



Research First



INVERCARGILL CITY COUNCIL

LEVELS OF SERVICE



Invercargill
CITY COUNCIL



RESEARCH REPORT
September 2016

Levels of Service Report

Disclaimer

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Key Points Summary

What people want from Council activities

ICC should support and enable the positive, unique and special aspects of Invercargill and living in Invercargill to continue. To support ventures that are for the city, that support residents but also attract visitors.

Service Provision

Residents regard infrastructure services as a high priority for Council provision

Earthquake strengthening and parking compliance are lower priority

For most services, respondents wanted to see the same amounts of rates spend and the same level of service provided for the services they regard as essential.

Changes were identified for some service areas:

- Roading:** A high priority service needing higher spend.
 High proportion of respondents see roading as an essential service and wanted to see more rates money spent in order to provide a better quality service
- Social housing:** Medium priority service needing higher spend.
 High proportions of those that see the service as essential wanted to see more rates money spent here in order to provide a higher quality service
- CBD redevelopment, derelict/overgrown sections, parking compliance and corporate planning:** Lower priority could manage with lower spend
 Of those that did identify these as essential services there were higher proportions that were willing to see less money spent here despite this resulting in a lower quality service.

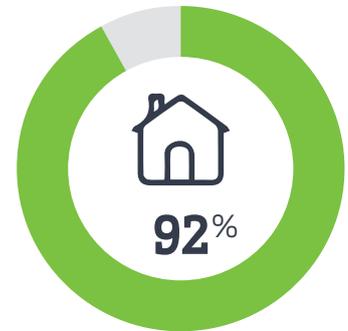
Funding and distribution of rates

When asked where this money should be obtained from, the highest proportion (58%) identified the redistribution of current spend over options to increase the funding pool.

Perceptions of funding requirements for 4 key service areas:

	ICC funding is important (very important, important, neutral)	Of those who think ICC funding is important, proportion willing to pay for funding through rates (very willing, willing, neutral)
Social housing	92%	86%
CBD Rejuvenation	85%	74%
Derelict and overgrown sections	75%	70%
Earthquake strengthening	64%	66%

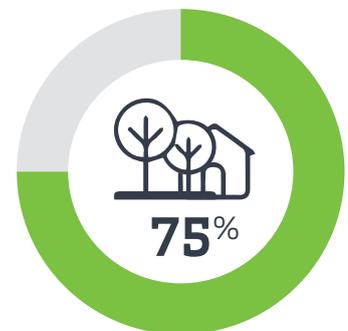
IMPORTANCE OF ICC FUNDING:



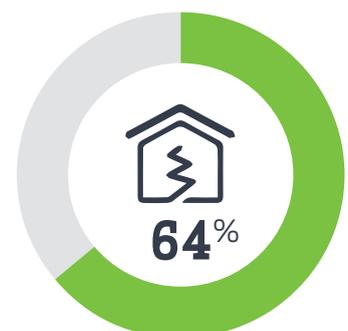
Social housing



CBD rejuvenation



Derelict & overgrown sections



Earthquake strengthening

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Method

2.1 Research Context

This research was designed to provide in-depth and relevant information to inform the 2018 Long Term Plan. In particular, to understand:

- What residents want from Council activities;
- How they perceive the value for money of those activities; and
- The level of service desired.

The research design combined two methods to achieve this:

1. Working groups – qualitative approach to provide depth of insight around community perceptions and needs; and
2. A telephone survey – quantitative measure to provide breadth of insight and a way to generalise perceptions and needs across the community.

Note that Research First has conducted research for ICC in 2013 and 2014 looking specifically at ICC's Community and Regulatory, and Infrastructure activities. This 2016 had a slightly different focus but where possible, results have been compared with previous years to show trends in the community's perceptions of ICC's service provision over time.

2.2 Research Design

2.2.1 Phase One: Working Groups

Council Senior Management Teams

It made sense to start the research by first understanding the different areas of focus for the Council. Research First conducted an initial focus group style discussion with the Council Senior Management Team (SMT). This allowed the researchers to gain some early insight and level of familiarity with the context ICC is operating in prior to talking to Invercargill residents.

General Public

The next step was to conduct working groups with Invercargill residents. The workshop was structured to break out into a segment-specific working groups which included both service users and non-users. Two workshops were conducted covering the following segments based on life stage.

Working Group One	Working Group Two
Young people / couples pre-kids	Empty nesters
Families, young kids	1 – 2 person households
Families, older kids	Other

Councillors

This qualitative phase of the research project will culminate in a workshop with Councillors following presentation of this research report. The Councillors can provide valuable insight into the areas or services they are thinking of allocating more funds and those which may be allocated less money. This will enable Research First to provide more relevant research results that can help guide ICC's thinking.

2.2.2 Phase Two: A Telephone Survey

Phase two of the research project involved a quantitative approach to ensure the overall research insights are representative of the wider Invercargill community. A landline telephone survey was conducted with Invercargill residents in June and July 2016. This design was chosen because (by using probability sampling methods) the results of telephone surveys can be extrapolated with a high degree of accuracy. Also, the presence of a telephone interviewer reduces errors and addresses potential biases resulting from interpretation problems on behalf of participants.

The telephone survey comprised 770 interviews with Invercargill residents (an outline of the achieved sample is provided in Appendix One). A sample of this size provides results with a maximum margin of error of +/-3.5% and means ICC can have confidence in the results.

The margins of error associated with sub groups in the sample will be larger than this (as sampling error is a function of the total size of the sample, irrespective of the size of the population). It is important to keep this in mind, and to remember that the results become less precise as the sample size decreases.

In order to reduce the research burden for respondents and guarantee the quality of information the survey had to be restricted to a reasonable length. The survey was designed as two linked questionnaires, with some questions asked to all respondents (living in Invercargill, the relative importance of ICC provided services and funding in relation to service quality). Respondents were divided into two and asked questions about two different sets of services:

Set A:

- Building Control
- Libraries and Archives
- Pools
- Housing Care
- Grants and Community Funding
- In-Ground Infrastructure

Set B:

- Environmental Health/Food Safety
- Urban Rejuvenation and CBD Development
- Passenger Transport
- Derelict and Overgrown Sections
- Roothing
- Animal Services

Where the sample has been split in half, the maximum margin of error associated with these responses is +/-5% and means ICC can also have confidence in these results.

The telephone survey questionnaire was designed in consultation with ICC and was based on the insights uncovered in the workshops as well as the questionnaires used in the 2013 and 2014 research. Where directly comparable, the results have been compared with results for previous years to show any trends in perceptions over time.

Phase One: Summary of Working Group Discussions



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Community Perceptions: Summary of Working Group Discussions

Community perceptions of living in Invercargill

When discussing the reasons why they live in the area, Invercargill residents placed significant value on their community. Common themes included community spirit, strong family ties and the friendliness of residents on the whole:

🗣️ *'Not so many uptight people down here'.*

The location was also important for residents with many citing the value of outdoor activities, affordability, the pace of a quiet, rural life combined with the ease of accessing the facilities offered by a city:

🗣️ *'a small town community feel with some bigger town facilities'.*

The key issues residents believed their city faced though were:

■ CBD neglect and a lack of vibrancy in the city centre.

The number of empty shops in the CBD is increasing. This was seen to be a result of other retail areas become more popular, parking issues in the city centre, poor upkeep of buildings in general and the perception that building owners are unable or unwilling to meet the requirements of building codes leading to leasing buildings becoming more difficult.

🗣️ *"All the bit in middle which should be the vibrant part, you can see it's dying"*

In order for the central city to thrive, to reduce perceptions of crime and increase feelings of safety in the area, to attract visitors and to meet resident needs these issues are seen to be a priority for Council action. However, what action the Council should take was debated. Building owners and leaseholders in the CBD also have a level of responsibility, but where this level sits is tied in with a further question for Council as to the need for maintenance of the area versus the need for development to facilitate regeneration.

🗣️ *"If you're just sitting on maintenance you're not really moving forward at all, you're literally just stagnant. You have to kind of risk, spend money to make money if you know what I mean."*

■ Population profiles and barriers to attracting new residents

New Zealand is known to have an ageing population and it was accepted that this presents issues for Councils across the country. However, the risks were seen to be heightened for Invercargill due to the industrial profile of the city and concerns around the ability to attract new residents through the job market. Greater Council focus was therefore felt to be needed around positive futures, regional promotion (events, concerts etc. that make the city more attractive) and widening access to existing resources and facilities to encourage population growth.

In addition, the fact that the Invercargill economy is dependent on a limited number of industries is seen as a major barrier to growth. Residents did not think there were sufficient industry and career pathways to attract new residents or enough jobs to support students through their study and to encourage them to stay and pursue career paths when their degrees were complete. Attracting new business to the area and reducing this barrier should therefore also be a Council focus.

