

Business Opinion in Waitakere City

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Waitakere City Council
Te Taiao o Waitakere

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1. Background

Two cornerstone policy objectives of Waitakere City council are the development of a strong innovative economy and development of strong communities¹. Business activity provides a key role in fostering these aims.

Businesses surveyed in the business survey are trading companies, all size ranges and all sectors of the economy, and non profit organisations such as schools and churches. Main information requirements of this survey are to address the following objectives, from the point of view of businesses in the City:

General business environment

- Rating Waitakere City as a place to have a business
- Rating Waitakere City as a place to work
- Satisfaction with access to motorways and main roads
- Satisfaction with access to rail services
- Incidence of use of internet for business use
- Incidence of use of internet broadband connection
- Satisfaction with speed of internet broadband connection
- Satisfaction with cost of internet broadband connection

Access to Council

- Rating ease of obtaining business information provided by Council
- Rating usefulness of business information provided by Council
- Performance ratings of contact with
 - Main customer number
 - Counter or cashier staff
 - E-mail
 - Council website

Council support for business

- Rating of supportiveness level
- Reasons for this assessment
- Awareness of main Council business-related projects, and assessment of impact on business

Business and the environment

- Levels of support for Eco-City goals
- Perceived effect of Eco-City direction on business

Council in general

- Perception of what Council is doing particularly well
- Perception of what Council is doing particularly badly

Employment issues

- Proportion of business conducted at home
- Incidence of full-time and part-time work
- Level of local employment
- Profiles of businesses by size and location

¹ Further details may be found on the Council website:
[/www.waitakere.govt.nz/whahap/nm/wcn/ltcp-wcn.asp#prioritiesandplatforms](http://www.waitakere.govt.nz/whahap/nm/wcn/ltcp-wcn.asp#prioritiesandplatforms)

Method and Sample

This survey was conducted by telephone during April 2005. The method of telephone survey was selected to achieve a high response rate. The sample was selected from a list of a cross-section of businesses provided by a commercial list broker. Business categories generally followed those specified by Statistics New Zealand, but with some of the smaller categories amalgamated into larger categories sufficiently large enough to generate statistically robust results, given the overall sample size of around 500. The business categories are:

- Manufacturing
- Construction
- Wholesale Trade and Retail Trade (combined)
- Accommodation, Cafes and Restaurants, Cultural and Recreational Services, Personal and Other Services (combined)
- Finance and Insurance, Property and Business Services (combined)
- Education, Health and Community Services (combined)
- Transport and Storage and Communication Services (combined).

A weighting adjustment was applied to the findings to ensure that quantified results reflected the true proportions of business categories in the City. Full details of method and sample are provided in Appendix A. The questionnaire is in Appendix B.

2. Summary

2.1 General business environment

- 2.1.1 About three-quarters of businesses rate Waitakere City as a “good” or “very good” place to have a business. Four-fifths rate it as a “good” or “very good” place to work.
- 2.1.2 About two-thirds of businesses (for which access is relevant) are satisfied with access to motorways or main roads, and to rail services.
- 2.1.3 Most businesses use the internet. Half have access to broadband. Of these, nearly all are “very” or “reasonably” satisfied with speed of broadband access, and three-quarters satisfied with its affordability.

2.2 Access to Council

- 2.2.1 About 70% of businesses say they need information from Council at some time. Of these, two-thirds find access to this information “very” or “fairly easy”.
- 2.2.2 Usefulness ratings are at 58% “very good” or “good”.
- 2.2.3 Performance ratings of three main channels of communication with Council, i.e. the Call Centre, Counter staff, and e-mail, are rated at about the same level of 80% “very good” or “good”. However, ratings of the Council Website are at 10% below this level.

2.3 Council support for business

- 2.3.1 About a third of businesses believe that Council is “very” or “somewhat supportive” of business. Most of the remainder are neutral rather than negative on this issue.
- 2.3.2 One-fifth say Council is unsupportive. Reasons for this centre mostly on Council being perceived as being not helpful in a variety of ways, such as not having an interest in business or having other priorities, being bureaucratic or difficult to deal with, not providing supporting amenities such as car parks, and high rates and compliance costs.
- 2.3.3 Reasons for rating Council as supportive centre on helpfulness, being good to work with, and being supportive of business. Those giving a neutral response see Council as not being relevant to their enterprise, or any need to have contact.
- 2.3.4 Council projects with highest awareness (50% or more) are:
 - Whenuapai/ Hobsonville developments (well ahead of the others at over 80%)
 - Development of Henderson as City Centre
 - Rail station upgrades
 - Expansion of Unitec and Central Library
 - Town Centre upgrades
 - Investment in and promotion of public transport
 - Future development of Westgate.

Lowest awareness (20% or less) is for:
Waitakere on-line
Henderson Vineyard Business Campus.

- 2.3.5 Most businesses respond to these projects saying there would be a positive or neutral effect on their business. Overall, expected negative effects for all projects are at very low levels. There are some exceptions with individual classes of business for certain projects.

2.4 Business and the environment

- 2.4.1 About 60% of businesses state that they are “very” or “somewhat supportive” of Eco-City goals. Just over 10% say they are “somewhat” or “very unsupportive”.
- 2.4.2 A quarter of businesses state that the Eco-city direction contributes “significantly” or “somewhat” to their business. Fewer than 10% say it detracts “somewhat” or “significantly”.

2.5 Council in general

- 2.5.1 The questions “What does council do particularly well/ particularly badly?” are designed to tease out the issues that can be regarded as prominent landmarks in Council’s image. In this case, nothing stands out either way.

2.6 Employment issues

- 2.6.1 Just over half conduct some business at home. Most do under 20% of their business at home. 12% do all or almost all of their work from home.
- 2.6.2 As to size, small businesses predominate, with about two-thirds having fewer than 10 employees. One fifth of businesses have 20 or more employees.
- 2.6.3 Of all employees, about 85% are full time, 10% part-time (15 – 29 hours a week), and 5% more occasional (less than 15 hours per week).
- 2.6.4 About 60% of businesses have three-quarters or more of their workforce living in Waitakere City.

3. General business environment

3.1 Waitakere City as a place to have a business and to work

Q. Overall, how do you find Waitakere City as a place to have a business?
Q. And how is Waitakere City as a place to work?

Almost three-quarters of businesses (73%) regard Waitakere City as a “very good” or “good” place to have a business. 80% regard Waitakere City as a “very good” or “good” place to work. Details of ratings are as follows:

	Waitakere City as a place to...	
	have a business %	work %
Very good	24	25
Good	49	55
Fair	14	12
Poor	5	2
No opinion	8	6
	100	100
Very good/ good	73	80
Fair/poor	19	14

Ratings for having a business in Waitakere City are relatively higher for:

- Massey/ Westgate (87% very good/good)
- Health and Education (83%)
- Property and Financial Services (80%)
- Glendene/ Kelston (83%).

Ratings for having a business in Waitakere City are relatively lower for:

- Henderson Valley (42% fair/poor)
- Manufacturing (28%)
- Transport and Communications (28%).

Ratings for Waitakere City as a place to work are relatively higher for:

- Glendene/ Kelston (91% very good/good)
- Titirangi (91%)
- Property and Financial Services (88%)
- Larger businesses [20 or more employees] (87%)
- Lincoln/ Central Park Drive (87%).

Ratings for Waitakere City as a place to work are relatively higher for:

- Henderson Valley (28% fair/poor).

Q. *If score “fair” or “poor” to either question:* For what reasons do you say this?

The main reasons for rating Waitakere City as “fair” or “poor” as a place to have a business or to work (based on those who gave such a rating) are:

	%
Nothing done to encourage business/not forward thinking/no support	15
In the doldrums/weak economic base	12
Too much bureaucracy/ bylaws and requirements	11
Rates too high/charges too high/unnecessary charges	10
Problems with graffiti/ gangs/ dirty streets	10
Traffic congestion	9
Too far away/not close to the air or train transport routes	8
Traffic access problems/hard to get to/routes difficult	7
Council is difficult to work with/working relationship	4
Well located commercial property not available	4
Poor infrastructure servicing	3
Parking issues	3
Poor IT communications	2
Poor networking support	2
Poor public transport system	2
Not a good place to find staff	2
Miscellaneous	14

(Includes multiple mentions)

Verbatim comments follow.

Verbatim comments

Nothing done to encourage business/not forward thinking/no support

► I don't think there's anything proactive to encourage business or infrastructure ► We own 8 acres of land. We would like to sell it and Waitakere City has zoned us as Welcome to Waitakere city and zoned it for parks and office blocks. That was shown to us 7yrs ago and nothing been done. We would like to sell it but if prospective buyers go to the council the council tells them that is not on the agenda for Lincoln ► from a business perspective there is little incentive from the council. e.g. rate freezes ► I find the council frustrating / Mayor Bob said in America he would attract business to Waitakere / There are no business parks or incentives to come to the area / only have the scenery as an attraction ► We get little support from the council / they take out but don't give back ► Council blocked a new business venture- 10 staff laid off and \$55,000 down the gurgler ► I don't see the council at all about anything ► Waitakere haven't really done anything for our business ► lack of council support ► Overcrowding of the same businesses, such as Chinese food, in Te Atatu North / too many of the same business and everyone is sharing the profit / we used to make a profit and now we have to share the profit / everyone is struggling to meet the costs of the business and trying to make money / if the council continue to carry on giving permits to more food places everyone is going to pack up and move / a lot of people are opening up business without a licence so the grading business should be i,WestCity Plaza ► more diversity of businesses. Too many restaurants ► The building was formerly state building / the council is working with university to the detriment of the ratepayer / why direct the polytechnic to buy the council buildings in Waiparera Ave? / we have students in our building and the kids are a nuisance / They should really be rated as poor ► They do not support tourism / I asked about signage once and the man was very rude / he said people who were staying in Waitakere should have pre booked and know where they were going / was not interested in independent travellers ► Don't believe the council is supportive of manufacturers. I believe it's because of the obsession with eco side of things ► there's nothing that they do to help business/ No better or worse than any other council /our business in Waitakere for historical reasons ► the industry I am in is over saturated / electrical wholesale industry ► I don't think that we get benefits from council for being in Waitakere city / as a commercial builder we don't have a rubbish pickup ► The council is lacking in support to encourage our staying in the area

In the doldrums/weak economic base

► there doesn't seem to be a lot of growth/ general turnover ► it's doesn't have a lot of manufacturing industry. It's growing but very slow ► times are tougher/ not pumping out work like we could/ general feeling is times are tough ► comparing it to other cities/ there are more businesses to cater to in the other cities/in the reselling area/the atmosphere in general is very quiet/ to go out is restricting ► we quite often have to work outside the district / to keep ourselves busy ► they chop and change in New Lynn / had movie theatres and they allowed someone to take them to other areas/ that affected our trade ► I feel that we don't seem to have too much money in this area/.90% of my work is outside of this area ► it has a lower age range/ most residents are under 40/ lower socio-economic area/ reflected in the amount of building in Waitakere/ and the style of buildings ► No physical construction in Waitakere, not commercial, so a lot of our business is outside Waitakere ► Their customers on lower socio economic side. Find they have a lot of difficulties managing. People go and buy expensive cars but unable to afford services, some do a runner ► we don't get a lot of work up this way / so we leave Waitakere to get work ► people don't have the money to spend in general ► A very hard thing to predict in this business ...not doing as well as restaurants in other areas ► A lot of my work is from other areas, mainly from South Auckland and they travel up to learn how to drive ► Don't do much work in Waitakere

Too much bureaucracy/by laws and requirements

▶ We deal with them on a daily basis / we require permits for every appliance we sell / we find the paperwork bureaucracy / they require 3-4 pages which could be condensed and simplified / we then could do this ourselves without council intervention / It causes us to make 3 trips to council

▶ some of the things people want are unattainable / the building inspections are getting too tough / being told work we do is substandard when it is being carried out as it was years before/ have been failing LIMs on old work / done years before/ cannot pass that on to customers

▶ the bureaucracy of the council / the paper work and red tape

▶ Council too Corporate and officious

▶ The time it takes to get things processed through council. Resource consents are very slow/ things are very over legislated / probably throughout the country/ the laws covering this do not assist in growth

▶ I think they're choking development in our area by not assisting or doing all they can to release agricultural land in this industrial area/.encouraging business to go elsewhere/ we have made the decision to expand in south Auckland at a reasonable price

▶ Trying to get resource consent to expand the business. It's taking too long, going on 2 years now / I have machines sitting at the wharf and no consent available /too much red tape

▶ The council is putting far too much emphasis on green and can hamper business and too much limitation on developing business

▶ Too many restraints from Council / general Building industry

▶ red tape/ council by laws and permits/ the speed at which things are done/ takes far too long to go through the process and get permission/ sits on peoples desks for too long

▶ hard to get paper work processed with the council

▶ there is a lot of red tape / The officer came and insisted that we have disabled facilities / We do not have disabled clients / If our clients are disabled they are not allowed in this country / If account clients are disabled we will go to see them / what are they doing to support our business ?

▶ Resource consents are taking forever from council to process

▶ I think that the location is good and the access to town is good / the council rules and regulations are excessive and this is hindering the progression of businesses in the district / Rules and regulations are hindering business in Waitakere City / so the goals of the council are good but the way they implement is not good

▶ some of the restrictions we have to go through take too long, such as building consents and resource consents / you can get conflicting answers from council

Rates too high/charges too high/unnecessary charges

▶ Rates too high/ and restrictions and bylaws and requirements

▶ Because the rates are horrendous, the dearest in NZ

▶ the rates are very high / we have town rates but no sewerage / paying a lot but not many services

▶ High rates

▶ Rates are very expensive for the workshop

▶ Our business is purchasing water from Waitak City/ we cart it to outlying areas/ We are bulk users and we have to pay more for the water/ we pay twice as much to them as other bulk users / this is for commercial use / they charge rates for facilities we don't have, septic tank cleaning / we don't have one

▶ The rates continue to be high

▶ Had a huge rate increase a few years ago / have recently had it reduced because of calculations / previous one was unfair

▶ the rates are 2 and a half times what North Shore rates for an equivalent property

▶ Rates . A 20 per cent increase this year

▶ council rates are too high

▶ The level of rates we pay compared to the services we get, e.g. mowing our lawns in front of our building on land that belongs to Waitakere City

▶ Mainly their new rating scheme. Don't get a lot for the rates we are paying

Problems with graffiti, gangs, dirty streets

▶ We have an ongoing problem with youths and tagging and the mall has gangs around it

▶ we have so much trouble with kids fighting out on the square / and the council do act but only for a short time / not consistent

▶ graffiti and general cleanliness could be improved

▶ just the problems with Graffiti artist

▶ Undesirable people hanging round all the time

▶ Street Kids, vandalism and lack of parking. Litter and graffiti

▶ Mainly for us as a bus company , we find some of the passengers can be a bit difficult

▶ Also street kids have given New Lynn a very bad name and drawn a very bad crowd / The training facility for young draws the wrong crowd

▶ The lack of a community constable and the number of louts on the streets is aggravating to clients

▶ Trouble with youths night and day / drunk and drugged/ they disturb our customers...they have destroyed our business

▶ On the street here, Railside Avenue , is a filthy mess/ things don't get cleaned up quickly around here / shopkeepers keep rubbish in alleyway / someone frequently urinates in the foyer / really bad image around our area and council not anything

▶ It could be better if there was less graffiti

▶ refuse next door is very smelly

▶ Graffiti - car park situation around our area is very disgusting , it needs to be looked after by council

Traffic congestion

▶ cannot get to work easily because of gridlocked traffic at Triangle Rd, Don Bucks Rd and the motorway ▶ the traffic / hold ups with the traffic / staff are sometimes late being stuck in traffic ▶ the traffic congestion makes it very difficult to get to and from work ▶ We're transporters/ traffic congestion/ Lincoln Rd, Edmonton and Te Atatu Rds very congested / try to get to places on time is hopeless / the northwest motorway is very bad night and morning ▶ Traffic congestion ▶ Traffic congestion at morning ,night and school times ▶ Very awkward to get around Waitakere with traffic ▶ City traffic is better than his business area ▶ Because of Lincoln Rd / the traffic ▶ traffic ▶ transport have to come over during the night because it is too busy during the day

Too far away/not close to the air or train transport routes

▶ It's on the fringe of the city. There's poor transport for freighting ▶ the main trouble it is considered a long way away from industrial area of Auckland ▶ most of our suppliers and customers are from south Auckland which means we have to go to them several times a week ▶ Our business is good because we like the area but we have to freight a lot of our stuff to South Auckland, so the distance ▶ The access to greater Auckland and the time taken to get to work ▶ not on air or train transportation routes ▶ It is a bit far from our core market / the situation is too far ▶ Further out of Auckland for people to get to ▶ Travel. It's too far to get here ▶ we are situated away from transport and resources / roading is a shambles

