



Briefing Report No: **158/2007**

Public Agenda Item: **Yes**

Title: **Marine Services – Annual Tor Bay Harbour User Survey 2007**

Wards Affected: **All Wards in Torbay**

To: **Harbour Committee**

On: **18th June 2007**

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1. Key points and Summary

- 1.1 This report provides Members with the detailed results of the Tor Bay Harbour Users Survey 2007

2. Introduction

- 2.1 Each year Marine Services aim to undertake a Customer Survey as part of an ongoing review of the services provided in Tor Bay Harbour.
- 2.2 The users survey coupled with the complaints and compliments feedback system, gives a good indication of which harbour/maritime services are meeting the customers expectations and which are below the quality expected, and this enables the development of improvement actions.
- 2.3 Results from the 2006 survey are detailed below and have set a benchmark. The bracketed figures are from a similar survey undertaken in 2002 :
- Harbour Users are generally satisfied with harbour facilities; 82% (73%) were satisfied with Moorings, and 83% were satisfied with the provision of Navigational Lights/Marks. The Visitor's pontoon gained the lowest satisfaction level with 16% but 84% supported the installation of pontoon moorings in Torquay Outer Harbour.
 - 82% (82%) of those surveyed think that harbour safety is properly managed by Marine Services. However, 10% (18%) did not think safety is properly managed, and this has led to greater communication of safety measures.
 - 38% (32%) of users thought Tor Bay charges were favourable, compared to the 11% (24%) who don't. However, the majority, 47% (43%) of users did not know whether Tor Bay harbour charges compared favourably to other harbours – this will lead to more communication of benchmarking results which highlight how Tor Bay charges compare with other similar harbours. 56% (77%) of respondents

however, were not prepared to pay more for an improved service but 33% would.

- Although 85% of customers stated that they had internet access, and 64% were aware of the harbour website, over 50% said they had not used the site, however, 48% of those who used the site gave it a good or excellent rating.
- 52% of respondents stated that the overall quality of the service was 'good', 21% believed that it was 'average' and 11% saw the service as 'excellent'. Encouragingly, 19% (17%) had seen an improvement in service since the last survey.
- In this and other related surveys, the question of management and service provision is asked. The majority of respondents, over 86% in all cases (85%) stated that the harbour service should be provided by Torbay Council.
- Individual service responses are detailed in the following table :-

Service Area	Excellent	Good	Average	Poor
Customer Service	36%	43%	12%	1%
Safety Information	21%	41%	23%	3%
Events Information	8%	29%	32%	15%
Forms	15%	34%	33%	1%
Publications	11%	34%	30%	5%

- 93% of respondents were male and all were over the age of 31. Similarly 93% described their ethnic origin as white British, 16% have a disability. Only 22% of customers reside outside of Torbay.

2.4 A copy of the 2007 Survey Form can be found in Appendix 1 and a summary of the 2007 survey results is shown in Appendix 2.

2.5 Some of the significant results from the 2007 survey are as follows :-

- Those surveyed who think that harbour safety is properly managed by Marine Services has increased from 82% to 87%. However, those that did not think safety is properly managed remained at about the same level of 10%.
- 42% of users thought Tor Bay harbour charges compared favourably to other harbours compared with 38% last year. But 11% still disagree and the majority still do not seem to compare prices.
- 57% of respondents stated that the overall quality of the service was 'good' compared with 52% last year and those that saw the service as 'excellent' increased from 11% to 19%. Also, 21% had seen an improvement in service since the last survey, compared with 19% in 2006 and 17% in 2002.

2.6 The information collected from the survey results will be used to make improvements to the provision of marine services.

Capt. Kevin Mowat
Director of Marine Services

Appendices

Appendix 1 Tor Bay Harbour Users Survey Form - 2007

Appendix 2 Summary of Annual Tor Bay Harbour Users Survey

Documents available in members' rooms

Not applicable.

Background Papers:

The following documents/files were used to compile this report:

Tor Bay Harbour Users Survey Results 2002 and 2006