🗣️ *"If you compare 100 there are only 10 people who will be getting jobs, otherwise the rest of them study then go back to some other city"*

An ageing population combined with barriers to attracting new generations of residents prompted the belief that the current health infrastructure will not be able to cope with future demands. Residents were concerned that current provision would be inadequate in terms of both facilities and in terms of being able to attract healthcare staff, which would create further problems for the Council in years to come.

■ Lack of facilities and organised activities for young people

Participants displayed concerns that a lack of youth provision in the city was leading to increases in youth drinking and anti-social behaviour.

🗣️ *"There's nothing there for them. I don't want to see them drinking... I see a lot of it, they're getting younger and younger"*

The decline of the CBD has meant there are less people using the area and natural surveillance has been significantly reduced. This increases the risks of antisocial behaviour occurring in these areas; kids are hanging out there with nothing else to do and the risk of being caught seems low.

Residents thought youth provision needed to focus on affordable initiatives, providing safe, sheltered and supervised venues and facilitating ways to increase youth engagement with the community. These needs were thought to be best provided for through a community led approach, able to have a clear understanding of needs and in the position to identify appropriate initiatives. The Council was not seen to be effectively in touch with young people and more suited to a role of infrastructure support and funding.

What is the Council's role in addressing these issues and how should the Council respond to address the city's needs?

Invercargill residents have a strong community focus and a commitment to the area. Further evidence for this was shown in the common theme that developed in identifying a central role of Council as being able to support and enable the positive, unique and special aspects of Invercargill and living in Invercargill to continue. For participants this meant supporting ventures that are for the city, that support residents but also attract visitors, that encourage civic engagement and civic pride and that are accessible and used. The Council's job is to supply 'the skeleton of the city', the physical infrastructure but also the social and community infrastructure.

Participants expressed a need for Council representation to be in touch with community needs and focused on representing them but to also get behind and support the initiatives that are community led. Communication should be about listening to the community and responding to it, being flexible and adaptive to community needs. It should also be effective and timely around Council led initiatives and plans. This might mean looking beyond traditional approaches to connecting with the community in order to inspire the community to become more involved in consultation:

 *Rugby Park: "It would be a fair summary to say: 1) actually whether we were for or against, we didn't have much choice about taking it over, and 2) it'd be nice if they could find a way to utilise it more often"*

In terms of how services should be funded, participants were reluctant to see an increase in rates and were more interested in the Council driving internal efficiencies, identifying new funding streams (private funding, community initiatives, central government funding, user pay charges that incorporate locals' rates or other sources), or investigating how resources could be better alternatively deployed, or deployed more fairly.

Options for changing spend distribution discussed included reviewing spending allocations based on how essential the service is (the impact of dropping service levels) or the frequency of use by residents. Particular disparities were identified around levels of spend dedicated to libraries, whilst this was identified as an essential service for some, perceived usage levels prompted participants to suggest some of this spend could be diverted into bigger priorities of community development and urban regeneration.

The key issues and the spending concerns were also seen to be clearly linked. Improving the CBD, attracting new industry and providing better facilities for younger generations are likely to encourage population growth and therefore rates income. In turn, these factors will increase visitor numbers, driving growth further and increasing the economic impact of user pay services.

 *"Development as well, that's what breeds more money coming into the city. It flows on, there's more rates for the Council to use then they can develop and maintain."*

Phase Two: Survey Findings



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The Benefits of Living In Invercargill

The things residents stated they liked best about living in Invercargill relate to scale, accessibility, community links and community spirit.

Older residents were more likely to draw on the length of their ties to the city and younger residents were slightly more likely to focus on affordable living.

4.1 What do you like best about living in Invercargill

	%	Number of respondents
Convenience/ accessibility	22%	167
Quiet/ not too big	21%	164
The community/ friendly people	19%	148
Born here/ lived here a long time/ It's home	12%	95
The lifestyle	11%	83
Good facilities/ services/ activities	10%	79
Family/ friends are here	9%	71
Good traffic infrastructure/ no congestion	7%	56
It's nice/ like it overall	7%	51
Proximity to rural locations/ activities	6%	46
Affordable living	6%	43
Good place to raise children	6%	43
The climate	6%	43
Safe/ low crime	6%	43
Parks/ open spaces/ environment in general	4%	28
Affordable housing	3%	21
Good education providers	2%	15
Employment opportunities	2%	12
Don't like it	1%	6
Other	2%	14
Don't know	2%	14
NET	100%	770

5

Essential Services

5.1 Priority Services

Infrastructure topped the list of services that residents regard as essential Council services.

- Nearly all residents regarded drainage and sewerage, water, waste and roading as essential; and
- When asked which of the services identified as essential is the most important the largest proportions of residents identified water (21%) and drainage and sewerage (17%).

Earthquake strengthening, parking compliance and overgrown sections/ derelict buildings were seen as lower priority for the Council. Over a quarter of respondents thought these services were non-essential.

Whilst lower proportions also noted corporate planning and the Bluff Community Board as essential around a fifth in each case stated that they did not know. This suggests lower awareness around the value or contribution these services make to residents.

Analysis by age group showed higher proportions of those in the youngest age group (18-24) identified housing care as the most important service the Council provides, compared with other age groups.

Female respondents were more likely than male to identify buses and transport, community development, earthquake strengthening and grants and subsidies as essential.

5.1 Importance of ICC Providing Services

	Essential	Not essential	Don't know/ Not sure
Drainage and Sewerage	98%	1%	0%
Water	98%	2%	0%
Solid Waste	97%	2%	1%
Roading	97%	2%	1%
Toilets	96%	3%	1%
Parks	95%	4%	1%
Libraries and Archives	90%	8%	2%
Pools	88%	11%	1%
Environmental Health / Food Safety	88%	9%	3%
Animal Services	86%	10%	4%
Building Control	82%	11%	7%
Community Development	80%	12%	8%
Bus and Transport	80%	16%	4%
Resource Management	79%	9%	11%
Housing care	79%	16%	5%
Urban Rejuvenation	68%	21%	11%
Grants and Subsidies	67%	24%	9%
CBD Redevelopment	66%	26%	8%
Overgrown Sections and Derelict Buildings	66%	27%	8%
Parking compliance	66%	28%	7%
Earthquake Buildings- fund for earthquake strengthening	64%	28%	8%
Corporate Planning	58%	24%	18%
Bluff Community Board	56%	22%	22%

5.2 *Of the services identified as essential, which one is the most important service the Council provides?*

	%	Number of respondents
Water	21%	158
Drainage and Sewerage	17%	134
Roading	11%	84
CBD Redevelopment	5%	40
Parks	5%	38
Solid Waste	5%	37
Housing care	4%	31
Community Development	3%	23
Bus and Transport	3%	20
Environmental Health / Food Safety	2%	19
Libraries and Archives	2%	16
Urban Rejuvenation	1%	11
Building Control	1%	10
Resource Management	1%	10
Animal Services	1%	6
Toilets	1%	6
Corporate Planning	1%	5
Pools	1%	5
Earthquake Buildings- fund for earthquake strengthening	1%	4
Grants and Subsidies	1%	4
Overgrown Sections and Derelict Buildings	1%	4
Parking compliance	0%	1
Bluff Community Board	0%	0
Don't know	14%	104
NET	100%	770

5.2 Essential Services Funding

For those services identified as essential, respondents were then asked how they felt rates money should be spent to achieve the levels of service desired. Options were to:

- Spend less rates money on the service and provide a lower quality of service;
- Spend the same amount and provide the same level of service; or
- Spend more rates money on the service and provide a higher quality service.

In nearly all cases the majority of respondents wanted to see the same amounts of rates spend and the same level of service provided for the services they regard as essential.

The pattern of opinion was slightly different for the following service areas:

- Roading is seen as a high priority service and a larger proportion of respondents wanted to see more rates money spent in order to provide a better quality service;
- Housing care was seen as essential by fewer respondents but amongst those that regarded it as such, larger proportions wanted to see more rates money spent here in order to provide a higher quality service;
- CBD redevelopment & overgrown sections/derelict buildings were identified as essential services by even fewer respondents. Of those that did identify these as essential services there were higher proportions that were willing to see less money spent here despite this resulting in a lower quality service. This suggests that some of these respondents either think service levels are too high, or that they are willing to prioritise other service areas; and
- Parking compliance and corporate planning had the highest levels of respondents willing to see less money spent here and a lower quality level of service, despite viewing these services as essential.

5.3 Rates spend vs. service levels for essential services

	Less money = lower quality	Same money = same quality	More money = high quality	Number of respondents that regarded the service as essential
Drainage and Sewerage	1%	67%	32%	758
Water	1%	72%	27%	752
Solid Waste	2%	86%	12%	749
Roading	3%	53%	44%	746
Toilets	2%	74%	25%	741
Parks	3%	77%	20%	729
Libraries and Archives	5%	79%	16%	695
Pools	3%	82%	14%	676
Environmental Health / Food Safety	4%	79%	16%	675
Animal Services	9%	80%	11%	665
Building Control	9%	77%	14%	630
Community Development	6%	62%	33%	617
Bus and Transport	9%	67%	24%	613
Resource Management	8%	79%	13%	610
Housing care	3%	58%	39%	609
Urban Rejuvenation	6%	63%	30%	525
Grants and Subsidies	8%	75%	17%	517
CBD Redevelopment	12%	45%	43%	508
Overgrown Sections and Derelict Buildings	11%	57%	32%	507
Parking compliance	19%	74%	7%	505
Earthquake Buildings- fund for earthquake strengthening	8%	56%	37%	491
Corporate Planning	15%	78%	7%	446
Bluff Community Board	6%	82%	13%	431

Community development was a higher priority for 25-34 year olds; a higher proportion in this age group wanted to spend more rates money on the service and provide a higher quality service. This was a lower priority for those in the 65+ age group.