Traffic access problems/hard to get to/routes difficult

▶ Traffic problems getting into New Lynn from motorway ▶ Because the areas are all as bad as each other for access to transport and motorways and trains / and it is getting worse / over the last 10 years work on Lincoln Rd connections to motorway have changed 3 times from 1-3 lanes/ they have now gone back to 2 lanes / that is hopeless / The busiest road and has 8 sets of traffic lights / impossible to drive on a green wave/ that has happened once in 10 years to me/another light has been added recently 80 metres from an existing one ▶ that it is hard to get to ▶ traversing around the roading is inadequate/ not coping with traffic flows/ is the biggest issue ▶ access to customers is not good and the geography ▶ Road access / people coming from Auckland find roads inadequate / the maintenance of Edmonton and Lincoln Rds / should be 4 lanes from Gt North Rd to motorway ▶ Accessibility to services and traffic pulls Waitakere back ▶ getting out of the Concourse , a huge problem with the traffic lights. Lincoln Rd is a nightmare with traffic and the lights ▶ because it is away from the main CBD / when people have to visit it is off the beaten track

Council is difficult to work with/working relationship

▶ one of the biggest problems is dealing with the council/ not all are dealing with the council/ we have 2 interfaces with the council / we have 1 when we work for them/ the other is when we work for private clients/ we find the council to be extremely poor at making decisions/ and the lengthy time they take to do so/ there are problems with their organization / there is a problem there/ Waitakere is the worst structured council of all councils we use in the Auckland area / I'm strong on the lack, I don't think they give consideration to local businesses/ should be given equality with businesses from other areas ▶ I think some of the council regulatory offices are overzealous they could be a lot more user friendly ▶ Very disgruntled with the council / they don't support business / The officer came and insisted that we have disabled facilities / We do not have disabled clients ▶ Find the council hard to react to my problems .If it affects me they don't act on it but if it affects the Waitakere City Council they do ▶ The delays, especially regarding Ecowater / They are too slow. They are not practical. They cause major delays / I am one of many contractors who have difficulty. / If people complain, e.g. a big engineering firm, they get black listed / we do work in Manukau, North Shore, Auckland City, they are much better to deal with. / Not all of Waitakere City Council - just Ecowater / Eco water is a big burden for a lot of construction businesses / Ecowater black list businesses, over just quest, the experience that we have had with Ecowater. And all the contractors that I know all have the same opinion / this affects everybody

Well located commercial property not available

▶ the availability of commercial and industrial properties is too limited/ we operate from where we can/ not enough exposure ▶ lack of available commercial land has limited our growth ▶ Lack of foot traffic ▶ Also council has lack of industrial zone land ▶ I don't think that Waitakere is a bad place, it's just the location that I am in that is not very good

Poor infrastructure servicing

▶ The council is lazy. I have a drain that has been blocked for 7 yrs, never been pumped out ▶ I think that the location is good and the access to town is good / I think that there is a good range of services in Waitakere city but the council need to develop more at Henderson / concentrate activities in a centre and then improve the traffic around that, for example, Takapuna in North Shore / the council activities around the city heart. Make it attractive and upgrade, It seems to me is that the largest focus the council has is on the environment which is counterproductive ▶ the streets have got junk in them, rubbish is not collected and grass is not mowed ▶ cleanliness. Titirangi village needs a lot of work and in the past year have noticed a big drop in business / We need somewhere to put rubbish during the day /we are left with nowhere to put our rubbish / the council, The issues that we keeping coming back to

Parking issues

▶ And traffic wardens making out too many tickets and not enough parking for people who are living here ▶ It would be parking ▶ the parking is forever a problem / I want to know if there are any parking spaces available that I can pay for / very inconvenient to park miles away . Not good for business / they have not dealt with the parking at all / I have to park a mile away and walk ▶ The pay parking is a disgrace/ the p120 is never used/ it is never full/ my staff have to pay for parking but when this building was developed the owners had to pay to council money in lieu of car parks, Not sure what they support / they have a very busy parking warden ▶ Titirangi mainly, the main issue is parking and you need more parking for customers and workers / but parking is the main issue and it is a big problem/ the very few customer parking spaces we do have are constantly hammered by wardens with tickets for our customers

Poor IT communications

▶ Because of the logistic issues in regards to communications. The IT infrastructure could be improved./some of the traffic congestion could be improved ▶ I find the communications in Titirangi poor. We often get our electricity cut off if it is raining and also internet service if it's wet and windy / I have found this very frustrating especially with my business. There are days where you can't work at all and that loses business ▶ Limited broadband possibilities / no signal in Henderson Valley

Poor networking support

▶ Other areas have more networking support ▶ Lack of infrastructure i.e. support networks for the businesses...servicing and purchasing ▶ the business side of it is very expensive / lacks business services and support

Poor public transport system

▶ The biggest thing is the transport system / it's difficult to get to and from work on a bus ▶ the lack of rail service is frustrating. I think that it is ridiculous to use public transport when it's as bad as it is

Not a good place to find staff

▶ When I have problem getting staff to work in the plant ▶ Not a good place to find skilled staff and we are attracting the wrong staff. Hardly any training for staff

Miscellaneous

▶ I think East Auck area South Auck will be just as good./traffic is one problem for getting there ▶ New Lynn is more shops rather than industrial ▶ the interference is minimal / councils complaining about things. They have a tendency to do that ▶ because it's growing constantly, the population ▶ difficulty with people letting properties who are not honouring agreements ▶ A different mindset of people in this area...totally different to the city ▶ Also very expensive to lease industrial building in this area ▶ the sheer numbers are bad in Waitakere City and Auckland in general and most of our clients are overseas ▶ Most of my work is scattered around Auckland so not really much to do with the area ▶ bed and breakfast is a lifestyle activity ▶ Too much interference from people outside the business /people complaining all the bloody time /we need to expand our depot but there's always a blockage / we're shifting our main depot to the North Shore now. / the major problem is the people of Swanson have a ratepayers assoc and they just say no. Not all of them disagree. Some of the people are very, very good but as long as there is disagreement on this issue nothing goes ahead for my business /.the main problem is we seem to be, I don't think they understand business / it's understandable they don't understand the requirements of business because very few have ever run a business ▶ Because sometimes it's ok . It depends on what we have to deal with here ▶ There have just been a lot of businesses that have gone out of business or been replaced by other Asian businesses ▶ the environment. I used to live on the North Shore and there was something about the design of North Shore city that makes it looks good, but in Waitakere city it doesn't / doesn't give a good image ▶ I would rate all workplaces as fair ▶ It would be nice to have more outdoor pedestrian areas. The Westfield shopping centre is dominating and is ugly to look at ▶ It's hard to say that it's good, unless you have had the opportunity to work in another area / have had minimal contact with the council ▶ don't think there is a good or bad place to work ▶ I am not happy with the moving of the council building .They could have improved their existing building and it is just a waste of money

3.2 Access to transport arterial routes

Q. How satisfied are you with your businesses' access to motorways or main roads?

Q. How satisfied are you with your businesses' access to rail services?

Most businesses (92%) depend on motorway and main road access. About 40% of businesses regard rail access as relevant to them. About two-thirds of those for whom access to motorway or main roads is relevant (68%) are “very” or “reasonably” satisfied with that access. Similarly, 69% of those for whom access to rail services is relevant are “very” or “reasonably” satisfied with that access.

	Sample: Access relevant	
	Access to motorways or main roads %	Access to rail services %
Very satisfied	24	30
Reasonably satisfied	44	39
Somewhat dissatisfied	21	14
Very Dissatisfied	11	17
.	100	100
Very/ reasonably satisfied	68	69
Somewhat/ very dissatisfied	32	31

Dissatisfaction with access to motorway or main roads (based on those for whom this is relevant) at 32% overall is relatively higher for:

- Henderson Valley (52% somewhat/ very dissatisfied)*
- Swanson/ Ranui (50%)*
- Glendene/ Kelston (44%)
- More than 20 years in business here (44%)
- Central Henderson (43%)
- Manufacturing (41%)
- Construction (41%)

** low base – indicative only*

Base numbers are too low to show any group differences in dissatisfaction with access to rail services.

3.3 Access to the Internet

- | |
|--|
| <p><i>Q. Do you use the internet for your business?</i></p> <p><i>Q. Do you have a high speed broadband connection?</i></p> <p><i>Q. How satisfied are you with the speed of your connection?</i></p> <p><i>Q. And how satisfied are you with the affordability of your internet connection?</i></p> |
|--|

Most businesses (84%) use the Internet. Internet usage is relatively higher the larger the business. It is also higher for Property and Financial Services (95%). Internet usage is lower for Accommodation, Restaurants and Personal Services (55%).

Half of businesses (51%) in Waitakere City have Broadband access. Of those with Internet access, 62% have Broadband access. Differences between business groups are as follows:

Broadband access is higher for:

- Larger businesses [20 or more employees] (78%)
- Property and Financial services (74%)
- Transport and Communication (74%)
- Lincoln/ Central Park Drive (73%)
- More recently established businesses [up to 5 years] (73%).

Broadband access is lower for

- Accommodation/ Restaurants/ Personal Services (46%)
- Health and Education (47%)
- Smallest businesses [up to 5] (53%).

Nearly all of those with Broadband access (87%) are “very” or “reasonably satisfied” with the speed of their access. Satisfaction is lowest for more recently established businesses [up to 5 years] (69%).

Satisfaction with the affordability of their Broadband connection is somewhat lower, with 69% being “very” or “reasonably satisfied”. Satisfaction is lower for New Lynn (57%).

4. Access to Council

4.1 Obtaining helpful information

- Q. Overall, would you find getting hold of this information*
- Q. How do you rate the usefulness of information available for your business from Waitakere City Council?*

70% of businesses appear to want some Council information (i.e. have an opinion on ease of access to information). Two-thirds of those businesses (68%) find access to Council information “very” or “fairly easy”. Ratings of “very” or “fairly easy” access are higher for:

- Health and education (84%)
- Transport and communication (83%).

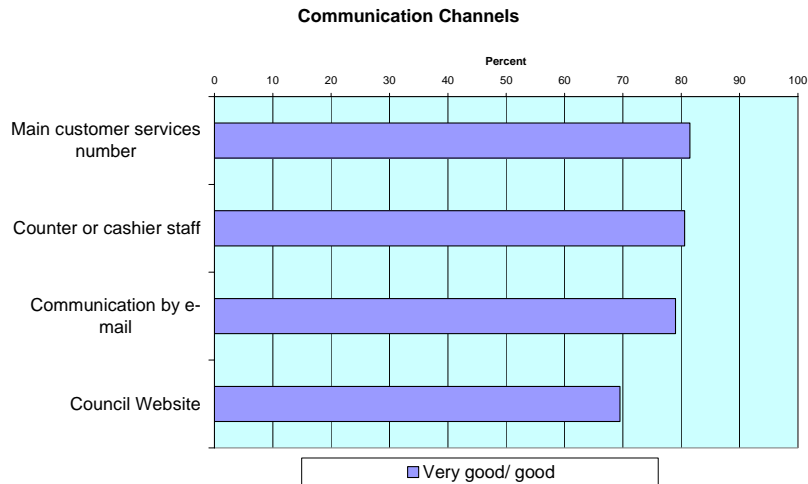
Ratings of “fairly” or “very difficult” access are higher for Manufacturing (41%).

Of those rating access to Council information, 58% regard the usefulness of the information as “very good” or “good”. Usefulness ratings are highest for Health and Education (75%).

4.2 Performance of main communication channels

- Q. Have you contacted Council by any of the following methods in the last 12 months?
Q. And would you say their performance was **very good, good, fair, or poor**?

Performance ratings on the following main channels of contact are:



For most services, base numbers of subgroups is too low to identify any which stand out from the overall average, except for the Main customer services number. Ratings of “very good” or “good” are higher for Property and financial Services (92%), and lower for Wholesale and Retail (68%) and Manufacturing (69%).

5. Council support for business

5.1 Perceived supportiveness

- Q. How supportive overall do you think Waitakere City Council is of business?*
Q. For what reasons do you say this?

Overall, a third of businesses (35%) believe that Council is “very” or “somewhat supportive”, 20% believe it is “somewhat” or “very unsupportive”, and the remainder (45%) are neutral on this issue.

Belief of supportive is higher for:

- Larger businesses [20 or more employees] (49%)
- Health and Education (46%)
- Accommodation, Restaurants and Personal Services (45%)
- Te Atatu South/ Te Atatu Peninsula (44%)
- Property and Financial Services (43%)
- Central Henderson (43%).

Supportiveness ratings are lower for Titirangi (37% “very” or “somewhat” unsupportive).

Main comments given for saying Council is supportive are:

- Helpful/like working with them (25% of those rating Council as supportive)
- Good for business (22%).

Some have mixed opinion, with 12% saying

- Some good some not so good/mixed/could do better.

Others rate Council as supportive but their comments indicate a possible ambivalence:

- Not helpful (16%)
- No contact/ never approached us/ do not need anything from them (10%).

Main reason given for saying Council is not supportive:

- Council not helpful (25% of all businesses; 74% of those rating Council as unsupportive).

This in turn breaks down into a number of facets, which in order of mention are:

- Don't foster business/ don't think business is important/ other priorities (48 mentions)
- Bureaucratic/ difficult to deal with/ inefficient (39)
- Don't deal with amenity and social problems (32)
- Does not listen/ Ignores our pleas/ Hard to talk to/ Don't communicate (17)
- Rates and compliance costs too high (14).

Verbatim comments follow.

Reasons: perceived support

Not helpful (breaks down as follows)

Don't foster business/ don't think business is important/ other priorities

- ▶ I need special support but they don't give it. Maybe they can't give it
- ▶ they seem to be more interested in getting homes than industries / the only reason we have our business in West Auck is that the directors live there . It is not an economic decision to be in West Auckland
- ▶ they don't do a thing that we care about
- ▶ They don't treat businesses as they should. As the most important things in the areas
- ▶ don't think they have interest in business in the area/ they are more concerned about the eco business/ If these businesses don't survive the council will not be worried/
- ▶ get people to live here rather than set up business here so they can collect more rates
- ▶ because they are not listening to the businesses enough/ they like to think they are keeping people happy but they are not / Lynnmall has taken over the limelight in New Lynn therefore they are doing things at Lynnmall but not enough / small businesses are missing out
- ▶ I don't think they look at small businesses as much as the big ones / I think there's a lack of commercial properties for businesses
- ▶ Lack of understanding of business requirements in association with costs
- ▶ Have had no support from the council
- ▶ I haven't noticed any business support
- ▶ There's no incentive to expand from the council / little incentive to attract businesses / little leisure facilities to be put in industrial areas
- ▶ No incentives to open businesses out west and in Glen Eden ...they don't care./ if you want good people to come out here, who don't want scratched cars, there is no support from the council
- ▶ They have never done anything to help the business
- ▶ They're political animal / they pay lip service to a lot of things because they do not have the resources
- ▶ they seem somewhat selective in their business support
- ▶ Don't seem to be business friendly and don't seem to be interested in businesses...New Lynn business is very degraded e.g. to move art works around. At art gallery gave card to Mayor to give to council and rang council but they would not help
- ▶ we have never had any jobs from the council / we are a local business / we have been here for 10yrs and they have never given us a job
- ▶ They are not that supportive of local business / there should be a limit on the number of 1 type of business / at the moment there are 12 credit shops / And the same for Asian \$2 shops
- ▶ They promote themselves as support to local business but they don't actually deliver in reality. In respect to them buying services from us, they say they want to use local business but it doesn't happen in the end
- ▶ I don't think they generate enough input into business/ I have never found them helpful
- ▶ they are supportive with words, but not with actions / they talk the talk but don't walk the walk / in the property development area they are bureaucratic / there are some helpful people but they don't have the power
- ▶ They're backed by govt and the government does nothing for small businesses
- ▶ They aren't as helpful as they could be all the time/ don't have support where or when you need it
- ▶ I don't see them as progressive and encouraging business to expand here / council don't do enough to encourage business in Waitakere City
- ▶ Felt that I was not encouraged to develop my own business
- ▶ they have a major issue in providing commercial land .They need to be progressing that, keep people working in Waitakere / provide employment in the city
- ▶ They could help small business more rather than concentrate on big ones
- ▶ As far as schools go, they don't do a lot for schools

Not helpful (continued)

Don't foster business/ don't think business is important/ other priorities (continued)

- ▶ They need to focus on the growth of business rather than limiting the progress for businesses/ problems are not going away / the infrastructure is not being planned for because of fina, Overall strategic plan for integrated approach for all schools in Waitakere. Schools in Waitakere are not getting a good image
- ▶ politicians have their own agendas
- ▶ somebody who understands business and the needs of business
- ▶ They are not supportive at all / if there is such a service we are not aware of it
- ▶ every time we try to improve our business we are thwarted by the green policy
- ▶ I have never seen council helping businesses / no help
- ▶ Because I don't get much support from them
- ▶ You get a lot of feed back from them / I don't find them helpful / they were very polite but I didn't get far with them
- ▶ Recycling. Domestic has a lot of support; they do everything for the domestic recycling, but not enough support for business recycling
- ▶ In regional planning they have ideals, but those ideals aren't always practical / the eco city is ideal but costs growth
- ▶ They don't appear to encourage manufacturing businesses
- ▶ not supportive of the local business
- ▶ not encouraging for businesses to set up in this area
- ▶ No real incentive to stay in West Auckland. Council don't have a clue about businesses in their own backyard. They don't make any effort to find out what the businesses do and what benefits they offer to the area.
- ▶ Seem to be more focussed on residential instead of what they can do to help business grow. Manufacturing is a big employer but it is getting harder and harder
- ▶ I don't think people at Waitakere Council understand much about business
- ▶ They are selective of who they will support. Particularly unsupportive of businesses that don't fit into their philosophy - particularly foothills activities. Current legislation is very unsupportive of businesses that operate from land in the foothills
- ▶ we don't get any support for us at all
- ▶ they lack encouragement and support for my business

