



2020/21

**Manawatū District Council
Residents'
Survey**

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Background, objectives and method

Introduction

The Manawātū District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community. Key Research has developed a comprehensive mechanism for providing this service.

Research Objectives

- To measure residents' satisfaction with the Manawātū District Council's performance
- To provide insights into how Council can best invest its resources to improve residents' satisfaction with its overall performance

Method

- The methodology involved a telephone survey measuring the performance of Manawātū District Council with a sample of n=455 residents.
- The questionnaire was designed in consultation with the staff of Manawātū District Council and is structured to provide a comprehensive set of measures relating to core activities, services and infrastructure, and to provide a wider perspective of performance. This includes assessment of reputation and the willingness of residents to become involved with Council's decision-making processes and to measure satisfaction across a range of lifestyle-related measures.
- Data collection was conducted over four periods; 113 responses between 4 and 13 August 2020, 113 responses between 2 and 24 November 2020, 113 responses between 1 and 22 March 2021, and 116 responses between 1 and 30 June 2021.
- Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample has been weighted to make it representative of key population demographics based on the 2018 Census.
- At an aggregate level the survey has an expected 95% confidence interval (margin of error) of $\pm 4.6\%$
- There are instances where the sum of the whole number score varies by one point relative to the aggregate score due to rounding.

Notes

Due to rounding, percentages may add to just over or under (+/- 1%) totals.



Executive summary

Key findings

1

Residents' perceptions of Manawātū District Council's *Overall performance* have improved over the past year. Satisfaction with *Value for money*, and *Overall reputation* has increased compared with 2020.

2

In terms of services and facilities, *Parks, reserves and sports grounds*, and *Public facilities* are the top-rated aspects with more than nine in ten residents satisfied (scoring 6 to 10 out of 10). On the other hand, *Regulatory services* has the lowest percentage of satisfied residents (75%); this rating, however, is higher than its level a year ago (71%).

3

More than two thirds of residents (68%) are satisfied with *How Council keep the public informed* while a smaller percentage are satisfied with the *Ease of participation in Council's decision-making processes* (55%).

4

Overall reputation is the main driver of perceptions of Manawātū District Council's *Overall performance*. *Value for money* has a moderate impact while *Services and facilities* has a relatively lesser influence on perceptions.

5

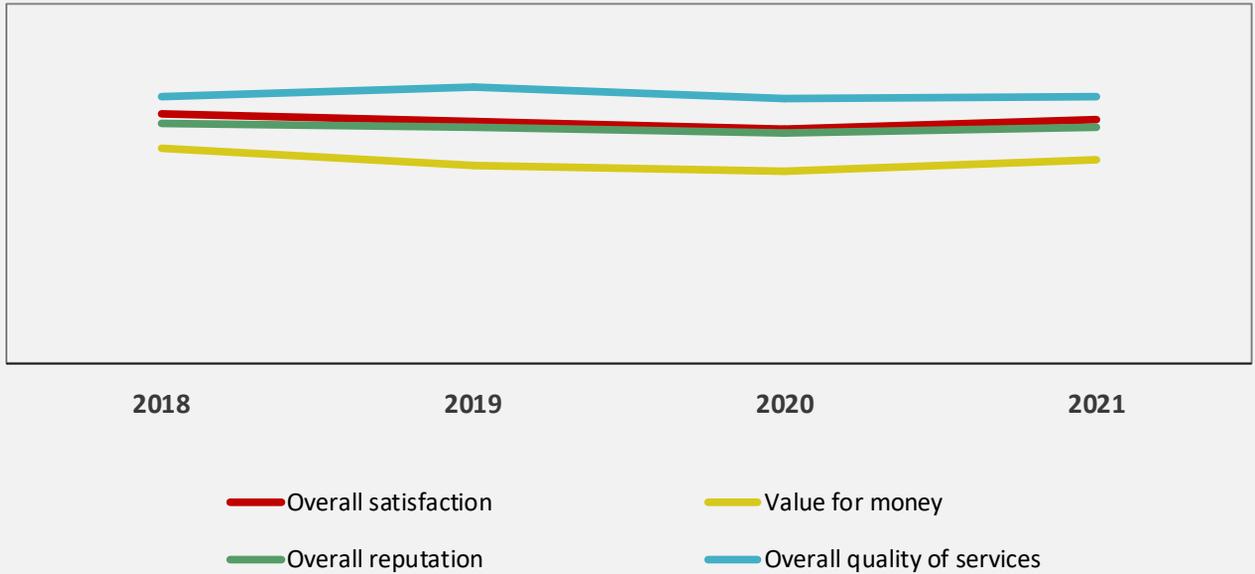
The key priorities for Manawātū District Council are to improve its performance regarding *Trust, Financial management, Vision and leadership, Rates being fair and reasonable*, and *Fees for other services being fair and reasonable*. *Quality of services* greatly influences perceptions and has a relatively good satisfaction score, thus, performance in this area should be maintained.

6

Satisfaction with Council's performance in terms of *Responding to civil defence emergencies* has improved while Council's performance in *Preparing for civil defence emergencies* has slightly declined in the past year.

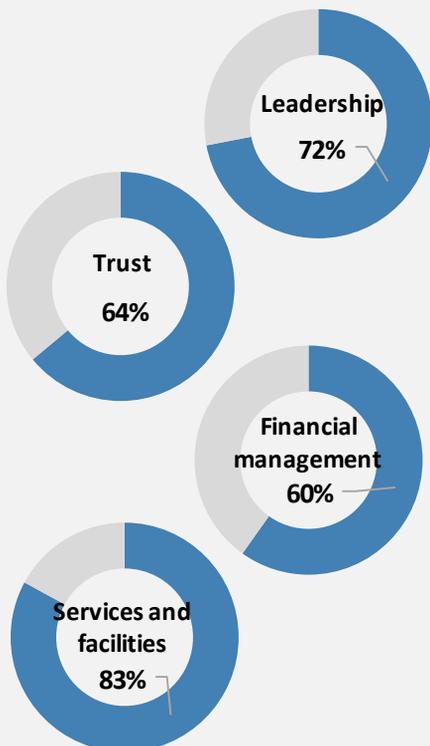
Summary of key performance indicators

Trend in performance



Reputation

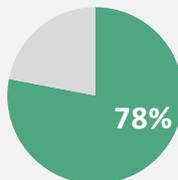
6-10%



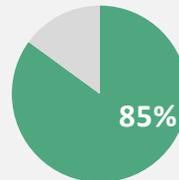
Other important measures

6-10%

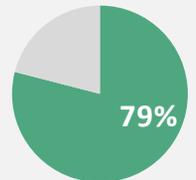
Water management



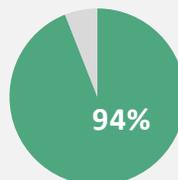
Waste disposal services



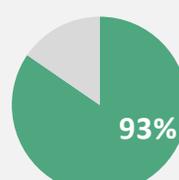
Roads, footpaths and cycle ways



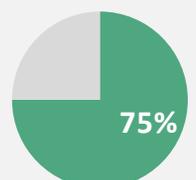
Parks & Reserves



Council Facilities



Regulatory Services



Overall measures - Satisfied (%6-10)

		% point increase / decrease (2021-2020)	Percentage of respondents satisfied, or very satisfied		
			2021	2020	2019
OS2_A	Providing dog and animal control	5%	80%	75%	80%
RF1_I	Parking provisions	5%	82%	77%	81%
OS2_E	Licensing premises such cafes, restaurants and hairdressers	4%	80%	76%	84%
OS3_A	Overall regulatory services	4%	75%	71%	81%
VM2_A	Overall value for money	4%	68%	64%	66%
RF2_A	Overall satisfaction with roads, footpaths, cycle ways	3%	79%	76%	79%
OP1_A	Overall performance	3%	81%	78%	81%
WR3_B	Recycling points or centre	3%	84%	81%	82%
CF2_B	Makino pool	2%	93%	91%	95%
CF2_C	Public toilets	2%	89%	87%	88%
OS2_B	Managing and issuing building consents	2%	50%	48%	64%
REP5_A	Overall reputation	2%	79%	77%	79%
CD2_B	Responding to civil defense emergencies	2%	81%	79%	79%
RF1_H	Road network having enough signage and being easy to navigate	2%	89%	87%	91%
WR3_C	Transfer station	2%	82%	80%	80%
CF2_A	The libraries	2%	94%	92%	94%
TW2_E	The pressure of the water	1%	88%	87%	92%
TW4_A	The reliability of the sewage system	1%	96%	95%	95%
WR2_A	Kerbside rubbish collection	1%	92%	91%	94%

Overall measures - Satisfied (%6-10)

		% point increase / decrease (2021-2020)	Percentage of respondents satisfied, or very satisfied		
			2021	2020	2019
WR3_F	Management of loose litter and bins in and around the town	1%	83%	82%	86%
CF2_F	Council owned property, e.g., Civic Center, Council offices	1%	96%	95%	95%
REP4_A	Quality of services and facilities	1%	83%	82%	82%
TW6_A	Overall water management	-	78%	78%	78%
PR2_A	Sports grounds	-	95%	95%	97%
PR2_B	Other parks and reserves	-	96%	96%	97%
CF3_A	Overall satisfaction with council's public facilities	-	93%	93%	96%
OVLSV	Overall services and facilities	-	89%	89%	92%
VM1_C	Fees for other services being fair and reasonable	-	69%	69%	73%
REP3_A	Financial management	-	60%	60%	68%
RF1_C	Safety of roads	-	70%	70%	74%
WR4_A	Overall waste disposal services	-1%	85%	86%	86%
PR1_C	Playgrounds	-1%	94%	95%	95%
PR3_A	Overall parks, reserves and sports grounds	-1%	94%	95%	97%
VM1_A	The ease of making payments	-1%	94%	95%	92%
REP1_A	Vision and leadership	-1%	72%	73%	76%
RF1_E	How well footpaths are maintained	-1%	71%	72%	73%
TW2_C	The clarity of water	-2%	85%	87%	88%

Overall measures - Satisfied (%6-10)

		% point increase / decrease (2021-2020)	Percentage of respondents satisfied, or very satisfied		
			2021	2020	2019
TW5_B	Keeping roads and footpaths free of flooding	-2%	70%	72%	74%
WR3_E	Blue bag services	-2%	84%	86%	89%
CF2_D	Community halls	-2%	89%	91%	90%
VM1_B	Rates being fair and reasonable	-2%	57%	59%	57%
ED1_B	I am aware that Council is working in partnership with Palmerston North City Council to develop, improve and promote the regions economy	-2%	62%	64%	72%
CD2_A	Preparing the community for civil defense emergencies	-2%	70%	72%	70%
RF1_D	Availability of footpaths and crossing point for mobility scooters and wheelchairs	-2%	65%	67%	65%
TW2_A	The reliability of water supply	-3%	96%▼	99%	98%
TW5_D	How well the stormwater system is maintained	-3%	64%	67%	72%
WR3_A	The kerbside recycling services	-3%	82%	85%	85%
CF2_E	Sports and events centre	-3%	89%	92%	95%
OS2_D	Managing liquor licensing	-3%	72%	75%	78%
RS3_A	How easy it was to make your enquiry or request	-3%	70%	73%	80%
ED1_A	I am aware that the Council is working with, and funding, external agencies to develop, improve and promote local economy	-3%	61%	64%	66%
ED1_C	The Council is doing a good job to grow the district economy	-3%	63%	66%	70%
CFU1_A	It is easy to find out what funding is available	-3%	47%	50%	54%
PR1_D	Cemeteries	-4%	92%	96%	96%
CM2_A	Overall communication	-4%	68%▼	72%	72%

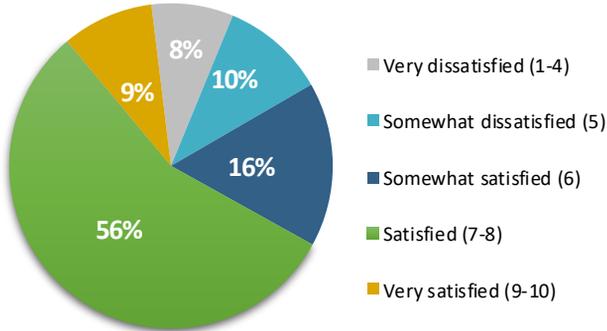
Overall measures - Satisfied (%6-10)

		% point increase / decrease (2021-2020)	Percentage of respondents satisfied, or very satisfied		
			2021	2020	2019
RF1_G	The provision of dedicated walkways and other cycle ways around the Manawatu district	-4%	68%	72%	68%
TW2_B	The taste of water	-4%	72%	76%	79%
TW5_A	Ability to protect your property from flooding	-4%	74%	78%	75%
WR3_D	The services for managing green waste	-4%	69%	73%	73%
REP2_A	Trust	-4%	64%	68%	72%
TW4_B	How the Manawatu District Council treats and disposes of the sewerage	-5%	86%	91%	90%
OS2_C	Managing and issuing resource consents	-5%	50%	55%	63%
ED1_D	Overall economic development services	-5%	60%	65%	69%
RF1_A	Conditions of roads in your area being to a quality that you expect	-5%	69%	74%	75%
TW2_D	The odour of the water	-6%	81%	87%	85%
CM3_A	Participation in decision making	-8%	55%▼	63%	67%
RF1_F	Adequacy of cycleways on our roads	-8%	49%▼	57%	57%
CFU1_C	I am satisfied with Community Funding and Development services	-8%	46%	54%	57%
CFU1_B	It is easy to access funding for my/our events	-9%	37%	46%	53%
RS3_C	The information provided being accurate	-11%	50%	61%	59%
RS3_B	How long it took to resolve the matter	-15%	33%▼	48%	48%
RS3_D	How well council staff understood your request and how they communicated with you	-15%	52%	67%	65%
RS3_E	The resolution or outcome achieved	-16%	38%	54%	53%
RS3_F	How would you rate council overall for how well they handled your enquiry	-19%	42%▼	61%	53%



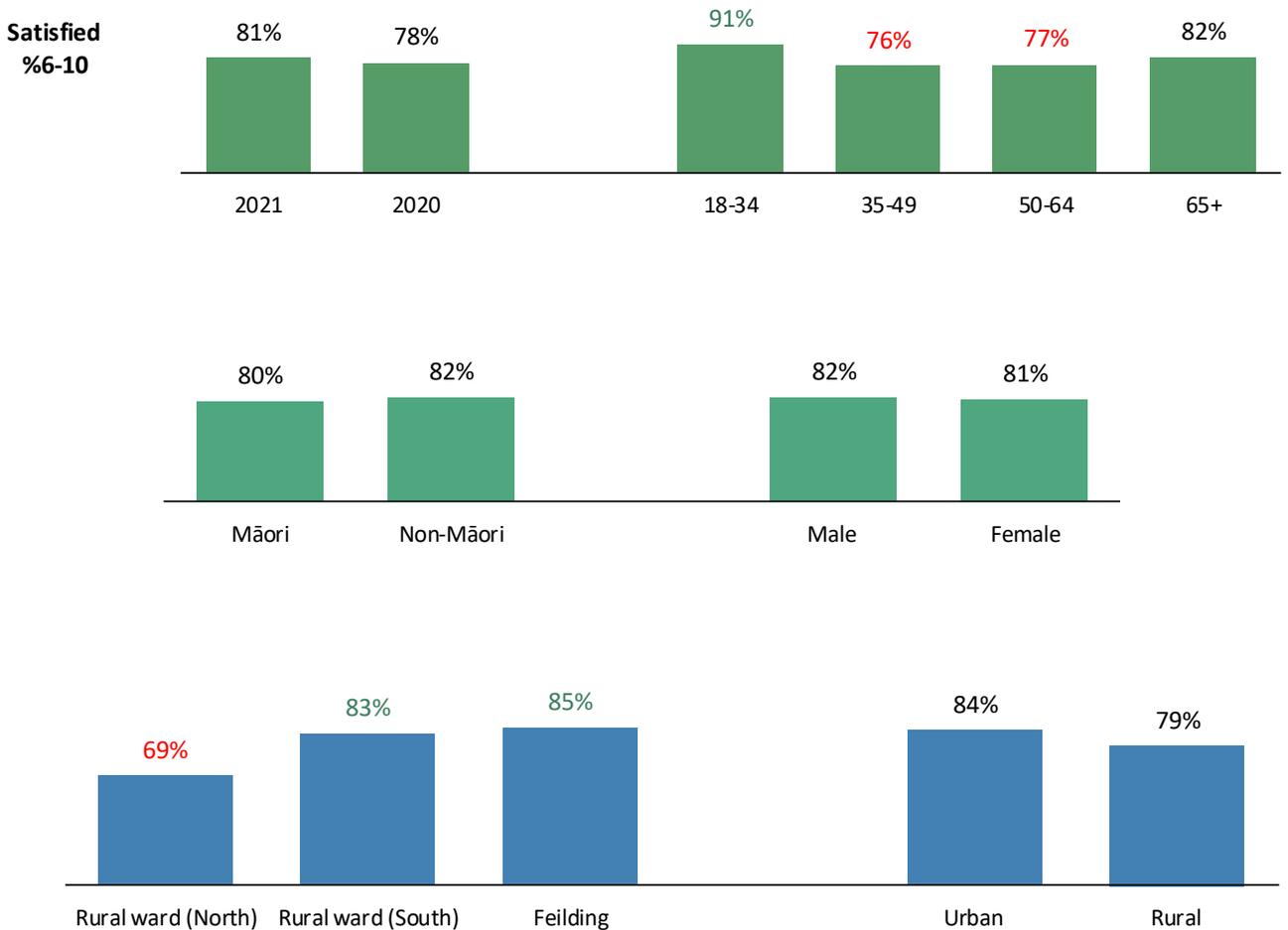
Overall satisfaction with Manawatū District Council

Overall performance



Residents' satisfaction with Manawatu District Council's *Overall performance* has increased from 78% in 2020 to 81% in 2021.

