



Napier City Council

Representation

Review 2023

Community pre-engagement

| SIL Research

December 2023

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CONTENTS

4.

EXECUTIVE
SUMMARY

5.

METHODOLOGY

8.

WARD AWARENESS

9.

ELECTORAL
SYSTEM

11.

COUNCIL SIZE

13.

PERCEIVED
REPRESENTATION

15.

COMMUNITY
BOARDS

16.

MĀORI WARDS

19.

SENSE OF
BELONGING

20.

COMMUNITIES OF
INTEREST



EXECUTIVE SUMMARY

The purpose of this research was to assist Napier City Council (NCC) with their 2023 representation review public pre-engagement.

SIL Research, together with NCC, developed a Representation review survey questionnaire. Initial drafting of the survey was based on research previously carried out for NCC in 2017.

Data was collected between 17 November and 15 December 2023, using postal forms, online surveys and telephone interviews.

A total of n=430 responses were used in the analysis, representative by area, age, gender and ethnicity.

The main findings were as follows:

- 7-in-10 respondents (70%) were able to correctly name the ward they live in.
- Half of respondents (55%) identify their main community of interest as 'Napier' as a city.
- Despite some variations and clear local landmarks, many prominent Napier features and attributes were cross-mentioned between respondents of the different areas. Ocean proximity and the Marine Parade were by far the most mentioned features of Napier.
- 4-in-10 respondents (39%) felt well-represented by the current representation arrangements; a further 28% of respondents were neutral about this.
- One-third of respondents (32%) preferred the status quo electoral system '*ward system only*'; 23% chose the at-large system (city-wide only), and 22% preferred a mix of the ward and at-large systems.
- Half of respondents (52%) believed the Council size should remain the same (12 Councillors).
- 41% of respondents believed Napier does not require establishment of community boards; one-third (33%) preferred Napier having community boards.
- Of all respondents, 40% provided a verbatim comment stating they would not want Māori wards to be established; 36% wanted a least one Māori ward (14% preferred one Māori ward and 22% preferred two). Respondents currently on the Māori Electoral Roll (43%) preferred two wards to be established, if two councillors are elected.



METHODOLOGY

RESEARCH GOAL

Representation reviews are reviews of the representation arrangements for a local authority. As a local authority, Napier City Council (NCC) is required to review how residents are represented around the Council table at least once every six years.

Local authorities undertaking representation reviews are strongly encouraged to carry out preliminary public consultation, assisting Councils to identify communities of interest, and to seek views on particular representation options. This can help local authorities to identify issues relevant to the review process and enable them to consider a wider range of representation options when developing their formal proposal.

In addition, Napier City Council resolved in October 2021 to introduce Māori Wards for local body elections from 2025. A review was required to determine the number of Māori wards and Councillors to be introduced.

The purpose of this research was to assist Napier City Council with their representation review, via a public pre-engagement survey.

The 2023 study focused on obtaining Napier City residents' views and opinions on the following:

- Effective representation for communities of interest,
- Preferred method of electing Councillors,
- Number of Councillors,
- Number of Māori wards,
- Establishment of community boards.

QUESTIONNAIRE AND PROJECT SPECIFICS

SIL Research, together with NCC, developed a Representation Review survey questionnaire. Initial drafting of the survey was based on research previously carried out in 2017. The questionnaire went through several iterations before the final version used in this survey was agreed upon. The questionnaire was also tested prior to full scale data collection to ensure the survey was fit for purpose.

To ensure that the sample is representative of the Napier population, SIL utilised auxiliary data from Statistics NZ to establish standard proportions for sampling a diverse group of Napier residents aged 18 and above.

All relevant information about the review was available online at the Council's website (<https://www.sayitnapier.nz/ncc/2023-24-representation-review/>).

A Council-led community drop-in session was held on 22 November (Napier War Memorial Centre).

DATA COLLECTION

Data was collected between 17 November and 15 December 2023.

Multiple data collection methods were utilised to ensure residents were well-represented. The mixed-methods approach included:

(1) Postal survey. A total of 1,000 survey forms were delivered to randomly selected Napier households;

(2) Telephone survey. Respondents were randomly selected from the publicly available telephone directories;

(3) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to Napier residents;

In addition, the survey was advertised via NCC's website to increase survey awareness (using a separate unique survey link).

Responses were collected in proportion to the Napier residents' population aged 18+ across all suburbs (see Table 1).

Table 1 Responses by area (aggregated)

	Frequency	Percent
Westshore	18	4%
Bay View	19	4%
Ahuriri	13	3%
Napier Hills	40	9%
Napier South	26	6%
Marewa	29	7%
Maraenui	21	5%
Onekawa	44	10%
Tamatea	37	9%
Pirimai	23	5%
Poraiti	10	2%
Greenmeadows	51	12%
Taradale	79	18%
Meeanee-Awatoto-Te Awa	20	5%
Total	430	100%

DATA ANALYSIS

A total of n=430 surveys were used in the final analysis.

Post-stratification (weighting) was applied to the full dataset to reflect Napier's age and gender group proportions as determined by the Statistics New Zealand 2018 Census.

SIL Research ensured quality control during the fieldwork period.

Further checks included, but were not limited to, removal of incomplete responses, duplicate responses, and responses coming from outside of Napier.

Just n=17 responses were collected through the Council website channel. Due to the low numbers and lack of significant impact on the total results, these responses were aggregated as part of the total sample for analysis.

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

Overall results are reported with margins of error at a 95% confidence level. The maximum likely error margin occurs when a reported percentage is close to 50%.

Table 2 Margin of error

Responses n=	Reported percentages	
	50%	80% or 20%
430	±4.7	±3.8
400	±4.9	±3.9
300	±5.6	±4.5
200	±6.9	±5.5
100	±9.8	±7.8

A reported significant difference implies that, within a given tested sample group or factor (e.g. age, ward, ethnicity, etc.), one or more subsample result is substantially different from other subsample results (e.g. younger

vs. older respondents, one ward vs. another ward, etc.). Where results do vary within a sample group, this difference is noted in the report text.

NOTES ON REPORTING

Where relevant, the current 2023 findings were compared to the NCC Representation Review in 2017.

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

Where results are reported by sub-groups of residents, estimates of results may not be statistically reliable due to the higher margins of error (small sample sizes).

Open-ended (free-text) responses were also collected to allow residents to provide more detailed qualitative feedback. SIL Research used a content analysis approach to determine certain themes, concepts or issues within this feedback. This represents a 'bottom up' data driven approach where identified themes are derived purely from the collective respondent feedback, rather than fitting responses into pre-determined categories. Results for reported themes may not add to 100% as several themes could be mentioned by a given respondent.

RESPONSES USED IN THE ANALYSIS

Table 2 Responses by age

	Frequency	Percent
18-34	100	23%
35-64	225	52%
65+	105	24%
Total	430	100%

Table 3 Responses by gender

	Frequency	Percent
Male	235	55%
Female	195	45%
Total	430	100%

Table 4 Responses by home ownership

	Frequency	Percent
Other	18	4%
Owned	352	82%
Rented	60	14%
Total	430	100%

Table 5 Responses by ethnicity (aggregated, multi-choice)

	Frequency	Percent
New Zealand European	299	70%
European	50	12%
Māori	72	17%
Other	26	6%
New Zealander/Kiwi	28	6%
Total	430	100%

Table 6 Responses by ward

	Frequency	Percent
Ahuriri Ward	73	17%
Onekawa - Tamatea Ward	89	21%
Nelson Park Ward	111	26%
Taradale Ward	158	37%
Total	430	100%

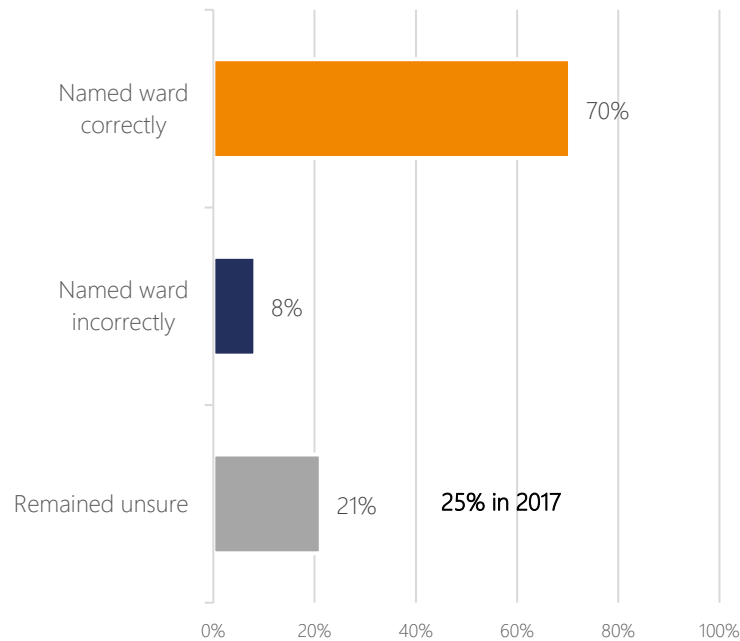
Note: final dataset was statistically weighted to increase accuracy of the reported results. The results are representative of key demographic groups (age, gender, ethnicity and area/ward) for adults aged 18+. The target was based on 2018 New Zealand Census information.



