



Stratford District Council 2022 Residents' Perception Survey



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STRATFORD
DISTRICT COUNCIL

Survey Report | June 2022



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Background, Objectives and Method

Background

Stratford District Council has an ongoing need to measure how satisfied residents are with the resources, services and facilities provided by Council, and to identify improvement opportunities that will be valued by the community.

Research Objectives

- To provide a robust measure of satisfaction with Stratford District Council's performance in relation to service delivery.
- To establish perceptions of various services, infrastructure and facilities provided by Council.
- To provide insights into how Council can best invest its resources to improve residents' satisfaction with its overall performance.
- To provide benchmarking of performance for Stratford District Council compared to other similar authorities.

Method

- A mixed method approach to data collection, consisting of a postal invitation to an online survey, along with a hard copy survey component was used. The invite was sent to a random selection of 3,000 residents aged 18 years or older across the Stratford district. Those who are 65 years and older were provided with an invite letter containing an embedded link to the online version of the survey and paper survey questionnaire. Residents younger than 65 years old were provided with a letter containing an embedded link to the online version of the survey without a paper questionnaire. Additional paper questionnaires were provided on demand. A follow up reminder postcard was sent to all non-respondents two weeks prior to the survey closure date.
- A total of 3,000 invitations were sent to the residents. 413 responses were collected between 19 April 2022 and 1 June 2022 with a response rate of 14% (usual response rate is between 10% and 15%).
- The questionnaire was designed in consultation with Stratford 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 knowledge of Council's activities.
- Post data collection, the sample has been weighted so it is exactly 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 +/- 4.72%.
- The margins of error associated with subgroups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with particularly small sample sizes should be read with caution.

Notes

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



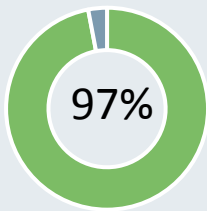
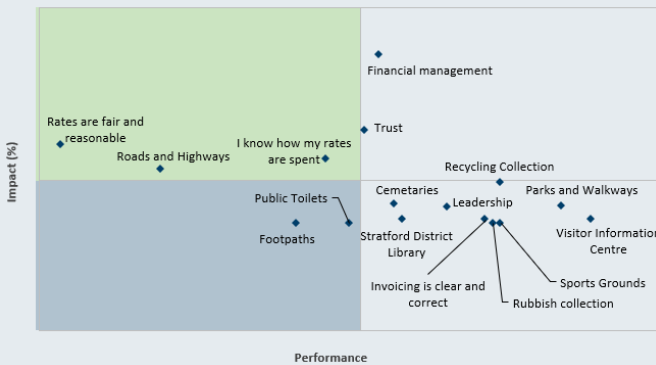
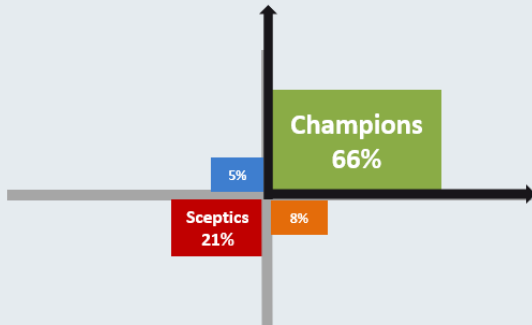
Executive summary



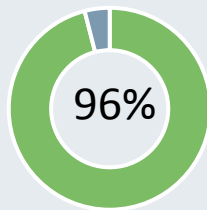
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KEYRESEARCH
Unlocking Business Knowledge

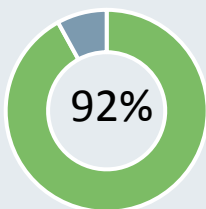
Key Findings



Level of service in the
Stratford Library



Satisfied the Visitor
Information Centre



Satisfied with parks and
walkways

Almost seven in ten respondents (69%) were satisfied overall with the council's performance with consistent scores across age, ethnicity, and location which shows a very balanced approach.

Looking at the reputation benchmark (+91) and reputation profile with 66% of 'Champions' show trust and support for Council. The reputation profile is very strong (over +100) for the older residents (65+) and residents who identify as Māori. Younger respondents (18-40) show the least support.

The key priorities for Council includes *Rates being fair and reasonable* and *knowing how my rates are spent*. Verbatim comments left by the respondents indicate that disagreement with how rates are spent, as well as not enough consultation where the public feel listened to are the main reasons for rating these two areas poorly. Focusing on these two metrics will help increase residents' overall perception the most.

Perception of services collected a lot of verbatim comments this year. The services span from poor performers (Roads and Highways) to some of the best scores we have seen (Parks and Walkways and the Visitor Centre). There are many comments about road maintenance both urban and rural, safety concerns surrounding roading, as well as the condition of footpaths. There is a lot of concern surrounding the vandalism of the Centennial toilets and mobility scooter access around town is another reoccurring theme.

The quality-of-life metrics reflect positively on the region with the majority of respondents agreeing that Stratford is an attractive (77%), safe (77%), and healthy (81%) place to live.

Overall measures (showing proportion of respondents scoring % 7-10)

		2022 (Satisfied % 7-10)
LIB3	Overall satisfied with the level of service at the Stratford District Library	97%
VIC3	Overall satisfied with the level of service at the Visitor Information Centre	96%
PW3	Overall satisfied with the District's parks and walkways	92%
CSERV4	Overall satisfied with the performance of Council staff in handling your request or enquiry	85%
RC4	Overall satisfied with the council's recycling collection service	84%
SP3	Overall satisfied with the District's sports grounds	83%
RC2	Overall satisfied with the council's rubbish collection service	83%
OV2	Overall wellbeing	81%
REP5	Overall reputation	77%
TSB3	Overall satisfied with the level of service at the TSB Pool Complex	77%
OV3_1	You're confident that the district is going in the right direction	71%
CEM2	Overall satisfied with the level of service provided in the District's cemeteries	70%
OV1	Overall satisfied with the Stratford District Council	69%
PT3	Overall satisfied with the District's public toilets	68%
RF2	Overall satisfied with the Stratford District Council footpaths	61%
VM3	Overall value for money	59%
RF1	Overall satisfied with the residential and rural roads in the Stratford District	39%

Overall measures (showing proportion of respondents scoring % 7-10)

		2022 (Satisfied % 7-10)
ES2_5	Service from council, made during Business hours service (from 8am until 4.30pm) - Food Control	100%
PT2_4	Percy Thomson Complex public toilets	96%
PT2_2	Centennial Restroom toilets	95%
CSERV3_1	Front desk staff were helpful and friendly	95%
PW2_5	Service provided in the District's parks and walkways - Adrian Street Reserve	93%
PW2_4	Service provided in the District's parks and walkways - Playgrounds in Victoria or King Edward Park	92%
GOV3	Interaction with you	91%
PW2_8	Service provided in the District's parks and walkways - Three Bridges Trail	91%
CSERV3_3	The information provided was accurate	91%
PW2_1	Service provided in the District's parks and walkways - Victoria Park	91%
CSERV3_2	Staff had good understanding of what you wanted	90%
PW2_3	Service provided in the District's parks and walkways - King Edward Park	90%
PW2_7	Service provided in the District's parks and walkways - Western Loop walkway	90%
PW2_9	Service provided in the District's parks and walkways - Carrington walkway	88%
PW2_6	Service provided in the District's parks and walkways - Eastern Loop walkway	87%
PT2_5	Kopuatama Cemetery public toilets	86%
PW2_2	Service provided in the District's parks and walkways - Windsor Park	86%
ES2_2	Service from council, made during Business hours service (from 8am until 4.30pm) - Land Information Memorandum (LIMS)	85%
SP2_3	Service provided in the District's sports grounds - Page Street	85%
SP2_1	Service provided in the District's sports grounds - Victoria Park	84%
SP2_2	Service provided in the District's sports grounds - Swansea Road	84%
VM2_2	Invoicing is clear and correct	82%
PT2_1	Town Centre toilets on Broadway	82%
SC1_3	Stratford offers a healthy lifestyle	81%
PT2_9	Stratford Bike Park toilets	77%

Overall measures (showing proportion of respondents scoring % 7-10)

		2022 (Satisfied % 7-10)
SC1_2	Stratford is a safe place to live	77%
SC1_1	Stratford is an attractive place to live	77%
REP4	Quality of the services and facilities	76%
CS1	Council's role in supporting community development in the Stratford District	74%
CS2	Council's ability to create a sense of community in the Stratford District	71%
REP1	Leadership	71%
ES2_3	Service from council, made during Business hours service (from 8am until 4.30pm) - District Planning and Resource Consents	70%
ES3_3	Service from council, made during After hours service (from 4.30pm until 8am) - Other request	69%
REP3	Financial management	68%
REP2	Trust	66%
GOV1	Decisions made by the council represent the best interests of the District	65%
ES2_1	Service from council, made during Business hours service (from 8am until 4.30pm) - Animal Control	63%
COM5	Satisfied with how council keeps you informed	63%
VM2_3	I know how my rates are spent	61%
PT2_3	Exeloo toilets in Victoria Park	61%
PT2_7	Whangamomona public toilets	55%
PT2_6	TET Stadium public toilets	54%
ES2_8	Service from council, made during Business hours service (from 8am until 4.30pm) - Other request	54%
ES2_6	Service from council, made during Business hours service (from 8am until 4.30pm) - Alcohol Licensing	52%
ES3_1	Service from council, made during After hours service (from 4.30pm until 8am) - Animal Control	50%
ES2_4	Service from council, made during Business hours service (from 8am until 4.30pm) - Building Consents	48%
VM2_1	Annual property rates are fair and reasonable	46%
ES3_2	Service from council, made during After hours service (from 4.30pm until 8am) - Noise	25%
ES2_7	Service from council, made during Business hours service (from 8am until 4.30pm) - Parking	19%
PT2_8	Morgan's Grave public toilets	14%



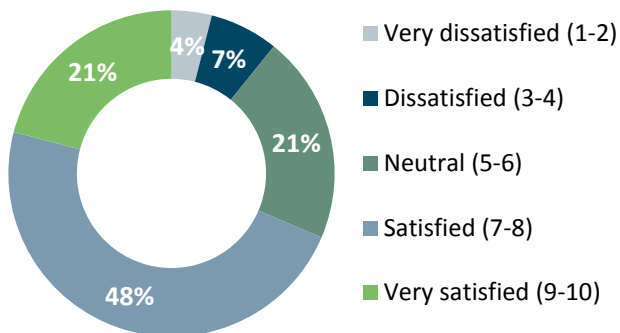
Overall Satisfaction with the Council



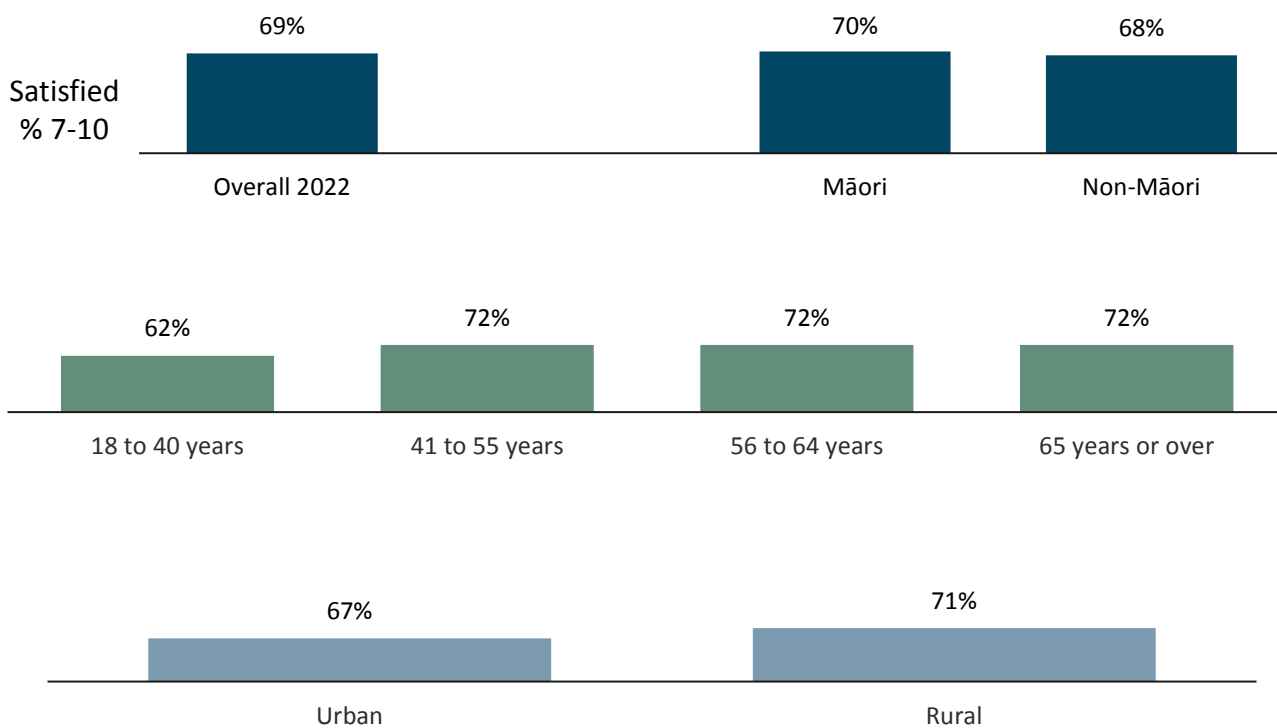
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Overall performance



- Over two in three residents (69%) are satisfied with Stratford District Council’s *Overall performance*.
- Satisfaction is relatively constant across all demographics.



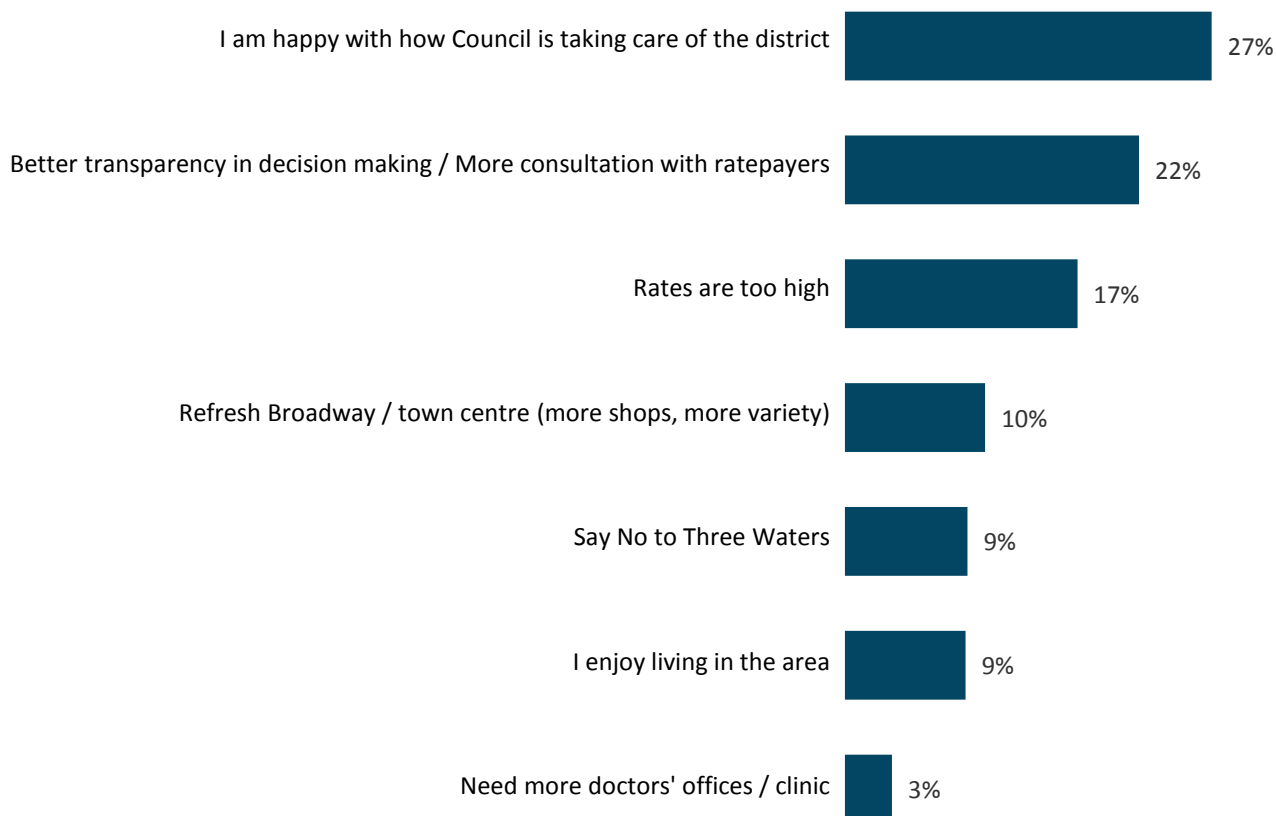
- Younger residents are slightly less likely to be satisfied overall than older members of the population.
- Rural residents are slightly more likely to be satisfied overall than urban residents.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. OV1. When you think about Council overall, their image and reputation, the services and facilities they provide and the rates and fees that you pay, overall, how satisfied are you with Stratford District Council? n=383

Year-on-year Between demographics
 ▲ Significantly higher ▲ Significantly higher
 ▼ Significantly lower ▼ Significantly lower

General comments



- As a ratepayer on a fixed income, I am finding it harder to cope with the rates increases every year. People should not be forced out of their homes for that reason.
- Council has deferred many core functions to contractors who clearly take the money and provide little service for it. Poor monitoring of lack of performance is clearly evident. Cost savings by outsourcing are false if you don't invest in holding the contractors to account.
- We have complained about the two dumped houses on Egmont Street in Midhirst. We complained that people have been hanging around and it is becoming a dumping ground for rubbish, up to this point our complaints have been ignored. Today we witnessed a body being removed from one of the houses by the Police, will the Council now take our complaints seriously?
- I am concerned about the Council's involvement with the A&P Showgrounds. This is not an appropriate venture for Council involvement.



- Compared to other Councils around Taranaki the Stratford Council does appear to have the best interest of the residents at heart. I believe there is a push to charge Water Rates coming which I completely disagree with. There is limited opportunity for work in Southern Taranaki so rates need to be kept to a minimum.
- I love Stratford and have lived here all my life. I don't intend leaving anytime soon. Thanks to the council for all that you do, I know you get a bit of stick at times.
- Good on you folk for your hard work, we appreciate it.
- I appreciate the hard work done on essential services like roading, parks, and other shared facilities.
- Do a good job overall with keeping rates down and yet spending our money wisely on making Stratford a good place to raise a family.
- I want to say how impressed I am with the new bike park and pump track. It is a wonderful asset that is getting great use.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. OV4. Are there any other comments you would like to make about Stratford District Council?? n=135



Reputation profile

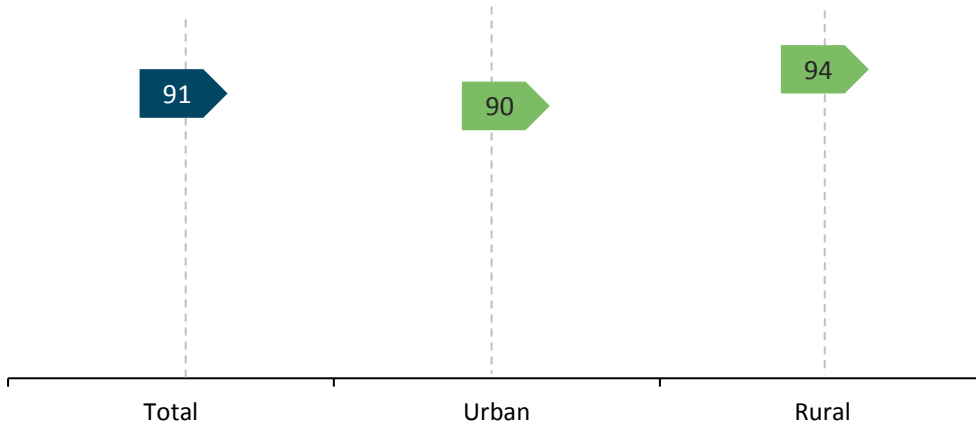


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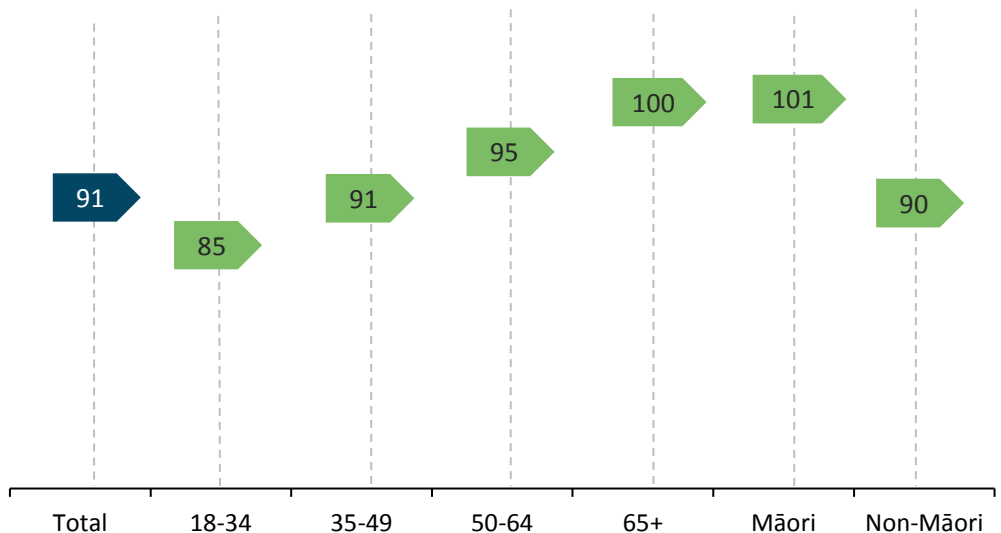
Reputation benchmark

- The reputation benchmark is calculated by rescaling the *Overall reputation* measure to a new scale between -50 and +150 to improve granularity of the results.
- The benchmarking is done among different demographic groups to identify the communities that are least/most supportive of the Council.



