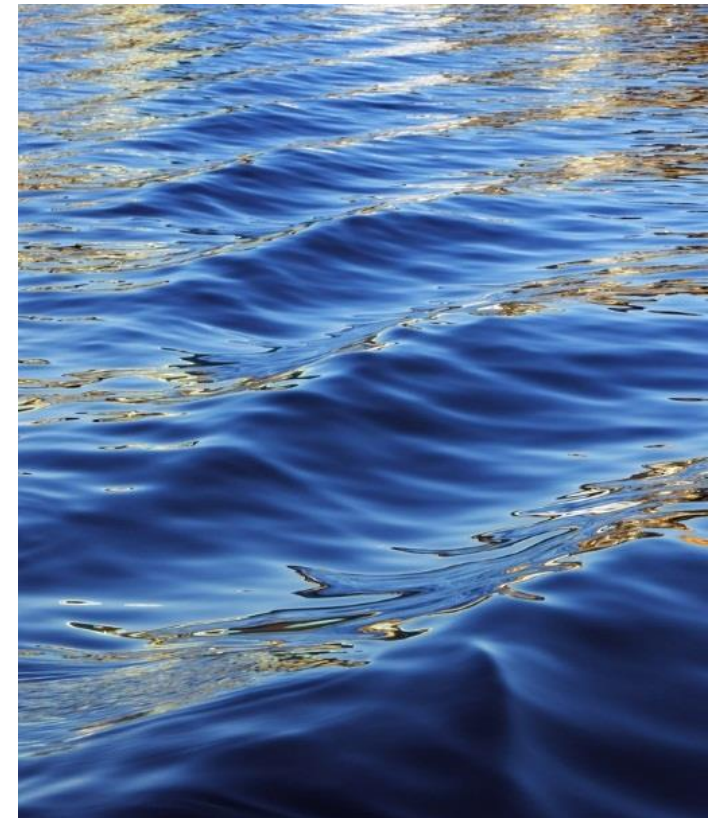




Marlborough District Council - 2016 Annual Resident Service Satisfaction Survey

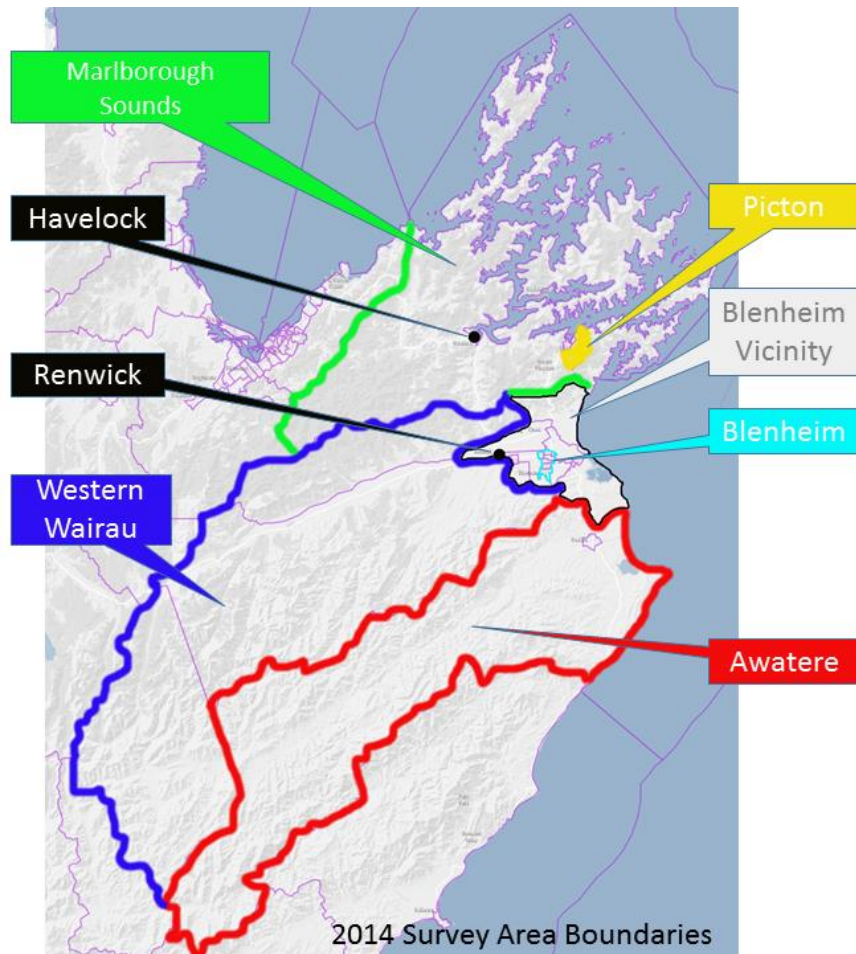
Presentation – Date: 26th August 2016



Prepared by Dr Virgil Troy © SIL Research 2016

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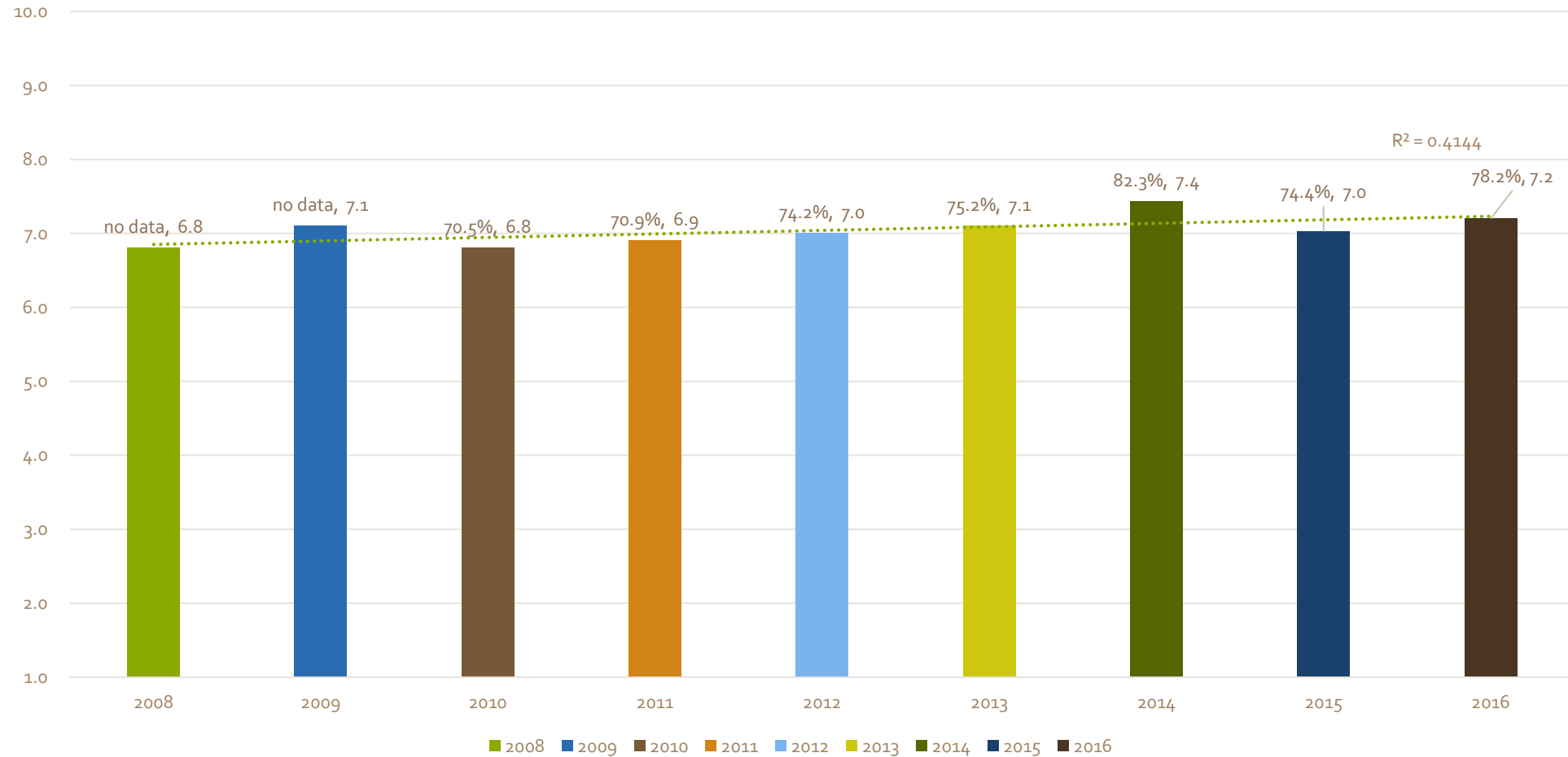
Methodology



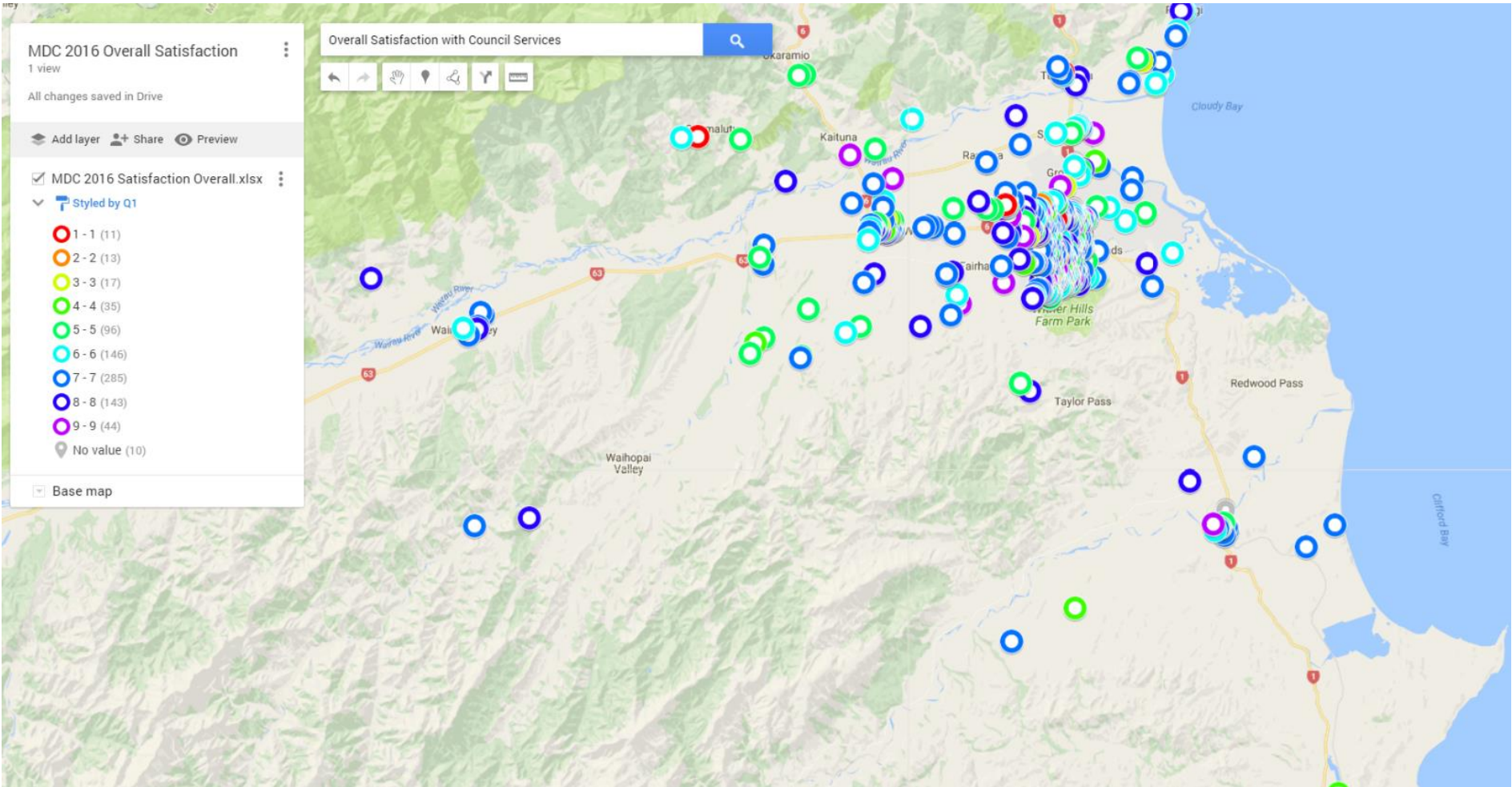
- The existing MDC questionnaires were revised by SIL Research in consultation with the MDC then tested prior to deployment.
- Two concurrent surveys of n=400 residents were undertaken during June 2016.
- A total of n=800 residents aged 18 years and above across the MDC's territorial area were interviewed via a CATI survey during a six week period starting the first week of June 2016
- The sample size of n=400 across 34,041 18yr + residents allows for a 95% confidence level +/- 3.9 to 4.87%.

Overall performance

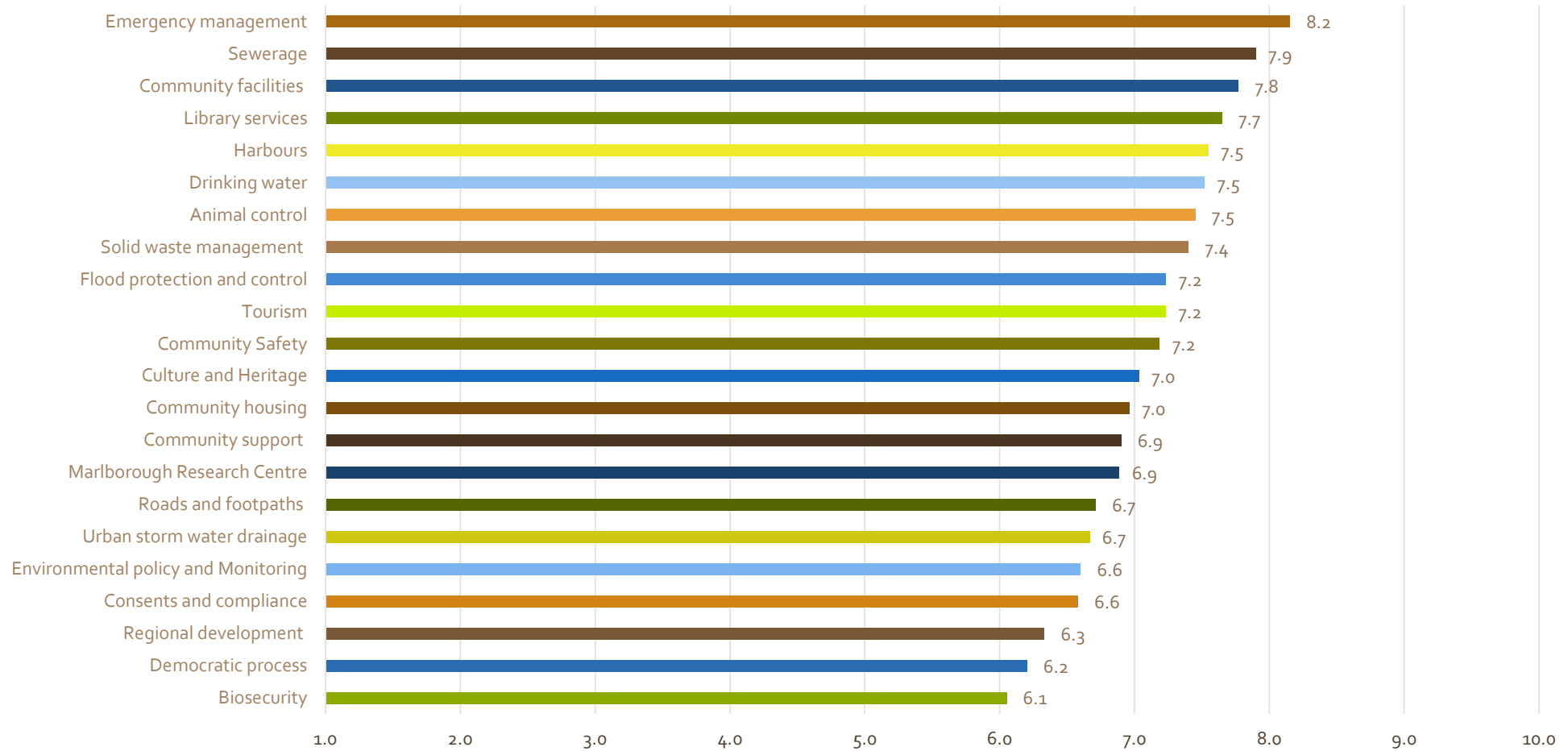
In 2016 MDC's overall performance rating improved over the previous year (up to 7.2 from 7.0). The linear regression suggests a steady improvement trend for the Council. Combining individual and grouped aggregated totals, the top three ranked services in 2016 were *Emergency management* (8.2), *Sewerage* (7.9) and *Community facilities* (7.8). There was a change to the second place service when compared to 2015 results – *Drinking water* was replaced by *Sewerage* service. When individual services were ranked separately *Public libraries* had the highest rating (8.5), followed by *Rural fire fighting* (8.4) with *Swimming Pools* in the third place sharing the same ratings with *Parks and reserves* (8.2). The services with the lowest ratings in 2016 changed to *Biosecurity*, *Democratic process* and *Regional development* (in 2015 - *Democratic process*, *Environmental policy and monitoring*, and *Biosecurity*). Overall, 16 services increased their performance scores compared to 2015, 4 had lower scores, and 2 stayed the same.



