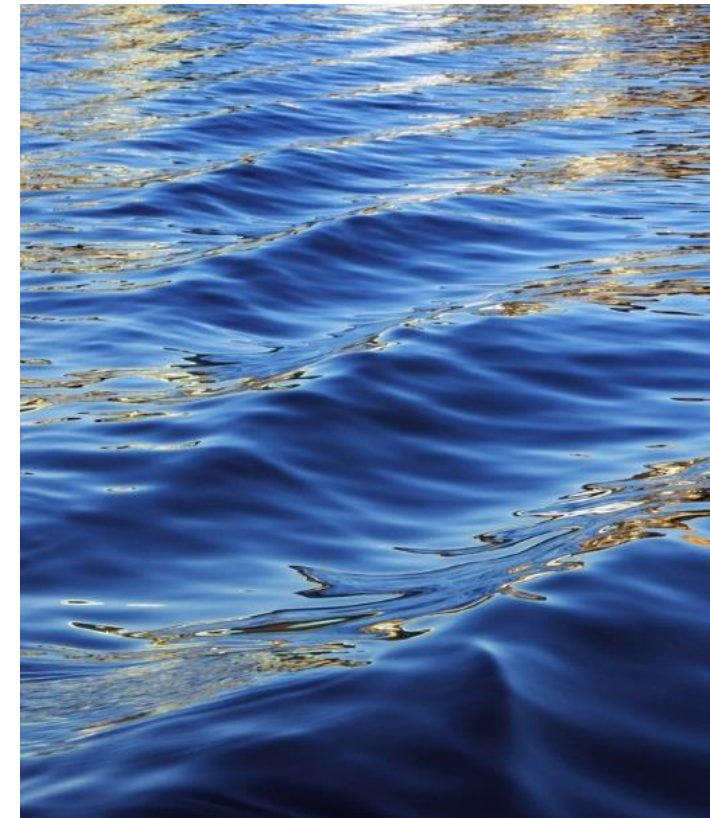




Marlborough District Council - 2014 Annual Resident Service Satisfaction Survey

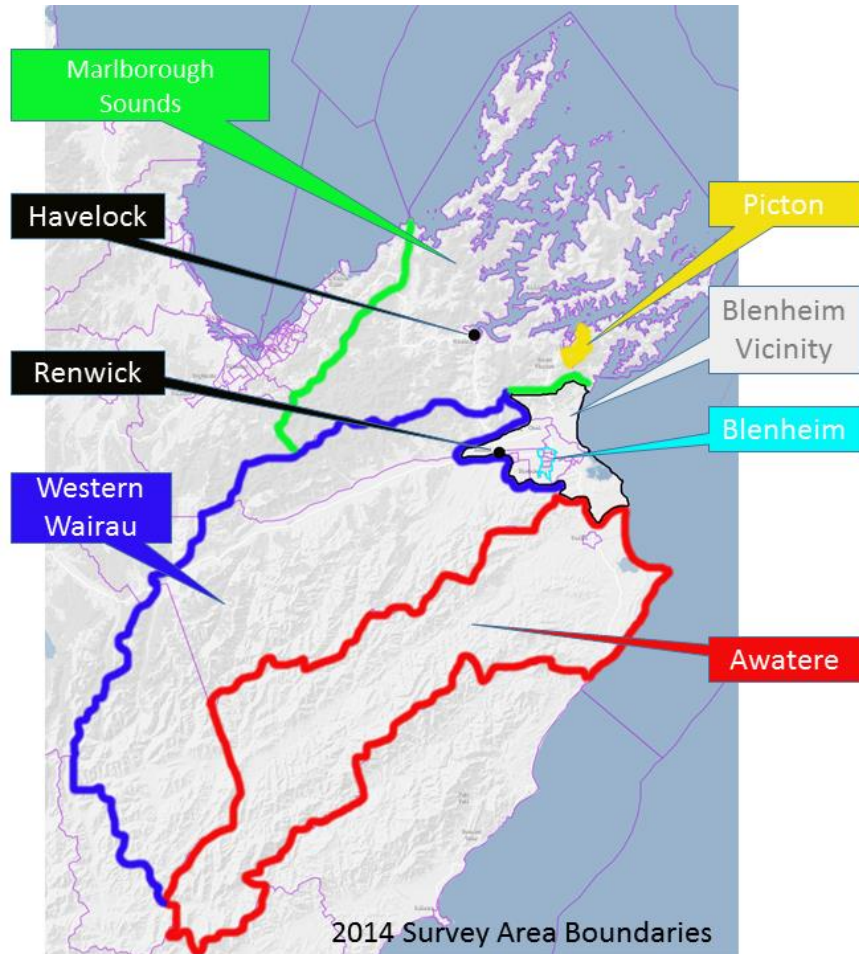
Presentation – Date: 26th August 2014



Prepared by Dr Virgil Troy © SIL Research 2014

Research is 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 research processes, methodologies, technologies and intellectual properties pertaining to this project are copyright and remain the property of SIL Research.

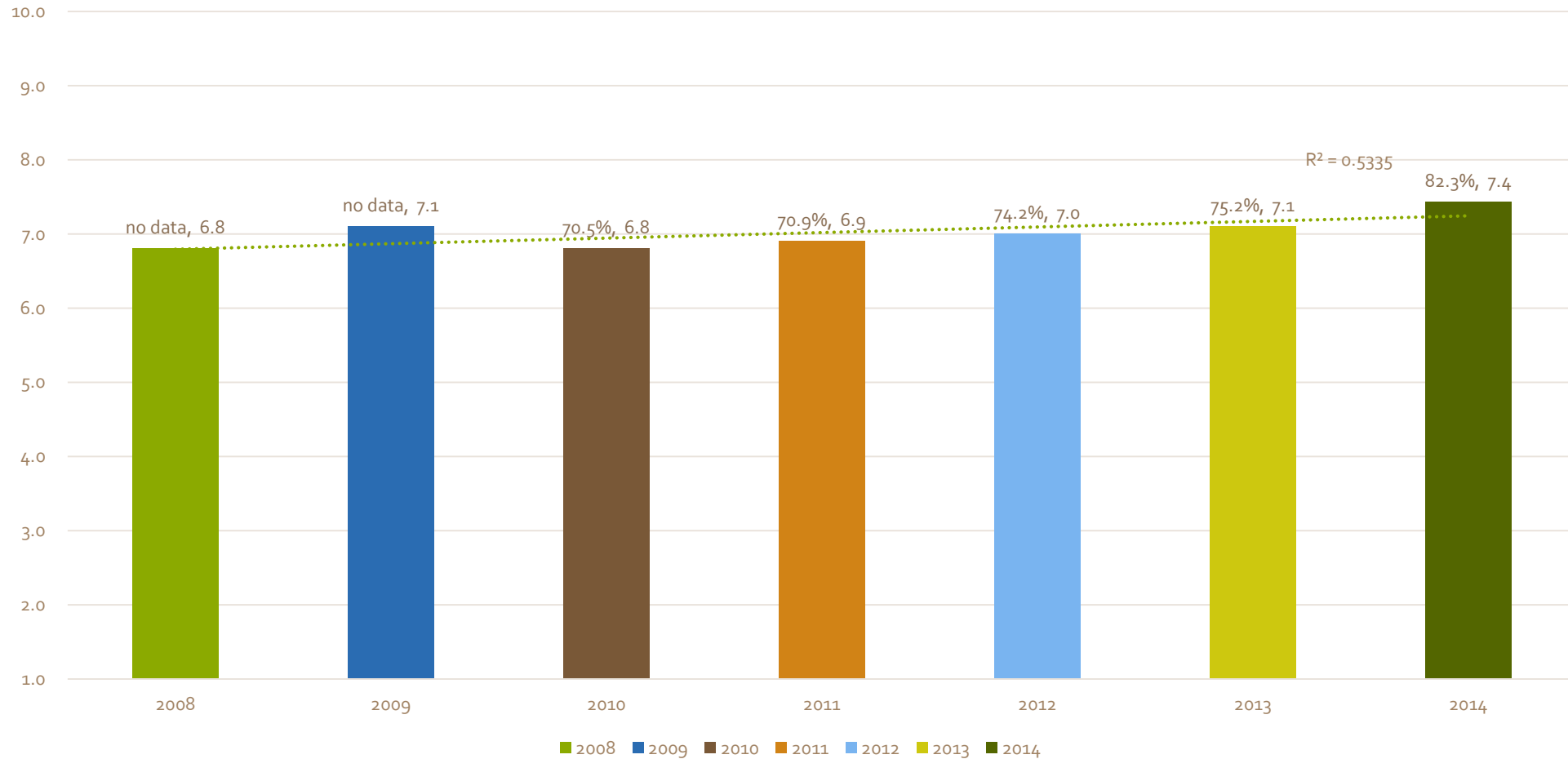
Methodology



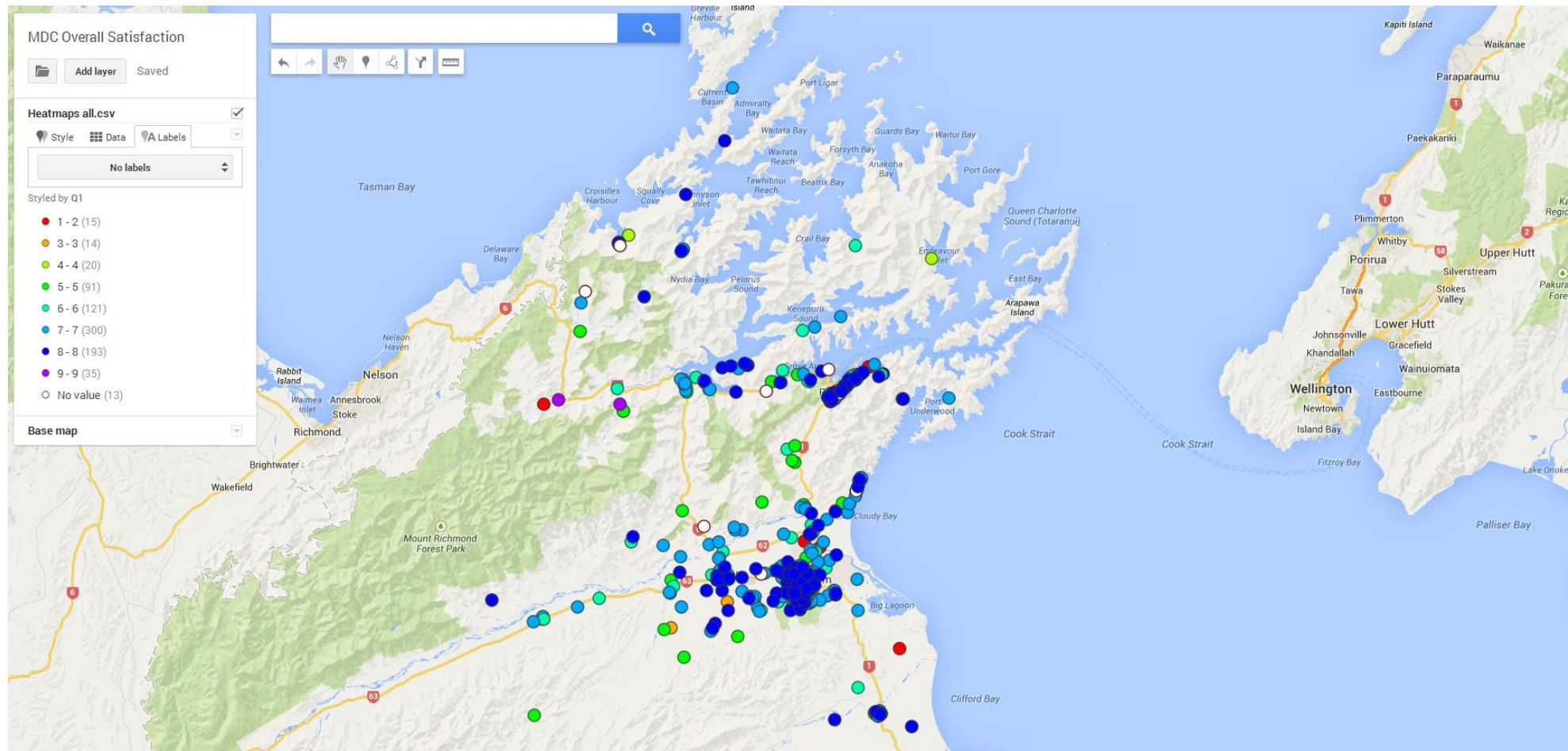
- The existing MDC questionnaires were revised by SIL Research in consultation with the MDC then tested prior to deployment.
- Two concurrent surveys of n=400 residents were undertaken during June 2014.
- A total of n=800 residents aged 18 years and above across the MDC's territorial area were interviewed via a CATI survey during a four week period starting the first week of June 2014
- An online version of the survey was also made available; 11.5% (n=92) surveys were collected online, 88.5% (n=708) were CATI surveys
- The sample size of n=400 across 34,041 18yr + residents allows for a 95% confidence level +/- 3.9 to 4.87%.

Overall performance

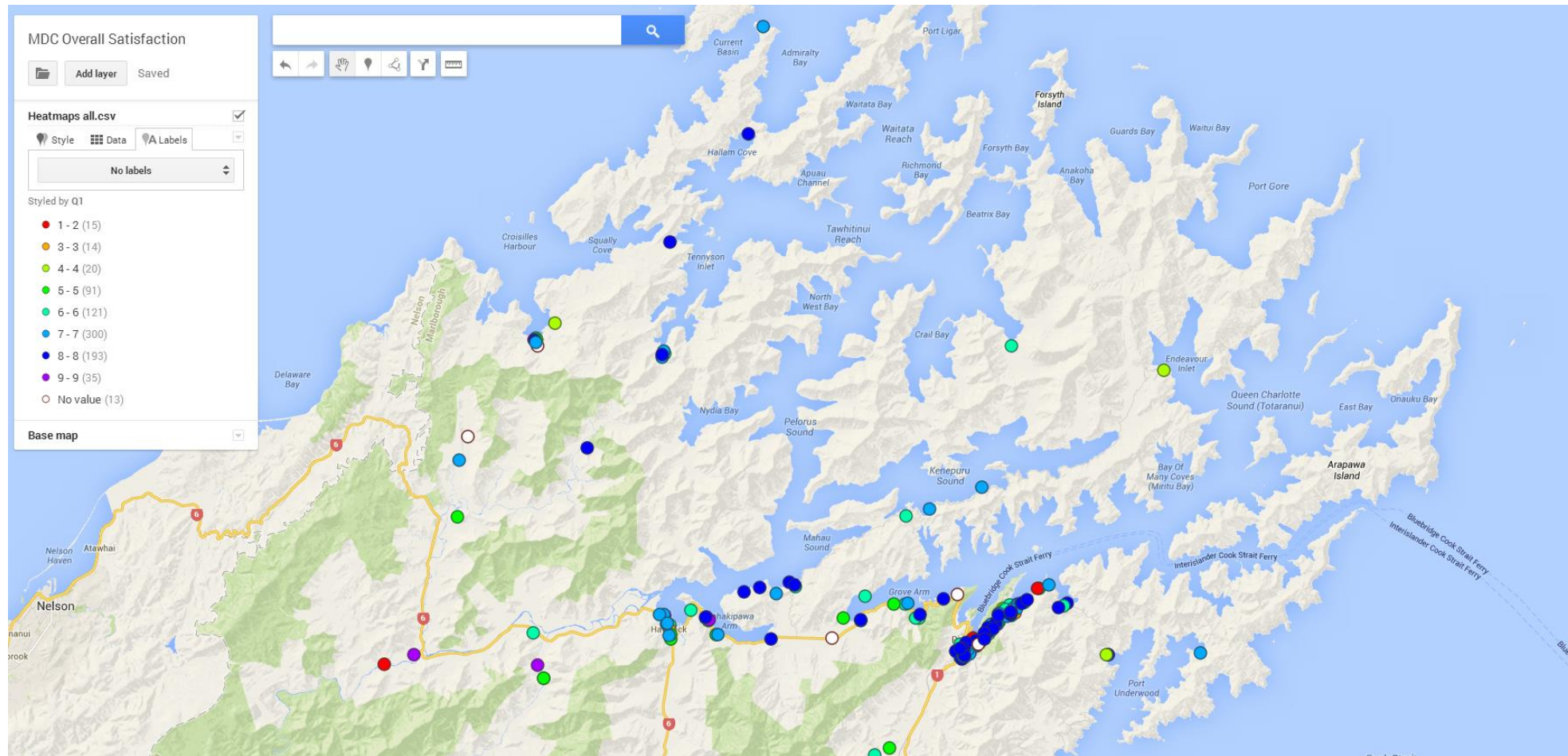
The top three performing services in 2014 were sewerage (7.93), emergency management (7.82) and drinking water (7.82). These rankings were based on the combination of individual and grouped aggregated totals. When individual services are ranked separately Public libraries rates highest (8.47) followed by Parks and reserves (8.29) and Rural firefighting (8.10). In 2014, MDC overall performance rating increased over the previous year. Using a linear regression and R² of past performance ratings along with this year's outcome, there appears to be an ongoing improvement trend in MDC overall performance. The lowest priority services were environmental policy, democratic process and biosecurity (Note: Sewerage service available in Blenheim, Picton, Renwick, Havelock, Seddon (not all Awatere), Grovetown (in Blenheim vicinity) only).



