

AGENDA
ITEM

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SOUTH HAMS DISTRICT COUNCIL

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NAME OF COMMITTEE	Salcombe Harbour Board
DATE	7 November 2011
REPORT TITLE	2011 Opinion Meter Survey
REPORT OF	Salcombe Harbour Master
WARDS AFFECTED	All South Hams

Summary of report:

To report the results of the 2011 Opinion Meter Survey.

Financial implications:

There are no direct financial implications from this report. However, there may be implications if the Board make changes to harbour infrastructure or policy to address the concerns raised by the survey.

RECOMMENDATIONS:

That the Harbour Board RESOLVES to:

- a. **Note the report;**
- b. **Consider the contents of the report when formulating policy for the future.**

Officer contact:

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1. BACKGROUND

1.1 An opinion survey of harbour customers has been undertaken annually since 2007. The purpose of this annual survey is to gauge the opinion of harbour users which can then inform decision making by the Harbour Board.

1.2 The 2011 survey took place in the Harbour Office reception between April and September. There were 360 participants who contributed to the survey.

2. ISSUES FOR CONSIDERATION

2.1 The following table gives a summary report of the survey:

Question	Answer	n	%
Are you a Resident or a Visitor? (360)	Resident	132	36.67%
	Visitor	228	63.33%
Have you noticed any improvement in the service and facilities Salcombe Harbour offers to you? (325)	Yes	201	61.85%
	No	124	38.15%
Do you use the water taxi? (321)	Yes	156	48.60%
	No	165	51.40%
Have you made use of the water taxi discount tickets? (155)	Yes	54	34.84%
	No	101	65.16%
Do you consider Salcombe to be a safe harbour? (317)	Yes	268	84.54%
	No	49	15.46%
Has speeding and anti social behaviour from other harbour users adversely affected your enjoyment of the estuary? (311)	Yes	82	26.37%
	No	229	73.63%
Have you been the victim of marine crime in the last 12 months? (306)	Yes	39	12.75%
	No	267	87.25%
If yes, have you reported the crime to the police? (38)	Yes	22	57.89%
	No	16	42.11%
Are conservation issues important to you? (301)	Yes	216	71.76%
	No	85	28.24%
Do you consider the Harbour Staff welcoming, friendly and helpful? (298)	Yes	240	80.54%
	No	58	19.46%
Do you consider Salcombe Harbour offers Value for Money? (293)	Yes	194	66.21%
	No	99	33.79%
Will you consider using the Harbour again in the future? (290)	Yes	251	86.55%
	No	39	13.45%
On a scale of 1 to 10 how satisfied are you with the services provided by Salcombe Harbour? (288)	1	19	6.60%
	2	9	3.13%
	3	3	1.04%
	4	5	1.74%
	5	11	3.82%
	6	7	2.43%
	7	22	7.64%
	8	69	23.96%
	9	50	17.36%
	10	93	32.29%

2.2 Customers who scored the Harbour's performance as less than 10 were invited to state what the Harbour Authority should have done to award a 10, the results were as follows:

Comment	Number of responses for this comment
Provide shower facilities	14
Charge less	5
A friendlier welcome	4
Reduce the moorings waiting list	2
Office to be open for longer hours	2
Enforce speed limit byelaws more vigorously	2
To have a higher speed limit within the Harbour	1
Reduce speed limit within the harbour	1
No speed limit from the Bar	1
Not to close harbour during Crabbers Race regatta week	1
Permit skiing and wake boarding within the Harbour	1
Charge less for Whitestrand berthing permit in Jul and Aug	1
Provide better facilities for 5m boats around Whitestrand	1
More secure tender berthing at Whitestrand	1
Electricity on VP	1
Explain environmental challenges more vigorously	1
Provide a dinghy pontoon at Mill Bay	1
Look after locals more	1
Less regulation	1
Offer 4 nights for 3 discount in June	1
Reduce the size of the fairway	1
Replace sector light at Sandhills Point	1
Operate the water taxi from earlier in the morning	1
Zero Marine Crime	1