- The reputation profile has a score of 91 overall, which is considered 'Excellent' by a healthy margin.
- Urban's benchmark is just below the average at 90 while rural is 3 points higher at 94.

- Overall, groups that support Council the most include those residents aged over 65 years (100) and Māori residents (101).
- We can see a trend of an increasing reputation score with respondents as we move up the age brackets from the lowest overall score of 85 from 18-34 to 100 from 65+

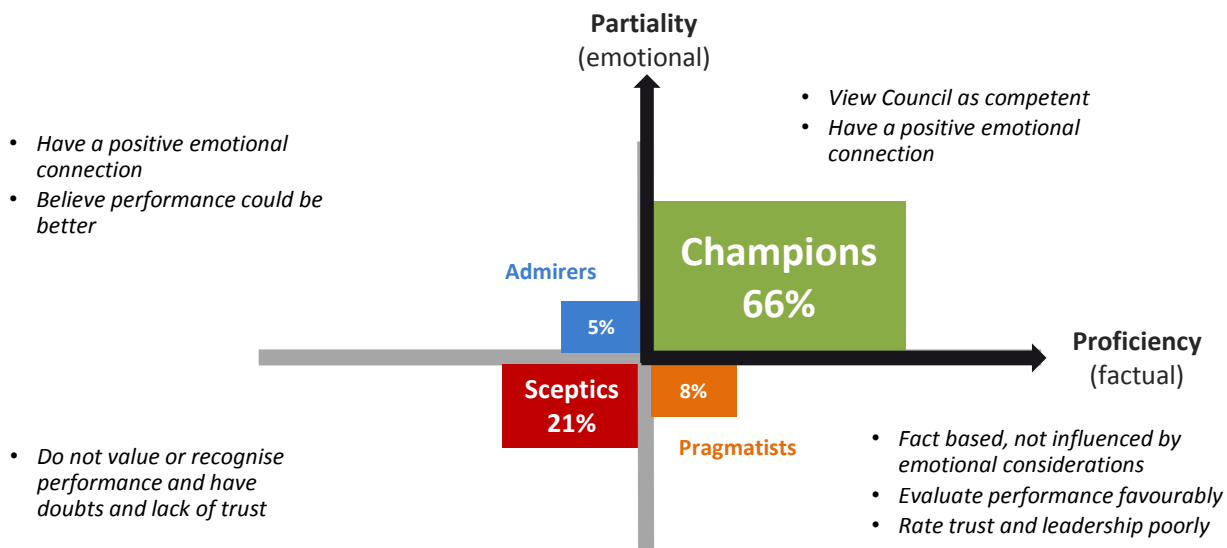


Key:
 >80 Excellent reputation
 60-79 Acceptable reputation
 <60 Poor reputation
 150 Maximum score

NOTES:

1. Sample: 2022 n=413; Excludes 'Don't know' responses
2. REP5. Everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Stratford District Council for its overall reputation? n=377

Reputation Profile



66% of the residents are 'Champions' of the District Council, while just over two in ten (21%) are 'Sceptics'. The reputation profile shows that there is a considerably higher proportion of residents who have trust in decision making and the leadership of the council than those who do not trust the council.

Across the rural/urban split there is very little variation in council support. Urban respondents have slightly more 'Sceptics' (22%, rural – 19%) however they also have a higher proportion of 'Champions' (69% rural – 62%).

Resident's who identify as Māori have one of the highest proportions of 'Admirers' (9%) and are just as likely to be 'Champions' as other ethnicities

Residents aged over 65 are the largest proportion of 'Champions' (78%) and the second smallest proportion of 'Sceptics' (18%). Those aged 41-55 show the least support for the Council relative to the other age brackets with 26% of 'Sceptics' and 63% of 'Champions' however 63% 'Champions' in the least supportive bracket is a positive result.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. REP1. When you think about Council's role in creating a great district, how it promotes economic development, being in touch with the community and setting clear direction, how would you rate the Council for its leadership? n=362
3. REP2. Thinking 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 faith and trust you have in them? n=364
4. 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? n=325
5. REP4. When you think about everything that Council does, how would you rate the Council for the quality of the services and facilities they provide the Stratford District? n=377



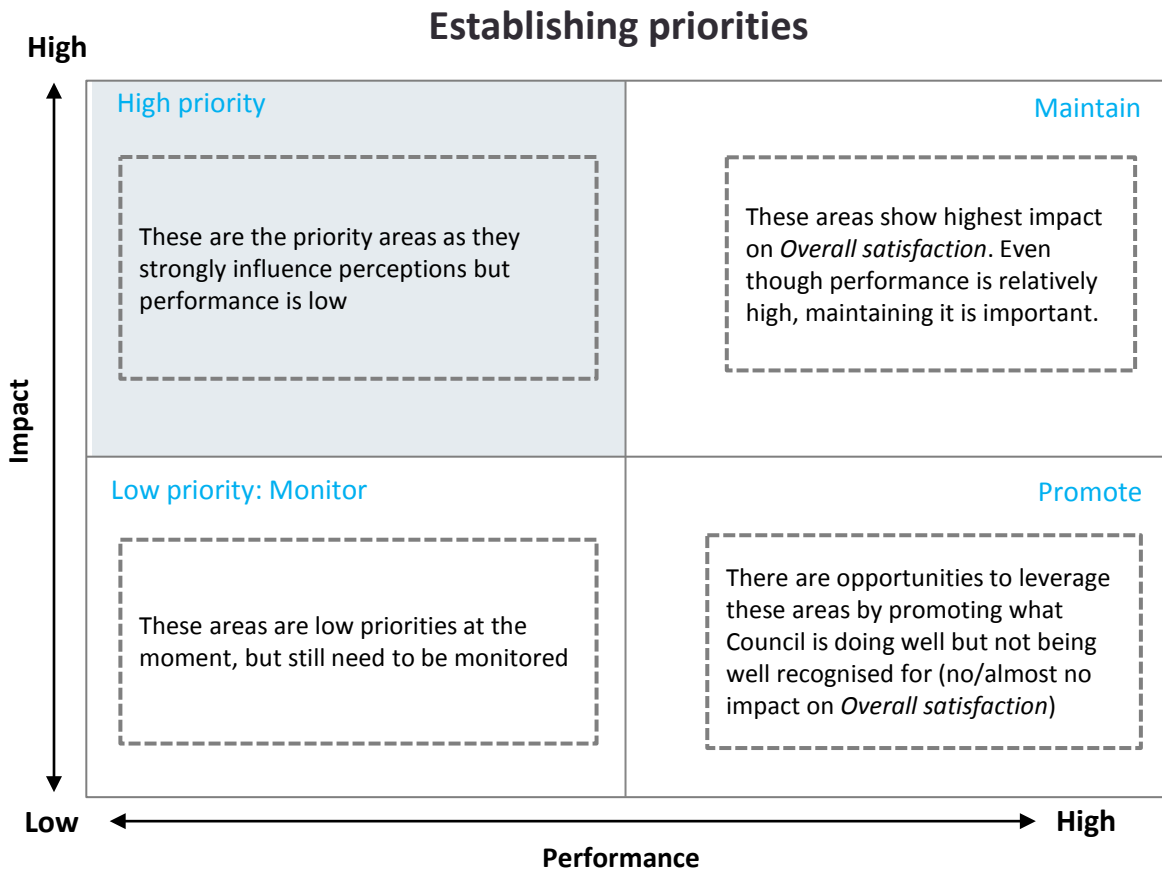
Drivers of satisfaction Priorities and opportunities



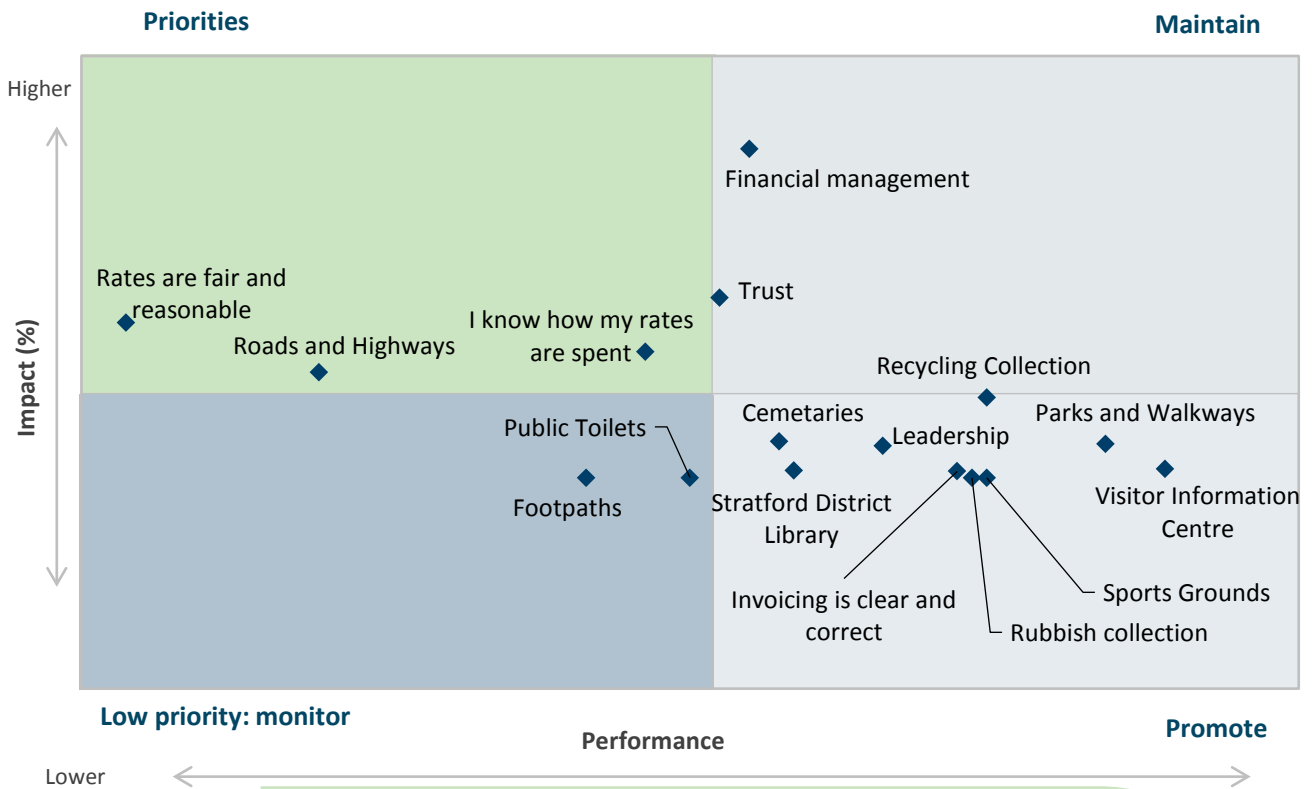
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Establishing priorities - Matrix



Opportunities and priorities. Overall measures



There are several priorities which have been identified as main areas to focus on over the next year in order to shift residents' overall perception of the Council:

- ✓ **Value for money.** *Rates are Fair and Reasonable*, and *I know how my rates are spent* are closely related and fall under our "Value for money" category. Rates are a divisive topic in the verbatim with many comments noting that Stratford has a small rate pool and many of their pain points (like roads and highways) are exceptionally expensive to fix. However, clearer communication with the community around how rates are being spent may alleviate some of the frustrations of those who rank these points low.
- ✓ **Roads and highways.** "*Potholes*" are mentioned by more than 10% of the entire sample (n=43). The plants/vegetation in the main street roundabouts is restricting visibility and is a safety concern for respondents. There are a few respondents recognizing the scope and cost that these repairs would take but overall, this is a major pain point for respondents.



The majority of services provided by Council fall into this category for Stratford. They are rated relatively high by the residents, but don't have as much impact, are usually underrated and worth promoting by the Council. *Parks and Walkways* were mentioned often as a point of pride for the residents and the *Visitor information centre* overall has glowing reviews.



Even though in the short-term, improvements in this area would not have a large influence over the overall perception of Council, this can change if the priorities for residents' shift. *Public toilets* and *Footpaths* fall into this category, both have noted improvements in the comments from the Centennial toilets and new concrete footpaths in town, but overall residents remain unhappy with the performance.



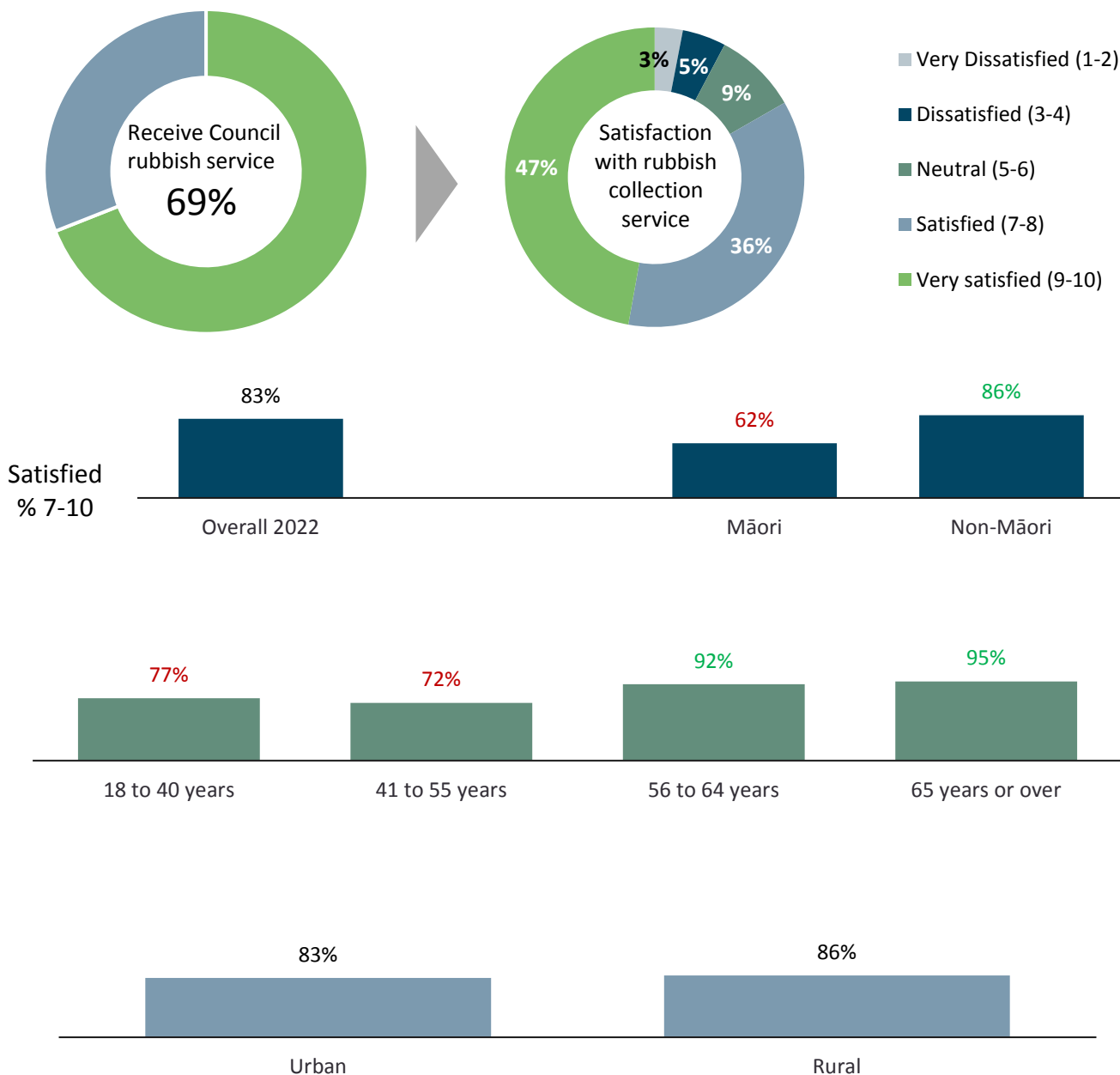
Waste management



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Services and Facilities; Rubbish service - Satisfaction



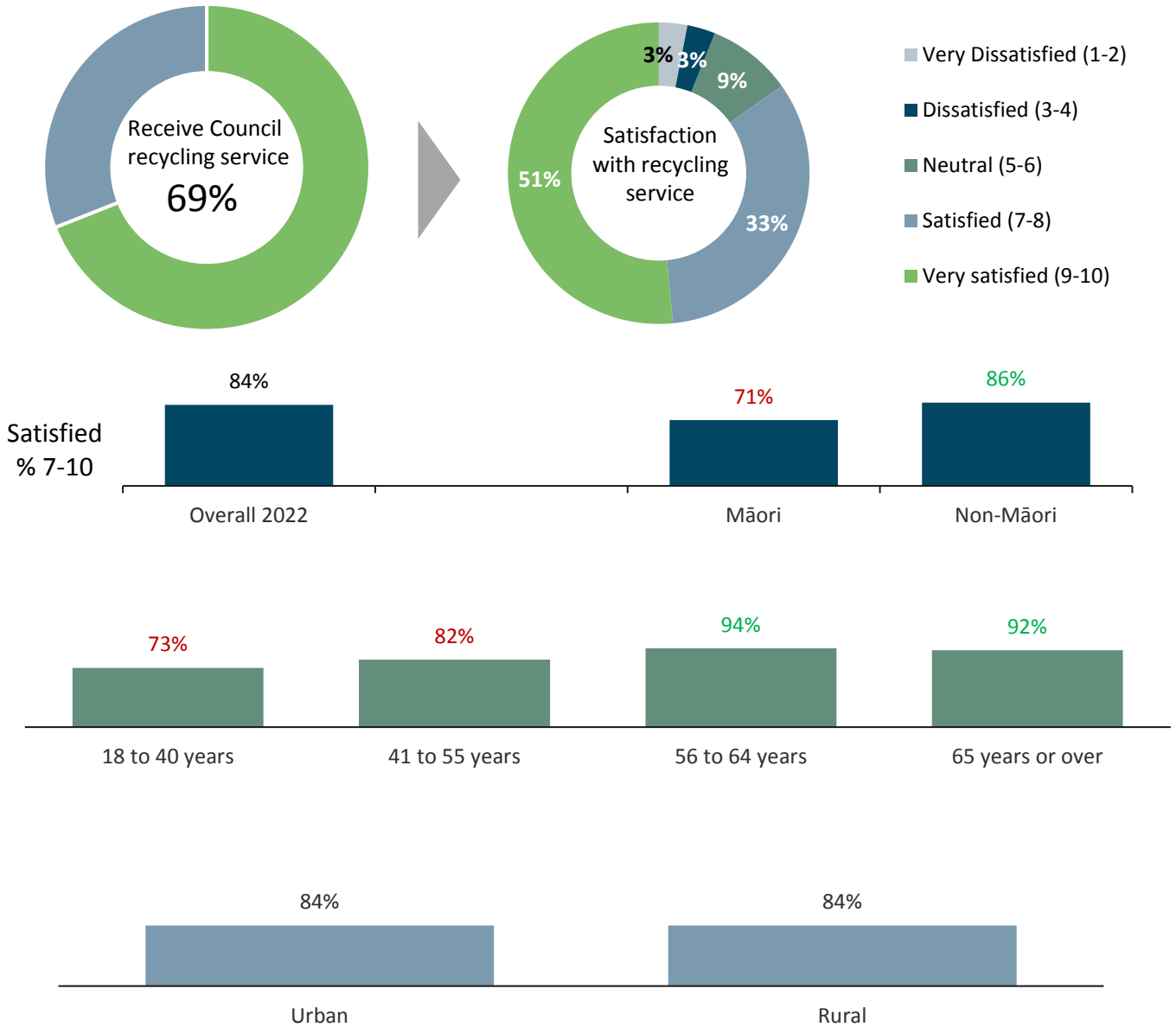
- More than four in five residents (83%) are satisfied with the council’s rubbish collection service in Stratford.
- Māori respondents were significantly less satisfied with the council’s rubbish service (62%) than other demographics (86%).
- Almost every respondent in the 65+ age bracket were satisfied with the council’s rubbish service (95%).

