

Symbols used to identify each measure contributing to community outcomes

PH Public Health EB Education, Training and Business Opportunities SC Services that support Communities

<b>Council initiatives</b> Formalise the occupation of esplanade reserves / legal roads by camping operators to enable sufficient camping capacity for the peak period		<b>Measure</b> Year on year percentage increase in camping numbers at registered motor camps		EB PH SC
<b>Result 2010/11:</b> 7.4%	<b>Target 2011/12:</b> 5%	<b>Result 2011/12:</b> 5.6%	<b>Achieved - Comments:</b> Result achieved based on figures from Holiday Parks Annual Report 2011 which indicated a 1.8% drop in numbers Northland wide.	
<b>Council initiatives</b> Formalise the occupation of esplanade reserves/ legal roads by camping operators to enable sufficient camping capacity for the peak period		<b>Measure</b> Community satisfaction with camping provision.		EB PH SC
<b>Result 2010/11:</b> 66%	<b>Target 2011/12:</b> 76%	<b>Result 2011/12:</b> 79%	<b>Achieved - Comments:</b> Council achieved this target however the Bay of Islands - Whangaroa Ward still has the highest dissatisfaction levels.	
<b>Council initiatives</b> Ensure sufficient camping capacity for the peak period		<b>Measure</b> Percentage of complaints about illegal camping responded to within 48 hours.		SC
<b>Result 2010/11:</b> 90.83%	<b>Target 2011/12:</b> 92%	<b>Result 2011/12:</b> 97.92 %	<b>Achieved - Comments:</b> Council has focused on taking action against campers' using illegal camping sites permanently.	

