

Report to: **Salcombe Harbour Board**

Date: **2 November 2015**

Title: **Customer satisfaction**

Portfolio Area: *Salcombe Harbour*

Wards Affected: **All**

Relevant Scrutiny Committee: O & S Cttee

Urgent Decision: **N** Approval and clearance obtained: **N**

Date next steps can be taken: **N/A**
(e.g. referral on of recommendation or implementation of substantive decision)

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Recommendations:

1. That the Harbour Board NOTES the report and the proposed e-mail customer satisfaction survey.

1. Executive summary. This report provides the results of the 2015 opinion survey conducted online.

2. Background. An opinion survey has been undertaken annually since 2007 in order that Harbour Board decisions are suitably informed.

3. Outcomes/outputs.

- a. A total of 22 responses were collected from the online 'Survey Monkey' site and another 87 collected from the 'self-serve' PC in the Harbour Office. Table 1 provides a summary of the survey report. For comparison, last year's figures are also included.

Question	Answer	2015 %	2014 %
Are you a Resident or a Visitor?	Resident	59	42
	Visitor	41	58
Have you noticed any improvement in the service and facilities Salcombe Harbour offers to you?	Yes	68	72
	No	31	28
Do you use the water taxi?	Yes	59	53
	No	41	47
Have you made use of the water taxi discount tickets?	Yes*	10	36
	No	90	64
	N/A	-	-
Do you consider Salcombe to be a safe harbour?	Yes	95	92
	No	5	8
Has speeding and anti-social behaviour from other harbour users adversely affected your enjoyment of the estuary?	Yes	36	26
	No	64	74
Have you been the victim of marine crime in the last 12 months?	Yes	4	10
	No	96	90
If yes, have you reported the crime to the police?	Yes*	0	73
	No	100	27
Are conservation issues important to you?	Yes	90	80
	No	10	20
Do you consider the Harbour Staff welcoming, friendly and helpful?	Yes	96	92
	No	4	8
Do you consider Salcombe Harbour offers Value for Money?	Yes	90	76
	No	10	24
Will you consider using the Harbour again in the future?	Yes	100	94
	No	0	6
On a scale of 1 to 10 how satisfied are you with the services provided by Salcombe Harbour?	Avg	8.14	8.64

- b. Year-on-year variance analysis can be misleading, however there are some trends which can clearly be seen:
- Customers continue to see an improvement in the services and facilities offered and the harbour is still viewed as offering value for money;
 - The water taxi service remains popular;
 - Salcombe harbour retains its reputation as a safe and welcoming harbour with low crime rates;
 - Speeding and other anti-social behaviour remains an issue.
- c. These findings are reinforced by the unsolicited comments which the staff report back; the majority of which are very complimentary about the levels of service and our welcoming and proactive approach. That notwithstanding, some negative issues are also sometimes aired. These include:

- Paucity of shower facilities;
- The removal of fresh water cleaning facilities at Kingsbridge.

4. Options available and consideration of risk. The number of survey returns is not statistically significant, however we do have the email addresses of a high proportion of all visitors and residents. It would be relatively simple to develop and publish a questionnaire to gather views and opinions. If done on an infrequent basis (perhaps annually) this would minimise the risk of it being viewed as intrusive or 'spam'. Without this (or similar) approach there is a risk that the survey results are not sufficiently accurate.

5. Proposed Way Forward.

- a. The issues raised by the opinion survey could be addressed as follows:

Issue	Options
Speeding and anti-social behaviour	<ul style="list-style-type: none"> - Additional speeding patrols - Installation of radar head? - Community engagement to reinforce safety messages - Social media campaigns
Paucity of showers	<ul style="list-style-type: none"> - Engage with SHDC regarding development opportunities
Provision of fresh water facilities at Kingsbridge	<ul style="list-style-type: none"> - Write to SWW requesting a review of their interpretation of the Water Regulations

- b. It is proposed that a questionnaire is developed during the 'marketing' workshop to be emailed to all customers requesting their views and opinions.

6. Implications

Implications	Relevant to proposals Y/N	Details and proposed measures to address
Legal/Governance	N	The Salcombe Harbour Order 1954
Financial	Y	The options would incur additional costs but these could be recovered through revenue
Risk	Y	There is a risk that the Harbour's reputation is adversely affected by inaction
Comprehensive Impact Assessment Implications		
Equality and Diversity	N	None
Safeguarding	N	None

Community Safety, Crime and Disorder	N	No adverse impacts
Health, Safety and Wellbeing	N	No adverse impacts
Other implications	N	

Supporting Information

Appendix:

None

Background Papers:

None

Approval and clearance of report

Process checklist	Completed
Portfolio Holder briefed	Yes/No
SLT Rep briefed	Yes/No
Relevant Exec Director sign off (draft)	Yes/No
Data protection issues considered	Yes/No
If exempt information, public (part 1) report also drafted. (Committee/Scrutiny)	Yes/No