5.3 Funding Sources

9 out of every 10 respondents (87%) identified a need to spend more rates money within at least one of the service areas they saw as essential. When asked where this money should be obtained from, the highest proportion identified the redistribution of current spend over options to increase the funding pool.

5.4 For those services you think should be given more funding should this be obtained through...

	%	Number of respondents
Increasing rates	7%	47
Redistributing how the rates money is currently spent	58%	391
Increased rates and a redistribution of expenditure	15%	100
Different funding sources	20%	132
NET	100%	670

Nearly half of those who thought funding other than through rates was required could not identify the alternative funding source.

5.5 Different funding sources

	%	Number of respondents
Government	18%	24
User pays	10%	13
Businesses/ private sector	9%	12
Investments/ Asset sales	7%	9
Invercargill Licensing Trust	6%	8
Community funding	2%	3
Loans	2%	3
Grants	2%	3
Other	2%	3
Don't know	46%	61
NET	100%	132

6

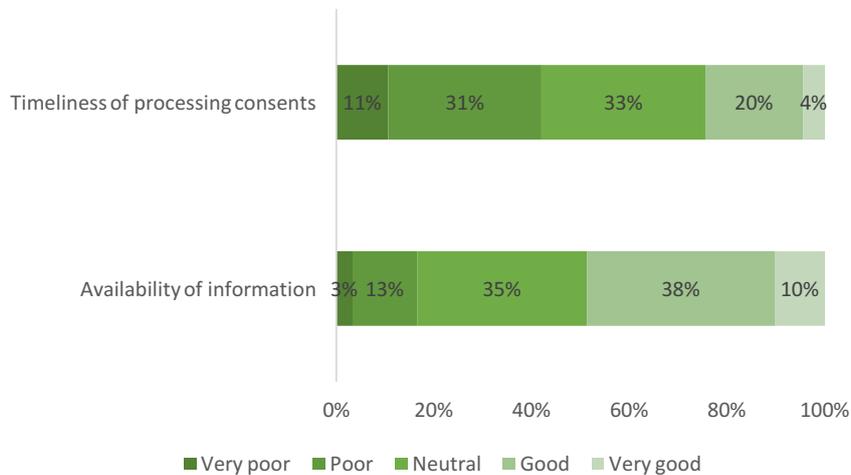
Building Control

6.1 Service Performance

When rating ICC's building control services:

- 24% thought the timeliness of processing consents was good (either good or very good); and
- 49% stated the availability of information was good (either good or very good)¹.

6.1 Service Performance: Building Control



Base: Timeliness of processing consents (245), Availability of information (273)

6.2 Provision of funding assistance to strength earthquake prone buildings

The government is currently working on regulations for earthquake prone buildings. Respondents were asked, if this is not directed by government, how important did they feel it was for ICC to provide funding to assist private owners to earthquake strengthen their buildings.

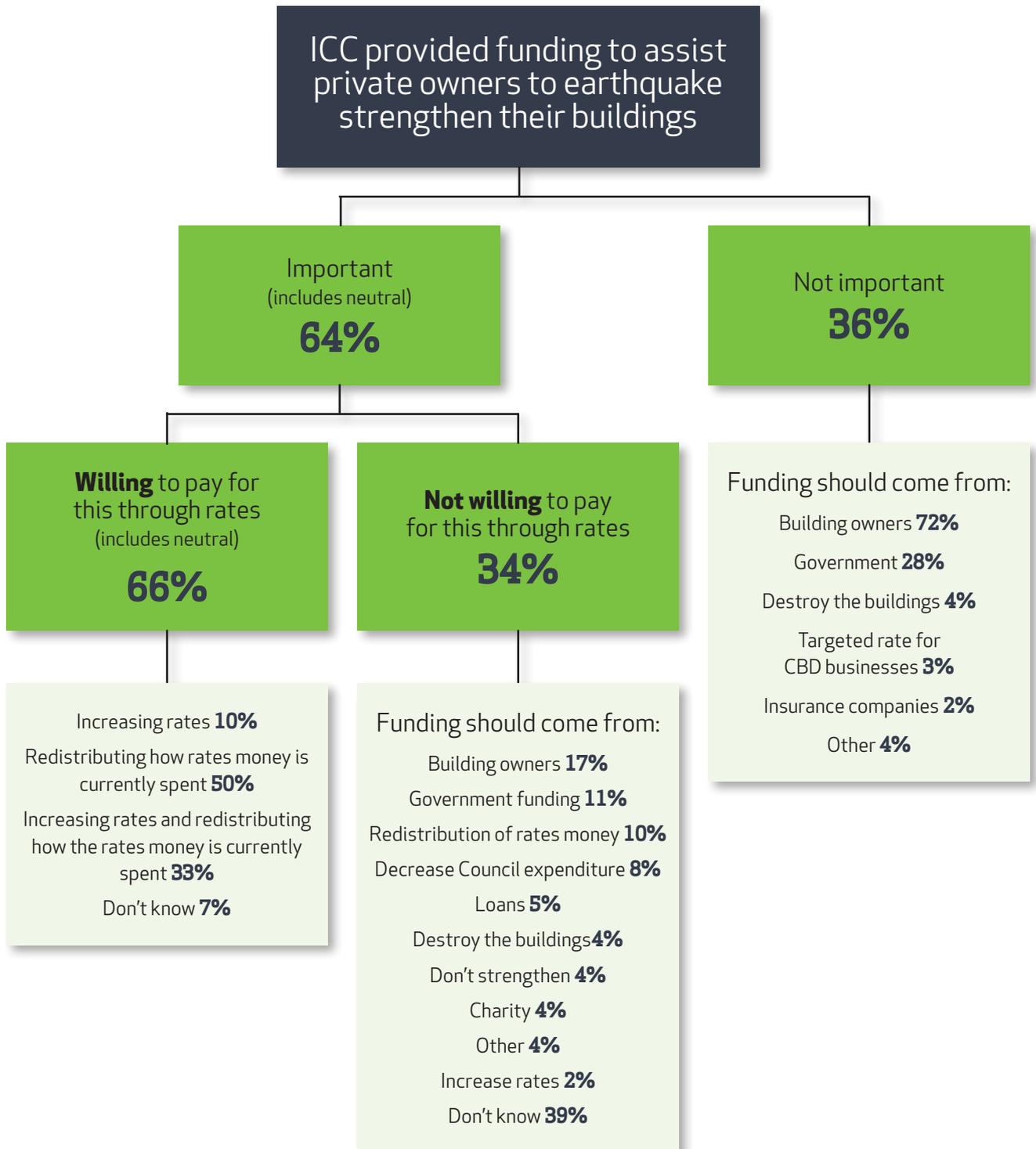
Perceptions on this issue were divided, a similar proportion stated it was important for ICC to provide this funding assistance (37%) to those stating that it was not (36%).

Two thirds of respondents (64%) did not state that ICC funding was not important (i.e. they stated ICC funding was very important, important or gave a neutral response). Of these respondents, two thirds (66%) were also willing to pay for ICC provided funding through their rates (i.e. they stated that they were very willing, willing or gave a neutral response).

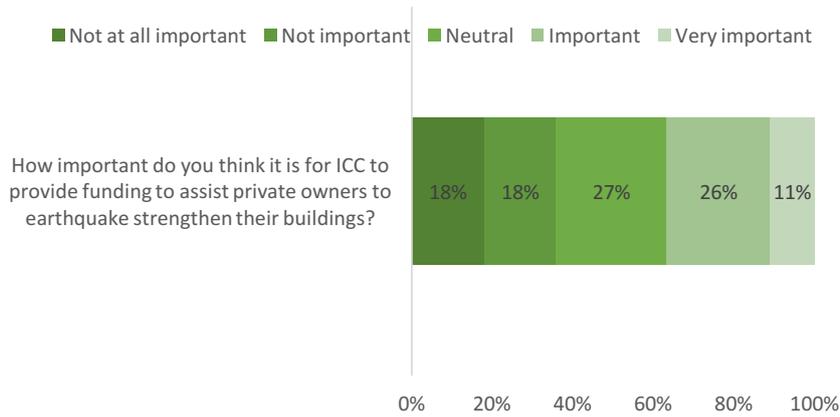
1. The chart shows 38.46% thought the availability of information was good and 10.26% thought it was very good; these figures are rounded down. When combined the figures show the total stating the availability of information was good (either very good or good) was 48.72% which has been rounded up to 49%. This rounding effect is also displayed in other charts in this report.

