

NAME OF COMMITTEE	Salcombe Harbour Board
DATE	18 November 2013
REPORT TITLE	2013 OPINION SURVEY
REPORT OF	Salcombe Harbour Master
WARDS AFFECTED	All South Hams

Summary of report:

To report the results of the Harbour Authority 2013 Opinion 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 2013 survey took place in the Harbour Office reception between May and October 2013. There were 163 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	70	43%
	Visitor	93	57%
Have you noticed any improvement in the service and facilities Salcombe Harbour offers to you?	Yes	116	71%
	No	47	29%
Do you use the water taxi?	Yes	92	56%
	No	71	44%
Have you made use of the water taxi discount tickets?	Yes	38	23%
	No	125	77%
Do you consider Salcombe to be a safe harbour?	Yes	148	91%
	No	15	9%
Has speeding and anti social behaviour from other harbour users adversely affected your enjoyment of the estuary?	Yes	40	25%
	No	123	75%
Have you been the victim of marine crime in the last 12 months?	Yes	28	17%
	No	135	83%
If yes, have you reported the crime to the police?	Yes	16	10%
	No	147	90%
Are conservation issues important to you?	Yes	121	74%
	No	42	26%
Do you consider the Harbour Staff welcoming, friendly and helpful?	Yes	142	87%
	No	21	13%
Do you consider Salcombe Harbour offers Value for Money?	Yes	134	82%
	No	29	18%
Will you consider using the Harbour again in the future?	Yes	148	91%
	No	15	9%
On a scale of 1 to 10 how satisfied are you with the services provided by Salcombe Harbour?	1	1	1%
	2	0	
	3	0	
	4	3	1%
	5	17	10%
	6	3	1%
	7	5	3%
	8	26	16%
	9	33	21%
	10	70	44%

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
Better Showers	3
Friendly Staff	1
Reduce Harbour Charges	1
Yacht Taxi waiting time	1
Would like to see more pontoon berths	1
Boats under 5m should not use Normandy Pontoon	1
Slipway Rage	1
Option to stay on a pontoon	1
Water on Kingsbridge Pontoon	1
Electricity on Visitors' Pontoon	1
Skiing and wakeboard facilities within harbour	1
Deregulate speed limit from Blackstone	1
Boats not showing navigation lights at night	1
Noise from Pub spoilt evening	1

2.3 Comments on Comments.

2.3.1 Provide Better Shower Facilities – Last year the most frequent comment was to provide shower facilities. Now that shower facilities have been provided it would appear that a minority of customers would like to see more luxurious shower facilities. The two free showers at Whitestrand are a massive step forward and they have been very well received by the majority of our customers, however they are not the complete solution. Taken in association with the improved shower facilities at the Salcombe Yacht Club, visiting yachtsmen are now relatively well served for shower facilities and have a choice. Having worked for over 30 years to find a suitable place for showers of any description it is proposed only to make some minor upgrades to the Whitestrand Showers, mirrors and duck boards, for the 2014 season.

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 has been working hard to improve the welcome and the level of service provided at Salcombe. The trend is positive with 87% of the survey considering the staff to be friendly and welcoming. This is an ongoing issue which will continue to be kept at the forefront of all staff activities.

2.3.3 Charge Less - The harbour charges have been kept below the rate of inflation for the past six years. Visiting Yacht charges have been frozen since 2006 with a range of seasonal discounts introduced 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 and by more flexible working; more yacht taxi capability has been generated. This year the Yacht Taxi has carried 22,664 passengers.
- 2.3.5 More Pontoon Berths – It is assumed that this comment is regarding foreshore pontoon berths, for which there is a considerable waiting list. The Board's Policy is not to increase the number of berths in the Harbour; it is therefore difficult to satisfy this request. The improved berthing arrangements at Kingsbridge should help generally. The Kingsbridge pontoons will not initially have fresh water, but the pontoons have utility ducts fitted so providing water in the future would be possible if the water regulations can be satisfied with the provision of an air break in the supply.
- 2.3.6 Boats less than 5 m should not be allowed to berth on Normandy Pontoon. The improved Salcombe Town Landings have been a great success, particularly the short term berthing for vessels up to 5.5m on the Normandy Finger Berths. The success of this facility has meant that during the high season it is not always possible to get a short term berth immediately. It is not considered appropriate to exclude the smaller boats from using this facility.
- 2.3.7 Slipway Rage – This year was an exceptional year due to the fact that the Fish Quay works over ran throughout the summer, this caused a considerable amount of additional traffic onto the Public Slipway at Batson. This unsatisfactory situation was actively managed with additional staff and an extensive public information campaign. Notwithstanding this there were a number of regular customers who were not happy to wait or work through the additional fishing activity and demanded a full refund. Full refunds were given and the Harbour Master wrote to all these customers to explain the situation and request their understanding.
- 2.3.8 Provide more options to stay on a pontoon. It is unclear if this comment is referring to foreshore pontoons or deep water pontoons. The only foreshore pontoons available for visitors are berths which are not being used by the berth holder for a period and have been handed back to the Harbour Authority; this amounted to 15 pontoon berths for the 2013 season. Regarding deep water pontoons, the improvements to the Salcombe Town Landings in 2011 have enabled limited alongside pontoon berths to be made available. Any further increase in deep water pontoon berths with walk ashore access would adversely affect the character of the Estuary and therefore not considered an option. The provision of power on the Visitors' Pontoon has been considered and shelved because of the technical difficulties.

