

What Waitakere City Businesses told us

Business Connection

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Waitakere City Council's business consultation.

An opportunity to learn what businesses think about Waitakere City, conducting business in the City and the services the Council provides and supports. This information is used by City businesses, Council, Council management and staff.

CONTENTS

CONTENTS	1
Index To Survey Question Numbers.....	2
SUMMARY	1
INTRODUCTION	5
Background and Objectives	5
Analyses.....	5
Uses for the information	6
Information requirements provided.....	6
Method and Sample	7
MAIN FINDINGS	9
1. THE BUSINESSES	9
1.1 <i>What they do</i>	9
1.2 <i>Their size</i>	10
1.3 <i>Employment of Waitakere City residents</i>	11
1.4 <i>Home businesses</i>	12
1.5 <i>Location of Main Suppliers</i>	13
1.6 <i>Sales to Waitakere City Customers</i>	13
1.7 <i>Type of customers</i>	14
1.8 <i>Links within the business world</i>	15
1.9 <i>Investment and employment intentions</i>	16
2. BEING IN WAITAKERE CITY.....	17
2.1 <i>Waitakere City as a place</i>	17
2.2 <i>Eco-City and business</i>	19
3. BUSINESS LOCATIONS.....	23
3.1 <i>Where they are located</i>	23
3.2 <i>How long they have been in their location</i>	24
3.3 <i>What they think of their location</i>	25
New Lynn	28
3.4 <i>Would they like to relocate</i>	38
4. BUSINESSES AND COUNCIL	40
4.1 <i>Contact with Council</i>	40
4.2 <i>Ease of access to information from Council</i>	42
4.3 <i>Computer and internet use</i>	43
4.4 <i>Waitakere City Council's supportiveness of businesses</i>	45
4.5 <i>Improving Council's support for business</i>	47
4.6 <i>Awareness of Council Programmes</i>	48
4.7 <i>Enterprise Waitakere</i>	49
4.8 <i>How Waitakere City Compares with other Councils</i>	52
4.9 <i>What Council does well</i>	53
4.10 <i>What Council does badly</i>	54
4.11 <i>Suggestions for Council</i>	54

Index To Survey Question Numbers

Q1 b)	What are the main activities carried out by your business?	9
Q1 c)	How many people, including yourself, work in your firm/ organisation?	10
Q1 d)	Approximately what percentage of the people, including yourself, who work in your firm live in Waitakere City? 11	
Q3 e)	Council encourages some business activities to be conducted from people's homes. How much of your business activities are performed from a home address?	12
Q4 a)	Where are your main suppliers located?	13
Q4 b)	Where are the main buyers or customers of your output located?	13
Q4 c)	As far as you know, are these main buyers or customers other businesses, or retail customers?	14
Q5	From your business location in Waitakere City do you have access to other business organisations useful to your business apart from direct trading?	15
Q1 e)	With respect to your business, looking at the next 12 months, do you expect the following to increase, remain the same, or decrease?	16
	Investment in building, plant & equipment	16
	Employment	16
Q2	Overall, how do you find Waitakere City as...	17
	A place to have a business	17
	A place to work	17
	A place to live	17
Q10 a)	Are you aware of Waitakere City Council's Eco-City goals (i.e. policies that aim to improve the environment, strengthen communities, and support business and the jobs they provide people)?	19
Q10 b)	Are you supportive of the Council's Eco-City goals?	20
Q10 c)	What effect do you think the Eco-City direction adopted by Council has on your business?	21
Q1 a)	Where is your business located?	23
Q3 a)	For how long has your business been in its current location?	24
Q3 b)	How do you regard your present location as a place to do business?	25
Q3 c)	Thinking about your business location please tick the rating (very good to very poor) that best describes how you rate the following factors for your business location. If a factor is very important to your business, please tick the very important box also.	26
Q3 d)	Regarding your present location, if you had the opportunity, would you ...	38
	Prefer to stay where you are?	38
	Like to relocate within Waitakere City?	38
	Like to relocate outside Waitakere City?	38
	For the option chosen please comment on reasons	38
Q6 a)	If you have contacted Council by any of the following methods please rate how they performed. Only answer for those services you have used in the last 12 months.	40
Q6 b)	Did you have direct dealings with any of the following Council services in relation to your business in the last 12 months? If so please rate how they performed. Only answer for those services you have used.	41
Q7	How do you rate the ease of access to information you need for your business from Waitakere City Council?	42
Q8 a)	Do you have a computer that is used at least once a week?	43
Q8 b)	Does your business have access to the Internet?	43
Q8 c)	If yes, do you currently buy any products or services on the Internet?	44
Q8 d)	Regarding Council rates or other charges that you currently pay, would you consider paying them online via the Council's website?	44
Q8 e)	What sorts of services and/or information would you like to have available through the Council website?	44
Q9 b)	How supportive overall do you think Waitakere City Council is of business?	45
Q9 a)	Below are things that business people have told us are important in terms of Council improving its support for business. Please indicate what Council needs to improve, maintain or reduce.	47
	This information will be used to identify areas Council needs to focus on more. Please note improving one service may mean either greater cost and/or less of another service.	47
Q11 a)	Have you heard of the following Council programmes?	48
Q11 b)	Have you heard of Enterprise Waitakere?	49
Q11 c)	Are you aware of the activities they carry out?	50
Q11 c)	Have you used their services?	51
Q11 c)	How would you rate their usefulness?	51
Q12 a)	Overall, how does Waitakere City Council compare with other Councils in the Region?	52
Q12 b)	What, if anything, does Waitakere Council do particularly well?	53
Q12 c)	What, if anything, does Waitakere City Council do particularly badly?	54
Q12 d)	Comments and suggestions?	54

SUMMARY

Promoting sustainable business development is one of the key objectives of Waitakere City Council. Business Connection is Waitakere City Council's two yearly consultation with its business sector. It is an opportunity to learn what businesses think about Waitakere City, conducting business in the City and the services the Council provides and supports.

The 2000 Business Consultation is the fourth. The consultation provides an easy opportunity for businesses to contact Council.

Key results of the 2000 Business Connection survey follow.

1. The Businesses

- The majority of businesses are wholesale/ retailers (34%).
- Almost two-thirds (62%) of businesses have five or less people working in them.
- For a majority of businesses (58%) between 75% and 100% of their workers live in Waitakere City, this is down from 1998 (71%) and 1997 (68%).
- 23% of businesses perform 25% or more of their business activities from home (17% in 1998 and 1997).
- Suppliers tend to be located in other parts of Auckland (72%).
- Customers tend to be located mainly in Waitakere City (68%), followed by other parts of Auckland (61%).
- Customers tend to be mainly retail/ members of the public (41%).
- Businesses tend to have links with businesses like theirs (42%) and industry associations and trade organisations (41%).
- Employment and investment intentions are positive. Almost all businesses expected employment and investment to increase (28% and 30% respectively) or to remain the same (67% and 64%).

2. Being in Waitakere City

- General regard for Waitakere City as a place to have a business, a place to work and a place to live is positive.
- 78% of businesses claim they are aware or somewhat aware of Waitakere City Council's Eco-City goals (down from 84% in 1998 and 80% in 1997).
- 91% of businesses claim that they are supportive or somewhat supportive of Waitakere City Council's Eco-City goals (91% in 1998 and 92% in 1997).
- 29% say the Eco-City direction contributes significantly or somewhat (down from 40% in 1998, similar to 26% in 1997). 48% maintain the Eco-City direction has no influence on their business.
- 74% of businesses claim to undertake environmentally sustainable practices (71% in 1998 and 68% in 1997).
- The most frequently mentioned type of environmentally sustainable practices was recycling (20% of total sample)

3. Business Locations

- The most common location of businesses responding was New Lynn (20%) followed by Central Henderson (15%) and Lincoln/ Central Park Dr (14%).
- Almost a quarter of businesses (22%) have been in their current location for 0-2 years and another quarter (22%) for 3-5 years. 40% have been in their current location for ten years or more.
- Most businesses (88%) regard their present location as good or very good.
- More than two-thirds (69%) of businesses would prefer to stay in their present location.

