



Research First

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Annual Residents' Survey 2016

Research Report
July 2016

Contents

Annual Residents' Survey 2016

Disclaimer

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1

Key Messages Council Services

The Council's vision is to provide an environment that allows people to enjoy the lifestyle and culture of their choice, and to ensure our District stands out as a place to live, work and play.



50%

satisfied with the
wastewater service.

63%

satisfied with the **reliability**
of town water supplies.

39%

satisfied with the
stormwater system.

58%

satisfied with the **quality**
of town water supplies.

50% respondents
satisfied with
local sealed roads.

32% respondents
satisfied with
local gravel roads.

44% respondents
satisfied with
local footpaths.



89%

satisfied with **Kerbside
Recycling Service.**

65%

satisfied with
Gore Transfer Station.

Key Messages

Council Facilities

The Gore District is renowned for having recreational facilities, parks and reserves of outstanding quality and variety. There are also internationally acclaimed arts and heritage facilities.



90%
satisfied with the **District
Parks & Reserves.**

95%
satisfied with the
Sports Grounds.

82%
satisfied with the
Playgrounds.

90%
satisfied with the
Cemeteries.



95% satisfied
with the **Library
service.**

87% satisfied
with the **Gore
Visitor Centre.**

64% satisfied
with the **Public
Toilets.**



77%

satisfied with the
Matuara Pool.

91%

satisfied with the **Gore
Aquatic Centre.**



81%

satisfied with the
**James Cumming Wing
or Community Halls.**

93%

satisfied with the **Hokonui
Moonshine Museum, Eastern
Southland Gallery or the
Heritage Centre.**

Key Messages

Council Performance

The Gore District Council aims to:

- Ensure a sustainable environment for future generations.
- Encourage participation by the people.
- Provide efficient, quality services and facilities that meet the affordable needs and aspirations of the people.



60% agreed Gore District Council provides enough opportunities for people to have their say.

54% felt the Mayor and Councillors display sound and effective leadership.

51% agreed the Mayor and Councillors have good strategies for developing prosperity and wellbeing.

50% stated that they were satisfied with the performance of Gore District Council.

49% were satisfied that they can contact an elected member of the Council to raise an issue or problem.

35% were satisfied that the Council is responding to the needs of the community and to issues raised in the community.

The Gore District

77%

felt a sense of pride in the way their local area looks and feels.

91%

agreed the Gore District is a safe place to live.

80%

agreed there is a great sense of community where they live.

94%

agreed the Gore District has good sporting and recreation facilities.



92%
agreed the
Gore District
is a great
place to live.

2

Research Design

2.1 Context

The Gore District was formed in 1989, incorporating the former Gore and Mataura borough councils and part of the former Southland County Council. The district has a population of 12,033¹ spread across rural areas and the primary urban areas of Gore and Mataura.

Gore District Council commissions an annual survey of residents to find out what they think about specific services and facilities and how they feel about the District and Council's performance.

Research First were commissioned to conduct the survey for the first time in 2016.

The key service areas tested in the 2016 residents' survey were:

- Wastewater and Stormwater Services.
- Water Services.
- Rooding Services.
- Waste Services.
- Council Services.
 - Council Facilities.
 - Contacting the Council.
 - Council Communications.
- Elected Members and Organisational Performance.
- Perceptions of the Gore District.

2.2 Method

In line with the 2014 and 2015 surveys, the 2016 research was conducted both by phone and online.

Telephone surveys are ideally suited to surveying large, geographically dispersed populations exactly like Gore's. Data collection is efficient and representative of all communities as quotas for locations and demographics can be accurately controlled.

An online channel for the survey was introduced in 2014. However, in 2014 and 2015 this attracted just a handful of respondents through the Gore District Council website.

The online completion option is important as it helps to minimise non-response error by increasing the response rate. For the 2016 survey, those respondents who were unwilling or unable to complete the survey by phone were able to be offered an email containing a link to the online survey.

Additionally, communications to promote the online survey to a wider audience included:

- Production of graphics and text used jointly Research First and Gore District Council. Combined promotion of the survey across the various channels deployed and between the two agencies. Communications aimed to highlight the value of taking part.

¹ http://www.stats.govt.nz/Census/2013-census/profile-and-summary-reports/quickstats-about-a-place.aspx?request_value=15152&parent_id=15112&tabname=#15152

521

Gore District residents completed the survey.

Uptake of the online survey has increased from 36 responses in 2015 to 126 responses in 2016.



- The advert and link to the online survey were placed in the banner section of the Gore District Council homepage to coincide with the start of the telephone survey, providing both promotion of the online mechanism and verifying the legitimacy of the telephone survey.
- Advert and links were placed periodically on Council Facebook pages throughout the survey period.
- A campaign targeted to reach 18-35 year olds in the District ran through the Research First Facebook page throughout the survey period.

2.3 Sampling

The questionnaire was redesigned for 2016 to increase the ease of completion for respondents and to increase the quality of the data collected. A number of questions have been kept consistent to allow for trend analysis.

Following a pilot testing phase, data collection took place between the 9th and the 31st May using a randomised database of telephone numbers covering the Gore District. Data collection was randomised within each household to ensure the sample included a range of respondents based on age, location and gender, with a quota system being used to ensure the sample was representative of the population as per Census 2013 statistics.

The response rate to the telephone survey was 38% (an improvement from 31% in 2015).

Placing the survey on the GDC website and through social media does change the nature of the sample. Respondents have not been directly invited to take part; they are self-selecting. There is the potential for sample bias to be introduced if the respondents have characteristics and opinions that are not consistent with the general population (i.e. the age range is skewed to younger residents, or respondents have completed the survey because they have an extreme view, either very positive or very negative on an issue).

To ensure high levels of data, quality online responses were analysed separately from telephone responses and the results compared for consistency before the data sets were combined.

The following tables show the sample achieved by each collection method. Full demographic breakdown of the sample is shown in Appendix One.

