



# Jersey Registered Boat Owners

## Customer Survey Results 2020



# Contents

This report contains the results and data overview from the customer satisfaction survey sent to boat owners with vessels registered in Jersey.

1. Summary
2. Methodology
3. Profile of survey respondents
4. Marine media
5. Vessel and berth
6. Use of facilities
7. Satisfaction and Improvements





# Summary of key findings

## Profile of survey respondents

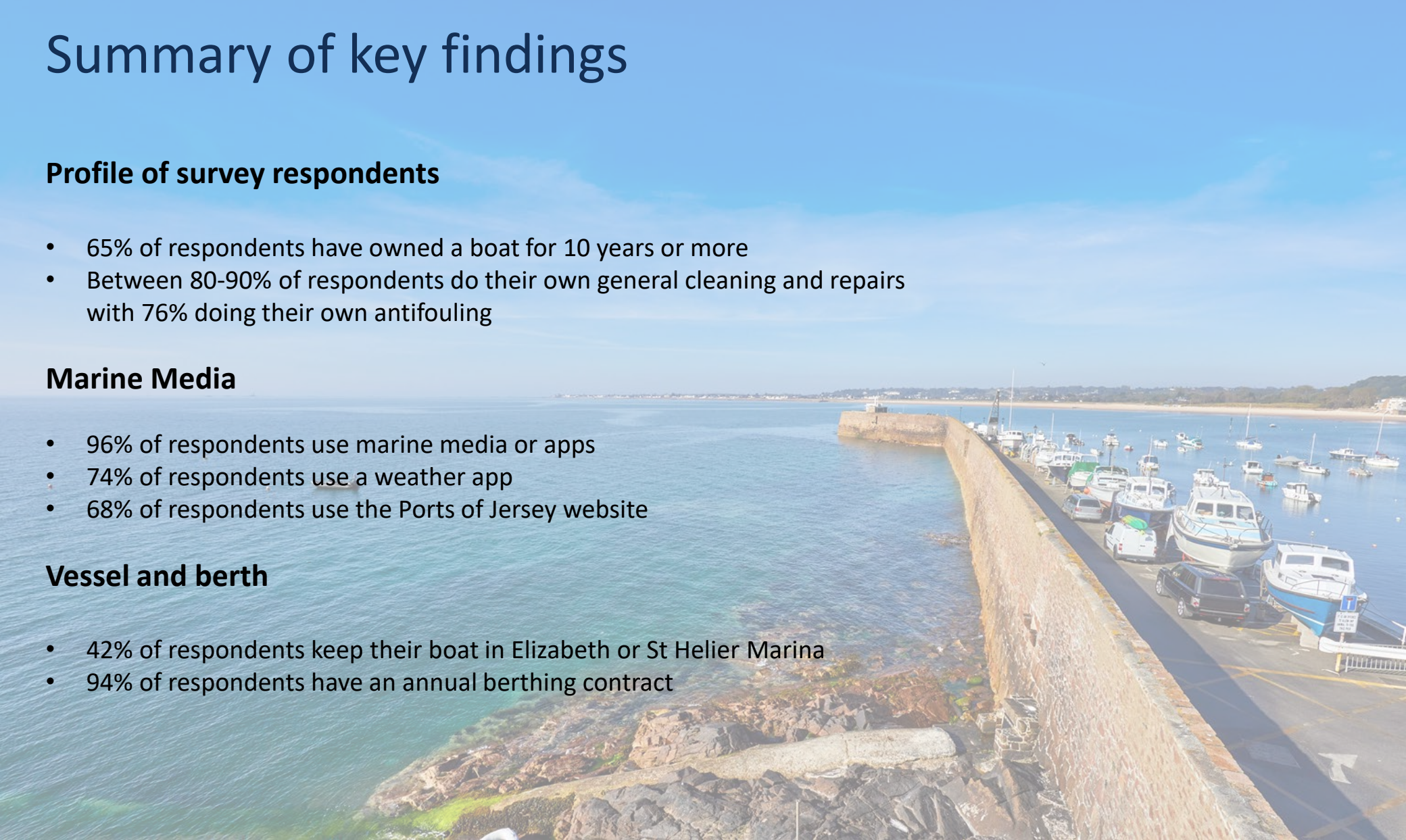
- 65% of respondents have owned a boat for 10 years or more
- Between 80-90% of respondents do their own general cleaning and repairs with 76% doing their own antifouling

## Marine Media

- 96% of respondents use marine media or apps
- 74% of respondents use a weather app
- 68% of respondents use the Ports of Jersey website

## Vessel and berth

- 42% of respondents keep their boat in Elizabeth or St Helier Marina
- 94% of respondents have an annual berthing contract





# Summary of key findings

## Use of facilities

- 52% of respondents use La Collette Boat Park and 62% use the drying pads
- 75% of respondents use the recycling sites provided by Jersey Marinas
- 9% use the pump out service in Elizabeth Marina

## Satisfaction and Improvements

- 86% of respondents are “Satisfied” or “Very Satisfied” with the cleanliness of all areas asked about
- 75% of respondents are satisfied with the maintenance of the pontoons in the marinas including the lighting
- Staff helpfulness scored highly with both the marine leisure centre and ships registry receiving over 95% satisfaction from their customers
- Areas for improvement were identified, around half of respondents are “Dissatisfied” or “Very Dissatisfied” with parking for the marinas and outlying harbours. Wifi also scored low with 66% of respondents “Dissatisfied” or “Very Dissatisfied”
- When asked about the possibility of doing a variety of services online the most favoured was “Booking drying blocks/pads” with 62% of respondents wanting to do this online

# Methodology

An online survey comprising of 20 questions collected data between 25 November and 07 December 2020. An invitation to complete the survey online was sent to a Ports of Jersey mailing list of 1,383 boat owners. The survey was completed by 310 boat owners; this is a good response rate of 22%

The survey was structured to ask questions on the following:

