



Te Tai Tokerau – Northland Destination Management Plan (DMP)

Why is Destination Management important?



DM brings together different stakeholders to achieve the common goal of developing a well-managed, sustainable visitor destination. It is an ongoing process that requires destinations to plan for the future and considers the social, economic, cultural and environmental risks and opportunities.

MBIE definition

We're underway....



Developing a regional DMP a key project in the TTNEAP (Tai Tokerau Northland Economic Action Plan)

Needed funding to progress

Opportunity to focus on domestic tourism due to COVID impacts

\$120k recently provided by Te Au Marie Trust

Partnership formed to oversee DMP development and delivery

DMP process underway to be completed in the first quarter of 2021

Initial Kaipara workshops held, working closely with KDC re District DMP

Engagement Hui – Top line Themes and Messages

- **Infrastructure** was a big topic in every meeting, complaints about roading, phone coverage, and internet speed.
- **Social inequality** across the region was noted with a strong will/need to address
- **Seasonality** prevents strong economic viability of businesses and creates large unemployment issues
- **Stories** need to be told, better wayfinding and interpretation wanted across the region
- **Maori culture** needs to be at the forefront, and new education policy creates a huge opportunity to present this
- A **united identity** for the region is lacking. Is this possible?
- **Aucklanders and locals** are the focus target audiences.
- Better **sector communication and collaboration** is sort
- There is a strong appetite for greater **environmental protection** (land and marine)
- Growing acceptance that we need to start changing the **funding model** for free activities and access to certain places
- Positive feedback about the **breadth of engagement** and stakeholder **agency involvement**
- People want to see **action and change** from this plan

Why KDC's DMP is important?

- Kaipara need to increase its share of the tourism economy in Northland
- Diversify Kaipara's economic base and draw in new residents and businesses
- Kaipara missing out on tourism traffic with majority bypassing to Far North District
- Plan that highlights opportunities and priorities enables KDC to access funding
- What is Kaipara's identity? - tourists attraction to rural NZ – understand this opportunity for Kaipara
- Link to and build on the PGF's significant investment into Kaipara Kickstart – Kai, Wharves, Roads
- Join up information that exists already, e.g.
 - Ancient Kauri Coast Trail
 - Walking & Cycling Strategy
 - Spatial Planning
 - NZTA township planning and wayfinding

How are the two plans coming together?

- KDC attendance at community workshops
- Combined Northland council workshop with Northland Inc
- Meneth Consulting sharing their learnings and data with Kaipara to incorporate into plan
- Plan Design – both plans will have similar look and feel
- No doubling up - KDC will get into greater detail than regional plan
- Regular contact between KDC plan lead and Meneth Consulting

Timeframe

- By end of 2020 – engagement and data results complete, KDC existing information collated, destinations defined.
- Early 2021 – Kaipara identity plan, and ongoing DMP support needs understood

MANGAWHAI SPATIAL PLAN

Proposed revisions after submissions



Kaipara District Council
Campbell Brown Planning
Urbanismplus
Council briefing 4 November 2020

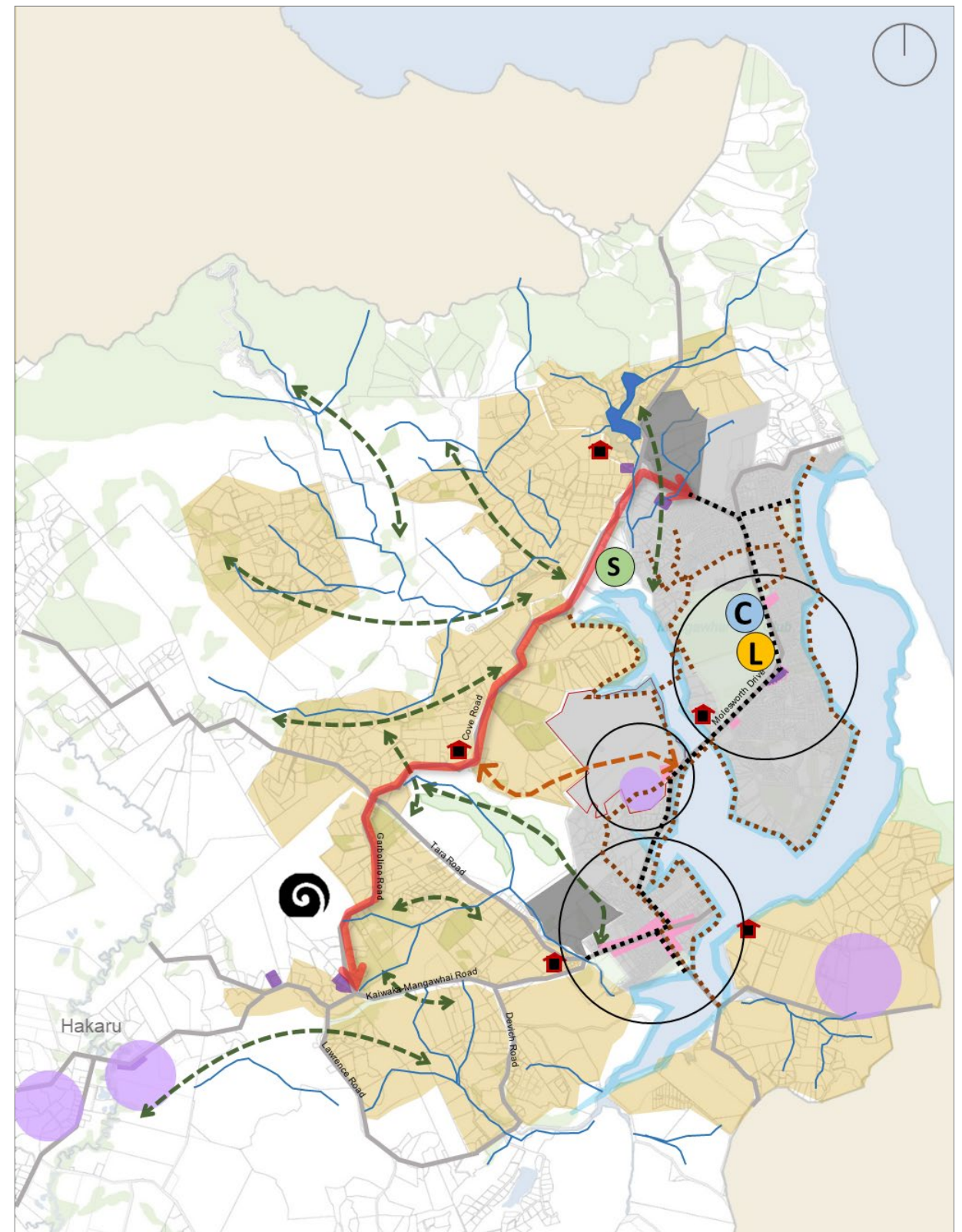
The Opportunity



Spatial plan

Legend

-  Te Ika Ranganui
-  Potential Whaharau
-  Existing urban area
-  Urban Expansion areas
-  Green Network
-  Rural Residential (lifestyle) areas
-  Commercial areas
-  Industrial land
-  Coastal edge
-  Potential biodiversity linkages
-  Western access approach
-  Rivers and Streams
-  Potential indicative new linkage
-  Key walking and cycling route
-  Slow Street
-  Possible sports field location
-  Possible library location
-  Possible Council office location
-  Centre



The Mangawhai Community Plan Vision

*Mangawhai will **grow well**. While we grow, we shall care for **nature**, encourage a **slow pace** and **active lifestyle**, and retain the **coastal character** and **history**.*

Strategic Response that builds on MCP and consultation:

1	natural environment	protect and enhance biodiversity links, waterways, and the coastal area
2	iwi and cultural	celebrate Māori culture and make local history visible
3	three waters	provide efficient, clean infrastructure that will serve the community well into the future
4	living environment	direct growth outcomes which support community needs and housing choices
5	community	strengthen, enable and connect the local community through facilities and programmes
6	employment	support the local economy, and attract more visitors, entrepreneurs, and employment uses
7	transport	improve safe walking and cycling options, and manage vehicular traffic

Key feedback and technical issues

- Strong general support for the strategy and its approach to residential and commercial growth conditional on some adjustments.
- Minor changes to community facilities and transport.
- Concerns on how growth is funded.

Key resulting changes

- Rural residential zone modified and extended.
- Minor commercial zone modifications.
- Review extent of industrial zone at Hakaru.
- Less explicit around locational options for community facilities.
- Bus loop and link between Cove Road and Molesworth Drive.
- Statement in Spatial Plan that growth needs to be self-funded.
- Constraints map does not preclude buildings and development in the Tsunami Evacuation Area.

Original

Natural Environment

Revised



Recommended response to feedback

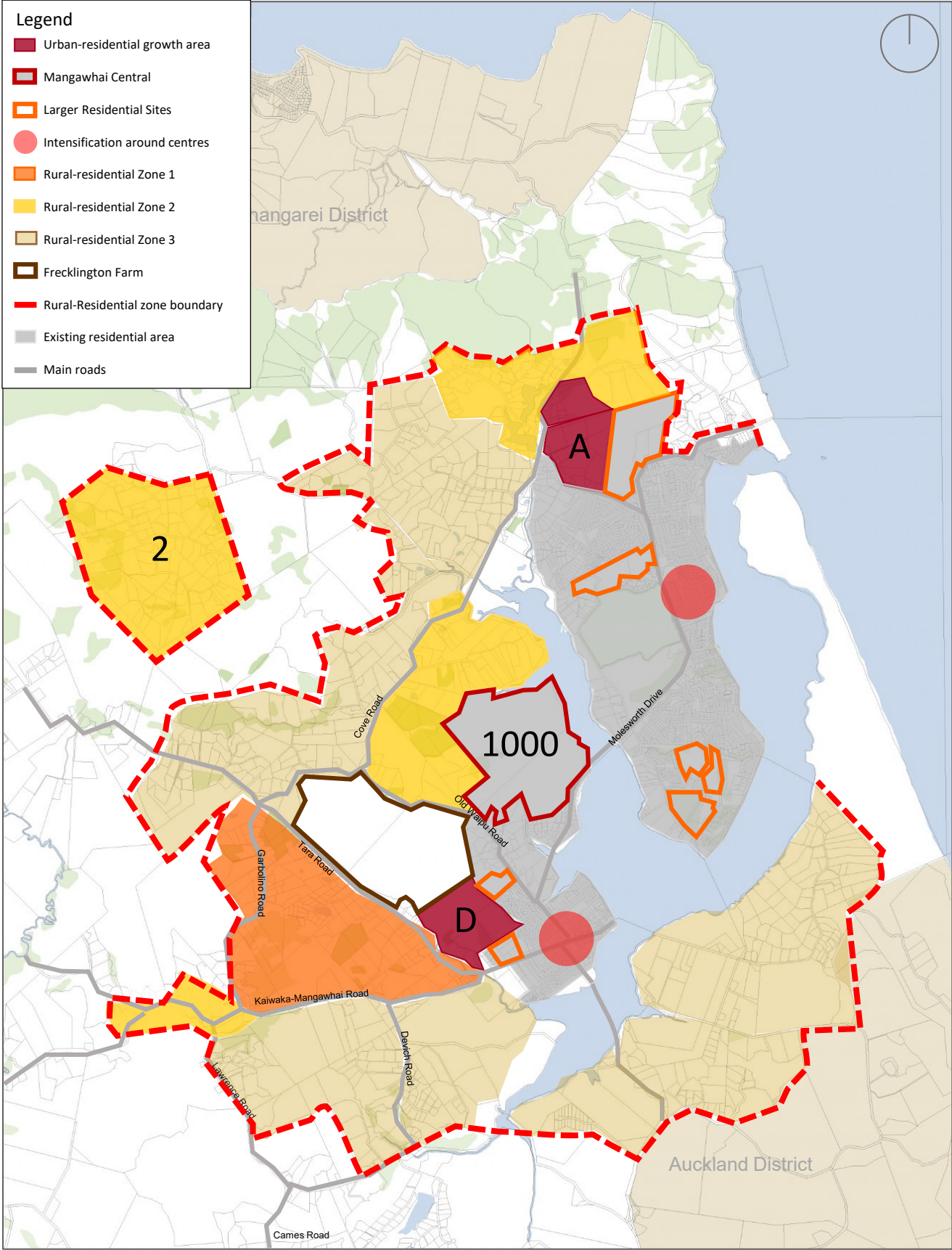
4. Residential character

Support for the general growth strategy.