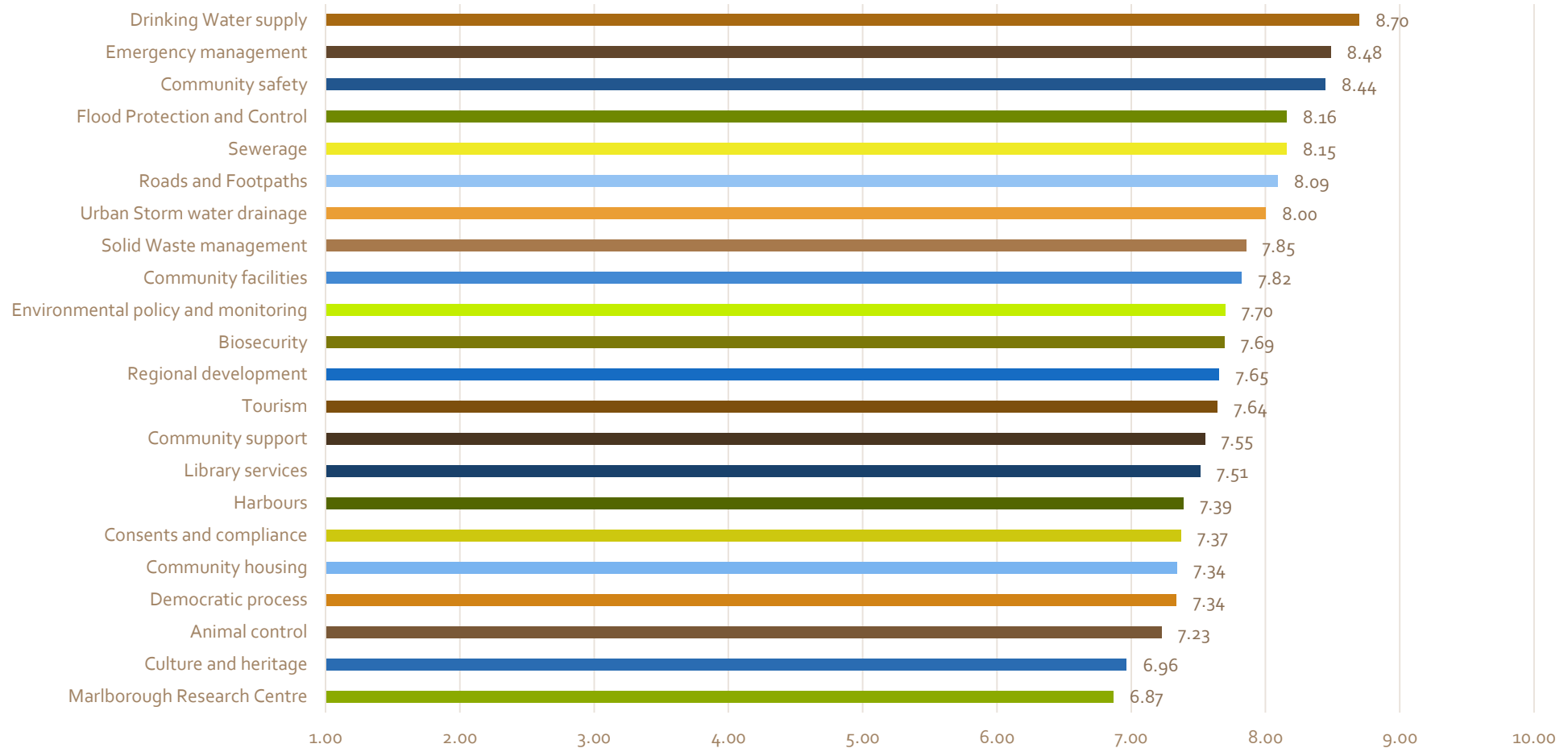
Overall Performance



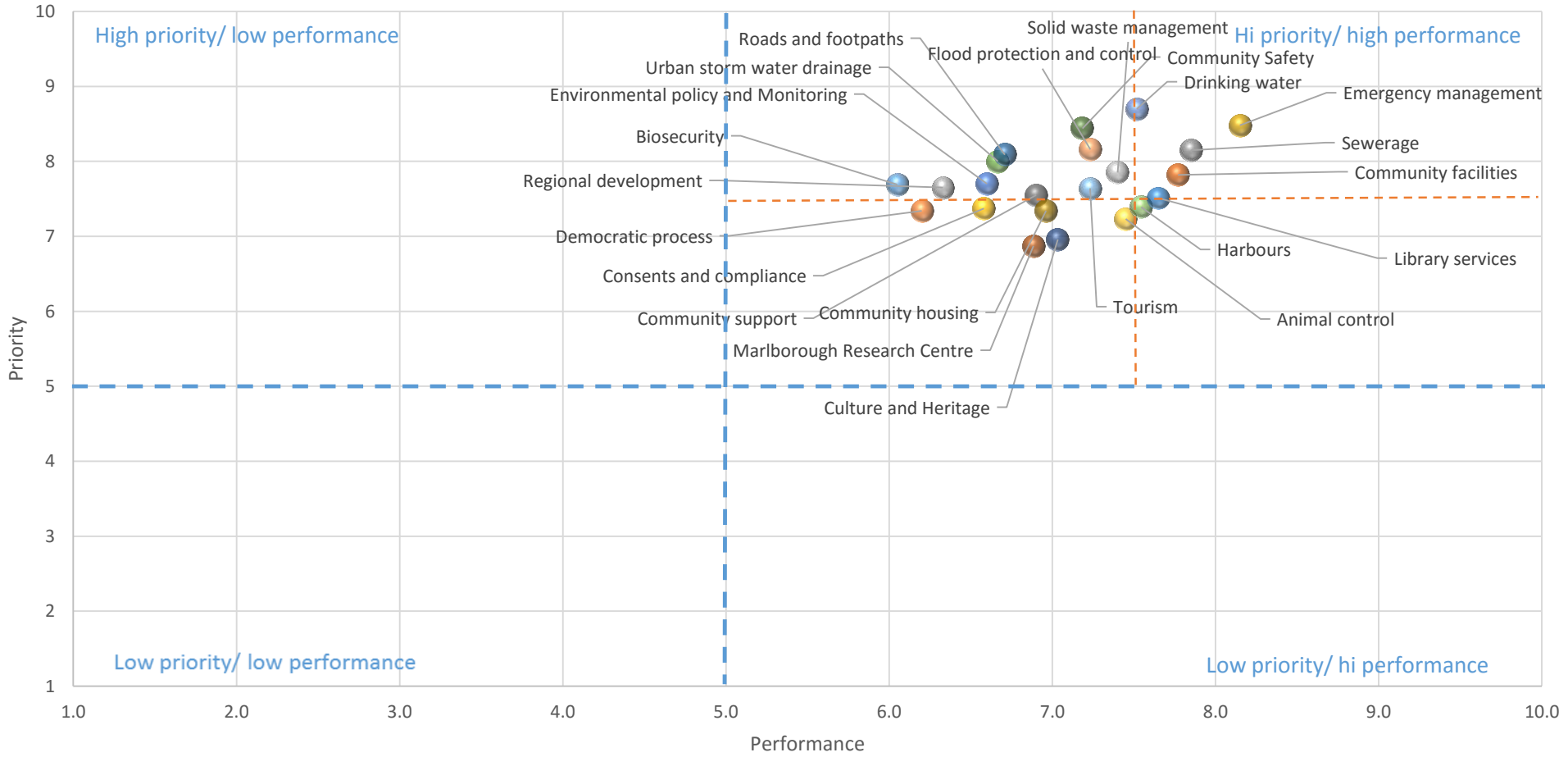
Overall ratings



2014 Priorities



Overall performance



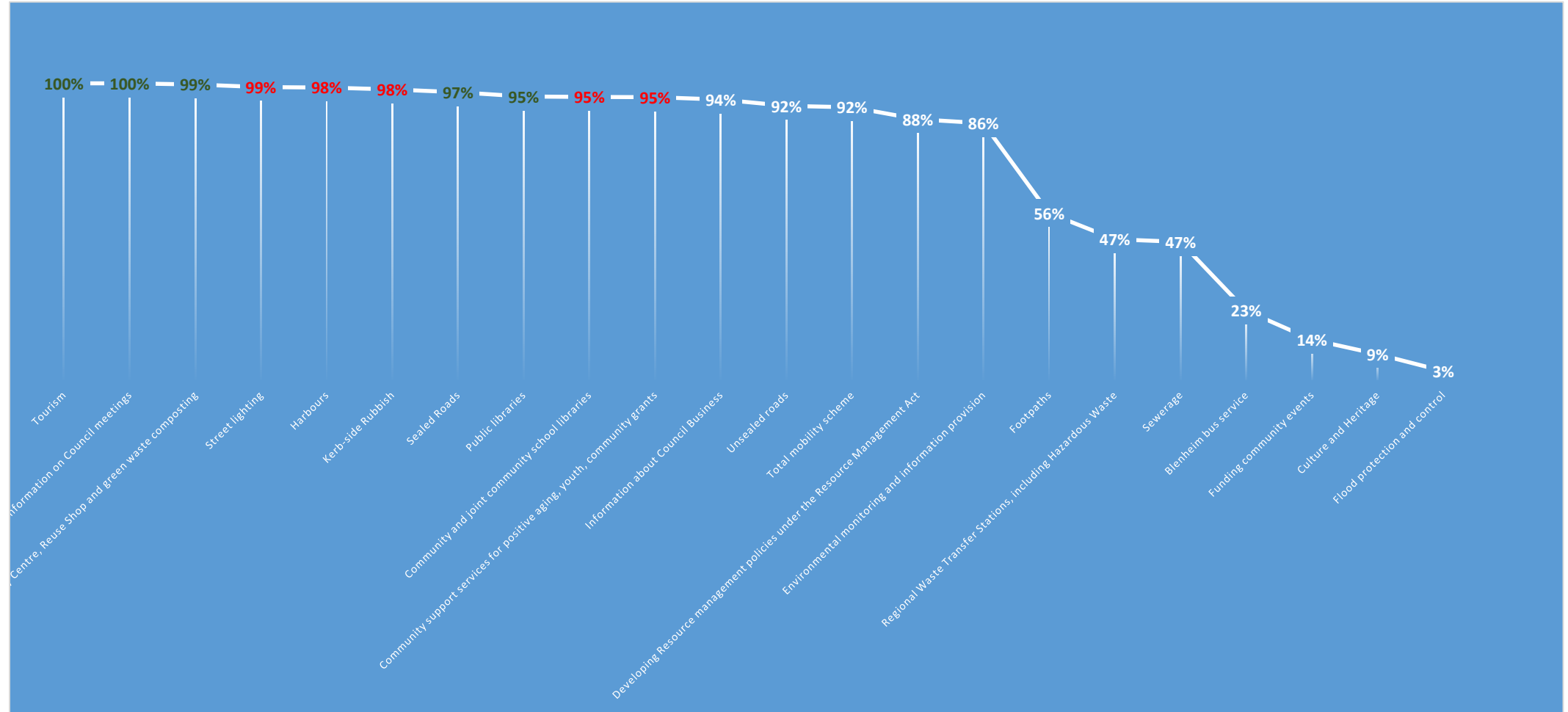
2015-2016 Changes

Services	2015	2016	Result	2015-26 change	
Culture and Heritage		6.5	7.0	up	0.6
Harbours		7.1	7.5	up	0.5
Sewerage		7.4	7.9	up	0.4
Flood protection and control		6.8	7.2	up	0.4
Tourism		6.8	7.2	up	0.4
Community housing		6.6	7.0	up	0.4
Solid waste management total		7.0	7.4	up	0.4
Library services total		7.3	7.7	up	0.4
Environmental policy and Monitoring total		6.3	6.6	up	0.3
Community support total		6.7	6.9	up	0.2
Roads and footpaths (total)		6.5	6.7	up	0.2
Democratic process		6.1	6.2	up	0.1
Community facilities total		7.7	7.8	up	0.1
Animal control total		7.4	7.5	up	0.1
Consents and compliance total		6.5	6.6	up	0.1
Emergency management total		8.1	8.2	up	0.0
Marlborough Research Centre		6.9	6.9	same	0.0
Community Safety		7.2	7.2	same	0.0
Regional development total		6.4	6.3	down	-0.1
Drinking water		7.7	7.5	down	-0.2
Biosecurity total		6.4	6.1	down	-0.4
Urban storm water drainage		7.3	6.7	down	-0.6

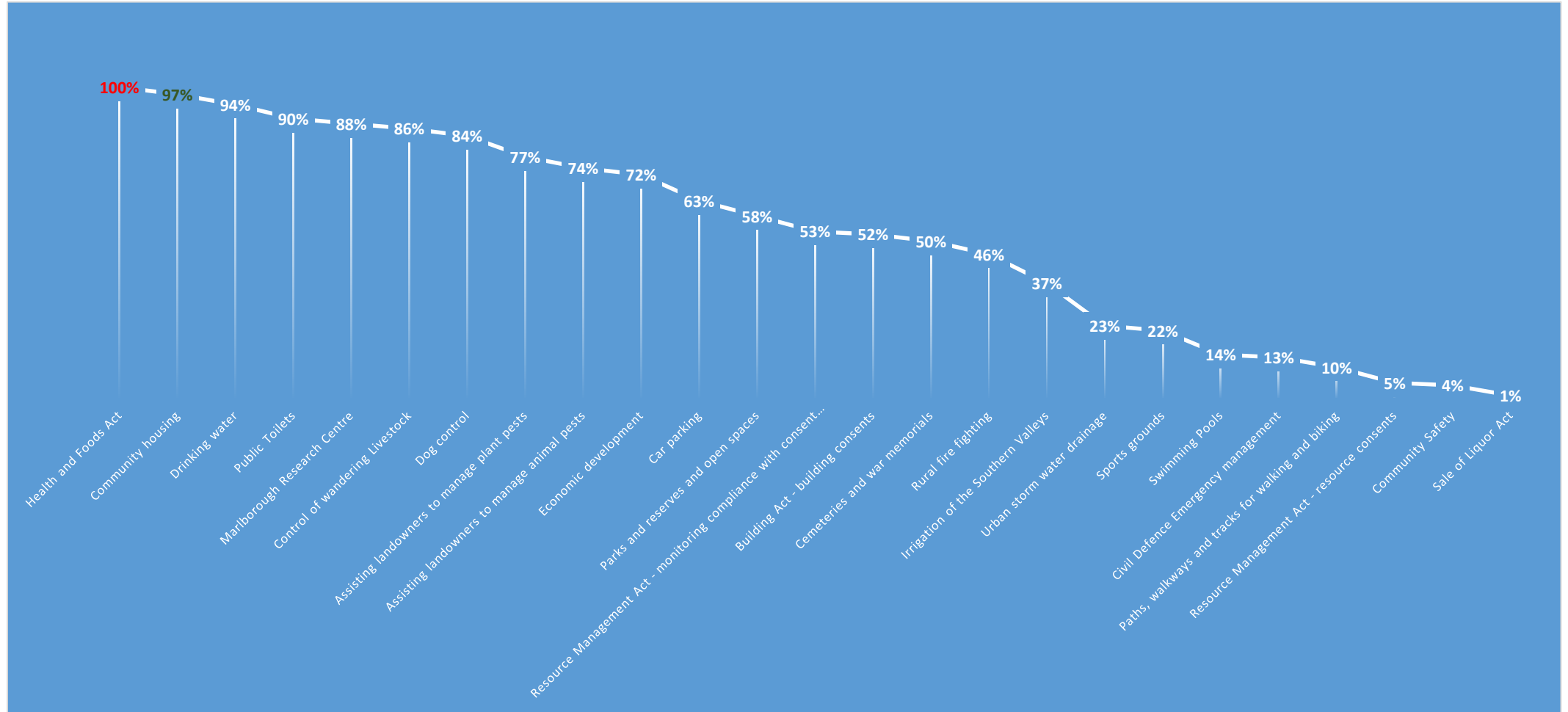
How to improve overall performance

- Survey 1
 - Tourism
 - Information on Council meetings
 - Resource Recovery centre, Reuse shop and Green waste composting
 - Sealed roads
 - Public libraries
- Survey 2
 - Community housing

Survey 1

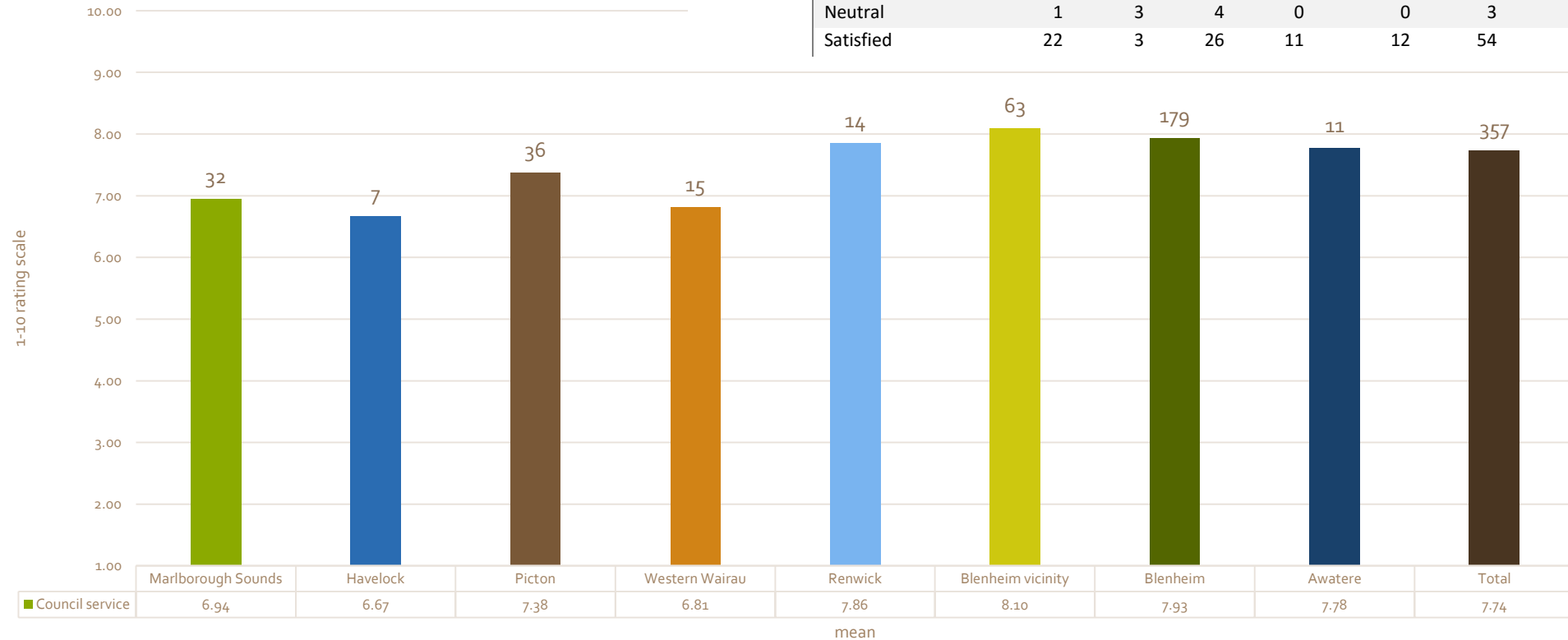


Survey 2



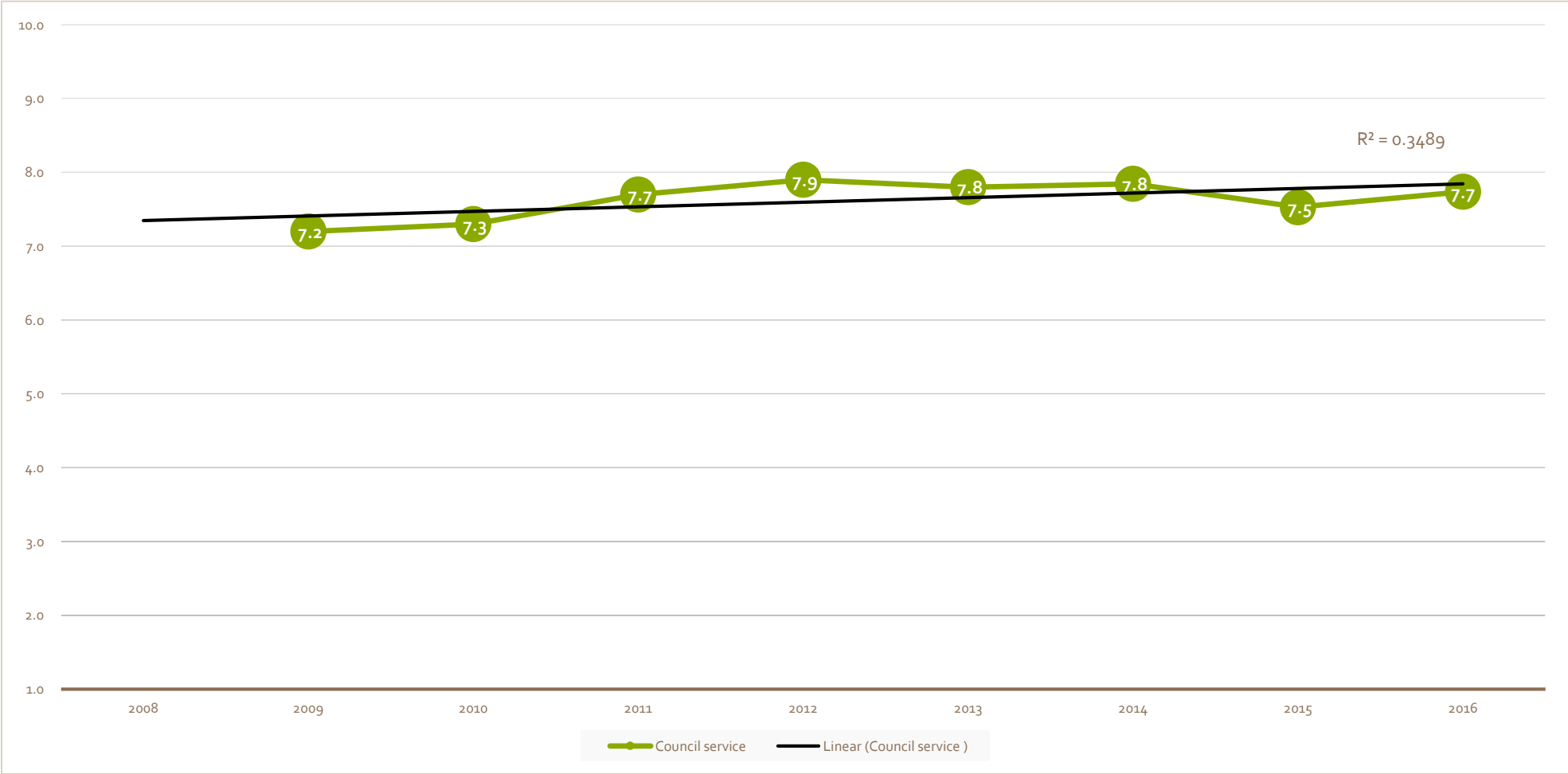
Contact with council

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Council service (%)	Dissatisfied	25.8%	14.3%	16.7%	26.7%	14.3%	9.5%	10.6%	18.2%	13.5%
	Neutral	3.2%	42.9%	11.1%	0.0%	0.0%	4.8%	3.9%	0.0%	5.1%
	Satisfied	71.0%	42.9%	72.2%	73.3%	85.7%	85.7%	85.5%	81.8%	81.5%
Council service (Counts)	Dissatisfied	8	1	6	4	2	6	19	2	48
	Neutral	1	3	4	0	0	3	7	0	18
	Satisfied	22	3	26	11	12	54	153	9	290



Approximately 45% of residents indicated they had been in contact with the Council in the past 12 months. Satisfaction with Council contact was high at 81.5% with an average rating for contact at 7.7 on the 1-10 scale.

Contact with Council



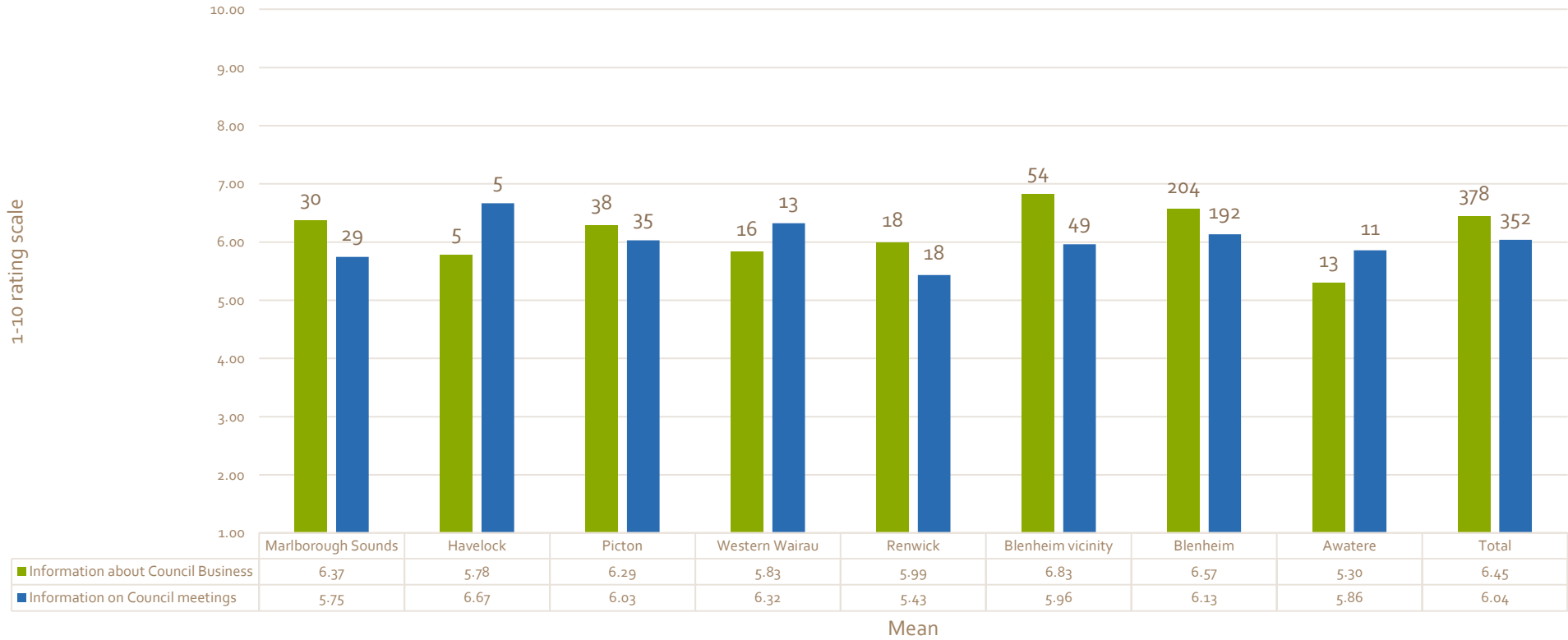
Media and marketing

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
<i>Media recall (%)</i>	Local newspapers	93.0%	87.5%	90.0%	85.7%	92.9%	92.2%	85.8%	84.2%	88.1%
	Other	11.6%	0.0%	16.7%	4.8%	10.7%	20.0%	13.6%	15.8%	14.2%
	Radio advertisements	2.3%	12.5%	8.3%	4.8%	10.7%	4.4%	19.7%	5.3%	13.3%
	Mail/Leaflets/Pamphlets	7.0%	0.0%	10.0%	0.0%	10.7%	14.4%	9.7%	10.5%	9.9%
	Website	4.7%	0.0%	5.0%	4.8%	0.0%	2.2%	5.8%	10.5%	4.8%
	Total	118.6%	100.0%	130.0%	100.0%	125.0%	133.3%	134.6%	126.3%	130.3%
<i>Media recall (Counts)</i>	Local newspapers	40	7	54	18	26	83	265	16	509
	Other	5	0	10	1	3	18	42	3	82
	Radio advertisements	1	1	5	1	3	4	61	1	77
	Mail/Leaflets/Pamphlets	3	0	6	0	3	13	30	2	57
	Website	2	0	3	1	0	2	18	2	28
	Total	43	8	60	21	28	90	309	19	578

72.4% of all residents indicated they could recall Council-related marketing in the past 12 months. The most common source of the recall was *Local newspapers* (88.1% - down from 90.2% in 2015), followed by *Other* (14.3%), *Radio* (13.3%), *Mail/Leaflets/Pamphlets* (9.9% - up from 6.1% in 2015) and *Website* (4.8%). There were changes in 2016 when compared to 2015 results: a minor decrease for Local newspapers and Website, and an increase for Mail/Leaflets/Pamphlets and 'Other'.

Democratic process

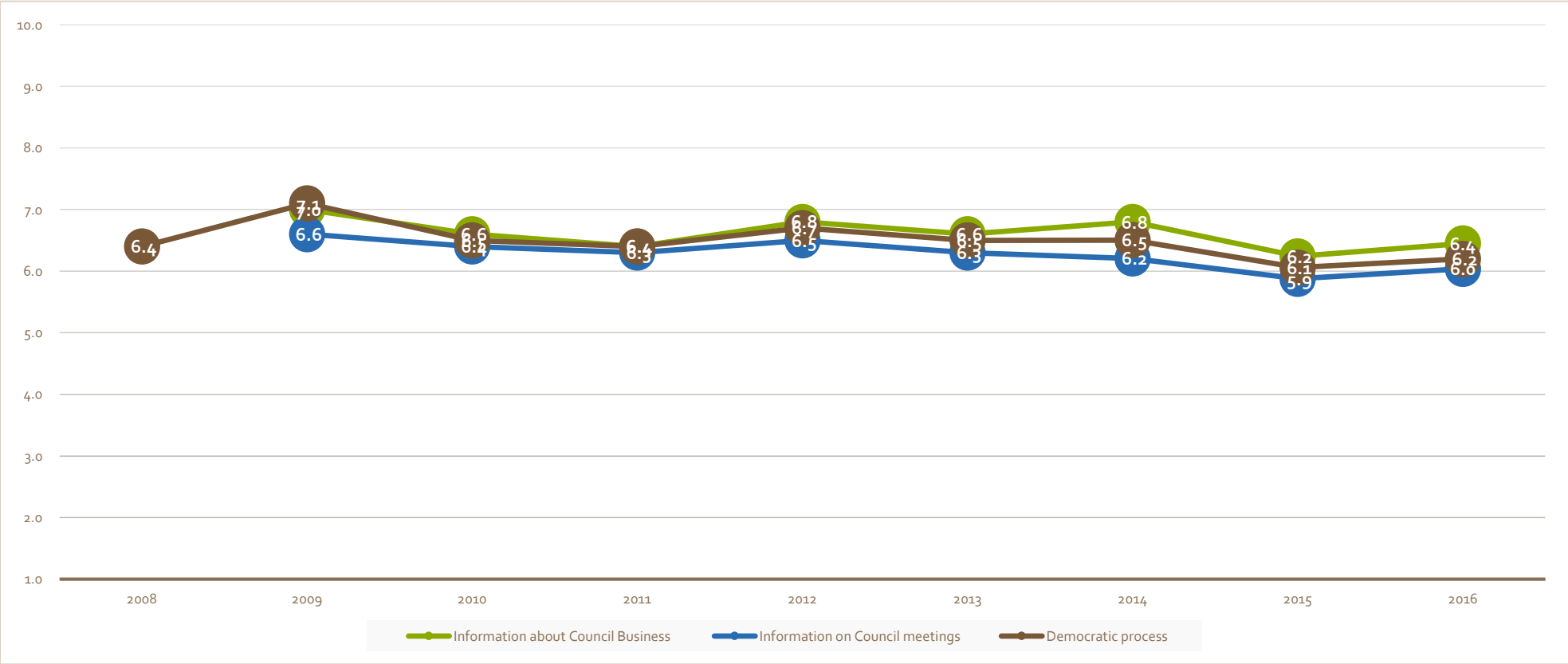
Area	Information about Council Business	Information on Council meetings
Marlborough Sounds	56.7%	44.8%
Havelock	20.0%	60.0%
Picton	65.8%	57.1%
Western Wairau	50.0%	46.2%
Renwick	50.0%	38.9%
Blenheim vicinity	68.5%	51.0%
Blenheim	65.7%	52.1%
Awatere	38.5%	63.6%
Total	62.4%	51.4%



Residents were informed that "The Council values community engagement in making decisions that affect 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 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

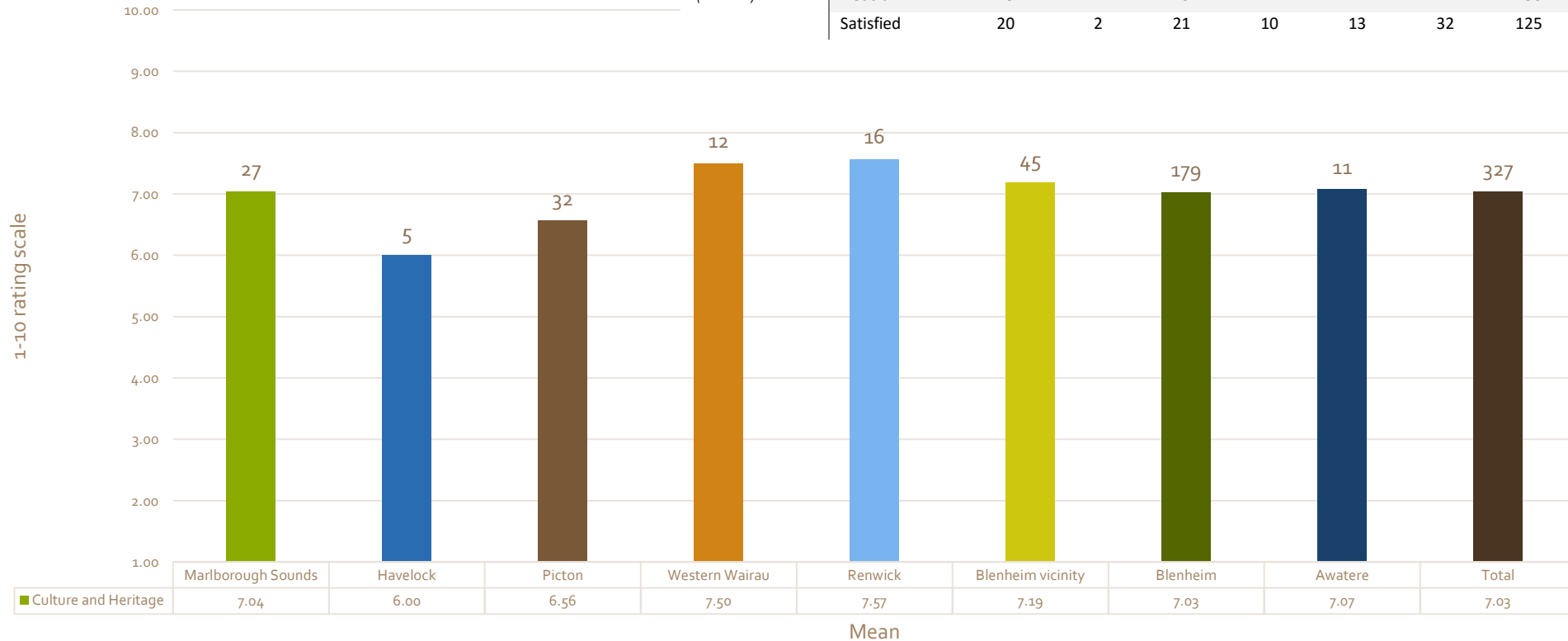


The charts and tables in this section improved resident ratings in 2016 when compared with 2015 for the *Democratic process* with a slight overall satisfaction improvement over the year. Regarding *Information about Council business* 62.4% (up from 57.6% in 2015) of residents were satisfied, and for *Information on Council meetings*, 51.4% (compared with 48.5% in 2015) were satisfied. In the comments there were more positive answers about *Advertise well in paper/media/leaflets* and less negative for the *Need to let locals know what's going on*.



