



RESEARCH FIRST



GORE DISTRICT COUNCIL

ANNUAL RESIDENTS' SURVEY 2017

GO
DISTRICT COUNCIL
RE

RESEARCH REPORT
JULY 2017

Contents

Annual Residents' Survey 2017

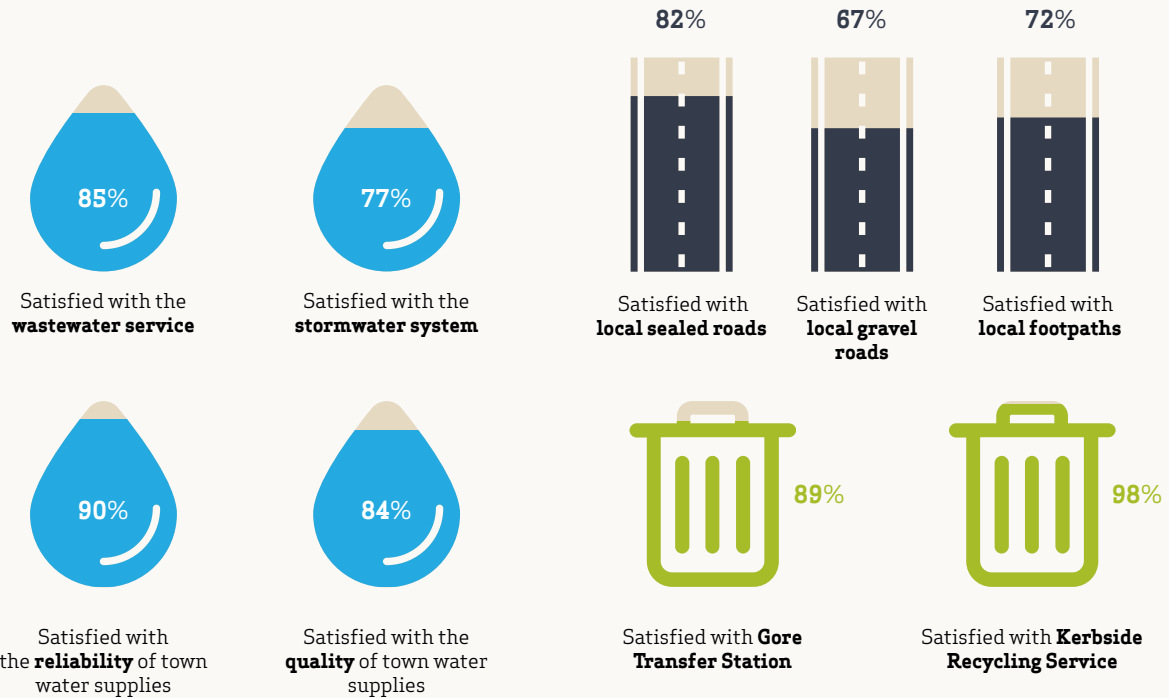
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INFOGRAPHIC SUMMARY

COUNCIL SERVICES

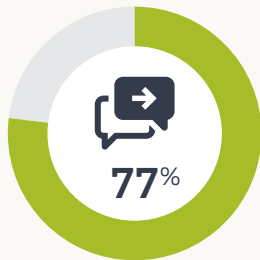


COUNCIL FACILITIES

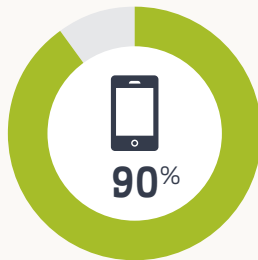


INFOGRAPHIC SUMMARY

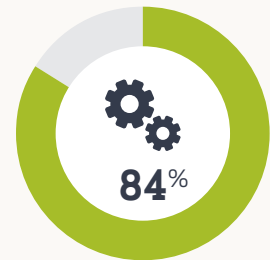
COUNCIL PERFORMANCE



Were satisfied that the Council is responding to the **needs**, and to **issues raised** in, the community.



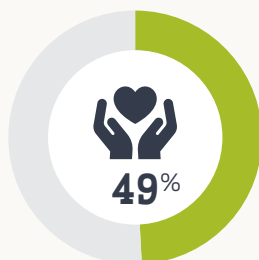
Were satisfied that they can **contact an elected member** of the Council to **raise an issue** or problem.



Stated that they were **satisfied with the performance** of Gore District Council.



Felt the Mayor and Councillors **display sound and effective leadership**.



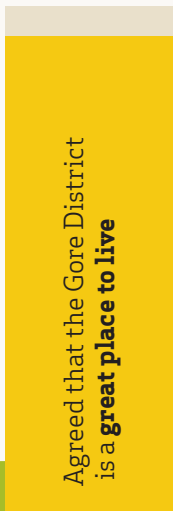
Agreed they have good strategies for **developing prosperity and wellbeing**.



Agreed Gore District Council provides enough **opportunities for people to have their say**.

THE GORE DISTRICT

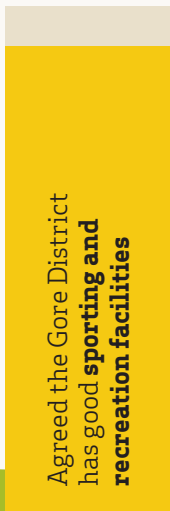
94%



88%



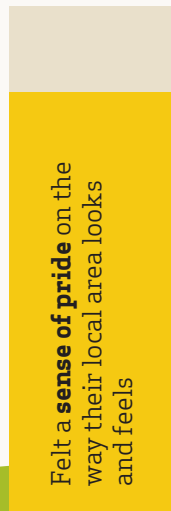
92%



84%



83%



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.

The key service areas tested in the 2017 residents' survey were:

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

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

2.2 Method

In line with the 2014 – 2016 surveys, 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 included to make the survey more inclusive. This gave an option for those with a preference for online completion and for those without landlines or not invited to take part as part of the random telephone sample.

Residents contacted by phone who were unwilling or unable to complete the survey were offered to be sent 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 by Research First and Gore District Council. A set of 5 images were produced to appeal to different groups within the population.
- 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.
- Survey link and a press release highlighted what is done with the survey results appeared on the Council website Consultation page.
- Advert and links were placed periodically on Council Facebook pages throughout the survey period.
- A campaign targeted to reach residents across the District ran through the Research First Facebook page throughout the survey period.



2.3 Sampling

The questionnaire was based on the redesigned 2016 survey with additional questions added to identify perceptions of Council Planning.

Following a pilot testing phase, data collection took place between the 1st May and the 1st June.

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.

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.

In line with 2016 completion – the profile of those completing online was not concentrated in the youngest age group.

Figure 3.1 Achieved sample by completion method

	Phone		Online	
	n	%	n	%
Gore	227	61%	47	64%
Mataura	46	12%	7	10%
Waikaka	20	5%	4	5%
Pukerau	13	3%	0	0%
Mandeville	3	1%	0	0%
Rural	64	17%	15	21%
15-24	41	11%	3	4%
25-49	145	39%	42	58%
50-64	101	27%	13	18%
65+	86	23%	14	19%
I prefer not to say	0	0%	1	1%
Male	177	47%	21	29%
Female	196	53%	52	71%
Ratepayer	311	83%	60	82%
Not Ratepayer	62	17%	13	18%
Total sample	373		73	

2.4 Performance Targets and Satisfaction Measures

Findings have been presented in relation to Key Performance Indicators (KPI) as identified in the 2015-2025 Long Term Plan, 2017 targets.

Across all KPIs, the KPI measure of satisfaction is reported as the proportion answering neutral, satisfied or very satisfied.

To ensure consistency, where the total satisfied is reported for any service area this is the proportion of residents that answered neutral, satisfied or very satisfied.

Where levels of agreement are reported, the total agreeing is the proportion that answered that they agreed or strongly agreed. In these cases stating 'neither agree nor disagree' cannot be deemed as agreement.

3

Wastewater and Stormwater

Overall results showed:

- 85% of residents were satisfied with the wastewater service over the past 12 months
- 77% of residents were satisfied with the stormwater system over the past 12 months
- Analysis of the results by location indicated respondents outside of the primary urban areas were less likely to be satisfied with the services. High proportions gave a neutral or 'don't know' response; suggesting lower engagement or lower provision of this service area amongst respondents.
- Trend analysis shows declining satisfaction with wastewater services but consistent perceptions of the stormwater system.
- Comments about services highlighted residents' priorities as remedying surface flooding from stormwater and fixing or clearing drains, gutters, sumps and culverts.