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. RC1. Is your property receiving the Council rubbish service? n=403
3. RC2. Overall, how satisfied are you with Council’s rubbish collection service? n=320

Between demographics
Significantly higher
Significantly lower

Services and Facilities; Recycling service - Satisfaction



- Another strong overall score (84%) respondents were slightly more satisfied with recycling (84%) than rubbish collection (83%).
- More than nine in ten respondents from both the 56 to 64-year age group (94%) and 65 years and older (92%) are satisfied with the service.
- There is no discrepancy between urban and rural respondents' satisfaction (84%) .

NOTES:

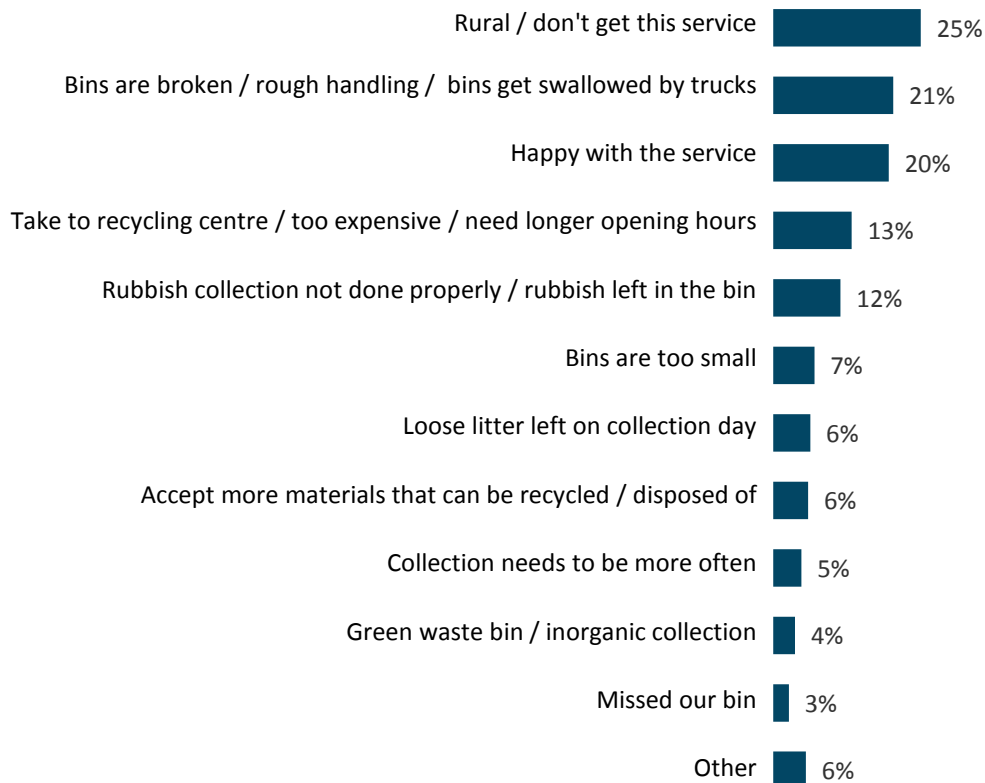
1. Sample: 2022 n=413; Excludes don't know responses.
2. RC3. Is your property receiving the Council recycling service? n=401
3. RC4. Overall, how satisfied are you with Council's recycling collection service? n=313

Between demographics

Significantly higher

Significantly lower

Services and Facilities; Rubbish and Recycling service - Comments



- Broken glass on the side of roads after the glass recycling collection has been is hazardous to children and cyclists particularly.
- Drivers need to stop when they are picking up the bins. Rubbish is being left on the side on the roads.
- I am annoyed we are not on the rubbish collection route. Most councils are far better like Nelson City Council which collects 30kms from the central business district.
- I am ashamed that we send rubbish to Marton.
- I have a lot of trouble with the rubbish bin. Sometimes only half is emptied and there is rubbish on the lawn and roadside.
- I have noticed that one of the employer's drivers of rubbish and recycling drop the bins roughly and bins are getting broken. There are occasions when bins are lying down or placed on the road for the full length of the street.



- As a rural resident we do not receive a rubbish or recycling collection. We collect our recycling and take it to the Stratford rubbish dump. The lady who runs the dump does such a great job. She is always super helpful and friendly. She also adheres to strict health and safety procedures as I wasn't allowed in once as I had jandals on. Didn't make that same mistake twice!
- Great service especially as it continues on all statutory holidays.
- I am very impressed with Council's staff. They immediately fixed the lid on my bin after a phone call.
- I regularly use the recycling centre - it is an essential well-run service.
- Rubbish is collected regularly, and I have no complaints.
- The lady at the transfer station deserves a pay rise. She keeps that place running smoothly and encourages us to go back.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. RC5. Are there comments you would like to make about the Council's rubbish and recycling collection service? n=125



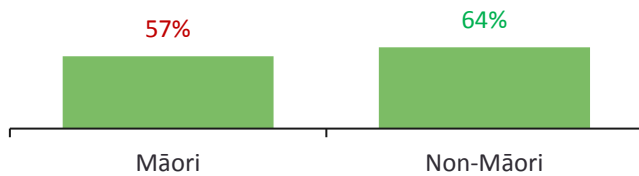
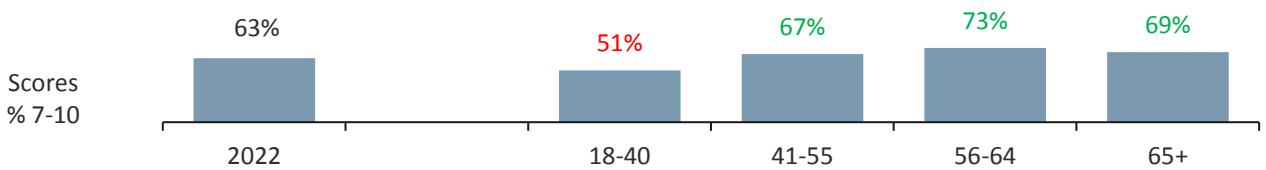
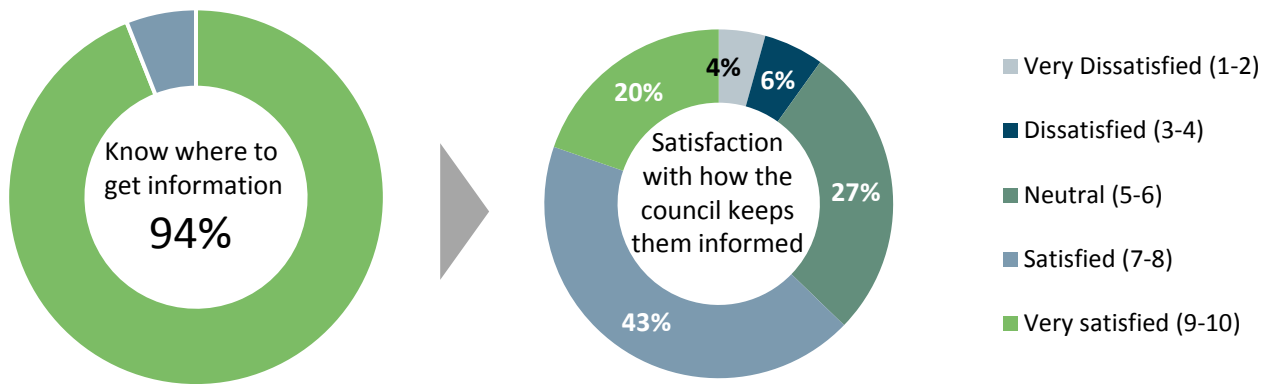
Communication and engagement



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Public information



- Almost every respondent (94%) knows where to get Stratford District Council information.
- More than 3 in 5 respondents (63%) are satisfied with how the council keeps them informed.



- The 18–40-year age bracket were significantly less satisfied (51%) than all other age brackets.
- Residents that identify as Māori were significantly less satisfied with how the council keeps them informed than other ethnicities.
- Results were similar across the rural and urban split.

NOTES:

1. Sample: 2022 n=413 excludes 'Don't know' responses.
2. COM1. Do you know where to get Stratford District Council information if you want it? n=392
3. COM5. Using a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with how Council keeps you informed? n=381

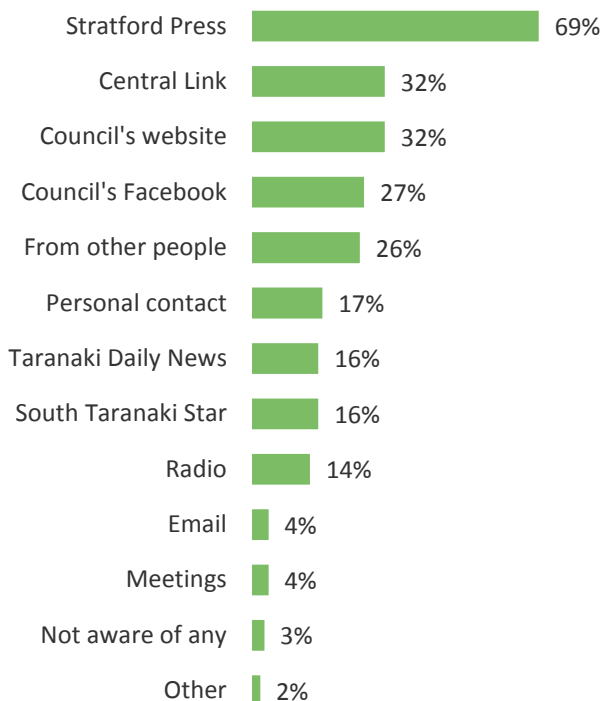
Between demographics

Significantly higher

Significantly lower

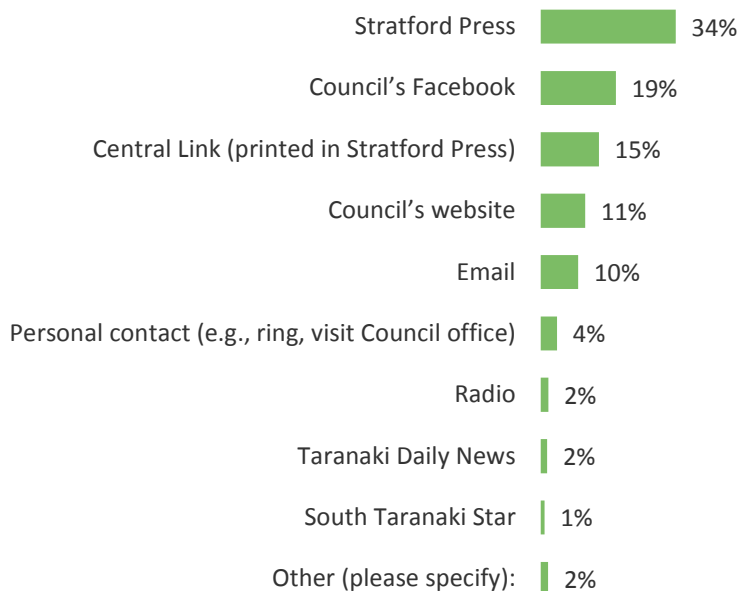
Public information continued

Main way of staying informed



- Almost seven in ten respondents (69%) are currently keeping informed on council information through the Stratford Press.
- The Council's website appears to be a useful source of information with almost a third (32%) of respondents using it to stay informed about the council.

Preferred way to keep up to date



- Over half of respondents (52%) would prefer to be kept up to date through printed press, primarily via the Stratford Press (34%) and Central Link (15%).
- Two in five respondents (40%) would prefer to be kept up to date digitally primarily through the Council's Facebook (19%), the Council's website (11%), or by Email (10%)

NOTES:

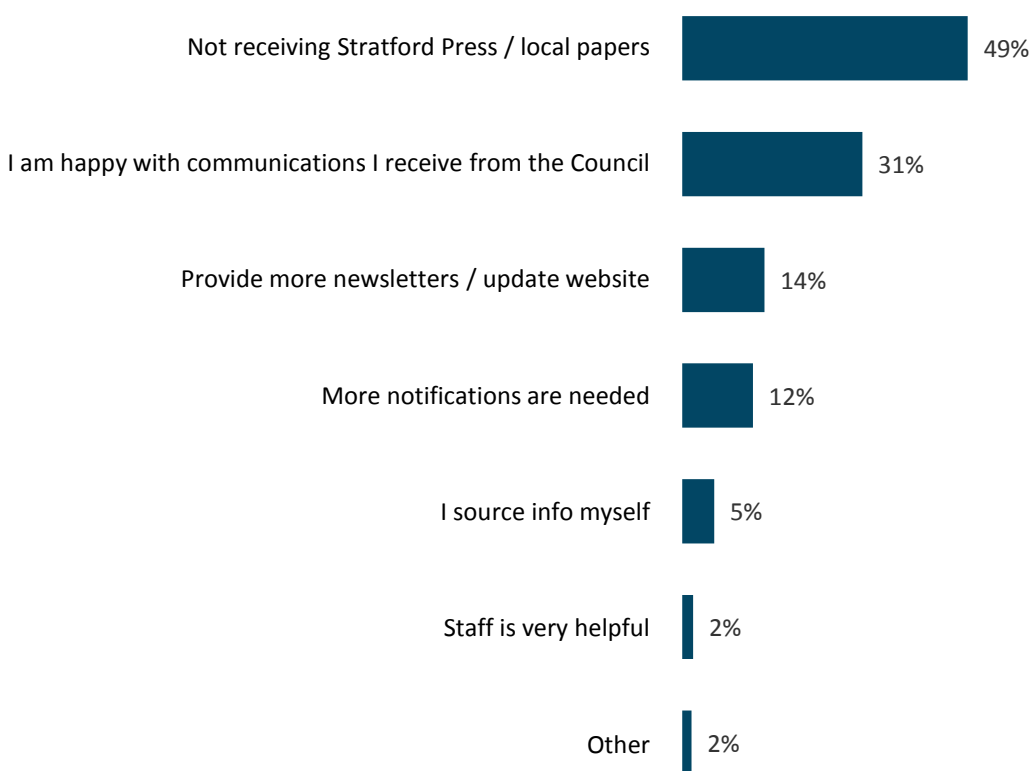
1. Sample: 2022 n=413 excludes 'Don't know' responses.
2. COM2. Where do you mainly see, read, or hear information about the Council? Please select all that apply. n=413
3. COM3. What would be your preferred way to keep up to date with what Stratford District Council is doing? (Please select one.) n=399

Between demographics

Significantly higher

Significantly lower

Comments on information



- *The Council website is not easy to navigate. There needs to be some input from normal users rather than people who are familiar with it.*
- *Due to a lack of delivery persons, the Stratford Press has not been delivered to much of Pembroke Road for the last six months.*
- *Fix the electronic noticeboard at the northern end of Broadway. It has been out for several months.*
- *I don't read the Stratford Press - it does not address issues in a true objectionable manner.*
- *I have not had the Stratford Press or South Taranaki Star delivered since January.*
- *In spite of an upgrade, the website remains difficult to use/navigate (particularly to locate relevant information).*



- *I enjoy reading the Mayor's columns. He communicates well.*
- *Facebook is handy for urgent notifications such as water leaks. Everybody receives The Stratford Press, so good for information about future happenings.*
- *It's great to see the recycling information has been updated and is now clear and precise.*
- *The staff are helpful in person and on the phone.*
- *They have always been available when needed.*
- *I think they are doing well. I also like the short news in with my rates notice.*
- *We receive more information in Stratford in the Hawera Star. The Stratford Press needs to be more proactive.*

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. COM4. Are there comments you would like to make about the communications provided by Stratford District Council? n=58



Regulatory Services



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Contact with the council

Reason for contact	2022
Animal control	7%
Land Information Memorandum (LIMS)	2%
District planning and Resource Consents	4%
Building Consents	7%
Food control	-
Alcohol licensing	3%
Parking	2%
Noise	3%
Other	6%
None of these	75%

- **Animal control** was contacted by 25 respondents during business hours and 16 after hours. During business hours 16 (64%) of the respondents who contacted the council scored the service between *Good* and *Excellent* (7-10) while 6 who contacted after hours scored the service of the council between *Good* and *Excellent* (7-10).
- **Land Information Memorandum (LIMS)** was a reason for contact for 8 respondents. 6 of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **District Planning and Resource Consent** was a reason for contact for 19 respondents, 11 (70%) of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **Building Consent** was a reason for contact for 23 respondents. 10 (48%) of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **Food control** was the reason for contact for 1 respondent they scored the service of the council *Excellent* (9-10).
- **Alcohol Licensing** was a reason for contact for 7 respondents. 3 of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **Parking** was a reason for contact for 10 respondents. 4 of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **Noise** was a reason for after-hours contact for 10 respondents. 3 of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **Other requests** were the reason for contact for 30 respondents 23 during business hours and 7 after hours. During business hours 11 (54%) of the respondents who contacted during business hours scored the service of the council between *Good* and *Excellent* (7-10) while 3 who contacted after hours scored the service of the council between *Good* and *Excellent* (7-10).

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. ES1. In the last twelve months, have you had any direct involvement or contact with Council in relation to any of the following? Please select all that apply. n=413
3. ES2. Using a scale of 1 to 10 where 1 is 'poor' and 10 is 'excellent', please rate the service from Council, in the following areas, made during Business hours service (from 8am until 4.30pm) in the last twelve months.
4. Animal control n=25; LIMS n=8; District planning / resource consents n=19; Building consents n=23, Food control n=1, Alcohol licensing n=7, Parking n=10, Noise n=23.

Between demographics

Significantly higher

Significantly lower

Comments on improvements of waste management



- *Barking dogs are a major problem. Owners need contacting to control their dogs or get fined.*
- *Council's good dog owner rebate is pretty restrictive. We shifted between the close-off time for the rebate and the new licensing but were not provided with any leniency on the rebate! Poor deal.*
- *I am extremely opposed to industrial noise in an urban area. This compounds on everyday life. I cannot enjoy the outside environment with grinders, hammering, compressors and stock cars revving persistently on the boundaries.*
- *More active noise control needed regarding the speedway. Parking at events on Flint Road needs controlling.*
- *Please could the hedging on the roundabouts be removed. It is very hard to see what direction the traffic is going.*
- *I contacted the Council about the appalling state our road was left in after it had been graded. Never heard back, and nothing was done.*
- *Their Animal Control is not doing their job as I have caught five opossum in Midhirst in the last 3 months.*
- *I hope they are watching all these subdivisions happening out in the country, and perhaps limit how many sections can be on a right of way, 6 sections /houses really makes it a road, with a huge increase in traffic being noted and in some cases two tiny homes added onto an existing small section, it just doesn't seem right.*
- *There were hidden costs during the process that came as a surprise at the end (e.g. fees to move inspection dates and CCC technical processing fees). These needs to be made visible upfront.*
- *I received a complaint because I used a product which was purchased from town to try and keep the neighbours six cats out of my vegetable garden. I got the reprimand, not her cats.*



- *Excellent information from the building section.*
- *We have worked with the council recently for our business, with trade waste regulations and new liquor licensing and resource consent and found the council to be very helpful on these issues.*
- *We met with our roading Councillor over our flooding issues in Toko Road.*
- *I have a good rapport with the Community Development Manager, Chade Julie.*
- *Awesome team.*

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. ES4. Are there comments you would like to make about Council's environmental services? n=42



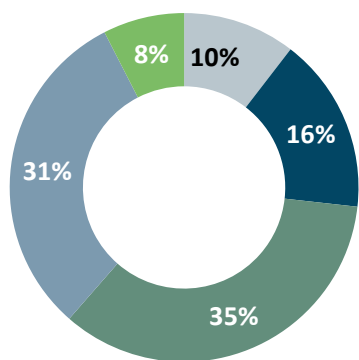
Roads and footpaths



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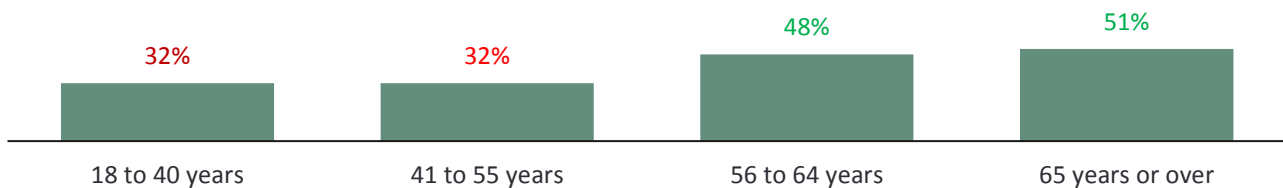


Satisfaction with the residential and rural roads



- Very Dissatisfied (1-2)
- Dissatisfied (3-4)
- Neutral (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

• 39% of residents are satisfied with the Residential and rural roads in the Stratford District.



