



2025 Boat Owners Survey

Jersey Marinas

Customer Base:

We proudly support a vibrant maritime community across Jersey with:

- 1,200 marine berths available across our managed sites
- 1,450 fixed moorings located around the island's historic harbours

This year 193 boat owners took part in the survey.

Customer Satisfaction Score (CSAT):

This year we have included a Customer Satisfaction Score (CSAT) to the responses. This is a key performance metric used to gauge how satisfied customers are with a company's products, services, or interactions. Customers respond using a scale—often from 1 to 5 or 1 to 10—where higher numbers indicate greater satisfaction. The CSAT score is then calculated as the percentage of customers who gave a positive rating.

What we did in 2024:

Following the previous customer survey, we implemented a series of upgrades and initiatives to improve safety, accessibility and overall user experience:

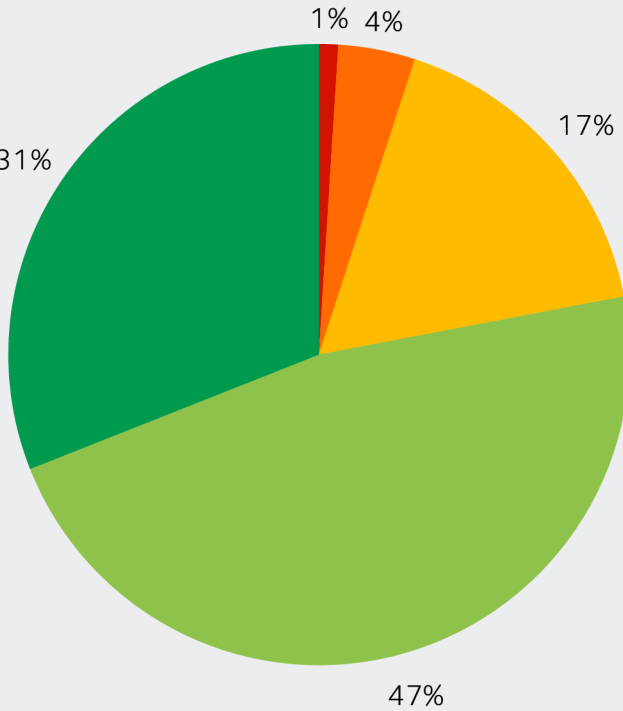
- Elizabeth Marina: Repeater lights installed to enhance visibility and navigation
- St Helier Marina: Facilities and Wi-Fi infrastructure upgraded
- St Helier Marina and Elizabeth Marina:
 - Two 20-minute parking spaces added near the marina office
 - Increased patrols by parking attendants to maintain clear drop-off zones.
- Digital services: Website upgraded for improved access to information and services
- Historic Harbours:
 - Memorandums of Understanding signed for most sites, with updated Terms of Reference
 - New dinghy racks installed at St Catherine's and Gorey
 - Ongoing bench upgrades across all historic harbours
 - Fishing waste removal and general clean-up operations undertaken

What we will do:

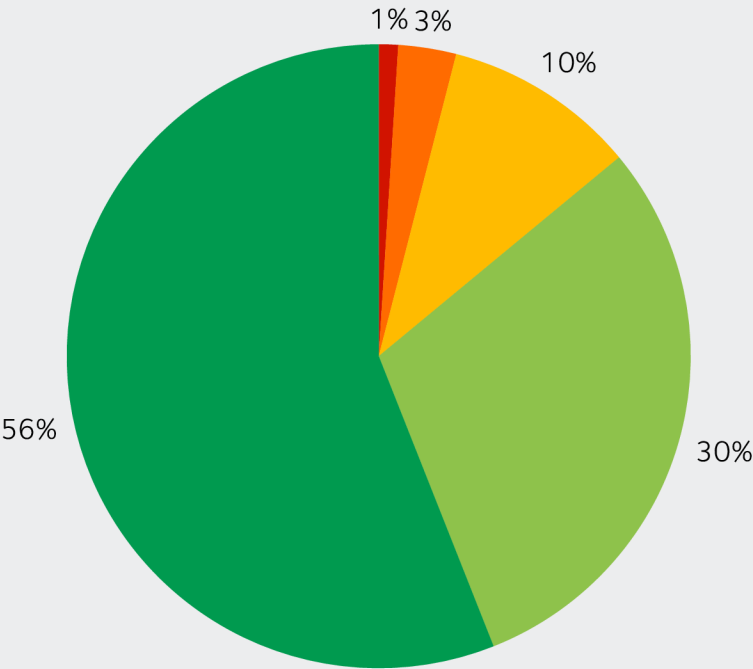
In response to this year's customer feedback, we are planning the following developments:

- Customer experience:
 - Exploring an online portal for payments, profile updated and service access
- Harbour capacity
 - Increasing holding capacity in the main harbour to ease congestion at La Collette and Albert Pier
- Facility upgrade:
 - Further improvements planned to Elizabeth Marina and La Collette
- Historic Harbours:
 - Investigating the feasibility of drying pontoon moorings at suitable locations
 - Reviewing options for bike rack installations to improve accessibility