WARD AWARENESS

- Overall, 7-in-10 respondents (70%) correctly identified the ward they are living in. Just under one-quarter of respondents (21%) remained unsure; this was similar to the figure of 25% in 2017.
- The level of uncertainty varied by area and was higher, on average, in Bay View, Marewa, Maraenui, and Meeanee-Awatoto-Te Awa.
- Non-ratepayers were also less likely to name their ward.

Ward awareness (n=430)



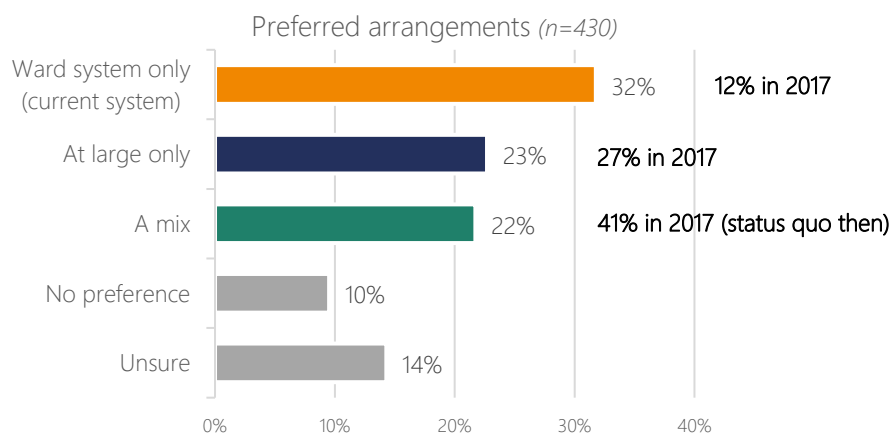
		Named ward correctly	Incorrectly	Unsure
Ward	Ahuriri	75%	0%	25%
	Onekawa-Tamatea	83%	3%	14%
	Nelson Park	33%	27%	40%
	Taradale	87%	2%	10%
Age	18-34	63%	17%	20%
	35-64	71%	6%	23%
	65+	77%	4%	19%
Suburb	Westshore	86%	0%	14%
	Bay View	50%	0%	50%
	Ahuriri	96%	0%	4%
	Napier Hills	79%	0%	21%
	Napier South	63%	8%	29%
	Marewa	38%	15%	47%
	Maraenui	13%	33%	54%
	Onekawa	86%	0%	14%
	Tamatea	81%	4%	15%
	Pirimai	35%	37%	28%
	Poraiti	52%	24%	24%
	Greenmeadows	80%	3%	17%
	Taradale	100%	0%	0%
	Meeanee-Awatoto-Te Awa	52%	6%	42%
Ethnicity	NZ European	71%	9%	20%
	Māori	63%	7%	31%
	Other	68%	7%	25%

All respondents were asked: "What ward do you live in?". These responses were checked against area of residence.



ELECTORAL SYSTEM

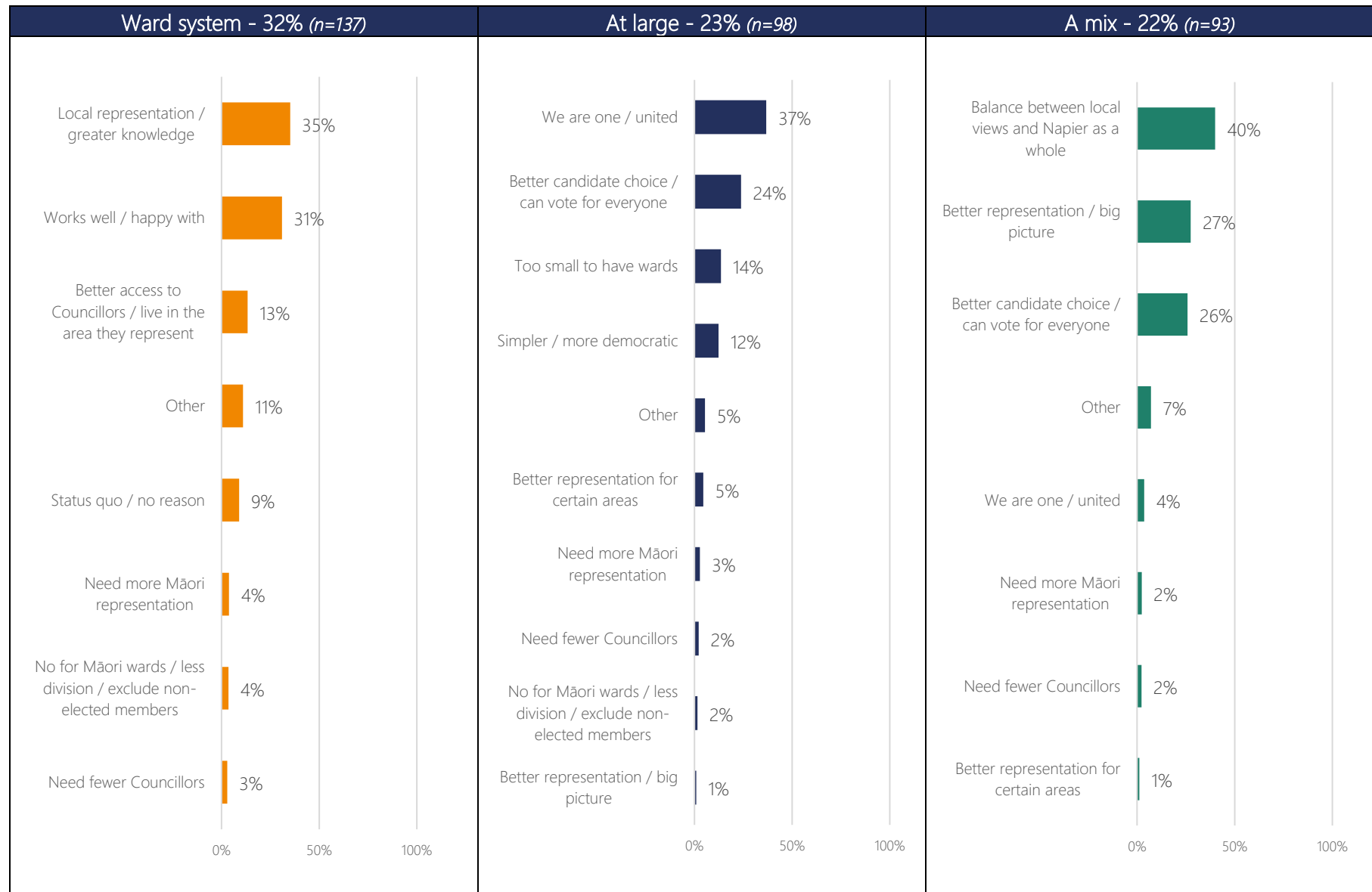
- Preferred electoral system arrangements exhibited great variability between the three available options. One-third of respondents (32%) preferred the existing ward system; 23% chose the at-large system (city-wide), and 22% preferred a mix of the ward and at-large systems. One-quarter of respondents (24%) remained unsure or had no preference.
- Ward arrangements were more often preferred in Westshore, Napier South, and Taradale. More than half of Bay View respondents preferred the at-large system. Ahuriri, Poraiti, and Marewa respondents were more likely to be in favour of a mixed system.
- Better local representation (with greater local knowledge) and maintaining the status quo (or no reason to change what is currently working) were the main arguments in favour of the ward system. The main cited reasons for selecting the at-large system were that all people are one and better candidate choice/access. A perceived balance between local views and Napier as a whole was the main reason to choose a mixed system. This was a preferred option in 2017 (mainly due to being the status quo at the time).



