



NAPIER
CITY COUNCIL
Te Kaunihera o Ahuriri

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NAPIER PEOPLE AND PLACES COMMITTEE

Open Attachments Under Separate Cover

Meeting Date: Thursday 1 July 2021

Time: 10.00am

Venue: Large Exhibition Hall
Napier War Memorial Centre
Marine Parade
Napier

	Livestreamed via Council's Facebook site
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TABLE OF CONTENTS

Item 1	Napier Community Safety Survey 2021
Attachment A	Napier Community Safety Survey 2021 - Questionnaire2
Attachment B	Napier Community Safety Survey 2021 - Report of findings6
Item 2	Aquatics Survey 2021 Report: SIL Research
Attachment A	Napier City Council: SIL Research 2021 Aquatics Survey25

Napier Community Safety Survey 2021

1) Overall, I feel Napier is generally a safe place to live *(select one)*

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- Don't know

2) When thinking about your safety, how much do you agree or disagree with the following? *(please rate each)*

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Don't know
I feel safe going out during <u>the day</u> in Napier	1	2	3	4	5	6
I feel safe going out <u>at night</u> in Napier	1	2	3	4	5	6
I feel safe in my home alone at night	1	2	3	4	5	6
I feel safe walking alone in my neighbourhood after dark	1	2	3	4	5	6
I feel safe using public transport	1	2	3	4	5	6
I feel safe when making online transactions	1	2	3	4	5	6

3) What makes or helps you to feel safe... *(type in your own words)*

- a. where you live? _____
- b. at your workplace? (if applicable) _____
- c. out and about in public spaces? _____

4) Based on a scale from 0 (no impact), 1 (weak impact) to 10 (strong impact), what impact, if any, has fear of crime had on your everyday life?

5) On a scale of 1 (not at all important) to 10 (very important), how important are each of these initiatives to you for improving community safety or perceptions of safety?

- a. CCTV cameras located in public places around Napier
- b. Street patrols (Napier Community Patrol – the 'meerkat' cars)*
- c. Security patrols in Napier city and Marewa shopping centre
- d. Police patrols/presence
- e. Napier Neighbourhood Support**
- f. Graffiti control***

Note: * Napier Community Patrol work with Police to provide an extra presence - eyes and ears out on the street. They do this by driving their 'meerkat' cars around the streets of Napier and during big events.

** Neighbourhood Support is a nationwide community-led movement that brings people and neighbourhoods together to create safe, resilient, and connected communities.

*** Napier City Council's policy is to remove graffiti on Council owned property within 48 hours. All reported graffiti on Council facilities is logged to identify and respond to hot spots and assist Police to prosecute offenders.

- 6) When thinking about safety in Napier, what, if anything, is your main concern about community safety? *(type in your own words)*

- 7) With the exception of MORE POLICE, what else do you think could be done to enhance community safety? *(type in in your own words)*

- 8) The Safer Napier programme involves 43 partner agencies from across Napier who work together to collectively strengthen community safety, resilience and wellbeing. Have you heard about Safer Napier or any Safer Napier initiatives such as Safe as Houses, Coffee with a Cop, Check on your neighbour campaign, Pop-up events for youth, See Something Say Something family harm campaign, or the Whānau Fun Fest held at Kings House Church? *(select one)*
 - Yes – have heard of all/some of these
 - No – have heard of NONE of these
 - Unsure

- 9) How informed or uninformed do you feel about Safer Napier initiatives and activities?
 - Not at all informed
 - Somewhat uninformed
 - In the middle
 - Somewhat informed
 - Very informed

- 10) Is your household part of an existing Napier Neighbourhood Support group?
 - Yes
 - No
 - Don't know

- 11) [If No or Don't know in Q10] Would you like to join one of the Napier Neighbourhood Support groups in your area or start a new one?
 - Yes
 - No

- 12) If Yes, you are welcome to do one of the following...
 - (1) Go to <https://napier.getsready.net/> and register by completing your details under 'Join now', or
 - (2) Provide your contact information* for Napier Neighbourhood Support to be in touch with you...
 - Your name _____
 - Your phone number _____
 - Your street name _____

Demographic questions

- 13) Firstly, we need to ensure we speak with a cross section of the community. Which of the following age groups do you fit into? *(please select your answer)*
- ☐ 18-24
 - ☐ 25-39
 - ☐ 40-54
 - ☐ 55-64
 - ☐ 65+
- 14) I am a... *(please select your answer)*
- ☐ Female
 - ☐ Male
 - ☐ Other
- 15) Which ethnic group(s) do you identify with *(select all that apply)*
- ☐ New Zealand European
 - ☐ Māori
 - ☐ Samoan
 - ☐ Tongan
 - ☐ Niuean
 - ☐ Chinese
 - ☐ Indian
 - ☐ Other (please specify)
- 16) Is the home where you live owned by someone who lives in the household, or is it rented? *(please select your answer)*
- ☐ Owned
 - ☐ Rented
 - ☐ Refused
 - ☐ Private trust
 - ☐ Other (please specify)
- 17) What suburb do you live in? *(select from list)*
- 18) How long have you lived in the Napier City Council area? *(please select your answer)*
- ☐ Less than 1 year
 - ☐ 1 year to just under 2 years
 - ☐ 2 years to just under 5 years
 - ☐ Five years to just under 10 years
 - ☐ 10 years or more
- 19) Which of the following best describes your household's annual income before tax? *(please select your answer)*
- ☐ \$20,000 or less
 - ☐ \$20,001-\$30,000
 - ☐ \$30,001-\$50,000
 - ☐ \$50,001-\$70,000
 - ☐ \$70,001-\$100,000
 - ☐ \$100,001 or more
 - ☐ Declined

*NOTE: Your personal information is protected by privacy legislation (Privacy Act 2020) and the Unsolicited Electronic Messages Act 2007. Your information is also protected under the Code of Practice of the European Society for Opinion and Market Research (ESOMAR).

This information in Q12 is collected (e.g. name, contact number, street name) for Napier Neighbourhood Support to contact you regarding joining or starting a Napier Neighbourhood Support group in your area. Your survey responses will remain anonymous and will not be passed onto Napier Neighbourhood Support.

Your personal information is kept confidential. As soon as the contact processes are completed, we will delete your name and contact details; this information will not be stored with your survey results.

You have the right to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think it is wrong. If you'd like to ask for a copy of your information or to have it corrected, please contact us at nataliya.rik@silresearch.co.nz, or 068341996, or PO Box 264, Napier.





Disclaimer: This report was prepared by SIL Research for the Napier City Council. The views presented in the report do not necessarily represent the views of SIL Research or the Napier City Council. The information in this report is accurate to the best of the knowledge and belief of SIL Research. While SIL Research has exercised all reasonable skill and care in the preparation of information in this report, SIL Research accepts no liability in contract, tort, or otherwise for any loss, damage, injury or expense, whether direct, indirect, or consequential, arising out of the provision of information in this report.

CONTENTS

4.

EXECUTIVE SUMMARY

5.

METHODOLOGY

8.

OVERALL FEELING OF SAFETY

9.

SAFETY PERCEPTIONS BY
ACTIVITY

11.

MAIN REASONS FOR FEELING
SAFE

13.

IMPACT ON EVERYDAY LIFE

14.

SAFETY INITIATIVES

15.

SAFETY CONCERNS

16.

POTENTIAL IMPROVEMENTS

19.

SAFER NAPIER

EXECUTIVE SUMMARY

The purpose of this research was to help inform re-accreditation of the Safer Napier programme in 2022/23 and parts of the Napier City Council Long Term Plan 2021-2031 consultation.

Research was conducted between 03 February and 02 March 2021. A total of n=597 surveys were used in the final analysis.

The main findings were as follows:

- In 2021, fewer residents (45%) felt Napier is a generally safe place to live (73% in 2020). In the last three years, there has been a substantial increase in residents who felt unsafe.
- Feelings of safety differed greatly by time of day and location/activity. Most notably, going out at night (29%) recorded the greatest decline in safety perceptions in 2021 compared to 2020 (48%).
- Residents considered themselves somewhat safe during the day (75%) and home at night (60%). However, these results declined compared to 2020 findings.
- 39% of residents reported a 'somewhat to strong' impact of fear of crime on their everyday lives. This was strongly related to feelings of safety overall.
- Gang activity and presence was the main safety concern in Napier. Subsequently, 'Get rid of gangs / Ban gang patches' was the most cited suggestion to enhance community safety.
- The neighbourhood overall (e.g. good neighbours, quiet street) was the main contributing factor to feeling safe at home in Napier; presence of other people improved safety perceptions both at workplace and in public spaces. 'Secure workplace / security measures in place' was also a leading contributing factor for feeling safe at work.
- Around 4-in-10 residents have heard about Safer Napier and/or related initiatives, although depth of knowledge was generally poor. One-third reported membership of an existing Napier Neighbourhood Support group.
- Younger residents (aged 18-39 years) felt least safe in Napier, and fear of crime exhibited a stronger impact on their lives. At the same time, fewer residents aged 18-39 stated they had heard about Safer Napier or were part of a Neighbourhood Support group.

Safety is a primary consideration and matter of concern for Napier residents – and has a direct impact on how they live their lives. However, residents were split on how safe they actually feel in the city; with less than half currently feeling safe. Over the last three years, there has been a clear and substantial increase in the proportion of residents who feel unsafe – with safety at night the greatest source of concern. While safety concerns cut across all demographics, younger (more socially active) residents felt most at risk. Together, these findings are of particular importance because feelings of safety and fear of crime directly impacted residents' feelings about, and engagement with, their everyday lives.

A wide range of issues contributed to safety concerns, but residents were clear about their greatest concern: the presence of gangs (with related issues such as crime, violence, drugs). Unsurprisingly, dealing with gangs was the most favoured improvement for the city as a whole, with greater security measures (more CCTV, more community patrols, dealing with beggars) considered necessary (beyond greater police presence). Crucially, strong neighbourhoods and positive social connections provided a high degree of resilience and sense of security in the minds of residents. In this context, Safer Napier and its related initiatives have an important part to play in promoting a safe community. Increasing residents' awareness and depth of knowledge about Safer Napier can play a critical role in improving perceptions of safety across the city.



METHODOLOGY

BACKGROUND AND OBJECTIVES

Safer Napier is an accredited International Safe Community. Safe Communities is an integrated way of improving community safety involving a diverse group of agencies, organisations and community groups working together with a common vision, and Napier City Council is responsible for coordinating the programme.

The purpose of this research was to help inform re-accreditation of the Safer Napier programme in 2022/23 and parts of the Long Term Plan 2021-2031 consultation.

QUESTIONNAIRE AND PROJECT SPECIFICS

SIL Research, together with NCC, developed a Napier Community Safety Survey. The focus of this survey was to:

- Identify current community safety concerns,
- Identify current community perceptions about current safety issues and initiatives,
- Measure community awareness about the Safer Napier programme,
- Investigate potential future safety initiatives.

The questionnaire was reviewed and tested prior to full-scale data collection to ensure the survey was fit for purpose.

DATA COLLECTION

Research was conducted between 03 February and 02 March 2021. Multiple data collection methods were utilised to ensure residents were

well-represented. A mixed-methods approach included:

- (1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories;
- (2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to Napier residents;
- (3) Postal survey. 1,500 survey forms were distributed to randomly selected areas in Napier.

In addition, the survey was available on the Napier City Council Facebook page.

A total of n=597 surveys were used in the final analysis.

DATA ANALYSIS AND QUALITY CONTROL

Surveys were conducted proportional to the population in each of Napier's wards. Post-stratification (weighting) was then applied to reflect the gender and age proportions within each ward as determined by the Statistics New Zealand 2018 Census.

SIL Research ensured quality control during the fieldwork period. Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Napier.

The main resident groups analysed in this report were: ward, age, gender, ethnicity, home ownership and tenure in Napier. During the analysis stage of this report, Chi-square tests were used when comparing group results in tables. The threshold for reporting any statistically significant differences was a p-value of 0.05 (corresponding to a confidence level of 95%). Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to NCC.

Using Statistics New Zealand population projections for the NCC catchment area, in general, a sample size of n=597 across around 47,400 residents aged 18 years and over allows for a 95% confidence level +/- 4.0% where residents are split 50/50 on any given issues, and a 95% confidence level +/- 3.2% where residents are split 80/20.

NOTES ON REPORTING

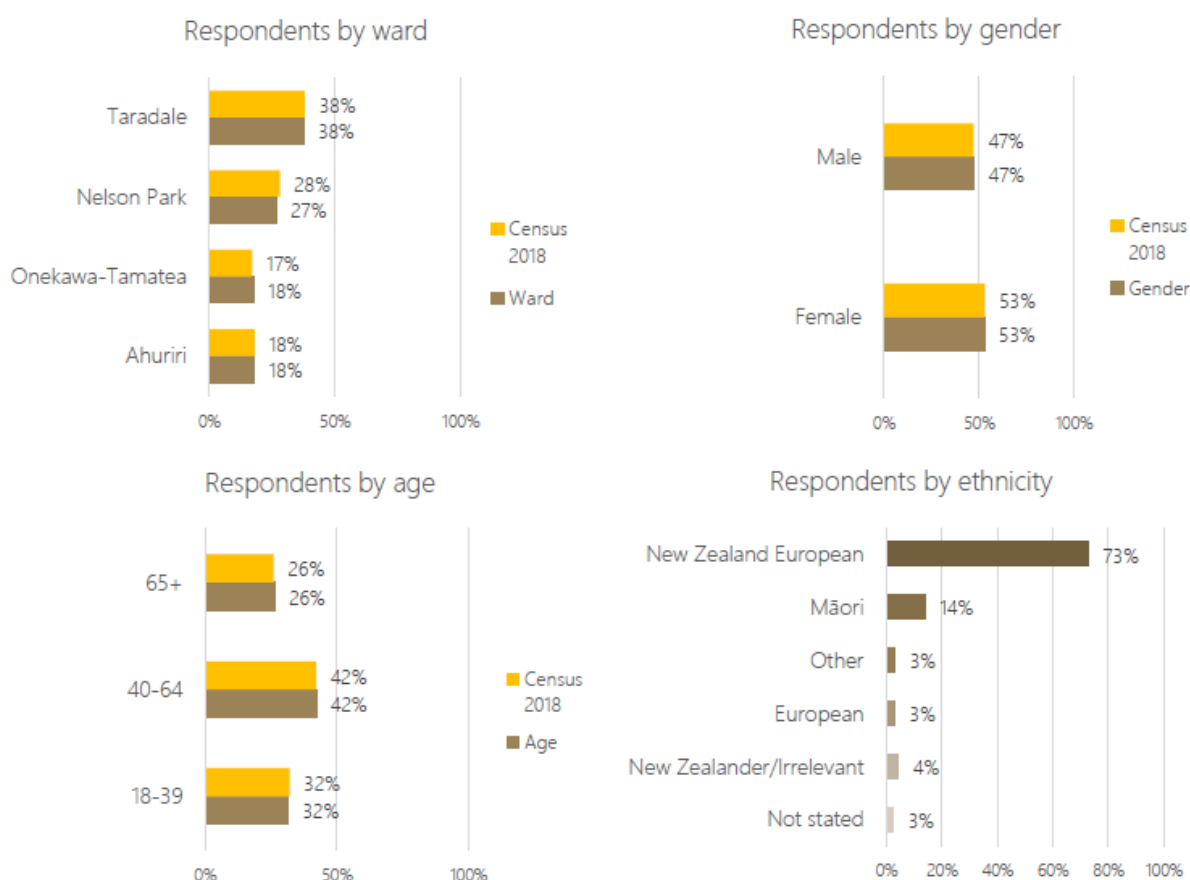
Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results, not rounded values.

Where applicable, results are compared to a previous NCC Social Monitor survey conducted by SIL Research in August-September 2020 and the 2018 New Zealand Wellbeing survey (Statistics NZ).

The term 'Resident' has been used to represent respondents who participated in the survey.

The data was mainly collected before the Ahuriri/West Quay shooting incident in the early hours on 28 February; only 1 response was received after this incident.

Where results are reported for smaller sub-groups, estimates of results may not be statistically reliable due to the high margins of error.



Note: results were statistically weighted, as used in the analysis. 'Ethnicity' was an optional question; 7% preferred not to answer this question or stated 'New Zealander/Irrelevant'. Therefore, a direct comparison with Statistics New Zealand Census data is not applicable.