2.1 Achieved sample by completion method

	Phone		Online	
	n	%	n	%
Gore	243	62%	93	74%
Mataura	52	13%	14	11%
Waikaka	24	6%	1	1%
Pukerau	6	2%	3	2%
Mandeville	4	1%	0	0%
Rural	66	17%	15	12%

15-24	34	9%	8	6%
25-49	164	42%	57	45%
50-64	102	26%	46	37%
65+	93	24%	14	11%
I prefer not to say	2	1%	1	1%

Male	186	47%	49	39%
Female	209	53%	77	61%

Ratepayer	336	85%	111	88%
Not Ratepayer	59	15%	15	12%
Total sample	395		126	

3

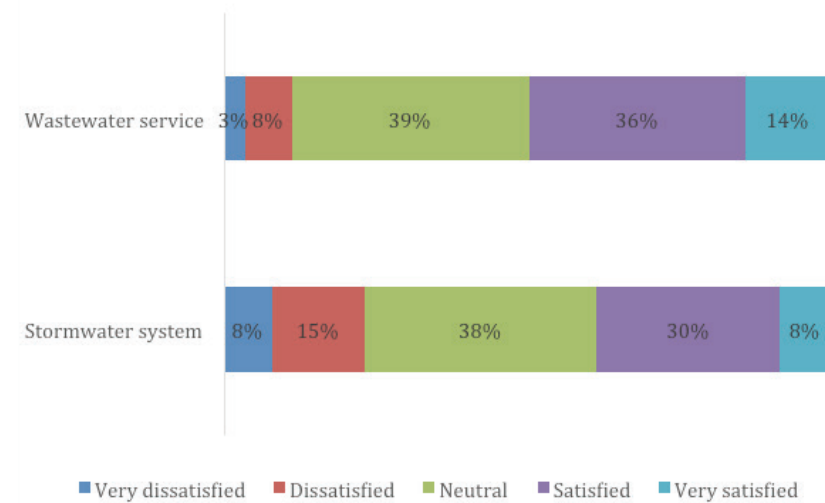
Wastewater and Stormwater

3.1 Satisfaction with Services

Overall results showed:

- 50% of residents were satisfied (either satisfied or very satisfied) with the wastewater service over the past 12 months.
 - Performance target not met (2014/15 target >95% satisfied).
- 39% of residents were satisfied (either satisfied or very satisfied) with the stormwater system over the past 12 months.²
 - Performance target not met (2014/15 target >85% satisfied).
- Results are consistent with 2015 findings where 53% were satisfied with wastewater service and 43% were satisfied with the stormwater system.³

3.1 Satisfaction with Wastewater and Stormwater Services



²The chart shows 30.32% satisfied and 8.25% very satisfied with the stormwater system; these figures are rounded down. When combined the figures show the total satisfied as 38.58% which has been rounded up to 39%.

³Slight decreases in the figures are not statistically significant.

Analysis of the results by location showed respondents outside of the primary urban areas were less likely to be satisfied with the services. High proportions gave a neutral response; they may not receive the same services as more urban areas.

3.2 Satisfaction with Wastewater and Stormwater Services by Location

		Gore	Mataura	Other	Total Sample
Wastewater	Dissatisfied	13%	11%	5%	11%
	Neutral	26%	39%	76%	39%
	Satisfied	61%	50%	18%	50%
	Number of respondents	336	66	119	521
Stormwater	Dissatisfied	26%	27%	12%	23%
	Neutral	26%	30%	76%	38%
	Satisfied	47%	42%	13%	39%
	Number of respondents	336	66	119	521

3.2 Trend Analysis

Comparison with 2015 results show consistency in satisfaction levels. Slight drops in the figures are not significant.

- Wastewater: 50% of residents were satisfied in 2016 compared with 53% in the 2015 survey.
- Stormwater systems: 39% of residents were satisfied in 2016 compared with 43% in the 2015 survey.

3.3 Resident Feedback

All respondents were asked if they wanted to make any comments about these services. Hot topics included clearing the system more regularly and addressing surface flooding.

3.3 Comments about Wastewater and Stormwater Services

	% of respondents	Number of respondents
Fix or clear drains/gutters/sumps/culverts	32%	58
Remedy surface flooding from stormwater	29%	53
Improve/upgrade services in general	9%	17
Clear foliage/ reduce tree debris	8%	14
Happy with services	4%	7
Listen to resident concerns/ suggestions	4%	7
Separate wastewater and stormwater pipes	2%	3
Other	13%	24
Don't receive/Not affected by these services	10%	18
Total	100%	184

4

Water Services

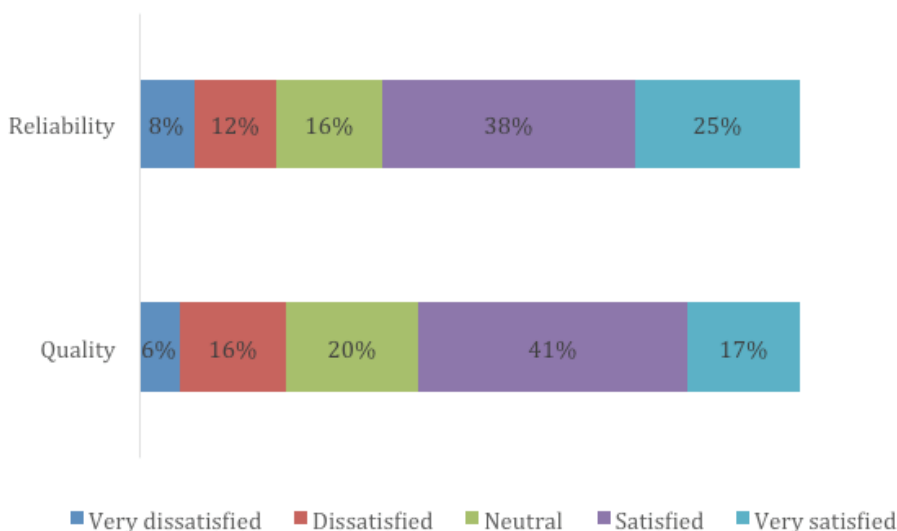
Two thirds of respondents (63%) were on the Gore town water supply, 12% on the Mataura supply and 25% on rural supply.

Respondents on town supplies were asked a series of questions around water services.