Figure 3.1 Satisfaction with Wastewater and Stormwater Services

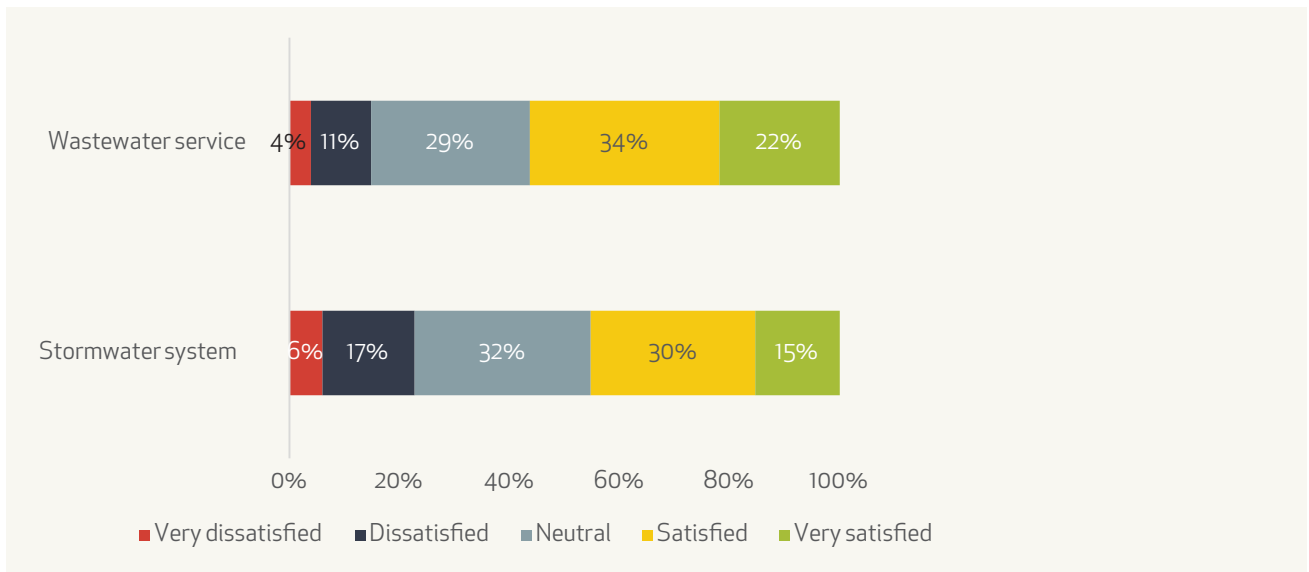


Figure 3.2 Satisfaction with Wastewater and Stormwater Services by Location

		Gore	Mataura	Other Rural	Total Sample
Wastewater	Very dissatisfied	4%	2%	4%	4%
	Dissatisfied	9%	11%	22%	11%
	Neutral	25%	31%	48%	29%
	Satisfied	38%	33%	18%	34%
	Very satisfied	24%	22%	8%	22%
	Number of respondents	262	45	50	357
Stormwater	Very dissatisfied	7%	0%	4%	6%
	Dissatisfied	15%	11%	30%	17%
	Neutral	27%	39%	52%	32%
	Satisfied	33%	34%	7%	30%
	Very satisfied	17%	16%	7%	15%
	Number of respondents	262	44	46	352

Figure 3.3 Satisfaction with Wastewater and Stormwater Services – Trend Analysis

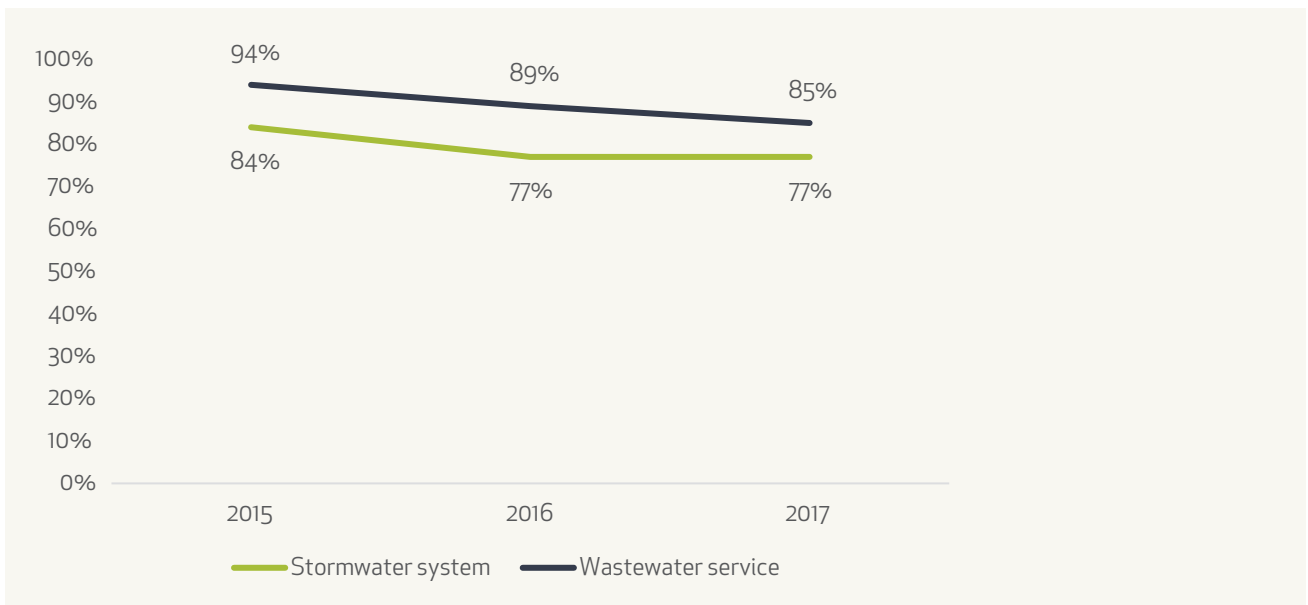


Figure 3.4 Comments about Wastewater and Stormwater Services

	% 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

Just over half of respondents (58%) were on the Gore town water supply, 10% on the Mataura supply and 32% on a rural supply.

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

4.1 Quality and Reliability

- 90% were satisfied with the reliability of town water supplies.
- 84% were satisfied with the quality of town water supplies.
- Trend analysis shows a significant increase in satisfaction with the quality of town water supplies following declining results from 2014 – 2016. Service improvements have made a positive impact on residents' perceptions.
 - Open comments about the service area support the statistics, a much higher proportion gave positive comments relating to happiness with the services than did in 2016.
- Trends also show an increase in satisfaction with the reliability of supply when compared with the 2016 survey results. However, satisfaction levels are still lower than those recorded from 2012-2015.

Figure 4.1 Satisfaction with Water Services

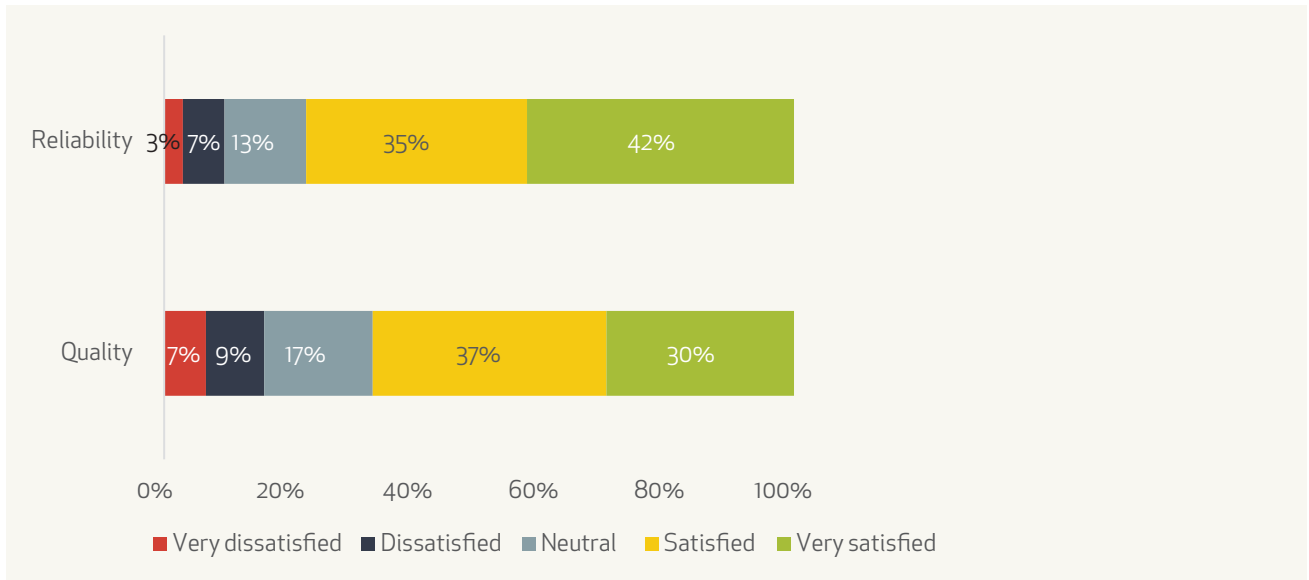
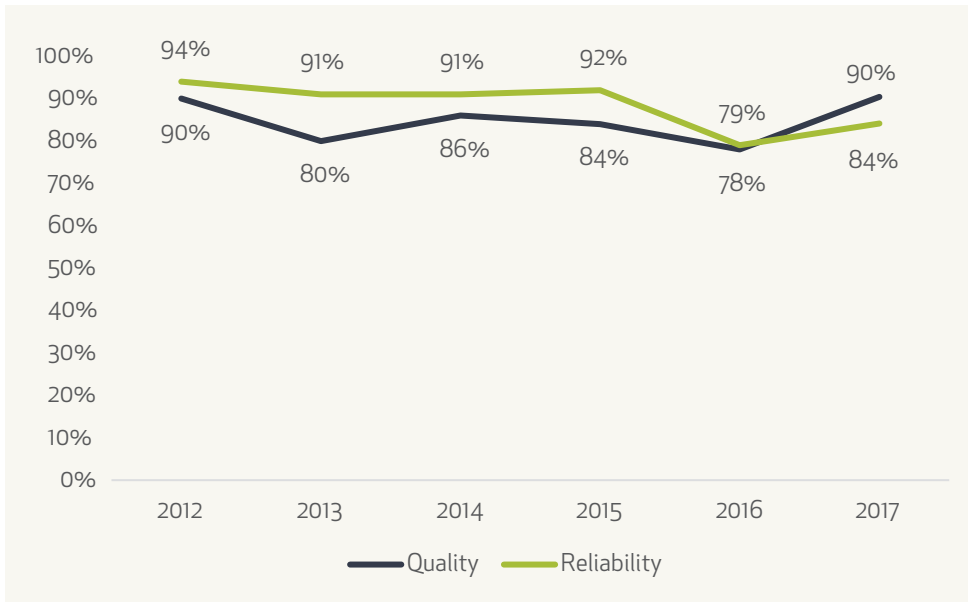


Figure 4.2 Satisfaction with Water Services - Trend Analysis



4.2 Water Restrictions

- 60% of residents stated that they did support the Council's approach of applying water restrictions to manage water use on town water supplies. Support has dropped from 66% in 2016.
- Farmers and businesses being able to use water without restriction was again the reason most often mentioned by those opposed to the Council's approach. The proportion giving this as a reason has increased from 26% in 2016 to 38% in 2017.
- Open comments about the service area also highlighted dissatisfaction with water restrictions. Respondents comments noted farmer and business usage levels being too high and poor planning and management from the Council.

