Selwyn District Council

REPRESENTATION REVIEW RESEARCH

Research report | April 2021

Section 1

KEY MESSAGES

Selwyn district and belonging

- Residents move to the Selwyn area because they enjoy the rural lifestyle while being close to a larger city and employment opportunities. Many participants commented that Selwyn used to feel like it was a long way from Christchurch, but recent housing developments have made it feel like it is now part of Christchurch.

- Creating a sense of belonging takes time, with older residents and those living in the more rural parts of the district most likely to say they belong and that sense of belonging comes from engaging with local communities, but some kinds of engagement (leisure activities) matter more than others (shopping).

- Growth is changing the district but is doing so unevenly, with some areas feeling like they are missing out and glad that the growth is happening elsewhere.

Representation

- Local representation is important but many of the participants in this research either failed to identify the ward they live in or inaccurately identified it.

- The current representation settings are preferred by the majority of those who took part in this research. This support for the status quo is greatest for the number of wards and weakest for the number of community boards.

- 61% of residents want to keep the same number of wards in Selwyn. The 39% not in this status quo group comprise 14% of residents who don't know how many wards the district should have, 16% who want more wards, and 8% who want fewer wards.

- Those in favour of the status quo for wards are most likely to say this support arises from the fact the current arrangements are working well.

- 56% of residents want to keep the same number of councillors in Selwyn. The 44% not in this status quo group comprise 16% of residents who don't know how many councillors the district should have, 11% who want more councillors, and 17% who want fewer councillors.

- The minority of residents wanting fewer councillors argue this will deliver efficiency gains and cost savings, quicker decision making, and an improved ability to communicate.

- 45% of residents want to keep the same number of community boards in Selwyn. The 55% not in this status quo group comprise 20% of residents who don't know how many community boards the district should have, 26% who want more community boards, and 9% who want fewer or no community boards.

- Those residents supporting the status quo were most likely to say the current number worked well. Those who wanted fewer community boards couldn't see the value in the boards. Those who wanted more boards believed they would represent the views of residents more effectively and would make them easier to reach.

- There is also an indication in this research that many residents see 'representation' as being about more than just the electoral settings. There seems to be an appetite for a way to ensure the mix of councillors better reflects the population of the district.

Section 2

ABOUT THIS RESEARCH

Representation reviews

To ensure local authority elections are fair and effective, every six years local authorities are required by the Local Electoral Act 2001 to review their representation arrangements. This process is known as a 'representation review' and includes considering:

- the total number of councillors there should be for a district;
- whether those councillors should be elected by ward or 'at large';
- if elected by ward, how many wards there should be and where the boundaries of these wards should be placed; and
- whether there should be community boards in the district.

When determining the basis of representation, the Local Electoral Act 2001 is clear that local authorities need to provide 'effective representation of communities of interest' and 'fair representation of electors'. While the Act is silent about what determines those communities of interest, the Local Government Commission in its *Guidelines for Local Authorities Undertaking Representation Reviews 2020* describes it as a three-dimensional concept, encompassing:

1. A sense of belonging to a clearly defined area or locality (the perceptual dimension).
2. The ability to meet with reasonable economy the community's requirements for comprehensive physical and human services (the functional dimension).
3. The ability of the elected body to represent the interests and reconcile the conflicts of all its members (the political dimension).

In this regard, representation reviews provide the opportunity to understand how residents connect to a place. This is captured by the notion of Tūrangawaewae, which is about having a place to stand and a story to tell. About having a place to stand and a story to tell; a place where people feel empowered and connected.

Currently the Selwyn District Council consists of 12 elected representatives (a mayor and 11 councillors) drawn from four wards:

- Malvern (main town Darfield);
- Selwyn Central (main town Rolleston);
- Springs (main town Lincoln); and
- Ellesmere (main town Leeston).

To help inform its representation review, in April 2021 Selwyn District Council contracted Research First Ltd to conduct the research reported here.

How the research was conducted

This representation review research used a mixed-method design, combining a small ethnographic (qualitative) discovery phase and a larger quantitative testing phase.

Phase one: ethnography

Ethnographic market research has its roots in the social science discipline of anthropology where it has long been used to gather information on human societies and cultures. Today Ethnographic Market Research helps organisations understand their stakeholders in terms of the stories they tell about themselves. For this representation review Research First completed six in-depth interviews with a range of residents drawn from across Selwyn. Because this is a qualitative research method, these participants were selected (i.e., not sampled) to include residents new to the district, those that have been there for a very long time, those in parts of the district that are growing fast, and those in parts further from the growth nodes. The discussion guide for this research was developed in collaboration with the Selwyn District Council and is reproduced in Appendix 7. The interviews averaged one hour.

Table 1 Ethnographic research participants

Location	Type of participant	Demographics
West Melton	New to the district	Female, 25-34 years
Lincoln	Long-term resident	Female, 45-54 years
Rolleston	Younger age	Female, 18-24 years
Tai Tapu	Young family	Female, 25-34 years
Dunsandel	Older age	Female, 70+ years
Leeston	Long-term resident	Male, 55-64 years

All the interviews were recorded and transcribed using Otter software, pending analysis. This analysis was completed using a thematic analysis. The purpose of thematic analysis, a widely used qualitative data analysis method, is to identify patterns of meanings (themes) across a dataset to provide an answer to the research question being addressed. Patterns of meaning are identified through a rigorous process of data familiarisation, data coding, and theme development and revision. One of the major advantages of thematic analysis is the flexibility it provides researchers to respond to emerging areas of interest. It is particularly suited to addressing research questions related to experiences, views, and perceptions of participants.

Phase two: robust community survey

For the community survey Research First mimicked the design it uses to complete the 2020 Selwyn District Council Residents' Opinion Survey. This survey targeted 300 residents from across the district using a mix of approaches:

- A telephone survey quotas for age, gender, ward, and ethnicity to ensure it was representative of population distributions. Both landlines and cellphone numbers were used in this part of the survey.
- Because telephone surveys tend to underrepresent the views of the younger residents, Research First added in a small intercept surveying component targeting 18-25 year olds[1].
- An online survey component disseminated through social media channels and Selwyn District Council's own *Your Say Selwyn* engagement platform.

For the telephone survey, a random database of telephone numbers was obtained covering the Selwyn district. This included a sample from Research First's cell phone-only database. To ensure the sample was not biased towards those that answer the phone, interviewers ask to speak to the youngest person in the household aged 18 years and over.

Research First used representative quotas for age groups, ethnicities, gender, and ward to survey a representative sample of Selwyn residents. A total of 375 residents took part in the survey. A quota system was then used to ensure the sample reflected the composition of the Selwyn district (see Table 2). The maximum margin of error from the telephone survey sample is +/-5.1%, and as such, the data can be considered robust.

After piloting the survey to ensure consistency and respondent ability to comprehend and credibly respond to the questions, data collection took place between 19 March and 3 April 2021.

Table 2 quantitative research participants

		CATI	WAPI	CAPI	NET
Age	18-34	13%	21%	72%	24%
	35-54	44%	57%	28%	45%
	55+	43%	22%	0%	31%
Gender	Male	47%	38%	53%	46%
	Female	53%	62%	47%	54%
Home ownership	Owned	94%	96%	53%	88%
	Rented	6%	4%	47%	12%
Ward	Malvern	19%	17%	3%	16%

---

1   As the name suggests, 'intercept' surveying involves researchers 'intercepting' suitable research participants at locations where there is a good population to sample from. Here, this will involve having researchers near locations where they are likely to encounter youthful residents. Intercept surveying takes the form of a short self-completed interview. The advantages of this design arise from the ability to find hard to reach individuals and the speed with which the interviews can be completed.

		CATI	WAPI	CAPI	NET
	Selwyn Central	35%	27%	26%	31%
	Ellesmere	17%	17%	0%	14%
	Springs	30%	38%	71%	38%
Years in Selwyn	0-5	8%	29%	64%	22%
	6 - 10	12%	21%	17%	15%
	11 - 20	37%	25%	17%	31%
	21+	42%	25%	2%	31%
Township or rural	Township	63%	66%	93%	68%
	Rural area	36%	28%	7%	30%
Employment	Full-time	36%	52%	29%	39%
	Self-employed	17%	8%	3%	13%
	Part-time	14%	17%	21%	16%
	Beneficiary/ Not currently employed	4%	4%	3%	4%
	Student	4%	3%	41%	9%
	Retired	24%	11%	0%	17%
Household income	Under $40,000	18%	5%	33%	17%
	$40-$70,000	16%	9%	10%	13%
	$70-$100,000	18%	15%	14%	17%
	Over $100,000	38%	49%	21%	38%
Ethnicity	NZ European/ New Zealander	92%	86%	62%	86%
	Māori	5%	5%	10%	6%
	Asian	1%	2%	22%	5%
	Other	5%	9%	14%	7%

Section 3

HOW DO PEOPLE DEFINE THEIR COMMUNITY?