Younger residents are more likely to be satisfied with Council overall than older residents. Satisfaction amongst residents in the Feilding and Southern Wards is significantly higher than amongst Northern Ward residents.

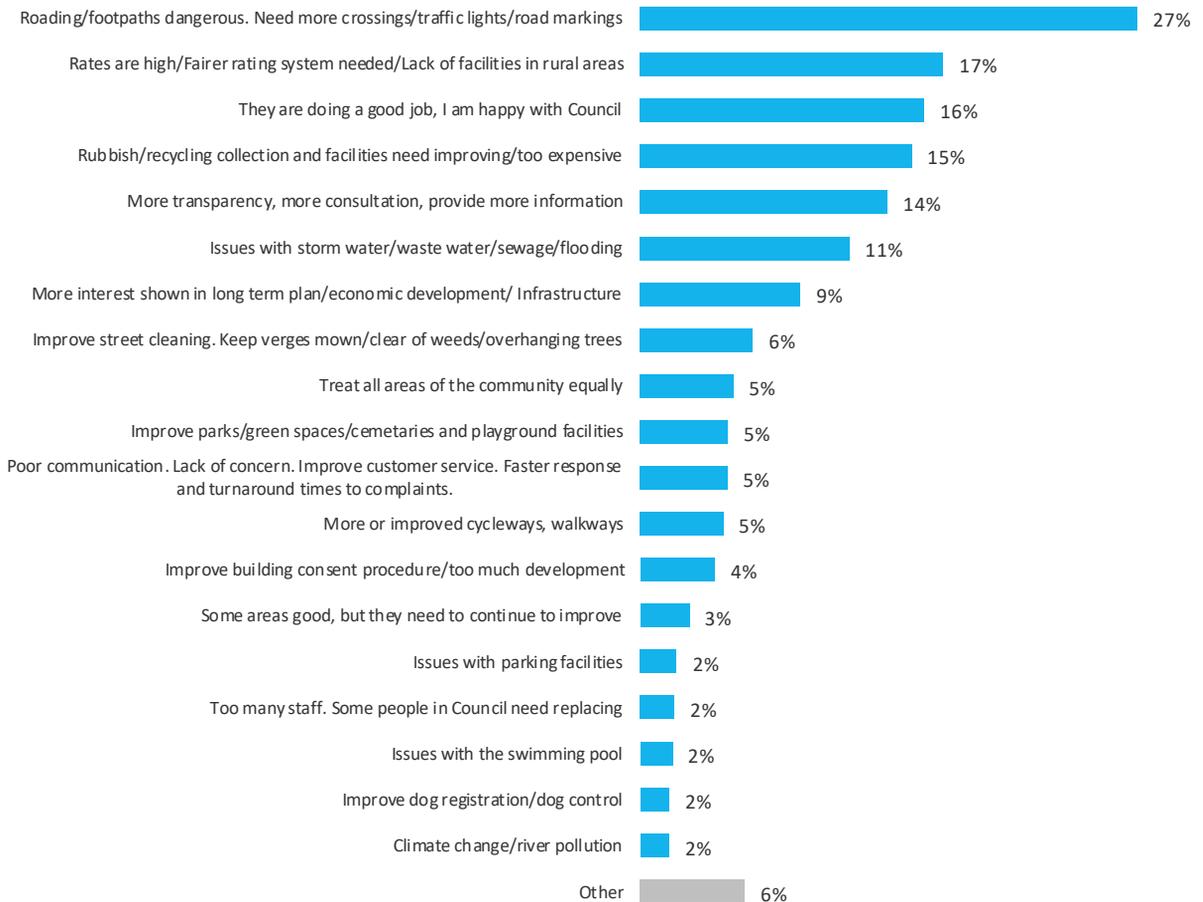


Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

NOTES:

1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
2. OP1. Finally, everything considered that we've gone through; reputation, services and facilities, and value for money, how satisfied are you with the overall performance of the Manawatu District Council? n=445, 18-34 n=44; 35-49 n=127; 50-64 n=148, 65+ n=126; Male n=218; Female n=227; Northern n=104, Southern n=90, Feilding n=251, Excludes don't knows

General comments



- The Council should have quality control and check the roading work once it is completed. There are a couple of holes in the road while driving to work and within a week of being repaired the holes are there back again.
- Roading is my big issue. Very poor roading maintenance and lack of long-term vision.
- They need to improve the safety and places to cycle in and around Feilding. Make the road half a metre wider on either side.
- The rates are getting unaffordable and racing me out of the district.
- Manawatu DC seems to charge a lot in rates compared to other Councils and what you get for those rates.
- The council doesn't collect litter on the side of the roads and at council parks and reserves in rural areas. The council doesn't provide sufficient rubbish bins in the rural areas.
- Lack of information in regard to recycling and green waste - having to drive to Palmerston North to dispose of it. Removed the closest rubbish dumping site - now long trip to dispose of rubbish.
- The green waste and transfers stations are too expensive.



- We are very lucky in the region; they do things well.
- I am happy to see the good job they do about keeping Feilding looking clean and beautiful.
- I think it is great that you hold meetings for us rural people.
- I think they are fair, trustworthy & reliable - no huge surprises and I know what I'm up for. They don't do anything I don't expect them to do.
- I think they're doing a great job during tough times.
- After moving from Christchurch, I find Feilding a very nice place to live.
- We moved here largely based on what we saw in the area and what Council was doing.
- It was good to see the Government make good decisions around Māori Wards.
- They have got a good Mayor and Council at the moment. Long may it continue. They provide good service and continue to treat the public in a transparent manner.

NOTES:

1. Sample: Total 2021 n=455; Results less than 2% are not shown, Excludes Don't know
2. GEN1. Are there any other comments that you would like to make about the Manawatu District Council?

Value for money



■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Scores with % 6-10	2021	2020	Māori	Non-Māori
Overall value for money	68%	64%	67%	68%
Ease of making payments	94%	95%	90%	94%
Rates being fair and reasonable	57%	59%	55%	57%
Fees for other services being fair and reasonable	69%	69%	72%	69%

Scores with % 6-10	Northern	Southern	Feilding
Overall value for money	64%	66%	70%
Ease of making payments	97%	95%	91%
Rates being fair and reasonable	57%	54%	58%
Fees for other services being fair and reasonable	70%	65%	71%

Perceptions of *Value for money* have improved over the past year with nearly seven in ten residents (68%) satisfied. The *Ease of making payments* has the highest satisfaction level with 94% of residents satisfied while *Rates being fair and reasonable* has the lowest (57%).

NOTES:

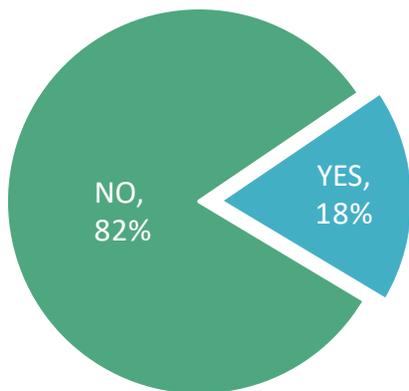
1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
2. VM1. How would you rate your satisfaction with the Manawātū District Council for...
3. VM2. Considering all the services and facilities that the Manawātū District Council provides, overall how satisfied are you that you receive good value for the money you spend in rates and other fees?



Customer interactions

Customer interaction with Manawatū District Council

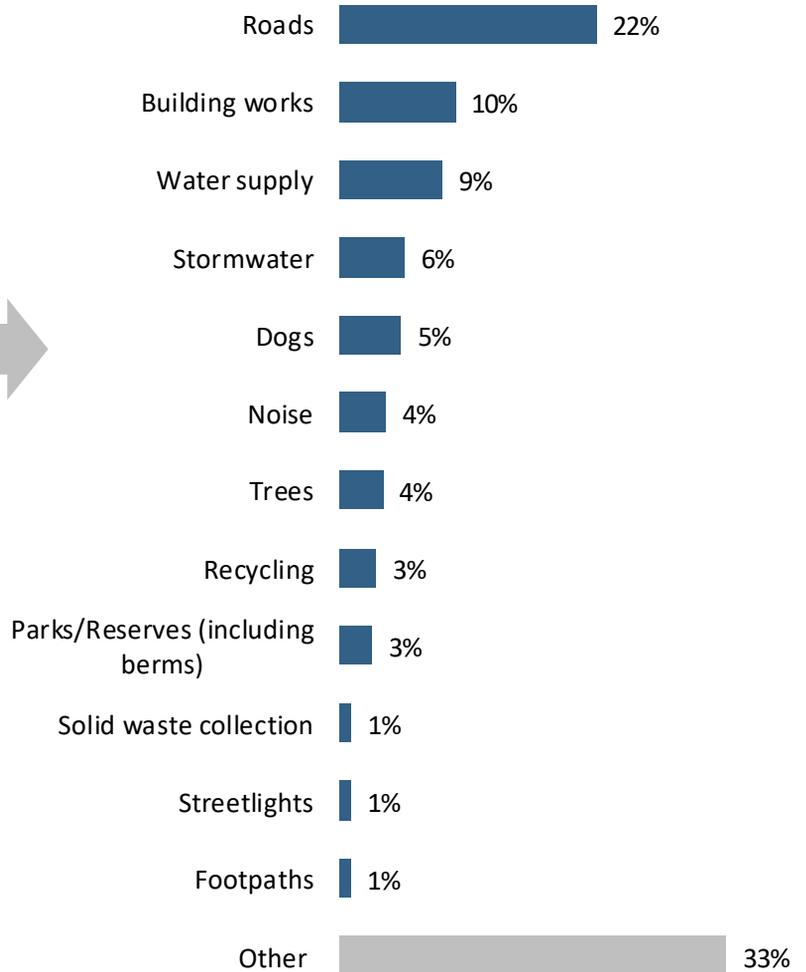
Requested/made contact about a Council service in the last 12 months



2020: 17% made a request for service or complaint

In 2020, most requests were related to roads, dogs, water supply and stormwater.

Subject of request for service or complaint

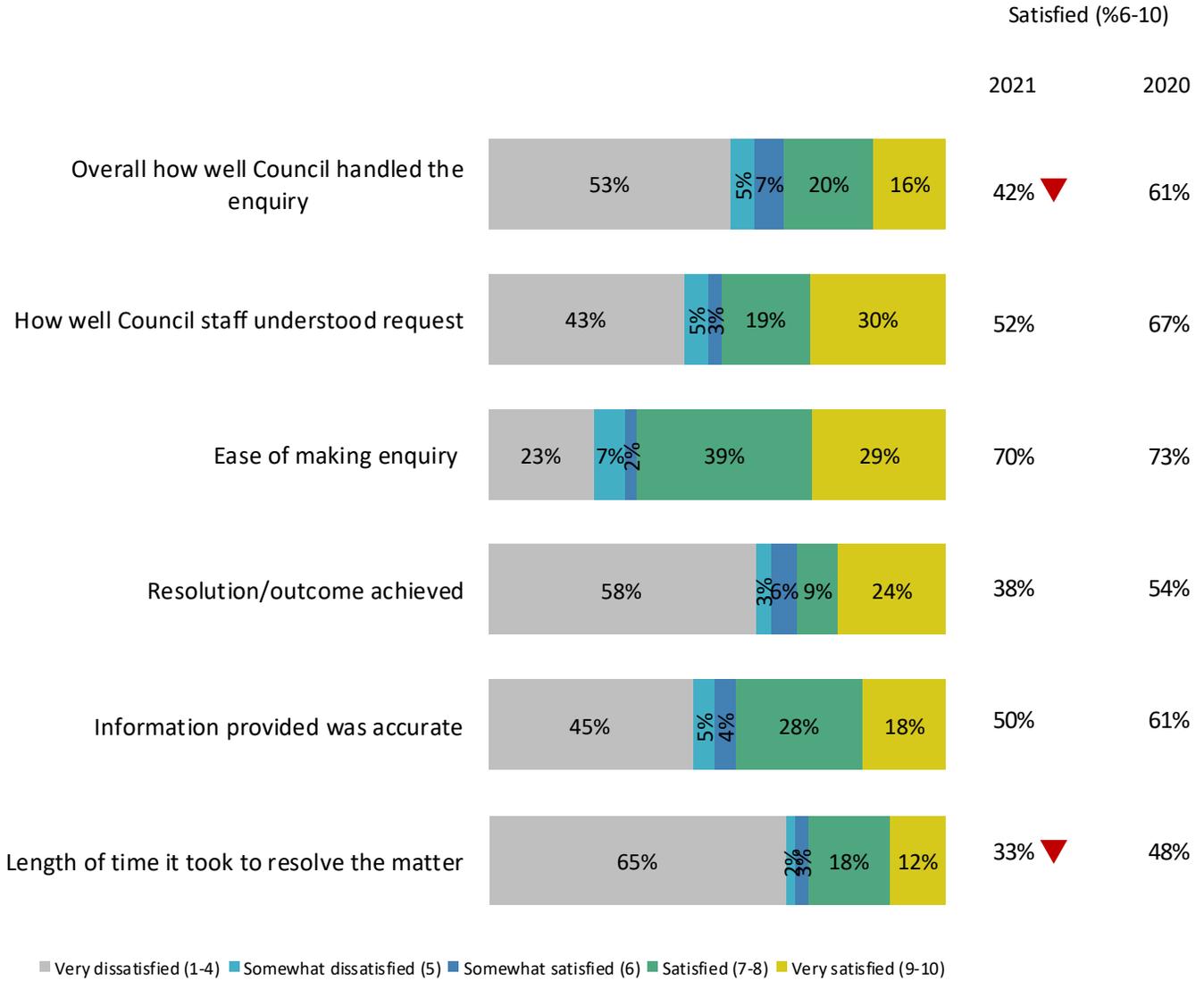


Fewer than two in ten residents (17%) have requested a service or made a complaint in the last 12 months. The most common subject of request relates to Roads.

NOTES:

1. Sample: Total 2021 n=455, 2020 n=448; Excludes Don't know
2. RS1. Have you made a request for service or complaint about a Council service during the past 12 months? Yes n=94
3. RS2. Thinking about your most recent request or complaint, what did it relate to?

Customer interaction with Manawatū District Council



Satisfaction with the service aspects of customer interaction in relation to a request for service or a complaint has decreased compared with the previous year with significant declines in *How well Council handled an enquiry* and the *Length of time it took to resolve the matter*.

 Significantly higher than last year
 Significantly lower than last year

NOTES:
 1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
 2. RS3. Thinking back to your most recent request, how would you rate your satisfaction with each of the following?

