

Appendix 2 to Report 174/2010

Tor Bay Harbour Service Annual User Satisfaction Survey

Key Findings

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1. Introduction

The purpose of this survey was to gauge the satisfaction of customers of Tor Bay Harbour and Marine Services, in order to improve services based on user perception.

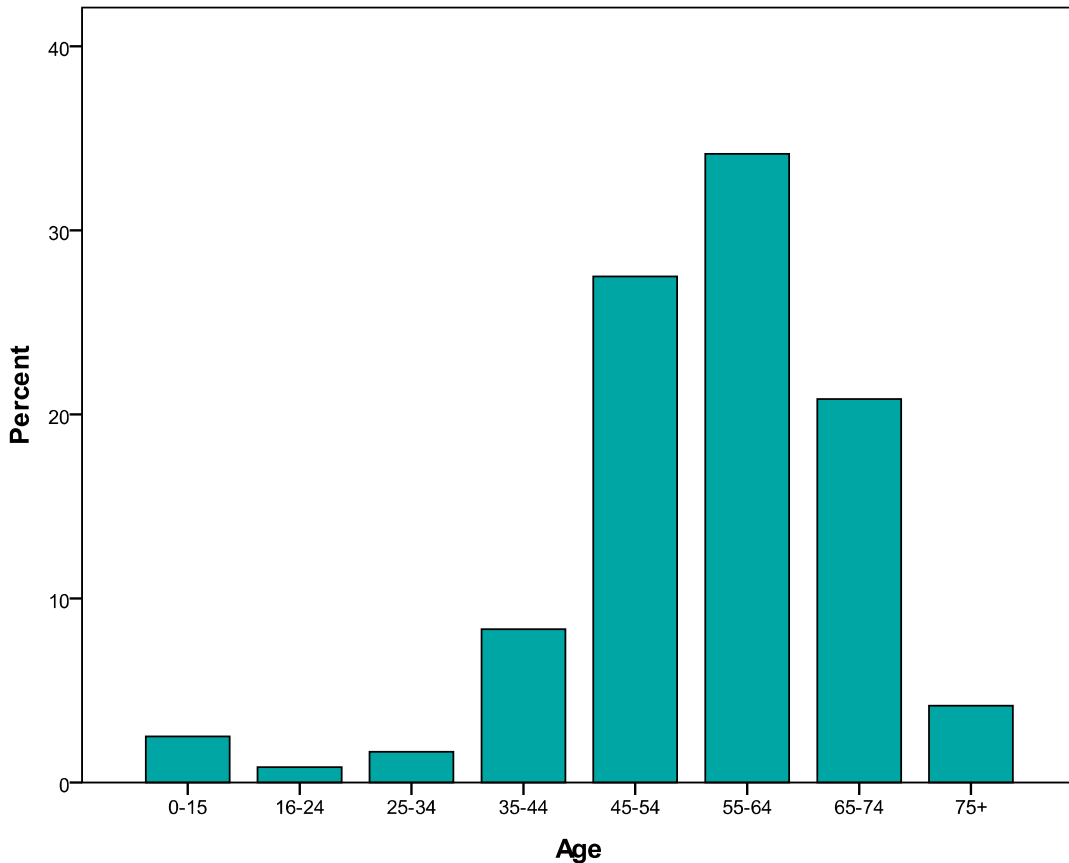
The survey consisted of four sections: Facilities and Infrastructure, General Service Provision, Future Payment Methods and Hearing from us. The first two sections are repeated every year.

The survey is distributed with service users' annual invoice for berthing fees, 182 completed surveys were received accompanying the annual payment.

Of those that responded, 93.4% were male and 6.6% were female. The majority classified their ethnic origin to be White British (95.8%) and most reported that they did not consider themselves to be disabled in any way (92.3%).

In terms of age of respondent, the graph below shows that the majority of respondents were aged over 45.

Table 1: Age of respondents



The majority of respondents lived within the bay, although just under half said that they live in Torquay.

