

New Plymouth District Council

Community Survey 2025

Report
27 June 2025









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1. Summary tables



	Increase in satisfaction score by 4% or more since last year		Satisfaction score remained same or within 3% of last year		Decrease in satisfaction score by 4% or more since last year
	Top performing services (85%+ satisfaction)		Moderate performing service (between 50% to 84% satisfaction)		Underperforming services (less than 50% satisfaction)

1.1 SUMMARY TABLES

Activity Group	Service/facility	Satisfaction Score Trend since Last Year	New Plymouth District			% (Don't know responses removed)	Level of Performance	Peer Group Average#
			2025	2024	2023	2025		
Three Waters	Water supply		85%	81%	87%	91%		54%
	Flood protection		49%	43%	54%	83%		
	Stormwater (excluding flood protection)		73%	67%	71%	90%		50%
	Sewerage		83%	76%	81%	93%		69%
Waste	Kerbside rubbish and recycling collection		88%	85%	84%	91%		77%
Roads and footpaths	The overall quality of the roads		59%	51%	50%	60%		35%
	Ability to drive around the district safely		71%	76%	76%	72%		
	Quality and safety of footpaths		76%	78%	77%	78%		53%
	Quality and safety of the cycle network		56%	61%	63%	67%		60%
	Availability of car parking in the district		59%	58%	63%	60%		47%
Council events	Quality of event venues		86%	85%	89%	94%		
	Quality of events		80%	78%	83%	90%		
Libraries	Puke Ariki Library*		95%	95%	94%	97%		72%
	Other community libraries*		91%	91%	91%	96%		
Museums and art galleries	Museum at Puke Ariki*		92%	94%	80%	95%		76%
	Govett-Brewster Art Gallery/Len Lye Centre		44%	41%	49%	65%		
Urban landscape	Maintenance of the quality of the living environment		81%	78%	87%	84%		
	Quality of urban landscapes and streets		84%	85%	89%	86%		

Activity Group	Service/facility	Satisfaction Score Trend since Last Year	New Plymouth District			% (Don't know responses removed)	Level of Performance	Peer Group Average#
			2025	2024	2023	2025		
Outdoor environment	Access to the natural environment		96%	94%	96%	98%		
	Quality of parks and reserves		93%	93%	93%	97%		79%
	Quality of sports parks		73%	73%	77%	94%		76%
	Quality of playgrounds		78%	73%	77%	95%		72%
Other services and facilities	Assistance and support to community groups		69%	65%	70%	87%		
	Swimming pools		71%	68%	71%	90%		60%
	The Airport*		95%	94%	86%	96%		
	Quality of public toilets		69%	70%	73%	80%		72%
	Animal control activities		44%	39%	42%	84%		
Satisfaction with Council performance	The way rates are spent		50%	49%	63%	52%		
	Contact with Council offices		72%	80%	85%	73%		
	Council has a good reputation		51%	55%	65%	58%		
	Meeting the community's aspirations and needs		43%	44%	47%	43%		
Satisfaction with interaction with Council staff	Staff are helpful		70%	77%	85%	70%		
	Staff are knowledgeable		71%	72%	83%	72%		
	Council did what it said it would (follow-up)		61%	66%	61%	67%		
Perceptions of District	Quality of life is good in the district		75%	80%	86%	75%		

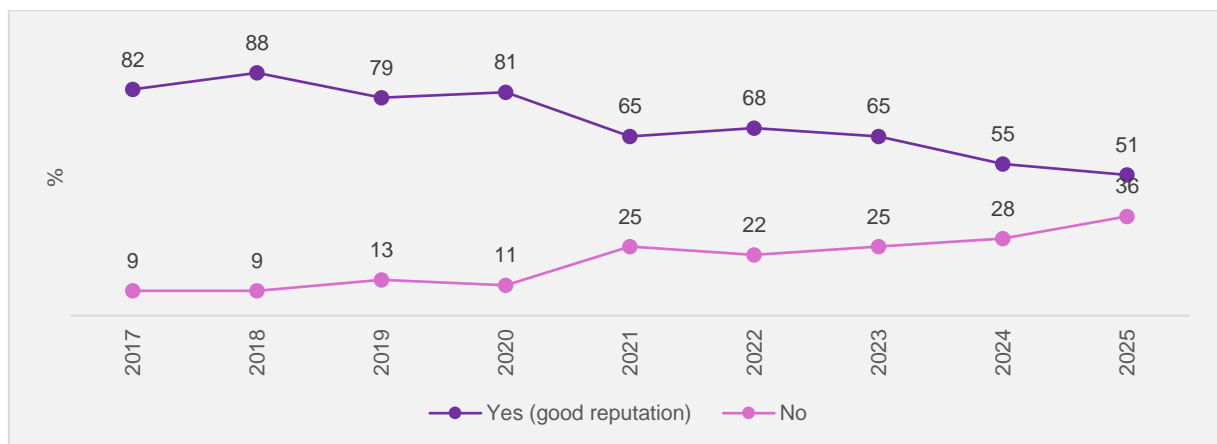
1.2 KEY INSIGHTS

The 2025 New Plymouth Community Survey was conducted by the New Plymouth District Council (the Council) throughout April and May 2025. Since 2005, previous survey results are available for comparison. The survey examined perceptions of various services and facilities provided by the Council over the past year.

The 2025 Community Survey has identified a stabilising perception of the Council's service delivery across a broad range of services.

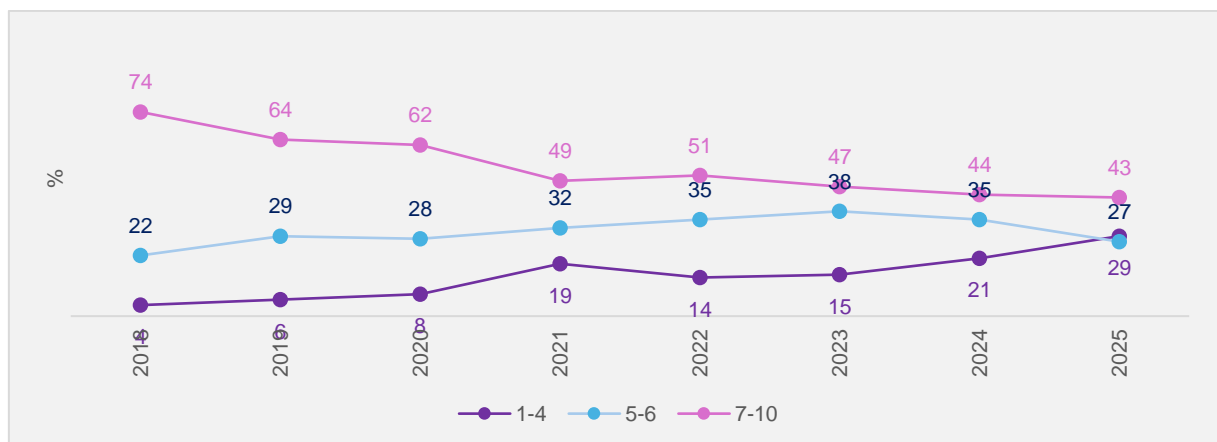
Compared to last year, there has been a slight decrease in perceptions of the Council's reputation (from 55 percent in 2024 to 51 percent in 2025), its lowest rating since at least 2017. Active dissent (as opposed to a neutral response) is also at record levels.

Figure 1-1 Overall, do you think the New Plymouth District Council has a good reputation?



The perception that the Council meets the needs and aspirations of the District has stabilised, but with a decline in negative sentiments.

Figure 1-2 Does the Council meet the needs and aspirations of the District? *



*1 is does not meet the District's needs and aspirations very well, 5 or 6 is about neutral, and 10 is meets the District's needs and aspirations very well

The overall satisfaction with services is stabilising

The major factor on which residents judge the Council's performance is the delivery of key services. In 2025, satisfaction levels are stabilising across the majority of services, with twenty services maintaining stable satisfaction levels. Additionally, eight services experienced increased satisfaction, typically ranging from 4 to 8 per cent, suggesting an overall trend towards stabilisation and reduced dissatisfaction.

But there is declining satisfaction in some areas

However, activities such as **contact with the Council, the Council's reputation, the helpfulness of staff, follow-up, and the quality of life** in the district have declined by 4 to 8 per cent. Qualitative feedback reveals that residents want significant improvements in staff follow-up and communication, with many reporting broken commitments, slow response times, and poor customer service attitudes.

The activity that saw the largest year-on-year drop in satisfaction was **contact with Council offices**. Residents specifically requested better staff training, clearer departmental responsibilities, and more empathetic service delivery.

Other areas of underperformance include **flood protection, the Govett-Brewster Art Gallery/Len Lye Centre, animal control services, and meeting the community's aspirations and needs**. The Len Lye Centre faces particularly strong opposition from residents who view it as expensive, underutilised, and a waste of ratepayer money.

What do the community want?

The top priorities that residents want the Council to focus on are **road maintenance and infrastructure repairs**, with pothole repairs being the single most mentioned concern. Residents overwhelmingly **oppose continued investment in cycling infrastructure**, describing concrete barriers and cycle lanes as dangerous, unnecessary, and costly. There is a strong demand for the Council to **prioritise essential services** over discretionary projects.

Top top-performing categories are bright spots

However, there are some bright spots amongst the gloomier outlooks. **Nine services fall into the Council's top-performing category** (where satisfaction levels are 85 per cent or higher). These include water supply, kerbside rubbish and recycling, the quality of event venues, the Puke Ariki library, community libraries, the Museum at Puke Ariki, access to the natural environment, the quality of parks and reserves, and the Airport. However, residents want more frequent rubbish collection and better

rural service coverage, whilst water quality issues, particularly brown water in Inglewood, remain significant concerns.

In addition, satisfaction levels with the **water supply, flood protection, stormwater and sewage, the overall quality of the roads, quality of playgrounds, assistance and support to community groups, and animal control services** have increased by four per cent or more.

Although overall results indicate that residents' perceptions of the Council's services are stabilising, it is worth noting that, for most specific services, the proportion of satisfied residents outweighs the proportion of dissatisfied ones.

Overall priorities

Overall, New Plymouth District residents have indicated that the main area for the Council to improve is **prioritising rates spending on essential infrastructure and core services** first, before funding discretionary projects. Residents want better financial accountability, meaningful consultation on spending decisions, and a focus on basic service delivery rather than what they perceive as expensive "vanity projects."

2. Research approach



2 Research approach

2.1 RESEARCH CONTEXT

The New Plymouth District Council (the Council) has fifteen elected councillors (including the mayor) and twenty community board members. The District's day-to-day operations are managed by Council staff, who provide advice and information to the elected members as well as the public.

Day-to-day operations include a wide variety of responsibilities. Staff are responsible for maintaining over 110 parks and reserves, managing wastewater, issuing consents and permits, providing libraries and other recreational services, and ensuring the District's cafes and restaurants meet health standards.

Each year, the Council commissions a Community Survey of residents to investigate their perceptions about specific Council services and facilities and how they feel about the Council's performance.

The key service areas analysed in the Community Survey were:

- Three Waters: Water Services, Wastewater and Stormwater Services
- Roading Services
- Waste Services
- Council Services
- Council Facilities
- Rates Spend
- Council Communications
- Perceptions of the New Plymouth District.

2.2 RESEARCH DESIGN

The 2025 Community Survey followed the mixed-methods quantitative approach established in 2021. The survey is available to residents through two different methods: a telephone (CATI) survey (landline and cell phone numbers) and an online panel/random resident survey (WAPI).

The 2025 Community Survey questionnaire was consistent with the 2024 survey. Although the questionnaire was revised in 2021, the results of this survey are comparable to those of previous years.

2.3 SAMPLING

Data collection was undertaken between April and May 2025. Consistent with previous years, the telephone survey (CATI) data collection was randomised within each household to ensure the sample included a range of respondents based on age, location, gender, and ethnicity. A quota system was used to ensure the sample was representative of the population as per the 2023 Census statistics.

The **'representative'** survey provided a sample of 395 respondents representing the District's population and was accurate to $\pm 4.9\%$ at the 95% confidence interval.

These responses were gathered using two methods: 80 completions were obtained through telephone calls, and the remaining 315 were gathered via an online survey.

Furthermore, 286 responses were gathered via an open online survey; these responses are not representative of the NPDC population and have therefore been reported separately throughout this report and named **'General public'**.

Results from the representative sample are reported for KPI measurements.
The General public sample results are reported for comparison measurements only.

Because the data for this survey was collected using sample quotas (by location, gender, age, and ethnicity), data weighting was not employed. The disadvantage of weighted data is reduced accuracy (sampling variance, standard deviation, and standard errors increase).

2.4 NOTES ON REPORTING CONVENTIONS

This report measures resident satisfaction with services by including all respondents who answered 'don't know,' 'not applicable,' or similar. This method is comparable to the 2024 survey.

To ensure consistency, where total satisfaction is reported for any service area, the proportion of residents who answered, 'fairly satisfied' and 'very satisfied' is used.

In this report, the numbers presented have been rounded into whole numbers. Due to this rounding, individual figures may not add up precisely to the totals provided or to 100 percent.

2.5 BENCHMARKING

The results shown here are a good indication of comparative performance between similar Councils and identify where different approaches in service areas may be worthy of further investigation to identify best practices.

Comparisons are shown where two or more Councils have asked questions about the same service area, facility, or issue.

Councils included in this comparison:

Council	Year of final reporting	Scale	Data collection	Method	Number of	Margin of error (95% CI)
Palmerston North	2023/2024	10-point question scales (don't know excluded)	Quarterly	Mixed	514 (weighted)	+/- 4.3%
Nelson	2022/2023	5-point question scales (don't know included)	Quarterly (with annual report)	Postal to online	720 (quotas)	+/- 4.6%
Napier	2023/2024	10-point question scales (don't know excluded)	Quarterly	Mixed	600 (weighted)	+/- 4.0%

3. Three waters



3 Three Waters

3.1 KEY METRICS

Water supply

87% had piped water to their houses provided by the Council. Of those residents, 91% were satisfied with their water supply.

85% were satisfied with their water supply overall.

Flood protection

49% were satisfied with the flood protection provided by the Council.

Stormwater collection services

66% had stormwater collection services provided by the Council. Of these residents, 93% were satisfied with the services.

73% were satisfied with their stormwater collection services overall.

Sewerage

81% had a sewerage system provided by the Council. Of those residents, 93% were satisfied with their sewerage service.

83% were satisfied with Council sewerage services overall.

3.2 WATER SUPPLY

Water in New Plymouth comes from Taranaki Maunga. The water treatment plants at New Plymouth, Inglewood and Okato treat water from rivers while Ōākura water comes from an underground aquifer.

3.2.1 Piped water to each household provided by the Council

Although 87 percent of residents had piped water to their houses, results by location show differences depending on which area residents reside. Clifton, Kaitake and Inglewood residents were more likely to supply their own water.

Table 3-1 Percentage of houses with piped water

	Piped water supply to each house						Average
	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	
Yes	95%	94%	94%	67%	56%	61%	87%
No	3%	6%	6%	17%	33%	39%	10%
Don't know	3%	0%	0%	17%	11%	0%	3%

Base: Representative respondents n=394

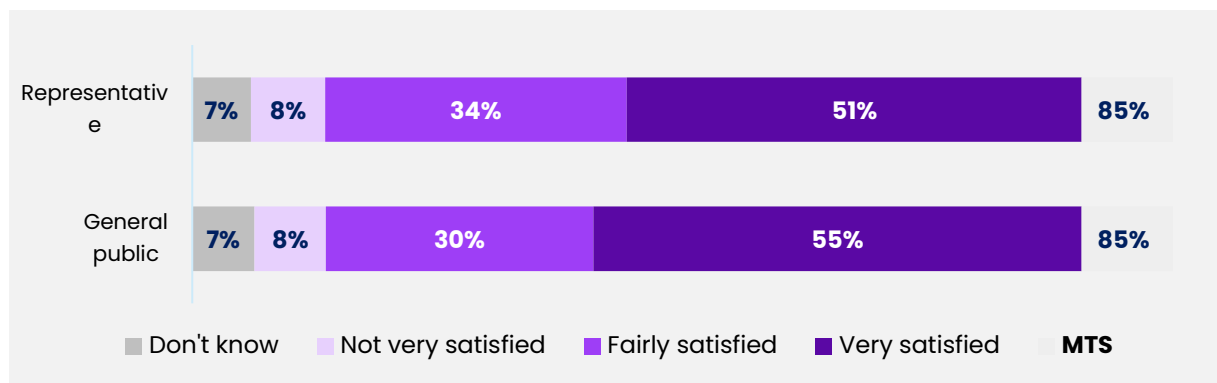
3.2.2 Overall satisfaction with water supply

Residents were asked to rate their satisfaction with their water supply. More than four out of five residents were satisfied (85 percent were fairly or very satisfied) with their water supply. This result **increased by 4 percent** to last year.

Provincial peer group average = 54%

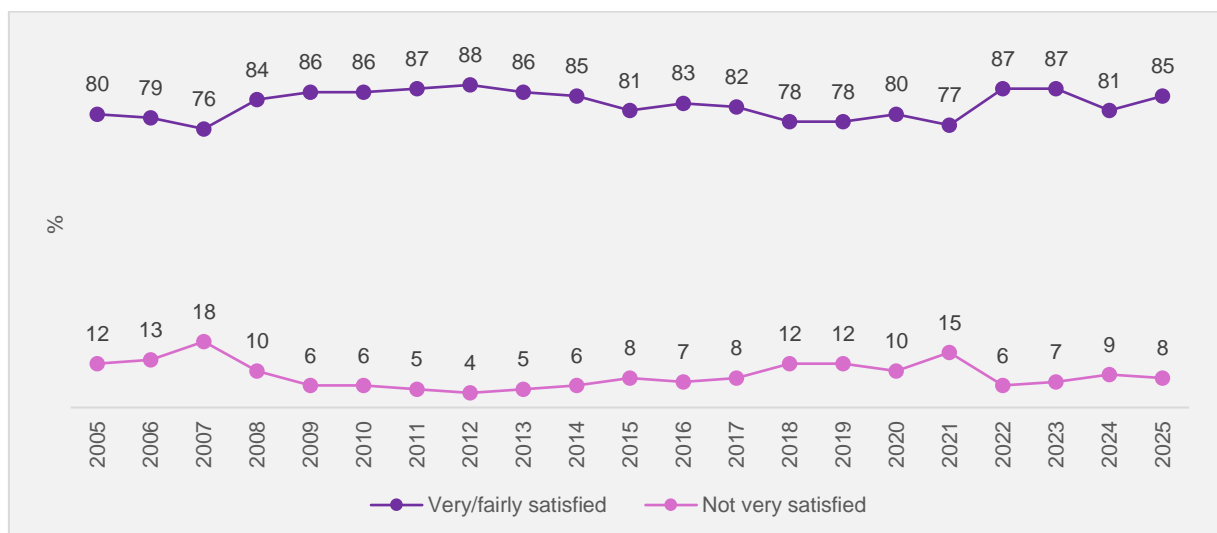
No significant differences were found between the representative and general public samples.

Figure 3-1 Overall satisfaction with water supply



Base: Representative respondents (n=395); General public (n=286)

Figure 3-2 Overall level of satisfaction with water supply over time



Base: all representative respondents over time

Residents in Inglewood are less likely to report being satisfied (fairly/very satisfied) with their water supply and are less likely to provide an opinion compared to residents in other areas. No other demographic differences were discernible.

Table 3-2 Satisfaction with water supply by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	3%	8%	35%	54%
Puketapu-Bell Block	3%	9%	26%	62%
Waitara	2%	6%	31%	61%
Clifton	17%	0%	67%	17%
Inglewood	31%	13%	29%	27%
Kaitake	11%	7%	39%	43%
Average	7%	8%	34%	51%

Base: representative sample n=394

3.2.3 Satisfaction with piped water supply provided by the Council

Of the 87 percent of residents with a piped water supply, 91 percent were satisfied with their water supply. Satisfaction has **remained consistent** over the past year (when 92 percent were satisfied).

Table 3-3 Satisfaction with piped water supply

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
Have a piped water supply from the Council	1%	8%	35%	56%

Base: Representative respondents with a piped water supply (n=345)

For those residents with a piped water supply, their level of satisfaction is higher than the provincial peer group average.

3.3 OVERALL SATISFACTION WITH FLOOD PROTECTION

New Plymouth can experience some of the highest-intensity rainfall in New Zealand. The District has a flood protection network that includes three major detention dams (Huatoki, Mangaotuku, and Waimea) and two tributary detention dams (Huatoki and Fernleigh streets), along with culverts and diversion tunnels within the developed area.

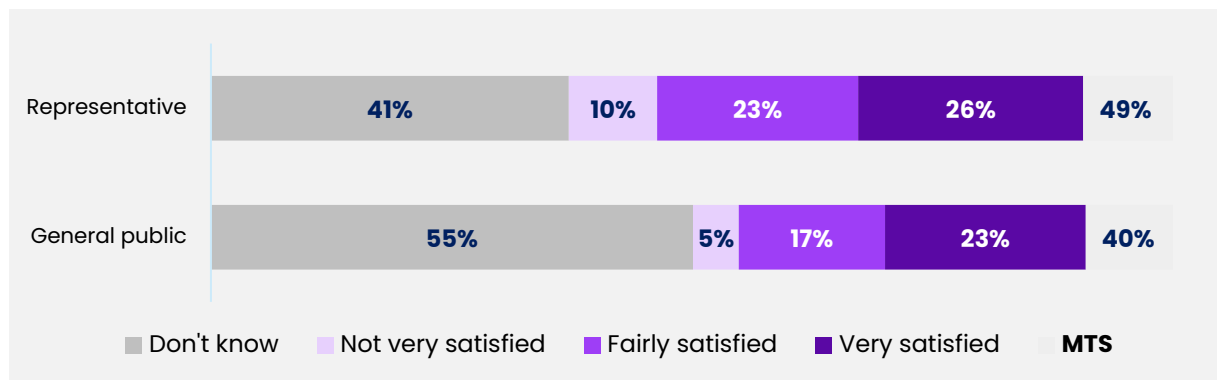
In 2024, just under half of the residents (49 percent) were fairly or very satisfied with the flood protection measures.

This result compares to 43 percent who were satisfied in 2024, a **6 percent increase** over the past 12 months. While awareness has remained stable over the past year, two in five residents are unable to comment.

There are no provincial peer group averages for flood protection.

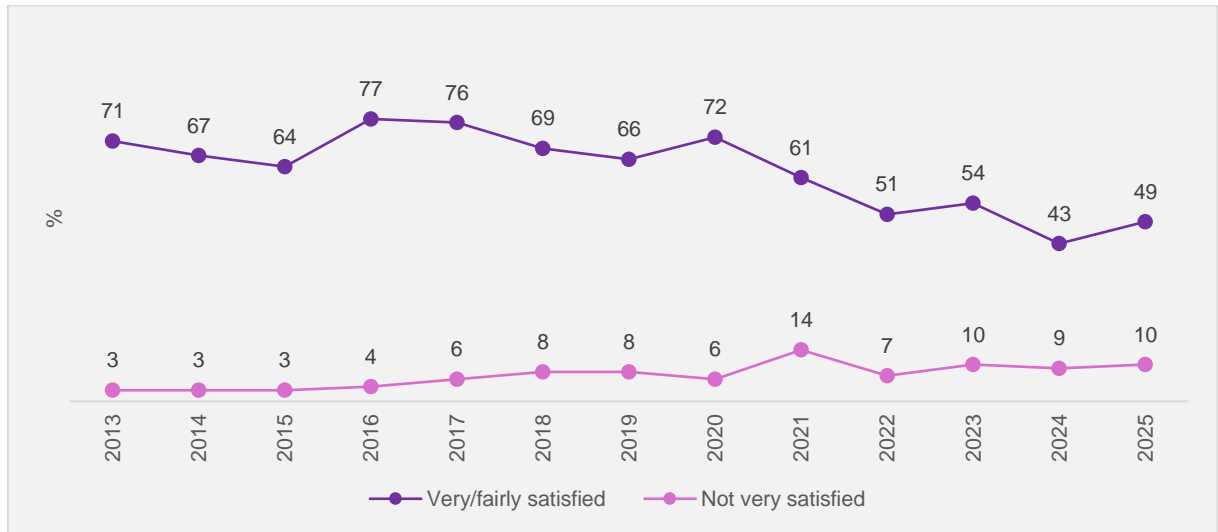
General public residents were significantly less satisfied with their floodwater protection, which may be attributed to their limited awareness of available protection measures.

Figure 3-3 Overall satisfaction with flood protection



Base: Representative respondents (n=395); General public (n=286)

Figure 3-4 Overall level of satisfaction with flood protection over time



Base: all representative respondents over time

Satisfaction with flood protection varies between the different areas. Again, a lack of awareness of available protection measures is important.

No other demographic differences were seen.

Table 3-4 Satisfaction with flood protection by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	44%	8%	23%	25%
Puketapu-Bell Block	41%	12%	15%	32%
Waitara	22%	12%	29%	37%
Clifton	50%	33%	0%	17%
Inglewood	49%	16%	22%	13%
Kaitake	29%	11%	32%	29%
Average	41%	10%	23%	26%

Base: Representative respondents n=394

3.4 STORMWATER (EXCLUDING FLOOD PROTECTION)

3.4.1 Piped stormwater to each household provided by the Council

In 2025, the Council provided stormwater services to two-thirds of residents. Residents in Clifton¹, Inglewood and Kaitake are least likely to receive stormwater services.

Table 3-5 Percent of households that are provided with piped stormwater services

	Piped stormwater collection						Average
	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake	
Yes	71%	76%	69%	0%	47%	54%	66%
No	10%	24%	10%	83%	40%	46%	19%
Don't know	19%	0%	20%	17%	13%	0%	15%

Base: Representative respondents n=394

¹ Note base numbers were very low

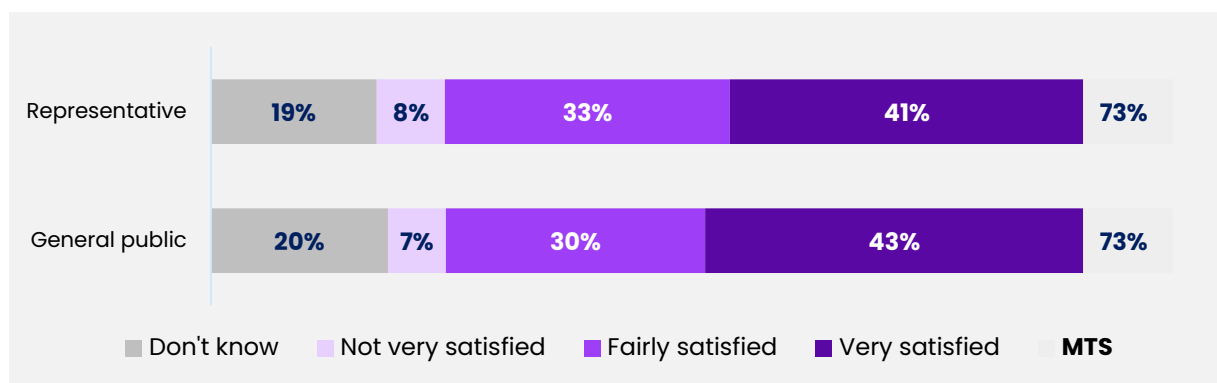
3.4.2 Overall satisfaction with stormwater services

Satisfaction with stormwater services has **increased by 7 percent** over the past 12 months (73 percent in 2025 versus 67 percent in 2024).