Perceptions of funding requirements are summarised in the diagram below and shown in detail in the charts following.

6.2 Funding requirements

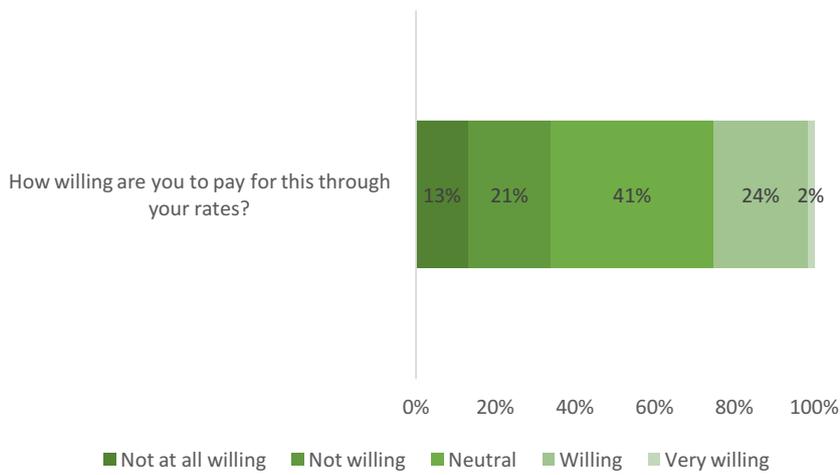


6.3 Importance of ICC provided funding



Base: 382

6.4 Willingness to pay for ICC provided funding through rates



Base: all who thought it was important for ICC to provide funding (neutral - very important) 245

7

Libraries and Archives

Two thirds of respondents (68%) were members of the ICC Library.

There were no differences in membership levels by age group but female participants were more likely to be library members (80% members) than male participants (55% members)

The main reason for non-membership was not reading, buying books or reading e-books. Findings are in line with 2014 results.

Also in line with 2014 results, the majority of respondents could not think of any improvements that could be made to ICC Library services (77% in 2016 and 80% in 2014). None of the suggestions given stood out enough in the survey to suggest that change would be strongly recommended.

7.1 Reasons for non-membership

	%	Number of respondents
Don't read	28%	34
Read e-books	13%	16
Buy books	12%	15
No time/ too busy	10%	12
Location inconvenient	6%	7
Use the internet instead	6%	7
Get books from other sources (eg another library, friends)	4%	5
The library doesn't have books I'm interested in reading	3%	4
Someone else visits on their behalf	3%	4
New to Invercargill/ returning resident	3%	4
Other (please specify):	6%	7
Don't know	7%	8
NET	100%	123

7.2 Improvements to ICC Library services

	%	Number of respondents
Nothing	53%	201
Don't know	24%	93
Keep children's library separate	4%	17
Libraries being up to date with users' needs (e.g, on-line access, e-books)	4%	16
Other (please specify):	4%	14
Increase quantity/ variety of resources (eg books, facilities)	3%	10
Renovate building/ decor	2%	7
Access to free internet / wi-fi	2%	6
Service from library staff	1%	5
Publicising the services they offer (other than book hire)	1%	5
Parking	1%	4
Catering to the needs of all Invercargill residents	1%	3
Archival system	1%	3
Don't install cafe	1%	3
Make children's library more engaging	1%	3
Longer opening hours	1%	2
Fine system	1%	2
Keeping up with international trends	1%	2
NET	100%	382

8

Pools

A fifth of respondents (19%) used Splash Palace weekly or more often. However, a third (33%) stated that they never used it. Usage was highest amongst those aged 25-44 and lower for those aged 65+.

In line with 2014 results, most respondents did not state any extra facilities they would like to see added to Splash Palace. The addition of a gym topped the list of requests from those that did make a suggestion in 2016 (this was third on the list in 2014 after a larger pool and an improved hydroslide).

Only 13% of respondents indicated that they would be likely to use a childcare service if one was offered at Splash Palace.

8.1 Splash Palace – Frequency of Use by Age Group

	18-24	25-34	35-44	45-54	55-64	65+	All respondents
Weekly or more often	6%	34%	30%	19%	16%	7%	19%
Fortnightly	3%	7%	4%	4%	0%	0%	3%
Monthly	19%	12%	22%	9%	8%	1%	11%
Once per two to three months	13%	10%	12%	7%	5%	5%	8%
Once or twice per year	32%	21%	3%	14%	13%	7%	13%
Less often than yearly	13%	9%	10%	20%	16%	14%	14%
Never	13%	7%	19%	27%	43%	66%	33%
Base	31	58	69	74	63	86	382

8.2 What extra facilities would you like to see at Splash Palace?

	%	Number of respondents
Gym	7%	25
Larger pool/ more pool space	4%	15
Additional hydroslide	4%	14
Bigger/more changing rooms	3%	11
More activities	3%	10
Not a gym	2%	7
Price decrease	2%	7
Additional 25m pool	2%	6
Cleaner facilities	2%	6
Bigger carpark	1%	5
Swim classes	1%	5
Childcare service	1%	3
Sauna/ spa	1%	3
Better cafe	1%	3
More showers	1%	2
Lazy river	1%	2
More seating	1%	2
Other	5%	19
Don't know/nothing	71%	272
NET	100%	382

8.3 Likelihood of using a childcare service – By Age Group

	18-24	25-34	35-44	45-54	55-64	65+	All respondents
Very unlikely	71%	48%	67%	68%	70%	84%	69%
Unlikely	13%	16%	12%	15%	16%	10%	14%
Neutral	6%	3%	1%	9%	5%	2%	4%
Likely	6%	14%	10%	4%	6%	2%	7%
Very likely	3%	19%	10%	4%	3%	1%	7%
Base	31	58	69	74	63	86	382

9

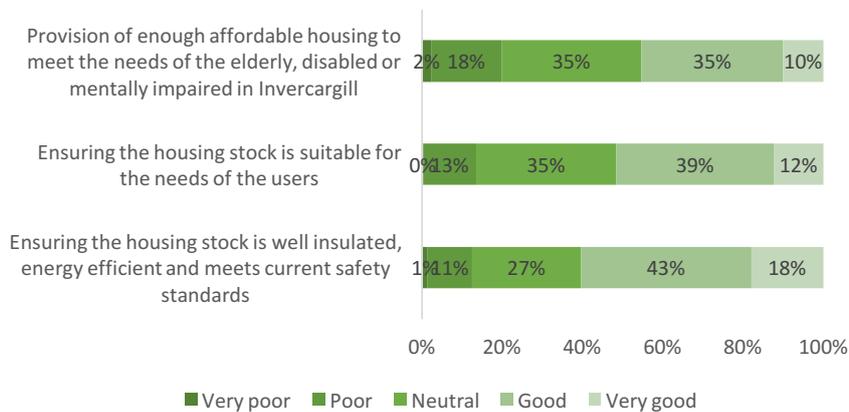
Housing Care

9.1 Service Performance

When rating ICC's Housing Care Service:

- 45% thought ICC's provision of enough affordable housing to meet needs was good;
- 52% thought ICC was good at ensuring housing stock was suitable for users' needs; and
- 60% thought ICC was good at ensuring housing stock was well insulated, energy efficient and met current safety standards.

9.1 Service Performance: ICC Housing Care Service



Base: Provision (221), Suitable for needs (221), Well insulated, energy efficient and meeting safety standards (207)