NAPIER COMMUNITY

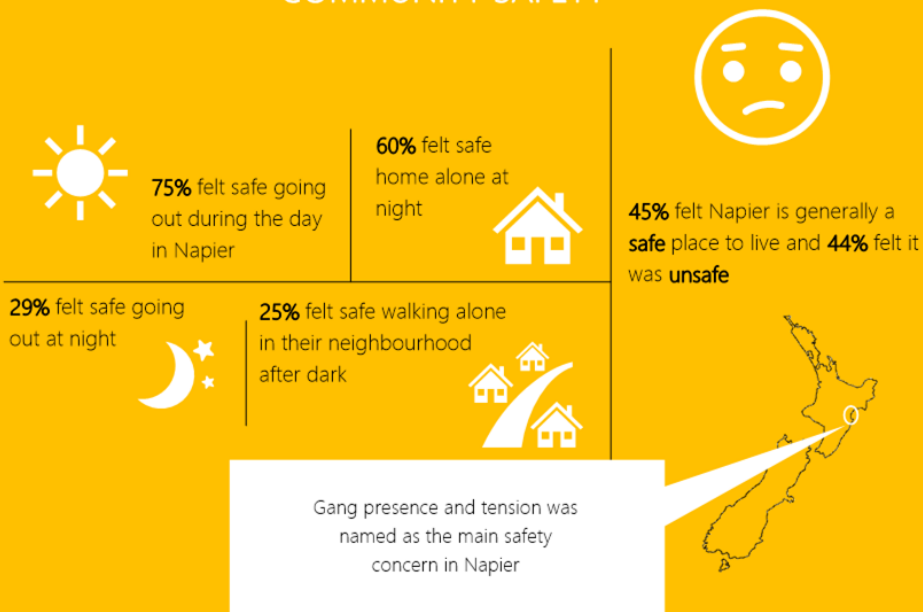
39% stated fear of crime has somewhat to strong impact on their lives

Police patrols/presence and **CCTV cameras in public places** were the two most important initiatives to enhance safety in Napier

What prompted people to **feel safe**:

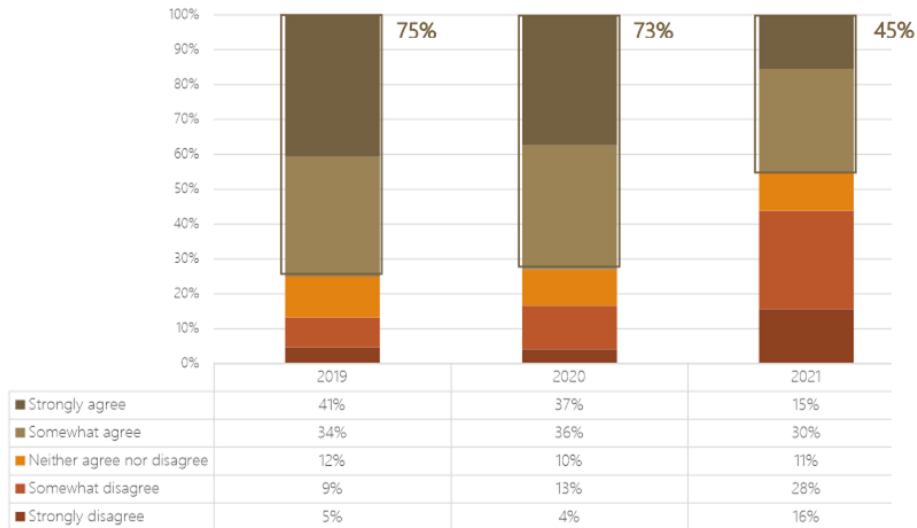
- **Good neighbourhood** – where people live
- **Secure workplace/security measures** and **presence of colleagues/managers** – where people work
- **Presence of other people** – in public spaces

COMMUNITY SAFETY



OVERALL FEELING OF SAFETY

Overall, I feel safe in Napier

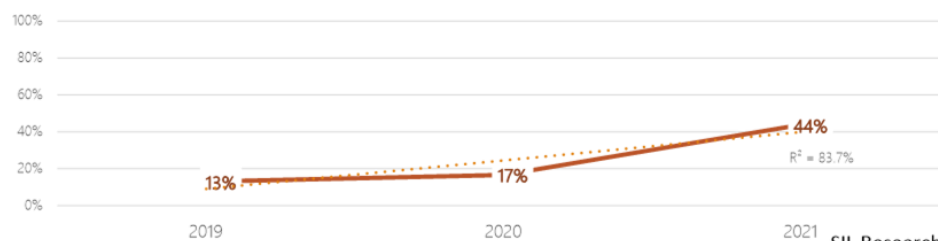


- Overall, 45% of residents stated they feel safe in Napier ('somewhat' or 'strongly agree').
- There has been a significant increase in residents who felt unsafe; 4-in-10 residents (44%) felt Napier is generally not a safe place to live in 2021 (17% in 2020).
- Age was a significant contributing factor towards safety perceptions.
- Older residents (aged 65 and over) were more likely to feel safe (65%) and young people (aged between 18 and 39) were half as likely to feel safe (32%). However, no significant differences were found by ward.

Ward	Disagree	Neutral	Agree
Ahuriri	48%	6%	46%
Onekawa-Tamatea	53%	11%	36%
Nelson Park	40%	15%	46%
Taradale	41%	11%	48%

Age*	Disagree	Neutral	Agree
18-39	53%	14%	32%
40-64	47%	11%	43%
65+	27%	8%	65%

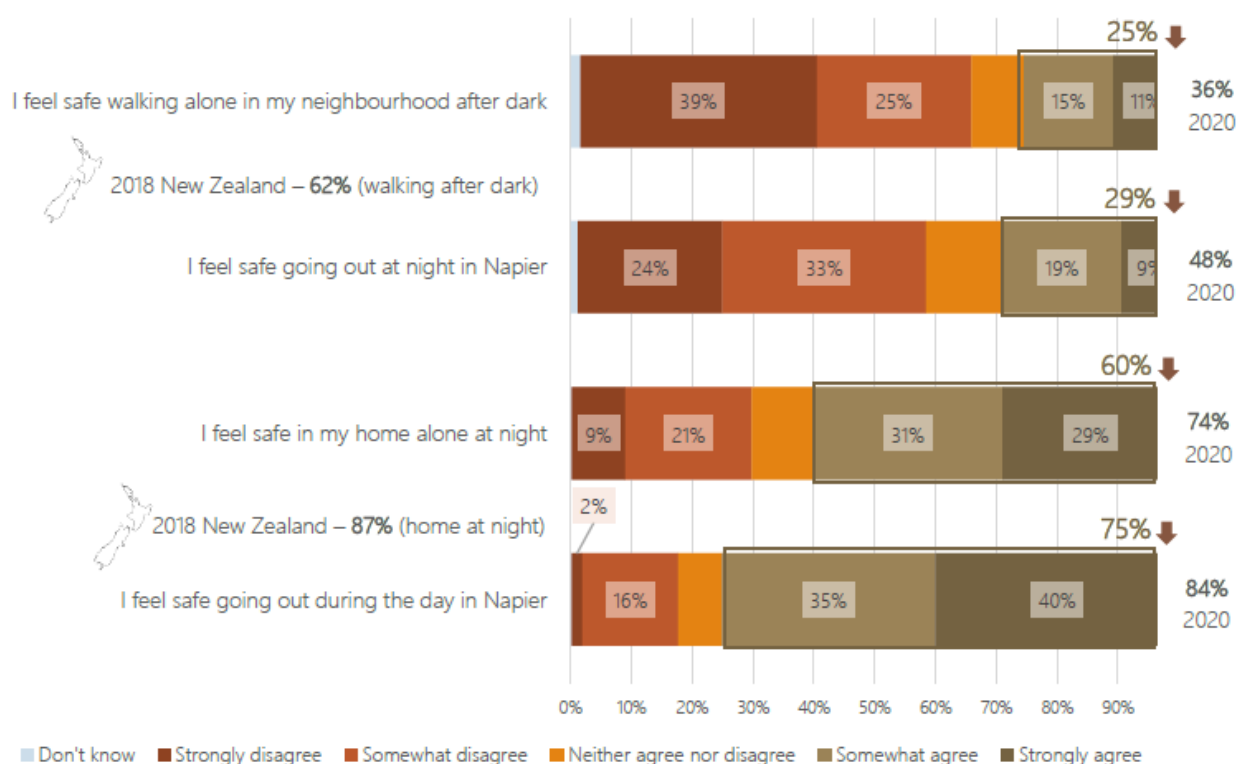
% Feel unsafe over time



SIL Research | 8

n=596. *DIFFERENCES WERE FOUND TO BE SIGNIFICANT.

SAFETY PERCEPTIONS BY TIME OF DAY

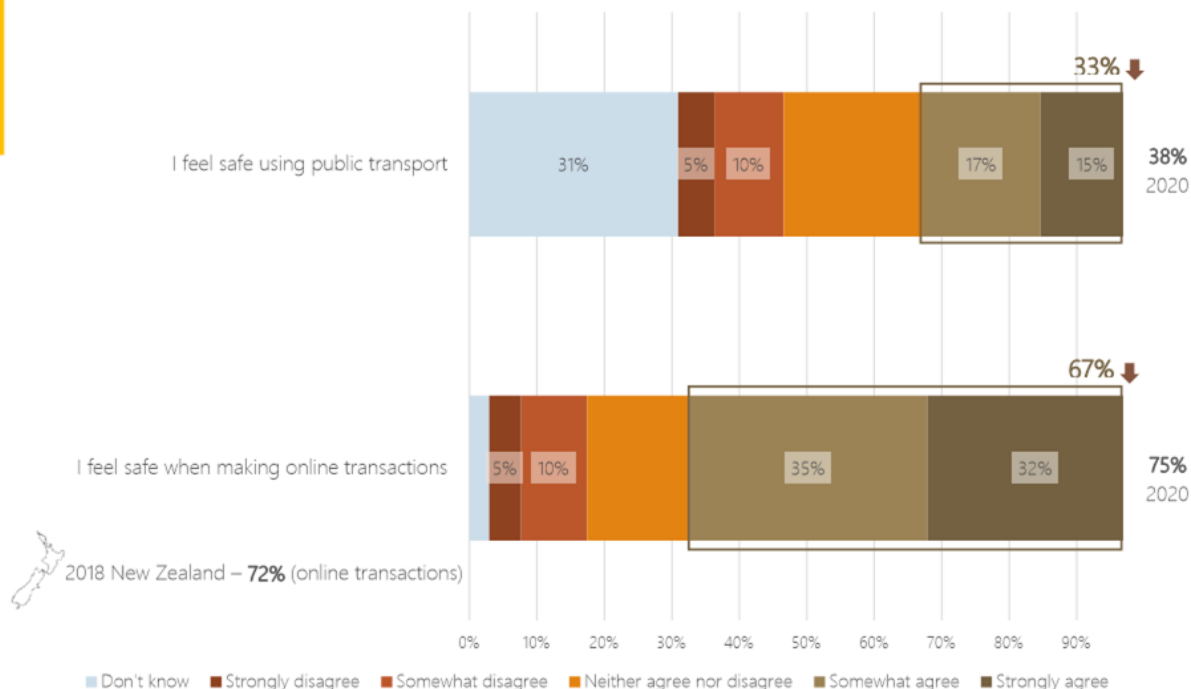


- Perceptions of safety when going out were much higher during the day (75%) compared to night-time; going out at night (29%) recorded the greatest decline in safety perceptions compared to 2020 (48%).
- Feeling safe home at night (60%) and walking alone in the neighbourhood (25%) also showed significant declines in 2021.
- Again, younger residents felt less secure in Napier, at home and in their neighbourhood.
- Residents from Nelson Park and Onekawa-Tamatea were less likely to feel safe walking alone in their neighbourhood after dark compared to other areas.

Ward	% Feeling safe out during the day in Napier	% Feeling safe out at night in Napier	% Feeling safe in my home alone at night	% Feeling safe walking alone in my neighbourhood after dark*
Ahuriri	73%	34%	59%	35%
Onekawa-Tamatea	75%	27%	58%	17%
Nelson Park	76%	28%	53%	20%
Taradale	76%	28%	67%	28%

Age*	% Feeling safe out during the day in Napier	% Feeling safe out at night in Napier	% Feeling safe in my home alone at night	% Feeling safe walking alone in my neighbourhood after dark
18-39	67%	20%	48%	15%
40-64	75%	28%	62%	28%
65+	84%	40%	72%	34%

SAFETY PERCEPTIONS BY ACTIVITY

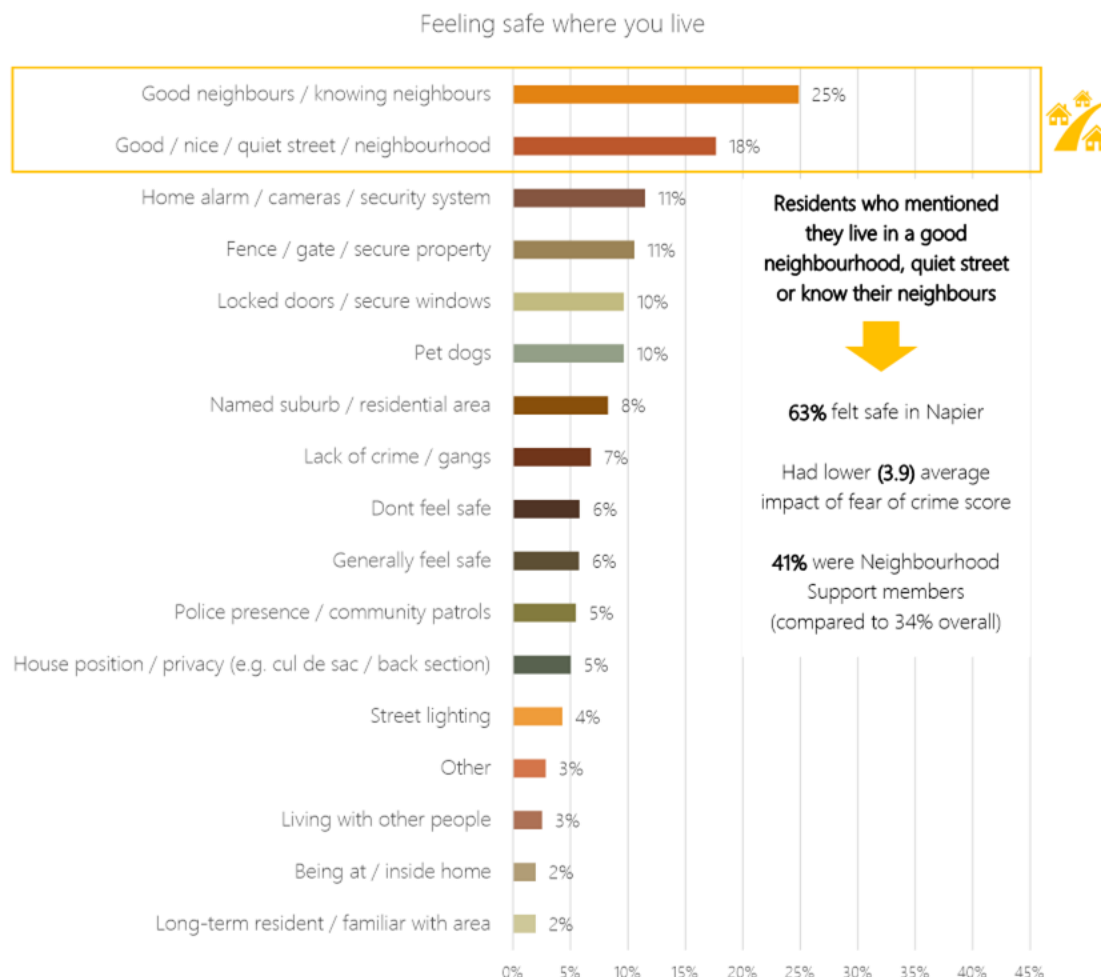


- One-third of residents felt safe using public transport in Napier; however, 31% were unable to provide a rating.
- 67% of residents felt safe making online transactions.
- Both results exhibited small decreases in 2021 compared to 2020.
- Older residents (aged 65 and over) were less likely to feel safe making online transactions (56%) compared to younger residents (75%).
- Perceptions of public transport and online transaction safety had weak influence on overall feelings of safety.

Ward	% Feeling safe using public transport*	% Feeling safe making online transactions
Ahuriri	26%	63%
Onekawa-Tamatea	29%	74%
Nelson Park	46%	69%
Taradale	28%	65%

Age	% Feeling safe using public transport	% Feeling safe making online transactions*
18-39	37%	75%
40-64	29%	68%
65+	34%	56%

MAIN REASONS FOR FEELING SAFE



- Reasons for feeling safe varied between places (home, workplace, public spaces). However, the presence of (trusted) others, and strong social connections, were crucial in all cases.
- The neighbourhood overall (e.g. good neighbours, quiet street) was the main contributing factor to feeling safe at home in Napier ('Good neighbours / knowing neighbours' and 'Good / nice / quiet street / neighbourhood').
- For working age residents (18-65) the two main reasons for feeling safe at work were 'Secure workplace / security measures in place' and 'Presence of colleagues / managers'.
- Having people around (e.g. companions, friends, general public, etc.) was the most cited reason to feel safe in public spaces.
- 1-in-5 residents who stated Napier is generally an unsafe place to live also mentioned they did not feel safe in public spaces.

"Have a reasonably quiet street with good neighbours that keep an eye out on each other"

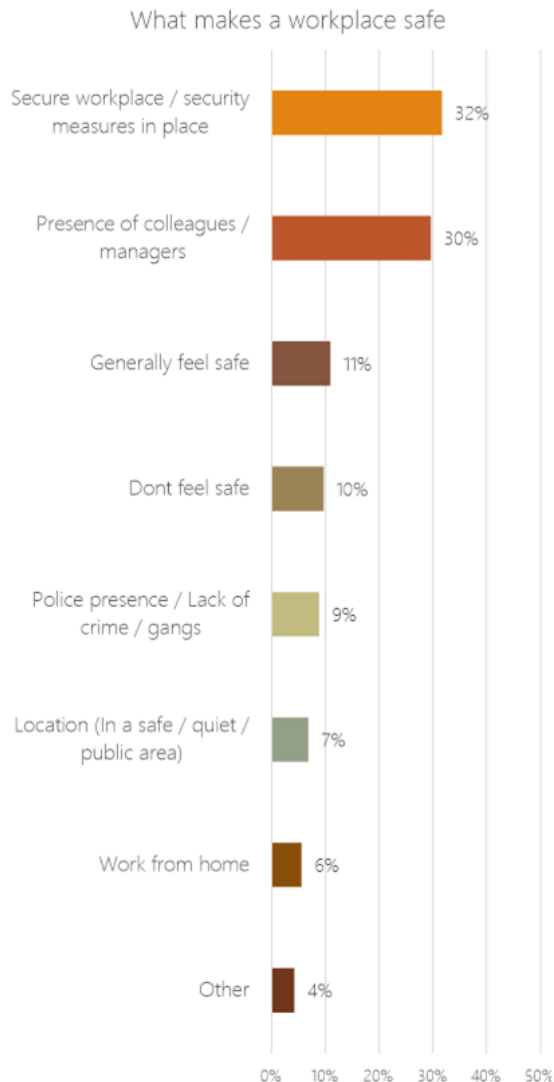
"We have a strong neighbourhood community, and this makes it safe at home and walking/biking in our area."