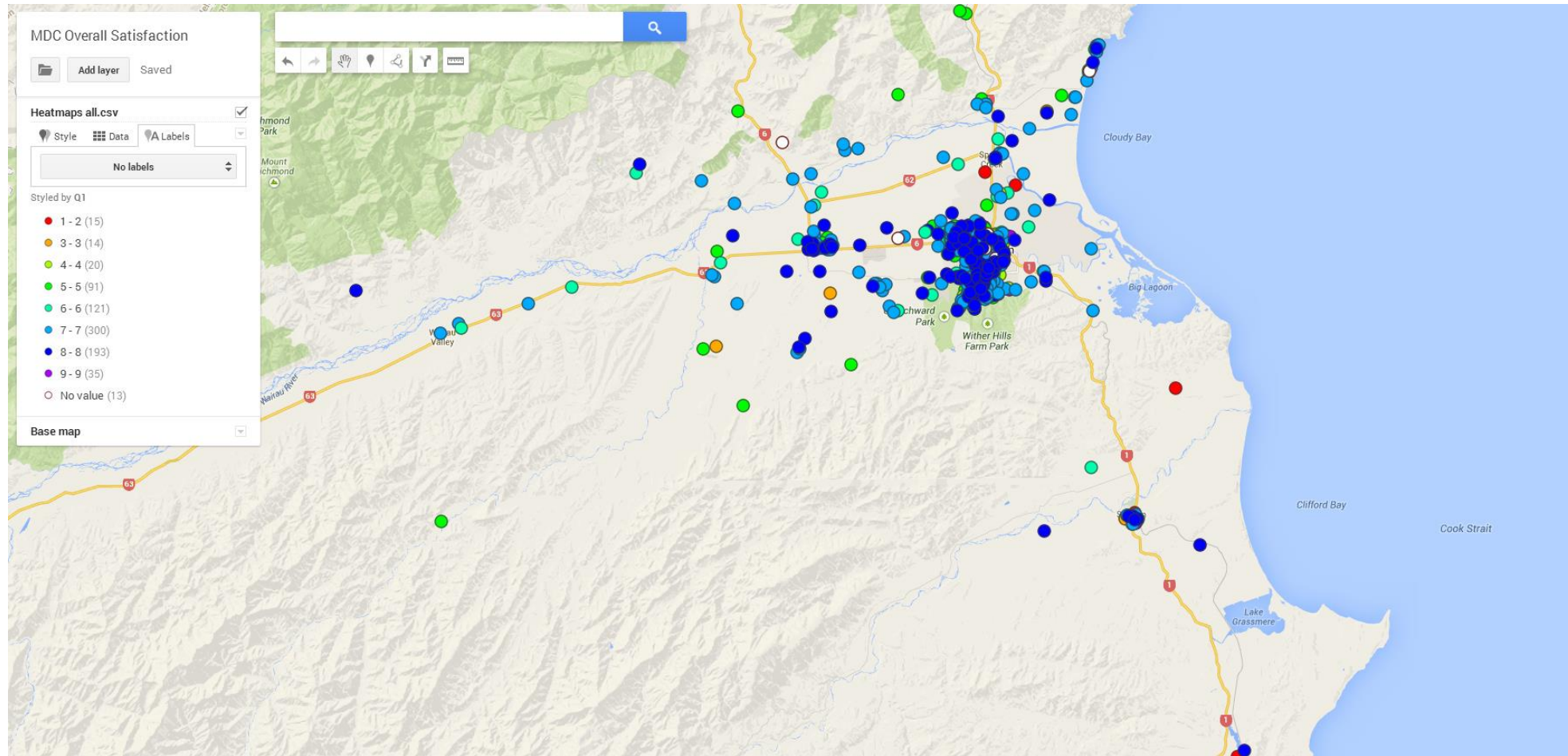
Overall Performance



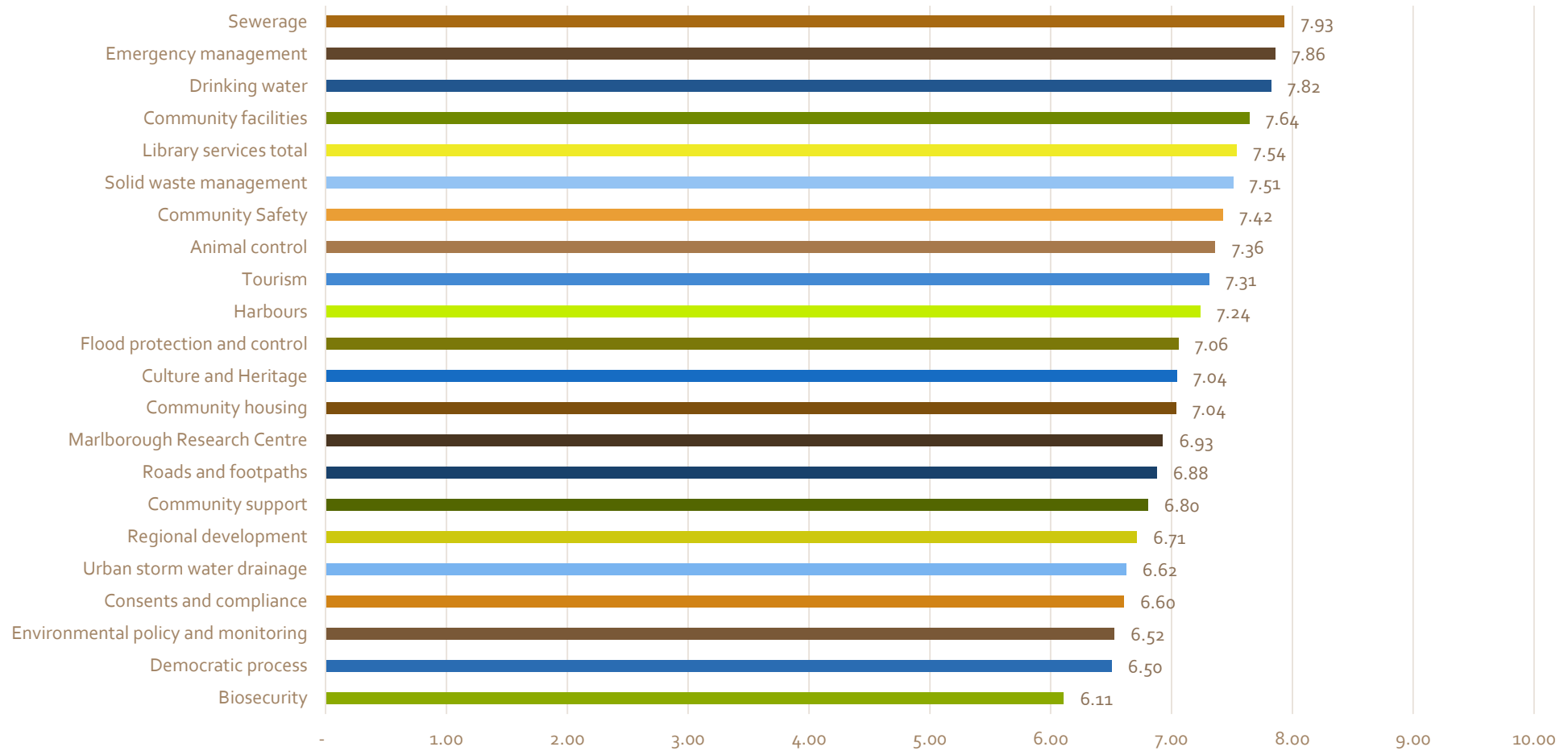
Overall Performance



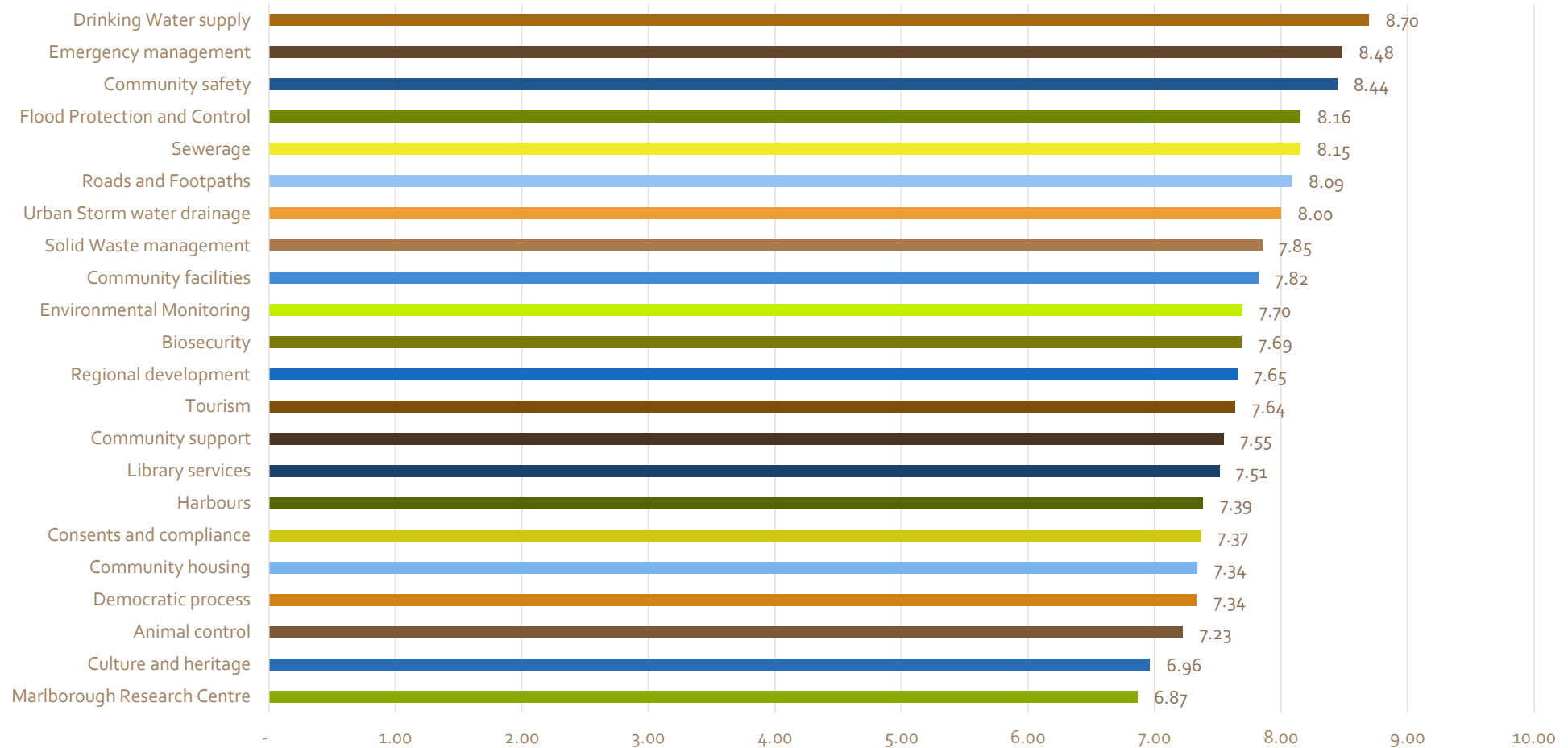
Overall Performance



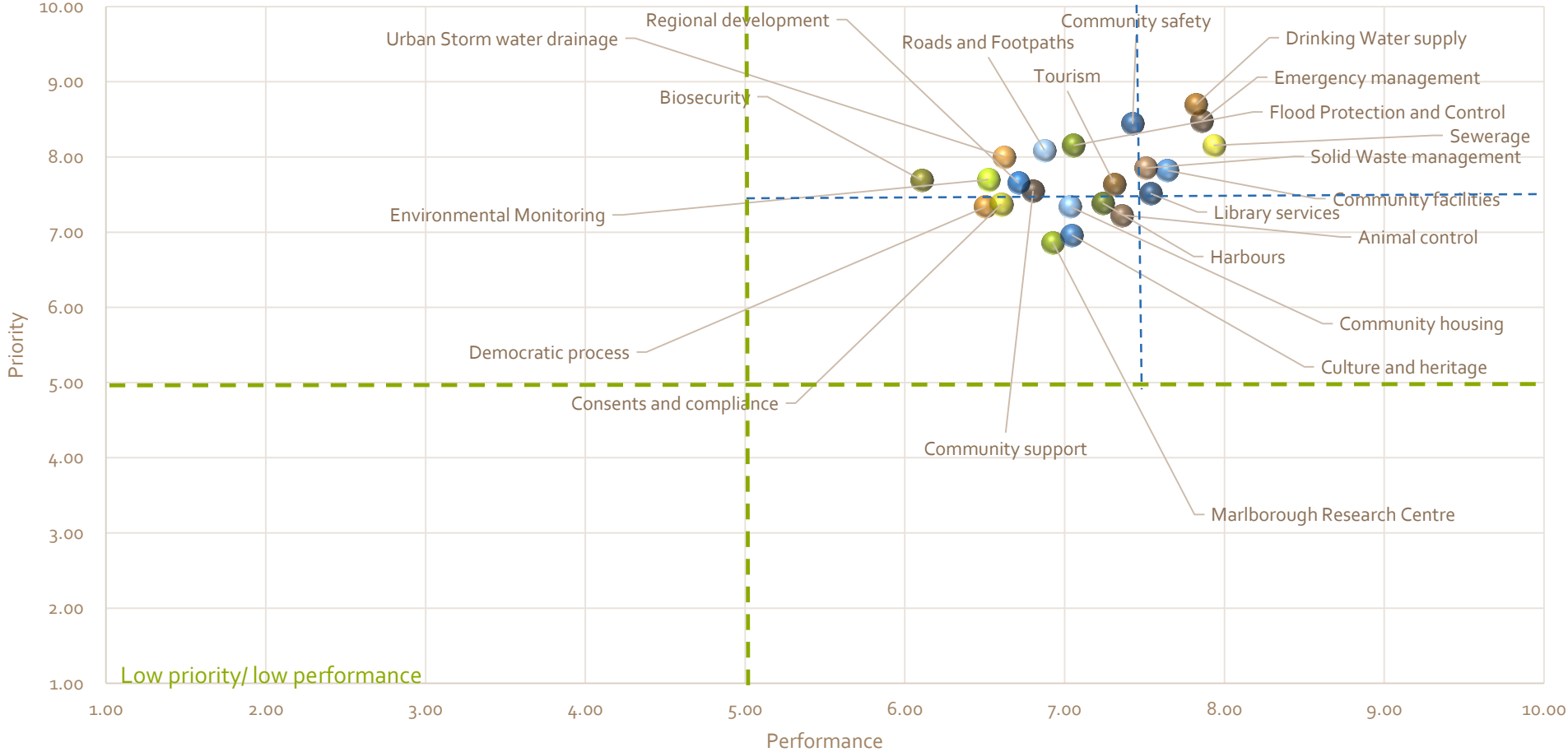
Overall ratings



Priorities

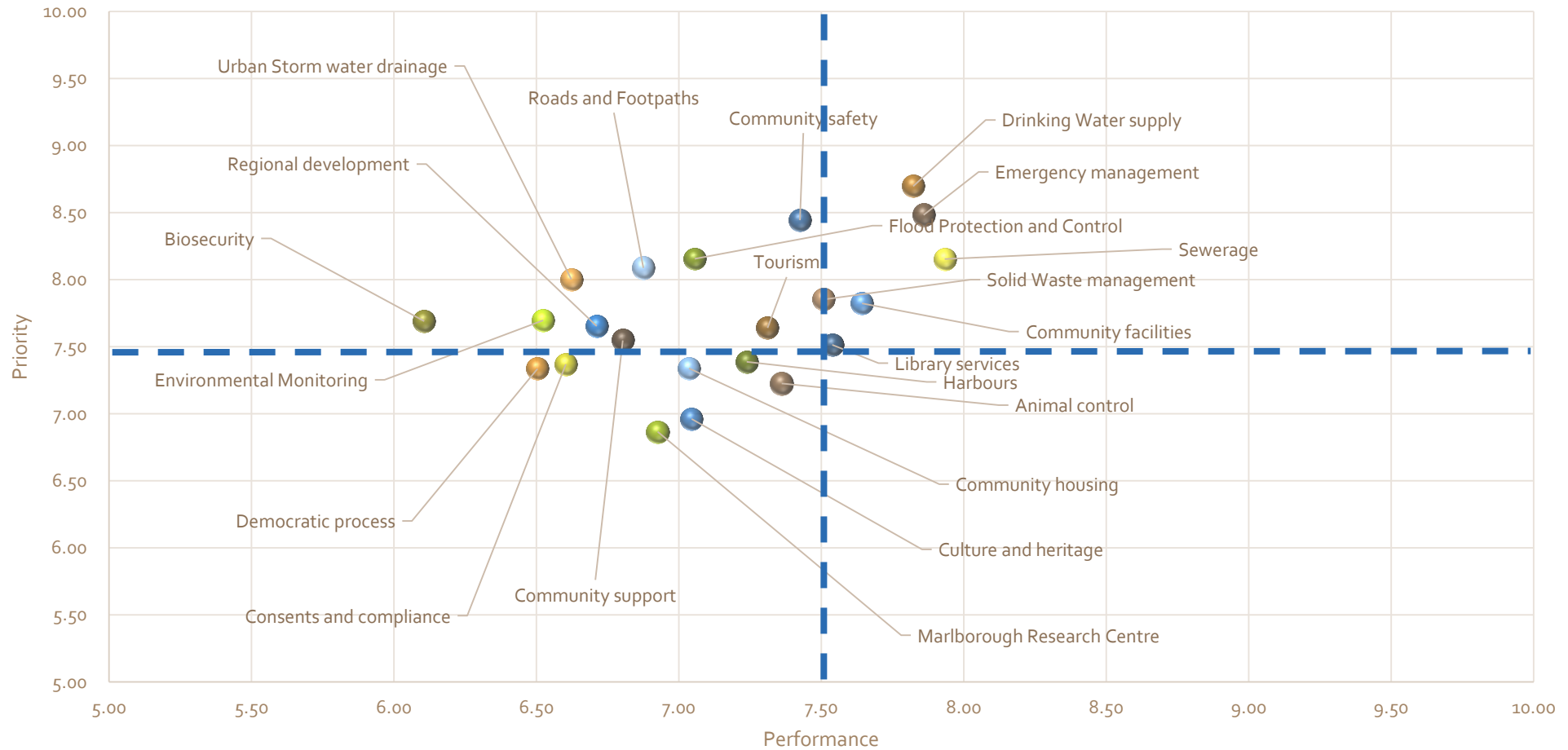


Overall performance



Overall performance

In 2014, based on residents priority and performance ratings of Council services, all service deliverables measured were rated as both important and well performing services. This indicates, in most instances resident's needs are being met in terms of priority performance expectations.

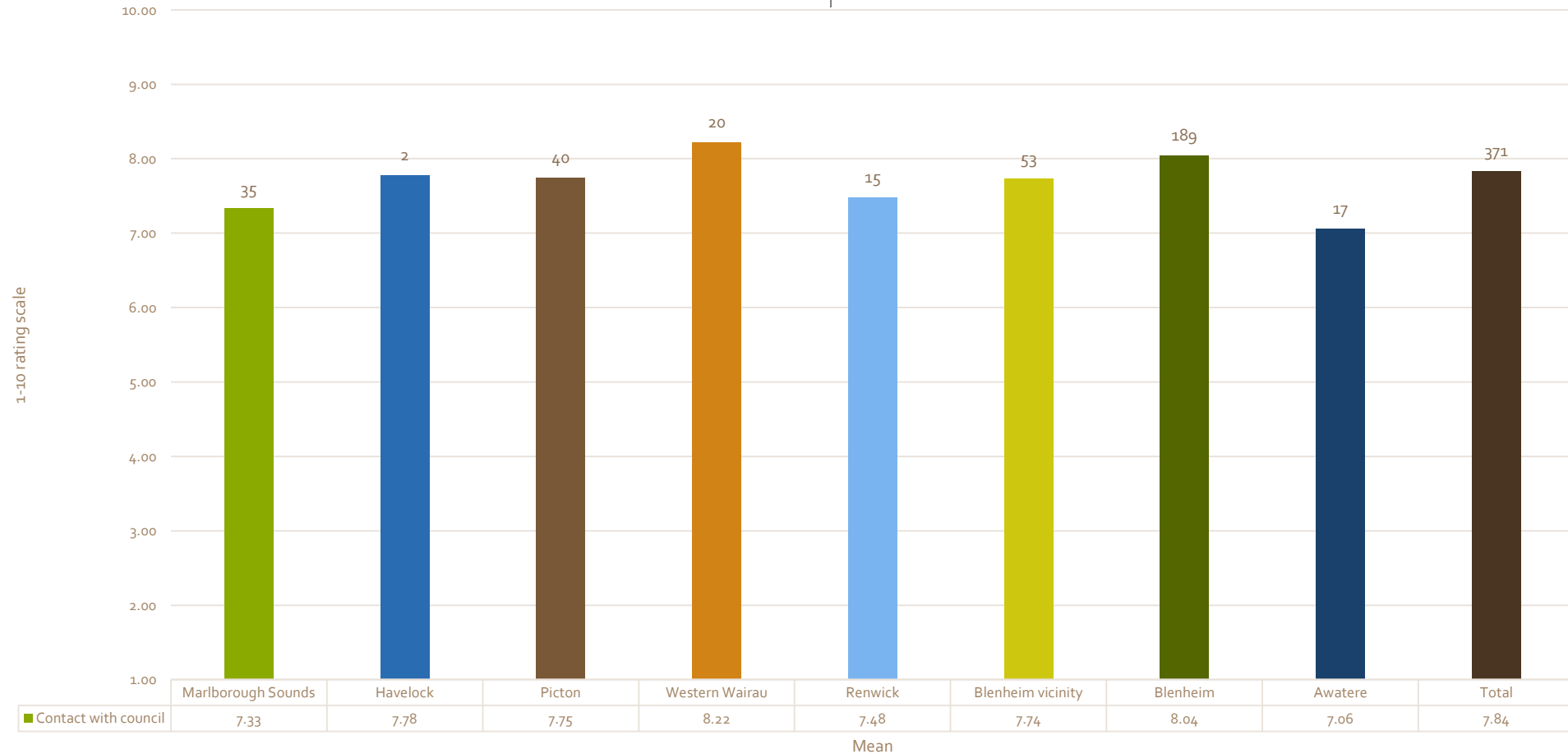


How to improve overall performance

- Survey 1
 - Information about council business
 - Resource recovery centre, reuse shop and green waste composting
- Survey 2
 - Drinking water
 - Building Act - building consents
 - Irrigation of the Southern Valleys
 - Swimming Pools
 - Economic development

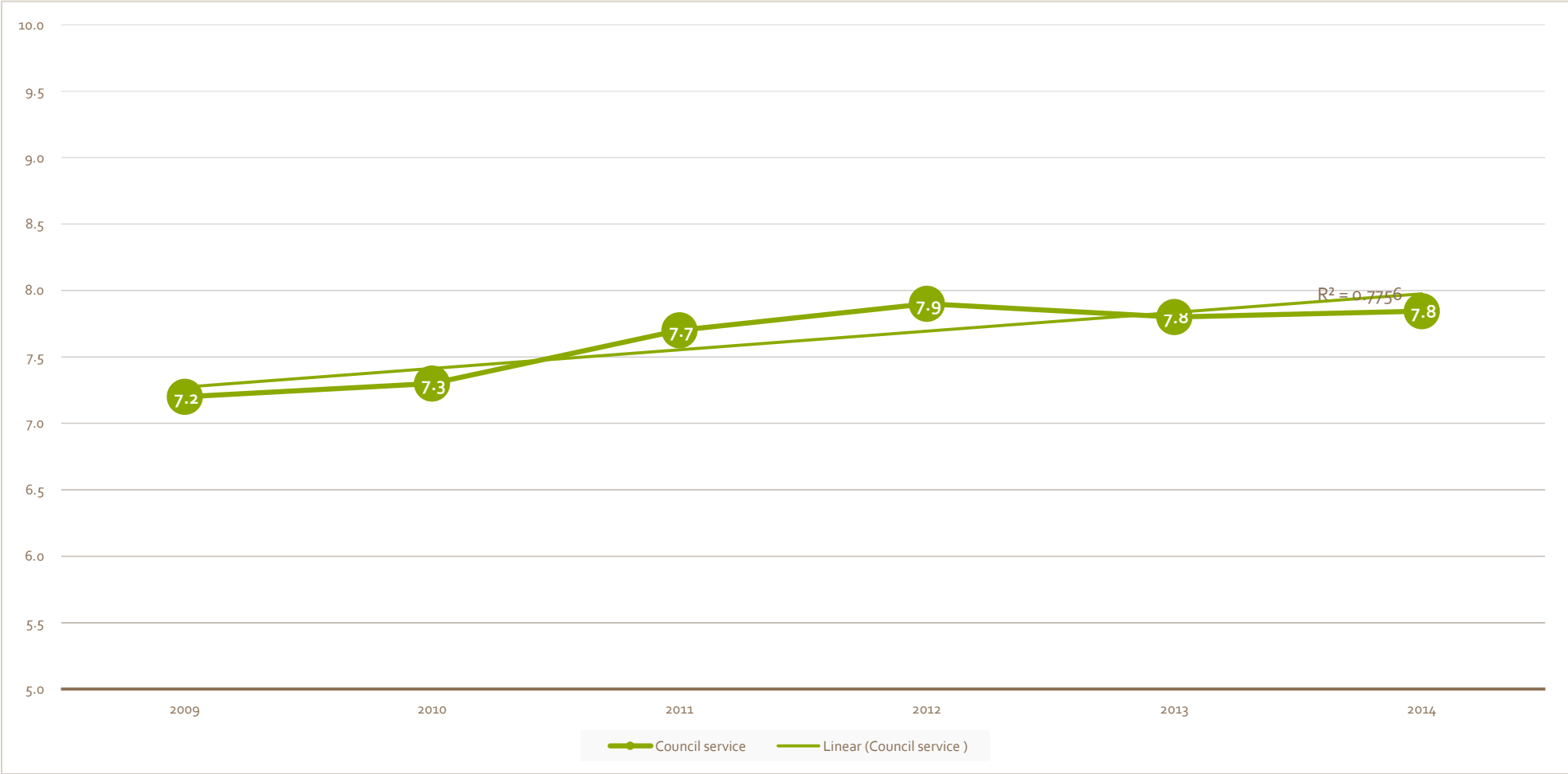
Contact with council

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Council service	Dissatisfied	20.0%	0.0%	7.5%	5.0%	6.7%	9.4%	6.3%	11.8%	8.4%
	Neutral	2.9%	0.0%	12.5%	0.0%	6.7%	5.7%	7.9%	23.5%	7.8%
	Satisfied	77.1%	100.0%	80.0%	95.0%	86.7%	84.9%	85.7%	64.7%	83.8%
Council service	Dissatisfied	7	0	3	1	1	5	12	2	31
	Neutral	1	0	5	0	1	3	15	4	29
	Satisfied	27	2	32	19	13	45	162	11	311



Approximately 47% of residents indicated they had been in contact with the Council in the past 12 months. Satisfaction with Council contact were high at 83.8% with most residents rating contact at 7.84 on the 1-10 scale. Based on a simple R^2 linear regression, an ongoing improvement in overall satisfaction with Council services was recorded in 2014. Most forms of contact with Council were rated as performing well with direct contact with Council via Council offices performing best.

Contact with Council



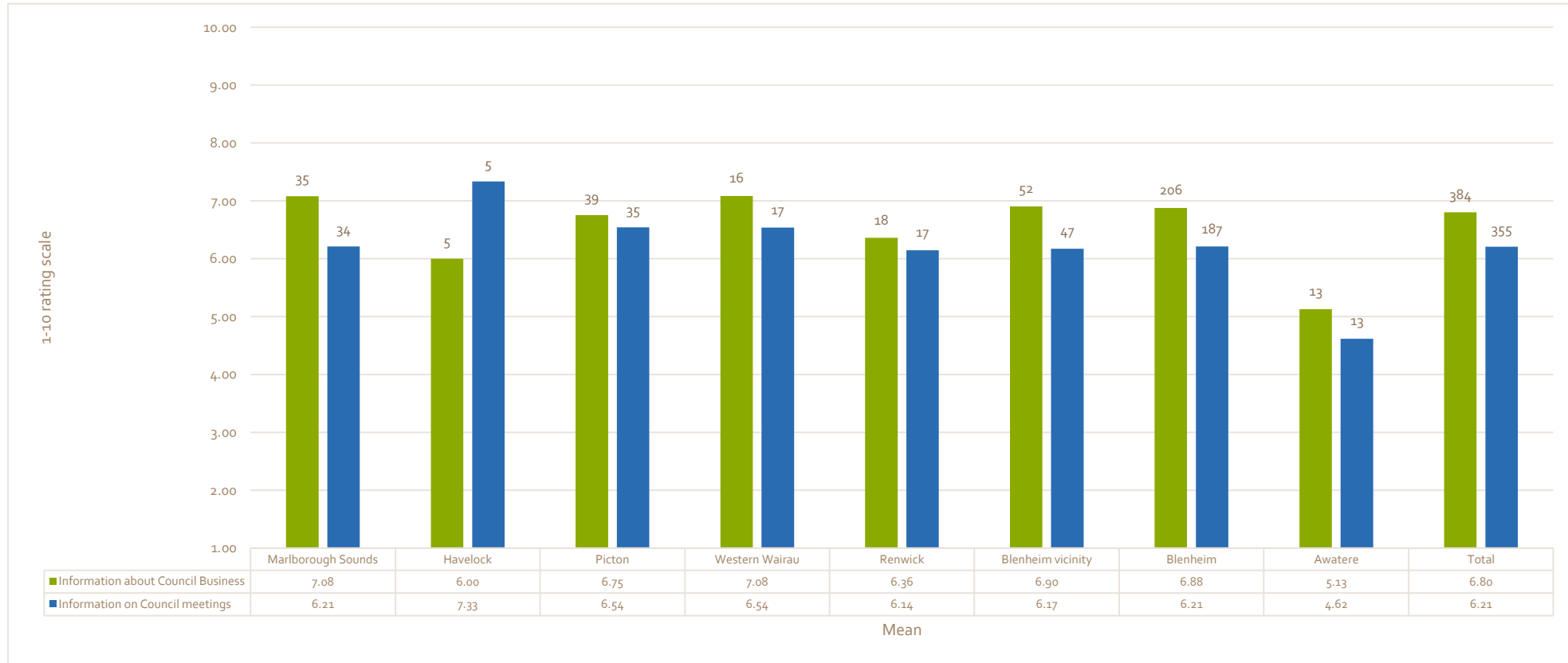
Media and marketing

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Media recall	Local newspapers	77.5%	66.7%	85.2%	85.2%	89.7%	95.3%	85.6%	90.0%	86.6%
	Radio advertisements	15.0%	0.0%	11.1%	3.7%	17.2%	12.8%	17.5%	15.0%	15.0%
	Mail/Leaflets/Pamphlets	17.5%	66.7%	7.4%	7.4%	6.9%	7.0%	10.0%	10.0%	10.1%
	Website	5.0%	0.0%	1.9%	11.1%	6.9%	10.5%	10.7%	5.0%	8.9%
	Other	7.5%	0.0%	9.3%	14.8%	6.9%	0.0%	6.9%	5.0%	6.3%
	Total	122.5%	133.3%	114.8%	122.2%	127.6%	125.6%	130.6%	125.0%	126.9%
Media recall	Local newspapers	31	4	46	23	26	82	249	18	479
	Radio advertisements	6	0	6	1	5	11	51	3	83
	Mail/Leaflets/Pamphlets	7	4	4	2	2	6	29	2	56
	Website	2	0	1	3	2	9	31	1	49
	Other	3	0	5	4	2	0	20	1	35
	Total	40	6	54	27	29	86	291	20	553

Just under 70% of all residents indicated they could recall Council related marketing in the past 12 months. The most common source of recall was *local newspapers* (86.6%) followed by *Radio* (15%), *Mail/Leaflets/Pamphlets* (10.1%), *Website* (8.9%) and *other* (6.3%).