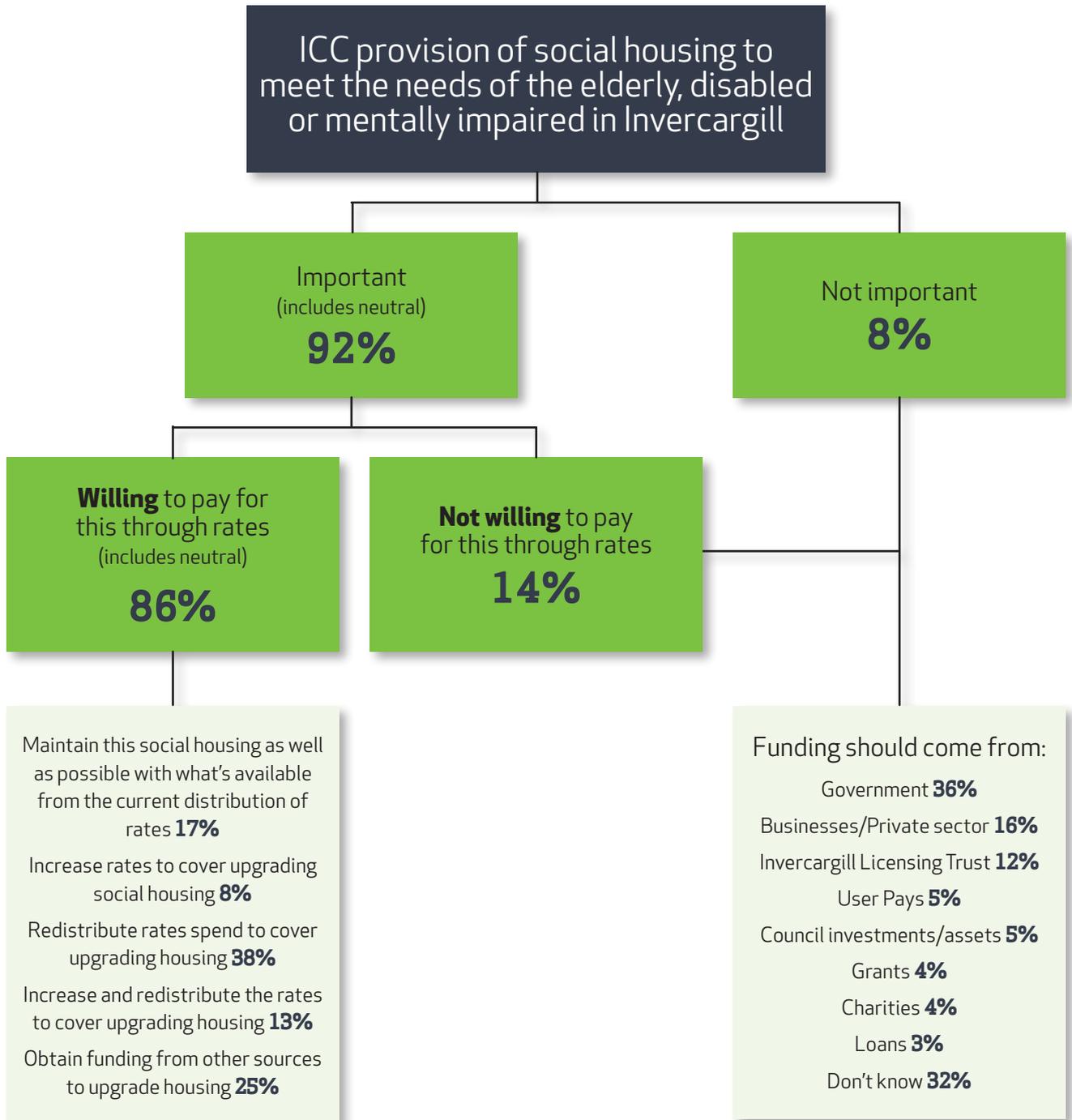
9.2 Provision of Social Housing

Invercargill residents believe that providing social housing to meet the needs of the elderly, disabled or mentally impaired in Invercargill is an important role for ICC; 79% identified that it was important and just 8% felt that it was not.

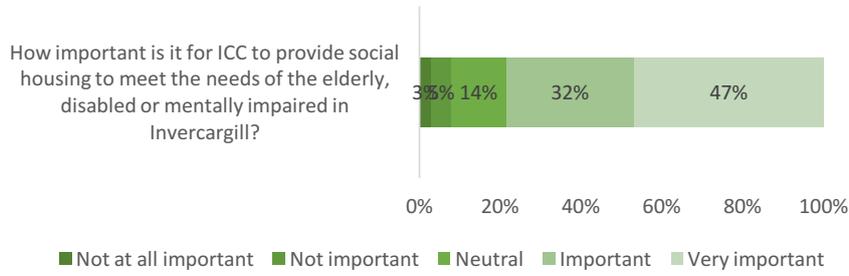
Of those that did identify it as 'not unimportant' (92%) the majority were willing to pay for services through their rates (86%).

Perceptions of funding requirements are summarised in the diagram below and shown in detail in the charts following.

9.2 Funding requirements

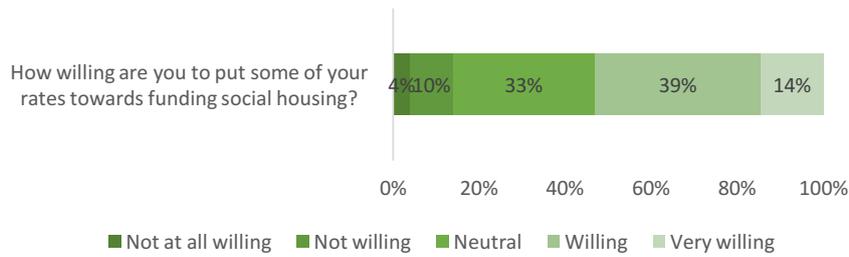


9.3 Importance of ICC provided funding



Base: 382

9.4 Willingness to pay for ICC provided funding through rates



Base: all who thought it was important for ICC to provide funding (neutral - very important) 352

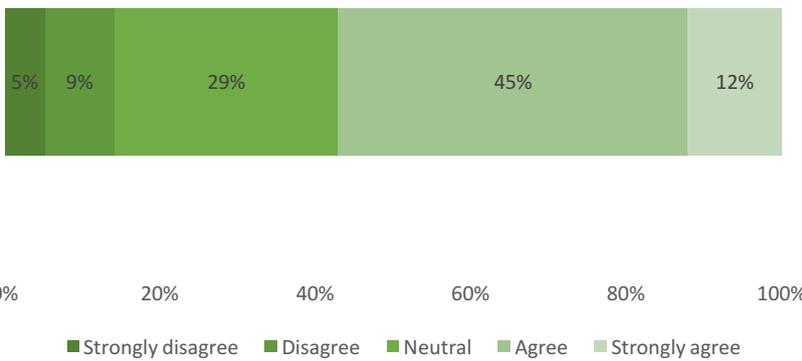
10

Grants and Community Funding

ICC provides grants and funding for community groups such as The Southland Museum and Art Gallery Trust Board, the Events Fund and the Bluff Pool Trust.

Around half of respondents (57%) agreed that the Council should continue to provide funding for these services using rates money.

10.1 How much do you agree or disagree the Council should continue to provide funding for community groups using rates money?



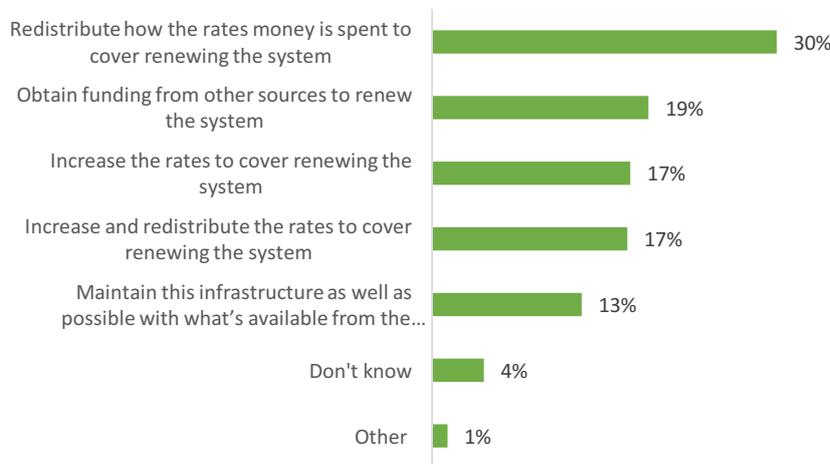
Base: 382

In-Ground Infrastructure

Perceptions of how to replace in-ground infrastructure that is nearing the end of its life were mixed. A third of respondents (30%) thought ICC should redistribute the current rates spend to cover renewal but half of respondents (52%) thought additional funding would be needed.

Respondents who felt funding should be obtained from other sources identified central government as the primary source.

11.1 *The in-ground infrastructure is nearing the end of its life and needs replacing. Do you think ICC should...?*



Base: 382

11.2 *Other funding sources*

	%	Other funding sources
The Government	39%	28
Businesses/Private sector	11%	8
Loans	10%	7
Invercargill Licensing Trust	6%	4
Decrease council expenditure	6%	4
Council investments/assets	4%	3
Other (please specify):	8%	6
Don't know	23%	16
NET	100%	71

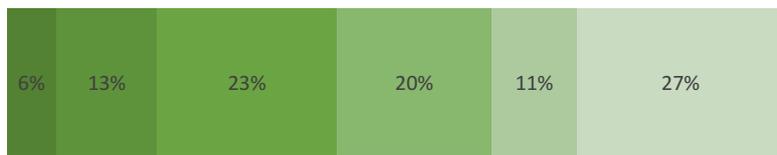
12

Environmental Health

A third of respondents (31%) thought ICC was good at promoting noise control for noisy parties.

About half of respondents gave a neutral response or no opinion suggesting they had not experienced the service.

