

Business Support Package Survey Response

Summary

The survey was promoted via:

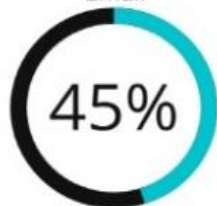
- The council website and face-book page
- Community and business networks
- Local media
- The People's Panel

We received 471 responses to the survey during the 17 days it was open to the public. Most responses were generated through emails or the website, and we also offered a telephone survey for those with no on-line option.

Source of Feedback

n=471

Initial People's Panel
Email



Follow Up Email



Other*



Phone through to
Council



*Other includes, Social
Media links, emails
from staff to
registered business,
forwarded emails

The following summary of responses indicates the level of support for the initiatives outlined in the proposal, including key themes to be considered in developing criteria and processes and information that may need to be clarified.

Feedback

Question 1

I support providing a hardship grant to hospitality businesses to contribute to their annual food safety and alcohol related compliance fees charged by Council. *n=469*



- Comments (11) Key Themes: Support for the reduction of fees for between 6 months to one year.
- Clarification required on the category of businesses that will meet the criteria i.e those who require council registration fees. Six comments noted that hairdressers also paid an annual council licence fee.

Question 2

I support providing hardship grants to commercial and industrial businesses in the District to offset a proportion of their rates up to a maximum of \$500. *n=465*



- Comments (14) Key Themes: Transparency of application process, criteria and monitoring required to demonstrate that rates relief is passed on to tenants and the impact the grant has on recovery of business operation.
- Clarification of scope of businesses within this criteria e.g. home-based, accommodation, farmers

Question 3

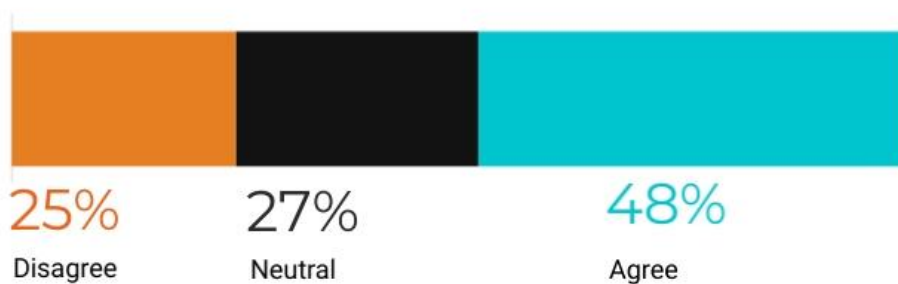
I support providing hardship grants to campground operators who lease council owned land to offset a proportion of their rates up to a maximum of \$500. *n=466*



- Comments (5) key Themes: Questioning the actual financial impact of the pandemic in low season and ability of campgrounds to bounce back after winter.

Question 4

I support funding of up to a maximum of \$1000 per business to hospitality and retail businesses in the Kaipara District to pay for professional advice on their business operations. *n=466*



- Comments (16). Key Themes: Concerns over duplicating a central government role and existing services available to the business sector.
- Clarification required on how this could be managed effectively for as many businesses as possible e.g. group sessions/sector-related/marketing and promotion. More details required.

Question 5

I support waiving rent payments for six months for community groups who lease Council property. $n=465$



Question 6

Comments (6). Key Theme: Accountability.

I support waiving the interest for six months on any loans Council has provided to a community organisation. *n*=465



Comments (6) Key Theme: Accountability.

Question 7

I support providing hardship grants to sporting and community groups in the District to offset a proportion of their rates up to a maximum of \$500. *n*=462



- Comments (3) Key Theme: Supportive

Other Comments

Themes: (relevant to the business package proposal)

- People are concerned on the impact on their rates or council debt.
- Request for general support for all ratepayers who have been impacted by loss of income due to COVID and struggling to pay current and projected rates.
- Transparency of process to track the beneficiaries, the source of funding and the total cost.
- Staff costs and council stance on maintaining salaried positions

- Need to develop an economic development plan to support future sustainable practice
- 48 comments support the actions being taken by council.
- 33 comments are not supportive of council taking on what is perceived as a central government role to support business in a recovery package. There is confusion on this being seen as “hand-outs” of money, not offsetting of council fees and costs.

Appendix 1: Survey questions

- Kaipara District Council is proposing a hardship package to assist those businesses that have been, and continue to be, significantly impacted by the national COVID-19 lockdown. It also offers some relief for community and sporting groups who are experiencing difficulties as a result of the pandemic.

We need your feedback to gauge support for the proposal, or identify any improvements that can be made.

Do you agree with the following statements?

Kaipara District Businesses:

1. I support providing a hardship grant to hospitality businesses to contribute to their annual food safety and alcohol related compliance fees charged by Council.

Strongly disagree Disagree Neutral Agree Strongly agree

2. I support providing hardship grants to commercial and industrial businesses in the District to offset a proportion of their rates up to a maximum of \$500.

Strongly disagree Disagree Neutral Agree Strongly agree

3. I support providing hardship grants to campground operators who lease council owned land to offset a proportion of their rates up to a maximum of \$500.

Strongly disagree Disagree Neutral Agree Strongly agree

4. I support funding of up to a maximum of \$1,000 per business to hospitality and retail businesses in the Kaipara District to pay for professional advice on their business operations.

Strongly disagree Disagree Neutral Agree Strongly agree

Kaipara District sporting and community groups:

5. I support waiving rent payments for six months for community groups who lease Council property.

Strongly disagree Disagree Neutral Agree Strongly agree

6. I support waiving the interest for six months on any loans Council has provided to a community organisation.

Strongly disagree Disagree Neutral Agree Strongly agree

7. I support providing hardship grants to sporting and community groups in the District to offset a proportion of their rates up to a maximum of \$500.

Strongly disagree Disagree Neutral Agree Strongly agree

8. Do you wish to make any further comments on the proposal?

9. Please enter your contact details (optional):

Name:

Phone number

Email

Organisation

10. Where did you find this survey (optional)

Email

Website

Newspaper

Antenna

Facebook

Other