

About Service Performance

The Annual Report is a key reporting tool advising residents of Council's performance during 2010/11 financial year against what was planned in the Annual Plan and 2010/11 financial information. This also includes Council's contribution towards community outcomes and the four wellbeings (social, economic, environmental and cultural) as well as feedback from the community on council facilities and services.

The Council's way of being answerable to the community is to give evidence of its achievements and outline the way in which it will deal with issues and future challenges ahead.

How is your Council Performing?

Far North District Council (Council) conducted a community feedback survey in July 2011. This survey identifies and measures the perceptions that residents of Far North District (residents) have towards Council and the services it provides.

Specifically this survey aimed to

- Measure satisfaction levels with Council services and facilities
- Identify usage levels of Council services and facilities
- Identify awareness and impression of Council communications and consultation processes
- Measure satisfaction levels with Council performance
- Gather feedback on local issues

Interviewing for the survey was carried out via telephone (Computer Assisted Telephone Interviewing) in-house at Versus Research during mid July 2011. A total of 400 residents were interviewed from Far North District and a sample of 30 residents from each of the peer districts was interviewed. The findings from the survey have been analysed by Ward (Northern, Eastern and Western).

Services / Facilities

Overall, Council's service delivery across a variety of services and facilities is fairly consistent and resident satisfaction across a range of services and facilities is similar to the 2009 result. Especially, community satisfaction with public libraries (currently 78%) and recycling services (currently 72%) show a substantial increase. However, services and facilities that show a decrease in resident satisfaction this year are: sewerage system (87%); footpaths (55%); access to beaches (66%); boat ramps and jetties (47%); playgrounds (60%); public toilets (58%) and animal control (54%).

A summary of the key results, and Council's Key Performance Measures (KPM), is given in the tables below:

Please note:

- When Council refers to **"Not specified"** this relates to a measure not included in the LTCCP 2009/19. This means Council developed additional questions to measure service delivery for other activities e.g. cycleways, communication and building consent and inspection experience;
- Key codes have been used to identify measure performance vs. target in 2010/11
(↑ has improved, ↔ neutral and ↓ needs improving)



Measure	2009 Satisfied & Very Satisfied	2011 Satisfied & Very Satisfied	2011 Peer Group average	2011 Target	Performance vs. Target
Water supply	82%	82%	87%	82% user satisfaction	↔
Sewerage system	93%	87%	94%	84% user satisfaction	↑
Roading network	52%	57%	73%	55% resident satisfaction	↑
Footpaths	63%	55%	58%	70% resident satisfaction	↓
Cycleways	24%	25%	40%	<i>Not specified</i>	
Access to beaches	80%	66%	90%	76% resident satisfaction	↓
Boat ramps and jetties	60%	47%	65%	58% resident satisfaction	↓
Parks and reserves	75%	92%	82%	80% user satisfaction	↑
Playgrounds	66%	60%	75%	80% resident satisfaction	↓
Public swimming pools	32%	32%	52%	55% resident satisfaction	↓
Public libraries	67%	95%	82%	85% user satisfaction	↑
Public toilets	64%	58%	57%	55% resident satisfaction	↑
Cemeteries	53%	58%	78%	62% resident satisfaction	↓
Stormwater drainage	<i>Different measure used in 2011, hence not compared.</i>	46%	49%	53% resident satisfaction	↓
Recycling	65%	72%	84%	75% resident satisfaction	↓
Refuse disposal	66%	68%	81%	71% resident satisfaction	↓
Animal control	62%	54%	62%	68% resident satisfaction	↓
Overall satisfaction with Council provided services and facilities	<i>New in 2011</i>	76%	86%	Not specified	

Building and resource consent services

Overall, 8% of residents mentioned that they have applied for a building or a resource consent in the past twelve months. Of these residents 61% of residents are satisfied or very satisfied with their most recent consent application experience and 71% are satisfied or very satisfied with their most recent inspection experience.

