



RESEARCH FIRST

Clutha District Council

RESIDENT SATISFACTION SURVEY 2021

Report - May 2021



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Section 1

KEY MESSAGES



Council Services



80%

satisfied with district
sewage systems

vs. **96%** satisfied in 2020



64%

satisfied with
stormwater services

vs. **79%** satisfied in 2020



47%

satisfied with
unsealed roads

vs. **47%** satisfied in 2020



35%

satisfied with
sealed roads

vs. **77%** satisfied in 2020



56%

satisfied with
footpaths

vs. **64%** satisfied in 2020



90%

satisfied with the
wheelie bin service

vs. **94%** satisfied in 2020



90%

satisfied with
Mt Cooee landfill

vs. **96%** satisfied in 2020



Council Facilities



95%

satisfied with **libraries**

vs. 99% satisfied in 2020



93%

satisfied with **service or information centres**

vs. 98% satisfied in 2020



84%

satisfied with **community centres or community halls**

vs. 90% satisfied in 2020



59%

satisfied with **public toilets**

vs. 71% satisfied in 2020



88%

satisfied with **cemeteries**

vs. 95% satisfied in 2020



84%

satisfied with **district parks and reserves**

vs. 95% satisfied in 2020



82%

satisfied with **playgrounds**

vs. 89% satisfied in 2020



96%

satisfied with **Balclutha Sportsground**

vs. 97% satisfied in 2020



87%

satisfied with **Balclutha Pool**

vs. 92% satisfied in 2020



78%

satisfied with **Milton Sportsground**

vs. 90% satisfied in 2020



57%

satisfied with **Milton Pool**

vs. 95% satisfied in 2020



LTP Priorities

Seven areas of potential focus for the next LTP were tested. The relative importance placed on each by residents identified the following priorities:

- Residents are concerned about the local economy, and their priority focus area for the next LTP is for Council to create an environment that will sustain and grow business by helping fill jobs.
- The improvement of health, safety, and well-being is a strong priority.
- Investing in infrastructure and better-quality housing complete a focus on the built environment amongst residents.



Section 2

RESEARCH DESIGN



Context

Clutha District Council commissions an annual survey of residents to gather feedback about the services Council offers and how well residents think those services are being provided (either directly by Council or via its contractors).

This survey is one tool that Council uses to gauge whether the projects, programmes, or changes it makes alter residents' perceptions about the services. The survey also offers an opportunity to assess how residents feel about the district and the opportunities it provides.

The key service areas tested in the 2021 residents' survey were:

- Council Services and Facilities.
- Requests for Service and Complaints.
- Elected Members and Council.
- LTP Related Questions.

Method

The 2021 survey was conducted by phone, with the option to complete online offered to those contacted. The sample of 300 residents is representative of the district's population. The data produced is the result of random sampling and is, therefore, free from self-selection bias; it can be considered statistically robust and levels of statistical confidence can be applied to the data.

In line with previous reports, responses for 6-point scale satisfaction questions have been grouped as follows:

On a scale of 1 to 6, where 6 is very satisfied and 1 is very dissatisfied, how would you rate your stormwater services during the last 12 months?

Very dissatisfied		Dissatisfied	Satisfied	Very satisfied	
1	2	3	4	5	6



Impact of Changes to 2021 Survey

The 2020 survey was conducted by phone along with a standalone online option to complete the survey. However, in 2021, (i) there were changes to the questionnaire which reduced its length and, in cases, how questions were asked to respondents (ii) all the surveys were completed via phone with no online completions. These changes have some influence on the survey results. This can be seen in the trend analysis where several of the Council's services and facilities show a decline in residents' satisfaction levels. However, the declines are also reflecting actual changes in satisfaction experienced by Clutha residents.

Sampling

Following a pilot testing phase, data collection took place between the 15th of April and the 5th of May 2021. Data collection was randomised within each household to ensure the sample included a range of respondents based on age, location, and gender, with a quota system being used to ensure the sample was representative of the population as per Census 2018 statistics. A full demographic breakdown of the sample collected is shown in Appendix One.



Section 3

USE OF AND VISITS TO COUNCIL FACILITIES



In the 2021 survey, Clutha residents were asked to confirm whether or not they had visited or used a precoded list of Council services and facilities in the past 12 months. At least half of Clutha residents used the following services/facilities:

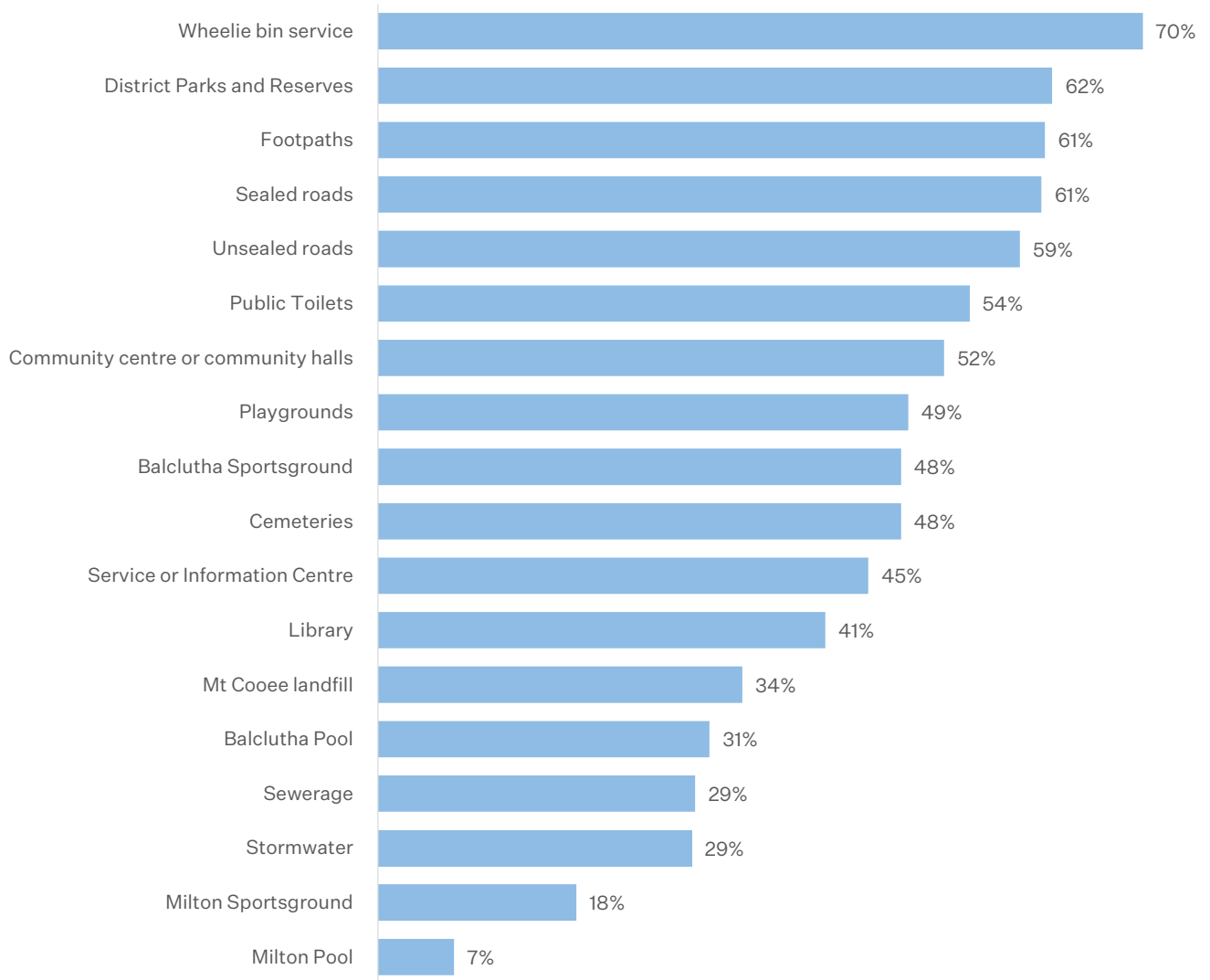
- The wheelie bin service.
- District parks and reserves.
- Footpaths.
- Roads (both sealed and unsealed).
- Public Toilets.
- Community centre or community halls.

