



# Marlborough District Council

2023-24 Resident  
Survey

| SIL Research

September 2024

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# EXECUTIVE SUMMARY

The purpose of this research was to continue assessing residents' needs and satisfaction with Marlborough District Council's services, and provide insights into service prioritisation.

For the 2024 year, the data was collected quarterly: from November 2023 (retrospectively covering the August-October quarter) to August 2024 (covering the May-July quarter). A total n=600 responses were collected for the final analysis in the 2023-24 year.

It is important to consider the context of significant circumstances within the District and at the national level when evaluating satisfaction levels and ability of the Council to meet the needs of the community in 2023-24. The 2024 year saw the Marlborough District continuing its recovery from the extreme weather events and heavy rainfalls that marked recent years, putting additional stress on local roads and infrastructure. This occurred within the wider context of an already growing cost of living crisis in New Zealand, putting financial pressure on both Marlborough District residents and Council's abilities to fund District needs. The timing of the Council's Long Term Plan consultation period and associated proposed rates increases would naturally put Council performance and spending in the minds of residents. The general election in October 2023 would further add to residents' considerations about relevant priorities and concerns at both the national and local governance levels. The Marlborough District Council operated in a challenging environment marked by these, along with other, factors; potentially impacting on community perceptions of the Council's performance this year.

The main findings in 2023-24 were as follows:

- 1 Two-thirds of respondents (68%) were satisfied with MDC's overall performance (6.3 out of 10 on average); this satisfaction was similar to 2023 (66%), but marked an increase in satisfaction from the recent low of 2022 (62%, with an average rating of 6.1), and well above the 2024 New Zealand average (54%).
  - Overall, 32 out of 47 (70%) Council services rated by Marlborough District residents achieved satisfaction of 60% or above, with 9 services (28%) achieving 80% satisfaction or higher – indicating generally positive sentiment across most service areas.
  - The top five performing services remained fairly consistent, with some minor changes in rankings: public sports grounds (90% satisfaction, 7.7 average score; previously 2<sup>nd</sup> in 2023), library (89%, 8.3; 4<sup>th</sup> in 2023), swimming pools



(89%, 7.9; 7<sup>th</sup> in 2023), cemeteries (88%, 7.7; 1<sup>st</sup> in 2023), and parks & reserves (86%, 7.6; 6<sup>th</sup> in 2023), maintaining high satisfaction levels similar to the previous year.

- The lowest ranking services in 2024 (all below 50% satisfaction) were unsealed roads (43%, 5.1 on average), RMA policy development (44%, 5.3 on average), environmental monitoring (48%, 5.5 on average), RMA monitoring compliance (48%, 5.3 on average), and sealed roads (49%, 5.4 on average).
- Comparing 2024 results to the prior year, many outcomes remained consistent; however, there were notable increases across measures (more so than decreases). Many of these improvements appeared to reflect residents' satisfaction with progress made in the aftermath of recent extreme weather events. The greatest increases were observed for housing for seniors (65% in 2024, up from 49% in 2023), storm water drainage (70%, up from 56%), Building Act consent services (55%, up from 45%), community safety (76%, up from 6%), Resource Management Act monitoring compliance (48%, up from 40%), and flood protection (65%, up from 57%).
- In contrast, the most notable declines in satisfaction were observed in relation to the Energy Efficiency Loan Scheme, managing emerging threats, environmental monitoring, opportunities for people to have their say, and drinking water.
- When considering community feedback and performance ratings in the light of their impact on overall satisfaction, and in context of developments within the District over the last year, road conditions and maintenance remain the greatest area of potential improvement within the Council. Environmental attributes related to environmental policy & monitoring, biosecurity and flood protection also presented substantial opportunities for improvement.

**2** Around one-third (35%) of respondents stated they had contact with the Council in 2024; 62% of these residents were satisfied with this contact (consistent with recent years).

- 3-in-5 (61%) of residents said they had seen or heard news or advertisements from the Council; 68% of these residents were satisfied with Council's communication (down from 74% in 2023, but similar to 67% in 2022).

Overall, 2024 results reflected a District in recovery from the challenging circumstances of recent years. Proactive and effective management of rebuilding and recovery efforts following severe weather events have contributed to residents' positive sentiment around these significant works, and in turn had some positive impact on overall satisfaction.

Nevertheless, continued emphasis on these and other matters are essential to maintain (and grow) resident confidence and satisfaction. Further focus on roading improvements and environmental monitoring and protections remains a high priority. As always, clear and frequent Council communications will help ensure residents remain informed of progress (or setbacks) and feel involved in the local democratic processes and governance developments that play an important role in their lives in the District.

# METHODOLOGY

## BACKGROUND AND OBJECTIVES

Every year, Marlborough District Council (MDC) commissions a Resident Survey as part of their community consultation. This survey has been conducted by SIL Research, an independent market research company, since 2014.

The purpose of this research was to assess residents' needs and satisfaction with MDC's services, and provide insights into service prioritisation.



## QUESTIONNAIRE AND PROJECT SPECIFICS

In 2021, the existing questionnaires and data collection methods were revised in consultation with the MDC.

For the 2023-24 survey year, data was collected from November (retrospectively covering the Aug-Oct quarter) to August (covering the Apr-Jul quarter) to align with MDC's annual reporting period of 1 July to 30 June. For ease, this report refers to the 2023-24 survey year as '2024'.

With the change to quarterly fieldwork cycles, the recall window for respondents has also been adjusted since 2021. Previously, respondents had been asked to indicate which services/facilities they had used or visited in '*the last 12 months*'. From 2021 Q1, respondents were instead asked about the services/facilities they used/visited in '*the last 3 months*'. While representing a shift from the previous method, moving forward the use of a narrower recall window should result in more accurate responses (easier to recall behaviour over the previous 3 months than a longer 12-month period), while providing more sensitive measures of seasonal variations across quarterly cycles.

The questionnaire was tested prior to full scale data collection to ensure the survey was fit for purpose.

Every quarter, SIL used a multi-layered sampling technique to ensure a proportional spread of respondents from Marlborough District, by age and gender distribution.

## DATA COLLECTION

In each quarter, multiple data collection methods were utilised to ensure residents were well-represented. The mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within the District;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to District residents;
- (3) Postal survey. Survey forms were sent to randomly selected Marlborough District households.

A total of n=150 surveys were used in the final analysis each quarter, providing n=600 for the 2024 year.

## DATA ANALYSIS

Surveys were conducted proportional to the population in each of Marlborough District's sub-regional geographical areas.

Table 1 Responses by ward

	Number of responses	Population %
Havelock	18 (3%)	1%
Awatere	29 (5%)	3%
Western Wairau	24 (4%)	4%
Renwick	26 (4%)	5%
Marlborough Sounds	49 (8%)	7%
Picton	98 (16%)	10%
Blenheim vicinity	60 (10%)	13%
Blenheim	296 (49%)	57%

Responses were also statistically weighted to reflect the gender and age group proportions in the District as determined by the Statistics New Zealand 2018 Census.

SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Marlborough District.

The main resident groups analysed in this report were: area (including aggregated Blenheim vs. non-Blenheim), age, gender, home ownership and tenure. During the analysis stage of this report, Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05 (corresponding to a confidence level of 95%). Where differences were outside this threshold (less

than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to MDC.

Overall results are reported with a margin of error at a 95% confidence level. The margin of error varies based on the number of responses for each service area and depends on general awareness/knowledge about this service. Higher proportions of 'Don't know'/'Don't receive this service' responses reduce the effective sample sizes and result in a larger margin of error.

Table 1 Margins of error

Responses n=	Reported percentages	
	50%	80% or 20%
600	±4	±3
400	±5	±4
300	±6	±5
200	±7	±6
100	±10	±8

The maximum likely error margin occurs when a reported percentage is close to 50%.

## NOTES ON REPORTING

Where applicable, the 2024 results were compared to previous years' data. This comparative data is indicative only; methods by which the data was collected may differ across years.

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results not rounded values.

Overall satisfaction percentages presented in this report are aggregated 6-10 responses on a 1-10 scale. Satisfaction percentages will differ from mean scores (average ratings). Satisfaction percentages are calculated on positive ratings only, whereas mean scores provide an average of all ratings provided across the whole scale.

R<sup>2</sup> is a measure based on regression analysis of results over time. It was applied to the historical and current aggregated satisfaction ratings. In summary, the closer the R<sup>2</sup> value is to 100%, the more likely there is a trend towards an increase or decrease in performance ratings over time.

## WHO TOOK PART IN THE SURVEY

Table 2 Responses by age

	Frequency	Percent
18-39	172	28.7
40-64	259	43.2
65+	169	28.2
Total	600	100.0

Table 3 Responses by gender

	Frequency	Percent
Female	334	55.7
Male	264	44.0
Other	2	0.3
Total	600	100.0

Table 4 Responses by tenure (aggregated)

	Frequency	Percent
Under 10 years	150	25.1
More than 10 years	439	73.1
No answer	11	1.8
Total	600	100.0

Table 5 Responses by home ownership

	Frequency	Percent
Owned	491	81.8
Rented	69	11.4
Other	40	6.7
Total	600	100.0

Note: final dataset was statistically weighted to increase accuracy of the reported results.

## BENCHMARKING

SIL Research conducts a representative National survey of Councils\* to establish a series of benchmarks across a range of Council services. This allows MDC to compare their survey results against a National average (NZB).

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected during 2024. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

Benchmarking results are reported at 95% confidence level +/- 4-5%.

\*Excludes Auckland, Wellington, Christchurch and Dunedin.

## ENVIRONMENTAL FACTORS

When interpreting the results, it is important to note that factors such as the timing of unusual or one-off events often affect residents' ratings, particularly if these events occur close to the survey fieldwork period.

Key Q1 factors (August - October 2023):

1. After opening the new library and art gallery (Te Kahu o Waipuna) earlier this year, the Council updated their bus routes in Blenheim, adding a bus stop next to the new building.
2. In September 2023, the Council announced the Government's Fresh Water Farm Plan Regulations would take effect from 2024. These regulations will apply to all Marlborough farms of five hectares or more in horticultural use (including viticulture) or 20 hectares of mixed, arable, or pastoral use, necessitating a freshwater farm plan.



3. Also in September, Wynen Street in the Blenheim CBD was reopened, marking the completion of another step in the Blenheim Town Centre Revitalisation Strategy. This upgrade was to seamlessly connect The Quays and Te Kahu o Waipuna with the CBD, as well as to complete landscaping, and widen the street.
4. The 2023 New Zealand general election took place on October 14 2023, with advance voting beginning at the start of October. Nationwide political campaigns were conducted throughout the country before the election. General elections can have a significant impact on people's perceptions of local council services, shaping residents' views regarding the quality and effectiveness of the services provided by their local councils.
5. In 2023, the media confirmed that due to staff shortage, Council's waste contractor had processed collected recycling in Marlborough to the landfill. This concern has been picked up by the community members. However, according to the contractor, all positions have been filled since September, and there were systems in place to avoid recycling going to landfill in the future.

time, warning signs were in place at the Omaka River due to proliferation of toxic algae.

Key Q2 factors (November 2023 – January 2024):

6. In November 2023, the Council announced they were set to take on more responsibility for indigenous biodiversity following the implementation of the National Policy Statement for Indigenous Biodiversity 2023 (NPS-IB), which came into force in August. The NPS-IB places significant responsibilities on Council, in partnership with tangata whenua, to protect, maintain and restore indigenous biodiversity. Part of this will involve starting a regional biodiversity strategy within three years and completing it within 10 years.
7. In December 2023, the Council reopened Marlborough Museum, with updated displays, modernised systems and new exhibition.
8. In January 2024, due to lack of rainfall and high demand, Picton and Waikawa residents were advised of tighter water restrictions. At the same

Key Q3 factors (February – April 2024):

9. In March 2024, the Council announced the appointment of their new chief executive, effective from August 2024.
10. In April 2024, the Council announced its participation in the Food and Beverage Carton Recycling Scheme. A new service starting in July will allow carton containers to be accepted at the Hazardous Waste Centre in Blenheim or Envirohub in Picton.
11. In April-May 2024, the Council engaged in public consultation on its Long-Term Plan. This involved seeking feedback on funding for roading, water infrastructure, flood protection, community facilities, parking charges, art, culture, heritage, and fees and charges. With the Long-Term Plan, the Council announced the proposed rates increase of 12.95%.

Key Q4 factors (May – July 2024):


12. In May 2024, the long-term decline in Wairau aquifer levels continued despite recent rain replenishing river flows and soil moisture and easing water restrictions across Marlborough. The Gravel Bed Rivers (GBR) National Research Project aimed to gain a better understanding of how braided rivers such as the Wairau interact with groundwater, to inform Wairau River management solutions that could be introduced to arrest the decline in aquifer levels. The study was due for completion in October.
13. In early May 2024, eighty Spring Creek locals turned out to hear from the Council's Rivers and Drainage Engineering Manager, who outlined his team's plans to increase flood protection in the Spring Creek area.
14. In June 2024, more than 100 submitters presented to Council during four days of hearings for the draft 2024-34 Long Term Plan (LTP). Council received 365 submissions on the LTP with 167 focused on Marlborough Sounds roads. Councillors completed three days of general LTP hearings and one day for the Sounds roading recovery. Decisions from the consultation were due to be ratified by full Council on 27 June.

15. From 1 July 2024, the Council's new wheelie bin collection service commenced, replacing the previous black bags. Nearly 33,000 wheelie bins were delivered to Marlborough households as part of the new expanded kerbside service; including red top bins for waste and yellow-top bins for recycling. The new wheelie bin service provides improved capacity and efficiency, saving 750,000 bags going to landfill every year.
16. In July 2024, Te Kahu o Waipuna - Marlborough's new library and art gallery - celebrated its first year opening anniversary. Recorded visitor numbers for the year from May 2023 to May 2024 were nearly 400,000, double the numbers who visited the old library the previous year. As well, nearly 5,000 new members have joined the library. Purpose-built spaces have enabled Marlborough Art Gallery to present and care for the region's art collection at optimum levels.
17. In July 2024, Council decided that Blenheim's water supply would be chlorinated to ensure it meets national regulator Taumata Arowai's standards. Council's Planning and Development Engineer told July's Assets and Services Committee meeting that chlorination would initially be done on a temporary basis at the Central Water Treatment Plant (CWTP) until a permanent dosing plant is built.

18. In late-July 2024, consultation was opened on the Wither Hills draft management plan, with the aim of balancing soil conservation and native plantings with recreational use and farming. The plan sets out a strategic direction for community comment. Key issues include providing recreational opportunities for a wide range of participants and activities, restoring native habitat, controlling pests, managing fire risk and protecting the landscape and cultural heritage of the area, with farming also an important management tool. The consultation was due to close on 9 August 2024.
19. In late-July 2024, the Marlborough Regional Land Transport Plan 2024-2034 was approved by Marlborough's Regional Transport Committee

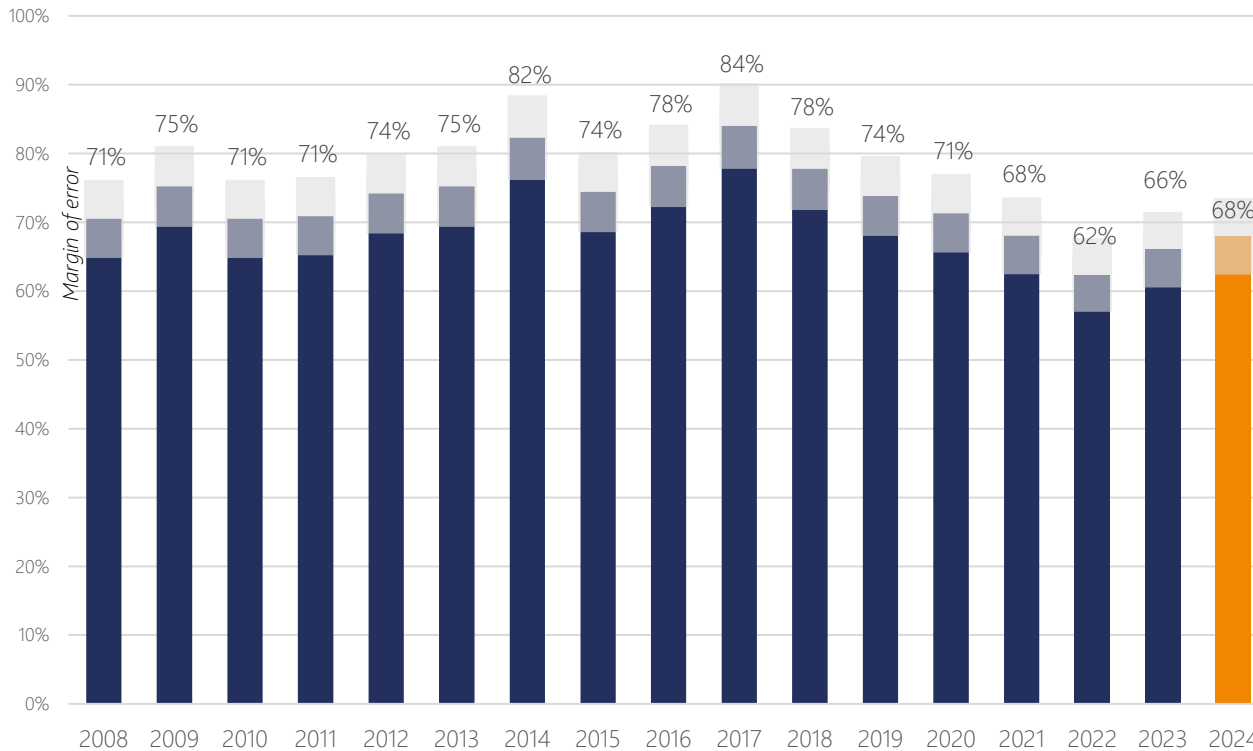
(RTC) and ratified by Council. The RLTP underpins Marlborough's transport planning and confirms the region's investment priorities for both state highways and local roads. It is required under the Land Transport Management Act and is prepared by Marlborough Roads with NZ Transport Agency (NZTA) input. Major Marlborough Sounds road repairs, increased road maintenance and improving freight efficiencies were Council's key focus in the plan.

# SATISFACTION AT A GLANCE

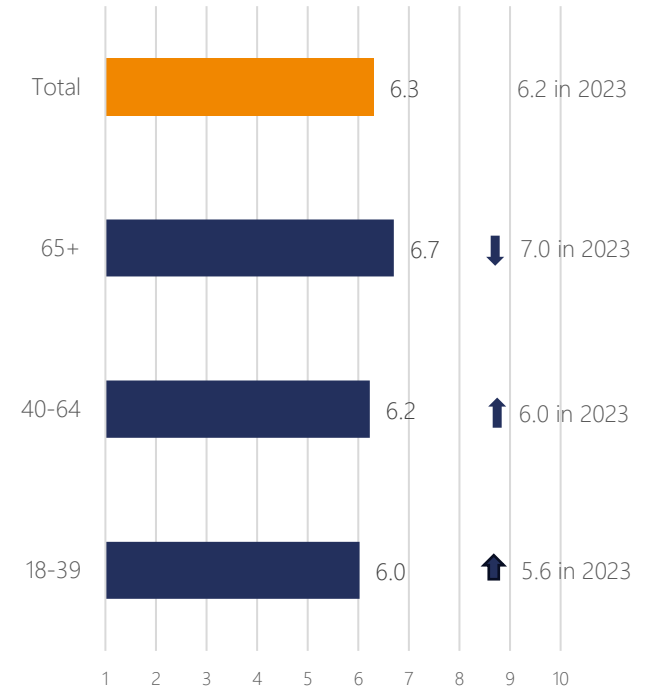
							
Sports grounds	Public libraries	Swimming pools	Cemeteries	Parks & reserves	Civil Defence	Sewerage	Paths & tracks
MDC 2024: 90% / 7.7	MDC 2024: 89% / 8.3	MDC 2024: 89% / 7.9	MDC 2024: 88% / 7.7	MDC 2024: 86% / 7.6	MDC 2024: 85% / 7.4	MDC 2024: 82% / 7.4	MDC 2024: 82% / 7.3
MDC 2023: 86% / 7.5	MDC 2023: 85% / 7.7	MDC 2023: 84% / 7.6	MDC 2023: 87% / 7.6	MDC 2023: 85% / 7.6	MDC 2023: 85% / 7.5	MDC 2023: 83% / 7.3	MDC 2023: 80% / 7.2
NZB 2024: 82% / 7.4	NZB 2024: 83% / 7.8	NZB 2024: 67% / 6.5	NZB 2024: 74% / 7.1	NZB 2024: 81% / 7.4	NZB 2024: 70% / 6.7	NZB 2024: 78% / 7.3	NZB 2024: 63% / 6.1
							
Drinking water	Street lighting	Public toilets	Community halls	Harbours	Community safety	Animal control	Health & Foods Act
MDC 2024: 81% / 7.5	MDC 2024: 79% / 7.1	MDC 2024: 79% / 7.1	MDC 2024: 78% / 6.9	MDC 2024: 77% / 7.0	MDC 2024: 76% / 6.8	MDC 2024: 75% / 7.0	MDC 2024: 74% / 6.7
MDC 2023: 85% / 7.6	MDC 2023: 71% / 6.6	MDC 2023: 73% / 6.8	MDC 2023: 71% / 6.6	MDC 2023: 79% / 6.9	MDC 2023: 66% / 6.3	MDC 2023: 76% / 6.7	MDC 2023: 73% / 6.6
NZB 2024: 71% / 6.9	NZB 2024: 72% / 6.9	NZB 2024: 62% / 6.2	NZB 2024: n/a	NZB 2024: n/a	NZB 2024: 60% / 5.9	NZB 2024: 66% / 6.5	NZB 2024: n/a
							
Tourism	Waste management*	Sale & Supply of Alcohol Act	Storm water	Communication	Culture & heritage	Irrigation of the Southern Valleys	Car parking
MDC 2024: 74% / 6.6	MDC 2024: 72% / 6.8	MDC 2024: 70% / 6.5	MDC 2024: 70% / 6.5	MDC 2024: 68% / 6.4	MDC 2024: 67% / 6.3	MDC 2024: 67% / 6.3	MDC 2024: 66% / 6.4
MDC 2023: 66% / 6.3	MDC 2023: 68% / 6.4	MDC 2023: 68% / 6.4	MDC 2023: 56% / 5.7	MDC 2023: 74% / 6.5	MDC 2023: 68% / 6.3	MDC 2023: 63% / 6.2	MDC 2023: 63% / 6.1
NZB 2024: 71% / 6.6 <sup>^</sup>	NZB 2024: 67% / 6.5	NZB 2024: n/a	NZB 2024: 63% / 6.2	NZB 2024: 44% / 4.9	NZB 2024: n/a	NZB 2024: n/a	NZB 2024: 57% / 5.8
							
Flood protection	Housing for seniors	Community support*	Footpaths	Resource consent management*	Biosecurity*	Roads*	Democratic process
MDC 2024: 62% / 6.2	MDC 2024: 65% / 6.2	MDC 2024: 61% / 6.1	MDC 2024: 60% / 5.8	MDC 2024: 60% / 5.8	MDC 2024: 58% / 6.0	MDC 2024: 58% / 5.9	MDC 2024: 57% / 5.8
MDC 2023: 57% / 5.7	MDC 2023: 49% / 5.4	MDC 2023: 63% / 6.1	MDC 2023: 58% / 5.7	MDC 2023: 42% / 5.2	MDC 2023: 62% / 6.1	MDC 2023: 40% / 4.8	MDC 2023: 61% / 5.9
NZB 2024: n/a	NZB 2024: n/a	NZB 2024: n/a	NZB 2024: 61% / 6.3	NZB 2024: 43% / 5.2**	NZB 2024: n/a	NZB 2024: 43% / 4.9	NZB 2024: n/a
				 Very good performance (≥80%)  Good performance (60%-79%)  Services for improvement (50%-59%)  Great improvement potential (≤49%)			
Building Act	Economic development	Environmental policy & monitoring*	Overall satisfaction				
MDC 2024: 55% / 5.7	MDC 2024: 51% / 5.6	MDC 2024: 46% / 5.4	MDC 2024: 68% / 6.3				
MDC 2023: 45% / 5.2	MDC 2023: 53% / 5.5	MDC 2023: 49% / 5.5	MDC 2023: 66% / 6.2				
NZB 2024: 43% / 5.2**	NZB 2024: n/a	NZB 2024: n/a	NZB 2024: 54% / 5.4	*Aggregated average ratings ** NZB measured 'consents management' satisfaction ^ NZB measured 'enabling and promoting events'			

# MAIN FINDINGS

Overall performance of Marlborough District Council in the last 12 months



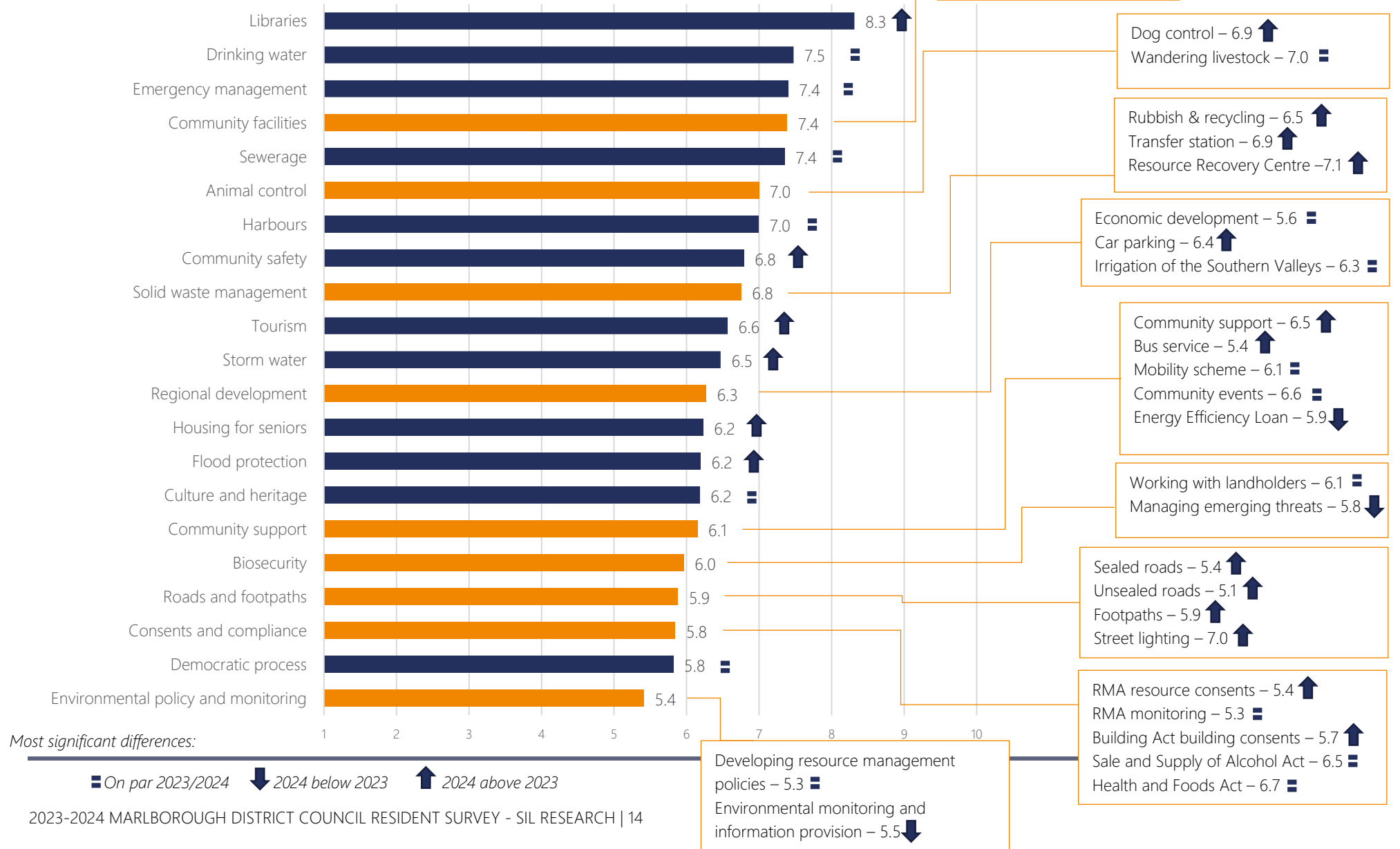
Average satisfaction score by age



- In 2024, two-thirds of respondents (68%) were satisfied with MDC's overall performance (6.3 on average).
- Despite notable variations over time, there has been no significant linear trend over time.
- 2024 did see a continued increase from the low of 2022 (62%, with an average rating of 6.1), and returned to 2021 levels.
- Satisfaction with Council's performance varied by age; older respondents (aged 65+) remained more likely to be satisfied (6.7) than younger respondents aged between 18-39 (6.0). However, compared to 2023, satisfaction was lower for those aged 65+ (7.0 in 2023) and increased for 18-39 year olds in particular (5.6 in 2023).
- Blenheim residents (6.6 vs. 6.5 in 2023), on average, were more satisfied compared to those in other areas (6.0 vs. 5.7 in 2023).
- Longer term residents (over 10 years in the region) were generally more satisfied (6.5) than more recent residents.