		Ward	At large	A mix
Ward	Ahuriri	28%	23%	26%
	Onekawa-Tamatea	27%	28%	23%
	Nelson Park	33%	23%	19%
	Taradale	35%	19%	21%
Age	18-34	29%	24%	20%
	35-64	31%	23%	22%
	65+	36%	21%	23%
Suburb	Westshore	45%	24%	18%
	Bay View	28%	55%	9%
	Ahuriri	27%	11%	55%
	Napier Hills	25%	15%	28%
	Napier South	44%	18%	28%
	Marewa	17%	20%	35%
	Maraenui	33%	23%	9%
	Onekawa	28%	33%	29%
	Tamatea	29%	30%	13%
	Pirimai	33%	18%	21%
	Poraiti	33%	31%	36%
	Greenmeadows	29%	9%	22%
	Taradale	40%	25%	19%
	Meeanee-Awatoto-Te Awa	24%	25%	14%
Ethnicity	NZ European	33%	23%	22%
	Māori	17%	18%	28%
	Other	34%	26%	15%

All respondents were asked: "Which of these options do you prefer to be represented by?". Options were: Ward system only (the current system), City wide/ at large system only, A mix of wards and at large, No preference, Unsure.

Reasons for preferred options

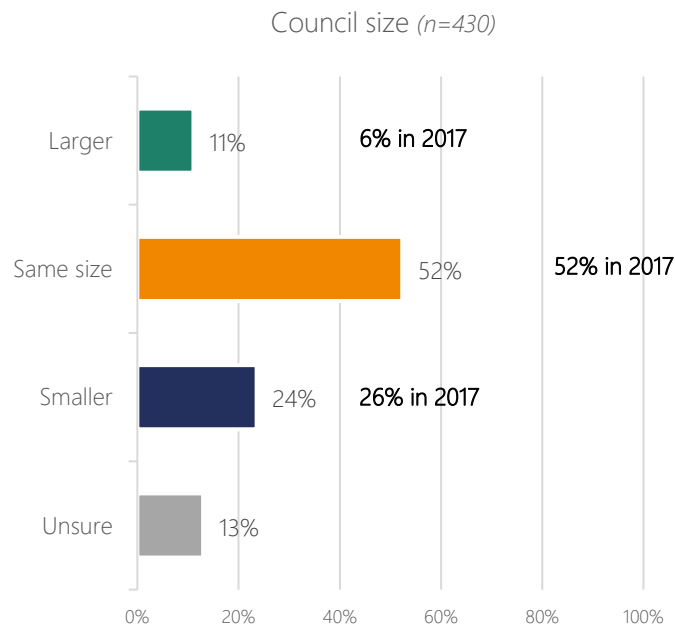


Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent. 'No answers' excluded from the analysis.



COUNCIL SIZE

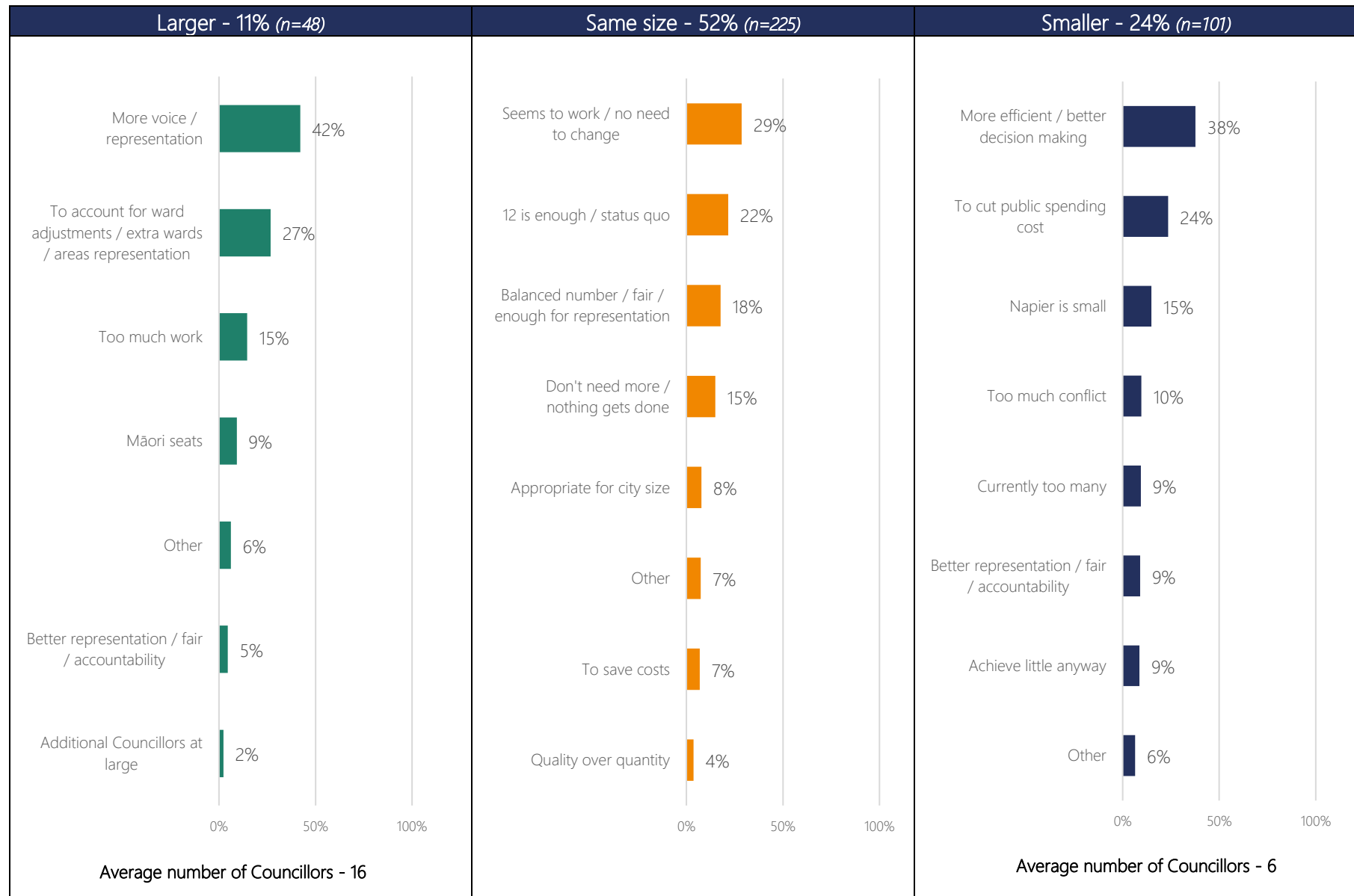
- Half of the respondents (52%) thought the Council size should remain the same (12 Councillors), which was similar to the 2017 results.
- This option was generally most preferred among respondents of different demographic groups, but even more so among older respondents (65+), and Westshore, Napier Hills, Napier South, Onekawa, Greenmeadows, and Meeanee-Awatoto-Te Awa respondents.
- Respondents selecting this option believed the current arrangements work well, and felt there is no need for a change.