"I know people in my neighbourhood that would look out for people's safety."

SIL Research | 11

n=521. 'NO ANSWER' EXCLUDED FROM ANALYSIS. OPEN-ENDED COMMENTS SORTED INTO CATEGORIES. TOTALS MAY EXCEED 100% DUE TO MULTIPLE RESPONSES FOR EACH RESPONDENT.

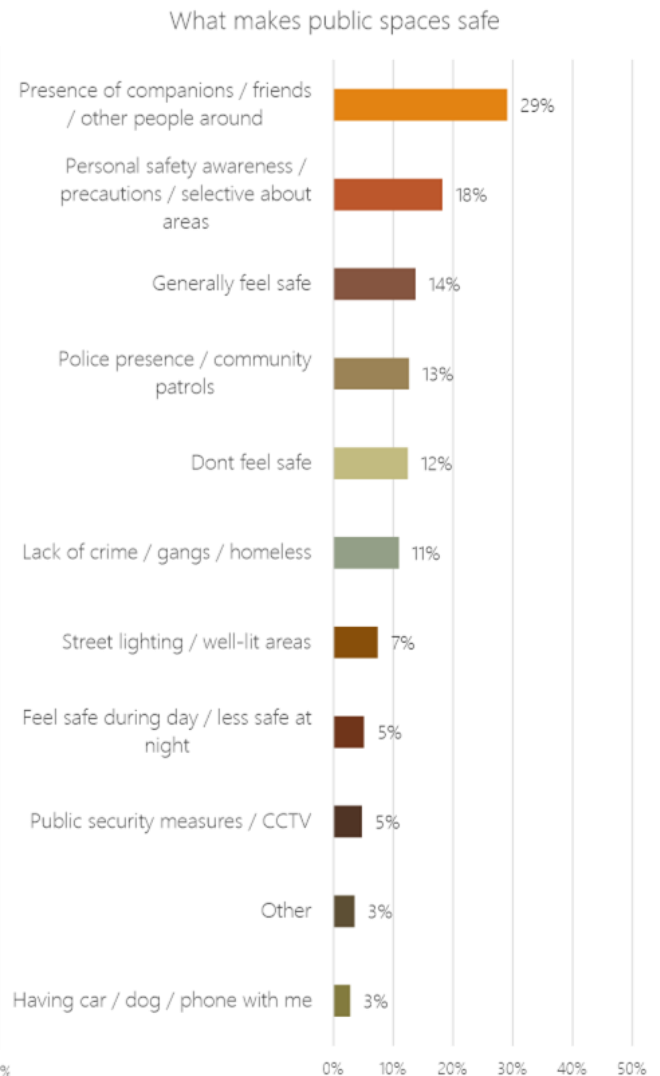
MAIN REASONS FOR FEELING SAFE



n=207 (responses are shown for residents aged between 18 and 65)

"Having lots of people around me while working, whether its staff or public. Also having security present."

"Work in busy building with multiple businesses. Security cameras. Nice street."



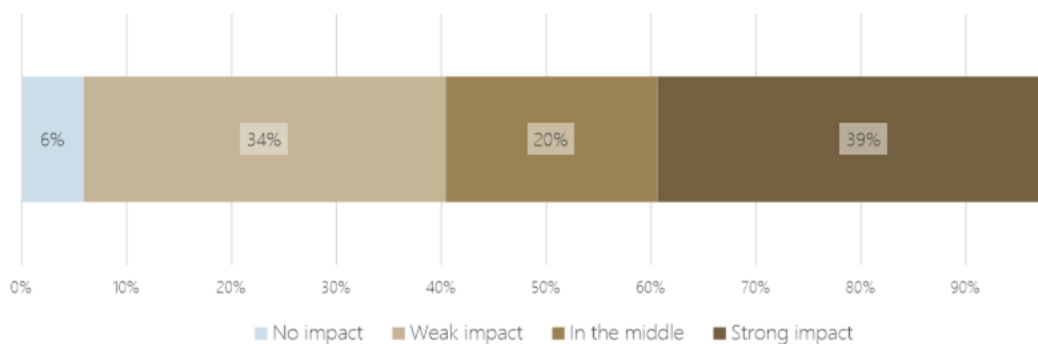
n=466

"Being easily visible (light), having other people from the community present. I'm not afraid of people I can see, just the ones lurking."

"Generally good when plenty of people are out and about."

IMPACT ON EVERYDAY LIFE

Impact of fear of crime on everyday life

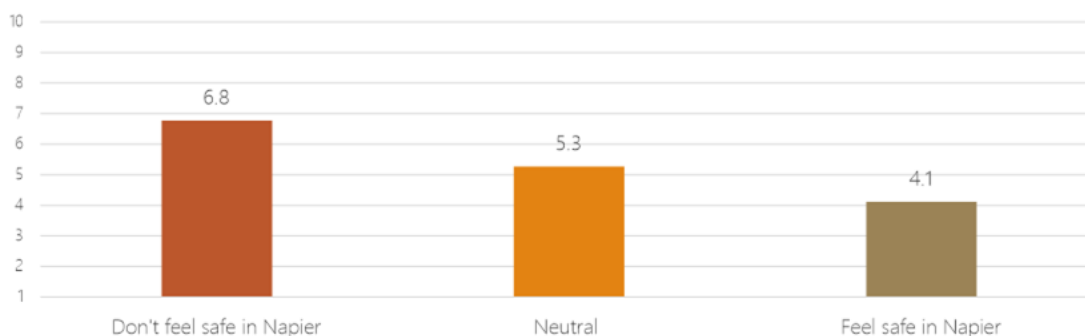


- Under 10% of residents believed fear of crime had no impact on their everyday life.
- 34% of residents reported a weak impact (ratings 1 to 4 out of 10), and 39% reported a somewhat to strong impact (ratings 7 to 10 out of 10).
- On average, the reported level of impact was 5.2 out of 10.
- This score was higher amongst residents who felt unsafe in Napier (average score of 6.8) – indicating that those who feel less safe also feel crime has a larger impact on their life.
- Younger residents, and residents with lower income (\$20,000 or less), were more likely to report fear of crime having a stronger impact on their everyday life.

Ward	No impact	Weak impact	In the middle	Strong impact
Ahuriri	10%	27%	18%	45%
Onekawa-Tamatea	3%	34%	22%	41%
Nelson Park	5%	35%	21%	39%
Taradale	6%	38%	20%	36%

Age*	No impact	Weak impact	In the middle	Strong impact
18-39	1%	26%	18%	54%
40-64	4%	35%	22%	40%
65+	15%	44%	20%	21%

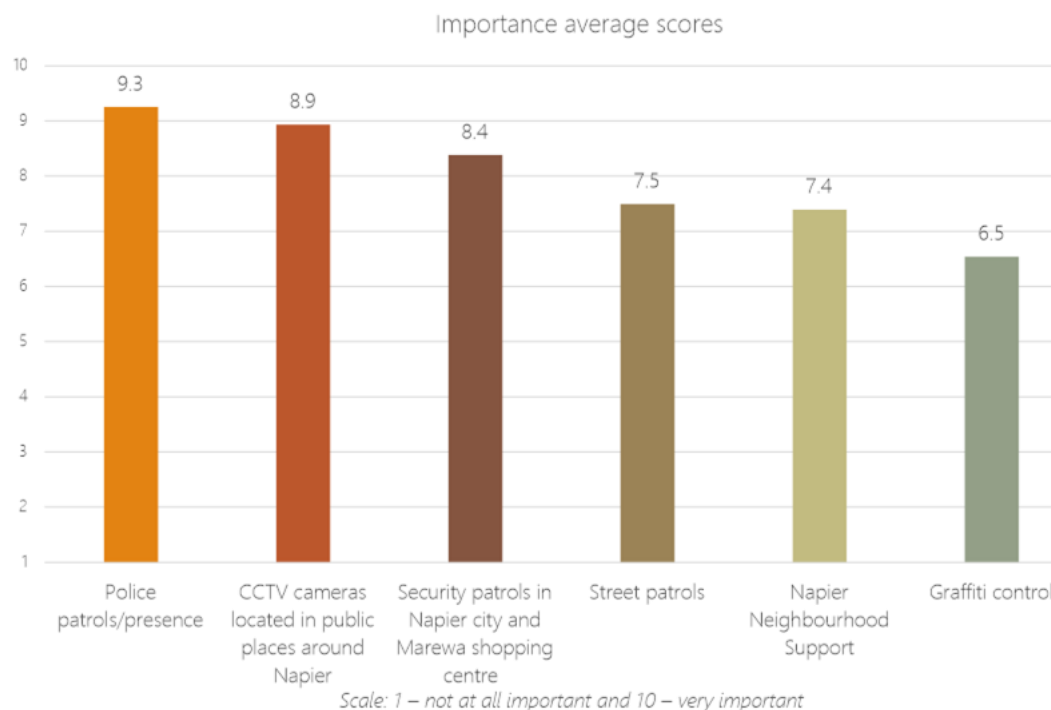
Level of impact on everyday life in relation to safety perceptions overall



SIL Research | 13

n=593. *DIFFERENCES WERE FOUND TO BE SIGNIFICANT.

SAFETY INITIATIVES



- Six safety initiatives were presented to residents.
- Of these initiatives, Police patrols/presence was considered the most important (average score 9.3 out of 10); 93% of residents rating 7 or above. This was closely followed by CCTV cameras located in public places (8.9 out of 10) and Security patrols in Napier city and Marewa shopping centre (8.4 out of 10).
- Graffiti control was least important of all safety initiatives, although still considered important overall (6.5 out of 10), surveyed. This initiative was more important for older residents, and for residents in Ahuriri ward.
- Statistically significant differences by age and wards were also recorded for Neighbourhood support, and by age for Street patrols.
- On average, importance of safety initiatives was similar between residents who felt safe and less safe in Napier. At the same time, this perceived importance was higher amongst residents who reported stronger impact of fear of crime on their lives.

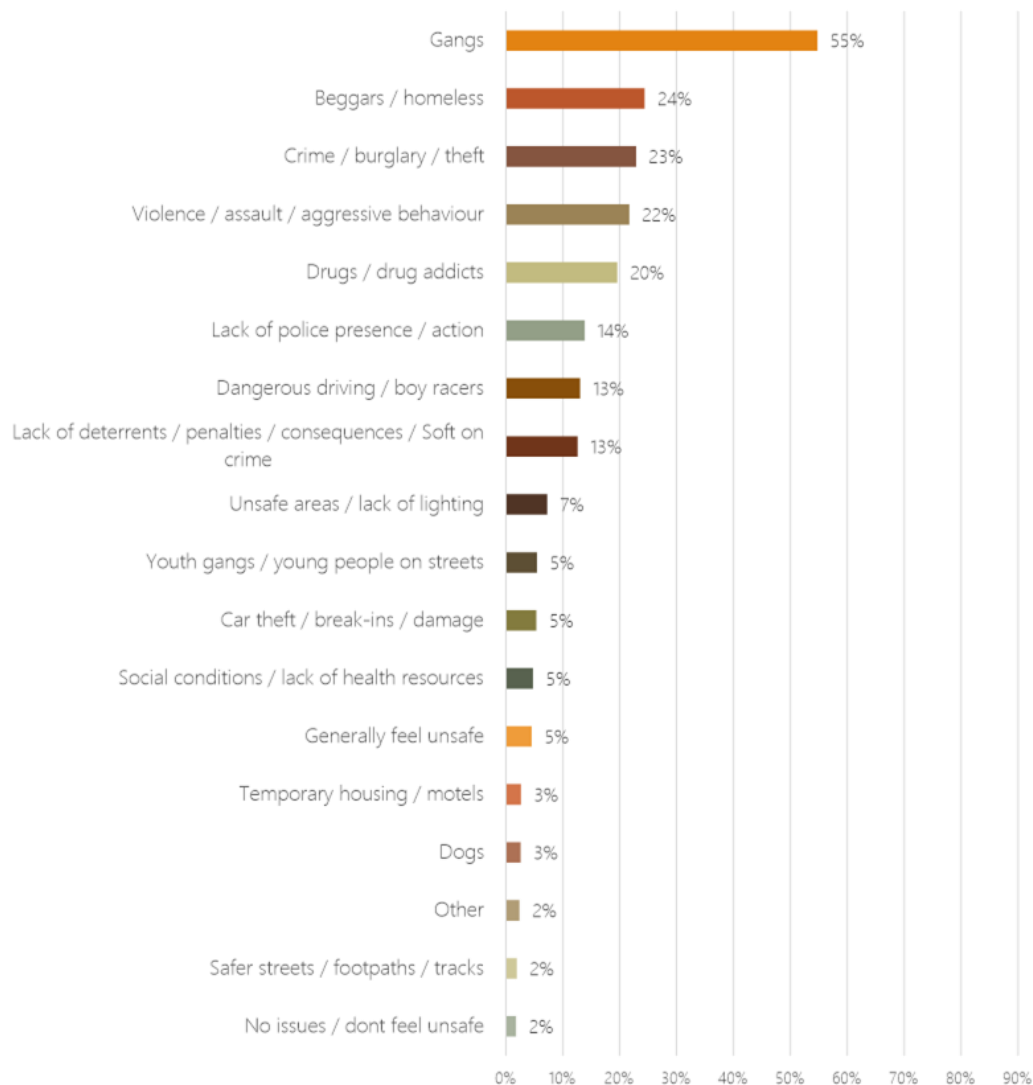
Ward	Police	CCTV	Security patrols	Street patrols	Neighbourhood support*	Graffiti control*
Ahuriri	9.4	9.0	8.3	7.2	7.4	7.1
Onekawa-Tamatea	9.3	9.1	8.7	7.6	6.5	6.3
Nelson Park	9.0	8.7	8.4	7.3	7.5	6.0
Taradale	9.4	9.0	8.3	7.7	7.7	6.8

Age	Police	CCTV	Security patrols	Street patrols*	Neighbourhood support*	Graffiti control*
18 - 39	8.9	8.7	8.4	6.9	6.9	5.7
40 - 64	9.4	8.9	8.3	7.6	7.4	6.7
65+	9.4	9.3	8.6	8.1	8.0	7.2

SIL Research | 14

n=596. *DIFFERENCES WERE FOUND TO BE SIGNIFICANT.

SAFETY CONCERNS



- Gang activity was by far the most cited safety concern in Napier; 55% of residents referred to 'Gangs'.
- Around one-quarter of residents also mentioned 'Beggars / homeless', 'Crime / burglary / theft', 'Violence / assault / aggressive behaviour' and 'Drugs / drug addicts' being a concern.
- 'Gangs' was the leading concern across different wards and age demographic groups.
- However, at the same time, 'Crime / burglary / theft' was of greater concern in Ahuriri ward compared to other areas (52%).

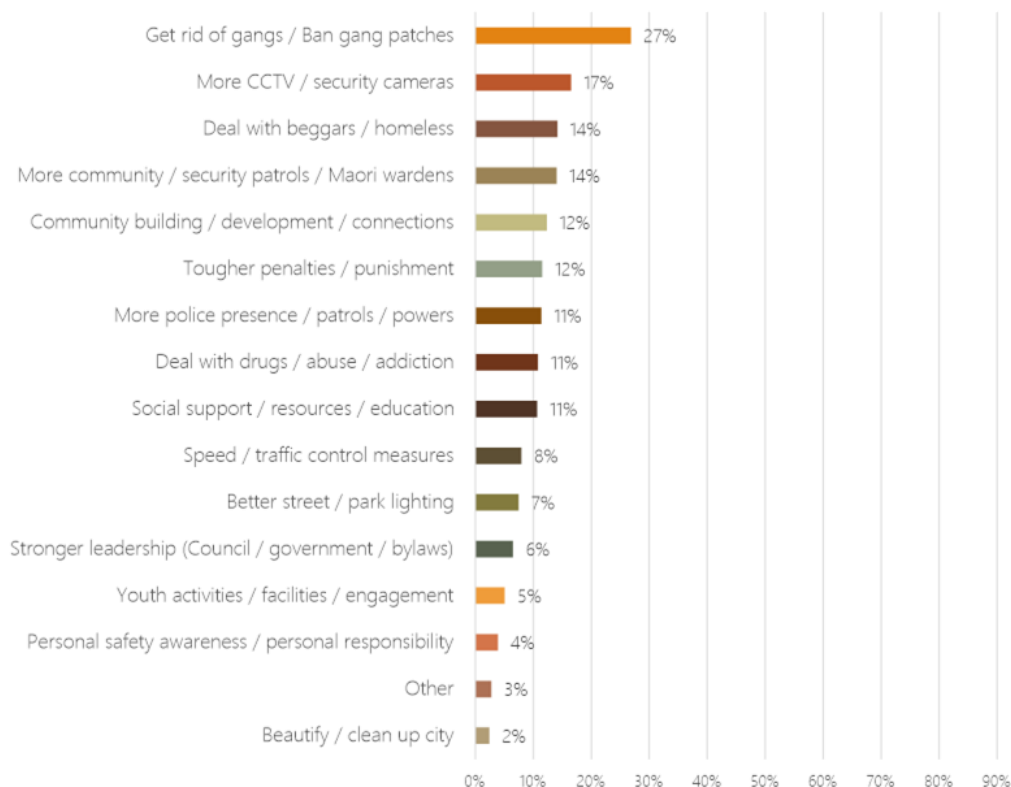
"Gang presence is the main issue for me, being a parent to three boys, and their safety as boys is very important to me. Drugs seem to be too easily accessed in Napier now, and this is fact not opinion. Too many kids live in unsafe homes in this city and are exposed to things that they shouldn't be. There isn't enough police presence in public places. I've seen organised beggars intimidate people in town and that's not right."