The data analysis revealed some significant relationships:

- Rural residents have a higher tendency to use the community centre or community halls compared to urban residents. The use of these centres and halls shows how important they are in rural communities and their upkeep will be important.
- Female residents are more likely to visit the district's library and Balclutha pool. This is may be driven by those with childcare responsibilities. We have observed a similar pattern with other District Council's and it is important to ensure opening hours retain accessibility.
- Locals use the facilities close to them (i.e., the Milton and Balclutha sports grounds) or the local swimming pool (for Milton residents). Communications channels for these facilities must have a targeted local focus.



Figure 3.1 Visits and usage of council facilities





Section 4

SEWERAGE & STORMWATER



Sewerage

80% of residents with properties connected to one of the district's sewage system stated that they were satisfied with the service:

X Performance target not met (2020/21 aim: >85%)

- Performance in this area of Council services has been consistently high since 2015; although the 2021 measure posted a decline.

Figure 4.1 Satisfaction with district sewage systems

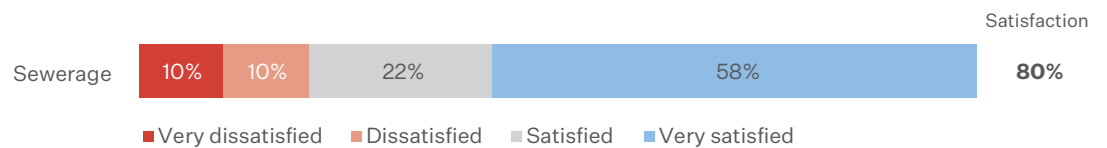
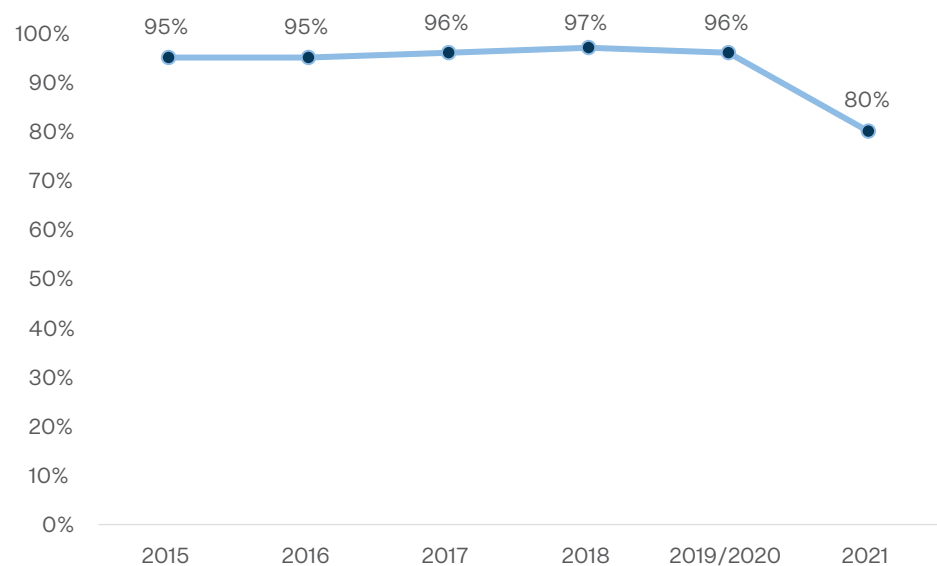


Figure 4.2 Satisfaction with sewerage systems, over time





Stormwater

Residents were also asked to rate satisfaction with stormwater services.

64% of these residents stated that they were satisfied with the service.

X Performance target not met (2020/21 aim: >75%)

- Satisfaction shows a decline compared to the 2020 results.

Figure 4.3 Satisfaction with stormwater services

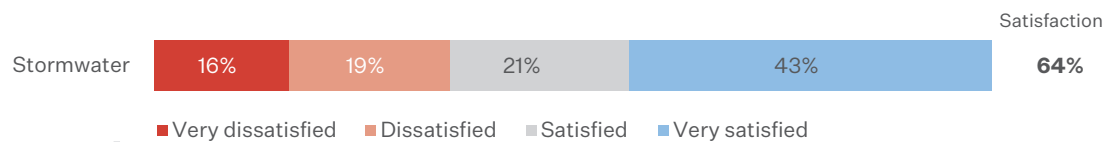
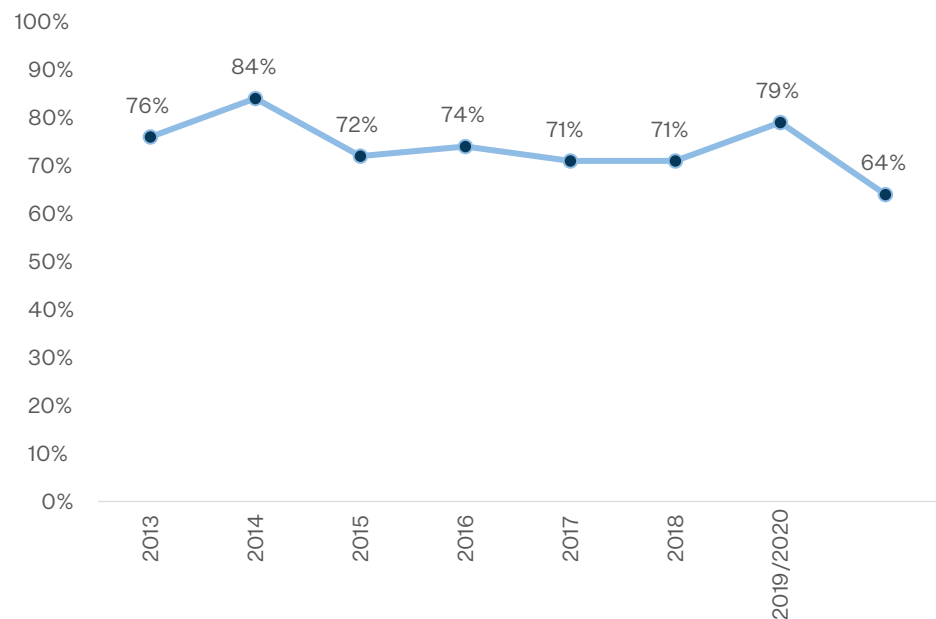


Figure 4.4 Satisfaction with stormwater services, over time





Section 5

ROADING



- Trend analysis indicates that satisfaction with footpaths continues to decline across all the attributes measures.
- In 2021, rural respondents displayed higher levels of satisfaction with sealed roads and footpaths, and lower for the unsealed roads. This is expected as rural road users have a higher tendency to use unsealed roads compared to urban users.

Sealed Roads

- 64% of respondents were satisfied with the sealed roads.

Footpaths

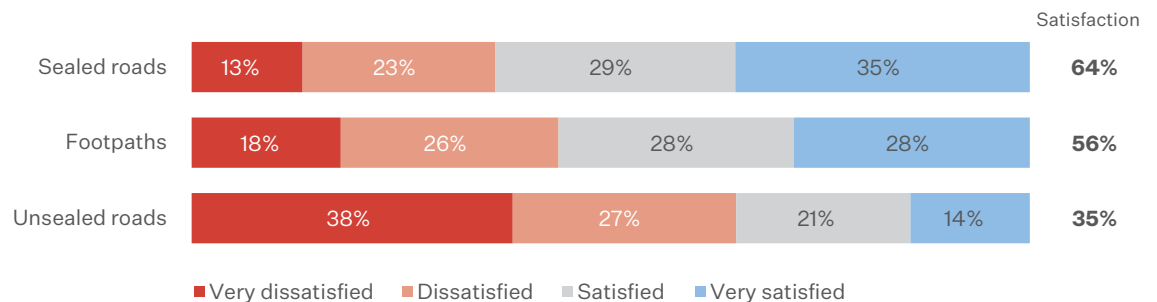
- 56% of respondents were satisfied with footpaths in the district.