		Larger Council	Same size	Smaller Council
Ward	Ahuriri	5%	62%	25%
	Onekawa-Tamatea	14%	46%	22%
	Nelson Park	12%	49%	20%
	Taradale	11%	54%	26%
Age	18-34	10%	50%	28%
	35-64	15%	49%	22%
	65+	4%	63%	23%
Suburb	Westshore	0%	55%	37%
	Bay View	2%	46%	50%
	Ahuriri	15%	37%	36%
	Napier Hills	7%	75%	12%
	Napier South	6%	67%	21%
	Marewa	9%	33%	26%
	Maraenui	10%	32%	32%
	Onekawa	14%	71%	9%
	Tamatea	15%	22%	39%
	Pirimai	20%	49%	6%
	Poraiti	42%	34%	24%
	Greenmeadows	7%	63%	23%
	Taradale	12%	50%	26%
	Meeanee-Awatoto-Te Awa	6%	63%	26%
Ethnicity	NZ European	10%	55%	22%
	Māori	32%	36%	14%
	Other	11%	45%	37%

All respondents were asked: "The Council in Napier City is currently made up of 12 councillors and a mayor. The Council is considering how many representatives there should be. Do you think the size of the Council should be...?".

Reasons for preferred options and suggested Council size

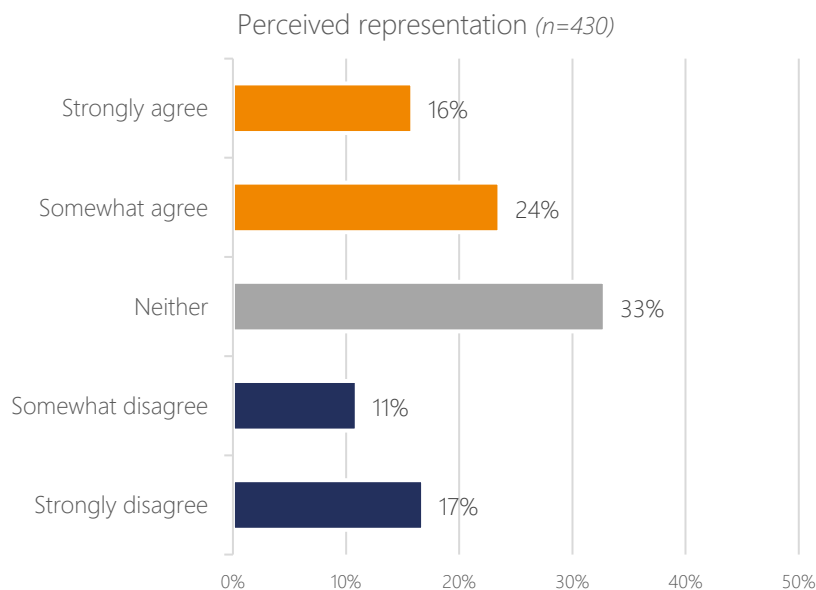


Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent. 'No answers' excluded from the analysis.



PERCEIVED REPRESENTATION

- 4-in-10 respondents (39%) agreed that they feel well-represented with the current representation arrangements; 28% of respondents disagreed, and one-third (33%) stated 'neither agree nor disagree'.
- Perceived representation increased with age; older respondents (65+) were more likely to agree that they feel well-represented (51%) compared to those aged under 35 (30%).
- Respondents from Ahuriri, Marewa and Tamatea were more likely to feel unrepresented.
- The main cited reason for feeling unrepresented was the perceived lack of engagement with elected members ('Unseen / unheard / unknown Councillors / little to no representation').

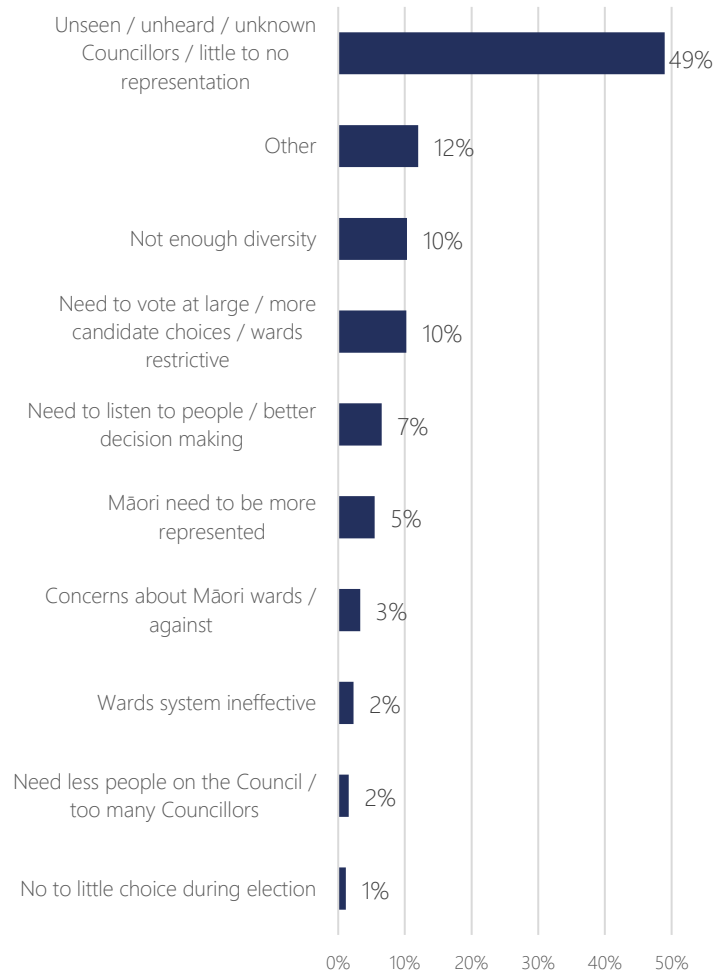


		Do not feel represented	Feel represented
Ward	Ahuriri	26%	41%
	Onekawa-Tamatea	29%	41%
	Nelson Park	32%	34%
	Taradale	25%	42%
Age	18-34	22%	30%
	35-64	32%	38%
	65+	25%	51%
Suburb	Westshore	31%	52%
	Bay View	18%	30%
	Ahuriri	43%	45%
	Napier Hills	25%	43%
	Napier South	16%	61%
	Marewa	42%	27%
	Maraenui	33%	28%
	Onekawa	18%	51%
	Tamatea	44%	25%
	Pirimai	34%	28%
	Poraiti	33%	45%
	Greenmeadows	22%	47%
	Taradale	25%	39%
	Meeanee-Awatoto-Te Awa	30%	39%
Ethnicity	NZ European	26%	42%
	Māori	42%	32%
	Other	34%	22%

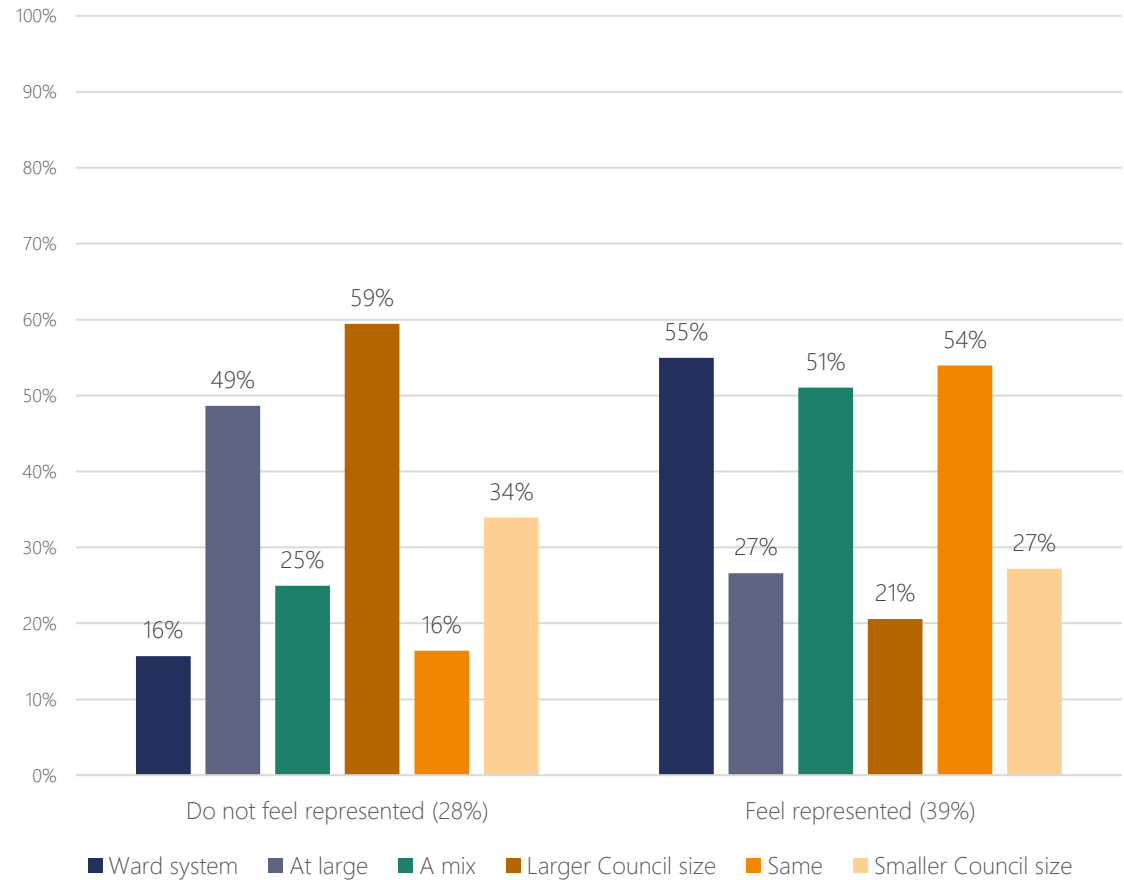
All respondents were asked to what extent do they agree or disagree with the following: "I feel I'm well-represented with the current representation arrangements (e.g. wards, number of councillors)".

