



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: **18<sup>th</sup> 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