	Number	%
Torquay (TQ1/TQ2)	58	51.3
Paignton (TQ3/TQ4)	32	28.3
Brixham (TQ5)	14	12.4
Outside Torbay	9	8.0

Most respondents call Torquay their home port.

	Number	%
Torquay	60	46.9
Paignton	37	28.9
Brixham	26	20.3
Outside Torbay	5	3.9

2. Summary of Key Findings

Customers rate both facilities and services well.

Customers would like to see all facilities available at the three harbours, especially water and electricity available on the pontoons but would not like to pay for extra services.

Over half of respondents agreed with the proposal to establish a new board consisting of councillors and independent members while 37% expressed that they did not have a view by responding 'neither agree nor disagree'.

Customers would like to continue paying by check and by credit/debit card, there is no support for PayPoint.

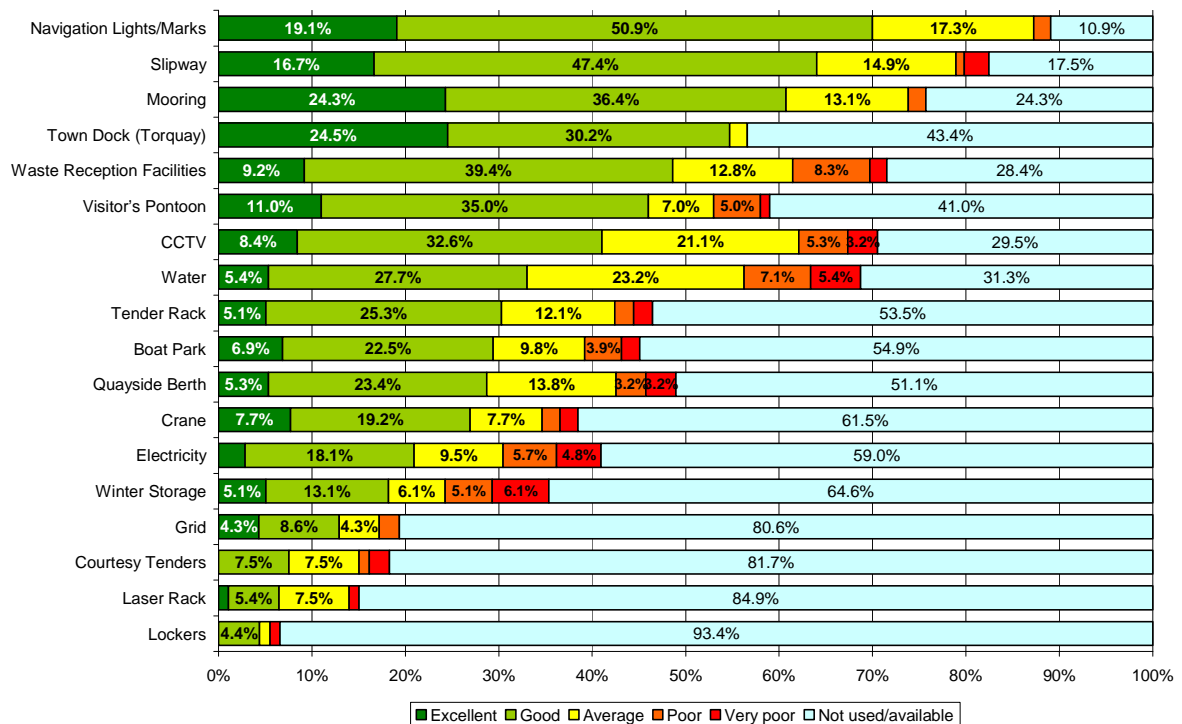
Customers would like to be contacted directly via email or letter about events and issues.

3. Breakdown of questions

Section 1: Facilities and Infrastructure

People who use services are most likely to describe the Town Dock (96.7%), the Mooring (80.2%), and the Navigation Lights (78.6%) as above average. The majority of respondents reported that they did not use the Grid, Courtesy Tenders, Laser Rack and Lockers.