Provincial peer group average = 50%

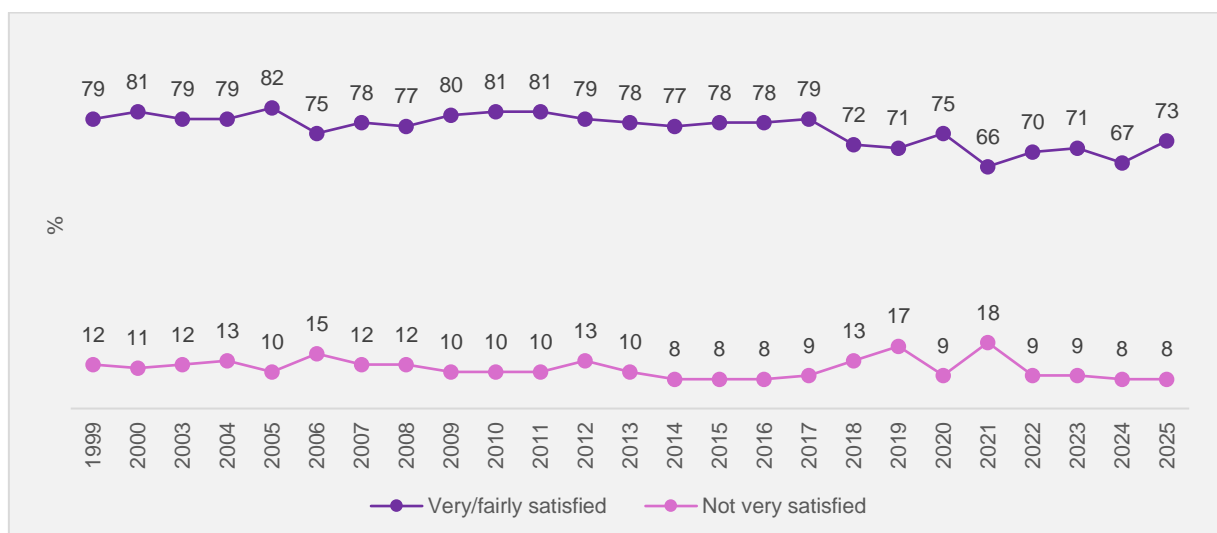
No significant differences were found between the representative and general public samples.

Figure 3-5 Level of satisfaction with stormwater services overall



Base: Representative respondents (n=395); General public (n=286)

Figure 3-6 Level of satisfaction with stormwater services over time



Base: all representative respondents over time

Most areas report high satisfaction with stormwater services, except for Waitara, Clifton, and Inglewood, likely because they do not receive the service.

No other demographic differences were discernible.

Table 3-6 Level of satisfaction with stormwater services by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	17%	3%	35%	44%
Puketapu-Bell Block	12%	12%	35%	41%
Waitara	16%	10%	33%	41%
Clifton	50%	33%	17%	0%
Inglewood	31%	20%	18%	31%
Kaitake	25%	11%	32%	32%
Average	19%	8%	32%	41%

Base: Representative respondents n=394

3.4.3 Satisfaction with stormwater collection services provided by the Council

Of those residents who receive stormwater collection services from the Council, 93 percent are satisfied with the services they receive. This result is a slight **increase of 3 percent** over the past year.

Table 3-7 Level of satisfaction with stormwater collection services provided by the Council

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
Have a piped stormwater service from the Council	4%	3%	39%	54%

Base: Representative respondents with stormwater collection service n=262

Of those residents who receive stormwater collection services, their level of satisfaction is above the provincial peer group average (50%)

3.5 SEWERAGE SYSTEM

3.5.1 A sewerage system provided by the Council

While 81 percent of residents have a sewerage system provided by the Council, there are large variations by area.

Table 3-8 Sewerage system provided by the Council by area

	A sewerage system provided by the Council						
	New Plymouth City	Puketapu- Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Yes	89%	88%	92%	17%	53%	54%	81%
No	6%	12%	8%	83%	38%	46%	14%
Don't know	6%	0%	0%	0%	9%	0%	4%

Base: Representative respondents n=394

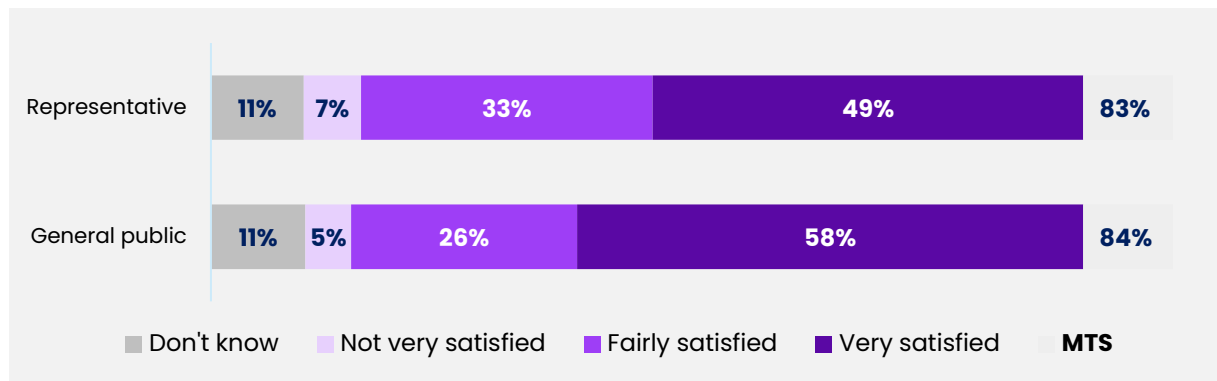
3.5.2 Overall satisfaction with the sewerage system (all residents)

All residents were asked about their satisfaction with the Council's sewerage system. Over four-fifths of residents were satisfied (fairly + very satisfied) with their sewerage system. Satisfaction has **increased by 7 percent** since 2024, from 76 percent in 2024.

Provincial peer group average = 69%

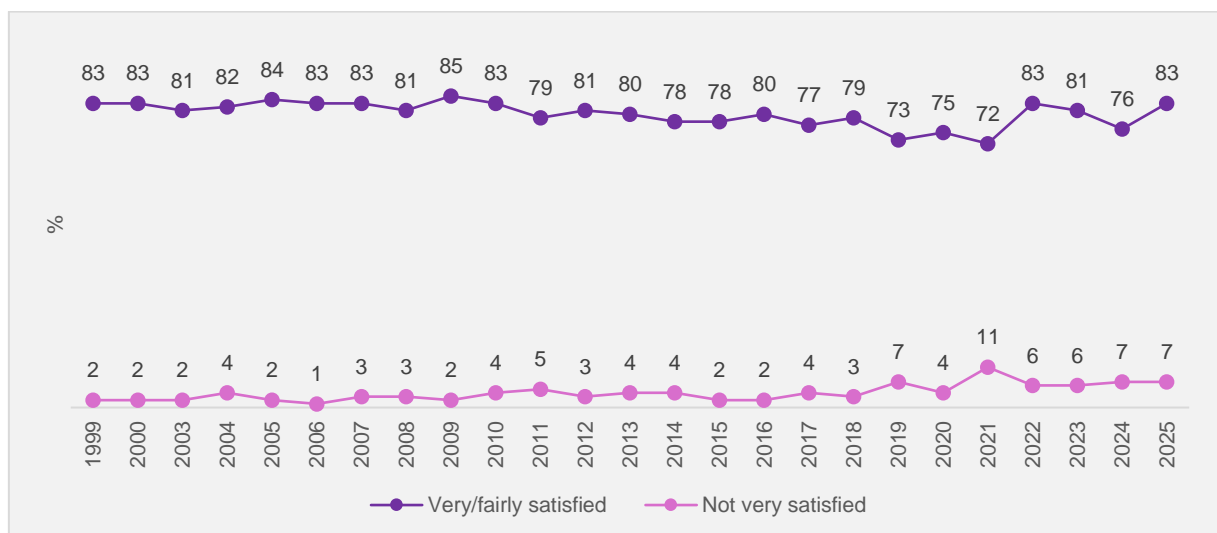
No significant differences were found between the representative and general public samples.

Figure 3-7 Level of satisfaction with Council-provided sewerage system



Base: Representative respondents (n=395); General public (n=286)

Figure 3-8 Satisfaction levels with sewerage system – over time



Base: all representative respondents over time

There were no demographic differences in satisfaction levels with the sewerage system.

Table 3-9 Level of satisfaction with sewerage system by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	3%	4%	33%	60%
Puketapu-Bell Block	0%	7%	30%	63%
Waitara	2%	0%	47%	51%
Clifton	0%	0%	100%	0%
Inglewood	8%	4%	38%	50%
Kaitake	0%	7%	33%	60%
Average	3%	4%	35%	58%

Base: Representative respondents n=394

3.5.3 Satisfaction with the sewerage system services by households that receive it

Of those residents who receive sewerage system services from the Council, 93 percent are satisfied with their service. This finding is **consistent with 2024** (92 percent).

This satisfaction level is above the provincial peer group average of 69%

Table 3-10 Level of satisfaction with sewerage system by households that receive this service

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
Have a piped sewage supply from the Council	3%	4%	35%	58%

Base: Representative respondents with sewage system provided by the Council (n=322)

3.6 SUGGESTIONS TO IMPROVE THREE WATER SERVICES

All respondents who were dissatisfied with water services were invited to provide suggestions on how the Council could improve its three waters services.

The piped water supply raised concerns about water quality, infrastructure, and access. Residents frequently complained about brown water issues, particularly in Inglewood, and requested the removal of chlorine and fluoride from the water supply. They sought better water pressure, improved pipe infrastructure to prevent frequent bursts, expanded access to mains water for rural properties, and better communication about water shut-offs. Some requested the removal of water meters and improved storage facilities to reduce restrictions.

Stormwater collection highlighted drainage and flooding issues. Residents wanted more regular cleaning of drains and gutters, upgraded drainage systems to handle heavy rainfall, improved maintenance after storms, and collection systems to capture stormwater for watering vegetation. Many areas experienced regular flooding due to inadequate drainage capacity.

Sewerage systems and flood protection received fewer but specific requests for pipe repairs, expanded sewerage access to rural areas, prevention of overflow incidents, and flood protection measures for vulnerable properties.

Table 3-11 Suggestions to improve Three Water services

Service/facility	Improvements	n
Piped water supply	Brown water and quality issues	7
	Remove chlorine and fluoride	5
	Infrastructure and pressure problems	4
	Expand mains water access	3
	Water meters and restrictions	3
	Communication about shutoffs	1
Stormwater collection	Clean drains more regularly	6
	Upgrade drainage systems	4
	Stormwater capture and reuse	2
	Prevent flooding from overflow	2
Sewerage systems	Fix blocked pipes	2
	Expand sewerage access	1
	Prevent overflow pollution	1
Flood protection	Provide flood protection	2
	Address section flooding	1
Other concerns	Odour and air quality	1
	General service improvement	1
Total		46

Base: Representative respondents

Some of their comments were:

"The Shearer reserve pumping station overflows during weather events polluting the streams and beach. The beach also has a lake formed, trapping this water, which swimmers and beach users have to wade through. It is a health hazard. Also, the surf lifesavers would be disadvantaged in a quick response situation."

"Inform the neighbourhood if water is gonna be turned off, as I have children who depend on water. And usually, we can't use the water straight after if the water pipes have been worked on, and I'd like to prepare ahead so my children have clean water. Usually, it's brown for a few hours after pipes have been worked on."

4. Waste



4 Waste

4.1 KEY METRICS

Kerbside and recycling collection services

88% were satisfied with the services overall.

90% of residents receive a kerbside and recycling collection service. Of those, 92% are satisfied with the services received.

4.2 KERBSIDE RUBBISH AND RECYCLING COLLECTION

4.2.1 Kerbside rubbish and recycling collection provision by the Council

While nine in ten residents overall receive a kerbside and recycling collection service from the Council in 2025, residents have reported significant variations in their service provisions. For example, almost every household in New Plymouth City, Puketapu–Bell Block, and Waitara receives kerbside rubbish and recycling collection, while those in other areas have less service provision.

Table 4-1 Provision of kerbside rubbish and recycling collection in the District

	Kerbside recycling service to each house						Average
	New Plymouth City	Puketapu–Bell Block	Waitara	Clifton	Inglewood	Kaitake	
Yes	96%	97%	94%	67%	67%	75%	90%
No	4%	3%	6%	33%	31%	25%	9%
Don't know	0%	0%	0%	0%	2%	0%	1%

4.2.2 Overall satisfaction with kerbside rubbish and recycling collection provided by the Council

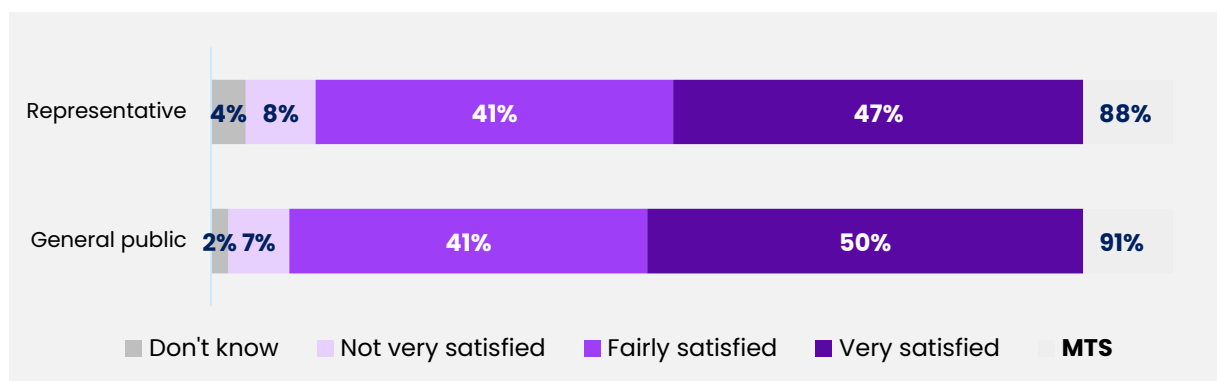
Nearly nine in ten residents were satisfied (88 percent were fairly/very satisfied) with the kerbside and recycling collection services provided by the Council. Recycling remains a **top-performing service** for the Council.

For the fourth consecutive year, satisfaction with kerbside recycling remains at the highest level recorded since this research began. Furthermore, levels of dissatisfaction decreased for a fifth straight year, reaching one of the lowest levels achieved since 1999.

Provincial peer group averages = 77%

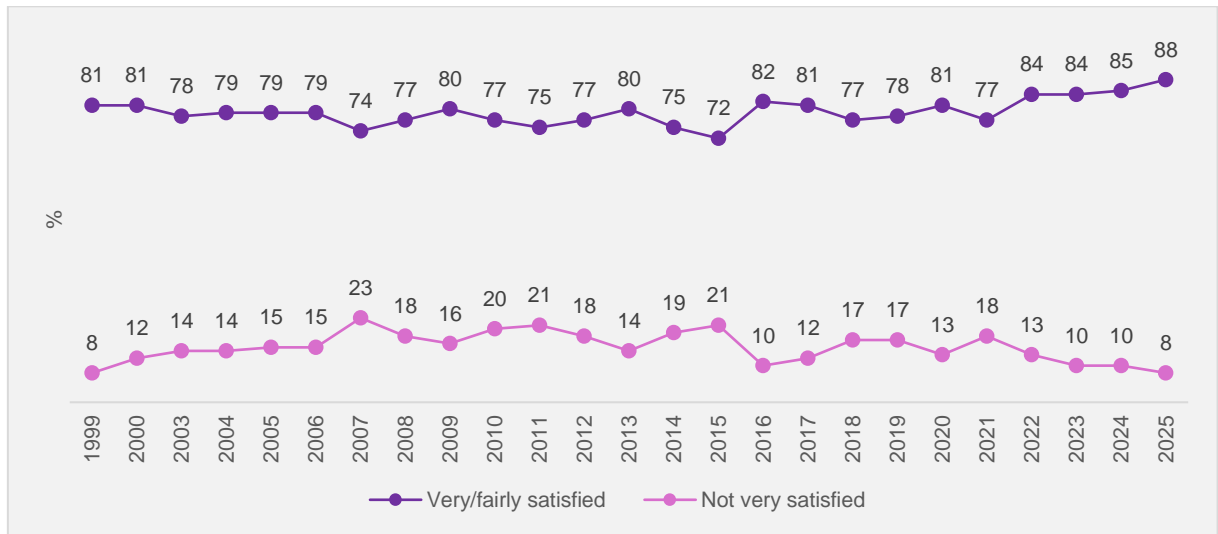
There were no significant differences in perceptions between the representative and general public residents regarding satisfaction with Council-provided kerbside and recycling collection services.

Figure 4-1 Overall satisfaction with kerbside rubbish and recycling collection services



Base: Representative respondents (n=395); General public (n=286)

Figure 4-2 Satisfaction with kerbside rubbish and recyclables collection – over time



Base: all representative respondents over time

Satisfaction with kerbside recycling is closely tied to the service provision. Since residents in Inglewood are less likely to receive this service, it is not surprising that many do not have an opinion on it. No demographic differences were seen.

Table 4-2 Satisfaction with kerbside rubbish and recycling collection services by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	2%	8%	43%	47%
Puketapu-Bell Block	0%	6%	41%	53%
Waitara	4%	6%	37%	53%
Clifton	0%	50%	33%	17%
Inglewood	18%	13%	36%	33%
Kaitake	4%	4%	36%	57%
Average	4%	8%	41%	47%

Base: Representative respondents n=394

4.2.3 Satisfaction with kerbside and recycling collection services provided to households

Of those households receiving kerbside and recycling collection services, 92 percent were satisfied with that service. This result is consistent with 2024, when 92 percent were satisfied.

Table 4-3 Satisfaction with kerbside rubbish and recycling collection services by households that receive this service.

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
Have a kerbside and recycling collection service provided by the Council	1%	6%	42%	50%

This satisfaction level is above the provincial peer group average of 77%

4.3 SUGGESTIONS TO IMPROVE WASTE SERVICES

Residents who suggested improving waste services focused their opinions on bin sizes, the frequency of bin emptying, and more regular service.

Kerbside rubbish collection: Residents requested more frequent collection schedules, particularly moving from fortnightly to weekly collections, and better service coverage for rural areas where many lack any recycling options. Poor handling practices by collection crews dominated complaints, with residents wanting crews to stop leaving rubbish scattered on roads, damaging bins through rough handling, and failing to empty bins completely. They sought larger bins to accommodate changing recycling rules, expanded recycling programmes with better separation technologies, and annual dump stipends for large items to prevent illegal dumping. Many wanted less strict enforcement of recycling rules and the introduction of composting bins for green waste.

Table 4-4 Suggestions to improve kerbside rubbish and collection services

Service/facility	Improvements	n
Kerbside waste and recycling	Collection frequency and scheduling	8
	Rural area service gaps	7
	Poor handling and mess by crews	6
	Expand recycling programmes	5
	Bin size and capacity issues	4
	Dump fees and large item disposal	3
	Composting and green waste	3
	Service reliability and efficiency	3
	Less strict enforcement	2
Total		41

Base: Representative respondents

Some comments included:

"There is generally rubbish left on the road from the bins emptied and the bins are usually left tipped over."

"It's very unhygienic to collect rubbish once every two weeks. It should be at least once a week in winter and twice a week in summer."

"Don't be so strict on recycling and not emptying a bin if they see 1 bit of the wrong rubbish in it."

5. Local roads and footpaths



5 Local roads and footpaths

5.1 KEY METRICS

Overall quality of the roads

59% were satisfied with the quality of the District's roads.

Ability to drive around the District

71% were satisfied with their ability to drive around the District safely and easily.

Quality and safety of the footpaths

76% were satisfied with the quality and safety of the footpaths.

Quality and safety of the cycle network

56% were satisfied with the quality and safety of the cycle network.

44% had cycled on a road or path during the past year.

Availability of car parking in the District

59% were satisfied with the availability of car parking

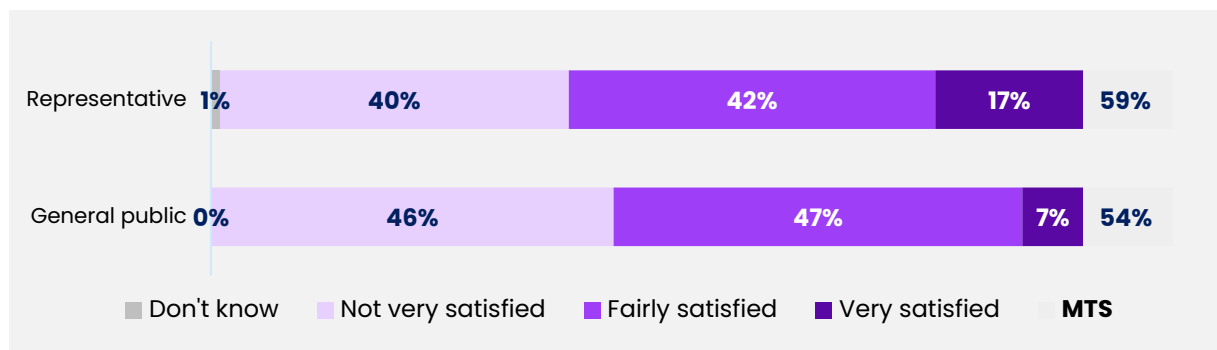
5.2 OVERALL QUALITY OF THE ROADS

Satisfaction with road quality declined in the four years preceding this survey. However, over the past 12 months, satisfaction has **increased by 8 percent** to 59 percent, and levels of dissatisfaction also declined by 8 percent.. This is the first substantial increase in satisfaction levels since a decline in perceptions was seen since 2021.

Provincial peer group average = 35%

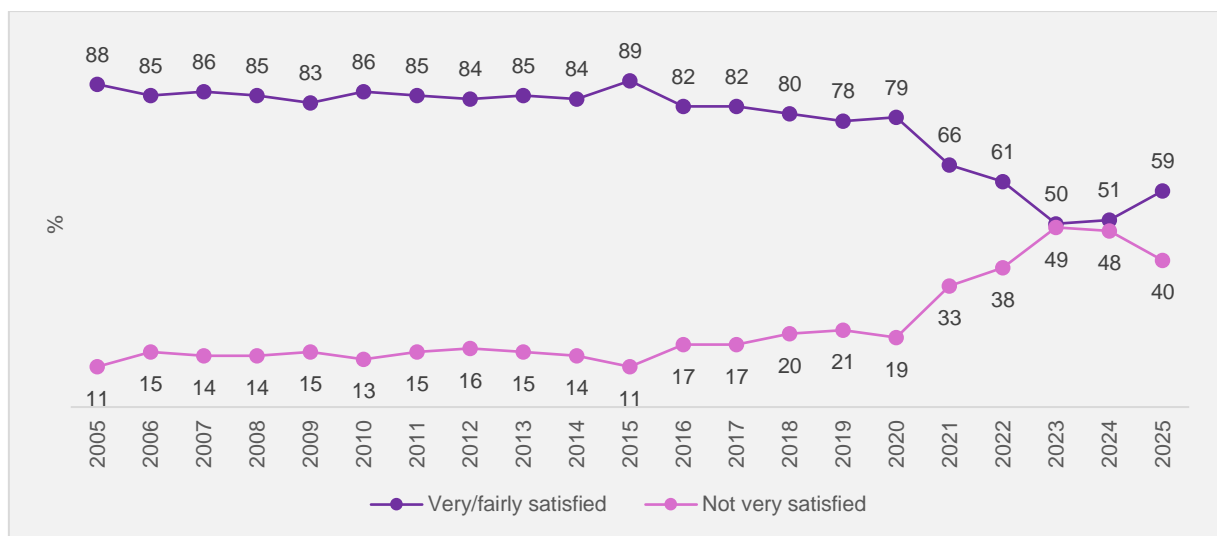
There were no significant differences in perceptions between the representative and general public residents regarding satisfaction with the quality of the district's roads.

Figure 5-1 Level of satisfaction with the quality of the roads



Base: Representative respondents (n=395); General public (n=286)

Figure 5-2 Satisfaction with the overall quality of roads – over time



Base: all representative respondents over time

There were no noticeable differences in perceptions of road quality by area, although Kaitake residents tended to be slightly more satisfied. No other demographic differences were seen.

Table 5-1 Level of satisfaction with the quality of the roads by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	1%	38%	43%	18%
Puketapu-Bell Block	0%	41%	41%	18%
Waitara	0%	41%	37%	22%
Clifton	0%	67%	33%	0%
Inglewood	2%	49%	42%	7%
Kaitake	0%	32%	46%	21%
Average	1%	40%	42%	17%

Base: Representative respondents n=394

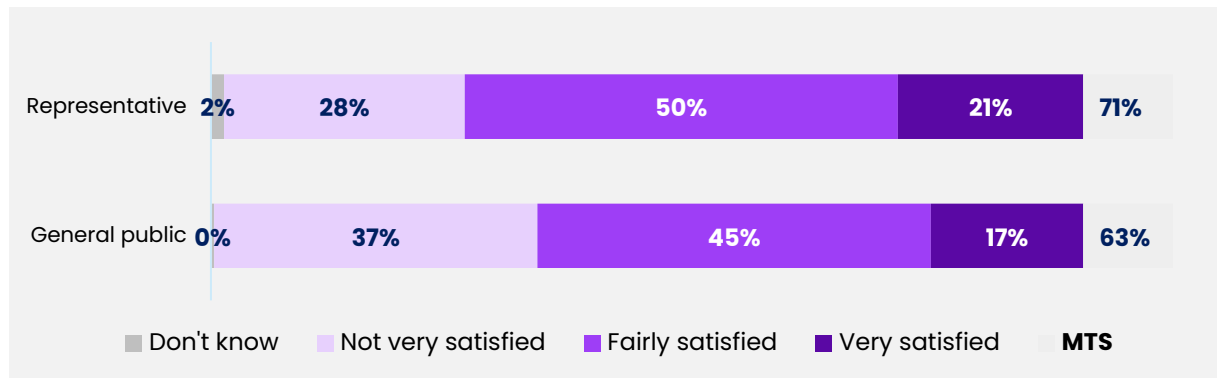
5.3 ABILITY TO DRIVE AROUND THE DISTRICT QUICKLY, EASILY, AND SAFELY

In 2025, 71 percent of residents were satisfied (fairly/very satisfied) with their ability to drive around the District quickly, easily, and safely. The level of satisfaction has **decreased by 5 percent** over the past 12 months. Levels of dissatisfaction have also trended upwards to the highest levels since 2005, at 28 percent.

There are no peer group averages for the ability to drive around the District quickly, easily, and safely.