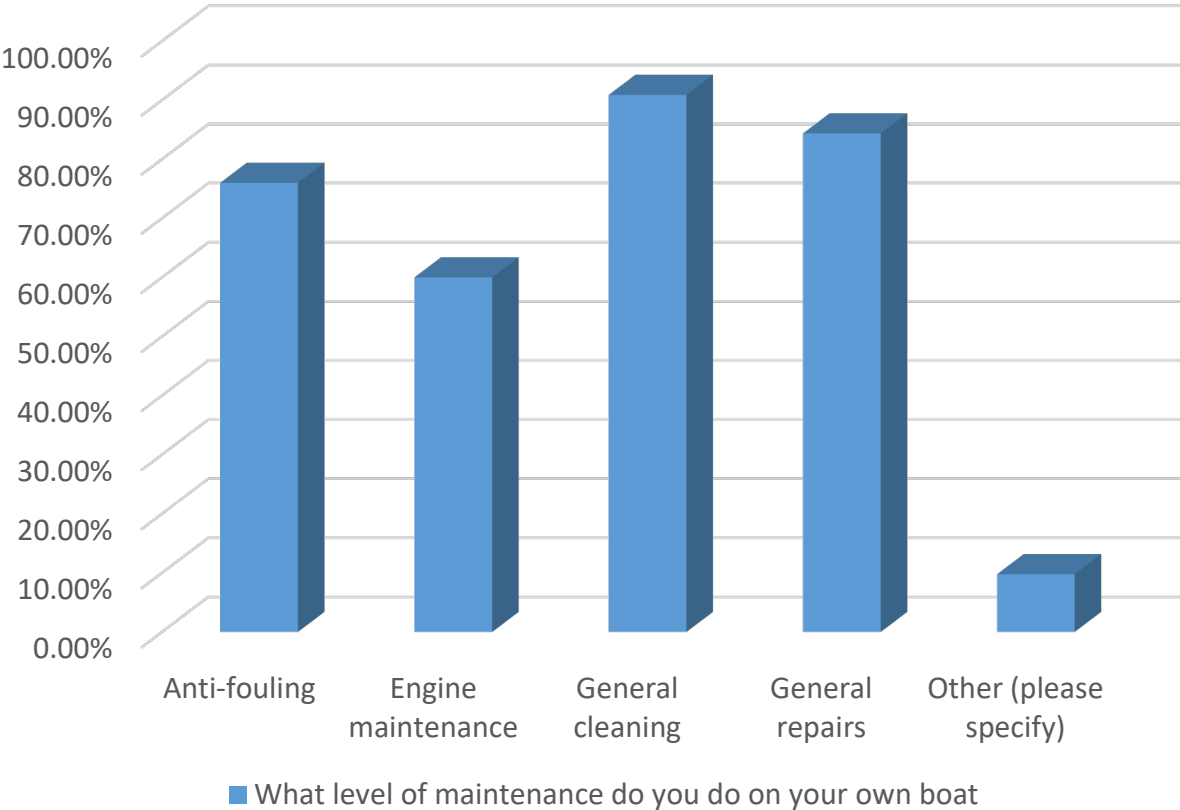
- Profiling questions, including years of boat ownership, where they store their boat, the type of work owners do on their own boats and maritime training they would like to do.
- Marine media, including website app, media and publications used and what services they would like to do on our website.
- Use of and satisfaction with the facilities provided by the Ports of Jersey.
- Ideas for improvements to the facilities and services provided by the Ports of Jersey.

Not all respondents completed all questions in the survey, therefore, there are some variances in the number of responses received on the question compared to the overall total amount of surveys received.

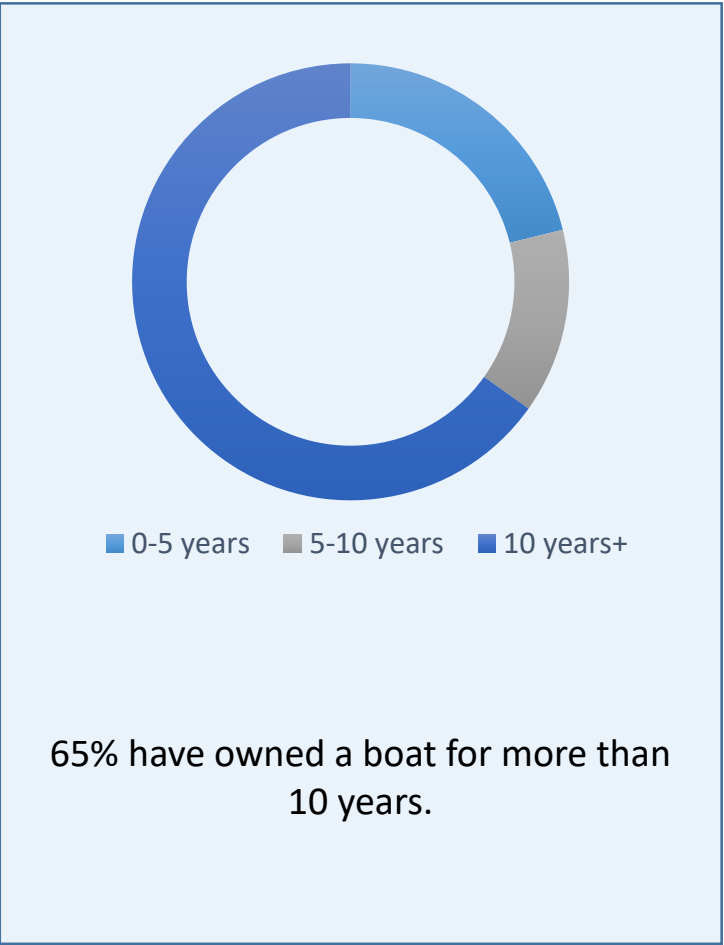


# Profile of respondents

Only 3% of respondents don't do any of their own maintenance.