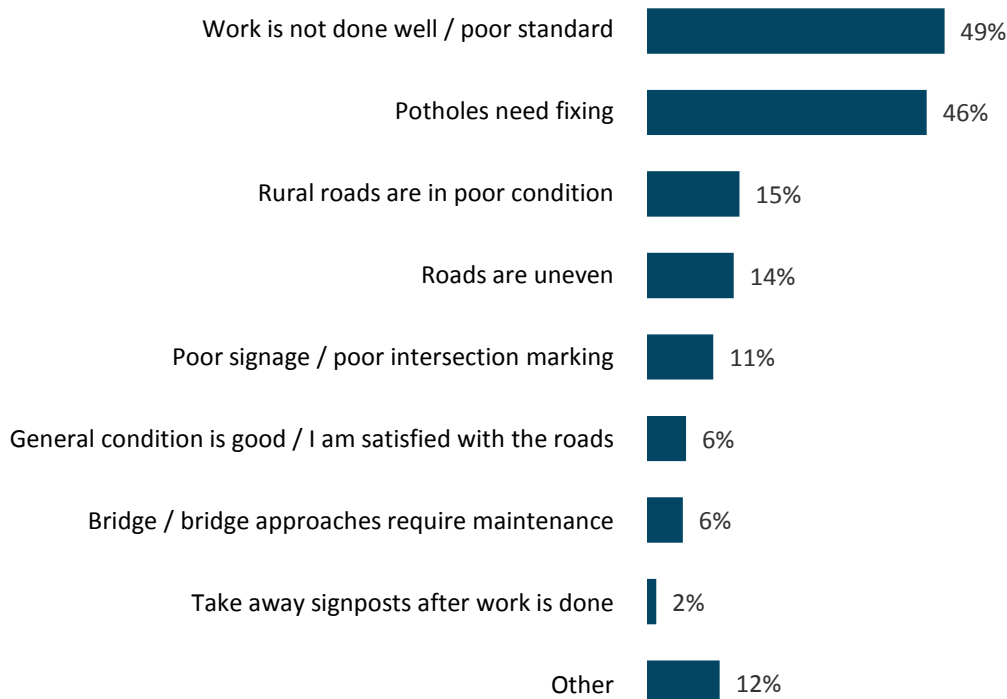
- There is no variance in satisfaction between residents who identify as Māori and other ethnicities (both 39%).
- The 56 to 64 and 65+ age brackets (48% and 51% respectively) are significantly more satisfied than both the 18 to 40 (32%) and 41- to 55-year-old (32%) age brackets.
- There is a significant decrease in satisfaction between Urban (45%) and Rural (39%) respondents.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. RF1. Using a scale of 1-10 where 1 is very dissatisfied and 10 is very satisfied, overall, how satisfied are you with the residential and rural roads in the Stratford District (NOT including the state highways)? n=391

Between demographics
Significantly higher
Significantly lower

Residential and Rural roads - Comments



- A lot of roads are sorely in need of maintenance.
- A pedestrian crossing is needed to cross Broadway North, for example by Broadway and Pembroke Road.
- After so much work has been done on main road why are we still finding potholes in the road? Surely these should have been addressed by now? It looks like it will need redoing in the very near future. Lets get it right then.
- Broadway in town needs repairs and there needs to be some strong pressure on Waka Kotahi to fix this.
- I would score zero if I could, as they are about as bad as they can be.
- Logging trucks are making a mess on our back country roads.
- Many of the bridge approaches particularly on Opunake Road (HMPV Route!) are very severe (sudden vertical change in grade) for heavy vehicles. A number of maintenance projects have not been resurfaced for months, some up to a year. (Flint Road W) are poorly delineated with TMP's (many are non-existent).

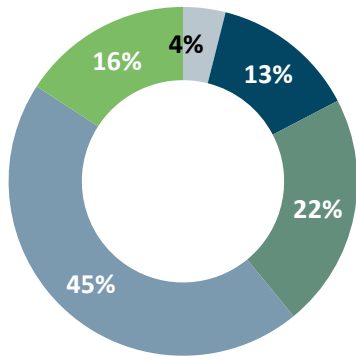


- For a small town, I think they are good.
- I realise there are a lot of roads in Stratford district to be maintained with only a small amount of ratepayers, so not a bad job overall.
- Roading is always an issue. We have a lot of roads, very variable weather and lots of trucking. Pleased that the gorge road is being done.
- The roads maintained by SDC are in far better condition than those maintained by NZTA.
- Very good in general. I can't think of a stretch of road (that's not a highway) that has been plagued with potholes. The road works up Pembroke Rd seems to be dragging on. To be fair I don't know the work scope but looks complicated and time consuming. The State Highways are a concern, but I know this is not within the council jurisdiction/control.

NOTES:

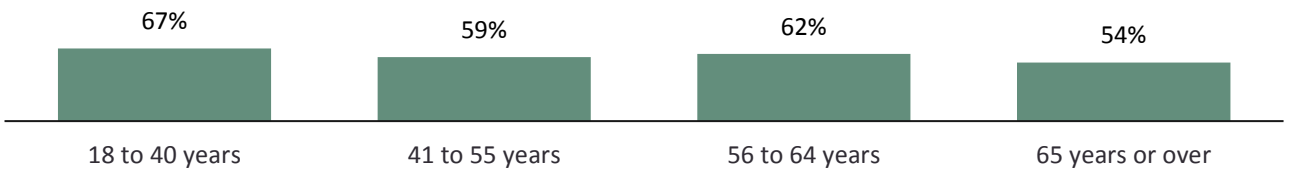
1. Sample: 2022 n=413; Excludes don't know responses.
2. RF1a. Are there comments you would like to make about the roading network in the District? n=127

Stratford District Council footpaths - Satisfaction



- Very Dissatisfied (1-2)
- Dissatisfied (3-4)
- Neutral (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

• 61% of respondents are satisfied with the Stratford District Council's footpaths.



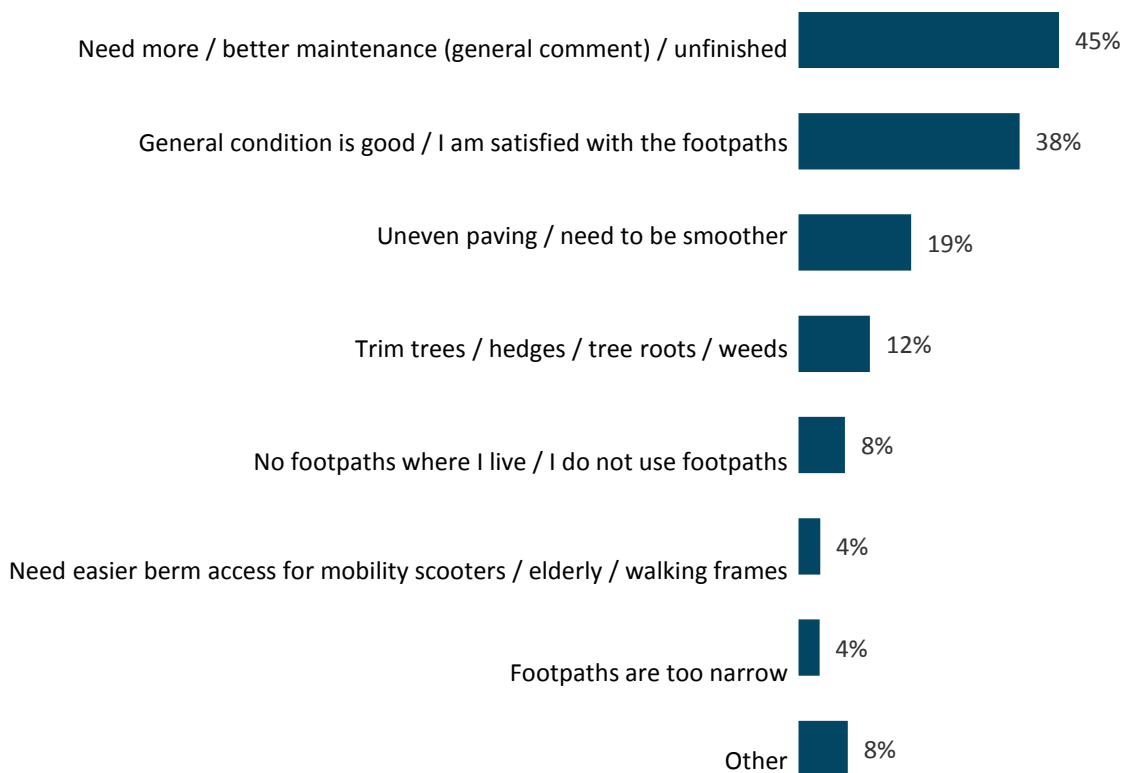
- Residents who identify as Māori are significantly more satisfied with the footpaths (79%) than other ethnicities.
- Satisfaction remains relatively constant across age brackets.
- Both urban and rural respondents are equally satisfied (61%) with the footpaths in the Stratford District.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. RF2. Using the same 1-10 scale, overall, how satisfied are you with the Stratford District Council footpaths? n=383

Between demographics
Significantly higher
Significantly lower

Stratford District Council footpaths - Comments



- All footpaths need attention not just the main streets e.g. Regan Street. We spend most of our free time when we do not work, cleaning the footpath in front of our house (for example) due to weeds growing everywhere and to make sure foot traffic (which is a lot) do not fall over, this should not be our job when we pay so much rates already.
- I have been waiting for quite a few years now for footpaths to be installed at the end of town that has a Daycare Centre situated on it. It is disgraceful that Council will happily issue consents for the installation of a Daycare Centre but does nothing to ensure the roading and footpath infrastructure adequately caters to it.
- I would like to see footpaths built along Orlando Street where there are currently none, and also along Cordelia Street at the Warwick Road end. This would make it safer for the pedestrians who use these roads.



- A lot of improvements have been made recently.
- All the repairs and new concrete are making the pathways great to walk on and nice to look at.
- Getting a lot better with the new ones being done, hope this continues throughout the rest of town.
- Good to see the upgrades happening, like the wider footpaths.
- I see a lot of new concrete paths going in or being upgraded. It certainly beautifies the streets and also makes them safer for the elderly who walk them. The new footpath around the south end of Margret Street is the standard to which all footpaths should be upgraded to.
- I'm very happy with the new footpaths.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. RF2a. Are there comments you would like to make about the District's footpaths? n=155



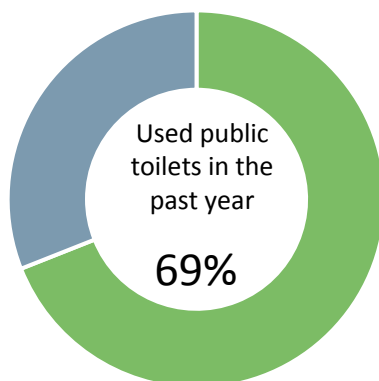
Public facilities and services



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Public toilets – Overall satisfaction, visitation and comments



- Usage of public toilets are high with 69% of respondents using at least one within the last 12 months .

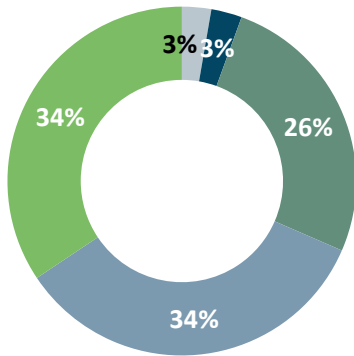
'Users' In last 12 months	2022
Town Centre toilets on Broadway (behind the glockenspiel)	42%
Centennial Restroom toilets	28%
TET Stadium public toilets	23%
Exeloo toilets in Victoria Park	17%
Percy Thomson Complex public toilets	16%
Stratford Bike Park toilets	15%
Whangamomona public toilets	7%
Kopuatama Cemetery public toilets	6%
Morgan's Grave public toilets	3%
None of these	31%

- Usage is especially high for the toilet on Broadway (42%) followed by *Centennial Restroom* (28%) and *Tet Stadium public toilets* (23%)
- Usage of the *Whangamomona public toilets* (7%) *Kopuatama Cemetery public toilets* (6%) and *Morgan's Grave public toilets* (3%) are especially low, only 11 individual respondents reported to have used *Morgan's Grave public toilet* in the last year.

NOTES:

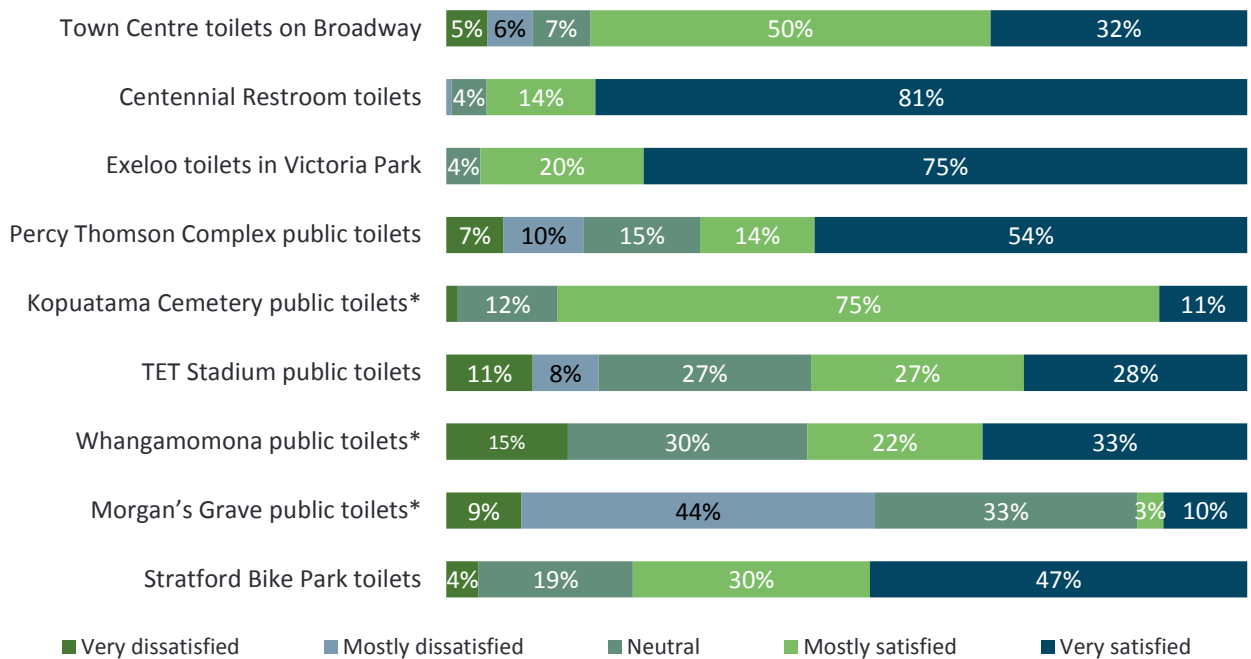
- Sample: 2022 n=413; Excludes don't know responses.
- PT1. Which of the following public toilets have you used in the past year? Please select all that apply.
n=413
- PT3. Overall, how satisfied are you with the District's public toilets? n=241

Public Toilets - Satisfaction



- Very Dissatisfied (1-2)
- Dissatisfied (3-4)
- Neutral (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

• Overall, almost 7 in 10 users (68%) were either satisfied (34%) or very satisfied (34%) with the public toilets in Stratford District.



- Centennial Restroom toilets have the highest proportion of respondents reporting to be highly satisfied (81%).
- Kopuatama Cemetery, Exeloo toilets in Victoria Park, and Centennial Restroom toilets all have very high combinations of Satisfied and Very Satisfied results (86%, 95%, and 95% respectively).
- Morgan's Grave toilet has a significantly higher proportion of respondents reporting to be mostly dissatisfied (44%) which may explain the previous slides poor usage.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. PT2. Using the same 1-10 rating scale, how satisfied are you with the overall level of service provided in the District's public toilets? (Please rate your satisfaction for every public toilet you have used in the past year.)
3. * Caution: Small sample size (n<30). Results are indicative only.

Between demographics
Significantly higher
Significantly lower

Public Toilets - Comments

- 31% of respondents were happy with the public toilets.
- Other major areas of concerns were Maintenance (58%) and Vandalism (13%).



- *A mirror would be a good addition. The Centennial Restrooms have been renovated and it is shameful to think vandalism has occurred there.*
- *Bike park toilets were closed one weekend with no sign out. Hard when you have young children needing to go to the toilet and they are closed.*
- *Centennial Restroom toilets are great when open and not vandalised. There needs to be clearer signage when the restrooms are open and visible from the road.*
- *I honestly don't use any toilets aside from the Centennial ones now that they've been redone and the Percy Thompson ones because the rest of them are too gross 99% of the time. The Victoria Park and TET toilets are always filthy due to high use. I will hold on until I can go elsewhere. As for the Forgotten World Highway toilets I would rather stop to go on the side of the road when there is less traffic. I haven't used the clocktower ones in a very long time as I often feel unsafe.*

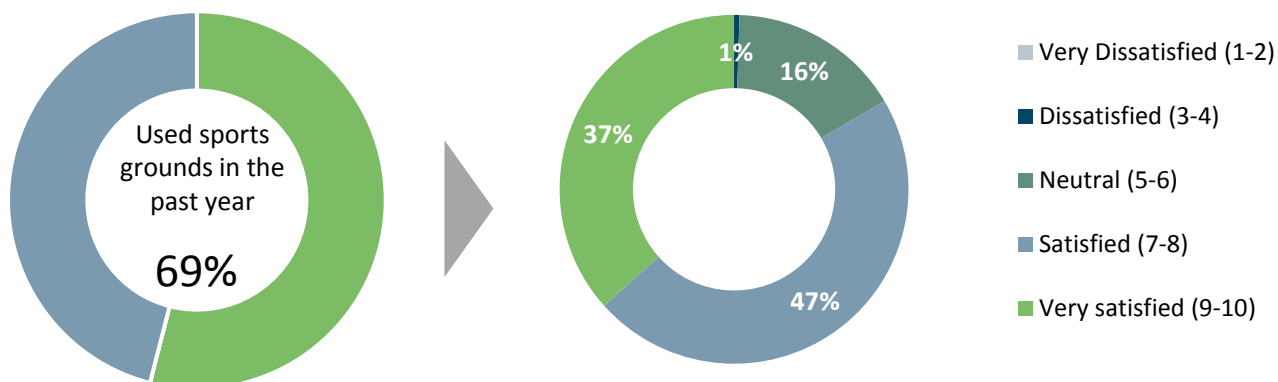


- *I only use the Percy Thomson and Centennial Restroom toilets as I can guarantee they will be clean and nothing will be broken.*
- *Good to see the renovations for the Centennial restrooms. My grandchildren use these grounds and are very satisfied.*
- *Percy Thompson toilets are always clean and are fantastic. The Victoria Park toilets are just okay. I'm not a fan of the Exeloo type toilets.*
- *The Centennial Restrooms are excellent.*
- *The Council has done a very good job at restoring the Centennial Restrooms. I was sad to see that it was vandalized.*
- *The public toilets I used were nice and spacey with room enough for me to bring my pram inside, which was great!*
- *They are clean and tidy. The upgrade of the Centennial Restrooms is very good.*

NOTES:

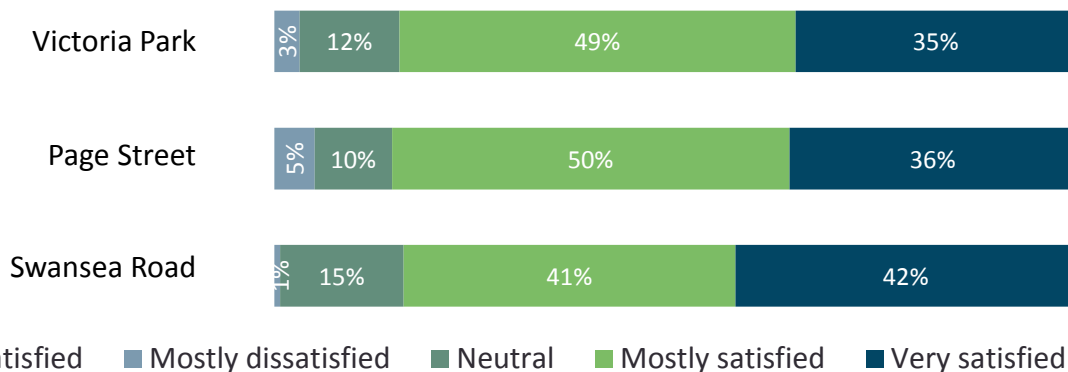
1. Sample: 2022 n=413; Excludes don't know responses.
2. PT4. Are there comments you would like to make about the District's public toilets? n=73

Sports grounds – Visitation and Satisfaction



'Users' In last 12 months	2022
Victoria Park	47%
Page Street	28%
Swansea Road	13%
None of these	46%

- Just over half of respondents (54%) have reported to have visited a sports ground in Stratford District over the last year.
- Victoria Park* has had significantly more use or visitors in the last 12 months (47% of respondents) than either *Page Street* (28%) or *Swansea Road* (13%).