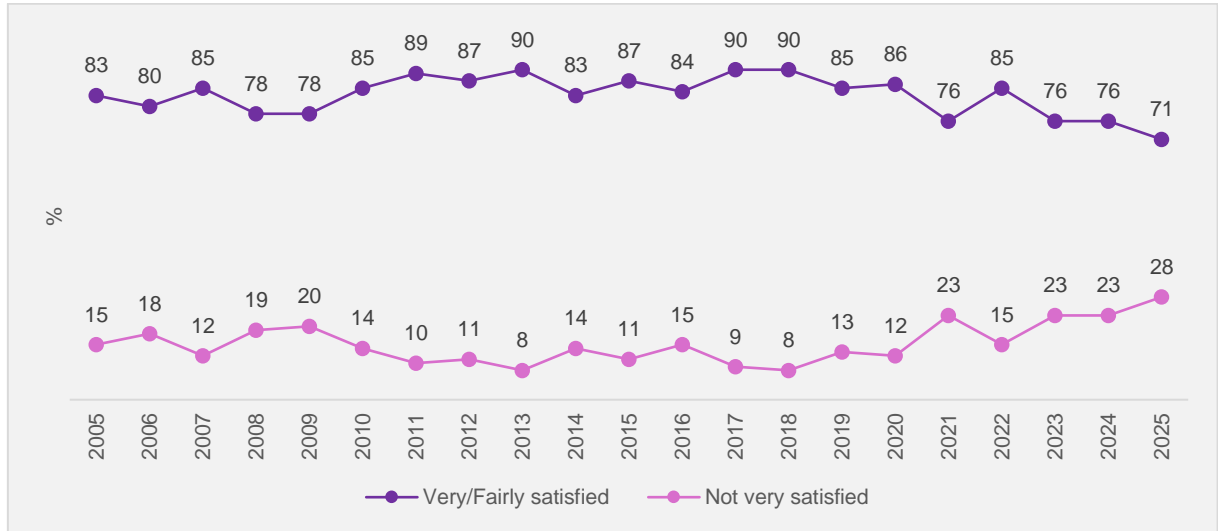
There were no significant differences in perceptions between the representative and general public residents regarding satisfaction with the ability to drive around the district safely.

Figure 5-3 Overall level of satisfaction with the ability to drive around the District easily and safely.



Base: Representative respondents (n=395); General public (n=286)

Figure 5-4 Satisfaction with the ability to drive around the District quickly, easily, and safely – over time



Base: all representative respondents over time

While no significant differences were observed between residents' locations or demographics, small variations were seen between locations. For example, Clifton and Waitara residents were more satisfied with their ability to drive around the District quickly, easily, and safely than in all other areas. No other demographic differences were seen.

Table 5-2 Levels of satisfaction with the ability to drive around the District safely and easily by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	2%	27%	48%	24%
Puketapu-Bell Block	3%	32%	56%	9%
Waitara	0%	22%	53%	24%
Clifton	0%	17%	83%	0%
Inglewood	2%	29%	51%	18%
Kaitake	0%	39%	39%	21%
Average	2%	28%	49%	21%

Base: Representative respondents n=394

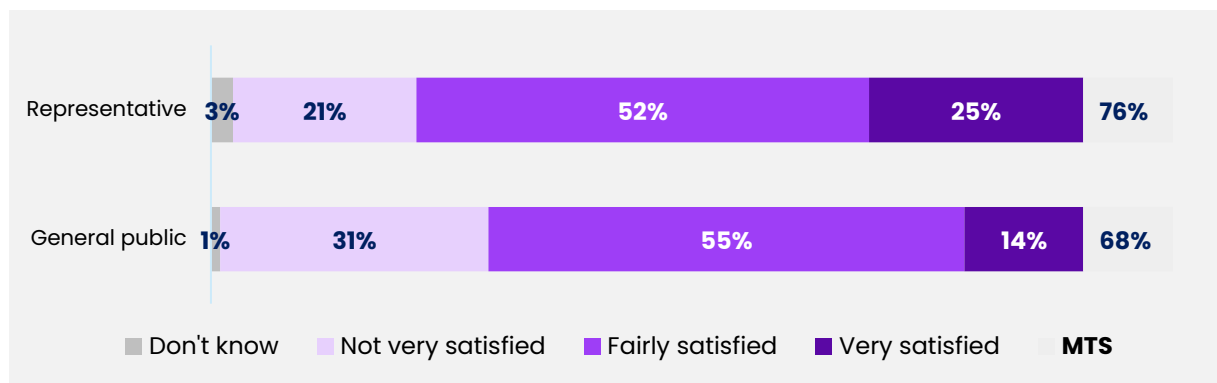
5.4 QUALITY AND SAFETY OF THE FOOTPATHS

Slightly more than three-quarters of residents were satisfied (76 percent were fairly/very satisfied) with the quality and safety of the footpaths in the District. This result is similar to the satisfaction levels observed in several past years, since 2008.

Provincial peer group average = 53%

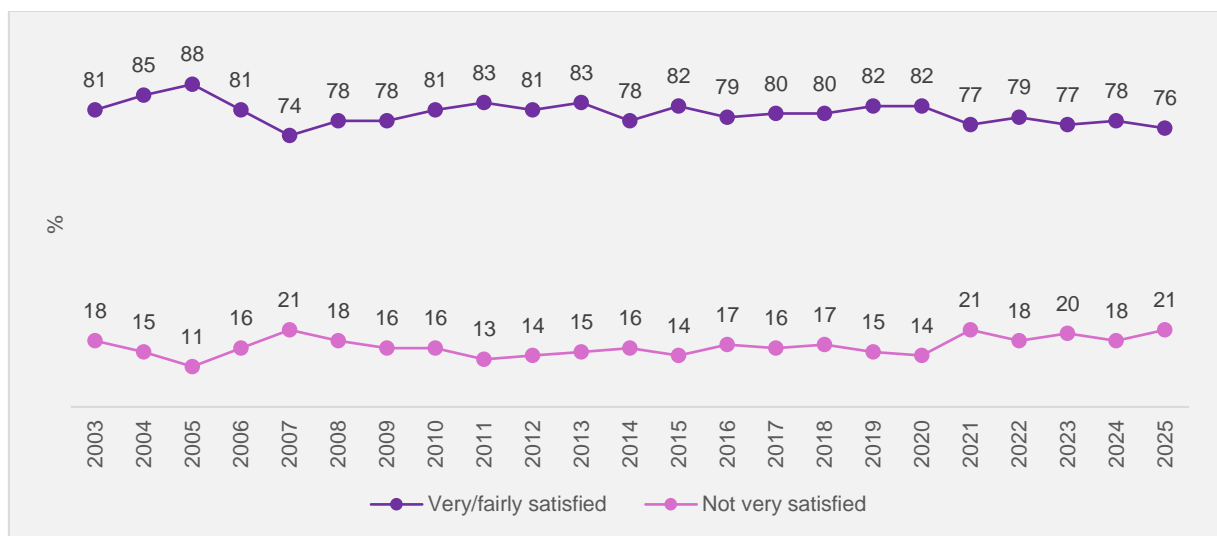
General public residents were significantly less satisfied with the quality and safety of footpaths.

Figure 5-5 Overall satisfaction with quality and safety of footpaths



Base: Representative respondents (n=395); General public (n=286)

Figure 5-6 Satisfaction with the quality and safety of footpaths over time



Base: all representative respondents over time

Residents from different areas had varying levels of satisfaction regarding the quality and safety of their footpaths. Overall, most residents were satisfied with their footpaths. However, residents in Clifton were more likely to be unable to provide an opinion and were also the least satisfied area. No other demographic differences were seen.

Table 5-3 Level of satisfaction with the quality and safety of footpaths by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	2%	24%	50%	24%
Puketapu-Bell Block	0%	9%	65%	26%
Waitara	0%	14%	55%	31%
Clifton	17%	33%	33%	17%
Inglewood	7%	22%	58%	13%
Kaitake	4%	18%	39%	39%
Average	3%	21%	52%	25%

Base: Representative respondents n=394

5.5 QUALITY AND SAFETY OF THE CYCLE NETWORK

In 2025, less than half (44 percent) of residents over 18 years reported riding a bike on a road or path around the District within the past year. This is a **decrease of 5 percent** over the past year (specifically those riding three times or more a week). Due to a slight wording change in 2023, the likelihood of riding a bike has decreased compared to previous years².

Table 5-4 Percent of households that rode a bike on a road or path

	Three times or more	Once or twice	Not at all
Rode a bike on a road or path over the past year	27%	17%	56%

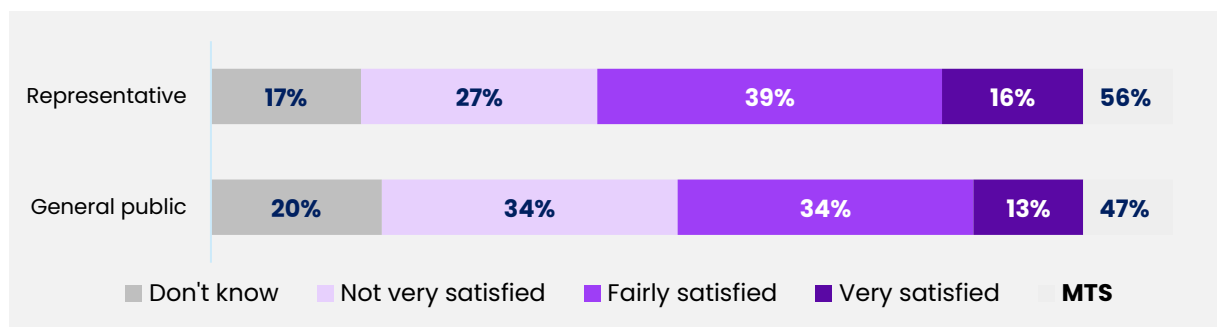
5.5.1 Overall satisfaction with the quality and safety of the cycle network

In 2025, just over half of residents were satisfied (56 percent were fairly/very satisfied) with the quality and safety of the District's cycle network. This equates to a **decrease of 5 percent** over the past year. Dissatisfaction has also reached its highest point to date, at 27 percent.

Provincial peer group average = 60%

There were no significant differences in perceptions between the representative and general public residents regarding satisfaction with the quality and safety of the cycle network.

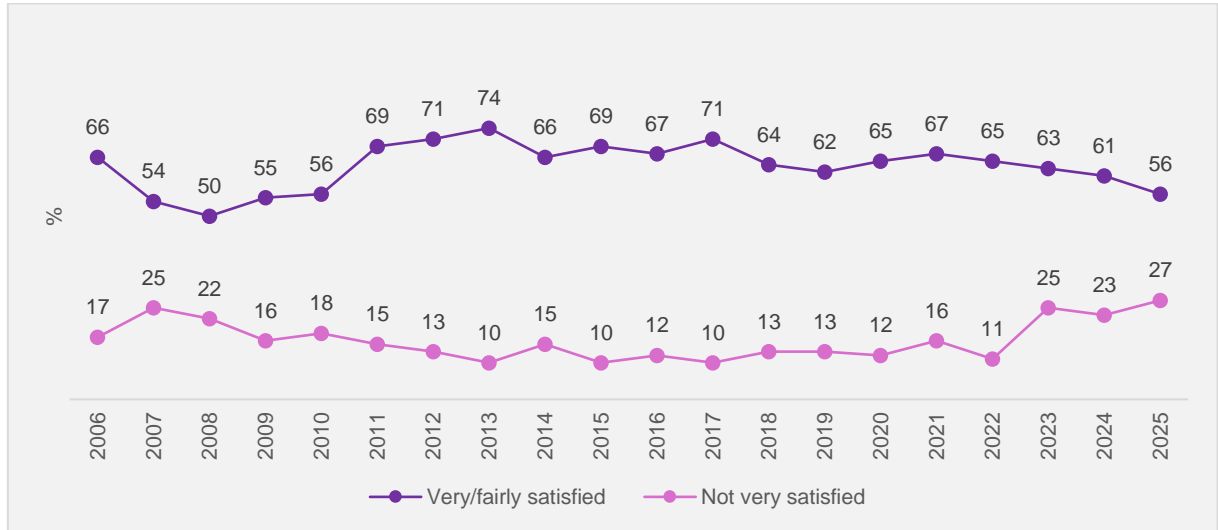
Figure 5-7 Overall satisfaction with the quality and safety of the cycle network



² Prior to 2023, residents were asked if they had used a cycleway within the district. 2023 included riding a bike on a road and cycleway.

Base: Representative respondents (n=395); General public (n=286)

Figure 5-8 Satisfaction with quality and safety of the cycle network – over time



Base: all representative respondents over time

Looking at satisfaction levels of cycle networks by area, it is apparent that satisfaction varies only slightly. The highest satisfaction levels are seen in Puketapu-Bell Block, Waitara and Kaitake. However, it is important to note that many residents, could not comment on their satisfaction levels, which may be due to the lack of cycle network usage.

Those aged 18 to 44 years were significantly more likely to be satisfied. No other demographic differences were seen.

Table 5-5 Level of satisfaction with quality and safety of the cycle network

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	17%	28%	38%	17%
Puketapu-Bell Block	21%	18%	44%	18%
Waitara	12%	27%	41%	20%
Clifton	50%	0%	50%	0%
Inglewood	22%	31%	40%	7%
Kaitake	11%	29%	33%	18%
Average	17%	27%	40%	16%

Base: Representative respondents n=394

5.5.2 Satisfaction with the quality and safety of the cycle network by those who have used it

Of those households (44 percent) who had ridden a bike on a road or path in the past 12 months, 69 percent were satisfied with the service's quality and safety. This result is **consistent with 2024**, where 69 percent were satisfied.

Table 5-6 Satisfaction with quality and safety of the cycle network by households that receive this service

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
Used a cycleway in the District	3%	28%	45%	24%

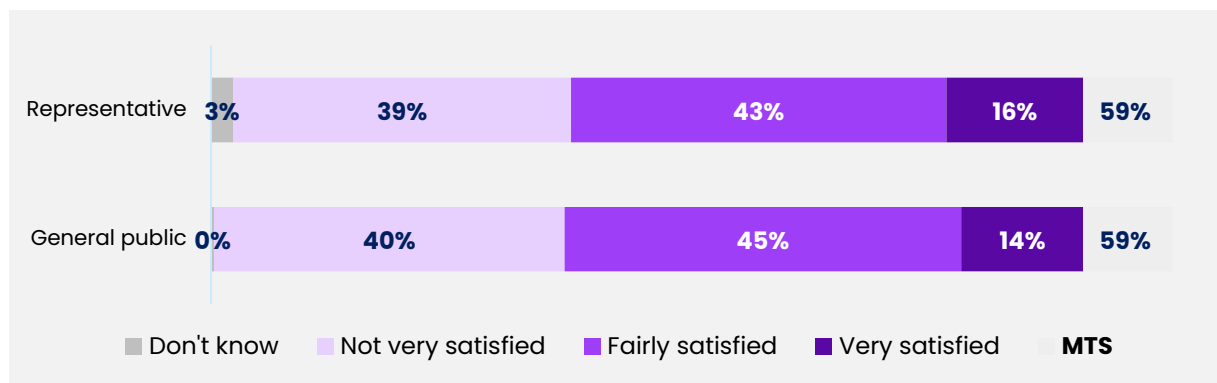
5.6 AVAILABILITY OF CAR PARKING IN THE DISTRICT

In 2025, just under three-fifths of District residents were satisfied with car parking, **like 2024**. However, satisfaction with car parking remains low compared to the results from 2009 to 2020, which ranged from 71 to 76 percent.

Provincial peer group average = 47%

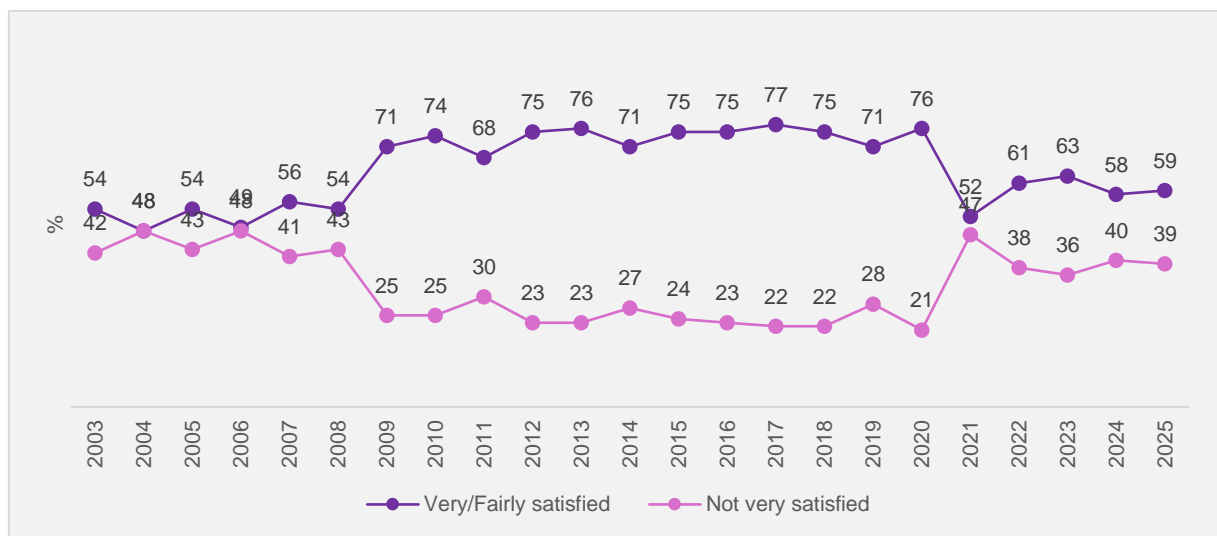
There were no significant differences in perceptions between the representative and general public residents regarding satisfaction with the car parking in the district.

Figure 5-9 Overall satisfaction with car parking in the District



Base: Representative respondents (n=395); General public (n=286)

Figure 5-10 Overall satisfaction with car parking in the District – over time



Base: all representative respondents over time

There were only slight differences in satisfaction levels by area. Residents of Waitara and Clifton were the most satisfied. Those aged 18 to 44 years were significantly more likely to be satisfied. Conversely, those aged 45 to 64 years were significantly more dissatisfied.

Table 5-7 Satisfaction with car parking in the District by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	3%	41%	43%	13%
Puketapu-Bell Block	0%	38%	32%	29%
Waitara	0%	29%	57%	14%
Clifton	0%	17%	67%	17%
Inglewood	4%	42%	38%	16%
Kaitake	0%	43%	32%	25%
Average	3%	39%	43%	16%

Base: Representative respondents (n=395)

5.6.1 Suggestions to Improve Road Services

Again, dissatisfied respondents were invited to suggest what the Council could do to improve its road services. Based on feedback from 194 residents regarding roading services, residents have identified opportunities for the council to enhance these services across several key areas.

The overall quality of the roads was the primary concern, with residents consistently requesting better pothole repairs and road maintenance. Many complained about poor quality repairs that don't last, rough road surfaces, and the need for complete road resurfacing rather than temporary patching. Residents wanted more timely pothole repairs, better-quality materials, improved contractor oversight to ensure work meets proper standards, and stricter road construction standards. Some noted that logging trucks cause significant damage to roads and suggested using rail transport instead.

The quality and safety of our roads and paths for cycling emerged as the second-largest concern, but with overwhelmingly negative feedback. Some residents wanted cycling infrastructure removed, particularly concrete barriers and traffic islands, which they felt were unnecessary, dangerous, and a waste of money. Many reported that new cycling infrastructure creates safety hazards for both cyclists and motorists, impedes emergency vehicle access, and causes traffic congestion. Only a tiny fraction of residents wanted improvements to cycling infrastructure, with most opposing the current cycling policies entirely.

The availability of car parking in the district highlighted significant dissatisfaction with parking provision and costs. Residents requested more parking spaces, particularly in the CBD, cheaper parking fees or free parking days to encourage business patronage, the return of coin-operated meters rather than paywave-only systems, and the restoration of parking spaces removed for cycling infrastructure. Many felt expensive parking was driving people away from the city centre.

The ability to drive around the district quickly, easily, and safely generated concerns about traffic flow solutions and road safety features. Residents sought better intersection design, improved traffic flow solutions such as roundabouts or turning lanes, enhanced road signage and visibility, and solutions to reduce congestion. This category focused on positive improvements to vehicle movement rather than opposition to existing infrastructure.

The quality and safety of footpaths revealed concerns about uneven surfaces, trip hazards for elderly users, vegetation overgrowth blocking pathways, and inadequate accessibility for mobility scooters and wheelchairs. Residents wanted better maintenance, wider pathways, and improved accessibility for people with disabilities throughout the district.

Table 5-8 Suggestions to improve road services

Service/facility	Improvements	n	%
The overall quality of the roads	Pothole repairs and maintenance	45	23%
	Road surface quality and resurfacing	15	8%
	Contractor quality and oversight	8	4%
	Road construction standards	6	3%
	Logging truck damage	3	2%
The quality and safety of our roads and paths for cycling	Remove/oppose cycling infrastructure	35	18%
	Cycling infrastructure creates safety hazards	12	6%
	Improve cycling infrastructure	3	2%
	Cycling path surfaces	1	1%
The availability of car parking in the district	More parking spaces needed	12	6%
	Parking costs and payment methods	10	5%
	Restore removed parking	4	2%
The ability to drive around the district quickly easily and safely	Improve traffic flow and intersections	18	9%
	Road signage and visibility	3	2%
The quality and safety of footpaths	Uneven surfaces and trip hazards	7	4%
	Accessibility for disabled users	4	2%
	Vegetation overgrowth	2	1%
Other concerns	General complaints	5	3%
	Public transport	3	2%
Not coded	No comment or unclear	8	4%
Total		204	

Base: Representative respondents

Typical comments were:

"Improve potholes and remove the new concrete barriers at intersections."

"Stop spending money on cycle paths. The city is geographically not cycle-friendly, and adding cycle paths does not fix this."

6. Urban environment



6 Urban environment

6.1 KEY METRICS

Maintenance of the quality of the living environment

81% were satisfied with the quality of the living environment.

The quality of urban landscapes and streets

84% were satisfied with the quality of urban landscapes and streets.

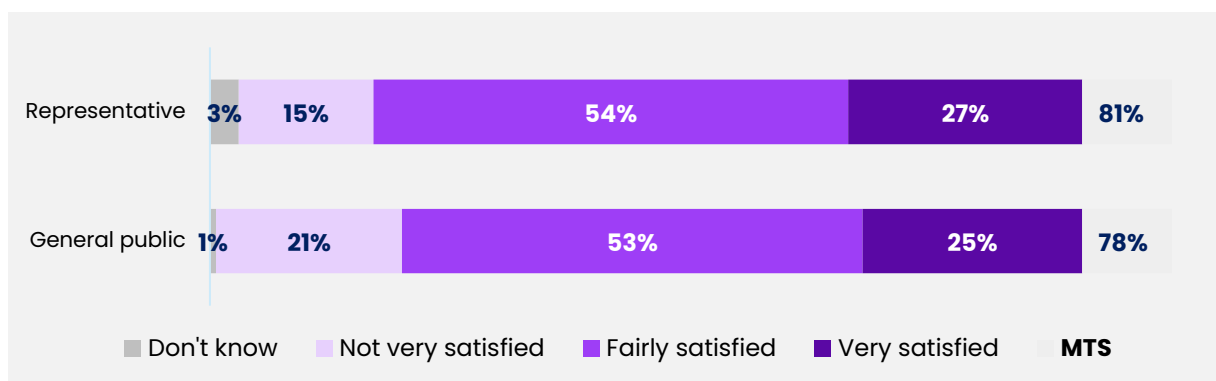
6.2 OVERALL SATISFACTION WITH THE MAINTENANCE OF THE QUALITY OF THE LIVING ENVIRONMENT

Most residents were satisfied (81 percent were fairly/very satisfied) with the overall maintenance of the quality of the living environment in the District. This result represents an **increase of 3 percent** since last year. However, satisfaction levels are not back to the highs seen prior to 2018 (90+ percent).

There are no provincial peer group averages for satisfaction with the maintenance of the quality of the living environment.

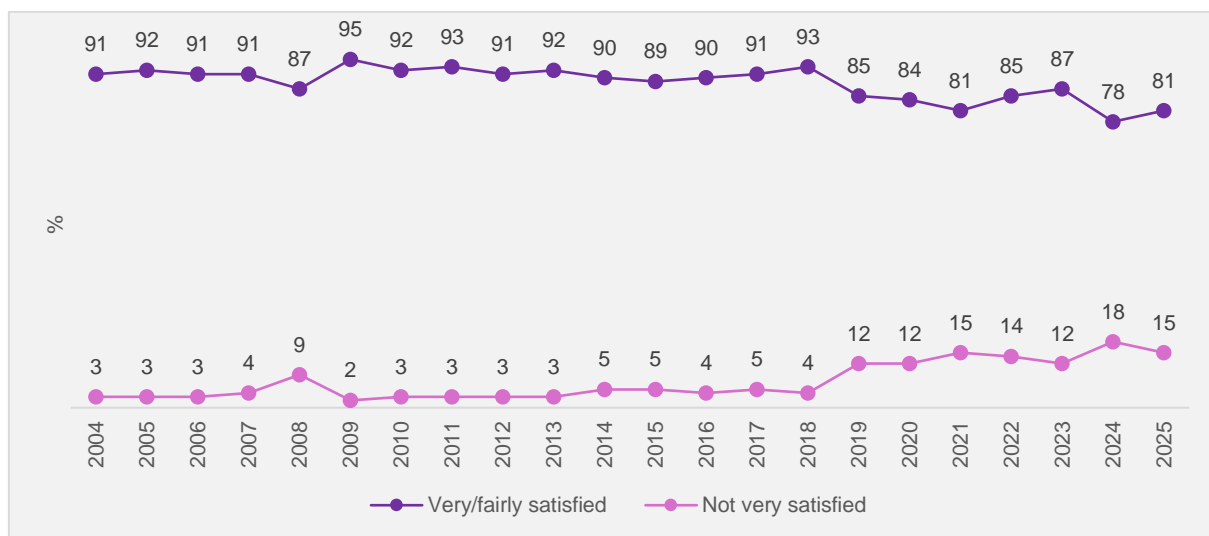
There were no significant differences in perceptions between the representative and general public respondents regarding satisfaction with the quality of the living environment.

Figure 6-1 Overall satisfaction with the maintenance of the quality of the living environment, including litter control



Base: Representative respondents (n=395); General public (n=286)

Figure 6-2 Satisfaction with the maintenance of the quality of the living environment, including litter control – over time



Base: all representative respondents over time

Satisfaction levels are fairly consistent across areas. Puketapu-Bell Block had the highest satisfaction levels regarding maintaining the quality of the living environment. No other demographic differences were apparent.