Not helpful (*continued*)

Bureaucratic/ difficult to deal with/ inefficient

- ▶ We have no support on building consent , no real support and we're a growing company with over 100 employees/.they're not user friendly
- ▶ hell of a time getting a consent for a building./it's taken me a year to get the consent for the building
- ▶ Anytime I have tried to do something needing council consent or information has been a waste of time / not worth the effort / am thing of relocating outside the area/
- ▶ The quality of the people they employ for helping small business are not Professional ...think more about the trees than they do about the businesses
- ▶ It takes ages to get a permit through / is an 8 week wait / think it was lost and had to be found again
- ▶ Very difficult to deal with over building permits and consents and their zonings are not clear ...don't seem to want businesses to come here
- ▶ They go by the book / they don't overstep / give no more assistance than they are required to
- ▶ The times we have been in for information...we are clear in what we want...Council a bit slow in getting back to us
- ▶ We have a lot to do with council / trying to get information on properties can be hard / so many with no plans at all / getting inspectors to clarify anything at all to do with building plans
- ▶ Noise - we do our best to limit but the means of testing up to opinion of testing officer attending , which varies widely and they have no test data for us to act on
- ▶ Too much red tape
- ▶ We rely heavily on LIM reports and it takes 10 days to get one...whereas Rodney gets them in a few days...difference in costs as well ...far more expensive and take a lot longer
- ▶ Bureaucracy. Procedures that aren't user friendly
- ▶ The Impression I have got with changing premises ...that its a bit difficult / because not able to contact or get hold of the right people
- ▶ Because of the impenetrable barrier when I was trying to find out about the RMA / they are gutless in the respect of not wanting to commit themselves for fear of comeback - they could have used a caveat but didn't / they slide from away their responsibilities
- ▶ Generally the building industry has to go through Council to make it work / hold-ups through paperwork etc
- ▶ Because builders are finding it hard / council turnaround time is not customer friendly / think they are understaffed , as are building inspectors / they are taking too long to come and do inspections / so its not good public relations
- ▶ The Waitakere council is at the bottom of the pecking order for local councils/ the are pedantic / you need twice as much money to work in Waitakere / allow double the budget for them pissing around / they rate very poorly with me
- ▶ nothing to assist to the process of building consents / process of consents is taking far too long when it should be speeded up
- ▶ They obviously don't think the movement of goods in Waitakere is an issue / with infrastructure , resource consents , they are restrictive and difficult to deal with in those areas / I wouldn't work as a contractor with them. I have preference to work outside Waitakere
- ▶ They profess to be supportive of schools / we sometimes don't see a lot of that or financial input / they do not ease the passage of resource consent for schools
- ▶ Inexperience. Staff lacking business knowledge
- ▶ They are out of touch with what is happening in the business areas / their systems for queuing people in the office takes too long / can write off half a day to ask a question / they have lost plans
- ▶ We often need to get construction consent for doing things / I deal with various people from businesses in construction. They all have low opinion of the Waitakere City Council / too much red tape, and takes too long to get consents / the system needs to be looked at because everything is under huge strain.
- ▶ They do not recognize my food handling quals or my staffs quals
- ▶ don't seem to take much notice of us / we work with Waitakere City Council and find them a pain
- ▶ but in the wrong areas / they are wasting money helping losers / people want to set up a business and get their help, which is wasted / they have an 85 percent fall over in this area

Not helpful (continued)

Bureaucratic/ difficult to deal with/ inefficient (continued)

- ▶ Council are not good at acting on a problem
- ▶ The information that we are after. Sometimes records are lost or misplaced
- ▶ council have done nothing for me and they seem really bureaucratic / they make life very difficult for a business / I'm very cynical when it comes to council / we've been here for 33 years, manufacturing is not relative here anymore / we won't be here in the next 5 years
- ▶ When I had to apply for resource consent, I found it frustrating / every person had a different set of rules on every desk / you had to get the person's name to make sure you dealt with the same person
- ▶ I don't think they make things easy at times, such as building consents and resource consents
- ▶ The experience that we have had with Ecowater. And all the contractors that I know all have the same opinion / This affects everybody , so I think that Ecowater's services are really poor / a lot of owners are very dissatisfied with Ecowater, they are threatening to go to Bob Harvey / a lot of contractors will not take jobs in Waitakere because of Ecowater / I think that a lot of the staff that I dealt with are all really good. It's just a shame that one part of council is letting everyone down. / a lot of owners are very disappointed with Ecowater
- ▶ They seem to put a lot of barriers in your way if you want to expand / too much tape such as consents for buildings and resources
- ▶ difficult to deal with for bldg consents and the like
- ▶ They're not very helpful when it comes to building consent.
- ▶ Council is very slack at getting back with an answer. With building consents, no one answers calls, say they will get back to you this pm and you don't hear for 4 days, they are a law unto themselves
- ▶ We deal with them on a daily basis / we require permits for every appliance we sell / we find the paperwork bureaucracy / they require 3-4 pages which could be condensed and simplified / we then could do this ourselves without council intervention / It causes us to make 3 trips to council, where it could be done over the phone/ In the end I am the one who is responsible/ In doing all this there are a lot of activity there and wonder how efficient this is/ they are giving tickets for no registration/ so without all that staff they could operate efficiently
- ▶ I don't think they give consideration to local businesses/ should be given equality with businesses from other areas

Not helpful (continued)

Don't deal with amenity and social problems

- ▶ graffiti is another issue
- ▶ Because of the trouble outside the mall / and it never gets resolved
- ▶ There is a lot of crime and tossers that hang around
- ▶ getting our street signed as industrial was a waste of time / there is no other industrial area that has an existing brand awareness
- ▶ Where people want to grow and have bigger premises , They need to accommodate people who need to develop business rather than encouraging too much green
- ▶ With the soil contamination on the LIMs report / causing problem which directly affects our business
- ▶ everybody goes there and businesses on the main road are not getting business at all which is really bad for business
- ▶ There are areas they could provide further enhancement in education - transport, roading.
- ▶ Went to a meeting last year re revitalising the New Lynn area ...nothing seems to have changed
- ▶ Because we have a huge problem with lack of parking and we've rung council to complain and they have never done anything and it's been an ongoing problem
- ▶ With the new cinema complex we have lost a lot of business
- ▶ Lack of help regarding damage to the immediate car park and graffiti around my business
- ▶ No access to work places -roads inadequate to cope with new workplaces / no provision for parking
- ▶ The parking situation round Henderson is not great/ Got a ticket after half an hour
- ▶ parking problem for people coming on business is horrendous and I can't believe a small borough like New Lynn has so many parking wardens
- ▶ The local planning how they let housing complexes invade the retail areas and they've allowed sale of park areas and green spaces for private enterprises. no parking facilities in Glen Eden and they've allowed council businesses i.e. the library to also take retail space and all our parking/no forethought long term Glen Eden planning/.I'm not happy with amount of time spent by parking wardens in Glen Eden
- ▶ They have parking wardens outside about every 20mins which I think is pretty tough
- ▶ Parkingwe need 45 minutes for people to have their eyes tested and no parking available for that time span
- ▶ Because they have known about this land problem for at least 5 years and nothing has been done
- ▶ Trouble with the parking. Council says there is a problem and have great difficulty with clients and own car parks
- ▶ No benefits for small businesses, sort out traffic flow for example
- ▶ Our business is on a public road and 300 people work here. Staff have to park on the road and there is no street lighting, no formed footpaths or kerbs. Not allowed to allocate parks for staff and a lot of ladies work here. Security is an issue.
- ▶ Constraints on development relevant to car parking
- ▶ In terms of traffic they just want to build new houses but are not worrying about the businesses in the area and the roading /.The pedestrian crossings are not looked after in the areas around where businesses are. They should have more speed control
- ▶ The money machines for parking using change are inconvenient / should be paid monthly for permanent workers and parkers
- ▶ not enough car parking available
- ▶ If they were supportive of business and industry there would be more industrial areas. Very little land put aside in town planning for industry
- ▶ We have a bus bay outside the school which is partly on our land and partly on Council land / we are seeking for the Council to help us with it and their help has been less than satisfactory 80% to us and 20% to them / feel that it is a community facility and they could've done better
- ▶ Probably related to the parking they haven't been supportive
- ▶ They put rubbish bins in the car park but council are slow to clean them and Traffic Wardens too hard over here
- ▶ Here in Henderson the parking and access into Henderson is diabolical / parking has to be available for business / struggle to find parking space
- ▶ The issues that we keeping coming back to, such as parking, rubbish and graffiti / the council have no idea of how many people drive through Titirangi village and have no where to park / council need to interact with businesses in Titirangi and develop some sort of relationship and deal with the issues that we have been having for years

Not helpful (continued)

Does not listen/ Ignores our pleas/ Hard to talk to/ Don't communicate

- ▶ Because we tried to get all the businesses together to get the council to put the rates down and they run us down and they don't even collect our rubbish. They're pack of mongrels
- ▶ lack of consultation with businesses / 2mth delay on mayoral appointments / content of communication to business people and ratepayers obtuse and conflicting / for example, survey q's written in such a manner to disallow clarity of feedback on proposed projects
- ▶ Buildings projects- they've never approached local people and if we approach them it is impossible to get hold of them
- ▶ In the respect that they give you their view but won't take your views / .very frustrating dealing with them
- ▶ You don't get pre-warnings of changes / in administration, consent forms, building consents/ the biggest bug bear is the changes / We give them a lot of business and should be on a list to be consulted / We have been invited to air our views on some things, but not on consent changes / they don't know the changes themselves have just been saying that there are changes
- ▶ They have Business Waitak but you don't hear anything of them
- ▶ If you want information they block it and make it hard for you / we are never informed of changes / anything to do with construction , there are major changes happening tomorrow/ We have had nothing from the council about these changes but have had the info from other councils / Auckland CC sent out updates , but not Waitakere
- ▶ No positive support through the media or someone coming out to the business
- ▶ We are property investors / we have had trouble with the waterworks people / they are bad news / they tell you one thing but then it's a different story later [Ecowater]
- ▶ We are a co involved in waste minimisation / have approached the council / not at all interested in that /for a clean and green council there was no interest at all/ talking about serious environmental problems / was to do with minimising waste oil / have done this with other councils
- ▶ The waste bin is for our rubbish and our neighbours are using it / have called the council and got no reply
- ▶ Auckland City Council is better / it's easy to negotiate with Auckland City but not with Waitakere city. It is harder there
- ▶ In 15 years I have never been approached in support of my business / have been approached in a negative way, to do with signage
- ▶ They are unsupportive of New Lynn, except for the mall / they only listen to the mall / they don't listen to local business people
- ▶ Not open to business suggestions and submissions re roading and development
- ▶ There's no communication
- ▶ we are a reasonably large employer. They make no effort to find out what companies do for the co, a designated Business Taskforce where they actually got off their bums and went round and saw people in Waitakere.

Not helpful (*continued*)

Rates and compliance costs too high

- ▶ It comes to cost structures for small business / lack of controls on competition / the basic costs of business water rates , rates and infrastructure fees
- ▶ they do nothing whatsoever for my business except impose extra costs all the time
- ▶ Building new premises and a couple of things that were quite costly got in the way / e.g. 10% of the site in gardens
- ▶ when subdividing they took 30% off me for road widening / I had to agree or they would not allow the subdivision
- ▶ the rates are too high for what you receive
- ▶ we would like support on the rates issue
- ▶ We are basically providing a service to the area and we found that the cost has been really high such as rates / I used to have a surgery in Glen Eden and we used to have rubbish collections 3 times a week, now we have moved further out and find that we are paying higher rates than we did when we were in central Glen Eden / we are paying more for less services
- ▶ Compliance is a growing headache for schools, bylaws that come in ▶ they give no assistance really because we are a government organisation
- ▶ The differential loading on business rates appears to be too high
- ▶ I don't even know what support they actually give/ all I know is that our rates go up every year
- ▶ rates are too high
- ▶ Rates for businesses are exorbitant / extortionist / inappropriate - far too major a cost
- ▶ They are looking at a wastage surcharge. We recycle everything but are still going to be slapped with a tonnage surcharge
- ▶ A lot of businesses are moving out of the area because other councils give more help, i.e. rates and consents / And other councils' charges / More people would come in if the charges were less / the council is losing out on these businesses / They have too many parking wardens giving parking fines

No contact/do not see them or hears from them/do not need anything from them

▶ I can't think of anything we have received from the council. There's been nothing for 20 years ▶ we don't see anybody or hear anything from the council
▶ we don't have any contact with them ▶ we have had no contact / they don't know we are here/ we just pay our bills ▶ we don't have any dealings with council apart from paying our rates and see no real benefit ▶ haven't heard much from them/ I am a landowner and only get information from rates, not business ▶ i haven't had any reason to get any help from them ▶ I don't need anything from them / they don't do anything for me / do provide info on rules on what I can and cant do ▶ Don't have much contact but they have a place to attend seminars in Henderson ▶ Because I have never heard from them in 15 years/ apart from rates ▶ don't know as haven't used them ▶ Because have no information from them / no reason for me to get in touch with them. As far as I know they don't have anything out there that could help my business ▶ I have no need to contact them and they don't contact me/ have no reason to do this ▶ Don't have much to do with them except consent forms and rates and LIM reports ▶ We have just been up and going for 2 months and I'm not sure at the moment ▶ We haven't contacted them. Or them us ▶ We don't have much to do with them ▶ Our business does not need the council as say a building company would do ▶ Don't have a lot to do with them so don't have a lot of support ▶ I'm a very small company and I don't go looking for support nor do I get offered any support ▶ That nothing they do affects my business in everyday operation of the business ▶ Haven't experienced support or non support ▶ All they do is come to collect our recycle bins /and paper collection ▶ Nobody has ever inquired if there was any way they could help ▶ Have never asked for assistance ▶ just information he's seen / nothing specific ▶ Haven't had any dealings with them ▶ We don't have a lot of dealings with them ▶ We have never been approached by council on anything ▶ It doesn't really come into our everyday dealings at all ▶ Haven't seen anyone from the council helping and didn't know that they help business ▶ Don't have much to do with them ▶ Just didn't know that they will help with business and haven't heard them help anyone ▶ never had to go to them or them come to me ▶ my impression is that they are very supportive but haven't had to use them ▶ they are trying to encourage business but we don't really have any contact ▶ I don't really have the need for service but am aware that it is in place ▶ They haven't contacted me and I haven't contacted them ▶ Just haven't much to do with the council in the business. Haven't used them ▶ We don't usually go there/ have no need to deal with them ▶ only from what I read through the local and other newspapers ▶ We haven't had a lot of experience with them / have had their initiatives come through the media / could contact them but don't need to ▶ I get nothing from them / no one has approached me ▶ We have not called on them for support ▶ Talking in terms of conservation, rates or Tag Out / We don't have contact with council, don't need to ▶ I have never seen or heard from them for the past 9 years I've been in Waitakere city ▶ can see from communications that they are supportive ▶ The councillor comes to the shop and buy things but I haven't seen the mayor in my shop ▶ We have little contact with them, they just come and check the hygiene safety of my kitchen / so I don't know what they have for my business ▶ Just the image. Nothing that really affects my business. Statements from time to time in the media keep us informed/ don't see a lot of them ▶ don't have much contact with them ▶ they leave us alone and I do the same to them ▶ We don't draw on their facilities / have to pay for rubbish to be moved / have asked to be rated as domestic but are not / none of our residents use any council facilities ▶ Haven't really needed anything from them but they are always there if I did ▶ I don't use their services ▶ nothing to do with them ▶ Because they don't contact me ▶ The council has relatively little involvement in business because business is left to do what they do best ▶ I have no idea of what they do and why they are meddling in business ▶ I haven't noticed anything from council / because I haven't really required much from them ▶ Doesn't worry me. I just do my own thing ▶ no idea what they do for business what so ever ▶ Because I have never had a council member contact me / never had any leaflets or brochures sent out to me at all ▶ I can get the information easily and carry on doing what I want to do / because I have been around and know who to contact ▶ Because we have never had contact with them / we have no need for them ▶ never had to contact them ▶ I do not think they have supported me but I have never asked for help ▶ we do not ask for support, we just do what we do in relation to building as needed ▶ I suppose I have not used them a lot / when I have regulations get thrown back at you very quickly ▶ I get a lot of complaints about things on the footpath and the lady in the pet shop complains to Council and everyone about our business, the Council do not really come and talk to me about these things