4.1 Quality and Reliability

- 63% were satisfied with the reliability of town water supplies.
- 58% were satisfied with the quality of town water supplies.
- Performance target not met (2014/15 target $\geq 85\%$ satisfied with water supply services).

4.1 Satisfaction with Water Services



4.2 Trend Analysis

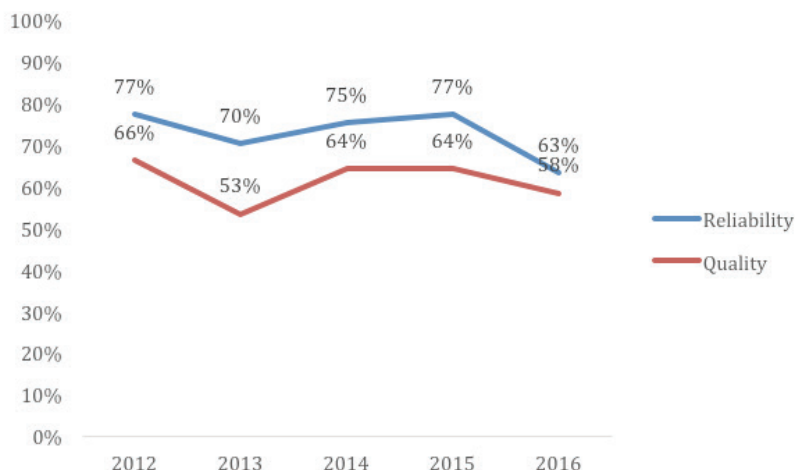
Looking at the results over time indicates a decline in satisfaction with both the reliability and quality of supply. Further evidence to support a decline in perceptions is shown in the open feedback respondents gave (section 4.4).

Compared to 2015, reliability has seen a drop of 14% in those stating they were satisfied or very satisfied.

It would be valuable to investigate whether there have been more service failures, or more significant service failures over the last 12 months that would explain this shift in perceptions.

The drop in perceptions of quality is less significant but could be indicative of a downward trend and should be monitored.

4.2 Satisfaction with Water Services – Trend Analysis



4.3 Water Restrictions

Two thirds of respondents (66%) stated that they did support the Council's approach of applying water restrictions to manage water use on town water supplies.

Farmers and businesses being able to use water without restriction and the measure being only a temporary solution (not a fix) were the most mentioned reasons given by those who opposed the Council's approach. The full list of reasons given are shown in the table below.

4.3 Reasons for opposing water restrictions as a means to manage water use on town supplies

	% of respondents	Number of respondents
Farmers/business using water without restriction	26%	35
Restrictions are only temporary solution/ Not fixing problem of new source	19%	25
Council wastes water/ spends money on other things	15%	20
Need/ deserve to use water without restriction	14%	18
Council should have resolved issues years ago/ planned ahead	12%	16
Water usage is part of rates/ No proposed rates reduction	11%	14
Restrictions apply even when sufficient water available	7%	9
Other	8%	11
Don't know	3%	4
Total responses		133

4.4 Resident Feedback

Open comments about water services confirm the results shown above. Respondents highlighted the need to solve supply issues, raise quality and reliability and promote fair usage across domestic residents, farmers and businesses.

4.4 Comments about Wastewater and Stormwater Services

	% of respondents	Number of respondents
Need to solve supply issues/ find new sources	21%	34
Quality poor/ variable	16%	25
Farmer/ business usage too high	13%	20
Unhappy with restrictions	13%	20
Council poor planning and management	12%	19
Some people use water irresponsibly/ Need to monitor usage	7%	11
Need to focus on preservation/ rainwater collection	6%	10
Leaks need fixing	5%	8
Happy with services	4%	6
Water services need improvement (general)	4%	6
Council wastes water	4%	6
Pressure low	3%	4
Other	11%	17
Total responses	100%	159

5

Roading

5.1 Perceptions of Local Roads and Footpaths

Perceptions of local roads and footpaths are mixed:

- Local sealed roads: 50% were satisfied but 25% were dissatisfied.
- Local gravel roads: 32% were satisfied but 31% were dissatisfied.
 - Performance target not met (2014/15 target 70% satisfied).
- Local footpaths: 44% were satisfied but 30% were dissatisfied.⁴
 - Performance target not met (2014/15 target 75% satisfied).

5.1 Satisfaction with Roding Services

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
Local sealed roads	4%	21%	25%	41%	9%
Local gravel roads	12%	19%	37%	28%	4%
Footpaths	9%	20%	26%	36%	8%

Rural residents were less likely to be satisfied with local gravel roads whereas higher proportions of Gore residents had neutral perceptions or were satisfied. This may be due to differences in frequency of use. Similarly, rural residents were more likely to have a neutral view/were less likely to be dissatisfied with footpaths.

Perceptions of sealed roads were consistent across the areas.

5.2 Satisfaction with Roding Services by Location

		Gore	Mataura	Other Rural	Total Sample
Local sealed roads	Dissatisfied	24%	32%	26%	25%
	Neutral	26%	17%	25%	25%
	Satisfied	50%	52%	49%	50%
	Number of respondents	336	66	119	521
Local gravel roads	Dissatisfied	21%	33%	60%	31%
	Neutral	43%	38%	18%	37%
	Satisfied	36%	29%	22%	32%
	Number of respondents	336	66	119	521
Footpaths	Dissatisfied	32%	41%	16%	30%
	Neutral	23%	23%	36%	26%
	Satisfied	45%	36%	48%	44%
	Number of respondents	336	66	119	521

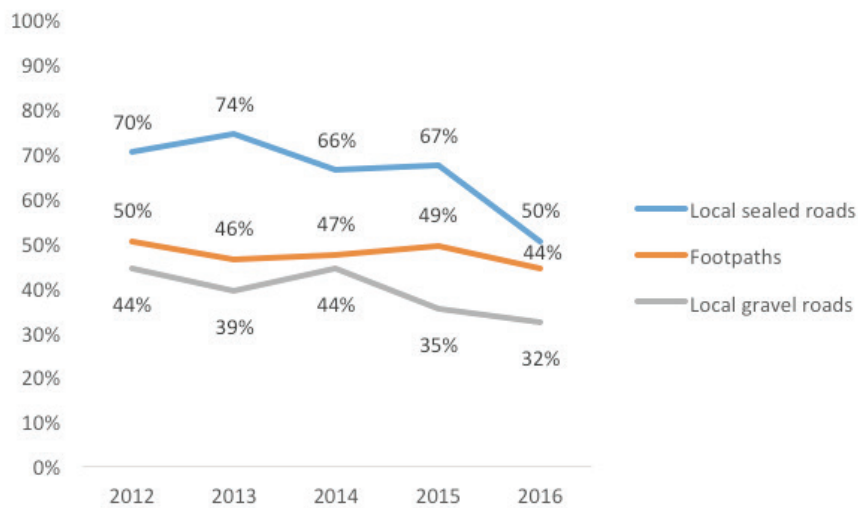
⁴ The difference from the figures reported in table 5.1 is due to rounding.

