



Stratford District Council 2024 Residents' Perception Survey



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STRATFORD
DISTRICT COUNCIL

Final Report | July 2024



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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 4,100 residents aged 18 years or older across the Stratford district. Additional paper questionnaires were provided on demand. A follow up reminder letter was sent to all non-respondents two weeks prior to the survey closure date.
- A total of 4,100 invitations were sent to residents. 420 responses were collected over four periods; from 19 September to 24 October 2023, 7 December 2023 to 14 January 2024, 15 February to 21 March 2024, and 9 May to 12 June 2024 with a response rate of 10% (a typical 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 +/- 4.78%.
- 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.



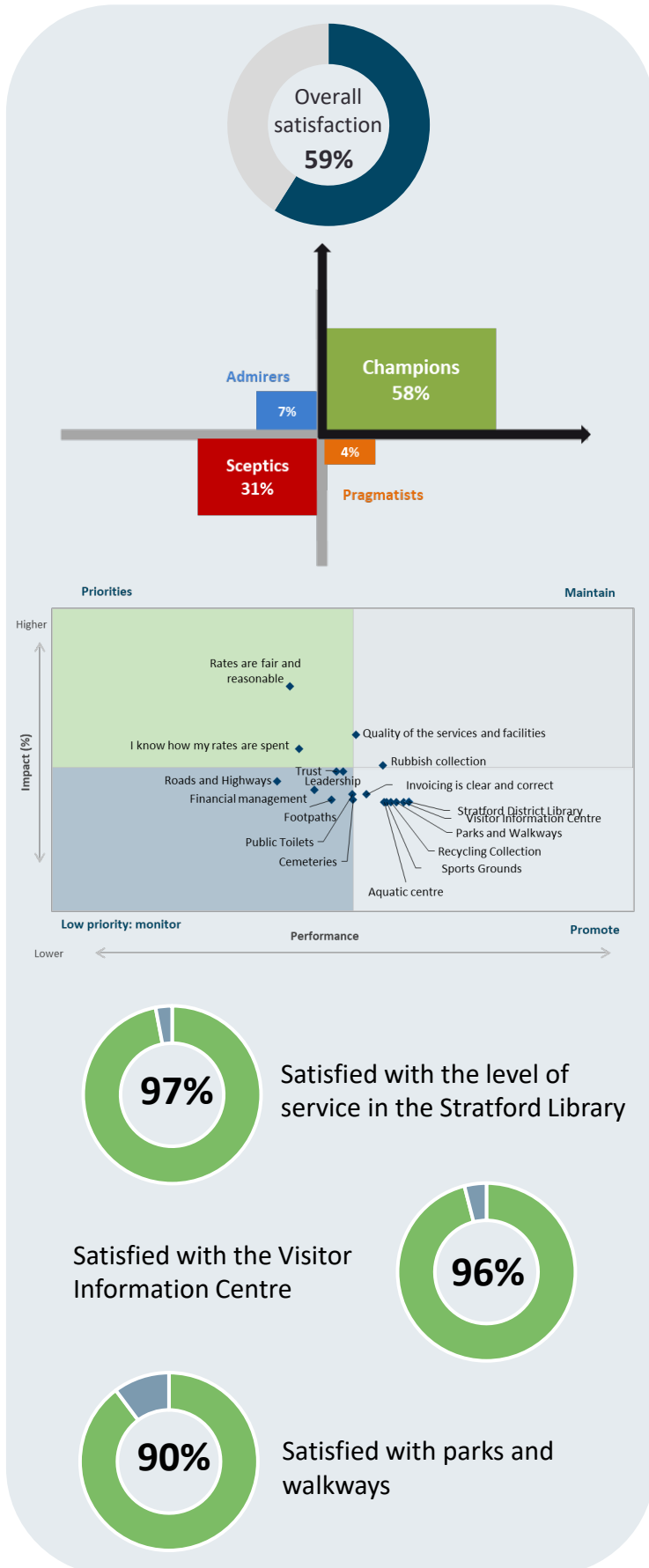
Executive summary



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Key Findings



The overall results of the 2023/24 survey are relatively consistent year-on-year, with a slight increase across most indicators of performance. This reflects that the District Council is on an upward trajectory but has to yet fully recover from significant decreases observed in the 2022/23 survey.

Overall satisfaction with the Council's performance has slightly increased from 57% in 2023 to 59% in 2024. *Value for money* continues to hold the greatest impact on residents' overall satisfaction with the Council's performance.

Satisfaction with Council's Quality of services and facilities has slightly increased by 2% points (69% v 67%). However, value for money continues to decline. Related measures such as *Rates are fair and reasonable* and *How rates are spent* are identified as areas for improvement. In the general comments section, multiple residents raise issues with high rates (14%), while rural residents want Council services extended to them, as they feel that they receive little to no value for money for the rates and other fees they pay (see slide 21).

The *Level of service in the Stratford library, Visitor Information Centre, and Parks and walkways* consistently receive high ratings from residents, with 97%, 96%, and 90% levels of satisfaction respectively. While these areas may have minimal impact on the overall performance of the Council, promoting them could potentially contribute to enhancing overall satisfaction with the Council.

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

		Percentage of respondents satisfied, or very satisfied			
		Change	2024	2023	2022
RF1	Overall satisfied with the residential and rural roads in the Stratford District	7%	37%	30%	39%
CEM2	Overall satisfied with the level of service provided in the District's cemeteries	6%	74%	68%	70%
PT3	Overall satisfied with the District's public toilets	4%	71%	67%	68%
VIC3	Overall satisfied with the level of service at the Visitor Information Centre	2%	96%	94%	96%
OV1	Overall satisfied with the Stratford District Council	2%	59%	57%	69%
LIB3	Overall satisfied with the level of service at the Stratford District Library	1%	97%	96%	97%
PW3	Overall satisfied with the District's parks and walkways	-	90%	90%	92%
RC2	Overall satisfied with the council's rubbish collection service	-1%	82%	83%	83%
CSERV4	Overall satisfied with the performance of Council staff in handling your request or enquiry	-1%	82%	83%	85%
OV2	Overall wellbeing	-1%	80%	81%	81%
RF2	Overall satisfied with the Stratford district council footpaths	-2%	55%	57%	61%
REP5	Overall reputation	-2%	67%	69%	77%
VM3	Overall value for money	-2%	43%	45%	59%
OV3_1	You're confident that the district is going in the right direction	-2%	62%	64%	71%
RC4	Overall satisfied with the council's recycling collection service	-3%	84%	87%	84%
SP3	Overall satisfied with the District's sports grounds	-9%	76%	85%	83%
TSB3	Overall satisfied with the level of service at the aquatic centre	-9%	75%	84%	-

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

		Percentage of respondents satisfied, or very satisfied			
		Change	2024	2023	2022
ES2_3	Service from council, made during Business hours service (from 8am until 4.30pm) - District Planning and Resource Consents	24%	46%	22%	70%
ES2_1	Service from council, made during Business hours service (from 8am until 4.30pm) - Animal Control	23%	66%	43%	63%
PT2_5	Kopuatama Cemetery public toilets	23%	88%	65%	86%
ES2_2	Service from council, made during Business hours service (from 8am until 4.30pm) - Land Information Memorandum (LIMS)	16%	85%	69%	85%
PT2_3	Exeloo toilets in Victoria Park	16%	59%	43%	61%
ES3_1	Service from council, made during After hours service (from 4.30pm until 8am) - Animal Control	12%	60%	48%	50%
PT2_9	Stratford Bike Park toilets	7%	78%	71%	77%
PT2_6	TET Stadium public toilets	6%	56%	50%	54%
PW2_3	Service provided in the District's parks and walkways - King Edward Park	4%	92%	88%	90%
ES2_4	Service from council, made during Business hours service (from 8am until 4.30pm) - Building Consents	4%	45%	41%	48%
PW2_5	Service provided in the District's parks and walkways - Adrian Street Reserve	3%	85%	82%	93%
PW2_9	Service provided in the District's parks and walkways - Carrington walkway	3%	89%	86%	88%
CSERV3_2	Staff had good understanding of what you wanted	3%	90%	87%	90%
VM2_1	Annual property rates are fair and reasonable	3%	36%	33%	46%
SC1_1	Stratford is an attractive place to live	3%	70%	67%	77%
PT2_1	Town Centre toilets on Broadway	2%	64%	62%	82%
SC1_2	Stratford is a safe place to live	2%	73%	71%	77%
REP4	Quality of the services and facilities	2%	69%	67%	76%
PT2_4	Percy Thomson Complex public toilets	1%	96%	95%	96%
PW2_1	Service provided in the District's parks and walkways - Victoria Park	1%	89%	88%	91%
PW2_2	Service provided in the District's parks and walkways - Windsor Park	1%	83%	82%	86%
COM5	Satisfied with how council keeps you informed	1%	62%	61%	63%
PW2_8	Service provided in the District's parks and walkways - Three Bridges Trail	1%	94%	93%	91%
PW2_4	Service provided in the District's parks and walkways - Playgrounds in Victoria or King Edward Park	-	90%	90%	92%
PW2_7	Service provided in the District's parks and walkways - Western Loop walkway	-	87%	87%	90%

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

		Percentage of respondents satisfied, or very satisfied			
		Change	2024	2023	2022
CS2	Council's ability to create a sense of community in the Stratford District	-	61%	61%	71%
GOV1	Decisions made by the council represent the best interests of the District	-	56%	56%	65%
CSERV3_1	Front desk staff were helpful and friendly	-	91%	91%	95%
CSERV3_3	The information provided was accurate	-	85%	85%	91%
REP1	Leadership	-	63%	63%	71%
VM2_2	Invoicing is clear and correct	-	75%	75%	82%
PW2_6	Service provided in the District's parks and walkways - Eastern Loop walkway	-1%	82%	83%	87%
SC1_3	Stratford offers a healthy lifestyle	-1%	74%	75%	81%
ES3_3	Service from council, made during After hours service (from 4.30pm until 8am) - Other request	-2%	69%	71%	69%
CS1	Council's role in supporting community development in the Stratford District	-2%	66%	68%	74%
REP2	Trust	-2%	60%	62%	66%
PT2_2	Centennial Restroom toilets	-3%	90%	93%	95%
VM2_3	I know how my rates are spent	-3%	41%	44%	61%
REP3	Financial management	-4%	48%	52%	68%
SP2_1	Service provided in the District's sports grounds - Victoria Park	-5%	77%	82%	84%
SP2_3	Service provided in the District's sports grounds - Page Street	-8%	67%	75%	85%
SP2_2	Service provided in the District's sports grounds - Swansea Road	-9%	69%	78%	84%
PT2_7	Whangamomona public toilets	-10%	51%	61%	55%
GOV3	Interaction with you	-11%	63%	74%	91%
ES2_7	Service from council, made during Business hours service (from 8am until 4.30pm) - Parking	-12%	22%	34%	19%
ES2_8	Service from council, made during Business hours service (from 8am until 4.30pm) - Other request	-13%	68%	81%	54%
ES2_5	Service from council, made during Business hours service (from 8am until 4.30pm) - Food Control	-20%	80%	100%	100%
ES2_6	Service from council, made during Business hours service (from 8am until 4.30pm) - Alcohol Licensing	-25%	75%	100%	52%
PT2_8	Morgan's Grave public toilets	-33%	30%	63%	14%
ES3_2	Service from council, made during After hours service (from 4.30pm until 8am) - Noise	-44%	35%	79%	25%



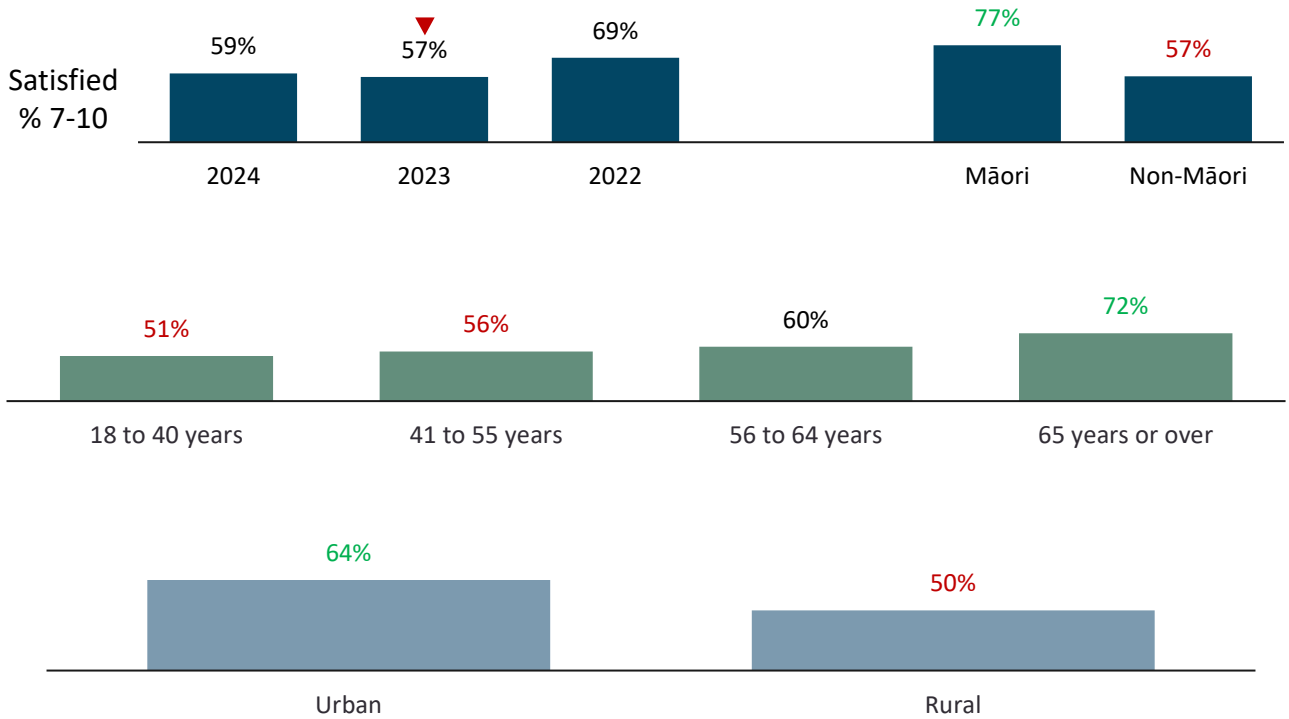
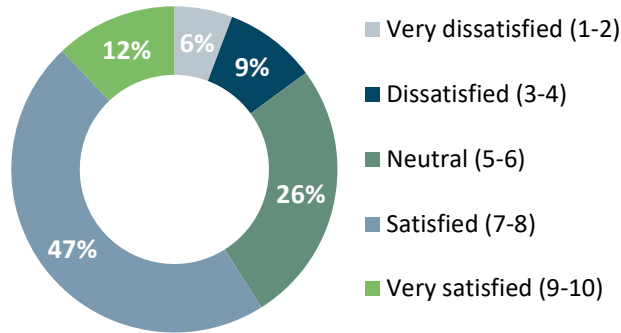
Overall satisfaction with the Council



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Overall Performance



- Satisfaction with the *Overall performance* of the District Council has increased since 2023. However, the current satisfaction score of 59% is still lower than the 69% recorded in 2022.
- Older residents, those aged 65 years or over, express a significantly higher satisfaction score (72%) compared to younger residents (18-55 years).
- Urban residents are more likely to be satisfied with the District Council overall compared to those in rural areas. This is likely due to the perceived lack of services available to rural residents.

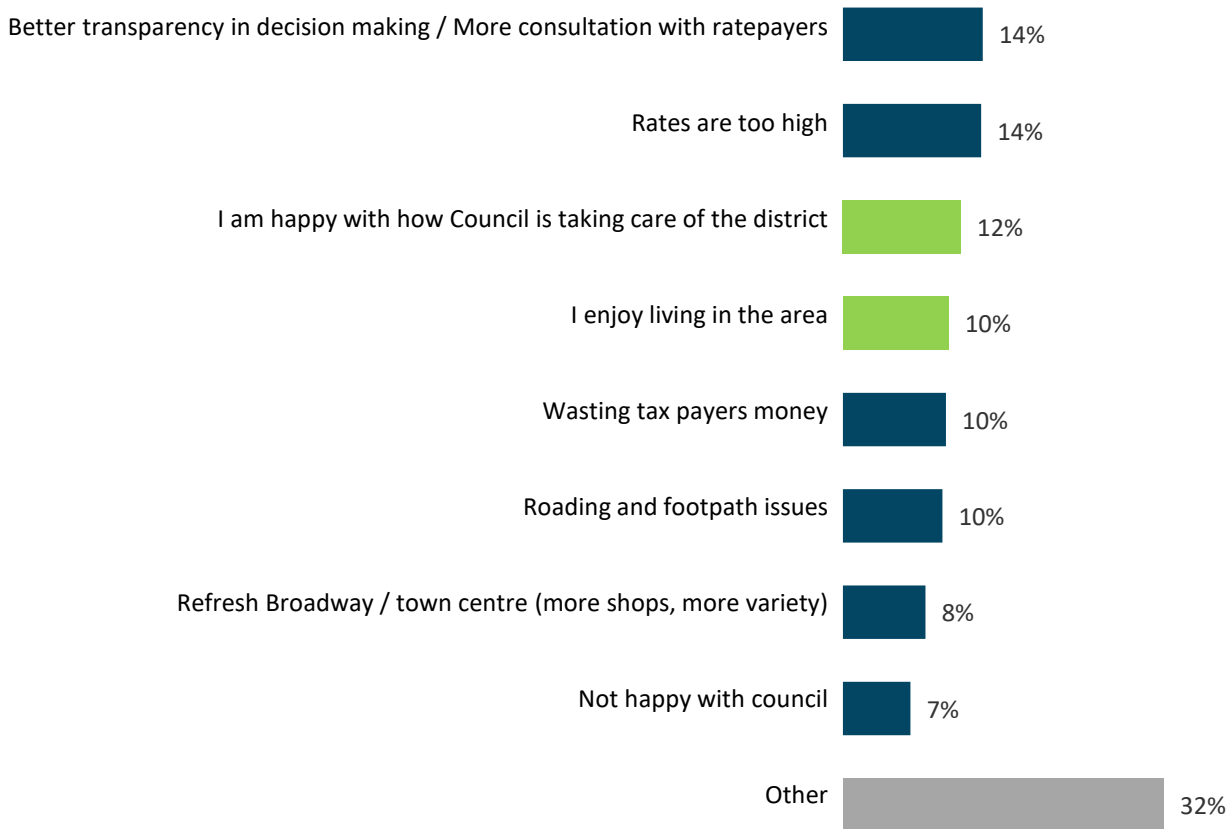
NOTES:

1. 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=385
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

General comments



- *Unsure if they take public opinion into account or if they stick to their preconceived plans regardless.*
- *Our council needs to listen more to the public and remember they are here for the needs of this community, not for pet projects and spending money we don't have.*
- *More information on coming rate increases once central government lets its funding and investment paradigm known i.e., regarding water and infrastructure renewal, upgrading and reticulation replacement, charging regimen etc.*
- *I find it hard to believe and understand in the current economic situation that we are in that a rates increase of 15 percent is considered acceptable when inflation is less than half that, not okay.*
- *I personally think the new swimming pool was a wasted opportunity.*
- *I do feel a couple of increases have been incurred simply because everything else is going up.*



- *I am happy to pay my way as my family and I enjoy the parks and sports facilities.*
- *Stratford is a great to place to live. I've got a few friends who moved here after telling them how good it is. It wouldn't be this way if the Council didn't look after us.*
- *Thanks for listening, please make it more readily available to see where fund spend goes. Thanks for the great walkways.*
- *Quite pleased with all decisions made by Council members.*
- *Stratford is a really good and safe place to live, great to bring up a family with lots of outdoor things for kids to do.*
- *Great place to live and work. Stratford District Council staff and councillors should be proud of how the direction the district is moving in. Keep up the good work.*
- *Keep up the hard work. Much appreciated.*

NOTES:

1. OV4. Are there any other comments you would like to make about Stratford District Council? n=92



Reputation profile

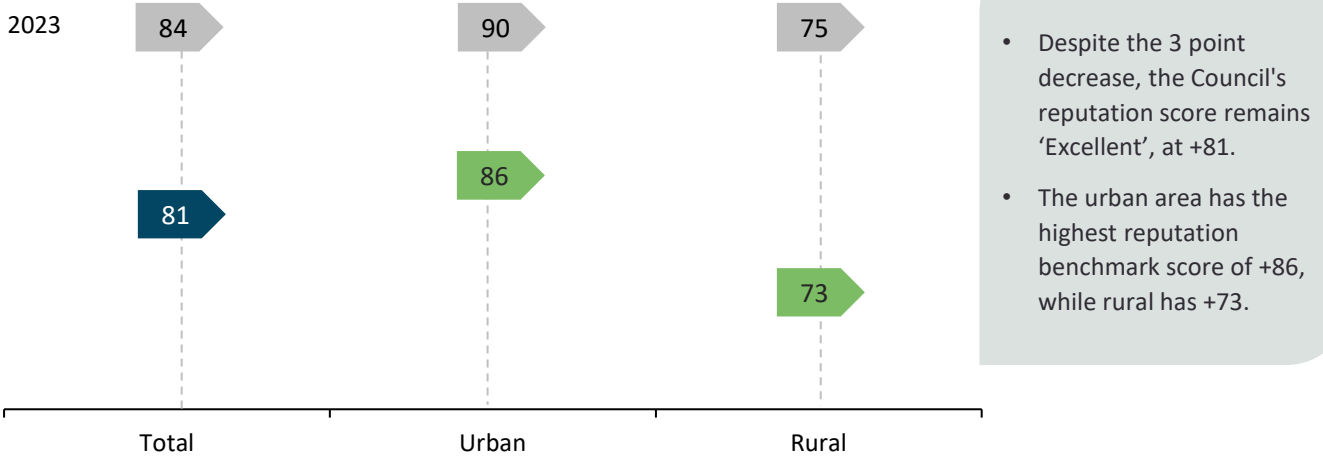


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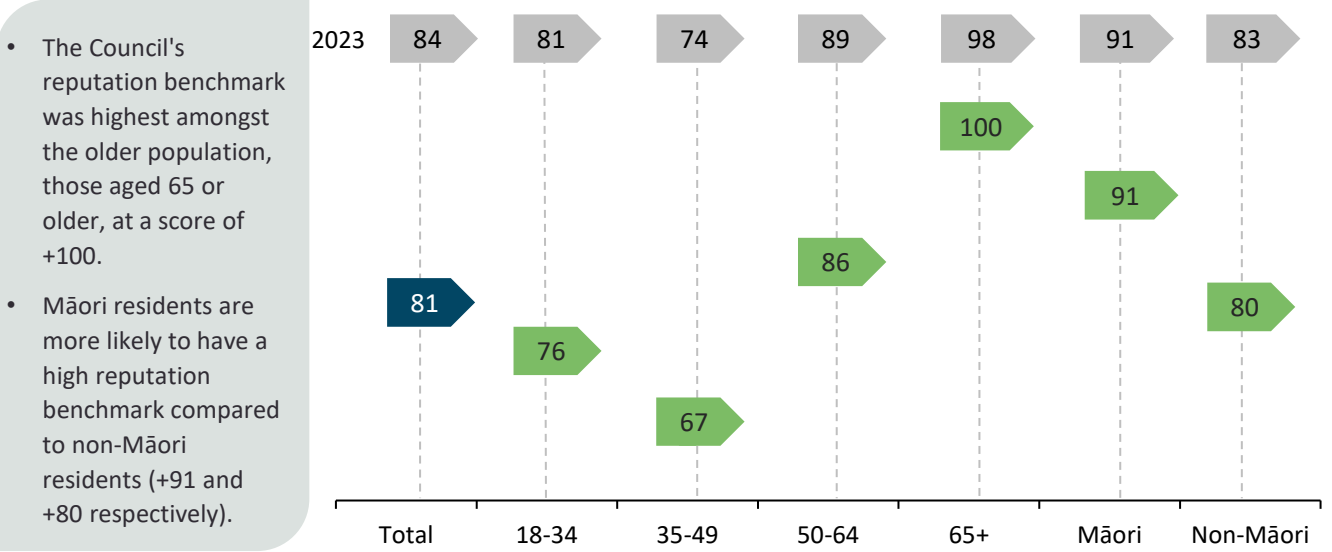


Reputation benchmark

- 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.