Customer interaction with Manawatū District Council

Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall enquiry handling	35%	40%	46%	18%	46%
Ease of making contact	64%	73%	72%	27%	76%
Length of time it took to resolve the matter	36%	17%	36%	8%	37%
Information being provided was accurate	44%	28%	59%	30%	52%
How well Council staff understood request	50%	56%	52%	29%	55%
Resolution/outcome achieved	40%	25%	41%	32%	39%

Scores with % 6-10	18 to 34 years	35 to 49 years	50 to 64 years	65 years or over
Overall enquiry handling	36%	32%	38%	60%
Ease of making contact	36%	84%	71%	70%
Length of time it took to resolve the matter	36%	35%	15%	49%
Information being provided was accurate	46%	51%	38%	64%
How well Council staff understood request	36%	47%	51%	68%
Resolution/outcome achieved	63%	28%	19%	55%

Non-Māori residents who contacted Council about a service request or complaint are more likely to be satisfied with the *Ease of making contact* than their Māori counterparts.

Older residents (65 years or over) are more likely to be satisfied with the *Length of time it took to resolve the matter* and the *Resolution/outcome achieved* than residents in the 50 to 64 years age group.

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

NOTES:

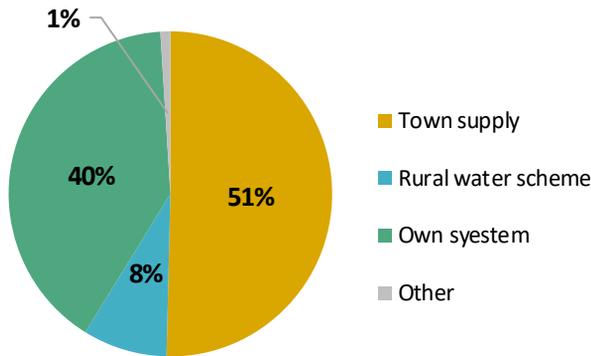
- Total sample: 2021 n=455
- RS3. Thinking back to your most recent request, how would you rate your satisfaction with each of the following?



Water management

Water supply

Water Supply Connection



More than half of the respondents (51%) are connected to the *Town water supply* while four in ten (40%) have their *Own system*.

2020: 49% were connected to a Town supply

Category	Satisfaction Level					Satisfied (%6-10)	
	Very dissatisfied (1-4)	Somewhat dissatisfied (5)	Somewhat satisfied (6)	Satisfied (7-8)	Very satisfied (9-10)	2021	2020
The reliability of the water supply	1%	3%	2%	25%	69%	96% ▼	99%
The pressure of the water	6%	7%	7%	26%	54%	88%	87%
The clarity of the water	7%	7%	5%	38%	42%	85%	87%
The odour of the water	14%	5%	8%	36%	37%	81%	87%
The taste of the water	18%	11%	10%	30%	32%	72%	76%

Satisfaction with *The reliability of the water supply* has considerably declined but is still at a high level (96%). The satisfaction levels pertaining to *The clarity, odour, and taste of the water* have also declined compared with 2020.

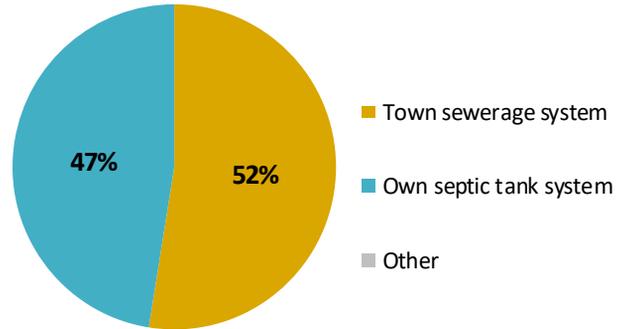
▲ Significantly higher than last year
▼ Significantly lower than last year

NOTES:
 1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
 2. TW1. Which of the following best describes your water supply connection? Town supply n=237, Rural water scheme n=39, Own system n=176
 3. TW2. On the scale of 1- 10, how would you rate your satisfaction with...; n=273

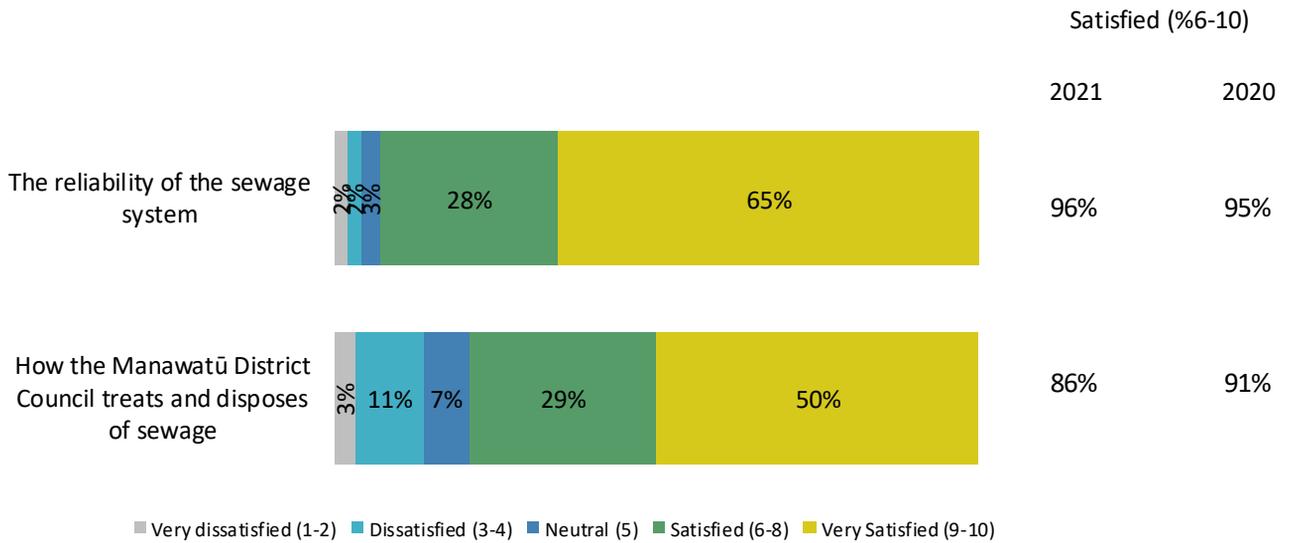
Sewerage system

Sewage system connection

More than half of the respondents (52%) have their properties connected to a *Town sewerage system*.



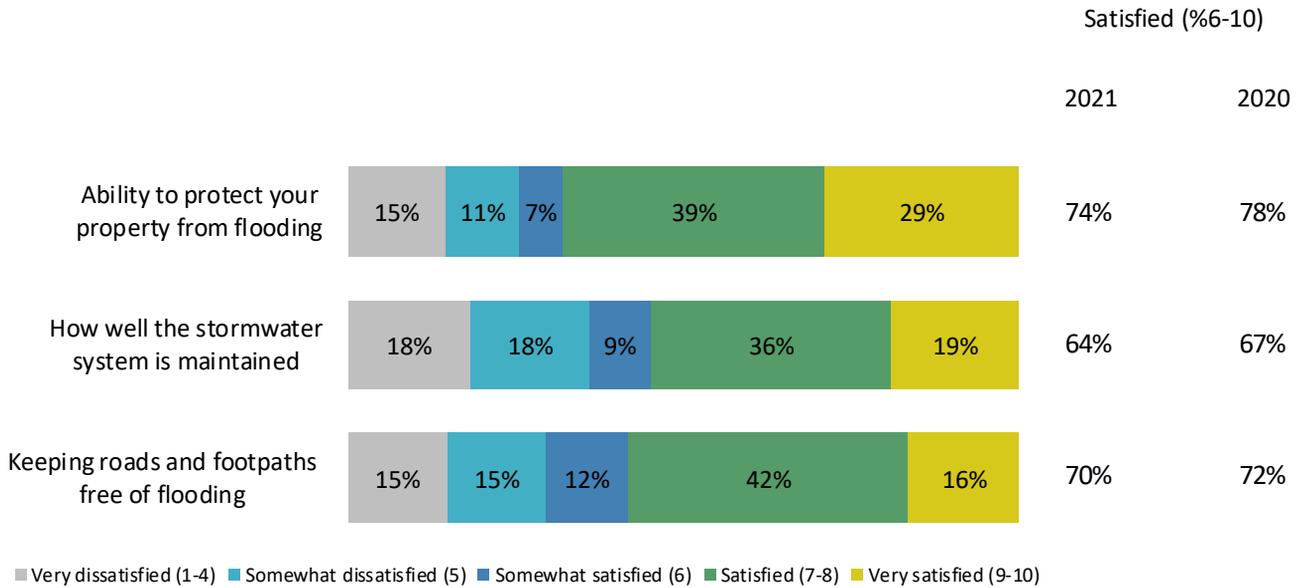
2020: 50% were connected to a Town sewerage system



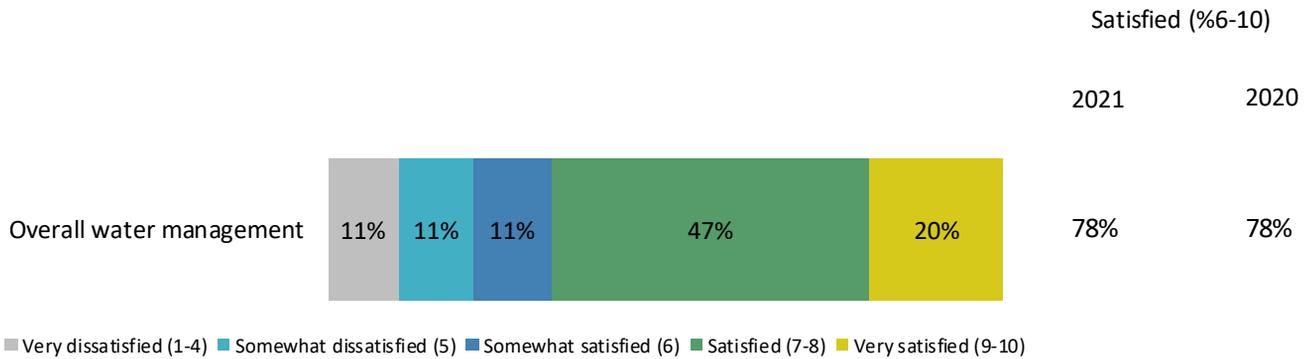
Perceptions of *The reliability of the sewage system* has slightly improved while residents' satisfaction with *How the Manawātū District Council treats and disposes of sewage* has decreased to 86% from 91% in 2020.

NOTES:
 1. Total sample: 2021 n=455; 2020 n=448; Excludes Don't knows
 2. TW3. Which of the following best describes the sewage system that your property is connected to? Town sewerage system n=245, Own septic tank n=207
 3. TW4. On the scale of 1- 10, how would you rate your satisfaction with...; n=231

Stormwater system



Overall water management



Amongst the aspects of the district's *Stormwater system*, the *Ability to protect residents' properties from flooding* has the highest satisfaction rating with just under three quarters of the residents (74%) satisfied.

Satisfaction with *Overall water management* has been steady at 78% for the past three years.

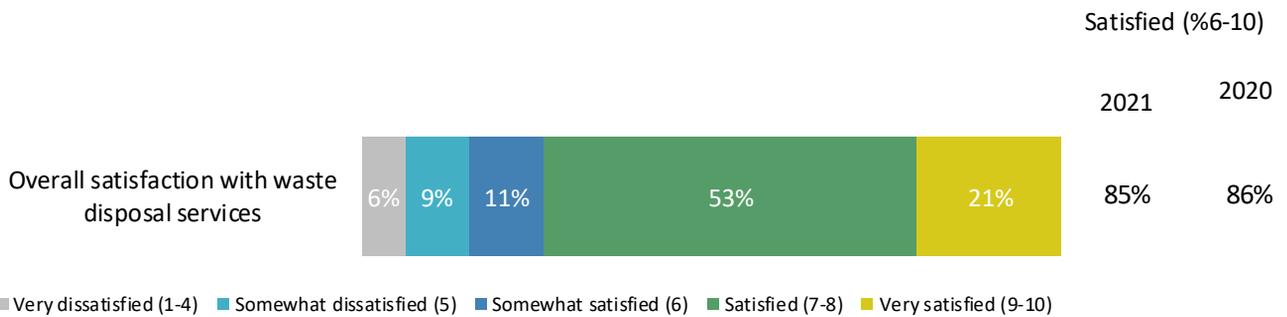
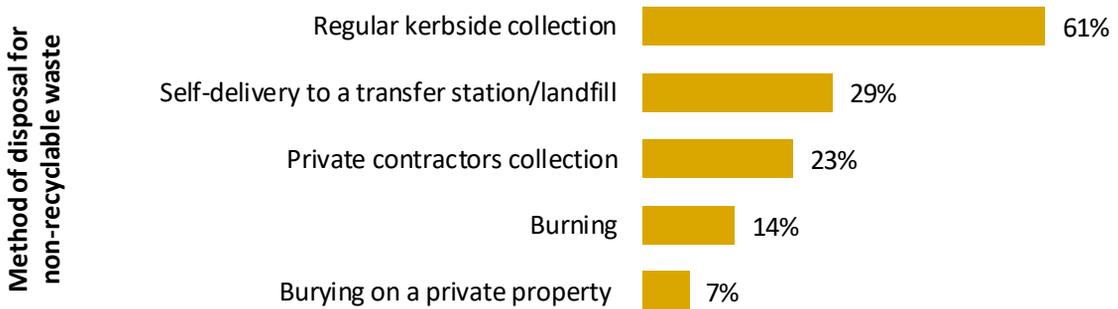
NOTES:

1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
2. TW5. On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of...
3. TW6. When you think about the supply of water, the management and disposal of stormwater and of wastewater, how would you rate your satisfaction with Council overall for its management of water in the Manawatu district? n=391



Waste disposal services

Waste disposal services



Scores with % 6-10	Satisfied (%6-10)				
	Northern	Southern	Feilding	Māori	Non-Māori
Overall satisfaction with waste disposal services	79%	80%	89%	88%	84%

Scores with % 6-10	Satisfied (%6-10)			
	18 to 34 years	35 to 49 years	50 to 64 years	65 years or over
Overall satisfaction with waste disposal services	90%	84%	80%	85%

Regular kerbside collection is the most common method of non-recyclable waste disposal; this is followed by *Self-delivery to a transfer station/landfill*.

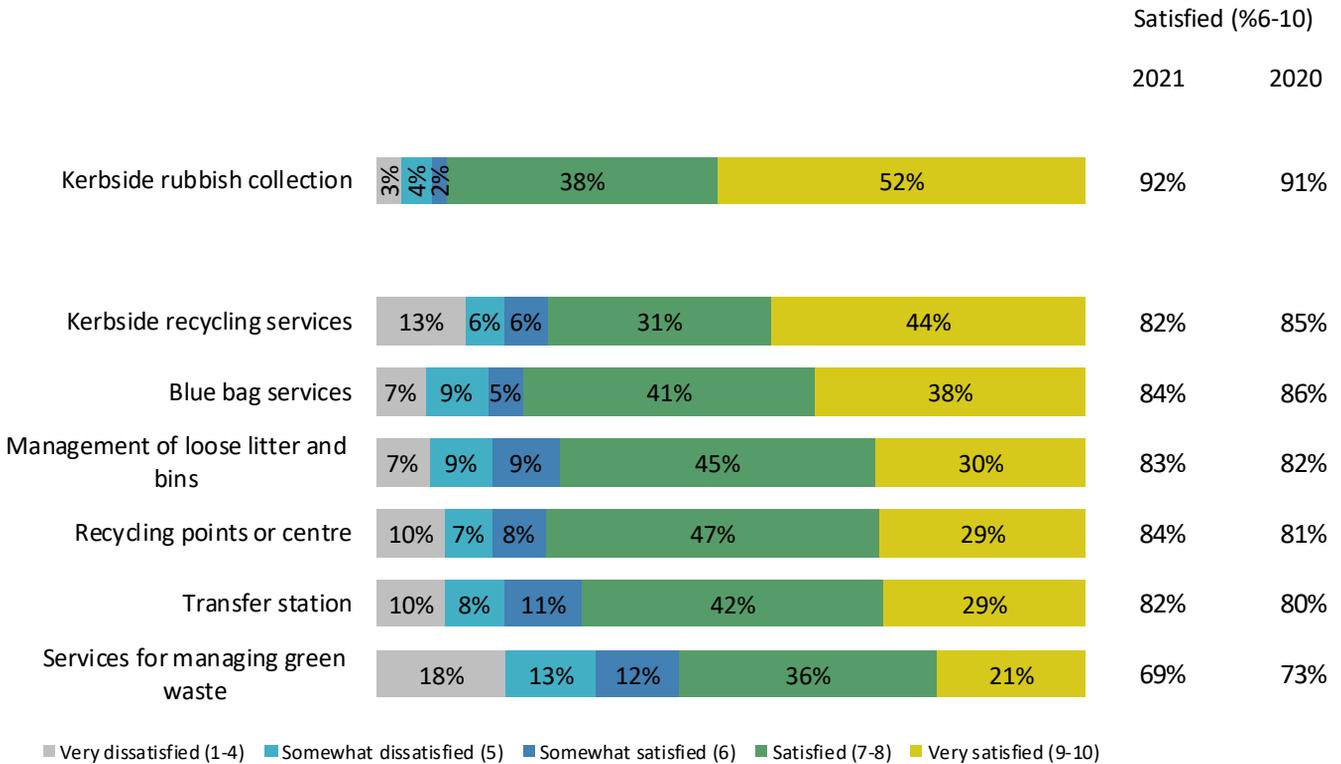
Feilding Ward residents are more likely to be satisfied with *Overall waste disposal services* than residents from the other wards.

