

# State of the Community Report

community outcomes

community outcomes

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**Report on  
Progress  
Towards  
Achievement of  
Community  
Outcomes**

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# Introduction

In 2003, Council in collaboration with other stakeholders, undertook a community consultation process to help its communities identify outcomes for the Gisborne district. These outcomes and a monitoring and reporting framework were published in the 2004-2014 Long Term Council Community Plan (LTCCP) adopted in June 2004.

The purpose of this document is to report on the community's progress towards achieving these community outcomes for the period 1 July 2004 to 30 June 2007.

## Community Outcomes

Community Outcomes (CO) can best be described as long-term aspirations or goals of the community. CO are all about the future. They are the community's vision for its future.

The identification of community outcomes is a statutory requirement required by the Local Government Act 2002. It is also sound business practise to regularly ask our customers what goods and services they want from their local body. The Council, and other organisations can then align its priorities and resource allocation to the needs of the community and its priorities.

Outcomes tend to be descriptive and 'big picture'. They are often complex issues that require joined up solutions and cooperation of multiple agencies to achieve.

## Monitoring and Reporting

To make sure we are on the right track, councils are required to regularly monitor the community's progress towards outcomes, and to report on this at least every three years. The purpose of monitoring community outcomes is to provide information for good decision-making. The monitoring programme provides valuable information, not only to Council but other organisations, to help them ensure their activities are meeting the requirements of the community. Monitoring outcomes helps us achieve a shared vision for our district.

Monitoring involves the collection of data or information. It was Council's intention to use information already collected for other purposes wherever possible. However, due to the broad nature of the identified community outcomes Council has had to obtain some data from new sources.

## Continuous improvement

It was acknowledged from the outset that the monitoring and reporting framework published in the 2004 LTCCP was the Council's first attempt and the LTCCP itself was a transitional plan. Minor changes were made to the framework in the second LTCCP adopted in June 2006, including the inclusion of targets. Changes were intended to fine-tune the framework rather than introduce whole scale changes.

This document reports against the latest measures and targets as included in the 2006 Community Plan. Any changes from the 2004 LTCCP are noted where they occur.

## Feedback

Feedback is invited from interested groups and organisations as well as individuals on the monitoring and reporting framework used.

We are very interested in hearing your thought on this document, especially if you are monitoring a topic covered by the community outcomes.

## Indicators defined

An indicator is a parameter that can be measured (e.g. a distance from a goal, target, threshold or benchmark) to show trends or sudden changes in a particular condition. They are reactive to change and simplify complex data into readily usable information that can be used to communicate complex trends or events. Indicators reduce the number of measurements that are normally required to give a complete picture of a situation. Indicators don't paint the whole picture but give us an idea of what the picture might look like.

Where the information is available, the indicators tell us about the current state (compared against the national average or an industry or environmental standard) and long-term trends (over the previous five or more years). The indicators also tell us whether the target set in the 2006 Community Plan has been achieved. The symbols used to summarise the state, trends and performance against target are:

STATE	TREND	TARGET
☺ Good/satisfactory	↑ Improving/favourable	✓ Achieved
☹ Mixed/uncertain/no change	↓ Worsening/unfavourable	✗ Not achieved
☹ Unsatisfactory	➔ No significant trend/no change	
? Uncertain i.e. no data available or changes to the methodology over time		

# The indicators

The indicators have been listed here from favourable to adverse under each community outcomes in terms of their state, long-term trend and whether the target has been achieved.

## Vibrant Communities

INDICATOR	STATE	TREND	TARGET
Recreational Space	☺	➔	✓
Visitor numbers and nights		⬆	✗
Population growth		➔	✗
Number of local events		⬇	✗
Net migration		⬇	✗
Tairāwhiti Museum visitor numbers		?	?

## Connected Communities

INDICATOR	STATE	TREND	TARGET
Library membership	☺	⬇	✓
Maori speakers	☺	⬇	✗
Resident satisfaction with Council roads		➔	✓
Resident satisfaction with bus service		?	✓
Airport passenger numbers		⬆	✗
Internet access	☹	⬆	✗
Mobile phone coverage		➔	✗
Urban dwellings within 700m of a bus stop		➔	✗
Number of bus tickets sold		⬇	✗
Annual bus passenger km travelled		⬇	✗

## Prosperous Communities

INDICATOR	STATE	TREND	TARGET
Business and public confidence	☺	➔	✓
Pride in natural and built environment		⬆	✓
Unemployment rate	☹	⬆	✗
Median income	☹	⬆	✗
Regional economic growth	☹	➔	✗
Home affordability	☹	⬇	✗

## Safe and Healthy Haven

INDICATOR	STATE	TREND	TARGET
Traffic accidents	☺	⬆	✓
Air quality	☺	⬆	✓
Swimming beaches water quality	☺		✓
River and surface water quality	☺	⬆	✗
Waste disposed to landfill		⬆	✓
Household waste collection		⬆	✓
Household recycling collected		⬆	✓
Recorded crime		⬆	✓
Resident satisfaction with rubbish bag collection	☹	⬇	✓
Resident sense of safety	☹	⬆	✗
Life expectancy	☹	⬆	✗
Number of fires		⬇	✗
Resident satisfaction with footpaths	☹	⬇	✗
Mortality rate	☹	⬇	✗
Drinking water quality	?	?	?

## Positive Leadership

INDICATOR	STATE	TREND	TARGET
Resident satisfaction with Council's efforts to expand business	☺	↑	✓
Business growth	☺	↑	✓
Highest qualification	☹	↑	✓
Resolution rates of crime		→	✗
Social Deprivation	☹	→	✗

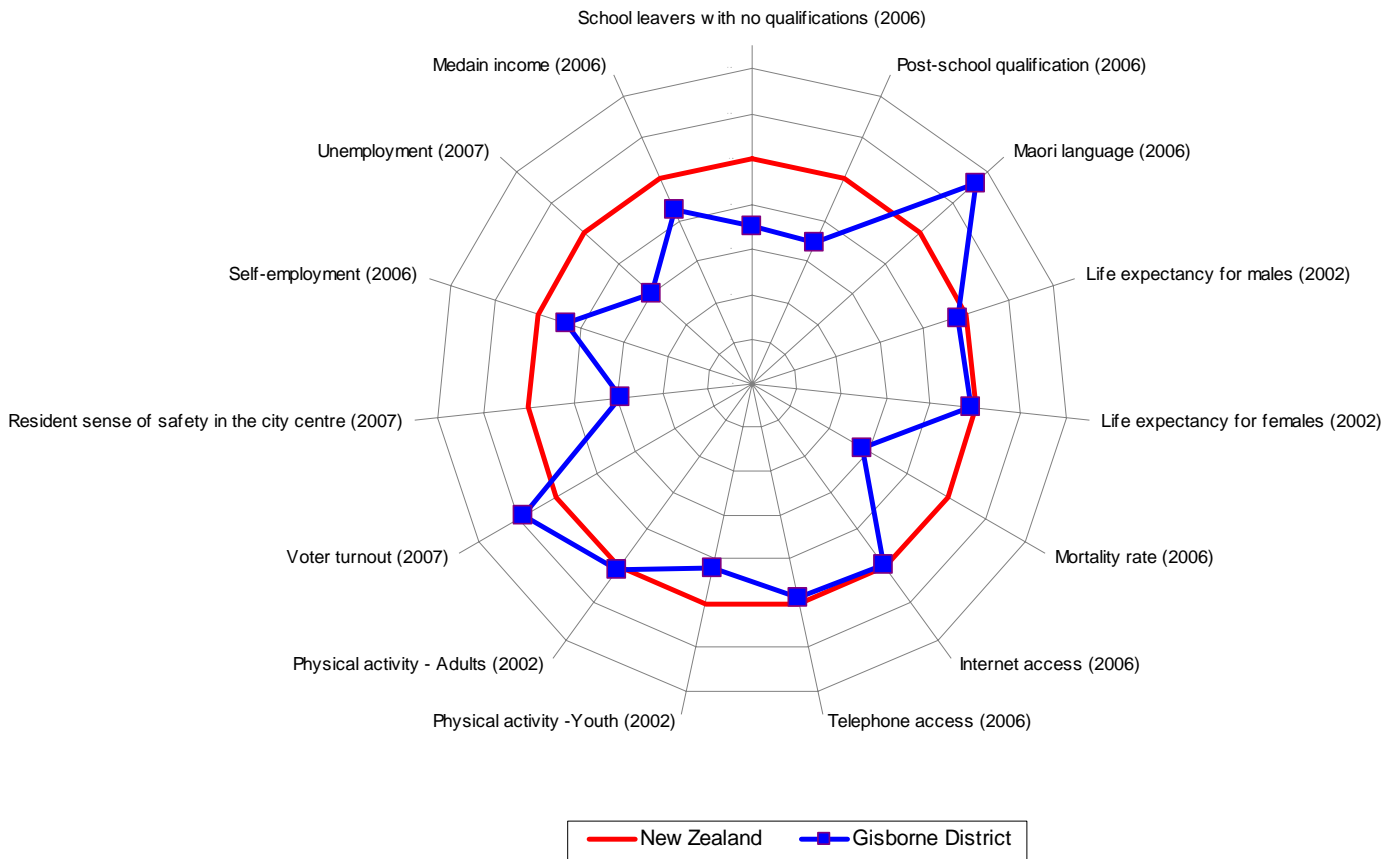
## Fair and Active Democracy

INDICATOR	STATE	TREND	TARGET
Performance rating of Mayor and Councillors	☺	↑	✓
Elected members approachability	☺	↑	✓
Voter turnout	☺	↓	✓
Candidates for local election	☺	↓	✗
Readership of information published by council		→	✓
Self employment rate	☹	↑	✗

# Comparison with national results

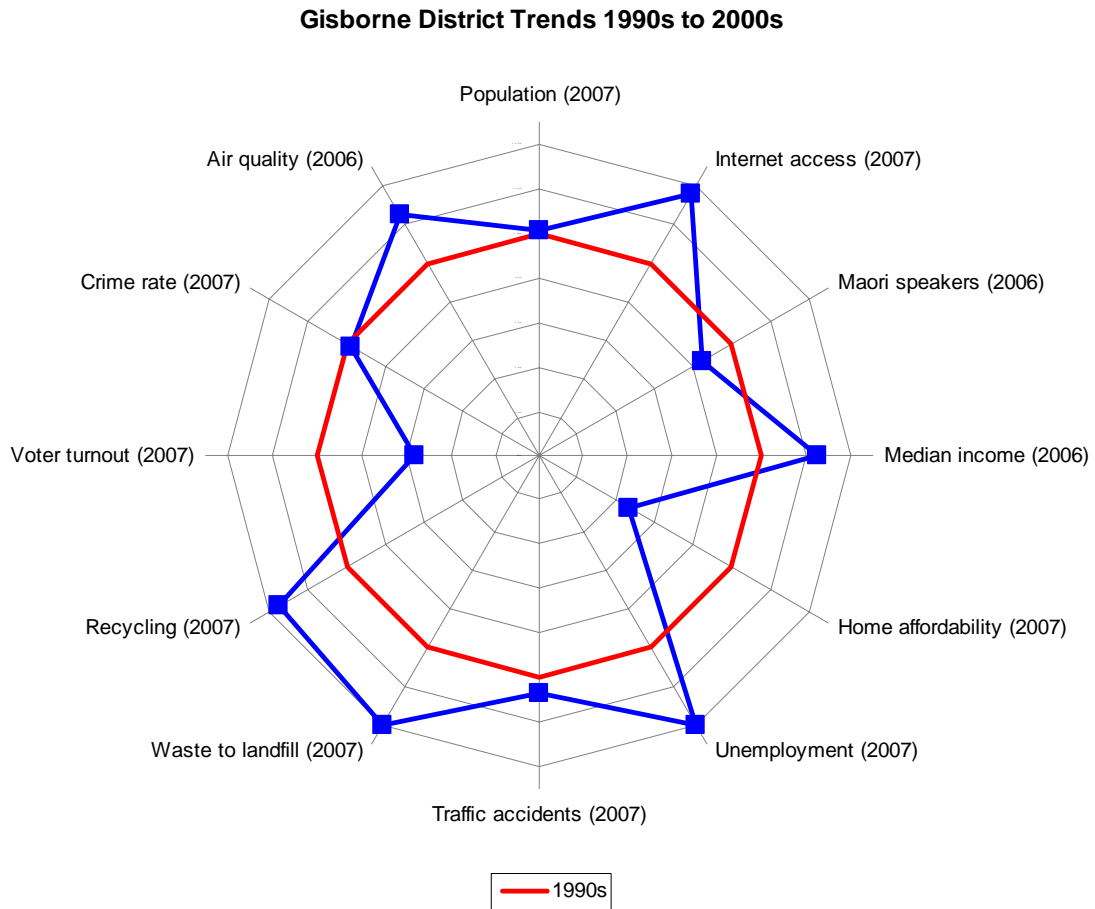
This wheel compares average figures for key indicators in the Gisborne district, with the equivalent indicators for New Zealand. The red circle represents national average results. Where a blue spoke extends outside the circle it means district indicators are doing better than the national average, and when it is inside the circle, indicator results are worse than the national average.

**Gisborne District compared to New Zealand**



# A quick look at the trends

In this case, the red circle below represents the status of the Gisborne district indicators in the 1990s and the blue spokes show progress with the years shown. Where a spoke extends outside the circle it means results for the indicator have improved. If a spoke falls within the circle, the indicator has declined.



## For more information

Pages 4-8 provide a summary of the detailed information to follow. It provides a snapshot of where the Gisborne district is now across 48 indicators. It uses symbols to describe the current state and long term trends and ranks the indicators from favourable to adverse under each community outcome.

What follows is more in-depth information about each indicator including why it is important, what we found, data sources and methodology.

## Contact Us

If you want to know more information about the community outcomes and/or the monitoring and reporting framework you are welcome to go to the GDC website <http://www.gdc.govt.nz/Consultation/CommunityOutcomesReview.htm>

or write to us at:

State of the Community Report Feedback  
c/- Gisborne District Council  
PO Box 189  
Gisborne District Council  
Attn: Desiree Cull

or call Desiree Cull or Deven Russell on (06) 867 2049

or email: [desiree@gdc.govt.nz](mailto:desiree@gdc.govt.nz) or [deven@gdc.govt.nz](mailto:deven@gdc.govt.nz)

# Framework

The tables below set out the community outcomes and the core set of performance measures that have been used to monitor and evaluate progress. Results for each outcome follow. To go directly to each indicator click on the relevant number.

## 1. Vibrant Communities

Community Outcome		Indicator/Performance Measure	
1.1	A variety of events and activities to inspire community participation and draw people to the area.	1.1.1	Events listed on Tourism Eastland's monthly "Regional Events Database" (source: Tourism Eastland).
		1.1.2	Tourism: visitor numbers and visitor nights (source: Tourism Eastland).
		1.1.3	Migration: domestic and overseas net migration (source: Statistics NZ).
		1.1.4	Population estimates for the Gisborne district and Gisborne city (source: Statistics NZ).
1.2	Town centres are alive and busy.	1.2.1	Vacant store fronts in the Gisborne city centre (source: Heart of Gisborne).
		1.2.2	Retail floor space in the Gisborne city centre (source: GDC)
1.3	A range of sport, recreation and leisure opportunities.	1.3.1	Dedicated recreational space available per 1,000 population (source: GDC and Statistics NZ).
		1.3.2	Participation in sport (source: SPARC).
		1.3.3	Recreational opportunities (source: GDC)
1.4	Our heritage and uniqueness is celebrated through the arts, culture and spirituality.	1.4.1	Tairāwhiti Museum visitor numbers (source: Tairāwhiti Museum).
		1.4.2	Cultural experiences (source: Statistics NZ).
		1.4.3	Forecasted expenditure on culture and arts (source: GDC)

## 2. Connected Communities

2.1	Affordable, safe and reliable transport networks.	2.1.1	Public transport accessibility: Percent of urban dwellings within 700m of a bus stop (source: GDC, Roding).
		2.1.2	Public transport use: Number of bus tickets sold (Gisborne city bus provider).
		2.1.3	Public transport use: Annual bus passenger km travelled (source: Gisborne city bus provider).
		2.1.4	Resident satisfaction with bus service (source: GDC, <i>Town and Country Matters</i> survey).
		2.1.5	Resident satisfaction with roads (source: NRB, Communitrak Survey).
		2.1.6	Airport passenger numbers (source: Gisborne Airport).
2.2	People feel connected and part of communities, locally, nationally and globally.	2.2.1	Mobile phone coverage (source: Vodafone and Telecom).
		2.2.2	Internet access (source: NRB, Communitrak Survey)
2.3	Access to all essential goods and services.	2.3.1	Provision of GP/nurse/groceries/PO box (source: Yellow Pages, NZ Post)
2.4	People have a link to their heritage.	2.4.1	Library membership (source: HB Williams Memorial Library).
		2.4.2	Proportion of Maori population speaking Maori (source: Statistics NZ, Census).

### 3. Prosperous Communities

3.1	A high standard of living.	3.1.1	Median income (source: Statistics NZ, Census).
		3.1.2	Income distribution
		3.1.3	Home affordability (source: Massey University).
		3.1.4	Home affordability
3.2	A thriving economy that provides varied employment opportunities.	3.2.1	Un/employment rate (source: WINZ).
		3.2.2	Employment by industry
		3.2.3	Annual economic growth (source: National Bank Regional Trends).
		3.2.4	Gisborne business and public confidence (source: APR Consultants Quarterly Survey)
3.3	Future prosperity through investment in education and training.	3.3.1	Literacy rates (source: no regional source data found)
		3.3.2	Pupil/teacher ratios (source: Ministry of Education).
3.4	Pride of self and community.	3.4.1	Pride in natural and built environment (source: NRB, annual Communitrak Survey).
3.5	Communities are proud of their environment and willing and able to care for it for future generations.		