5.2 Trend Analysis

Analysis of the results over time shows:

- A continuing downward trend in satisfaction with local sealed roads.
- Satisfaction with footpaths is stable over time but below performance targets.
- There is an indication that satisfaction with local gravel roads is declining, plus performance targets are consistently not met.

5.3 Satisfaction with Roding Services - Trend Analysis



5.3 Resident Feedback

Open comments about roading highlighted the need to improve the condition of gravel roads, effectively repair sealed roads and ensure footpaths are not hazardous.

5.4 Comments about local roads and footpaths

		% of respondents	Number of respondents
Roads	Improve gravel roads (grading, more gravel)	20%	61
	Seal repairs poorly done/ Need more long term fix	14%	43
	Repair potholes	13%	38
	Poor condition	8%	23
	Clean gutters/ debris/ litter	3%	9
	Better traffic management systems	2%	7
	Heavy traffic damages road	2%	6
	Wider roads	2%	5
	More cycle lanes	1%	2
	Total responses		164
Footpaths	Poor condition/ Hazardous	33%	98
	Wider footpaths	2%	6
	More pedestrian crossings/ walkways	1%	4
	Prioritise more	1%	4
	Fixes poorly done	1%	3
	More lighting	1%	2
	Total responses		108
Roading overall	Services need improvement/maintenance (general)	6%	17
	Happy with services	3%	8
	Other	9%	28

6

Waste

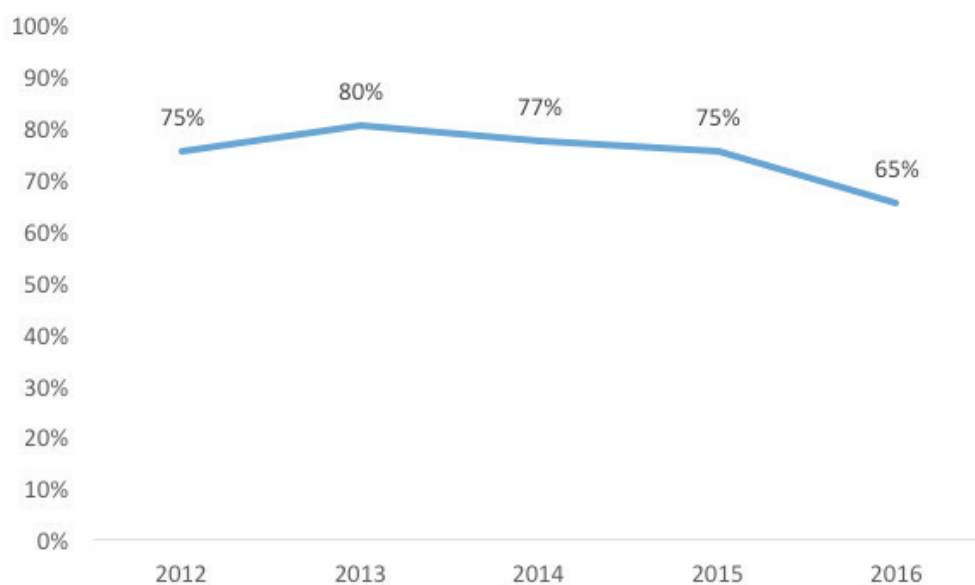
6.1 Gore Transfer Station

About half of respondents (47%) had visited Gore Transfer Station during the past 12 months.

Of these respondents, two thirds (65%) were satisfied with the facility (22% very satisfied and 43% satisfied). Just 12% were dissatisfied.

Trend analysis shows a slight decline in perceptions from the last survey point. The drop is not significant but should be monitored.

6.1 Satisfaction with Gore Transfer Station - Trend Analysis



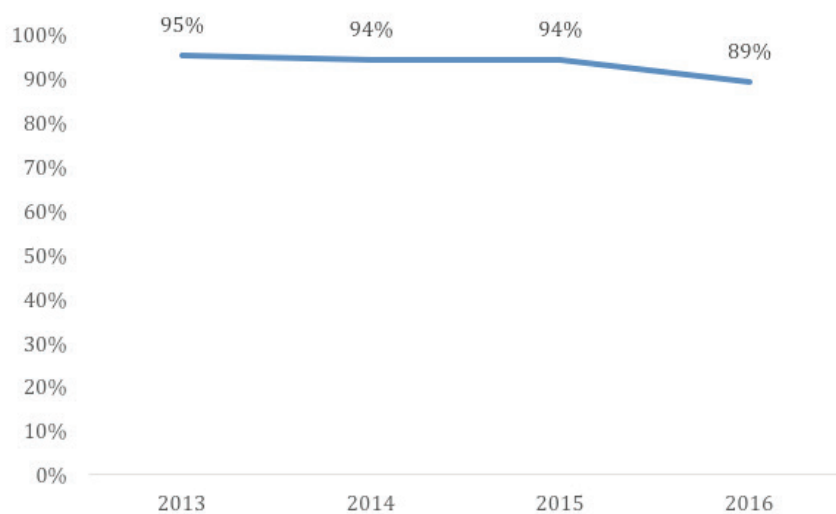
6.2 Kerbside Recycling Service

Overall results showed:

- 71% of respondents used the kerbside recycling service.
- 89% of service users were satisfied with the service (49% very satisfied and 40% satisfied).

