

NAME OF COMMITTEE	Salcombe Harbour Board
DATE	4 February 2013
REPORT TITLE	2012 Opinion Meter Survey
REPORT OF	Salcombe Harbour Master
WARDS AFFECTED	All South Hams

Summary of report:

To report the results of the 2012 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 2012 survey took place in the Harbour Office reception between 20 February and 14 November. There were 323 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?	Resident	67	29.9%
	Visitor	157	70.1%
Have you noticed any improvement in the service and facilities Salcombe Harbour offers to you?	Yes	155	61.85%
	No	69	38.15%
Do you use the water taxi?	Yes	113	50.4%
	No	111	49.6%
Have you made use of the water taxi discount tickets?	Yes	37	32.7%
	No	76	67.3%
Do you consider Salcombe to be a safe harbour?	Yes	203	90.6%
	No	21	9.4%
Has speeding and anti social behaviour from other harbour users adversely affected your enjoyment of the estuary?	Yes	46	20.8%
	No	175	79.2%
Have you been the victim of marine crime in the last 12 months?	Yes	21	9.7%
	No	195	90.3%
If yes, have you reported the crime to the police?	Yes	8	42.1%
	No	11	57.9%
Are conservation issues important to you?	Yes	152	72.7%
	No	57	27.3%
Do you consider the Harbour Staff welcoming, friendly and helpful?	Yes	179	87.7%
	No	25	12.3%
Do you consider Salcombe Harbour offers Value for Money?	Yes	154	76.2%
	No	48	23.8%
Will you consider using the Harbour again in the future?	Yes	191	94.6%
	No	11	13.45%
On a scale of 1 to 10 how satisfied are you with the services provided by Salcombe Harbour? (288)	1	6	3.0%
	2	1	0.5%
	3	4	2.0%
	4	3	1.5%
	5	8	4.0%
	6	9	4.5%
	7	8	4.0%
	8	41	20.7%
	9	31	15.7%
	10	87	43.9%

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	10
A friendlier welcome	5
Inappropriate comments	4
Charge less	3
Improve Yacht taxi	2
Harbour too busy	2
Enforce speed limit byelaws more vigorously	1
Shopping facilities poor for fundamentals	1
Provide more tidal information for access to foreshore	1
Improve Tourist Information services	1
Provide Canoe rentals	1
Marine Crime	1
Cleaner Buoys and fairway buoys in a straight line	1
Provide a residents tender berthing pontoon at Whitestrand	1
Do not like not being able to pick up at Whitestrand	1

2.3 Comments on Comments.

2.3.1 Provide Shower Facilities – Work is planned to start early in 2013 with a target date for completion of Easter 2013. This has been a long term aspiration of the Harbour Authority but finding an affordable solution has been difficult. The provision of two public showers will compliment the Yacht Club's facilities to provide visiting yachtsmen with a choice.

2.3.2 A Friendlier Welcome - Improving the Customer Experience has been a goal of the harbour Authority for a number of years. The staff have been working hard to improve the welcome and the level of service provided at Salcombe. Providing the facilities that visiting yachtsmen have come to expect will aid the staff in managing expectations of our customers.

2.3.3 Charge Less - The harbour charges have been kept below the rate of inflation for the past five years. Visiting Yacht charges have been frozen since 2006 with a range of seasonal discounts introduce in 2008. The Harbour Authority is acutely aware of the need to provide value for money but also to ensure that safety is not compromised whilst gradually improving harbour facilities and utilities.

- 2.3.4 Improve the Yacht taxi - Considerable efforts have been made to improve the efficiency of the yacht taxi service. Prices of the yacht taxi have not been increased since 2005 but by more flexible working, more yacht taxi capability has been generated. In 2011/12 the service carried 24,820 passengers.
- 2.3.5 Harbour too Busy - The fact that the harbour is busy is to some extent a function of the Harbour's popularity. Afloat staff are alert to the nuisance that excessive wash causes and spend considerable amounts of time educating harbour users to minimise wash.
- 2.3.6 Enforce Bye-laws - The Harbour Bye-laws have been rigorously enforced over recent years with 4 successful bye-law prosecutions brought in recent years. The Board review the enforcement policy annually and recognise the need to maintain a safe environment for harbour users who chose to spend their leisure time in Salcombe.
- 2.3.7 Cleaner Buoys - The Harbour Mooring buoys are serviced annually and cleaned regularly during the season. The fairway buoys are frequently dragged out of position when small boats choose to tie up to them, in contravention of the Harbour Bye-laws and drag them out of position. This is an ongoing maintenance task to reposition buoys.
- 2.3.8 Provide More Tidal Access Information - Work is ongoing to improve the information on tidal access times to foreshore moorings and public landings on the Harbour's web page.
- 2.3.9 Salcombe Town Landings - Work to improve the Salcombe Town Landings costing £300,000 was completed for the 2012 season. Generally the improvements, which incorporated moving the Town Landing for private craft from Whitestrand to Normandy, have been very well received. It will take several years for infrequent harbour users to become familiar with the changes. Additional signage and staff deployed to the Town Landings should aid this change to be implemented with the minimum of disruption.
- 2.3.10 Marine Crime - Marine Crime is a very difficult issue to tackle. Marine crime has reduced by 17% so far in 2012/13 from the previous year's figures. The Harbour employ a night security patrol and have worked closely with the Devon and Cornwall Police, who now share the Harbour Office, to proactively reduce marine crime opportunities.