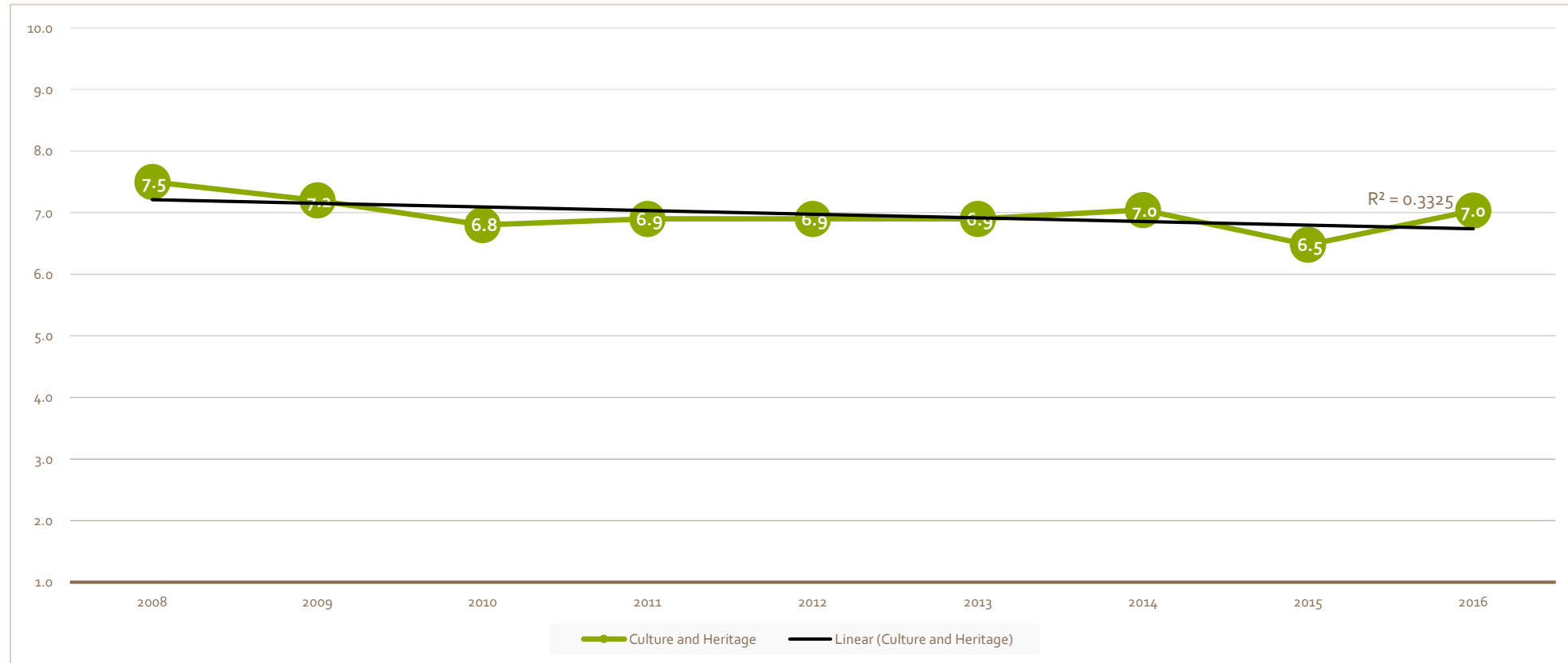
Culture and heritage

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Culture and Heritage (%)	Dissatisfied	7.4%	40.0%	18.8%	8.3%	6.3%	13.3%	10.1%	9.1%	11.3%
	Neutral	18.5%	20.0%	15.6%	8.3%	12.5%	15.6%	20.1%	0.0%	17.4%
	Satisfied	74.1%	40.0%	65.6%	83.3%	81.3%	71.1%	69.8%	90.9%	71.3%
Culture and Heritage (Counts)	Dissatisfied	2	2	6	1	1	6	18	1	37
	Neutral	5	1	5	1	2	7	36	0	57
	Satisfied	20	2	21	10	13	32	125	10	233



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?”

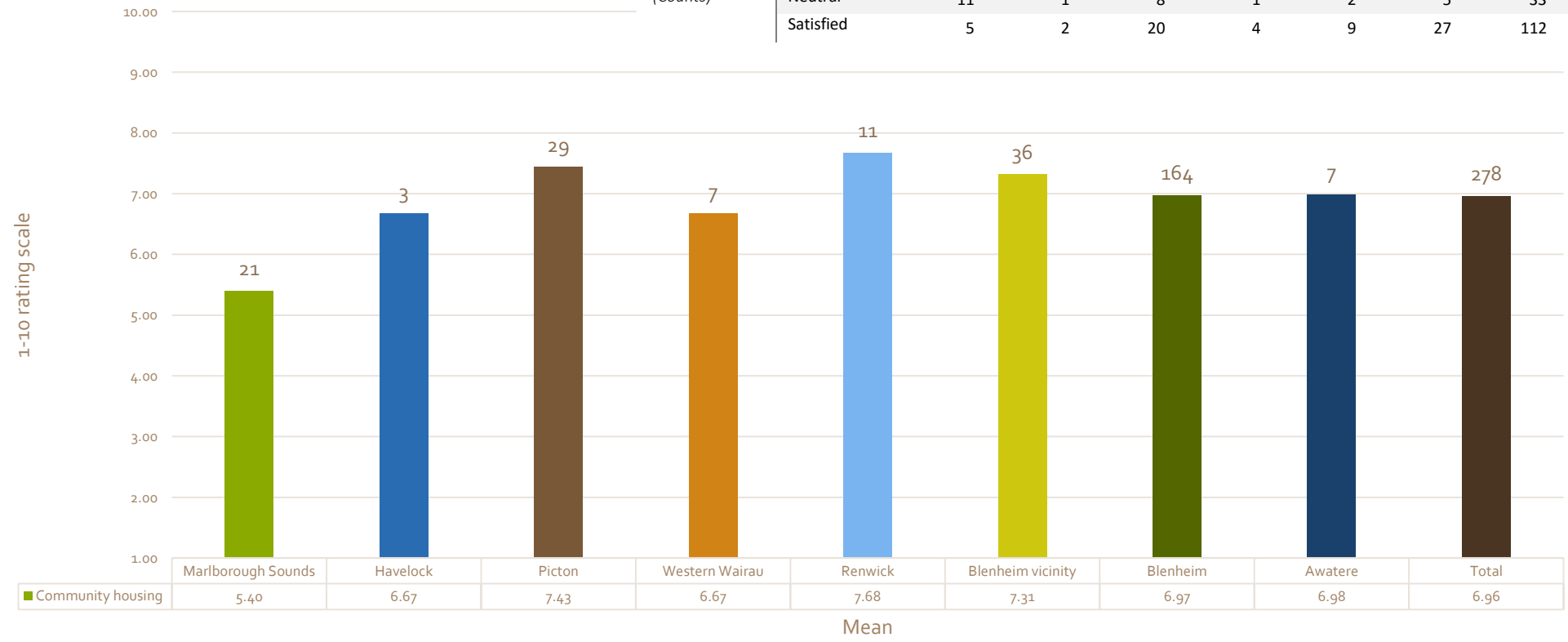
Culture and heritage



Across the district, 71.3% of residents indicated they were satisfied with the Council's performance regarding *Culture and heritage*; an almost an 8.6% improvement compared to 2015. Positive comments indicated *Good support* and simply *Good* and there were less negative suggestions recorded about the *Council needs to improve support*.

Community housing

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total	
Community housing (%)	Dissatisfied	23.8%	0.0%	3.4%	28.6%	0.0%	11.1%	11.6%	0.0%	11.2%
	Neutral	52.4%	33.3%	27.6%	14.3%	18.2%	13.9%	20.1%	28.6%	22.7%
	Satisfied	23.8%	66.7%	69.0%	57.1%	81.8%	75.0%	68.3%	71.4%	66.2%
Community housing (Counts)	Dissatisfied	5	0	1	2	0	4	19	0	31
	Neutral	11	1	8	1	2	5	33	2	63
	Satisfied	5	2	20	4	9	27	112	5	184



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



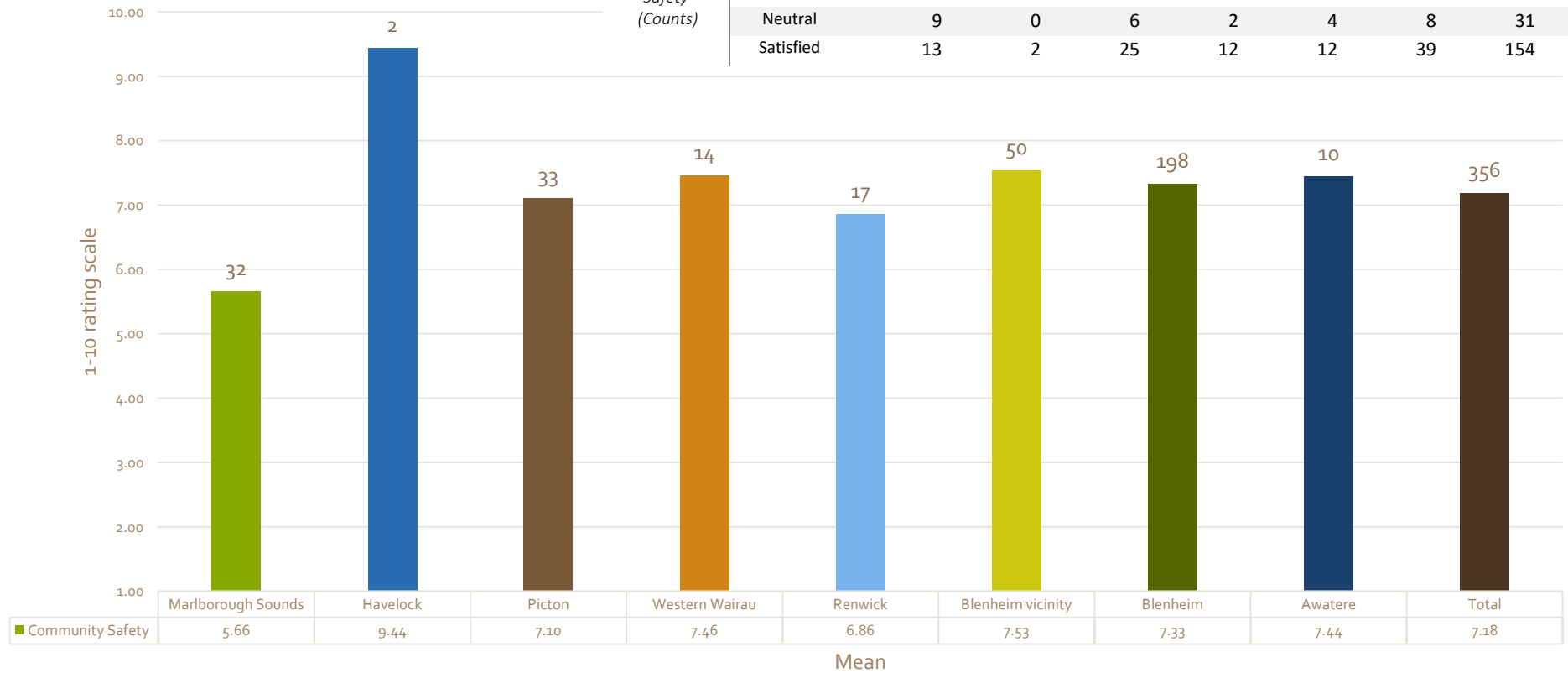
Community housing



Across most areas, there were differences in resident satisfaction with the provision of *Community housing*. Reasons for low ratings included *not enough Council housing* and the *need for Council to improve maintenance*, while positive comments suggested the opposite. While satisfaction percentages varied by area, overall 66.2% of residents were satisfied with MDC's performance in this service (up from 61.5% in 2015).

Community safety

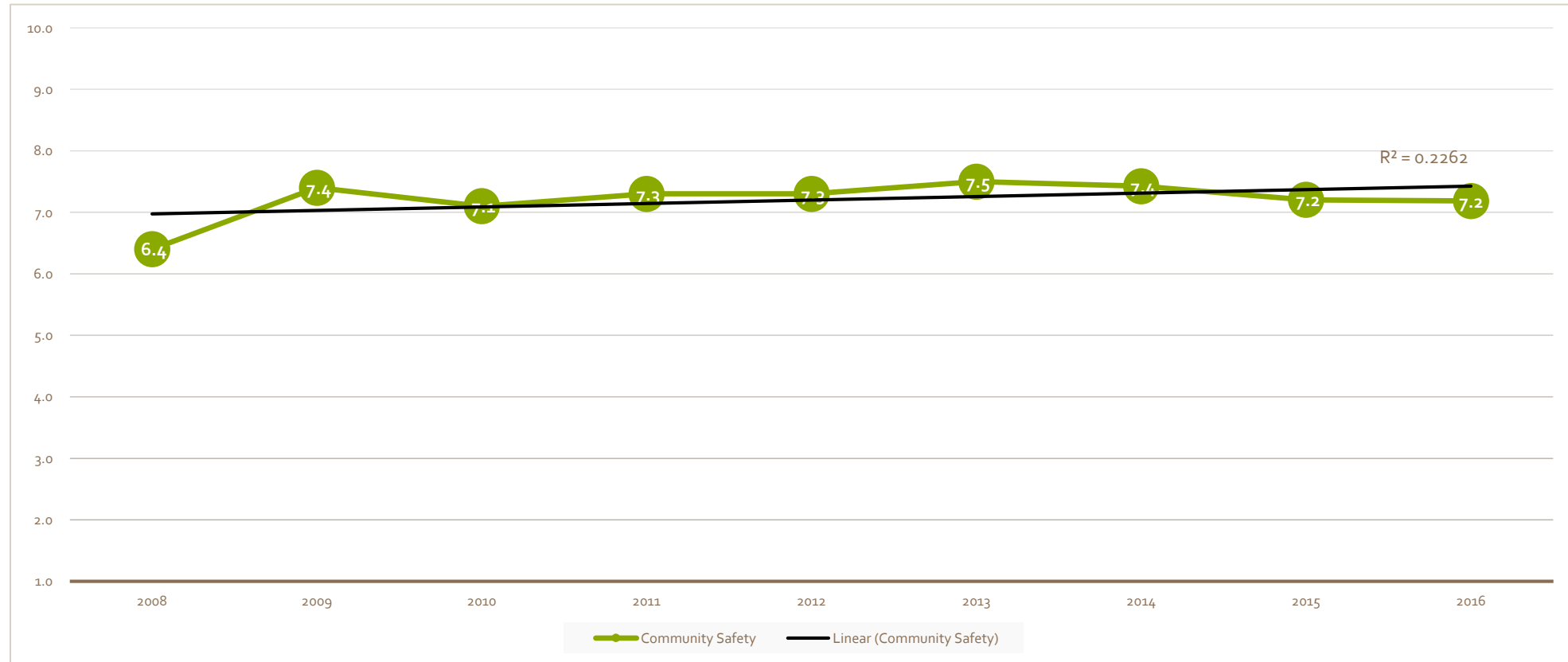
		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Community Safety (%)	Dissatisfied	31.3%	0.0%	6.1%	0.0%	5.9%	6.0%	6.6%	0.0%	8.1%
	Neutral	28.1%	0.0%	18.2%	14.3%	23.5%	16.0%	15.7%	10.0%	17.1%
	Satisfied	40.6%	100.0%	75.8%	85.7%	70.6%	78.0%	77.8%	90.0%	74.7%
Community Safety (Counts)	Dissatisfied	10	0	2	0	1	3	13	0	29
	Neutral	9	0	6	2	4	8	31	1	61
	Satisfied	13	2	25	12	12	39	154	9	266



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?”



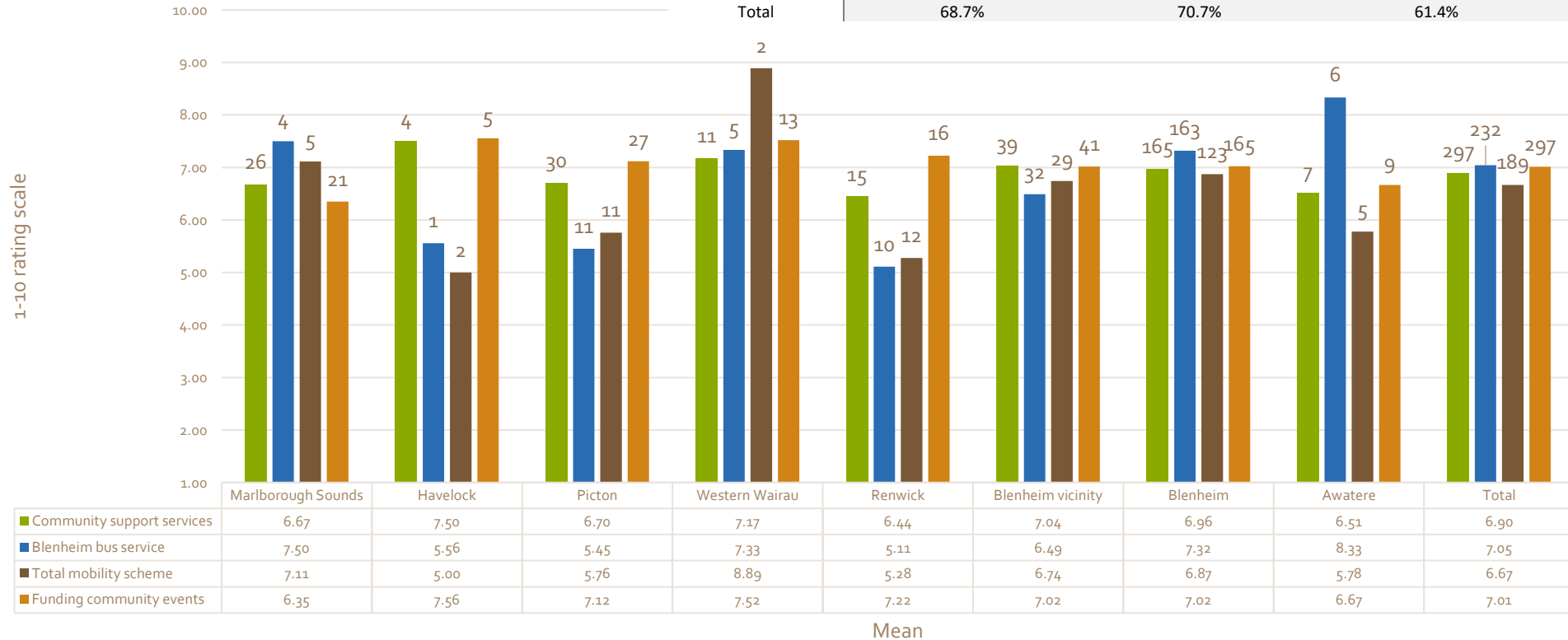
Community safety



Community safety was ranked the third highest priority in 2014, the 2016 survey results maintained the same (7.2) overall satisfaction score as the previous year. There were many positive comments supporting high ratings, such as, *Doing good job with security cameras*, simply *Doing good job* and *feel safe*. Overall 74.7% (down a little from 2015) of residents were satisfied with the Council's performance in this area.

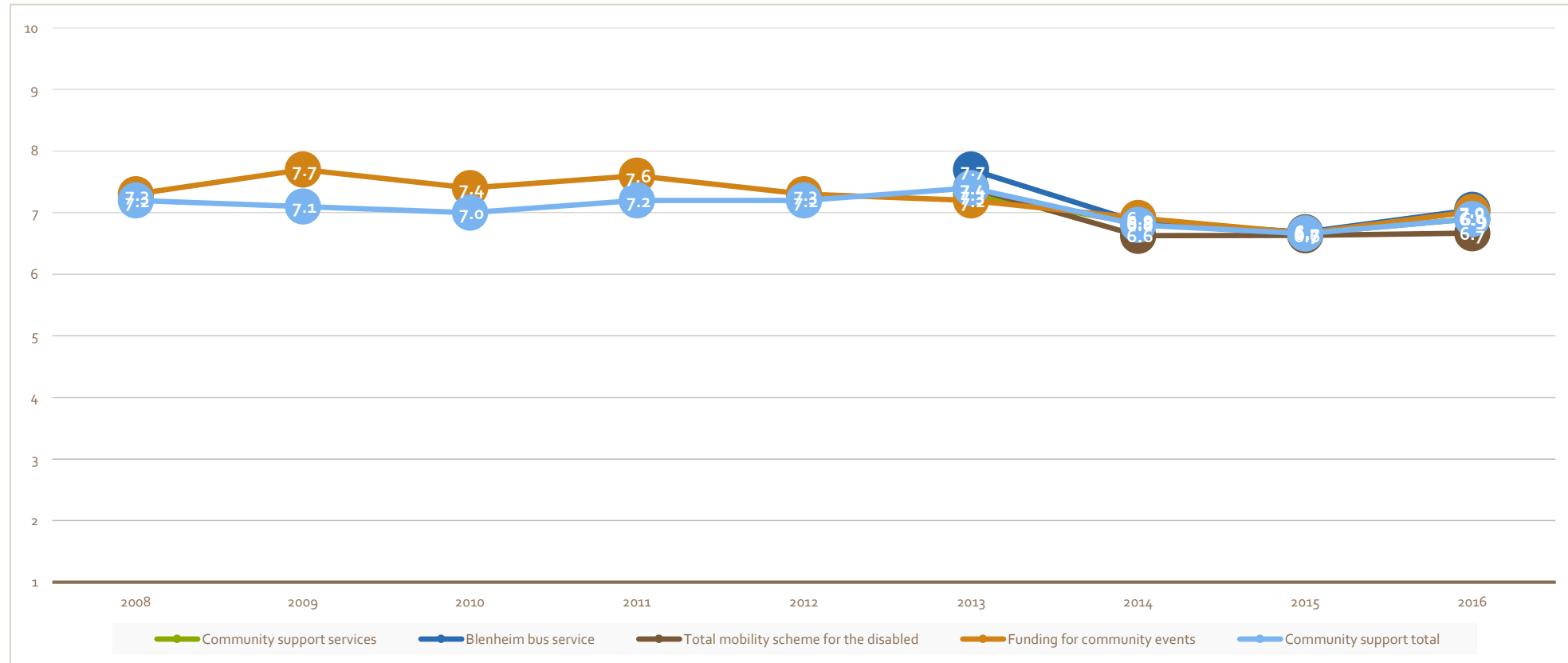
Community support

Area	Community support services for positive aging, youth, community grants	Blenheim bus service	Total mobility scheme	Funding community events
Marlborough Sounds	53.8%	75.0%	80.0%	57.1%
Havelock	75.0%	0.0%	0.0%	80.0%
Picton	73.3%	27.3%	45.5%	77.8%
Western Wairau	81.8%	80.0%	100.0%	76.9%
Renwick	66.7%	30.0%	25.0%	68.8%
Blenheim vicinity	74.4%	62.5%	62.1%	80.5%
Blenheim	67.3%	76.7%	65.9%	75.2%
Awatere	85.7%	100.0%	60.0%	55.6%
Total	68.7%	70.7%	61.4%	74.1%



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

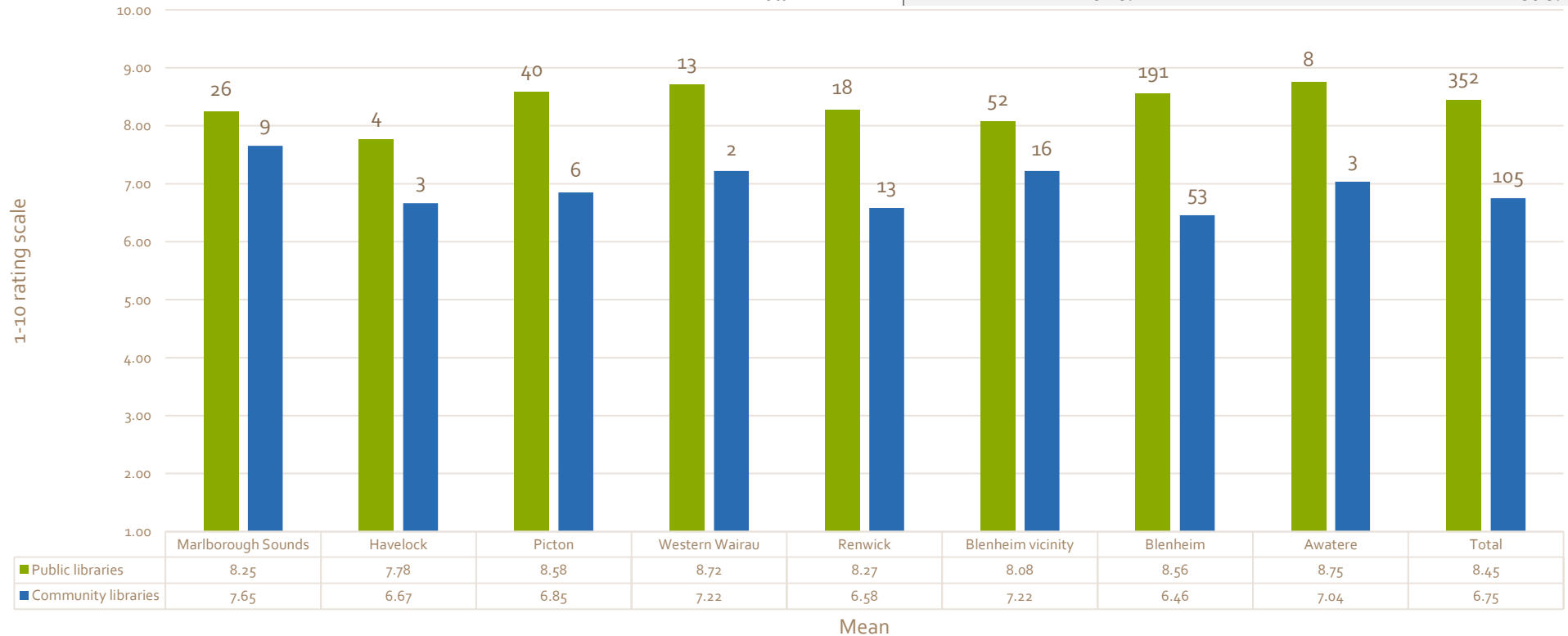
Community support



Satisfaction ratings varied across services and areas, although the lowest percentages were from areas with small sample sizes. Satisfaction for all services was 68.7% on average (*Community support services* was 68.7%, *Blenheim bus service* 70.7%, *Total mobility scheme* 61.4% and *Funding community events* 74.1%). All areas were similar to 2015 percentages. (Note: bus service only provided in Blenheim).