## 4. Safe and Healthy Haven

4.1	People feel safe to walk at night in the city centre.	4.1.1	Residents' feeling of safety walking at night in the city centre (source: NRB, Communitrak Survey).
4.2	Security of person and property.	4.2.1	Crime rates (source: NZ Police).
		4.2.2	Number of fires by type (source: NZ Fire Service).
		4.2.3	Response time for vegetation fires.
4.3	Our roads and footpaths are safe to walk, cycle and drive on.	4.3.1	Traffic accidents (source: LTSA).
		4.3.2	Resident satisfaction with footpaths (source: NRB, Communitrak survey).
4.4	Freedom from health risks and harm.	4.4.1	Air quality (source: GDC, State of the Environment Report).
		4.4.2	Drinking water quality (source: Health Department Water Supply Grading).
		4.4.3	Groundwater quality (source: GDC, State of the Environment Report).
		4.4.4	Surface water and rivers quality (source: GDC, State of the Environment Report).
		4.4.5	Water quality of swimming beaches (source: GDC, State of the Environment Report).
		4.4.6	Soil quality (source: GDC, State of the Environment Report).
4.5	People are well and active.	4.5.1	Life expectancy by region (source: Statistics NZ).
		4.5.2	Mortality rate (source: Statistics NZ).
		4.5.3	Active/Inactive people (source: SPARC).
4.6	Guardianship of our environment for future generations.	4.6.1	Refuse disposed to landfill (source: GDC, Environmental Health Report for Waste Management).
		4.6.2	Household waste collected (source: GDC, Environmental Health Report for Waste Management).
		4.6.3	Recycling (source: GDC, Environmental Health Report for Waste Management).
		4.6.4	Satisfaction with rubbish collection (source: NRB, Communitrak Survey).
		4.6.5	Landuse capability (source: GDC, State of the Environment Report).

## 5. Positive Leadership

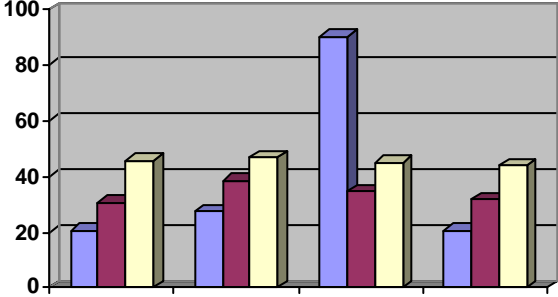
5.1	Businesses are leaders in their field.	5.1.1	Satisfaction with Council's efforts to expand business to the area (source: NRB, Communitrak Survey).
		5.1.2	Business growth (source: Statistics NZ).
		5.1.3	Expenditure on research and development (source: no regional source data available).
5.2	Top quality health, education and social services.	5.2.1	Social Deprivation Levels (source: Ministry of Health).
		5.2.2	Resolution rates of crimes (source: NZ Police).
5.3	People are able to reach their full potential.	5.3.1	Highest qualification (source: Statistics NZ).
5.4	Positive stewardship and improvements in infrastructure promoting environmental sustainability.	5.4.1	District Council investment on infrastructure (source: GDC).
		5.4.2	Satisfaction with development control (NRB, Communitrak Survey).
5.5	Individuals are responsible for their environment.	5.5.1	Type of energy used to heat dwellings in Gisborne (source: Statistics NZ, Census).
		5.5.2	Tonnes of recycled materials (source: GDC, State of the Environment Report).

## 6. Fair and Active Democracy

6.1	People and organisations have confidence in the decision-making process.	6.1.1	Performance rating of Mayor and Councillors (source: NRB, Communitrak Survey).
6.2	People are inspired to actively participate in community affairs.	6.2.1	Average number of candidates standing per capita and per Council position (source: GDC).
		6.2.2	Voter turnout (source: GDC).
		6.2.3	Attendance at LTCCP consultation meetings by township (source: GDC).
		6.2.4	Resident's demand for consultation (source: NRB, Communitrak Survey).
		6.2.5	Elected members approachability (source: NRB, Communitrak Survey).
		6.2.6	Readership of information published by Council (source: NRB, Communitrak Survey).
6.3	Open and transparent governance.	6.3.1	Council policy on publicly excluded meetings and public forums.
6.4	Entrepreneurial spirit is encouraged.	6.4.1	Self-employment rate (source: Statistics NZ, Census).

# Guide to page layout

The results for each indicator and commentary on current performance and trends will be presented in the following format.

<b>Sub-outcome</b>	<b>Indicator</b>	
<p><b>Why is this important?</b> The relevance and/or purpose of each indicator will be discussed here. Relevance will be discussed in terms of the link between what is being measured and social, cultural, economic or environmental well-being.</p> <p><b>What did we find?</b> Results from monitoring. Long term trends (over 5 years or more) and comparisons with national averages or industry or environmental standards will be made.</p> <p><b>Methodology</b> The method used to record data, for example groundwater quality is measured by regular bore tests in specific locations and compared overtime.</p> <p><b>Changes to monitoring framework since the 2004 LTCCP</b> If any.</p>	<p><b>Graph Heading</b></p>  <p>Source of data:</p>	
<p><b>Key Finding</b> This box will give the 'headline' result. In some cases it may signal a complex issue that requires societal action to change.</p>	<p><b>Target</b> The desired future points that serves as a goal to achieve</p>	<p style="text-align: center;">✓</p> <p>A tick or a cross will indicate whether the target has been met.</p>

# Vibrant Communities

Sub-outcome

Indicator

**1.1 A variety of events and activities to inspire community participation and draw people to the area.**

**1.1.1 Number of local events**

## Why is this important?

The number of events has been used here as a proxy for vibrancy. Events increase community wellbeing through community participation. Events also have a flow on effect to economic wellbeing through an influx of visitors, spending and return visits.

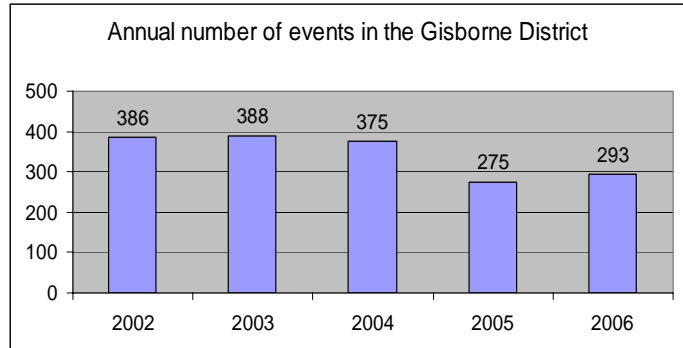
## What did we find?

Events dropped significantly from 2004 to 2005. This is most likely due to a change in methodology rather than a true drop in events. The number of events rose slightly from 2005 to 2006 under the new methodology.

## Methodology

Events listed on Tourism Eastland's monthly Regional Events Database.

## Annual events



Source: (Tourism Eastland 2008).

## Key Finding

Worsening trend. This may be due to a change in methodology rather than a true drop.

## Target

Maintain or more events



# Vibrant Communities

**1.1 A variety of events and activities to inspire community participation and draw people to the area.**

**1.1.2 Visitor numbers and nights**

**Why is this important?**

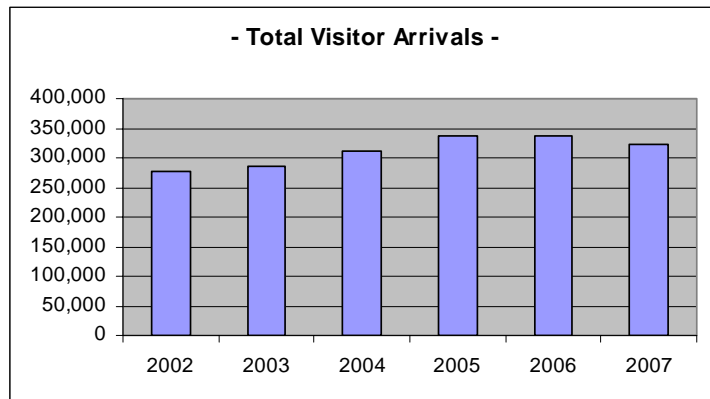
There is a strong link between visitors to the district and economic growth. However, there can be a trade-off between visitors and loss of quality of life for residents.

**What did we find?**

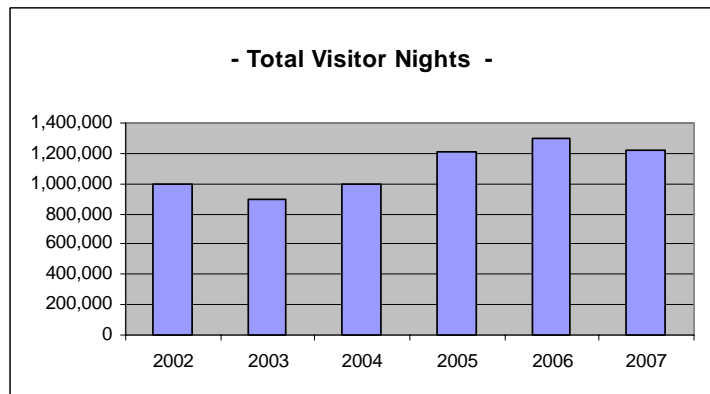
Visitor statistics demonstrate a strong seasonal pattern. Visitor arrivals and nights peak in the summer months and are lowest in winter months.

After four consecutive years of growth, annual visitor arrivals fell by 4.5% and annual visitor nights fell by 6.32% from 2006 to 2007.

**Annual visitor arrivals**



**Annual visitor nights**



Source: (Tourism Eastland 2008).

**Key Finding**

Increasing trend but below target growth.

**Target**

7% annual growth (based on the average from 2003-05)



# Vibrant Communities

**1.1 A variety of events and activities to inspire community participation and draw people to the area.**

## 1.1.3 Migration

### Why is this important?

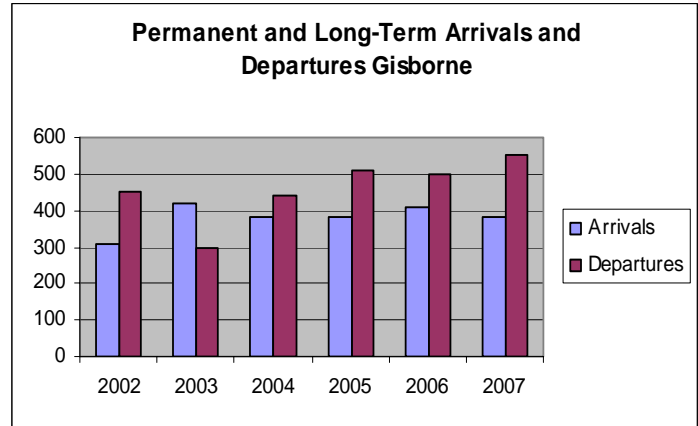
Migration has a major impact on the Gisborne district as it is a key component of population growth. The influences and drivers behind this movement of people need to be taken into consideration when planning for the district's growth.

### What did we find?

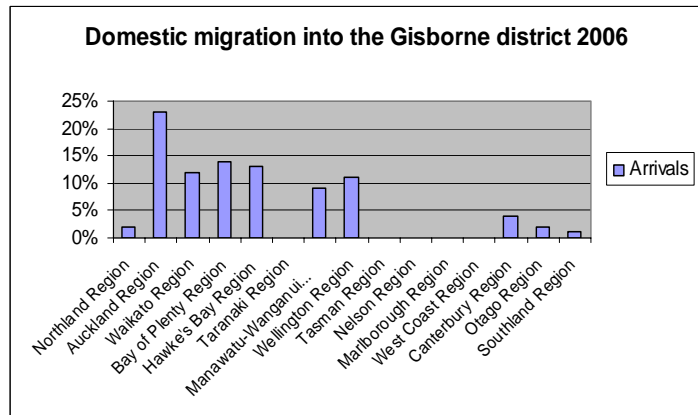
There were 380 permanent and long-term arrivals in the Gisborne district during the year ended June 2007. This was a 6.6% decrease in arrivals to the region from the year before. There was a national decrease of 0.2% during the same period. The arrival and departure of migrants during the year ended June 2007 resulted in a net decrease of 223 people.

During the year ended June 2006 23% of people moving into the district came from the Auckland region. The next largest contributing regions were Bay of Plenty (15%) and Hawke's Bay (13%).

### Arrivals and Departures Gisborne



### Domestic Migration into the Gisborne District.



Source (Statistics New Zealand 2007)

### Key Finding

Worsening trend.

### Target

Positive net migration



# Vibrant Communities

**1.1 A variety of events and activities to inspire community participation and draw people to the area.**

## 1.1.4 Population growth

### Why is this important?

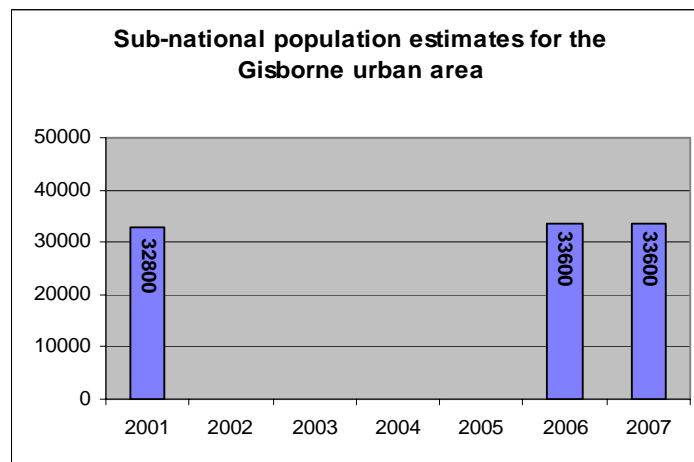
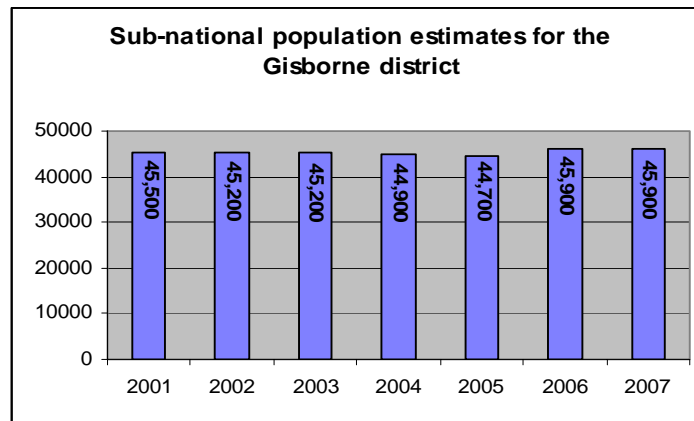
Measuring population change helps us plan for future community needs. An increasing population can put pressure on resources, infrastructure and our environment. In areas where the population is increasing there are pressures to construct more infrastructure, such as roads, housing, water supply and sewage treatment. An increasing population also increases the rates base and contributes to the economy and general vibrancy of a community.

### What did we find?

The estimated population of the Gisborne district was 45,900 at 30 June 2007. The population of the district was unchanged between 2006 and 2007. There was a national increase of 1% over the same period. The district grew 0.9% between 2001 and 2007.

The estimated population of the Gisborne urban area was 33,600 at 30 June 2007. The population of the Gisborne urban area was unchanged between 2006 and 2007 and increased by 2.4% between 2001 and 2007.

Sub-national Population Estimates for Gisborne district and Gisborne urban area



Source: (Statistics New Zealand 2007)

### Key Finding

No significant change.

### Target

Positive annual growth



# Vibrant Communities

## 1.2 Town centres are alive and busy

### 1.2.1 Vacant store fronts in the CBD

#### Likely change to monitoring framework in the 2009 Community Plan

The 2004 LTCCP and the 2006 Community Plan included an indicator for vacant store fronts in the Gisborne City centre measured by Heart of Gisborne counting the number of empty shops at different times of year. This hasn't been measured since 2004. Due to the irregularity of data collection, it is likely that this measure will be **omitted** from the monitoring framework in the 2009 Community Plan.

## 1.2 Town centres are alive and busy

### 1.2.2 Retail floor space

#### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP included an indicator for retail space in the Gisborne city centre in m<sup>2</sup>. This was measured for a one-off study commissioned by the Gisborne District Council Planning section entitled, "The Gisborne Retail Market Study, 2002". As the measure was not easily replicated it was **omitted** from the monitoring framework in the 2006 Community Plan.

# Vibrant Communities

## 1.3 A range of sport, recreation and leisure opportunities.

### 1.3.1 Dedicated recreational space

#### Why is this important?

Dedicated recreational space is an important quality of life indicator for families. Access to recreational space supports active and healthy lifestyles and provides families with space to play.

#### What did we find?

Gisborne has been traditionally well endowed with dedicated recreational space and this continues to be the case. The amount of land available for this purpose is significantly higher than the 6 acres per 1,000 population recommended by the UK National Playing Fields Association as the minimum recreational space needed in order to provide an appropriate space for recreational activities.