"Gang's are out of control and are running circles around the police. They do what they want, intimidation and violence is a daily norm in Napier"

SIL Research | 15

n=555. 'NO ANSWER' EXCLUDED FROM ANALYSIS. OPEN-ENDED COMMENTS SORTED INTO CATEGORIES. TOTALS MAY EXCEED 100% DUE TO MULTIPLE RESPONSES FOR EACH RESPONDENT.

POTENTIAL IMPROVEMENTS



All respondents were asked: "With the exception of MORE POLICE, what else do you think could be done to enhance community safety?"

- 84% of residents provided suggestions to enhance community safety.
- Consistent with residents' primary concern, the most cited improvement (27%) to 'Get rid of gangs / Ban gang patches'.
- The top four suggestions amongst residents who felt unsafe were: 'Get rid of gangs / Ban gang patches', 'Tougher penalties / punishment', 'Deal with drugs / abuse / addiction' and 'More community / security patrols / Maori wardens'.
- Suggested improvements also varied by age and ward (see pages 17 and 18).
- More younger residents (who felt least secure in Napier) suggested dealing with gangs and installing more CCTV.

"All gang patches and bandanas to be banned from public view within the city limits and shops. Seeing a patched member or bandana gives the feeling of insecurity. When this is not visual you do not throw any thought to being as fearful."

"Harder penalties on gangs, move them out of housing if they commit crime. No gang coloured clothing or patches in any public places."

"Crack down on gang violence and gang affiliations. Make all areas equal (beautifying some of the 'lesser nice' areas to make them feel safer and look nicer)."

"Getting the gangs out. Finding real tangible support for people with addiction and/or mental health issues. Address the aggressive beggar issues. Stronger deterrents for crime offenders. Street cameras, stronger security presence and more night patrols."

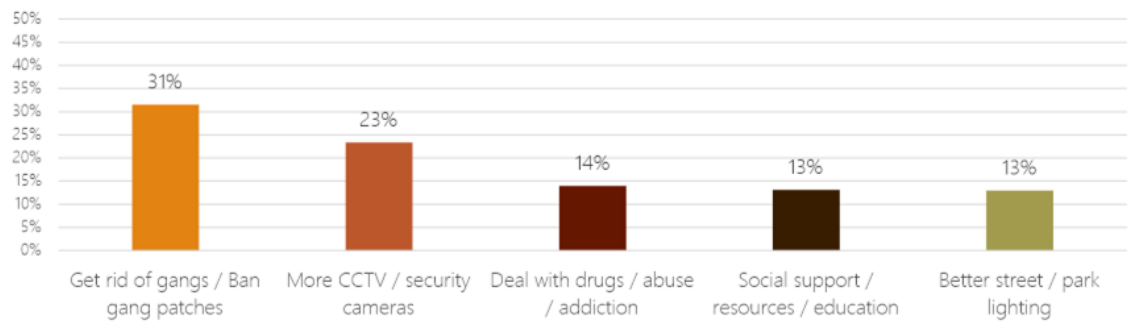
SIL Research | 16

n=502. 'NO ANSWER' EXCLUDED FROM ANALYSIS. OPEN-ENDED COMMENTS SORTED INTO CATEGORIES. TOTALS MAY EXCEED 100% DUE TO MULTIPLE RESPONSES FOR EACH RESPONDENT.

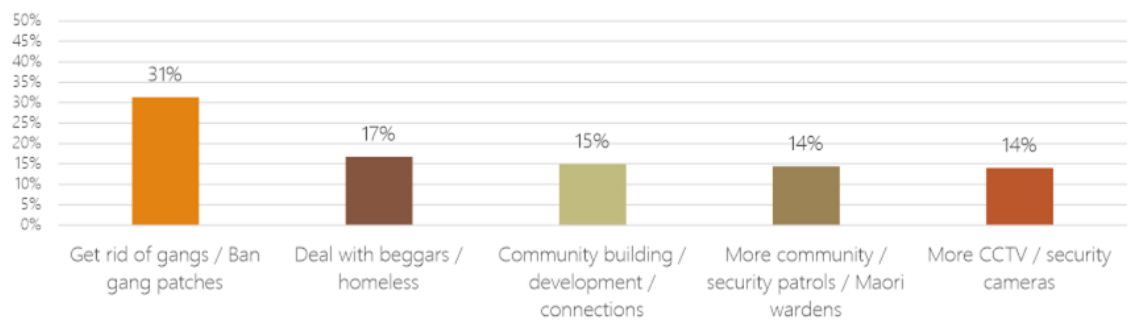
POTENTIAL IMPROVEMENTS

Top 5 by age

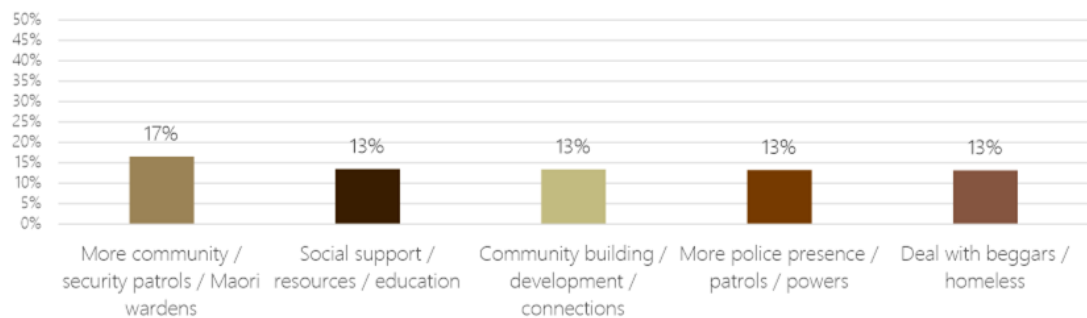
Aged 18-39 years



Aged 40-64 years



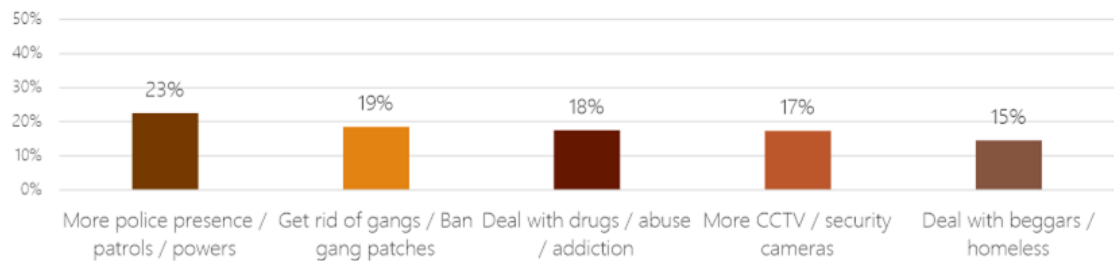
Aged 65+ years



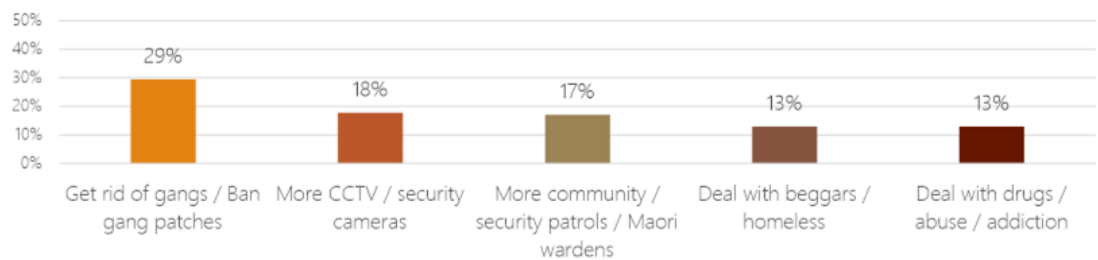
POTENTIAL IMPROVEMENTS

Top 5 by ward

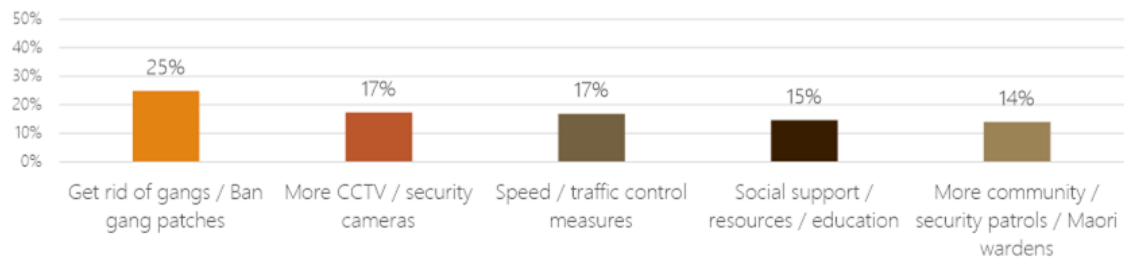
Ahuriri ward



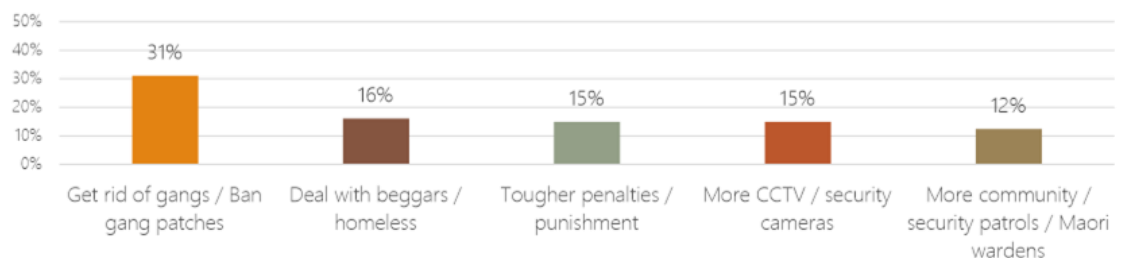
Onekawa-Tamatea ward



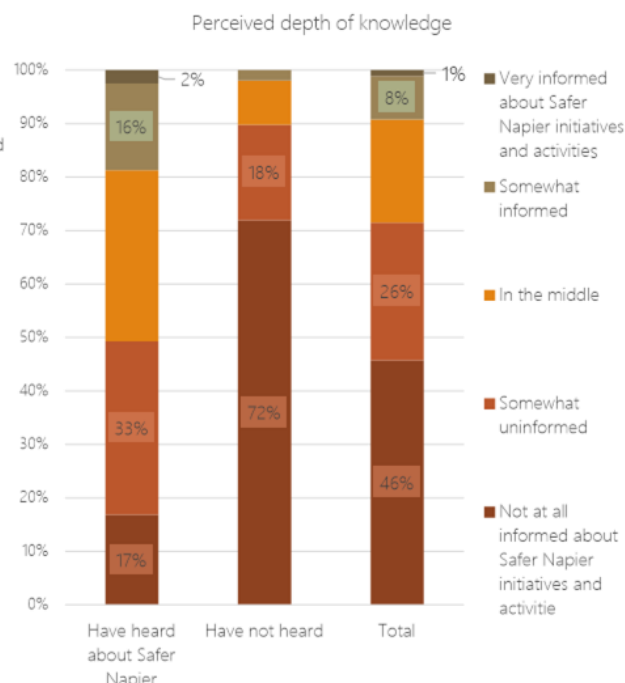
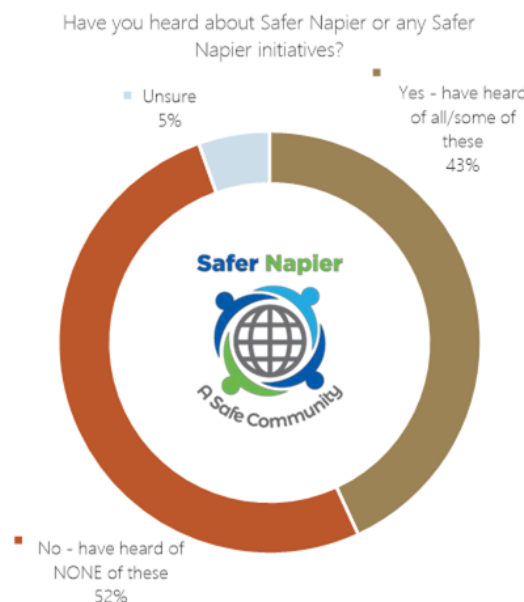
Nelson Park ward



Taradale ward

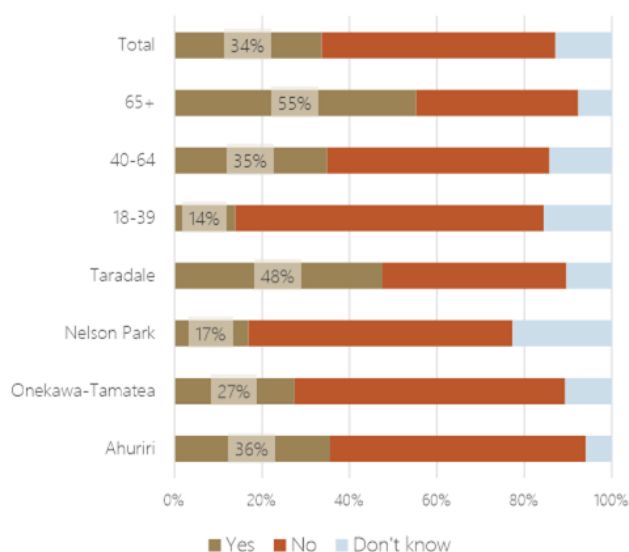


SAFER NAPIER



- Overall, 43% of residents said they had heard about Safer Napier or Safer Napier initiatives.
- Older residents (aged 65 and over) were more likely to say they were aware of Safer Napier; the level of awareness decreased linearly with age.
- Depth of knowledge about Safer Napier was low. Of those who had heard of Safer Napier, just 19% felt 'somewhat' or 'very informed' about this programme. Only 2% were 'very informed'.
- One-third (34%) of residents reported belonging to an existing Napier Neighbourhood Support group. Membership was higher in Taradale (48%), whereas just 17% of Nelson Park residents stated being part of a support group.
- Younger residents (aged 18-39) who felt least safe in Napier were significantly less likely to be part of an existing Neighbourhood Support group.

Is your household part of an existing Napier Neighbourhood Support group?



Have heard about Safer Napier	
Age*	
18-39	34%
40-64	45%
65+	51%
Ward	
Ahuriri	36%
Onekawa-Tamatea	45%
Nelson Park	41%
Taradale	48%

SIL Research | 19

n=597. *DIFFERENCES WERE FOUND TO BE SIGNIFICANT.





Disclaimer: This report was prepared by SIL Research for the Napier City Council. The views presented in the report do not necessarily represent the views of SIL Research or the Napier City Council. The information in this report is accurate to the best of the knowledge and belief of SIL Research. While SIL Research has exercised all reasonable skill and care in the preparation of information in this report, SIL Research accepts no liability in contract, tort, or otherwise for any loss, damage, injury or expense, whether direct, indirect, or consequential, arising out of the provision of information in this report.

CONTENTS

4.

EXECUTIVE SUMMARY

5.

METHODOLOGY

7.

FREQUENCY OF VISITS

8.

MAKEUP OF FACILITY USERS

11.

FIT FOR PURPOSE

12.

OVERALL COMFORT

13.

FACILITIES OVERALL

14.

GENERAL ENVIRONMENT

15.

SWIMMING POOLS

16.

ACTIVITIES AND OTHER
FEATURES

17.

OVERALL SATISFACTION

19.

IMPORTANCE

20.

POTENTIAL IMPROVEMENTS

EXECUTIVE SUMMARY

The purpose of this research was to provide customer and resident insights into Napier's aquatic facilities and service provision, including both Napier Aquatic Centre (Onekawa) and Ocean Spa (Marine Parade).

Research was conducted between 25 February and 7 March 2021. A total of n=400 surveys were used in the final analysis.