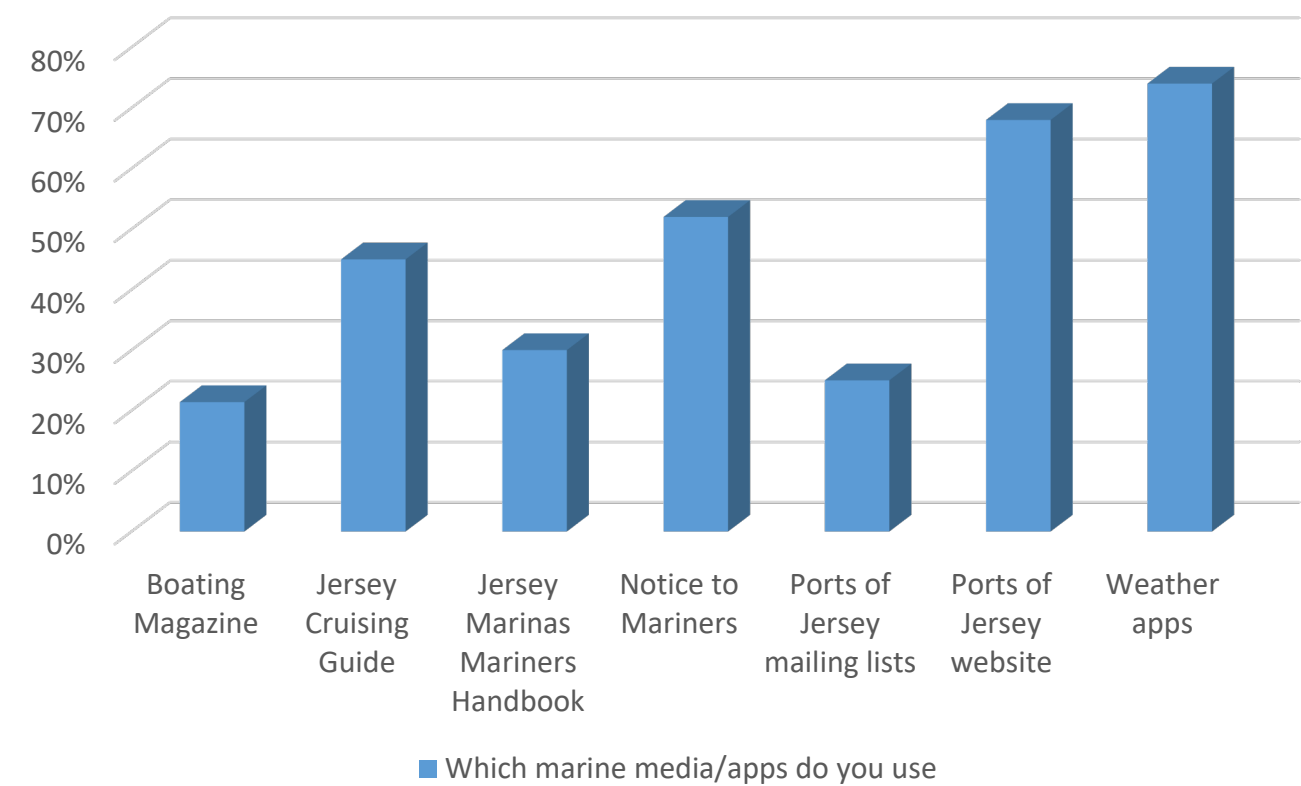
Other comments include, checking safety equipment and maintenance of sails and rigging.





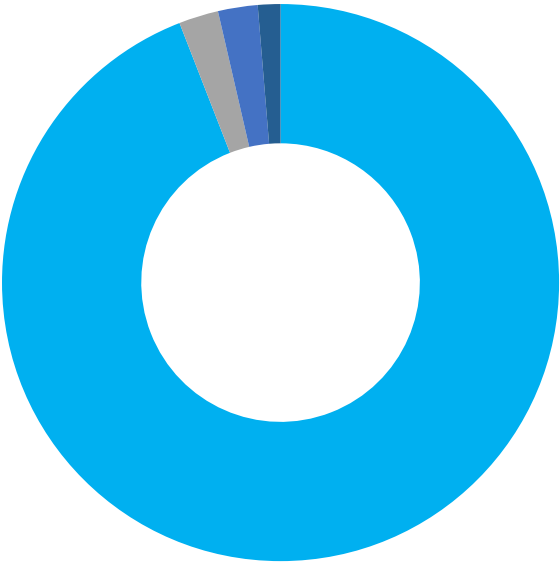
# Marine Media

Respondents were asked if they used any of the below marine media/apps, other comments included Navionics, Windy, XC Weather, Magic Seaweed, AIS and Escales.



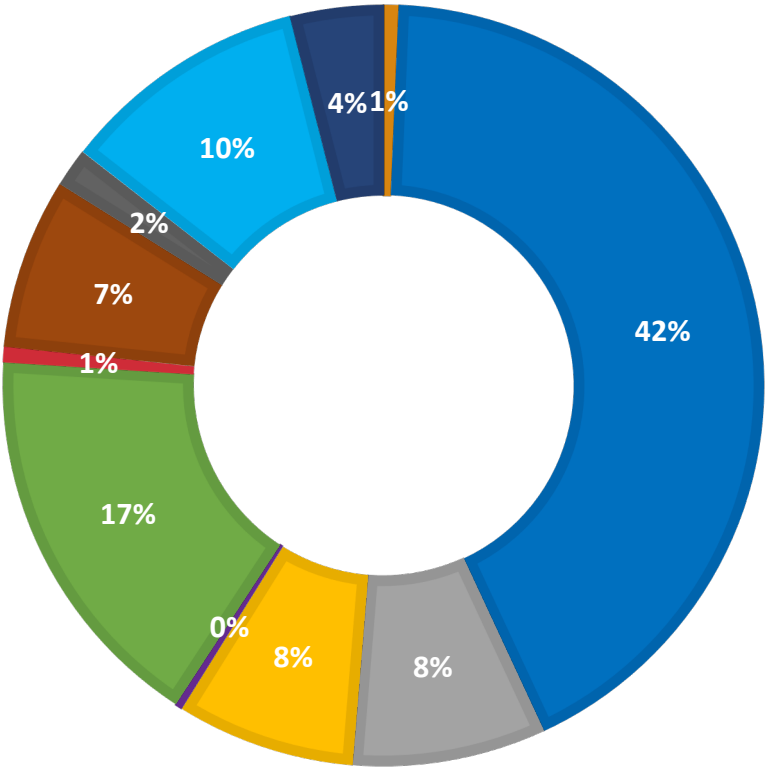
# Vessel and Berth

A total of 77% of respondents keep their boat in St Helier and 18% in the outlying harbours, less than 1% keep it on a trailer.