4. Businesses and Council

- Ease of contact with Council is regarded more positively (e.g. email 70% Very Good/Good) by businesses than feedback and follow-up (54% Very Good / Good).
- Ratings of direct dealings with Council services of key significance to businesses (resource and building consents, water stormwater and sewerage, roads and footpaths) are fairly evenly split between very good/ good and fair/ poor.
- 60% of businesses find ease of access to Council information relevant to business very good (9%) or good (52%).
- Nearly all businesses (88%) claim to have a computer that is used at least once a week.
- Most businesses (83%) state they have access to the Internet.
- 29% of businesses state they currently buy products/ services on the Internet.
- 34% of businesses claim they would consider paying Council rates or other charges online.
- Just over a third of businesses (37%) state that Council is very supportive (9%) or somewhat supportive (28%). Another third (34%) state Council is neither supportive nor unsupportive.
- More than half of businesses (55%) would like Council to be more flexible with rules and regulations. Half (51%) would like faster decision making and improved traffic control/ street planning.
- Very few businesses wished Council to reduce activities they previously identified as important to support of business (more than half want more flexibility with rules and regulations, fast decision making, and traffic control/street planning while less than 3% want these efforts reduced).
- Just under half of businesses (48%) claimed awareness of Town Centre Revitalisation (down from 70% in 1998 and 1997).
- The majority of businesses (60%) reported they had heard of Enterprise Waitakere.
- Just over half (55%) of those who have heard of Enterprise Waitakere claim to be aware of their activities.
- Over a third (37%) of those aware of Enterprise Waitakere activities state they have made use of their services.
- Most businesses (71%) that have used the service state Enterprise Waitakere's usefulness is very good/ good.

- Businesses stating an opinion tend to consider Waitakere City Council compares favourably with other Councils Just over a quarter of businesses (26%) state Waitakere City Council is much better or slightly better than other Councils. Just over a third of businesses (37%) state Waitakere City Council is about the same.
- The five most frequently mentioned things Council does well are:
 - Caring for the environment (33% of those who commented¹, 7% of total sample)
 - City appearance (22%, 5%)
 - Supports/ attracts business (9%, 2%)
 - Parks/ reserves/ walkways (8%, 2%²)
 - Communication/ consultation (8%, 2%)
- The five most frequently mentioned things Council does badly are:
 - Negative Council/ Council policies (20% of those who commented³, 7% of total sample)
 - Council expenditure (15%, 5%)
 - Rates and charges (13%, 4%)
 - Resource consent/ building permits (11%, 4%)
 - Lack of support for business (10%, 3%)

¹ n=156

² Differences due to rounding

³ n=240

INTRODUCTION

Background and Objectives

Business Connection is Waitakere City Council's regular consultation with businesses in the City. Promoting sustainable business development is one of the key objectives of Waitakere City Council.

Because Business Connection is a consultation aimed to reach every business in the City, it is an opportunity for businesses to say what they think about business in Waitakere City and the services that Waitakere City Council provides and supports.

The 2000 Business Consultation is the fourth, developed from a pilot 1996 Business Consultation and the 1997 and 1998 Consultations. The 2000 Business Connection provides a simple way for business to contact the Council, provides feedback from key sectors, targets issues identified as important to business and Council and quantifies issues indicated previously.

Analyses

Business sector analyses are generally undertaken for:

- All Businesses
- 7 Business Type categories:
 - Manufacturing
 - Building and Construction
 - Wholesale, Retail Trade
 - Restaurants and Hotels
 - Property, Business and Financial Services (e.g. real estate agencies, lawyers, computer companies, management & engineering consultants, accountants, financial consultants)
 - Community, Social and Personal Services (for example, medical groups, dentists, counsellors, churches, hairdressers, laundromats)
 - Other (which includes cultural and recreational services, government administration and defence, transport and storage, education and agriculture)
- Business size (as expressed by equivalent full time employees)
- Location within Waitakere City

Other analyses are undertaken depending on relevance. For example, the question relating to the overall supportiveness of WCC in relation to business has been looked at with regard to business perception of the initial ease of contact with Council and feedback and follow-up. Similarly access to internet was examined in relation to the percentage of business activities performed from home.

Uses for the information

Waitakere City Council uses the information to:

- Develop policy and strategy to support sustainable business
- Identify service improvements
- Provide businesses with a chance to contact Council and get information or action
- Help establish priorities for following years planning and budgeting
- Monitor performance and report results in Council's Annual Report

Information requirements provided

Information requirements provided for Council by this study are:

- Assessing what Waitakere City is like to have a business in, to do business in and to live in.
- Assessing investment and employment intentions.
- Gauging attitudes to current locations for conducting business and assessing factors affecting the conduct of business in the various locations, particularly those Council can influence.
- The level of awareness and support for Eco-City goals.
- Investigating the extent of linkages between the businesses, their suppliers and their markets within Waitakere City and external to it.
- Assessing awareness of Waitakere Enterprises and its activities and, for those having used their services, their rating of usefulness.
- Seeing how Waitakere City Council compares overall with other Councils in the region in the eyes of businesses.
- For those having had direct contact with Council, which services were used and their assessment of the performance of those services.
- Assessing the level of support which Council is perceived to give to business in the City.
- Measuring awareness of various Council initiatives in business development.
- Assessing the level of participation in environmentally sustainable business practices.

Method and Sample

This mail survey, using a self-completion questionnaire was sent to businesses in late November 2000. The survey was delivered to all 5,988 postal addresses in Waitakere City identified by New Zealand Post as business addresses. Replies were accepted to 18th January 2001. 719 surveys were returned by businesses.

New Zealand Posts distribution was based on a single delivery to all business mailing addresses. Statistics New Zealand 2000 figures for Economically Significant Enterprises (>\$30,000 GST expenses or sales or in an GST exempt industry) indicate 11,675 ESE's. This is nearly twice the number of businesses in known commercial data bases. There are a greater proportion of Business Connection respondents with larger businesses >50 Full Time Equivalents FTE (5% compared to 1%) and smaller proportion of small business up to 5 FTE (62% compared to 88%) compared to the Statistics New Zealand data. The small company difference may be partly due to single addresses associated with owners of multiple G.S.T. registered companies.

Businesses surveyed in the business survey are trading companies, all size ranges and all sectors of the economy, and non profit organizations such as schools and churches.

Data entry was performed by an independent company, CI New Zealand Limited. The data was independently checked in-house using analysis software that detects discrepancies from expected ranges of values and format. Service Development then undertook analysis and commentary.

When looking at the results bear in mind that:

- Results are usually based on those who answered a question thus the base number will vary.
- In some cases columns will not add up to 100% due to rounding discrepancies.
- Trend data has been provided where possible. Where it has not been reported the questions are either new or too different to be of value.

This report is the result of a Council commitment to keep in touch with business and a willingness of businesses to take the time to reply. This report is considered by Council, the Senior Management Group, and staff and managers. It will also be available for businesses and others interested on Council's web site, www.waitakere.govt.nz.

The variety of information is considerable, the result of a range of Council and business interests. We recommend looking through carefully to find what is most useful for you, and hope this introduction encourages you to do that.

MAIN FINDINGS

1. THE BUSINESSES

1.1 What they do

Q1 b) *What are the main activities carried out by your business?*

The majority of businesses are wholesale/ retailers (34%).

Main business activity	Sample: gave activity	
	2000 (690) %	1998 (612) %
Manufacturing	16	20
Building/ Construction	10	7
Wholesale/ retail	34	
Restaurants/ hotels ⁴	3	35
Property/ business/ financial services	18	11
Community/ social/ personal services	11	21
Other	11	5

⁴ In 1998 Retail/ Wholesale and Restaurants/ Hotels were combined

1.2 Their size

Q1 c) *How many people, including yourself, work in your firm/ organisation?*

Almost two-thirds (62%) of businesses have five or less people working in them.