Towns or district first, wards last

❝ When *explaining where home is, the name of the township was usually used, and to a lesser extent Christchurch and Canterbury. Ward was rarely used to define home or community; only 1% of residents used their ward name to describe home.*

Figure 3.1 Defining home and community
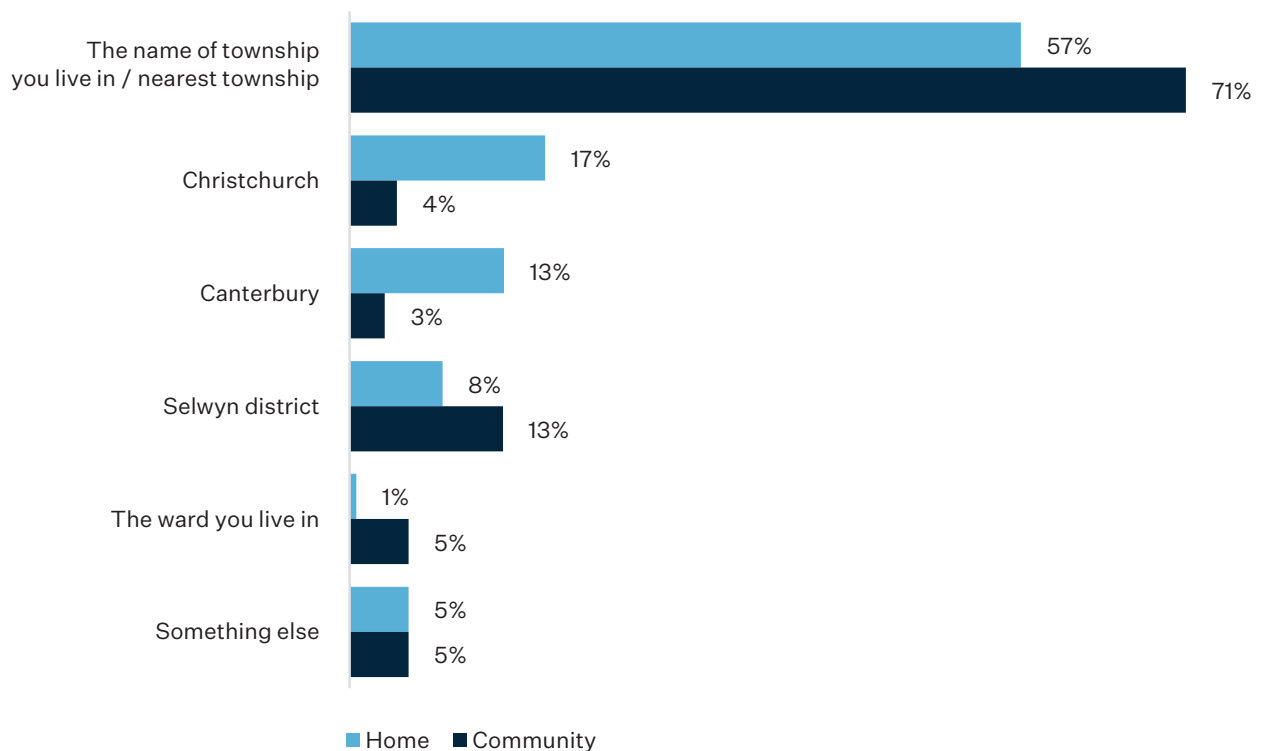
Q9. *If you were explaining to other New Zealanders where home is, would you be most likely to use, Q11. And where do you consider your local community is:*
base n = 375

Christchurch and Canterbury were often used because they are well known and people are more likely to recognise Christchurch/ Canterbury. Their township was used because it was recognisable and because that's where they were born / consider home.

Figure 3.2 Reasons for home definitions
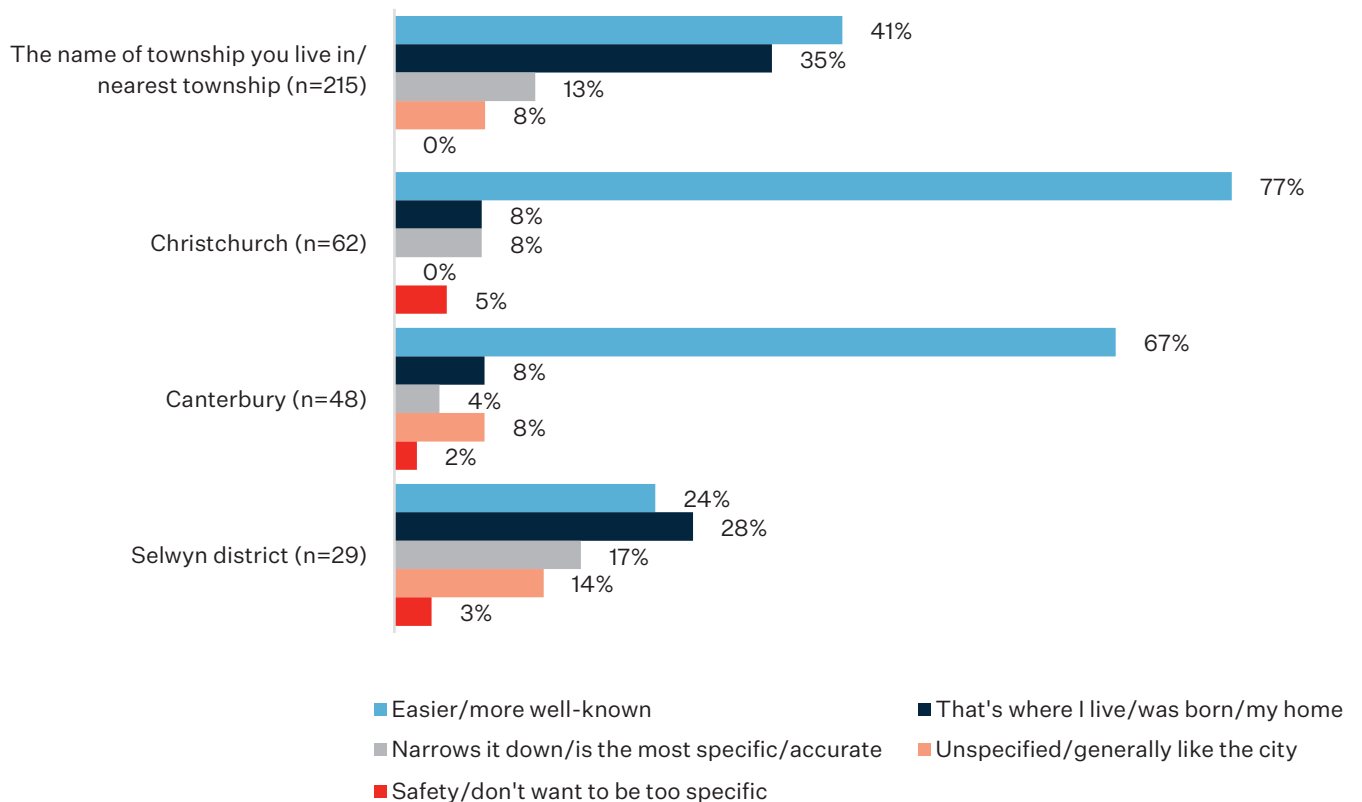
Q 10. Why would you use this description? by 9. If you were explaining to other New Zealanders where home is, would you be most likely to use, n = 375

Many residents cannot identify their ward

Correct association with ward is low; 37% of residents incorrectly identify/ could not identify the ward they live in. Only 49% of Lincoln residents correctly identified that they live in the Springs ward.

Figure 3.3 Identification of ward

Ward	Correct identification	Incorrect identification	Not sure
Malvern	80%	5%	15%
Ellesmere	76%	12%	13%
Selwyn Central	70%	8%	22%
Springs	44%	36%	20%

■ Correct identification ■ Incorrect identification ■ Not sure
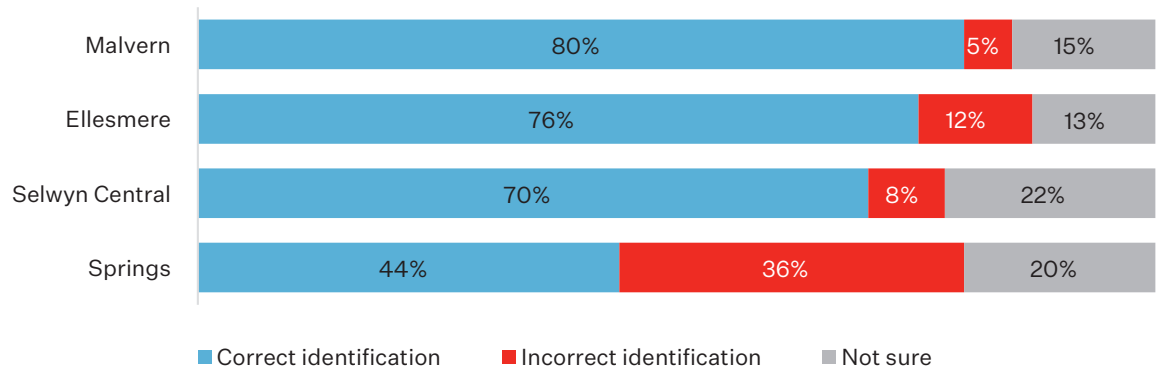
Q 8. And which ward is that in? (self-identified) by ward, n = 375

As one of the participants in the qualitative research said:

❝ *Wards might have more significance for longer-term residents who know the history, but for new people, it is just a place they live."*

Selwyn is where Christchurch and the country overlaps

In the qualitative research the participants talked about how what makes Selwyn special is the ability to have a rural lifestyle within a short commute of Christchurch city. Residents move into the Selwyn area because they enjoy the rural lifestyle while being close to a larger city and employment opportunities. Having family members living in the district was also very important.

> *I was as brought up in Central Otago, but there were not enough work opportunities, and [partner] likes to work also."*

> *You've got the mountains, the great plains and the lake...a lot of nature here."*

> *So, it is outside is where I feel most at home and doing stuff outside."*

Working or studying in Christchurch and the travel to Selwyn is not seen as a barrier. Many commented that Selwyn used to feel like it was a long way from Christchurch, but recent housing developments have made it feel like it is now part of Christchurch.