■ Annual ■ Summer ■ Winter ■ N/A

- Bouley Bay
- Elizabeth Marina
- Gorey Harbour
- La Collette Marina
- La Rocque
- Old St Helier Harbour
- On a trailer
- St Aubin's
- St Catherine's
- St Helier Marina
- Other

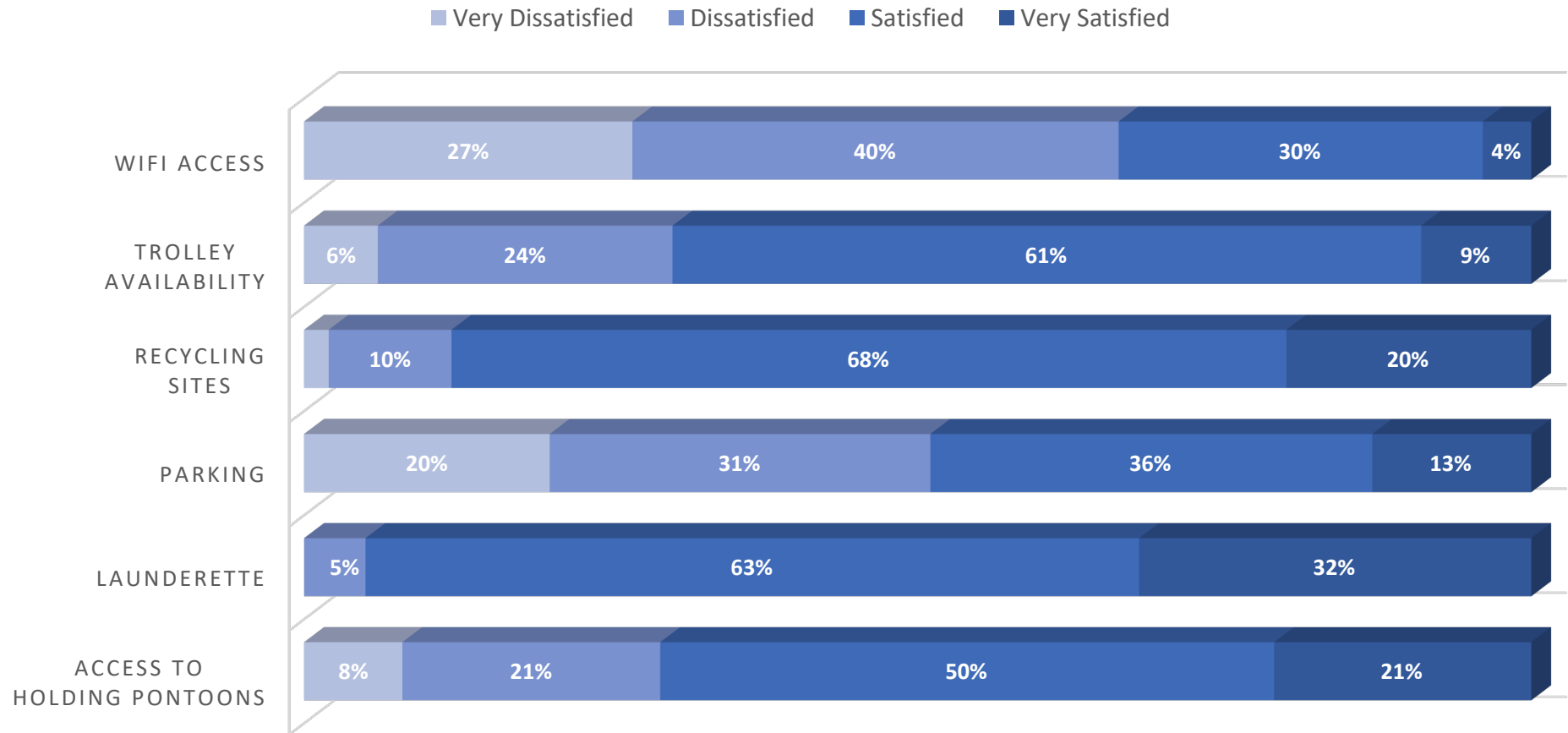


94% of respondents have an annual berthing contract with summer and winter contracts being only 2% each



# Marina Services

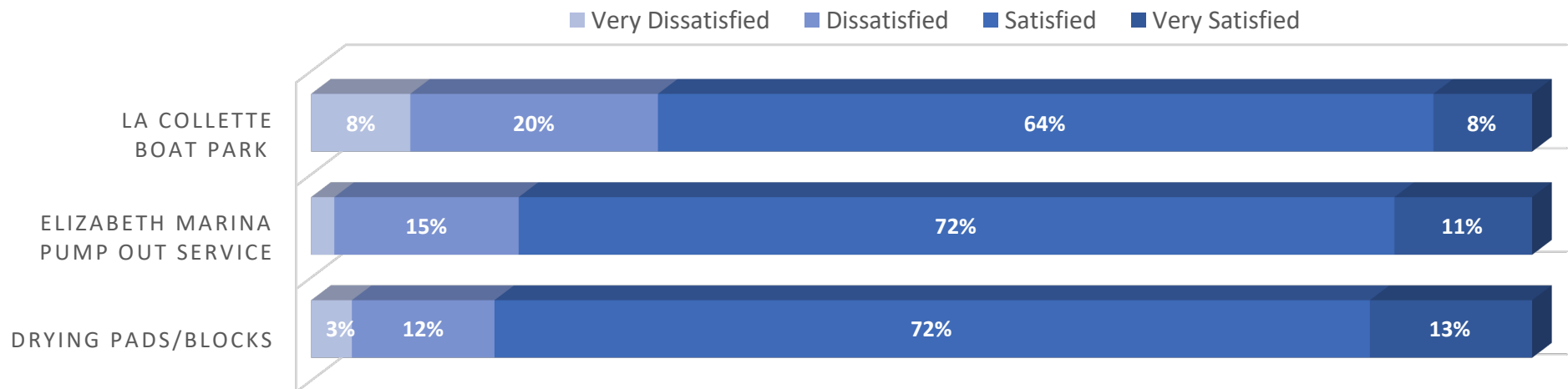
The launderette scored highly with 95% of respondents that use the facility being satisfied or very satisfied. WiFi access scored the lowest, 67% are dissatisfied or very dissatisfied.