2.3.9 Water skiing and deregulation of the speed limit - This topic has been an issue for many years. The last time a trial of a water skiing area within the estuary was considered there was overwhelming objection to the proposal. Most customers consider high speed within the busy estuary to be both antisocial and dangerous.

2.3.10 Navigation Lights – Not displaying navigation lights at night is in contravention of the Bye-Laws and is a very dangerous practice. More education is required.

2.3.11 Noise from the Town - Salcombe is a vibrant holiday destination and some noise from the establishments along the shore must be expected.

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

		2008	2009	2010	2011	2012	2013	Trend
Question								
1	Have you noticed any improvement in the service and facilities Salcombe Harbour offers to you?	56%	83%	57%	61%	69%	71%	↑ 😊
2	Do you use the water taxi?	46%	73%	57%	48%	50%	56%	↑ 😊
3	Have you made use of the water taxi discount tickets?	28%	40%	14%	34%	32%	23%	↓ 😞
4	Do you consider Salcombe to be a safe harbour?	75%	85%	100%	84%	90%	91%	↑ 😊
5	Has speeding and anti social behaviour from other harbour users adversely affected your enjoyment of the estuary?	54%	37%	28%	26%	20%	25%	↑ 😞
6	Have you been a victim of Marine Crime in the last year?					10%	17%	↑ 😞
7	Have you reported the crime to the police?					42%	10%	↓ 😞
8	Are conservation issues important to you?	76%	83%	100%	71%	72%	74%	↑ 😊
9	Do you consider the Harbour Staff welcoming, friendly and helpful?	75%	83%	100%	80%	87%	87%	↔ 😊

10	Do you consider Salcombe Harbour offers Value for Money?	60%	75%	71%	66%	76.2%	82%	↑ 😊
11	Will you consider using the Harbour again in the future?	84%	90%	85%	86%	94%	91%	↓ 😞

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: There has been a significant increase in the reported use of the yacht taxi, which has been borne out by the 27% increase in the number of passengers carried this year.
- 2.4.3 Question 3: The trend is down suggesting that here 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 small but significant improvement to the number of customers who consider Salcombe to be a safe harbour.
- 2.4.5 Question 5: After several years of steady improvement the trend has moved in the wrong direction. 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 the overall number of reported marine crimes is down from year to year, the survey is suggesting that marine crime is becoming more of a problem. In addition to the Night Security Patrol and the Kingsbridge Boat Club Boat Watch the Harbour Authority run a crime prevention initiative with the Devon and Cornwall Police.
- 2.4.7 Question 7: The fact that only 10% of customers who were victims of marine crime have reported the facts to the police is disturbing. More education is required on this subject.
- 2.4.8 Question 8: There has been a significant increase in the number of customers who are concerned about environmental issues.
- 2.4.9 Question 9: Considerable efforts have been made over successive years to improve the customer experience. This will continue to be a focus of attention for all staff.
- 2.4.10 Question 10: There has been a significant rise in the number of customers who feel that the Salcombe Harbour Authority offers good value for money. The fact that visiting yacht prices and the Yacht Taxi charges will be frozen again for next season and that resident facility will rise below the rate of inflation should continue to please our customers.

2.4.11 Question 11: It is disappointing that the trend for customers who would consider using the harbour again has moved in the wrong direction when most all of the other trends are moving in the right direction. We will have to work even harder!

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