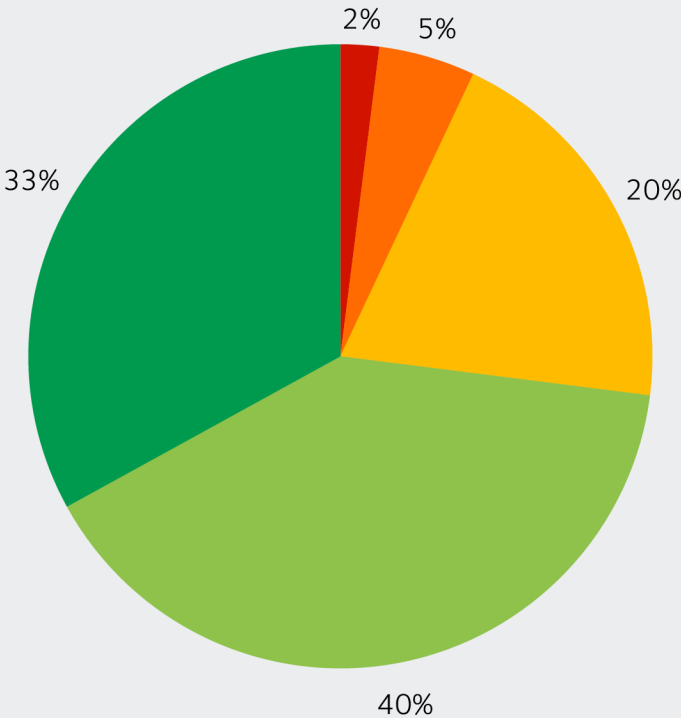
Opening hours: CSAT Avg: 4.0



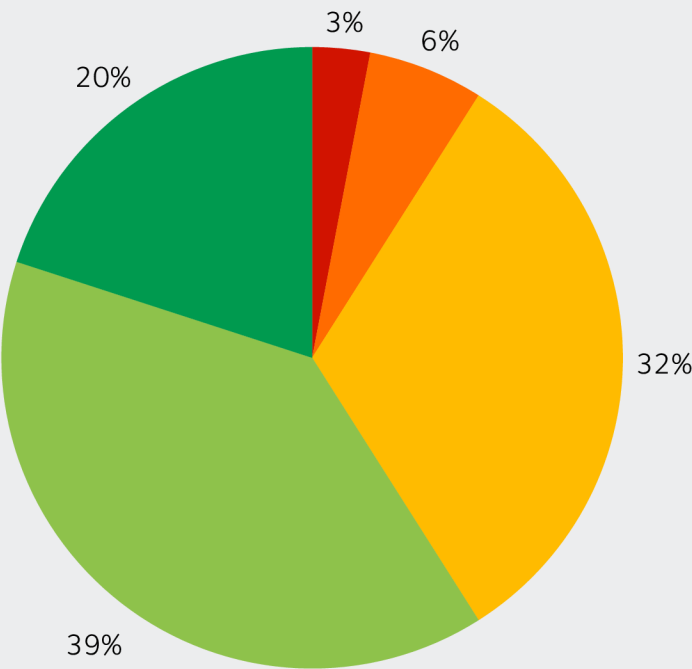
Staff helpfulness: CSAT Avg: 4.4



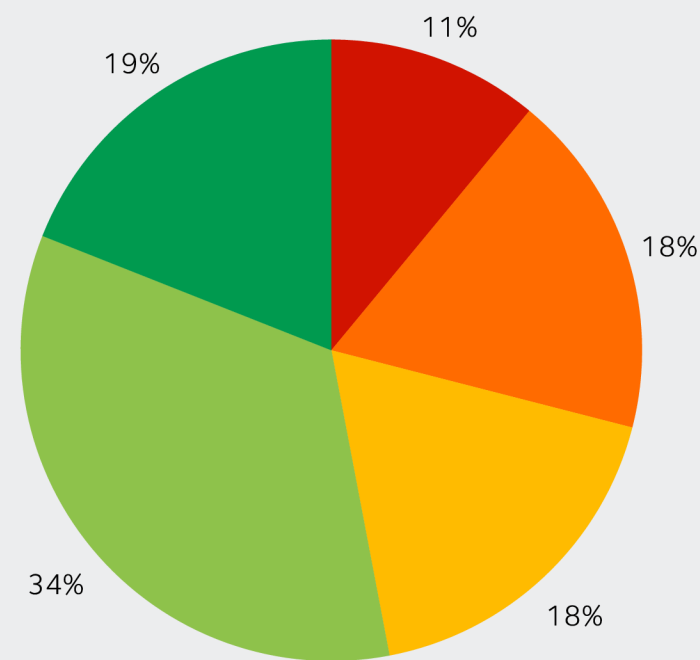
Telephone response: CSAT Avg: 4.0



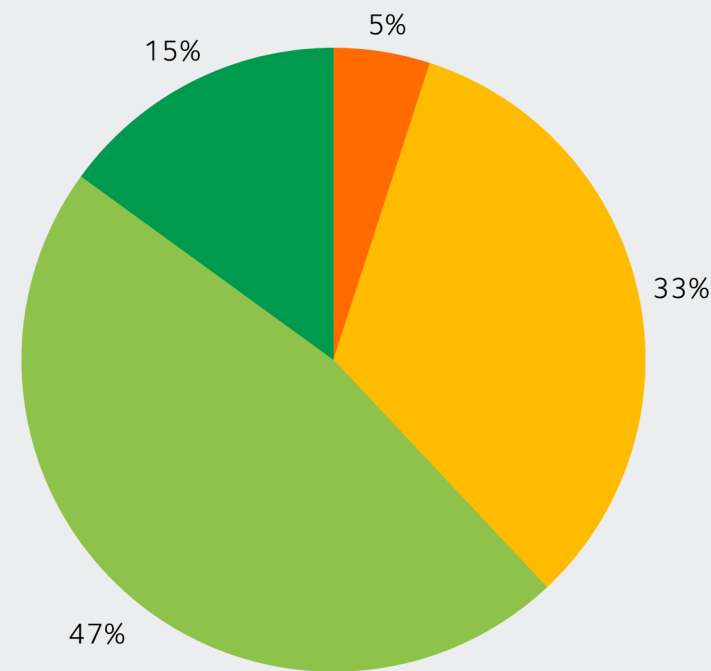
Website content and new layout: CSAT Avg: 3.7