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

NOTES:

- Total sample: 2021 n=455; 2020 n=448; Excludes Don't knows
- WR1. Which of the following methods does your household use for disposal of non-recyclable waste?
- WR4. How would you rate your satisfaction with the Manawātū District Council overall for its waste disposal services? n=434

Waste disposal services



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Kerbside rubbish collection	92%	98%	91%	94%	92%
Kerbside recycling services	56%	52%	92%	85%	81%
Blue bag services	78%	84%	86%	72%	86%
Management of loose litter and bins	68%	82%	89%	95%	82%
Recycling points or centre	81%	76%	89%	88%	83%
Transfer station	83%	73%	86%	90%	81%
Services for managing green waste	71%	54%	74%	78%	67%

There are no significant changes in satisfaction in terms of the different *Waste disposal services* year-on-year. Feilding Ward residents are more likely to have favourable perceptions of most *Waste disposal services* provided by Council than other residents.

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

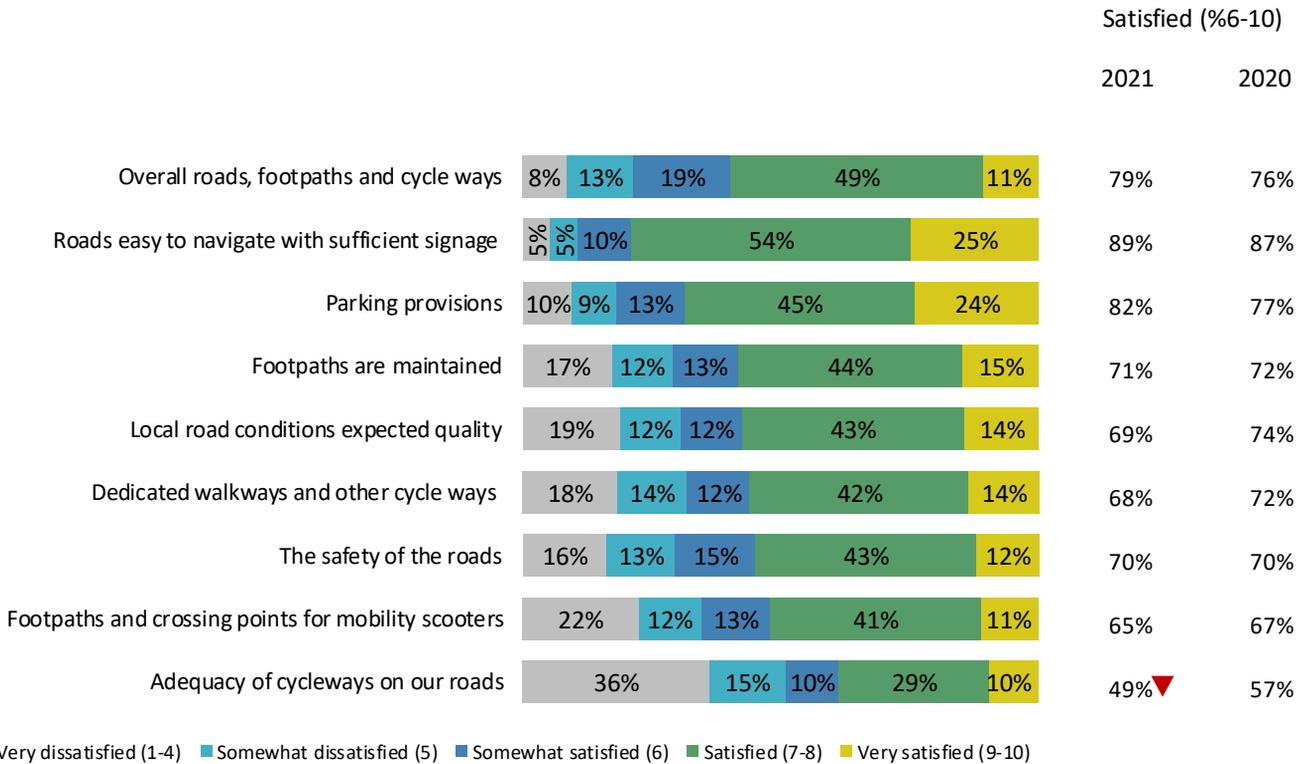
NOTES:

1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
2. WR3. How satisfied are you with each of the following services that are provided by Council?



Roads, footpaths and cycle ways

Roads, footpaths and cycle ways



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall roads, footpaths and cycle ways	69%	72%	86%	86%	78%
Roads easy to navigate with sufficient signage	83%	86%	94%	91%	89%
Parking provisions	74%	83%	84%	87%	81%
Footpaths are maintained	74%	58%	76%	77%	70%
Local road conditions expected quality	52%	59%	81%	81%	68%
Dedicated walkways and other cycle ways	68%	56%	74%	73%	67%
The safety of the roads	55%	71%	76%	81%	69%
Footpaths and crossing points for mobility scooters	57%	48%	75%	68%	65%
Adequacy of cycleways on our roads	33%	34%	62%	62%	47%

Satisfaction with the *Adequacy of cycleways on roads* has significantly declined. On the other hand, perceptions of *Overall roads, footpaths and cycle ways*, *Ease of navigation with sufficient signage*, and *Parking provisions* have improved since last year.

 Significantly higher than last year
 Significantly lower than last year

■ Significantly higher than other DEM group (s)
■ Significantly lower than other DEM group (s)

NOTES:

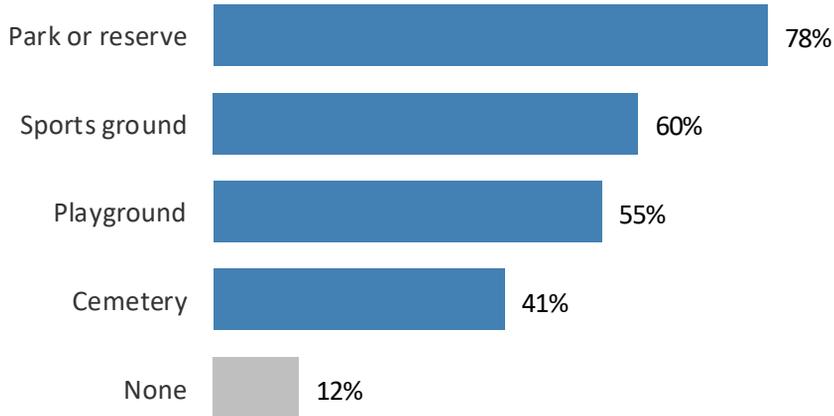
- Total sample: 2021 n=455; 2020 n=445; Excludes Don't knows
- RF1. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall satisfaction with each of the following... n=453



Parks, reserves and sports grounds

Parks, reserves and sports grounds

% of respondents who visited the following Council-maintained spaces in the last year



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Park or reserve	69%	71%	85%	85%	77%
Sports ground	54%	45%	69%	71%	58%
Playground	48%	41%	64%	74%	52%
Cemetery	40%	37%	43%	46%	40%

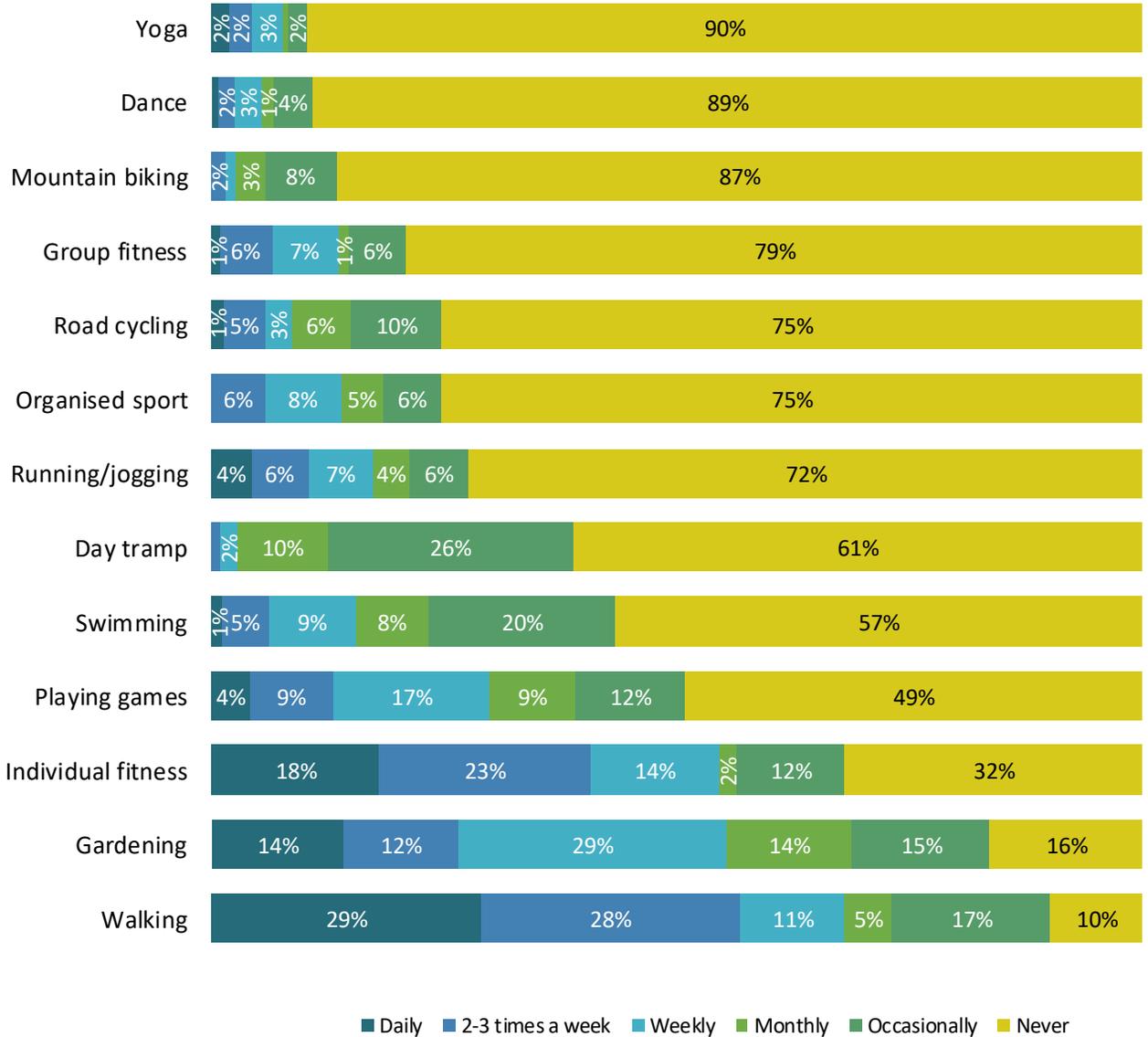
Parks or reserves are the most visited Council-maintained open spaces in the district. This is consistent with last year's survey results.

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

NOTES:

1. Total sample: 2021 n=455
2. PR1. In the last year, which of the following have you visited?

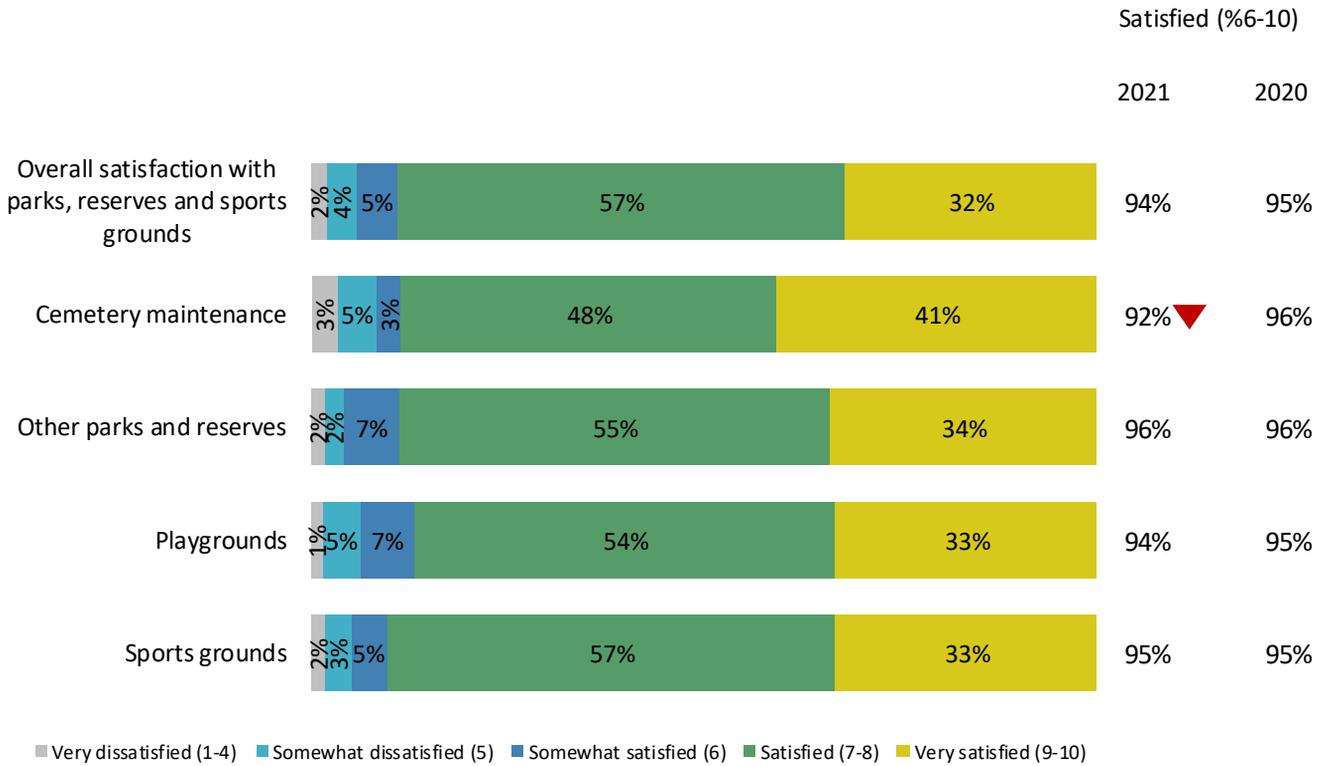
Leisure and recreational activities residents take part in



■ Daily
 ■ 2-3 times a week
 ■ Weekly
 ■ Monthly
 ■ Occasionally
 ■ Never

Walking, Gardening, and Individual fitness are the top three activities residents took part in over the last 12 months.

Parks, reserves and sports grounds



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall satisfaction with parks and reserves	93%	95%	95%	96%	94%
Cemetery maintenance	85%	90%	95%	97%	91%
Other parks and reserves	92%	97%	97%	97%	96%
Playgrounds	86%	97%	95%	91%	94%
Sports grounds	95%	92%	96%	95%	95%

Satisfaction with how Council maintains *Parks, reserves and sports grounds* continues to be at a very high level.