# Use of facilities and services

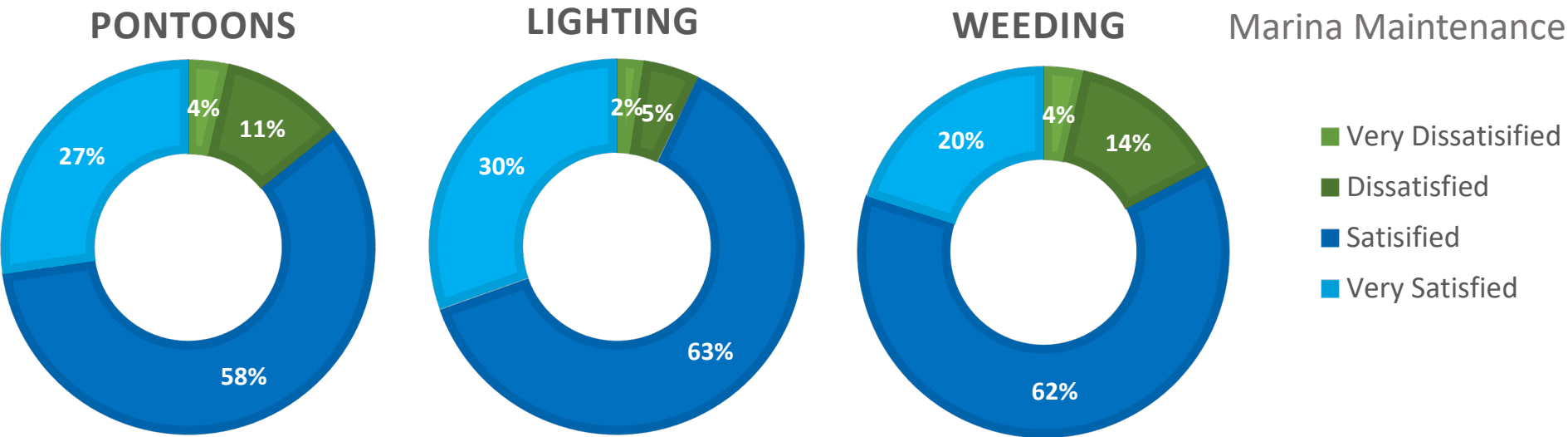
52% of respondents use La Collette Boat Park, 19% use the pump out service in Elizabeth Marina and 62% use the drying blocks and pads provided by Jersey Marinas.

Some additional feedback from the comments is that boat owners would like to see an increase in the cleaning of the drying blocks/pads.

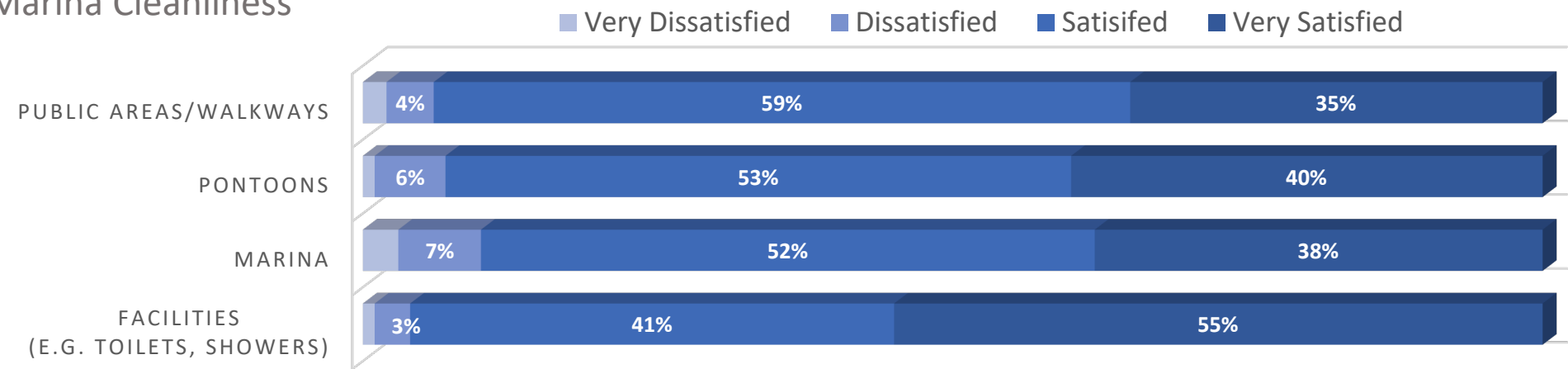




# Cleanliness and maintenance

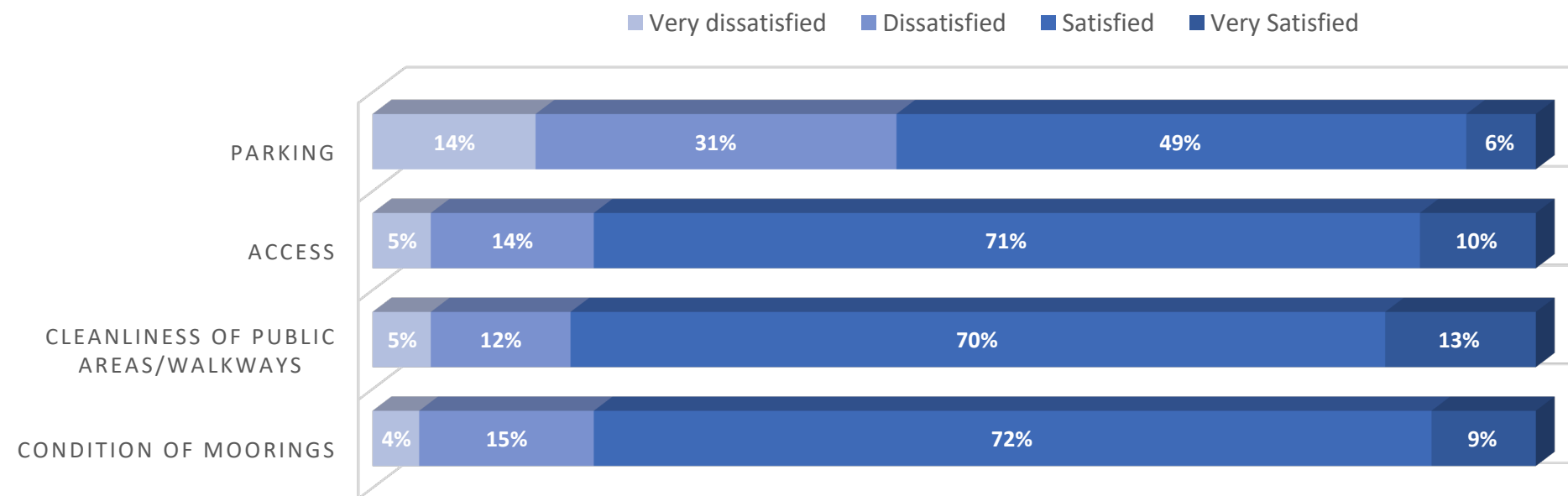


## Marina Cleanliness



# Outlying Harbours

Around half of respondents answered N/A which indicates they have no experience of the outlying harbour service or facility they are being asked to rate. The results of those who did rate them are below.