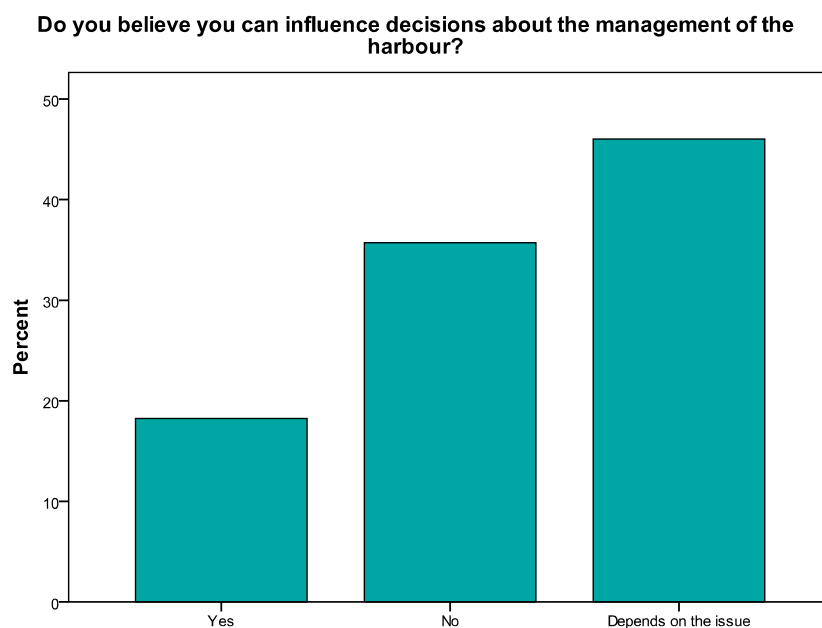
Table 2: Satisfaction with facilities



The majority of respondents (93.4%) believe that Harbour and Marine Services are properly managing safety in Tor Bay Harbour.

Nearly half of the respondents (46.0%) feel that they can influence some decision making about the management of the harbour depending on the issue. However just over a third (35.7%) felt that they were not able to influence decisions while 18.3% felt that they could, please see table 3 below.

Table 3: Influencing Decision making about the management of the harbour.

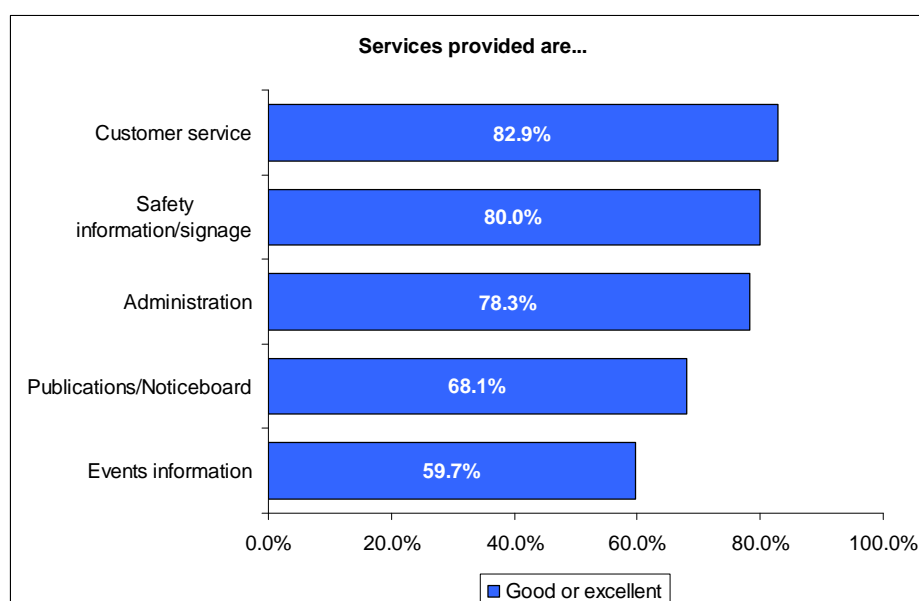


Section 2: General Service Provision

Most people (86.2%) would judge the overall quality of service within Tor Bay Harbour as above average with only 3.2% considering it to be poor or very poor.