The main findings were as follows:

- Overall, usage patterns and the main purpose of customers' visits varied between facilities. Napier Aquatic Centre was visited more frequently than Ocean Spa overall (partly due to availability of regular lessons/classes at Napier Aquatic Centre).
- Customers were most likely to use either facility for leisure activities, although more so at Ocean Spa (81%) than Napier Aquatic Centre (71%). 64% of Napier Aquatic Centre customers used this facility for a health and fitness activity (49% at Ocean Spa).
- 74% of Napier Aquatic Centre and 79% of Ocean Spa customers agreed the facility met their needs on their most recent visit.
- Overall, customers felt moderately comfortable when visiting Napier's aquatic facilities (53% Napier Aquatic Centre and 64% Ocean Spa).
- Customers were also moderately satisfied overall. 4-in-10 customers (44%) were 'somewhat' to 'very satisfied' with Napier Aquatic Centre (on average 5.94 out of 10). And around two-thirds of customers (65%) were satisfied with Ocean Spa (on average 6.80 out of 10).
- On average, Napier Aquatic Centre customers were most satisfied with facilities overall (7.26 out of 10). Other Napier Aquatic Centre factors, such as environment in general (6.50), swimming pools (6.53) and other features (6.26), received ratings, on average, around 6 (in the middle on a scale between 1 and 10).
- The top-rated attributes for Napier Aquatic Centre were car parking (8.18), accessibility (7.68), customer services and helpfulness of staff (7.67), and entrance fee (7.58).
- On average, Ocean Spa customers were most satisfied with swimming pools overall (7.03 out of 10), followed by facilities overall (6.91), other features (6.85) and general environment (6.59).
- The top-rated attributes for Ocean Spa were open hours (8.14), air quality (7.94), water temperature (7.68), and accessibility (7.54).
- Customers' three most important attributes for public pools generally were cleanliness and tidiness, water quality, and value for money.
- Overall, suggested improvements were similar between Napier Aquatic Centre and Ocean Spa customers. The top three suggested improvements were 'General improvement, cleaning upgrade', 'More, larger, 50m pools', and 'More, wider range of features, facilities'.
- Overall, attributes related to the swimming pools (especially number of pools) exhibited greater influence potential on overall satisfaction with Napier Aquatic Centre. Customers who were dissatisfied with this facility cited 'Old, rundown, needs upgrading' and 'Too small, overcrowded, more, larger pools needed' as the main reasons for their ratings.
- At the same time, attributes related to general environment (especially tidiness and cleanliness) exhibited greater influence potential on overall satisfaction with Ocean Spa. Price was also a strongly contributing factor, which recorded the lowest satisfaction rating (4.86). Customers who were dissatisfied with Ocean Spa also cited 'Old, rundown, needs upgrading' being the main reason, which was followed by 'Expensive, poor value for money'.

While Napier's aquatic facilities were enjoyed by, and met the needs of, most customers, moderate levels of satisfaction and comfort indicate there is room for improvement. Together, improving pool space and availability, cleanliness and general conditions, staff service, security and affordability can help to increase usage and enhance the customer experience - providing more desirable facilities for the whole community to enjoy.



METHODOLOGY

BACKGROUND AND OBJECTIVES

The Napier City Council (NCC) currently provides and/or operates two aquatic facilities within Napier that cater for both local community and tourism (Napier Aquatic Centre and Ocean Spa). The community's aquatic sporting interests and requirements change over time, and facilities age and wear out. At the same time the demand for aquatic facilities continues to grow.

The purpose of this research was to provide customer and resident insights into Napier's aquatic facilities and service provision.

QUESTIONNAIRE AND PROJECT SPECIFICS

SIL Research, together with NCC, developed a Napier Aquatics Survey. The focus of this survey was to:

- Understand current users' and non-users' perceptions about aquatic facilities in Napier;
- Identify potential improvements;
- Inform on potential solutions for refreshing Ocean Spa pools and assist with future planning for the Napier Aquatic Centre.

DATA COLLECTION

Research was conducted between 25 February and 7 March 2021. An initial survey design was focused on face-to-face (on site) surveys for current swimming pool users and online data collection methods for non-users. On 28 February, the national Alert Level increased to

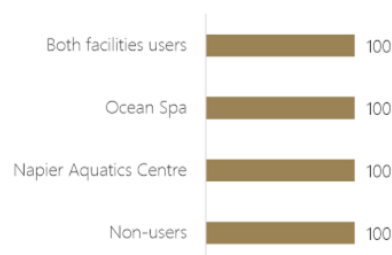
Level 3 in Auckland and Level 2 for the rest of New Zealand following the new cases of COVID-19 community transmission. Although both aquatics facilities remained open, certain Government recommendations and limitations were in place reducing the effective number of customers.

Furthermore, preliminary results revealed an additional group of interest – customers who have used *both* aquatic facilities in Napier.

Therefore, the updated survey design included a fixed number of random responses within four segments: Non-users, Napier Aquatics Centre users only, Ocean Spa users only, and both Napier Aquatics Centre and Ocean Spa users.

As the actual (representative) proportion of the population in each segment cannot easily be known, the sample was specifically designed to ensure a robust number of respondents in each group for analysis and reporting purposes.

Figure 1 Four groups of respondents (sample count)



The period of interest to determine users vs. non-users was the last three years.

A mixed-methods data collection approach included: (1) On site surveys; (2) Social media (available via SIL Research social media platforms, such as Facebook, and Council's Facebook page), and (3) Telephone surveys.

A total of n=400 surveys were used in the final analysis. The total sample of users for each facility was n=200 (used only one facility n=100 and used both facilities n=100).

DATA ANALYSIS AND QUALITY CONTROL

SIL Research ensured quality control during the fieldwork period and data analysis.

During the analysis stage of this report, Chi-square and ANOVA tests were used when comparing group results. The threshold for reporting any statistically significant differences was a p-value of 0.05 (corresponding to a confidence level of 95%). Where differences were outside this threshold (less than 95%), no

comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to NCC.

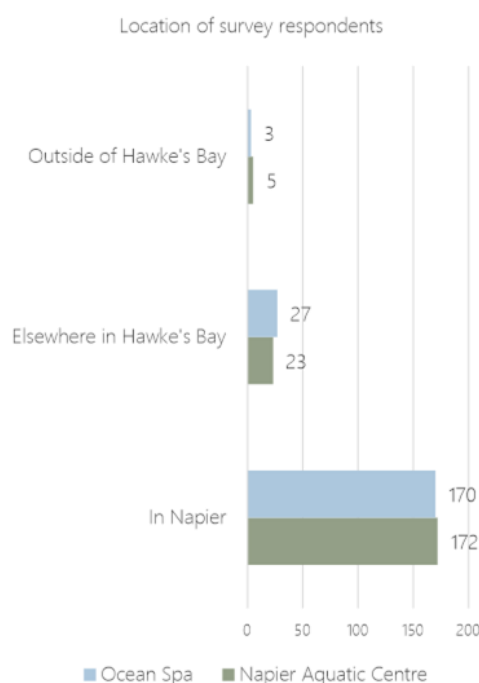
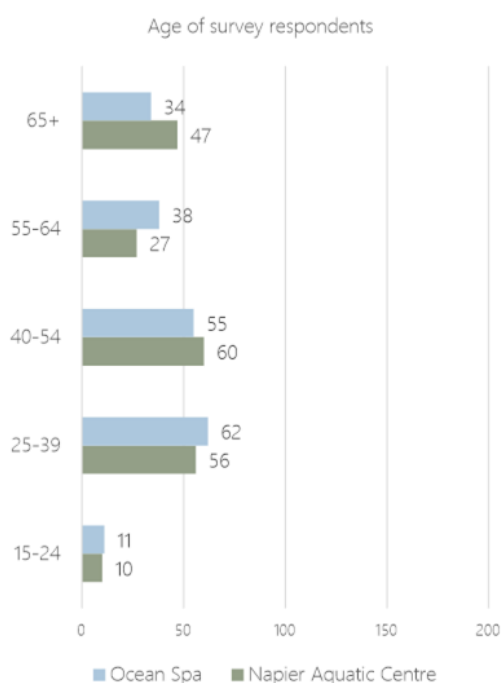
The survey was open to customers of all age groups. Survey participation of children aged 14 years or under was subject to parent's or caregiver's consent.

NOTES ON REPORTING

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results, not rounded values.

All open-ended comments were categorised. Totals may exceed 100% owing to multiple topics identified in each comment.

The terms 'User' (or 'Customer') and 'Non-user' have been used to represent respondents who participated in the survey.



IMPACT OF VISIT FREQUENCY ON SATISFACTION

Throughout the survey, certain attributes exhibited stronger relationship with the customers' visiting frequency. Although, the survey itself cannot confirm or disprove any cause-and-effect relationships, this information can still indicate possible areas for improvement – both to retain existing frequent customers, and to encourage greater use by infrequent customers.

Napier Aquatic Centre

Who are frequent (from daily to weekly visits) and non-frequent (from monthly to rare visits) users:

	Frequent 47%	Non-frequent 53%
15-24 years	4%	5%
25-39 years	22%	34%
40-54 years	26%	35%
55-64 years	14%	13%
65+ years	34%	14%
Supervisor	25%	31%
Personal use	51%	19%
Both	24%	50%
Leisure	36%	100%
Health and fitness	93%	41%
Physical literacy	19%	4%
Sport development	16%	13%

Largest (and significant) differences:

Non-frequent users were less likely to be satisfied or comfortable with the facility overall.

Frequent users were more satisfied with swimming lessons (more likely to attend classes) and security and safety.

Non-frequent users were less satisfied with aspects of the facility's environment, including hot pools, lane availability, air quality/temperature, size and number of pools, shades and sitting areas, and water temperature.

Non-frequent users also cited the facility being 'Old, rundown, needs upgrading', 'Too small, overcrowded, more, larger pools needed', 'Additional features, services desired' as their reasons for lower satisfaction with the facility.

- Overall, pool space/lane availability, improved conditions and greater sense of security could increase visit frequency.

Ocean Spa

Who are frequent (from daily to weekly visits) and non-frequent (from monthly to rare visits) users:

	Frequent 18%	Non-frequent 82%
15-24 years	3%	5%
25-39 years	22%	33%
40-54 years	14%	31%
55-64 years	39%	15%
65+ years	22%	16%
Supervisor	3%	12%
Personal use	74%	30%
Both	24%	59%
Leisure	27%	93%
Health and fitness	121%	33%
Physical literacy	3%	1%
Sport development	3%	2%

Largest (and significant) differences:

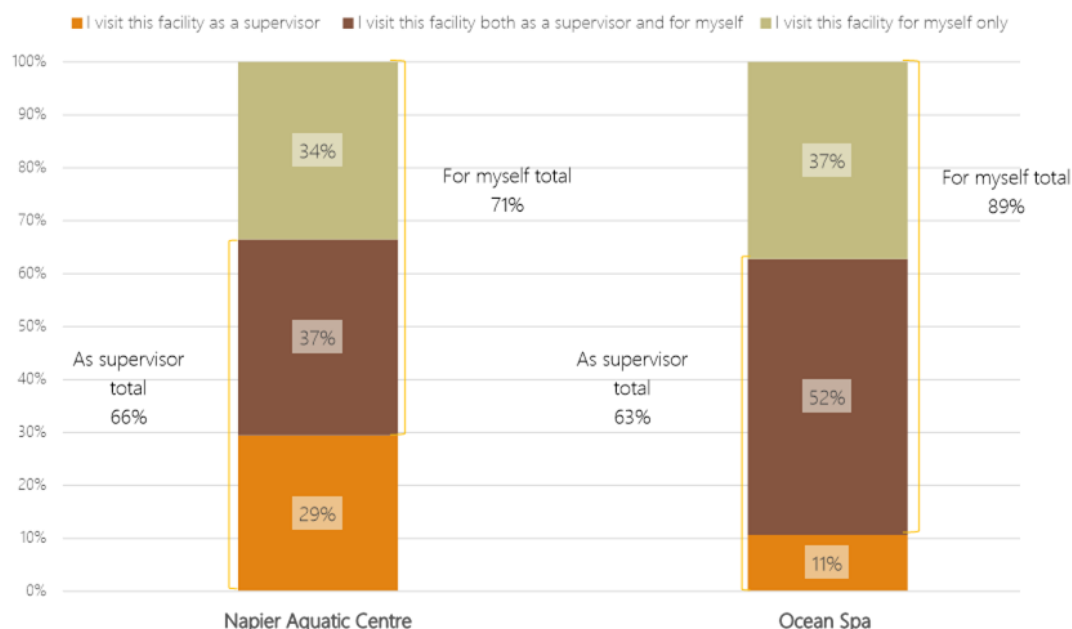
Although having similar satisfaction overall, non-frequent users were less likely to be satisfied with the facility's entrance fee.

Non-frequent users also cited this facility being 'Old, rundown, needs upgrading', 'Dirty, unclean', 'Expensive, poor value for money', 'Additional features, services desired' as their reasons for lower satisfaction with the facility.

- Overall, greater affordability and general cleanliness/conditions could increase visit frequency.

MAKEUP OF FACILITY USERS

The purpose of visits



	Visit Napier Aquatic Centre only	Visit both		Visit Ocean Spa only	Visit both
Supervisor only	27%	32%	Supervisor only	11%	11%
Both	28%	46%	Both	43%	62%
Personal use only	46%	21%	Personal use only	47%	28%

- Visiting patterns varied between the two aquatics facilities in Napier.
- While customers of both facilities were equally likely to visit as supervisors overall, Ocean Spa customers were more likely to visit for their personal use (89% in total).
- This is because Ocean Spa (Marine Parade) customers were more likely to visit this facility for both supervising and personal use (52%), but fewer as supervisors only (11%) – while purpose of visit was more evenly split for Napier Aquatic Centre customers.
- Customers who reported using both facilities in the past three years were more likely to visit Napier Aquatic Centre (46%) and Ocean Spa (62%) as both supervisors and for personal use.
- Younger customers (aged 15-24) and older customers (aged 55+) were more likely to visit Napier Aquatics Centre and Ocean Spa for themselves. Whereas customers aged between 25 and 39 were more likely to visit both for themselves and as supervisors. Customers aged 40-54 were more likely to visit Napier Aquatic Centre as supervisors only, but at Ocean Spa for both purposes.

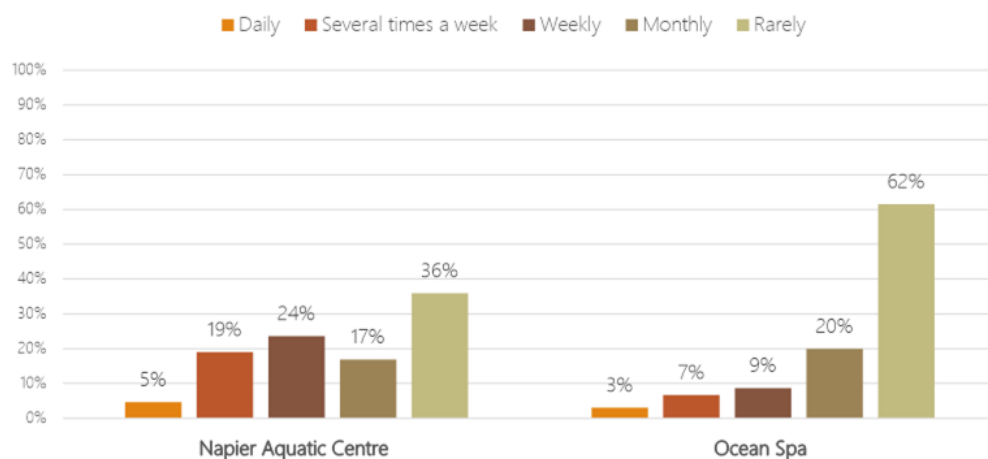
		15-24	25-39	40-54	55-64	65+
NAPIER AQUATICS CENTRE	I visit this facility as a supervisor	30%	29%	49%	12%	15%
	I visit this facility for myself only	40%	11%	10%	62%	74%
	I visit this facility both as a supervisor and for myself	30%	61%	41%	27%	11%
OCEAN SPA	I visit this facility as a supervisor	0%	10%	18%	6%	9%
	I visit this facility for myself only	56%	23%	20%	60%	61%
	I visit this facility both as a supervisor and for myself	44%	67%	62%	34%	30%

SIL Research | 8

n=197 (NAC) and n=188 (OS). Differences between age groups were found to be significant.

MAKEUP OF FACILITY USERS

Visit frequency



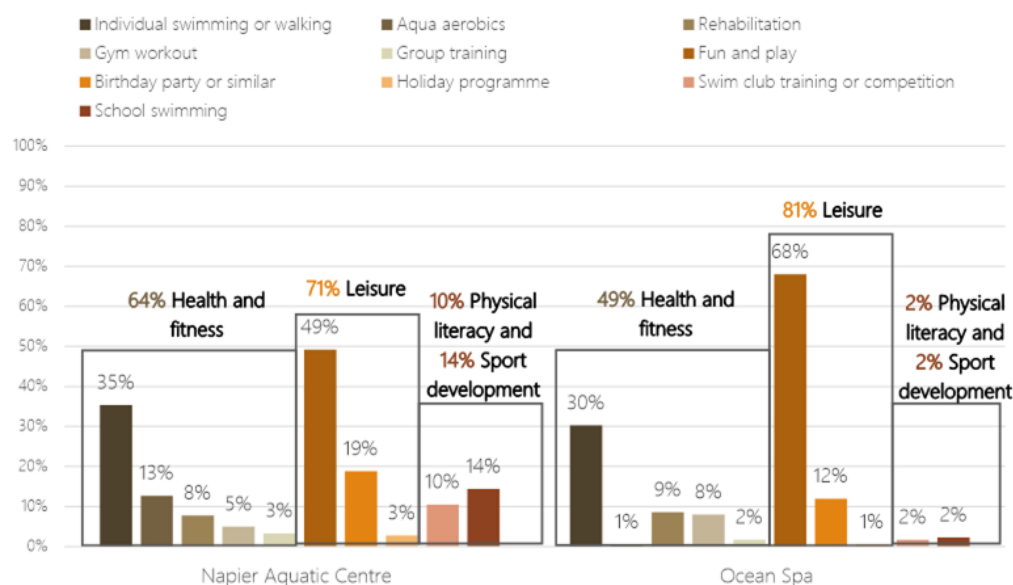
	Visit Napier Aquatic Centre only	Visit both		Visit Ocean Spa only	Visit both
Daily	5%	4%	Daily	5%	1%
Several times a week	30%	7%	Several times a week	11%	2%
Weekly	26%	21%	Weekly	10%	7%
Monthly	15%	19%	Monthly	20%	20%
Rarely	23%	49%	Rarely	54%	70%

- Napier Aquatic Centre was visited more frequently than Ocean Spa overall (partly due to availability of regular lessons/classes at Napier Aquatic Centre). Just under half of customers (47%) reported visiting Napier Aquatic Centre at least once a week.
- 62% of Ocean Spa customers reported visiting this facility rarely (e.g. couple of times a year).
- Older customers (55+) were more likely to visit Napier Aquatic Centre frequently.
- Customers who visited both facilities tended to use each facility less frequently (i.e. more casually) than those who visited only one facility. In contrast, single-location users were more regular or consistent (and less casual) in their visiting behaviour, especially at Napier Aquatic Centre.