Service levels are consistently high; the slight drop in results compared with 2015 is not significant.

6.2 Satisfaction with the Kerbside Recycling Service -Trend Analysis



6.3 Expansion of Kerbside Recycling

All respondents were asked whether they would like to see the introduction of a kerbside service into rural areas of the Gore District:

- Half of respondents (47%) would like to see the kerbside service in rural areas.
- 27% stated that it was not their concern.
- 15% did not want the service expanded.
- 12% did not know.

The 2015 survey showed 66% of respondents would like to see the service introduced in rural areas. However, respondents were simply given a yes/no option to respond with. The question was reworded in 2016 following testing that showed a significant proportion of urban respondents did not feel it was their place to answer.

When looked at by area, the results are interesting. Whilst higher proportions outside of the main urban areas would like to see the introduction of the service, there are also much higher proportions that do not want to see the service in rural areas.

6.3 Would you like to see the introduction of a kerbside service into rural areas of the Gore District? By Area

	Gore	Mataura	Other Rural	Total Sample
Yes	44%	44%	55%	47%
No	7%	15%	38%	15%
Not my concern	35%	29%	3%	27%
Don't know	14%	12%	4%	12%
Number of respondents	336	66	119	521

6.4 Resident Feedback

Open comments about waste services highlight concerns about costs.

6.4 Comments about waste services

	% of respondents	Number of respondents
Costs too high/ Worried about cost increase	25%	42
Provide rural/outskirts waste services	17%	28
Provide green/organics bin	8%	14
Happy with service	8%	13
Increase transfer station opening hours	5%	9
Concerned about whether recycling service actually recycles	5%	9
More transfer stations	4%	7
Prohibitive costs encourage incorrect rubbish dumping	4%	7
Provide weekly service	4%	6
Mataura Transfer Station poor	3%	5
Don't provide for rural as too costly	3%	5
Better information/ education regarding recycling	2%	4
More public rubbish bins/ clean up township	2%	4
Provide pickups for larger/ heavier items	2%	3
Contractor issues	2%	3
Unhappy with transfer station staff/ service	2%	3
Happy with transfer station staff/ service	1%	2
Other	14%	23
Total responses		168

7

7 Council Facilities

7.1 Use of Council Facilities

Respondents were asked which of a number of Council facilities they had visited over the past 12 months. Results do not show the frequency of visits but do indicate that Council facilities do have high usage amongst residents.

7.1 Council Facilities Visited in the Past 12 Months

	% visited	Number of respondents
District Parks and Reserves	69%	359
Sportsgrounds	59%	308
Gore Aquatic Centre	58%	303
Gore or Maitara Library	56%	292
James Cumming Wing or community halls	56%	290
Cemeteries	55%	286
Playgrounds	49%	257
Public Toilets	45%	235
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	34%	177
Gore Visitor Centre	26%	138
Maitara Pool	12%	62
None of these	5%	25

Noting again that the results do not show levels of use but rather indicate whether the facility has been used at least once in the previous 12 months. Analysis of the facilities visited by age indicated that:

- Library visits were consistent amongst age groups.
- Public toilets are less likely to be visited by those over 50.
- District parks and reserves, sportsgrounds, playgrounds and the Aquatic Centre are more likely to be visited by those under 50.
- The numbers who had not visited any of the Council facilities listed was very low across all age groups.

7.2 Council Facilities Visited in the Past 12 Months By Age Group

	15-24	25-49	50-64	65+
Gore or Maitua Library	62%	57%	54%	55%
Gore Visitor Centre	19%	26%	30%	25%
Public Toilets	60%	56%	37%	27%
District Parks and Reserves	67%	75%	69%	58%
Sportsgrounds	79%	72%	52%	35%
Cemeteries	45%	48%	62%	63%
Playgrounds	60%	61%	45%	28%
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	31%	33%	34%	36%
Gore Aquatic Centre	83%	76%	47%	27%
Maitua Pool	19%	14%	7%	9%
James Cumming Wing or community halls	64%	57%	55%	49%
None of these	5%	4%	3%	8%
Number of respondents	42	221	148	107

7.2 Satisfaction with Council Facilities

Levels of satisfaction with facilities were high with high proportions of residents stating that they were satisfied or very satisfied.

Performance targets for library services, district parks and reserves, arts and heritage and aquatic services were met.

7.3 Satisfaction with Council Facilities

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Total Satisfied	Performance Target for 2014/15	Number of respondents
Library service	0%	1%	4%	38%	56%	95%	>95% ⁵	292
Gore Visitor Centre	1%	3%	9%	38%	49%	87%	N/A	138
Public Toilets	3%	9%	23%	46%	18%	64%	>85%	235
District Parks and Reserves	0%	3%	8%	44%	46%	90%	>90%	359
Sportsgrounds	0%	0%	4%	51%	44%	95%	N/A	308
Cemeteries	1%	2%	7%	41%	49%	90%	95%	286
Playgrounds	0%	7%	11%	47%	34%	82%	>90%	257
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	0%	1%	6%	37%	56%	93%	90% ⁶	177
Gore Aquatic Centre	0%	2%	7%	38%	52%	91%	90%	303
Mataura Pool	0%	8%	15%	44%	34%	77%	90%	62 ⁷
James Cumming Wing or community halls	0%	4%	15%	50%	31%	81%	>80%	290

⁵Specific measure refers to: Percentage of customers satisfied with customer service from Library staff.

⁶Specific measure refers to: The public appreciates the services and assets of arts and heritage.

⁷Smaller number of respondents; results should be treated as indicative only.

7.3 Satisfaction with Council Facilities – Trend Analysis

Analysis shows that satisfaction levels for a lot of Council facilities remain broadly consistent over time.

Drops in satisfaction are shown for the Gore Visitor Centre, public toilets and community halls. However, results are in line with 2014 figures.