Table 6-1 Satisfaction with the maintenance of the quality of the living environment, including litter control by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	3%	17%	52%	29%
Puketapu-Bell Block	0%	9%	68%	24%
Waitara	4%	12%	61%	22%
Clifton	33%	17%	50%	0%
Inglewood	7%	18%	49%	27%
Kaitake	0%	14%	57%	29%
Average	3%	15%	54%	27%

Base: Representative respondents n=394

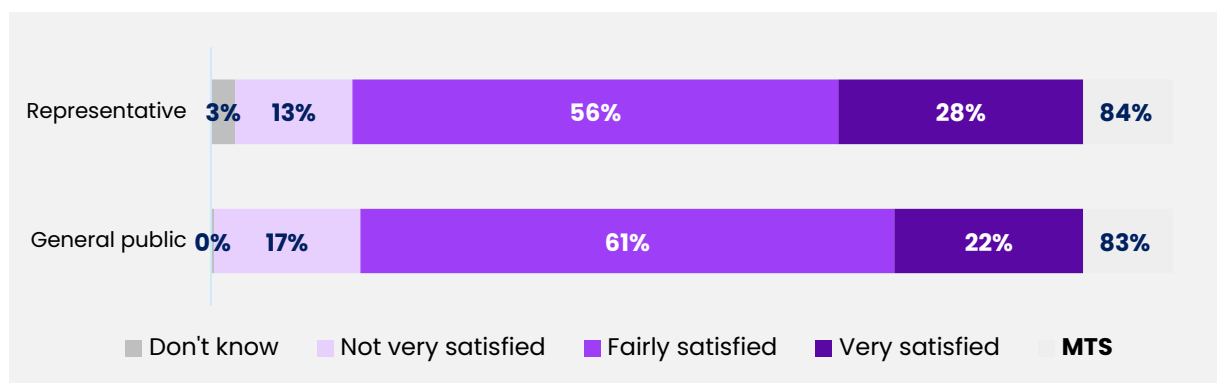
6.3 OVERALL SATISFACTION WITH URBAN LANDSCAPES AND STREETS

Eight-four percent of residents were fairly/very satisfied with the quality of the urban landscapes and streets. This result is **similar to 2024**. Satisfaction levels have remained relatively steady over the past 17 years and remain among the Council's top-performing services. Although dissatisfaction has crept up to 13%, the highest level to date.

There are no provincial peer group averages for urban landscapes and street quality

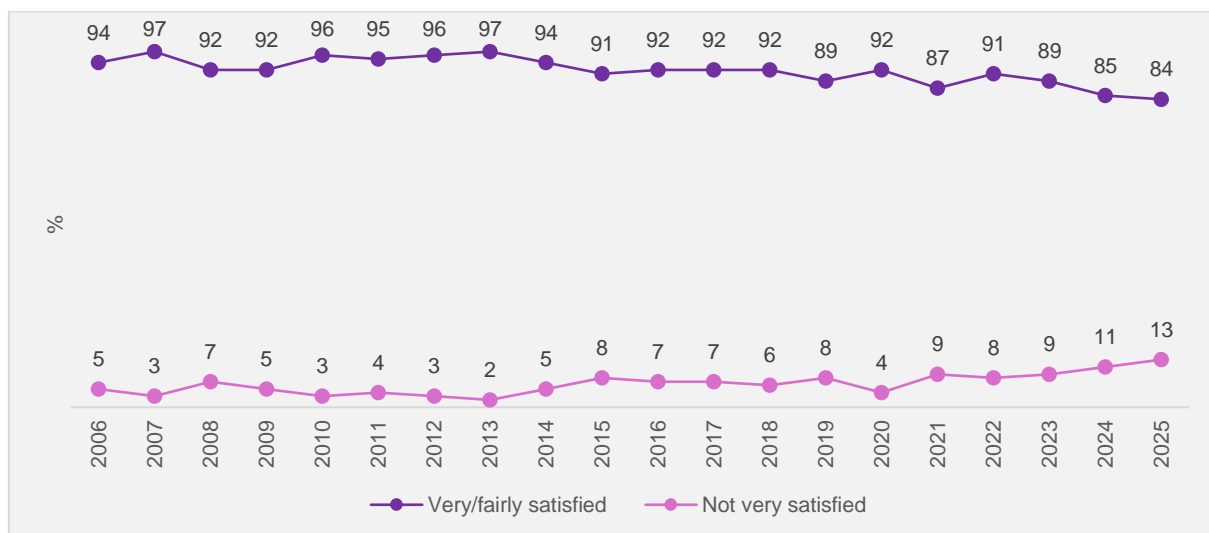
There were no significant differences in perceptions between the representative and general public respondents regarding satisfaction with the urban landscapes and streets.

Figure 6-3 Overall satisfaction with urban landscapes and streets



Base: Representative respondents (n=395); General public (n=286)

Figure 6-4 Satisfaction with the quality of urban landscapes and streets over time



Base: all representative respondents over time

There were no significant demographic differences.

Most areas held relatively consistent responses regarding urban landscape and street satisfaction. Indeed, residents of Puketapu-Bell Block have the highest levels of satisfaction.

Table 6-2 Satisfaction by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	4%	15%	52%	30%
Puketapu-Bell Block	0%	3%	65%	32%
Waitara	0%	12%	65%	22%
Clifton	0%	17%	83%	0%
Inglewood	4%	13%	56%	27%
Kaitake	0%	18%	54%	29%
Average	3%	13%	56%	28%

Base: Representative respondents n=394

7. The outdoor environment



7 The outdoor environment

7.1 KEY METRICS

Access to the natural environment	
96%	were satisfied with their access to the natural environment.

Quality of parks and reserves	
93%	had used or visited parks or reserves, including the coastal walkway and Pukekura Park, over the past year. Of those, 95% were satisfied with their experience.
93%	were satisfied with the quality of their parks and reserves overall.

Quality of sports parks	
59%	had visited a sports park over the past year. Of those, 93% were satisfied with their experience.
73%	were satisfied with the quality of their sports parks overall.

Quality of playgrounds	
66%	had visited a playground over the past year. Of those, 93% were satisfied with their experience.
78%	were satisfied with the quality of playgrounds overall.

7.2 OVERVIEW OF USAGE OF PARKS AND RESERVES

Residents were asked a series of questions related to the outdoor environment, including access to rivers, lakes, mountains, and the coastline. Questions were also asked about the usage and quality of parks and reserves (including the Coastal Walkway and Pukekura Park), sports grounds, and playgrounds.

Most residents in the District visit public parks and reserves, with 93 percent confirming they have done so in the last 12 months. However, fewer residents visit sports parks or playgrounds where just under three-fifths of residents (59 percent) have used or visited a sports park. Comparatively, two-thirds of residents have used or visited a playground in the District.

These results are **consistent in the overall use compared to last year**, when 93 percent had visited the parks/reserves, 58 percent had used/visited a sports park, and 62 percent had visited a playground.

Table 7-1 Usage of parks and reserves

	Three times or more	Once or twice	Not at all
Used or visited public parks or reserves, including the Coastal Walkway and Pukekura Park	72%	21%	7%
Used or visited a sports park	35%	24%	41%
Used or visited a playground	41%	25%	34%

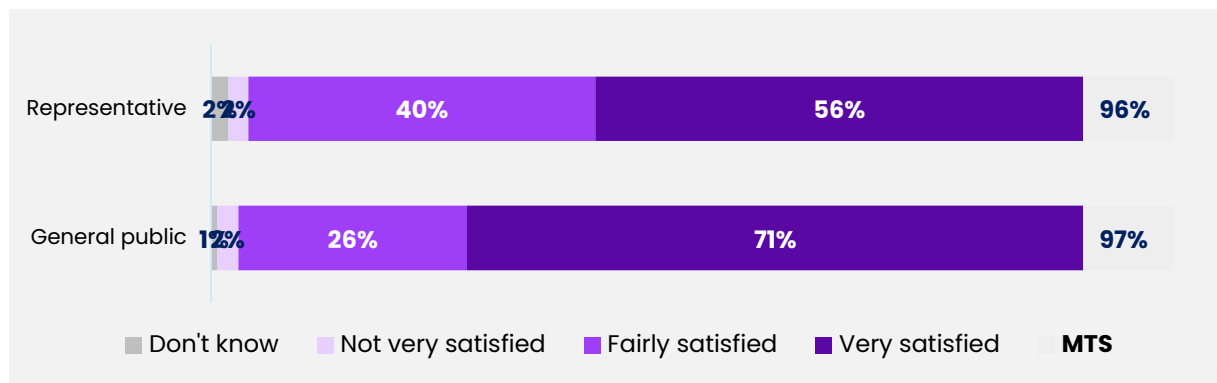
7.3 SATISFACTION WITH ACCESS TO THE NATURAL ENVIRONMENT

Nearly all District residents were satisfied with access to the natural environment (96 percent were fairly/very satisfied). Similar satisfaction levels have been demonstrated in the past. This remains one of the Council's **top performance indicators**.

There is no provincial peer group average for access to the natural environment.

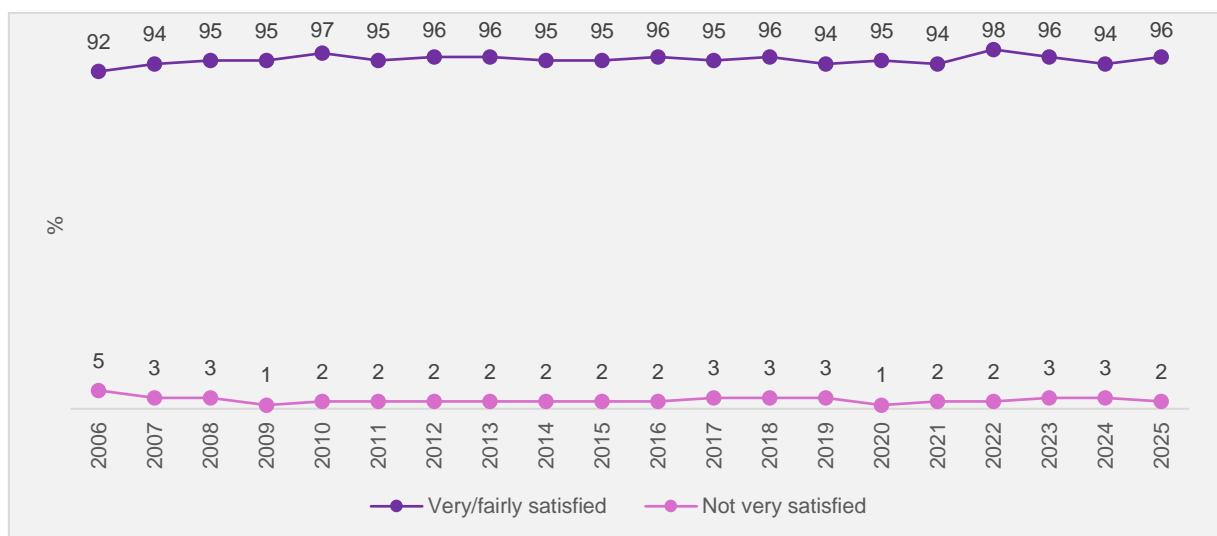
General public respondents were significantly more likely to be very satisfied with access to the natural environment compared to the representative sample.

Figure 7-1 Overall satisfaction with access to the natural environment



Base: Representative respondents (n=395); General public (n=286)

Figure 7-2 Satisfaction with access to the natural environment – over time



Base: all representative respondents over time

There were few differences between satisfaction levels by area. Again, Puketapu-Bell Block residents are more likely to be very satisfied with their access to the natural environment. No other demographic differences were apparent.

Table 7-2 Satisfaction with access to the natural environment by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	2%	4%	38%	56%
Puketapu-Bell Block	0%	0%	35%	65%
Waitara	2%	0%	39%	59%
Clifton	0%	0%	67%	33%
Inglewood	7%	0%	40%	53%
Kaitake	0%	0%	50%	50%
Average	2%	2%	40%	56%

Base: Representative respondents n=394

7.4 SATISFACTION WITH THE PARKS AND RESERVES

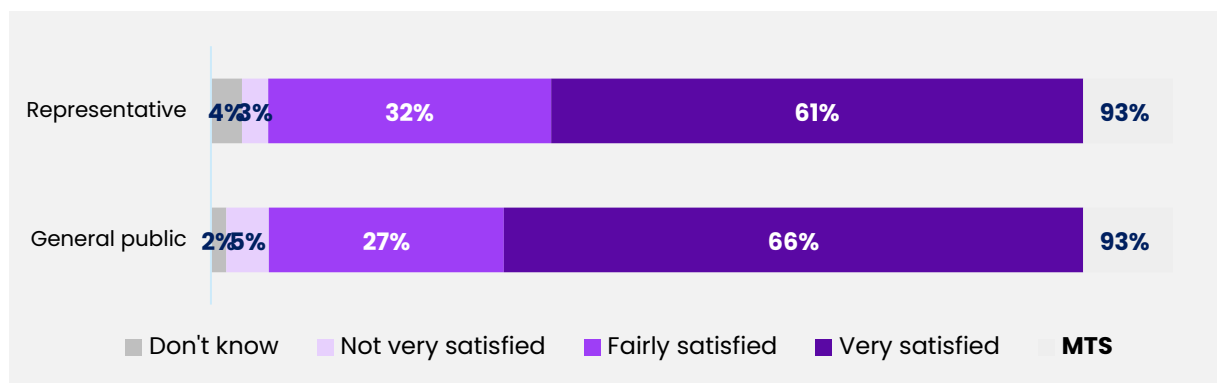
Nearly all residents (93 percent were fairly/very satisfied) were satisfied with the quality of their parks and reserves. Satisfaction and dissatisfaction with the District's parks and reserves have **remained steady over time**. Parks and reserves are another of the Council's **top performance indicators**.

Of the 93 percent who had used/visited the public parks or reserves, 95 percent were satisfied with their experience. This result is the same as last year.

Provincial peer group average = 79%

There were no significant differences in perceptions between the representative and general public respondents regarding satisfaction with the parks and reserves.

Figure 7-3 Overall satisfaction with parks and reserves



Base: Representative respondents (n=395); General public (n=286)

Figure 7-4 Satisfaction with parks and reserves – over time



Base: all representative respondents over time

There were no discernible demographic differences.

Residents in Puketapu-Bell Block were the most satisfied with parks and reserves.

Table 7-3 Satisfaction with parks and reserves by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	3%	4%	31%	62%
Puketapu-Bell Block	0%	0%	32%	68%
Waitara	4%	4%	31%	61%
Clifton	0%	0%	50%	50%
Inglewood	7%	0%	38%	56%
Kaitake	4%	0%	39%	57%
Average	4%	3%	32%	61%

Base: Representative respondents n=394

7.5 SATISFACTION WITH SPORTS PARKS

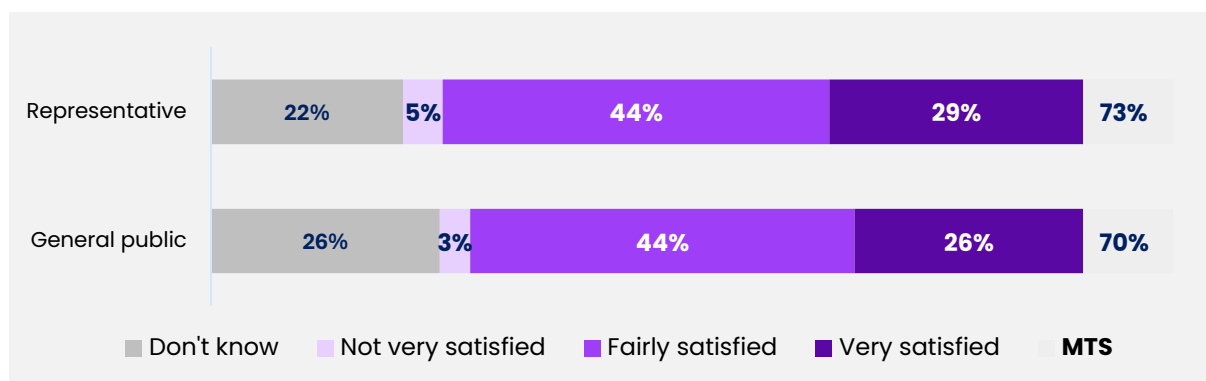
Just under three-quarters of residents were satisfied (73 percent were fairly/very satisfied) with the quality of sports parks, **the same as 2024**.

Just under three-fifths of residents had used or visited a sports park over the past 12 months (59 percent). Of those, 93 percent were satisfied with their experience. This result is a two percent decrease from the 2024 survey.

Provincial peer group averages = 76%

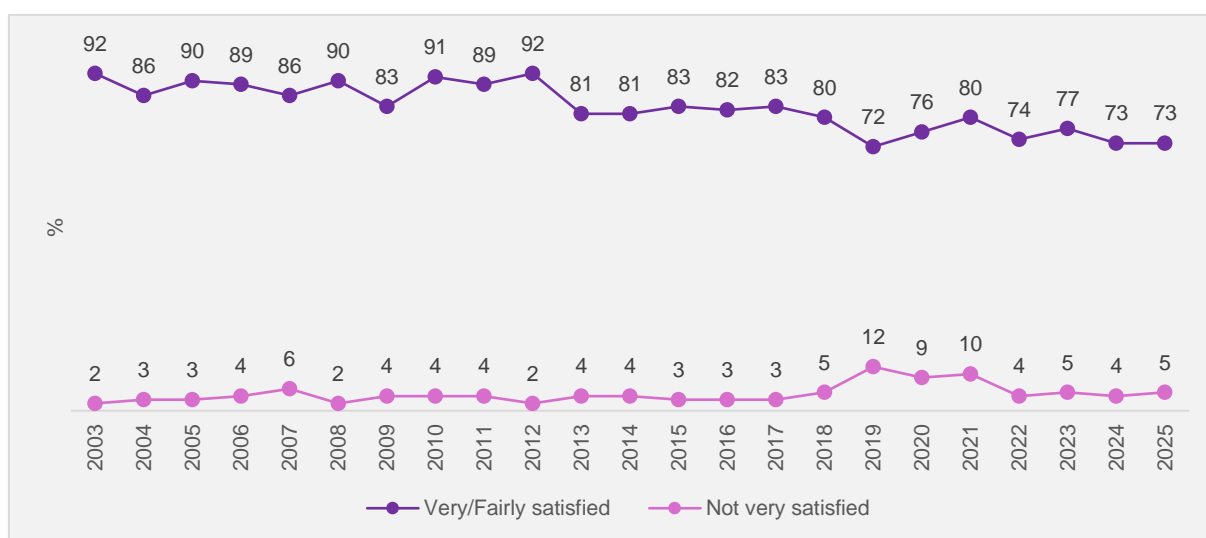
There were no significant differences in perceptions between the representative and general public respondents regarding satisfaction with sports parks.

Figure 7-5 Overall satisfaction with sports parks



Base: Representative respondents (n=395); General public (n=286)

Figure 7-6 Satisfaction levels with sports parks – over time



Base: all representative respondents over time

There were no discernible demographic differences regarding satisfaction with sports parks. Residents in Kaitake were the most satisfied with their sports parks.

Table 7-4 Satisfaction with sports parks – by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	24%	6%	44%	26%
Puketapu-Bell Block	26%	0%	50%	24%
Waitara	12%	4%	51%	33%
Clifton	33%	0%	50%	17%
Inglewood	27%	4%	29%	40%
Kaitake	4%	4%	50%	43%
Average	22%	5%	44%	29%

Base: Representative respondents n=394

7.6 SATISFACTION WITH PLAYGROUNDS

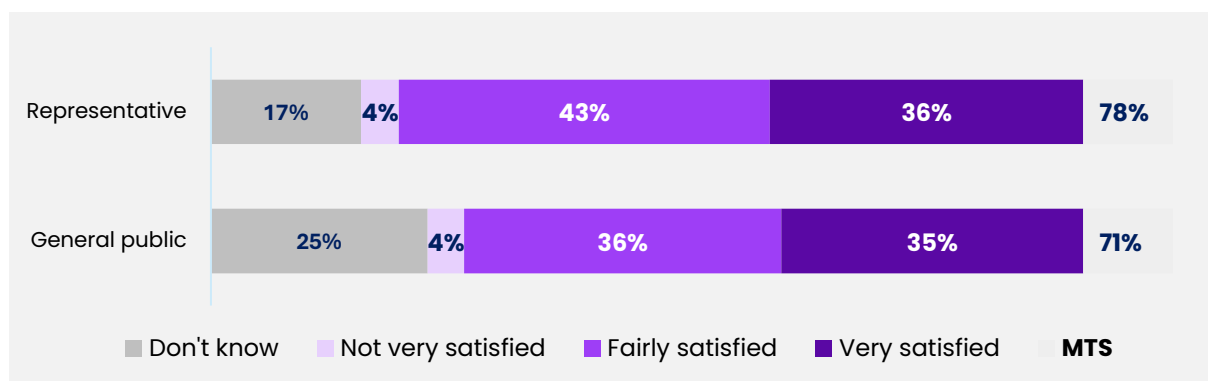
Overall, 78 percent of residents were satisfied with the quality of playgrounds. Satisfaction with playgrounds has **increased by 5 percent** over the past 12 months. This is a reversal of the downward trend since 2021. Dissatisfaction levels have remained low over time.

Provincial peer group averages = 72%

Three-thirds of the residents (66 percent) had visited a playground over the past year. Of those, 93 percent were satisfied with their experience, consistent with 2024, when 93 percent were satisfied.

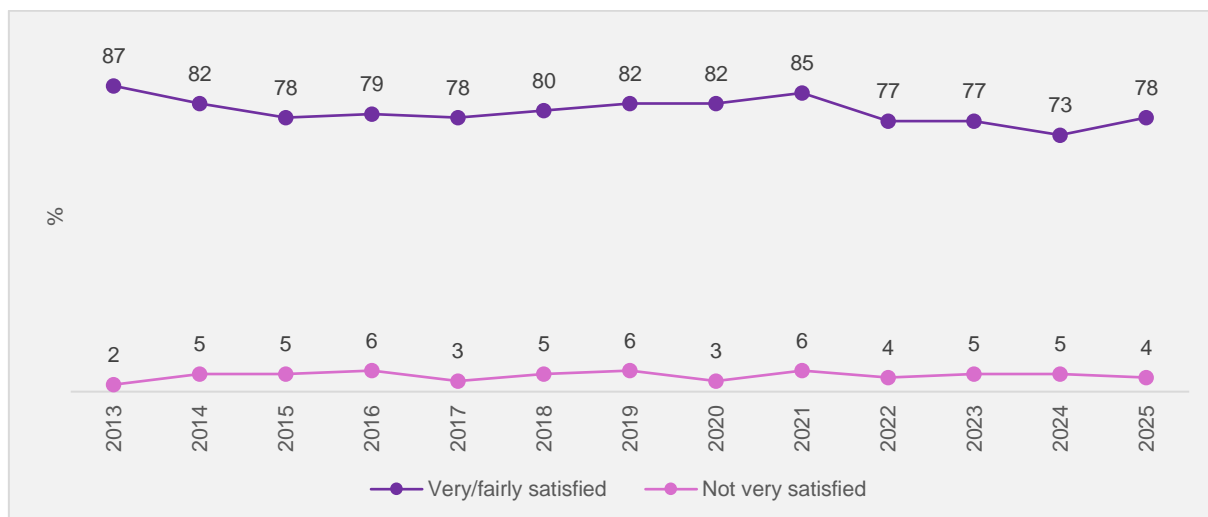
Representative respondents were significantly more likely to be satisfied with playgrounds compared to general public respondents.

Figure 7-7 Overall satisfaction with the playgrounds



Base: Representative respondents (n=395); General public (n=286)

Figure 7-8 Satisfaction levels with sports, parks, and playgrounds – over time



Base: all representative respondents over time

Only small locational differences were observed regarding satisfaction with playgrounds. Residents in Kaitake and Waitara were more likely to be satisfied.

Younger residents (those under 45 years old) were significantly more likely to be satisfied with playgrounds (87 percent).

Table 7-5 Satisfaction with playgrounds by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	19%	6%	41%	34%
Puketapu-Bell Block	15%	0%	47%	38%
Waitara	10%	0%	49%	41%
Clifton	33%	0%	50%	17%
Inglewood	22%	7%	38%	33%
Kaitake	7%	4%	43%	46%
Average	17%	4%	43%	36%

Base: Representative respondents n=394

7.7 SUGGESTIONS TO IMPROVE THE PARKS, RESERVES, SPORTS GROUNDS, AND PLAYGROUNDS

Respondents were invited to suggest how the Council could improve their parks, reserves, sports grounds, and playgrounds.

Maintenance and upkeep emerged as the strongest concern, with residents requesting more frequent and thorough lawn mowing, including ensuring grass is cut right up to boundaries. They sought more regular maintenance of walkways and public areas, better weed control to remove noxious species, and improved overall upkeep standards for parks and playgrounds. Residents emphasised that current maintenance schedules appear insufficient for keeping these spaces in good condition.

Safety and accessibility highlighted important user experience issues. Residents wanted better signage to encourage courtesy between different pathway users, particularly asking cyclists and scooter users to be more considerate of pedestrians. They identified specific safety hazards, including the coastal walkway being too dangerous for walkers due to fast-moving cyclists, and tripping hazards in children's playgrounds. Some requested improved transport options for elderly residents to access parks.

Infrastructure and amenities revealed gaps in basic facilities. Residents wanted more water fountains and bottle refill stations, particularly along the coastal walkway, additional seating along walkways, and more rubbish bins at sports grounds.

Facility design and programming revealed that residents sought more thoughtful approaches to park development. They wanted better consolidation of youth facilities rather than scattering them across the city, more family events and programming at community playgrounds, and playground designs that prioritise functionality over aesthetics. Residents also requested consultation with families about playground needs and improvements to sporting facilities.

Table 7-6 Suggestions to improve parks, reserves, sports grounds, and playgrounds

Service/facility	Improvements	n
Public parks or reserves	Infrastructure improvements	7
	Lawn maintenance	3
	Other	4
Playgrounds	Facility quality/maintenance	6
	Design philosophy	2
	Other	3
Sports parks	Facility improvements	3
	Ground upgrades	1
	Venue utilisation	1
	Rubbish management	1
Total		31

Base: Representative respondents

Typical comments were:

"Add more water fountains/bottle refill stations along the Coastal Walkway."

"More regular maintenance on public areas like the walkway."

"Coastal walkway is more like a bike raceway, making it very hazardous for walkers."

8. Events and venues



8 Events and venues

8.1 KEY METRICS

Quality of event venues and events

71% had attended an event venue or event during the past 12 months.

86% were satisfied with the quality of the Council's event venue.

80% were satisfied with the overall quality of the Council's events.

Quality of libraries

63% had visited the Puke Ariki Library over the past year. Of those, 95% were satisfied with their experience.

95% were satisfied with the Puke Ariki Library overall.

43% had visited another community library over the last year. Of those, 91% were satisfied with their experience.

91% were satisfied with other community libraries in the District overall.

Museums and art galleries

59% had used or visited the museum or the Visitor Information Centre at Puke Ariki. Of those, most (94%) were satisfied with their experience.

92% were satisfied with the museum at Puke Ariki overall.

31% had visited the Govett-Brewster Art Gallery/Len Lye Centre, and 88% were satisfied with the venue(s).

44% were satisfied with the Govett-Brewster Art Gallery/Len Lye Centre overall.

8.2 QUALITY OF EVENT VENUES AND EVENTS

8.2.1 Overview of event venue usage

Just over seven in ten (71 percent) residents had visited an entertainment, arts, or sporting event at least once during the past 12 months, **increasing by 4 percent** over the past year (67 percent in 2024).

