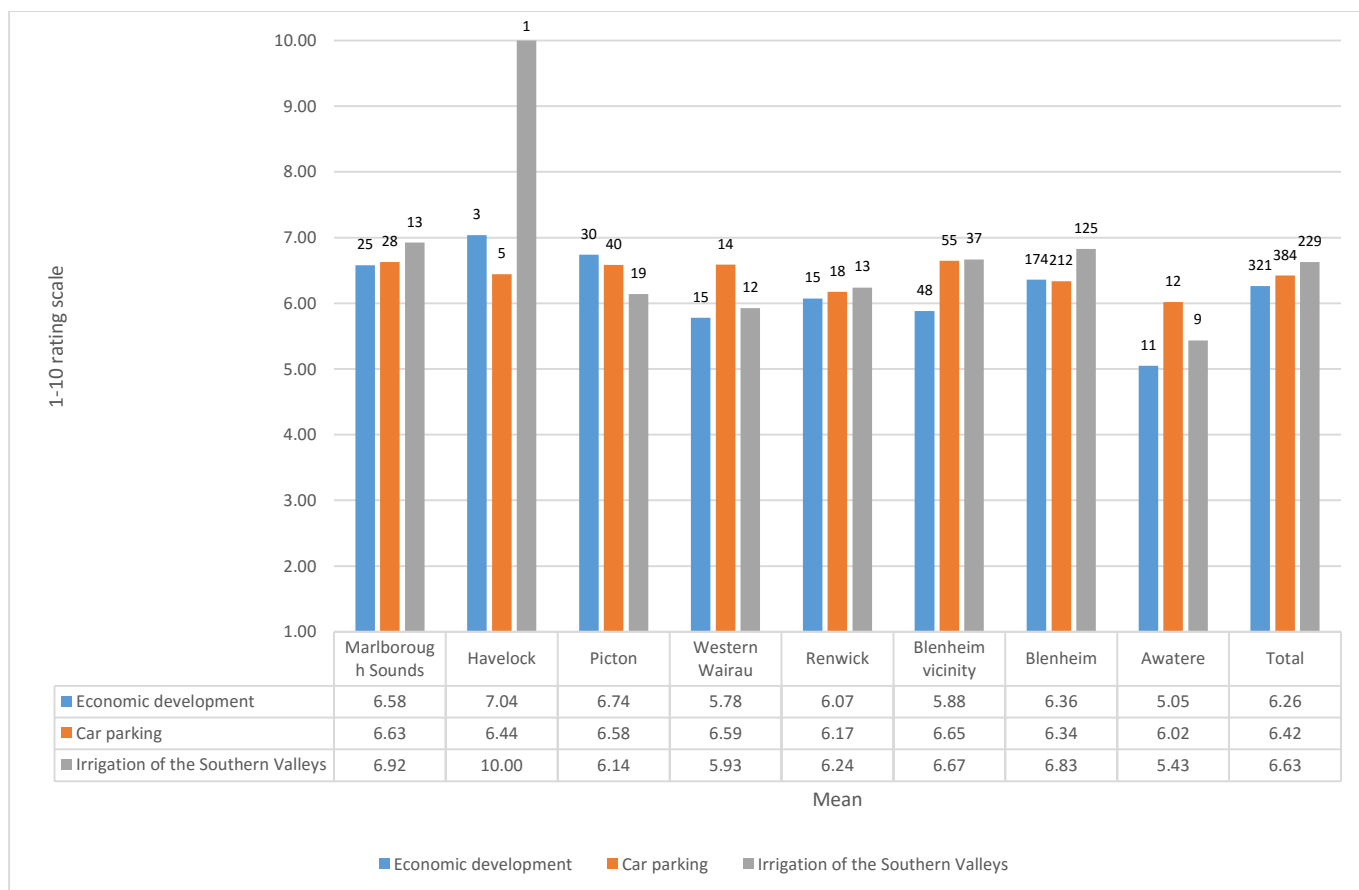
(2015 n=268)

Based on a simple linear regression, the average *Harbours* service satisfaction rating shows no significant trend over time, even though there was a slight drop in the 2015 average rating over the 2014 ones.

## 23. Regional development

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

Chart 52 Regional development mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=229-384) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 45 Regional development satisfaction percentages by area

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

(n=229-384– N/A removed)

**As presented in the charts and tables in this section:** Across most areas, performance rating levels were similar. Reasons for high and low ratings varied across services. In order of satisfaction rating, *Irrigation of the Southern valleys*, *Car parking* and *Economic development* all had satisfaction levels of between 60% and 65%. The 2015 results showed a slight decrease in average performance rating compared to 2014. Comments suggest that this is another polarising area for MDC. Comments related to *Economic Development* include *Does well in supporting*