2.3 The following table details a comparison of the opinion surveys conducted over the last four years.

		2008	2009	2010	2011	Trend
Question						
1	Have you noticed any improvement in the service and facilities Salcombe Harbour offers to you?	56%	83%	57%	61%	↑ 😊
2	Do you use the water taxi?	46%	73%	57%	48%	↓ 😞
3	Have you made use of the water taxi discount tickets?	28%	40%	14%	34%	↑ 😊
4	Do you consider Salcombe to be a safe harbour?	75%	85%	100%	84%	↓ 😞
5	Has speeding and anti social behaviour from other harbour users adversely affected your enjoyment of the estuary?	54%	37%	28%	26%	↓ 😊
6	Are conservation issues important to you?	76%	83%	100%	71%	↓ 😞
7	Do you consider the Harbour Staff welcoming, friendly and helpful?	75%	83%	100%	80%	↓ 😞
8	Do you consider Salcombe Harbour offers Value for Money?	60%	75%	71%	66%	↓ 😞
9	Will you consider using the Harbour again in the future?	84%	90%	85%	86%	↑ 😊

Analysis:

2.3.1 Question 1: There has been a small but significant improvement to the number of customers who have noticed an improvement to the services and facilities.

2.3.2 Question 2: Despite the fact that the survey suggests that the number of people using the water taxi has dropped, the water taxi has just had a record season with over 1,500 passengers carried so far this year than the whole of the 2009/10 financial year.

- 2.3.3 Question 3: The trend is up on last year but down on the previous year. However only 34% of water taxi passengers polled made use of the discounted tickets. An analysis of August 2011 shows that of the 8,283 taxi passengers carried 1,220 (15%) of them paid for their trip with a concession ticket. There is still more work to do to bring the financial advantages of the concession tickets to our customer's attention.
- 2.3.4 Question 4: Although the trend is down from last year, the underlying trend is not so alarming. There are nevertheless real issues to tackle if 16% of the poll considered the harbour not to be safe.
- 2.3.5 Question 5: Slowly but surely the trend is moving in the right direction. The Enforcement Policy has been implemented and this summer two successful prosecutions were brought for irresponsible boating and excessive speed. The speeding message has been and will continue to be broadcast loud and clear for all harbour users to heed.
- 2.3.6 Question 6: It is disappointing that the percentage number of the poll who are concerned about environmental issues is at its lowest level of the last four years. The only explanation is that in time of recession customers are less supportive of expensive environmental projects. Notwithstanding this the Harbour Authority has statutory responsibilities within the Site of Special Scientific Interest.
- 2.3.7 Question 7: This is the most alarming and disappointing trend change from the entire survey. It is not good enough that 1 in five of the poll are dissatisfied with the welcome they receive in Salcombe. Overall this year the harbour has received 24 written compliments and only 7 complaints, of which only one was relating to a member of staff. However one complaint is one too many and the staff will re-double its efforts to deliver a friendly welcome and a first class service, within the limitations of the harbour's infrastructure.
- 2.3.8 Question 8: This negative trend on customer's perception of Value for Money is not surprising in a time of recession. Often it is not the harbour charges, but the overall cost of a visit to Salcombe which leaves a bad impression with a proportion of our visitors.
- 2.3.9 Question 9: Following question 8 and the Value for Money it is reassuring that the trend for customers using the harbour again in the future is moving in the right direction.

3. LEGAL IMPLICATIONS

- 3.1 Statutory Powers: Local Government Act 1972, Section 151. The Pier and Harbour Order (Salcombe) Confirmation Act 1954 (Sections 22-36).

3.2 There are no other legal implications to this report.

4. FINANCIAL IMPLICATIONS

4.1 There are no direct financial implications from this report, however, any policy changes or improvements which are implemented as a result of this report will have to be budgeted for.

5. RISK MANAGEMENT

5.1 The risk management implications are:

Opportunities	Benefits
The opinion meter survey gives the harbour customers an opportunity to give feedback on a range of issues directly to the Harbour Board.	The Harbour Board, through its contact with harbour Community Forums and by setting and monitoring performance standards will be in a position to develop policies that will address the concerns of the harbour customers.
Issues/Obstacles/Threats	Control measures/mitigation
The issues that customers are concerned about have been recorded in the survey.	The size of the survey needs to be taken into consideration.

6. OTHER CONSIDERATIONS

Corporate priorities engaged:	Community Life Economy Environment
Statutory powers:	Local Government Act 1972, Section 151. The Pier and Harbour Order (Salcombe) Confirmation Act 1954 (Sections 22-36).
Considerations of equality and human rights:	None
Biodiversity considerations:	None
Sustainability considerations:	None
Crime and disorder implications:	None
Background papers:	None
Appendices attached:	None

Ian Gibson
Harbour Master

Salcombe Harbour Board
7 November 2011