7.4 Satisfaction with Council Facilities Trend Analysis

	2012	2013	2014	2015	2016
Library service	96%	96%	96%	95%	95%
Gore Visitor Centre	92%	93%	90%	96%	87%
Public Toilets	69%	53%	63%	72%	64%
District Parks and Reserves	94%	94%	95%	93%	90%
Sportsgrounds	96%	95%	91%	94%	95%
Cemeteries	94%	95%	92%	88%	90%
Playgrounds	91%	85%	87%	90%	82%
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre ⁸	99%	94%	88%	96%	93%
Gore Aquatic Centre	91%	94%	91%	93%	91%
Mataura Pool	74%	73%	79%	71%	77%
James Cumming Wing or community halls ⁹	86%	93%	85%	87%	81%

7.4 Resident Feedback

Residents were invited to comment on individual facilities or the facilities in general.

41 residents made comments about the facilities in general. 35 made positive comments indicated they were happy with the services in general and 6 highlighted that facilities need regular maintenance.

Comments relating to individual facilities are provided in Appendix Two.

⁸2012-2015 surveys asked respondents about 'arts and heritage'.

⁹2012-2015 surveys asked respondents about 'community centres or halls'.

8

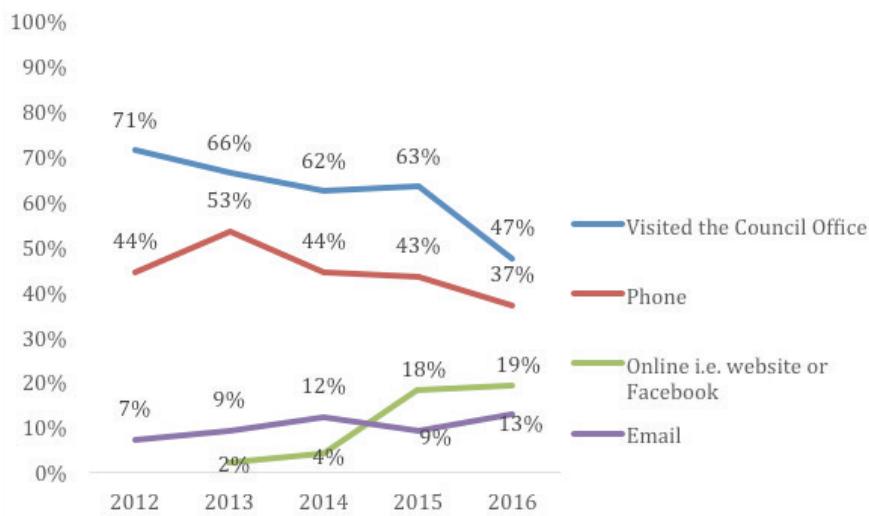
Contacting the Council

8.1 Methods of communication

Two thirds of respondents (67%) had contacted the Council in the last 12 months.

Trend analysis shows a decline in face to face visits and phone calls, though these remain the dominant means of contact.

8.1 Means of Contact – Trend Analysis



8.2 Satisfaction with Communication

Trend analysis shows a dip in satisfaction with the level of service received by phone.

Results for online channels have relatively low sample sizes across the survey years and levels of satisfaction shown should be treated as indicative only.

8.2 Proportion Satisfied with the Level of Service Received by Communication Method – Trend Analysis

	2012	2013	2014	2015	2016
Visited the Council Office	93%	94%	91%	89%	82%
Phone	90%	83%	85%	86%	66%
Online i.e. website or Facebook ¹⁰	-	-	84%*	68%*	72%*
Email	-	-	85%	88%*	71%*

*Small sample sizes, results should be treated with caution

¹⁰ Prior to 2016 the survey asked about Facebook only

9

Council Communications

9.1 Methods of Obtaining Information

Newspaper articles remain the dominant source of information about the Council for residents.

9.1 Methods used to obtain information about the Council

	% of respondents	Number of respondents
Newspaper articles	70%	363
Newspaper advertising	43%	226
Radio	36%	187
Council Website	34%	177
Council newsletter ChinWag	30%	158
Personal contact with Council staff	27%	141
Council Facebook page	22%	113
Councillors	12%	65
None of these	8%	42
Council Meetings	3%	17
Total respondents		521

The preferred newspaper for Council news remained as The Ensign and Hokonui FM was most often cited for radio Council news.

9.2 Newspaper/radio station preferred for Council news

	% of respondents	Number of respondents
Ensign	51%	197
Hokonui	16%	64
CaveFM	10%	40
Newslink	10%	38
Southland Times	8%	32
A combination of these	2%	6
The Edge	1%	3
Otago Daily Times	1%	2
Other	1%	5
Don't know	1%	3
Total respondents		390

9.2 Online Channels

A quarter of respondents (23%) stated they followed the Council's main Facebook page.

Of these 118 respondents, 67% were satisfied with the page (51% satisfied and 16% very satisfied).

Half of respondents (52%) had visited the Gore District Council website in the last year. The number of regular users is low; most visited a few times a year or less.

9.3 Visits to the Gore District Council website over the past 12 months

	% of respondents	Number of respondents
Weekly or more	3%	17
Monthly	8%	40
A few times a year	30%	156
Once a year	11%	57
Never	48%	251
Total respondents		521

Those that had visited the website were asked to rate it. The infrequency of visits explains the high proportion of respondents (33%) that gave a neutral response.

60% of respondents stated that they were satisfied (49% satisfied and 11% very satisfied). Satisfaction levels are consistent with 2015 results.

9.3 Resident Feedback

Open comments about Council communication focused on the need for improvements to be made: following up enquiries and improving the dissemination of information to increase transparency.