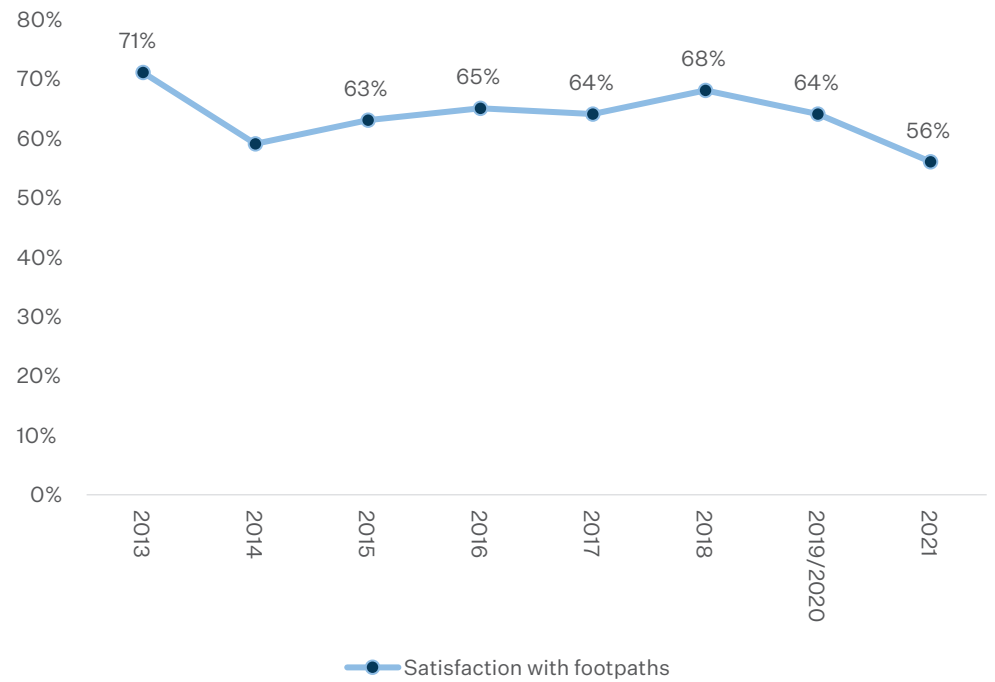
X Performance target not met (2020/21 aim >80%).

Unsealed Roads

- Only a third of respondents (35%) were satisfied with the unsealed roads.

Figure 5.1 Satisfaction with roading and footpaths



**Figure 5.2 Satisfaction with footpaths, over time****Figure 5.3 Satisfaction with roading and footpaths, by location**

2021	Rural	Urban
Unsealed roads	26%	43%
Sealed roads	66%	62%
Footpaths	64%	50%



Section 6

SOLID WASTE SERVICES



Wheelie Bins

70% of respondents stated that they had used the wheelie bin service in the district in the last 12 months.

- Of those that had used the service 90% were satisfied.
- ✓ **This meets the 2020/21 performance target for this area of >80%.**
- Satisfaction is in line with 2015-2020 results.

Mt Cooe Landfill

A third of respondents (34%, similar to 2020) had used the Mt Cooe landfill during the previous 12 months.

- Of those that had used the service 90% were satisfied.
- ✓ **This meets the 2020/21 performance target for this area of >75%.**
- Satisfaction is in line with recent results.

Figure 6.1 Satisfaction with solid waste services

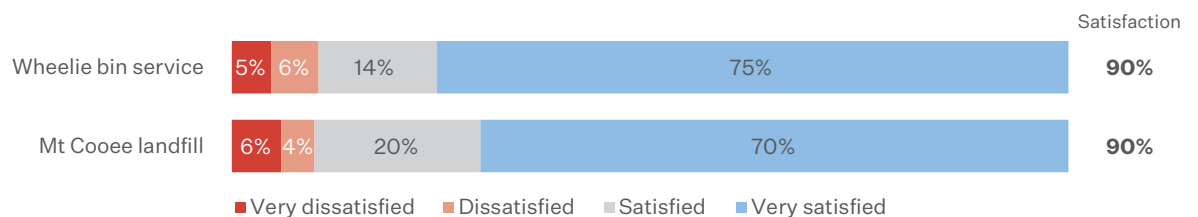
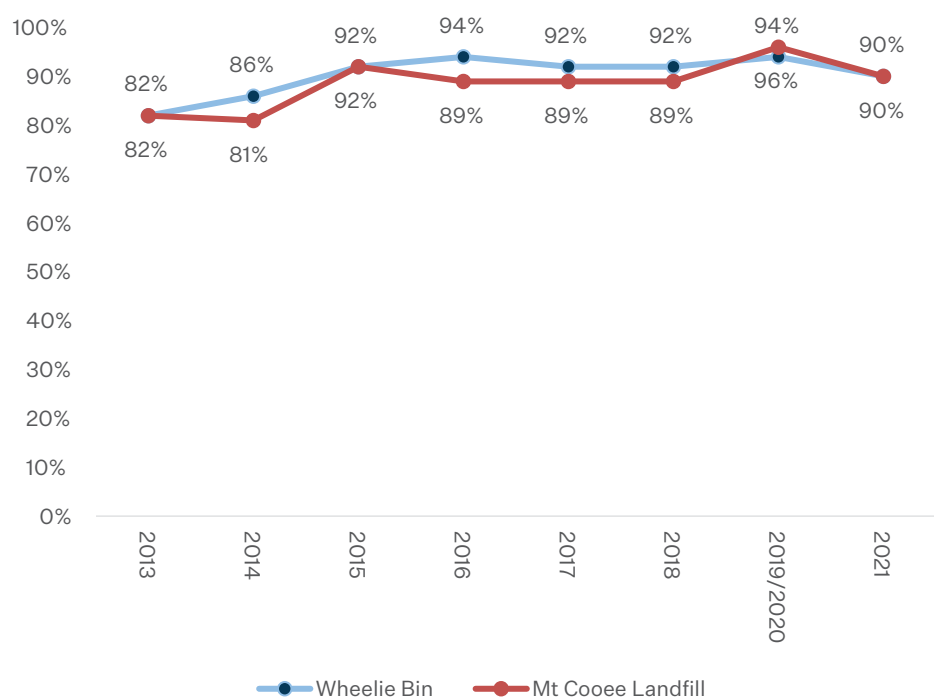


Figure 6.2 Satisfaction with solid waste services, over time





Section 7

COMMUNITY SERVICES



The use of Council-provided facilities in the last 12 months was not as high as in previous periods. This is understandable given the impact that COVID lockdowns have had on access.

Satisfaction with most Council provided facilities was high;

- Satisfaction with library services remains incredibly high.
- The small sample size for Milton Pool means the results should be viewed as indicative only.

✓ **Except for Milton Sportsground, Milton Pool, and Public toilets, performance targets were met for all other services.**