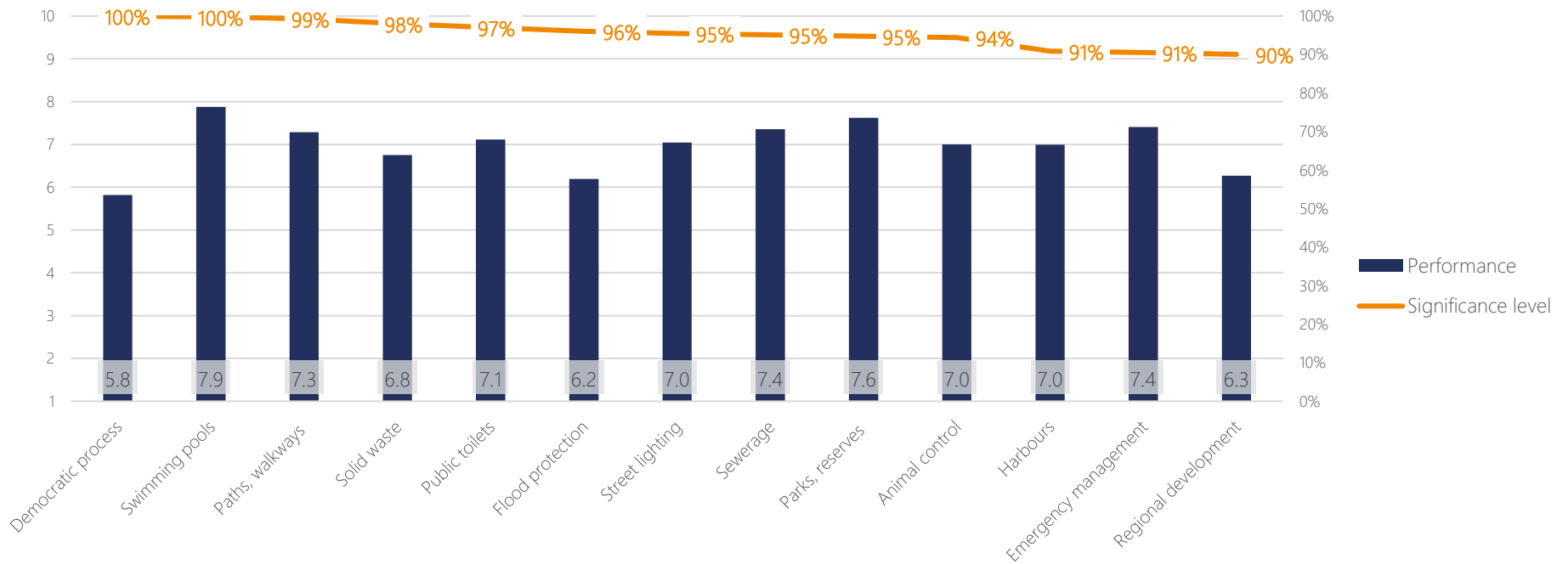
# OVERALL RATINGS OF SERVICES

Average satisfaction scores



# PRIORITY ASSESSMENT

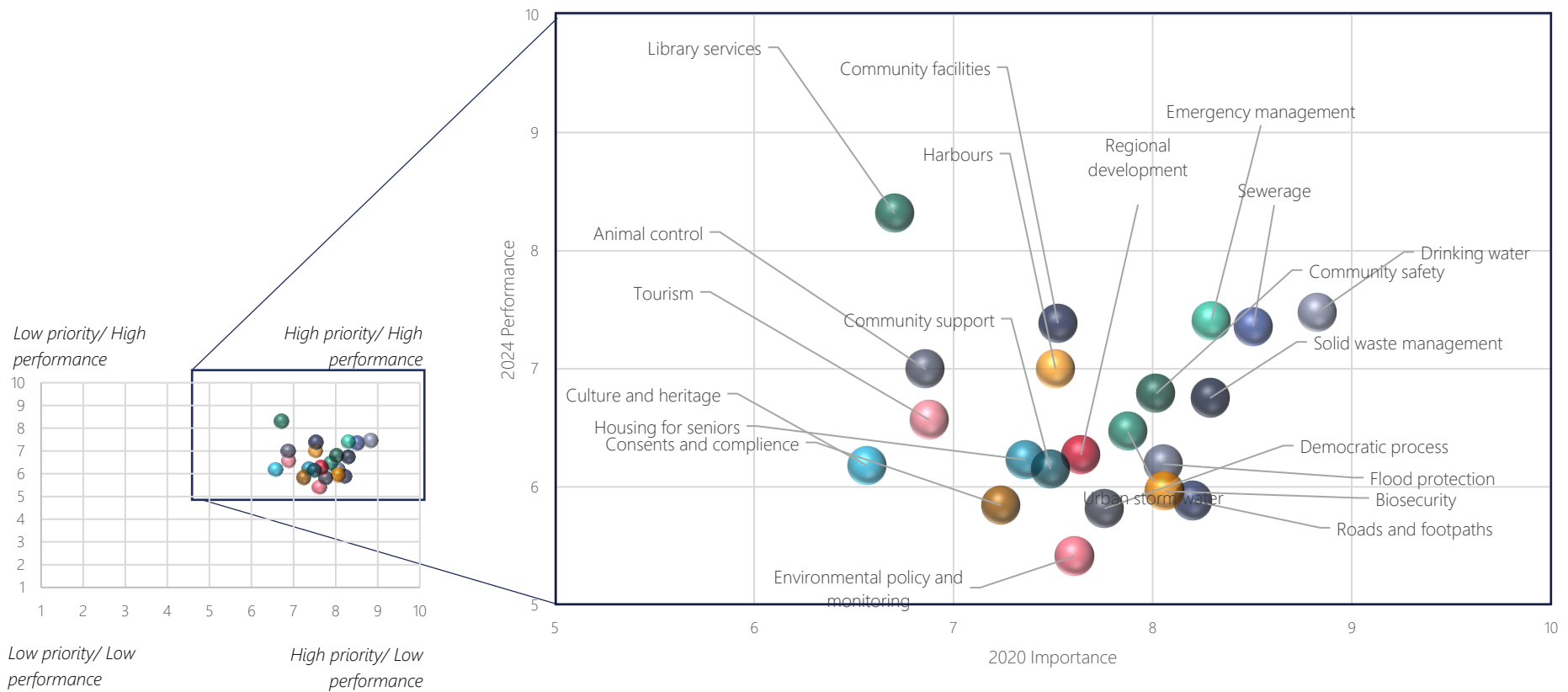
The chart below presents the results of a regression analysis used to determine which services influence MDC's overall performance rating. Only significant deliverables are shown, ranked in order of the level of statistical significance.



- All service areas collectively had an impact on overall satisfaction, demonstrating the variety and range of important factors that residents take into consideration when assessing their satisfaction with the Council; 13 of these areas had a significant (strongest) impact.
- Comparing these factors to performance scores provided, the **Democratic process** (specifically providing sufficient **opportunities for people to have their say**), **Solid waste management**, **Flood protection** and **Regional development** represented the greatest improvement potential. These deliverables showed a strong significant influence on the overall performance rating, however received lower average satisfaction scores.

# PERCEPTUAL MAPPING

In 2020, residents were asked to rate the priority of the services they receive. Assuming typical consistency in perceived service importance, these ratings were compared to perceived service performance in 2024. To present performance and prioritisation data in a meaningful and visual format, a perceptual map was used to illustrate the interplay of these two datasets.

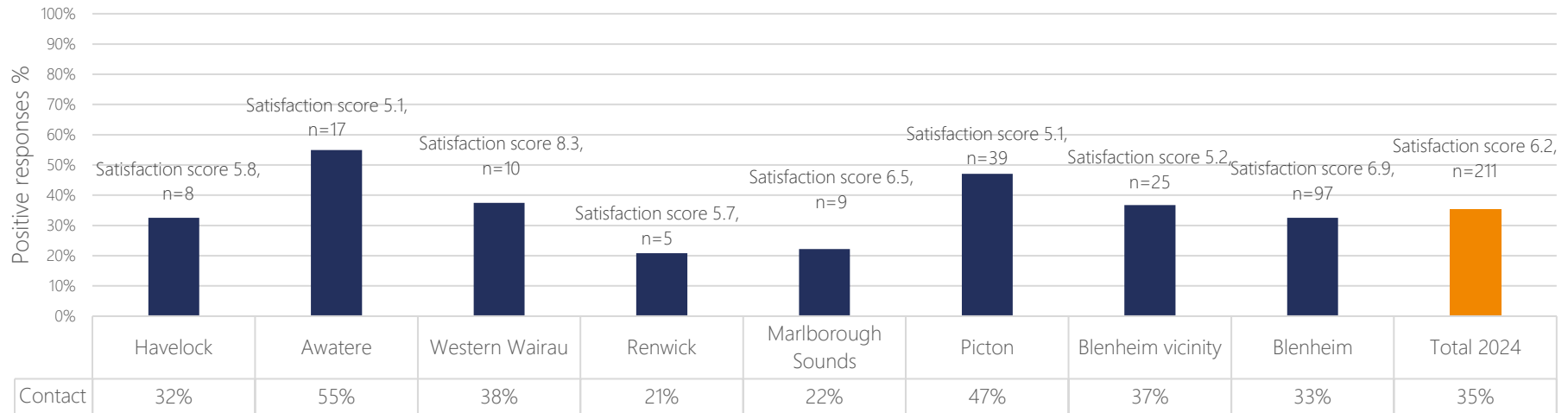


- Overall, all service areas were considered of high priority and received moderately high performance ratings (all above 5 out of 10), with some notable variations between services.
- Satisfaction with **Library services** continued to exceed the perceived importance attributed to this service in 2020.
- The largest negative gap between performance and importance was again measured for **Roads and footpaths**.
- **Environmental policy and monitoring**, **Biosecurity**, **Flood protection** and the **Democratic process** also represented greater improvement opportunities.

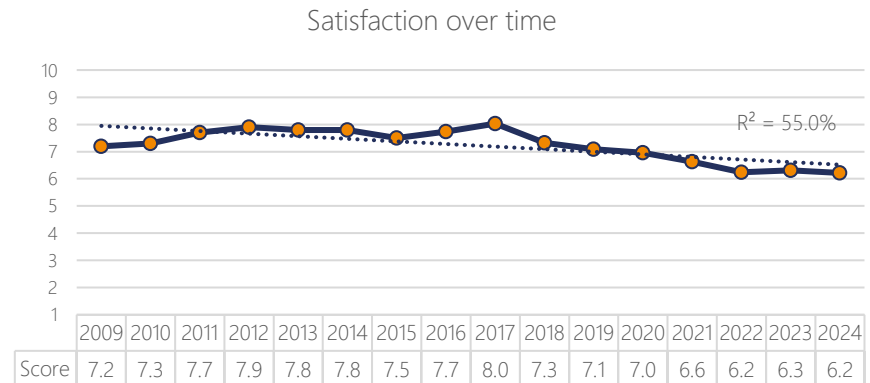
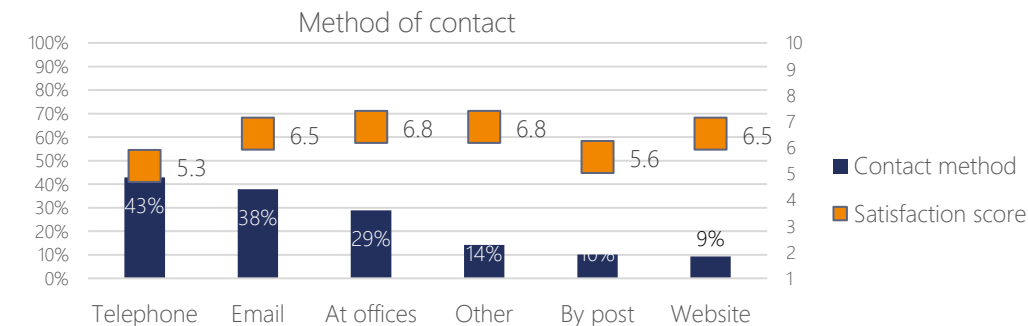


# CONTACT WITH THE COUNCIL

## Direct contact with the Council

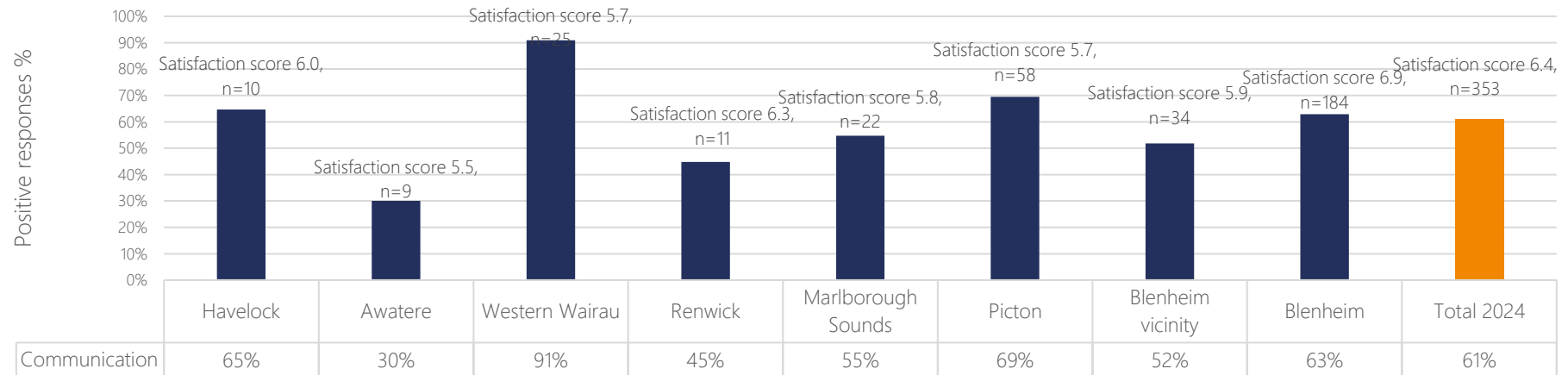


- Over one-third of respondents (35%) stated they had contacted the Council in 2024 (consistent with 35% in 2023).
- The most frequently mentioned method of contact continued to be 'telephone' (43%), with 'email' remaining the second most commonly used method (38%) (both similar to 2023).
- 62% of residents were satisfied with their direct contact with the Council (6.2 on average), consistent with recent years.
- Satisfaction did continue to vary based on contact method. Despite being most prevalent, telephone contacts elicited the lowest satisfaction score (5.3, similar to 5.2 in 2023). In contrast, satisfaction with email contact remained higher (6.5, similar to 6.3 in 2023). In person contact continued to be most satisfactory overall.
- Picton (5.1), Awatere (5.1) and Blenheim vicinity (5.2) residents, and younger residents aged 18-39 (4.8) were least satisfied with their Council contact in the 2024 year.



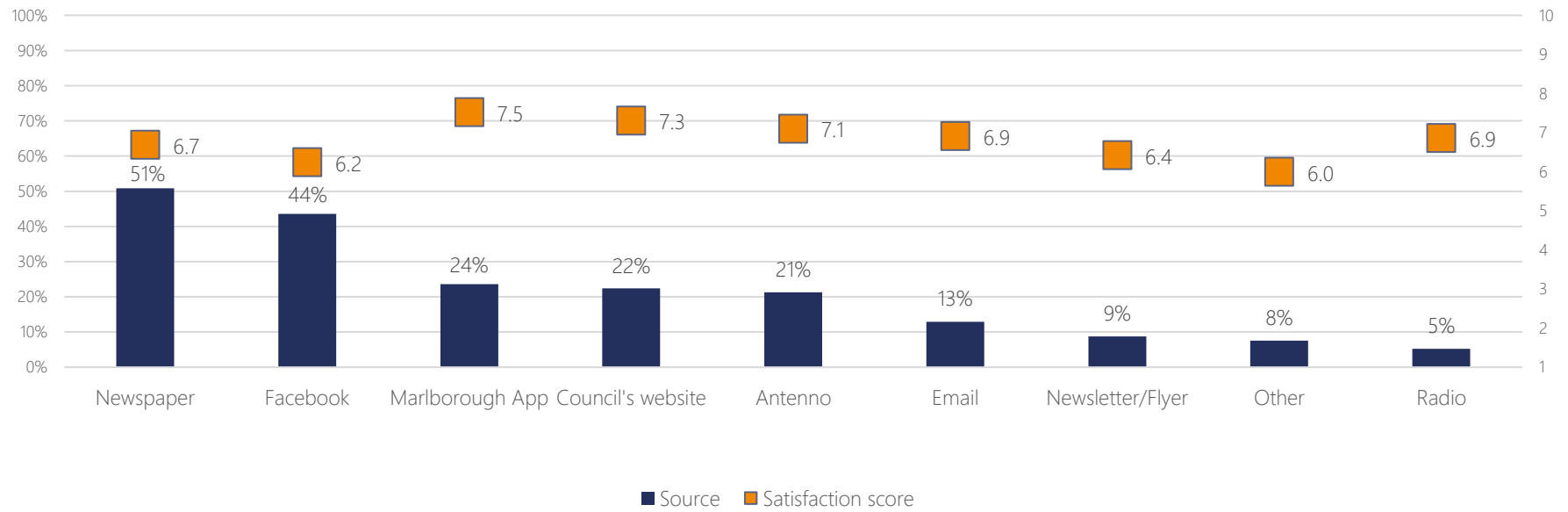
# COUNCIL COMMUNICATION

How well does the Council communicate with residents?

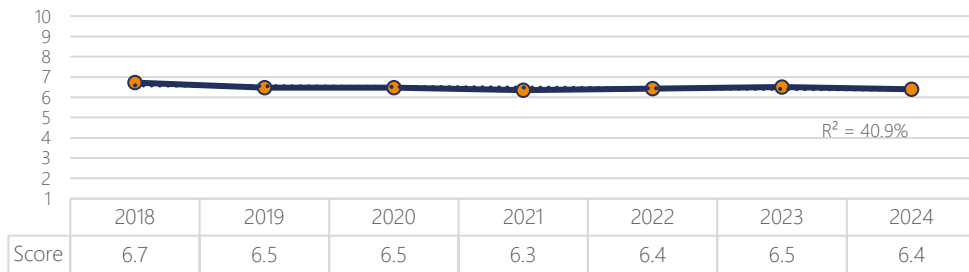


- In 2024, 61% of respondents recalled seeing or hearing news or advertisements from the Council (similar to 58% in 2023).
- The primary source of recalled information remained the 'Newspaper' (51%, down from 57% in 2023). Around 1-in-3 residents recalling a newspaper reported buying or reading 'Marlborough Express' (34%) and/or the 'Blenheim Sun' (28%), generally similar to 2023.
- Social media - particularly Facebook (44%) – also had relatively high cut-through among residents.
- 68% were satisfied in 2024 with the way Council communicated with residents, down from 74% in 2023, but similar to 67% in 2022.
- The Marlborough App (7.5), Council website (7.3), and Antenna (7.1) were the top-rated communication sources. As the most prevalent sources, satisfaction was slightly lower for Newspapers (6.7) and Facebook (6.2).
- Satisfaction with Council communication varied across the district, but was typically higher in Blenheim (6.9) than in other areas.
- Both awareness of and satisfaction with communication increased with age. Under half of residents aged 18-39 (58%, up from 43% in 2023) recalled Council's communications (vs. 70% of residents aged 65+), with an average satisfaction score of 5.9 (down from 6.6 in 2023). For younger residents recall remained higher for social media (71% Facebook) than newspapers (26%) or other sources. In contrast, older adults (aged 65+) remained were aware of traditional media (especially 73% newspaper) than Facebook (21%).
- Home owners remained were more likely to recall Council communication (63%) compared to renters (48%).

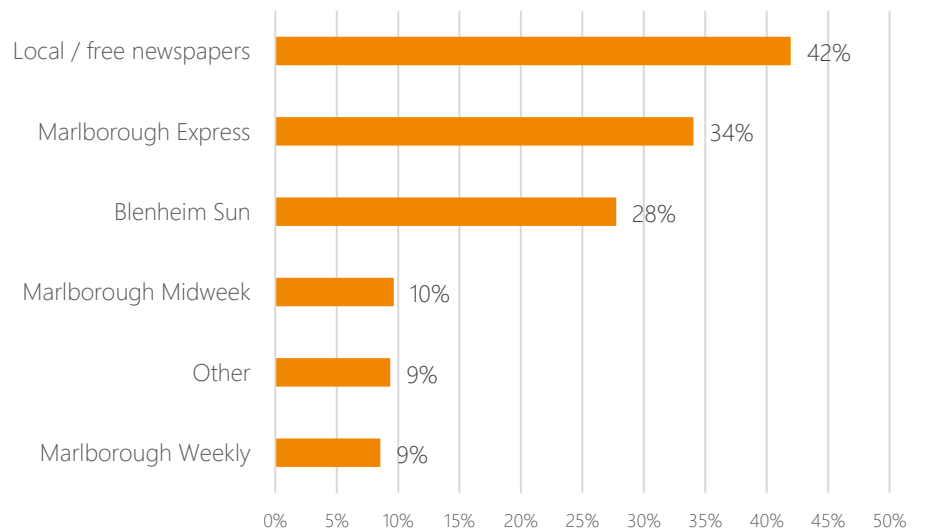
Recall of communication source



Satisfaction with communication over time (average)

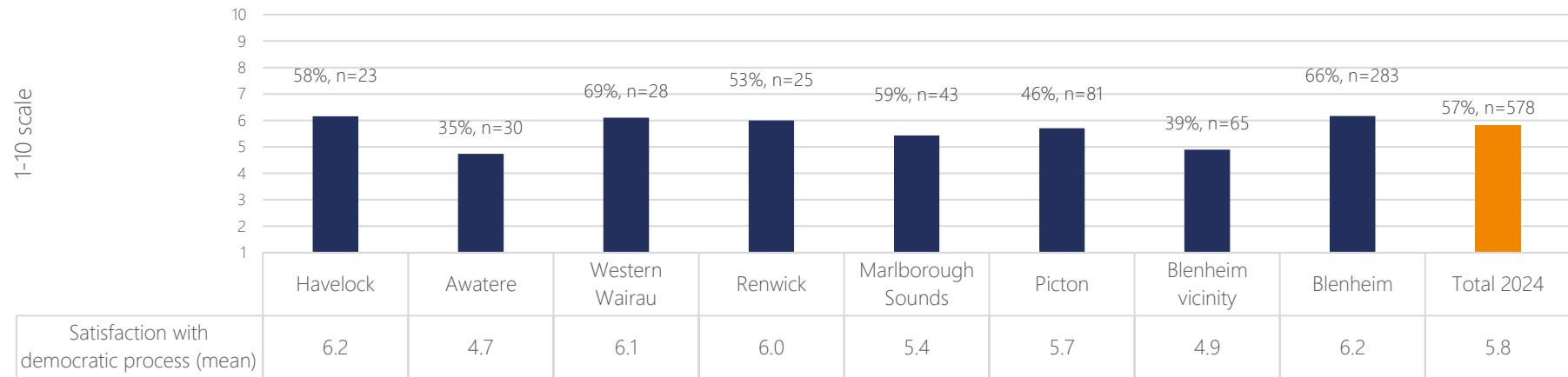


Recalled newspaper 2024



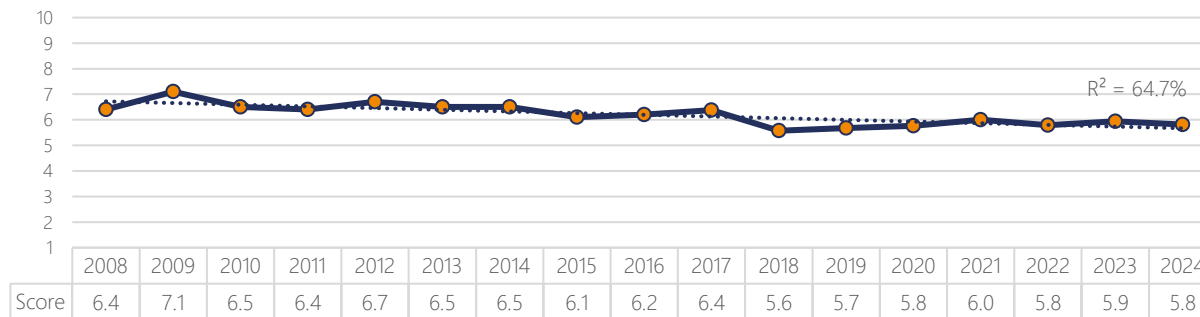
# DEMOCRATIC PROCESS

A combined average democracy score, representing how well the Council performs in terms of democratic processes, incorporated the following questions: overall communication with residents (all residents), interaction and engagement with the Council (e.g. direct contact), and sufficient opportunities for people to have their say.