- Despite the 3 point decrease, the Council's reputation score remains 'Excellent', at +81.
- The urban area has the highest reputation benchmark score of +86, while rural has +73.

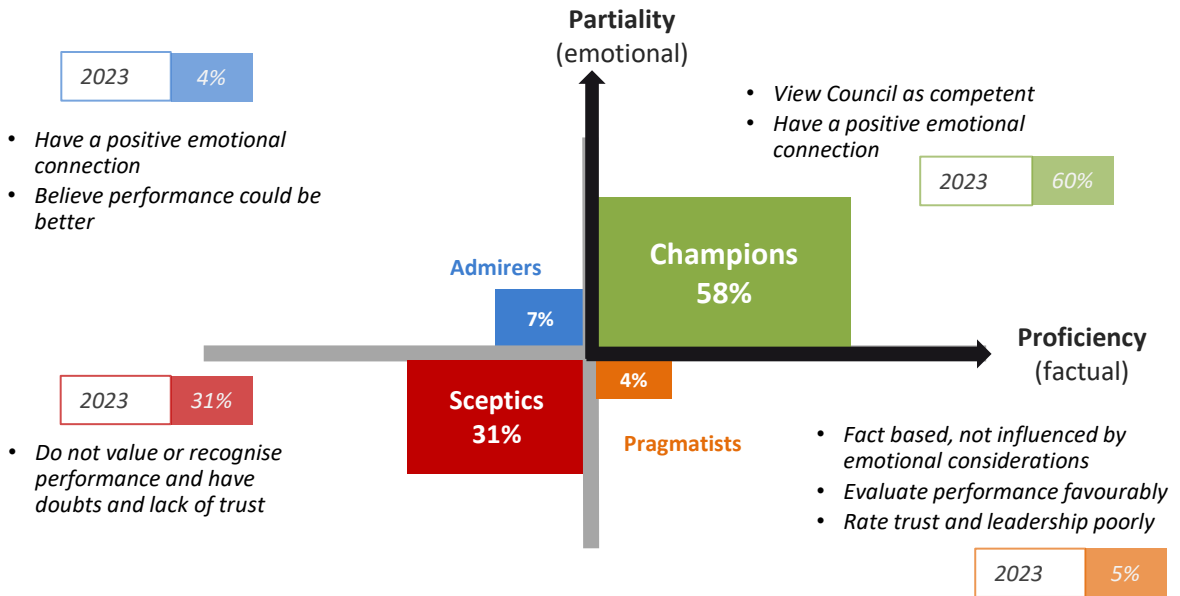


- The Council's reputation benchmark was highest amongst the older population, those aged 65 or older, at a score of +100.
- Māori residents are more likely to have a high reputation benchmark compared to non-Māori residents (+91 and +80 respectively).

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

NOTES:
1. 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=369

Reputation Profile



- Nearly six in ten residents (58%) are identified as *Champions*, while nearly a third (31%) are categorized as *Sceptics*, consistent with the 2023 results.

- Residents in urban areas (64%) are more likely to be identified as *Champions* than residents in rural areas (47%).

- Younger residents, aged between 18 and 40, are more likely to be classified as *Admirers* (13%) than other age groups. This suggests they have a positive emotional connection with the district Council but believe that the performance could be better.
- While older residents, aged 56 and above, are more likely to be identified as *Champions*, with 70% of those aged 56-64 and 77% of those aged 65 and above being classified as such.

NOTES:

- 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=358
- 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=362
- 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=318
- 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=385
- Excludes don't know responses.



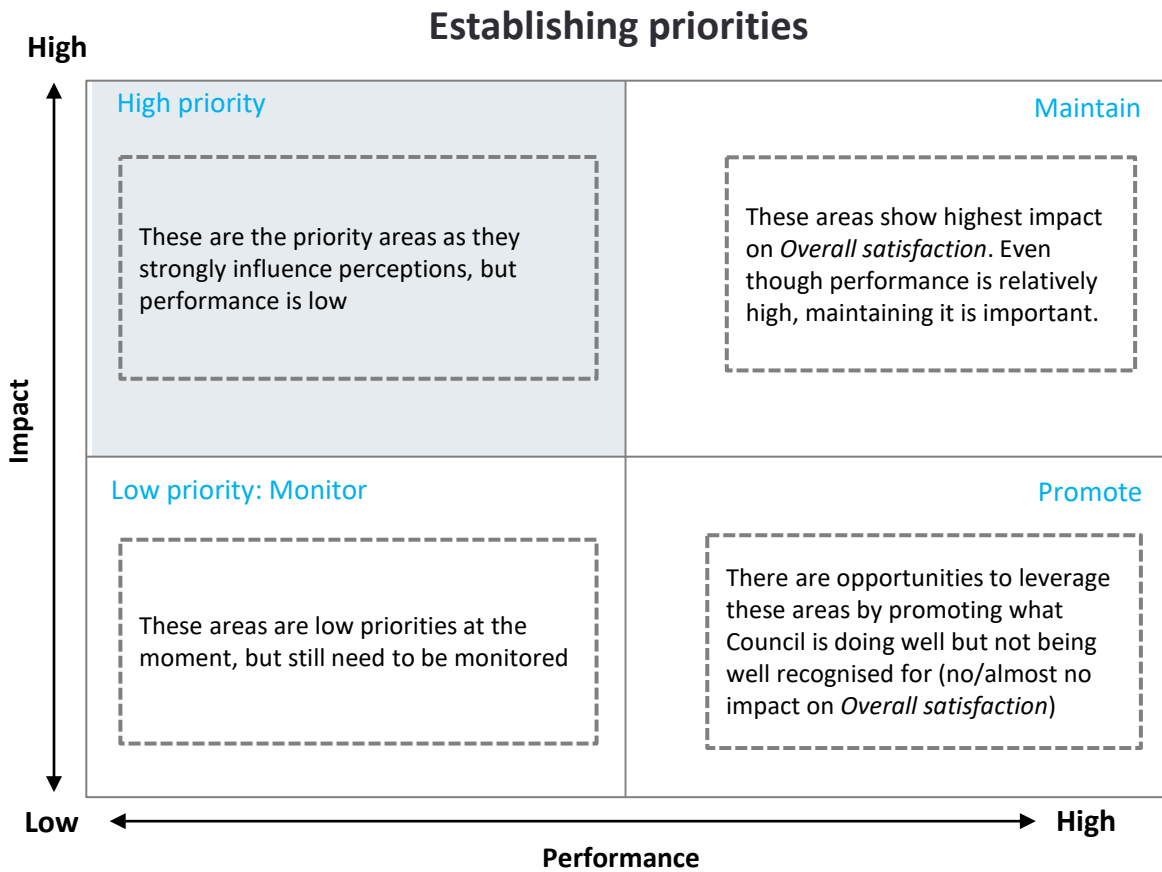
Drivers of satisfaction Priorities and opportunities



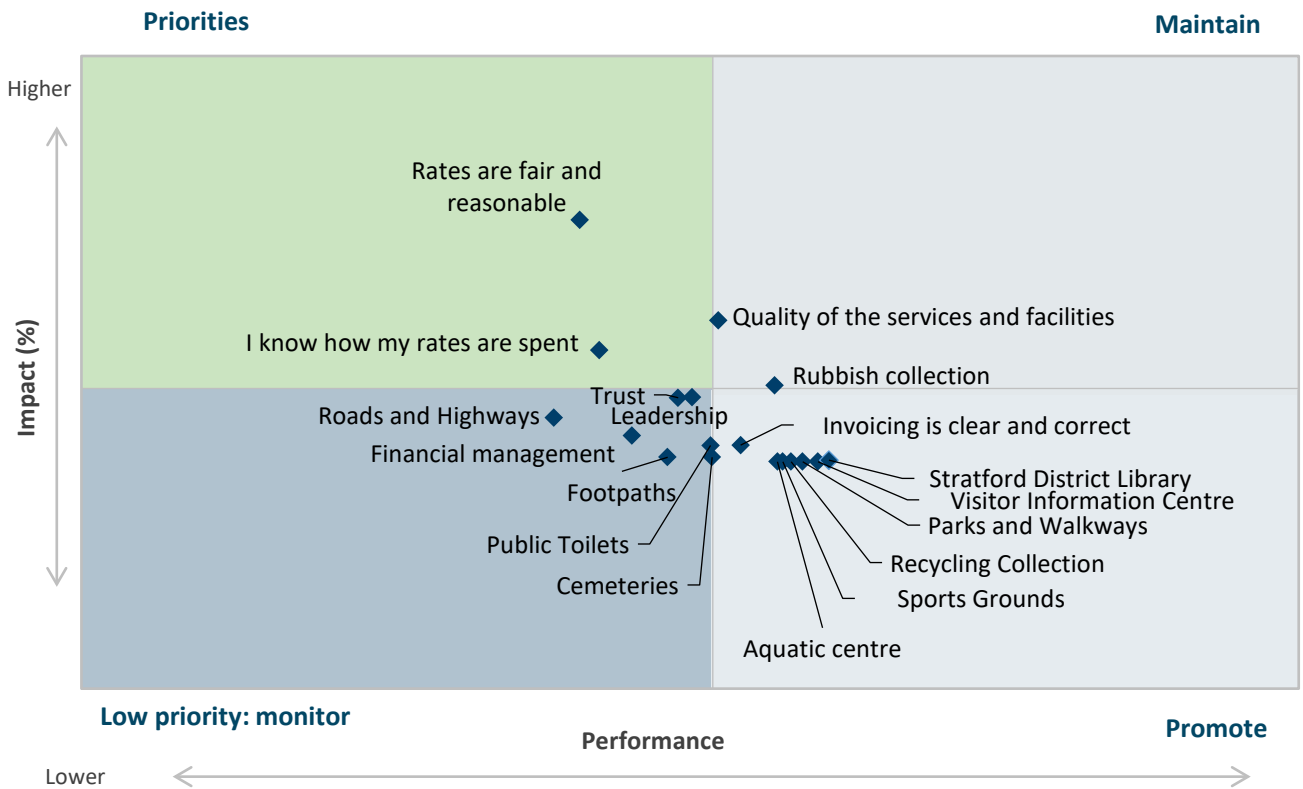
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Establishing priorities - Matrix



Opportunities and priorities. Overall measures



Two key areas have been identified as top priorities to enhance residents' overall perception of the Council, this include areas regarding *Value for money*:

Rates are fair and reasonable and ***I know how my rates are spent***.

Enhancing these attributes is crucial, as they strongly influence *Overall value for money*, which has the strongest influence on residents' perception of Councils performance at 46%. Improving these areas will lead to a higher satisfaction with the Council's *Overall performance*.



Areas within the Council's performance that are not receiving sufficient recognition are mainly ***Services and facilities*** and ***Invoicing is clear and correct***.

Promoting these aspects of the Council's performance would naturally redirect residents' attention towards a more positive perception.



Things Stratford District Council should monitor include ***Trust, Leadership, Financial Management, and Roading and footpaths, Public toilets and Cemeteries***.



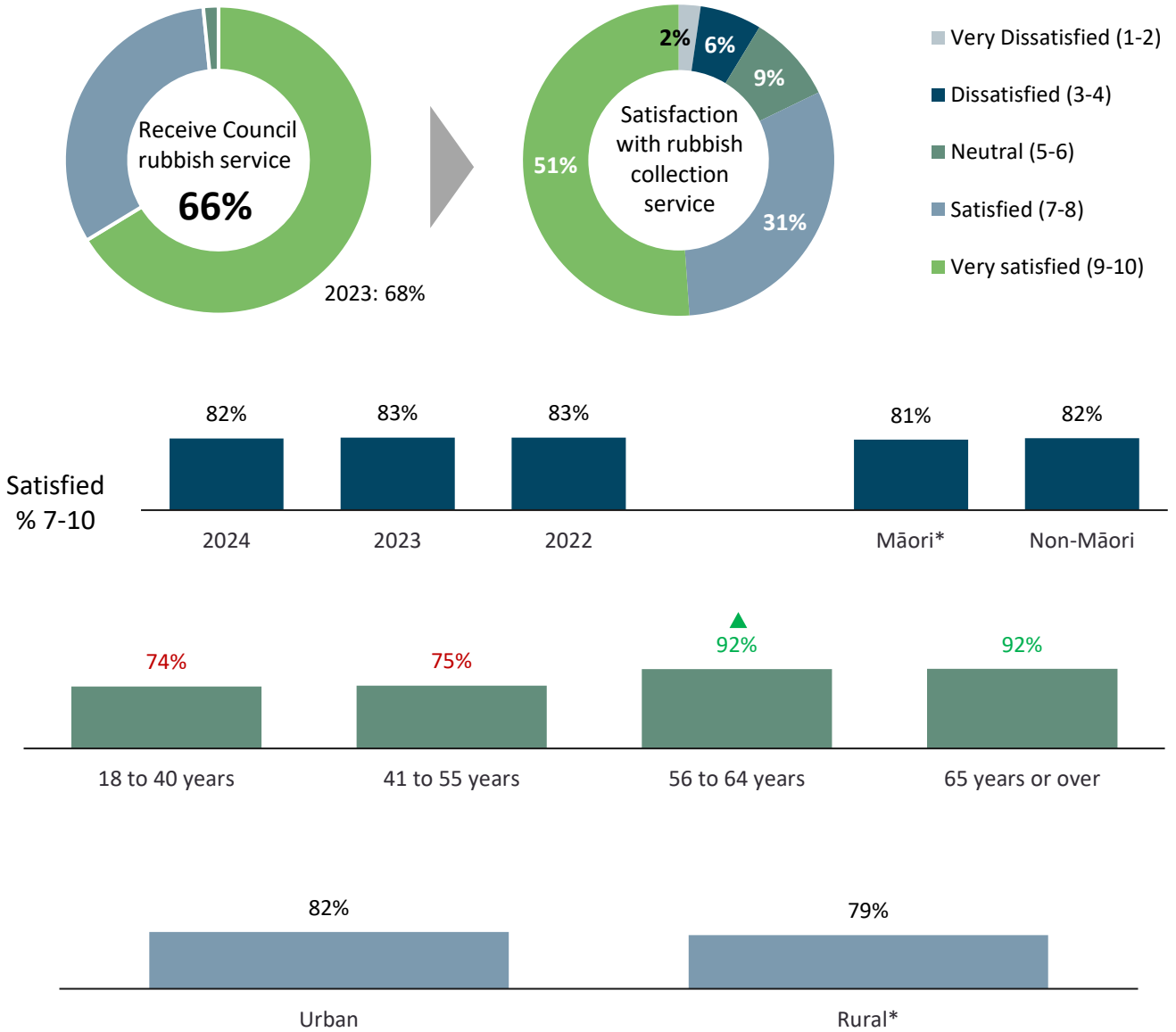
Waste management



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Services and Facilities; Rubbish Service - Satisfaction



- 66% of households receive the *Council's rubbish service*.
- Amongst them, over eight in ten (82%) are satisfied with the Council service, a satisfaction rate that has remained consistent year on year.
- Satisfaction amongst residents aged 56 to 64 years has significantly increased since 2023, rising from 70% to 92%.

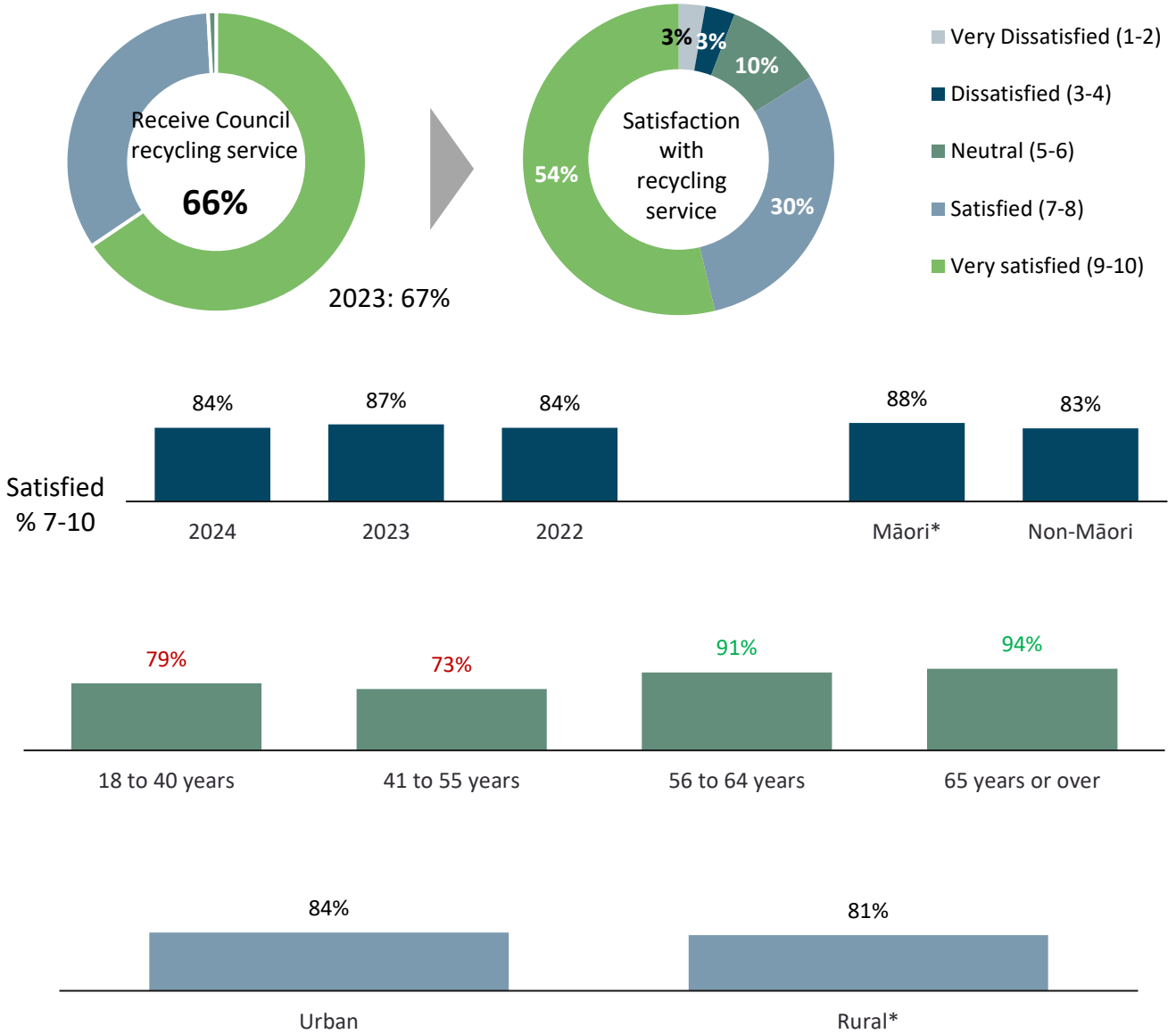
NOTES:

1. RC1. Is your property receiving the Council rubbish service? Yes: n=284
2. RC2. Overall, how satisfied are you with Council's rubbish collection service? n=283
3. Excludes don't know responses.
4. *Caution small sample size (n<30) results are indicative only.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Services and Facilities; Recycling Service - Satisfaction



- Households receiving the *Council's recycling service* continues to gradually decline, decreasing from 69% in 2022 to 67% in 2023, and further to 66% in 2024.
- Residents' perception of the *Council's recycling service* has slightly decreased by 3% points since 2023, dropping from 87% to 84%, which is the same satisfaction score recorded in 2022.

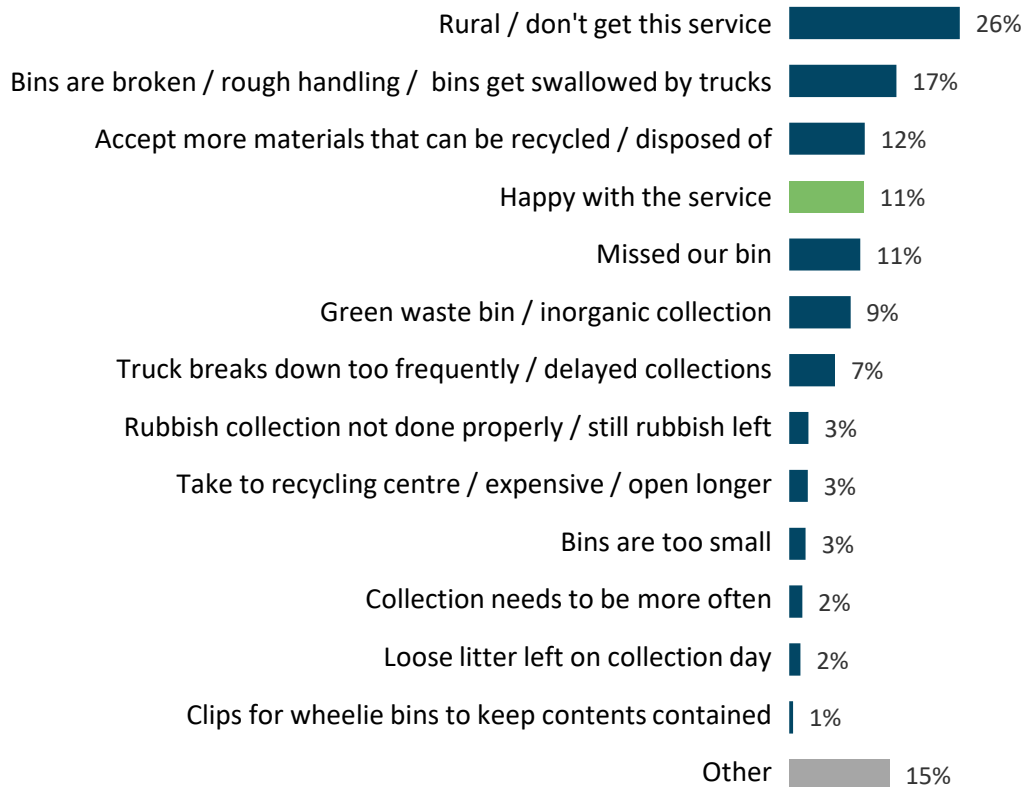
NOTES:

- RC3. Is your property receiving the Council recycling service? Yes: n=280
- RC4. Overall, how satisfied are you with Council's recycling collection service? n=279
- Excludes don't know responses.
- *Caution small sample size (n<30) results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Services and Facilities; Rubbish and Recycling service - Comments



- *I am rural. We receive no services. Is there a local depo or recycling station I could drop off my recycling to? Or my rubbish?*
- *Make it available for rural, we pay enough rates but miss out on a lot of things that urban properties get.*
- *With increased residential properties on the outskirts of town and additional subdivisions, these services should be extended to include these properties.*
- *Rubbish collectors sometimes need to be more careful with returning the bins, breaking them, or tipping over other bins and just leaving them lying there.*
- *There are still a large number of plastics which are not collected due to various reasons which are going to land fill, such as lids, tops and alike, which needs to be looked at.*
- *Very inconsistent with recycling 4 weeks in a row where the recycling bin hasn't been emptied on time.*



- *On the positive side, the rubbish and recycling services always turn up when they're supposed to*
- *They are doing an excellent job. I have had no missed collections, and the current frequency of collections is perfect.*
- *I feel we get a great service and would be disappointed if it changed. Maybe some more education as to what can go in what bin would help.*
- *Good service, helpful drivers.*
- *Transfer station is excellent.*
- *I am very pleased to learn that our council has maintained the weekly general rubbish collection service.*
- *The rubbish and recycling collection services are doing a wonderful job, and are very professional at what they do.*

NOTES:

1. RC5. Are there comments you would like to make about the Council's rubbish and recycling collection service? n=161



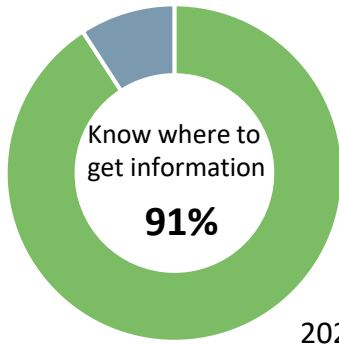
Communication and engagement



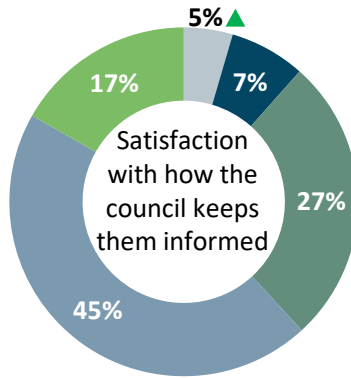
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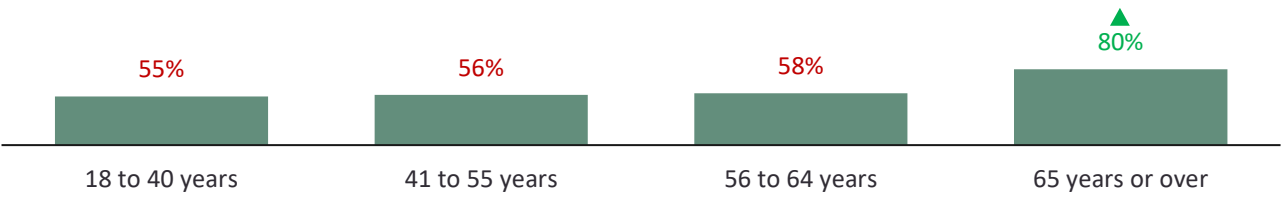
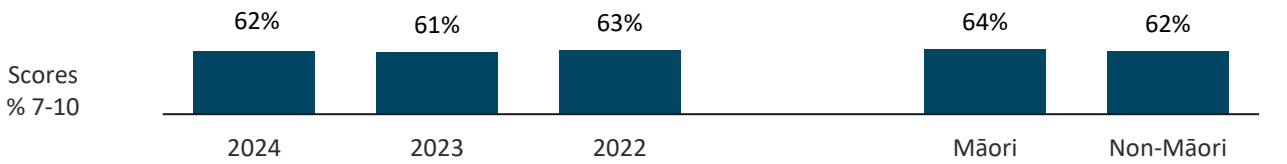
Public Information



2023: 94%



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



- Despite a slight decrease, the awareness of *Where to obtain Council information if wanted* remains high amongst Stratford district residents, with 91% awareness.
- Older residents, those aged 65 and above, are more likely to express satisfaction with *How the Council keeps residents informed*, with satisfaction rising significantly from 65% in 2023 to 80% in 2024.