Helpful/like working with them

▶ There are all sorts of joint ventures that go on between council and education / road safety programmes good / water - we're going to adopt a stream / have provided us with worm farms / generous with rates and water ▶ easy to get help ▶ I think the information is there if you are aware of it ▶ they have always helped us out ▶ We have had assistance through Launchpad / had access to council staff that would not have happened normally/ Enterprise Waitak facilitated meetings with the appropriate people/ they are helping us to relocate ▶ they develop projects in serving the community and constantly reviewing and upgrading the facility for the community ▶ purely through what I have read in the media / generally trying to encourage business growth ▶ Because they have some programmes we can use ▶ we are involved with drainage inspectors/most of the time they are pretty good ▶ Have had involvement with a resource to run my business from home / am now applying to end that to do a subdivision and had an enjoyable experience ▶ They are one of the few councils that has an Early Childhood Education Centre ▶ We had a lot of input from council when looking for consent from council for new bldg ▶ We've grown in the 5 yrs and council have a good working relationship with us ▶ We are running an industry that could be hard to get a license for / We didn't have any trouble , except for dangerous goods license / Hard to find out where to get it renewed / it worked out in the end ▶ The whole eco city and attitude to eco things very much a help and the attitude of the staff on these matters is very good ▶ Find every time we have been with them they have shared their vision and given us copies of everything ▶ I am hooked into Biz Info/ get information sent to me regarding seminars and talks and courses/ they do a business revue for me/ that's a business health check ▶ Because they have quite good links on their website to business support network including business mentor programme ▶ Because of the way they have helped us ▶ I had a friend who had contacts them and it was good ▶ Send things and do courses ▶ I think the council is very good / the service is good / they come and check the building everywhere ▶ I have a sideline B&B. They were helpful about the tourism ▶ have only dealt with them on a brief issue and it was satisfactory ▶ had no difficulties...the move from the Shore had no hold-ups or difficulties ▶ they do stay in touch because I was looking for business advice but was not happy with advice I received, But they are quite good ▶ They very good for food hygiene / I go to council only every 5 years to get the food hygiene certificate /I go to university to sit the food hygiene certificate and present to council ▶ Anything I've ever needed for the school e.g. plants,. looking for safety issues in school grounds, they've been wonderful ▶ Council helped out with new premises because the old office was crammed ▶ Accommodate all - no favour in one direction, in business or private sector ▶ The council have responded well when people have dumped rubbish out the front ▶ Haven't had any problems getting info that I need and if I do need any they have been quite supportive ▶ they have helped us through the agencies / was helpful ▶ The information sent to me explaining what they offer , such as mentoring ,which I thought would help me earlier in my business ▶ I get a lot of in formation from them / every one is well informed by the council ▶ Haven't dealt with them much other than to get our licences / everything is up to the mark ▶ We had the mayor come once / have worked with Keep Waitakere Beautiful / was positive / if we need information about educational things they are helpful ▶ We have a lot to do with council / communication with council has been very positive / have had the mayor as a speaker at a charity ball ▶ They really try to help you to sort out the problem and not try to t create new ones ▶ purely through what I have read in the media / generally trying to encourage business growth ▶ We had involvement when we were building / that's the basis of my opinion ▶ We have quite close dealings with one of their department ...have a contract with the council ▶ Very supportive of education / do a lot for the local schools in the area / very supportive of the interagency ▶ We get good info about what's happening in the community / we have had support from our members on the local Community Board / had assistance from an engineer for a new road we want to put in ▶ Support with food poisoning...scientific investigation from the council very good ▶ Any problems, we approach them and it is sorted out ▶ Because they come in and check our food hygiene, and they are really friendly ▶ We get lots of info through the mail / offering services and courses for the business / deal with them daily , a lot of contact / know a lot of the staff from various depts. Find them pleasant and helpful ▶ When we ask for info they respond quickly ▶ they have people who come in every 6 months to grade us / they are very co-operative and understanding and allow plenty of time for changes to be made / they do insist on compliance / they keep us well informed on rules and charges so we are not lost ▶ I am pretty happy with the people I deal with at the moment / I work with all 5 Councils in Auckland and Waitakere are by far the easiest to work and deal with ▶ Any problems I had they were able to sort out for me

Good for business/supportive

▶ the council they're moving and I feel they will make more business for our business ▶ they always seem to regard the wine industry as historical/ they do their best to retain that and keep businesses going/ lose uniqueness if these businesses close/wine is now very popular/ have more politicians at annual wine field days than any other out of parliament activity ▶ went to a meeting with business people at the council buildings/ got rid of power lines and put them underground/ cleaned the streets up ▶ They do promote things and the prize thing / they run industry business programmes ▶ they do help businesses/ they provide support for new businesses ▶ They're trying to encourage businesses in the area ,I get the overall impression ▶ am in the Destination Waitakere brochure/ has brought more business / they contact me when there is any relevant information available ▶ They're trying .Gradually getting more commercial industry out here i.e. The Waitakere Civic Centre, Waitakere library, the stadium./ They seem to be promoting Waitakere City as green eco city ▶ BNZ Waitakere Awards generate better progress in the community / BNZ Awards provide better awareness for businesses in Waitakere/BNZ awards generate more business ▶ There's heavy promotion and people are encouraged to have businesses in Waitakere. They're trying to make it an area to invest in ▶ they are making a real effort to support business ▶ They do take an interest in environmental issues / as far as sign regulations go they are supportive ▶ They are supportive of local business ▶ They make an effort with the business awards / BNZ Business / this shows that they have an interest in support ▶ Waitakere has been supportive with parking in the area, that's Waitakere city council ▶ In a programme for business run by Waitakere Council / was a networking thing really ▶ We had visits from the mayor, the mayor is very public in Waitakere City which gives a higher profile ▶ They have provided Toddlers Day Out / it is a big success ▶ What I have read in the paper and heard on the news. What they are trying to do / to encourage more business to area ▶ See all the offers of assistance / through mail flyers / reputation ▶ they seem pretty active in promoting business in Waitakere ▶ the Biz network was supportive ▶ I have heard that they are ▶ MAIN STREET HAS BEEN TARTED UP A BIT WHICH IS GOOD FOR BUSINESS ▶ They know that by having the economic stability that helps support business / by supporting that it will filter down to businesses ▶ Actually are trying / They are trying to revamp the whole Henderson area ▶ They are always trying to promote other businesses to come into our communities and are aware of the need to have more business in our communities ▶ I'm on the New Lynn management group which is supported by the council ▶ Making an effort to recognise business in the area with their Waitakere Business Awards ▶ Henderson is pro active in the right areas , trying to draw the people to Henderson shopping centre instead of shopping elsewhere ▶ Bob Harvey knows who we are and he is interested in what is going on here / he lets people know that if we need anything we can contact him ▶ They look after their property / they make it look clean which is good for business ▶ Because of their Biz Enterprise scheme / they support that ▶ They still do a daily refuse collection , still have street sweepers and keep areas clean and attractive ▶ They do new enterprise support / encourage people to up skill ▶ Things they do for businesses and giving awards. Bob Harvey is supportive towards businesses and charities ▶ with my business, the council was supportive when I approached them about my business ▶ Mainly what I have read in the paper / looking at their plans, I think they are proactive / as long as the resource management rules and regulations don't get in the way of their plans / they have some good plans in the draft that has come out ▶ Simply because of contact from council in terms of trying to be involved in business. Actively involved and wanting to be involved in community ▶ doing their best for the community ▶ I think that the area around Westgate is well serviced with the town planning

Some good, some not so good/mixed/could do better

▶ some things they're doing and some they're not doing / they got a park across the road / they made a nice park around Swanson ▶ you can see they are doing something to better the businesses , like the airport and some roads / but not really enough ▶ I think they're very supportive with large businesses but for small businesses there's not much stuff provided ▶ The area could be developed a lot quicker than it is / have to go outside the area to buy raw materials / if more businesses here , would encourage others to come here / the sooner it gets developed the better / Very close to the city , takes 12 mins / large tracts of land standing empty ▶ Some what aware of the importance of business in the area...Albany is an e.g. of very good planning ▶ The development of apartments going on but need more business premises going up in the area. Central Park development a good e.g. but it has slowed down...no new areas to build new business ▶ They have gone out of their way to do things for the community / sports centre / Hendon Gardens / swimming pool / shopping malls / the business area has grown but not the parking ▶ In some areas they could be a bit more proactive / they are bound by govt rulings ▶ Most of our support comes from Health Boards not the council / great in the civil defence area ▶ Tag Out - I'd rate that 10 out of 10. Very good . However there are problems on the streets of Hsn, generally after school. The Council refuse to acknowledge there is a problem ▶ Very easy to contact. I'm not aware of them going out of their way to support my business / I know they support Waitakere Enterprise ▶ Proactive. Investing in technology park type areas. They have a clear understanding of what they need to do but not necessarily in a position to do it e.g. like fibre optic broadband ▶ should log in jobs more quickly ▶ things should be made a lot easier when making an enquiry/ should have a case manager for people like us , who handles 10-12 businesses our size / someone you can contact anytime , to liaise and have rapport with ▶ their internal communications could be improved ▶ We have had a battle with resource consent about us opening in the evenings/ they were very bureaucratic / there is a lot good that they do ▶ They have supported us / they are putting the rates up ▶ they are slow relative to issuing resource consent ▶ Having been involved in doing work for them, they are involved with a lot of local people / use local for their work / layout of Business Park is good , but lacks rubbish collections even though we pay high council rates ▶ They try hard / we have a rating issue / costs going up / public transport / probably not their fault / they should do their best to sort out motorway problems in Waitakere / roading is the biggest hassle of all / put pressure on the powers that be ▶ A lot of new development does not stretch to car parking which would help businesses ▶ They tend to target certain companies and leave others alone ▶ some areas are good / some are bad / they are slow giving consent for a sub division in the last couple of years ▶ They suffer the same as all council / they suffer every whinger this side of the black stump / the biggest frustration is new building consents and rules but that is not exclusive to Waitakere ▶ which is not good / improve parking and Railside Avenue and the railways. But I enjoy Waitakere city ▶ I think the rates are too high / they are trying to correct it but they don't have enough quality land available near the Te Atatu Peninsula ▶ the affects of rates that are too high and carrying too big a burden. Awards schemes are great ▶ I don't think they really do anything that is positive or negative / especially with wine industries they have neglected for so long and now it's big / Lincoln Rd congestion and access to motorways is really bad ▶ We have had some support from council and also some frustration / we have zoning changes / the Babich concept plan / very slow ▶ I don't think that the council has a particularly strong business focus in its strategic plan. Having said that, it is very supportive of business / But there hasn't been a lot of progress in terms of solving infrastructure problems, especially the internet and roading ▶ I don't know 100% whether council support business in regards to the infrastructure, I'm not too sure if they do ▶ there is a lot of goodwill, but actual practical things like facilities for providing our services, people at Council could be more helpful, I have made use of Council's funding meetings, we would really appreciate some help with practical stuff like advertising for example, where I am not an expert and someone at Council may be e.g. someone to put a short clip together for Triangle TV

Need to explain things more/promote themselves

▶ Maybe they should explain to us about the airport at Whenuapai ▶ they don't promote themselves as a business centre ▶ Not being too proactive, the council, in terms of supplying information ▶ we have an ongoing query with the council. When we first moved in they charged us \$1500 and now they charge us \$7000, without giving us a logical reason for this \$6000 increase, well nothing that is satisfactory enough ▶ Because I have no idea of what they do and they don't make it clear what they do ▶ Permit information can be very conflicting ▶ Lack of communication of what changes are made in community and assistance available ▶ See little evidence of council pamphlets. Need to market it better ▶ we don't always get listened to for everything, e.g. rubbish collections are to change but we've never been asked ▶ I don't get informed by the council at all ▶ I'm not aware of what they do / there's no communication system that I am aware of that works well / Rang them 3 times about change in address - was penalised for late payment in meantime. Not very happy about that ▶ anyone who does not know what is on offer would remain ignorant and anyone who does know is not guaranteed getting the info and support they need easily. A bit of a struggle to get real support for business ▶ we don't tend to have anything to do with council / they are not out there offering their services as much as they should be / they are generally really good with their service ▶ They don't advertise their services / I have been here 9 months and never really knew they existed / I have been contacted by people like Chamber of Commerce but never by council ▶ There is no communication apart from the standard newsletter from council ▶ I am not sure what they do offer for businesses

Have not done any harm

▶ They haven't done us any harm. We do some work for them for their civil defence dept ▶ the council understands our business and is not obstructive ▶ In the area I'm involved, the council has been very supportive / they don't make noise in regards to my business ▶ They have no impact on my business. Not improving the working conditions in the area but at the same time I don't see them acting negatively on my business's performance. If they were supportive there would be more land and areas put into industry ▶ they do not interfere in the daily operation ▶ can't see any obstruction from Council ▶ from their pr. It doesn't impact on us as a business ▶ Never had any negative situation arise to criticise council ▶ I cannot say that the Council are supportive of my business, I do not expect them to send work my way, I would just expect them to be fair and professional in the way they review our work and I think they are

Consult with business

▶ consulted with local business in the process ▶ is quite inclusive/ changes in rules and regulations relating to our business, include us in focus groups ▶ only that we had some dealing with the council about the Henderson interchange and they consulted us which is good ▶ They invite us to a developers meeting / work through the issues concerning all aspects of building / we had to get problems sorted / Martin Glover and Dean Nuralli ▶ I think they are really trying, I have been along to business enterprise meetings, I was on a 'steering committee' for that ▶ I have not had a great deal of dealings with them, I am not sure how responsive they would be, I would like them to keep up initiatives to keep the city clear of graffiti, parking needs to be improved, parking fees are too high in the car parks

Council made to do central government work

▶ Government is putting more centralist work toward local council / where issues were raised through the Ministry of Health they are now being done by council

Additional comments

Suggestions

▶ we'd like to see a few more general meetings for business/ we would talk to people rather than to answer phones ▶ should make contacts available, useful clients ▶ they need financial incentives to be here and fewer regulations ▶ to get hold of a council officer is as good a chance of winning lotto ▶ difficult to locate the right person to talk to. You get bounced around a lot ▶ The streets could be cleaned up bit more / the area is rubbishy / the gutters and streets should be cleaned once a week / get graffiti painted out in proper colours not just white ▶ lack of consultation / in the interpretation of local by-laws ▶ Rubbish recycling, we don't get a really good service because we are so far away / I think that Waitakere City is very interested in being green but it does not extend to the outer premises ▶ I think that it has been doing the right thing / but it should be proactive with it's information to prospective customers ▶ I think that roads need sorting out ▶ the roading infrastructure, mostly the roading design is not practical, which may lead to traffic congestion. E.g. Lincoln Rd. / roundabouts are too narrow / put more roundabouts in instead of traffic lights / they are putting all these berms, no parking in single lane roads, this causes a bit of mayhem, especially in Swanson

Miscellaneous

▶ where it could be done over the phone/ In the end I am the one who is responsible/ In doing all this there are a lot of activity there and wonder how efficient this is/ they are giving tickets for no registrat ▶ the intentions of trying to do something with Enterprise Waitakere ▶ see assistance in getting work for local people / like to see opportunities for local companies / instead of work given to co's outside of area / the new stadium was not offered to many of the local co's for instance ▶ Council been deliberately obstructive over a dispute with a neighbour ▶ the degree of relevance to our type of business ▶ Impression from using the Western Leader ▶ It's not my experience but experience I've had for clients ▶ Have heard they are good ▶ happy with what they have ▶ They put rubbish bins in the car park but council are slow to clean them and Traffic Wardens too hard over here ▶ they are limited by the staff and financial resources that they have ▶ Warrant of Fitness for building no longer with Council but independent and costs a lot of money ▶ public transport has been improved ▶ with all their green stuff and all that / they are trying to get us all to be green ▶ Problem with plants on council land, telling residents to destroy weeds on their properties but not doing anything about it on the council's, in the Massey region ▶ they are visible ▶ The state of the footpaths and driveways ,they're falling apart. It's becoming an OSH problem ▶ I feel they are trying put in place systems that we in education don't need to have, such as education officers ▶ know they are creating opportunities but people don't have the mone ▶ pay a lot of rates and get little for it ▶ They are very conscious of our youth / that is a nice thing, people thinking of our young as part of the community / nice to know we are not isolated ▶ General enquiries are generally impredive ▶ such as parking

5.2 Awareness and effect of Council projects

- Q. Waitakere City Council supports local business through a number of different projects. Which of the following I'll read out are you aware of?*
- Q. You mentioned [PROJECT]. Would this affect your business positively, negatively or would it make no difference?*

Awareness of and effect of Council projects is as follows:

	Awareness %	Total Positive Effect %	Aware: Positive Effect %
Whenuapai/ Hobsonville developments	82	30	37
Future development of Westgate	46	25	55
Town centre upgrades	55	26	47
Development of Henderson as City Centre	66	28	42
Expansion of Unitec and Central Library	55	22	40
Henderson Vineyard Business campus	16	5	33
Waitakere on-line	22	8	37
Rail station upgrades	59	25	42
Investment in and promotion of public transport	50	33	66
None aware of	4		

96% of businesses are aware of at least one of the projects. For most businesses, the effects are expected to be positive. Expected negative effects are at a very low level of mention for all projects.