		15-24	25-39	40-54	55-64	65+
NAPIER AQUATICS CENTRE	Daily	11%	2%	3%	8%	7%
	Several times a week	0%	4%	17%	27%	40%
	Weekly	33%	31%	20%	15%	22%
	Monthly	33%	29%	7%	23%	9%
	Rarely	22%	35%	53%	27%	22%
OCEAN SPA	Daily	0%	0%	2%	8%	6%
	Several times a week	0%	2%	4%	18%	9%
	Weekly	11%	11%	4%	11%	9%
	Monthly	11%	23%	20%	16%	21%
	Rarely	78%	64%	70%	47%	55%

MAKEUP OF FACILITY USERS

Type of activity (most recent visit)



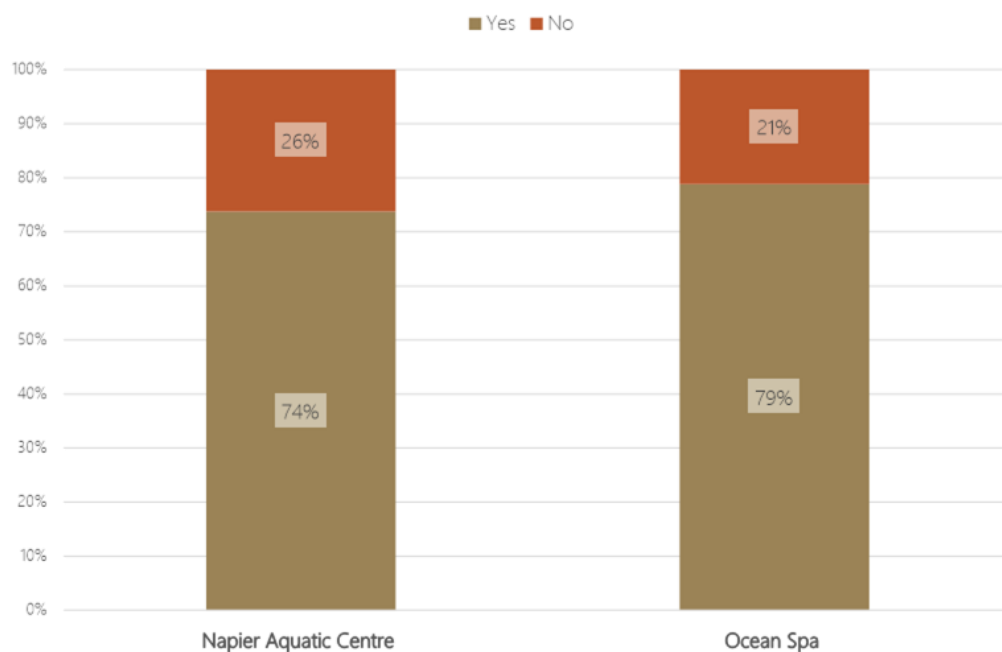
	Visit Napier Aquatics Centre only	Visit both		Visit Ocean Spa only	Visit both
Health and fitness	75%	54%	Health and fitness	65%	33%
Leisure	43%	97%	Leisure	66%	95%
Physical literacy	6%	15%	Physical literacy	1%	2%
Sport development	13%	16%	Sport development	2%	2%

- All customers were asked what they had done in the aquatic facility during their most recent visit.
- Prompted types of activity were then aggregated into four main groups: Health and fitness, Leisure, Physical literacy and Sport development.
- Customers were most likely to use either facility for leisure activities, although more so at Ocean Spa (81%) than Napier Aquatic Centre (71%). Those who had visited both facilities were substantially more likely to do so for leisure, reflecting their more casual visiting behaviour.
- 64% of Napier Aquatic Centre customers used this facility for a health and fitness activity. Although individual lane swimming and water walking was similarly represented by Napier Aquatic Centre and Ocean Spa customers, the Aquatic Centre was most likely to be used for aqua aerobics (availability of programmes such as Aqua max or group fitness).
- Napier Aquatic Centre was also used for physical literacy (10%) and Sport development (14%) by providing club training, school swimming and other programmes.
- Around 12% of customers provided 'Other' open-ended comments. Comments provided by Napier Aquatic Centre customers referred to swimming and training, whereas comments from Ocean Spa customers were mostly leisure focused (e.g. spa, sauna, relaxing, coffee).

n=181 (NAC) and **n=175** (OS). Total exceeds 100% owing to multiple responses for each respondent. NOTE: type of activity reflects willingness and ability of respondents to participate in the survey; older people were more likely to take part in the survey than younger people (e.g. swimming lessons, etc.).

FIT FOR PURPOSE

Does the facility meet customer needs



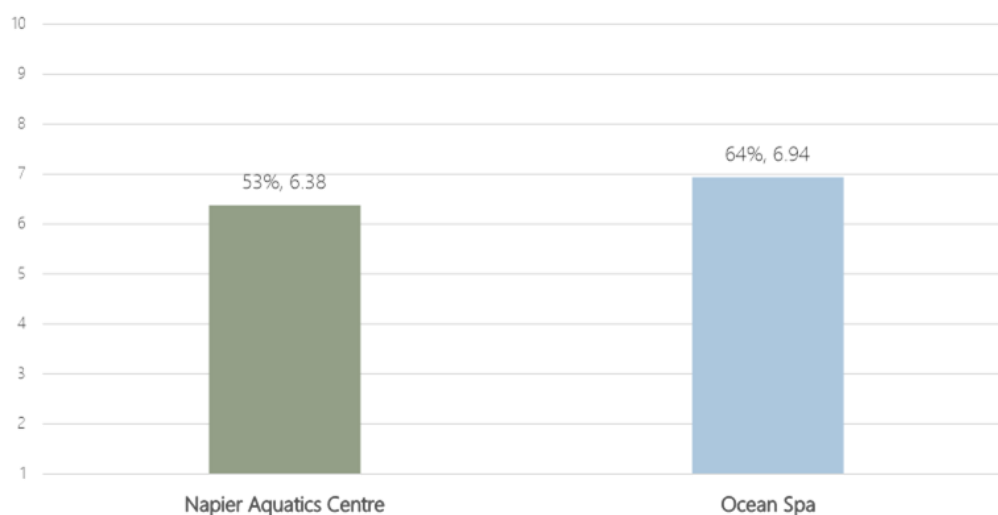
	Visit Napier Aquatics Centre only	Visit both		Visit Ocean Spa only	Visit both
Yes	83%	65%	Yes	82%	76%
No	17%	35%	No	18%	24%

- 74% of Napier Aquatic Centre and 79% of Ocean Spa customers agreed the facility met their needs on their most recent visit. This was especially the case for the (more consistent) single-facility users.
- Customers who reported visiting both swimming pool facilities in Napier were noticeably more likely to disagree that Napier Aquatic Centre met their needs.
- Customers aged 55-64 were less likely to agree Napier Aquatic Centre met their needs, however this result was only marginally significant.
- Napier Aquatic Centre's customers who stated the facility did not meet their needs were significantly less satisfied with lane availability, tidiness and cleanliness, availability for general public swimming, size and number of pools, and comfort overall.
- Ocean Spa customers who stated the facility did not meet their needs were significantly less satisfied with comfort overall, tidiness and cleanliness and lane/space availability.

OVERALL COMFORT

Comfort overall (e.g. feeling welcomed or safe, number and behaviour of other facility users)

Comfort overall, how would you rate the facility

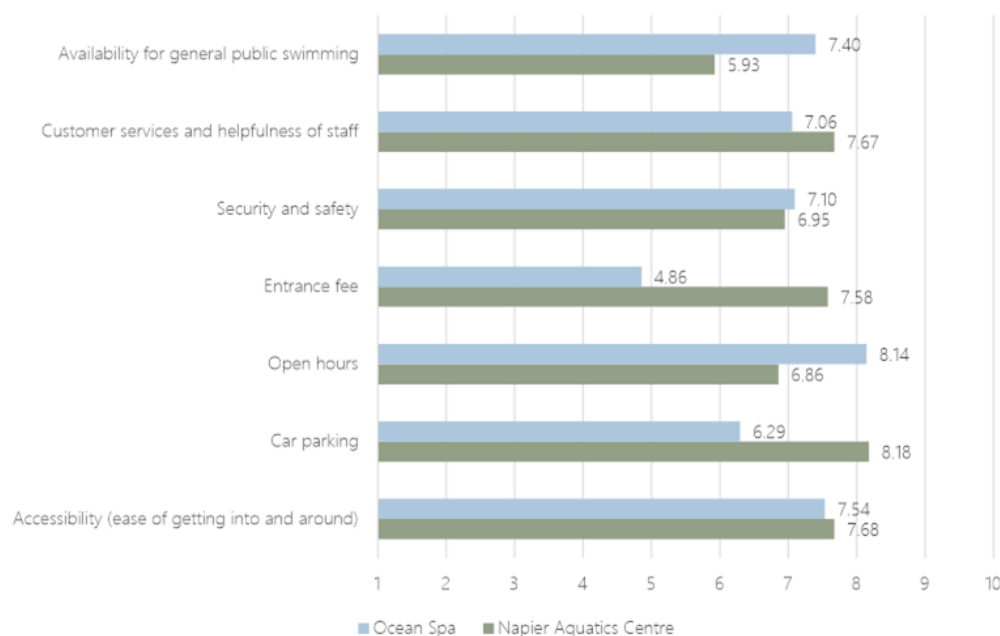


	Visit Napier Aquatics Centre only	Visit both		Visit Ocean Spa only	Visit both
Comfort overall	7.06	5.70	Comfort overall	6.90	6.98
<ul style="list-style-type: none"> Overall, customers felt moderately comfortable when visiting Napier's aquatic facilities. Almost two-thirds of Ocean Spa customers (64%) rated overall comfort of this facility positively (on average, 6.94 out of 10). At the same time, around half of Napier Aquatic Centre customers (53%) felt the same way (on average, 6.38 out of 10). Significant differences were observed between customers who reported visiting Napier Aquatic Centre only (comfort rating 7.06) and visiting both facilities (comfort rating 5.70). That is, the perceived comfort of Napier Aquatic Centre was lower amongst customers who had visited both facilities compared to those who had only visited this facility. 			<ul style="list-style-type: none"> Older customers (65+) were the most comfortable with the Napier Aquatic Centre overall (7.66). Customers aged between 25 and 54 (i.e. more likely to be supervising younger swimmers) were least comfortable here. Perceived comfort of Napier Aquatic Centre correlated with the frequency of visits and type of activity. Customers who felt overall comfort was poor were less likely to visit this facility frequently. Greater perceived comfort was associated with lane swimming, aqua aerobics, rehabilitation, gym workout and group training. No significant associations were found amongst Ocean Spa customers. 		

Scale: 1 – very poor and 10 – very good; aggregated positive percentages represent 7-10 ratings

FACILITIES OVERALL

Statements relevant to the facility overall

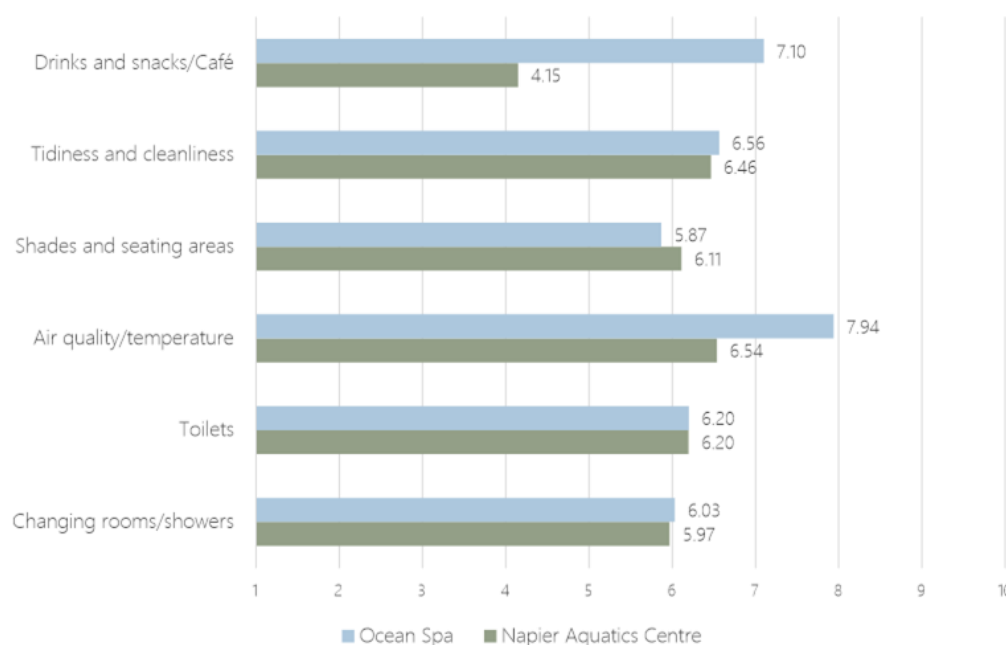


Total average score	Visit Napier Aquatics Centre only	Visit both	Total average score	Visit Ocean Spa only	Visit both
7.26			6.91		
Facilities average score	7.69	6.83	Facilities average score	7.08	6.73
<ul style="list-style-type: none"> On average, customers were 'somewhat satisfied' with Napier Aquatic Centre (7.26 out of 10) and Ocean Spa (6.91) in terms of facilities overall. Car parking was the top-rated attribute for Napier Aquatic Centre (8.18), and Open hours was the top-rated attribute for Ocean Spa (8.14). Accessibility and Security & safety were two attributes rated similar between the facilities. Ocean Spa customers were the least satisfied with the Entrance fee (4.86), which was the main reason for the lower overall average score for this facility. 			<ul style="list-style-type: none"> At the same time, Napier Aquatic Centre customers were least satisfied with this facility's availability for general public (5.93). Customers who attended Napier Aquatic Centre for School swimming and Birthday parties were less satisfied with Security and safety of this facility. Availability of Napier Aquatic Centre could also be attributed to frequency of customer visits; more casual (less frequent) customers were less likely to be satisfied with its availability. Ocean Spa customers from outside of Napier (7.42) were more likely to be satisfied with facilities overall, compared to local customers (6.77). Entrance fee was a contributing factor to Ocean Spa visiting frequency; customers who visited this facility less frequently were less likely to be satisfied with its price. 		

Scale: 1 – totally dissatisfied and 10 – very satisfied; 'Not applicable' removed from the mean analysis

GENERAL ENVIRONMENT

Statements relevant to the general environment overall

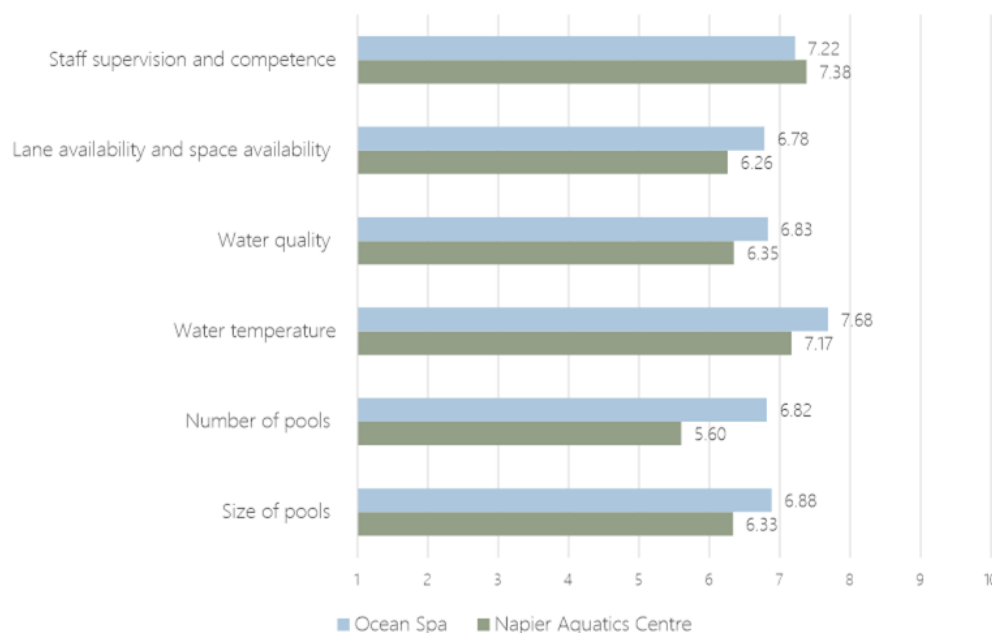


Total average score	Visit Napier Aquatics Centre only	Visit both	Total average score	Visit Ocean Spa only	Visit both
6.50			6.59		
Environment average score	6.89	6.12	Environment average score	6.55	6.63
<ul style="list-style-type: none"> On average, the general environment of facilities was rated similarly between Napier Aquatic Centre (6.50) and Ocean Spa (6.59). All but one environmental attribute for Napier Aquatic Centre received ratings around 6 (in the middle on a scale between 1 and 10). Only Drinks and snacks received a lower rating (4.15) here. However, this facility does not generally provide food for purchase, and only a limited number of customers provided a rating. Ocean Spa's open-air facility resulted in a higher average rating for Air quality/temperature (7.94). Ocean Spa also includes a Café as a connected venue, which received a good average score (7.10). Older customers (aged 65+) were the most satisfied with Napier Aquatic Centre's environment, whereas customers aged between 40-54 were the least satisfied. Napier Aquatic Centre's Air quality/temperature and Shades and seating areas could be attributed to visitor frequency; customers who visited this facility less frequently were less likely to be satisfied with these attributes. 					