Figure 7.1 Overall Satisfaction with Community Services

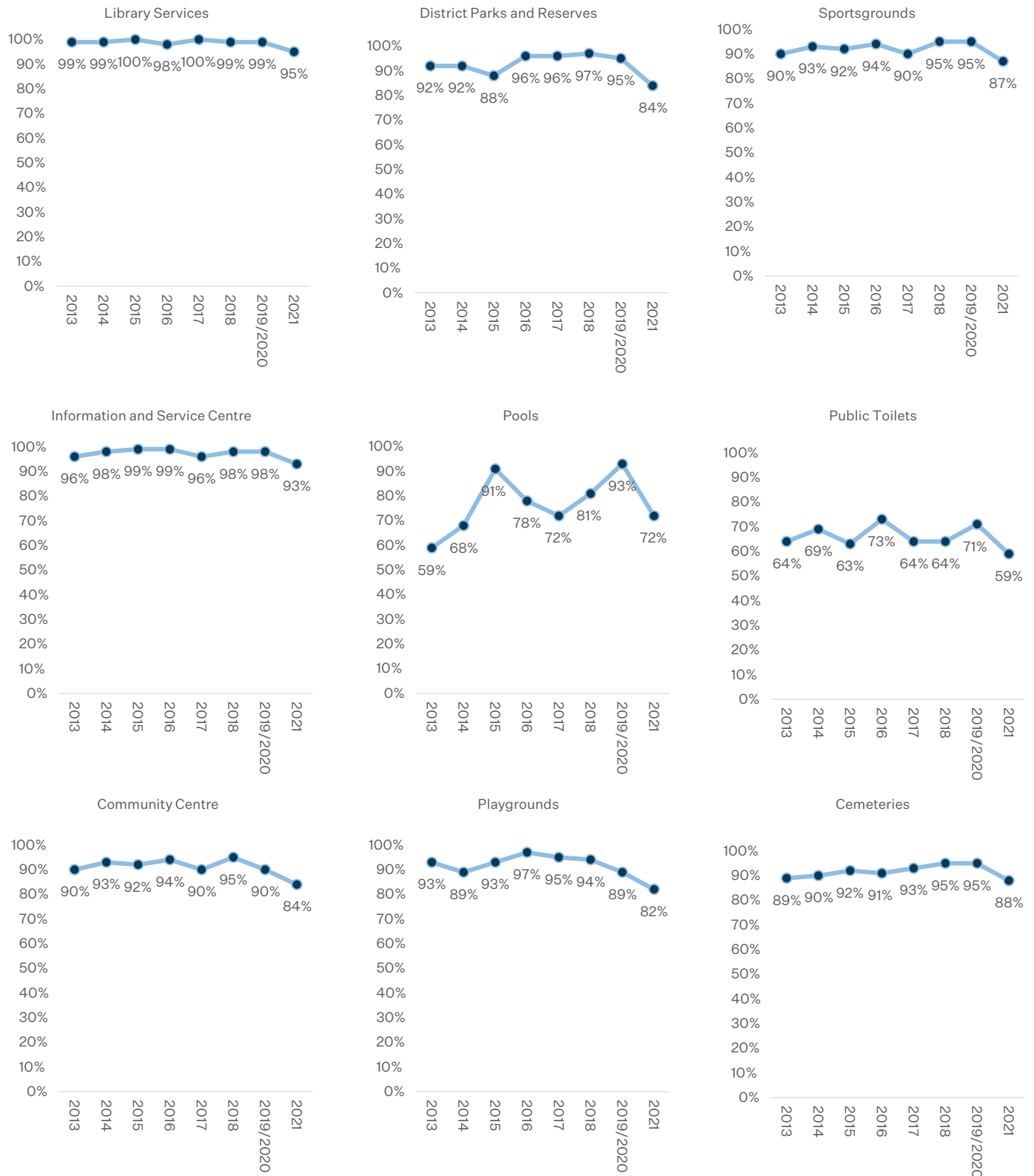
	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	% satisfied	Performance target	Number of respondents
Library	0%	5%	18%	77%	95%	≥80%	124
Service or Information Centre	2%	4%	12%	82%	93%	≥80%	136
Balclutha Sportsground	1%	3%	28%	68%	96%	≥80%	145
Cemeteries	5%	7%	19%	69%	88%	≥80%	145
Balclutha Pool	4%	9%	25%	62%	87%	≥80%	92
Community centre or community halls	3%	13%	24%	60%	84%	≥80%	157
District Parks and Reserves	4%	12%	32%	53%	84%	≥80%	187
Playgrounds	7%	11%	29%	53%	82%	≥80%	147
Milton Sportsground	4%	18%	27%	51%	78%	≥80%	55
Public Toilets	15%	26%	32%	27%	59%	≥80%	164
Milton Pool	14%	29%	33%	24%	57%	≥80%	21*

*Caution: small sample size

**Figure 7.2 Satisfaction with Community Services by Sub-group**

	All Respondents	Rural	Town (Urban)	16 - 29 years	30 - 49 years	50 - 64 years	65+ years	Male	Female
District Parks and Reserves	62%	90%	80%	90%	87%	76%	88%	86%	83%
Balclutha Sportsground	48%	93%	99%	100%	90%	100%	100%	95%	96%
Milton Sportsground	18%	78%	79%	58%	82%	82%	90%	75%	83%
Playgrounds	49%	88%	78%	85%	81%	81%	84%	82%	83%
Cemeteries	48%	92%	86%	91%	88%	89%	85%	88%	89%
Service or Information Centre	45%	95%	92%	100%	91%	93%	94%	91%	95%
Public Toilets	54%	63%	53%	49%	55%	61%	76%	66%	50%
Balclutha Pool	31%	85%	89%	80%	90%	87%	100%	88%	86%
Milton Pool	7%	67%	50%	100%	54%	33%	75%	50%	62%
Community centre or community halls	52%	84%	84%	85%	84%	78%	91%	84%	84%
Library	41%	94%	97%	100%	98%	88%	97%	89%	98%
n	301								

Note: All respondents n = 301. The samples sizes for each service or facility by each location, age or gender category will vary depending on utilisation.

**Figure 7.3 Satisfaction with facilities – trend analysis**



Section 8

ELECTED MEMBERS AND COUNCIL



Satisfaction with Elected Members

To test residents' satisfaction with their elected members and the council overall, we categorised the enquiry into (i) two areas focusing on elected members and council staff and (ii) three areas on the performance of Council as a whole. The overarching finding from the results is that residents rate their satisfaction with elected members and the Council above average. The Council is viewed as doing well when it comes to:

- Achieving its goal of promoting growth and living and working in the Clutha District.
- The helpfulness and advice from Council staff.
- The overall performance of the Clutha District Council.
- However, the trend analysis of satisfaction with overall performance continues to dip and requires continued monitoring.

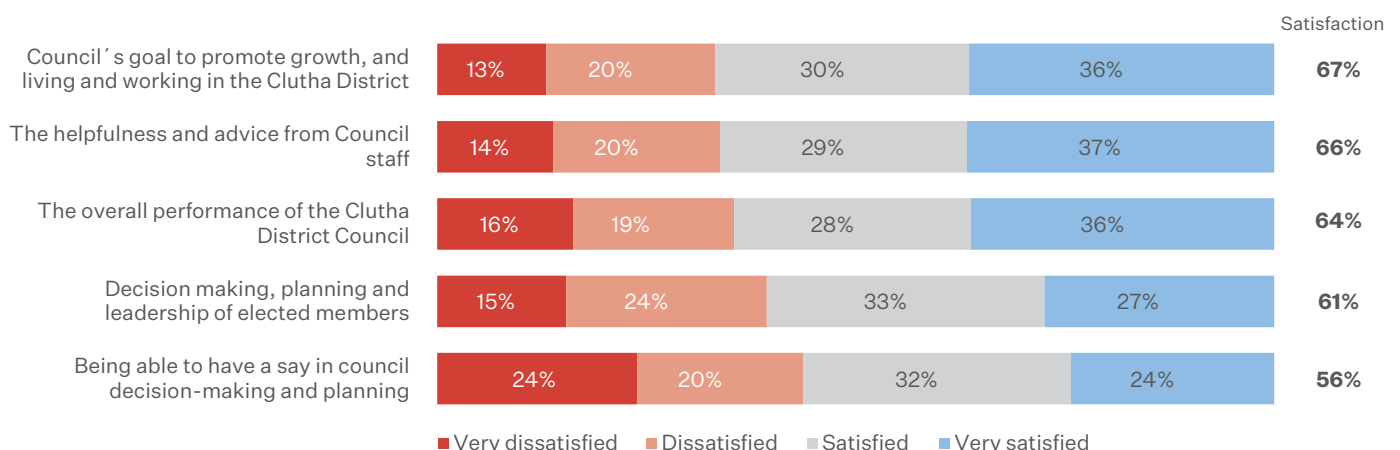
Areas for improvement are identified as:

- The decision making, planning, and leadership of elected members and
- The Council's inclusion of residents in decision-making.
- The total satisfaction with having a say in council decision-making and planning was 56%, down from 72% in the previous year.

X This does not meet the 2021/2022 performance target for this area of >80%.

KPI was extracted from the Long Term Plan 2018-28 on the CDC website.