▲ Significantly higher than last year
▼ Significantly lower than last year

▲ Significantly higher than other DEM group(s)
▼ Significantly lower than other DEM group(s)

NOTES:

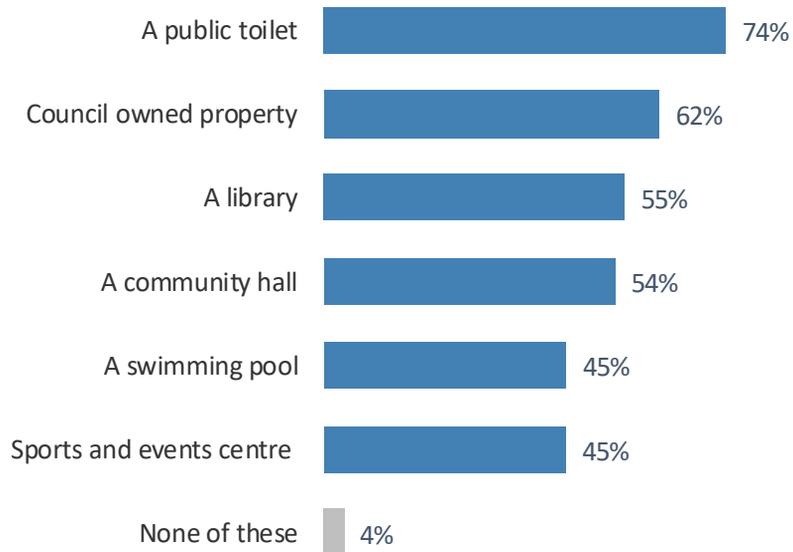
1. Total sample: 2021 n=455; 2020 n=448; Excludes Don't knows
2. PR2. Still using the 1 to 10 scale where 1 means 'very dissatisfied' and 10 means 'very satisfied', how would you rate your overall experience with Council's...
3. PR3. And overall, how satisfied are you with how well Council maintains its sports-fields, parks, playgrounds, and other open spaces?



Public facilities

Council facilities

% of residents who visited the following Council facilities in the last year



Percentage of residents who visited	Northern	Southern	Feilding	Māori	Non-Māori
Public toilet	76%	72%	74%	83%	73%
Council owned property	54%	53%	69%	66%	61%
Library	52%	36%	66%	68%	54%
Community hall	59%	55%	51%	52%	54%
Swimming pool	41%	35%	51%	55%	43%
Sports and events centre	38%	45%	47%	50%	44%

Most residents have visited a *Public facility* in the past year. Feilding residents are more likely to have visited a *Council owned property*, *Library* and *Swimming pool* than other residents.

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

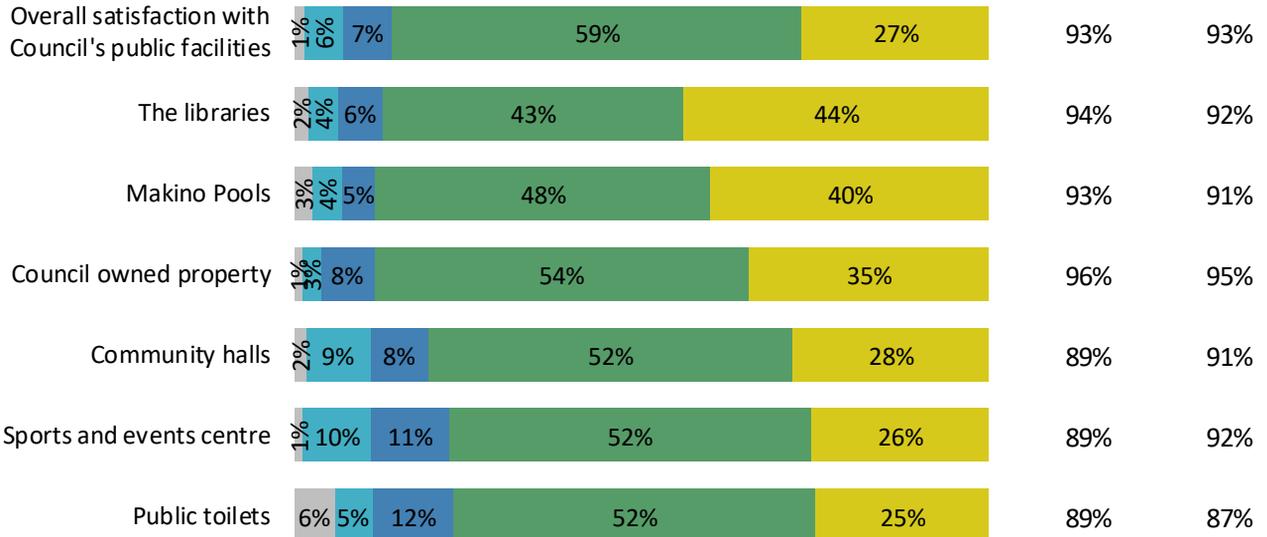
NOTES:

1. Total sample: 2021 n=455
2. CF1. Which of the following facilities have you visited in the last year?

Council facilities

Satisfied (%6-10)

2021 2020



■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall satisfaction with Council's public facilities	93%	93%	93%	89%	94%
The libraries	96%	89%	95%	91%	94%
Makino Pools	88%	89%	97%	96%	93%
Council owned property	95%	97%	96%	96%	96%
Community halls	95%	81%	91%	91%	89%
Sports and events centre	90%	91%	88%	93%	88%
Public toilets	89%	92%	87%	82%	90%

Residents are highly satisfied with all *Public facilities*. Feilding residents are significantly more satisfied with the *Makino Pools* than other residents.

Significantly higher than other DEM group(s)
Significantly lower than other DEM group(s)

NOTES:

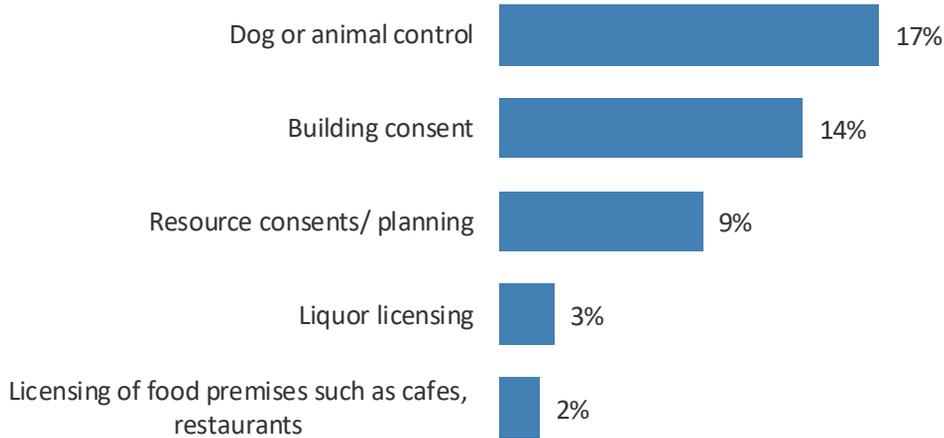
1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
2. CF2. How would you rate your overall satisfaction with each of the following facilities?
3. CF3. When you consider all the public facilities that are provided by Manawatu District Council including how well they are maintained, the opening hours and where applicable, the cost to use these, how would you rate your overall satisfaction with the public facilities that are provided?



Regulatory services

Regulatory services

Had direct involvement/contact with Council in the past year



Percentage of residents who had direct involvement/contact with Council	Demographic Group				
	Northern	Southern	Feilding	Māori	Non-Māori
Dog or animal control	14%	19%	18%	12%	18%
Building consent	16%	18%	11%	8%	15%
Resource consents/ planning	10%	12%	8%	2%	11%
Liquor licensing	5%	2%	2%	4%	2%
Licensing of food premises such as cafes, restaurants	4%	1%	1%	4%	2%

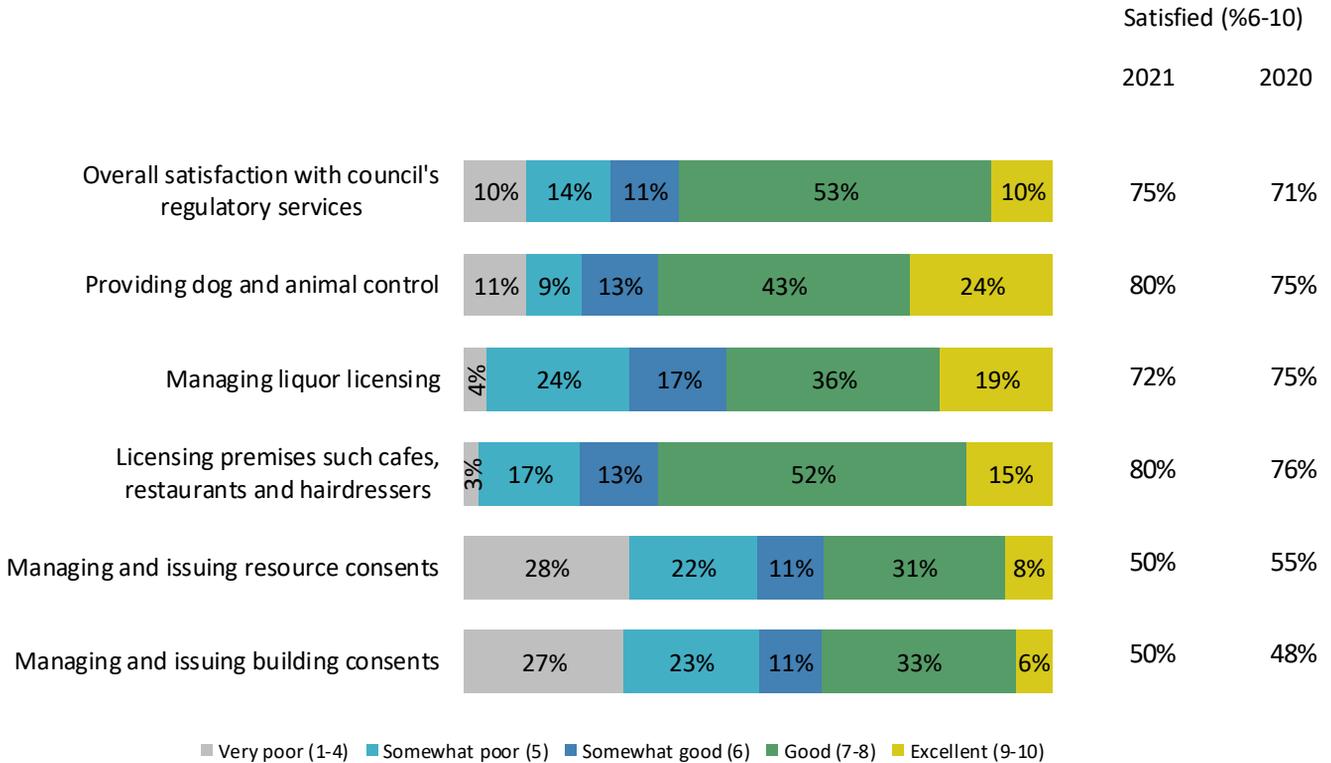
Only a few residents had contacted Council about a regulatory service in the past year. *Dog or animal control* was the most common reason for contact.

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

NOTES:

- Total sample: 2021 n=455
- OS1. Council also provides a range of other services. In the last year have you had any direct involvement or contact with Council in relation to any of the following?

Regulatory services



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall satisfaction with council's regulatory services	60%	77%	80%	70%	76%
Providing dog and animal control	80%	80%	80%	70%	81%
Managing liquor licensing	62%	81%	70%	66%	73%
Licensing premises such cafes, restaurants and hairdressers	82%	86%	77%	69%	82%
Managing and issuing resource consents	36%	39%	63%	28%	52%
Managing and issuing building consents	50%	44%	54%	21%	54%

Overall perceptions of Council's *Regulatory services* have improved year-on-year with residents in the Feilding and Southern Wards more likely to be satisfied with this service than Northern Ward residents.

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

NOTES:
 1. Total sample: 2021 n=455
 2. OS2. Based on your experience and impressions, how would you rate the council's performance in providing each of these services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'.
 3. OS3. And how would you rate the Manawātū District Council overall for how well it provides these types of regulatory services?



Overall services and facilities

Overall services and facilities

Satisfied (%6-10)

2021 2020



■ Very dissatisfied (1-4) ■ Somewhat dissatisfied (5) ■ Somewhat satisfied (6) ■ Satisfied (7-8) ■ Very satisfied (9-10)

Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall services and facilities	81%	88%	93%	91%	89%

Scores with % 6-10	18 to 34 years	35 to 49 years	50 to 64 years	65 years or over
Overall services and facilities	95%	88%	86%	88%

Satisfaction with *Overall services and facilities* has remained at 89%. By demographic group, Feilding residents and younger residents have given higher satisfaction ratings for this attribute than other residents.

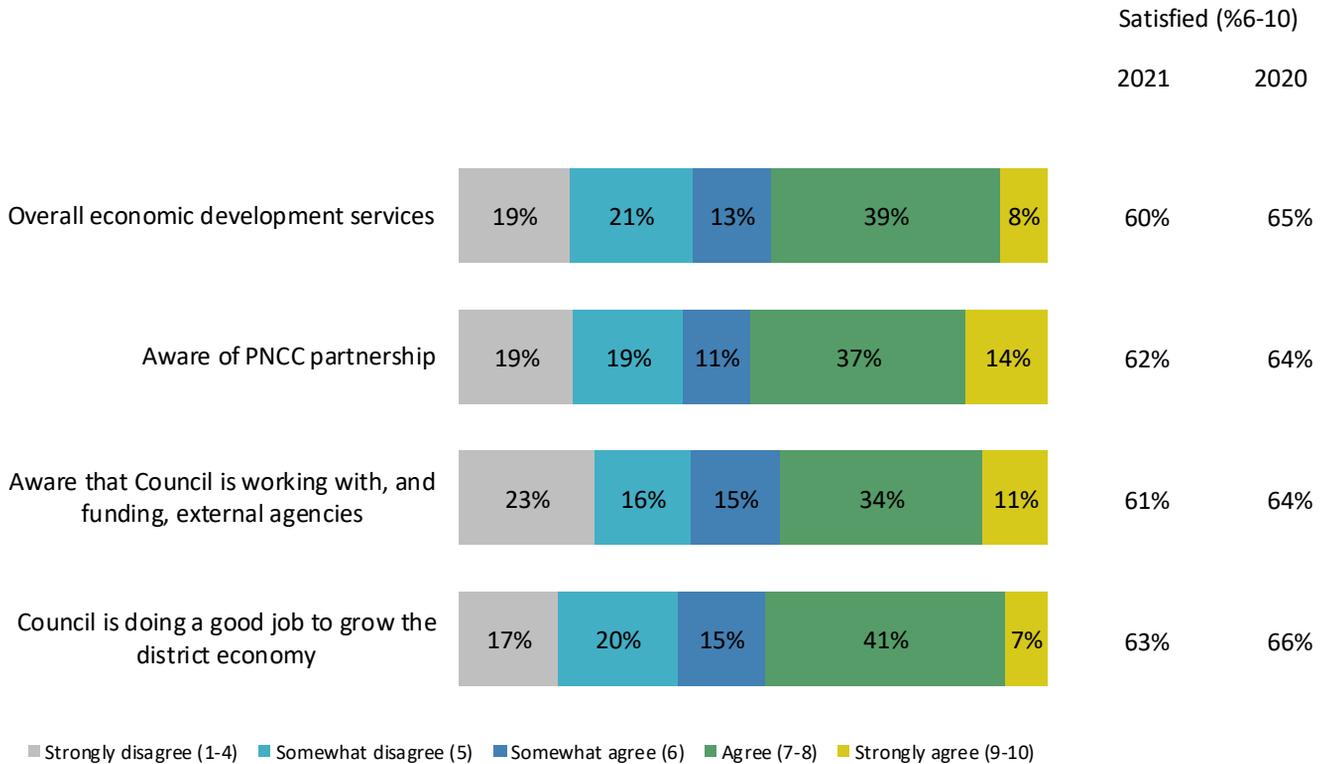
Significantly higher than other DEM group(s)
Significantly lower than other DEM group(s)

NOTES:
 1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
 2. OVLSV. When you think of all the services and facilities that Council provides; so roads, parks, water reticulation, waste disposal, swimming pools, museums, libraries and so on, and its regulatory types of services such as animal control, building consents. Overall, how satisfied are you with the services and facilities that Council provides?