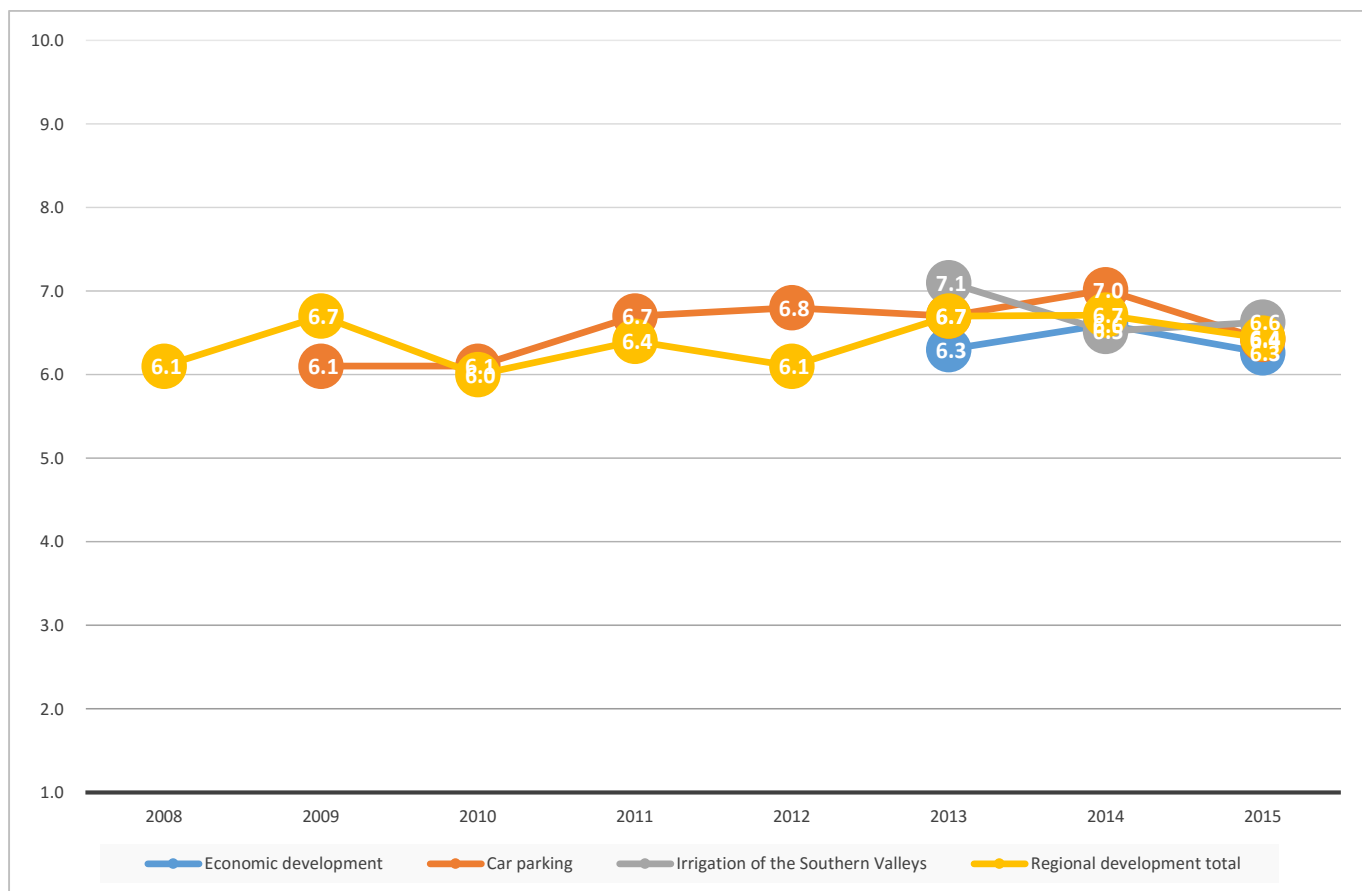


*business* and *Actions impeded business development* in almost equal numbers; those related to *Car parking* include many which suggest that there is *plenty of parking available* as well as many that suggest *insufficient parking* – as well as *Parking meters too expensive*. In each section of *Regional development* the *Cost* of the service provided is mentioned as a negative.

Table 46 Regional development unprompted comments

	Positive	Count	Negative	Count
<i>Economic development</i>	Does well in supporting business	15	Other	23
	Do a good job	7	Actions impede business development	17
	Other	7	Council shouldn't be involved	16
	Very good	5	Narrow focus - tourism & wine	13
			Ineffective	12
			Cost is too high	10
			Communication issues	6
			Need to allow new development	5
<i>Car parking</i>	Good/ plenty of parking available	38	Parking meters too expensive	56
	Adequate parking	31	Other	46
	Always available	19	Insufficient parking	39
	Other	10		
<i>Irrigation of the Southern Valleys</i>	Do well maintaining water supplies	17	Other	13
	Good	15	Costs regarding water supply	8
	Other	10	Restrictions on water use	5
	No problems	3	No supply	3
			Have own supply	2

