



Public Agenda Item: **Yes**

Title: **Tor Bay Harbour Authority – Annual Tor Bay Harbour User Survey 2011**

Wards Affected: **All Wards in Torbay**

To: **Harbour Committee** On: **12 September 2011**

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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 2011.

2. Introduction

2.1 Each year Tor Bay Harbour Authority 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 us a good indication of which of our services are meeting the customers' expectations and which are below the quality expected, and this enables the development of improvement actions.

2.3 A copy of the 2011 Survey Form can be found in Appendix 1 and a summary of the 2011 survey results is shown in Appendix 2.

2.4 Some of the significant results from the 2011 survey are as follows :-

- Those surveyed who think that harbour safety is properly managed by Tor Bay Harbour Authority remains at over 90%. This year 95.9% compared to 93.4% last year.
- 54.7% of users thought Tor Bay harbour charges compared favourably to other harbours compared with 44% last year, and 45% in 2009. 18.7% said that charges did not compare favourably with only 13% last year and 26.7% answered "Don't know".
- Over 84% rated our administration service as 'good' or 'excellent'.

- Most people (82%) would judge the overall quality of service within Tor Bay Harbour as above average with only 2.8% considering it to be poor or very poor.
- Of those that responded, 96.1% were male and 3.9% were female. The majority classified their ethnic origin to be White British (96%) and most reported that they did not consider themselves to be disabled in any way (89.3%).
- Disappointingly 11.1% of our customers considered our website to be poor or very poor. This area has already been highlighted as needing improvement and a growing number of respondents (89.5%) now have access to the internet, with 46% who would like to pay their harbour bills online.
- Interestingly over 67% of people would like to hear from us by email.
- More than 70% of the respondents believed that they can influence some decision making about the management of the harbour, with 53.2% saying it depended on the issue.
- Satisfaction with services is generally high, averaging over 77%. Customer service was well received with 84.2% considering this to be good or excellent, while 77% of respondents said that the provision of events information was good or excellent.
- Nearly 40% of respondents consider the quality of service to have improved over the last 12 months, only 2 respondents feel that services have declined in that time.
- As in previous years the most popular additional services that people want are more fresh water points and more electricity points, mainly on the Town Dock at Torquay. Also, our customers would like more pontoon berths to be made available.

2.6 The information collected from the survey results will be used to make improvements to the provision of services provide by Tor Bay Harbour Authority.

Kevin Mowat
Executive Head, Tor Bay Harbour Authority

Appendices

Appendix 1 Tor Bay Harbour Users Survey Form – 2011

Appendix 2 Annual Tor Bay Harbour User Survey Results - June 2011

Background Papers:

The following documents/files were used to compile this report:

Tor Bay Harbour Users Survey Results from 2002 to 2010.