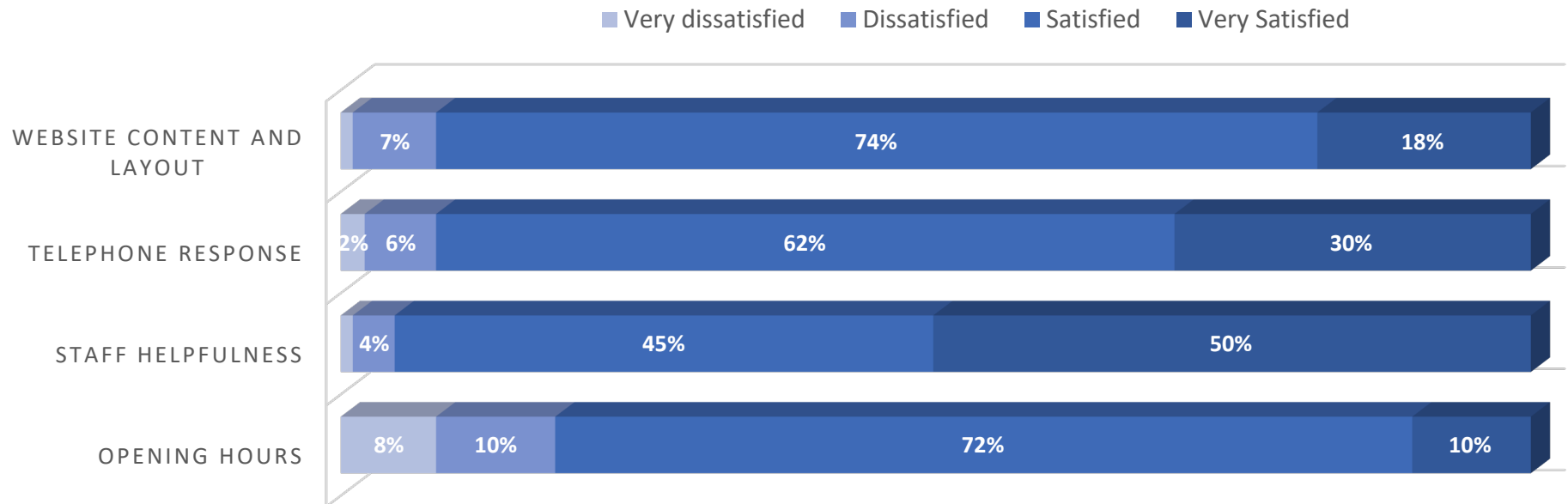




# Marine Leisure Centre

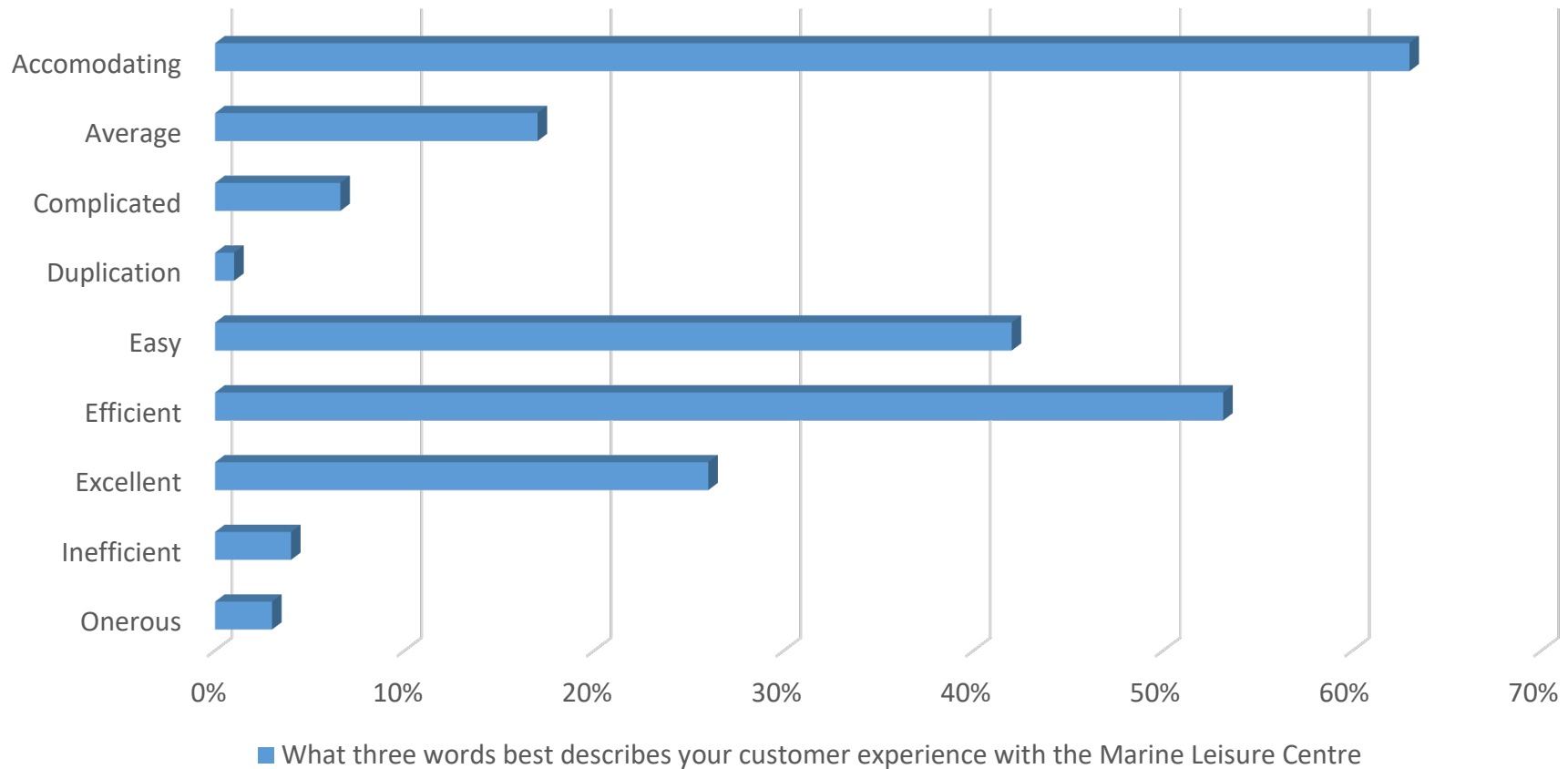
We asked people to rate how satisfied they were with the service received from the Marine Leisure Centre and Jersey Marinas website.