Table 8-1 Attendance of entertainment, arts, or sporting events

	Three times or more	Once or twice	Not at all
Attended an entertainment, arts, or sporting event at TSB Showplace (Opera House), TSB Stadium (near the racecourse), Bowl of Brooklands, or Yarrow Stadium.	33%	38%	29%

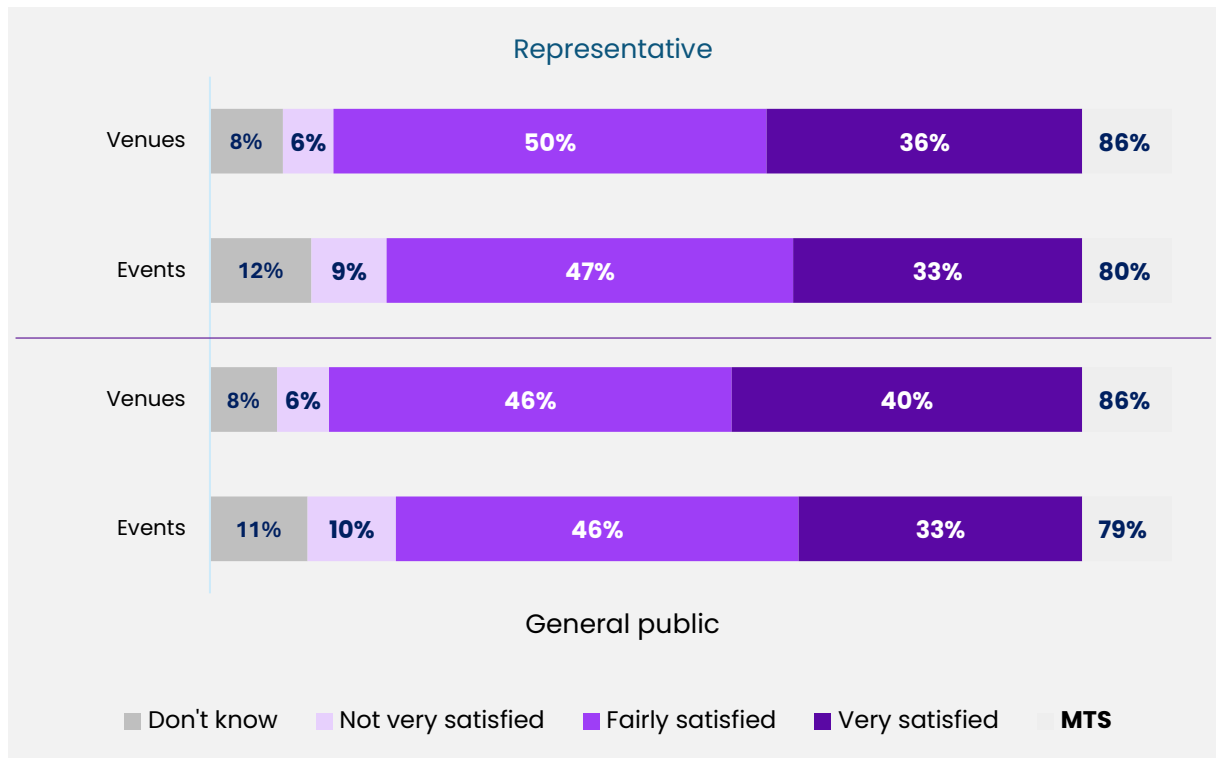
8.2.2 Satisfaction with event venues and events

Over four in five residents were satisfied (86 percent were fairly/very satisfied) with the quality of the District's **event venues**. The quality of the venues is a top-performing indicator for the Council. However, fewer residents (80 percent) were satisfied with the **quality of the events**.

Results from 2024 for event venues and events were slightly lower (at 85 percent and 78 percent, respectively), indicating a **slight increase in satisfaction** for both the event venues and the events themselves. Overall, satisfaction levels have been very high over time, whilst dissatisfaction levels have remained very low.

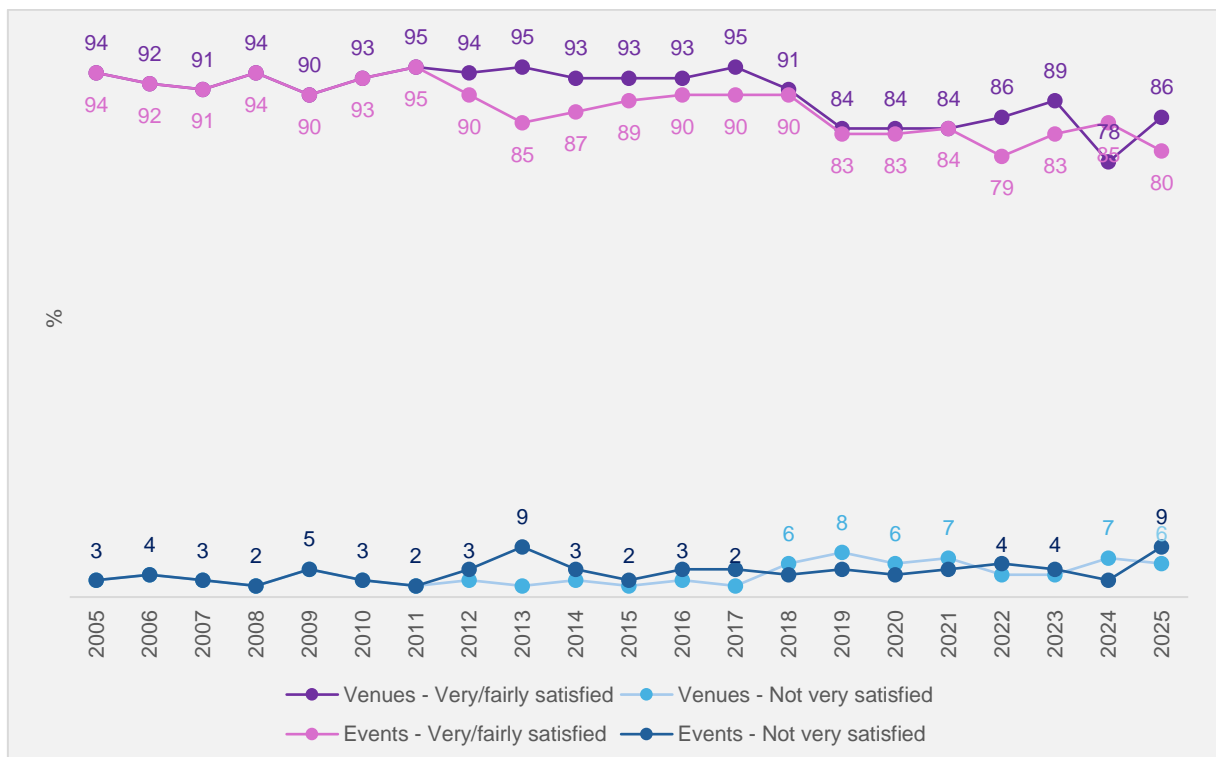
There are no peer group averages for the quality of Council event venues or Council events.

Figure 8-1 Overall level of satisfaction with event venues and events



Base: Representative respondents (n=395); General public (n=286)

Figure 8-2 Satisfaction with event venues and events – over time



Base: all representative respondents over time

Satisfaction levels were relatively consistent across areas. However, residents in Waitara and Kaitake are slightly more satisfied with events and venues.

There were no significant demographic differences by area, age or gender.

Table 8-2 Satisfaction with venues and events – by area

Venues	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	8%	7%	48%	37%
Puketapu-Bell Block	9%	3%	47%	41%
Waitara	4%	4%	47%	45%
Clifton	17%	17%	50%	17%
Inglewood	20%	4%	49%	27%
Kaitake	0%	0%	68%	32%
Average	8%	6%	49%	36%

Events	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	13%	11%	45%	32%
Puketapu-Bell Block	18%	3%	47%	32%
Waitara	4%	10%	49%	37%
Clifton	17%	0%	67%	17%
Inglewood	18%	7%	42%	33%
Kaitake	0%	0%	57%	43%
Average	12%	9%	46%	33%

Base: Representative respondents n=394

8.3 LIBRARIES

8.3.1 Overview of Library usage

Over the past year, just over three in five residents had visited the library at Puke Ariki, and just over a third had visited other libraries (63 percent and 43 percent, respectively). These results show a **slight rise in library usage** in 2025 for both the library at Puke Ariki (56 percent in 2024) and other community libraries (37 percent in 2024). However, similar to last year, residents from areas other than New Plymouth City are more likely to visit libraries.

Table 8-3 Usage of libraries

	Three times or more	Once or twice	Not at all
Used or visited the library at Puke Ariki	32%	31%	37%
Used or visited a community library other than the Puke Ariki Library	23%	20%	57%

8.3.2 Satisfaction with Libraries

In 2025, satisfaction levels were only asked of residents who had visited public libraries over the past year. Therefore, the results have shown a substantial increase in satisfaction levels, as demonstrated in the figure below, and should be interpreted with this in mind.

Regarding user satisfaction alone, the Puke Ariki Library showed a similar satisfaction rate in 2025 (**the same as 2024**). Satisfaction with the community libraries has remained consistent over the past year also.

Provincial peer group average = 72%

Figure 8-3 Overall satisfaction with libraries*

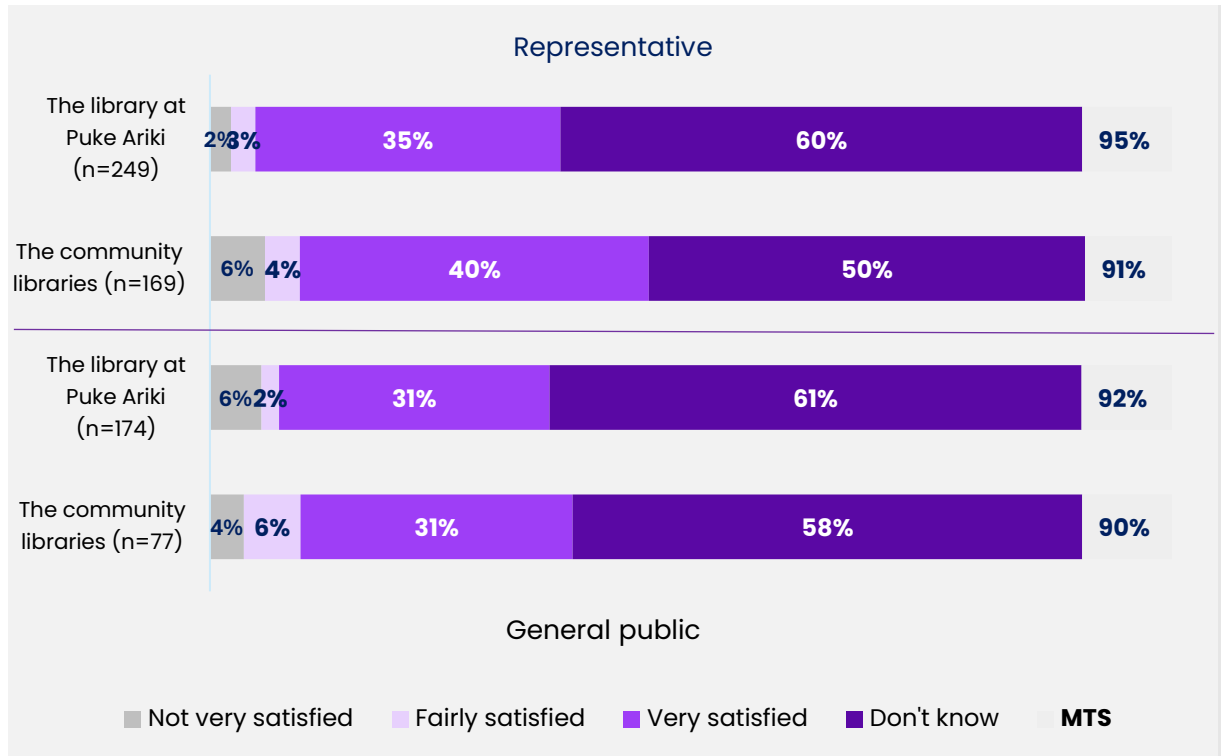
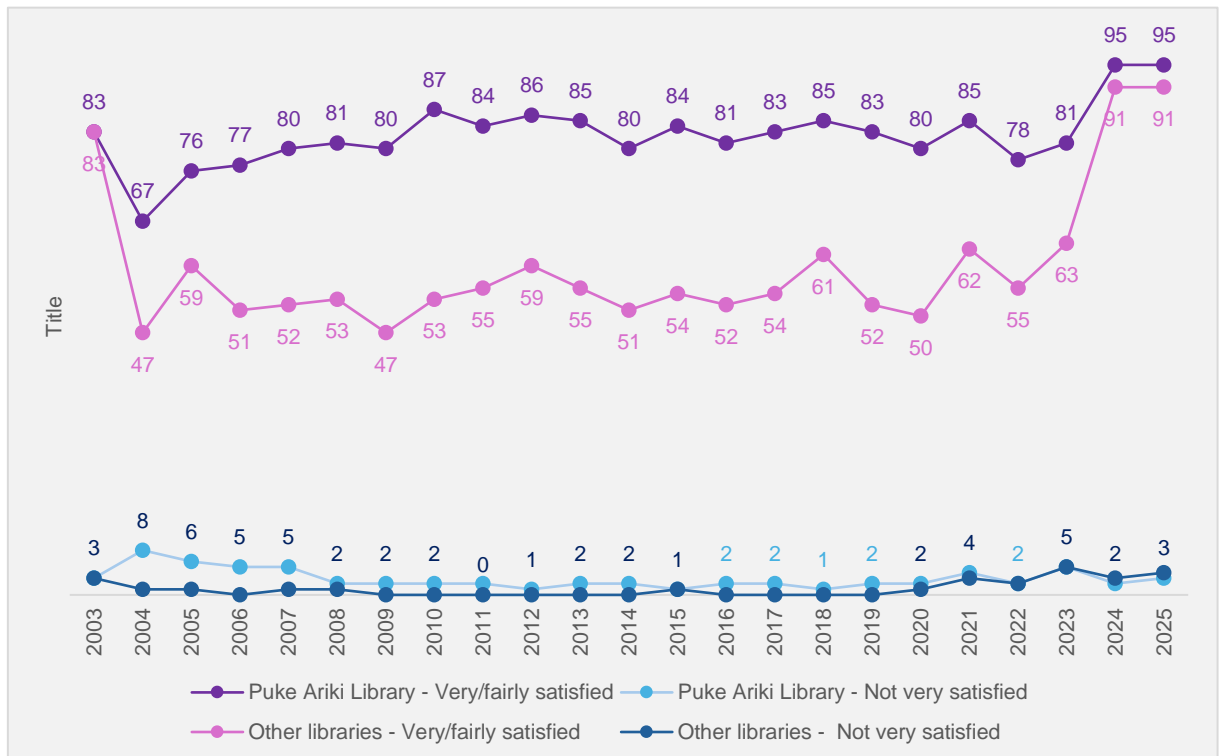


Figure 8-4 Satisfaction with libraries – over time*



* In 2024 onwards, this question was only asked of residents who had used the service

Base: all representative respondents over time

Overall, satisfaction levels indicate that residents like visiting the Puke Ariki and Community libraries, and **dissatisfaction levels are very low.**

There were no significant demographic differences by area, age or gender.

Table 8-4 Satisfaction with libraries – by area

Library at Puke Ariki	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	1%	4%	34%	61%
Puketapu-Bell Block	0%	0%	30%	70%
Waitara	0%	3%	38%	59%
Clifton	0%	0%	100%	0%
Inglewood	12%	0%	40%	48%
Kaitake	5%	0%	33%	62%
Average	2%	3%	35%	60%
Other Community Libraries	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	7%	7%	45%	41%
Puketapu-Bell Block	0%	0%	30%	70%
Waitara	3%	3%	34%	59%
Clifton	–	–	–	–
Inglewood	11%	0%	32%	57%
Kaitake	6%	0%	56%	38%
Average	6%	4%	40%	50%

Base: Representative respondents n=394

8.4 MUSEUMS AND ART GALLERIES

8.4.1 Overview of usage

Just under two in three residents had used or visited the Museum or the Visitor Information Centre at Puke Ariki over the past year, and just over one-third had visited the Govett-Brewster Art Gallery/Len Lye Centre (59 percent and 31 percent, respectively). These results show a **slightly higher level of usage** of the museum/Visitor Centre (54 percent in 2024) and the art gallery (30 percent in 2024).

Table 8-5 Usage of museums and art galleries

	Three times or more	Once or twice	Not at all
Used or visited the museum or the Visitor Information Centre at Puke Ariki	23%	37%	41%
Visited the Govett-Brewster Art Gallery/Len Lye Centre	8%	23%	69%

8.4.2 Satisfaction with the museums and art galleries

Museum at Puke Ariki

Almost all residents were satisfied (92 percent were fairly/very satisfied) with the museum at Puke Ariki. This result is a **slight decrease from 2024** when 94 percent were satisfied. Note that in 2024 onwards, satisfaction levels were only asked of residents who had visited the museum or Visitor Information Centre over the past year.

Govett-Brewster Art Gallery/Len Lye Centre

Forty-four percent of respondents expressed satisfaction with the Govett-Brewster Art Gallery/Len Lye Centre, marking a **slight increase over the past year** (41 percent).

The provincial peer group average for galleries is 76%

Figure 8-5 Overall satisfaction levels with museum and art galleries

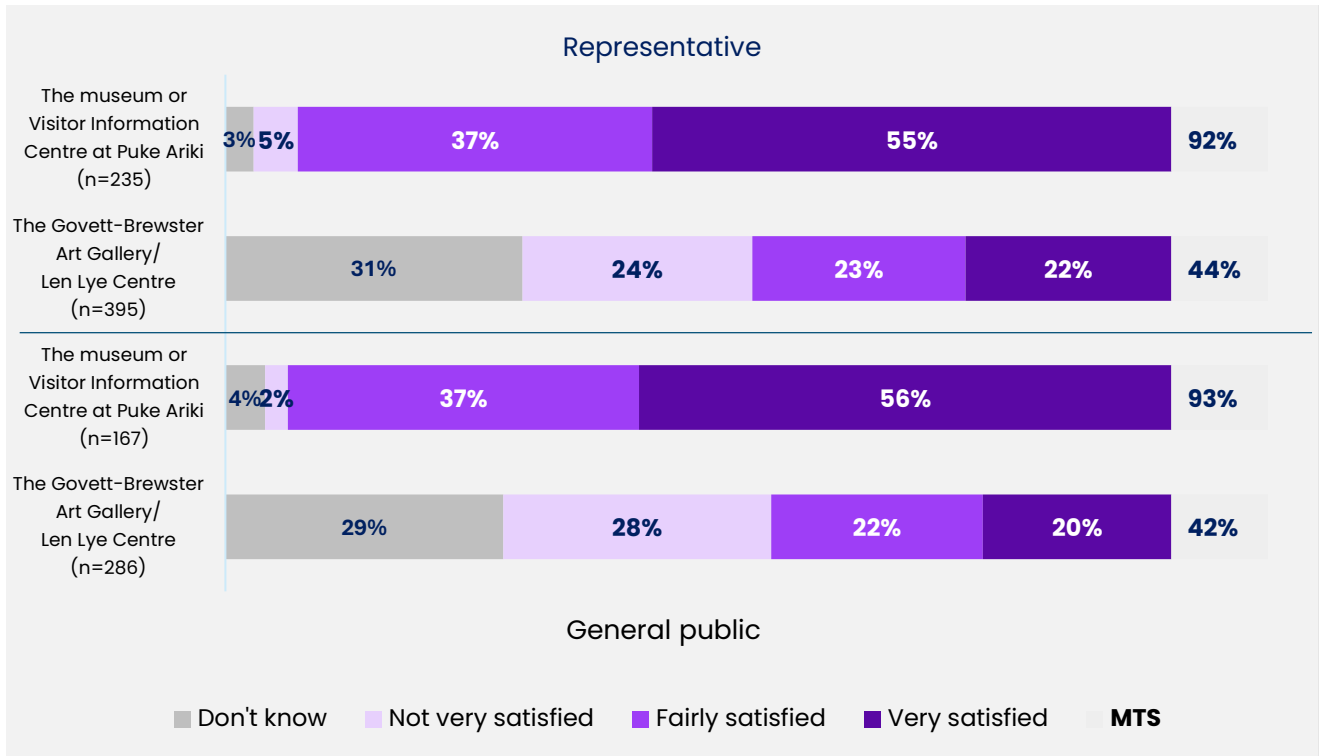
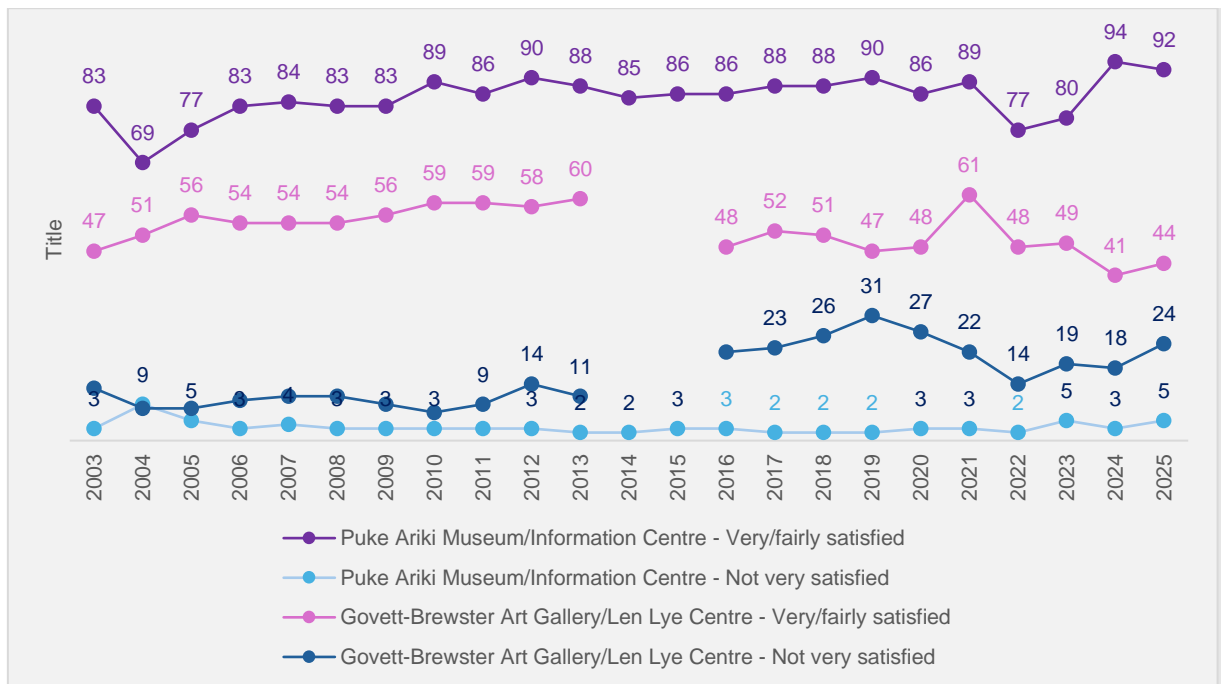


Figure 8-6 Satisfaction levels with Puke Ariki Museum and Govett-Brewster Art Gallery/Len Lye Centre – over time*



*Satisfaction with the Govett-Brewster Art Gallery was not asked during 2014-15 as it was closed for the Len Lye Centre expansion and earthquake strengthening

Base: all representative respondents over time

There were no significant differences in perceptions about the museum at Puki Ariki or the Govett-Brewster Art Gallery/Len Lye Centre between different areas in the District. However, residents in New Plymouth City and Puketapu-Bell Block were more likely to be dissatisfied with the Govett-Brewster/Len Lye Centre, and residents in Clifton were the least likely to have visited it.

There were no significant demographic differences by age or gender.

Table 8-6 Satisfaction by location

Puke Ariki Museum or Visitor Information Centre	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	1%	5%	38%	57%
Puketapu-Bell Block	11%	6%	22%	61%
Waitara	6%	3%	35%	55%
Clifton	0%	0%	100%	0%
Inglewood	10%	10%	38%	43%
Kaitake	0%	0%	47%	53%
Average	3%	5%	37%	55%
Govett-Brewster Art Gallery/Len Lye Centre	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	31%	22%	24%	23%
Puketapu-Bell Block	35%	35%	12%	18%
Waitara	45%	20%	12%	22%
Clifton	33%	50%	17%	0%
Inglewood	29%	31%	22%	18%
Kaitake	11%	21%	43%	25%
Average	31%	24%	23%	22%

Base: Representative respondents n=394

8.5 SUGGESTIONS TO IMPROVE EVENTS AND VENUES

All dissatisfied respondents were invited to suggest how the Council could improve the district's events and venues. There were only a handful of suggestions.

Cost and financial concerns dominated the feedback, with residents expressing strong concerns about the financial viability of the Govett-Brewster and Len Lye centres. Many described these facilities as a "waste of money," with some noting costs of \$125,000 per month for predominantly empty facilities. Residents suggested implementing user-pays systems, reducing operational costs, or closing facilities that cannot demonstrate their worth. Several called for defunding these galleries to redirect money elsewhere and reduce the rates burden.

Exhibition quality and programming revealed dissatisfaction with current offerings. Residents wanted wider selections of exhibits, better quality art displays, and less focus on post-modernist art in favour of broader artistic selections. Some noted that impressive buildings lacked sufficient exhibits to justify their existence, while others sought less elitist programming that appealed to a wider audience.

Library services and safety highlighted concerns about the Puke Ariki library. Residents requested better book selections, expanded services beyond book loans, and addressed concerns about censorship. Notably, multiple residents expressed safety concerns about individuals loitering outside, creating an unsafe environment that deters library use.

Staffing and service delivery generated mixed feedback, with some residents feeling facilities were overstaffed, whilst others wanted the replacement of rude staff members to improve customer experience.

Table 8-7 Suggestions to improve events and venues

Service/facility	Improvements	n
Govett-Brewster Art	Cost concerns	11
Gallery/Len Lye Centre	Exhibition quality	3
	Staffing concerns	2
	Closure demands	1
Puke Ariki library	Book selection	3
	Safety concerns	3
Council event venues	Venue development/utilisation	3
	Parking and access issues	1
Council events	Community consultation	2
	Venue maintenance	1
	Event location	1
Museum/Visitor	Safety concerns	1
Information Centre	Staff behaviour	1
	Development concerns	1
Total		34

Base: Representative respondents

Typical comments were:

"Govett Brewster/Len Lye needs to be less elitist and more cost-effective."

"I don't feel safe going to the library. Because of abuse outside it."

9. Other Council services



9 Other Council services

9.1 KEY METRICS

The Airport

81% had used or visited the Airport over the past year. Of these, 95% were satisfied with their experience.

95% were satisfied with the Airport overall.

Swimming facilities

54% had used swimming facilities over the past year. Of those, 88% were satisfied with their experience.

71% were satisfied with swimming facilities overall.

Quality of public toilets

76% had used a public toilet. Of those, 81% were satisfied with their experience.

69% were satisfied with public toilets overall.

Assistance and support to community groups

69% were satisfied with assistance and support to community groups.

Animal control activities

23% had contacted the Council about animal control. Of those, 88% were satisfied with their experience.

44% were satisfied with animal control overall.

9.2 OVERVIEW OF USAGE OF OTHER COUNCIL SERVICES

Usage of other Council services was found to have stabilised over the past year, apart from animal services that have seen a 10 percent increase in use.