> *Since the earthquake everything has changed everything, because before I'd say I live out in Lincoln and people would say 'way out there'. Rolleston has just boomed."*
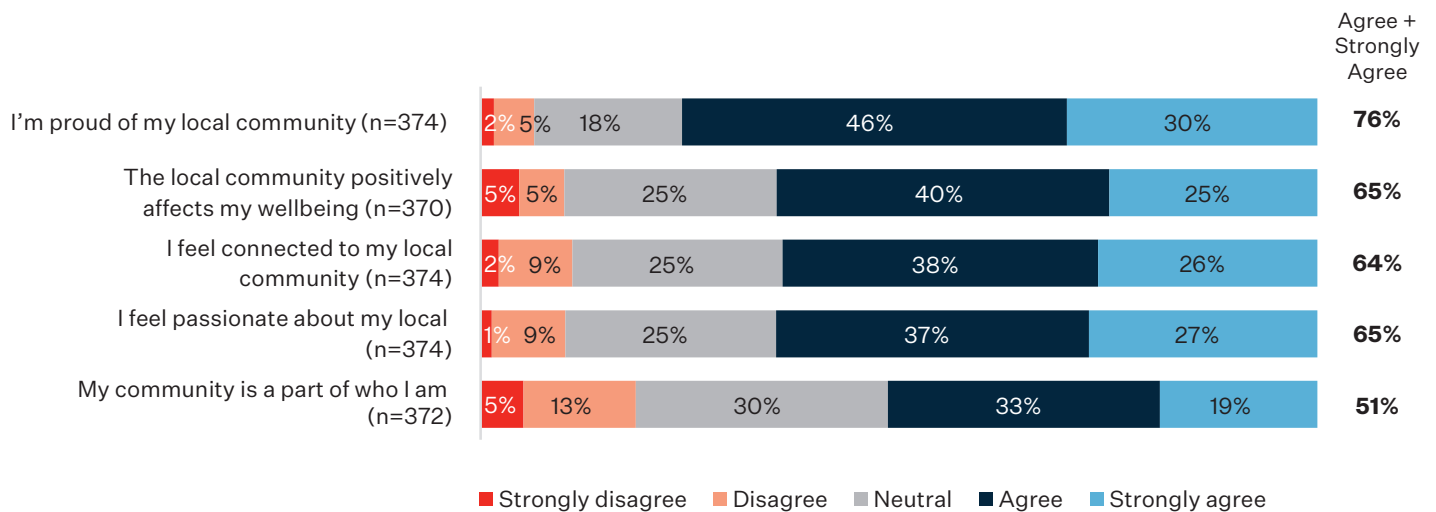
Section 4

WHAT COMMUNITIES DO PEOPLE FEEL PART OF?

Belonging takes time

Residents were likely to say they were proud of their local community (75%) but less likely to say that community was an important part of their own identity (51%).

Figure 4.1 Tūrangawaewae or ontological security

Agree + Strongly Agree

Statement	Agree+Strongly Agree
I'm proud of my local community (n=374)	76%
The local community positively affects my wellbeing (n=370)	65%
I feel connected to my local community (n=374)	64%
I feel passionate about my local (n=374)	65%
My community is a part of who I am (n=372)	51%

■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

Q15. How much would you agree or disagree with each of the following statements n = from 370 to 374

Younger residents (18-34 years) were less likely to feel passionate, proud, and connected. And the longer a person has lived in the Selwyn, the more likely they were to have a sense of place (connected, passionate, and proud) and to say that the community is a part of who they are. Those that live in more rural areas were also more likely to say the community is a part of who they are.

Many participants said they didn't feel like they were locals until they had lived in the area they have lived in the area for a considerable amount of time (this included some residents who had lived in Selwyn for over 15 years). To be truly 'local' meant to have lived in the area for generations (prior to the recent growth) and had history in the area. As one of the participants in the qualitative research put it:

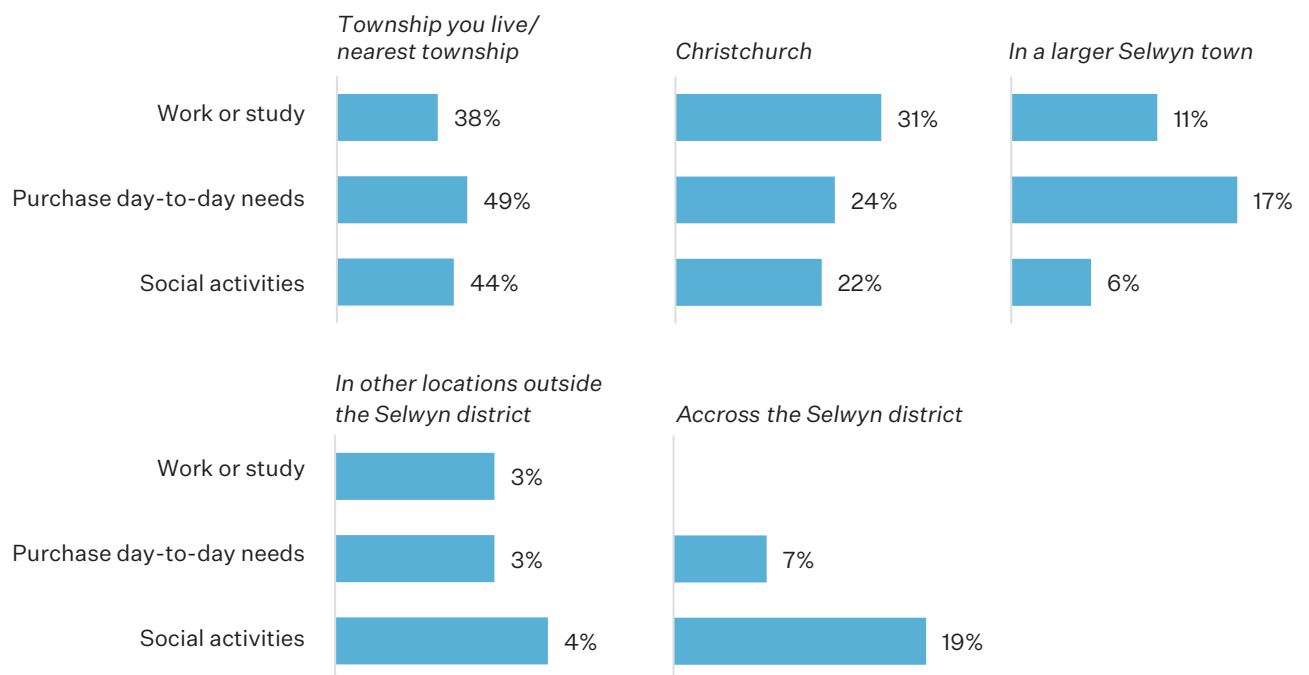❝ *I live here but I am not a local".*

Belonging also comes from engagement

The majority of activity is conducted close to home in the local township or in Christchurch. Half of the research participants do their day-to-day shopping locally, while one in five go to a larger Selwyn town and one-quarter go to Christchurch. A higher proportion of those who work in Christchurch shop in Christchurch.

Around four in ten research participants work or study locally, with one third commuting to Christchurch. Those commuting to Christchurch are more likely to be 35-54 years, homeowners and in full time employment who have a household income over $100,000. Those who work/ study locally are more likely to be 18-34 years, rent and be self-employed/ part time employees/ students.

Residents in Selwyn Central were more likely to purchase from their local township, while residents in Malvern are less likely to shop locally. Those that live near townships are more likely to shop there.

Figure 4.2 Location of activities conducted

Township you live/ nearest township

Work or study	38%
Purchase day-to-day needs	49%
Social activities	44%

Christchurch

Work or study	31%
Purchase day-to-day needs	24%
Social activities	22%

In a larger Selwyn town

Work or study	11%
Purchase day-to-day needs	17%
Social activities	6%

In other locations outside the Selwyn district

Work or study	3%
Purchase day-to-day needs	3%
Social activities	4%

Accross the Selwyn district

Purchase day-to-day needs	7%
Social activities	19%

Q12. If you work or are studying, where do you normally work or study? Q 13. Where does your household purchase most of what it needs on a day-to-day basis? Q14. Thinking about the social activities that you and members of your household are involved in, where do you undertake the majority of these activities? n = 375

Research participants who considered their community is the township/nearest township tend to shop locally. They are less likely to work in a larger Selwyn town and their social activities tend to be in their nearest town.

Figure 4.3 Connection to place

	Total	Consider community the township they live in or nearest township (n=268)	Consider community Selwyn (n=47)
Work in their nearest township or at home	38%	36%	32%
Work in Christchurch	31%	33%	28%
Work in a larger Selwyn town	11%	10%	23%
Work in other locations outside the Selwyn district	3%	3%	4%
Purchase needs from their local or nearest town	49%	54%	36%
Purchase needs in Christchurch	24%	22%	28%
Purchase needs in a larger Selwyn town	17%	14%	30%
Purchase needs in other locations across the Selwyn district	7%	7%	4%
Do social activities in their local or nearest town	44%	47%	36%
Do social activities in Christchurch	22%	24%	9%
Do social activities in a larger Selwyn town	6%	5%	15%
Do social activities in other locations across the Selwyn district	19%	16%	36%

■ Total
■ Consider community the township they live in or nearest township (n=268)
■ Consider community Selwyn (n=47)