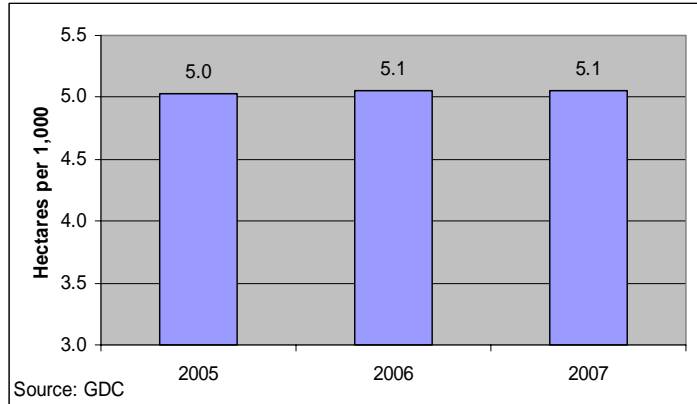
#### Changes to monitoring framework since the 2004 LTCCP

In the 2004 LTCCP this indicator was measured in acres of land per 1000 population. It was changed in the 2006 Community Plan to hectares per 1,000 population in line with the metric standard of measurement.

#### Key Finding

No significant change but remains well above the industry standard.

#### Dedicated recreational space available per 1,000 population



Source: (Gisborne District Council, Community Facilities 2007).

#### Target

>3.65 hectares per 1,000 population



# Vibrant Communities

## 1.3 A range of sport, recreation and leisure opportunities.

### 1.3.2 Participation in sport

#### Likely change to monitoring framework in the 2009 Community Plan

The 2004 LTCCP included an indicator for participation in sport by adults and young people (5-17 years) measured by interviews conducted by SPARC. SPARC have not repeated this survey since 2001 therefore it is likely that this measure will be **omitted** from the monitoring framework in the 2009 Community Plan.

## 1.3 A range of sport, recreation and leisure opportunities.

### 1.3.3 Recreational opportunities

#### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP included an indicator for recreational opportunities measured by the number of clubs by activity type by township. This was measured by counting the number of sport clubs and club/groups published in the Sport Gisborne and Community Development Database. This measure was **omitted** from the monitoring framework in the 2006 Community Plan due to difficulties producing a complete list. Some groups undertake activities across more than one category in more than one area but maintain only a city postal address.

# Vibrant Communities

**1.4 Our heritage and uniqueness is celebrated through the arts, culture and spirituality**

## 1.4.1 Museum visitor numbers

### Why is this important

Museum visitor numbers is used here as an indicator of cultural well being.

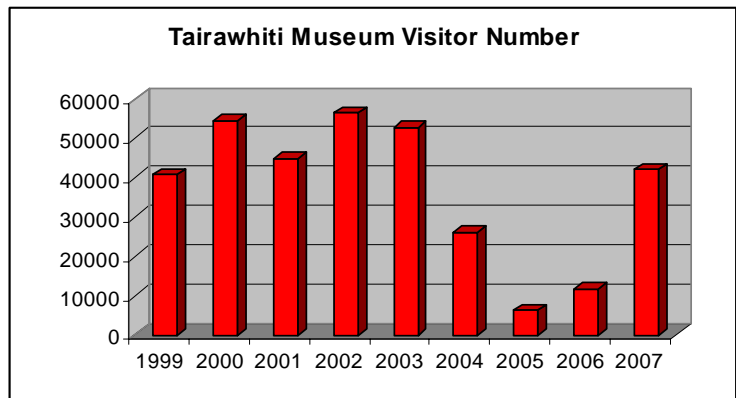
### What did we find?

The number of visitors to the Tairawhiti Museum increased from 11,867 in 2006 to 41,910 in 2007 largely due to a change in the methodology.

### Methodology

Visitor numbers fell sharply over 2004 - 2006 due to the Museum only counting paying visitors registering on a newly installed till. From 2007 the Museum reverted back to the old system of counting visitor numbers. This includes all customers who came though the door including café customers and classes on school trips.

### Annual number of people visiting the Tairawhiti Museum



Source: (Tairawhiti Museum 2007)

### Key Finding

Changes to the methodology have made it difficult to show trends in visitor numbers.

### Target

More visitors per year



# Vibrant Communities

**1.4 Our heritage and uniqueness is celebrated through the arts, culture and spirituality**

**1.4.2 Cultural experiences**

## **Changes to monitoring framework since the 2004 LTCCP**

The 2004 LTCCP included an indicator of cultural experiences from a cultural survey that measured the percentage of adults attending at least one ethnic community activity in the year prior to the survey conducted by Statistics NZ. The Cultural Survey has not been repeated since 2001 so was omitted from the monitoring framework in the 2006 Community Plan.

**1.4 Our heritage and uniqueness is celebrated through the arts, culture and spirituality**

**1.4.3 Forecasted expenditure on culture and arts**

## **Changes to monitoring framework since the 2004 LTCCP**

The 2004 LTCCP also included an indicator which measured the Council's forecasted expenditure on culture and arts. This was **omitted** from the current monitoring framework as it was likely that the council's expenditure had been underreported as some cultural activities (undertaken by the Community Development Unit for example) were not included.

As a result of a submission on the 2006-2016 Community Plan a new measure will be developed in partnership with NZ Historic places Trust to cover heritage values.

# Connected Communities

Sub-outcome

Indicator

**2.1 Affordable, safe and reliable transport networks**

**2.1.1 Public transport accessibility**

## Why is this important

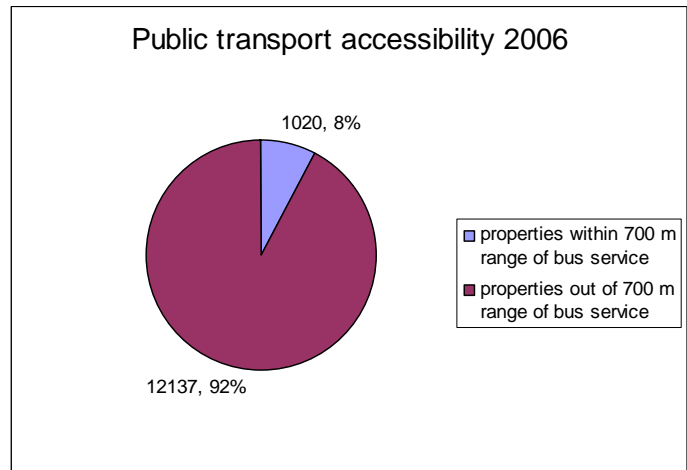
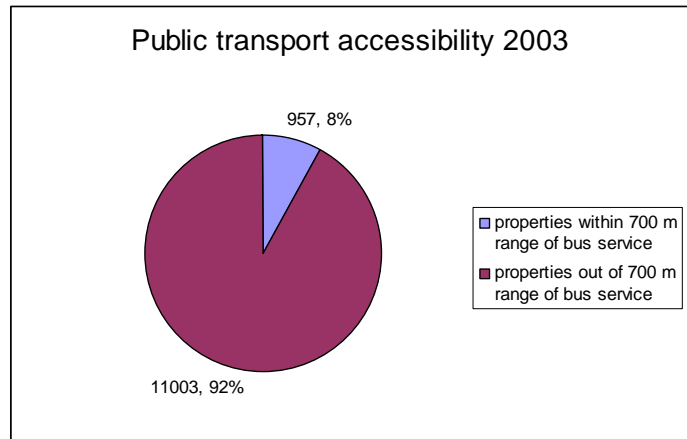
Accessibility to public transport is a common barrier to use. Better accessibility results in increased usage leading to reduced car use and contributes to a more sustainable transport system. Reduced car use results in less traffic congestion and less carbon emissions.

## What did we find?

8% of dwellings in the Gisborne city are within a range of 700m or less to the nearest bus stop.

Despite the number of properties within the city boundary increasing the percentage remained the same from 2003 to 2006.

## Percent of urban dwellings within 700m of a bus stop



Source: (Gisborne District Council, Roading 2007)

## Key Finding

No significant change

## Target

10%



# Connected Communities

## 2.1 Affordable, safe and reliable transport networks

## 2.1.2 & 2.1.3 Public Transport use

### Why is this important?

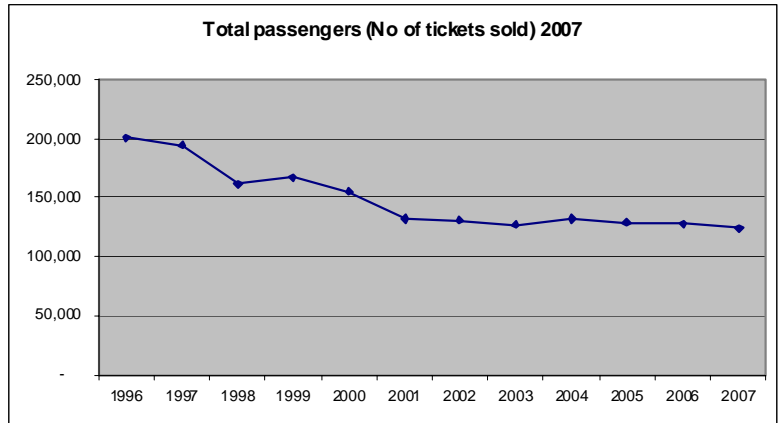
The number of bus tickets sold and annual passenger kilometres travelled is used here as an indicator for public transport use. Public transport leads to a connected community by providing a form of transport for those without a private vehicle.

Public transport is often associated with a sustainable city. Environmental sustainability is enhanced through reduced carbon emissions due to fewer cars on the road. Economic sustainability improves as more people use the service.

### What did we find?

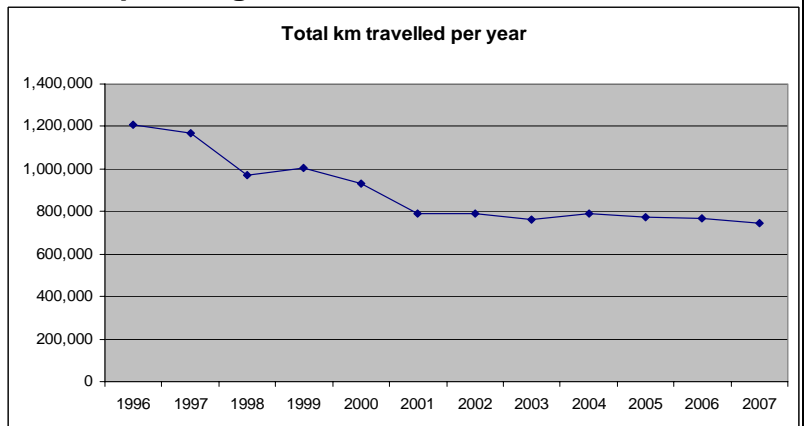
The number of tickets sold decreased sharply from 1996 to 2001 and has continued to fall slightly since then. The passenger km travelled has followed a similar trend.

### Number of bus tickets sold



Source: (Gisborne city bus provider 2007)

### Annual passenger km travelled



Source: (Gisborne city bus provider 2007)

### Key Finding

Worsening trend

### Target

- More bus tickets sold than previous year
- 791,000 passenger kilometres (maintain 2004 level)



# Connected Communities

## 2.1 Affordable, safe and reliable transport networks

### 2.1.4 Satisfaction with bus service

#### Why is this important?

By virtue of being a unitary authority, Council is responsible for the roading network and has a duty to promote and provide public passenger transport including buses. Resident and user satisfaction with buses is used here to measure whether the service is meeting customer needs.

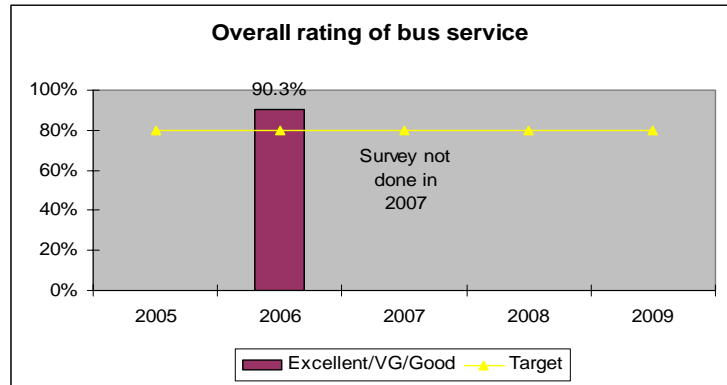
#### What did we find?

A survey of bus users and residents was first undertaken in 2005. The wording of the survey was changed in 2006 to comply with Land Transport NZ requirements. This survey was not conducted in 2007.

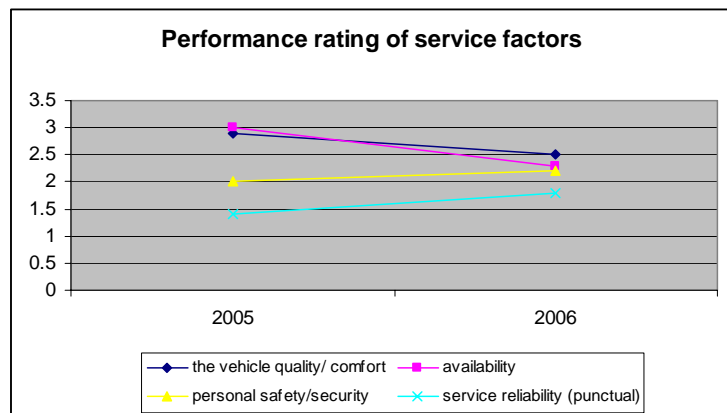
**Graph 1** shows the overall rating of the bus service measured by the percentage of residents and users who rate the bus service excellent, very good or good. This question was not asked in 2005 but will be asked in successive surveys. In 2006, the overall rating was 90.3%, which is well above the target of 80%.

**Graph 2** shows the results from questions that were the same or comparable in both the 2005 and 2006 surveys. The results show an improved trend in personal safety/security and punctuality but a declining trend in vehicle quality and availability.

**Graph 1: Percentage of residents and users who rate the bus service excellent/very good/ good**



**Graph 2: Performance rating of various service factors of the bus service**



Source: (Gisborne District Council 2006)

#### Key Finding

No trend data

#### Target

80%



# Connected Communities

## 2.1 Affordable, safe and reliable transport networks

## 2.1.5 Resident satisfaction with Council roads

### Purpose of indicator?

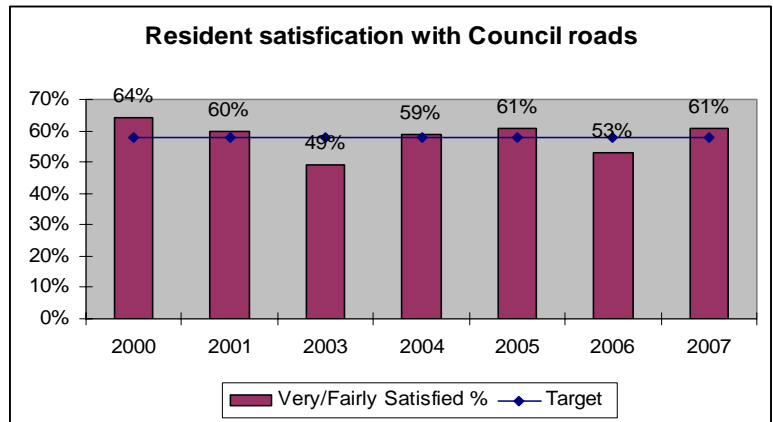
The Council spends 23.5 cents out of every dollar on roading. By measuring resident satisfaction of council roads, the council gets an idea of how well it is meeting expectations in this area.

### What did we find?

In 2007, 61% of residents surveyed were very/ fairly satisfied with council roads. This is an 8% increase from 2006.

Satisfaction with council roads in 2006 was low due to sustained wet weather for the nine months prior to the Communitrak Survey. This resulted in \$7 million of damage and numerous road closures.

### Percentage of residents very/fairly satisfied with Council roads, excluding state highways



Source: (National Research Bureau 2007)

### Key Finding

No significant trend. There is a strong connection between satisfaction and weather conditions.

### Target

58%



# Connected Communities

## 2.1 Affordable, safe and reliable transport networks

## 2.1.6 Airport passenger numbers

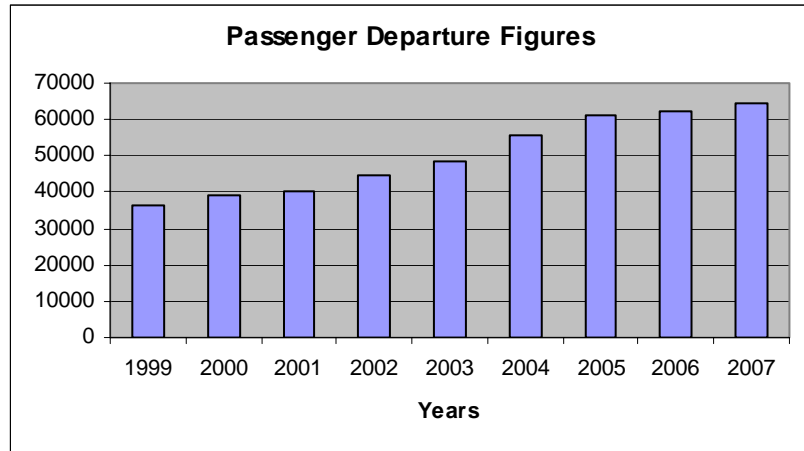
### Why is this important?

Air travel is an important gateway in and out of the Gisborne district for visitors and residents. Air travel reduces our sense of isolation as it is a fast and convenient way to travel.

### What did we find?

The Gisborne district has experienced significant growth in airport passenger numbers since 2004. Passenger numbers grew from 55,700 passengers in 2004 to 64,500 passengers in 2007. Passenger numbers grew 3% from 2006 to 2007. Whilst positive, annual growth of 3% is a marked slow down on previous years.

### Estimated Passenger Departure Figures



Source: (Gisborne Airport 2007)

### Key Finding

Improving trend.