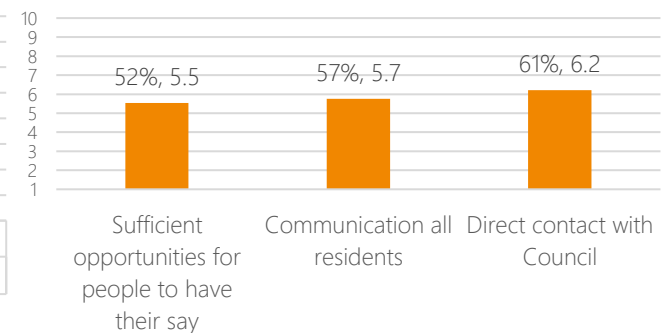


- Overall satisfaction with MDC’s democratic processes in 2024 (5.8) remained consistent with most recent years. Positive ratings were down slightly in 2024 (57%) compared to 2023 (61%) but on par with 2022 (56%). Contributing to this, satisfaction with opportunities for people to have their say (52%) was down slightly from 2023 (58%).
- Satisfaction with the democratic process was lower in Awatere (35%) and Blenheim vicinity (39%).
- On average, residents aged 18-39 were the least satisfied with democratic processes (4.8), especially opportunities to have their say (4.7).

Satisfaction with democratic process over time

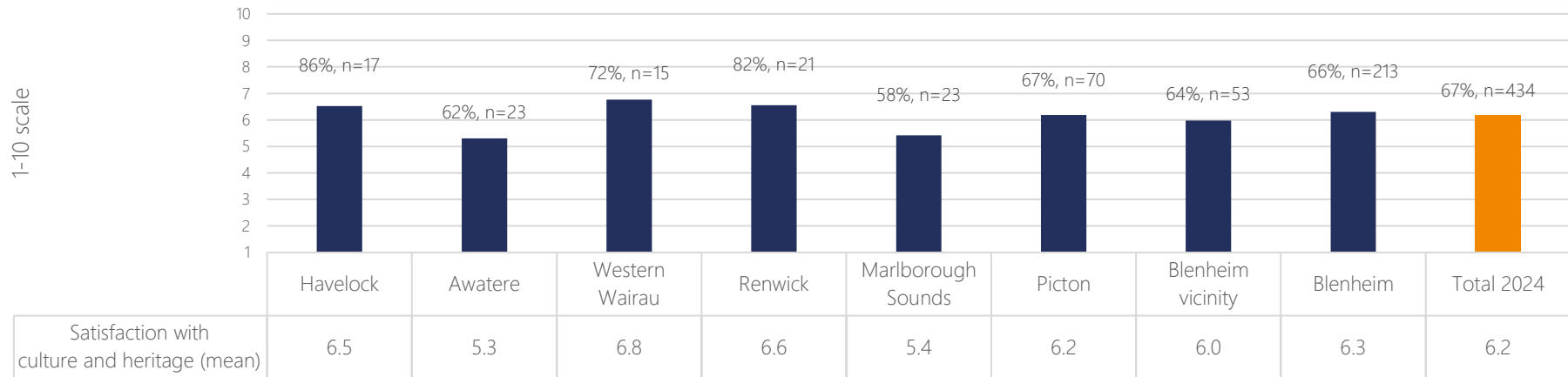


Attributes included in democratic process



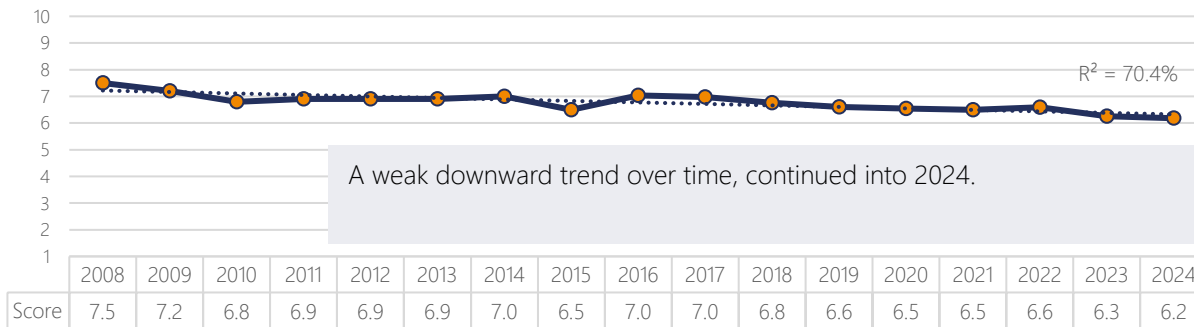
# CULTURE AND HERITAGE

How well does the Council perform in supporting culture and heritage?

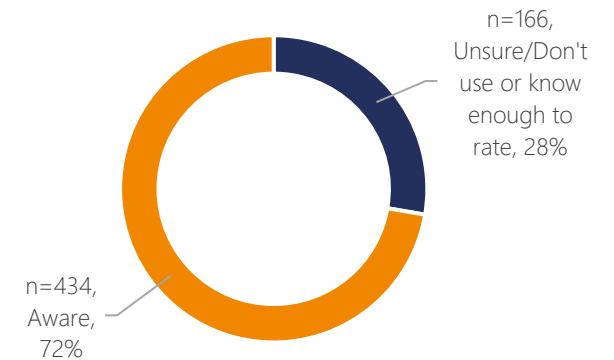


- Of all respondents, 72% were aware of local culture and heritage support; 1-in-4 (28%) stated 'Don't know' or 'Not applicable'.
- Overall, 67% of respondents who provided a rating were satisfied with culture and heritage support in the region (6.2 on average).
- 2024 results were similar to 2023, although there has been a weak downward trend over time since 2009.
- Homeowners tended to be less satisfied with culture and heritage support (6.2) than renters (6.6).
- There were no significant differences by age group in 2024.

Satisfaction with culture and heritage over time



A weak downward trend over time, continued into 2024.

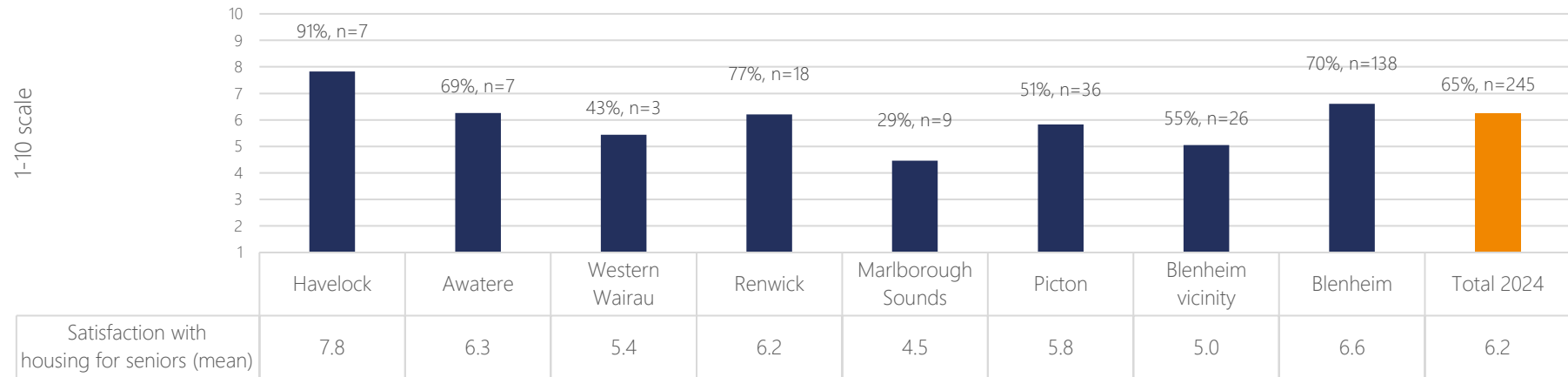


Culture and heritage unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
CULTURE AND HERITAGE	Other	12	Museum concerns	13
	Good	12	Concerns about (too much) Maori culture	9
	Many events / assets / opportunities	7	Heritage not preserved by Council/ need better protection	8
	Good / supported / put a lot of effort	5	Other negative	8
	New facilities / museums	2	Need more facilities/ support/ promotion	3
			No need. Not good use of money/ not for Council involvement	2

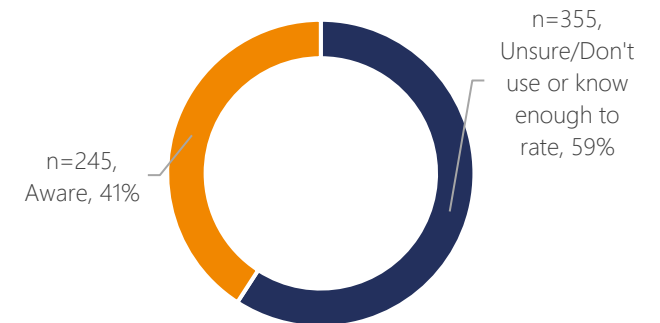
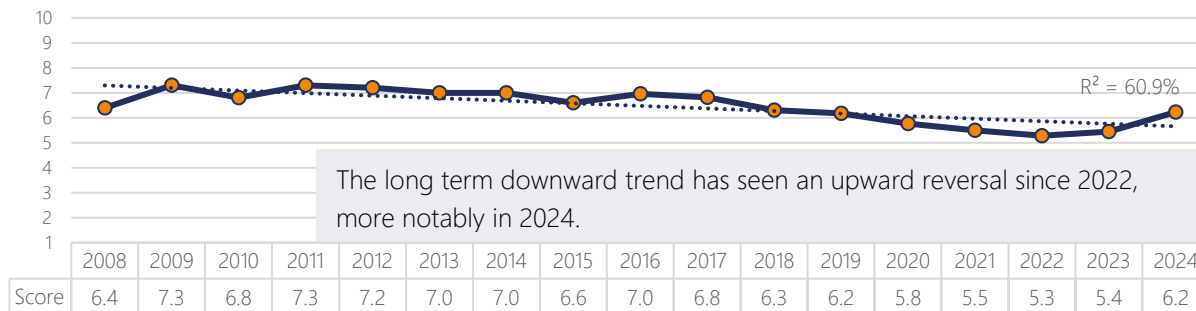
# HOUSING FOR SENIORS

How well does the Council perform in providing housing for seniors?



- 6-in-10 respondents (59%) in 2024 could not rate Council's performance in providing housing for seniors; this service concerns only a limited segment of the community.
- Overall, 65% of residents rating this service were satisfied with the provision of houses for seniors (6.2 average) – the highest since 2019.
- Current satisfaction represented a reversal since 2022 of the longer downward trend, with a continued increase since 2023 (49%, 5.4 on average).
- Crucially, satisfaction was greater amongst residents those from Blenheim (6.6) but on par for those aged 65+ (6.1) – although higher among younger adults (aged 18-39) (7.0).

Satisfaction with housing for seniors over time



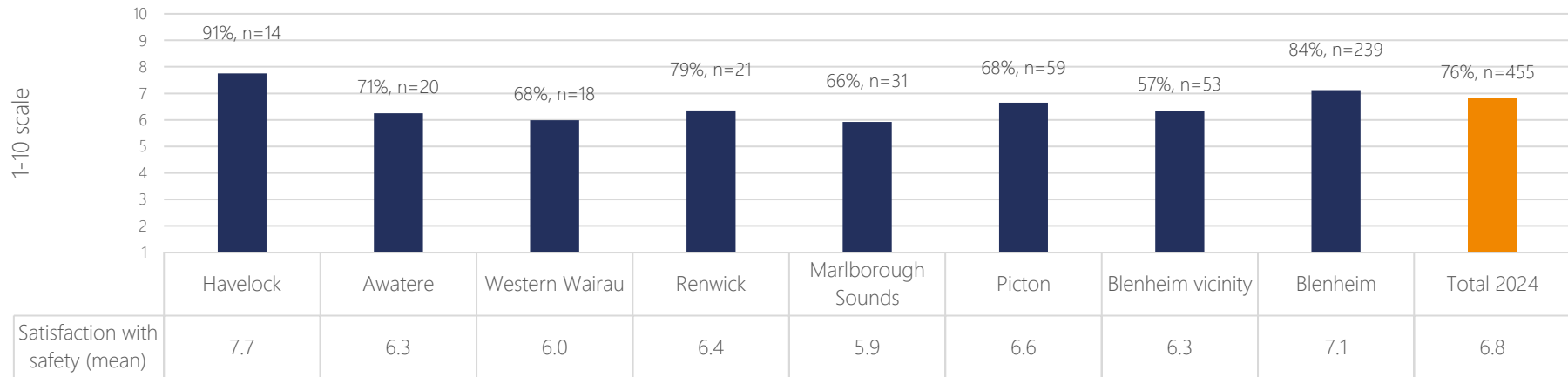
Housing for seniors unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
HOUSING FOR SENIORS	Good service	15	Need more/not enough	13
	Good support / Essential	11	Other negative	3
	Other positive	5	Rent increase/Too high	2
			Not council responsibility	1



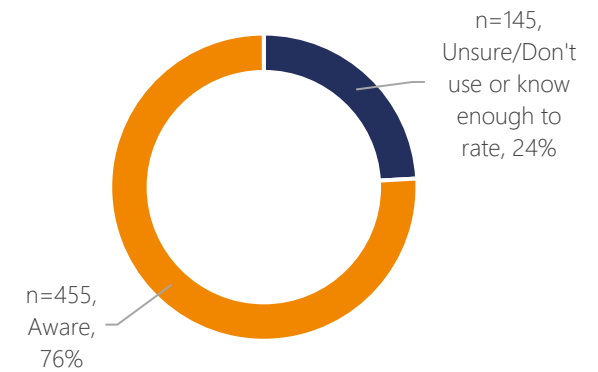
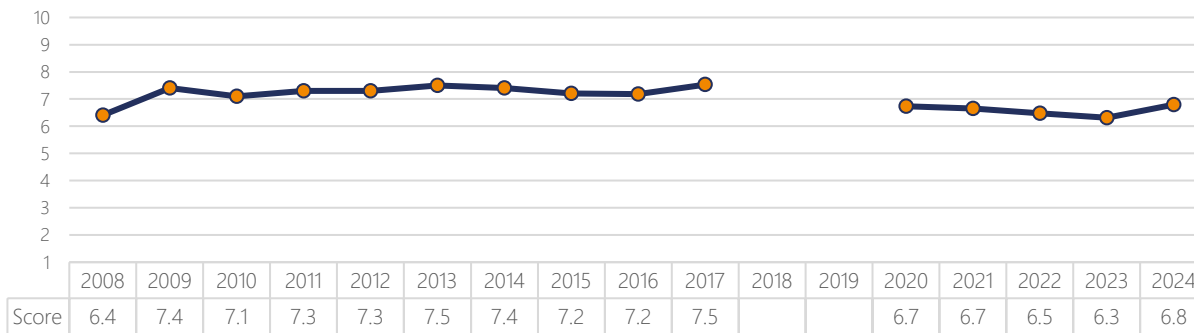
# COMMUNITY SAFETY

How well does the Council perform in supporting community safety?



- 3-in-4 respondents (76%) were able to provide a rating in relation to community safety.
- Three-quarters (76%) of these respondents were satisfied with Council support of community safety (6.8 on average), an increase from 2023 and returning to 2020-21 levels.
- There were no significant age differences in safety perceptions in 2024.
- On average, residents from Blenheim (7.1, up from 6.5 in 2023) were more likely to be satisfied with community safety than residents in other areas (6.4, 6.1 in 2023) – with lower perceptions of safety consistently recorded in Western Wairau and Marlborough Sounds.
- Positive safety perceptions were also lower for renters (6.5) than homeowners (6.9).

Satisfaction with safety over time

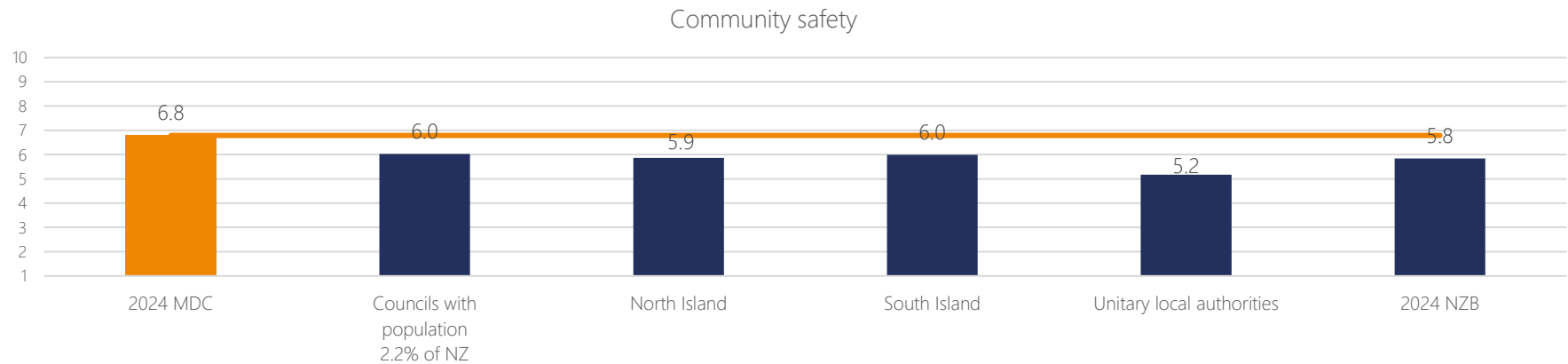


## Community safety unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
COMMUNITY SAFETY	A safe community / feel safe / no issues	23	Unsafe roads / footpaths / emergency service access	4
	Do a good job	11	No police presence / Need more action	3
	Other	10	Other negative	2
	Well-policed	8	Concerns about crime / anti-social behaviour	2
	Good	3		
	CCTV is good	1		

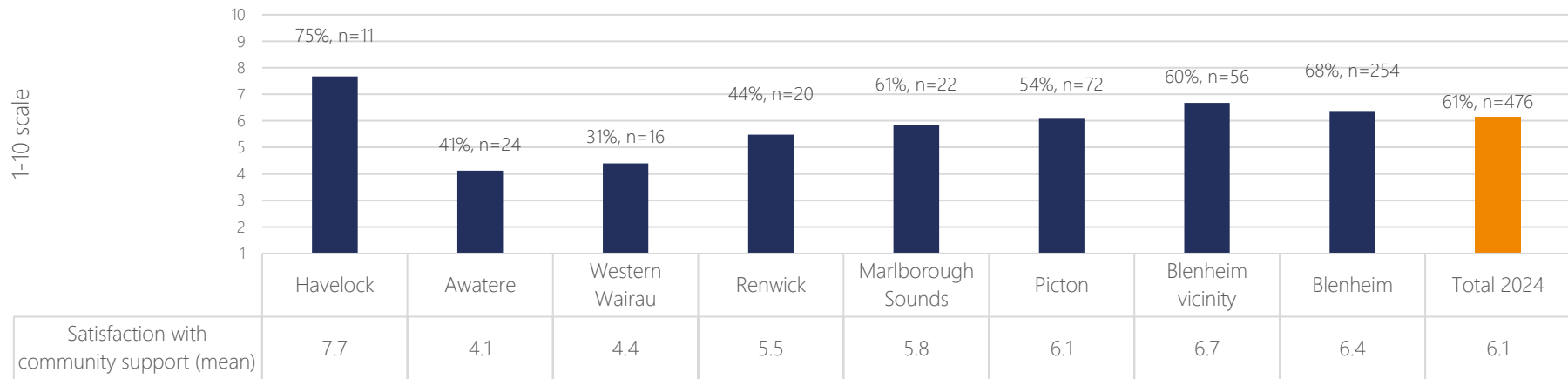
## Community safety – MDC vs. New Zealand average

Community safety in the MDC region rated favourably against the NZ benchmark, and above other South Island Councils.



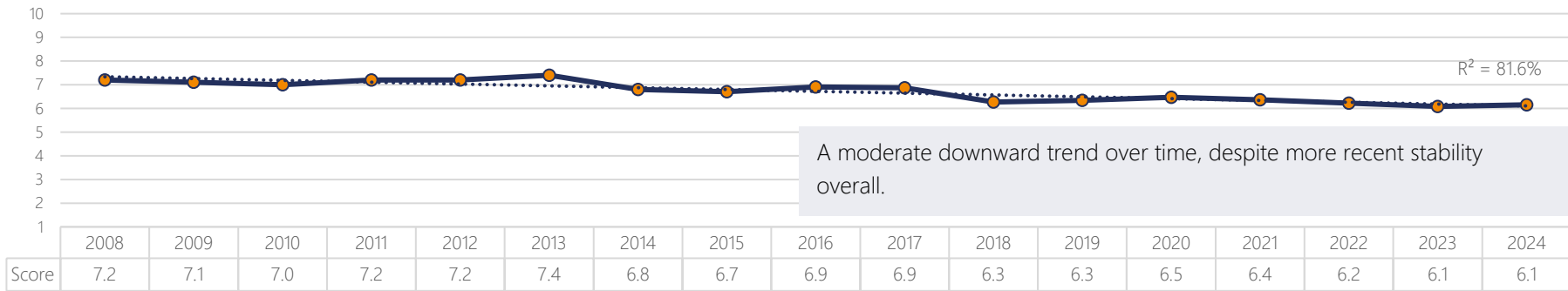
# COMMUNITY SUPPORT

How well does the Council perform in providing community support services, Marlborough bus service, total mobility scheme, funding for community events, Energy Efficiency Loan Scheme, and Marlborough's recovery from the impacts of COVID-19?

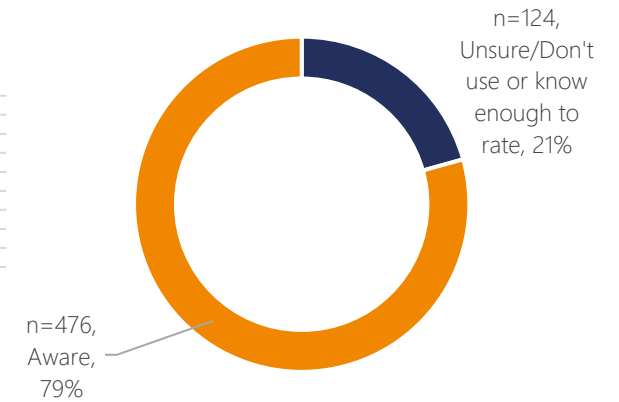
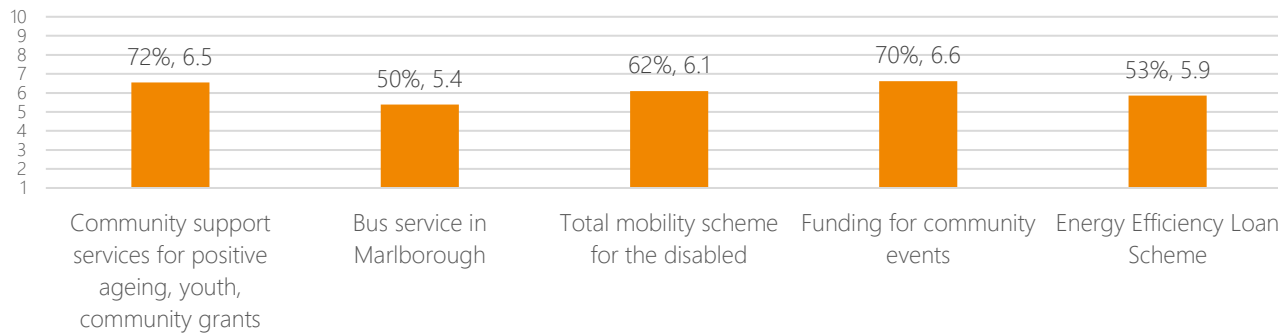


- Most residents were able to rate at least one community support attribute (79%, n=476); however, no more than half of residents could rate any specific service and two-thirds could not rate such services as total mobility and Energy Efficiency Loan schemes - these services relate to only a specific segment of the community.
- On average, satisfaction across all community support (6.1) remained consistent in the past two years. Despite this more recent stability, there has been a moderate downward trend over time.
- 3-out-of-5 community support attributes were consistent with 2023; however, satisfaction with services for positive aging and youth increased in 2024 (6.5) compared to 2023 (6.2), while satisfaction with the Energy Efficiency Loan Scheme was slightly lower (5.9 in 2024, 6.2 in 2023).
- Despite the overall increase for positive aging and youth services, satisfaction was lower for younger adults (aged 18-39) (5.7) particularly compared to older adults (aged 65+) (6.8).
- A similar age pattern was measured for the Energy Efficiency Loan Scheme. Satisfaction with this scheme was also lower for renters (5.2) compared to home owners (6.1), and those resident in the region for under 10 years (4.9) compared to longer term residents (6.0).
- Satisfaction with bus services remained higher in Blenheim (6.0, where this service is mainly provided), but lower in Picton (4.6) (3.9) and Renwick (4.0)(3.1). However, these latter areas did have increased satisfaction compared to 2023 (3.9 and 3.1 respectively).
- Older residents (65+) remained most satisfied with the total mobility scheme (6.5, compared to 6.9 in 2023).