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

	%	Number of respondents
Farmers/business using water without restriction	38%	46
Council should have resolved issues years ago/ planned ahead	23%	28
Water usage is part of rates/ No proposed rates reduction	14%	17
Council wastes water/ spends money on other things	12%	15
Need/ deserve to use water without restriction	11%	14
Restrictions apply even when sufficient water available	8%	10
Restrictions are only temporary solution/ Not fixing problem of new source	7%	9
Other	5%	6
Don't know	7%	8
Total responses	100%	122

4.3 Comments about Water Services

Figure 4.4 Open comments about water services

	%	Number of respondents
Quality poor/variable	24%	22
Happy with services	19%	17
Unhappy with restrictions	18%	16
Council poor planning and management	12%	11
Farmer/business usage too high	10%	9
Water services need improvement (general)	9%	8
Leaks need fixing	5%	5
Need to solve supply issues/ find new sources	5%	5
Some people use water irresponsibly/ Need to monitor usage	3%	3
Pressure low	2%	2
Other	9%	8
Total responses	100%	91

5

Local Roads and Footpaths

- 82% were satisfied with local sealed roads
- 72% were satisfied with footpaths
- 67% were satisfied with local gravel roads
 - Performance target not met (2017 target: 78% satisfied)
- Residents outside of Gore and Mataura were significantly less likely to be satisfied with local gravel roads. This may be due to higher frequency of use.
- Perceptions of sealed roads and footpaths were broadly consistent amongst residents from different areas of the district.
- Trend analysis shows an increase in satisfaction with local sealed roads compared with 2016, though levels are still lower than previous years.
- Satisfaction with gravel roads and footpaths was consistent with 2016 results.
- Open comments from residents focused on improvements to gravel roads and more maintenance and repairs.

Figure 5.1 Satisfaction with Roding Services



Figure 5.2 Satisfaction with Roading Services by Location

		Gore	Mataura	Other	Total Sample
Local sealed roads	Very dissatisfied	2%	4%	9%	4%
	Dissatisfied	11%	14%	19%	14%
	Neutral	27%	35%	27%	28%
	Satisfied	44%	37%	36%	41%
	Very satisfied	15%	10%	8%	13%
	Number of respondents	272	51	119	442
Footpaths	Very dissatisfied	7%	14%	9%	9%
	Dissatisfied	20%	16%	18%	19%
	Neutral	28%	33%	24%	28%
	Satisfied	34%	33%	35%	34%
	Very satisfied	10%	4%	14%	10%
	Number of respondents	267	51	88	406
Local gravel roads	Very dissatisfied	6%	11%	21%	11%
	Dissatisfied	15%	18%	38%	22%
	Neutral	30%	31%	21%	28%
	Satisfied	42%	40%	13%	33%
	Very satisfied	6%	0%	7%	6%
	Number of respondents	233	45	115	393

Figure 5.3 Satisfaction with Roding Services – Trend Analysis

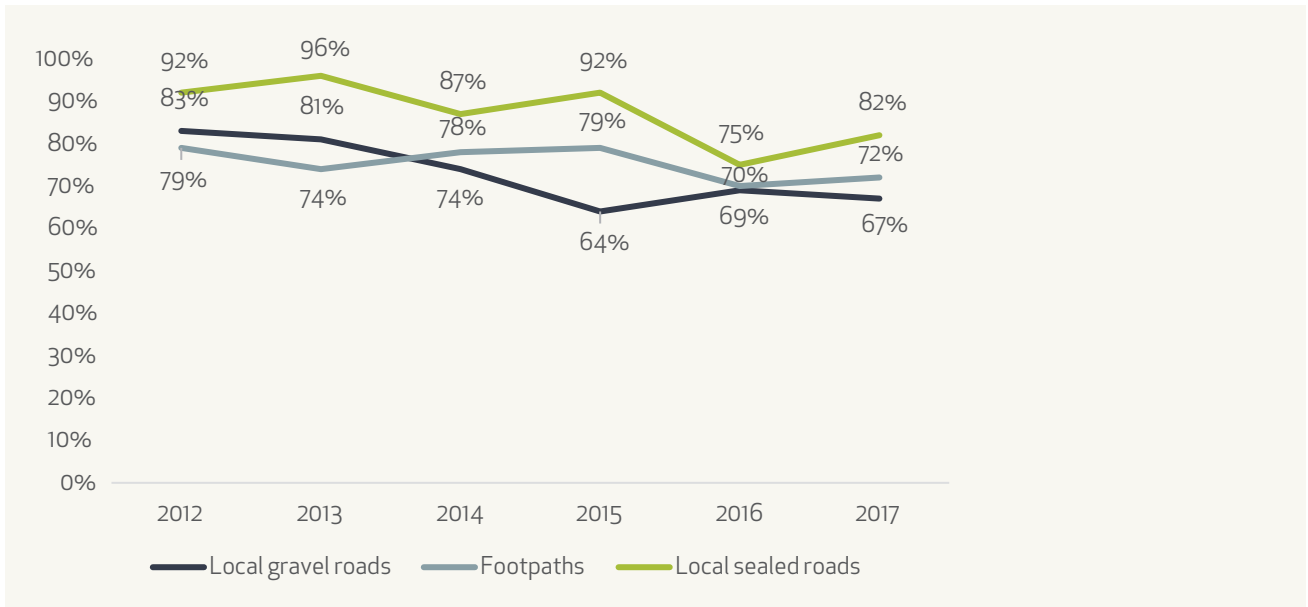


Figure 5.4 Comments about local roads and footpaths

		%	Number of respondents
Roads	Improve gravel roads (grading, more gravel)	21%	54
	Seal repairs poorly done/ Need more long term fix	11%	29
	Repair potholes	10%	27
	Poor condition	9%	24
	Better traffic management systems	3%	7
	Heavy traffic damages road	2%	5
	Wider roads	2%	6
	Cut back trees/ foliage	2%	5
	More cycle lanes	1%	2
	Too much roadwork/ taking too long	1%	2
	No response from Council when reporting issues	1%	3
	Clean gutters/ debris/ litter	0%	1
	Prioritise repairs more urgently	4%	11
	Total responses	51%	133
Footpaths	Poor condition/ Hazardous	30%	78
	More pedestrian crossings/ walkways	5%	13
	Fixes poorly done	2%	4
	Prioritise more	2%	4
	Wider footpaths	2%	6
	More lighting	1%	2
	Total responses	38%	99
Roading overall	Services need improvement/maintenance (general)	9%	24
	Happy with services	8%	21
	Other	2%	4

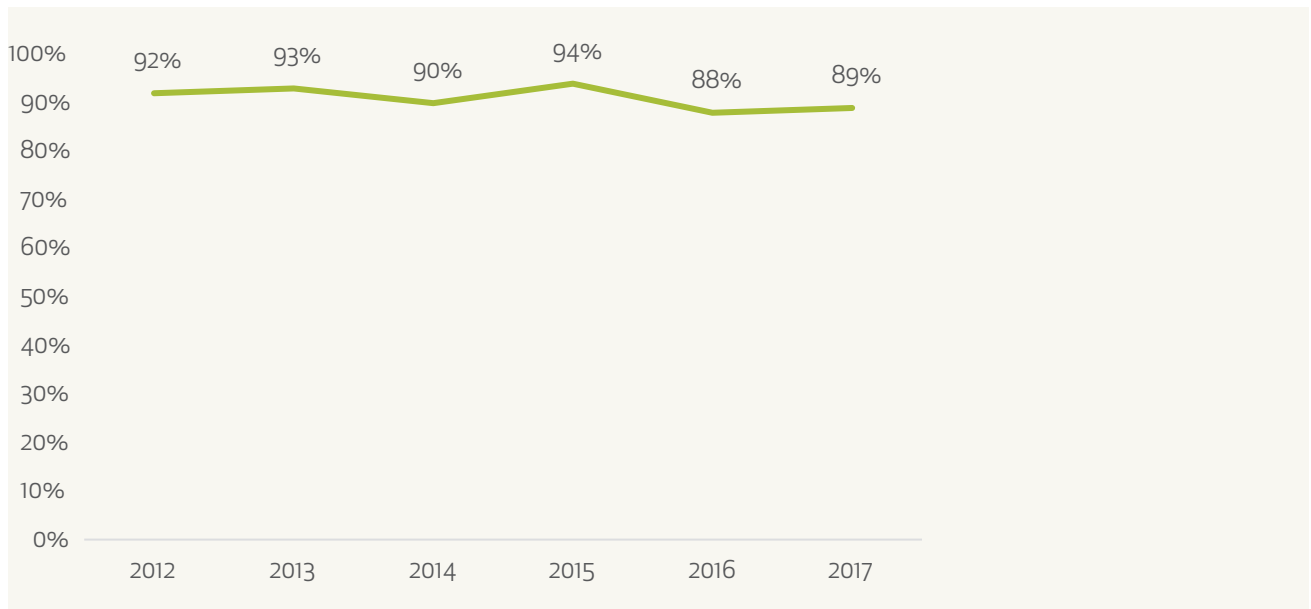
6

Waste

6.1 Gore Transfer Station

- 42% of respondents had visited Gore Transfer Station in the previous 12 months.
- 89% of these respondents were satisfied with the facility.
- Trend analysis shows consistency in the high proportion of residents satisfied with this service.