Chart 53 Trend analysis – Regional development longitudinal proportionally recalibrated ratings



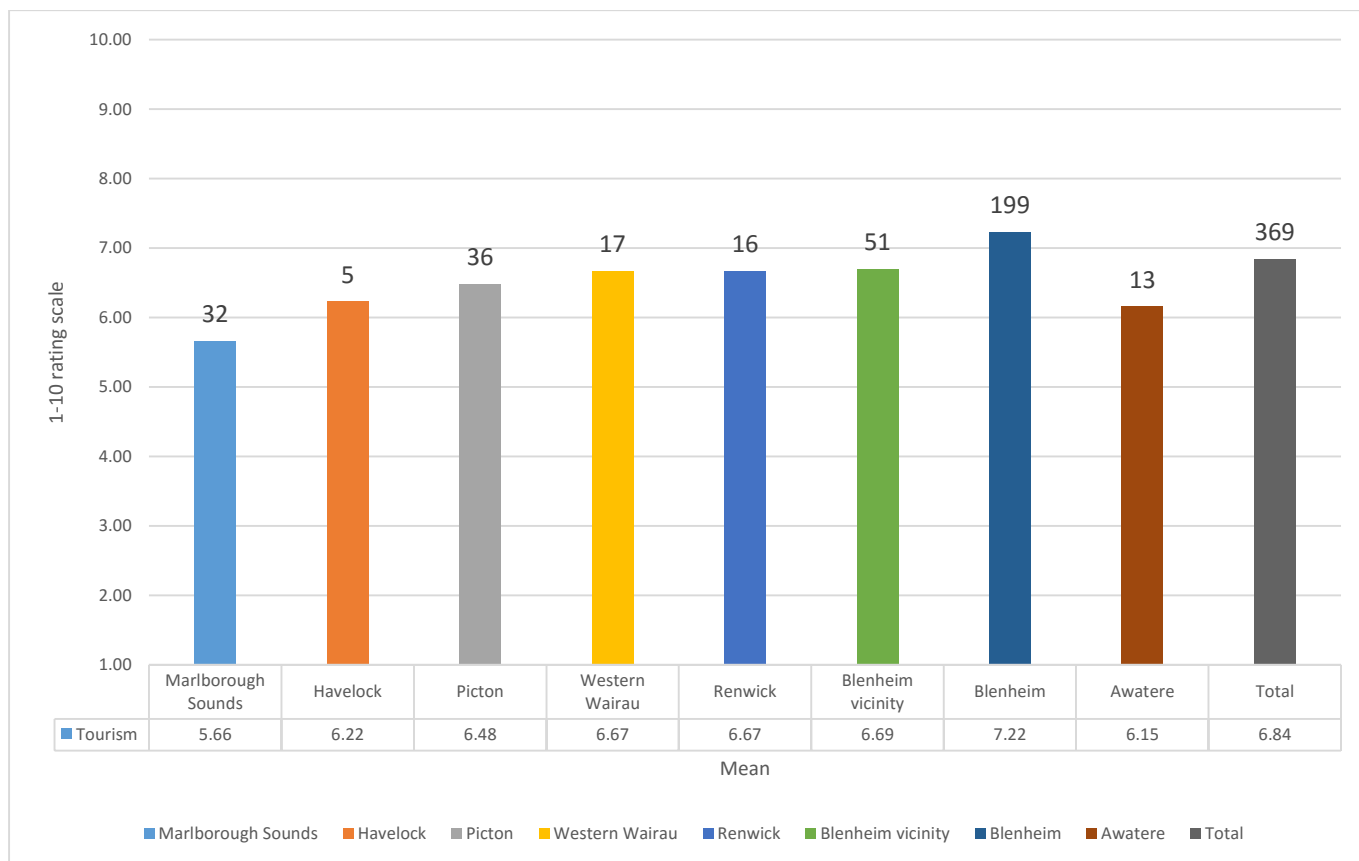
(2015 n=229-384)

Based on a simple linear regression there is change in *Regional development* satisfaction ratings over time. In 2015 all services showed slight drops in the ratings compared to 2014.

## 24. Tourism

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

Chart 54 Tourism mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=369) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 47 Tourism satisfaction percentages by area