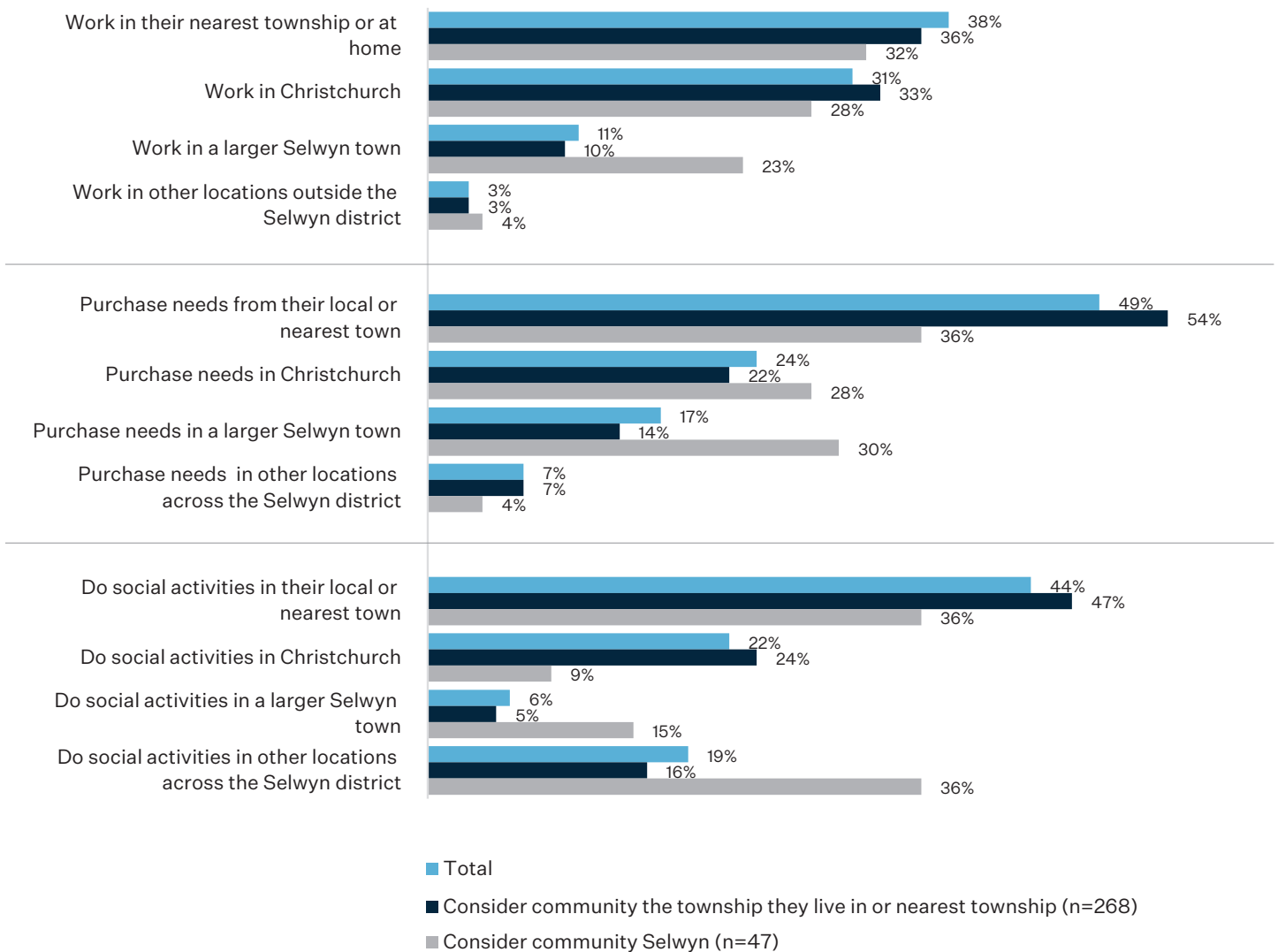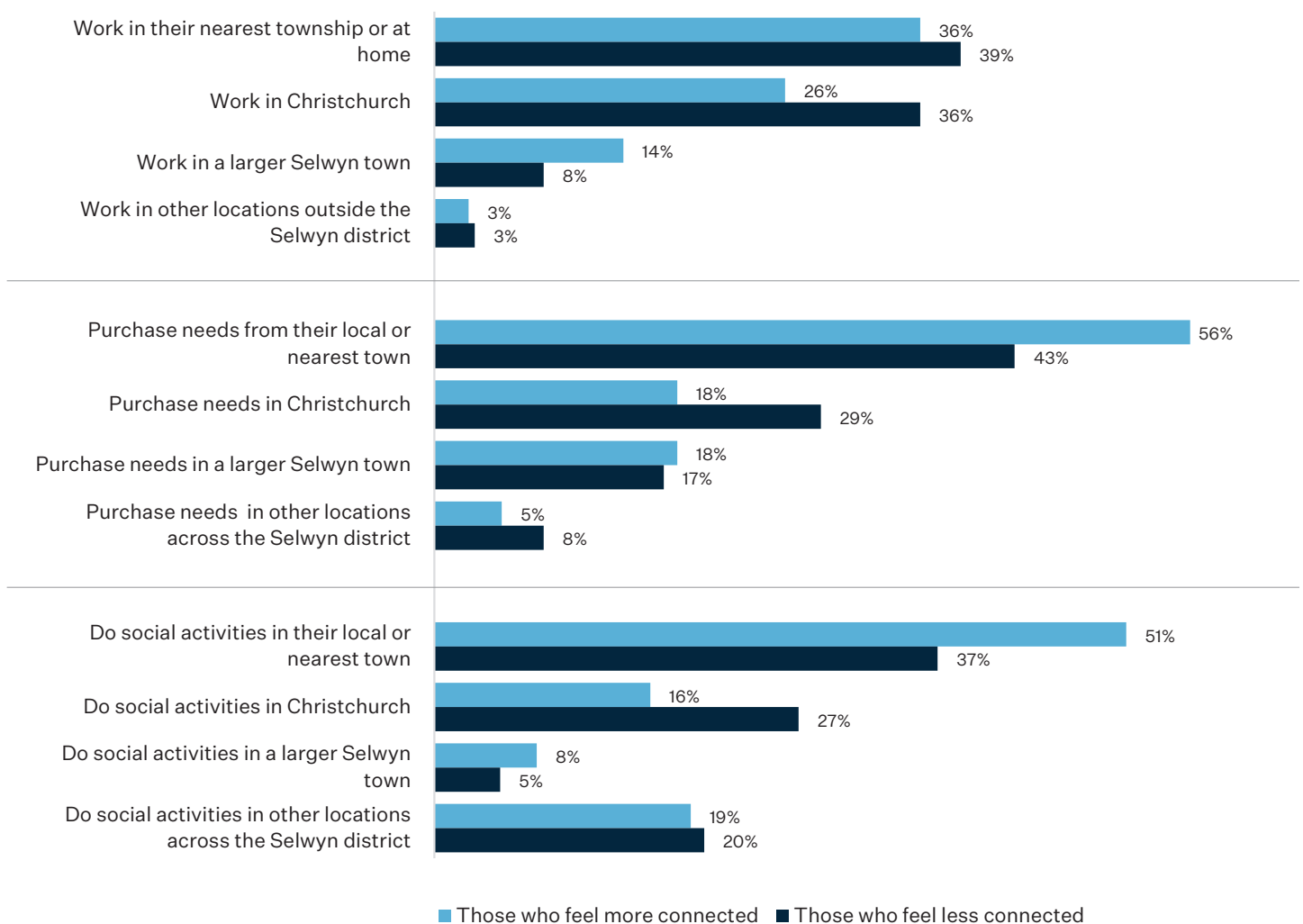*Q 11. And where do you consider your local community is: Q12. If you work or are studying, where do you normally work or study? Q 13. Where does your household purchase most of what it needs on a day-to-day basis? Q14. Thinking about the social activities that you and members of your household are involved in, where do you undertake the majority of these activities? n = 375*

To understand connection, we looked at the behaviour of those feeling most connected (strongly agreeing with at least one statement of the connection scales). Those that are most connected shop locally and do their social activities locally. While those who were less connected tended to do these activities in Christchurch.

Figure 4.4 Behaviour of those feeling connected (strongly agree with at least one of the connection statements)

	Those who feel more connected	Those who feel less connected
Work in their nearest township or at home	36%	39%
Work in Christchurch	26%	36%
Work in a larger Selwyn town	14%	8%
Work in other locations outside the Selwyn district	3%	3%
Purchase needs from their local or nearest town	56%	43%
Purchase needs in Christchurch	18%	29%
Purchase needs in a larger Selwyn town	18%	17%
Purchase needs in other locations across the Selwyn district	5%	8%
Do social activities in their local or nearest town	51%	37%
Do social activities in Christchurch	16%	27%
Do social activities in a larger Selwyn town	8%	5%
Do social activities in other locations across the Selwyn district	19%	20%

■ Those who feel more connected ■ Those who feel less connected

Q15. How much would you agree or disagree with each of the following statements (those who strongly agree with one statement= connected) Q12. If you work or are studying, where do you normally work or study? Q13. Where does your household purchase most of what it needs on a day-to-day basis? Q14. Thinking about the social activities that you and members of your household are involved in, where do you undertake the majority of these activities? n = 375

Some activities matter more than others

Participants said they shop for convenience rather than as a means to support local businesses. They said that where they choose to shop depends on where they are at the time (e.g., work, childcare, or family commitments). Familiarity with supermarkets is important when it comes to loyalty. The larger towns of Rolleston and Lincoln are important shopping areas, as is Christchurch.

Ethnographic participants spend time at local libraries, cafes, voluntary organisations and clubs. Spending time at these places provides feelings of belonging.

Growth can undermine the feeling of community. Participants said they don't always feel like they're a part of their local community because of growth in other towns. For example, Leeston was noted as losing its small community feel because of the growth in Lincoln. It was also noted that not having the opportunity to get to know your neighbors adds to this problem.

❝ *if you count the number of people that were here 30 years ago, probably three families. The rest of us are all new and most of the times you never see any of them, you don't know them. But we have a mid-winter Christmas dinner. You know, for the community for everybody to come in…you meet new people and find out they've been here five years, or we live in that house.*

Research participants want to see less fragmented, cosier town centres that support artistic people and ideas.

❝ *You just need to focus on letting people, you know, artistic people come into the township and create a sort of a warmer feeling within the township, rather than your bog standard like a subway."*

Section 5

HOW DO RESIDENTS VIEW THEIR COMMUNITIES?

The growth of the district is both an opportunity and a threat

The Selwyn district is perceived as being wealthy. Good decisions made by past councillors were seen to have been important and Selwyn does not have the issues with infrastructure (water particularly) that plague other areas in New Zealand (Auckland, Wellington).

> *Very lucky position they're extremely rich council made the past counsellors have made very good business decisions. They've got the iZone which is a good money-maker. They've got a lot of rates coming in."*

Some research participants said that district planning is an issue. Due to the growth of Lincoln and Rolleston, smaller towns were perceived as becoming fragmented. The perception of some is that Rolleston is getting many new facilities (e.g., a pool, more shopping) while other towns are missing out. Lincoln missed out on getting a pool to Rolleston. Rolleston also will have the movie theatres and larger shopping opportunities.