Number of people working in the business			
Sample: Answered question			
2000		1998	
Number of people	(713) %	Number of people	(578) %
1	12		
2	19	1-2	32
3-5	31	3-5	29
6-10	19		
11-20	10	6-20	25
21-49	6	21-49	10
50-99	3	50-99	1
100+	2	100+	2

1.3 Employment of Waitakere City residents

Q1 d) *Approximately what percentage of the people, including yourself, who work in your firm live in Waitakere City?*

For a majority of businesses (58%) between 75% and 100% of their workers live in Waitakere City, this is down from 1998 (71%) and 1997 (68%).

Percent of employees living in Waitakere City			
	Sample: Answered question		
	2000 (710) %	1998 (500) %	1997 (480) %
None	5	2	5
Under 25%	11	3	4
25%-49%	7	5	5
50%-74%	19	19	18
75%-100%	58	71	68

Businesses *less* likely to have Waitakere City residents working in them are:

- Located in Te Atatu Peninsula and South (10%)

Businesses *more* likely to have Waitakere City residents working in them are:

- Located in Glendene/ Kelston (93% have between 25% and 100% of their staff living in Waitakere City compared with 84% overall)

1.4 Home businesses

Q3 e) Council encourages some business activities to be conducted from people's homes. How much of your business activities are performed from a home address?

23% of businesses perform 25% or more of their business activities from home (an increase from 17% in 1998 and 1997).

Business activities performed from home	Sample: Answered question			
	2000 (707) %	1988 (604) %	1997 (516) %	
None at all	45	55		56
Under 25%	33	28		28
25% - 74%	8	7		5
75% - 99%	4	3	75% - 100%	11
100%	11	7		

Businesses more likely not to perform business activities from home are:

- Manufacturing (59% none at all compared with 45% overall)
- Wholesale/ retail (55%)
- Located in:
 - Lincoln/ Central Park Dr (60%)
 - Glendene/ Kelston (56%)
 - New Lynn (54%)
 - Henderson Valley (51%)

Businesses who perform activities from home are more likely to be Property/ Business/ Financial service businesses. 40% state they perform between 25% and 100% of their business activities from home compared with 22% overall. They are also more likely to be located in:

- Titirangi (56% perform between 25% and 100% of their business activities at home compared with 22% overall)
- Massey/ Westgate (43%)
- Te Atatu Peninsula and South (33%)
- Swanson/ Ranui (32%)

1.5 Location of Main Suppliers

Q4 a) *Where are your main suppliers located?*

Suppliers tend to be located in other parts of Auckland (72%).

Main suppliers located ⁵	Sample: Gave location (691) %
In Waitakere City	41
In other parts of Auckland	72
In other parts of New Zealand	22
Overseas	18

1.6 Sales to Waitakere City Customers

Q4 b) *Where are the main buyers or customers of your output located?*

Customers tend to be located mainly in Waitakere City (68%), followed by other parts of Auckland (61%).

Main buyers or customers located ⁶	Sample: Gave location (710) %
In Waitakere City	68
In other parts of Auckland	61
In other parts of New Zealand	29
Overseas	12

⁵ Businesses were able to tick more than one option

⁶ Businesses were able to tick more than one option

1.7 Type of customers

Q4 c) *As far as you know, are these main buyers or customers other businesses, or retail customers?*

Customers tend to be mainly retail/ members of the public (41%).

Main buyers or customers are	Sample: Answered question (688) %
Mainly other businesses	31
Mainly retail customers/ members of the public	41
Both	29

1.8 Links within the business world

Q5 *From your business location in Waitakere City do you have access to other business organisations useful to your business apart from direct trading?*

Businesses tend to have links with businesses like theirs (47% of businesses stating links) and industry associations and trade organisations (46%).

Since 1997 there has been a decline in links with industry associations and trade organisations.

Business links ⁷	Sample: Stated Links	
	2000 (645) %	1997 (414) %
Industry Associations and trade organisations	46	69
Universities/ Technical Institutes/ Trade Schools	21	34
Central or local government departments	22	NA
Business consultants/ training companies	21	28
Other businesses like yours	47	57
Other	30	NA

⁷ Businesses were able to tick more than one option

1.9 Investment and employment intentions

Q1 e) *With respect to your business, looking at the next 12 months, do you expect the following to increase, remain the same, or decrease?*
Investment in building, plant & equipment
Employment

Waitakere City businesses have stated positive employment and investment intentions in 1997, 1998 and 2000.

In 2000, almost all expect employment to be maintained (67%) or increase (28%).

Expect employment in next 12 months to	Sample: Answered question		
	2000 (713) %	1998 (596) %	1997 (506) %
Increase	28	23	30
Same	67	66	59
Decrease	5	11	11

Almost all businesses expect investment to be maintained (64%) or increase (30%).

Expect investment in building/ plant/ equipment in next 12 months to	Sample: Answered question		
	2000 (679) %	1998 (597) %	1997 (510) %
Increase	30	31	39
Same	64	59	53
Decrease	6	10	8

2. BEING IN WAITAKERE CITY

2.1 Waitakere City as a place

Q2 Overall, how do you find Waitakere City as...
 A place to have a business
 A place to work
 A place to live

General regard for Waitakere City as a place to have a business, a place to work and a place to live is positive.

Although, as can be seen from the table below, it is slightly less positive than in previous years.

Waitakere City as a ...

	2000		1998		1997	
	Very good %	Total positive Very good + good %	Very good %	Total positive Very good + good %	Very good %	Total positive Very good + good %
Place to have a business	17	67	21	73	17	70
Place to work	20	75	25	81	21	75
Place to live	31	77	35	78	29	73

The following table shows the areas of Waitakere City which businesses there regard *most* positively and *least* positively as a place to have a business, live and work.

	2000	1998	1997
Waitakere City as a place to have a business	<p><i>Highest</i> total positive (very good/ good):</p> <ul style="list-style-type: none"> ➤ Lincoln/ Central Park Dr (75%) ➤ Titirangi (82%) <p><i>Lowest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Swanson/ Ranui (59%) 	<p><i>Highest</i> total positive (very good/ good):</p> <ul style="list-style-type: none"> ➤ Glendene/Kelston (92%) ➤ Titirangi (82%) ➤ Lincoln/ Central Park Drive (80%) <p><i>Lowest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Glen Eden (60%) ➤ Te Atatu (67%) ➤ Central Henderson (67%) 	<p><i>Highest</i> total positive (very good/ good):</p> <ul style="list-style-type: none"> ➤ Lincoln/ Central Park Drive (84%) ➤ Swanson and Ranui (84%) ➤ Titirangi (82%) <p><i>Lowest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Glen Eden (57%)
Waitakere City as a place to work	<p><i>Highest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Titirangi (84%) ➤ Lincoln/ Central Park Dr (81%) <p><i>Lowest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Te Atatu Peninsula & South (64%) 	<p><i>Highest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Glendene/Kelston (94%) ➤ Titirangi (91%) ➤ Lincoln/ Central Park Drive (89%) <p><i>Lowest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Glen Eden (71%) ➤ Central Henderson (76%) ➤ New Lynn (76%) 	<p><i>Highest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Lincoln/ Central Park Drive (85%) ➤ Swanson and Ranui (81%) ➤ Titirangi (81%) <p><i>Lowest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Massey (57%) ➤ Glendene/ Kelston (60%)
Waitakere City as a place to live	<p><i>Highest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Titirangi (91%) ➤ Glen Eden (86%) ➤ Central Henderson (84%) <p><i>Lowest</i> total positive:</p> <ul style="list-style-type: none"> ➤ New Lynn (66%) 	<p><i>Highest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Titirangi (97%) ➤ Massey/Westgate (88%) ➤ Swanson/Ranui (86%) <p><i>Lowest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Te Atatu (65%) ➤ Glen Eden (72%) 	<p><i>Highest</i> total positive:</p> <ul style="list-style-type: none"> ➤ Titirangi (95%) ➤ New Lynn (76%) ➤ Lincoln/ Central Park Drive (73%)

2.2 Eco-City and business

Awareness of Eco-City goals

Q10 a) *Are you aware of Waitakere City Council's Eco-City goals (i.e. policies that aim to improve the environment, strengthen communities, and support business and the jobs they provide people)?*

78% of businesses claim they are aware or somewhat aware of Waitakere City Council's Eco-City goals (down from 84% in 1998 and 80% in 1997).