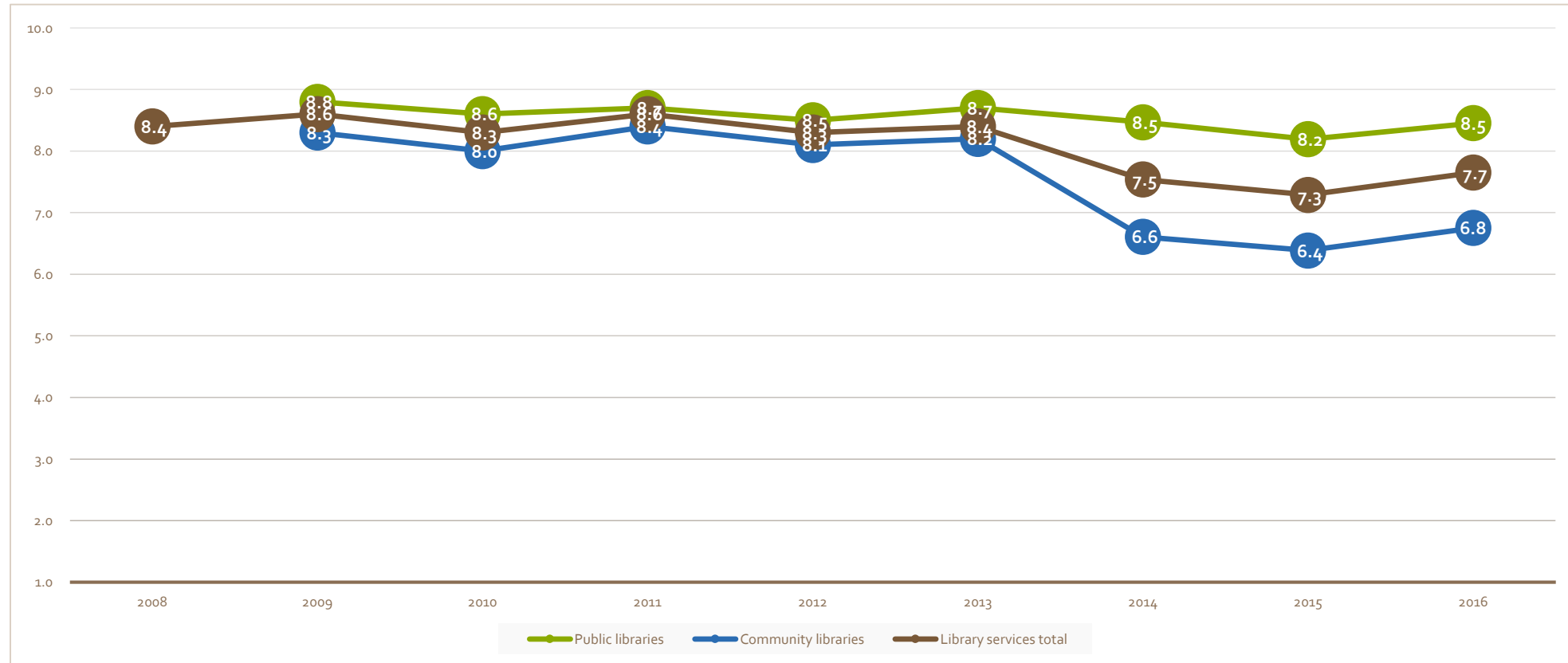
Library services

Area	Public libraries	Community libraries
Marlborough Sounds	88.5%	77.8%
Havelock	75.0%	33.3%
Picton	92.5%	83.3%
Western Wairau	100.0%	100.0%
Renwick	83.3%	46.2%
Blenheim vicinity	86.5%	56.3%
Blenheim	94.8%	39.6%
Awatere	100.0%	66.7%
Total	92.3%	50.5%



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

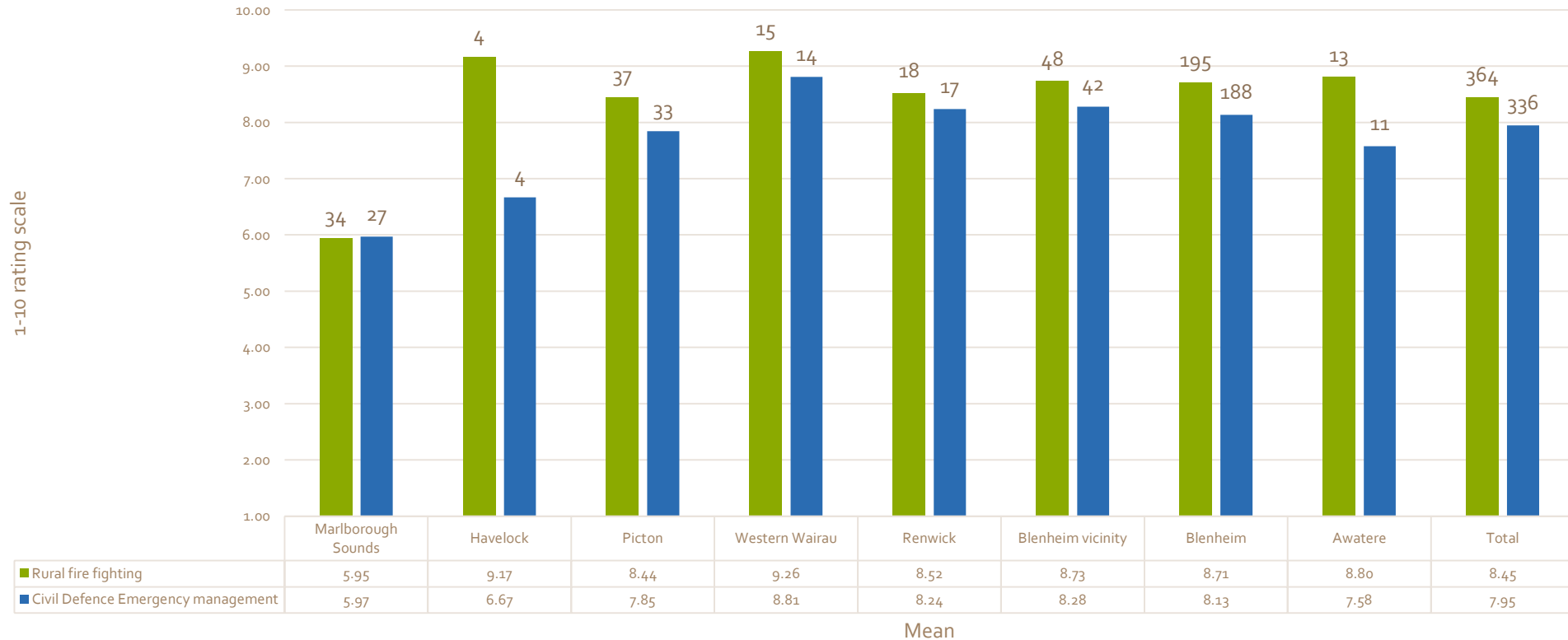
Library services



Public libraries achieved the highest individual service rating in 2016 (8.5). Strong levels of positive comments about the *Public libraries* service, indicated high resident satisfaction. 92.3% (up from 88.9% in 2015) of residents across the district were satisfied with the Council's *Public libraries* service. There was however a 10% decrease in satisfaction levels for *Community libraries* (50.5% against 60.7% in 2015). (Note: full library services only in Blenheim and Picton, remainder of district serviced by community libraries).

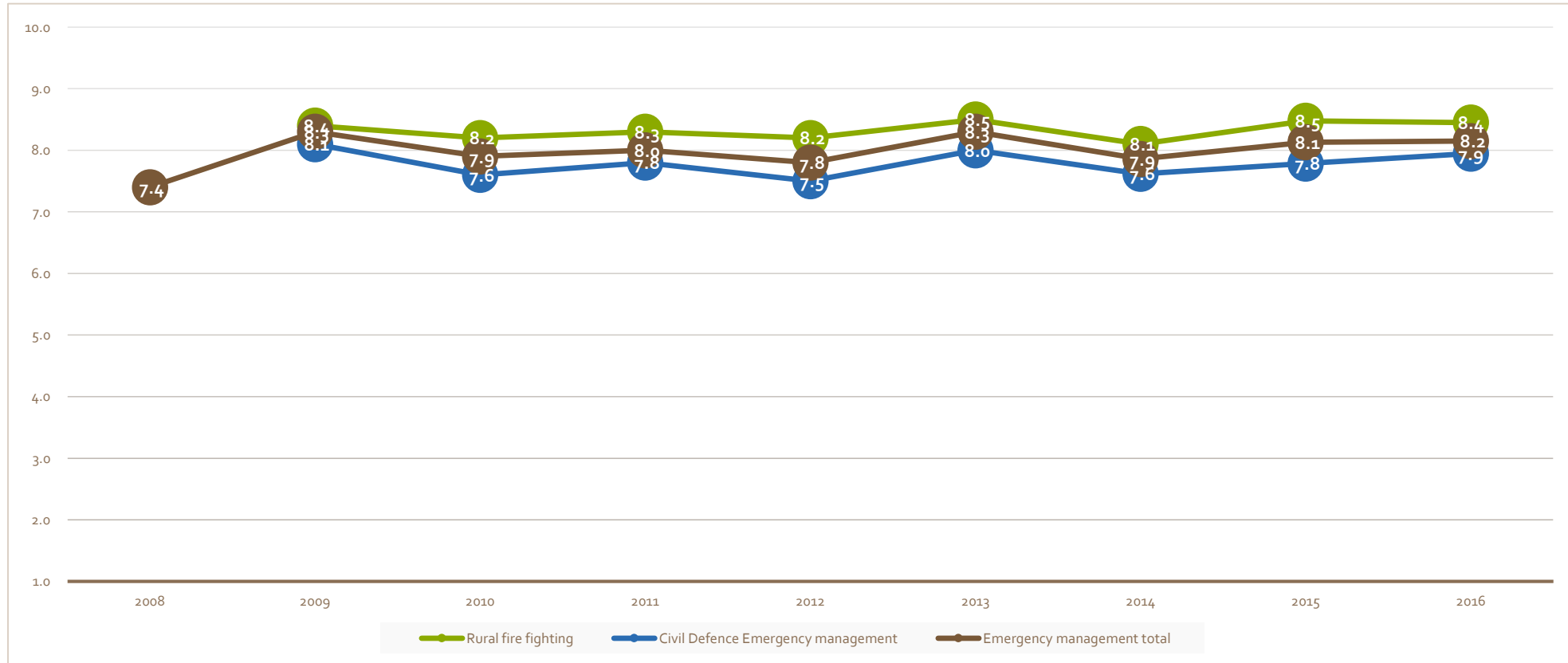
Emergency management

Area	Rural fire fighting	Civil Defence Emergency management
Marlborough Sounds	55.9%	51.9%
Havelock	100.0%	75.0%
Picton	94.6%	93.9%
Western Wairau	100.0%	100.0%
Renwick	94.4%	100.0%
Blenheim vicinity	97.9%	92.9%
Blenheim	95.4%	93.1%
Awatere	100.0%	81.8%
Total	92.3%	89.9%



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.

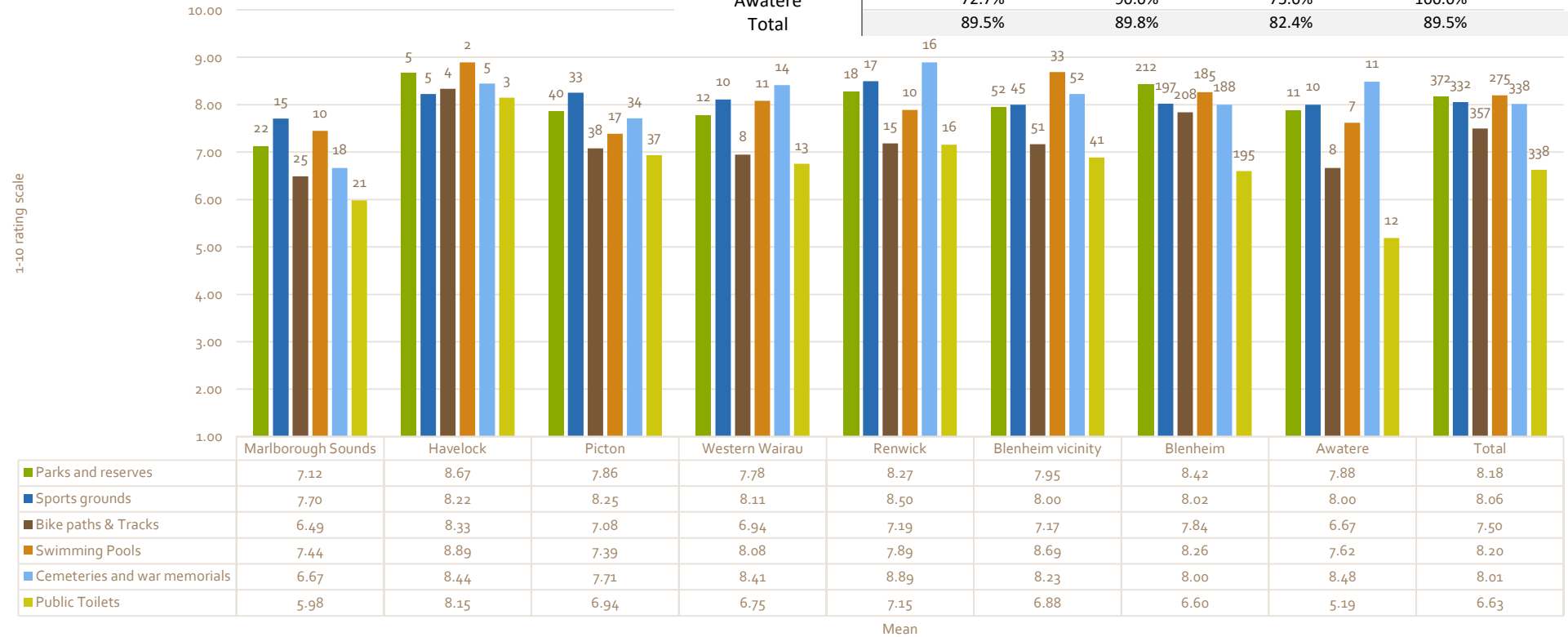
Emergency management



This year, *Emergency management* achieved the highest group performance rating (8.2). In particular, *Rural fire fighting* achieved the second highest individual performance rating in 2016 (8.4). There were few negative comments regarding for either *Rural fire fighting* or *Civil Defence emergency management*. Reasons for high ratings included *Good service* and *Do a good job*. Overall performance satisfaction percentages were 89.9% (similar to 87.5% in 2015) for *Civil defence* and 92.3% (94.0% in 2015) for *Rural firefighting*. (Note: services provided to all areas, but based in Blenheim).

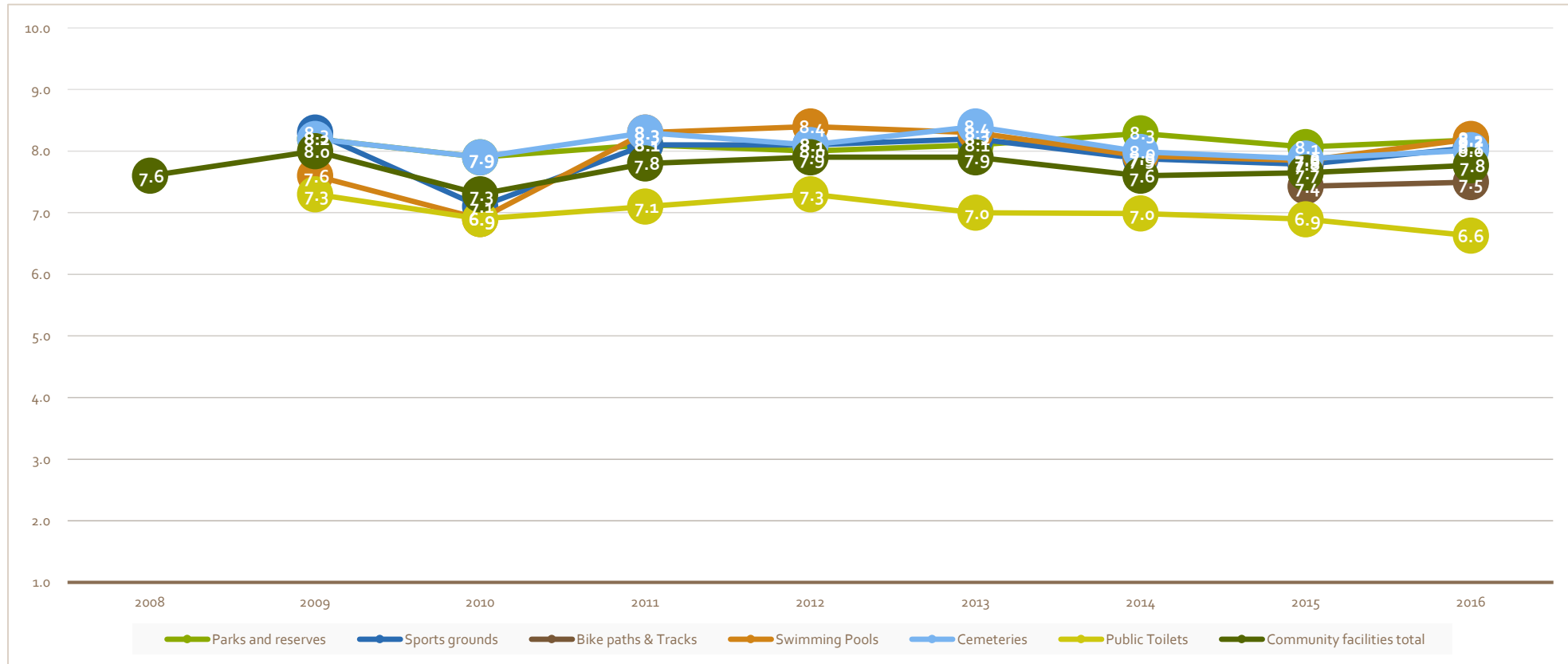
Community facilities

Area	Parks, reserves and open spaces	Sports grounds	Paths, walkways and tracks for walking and biking	Swimming Pools	Cemeteries and war memorials	Public toilets
Marlborough Sounds	72.7%	80.0%	64.0%	80.0%	100.0%	42.9%
Havelock	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Picton	85.0%	97.0%	71.1%	76.5%	85.3%	70.3%
Western Wairau	83.3%	100.0%	62.5%	90.9%	100.0%	76.9%
Renwick	94.4%	100.0%	73.3%	90.0%	100.0%	68.8%
Blenheim vicinity	86.5%	84.4%	78.4%	90.9%	96.2%	61.0%
Blenheim	93.4%	88.8%	88.9%	90.3%	94.1%	60.5%
Awatere	72.7%	90.0%	75.0%	100.0%	90.9%	41.7%
Total	89.5%	89.8%	82.4%	89.5%	94.4%	61.2%



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

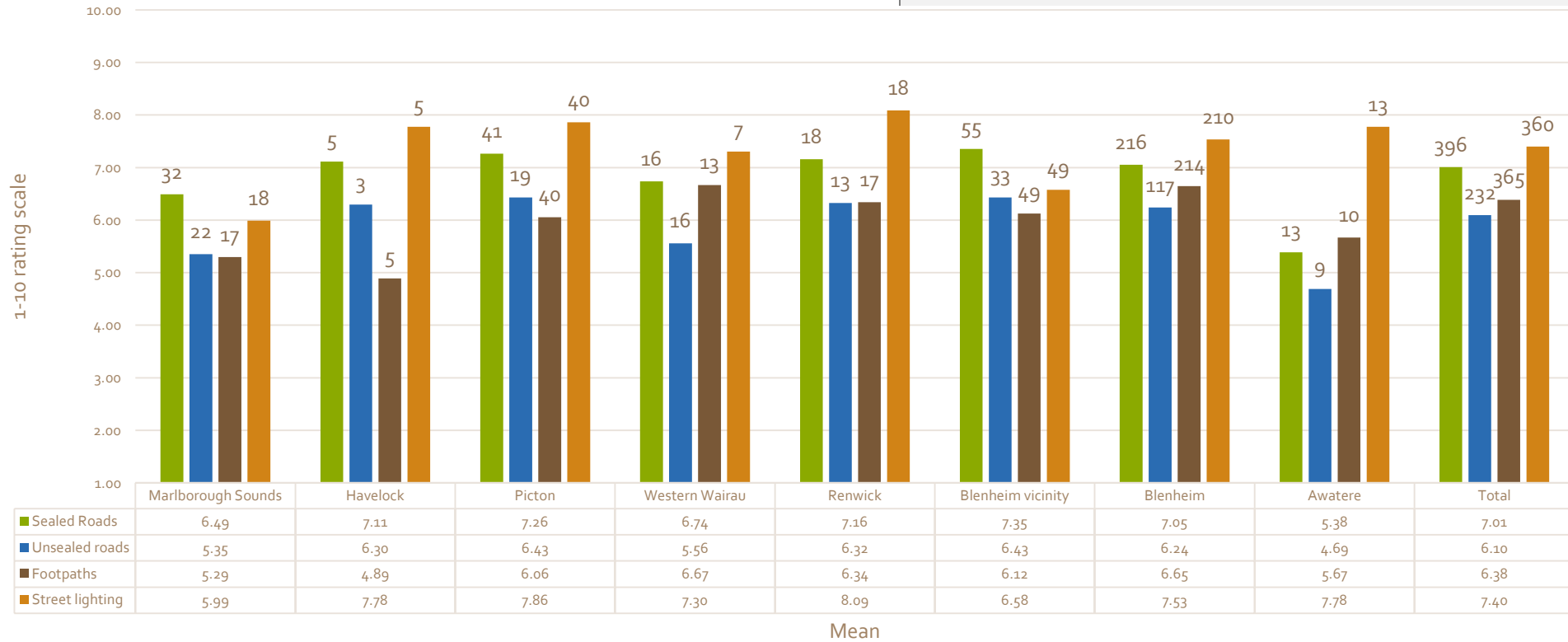
Community facilities



In 2016 as in 2015, aggregated *Community facilities* (7.8) achieved the third place in performance ratings. *Parks and reserves* with *Swimming pools* shared the third rating place among individual services. The six facilities all recorded positive satisfaction rating percentages with *Parks and reserves* (89.5%), *Sports grounds* (89.8%), *Bike paths & Tracks* (82.4%), *Swimming Pools* (89.5%) and *Cemeteries* (94.4% - up from 88.9% in 2015) and *Public toilets* in its traditional 6th place on this list (61.2%). Most cited reason for positive rating was *Well maintained/ in good condition*. Across most community facility provisions, 2016 average performance ratings were maintained at previous levels.