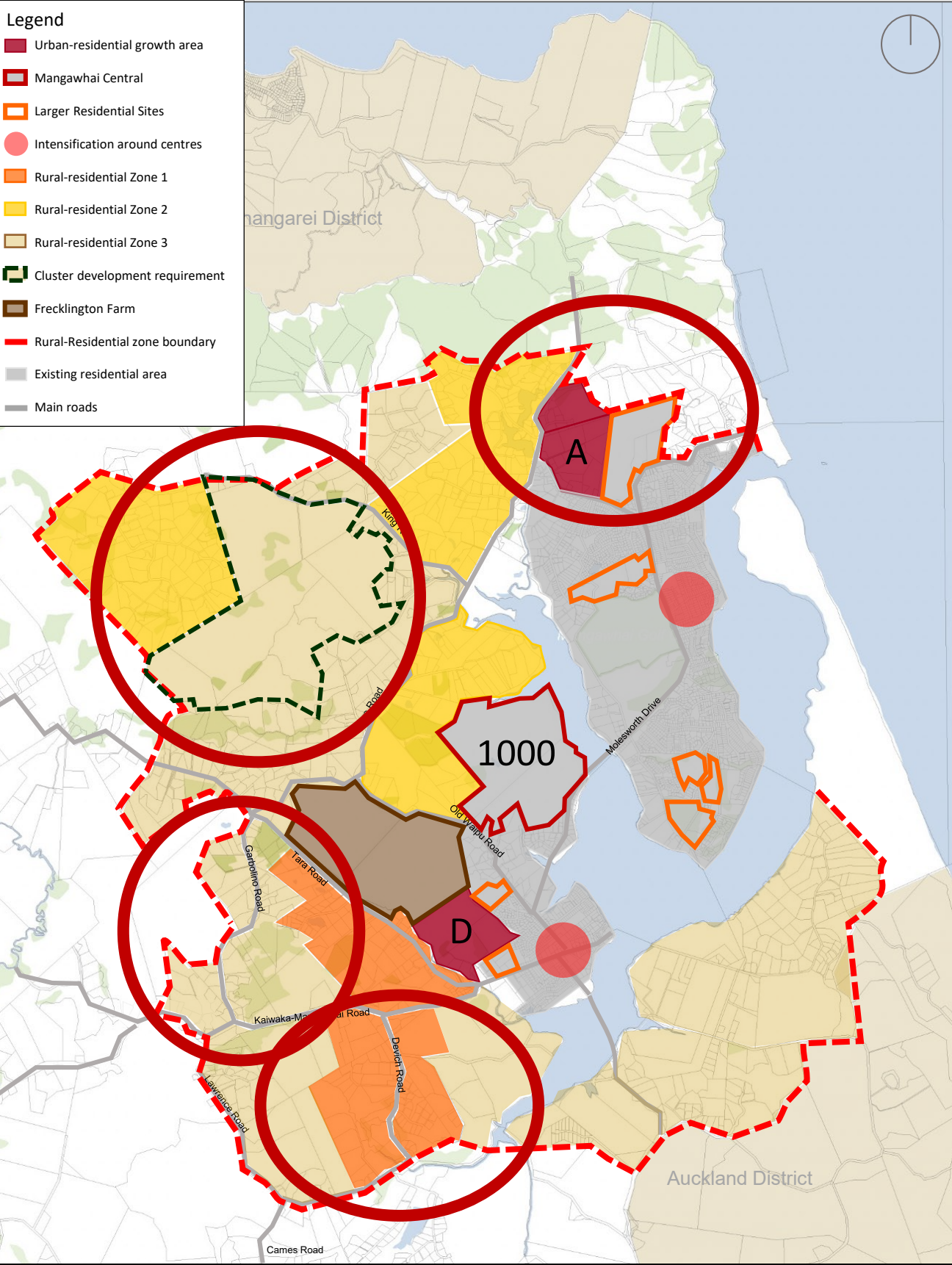
- Retain urban residential growth.
- Confirm the approach of greater residential density around the existing centres and on large vacant sites (still with a maximum building height of two levels).
- Review Rural Residential Zone.

Original

Residential growth plan



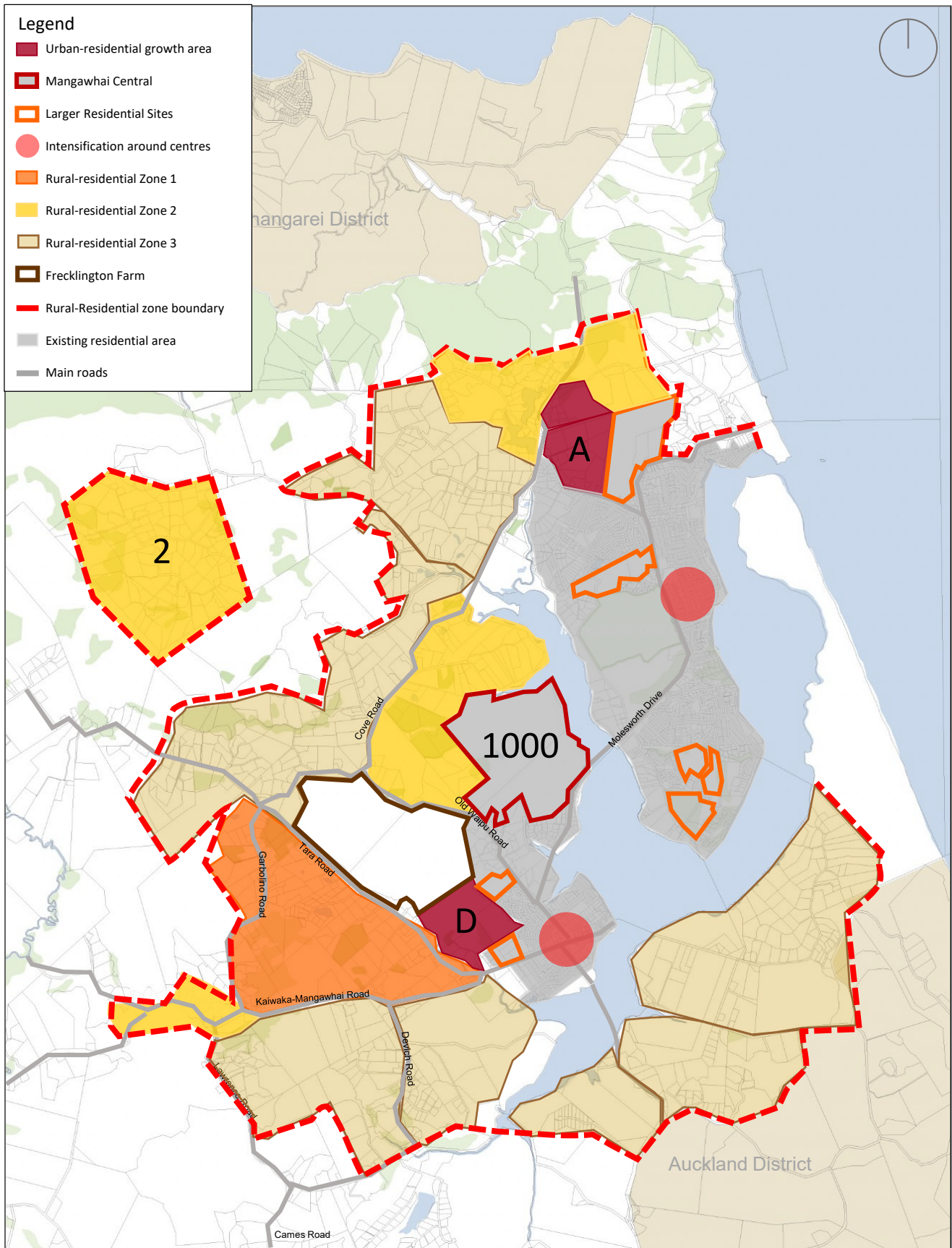
Revised



Residential growth plan

		Dwellings	Population
Urban-Residential	Zoned but not built	1,643	3,943
	Infill	493	1,183
	Mangawhai Central	1,000	2,400
	Minor dwellings	180	287
	Intensification around Centres	30	49
	More density larger Res. sites	538	1,291
	Growth pockets	302	725
	SUBTOTAL	4,186	9,878
Rural-Residential	Infill on lots with dwellings	230	552
	Infill Area 2 (Spioenkop Rd)	20	48
	Area 3 (King Rd)	0	0
	Area 4 (Bagnal Rd)	0	0
	Frecklington Farm	79	190
	SUBTOTAL	329	789
TOTAL		4,514	10,667

Supply up to 2044
476 people over medium projection



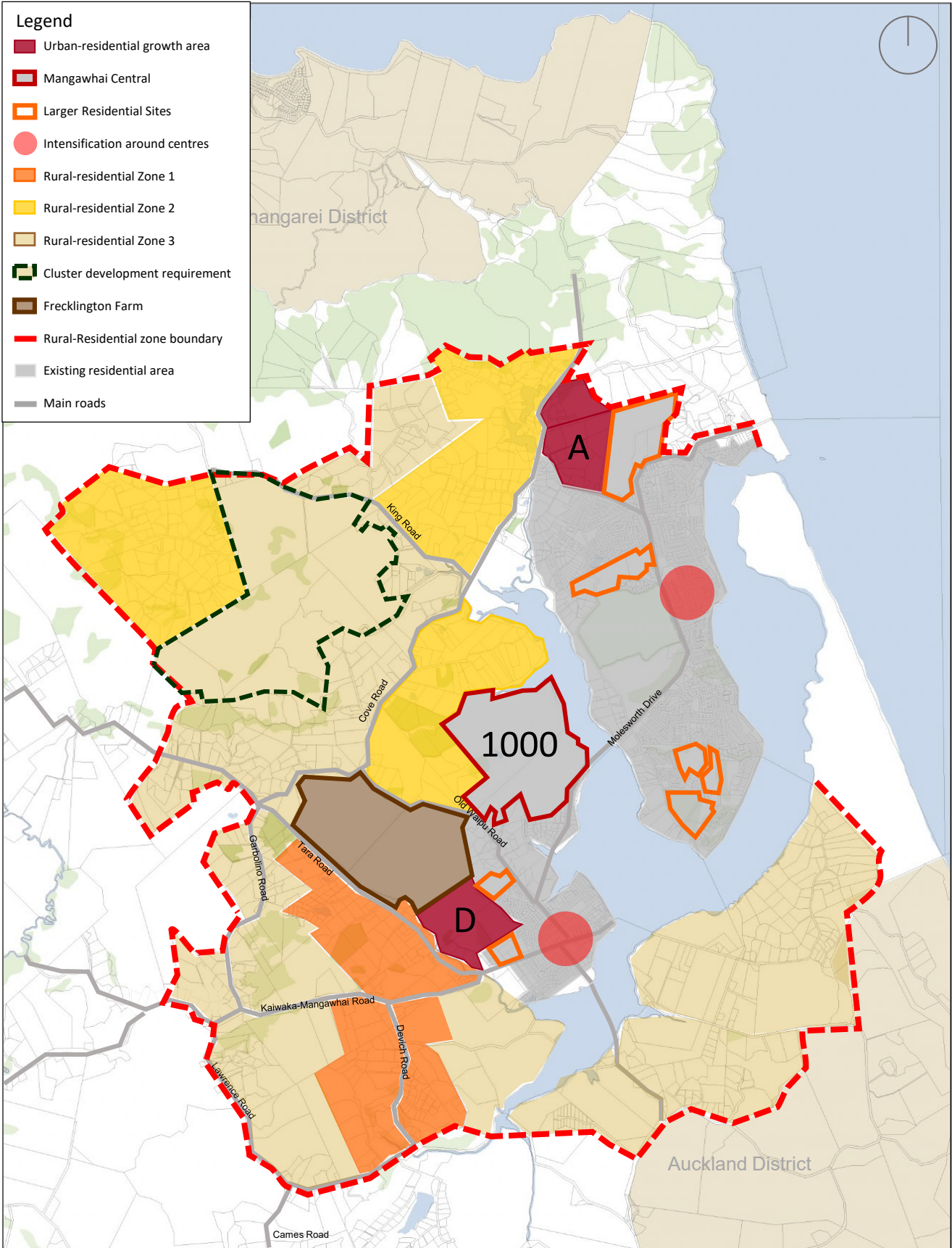
Revised

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	Growth pockets (min. 600m²)	302	725
	SUBTOTAL	4,186	9,878
Rural-Residential	Rural-residential Zone 1 (min. 0.4 - 0.8ha)	149	358
	Rural-residential Zone 2 (min. 0.8 - 2.0ha)	48	115
	Rural-residential Zone 3 (min. 2.0 - 4.0ha)	181	434
	Frecklington Farm	79	190
	SUBTOTAL	457	1,097
TOTAL		4,643	10,975

was: 4,514 was: 10,667

Supply up to 2044
784 people over medium projection



5. Community

Community facilities - delete from the overall Spatial Plan map the icons for possible:

- Sports field location
- Library location
- Council office location

Schools - add the following statements:

- “The Ministry of Education will continue to monitor and assess forecast demand for schooling in Mangawhai over the duration of the spatial plan, and work collaboratively with the Council on any changes in the school network”.
- “For any school, a site within the urban area is preferred to ensure schools are focus points for the community and are accessible by foot and bicycle”.

6. Employment

Retain the general growth strategy and vision of the draft Spatial Plan, subject to following:

Commercial

- Remove 13 Wood Street as a possible future commercial site.