Measure	2009 Satisfied & Very Satisfied	2011 Satisfied & Very Satisfied	2011 Target	Performance vs. Target
Most recent consent application experience	New in 2011	61%	40%	↑
Most recent inspection experience	New in 2011	71%	Not specified	



Contact with Council

A total of 46% of residents mentioned they have contacted the Council in the past twelve months. Resident satisfaction ratings for customer service are on par with the 2009 result and remain fairly positive. 73% of residents¹ are satisfied or very satisfied with the service they received when they contacted the Council. 'Council's 24 hour 0800 service'; telephone contact (excluding the 0800 number) and visits to a Council office or service centre are the most frequently used methods of contact. Furthermore, 'rates related queries' (19%); 'dog / animal control' (17%); and 'roads/ footpaths' (14%) are the top three reasons for contacting the Council. This result is similar to the 2009 result.

Method of contact	2009 Satisfied & Very Satisfied with contact	2011 Incidence of contact	2011 Satisfied & Very Satisfied with contact	2011 Target	Performance vs. Target
Council's 0800 number	76%	57%	77%	68%	↑
Written communication	56%	18%	62%	51%	↑
Email communication	81%	16%	81%	Not specified	
Request for service	61%	22%	63%	Not specified	
Telephone	78%	40%	70%	Not specified	
Visit to a Council office or service centre	85%	52%	78%	Not specified	
Visit to a Council library on Council business	94%	11%	90%	Not specified	
Visit to a Council information service on council business	86%	11%	88%	Not specified	
Overall satisfaction with service when contacted Council	79%	NA	73%	82%	↓

¹ Of those who have contacted the Council in the past 12 months.

Emergency Management

51% of households in the District have an emergency response plan and 56% of households have an emergency response kit in case of a civil defence emergency. These results are similar to the peer council group however, only 29% of residents mentioned they are aware of the Community Response Plan for civil defence; the peer group average for this measure is 63%.

Measure	2011 result	Peer group average	2011 Target
Households with an emergency response plan	51%	48%	Not specified
Households with an emergency response kit	56%	54%	Not specified
Awareness of Community Response Plan for civil defence	29%	63%	Not specified

Peer Council's similar to Far North District Council

In order to gauge how well Council are performing on key measures relative to peer Councils, a sample of residents from peer districts, i.e., Thames District, Gisborne District and Opotiki District were also surveyed.

Services and facilities that show a lower peer group average when compared with Far North District are: water supply; sewerage system; roading network; footpaths; cycleways; access to beaches; boat ramps and jetties; playgrounds; public





swimming pools; cemeteries; stormwater drainage; recycling; refuse disposal and animal control. Services and facilities that show a higher peer group average when compared with Far North District are: the parks and reserves; public libraries and public toilets.

This year, residents were asked to rate their overall satisfaction with Council provided services and facilities and 76% of residents mentioned they are very satisfied or satisfied with these services compared to the peer group Councils average of 86%.

Community Aspirations

In preparing the 2006 Far North Future Plan Council, as part of its consultation with the community (surveys, personal interviews, hui and youth workshops), determined outcome areas that were important. In addition Council, along with Northland Regional Council, Kaipara District Council and Whangarei District Council, partnered in a process to determine regional outcome areas (focus groups, stakeholder groups, wananga, hui and a quantitative telephone survey).