Table 9-1 Usage of other Council services

	Three times or more	Once or twice	Not at all
Used or visited the Airport	44%	37%	19%
Used or visited a public swimming facility	33%	21%	46%
Used a public toilet	44%	31%	24%
Contacted the Council about dogs and/or other animals	5%	17%	77%

9.3 SATISFACTION WITH THE AIRPORT

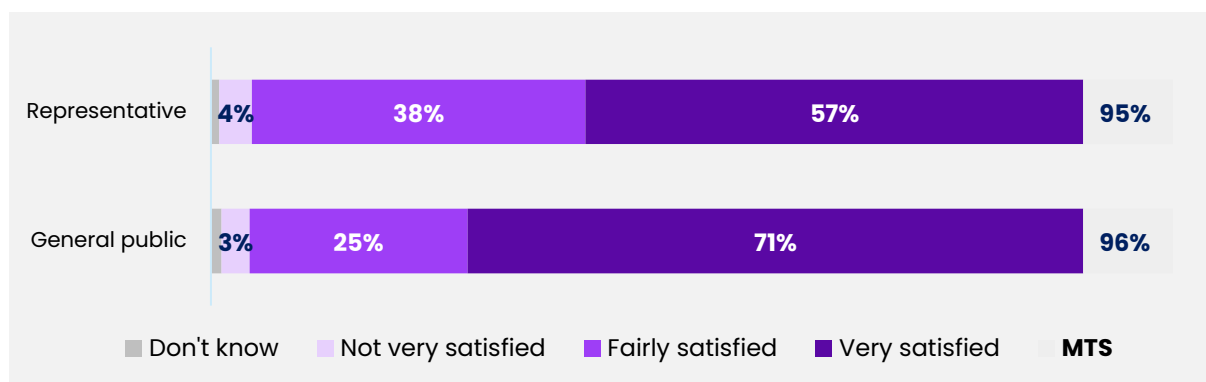
Overall, 95 percent were satisfied with the Airport, similar to last year (94 percent in 2024). This increase in satisfaction since 2024 corresponds to asking the question of users only. Dissatisfaction overall remains at a low.

Eighty-one percent of residents (or family members) had used or visited the Airport during the past 12 months. Of these, 95 percent were satisfied with their experience. User satisfaction with the Airport has remained **similar to 2024**.

There are no provincial peer group averages for airport satisfaction

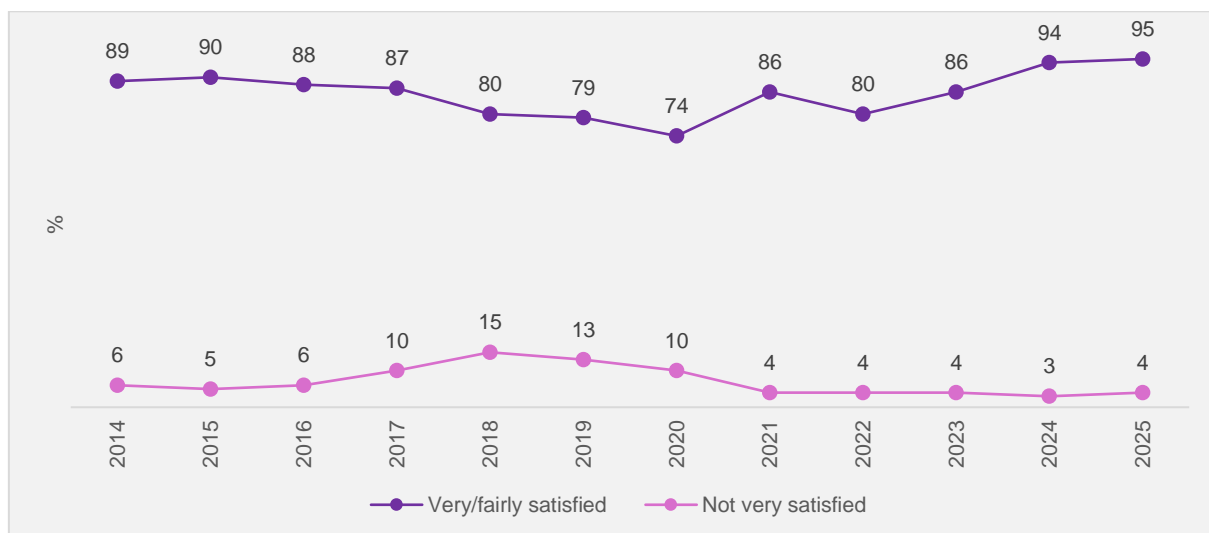
There were no significant differences in perceptions between the representative and general public respondents regarding satisfaction with the airport.

Figure 9-1 Overall satisfaction with the airport



Base: Representative respondents (n=319); General public (n=248)

Figure 9-2 Satisfaction with the Airport – over time*



* In 2024 onwards, this question was only asked of residents who had used the service

Base: all representative respondents over time

There were no significant demographic differences by area, age or gender.

Table 9-2 Satisfaction with the Airport by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	1%	4%	36%	59%
Puketapu-Bell Block	0%	3%	45%	52%
Waitara	5%	0%	34%	61%
Clifton	0%	25%	50%	25%
Inglewood	0%	5%	36%	59%
Kaitake	0%	0%	52%	48%
Average	1%	4%	38%	57%

Base: Representative respondents n=394

9.4 SATISFACTION WITH SWIMMING FACILITIES

Overall, 71 percent of residents were satisfied with the District's swimming facilities, consistent **with 2024** (68 percent).

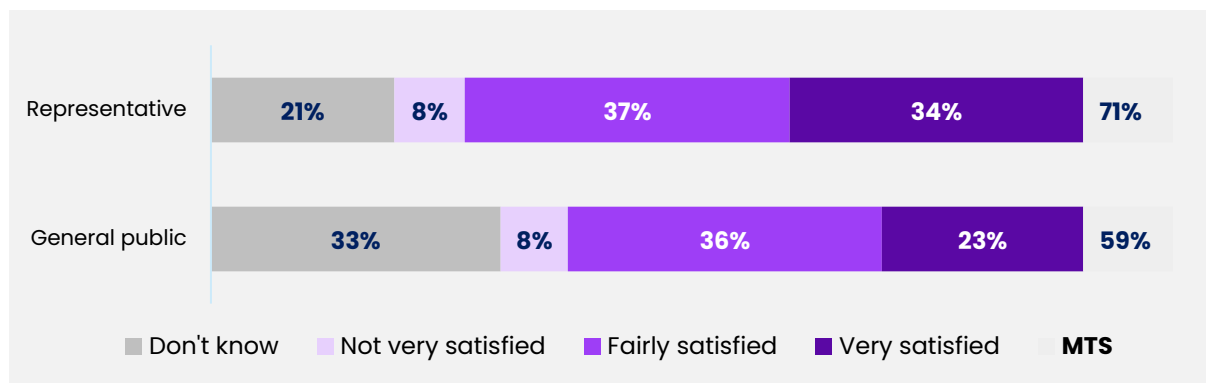
It is worth noting that dissatisfaction levels have remained low over time, indicating that the reduction in satisfaction levels is likely due to an increasing proportion of 'Don't know' responses.

Looking at users and visitors, just over half (54 percent) of the District's residents had used a swimming facility over the past year. Of those, 88 percent were satisfied with their experience, a slight decrease from last year.

Provincial peer group average = 60 percent

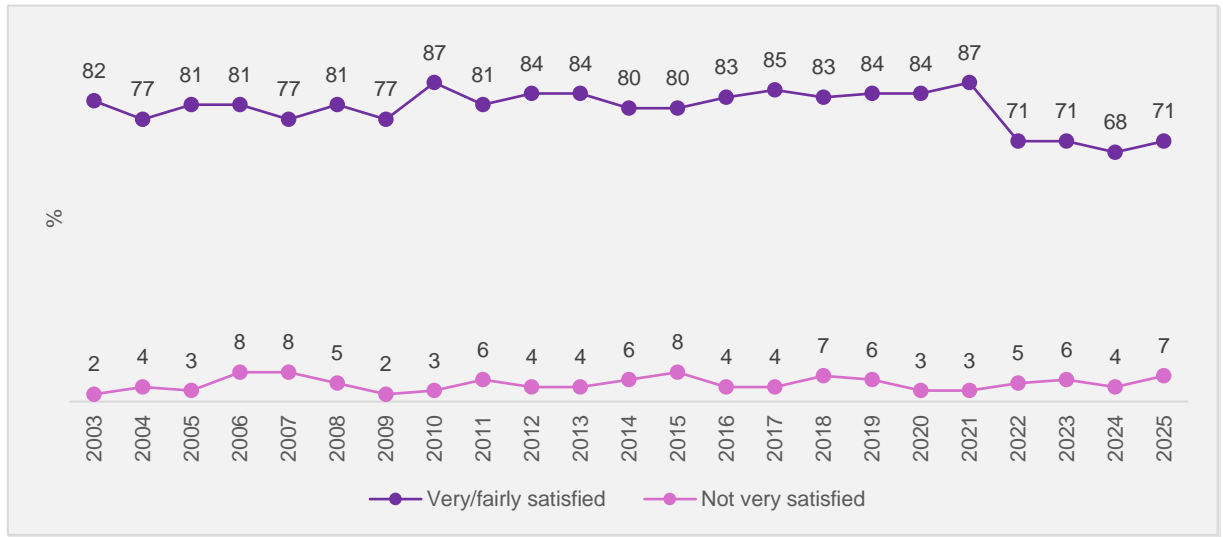
Representative respondents are significantly more likely to be satisfied with public swimming facilities compared to the general public respondents.

Figure 9-3 Overall satisfaction with swimming facilities



Base: Representative respondents (n=395); General public (n=286)

Figure 9-4 Satisfaction with swimming facilities – over time



Base: all representative respondents over time

New Plymouth residents were significantly less likely to be satisfied with public swimming facilities. Those aged 18 to 44 years are significantly more likely to be satisfied. No difference in gender was seen.

Table 9-3 Satisfaction with swimming facilities by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	25%	10%	33%	33%
Puketapu-Bell Block	18%	0%	41%	41%
Waitara	16%	8%	37%	39%
Clifton	50%	0%	33%	17%
Inglewood	18%	7%	47%	29%
Kaitake	0%	7%	57%	36%
Average	21%	8%	37%	34%

Base: Representative respondents n=394

9.5 SATISFACTION WITH THE QUALITY OF PUBLIC TOILETS

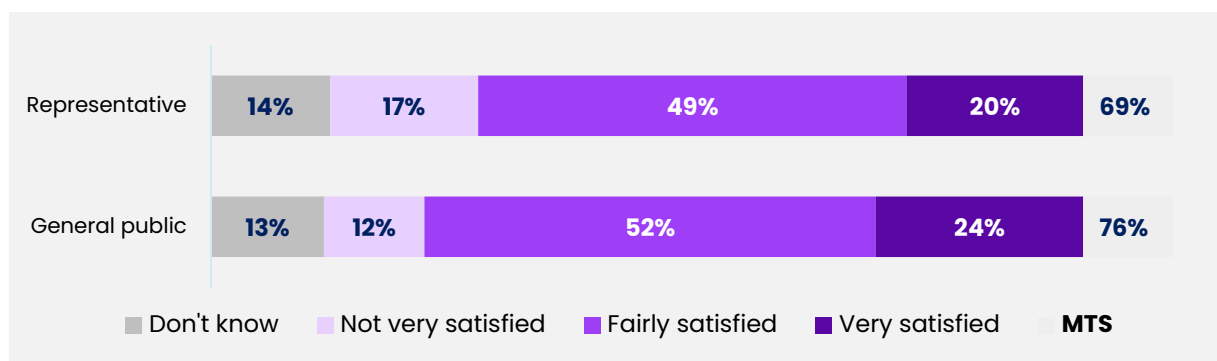
In 2025, 69 percent of residents were satisfied with the quality control of their public toilets. This finding is **consistent with 2024** (70 percent). Satisfaction levels with the quality of public toilets have oscillated over time but remained fairly stable over the past eleven years.

Three-quarters of residents reported using a public toilet within the past 12 months. Of those, 81 percent acknowledged satisfaction with their experience. This result is consistent with 2024 satisfaction levels when 82 percent were satisfied.

Provincial peer group average = 72 percent

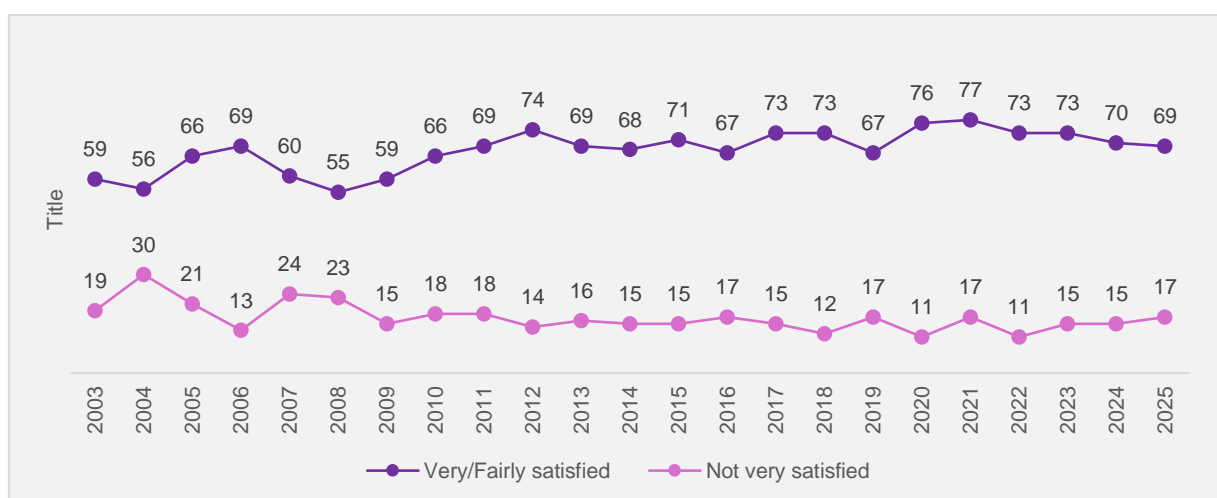
There were no significant differences in perceptions between the representative and general public respondents regarding satisfaction with the quality of public toilets.

Figure 9-5 Overall satisfaction with the quality of public toilets



Base: Representative respondents (n=395); General public (n=286)

Figure 9-6 Satisfaction with the quality of public toilets – over time



Base: all representative respondents over time

While not significantly different, dissatisfaction with public toilets was lower in Waitara and Inglewood. Those aged 18 to 44 years were significantly less satisfied. No gender differences were apparent.

Table 9-4 Satisfaction with the quality of public toilets by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	15%	18%	47%	21%
Puketapu-Bell Block	9%	6%	59%	26%
Waitara	14%	24%	39%	22%
Clifton	0%	17%	67%	17%
Inglewood	20%	16%	49%	16%
Kaitake	0%	11%	75%	14%
Average	14%	17%	49%	20%

Base: Representative respondents n=394

9.6 ASSISTANCE AND SUPPORT TO COMMUNITY GROUPS

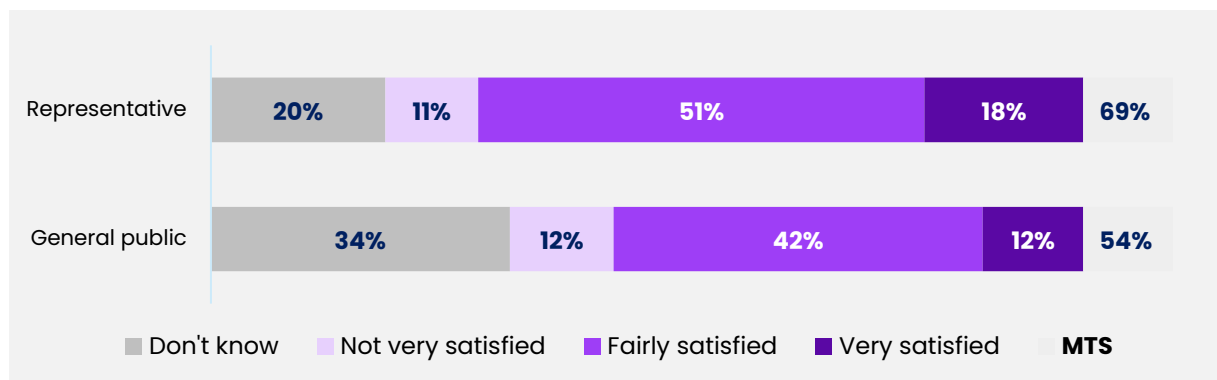
Just under seven in ten residents were satisfied (69 percent were fairly/very satisfied) with the assistance and support given to community groups. However, one-fifth didn't know enough to answer, indicating many are still unaware of any measures the Council takes in this area.

Satisfaction with assistance and support to community groups has varied over time. However, 2025 shows an **increase in satisfaction** over the past year.

There are no provincial peer group averages for satisfaction with assistance and support to community groups.

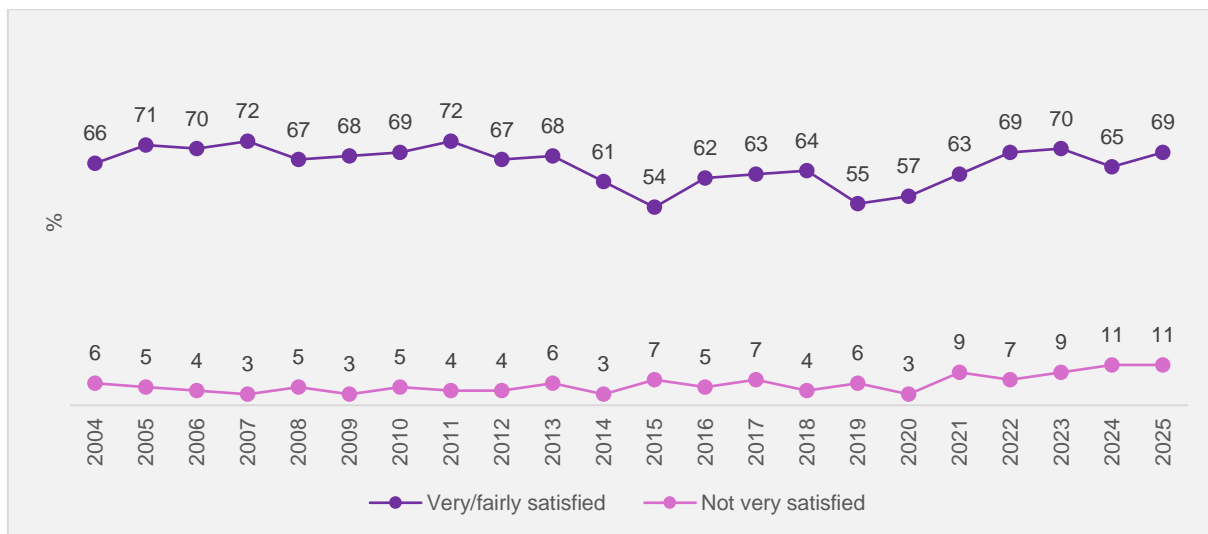
Representative respondents are significantly more likely to be satisfied with assistance and support to community groups compared to the general public respondents.

Figure 9-7 Overall satisfaction with assistance and support to community groups



Base: Representative respondents (n=395); General public (n=286)

Figure 9-8 Satisfaction with assistance and support to community groups – over time



Base: all representative respondents over time

Residents in Kaitake are significantly more likely to be satisfied.

There were no other significant demographic differences.

Table 9-5 Satisfaction with assistance and support to community groups by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	23%	11%	47%	19%
Puketapu-Bell Block	21%	9%	47%	24%
Waitara	16%	14%	57%	12%
Clifton	17%	17%	67%	0%
Inglewood	20%	9%	60%	11%
Kaitake	0%	4%	68%	29%
Average	20%	10%	51%	18%

Base: Representative respondents n=394

9.7 SATISFACTION WITH ANIMAL CONTROL SERVICES

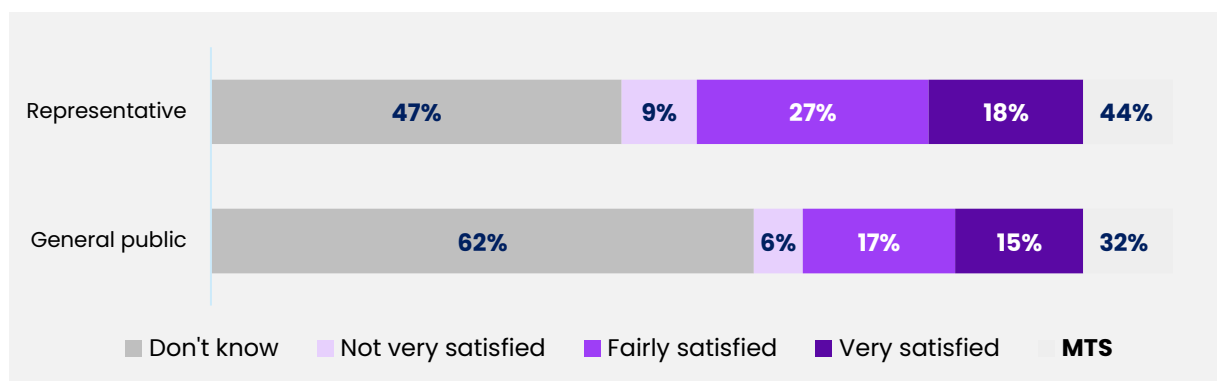
Just under half (47 percent) of the District's residents were unable to comment on animal control services. This finding is consistent with 2024. As a result, the proportion of residents who are satisfied with this service remains markedly lower.

Among the 23 percent of residents who contacted the Council about animal control, 88 percent were satisfied with their experience. This result is a **three percent increase from 2024**, when 85 percent were satisfied.

There are no provincial peer group averages for animal control.

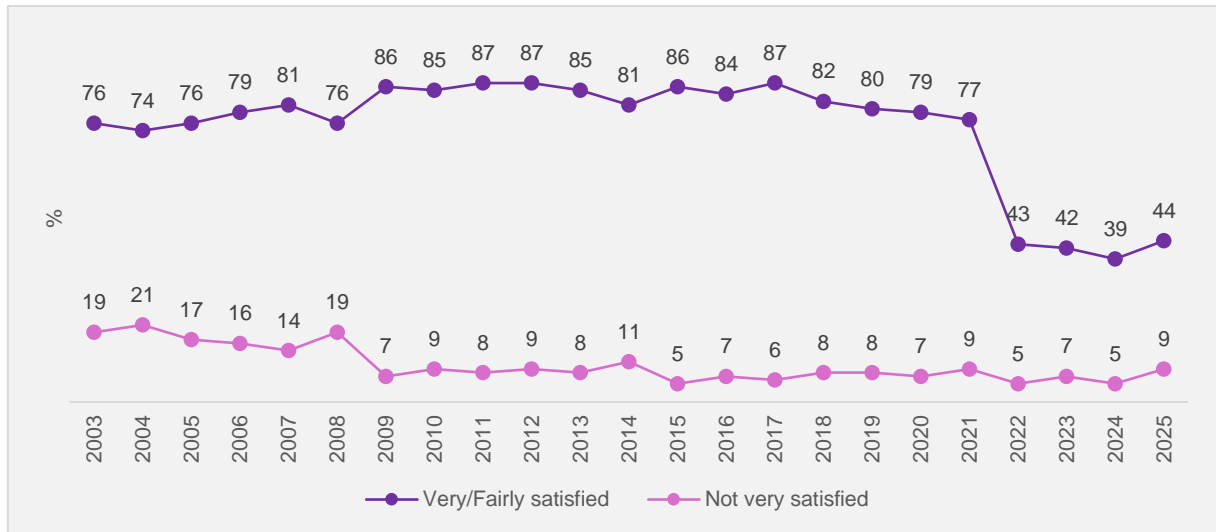
Representative respondents are significantly more likely to be satisfied with animal control services compared to the general public respondents. But this difference is not observed by users of the service.

Figure 9-9 Overall satisfaction with animal control services



Base: Representative respondents (n=395); General public (n=286)

Figure 9-10 Satisfaction with animal control services – over time



Base: all representative respondents over time

Residents from Clifton were more likely to be dissatisfied with the animal control services. Those aged 18 to 44 years were significantly more satisfied. No gender differences were seen.

Table 9-6 Satisfaction with animal control services by area

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	51%	7%	25%	17%
Puketapu-Bell Block	41%	9%	32%	18%
Waitara	43%	8%	29%	20%
Clifton	33%	33%	33%	0%
Inglewood	51%	7%	24%	18%
Kaitake	29%	14%	32%	25%
Average	47%	8%	27%	18%

Base: Representative respondents n=394

9.8 SUGGESTIONS TO IMPROVE OTHER COUNCIL SERVICES

All respondents were invited to suggest how the Council could improve their services.

Public Toilet Maintenance dominated the feedback, with residents consistently requesting more frequent cleaning and better maintenance standards. Many respondents highlighted issues with odours and a lack of basic supplies, such as toilet paper and soap. They suggested implementing more regular cleaning schedules, with some noting that busy locations require cleaning multiple times daily. Residents also requested weekly inspection checks and better stocking of facilities to ensure consistent standards.

Public Toilet Infrastructure revealed additional concerns beyond cleanliness. Residents wanted more public toilets installed, particularly noting the long distances between facilities and requesting better distribution throughout the town. Some suggested renovations of existing facilities and improved parking options near toilet locations to enhance accessibility.

Swimming Pool and Recreation Facilities generated requests for better maintenance and facility upgrades. Residents described pools as "old and tired" requiring refreshment, with specific mentions of inadequate gym space and the need for overhead protection at Inglewood pools. They sought improvements to make facilities more modern and functional.

Animal Control and Airport Services received more limited but specific feedback. Residents wanted stricter enforcement around irresponsible dog owners, harsher penalties for dogs in restricted areas, and out-of-hours animal control services. For the airport, they requested an expanded facility, extended café hours until the last flight, and public transport connections to the city centre.

Table 9-7 Suggestions to improve other Council services

Service/facility	Improvements	n
Public Toilet	Increase cleaning frequency	18
Maintenance	Improve cleaning standards and supplies	12
Public Toilet	Install more public toilets	4
Infrastructure	Improve toilet locations and access	2
	Renovate existing facilities	1
Swimming Pool	Upgrade and modernise pools	3
Facilities	Improve specific features	1
Animal Control	Stricter enforcement	2
	Improve service availability	1
	General dissatisfaction	1
Airport Services	Expand facilities and services	2
	Improve transport connections	1
Total		48

Base: Representative respondents

Some comments were:

"At least do weekly cleaning checks on all new Plymouth outside toilets."

"Toilets need to be cleaned more. Often don't have soap or toilet paper."

"The swimming pool facilities need to be better maintained."

"Animal control needs to attend out-of-hours call-outs."

10. Council planning



10 Council planning

10.1 KEY METRICS

Satisfaction with rates

50% are satisfied with the way their rates are spent.

Spend emphasis

17% The **overall quality of roads** was the top emphasis for spending more rates.