Feeling unrepresented – 28% of respondents (n=119)

Reasons for feeling unrepresented



Preferred electoral system arrangements based on perceived representation



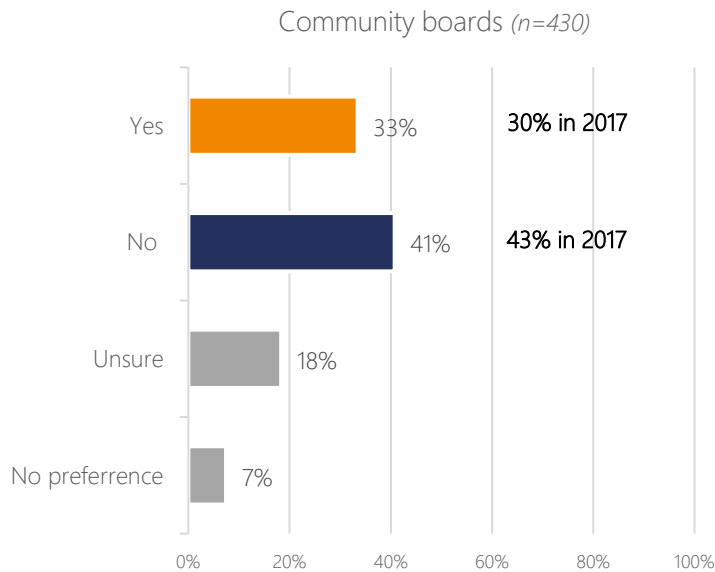
Of those respondents feeling unrepresented (28% of all respondents), there was a higher inclination to support a larger Council and representation at large (city-wide).

Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.

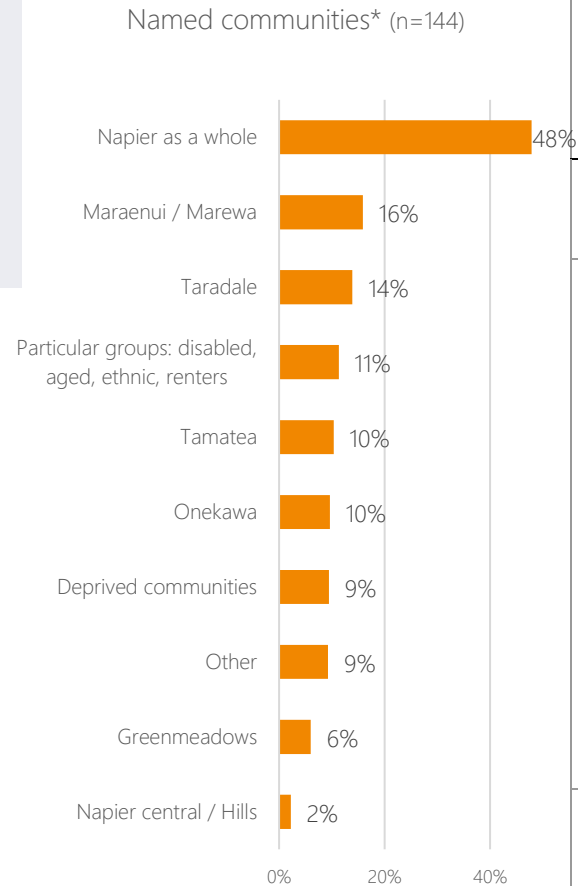


COMMUNITY BOARDS

- More respondents (41%) believed Napier does not require the establishment of community boards; one-third (33%) preferred Napier having community boards (similar to 2017).
- Of those believing Napier should have community boards, 48% preferred those representing Napier as a whole, and 60% preferred 4-6 members to be on the board.
- Younger respondents (aged under 35), and those from Maraenui and Pirimai, were more in favour of community boards.



60% preferred between 4 and 6 members



		Yes
Ward	Ahuriri	28%
	Onekawa-Tamatea	28%
	Nelson Park	40%
	Taradale	34%
Age	18-34	48%
	35-64	37%
	65+	13%
Suburb	Westshore	26%
	Bay View	8%
	Ahuriri	26%
	Napier Hills	34%
	Napier South	14%
	Marewa	32%
	Maraenui	54%
	Onekawa	26%
	Tamatea	24%
	Pirimai	53%
	Poraiti	29%
	Greenmeadows	35%
	Taradale	33%
	Meeanee-Awatoto-Te Awa	46%
	Ethnicity	NZ European
Māori		38%
Other		32%

All respondents were asked: "Do you believe Napier should have community board(s)?".

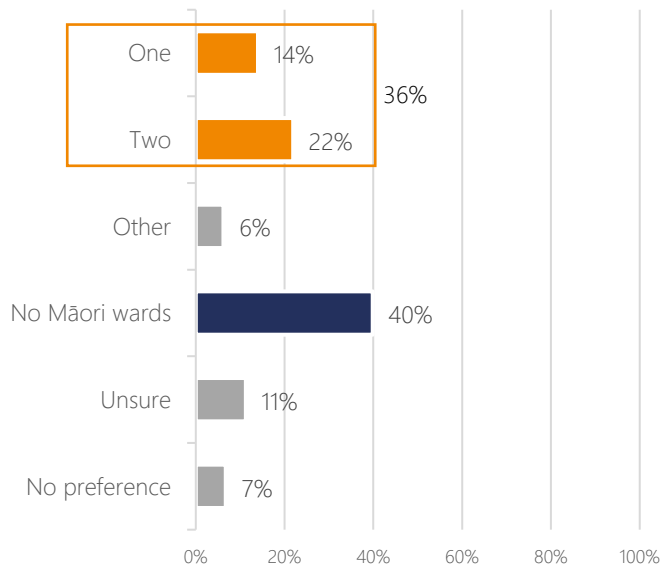
*Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent. 'No answers' excluded from the analysis.



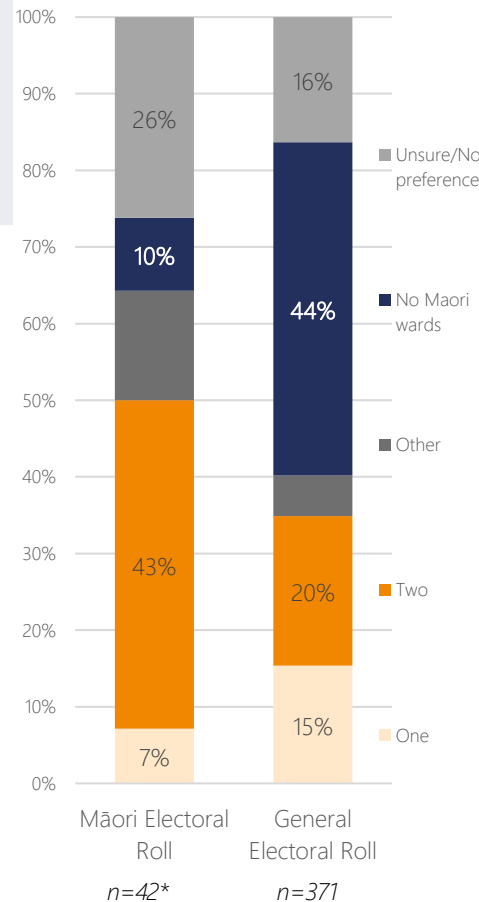
MĀORI WARDS

- Of all respondents, 40% provided a verbatim comment stating they would not want Māori wards to be established; 36% wanted at least one Māori ward (14% preferred one and 22% preferred two).
- Respondents currently on the Māori Electoral Roll (43%) preferred two wards to be established, if two councillors are elected.
- Younger respondents and female respondents were more likely to favour two Māori wards.