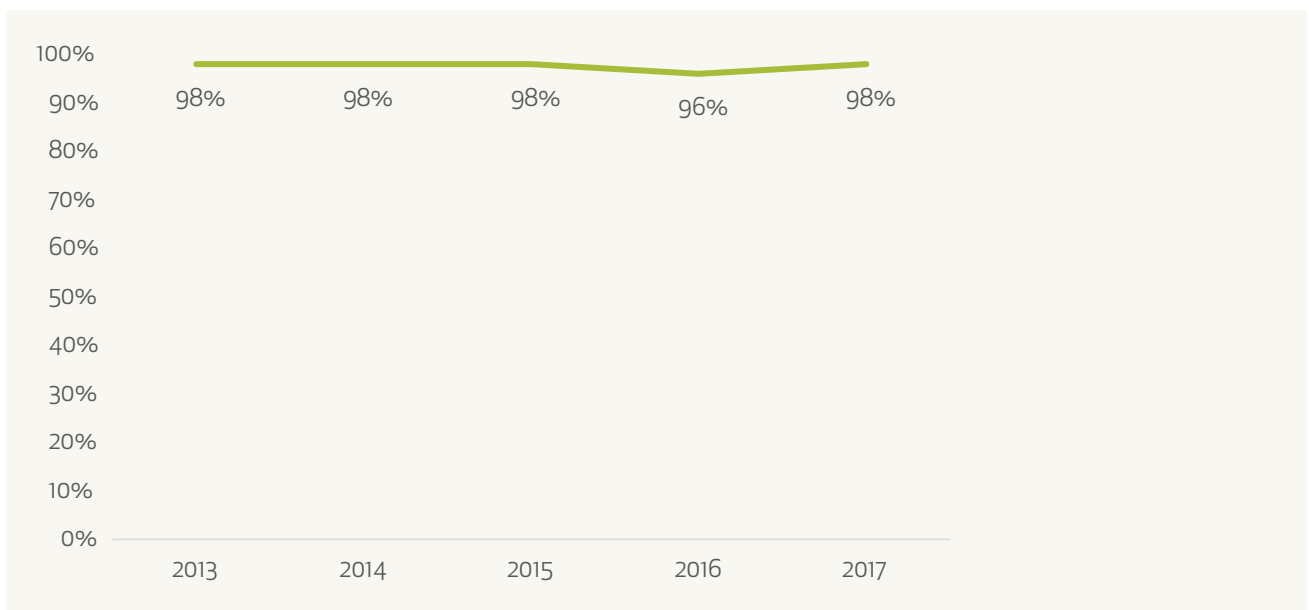
Figure 6.1 Satisfaction with Gore Transfer Station – Trend Analysis



6.2 Kerbside Recycling Service

- 65% of respondents used the kerbside recycling service
- 98% of service users were satisfied with the service
- Trend analysis shows consistency in the high proportion of residents satisfied with this aspect of waste service as well.

Figure 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 (52%) would like to see the kerbside service in rural areas (this is in line with 47% in 2016);
 - 20% stated that it was not their concern;
 - 17% did not want the service expanded; and
 - 11% did not know.
- 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. Opinions were similar in 2016.
- Open comments highlighted that some residents believe providing rural/ outskirts waste services is important. They also confirmed perceptions of high levels of service in this area.
- Concerns about increasing costs were less prevalent than in 2016.

Figure 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	Total Sample
Yes	50%	49%	60%	52%
No	12%	19%	29%	17%
Not my concern	26%	17%	8%	20%
Don't know	12%	15%	4%	11%
Number of respondents	274	53	119	446

Figure 6.4 Comments about waste services

	%	Number of respondents
Provide rural/outskirts waste services	17%	27
Happy with service	15%	24
Costs too high/Worried about cost increase	12%	19
More recycling services/ options	9%	15
Provide green/organics bin	6%	10
Increase transfer station opening hours	5%	8
Prohibitive costs encourage incorrect rubbish dumping	5%	8
Unhappy with transfer station staff/ service	5%	8
More transfer stations	4%	7
Concerned about whether recycling service actually recycles	4%	6
Provide weekly service	3%	5
Don't provide for rural as too costly	3%	4
Contractor issues	2%	3
More public rubbish bins/ clean up township	2%	3
Don't use/can't comment	2%	3
Other	13%	21
Total responses	100%	160

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 levels of use amongst residents.

Use of district parks and reserves, sportsgrounds and community halls seems to be higher amongst residents in 2017 than in 2016.

Figure 7.1 Council Facilities Visited in the Past 12 Months

	% visited in past 12 months 2016	% visited in past 12 months 2017	Number of respondents 2017
District Parks and Reserves	69%	79%	351
Sportsgrounds	59%	67%	297
James Cumming Wing or community halls	56%	63%	281
Gore Aquatic Centre	58%	61%	271
Public Toilets	45%	56%	249
Gore or Mataura Library	56%	54%	240
Cemeteries	55%	53%	238
Playgrounds	49%	50%	225
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	34%	34%	150
Gore Visitor Centre	26%	31%	137
Mataura Pool	12%	12%	54
None of these	5%	2%	9

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:

- Higher proportions in the 65+ age group had used the Visitor Centre
- Younger age groups are more likely to have visited public toilets;
- District parks and reserves, sportsgrounds, playgrounds, the Aquatic Centre and Mataura Pool 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.

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

	15-24	25-49	50-64	65+	Total sample
District Parks and Reserves	80%	87%	77%	66%	79%
Sportsgrounds	84%	79%	62%	41%	67%
James Cumming Wing or community halls	57%	65%	62%	63%	63%
Gore Aquatic Centre	80%	78%	50%	33%	61%
Public Toilets	61%	66%	53%	39%	56%
Gore or Maitauro Library	39%	57%	53%	56%	54%
Cemeteries	55%	44%	60%	62%	53%
Playgrounds	61%	64%	40%	32%	50%
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	30%	29%	36%	42%	34%
Gore Visitor Centre	18%	25%	32%	46%	31%
Maitauro Pool	9%	17%	9%	8%	12%
None of these	0%	3%	1%	3%	2%

7.2 Satisfaction with Council Facilities

Levels of satisfaction with facilities were overall high. Council facilities with the highest levels of users stating that they were very satisfied included:

- Library service;
- Gore Visitor Centre;
- Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre; and
- Gore Aquatic Centre.

Performance targets set in this area were met:

	Performance Target	Achieved	
Museum and Gallery	90%	98%	✓
Aquatic Centre	90%	97%	✓
Parks and Reserves	90%	97%	✓
James Cumming Wing or Community Halls	90%	95%	✓
Playgrounds	90%	94%	✓
Cemeteries	90%	92%	✓
Mataura Pool	90%	91%	✓

Satisfaction levels with public toilets were slightly lower than target. Within the error margins of the survey however, it would be reasonable to state that performance is in line with expectations.

	Performance Target	Achieved	
Public Toilets	90%	88%	✓

Figure 7.3 Satisfaction with Council Facilities

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Total satisfied	Number of respondents
Library service	0%	0%	3%	34%	63%	100%	240
Gore Visitor Centre	0%	1%	5%	31%	63%	99%	137
Sportsgrounds	0%	1%	6%	47%	46%	99%	297
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	0%	2%	9%	30%	59%	98%	150
District Parks and Reserves	1%	2%	5%	40%	52%	97%	351
Gore Aquatic Centre	1%	3%	6%	35%	56%	97%	271
James Cumming Wing or community halls	1%	4%	14%	44%	37%	95%	281
Playgrounds	1%	4%	9%	45%	40%	94%	225
Cemeteries	0%	7%	6%	36%	50%	92%	238
Mataura Pool	6%	4%	13%	37%	41%	91%	54
Public Toilets	1%	10%	21%	42%	25%	88%	249

7.3 Satisfaction with Council Facilities – Trend Analysis

Analysis shows broadly consistent levels of satisfaction across facilities.

Trends show a slight ongoing decline in satisfaction with playgrounds, though satisfaction levels are very high and in line with the performance of other facilities.

Figure 7.4 Satisfaction with Council Facilities Trend Analysis

	2012	2013	2014	2015	2016	2017
Library service	100%	100%	98%	100%	99%	100%
Gore Visitor Centre	98%	98%	98%	98%	96%	99%
Public Toilets	92%	83%	86%	91%	87%	88%
District Parks and Reserves	99%	99%	98%	97%	97%	97%
Sportsgrounds	99%	100%	98%	99%	100%	99%
Cemeteries	98%	99%	96%	96%	97%	92%
Playgrounds	98%	97%	95%	99%	93%	94%
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre ²	99%	99%	97%	97%	99%	98%
Gore Aquatic Centre	98%	99%	98%	99%	98%	97%
Mataura Pool	100%	96%	95%	92%	92%	91%
James Cumming Wing or community halls ³	98%	100%	96%	97%	96%	95%

7.4 Resident Feedback

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

57 residents made comments about the facilities in general. 43 of these were positive comments indicating happiness with the services in general.

Comments relating to individual facilities are provided in Appendix Three.

1. 2012-2015 surveys asked respondents about 'arts and heritage'

2. 2012-2015 surveys asked respondents about 'community centres or halls'

8

Council Planning

Knowledge of the Gore District Plan amongst residents is low; half of respondents stated that they did not know anything about it and only 8% indicated that they had a detailed knowledge of some or all of the plan.

Figure 8.1 Which of the following best describes your knowledge of the Gore District Plan

	%	Number of respondents
I have never heard of it	16%	71
I have heard of it but I don't know anything about it	34%	150
I have heard of it and know a bit about it	43%	191
I have detailed knowledge of sections of it that interest or affect me	6%	26
I have detailed knowledge of the whole District Plan	2%	8
Total respondents		446

Residents were asked their level of agreement with statements relating to Council planning. For each question a high proportion of residents (20-30%) stated that they were unsure of a response. High proportions in the 'don't know' category indicate lower levels of engagement with an area of activity.