Satisfaction with services is generally high. Customer service ranks highest with 82.9% considering this to be good or excellent, while 59.7% of respondents said that events information ranks was good or excellent.

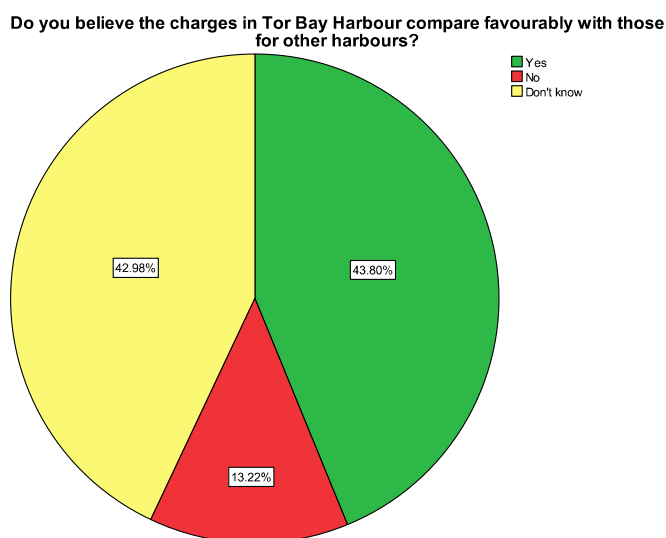
Table 4: Satisfaction with services provided



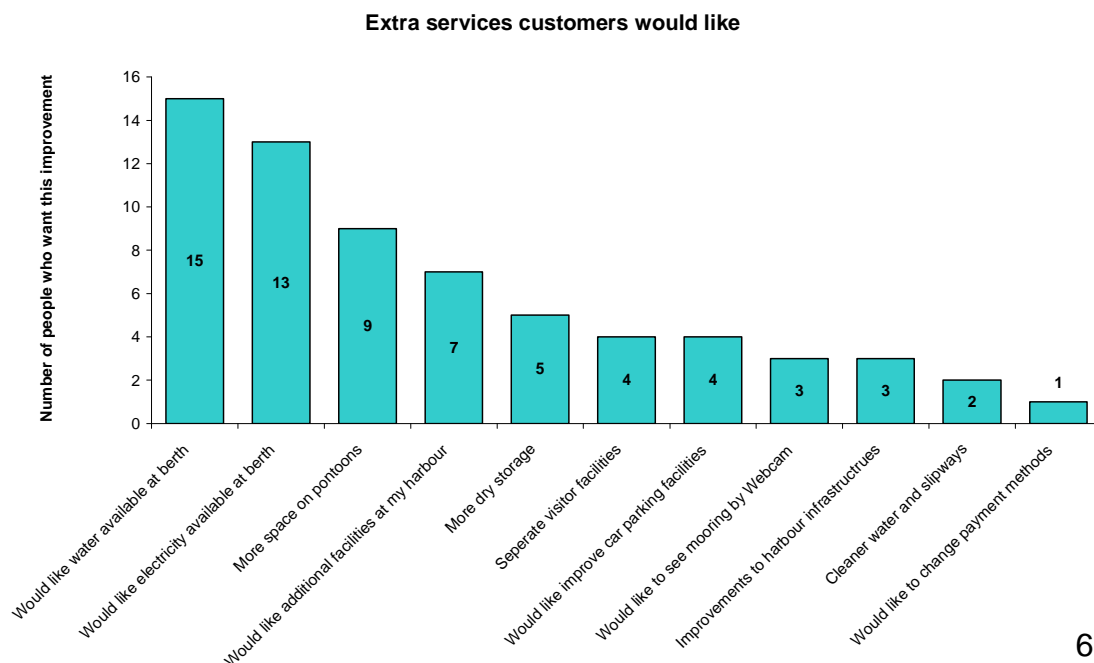
One third of respondents consider the quality of service to have improved over the last 12 months, only 2 respondents feel that services have declined in that time.