Māori wards (n=430)



Māori ward preferences by Electoral Roll



		One	Two
Ward	Ahuriri	13%	35%
	Onekawa-Tamatea	11%	20%
	Nelson Park	12%	26%
	Taradale	17%	15%
Age	18-34	0%	39%
	35-64	18%	19%
	65+	19%	11%
Suburb	Westshore	20%	16%
	Bay View	5%	31%
	Ahuriri	27%	19%
	Napier Hills	13%	42%
	Napier South	15%	28%
	Marewa	23%	37%
	Maraenui	17%	4%
	Onekawa	8%	20%
	Tamatea	10%	13%
	Pirimai	4%	41%
	Poraiti	21%	0%
	Greenmeadows	18%	17%
	Taradale	14%	16%
	Meeanee-Awatoto-Te Awa	21%	14%
Ethnicity	NZ European	16%	23%
	Māori	7%	35%
	Other	9%	8%

All respondents were asked: "Would you prefer Napier City to have one or two Māori ward(s) (if two councillors to be elected)?"

*10% of the total sample. According to the Electoral Commission, 9% of eligible population were enrolled on the Māori Electoral Roll in December 2023 in Napier.

Māori wards suggested names and areas (verbatim comments, 'Don't know' and 'Unsure' removed).

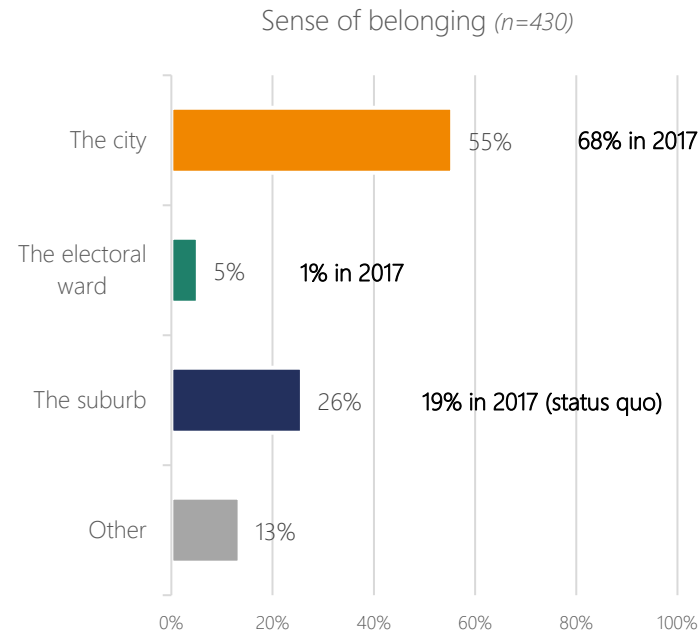
If one Māori ward		
Te Runanga o Ahuriri		Māori
nu tireni		Māori
Napier Māori ward		HOPE
Name of the Estuary		as long as they are democratically elected & call it "Māori Ward"
mararenuui, onekawa & ahuriri ward		Ahuriri Māori Representation ward
Māori Ward		Ahuriri
Māori ward		Ahuriri
If two Māori wards		
Area One	Area Two	Suggested names
Westshore/ Ahuriri/ Bluff Hill/ Onekawa/ Napier South	Marewa/ Maraenui/ Pirimai/ Tamatea/ Taradale	Ahuriri and Otatara
West of SH50	East of SH50	Hauauru, rawhiti
Waiohiki	Ahuriri	Waiohiki / Ahuriri
Town area	Country area	
This answer needs to be discussed with iwi within the rohe. Remember, there is a predominantly white demographic in the suburbs of Napier. As Māori we need to discuss how best to navigate those systems as not to cause disharmony or impose such oppressive practices as the British have done and some Pakeha who remain staunch in their values of racial practices		
Taradale, Tamatea, Westshore	Nelson Park, Onekawa	Being Pakeha I believe my opinion not overly relevant. I would seek advice from tangata whenua
Taradale, onekawa	Ahuriri, Nelson park	
Northern part of a coast to mountains divide, with a similar population.	Southern part as above.	An appropriate name in te reo.
North	South	
Nelson Park	Onekawa- Tamatea	
Napier	Marewa	
Marewa, Maraenui	Tamatea, Pirimai	
Maraenui	Tamatea	
Maraenui	Tamatea	The Māori name for the place e.g. Maraenui ward
Maraenui	Marewa/Pirimai, onekawa	
Maraenui	Marewa	
Maraenui	Tamatea	
Maraenui		Maraenui
Maraenui		Would suggest Māori views on the names are those chosen.
East	West	As above East/West

Area One	Area Two	Suggested names
East	West	
Draw a line north to south. So Ahuriri maraenui napier south	Onekawa Tamatea Taradale	East and west
City and then South along the coast	North of the cbd plus Otatara	Otatara Ahuriri
City and South	Taradale/ Ahuriri	
City	Surrounding areas	An appropriate Māori name for the area
City	Tamatea Greenmeadows Taradale	Ahuriri ki Tai Ahuriri ki Uta
All areas north of Buff Hill (Mataruahou)	All areas south of Bluff Hill (Mataruahou) to the Hastings boundary.	Mataruahou Kotahitanga Tuatahi Mataruahou Kotahitanga Tuarua
Ahuriri/Napier	Taradale	Ahuriri and Taradale name in Te Reo
Ahuriri, Nelson Park and Onekawa-Tamatea wards	Taradale ward	Ahuriri and Otatara
Ahuriri, hospital hill, onekawa	Taradable, poraitai, Greenmeadows	Check with local iwi.
Ahuriri including Westshore	Bayview	Just by the wards they are already encompassed by, otherwise by their suburbs with the word Greater in front of it,
		Te Matau a Maui
	Whanganui a Orotu	Ahuriri
Local Māori should decide boundaries and names not dictated by council		



SENSE OF BELONGING

- Asked where they most identify belonging to, half of respondents (55%) stated they most feel belonging to the city of “Napier” (68% in 2017).
- The sense of belonging to the city as a whole was particularly high in Poraiti, Onekawa, Meeanee-Awatoto-Te Awa, Pirimai, and Napier Hills.
- 26% felt they belong the most to the suburb they live in. Bay View, Westshore, and Ahuriri respondents were more likely to express a sense of belonging to their local area.
- Just 5% felt a sense of belonging to the ward they live in.