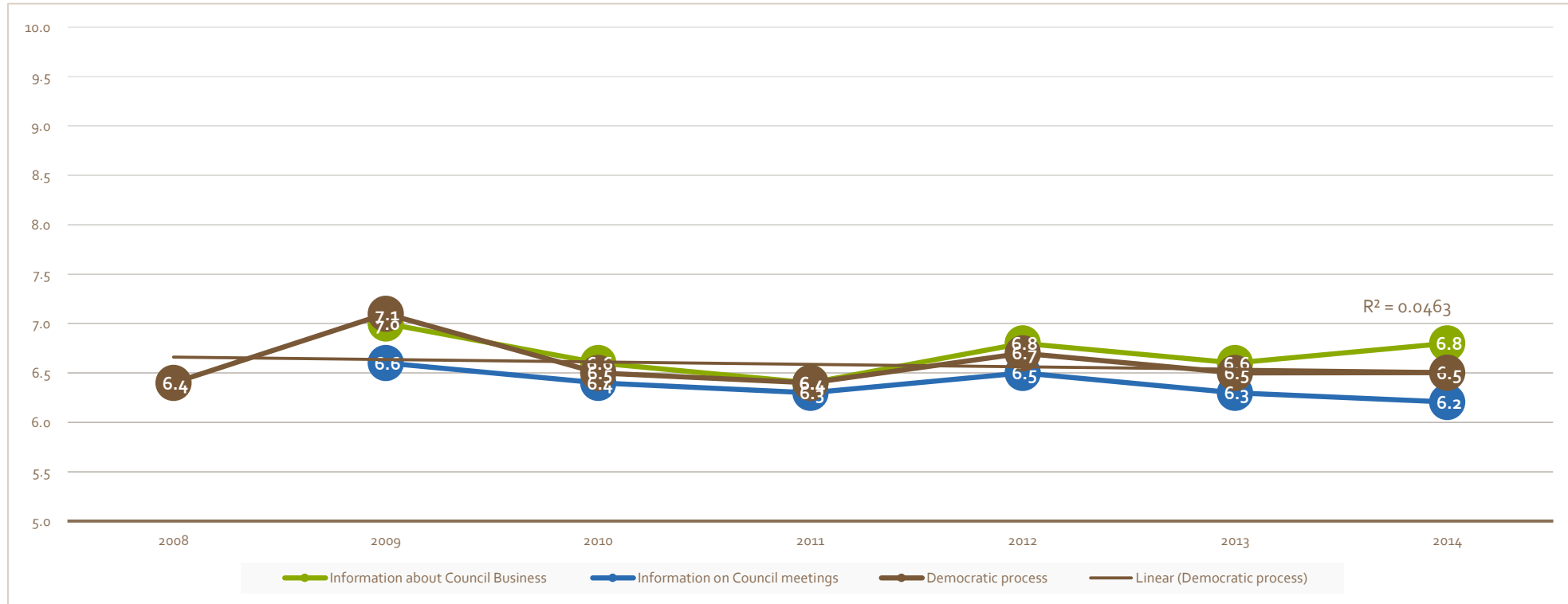
Democratic process

Area	Information about Council Business	Information on Council meetings
Marlborough Sounds	62.9%	52.9%
Havelock	40.0%	60.0%
Picton	64.1%	54.3%
Western Wairau	68.8%	52.9%
Renwick	61.1%	52.9%
Blenheim vicinity	65.4%	46.8%
Blenheim	67.0%	51.9%
Awatere	30.8%	23.1%
Total	64.3%	50.7%



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

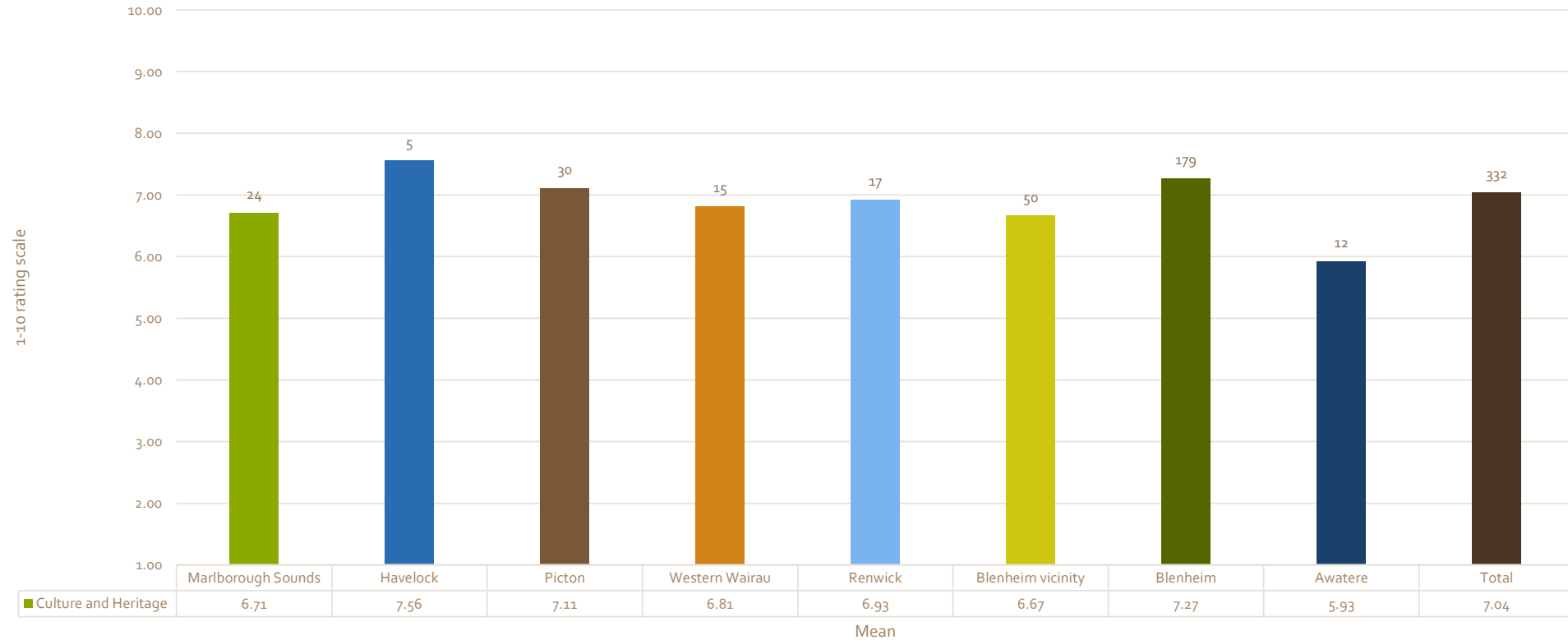
Democratic process



Across most areas, there were statistically significant differences in resident satisfaction with the provision of *Information about Council Business and meetings* indicating a degree of variation in these deliverables. Reasons for low ratings included a *perceived lack of transparency*, positive rating feedback reflected the opposite. 64.3% of residents were satisfied with *information about Council meetings*, just over 50% were satisfied with *information on Council meetings*. Across all Democratic process provisions, 2014 satisfaction levels were maintained at 2013 levels.

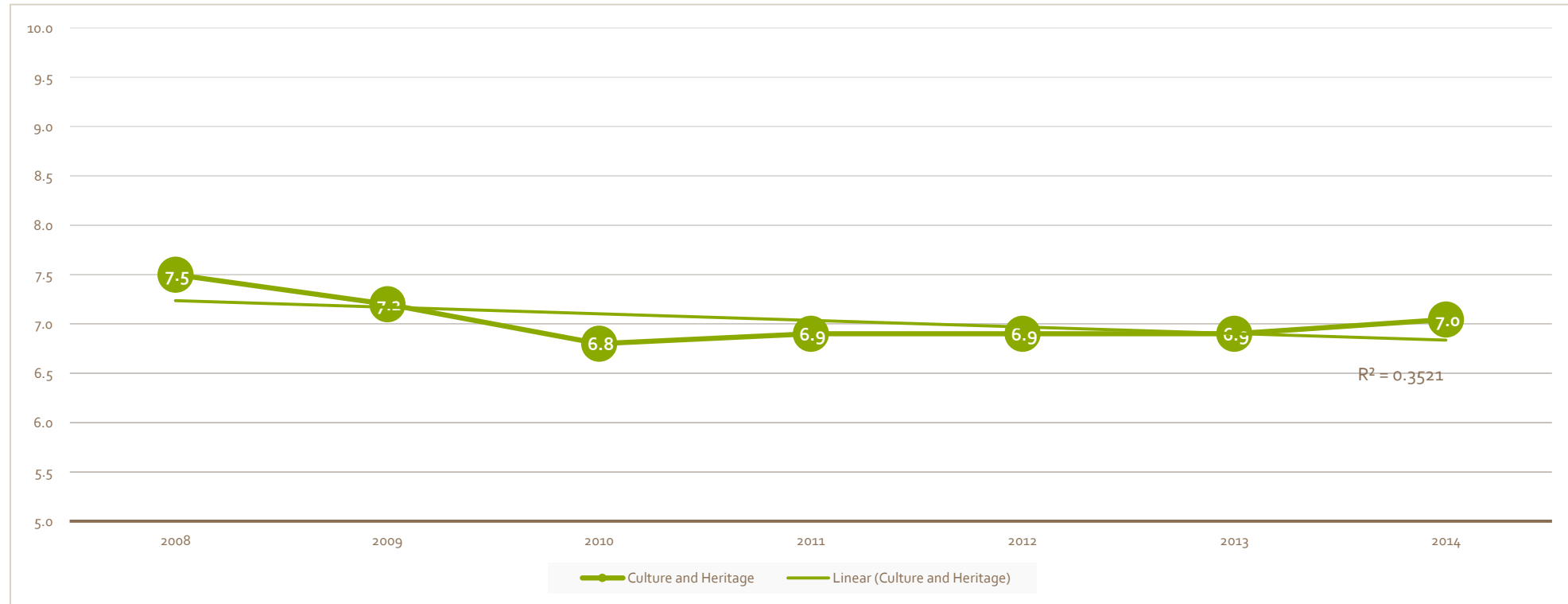
Culture and heritage

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Culture and heritage	Dissatisfied	4.2%	0.0%	10.0%	6.7%	11.8%	10.0%	3.4%	25.0%	6.3%
	Neutral	37.5%	40.0%	26.7%	26.7%	23.5%	26.0%	19.6%	16.7%	23.2%
	Satisfied	58.3%	60.0%	63.3%	66.7%	64.7%	64.0%	77.1%	58.3%	70.5%
Culture and heritage	Dissatisfied	1	0	3	1	2	5	6	3	21
	Neutral	9	2	8	4	4	13	35	2	77
	Satisfied	14	3	19	10	11	32	138	7	234



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

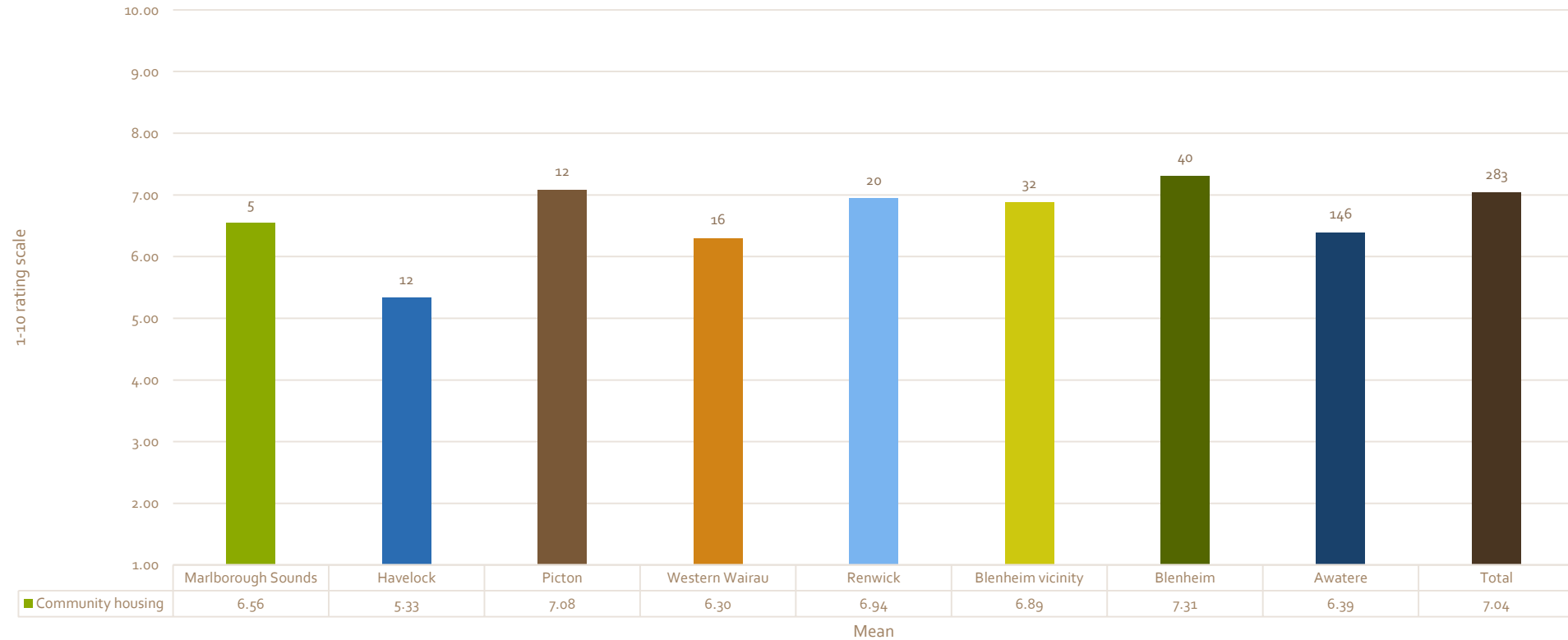
Culture and heritage



Across most areas, there were some visual differences in resident satisfaction with the Council's support of the districts Culture and heritage. Across the district, 70.5% of residents indicated they were satisfied with the Council's performance. Reasons for positive ratings included good support and provides good service. In 2014 MDC's performance increased over the previous four years.

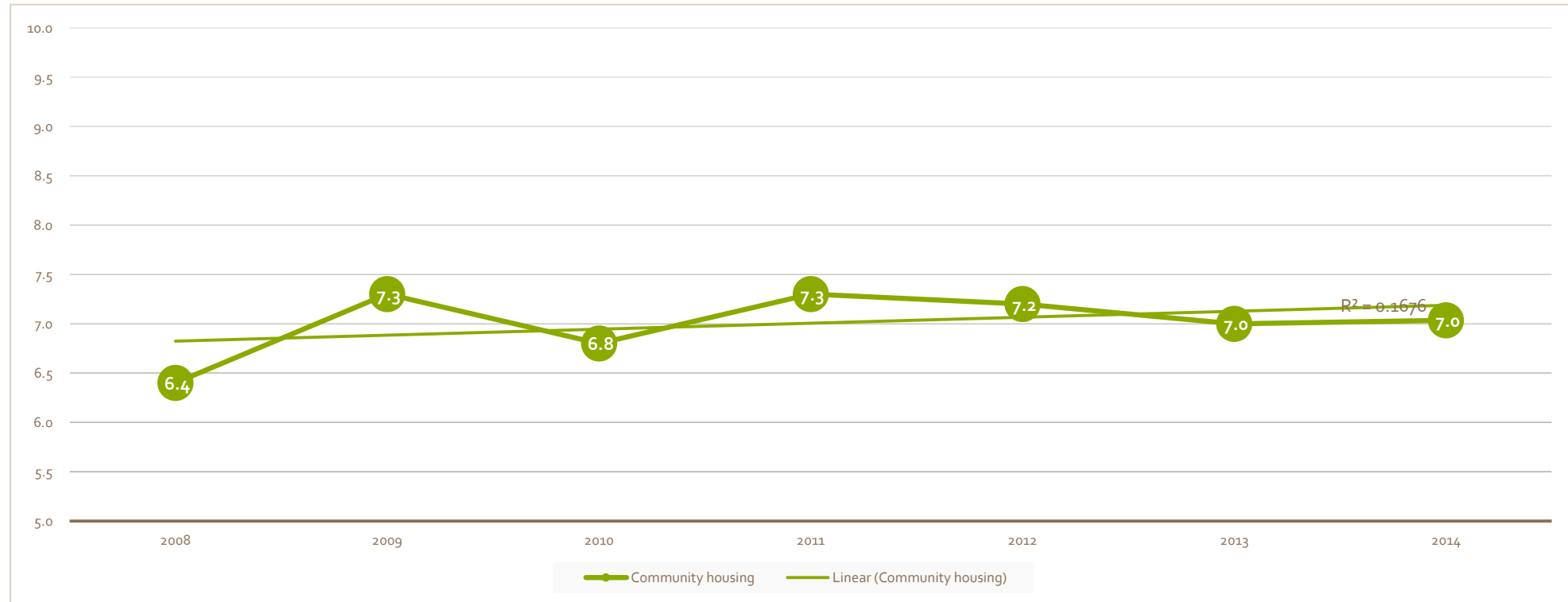
Community housing

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community housing	Dissatisfied	15.0%	20.0%	9.4%	0.0%	6.3%	5.0%	8.2%	8.3%	8.1%
	Neutral	20.0%	60.0%	18.8%	58.3%	31.3%	30.0%	19.2%	33.3%	24.4%
	Satisfied	65.0%	20.0%	71.9%	41.7%	62.5%	65.0%	72.6%	58.3%	67.5%
Community housing	Dissatisfied	3	1	3	0	1	2	12	1	23
	Neutral	4	3	6	7	5	12	28	4	69
	Satisfied	13	1	23	5	10	26	106	7	191



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

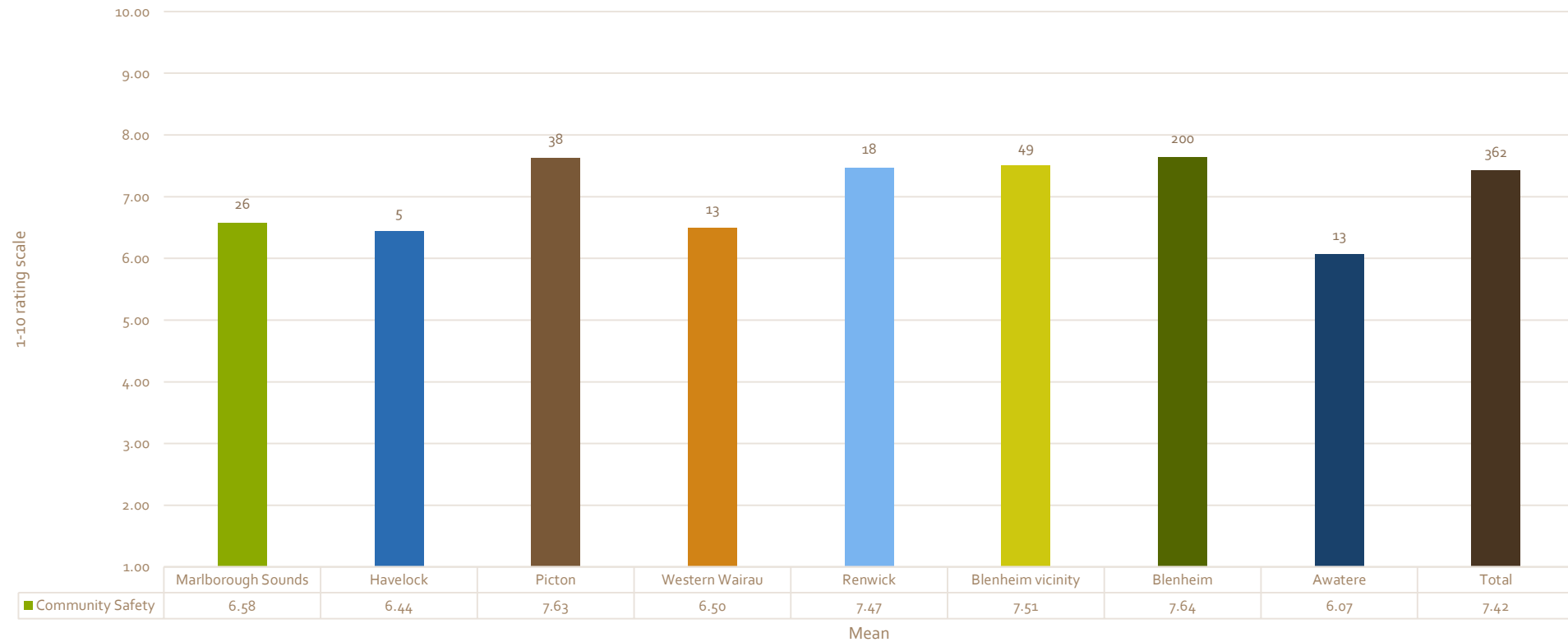
Community housing



Across most areas, there were statistically significant 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, positive comments reflected the opposite. Satisfaction percentages varied by area, overall two thirds of residents were satisfied with MDC's performance in this service. 2014 rating results were on a par with 2013.