NOTES:

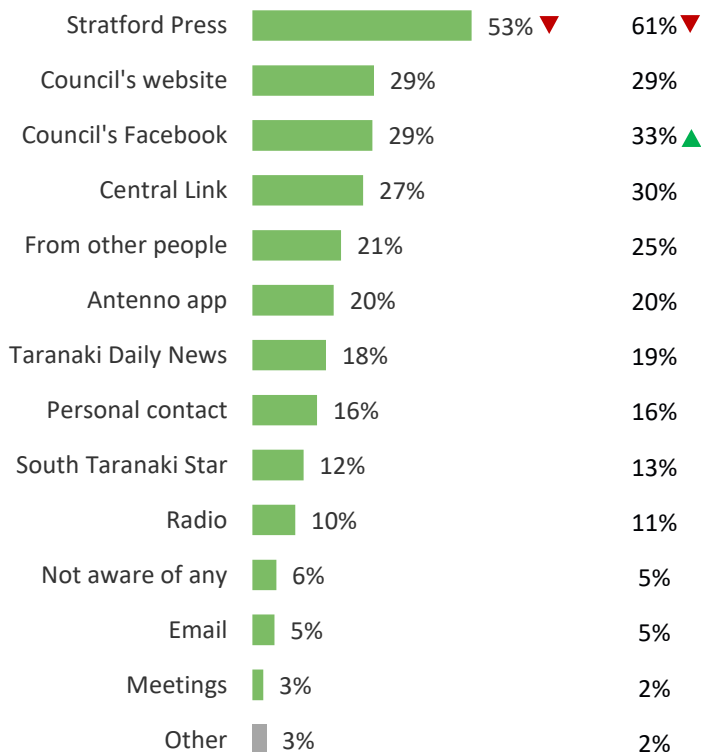
1. COM1. Do you know where to get Stratford District Council information if you want it? Yes: n=385
2. COM5. Using a scale of 1 to 10 where 1 is 'very dissatisfied' and 10 is 'very satisfied', how satisfied are you with how Council keeps you informed? n=390
3. Excludes 'Don't know' responses.

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

Public Information (continued)

Main way of staying informed

2023

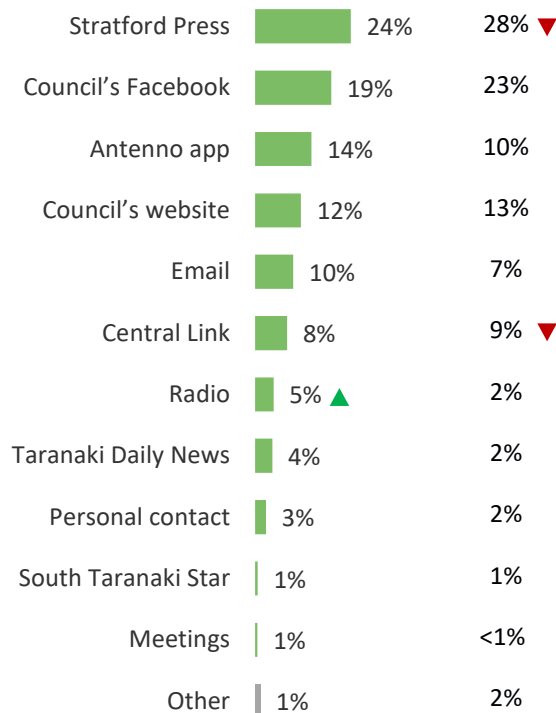


- The main source of information about the Council for residents is the *Stratford Press*. However, this source has seen a significant year-on-year decline. Some residents have commented that they had stopped receiving the *Stratford Press* for several months.
- Nearly three in ten residents (29%) see or hear about the Council through the *Council website* or *Facebook*.

- Nearly a quarter (24%) of residents prefer to stay informed about the Council through the *Stratford Press*, which is the highest amongst all media platforms. Publishing Council announcements or news about the district in the *Stratford Press* will ensure that this significant portion of the community is communicated with effectively.
- 30% of residents who provided feedback regarding Council communication expressed a desire to receive the *Stratford Press* or local papers more frequently.

Preferred way to keep up to date

2022



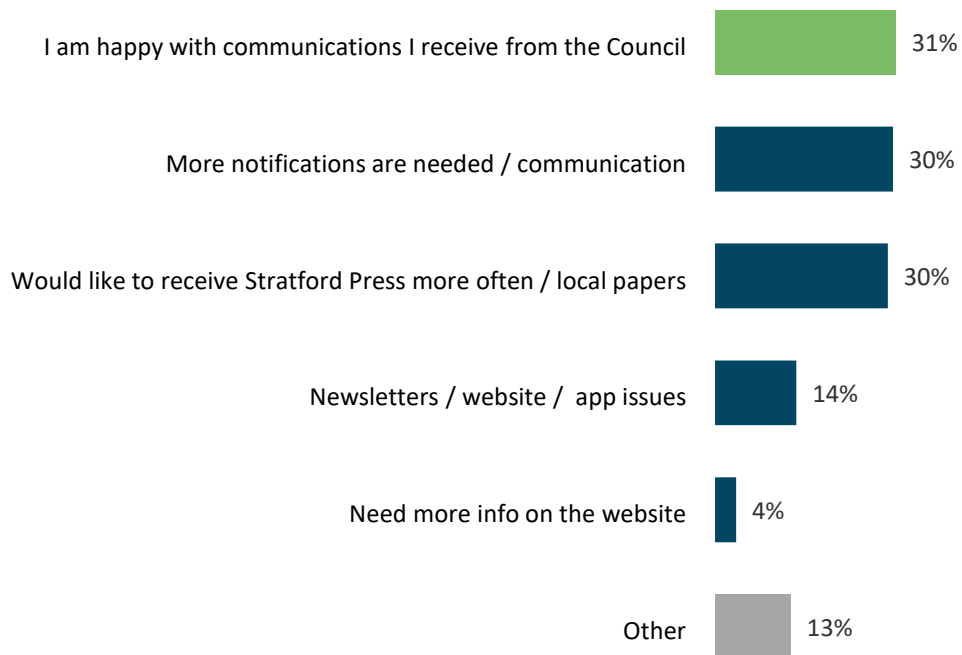
NOTES:

1. COM2. Where do you mainly see, read, or hear information about the Council? Please select all that apply. n=420
2. COM3. What would be your preferred way to keep up to date with what Stratford District Council is doing? (Please select one.) n=417

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Comments on Information



- *Communications from Council cover a number of platforms but keeping these all up to date is key, as people absorb information in different ways.*
- *Pretty poor if the consultation with affected businesses during the Transport Choices fiasco is anything to go by.*
- *Better communication around road works on Cardiff Road. There was no communication with residents.*
- *Having used Antenno to contact the Council, it would have been good to have had some sort of feedback and acknowledgement, I found contacting the Council through this method a waste of time.*
- *We don't get a Press delivered for more than a year. At least email would mean I would get any information and not miss it.*
- *Would love to receive the Stratford Press to see what's going on in the community.*
- *Were rarely getting the Stratford Press, it's a sporadic delivery. Very difficult to contact the office.*



- *The communications team do an excellent job of keeping people up to date with information. The Antenno app is so handy for getting notices out to the public quickly.*
- *I get email communications as I am involved in a community group. It's good to get this.*
- *Great customer service when I ring or email someone. They're prompt and it helps.*
- *Staff at the front counter are always very helpful and kind.*
- *Regular columns in the newspapers keep me informed.*
- *Always full of interesting pertinent news.*
- *Communication on a wide scale seems adequate.*
- *All good and sufficient. Mayor communicates well.*
- *I love the Antenno app, a great way to keep up to date with what's happening.*

NOTES:

1. COM4. Are there comments you would like to make about the communications provided by Stratford District Council? n=55



Regulatory services



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Contact with the Council

Reason for contact	2024	2023	2022
Animal control	9%	9%	7%
Building Consents	7%	7%	7%
District planning and Resource Consents	3%	6%	4%
Land Information Memorandum (LIMS)	2%	2%	2%
Noise	3%	3%	3%
Alcohol licensing	2%	2%	3%
Food control	1%	1%	-
Parking	1%	1%	2%
Other	8%	6%	6%
None of these	73%	71%	75%

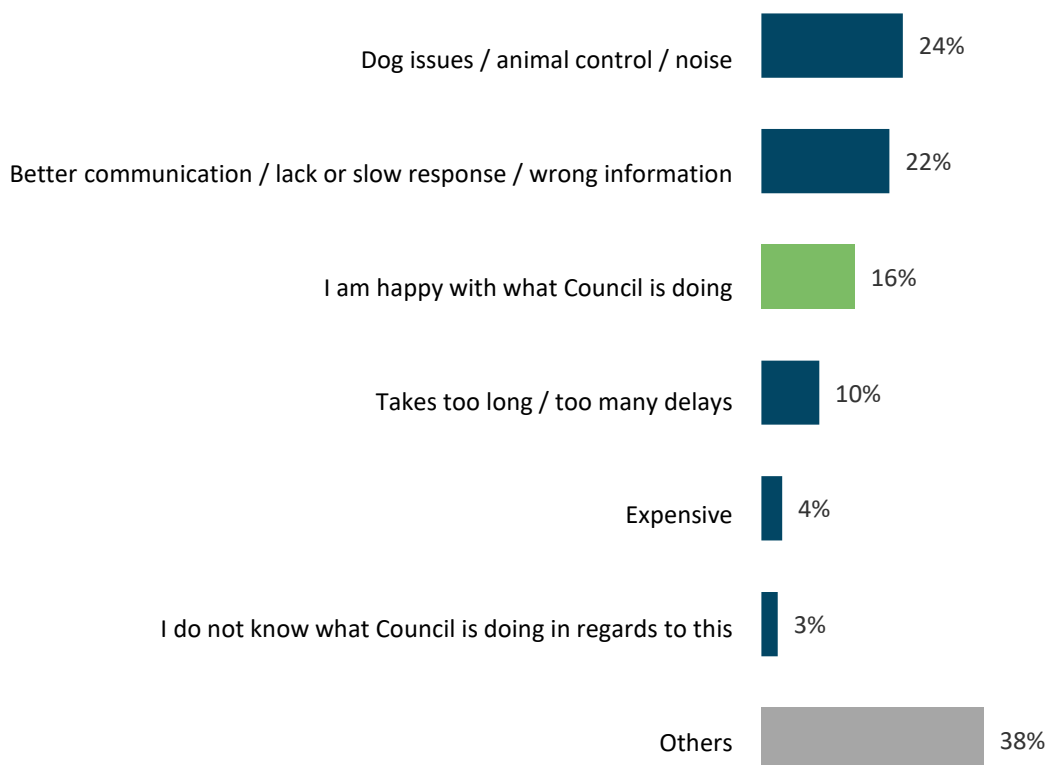
- **Animal control** was contacted by 38 respondents during business hours and 24 after hours. During business hours, 17 (66%) of the respondents who contacted the council scored the service between *Good* and *Excellent* (7-10), while 14 who contacted after hours scored the service of the council between *Good* and *Excellent* (7-10).
- **Land Information Memorandum (LIMS)** was the reason for contact for 8 respondents. Six respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **District Planning and Resource Consent** was the reason for contact for 14 respondents, 6 (46%) of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **Building Consent** was the reason for contact for 26 respondents. 11 (45%) of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **Food control** was the reason for contact for 4 respondents, almost all of them (3, or 80%) scored the service of the council *Good* (7-8).
- **Alcohol Licensing** was the reason for contact for 8 respondents. 6 (75%) of these respondents scored the service of the council between *Good* and *Excellent* (7-10).
- **Parking** was the reason for contact for 5 respondents with only one of them giving the service a rating between *Good* and *Excellent* (7-10).
- **Noise** was the reason for after-hours contact for 13 respondents. Only 3 of these respondents scored the service of the council between *Good* and *Excellent* (7-10).

NOTES:

1. 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=420
2. 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. n=39
3. ES3. Using the same rating scale, please rate the service, in the following areas, made during After hours service (from 4.30pm until 8am) in the last 12 months.
4. Animal control n=39; LIMS n=6; District planning / resource consents n=14; Building consents n=26, Food control n=4, Alcohol licensing n=8, Parking n=5, Noise n=13.
5. Excludes don't know responses.

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

Comments on Improvements of Regulatory Services



- *I have heard people cannot ring noise control without having to give their name and address, which many do not feel comfortable doing as they aren't sure this isn't going to be passed onto the people they are complaining about. Especially applicable to older people or females living alone.*
- *Noise control on the firth concrete plant. The loader starts at 4.30am so the plant can finish earlier in the day.*
- *Would like to see dogs contained to the back 3/4 portion of town sections so they can't bark through fences and scare people walking past on footpaths. Very intimidating.*
- *Service is ok. However, follow up and consultation communication is lacking.*
- *Personal communication apart from mere acknowledgement of receiving communication would be a big improvement.*



- *Came to inspect the property to reduce dog licence cost, very good.*
- *The woman I spoke with was very helpful and pleasant and made it very easy to find the information I was looking for.*
- *Excellent, very responsive and great communication.*
- *The council are getting better all the time with their services.*
- *The front line help is great and the phone receptionist also. It is difficult to know who is responsible for what services however.*
- *The services are good.*
- *We had a rapid response to having the dog we complained about captured.*
- *My dealings and knowledge show a very good service.*

NOTES:

1. ES4. Are there comments you would like to make about Council's environmental services? n=54



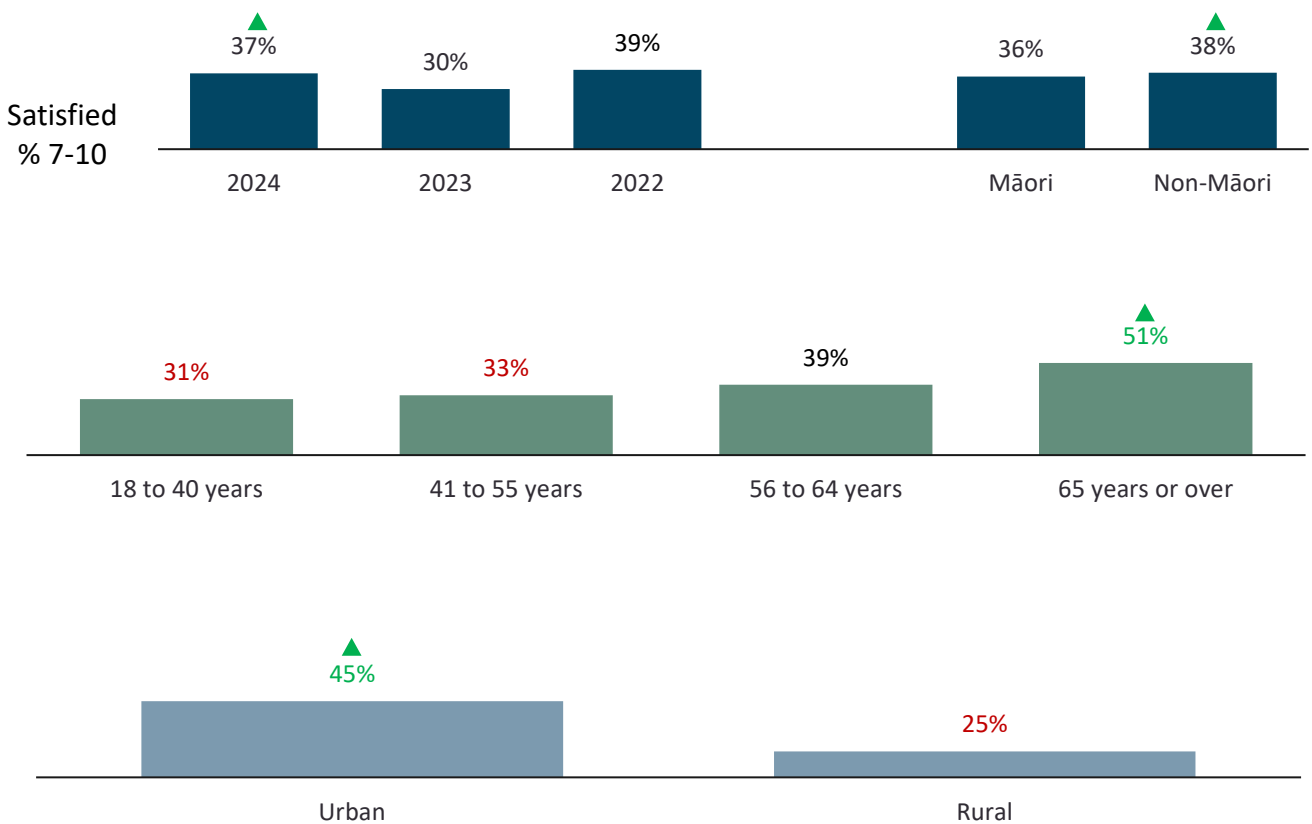
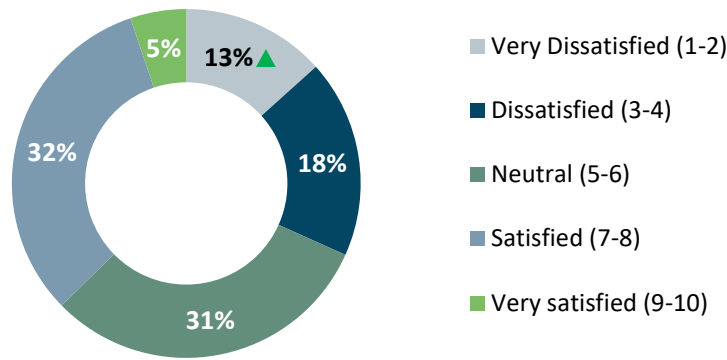
Roads and footpaths



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Satisfaction with the Residential and Rural Roads



- There is a significant increase in satisfaction with *Residential and rural roads*, rising from 30% in 2023 to 37% in 2024.
- Urban residents are more likely to express satisfaction with the Council's *Residential and rural roads*, with a satisfaction score of 45%, compared to rural residents who have a satisfaction score of only 25%.

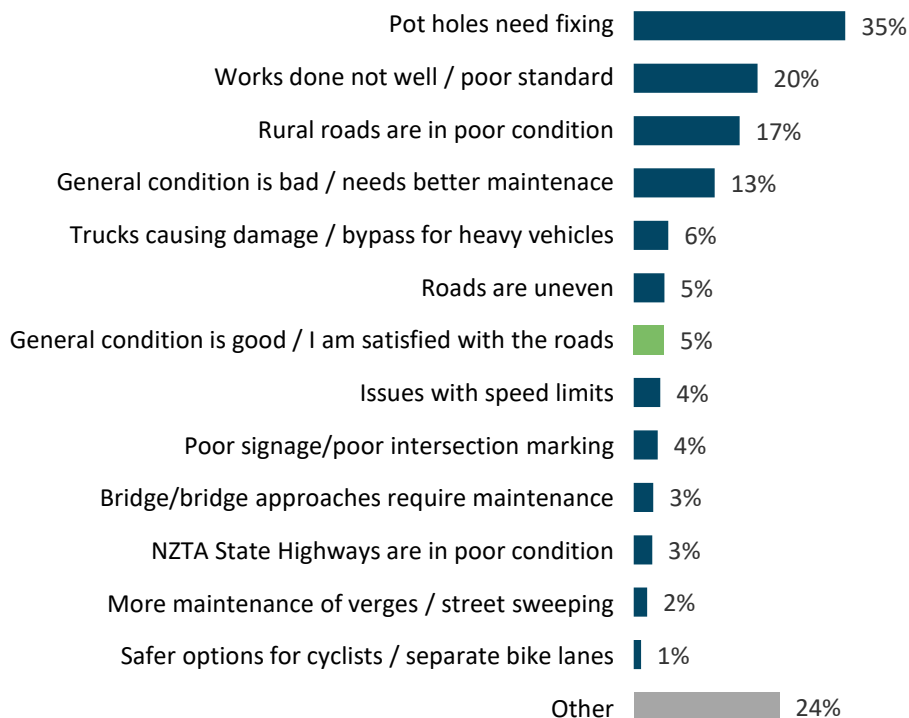
NOTES:

1. 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=416
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Residential and Rural roads - Comments



- *The patch work isn't flat enough, and is ridged and are still making some potholes, cars are still avoiding the patch work done.*
- *Regularly getting wheel alignments done due to potholes.*
- *Issues like potholes seem to take time to get addressed, then a truck drops off quite a few workers and the job is done. The number of workers seems high for the work to be done.*
- *Repairs seem to disintegrate very quickly. Potholes reappear within days.*
- *Definitely needs some more thought and upgrading. Something is not working.*
- *They are very poorly maintained by the current contractor.*
- *The rural roads take a hit because of the trucks that divert from the main road down Climie Road, and it isn't monitored regularly.*

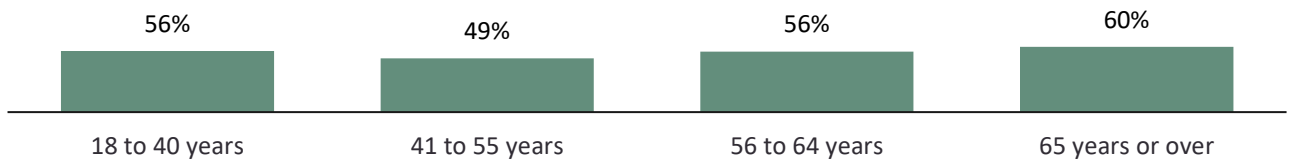
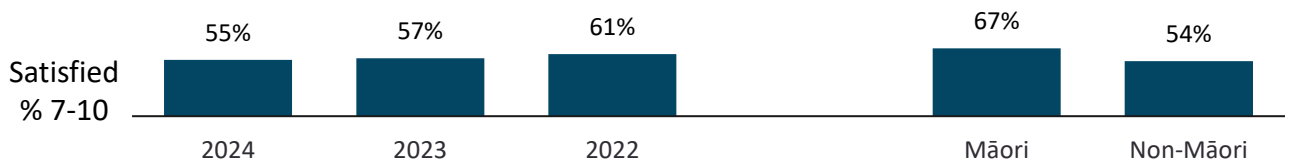
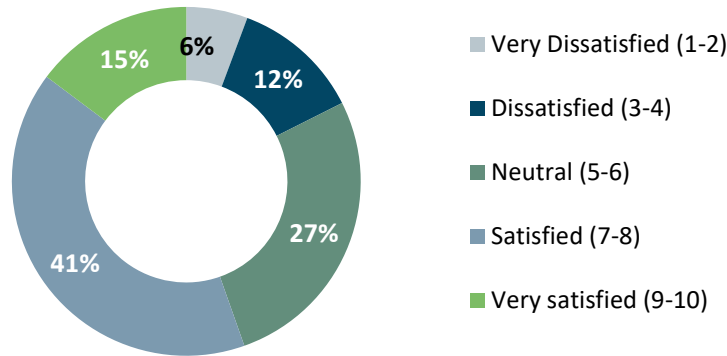


- *Generally, the district's roading network is good to very good. When reporting issues such as broken surface, sumps, or potholes, these are repaired within an adequate time.*
- *I find the internal roads in Stratford to be good. I would like work to be done on the roundabout planting.*
- *Generally, town roads are good.*
- *Roads are maintained.*
- *I consider the roads to be reasonable.*
- *In general, the roads are pretty good.*
- *Generally, town roads are good.*

NOTES:

1. RF1a. Are there comments you would like to make about the roading network in the District? n=174

Stratford District Council Footpaths - Satisfaction



- There has been a gradual decrease in satisfaction with *Footpaths* observed over the past two years, dropping from 61% in 2022 to 57% in 2023, and further to 55% in 2024.