### Target

9% annual growth (set based on the average between 2001 to 2005)



# Connected Communities

## 2.3 Access to all essential goods and services

### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP included 3 additional indicators for an affordable, safe and reliable transport network. These were:

1. Traffic congestion – traffic density on the networks (source: Transfund NZ).
2. Affordability of provision – cost of pavement and drainage maintenance work in total cost (\$000) and cost per vehicle kilometre travelled (cents/VKT) (source: Transfund NZ).
3. Percent of sealed urban/rural roads (source: Base Stats).

These measures were **omitted** from the monitoring framework in the 2006 Community Plan due to uncertainty around the continued collection of information.

# Connected Communities

## 2.2 People feel connected and part of communities, locally, nationally and globally

### 2.2.1 Mobile phone coverage

#### Why is this important?

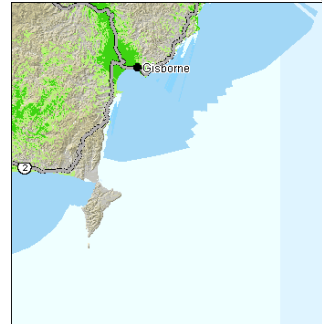
Mobile phone coverage is used here as an indicator of connectedness.

#### What did we find?

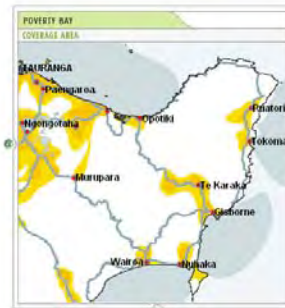
All providers offer coverage in Gisborne city and some areas further inland. Telecom 027 has limited coverage of the coast.

There has been no change in coverage since the indicator was first measured in 2004.

#### Mobile Phone Coverage



Source: (Vodafone 2007)



Source: (Telecom 027 2007)



Source: (Telecom 025 2007)

#### Key Finding

No significant change

#### Target

District-wide coverage



# Connected Communities

## 2.2 People feel connected and part of communities, locally, nationally and globally

### 2.2.2 Internet access

#### Why is this important?

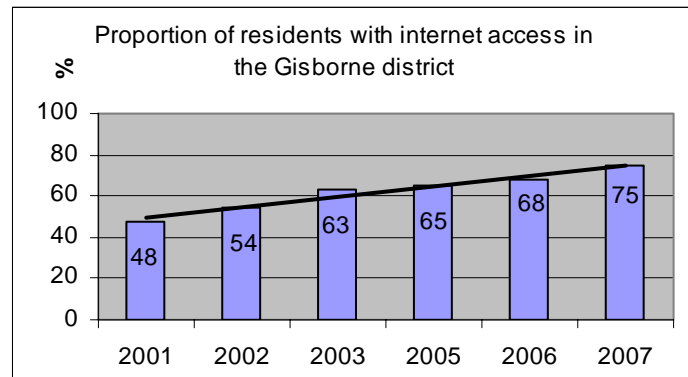
Being able to communicate and interact easily in the absence of frequent face-to-face contact, especially emails, helps maintain social connectedness. The internet makes it easier to access a significant and growing repository of information and knowledge.

Research has suggested that the spread of information technologies such as the internet is initially limited to households with high incomes and education. This is a result of the costs associated with new technologies, the knowledge of the benefits associated with each and also the skills required to use them. The new technology spreads to lower socioeconomic groups as the technology becomes less expensive and more accessible.

#### What did we find?


Internet access has increased every year since 2001. From 2006 to 2007 internet access increased by 7%.

#### Proportion of residents with access to the internet in the Gisborne district



Source: (National Research Bureau 2007)

# Connected Communities

<b>Key Finding</b> Improving trend, but still remains below the national average of 79%.	<b>Target</b> Equal to or above national average	
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# Connected Communities

## 2.3 Access to all essential goods and services

### 2.3.1 Provision of GP/nurse/groceries/post box

#### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP included an indicator for access to all essential goods and services measured by the location and number of dairies, GPs, rural nurses and community health centres listed in the 2004 Yellow Pages and post shops published by NZ Post.

This measure was **omitted** from the monitoring framework in the 2006 Community Plan due to low level of confidence in the data collected.

# Connected Communities

## 2.4 People have a link to their heritage

### 2.4.1 Library membership

#### Why is this important?

Libraries are an important and complementary support for formal education services. In addition, as more and more information becomes accessible through changes in technology, library services play an increasingly important role in helping communities to remain information literate.

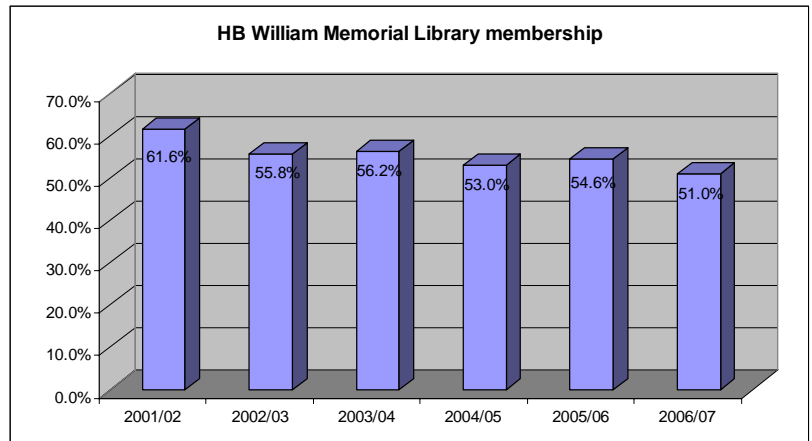
#### What did we find?

The number of registered members as a percentage of total population fell by 3.4% from 2006 to 2007. This is consistent with a gradual decline since 2002/03.

The target of 35-40% is a target set by the Library Information Association of NZ Aotearoa (LIANZA).

The large decrease in 2002/03 is due to the removal of inactive borrowers and bad debtors from the active count in late 2002.

#### Number of registered members as a percentage of total population.



Source: (Gisborne District Council, HB Williams Memorial Library 2007)

#### Key Finding

Worsening trend but remains well above the LIANZA industry target.

#### Target

35-40%



# Connected Communities

## 2.4 People have a link to their heritage

## 2.4.2 Maori speakers

### Why is this important?

The use of te reo Māori is an essential part of Māori identity. The level at which Māori is spoken within the Gisborne district provides a measure for assessing the cultural welfare of New Zealand's indigenous population.

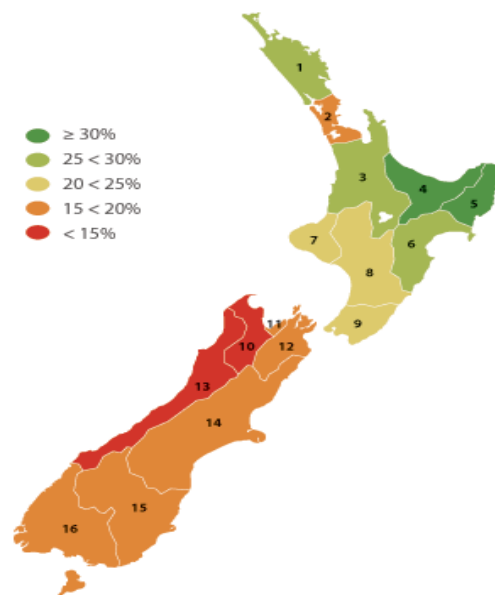
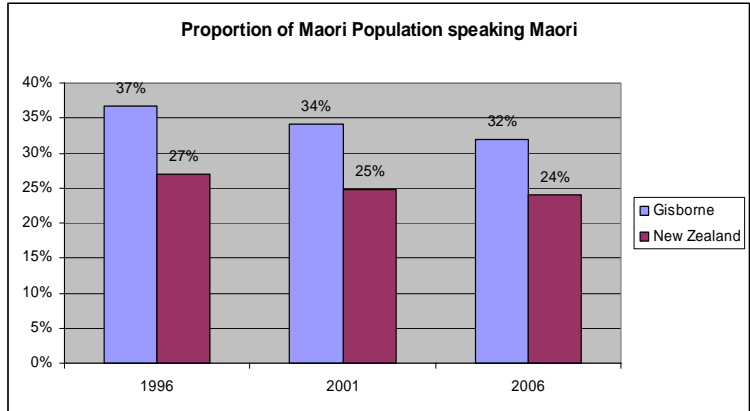
### What did we find?

Māori who live in areas with a high proportion of Māori residents are the most likely to be Māori language speakers. In 2006, the regions with the highest proportions of people with conversational Māori skills were Gisborne (32%), the Bay of Plenty (31%), Northland (28%), and Waikato and Hawke's Bay (each 26%).

### Changes to monitoring framework since the 2004 LTCCP

As a result of a submission on the 2006 Community Plan a new measure will be developed in partnership with the NZ Historic Places Trust to cover heritage values.

### Proportion of Māori population speaking Māori.



Source: (Statistics New Zealand 2007)

### Key Finding

Worsening trend. The Gisborne region has the highest number of Māori speakers in New Zealand.

### Target

Maintain or increase



# Prosperous Communities

Sub-outcome

Indicator

**3.1 A high standard of living**

**3.1.1 Median income**

## Why is this important?

Median income is used here as an indicator for standard of living. Economic standard of living concerns the physical circumstances in which people live, the goods and services they are able to consume and the resources they have access to. With an adequate standard of living, people are well placed to participate fully in society and exercise choice about how to live their lives.

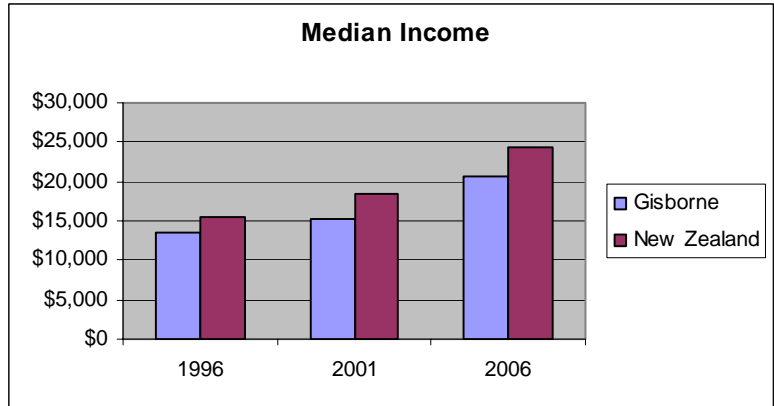
## What did we find?

Gisborne district's median income improved from \$15,500 in 2001 to \$20,600 in 2006. However, the graph shows the gap between Gisborne district's median income and the national average widened between 2001 and 2006 by \$600.

## Methodology

Median income applies to all residents over 15 years.

## Median Income



Source: (Statistics New Zealand 2006).

## Key Finding

Improving trend, but still remains below the national average of \$24,400.

## Target

Equal to or above national average

X

# Prosperous Communities

<b>3.1 A high standard of living</b>	<b>3.1.1 Income distribution</b>
--------------------------------------	----------------------------------

## Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP included an indicator of income distribution measured by the percentage of population falling into defined income groups based on personal income.

This measure was **omitted** from the monitoring framework in the 2006 Community Plan in order to simplify the framework by reducing the number of measures where possible. It was considered that the median income sufficiently measured income.

# Prosperous Communities

## 3.1 A high standard of living

## 3.1.2 Home affordability index

### Why is this important?

Home affordability is used here as an indicator of standard of living. Housing costs have a major impact on overall material living standards. For low income households especially, high housing costs relative to income can leave households with insufficient income to meet other basic needs such as food, clothing, transport, medical care and education. There is a strong tradition in New Zealand of owning your own home. This 'kiwi dream' is becoming harder and harder to achieve for many families.

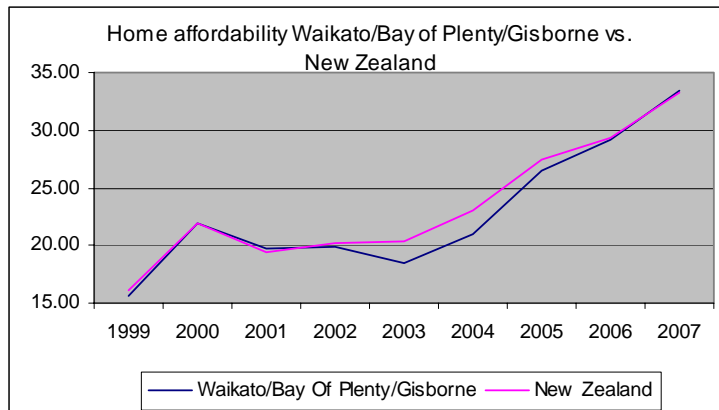
### What did we find?

Waikato/Bay of Plenty/Gisborne has followed a similar trend to the national trend. In 2004, home affordability rapidly worsened corresponding with a large jump in house price. In 2007, Gisborne homes were slightly less affordable than the national average.

### Methodology

The three drivers of home affordability are mortgage interest rates, average wage rates and the median house price.

### Home Affordability Index



Source: (Massey University 2007)

### Key Finding

Worsening trend but at similar rate to national average.

### Target

More affordable homes (decreasing trend as measured by the index)



# Prosperous Communities

## 3.1 A high standard of living

### 3.1.2 Home affordability

#### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP included an indicator of home affordability measured by the median house price. This measure was **omitted** from the monitoring framework in the 2006 Community Plan in order to simplify the framework by reducing the number of measures where possible. Moreover the median house price is a component of the home affordability index produced by Massey University.

# Prosperous Communities

## 3.1 A high standard of living

## 3.2.1 Unemployment

### Why is this important?

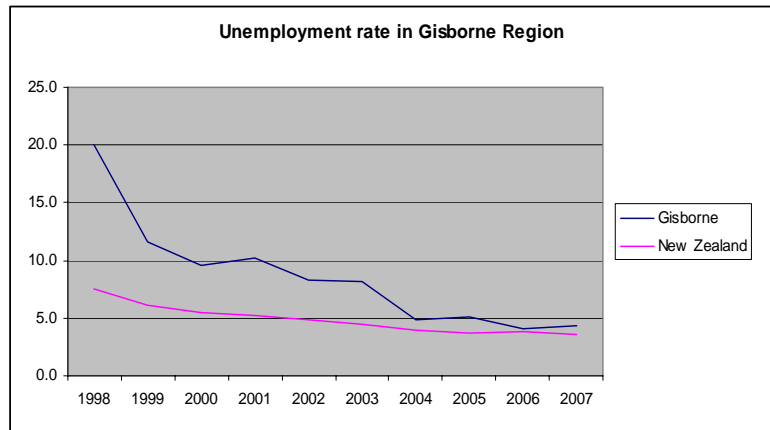
For most people income from paid work is the main determining factor for standard of living. On average two thirds of total household income is derived directly from labour market income and the figure is substantially greater for most households.

Employment provides people with incomes to meet their basic needs and to provide for their families. Paid work gives people a sense of purpose, and self worth. High levels of unemployment are linked to crime, poor health and education outcomes.

### What did we find?

The Gisborne unemployment rate has fallen dramatically over the last decade from 20% in December 1998 down to 4.4% in December 2007. The unemployment rate for New Zealand also decreased but only by 3.9% during the same period.

### Unemployment Rate



Source: (Statistics New Zealand 2007)

### Key Finding

Improving trend.

### Target

Within 1% of national unemployment rate



# Prosperous Communities

## 3.1 A high standard of living

## 3.2.1 Employment by industry

### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP monitoring framework included employment as a proportion of the total labour force and employment by industry.

These measures were **omitted** from 2006 Community Plan in order to simplify the framework. It was also considered unlikely that employment by industry would change significantly overtime based on past data.

# Prosperous Communities

**3.2 A thriving economy that provides varied employment opportunities.**

## 3.2.2 Economic growth

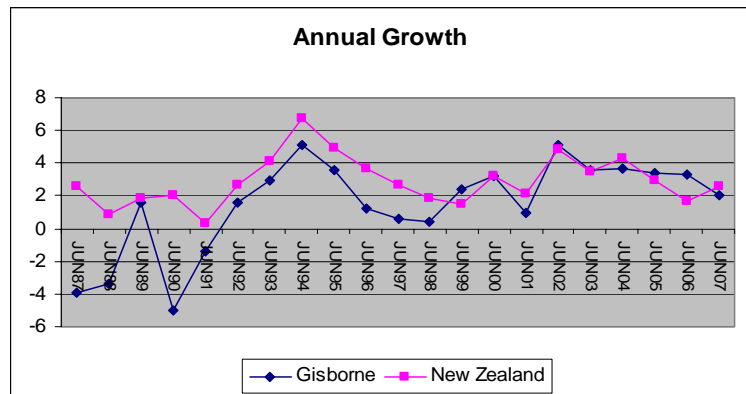
### Why is this important?

Economic growth is measured here by annual regional GDP (Gross Domestic Product) which is the value of goods and services produced in the Gisborne region over the last 12 months. This measure allows for regional comparison but is coming under increasing criticism as a measure of well-being for its solely economic focus.

### What did we find?

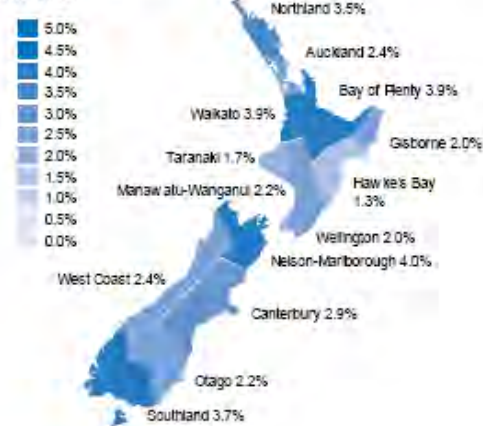
The Gisborne region has experienced positive annual economic growth since 1992. Annual economic growth peaked in 2002 at 5.1%. A more moderate growth rate of 2.0% was experienced in the year ended June 2007. This ranked us the third equal lowest for economic growth in New Zealand for that year.