### Satisfaction with community support over time



### Attributes included in community support



*Note: The Council decided to discontinue the Efficiency Energy Loan Scheme in 2023 in response to amendments to the Credit Contracts and Consumer Finance Act. These changes imposed new obligations on the Council, particularly concerning responsible lending practices and Fit and Proper Person Certification legislation. As a result, the Council found it necessary to cease offering new loans.*

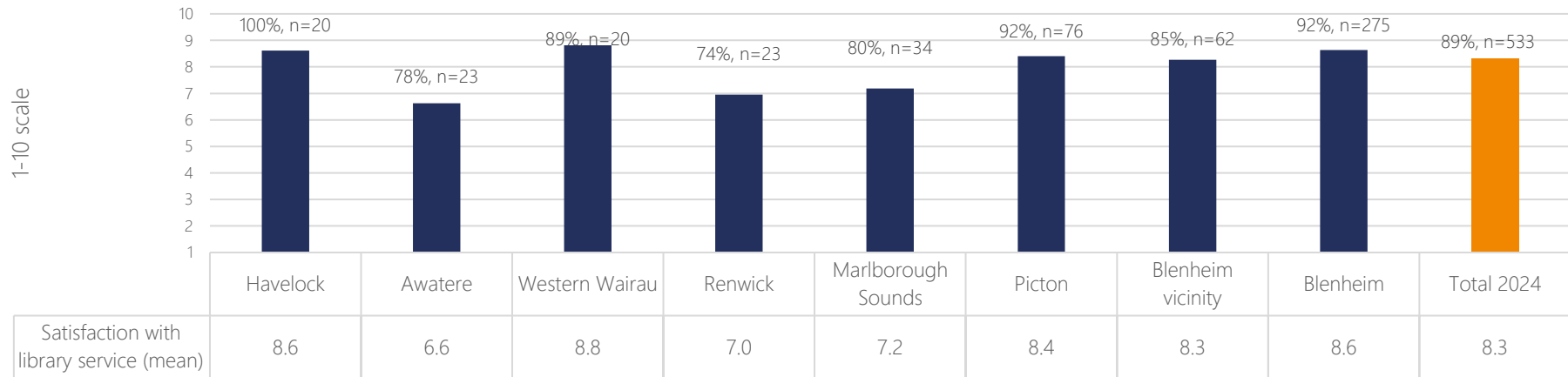
*While the service has been discontinued for new applicants, the Council remains committed to managing existing loans until they are fully paid. Additionally, ratepayers now have alternative options available, including top-up mortgages for energy efficiency upgrades offered by the five major banks. This shift ensures that residents can still access support for improving energy efficiency in their homes through established financial institutions.*

Community support unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
<b>COMMUNITY SUPPORT</b>	Good support services	18	Unaware of/lack of services	4
	Council is supportive	7	Need alternative funding	3
	Wide range of groups supported	6	Other negative	1
	Positive personal experience	5	In wrong places/one-sided	1
	Other positive	4		
<b>BUS SERVICE</b>	Good service	20	Insufficient services	21
	Good that it's provided/need to keep it	8	Poor timetable/Can't be used for work	11
	Improvements needed	2	No bus service	7
	Good drivers	1	Not used enough	5
			Other negative	3
<b>TOTAL MOBILITY SCHEME</b>			Cancelled services	1
	Good service/support/useful	19	Poor accessibility/disability parking	11
	Needs improvement/more support	3	Other negative	4
			Not well supported/poor	2
			Not well advertised/not available	1
<b>FUNDING COMMUNITY EVENTS</b>	Well-supported	14	Not best use of ratepayer money	6
	Overall good/Good events	11	Other negative	2
	Many events	5	There are none/few. Wider range of events needed	1
	Other positive	4		
<b>ENERGY EFFICIENCY LOAN SCHEME</b>	Have used / will use scheme	13	Other negative	9
	Good scheme	8	Need more information	3
			Too expensive / high interest rates	3

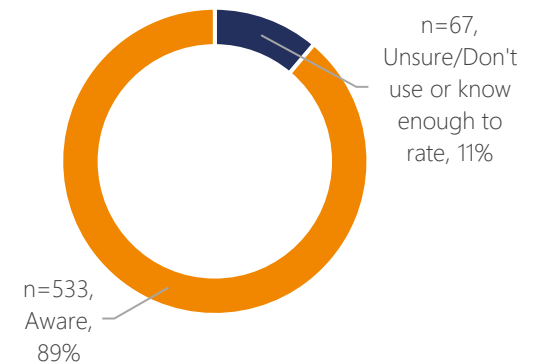
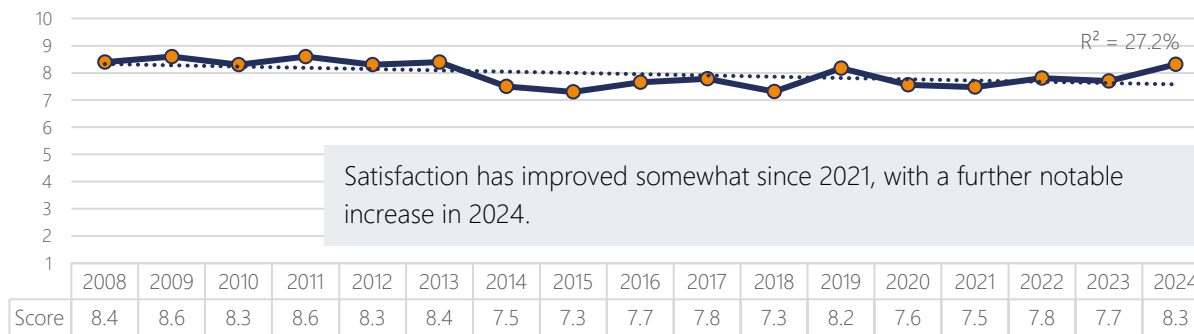
# LIBRARY SERVICE

How well does the Council perform in providing public library services in Marlborough?



- Most residents (89%) rated public library services in Marlborough in 2024 (up from 79% in 2023).
- Satisfaction with library services in 2024 (8.3) was significantly higher than in 2023 (7.7), with 89% of respondents providing a positive rating in 2024 (up from 85% in 2023). With this increase public libraries were the top rated service in 2024.
- Satisfaction with library services had previously increased during Q4 2023 (85%) following the opening of the new Blenheim library in May 2023, and was higher again in both Q3 (95%) and Q4 (90%) of the 2024 year.
- Satisfaction with library services was particularly high in Blenheim (8.6), havelock (8.6) and Western Wairau (8.8); but higher for 18-39s (8.6) compared to 40-64s (8.1) and those aged 65+ (8.3).

Satisfaction with library over time

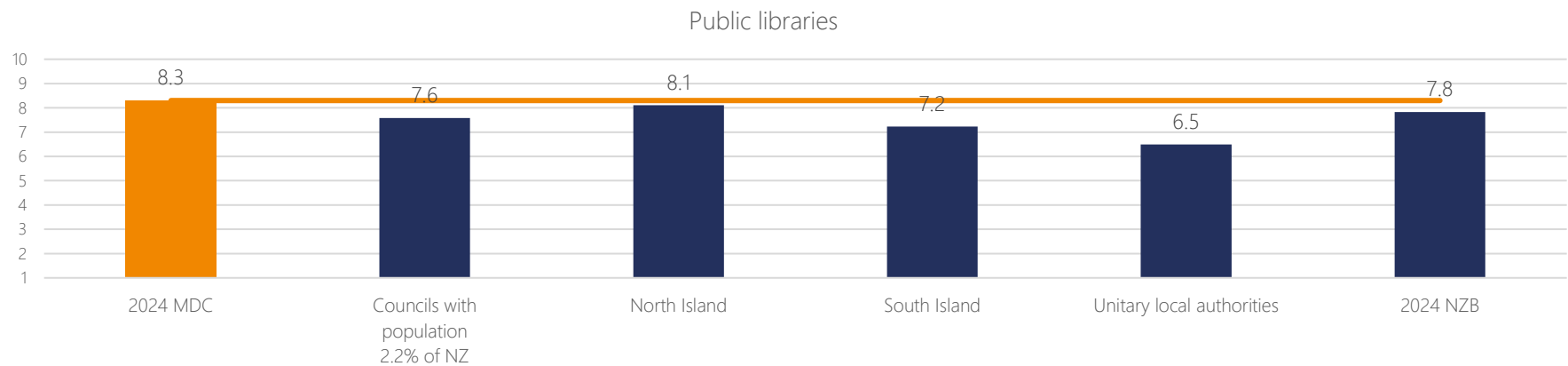


## Library service unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
PUBLIC LIBRARIES	Great new library	117	Dissatisfied with signage	6
	Good / good service / Wonderful	47	Other negative	4
	Good facilities/ resources	34	Waste of money/ costs too much	3
	Regular user	22	Current library fine/ new library not needed/ wanted	2
	Good staff / helpful	20		
	Other	18		
	Great Picton library	15		

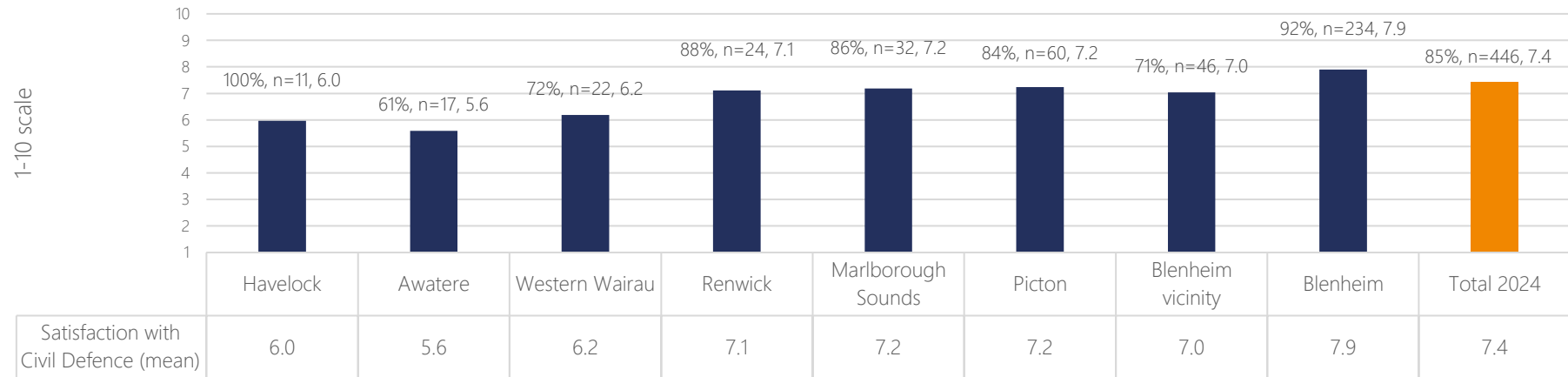
## Public library – MDC vs. New Zealand average

Satisfaction with public library services in the MDC region was above the NZ European and South island benchmark.



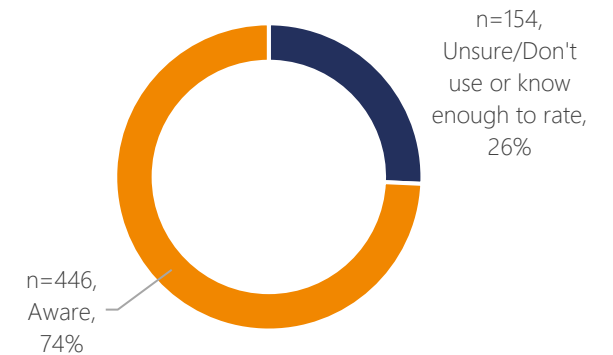
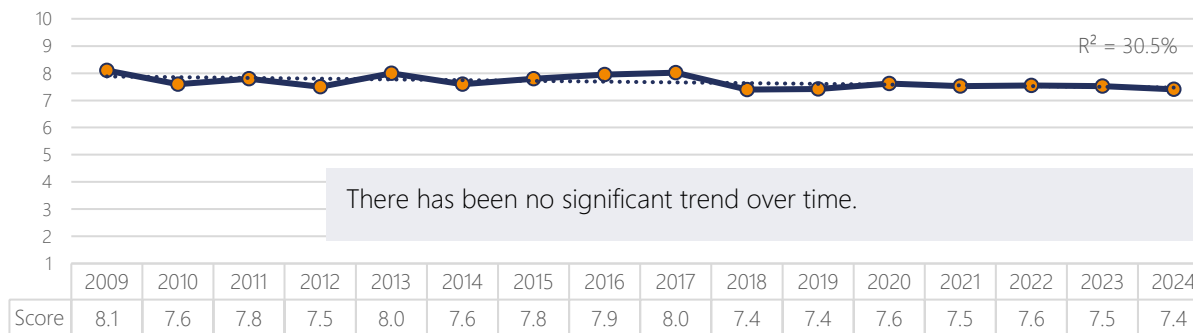
# EMERGENCY MANAGEMENT

How well does the Council perform in providing Civil Defence emergency management?



- Overall, 85% of respondents (7.4 on average) were satisfied with Council's provision of Civil Defence emergency management; 1-in-4 respondents could not provide a rating.
- Satisfaction with emergency management has remained consistently high over time with no significant differences recorded.
- On average, satisfaction with emergency management was greater in Blenheim (7.9) compared to other areas overall (6.9), with satisfaction below 7, on average, in Western Wairau (6.2), Havelock (6.0) and Awatere (5.6).

Satisfaction with Civil Defence over time



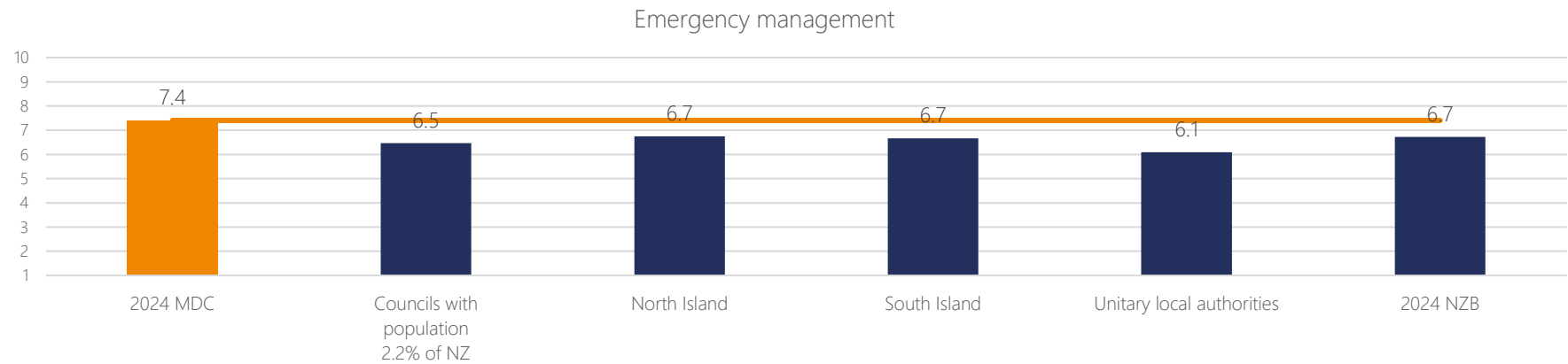


## Emergency management unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
EMERGENCY MANAGEMENT	Do a good job / very good	55	Lack of response / organisation / support during floods	5
	Good service / team / communication / drills	13	More information / signage / drills / better communication	2
	Prompt response / well-involved	9	Other negative	1
	Pro-active / prepared / plan for future events	8	Under resourced / no preventive planning	1
	Good response to floods	6		
	Well organised	4		
	Other	3		
	Good response to emergencies	2		

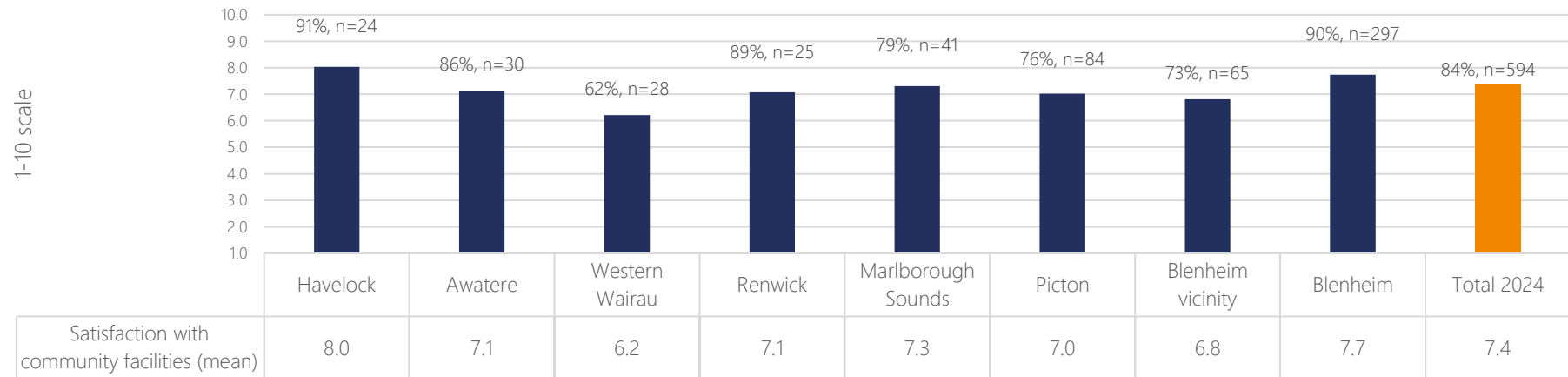
## Emergency management – MDC vs. New Zealand average

Emergency management in the MDC region rated favourably against the NZ benchmarks.



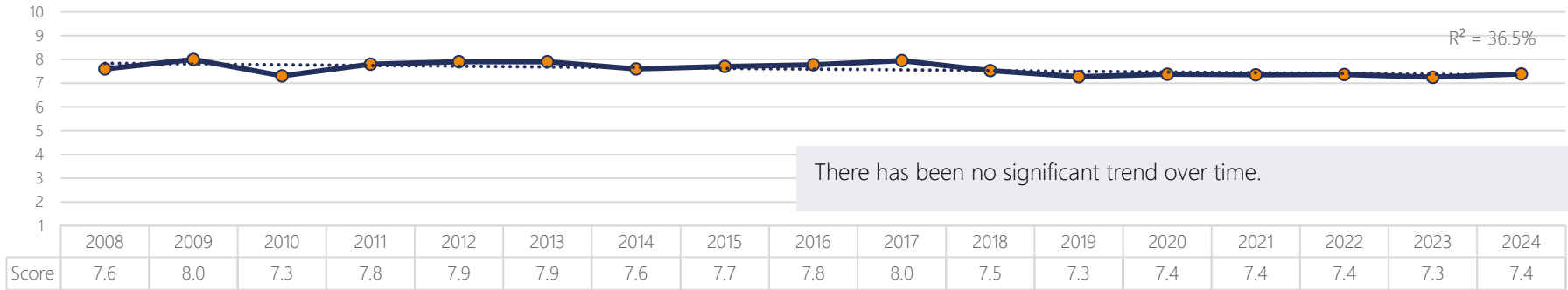
# COMMUNITY FACILITIES

How well does the Council perform in providing parks and reserves, sports grounds, tracks for walking and biking, swimming pools, public toilets, cemeteries and community halls?

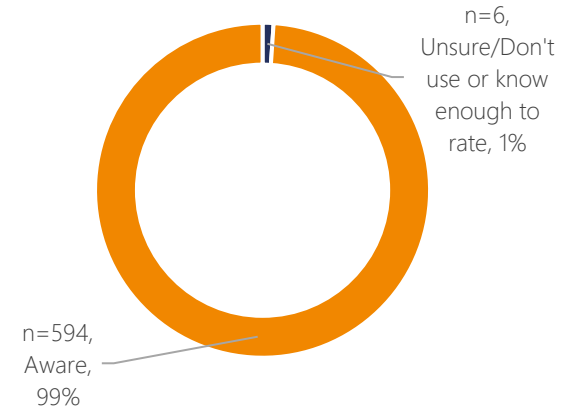
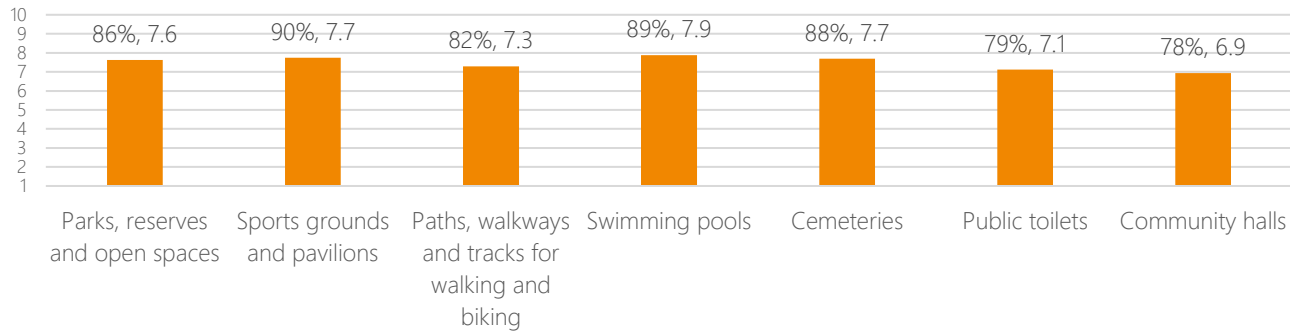


- 84% of residents were satisfied with community facilities in the Marlborough district (7.4 on average), similar to 2023 (81%, 7.4). Overall, satisfaction has remained consistent over time.
- Sports grounds (90%), swimming pools (89%) and cemeteries (88%) received the highest proportions of positive ratings in 2024 – and remained the among top-rated services this year.
- In 2024, more respondents provided positive ratings in relation to cemeteries. Public sentiment provided positive feedback on good conditions and noticeable maintenance efforts.
- Results for specific facilities were generally consistent with 2023. Satisfaction was higher in 2024 for public toilets (79%, up from 73%) and community halls (78%, up from 71%).
- Most residents rated each facility; though fewer residents could rate community halls (45% 'Don't know'/'Haven't used' responses).
- Residents from Blenheim were more satisfied with each facility than residents from other areas in the district. Satisfaction was also typically higher across services for Havelock residents, but lower for Renwick residents.
- Younger residents (18-39 years) were less satisfied than older residents with parks & reserves (7.2), sports grounds (7.4), and paths & cycleways (6.9).

Satisfaction with community facilities over time



Attributes included in community facilities



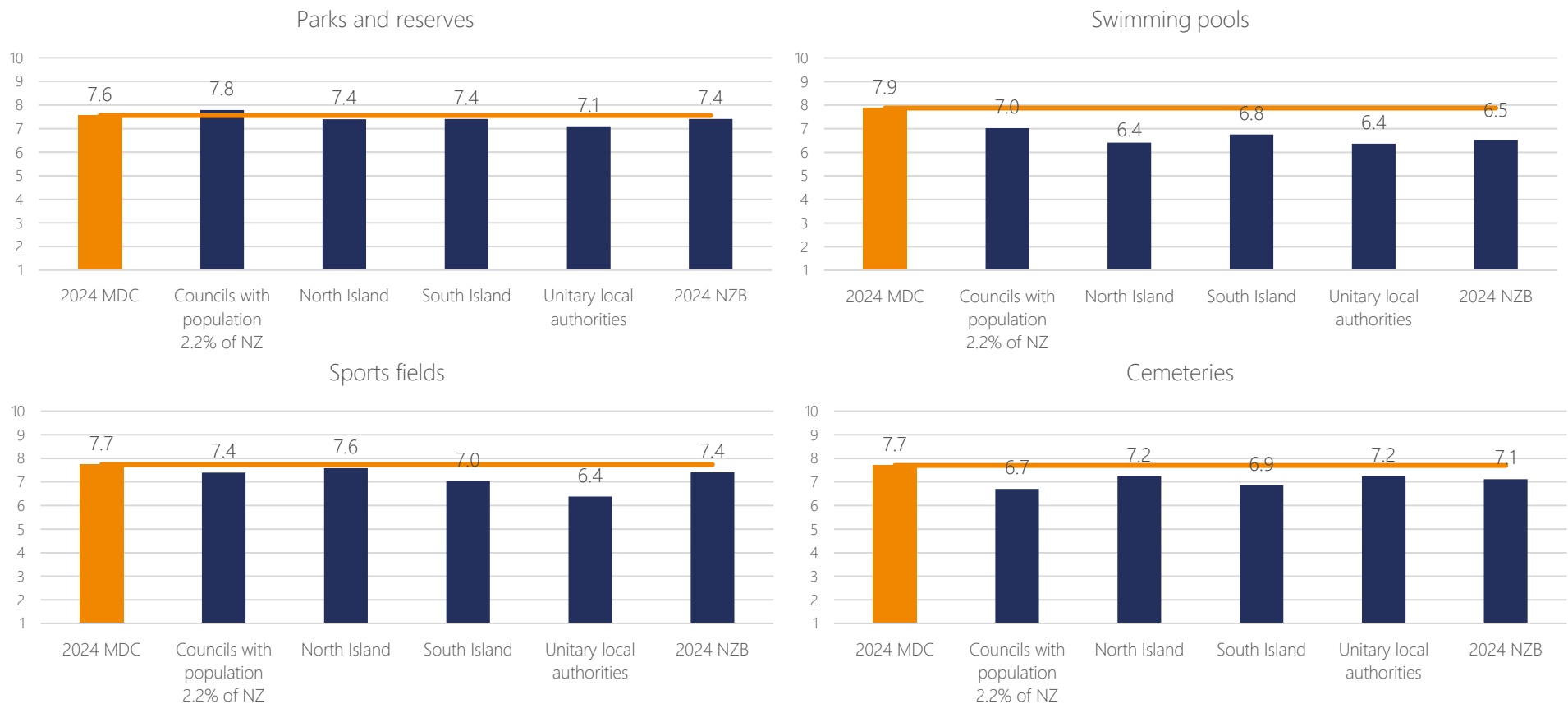
Community facilities unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
<b>PARKS, RESERVES AND OPEN SPACES</b>	Generally good	78	Other negative	6
	Well-maintained/good condition	65	Not looked after / more maintenance, trimming	4
	Plenty/variety of spaces/facilities	15	Expense/waste of money	1
	Other	11	Unclean/environmental improvement/more maintenance needed	1
	Valuable/excellent places	8		
<b>SPORTS GROUNDS</b>	Good sport grounds	61	Other negative	2
	Well-maintained/good condition/no issues	35	Needs upgrades/Car parks/Light	1
	New development/Lansdowne Park Sportshub	6		
	Other	5		
<b>PATHS, WALKWAYS AND TRACKS FOR WALKING AND BIKING</b>	Good/ excellent quality	60	Poorly maintained	6
	Well-maintained	21	Other negative	6
	Plenty/ variety of options/ spaces	18	Improvements/upgrades needed/need more	3
	Well used / regular user	17	Cost/issue with cycleways	1
	Wither Hills / Taylor River good	15		
	Other	5		
<b>SWIMMING POOLS</b>	Have been improved/ upgraded	3		
	Generally good / happy / excellent	54	Other negative	3
	Good facility/ valuable asset	22		
	Stadium 2000 is great	16		
	Regular user	15		
	Well-maintained/good condition	11		
	Other positive	8		
	Well-managed/good staff	7		
Well-priced	2			
<b>CEMETERIES</b>	Well-maintained/good condition	39	Poorly maintained	2
	Overall good	30	Other negative	1
	Clean / tidy	24		
	Other	3		
	Regular visitors	2		
<b>PUBLIC TOILETS</b>	Clean	37	Poorly maintained/ unclean. Needs upgrading	8
	Generally good	35	Other negative	8

	Well-maintained/ good condition/ modern	15	
	New available/Upgraded	13	
	Good number/ plenty available	8	
	Other	5	
<b>COMMUNITY HALLS</b>	Good facilities/ excellent/ do a good job	32	Poorly maintained / needs upgrading 3
	Well-maintained/ good condition	14	
	Other	1	

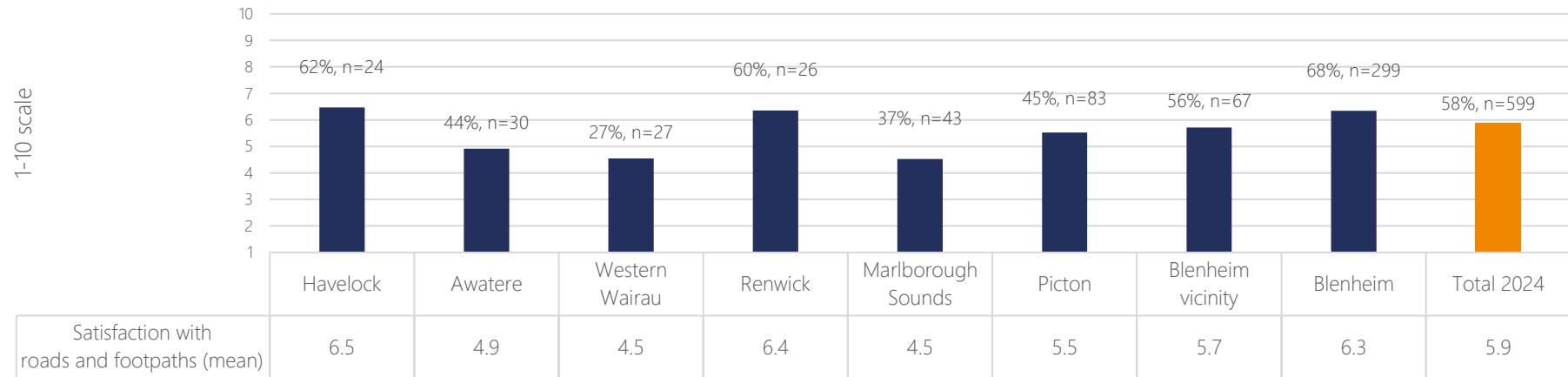
### Community facilities – MDC vs. New Zealand average

Satisfaction with parks and reserves in the MDC region was on par with the NZ benchmark. Swimming pools, sports fields and cemeteries in the MDC region rated above the NZ benchmark.