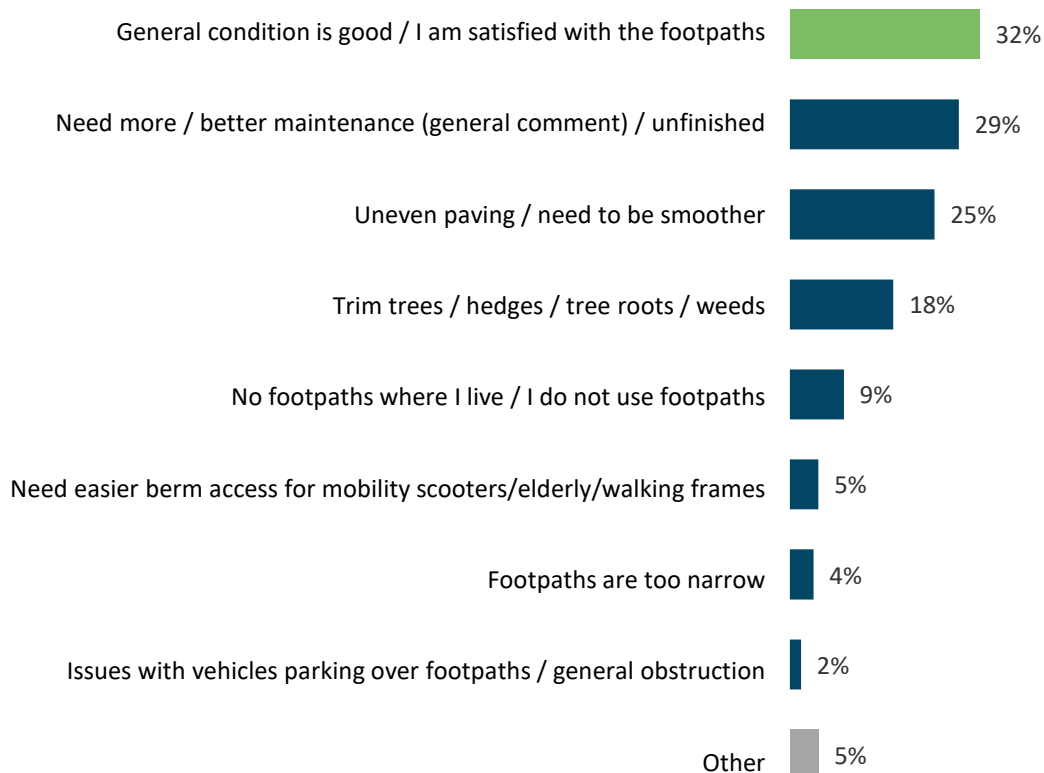
NOTES:

1. Sample: 2023 n=421; 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=388

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Stratford District Council Footpaths - Comments



- *Need to maintain edging, which would increase the width of footpaths, and trim over hanging hedges.*
- *Several need repairing, and those that are repaired are OK. Also, council needs to annually, or six monthly, check footpaths for overgrown foliage, and you are unable to walk on some of the paths due to trees and hedges.*
- *When footpaths are lifting up into the air, why can't that part be cut out and get fixed.*
- *Footpath outside Prospero Place is a shocker. Uneven, and have caught my jandals in it and fallen.*
- *When it's wet, the footpaths in town get very slippery, especially by the Paper Plus and library area.*
- *Very rough for mobility scooters.*



- *Generally, very easy for pushing a pram around, and clean.*
- *While I see improvements in the footpaths, there is much more to do. But I realise this has to be done in a coordinated way and takes time.*
- *The footpaths are getting better. I personally have a disability and am finding that the footpaths are getting better.*
- *Definitely an improvement here within the last couple of years. Greatly appreciated.*
- *The council are doing a good job with widening the footpaths when replacing old paths.*
- *Some very good work is being carried out with renewing footpaths within the urban areas. The end results look good.*

NOTES:

1. RF2a. Are there comments you would like to make about the District's footpaths? n=147



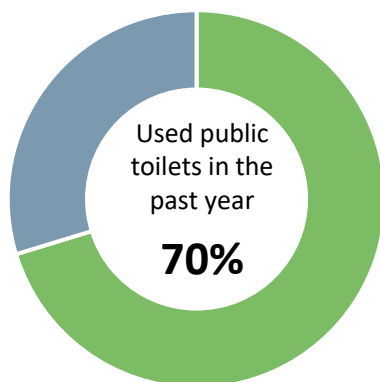
Public facilities and services



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Public toilets – Overall satisfaction, visitation and comments



2023: 71%

'Users' In last 12 months	2024	2023	2022
Town Centre toilets on Broadway (behind the glockenspiel)	42%	46%	42%
Centennial Restroom toilets	35%	34% ▲	28%
TET Stadium public toilets	24%	26%	23%
Percy Thomson Complex public toilets	19%	18%	16%
Stratford Bike Park toilets	17%	17%	15%
Exeloo toilets in Victoria Park	11%	12% ▼	17%
Kopuatama Cemetery public toilets	6%	6%	6%
Whangamomona public toilets	5%	6%	7%
Morgan's Grave public toilets	2%	3%	3%
None of these	30%	29%	31%

- Usage of *Public toilets* has remained consistent with 2023 usage.
- Since 2023, there has been consistently high usage reported for the toilets on *Broadway* (42%), followed by the *Centennial Restroom* (35%) and the *TET Stadium* public toilets (24%).

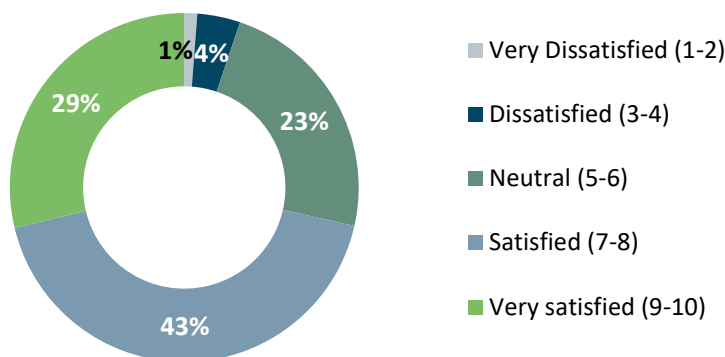
NOTES:

1. PT1. Which of the following public toilets have you used in the past year? Please select all that apply. n=420
2. Excludes don't know responses.

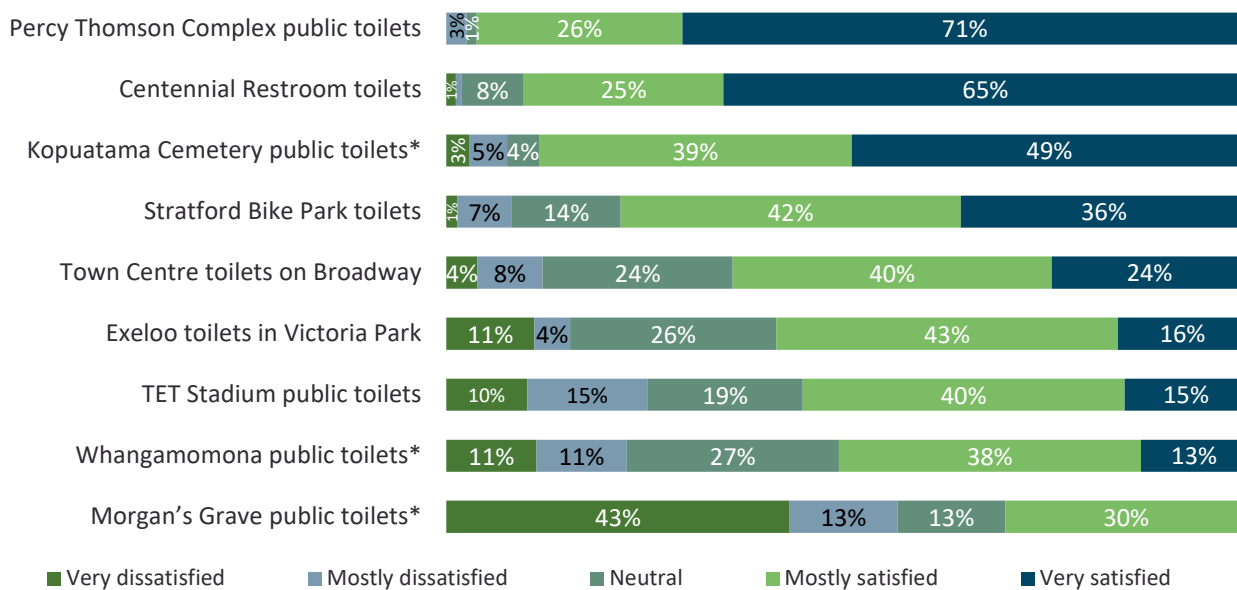
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
Significantly higher
Significantly lower

Public Toilets - Satisfaction



Satisfaction (% 7-10)	2024	2023	2022
Public toilet	71%	67%	68%



- Just over seven in ten *Public toilet users* (71%) are satisfied with the facility, marking a 4% point increase since 2023.
- Satisfaction is highest amongst *Percy Thomson Complex users* (96%) followed by the *Centennial Restroom toilet* (90%).

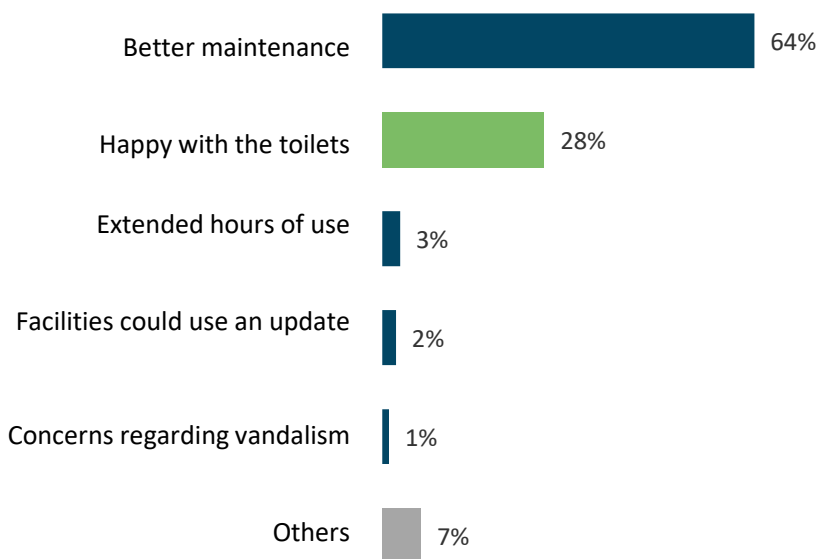
NOTES:

1. 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.)
2. PT3. Overall, how satisfied are you with the District's public toilets? n=263
3. Excludes don't know responses.
4. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Public Toilets - Comments



- 64% suggest *Better maintenance* for the public toilets, while over a quarter (28%) are *Happy with the toilets*, overall.



- Main Street toilets need to be cleaned more often.*
- Although the TET Stadium toilets are clean, they always smell and could do with a paint job and general spruce up. They appear a bit dated.*
- The TET women's toilets have a disgusting smell that is always there.*
- I avoid using the toilets by the glockenspiel. When it rains, water gets in, and the floor gets soaked. Horrible for those in long skirts and trousers.*
- The Victoria Street Park ones are not always working. Last time using the centennial toilets there was mess in the doorway which had been tracked through the building.*
- Do not open when they are meant to.*
- The auto locking door on the public toilet behind the Clock Tower. They all need to be 24 hour ones.*

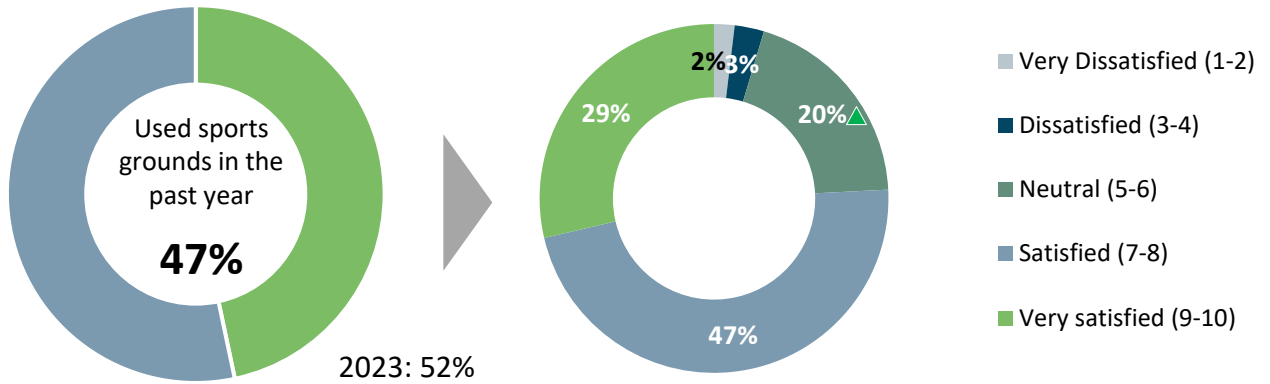


- I felt the toilets were of satisfactory condition when I used them.*
- There are plentiful toilets in the town which are clean and tidy.*
- Very pleased to have good toilets for the public. Because I live out of town, I need to use them. Some of my visitors express how clean and nice the Centennial restrooms are.*
- The people who clean all the town toilets do a great job.*
- The contractors do a great job at cleaning them.*
- There are plenty of toilets and every time I have used the ones on Broadway, they have been clean and well stocked with consumables.*
- The Centennial rest rooms are outstanding. So grateful.*

NOTES:

- PT4. Are there comments you would like to make about the District's public toilets? n=85

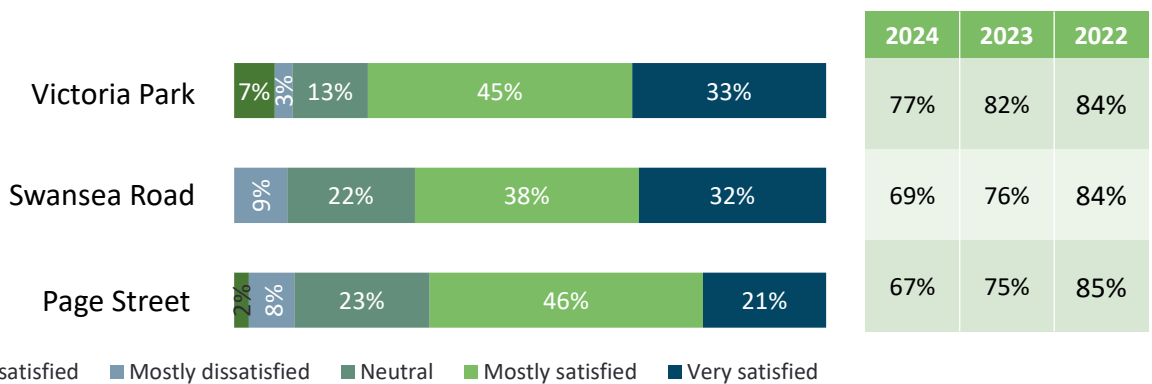
Sports grounds – Visitation and Satisfaction



Satisfaction (% 7-10)	2024	2023	2022
Sports grounds	76% ▼	85%	83%

'Users' In last 12 months	2024	2023	2022
Victoria Park	38%	45%	47%
Page Street	22% ▼	28%	28%
Swansea Road	10%	11%	13%
None of these	53%	48%	46%

- Nearly half of residents (47%) have reported to have visited a *Sports ground* in Stratford District over the past year.
- Overall satisfaction with *Sports grounds* has significantly declined year on year (76% compared to 85%)
- Victoria Park* has had more use or visitors in the last 12 months (38% of respondents) than either *Page Street* (22%) or *Swansea Road* (10%).



- Despite a slight decrease, satisfaction levels remain high across all *Sports grounds*, with *Victoria Park* receiving the highest satisfaction at 77%.

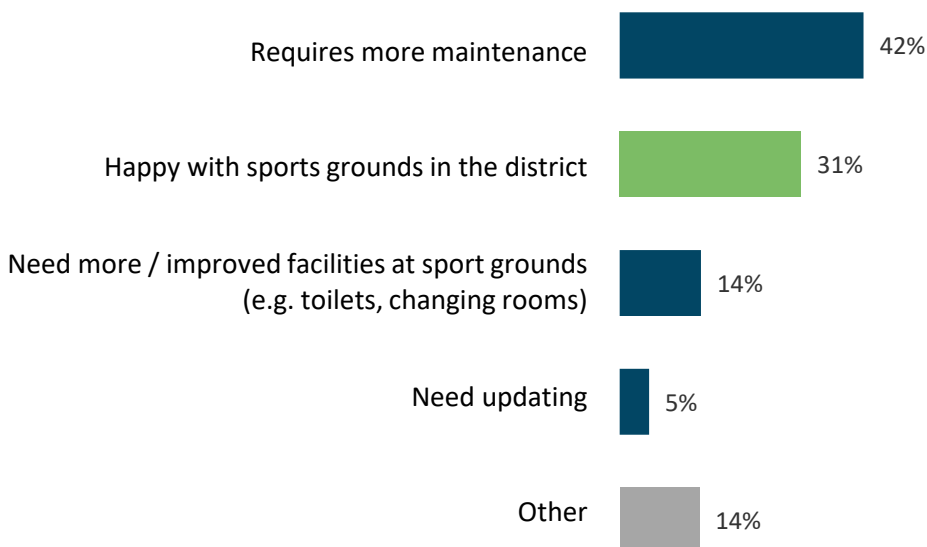
NOTES:

- SP1. Which of the following sports grounds have you used or visited in the past year? Please select all that apply. n=420
- SP3. Overall, how satisfied are you with the District's sports grounds? n=166
- SP2. How satisfied are you with the overall level of service provided in the District's sports grounds?

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Sports Grounds - Comments



- *The grass needs mowing more to keep them looking nice.*
- *Watching club rugby over winter at Victoria Park was a joke. You need to get the drainage sorted out.*
- *Victoria Park is a shambles from Council in respect to the drainage. They should have left it to local farmers and club supporters to have this sorted out.*
- *The football grounds get overlooked in favour of the rugby grounds, the club do the majority of the maintenance on it.*
- *You should have got a local rural drainage contractor to fix drainage problems at Victoria Park. Would have been fixed properly first time, and a lot cheaper.*
- *No public toilet available at Page Street, very poor considering it is some distance from the centennial rest rooms.*
- *Can more facilities be added for adults at the sports grounds, for example, exercycles just like in Hong Kong and Korea?*

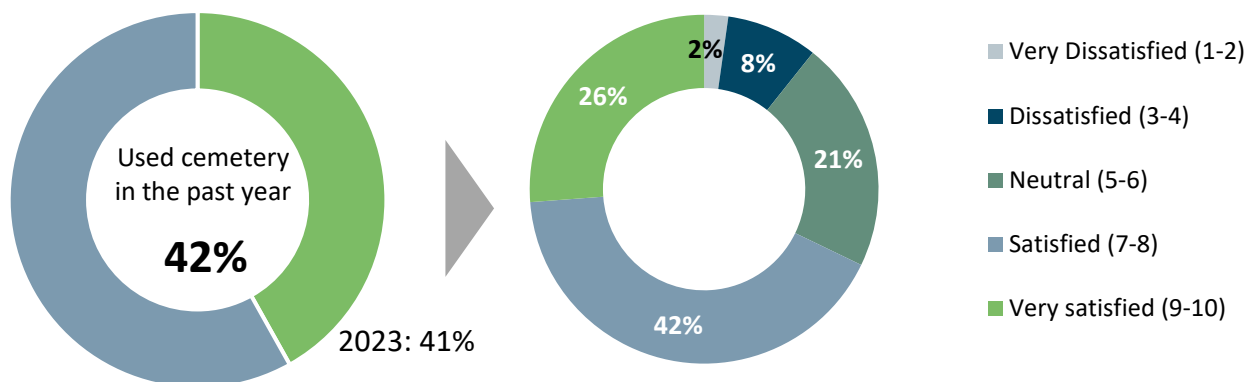


- *The sports grounds are in pretty good condition, and my family make the most of them during the sunnier days.*
- *Stratford is very lucky with all our sports grounds and park facilities.*
- *The sports grounds are kept in very good condition, and I walk them most days for my exercise. Love the way the grounds look, very nice.*
- *Me and my child love the bike park.*
- *Stratford's sports grounds are very good. Council does excellent work in maintaining them especially given the wet climate that Stratford is in. Very well done to the contractor and council staff.*
- *The district's sports grounds appear to be well maintained and are attractive and used.*
- *They all seem to be well looked after.*
- *Stratford is very lucky with all our sports grounds and park facilities.*

NOTES:

1. SP4. Are there comments you would like to make about the District's sports grounds? n=61

Cemeteries – Visitation, Satisfaction and Comments



Satisfaction (% 7-10)	2024	2023	2022
Cemeteries	74%	68%	70%

Visitation in the last 12 months	2024	2023	2022
Kopuatama	41%	40%	45%
Midhirst	6%	3%	3%
None of these	58%	59% ▲	51%

- Over four in ten respondents (42%) have reported to have visited a *Cemetery* in Stratford District over the past year.
- Koputama Cemetery* has had significantly more use or visitors in the last 12 months (41% of respondents) than *Midhirst Cemetery* (6%).