### Regional Economic Growth Rate



### Regional Economic Activity

Year-on-Year growth, June 2007



Source: (National Bank 2007)

### Key Finding

No significant trend.

### Target

Equal to or above national average.



# Prosperous Communities

**3.2 A thriving economy that provides varied employment opportunities.**

**3.2.3 Business and public confidence**

## Why is this important?

Business and public confidence is used here as an indicator for the state of the economy. It is a useful tool to track how the economy is moving over time and allows comparison between national and local business confidence.

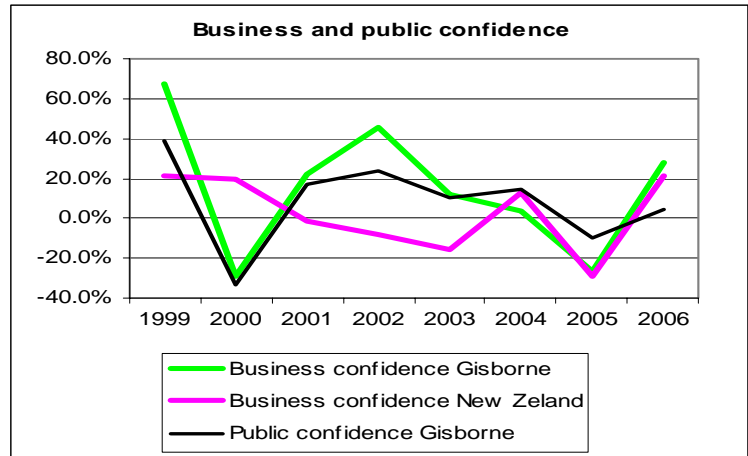
## What did we find?

Business confidence in the Gisborne region improved from 2005 to 2006. In December 2006 respondents were more optimistic about prospects for the Gisborne economy than the New Zealand economy. 28% of respondents expected local economic conditions to improve compared with 21% of respondents who expected national economic conditions to improve. Public confidence also improved from 2005 to 2006 from -10% to 4%.

## Methodology

In 2007, the Economic Development Unit of the Gisborne District Council decided to discontinue the quarterly confidence survey undertaken by APR.

## Gisborne Business and Public Confidence



Source: (APR Consultants 2006)

## Key Finding

No significant trend.

## Target

Positive confidence



# Prosperous Communities

**3.3 Future prosperity through investment in education and training.**

**3.3.1 Literacy**

## **Changes to monitoring framework since the 2004 LTCCP**

No regional source data was found for inclusion in the 2004 or 2006 LTCCPs. It is still the intention to report literacy rates if a data source can be found.

**3.3 Future prosperity through investment in education and training.**

**3.3.2 Pupil/teacher ratio**

## **Changes to monitoring framework since the 2004 LTCCP**

This was **omitted** from the monitoring framework in the 2006 Community Plan because the Ministry of Education is no longer providing pupil/teacher ratios on a national level due to issues of comparability.

# Prosperous Communities

**Pride of self and community. Communities are proud of their environment and willing and able to care for it for future generations.**

## 3.4.1 Pride in natural and built environment

### Why is this important?

Pride in natural and built environment is important because it shows how people feel about where they live. If people are proud of where they live they are more likely to stay in the region. They are also less likely to litter, graffiti or pollute the environment.

### What did we find?

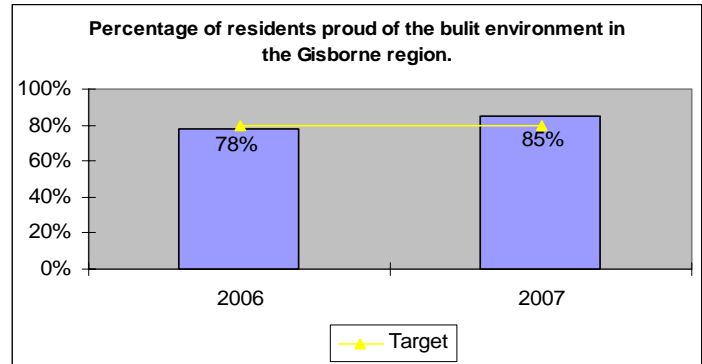
Pride in the built environment in the Gisborne region increased by 7% from 2006 to 2007 to 85%. Pride in the natural environment in the Gisborne region increased 1% from 2006 to 2007 to 96%. Residents more likely to be proud are:

- NZ European residents,
- Longer term residents, those residing in the District more than ten years.

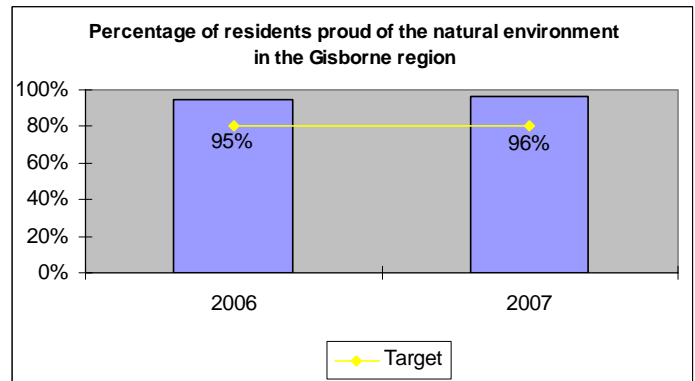
### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP included an indicator of the occurrence of graffiti measured by the annual costs of graffiti erased. This was **omitted** from the monitoring framework in the 2006 Community Plan due to a question mark over relevance.

### Percentage of residents proud of the built environment in the Gisborne region.



### Percentage of residents proud of the natural environment in the Gisborne region.



Source: (National Research Bureau 2007).

### Key Finding

Improving trend.

### Target

80%



# Safe and Healthy Haven

Sub-outcome

Indicator

**4.1 People feel safe to walk at night in the city centre**

**4.1.1 Resident sense of safety**

## Why is this important?

People's sense of safety and security is an essential quality of life indicator. Feelings of safety are often different to information that we have about actual incidences of crime.

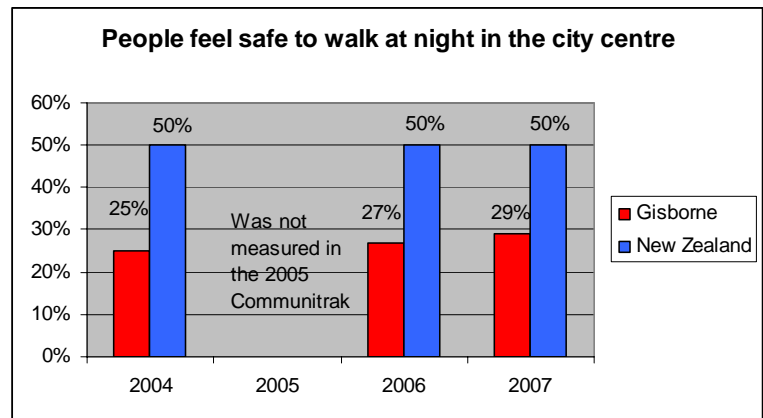
## What did we find?

Only 29% of people in the Gisborne district feel very safe/safe to walk at night in the city centre. This improved by 2% from 2006 to 2007 but is still well below the national average of 50%.

Residents more likely to feel unsafe/very unsafe are:

- Urban ward group residents,
- Women,
- Residents aged 60 years or over,
- NZ European residents,
- Residents who live alone,
- Residents who have been in the district more than 10 years.

**Percentage of residents who feel very safe/safe walking at night in the city centre.**



Source: (National Research Bureau 2007)

## Key Finding

Improving trend but well below the national average.

## Target

Equal to or above the average Quality of Life Survey result.

X



# Safe and Healthy Haven

## 4.2 Security of person and property

### 4.2.1 Crime rates

#### Why is this important?

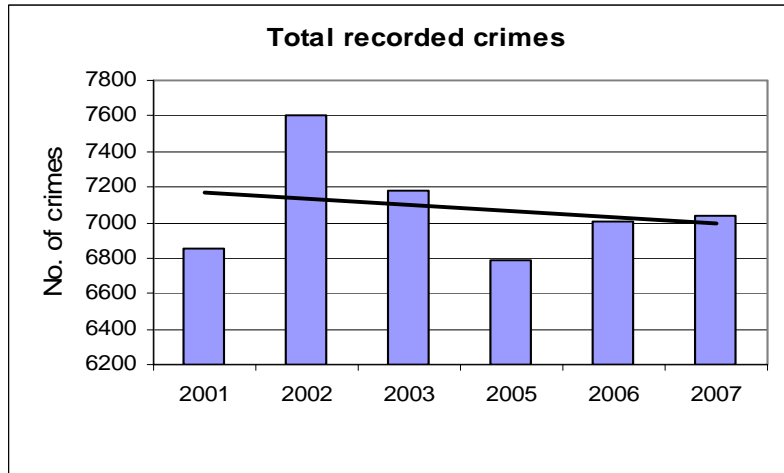
Crime rates measure the crime recorded by police. A high crime rate suggests an unsafe community and may make the public feel unsafe.

#### What did we find?

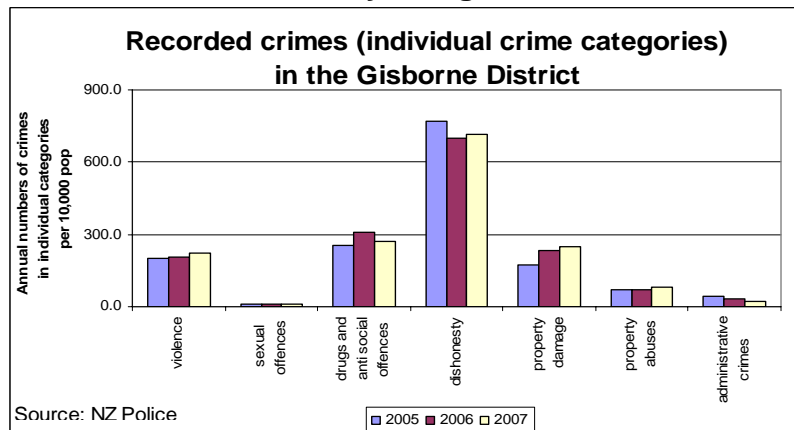
Total recorded crimes show a decreasing trend from 2001 to 2007. However, there is an increase in total number of crimes from 2005 to 2007.

Violence and property damage have trended upwards in the three years from 2005 to 2007. Sexual offences and administrative crimes have trended downwards over the three years. Dishonesty remains the most common crime category.

#### Total recorded crimes



#### Total recorded crimes by categories



Source: (New Zealand Police 2007)

#### Key Finding

Improving trend in total recorded crimes.

#### Target

Improving trend



# Safe and Healthy Haven

## 4.2 Security of person and property

### 4.2.2 Fire rates

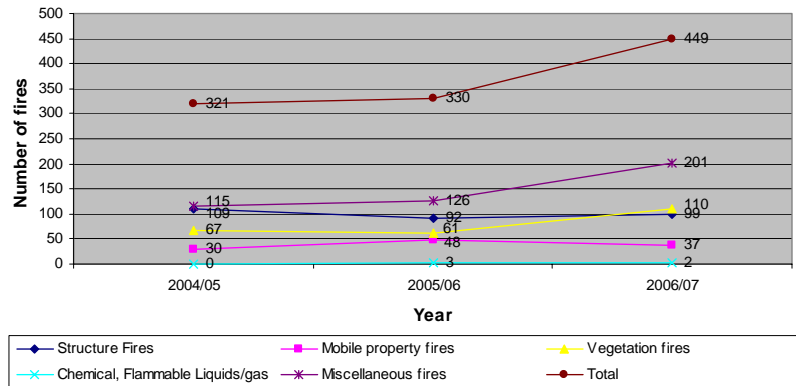
#### Why is this important?

Fires take a toll on people's physical, financial and emotional well-being. The financial cost of fires is particularly acute if people are not insured.

#### What did we find?

In 2006/07 the total number of fires in the Gisborne District increased by 36.1% over the previous year. All categories of fire increased except for mobile property fire and chemical, flammable liquids/gas. The biggest increases were in miscellaneous and vegetation fire. The increase in vegetation fires corresponds with a particularly dry summer in 2006/07.

#### Number of fires by type in the Gisborne district



Source: (New Zealand Fire Service 2007)

#### Key Finding

Worsening trend in total number of fires.

#### Target

Improving trend



# Safe and Healthy Haven

## 4.2 Security of person and property

### 4.2.2 Response time for vegetation fires

#### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP monitoring framework also measured fire response time for vegetation fires split by urban and rural fires in the Gisborne district and New Zealand.

This was **omitted** from the 2006 Community Plan to simplify the framework by omitting measures of the least relevance.

# Safe and Healthy Haven

## 4.3 Our roads and footpaths are safe to walk, cycle and drive on.

### 4.3.1 Traffic accidents

#### Why is this important?

Road safety is a combination of many factors including alcohol use, police enforcement and road design. Motor vehicle crashes are a major cause of premature death, especially among young adults. Deaths, injuries and disability resulting from motor vehicle crashes inflict considerable pain and suffering on individuals, families and communities, as well as on other road users, emergency service providers, health workers and others.

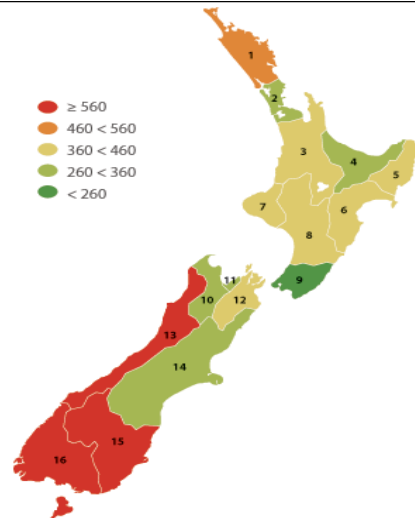
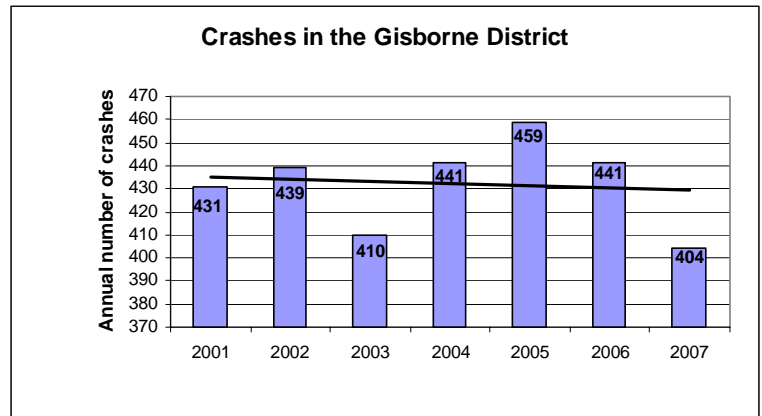
#### What did we find?

The annual number of traffic accidents on Gisborne district roads decreased from 441 in 2006 to 404 in 2007. Since 2001 the number of crashes has demonstrated an improving trend. This improvement was driven by a reduction in minor injury and non-injury crashes rather than a reduction in serious or fatal injury crashes.

#### Methodology

Registered accidents include fatal accidents, as well as accidents that result in minor and major injuries and non-injury crashes. The map of New Zealand shows the number of people injured or killed in motor vehicle crashes per 100,000 of the total population by region.

#### Total number of registered accidents per year in the Gisborne district.



Source: (Land Transport NZ 2007, Statistics New Zealand 2007)

#### Key Finding

Improving trend

#### Target

Improving trend



# Safe and Healthy Haven

## 4.3 Our roads and footpaths are safe to walk, cycle and drive on.

### Why is this important?

Footpaths connect people to places, other people and goods and services. Footpaths are particularly important for those without vehicle access, including the disabled community. Well designed footpaths can enhance the amenity value of a place. Footpaths encourage active lifestyles and build social cohesiveness. They improve ease of access to shops, promote trade through foot-traffic and generally make business easier to do. There is a strong safety element to footpaths. Footpaths keep people off busy streets. A smooth well maintained footpath decreases likelihood of injury and increases use. Resident satisfaction is used here to measure whether the footpaths are meeting customer needs.

### What did we find?

In 2007, resident satisfaction was 65%. This is the same as the peer group average for provincial centres and below the national average of 73%

**Graph 1** shows that since 2004 resident satisfaction with footpaths has fallen below the target 69%. The trend line in **Graph 2** shows the percentage of residents who are not very satisfied has steadily increased since 2000. The main reasons given in 2007 for being not very satisfied with Council roads are:

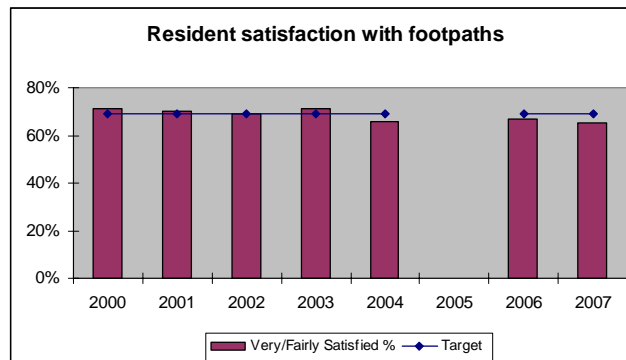
- Uneven/bumpy/potholes/rough/cracked footpaths.
- Poor condition/need maintenance.
- No footpaths/one side only.