Level of positive impact is presented in two ways:

- (1) Based on all businesses, whether or not they are aware of the project. This measure is similar to the concept of “brand franchise” and shows the total “penetration” of positive regard for each project in the business community.
- (2) Based on those aware of the project. This measure is thus based on those who have some knowledge of the project and thus represents “informed judgement”.

Awareness for each Council project differs for various groups as follows:

<u>Aware of...</u>	Total Sample %	Higher for:
Whenuapai/ Hobsonville developments	82	<ul style="list-style-type: none"> ○ Property and Financial Services (91%) ○ Wholesale and Retail (71%)
Future development of Westgate	46	<ul style="list-style-type: none"> ○ Construction (58%) ○ Businesses of 10 or more employees (56%) and 20 or more (65%) ○ Massey/ Westgate businesses (66%)
Town centre upgrades	55	<ul style="list-style-type: none"> ○ Property and Financial Services (65%)
Development of Henderson as City Centre	66	<ul style="list-style-type: none"> ○ Health and Education (76%) ○ Businesses of 6-9 people (75%) ○ Central Henderson businesses (77%) ○ Long established businesses (over 20 years: 75%)
Expansion of Unitec and Central Library	55	<ul style="list-style-type: none"> ○ Health and Education (68%) ○ Accommodation/ Restaurants/ Personal Services (67%) ○ Te Atatu Peninsula/ Te Atatu South businesses (73%)
Henderson Vineyard Business campus	16	<ul style="list-style-type: none"> ○ Accommodation/ Restaurants/ Personal Services (27%) ○ Transport & Communications (26%) ○ Businesses of 20 or more employees (29%)
Waitakere on-line	22	<ul style="list-style-type: none"> ○ Health and Education (35%) ○ Lincoln/ Central Park Drive (34%) ○ Titirangi businesses (33%)
Rail station upgrades	59	<ul style="list-style-type: none"> ○ Health and Education (71%) ○ Glen Eden businesses (70%)
Investment in and promotion of public transport	50	<ul style="list-style-type: none"> ○ Property and Financial Services (61%) ○ Massey/ Westgate businesses (61%)
None aware of	4	..

<u>Aware of...</u>	Total Sample %	Lower for:
Whenuapai/ Hobsonville developments	82	<ul style="list-style-type: none"> ○ Accommodation/ Restaurants/ Personal Services (27%) ○ Newer businesses (5 years or less: 73%)
Future development of Westgate	46	<ul style="list-style-type: none"> ○ Wholesale and Retail (33%) ○ Small businesses of under 10 employees (6-9: 35%) ○ Glendene/ Kelston businesses (38%) ○ Glen Eden businesses (26%) ○ Titirangi businesses (35%)
Town centre upgrades	55	<ul style="list-style-type: none"> ○ Massey / Westgate (41%) ○ Titirangi businesses (46%) ○ Recently established businesses (up to 5 years: 38%)
Development of Henderson as City Centre	66	<ul style="list-style-type: none"> ○ Wholesale and Retail (55%) ○ New Lynn businesses (51%)
Expansion of Unitec and Central Library	55	<ul style="list-style-type: none"> ○ Transport & Communications (46%) ○ Recently established businesses (up to 5 years: 43%)
Henderson Vineyard Business campus	16	...
Waitakere on-line	22	<ul style="list-style-type: none"> ○ Wholesale and Retail (13%)
Rail station upgrades	59	<ul style="list-style-type: none"> ○ Glendene\ Kelston businesses (49%)
Investment in and promotion of public transport	50	<ul style="list-style-type: none"> ○ Wholesale and Retail (37%) ○ Construction (40%) ○ Glendene\ Kelston businesses (38%)

Non-awareness² is higher for:

<u>Not aware of...</u>	Total Sample %	Not being aware is higher for:
Whenuapai/ Hobsonville developments	18	<ul style="list-style-type: none"> ○ Wholesale and Retail (29%) ○ Accommodation/ Restaurants/ Personal Services (36%) ○ Recently established businesses (up to 5 years: 27%)
Future development of Westgate	54	<ul style="list-style-type: none"> ○ Wholesale and Retail (67%) ○ Businesses of 6-9 employees (65%) and 1- 5 employees (61%) ○ Glen Eden businesses (74%)
Town centre upgrades	45	<ul style="list-style-type: none"> ○ Wholesale and Retail (54%) ○ Massey/ Westgate businesses (59%) ○ Titirangi businesses (54%) ○ Recently established businesses (up to 5 years: 62%)
Development of Henderson as City Centre	34	<ul style="list-style-type: none"> ○ Wholesale and Retail (45%) ○ New Lynn businesses (49%) ○ Glen Eden businesses (47%) ○ Recently established businesses (up to 5 years: 47%)
Expansion of Unitec and Central Library	45	<ul style="list-style-type: none"> ○ Transport & Communications (54%) ○ New Lynn businesses (61%) ○ Glendene/ Kelston businesses (53%) ○ Glen Eden businesses (54%) ○ Recently established businesses (up to 5 years: 57%)
Henderson Vineyard Business campus	84	..
Waitakere on-line	78	<ul style="list-style-type: none"> ○ Wholesale and Retail (87%) ○ Glendene/ Kelston businesses (86%)
Rail station upgrades	41	<ul style="list-style-type: none"> ○ Glendene/ Kelston businesses (51%) ○ Massey / Westgate (55%)
Investment in and promotion of public transport	50	<ul style="list-style-type: none"> ○ Wholesale and Retail (64%) ○ Construction (60%) ○ Glendene/ Kelston businesses (62%)

The Wholesale and Retail sector shows a consistent patten of lower awareness of Council projects. Lower than average awareness is evident for:

- Whenuapai/ Hobsonville developments
- Future development of Westgate
- Development of Henderson as City Centre
- Waitakere on-line
- Investment in and promotion of public transport.

² Based on total sample

Perceived positive effects of Council projects vary across groups as follows:

	Aware: Positive Effect ³ %	Higher positive effect for:
Whenuapai/ Hobsonville developments	37	<ul style="list-style-type: none"> ○ Construction (52%) ○ Accommodation/ Restaurants/ Personal Services (46%) ○ Transport & Communications (47%) ○ Larger businesses of 20 or more employees (46%) ○ Lincoln/ Central Park Drive businesses (56%)
Future development of Westgate	55	<ul style="list-style-type: none"> ○ Wholesale and Retail (71%) ○ Construction (67%) ○ Businesses of 10-19 employees (65%) and 20 or more (68%)
Town centre upgrades	47	<ul style="list-style-type: none"> ○ Property and Financial Services (57%) ○ Businesses of 10 or more employees (59%) and 20 or more (59%) ○ Central Henderson businesses (65%)
Development of Henderson as City Centre	42	<ul style="list-style-type: none"> ○ Accommodation/ Restaurants/ Personal Services (56%) ○ Property and Financial Services (56%) ○ Businesses of 10-19 employees (56%) and 20 or more (52%) ○ Central Henderson businesses (65%) ○ Lincoln/ Central Park Drive businesses (54%)
Expansion of Unitec and Central Library	40	<ul style="list-style-type: none"> ○ Health and Education (56%) ○ Property and Financial Services (50%) ○ Businesses of 10 or more employees (47%) and 20 or more (63%) ○ Lincoln/ Central Park Drive businesses (52%) ○ Central Henderson businesses (51%) ○ Long established businesses (over 20 years: 49%)
Henderson Vineyard Business campus	33	...
Waitakere on-line	37	...
Rail station upgrades	42	<ul style="list-style-type: none"> ○ Businesses of 20 or more employees (55%) ○ Central Henderson businesses (60%) ○ Newly established businesses (up to 5 years: 53%)
Investment/ promotion of public transport	66	<ul style="list-style-type: none"> ○ Accommodation/ Restaurants/ Personal Services (75%) ○ Health and Education (75%) ○ Property and Financial Services (73%) ○ Businesses of 10 or more employees (72%) and 20 or more (75%) ○ Businesses established between 11 and 20 years (75%)

³ Based on those aware of the project

	Aware of Negative Effect ⁴ %	Higher negative effect for:
Whenuapai/ Hobsonville developments	3	○ Newly established businesses (8%)
Future development of Westgate	3	○ Accommodation/ Restaurants/ Personal Services (16%)
Town centre upgrades	4	...
Development of Henderson as City Centre	5	○ Manufacturing (11%) ○ Wholesale and Retail (12%) ○ Businesses of 6-9 employees (10%)
Expansion of Unitec and Central Library	4	○ Newly established businesses (up to 5 years: 14%)
Henderson Vineyard Business campus	1	...
Waitakere on-line	1	...
Rail station upgrades	1	...
Investment/ promotion of public transport	2	...

⁴ Based on those aware of the project.

6. Business and the environment

6.1 Support for Eco-City goals

Q. Firstly, how supportive are you of the Council's Eco-City goals?

62% of businesses state they are “very” or “somewhat supportive” of Council’s Eco-City goals. Only 11% are “somewhat” or “very unsupportive”. Overall rating is:

	%	
Very supportive	32	} 62%
Somewhat supportive	30	
Neither supportive nor unsupportive	9	
Somewhat unsupportive	7	} 11%
Very unsupportive	4	
Not sure what they are/ no opinion	<u>18</u>	
	100	

Ratings of supportive are higher for:

- Health and Education (78%)
- Massey/ Westgate (78%)
- Titirangi (75%)

There are indications of higher ratings for Titirangi businesses (75%), larger businesses of 20 or more employees (70%), and Te Atatu Peninsula/ Te Atatu South (70%), but these do not reach statistical significance.

No group is significantly below the others on aggregate on supportiveness ratings.

6.2 Effect of Eco-City goals on business

Q. What effect do you think the Eco-City direction has on your business?

About a quarter of businesses (26%) say that the Eco-City direction contributes “significantly” or “somewhat” to their business. A third have no opinion. Only 9% say it detracts. Overall rating is:

	Total Sample %	
contribute significantly	9	} 26%
contribute somewhat	16	
have no influence	29	
detract somewhat	7	} 9%
detract significantly	2	
or have you no opinion	<u>36</u>	
	100	

Ratings of “contributes significantly” or “somewhat” are higher for:

- Accommodation/ Restaurants/ Personal Services (39%)
- Health and Education (43%)
- Businesses of 20 or more employees (38%)
- Massey/ Westgate (39%)
- Titirangi (41%)
- Businesses established for over 20 years (35%)

6.3 Incidence of environmental practices

Q. Does your business do any of the following practices I'm going to read out, in your core business activity?

83% of businesses claim to use at least one environmental practice as part of their core business activity. Highest incidence of environmental practice is recycling (69% of businesses state they do this as a core business activity). Incidence of environmental practice are as follows:

	%
Recycling	69
Waste reduction or minimisation	55
Toxic substance reduction	25
Energy efficiency measures	46
Water conservation measures	41
Other environmental practice	15
None	17
At least one	83

7. Council in general

Q. What, if anything, does Waitakere Council do particularly well, specifically to do with business?

Nothing Council does stands out as being “particularly good” or “particularly bad” in the eyes of business.

The majority of businesses (71%) do not single out anything Council does particularly well. Where positive mentions made, these are at less than 7% level of mention.

Q. What, if anything, does Waitakere City Council do particularly badly, specifically to do with business?

Similarly, the majority of businesses (60%) do not single out anything council does as being “particularly bad”. Where negative mentions made, these are at less than 7% level of mention.

Summary tables and verbatim comments follow.

Does particularly well

%

Promotion and support for business	7
Basic services e.g. rubbish/ water/ parks	6
Waitakere Enterprise programmes	4
Good people to deal with	4
Good communication to business	3
Infrastructure/upgrading the streets	3
Eco City values	3
Attract business to Waitakere City	2
Miscellaneous single mentions	4
No comment/Do not know/nothing well/no opinion/not a lot	71

Promotion and support for business

▶ Promote local shopping centres / to get more people there ▶ The awards / the eco city business awards ▶ We do a lot of work from home / we chose to live out here as they have a positive direction for people to work from home / great from a business perspective ▶ They have the early childhood committee and they ran Toddlers' Day Out last year / had the garden competition, nice afternoon tea provided by council / They give grants and we've benefited 2 or 3 times - long may they go on ▶ they allow people to operate in a rural setting ▶ Up grading of the villages is very good ▶ They are very good at setting the general direction for the city...and The Mayor has done a very good job promoting the city ▶ Continue to promote Waitakere as a good place do business and assist businesses to settle here and people to settle ▶ encouraging business in the area ▶ they give us support/ as a community based facility ▶ Provide information to determine value as required ▶ A vision to create Henderson as the hub of the west ▶ The Business awards are great ▶ they do well in promoting business / they have the awards ▶ promoting West Auckland they do a good job ▶ Support for small businesses ▶ Policy for developing the town centre is good for creating an environment for everyone in general, both business and residential ▶ They tend to try to use businesses in the area and this is distinctly a West Auckland thing ▶ they have a early childhood coordinator and networking group / council gives funding for under 5s, Violence Free Waitakere, - they all impact on businesses ▶ They provide good staffing support through the education officers ▶ I'm aware of the new development areas like Lincoln Rd for further business ▶ The community pride is very important and is very visible - it encompasses many things ▶ the initiative to help businesses ▶ Has active participation with small business in the area / they have a fair bit expansion out here ▶ Supportive of new industry...film studios and boat builders ▶ They advertise well out west for the tourist and local trade ▶ Idea of Toddlers Day Out ▶ They have a high profile of supporting business / they do that quite well ▶ The awards are good / gives new business a chance / gives impetus to new businesses ▶ they are aware that they have problems and they are trying to help businesses ▶ Support for small businesses very good ▶ facilitates collaboration/ with other providers ▶ they are supportive of everything we do within the framework ▶ I think that the forums they arrange for business such as for the organics are really good ▶ They give businesses a great starting point and good support in the set up stages ▶ They are aware of the role that council has, to support and assist business and they are genuine in their decision to support and assist business which is a huge start ▶ Promoting the whole West Auckland area / tourism and hospitality side seem to be well represented ▶ It encourages small business through Business Enterprise. It advertises on behalf of Waitakere business ▶ They sell themselves as a good place to work , easy access ▶ I think that they are certainly there if you require help / but I would like them to be more one on one interactive with business

Basic services e.g. rubbish, water, parks

▶ take the rubbish away ▶ they have rubbish collection every night ▶ open spaces provided / stadium is great - attended education seminars / pool is wonderful asset / they have a real concern for safety of children - road and bike training ▶ Recycling and refuse station a great success ▶ had advice from Parks and cleared a footpath for me / having the park around us they've been very good in coming to lop branches etc ▶ collects the rubbish ▶ Do very well on anti graffiti and the parks kept in very good order including playground equipment ▶ having the recycling available ▶ the baling station / its good / when we take stuff off sites/ it can be recycled for free ▶ they check our WOF and the safety aspects ▶ they look after the roads ▶ they have good services as far as parks and walkways for the kids to utilise / good network within the area of community facilities e.g. skate parks, libraries ▶ rubbish collection ▶ pick rubbish every day ▶ Rubbish pretty well ▶ good rubbish services ▶ keep the streets clean/ planted trees ▶ rubbish collections are very good/ every day ▶ Have the guys with motorbikes picking up rubbish/and the graffiti group wiping out graffiti ▶ Pretty good on the health and safety checks ▶ the daily rubbish collections/ keeping the shopping centres litter free ▶ Regularly there's a group of people who clean the areas around here / they pick up rubbish with little airguns / looking after the footpaths is good around Delta Ave in New Lynn ▶ They are good with keeping the roads clean and rubbish is always picked up on time / they have graffiti removal in Te Atatu north ▶ Recycling services are done really well in the whole Waitakere region ▶ the rubbish and recycling collections are good/ the services at the council offices ▶ They keep the streets clean and tidy which attracts more business ▶ I think they can be congratulated on their parks e.g. Central Park Dr and parts of Te Atatu and I think they need more parks ▶ they keep the parks pretty good and the roads ▶ maintain gardens

Waitakere Enterprise programmes

▶ Only aware of Gateway programme ▶ they provide good support / the mentoring scheme ▶ they do have the Enterprise support network / that is successful ▶ their support for Enterprise Waitakere ▶ The Enterprise Awards is good ▶ the courses (Business) are good and get morning tea and lunch and free ▶ They provide the support mechanism through Enterprise Waitakere ▶ The Destination Waitakere is put together very well ▶ mentoring and encourage people ▶ The programme for Westsmart is a good idea / it gets new businesses started up and helps them and has mentoring support ▶ Mentoring of small businesses ▶ Biz Grow and Enterprise Waitakere are all positives ▶ Enterprise Waitakere ▶ the whole Enterprise system. They support training for employment and education ▶ Enterprise Waitakere is a positive venture ▶ the mentoring programme/ have heard really good reports from other businesses about this ▶ mentoring programme ▶ They have Enterprise Waitakere which is a good thing ▶ The Enterprise Board. / Recently they are doing the right thing with Massey North and Westgate extensions - getting together with developer ▶ Waitakere Enterprise