Top Priorities	2024	2023	2022
Need better maintenance (e.g. mowing, fill the hollows, etc).	55% ▼	73%	75%
Happy with the state of cemeteries in the district.	29%	40%	21%
More facilities for public at cemeteries	12%	6%	-
Other	5%	2%	15%

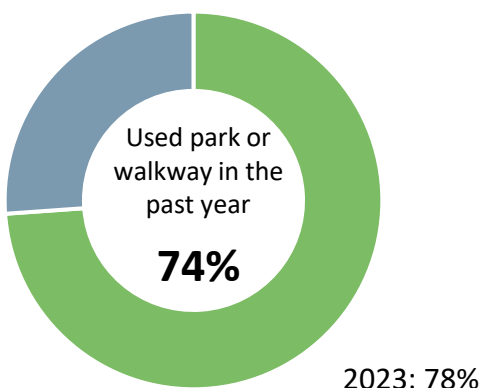
NOTES:

- CEM1. Which of the following cemeteries have you visited in the past year? Please select all that apply..
- CEM2. How satisfied are you with the overall level of service provided in the District's cemeteries? n=179.
- Excludes don't know responses.
- CEM3. Are there comments you would like to make about the District's cemeteries? n=68

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Parks and walkways – Visitation



'Users' In last 12 months	2024	2023	2022
Three Bridges Trail	53%	51%	53%
King Edward Park	51%	56%	54%
Victoria Park	40%	46%	41%
Playgrounds in Victoria or King Edward Park	35%	39%	36%
Western Loop walkway	35%	36%	33%
Carrington walkway	33%	37%	35%
Eastern Loop walkway	30%	31%	31%
Windsor Park	14%	17%	16%
Adrian Street Reserve	4%	3%	4%
None of these	26%	22%	21%

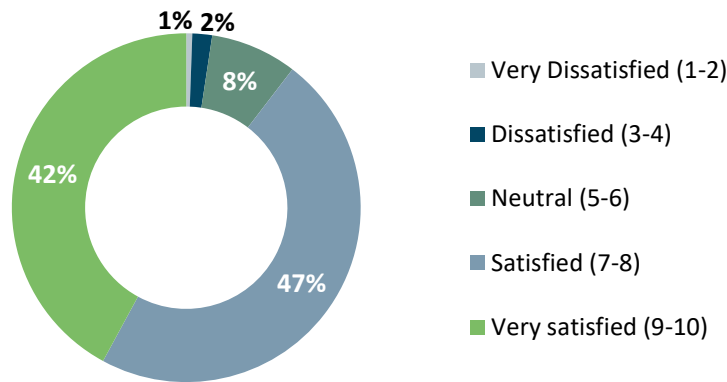
- Seven in ten residents (74%) reported to have used *Parks and walkways* in the past year.
- More than half of respondents reported to have used *Three Bridges Trail* (53%) or *King Edward Park* (51%) in the past year.
- However, very low usage of *Windsor Park* and the *Adrian Street Reserve* was reported by respondents (14% and 4%) respectively.

NOTES:

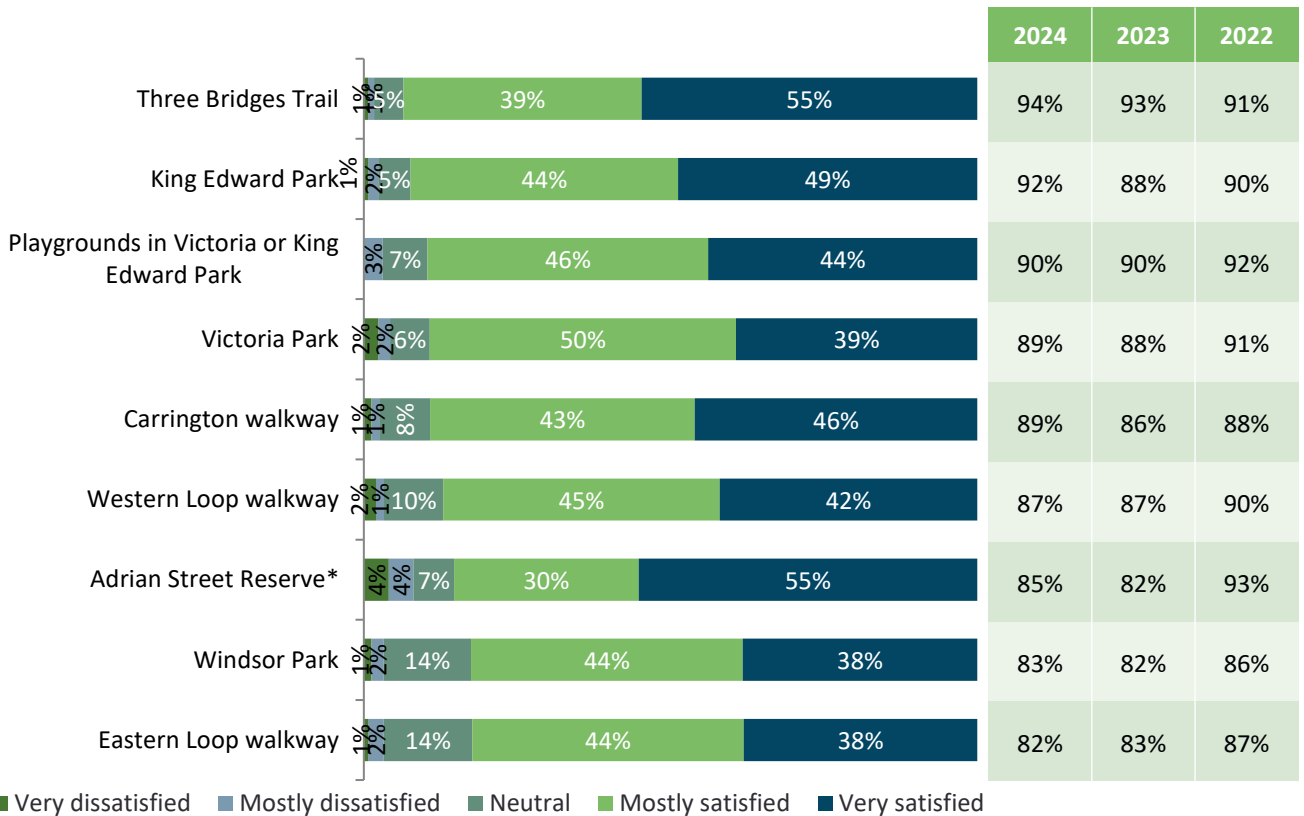
1. PW1. Which of the following parks and walkways have you used in the past year? Please select all that apply.

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

Parks and walkways - Satisfaction



Satisfaction (% 7-10)	2024	2023	2022
Parks and walkways	90%	90%	92%



- Satisfaction with *Parks and walkways* has remained consistently high year-on-year, maintaining a 90% satisfaction score.
- Only 3% of respondents were *Mostly Dissatisfied* or *Very Dissatisfied* with the *Parks and walkways* overall.

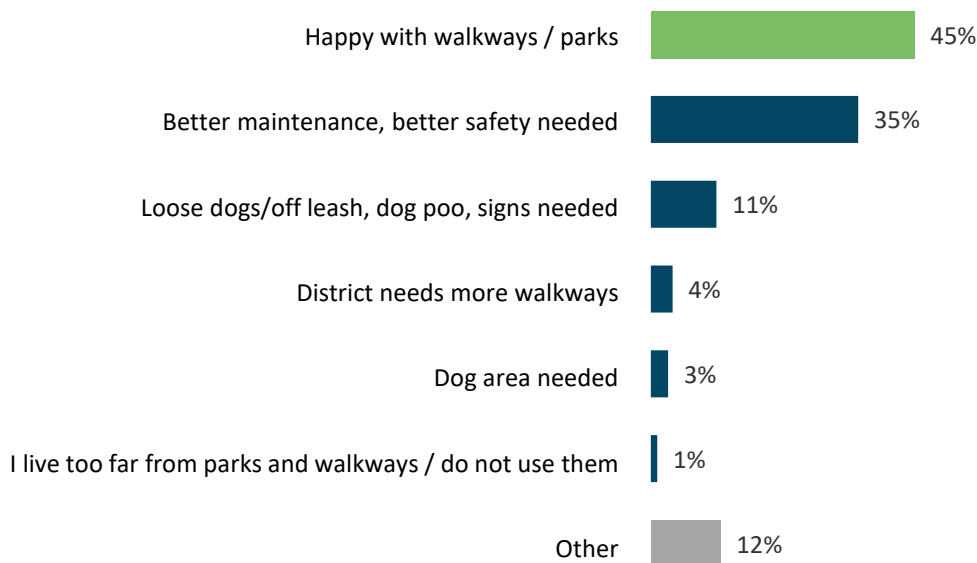
NOTES:

1. PW3. Overall, how satisfied are you with the District’s parks and walkways? n=302
2. PW2. How satisfied are you with the overall level of service provided in the District’s parks and walkways? n=219
3. Excludes don’t know responses.
4. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Parks and Walkways - Comments



- 45% of residents leave positive comments about *Parks and walkways*, expressing their satisfaction with the areas. However, 35% of residents feel that *Better maintenance and safety* improvements are required.



- *On the three bridges trail I tripped and hurt myself. I have asked for the section of path to be fixed. I await to see if this happens.*
- *I feel that the lawns in the parks, in particular the rhododendron dell, could be mowed more frequently, especially coming into the warmer months when the grass is growing quicker.*
- *There is no professional long-term vision of what will eventuate in the native bush as a result of contractors removing and pruning plants on a seemingly ad hoc basis.*
- *Many weeds on walkway surround's, especially old man's beard and woolly nightshade. Too many dog poos or dumped dog poo bags on loop walkways.*
- *Dog poo bins are provided around roads. What about one half way around walkways?*
- *No dog control. Dogs running loose.*



- *I think we have a great range of tracks and walkways in such a small town. The tracks particularly on KEP and Carrington Walkway Eastern Loop are in great condition.*
- *Parks in Taranaki are some of the best and well maintained in the North Island.*
- *Family members say they are great.*
- *Very well kept and maintained areas, I have heard there have been complaints about the barbeques at the Bike Park.*
- *Thank you for keeping the paths clear during the autumn leave drop. It has been noticed by a lot of walkers this season and is definitely a lot of safer. Also noted the tread installed on the bridges.*
- *Very good, Stratford is very lucky that forefathers had the vision, which has been extended upon.*
- *Nice, easy access. Well maintained.*

NOTES:

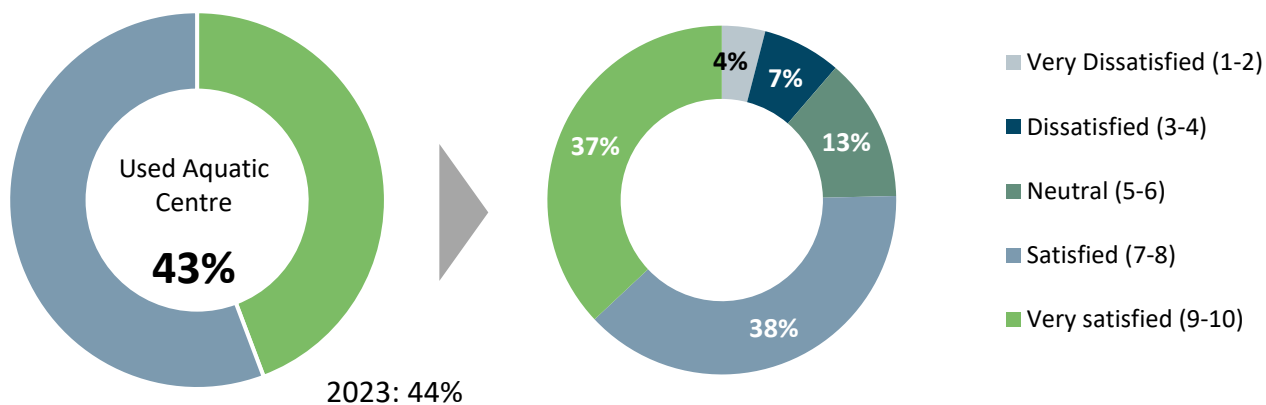
1. PW4. Are there comments you would like to make about the District's parks and walkways? n=109

Between demographics

Significantly higher

Significantly lower

Aquatic Centre



Satisfaction (% 7-10)	2024	2023
Aquatic Centre	75% ▼	84%

Users In last 12 months	2024	2023
I am a caregiver bringing someone else	44%	46%
Lane swimming	29%	31%
Swimming lessons	23%	26%
Aqua jogging/water walking	9%	13%
School water safety programme	9%	12%
In water group fitness classes	7%	5%
Other	18%	15%

- Over four in ten users of the Aquatic centre (44%) are Caregivers who bring someone else to the pools.
- Close to three in ten (29%) do Lane swimming or participate in Swimming lessons (23%).

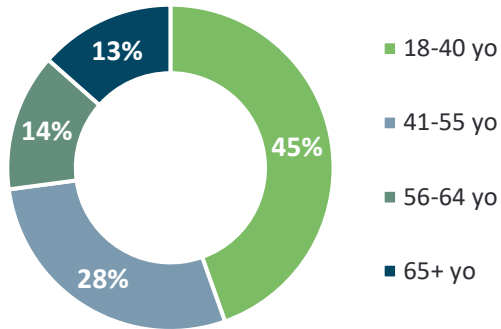
NOTES:

1. TSB1. Have you used the aquatic centre in the past year? n=420 users n=179
2. TSB3. How satisfied are you with the overall level of service at the aquatic centre? n=178
3. Excludes don't know responses.
4. TSB2. What service(s) did you use at the aquatic centre? n=179

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

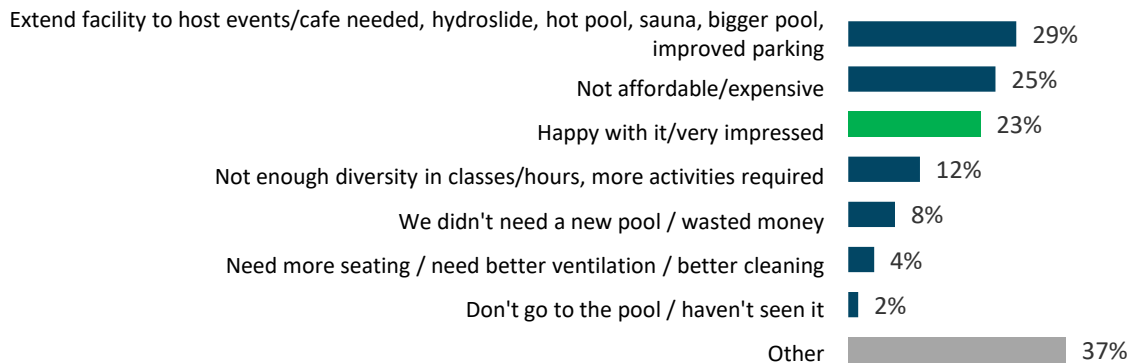
Aquatic Centre – Use and Satisfaction by Age



Satisfaction (% 7-10)	2024	2023
18-40 years	76%	85%
41-55 years	66%	71%
56-64 years*	86%	84%
65+ years	83% ▼	97%

- The residents who most frequently use the *Aquatic centre* are aged between 18 and 40 years old (45%).
- Satisfaction with the facility is especially high amongst users aged over 65 years, with 83% satisfied. However this is a significant decline year-on-year.
- Based on comments from respondents, nearly three in ten (29%) suggest *Extending the facility to host an event and Adding a café, hydroslide, hot pool, or sauna.*

Comments



- *Pool is too short, it should be a 50 metre pool. And I can't run in the lanes anymore because it's too deep at one end.*
- *I think it should have a spa pool, and better lighting.*
- *The cost of the party room is expensive, please reduce this cost so it can be used more.*
- *Fees are very high, there is no food available except potato chips. We need a cafe or a bigger selection of food and drinks for sale.*



- *It is a pleasant centre to visit, and the accessibility for me and my disability is great.*
- *Family members enjoy the facilities.*
- *Awesome facility, pricing is good, staff are always helpful and friendly.*
- *The pool staff are amazing. Super friendly and helpful, always smiling. The pool is beautiful and clean, and the toilet, showers and changing areas are well maintained.*

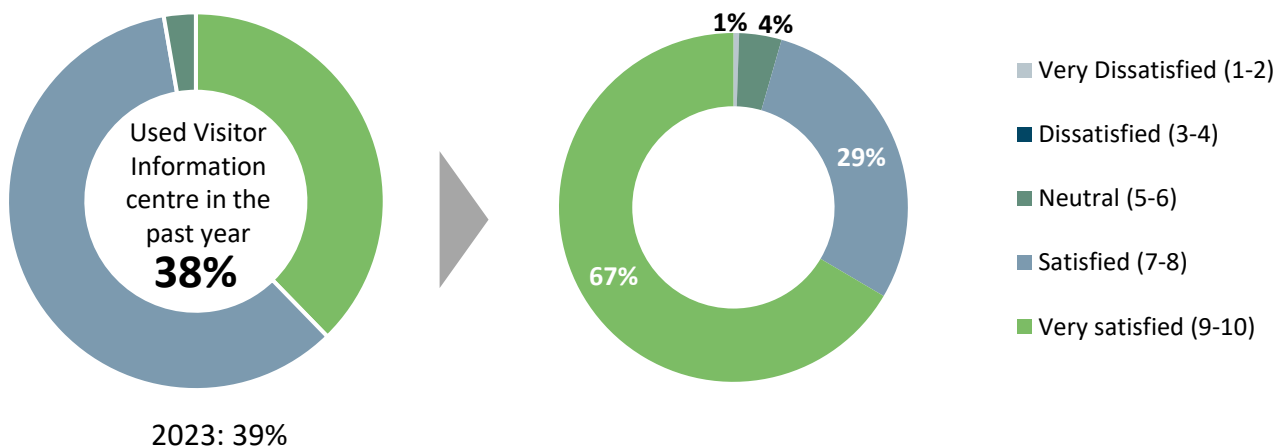
NOTES:

1. TSB1. Have you used the aquatic centre in the past year? n=420 users n=179
2. TSB3. How satisfied are you with the overall level of service at the aquatic centre? n=178
3. Excludes don't know responses.
4. TSB4. Are there comments you would like to make about the aquatic centre? n=155
5. * Caution: Small sample size (n<30). Results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Visitor Information Centre – Usage, overall satisfaction, and comments



Satisfaction (% 7-10)	2024	2023	2022
Visitor Information Centre	96%	94%	96%

	Users In last 12 months	Satisfaction (%7-10)
Driver Licensing	52%	94%
Vehicle Licensing	40%	96%
General information	39%	98%
Maps and brochures	19%	97%
Retail/Souvenirs	11%	89%*
Travel bookings (Bus/Ferry)	6%	100%*
Event tickets	2%	100%*
Accommodation	1%	100%*
Other	7%	100%*

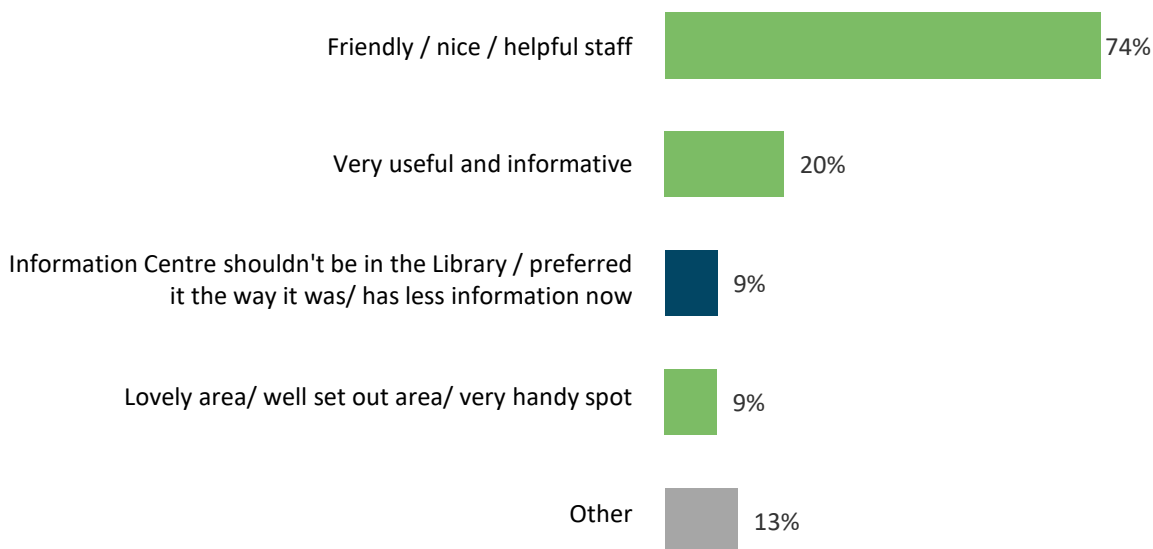
- Nearly four in ten respondents (38%) have visited the *Visitor Information Centre* in the past 12 months.
- More than half visited the centre for *Driver licensing* (52%), while 40% visited for *Vehicle licensing*, 39% to *Seek general information*, and 19% to obtain *Maps and brochures*.

NOTES:

- VIC1. Have you used the Visitor Information Centre, within the Stratford Library, in the past year? n=420 Used n=161
- VIC2. What service(s) did you use at the Visitor Information Centre? Please select all the apply. n=161
- VIC3. How satisfied are you with the overall level of service at the Visitor Information Centre? n=157
- * Caution: Small sample size (n<30). Results are indicative only.

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

Stratford District Visitor Information Centre - Comments



- Most comments regarding the *Visitor Information Centre* are positive, with 74% of respondents stating that the *Staff are friendly, nice, or helpful.*



- *Setting up a shop in the public library is a distraction for those who use the library for research and a place for contemplation.*
- *Feel it is tucked away from tourists visiting, have had a number of people asking if we have a visitors' centre.*
- *It's not as good as it used to be when it was across the other side of the pavement. It's a far better retail choice and better atmosphere with its own space.*
- *I don't feel it's ideal being in our local library. There is no privacy and space is limited. There is no appeal for tourists visiting.*
- *I don't like the setup in the library. The person serving me was quite grumpy.*

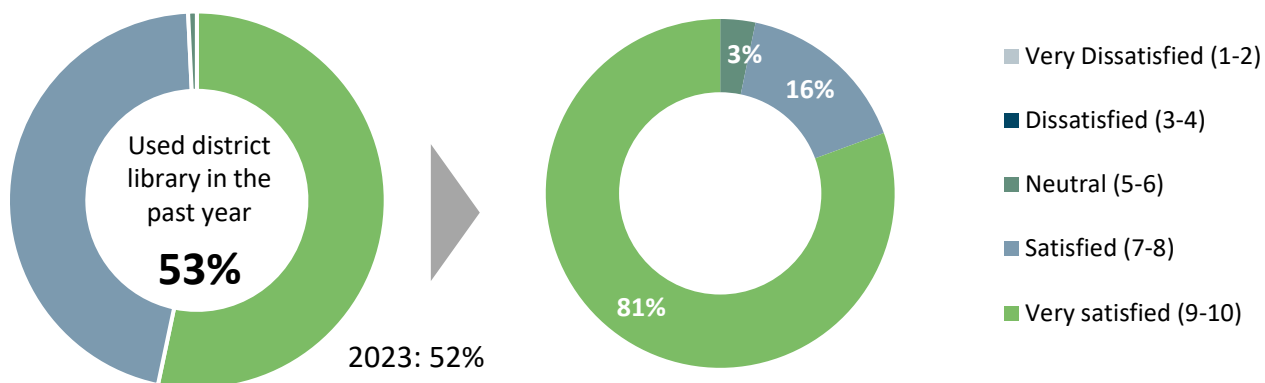


- *Always nice, friendly staff who are only too willing to help with information or suggestions.*
- *Very good facility, great service.*
- *The ladies at the information centre are wonderful and very helpful when I require their help. Very professional.*
- *Nice going to the Visitor Centre in Stratford.*
- *Most necessary facility.*
- *A very handy little spot. People are lovely too. It's far better than New Plymouth.*
- *Well presented area staffed by polite, helpful people.*
- *Staff are always friendly.*

NOTES:

1. VIC4. Are there comments you would like to make about the district's Visitor Information Centre? n=51

Stratford District Library – Usage and Overall Satisfaction.



Satisfaction (% 7-10)	2024	2023	2022
Stratford District Library	97%	96%	97%

'Users' In last 12 months	2024	2023	2022
Browse and/or borrow print books	66%	65%	76%
Library staff (for information, assistance, recommendations)	37%	34%	41%
Printing / photocopying	30%	22%	29%
Justice of the Peace	18%	12%	15%
Children's services (Tot Time, reading programme)	13%	8%	1%
Tables and / or seating to work or study	12%	9%	8%
eBooks and / or downloadable audiobooks	9%	5%	10%
Free Wi-Fi on your own device	8%	12%	7%
Library computers (for internet, word processing)	6%	7%	8%
Electronic databases	4%	4%	5%
Hire of Kowhai room	3%	1%	2%
Other	9%	8%	6%

- More than half of residents (53%) have visited the *Library* in the past year.
- The majority of *Library* visitors are there to *Browse and/or borrow print books* – 66%, a slight increase from 65% in 2023.