### Key Finding

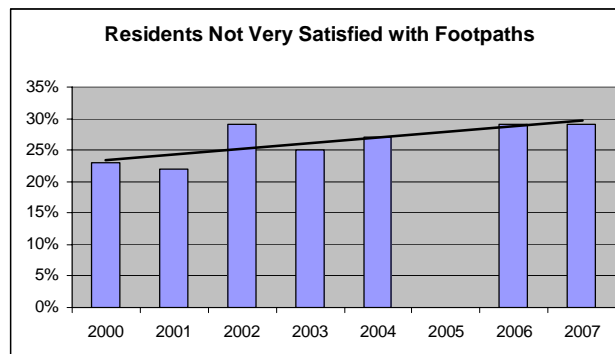
Worsening trend and below national average.

## 4.3.2 Resident satisfaction with footpaths

**Graph 1: Percentage of residents very/fairly satisfied with footpaths within the Gisborne district**



**Graph 2: Percentage of residents not very satisfied with footpaths within the Gisborne district**



Source: (National Research Bureau ,2007)

*“Pavers in the CBD are now almost 10 years old and require more than regular cleaning. We would like to see Council adopt a regular maintenance/spot replacement programme for the pavers as uneven, cracked and sinking pavers with pooling water is becoming an increasing problem particularly around the drip lines of the verandas.”*  
**Heart of Gisborne, submission 2007/08 Annual Plan**

### Target

69%



# Safe and Healthy Haven

## 4.4 Freedom from health risks and harm

### 4.4.1 Air quality

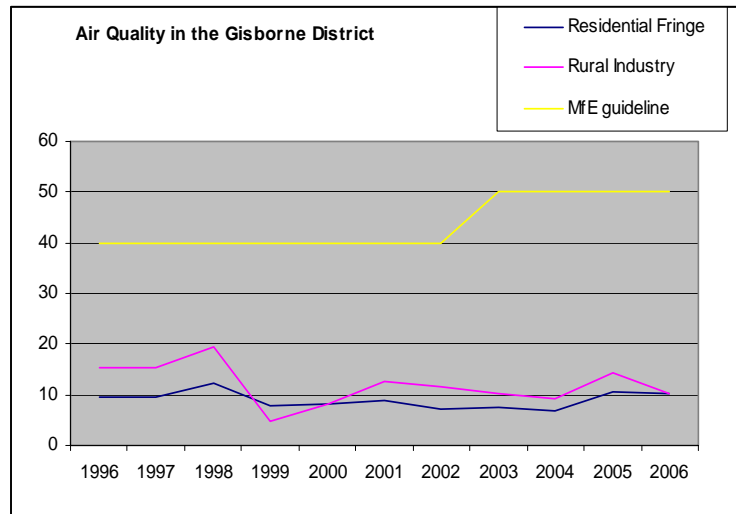
#### Why is this important?

Good air quality is important for our environment. Substances we put in the air can affect the health of plants, animals and people, and can affect climate change.

#### What did we find?

In 2006, air pollution decreased by 4.2 micrograms per cubic metre from 2005. Pollutants in Gisborne air include vehicle fumes, smoke, industrial emissions, emissions from farm animals and spray drift. Pollutants measured between 1996 and 2006; fell well within national environment standards.

#### Amount of particles in the air less than 10 microns in diameter (PM<sub>10</sub>)



Source: (Gisborne District Council 2006)

#### Key Finding

Improving trend and within MfE guideline.

#### Target

Below MfE guideline: 50 micrograms PM<sub>10</sub> per cubic metre



# Safe and Healthy Haven

## 4.4 Freedom from health risks and harm

### 4.4.2 Drinking water quality

#### Why is this important?

Maintaining good drinking water quality is critical for human health and quality of life outcomes. The health risk to consumers from water-borne disease in drinking water supplies comes from two main types of microorganisms: bacteria (such as faecal coliforms and E. coli) and parasites (such as Giardia and Cryptosporidium).

#### What did we find?

Since 2006, the Gisborne district drinking water community supplies have been listed as having a public health grading of “U”, or un-graded. Several other regions also have U gradings.

#### Methodology

As of January 2006 the new grading system replaced all previous grading values. There is a push for grading to happen annually (driven by the Ministry of Health) but this has not yet occurred.

#### Health Department Water Supply Grading

2004

Water supply	Health Department	Council Service
	Grading	Target
Gisborne City	Aa	Aa
Te Karaka	Ee	Cc
Whatatutu	Ec	Cc

2006

Water supply	Health Department
	Grading
Gisborne City	U
Te Karaka	U
Whatatutu	U

Source: Ministry of Health.

#### Key Finding

Not measured since 2004.

#### Target

Gisborne City Aa  
Te Karaka Cc  
Whatatutu Cc

?



# Safe and Healthy Haven

## 4.4 Freedom from health risks and harm

### 4.4.3 Groundwater quality

#### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP monitoring framework included an indicator of groundwater quality measuring 11 bore sites against 6 variables (bacteria CFU, salinity, pH, Iron, manganese, and hardness)

This was considered too complex for this level of monitoring and reporting and was **omitted** from the 2006 Community Plan monitoring framework. Groundwater quality is reported in the State of the Environment Report.

# Safe and Healthy Haven

## 4.4 Freedom from health risks and harm

### 4.4.4 Surface water and river quality.

#### Why is this important?

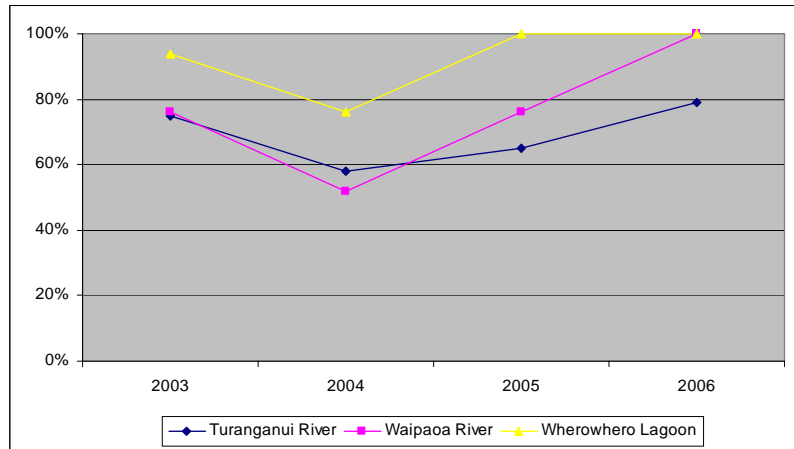
Surface water quality is frequently monitored to assess its suitability for specific purposes, such as swimming, or as a habitat for fish and other aquatic animals. Monitoring of the water quality and aquatic biology of the rivers around Gisborne is an important part of the treated water discharge consents.

#### What did we find?

In 2006, all test sites except the Turanganui River achieved 100% compliance with the MoH single sample limit of 280 enterococci per 100ml sample.

All three test sites improved from 2004 to 2006. Variances in results are largely due to rainfall events and land use practices such as riparian management. Levels of bacteria peak within around two days of a significant rainfall event, especially if rain follows an extended dry spell.

#### Percentage of testing sites compliance with MoH single sample limit.



Source: (Gisborne District Council 2006)

#### Key Finding

Increasing trend.

#### Target

100% of samples comply with MoH single sample limit of 280 enterococci per 100ml sample.

X

# Safe and Healthy Haven

## 4.4 Freedom from health risks and harm

## 4.4.5 Swimming beaches water quality

### Why is this important?

The water quality of our swimming beaches is frequently monitored to assess its suitability for specific purposes, such as swimming, or as a habitat for fish and other aquatic animals. Gisborne's beaches are significant assets and critical to the identity of our city and district. Tanagta whenua indicate a particular concern and responsibility in respect to the management of marine environments.

### What did we find?

Although the amount of enterococci found per 100ml varied between the beaches tested and seasons, all measurements remained below the Ministry of Health's single sample limit of 280 per 100ml. There was no data for Wainui Beach during winter and autumn 2007.

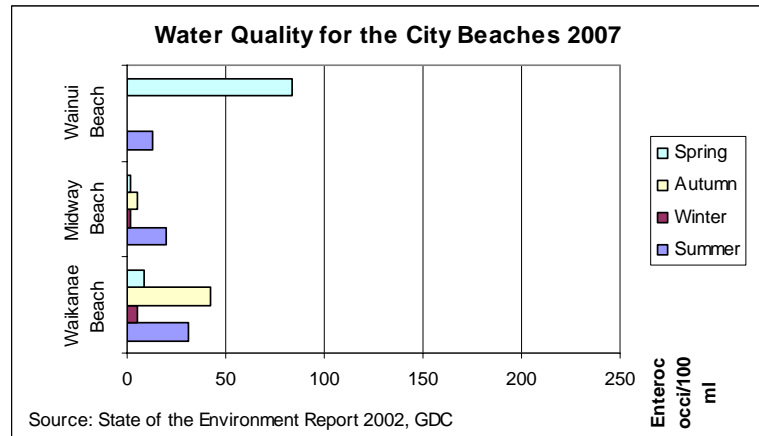
### Methodology

In 2007 not all samples were taken in all months, so seasons have been used to represent the time of year.

### Key Finding

All measurements remained below the Ministry of Health's sample limit of 280 per 100ml.

### Levels of enterococci per 100ml sample



Source: (Gisborne District Council 2006).

### Target

**100%** of samples comply with MoH single sample limit of 280 enterococci per 100ml sample



# Safe and Healthy Haven

## 4.4 Freedom from health risks and harm

### 4.4.6 Soil quality

#### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP monitoring framework included an indicator of soil quality measured by soil disturbance by landform and vegetation class.

This was **omitted** from the 2006 Community Plan monitoring framework as it was not time bound and was not measured in the State of the Environment Report 2005-2006.

# Safe and Healthy Haven

## 4.5 People are well and active

### 4.5.1 Life expectancy

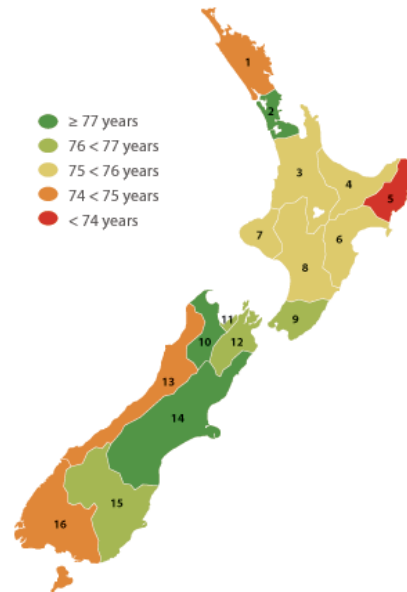
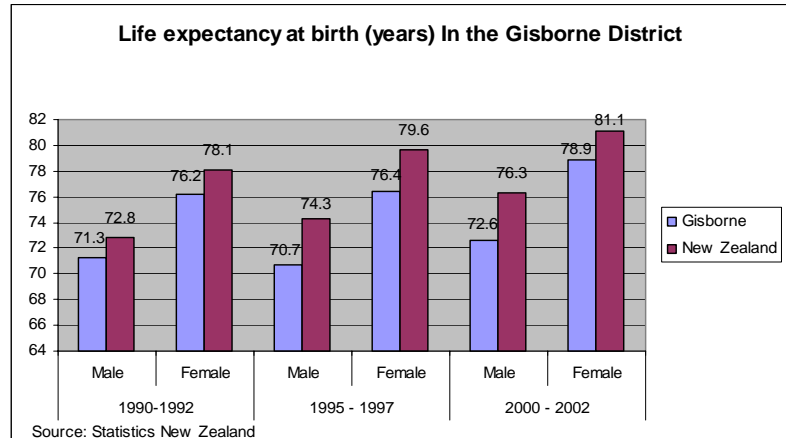
#### Why is this important?

Life expectancy is the average number of years a person is expected to live from birth. Factors affecting an individual's life expectancy include access to health care, exposure to air pollution, exercise, diet and smoking.

#### What did we find?

The Gisborne region has the lowest life expectancy in New Zealand. Since 1990 life expectancy in the Gisborne region has improved by 1.3 years for males and 2.7 years for females. However, the gap between Gisborne and New Zealand life expectancy worsened by 2.2 years for males and 0.3 years for females. Gisborne's low life expectancy is consistent with a study undertaken by the Ministry of Health that found there is a strong association between low life expectancy and high levels of deprivation in the area that people live. There has been no recent life expectancy data published by Statistics New Zealand.

#### Life expectancy at birth by region



Source: (Statistics New Zealand 2002)

#### Key Finding

Improving trend but at a slower rate than the national average. The Gisborne region has the lowest life expectancy in New Zealand.

#### Target

Equal to or above national average



# Safe and Healthy Haven

## 4.5 People are well and active

### 4.5.2 Mortality rate

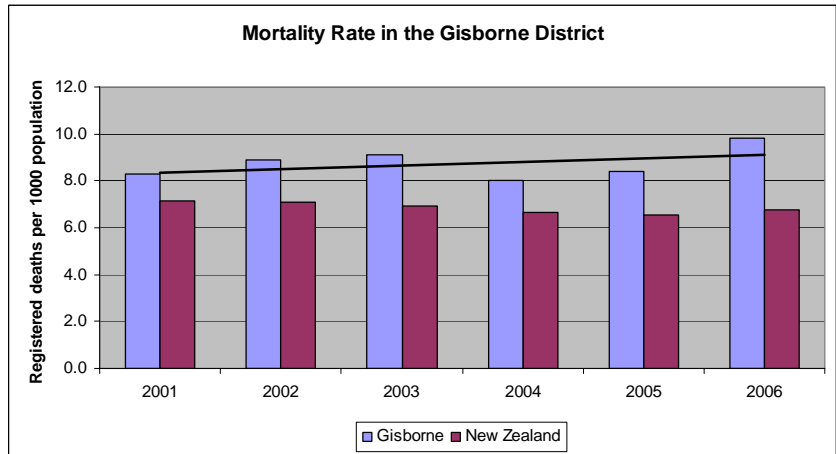
#### Why is this important?

Mortality rate is a measure of the number of deaths per 1000 people per year. Factors affecting the mortality rate include age of population, nutrition levels, standard of housing, access to clean water, hygiene levels, disease, access to health and social factors such as war and violent crime.

#### What did we find?

Whilst the New Zealand mortality rate has trended downwards since 2001, the mortality rate in the Gisborne region has trended upward. In 2006, the mortality rate in Gisborne was 9.8 compared with the national average of 6.8.

#### The number of registered deaths per 1000 estimated population



Source: (Statistics New Zealand 2006)

#### Key Finding

Gisborne's mortality rate is higher than the national average and worsening.

#### Target

Equal to or below national average



# Safe and Healthy Haven

## 4.5 People are well and active

### 4.5.3 Active/inactive people

#### Likely change to monitoring framework in the 2009 Community Plan

The 2004 LTCCP included an indicator for active/inactive people measured by the percentage of young people (5-17 years) and adults who are inactive (participating in 2.5 hours or less in sports or active leisure activity) or active (participating in more than 2.5 hours) during the seven days before the survey. SPARC has not repeated this survey since 2001 therefore it is likely that this measure will be **omitted** from the monitoring framework in the 2009 Community Plan.

# Safe and Healthy Haven

## 4.6 Guardianship of our environment for future generations

### 4.6.1 Waste disposed to landfill

#### Why is this important?

Gisborne is a “zero waste” council. This means we are putting systems in place that are designed to minimise waste to landfill and encourage the reuse and recycling of resources that used to be thrown away as rubbish.

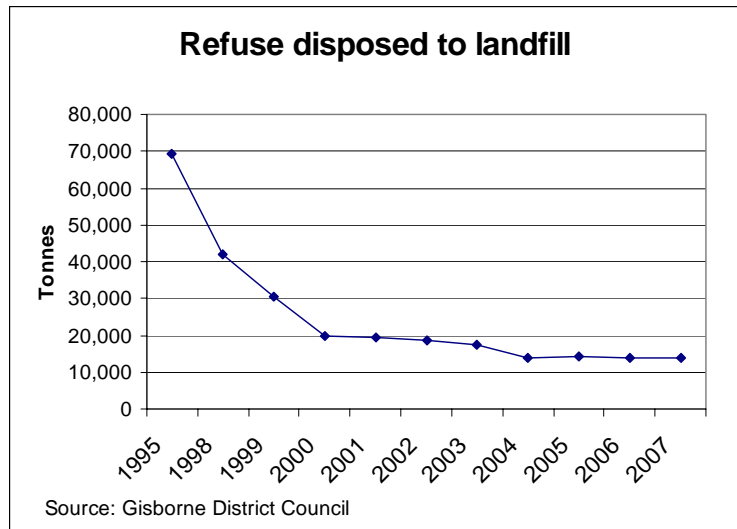
Landfill is the only feasible way to dispose of some types of rubbish. However, the more rubbish that can be reused and recycled the less waste needs to be disposed to landfill.

#### What did we find?

The amount of waste disposed to landfill has decreased from 69,500 tonnes in 1995 to 14,000 tonnes in 2007, a decrease of 79%.

The total waste stream for 2007 was 137,000 tonnes of which only 14,000 tonnes or 11% ended up in landfill.

#### Waste disposed to landfill



Source: (Gisborne District Council 2006)

#### Key Finding

Improving trend. In 2007, 11% of total waste was disposed to landfill.