Good people to deal with

▶ They try. The people we deal with are understanding, helpful and co-operative ▶ they generally try to work in meetings around your business/ the people at the council are generally helpful and good to work with ▶ Have found their liaison person really helpful and quick to be on the job ▶ they are very knowledgeable and helpful over the counter/ on things to do with local real estate/ have improved greatly over the years ▶ They are very supportive / make you aware of what is available/ I deal with 1 person , always easy to get hold of and gives useful information ▶ associated with building and resource consents/ they do that fairly well compared to other councils ▶ They answer their phones promptly and you get to speak to a real person ▶ They're approachable and accessible ▶ Whenever I've been involved with them ▶ Carry out their inspections and permits quite well ▶ they are good to deal with at the council / Beth Coleman is good about making yearly calls / had the personal touch ▶ We get a lot of encouragement from some people in the council / John McKay helps with resource consents / has good business acumen ▶ They respond to complaints quite well / they do friendly voice on the other side really well ▶ being helpful towards making the building consents easier ▶ other than not charging us regular business rates ▶ It has a very efficient general operation that makes it easy to do busy with ▶ I think that they are consistent and I enjoy working with them because of that, generally you can expect that you would get the same answer to a question from different staff members, obviously consistency in staff training which flows through to information they are provident to the public ▶ I have got no issue with their building consent process, now the service is immediate, inspection services, I have got no complaints, Eco people were good to deal with on a property we built by the water Whenuapai

Good communication to business

▶ Their communication to businesses is pretty good / the newsletter and the local council circulars are good ▶ it articulates its direction quite clearly ▶ the info they have on their website ▶ Their website is good reference ▶ Meetings and discussions with guests and these were planning meetings and kept us informed about population changes in the area/ still have our Wine trail ▶ The website is quite good for business ▶ website provides links into other things happening in Waitakere as well ▶ access to council information on the website ▶ provides a lot of information for us / rates, land areas and valuations ▶ The amount of information out there / from the website / it is helpful in finding specific things e.g. bylaws / they put out a lot of publications / some are for householders but you can glean out what might assist with business ▶ They tell me how to keep the hygiene standard of my kitchen ▶ they are informative about boundaries ▶ Advertising their help schemes / minimises everything and makes sure the information is up to date ▶ they give out info promptly ▶ Advertising for different things they do and newsletters are good ▶ they give forums where you can speak

Infrastructure/upgrading the streets/ improve the area

▶ They're always there at the forefront supporting the local infrastructure. Much more than Auckland City ▶ An island in the middle of the road to make it more pedestrian friendly and left gaps for cars.....very effective and they got it right ▶ Sign writing for the roads...clear signs so people can find your street ▶ they're trying to promote development and double tracking the railway ▶ improvements to the streets around our business has improved ▶ upgrading the streets on the city centre and the suburbs ▶ our pathways aren't too bad ▶ Infrastructure, rail station improvements and use of public transport ▶ Doing well with the roading ▶ Making the shopping experience safe, clean with the tidying up of graffiti and crime. More secure and safe for people to shop ▶ Nothing from our point of view apart from infrastructure ▶ there seems to be progress with roading e.g. Hobsonville Rd ▶ they keep the streets and the facilities around Henderson maintained and upgraded ▶ The council's development of public transport has helped a lot

Eco City values

- ▶ The emphasis on eco side of things
- ▶ they promote eco city
- ▶ the eco goals are good / taking care of the environment
- ▶ Eco policies are great
- ▶ Very strong on the environment and keeping it under control
- ▶ the promotion as an Eco city I think they do very well
- ▶ promote the eco city / protection of the ranges / recycling
- ▶ environmentally...have enhanced the local creek area
- ▶ They can be very supportive of educational programmes particularly those relating to the environment
- ▶ The branding focus as an eco and cultural city is good
- ▶ the eco thing has had a ripple effect in the area / schools are being educated about the environment / recycling and composting
- ▶ promotion of the eco policy in business
- ▶ they conserve their environment well, keeping it green initiatives

Attract business to Waitakere City

- ▶ They do well in attracting larger businesses to West Auckland. They work very hard in doing that
- ▶ Encouraging businesses to set up in Waitakere
- ▶ they seem to try to put Waitakere city on the map as far as a manufacturing centre or a base for trades people
- ▶ the public gardens and the protection of the foothills are marvellous/ there have been people bought in from Canada recently / These highly qualified people have been buying high quality homes because of the lifestyle / because of how we are about looking after the environment they were greatly attracted
- ▶ They put up more houses / new development and more enterprises in the area
- ▶ The profile that it is interested in business/Waitakere encourages more Business developments
- ▶ they have done good encouraging film industry
- ▶ They promote the area in terms of growth potential / have good business cluster areas, Henderson and Lincoln Rd , Westgate for instance
- ▶ They are trying hard to promote Henderson / because Henderson was looking like it was going to die
- ▶ Having a more industrial emphasis is beneficial / enables us to have local suppliers and reduce overhead costs
- ▶ The focus on specific business areas e.g. boating, film but they don't support them enough once they get them here
- ▶ they have encouraged small and medium sized businesses to come here and we do get good service from couriers and trucking companies, the services to businesses have followed

Miscellaneous

- ▶ Help us with the aesthetics of the business - supplied us with trees and shrubs / tree planting around the verges
- ▶ improving the city area
- ▶ Good positive moves from the council
- ▶ good co-operative relationship between Waitakere and Central Government has helped
- ▶ give you an option to have a say through surveys
- ▶ participation in sports
- ▶ awards to children for being good citizens - should do more of this as schools take this seriously as does council - need more
- ▶ They look into food items/ they look into liquor licences / they are quite strict on the food regulations
- ▶ Has a good local youth after school and early school leavers programme e.g. Ytech
- ▶ They are working west sector to improve education outcomes in Waitakere City / things that they do in the city to keep young people safe is good , such as fencing and graffiti rangers are good
- ▶ plenty of space at our location
- ▶ their commercial rating system is good
- ▶ they are aware that they have problems and they are trying to help businesses
- ▶ like the idea of them bringing out the hygiene grading system
- ▶ they don't interfere with our business/ they do offer a number of services
- ▶ have committees that meet and discuss the policies / best policies and practices
- ▶ They came down here 8 years ago and the councillor donated all these Pohutukawa trees
- ▶ More effective regulatory services
- ▶ Supports schools / keeps the environment around schools safe / they have cultural activities on offer

Do not know/nothing/no opinion/not a lot/they do nothing well

▶ no opinion ▶ don't know ▶ not aware of any ▶ We don't really know what they do ▶ nothing ▶ Haven't had a lot to do with them ▶ nothing that affects our business ▶ I believe they are good, but would have trouble identifying ▶ they don't do anything for my business ▶ don't think we've felt any effect positive or negative ▶ We don't have a lot to do with them. We pay rates and our water bill and that's all ▶ haven't had the experience to comment ▶ they leave us alone ▶ Nothing detrimental but nothing well [paraphrases not included]

Does particularly badly

	%
Nothing particularly bad	60
Incompetent staff/critical of Council attitudes	6
Lack of support	6
Parking issues	5
Rates too high/charges too high	5
Planning issues	5
Bureaucracy/too many by laws and regulations/slow to get things done	5
Lack of communication [from Council to business]	4
Not in touch /lack of consultation	3
Rubbish collection	3
Traffic congestion	2
Relocating to Railside Rd	2
Heavy handed/need to be more flexible	1
Do not clean the streets/street maintenance	1
Zoning rules prevent expansion/make it difficult to expand	1
Critical of the Mayor and Councillors	1
Spend money on the wrong things	1
Condition of roads/road maintenance	1
Lost records/ poor record keeping	1
Hard to get hold of	0
Miscellaneous	2

Verbatim comments

Nothing particularly bad

▶ Nothing ▶ they haven't done anything against me ▶ don't know cos I don't use the council for anything ▶ none they try pretty good ▶ not familiar with any programmes/ no comment ▶ have had no difficulties ▶ do not know ▶ unsure ▶ No opinion because I don't see the council and thank God. I'm happy with it that way ▶ can't think of anything right now but the council are improving ▶ with WCC I generally do not have any real problems

Incompetent staff/critical of Council attitudes

▶ Probably not a lot. Many promises but haven't seen anything ▶ understand how business works / the largest percentage of the council doesn't understand how business works ▶ not do what they say they're going to do ▶ some of their staff need looking at / some of the races who work there have no experience in our regulations and language barriers ▶ inexperienced councillors make decisions that should be made by the public ▶ Work a bit more co-operatively with other cities in the region ▶ The city council's ability to negotiate needs to be better./the council is hard to communicate with. They should be more open minded. / My gut feeling is the council is more supportive of residential rather than helping businesses or getting businesses / they don't want the big industries just little businesses ▶ We find that their regulatory people are hard to deal with - the building consents/ the eco water people/ they are all hard to deal with ▶ Bureaucracy in getting info for business to do with property development area / getting through the service providers / doesn't appear to be communication between depts / a lack of decision making , takes ages to give clear direction / we get conflicting advice / and some people are difficult to deal with / don't appear to be customer focussed / need organization to develop other commercial depts / need to work WITH customers not against us ▶ Over zealous on the environmental side...it impairs their judgement somewhat ▶ Argue in Council too much...need to get on with it and take the common sense approach ▶ wish that there were more people in council who know how to run business ▶ Lack of accountability that exists in the Council Engineering Dept in giving advice to people / in saying that ,it is not only Waitakere but lots of other areas as well ▶ Have too many obstacles in the way ...some of council people are not industry savvy i.e. no industry experience/ There are women in jobs that men should have in Council ▶ the fact that they are understaffed and under skilled impacts on timeliness and quality of information ▶ council is difficult to deal with ▶ It does not address safety and presentation issues / has written many times with no reply ▶ to find someone who speaks English is scarce / no one will take responsibility ▶ They are difficult to deal with, are inflexible ▶ Continue to employ inexperienced staff / inexperienced relevant to their position ▶ A lot of the people who are checking the resource and building consents are not conversant in English / all councils are encountering the same thing / leads to frustrations ▶ Their administration is poor with too many people involved / took a consent into cashier's office and the staff didn't know what to do with it ▶ Have a big backlog in the development department / response time back to people, in some cases, is appalling / have had no response to a letter written 2 and a half years ago ▶ they need to be honest with the eco-city and implement policies for eco-city instead just having lip service about it / they could permanently protect Waitakere forest and foothills through legislation ▶ Have written 3 letters and have had no reply / within 18 months ▶ Often get lost in council departments / don't know who to approach / need following up sometimes ▶ informing their people ▶ Health Inspector was a tosser , arrogant and obnoxious ▶ Impossible for getting things processed, such as building consents .Can't get answers from them / A lot of ducking and diving ▶ we are building a new distillery in Timaru and received compliance agreement within one afternoon. Their development people were very helpful, sent relevant staff to our meeting, they checked who we were going to employ to do the building, they really wanted us there and were extremely nice and helpful to us, they were very proactive

Lack of support

▶ they don't encourage local business/ they pay lip service / they talk but they do nothing/ the problem comes from the very top/ compared with Manukau City they are like chalk and cheese ▶ They support feel good industries ▶ Waitakere on line needs to be marketed and promoted more and need to think Auckland Regional wise and continue to promote Waitakere for business and all this promotes Waitakere as a good place to work ▶ only the top end get exposure/ grass roots people are still struggling ▶ it doesn't promote business ▶ they don't anything for us one way or the other ▶ Businesses that are small get little help from Council, especially in selling goods not made in Waitakere ▶ we have asked for the reserve to be locked at night but from what we've seen this isn't being done ▶ Totally not business friendly...make it very difficult to grow your business ▶ lack of incentives ▶ I worry about security / my neighbour is a lady and someone stole from her shop / I worry it may happen to me / the council should consider the bad security ▶ I have asked for a sign at the top of 2 street corners to direct people to my studio / it was refused / I didn't follow it through ▶ Property type activities need more support ▶ Development contributions for residential development ▶ There is a need for a performance centre where big groups of schools can do performances and such - no good area for the performing arts, festivals and the like ▶ They are not supportive of business / after 15 years I have had no positive approaches with help for my businesses / no one I know has either ▶ Had a building next door was built too close / fought hard to get it put right / but lost the battle with the council / they were not helpful to us / the problem came from the council person measuring wrong ▶ they don't appear to be proactive / the type of industry we are doesn't even get to tender / not included in tender process ▶ Hard to get help for my business / or any clear definition with what to do about disposal of old fibrolite roofs / where to tip these things ▶ We are still seen as an area to avoid in regards to business / ,improve publicity / commercial development, where is it? ▶ They don't support business as well as they should ▶ what do they provide to ask these questions? ▶ They are not proactive in following in their commercial and industrial areas, especially in Spams Farm / they have nice places in other areas and yet they neglect us / they need to focus on beautification of our areas / they need to come down to assess some of the businesses and see if they are sticking to council regulations and improve the image of our areas ▶ they pay lip service to suppliers in Waitakere/ but use outsiders in the end/ adds to road usage ▶ don't really think they work hard to attract business ▶ They don't support the building industry enough ▶ They don't encourage business to stay in Waitakere /e.g. we might have to relocate because our lease with the council is almost up and they might give it some other company / although we have been here for many years ▶ nuts and bolts practical help

Parking issues

▶ Not too much. I think the idea of bringing in paid parking would affect some businesses ▶ cant get parking in the city areas/ cannot work with glass in the main shopping areas because there is no parking for service vehicles ▶ Parking in Henderson is dreadful and should stop charging for parking over by the pool and traffic wardens give too may tickets, too often...R has to go to Henderson court as a Lawyer ▶ nothing other than the parking wardens out in Glen Eden ▶ I think the traffic wardens are a hassle to our customers ▶ Parking is poor and they charge the pants off people. Charge people who work there \$3 a day to park and only 30 min parking out the back but our customers need 45 mins for an eye exam ▶ Parking problems ▶ Never addressed the issues of parking in Glen Eden...people get penalised if they come to the area / Two of my clients got tickets and had not even reached the full time allowed ▶ Not enough parking for people getting to the businesses ▶ they charge us for parking ▶ They're not looking after smaller businesses in the sense of parking. They do not do anything in regards to parking. / More traffic on the road and people but the growth of the smaller businesses is not growing together with that ▶ Only Titirangi parking / they think there are too many restaurants and people sit too long in them / the parking should be 2 hrs ▶ The parking wardens are not good at looking after the parking. They come sometimes and sometimes they don't / if they do it then some people will only park for 30mins sometimes people park for 3 hrs or more and they make my customer no place for parking ▶ parking is the major in the city centre and Lincoln Rd for business and employees in particular ▶ Busken Avenue parking is now chocker block with cars. You can't get around safely / there needs to be easier parking ▶ Parking in Glen Eden / unrealistic time frames ▶ Giving out parking tickets where parking is bad / nowhere for our clients to park without getting a ticket ▶ shocking parking / clients don't have access to parking / spaces have been taken out for the new buildings / non existent / when they do get it the weekly charge is quite high ▶ I would like to see them sort out the parking issues in Titirangi , which will mean customers and more business ▶ We have a parking problem in Titirangi / we have the parking wardens here every day , to the detriment of our patients / there could be a car park behind Lopdell House, Rangawai St , but has only been talked about ▶ There are a lot of parking problems / difficult for customers doing business with companies around here / people are always rushing because of the lack of parking ▶ Car parking. A lot of talk and no action ▶ We have car park trouble / now they all have to pay / not happy / has been worse since Unitech development / have taken over Ratanui St car park / have been given no indication of parking once development is finished ▶ Car parking , there is not enough and not convenient for the customers ▶ More parking , not much parking in front of businesses ▶ make sure there is plenty of access and parking ▶ parking warden is fresh hot (Asian respondent) and very congested parking wise. He's always around and putting people off from coming to my business , every week, every day, weekends too ▶ They are not supporting Titirangi businesses at all and I would like them to build a car park and also have a more friendly approach to Titirangi businesses

Rates too high/charges too high

▶ Charge too much for industrial waste / waste from the workplace ▶ collect taxes ▶ Rates always have an influence, they are too much ▶ rates/ too high/ even higher for businesses ▶ Rates charge too high for businesses / we pay body corp. as well / body corp. does what the council should do - keep premises and grounds tidy and dispose of rubbish ▶ They put the rates up every year / they overspend , then they get it from the ratepayers ▶ they charge too much in the way of rates ▶ Development of land ...there are increasing costs in subdivisions / the cost is exorbitant for the developers ▶ Rates and charges are excessively high at time with no logical explanation ▶ They charge me a minimum water charge even if I use less ▶ exorbitant rates ▶ Rates are too high for what they do, what they charge you to build is over the top . The private sector can do it for half the amount / overtop rates and charges. I think that they are just damn greedy ▶ charge too much for water rates ▶ the rates / charging too much and receiving very little back / feel we are subsidising residential / we don't use the facilities on offer ▶ The processing of building and resource consents cost too much ▶ cost you as a contractor a lot of money ▶ charge too much rates ▶ Put the rates up ▶ Charge too high rates ▶ How is one supposed to be informed that their rates are going to go sky high /the rates are too high ▶ increase of rates, making it difficult to obtain building permits ▶ charge too much rates ▶ They shouldn't have sold off the family assets and put the rates up ▶ Rates are too high ▶ rates are too high