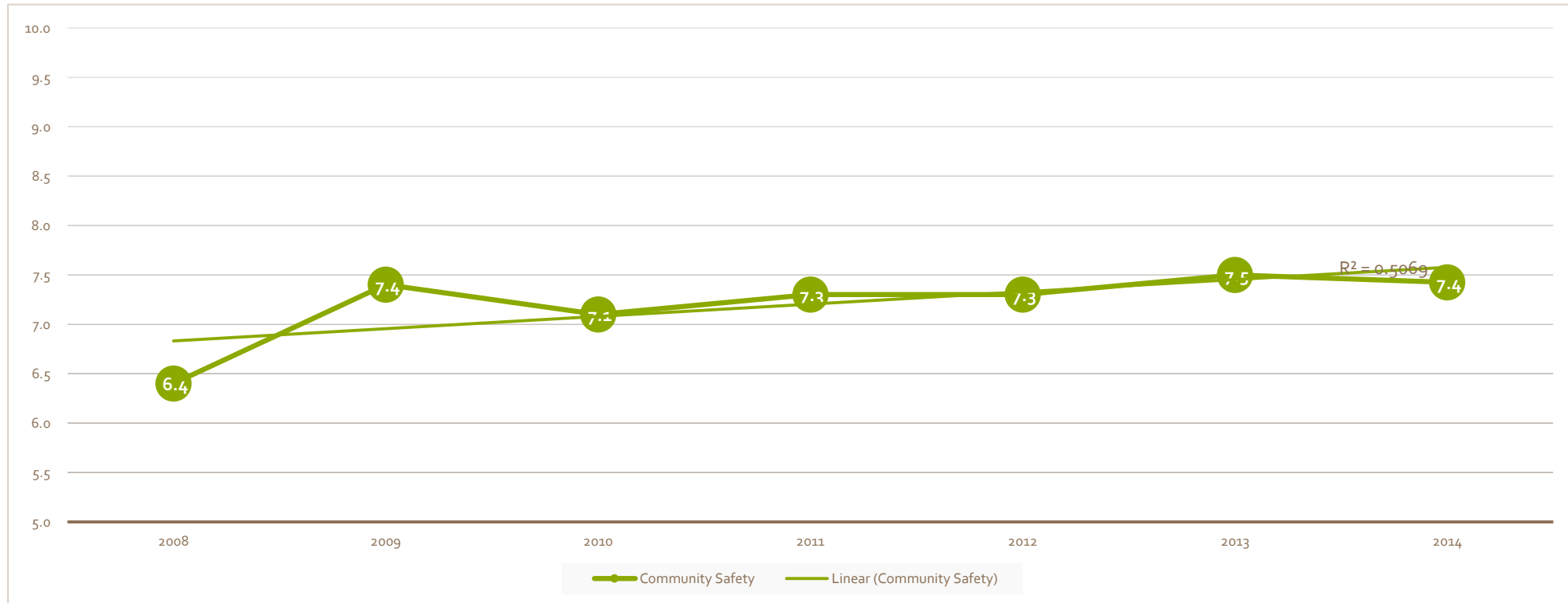
Community safety

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community Safety	Dissatisfied	19.2%	0.0%	2.6%	0.0%	5.6%	6.1%	7.0%	30.8%	7.7%
	Neutral	7.7%	40.0%	18.4%	46.2%	16.7%	14.3%	6.5%	0.0%	11.0%
	Satisfied	73.1%	60.0%	78.9%	53.8%	77.8%	79.6%	86.5%	69.2%	81.2%
Community Safety	Dissatisfied	5	0	1	0	1	3	14	4	28
	Neutral	2	2	7	6	3	7	13	0	40
	Satisfied	19	3	30	7	14	39	173	9	294



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

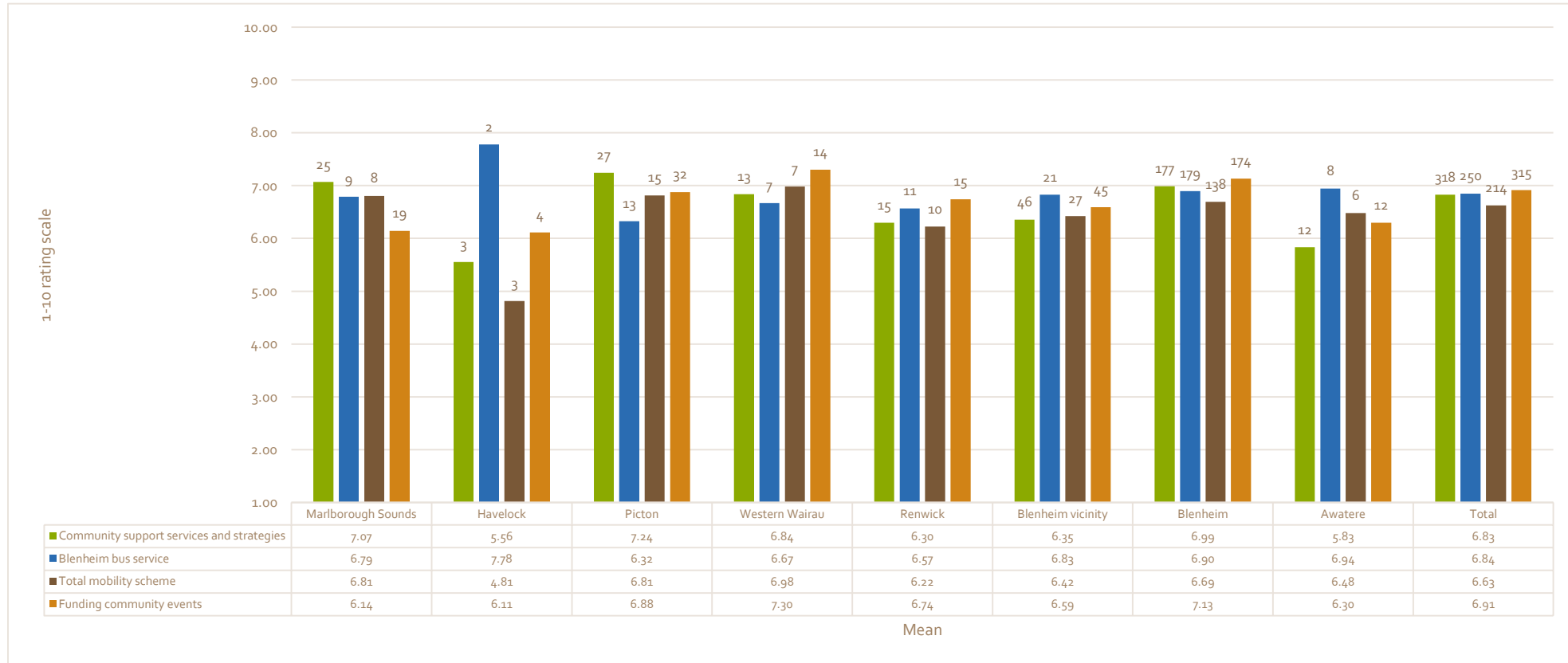
Community safety



Community safety was ranked the third highest priority in 2014 (8.44). Across most areas, there were statistically significant differences in resident satisfaction with community safety indicating a degree of variation in the provision of this deliverable. Reasons for low ratings included not safe to walk in Blenheim streets at night and needs more policing; high ratings comments included doing good job with security and the cameras and a good job overall. A positive 81.2% of residents across the district were satisfied with the Councils performance in this area. The 2014 overall rating of 7.4 was similar to 2013 levels and indicate an ongoing improvement in this area.

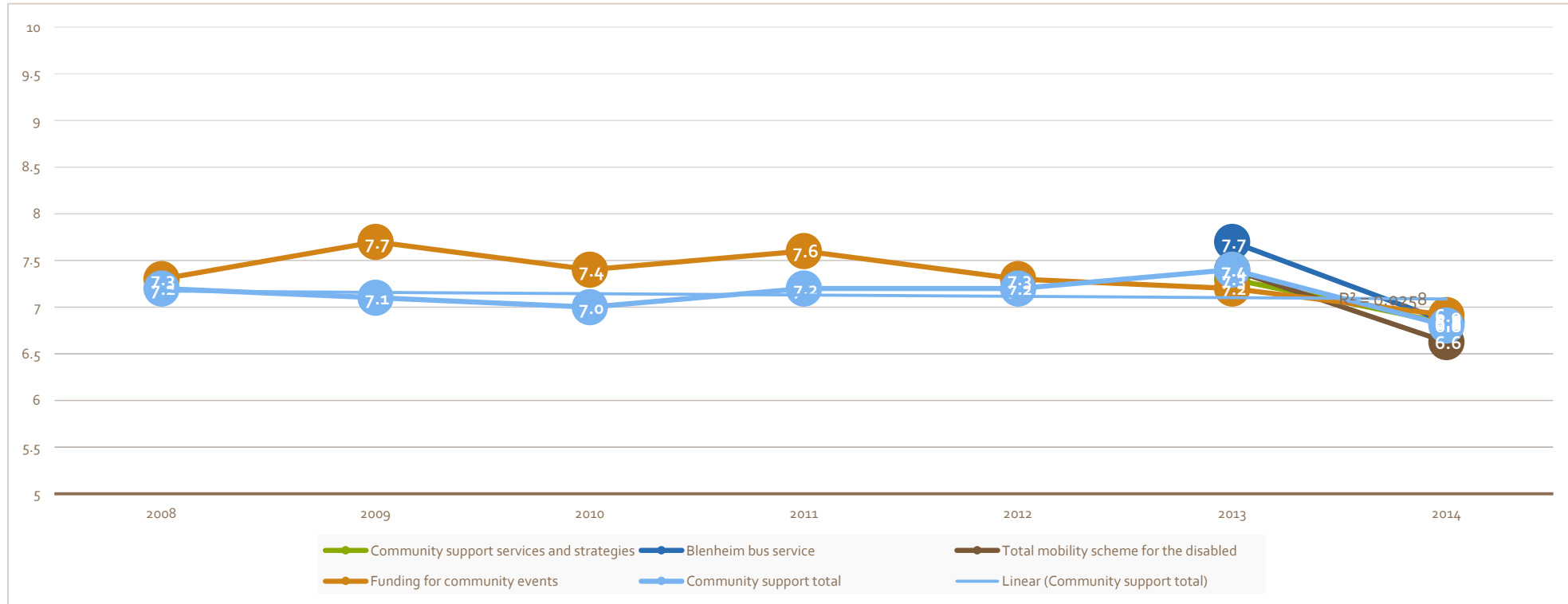
Community support

Area	Community support services and strategies	Blenheim bus service	Total mobility scheme	Funding community events
Marlborough Sounds	56.0%	77.8%	75.0%	42.1%
Havelock	33.3%	100.0%	0.0%	25.0%
Picton	74.1%	38.5%	66.7%	68.8%
Western Wairau	53.8%	57.1%	71.4%	85.7%
Renwick	53.3%	72.7%	60.0%	73.3%
Blenheim vicinity	56.5%	57.1%	55.6%	60.0%
Blenheim	70.1%	67.6%	58.7%	71.3%
Awatere	50.0%	75.0%	66.7%	66.7%
Total	64.8%	66.0%	59.3%	67.6%



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

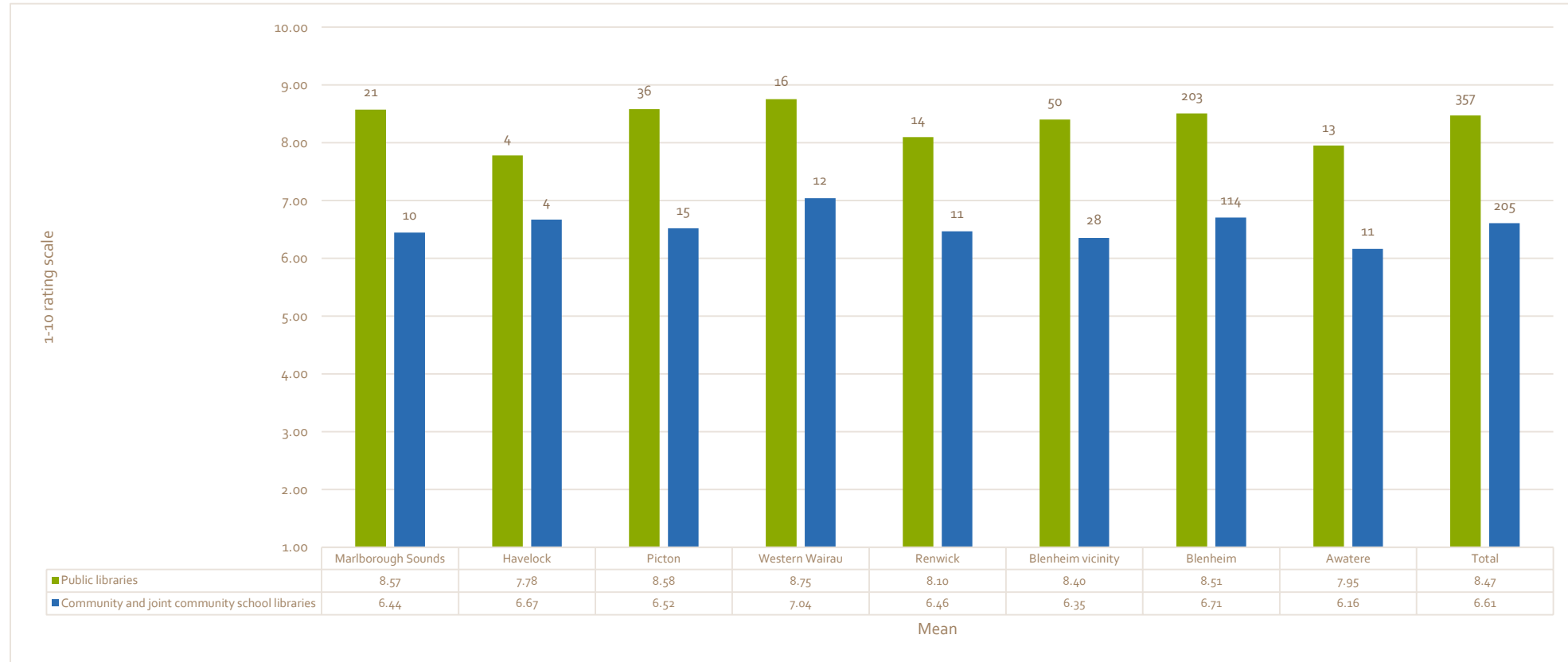
Community support



Across most areas, there were statistically significant differences in resident satisfaction with two of the four services measured in this section: (1) Community support services and strategies and (2) Funding community events indicating a degree of variation in the provision of these deliverables. Reasons for high and low ratings varied across services; district satisfaction levels varied with Community support services and strategies at 64.8%, Blenheim bus service 66%, Total mobility scheme 59.3% and Funding community events 67.6%. In 2014 there was a minor drop in overall performance rating most likely attributable to between 25-33% of residents providing a “5 neutral” rating for these services (Note bus service only provided in Blenheim).

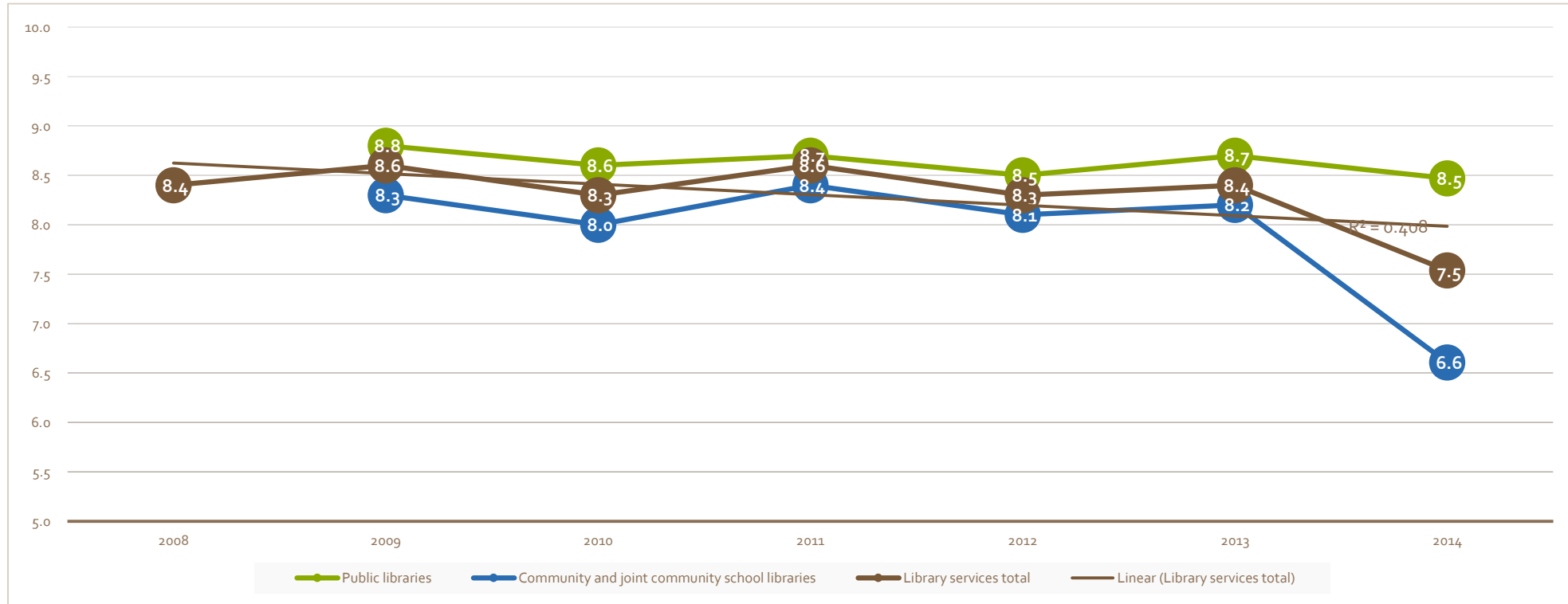
Library services

Area	Public libraries	Community and joint community school libraries
Marlborough Sounds	90.5%	40.0%
Havelock	100.0%	50.0%
Picton	97.2%	46.7%
Western Wairau	87.5%	41.7%
Renwick	85.7%	54.5%
Blenheim vicinity	94.0%	50.0%
Blenheim	92.1%	55.3%
Awatere	84.6%	63.6%
Total	92.2%	52.7%



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

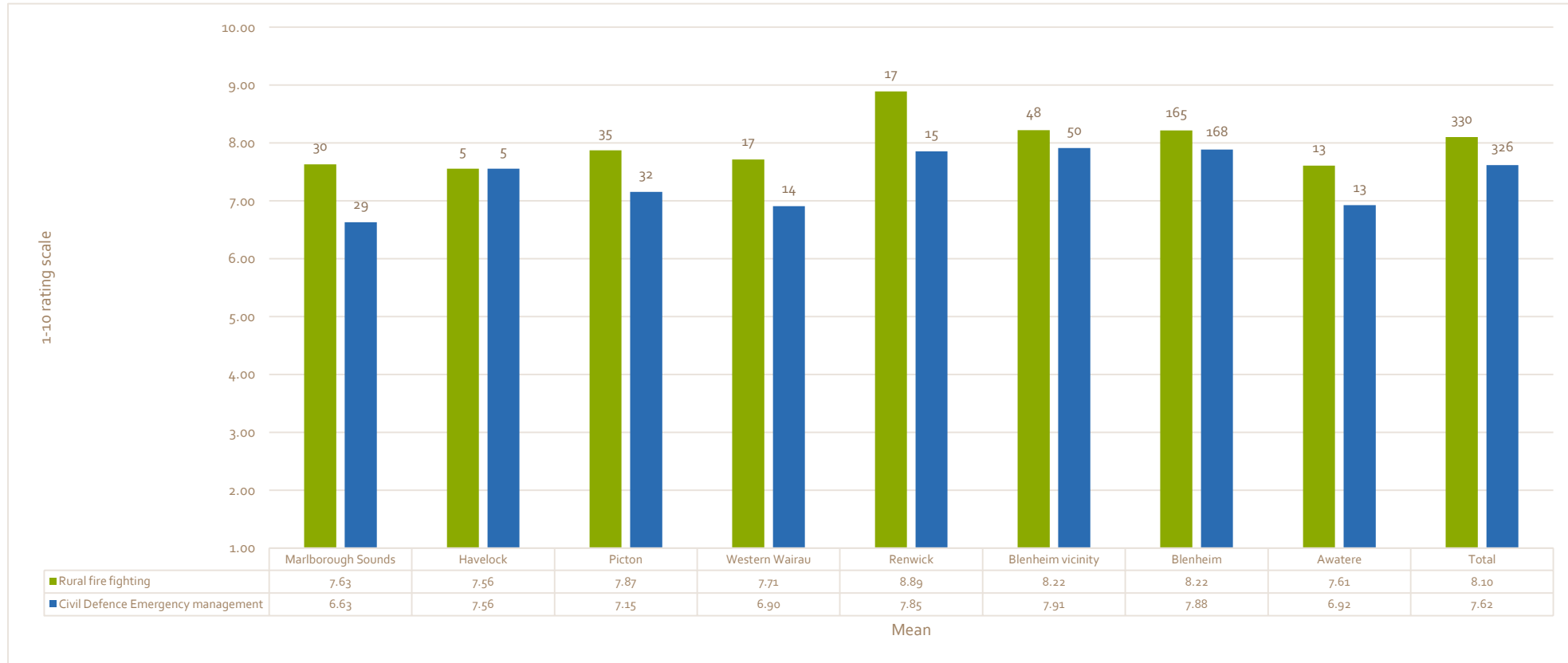
Library services



Public libraries achieved the highest individual service rating in 2014 (8.47). Across all areas, resident satisfaction with Public libraries and Community and joint community school libraries were relatively consistent. Library accolades include Good range of books and Good service/ staff helpful. Low Community and joint community school libraries ratings brought down the overall public library group ratings. 92.2% of residents across the district were satisfied with the Councils provision of library services with just over 50% satisfied with Community and joint community school libraries; this lower rating may be owing to lack of knowledge resulting in 45% of residents stating neutral as a rating. Public library 1-10 rating in 2014 were similar to 2013 levels and followed the same up down pattern from previous years (Note: full library services only in Blenheim and Picton, remainder of district serviced by community libraries).