#### Target

- 15% or less of the total waste stream going to landfill by 31 December 2009.
- Zero waste by 2015



# Safe and Healthy Haven

## 4.6 Guardianship of our environment for future generations

### 4.6.2 Household waste collected

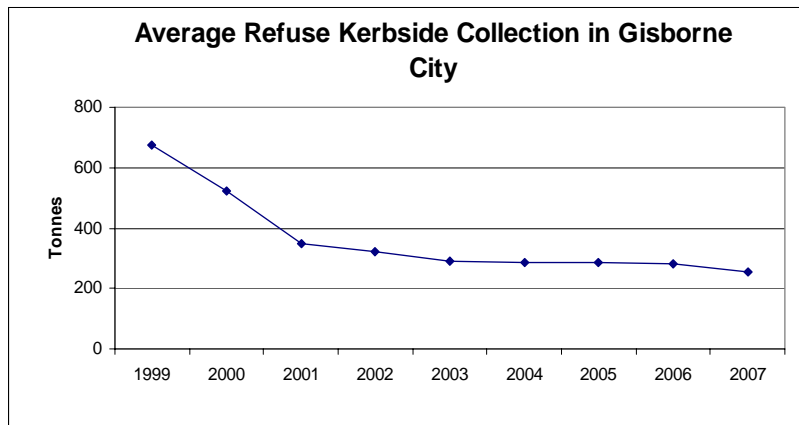
#### Why is this important?

Measuring household waste collected is important because it shows if efforts to reduce waste are working. Council has implemented a number of initiatives to reduce household waste including allocating stickers for one bag per household per week with rates, subsidised bokashi buckets, and encouraging recycling.

#### What did we find?

The amount of waste collected in the refuse kerbside collection decreased significantly from 1999 to 2001 and continued to fall slowly there after. The amount of kerbside refuse collected in 2007 was 63% less than in 1999, the year before kerbside recycling began.

#### Amount of waste in tonnes collected from kerbside domestic collection in Gisborne city.



Source: (Gisborne District Council 2007).

#### Key Finding

Improving trend

#### Target

Improving trend



# Safe and Healthy Haven

## 4.6 Guardianship of our environment for future generations

### 4.6.3 Household recycling collected

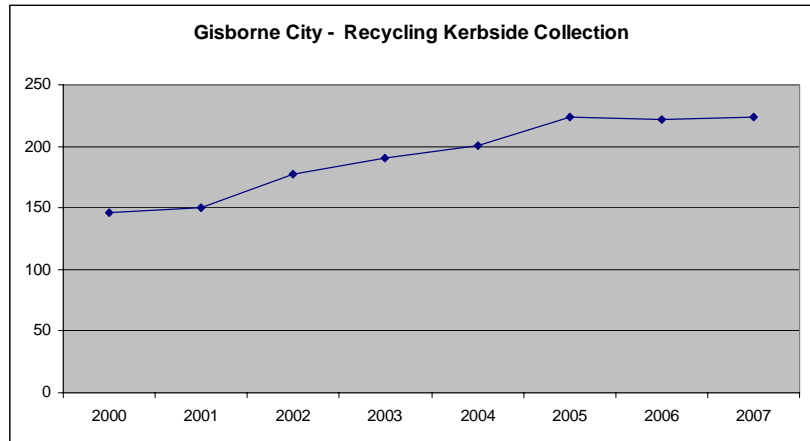
#### Why is this important?

Recycling is important because it reduces the amount of resources that are disposed to landfill or into the environment. As operating landfills become more expensive and the long term effects of human activity on the environment become clearer, recycling becomes more popular.

#### What did we find?

Kerbside collection of recyclables has been in operation since 2000. Following increases over the five years from 2000 to 2005, the amount of recycling collected from the kerbside collection fell slightly in 2006 but increased again in 2007.

#### Amount of recycling materials in tonnes collected from kerbside domestic collection in Gisborne city



Source: (Gisborne District Council 2007).

**Key Finding**  
Increasing trend

**Target**  
Increasing trend



# Safe and Healthy Haven

## 4.6 Guardianship of our environment for future generations

### 4.6.4 Resident satisfaction with rubbish bag collection

#### Why is this important?

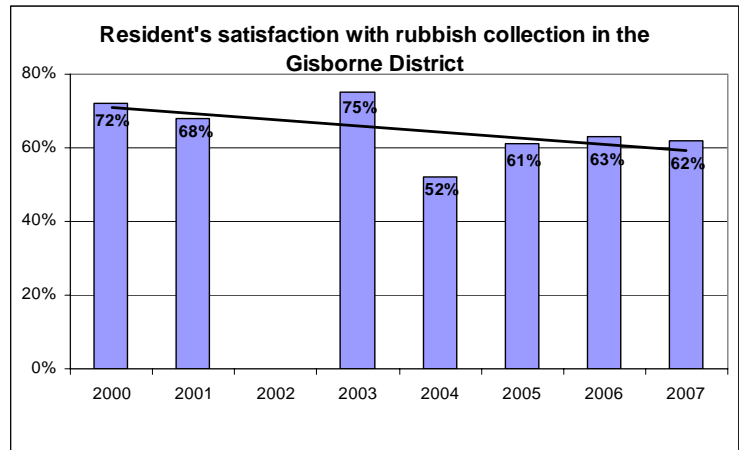
Resident's satisfaction is used here to measure how well the service is meeting customer expectations.

#### What did we find?

Resident satisfaction with rubbish collection fell significantly in 2004 this can be contributed to a change in contractor. Satisfaction rebounded in 2005 and has remained at a similar level since.

Resident satisfaction with the rubbish bag collection in Gisborne is lower than both its peer group average (74%) and the national average (81%).

#### Percentage of residents fairly/very satisfied with rubbish bag collection



Source: (National Research Bureau 2007)

#### Key Finding

Worsening trend and below national average.

#### Target

60%



# Safe and Healthy Haven

**4.6 Guardianship of our environment for future generations**

**4.6.5 Land use capability**

## **Changes to monitoring framework since the 2004 LTCCP**

The 2004 LTCCP monitoring framework included an indicator for land use capability measured by the percentage of the district's area falling into different land use capability classes.

This was **omitted** from the 2006 Community Plan monitoring framework because any change to the percentage split is likely to be incremental over a very long timeframe.

# Positive Leadership

## 5.1 Businesses are leaders in their field

### 5.1.1 Resident satisfaction with Council's efforts to attract businesses to the area.

#### Why is this important?

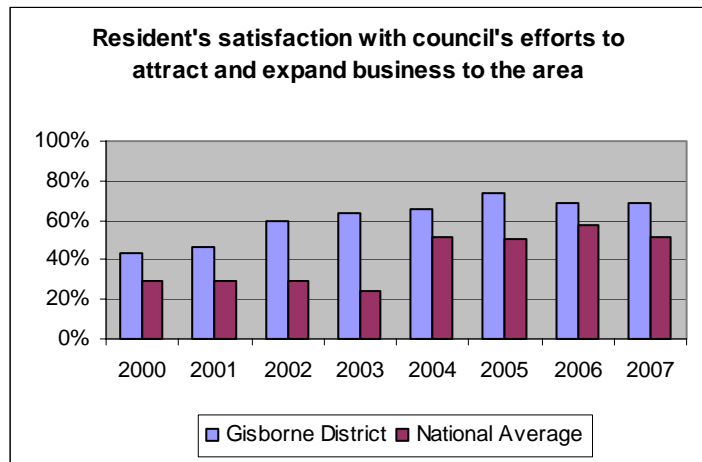
Council has an obligation under the local Government Act 2002 to promote economic well-being. Residents' satisfaction with Council's efforts to attract business is used here to measure council performance in this area.

#### What did we find?

Satisfaction with Council's efforts to attract new businesses to the area increased significantly in the period between 2000 and 2005. This fell slightly in 2006 and plateaus in 2007.

Resident satisfaction in the Gisborne district is consistently higher than in its peer group and the national average.

#### Percentage of residents fairly/very satisfied with Council's efforts to attract businesses to the area



Source: (National Research Bureau 2007)

#### Key Finding

Improving trend and consistently higher than the national average.

#### Target

70%



# Positive Leadership

## 5.1 Businesses are leaders in their field

## 5.1.2 Business growth

### Why is this important?

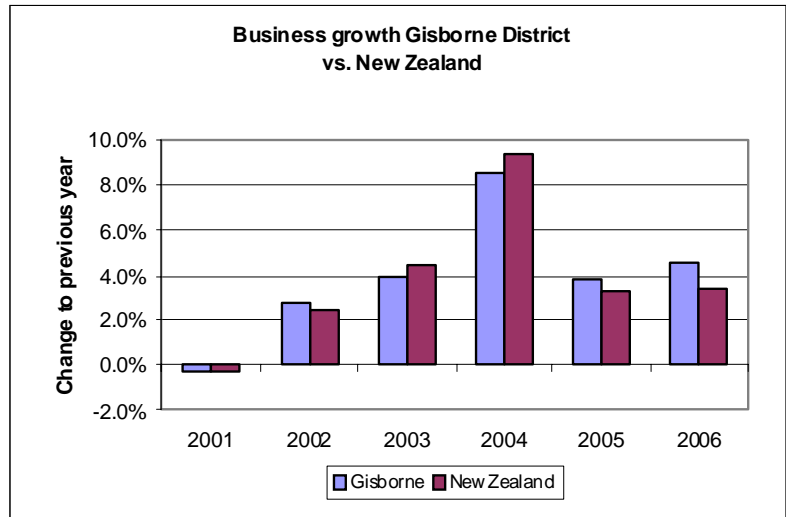
Strong business growth and industry create employment opportunities, wages and profits for the district.

### What did we find?

Both the Gisborne district and New Zealand have experienced positive business growth since 2002. Business growth peaked in 2004.

For the last two consecutive years (2005 and 2006) Gisborne has experienced higher business growth than the national average.

Annual change in the number of economically significant businesses.



Source: (Statistics New Zealand 2007)

### Key Finding

Improving trend and higher than the national average in 2005 and 2006

### Target

Equal to or better than national percentage growth



# Positive Leadership

**5.1 Businesses are leaders in their field**

**5.1.3 Research and development expenditure**

## **Changes to monitoring framework since the 2004 LTCCP**

This was a new measure included in the monitoring framework in the 2006 Community Plan subject to locating a regional data source. R&D spend will be reported from 2009 onwards if a data source can be found.

# Positive Leadership

## 5.2 Top quality health, education and social services

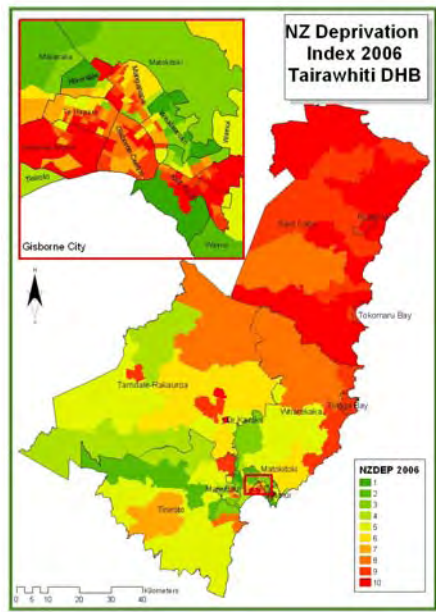
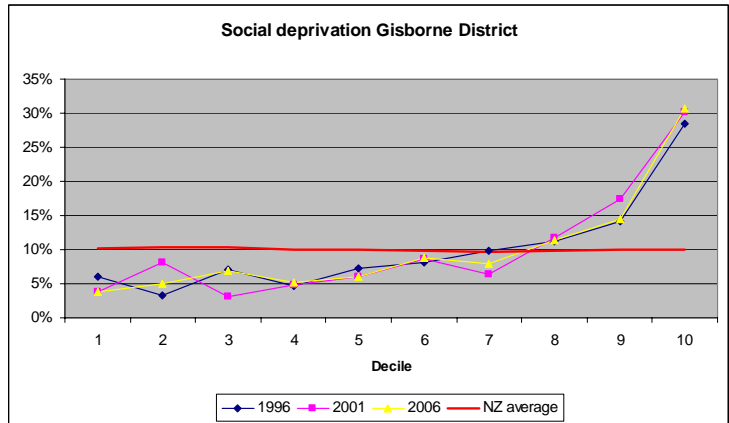
### 5.2.1 Social deprivation

**Why is this important?**  
 Social deprivation impacts on residents' ability to provide for basic household needs and participate in community life. Socio-economic disadvantage is closely linked to poor health, education and employment outcomes and plays a role in community problems such as crime.

**What did we find?**  
 Gisborne district's deprivation profile clearly shows the clustering of the population in deciles 9 and 10. In 2006, 30.7% of the district's residents lived in areas assessed as decile 10 and a further 14.4% lived in decile 9. This means that at the time of the 2006 census, almost half (45.1%) of the district's population lived in places judged to be among the 20% most socio-economically deprived parts of the country. The national average is around 10% for each decile.

The map shows differences in deprivation levels across the Gisborne region. The inset map shows deprivation levels of suburbs within the Gisborne city.

**Percentage of population living in deciles 1 to 10 of the New Zealand Deprivation Index.**



Source: (University of Otago 2006, Statistics NZ 2006)

**Key Finding**  
 No significant trend, well below the national average.

**Target**  
 Equal to or better than national average. Improving trend.



# Positive Leadership

## 5.2 Top quality health, education and social services

### 5.2.2 Crimes resolved

#### Why is this important?

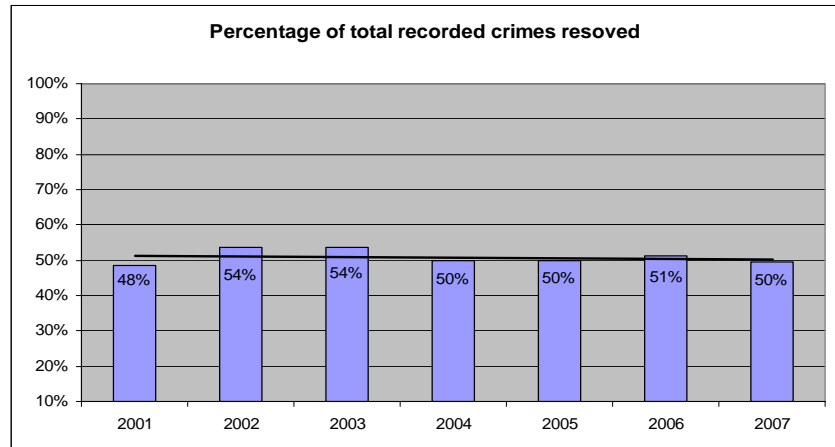
Crime resolution is used here as an indicator of the quality of police work and if the police have enough resources to resolve the crimes.

#### What did we find?

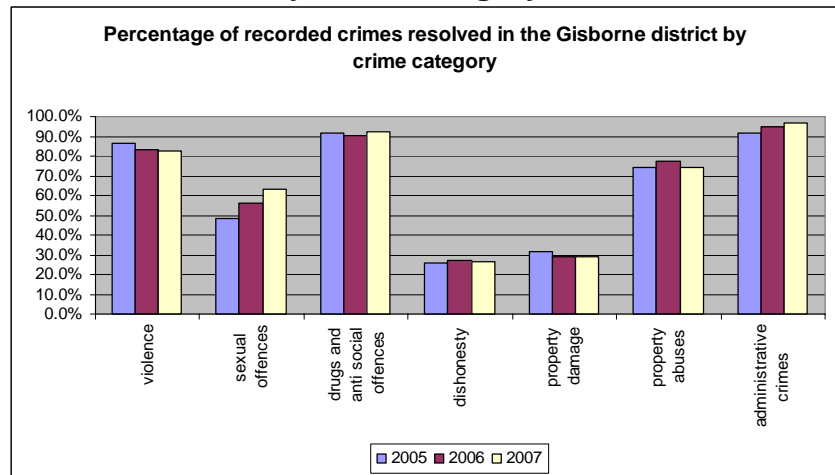
Over the six years since 2001 the total resolution rate has shown no significant change. The biggest improvement was in the resolution rates of sexual offences.

The total resolution rate fell by 1% from 2006 to 2007.

#### Percentage of total recorded crimes resolved in the Gisborne district



#### Percentage of recorded crimes resolved in the Gisborne district by crime category.



Source: (New Zealand Police 2008).

#### Key Finding

No significant change.

#### Target

Improving trend.



# Positive Leadership

## 5.3 People are able to reach their full potential

### 5.3.1 Highest qualification gained

#### Why is this important?

Educational achievement is essential for participation in society. Globally the work place is becoming increasingly knowledge-based requiring highly skilled workers to fill jobs. The availability of skilled workers affects productivity, economic growth and competitiveness in the global marketplace.

Gaining qualifications at school is a good indicator to show who will go onto tertiary education. High levels of formal education are often associated with skill adaptability and flexibility, and therefore improved resilience. Education is also linked to feelings of self worth, independence and community contribution.

#### What did we find?

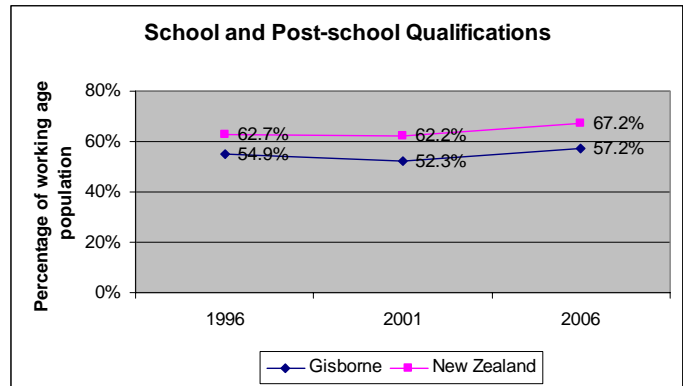
The percentage of Gisborne district residents with school and post school qualifications increased from 2001 to 2006. The increase was similar to the national increase.