Aware of WCC's Eco-City goals	Sample: Answered question		
	2000 (694) %	1998 (603) %	1997 (505) %
Yes	34	45	42
Somewhat	44	39	38
No	22	16	21

Businesses *more* likely to be aware of Waitakere City Council's Eco-City goals:

- Perceive Council as very supportive in relation to business (67% aware of Eco City goals compared with 34% overall aware)
- Are located in Te Atatu Peninsula and South (49% aware)
- Are Community/ Social/ Personal Services businesses (43%)

Businesses *less* likely to be aware of Waitakere City Council's Eco-City goals:

- Perceive Council as neither supportive nor unsupportive in relation to business (25% compared with 34% overall)
- Are located in New Lynn (27%)
- Are wholesale/ retail businesses (27%)

Supportiveness of Eco-City goals

Q10 b) Are you supportive of the Council's Eco-City goals?

91% of businesses claim that they are supportive or somewhat supportive of Waitakere City Council's Eco-City goals (91% in 1998 and 92% in 1997).

Supportive of WCC's Eco-City goals	Sample: Answered question		
	2000 (626) %	1998 (561) %	1997 (473) %
Yes	44	46	47
Somewhat	47	45	45
No	9	9	9

Businesses *more* likely to be supportive of Waitakere City Council's Eco-City goals are:

- Located in:
 - Te Atatu Peninsula and South (60% compared with 44% overall)
 - Swanson/ Ranui (58%)
 - Glendene/ Kelston (50%)
- Community/ Social/ Personal services businesses (56%)

Businesses *less* likely to be supportive of Waitakere City Council's Eco-City goals are:

- Located in:
 - Glen Eden (35% compared with 44% overall)
 - New Lynn (38%)
- Building and Construction businesses (37%)
- Property/ Business/ Financial services businesses (38%)

Contribution of Eco-City direction to businesses

Q10 c) What effect do you think the Eco-City direction adopted by Council has on your business? ⁸

29% say the Eco-City direction contributes significantly or somewhat (down from 40% in 1998, similar to 26% in 1997). 48% maintain the Eco-City direction has no influence on their business.

Effect of Eco-City on business	Sample: Answered question		Total sample
	2000 (666) %	1998 (591) %	1997 (522) %
It contributes significantly	6	7	5
It contributes somewhat	23	33	21
It has no influence	48	44	47
It detracts somewhat	4	6	4
It detracts significantly	3	2	3
No opinion	16	8	21 ⁹
It contributes significantly/ somewhat	29	40	26
It detracts somewhat/ significantly	7	8	7

Eco-City contributes significantly/ somewhat

Businesses are *more* likely to say Eco-City contributes significantly/ somewhat if they are:

- Community/ Social/ Personal services businesses (49%)
- “Other” businesses (37%)
- Businesses who rate WCC in relation to business as:
 - Very supportive (63%)
 - Somewhat supportive (44%)

⁸ In 1998 the question was “What effect do you think the eco city direction has on your business?”

⁹ Includes those who did not answer the question

Eco-City detracts somewhat/ significantly

Businesses are *more* likely to say Eco-City detracts somewhat/ significantly if they are:

- Located in Swanson/ Ranui (19%¹⁰ compared with 7% overall)
- Indicate they would like to relocate outside Waitakere City (17%)
- Businesses who rate WCC in relation to business as:
 - Somewhat unsupportive (21%)
 - Very unsupportive (16%)
- Businesses who expect in the next 12 months
 - Employment to decrease (18%)
 - Investment in building/ plant/ equipment to decrease (19%)

Participation in environmentally sustainable practices

Q10 d) Does your business use or undertake any environmentally sustainable practices in your core business activity?
Write any examples here ...

74% of businesses claim to undertake environmentally sustainable practices (71% in 1998 and 68% in 1997).

The most frequently mentioned practice was recycling, as follows:

- Unspecified material (32% of those who gave an example¹¹, 8% of total sample)
- Organic material (25%)
- Inorganic material (12%)
- Hazardous material (5%)
- Food waste (3%)
- Recycling business/education (4%)

Numerous other practices were described at lower levels of mention.

¹⁰ Indicative only due to low base number

¹¹ n=179

3. BUSINESS LOCATIONS

3.1 Where they are located

Q1 a) *Where is your business located?*

The most frequent location of businesses responding is New Lynn (20%) followed by Central Henderson (15%) and Lincoln/ Central Park Dr (14%).

Business Location	Sample: Gave location (718) %
New Lynn	20
Central Henderson	15
Lincoln/ Central Park Dr	14
Te Atatu Peninsula and South	9
Glen Eden	7
Other	7
Henderson Valley	6
Glendene/ Kelston	6
Titirangi	6
Swanson/ Ranui	5
Massey/ Westgate	5

3.2 How long they have been in their location

Q3 a) For how long has your business been in its current location?

Almost a quarter of businesses (22%) have been in their current location for 0-2 years and another quarter (22%) for 3-5 years. 40% have been in their current location for ten years or more.

Been in present location for	Sample: Answered question		
	2000 (716) %	1998 (610) %	1997 (522) %
0-2 years	22	12	10
3-5 years	22	19	18
6-9 years	17	20	22
10 years or more	40	49	50

Businesses of shortest duration in current location (0-2 years) are in:

- Massey/ Westgate (38% compared with 22% overall)
- Te Atatu Peninsula & South (29%)

Businesses in current location for 0-5 years are in:

- Lincoln/ Central Park Dr (53% compared with 44%)
- Central Henderson (52%)

Businesses of longest duration in current location (10 years or more) are in:

- Swanson/ Ranui (54%)
- Glen Eden (49%)
- Massey/ Westgate (46%)

3.3 What they think of their location

Q3 b) How do you regard your present location as a place to do business?

Most businesses (88%) regard their present location as good or very good.

Present location is	Sample: Rated location		
	2000 (700) %	1998 (583) %	1997 (517) %
Very good	25	25	27
Good	63	60	59
Poor	10	13	11
Very poor	3	2	3
Very good/ good	88	85	86
Poor/ very poor	12	15	14

Positive regard is *highest* for:

- Lincoln/ Central Park Dr (95%)
- Titirangi (95%)

Positive regard is *lowest* for Glendene/ Kelston (75%).

The following table shows how businesses rate their own business location.

Glen Eden businesses rate their location more positively than in 1987 (83% 2000, 73% 1998).

With the separation of Central Henderson and Henderson Valley location categories in 2000, the positive rating of Central Henderson has also increased (89% 2000, 79% 1998).

Massey/ Westgate and Glendene/ Kelston businesses rate their location less positively than in 1998.

Regard present location as a place to do business

	2000		1988	
	Good/ Very good %	Poor/ Very poor %	Good/ Very good %	Poor/ Very poor %
Lincoln/Central Park Drive	95	5	94	6
Titirangi	95	5	91	9
New Lynn	89	11	89	12
Central Henderson ¹²	89	11	79	21
Te Atatu Peninsula & South	87	13	84	16
Swanson/ Ranui	86	14	86	14
Massey/Westgate	85	15	95	5
Glen Eden	83	17	73	27
Henderson Valley	82	18	Not asked	Not asked
Glendene/ Kelston	75	25	83	17

Q3 c) *Thinking about your business location please tick the rating (very good to very poor) that best describes how you rate the following factors for your business location. If a factor is very important to your business, please tick the very important box also.*

The following factors were the ones most frequently rated very good or good. Note that these ratings of the factors are ratings of their presence or absence not the importance of that factor.