12.1 How well the ICC promotes noise control for noisy parties



Base: 388

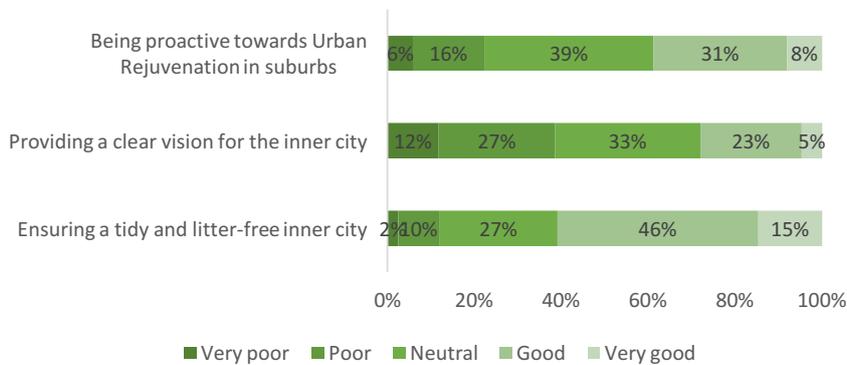
13

Urban Rejuvenation and CBD Development

13.1 Service Performance

- 39% thought ICC's performance was good in relation to being proactive towards urban rejuvenation in suburbs;
- 28% thought ICC was good at providing a clear vision for the inner city; and
- 61% thought ICC was good at ensuring a tidy and litter-free inner city.

13.1 Service Performance: ICC Urban Rejuvenation and CBD Development



Base: Urban Rejuvenation in suburbs (359), Vision for the inner city (365), Tidy and litter free inner city (376)

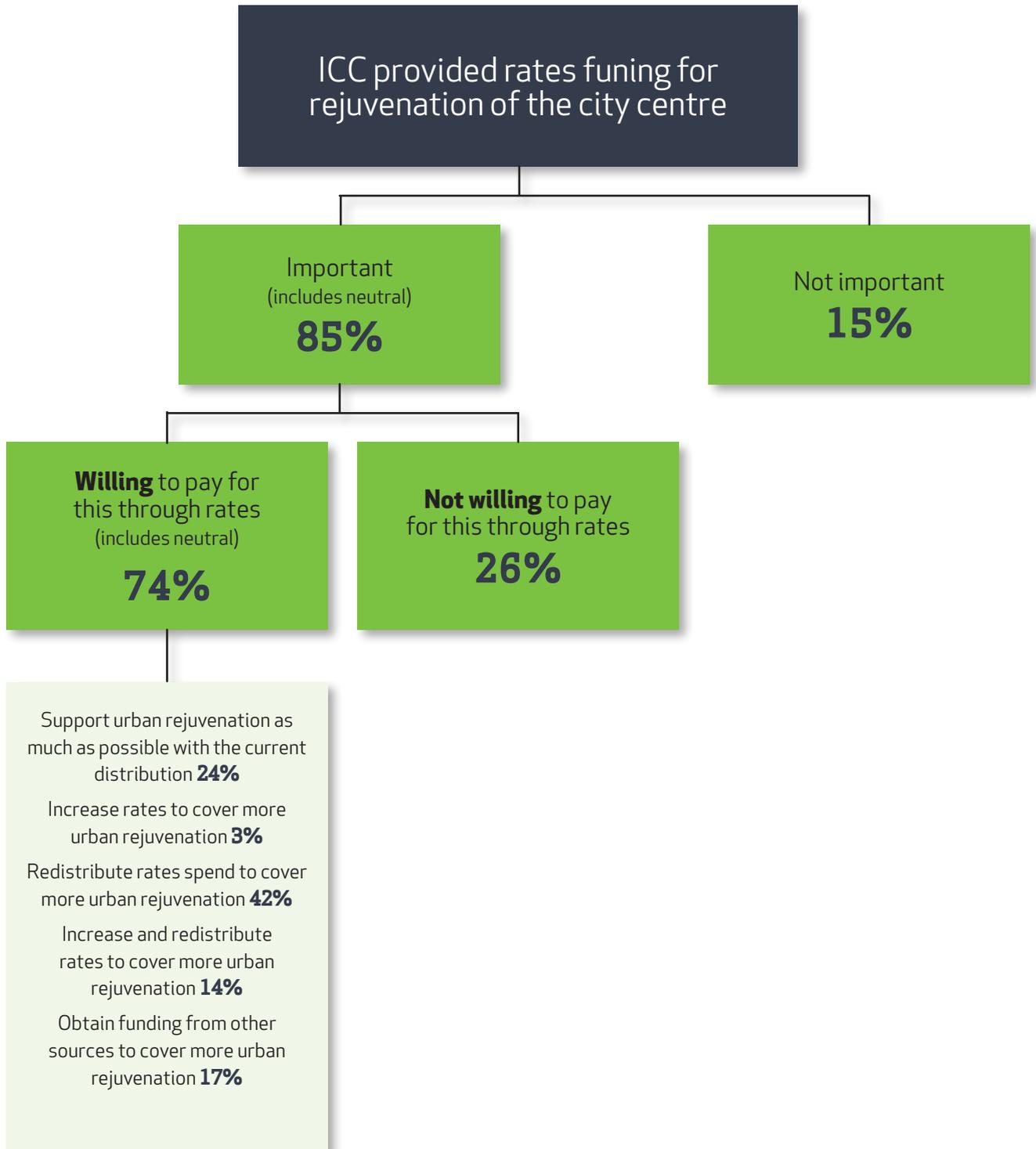
13.2 Provision of City Centre Rejuvenation

Half of respondents (48%) thought that it was important that the ICC provided rates funding for rejuvenation of the city centre. However, nearly a third gave a neutral response on this issue (37%).

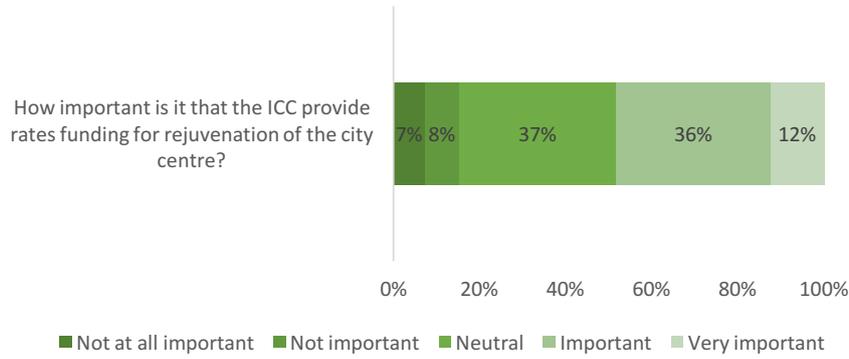
Of those that did identify it as 'not unimportant' (85%) the majority were willing to pay for services through their rates (74%).

Perceptions of funding requirements are summarised in the diagram below and shown in detail in the charts following.

13.2 Funding requirements

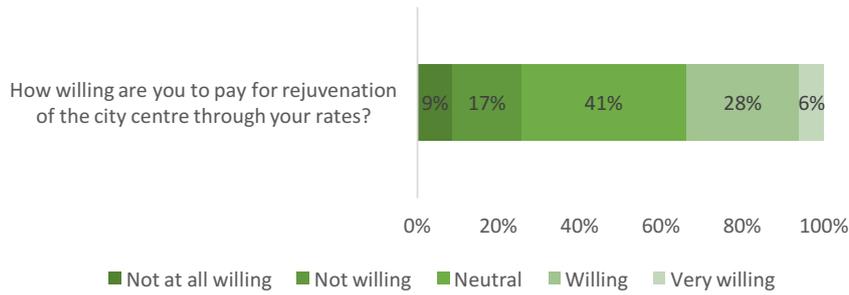


13.3 Importance of ICC provided funding



Base: 388

13.4 Willingness to pay for ICC funding through rates



Base: all who thought it was important for ICC to provide funding (neutral - very important) 329

13.5 Other funding sources identified

	%	Number of respondents
Targeted rate on businesses	14%	6
Outsourcing/ Private sector investment	12%	5
Invercargill Licensing Trust	10%	4
Government	10%	4
Grants	5%	2
Council investments/assets	5%	2
Charities/ community groups	5%	2
Other	17%	7
Don't know	33%	14
NET	100%	42

14

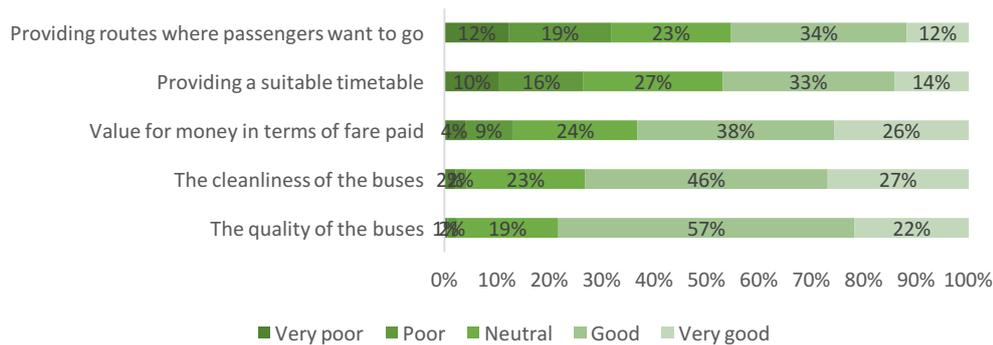
Passenger Transport

Questions relating to passenger transport were asked of the 195 respondents who stated they had a bus service in their area.