Results are shown for those respondents that did give an answer:

- Half (52%) agreed that the Council needs to do more to assist economic development in the Gore District
- A third (37%) felt that the Council was effective at identifying residential land for development; and
- 41% agreed that the Council is effective at identifying commercial/industrial land for development

Figure 8.2 Council planning

	Total Disagree	Total Agree	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree	Number of respondents
Council needs to do more to assist economic development in the Gore District	12%	52%	6%	6%	36%	38%	13%	352
Council is effective at identifying residential land for development	21%	37%	5%	15%	42%	31%	6%	311
Council is effective at identifying commercial/industrial land for development	20%	41%	7%	13%	39%	35%	6%	316

9

Contacting the Council

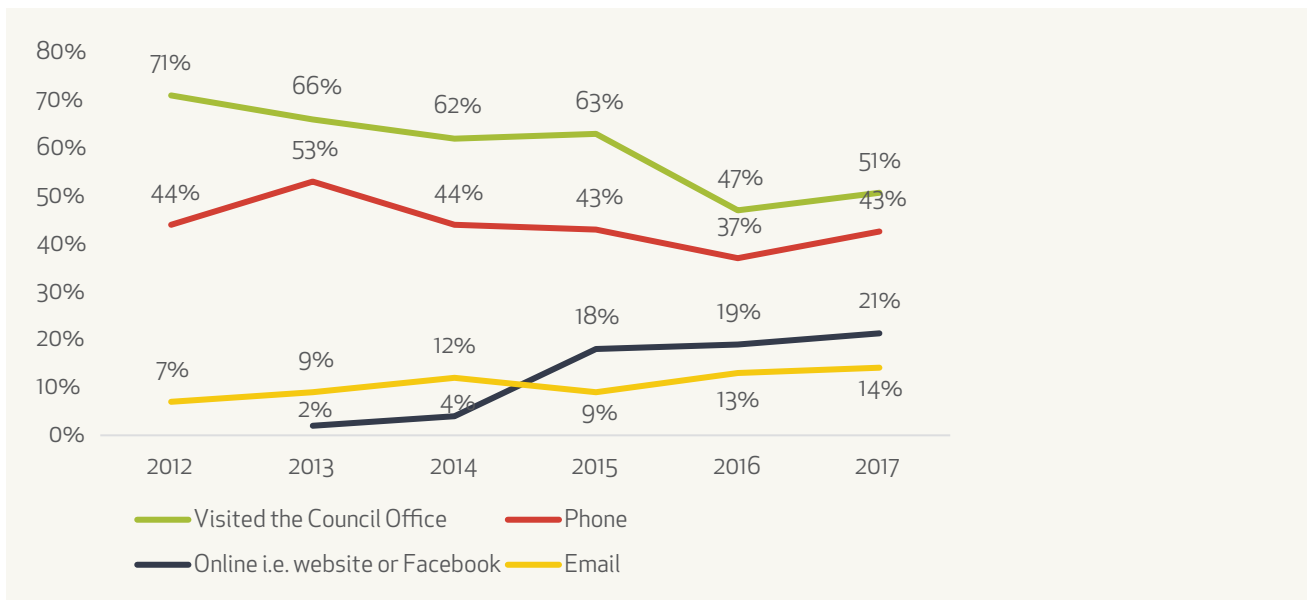
9.1 Methods of communication

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

Trend analysis shows a decline in face to face visits, though the proportion is up slightly from 2016.

Overall, contact by phone and email seems to remain consistent. Email contact is less common. Online contact (website and Facebook) is rising slightly.

Figure 9.1 Means of Contact – Trend Analysis



9.2 Satisfaction with Communication

Trend analysis shows a slight increase in satisfaction with the level of service received by phone, when compared with 2016 results. Satisfaction levels are still below 2012-2015 findings.

Levels of satisfaction across the other communication methods are consistent.

Figure 9.2 Proportion Satisfied with the Level of Service Received by Communication Method – Trend Analysis

	2012	2013	2014	2015	2016	2017
Visited the Council Office	99%	100%	98%	95%	92%	92%
Phone	95%	95%	94%	95%	84%	87%
Online i.e. website or Facebook ⁴	-	-	90%*	99%*	86%*	97%
Email	-	-	94%	95%*	88%*	90%*

*Small sample sizes, results should be treated with caution

4. Prior to 2016 the survey asked about Facebook only

10

Council Communications

10.1 Methods of Obtaining Information

Newspaper articles and advertising remain the dominant sources of information about the Council for residents.

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

Figure 10.1 Methods used to obtain information about the Council

	%	Number of respondents
Newspaper articles	67%	297
Newspaper advertising	51%	229
Council newsletter ChinWag	37%	166
Council Website	34%	153
Personal contact with Council staff	32%	141
Radio	31%	137
Council Facebook page	22%	97
Councillors	18%	80
Council Meetings	5%	21
None of these	8%	35
Total respondents		446

Figure 10.2 Newspaper/radio station preferred for Council news

	%	Number of respondents
Ensign	49%	158
Hokonui	17%	56
Southland Times	13%	41
Newslink	11%	36
CaveFM	4%	13
Coast Radio	1%	2
Otago Daily Times	0%	1
Other (please specify)	4%	14
Total respondents		321

10.2 Online Channels

A quarter of respondents (24%) stated they followed the Council's main Facebook page. This is in line with 2016 survey responses.

Of these 106 respondents, 97% were satisfied with the page (42% satisfied and 30% very satisfied)

Half of respondents (53%) 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. Frequency of visits are the same as in 2016.

Figure 10.3 Visits to the Gore District Council website over the past 12 months

	% of respondents	Number of respondents
Weekly or more	4%	20
Monthly	8%	34
A few times a year	28%	126
Once a year	13%	57
Never	47%	209
Total respondents		446

Those that had visited the website were asked to rate it. The infrequency of visits explains the high proportion of respondents (27%) that gave a neutral response.

95% of respondents stated that they were satisfied (49% satisfied and 19% very satisfied). Satisfaction levels are consistent with 2016 results.

10.3 Resident Feedback

Whilst 33% of comments stated that communication was good, 63% highlighted that improvements were needed.

	%	Number of respondents
Communication is good	33%	29
Improvements needed:	63%	55
Information dissemination improvements	16%	14
Communication is poor	15%	13
Communication could be improved	7%	6
Social media/Newspaper communication improvements	7%	6
Council doesn't listen	7%	6
Follow up on enquiries	5%	4
Website improvements	3%	3
More transparency	3%	3
Other	10%	9
Total responses		88

11

Elected Members and Organisational Performance

11.1 Representation

Three quarters of respondents (77%) were satisfied that the Council is responding to the needs of the community and to issues raised in the community

■ Performance target not met

(2017 target: 80% of residents and ratepayers satisfied with the Council's decisions and actions)

90% of respondents were satisfied that they can contact an elected member of the Council to raise an issue or problem.

Trend analysis shows consistent levels of resident satisfaction between 2016 and 2017.

Figure 11.1 Satisfaction with Representation

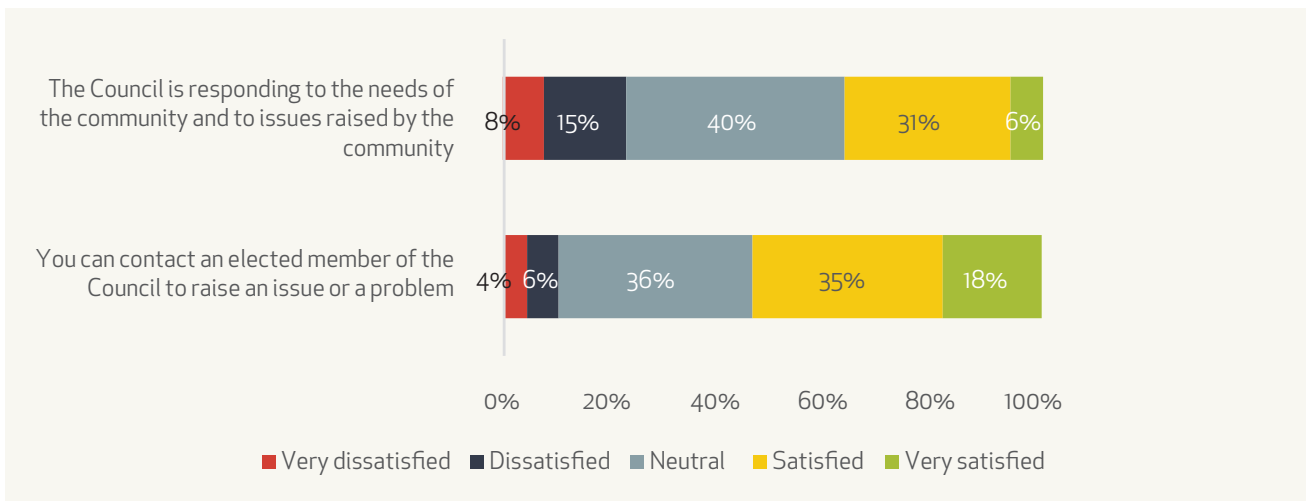


Figure 11.2 Satisfaction with Representation Trend Analysis

	2014	2015	2016	2017
The Council is responding to the needs of the community and to issues raised by the community	86%	84%	76%	77%
You can contact an elected member of the Council to raise an issue or a problem	96%	93%	93%	90%

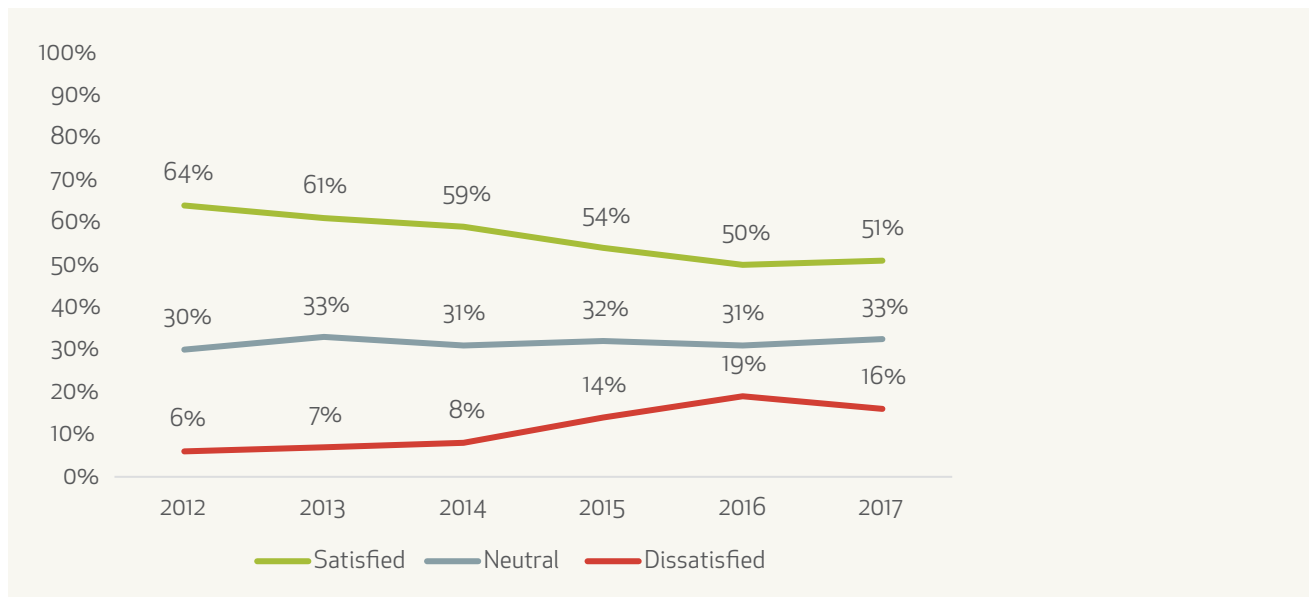
11.2 Overall Satisfaction with Performance

84% stated that they were satisfied with the performance of Gore District Council (33% neutral, 42% satisfied and 10% very satisfied).