There were high levels of satisfaction, with almost all respondents (95%) positive about how helpful the staff at the centre were and 92% happy with the service received over the phone.



# Marine Leisure Centre

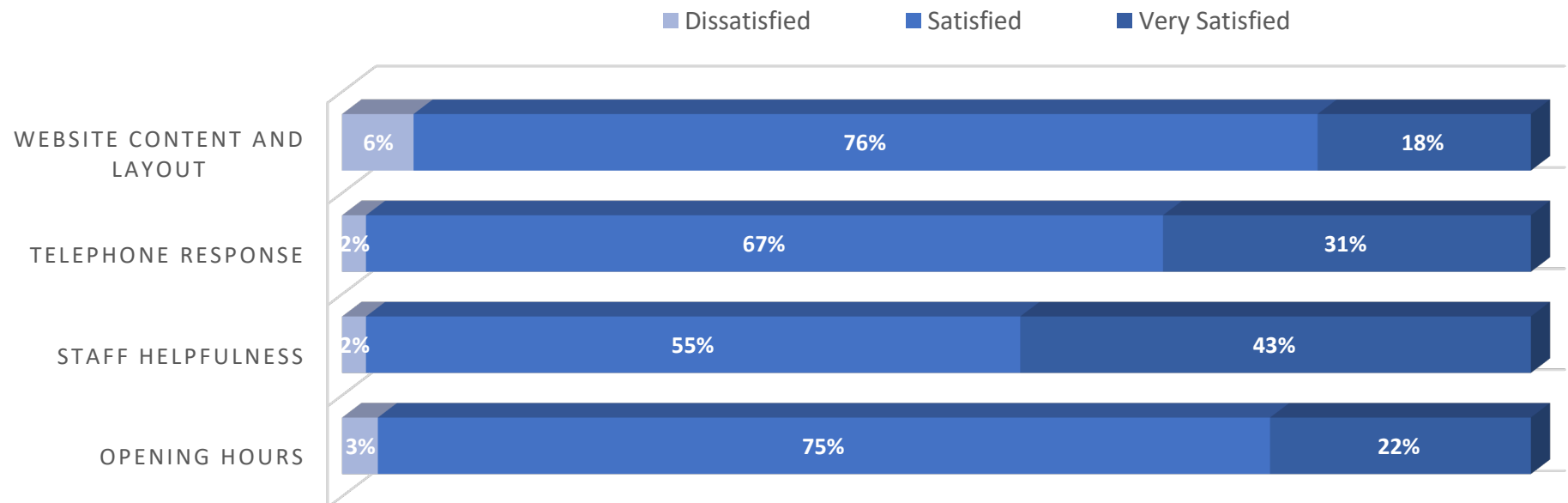
We asked respondents to choose the three words to best describe their customer experience with the Marine Leisure Centre. Over half agreed that the staff were accommodating and efficient. Many followed this up to say that the staff were friendly, when people saw them around the marinas.