14.1 Service Performance

- 45% rated the bus service positively in terms of providing routes where passengers want to go²;
- 47% rated the bus service positively in terms of providing a suitable timetable;
- 63% rated the bus service positively in terms of providing value for money for fares paid;
- 73% rated the bus service positively in terms of cleanliness of buses; and
- 78% rated the bus service positively in terms of the quality of buses.

14.1 Service Performance: Passenger Transport



14.2 Frequency of Use

Frequency of bus use was low amongst respondents; only 17 out of 195 people stated that they use the bus at least weekly.

For those using the bus service less than weekly, reasons for low use focused on a preference for other modes of transport and the perception that the bus service is inconvenient. These findings are in line with 2014 results.

2. In 2014 service performance was measured on a 7-point scale and sample sizes were smaller; results are not directly comparable.

14.2 How frequently do you catch a bus in Invercargill?

	%	Number of respondents
Daily	0%	0
Multiple times a week	4%	8
Weekly	5%	9
Fortnightly	3%	5
Monthly	8%	15
Less often	81%	158
NET	100%	195

14.3 Why do you not use the bus service more regularly?

	%	Number of respondents
Prefer to drive	37%	65
It is more convenient to drive	35%	62
Prefer to cycle/ walk	15%	27
The bus routes are inconvenient for me	15%	27
Bus timetable is not convenient	13%	24
Don't go into town	4%	8
Too slow/ routes too long	3%	5
Have a work vehicle	3%	5
Bus fare is too expensive	2%	3
Disabled so other options more convenient	2%	3
Other (please specify):	3%	6
Don't know/ No reason	1%	2
NET	100%	178

Suggested Improvements

All respondents were asked what aspects of the bus service they would like to see improved. Nearly two thirds (60%) stating that they did not know, suggesting that engagement with the service is low. Changes to routes and timetables were the most frequent suggestions from those that did list an improvement.

14.4 What, if any, aspects of the Bus Service need to be improved

	%	Number of respondents
Providing routes where passengers want to go	13%	50
Providing a suitable timetable	10%	39
More frequent buses	3%	11
Shorter routes	3%	11
More/ better shelters	3%	10
Better promotion/ marketing	2%	9
Providing an easy to use bus service	2%	7
Smaller buses	2%	7
Cheaper fares	2%	6
Provide rural bus service	2%	6
More stops	2%	6
Ease of determining which bus to catch and where	1%	3
Driver behaviour	1%	3
Better vehicles	1%	3
Free for senior citizens	1%	3
Provide a central depot	1%	2
Other (please specify):	5%	19
Nothing/ good service	2%	9
Don't know	60%	233
NET	100%	388

15

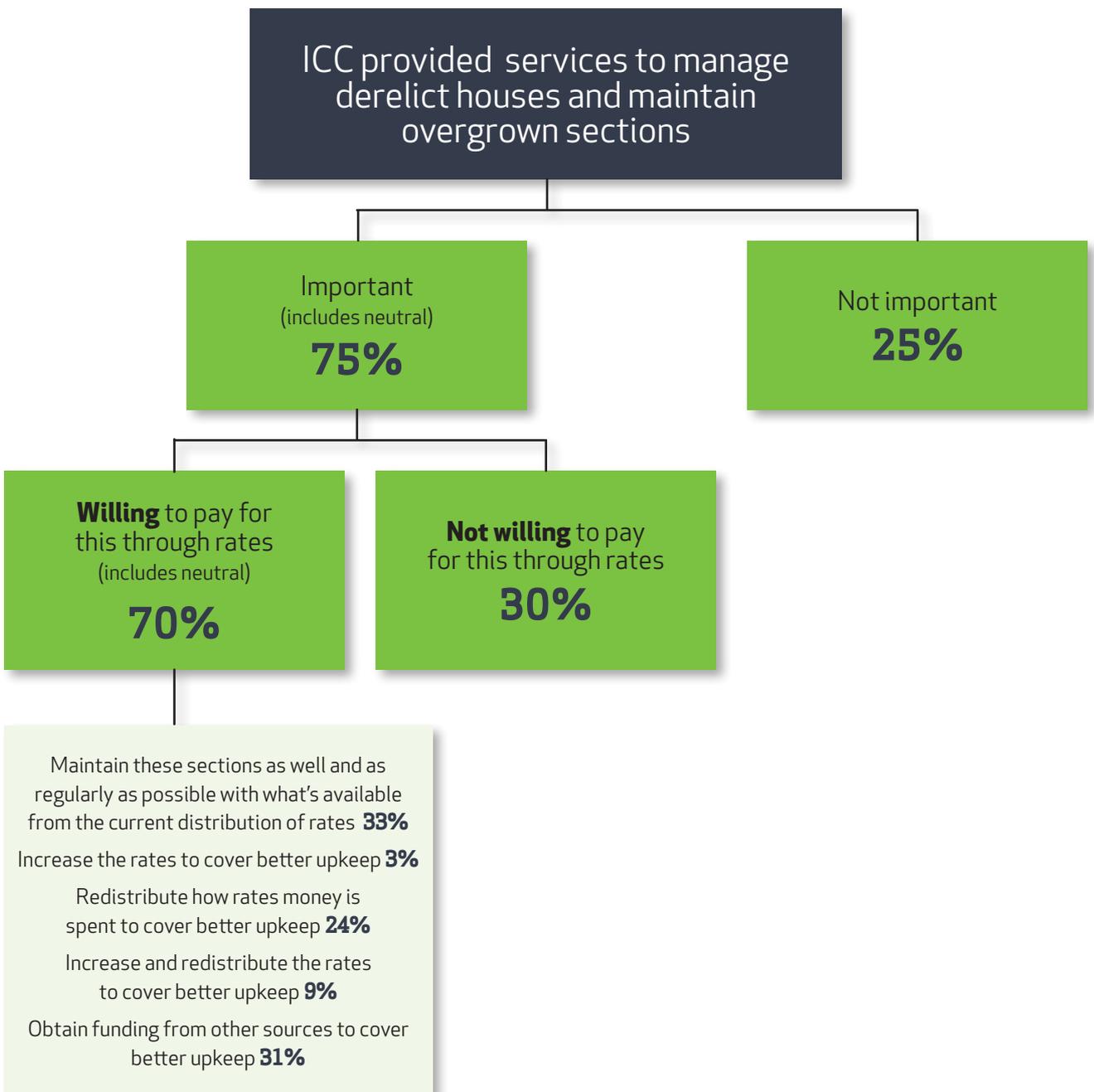
Derelict and Overgrown Sections

Half of respondents (53%) thought that it was important that the ICC provided services to manage derelict houses and maintain overgrown sections.

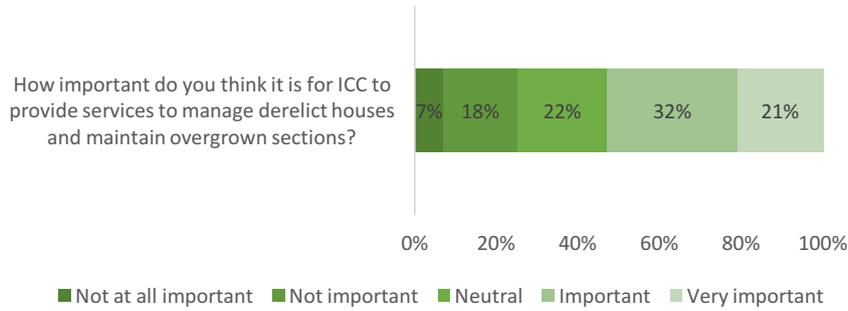
Of those that did identify it as 'not unimportant' (75%) the majority were willing to pay for services through their rates (70%).

Perceptions of funding requirements are summarised in the diagram below and shown in detail in the charts following.