	% of respondents	Number of respondents
Communication is good	25%	26
Communication could be improved	21%	21
Follow up on enquiries	15%	15
Information dissemination improvements	12%	12
Website improvements	10%	10
Communication is poor	10%	10
More transparency	8%	8
Social media/Newspaper communication improvements	5%	5
Other	4%	4
Total responses	100%	102

10

Elected Members and Organisational Performance

10.1 Representation

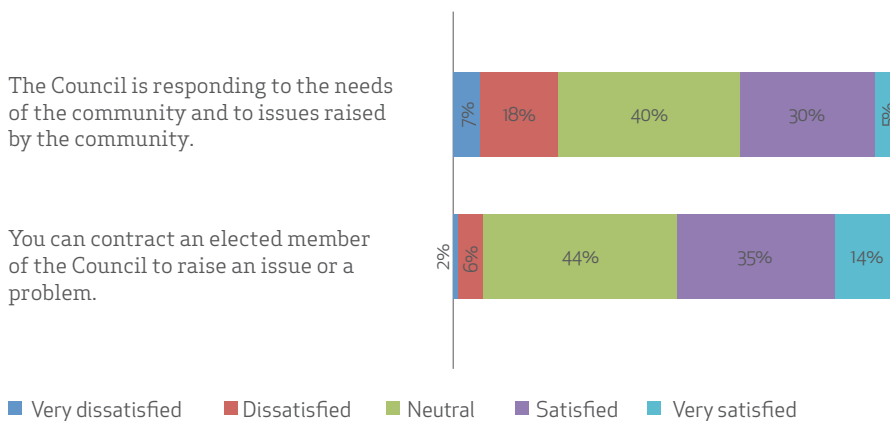
A third of respondents (35%) were satisfied that the Council is responding to the needs of the community and to issues raised in the community.

- Performance target not met (2014/15 target 80% of residents and ratepayers satisfied with the Council's decisions and actions).

Half of respondents (49%) were satisfied that they can contact an elected member of the Council to raise an issue or problem.

- Performance target not met (2014/15 target >85% satisfied).

10.1 Satisfaction with Representation



10.2 Trend Analysis - Representation

Trend analysis shows satisfaction levels have remained broadly consistent over the last three years.

10.2 Satisfaction with Representation Trend Analysis

	2014	2015	2016
The Council is responding to the needs of the community and to issues raised by the community	44%	41%	35%
You can contact an elected member of the Council to raise an issue or a problem	53%	59%	49%

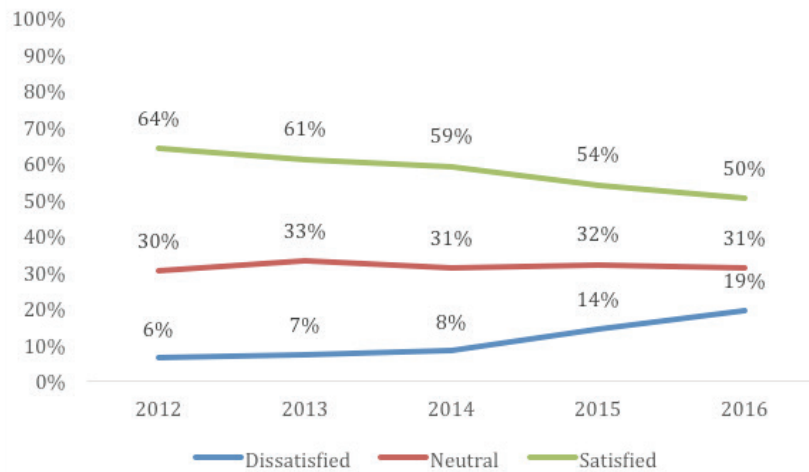
10.3 Overall Satisfaction with Performance

Half of respondents (50%) stated they were satisfied with the performance of Gore District Council (42% satisfied and 8% very satisfied).

Trend analysis showed a consistent third of residents state they are neither satisfied nor dissatisfied with performance. Greater communication and transparency (as noted in the section above) may provide the information these residents need to rate performance positively (or negatively).

Trend analysis also shows a continuing slight decline in overall satisfaction.

10.3 Overall Satisfaction with Performance Trend Analysis



10.4 Priority Issues

Water, roading and footpaths remain the top three issues that respondents feel need priority over the next 12 months.

These three service areas have been noted as the priority issues in each survey from 2012 onwards.

10.4 Services or facilities the Council should give high priority to over the next 12 months

	% of respondents	Number of respondents
Water issues	43%	187
Roading	38%	163
Footpaths	20%	88
Council Expenditure & Rates	13%	58
Recreation/sports facilities/ sportsgrounds	13%	58
Parks/playgrounds	11%	49
Wastewater, stormwater	11%	48
Recycling/waste services	8%	36
Beautification, upgrade, maintenance, cleaning of town/area	8%	34
Business support	4%	17
District promotion	3%	11
Public toilets	2%	10
Street lighting	2%	9
Arts/Heritage	2%	8
Roadside foliage maintenance	2%	7
Youth facilities/issues	2%	7
Community services/support	2%	7
Animal control	1%	6
Healthcare	1%	6
Air quality	1%	5
Council transparency/ communication	1%	5
Swimming pool	1%	4
Library	1%	4
Gutters	1%	4
James Cumming Wing	1%	3
Consents process	1%	3
Elderly facilities/issues	0%	2
Other mentions	11%	46

10.5 Local Leadership

Half of respondents (54%) felt the Mayor and Councillors display sound and effective leadership and half (51%) agreed they have good strategies for developing prosperity and wellbeing.

60% agreed Gore District Council provides enough opportunities for people to have their say.

Comparison with 2015 survey findings shows feelings have remained the same.

10.5 Perceptions of Local Leadership

	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree	% agree 2016	Number of respondents	% agree 2015	Number of respondents
The Mayor and Councillors display sound and effective leadership	3%	12%	30%	39%	15%	54%	486	57%	399
The Mayor and Councillors have good strategies for developing the prosperity and wellbeing of their community	4%	14%	30%	39%	12%	51%	491	53%	407
Gore District Council provides sufficient opportunities for people to have their say	3%	11%	26%	44%	17%	60%	503	57%	432

Perceptions of the Gore District

11.1 Perceptions of the Gore District

Gore residents were very positive about their district:

- 92% agreed that the Gore District is a great place to live.
 - National results from urban areas in 2014 showed 79% of residents agree their city/local area is a great place to live.¹¹
- 91% agreed the Gore District is a safe place to live.
- 94% agreed the Gore District has good sporting and recreation facilities.
- 80% agreed there is a great sense of community where they live.
 - Urban results from 2014 showed only 53% of respondents feel a sense of community with others in their local neighbourhood.
- 77% felt a sense of pride on the way their local area looks and feels.
 - Urban results from 2014 showed just 60% of respondents feel a sense of pride in the way their area looks and feels.