2.3.11 Town Facilities - Shopping facilities and canoe rentals are outside of the Harbour Authority's sphere of influence. The Harbour Office works closely with the Tourist Information Office and endeavour to make as much information as possible available to the Public. This includes publishing a free Harbour Guide annually.

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

		2008	2009	2010	2011	2012	Trend
Question							
1	Have you noticed any improvement in the service and facilities Salcombe Harbour offers to you?	56%	83%	57%	61%	69%	↑ 😊
2	Do you use the water taxi?	46%	73%	57%	48%	50.4%	↑ 😊
3	Have you made use of the water taxi discount tickets?	28%	40%	14%	34%	32.7%	↓ 😞
4	Do you consider Salcombe to be a safe harbour?	75%	85%	100%	84%	90.6%	↑ 😊
5	Has speeding and anti social behaviour from other harbour users adversely affected your enjoyment of the estuary?	54%	37%	28%	26%	20.8%	↓ 😊
6	Are conservation issues important to you?	76%	83%	100%	71%	72.7%	↑ 😊
7	Do you consider the Harbour Staff welcoming, friendly and helpful?	75%	83%	100%	80%	87.7%	↑ 😊
8	Do you consider Salcombe Harbour offers Value for Money?	60%	75%	71%	66%	76.2%	↑ 😊
9	Will you consider using the Harbour again in the future?	84%	90%	85%	86%	94.6%	↑ 😊

Analysis:

2.4.1 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.

- 2.4.2 Question 2: Despite the fact that the survey suggests that the number of people using the water taxi has increased, the water taxi has just had a difficult year with approx 22% drop in yacht taxi usage.
- 2.4.3 Question 3: The trend is down slightly on last year but the general trend is relatively positive. There is still more work to do to bring the financial advantages of the concession tickets to our customer's attention.
- 2.4.4 Question 4: There has been a positive turnaround from the disappointing poll last year.
- 2.4.5 Question 5: Slowly but surely the trend is moving in the right direction. The Enforcement Policy has been implemented and this summer one successful prosecution was brought for irresponsible boating, not displaying navigation lights at night. The speeding message has been and will continue to be broadcast loud and clear for all harbour users to heed.
- 2.4.6 Question 6: Although there has been a slight improvement in the poll compared to last year, it is disappointing that the percentage number of the poll who is not concerned about environmental issues. Notwithstanding this the Harbour Authority has statutory responsibilities within the Site of Special Scientific Interest.
- 2.4.7 Question 7: There has been a small but significant improvement in the poll since last year. Considerable efforts have been made over successive years to improve the customer experience.
- 2.4.8 Question 8: There has been a small improvement in the number of the poll that consider Salcombe Harbour provides value for money and the trend has been generally improving over the past five years.
- 2.4.9 Question 9: It is reassuring that the trend for customers using the harbour again in the future is moving in the right direction.

4. LEGAL IMPLICATIONS

- 4.1 Statutory Powers: Local Government Act 1972, Section 151. The Pier and Harbour Order (Salcombe) Confirmation Act 1954 (Sections 22-36).
- 4.2 There are no other legal implications to this report.

5. FINANCIAL IMPLICATIONS

- 5.1 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.

6. RISK MANAGEMENT

6.1 The risk management implications are:

Risk/Opportunity	Risk Status			Mitigating and Management Actions
	Impact/Severity	Likelihood/Probability	Risk Score	
The opinion meter survey gives the harbour customers an opportunity to give feedback on a range of issues directly to the Harbour Board. The size of the survey needs to be taken into consideration.	3	3	9	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. The issues that customers are concerned about have been recorded in the survey.

7. 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