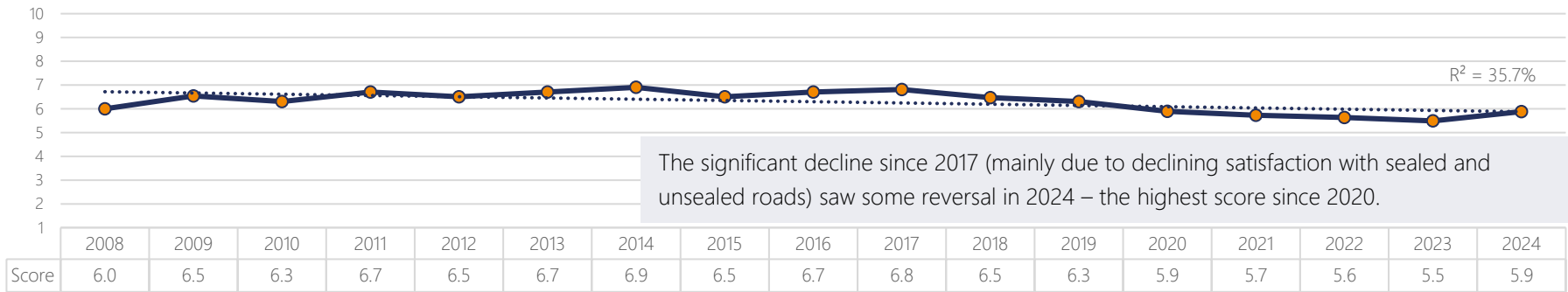
# ROADS AND FOOTPATHS

How well does the Council perform in providing sealed and unsealed roads, footpaths and street lighting?

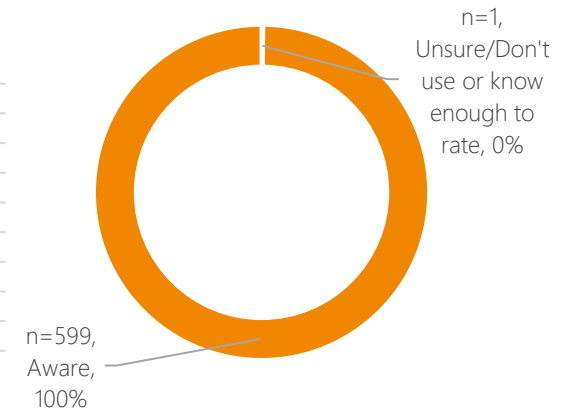
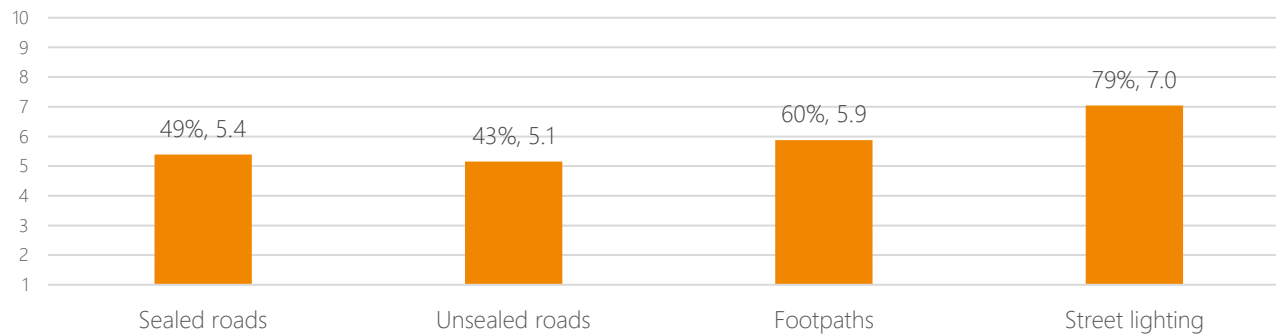


- Satisfaction with sealed (5.4) and unsealed (5.1) roads continued to be among the lowest of all measured attributes, with average scores just above 5 in 2024.
- The overall average roads and footpaths score (5.9) was the fourth lowest average rating in 2024 – however, it did increase from 5.5 in 2023.
- This average score was mainly driven by perceptions of roads; in contrast, satisfaction with footpaths (5.9, up from 5.7 in 2023) and street lighting (7.0, 6.6 in 2023) remained generally consistent over time.
- Around 7-in-10 of all negative comments for roads were in relation to potholes and poor quality repairs, with additional concerns for roads in Marlborough Sounds and Picton.
- Satisfaction with roads (4.4 sealed roads, 3.1 unsealed roads) and street lighting (4.4) remained lowest, on average, in Marlborough Sounds.
- Satisfaction with footpaths was the lowest in Western Wairau (4.2).
- Satisfaction with both footpaths (4.2) and street lighting (4.4) was lowest in Western Wairau.
- Satisfaction with all four attributes was lowest among 40-64 year olds.

Satisfaction with roads and footpaths over time



Attributes included in roads and footpaths



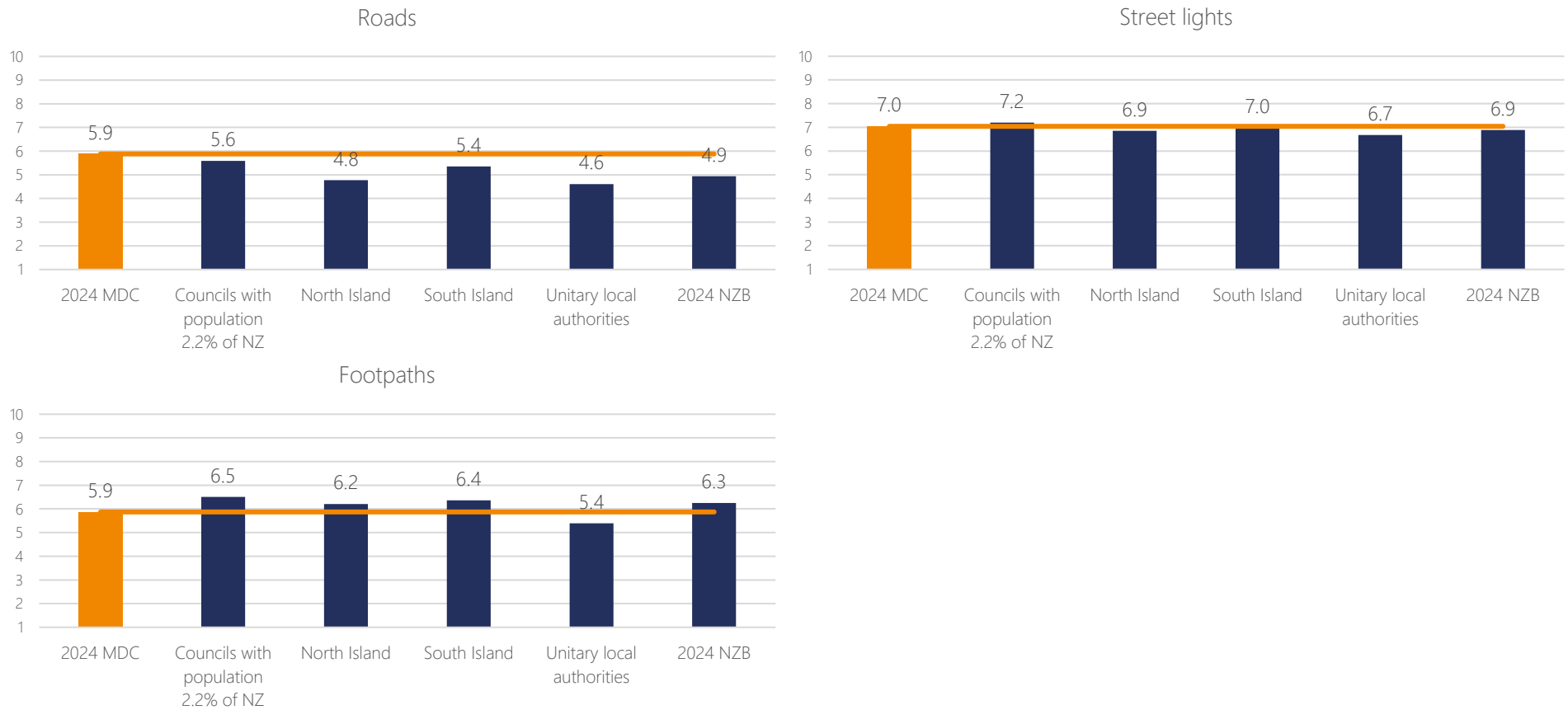
## Roads and footpaths unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
<b>SEALED ROADS</b>	Good/okay condition	19	Potholes	34
	Well-maintained	8	Poor quality repairs/surfaces/Doesn't last long	26
	Other	8	Uneven/bumpy roads	16
			Slow to fix/Roads deteriorating/Poor conditions	12
			Lack of maintenance	9
			Poor roading management	6
			Kenepuru road/flood damage	6
			Dangerous roads/layouts	5
			Other/general negative	5
			Heavy traffic damages roads	5
<b>UNSEALED ROADS</b>	Roads are fine	5	Lack of maintenance	20
	Well-maintained/improved maintenance	4	Uneven/ungraded roads. Insufficient gravel/poor quality repairs	16
			Potholes	14
			Other	4
			Should be sealed	2
		Dangerous roads/layouts	1	
<b>FOOTPATHS</b>	Good condition/no problems	24	Uneven/cracked/tree roots uplifting	26
	Other	7	Dangerous/trip hazard/slippery	18
	Well-maintained/improved	4	Other general negative	9
			Unsafe for elderly/disabled/wheelchairs/scooters	8
			Lack of maintenance	6
			No/lack of footpaths	5
<b>STREET LIGHTING</b>	Good lighting/adequate/where needed/well lit	61	No lighting. More lighting needed	11
	No problems	6	Poor lighting	8
	Overall good. Reliable service/Well maintained	5	Too bright/light pollution/New LED poor	1
	Other	4	Poor maintenance. Slow/no response. Missing/Off	1
	New lighting good/energy efficient	1	Other negative	1



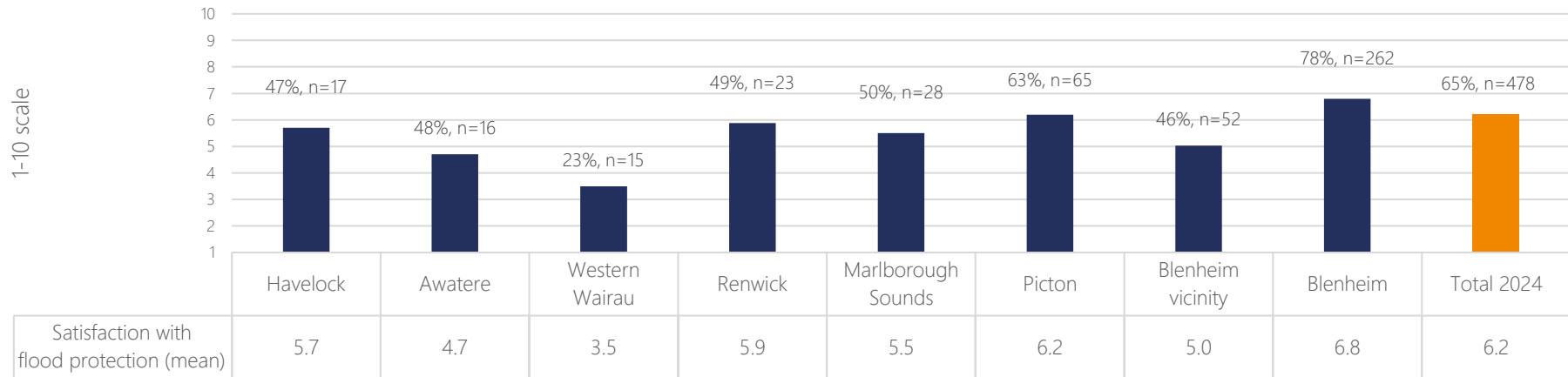
## Roads and footpaths – MDC vs. New Zealand average

MDC's roads scores were generally above the national and South Island Councils average. Satisfaction with and street lighting was on par with the national benchmarks, while satisfaction with footpaths was just below the national average.



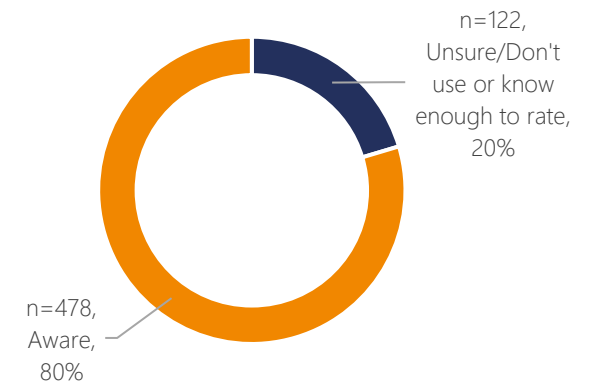
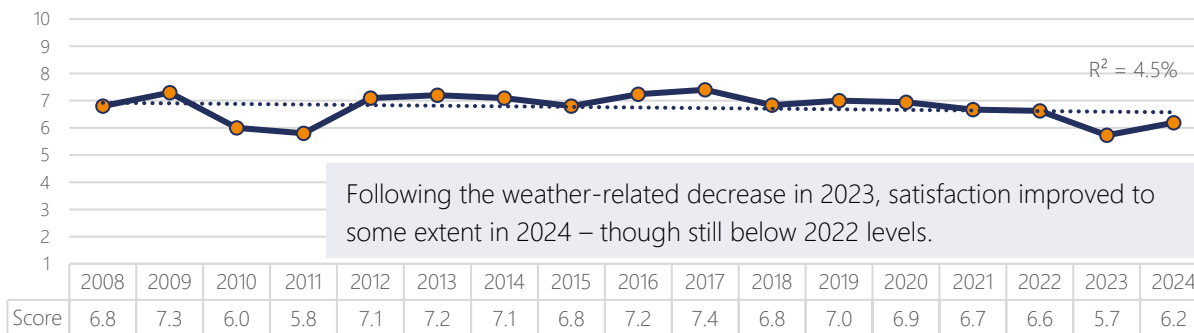
# FLOOD PROTECTION

How well does the Council perform in providing flood protection and control?



- 2024 saw some recovery in satisfaction with flood protection (6.2) following the large decrease in 2023 (5.7) after the major weather events throughout 2021-2023. However, some uncertainty remained with satisfaction results still below the levels measured up to 2002.
- While Blenheim residents were typically more satisfied (6.8, up from 6.4 in 2023), satisfaction remained lower in other areas, particularly Western Wairau (3.5, down from 6.2) and Awatere (4.7, up from 3.3).
- Recovery in satisfaction was also measured in Havelock (5.7, up from 4.2 in 2023) and Marlborough Sounds (5.5, up from 3.2).
- Residents age under 65 (6.0), and those living in Marlborough for less than 10 years (5.6), were the least satisfied with flood protection.

Satisfaction with flood protection over time

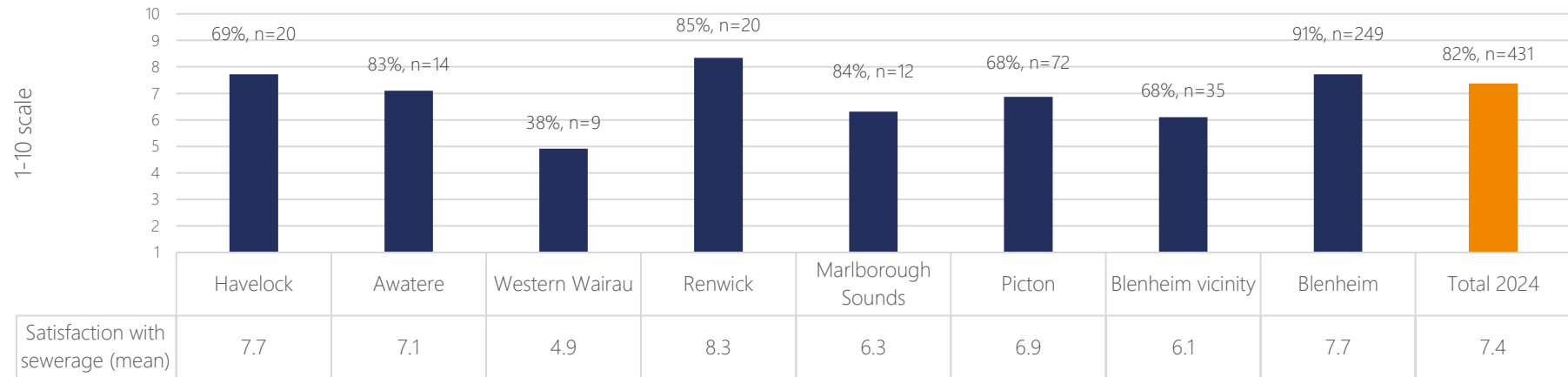


Flood protection unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
FLOOD PROTECTION	No problem/rarely floods	20	Flooding a problem/Reported flood damage	12
	Sufficient protection in place	10	Maintenance needed/Preventative maintenance/Flood protection	12
	Good Well maintained	8	Lack of progress/improvement	10
	Worked well during recent flood/Good response	8	Other negative	8
	Other	8	Need to clear river	6

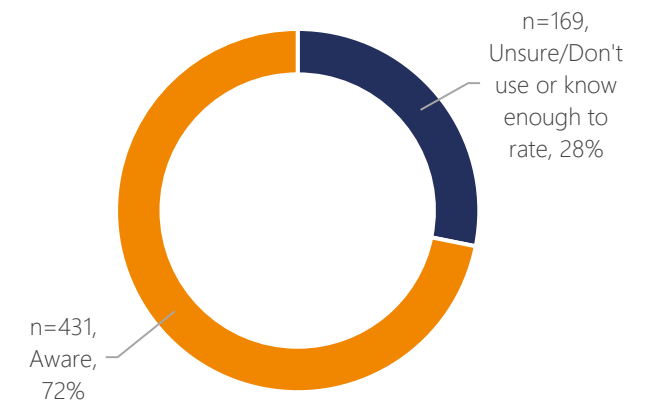
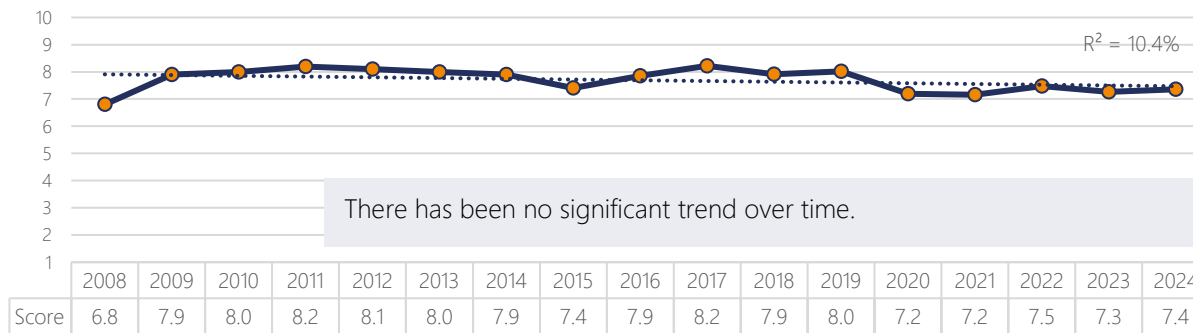
# SEWERAGE

How well does the Council perform in providing sewerage?



- Satisfaction with sewerage services was relatively stable in 2024 (7.4) and consistent with recent years.
- Sewerage perceptions greatly correlated to other water-related services.
- Nevertheless, satisfaction was typically higher in Blenheim compared to other areas overall (7.7. vs 6.9); and notably lower in Western Wairau (4.9, down from 6.2 in 2023). Awatere saw an increase in satisfaction in 2024 (7.1) compared to 2023 (5.7).
- Respondents aged under 65, and those living in Marlborough for less than 10 years (7.2), were significantly less satisfied with this service.

Satisfaction with sewerage over time

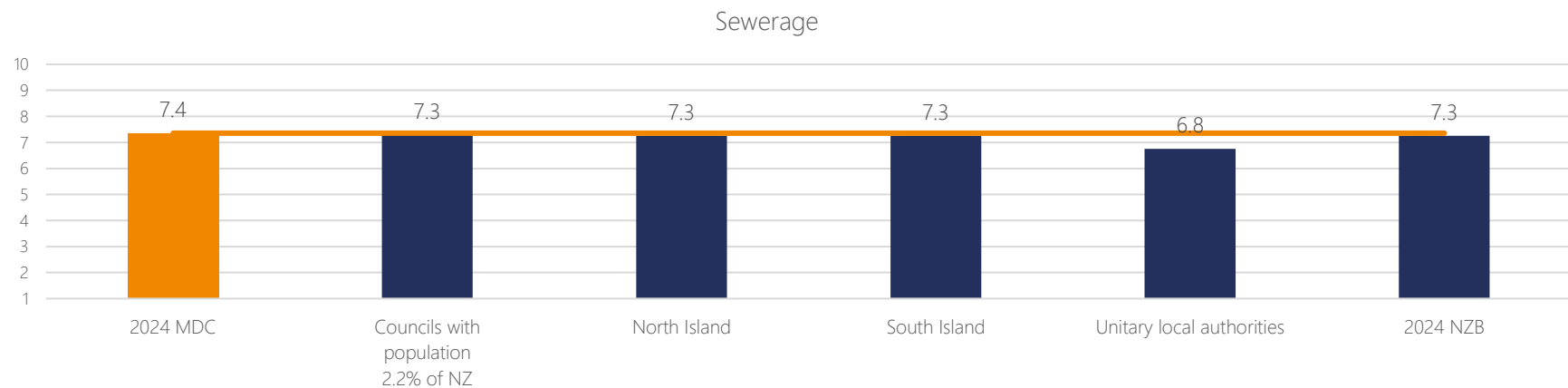


## Sewerage unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
SEWERAGE SERVICES	No problems/functions well/very good	83	Need maintenance/updating infrastructure	3
	Well maintained/managed	10	Other negative	3
	Does its job	8	Environmental impact/discharge	1
	Effective upgrades	4		
	Other positive	4		

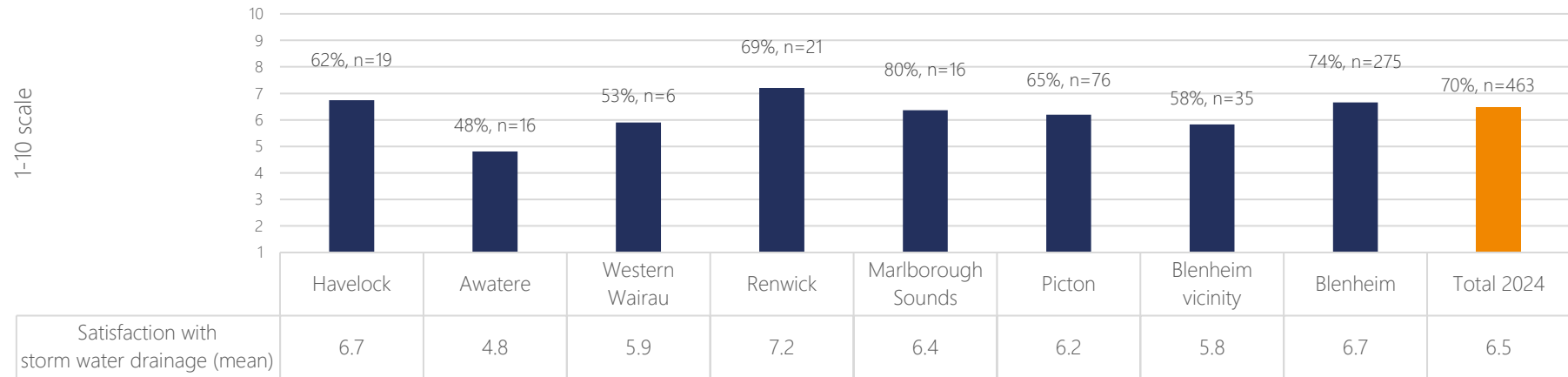
## Sewerage – MDC vs. New Zealand average

Satisfaction with sewerage services in the MDC region was on par with the NZ benchmark and with other South Island Councils.