- Overall satisfaction with sports grounds in Stratford are high (84%) with almost half (47%) of respondents being *Satisfied* and almost two in five (37%) *Very Satisfied*.
- Satisfaction levels are high across all sports grounds.

NOTES:

- Sample: 2022 n=000; Excludes don't know responses.
- SP1. Which of the following sports grounds have you used or visited in the past year? Please select all that apply. n=413
- SP3. Overall, how satisfied are you with the District's sports grounds? n=157

Between demographics
Significantly higher
Significantly lower

Sports grounds - Comments

- Just over half of respondents (54%) have reported to have visited a sports ground in Stratford District over the last year.
- *Victoria Park* has had significantly more use or visitors in the last 12 months (47% of respondents) than either *Page Street* (28%) or *Swansea Road* (13%).



- *Field number one at Victoria Park needs adequate drainage.*
- *Frustrating to see a few dog owners not picking up after their dogs in these areas.*
- *The grass is not mowed often enough. When it is, there are big clumps of grass left behind and it looks terrible.*
- *Victoria Park needs fixing. The footpaths by the swings are a tripping hazard as my wife tripped over a bump in the path.*
- *Victoria Park needs to be policed more in the early evening as groups of young people are getting into mischief.*
- *We haven't got many and the drainage on number 1 and two fields at Victoria is very poor especially during the winter months.*
- *Yes, please leave one of the new toilets at Page Street grounds open so people walking in the park can access it if need be.*



- *A good effort by contractors in maintaining the sports grounds.*
- *Could have more rubbish bins otherwise good!*
- *My grandchildren use these grounds and are very satisfied.*
- *Overall, pretty good, the bike park is good. Maybe more flowering gardens.*
- *Victoria Park cricket ground was vastly improved this year with the help of the high school mowing it to a summer length.*
- *We don't use the grounds, but they all look very nice.*
- *We're lucky to have so many in our town.*
- *Grounds are well looked after.*

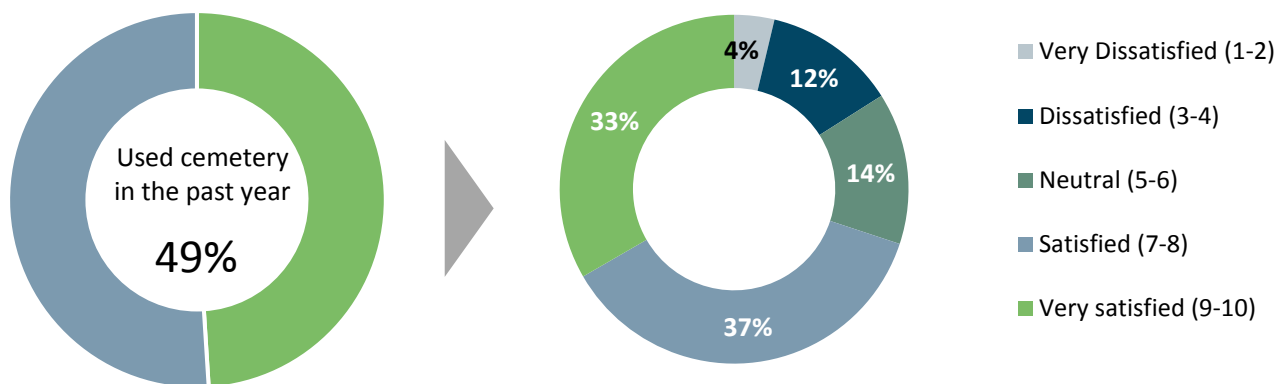
NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. SP4. Are there comments you would like to make about the District's sports grounds? n=42

Between demographics

Significantly higher
Significantly lower

Cemeteries – Visitation, Satisfaction and Comments



Visitation in the last 12 months	2022
Koputama	45%
Midhirst	3%
None of these	51%

- Just under half of respondents (49%) have reported to have visited a cemetery in Stratford District over the last year.
- *Koputama Cemetery* has had significantly more use or visitors in the last 12 months (45% of respondents) than *Midhirst Cemetery* (3%).

Top Priorities	
Need better maintenance (e.g. mowing, fill the hollows, etc).	75%
Happy with the state of cemeteries in the district.	21%
Other	15%

Other responses included;

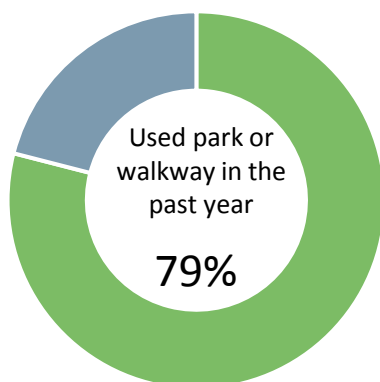
- *The only issue I had was at Christmastime when they had no water for days.*
- *I visited there last week, and the rabbits are digging in the cemeteries.*
- *Seats and trees for shade are needed within the cemetery.*

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. CEM1. Which of the following cemeteries have you visited in the past year? Please select all that apply.. n=413
3. CEM2. How satisfied are you with the overall level of service provided in the District's cemeteries? n=202.
4. CEM3. Are there comments you would like to make about the District's cemeteries? n=68

Between demographics
Significantly higher
Significantly lower

Parks and walkways – Visitation



- Usage and visitation is especially high when it comes to *Parks and walkways* in Stratford District, with almost four in five (79%) respondents reporting to have used at least one in the last year.

'Users' In last 12 months	2022
King Edward Park	54%
Three Bridges Trail	53%
Victoria Park	41%
Playgrounds in Victoria or King Edward Park	36%
Carrington walkway	35%
Western Loop walkway	33%
Eastern Loop walkway	31%
Windsor Park	16%
Adrian Street Reserve	4%
None of these	21%

- More than half of respondents reported to have used *King Edward Park* (54%) or *Three Bridges Trail* (53%) in the last year.
- Windsor Park* and *Adrian Street Reserve* saw very low usage among respondents (16% and 4%) respectively.

NOTES:

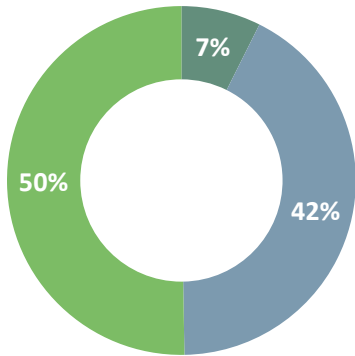
- Sample: 2022 n=413; Excludes don't know responses.
- PW1. Which of the following parks and walkways have you used in the past year? Please select all that apply. n=413

Between demographics

Significantly higher

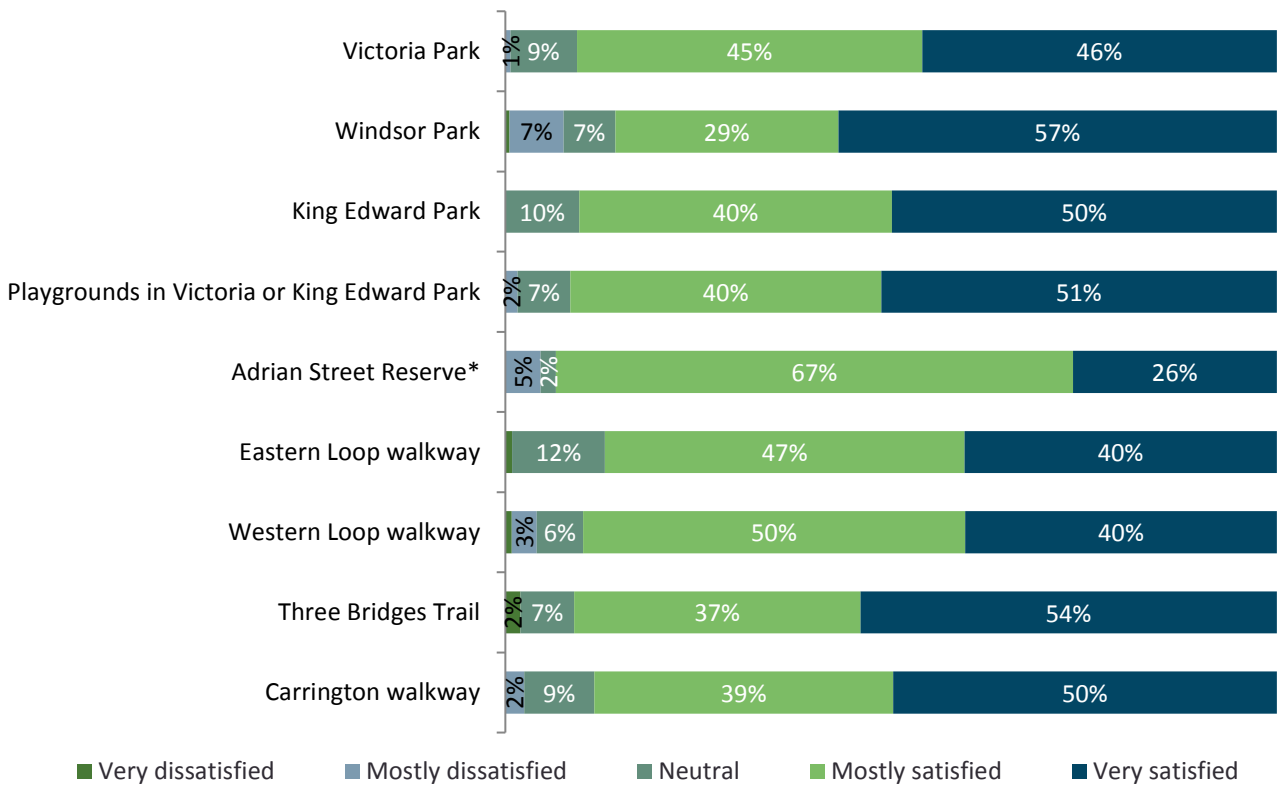
Significantly lower

Parks and walkways - Satisfaction



- Very Dissatisfied (1-2)
- Dissatisfied (3-4)
- Neutral (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

- Overall total satisfaction with parks and walkways is very high with 42% of respondents being *Satisfied* and 50% being *Very Satisfied*.
- Notably no respondents were *Mostly Dissatisfied* or *Very Dissatisfied* with the Parks and walkways overall.



- Satisfaction with parks and walkways in Stratford are high across the board with every park or walkway recording 86% or higher in combined Mostly Satisfied and Very Satisfied results.
- Despite low visitation Adrian Street Reserve records the highest level of satisfaction (93%)
- Many of the parks and walkways received no Mostly Dissatisfied or Very Dissatisfied results.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. PW2. How satisfied are you with the overall level of service provided in the District's parks and walkways? (Please rate your satisfaction for every park or walkway you have used in the past year.) PW3. Overall, how satisfied are you with the District's parks and walkways? n=272
3. * Caution: Small sample size (n<30). Results are indicative only.

Between demographics
Significantly higher
Significantly lower

Parks and Walkways - Comments

- Six in ten comments about the Parks and Walkways (60%) were to say how happy they are with the current offer.



- *Dogs should be on a lead and owners need to pick up their mess. There is no dog control.*
- *I feel that the signage and distinctions of the Carrington walkway by the Arboretum could be improved.*
- *I think you are a bit lax on pest control. I like the choice available.*
- *It is disappointing to see so much Old Man's Beard. The Eastern Loop Track is rough at times.*
- *Narrow paths and overhanging branches are a danger to cyclists. More dedicated cycle paths are needed.*
- *Not all tracks are suitable for bikes, as there are too many big steps. Big steps are also not good for older walkers.*
- *Parks are great but the walkways and tracks need regular upkeep as do the bushes and planting, as it does not look like they are regularly maintained. Some do not have adequate drainage so after heavy rain the paths are washed away and slippery. It is such a gift to have the river running through, but I guess not enough money, people or time to keep it maintained. I don't expect a Pukekura park but would be nice to have them better maintained. It's a shame but I guess council can't keep on top of everything.*



- *Always nice to be able to use the walkways to get fresh air.*
- *District parks and walkways are excellent.*
- *I am loving the walks so far even though we have not been here long. I also love the Pembroke bush walk with the tui songs and the running water.*
- *I am very happy with the Carrington Walkway and Loop Walkways. I think the playgrounds need modernising.*
- *I am very impressed with the limestone surfaces that have been installed on various walkways. I would like this extended where possible.*
- *I have used them a lot in the past, I consider them great for a small town and my visitors do too.*
- *I make a point of always taking visitors to walk in our parks and walkways. They are at least as good as, if not better, than other districts have. We should be proud.*
- *I really appreciate the effort the Council made to engage children by putting in place Fairy Castles at one point and also doing some Easter activities. I can see the children also love the coloured rocks that they find all throughout the Parks.*

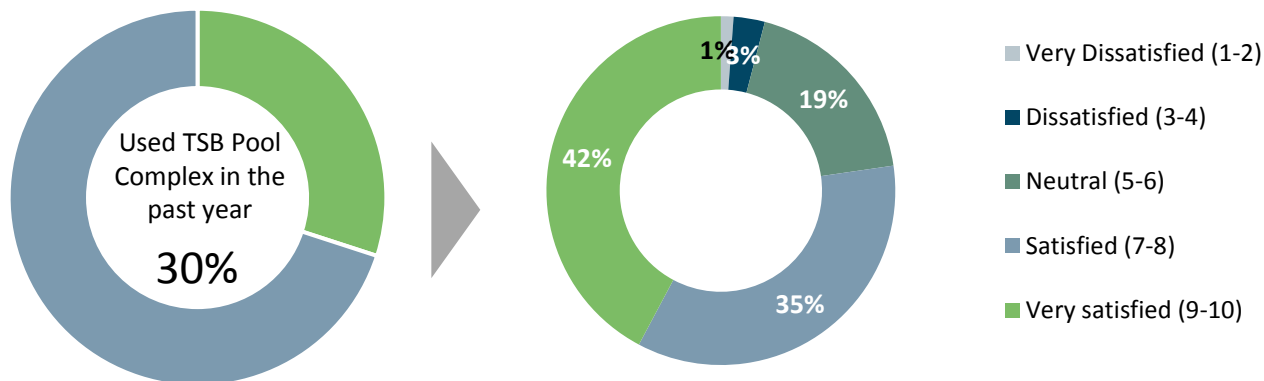
NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. PW4. Are there comments you would like to make about the District's parks and walkways? n=104

Between demographics

Significantly higher
Significantly lower

TSB Pool Complex



Users In last 12 months	Users In last 12 months
I am a caregiver bringing someone else	52%
Swimming lessons	28%
Lane swimming	27%
Aqua jogging/water walking	8%
In water group fitness classes	8%
School water safety programme	4%
Other	8%

- Most of the people who participated in the survey (52%) are caregivers who bring someone else to the pools.
- Close to three in ten respondents participate in swimming lessons (28%) or do lane swimming (27%).

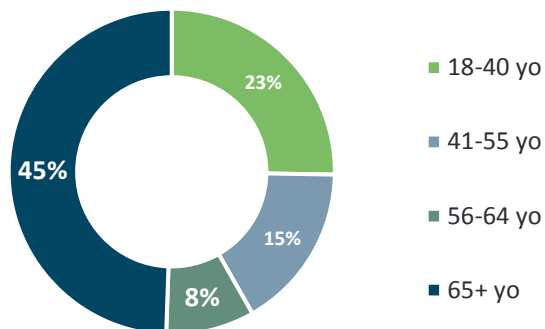
NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. TSB1. Have you used the TSB Pool Complex in the past year?. n=408 users n=86
3. TSB3. How satisfied are you with the overall level of service at the TSB Pool Complex? n=84

Between demographics

Significantly higher
Significantly lower

TSB Pool Complex – Use and satisfaction by age



Satisfaction (% 7-10)	
18-40 years* (n=23)	80%
41-55 years* (n=15)	66%
56-64 years* (n=8)	78%
Over 65 years (n=38)	95%

- Close to half of users (45%) are aged over 65 years.
- Satisfaction with the facility especially high among users aged over 65 years with almost everyone (95%) satisfied.
- Based on the comments left by respondents, 41% is looking forward to the opening of the new facility, while additional 31% are happy with the current facility and their experience there.



- *Our pools need to be more child friendly with more family changing rooms and activities.*
- *I did not think it was necessary to discriminate against vaccinated and unvaccinated as the science proves both can spread Covid-19. It caused unnecessary stress to citizens.*
- *Last time I was there the general public area was wet and slippery.*
- *Perhaps it could be promoted more, as I have no idea what is available or how to use it.*
- *Very expensive entry fees. I think all students should be free.*
- *The pool opening hours are shocking. I hope the new one is open longer and better hours.*
- *The complex is getting run down and I cannot wait for the new one to be finished.*

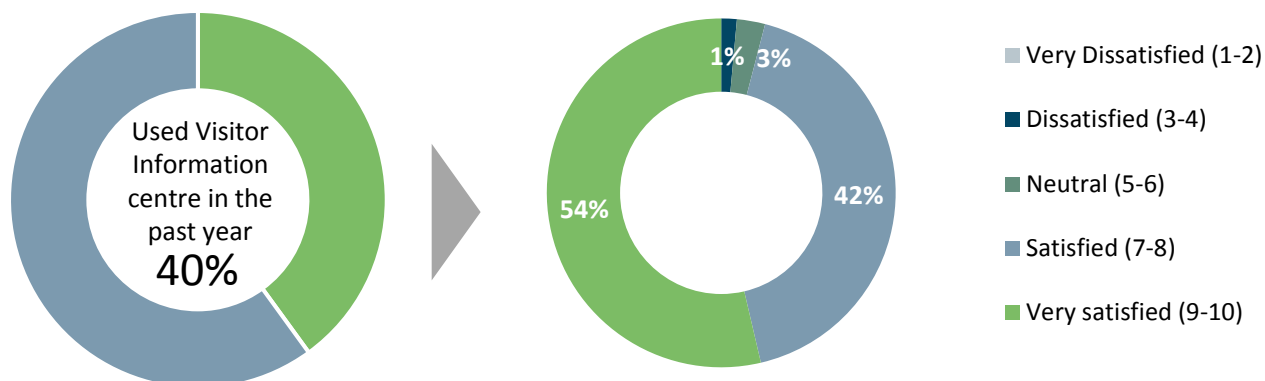


- *Lovely staff and facilities and our children love swimming at the pools.*
- *Flyers swim lessons are fantastic. Do not ever stop letting them run lessons at the pool. The staff are generally friendly.*
- *It is a great place for kids to swim and kids love the swimming toys that are available for them to use when we do go.*
- *The complex was clean and tidy, with a good atmosphere and pleasant staff.*
- *Looking forward to the upgraded pool facility.*
- *I use the pool for rehab and the fitness group has been a great help. The team at the pool have been very helpful in this aspect.*
- *It is great and clean. It is nice to have play for young mums so they have something they feel comfortable going to without commitment.*
- *Booking lanes during Covid-19 was good. Thank you for making swimming possible.*

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. TSB1. Have you used the TSB Pool Complex in the past year?. n=408 users n=86
3. TSB3. How satisfied are you with the overall level of service at the TSB Pool Complex? n=84
4. TSB4. Are there comments you would like to make about the TSB Pool Complex? n=68
5. * Caution: Small sample size (n<30). Results are indicative only.