- Proximity to where staff live (92% very good/ good)
- Current business premises (86%)
- Access to motorway or main road (83%)
- Proximity to where I live (83%)
- Closeness to bus stop (82%)

The following factors were the ones *most* frequently rated poor or very poor:

- Foot traffic volume (57% poor/ very poor)
- Visibility (35%)
- Access to rail services (35%)

¹² In 2000 a further Henderson location was added "Henderson Valley"

The following ratings of factors for business location are in order of importance.

Ratings of factors for business location

	Very Important %	2000		1998	
		Very good/ good %	Poor/ Very poor %	Very good/ good %	Poor/ Very poor %
Visibility	18	65	35	65	35
Availability of parking	15	77	23	74	27
Access to motorway or main road ¹³	14	83	18	81	19
Amount of rent or land price	14	74	26	71	29
Vehicle traffic volume	13	74	26		
Freedom from graffiti ¹⁴	12	71	29	68	32
Pleasantness of surroundings	11	77	23	78	22
Foot traffic volume ¹⁵	11	43	57		
Proximity to supplier	10	75	25	78	22
Proximity to where I live	8	83	17	87	13
Current business premises	8	86	15		
Proximity to where staff live	7	92	8	94	6
Proximity to main shops	7	76	24	84	16
Closeness to bus stop	4	82	18	84	16
Access to rail services ¹⁶	3	66	35	65	36

41% of 34 businesses also claimed 'other factors' were important.

¹³ In 1998 the phrase used was 'closeness to motorway or main road'

¹⁴ In 1998 the phrase used was 'lack of graffiti'

¹⁵ In 2000 'traffic volume' was split into 'foot traffic volume' and 'vehicle traffic volume'

¹⁶ In 1998 the phrase used was 'closeness to rail services'

Factors for different business locations

The rating of factors by businesses differs depending on their location, as shown in the following table.

New Lynn	Positive regard "Good"/ "Very good" (ratings >75%) %	Negative regard "Poor"/ "Very poor" (ratings >25%) %	Very Important rating %
	Business Visibility (78%)	Foot traffic volume (46%)	Business visibility (23%)
	Proximity to supplier (76%)	Amount of rent or land price (38%)	Proximity to supplier (12%)
	Vehicle traffic volume (86%)	Pleasantness of surroundings (27%)	Vehicle traffic volume (14%)
	Proximity to main shops (92%)	Freedom from graffiti (44%)	Foot traffic volume (12%)
	Proximity to where I live (80%)		Proximity to main shops (9%)
	Proximity to where staff live (92%)		Proximity to where I live (4%)
	Current business premises (85%)		Proximity to where staff live (5%)
	Access to motorway or main road (88%)		Amount of rent or land price (15%)
	Access to rail services (93%)		Current business premises (8%)
	Closeness to bus stop (92%)		Pleasantness of surroundings (8%)
			Freedom from graffiti (11%)
			Availability of parking (13%)
			Access to motorway /main road (8%)
			Access to rail services (7%)
			Closeness to bus stop (7%)

Henderson Valley	Positive regard (ratings >75%) "Good"/ "Very good" %	Negative regard (ratings >25%) "Poor"/ "Very poor" %	Very Important rating %
	Proximity to main shops (71%)	Business Visibility (45%)	Business visibility (18%)
	Proximity to where I live (86%)	Vehicle traffic volume (41%)	Vehicle traffic volume (7%)
	Proximity to where staff live (90%)	Foot traffic volume (61%)	Foot traffic volume (5%)
	Amount of rent or land price (86%)	Pleasantness of surroundings (37%)	Proximity to main shops (4%)
	Current business premises (96%)	Freedom from graffiti (36%)	Proximity to where I live (11%)
	Availability of parking (78%)	Access to motorway or main road (33%)	Proximity to where staff live (10%)
	Access to rail services (91%)		Amount of rent or land price (25%)
	Closeness to bus stop (77%)		Current business premises (9%)
			Pleasantness of surroundings (13%)
			Freedom from graffiti (11%)
			Availability of parking (15%)
			Access to motorway /main road (15%)
			Access to rail services (4%)
			Closeness to bus stop (5%)

Central Henderson	Positive regard (ratings >75%) "Good"/ "Very good" %	Negative regard (ratings >25%) "Poor"/ "Very poor" %	Very Important rating %
	Proximity to main shops (88%)	Business Visibility (30%)	Business visibility (26%)
	Proximity to where I live (80%)	Proximity to supplier (26%)	Proximity to supplier (7%)
	Proximity to where staff live (94%)	Vehicle traffic volume (26%)	Vehicle traffic volume (16%)
	Current business premises (77%)	Foot traffic volume (57%)	Foot traffic volume (18%)
	Access to motorway or main road (81%)	Amount of rent or land price (28%)	Proximity to main shops (13%)
	Access to rail services (91%)	Pleasantness of surroundings (36%)	Proximity to where I live (9%)
	Closeness to bus stop (89%)	Freedom from graffiti (32%)	Proximity to where staff live (10%)
		Availability of parking (29%)	Amount of rent or land price (16%)
			Current business premises (12%)
			Pleasantness of surroundings (14%)
			Freedom from graffiti (10%)
			Availability of parking (22%)
			Access to motorway /main road (9%)
			Access to rail services (3%)
			Closeness to bus stop (5%)

Lincoln/ Central Park Drive	Positive regard (ratings >75%) "Good"/ "Very good" %	Negative regard (ratings >25%) "Poor"/ "Very poor" %	Very Important rating %
	Proximity to supplier (77%)	Business Visibility (39%)	Proximity to supplier (4%)
	Vehicle traffic volume (79%)	Foot traffic volume (67%)	Business visibility (14%)
	Proximity to where I live (82%)	Proximity to main shops (35%)	Vehicle traffic volume (13%)
	Proximity to where staff live (92%)	Amount of rent or land price (28%)	Foot traffic volume (9%)
	Current business premises (93%)	Access to rail services (58%)	Proximity to main shops (2%)
	Pleasantness of surroundings (80%)	Closeness to bus stop (36%)	Proximity to where I live (13%)
	Freedom from graffiti (84%)		Proximity to where staff live (12%)
	Availability of parking (79%)		Amount of rent or land price (11%)
	Access to motorway or main road (96%)		Current business premises (5%)
			Pleasantness of surroundings (11%)
			Freedom from graffiti (15%)
			Availability of parking (18%)
			Access to motorway /main road (26%)
			Access to rail services (0%)
			Closeness to bus stop (1%)

Glen Eden	Positive regard (ratings >75%) "Good"/ "Very good" %	Negative regard (ratings >25%) "Poor"/ "Very poor" %	Very Important rating %
	Proximity to supplier (76%)	Business Visibility (39%)	Proximity to supplier (5%)
	Proximity to main shops (76%)	Vehicle traffic volume (26%)	Business visibility (12%)
	Proximity to where I live (77%)	Foot traffic volume (60%)	Vehicle traffic volume (14%)
	Proximity to where staff live (85%)	Freedom from graffiti (43%)	Foot traffic volume (8%)
	Amount of rent or land price (85%)	Availability of parking (35%)	Proximity to main shops (2%)
	Current business premises (85%)	Access to motorway or main road (39%)	Proximity to where I live (2%)
	Pleasantness of surroundings (78%)		Proximity to where staff live (0%)
	Access to rail services (86%)		Amount of rent or land price (15%)
	Closeness to bus stop (84%)		Current business premises (2%)
			Pleasantness of surroundings (7%)
			Freedom from graffiti (11%)
			Availability of parking (8%)
			Access to motorway /main road (0%)
			Access to rail services (0%)
			Closeness to bus stop (4%)