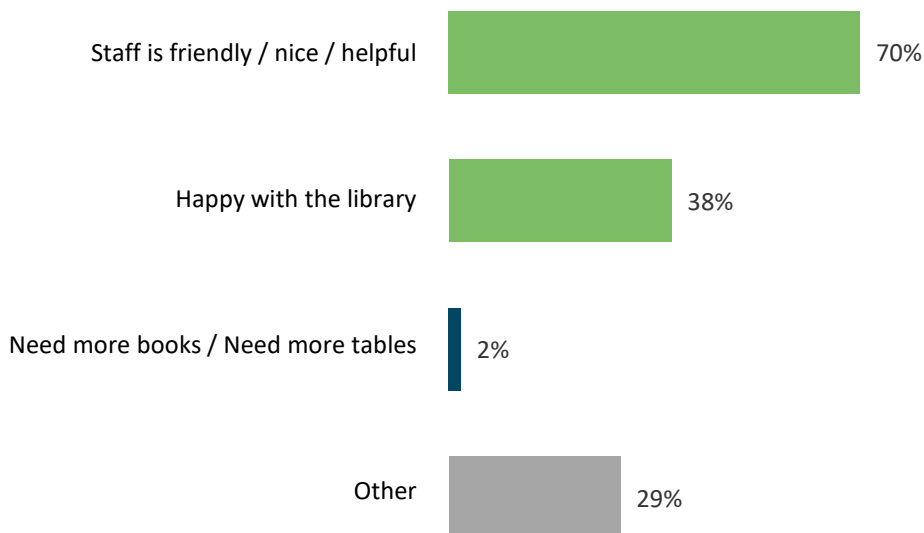
NOTES:

- LIB1. Have you used or visited the Stratford District Library in the past year? n=420 Yes n=232
- LIB2. What service(s) did you use at the Stratford District Library? Please select all that apply. n=232
- LIB3. How satisfied are you with the overall level of service at the Stratford District Library? n=229
Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Stratford District Library- Comments



- *Not enough tables and chairs. I have been going to craft at the library every week for over eight years, we use the small room. We can't when it is booked, so we go to a nearby table if it is free. Sometimes there is no table or chairs. Every second Monday the book club is there with 14 members and not enough chairs to sit on.*
- *It's seems the variety or amount of books held in libraries is depleting nowadays, but some of us still like to read the old fashion way.*



- *The staff at the library are fantastic, so friendly and helpful. I always feel very welcome.*
- *As a frequent user of the Kowhai Room, I have been very satisfied with the helpfulness of the library staff. Nothing seems to be a problem when organising my diary to use the room.*
- *A great asset for Stratford.*
- *The ladies are amazing. They are super helpful and are always cheerful. The library is always tidy, organised and has a good selection.*
- *The range of items is very good, and it is easy to borrow from another library, particularly STDC. Thank you to the library staff.*
- *A lovely little library. Please, don't close it. With how the future is going, paper is becoming obsolete and the internet is becoming bigger. Holding an actual book, turning the page and that lovely book smell is far better than reading a book on a device.*

NOTES:

1. LIB4. Are there comments you would like to make about the Stratford District Library? n=96

Between demographics

Significantly higher

Significantly lower



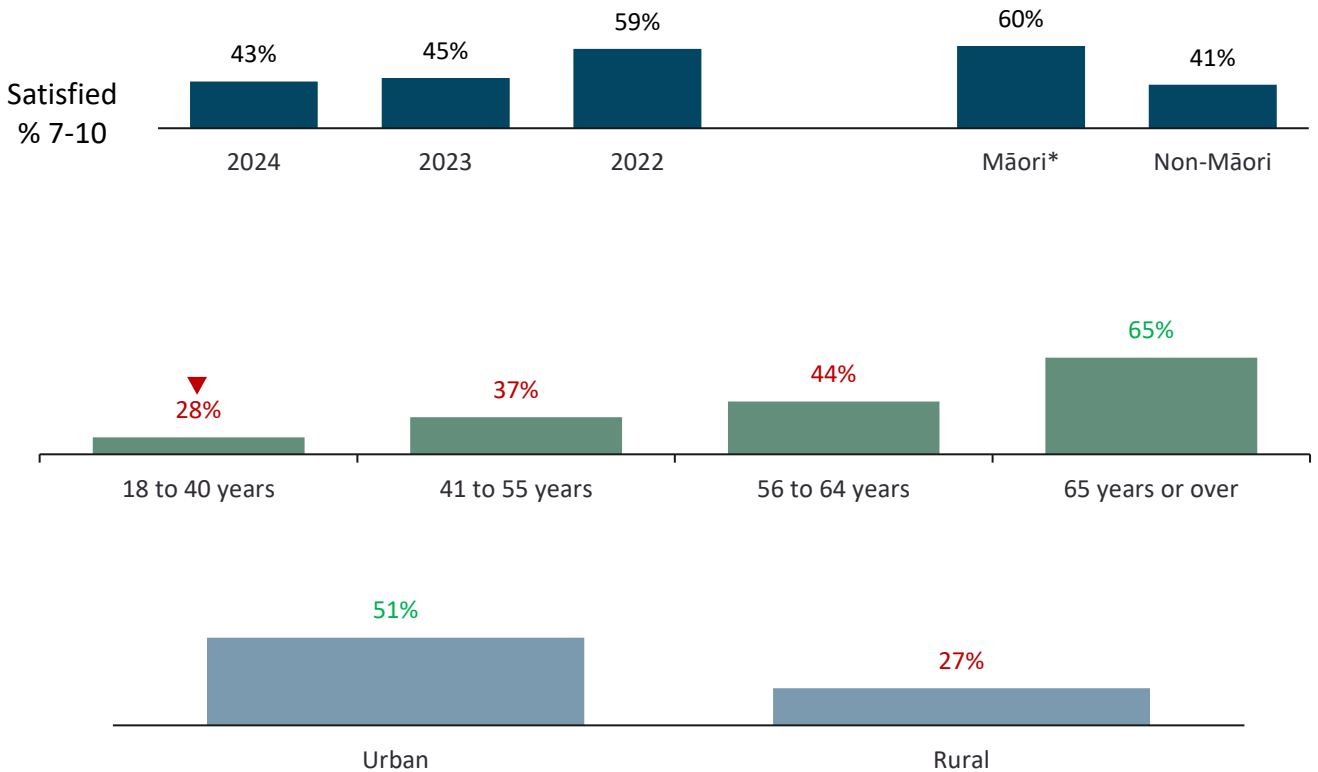
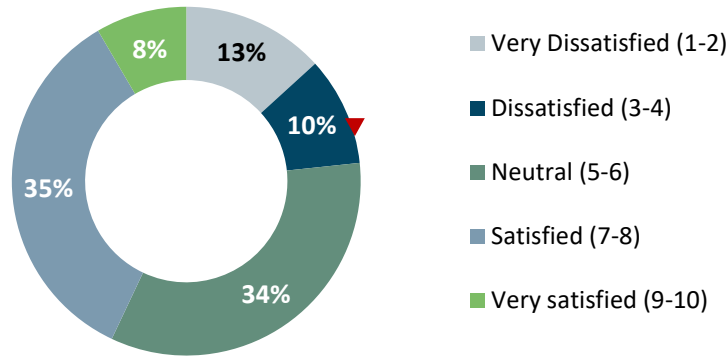
Value for money



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Value for Money



- Satisfaction with *Value for money* has continued to decline over the past two years, decreasing from 59% in 2022 to 45% in 2023, and further to 43% in 2024.
- This has also been identified as an area for improvement for the Council.
- Satisfaction amongst younger residents, those aged 18 to 40 years, has significantly decreased, with satisfaction scores declining from 47% in 2023 to 28% in 2024.
- Rural residents are significantly less likely to express satisfaction with the *Value for money they get from their rates payments* compared to urban residents (27% compared to 51%).

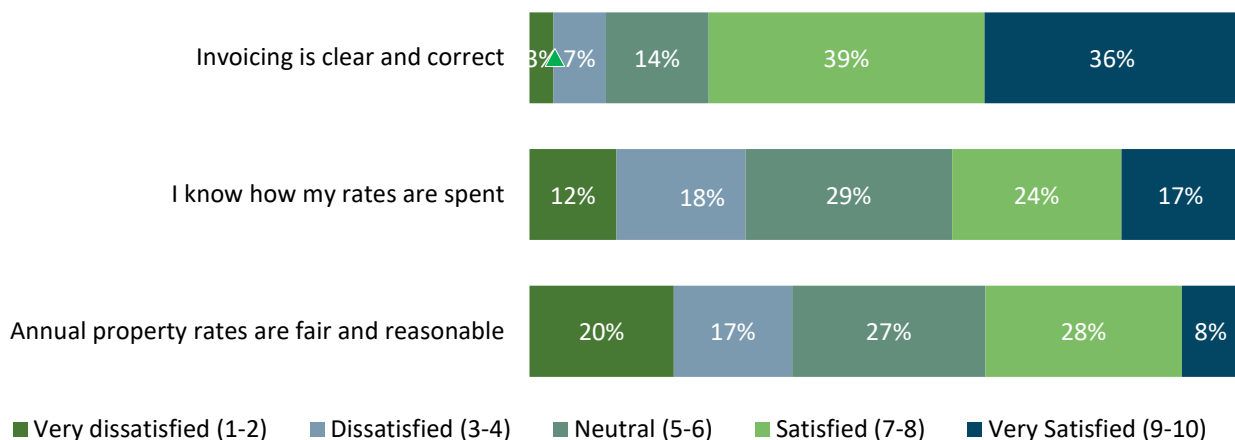
NOTES:

1. 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=316
2. Excludes don't know responses.
3. *Caution small sample size (n<30) results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Value for money



Scores with % 7-10	2024	2023	2022	Māori*	Non-Māori
Invoicing is clear and correct	75%	75% ▼	82%	79%	74%
I know how my rates are spent	41%	44% ▼	61%	45%	40%
Annual property rates are fair and reasonable	36%	33% ▼	46%	45%	35%

Scores with % 7-10	Urban	Rural
Invoicing is clear and correct	79%	68%
I know how my rates are spent	47%	28%
Annual property rates are fair and reasonable	41%	27%

- All measures related to *Value for money* remain relatively consistent year-on-year, with a 3% point decrease in *Knowing how rates are being spent* (from 44% to 41%) and a 3% point increase in *Annual property rates being perceived as fair and reasonable* (from 33% to 36%).
- Urban residents are more likely to express satisfaction with all measures related to *Value for money* than rural residents.

NOTES:

1. VM2. How strongly do you agree or disagree with the following statements? VM2_1 n=334 VM2_2 n=335 VM2_3 n=327
2. Excludes 'Don't know' responses
3. *Caution small sample size (n<30) results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower



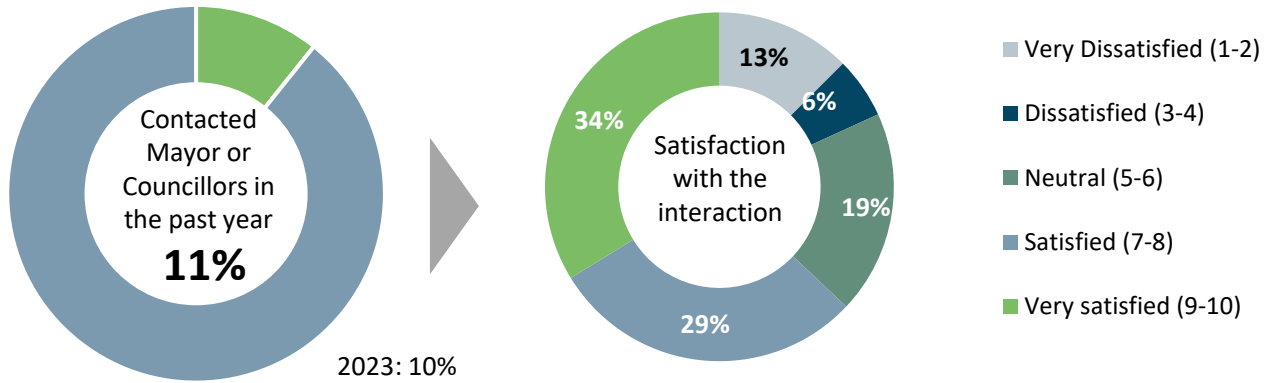
Governance, and sense of community



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Contacting the Mayor or the Councillors



- Just over one in ten residents (11%) have *Contacted the Mayor or Councillors in the past year*.
- Amongst those who made contact, over six in ten (63%) expressed satisfaction with their interaction.

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



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

- 56% of respondents agree that *The decisions made by the Council represent the best interest of the District*, which has remained consistent with 2023.

Scores with % 7-10	2024	2023	2022	Māori	Non-Māori
The decisions made by the Council represent the best interests of the District.	56%	56%	65%	65%	55%

Scores with % 7-10	18-40 years	41-55 years	56-64 years	65+ years	Urban	Rural
The decisions made by the Council represent the best interests of the District.	51%	44%	56%	74%	62%	47%

- Satisfaction with *The decisions made by the Council represent the best interests of the District* is the lowest amongst rural residents, and those aged 41-55.

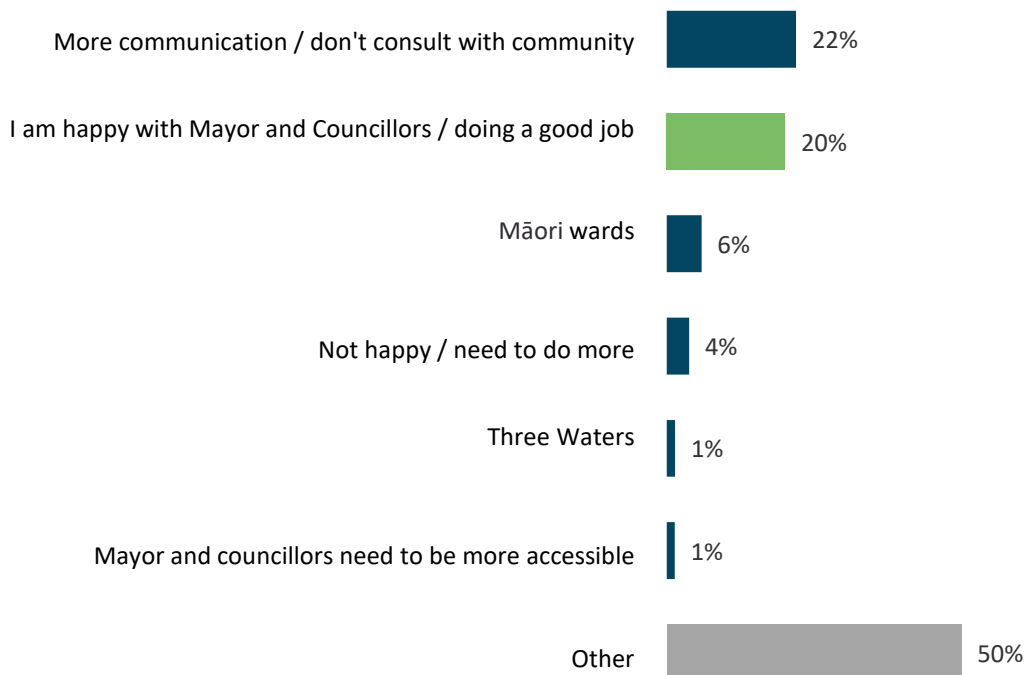
NOTES:

1. GOV2. Have you contacted the Mayor or the Councillors in the past year? n=415; Contacted n=47
2. GOV3. How did you find their interaction with you? n=46
3. 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=364
4. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Comments on Stratford District Council's Governance



- Just over two in ten respondents (22%) who made comments regarding Stratford District Council's Governance wish to receive *More communication and consultation from the Council* while another two in ten are *Happy with the Mayor and Councillors, believing that they are doing a good job* (20%).



- *They don't listen to people, they have already have made up their minds before the surveys come out.*
- *Listen to ideas and submissions from ratepayers, need to plan developments better. For instance, take into account parking needs when there are hockey, netball and swimming events as well as events at the hall all going on at the same time and nowhere to park.*
- *More contact with ratepayers so they can be kept informed before decisions are made.*
- *Sometimes I wonder if decisions are made in the interest of the community, or the interest of the Councillors.*
- *Is the Māori ward adding value to the community, and at what cost? Does this attribute the significant rate increase recently announced?*
- *Scrap the Māori ward seats.*

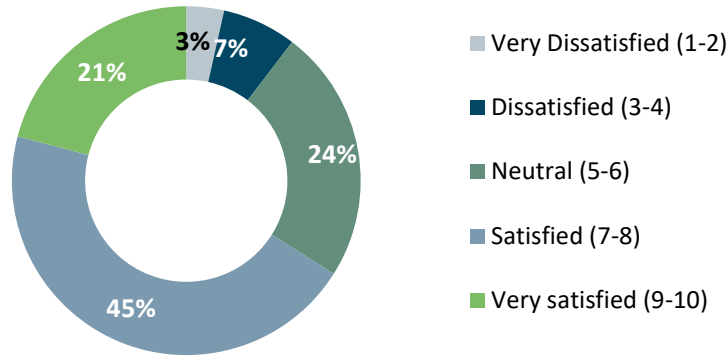


- *Doing well. I think we are lucky to have a bike park and new pool added to our community recently.*
- *Our councillors do a fantastic job of representing our community. The governance team generate outstanding agendas and minutes of meetings to help keep the community up to date on decisions.*
- *I feel we have a good mix on the Council, some who have been in Stratford for many years and have seen the growth and probably get a good feel for what is needed.*
- *They seem to be doing a good job. They appear to have the town's best interests at heart.*
- *The governance speaks about the results I am seeing around Stratford, and it's good.*
- *A very good team, ably lead and represented at higher levels. Office reception staff are top notch.*
- *The council is very approachable. They do listen when they are spoken to.*

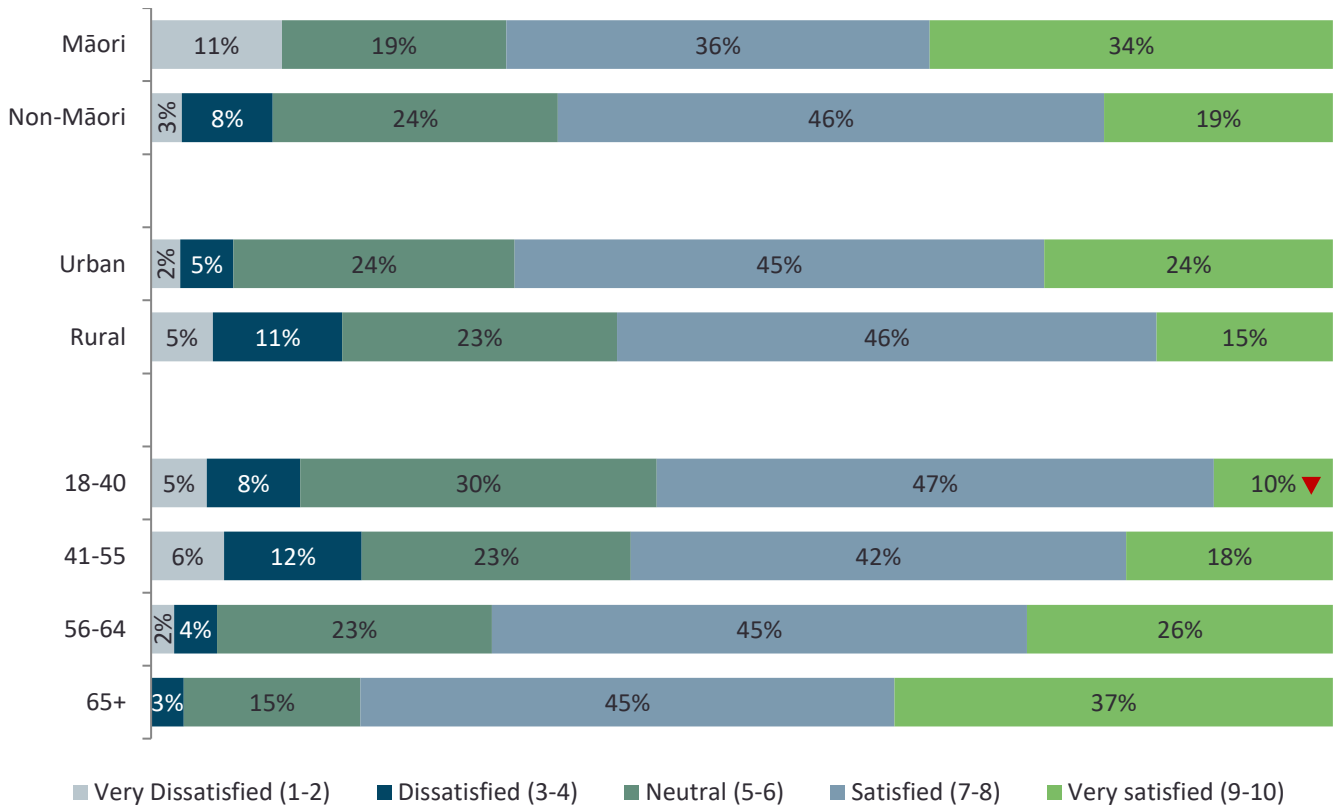
NOTES:

1. GOV4. Are there comments you would like to make about Stratford District Council's governance? n=70

Council's Role in Supporting Community Development



Satisfaction (% 7-10)	2024	2023	2022
Supporting community development	66%	68%	74%



- Two thirds of residents (66%) are either Satisfied or Very Satisfied with the *Council's role in supporting community development*.
- A small proportion of respondents are dissatisfied in the *Council's role in supporting community development* (10%).

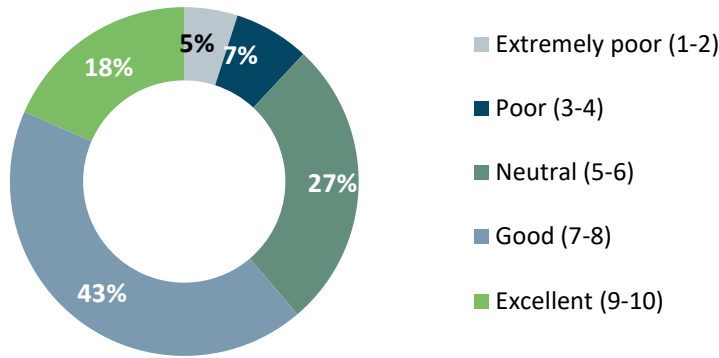
NOTES:

1. 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=347.
2. Excludes don't know responses.