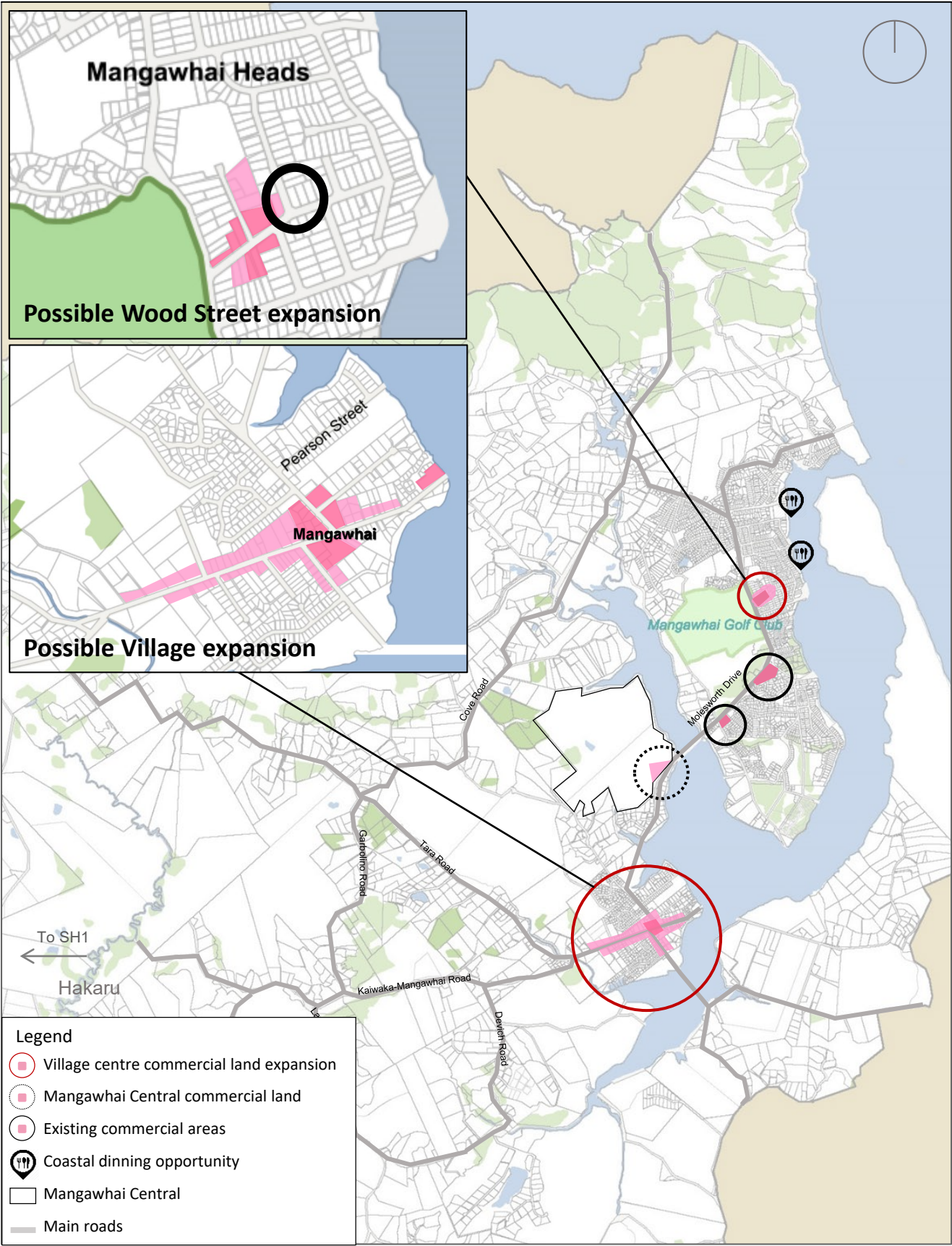
Industrial

- Add the 115 Blackswamp Road existing industrial site to the map.
- Correct Hakaru existing industrial site, noting highly productive soils issue.
- Refine the potential industrial sites in Hakaru and ensure wording regarding the status and intention of these areas is clear.

Employment land
Business – Commercial land

Possible Wood Street expansion: 0.9ha
 (13 Wood Street now excluded)

Possible Village expansion: 12.3ha

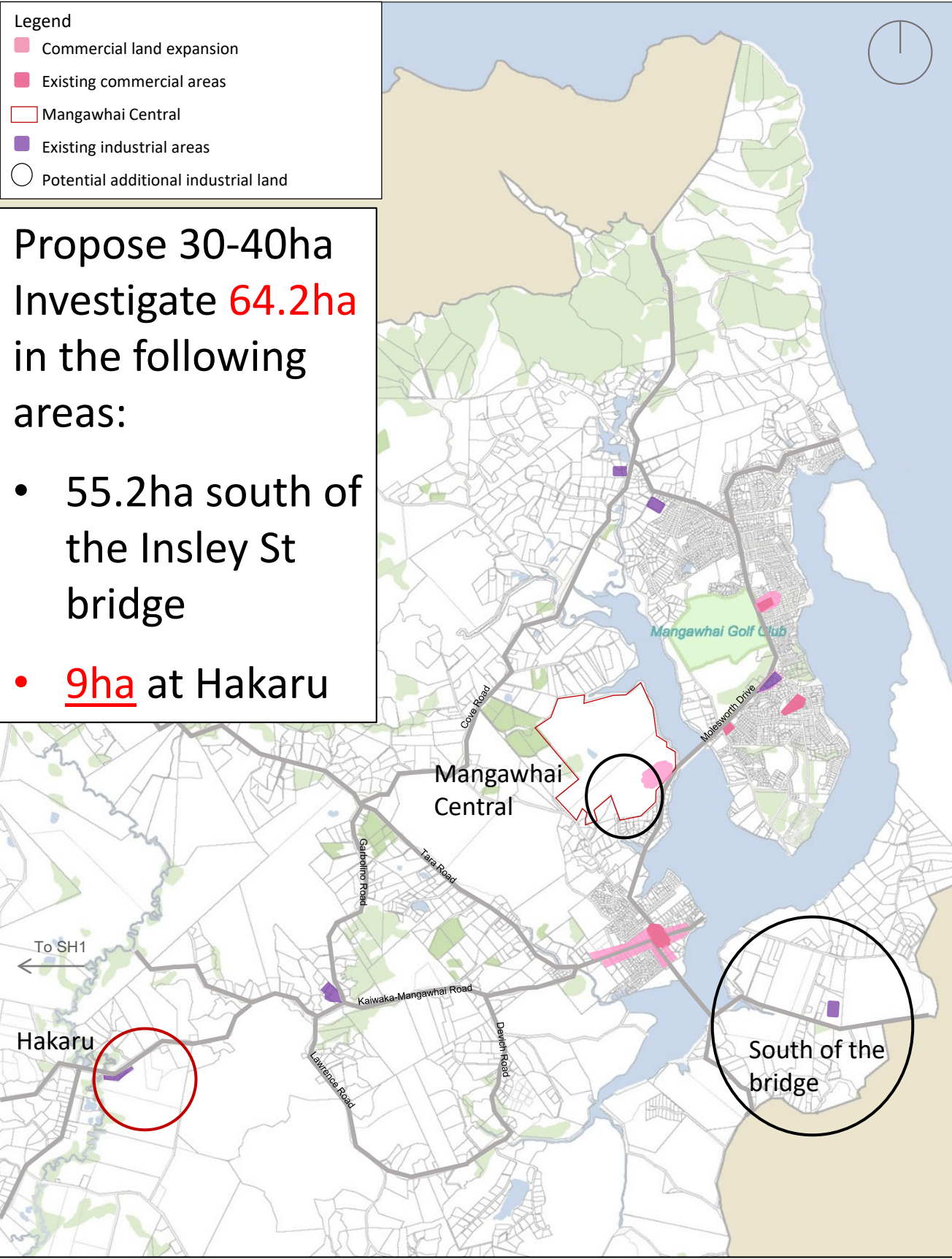
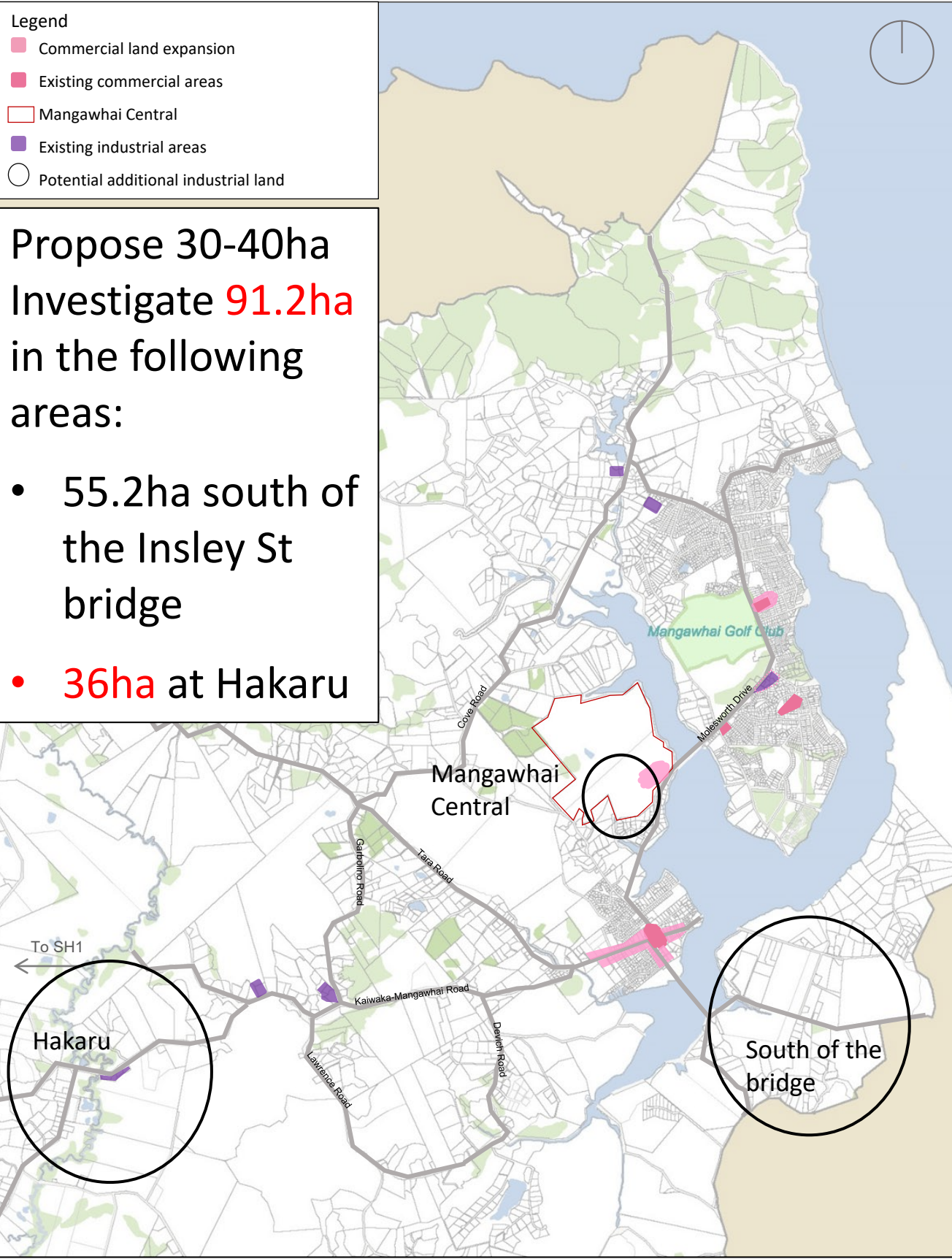


Original

Employment land

Business – Industrial land

Revised

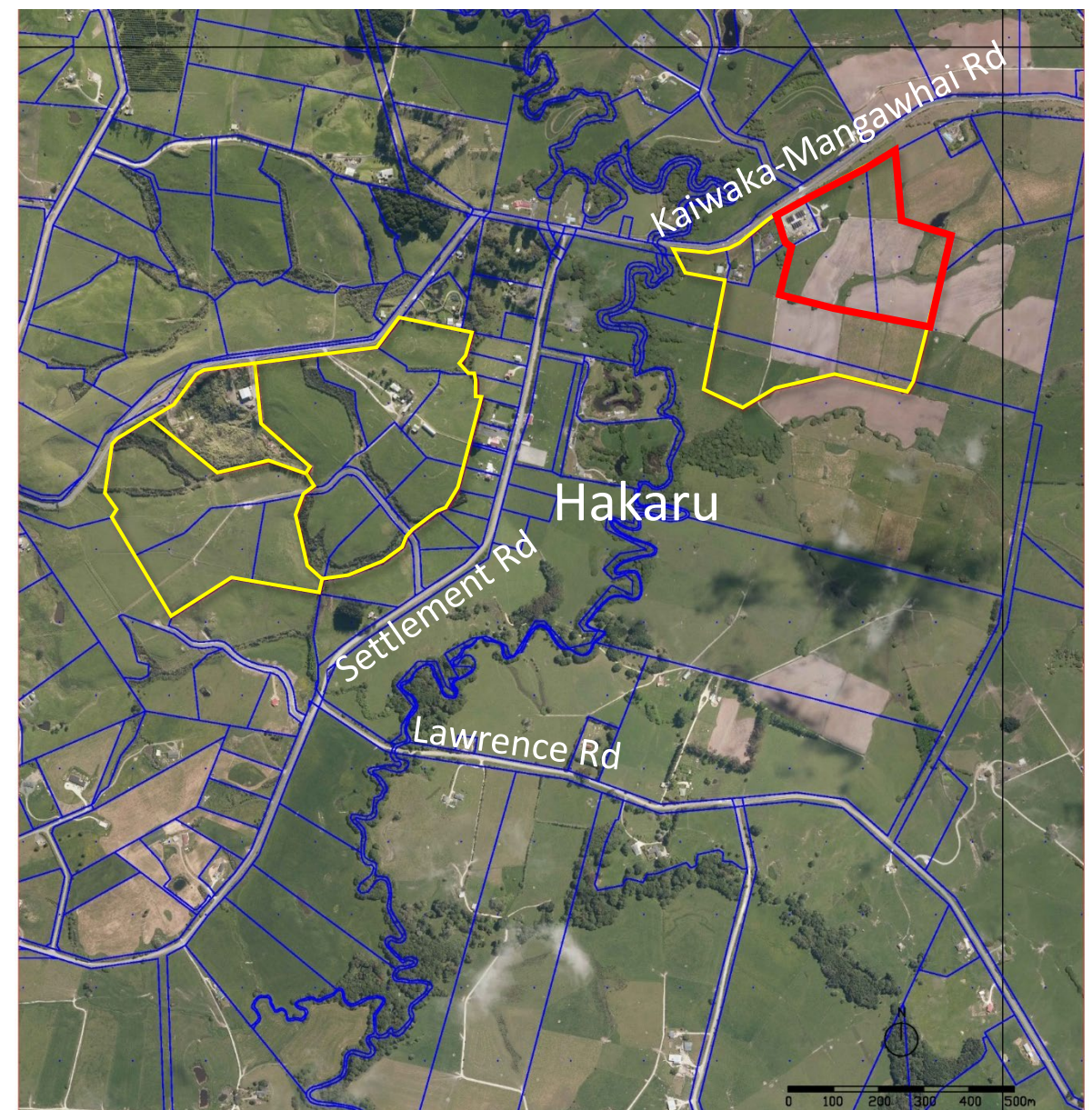


Employment land Business – Industrial land

Propose to investigate 64.2ha in the following areas:

- 55.2ha south of the Insley St bridge
- 9ha at Hakaru

NB: this area contains prime soils and it may be preferable to limit to the industrial land identified in the District-wide spatial strategy



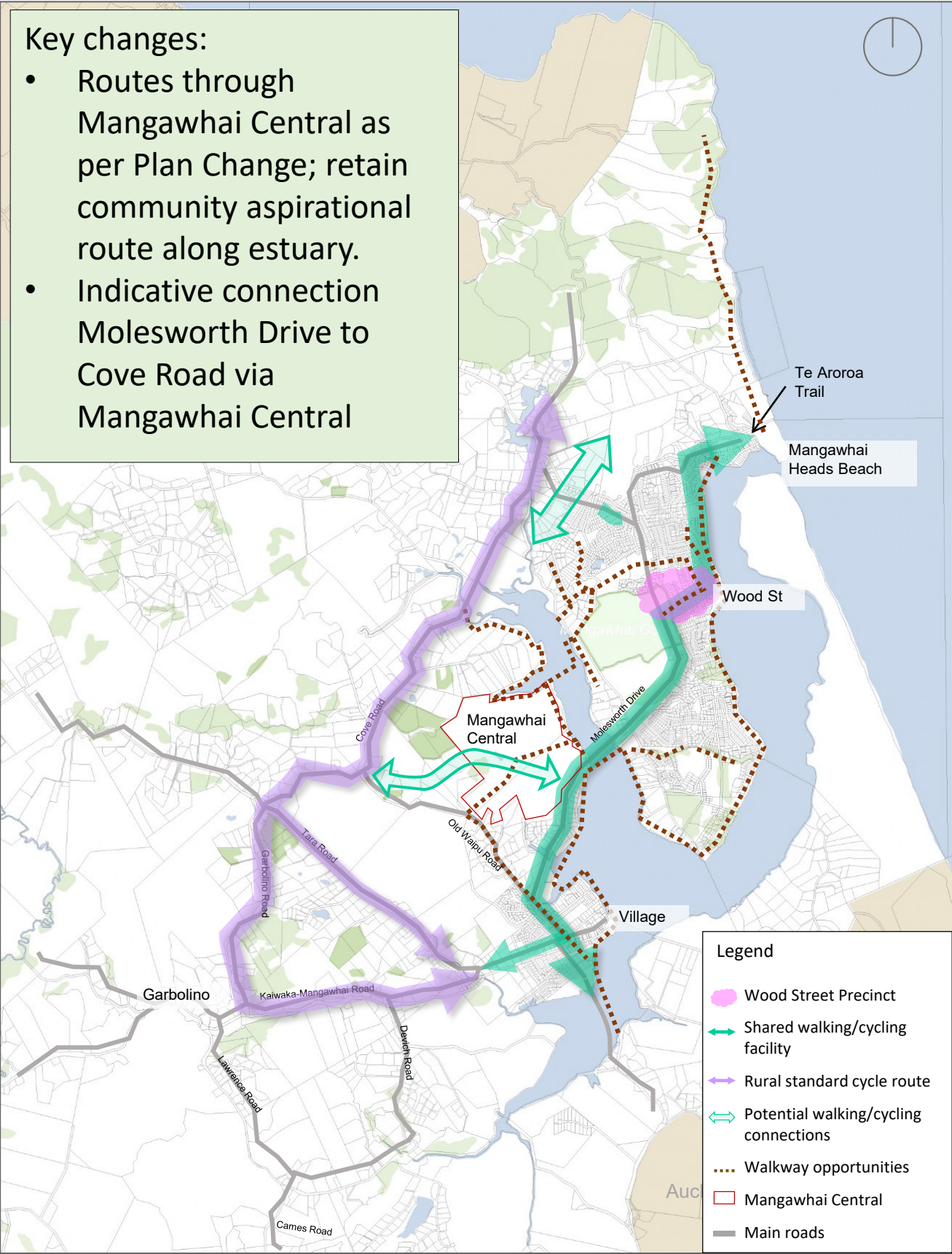
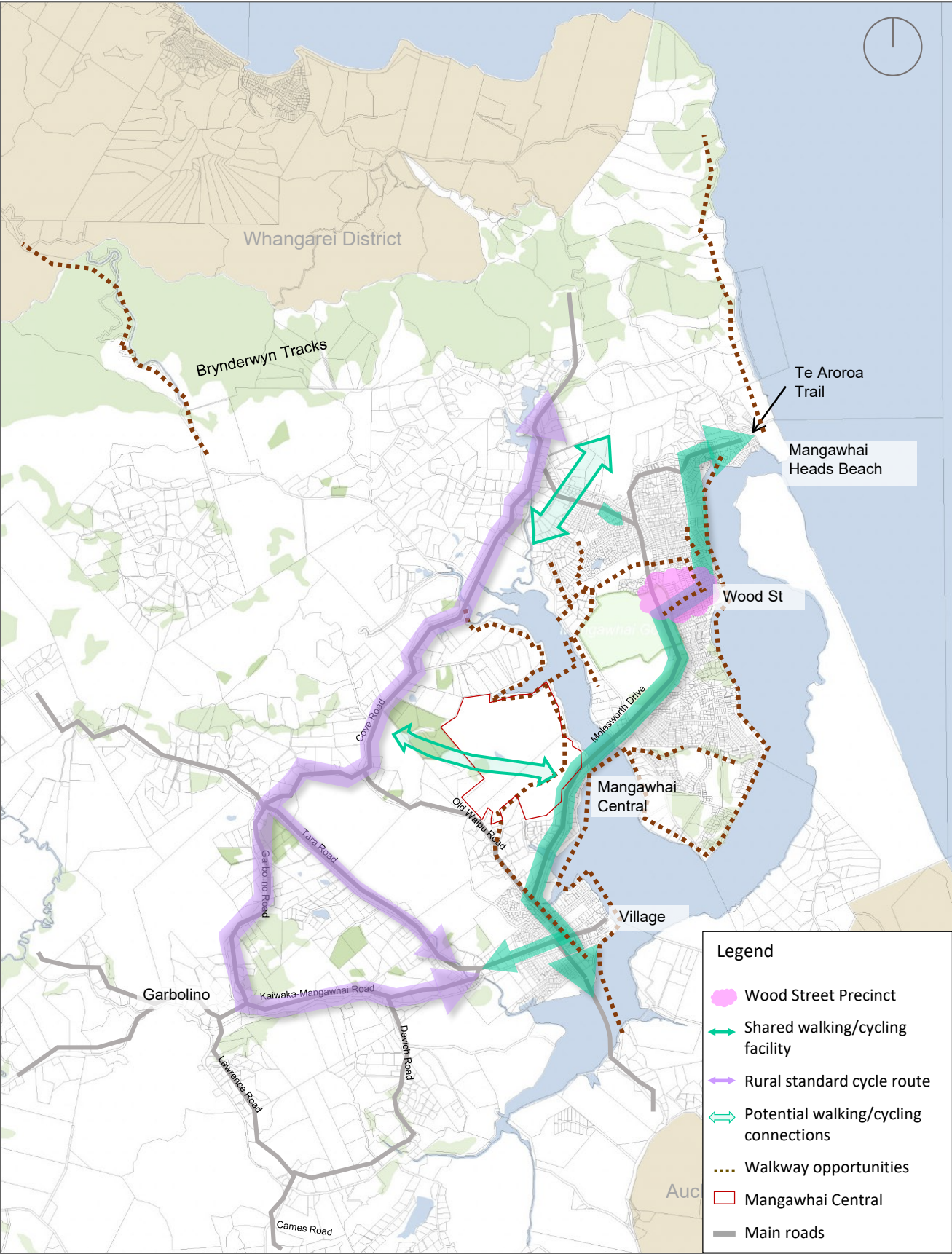
7. Transport - Walking and Cycling

- Adjust walking and cycling routes through Mangawhai Central, but retain community aspirational route along estuary.
- Indicative connection Molesworth Drive to Cove Road via Mangawhai Central.
- Highlight in the report the need to review accessibility to the estuary / beach.

Original

Walking and cycling

Revised



7. Transport - Roading

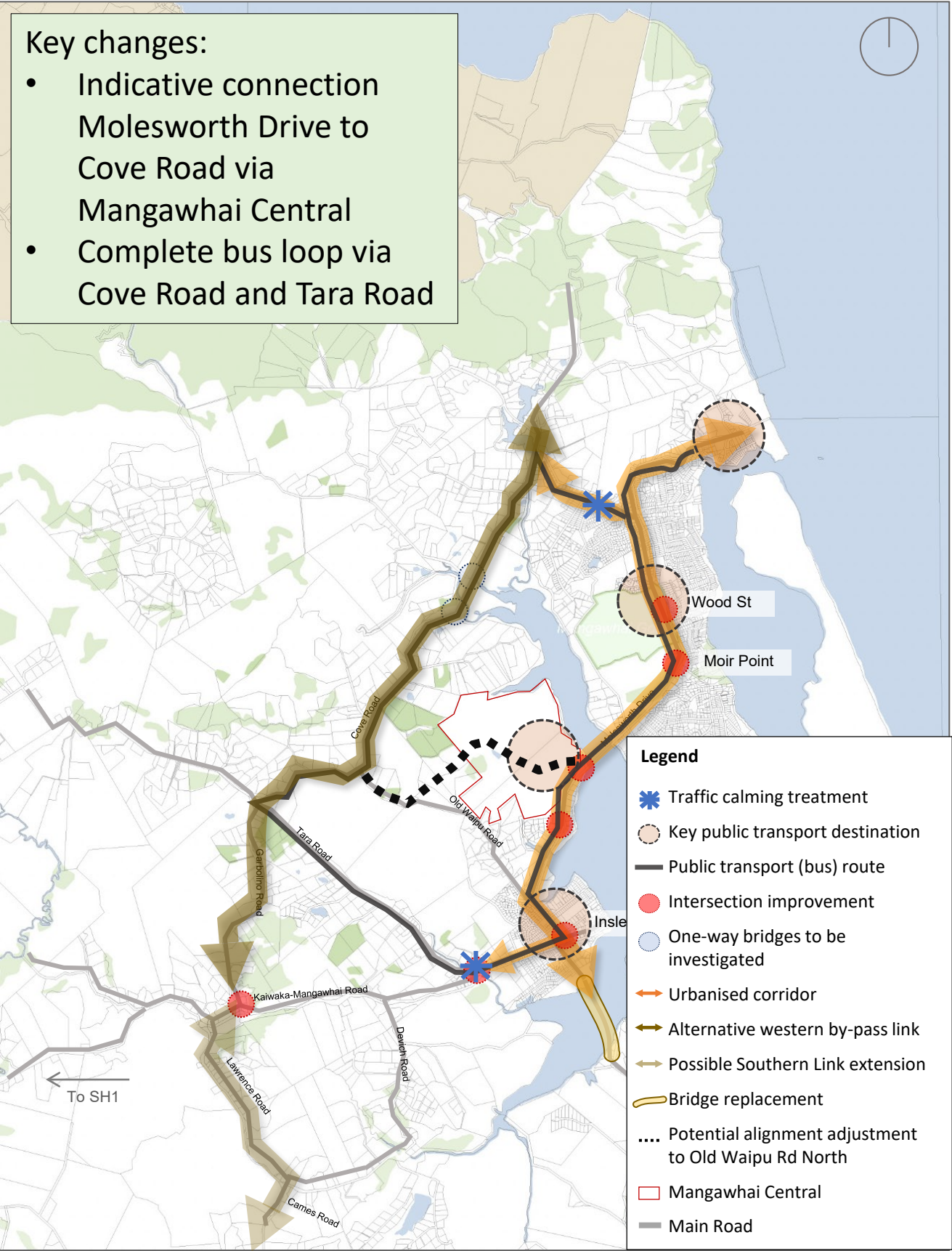
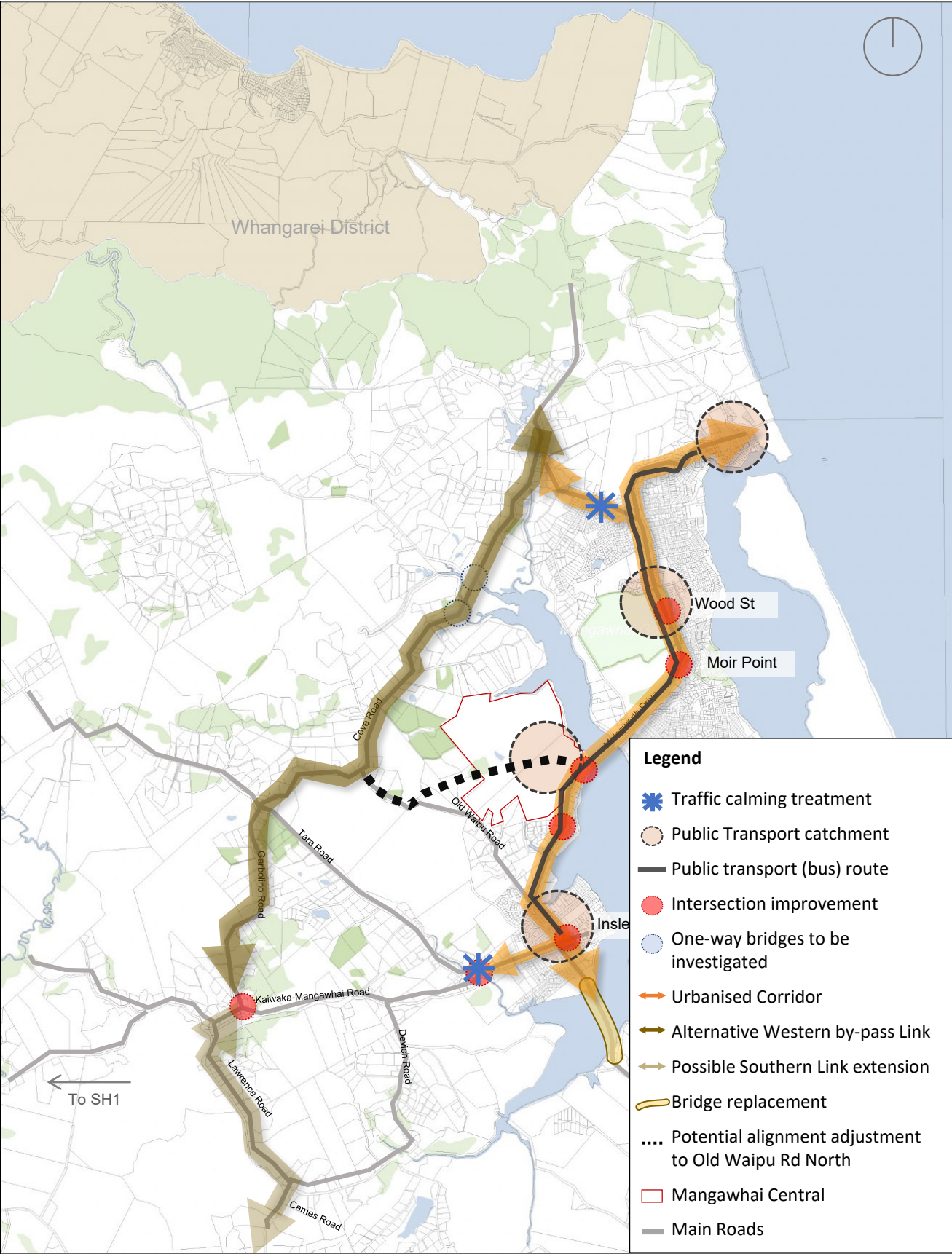
- Retain indicative road connection between Molesworth Dr and Cove Rd via Mangawhai Central (different alignment).
- Form a bus loop via Cove Rd and Tara Rd.