Other services

Economic development



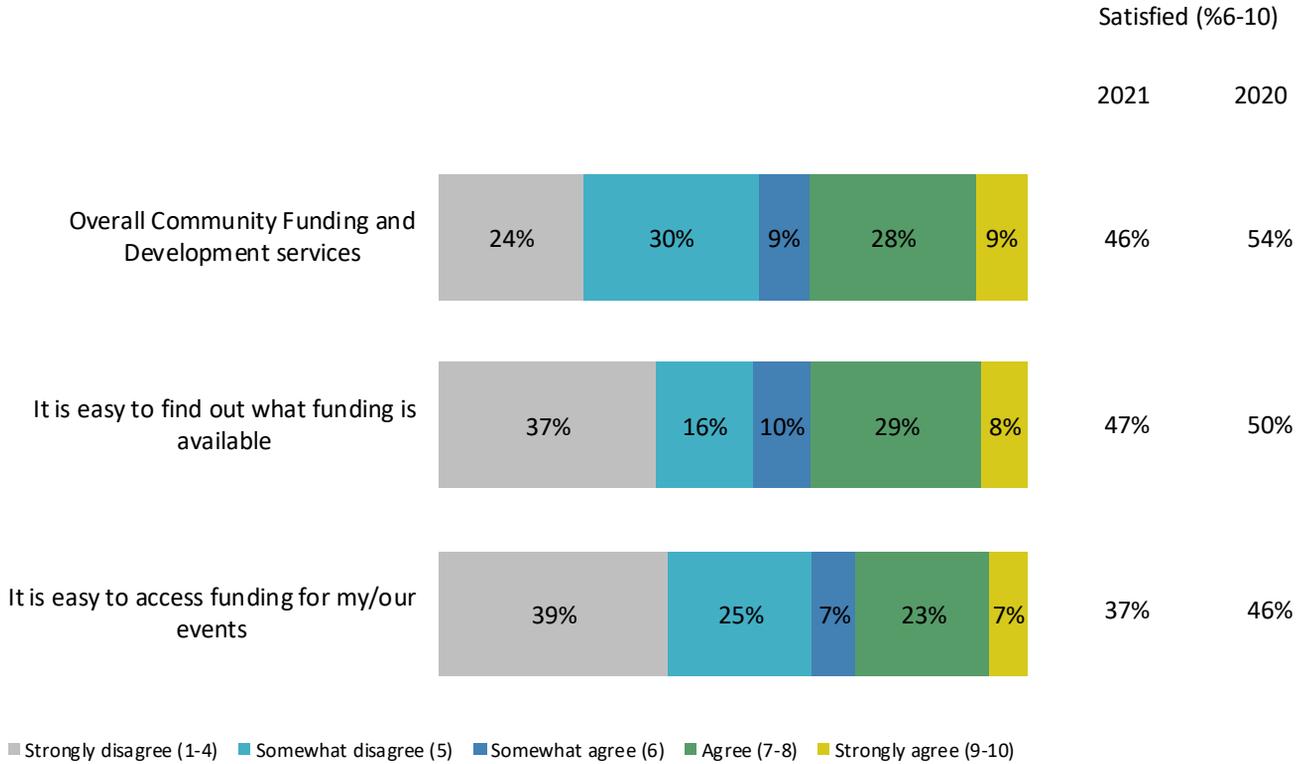
Scores with % 6-10					
	Northern	Southern	Feilding	Māori	Non-Māori
Overall economic development services	54%	61%	63%	64%	60%
Aware of PNCC partnership	64%	53%	65%	62%	62%
Aware that Council is working with, and funding, external agencies	63%	57%	61%	66%	60%
Council is doing a good job to grow the district economy	56%	62%	66%	71%	62%

There is a slight decline in satisfaction regarding Council's *Economic development services*. Feilding residents are more likely to be *aware that Council is working in partnership with Palmerston North City Council (PNCC) to develop, improve and promote the region's economy* than Southern Ward residents.

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

NOTES:
 1. Total sample: 2021 n=455, 2020 n=448; Excludes 'Don't knows'
 2. ED1. On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following economic development statements?

Community funding



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall Community Funding and Development services	32%	43%	52%	61%	44%
It is easy to find out what funding is available	38%	51%	47%	51%	46%
It is easy to access funding for my/our events	29%	34%	41%	42%	36%

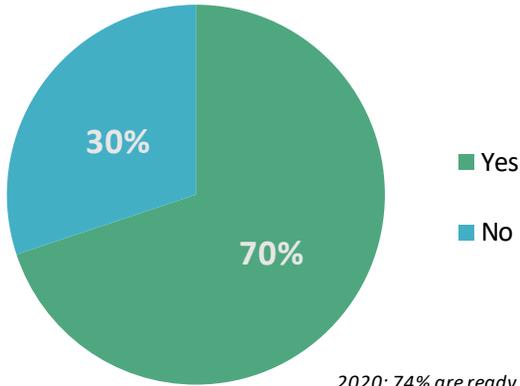
In terms of *Community funding*, Southern Ward residents are more likely to agree that *It is easy to find out what funding is available* than other residents. Feilding residents are more likely to be satisfied with *Overall Community Funding and Development services* than Northern Ward residents.

Significantly higher than other DEM group (s)
 Significantly lower than other DEM group (s)

NOTES:
 1. Total sample: 2021 n=455, 2020 n=448; Excludes 'Don't know's'
 2. CFU1. On the 10-point scale where 1 is 'strongly disagree' and 10 is 'strongly agree', please rate your level of agreement with the following community funding statements?

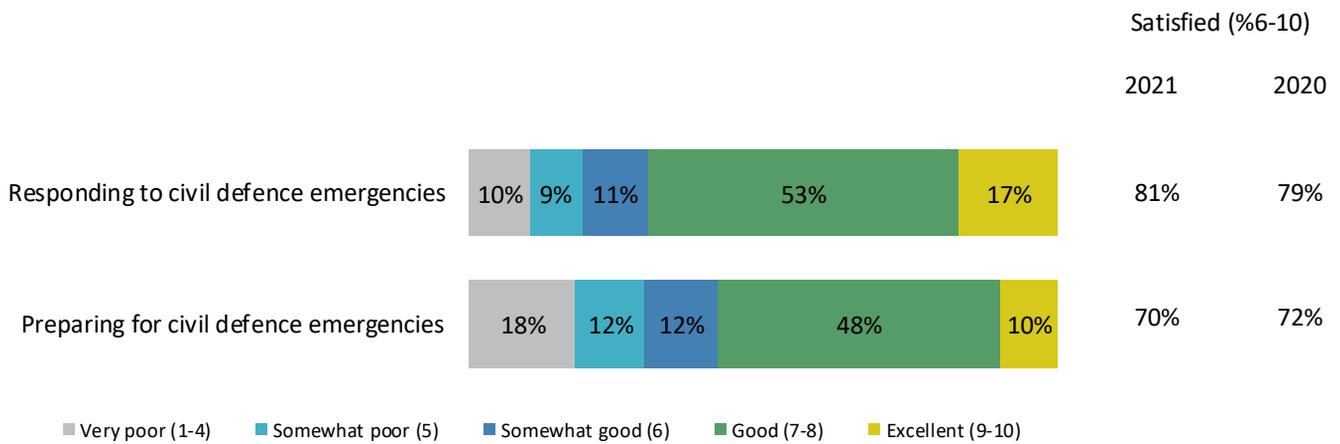
Civil defence

Emergency preparedness



2020: 74% are ready for an emergency

Most residents are *Ready for an emergency by having stored water, food, survival items and a household emergency plan.*



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Preparing for civil defence emergencies	64%	70%	73%	74%	70%
Responding to civil defence emergencies	74%	82%	83%	80%	81%

Satisfaction with Council's performance in *Responding to civil defence emergencies* has increased. On the other hand, perceptions of how Council *Prepares for civil defence emergencies* have slightly declined.

NOTES:

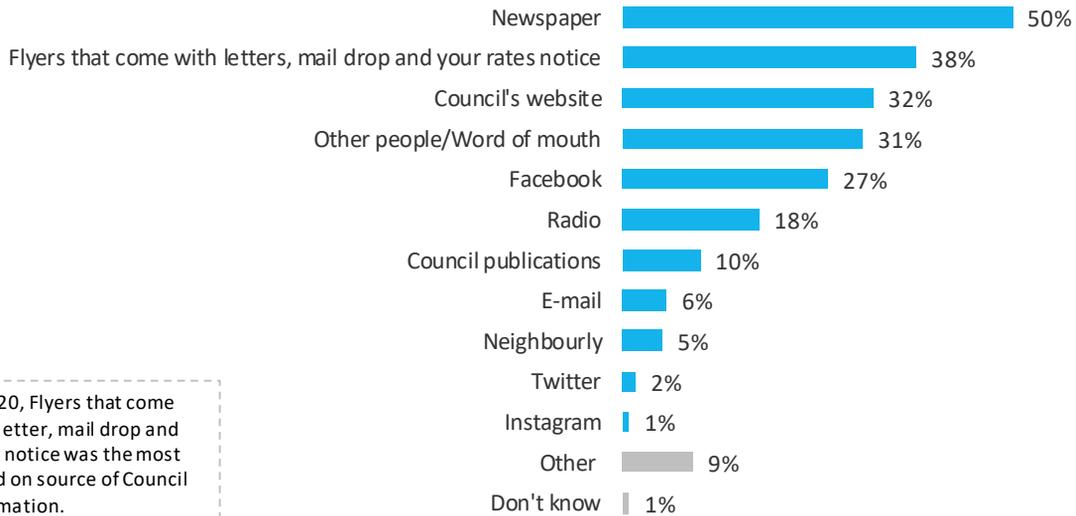
1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
2. CD1. Is your household ready for any emergency by having stored water, food, survival items and a household emergency plan?
3. CD2. Based on your experience and impressions, how would you rate the council's performance in providing Civil Defence services? Use the 1 to 10 scale where 1 means 'poor' and 10 means 'excellent'.



Communication and engagement

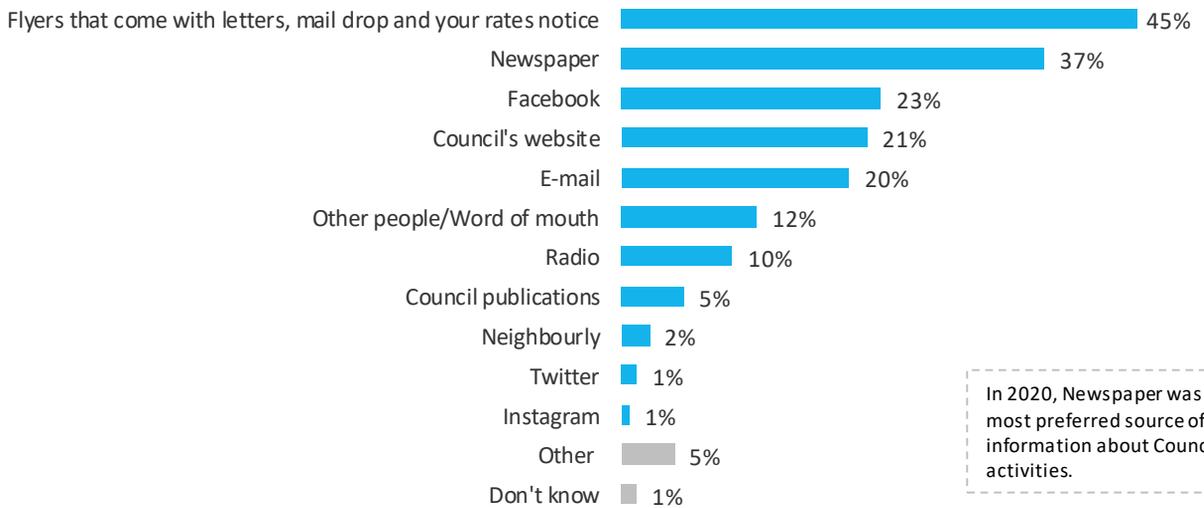
Communication and engagement

Most relied on source of information about Council



In 2020, Flyers that come with letter, mail drop and rates notice was the most relied on source of Council information.

Preferred means to receive information about Council



In 2020, Newspaper was the most preferred source of information about Council activities.

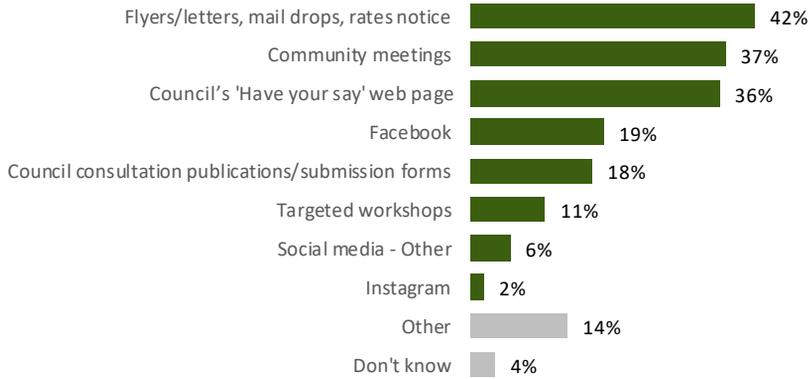
Newspaper is the main source of information about Council. *Flyers that come with letter, mail drop and rates notice* is the most preferred means of receiving information about Council.

NOTES:

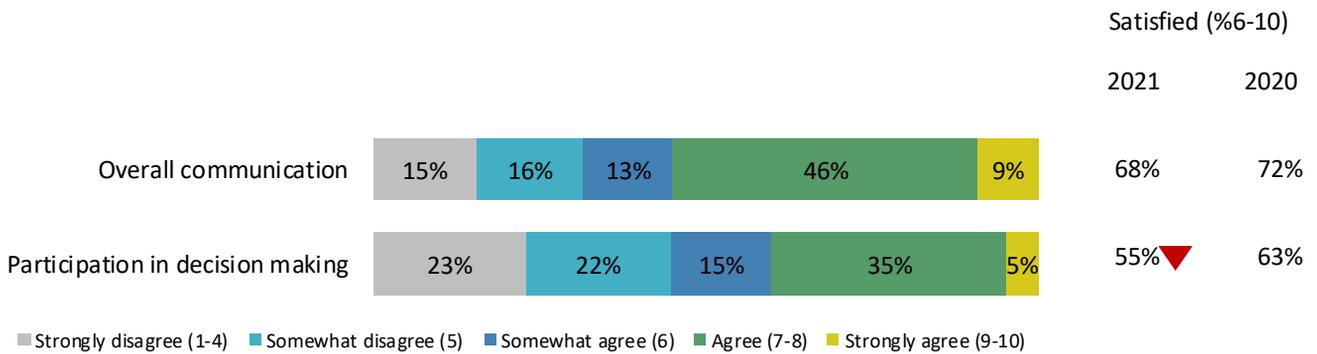
1. Total sample: 2021 n=455
2. CM1. Which of the following do you most rely on for information about the Manawatu District Council?
3. CM4. How would you prefer to receive information about Manawatu District Council?

Communication and engagement

Preferred means for engagement in decision-making process



At least four in ten residents (42%) indicated *Flyers/letters, mail drops, rates notices* as their preferred method to engage in *Council's decision-making process*.



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall communication	63%	70%	70%	65%	69%
Participation in decision making	52%	52%	59%	62%	54%

Satisfaction with the *Ease of participation in decision-making* that affects the district has significantly declined from 63% satisfied residents in 2020 to 55% satisfied residents this year. Perceptions of *How Council keep the public informed* have also been less favourable compared with the previous year.