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

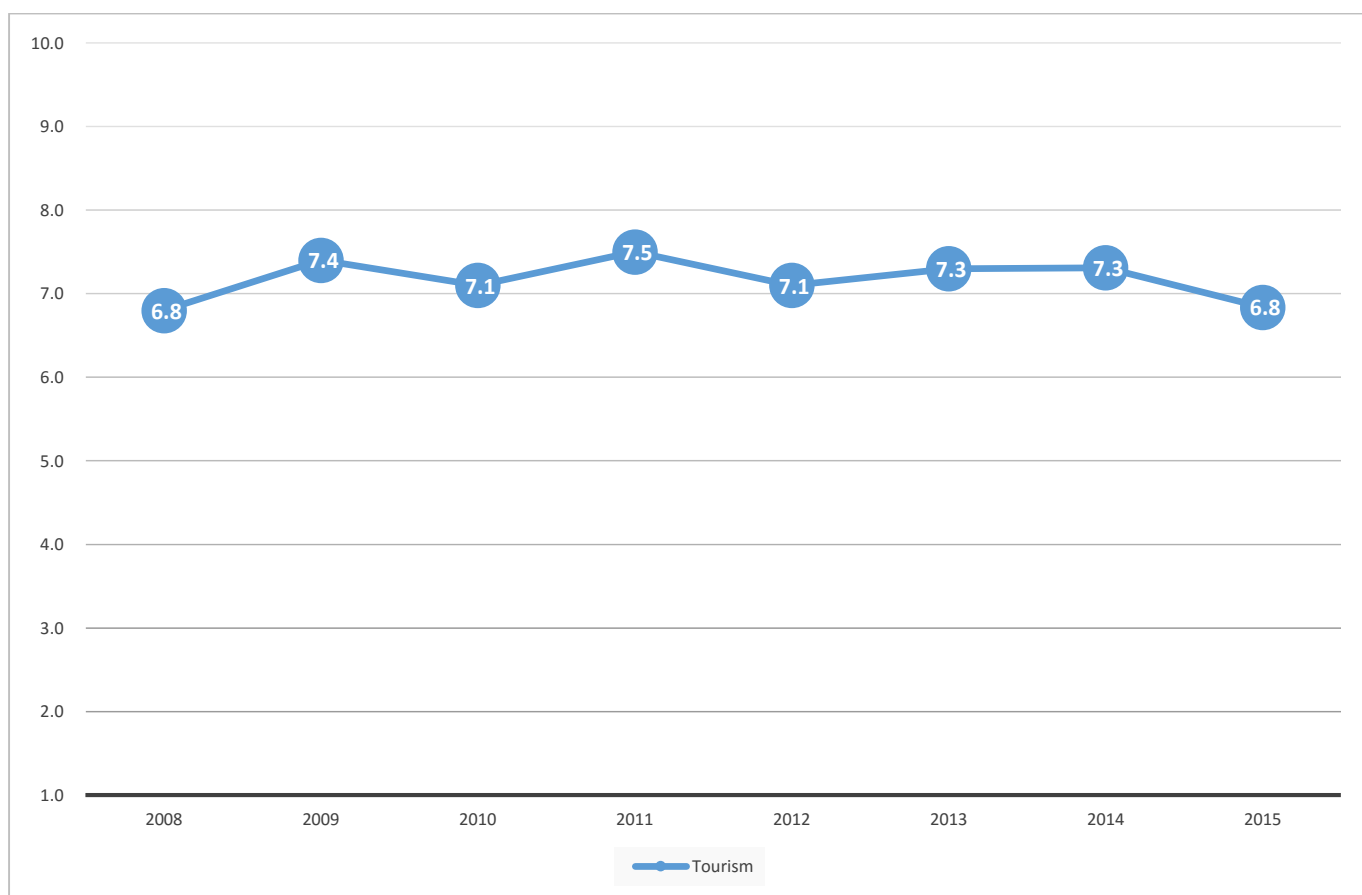
(n=369– N/A removed)

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

Table 48 Tourism unprompted comments

		Count
Positive	Doing a good job	49
	Other	37
	Council performs well and supporting tourism	26
	Promote the region well	19
	Good information/ brochures	17
	Advertise well/ good advertising	12
	Lots of tourism in the area	11
	Tourism well promoted	11
Negative	Poorly managed	33
	Other	23
	More effort - room to improve	21
	Customer service & information centre poor	16
	Cost - is this appropriate for Council?	15
	More information required	14

Chart 55 Trend analysis – Tourism longitudinal proportionally recalibrated ratings