10.2 RATES SPENDING

10.2.1 Satisfaction with the way rates are spent

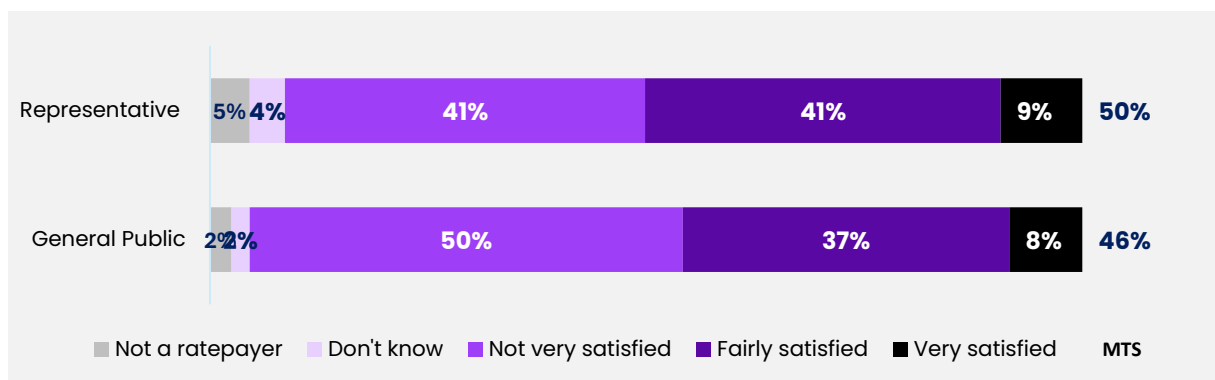
Half of residents were satisfied with how their rates are spent (50 percent). This result is **consistent with 2024** when 49 percent were satisfied with this measure.

This change follows a steep increase in dissatisfied residents (from 27 percent in 2023 to 37 percent in 2024 and 41% in 2025). There are several potential reasons why satisfaction levels with rates spent have decreased over time, including increased cost of living, perceived value of local services and infrastructure, economic downturn, and transparency and communication from the Council.

There are no peer group averages for satisfaction with how rates are spent

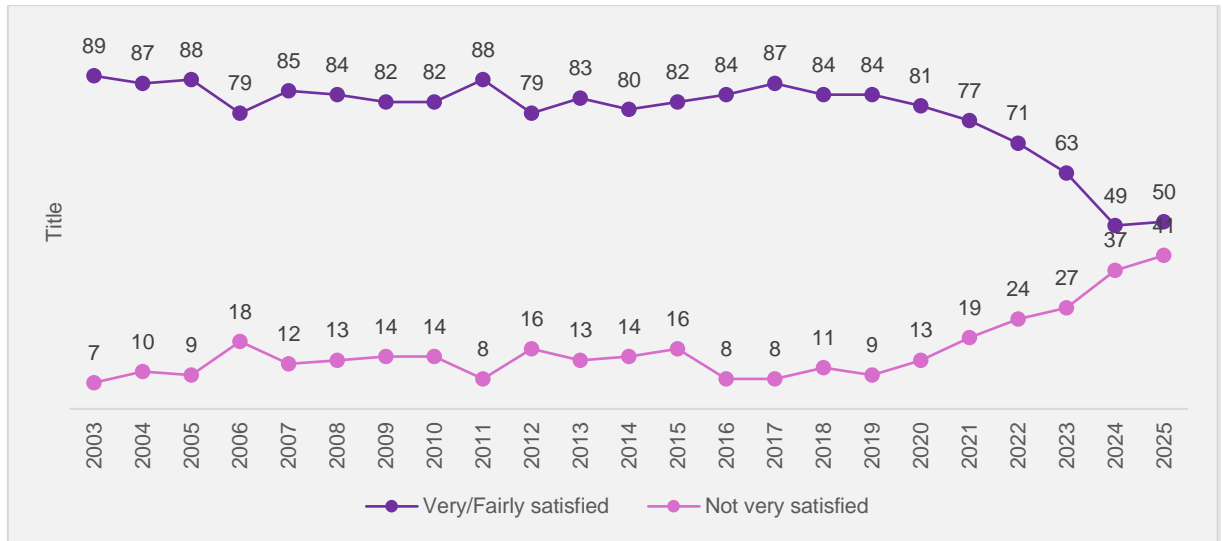
There are no significant differences in perceptions between the representative and general public respondents.

Figure 10-1 Overall level of satisfaction with the way rates are spent



Base: Representative respondents (n=395); General public (n=286)

Figure 10-2 Satisfaction with the way rates are spent – over time



Base: all representative respondents over time

Rates spending perceptions vary among different areas, but not significantly. But respondents aged 18-44 years are significantly more likely to be dissatisfied. No other demographic differences were seen.

Table 10-1 Satisfaction of rates spending by area.

	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
New Plymouth City	5%	39%	41%	9%
Puketapu-Bell Block	0%	47%	38%	9%
Waitara	0%	37%	49%	10%
Clifton	33%	17%	50%	0%
Inglewood	2%	58%	29%	9%
Kaitake	4%	43%	43%	11%
Average	5%	4%	41%	41%

Base: Representative respondents n=394

10.2.2 Reasons for dissatisfaction with rates spent

Respondents dissatisfied with how the Council spent their rates were asked why.

Infrastructure and core services prioritisation dominated feedback, with residents consistently requesting that rates focus on essential services first before discretionary spending. The strongest concerns were about poor road conditions and inadequate maintenance, with many wanting pothole repairs and better road surfaces prioritised over other projects. Residents sought improved water infrastructure, better waste management, and enhanced public facilities maintenance. They emphasised that core infrastructure should be fully funded before considering optional projects, arguing that basic services are suffering whilst money is spent on non-essential items.

Opposition to specific projects and facilities revealed strong dissatisfaction with particular council investments. The Len Lye Centre attracted the most criticism, with residents calling it a waste of money, overstaffed, and underutilised. Sports facilities, notably Yarrow Stadium and proposed sports complexes, were viewed as expensive projects that benefited few residents. Many opposed cycling infrastructure, describing concrete barriers and cycle lanes as unnecessary, dangerous, and costly. Arts and cultural spending also faced criticism, with residents questioning whether these facilities provided value for ratepayers.

Financial management and accountability concerns highlighted frustration with council fiscal responsibility. Residents complained about continuously rising rates whilst services remained poor or declined, excessive contractor costs, poor value for money, budget overruns, increasing debt levels, and a lack of proper financial accountability. Many felt the council operated without oversight and spent ratepayers' money carelessly on expensive consultants and staff salaries.

Consultation and democratic process issues revealed concerns about council decision-making processes. Residents felt the council ignored public feedback and proceeded with unpopular projects despite community opposition, prioritised councillor pet projects over community needs, and engaged in poor communication about major spending decisions. Many described feeling unheard and unrepresented in spending decisions that directly affected their rates.

Table 10-2 Reasons for dissatisfaction with rates spent.

Service/facility	Improvements	n	%
Infrastructure and core services prioritisation	Roads and maintenance priority	35	23%
	Core services before discretionary spending	20	13%
	Water and utility infrastructure	8	5%
	Public facilities and cleanliness	6	4%
Opposition to specific projects and facilities	Len Lye Centre criticism	15	10%
	Sports facilities opposition	12	8%
	Cycling infrastructure opposition	10	7%
	Arts and cultural spending criticism	8	5%
	Homeless support	5	3%
	Airport and other projects	4	3%
Financial management and accountability concerns	Rising rates with poor value	12	8%
	Excessive contractor and staff costs	8	5%
	Budget overruns and debt concerns	3	2%
	Poor financial accountability	2	1%
Consultation and democratic process issues	Ignoring public feedback	8	5%
	Pet projects over community needs	4	3%
	Poor communication and consultation	2	1%
General dissatisfaction	Cost of living pressures	3	2%
Not coded	Too vague or unclear	13	9%
Total		178	

Base: Representative respondents

Some comments were:

10.3 THE EMPHASIS ON SPENDING TRADE-OFFS

More cannot be spent on all services or facilities without increasing rates or user charges. In 2025, all respondents were asked to identify their rates spend trade-offs unprompted. Respondents from the general public had much stronger views on this topic, suggesting they are more engaged in the topic and had more detail in their feedback.

10.3.1 Emphasis on spending more

The **overall quality of roads** was the top emphasis for the representative sample respondents.

The top ten priorities differed between the representative and general public respondents. The representative responses were dominated by urgent infrastructure needs (roads, parks, urban landscapes, and rubbish collection). In contrast, the general public's responses indicate that roads are the top priority, with an emerging focus on economic development and sewerage systems (not shown).

Table 10-3 Top ten services or facilities to spend more rates on.

	Representative		General public	
	n	%	n	%
The overall quality of roads	67	17%	65	23%
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	39	10%	33	12%
The ability to drive around the District quickly, easily and safely	30	8%	19	7%
The quality of urban landscapes and streets	30	8%	24	8%
The maintenance of the quality of the living environment, including litter control	26	7%	20	7%
The availability of car parking in the District	23	6%	8	3%
Kerbside rubbish and recyclables collection	21	5%	23	8%
Access to the natural environment, including the rivers, lakes, the mountains and the coast	20	5%	17	6%
The quality and safety of footpaths	18	5%	12	4%
The quality of public toilets	13	3%	4	1%

10.3.2 Emphasis on spending less

The Govett-Brewster Art Gallery/Len Lye Centre (15 percent of representative residents) was identified as the key service/facility requiring less funding. While a further 12 percent of residents articulated that less money should be spent on improving the quality of sports parks.

Representative respondents offer more measured criticisms of the Len Lye Centre, sports parks, and cycleways, suggesting that residents wanted targeted reductions while maintaining some tolerance for non-essential services. However, the general public respondents had a much harder opposition with the same top three spend less categories.

Table 10-4 Top ten services or facilities to spend fewer rates on

	Representative		General public	
	n	%	n	%
Govett-Brewster Art Gallery/Len Lye Centre	60	15%	68	24%
The quality of sports parks	48	12%	53	19%
The quality and safety of the cycle network	46	12%	52	18%
The quality of Council's event venues	23	6%	32	11%
The overall quality of roads	22	6%	19	7%
The quality of Council's events	19	5%	24	8%
The quality of parks and reserves, including the Coastal Walkway and Pukekura Park	14	4%	26	9%
The availability of car parking in the District	11	3%	7	2%
The quality of urban landscapes and streets	11	3%	4	1%
The ability to drive around the District quickly, easily and safely	9	2%	9	3%

11. Contacting the Council



11 Contacting the Council

11.1 KEY METRICS

Satisfaction with overall service when contacting

72% were satisfied with their contact with Council offices.

53% were most satisfied when they contacted the Council in person.

Rating of Council staff when contacting

70% found the Council staff helpful.

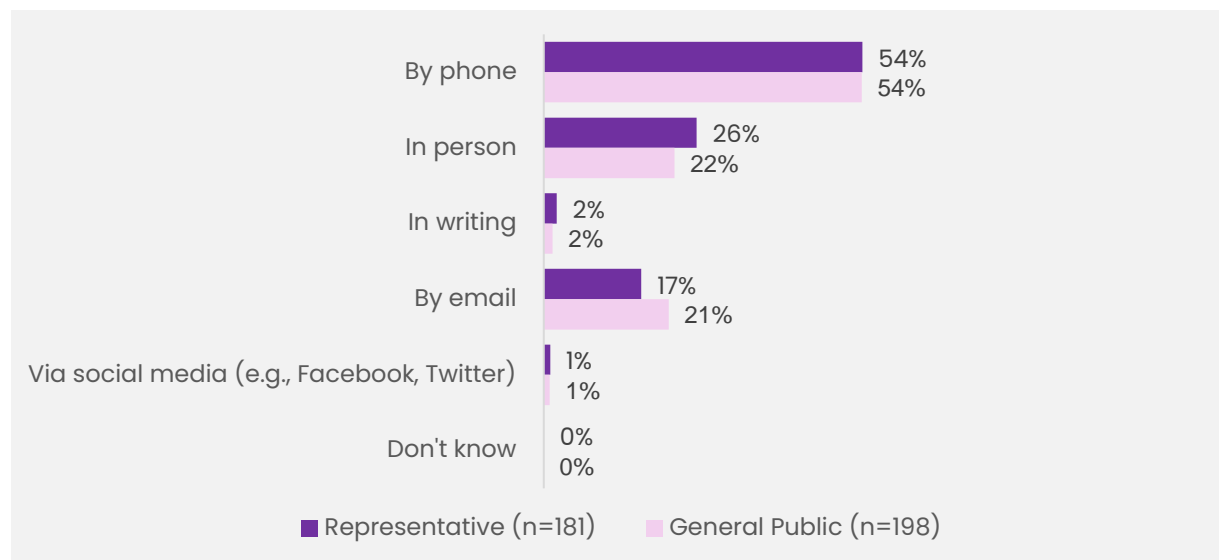
71% found the Council staff knowledgeable.

61% were satisfied the Council did what it said it would do.

11.2 CONTACTING COUNCIL OFFICES

All respondents were asked if they had contacted the Council over the past 12 months, and just under half (181 residents or 46 percent) had. The most predominant contact method was by phone (54 percent). General public respondents were more likely to have contacted the Council (69 percent).

Figure 11-1 Method to contact Council



Base: Representative respondents (n=181); General public (n=198)

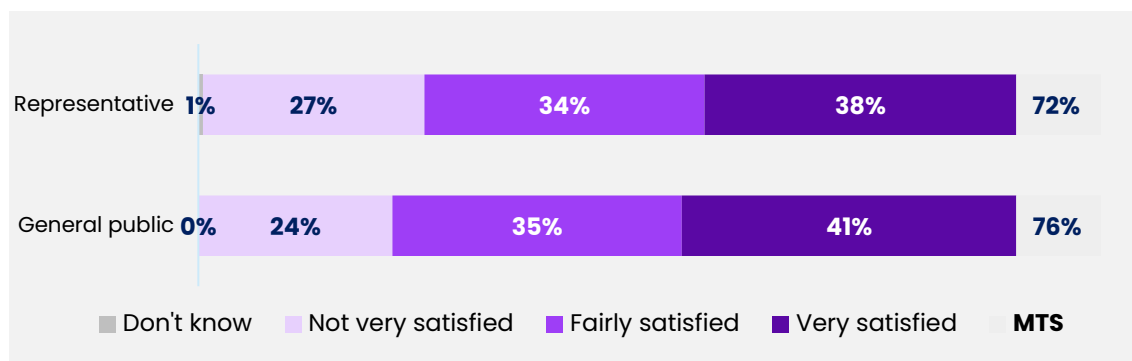
There were no significant differences in the proportion of respondents who had contacted the Council or mode of contact by area. But respondents aged 45 to 64 years were significantly more likely to have contacted the Council by phone, whereas those aged 18 to 44 years are more likely to email. In addition, older residents (65+) are more likely to have personal contact. No differences by gender were seen.

11.3 SATISFACTION WITH CONTACT WITH COUNCIL OFFICES

11.3.1 Overall satisfaction

In total, 72 percent of respondents were satisfied with their contact with Council offices. This result represents an **eight percent decrease** from 2024 and the lowest levels since 2013.

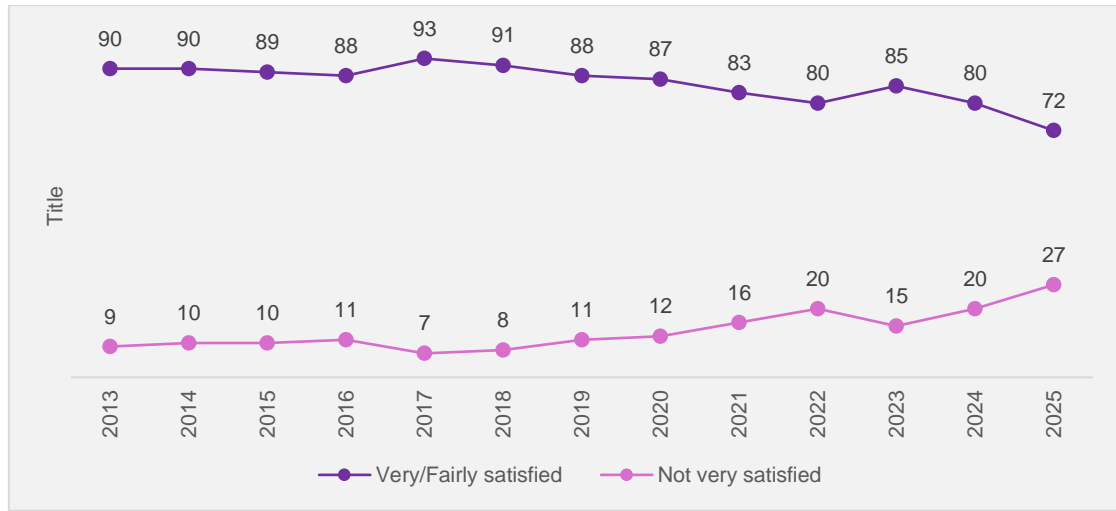
Figure 11-2 Overall satisfaction with contact with Council offices



Base: Representative respondents (n=395); General public (n=286)

There is no provincial peer average for satisfaction with contact with Council offices.

Figure 11-3 Overall satisfaction with contact with Council offices – over time



Base: all representative respondents over time

11.3.2 Satisfaction with contact with Council offices by different modes

There was little difference in satisfaction by contact methods.

Table 11-1 Level of satisfaction with contact with Council offices by contact mode

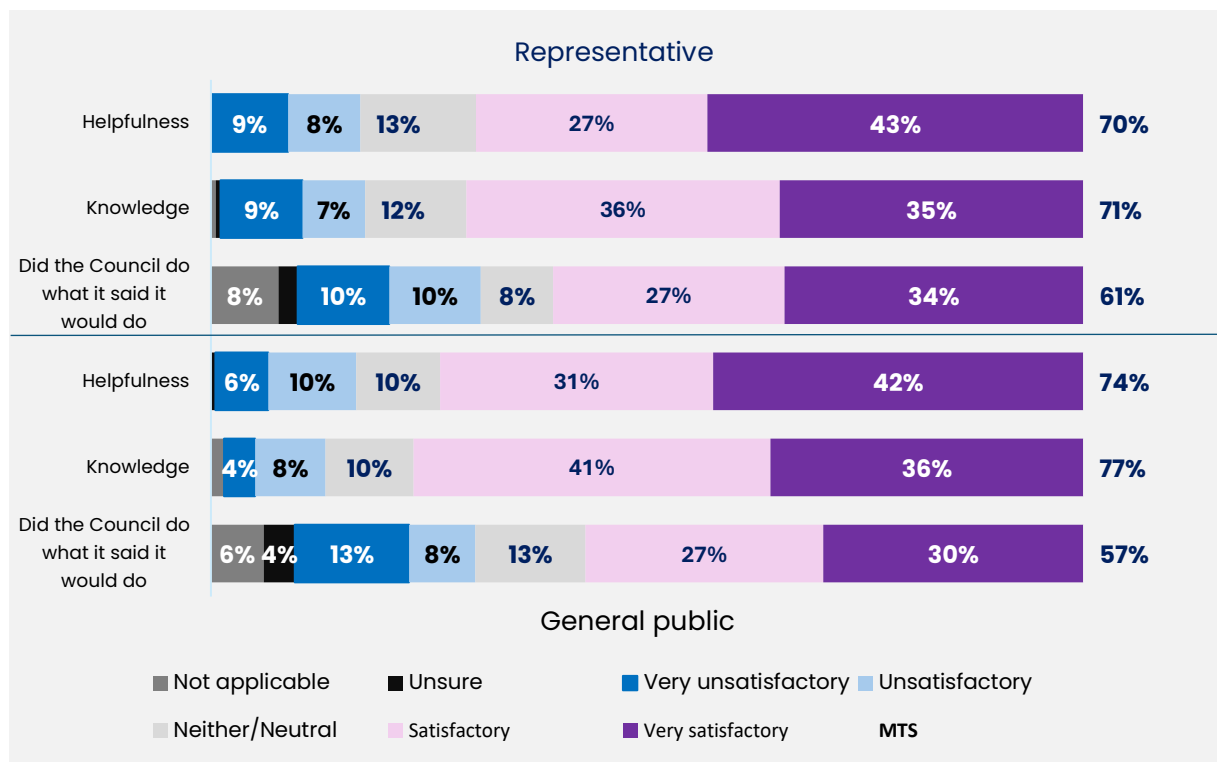
	Don't know	Not very satisfied	Fairly satisfied	Very satisfied
By phone	3%	47%	39%	9%
In-person	2%	40%	40%	13%
By email	3%	50%	37%	10%
Via social media	0%	50%	0%	50%
By post	0%	0%	50%	50%
Average	3%	45%	39%	11%

11.4 STAFF PERFORMANCE

Those respondents (n=181) who contacted the Council over the past 12 months were asked how they rated staff performance on helpfulness, knowledge, and whether the Council did what it said it would.

Respondents found the interactions with staff more than satisfactory (satisfactory + very satisfactory) across all three investigated areas. They felt the staff were helpful (70 percent satisfied), knowledgeable (71 percent satisfied), and satisfied that the Council did what it said it would do (61 percent satisfied).

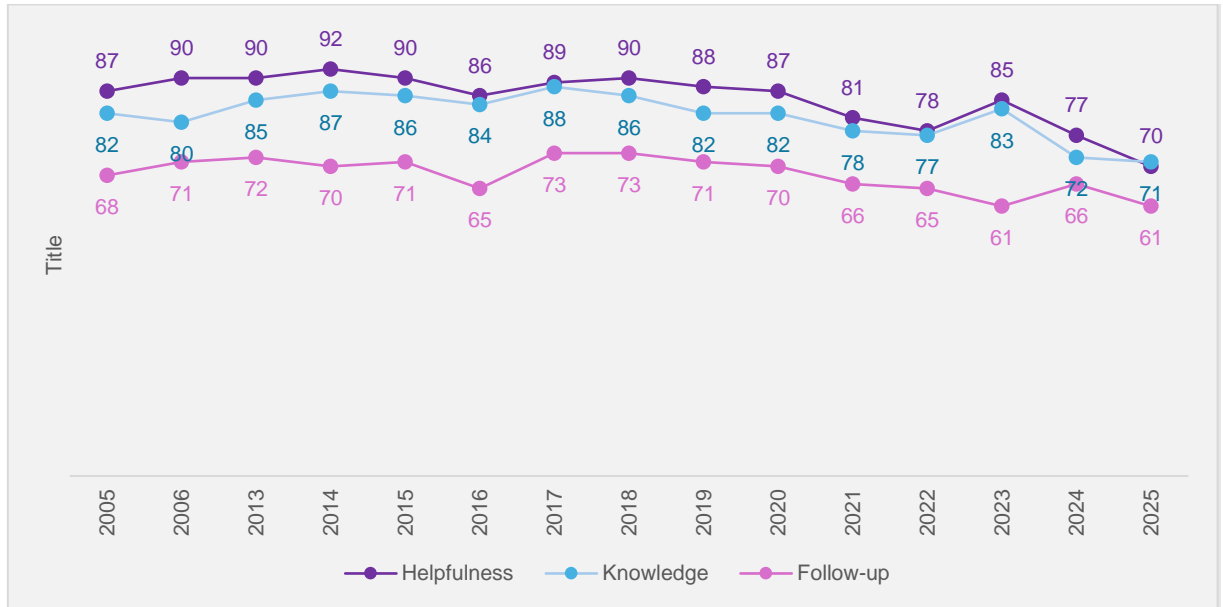
Figure 11-4 Level of satisfaction with staff performance



Base: Representative (n=181); General Public (n=198)

Satisfaction with helpfulness and knowledge of staff performance has **remained stable since 2024**, while satisfaction with the staff's ability to follow up has decreased by 5 percent. All aspects of staff performance declined in 2025.

Figure 11-5 Staff performance over time



Base: all representative respondents over time

11.5 SUGGESTIONS TO IMPROVE COUNCIL SERVICE

Dissatisfied respondents were invited to provide a suggestion on what the Council could do to improve its services.

Follow-up and communication emerged as the strongest concern. Respondents requested more timely responses to emails and phone calls, with some waiting over five months for replies. They emphasised the importance of staff keeping their commitments and following through on promises made. Residents also sought better communication systems between departments to avoid being passed around without receiving answers.

Staff knowledge and expertise. Respondents sought staff with up-to-date and accurate information who could either answer questions directly or direct them to the appropriate specialists. They requested clearer information about departmental responsibilities and better coordination between departments to ensure consistent advice rather than conflicting responses.

Staff helpfulness: Residents called for more empathetic and courteous interactions, with several specifically requesting that staff listen more effectively to community concerns. They wanted to eliminate rude or dismissive behaviour and sought more respectful customer service approaches.

Table 11-2 Suggestions to improve Council services

Service/facility	Improvements	n
Helpfulness	Improve staff attitudes and courtesy	6
	Reduce staff rudeness and arrogance	3
Knowledge	Improve staff expertise and training	5
	Better information management and sharing	4
	Clear departmental responsibilities	3
Follow-up	Keep commitments and promises	6
	Improve response times	5
	Establish better communication systems	2
Other	Specific service improvements	7
	Process improvements	2
No comment		5
Total		48

Base: Representative respondents

12. Public consultation



12 Public consultation

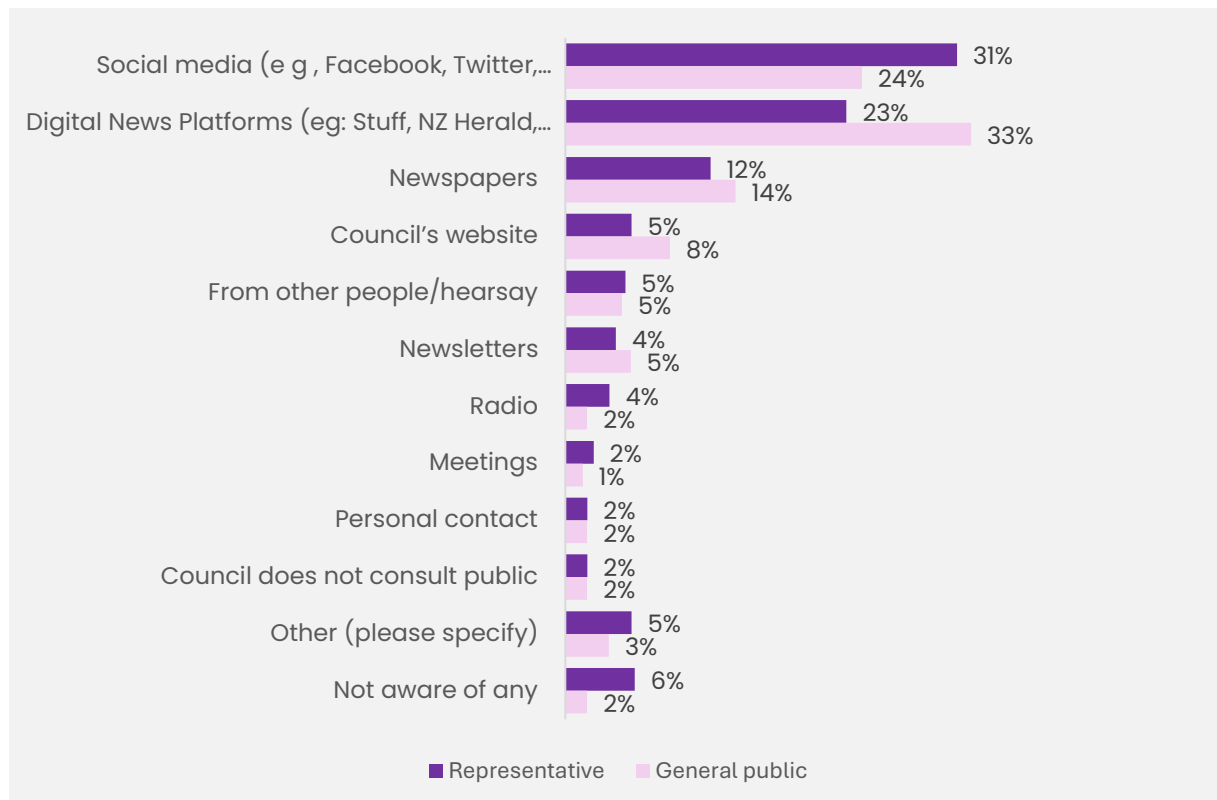
Public consultation

- Social media platforms are the predominant source of information about the Council.
- Forty-two percent feel the information the Council supplies to the community is enough/more than enough.