Scale: 1 – totally dissatisfied and 10 – very satisfied; 'Not applicable' removed from the mean analysis

SWIMMING POOLS

Statements relevant to the swimming pools

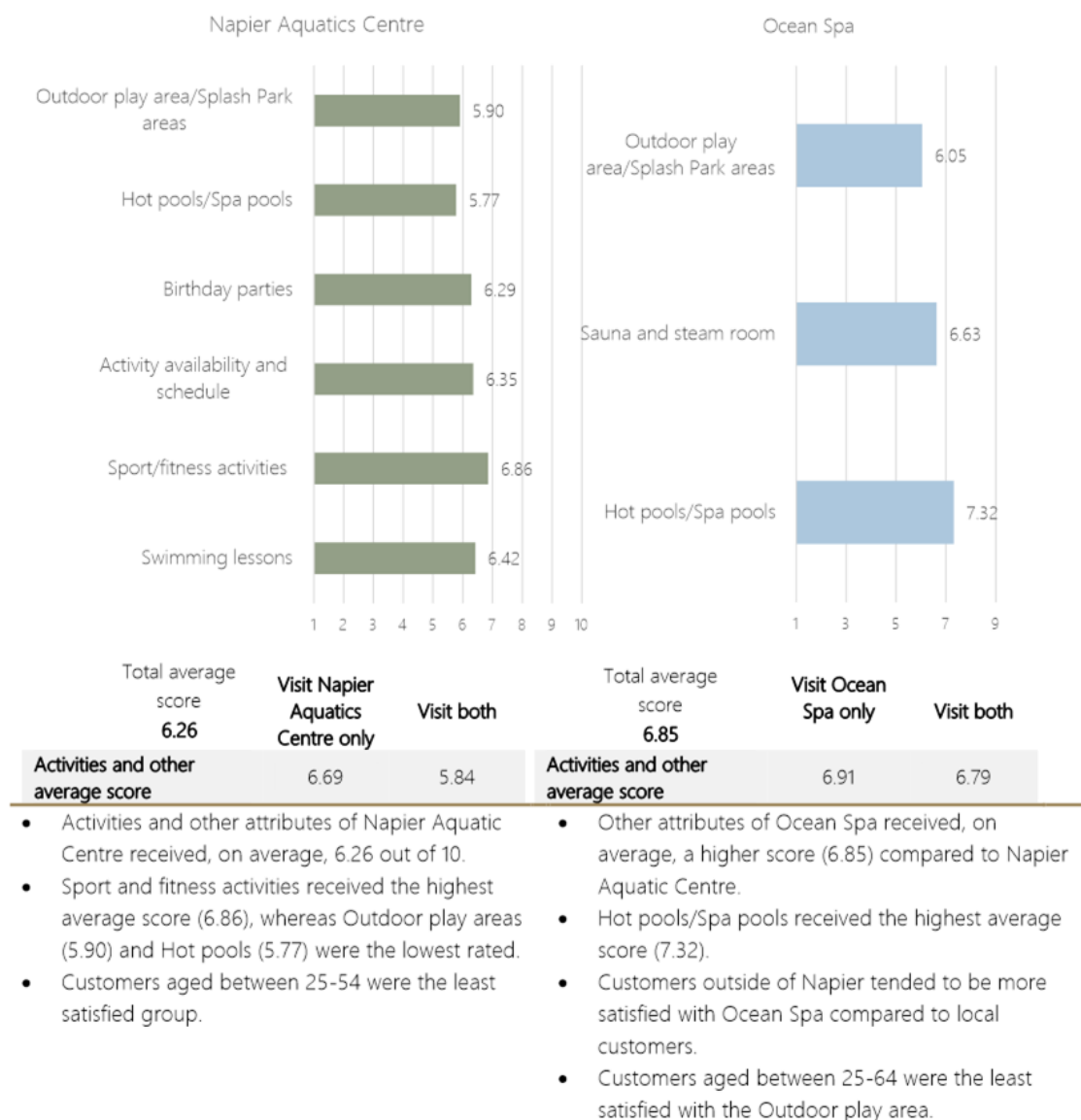


	Total average score 6.53	Visit Napier Aquatics Centre only	Visit both	Total average score 7.03	Visit Ocean Spa only	Visit both
Pools average score		7.09	5.99	Pools average score	7.16	6.90
<ul style="list-style-type: none"> Statements in relation to swimming pools, on average, received higher ratings for Ocean Spa (7.03) than Napier Aquatic Centre (6.53). Staff supervision and competence and Water temperature were the two top-rated attributes for both facilities. Number of pools in Napier Aquatic Centre was the lowest rated attribute (5.60). Older customers (aged 65+) were the most satisfied group of customers between both facilities. Satisfaction with Napier Aquatic Centre's Lane availability, size and number of pools, and water temperature correlated with customers' frequency of visits; less frequent customers were less likely to be satisfied with these attributes. 						

Scale: 1 – totally dissatisfied and 10 – very satisfied; 'Not applicable' removed from the mean analysis

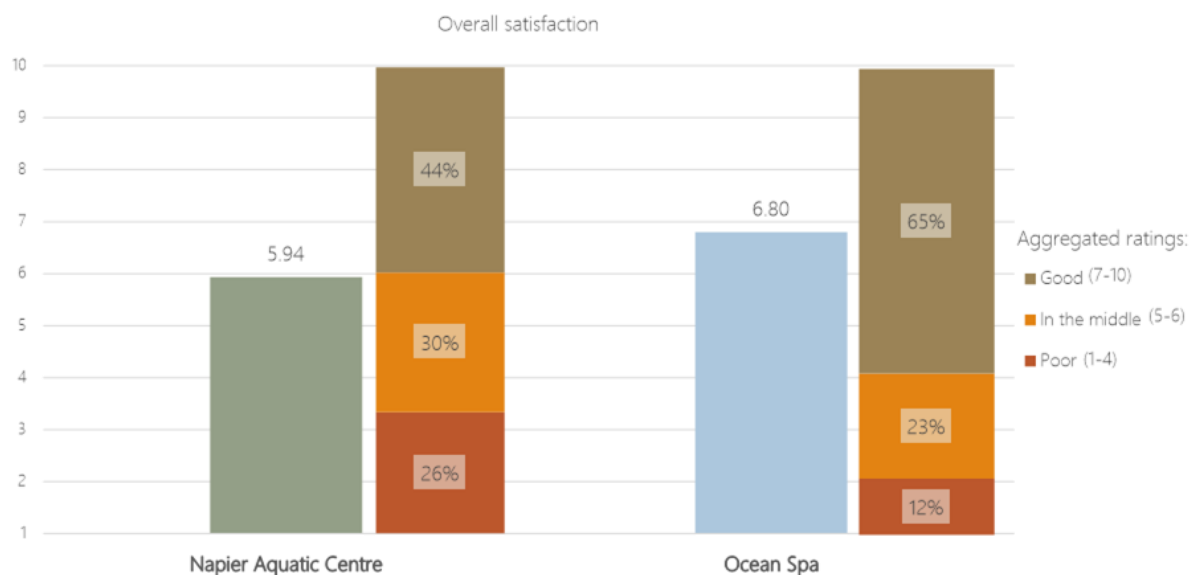
ACTIVITIES AND OTHER FEATURES

Statements relevant to the activities and other features (specific attributes for each facility)



Scale: 1 – totally dissatisfied and 10 – very satisfied; 'Not applicable' removed from the mean analysis

OVERALL SATISFACTION

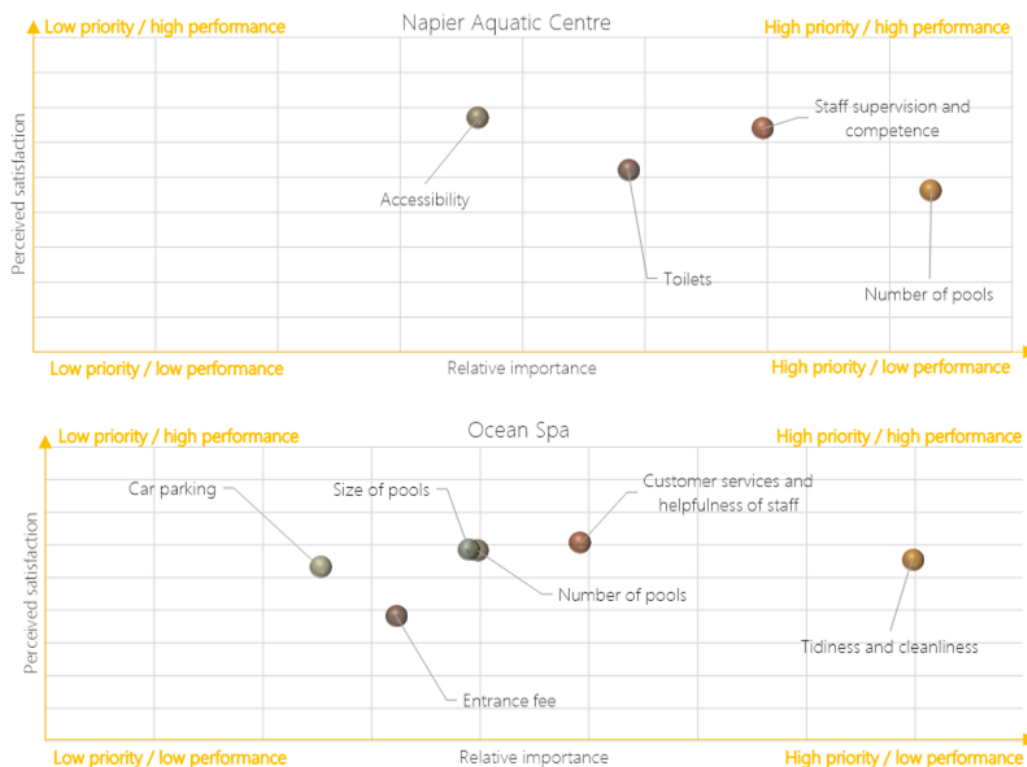


	Visit Napier Aquatics Centre only	Visit both		Visit Ocean Spa only	Visit both
Overall average score	6.48	5.39	Overall average score	6.94	6.66
<ul style="list-style-type: none"> Overall, customers were moderately satisfied with Napier's aquatic facilities. 4-in-10 customers (44%) were 'somewhat' to 'very satisfied' with Napier Aquatic Centre (on average 5.94 out of 10). Around two-thirds of customers (65%) were satisfied with Ocean Spa (on average 6.80 out of 10). Overall satisfaction with Ocean Spa was similar between customers who visited this facility only or both Ocean Spa and Napier Aquatic Centre. At the same time, satisfaction with Napier Aquatic Centre differed noticeably between customers who visited this facility only or both facilities. 					
<ul style="list-style-type: none"> Older customers (aged 65+) and customers aged between 15-17 were the most satisfied group of customers between both facilities. Customers aged between 25 and 54 were the least satisfied group. Customers from outside of Napier were, on average, more satisfied with Ocean Spa compared to customers from Napier. Overall satisfaction with Napier Aquatic Centre was higher amongst more frequent customers. However, there was no significant correlation between overall satisfaction and visiting frequency for Ocean Spa. 					

Scale: 1 – very poor and 10 – very good

OVERALL SATISFACTION

Perceptual mapping

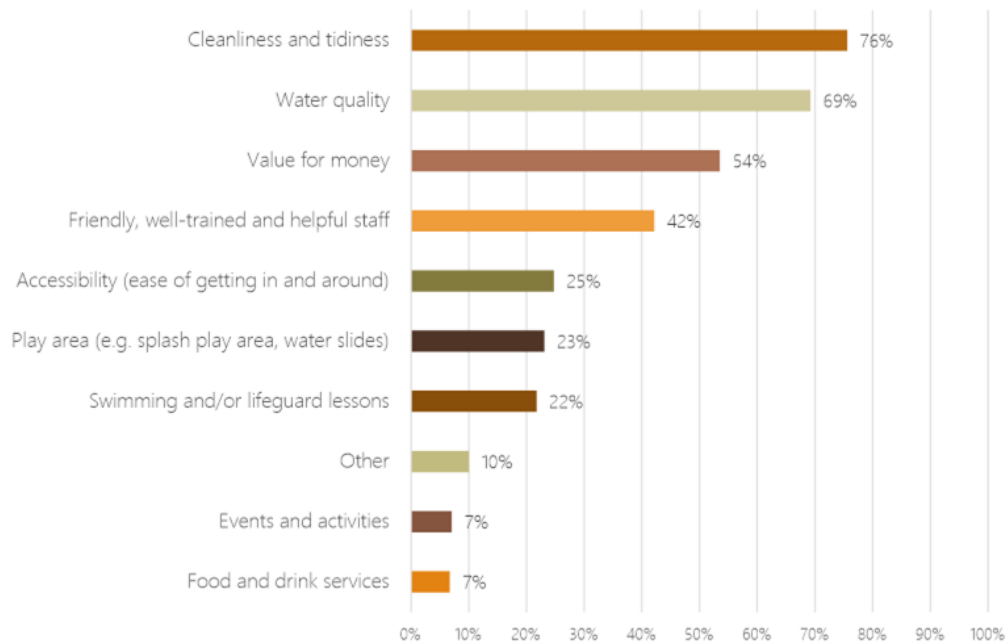


- Overall, attributes related to the swimming pools exhibited greater influence potential on overall satisfaction with Napier Aquatic Centre.
- Two attributes specifically (Number of pools and Staff supervision and competence) showed stronger influence on the performance ratings. Actions to address any negative impact or to gain positive traction in these areas is likely to influence customers' ratings of overall performance; Number of pools represented the greatest improvement potential due to lower, on average, satisfaction ratings.
- At the same time, attributes related to general environment exhibited greater influence potential on overall satisfaction with Ocean Spa.
- Tidiness and cleanliness and Customer services were the two attributes with strongest influence on the performance ratings; Tidiness and cleanliness represented the greatest improvement potential due to lower, on average, satisfaction ratings

To present performance and prioritisation data in a meaningful and visual format, a perceptual map was used to illustrate the interplay of relative importance and perceived satisfaction. Relative importance is based on the results of a regression analysis used to determine which attributes influence aquatics' facilities overall performance rating. Only attributes with a significance level of 95% or higher are shown.

IMPORTANCE OF AQUATIC FACILITY ATTRIBUTES

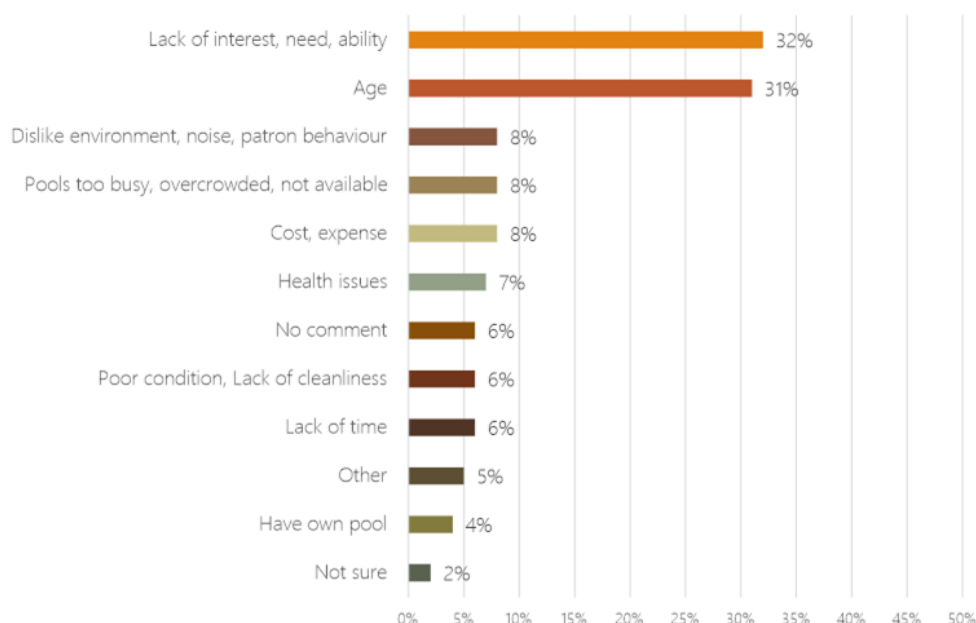
Most important attributes of swimming pools



- All customers were asked what the most important aspects of a public aquatic facility were for them.
- Cleanliness and tidiness was by far the most important attribute; 76% of all customers reported this attribute being important for them (71% for Napier Aquatic Centre and 80% for Ocean Spa).
- Water quality (69%) and Value for money (54%) were also important factors.
- Generally, perceived importance of attributes was similar between the two aquatic facilities.
- Water quality was, on average, more important for older customers (aged 55+).
- Value for money showed slightly greater importance amongst customers aged 25-39.
- Although Cleanliness/tidiness and Water quality were still the most important attributes, less frequent customers tended to emphasise Value for money more so than more frequent customers.