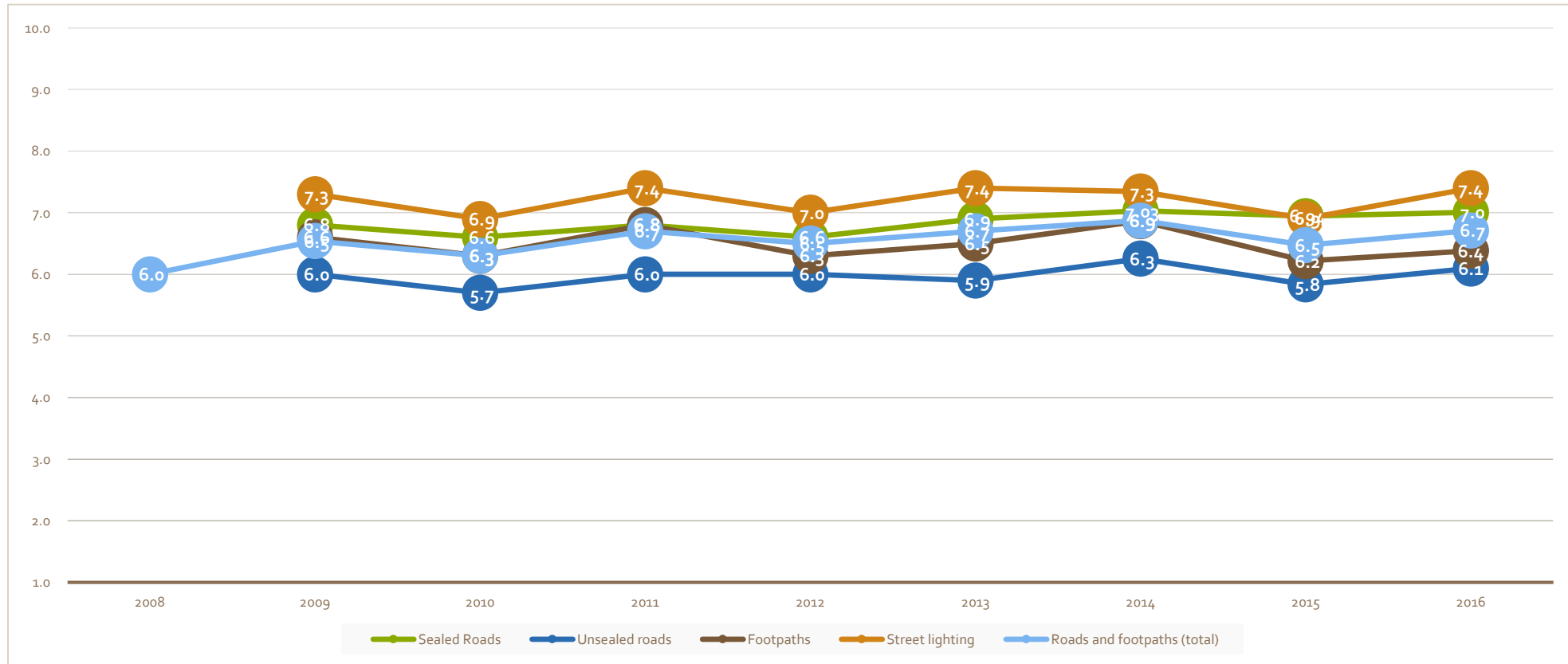
Roads and footpaths

Area	Sealed Roads	Unsealed roads	Footpaths	Street lighting
Marlborough Sounds	68.8%	36.4%	52.9%	55.6%
Havelock	60.0%	66.7%	40.0%	80.0%
Picton	75.6%	57.9%	55.0%	92.5%
Western Wairau	56.3%	43.8%	76.9%	85.7%
Renwick	77.8%	61.5%	52.9%	94.4%
Blenheim vicinity	78.2%	60.6%	61.2%	63.3%
Blenheim	72.2%	49.6%	65.0%	81.0%
Awatere	38.5%	22.2%	60.0%	76.9%
Total	71.5%	50.0%	62.2%	79.2%



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

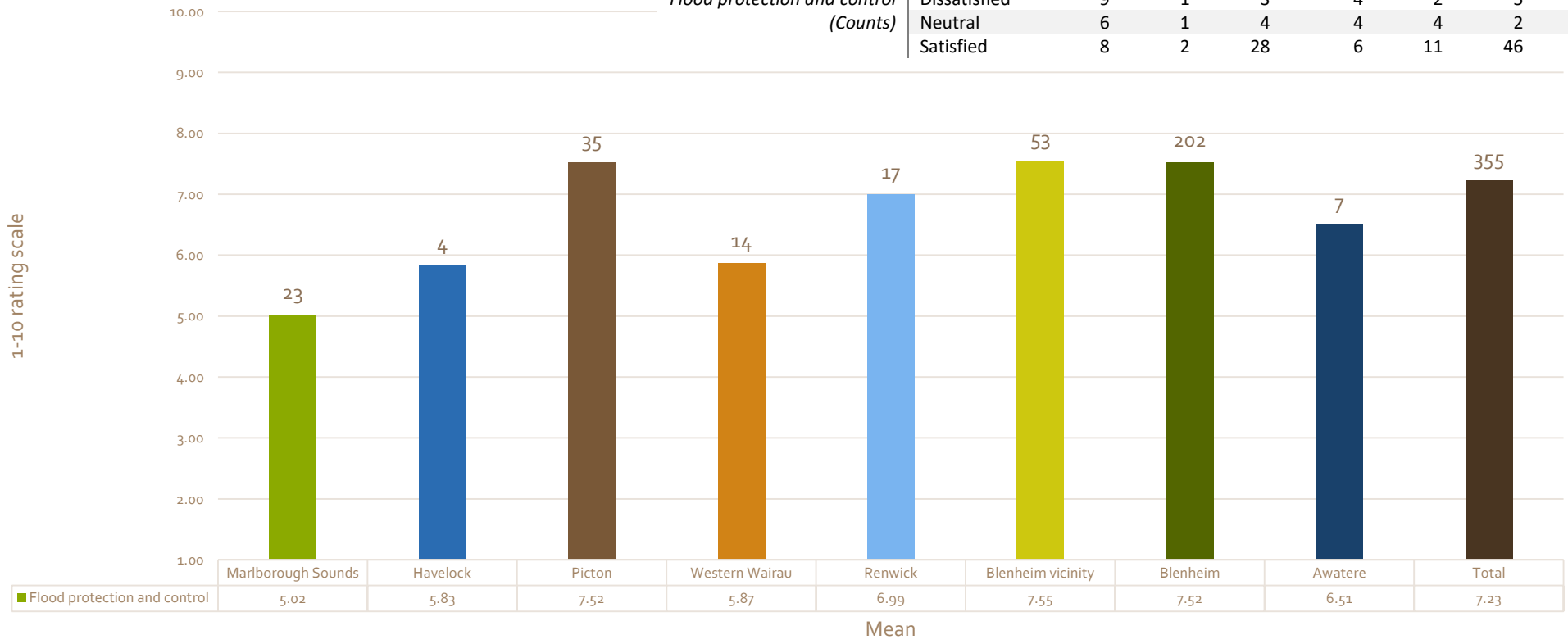
Roads and footpaths



Regarding *Roads and Footpaths*, in most instances, the provision of *Street lighting* and *Sealed roads* gained the highest satisfaction ratings across the district (79.2% and 71.5% respectively). *Footpaths* at 62.2% was up a little from 60.6% in 2015. *Unsealed roads* at 50.0% was down from 51.3% in 2015. Negative comments for the *Unsealed roads* included *Poor maintenance* or *Lack of maintenance*. Over time overall satisfaction with *Road and footpaths* has increased slightly. (Note: does NOT apply to State Highways. Unsealed roads located mainly in Awatere, Marlborough Sounds and some in Western Wairau).

Flood protection and control

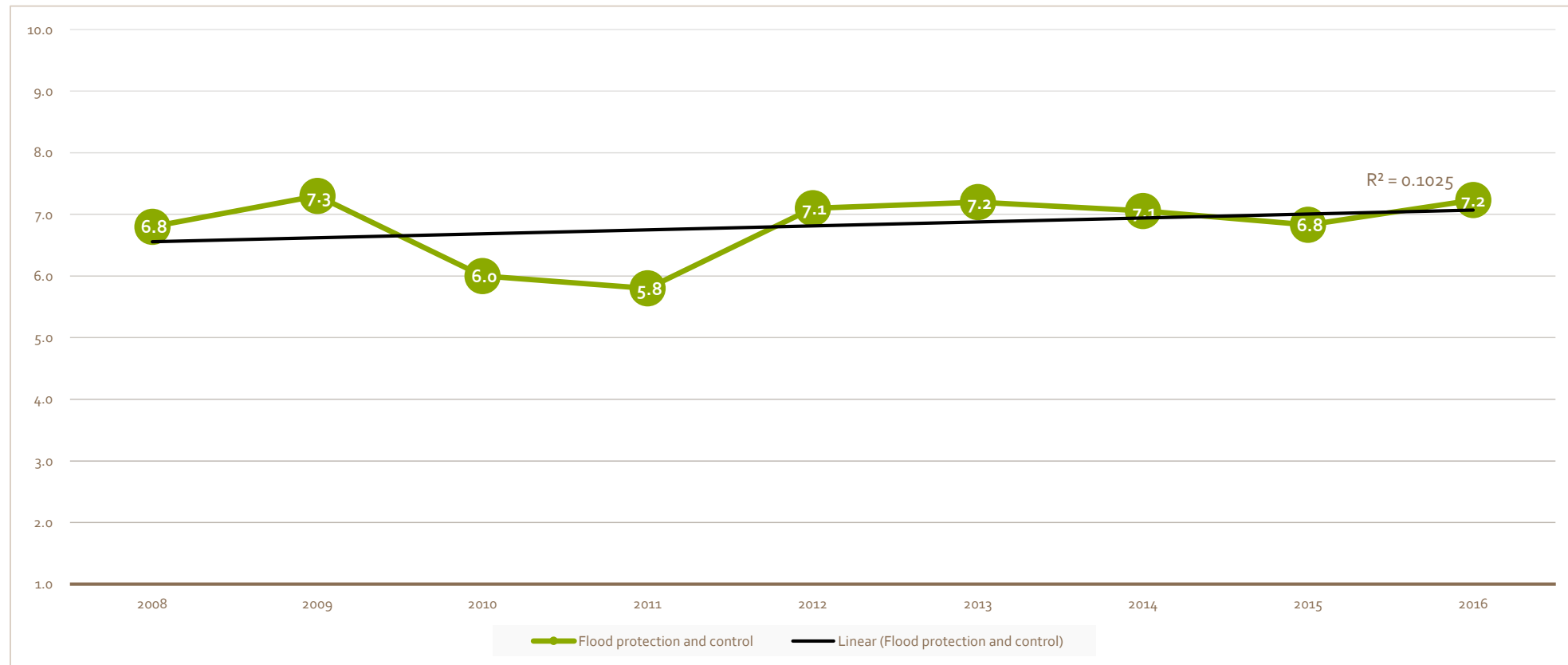
		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
<i>Flood protection and control (%)</i>	Dissatisfied	39.1%	25.0%	8.6%	28.6%	11.8%	9.4%	8.9%	14.3%	12.1%
	Neutral	26.1%	25.0%	11.4%	28.6%	23.5%	3.8%	9.4%	28.6%	11.8%
	Satisfied	34.8%	50.0%	80.0%	42.9%	64.7%	86.8%	81.7%	57.1%	76.1%
<i>Flood protection and control (Counts)</i>	Dissatisfied	9	1	3	4	2	5	18	1	43
	Neutral	6	1	4	4	4	2	19	2	42
	Satisfied	8	2	28	6	11	46	165	4	270



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?”



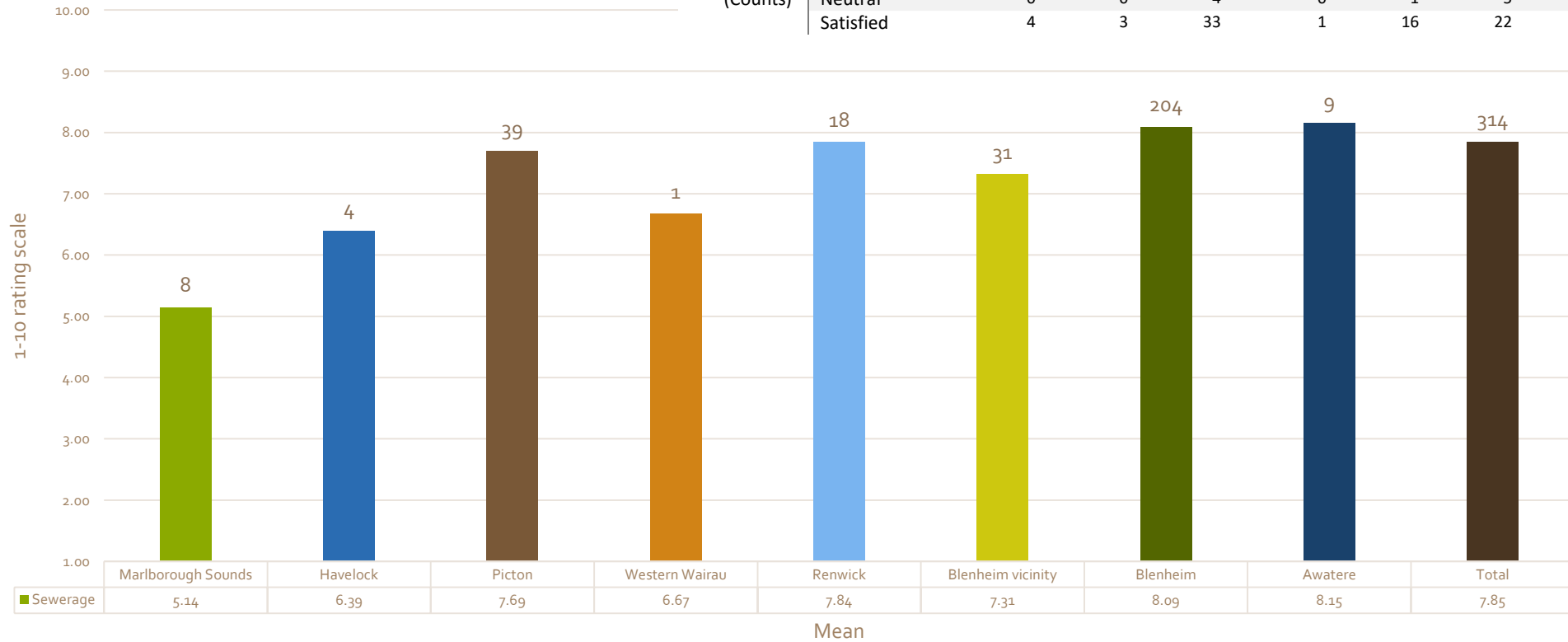
Flood protection and control



Across most areas, there were 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. 76.1% of all residents (69.0% in 2015) indicated they were satisfied to some degree. However, smaller communities outside Blenheim were mixed in their levels of performance satisfaction. From a trend perspective 2016 levels were not dissimilar to the previous years, although the ratings have increased. The positive comments indicated *Rarely floods* and *A good job*. (Note: applies mostly to Blenheim, Blenheim vicinity and Renwick with some service provided in Picton).

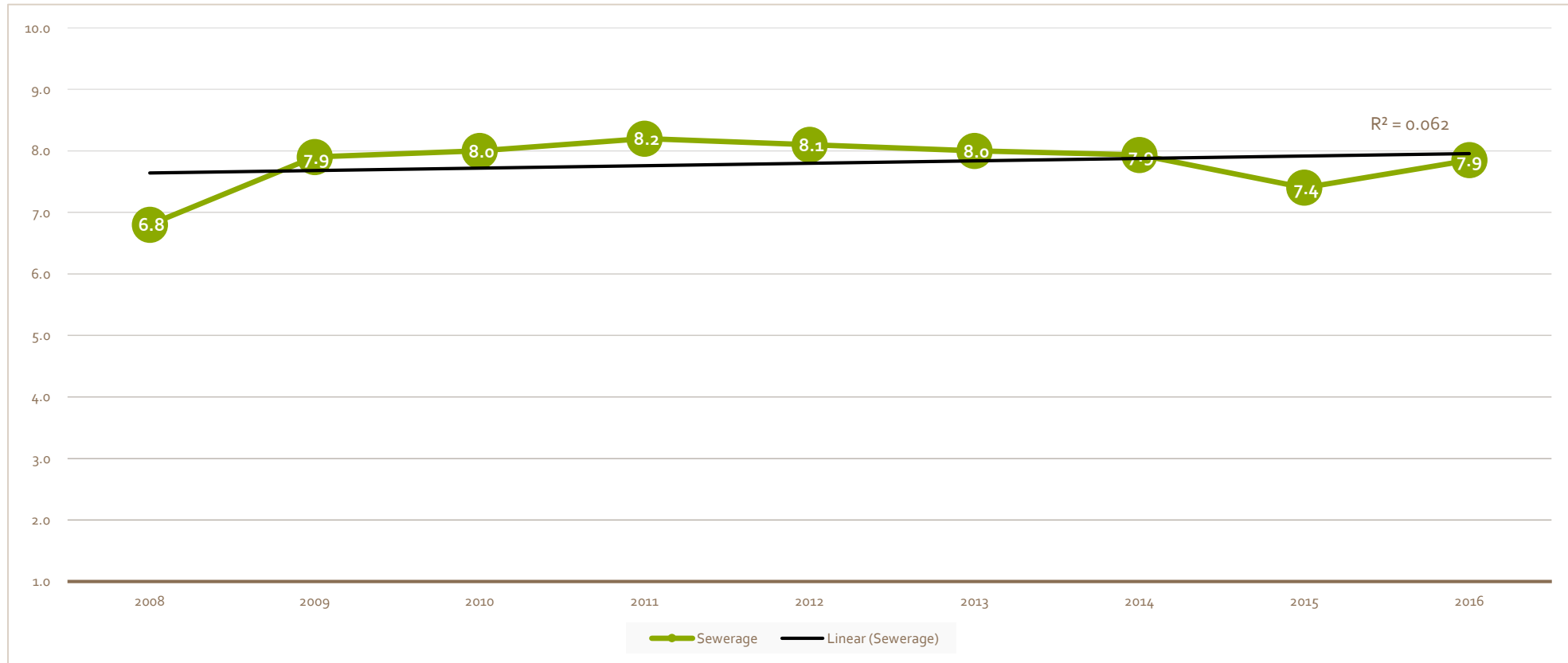
Sewerage

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Sewerage (%)	Dissatisfied	50.0%	25.0%	5.1%	0.0%	5.6%	12.9%	1.5%	11.1%	5.1%
	Neutral	0.0%	0.0%	10.3%	0.0%	5.6%	16.1%	10.3%	0.0%	9.9%
	Satisfied	50.0%	75.0%	84.6%	100.0%	88.9%	71.0%	88.2%	88.9%	85.0%
Sewerage (Counts)	Dissatisfied	4	1	2	0	1	4	3	1	16
	Neutral	0	0	4	0	1	5	21	0	31
	Satisfied	4	3	33	1	16	22	180	8	267



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?”

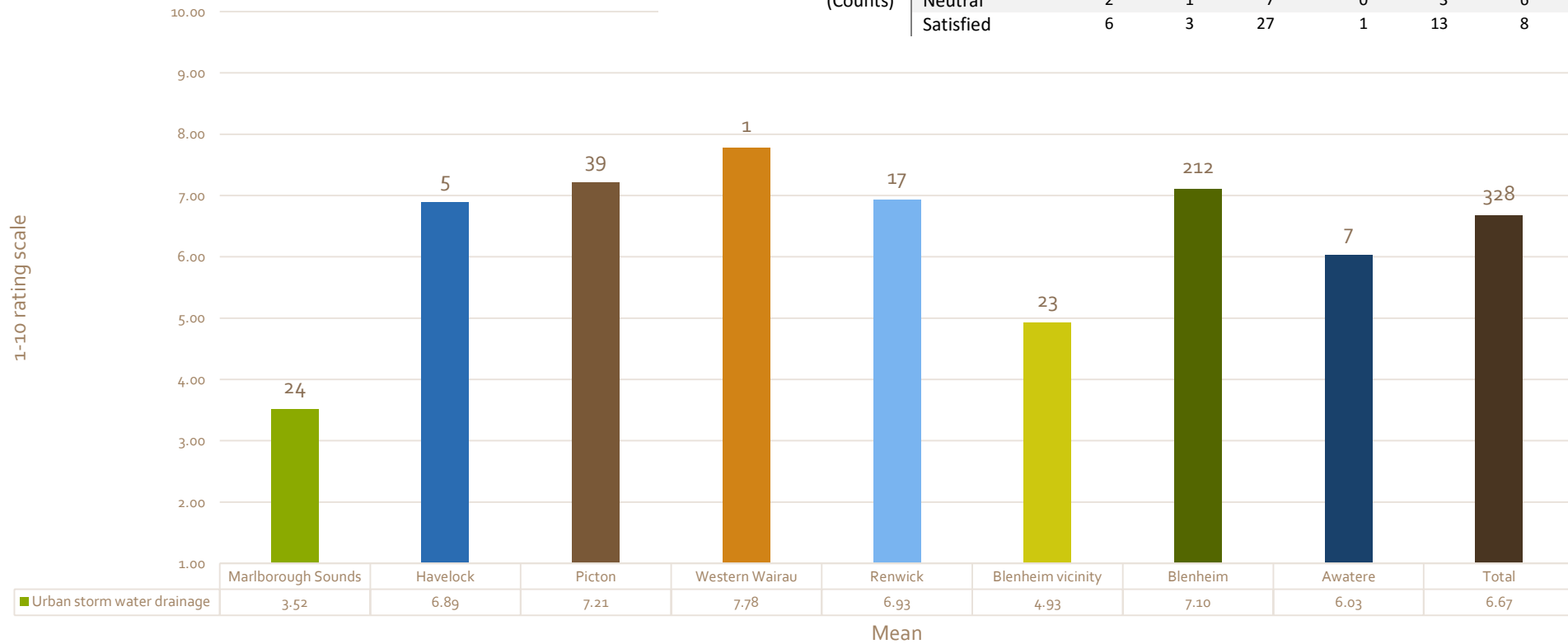
Sewerage



Sewerage achieved the second highest group performance rating in 2016 (7.9 up from 7.4 in 2015). There were 133 *No problems/functions well* responses in other positive comments. 2016 Overall satisfaction was 85.0% (up from 80.5% in 2015).