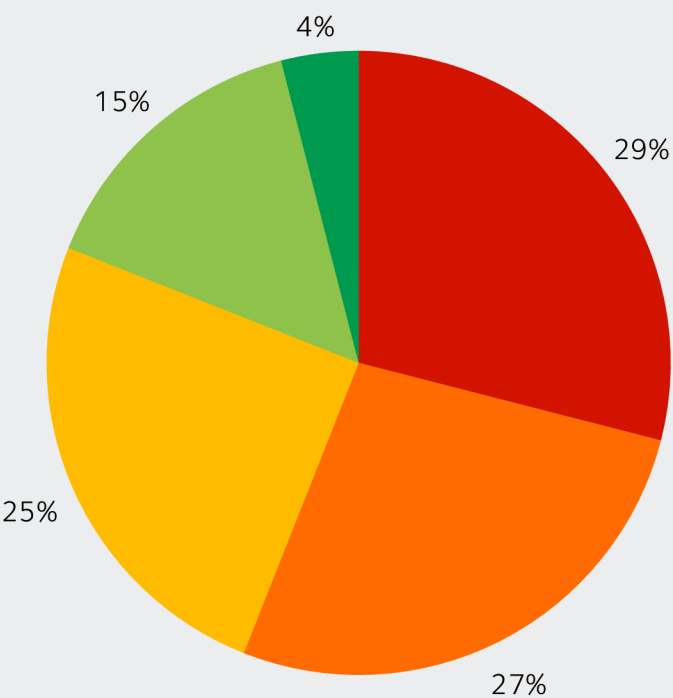
Access to holding pontoons: CSAT Avg: 3.3