POTENTIAL IMPROVEMENTS – NON-CUSTOMERS

People who have not used an aquatic facility in Napier in the past three years

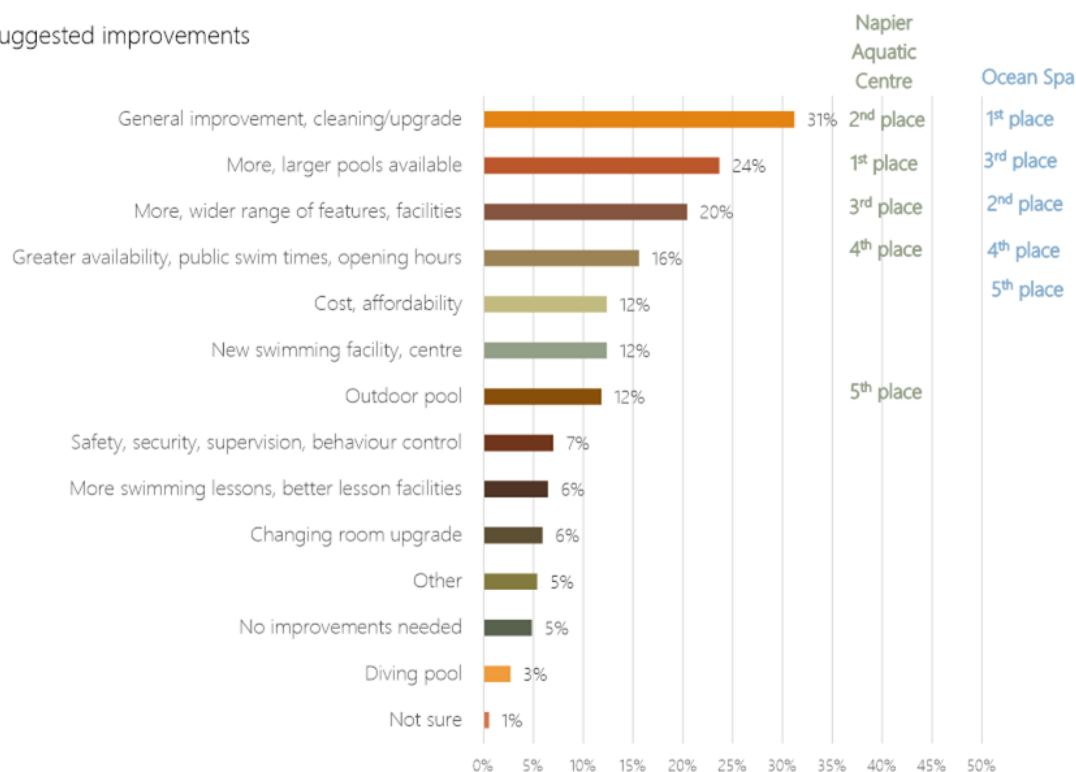


- The reasons behind not visiting a public swimming pool varied by age.
- General lack of interest was the most common reason; this reason was mainly cited by people aged between 25 and 64.
- Older non-users (aged 65+) stated their age was the main reason they had not used a public swimming pool in the past three years.
- Although some aspects are less able to be changed or improved (e.g. lack of interest, time or age), certain areas could represent an opportunity for development (e.g. availability, pools condition, etc.).
- Additional marketing or promotional campaigns could be used to encourage greater interest, and to increase the perceived relevance of aquatic facilities and activities across all community segments, including older adults.

Top 3 reasons	15-24	Top 3 reasons	25-39	Top 3 reasons	40-54
Dislike environment, noise, patron behaviour	100%	Lack of interest, need, ability	38%	Lack of interest, need, ability	36%
Pools too busy, overcrowded, not available	100%	Dislike environment, noise, patron behaviour	25%	Poor condition, Lack of cleanliness	27%
Cost, expense	100%	Pools too busy, overcrowded, not available	25%	Cost, expense	18%
Top 3 reasons	55-64	Top 3 reasons	65+		
Lack of interest, need, ability	22%	Age	50%		
Lack of time	22%	Lack of interest, need, ability	34%		
Dislike environment, noise, patron behaviour	22%	Health issues	11%		

POTENTIAL IMPROVEMENTS – CUSTOMERS

Suggested improvements

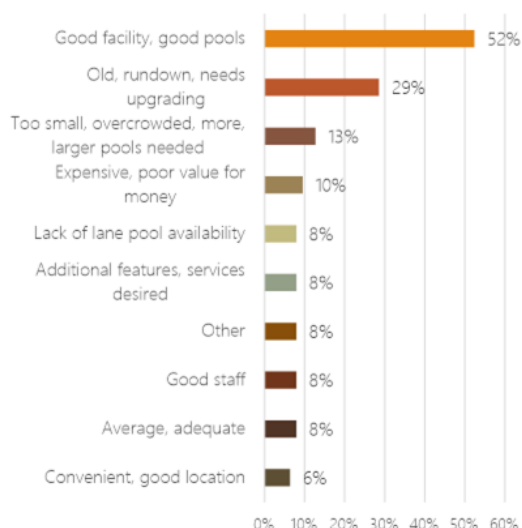


- Overall, suggested improvements were similar between Napier Aquatic Centre and Ocean Spa customers.
- 'More, larger pools available' was the most cited improvement suggested by Napier Aquatic Centre users, followed by 'General improvement, cleaning/upgrade'.
- At the same time, 'General improvement, cleaning/upgrade' was the leading improvement suggested by Ocean Spa customers.
- The 'wider range of features/facilities' suggested by customers included more or improved pools (e.g. wave pools, spas), activities (water slides, lazy river), child-friendly areas (splash pads, play areas) outdoor features (shading, more seating, plantings), and other facilities (café, coffee cart, storage/lockers, disability features).
- Ocean Spa customers ranked 'Cost, affordability' in fifth place, whereas for Napier Aquatic Centre this was an 'Outdoor pool'.

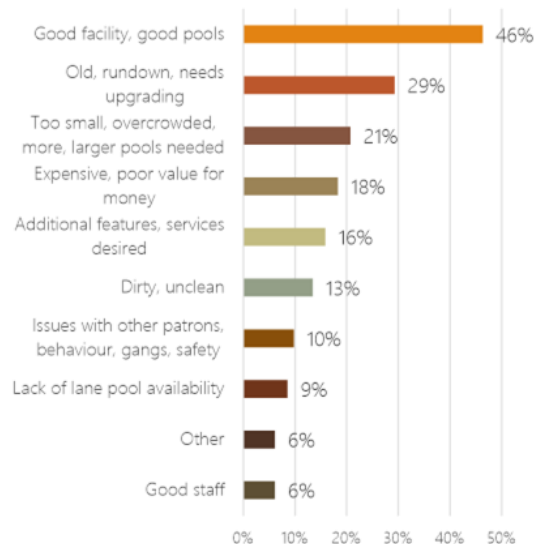
POTENTIAL IMPROVEMENTS

Reasons behind overall satisfaction or dissatisfaction with aquatic facilities

Napier Aquatic Centre - reasons for 7-10 satisfaction ratings

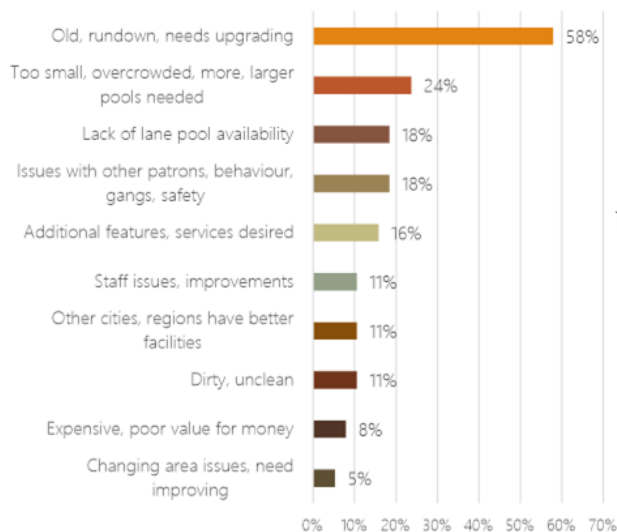


Ocean Spa - reasons for 7-10 satisfaction ratings

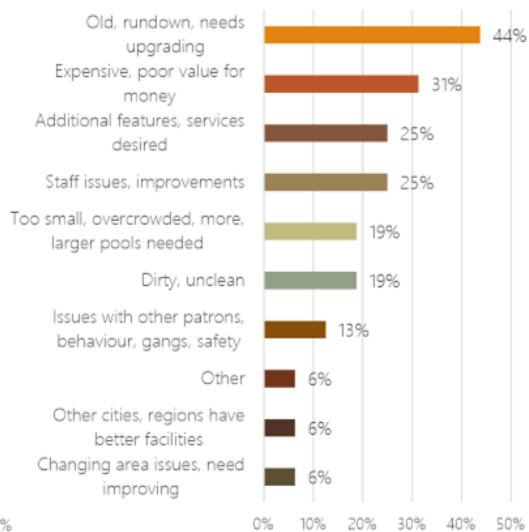


- Overall, 'Good facility, good pools' was the main cited reason for being satisfied with both Napier Aquatic Centre and Ocean Spa.
- Concurrently, an area of greater improvement potential ('Old, rundown, needs upgrading') was not only the leading reason behind lower satisfaction ratings but also was cited in around one-third of all comments (including satisfied customers).
- 'Too small, overcrowded, more/larger pools needed' was the second most cited reason amongst Napier Aquatic Centre customers for lower satisfaction ratings.
- 'Expensive, poor value for money' was the second most cited reason amongst Ocean Spa customers for lower satisfaction ratings.

Napier Aquatic Centre - reasons for 1-4 satisfaction ratings



Ocean Spa - reasons for 1-4 satisfaction ratings

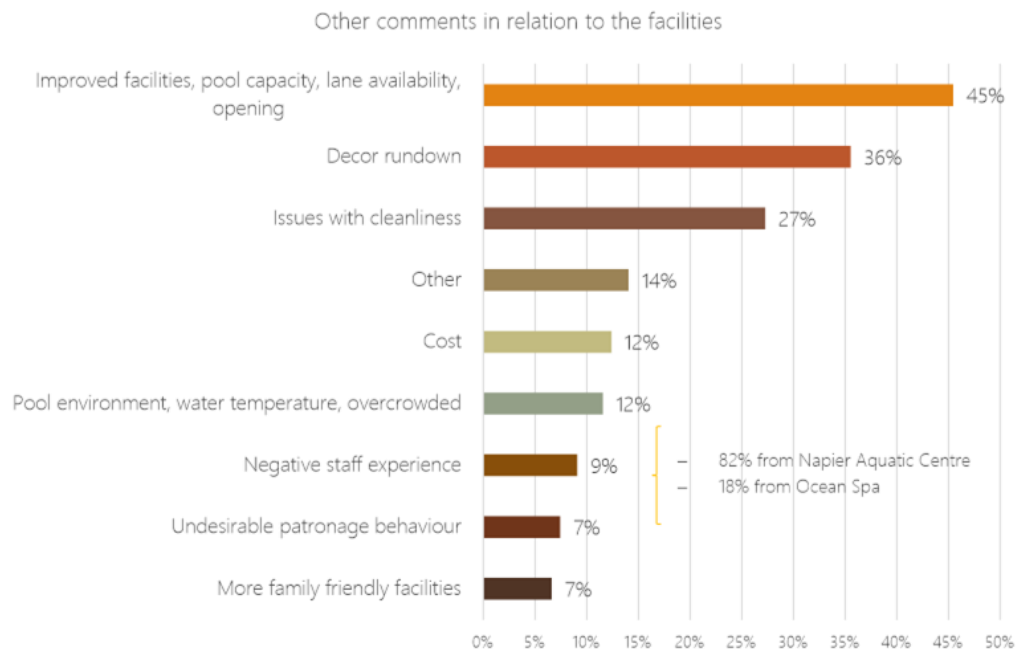


SIL Research | 22

n=206. 'No answer' excluded from analysis. Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.

POTENTIAL IMPROVEMENTS

Facilities focused

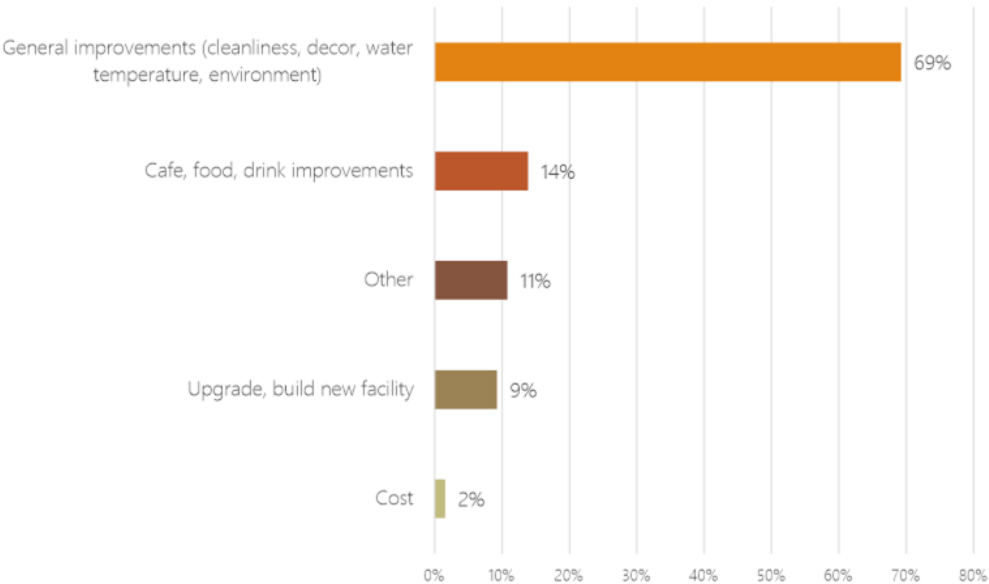


- Overall, between the two facilities, n=121 customers provided further comments in relation to the facilities in general.
- 'Improved facilities, pool capacity, lane availability, opening' was the main cited improvement needed.

POTENTIAL IMPROVEMENTS

General environment focused

Other comments in relation to the general environment

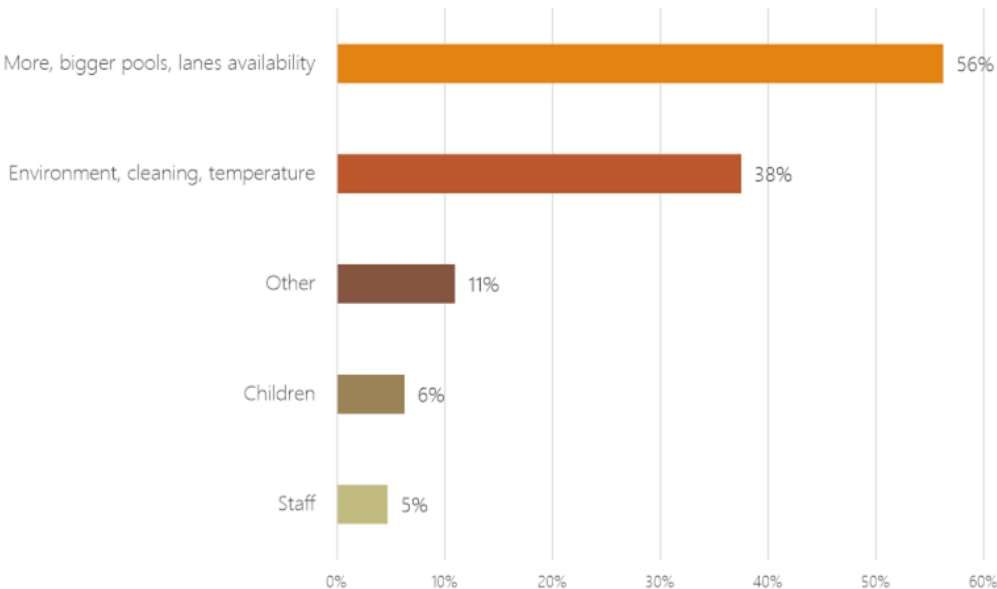


- Overall, between the two facilities, n=65 customers provided further comments in relation to the general environment.
- Improvements related to cleanliness, décor, water temperature and environment were mentioned the most by customers.

POTENTIAL IMPROVEMENTS

Swimming pools focused

Other comments in relation to the swimming pools



- Overall, between the two facilities, n=64 customers provided further comments in relation to the swimming pools.
- 'More, bigger pools, lanes availability' was the main cited improvement needed.