Planning issues

▶ bad town planning ...Lincoln Rd had vineyards and businesses replaced them ▶ Slightly inconsiderate towards the oldish smaller original shops in the area / just by over riding them with these big places and having no visual parking for someone going on the road / parking areas are not clearly marked and not easily accessible ▶ They don't think. They just put up a stadium in Central Park and have done nothing to the traffic. They build houses and don't do anything to improve the road systems, like widening the roads / They have a lot of new things coming to the area without doing anything to relieve traffic / they give consent to Alloy Yacht and they have expanded 20% in the last year and nothing still is done for the traffic /. The council don't care about the traffic obviously ▶ not tackling the roading issues ▶ every time they deal with the big malls the public comes off worse - the land swaps and work being done for half cost ▶ Splitting the business zones, i.e. infill and shopping area and industrial area not working ▶ they have made bad decisions on planning issues - the infill housing ▶ Multiple business centres. Need more concentrated retail centres ▶ Duplication of food businesses in our area ▶ very poor road design and parking / parked on grass verge to keep of narrow road and a lady told me off for damaging grass verges / got a ticket / is revenue getting / roads are too narrow for industry ▶ The planning - they could put more time into refining the system ▶ we don't have a major industrial area / that's what creates jobs / discourage west Auckland people from working anywhere else ▶ Could do with a new motor way across the causeway ▶ Having more than 5 , 6 shops selling the same food is bad for business ▶ Need to be more proactive about what people are doing with their properties and not having an adverse effect on their neighbours ▶ should stop too many food businesses in one area ▶ Transport is ongoing . Appalling. Roads, trains, buses, a big problem with traffic and not reliable. Too much building going on and transport can't cope. Putting the cart before the horse ▶ Planting deciduous trees outside businesses / leaves all blow inside and block drains outside ▶ The traffic is a hazard here such as motorways / council encourages residential development but they do not provide sufficient infrastructure to support the development in residential areas, such as roads etc ▶ There does not seem to be a hell of a lot going on with motorway link from Henderson city / still quite a trek away from the motorway/ need direct access to N.Western motorway from centre of Henderson ▶ Inadequate planning of commercial areas of the City - they are fragmented / inadequate land for commercial activities ▶ Planning of access and parking ▶ Has not dealt with the infrastructure ,especially with telecommunications and roading issues ▶ look at access for vehicles to businesses / make sure roads are wide enough re access to businesses on Paramount Dr which is too narrow, certain trucking companies cannot access our business, the people at traffic said that it was a "planning disaster"

Bureaucracy/too many by laws and regulations/slow to get things done

▶ Waitakere tends to work with a specific person and you can't get past them / the problems take longer to solve ▶ through some of their policies, too much red tape ▶ too many bylaws and paperwork/ have to be careful they don't go too far ▶ regulate too much/ what you can and can't do on industrial property / I am environmentally conscious and know what to do. I don't need it ▶ Because we are in a reserve, we need to get 3 permits to get anything done within the kindy (renovations) - very expensive and a big hassle ▶ It promotes itself well but not to the businesses in the area....takes 12 days for a LIM report ▶ We have been affected by the long length of time for permits to be granted / takes anything up to 6 months ▶ they have too many regulations/ they are not supported by the infrastructure underneath / if we have a challenge in the building trade they cannot get past what the book says / they are pedantic ▶ an uphill battle to deal with them to get anything done i.e. resource consent takes ages to get ▶ I think the way resource management act is implemented and handled ▶ put too many blocks in the way ▶ cut down on Council process ▶ Interpretation of the RMA / it frustrates the hell out of people who are trying to do things ▶ obstruction from Council / the process is exhausting. Need a yes or no path that is streamlined...need an answer sooner than later ▶ Bureaucracy and procedures that you go through are unnecessarily difficult ▶ I don't think the resource consents for the community are uniform. They change from job to job. Some jobs seem to have an exemption ▶ they need to have a less petty bureaucracy ▶ was at a conference last week at Portage Licensing Trust. People from all over NZ were there. After conference tried 3 bars but all were closed - 9.30 pm. Appalling and gave Waitakere City a bad image ▶ Take too long and too bureaucratic / if you want flexibility and cant get over a problem you cannot get an answer / mainly resource consenting / water quality / had brown water coming through/ they have partially fixed that still have work to do / have water coming from 2 directions but not joining up ▶ The processing of building and resource consents - they take too long - get it wrong ▶ They do not listen / we have US food quals / they take 3 days classroom time to complete / the council would like a NZQA course which takes 5 hours / they will not accept our quals / ACC laugh that this happens/ they are accepted by ACC / these quals are the highest and they still wont recognise them ▶ Would love some trees to be cut down / have lovely natives with scungy pine trees growing in amongst / locals are unhappy with blockage of view of city ▶ The council is doing their best with building consents but not good enough / it takes too long to process the consent / because of the changes going on in the building regulation side of things / they need more trained staff to cope with these changes /e.g. month ago I could ask for a drainage inspection and get it the next day and now it takes 4 days / the council is doing their best but it is just not good enough ▶ They over regulate to some degree / they make it too hard to get into business with resource consents and building consents and all the rules and regulations in regards to businesses in Waitakere city ▶ the construction of the new factory on Enterprise Dr has been delayed by at least 4 months due to changes in the planning regulations

Lack of communication (from Council to business)

▶ Communication/ I don't know what they do. No one communicates to me ▶ We don't have contact with them or know what is available/nothing is specifically bad ▶ information on what to do with daily rubbish ▶ The low level of communication. A lot of things they do I'm not aware of ▶ Communicate their support and range of services available to small Businesses ▶ Fail to communicate with clarity ▶ I don't think they provide a lot of information to smaller businesses ▶ they are behind other councils in providing drainage plans and property information ▶ Need to make the information about business and council a bit more accessible ▶ Bad Communicators ▶ businesses are badly informed about rates and issues ▶ Don't communicate with local business / been there 30 yrs and have never communicated with the council ▶ Communications could be better ▶ they don't publish their services very well/ everything about council services ▶ I would like to see more information on recycling for businesses ▶ Lack of communication in all areas. If don't know about anything, the less interaction the local government has with the public, the less they can complain. They like to keep us in the dark ▶ They don't communicate well with businesses / I don't think they have any idea of business / I always get things and information from Chamber of Commerce / so Waitakere should follow the Chambers of Commerce style of approach for small businesses ▶ have had no communication about what is happening / would have been good for an artist sketch or businesses to be informed as to development in Henderson centre ▶ Need more information ,sending brochures about what's available to businesses ▶ could Council people go around businesses to train and inform people about good eco practices, this could be really helpful in pinpointing and focussing individuals attention to good practices in their particular work places

Not in touch /lack of consultation (feedback to Council from business)

▶ Don't know the needs of business ▶ To help business they should contact us / have been contacted before ▶ spend too much money on projects without consultation ▶ not enough link between business and council ▶ lack of consultation on projects ▶ They do not inform people of the alternatives / don't ask what people want / the public should be involved more in decision making ▶ They don't have a clear understanding of the dynamics of how industrial land within the city should be allowed to develop ▶ they do not listen / they have their own agendas ▶ Don't get down to grass roots / they don't call and see how your business is going ▶ Liaising with us when it comes to things like the change with the rubbish collections / we have to go along with it ▶ They don't consider the affect of their decisions / the practicality and consistency of their decisions have a huge effect on my business ▶ lack of understanding in a nutshell ▶ Don't consult small businesses ▶ I think that they are certainly there if you require help / but I would like them to be more one on one interactive with business ▶ I still do not think they have a realistic attitude towards business, this is in contrast to say Queenstown and Waitaki who work and encourage business. Waitakere and Rodney are a bit airy fairy, they do not roll up their sleeves and get into it

Rubbish collection

▶ The rubbish bags / we use plastic bags / big problem for the environment ▶ the businesses don't have rubbish collection here in Clarke St, New Lynn. We have no option but to pay to get rid of our rubbish and also to recycle paper ▶ their refuse collection is not good / should all use wheelie bins/ more frequent inorganic collections ▶ Recycling could include more things .Have to pay for rubbish bags and Jumbo bin...include tyre and waste oil disposal ▶ We make garments and we have remnants left over. Now told not to include in rubbish.....increased costs of getting rid of it in another way ▶ Recycling collection is bad / papers put out on the street were not collected and allowed to blow around/ now just placed in rubbish bins ▶ Rubbish collection - they will not come up our driveway to collect any of our rubbish or recycling - medicines, paper etc - we now have private collectors coming in for the various things.....if we put it out on the street we'd need a trailer to get it all there... ▶ they don't have recycle bins / for bottles and plastics ▶ They should keep rubbish around our shop clean, in particular takeaways in Te Atatu ▶ we need rubbish bins in Titirangi / develop programmes to assist with rubbish in Titirangi ▶ The recycling is very inconsistent / the bin collections are spasmodic / put out on Thursday, not collected till Monday/ not a holiday weekend / happens very often ▶ we need better recycling services ▶ Making us pay rates for rubbish yet have to get collection from outside and pay ourselves ▶ Not having any recycling or rubbish collection, e.g. Lincoln area / there should be a rubbish collection for businesses

Traffic congestion/ flow

▶ roads are too busy ▶ Road issue with main roadtrying to get off and on Hobsonville Rd needs a roundabout and it is not being addressed ▶ general congestion especially in the main city centre and Westcity and Lincoln Rd / reduce congestion in areas ▶ Roading / get blockages on the main road at peak times / in Central Park Drive and Lincoln Rd / need to clear congestion ▶ Ease traffic congestion / Lincoln roads in the morning are congested ▶ do nothing about the feeders onto the motor way , the Te Atatu entrance, 30 mins sitting in the queues to get onto it ▶ needs more urgency on completing motorway extension / north west of Westgate ▶ The transport business / it clogs motorway and pre motorway / Edmonton Rd / Waitakere to airport ▶ They need to spend more money on the roading network, such as motorways, but more around schools and especially Te Atatu Rd ▶ Traffic control around the motor way areas, Triangle Rd and Lincoln Rd / you can have another lane from the bridge up to Lincoln rd from Triangle Rd which will help ease traffic / there should be another on the Western motorway to get cars off Lincoln Rd / relieve traffic especially around Lincoln and motorway areas ▶ roading is a big issue and attention needs to be placed on congestion on Lincoln Rd and Te Atatu Rd in particular as it costs money to businesses

Relocating to Railside Rd

▶ Look after themselves, in their own building, because they're building on a new site ▶ spend ratepayers money on useless things/ the new council building/ it has blown out of proportion ▶ the worse thing they have done is move their head office to Valley Road. The road is congested now without them putting businesses there. It is only a narrow road ▶ they spend money on things I don't consider important - office buildings ▶ Waste money on building a palace of offices ▶ Too much being spent on the new city centre / could have added on where they were. They had plenty of land ▶ unrequired new council offices. They have perfectly adequate offices now ▶ should have stayed put in Waiparera Ave and utilised the land available

Heavy handed/need to be more flexible

▶ Got too heavy handed about a problem we had / before speaking to me / They have over reacted to the leaky homes pertaining to flooring, particularly wet areas / the precautions they are saying are not practical ▶ they make it extremely difficult to go ahead for developers and businesses/ they enforce the resource consent to the extreme / it is all to do with gathering money ▶ they are not supported by the infrastructure underneath / if we have a challenge in the building trade they cannot get past what the book says / they are pedantic ▶ Need to be more flexible and change with the times ▶ New commercial building rules and regulations are too inflexible and draconian ▶ It tends to typecast where business should be conducted and legislates accordingly ./ it doesn't compensate for the deprivation the legislation creates ▶ I think that they tend to come down on contractors and demand too many things for contractors to do, such as settlement control . It needs to be looked at individually./ they need to be more practical / a number of things should be looked at with regard to their merit instead of being hard ball . They need to be more practical / they need to understand contractors and their positions as well as the owners / Would love to arrange a big meeting to deal with Ecowater / businesses should not be black listed because they confront them

Do not clean the streets/street maintenance

▶ Doesn't seem to be any activity from the council to clean up the main street which is the backbone of Hsn. Attention of council seems to be all directed at West City Mall, in addition to new transport hub. They don't seem to be proactive to improve Gt North Rd area. ▶ Street maintenance / if the streets look good it encourages people to come / we're at the top end of an industrial area they don't seem to bother keeping it clean / the council say that it is an industrial area and don't do anything about it / would like mayor and councillors to come down Keeling Rd and see for themselves ▶ Don't clean the streets ▶ the consistency of keeping grass off the roads/ sometimes it is missed/ the roads need regular sweeping/ all streets ▶ More focus on graffiti removal around the Delta Avenue area, and if they are going to blank something you shouldn't be able see it ▶ generally keeping streets clean

Zoning rules prevent expansion/make it difficult to expand

▶ not providing land for expansion ▶ They have put too much balance of the side of not changing anything and not being progressive in Titirangi. The zoning rules prevent expansion for the Titirangi community ▶ There should be more factories in Waitakere / no new designated manufacturing areas ▶ They make it very hard for people to grow, like build more structures for business or develop logical planning and expand business the way it should ▶ Insufficient planning regarding commercial land / industry and business need to grow in Waitakere rather than clog up the motorways

Critical of the Mayor and Councillors

▶ They have a cheerleader for a mayor ▶ the Manukau mayor is accessible and can solve problems ▶ most of the councillors just sit and dream and do nothing ▶ the sooner we get rid of Bob Harvey the better

Spend money on the wrong things

- ▶ They waste rates
- ▶ Have so many staff working there when they could do jobs with half the number
- ▶ Money wasting / Whenuapai air base / ratepayers' money wasted on bill boards / no point in upgrading rail station when using clapped out, rejected trains which should be in a museum or scrap heap / money would be better spent on upgrading roads and an extra lane on motorway north-west of Te Atatu
- ▶ I believe they are spending too much money on a lot of mentoring and Training Enterprise crap

Roading improvements/condition of roads/road maintenance

- ▶ Need to do more roading improvements, like potholes
- ▶ Don't keep up with road maintenance / don't trim the roadside trees and they rip our truck sidings / should plant evergreen trees / they don't block drains and cause problems
- ▶ The quality of roading they put down is third world and creates huge damage to motor cars , all over Waitakere City

Lost records/no records/poor record keeping

- ▶ They have no records on our building and they can't help with any of the building issues. It was done by a developer 20 years ago
- ▶ Poor record keeping on permits. These impacts directly on us - our sellers have to pay to get council inspection on something that probably has been signed off already
- ▶ documents get lost

Hard to get hold of

- ▶ Basically getting hold of them, it's all answer phones
- ▶ they are too hard to get hold of / hard to talk to a real person / a long wait for phone answers / you can't speak to a person in authority

Miscellaneous

- ▶ spend our rates
- ▶ Just don't believe council should be involved in business
- ▶ Does not support the community as other councils do
- ▶ they don't clean up the yards that they own
- ▶ Entertainment centres, there are far too many of them
- ▶ their website is dreadful
- ▶ the facility outside our building with no street lighting
- ▶ not good enough internet connection to Titirangi
- ▶ Westwave facility
- ▶ Eco side is not always totally effective
- ▶ Response times can be a bit long in response to abandoned cars near the business
- ▶ Not a lot of spin offs / rates water/ because it is a stand alone, teaches kids / we have to pay all school bills out of minimal money
- ▶ Larger police coverage in the area
- ▶ For food industry they don't promote food outlets to come out of the B grade...should promote more businesses to be A's...i.e. all Waitakere area should be upgraded
- ▶ Just don't believe council should be involved in business

8. Employment issues

8.1 Working from home

Q. Council encourages some business activities to be conducted from people's homes. How much of your business activities are performed from a home address?

About half (54%) of businesses conduct at least some of their business from home. The majority of businesses (73%) do under 20% of their work from home. 12% do all or almost all (90%+) of their work from home. This is higher for:

- Titirangi (48%)
- Small businesses of 5 or fewer employees (23%)
- Te Atatu South and Te Atatu Peninsula (23%)
- Property and Financial Services (18%)

About half (46%) of businesses do not conduct any business from home. This is more prevalent with:

- Larger businesses (10-19 employees: 57%; 20 or more: 60%)
- New Lynn businesses (60%)
- Businesses in central Henderson (55%)
- Longest established businesses (over 20 years: 56%)

8.2 Business employment levels

Q. Finally, how many people work in your branch/ business, including yourself?

Small businesses predominate. Two-thirds of businesses have under 10 employees.

<u>Size</u>	<u>%</u>	
1-5 employees	46	}64%
6-9	18	
10-19	17	
20 or more	<u>19</u>	
	100	

Smallest businesses (5 or fewer personnel) are more prevalent in:

- Wholesale and Retail (62%)
- Glendene and Kelston (65%)
- Henderson valley (75%)
- Glen Eden (64%)
- Titirangi (74%).