Massey/ Westgate	Positive regard (ratings >75%) “Good”/ “Very good” %	Negative regard (ratings >25%) “Poor”/ “Very poor” %	Very Important rating %
	Proximity to supplier (82%)	Business Visibility (27%)	Proximity to supplier (12%)
	Proximity to main shops (83%)	Vehicle traffic volume (27%)	Business visibility (12%)
	Proximity to where I live (89%)	Foot traffic volume (50%)	Vehicle traffic volume (15%)
	Proximity to where staff live (94%)	Access to rail services (71%)	Foot traffic volume (6%)
	Amount of rent or land price (78%)		Proximity to main shops (6%)
	Current business premises (94%)		Proximity to where I live (6%)
	Pleasantness of surroundings (83%)		Proximity to where staff live (6%)
	Freedom from graffiti (86%)		Amount of rent or land price (13%)
	Availability of parking (86%)		Current business premises (9%)
	Access to motorway or main road (97%)		Pleasantness of surroundings (8%)
	Closeness to bus stop (84%)		Freedom from graffiti (11%)
			Availability of parking (11%)
			Access to motorway /main road (12%)
			Access to rail services (4%)
			Closeness to bus stop (3%)

Te Atatu Peninsula & South	Positive regard (ratings >75%) "Good"/ "Very good" %	Negative regard (ratings >25%) "Poor"/ "Very poor" %	Very Important rating %
	Proximity to supplier (83%)	Business Visibility (26%)	Proximity to supplier (15%)
	Proximity to main shops (84%)	Vehicle traffic volume (26%)	Business visibility (17%)
	Proximity to where I live (88%)	Foot traffic volume (53%)	Vehicle traffic volume (12%)
	Proximity to where staff live (89%)	Freedom from graffiti (27%)	Foot traffic volume (20%)
	Current business premises (78%)	Access to rail services (79%)	Proximity to main shops (13%)
	Pleasantness of surroundings (83%)		Proximity to where I live (5%)
	Availability of parking (90%)		Amount of rent or land price (12%)
	Access to motorway or main road (95%)		Current business premises (8%)
	Closeness to bus stop (93%)		Pleasantness of surroundings (16%)
			Freedom from graffiti (20%)
			Availability of parking (20%)
			Access to motorway /main road (19%)
			Access to rail services (2%)
			Closeness to bus stop (2%)

Glendene/ Kelston	Positive regard (ratings >75%) "Good"/ "Very good" %	Negative regard ratings >25%) "Poor"/ "Very poor" %	Very Important rating %
	Proximity to where I live (90%)	Business Visibility (60%)	Business visibility (20%)
	Proximity to where staff live (95%)	Proximity to supplier (31%)	Proximity to supplier (8%)
	Amount of rent or land price (82%)	Vehicle traffic volume (33%)	Vehicle traffic volume (11%)
	Current business premises (76%)	Foot traffic volume (65%)	Foot traffic volume (8%)
	Freedom from graffiti (76%)	Proximity to main shops (45%)	Proximity to main shops (8%)
	Closeness to bus stop (81%)	Pleasantness of surroundings (32%)	Proximity to where I live (8%)
		Availability of parking (26%)	Proximity to where staff live (11%)
		Access to motorway or main road (31%)	Amount of rent or land price (16%)
		Access to rail services (69%)	Current business premises (19%)
			Pleasantness of surroundings (11%)
			Freedom from graffiti (18%)
			Availability of parking (13%)
			Access to motorway /main road (31%)
			Access to rail services (0%)
			Closeness to bus stop (5%)

Swanson/ Ranui	Positive regard (ratings >75%) "Good"/ "Very good" %	Negative regard (ratings >25%) "Poor"/ "Very poor" %	Very Important rating %
	Proximity to where I live (74%)	Business Visibility (44%)	Business visibility (13%)
	Proximity to where staff live (93%)	Proximity to supplier (29%)	Proximity to supplier (6%)
	Amount of rent or land price (84%)	Vehicle traffic volume (34%)	Vehicle traffic volume (13%)
	Current business premises (91%)	Foot traffic volume (61%)	Foot traffic volume (10%)
	Pleasantness of surroundings (82%)	Proximity to main shops (52%)	Proximity to main shops (6%)
	Availability of parking (82%)	Freedom from graffiti (29%)	Proximity to where I live (12%)
	Access to motorway or main road (83%)		Proximity to where staff live (7%)
	Access to rail services (82%)		Amount of rent or land price (13%)
	Closeness to bus stop (85%)		Current business premises (3%)
			Pleasantness of surroundings (0%)
			Freedom from graffiti (6%)
			Availability of parking (9%)
			Access to motorway /main road (11%)
			Access to rail services (3%)
			Closeness to bus stop (6%)

Titirangi	Positive regard (ratings >75%) "Good"/ "Very good" %	Negative regard (ratings >25%) "Poor"/ "Very poor" %	Very Important rating %
	Proximity to main shops (77%)	Business Visibility (45%)	Business visibility (13%)
	Proximity to where I live (94%)	Proximity to supplier (31%)	Proximity to supplier (19%)
	Proximity to where staff live (93%)	Vehicle traffic volume (33%)	Vehicle traffic volume (10%)
	Amount of rent or land price (79%)	Foot traffic volume (50%)	Foot traffic volume (13%)
	Current business premises (83%)	Availability of parking (27%)	Proximity to main shops (0%)
	Pleasantness of surroundings (95%)	Access to motorway or main road (28%)	Proximity to where I live (17%)
	Freedom from graffiti (82%)	Access to rail services (57%)	Proximity to where staff live (3%)
	Closeness to bus stop (82%)		Amount of rent or land price (9%)
			Current business premises (9%)
			Pleasantness of surroundings (21%)
			Freedom from graffiti (13%)
			Availability of parking (22%)
			Access to motorway /main road (13%)
			Access to rail services (3%)
			Closeness to bus stop (3%)

3.4 Would they like to relocate

Q3 d) *Regarding your present location, if you had the opportunity, would you ...*
Prefer to stay where you are?
Like to relocate within Waitakere City?
Like to relocate outside Waitakere City?
For the option chosen please comment on reasons

More than two-thirds (69%) of businesses would prefer to stay in their present location.

Regarding present location would... ¹⁷	Sample: Answered question		
	2000 (703) %	1998 (601) %	1997 (501) %
Prefer to stay where I am	69	65	68
Like to relocate in Waitakere City	18	11	15
Like to relocate outside Waitakere City	13	9	10
Maybe	Not asked	15	7

Staying in present location

The majority (69%) of businesses would prefer to stay in their present location. This is *highest* for businesses located in:

- Massey/ Westgate (82% compared with 69% overall)
- Titirangi (79%)

This is *lowest* for businesses that are:

- Located in:
 - Henderson Valley (53%)
 - Glendene/ Kelston (61%)
 - Glen Eden (62%)
- Manufacturing businesses (59%)
- Businesses that expect their investment in building/ plant/ equipment in the next 12 months to decrease (46%)

Reasons given for staying in their present location were:

- Good location/ suits us (14% of those who gave a reason¹⁸, 7% of total sample)
- Close to customers/ established (12%, 6%)

¹⁷ Questions asked in 1998 and 1997 were phrased slightly differently

¹⁸ n=353

Relocating within Waitakere City

Businesses considering relocating within Waitakere City are *more* likely to be:

- Located in:
 - Glendene/ Kelston (29% compared with 18% overall)
 - Glen Eden (26%)
- Expecting to grow in the next 12 months:
 - employment to increase (25%)
 - investment in building/ plant/ equipment to increase (24%)

Reasons for relocating within Waitakere City included:

- Would like bigger premises (6% of those who gave a reason¹⁹, 3% of total sample)
- Better visibility/ more foot traffic (6%, 3%)

Relocating outside Waitakere City

Businesses considering relocating outside Waitakere City are *more* likely to be:

- Located in:
 - Henderson Valley (25% compared with 13% overall)
 - Te Atatu Peninsula & South (21%)
- Expecting to shrink in the next 12 months:
 - Investment in building/ plant/ equipment to decrease (37%)
 - Employment to decrease (24%)

Reasons for relocation outside Waitakere City included:

- Rates and charges too high/ no value for money (5% of those who gave a reason²⁰, 2% of total sample)
- Closer to clients/ more affluent clients (4%, 2%)

¹⁹ n=353

²⁰ n=353

4. BUSINESSES AND COUNCIL

4.1 Contact with Council

Q6 a) *If you have contacted Council by any of the following methods please rate how they performed. Only answer for those services you have used in the last 12 months.*

Ease of contact with Council is regarded more positively by businesses (e.g. email 70% Very Good/Good) than feedback and follow-up (54% Very Good / Good).