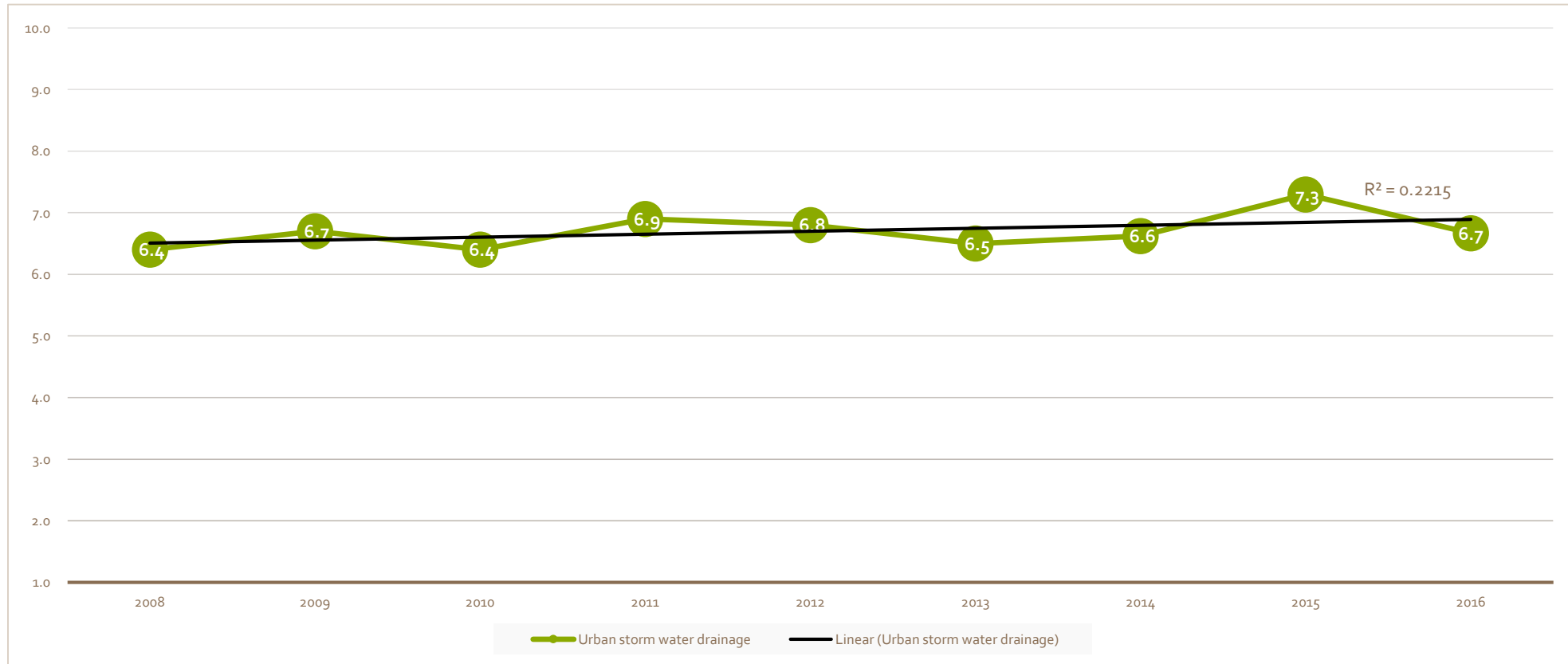
Urban storm water drainage

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Urban storm water drainage (%)	Dissatisfied	66.7%	20.0%	12.8%	0.0%	5.9%	39.1%	15.1%	28.6%	20.1%
	Neutral	8.3%	20.0%	17.9%	0.0%	17.6%	26.1%	12.7%	14.3%	14.3%
	Satisfied	25.0%	60.0%	69.2%	100.0%	76.5%	34.8%	72.2%	57.1%	65.5%
Urban storm water drainage (Counts)	Dissatisfied	16	1	5	0	1	9	32	2	66
	Neutral	2	1	7	0	3	6	27	1	47
	Satisfied	6	3	27	1	13	8	153	4	215



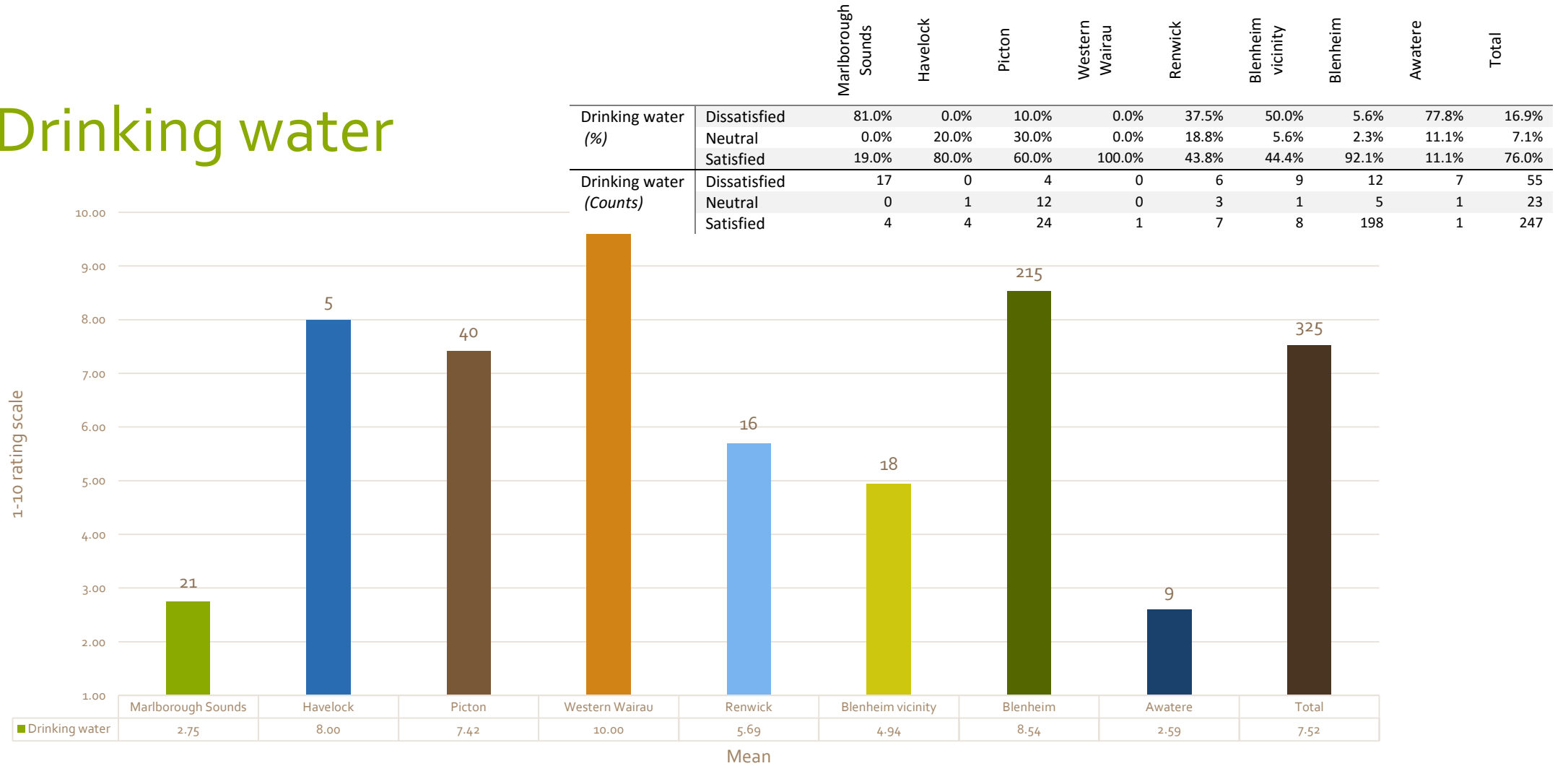
Residents were informed that “The Council provides a storm water drainage system to manage storm water runoff in urban catchments, predominantly in Blenheim and Picton, and smaller networks in Renwick, Havelock, Spring Creek, Riverlands and Cloudy Bay business park”. Residents were then asked: “on a 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



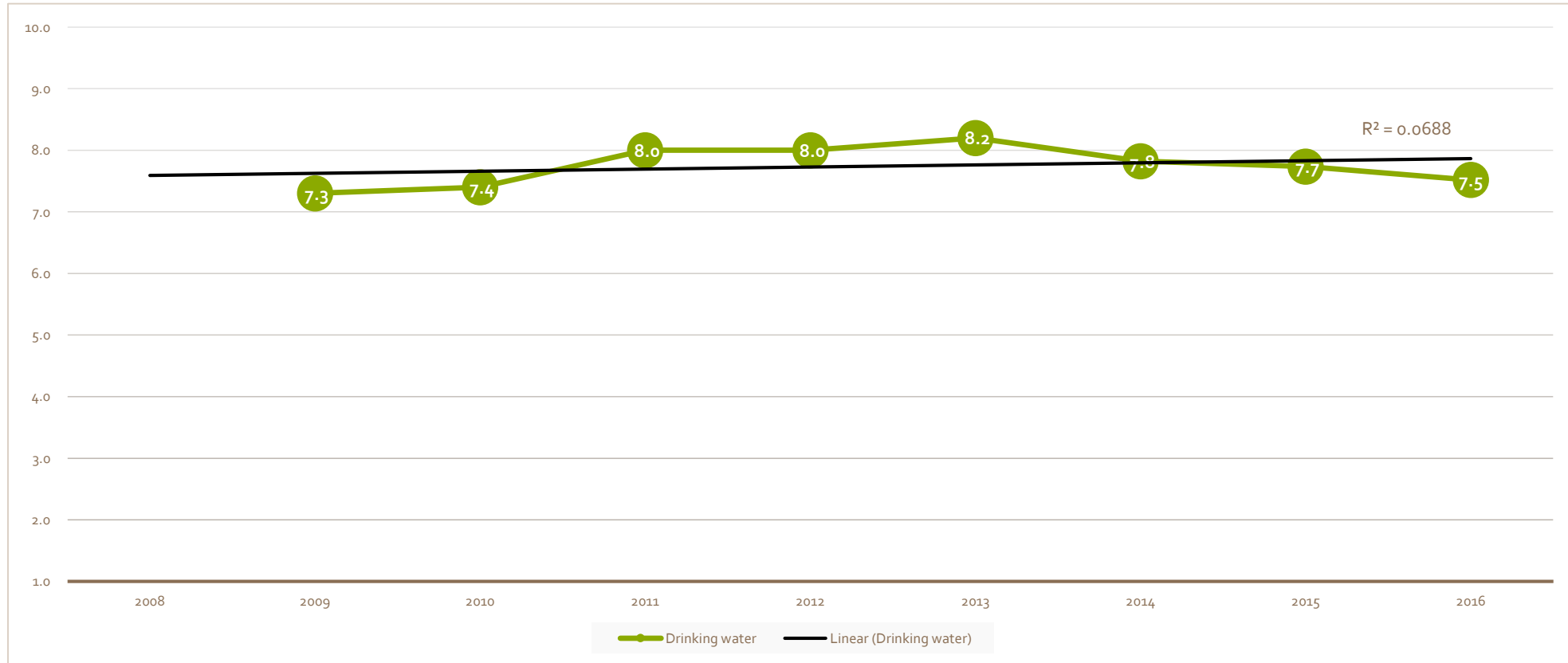
Urban storm water drainage service satisfaction level have dropped in 2016 to 65.5% (76.5% in 2015). Across areas there were bigger differences, however these variations can correspond with small sample size in some areas and availability of the service provision. Reasons given for low ratings included *Flooding still occurring, Drains blocked/need clearing* and *Poor maintenance*. (Note: service available in Blenheim, Picton, Renwick, Havelock, Seddon [not all Awatere] only).

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?”

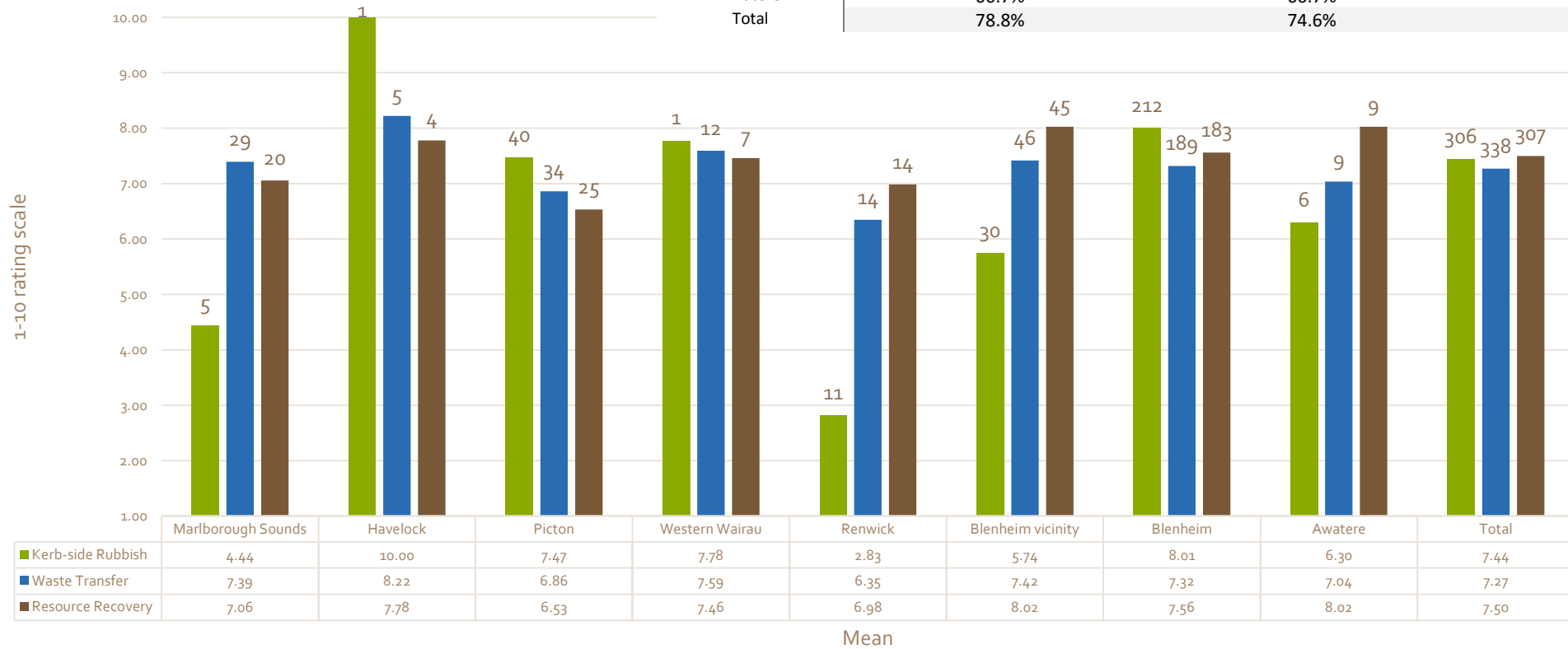
Drinking water



Drinking water has dropped from second place in performance rating to the 6th (7.5 down from 7.7 in 2015). Overall 76.0% of residents were *Satisfied* to some degree with the service regarding this deliverable (down from 78.0% in 2015). Across all areas, Awaterere showed the lowest satisfaction (11.1%). Among negative comments there were 26 *Have own supply* and 14 *Water undrinkable*. Whereas some improvement had been achieved in the past years, 2016 saw the slight drop in overall aggregated performance rating. (Note: drinking water provided to Blenheim, Picton, Renwick, Havelock, Awaterere valley part of Awaterere area, Wairau Valley township [in Western Wairau], Riverlands [in Blenheim vicinity]; NO responses in Western Wairau area in 2016).

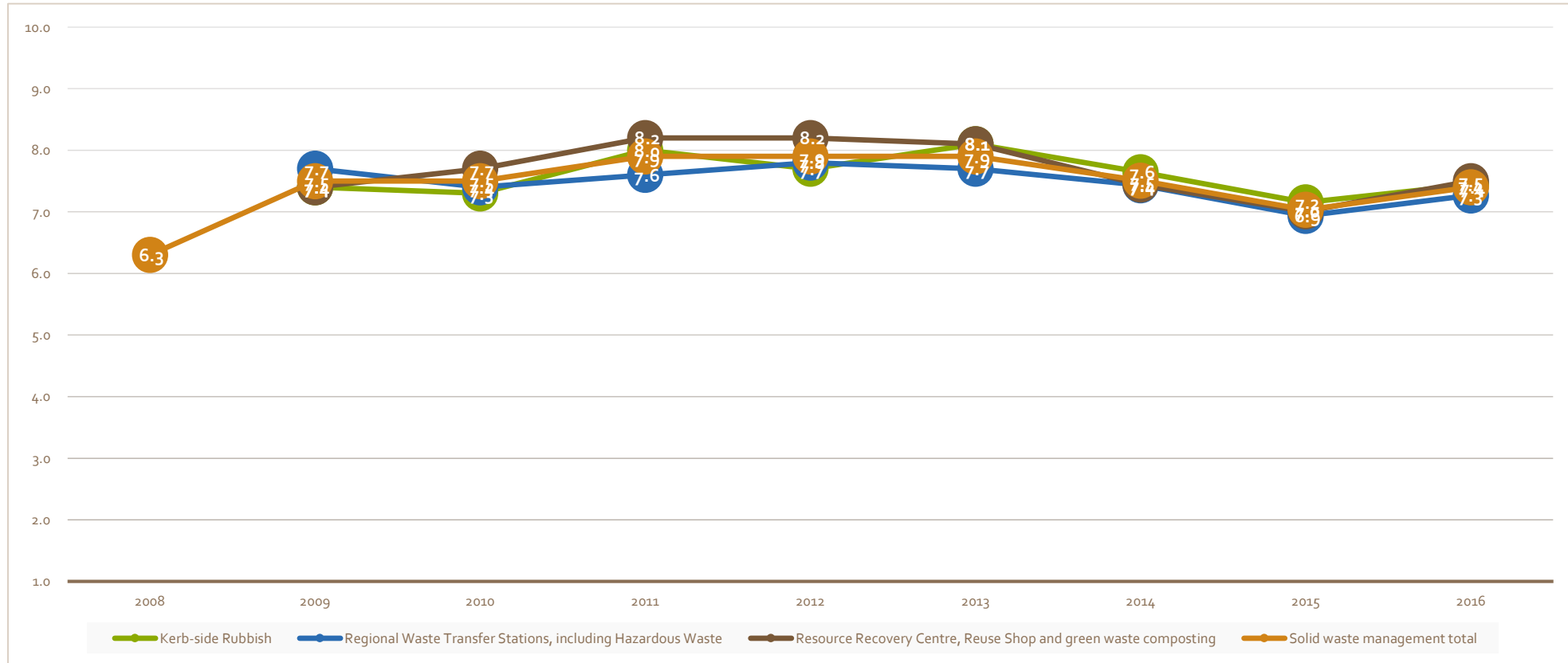
Waste management

Area	Kerb-side Rubbish & recycling	Regional Waste Transfer Stations, including Hazardous Waste	Resource Recovery Centre, Reuse Shop and green waste composting
Marlborough Sounds	40.0%	75.9%	75.0%
Havelock	100.0%	80.0%	75.0%
Picton	80.0%	76.5%	72.0%
Western Wairau	100.0%	75.0%	85.7%
Renwick	9.1%	64.3%	78.6%
Blenheim vicinity	53.3%	82.6%	88.9%
Blenheim	86.8%	73.0%	82.0%
Awatere	66.7%	66.7%	88.9%
Total	78.8%	74.6%	81.8%



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

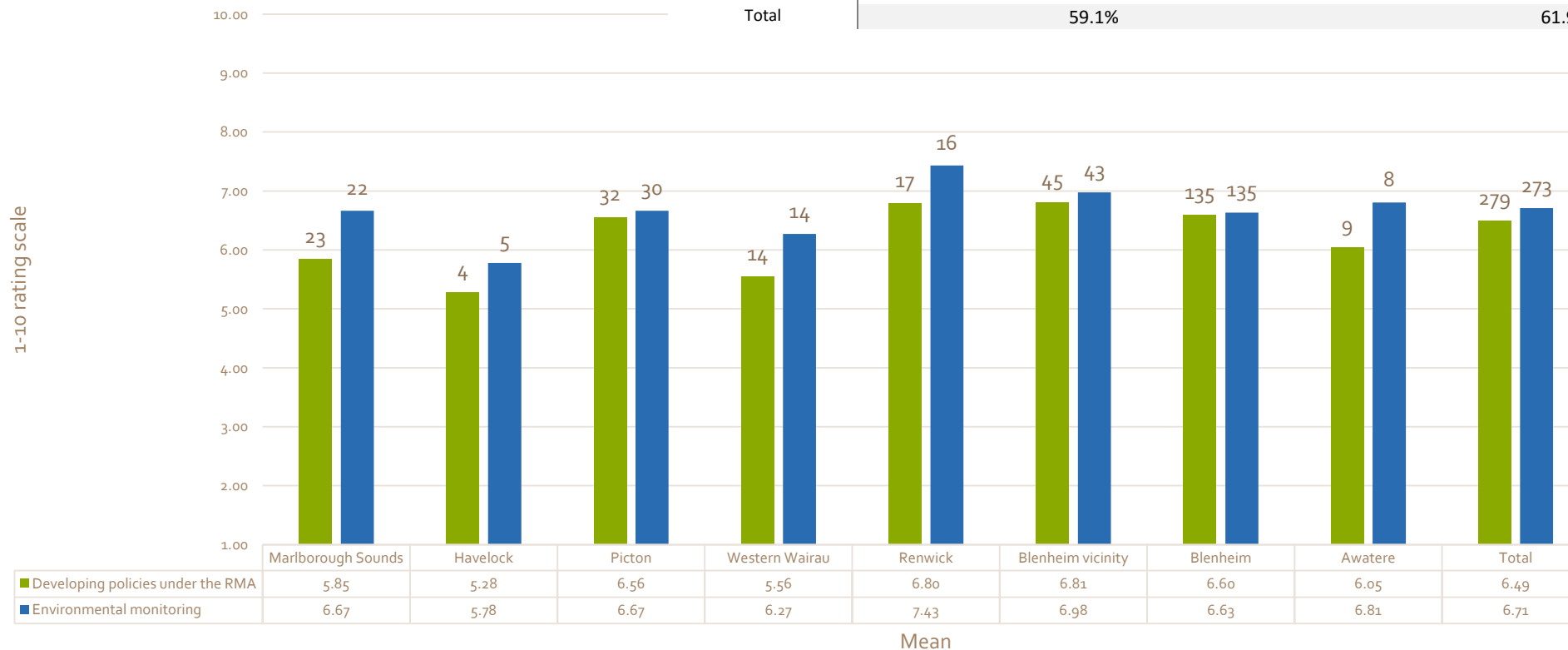
Waste management



Across the district 78.4% of residents indicated they were satisfied with the performance of the Council with the *Waste management*. Reasons for positive and negative ratings varied across services. The average performance rating of this variable appears to have peaked around 2011 to 2012. There was a slight increase with the satisfaction levels for *Kerb-side Rubbish and recycling* (78.8%), *Regional Waste Transfer stations* (74.6%) and *Resource Recovery Centre* (81.8%) during the 2016 survey compared to the previous year. (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).

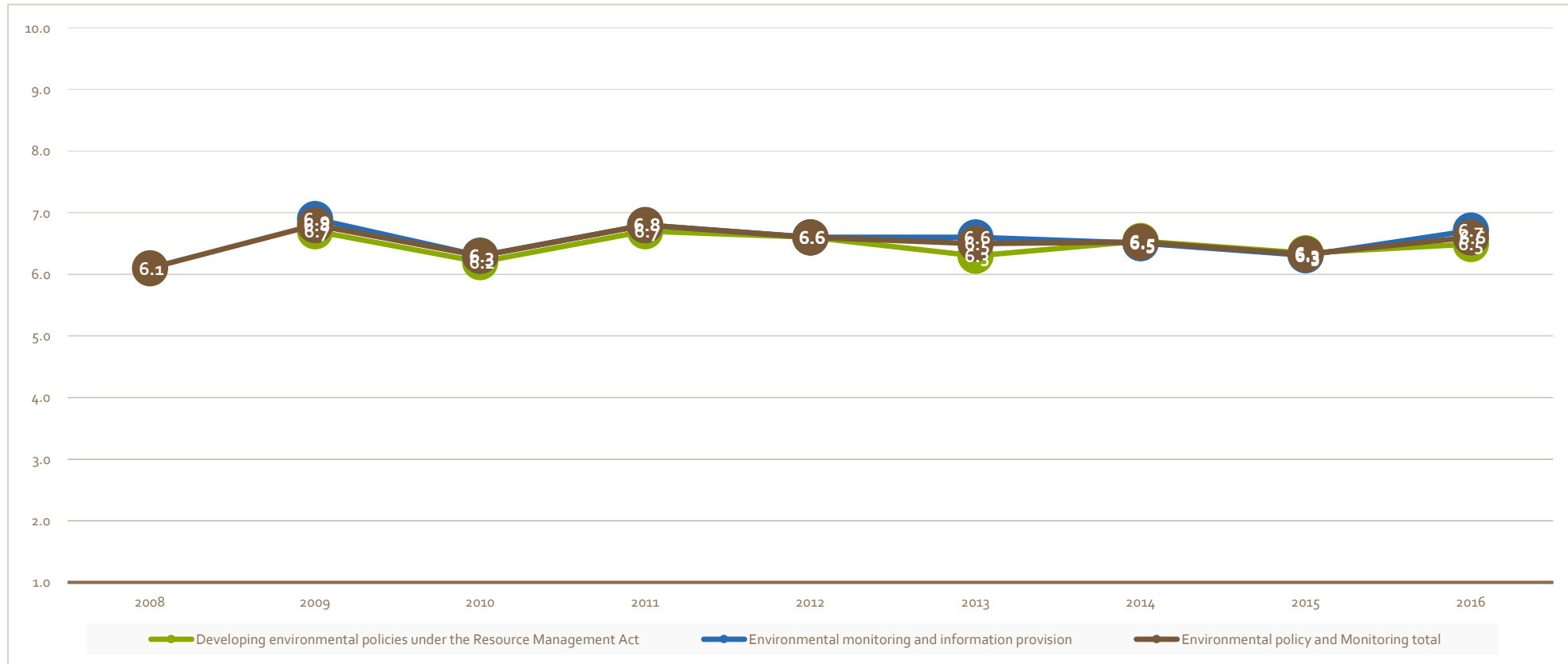
Environmental policy and monitoring

Area	Developing Resource Management policies under the Resource Management Act	Environmental monitoring and information provision
Marlborough Sounds	43.5%	50.0%
Havelock	50.0%	60.0%
Picton	62.5%	66.7%
Western Wairau	57.1%	57.1%
Renwick	58.8%	68.8%
Blenheim vicinity	73.3%	69.8%
Blenheim	57.0%	59.3%
Awatere	55.6%	75.0%
Total	59.1%	61.9%



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

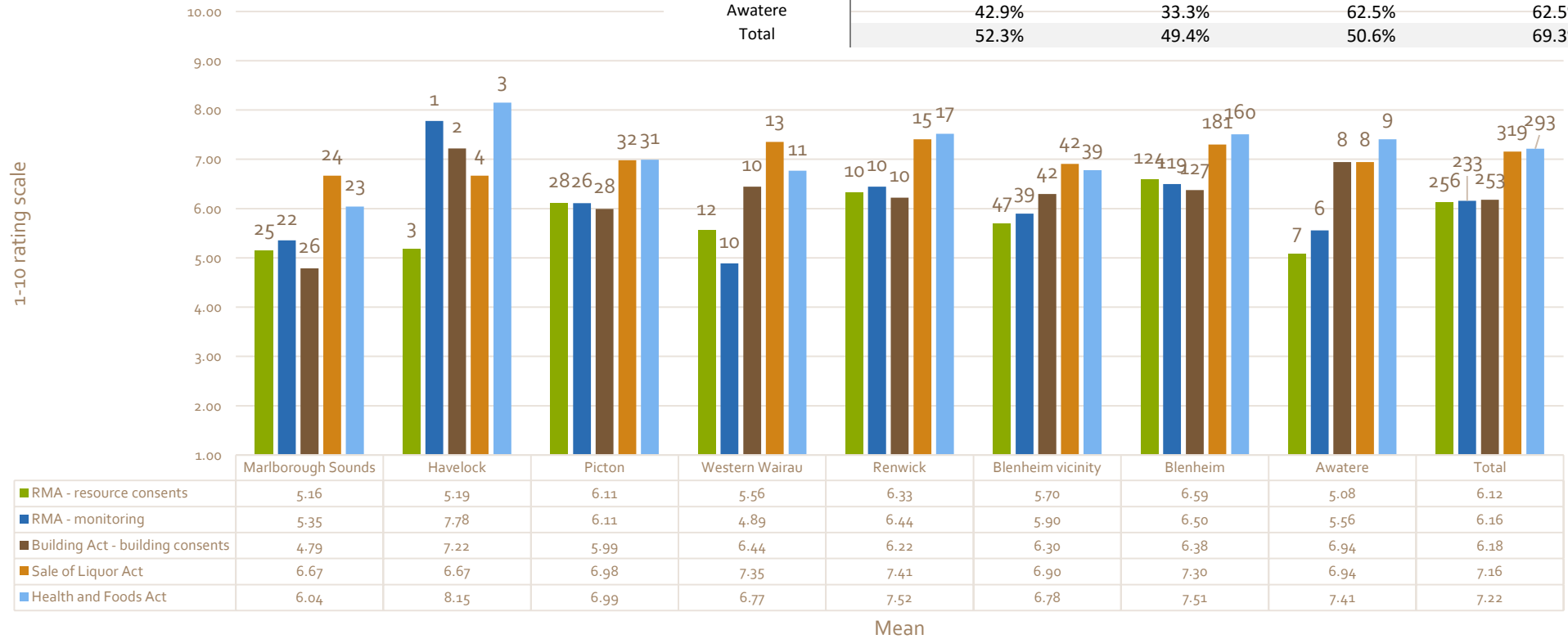
Environmental policy and monitoring



In 2016 this service moved up slightly from the lowest performing position (to 6.6 up from 6.3 in 2015). Across most areas, performance rating levels were similar for both *Policy development* and *Monitoring* provisions. Reasons for high and low ratings varied consisted from *Do a good job with Council direction ineffective* at the same time. The *RMA development* satisfaction level was lower 59.1% (62% in 2015) but the level for *monitoring* was higher 61.9% (57.4% in 2014). The 2016 performance ratings are similar to 2015 levels.