Figure 8.1 Satisfaction with Elected Members and Council



**Figure 8.2 Satisfaction with Elected Members and Council – Sub-group analysis**

	All respondents	Rural	Urban	16 - 29 years	30 - 49 years	50 - 64 years	65+ years
Decision making, planning and leadership of elected members	61%	62%	60%	74%	59%	52%	62%
Council's goal to promote growth, and living and working in the Clutha District	67%	70%	64%	80%	71%	52%	68%
Being able to have a say in council decision-making and planning	56%	56%	56%	73%	57%	44%	58%
The helpfulness and advice from Council staff	66%	62%	70%	77%	66%	59%	67%
The overall performance of the Clutha District Council	64%	62%	66%	82%	64%	54%	65%

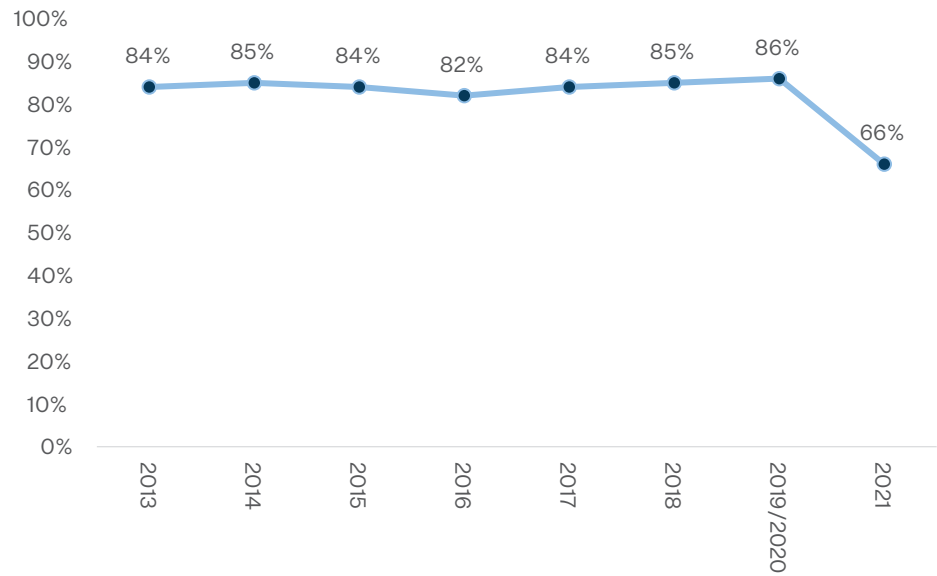
Figure 8.3 Satisfaction with Elected Members and Council – Trend Analysis

	Satisfied						Very satisfied					
	2021	2020	2018	2017	2016	2015	2021	2020	2018	2017	2016	2015
Decision making, planning and leadership of elected members	61%	80%	86%	84%	83%	82%	27%	46%	56%	55%	48%	50%
Council's goal to promote growth, and living and working in the Clutha District	67%	82%	86%	84%	82%	89%	36%	51%	64%	63%	62%	61%
Being able to have a say in council decision-making and planning	56%	72%	77%	73%	73%	71%	24%	43%	47%	46%	45%	40%
The helpfulness and advice from Council staff	66%	86%	85%	84%	82%	84%	37%	62%	65%	60%	59%	58%
The overall performance of the Clutha District Council	64%	78%	87%	86%	84%	84%	36%	50%	61%	56%	56%	56%