> *Rolleston has just boomed. And the district was controlled by the Council...Normally they should have a plan. And this is how the Council should be doing it. But they're saying developers are coming, we've got this land, this is what we want, we need a rule change - there's 40,000 new sections coming in Selwyn this year."*

> *And I just think the newer part of Lincoln...all the good land has gone to the property developers. The farmers have sold the good land. The property developers around are grabbing the land - there's another huge 200 acres, it's just being sold around here."*

Some participants from smaller towns feel they are missing out. An example is that Dunsandel didn't get a suitable community centre that would cater for all age groups. Indoor bowls (an activity particularly enjoyed by an older population) was no longer possible, meaning social opportunities are limited. Being encouraged to go to other towns for this activity was not seen as helpful.

> *We met him [previous mayor] when we were trying to save our hall...we went and had lunch with him one day...And he showed us to Lincoln's big fancy new Community Centre...it was all very fancy, but I mean our community centre could probably fit into the reception area. And, and we said we...couldn't play indoor bowls anymore so he said: 'we'll come over to Eyerton", which is over there somewhere and play for us. That was his response, and he wasn't very helpful."*

> *Selwyn is not viewed as being culturally diverse. This was important to younger families who want cultural opportunities for their families."*

> " *I grew up without much of exposure to biculturalism or, you know, that side of things, you know, but I want quite different with my children. So that's a really gonna be really interesting to see the choices we make as time goes on to so that they have a real bicultural education, they have a real exposure to different ethnicities as they grow."*

Local representation matters

More than eighty percent of participants want to be represented by someone who lives locally. Those under 35, males, students, and renters are less likely to consider it important.

Figure 5.1: Importance of local representation

| 3% | 2% | 14% | 27% | 54% |

■ Not important at all ■ Not important ■ I'm 50:50 ■ Important ■ Very important
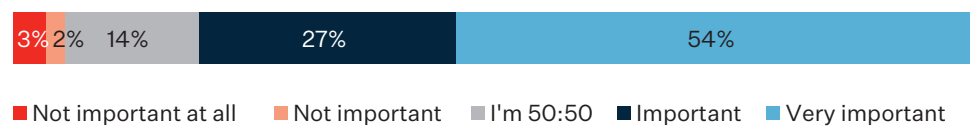
Q16. How important is it that you are represented on the Council by someone who lives in your local area n = 375

Participants said they would be likely to contact the Council if they had a particular issue, but it would be unlikely that they would directly contact a councillor. Younger residents (18-34) are least likely to contact their ward councillor, and those that have lived in Selwyn the longest (20+ years) are more likely than any other group to contact their ward councillor. The less time a resident has lived in the district, the more uncertainty they are likely to have regarding who to call if they do have a concern.

However, participants said they are likely to talk to councillors when they see them at events.
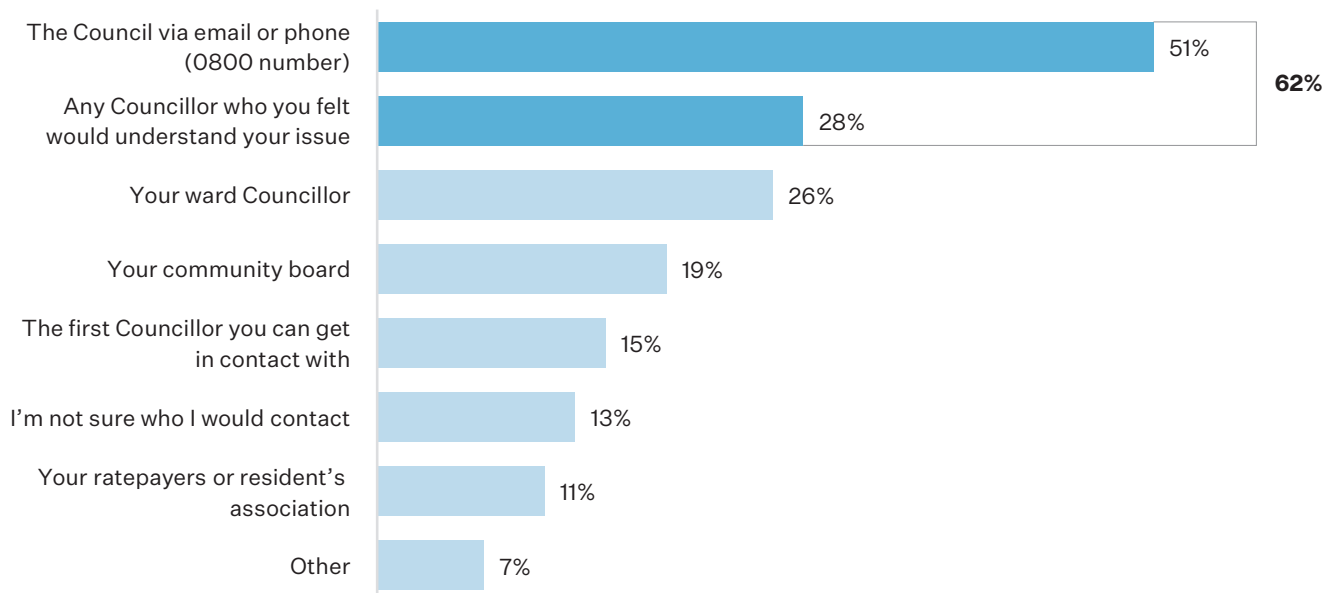
> " *I used to see the mayor at church could always bend his ear there. Yeah, we'll find out what was really going on. As much as we could because we don't really know. Because I remember years ago there was something about buying water from Christchurch and all that kind of stuff, all sounded dodgy, but when he explained the whole process and why they were doing it made real logical sense."*

Given the timing of this research, some participants noted that the ability to have a higher profile and attend events has been affected by COVID-19. Yet these participants still value the opportunity to discuss their concerns with councillors in less formal settings.

Similarly, local newspapers and social media (local Facebook pages) were the most important modes where people found out about Council activities. Most participants only heard from their Councillors at election time when they received mail advertising.

Figure 5.2: Contacting the council

The Council via email or phone (0800 number)	51%
Any Councillor who you felt would understand your issue	28%
Your ward Councillor	26%
Your community board	19%
The first Councillor you can get in contact with	15%
I'm not sure who I would contact	13%
Your ratepayers or resident's association	11%
Other	7%

62%

Q 17. If you wanted to contact a Councillor about an issue that you were concerned or interested in, who would you be likely to contact? n = 375

Section 6

# HOW DO RESIDENTS WANT TO BE REPRESENTED?

Status quo is the preferred option

Overall residents are not in favour of changing the wards, size of council or boards. The preferred option of the research participants is to keep the same number of wards, councillors, and boards (with most supporting the idea of retaining the current ward structure).

Figure 6.1 Preferred number of wards

Those who don't know or want no change

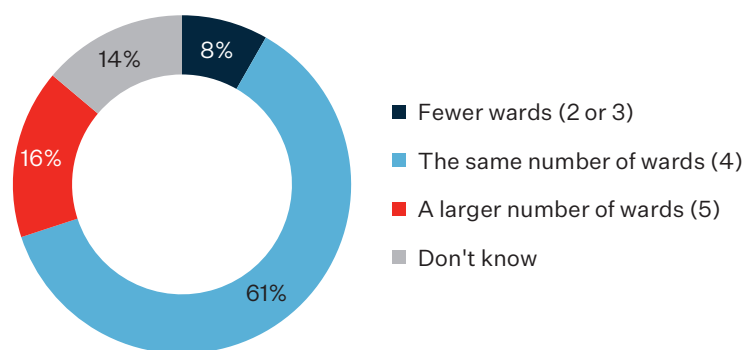|	
Wards	61%
Size of council	56%
Boards	45%
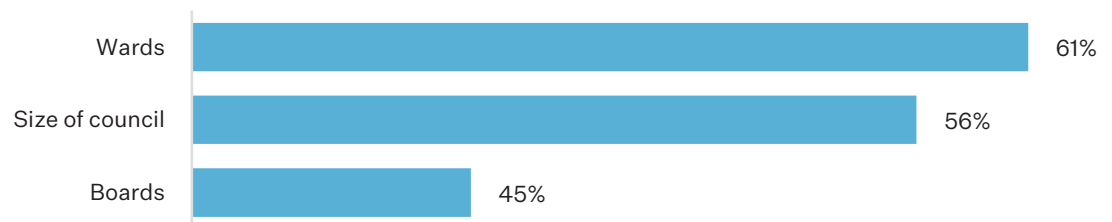
Q18 What size do you think the Council should be Q22 The Council is currently elected across four wards, with each Councillor representing between 6,000 to 8,000 people. This means the current arrangements are Ellesmere – 2 Councillors; Malvern – 2 Councillors; Selwyn Central – 4 Councillors; and Springs – 3 Councillors. For future elections would you prefer…; Q24 Community boards are an elected body that operates at a local level, within a ward, to consider local issues and provide local representation. Selwyn currently has one community board in the Malvern ward, comprising five elected representatives Do you prefer that Selwyn has:? n = 375

The same number of wards is the preferred option[2]

Figure 6.2, below, shows that 61% of the residents who participated in this research want to keep the same number of wards in Selwyn. The 38% not in this status quo group comprise 14% of residents who don't know how many wards the district should have, 16% who want more wards, and 8% who want fewer wards (Figure 6.2).