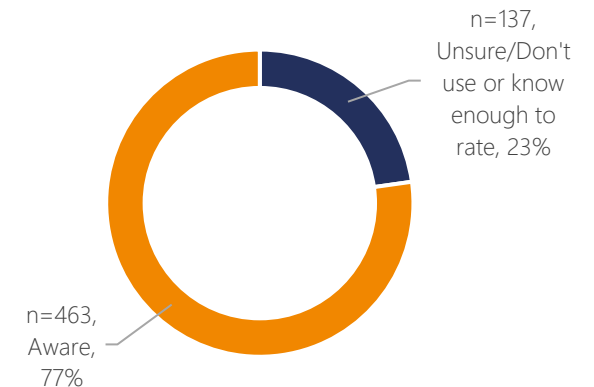
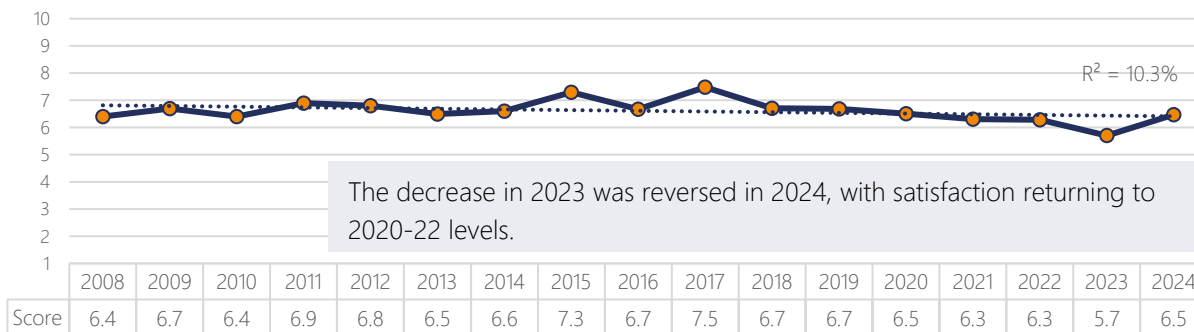
# URBAN STORM WATER DRAINAGE

How well does the Council perform in providing urban storm water drainage?



- Similar to flood protection, satisfaction with urban storm water drainage saw significant recovery in 2024 (6.5) from 2023 (5.7) – returning to levels previously measured in 2020-22.
- Satisfaction was higher in Blenheim (6.7, up from 6.1 in 2023) than other areas on average (6.2). However, notable increases were measured in most locations, particularly Marlborough Sounds (6.4, up from 2.8), Awatere (4.8, up from 2.9) and Western Wairau (5.9, up from 3.4).
- Satisfaction with storm water services increased for all age groups in 2024, especially younger residents (aged 18-39) (6.6, up from 4.7); although remaining higher for older residents (aged 65+) (6.9, compared to 6.7 in 2023).

Satisfaction with storm water drainage over time

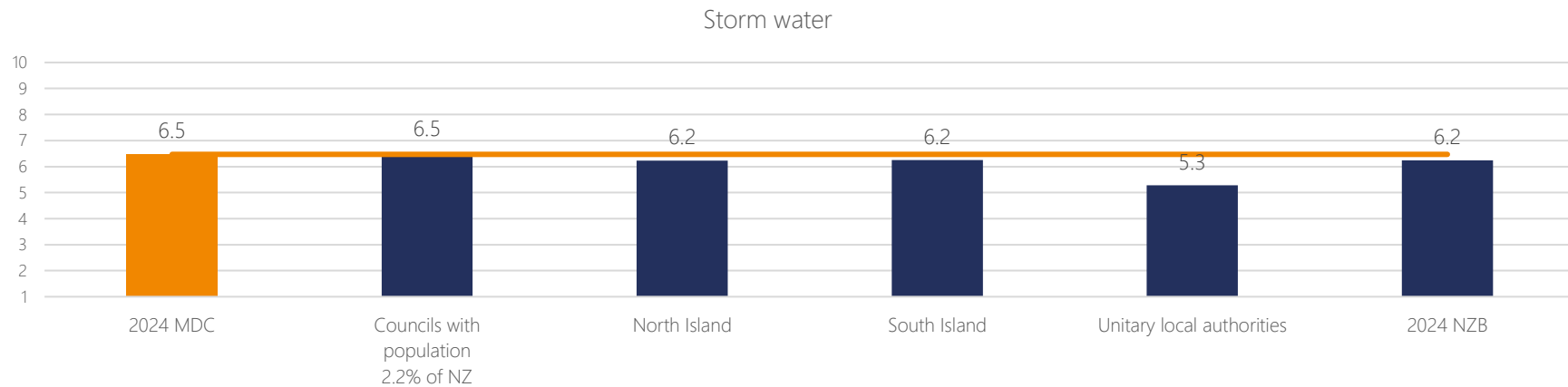


### Storm water drainage system unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
STORM WATER	No problems/Works well	26	Flooding still occurring	11
	Good	16	Drains blocked/need cleaning	7
	Well-maintained	11	Poor maintenance/No response	7
	Other	3	Other negative	4

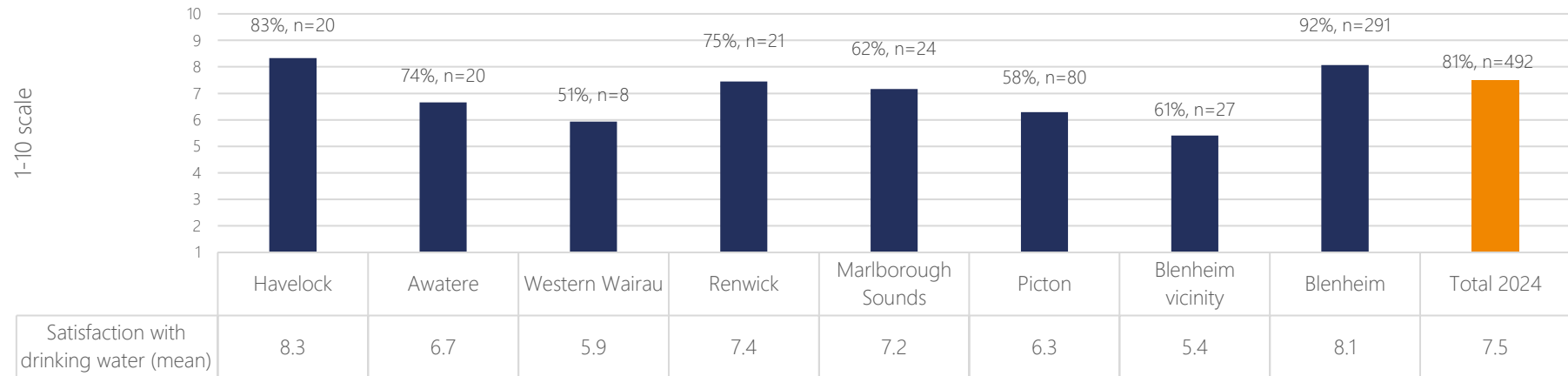
### Storm water – MDC vs. New Zealand average

Satisfaction with storm water drainage was slightly above the national and South Island Councils averages.



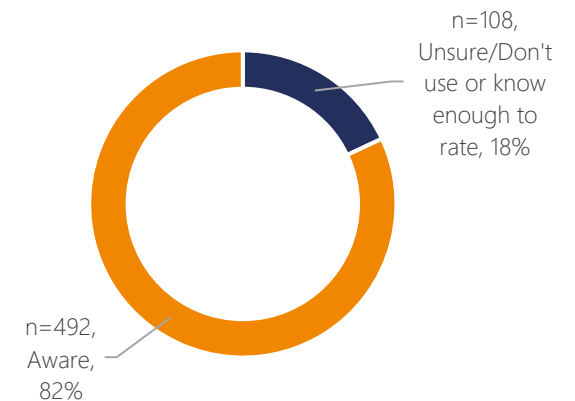
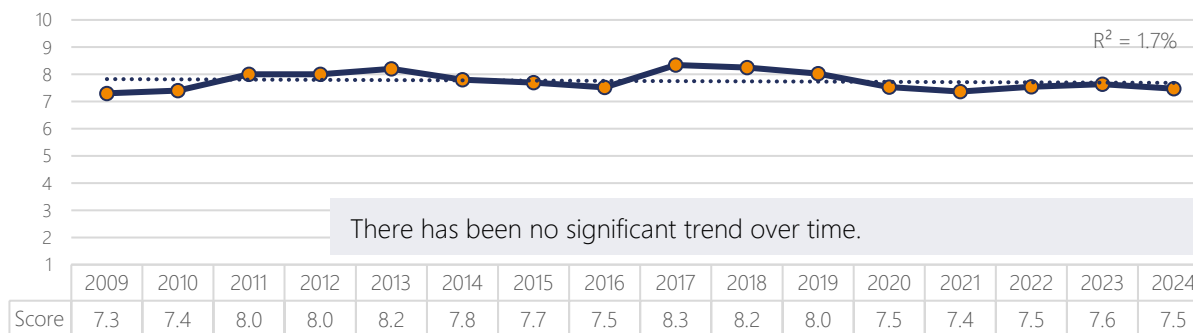
# DRINKING WATER

How well does the Council perform in providing drinking water?



- Overall, 81% of respondents were satisfied with drinking water supply (7.5 on average), on par with 2023 (85%, 7.6 on average). Around 1-in-5 (18%) could not provide ratings (*'Don't know'* or *'Don't receive'* responses).
- Overall, satisfaction with drinking water supply has remained stable over time, and supported by highly positive community feedback (such as *'good supply / clean / good/ best in New Zealand'*).
- Regional differences remained, with satisfaction higher in Blenheim (8.1) than other areas overall (6.6). Ratings remained lower on average in Blenheim vicinity (5.4) and Western Wairau (5.9, though up from 3.4 in 2023).
- Satisfaction was lower for those aged 40-64 specifically (6.9); for renters (6.6) compared to home owners (7.6); and for more recent residents (under 10 years) (7.1) compared to long term residents (7.7).

Satisfaction with drinking water over time



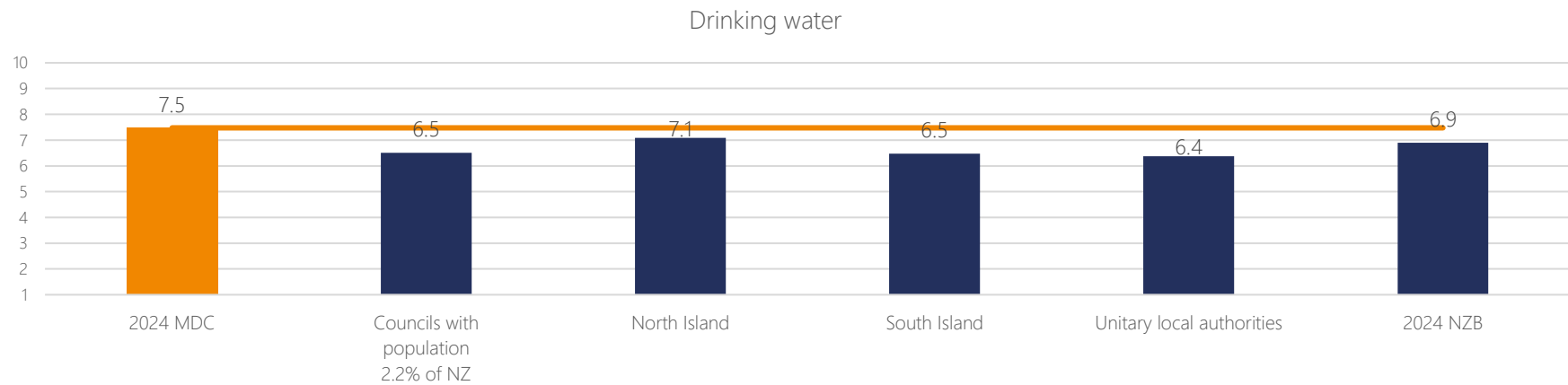


## Drinking water unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
DRINKING WATER	Good supply/Clean/good water/Best in NZ	108	Too much chlorine / do not add chlorine	12
	Good/okay taste/smell	20	Other negative	6
	No issues	17	Unsafe/boil notice	4
	No added/Do not add fluoride/chlorine	11	Poor taste/smell/unpotable	2
	Other	6	Cost. Have to buy water/filters	2
	Well managed/upgraded	6	Upgrades needed	2

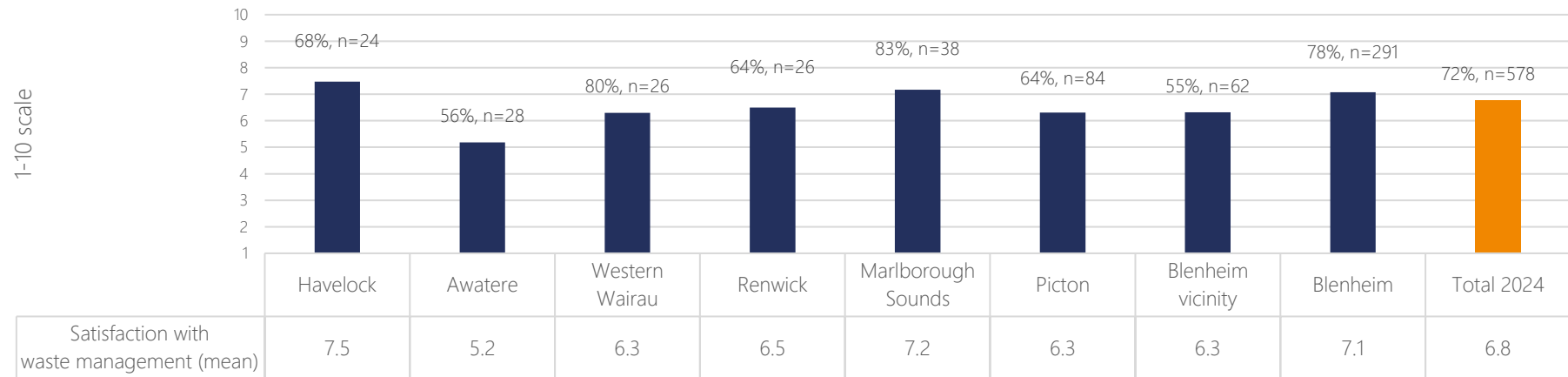
## Drinking water – MDC vs. New Zealand average

Satisfaction with drinking water supply in the MDC region was well above the national average.



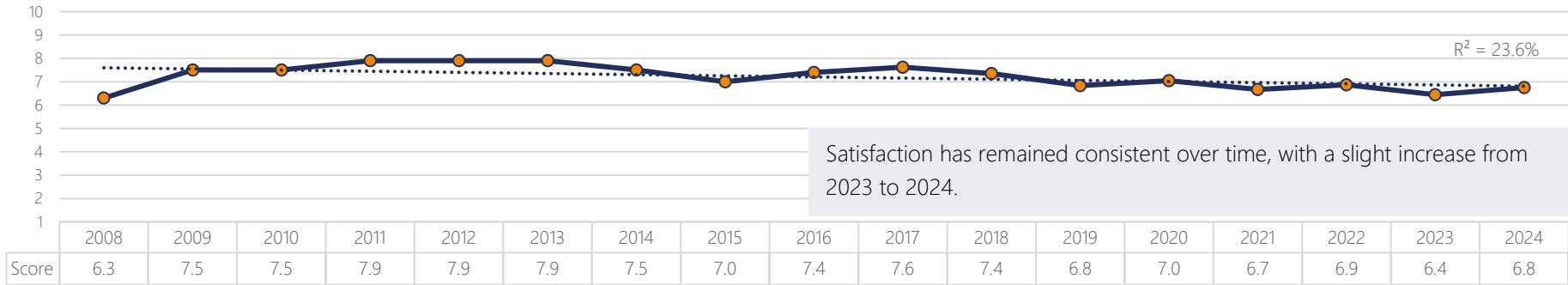
# WASTE MANAGEMENT

How well does the Council perform in providing kerbside rubbish, Waste Transfer Stations and Resource Recovery Centre, Reuse Shop and green waste composting?

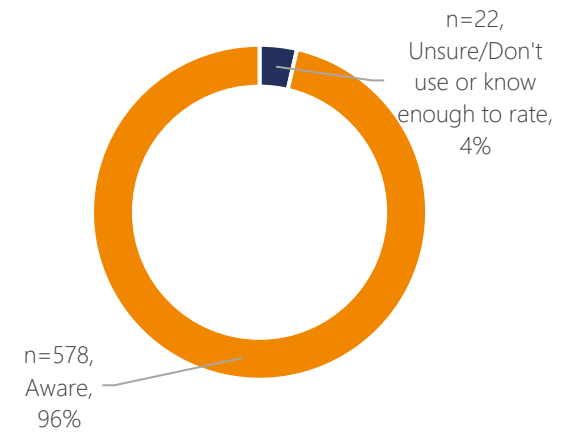
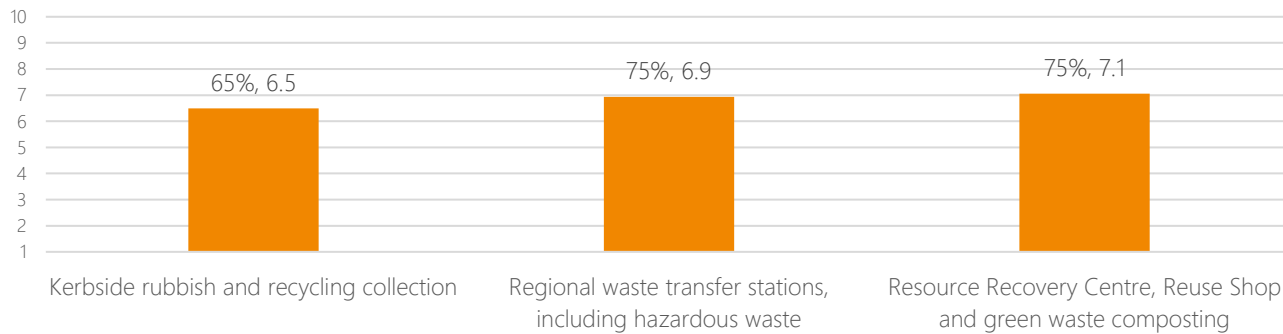


- 7-in-10 residents (72%) were satisfied with waste management in 2024 (6.8 on average), up from 68% (6.4 on average) in 2023 – and back on par with previous years.
- Contributing to the overall rise, all three waste management attributes saw slight increases in 2024, particularly waste transfer stations (75%, up from 71% in 2023) and kerbside collections (65%, up from 61%).
- Satisfaction with both transfer stations and Resource Recovery Centre remained higher in Blenheim (7.3 & 7.5, respectively) than other areas overall (6.6 & 6.5, respectively).
- However, Marlborough Sounds residents were more satisfied with waste services overall in 2024 than 2023 (7.2, up from 4.7).
- Older residents (aged 65+) continued to be most satisfied with waste management overall, especially for transfer stations (7.4) and Resource Recovery (7.5).

Satisfaction with waste management over time



Attributes included in waste management

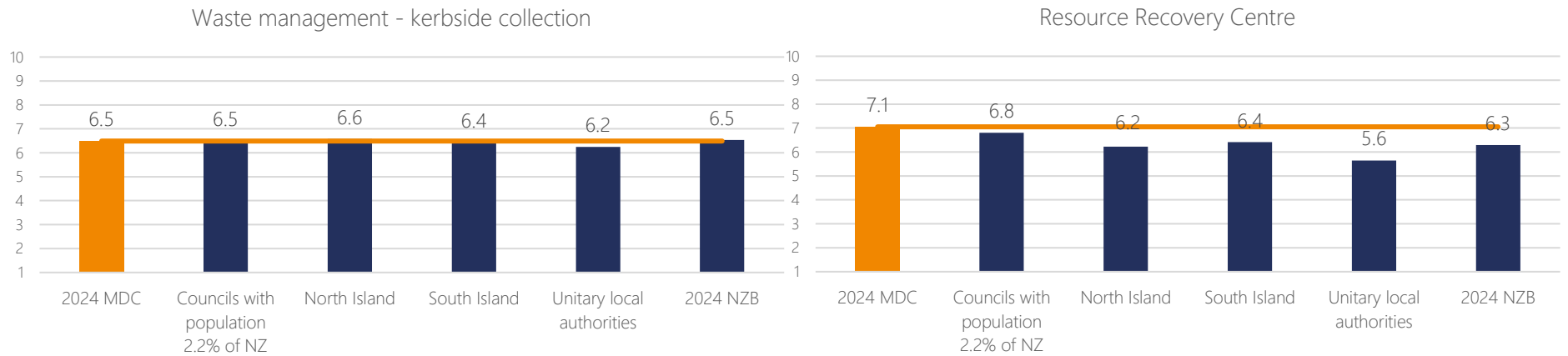


## Waste management unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
<b>KERBSIDE RUBBISH</b>	Good/Happy	33	All goes into one truck/Recycling going to landfill	19
	Happy with wheelie bins	19	Dissatisfied with new system	9
	Reliable/regular	18	Items left behind/on ground	6
	No problem/Works well	15	Wheelie bins/bigger recycling bins needed	5
	Other	11	No kerbside collection	4
	Staff doing a good job	6	Poor service provider	4
			Other negative	2
			Expensive	2
			Recycling bins need lids/wind/animals blows items	1
			More/cheaper waste options needed (green etc)	1
<b>WASTE TRANSFER STATION</b>	Good service/Works well	55	Expensive/shouldn't have to pay dump fees	9
	Well-organised/maintained facilities	14	Other negative	4
	Good/helpful staff	11	Poor design/Overflowing/Untidy	2
	Easy access/Easy to use	9	Insufficient service/hours	1
	Reasonable price	6	Recycling dumped/not processed	1
	Frequent user	6	Items restrictions/limitations	1
	Other	2	Access issues	1
<b>RESOURCE RECOVERY CENTRE</b>	Good service/works well	49	Expensive	11
	Enjoy using/buying from shop	13	Other negative	6
	Frequent user	11	No green waste composting	5
	Good way to recycle	10	Poor service/layout	1
	Good/helpful staff	8		
	Other positive	6		
	Easy to use	5		
	Well-organised/managed/ maintained	4		

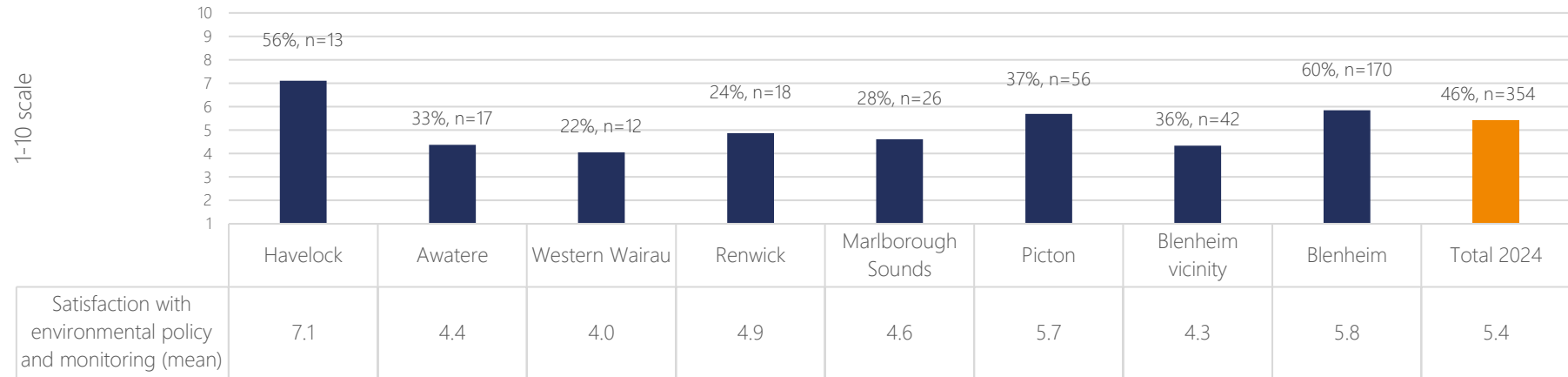
## Waste management – MDC vs. New Zealand average

Satisfaction with waste management (kerbside rubbish and recycling collection) was on par with the NZ benchmark. At the same time, satisfaction with the Resource Recovery Centre was above both the national and South Island Councils averages.



