

## Salcombe Harbour Board – 28 September 2009

## OPINION METER SURVEY

## Report of Salcombe Harbour Master

## Statutory Powers: Pier and Harbour Order (Salcombe) Confirmation Act 1954

Financial Implications: None.

## Purpose

To report the results of the 2009 Opinion Meter Survey.

This report supports South Hams objectives of good jobs (CP2), retention of the district's character (CP3), an accessible Council (CP5) and value for money (CP6).

## Recommendations

**That the Harbour Board RESOLVES to Note the report.**

## Background

1. An opinion meter survey of harbour customers has been undertaken for the past three years. The purpose of this annual survey is to gauge the opinion of harbour users which can then inform decision making by the Harbour Board.
2. The 2009 survey took place in the Harbour Office reception between 15 April and 24 June 2009, with 48 participants.

## Opinion Meter Survey – Comparison between 2008 and 2009

	2008	2008	2009	2009	Trend
<b>Q1. Are you a Resident or a Visitor?</b>					
Resident	88	62%	35	73%	
Visitor	54	38%	13	27%	
<b>Q2. Are you aware of the any of the following Harbour Community Fora? (New Question for 2009)</b>					
Salcombe Estuary Conservation Forum			30	62%	
Salcombe & Kingsbridge Estuary Association (SKEA)			34	71%	
Kingsbridge Estuary Boat Club (KEBC)			19	40%	
The South Devon and Channel Shell Fishermen			18	38%	
<b>Q3. Have you noticed any improvement in the service and facilities Salcombe Harbour offers to you?</b>					
Yes	79	56%	40	<b>83%</b>	↑ ☺
No	63	44%	8	17%	↓ ☹

<b>Q4. Do you use the water taxi?</b>					
Yes	66	46%	35	<b>73%</b>	↑ 😊
No	76	54%	13	27%	↓ 😊
<b>Q5. Have you made use of the water taxi discount tickets?</b>					
Yes	40	28%	19	40%	↑ 😊
No	102	72%	29	60%	↓ 😊
<b>Q6. Do you consider Salcombe to be a safe harbour?</b>					
Yes	107	75%	41	85%	↑ 😊
No	35	25%	7	15%	↓ 😊
<b>Q7. Has speeding and anti social behavior from other harbour users adversely affected your enjoyment of the estuary?</b>					
Yes	76	54%	18	38%	↓ 😊
No	66	46%	30	62%	↑ 😊
<b>Q8. Have you been the victim of marine crime in the last 12 months? (New question for 2009)</b>					
Yes			15	31%	
No			33	69%	
<b>Q9. Are conservation issues important to you?</b>					
Yes	108	76%	40	83%	↑ 😊
No	34	24%	8	17%	↓ 😊
<b>Q10. Do you consider the Harbour Staff welcoming, friendly and helpful?</b>					
Yes	107	75%	40	83%	↑ 😊
No	35	25%	8	17%	↓ 😊
<b>Q11. Do you consider Salcombe Harbour offers Value for Money?</b>					
Yes	85	60%	37	75%	↑ 😊
No	57	40%	12	25%	↓ 😊
<b>Q12. Will you consider using the Harbour again in the future?</b>					
Yes	119	84%	43	90%	↑ 😊
No	23	16%	5	10%	↓ 😊

### Analysis – Areas of Concern

- Q2 highlights the fact that there is still work to do to inform harbour users of the existence of the Harbour Community Fora and how they interact with the Harbour Board.
- Q4&5 suggests that a good percentage of harbour users use the water taxi, but that as the use of the concessionary tickets is so low, users are clearly unaware of the excellent value they represent. These tickets offer up to a 33% saving on individual journeys, additional advertising of the possible savings needs to be considered.

5. Q7 addresses the issue if speeding and anti-social behaviour adversely impacting on harbour users enjoyment of the harbour. It is pleasing that the percentage of customers upset by speeding and anti-social behaviour has decreased but it is still an area which requires effort and action to reduce as 38% of the poll is an alarmingly high number.
6. Q8 addresses the issue of Marine Crime. Marine crime has been on the increase over the past couple of years, but it has been suspected that all instances of marine crime are not reported to the police. This question was introduced to the survey in an attempt to gauge the scale of the problem, which with 31% of the survey reporting that they had been the victim of marine crime in the last 12 months suggests that there is a bigger problem than the official police marine crime figures suggests. The harbour staff will continue to work closely with the local police in an attempt to redress this unsatisfactory and alarming crime problem.

### **Risk Assessment**

Opportunity	Issues / Obstacles	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 Authority is not delivering a satisfactory service to harbour users. Trends and issues can be identified early and policies and strategies developed to address issues. To do this it is important to ask the right questions.	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 board will be consulted on the contents of the 2010 survey.

### **Conclusion**

7. Overall all of the trends are in the right direction, which is very pleasing. However the survey size was disappointingly low. Participation in the survey appeared to falter on the multiple choice question regarding the Harbour Community Fora, simple yes no answers work much better on SHDC's opinion meter.

Ian Gibson  
Salcombe Harbour Master

Salcombe Harbour Board  
 28 September 2009

**Background Documents:** None