Figure 6.2 Preferred number of wards

- Fewer wards (2 or 3)
- The same number of wards (4)
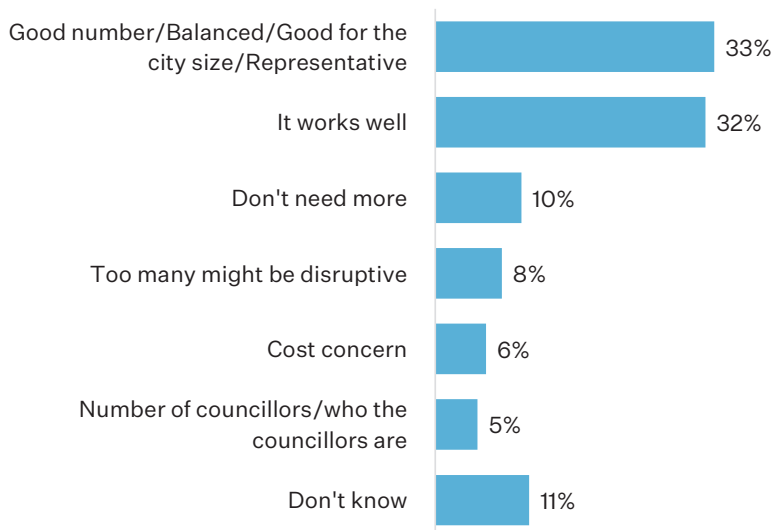- A larger number of wards (5)
- Don't know

Q22 The Council is currently elected across four wards, with each Councillor representing between 6,000 to 8,000 people. This means the current arrangements are Ellesmere – 2 Councillors; Malvern – 2 Councillors; Selwyn Central – 4 Councillors; and Springs – 3 Councillors. For future elections would you prefer...; n = 375

---

2   The caveat to this conclusion is that we have also seen that many participants were unable to identify the ward they live in. 37% of all the participants in this research either incorrectly identified or could not identify their ward, with only 49% of those in Lincoln able to correctly identify that they lived in the Springs ward.

When those in favour of the status quo were asked why they supported no change, the most common answers were that this was 'a good balance' and because this mix 'worked well').
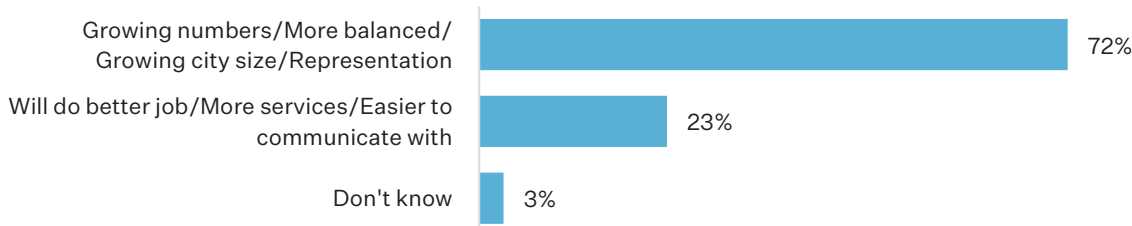
Figure 6.3: Reasons for wanting the same number of wards

Good number/Balanced/Good for the city size/Representative	33%
It works well	32%
Don't need more	10%
Too many might be disruptive	8%
Cost concern	6%
Number of councillors/who the councillors are	5%
Don't know	11%

23. What is the main reason you prefer this option? n = 229

Among the 16% who wanted more wards, the most common reason was because the district was growing fast.

Figure 6.4: Reasons for wanting more wards

Growing numbers/More balanced/Growing city size/Representation	72%
Will do better job/More services/Easier to communicate with	23%
Don't know	3%

*23. What is the main reason you prefer this option? n = 61*

And among the 8% who wanted fewer wards, the common reasons focused on cost and ease of working together. These responses are provided in full in appendices 1 and 2.

The same number of councillors is the preferred option

Figure 6.5, below, shows that 56% of the residents who participated in this research want to keep the same number of councillors in Selwyn. The 44% not in this status quo group comprise 16% of residents who don't know how many councillors the district should have, 11% who want more councillors, and 17% who want fewer councillors (Figure 6.5).

Figure 6.5 Size of the council

17% Smaller
56% Same size
11% Larger
16% Don't know
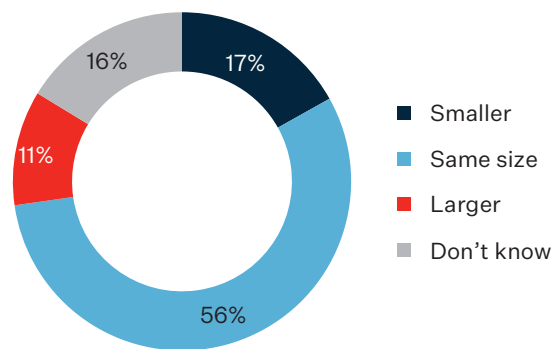
Q22 The Council is currently made up of a mayor and 11 councillors. The Council is considering how many elected representatives there should be. Do you think the size of the Council should be the same size, smaller, or larger?n = 375

Of the minority of residents who want a change in the number of councillors, about two-thirds want the Council to be smaller. However, as Figure 6.6 demonstrates, there is little agreement about how much smaller, or larger, the Council should be:

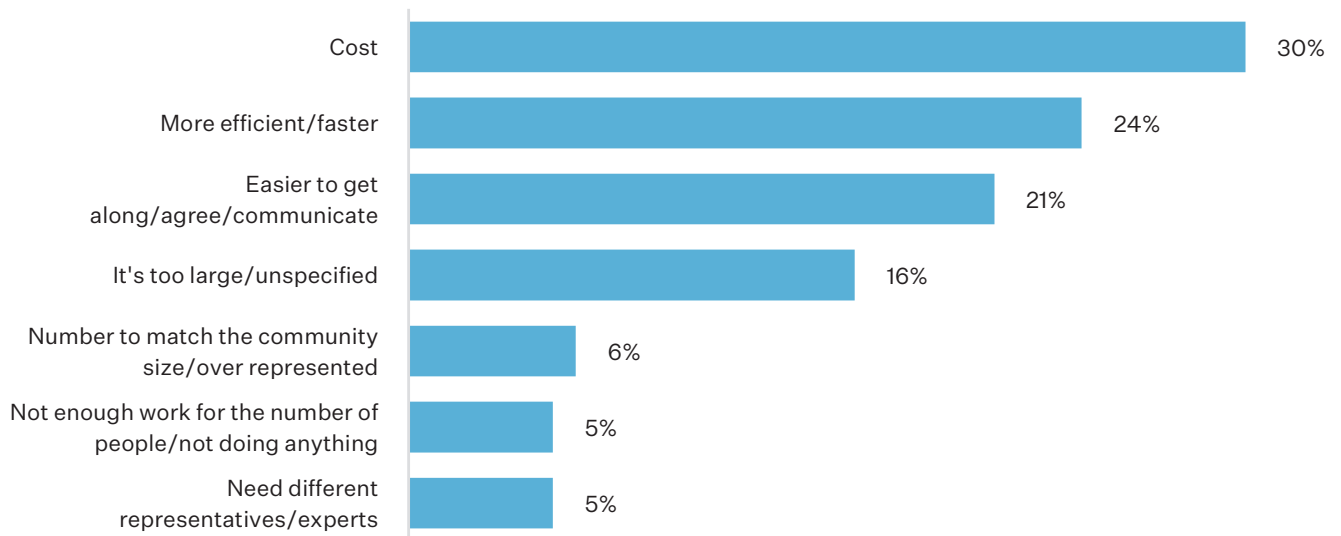**Figure 6.6: Desired number of councilors among those wanting change**
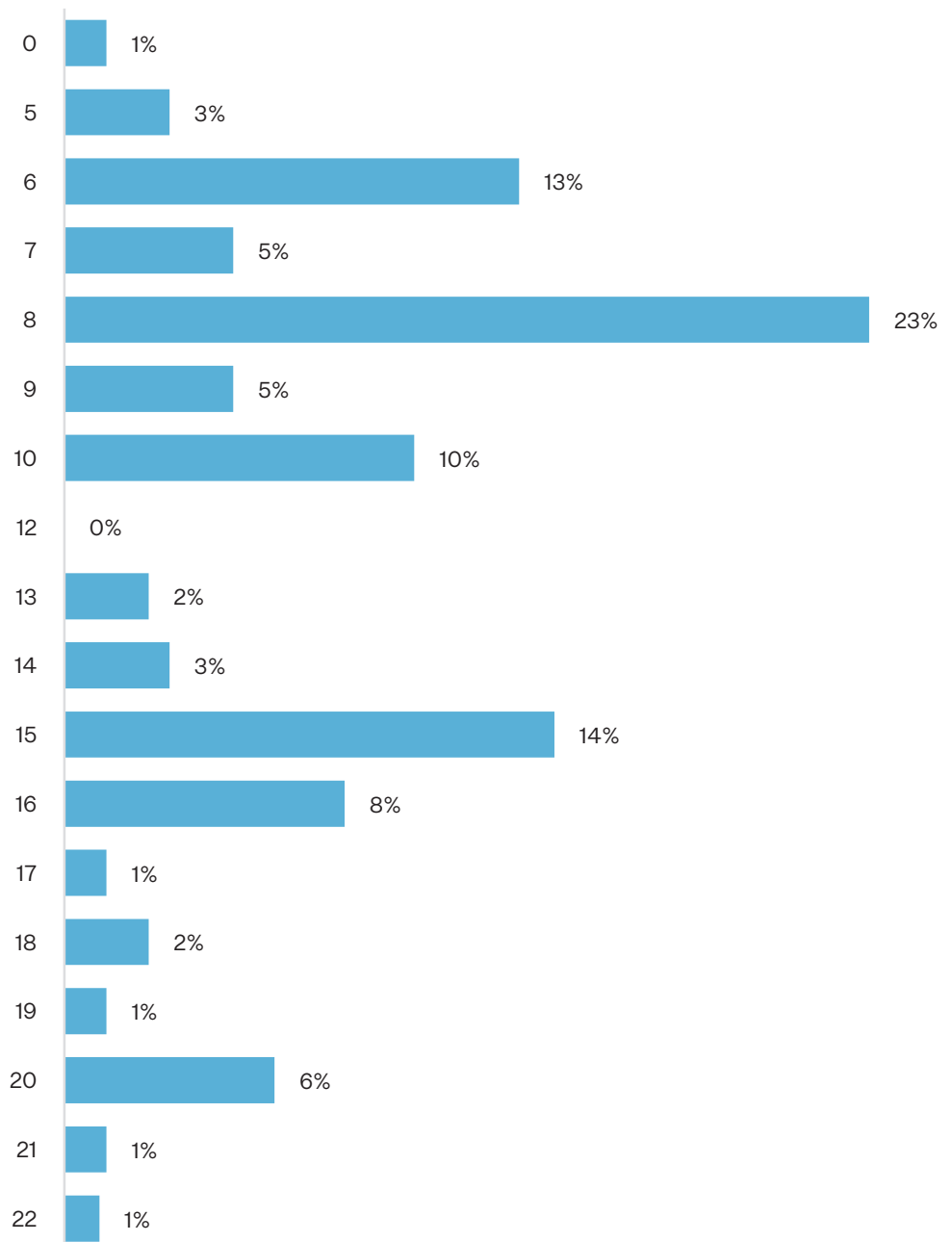
Q 19. What size do you think the Council should be (currently 12)? n = 93

The main reasons for wanting a smaller council are efficiency/cost, ease of decision making (agreement on decisions), and ability to communicate. Better representation and broader views were the reasons for wanting a larger council.