NTA Feedback

- *Investigate upgrading Cames Rd and Lawrence Rd to serve current and future developments, and as alternative access to Mangawhai Village from the south.*
The project team proposes not to include this in the Spatial Plan at this stage.
- Review traffic calming treatments (blue asterisks).
- Review Wood Street intersection improvement.
- Amend Slow Street terminology:
 - Urban Connector – most of the current defined Slow Street; and
 - Main Street – the Mangawhai Village Centre.



Original Roading

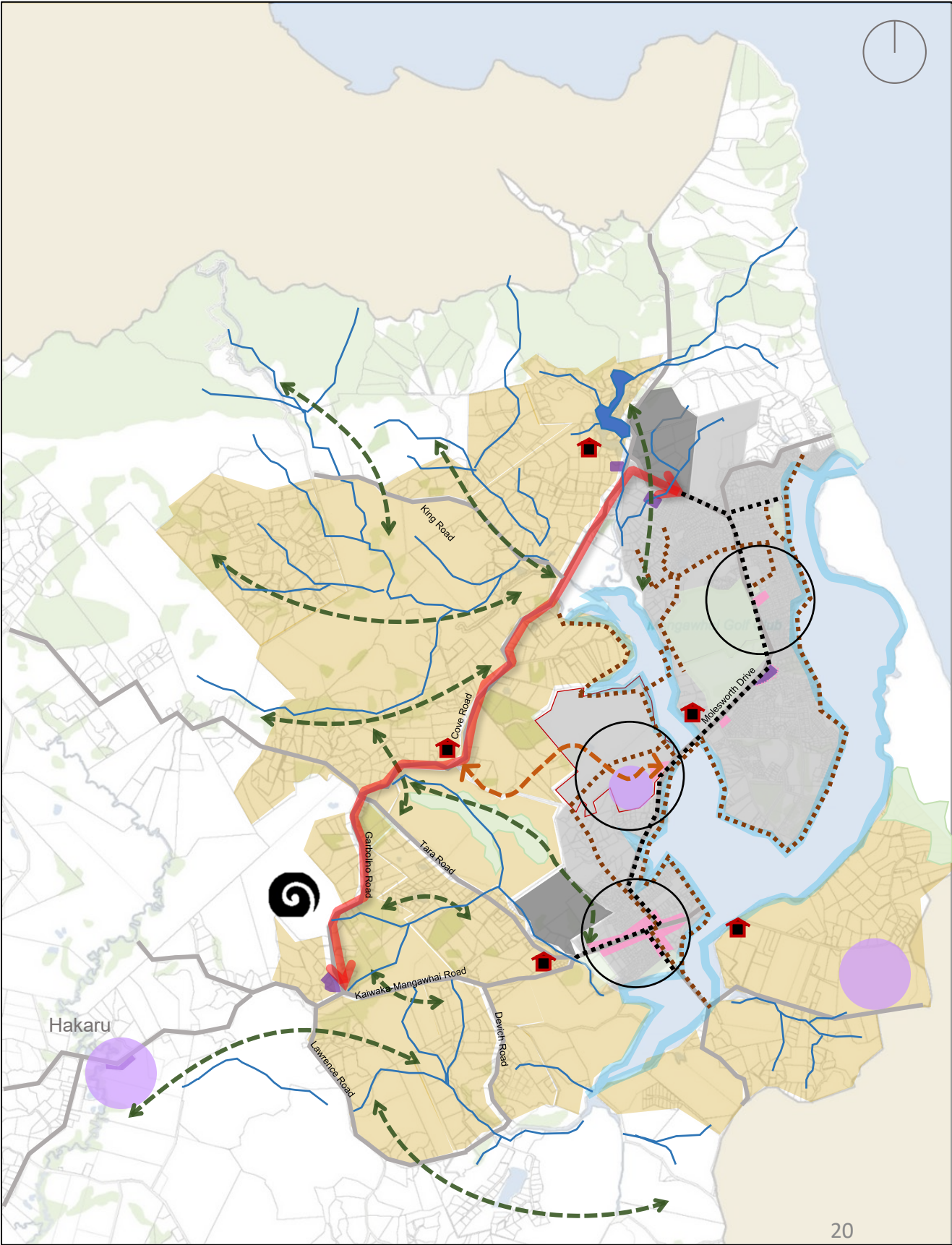
Revised



Spatial plan

Legend

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-  Centre



Kaipara District Spatial Plan Nga Wawata 2050 – Our Aspirations_
4 November 2020 Council Briefing

Rev 1 | November 2020



1. Project Programme

2. Document Structure

(with reference to how the 3 spatial plan documents and the Infrastructure Strategy are brought together - integration with Key Urban Areas)

a. Table of contents - Kaipara District Spatial Plan

a. Relationship between strategic documents

a. Kaipara District Communities -
Key Urban Areas and the Infrastructure Strategy
Villages + Rural Hinterland and Coastal Settlements

3. Overview of Kaipara District

a. Overarching Direction & Methodology

(National, Regional, District Direction - overview of planning methodology principles)

a. Centres , Villages And Settlements Functions Framework

a. District -Wide Mapping

4. Questions and Answers

1_ PROJECT PROGRAMME

*We're currently in Phase 6-
preparing and sharing the final
draft spatial plan*



2a_ TABLE OF CONTENTS

Part A | Overview of Kaipara District

1 | Introduction

- Kaipara KickStart Programme
- Overview of the Kaipara District Spatial Plan - Ngā Wawata 2050
- Engagement Process
- Summary of Project Partners & Key Stakeholders Feedback
- Spatial Planning & Design Principles

2 | Regional Context

3 | Planning Context

4 | Functions & Services of Kaipara Settlements

5 | Economic, Social & Cultural Context

6 | Transport

7 | Kaipara Infrastructure Strategy

Part B | Kaipara District Communities

1 | Overview

2 | Key Urban Areas

- Mangawhai
- Dargaville
- Maungatūroto
- Kaiwaka

3 | North Kaipara

- Kaihū
- Maunganui Bluff (Aranga Beach)
- Omamari
- Tangiterōria
- Tangowahine

4 | Central Kaipara + West Coast

- Baylys Beach
- Te Kōpuru
- Glinks Gully
- Ruāwai

5 | Poutō Peninsula

- Tinopai
- Kellys Bay
- Poutō Point
- Kaiwaka

6 | Kaipara Harbour + East Coast

- Paparoa
- Pāhi
- Matakohe
- Hakarū

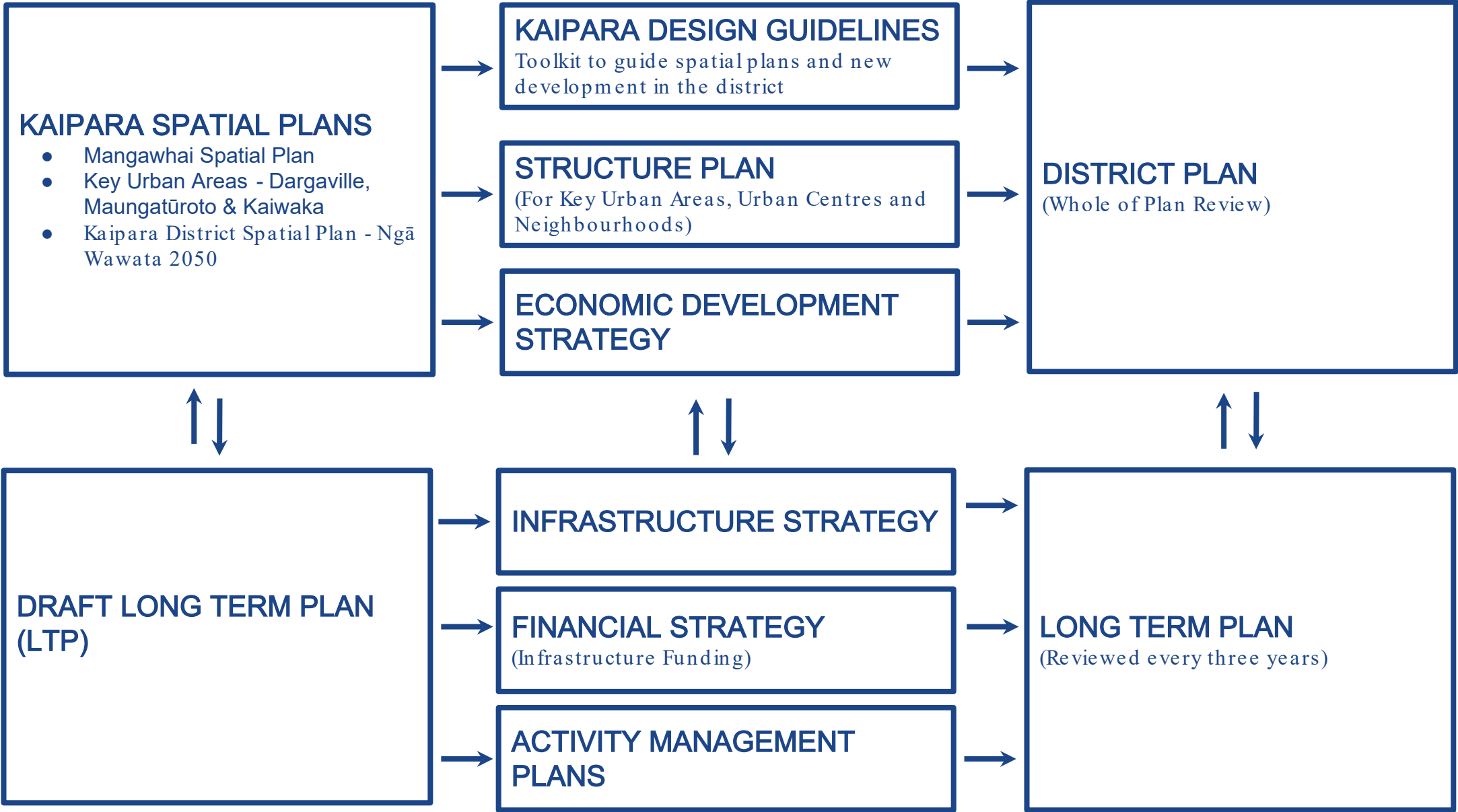
Part C | Overview of Engagment

Part D | Appendices

- A | Department of Conservation Priorities in the Kaipara District
- B | National Policy Statements
- C | Quarry issues in the Kaipara District

This diagram shows the relationships between Council’s Spatial Plans, future Economic Development, Structure Plans and other key planning documents. It also shows how the Infrastructure Strategy will play an important role in determining future infrastructure investments for Kaipara’s Key Urban Areas (Dargaville, Maungatūroto and Kaiwaka) by Council to enable sustainable development and renewal of its existing asset network.

The Kaipara spatial plans, as well as the strategy documents (economic development, infrastructure and financial strategies) operate on a 30 year planning horizon. The LTP and District Plan operate on a 10 year horizon, while the Annual Plan is based on a 1-3 years horizon.