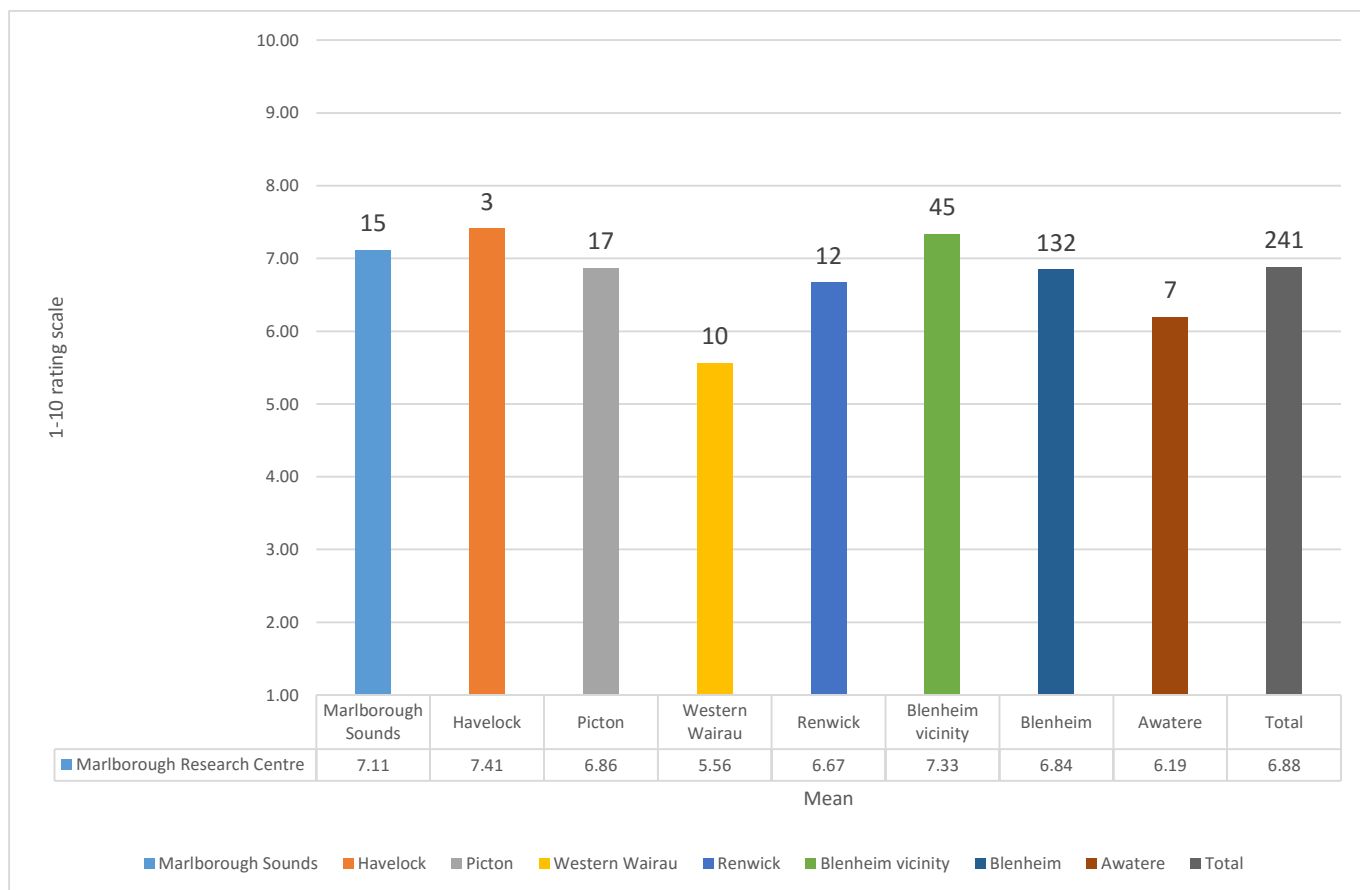
(2015 n=369)

A simple linear regression analysis shows no trend over time for the *Tourism* service deliverable, although the 2015 average performance rating is a little lower than the 2014 one.

## 25. Marlborough Research Centre

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

Chart 56 Marlborough Research Centre mean satisfaction ratings by area



Scale recalibrated from 1-9 to 1-10; N/A removed. (Total 2015 responses n=241) Note: small response sample sizes in some areas. Numbers at top of coloured bars represent the number of residents providing a rating for each deliverable in each area.