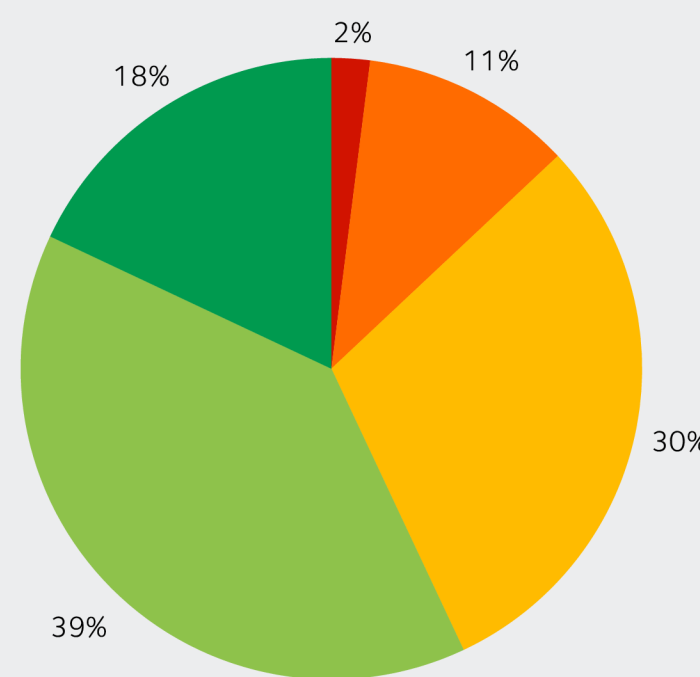
Launderette: CSAT Avg: 3.7



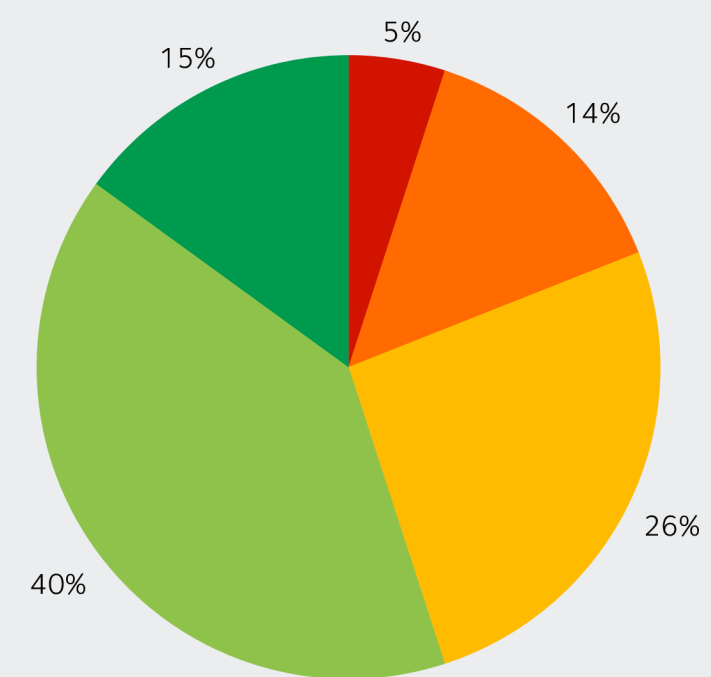
Parking: CSAT Avg: 2.4



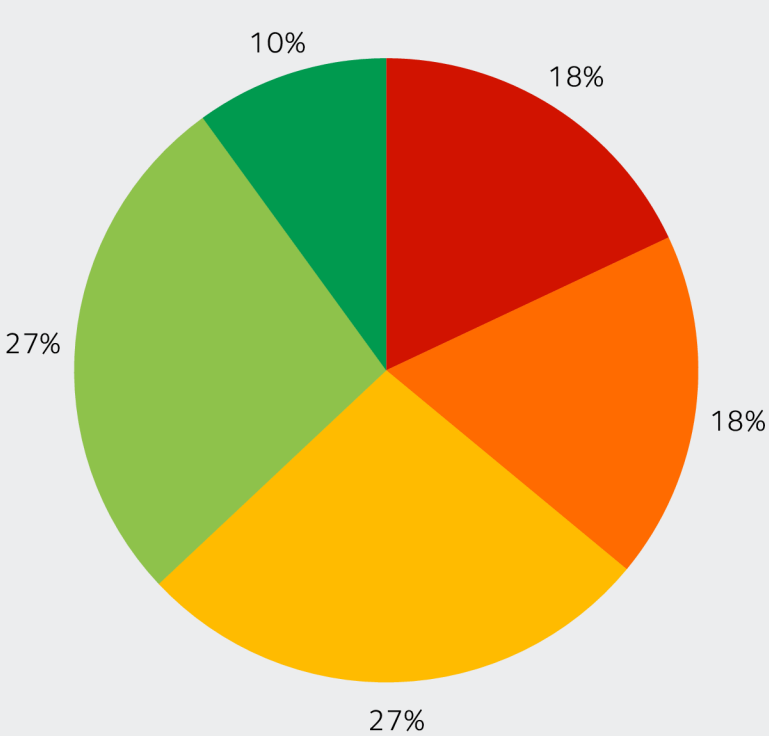
Recycling sites: CSAT Avg: 3.6



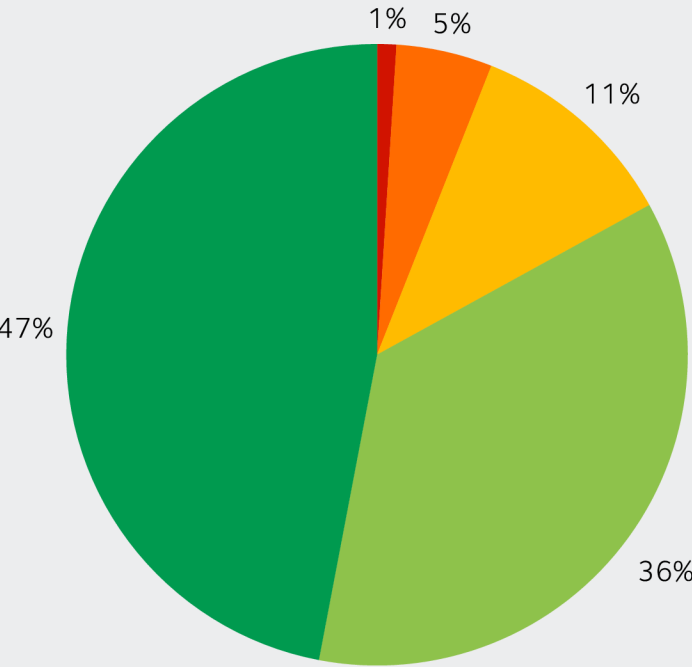
Trolley availability: CSAT Avg: 3.4



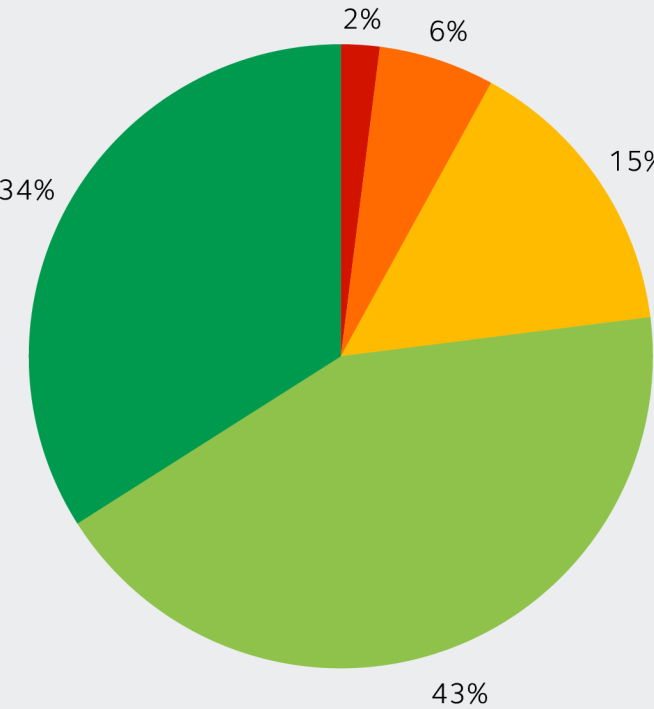
Wi-Fi access: CSAT Avg: 2.9



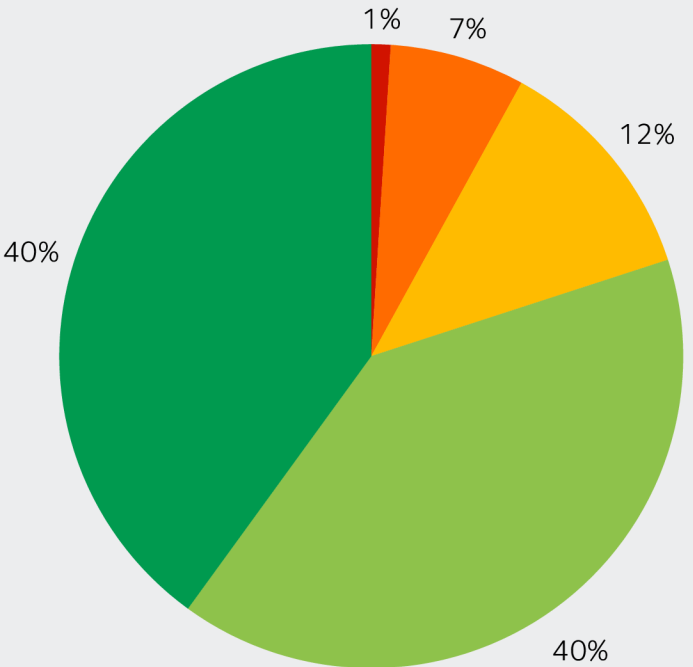
Facilities (eg toilets, showers etc): CSAT Avg: 4.2