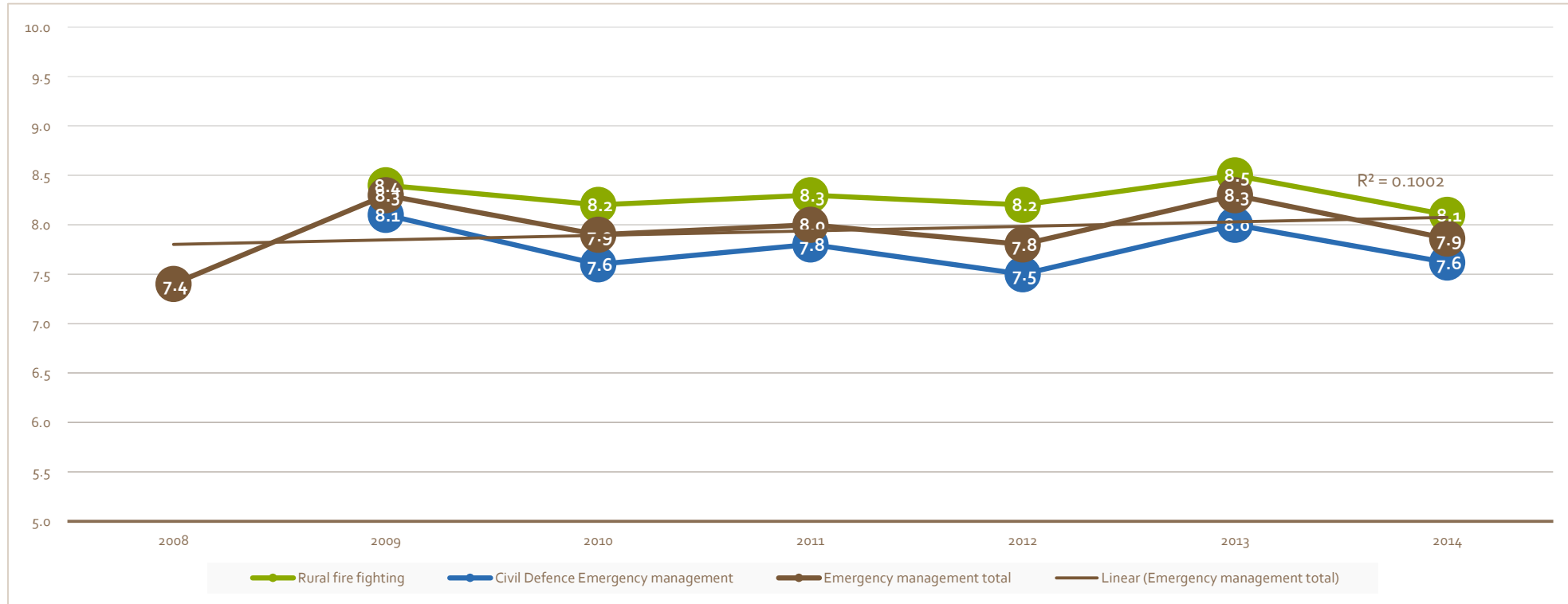
Emergency management

Area	Rural fire fighting	Civil Defence Emergency management
Marlborough Sounds	83.3%	75.9%
Havelock	80.0%	100.0%
Picton	77.1%	68.8%
Western Wairau	76.5%	71.4%
Renwick	100.0%	73.3%
Blenheim vicinity	91.7%	86.0%
Blenheim	87.3%	82.7%
Awatere	76.9%	69.2%
Total	86.1%	80.1%



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

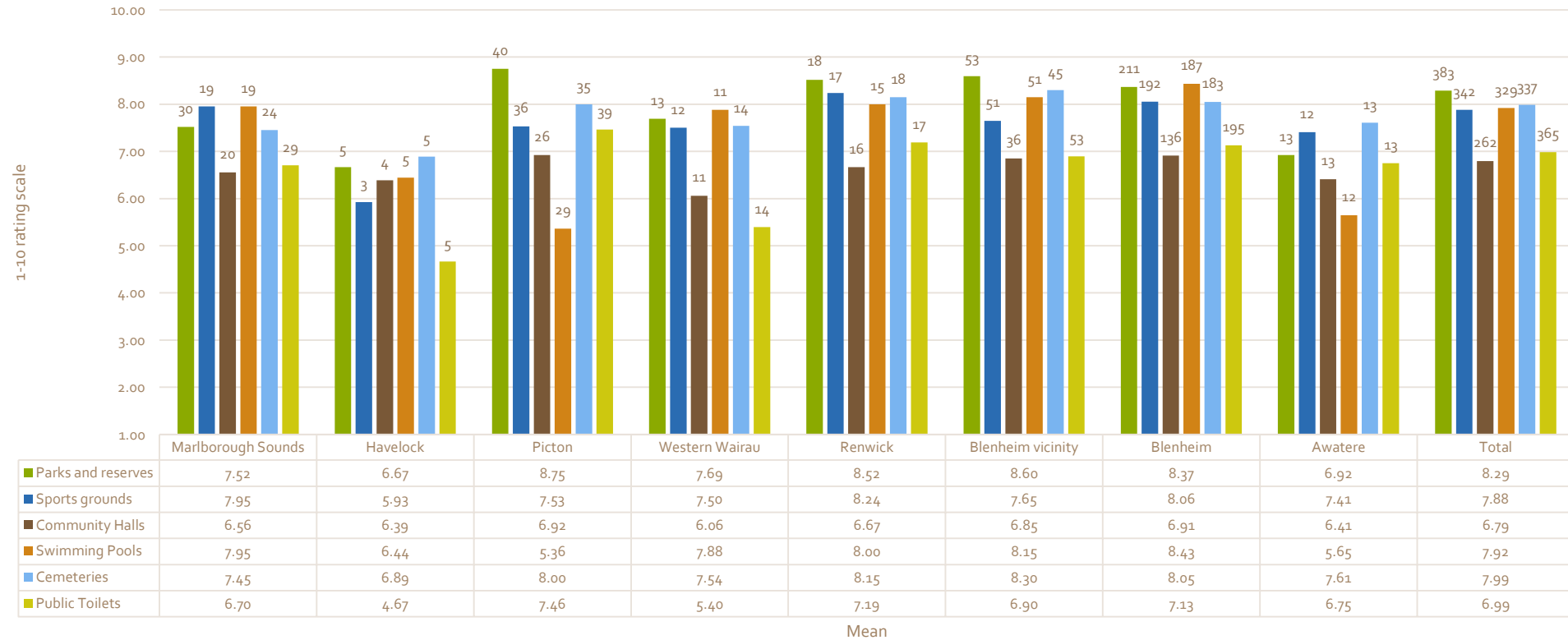
Emergency management



Emergency management achieved the second highest group performance rating in 2014 (7.86) and also the second highest priority rating (8.48). In addition, Rural firefighting achieved the third highest individual performance rating in 2014 (8.10). Across most areas, performance ratings for rural firefighting were relatively consistent, there were statistically significant differences in resident satisfaction with Civil Defence Emergency Management. Reasons for high ratings outweighed any low rating comments and included good service, friendly well trained and do a good job. Overall performance satisfaction percentages were 80.1% for Civil defence and 86.1% for rural firefighting. Across the two provisions, in 2014 there was a slight drop in 2013 levels; however this should be considered against the very high resident satisfaction percentages (Note: services provided to all areas, but based in Blenheim).

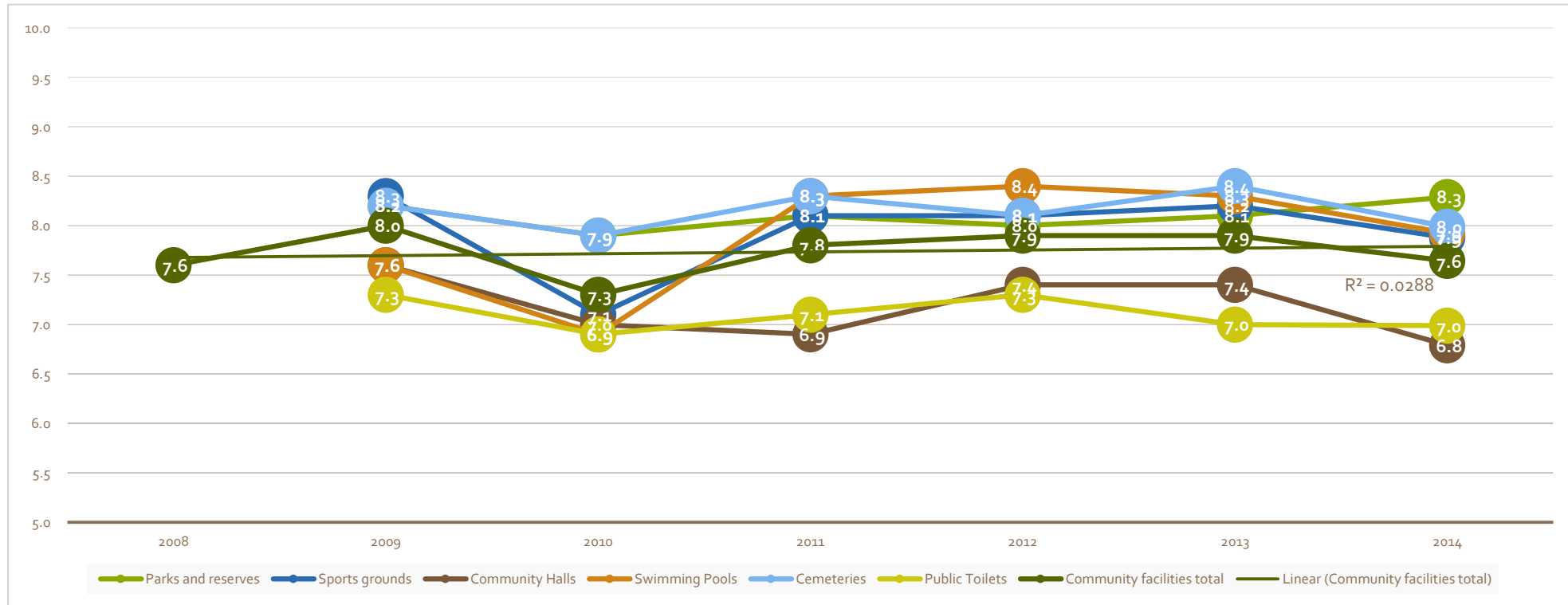
Community facilities

Area	Parks and reserves	Sports grounds	Community Halls	Swimming Pools	Cemeteries
Marlborough Sounds	80.0%	94.7%	60.0%	78.9%	79.2%
Havelock	60.0%	33.3%	25.0%	60.0%	60.0%
Picton	90.0%	77.8%	65.4%	86.2%	85.7%
Western Wairau	84.6%	75.0%	45.5%	100.0%	78.6%
Renwick	94.4%	82.4%	50.0%	100.0%	83.3%
Blenheim vicinity	98.1%	82.4%	61.1%	90.2%	93.3%
Blenheim	91.9%	89.1%	63.2%	93.0%	84.2%
Awatere	61.5%	75.0%	46.2%	91.7%	76.9%
Total	90.1%	85.4%	59.9%	91.2%	84.3%



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

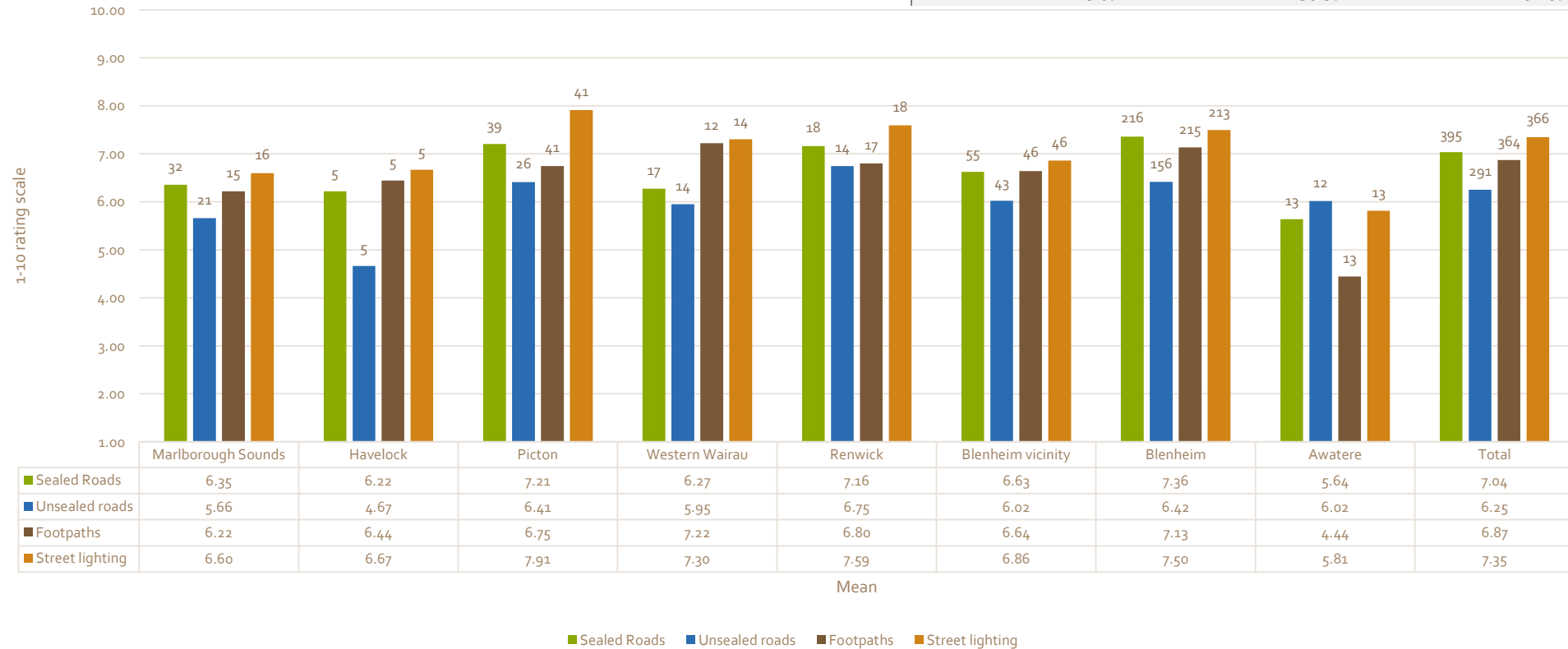
Community facilities



Parks and reserves achieved the second highest individual performance rating in 2014 (8.29). Across areas, there were some statistically significant differences in resident satisfaction. Rating differences were with the provision of Parks and reserves, swimming pools and public toilets. The six facilities all recorded positive satisfaction rating percentages with Parks and reserves (90.1%), Sports grounds (85.4%), Community Halls (59.9%), Swimming Pools (91.2%) and Cemeteries (84.3%). Reasons for positive and negative ratings varied across services. Across most community facility provisions, in 2014 a continued increase or maintenance in performance ratings was recorded with the exception of community halls which recorded a decrease.

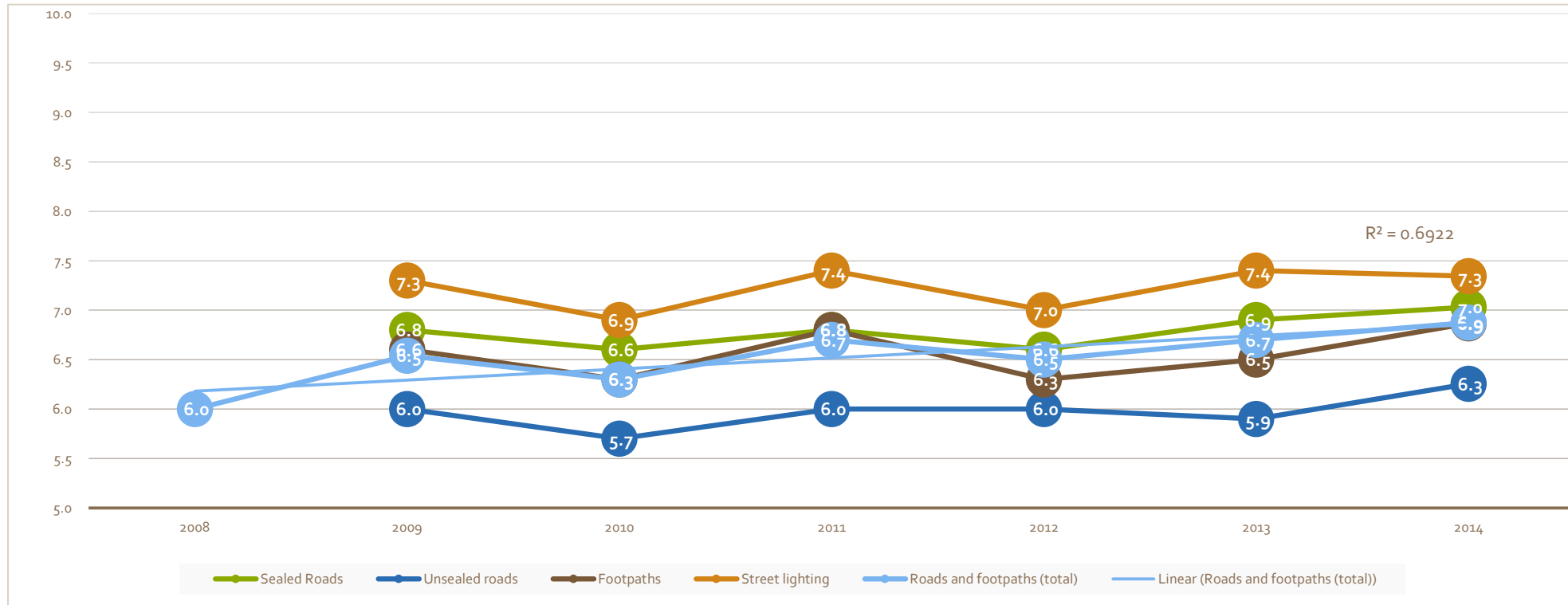
Roads and footpaths

Area	Sealed Roads	Unsealed roads	Footpaths	Street lighting
Marlborough Sounds	53.1%	47.4%	57.1%	68.8%
Havelock	40.0%	20.0%	60.0%	75.0%
Picton	71.8%	53.8%	64.1%	84.6%
Western Wairau	70.6%	57.1%	75.0%	78.6%
Renwick	72.2%	78.6%	64.7%	77.8%
Blenheim vicinity	56.4%	46.5%	63.0%	65.9%
Blenheim	78.7%	50.0%	71.2%	82.4%
Awatere	46.2%	50.0%	30.8%	61.5%
Total	70.6%	50.9%	67.0%	78.8%



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

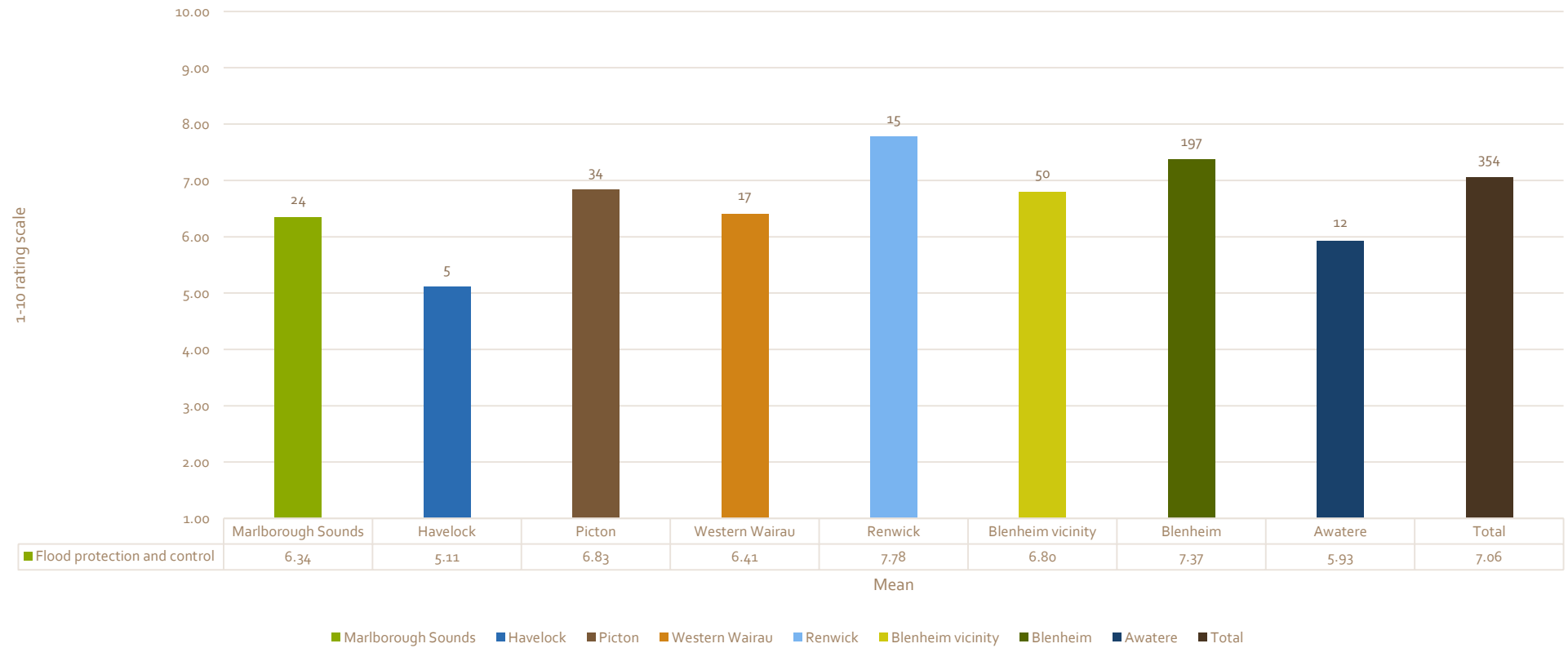
Roads and footpaths



Across most areas, there were statistically significant differences in resident satisfaction with sealed roads, footpaths and street lighting indicating a degree of ongoing variation in the provision and quality of these deliverables. Reasons for high and low ratings varied across services. In most instances, the provision of street lighting gained the highest satisfaction rating across the district at 78.8% followed by sealed roads at 70.6%, footpaths at 67% and unsealed roads at just 50%. Across all road and footpath provisions, in 2014 a continued increase in satisfaction was recorded with the exception of Street lighting which was close to maintaining 2013 levels (Note: does NOT apply to State Highways. Unsealed roads located mainly in Awatere, Marlborough Sounds and some in Western Wairau).

Flood protection and control

		Havelock	Awatere	Western Wairau	Renwick	Marlborough Sounds	Picton	Blenheim vicinity	Blenheim	Total
Flood protection and control	Dissatisfied	40.0%	33.3%	23.5%	6.7%	29.2%	14.7%	18.0%	10.7%	15.0%
	Neutral	40.0%	16.7%	17.6%	13.3%	12.5%	11.8%	16.0%	14.2%	14.7%
	Satisfied	20.0%	50.0%	58.8%	80.0%	58.3%	73.5%	66.0%	75.1%	70.3%
Flood protection and control	Dissatisfied	2	4	4	1	7	5	9	21	53
	Neutral	2	2	3	2	3	4	8	28	52
	Satisfied	1	6	10	12	14	25	33	148	249



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



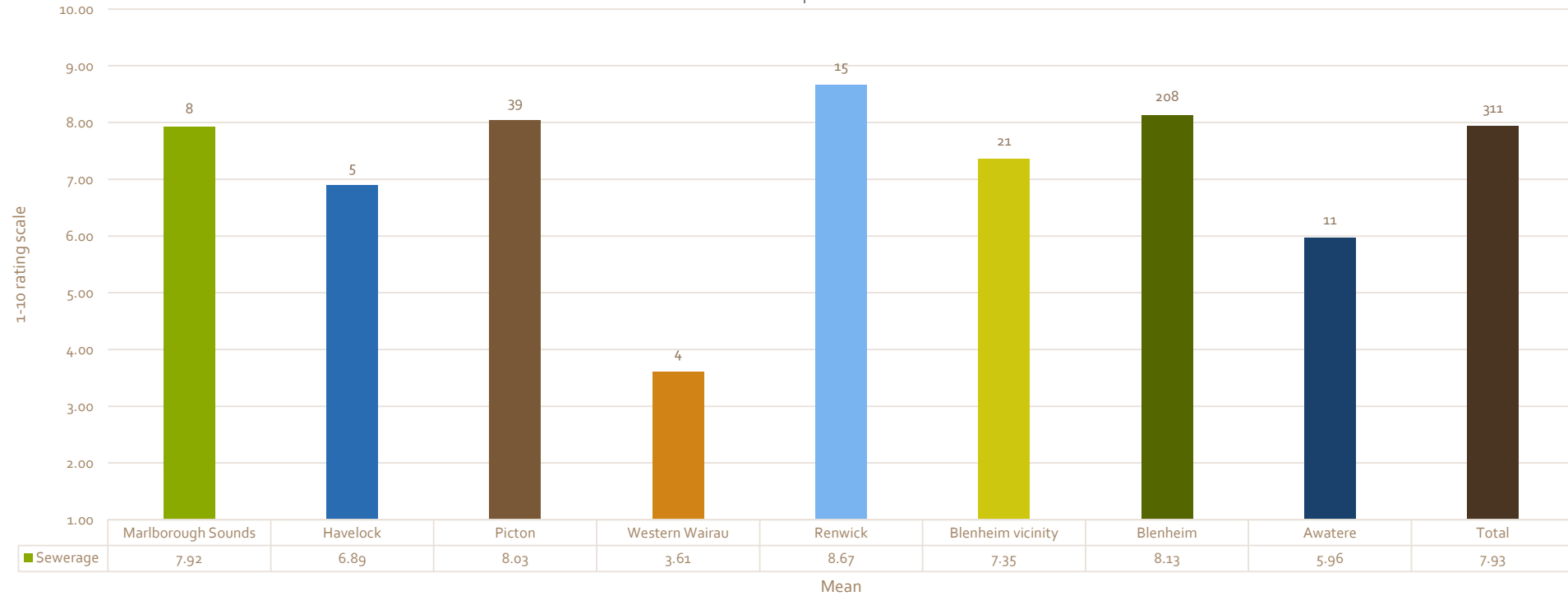
Flood protection and control



Across most areas, there were statistically significant differences in resident satisfaction with flood protection and control indicating a degree of variation in the provision and quality of these deliverables across the district. Across all residents 70.3% indicated they were satisfied to some degree; however smaller communities outside Blenheim were mixed in their levels of performance satisfaction. From a trend perspective 2014 levels were similar to the previous two years (Note: applies mostly to mostly Blenheim, Blenheim vicinity and Renwick with some service provided in Picton).