Visitor Information Centre – Usage, overall satisfaction, and comments



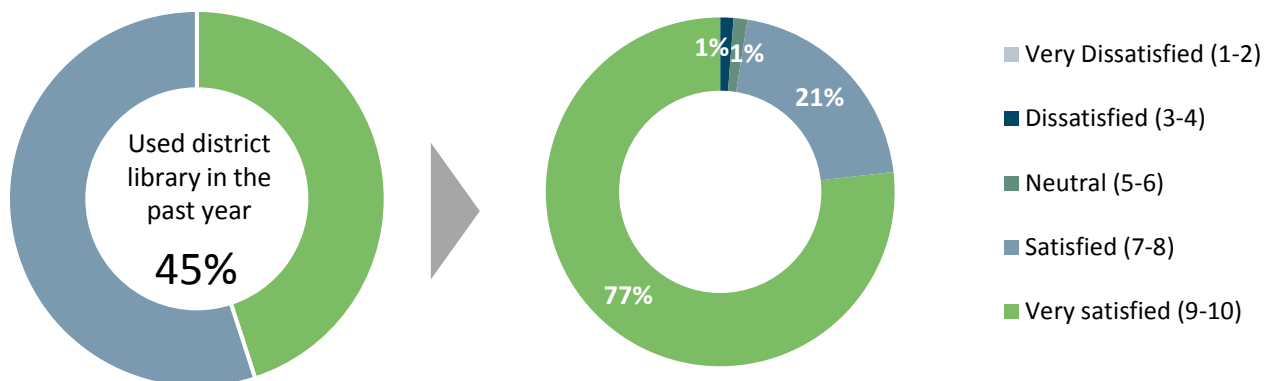
	Users In last 12 months	Satisfaction (%7-10)
Driver Licensing	42%	95%
Vehicle Licensing	36%	98%
General information	34%	96%
Maps and brochures	27%	98%
Retail/Souvenirs	12%	95%*
Event tickets	9%	100%*
Travel bookings (Bus/Ferry)	5%	100%*
Accommodation	3%	100%*
Other	5%	100%*

- Four in ten respondents have visited the facility in the past 12 months. The most common reasons for visit include driver licensing (42%), vehicle licensing (36%), general information (34%), and maps and brochures (27%).
- The comments focused around three main areas: friendly and nice staff (51%), services being very useful (25%) and a suggestion that the Information centre should not be a part of the library (24%).

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. VIC1. Have you used the Visitor Information Centre, within the Stratford Library, in the past year?
n=398 Used n=204
3. VIC2. What service(s) did you use at the Visitor Information Centre? Please select all the apply.
n=219
4. VIC3. How satisfied are you with the overall level of service at the Visitor Information Centre? n=213
5. VIC4. Are there comments you would like to make about the district's Visitor Information Centre?
n=46.
6. * Caution: Small sample size (n<30). Results are indicative only.

Stratford District Library – Usage and Overall Satisfaction.



'Users' In last 12 months	2022
Browse and/or borrow print books	76%
Library staff (for information, assistance, recommendations)	41%
Printing / photocopying	29%
Justice of the Peace	15%
eBooks and / or downloadable audiobooks	10%
Tables and / or seating to work or study	8%
Library computers (for internet, word processing)	8%
Free Wi-Fi on your own device	7%
Electronic databases	5%
Hire of Kowhai room	2%
Children's services (Tot Time, reading programme)	1%
Other	6%

- 45% of the respondents have visited the facility in the past 12 months. The most common reasons for visiting include to *browse and/or borrow print books* (76%), *talk to library staff for information or assistance* (41%) and *printing / photocopying* (29%).
- Almost everyone who left a comment are happy with the library facilities (32%) and staff being friendly and helpful (65%). 8% have made a suggestion that library needs more books and more tables with computers.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. LIB1. Have you used or visited the Stratford District Library in the past year? n=409
3. LIB2. What service(s) did you use at the Stratford District Library? Please select all that apply. n=227
4. LIB3. How satisfied are you with the overall level of service at the Stratford District Library? n=222
5. LIB4. Are there comments you would like to make about the Stratford District Library? n=75



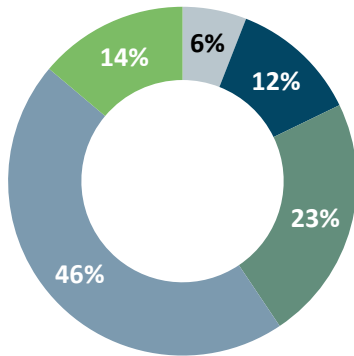
Value for money



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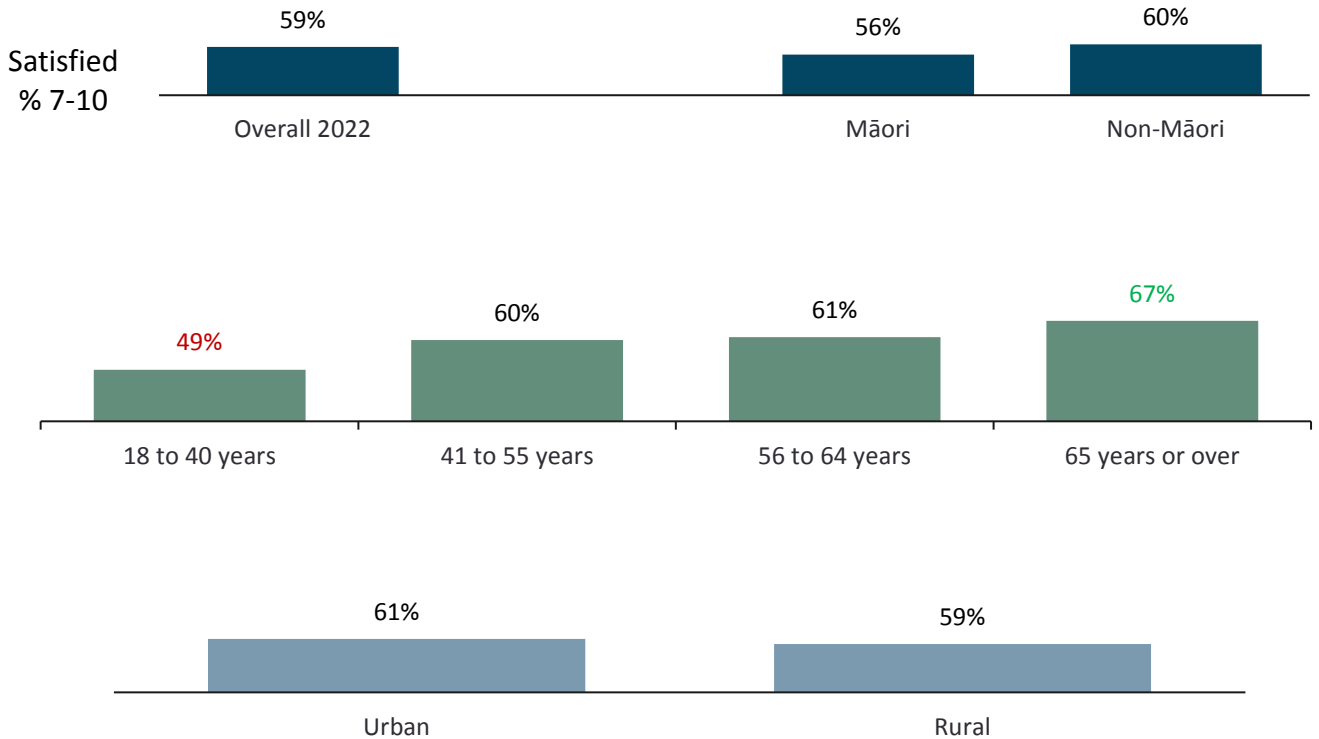


Value for money



- Very Dissatisfied (1-2)
- Dissatisfied (3-4)
- Neutral (5-6)
- Satisfied (7-8)
- Very satisfied (9-10)

- Almost three in five respondents (59%) were satisfied with their *Value for money*.
- Satisfaction in this area increases with age.



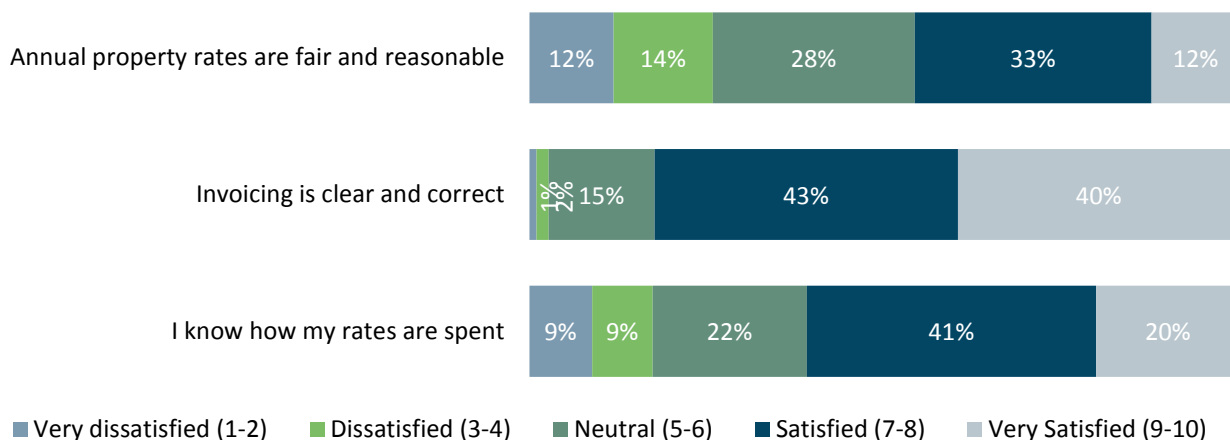
- Satisfaction is relatively consistent between ethnicities and the Urban/Rural split.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. VM3. Thinking about everything Stratford District Council has done over the past twelve months and what you have experienced of its services and facilities, how satisfied are you with how rates are spent on services and facilities provided by Council, and the value for money you get for your rates? n=309

Between demographics
Significantly higher
Significantly lower

Value for money



Scores with % 7-10	2022	Māori	Non-māori
	Annual property rates are fair and reasonable	46%	41%
Invoicing is clear and correct	82%	68%	84%
I know how my rates are spent	61%	56%	61%

Scores with % 7-10	Urban	Rural
	Annual property rates are fair and reasonable	51%
Invoicing is clear and correct	78%	91%
I know how my rates are spent	60%	63%

- Overall *invoicing being clear and correct* scores very high (89%) however among resident's who identify as Māori this is significantly lower (68%).
- Residents from Urban areas are significantly more satisfied with their rates being *fair and reasonable* than those in Rural areas (51% and 36% respectively).
- Two in five respondents (46%) are satisfied that their annual rates are fair and reasonable.
- Residents in rural areas are significantly more satisfied with *Invoicing is clear and correct* than residents in rural areas.

NOTES:

1. Sample: 2022 n=413 Excludes 'Don't know' responses
2. VM2. How strongly do you agree or disagree with the following statements? VM2_1 n=320 VM2_2 n=309 VM2_3 n=289

Between demographics

Significantly higher
Significantly lower



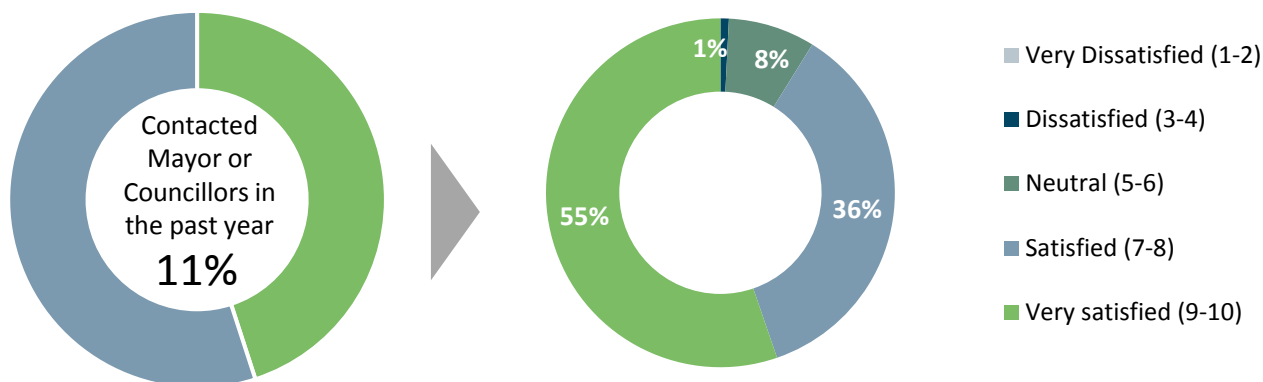
Governance, and sense of community



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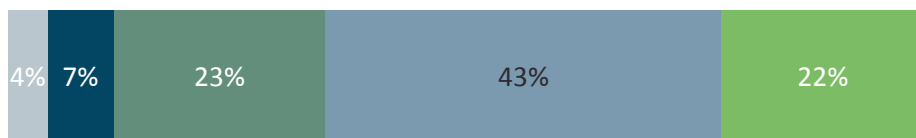


Contacting the Mayor or the Councillors



- A little over one in ten respondents have contacted the Mayor or Councillors in the last 12 months (11%). Of these respondents nine in ten were either *Mostly Satisfied or Extremely Satisfied* with the contact (36% and 55% respectively).

The decisions made by the Council represent the best interest of the District.



Legend for satisfaction levels:

- Strongly disagree (1-2)
- Disagree (3-4)
- Neutral (5-6)
- Agree (7-8)
- Strongly agree (9-10)

- 65% of respondents either *Agree* (43%) or *Strongly Agree* (22%) that *The decisions made by the council represent the best interest of the district.*

Scores with % 7-10	2022	18-40 yo	41-55 yo	56-64 yo	65+ yo
The decisions made by the Council represent the best interest of the District.	65%	65%	61%	73%	65%

Scores with % 7-10	Māori	Non-Māori	Urban	Rural
The decisions made by the Council represent the best interest of the District.	58%	66%	64%	67%

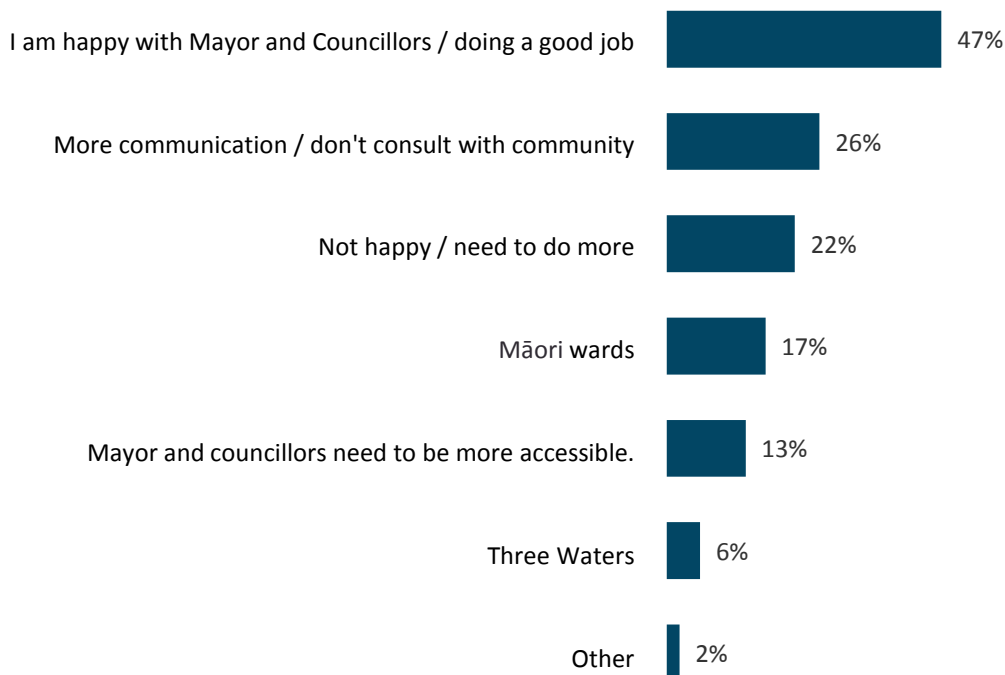
- Satisfaction with the council's decision making reflecting the best interest of the district remains reasonably consistent across all demographics with no significant differences recorded.

NOTES:

- Sample: 2022 n=413; Excludes don't know responses.
- GOV2. Have you contacted the Mayor or the Councillors in the past year? n=391
- Contacted n=64
- GOV3. How did you find their interaction with you? n=62
- GOV1. Using the same scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree that the decisions made by the Council represent the best interests of the District? n=358

Between demographics
Significantly higher
Significantly lower

Comments on Stratford District Council's governance



- Close to half of the respondents who left a comment regarding Council's governance (47%) mentioned that they are happy with the current local leadership.



- *It seems they make their mind up prior to consulting with the public. If I see a survey prior to anything big, I will always do one to have some input.*
- *Not overly happy with the special Māori seat. I thought everyone in Stratford is equal and we all can have our say with our Council and community.*
- *I would not ever contact the Mayor of Stratford following the service provided at a Stratford rest home which was sub optimal, and leadership must be accountable for this.*
- *The Councillors need to make sure they represent the best interests of all in the district.*
- *I feel that many Councillors lack broad views of the districts needs and values. Council appears to be too isolated.*
- *They need to listen to what more people are saying and do not lean to cultural or environmental desires first above all others.*

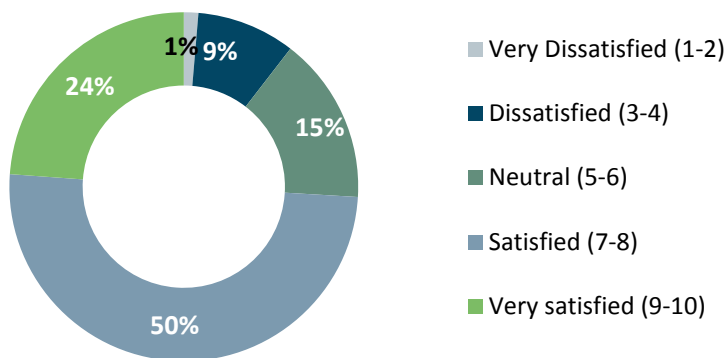


- *Neil does a great job and of late, his highlighting of our dire situation with medical doctors is to be applauded. Also, his proactive approach to the Covid-19 vaccinations was much appreciated.*
- *No major complaints, but it would be very disappointing if we have been sold out in the whole Three Waters plan.*
- *Seem to be doing a good job and communicate honestly.*
- *I think the Councillors are a practical bunch who make good decisions and without the personality hi-jinks of our northern neighbours.*
- *The Mayor here is always out and about and if I had a problem I have no doubt he would help if he could.*
- *A fabulous town for family, old and young.*

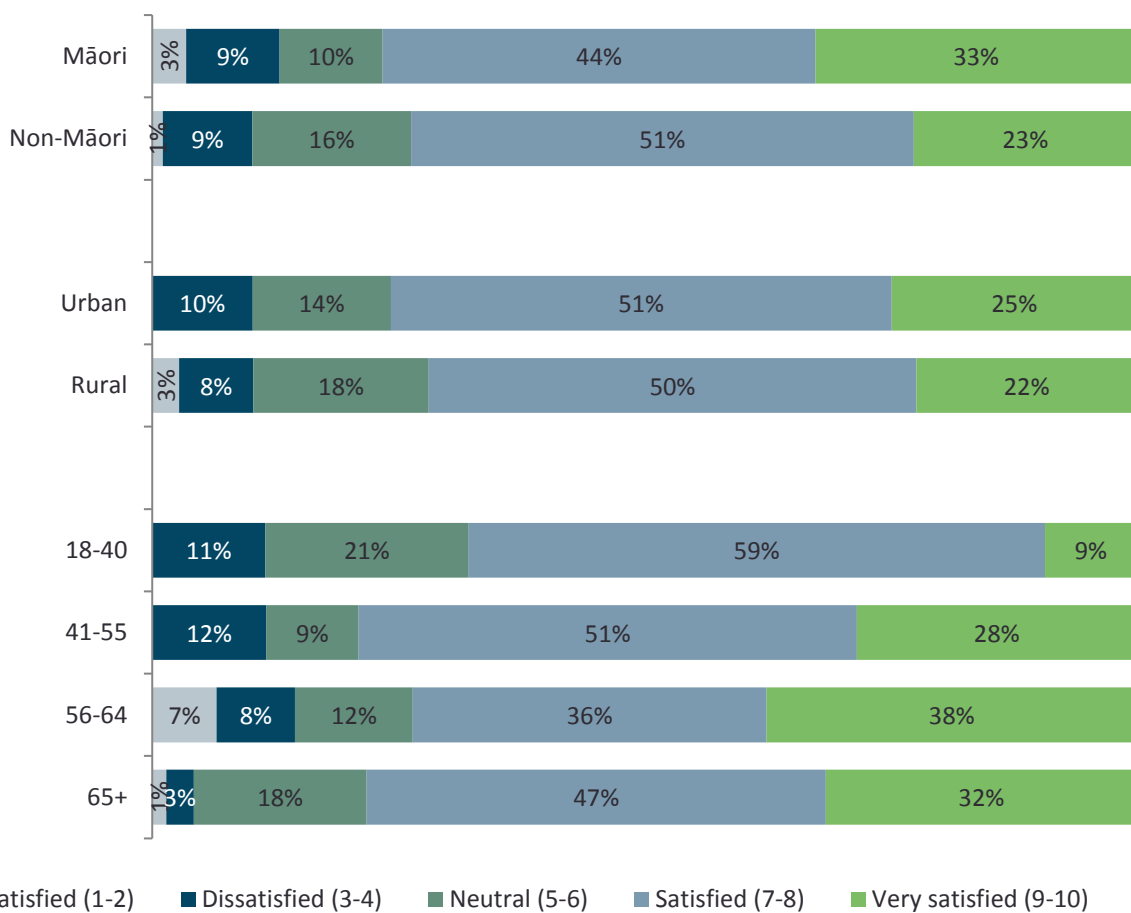
NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. GOV4. Are there comments you would like to make about Stratford District Council's governance? n=51.