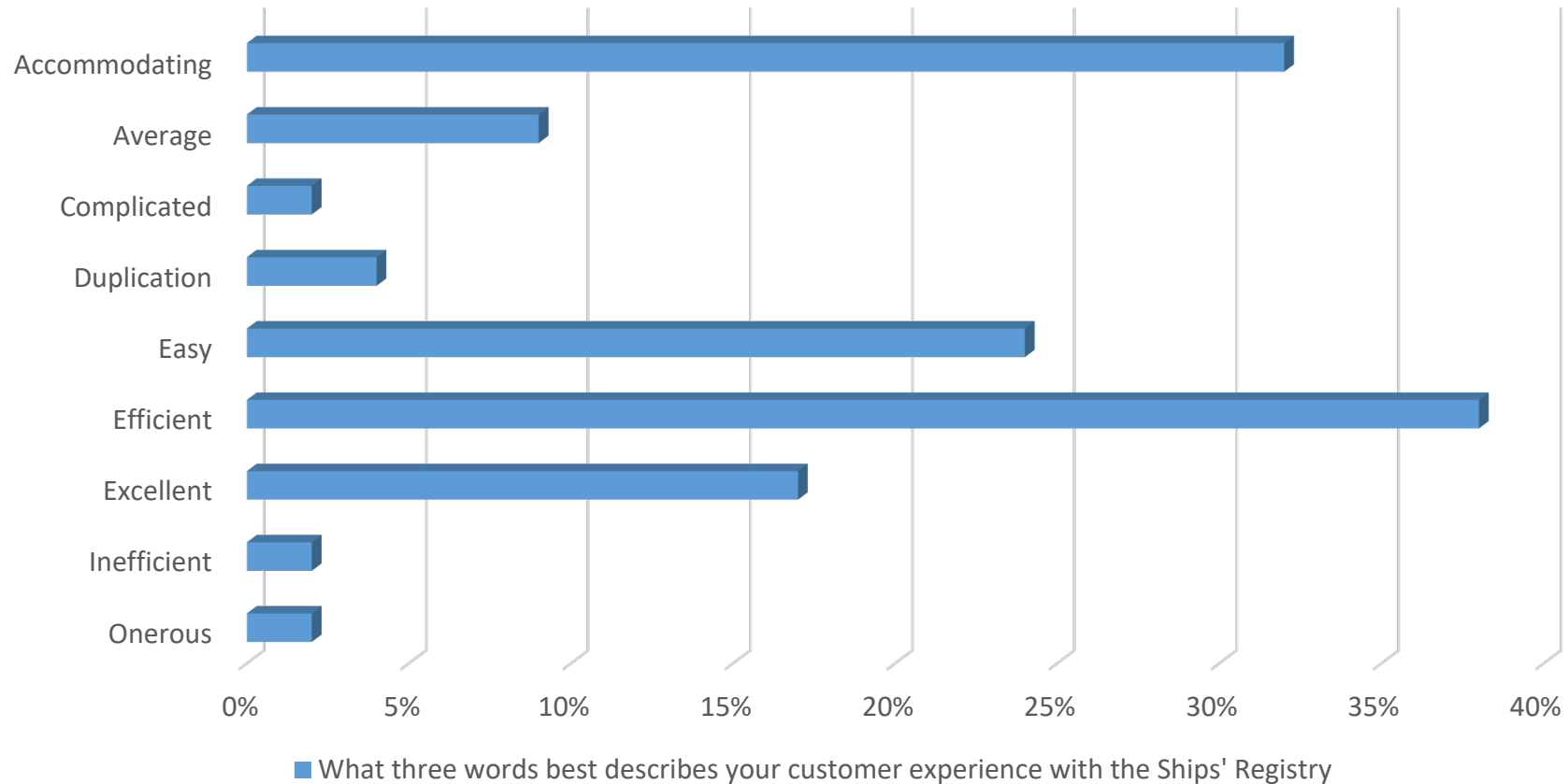
# Ships' Registry

Respondents were asked to provide feedback on the service they receive from the Ships' Registry. The results were overwhelmingly positive with three out of four options scoring more than 97% positive. Over 40% were very satisfied with how helpful the staff were.



# Ships' Registry

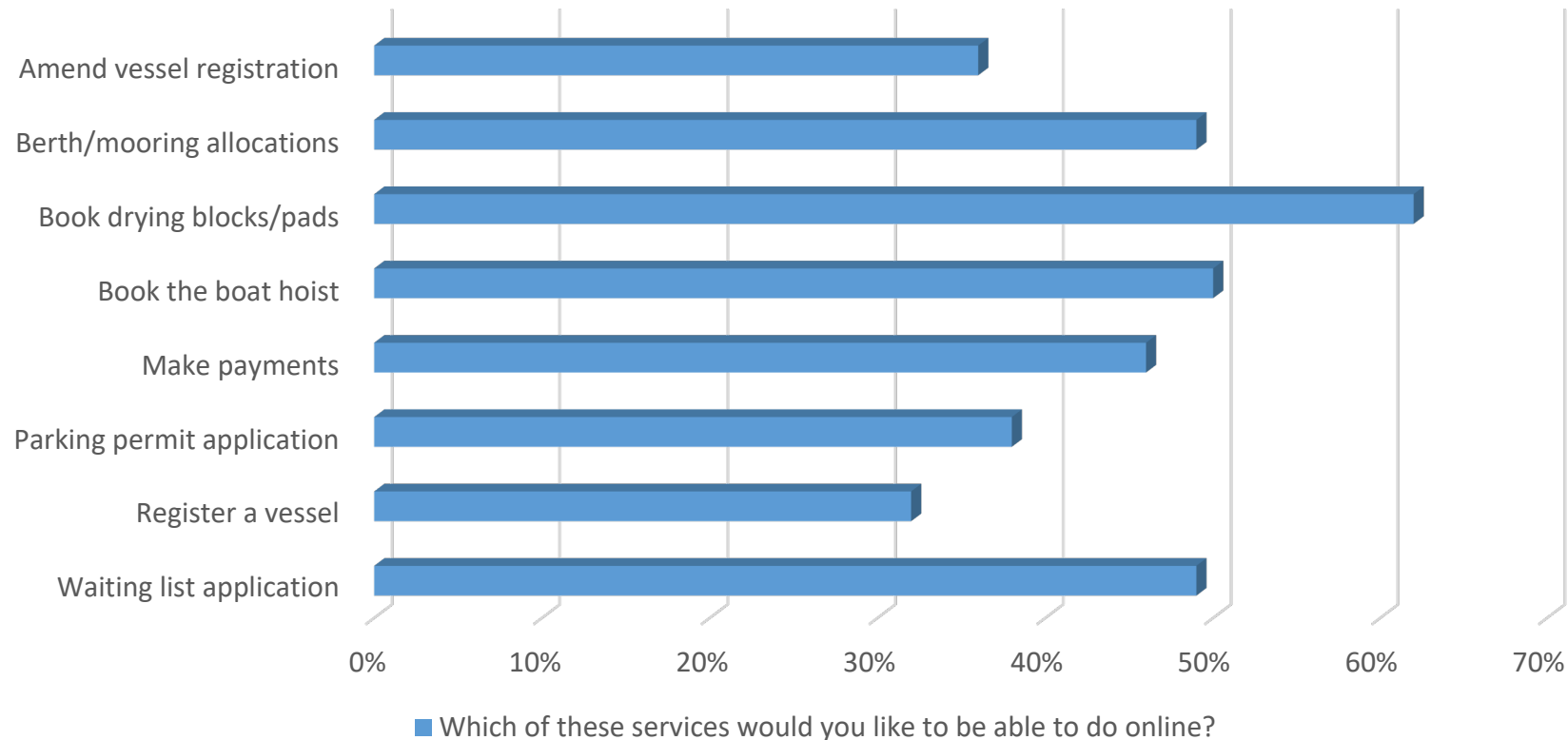
We asked respondents to choose the three words to best describe their customer experience with the Ships' Registry. Over a third agreed the team were efficient and accommodating.



# Online services

Respondents were asked to choose which, if any, of these services they would like to be able to do online. The most common service selected by over 60% of respondents was the facility to book drying blocks and pads.

Berth and mooring allocations and applications for the waiting list of moorings were also popular, both chosen by 49% of respondents.





# Improvements

We asked boat owners what we could do better to enhance the services and facilities we provide, we have highlighted some of the more common themes.

## More:

- Holding Pontoons
- Trolleys for the marinas
- Visitor moorings in outlying harbours
- Parking enforcement
- Staff visibility on the pontoons

## Improve:

- WiFi strength
- Booking systems
- Online services
- Marina access

We are committed to using the feedback in this survey to make improvements to the services we offer our customers.

We are always grateful to receive feedback, if you didn't get an opportunity to respond to this survey but would like to have your say you can email [ask@ports.je](mailto:ask@ports.je) with your comments.



## Ports of Jersey

Ports of Jersey  
St Peter  
Jersey  
JE1 1BY  
[ask@ports.je](mailto:ask@ports.je)  
[www.ports.je](http://www.ports.je)