Contact with Council	Sample: Gave Rating					Number who gave rating
	Very good/good %	Very good %	Good %	Fair %	Poor %	
<i>Phoned customer services</i>						
• Initial ease of contact	65	18	48	21	14	406
• Feedback and follow-up	51	12	39	24	26	361
<i>Seen counter or cashier staff at Civic Centre and/or New Lynn</i>						
• Ease of contact	75	21	54	18	7	267
• Feedback and follow-up	65	13	52	22	13	212
<i>Sent an e-mail to info@waitakere.govt.nz</i>						
• Ease of contact	70	28	42	16	14	71
• Feedback and follow-up	54	24	30	27	19	63
<i>Visited the Council website</i>						
• Ease of finding the site	71	25	46	21	8	63
• Finding the information you want	56	16	40	31	13	75

Q6 b) *Did you have direct dealings with any of the following Council services in relation to your business in the last 12 months? If so please rate how they performed. Only answer for those services you have used.*

Ratings are fairly evenly split between very good/ good and fair/ poor.

Performance of Council services	Sample: Gave Rating					Number who gave rating
	Very good/good %	Very good %	Good %	Fair %	Poor %	
Resource Consent (i.e. Planning)	47	12	35	26	27	183
Building Consent	55	12	42	25	20	178
Water supply, sewerage, storm water	50	11	39	22	29	176
Roads, footpaths	40	10	30	29	31	130

1998 Questions:

Customer service re roads and footpaths	44%	Very Good/Good
Water sewerage and stormwater	63%	Very Good/Good
Planners and Building Inspectors	56%	Very Good/Good

Additional comments businesses made on the services

89% of businesses made no additional comment on services. However, of those that did (n=79) the most frequent comments were:

- Resource and building consents/ planning/ development (18% of those who commented)
- Negative staff/ workmen/ Councillors (17%)
- Slow speed of response/ no action (15%)
- Positive staff/ workmen (15%)

4.2 Ease of access to information from Council

Q7 How do you rate the ease of access to information you need for your business from Waitakere City Council?

60% of businesses find access very good (9%) or good (52%).

Ease of access to Council information needed for business	Sample: Gave rating (451) %
Very good	9
Good	52
Fair	30
Poor	10

Businesses situated in New Lynn are *more* likely to rate ease of access to Council information as poor (20% poor compared with 10% overall).

Building and Construction and Wholesale/ Retail businesses are *less* likely to rate ease of access as good/ very good and *more* likely to rate this as fair:

Building and Construction

- 54% good/ very good compared with 60% overall
- 35% fair compared with 30% overall

Wholesale/ Retail

- 55% good/ very good
- 34% fair

4.3 Computer and internet use

Q8 a) *Do you have a computer that is used at least once a week?*

Nearly all businesses (88%) claim to have a computer that is used at least once a week.

Q8 b) *Does your business have access to the Internet?*

Most businesses (83%) that answered this question state they have access to the Internet.

Have access to Internet	Sample: Answered question (614) %
Yes	83
No	17

Businesses most likely to have Internet access are:

- Property, Business, Financial services businesses (93% compared with 83% overall)
- Located in “new” businesses locations:
 - Massey / Westgate (94%)
 - Central Park Drive (87%)
- Located in Titirangi (91%)
- Those who perform 25% or more of business activities at home:
 - 100% (89%)
 - 75%-99% (88%²¹)
 - 25-74% (94%)
- Larger businesses with 21-49 people (98%)
- Have main suppliers located overseas (94%)
- Those that have buyers or customers that are mainly other businesses (89%)
- Expect to grow in the next 12 months by increasing:
 - Employment (89%)
 - Investment in building/ plant/ equipment (89%)
- Have main buyers or customers outside Waitakere City

²¹ Due to low base number this is indicative only

Q8 c) *If yes, do you currently buy any products or services on the Internet?*

29% of businesses who answered this question²² state they currently buy products/ services on the Internet.

Businesses that currently buy products or services via the Internet are *more* likely to:

- Be Property, Business, Financial services businesses (49% compared with 29% overall)
- Have main suppliers located overseas (45%)
- Have buyers or customers that are mainly other businesses (39%)
- Have main customers and buyers located outside Waitakere City

Q8 d) *Regarding Council rates or other charges that you currently pay, would you consider paying them online via the Council's website?*

34% of businesses claim they would consider paying Council rates or other charges online.

Businesses that would consider paying Council rates or other charges online are *more* likely to:

- Be Property, Business, Financial services (47% compared with 34% overall)
- Have buyers or customers that are mainly other businesses (42%)
- Have main suppliers, customers and buyers located outside Waitakere City

Q8 e) *What sorts of services and/or information would you like to have available through the Council website?*

There were clear themes in the suggested services businesses would like to have available. They primarily relate to Council's website as a channel for businesses to use for transactions with Council. The three main themes regarding online services are:

- Information about businesses (11% of those who made a comment²³, 1% of total sample)
- Plans/ maps (13%, 2%)/ property search/ consent applications (23%, 3%)
- Staff directory/ e-mail/ contact with Council (13%, 2%)

In addition 22% of businesses who commented made a number of simply implemented suggestions (see Other Council Information).

²² n=536

²³ n=83

4.4 Waitakere City Council's supportiveness of businesses

Q9 b) How supportive overall do you think Waitakere City Council is of business?

Just over a third of businesses (37%) state that Council is very supportive (9%) or somewhat supportive (28%). Another third (34%) state Council is neither supportive nor unsupportive.

Council supportiveness of business	Sample: Gave rating		
	2000 (690) %	1998 (601) %	1997 (522) %
Very supportive	9	14	13
Somewhat supportive	28	32	27
Neutral: neither supportive nor unsupportive	34	26	24
Somewhat unsupportive	7	7	9
Very unsupportive	6	6	7
Don't know/ No opinion	16	15	20
Very supportive/ somewhat supportive	37	46	40
Somewhat unsupportive/ very unsupportive	13	13	16

Businesses *more* likely to state Council is very supportive/ somewhat supportive are:

- Located in:
 - Titirangi (56% very supportive/ somewhat supportive compared with 37% overall)
 - Massey/ Westgate (49%)
 - Henderson Valley (45%)
- Community/ Social/ Personal services (43%)

Businesses *less* likely to state Council is very supportive/ somewhat supportive are:

- Located in:
 - New Lynn (26% very supportive/ somewhat supportive compared with 37% overall)
 - Glen Eden (26%)
- Wholesale/ retail (32%)

It appears that business experience when contacting Council dominates their perception of Council as being supportive.

Businesses which rate *initial ease of contact with Customer Services, counter or cashier staff* and *feedback and follow-up from Customer Services, counter or cashier staff* as very good or good are more likely to rate Council as very supportive/ somewhat supportive than businesses who rate contact, feedback and follow-up as fair or poor.

Similarly businesses which rate *ease of access to Council information needed for businesses* as very good or good are more likely to rate Council as very supportive/ somewhat supportive than businesses who rate access to Council information as fair or poor.

4.5 Improving Council's support for business

Q9 a) *Below are things that business people have told us are important in terms of Council improving its support for business. Please indicate what Council needs to improve, maintain or reduce.*

This information will be used to identify areas Council needs to focus on more. Please note improving one service may mean either greater cost and/or less of another service.

More than half of businesses (55%) would like Council to be more flexible with rules and regulations. Half (51%) would like faster decision making and improved traffic control/ street planning.