11.2 Perceptions of the Gore District Trend Analysis

Looking at the results over time shows consistently high perceptions of the area amongst residents.

Feelings of a sense of pride in the look and feel of the local area has dropped in 2016, following a slight decline from 2012 onwards. Results in the previous section also showed that beautification, upgrade, maintenance and cleaning of the town/area remains as one of the top ten issues that residents would like to see given priority over the next 12 months.

11.1 Satisfaction with the Gore District - Trend Analysis

	2012	2013	2014	2015	2016
The Gore District is a great place to live	93%	96%	93%	95%	92%
The Gore District is a safe place to live	92%	88%	92%	94%	91%
The Gore District has good sporting and recreation facilities and opportunities ¹²	95%	83%	90%	95%	94%
There is a great sense of community where I live	84%	86%	85%	84%	80%
I feel a sense of pride in the way my local area looks and feels	93%	89%	88%	87%	77%

¹¹ 2014 Quality of Life Survey, partnership between Auckland Council, Wellington, Porirua, Hutt, Christchurch and Dunedin City Council: <http://www.qualityoflifeproject.govt.nz/>

¹² Prior to 2016 separate questions were asked about 'sporting facilities and opportunities' and 'recreation opportunities'. To allow trend analysis the mean of these results for each year has been calculated.

11.3 Promoting the District

The majority of residents (80%) believed the Gore District was sufficiently promoted.

Comments about the promotion of the Gore District focused on a dislike of the GO campaign and a perceived need for more promotions linked to business or tourism opportunities.

11.2 Comments about the promotion of Gore District

	% of respondents	Number of respondents
Unhappy with GO campaign	34%	71
Event/tourism/business/ opportunities based promotions	16%	33
Happy with GO campaign	13%	27
More public consultation/ input about promotions	10%	21
Needs more promotion/ online/radio	9%	19
No extra promotion necessary	8%	17
Focus on wider district/ coordination	5%	11
Better information about local facilities	2%	4
Disparity between Gore and Mataura/rural	2%	4
Gore has poor reputation	1%	3
Other	7%	15
Number of responses		210

Appendix One: Sample Composition

Age	% of Respondents	Number of Respondents
15-24	8%	42
25-49	42%	221
50-64	28%	148
65+	21%	107
I prefer not to say	1%	3
Total	100%	521

Gender	% of Respondents	Number of Respondents
Male	45%	235
Female	55%	286
Total	100%	521

Length of Residence	% of Respondents	Number of Respondents
Lived in Gore District longer than 12 months	98%	512
Lived in Gore District 12 months or less	2%	9
Total	100%	521

Ratepayer Status	% of Respondents	Number of Respondents
Ratepayer	86%	447
Not Ratepayer	14%	74
Total	100%	521

District Area	% of Respondents	Number of Respondents
Gore	64%	336
Mataura	13%	66
Waikaka	5%	25
Pukerau	2%	9
Mandeville	1%	4
Rural	16%	81
Total	100%	521

Appendix Two: Resident Feedback Council Facilities

District Parks and Reserves	Number of respondents
Happy with parks and reserves	8
Need dog park solution	7
Safety concerns	6
Needs more maintenance/ upgrading	6
Good maintenance staff	3
Fix Hamilton Park drainage/ potholes	2
Provide more bins	2
Provide more tracks and walkways	2
District Gardens expensive	1
More funding	1
Improve disabled access	1
Provide extra facilities	1
Total responses	34

Gore Aquatic Centre	Number of respondents
Pool too cold	8
Happy with centre	7
Provide extra facilities (eg cafe, hydroslide)	3
Unhappy with opening hours	3
Expensive	2
Pool not big enough	2
Needs maintenance/ upgrading	1
Slippery floors	1
Unhappy with parents on phones	1
Provide more/bigger changing rooms	1
Not enough parking	1
Provide family passes	1
Total responses	29

Public Toilets	Number of respondents
Poorly maintained	14
Provide more toilets in parks/playgrounds/sportsgrounds	4
Unhappy with tourist usage	4
Extend opening hours	2
Other	2
Total responses	23

Mataura Pool	Number of respondents
Unhappy with closure	22
Understand closure	1
Total responses	23

Playgrounds	Number of respondents
Needs maintenance/ upgrading	8
Provide equipment for younger children	4
Safety concerns	2
Excited about Kids Hub	2
Concerned Kids Hub will mean other playgrounds miss out	2
Unhappy with Eccles St Playground fencing	2
Happy with Eccles St Playground fencing	1
Unhappy with South Gore playgrounds being neglected	1
Provide equipment for older children	1
Happy with locations	1
Total responses	21

James Cumming Wing	Number of respondents
Needs maintenance/ upgrading	13
No longer has caretaker	1
Expensive	1
Unhappy with Council taking over some rooms	1
Poor acoustics	1
Good staff	1
Total responses	18

Cemeteries	Number of respondents
Well maintained	7
Poorly maintained	6
Mataura cemetery cleaned by locals	2
Council assists with queries	1
Happy with cemetery service	1
Total responses	17

Library Services	Number of respondents
Happy with library service	9
Unhappy with hours at Mataura Service Centre and Library	4
Good staff	3
Needs maintenance/ upgrading	1
Total responses	15

Sportsgrounds	Number of respondents
Happy with sports centre	1
Happy with stadium	1
Expand Hyde Park	1
Sports centre court prioritisation	1
Not enough parking	1
Total responses	5

Gore Visitor Centre	Number of respondents
Not informative enough	1
Total responses	1

General Comments

Are there any other comments you would like to make about any of the Council services?

	% of Respondents	Number of Respondents
Council spending	15%	19
Overall good job	13%	17
Council staff	12%	16
Gardens/gardening	11%	15
Rates	8%	11
Roads	6%	8
Water	5%	7
Dealing with complaints/enquiries	5%	7
Support rural areas	5%	7
Streets, footpaths and lighting	5%	6
Consult the community	5%	6
Rubbish and recycling	3%	4
Building consents/regulations	2%	3
Cycleways/cycling areas	2%	2
Playgrounds	2%	2
Other	15%	19
Total responses	100%	131



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