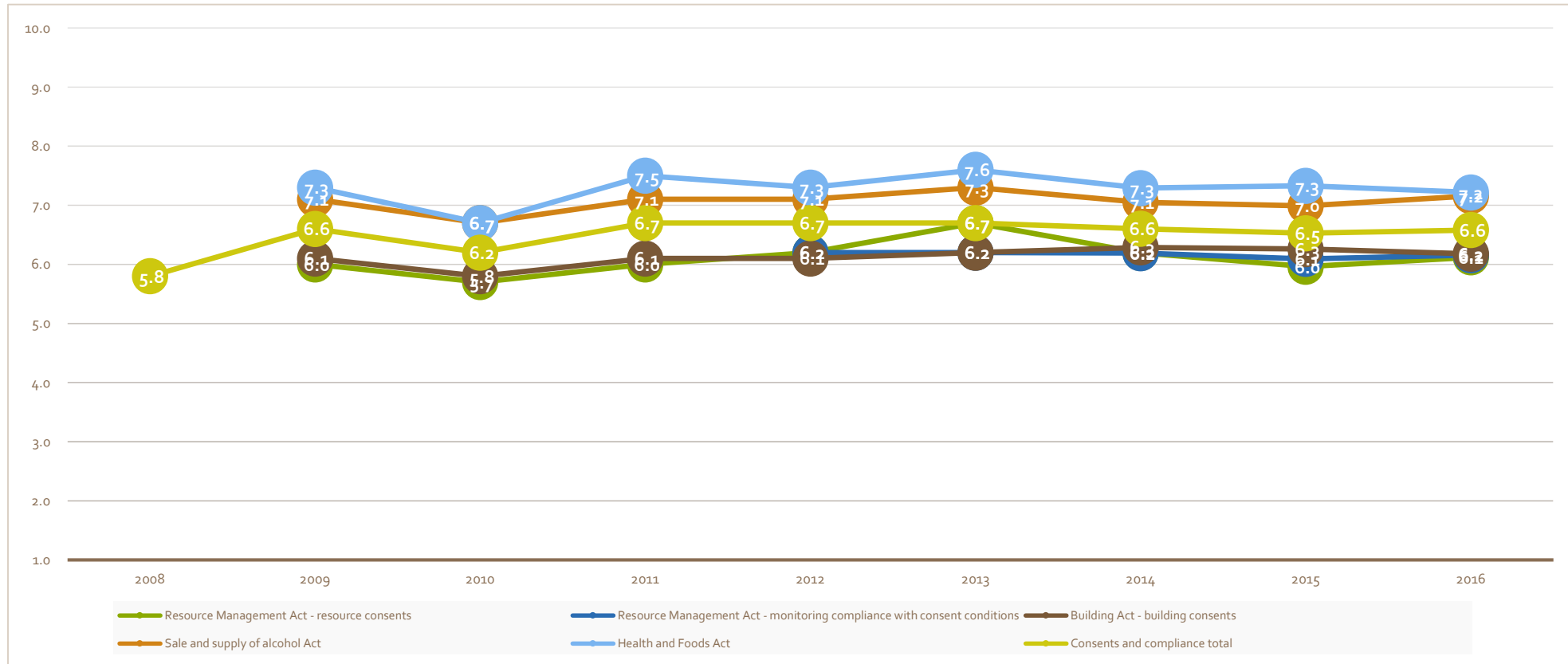
Consents and compliance

Area	RMA - resource consents	RMA - monitoring compliance with consent conditions	Building Act - building consents	Sale and supply of alcohol Act	Health and Foods Act
Marlborough Sounds	32.0%	22.7%	19.2%	45.8%	43.5%
Havelock	33.3%	100.0%	50.0%	75.0%	100.0%
Picton	57.1%	53.8%	39.3%	71.9%	64.5%
Western Wairau	41.7%	30.0%	40.0%	69.2%	72.7%
Renwick	50.0%	50.0%	40.0%	100.0%	88.2%
Blenheim vicinity	44.7%	51.3%	57.1%	61.9%	59.0%
Blenheim	60.5%	54.6%	58.3%	71.3%	82.5%
Awatere	42.9%	33.3%	62.5%	62.5%	88.9%
Total	52.3%	49.4%	50.6%	69.3%	74.7%



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.

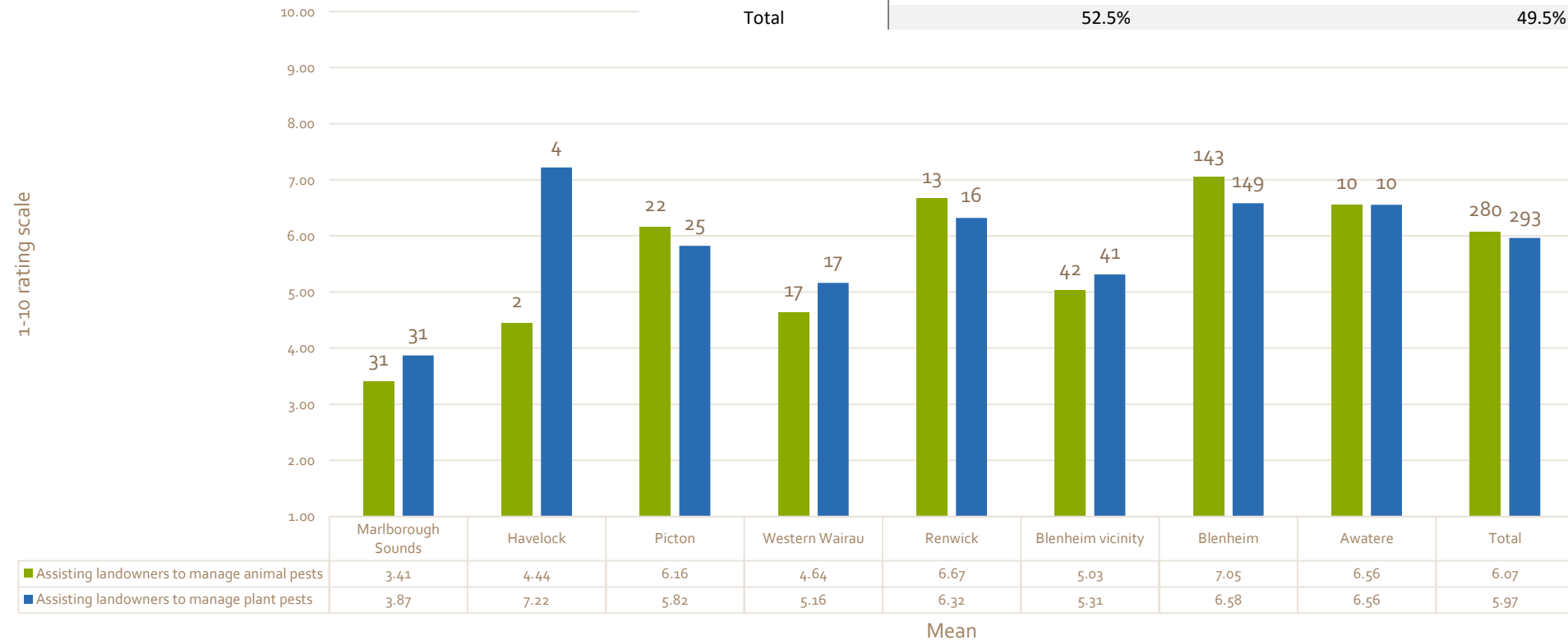
Consents and compliance



Overall satisfaction levels of each of these services were on a par with previous years. The only major difference was for Health and Foods Act satisfaction level (74.7% - down from 82.8% in 2015). Reasons for positive and negative ratings varied across services. Reasons for low consent ratings included *slow/take too long* and *too much red tape* with the overall satisfaction rating in these two services around 50%. Negative comments for Building Act included *Building consents take too long*.

Biosecurity

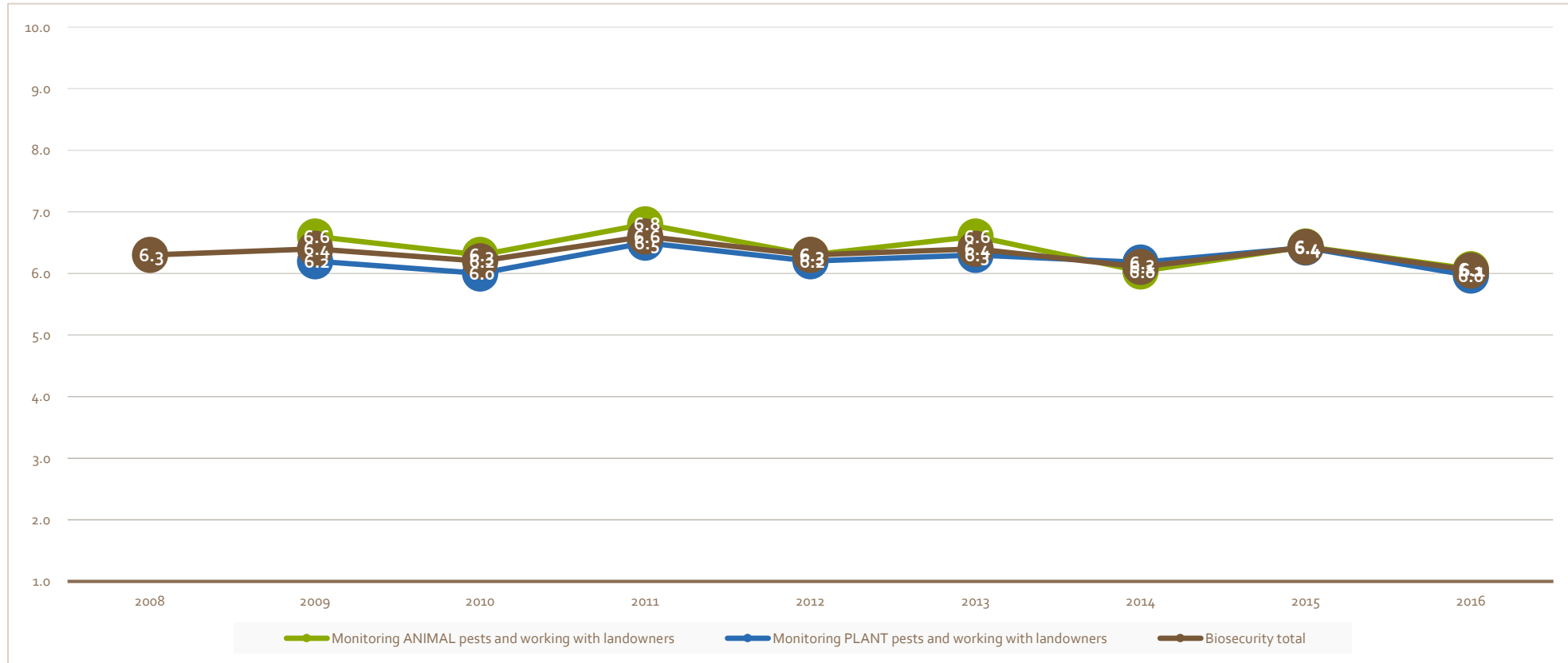
Area	Assisting landowners to manage animal pests	Assisting landowners to manage plant pests
Marlborough Sounds	16.1%	19.4%
Havelock	50.0%	75.0%
Picton	50.0%	44.0%
Western Wairau	17.6%	41.2%
Renwick	53.8%	50.0%
Blenheim vicinity	38.1%	41.5%
Blenheim	68.5%	57.7%
Awatere	60.0%	70.0%
Total	52.5%	49.5%



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



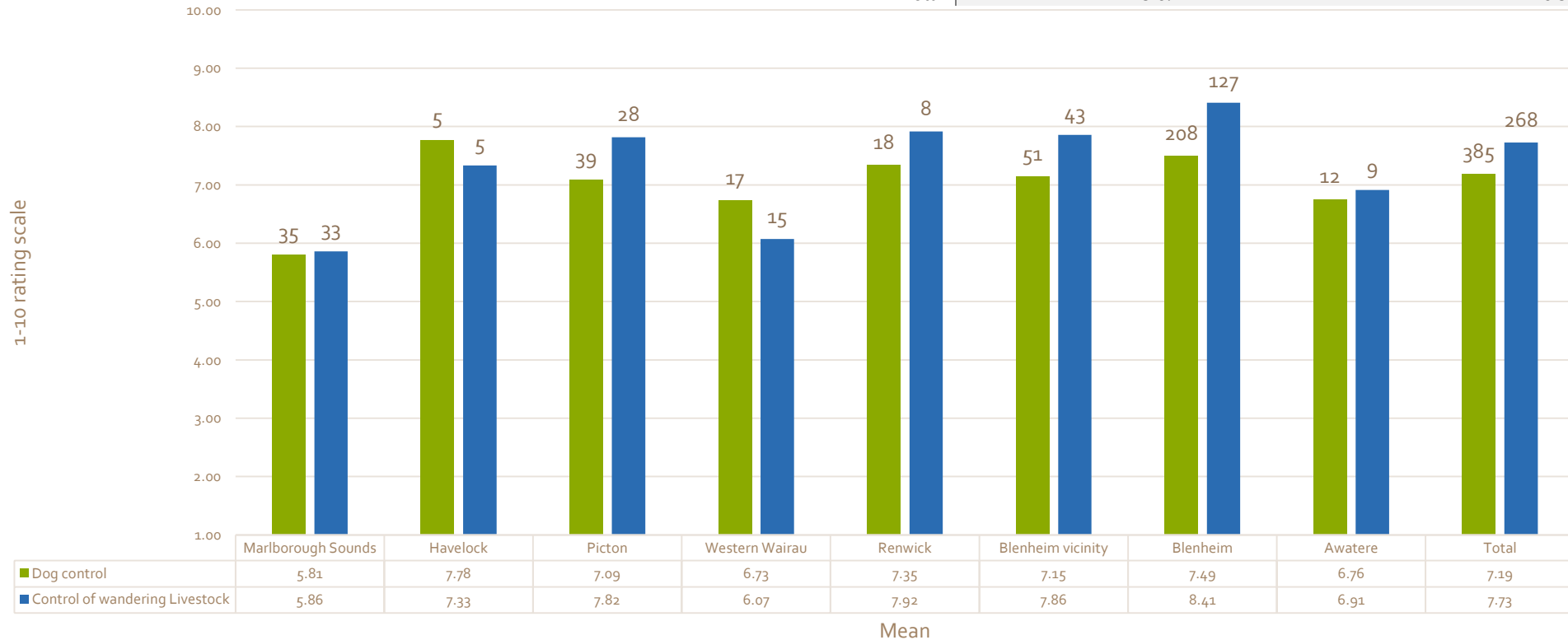
Biosecurity



Biosecurity had the lowest performance rating in 2016 (6.1) with the biggest mismatch between 2014 Priority and 2016 Performance. Reasons for positive and negative ratings varied across services. Possible reasons for low satisfaction could be *No visible Council involvement* and *Have to control pests ourselves*. The satisfaction level with *Animal pest control* was 52.5% and 49.5% for *Plant pest control*, both services showed a decrease. The satisfaction ratings for both biosecurity services indicate no trend over time, although the 2016 ratings were down a little over those in 2015. (Note: these services are strategically targeted; pests are mostly present in Blenheim vicinity and to some extent in Western Wairau and Awatere).

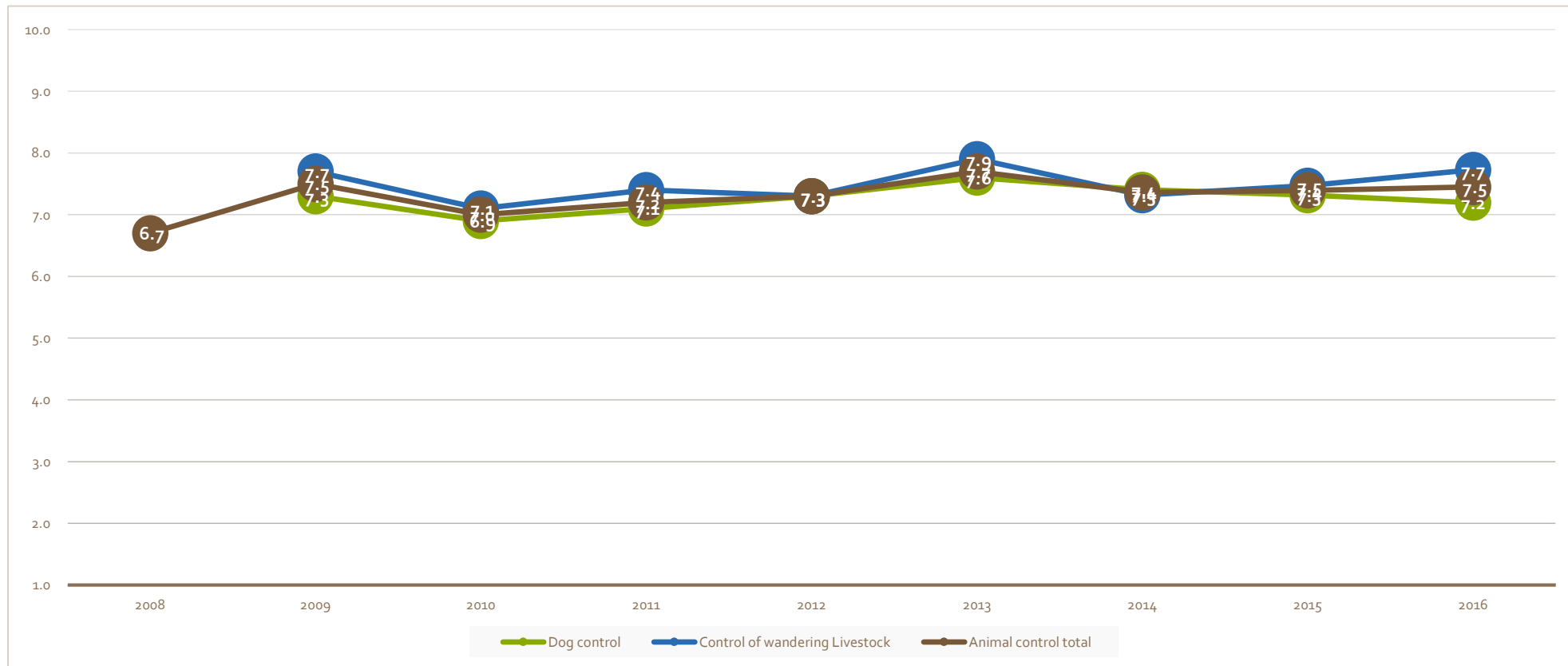
Animal control

Area	Dog control	Control of wandering Livestock
Marlborough Sounds	60.0%	45.5%
Havelock	80.0%	80.0%
Picton	66.7%	85.7%
Western Wairau	76.5%	53.3%
Renwick	83.3%	87.5%
Blenheim vicinity	74.5%	83.7%
Blenheim	79.8%	83.5%
Awatere	66.7%	55.6%
Total	75.6%	76.5%



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.

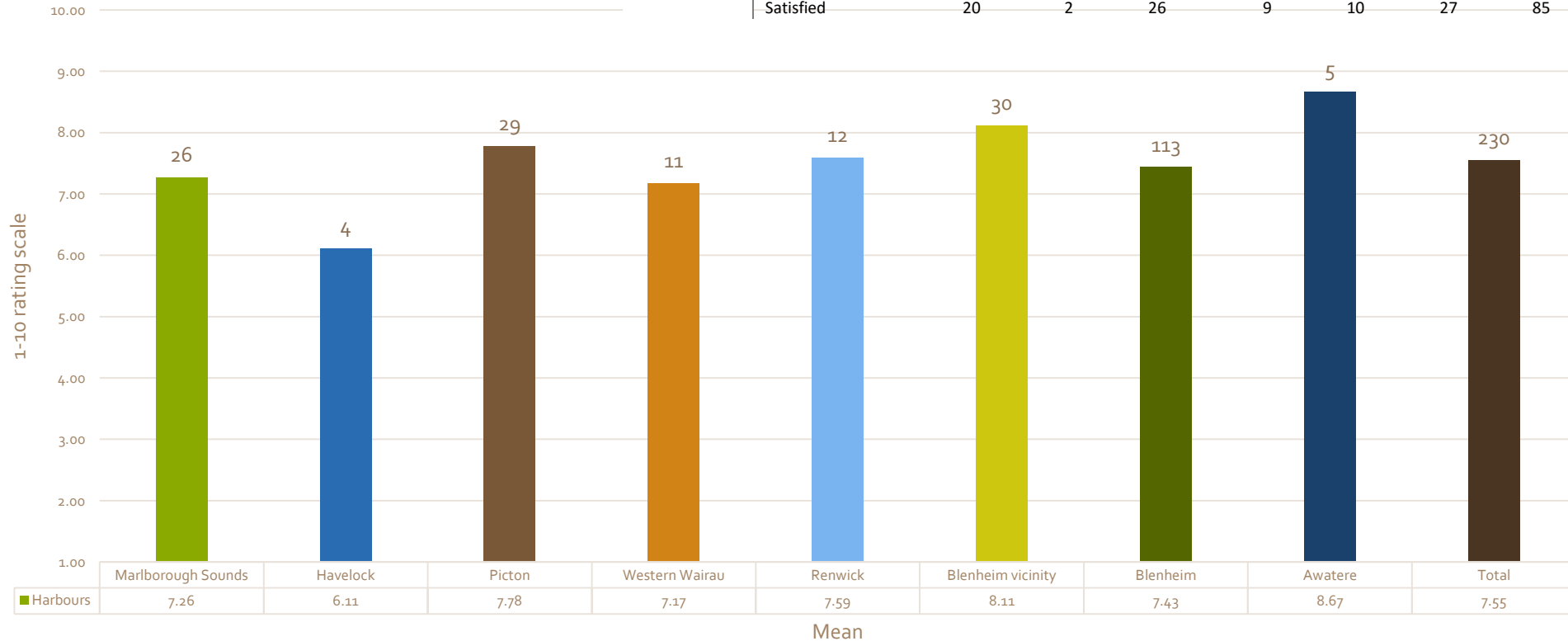
Animal control



There were more positive comments related to this service. These included *Don't see dogs or livestock roaming around, Good service/ No problems*. Overall over 75% of residents were satisfied with the Council's performance in these areas. The performance ratings were on the line with the past 3 years without big changes. (Note: dog issues are mainly in larger urban areas, wandering livestock – all areas).