Q. Of these, how many work ...30 hours or more a week/ ..15 to 30 hours a week/ ..less than 15 hours a week?

Of all employees, 83% are full-time, 12% part-time (15-29 hours), and 5% work under 15 hours per week.

8.3 Levels of local employment

Q. Approximately what percentage of the people, including yourself, who work in your firm live in Waitakere City?

61% of businesses state that 75% or more of their employees live within Waitakere City. 71% of people employed within Waitakere City also live in Waitakere City⁵. Incidence of various proportions are as follows:

Have 75% or more of employees living in <u>Waitakere City</u>	%
None	2
Under 10%	8
75% or more	61
All	37

Incidence of businesses with 75% more of employees living in Waitakere City is higher for:

- Glendene and Kelston businesses (77% have 75% or more)
- Glen Eden businesses (90%).

Businesses having all employees living in Waitakere City tend to be small – 5 or fewer (56% have all living in Waitakere City).

⁵ The number of employees living in Waitakere City was derived from applying each estimate to the total number of employees in each business. These were summed for all businesses in the sample (N= 4827) and then expressed as a percentage of the total sample number of people employed in the total sample (N=6843).

APPENDIX A: Method and Sample

Method and Sample

Business decision makers of 511 businesses located within Waitakere City participated in a telephone survey conducted by trained, fully briefed interviewers contracted from Phoenix Research limited, a reputable Auckland Research House. Interviews were conducted during April 2005. Data were recorded using a CATI⁶ system. Interview quality was assured by having a supervisor listen in on interviews at random. The contact list was provided by Universal Business Directories Limited, an Auckland list broker.

Prior to being interviewed, the purpose of the survey and why they were selected were explained to each respondent. 511 interviews were conducted in all. Average interview duration was 16m 46s. The response rate (excluding non-contacts, no replies and disconnected, but including refusals) is 72%.

Non-qualifiers/ invalid numbers (e.g. not Waitakere City, residential, business closed, etc.	231
Disconnected	69
Language barrier	54
Refused	198
Completed interviews	511
Response rate (ratio of interviews to interviews + refusals)	72.1%

Non-sampling errors (i.e. not due to random sample selection) were minimised through checks on question formulation, pilot-testing, supervised interviewing, and personal briefing.

Computer records are stored permanently in secure files on the Council network.

Interviewers used the structured questionnaire shown in Appendix B. Open questions were probed to gain extension and clarification of answers using proven techniques designed to avoid bias.

⁶ Computer Aided Telephone Interviewing: This ensures that question order is invariant and consistent. Data is recorded directly at the time of interviewing, so that separate data entry processing (and hence another risk of error) is not necessary.

Weighting

Data presented in the tabulations are weighted to even out any imbalances in the sample and improve sample representativeness of the population of businesses as a whole.

Due to random sampling errors particular groups may not occur in the sample in the same proportions as they do in the total survey population (in this case, Waitakere City businesses). Consequently, some population groups may be over-represented and others under-represented. To counter this, a standard weighting procedure is used. This is an adjustment to ensure that the various population groups are represented in the sample in the same proportion as their incidence in the population. Weighting is based on business type.

Sample composition

	Unweighted (raw sample)		Weighted %	Population %
	N	%		
Manufacturing	106	20.7	9.5	9.6
Construction	82	16.0	20.1	20.0
Wholesale and Retail	90	17.7	20.3	20.3
Accommodation/ Restaurants/ Personal Services	52	10.1	5.7	5.7
Property and Financial Services	79	15.5	29.1	29.1
Health and Education	63	12.3	9.4	9.4
Transport and Communication	39	7.7	5.9	5.8
	511	100.0	100.0	100.0

	Raw Number	Unweighted %	Weighted %
Swanson/ Ranui	21	4.1	3.2
Lincoln/Central Park Drive	52	10.1	10.2
Central Henderson	123	24.1	24.6
Glendene/ Kelston	36	7.1	6.0
New Lynn	90	17.6	17.6
Massey / Westgate	35	6.8	6.8
Henderson Valley	24	4.7	4.6
Te Atatu Peninsula & South	37	7.3	7.5
Glen Eden	31	6.0	5.4
Titirangi	28	5.5	6.7
Other	34	6.7	7.4
	511	100.0	100.0

	Raw Number	Unweighted %	Weighted %
Up to 5 years	90	17.6	16.5
6–10 years	111	21.7	23.1
11-20 years	154	30.1	31
Over 20 years	156	30.6	29.4
	511	100.0	100.0

	Raw Number	Unweighted %	Weighted %
1-5	226	44.2	46.4
6-9	93	18.2	18.0
10-19	90	17.6	16.9
20 or more	102	20.0	18.7
	511	100.0	100.0

The effect of weighting is demonstrated in this selection of weighted vs. unweighted data.

Waitakere City as a place to have a business	Weighted %	Unweighted %
	[511]	[511]
Very good	24.3	22.8
Good	48.5	48.4
Fair	13.6	14.7
Poor	5.3	5.8
No opinion	8.3	8.3
	100.0	100.0

Waitakere City as a place to work	Weighted %	Unweighted %
Very good	24.6	23.4
Good	55.1	53.8
Fair	12.2	13
Poor	1.8	2.1
No opinion	6.3	7.7
	100.0	100.0

Council's supportiveness	Weighted %	Unweighted %
Very supportive	9.9	9.9
Somewhat supportive	25.3	25.1
Neither supportive nor unsupportive	16.6	14.7
Somewhat unsupportive	11.0	11.5
Very unsupportive	8.9	9.0
No opinion	28.3	29.8
	100.0	100.0

Awareness of Council Projects	Weighted %	Unweighted %
Whenuapai/ Hobsonville developments	82.2	80.4
Future development of Westgate	46.2	45.8
Town centre upgrades	54.6	52.4
Development of Henderson as City Centre	66.1	65.4
Expansion of Unitec and Central Library	55.3	55.6
Henderson Vineyard Business campus	15.9	16.0
Waitakere on-line	22.4	22.1
Rail station upgrades	59.1	60.1
Investment in and promotion of public transport	49.7	50.3
None aware of	3.9	4.5

Council's Eco-City Goals	Weighted %	Unweighted %
Very supportive	31.8	31.5
Somewhat supportive	30.1	30.9
Neither supportive nor unsupportive	9.2	9.0
Somewhat unsupportive	6.6	5.5
Very unsupportive	4.3	4.7
not sure/ no opinion	18	18.4
	100.0	100.0

Contribution to Business	Weighted %	Unweighted %
contribute significantly	9.1	9.3
contribute somewhat	16.4	17.1
have no influence	29.0	29.3
detract somewhat	7.1	5.9
detract significantly	2.1	1.8
or have you no opinion	36.3	36.6
	100.0	100.0

APPENDIX B: Questionnaire

SURVEY OF WAITAKERE BUSINESSES 2005

CHECK QUOTA

INTRODUCTION

Hello, my name is [NAME] from Waitakere City Council. We are talking to a range of different businesses in Waitakere City to get their views on what business is like in Waitakere City and on Council's support for business . A summary of the results of this survey will be published on Council's internet site.

Am I speaking with the business owner? Are you able to spend about 10 to 15 minutes talking with me about this now? The survey is confidential. Individual business names are not recorded anywhere on the questionnaire.

IF NOT AVAILABLE, OBTAIN RECONTACT TIME
RE-INTRODUCE SURVEY IF NECESSARY

This survey is confidential and should take no longer than 15 to 20 minutes. We would appreciate it if you are able to speak with us.

IF NECESSARY:

- If you have any doubts about this survey and who is conducting it please ring the person at council who is directing this survey. He is Tony Stones-Havas ph 836 8000 ext 8435
- Ideally we would like to talk to every business but this just isn't practical. So we are talking to a number of business owners selected at random.

THANK YOU FOR AGREEING TO PARTICIPATE

CODE NZSIC Classification from Contact

Manufacturing..... 1
Construction..... 2
Wholesale and Retail 3
Personal Services 4
Property and Financial Services..... 5
Health and Education..... 6
Transport and Communication 7

Q1 a) Firstly, where is your business located? *Code only one.*

Swanson/ Ranui01	Massey / Westgate 06
Lincoln/Central Park Drive..02	Henderson Valley 07
Central Henderson...03	Te Atatu Peninsula & South 08
Glendene/ Kelston.....04	Glen Eden..... 09
New Lynn05	Titirangi..... 10

Other11 (*Write here*):
.....

b) What are the main activities carried out by your business? *Probe clear answer*
(*If necessary*: For example, retail shop selling fruit and vegetables, a bank, a builder)

c) For how long has your business been in Waitakere City? *Write in*years

d) Overall, how do you find Waitakere City as a place to have a business? Is it.. *Read. Code only one in Col A*

	<u>COL A</u>	<u>COL B</u>
..Very good	1	1
..Good.....	2	2
..Fair	3*	3*
..Poor.....	4*	4*
..Or have you no opinion	5	5

e) And how is Waitakere City as a place to work? Is it.. *Read. Code only one in Col B above.*

*If any *Fair/poor coded in (d) or (e) ask: You rated [Col A/ Col B/ both] as fair/poor. For what reasons do you say this? Probe fully*

f) How satisfied are you with your businesses' access to motorways or main roads? Are you... *Read. Code only one in Col A*

	<u>COL A</u>	<u>COL B</u>
..Very satisfied.....	1	1
..Reasonably satisfied.....	2	2
..Somewhat dissatisfied	3	3
..Very Dissatisfied.....	4	4
..Not important or applicable.....	5	5

g) How satisfied are you with your businesses' access to rail services? Are you... *Read. Code only one in Col B above.*

h) Do you use the internet for your business? Yes...1 No2 → Q2a)

If YES: Do you have a high speed broadband connection? Yes...1 No2 → Q2a)

And how satisfied are you with the speed of your connection? Are You.. *Read. Code only one in Col A.*

	<u>COL A</u>	<u>COL B</u>
..Very satisfied.....	1	1
..Reasonably satisfied.....	2	2
..Somewhat dissatisfied	3	3
..Very Dissatisfied.....	4	4
..Not important or applicable.....	5	5

And how satisfied are you with the affordability of your internet connection? Are You.. *Read. Code only one in Col B above.*

Q2 a) The next few questions are about contacting Waitakere City Council and the information provided to help you. Think first about the information that Waitakere City Council provides to help local businesses like yours.

Overall, would you find getting hold of this information... *Read. Code only one*

- ..very easy1
- ..fairly easy2
- ..fairly difficult3
- ..very difficult4
- Don't read:* Not aware of any information5 → c)
- Don't read:* Don't ever need Council information6 → c)

b) How do you rate the usefulness of information available for your business from Waitakere City Council?

Read. Code only one

- ..Very good1
- ..Good.....2
- ..Fair3
- ..Poor.....4
- Don't read:* Not aware of any information5
- Don't read:* Don't ever need Council information6

c) Have you contacted Council by any of the following methods in the last 12 months? Firstly... *Read.*

Tick box for each dealt with

*For each ticked, ask: And would you say their performance was **very good, good, fair, or poor?***

Tick only one for each.

	<u>Very good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't read: DK/ No opinion</u>
<input type="checkbox"/> Main Customer Services Number	1	2	3	4	5
<input type="checkbox"/> Counter or cashier staff	1	2	3	4	5
<input type="checkbox"/> Communication by e-mail	1	2	3	4	5
<input type="checkbox"/> Visit Council website	1	2	3	4	5

Q3 a) **Now let's move on to Council support for business.**

How supportive overall do you think Waitakere City Council is of business? Do you think Council is..
Read. Code only one

- ..Very supportive 1
- ..Somewhat supportive.....2
- ..Neither supportive nor unsupportive3
- ..Somewhat unsupportive.....4
- ..Very unsupportive5
- ..Or have you no opinion6 → c)

b) For what reasons do you say this? *Probe fully*

c) Waitakere City Council supports local business through a number of different projects. Which of the following I'll read out are you aware of? *Read. Tick as many as apply in Col A*

COL A	COL B		
	<u>Positive effect</u>	<u>Negative effect</u>	<u>No difference</u>
<input type="checkbox"/> ..Future development of Whenuapai and Hobsonville air bases	1	2	3
<input type="checkbox"/> ..Future development of Massey North / Westgate	1	2	3
<input type="checkbox"/> ..Town centre upgrades	1	2	3
<input type="checkbox"/> ..Development of Henderson as the city 'centre' of Waitakere City	1	2	3
<input type="checkbox"/> ..Expansion of UNITEC and Waitakere Central Library in Henderson	1	2	3
<input type="checkbox"/> ..Henderson Vineyard Business campus	1	2	3
<input type="checkbox"/> ..Waitakere On-line	1	2	3
<input type="checkbox"/> ..Rail station upgrades	1	2	3
<input type="checkbox"/> ..Investment in and promotion of public transport throughout the Auckland Region	1	2	3
<input type="checkbox"/> Tick if none aware of			

d) *For each ticked in Col A above, ask: You mentioned [PROJECT]. Would this affect your business positively, negatively or would it make no difference? Code in COL B above.*

The next few questions are about Enterprise Waitakere and its support for business

Q4 a) Have you heard of *Enterprise Waitakere*? Yes..... 1 No 2

b) *Ask all:*

Have you heard of the following services provided by Enterprise Waitakere? *Read. Code in COL A.*

Enterprise Waitakere Initiatives	COL A Aware of	COL B Made use of	COL C Was useful
..BIZ info and training or Enterprise Training	1	1	1
..Business in the Community mentoring	2	2	2
..BNZ Waitakere Business Awards	3	3	3
..Waitakere Skills and Employment Project	4	4	4
..WestSmart Business Centre	5	5	5
..Industry support in film, marine, tourism, and organics	6	6	6
..Destination Waitakere tourism marketing	7	7	7
..Gateway	8	8	8
None	9	9	9

c) *For each one aware of, ask:* Have you made use of [service]. *Code each mention in Col B.*

d) For each used, ask: Was it useful to you? *Code in Col C.*

e) Overall, how would you rate Enterprise Waitakere's usefulness to your business? Is it...

Read. Code only one

..Very good1

..Good.....2

..Fair3

..Poor.....4

Don't read: Not aware of or used5

f) Enterprise Waitakere has been set up to help Waitakere Businesses in a number of ways. It is jointly funded by Council and Government agencies including New Zealand Trade and Enterprise, the Tertiary education Commission, and WINZ. It provides a variety of services including advice and business information, professional development, and training for employment, as well as promoting an overall image for Waitakere to attract business and investment. What kind of business support would you like to see available through Enterprise Waitakere? *Probe fully*

If necessary: If you need any further information about Enterprise Waitakere, their web address is **www.enterprisewaitakere.co.nz**

That's all for Enterprise Waitakere. Next is about businesses and the environment.

Q5 a) Firstly, how supportive are you of the Council's Eco-City goals? Are you... *Read. Code only one*

- ..Very supportive 1
- ..Somewhat supportive.....2
- ..Neither supportive nor unsupportive3 → c)
- ..Somewhat unsupportive.....4
- ..Very unsupportive5
- ..Or are you not sure what they are and so have no opinion6 → c)

b) What effect do you think the Eco-City direction has on your business? Does it... *Read. Code only one*

- ..contribute significantly 1
- ..contribute somewhat2
- ..have no influence3
- ..detract somewhat.....4
- ..detract significantly.....5
- ..or have you no opinion.....6

c) Does your business do any of the following practises I'm going to read out, in your **core** business activity?
Read. Code each mention, as many as apply.

- ..Recycling 1
- ..Waste reduction or minimisation2
- ..Toxic substance reduction3
- ..Energy efficiency measures4
- ..Water conservation measures.....5
- ..Or is there another environmental practice you do ...6

d) Council encourages some business activities to be conducted from people's homes. How much of your business activities are performed from a home address? (This includes any activity that is related to your business e.g. accounts etc.)

Write in%

That's all for business and the environment. The next few questions are about Council in general

Thinking about Council's service to businesses in Waitakere City...

Q6a) What, if anything, does Waitakere Council do particularly well, specifically to do with business?

b) What, if anything, does Waitakere City Council do particularly badly, specifically to do with business?

Q7a) Does your business have other branches in Waitakere City?

Yes 1
No 2

If YES: Finally, how many people work in your branch, including yourself (count part and full time workers)?

If NO: Finally, how many people work in your business, including yourself (count part and full time workers)

Write in

b) Of these, how many work .. *Read. Write in.*

..30 hours or more a week
..15 to 30 hours a week
..less than 15 hours a week

Edit check: Total is same as for Q7a

c) Approximately what percentage of the people, including yourself, who work in your firm live in Waitakere City?

Write in%

That's all I need to ask. Thanks very much for your participation. A summary report will be available in May, 2005 on the Waitakere City Council web site at www.waitakere.govt.nz

If you need to talk to Waitakere City Council about this survey, please call Tony Stones-Havas on 836 8000, ext 8435

THANK AND CLOSE

Interviewer Date Time

Interview duration

"I certify that this is a true and correct record of the interview as conducted by me in accordance with my instructions."

. Signed