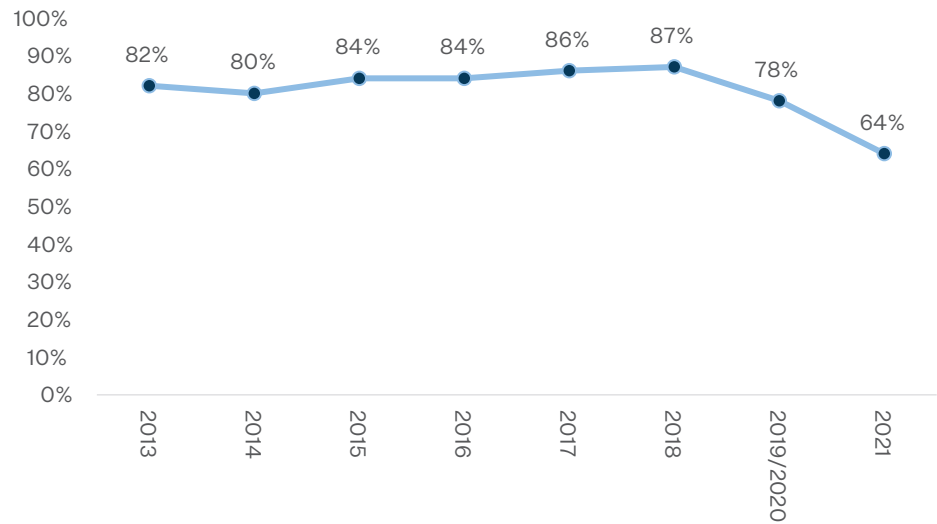


Figure 8.4 Satisfaction with Elected Members and Council, over time

The helpfulness and advice from Council staff

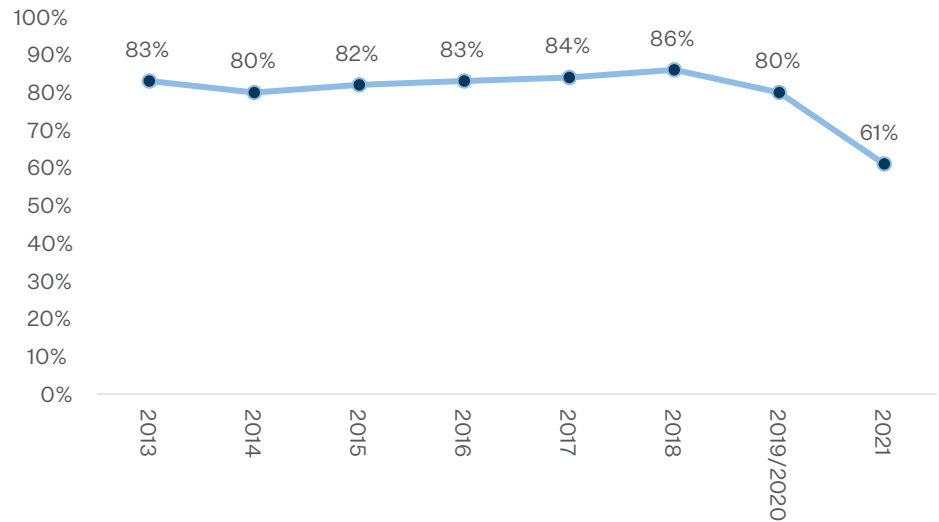


Overall performance of the Clutha District Council

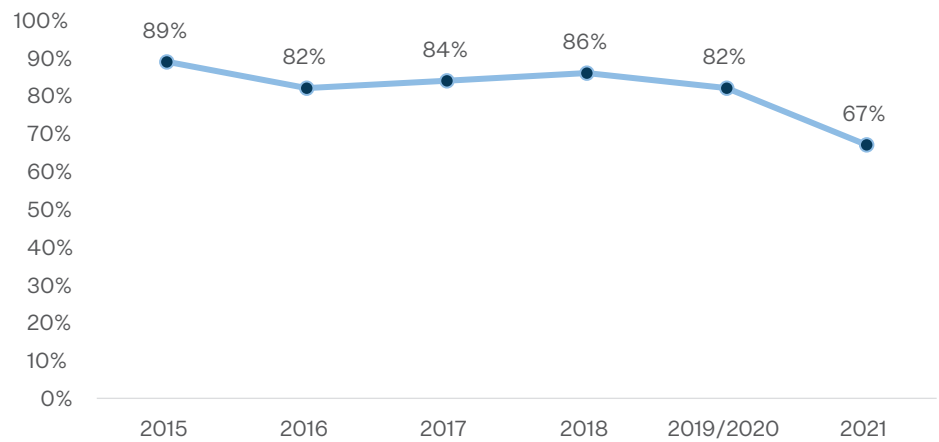




Decision-making, planning and leadership of elected members



Council's goal to promote growth, and living and working in the Clutha District





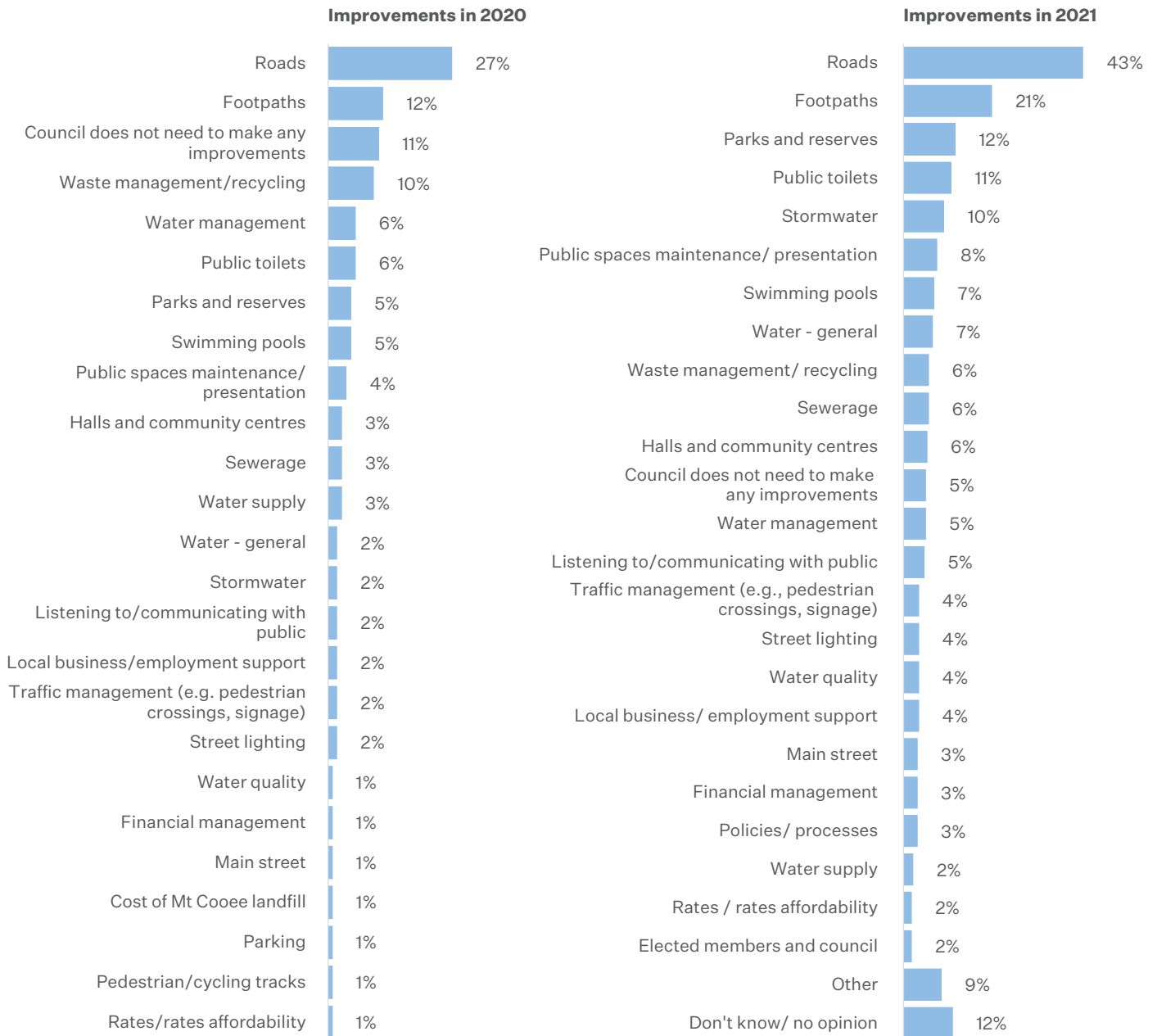
Areas for Council Improvement

When asked what services or facilities the Council needed to make improvements on, bearing in mind the potential impact on rates and/or user charges, residents had a fairly similar list of improvements to 2020. The figures below show a comparison of improvements listed between 2020 and 2021. There were much higher proportions of residents in 2021 advocating for improvements to:

- Roding and footpaths.
- Parks and reserves
- Public toilets
- Stormwater



Figure 8.5 Other Council Improvements





Section 9

LTP ENGAGEMENT



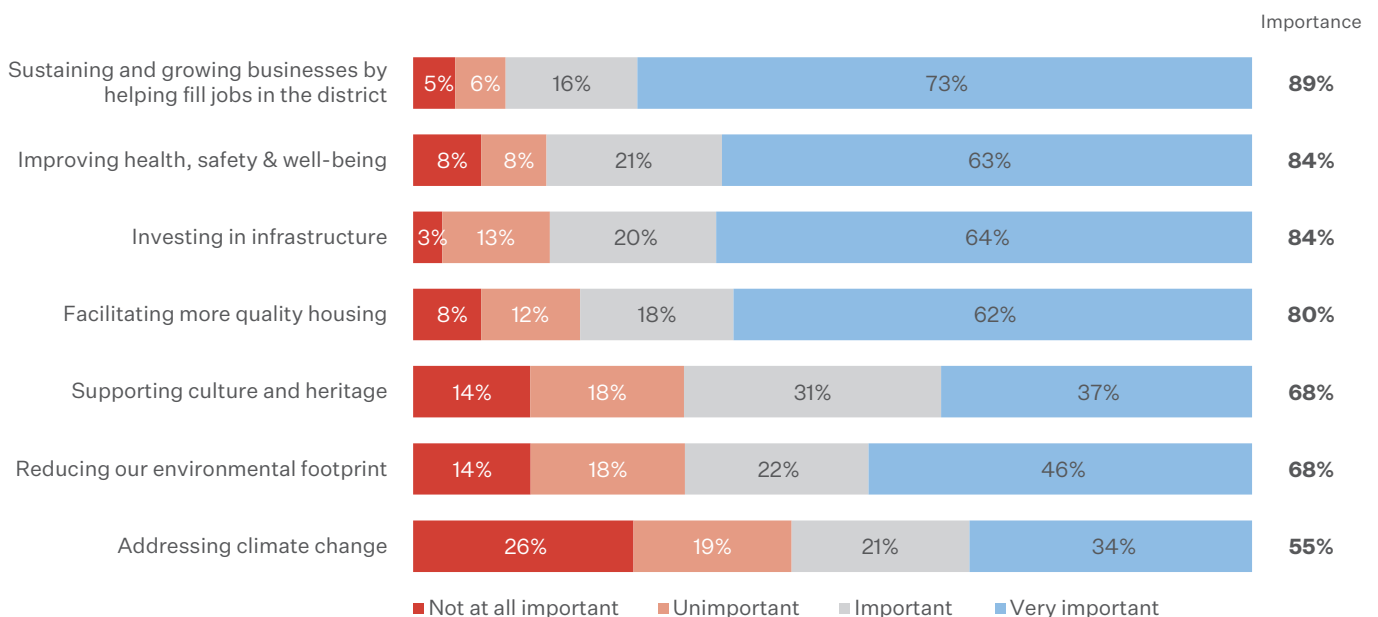
Seven areas of potential focus for the next LTP were tested. The following results show the relative importance placed on each by residents:

- Residents are concerned about the local economy, and their priority focus area for the next LTP is for Council to create an environment that will sustain and grow business by helping fill jobs.
- The improvement of health, safety, and well-being is a strong priority.
- Investing in infrastructure and better-quality housing completes a focus on the built environment amongst residents.

Notably, more than 60% of respondents attached high to very importance to each of the areas mentioned above. In contrast, reducing the environmental footprint, addressing climate change and the support of culture and heritage had lower proportions of residents marking the issues at the top end of the importance scale.

From these results, the area with the lowest relative importance of the seven was addressing climate change. This had the highest proportions marking it of no or little importance for the next LTP and low proportions marking it very important.