The percentage of Gisborne residents with no qualifications fell between 2001 and 2006 but at a slower rate than the national decrease.

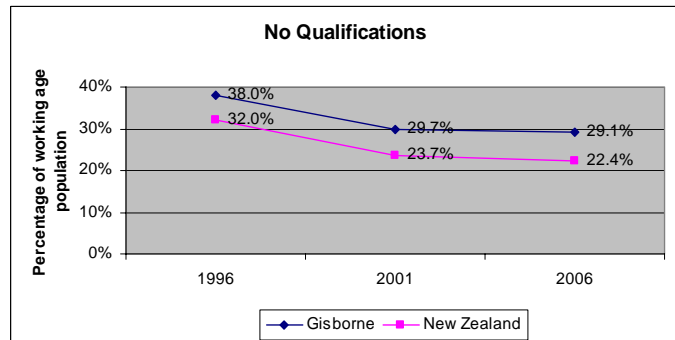
#### Key Finding

Gisborne educational attainment is improving however, we still lag behind the rest of New Zealand.

#### Percentage of residents aged 15+ (working aged population) with school or post-school qualifications



#### Percentage of residents aged 15+ with no qualifications



Source: (Statistics New Zealand 2007).

#### Target

Improving trend



# Positive Leadership

**5.4 Positive stewardship and improvements in infrastructure promoting environmental sustainability**

**5.4.1 Infrastructure spend**

## Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP monitoring framework included an indicator for infrastructure spend measured by the Council's actual capital and operating expenditure in 2003/04 and projected out to 2013/14. Expenditure covered the costs of operating roading, utilities (wastewater, water, stormwater, solidwaste), and rivers excluding corporate overheads.

This was **omitted** from the 2006 Community Plan monitoring framework because the link between Council's spend and the suboutcome it is trying to measure is too tenuous.

At present there is no performance indicator for this sub-outcome.

**5.4 Positive stewardship and improvements in infrastructure promoting environmental sustainability**

**5.4.2 Resident satisfaction with development control**

## Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP monitoring framework included a question from the Communitrak Survey about resident perception of Council's balance between development opportunities and environmental control.

This was **omitted** from the 2006 Community Plan monitoring framework because the question is not routinely included in the Communitrak survey therefore we can not confidently rely on the source data.

At present there is no performance indicator for this sub-outcome.

# Positive Leadership

## 5.5 individuals are responsible for their environment

### 5.5.1 Type of energy used

#### Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP monitoring framework included an indicator for energy type used to heat dwellings measured by the proportion of private occupied dwellings by energy type.

This was **omitted** from the 2006 Community Plan monitoring framework because the comparison was not that useful. However, an alternative energy measure will be investigated for future use.

## 5.5 individuals are responsible for their environment

### 5.5.2 Recycled materials

#### Likely change to monitoring framework in the 2009 Community Plan

The 2004 LTCCP included an indicator for the amount of tonnes of different materials recycled in the Gisborne District. It is likely that this measure will be **omitted** from the monitoring framework in the 2009 Community Plan due to All Brites no longer collecting this data. It was last collected in 2002.

# Fair and Active Democracy

## 6.1 People and organisations have confidence in the decision-making process

### 6.1.1 Performance rating of Mayor and Councillors

#### Why is this important?

The Mayor and Councillors are elected to represent the interests and make decisions on behalf of their communities. The Gisborne District Council consists of a Mayor elected at large, 8 city Councillors and 6 rural Councillors.

How residents rate the performance of their elected members is important because it reflects the confidence and support they have in the decisions being made on their behalf.

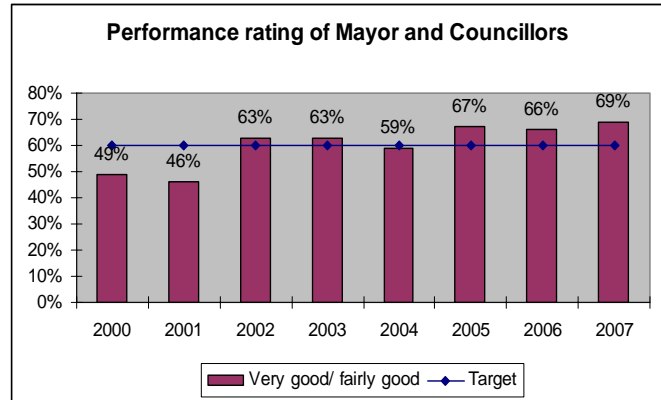
#### What did we find?

Residents rating of the Mayor and Councillors performance increased markedly in 2002 and again in 2005. This coincides with the electoral cycle.

Performance has trended upwards over the last two Council terms.

Gisborne District residents are more likely to rate performance as very good/fairly good than residents nationwide and their Peer Group counterparts.

#### Percentage of residents fairly/very satisfied with the performance of the Mayor and Councillors



Source: (National Research Bureau 2007)

#### Key Finding

Residents' rating of the Mayor and Councillors performance is above target and demonstrates an improving trend.

**Target**  
60%



# Fair and Active Democracy

## 6.2 People are inspired to actively participate in community affairs

### 6.2.1 Candidates for local election

#### Why is this important?

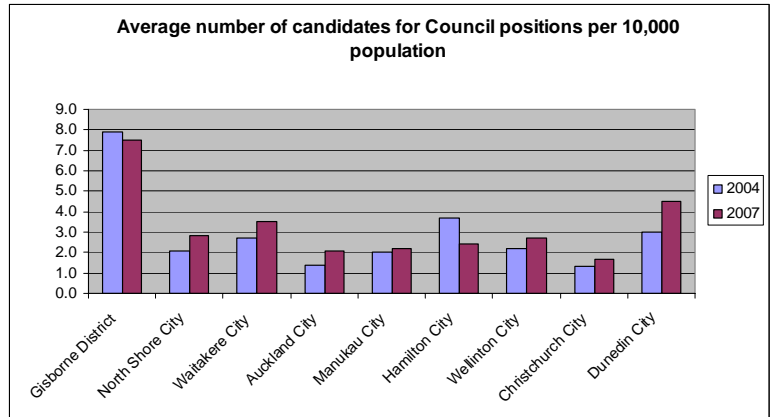
A high number of candidates coupled with a good number of elected councillors provide voter choice and better representation.

#### What did we find?

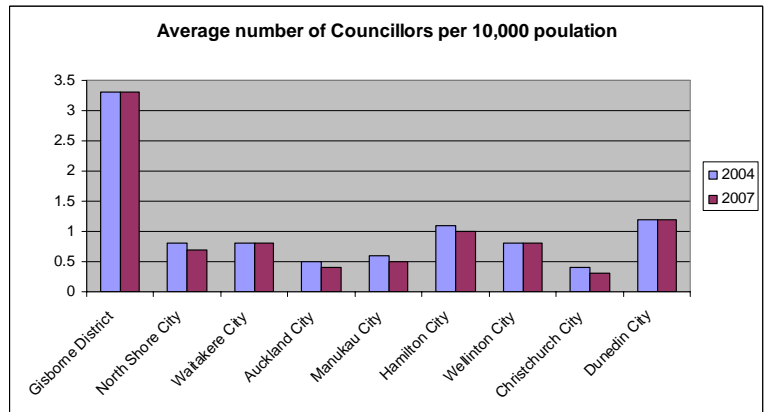
The number of candidates standing in the Gisborne local elections fell between 2004 and 2007 but remains much higher than other cities.

Compared to other cities there is also significantly more Councillors per capita. This in part reflects our large geographical area.

#### Number of candidates standing per 1000 population by region



#### Number of Councillors per 10,000 population



Source: (Local Councils 2007)

#### Key Finding

Worsening trend for number of candidates. No change for number of councillors per 10,000 population.

#### Target

Maintain or increasing trend



# Fair and Active Democracy

## 6.2 People are inspired to actively participate in community affairs

### 6.2.2 Voter turnout

#### Why is this important?

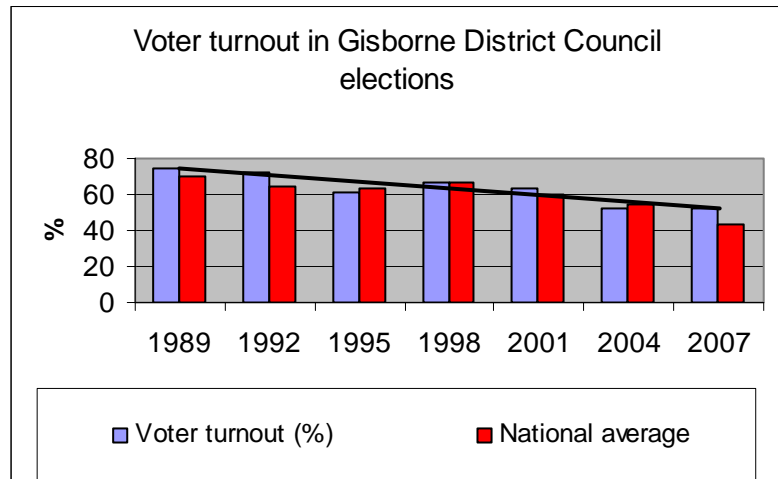
Voter turnout is used here as an indicator of a healthy democracy. It indicates public confidence with the election process. The higher the voter turnout, the better the mandate for elected representatives to make decisions on behalf of the community.

#### What did we find?

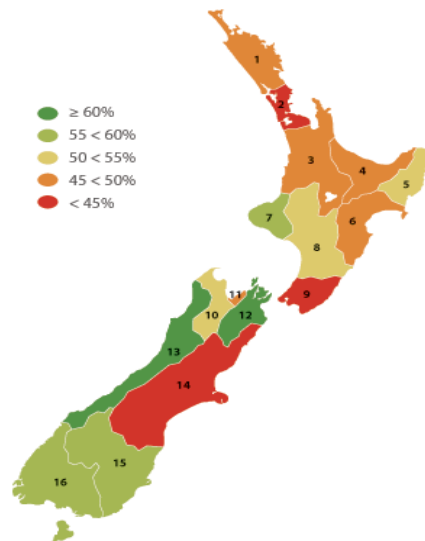
Turnout in Gisborne district local elections has been declining over time. This is consistent with a national trend downwards.

In the 2007 local election, Gisborne voter turnout was 52.1% of registered voters, similar to 2004.

Number of votes counted as a percentage of eligible voters.



Source: (<http://www.socialreport.msd.govt.nz/> and Gisborne District Council)



Source: (Statistics New Zealand 2007)

# Fair and Active Democracy

<b>Key Finding</b> Worsening trend. In 2007, Gisborne voter turnout was 52.2%, compared to the national average of 43%.	<b>Target</b> Above national average	
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# Fair and Active Democracy

6.2 People are inspired to actively participate in community affairs

6.2.3 Attendance at consultation meetings

## Likely change to monitoring framework in the 2009 Community Plan

The 2004 LTCCP included an indicator for community participation in community affairs measured by attendance at consultation meetings. It is likely that this measure will be **omitted** from the monitoring framework in the 2009 Community Plan due to inconsistent data collection.

6.2 People are inspired to actively participate in community affairs

6.2.4 Resident's demand for consultation

## Changes to monitoring framework since the 2004 LTCCP

The 2004 LTCCP monitoring framework included an indicator for residents' demand for consultation measured by the percentage of residents who wanted consultation on major issues in the annual Communitrak Survey. The survey result for this question shows Gisborne residents' demand for consultation is well below the peer group average. Whilst this goes some way to explaining low attendance at consultation meetings it does not tell us much about the sub-outcome it is attempting to measure.

For this reason it was **omitted** from the 2006 Community Plan monitoring framework. It was also considered irrelevant given the statutory context in which Council operates under the Local Government Act 2002. The LGA 2002 prescribes the incidences in which Council must consult.

# Fair and Active Democracy

## 6.2 People are inspired to actively participate in community affairs

## 6.2.5 Elected members approachability

### Why is this important?

Elected members approachability can be a barrier to active participation in community affairs. Ideally people should be able to approach their Councillors comfortably on any issue.

### What did we find?

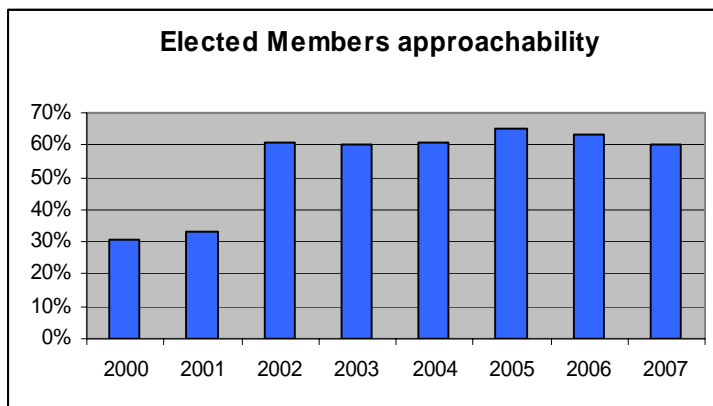
In 2007, 60% of residents believed their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them, compared with 63% in 2006.

Gisborne District residents are more likely to see Councillors as comfortable to approach, than residents nationwide and their peer group counterparts.

### Changes to monitoring framework since the 2004 LTCCP

This was a new measure introduced in the 2006 Community Plan monitoring framework.

Percentage of residents who believe the elected members welcome questions, comments and requests so they would feel comfortable approaching them.



Source: (National Research Bureau 2007).

### Key Finding

Improving trend and above national and peer group average.

### Target

55% or better



# Fair and Active Democracy

**6.2 People are inspired to actively participate in community affairs**

**6.2.6 Readership of information published by Council**

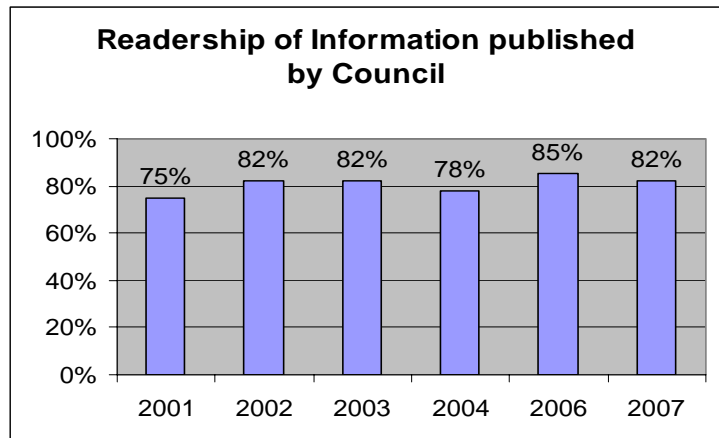
**Why is this important?**

Readership is important because it reflects how well council is communicating and the level of interest shown by the public.

**What did we find?**

The readership of council information increased in the period between 2001 and 2007, in spite of a small slump in 2004.

Percentage of residents, who have seen, read or heard, in the last 12 months, information Council publishes or broadcasts specifically for the community.



Source: (National Research Bureau 2007).

**Key Finding**

No significant trend

**Target**

80% or better



# Fair and Active Democracy

## 6.3 Open and transparent governance

### 6.3.1 Opportunity to be heard

#### Council policy

The Council provides for public forums in accordance with its standing orders. Time is allocated for the public to speak on issues of their choice on request at all ordinary meetings of Council and Committee. All Council and Committee meetings are open to the public with the exception of any business that may be conducted with the public excluded. This will generally be information that is commercially sensitive, legally privileged or is personal to a particular individual or organisation.

Source: GDC

# Fair and Active Democracy

## 6.4 Entrepreneurial spirit is encouraged

### 6.4.1 Self-employment rate

#### Why is this important?

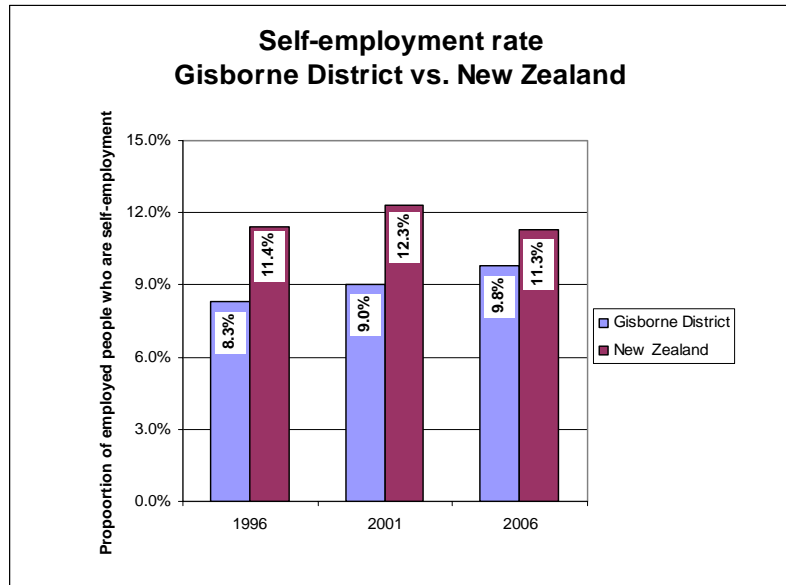
Support and encouragement of entrepreneurship was a recurring theme during consultation to identify community outcomes in 2003/04. The self employment rate is used here as a measure of entrepreneurial spirit.

#### What did we find?

The self-employment rate for the Gisborne district has increased at every census since 1996.

The gap between Gisborne and the national average has been shrinking but remains lower.

#### Self-employment rate



Source: Statistics New Zealand, Census

#### Key Finding

Improving trend but below national average.

#### Target

Equal to or above national average



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