Sewerage

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Sewerage	Dissatisfied	0.0%	20.0%	5.1%	50.0%	0.0%	9.5%	3.4%	27.3%	5.5%
	Neutral	12.5%	40.0%	7.7%	25.0%	0.0%	19.0%	10.1%	18.2%	10.9%
	Satisfied	87.5%	40.0%	87.2%	25.0%	100.0%	71.4%	86.5%	54.5%	83.6%
Sewerage	Dissatisfied	0	1	2	2	0	2	7	3	17
	Neutral	1	2	3	1	0	4	21	2	34
	Satisfied	7	2	34	1	15	15	180	6	260



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



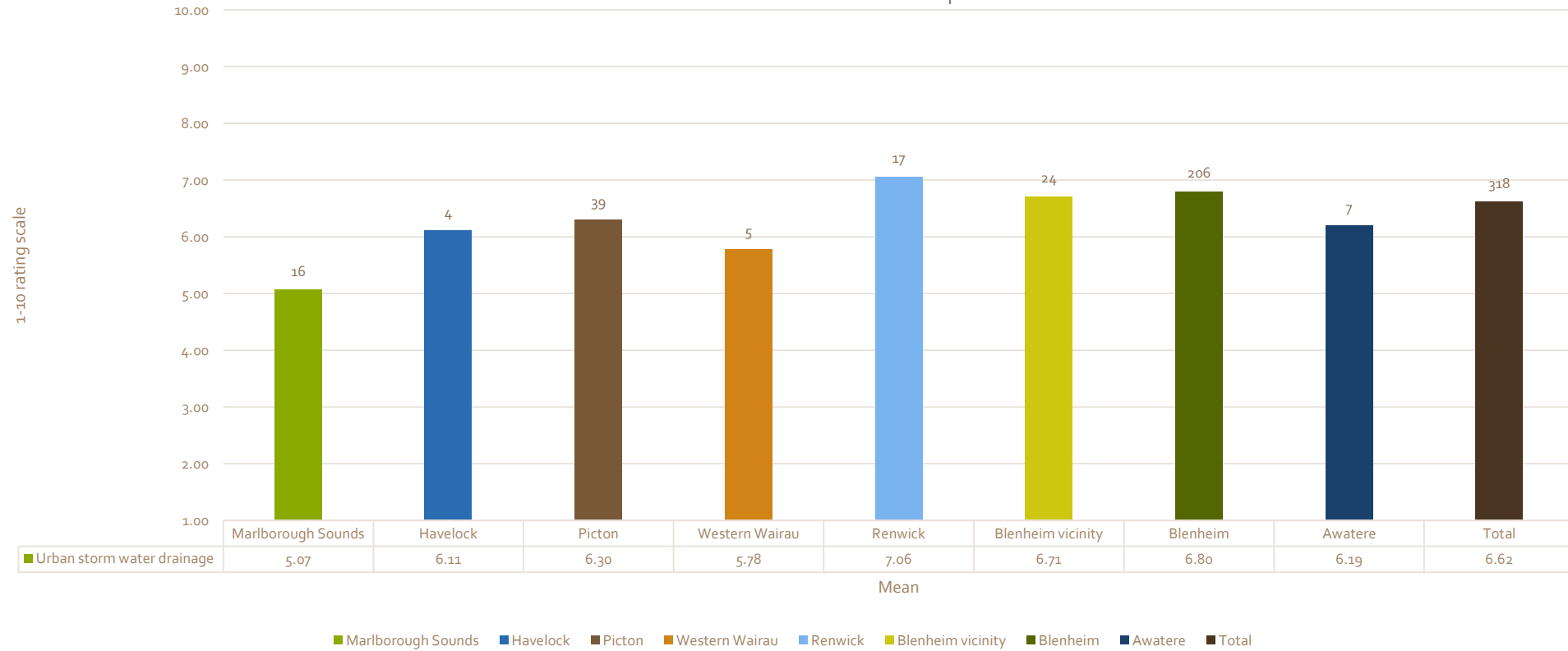
Sewerage



Sewerage achieved the highest group performance rating in 2014 (7.93). Across most areas, there were statistically significant differences in resident satisfaction with sewerage indicating a degree of variation in the provision and quality of this deliverable across the district. Reasons for positive ratings included no problems/ functions well, no overflow/ leakage and no pungent smells. Typically larger communities were more satisfied and provided higher performance ratings. Whereas there has been some improvement in sewerage satisfaction trends in the past, it appears this service has experienced a minor decline in performance in recent years.

Urban storm water drainage

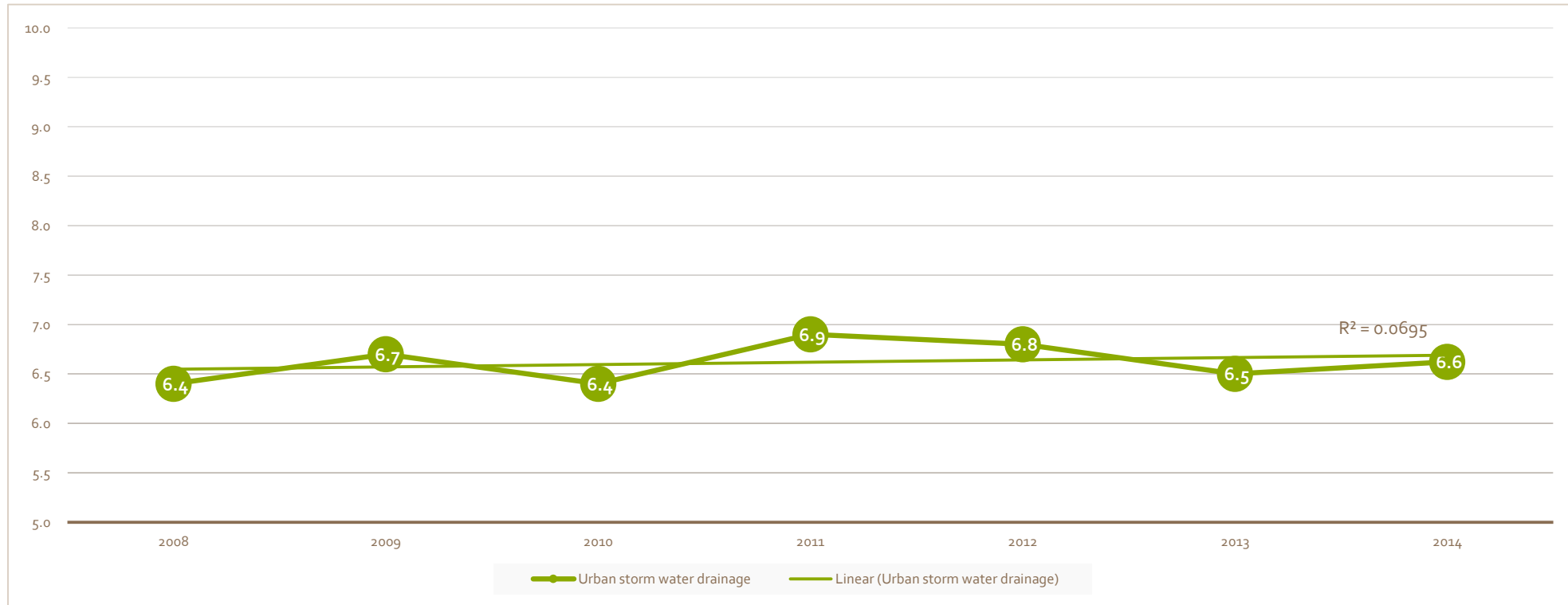
		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Urban storm water drainage	Dissatisfied	37.5%	0.0%	30.8%	20.0%	29.4%	12.5%	18.0%	14.3%	20.4%
	Neutral	25.0%	50.0%	12.8%	0.0%	5.9%	20.8%	16.5%	28.6%	16.7%
	Satisfied	37.5%	50.0%	56.4%	80.0%	64.7%	66.7%	65.5%	57.1%	62.9%
Urban storm water drainage	Dissatisfied	6	0	12	1	5	3	37	1	65
	Neutral	4	2	5	0	1	5	34	2	53
	Satisfied	6	2	22	4	11	16	135	4	200



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



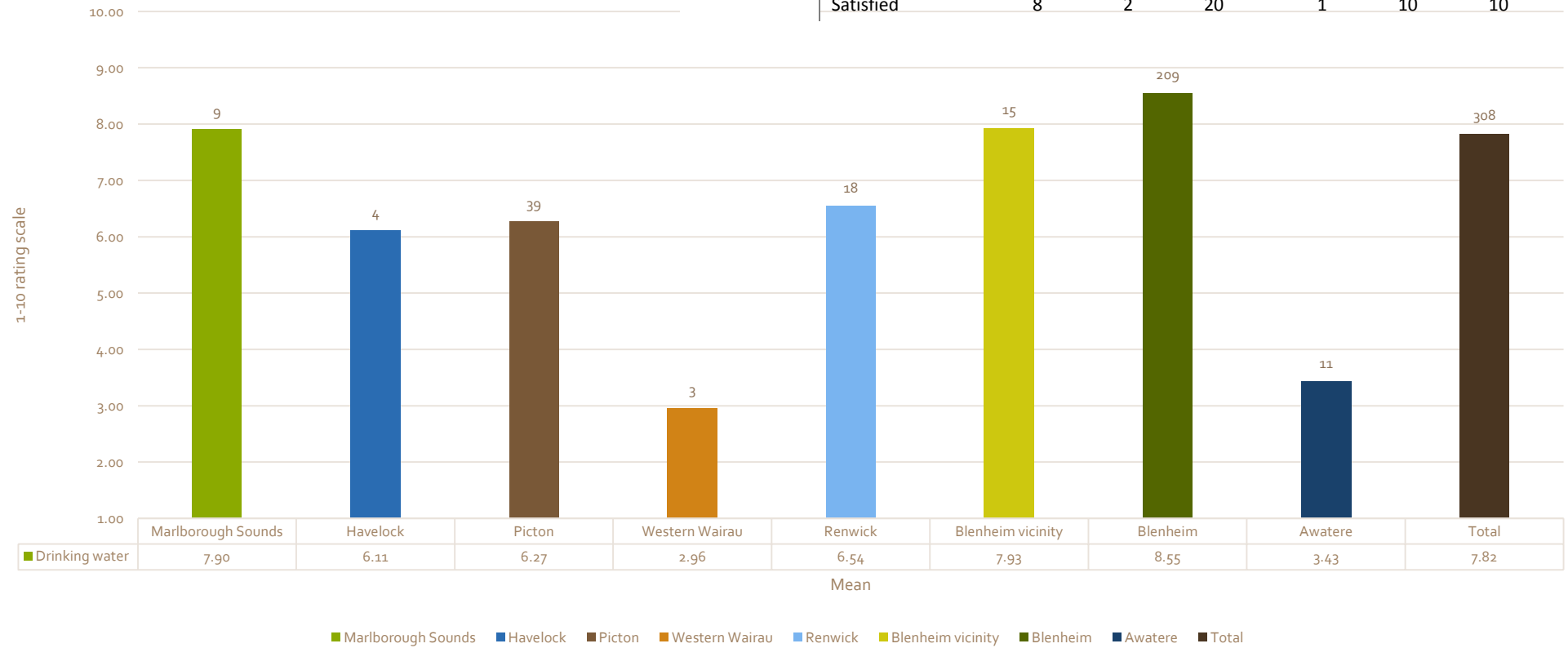
Urban storm water drainage



Across most areas, there were some minor differences in resident satisfaction with urban storm water drainage, however, these were NOT statistically significant indicating a degree of consistency in the provision and quality of these deliverables. Marlborough Sounds satisfied/neutral/dissatisfied variations resulted in lower mean performance ratings. Low rating comments included drains blocked/ need clearing and Flooding still occurring. Overall, 62.9% of residents were satisfied to some degree. In terms of trends, current and historical rating levels are somewhat inconsistent with ratings up some years and down others (Note: service available in Blenheim, Picton, Renwick, Havelock, Seddon [not all Awatere] only).

Drinking water

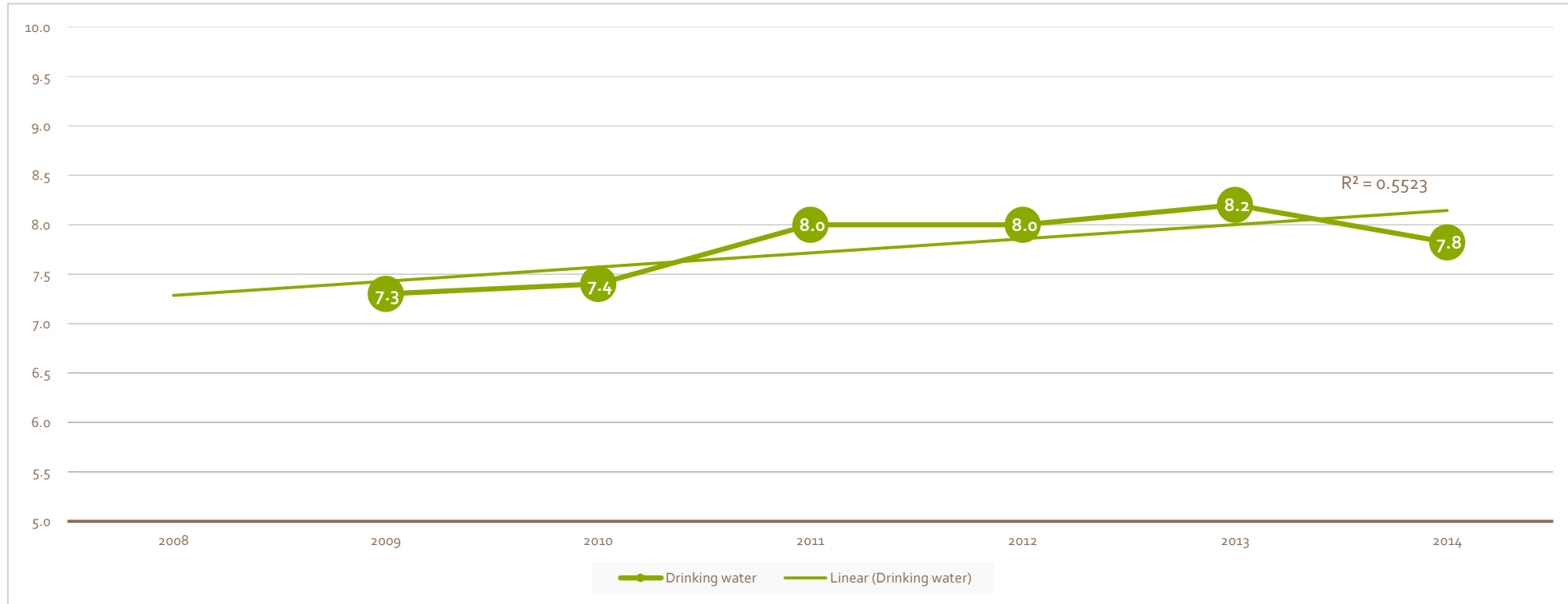
		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Drinking water	Dissatisfied	11.1%	25.0%	33.3%	66.7%	27.8%	20.0%	3.3%	63.6%	12.7%
	Neutral	0.0%	25.0%	15.4%	0.0%	16.7%	13.3%	7.2%	18.2%	9.4%
	Satisfied	88.9%	50.0%	51.3%	33.3%	55.6%	66.7%	89.5%	18.2%	77.9%
Drinking water	Dissatisfied	1	1	13	2	5	3	7	7	39
	Neutral	0	1	6	0	3	2	15	2	29
	Satisfied	8	2	20	1	10	10	187	2	240



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



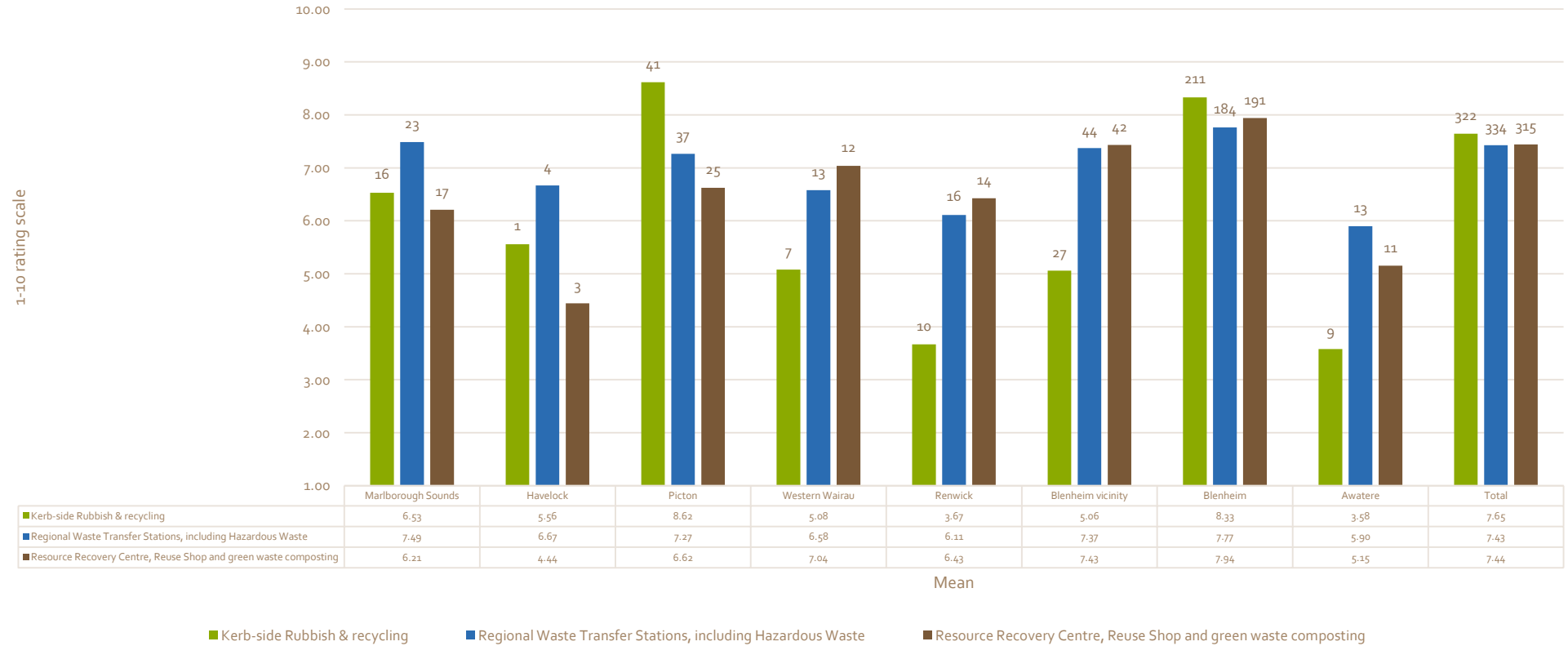
Drinking water



Drinking water achieved the third highest group rating in 2014 (7.82) and also was the highest prioritised service (8.70). 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. Some low ratings could be explained by small sample sizes, however, smaller communities such as Havelock, Awatere, and Western Wairau all had higher proportions of dissatisfaction indicating variations in the performance of this service within these areas (mean standard deviations were also highest in these areas). Whereas some improvement had been achieved in past years, 2014 saw a minor drop in overall aggregated performance in this deliverable (Note: drinking water provided to Blenheim, Picton, Renwick, Havelock, Awatere valley part of Awatere area, Wairau Valley township [in Western Wairau], Riverlands [in Blenheim vicinity]) .

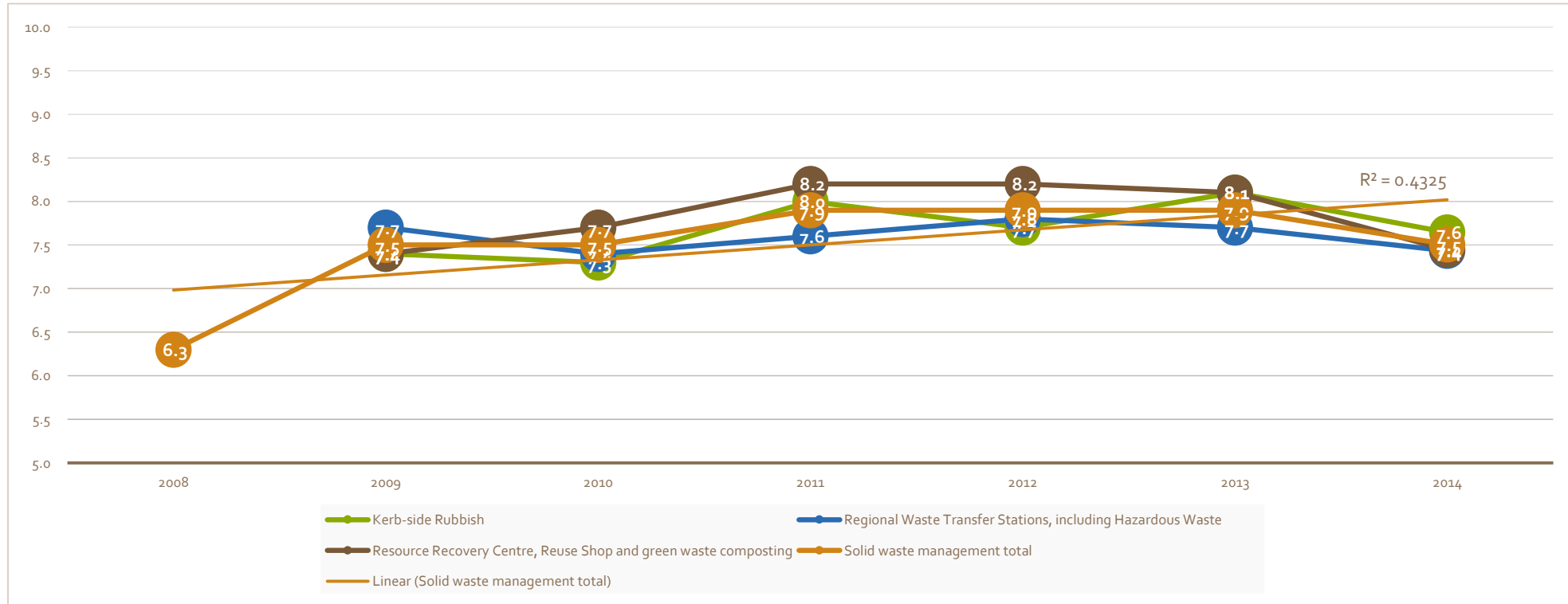
Waste management

Area	Kerb-side Rubbish & recycling	Regional Waste Transfer Stations, including Hazardous Waste	Resource Recovery Centre, Reuse Shop and green waste composting
Marlborough Sounds	68.8%	82.6%	52.9%
Havelock	0.0%	100.0%	33.3%
Picton	95.1%	86.5%	56.0%
Western Wairau	42.9%	92.3%	66.7%
Renwick	20.0%	81.3%	50.0%
Blenheim vicinity	44.4%	86.4%	73.8%
Blenheim	90.0%	83.2%	86.4%
Awatere	11.1%	100.0%	45.5%
Total	80.1%	85.0%	76.2%



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

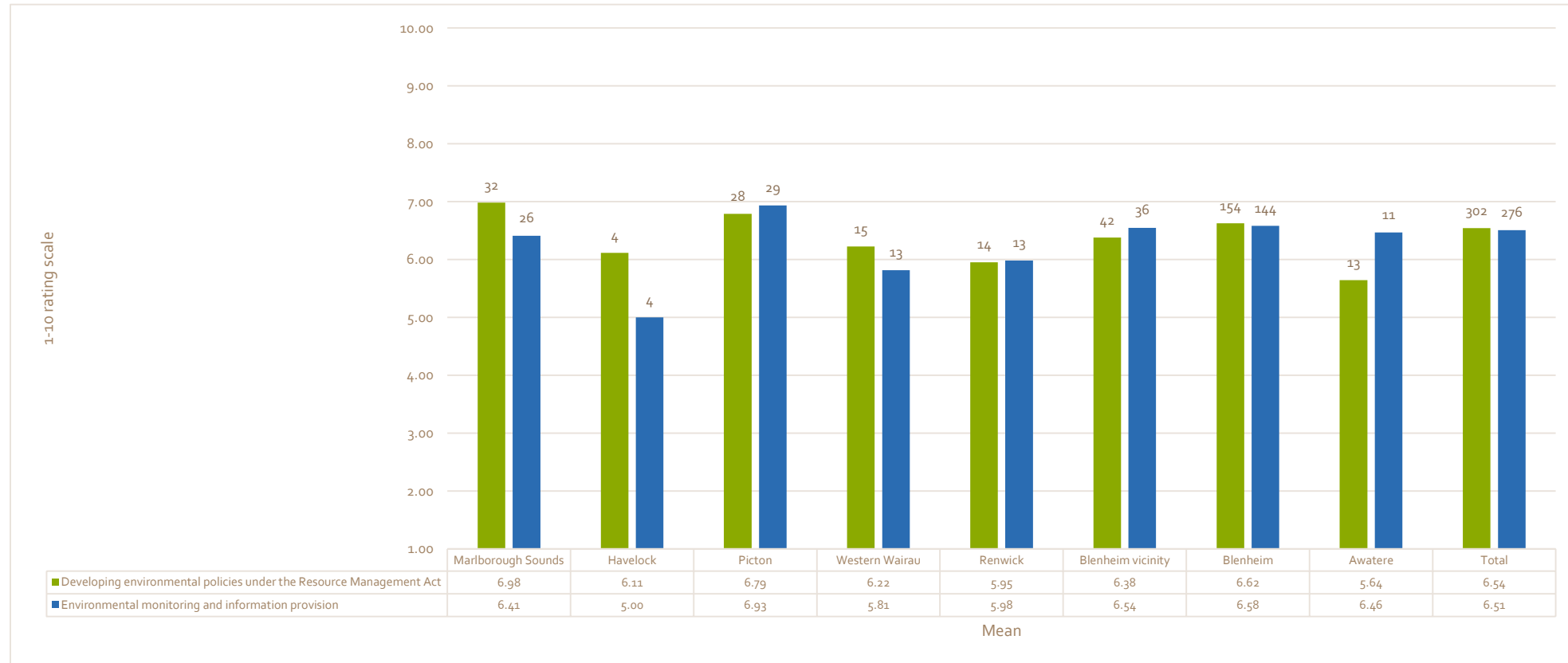
Waste management



Across all areas, there were statistically significant differences in resident satisfaction with Kerb-side Rubbish, Regional Waste Transfer Stations and Resource Recovery indicating a degree of variation in the provision and quality of these deliverables across the district. Reasons for positive and negative ratings varied across services. Across the district 3-out-of-4 residents indicated they were satisfied with the performance of the Council with these services. Although there was a slight drop in some 2014 ratings, overtime there has been a positive improvement trend in this service area (Note: services provided to Blenheim and Picton for kerbside collections, resource recovery centres sites across the district, resource recovery and reuse centre is based in Blenheim).