Figure 6.7: Main reasons for wanting a smaller Council

Reason	Percentage
Cost	30%
More efficient/faster	24%
Easier to get along/agree/communicate	21%
It's too large/unspecified	16%
Number to match the community size/over represented	6%
Not enough work for the number of people/not doing anything	5%
Need different representatives/experts	5%

*Q 20. What is the main reason you'd like a smaller Council? n = 63*

These responses are provided in full in appendices 3 and 4.

The same number of community boards is the preferred option

Figure 6.8, below, shows that 45% of the residents who participated in this research want to keep the same number of community boards in Selwyn. The 55% not in this status quo group comprise 20% of residents who don't know how many community boards the district should have, 26% who want more community boards, and 9% who want fewer or no community boards (Figure 6.8).

Figure 6.8 Preferred number of boards
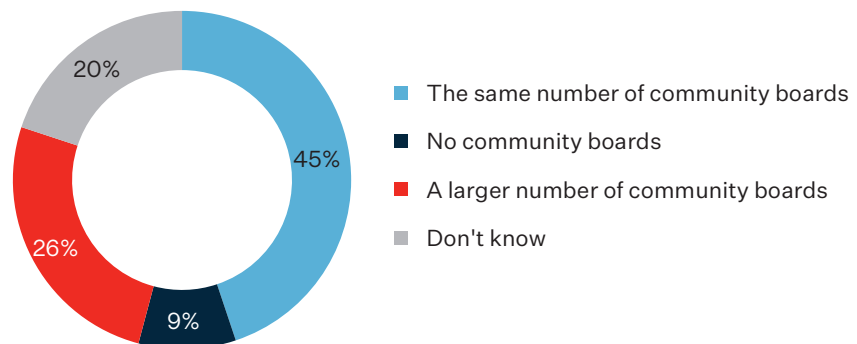
- The same number of community boards
- No community boards
- A larger number of community boards
- Don't know

Q24. Community boards are an elected body that operates at a local level, within a ward, to consider local issues and provide local representation. Selwyn currently has one community board in the Malvern ward, comprising five elected representatives. Do you prefer that Selwyn has: n = 375

Those residents supporting the status quo were most likely to say the current number worked well. Those who wanted fewer community boards couldn't see the value in the boards. While those who wanted more boards believed they would represent the views of residents more effectively and would make them easier to reach.
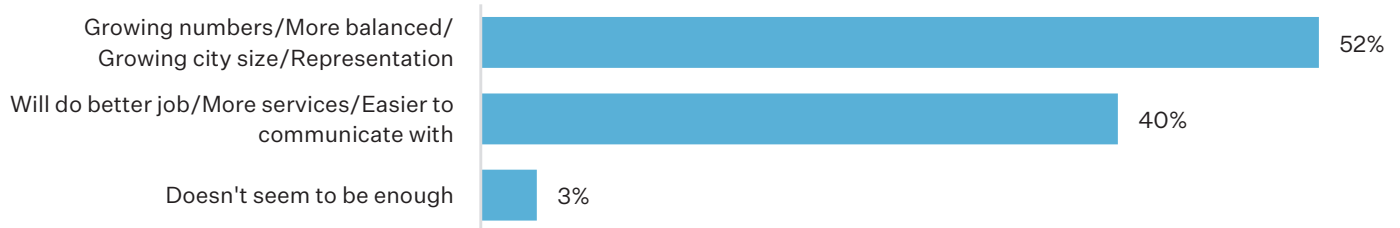
Figure 6.9: Reasons for wanting the same number of community boards
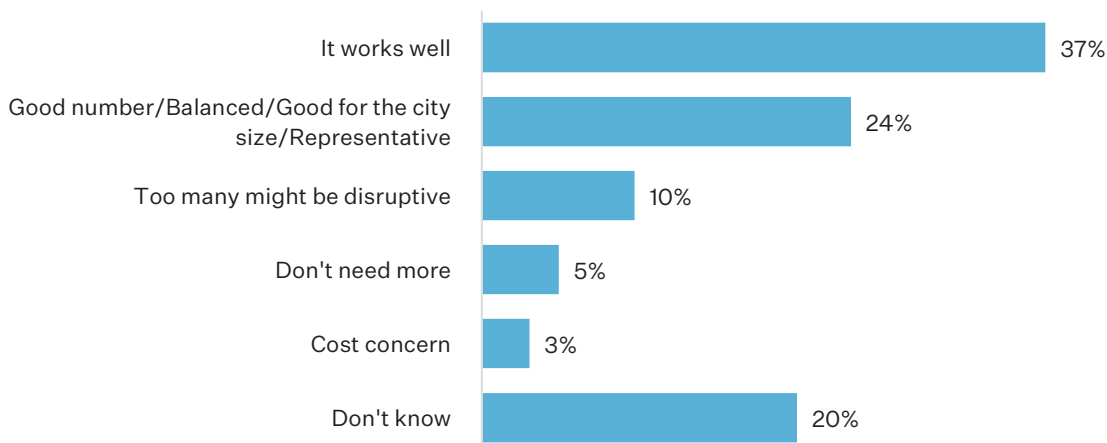
25. What is the main reason you prefer this option? n = 168

Figure 6.10: Reasons for wanting a larger number of community boards

Growing numbers/More balanced/ Growing city size/Representation	52%
Will do better job/More services/Easier to communicate with	40%
Doesn't seem to be enough	3%

25. What is the main reason you prefer this option? n = 96

Figure 6.11: Reasons for wanting fewer community boards

Too many now/Don't need it	49%
Aren't effective/Don't do a good job	29%
Less cost	11%
Don't have the best interests in mind	6%
Don't know	9%
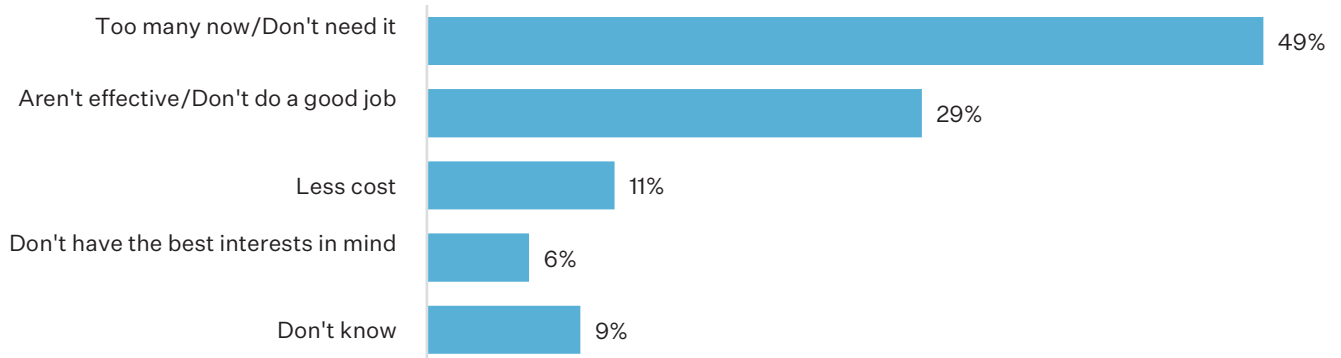
25. What is the main reason you prefer this option? n = 35

These responses are provided in full in appendices 3 and 4.

Representation is about more than just electoral processes

The ethnographic research drew on a small sample of carefully selected respondents. It is therefore important not to draw too much from what those data say in isolation. That said, a common theme in that part of the research is that the make up of the Council is seen to only represent a subset of the district's residents. As one participant put it:

> " It feels like the older generation are running the show."

> " Another, younger, participant said:

> " There's a much bigger, much bigger conversation around engaging younger generations and if you looked at the voter turnout for young people and local body elections, it was very low. The Council seems very stale and boring and not really appealing for someone like me. I just see Selwyn Council as white men and I don't know how much voice there is for younger people."

The latest population data for Selwyn shows that only 23% of the population are male and over 40 while nearly 60% of the councillors (7 out of 11) are. The presence of a younger female councillor in West Melton was viewed positively, and that participants felt more comfortable discussing issues with her.

> " So, we have only met a couple of times, but I know that she is on the Council, so I'd be quite comfortable to contact her".

Section 7

APPENDICES

Following the completion of data collection, the analysis was undertaken using Q Professional™. Pearson's Chi-square Test of independence is used. Where figures are highlighted they are significant at the 0.05 level (corresponding to a 95% confidence level).