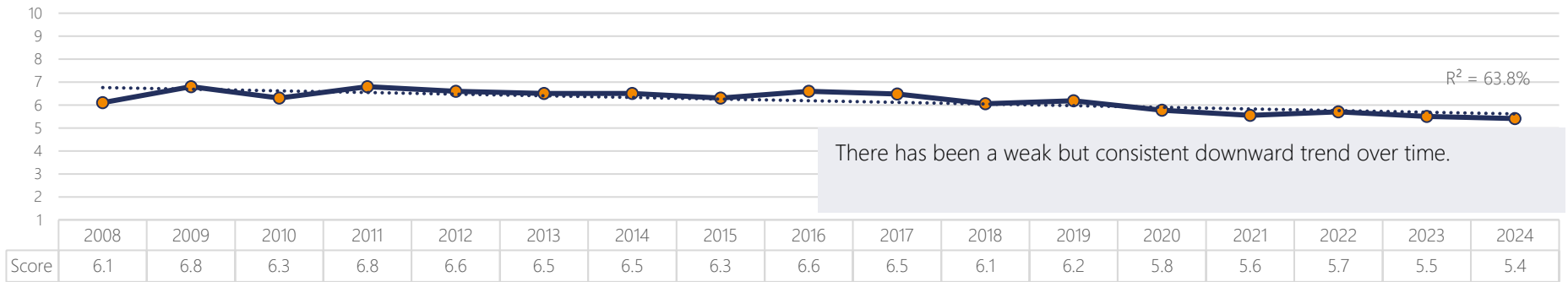
# ENVIRONMENTAL POLICY AND MONITORING

How well does the Council perform in developing policies under the Resource Management Act and environmental monitoring and information provision?

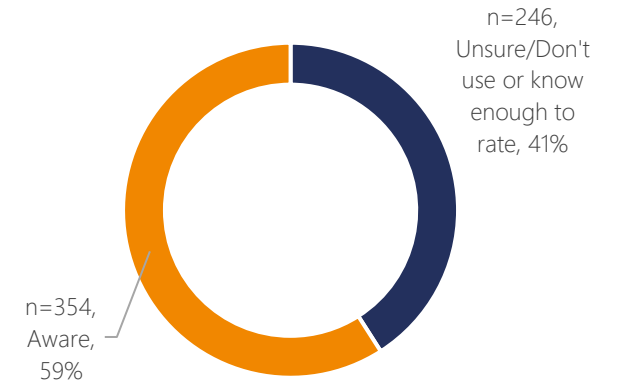
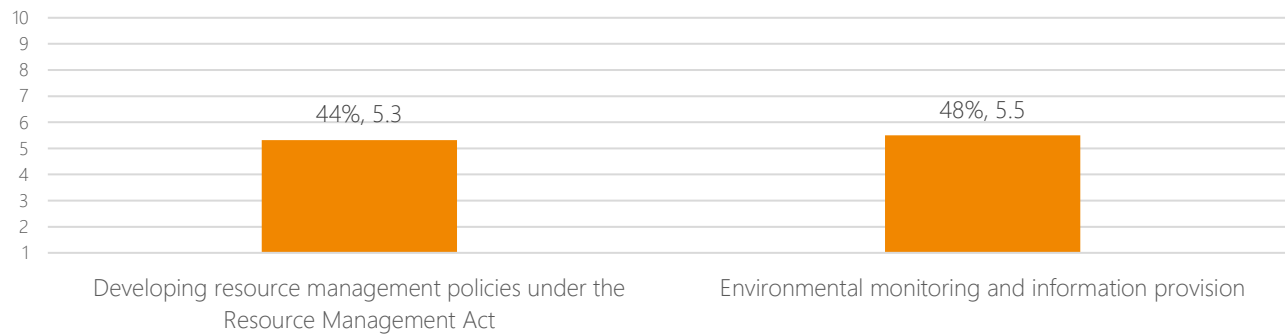


- A high proportion of residents did not know enough to rate services in relation to environmental policies and monitoring (41%) – especially developing policies under the Resource Management Act (58%).
- Overall satisfaction with environmental policy in 2024 (46%, 5.4 on average) was slightly down on 2023 (49%, 5.5 on average), continuing a weak downward trend in recent years.
- The main decline in 2024 was again attributed to environmental monitoring and information provision (5.5, down from 5.7 in 2023 and 5.9 in 2022). However, satisfaction with resource management policies was more consistent.
- Satisfaction was generally higher overall in Blenheim (5.8) than other areas overall, despite remaining highest in Havelock (7.1).

Satisfaction with environmental policy and monitoring over time



Attributes included in environmental policy and monitoring



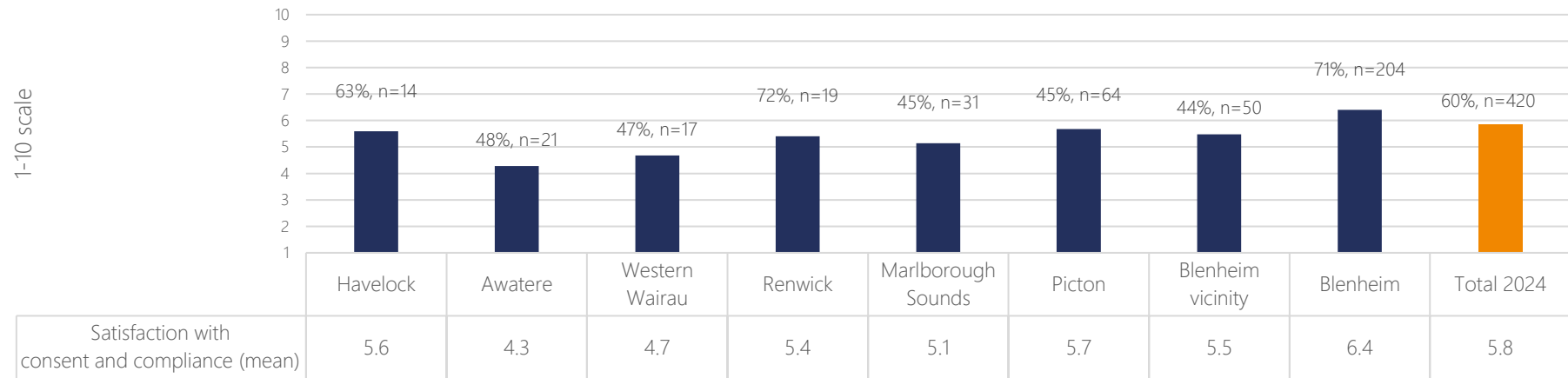
Environmental policy and monitoring unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
<b>DEVELOPING RESOURCE MANAGEMENT POLICIES UNDER THE RMA</b>	Good / no issues	7	Costs too high	8
	Other	3	Other negative	8
			Slow/takes too long	6
			Lack of communication/accountability	3
			Negative/detrimental process/mismanaged/poor service	3
			Too much red tape/inaccessible.	2
<b>ENVIRONMENTAL MONITORING AND INFORMATION PROVISION</b>	Good service/no issues	11	No follow-up or enforcement/Lack of response	8
	Good information / Helpful resources	5	Other negative	8
	Other	2	Overlooked rivers/Taylor river/Awatere/	8
			Lack of information/communication	4
			Chemicals over-use	3



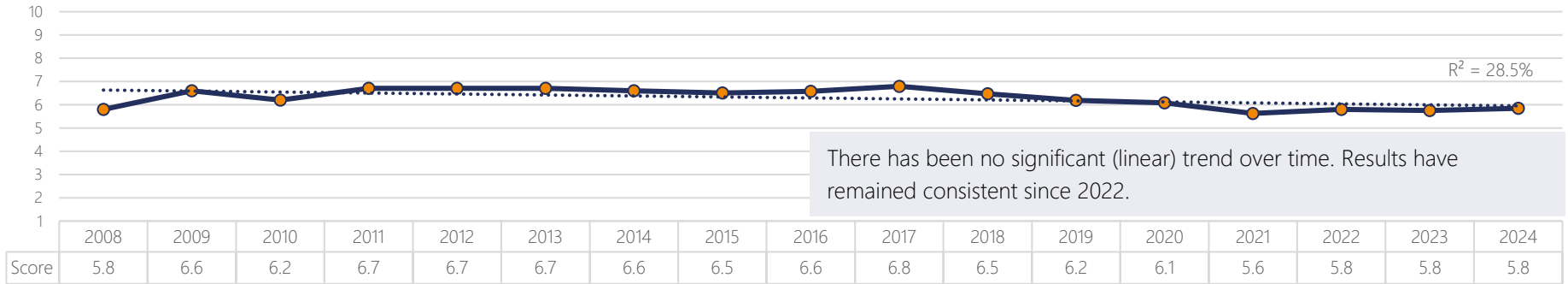
# CONSENT AND COMPLIANCE

How well does the Council perform in working under RMA resource consents and monitoring, Building Act, Sale & Supply of Alcohol Act and Health & Food Act?

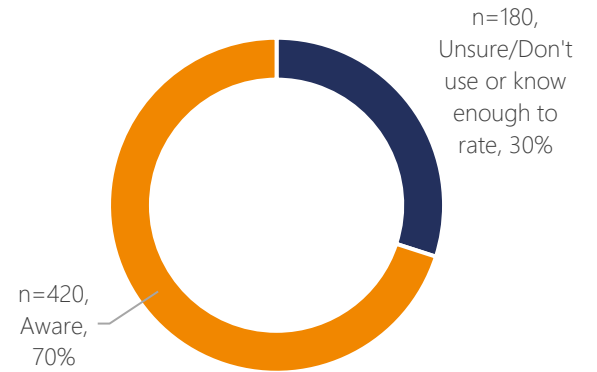
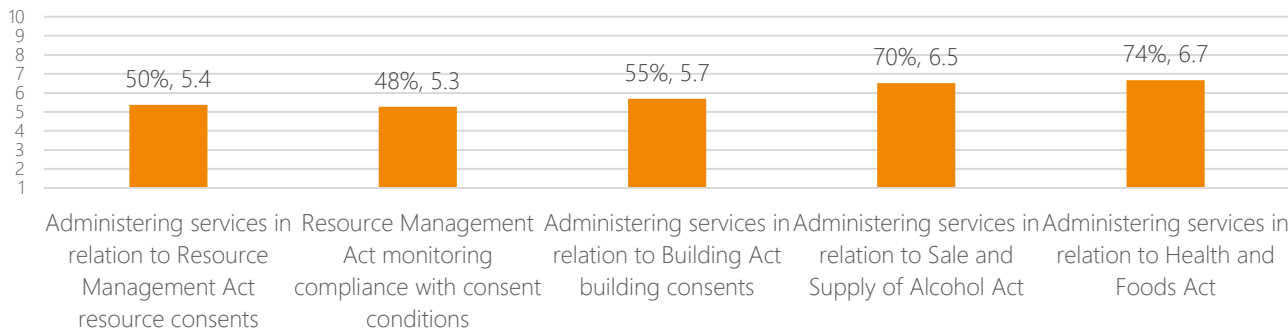


- 7-in-10 residents (70%) could rate at least one attribute in relation to consent and compliance; however, awareness of the range of consents remained limited, with around half of residents able to rate any specific Act.
- However, satisfaction with consents and compliance in 2024 (5.8) remained on par with 2023 (5.8) and previous years, on average.
- Consistent with 2023, satisfaction with most Acts and monitoring activities was typically higher in Blenheim and Havelock (despite a small sample size in this area).
- Satisfaction with services related to the Sale and Supply of Alcohol Act was lower among younger residents (aged 18-39) (6.1) compared to older adults 40+ (6.6).

Satisfaction with consent and compliance over time



Attributes included in consent and compliance

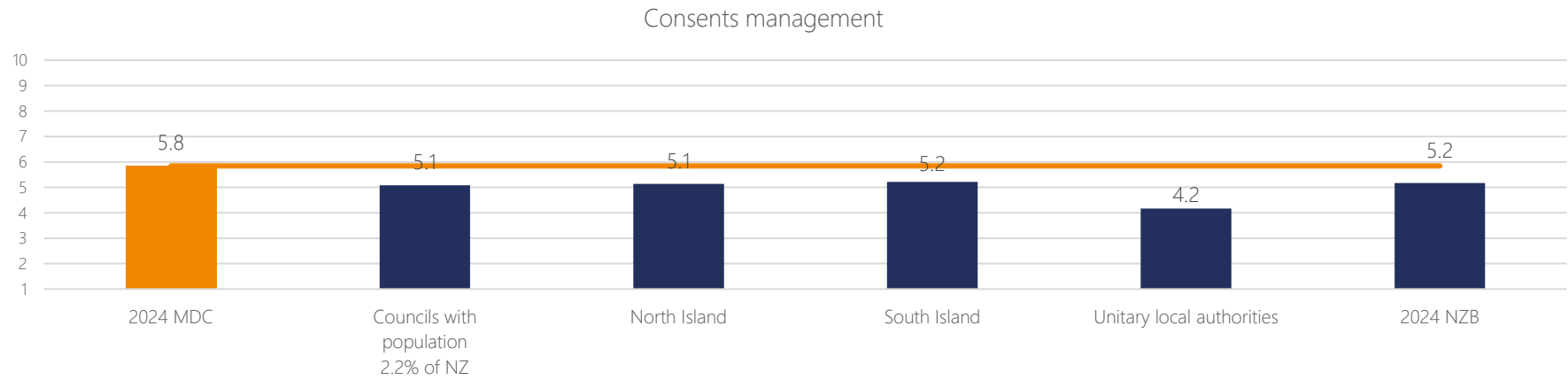


Consents and compliance unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
<b>RMA - RESOURCE CONSENTS</b>	Good / no issues	6	Other negative	8
	Effective / good staff	2	Slow/takes too long/lack of action	7
			Expensive	7
			Favours some industries/businesses. Council preferences/conflicts of interest	5
		Negative/difficult process/poor communication	3	
<b>RMA MONITORING COMPLIANCE WITH CONSENT CONDITIONS</b>	Good service / no issues	2	Other negative	8
			Ineffective/inconsistent processes	6
			Expensive fees	5
			Slow/difficult process	4
			Lack/unaware of monitoring/action	3
		Over-regulation/wrong focus	3	
<b>BUILDING ACT</b>	Good service / no issues	10	Expensive	8
	Good staff	5	Slow process	5
			Other negative	4
			Ineffective/errors made/poor service/staff	3
		Too much red tape/inaccessible/difficult	2	
<b>SALE &amp; SUPPLY OF ALCOHOL ACT</b>	No problems / good	14	Difficult to get	4
	Well managed / monitored	12	Need to be properly monitored/Too many alcohol stores	2
	Efficient / strict	2	Other negative	2
<b>HEALTH AND FOODS ACT</b>	No problems/Good	14	Other negative	4
	Good standards/service	8	Not effective. Lack of visible standards/ratings/monitoring	1
	Effective monitoring/response	4		

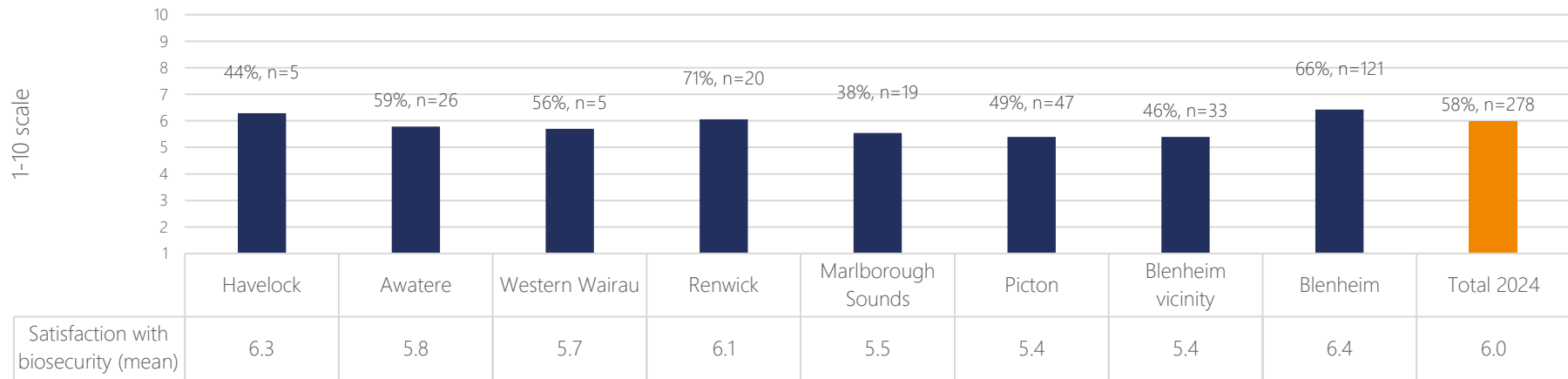
## Consents and compliance – MDC vs. New Zealand average

On average, satisfaction with consents and compliance in the MDC region was above the NZ benchmark.



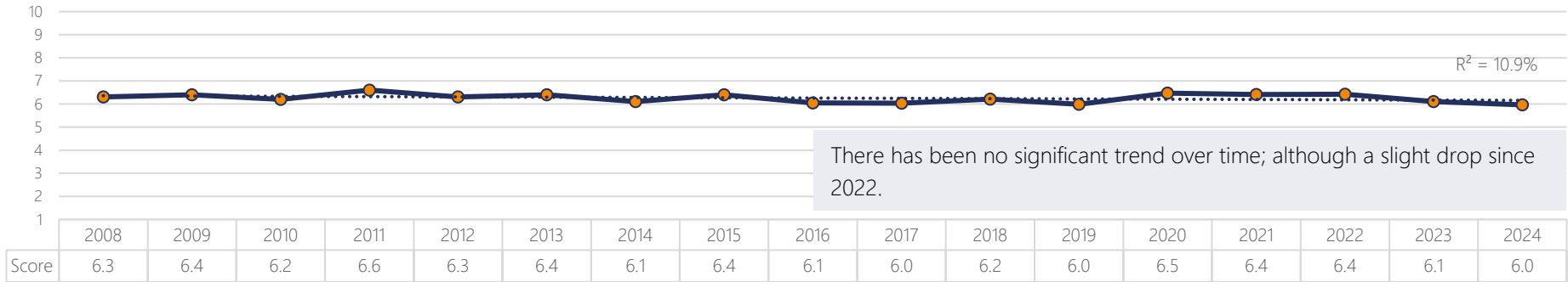
# BIOSECURITY

How well does the Council perform in working with landholders in relation to pest management and managing emerging threats, current threats or high impact species?



- Less than half (46%) of respondents in 2024 felt informed enough to rate biosecurity services (51% in 2023).
- Satisfaction with Marlborough district biosecurity in 2024 (6.0) was consistent with 2023 (6.1), but continued a slight decline since 2022 (6.4).
- This decline was mainly attributed to managing emerging threats (52% and 6.1, down from 60% and 6.0 in 2023).
- Satisfaction with biosecurity was higher overall in Blenheim (6.4) compared to other areas (5.8), and lowest in Picton (5.4) and Blenheim vicinity (5.4).
- Satisfaction was also typically higher for older residents (aged 65+) (6.4) than those aged 18-39 (4.9).

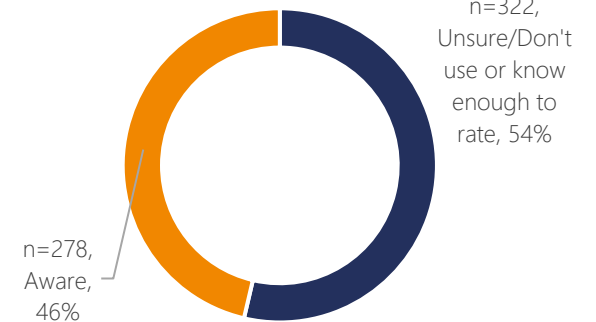
Satisfaction with biosecurity over time



Biosecurity unprompted comments (coded categories)

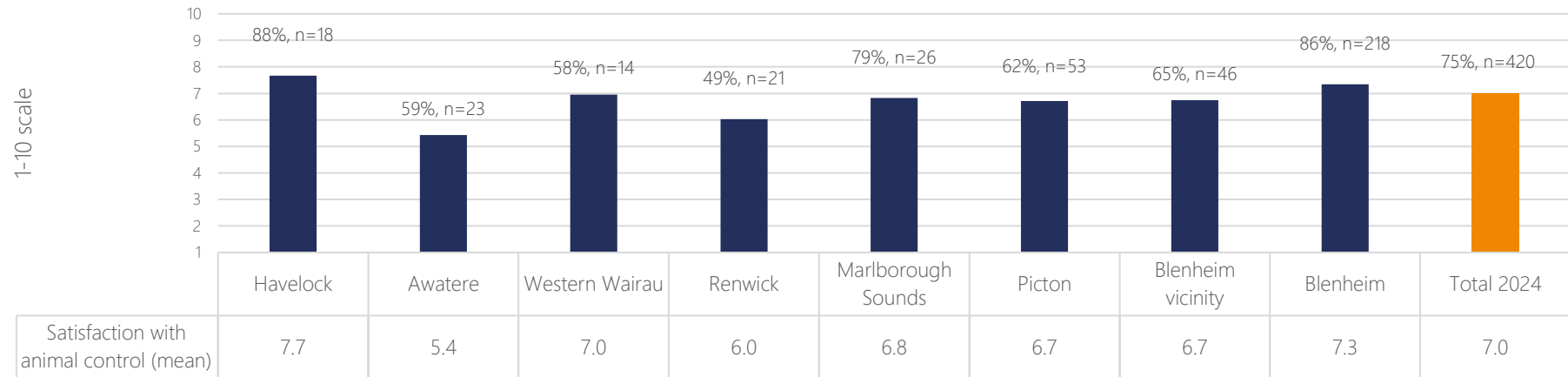
	POSITIVE	COUNT	NEGATIVE	COUNT
<b>WORKING WITH LANDHOLDERS</b>	Council doing good job	13	Other negative	5
	Good communication/information	5	Inconsistent service/not enough action. Penalties/improvements needed	4
	Prompt/Good response	3	Some species need more control	4
	Other	2	No visible council involvement	2
			Not enough information	1
<b>MANAGING THREATS</b>	Council doing good job	6	Certain plants not controlled	7
	Prompt response to threats	4	Other negative	6
			Not proactive	2
			Poor service/management	1

Attributes included in biosecurity



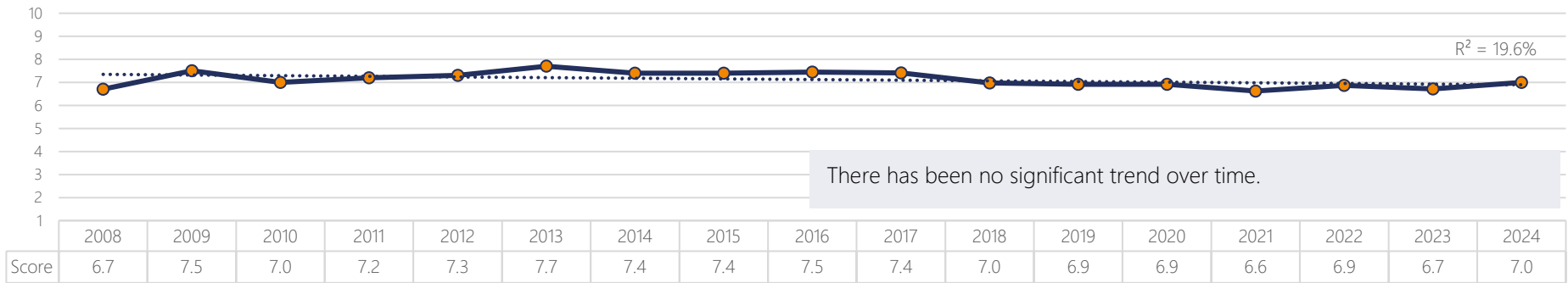
# ANIMAL CONTROL

How well does the Council perform in providing dog control and control of wandering livestock?

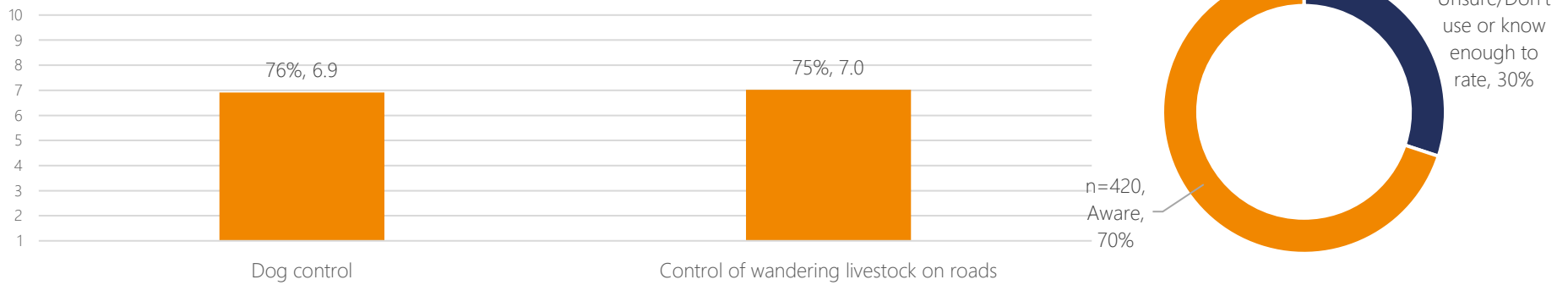


- Satisfaction with animal control has remained consistent over time, currently at 75% in 2024 (7.0 on average), compared to 76% (6.7 on average) in 2023.
- In 2024, average satisfaction with dog control (6.9) was up slightly from 2023 (6.6), while satisfaction with wandering livestock control (7.0) was on par with 2023 (6.9).
- Satisfaction with both forms of animal control was generally higher in Blenheim than other areas; Awatere (5.4, 5.1 in 2023) continued to record lower satisfaction on average.
- Satisfaction with dog control was lower for older residents (aged 65+) (6.8) compared to 18-39 year olds (7.7).