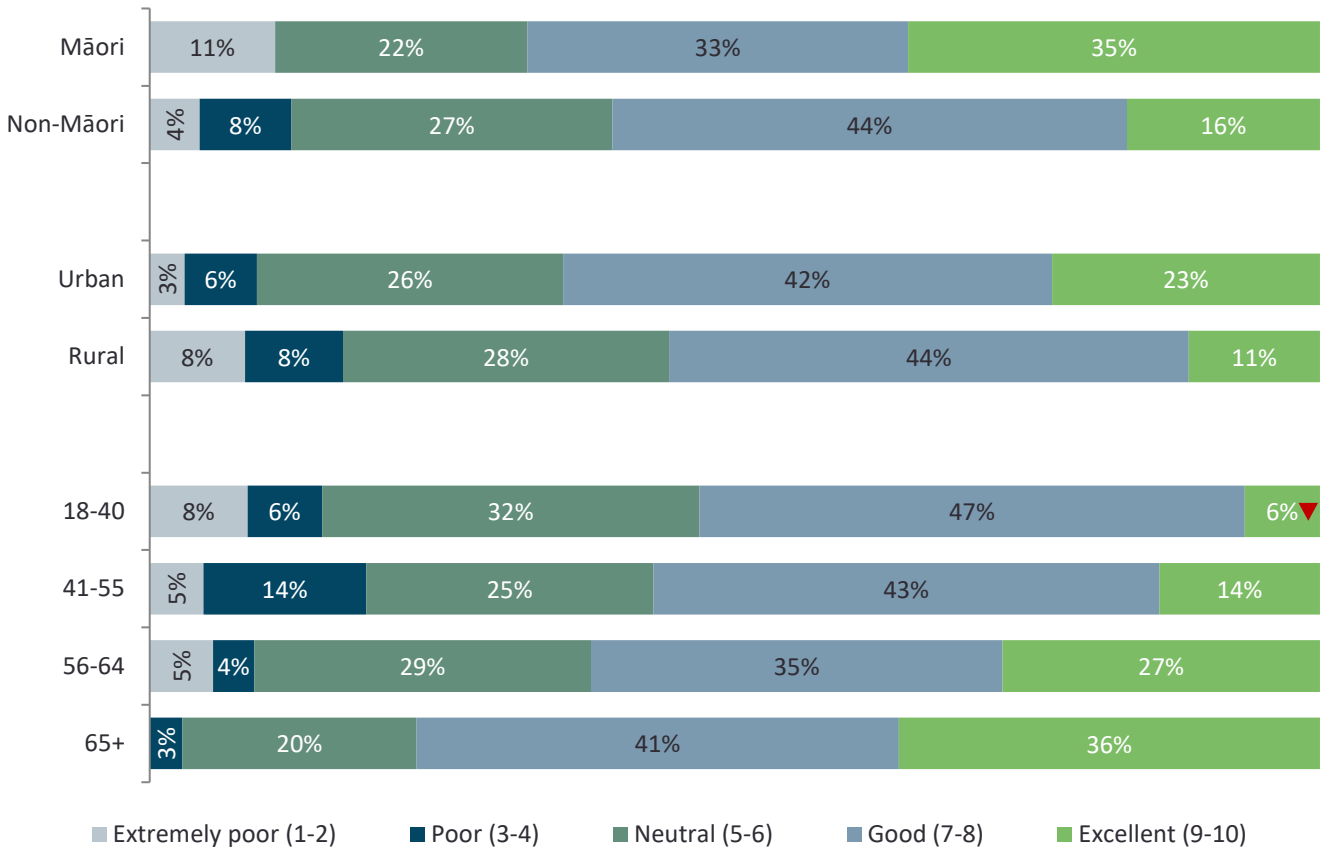
Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Council's Ability to Create A Sense of Community



Satisfaction (% 7-10)	2024	2023	2022
Sense of community	61%	61% ▼	71%



• Over six in ten respondents (61%) rated *The Council's ability to create a sense of community spirit* either Good or Excellent.

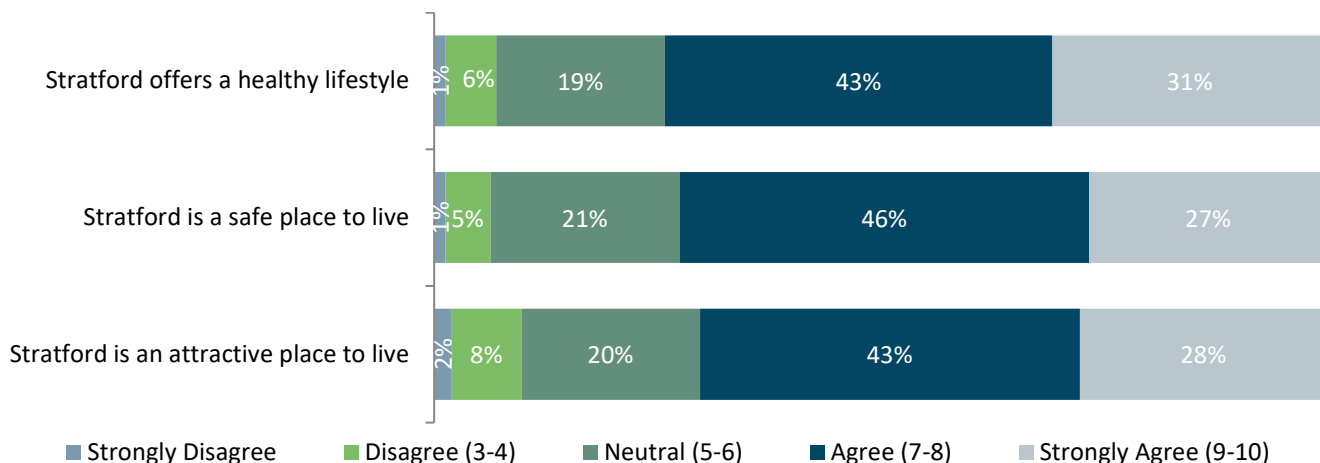
NOTES:

- 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=354
- Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Sense of Community



Scores with % 7-10	Scores with % 7-10						
	2024	2023	2022	Māori	Non-Māori	Urban	Rural
Stratford offers a healthy lifestyle	74%	75% ▼	81%	77%	74%	79%	67%
Stratford is a safe place to live	73%	71% ▼	77%	79%	72%	76%	66%
Stratford is an attractive place to live	70%	67% ▼	77%	70%	70%	75%	63%

Scores with % 7-10	Scores with % 7-10			
	18-40 years	41-55 years	56-64 years	65+ years
Stratford offers a healthy lifestyle	64%	70%	83%	88%
Stratford is a safe place to live	62%	66%	71%	87%
Stratford is an attractive place to live	67%	67%	78%	83%

- 74% of residents agree that *Stratford offers a healthy lifestyle*, 73% agree that it's *A safe place to live*, and 70% agree that the district is *An attractive place to live*, which has remained relatively consistent since 2023.
- Urban residents agree significantly more than rural residents that *Stratford offers healthy lifestyle*, an *Attractive place to live*, and *A safe place to live* (79%, 76% and 75% respectively).

NOTES:

1. 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=415 SC1_2 n=408 SC1_3 n=404
2. Excludes 'Don't know' responses

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Areas for Improvement

Top Priorities	
Better roading / improve road visibility at roundabouts / bypass for traffic	36%
Refresh Broadway / town centre (more shops, more variety)	35%
Improve footpaths and walkways / crossings	18%
More activities / Events	13%
Better parks / playgrounds / sportsground / indoor facilities	11%
Make town more safe	9%
Rubbish / recycling / greenwaste	8%
Better maintenance of outdoor spaces	7%
Support local business and economy	7%
Communication / transparency	7%
Improve the pools / aquatic centre	6%
More parking / more disability parking	6%
Focus on core services / stop wasting money	6%

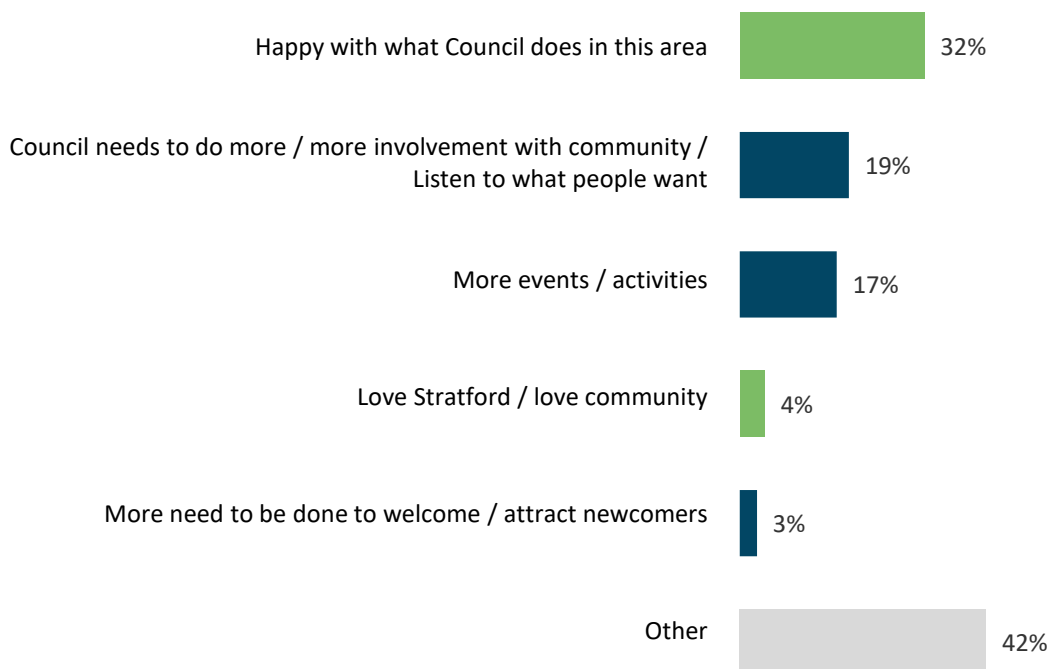
The top priorities are:

- *Better roading*
- *Refresh Broadway/town centre*
- *Improve footpaths and walkways*

NOTES:

1. SC2. What are three areas for improvement you would suggest for the Stratford District? n=397

Community Development: Comments



- Nearly a third (32%) of residents who offered comments regarding *Community development* expressed positive sentiments, while 19% suggested the *Council should be more involved with the community, and listen to what people want*.



- *Council doesn't seem to listen to views and ideas of ratepayers and sports clubs.*
- *Better dissemination of Council information to residents rather than just ratepayers, stabilise delivery of the Stratford Press, more community events.*
- *Just support community development wherever it can.*
- *Would have a better sense of community if the council stopped putting my rates up.*
- *Use the racetrack for more communal entertainment such as an athletic track, and large entertainment events, e.g., music events.*
- *I think the council should be doing more in supporting community events, projects and groups.*
- *I like the on the bus idea for youth. May be a few extra things like that to interact with our young people. Warden presence during the day.*



- *The Stratford District Council always do an amazing job of events, and I feel lucky to live in a district where the council are so involved in the community.*
- *I love living in a community so focused on families and children. I'm not sure if this is driven by council, but the family friendly events and facilities definitely strengthen and add to it.*
- *Love Stratford, love the mayor and his community mindedness, council puts out a good vibe.*
- *I feel Stratford Council has a strong community spirit. At times it's hard to support everyone due to the lack of funds but there are many areas that we do get the support in.*
- *SDC's role in encouraging tourism, events and developments in town and throughout district is very good. The positive aging seminars are also very good.*
- *The council overall do an amazing job.*

NOTES:

1. SC3. Are there comments you would like to make about Stratford's sense of community and Council's role in community development? n=73



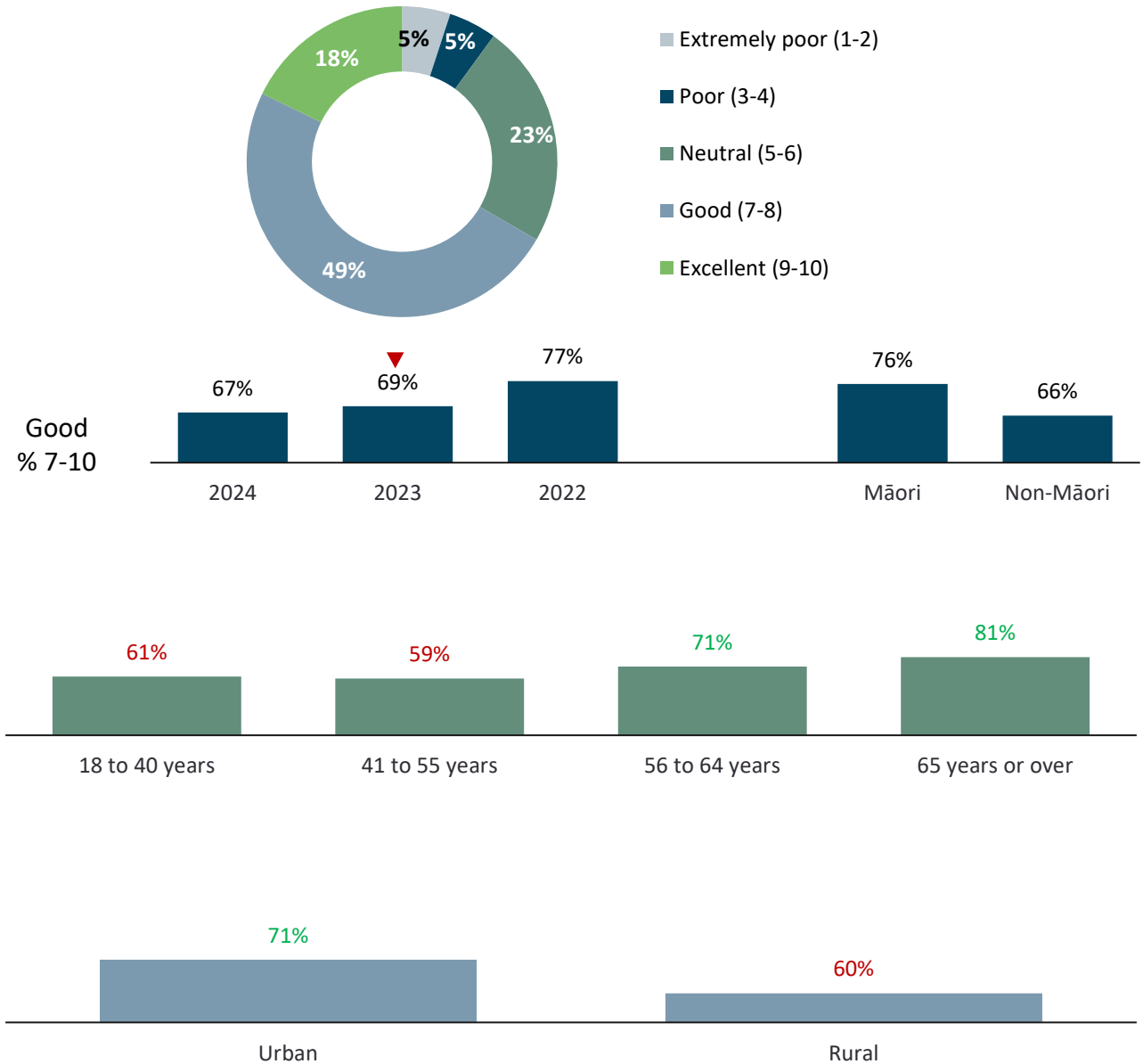
Image and reputation



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Overall Reputation



- Council's *Overall reputation* has slightly decreased by 2% points since 2023, declining from 69% to 67% in 2024.
- One in ten residents (10%) have rated the *Overall reputation* of the Council as Poor (1-4 out of 10).
- The Council's *Reputation* is significantly higher amongst older residents, those aged 56 and above, compared to younger residents.

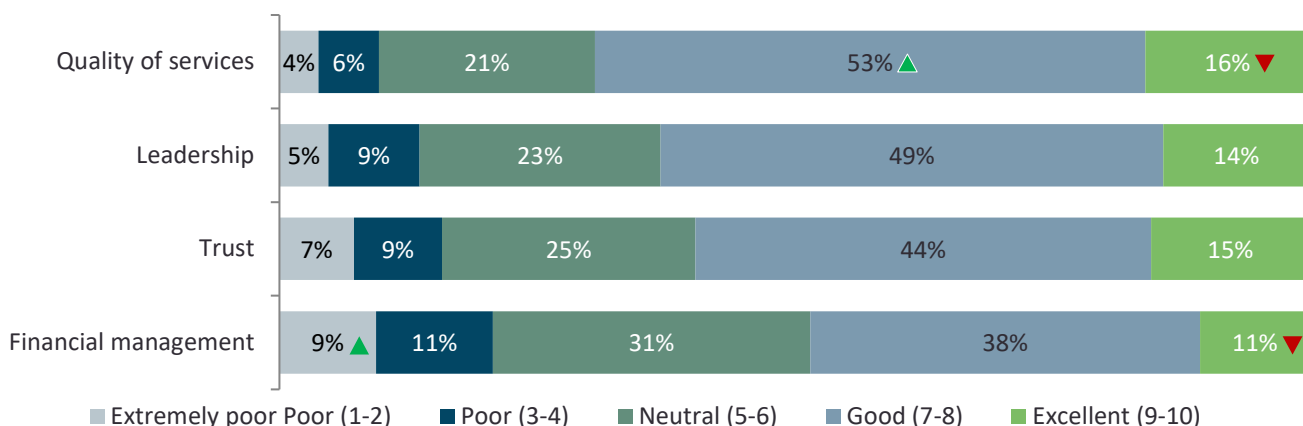
NOTES:

1. 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=369
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Leadership and Decision Making - Satisfaction



Scores with % 7-10	2024	2023	2022	Māori	Non-Māori
Quality of services	69%	67% ▼	76%	71%	69%
Leadership	63%	63% ▼	71%	68%	62%
Trust	60%	62%	66%	70%	58%
Financial management	48%	52% ▼	68%	60%	47%

Scores with % 7-10	18-40 yo	41-55 yo	56-64 yo	65+ yo	Urban	Rural
Quality of services	61%	63%	75%	84%	73%	63%
Leadership	54%	56%	67%	81%	67%	56%
Trust	53%	49%	61%	79%	64%	53%
Financial management	38%	41%	59%	67%	52%	43%

- Satisfaction with the *Quality of services* has slightly increased by 2% points, rising from 67% in 2023 to 69% in 2024. While satisfaction with *Leadership* remains consistent at 63%.
- *Financial management* was rated the lowest across all reputation-related measures by residents, at 48%.
- The 56+ age bracket have a consistently higher perception of the Council’s reputation-related measures when compared to the younger age groups.

NOTES:

1. 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=358
2. 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=362
3. 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=318
4. 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=385
5. Excludes don’t know responses.

Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

Between demographics
 ▲ Significantly higher
 ▼ Significantly lower



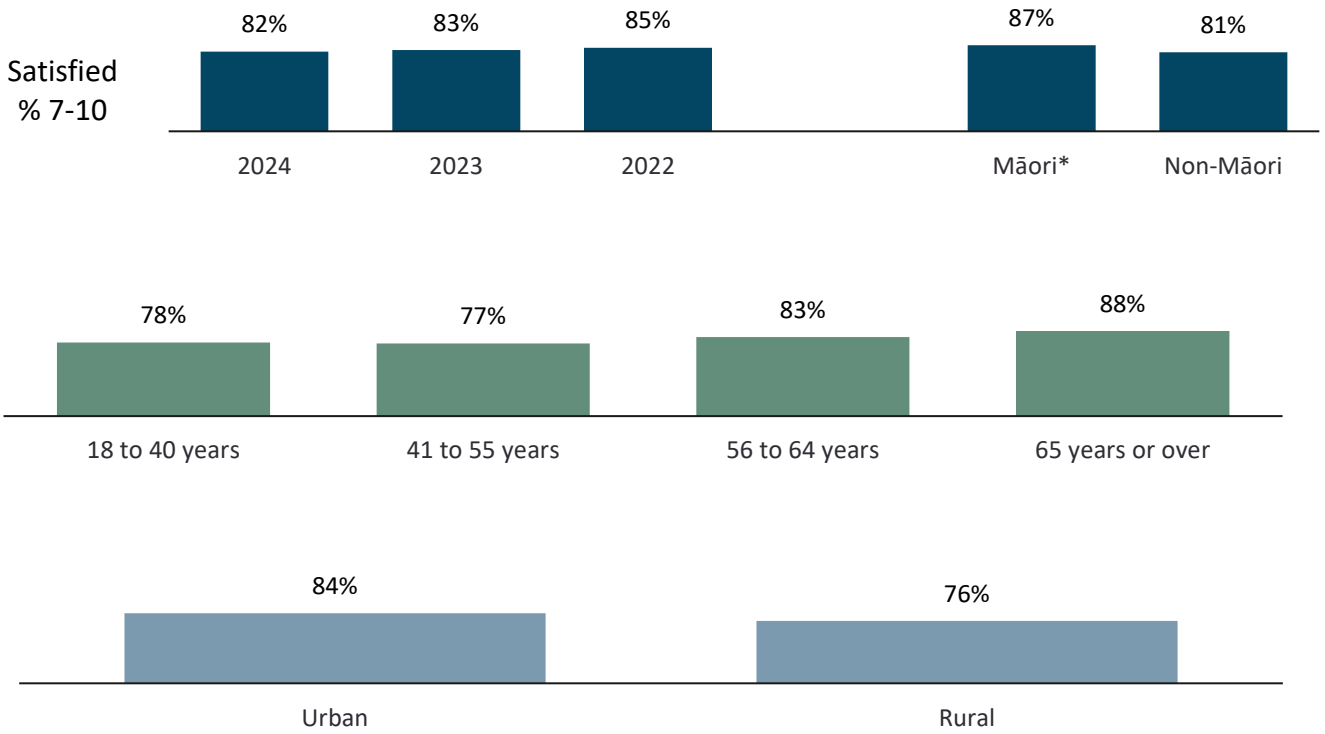
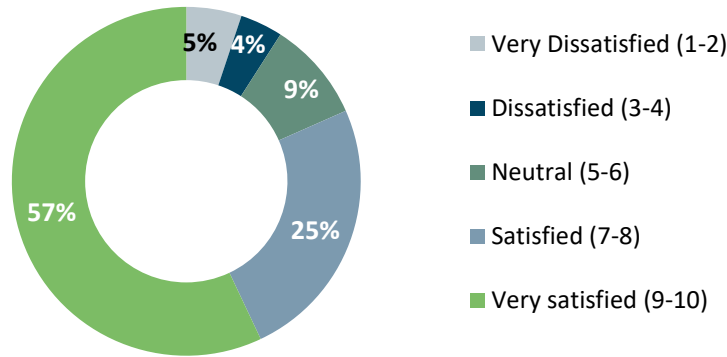
Interactions with the Council



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Overall Handling of the Enquiry



- Satisfaction with the *Overall handling of your request or enquiry* has remained consistently high year-on-year at 82%. Satisfied respondents rated their customer experience as either Satisfied (25%) or Very Satisfied (57%).
- There is no significant variation in satisfaction between age groups, ethnicity or location.

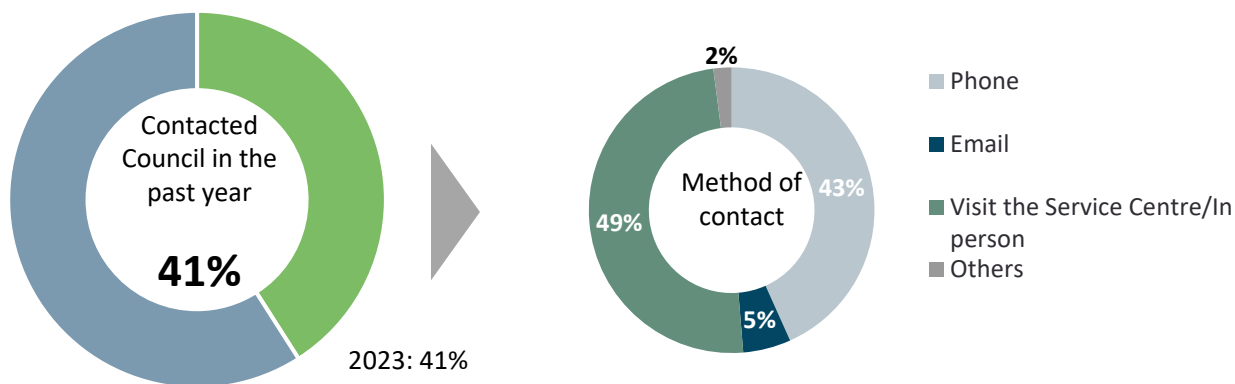
NOTES:

1. Made enquiry n=179
2. 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=177
3. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Contact with the Council



	2024	2023	2022	Māori	Non-Māori
Contacted Council	41%	41%	40%	28%	43%
Visit the Service Centre/In person	49%	43%	43%	63%*	48%
Phone	43%	46%	49%	37%*	44%
Via email	5%	9%	8%	-	6%
Others	2%	1%	-	-	2%

	18-40 yo	41-55 yo	50-64 yo	65+ yo	Urban	Rural
Contacted Council	25%	46%	49%	53%	46%	32%
Phone	59%	39%	36%	40%	39%	54%
Via email	3%	8% ▼	8%	3%	6%	5%
Visit the Service Centre/In person	37%	51% ▲	54%	54%	53%	41%
Others	-	2%	3%	3%	3%	-

- Nearly half (49%) of those who have *Contacted Council's Service Centre over the last year* have done through *Visiting the Service Centre/In person*, followed by use of the *Telephone* at 43%.
- Younger residents (18-40) are the least likely to make enquiries *In person* (37%) and opt for *Telephone* (59%) contact instead.