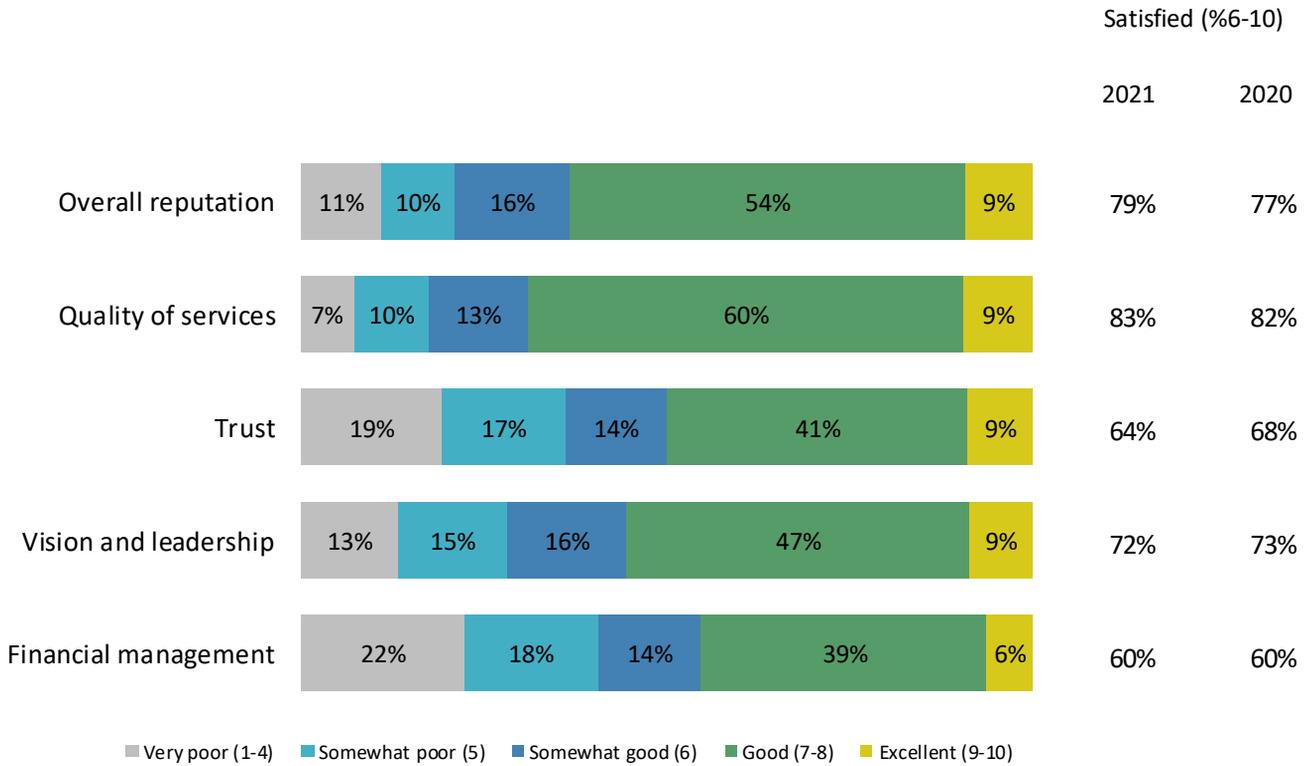
 Significantly higher than last year
 Significantly lower than last year

NOTES:
 1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
 2. CM5 Thinking about when Council wants your input to decisions, how would you prefer to engage in the process?
 3. CM2. How would you rate council for keeping the public informed?
 4. CM3. How satisfied are you with how easy the council makes it for you to participate in decision making that affects the Manawatu district?



Understanding reputation

Reputation



Scores with % 6-10	Northern	Southern	Feilding	Māori	Non-Māori
Overall reputation	69%	82%	81%	78%	79%
Quality of services	77%	81%	86%	84%	82%
Trust	57%	62%	68%	61%	64%
Vision and leadership	61%	76%	74%	62%	73%
Financial management	50%	56%	65%	68%	59%

Satisfaction with *Overall reputation* has improved to 79% satisfied residents. Feilding Ward residents are more likely to be satisfied with Council's *Overall reputation*, *Vision and leadership*, and *Financial management* than Northern Ward residents.

NOTES:

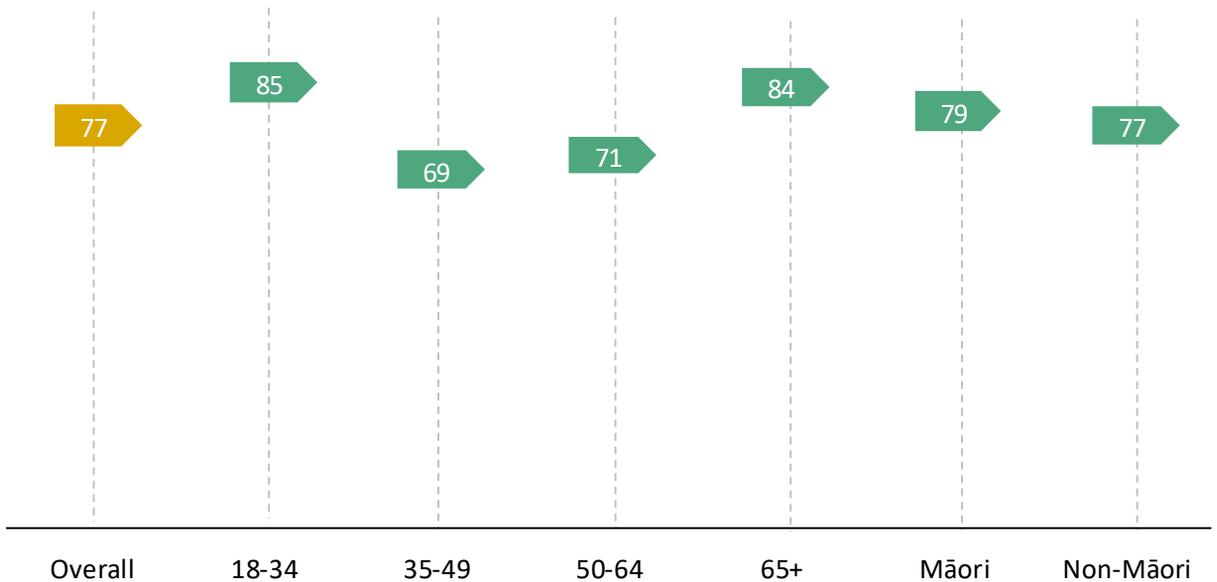
- Total sample: 2021 n=455, 2020 n=448; Excludes Don't knows
- REP1. Being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate the Council for its vision and leadership?
- REP2. Next I'd like you to think about how open and transparent Council is, how council can be relied on to act honestly and fairly, and their ability to work in the best interests of the district? Overall how would you rate the Council in terms of the trust you have in them?
- REP3. Now thinking about the Council's financial management – how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Council overall for its financial management?
- REP4. And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services and facilities they provide?
- REP5. So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation?

Significantly higher than other DEM group (s)
Significantly lower than other DEM group (s)

Reputation benchmark score

Manawātū District Council has an acceptable reputation *benchmark score* of +77. Younger residents have more favourable perceptions of Council's *Reputation* than older residents.

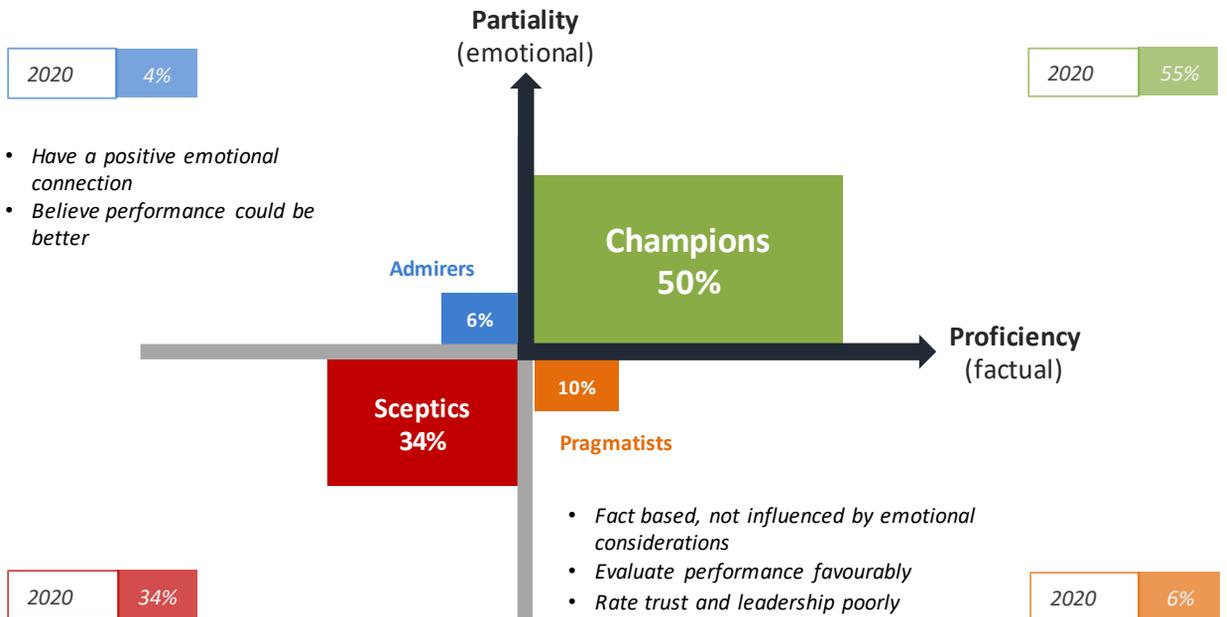
Key:
 >80 Excellent reputation
 60-79 Acceptable reputation
 <60 Poor reputation
 150 Maximum score



NOTES:

1. Total sample: 2021 n=455
2. REPS. So considering, leadership, trust, financial management and quality of services provided, how would you rate the Manawātū District Council for its overall reputation?
3. The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

Reputation profile



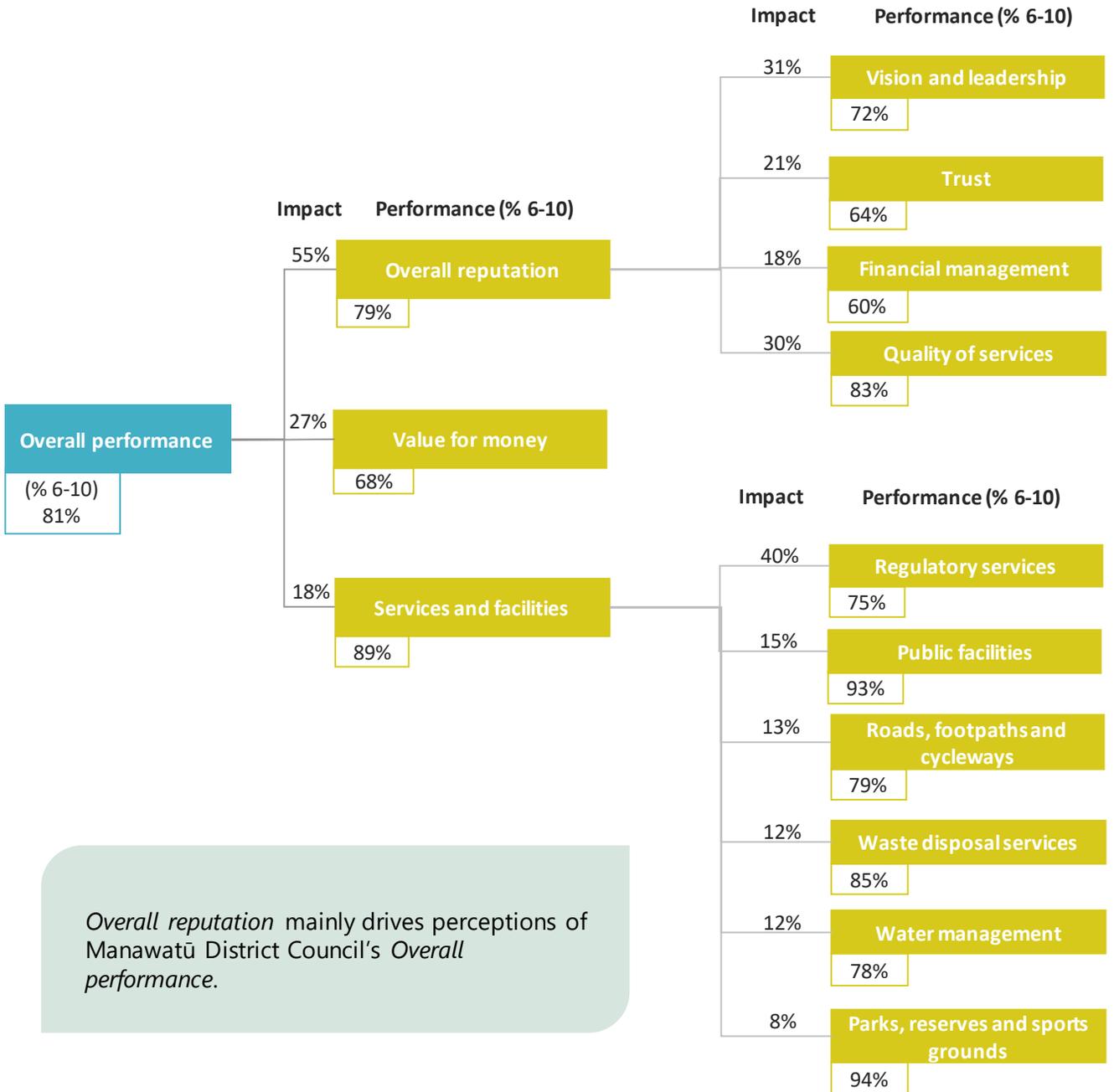
Manawātū District is likely to have more 'Champions' or those who view Council as doing a good job. The proportion of 'Sceptics' or those with less positive views of Council remains at 34%.

NOTES:
 1. Total sample: 2021 n=455, 2020 n=448
 2. Segments have been determined using the results from a set of five overall level questions
 3. REP1 leadership, REP2 trust, REP3 financial management, OVLSV quality of deliverables, REP5 overall reputation



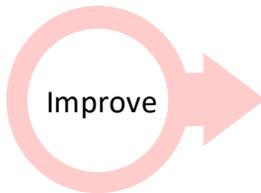
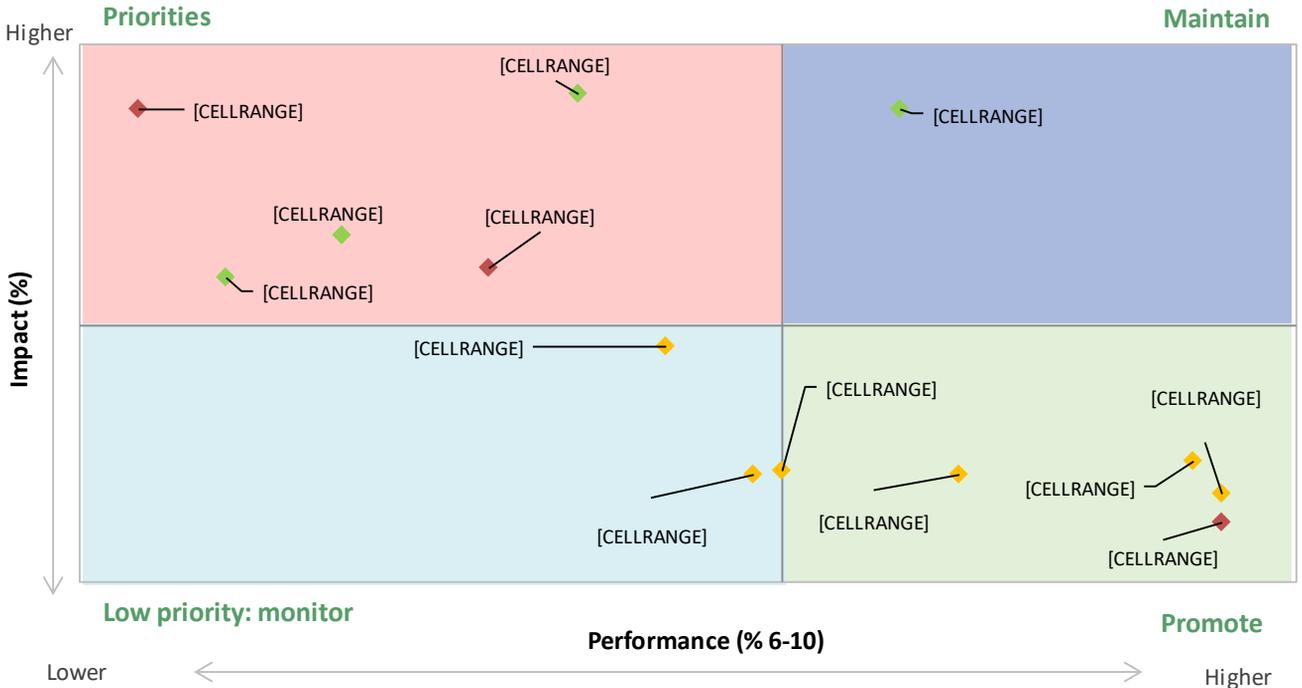
Drivers of satisfaction

Drivers of satisfaction with Manawatū District Council

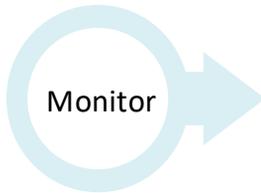


Opportunities and priorities: Overall measures

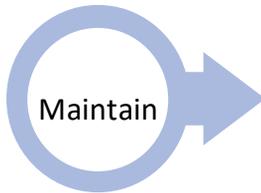
- Key**
- ◆ Image and reputation
 - ◆ Services and facilities
 - ◆ Value for money