Council's role in supporting community development



- Almost three quarters of respondents (74%) are either *Satisfied* (50%) or *Very Satisfied* (24%) with the council's role in supporting community development.



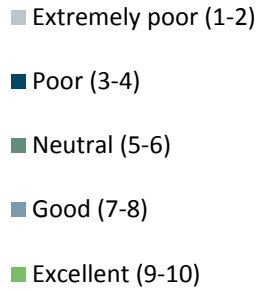
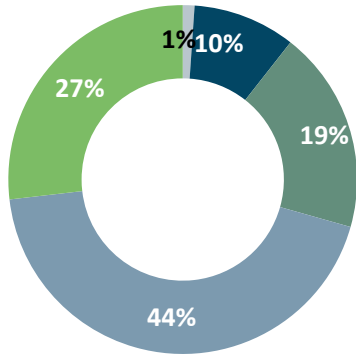
- Overall, there is a very small proportion of respondents who were dissatisfied in the council's role in supporting community development (10%).
- There is no significant difference between ethnicity or location.

NOTES:

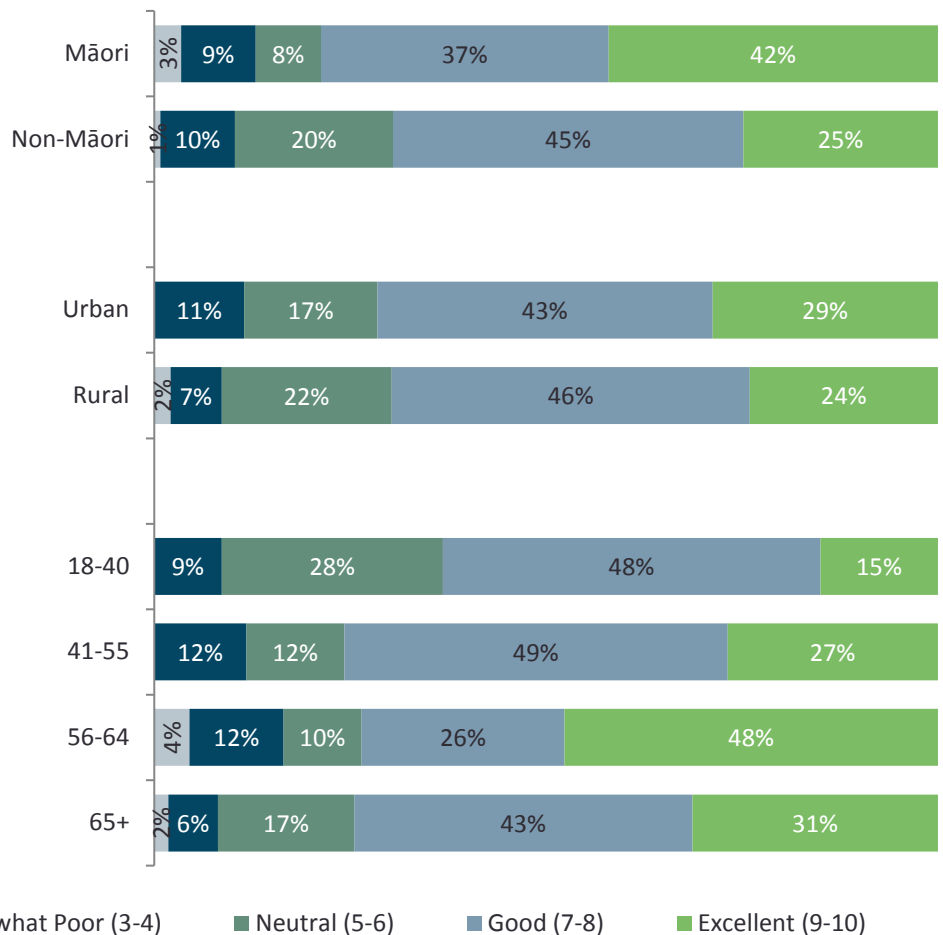
1. Sample: 2022 n=413; Excludes don't know responses.
2. CS1. Using a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with the Council's role in supporting community development in the Stratford District? n=332.

Between demographics
Significantly higher
Significantly lower

Council's ability to create a sense of community



• Over seven in ten respondents (71%) rated the Council's ability to create a sense of community spirit either *Good* (44%) or *Excellent* (27%).



• The perception that the council creates a sense of community spirit remains high across location and ethnicities however, resident's that identify as Māori are the strongest supporters of this idea with more than two in five (42%) rating the council as *Excellent*.

NOTES:

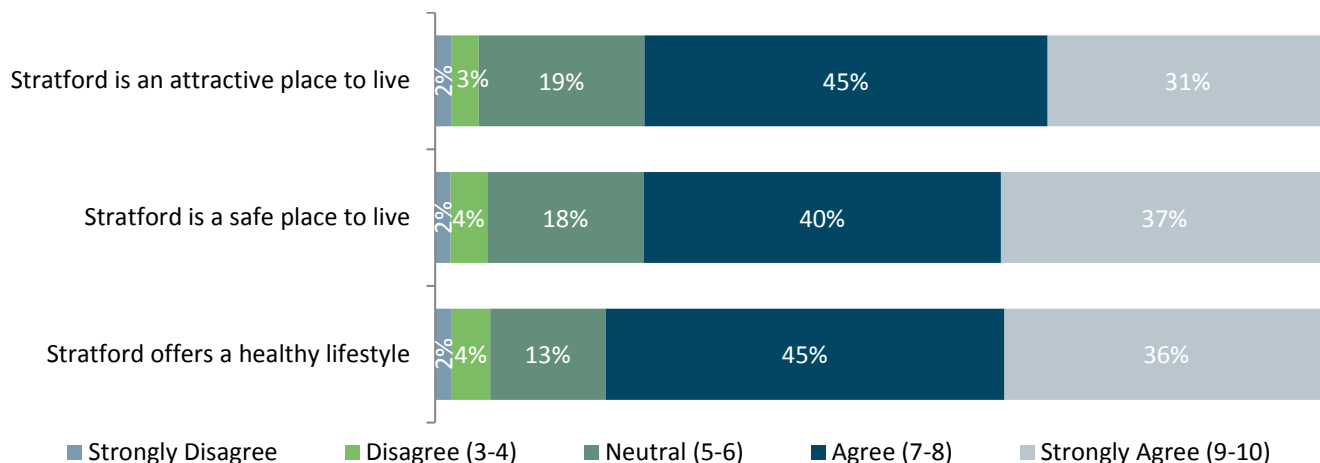
- Sample: 2022 n=413; Excludes don't know responses.
- CS2. Using a scale of 1 to 10 where 1 is 'poor' and 10 is 'excellent', how do you rate Council's ability to create a sense of community in the Stratford District? n=343

Between demographics

Significantly higher

Significantly lower

Sense of community



Scores with % 7-10	Scores with % 7-10				
	2022	Māori	Non-Māori	Urban	Rural
Stratford is an attractive place to live	77%	72%	77%	76%	77%
Stratford is a safe place to live	77%	66%	78%	77%	76%
Stratford offers a healthy lifestyle	81%	79%	81%	85%	74%

Scores with % 7-10	Scores with % 7-10			
	18-40 years	41-55 years	56-64 years	65+ years
Stratford is an attractive place to live	68%	83%	75%	83%
Stratford is a safe place to live	73%	76%	74%	84%
Stratford offers a healthy lifestyle	76%	82%	81%	88%

- Overall respondents scored Stratford very highly as an *Attractive* (77%) *Safe* (77%) *Healthy* (81%) place to live.
- The 65+ age bracket are a strong proponent for Stratford with 83% agreeing that Stratford is an attractive place to live and 88% that it offers a healthy lifestyle.
- Urban residents agree significantly more than rural residents that Stratford offers a healthy lifestyle (85% and 74% respectively) however, both areas are scoring high overall.

NOTES:

1. Sample: 2022 n=413 Excludes 'Don't know' responses
2. SC1. Using a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statements? SC1_1 n=393 SC1_2 n=389 SC1_3 n=386

Between demographics
Significantly higher
Significantly lower

Areas for improvement

Top Priorities	
Refresh Broadway / town Centre (more shops, more variety)	29%
Improve roading, road visibility and safety	22%
Better maintenance of our outdoor spaces and more events and activities	14%
Improve accessibility, better footpaths and more disability parking	10%
Need more doctors' offices / clinic	7%

Top priorities when asked *What are three areas for improvement you would suggest for the Stratford District?* As listed above, the most common response was *Refresh Broadway / Town Centre*. Some of the comments on this issue are included below.

- *A good clean up and splash of paint on some of the buildings down Main Street.*
- *Broadway Central - closed shops. Perhaps making paintwork more pleasing to the eye, maybe use more colour?*
- *Empty shops on Broadway with verandas leaking. Landlords need to be made accountable.*
- *Main street improvements - building clean-ups and better shop fronts.*
- *Making the entry of shops tidy and tidy up the town.*

Other responses included;

- *Create safe attractive off-road cycle path for adult cyclists.*
- *Detours for cattle trucks, avoiding the area between the roundabouts.*
- *Enforce water storage, so as to ease restrictions in summer.*
- *Young people are digital natives. Create a website for young people. Work with other local councils around New Zealand. i.e. other youth councils to have a one stop shop for young people. I would also like an invitation for submissions from young people. Many young people do not realise they have a right just like an adult to make a submission.*
- *More shade in the kids play areas.*
- *Reduce the noise and air pollution from Stratford speedway.*
- *Indoor family friendly activity places would be especially useful in winter.*
- *Would love to see some form of community garden even if it was near Prospero Place perhaps. Possibility of fruit trees planted by the bike park.*
- *More police at night, and more lights in dark areas.*

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. SC2. What are three areas for improvement you would suggest for the Stratford District? n=244



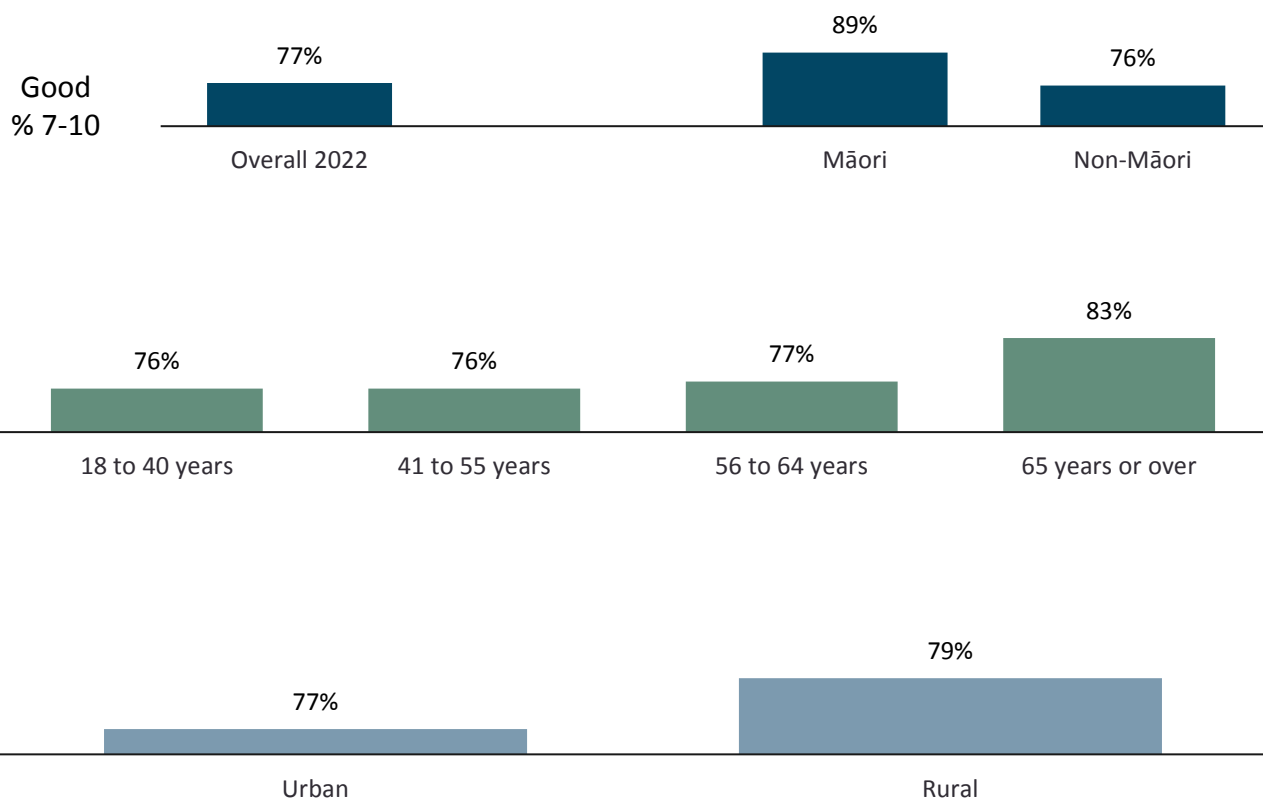
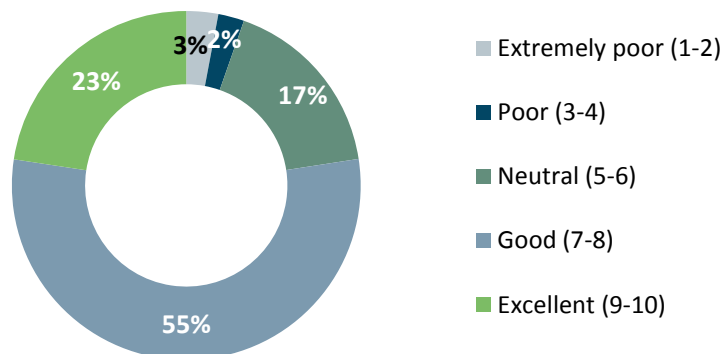
Image and reputation



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Overall reputation



- Close to four in five residents (77%) consider Council's reputation 'Good' or 'Excellent'.
- Older residents (over 65 years) are especially supportive of Council with 83% evaluating reputation as acceptable.

NOTES:

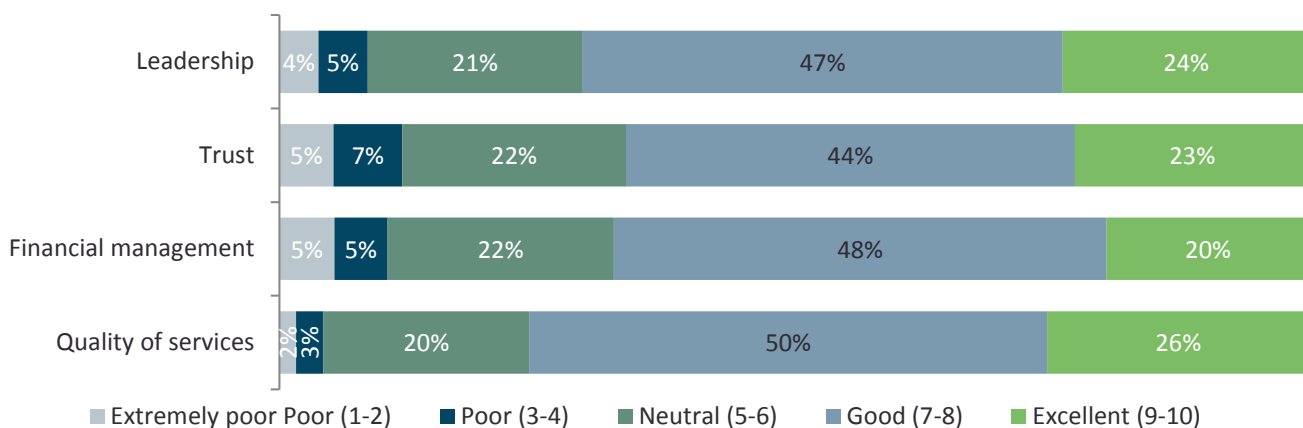
1. Sample; 2022 n=413; Excludes don't know responses.
2. REPS. Everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Stratford District Council for its overall reputation? n=377

Between demographics

Significantly higher

Significantly lower

Leadership and decision making - satisfaction



Scores with % 7-10	2022	18-40 yo	41-55 yo	56-64 yo	65+ yo
Leadership	77%	64%	73%	68%	79%
Trust	66%	60%	64%	72%	77%
Financial management	68%	64%	65%	74%	72%
Quality of services	76%	69%	76%	81%	82%

Scores with % 7-10	Māori	Non-Māori	Urban	Rural
Leadership	78%	70%	73%	67%
Trust	57%	68%	69%	62%
Financial management	58%	69%	67%	68%
Quality of services	58%	78%	76%	75%

- Overall strong results through leadership and decision making, *Leadership* came in with almost four in five respondents rating it as either *Good* (47%) or *Excellent* (30%).
- The 65+ age bracket have a consistently higher perception of the council's leadership and decision making when compared to the younger age brackets especially the 18-40 bracket which consistently rates the council the lowest of the age groups in this category.
- There is no significant variation between ethnicities or the Urban/Rural split.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. REP1. When you think about Council's role in creating a great district, how it promotes economic development, being in touch with the community and setting clear direction, how would you rate the Council for its leadership? n=362
3. REP2. Thinking 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 faith and trust you have in them? n=364
4. 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? n=325
5. REP4. When you think about everything that Council does, how would you rate the Council for the quality of the services and facilities they provide the Stratford District? n=377

Between demographics

Significantly higher

Significantly lower



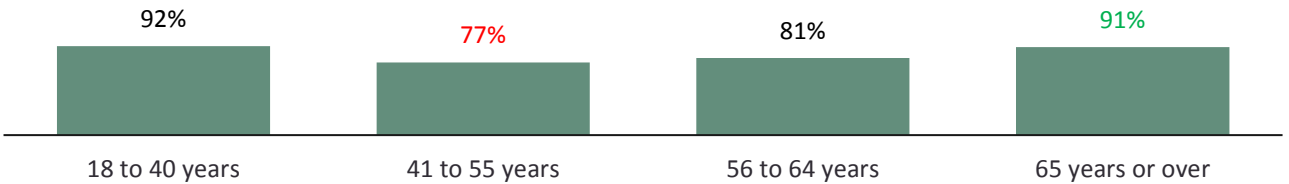
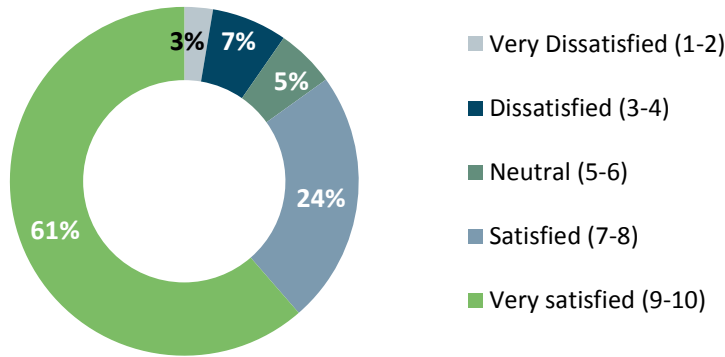
Interactions with the Council



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Overall handling of the enquiry



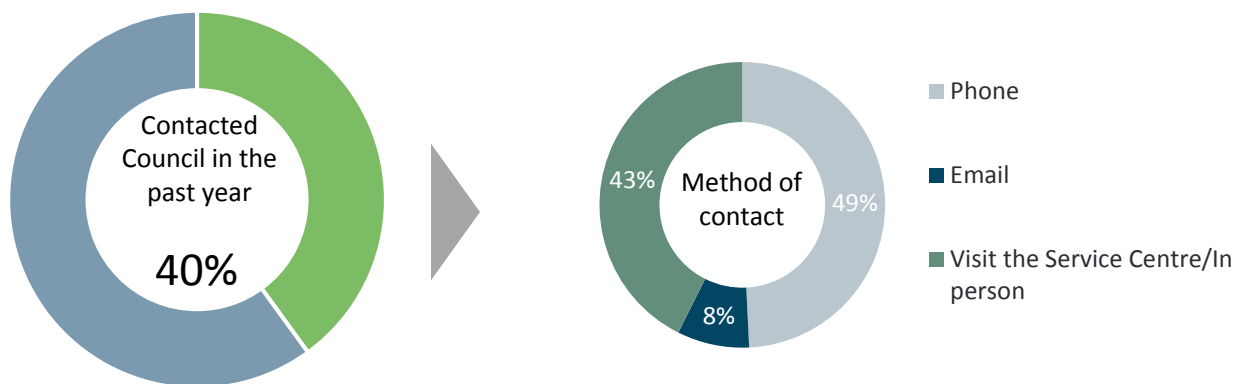
- Overall, an impressive result with almost nine in ten respondents rating their customer experience as either *Satisfied* (24%) or *Very Satisfied* (61%).
- Again the 65+ age bracket shows their support of the council with 91% of respondents rating their customer experience *Satisfied* or above.
- There is no variation in satisfaction between ethnicity or location.