Table 49 Marlborough Research Centre satisfaction percentages by area

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

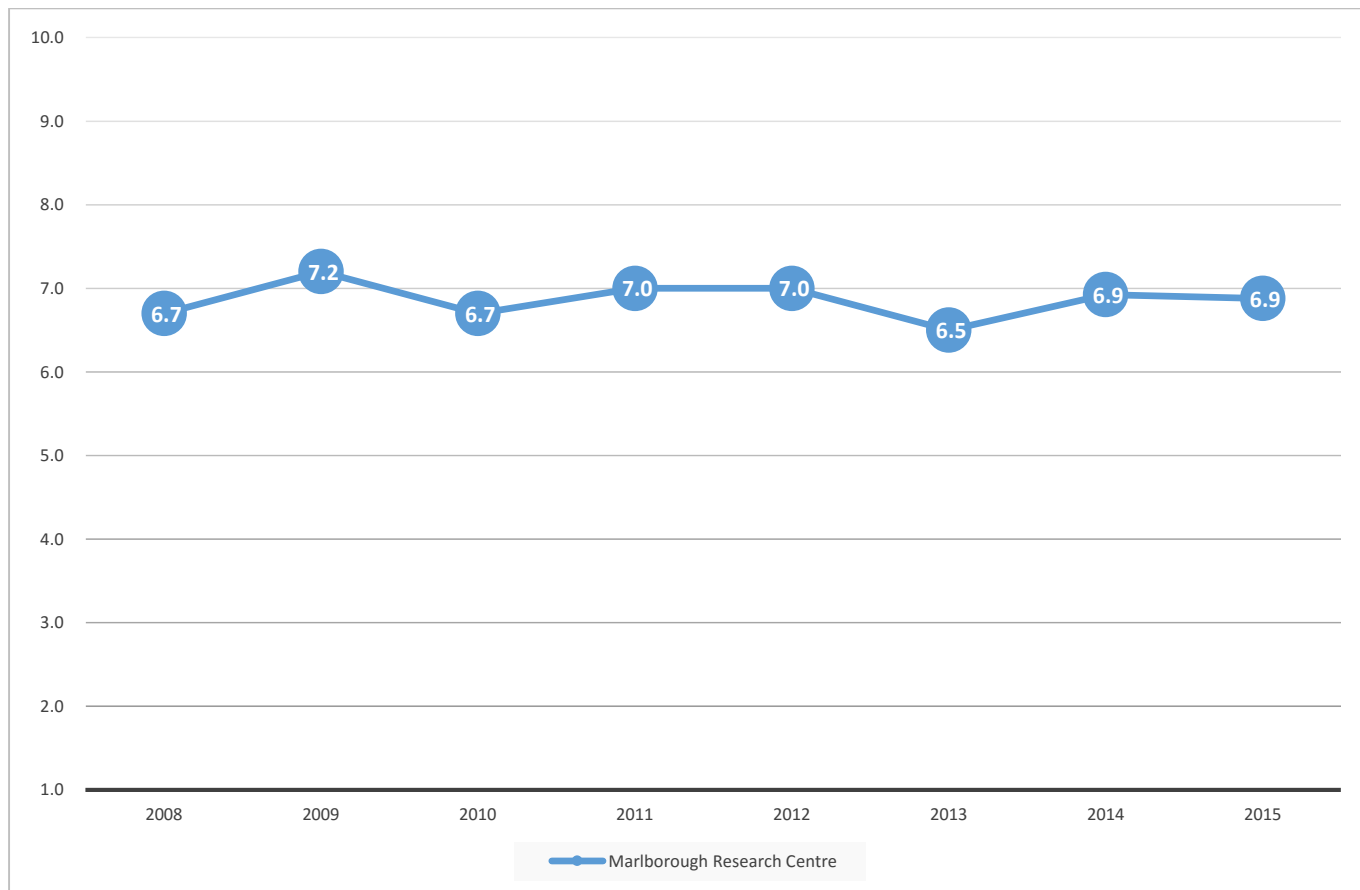
(n=241 – N/A removed)

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

Table 50 Marlborough research centre unprompted comments

		Count
Positive	Other	28
	Do a thorough job	16
	Provide a good service	14
Negative	Council shouldn't be involved/ private sector role	10
	Don't see any results	5
	Other	4
	Too much focus on grapes	3

Chart 57 Trend analysis – Marlborough Research Centre longitudinal proportionally recalibrated ratings



(2015 n=241)

Simple linear regression analysis reveals no trend over time for the *Marlborough Research Centre* service deliverable, and the 2015 average satisfaction rating is very close to the 2014 one.

## Appendix 1

### Questionnaire 1

1. Firstly we need to ensure we speak with a cross section of the community, which of the following age groups do you fit into?
2. Is the home where you live owned by someone who lives in the household, or is it rented?
3. The Council is responsible for all the roads in Marlborough except the state highways, this includes street lighting. In the district, EXCLUDING State Highways, on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs providing:
  - a. Sealed roads: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. Unsealed roads: If rating under 4 or over 8 ask “why did you give it that rating?”
  - c. Footpaths: If rating under 4 or over 8 ask “why did you give it that rating?”
  - d. Street lighting: If rating under 4 or over 8 ask “why did you give it that rating?”
4. The Council operates sewerage schemes in Blenheim, Renwick, Picton, Seddon, Havelock, Spring Creek, Riverlands and Cloudy Bay Business Park. These cater for both domestic and industrial waste. If you receive a Council supplied sewerage scheme, on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs providing...
  - a. Sewerage services in general: If rating under 4 or over 8 ask “why did you give it that rating?”
5. The Council provides and maintains a network of stop banks on rivers and drains on the main Wairau floodplain to protect against the risks of flooding and agricultural drainage. Lesser works are carried out in Picton and outside of the main Wairau floodplain at a lower rate charge. Note: Where rivers and drainage rates are not charged (e.g. Awatere), no river works are carried out. In your local area, using the same scale, how well do you think the Council performs providing...
  - a. Flood protection and control works: If rating under 4 or over 8 ask “why did you give it that rating?”
6. The Council provide a range of waste management and minimisation services across the region. In your local area, on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing...
  - a. Kerbside Rubbish and Recycling Collection in Blenheim and Picton: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. Regional Waste Transfer Stations, including Hazardous Waste: If rating under 4 or over 8 ask “why did you give it that rating?”
  - c. Resource Recovery Centre, Reuse Shop and green waste composting: If rating under 4 or over 8 ask “why did you give it that rating?”
7. The Council manages culture and heritage assets and resources, provides culture and heritage grants, and works with local groups to support and develop our arts, culture and heritage resources. Using the same scale, how well do you think the Council performs in supporting...
  - a. Culture and heritage in the district: If rating under 4 or over 8 ask “why did you give it that rating?”