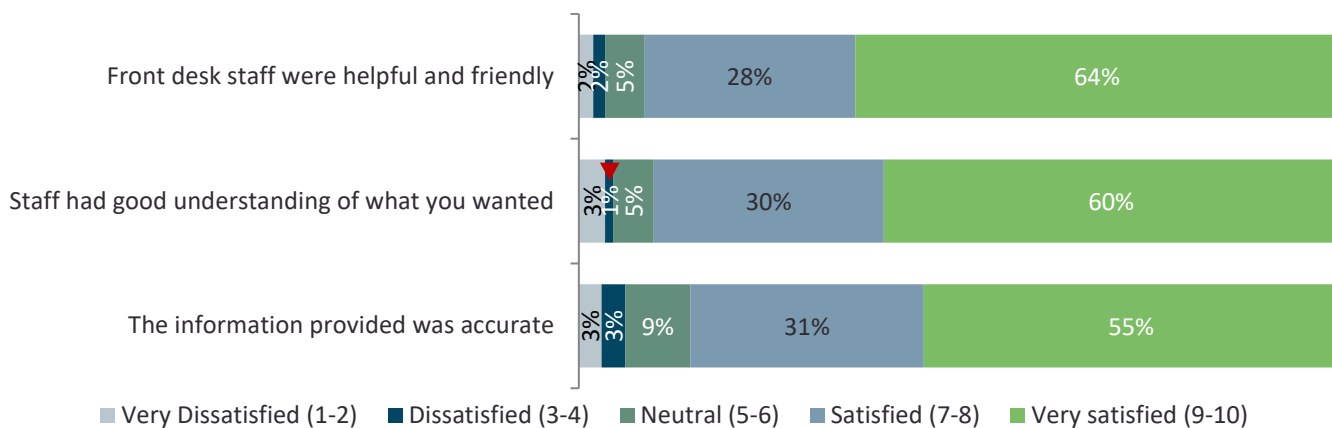
NOTES:

1. CSERV1. Have you contacted Council's Service Centre over the last year? n=415
2. Made enquiry n=179
3. CSERV2. How do you prefer to contact Council? n=179
4. *Caution small sample size (n<30) results are indicative only.

▲ **Year-on-year** Significantly higher
▼ Significantly lower

▲ **Between demographics** Significantly higher
▼ Significantly lower

Convenience



Scores with % 7-10	2024	2023	2022	Māori*	Non-Māori
Front desk staff were helpful and friendly	91%	91%	95%	87%	92%
Staff had good understanding of what you wanted	90%	87%	90%	100%	89%
The information provided was accurate	85%	85%	91%	87%	85%

Scores with % 7-10	18-40 yo	41-55 yo	56-64 yo	65+ yo	Urban	Rural
Front desk staff were helpful and friendly	87%	90%	88%	98%	94%	86%
Staff had good understanding of what you wanted	94%	83%	89%	95%	93%	83%
The information provided was accurate	81%	79%	86%	95%	89%	76%

- Almost all residents who contacted *Council’s Service Centre* were satisfied with *Staff being helpful and friendly* (91%), *Staff understanding the query* (90%) and *The accuracy of information provided* (85%).
- Satisfaction with all measures related to their enquiries is highest amongst those aged 65 and above, and urban residents.

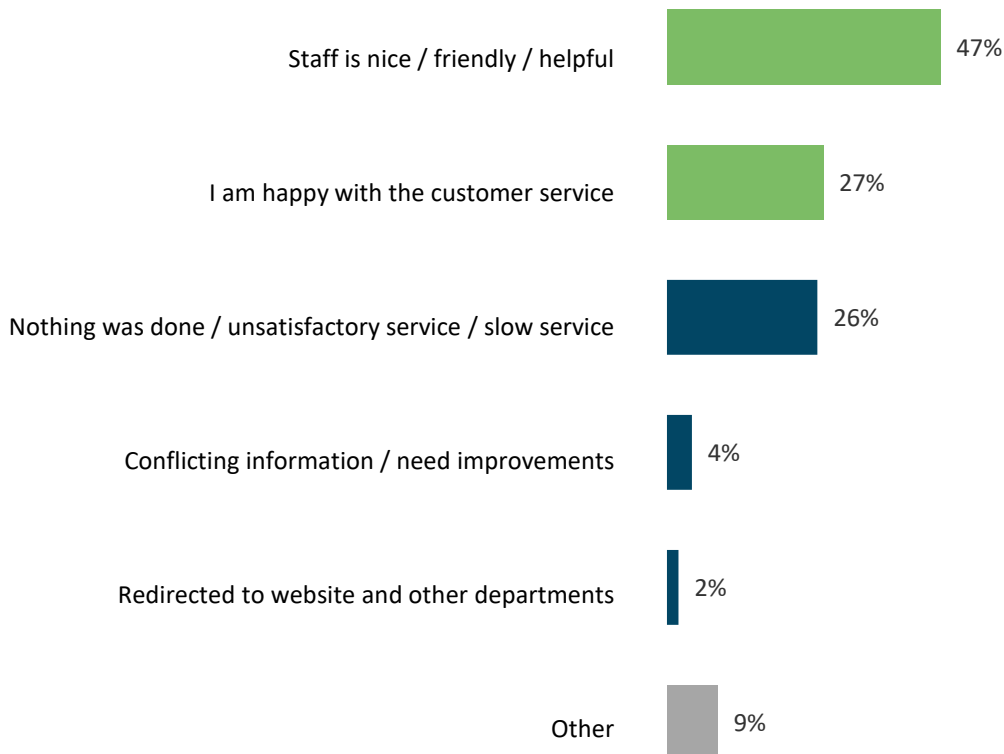
NOTES:

1. Made enquiry n=179
2. 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=178
3. Excludes don’t know responses
4. *Caution small sample size (n<30) results are indicative only.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Areas for Improvement



- *More training on where to direct calls.*
- *I emailed about a neighbour five days ago and haven't heard anything back yet.*
- *Contacted council about a safety fence down in Victoria Park. No action even after contractor did some work the next day, they left the safety fence down.*
- *Hard to sometimes get someone to contact me back regarding things.*
- *I got the impression that the Council were not really interested in my concerns, even though a number of neighbours were making the same complaint.*
- *Despite requesting mail by email, the post service still deliver. I made a visit again and will wait to see what happens.*
- *It took 12 months and three visits to Council to get a pipe unblocked under the road at my farm.*



- *The customer service team are very helpful and always willing to find necessary information when required.*
- *The front staff have always been good.*
- *I have never heard anything negative about the customer service team. Everyone I know who has dealt with them says they do Council proud. They are knowledgeable and always helpful.*
- *The front desk staff that I encountered were very friendly, knowledgeable and helpful.*
- *Impressive. When reporting leaks, I have found the response time from the contractors is rapid.*
- *When we used them when first coming back to Stratford, we found customer service very helpful.*
- *Linda Lee is wonderful. She is always helpful and willing to go that extra bit further to help. If she doesn't know the answer, she will seek it and get back to me in a timely fashion.*

NOTES:

1. CSERV5. Are there comments you would like to make about Council's customer service? n=51



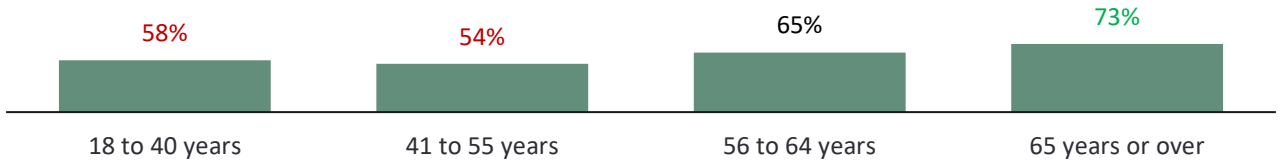
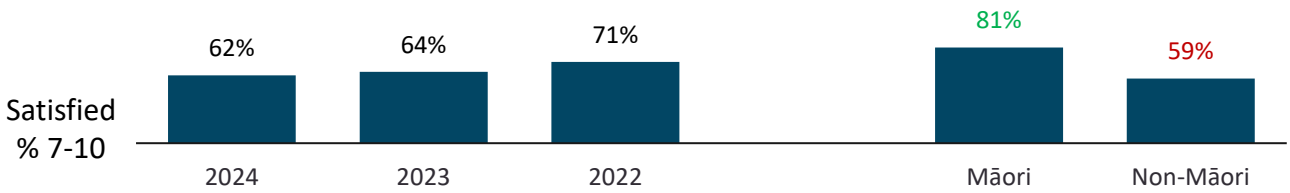
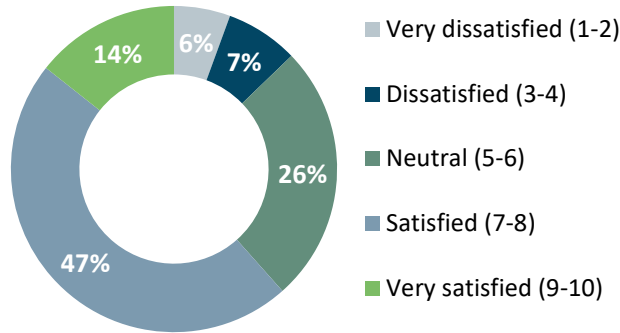
Overall sentiment



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Direction of the District



- Agreement with the *District going in the right direction* has continued to gradually decline over the past two years, dropping from 71% in 2022 to 64% in 2023, and further to 62% in 2024.
- The perception that the *District is going in the right direction* is highest amongst Māori residents (81%).

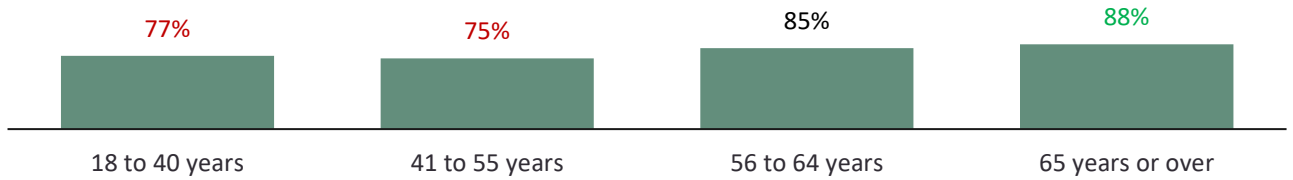
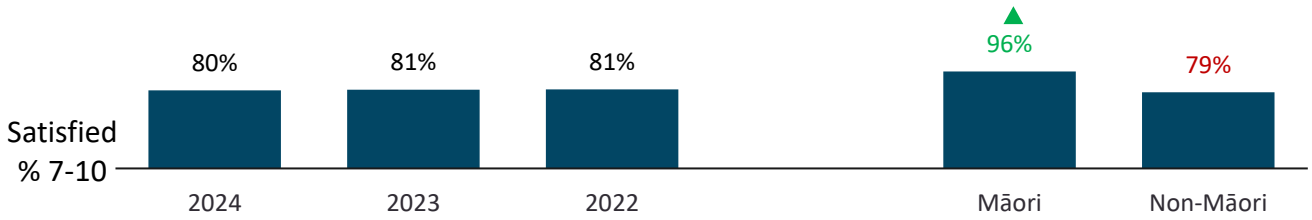
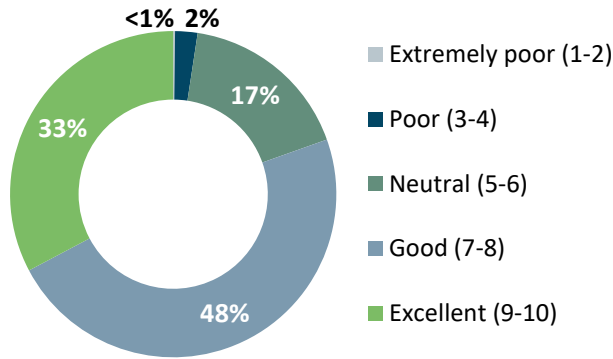
NOTES:

1. 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=376
2. Excludes don't know responses.

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Overall Wellbeing



- *Overall well-being* in Stratford is very high, with eight in ten residents (80%) rating their wellbeing as Good or Excellent, a consistent satisfaction score year-on-year.
- Māori residents reported wellbeing has significantly increased since 2023, rising from 74% to 96%.

NOTES:

1. OV2. Using a scale of 1 to 10 where 1 is 'poor' and 10 is 'excellent', how would you rate your overall wellbeing? n=390
2. Excludes don't know responses.

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



Sample profile



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Demographics

Gender



	Male	Female	Gender Diverse
Weighted	49%	51%	<1%
Unweighted	45%	54%	<1%

Age (weighted)

Unweighted

Age Group	Weighted	Unweighted
18 to 40 years	35%	29%
41 to 55 years	26%	25%
56 to 64 years	16%	17%
65 years or over	23%	29%

Ethnicity (weighted)

Unweighted

Ethnicity	Weighted	Unweighted
Māori	11%	8%
Non-Māori	89%	92%

Length of time lived in Stratford district (weighted)

Unweighted

Length of time	Weighted	Unweighted
2 years or less	5%	5%
3 to 5 years	17%	17%
6 to 10 years	18%	18%
11 years or more	59%	60%
Unsure	<1%	<1%

Ward (weighted)

Unweighted

Ward	Weighted	Unweighted
Urban	62%	64%
Rural	38%	36%

Pay Rates (weighted)

Unweighted

Response	Weighted	Unweighted
Yes	79%	82%
No	11%	9%
Renting	9%	8%
Don't know	1%	1%

Demographics (counts)

Male	188
Female	228
Gender Diverse	1
Prefer not to say	3

Māori	35
Non-Māori	385

18 to 40 years	120
41 to 55 years	104
56 to 64 years	73
65 years or over	123

Urban	267
Rural	153

2 years or less	19
3 to 5 years	72
6 to 10 years	76
11 years or more	251
Unsure	1



Appendices



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

		2024	2023	2022	2024 (Mean score)	2023 (Mean score)	2022 (Mean score)
RF1	Overall satisfied with the residential and rural roads in the Stratford District	37%	30%	39%	5.4	4.9	5.6
CEM2	Overall satisfied with the level of service provided in the District's cemeteries	74%	68%	70%	7.3	7.1	7.2
PT3	Overall satisfied with the District's public toilets	71%	67%	68%	7.4	7.3	7.4
VIC3	Overall satisfied with the level of service at the Visitor Information Centre	96%	94%	96%	9.0	8.7	8.7
OV1	Overall satisfied with the Stratford District Council	59%	57%	69%	6.5	6.6	7.0
LIB3	Overall satisfied with the level of service at the Stratford District Library	97%	96%	97%	9.3	9.1	9.1
PW3	Overall satisfied with the District's parks and walkways	90%	90%	92%	8.2	8.2	8.4
RC2	Overall satisfied with the council's rubbish collection service	82%	83%	83%	8.1	8.0	8.1
CSERV4	Overall satisfied with the performance of Council staff in handling your request or enquiry	82%	83%	85%	8.1	8.0	8.3
OV2	Overall wellbeing	80%	81%	81%	7.7	7.7	7.9
RF2	Overall satisfied with the Stratford district council footpaths	55%	57%	61%	6.4	6.5	6.6
REP5	Overall reputation	67%	69%	77%	6.9	7.0	7.4
VM3	Overall value for money	43%	45%	59%	5.8	5.9	6.5
OV3_1	You're confident that the district is going in the right direction	62%	64%	71%	6.6	6.9	7.1
RC4	Overall satisfied with the council's recycling collection service	84%	87%	84%	8.2	8.3	8.2
SP3	Overall satisfied with the District's sports grounds	76%	85%	83%	7.5	7.8	7.9
TSB3	Overall satisfied with the level of service at the aquatic centre	75%	84%	-	7.5	8.1	-

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

		2024	2023	2022	2024 (Mean score)	2023 (Mean score)	2022 (Mean score)
ES2_3	Service from council, made during Business hours service (from 8am until 4.30pm) - District Planning and Resource Consents	46%	22%	70%	5.1	4.3	7.2
ES2_1	Service from council, made during Business hours service (from 8am until 4.30pm) - Animal Control	66%	43%	63%	7.3	5.2	7.1
PT2_5	Kopuatama Cemetery public toilets	88%	65%	86%	8.1	7.2	7.4
ES2_2	Service from council, made during Business hours service (from 8am until 4.30pm) - Land Information Memorandum (LIMS)	85%	69%	85%	7.8	7.3	7.7
PT2_3	Exeloo toilets in Victoria Park	59%	43%	61%	6.5	6.1	6.9
ES3_1	Service from council, made during After hours service (from 4.30pm until 8am) - Animal Control	60%	48%	50%	6.5	5.1	6.8
PT2_9	Stratford Bike Park toilets	78%	71%	77%	7.7	7.4	7.9
PT2_6	TET Stadium public toilets	56%	50%	54%	6.2	6.3	6.5
PW2_3	Service provided in the District's parks and walkways - King Edward Park	92%	88%	90%	8.3	8.2	8.4
ES2_4	Service from council, made during Business hours service (from 8am until 4.30pm) - Building Consents	45%	41%	48%	5.2	5.6	6.0
PW2_5	Service provided in the District's parks and walkways - Adrian Street Reserve	85%	82%	93%	8.2	8.1	7.9
PW2_9	Service provided in the District's parks and walkways - Carrington walkway	89%	86%	88%	8.2	8.0	8.2
CSERV3_2	Staff had good understanding of what you wanted	90%	87%	90%	8.5	8.3	8.6
VM2_1	Annual property rates are fair and reasonable	36%	33%	46%	5.2	5.2	5.8
SC1_1	Stratford is an attractive place to live	70%	67%	77%	7.2	7.1	7.6
PT2_1	Town Centre toilets on Broadway	64%	62%	82%	7.0	7.0	7.5
SC1_2	Stratford is a safe place to live	73%	71%	77%	7.4	7.3	7.7
REP4	Quality of the services and facilities	69%	67%	76%	7.0	7.1	7.4
PT2_4	Percy Thomson Complex public toilets	96%	95%	96%	9.0	8.9	9.2
PW2_1	Service provided in the District's parks and walkways - Victoria Park	89%	88%	91%	8.1	8.1	8.4
PW2_2	Service provided in the District's parks and walkways - Windsor Park	83%	82%	86%	7.9	7.9	8.3
COM5	Satisfied with how council keeps you informed	62%	61%	63%	6.7	6.9	6.9
PW2_8	Service provided in the District's parks and walkways - Three Bridges Trail	94%	93%	91%	8.5	8.4	8.4
PW2_4	Service provided in the District's parks and walkways - Playgrounds in Victoria or King Edward Park	90%	90%	92%	8.3	8.3	8.5
PW2_7	Service provided in the District's parks and walkways - Western Loop walkway	87%	87%	90%	8.1	7.9	8.1

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

		2024	2023	2022	2024 (Mean score)	2023 (Mean score)	2022 (Mean score)
CS2	Council's ability to create a sense of community in the Stratford District	61%	61%	71%	6.8	6.9	7.2
GOV1	Decisions made by the council represent the best interests of the District	56%	56%	65%	6.5	6.6	6.9
CSERV3_1	Front desk staff were helpful and friendly	91%	91%	95%	8.6	8.5	8.8
CSERV3_3	The information provided was accurate	85%	85%	91%	8.3	8.2	8.6
REP1	Leadership	63%	63%	71%	6.7	6.8	7.2
VM2_2	Invoicing is clear and correct	75%	75%	82%	7.5	7.6	8.0
PW2_6	Service provided in the District's parks and walkways - Eastern Loop walkway	82%	83%	87%	7.9	7.9	8.0
SC1_3	Stratford offers a healthy lifestyle	74%	75%	81%	7.5	7.4	7.7
ES3_3	Service from council, made during After hours service (from 4.30pm until 8am) - Other request	69%	71%	69%	6.2	7.9	6.9
CS1	Council's role in supporting community development in the Stratford District	66%	68%	74%	7.0	7.1	7.3
REP2	Trust	60%	62%	66%	6.5	6.7	7.0
PT2_2	Centennial Restroom toilets	90%	93%	95%	8.8	8.8	9.2
VM2_3	I know how my rates are spent	41%	44%	61%	5.7	6.0	6.5
REP3	Financial management	48%	52%	68%	6.0	6.4	7.0
SP2_1	Service provided in the District's sports grounds - Victoria Park	77%	82%	84%	7.4	7.8	7.9
SP2_3	Service provided in the District's sports grounds - Page Street	67%	75%	85%	7.1	7.5	8.0
SP2_2	Service provided in the District's sports grounds - Swansea Road	69%	78%	84%	7.3	7.6	8.2
PT2_7	Whangamomona public toilets	51%	61%	55%	6.2	7.1	6.5
GOV3	Interaction with you	63%	74%	91%	6.9	7.4	8.5
ES2_7	Service from council, made during Business hours service (from 8am until 4.30pm) - Parking	22%	34%	19%	4.4	5.3	5.1
ES2_8	Service from council, made during Business hours service (from 8am until 4.30pm) - Other request	68%	81%	54%	7.1	7.8	6.6
ES2_5	Service from council, made during Business hours service (from 8am until 4.30pm) - Food Control	80%	100%	100%	7.6	7.7	10.0
ES2_6	Service from council, made during Business hours service (from 8am until 4.30pm) - Alcohol Licensing	75%	100%	52%	8.2	9.6	7.4
PT2_8	Morgan's Grave public toilets	30%	63%	14%	4.1	6.3	5.0
ES3_2	Service from council, made during After hours service (from 4.30pm until 8am) - Noise	35%	79%	25%	5.1	8.0	5.4

Historical comparison mean scores

Measure	2024	2023	2022	2021	2020	2019
Overall roading	5.4	4.9	5.6	5.16	5.72	5.7
Footpaths	6.4	6.5	6.6	5.43	5.71	5.59
Rubbish service	8.1	8.0	8.1	7.28	7.67	7.88
Recycling service	8.2	8.3	8.2	7.18	7.62	7.85
Toilets						
Broadway	7.0	7.0	7.5	6.61	6.95	7.01
Centennial	8.8	8.8	9.2	7.61	6.96	6.94
Exeloo	6.5	6.1	6.9	5.99	5.95	6.42
Percy Thomson	9.0	8.9	9.2	7.67	7.94	8.28
TET	6.2	6.3	6.5	5.22	5.46	6.13
Whangamomona	6.2	7.1	6.5	5.45	6.15	6.21
Morgans grave	4.1	6.3	5.0	5.67	5.3	5.73
Kopuatama	8.1	7.2	7.4	6.02	6.15	5.94
Sportsground						
Victoria Park	7.4	7.8	7.9	6.74	7.21	7.19
Swansea	7.3	7.6	8.2	6.39	7.01	7.04
Page st	7.1	7.5	8.0	6.53	7.09	6.62
Cemeteries						
Kopuatama	7.3	7.1	7.4	6.72	6.66	6.81
Midhirst	7.2	7.9	3.7	5.97	6.19	5.72
Parks and Walkways						
Victoria park	8.1	8.1	8.4	7.16	7.26	7.2
Windsor	7.9	7.9	8.3	7.12	7.24	7.18
King edward	8.3	8.2	8.4	7.31	7.47	7.4
Victoria Page st playground	8.3	8.3	8.5	7.37	7.38	7.39
Eastern loop walkway	7.9	7.9	8.0	6.72	6.84	6.68
Western loop walkway	8.1	7.9	8.1	6.8	6.97	6.94
Three Bridges Trail	8.5	8.4	8.4	7.49	7.52	7.32
Carrington Walkway	8.2	8.0	8.2	7.05	7.28	7.1
Services						
Animal control	7.3	5.2	7.1	5.91	6.2	6.32
LIM	7.8	7.3	7.7	5.94	6.35	6.39
Planning/resource consent	5.1	4.3	7.2	5.16	6.36	6.14
Building consents	5.2	5.6	6.0	5.09	6.28	6.06
Liquor Licensing	8.2	9.6	7.4	6.21	6.51	6.25
Parking	4.4	5.3	5.1	6.12	6.89	6.45
After hours						
Animal control	6.5	5.1	6.8	5.32	6.01	6.05
Noise	5.1	8.0	5.4	5.65	6.21	6
Info Centre		8.7	8.7	7.48	7.84	8.01
Library	9.3	9.1	9.1	8.2	8.29	8.3
TSB pool	-	-	7.9	6.95	7	7.07
Customer Service	8.1	8.0	8.3	7.64	7.74	7.86



Head Office

Telephone: + 64 7 575 6900

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

Website: www.keyresearch.co.nz

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Final Report | July 2024