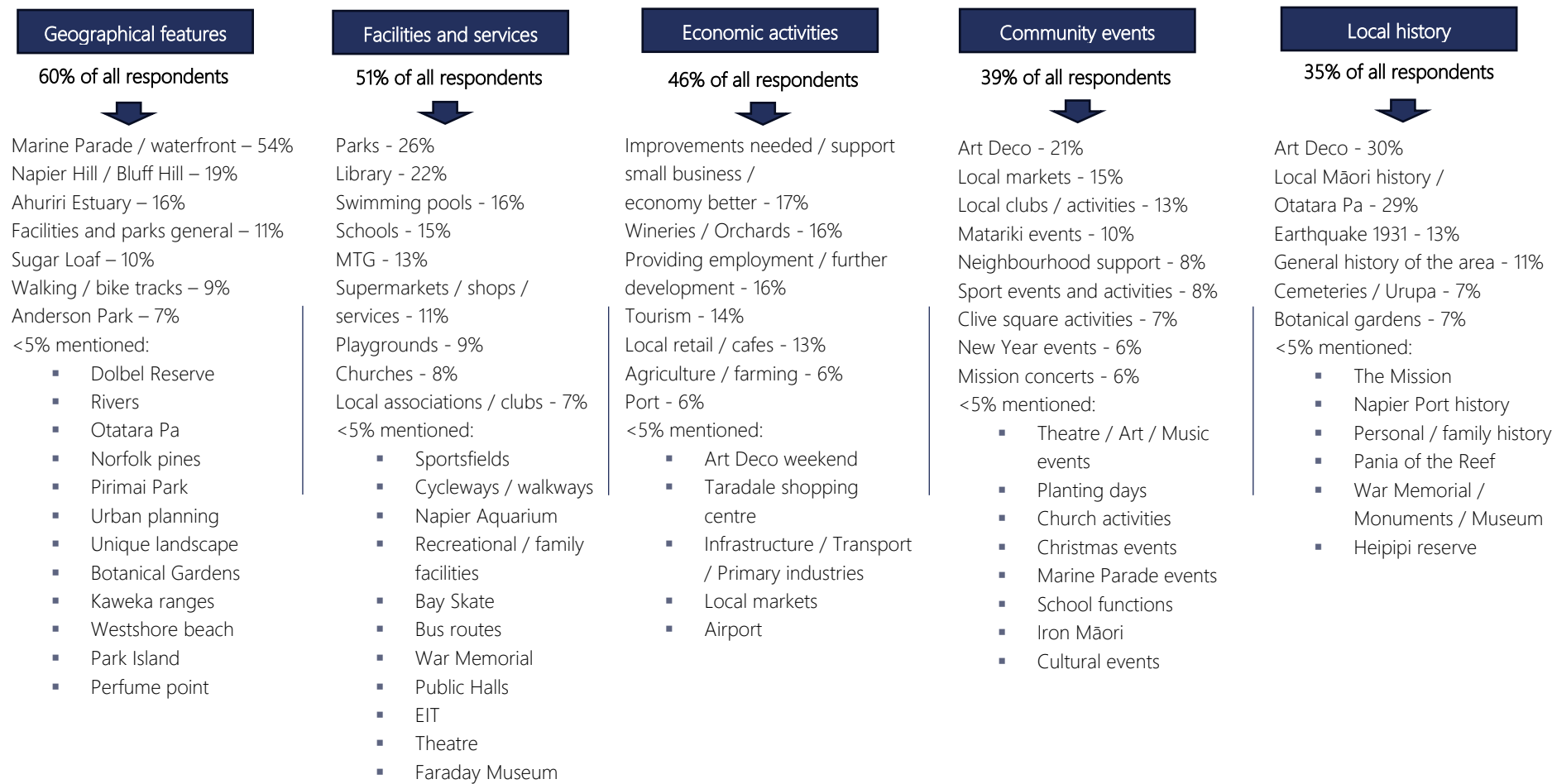
		City	Ward	Suburb
Ward	Ahuriri	50%	4%	41%
	Onekawa-Tamatea	57%	6%	19%
	Nelson Park	63%	5%	14%
	Taradale	52%	6%	31%
Age	18-34	49%	7%	25%
	35-64	59%	5%	21%
	65+	53%	4%	36%
Suburb	Westshore	37%	0%	52%
	Bay View	26%	11%	59%
	Ahuriri	45%	0%	51%
	Napier Hills	65%	1%	31%
	Napier South	54%	16%	29%
	Marewa	60%	6%	17%
	Maraenui	45%	2%	14%
	Onekawa	75%	3%	15%
	Tamatea	42%	5%	22%
	Pirimai	67%	6%	7%
	Poraiti	80%	0%	20%
	Greenmeadows	49%	9%	27%
	Taradale	51%	4%	35%
	Meeanee-Awatoto-Te Awa	74%	0%	20%
Ethnicity	NZ European	56%	5%	25%
	Māori	44%	7%	21%
	Other	55%	7%	25%

All respondents were asked: "Where do you feel you belong the most?".



COMMUNITIES OF INTEREST – top 5

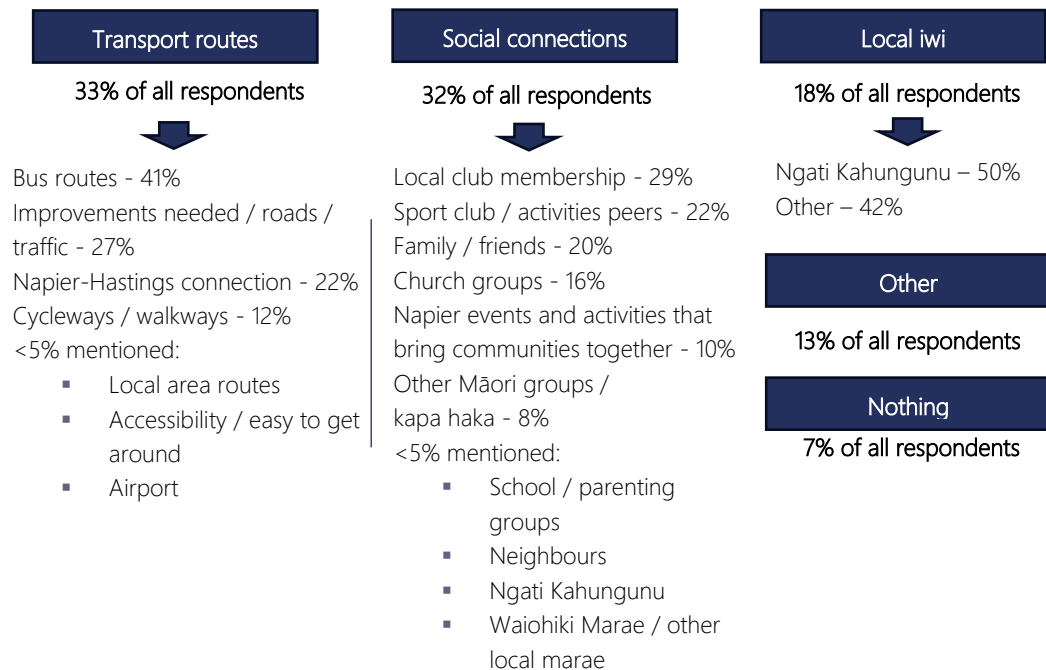
Respondents identified a wide range of community features that are important to their sense of belonging. Ocean proximity and the Marine Parade were by far the most mentioned features of Napier, cited by 34% of all respondents who provided a comment, followed by Art Deco (16%) and local club memberships (15%).



All respondents were asked: "We would like to better understand what aspects of your community matter most to you. Which of the following give you a sense of belonging to where you live?". This question was a multichoice. Each answer option prompted for in-depth comments. Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent.



COMMUNITIES OF INTEREST – other



Despite some variations and clear local landmarks (e.g. Ahuriri Estuary for Bay View, Ahuriri, Napier Hills; Anderson Park for Greenmeadows; or Taradale Library, Sugar Loaf, Dolbel Reserve for Taradale), many prominent Napier features and attributes were cross-mentioned between respondents of the different areas (e.g. local history, Marine Parade/waterfront).

The various areas within Napier City exhibit a rich tapestry of features that collectively contribute to the city's vibrancy. Several common themes emerge:

- Many areas emphasise the city's cultural heritage, showcasing local Māori history, the 1931 Earthquake, and significant cultural events such as Art Deco.
- Across different neighbourhoods, a strong emphasis on community ties is evident, with Family/Friends, Local Associations/Clubs, and Church Activities being common threads. This highlights the interconnectedness of Napier's residents and their commitment to fostering a sense of belonging together.
- The city boasts a diverse range of recreational opportunities, with the Waterfront, Parks, and Sports Club/Activities being focal points in various neighbourhoods. This reflects a commitment to providing residents with a well-rounded and active lifestyle.
- Economic aspects, including Providing Employment, Supporting Small Businesses/Economy, and Supermarkets/Shops/Services, are consistently highlighted in different areas. This suggests a shared focus on economic growth and sustainability.
- Improvements and Infrastructure/Urban Planning are common concerns highlighted in several areas. This signals a collective awareness of the need for ongoing development and improvement to enhance residents' quality of life.
- Several areas, highlight connectivity, both within Napier and with neighbouring areas like Hastings. This points to a collaborative approach to regional development and connectivity.