12.1 SOURCES OF INFORMATION

Respondents were asked to identify sources of information seen, read, or heard about the Council. In 2025, most people found information about the Council from social media (31 percent), followed by digital news platforms (23 percent) and newspapers (12 percent).

Figure 12-1 Source of information about the Council



Base: Representative respondents (n=395); General public (n=286)

Looking at the District's areas in more detail, there were no significant differences among the top three sources of information.

Table 12-1 Top three sources of information by area

	New Plymouth City	Puketapu- Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Social media (e.g., Facebook, Twitter, Instagram, LinkedIn)	31%	35%	31%	33%	33%	25%	31%
Digital News Platforms (e.g. Stuff, NZ Herald, TVNZ)	19%	26%	29%	33%	29%	25%	23%
Newspapers	14%	0%	16%	0%	9%	7%	12%

Base: Representative respondents n=394

Slight differences regarding preferred information sources were seen in the different age groups. For example, the younger age groups were more likely to use social media, and the older age groups were more likely to use newspapers. However, only the use of newspapers was found to be significant.

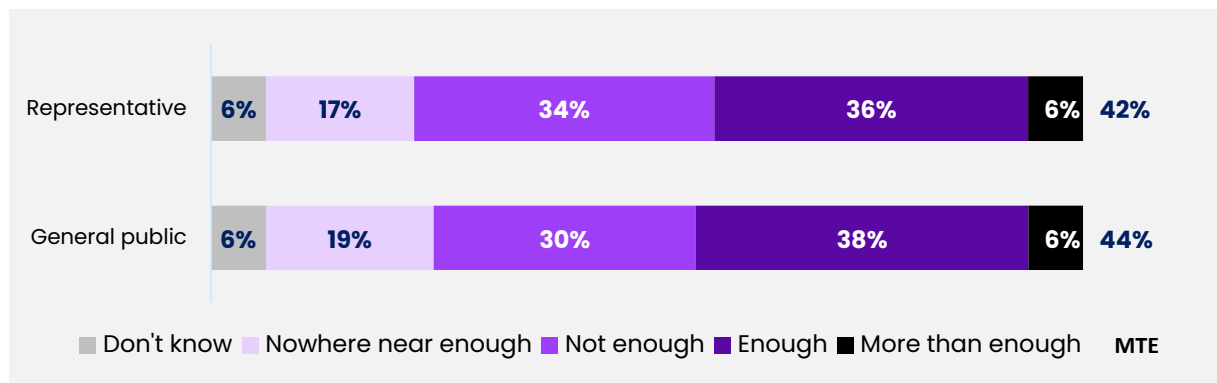
Table 12-2 Top three sources of information by age

	18-44 years	45-64 years	65+ years
Social media (e.g. Facebook, Twitter, Instagram, LinkedIn)	38%	32%	19%
Digital News Platforms (e.g. Stuff, NZ Herald, TVNZ)	24%	21%	23%
Newspapers	8%	8%	27%

12.2 SUFFICIENCY OF INFORMATION

All respondents were asked to comment on whether the information the Council supplied to the public was enough. Slightly more than two-fifths of (42 percent) residents felt the information was satisfactory. However, a greater proportion (51 percent) of residents believed that the information provided by the Council was insufficient or nowhere near enough. **Satisfaction has stabilised** in the last 12 months.

Figure 12-2 Sufficiency of information supplied by the Council



Base: Representative respondents (n=395); General public (n=286)

There were no significant differences by area or other demographics.

Table 12-3 Satisfaction of rates spent by area

	Don't know	Nowhere near enough	Not enough	Enough	More than enough
New Plymouth City	7%	16%	36%	34%	7%
Puketapu-Bell Block	6%	21%	26%	38%	9%
Waitara	2%	24%	37%	33%	4%
Clifton	17%	17%	17%	50%	0%
Inglewood	9%	13%	36%	38%	4%
Kaitake	4%	11%	25%	54%	7%
Average	7%	16%	36%	34%	7%

Base: Representative respondents n=394

13. Perceptions of the New Plymouth District



13 Perceptions of the New Plymouth District

13.1 KEY METRICS

Council reputation

51% of residents think the Council has a good reputation.

Meeting community aspirations

43% perceive the Council as meeting the community's aspirations and needs.

Quality of life

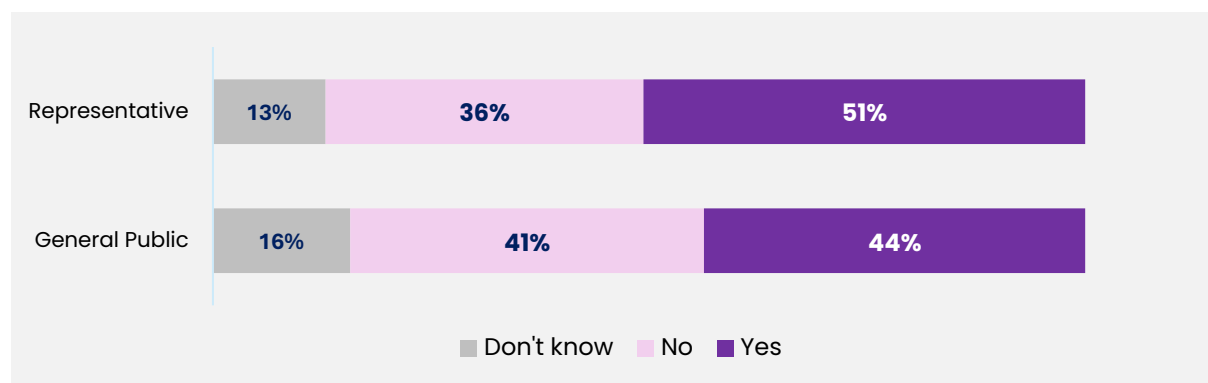
75% perceive their quality of life to be very good or good.

13.2 COUNCIL'S REPUTATION

Just over half of the District's residents think the Council has a good reputation. This finding has **decreased significantly since 2021**. This result represents the lowest reputation rating since this question was first measured in 2017.

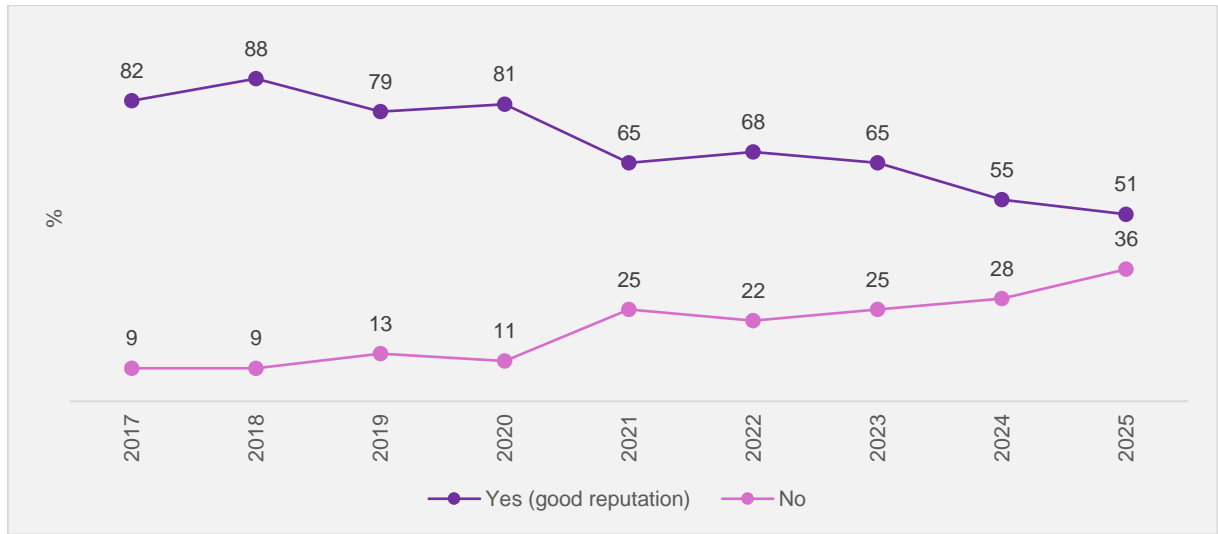
There are no provincial peer group averages for the Council's reputation

Figure 13-1 Does the Council have a good reputation?



Base: Representative respondents (n=395); General public (n=286)

Figure 13-2 Council's reputation – over time



Base: all representative respondents over time

There were no demographic differences regarding the Council's reputation.

Table 13-1 Reputation measurement by area

	New Plymouth City	Puketapu - Bell Block	Waitara	Clifton	Inglewood	Kaitake	Average
Yes (good reputation)	51%	53%	55%	83%	42%	46%	51%
No	34%	38%	39%	0%	42%	50%	36%
Don't know	15%	9%	6%	17%	16%	4%	13%

Base: Representative respondents n=394

13.3 MEETING THE NEEDS AND ASPIRATIONS OF THE COMMUNITY

Residents were asked how they feel the Council meets the community's needs and aspirations, using a ten-point scale, where 1 is 'does not meet' and 10 is 'meets very well'.

Just over two in five (43 percent) residents scored between 7 to 10. This result suggests just under half of the district residents perceive the Council as meeting the community's needs and aspirations. This finding represents a **slight decrease from 2024** (44 percent).

Just over a quarter gave the Council a neutral score (27 percent gave a score of 5–6), while 29 percent rated the Council as not meeting the District's needs or aspirations (a score of 1–4). For the first time, those perceiving the Council does not meet its aspirations or needs exceeds those with neutral perceptions.

Figure 13–3 Meeting aspirations and needs

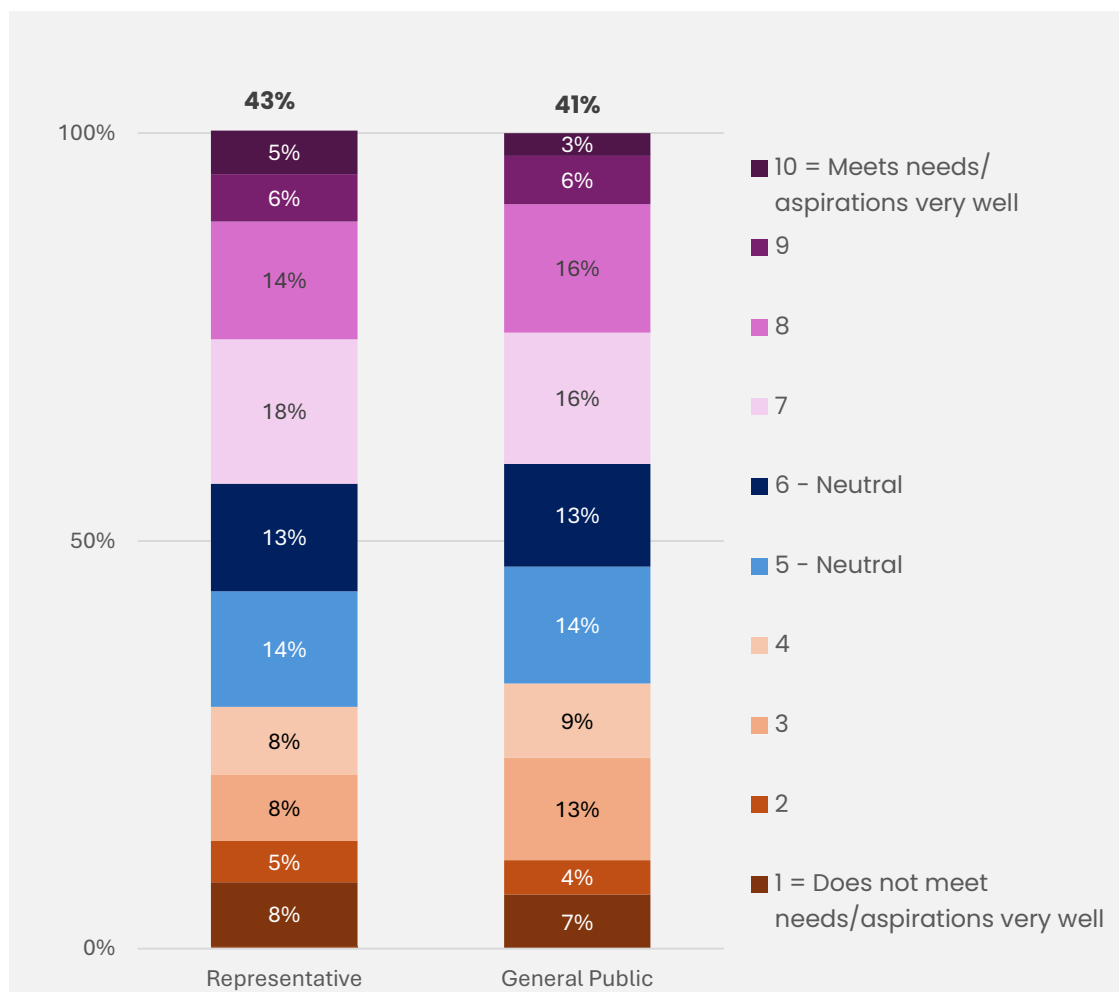
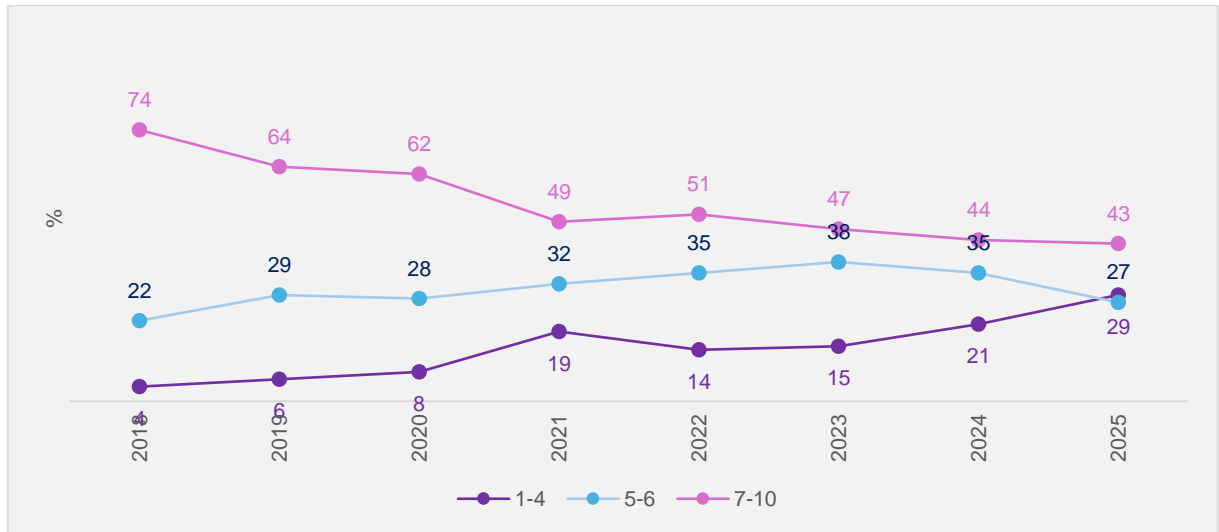


Figure 13-4 Meeting aspirations and needs – over time

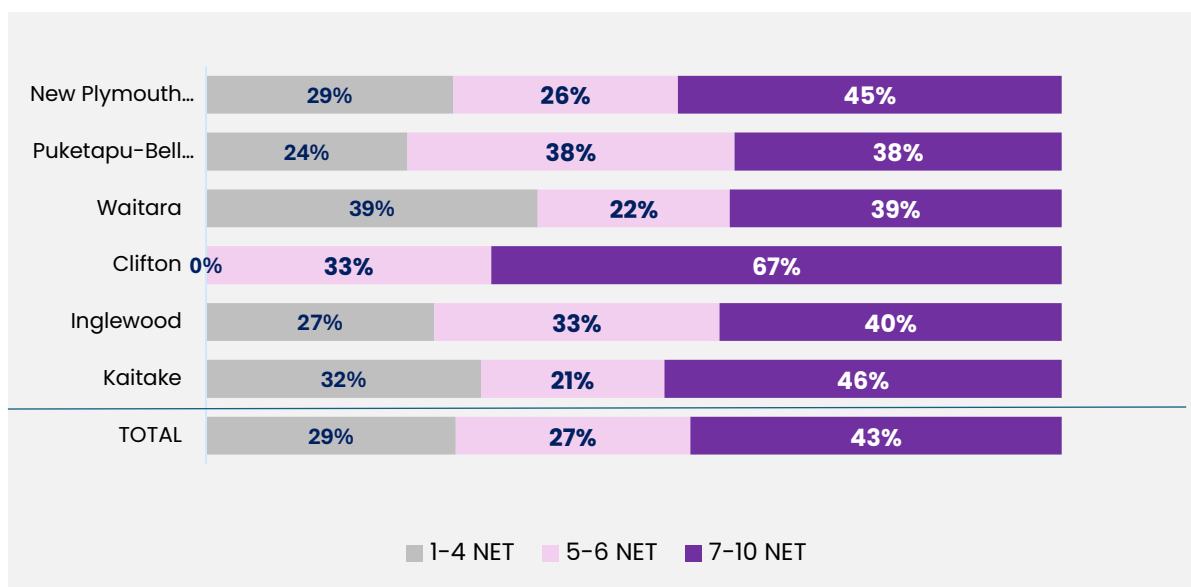


Base: all representative respondents over time

In more detail, Kaitake, Clifton, and New Plymouth city residents are more likely to perceive the Council meets their needs and aspirations well. Residents in Puketapu-Bell Block are more likely to have neutral perceptions (38 percent).

Furthermore, although two-fifths (39 percent) of residents in Waitara felt the Council did not meet their needs or aspirations very well, this was balanced by those who felt they were (39 percent).

Figure 13-5 Meeting aspirations and needs by area



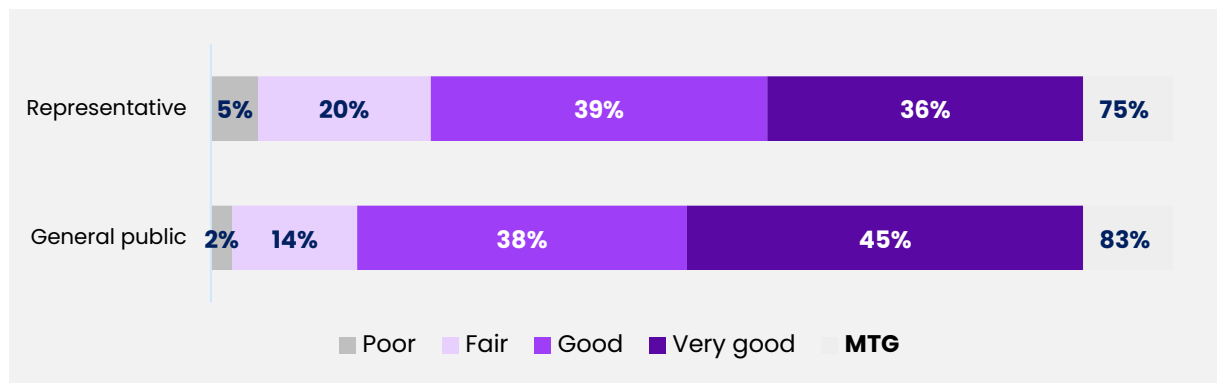
Base: Representative respondents (n=394)

13.4 QUALITY OF LIFE

Three-quarters of respondents (75 percent) were satisfied with their quality of life in the New Plymouth District (36 percent perceiving life as very good and 39 percent perceiving life as good). Those who perceive their quality of life as poor has stabilised over the past year.

There are no provincial peer group averages for quality of life

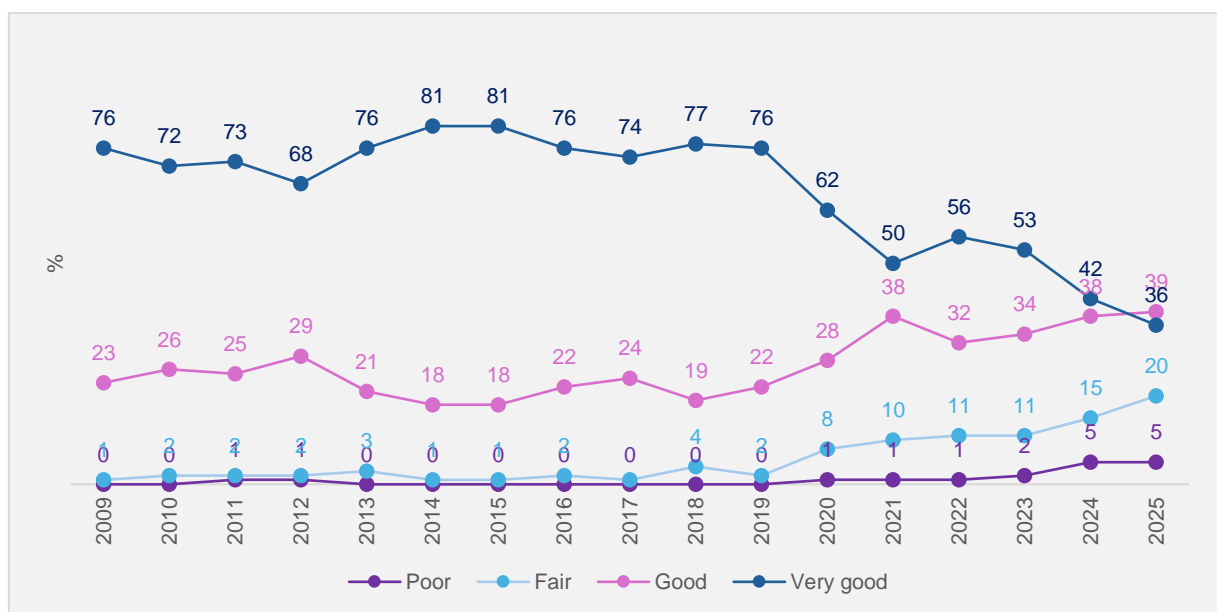
Figure 13-6 Quality of Life in the District



Base: Representative respondents (n=395); General public (n=286)

Perceptions of quality of life reached an all-time low in 2025, largely resulting from one-quarter of identifying residents stating their quality of 'Fair' (20 percent) or 'Poor' (5 percent).

Figure 13-7 Perceptions of quality of life in the District – over time



Base: all representative respondents over time

There were no significant differences by area. But residents 65+ years are significantly more likely to rate the quality of life in the New Plymouth District as very good. No differences were seen by gender.

Table 13-2 Quality of Life in the District by area

	Poor	Fair	Good	Very good
New Plymouth City	5%	20%	37%	37%
Puketapu-Bell Block	0%	18%	41%	41%
Waitara	8%	24%	31%	37%
Clifton	0%	0%	83%	17%
Inglewood	7%	20%	41%	32%
Kaitake	7%	11%	50%	32%
Average	5%	20%	39%	36%

Base: Representative respondents n=394

14. Appendix



14 Appendix

14.1 WHO TOOK PART?

Representative sample	Total District (%)	Total District (n)	Area					
			New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake
Gender								
Male	51%	201	50%	41%	63%	33%	38%	79%
Female	47%	187	48%	56%	37%	67%	62%	21%
Another gender	1%	2	1%	0%	0%	0%	0%	0%
Prefer not to say	1%	4	1%	3%	0%	0%	0%	0%
Age								
18–34 years	21%	83	22%	12%	24%	33%	16%	25%
35–44 years	19%	73	19%	18%	14%	0%	27%	18%
45–54 years	15%	61	14%	21%	14%	17%	18%	21%
55–64 years	23%	92	23%	24%	33%	33%	18%	18%
65–74 years	11%	44	10%	21%	6%	17%	18%	4%
75 years and over	9%	37	12%	6%	8%	0%	2%	11%
Prefer not to say	1%	4	1%	0%	0%	0%	2%	4%
Ethnicity								
New Zealand European	79%	312	77%	82%	69%	100%	96%	82%
Māori	16%	63	14%	6%	41%	0%	13%	7%
Other	11%	43	15%	3%	10%	0%	0%	7%
Prefer not to say	3%	10	2%	9%	0%	0%	0%	7%
Total household income (per annum)								
< \$30,000	10%	41	13%	6%	12%	17%	2%	7%
\$30,000 to \$60,000	20%	77	19%	21%	16%	17%	29%	11%
>\$60,000 to \$100,000	22%	85	18%	26%	31%	33%	27%	21%
>\$100,000	33%	131	34%	32%	29%	33%	29%	43%
Don't know/refused	15%	60	16%	15%	12%	0%	13%	18%

Representative sample	Total District	Total District	Area					
	(%)	(n)	New Plymouth City	Puketapu-Bell Block	Waitara	Clifton	Inglewood	Kaitake
Household size								
1-2 persons per household	54%	212	54%	59%	45%	67%	58%	54%
3 or more persons per household	43%	170	43%	38%	51%	33%	42%	43%
Prefer not to say	3%	12	3%	3%	4%	0%	0%	4%
Length of residence in District								
10 years or less	20%	80	23%	21%	16%	17%	20%	7%
More than 10 years	78%	309	75%	79%	84%	67%	80%	93%
Unsure/refused	1%	5	2%	0%	0%	17%	0%	0%
Ratepayer status								
Yes	78%	309	77%	85%	69%	83%	84%	89%
No	19%	76	21%	15%	29%	17%	11%	7%
Renting	0%	0	0%	0%	0%	0%	0%	0%
Don't know	2%	9	2%	0%	2%	0%	4%	4%

14.2 BENCHMARKING

Comparisons between results recorded by Councils in similar areas are provided to add context. When viewing the results, there are a number of factors to bear in mind that may influence recorded results:

1. Councils in this group were identified as being similar in terms of some key identifiers: split of urban/rural residential areas, the significance of rural industry, and broad demographic profile. However, the districts differ in other areas, which may impact results.
2. Sample sizes and data collection methods differ between Councils.
3. Question wording and response scales differ between Councils.

Response scales have been combined for comparison: green cells show responses representing a 'Satisfied' respondent.

Napier	Palmerston North	Nelson	New Plymouth
1 - Very dissatisfied	1- Very dissatisfied	1 - Very dissatisfied	1- Not very satisfied
2 - Very dissatisfied	2 - Very dissatisfied	2 - Dissatisfied	
3 - Dissatisfied	3 - Dissatisfied		
4 - Dissatisfied	4 - Dissatisfied		
5 - Neutral	5 - Neutral		
6 - Satisfied	6 - Neutral		
7 - Satisfied	7- Satisfied		
8 - Satisfied	8 - Satisfied	3 - Neutral	
9 - Very satisfied	9 - Very satisfied	4 - Satisfied	2 - Fairly satisfied
10 - Very satisfied	10 - Very satisfied	5 - Very satisfied	3 -Very satisfied