Just under half of the respondents (43.8%) believe that charges compare favourably with other harbours, however, an equal number said they didn't know. Only 13% felt that charges did not compare favourably. Table 5 shows the breakdown of responses.

Table 5. How does the cost of using the facilities at Tor Bay compare with other harbours?



In answering the question are there any extra services you would like us to provide, 48 people made suggestions. The most popular services that people want are fresh water (31.3%) and electricity (27.1%) available at the moorings, followed by increasing the amount of berths available on the pontoons. Table 6 shows the categories that customers would like.



In addition to the common themes represented above suggestions also included:

- Allocated slot in tender rack
- Car parking in multiple days e.g. 2-7
- A notice board on the harbour
- Keeping slipway free of floating debris daily
- Web cam pointed at town dock or rotating

Two thirds of the respondents who answered this questions would not be prepared to pay for additional services.

While 86.2% of customers have access to the internet only 53.7% have used the Torbay Harbour website. Of the 70 people who rated the website, 60% considered the site to good or excellent and only 2 people thought it was poor or very poor. See table 7 below.

Table 7: How would you rate the Torbay Harbour website?

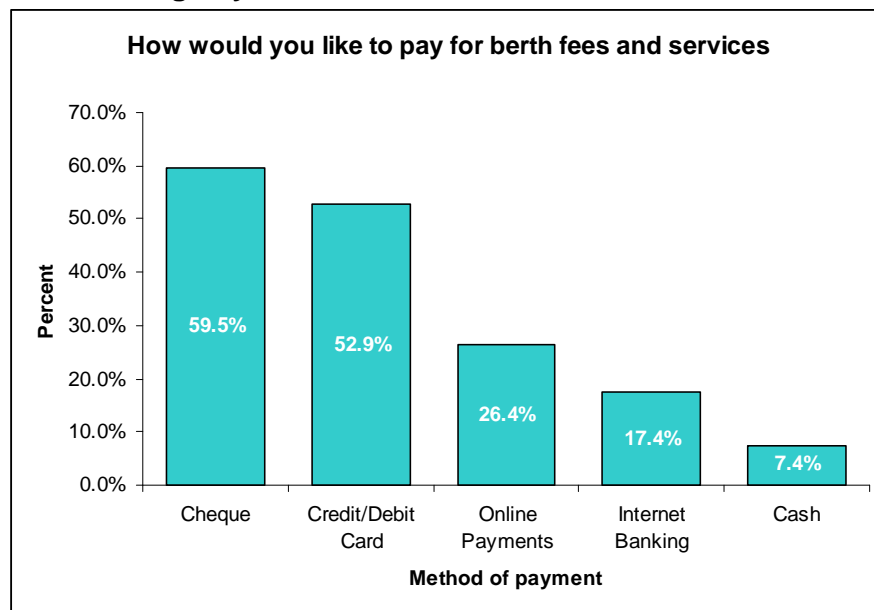
	Number of respondents	Percent
Excellent	6	8.6
Good	36	51.4
Average	26	37.1
Poor	1	1.4
Very poor	1	1.4
Total	70	100.0

Over half (58.9%) of the respondents agreed or strongly agreed with the proposal that services should be provided by a new Harbour Board made up of councillors and independent members. Just over two thirds (37.1%) neither agreed nor disagreed with the proposal while 14.6% disagreed.

Section 3: Future Payment Methods

The most popular way to pay for berth fees is *by cheque* (59.5%), closely followed by credit/debit card (52.9%). Online payments was selected by 26.4% of respondents and Internet Banking by 17.4%. Only 7.4% supported paying by cash and nobody selected PayPoint as an option from the multiple choice question.

Table 7: Making Payments



In terms of being kept informed about events and issues, the majority of respondents would like to be kept up to date about events and issues via email (63.9%) or by post (52.1%). Nobody wanted to be informed by social networking sites.

Table 8: Contacting You.