2c_ KAIPARA DISTRICT COMMUNITIES_ Key Urban Areas and the Infrastructure Strategy Programmes

Key Urban Areas_

Mangawhai
Dargaville
Maungatūroto
Kaiwaka

Infrastructure Strategy Programmes_

Northland to Auckland Corridor
North Kaipara Agricultural Delta
Ancient Kauri Coast
Building Resilience

Legend

- Town Centre
- North Agricultural Delta
- ➔ Northland to Auckland Corridor
- Settlement impacted by the corridor
- ➔ Ancient Kauri Coast
- Resilience Programme
- ➔ Northern Water Network



Kaipara District Spatial Plan Nga Wawata 2050

2c_ KAIPARA DISTRICT
COMMUNITIES_
Villages + Rural and Coastal
Settlements

Service Towns

- Kaihū
- Baylys Beach
- Ruawai
- Paparoa

Villages

- Matakohe
- Baylys Beach
- Pāhi
- Tinopai
- Whakapirau

Rural Hinterland and
Coastal Settlements

- Kellys Bay
- Poutō Point
- Glinks Gully
- Tangiteroria
- Tangowahine
- Hakarū
- Maunganui Bluff
- Omamari



3a_ NATIONAL AND REGIONAL DOCUMENTS

The spatial planning methodology is anchored on the direction from the National Policy Statements, National Environmental Standards, and the Regional Policy Statement for Northland.

Kaipara District Council is required to ‘give effect’ to the operative policy documents and ‘have regard’ to proposed ones.

In doing so – the 30-year spatial planning outcomes are future-proofed to better align with upcoming national policies.

National Policy Statements for

- Freshwater Management 2014
- Renewable Electricity Generation
- Indigenous Biodiversity (Proposed)
- New Zealand Coastal Policy Statement 2010
- Urban Development 2020
- Electricity Transmission
- Highly Productive Land (Proposed)

National Environmental Standards for:

- Air Quality
- Telecommunication Facilities
- Plantation Forestry
- Marine Aquaculture
- Assessing and Managing Contaminants in Soil to Protect Human Health
- Source of Drinking Water
- Electricity Transmission Activities
- Freshwater

Regional Policy Statements

- Regional Policy Statement for Northland
- Auckland Regional Policy Statement (for reference only)

District Planning Context

The outcomes identified in the spatial plans for Kaipara will inform the future direction for the Kaipara District Plan Review.

It is still the job of the district plan process (under Schedule 1 of the RMA) to determine land-use zones, objectives, policies and rules for the district.

3a_ SPATIAL PLANNING METHODOLOGY - PRINCIPLES

District -wide analysis

- Sociocultural
- Biophysical
- Growth demand - desire to change
- Land-use activities

Villages + Settlements

- Community Audit and Biophysical Mapping
- Early Insights and Community Feedback

Outcomes

- Future outcomes
- Set the scene for future projects
- Enable sustainable development

Land more suitable for urban development

- Free of flooding
- Stable hazard -free land
- Existing infrastructure
- Contiguous with existing urban centres.

Land less suitable for urban development

- Prone to flooding and/or coastal erosion
- High quality soils - fertile grounds or 'versatile soils'
- Where infrastructure provision is difficult, not possible / feasible.

Protect land that is

- Landscape sensitive areas_ Outstanding and High Natural Character Areas
- Ecologically sensitive areas_ SNA's
- Rural Production Resources
- Cultural and Heritage Significance.

3b_ CENTRES, VILLAGES AND SETTLEMENTS FUNCTIONS FRAMEWORK

Key Urban Centres

- Mangawhai
- Dargaville
- Maungatūroto
- Kaiwaka

Service Towns

- Kaihū
- Te Kōpuru
- Ruāwai
- Paparoa

Key Urban Areas

- Main centres that service nearly all of the needs of residents and businesses over large parts of the district
- Full range of school offered - up to high school / college - aspiring for tertiary education offer
- This is where you find local services such as banks, council facilities, medical services, and the primary place for employment
- Largest population centres in the district.

Service Towns

- Towns that service nearly all of the needs of residents and businesses over large parts of the district - including schools, medical clinics, pharmacies, and small grocery stores or retail village centres
- Usually provided with full service of infrastructure - wastewater, water supply, and access to public transport between other towns or centres
- Service Towns usually have a majority of ‘usual resident population’, which helps sustain a community feeling throughout the year.

3b_ CENTRES, VILLAGES AND SETTLEMENTS FUNCTIONS FRAMEWORK

Local Villages

- Matakoho
- Baylys Beach
- Pāhi
- Tinopai
- Whakapirau

Rural Hinterland and Coastal Settlements

- Kellys Bay
- Poutō Point
- Glinks Gully
- Tangiteroria
- Tangowahine
- Hakarū
- Maunganui Bluff
- Omamari

Local Villages

- Larger-scale rural and coastal settlements that service some of the needs of residents and a few businesses in small parts of the district
- Usually located within a reasonable driving distance of a key urban centre or a service town
- May or may not have better provision of infrastructure than Rural and Coastal Settlements such as reticulated wastewater and water infrastructure.








Rural Hinterland and Coastal Settlements

- Service only the basic needs of residents living in the most remote places
- Can be more isolated, or in very small groups
- Generally within driving distance from key urban centres or service towns
- Residents rely on private or shared vehicles to meet their transportation needs.
- Population usually more transient, with large seasonal population fluctuations between winter and summer holiday periods.

3b_KAIPARA DISTRICT'S VILLAGES AND SETTLEMENTS

This map shows the settlements and villages within the Kaipara District and their relationship with each other and to centres outside the district boundary. The district has large expanses of rural landscape and only a few key urban areas. The pattern of settlement has historically developed around the harbour and along the State Highway network. The densest cluster of settlements are around the Kaipara Harbour area of the district, this reflects their accessibility to road, rail and water transport. Growth and development in these southern settlements has also been influenced by their proximity to Auckland and the roading improvements that have or are being made between Auckland, Kaipara and more widely Northland, making commuting a more viable option for residents. Currently the fastest growing settlement in Kaipara is Mangawhai, located on the east coast.

Legend

-  Regional Centre
-  Key Urban Centre
-  Service Town
-  Local Village
-  Rural Hinterland and Coastal Settlement
-  Rail line
-  State Highway



3c_DISTRICTWIDE MAPPING_ RURAL LAND-USE

Legend

Rural Land Use



LUC

North Kaipara Agricultural Delta

- 1_Highly suitable for cultivated cropping, vineyards and berry fields, pasture, tree crops or production forestry with minimal physical limitations for arable use. (None in the Kaipara District Area)
- 2_Suitable for many cultivated cropping, vineyards and berry fields, pasture, tree crops or production forestry with slight physical limitations for arable use.
- 3_Suitable for cultivated cropping, vineyards and berry fields, pasture, tree crops or production forestry with moderate physical limitations to arable use.

Forestry and pastoral farming activities in the district

- 4_Suitable for pasture, tree crops, production forestry or for occasional cropping with severe physical limitations to arable use.
- 5_Unsuitable for arable cropping but only negligible to slight limitations to pasture, vineyards, tree crop or production forestry use.
- 6_Suitable for pasture, tree crops or forestry and in some case vineyard, but unsuitable for arable use.

Secondary Ecological Network

- 7_Suitable for pastoral grazing, tree crop or production forestry use and some cases vineyards and berry fields.

Primary Ecological Network

- 8_Land unsuitable for grazing or production forestry, and is best managed for catchment protection and/ or conservation or biodiversity



Legend

- Land Use Capability 1, 2 & 3
- Significant Natural Area
- Primary Potential Ecological Network
- Secondary Potential Ecological Network
- Kaipara District Border

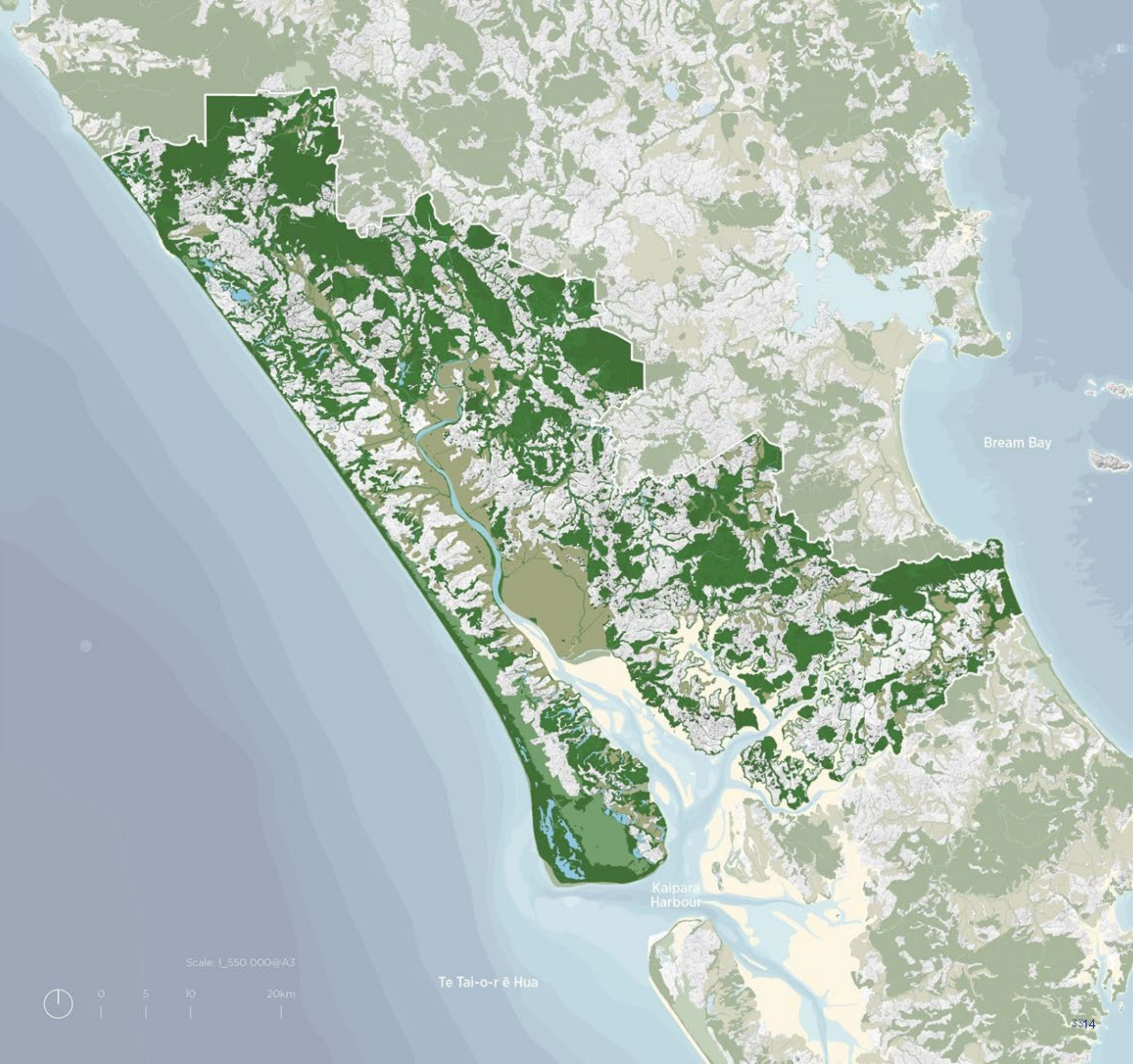
Source: LINZ, Māori Land Online, NRC Gis, Northland Regional Council, MFE, IRIS, MFE Landcare Research

The Primary Ecological Network set is based on following Layers

- SLOPE CLASS
- E_ Moderately steep, 21-25°
 - F_ Steep, 26-35°
 - G_ Very steep, >35°
- RAPARIAN ZONE
- 20 Meter offset from river
 - 10 Meter offset from river
- COASTAL FLOOD HAZARD
- Current flood level
 - 50 years flood level
 - 1-00 years flood level
- LUC
- 8_Land unsuitable for grazing or production forestry, and is best managed for catchment protection and/ or conservation or biodiversity

The Secondary Ecological Network set is based on following Layers

- RAPARIAN ZONE
- 50 Meter offset from coast and water bodies
- LUC
- 7_Suitable for pastoral grazing, tree crop or production forestry use and some cases vineyards and berry fields.



5_ QUESTIONS + ANSWERS



Kaipara te Oranganui

**KAIPARA
DISTRICT**

Two Oceans Two Harbours

Stormwater Drainage Bylaw

Review of Part 11 of the General Consolidated Bylaw

Proposal:

- Review the stormwater and land drainage aspects of the General Consolidated Bylaw
- Establish a new separate bylaw on these matters.



Part 11 of the Consolidated General Bylaw has two main functions:

- Protect Council's assets
- To provide for effective drainage on private land.



Rural vs Urban

Rules need to apply to all areas of the district – urban and rural

Rural

- Large open drains
- Access required for machine cleaning
- Need to spray weeds
- Stop Banks



Urban

- Small closed drains - small open drains
- Issues with increasing areas of impermeable surfaces
- Issues with stormwater affecting neighboring properties.