The key opportunities for Manawātū District Council are to improve perceptions regarding *Trust, Financial management, Vision and leadership, Rates being fair and reasonable, and Fees for other services being fair and reasonable.*



Manawātū District Council should monitor its performance in terms of *Regulatory services and Water management.*

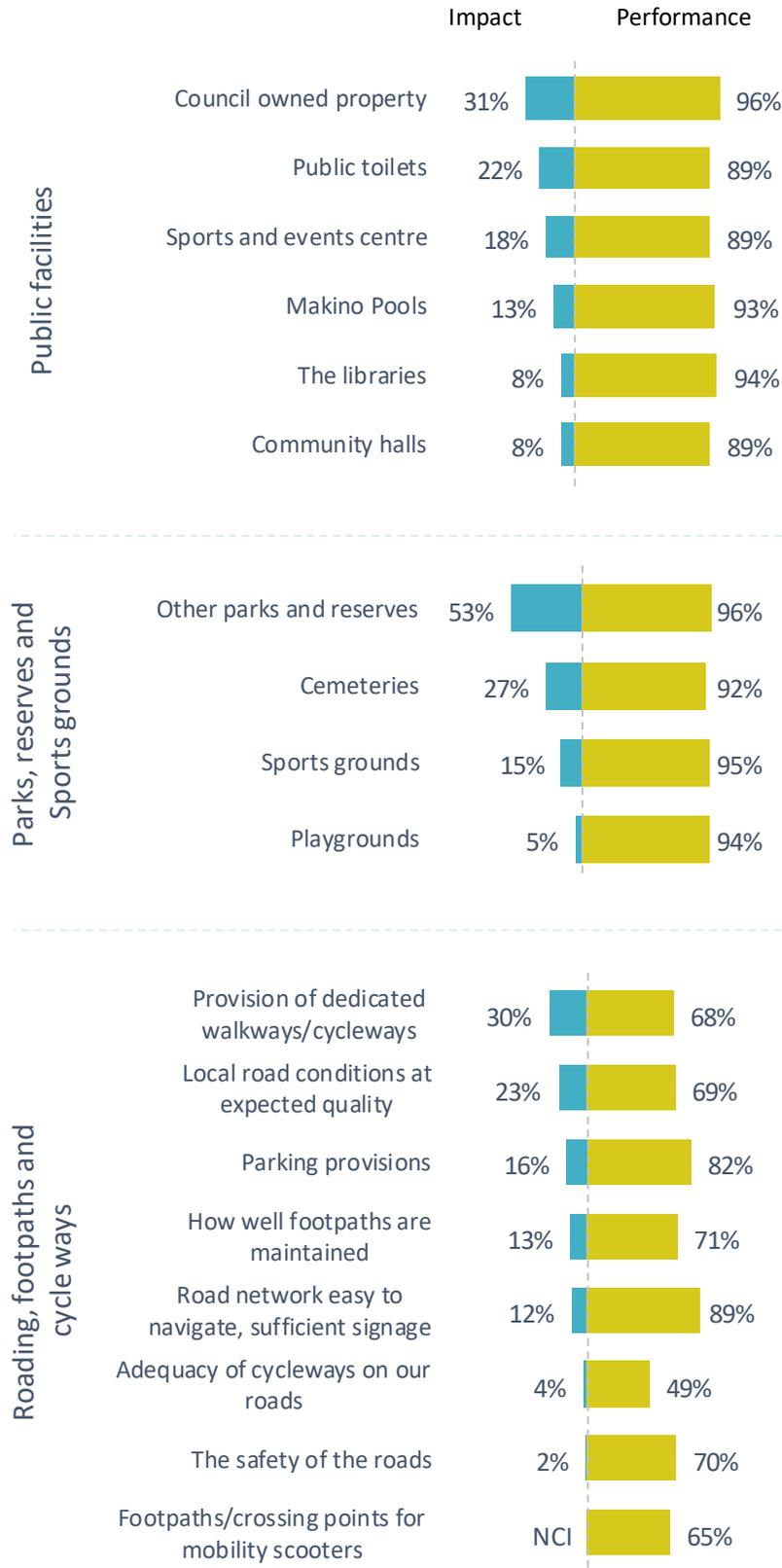


Manawātū District Council should maintain the *Quality of services* it provides since this area greatly influences perceptions and has a relatively high performance score.



The underappreciated areas within Council's performance are *Waste disposal services, Roads, footpaths and cycle ways, Parks, reserves and sports grounds, Public facilities, and The ease of making payments.*

Driver analysis

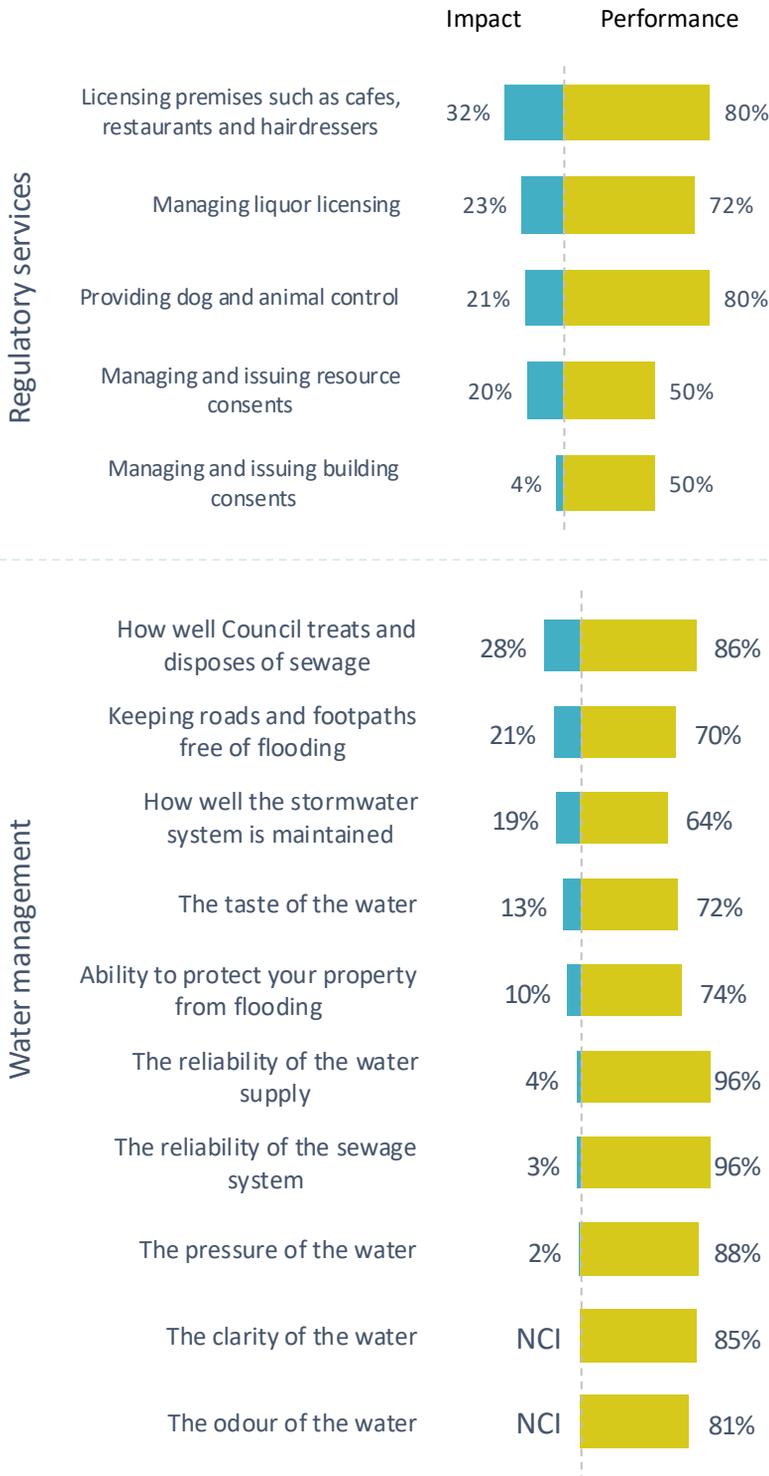


Council owned property has the greatest impact on perception of *Overall public facilities*. Since this aspect has a relatively high satisfaction rating, Council's performance in the maintenance of these facilities should be maintained.

Other parks and reserves drives overall perceptions of *Parks, reserves and sports grounds*. Council should maintain its performance in this area.

Regarding *Roading and footpaths*, Council should focus on the *Provision of dedicated walkways/cycle ways* since this aspect greatly influences perceptions but has a relatively low satisfaction score.

Driver analysis



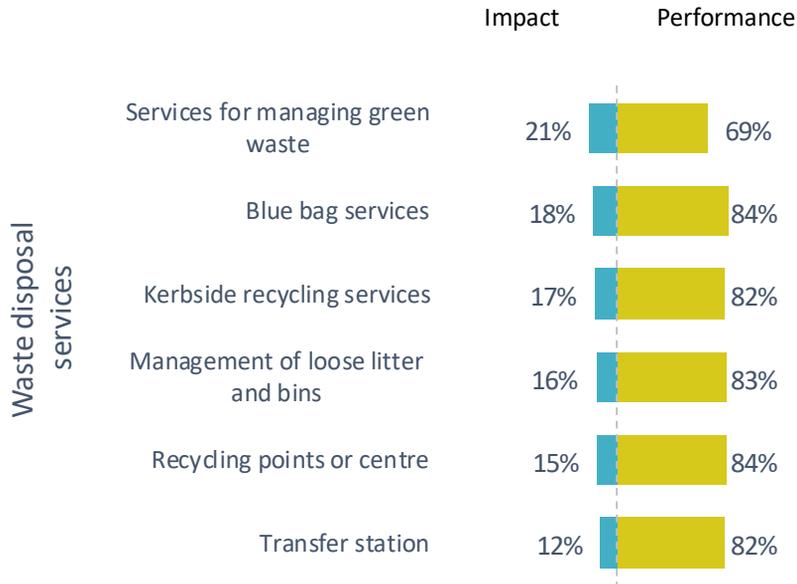
Licensing premises has the greatest impact on perception of *Regulatory services*. Since this service has a relatively high satisfaction rating, Council's performance in this area should be maintained. An opportunity for improvement points to *Resource consents*.

How well Council treats and disposes of sewage drives overall perceptions of *Water management*. *Keeping roads and footpaths free of flooding* and *How well the stormwater system is maintained* present opportunities for improvement due to their moderate impact levels and relatively low performance ratings.

NOTES:

1. Total sample: 2021 n=455, 2020 n=448; Excludes Don't know
2. NCI – No current impact

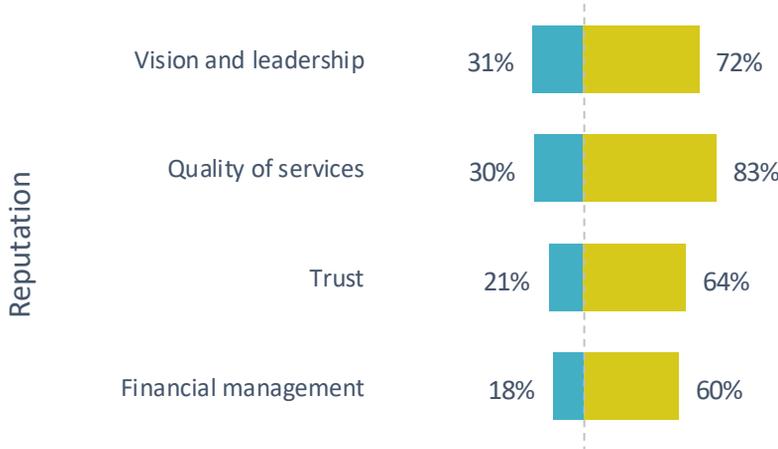
Driver analysis



Services for managing green waste is the main driver of perception of *Waste disposal services*. Since performance in this area is relatively low, Council should improve current service levels.



Regarding *Value for money*, Council should focus on *Rates being fair and reasonable* since this aspect greatly influences perceptions but has a relatively low satisfaction score.

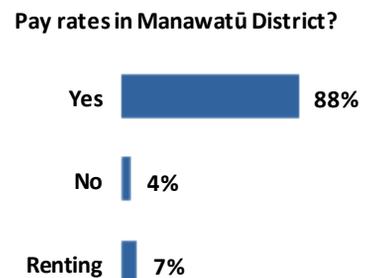
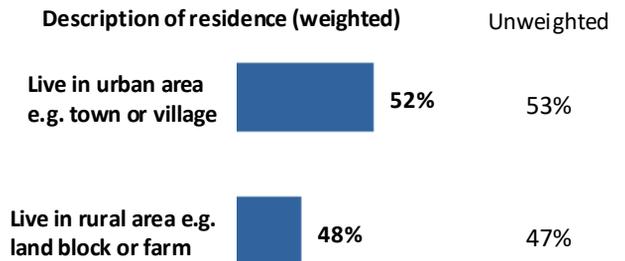
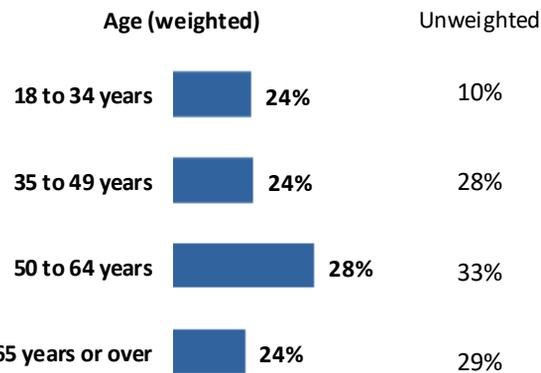
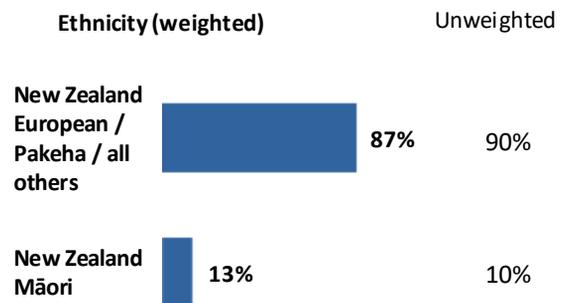
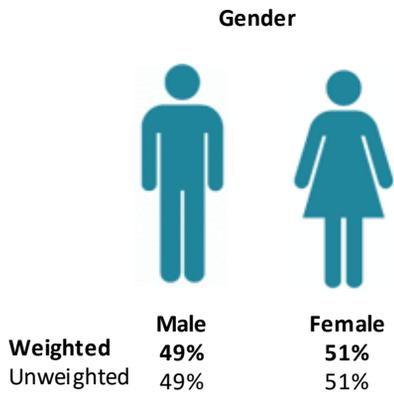
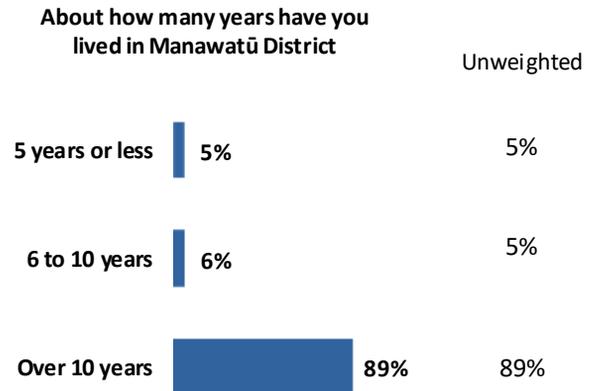
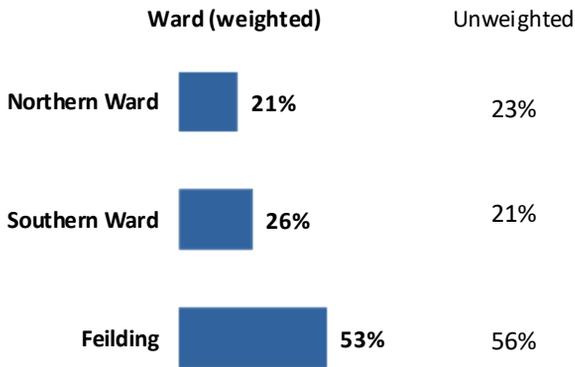


Vision and leadership is the main driver of perception of Council's *Reputation*. Since performance in this area is comparatively low, Council should consider this attribute as a key priority for improvement.



Sample profile

Sample profile





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