Very few businesses wish to reduce these services.

Council activities	Sample: Gave Rating			Number who gave rating
	More/ Improve %	Maintain %	Reduce %	
More flexibility with rules and regulations	55	42	3	602
Fast decision making	51	47	2	569
Traffic control/ street planning	51	48	1	626
Keeping in closer touch with businesses	47	50	3	600
Clean up graffiti and vandalism	44	55	1	670
Represent local business interests to Central and Regional Government	39	58	3	568
Other	38	48	14	29
Assist businesses with networking	37	55	8	536
Improve the environment	34	59	7	611
More promotion of Waitakere City in the region	34	58	8	612
Better customer service	30	69	1	565

116 businesses made comments on what Council could do to support business. The most frequently mentioned were reduce rates and charges (22%) and improve footpaths/ signage/ roads (9%).

4.6 Awareness of Council Programmes

Q11 a) Have you heard of the following Council programmes?

Just under half of businesses (48%) claimed awareness of Town Centre Revitalisation. Down from 70% in 1998 and 1997.

Awareness of Council programmes

	Overall Awareness %			Businesses more likely to be aware %	Businesses less likely to be aware %	Sample: answered question
	2000	1998	1997	2000		2000
Town Centre Revitalisation	48	70	70	<ul style="list-style-type: none"> In Titirangi (62%) In central Henderson (60%) Te Atatu Peninsula & South (55%) Property/ Business/ Financial services (61%) WCC very supportive (55%) WCC somewhat supportive (55%) 	<ul style="list-style-type: none"> In Lincoln/ Central Park Dr (41%) Massey/ Westgate (29%) Henderson Valley (41%) Building & Construction (40%) 	677
Sustainable Building Guidelines	22	NA*	NA*	<ul style="list-style-type: none"> Central Henderson (29%) Building/ Construction (33%) 	<ul style="list-style-type: none"> Glendene/ Kelston (11%) Te Atatu Peninsula & South (16%) 	642
Cleaner Production	24	18	25	<ul style="list-style-type: none"> Manufacturing (33%) 	<ul style="list-style-type: none"> Massey/ Westgate (12%) 	642
Clean Retail	19	16	17	<ul style="list-style-type: none"> Central Henderson (30%) Community/ Social/ Personal services (25%) 	<ul style="list-style-type: none"> Lincoln/ Central Park Dr (11%) Massey/ Westgate (9%) 	644
Renew Resource Exchange	19	NA*	NA*	<ul style="list-style-type: none"> Titirangi (25%) 	<ul style="list-style-type: none"> Massey/ Westgate (9%) 	633

* NA = Not asked

4.7 Enterprise Waitakere

Awareness of Enterprise Waitakere

Q11 b) *Have you heard of Enterprise Waitakere?*

The majority of businesses (60%) reported they had heard of Enterprise Waitakere.

Heard of Enterprise Waitakere	Sample: Answered question		
	2000 (692) %	1998 (590) %	1997 (522) %
Yes	60	60	56
No	40	40	44

Businesses *more* likely to have heard of Enterprise Waitakere are:

- Located in:
 - Titirangi (74% compared with 60% overall)
 - Central Henderson (72%)
 - Glendene/ Kelston (70%)
- Manufacturing (70%)
- Property/ Business/ Financial services (70%)
- Rate Council as:
 - Somewhat supportive (72%)
 - Very supportive (68%)

Businesses *less* likely to have heard of Enterprise Waitakere are:

- 1 person businesses (47% compared with 60% overall)
- Located in:
 - Henderson Valley (50%)
 - Massey/ Westgate (51%)
- Wholesale/ retail (50%)

Awareness of Enterprise Waitakere Activities

Q11 c) Are you aware of the activities they carry out?

Just over half (55%) of those who have heard of Enterprise Waitakere claim to be aware of their activities.

Awareness of Enterprise Waitakere Activities	Sample: Heard of Enterprise Waitakere	
	2000 (393) %	1998 (341) %
Yes	55	60
No	45	40

Businesses *most* aware are more likely to be:

- Manufacturing businesses (67%)
- Community/ Social/ Personal services (63%)

Businesses *less* aware are more likely to be Property/ Business/ Financial services (49%).

Use of Enterprise Waitakere Services

Q11 c) *Have you used their services?*

Over a third (37%) of those aware of Enterprise Waitakere activities state they have made use of their services.

Used Enterprise Waitakere Services	Sample: Aware of Enterprise Waitakere Activities		
	2000 (188) %	1998 (206) %	1997 (208) %
Yes	37	30	26
No	63	70	74

Usefulness of Enterprise Waitakere Activities

Q11 c) *How would you rate their usefulness?*

Just under three quarters of businesses (71%) who have used Enterprise Waitakere's services state their usefulness is very good/ good.

Usefulness of Enterprise Waitakere Services	Sample: Used Enterprise Waitakere Services		
	2000 (72) %	1998 (65) %	1997 (57) %
Very Good	31	37	18
Good	40	32	44
Fair	17	28	30
Poor	13	3	9
Very good/ good	71	69	62

4.8 How Waitakere City Compares with other Councils

This section seeks comparisons with other Councils. Finding differences helps identify where improvements can be made.

Q12 a) Overall, how does Waitakere City Council compare with other Councils in the Region?

Waitakere City Businesses tend to consider Waitakere City Council compares favourably with other Councils. Just over a quarter of businesses (26%) state Waitakere City Council is much better or slightly better than other Councils. Just over a third of businesses (37%) state Waitakere City Council is about the same.

How Waitakere City compares with other Councils in the Region	Sample: Answered question		
	2000 (661) %	1998 (584) %	1997 (522) %
Much better	7	6	5
Slightly better	19	17	9
About the same	37	40	32
Slightly worse	8	9	9
Much worse	5	5	6
Don't know	24	23	40
Much better/ slightly better	26	23	14
Slightly worse/ much worse	13	14	15

Businesses are *more* likely to say Waitakere City is much better/ slightly better than other Councils in the region if they are:

- Located in:
 - Swanson/ Ranui (36% compared with 26% overall)
 - Lincoln/ Central Park Dr (33%)
 - Glendene/ Kelston (32%)
- Manufacturing (36%)
- Community/ Social/ Personal services (31%)
- Aware of Waitakere City Council's Eco-City goals (34%)

Businesses are *less* likely to say Waitakere City is much better/ slightly better than other Councils in the region if they are:

- Not aware of Waitakere City Council's Eco-City goals* (14% compared with 26% overall)
- Located in New Lynn (18%)
- Building/ Construction (21%)
- Wholesale/ retail (21%)

* Businesses not aware of Waitakere Council's Eco-City goals are more likely to state they don't know how Waitakere City Council is compared with other Councils (43%).

4.9 What Council does well

Q12 b) *What, if anything, does Waitakere Council do particularly well?*

The five most frequently mentioned things Council does well are:

- Caring for the environment (33% of those who commented²⁴, 7% of total sample)
- City appearance (22%, 5%)
- Supports/ attracts business (9%, 2%)
- Parks/ reserves/ walkways (8%, 2%²⁵)
- Communication/ consultation (8%, 2%)

²⁴ n=156

²⁵ Differences due to rounding

4.10 What Council does badly

Q12 c) *What, if anything, does Waitakere City Council do particularly badly?*

The five most frequently mentioned things Council does badly are:

- Negative Council/ Council policies (20% of those who commented²⁶, 7% of total sample)
- Council expenditure (15%, 5%)
- Rates and charges (13%, 4%)
- Resource consent/ building permits (11%, 4%)
- Lack of support for business (10%, 3%)

4.11 Suggestions for Council

Q12 d) *Comments and suggestions?*

The most frequent comments and suggestions are:

- Negative Council (21% of those who commented²⁷, 5% of total sample)
- Encourage and support business (13%, 3%)
- Roads/ lighting/ footpaths (13%, 3%)
- Suggestions to improve staff/ management process (13%, 3%)

²⁶ n=240

²⁷ n=160