Kaipara te Oranganui

**KAIPARA
DISTRICT**

Two Oceans Two Harbours

Wastewater Drainage Bylaw

Review of the Wastewater Drainage Policy and Bylaw

Statutory 5 Year Review:

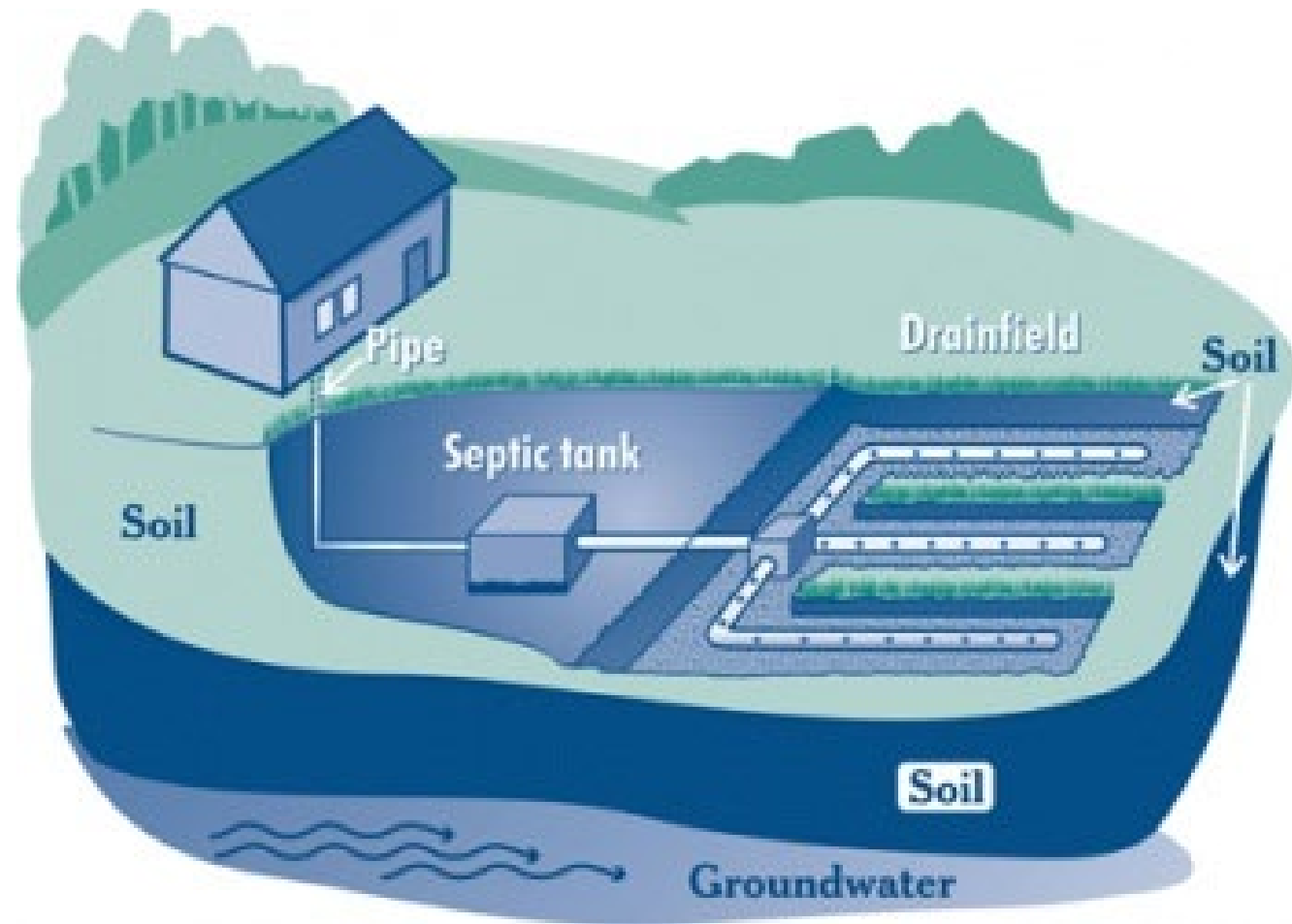
- The Wastewater Drainage Policy and Wastewater Drainage Bylaw are due for their statutory 5 year review.
- Once reviewed the next review will not be until 2031.



We are proposing to charge on with the review.

The Policy and Bylaw has two functions:

- Protect Council's assets from damage
- Put in place a Warrant of Fitness (WOF) regime for onsite wastewater disposal systems (a.k.a. septic tanks).





Thank You

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Kaipara District Council





Kaipara District Council 2020 Annual Residents' Survey

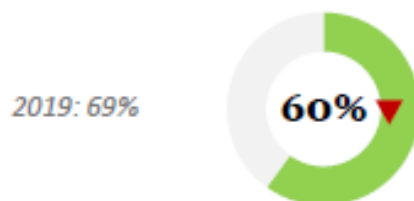
Method

- The methodology involves a postal to online survey measuring the performance of the Kaipara District Council, together with a dashboard reporting of progress across three waves.
- A total sample size of n=825 was achieved with data collected over three periods; from 29 October to 27 November 2019, 27 February to 1 April 2020, and 11 May to 4 June 2020.*
- Data collection was managed to achieve defined quota targets based on age, gender, ward and ethnicity. Post data collection the sample has been weighted so it is exactly representative of key population demographics based on the 2018 Census.

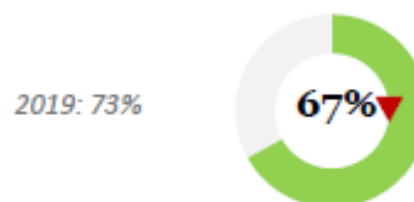
**Survey invitations will be increased to 1,500 invitations per wave , in order to collect a minimum of n=333 interviews (n=1,000 for the 2020-2021 reporting period).*

Key Findings

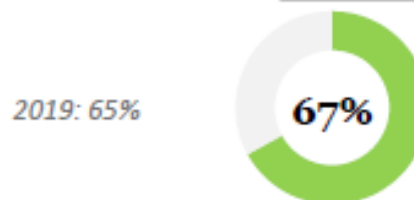
2020 OVERALL Satisfaction (% satisfied – scoring 6 to 10)



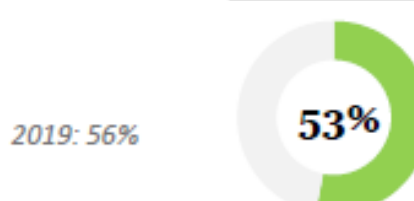
Quality of Services and Facilities



Reputation



Value for money



Top 5 Best Performing Services and Facilities (% satisfied – scoring 6 to 10)

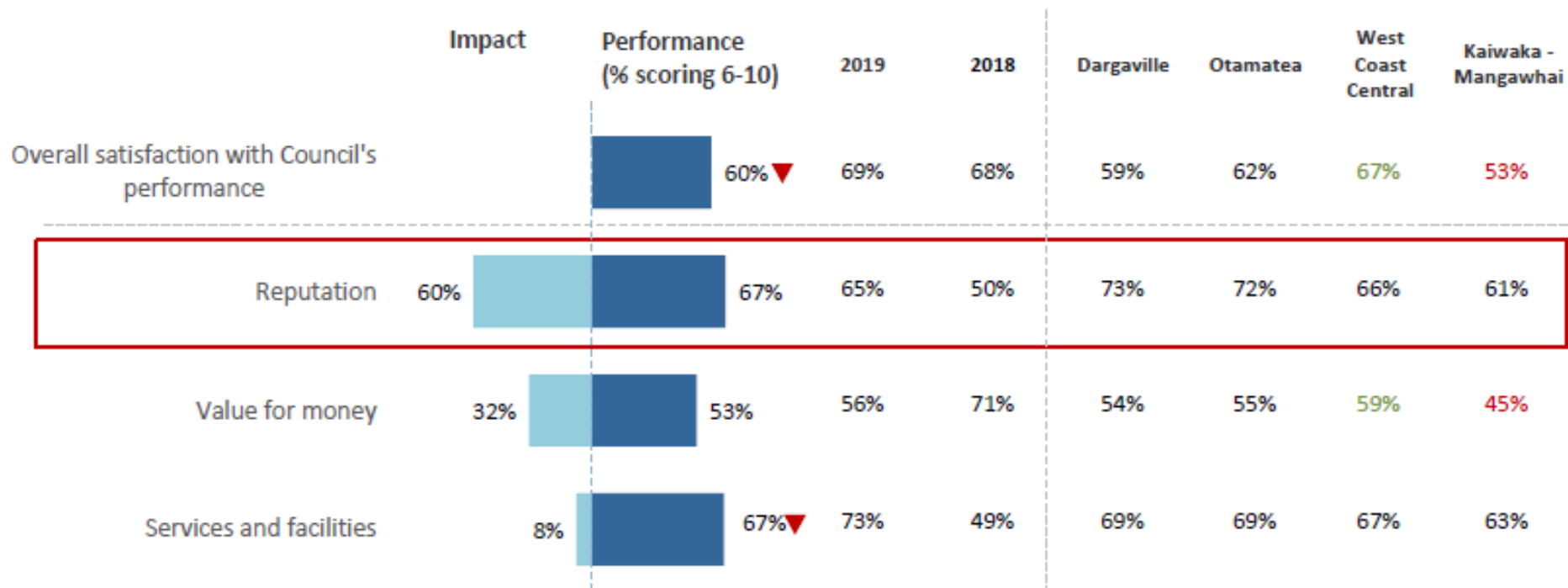


Key Opportunities for Improvement



Overall perceptions of Council's performance is most strongly influenced by Overall reputation, followed by Value for money

Overall level drivers



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

Significantly higher than other ward (s)
Significantly lower than other ward (s)

NOTES:

1. Sample: 2020 n=825; 2019 n=402, Dargaville n=172, Otamatea n=193, West Coast Central n=195, Kaiwaka-Mangawhai n=265
2. Q50: Overall, how satisfied are you with the Kaipara District Council?
3. Q49a: How would you rate the Kaipara District Council for its overall reputation?
4. Q42a: 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?
5. Q39: How would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?

The quality and maintenance of *Roading and footpaths* is the main driver of perceptions for Council's performance regarding *Services and facilities* and since this area has a low satisfaction score, the strategy should be to improve current service levels

Services and Facilities

	Impact	Performance (% scoring 6-10)	2019	2018	Dargaville	Otamatea	West Coast Central	Kaiwaka - Mangawhai
Services and facilities	8%	67%▼	73%	71%	69%	69%	67%	63%
Roading and footpaths	38%	40%▼	55%	53%	41%	40%	41%	40%
Council's facilities	24%	79%▼	85%	82%	80%	81%	82%	73%
Other services	19%	70%▼	76%	73%	68%	75%	69%	68%
Consent services	19%	48%	51%	66%	44%	46%	49%	49%
Water management: Three waters	nci	58%	63%	-	66%	61%	50%	55%
Waste management	nci	61%	65%	71%	59%	62%	70%	56%

NOTES:

1. Sample: 2020 n=795; 2019 n=398, Dargaville n=279, Otamatea n=268, West Coast Central n=100, Kaiwaka-Mangawhai n=148
2. Q39: How would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?
3. Q29: How would you rate Kaipara District Council on their overall ROADING and FOOTPATHS?
4. Q18: How would you rate Kaipara District Council for the FACILITIES provided?
5. Q38: Thinking about OTHER services of the Kaipara District Council taking into account animal control, litter & graffiti, and protecting public health, how would you rate Kaipara District Council for these OTHER services overall?
6. Q26: How would you rate Kaipara District Council for these CONSENT services overall?
7. Q23: How would you rate your satisfaction with Council overall for its management of water in the district?
8. Q33: How would you rate Kaipara District Council for its overall WASTE MANAGEMENT?
9. nci = no current impact

▲ Significantly higher than last year

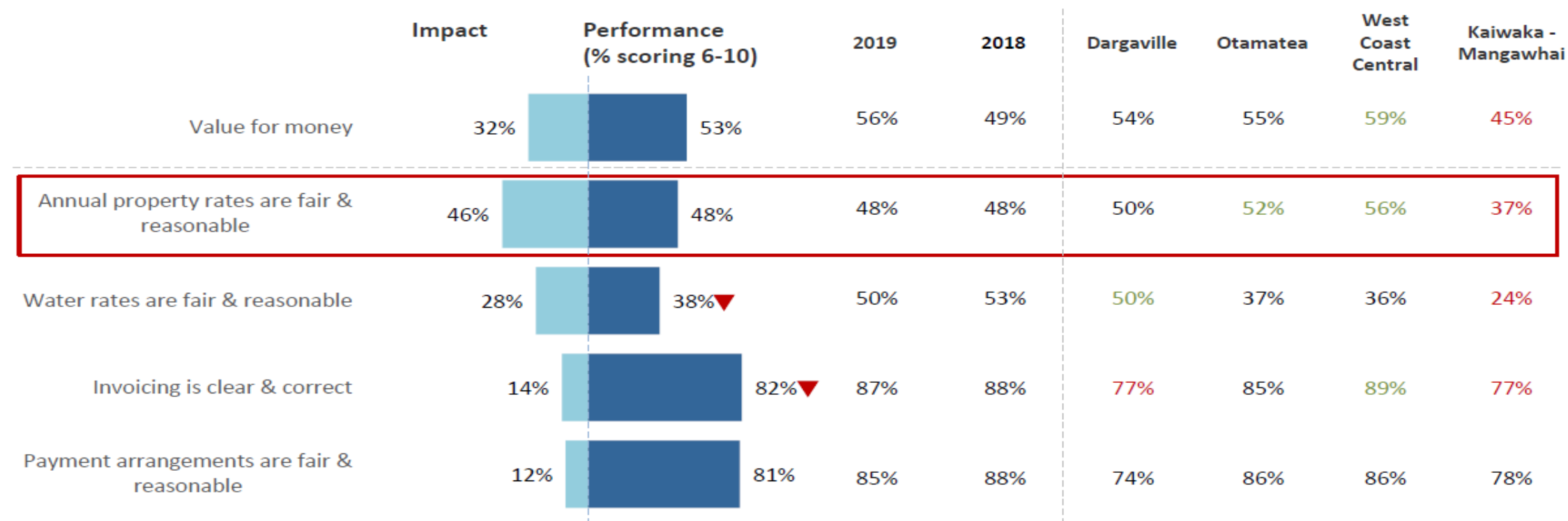
▼ Significantly lower than last year

▲ Significantly higher than other ward (s)