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

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

Figure 11.3 Overall Satisfaction with Performance Trend Analysis



11.3 Priority Issues

Roading, water 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 and are consistent with the views of residents in neighbouring districts.

Figure 11.4 Services or facilities the Council should give high priority to over the next 12 months

	%	Number of respondents
Roading	39%	142
Water issues	30%	107
Footpaths	20%	72
Wastewater, stormwater	14%	51
Beautification, upgrade, maintenance, cleaning of town/area	13%	46
Parks/playgrounds	10%	36
Recreation/sports facilities/sportsgrounds	10%	35
Council Expenditure & Rates	9%	33
Recycling/waste services	6%	23
District promotion	5%	19
Public toilets	5%	18
Swimming pool	4%	15
Business support	4%	14
James Cumming Wing	4%	14
Library	3%	11
Council transparency/ communication	3%	10
Street lighting	2%	8
Parking	2%	7
Animal control	1%	5
Youth facilities/issues	1%	5
Community services/ support	1%	5
Roadside foliage maintenance	1%	4
Council staffing	1%	4
Arts/ Heritage	1%	3
Elderly facilities/issues	1%	2
Other	17%	62

11.4 Local Leadership

Half of respondents (55%) felt the Mayor and Councillors display sound and effective leadership and half (49%) agreed they have good strategies for developing prosperity and wellbeing. These findings are consistent with the previous survey results.

56% agreed Gore District Council provides enough opportunities for people to have their say. This proportion has decreased from 2016.

Figure 11.5 Perceptions of Local Leadership

	% Agree 2015	% Agree 2016	% Agree 2017	2017 Breakdown of figures					Number of respondents 2017
				Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree	
The Mayor and Councillors display sound and effective leadership	57%	54%	55%	5%	9%	30%	41%	14%	417
The Mayor and Councillors have good strategies for developing the prosperity and wellbeing of their com	53%	51%	49%	5%	9%	37%	38%	10%	411
Gore District Council provides sufficient opportunities for people to have their say	57%	60%	56%	5%	12%	27%	42%	15%	421

12

Perceptions of the Gore District

12.1 Perceptions of the Gore District

Gore residents were very positive about their district:

- 94% agreed that the Gore District is a great place to live.
 - National results from urban areas in 2016 showed 79% of residents agree their city/local area is a great place to live⁵.
- 88% agreed the Gore District is a safe place to live.
- 92% agreed the Gore District has good sporting and recreation facilities.
- 84% agreed there is a great sense of community where they live.
 - Urban results from 2016 showed only 58% of respondents feel a sense of community with others in their local neighbourhood.
 - Results have increased from 80% in 2016.
- 83% felt a sense of pride on the way their local area looks and feels.
 - Urban results from 2014 showed just 62% of respondents feel a sense of pride in the way their area looks and feels.
 - Results have increased from 77% in 2016.

12.2 Perceptions of the Gore District Trend Analysis

Looking at the results over time identifies that residents hold consistently high perceptions of the area.

Feelings of a sense of pride in the look and feel of the local area have increased from 2016 results but figures still show 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.

	2012	2013	2014	2015	2016	2017
The Gore District is a great place to live	93%	96%	93%	95%	92%	94%
The Gore District is a safe place to live	92%	88%	92%	94%	91%	88%
The Gore District has good sporting and recreation facilities and opportunities ⁶	95%	83%	90%	95%	94%	92%
There is a great sense of community where I live	84%	86%	85%	84%	80%	84%
I feel a sense of pride in the way my local area looks and feels	93%	89%	88%	87%	77%	83%

5. 2016 Quality of Life Survey, partnership between Auckland Council, Hamilton, Wellington, Porirua, Hutt, Christchurch and Dunedin City Councils and Waikato and Wellington Regional Councils: <http://www.qualityoflifeproject.govt.nz/>

6. 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.

12.3 Promoting the District

The majority of residents (83%) believed the Gore District was sufficiently promoted.

Comments about the promotion of the Gore District focused on a dislike of the GO-RE campaign.

Figure 12.2 Comments about the promotion of Gore District

	%	Number of respondents
Unhappy with GO-RE campaign	37%	55
General unhappiness with promotion	13%	20
Event/tourism/business/opportunities based promotions	12%	18
General happiness with promotion	11%	16
More public consultation/input about promotions	5%	8
No extra promotion necessary	5%	7
Happy with GO-RE campaign	5%	7
Needs more promotion/online/radio	4%	6
No/ don't know	4%	6
Better information about local facilities	3%	4
Focus on wider district/coordination	2%	3
Other	5%	7
Number of responses		150

13

Appendix One: Benchmarking

Comparisons between results recorded by Councils in similar areas are provided to add context to results. When viewing the results there are a number of factors to bear in mind that may influence recorded results:

1. Councils in this group were identified as being similar in terms of some key identifiers: split of urban/rural residential areas, significance of rural industry and broad demographic profile. The districts are very different in other areas that may impact on results.
2. Sample sizes and data collection methods differ slightly between Councils.
3. Question wording and response scales differ between Councils.
4. Response scales have been combined for comparison as follows. Green cells showing responses that make up the proportion satisfied.

1 - Extremely dissatisfied	1 - Very dissatisfied	1 - Very dissatisfied	1 - Dissatisfied
2 - Very dissatisfied	2 - Dissatisfied	2 - Dissatisfied	
3 - Quite dissatisfied			
4 - Quite satisfied	3 - Neutral		
5 - Very satisfied	4 - Satisfied	3 - Satisfied	
6 - Extremely satisfied	5 - Very satisfied	4 - Very satisfied	2 - Satisfied

The results shown here are a good indication of comparative performance between similar Councils and identify where different approaches in service areas may be worthy of further investigation to identify best practice.

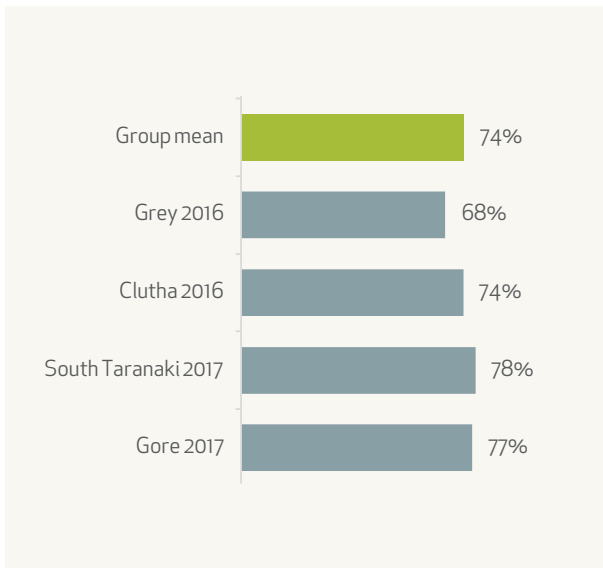
The benchmark comparisons should not be viewed as rankings.

Comparisons are shown where three or more Councils have asked a question around the same service area, facility or issue.

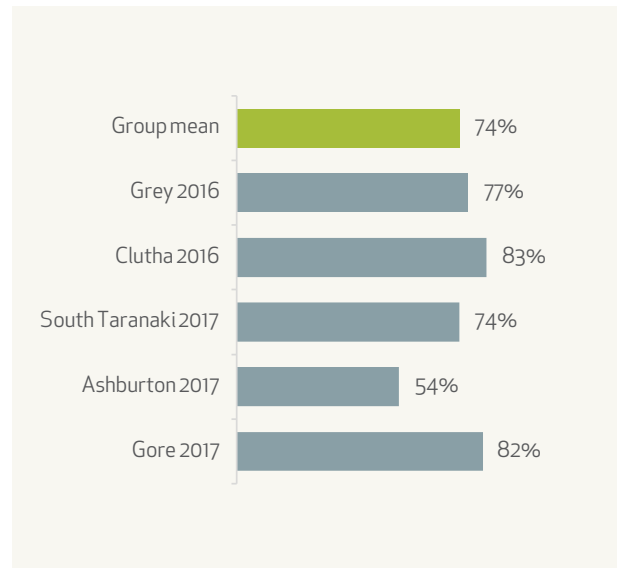
Councils included in this comparison:

- Gore: 2017 survey results, 5 point question scales, 446 respondents
- South Taranaki: 2017 survey results, 5 point question scales, 402 respondents
- Ashburton: 2017 survey results, 2 point question scales, 500 respondents
- Clutha: 2016 survey results, 4 point question scales, 313 respondents
- Grey: 2016 survey results, 6 point question scales, 350 respondents