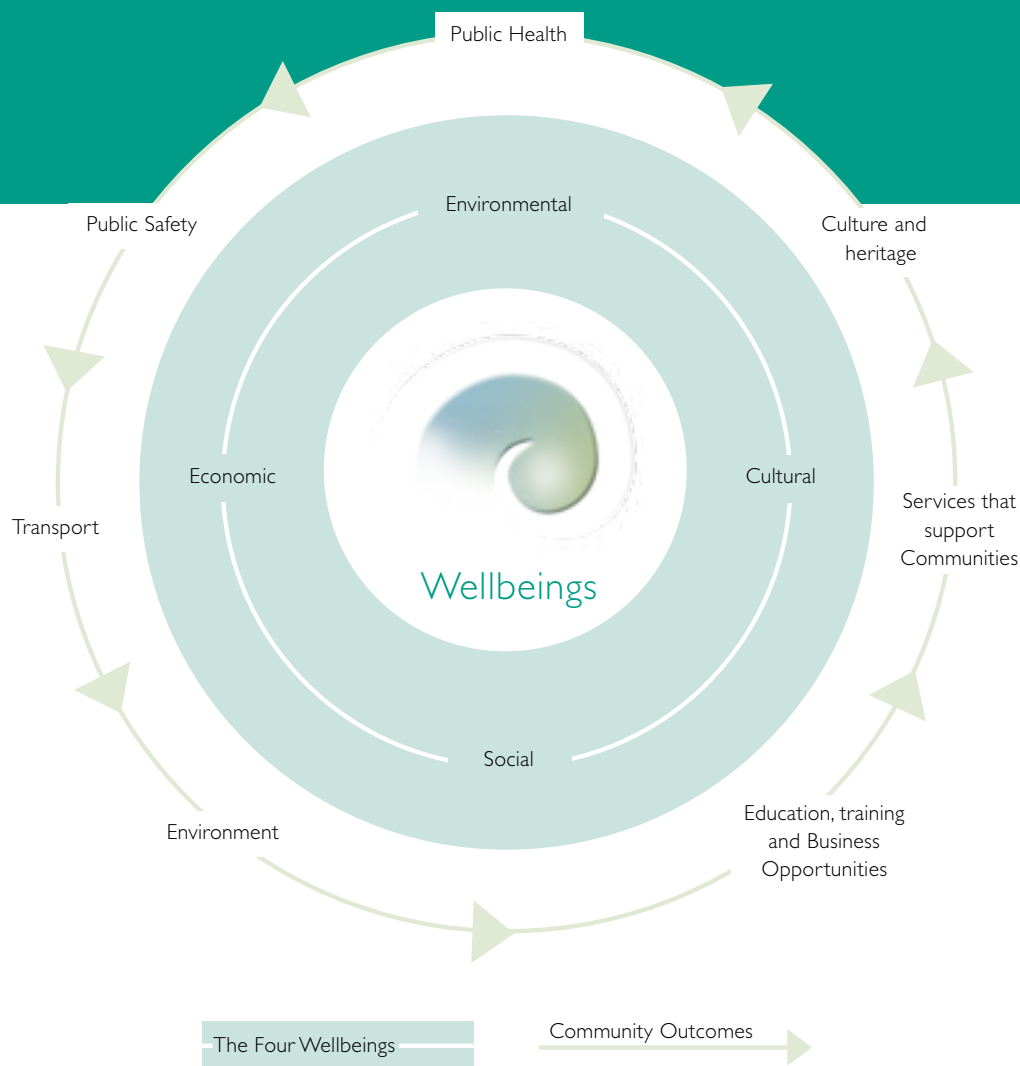
Community outcomes are a community judgment and belong to the community not the Council. The purpose of the process is to enable the community as a whole to decide what is important. That is not just in terms of Council functions, but also in terms of the functions and capabilities of other organisations and groups within the community. In performing its role, Council should take account of the diversity of the community and "the interests of future as well as current communities". It should also "collaborate and co-operate with other local authorities and bodies" where that is appropriate "to promote or achieve priorities and desired outcomes".

The "Far North District Futures Report" explains to the community the progress made towards community outcomes from 2006 to 2009, please visit our website <http://www.fndc.govt.nz/your-council/strategic-planning/annual-report/Far-North-Futures-Reporting-2009.pdf>

Council's contribution towards Far North's future

In planning its work for the next ten years Council looked at taking a "sustainable development" approach. Sustainable development is not just about the natural environment. It may be defined as ensuring community wellbeing now and in the future. This encompasses social, cultural, economic and environmental factors. Council will spread the message of sustainability throughout the Far North community, because we all have our part to play in safeguarding the district's future wellbeing.





The diagram above details the community outcomes identified by the community and the four wellbeings (economic, environmental, social, and cultural) wellbeing of people and communities, the need to maintain and enhance the quality of the environment; and the needs of future generations.

PUBLIC HEALTH

Key health issues of all residents are identified and addressed.

PUBLIC SAFETY

Our community and visitors to the district feel safe and secure at any time of the day or night.

TRANSPORT

Transport networks are maintained and developed to enable access to, from and within the district.

ENVIRONMENT

The Far North’s built environment and infrastructure are further developed in a sustainable way, which contributes to the well-being of people, communities, and the natural environment, both now and in the future.

EDUCATION, TRAINING AND BUSINESS OPPORTUNITIES

Opportunities in the Far North are sufficient to attract skilled professionals to the district and to reduce the number of young people leaving the area.

SERVICES THAT SUPPORT COMMUNITIES

The cohesiveness of our communities is maintained or increased by retaining the services they need.

Having a strong and positive district identity that includes awareness and knowledge of the Far North’s unique heritage and history.