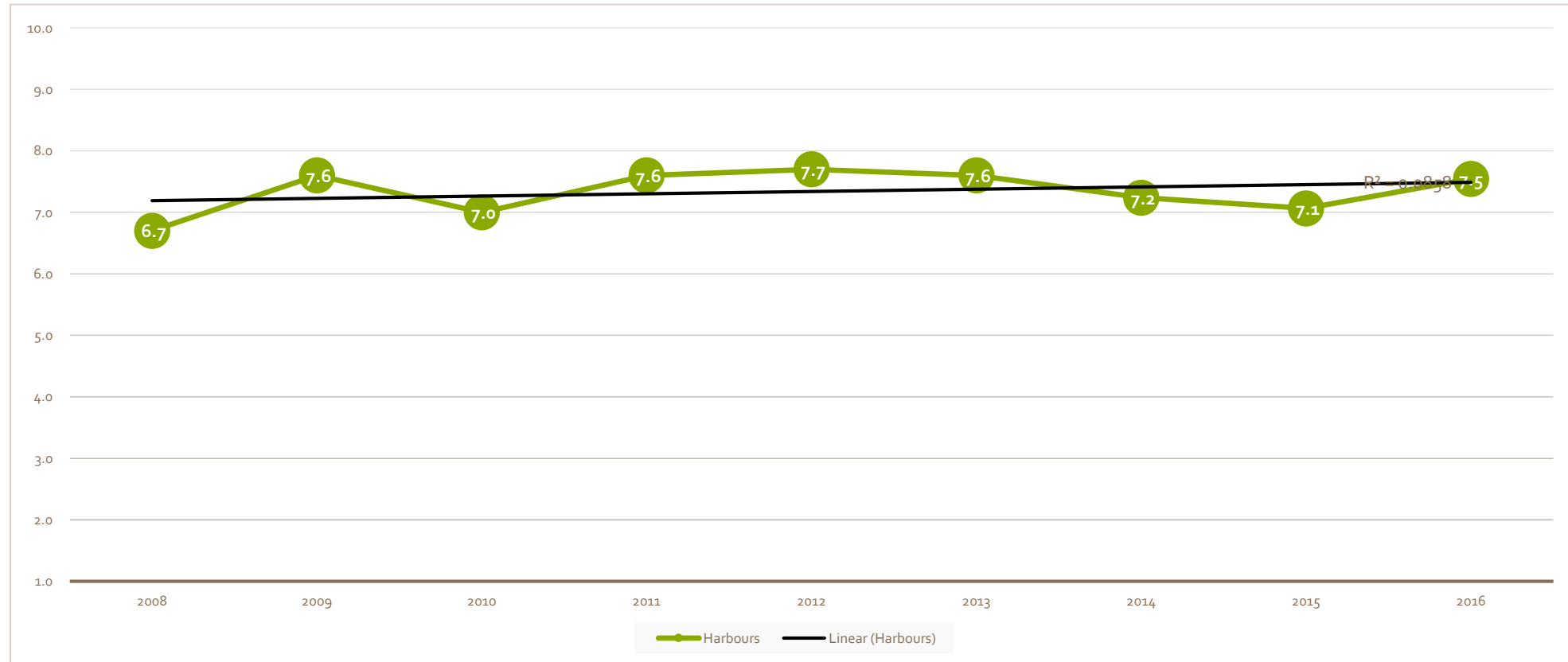
Harbours

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Harbours (%)	Dissatisfied	11.5%	25.0%	0.0%	18.2%	8.3%	0.0%	2.7%	0.0%	4.3%
	Neutral	11.5%	25.0%	10.3%	0.0%	8.3%	10.0%	22.1%	0.0%	15.7%
	Satisfied	76.9%	50.0%	89.7%	81.8%	83.3%	90.0%	75.2%	100.0%	80.0%
Harbours (Counts)	Dissatisfied	3	1	0	2	1	0	3	0	10
	Neutral	3	1	3	0	1	3	25	0	36
	Satisfied	20	2	26	9	10	27	85	5	184



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

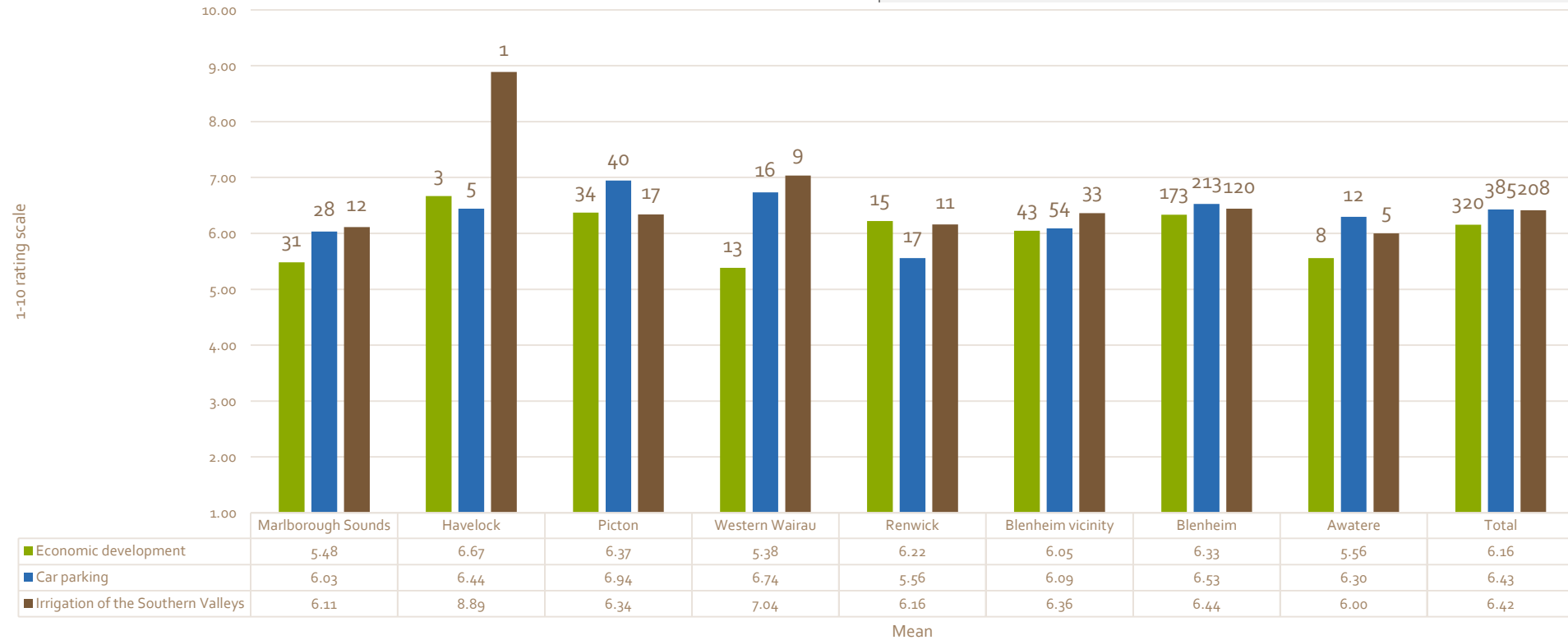
Harbours



Across most areas, as well as over time, there has been a level of consistency in resident satisfaction with the Council provision for *Harbours*. The 2016 year resulted in 80.0% (up from 77.2% in 2015) of residents being satisfied with the service relating to *Harbours*. Positive rating comments included *Good job*, simply *Good*. (Note: applies to Marlborough Sounds, Havelock, Picton, Blenheim vicinity and Awatere however boat owners live across the district).

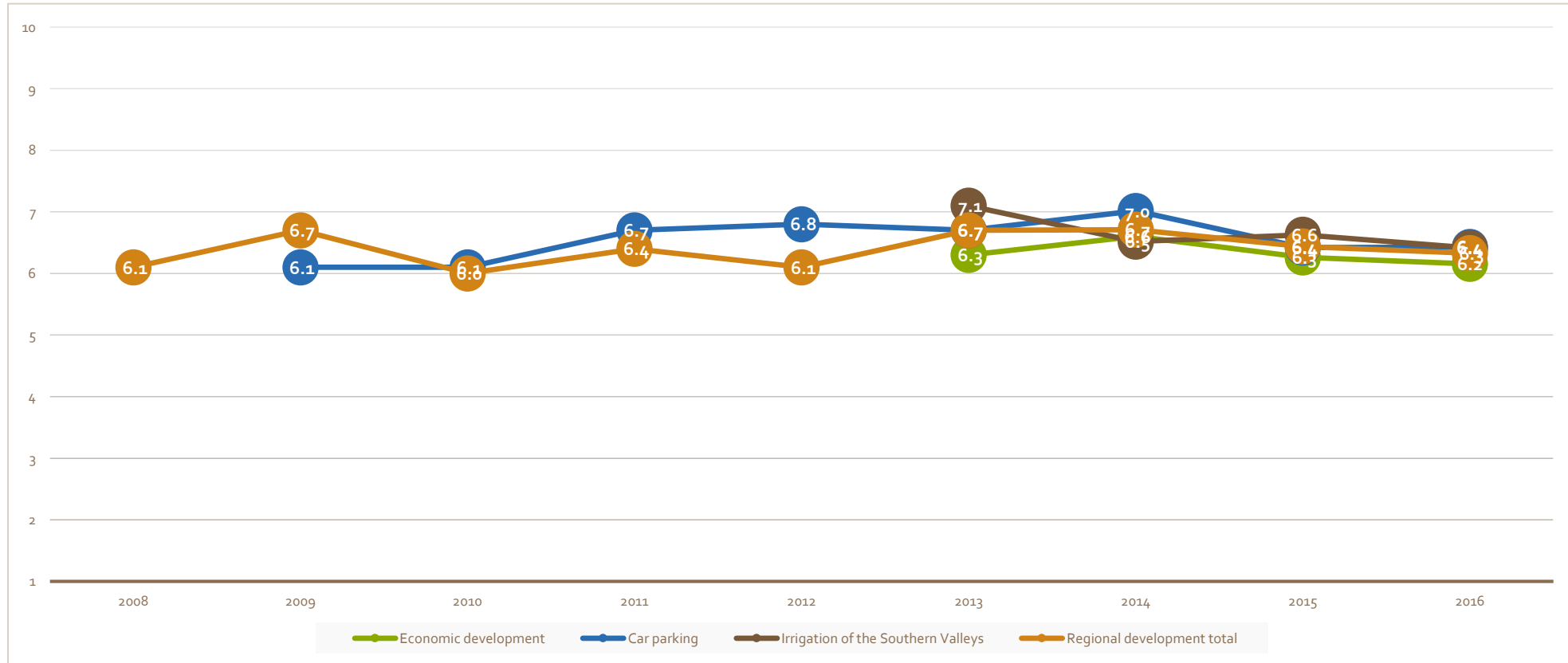
Regional development

Area	Economic development	Car parking	Irrigation of the Southern Valleys
Marlborough Sounds	38.7%	50.0%	16.7%
Havelock	66.7%	60.0%	100.0%
Picton	55.9%	65.0%	35.3%
Western Wairau	38.5%	56.3%	77.8%
Renwick	53.3%	35.3%	45.5%
Blenheim vicinity	46.5%	48.1%	45.5%
Blenheim	54.9%	64.3%	42.5%
Awatere	37.5%	58.3%	40.0%
Total	51.3%	59.2%	42.8%



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.

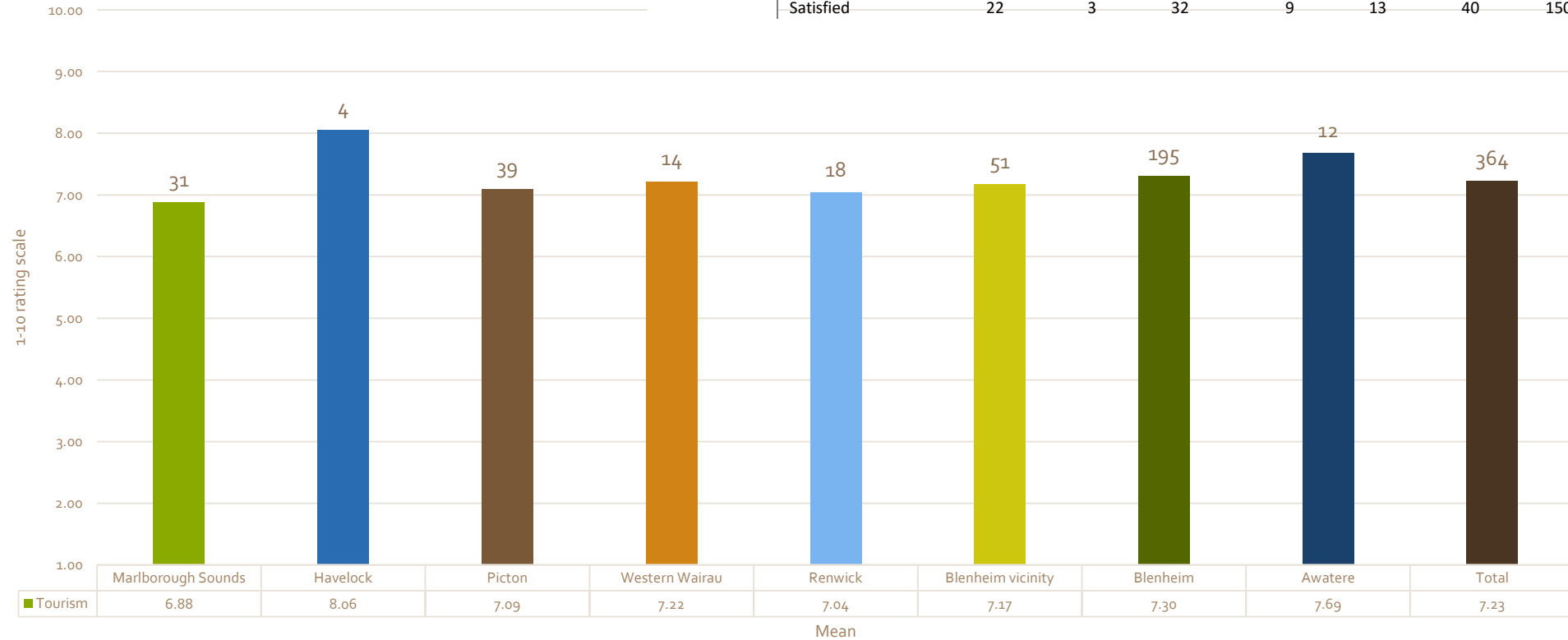
Regional development



Across all three services there was a decrease in satisfaction levels. The biggest changes were shown for *Irrigation of the Southern Valleys* (42.8% - down from 65.1% in 2015). Negative comments related to this service included *Costs regarding water supply*. *Car parking* responses included negative comments about *Parking meters too expensive*, and almost equal amount of positive for *Plenty of parking available* and negative for *Insufficient parking*.

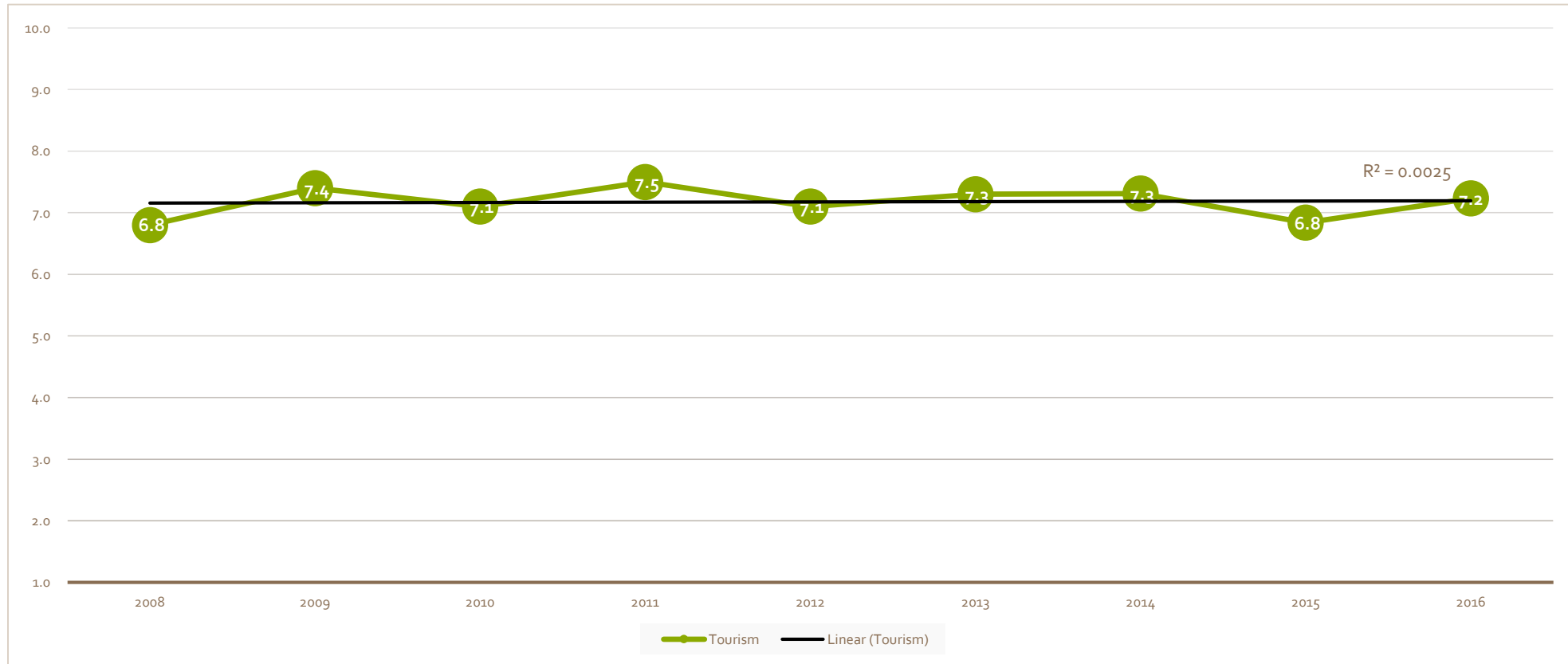
Tourism

		Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Tourism (%)	Dissatisfied	12.9%	0.0%	10.3%	14.3%	11.1%	11.8%	9.7%	0.0%	10.2%
	Neutral	16.1%	25.0%	7.7%	21.4%	16.7%	9.8%	13.3%	16.7%	13.2%
	Satisfied	71.0%	75.0%	82.1%	64.3%	72.2%	78.4%	76.9%	83.3%	76.6%
Tourism (Counts)	Dissatisfied	4	0	4	2	2	6	19	0	37
	Neutral	5	1	3	3	3	5	26	2	48
	Satisfied	22	3	32	9	13	40	150	10	279



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

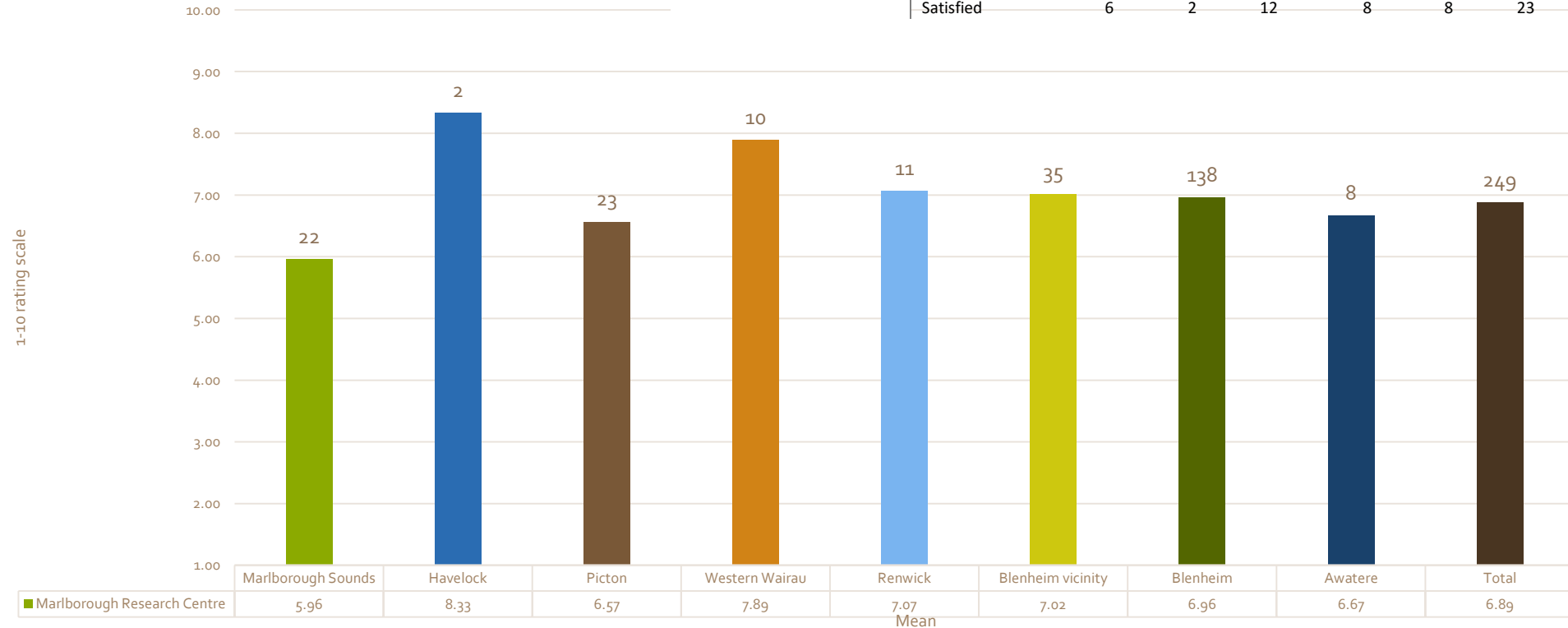
Tourism



Tourism has improved its position in terms of Performance in 2016 (7.2 up from 6.8 in 2015). Across most areas, performance rating levels were relatively similar. 76.6% of residents overall were satisfied with the Council's performance in *Tourism*. Reasons for high ratings included *Doing a good job, Council performs well and supporting tourism*. Less negative comments were mentioned in 2016. The 2016 overall performance ratings were higher than the 2015 ones but in the one trend with historic data.

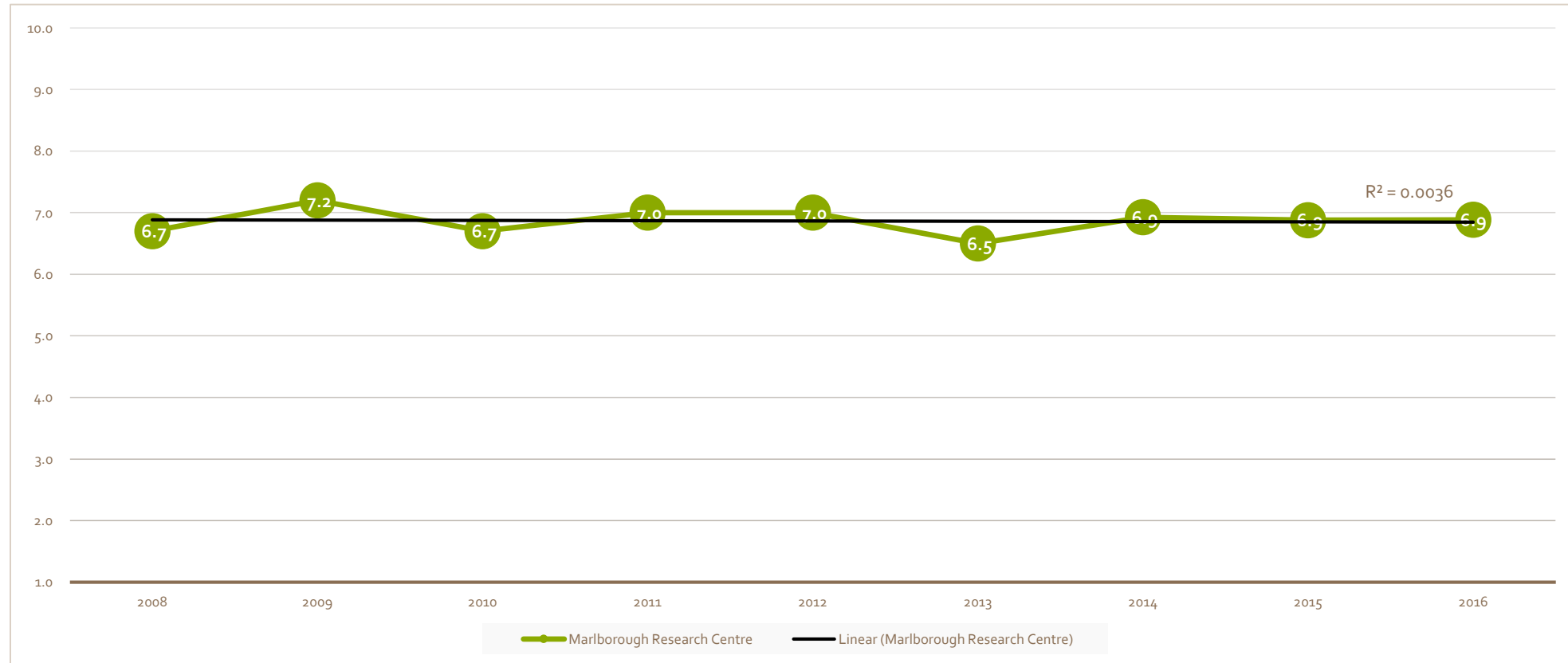
Marlborough Research Centre

	Marlborough Sounds	Havelock	Picton	Western Wairau	Renwick	Blenheim vicinity	Blenheim	Awatere	Total
Marlborough Research Centre (%)									
Dissatisfied	9.1%	0.0%	17.4%	20.0%	0.0%	11.4%	3.6%	12.5%	7.2%
Neutral	63.6%	0.0%	30.4%	0.0%	27.3%	22.9%	32.6%	12.5%	31.3%
Satisfied	27.3%	100.0%	52.2%	80.0%	72.7%	65.7%	63.8%	75.0%	61.4%
Marlborough Research Centre (Counts)									
Dissatisfied	2	0	4	2	0	4	5	1	18
Neutral	14	0	7	0	3	8	45	1	78
Satisfied	6	2	12	8	8	23	88	6	153



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



The recent year showed a decrease in overall satisfaction level for Marlborough Research Centre (61.4% - down from 70.5% in 2015). Reasons for lower ratings included *Too much focus on grapes* and *Council shouldn't be involved/private sector role*. The 2016 average satisfaction ratings are close over the years.

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.