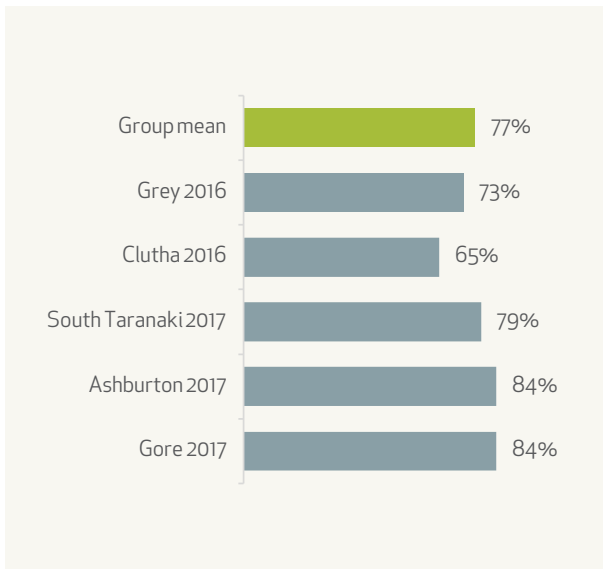
Stormwater services



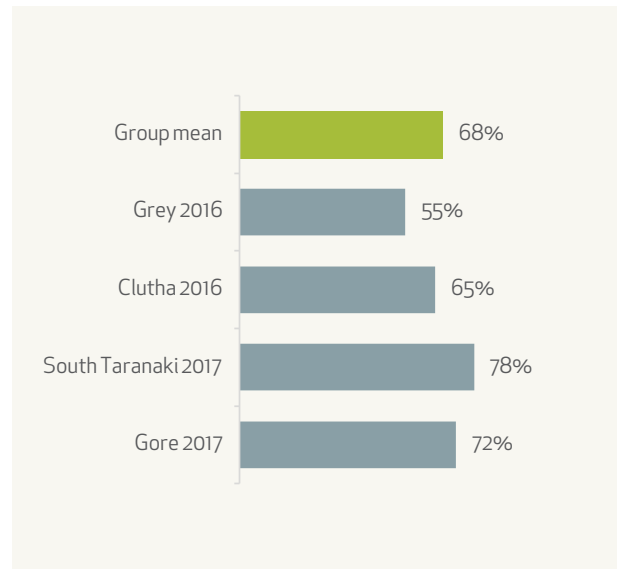
Local sealed roads



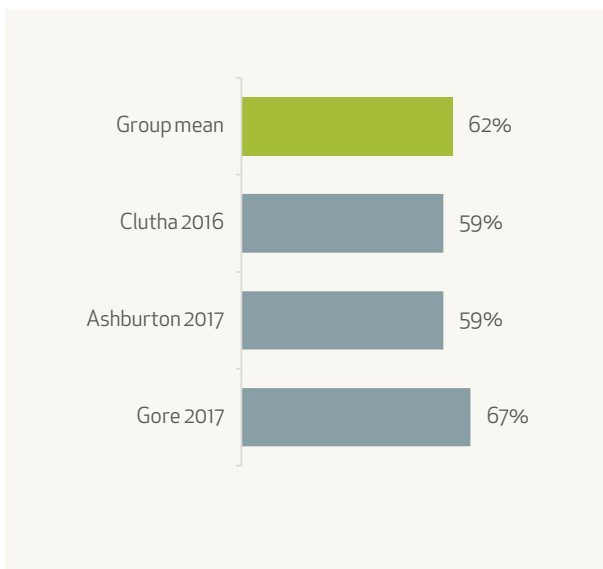
Quality of water supply



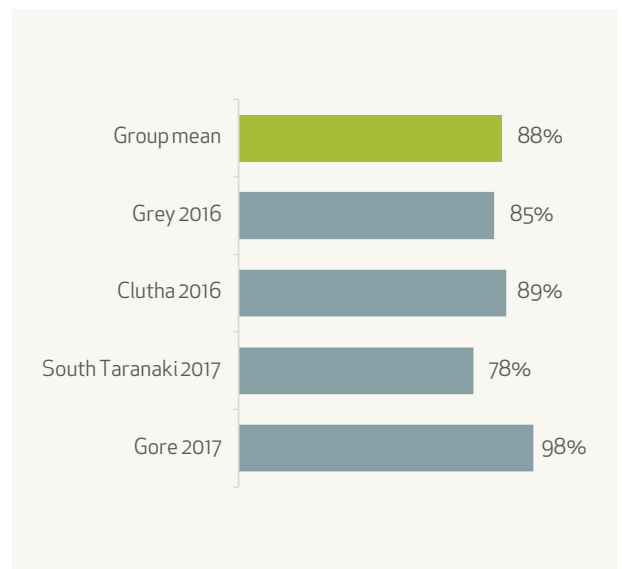
Footpaths



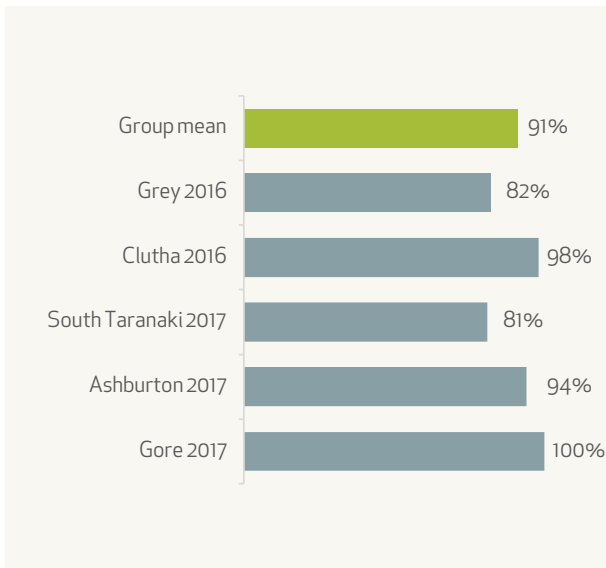
Local gravel/unsealed roads



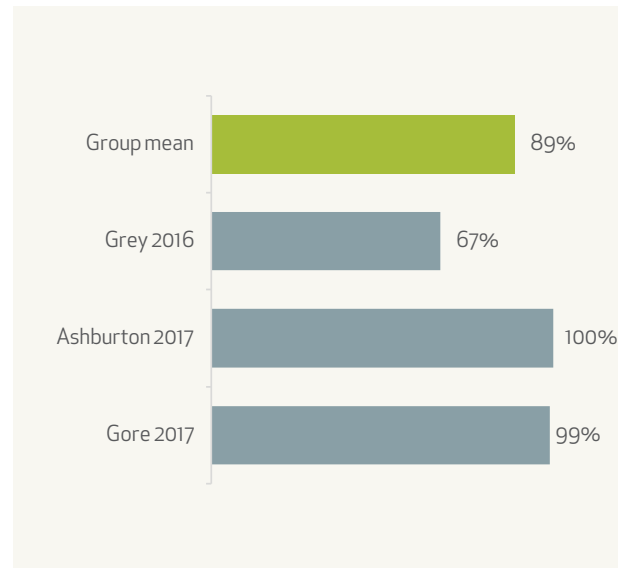
Kerbside recycling



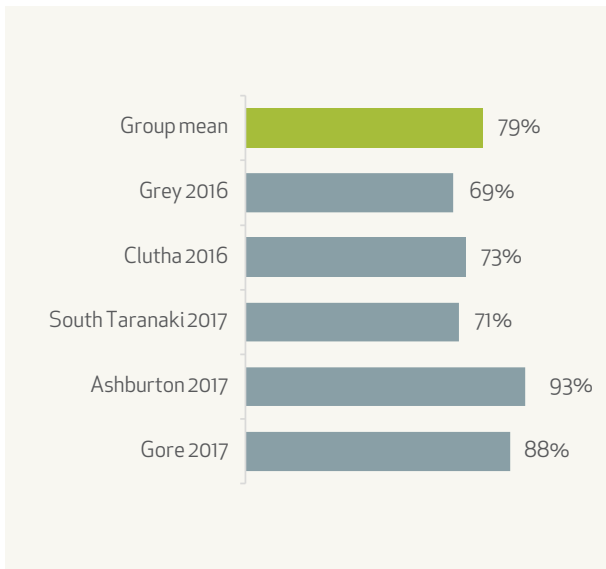
Libraries



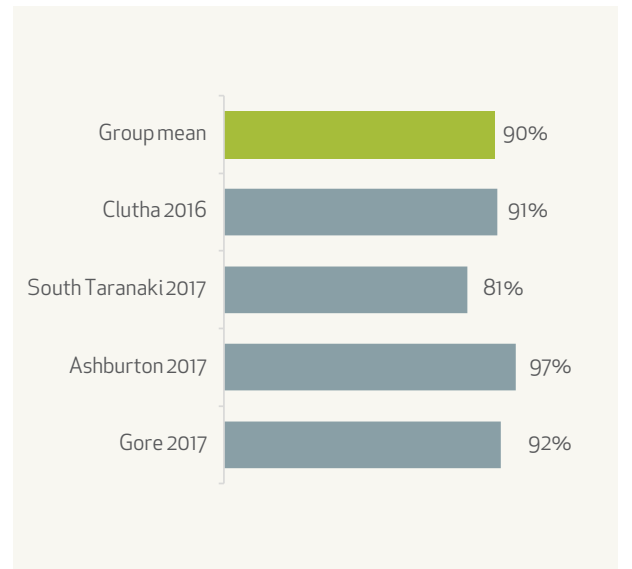
Sportsgrounds



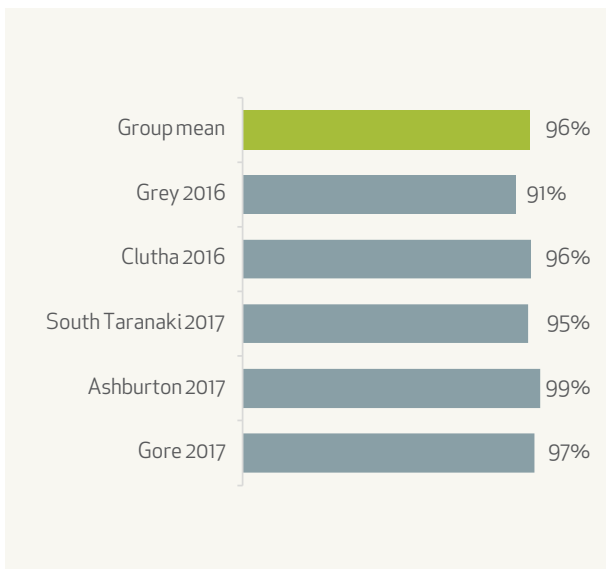
Public Toilets



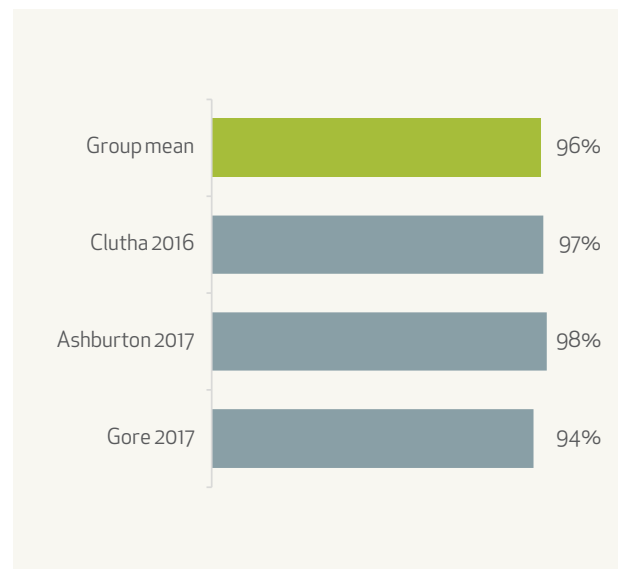
Cemeteries



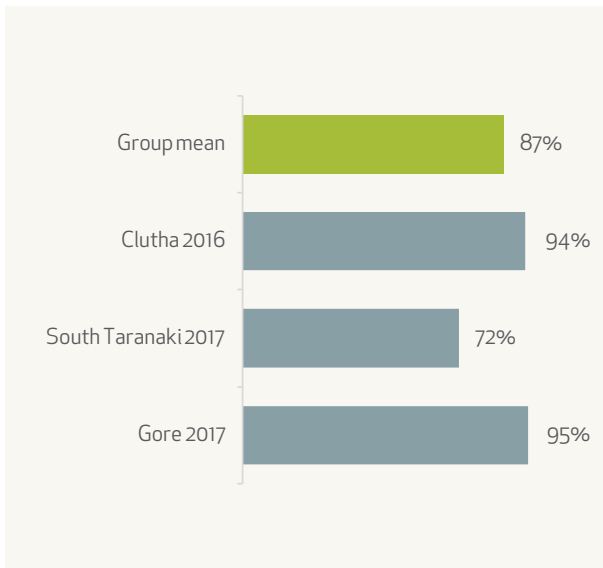
District Parks



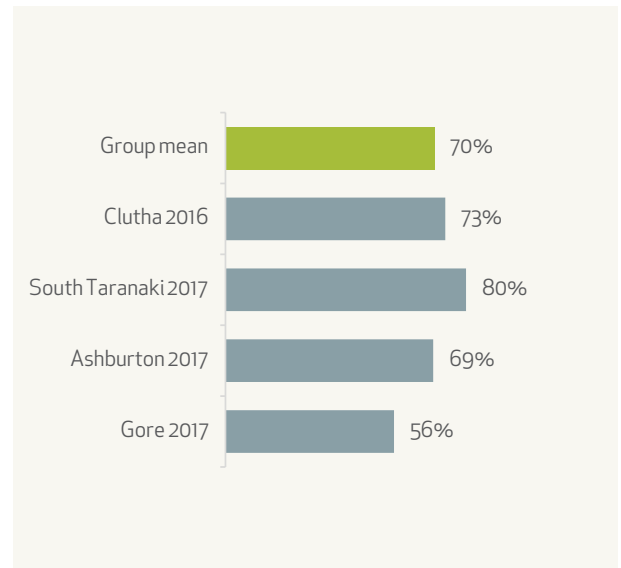
Playgrounds



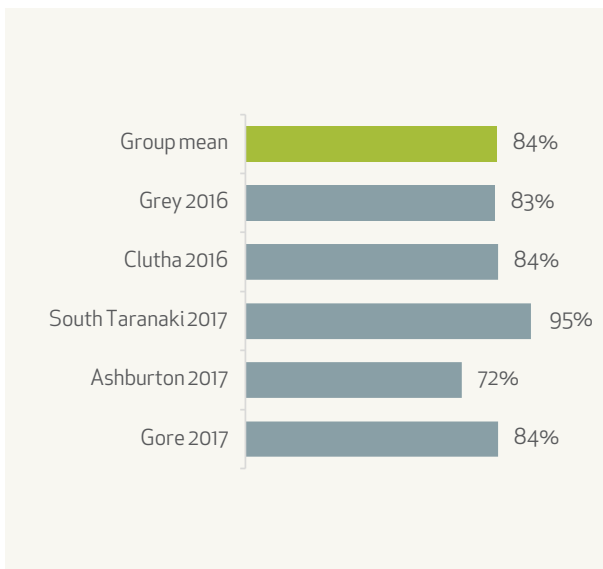
Community halls



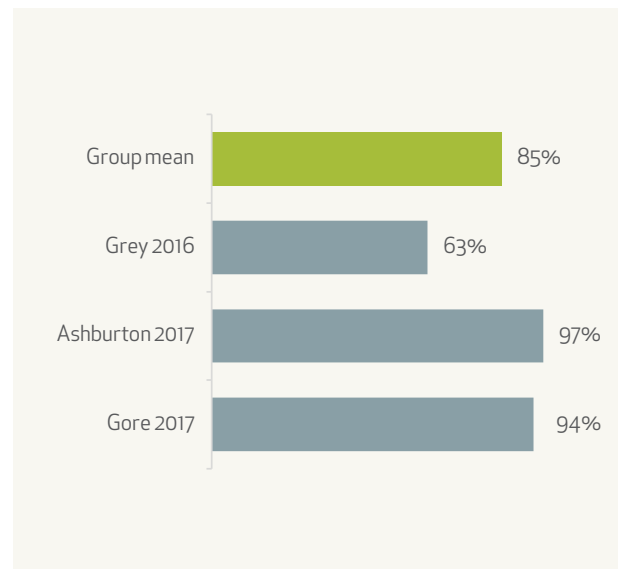
Sufficient opportunities to have their say



Performance of Council over the last 12 months



The district is a great place to live



14

Appendix Two: Sample Composition

Age

	% of Respondents	Number of Respondents
15-24	10%	44
25-49	42%	187
50-64	26%	114
65+	22%	100
I prefer not to say	0%	1
Total	100%	446

Gender

	% of Respondents	Number of Respondents
Male	44%	198
Female	56%	248
Total	100%	446

Length of Residence

	% of Respondents	Number of Respondents
Lived in Gore District longer than 12 months	99%	440
Lived in Gore District 12 months or less	1%	6
Total	100%	446

Ratepayer Status

	% of Respondents	Number of Respondents
Ratepayer	83%	369
Renter	8%	37
Both	0%	2
Don't pay rent or rates	8%	36
I prefer not to say	0%	2
Total	100%	446

District Area

	% of Respondents	Number of Respondents
Gore	61%	274
Mataura	12%	53
Waikaka	5%	24
Pukerau	3%	13
Mandeville	1%	3
Rural	18%	79
Total	100%	446

Appendix Three: Resident Feedback

Council Facilities

District Parks and Reserves

	Number of respondents
Happy with parks and reserves	15
District Gardens expensive	6
Safety concerns	3
Provide more tracks and walkways	3
Provide extra facilities	2
Need dog park solution	2
Needs more maintenance/ upgrading	2
Provide more bins	1
More funding	1
Total responses	32