Figure 9.1 Priority areas for the LTP



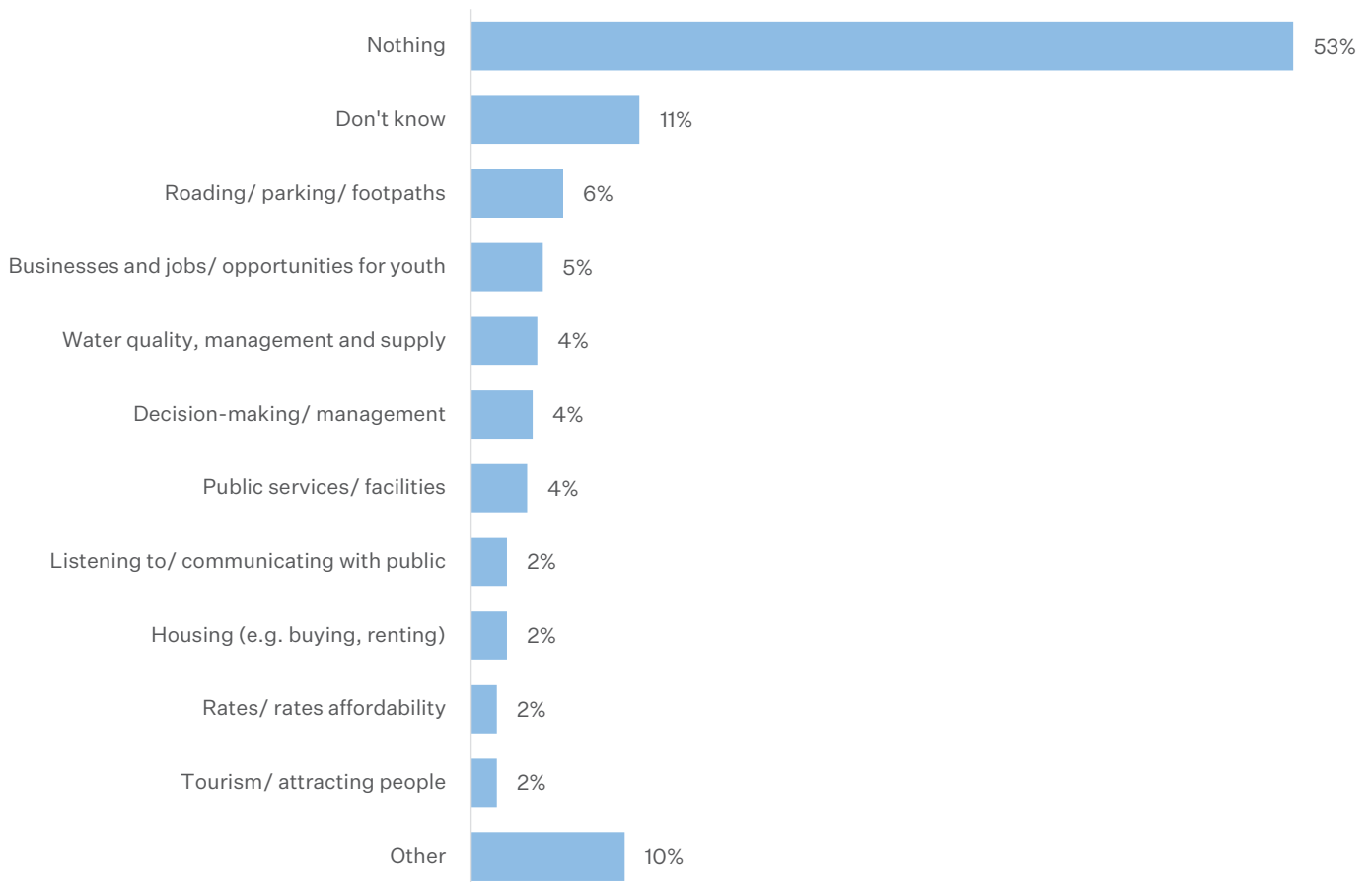


Other Priority Areas

Apart from the LTP priorities listed in the chart above, residents were asked to list other priority areas that Council needed to address. Over two-thirds of respondents either felt nothing should change or did not know what should change. Albeit with lower samples sizes, those residents who did specify an improvement focused on:

- Roothing and footpaths.
- Businesses and job creations.
- Water quality and supply.
- Council decision-making and/or management.
- Public services and/or facilities.

Figure 9.2 Other priority areas





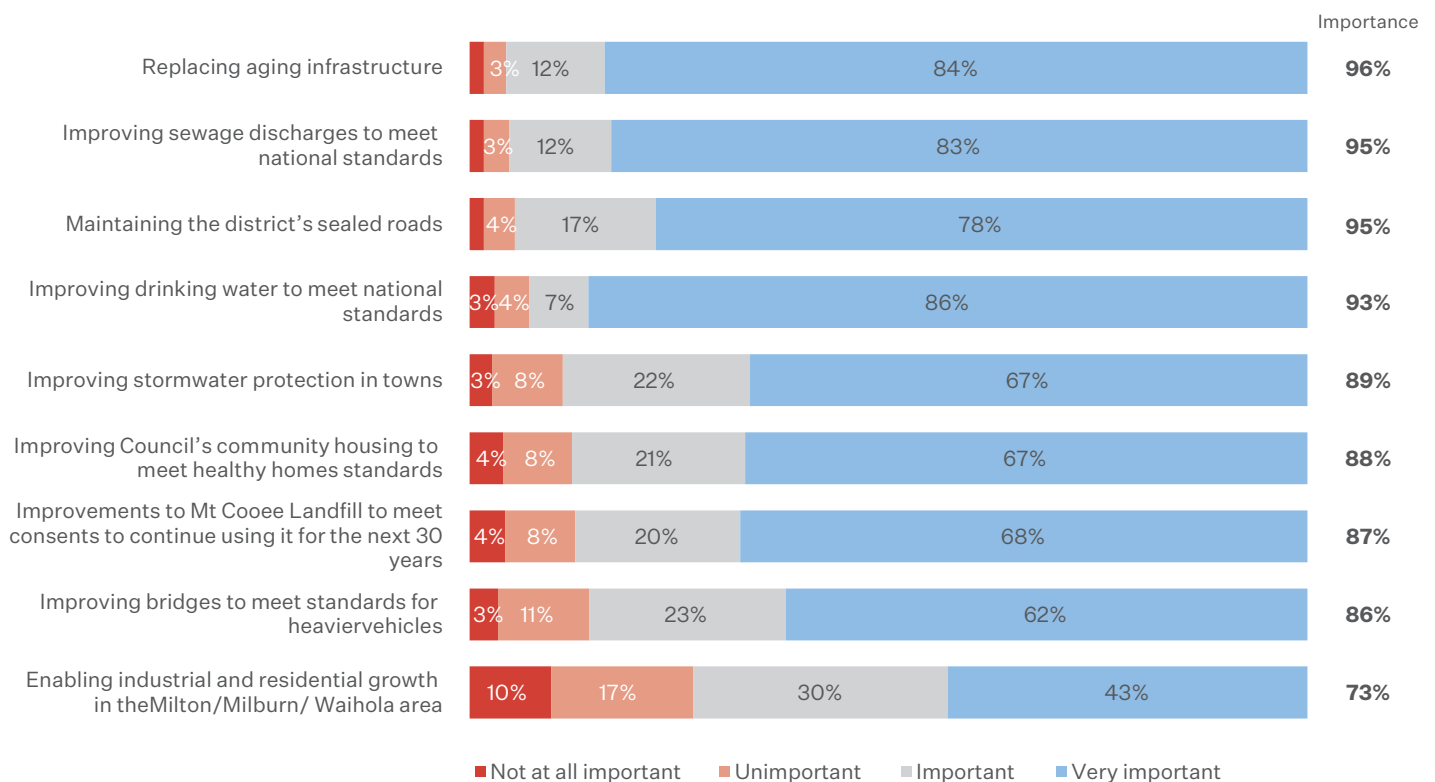
LTP infrastructure priorities

The survey also tested the importance that residents attached to nine potential areas for investment in infrastructure. The results from the chart below show that residents attach high importance to most of the priorities presented, but more on:

- Improving drinking water to meet national standards.
- Improving sewage discharges to meet national standards.
- Replacing aging infrastructure.
- Maintaining the district's sealed roads.