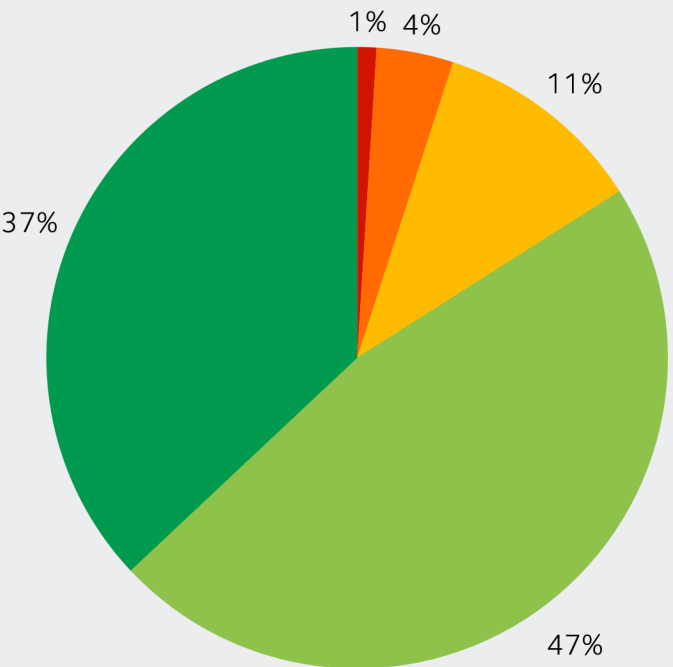
Marina: CSAT Avg: 4.4

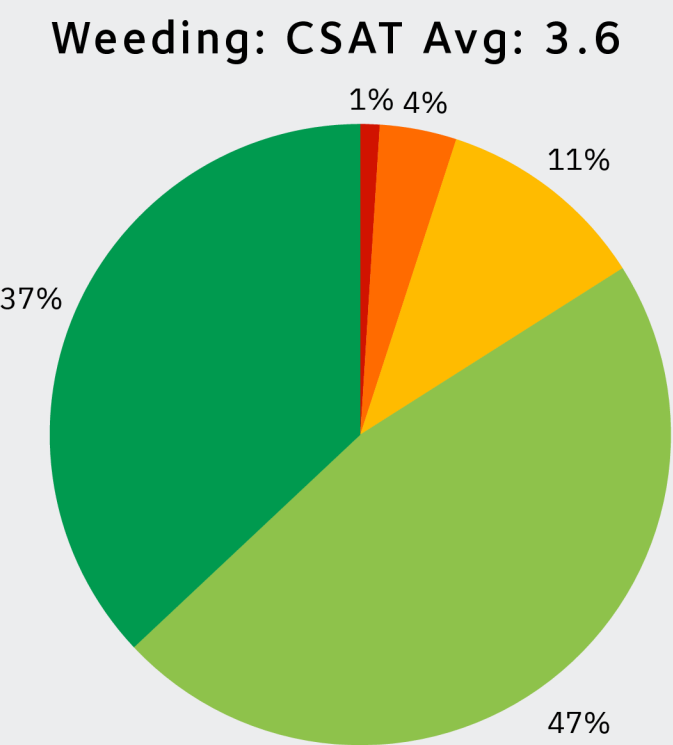
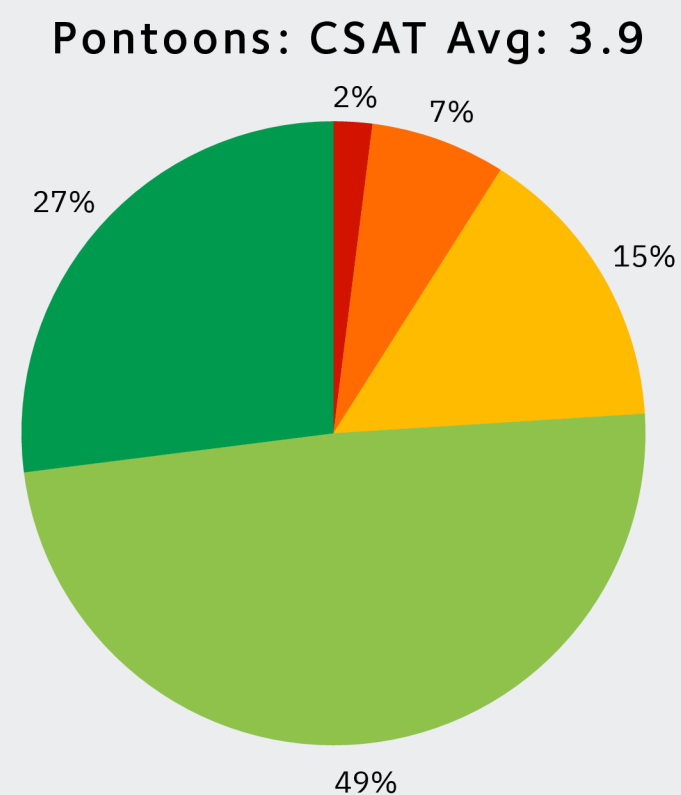
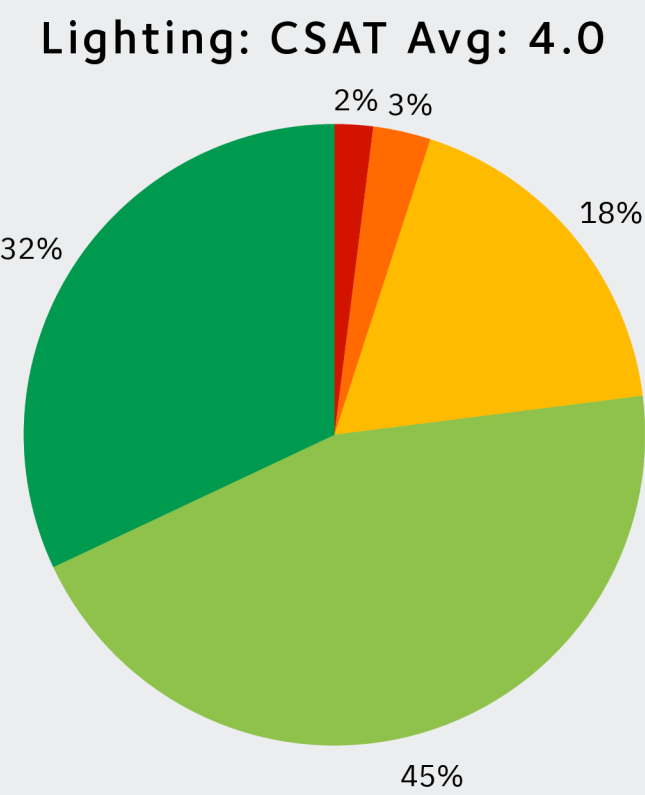