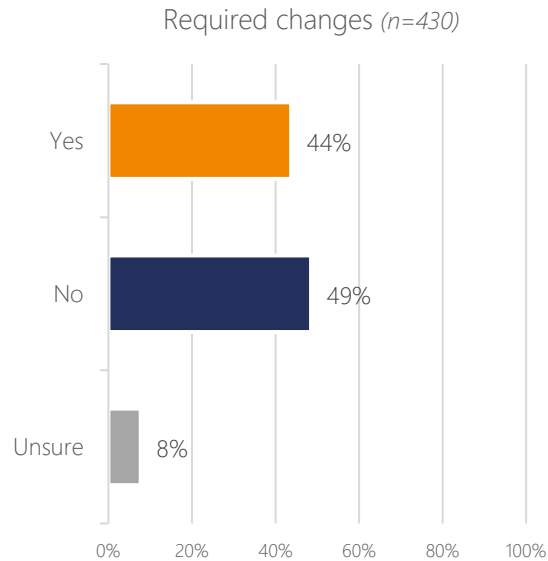
COMMUNITIES OF INTEREST – top features by area

Westshore	Marine Parade / waterfront, Bus routes, Family / friends, Local associations / clubs, Local retail / cafes, Local markets, Sport club / activities peers, Earthquake 1931, General history of the area, Art Deco, Church activities
Bay View	Improvements needed / roads / traffic, Providing employment / further development, Local markets, Ahuriri Estuary, Sport events and activities, Heipipi reserve, Local clubs / activities, Marine Parade / waterfront
Ahuriri	Marine Parade / waterfront, Bus routes, Napier Hill / Bluff Hill, Ahuriri Estuary, Local clubs / activities, Local Māori history, Family / friends, Port, Tourism, Cemeteries / Urupa, Local retail / cafes, Schools, Churches, Local marae, Local markets, Playgrounds
Napier Hills	Marine Parade / waterfront, Napier Hill / Bluff Hill, Local retail / cafes, Ahuriri Estuary, Local Māori history, Library, Schools, Art Deco, Swimming pools, Napier-Hastings connection
Napier South	Marine Parade / waterfront, Parks, Providing employment / further development, Local markets, Library, Tourism, Local club membership, Sport club / activities peers
Marewa	Marine Parade / waterfront, Library, Family / friends, Local Māori history / Ōtātara Pā, Napier Hill / Bluff Hill, Art Deco, New Year events, Facilities and parks general, Matariki events, Ahuriri Estuary, Local club membership, Bus routes, MTG, Schools, Walking / bike tracks
Maraenui	Marine Parade / waterfront, Bus routes, Supermarkets / shops / services, Theatre / Art / Music events, Local club membership, Earthquake 1931, Napier-Hastings connection, Napier Hill / Bluff Hill, Botanical Gardens, Church activities, Providing employment / further development
Onekawa	Marine Parade / waterfront, Improvements needed / support small business / economy, Bus routes, Parks, Swimming pools, Napier Hill / Bluff Hill, MTG, Improvements needed / roads / traffic, Library, Walking / bike tracks, Art Deco, Clive square activities, Playgrounds
Tamatea	Marine Parade / waterfront, Improvements needed / support small business / economy, Facilities and parks general, MTG, Napier Aquarium, Swimming pools, Parks, Bus routes, Infrastructure and urban planning, Local Māori history / Ōtātara Pā, Supermarkets / shops / services
Pirimai	Sport club / activities peers, Supermarkets / shops / services, Pirimai Park, Church groups, Wineries / Orchards, Churches, Bay Skate, Marine Parade / waterfront, Parks, Family / friends, Swimming pools, Schools, Sport events and activities
Poraiti	Marine Parade / waterfront, Wineries / Orchards, Earthquake 1931, Neighbours, Parks, Playgrounds, Art Deco, Christmas events, Mission concerts, Sugar Loaf, Agriculture / farming, Ahuriri Estuary, Bus routes
Greenmeadows	Anderson Park, Bus routes, Parks, Improvements needed / roads / traffic, Marine Parade / waterfront, Sugar Loaf, Cycleways / walkways, Napier-Hastings connection, Art Deco, Matariki events, Schools
Taradale	Library, Local club membership, Sugar Loaf, Napier-Hastings connection, Wineries / Orchards, Dolbel Reserve, Parks, Marine Parade / waterfront, Local Māori history / Ōtātara Pā, Tourism, Ōtātara Pā, Art Deco, Agriculture / farming, Providing employment / further development
Meeanee-Awatoto-Te Awa	Marine Parade / waterfront, Parks, Schools, Dolbel Reserve, Ahuriri Estuary, Church groups, Art Deco, Bus routes, Other Māori groups / kapa haka, Family / friends, Improvements needed / roads / traffic

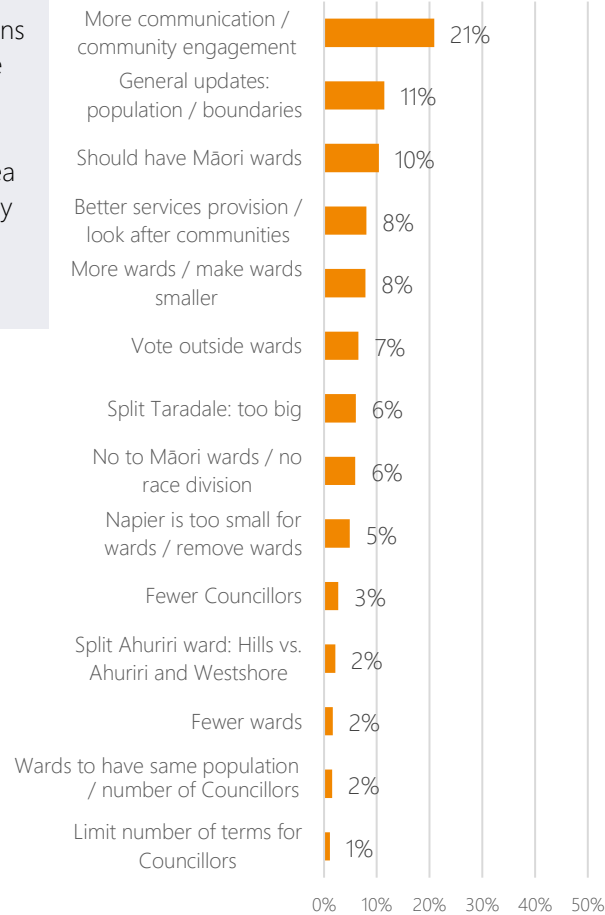


COMMUNITIES OF INTEREST – potential changes

- Half of respondents (49%) indicated that no changes are necessary if wards are retained; 44% agreed that some changes are needed.
- The primary suggested change aligned with the reasons for feeling unrepresented, calling for Councillors to be more visible and citing improved communication and community engagement (21%).
- Respondents from Nelson Park and Onekawa-Tamatea wards (especially Marewa and Pirimai) were more likely to agree that ward changes are required.
- Younger respondents, and those of other ethnicities, were more inclined to recommend changes.



Suggested changes (n=188)*



		Yes
Ward	Ahuriri	39%
	Onekawa-Tamatea	55%
	Nelson Park	64%
	Taradale	35%
Age	18-34	59%
	35-64	47%
	65+	39%
Suburb	Westshore	48%
	Bay View	28%
	Ahuriri	61%
	Napier Hills	37%
	Napier South	38%
	Marewa	80%
	Maraenui	62%
	Onekawa	49%
	Tamatea	50%
	Pirimai	78%
	Poraiti	39%
	Greenmeadows	28%
	Taradale	37%
	Meeanee-Awatoto-Te Awa	57%
	Ethnicity	NZ European
Māori		55%
Other		70%

All respondents were asked: "if wards are retained, what changes (if any) do you think are needed to reflect communities of interest?".

*Open-ended comments sorted into categories. Totals may exceed 100% owing to multiple responses for each respondent. 'No answers' excluded from the analysis.