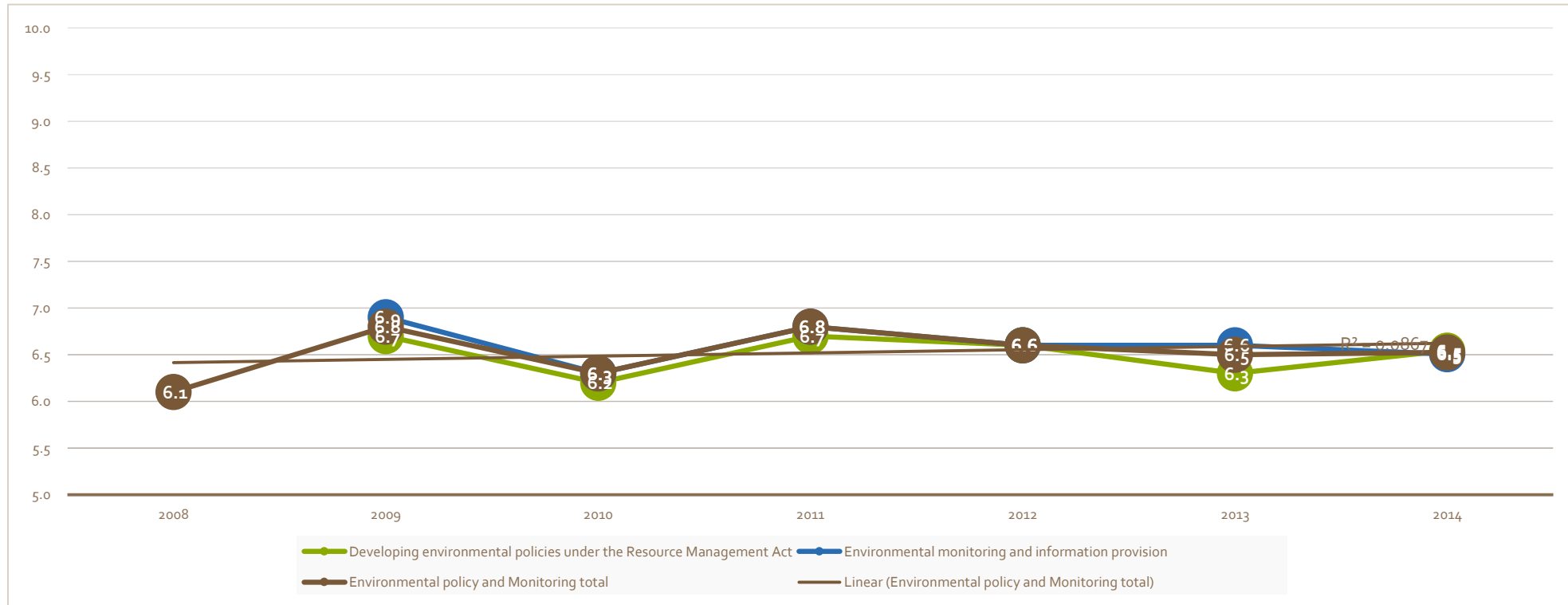
Environmental policy and monitoring

Area	Developing environmental policies under the Resource Management Act	Environmental monitoring and information provision
Marlborough Sounds	68.8%	61.5%
Havelock	25.0%	0.0%
Picton	64.3%	72.4%
Western Wairau	60.0%	46.2%
Renwick	42.9%	46.2%
Blenheim vicinity	57.1%	69.4%
Blenheim	63.0%	59.0%
Awatere	38.5%	54.5%
Total	60.3%	59.8%



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 develop policies for the sustainable use and management of the district’s resources.” Residents were then asked: “On a scale of 1 to 9 where 1=not at all well, 5=neutral and 9=extremely well, how well do you think the Council performs in providing these two services?” Mean scores for all deliverables were then aggregated and averaged within this section to provide an indication of overall performance satisfaction for this service.

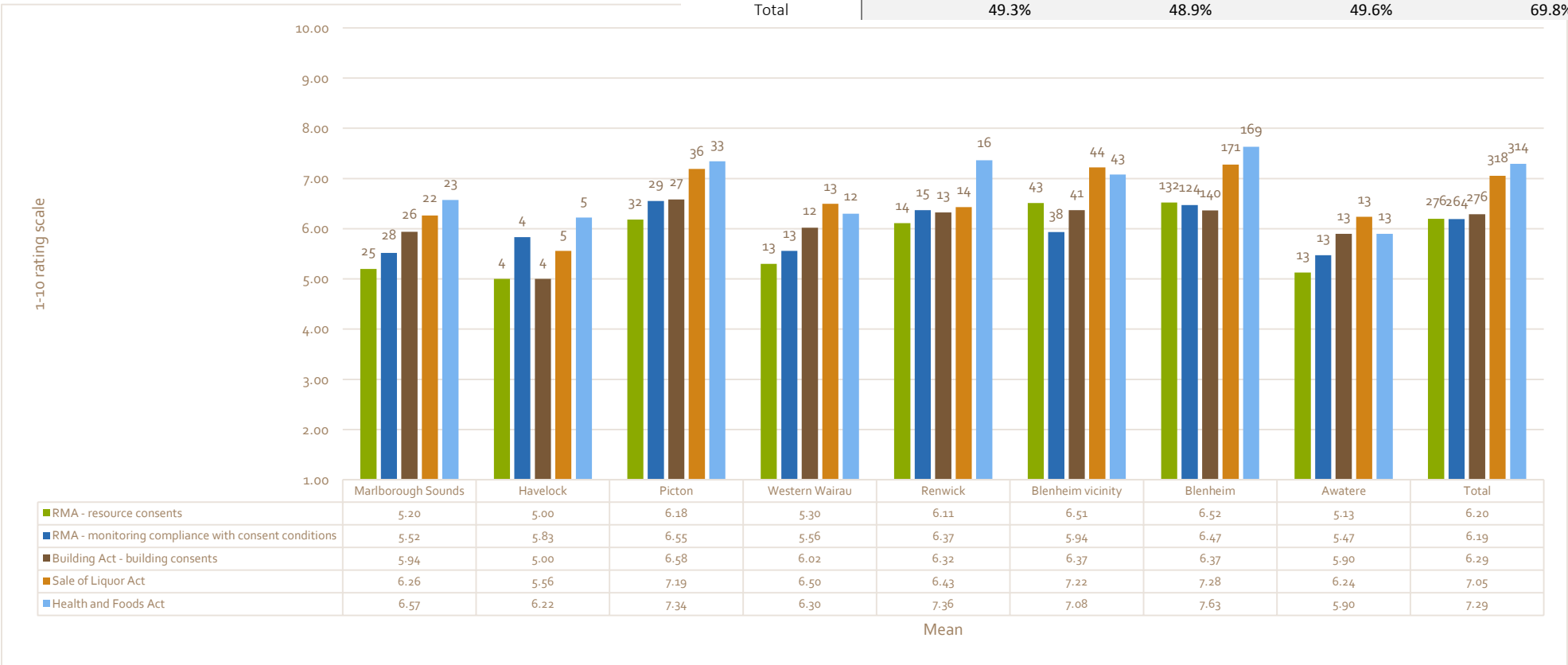
Environmental policy and monitoring



Across most areas, performance rating levels were similar for both policy development and monitoring provisions. Reasons for high and low ratings varied but were limited. The highest satisfaction rating across the district was for RMA development at 60.3% followed by monitoring at 59.8%. Across the two provisions, in 2014 RMA development performance ratings increased and monitoring was maintained at 2013 levels.

Consents and compliance

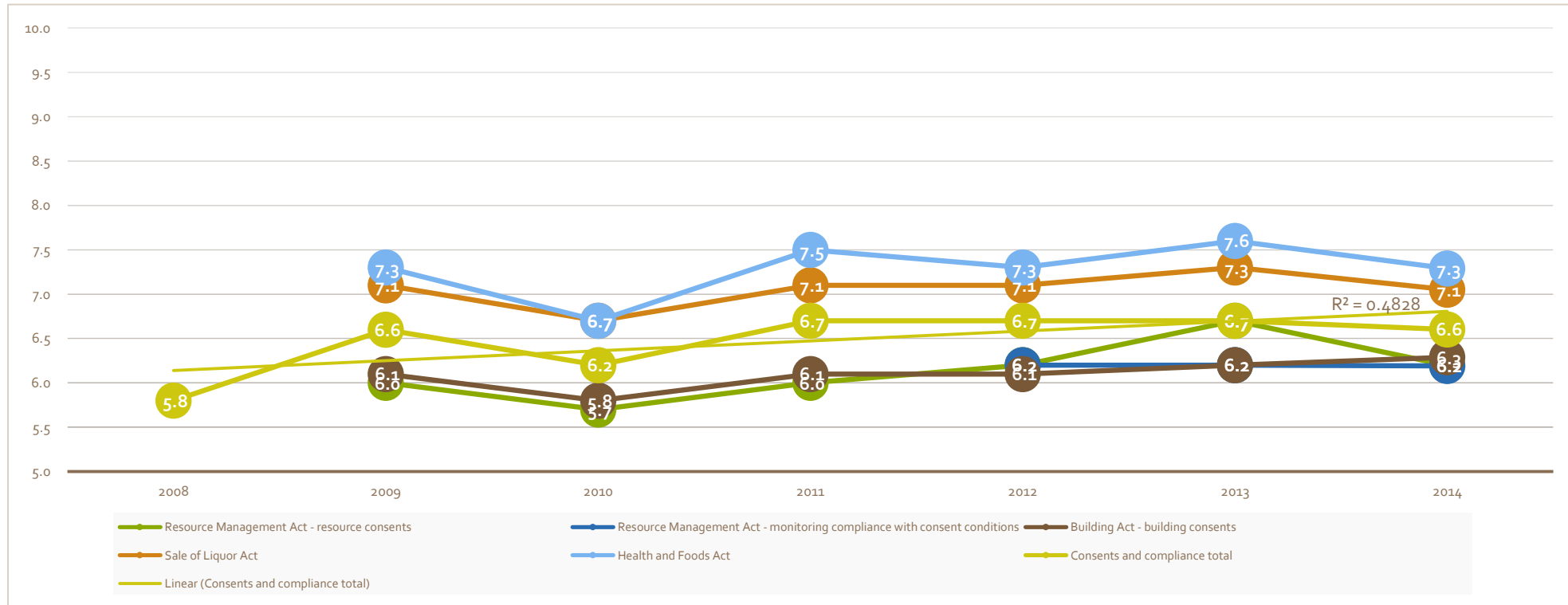
Area	RMA - resource consents	RMA - monitoring compliance with consent conditions	Building Act - building consents	Sale of Liquor Act	Health and Foods Act
Marlborough Sounds	36.0%	39.3%	53.8%	50.0%	69.6%
Havelock	0.0%	25.0%	25.0%	40.0%	60.0%
Picton	59.4%	58.6%	48.1%	72.2%	69.7%
Western Wairau	38.5%	46.2%	41.7%	61.5%	58.3%
Renwick	35.7%	46.7%	38.5%	50.0%	75.0%
Blenheim vicinity	62.8%	44.7%	53.7%	72.7%	69.8%
Blenheim	51.5%	53.2%	50.7%	74.9%	84.6%
Awatere	23.1%	30.8%	46.2%	61.5%	46.2%
Total	49.3%	48.9%	49.6%	69.8%	76.4%



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



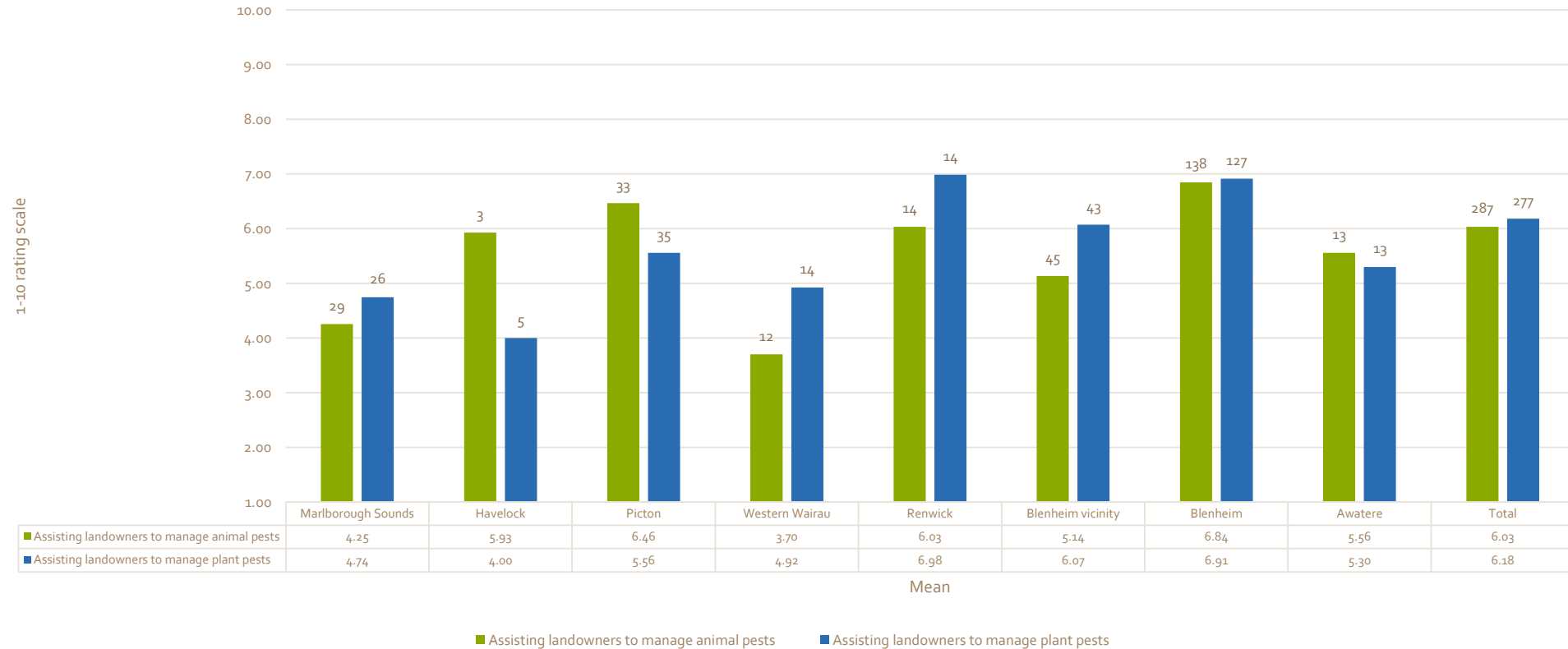
Consents and compliance



Across most areas, there were statistically significant differences in resident satisfaction with RMA Consents and compliance indicating a degree of variation in these deliverables. Reasons for low consent ratings included costs, time and red tape with overall satisfaction rating in these three services being just under 50%. Reasons for positive and negative rating varied across services. In terms of the sales of liquor act and health food act between 70% and 76% of residents were satisfied with the MDC’s performance in these areas. Overall ratings of each of these services were on a par with previous years.

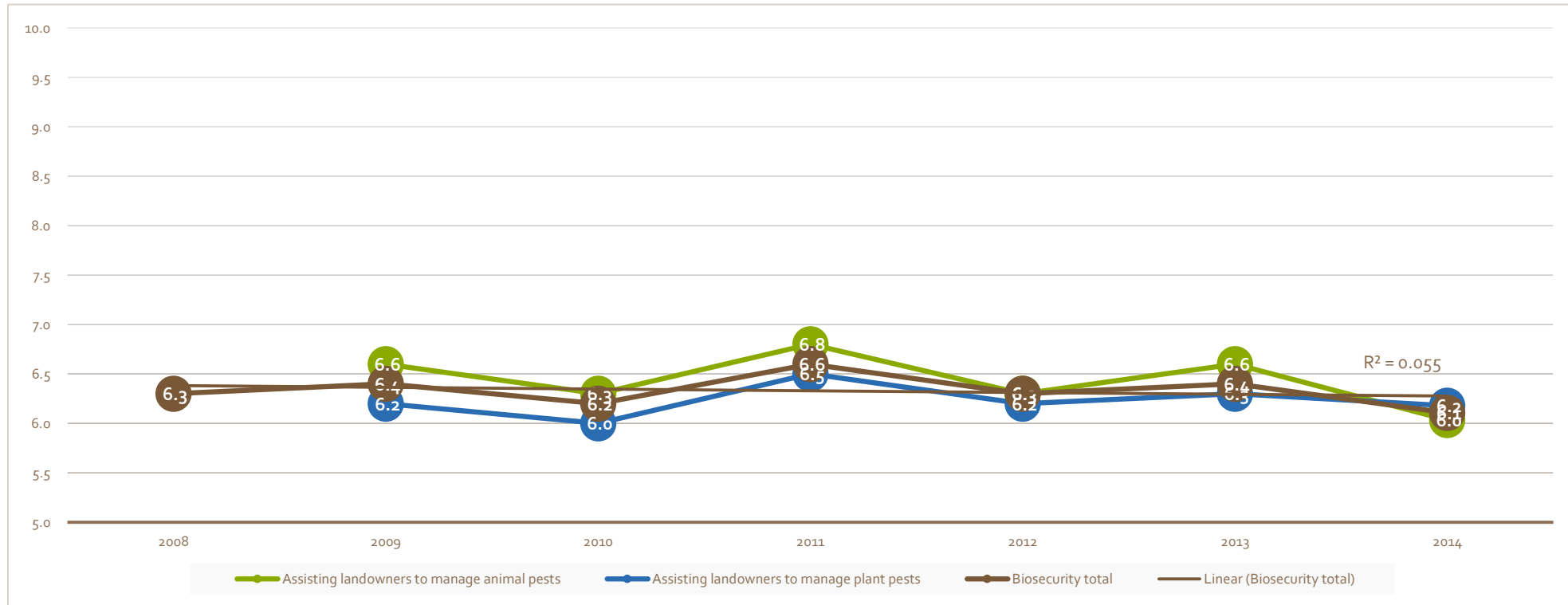
Biosecurity

Area	Assisting landowners to manage animal pests	Assisting landowners to manage plant pests
Marlborough Sounds	34.5%	30.8%
Havelock	66.7%	0.0%
Picton	51.5%	37.1%
Western Wairau	16.7%	28.6%
Renwick	42.9%	71.4%
Blenheim vicinity	40.0%	46.5%
Blenheim	60.9%	61.4%
Awatere	38.5%	23.1%
Total	50.2%	49.1%



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

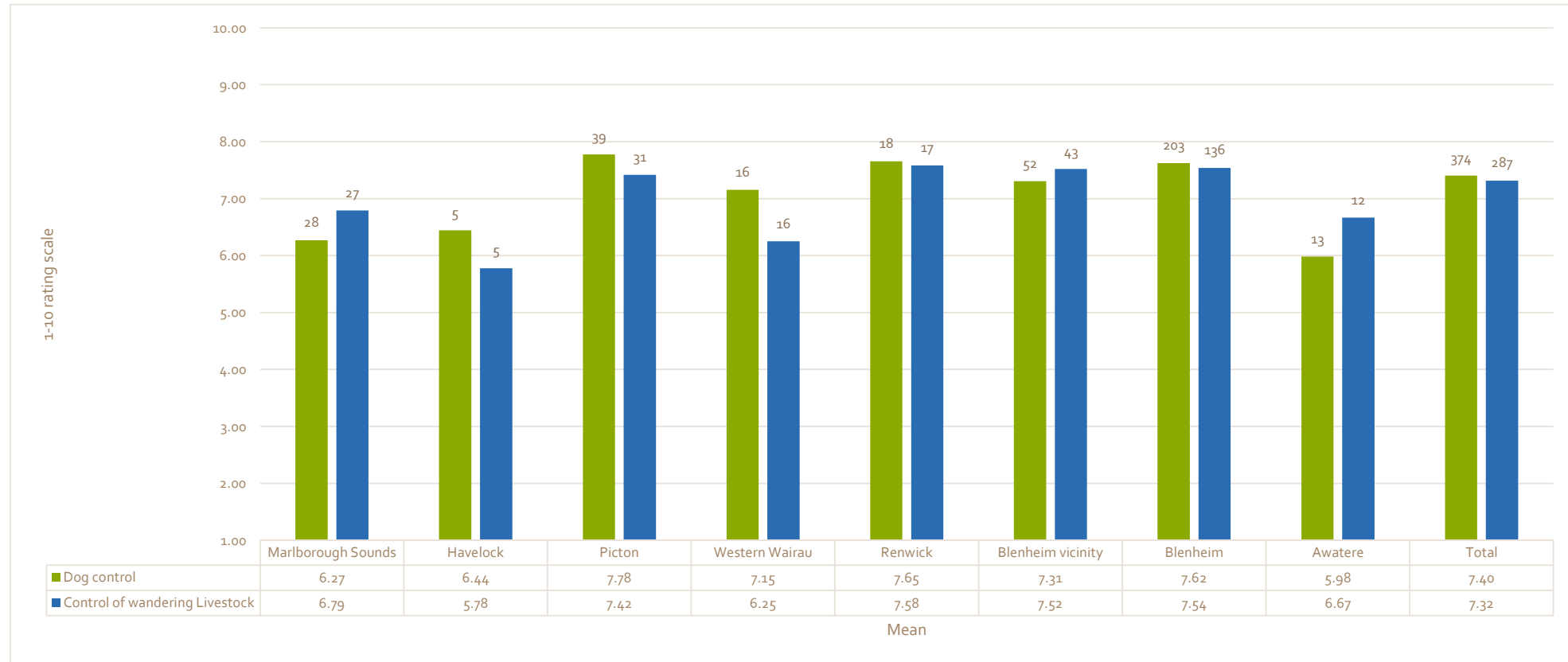
Biosecurity



Across most areas, there were statistically significant differences in resident satisfaction with Council performance ratings for assisting landowners to manage animal and plant pests indicating a degree of variation in the provision and quality of these deliverables. Reasons for positive and negative ratings varied across services. Only half of all residents indicated a higher than neutral rating for MDC performance in both areas. Across both biosecurity services the annual increase then decrease pattern continued in 2014 indicating neither a positive nor negative trend but rather a holding pattern in this service (Note: these services are strategically targeted; pests are mostly present in Blenheim vicinity and to some extent in Western Wairau and Awatere) .