15.1 Funding requirements

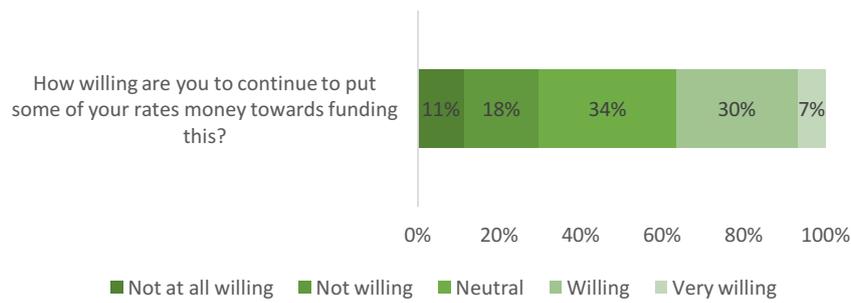


15.3 Importance of ICC provided funding



Base: 388

15.4 Willingness to pay for ICC funding through rates



Base: all who thought it was important for ICC to provide services (neutral - very important) 290

15.5 Other funding sources identified

	%	Number of respondents
Property owners/Landlords	73%	46
Government	8%	5
Sell the properties	3%	2
Invercargill Licensing Trust	2%	1
Charities/ community groups	2%	1
Council investments/ assets	2%	1
Don't know	13%	8
NET	100%	63

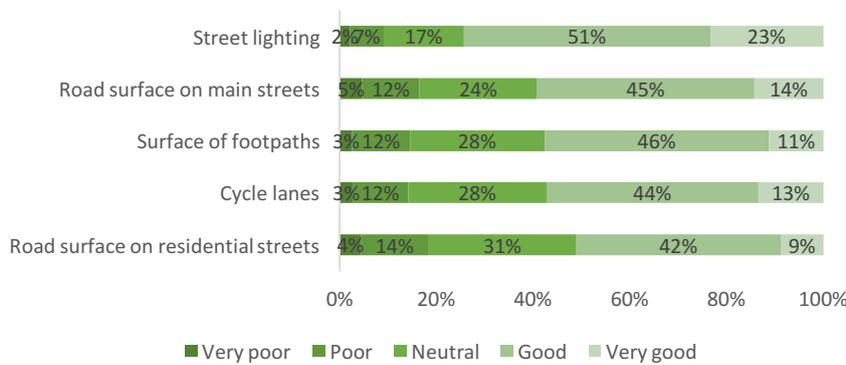
16

Roading

16.1 Service Performance

- Street lighting was the top performing aspect of roading asked about with 74% stating they thought it was good;
- 59% thought the road surface on main streets was good;
- 58% thought the surface of footpaths was good;
- 57% thought cycle lanes were good; and
- 51% thought the road surface on residential streets was good.

16.1 Service Performance: Roothing

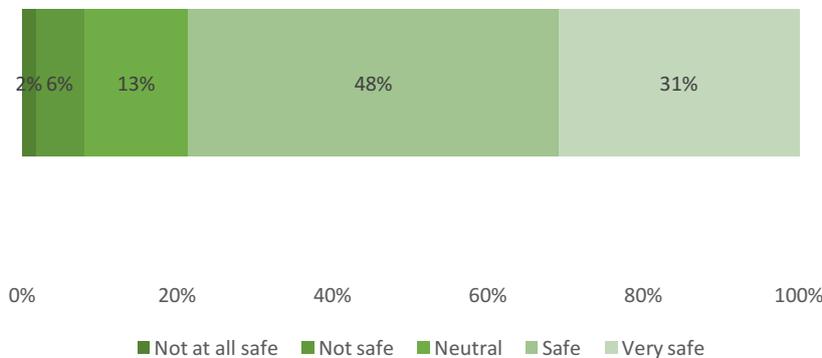


Base: street lighting (385), road surface on main streets (387), surface of footpaths (385), cycle lanes (337), road surface on residential streets (386)

16.2 Safety

Only 8% of respondents stated that they do not feel safe when using the roads in Invercargill; nearly a third of respondents (31%) felt very safe.

16.2 How safe do you feel when using the roads in Invercargill?



16.3 Suggested Improvements

Road surfacing topped the list of aspects of the city's roading that respondents felt needed to be improved.

16.3 What, if any, aspects of the city's roading need to be improved?

	%	Number of respondents
Surface of residential streets	19%	73
Surface of main streets	16%	64
Road signs, markings, signals	8%	31
Surface of footpaths	7%	27
Cycle lanes	6%	25
Effectiveness of roundabouts in managing traffic flow	5%	21
Roadworks better coordinated/ less disruptive	5%	20
Intersection safety/ design	4%	14
Street lighting	3%	11
Reconsider bulbous kerbs	3%	11
Roadworks should repair/replace not patch	3%	11
Maintenance	2%	9
Cleanliness of the roads	2%	8
Repair potholes	2%	7
Driver behaviour	2%	7
Traffic lane design	2%	7
Road sweeping	2%	6
More traffic lights	2%	6
More roundabouts	1%	5
Surface of cycle lanes	1%	5
Drainage	1%	4
Location of pedestrian crossings	1%	3
Widen road	1%	3
Information/ direction signs	1%	2
Other (please specify):	7%	27
Nothing/ good service	3%	10
Don't know	30%	115
NET	100%	388

17

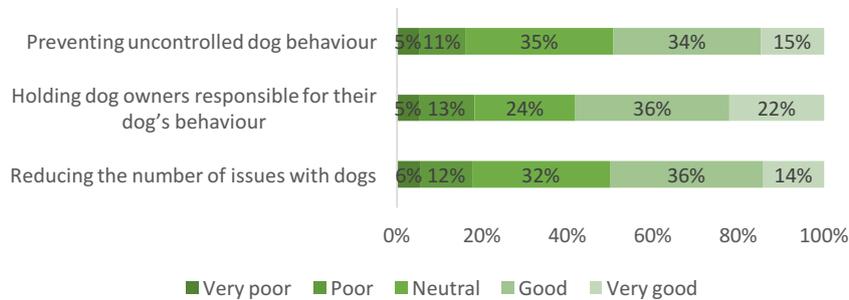
Animal Services

17.1 Service Performance

Around half of respondents in each case thought ICC Animal Services performed well for:

- Preventing uncontrolled dog behaviour (49%);
- Holding dog owners responsible for their dog's behaviour (58%); and
- Reducing the number of issues with dogs (50%).

17.1 Service Performance: Animal Services

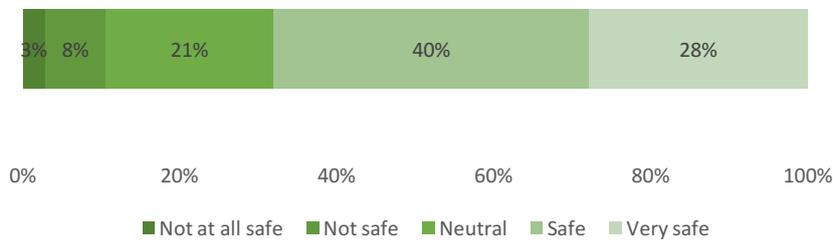


17.2 Safety

In relation to dog control, two thirds of respondents (68%) stated they felt safe around Invercargill.

There were no significant differences in the results by age group but male respondents were more likely to state that they felt safe (73%) compared to female respondents (63%).

17.2 Thinking about dog control, how safe do you feel around Invercargill?



A1

Appendix One: Survey Respondent Profile

<i>Resident status</i>	%	Number of respondents
Ratepayer	89%	682
Non-ratepayer	11%	88
NET	100%	770

<i>How many years have you lived in Invercargill?</i>	%	Number of respondents
0-2	2%	16
3-5	3%	23
6-10	7%	51
11-15	9%	68
16-20	8%	61
20+	71%	550
Prefer not to say	0%	1
NET	100%	770

<i>Current employment status</i>	%	Number of respondents
Full-time	45%	344
Self-employed	8%	62
Part-time	18%	137
Beneficiary	3%	22
Student	3%	21
Retired	19%	144
Unemployed	1%	7
Seasonal worker	1%	5
Homemaker	3%	25
Other (please specify)	0%	3
NET	100%	770

<i>Ethnicity</i>	%	Number of respondents
NZ European	91%	703
Maori	8%	58
Other European	3%	20
Asian	1%	8
Pacific Islander	1%	4
Other (please specify)	0%	3
Declined	1%	5
NET	100%	770

<i>Gender</i>	%	Number of respondents
Male	49%	377
Female	51%	393
NET	100%	770

<i>Age</i>	%	Number of respondents
18-24	8%	61
25-34	15%	117
35-44	18%	139
45-54	20%	151
55-64	17%	129
65+	22%	172
Prefer not to say	0%	1
NET	100%	770

<i>Suburb</i>	%	Number of respondents
Appleby	4%	33
Avenal	2%	13
Bluff	2%	14
CBD area	1%	6
Clifton	1%	10
Georgetown	5%	35
Gladstone	5%	41
Glengarry	4%	33
Grasmere	6%	43
Green Point	0%	0
Greenhills	0%	2
Hawthorndale	3%	24
Heidelberg	5%	35
Kennington	0%	3
Kingswell	4%	32
Lorneville	1%	6
Makarewa	1%	11
Myross Bush	2%	18
New River Ferry	0%	0
Newfield	5%	37
Omaui	0%	0
Otatara	4%	33
Prestonville	0%	1
Richmond	5%	36
Rockdale	2%	12
Seaward Bush	0%	3
Strathern	6%	44
Tisbury	2%	14
Waihopai	0%	3
Waikiwi	9%	67
Waimatua	0%	1
Waverley	4%	28
West Invercargill	0%	1
Windsor	8%	60
Other	3%	26
Rosedale	4%	31
Kew	1%	5
Hargest	1%	9
NET	100%	770



Research First

Wanaka

28 Helwick Street
Wanaka 9305

Christchurch

105 Gasson Street
PO Box 94, Christchurch 8140

Wellington

Level 12, 215-229
Lambton Quay, Wellington 6140

www.researchfirst.co.nz