Gore Aquatic Centre

	Number of respondents
Pool too cold	8
Happy with centre	7
Issues with staff/ staffing	3
Expensive	3
Provide more/bigger changing rooms	3
Provide extra facilities (eg cafe, hydroslide)	1
Unhappy with opening hours	1
Unhappy with parents on phones	1
Not enough parking	1
Other	1
Total responses	23

Public Toilets

	Number of respondents
Poorly maintained	14
Unhappy with tourist usage	4
Extend opening hours	2
Other	5
Total responses	22

Mataura Pool

	Number of respondents
Unhappy with closure	14
Understand closure	2
Total responses	14

Playgrounds

	Number of respondents
Don't close/ sell the playgrounds	5
Needs maintenance/ upgrading	3
Safety concerns	2
Concerned Kids Hub will mean other playgrounds miss out	2
Unhappy with Eccles St Playground fencing	2
Excited about Kids Hub	1
Total responses	14

James Cumming Wing

	Number of respondents
Needs maintenance/ upgrading	26
Poor acoustics	2
Total responses	28

Cemeteries

	Number of respondents
Problems with Charlton Park cemetery	6
Poorly maintained	5
Well maintained	2
Happy with cemetery service	2
Other	3
Total responses	18

Library Services

	Number of respondents
Happy with library service	7
Good staff	1
Other	2
Total responses	9

Sportsgrounds

	Number of respondents
Not enough parking	2
Improve sportsgrounds	2
Happy with sports centre	1
Other	2
Total responses	7

Museum, Gallery, Heritage Centre

	Number of respondents
Happy with Art Gallery	2
Fund with rates	1
Happy with Hokonui Museum	1
Total responses	4

General Comments

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

	% of respondents	Number of respondents
Overall good job	16%	18
Gardens/gardening	12%	13
Water	12%	13
Rates	11%	12
Council spending	11%	12
Council staff	7%	8
Playgrounds/parks/sportsgrounds	7%	8
Streets, footpaths and lighting	6%	7
Support rural areas	5%	6
General unhappiness	5%	6
Consult the community	5%	5
Roads	4%	4
Dealing with complaints/enquiries	4%	4
Cycleways/cycling areas	2%	2
Rubbish and recycling	2%	2
Other	9%	10
Total responses	100%	111



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