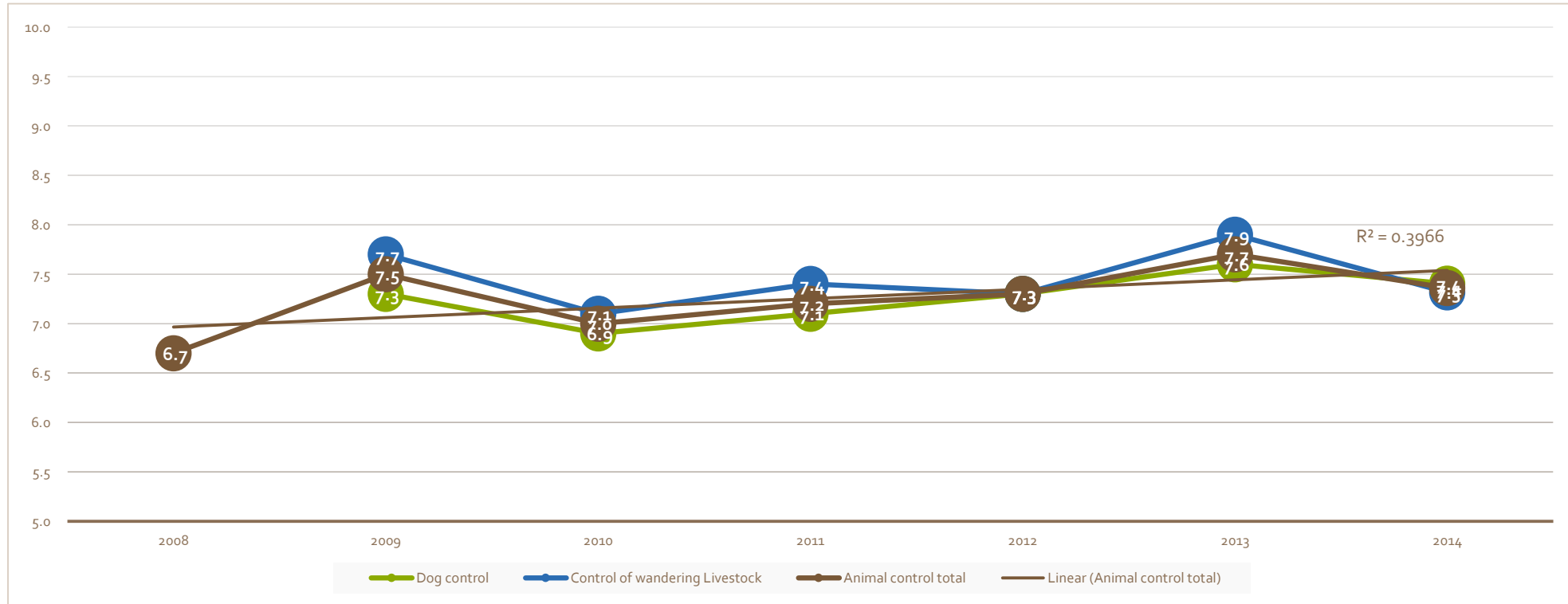
Animal control

Area	Dog control	Control of wandering Livestock
Marlborough Sounds	46.4%	66.7%
Havelock	40.0%	20.0%
Picton	74.4%	61.3%
Western Wairau	81.3%	56.3%
Renwick	83.3%	76.5%
Blenheim vicinity	80.8%	81.4%
Blenheim	80.3%	72.1%
Awatere	46.2%	58.3%
Total	75.7%	69.7%



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

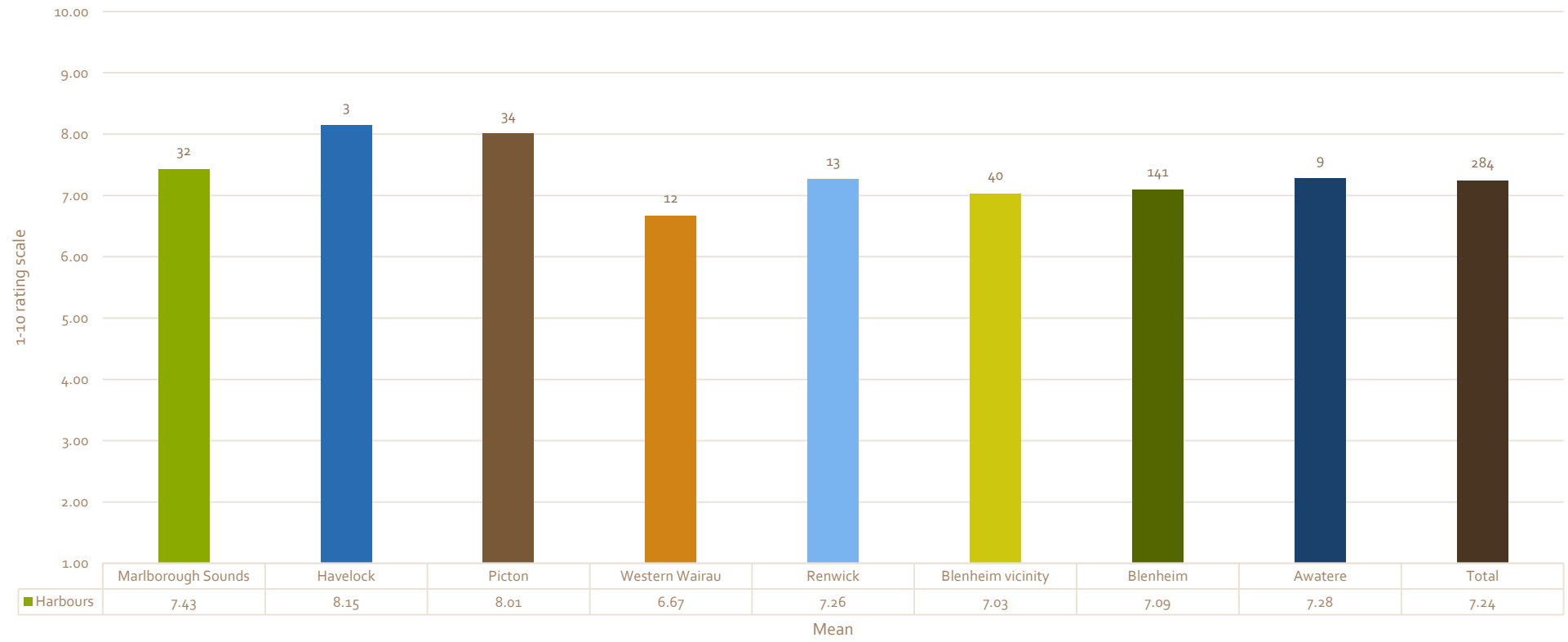
Animal control



Across most areas, there were statistically significant differences in resident satisfaction with dog control and control of wandering livestock. Reasons for low ratings included not getting any service from Dog Control, poor levels of animal control and Council does not do much to control animals. High rating comments included act quickly, good service and don't see any roaming dogs or livestock. Overall, between 70% and 76% of residents were satisfied with the Councils performance in these areas. Current and historical ratings indicate an improving trend in this service provision (Note: dogs are mainly in Blenheim, Blenheim vicinity and Picton, wandering livestock – all areas).

Harbours

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Harbours	Dissatisfied	13%	0%	3%	8%	0%	10%	2%	0%	5%
	Neutral	13%	33%	3%	25%	31%	23%	33%	33%	25%
	Satisfied	75%	67%	94%	67%	69%	68%	65%	67%	70%
Harbours	Dissatisfied	4	0	1	1	0	4	3	0	13
	Neutral	4	1	1	3	4	9	47	3	72
	Satisfied	24	2	32	8	9	27	91	6	199



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



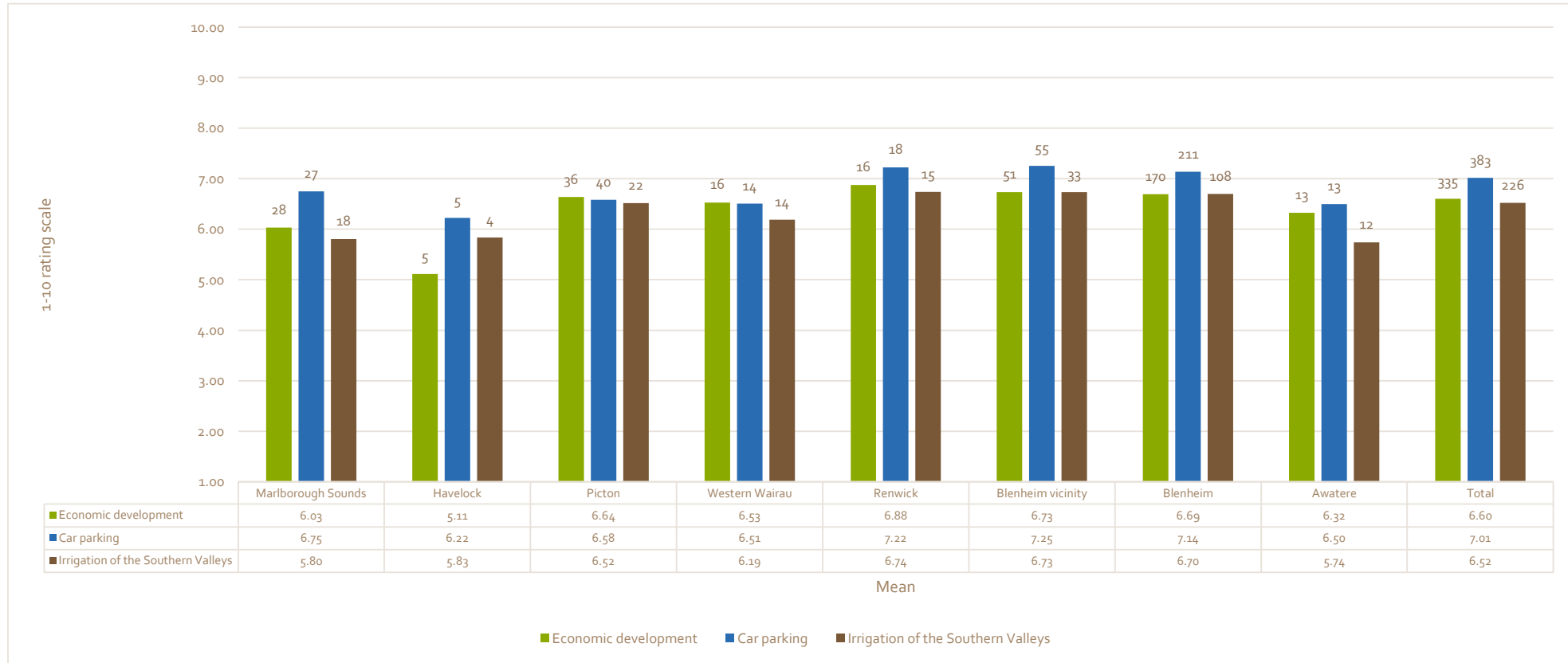
Harbours



Across most areas, there was a level of consistency in resident satisfaction with the Council provision for Harbours. Positive rating comments included good job, monitoring, management and adherence to law. Across the district 70.1% of residents were satisfied with the Council’s performance in this area. The slight drop in 2014 in overall ratings (down to 7.2 from 7.6) may be attributable to nearly a quarter of residents rating “5 neutral” for this provision (Note: applies to Marlborough Sounds, Havelock, Picton, Blenheim vicinity and Awatere however boat owners live across the district).

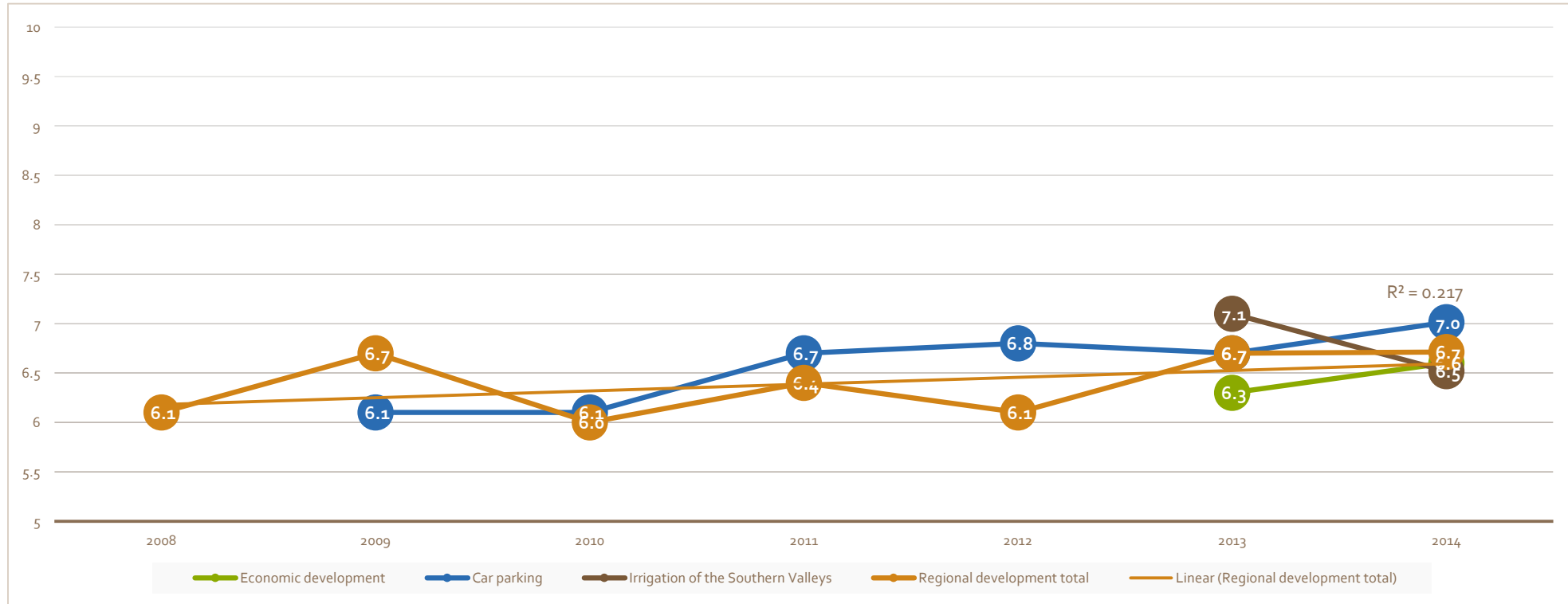
Regional development

Area	Economic development	Car parking	Irrigation of the Southern Valleys
Marlborough Sounds	53.6%	66.7%	55.6%
Havelock	0.0%	40.0%	25.0%
Picton	61.1%	62.5%	54.5%
Western Wairau	56.3%	57.1%	42.9%
Renwick	75.0%	77.8%	53.3%
Blenheim vicinity	66.7%	74.5%	63.6%
Blenheim	63.5%	71.6%	50.0%
Awatere	46.2%	69.2%	25.0%
Total	61.5%	70.0%	50.9%



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

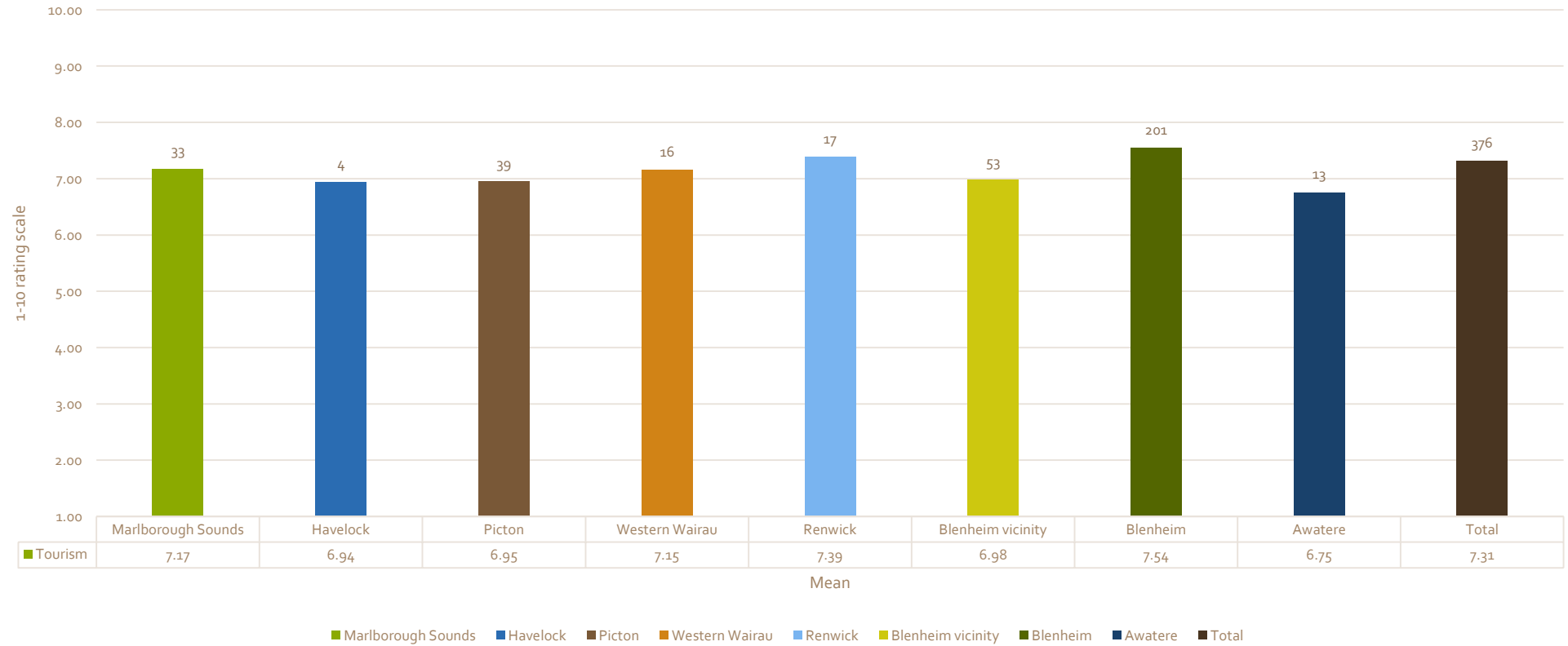
Regional development



Across most areas, performance rating levels were relatively similar indicating a degree of consistency in the provision and quality of these deliverables. Reasons for high and low ratings varied across services. The provision of car parking received the highest resident's satisfaction with Council performance at 70% followed by economic development at 60% and irrigation of the southern valleys at 50.9%. Across most services, less irrigation of the southern valleys, there was an overall performance rating improvement when compared against 2013 levels.

Tourism

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Tourism	Dissatisfied	12.1%	0.0%	15.4%	12.5%	5.9%	7.5%	7.0%	23.1%	9.0%
	Neutral	6.1%	50.0%	2.6%	6.3%	5.9%	15.1%	10.9%	7.7%	10.1%
	Satisfied	81.8%	50.0%	82.1%	81.3%	88.2%	77.4%	82.1%	69.2%	80.9%
Tourism	Dissatisfied	4	0	6	2	1	4	14	3	34
	Neutral	2	2	1	1	1	8	22	1	38
	Satisfied	27	2	32	13	15	41	165	9	304



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



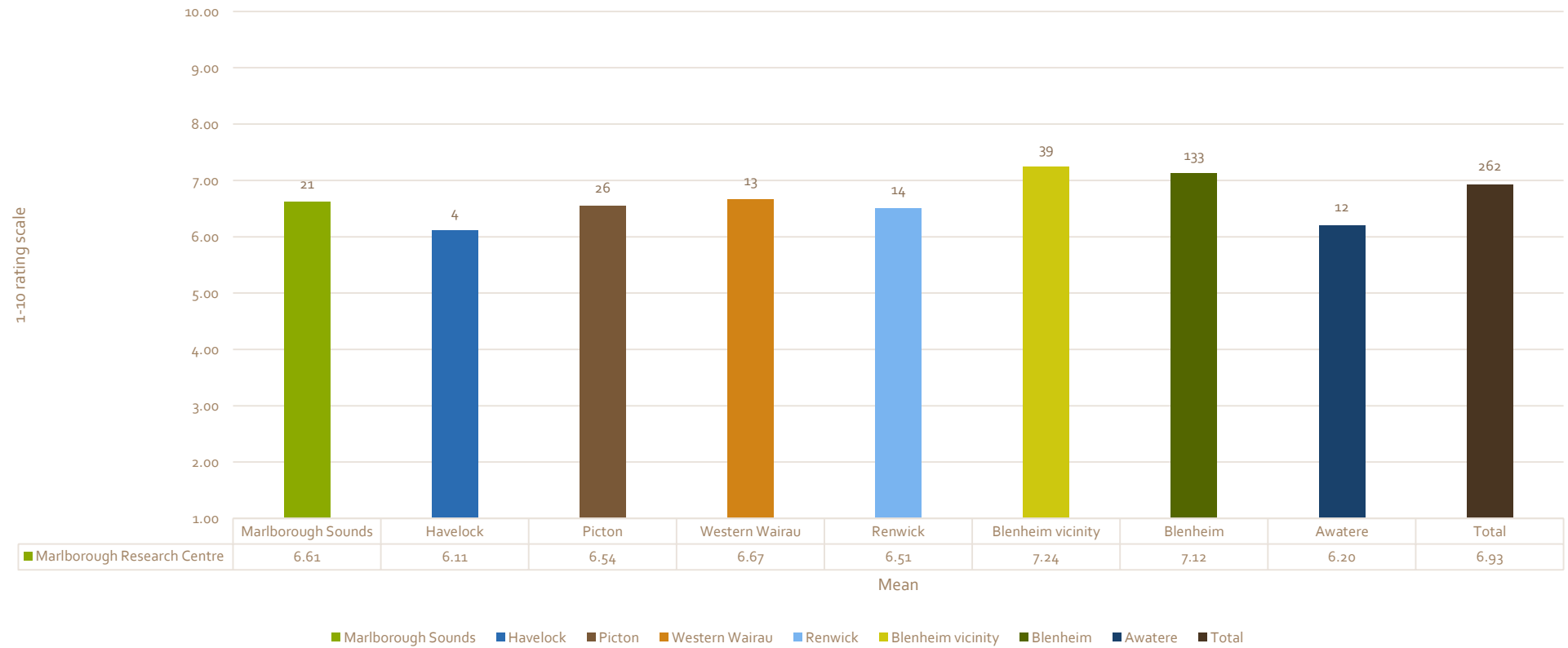
Tourism



Across most areas, performance rating levels were relatively similar indicating a degree of consistency in the provision and quality of this service. Four out of five residents were satisfied with the Councils performance across the district. Reasons for high ratings included doing a good job, promote the region well, advertise well/ good advertising and Council performs well and supporting tourism. In 2014 overall performance rating were on a par with 2013 levels.

Marlborough Research Centre

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Marlborough Research Centre	Dissatisfied	19.00%	0.00%	19.20%	7.70%	7.10%	0.00%	3.80%	8.30%	6.50%
	Neutral	14.30%	75.00%	15.40%	30.80%	28.60%	25.60%	31.60%	41.70%	28.60%
	Satisfied	66.70%	25.00%	65.40%	61.50%	64.30%	74.40%	64.70%	50.00%	64.90%
Marlborough Research Centre	Dissatisfied	4	0	5	1	1	0	5	1	17
	Neutral	3	3	4	4	4	10	42	5	75
	Satisfied	14	1	17	8	9	29	86	6	170



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



Marlborough Research Centre



Across most areas, performance rating levels were relatively similar indicating a degree of consistency in resident's perceptions of the Council's performance with this service. Reasons for high ratings included do a thorough job and provide a good service. Across the district 64.6% of residents were satisfied with the Council's performance in this service. In 2014, an increase overall in satisfaction was recorded in this area when compared against 2013 levels.

Important Information

Research Association of New Zealand [RANZ] Code of Practice

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