NOTES:

1. Sample: 2022 n=194; Excludes don't know responses.
2. Made enquiry n=198
3. CSERV4. On a scale of 1 to 10 where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with the overall performance of Council staff in handling your request or enquiry? n=194

Between demographics
Significantly higher
Significantly lower

Contact with the Council



	2022	18-40 yo	41-55 yo	50-64 yo	65+ yo
Contacted Council	40%	19%	45%	52%	57%
Phone	49%	61%	55%	42%	43%
Via email	8%	8%	14%	9%	2%
Visit the Service Centre/In person	43%	31%	31%	49%	55%

	Māori	Non-Māori	Urban	Rural
Contacted Council	35%	40%	45%	32%
Phone	46%	50%	41%	68%
Via email	19%	7%	10%	5%
Visit the Service Centre/In person	36%	43%	50%	27%

- Almost half (49%) of those who have contacted Council have done so via telephone, followed by *Visiting the Service Centre/Meeting in person* at 43%
- Younger residents (18-40) are least likely to make enquiries in person and opted for telephone.
- Rural residents are significantly more likely to make contact via telephone and less likely to meet in person than their urban counterparts.

NOTES:

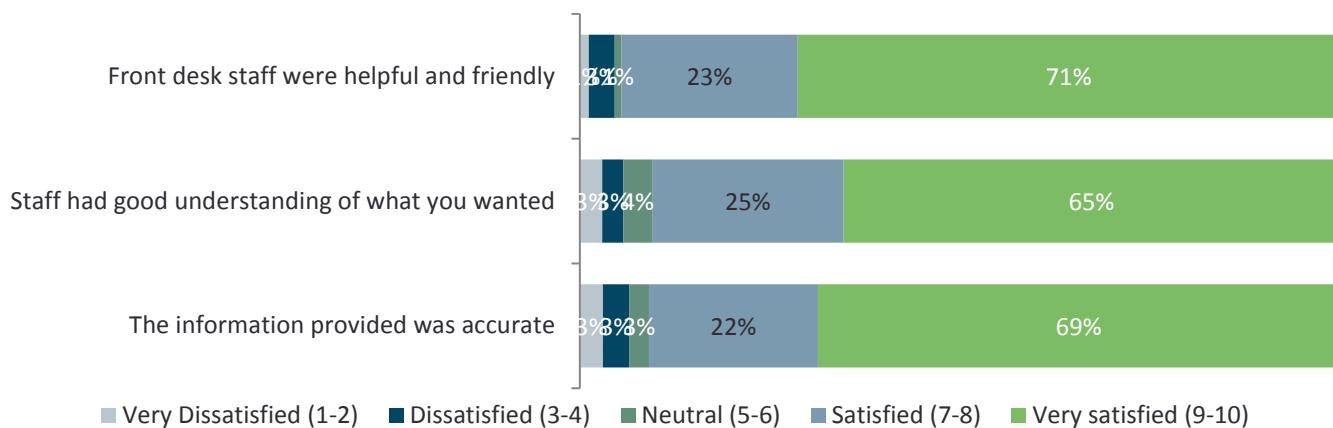
1. Sample: 2022 n=394; Excludes don't know responses
2. CSERV1. Have you contacted Council's Service Centre over the last year? n=394
3. Made enquiry n=198
4. CSERV2. How do you prefer to contact Council? n=205

Between demographics

Significantly higher

Significantly lower

Convenience



Scores with % 7-10	2022	18-40 yo*	41-55 yo*	56-64 yo*	65+ yo
Front desk staff were helpful and friendly	95%	92%	94%	95%	96%
Staff had good understanding of what you wanted	90%	92%	86%	95%	91%
The information provided was accurate	91%	92%	86%	95%	93%

Scores with % 7-10	Māori	Non-Māori	Urban	Rural
Front desk staff were helpful and friendly	87%	95%	97%	90%
Staff had good understanding of what you wanted	84%	91%	92%	86%
The information provided was accurate	83%	92%	93%	85%

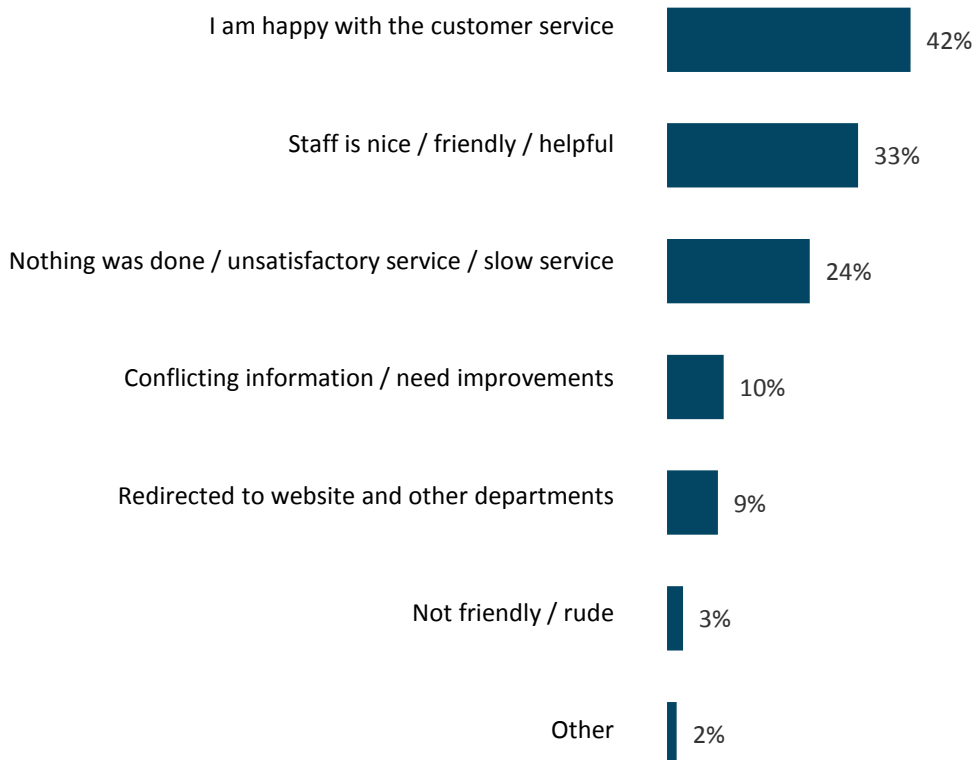
- Almost all residents who had contact with the customer service are satisfied with staff being helpful and friendly (95%), staff understanding the query (90%) and accuracy of information provided (91%).
- Satisfaction is consistently high across all demographics.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses
2. Made enquiry n=000
3. CSERV3. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how strongly do you agree or disagree with the following statements? n=000

Between demographics
Significantly higher
Significantly lower

Areas for improvement



- I have reported instances of water leaks and blocked gutters and the staff say they will pass on the information but usually nothing happens for weeks.
- Nothing appears to happen when you do contact them.
- The counter staff are brilliant. The building inspector not so much.
- Do Council staff take notice of our requests? For example, our footpaths?
- Have emailed the Pool Facility Manager in relation to pool vaccine pass but she has not replied in a satisfactory time frame. This has exceeded 3 weeks with no response or acknowledgement.



- Lovely to walk in and be greeted.
- The front desk staff are very good to deal with. Enquiry was quickly and efficiently dealt with.
- The staff are great. If they don't know the answer, they're very willing to contact someone else to get the answer for you.
- Always lived here, retiring here at this stage, proud of and satisfied with how the town is managed.
- So far so good Council! It's been a huge change from 5-6 years ago.
- What are you going to do when Dixie retires!

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. CSERV5. Are there comments you would like to make about Council's customer service? n=46



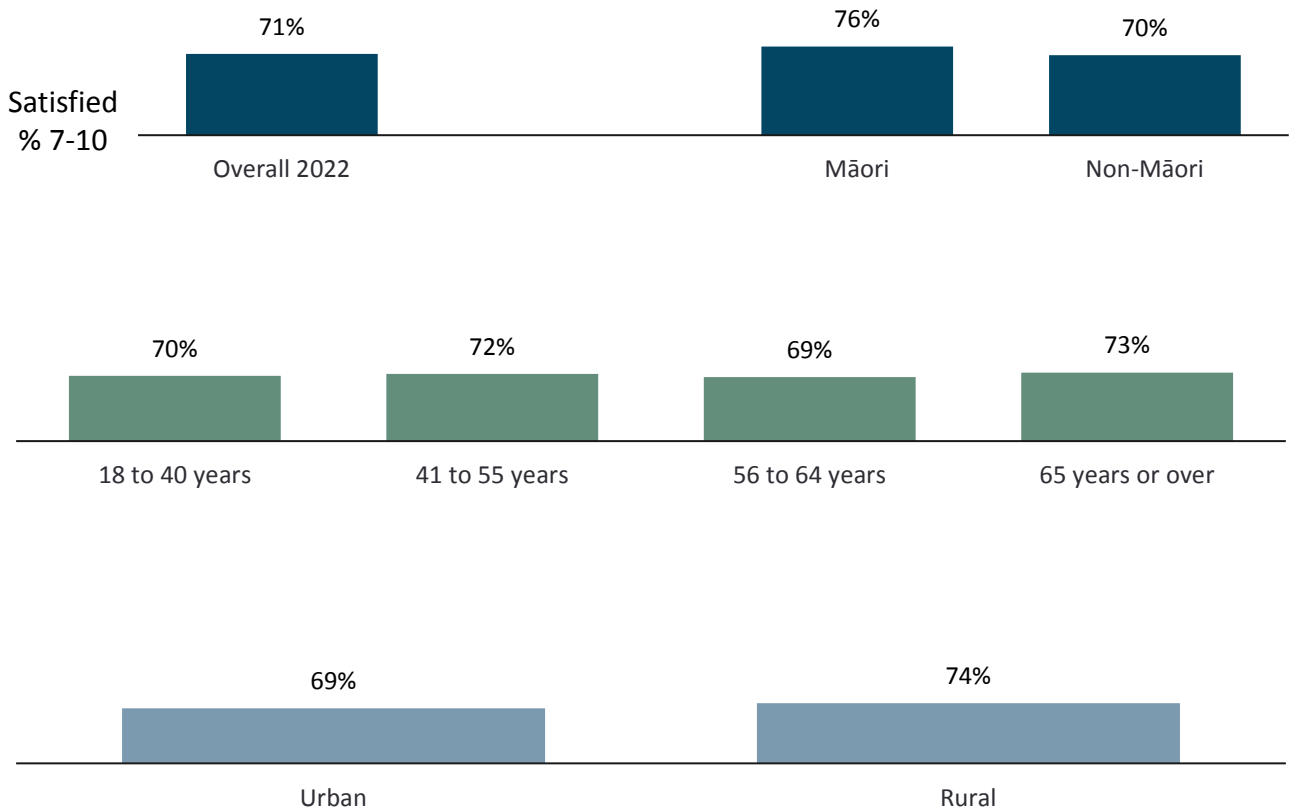
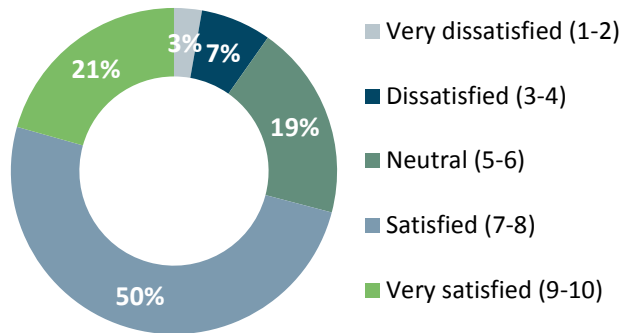
Overall sentiment



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Direction of the District



- More than seven in ten (71%) are satisfied with the direction the district is headed.
- There is no significant differences across age, ethnicity, or location when it comes to respondent’s satisfaction of the direction the district is headed.

NOTES:

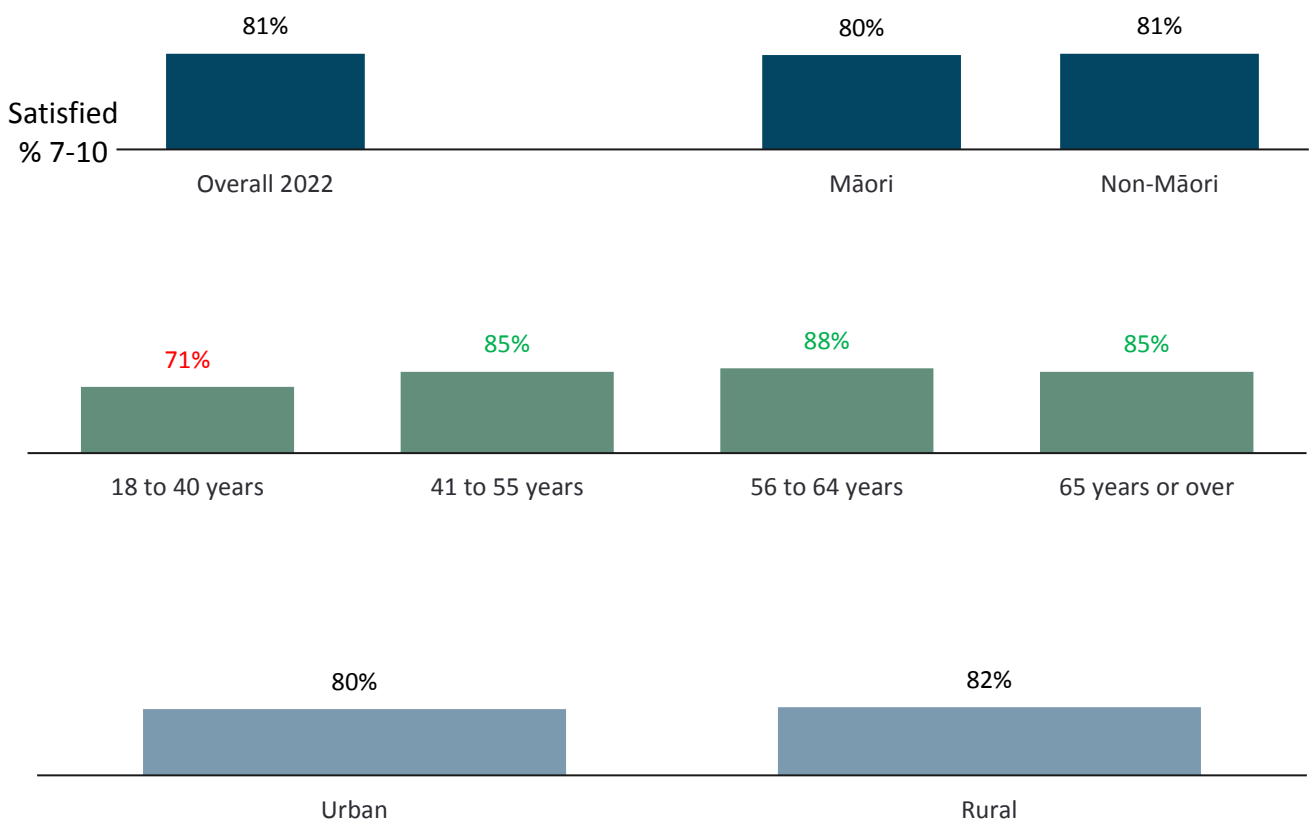
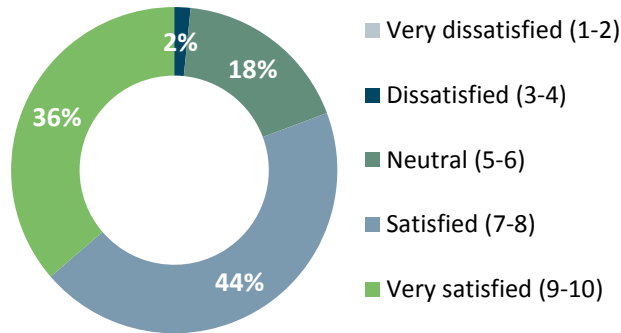
1. Sample: 2022 n= 413; Excludes don't know responses.
2. Made enquiry n=64
3. OV3. Using a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? n=375

Between demographics

Significantly higher

Significantly lower

Overall well-being



- Self reported overall well-being in Stratford is very high with more than four in five residents (81%) rating their well-being as either *Good* (44%) or *Excellent* (36%).
- 18–40-year-old respondents have the lowest self reported overall well-being (71%), significantly lower than all other age groups.

NOTES:

1. Sample: 2022 n=413; Excludes don't know responses.
2. OV2. Using a scale of 1 to 10 where 1 is 'poor' and 10 is 'excellent', how would you rate your overall wellbeing? n=375

Between demographics

Significantly higher

Significantly lower



Sample profile

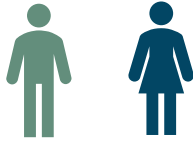


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Demographics

Gender



	Male	Female
Weighted	49%	51%
Unweighted	46%	54%

Age (weighted)

Age Group	Weighted	Unweighted
18 to 40 years	35%	13%
41 to 55 years	26%	11%
56 to 64 years	16%	10%
65 years or over	23%	66%

Unweighted

Ethnicity (weighted)

Ethnicity	Weighted	Unweighted
Māori	11%	7%
Non-Māori	89%	93%

Length of time lived in Stratford district (weighted)

Length of time	Weighted	Unweighted
2 years or less	8%	7%
3 to 5 years	12%	11%
6 to 10 years	9%	10%
11 years or more	68%	71%
Unsure	2%	1%

Unweighted

Ward (weighted)

Ward	Weighted	Unweighted
Urban	62%	73%
Rural	38%	27%

Unweighted

Demographics (counts)

Male	188
Female	225

Māori	29
Non-Māori	384

Urban	302
Rural	111

18 to 40 years	52
41 to 55 years	47
56 to 64 years	41
65 years or over	273

2 years or less	27
3 to 5 years	44
6 to 10 years	42
11 years or more	288
Unsure	4



Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz

Key Staff

Project lead: **Elena Goryacheva**
Senior Research Executive

Telephone: + 64 7 929 7076

Email: elena@keyresearch.co.nz

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