8. The Council encourages residents to participate in the decision making processes of the Council. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council assists residents in providing...
  - a. Information about Council Business: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. Information on Council meetings: If rating under 4 or over 8 ask “why did you give it that rating?”
  
9. The Council operates two public libraries at Blenheim and Picton; and supports community libraries in Ward, Renwick, Havelock, and Waitaria Bay. Using the same scale, how well do you think the Council performs in providing...
  - a. a. Public libraries in Blenheim and Picton: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. b. Community libraries in Ward, Renwick, Havelock, and Waitaria Bay: if rating under 4 or over 8 ask “why did you give it that rating?”
  
10. The Council is responsible for all matters of navigation and safety within Marlborough's coastal waterways, including D'Urville Island, the Marlborough Sounds, Port Underwood, Clifford and Cloudy Bays including the maintenance of navigation aids. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing...
  - a. Harbour Control: If rating under 4 or over 8 ask “why did you give it that rating?”
  
11. The Council provides a range of diverse services and activities to support the community, using the same scale, how well do you think the Council performs in providing ...
  - a. Community support services: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. Blenheim bus service: If rating under 4 or over 8 ask “why did you give it that rating?”
  - c. Total mobility scheme for the disabled: If rating under 4 or over 8 ask “why did you give it that rating?”
  - d. Funding for community events: If rating under 4 or over 8 ask “why did you give it that rating?”
  
12. The Council monitors and reports on the state of Marlborough’s environment, including air, land, water and coastal resources. Information collected is then used to inform the public on the condition of these natural resources and helps Council develop policies for the sustainable use and management of the district’s resources. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council completes these functions...
  - a. Developing environmental policies under the Resource Management Act: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. Environmental monitoring and information provision: If rating under 4 or over 8 ask “why did you give it that rating?”
  
13. The Council is the principal funder of Destination Marlborough, which is responsible for promoting Marlborough as a visitor destination to national and international tourists. Using the same scale, how well do you think the Council supports...
  - a. Tourism: If rating under 4 or over 8 ask “why did you give it that rating?”
  
14. In the last twelve months, have you seen or heard any notices or advertisements issued by the Council?

15. Where did you see the advertisement?
16. Have you had any direct contact with the Council in the past 12 months?
17. In what ways was that contact made?
18. On a scale of 1-9; where 1 = not at all well, 5 = neutral and 9 = extremely well, how would you rate your overall contact with the Council?
19. On a scale of 1-9; where 1 = not at all well, 5 = neutral and 9 = extremely well, how would you rate the overall performance of the Marlborough District Council over the last 12 months?
20. How long have you lived in Marlborough?
21. Which of the following best describes your household's annual income before tax?



## Questionnaire 2

1. Firstly we need to ensure we speak with a cross section of the community, which of the following age groups do you fit into?
2. Is the home where you live owned by someone who lives in the household, or is it rented?
3. Now I'm going to ask you about the various water services provided by the Council. The Council operates fresh water supply schemes servicing Blenheim, Renwick, Picton, Awatere, Wairau Valley, Havelock and Riverlands. If you receive Council supplied drinking water; on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing...
  - a. Drinking Water Supply: If rating under 4 or over 8 ask "why did you give it that rating?"
4. The Council provides a storm water drainage system to manage storm water runoff in urban catchments, predominantly in Blenheim and Picton, and smaller networks in Renwick, Havelock, Spring Creek, Riverlands and Cloudy Bay business park. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing...
  - a. Urban storm water drainage: If rating under 4 or over 8 ask "why did you give it that rating?"
5. Landowners are primarily responsible for controlling 'declared' regional animal and pest plants on their own properties. The Council is responsible for the monitoring of regional pests and works with landowners to ensure they are aware of their pest management responsibilities, providing information, and ensuring that landowners carry out the control of pests on their property to specified levels. In your local area, using the same 1-9 scale, how well do you think the Council performs in...
  - a. Monitoring of pest animals and working with landowners to ensure they manage their pests (such as rabbits): If rating under 4 or over 8 ask "why did you give it that rating?"
  - b. Monitoring of pest plants and working with landowners to ensure they manage their pest plants (such as Nassella Tussock and Chilean Needle Grass): If rating under 4 or over 8 ask "why did you give it that rating?"
6. The Council administers a variety of community facilities, on a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council manages these facilities...
  - a. Parks and reserves, including playgrounds, war memorials: If rating under 4 or over 8 ask "why did you give it that rating?"
  - b. Sports grounds: If rating under 4 or over 8 ask "why did you give it that rating?"
  - c. Bike/walk paths and tracks: If rating under 4 or over 8 ask "why did you give it that rating?"
  - d. Swimming Pools: If rating under 4 or over 8 ask "why did you give it that rating?"
  - e. Cemeteries: If rating under 4 or over 8 ask "why did you give it that rating?"
  - f. Public Toilets: If rating under 4 or over 8 ask "why did you give it that rating?"
7. The Council administers a wide variety of regulatory functions, powers and duties. Many of these are legislated by government. In your local area, using the same scale, how well do you think the Council performs in administering services related to the ...
  - a. Resource Management Act resource consents: If rating under 4 or over 8 ask "why did you give it that rating?"