Around four in five residents feel that the infrastructure priorities listed above have high to very high importance. This links to data from the previous question that identified investing in infrastructure as one of the top three areas of importance for the next LTP.

Figure 9.3 Infrastructure priority areas under LTP





Section 10

APPENDIX ONE: DEMOGRAPHIC PROFILE



Figure 1-Place of residence

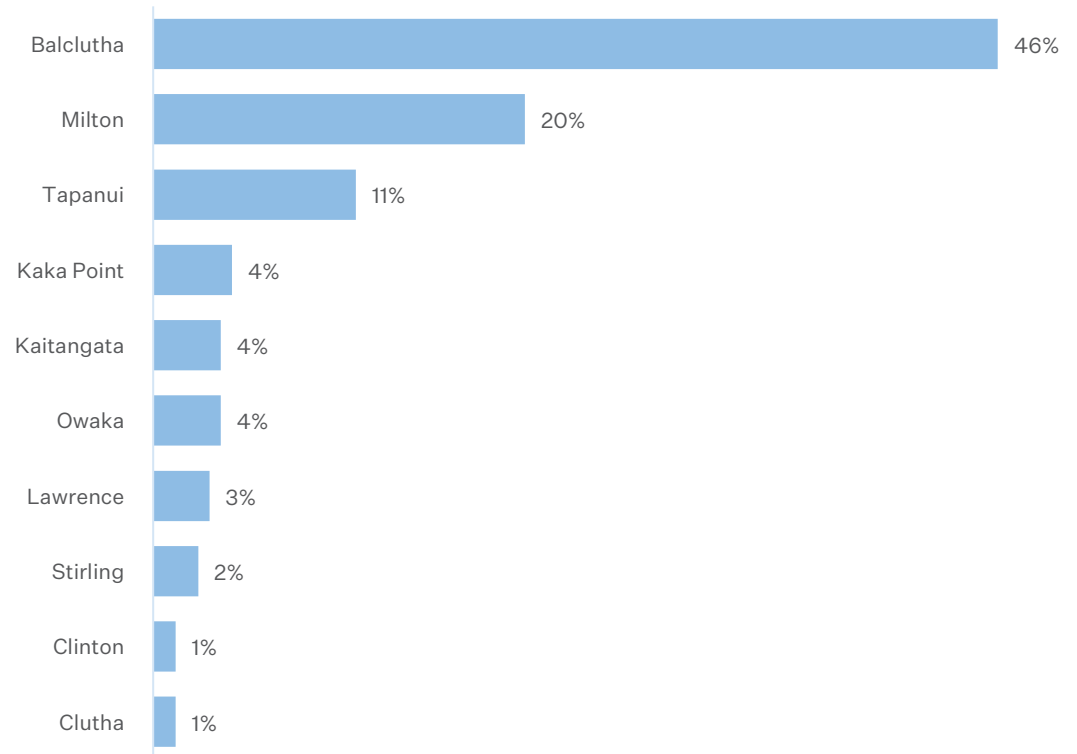


Figure 2-Rate payer status

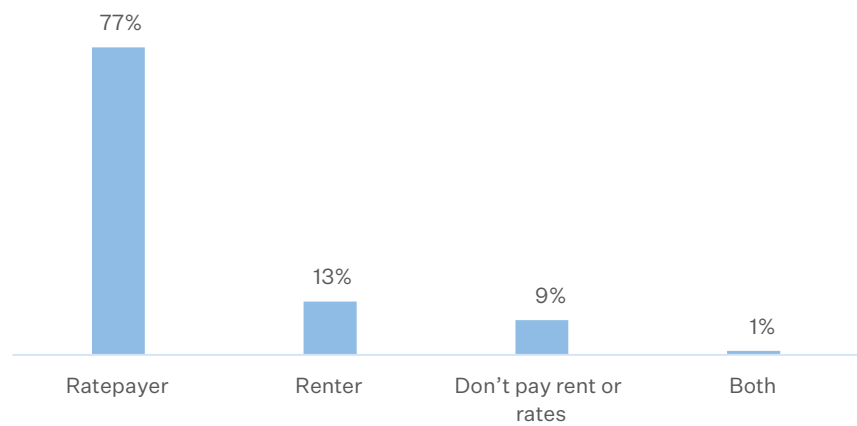




Figure 3-Ethnicity

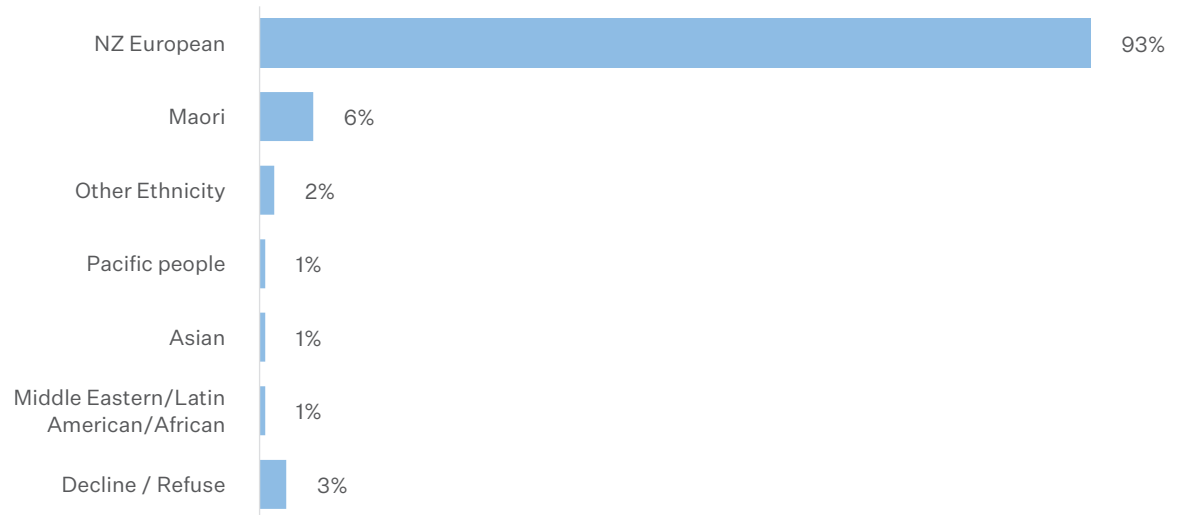
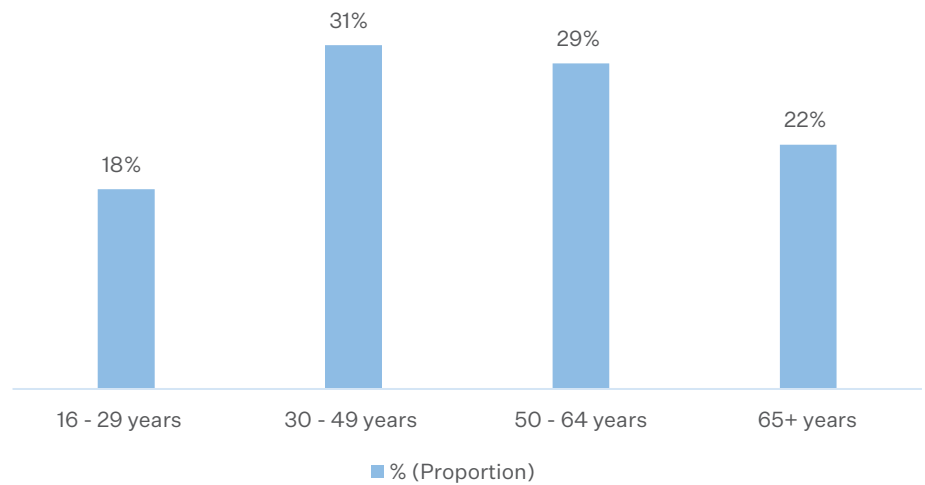


Figure 4-Age spread



**Table 1-Rural/urban split**

Gender	Responses	Frequency
Rural	139	46%
Town (Urban)	162	54%
Total	301	100%

Table 2-Gender split

Gender	Responses	Frequency
Male	145	48%
Female	156	52%
Total	301	100%