Pontoons: CSAT Avg: 4.1

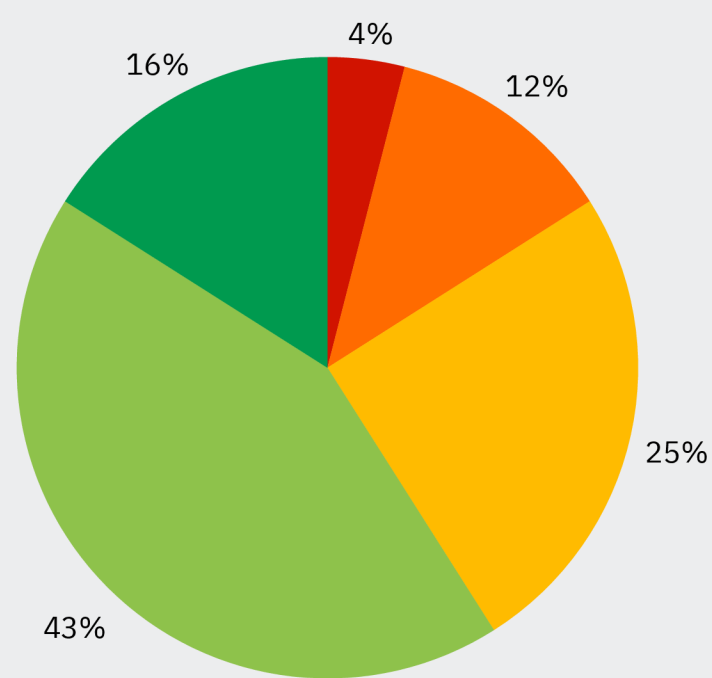


Public areas/walkways: CSAT Avg: 4.1

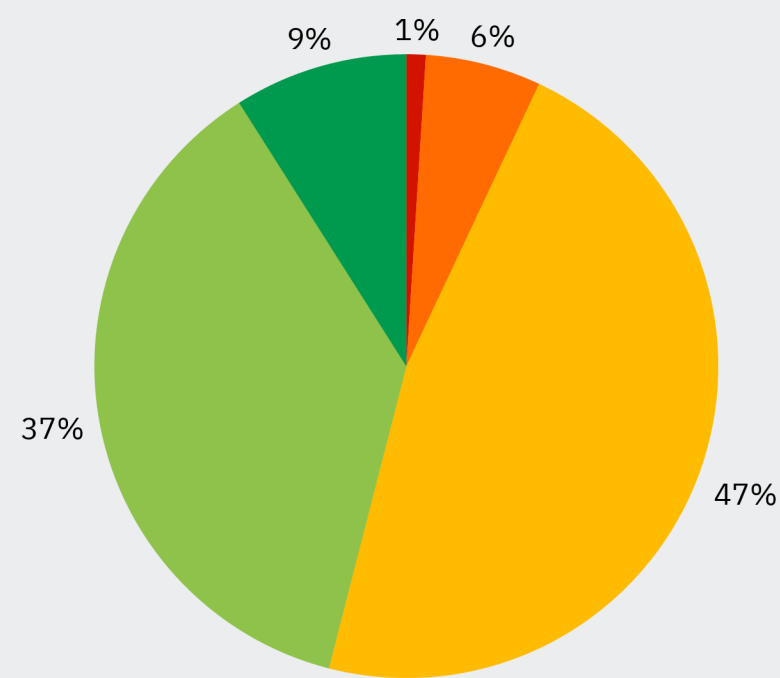




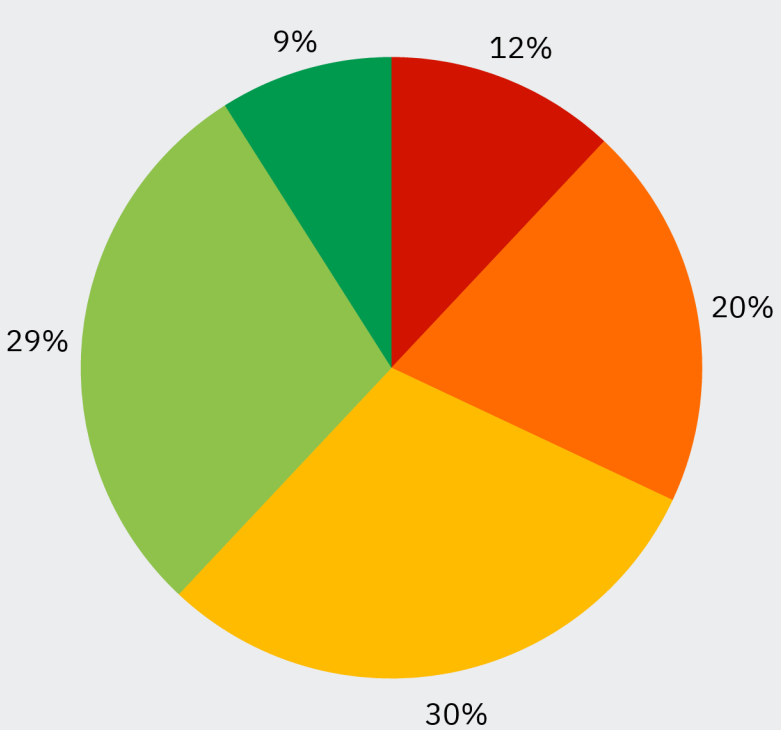
Drying pads and blocks:
CSAT Avg: 3.6



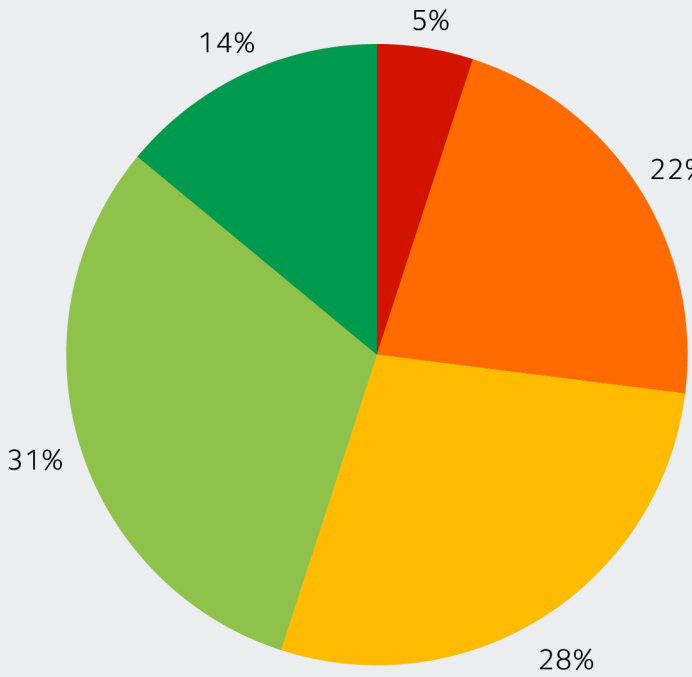