Appendix 1
Number of wards

	Row %	Fewer wards (2 or 3)	The same number of wards (4)	A larger number of wards (5)	Don't know
Age	18-34	6%	52%	22%	20%
	35-54	10%	59%	15%	16%
	55+	9%	71%	13%	8%
Gender	Male	11%	64%	14%	11%
	Female	6%	59%	18%	17%
Home Ownership	Owned	7%	65% ↑	15%	13%
	Rented	16%	32% ↓	30%	23%
Ward	Malvern	12%	62%	18%	8%
	Selwyn Central	8%	59%	17%	15%
	Ellesmere	2%	74%	15%	9%
	Springs	9%	57%	15%	18%
Years in Selwyn	0-5	13%	41% ↓	23%	23%
	6 - 10	11%	54%	12%	23%
	11 - 20	5%	67%	17%	11%
	21+	7%	73% ↑	13%	8%
Township or Rural	Township	8%	60%	16%	16%
	Rural area	9%	66%	14%	11%
Employment	Full-time	9%	60%	15%	16%
	Self-employed	6%	69%	19%	6%
	Part-time	12%	49%	22%	17%
	Beneficiary/ Not currently employed	0%	50%	25%	25%
	Student	6%	37% ↓	26%	31% ↑
	Retired	10%	81% ↑	5%	5%
Household Income	Under $40,000	13%	58%	14%	16%
	$40-$70,000	8%	61%	20%	10%

	Row %	Fewer wards (2 or 3)	The same number of wards (4)	A larger number of wards (5)	Don't know
	$70-$100,000	6%	60%	19%	14%
	Over $100,000	8%	63%	15%	13%
Ethnicity	NZ European/ New Zealander	7%	64%	14%	15%
	Maori	5%	50%	27%	18%
	Asian	22%	33%	33%	11%
	Other	14%	50%	25%	11%
Method	CATI	7%	69% ↑	14%	10%
	WAPI	11%	51%	18%	20%
	CAPI	10%	47%	21%	22%
	NET	8%	61%	16%	14%

Appendix 2
Reasons for wanting fewer wards

I think that reason why like all council and government need to cut it back. You get to many, and you get a crack pot idea. Just few back to basics and put an age limit on it. There to many old people on it. Young people have fresh ideas. You need it.

They get a direct message with fewer wards

I don't recognise the other wards

Because they're paid a lot of money and they should earn it

It gives you fewer wards which means fewer councillors and they could achieve more.

Does away with favouritism for different areas, stop people fighting for just their ward rather than what best for the whole district.

Again because if you go back to the number of councillors you would have to compress the board. good to make the board size more even in terms of population numbers

Two is easy to work together

Representing a problem in the area not the entire ward. Water problem in Darfield don't need 3 councillors to solve the problem.

To save a bit of cost, and maybe they all work together

I believe out of that lot you could drop one very easily

I just think they need economy to scale and to be more efficient

Same as above

To try get better balance - Malvern tends to be voted on a lot of things, only 2 council members - a lot of people in the area.

There's too much local government across New Zealand

Same reason as before - less bureaucrats- less bureaucracy

Better representation of our district, rather than counties

The representation can be enhanced with less councillors

Not too sure why one needs several wards to be honest. Selwyn is small enough to just divide responsibilities amongst councillors, not based on geography.

Idk

Cost to ratepayers

Too many politicians

Not sure

Same

If there's too little then not enough and too many there would be different inputs and effect relationships

Don't know

So that people will know who their councillor is

Less politicians free up $$ for projects

Because they're paid a lot of money and they should earn it

Bigger wards

Too many politicians

Appendix 3
Size of council

		Smaller	Same size	Larger	Don't know
Age	18-34	9%	51%	17%	23%
	35-54	19%	55%	9%	17%
	55+	20%	61%	9%	10%
Gender	Male	22%	55%	12%	12%
	Female	13%	58%	10%	20%
Home Ownership	Owned	18%	59% ↑	9% ↓	15%
	Rented	11%	36% ↓	25% ↑	27%
Ward	Malvern	27%	50%	10%	13%
	Selwyn Central	14%	59%	12%	15%
	Ellesmere	17%	65%	9%	9%
	Springs	15%	53%	10%	21%
Years in Selwyn	0-5	17%	40% ↓	20% ↑	23%
	6 - 10	12%	49%	7%	32% ↑
	11 - 20	16%	63%	8%	13%
	21+	19%	64%	8%	8% ↓
Township or Rural	Township	16%	54%	12%	18%
	Rural area	17%	63%	7%	13%
Employment	Full-time	19%	57%	10%	15%
	Self-employed	21%	56%	13%	10%
	Part-time	7%	59%	5%	29% ↑
	Beneficiary/ Not currently employed	13%	69%	6%	13%
	Student	11%	31% ↓	26% ↑	31%
	Retired	21%	63%	11%	5%
Household Income	Under $40,000	19%	56%	16%	9%
	$40-$70,000	16%	55%	8%	20%
	$70-$100,000	19%	52%	11%	17%
	Over $100,000	16%	59%	11%	14%
Ethnicity	NZ European/ New Zealander	17%	59%	9% ↓	16%
	Maori	9%	64%	14%	14%

		Smaller	Same size	Larger	Don't know
	Asian	17%	28%	39% ↑	17%
	Other	21%	46%	11%	21%
Method	CATI	16%	64% ↑	7%	13%
	WAPI	22%	47%	14%	17%
	CAPI	14%	40%	19%	28%
	NET	17%	56%	11%	16%

Appendix 4
Reasons for wanting a larger council

As the community has grown, the number of councillors should go up. gives a far greater representation

Its grown

More diversity

It's getting bigger

Mainly the area is growing so fast that's why I have mentioned this another 4 and half thousand houses to be built

Because of the workload just the number of things whether its housing consent or whatever happens in larger towns and cities.

The district is growing so fast, there needs to be a representation of population size to make a stronger stand against government offices making decisions

The area is growing and getting bigger so there needs to be more people helping make the decisions

So that some things can get dealt with sooner with more people on the issue, take pressure off everybody and get more action, the council says they get this stuff, but nothing seems to be done for months or years

Weighted to the population rather than the past and I would look to setting a policy that for x amount of population x amount of councillors

Because our district has grown hugely and the workload needs to be shared amongst more councillors

Increase in population

I think it would be more representative, and would represent a smaller group of people and geographical demographic, and more likely to live in my ward.

So we have greater representation from Malvern county

To give a better representation proportional to the population in certain areas, I feel Rolleston is underrepresented considering it is major rate base

Because the district is getting bigger so need more people to represent more people. There are more jobs going now, so need more people to look after them instead of having not enough Councillors doing too much work

Because it gets more packed and more views

Selwyn district is extending rapidly - needs more people

I haven't seen any activities about council

More chance of broader views

Represent everyone

Fast growing area. Maori need ward seats, mana whenua and nga hoau e wha

More representatives from smaller towns

So they can have smaller groups of residents and take action on their concerns

We are a growing town and we need better representation

More diversity

I don't know bigger is better

Of the rate its growing

More opinions

Better service

Because Lincoln city and Selwyn itself keeps growing, so we need a lot of resources

More representation of different backgrounds

Each town will be represented

Accessibility, load sharing and progress

More brains

More representation for eastern part of Selwyn district where there has been major growth.

More representative

Our region is growing so fast

So that the smaller towns have a voice as well as Rolleston, Lincoln and Prebbleton.

Malvern ward in particular need another representative because of vast area it covers

Appendix 5
Community boards

		No community boards	The same number of community boards	A larger number of community boards	Don't know
Age	18-34	4%	40%	28%	28%
	35-54	8%	41%	27%	24%
	55+	15%	53%	22%	9% ↓
Gender	Male	11%	48%	25%	17%
	Female	8%	42%	26%	23%
Home Ownership	Owned	8%	47%	25%	20%
	Rented	16%	32%	30%	23%
Ward	Malvern	12%	57%	20%	12%
	Selwyn Central	10%	44%	28%	18%
	Ellesmere	7%	52%	24%	17%
	Springs	8%	38%	27%	27%
Years in Selwyn	0-5	8%	27% ↓	28%	37% ↑
	6 - 10	14%	39%	18%	30%
	11 - 20	9%	50%	28%	14%
	21+	8%	56% ↑	25%	10% ↓
Township or Rural	Township	10%	45%	24%	21%
	Rural area	7%	46%	29%	18%
Employment	Full-time	9%	37%	28%	26%
	Self-employed	13%	44%	31%	13%
	Part-time	8%	51%	27%	14%
	Beneficiary/ Not currently employed	19%	31%	31%	19%
	Student	3%	37%	26%	34%
	Retired	11%	63% ↑	17%	8%
Household Income	Under $40,000	9%	55%	22%	14%
	$40-$70,000	8%	59%	20%	12%
	$70-$100,000	11%	46%	25%	17%
	Over $100,000	10%	38%	30%	23%

		No community boards	The same number of community boards	A larger number of community boards	Don't know
Ethnicity	NZ European/ New Zealander	9%	47%	25%	19%
	Maori	5%	41%	36%	18%
	Asian	6%	28%	50%	17%
	Other	18%	39%	11%	32%
Method	CATI	8%	57% ↑	22%	12% ↓
	WAPI	15%	22% ↓	29%	34% ↑
	CAPI	3%	33%	33%	31%
	NET	9%	45%	26%	20%

Appendix 6
2020 Population estimates by age and gender

	Total people, age		15-39 Years		40-64 Years		65 Years and over	
	Male	Female	Male	Female	Male	Female	Male	Female
Selwyn district	35300	34400	11400	11000	11900	12000	4200	4100

Appendix 7
Ethnographic Interview Guide

Introduction and Overview

- Introductions and overview of the research
- Permission to record and confidentiality.

Your Story

- How do you describe yourself?
- How do you describe where you live?
- Where are the places that make you feel most at home? Why?
- What communities do you consider yourself a member of?
- Where are those places you can go where everyone knows your name?

Framing Place

- Do you think your identity is linked to a sense of place?
- What does 'place' mean to you?
- What does Selwyn mean to you?
- What about <insert name of ward>?

Engagement

- Where do you tend to do most of your shopping?
- Where do you go for leisure or sporting activities?
- Do you think that the things you enjoy in this location you would enjoy just as much in other places?

Representation

- Have you ever had to contact a politician about an issue – be that central government or local?
- Who did you contact, and why did you choose that person?
- Who represents you politically?
- If not mentioned above: Who represents you in the Council?
- How important is it to you that your representatives live locally?
- How do you think political representation could better reflect your sense of place?

Summary and Close

- Summarise main point and ask: Is there anything else you'd like SDC to know about how you are represented?
- Close – Thank participants and recap the need for confidentiality.