▼ Significantly lower than other ward (s)

Annual property rates being fair and reasonable has the greatest impact on overall perceptions of *Value for money*. Improving performance in this area will most likely influence overall performance positively

Driver analysis: Rates and value



▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than other ward (s)

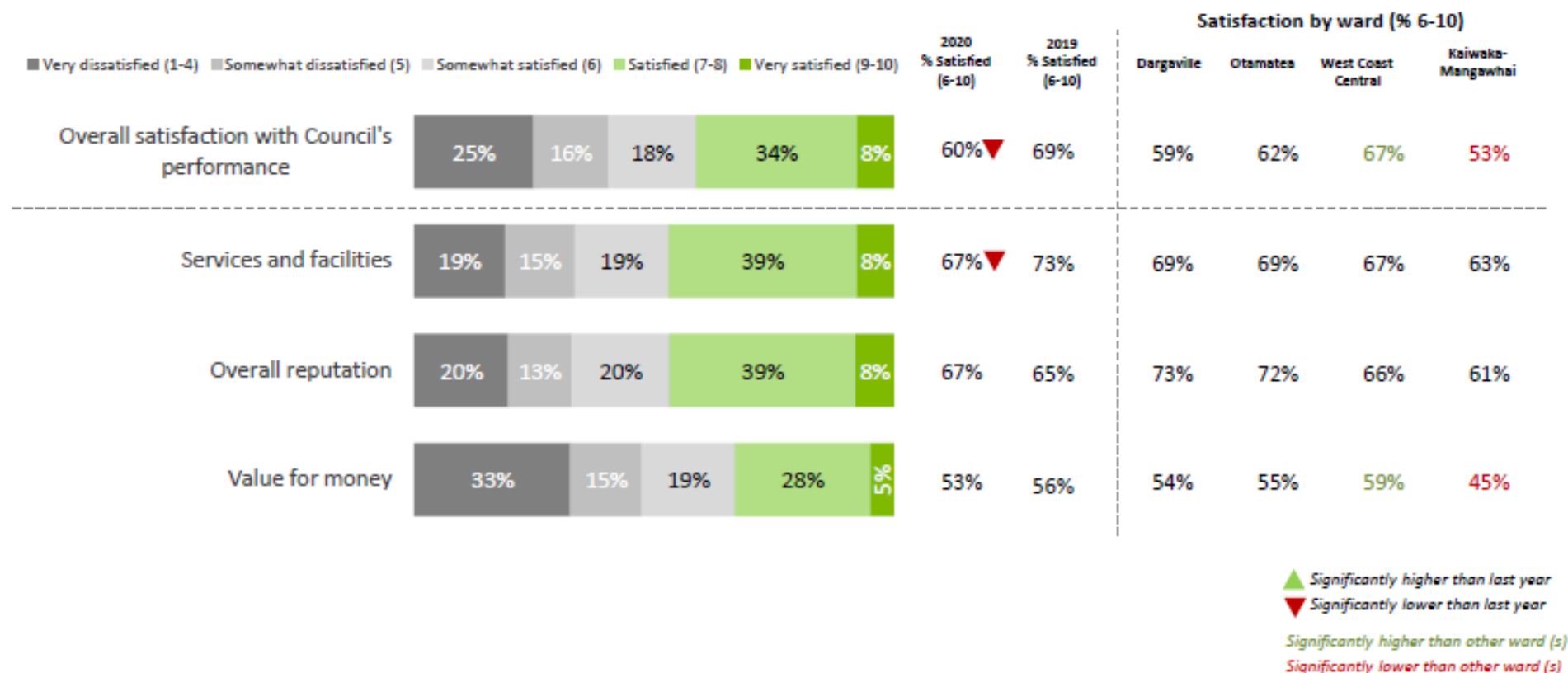
Significantly lower than other ward (s)

NOTES:

1. Sample: 2020 n=715; 2019 n=373, Dargaville n=241, Otamatea n=244, West Coast Central n=99, Kaiwaka-Mangawhai n=133
2. Q42a: 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?
3. Q41: How strongly do you disagree with the following statements?

Three in five residents (60%) are satisfied with *Kaipara District Council's performance* overall. Residents in *West Coast Central* are significantly more likely to be satisfied with *Council's performance* and *Value for money* than residents in *Kaiwaka-Mangawhai*

Overall

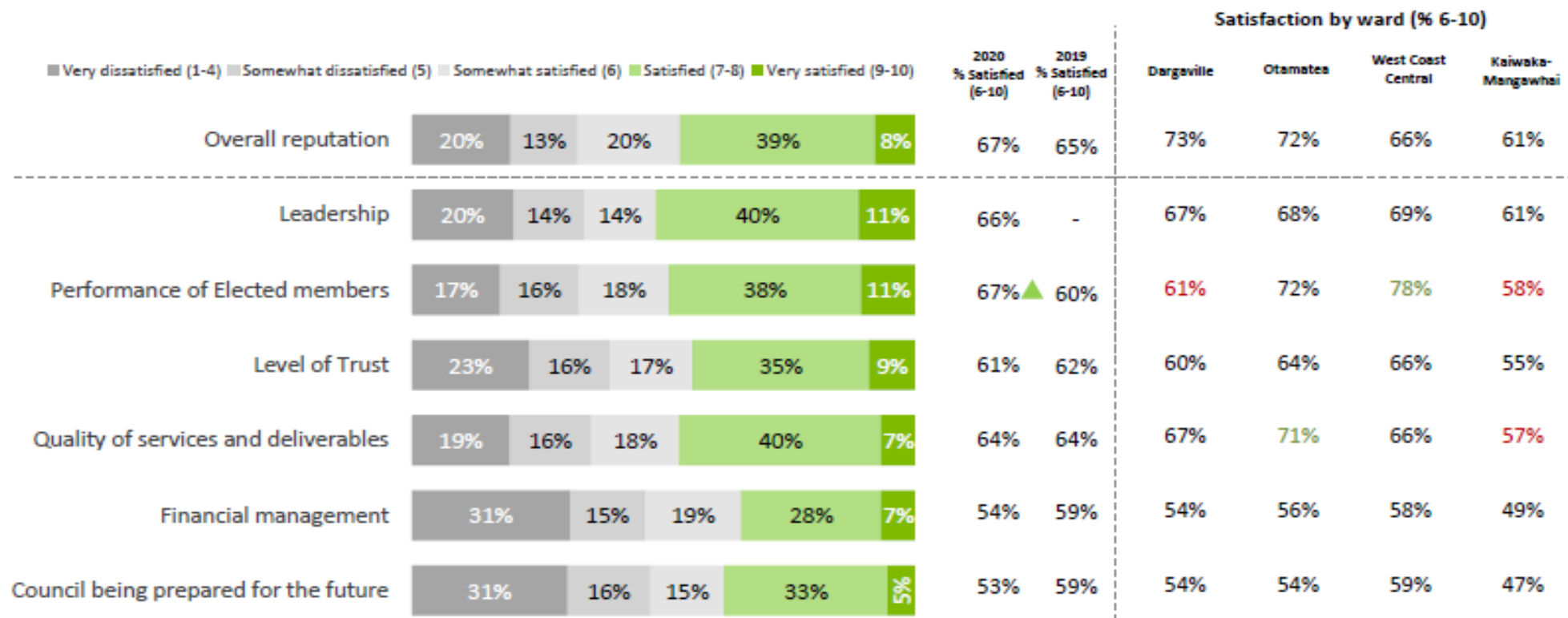


NOTES:

1. Sample: 2020 n=765; 2019 n=394, Dargaville n=270, Otamatea n=254, West Coast Central n=100, Kaiwaka-Mangawhai n=145; Excludes 'don't know'
2. Q50: Overall, how satisfied are you with the Kaipara District Council?
3. Q39: How would you rate Kaipara District Council for its OVERALL CORE SERVICE DELIVERABLES?
4. Q49a: How would you rate the Kaipara District Council for its overall reputation?
5. Q42a: 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?

The *Performance of Elected members* and *Leadership* are the top two aspects of *Council's reputation* that have the highest proportion of satisfied residents with satisfaction scores of 67% and 66%, respectively

Image and reputation



NOTES:

1. Total sample: 2020 n=743; 2019 n=390, Dargaville n=259, Otamatea n=245, West Coast Central n=97, Kaiwaka-Mangawhai n=142; Excludes 'don't know'
2. Q49a: How would you rate the Kaipara District Council for its overall reputation?
3. Q48a: How would you rate the Council for its leadership?
4. Q48f: Taking all aspects into account, how would you rate the performance of the Elected Members?
5. Q48b: How would you rate the Council in terms of the faith and trust you have in them?
6. Q48d: Overall, how would you rate the Council for the quality of the services and facilities they provide the Kaipara District?
7. Q48c: How would you rate the Council overall for its financial management?
8. Q49e: How would you rate the Council for being prepared for the future?

▲ Significantly higher than last year

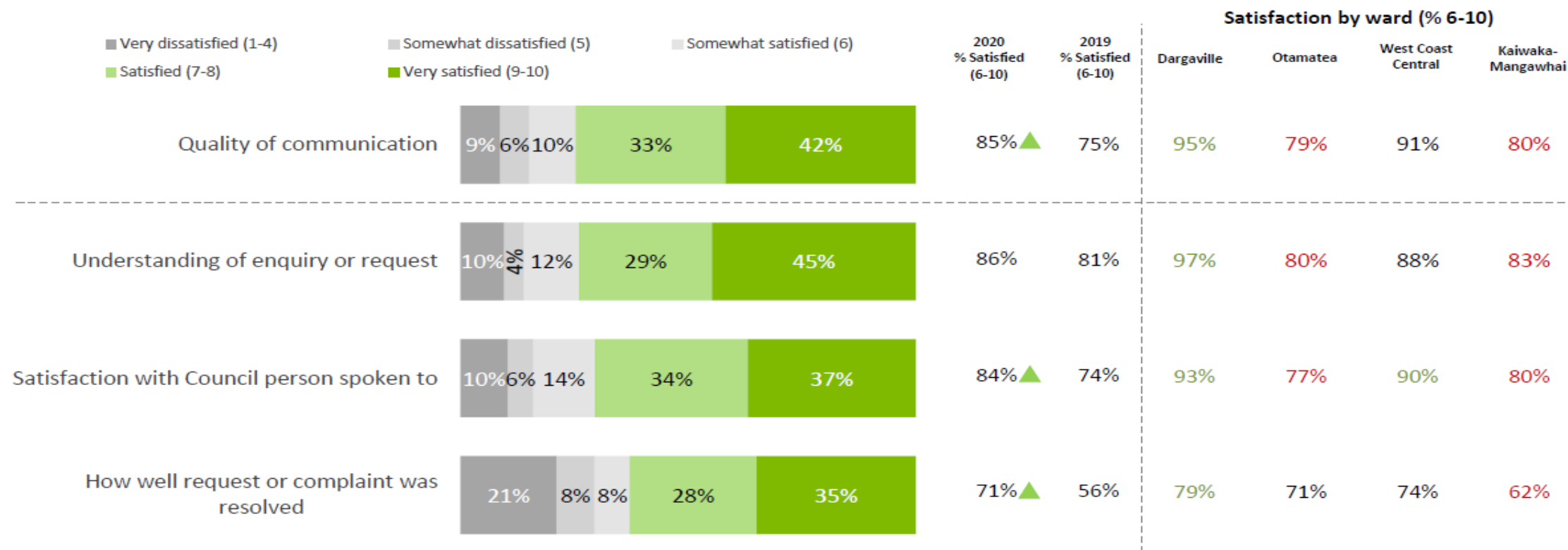
▼ Significantly lower than last year

Significantly higher than other ward (s)

Significantly lower than other ward (s)

Perceptions of *Quality of communication* and its various service aspects have improved since last year. *Dargaville* residents are more likely to be satisfied with the service areas under *Communication* than residents from the other wards

Quality of communication



▲ Significantly higher than last year

▼ Significantly lower than last year

Significantly higher than other ward (s)

Significantly lower than other ward (s)

NOTES:

1. Sample: 2020 n=502; 2019 n=207, Dargaville n=168, Otamatea n=165, West Coast Central n=72, Kaiwaka-Mangawhai n=97
2. Q9c: How would you rate the quality of their communication?
3. Q9a: How would you rate your satisfaction with the Council person you spoke to?
4. Q9b: How would you rate their understanding of what you wanted?
5. Q911: And how satisfied were you with the outcome, that is how well your request or complaint was resolved?



We need more water storage, water is expensive.

Regarding Covid-19 and Council meetings videoed to be easily available to all - this should continue.

Keep the public more informed. Not everyone has a computer, especially the older public.

Local newspaper gives good coverage. Kaipara District Council reports regularly.

General lack of overall communication and visibility of elected members.

Transparency - we all know what is being talked about and decided, information gathering on many topics.

They do surveys, don't release results so we don't know what their decisions are based upon.

Kaipara Kai and hub, good use of PGF.

I believe the CEO would have a very good understanding of where the spend control is.

It is early days yet for this council. I think they are doing well but we will see.

I hope this survey will be used hopefully to correct the way KDC operate.

The Council is known for one thing they do well...spending money poorly.

This may be surprising but with this council I actually get the feeling that surveys like this will be taken into account and listened to.

We feel very blessed to be living in this area. Great little town, great people.

Council doesn't care about the state of our roads.

Taking into account lack of money, Council do a pretty good job.

Council should spend more time on its core responsibilities rather than trying to predict the future.



Kaipara
District

Kaipara te Oranganui • Two Oceans Two Harbours