Satisfaction with animal control over time



Attributes included in animal control



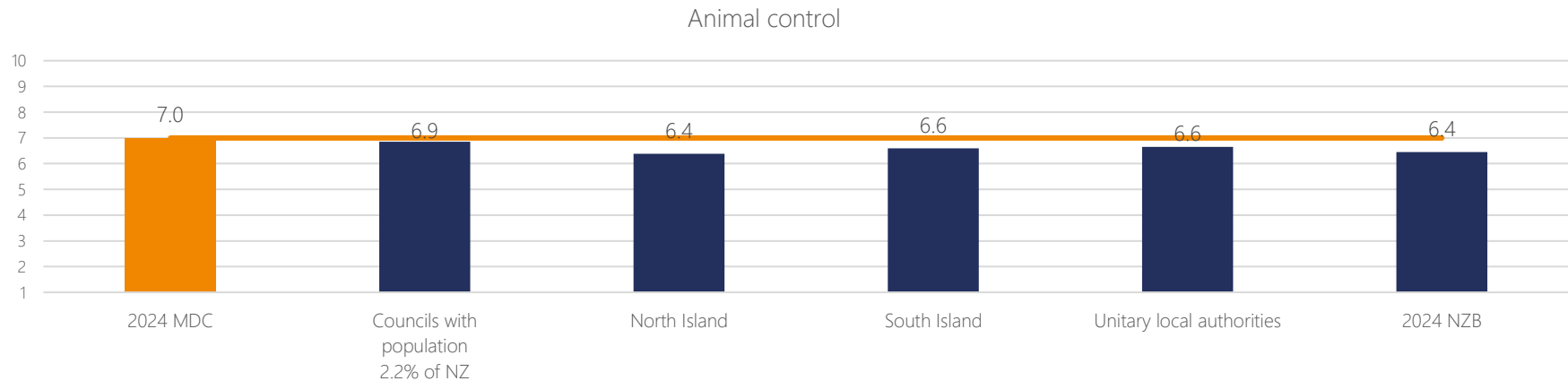


### Animal control unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
<b>DOG CONTROL</b>	Good service/staff	33	Roaming dogs	13
	Don't see dogs roaming/no issue	12	Poor service from Dog Control	9
	Prompt service/response	10	Ineffective dog control/Barking dogs complains	5
	Other	8	Other negative	4
			Owners don't comply/Tougher on repeated offenders	2
<b>WONDERING LIFESTOCK</b>	Don't see livestock roaming	20	Poor control/observe stock	3
	Well/Good/No problem	11	Slow	2
	Good service/Prompt	5	Other negative	1
	Other	1		

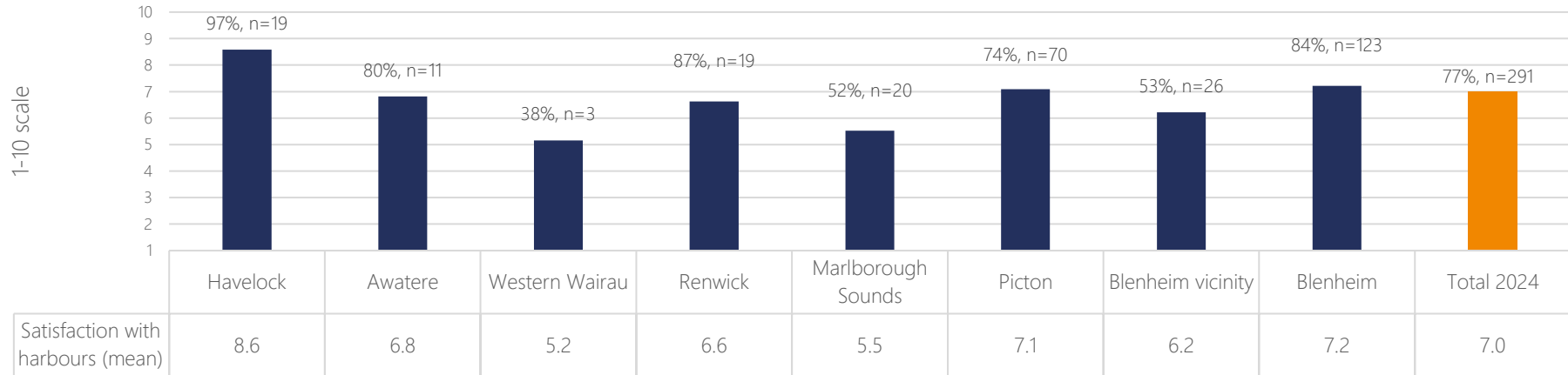
### Animal control – MDC vs. New Zealand average

Animal control in the MDC region rated favourably against the NZ and South Island benchmarks.



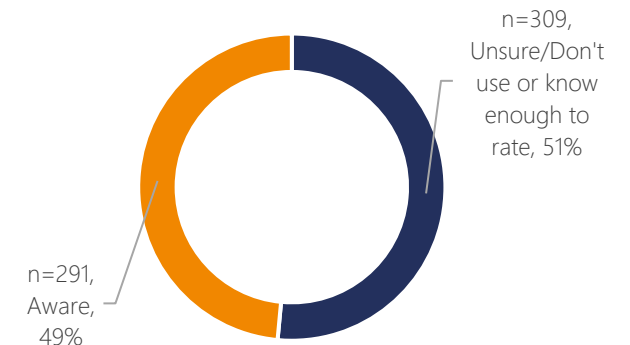
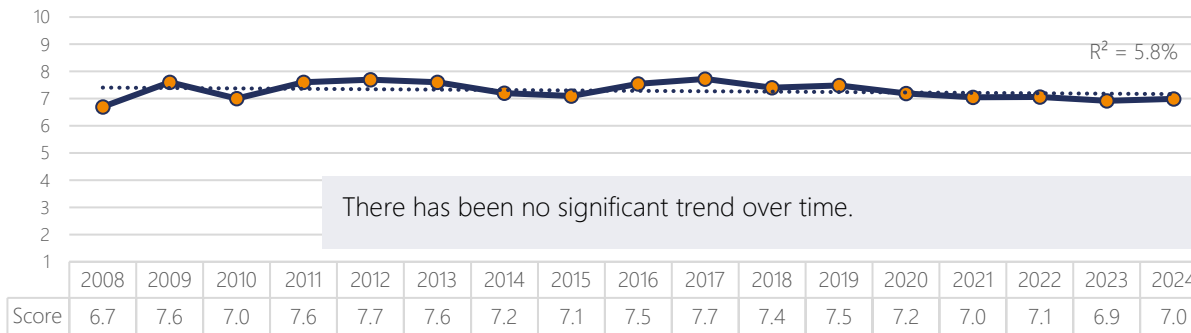
# HARBOURS

How well does the Council perform in providing harbour control?



- Around half of respondents (49%) could not provide any ratings in relation to harbour control ('Don't know' or 'Not applicable' responses).
- 77% of residents who provided a rating were satisfied (7.0 on average); consistent with previous years.
- Despite some apparent differences across the district, few significant differences were observed by area, residents' age or other demographic groups (due in part to low subsample sizes).

Satisfaction with harbours over time

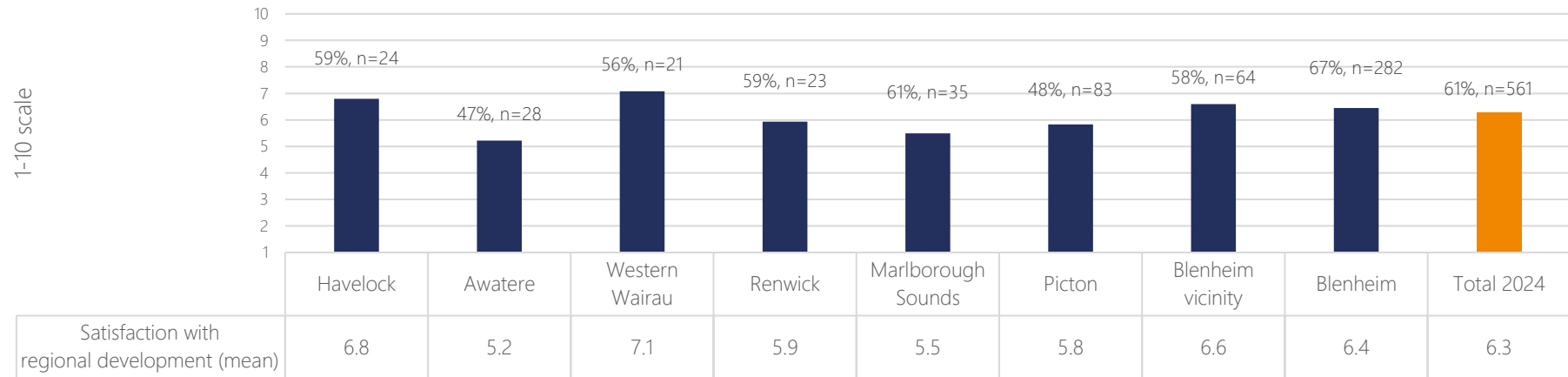


Harbour control unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
HARBOURS	Good job/ service	29	Other negative	6
	Well-managed/ no problems	10		
	Harbourmaster good/ proactive	10		
	Other	5		
	Good staff	4		
	Good improvements	1		

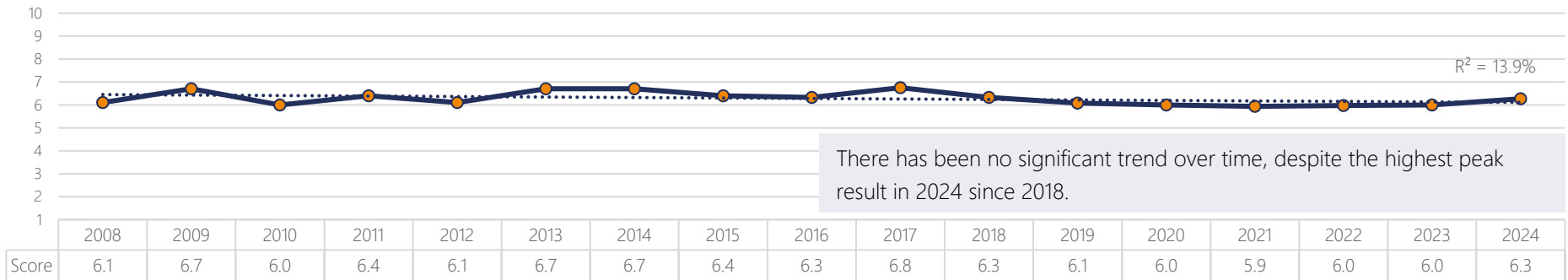
# REGIONAL DEVELOPMENT

How well does the Council perform in providing economic development, car parking and irrigation of the Southern Valleys?

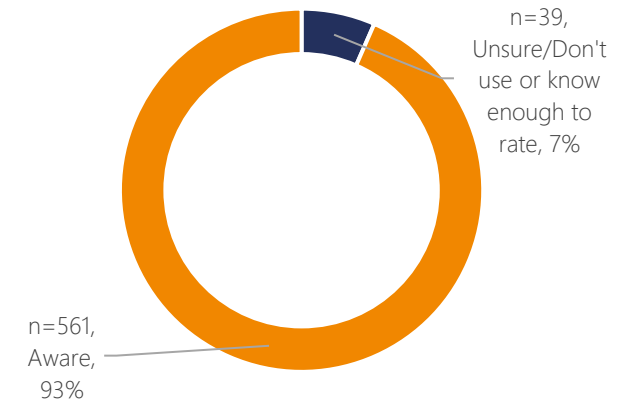
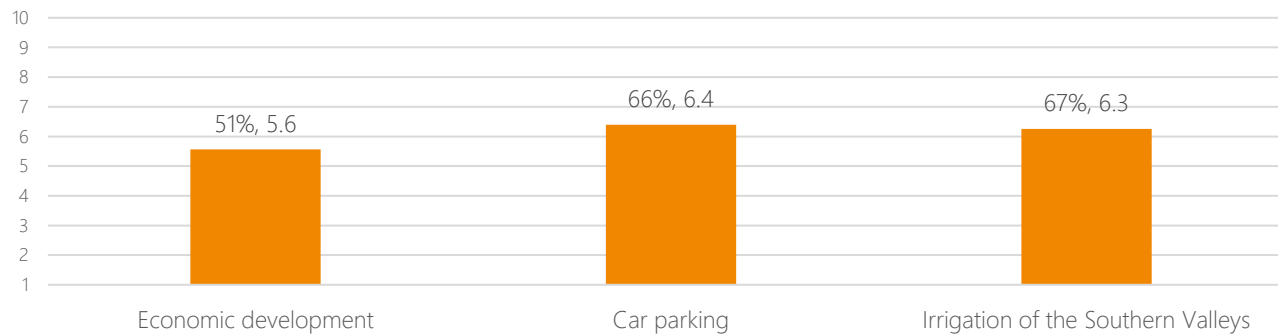


- In 2024, 6-in-10 respondents (61%) were satisfied with regional development (6.3 on average). The 2024 average score was the highest measured since 2018 (and increasing from 5.9 in 2021), despite no significant trends over time.
- Irrigation of the Southern Valleys recorded the largest number of residents who did not know enough to provide a rating (74% 'Don't know' or 'Not applicable' responses).
- Awatere (5.2, 4.2 in 2023) and Marlborough Sounds (5.5, 5.4 in 2023) residents were less satisfied with regional development overall. However, satisfaction increased in Western Wairau overall in 2024 (7.1, up from 4.7 in 2023), although satisfaction with economic development was lower in this area (4.4).
- Younger residents (18-39) were less satisfied with economic development (4.9) compared to older residents (5.8); however were more satisfied with car parking (6.8) than older residents (6.3).

Satisfaction with regional development over time



Attributes included in regional development

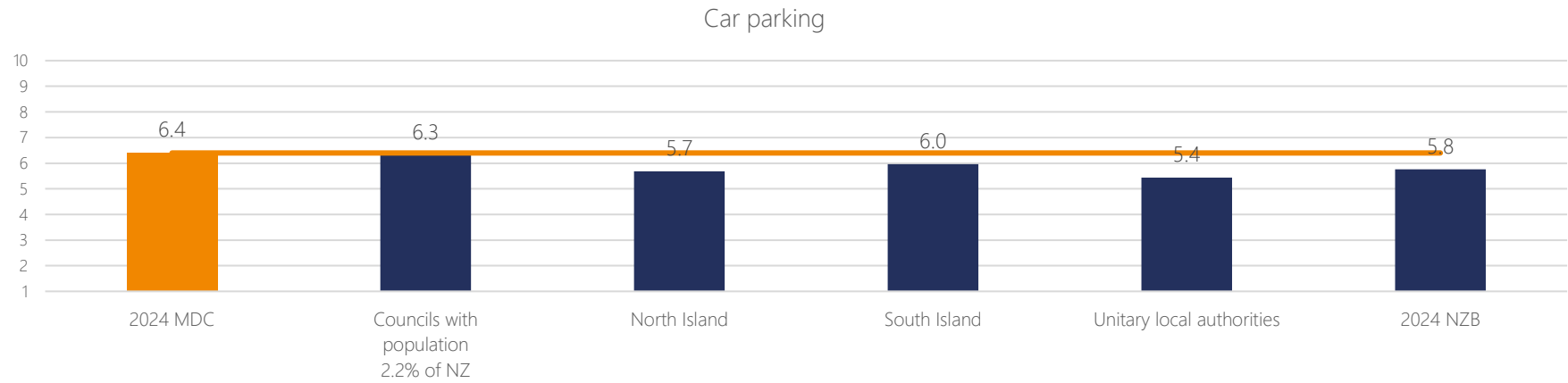


## Regional development unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
<b>ECONOMIC DEVELOPMENT</b>	Good development/projects	8	Empty shops CBD/Lack of infrastructure/shops/staff	10
	Other	5	Unaware of/no/poor development. More needed/done differently	9
	Council proactive/supportive	3	Wrong focus/other needs to meet	6
			Other negative	5
			Money not spent well/Lack of development in wider region	3
			Unnecessary developments/projects	1
<b>CAR PARKING</b>	Adequate/enough parking	29	Poor/insufficient/small parks	19
	Good/works well	28	Other negative	11
	1 hour free great	24	Too expensive	9
	Reasonable fees/rates	9	Deters shopping/CBD visits	9
	Other	6	Issues with payment/meters/app	8
	Good/easy payment options/App	5	Not enough free parking	5
			Not enough disability parking	4
			1 hour parking should be/remain free	2
			Issues with wardens/heavy-handed	1
			Poor design/narrow/parking taken away	1
<b>IRRIGATION OF THE SOUTHERN VALLEYS</b>	Works well	11	Other negative	8
	Other positive	4	Poor/exclusive use of water	6

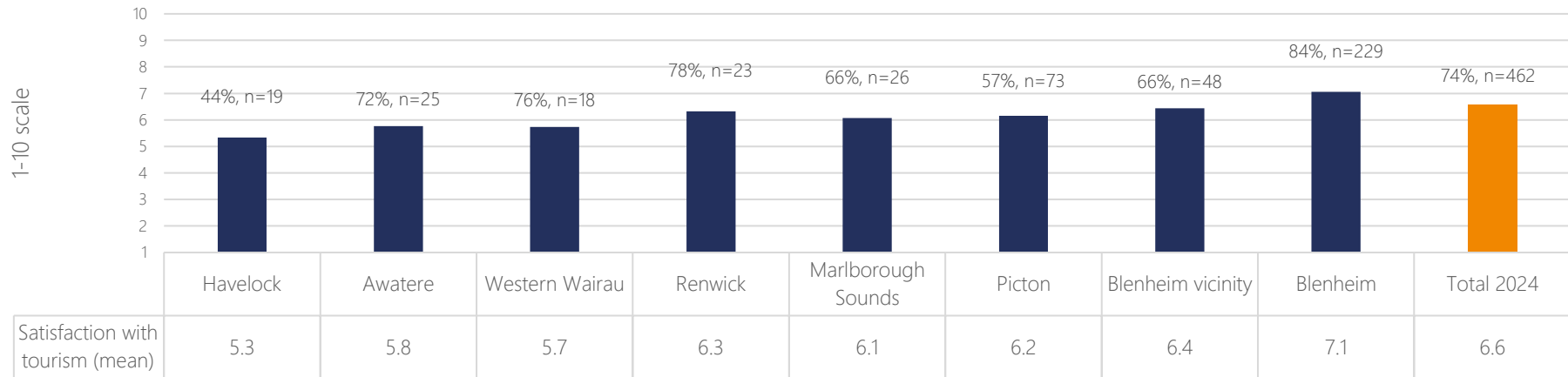
## Car parking – MDC vs. New Zealand average

Satisfaction with car parking in the MDC region was above the NZ benchmark.



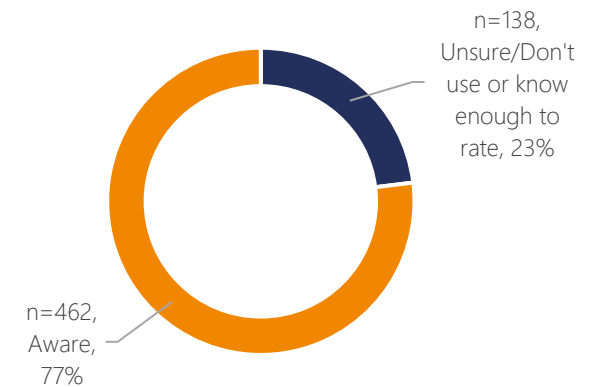
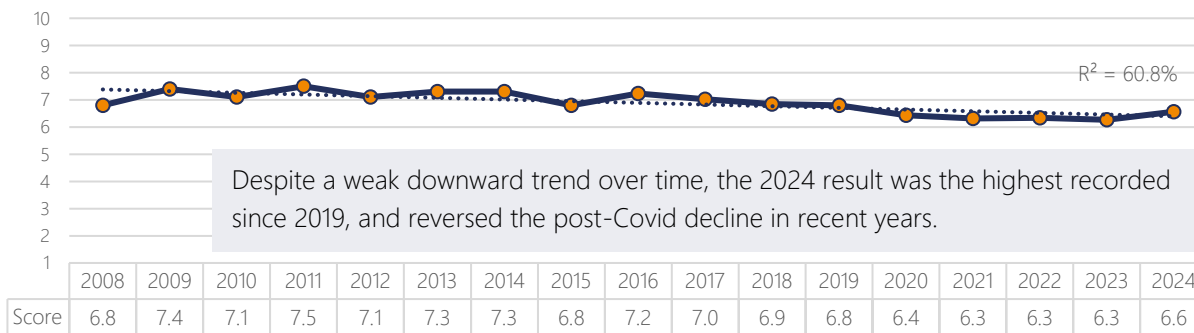
# TOURISM

How well does the Council perform in supporting tourism?



- Satisfaction with Council's performance in supporting tourism increased in 2024 (6.6 on average) compared to 2023 (6.3) – the highest result measured since 2019 (before Covid-19). Positive responses (74% satisfaction) were also higher than in 2023 (66%).
- However, satisfaction was typically higher in Blenheim (7.1) than other areas within the district overall (6.1).
- Satisfaction with tourism support also remained lower among respondents aged 18-39 (6.1) and 40-64 (6.5) compared to older residents (7.1).

Satisfaction with tourism over time



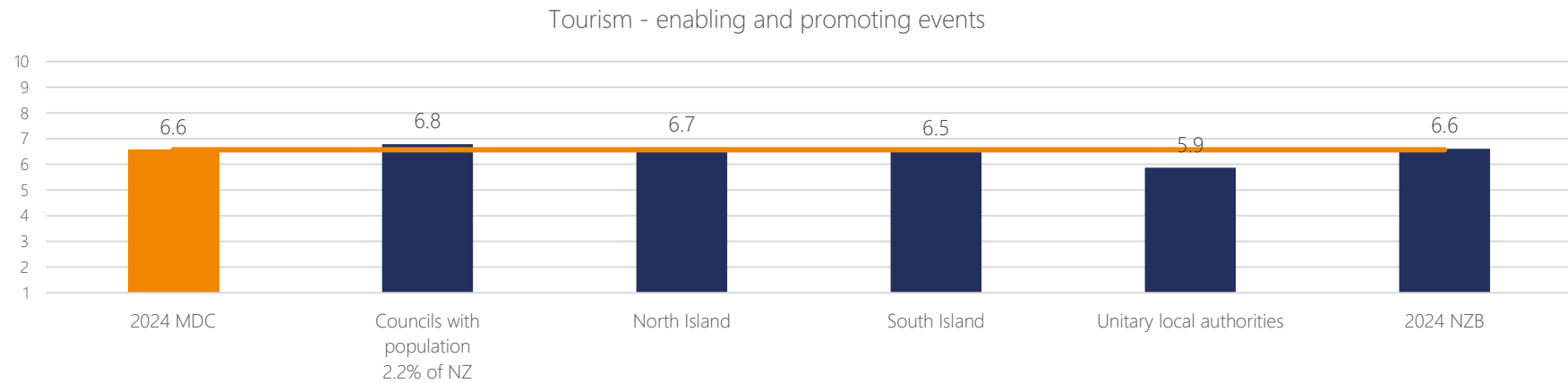


## Tourism unprompted comments (coded categories)

	POSITIVE	COUNT	NEGATIVE	COUNT
TOURISM	Doing a good job / Good	22	More effort/ support needed	6
	Lots of tourism/ attractions/ facilities	14	Other negative	5
	Promote/ support region well	12	Need to promote full range of attractions	3
	Other positive	9	More support / access for freedom camping	2
	Good service / well-managed	1	Should not be Council business/ cost	1
				Need more attractions / amenities

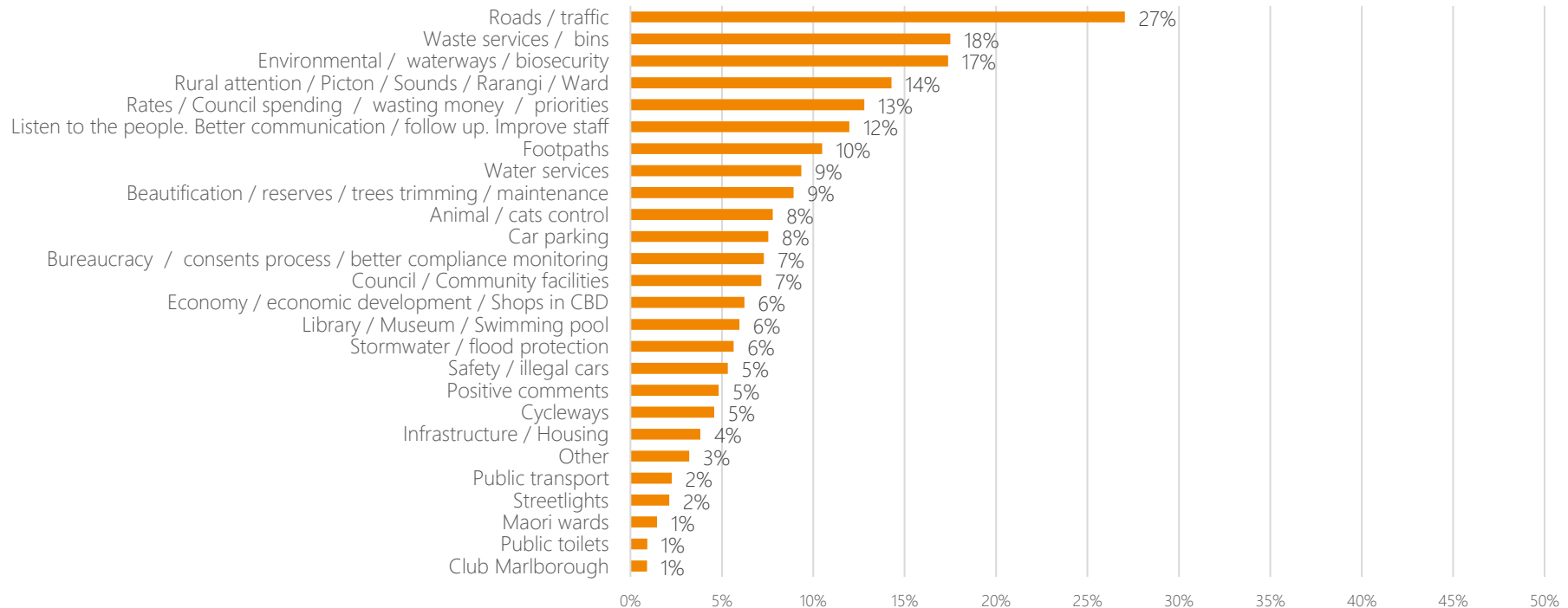
## Tourism – MDC vs. New Zealand average

Satisfaction with tourism (anecdotally) in the MDC region was on par with the NZ benchmark.



## ADDITIONAL SUGGESTIONS

Is there a particular issue you want the Council to know about? Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.



- Almost half of residents (46%) stated a particular issue(s) they wanted to highlight for the Council. The general pattern of results was similar to 2023.
- Consistent with overall findings (and previous years), roads remained the most mentioned issue; with a range of recurring concerns about poor road conditions and maintenance, potholes, insufficient road repairs (especially in Marlborough Sounds and Picton), access issues and calls for the opening of the diversion.
- Concerns about waste services were also prevalent in 2024, with concerns about (lack of) collections, reduced or lack of recycling and green waste collection, and dissatisfaction with bins provided.
- Environmental concerns were greater in 2024 (17%, 6% in 2023) with residents raising a range of issues related to pest and weed control, stop banks, and dredging/clearing of the Taylor River and other rivers, creeks and waterways, among other concerns.