- b. Resource Management Act monitoring compliance with consent conditions: If rating under 4 or over 8 ask “why did you give it that rating?”
  - c. Building Act building consents: If rating under 4 or over 8 ask “why did you give it that rating?”
  - d. Sale and supply of alcohol Act: If rating under 4 or over 8 ask “why did you give it that rating?”
  - e. Health and Foods Act: If rating under 4 or over 8 ask “why did you give it that rating?”
8. The Council owns about 170 housing units that are available to older people, and rented at discounted rates. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing this service
- a. Community housing: If rating under 4 or over 8 ask “why did you give it that rating?”
9. The Council provides services in relation to the control of dogs and wandering livestock. Using the same scale, how well do you think the Council performs in providing...
- a. Dog control: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. Control of wandering Livestock: If rating under 4 or over 8 ask “why did you give it that rating?”
10. The Council works closely with agencies in the policing, education and health sectors to address some of the root causes of behaviours that affect community safety. Security cameras in the Blenheim CBD and street safety patrols are examples of the services provided. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in supporting...
- a. Community Safety: If rating under 4 or over 8 ask “why did you give it that rating?”
11. The Council is a member of Marlborough Kaikoura Rural Fire Authority. Council also maintains an emergency management centre and is responsible for managing and responding to natural disasters and emergency events including floods and earthquakes. Using the same scale, how well do you think the Council performs in providing...
- a. Rural fire fighting: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. Civil Defence Emergency management: If rating under 4 or over 8 ask “why did you give it that rating?”
12. The Council has a number at services that support regional development. These include developing the region's 'smart and connected' vision, encouraging the establishment of businesses and leading a number of projects to assist key industry sectors. Council also provides car parking, irrigation of the Southern Valleys. On a scale of 1-9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing...
- a. Economic development: If rating under 4 or over 8 ask “why did you give it that rating?”
  - b. Car parking: If rating under 4 or over 8 ask “why did you give it that rating?”
  - c. Irrigation of the Southern Valleys: If rating under 4 or over 8 ask “why did you give it that rating?”
13. The Council is a part funder of the Marlborough Research Centre. This centre undertakes research into viticulture and other primary production sectors that help to ensure Marlborough's primary industries have access to worldclass research and advisory services. Using the same scale, how well do you think the Council performs in supporting

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

14. In the last twelve months, have you seen or heard any notices or advertisements issued by the Council?
15. Where did you see the advertisement?
16. Have you had any direct contact with the Council in the past 12 months?
17. In what ways was that contact made?
18. On a scale of 1-9; where 1 = not at all well, 5 = neutral and 9 = extremely well, how would you rate your overall contact with the Council?
19. On a scale of 1-9; where 1 = not at all well, 5 = neutral and 9 = extremely well, how would you rate the overall performance of the Marlborough District Council over the last 12 months?
20. How long have you lived in Marlborough?
21. Which of the following best describes your household's annual income before tax?

## Appendix 2

### Demographic data

Table 51 Resident home ownership status

	Frequency	Percent	Valid Percent	Cumulative Percent
Own	697	87.1	87.1	87.1
Rented	84	10.5	10.5	97.6
Other	12	1.5	1.5	99.1
Private trust	7	0.9	0.9	100.0
Total	800	100.0	100.0	

Table 52 Resident income status

	Frequency	Percent	Valid Percent	Cumulative Percent
Under \$10,000	1	0.1	0.1	0.1
\$10-\$25,000	58	7.3	7.3	7.4
\$25-\$40,000	111	13.9	13.9	21.3
\$40-\$55,000	123	15.4	15.4	36.6
\$55-\$70,000	126	15.8	15.8	52.4
\$70,\$85,000	71	8.9	8.9	61.3
\$85-\$100,000	72	9.0	9.0	70.3
Over \$100,000	118	14.8	14.8	85.0
Declined	120	15.0	15.0	100.0
Total	800	100.0	100.0	

Table 53 Resident tenure in the district status

	Frequency	Percent	Valid Percent	Cumulative Percent
Other	11	1.4	1.4	1.4
Less than 2 years	10	1.3	1.3	2.6
2-5 years	62	7.8	7.8	10.4
5-10 years	103	12.9	12.9	23.3
10+ years	614	76.8	76.8	100.0
Total	800	100.0	100.0	