Elizabeth Marina pump out
service: CSAT Avg: 3.5



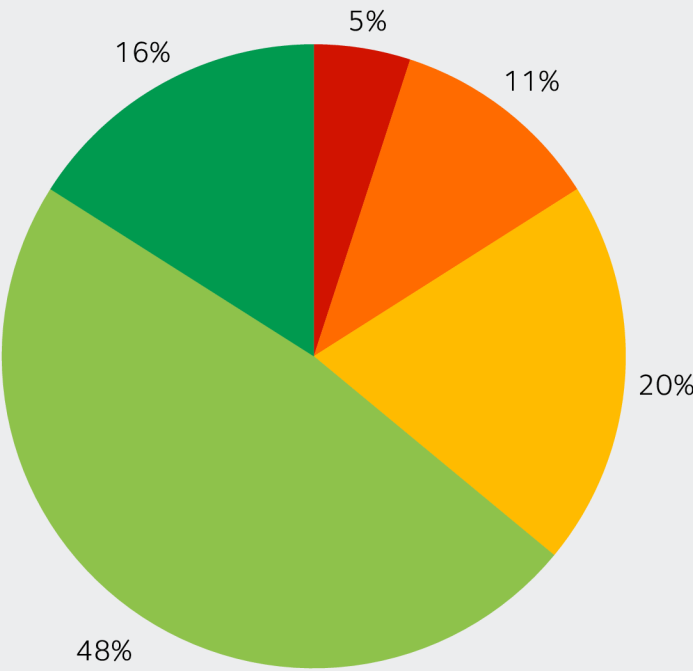
La Collette boat park: CSAT
Avg: 3.0



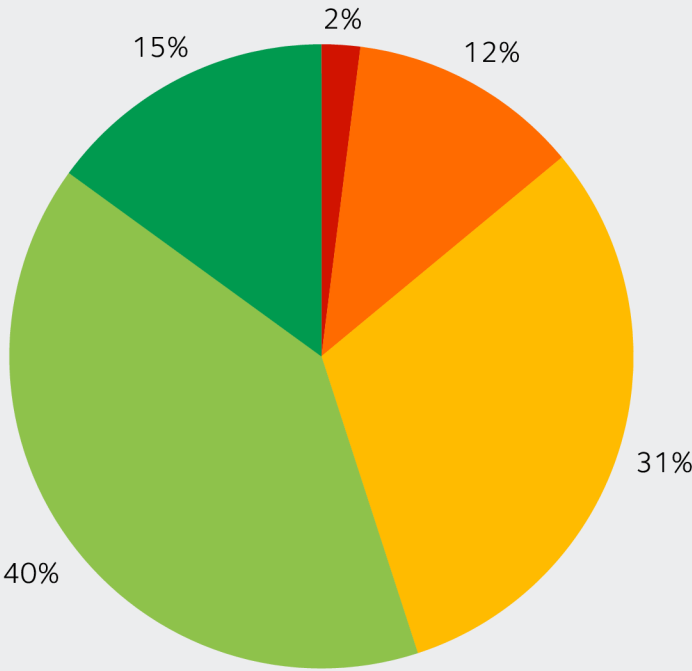
Condition of Ports of Jersey
maintained moorings: CSAT Avg: 3.3



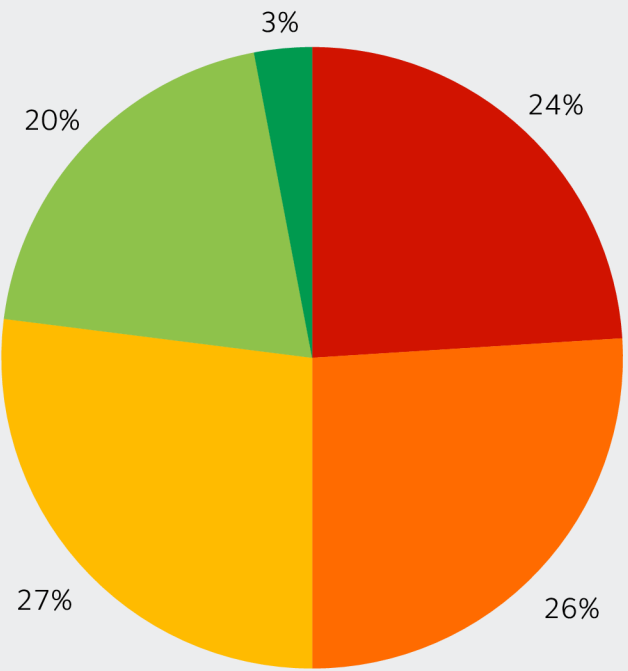
Cleanliness of public areas
and walkways: CSAT Avg: 3.6



Access: CSAT
Avg: 3.5



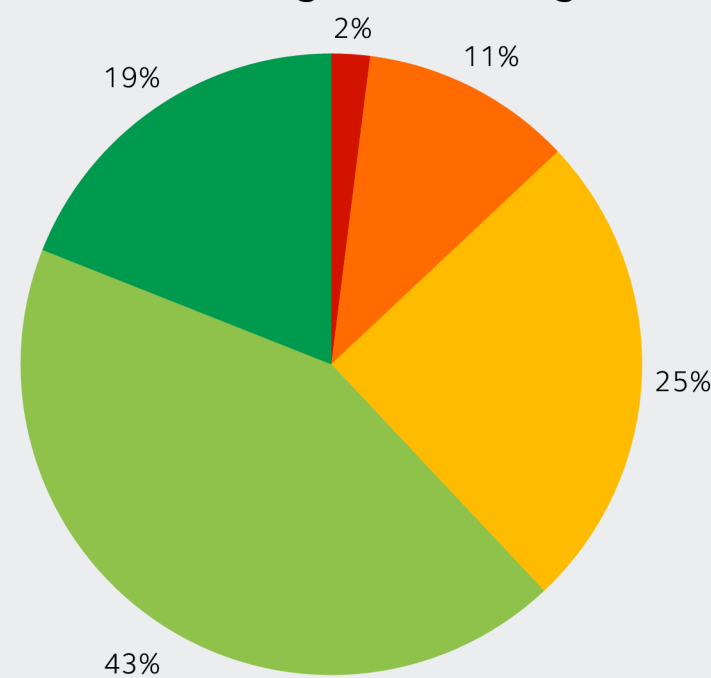
Parking: CSAT
Avg: 2.5



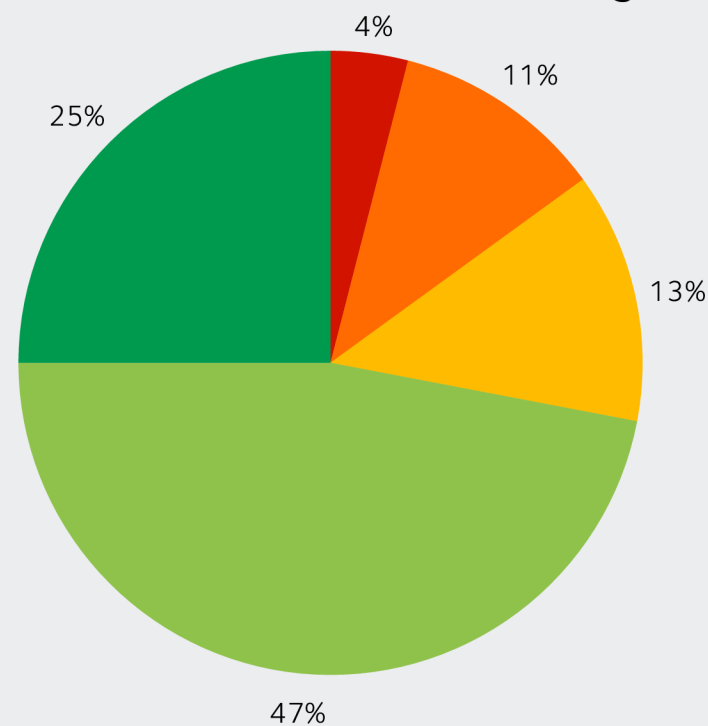
Services provided by local businesses

Customer Satisfaction Survey for Leisure Boat Owners

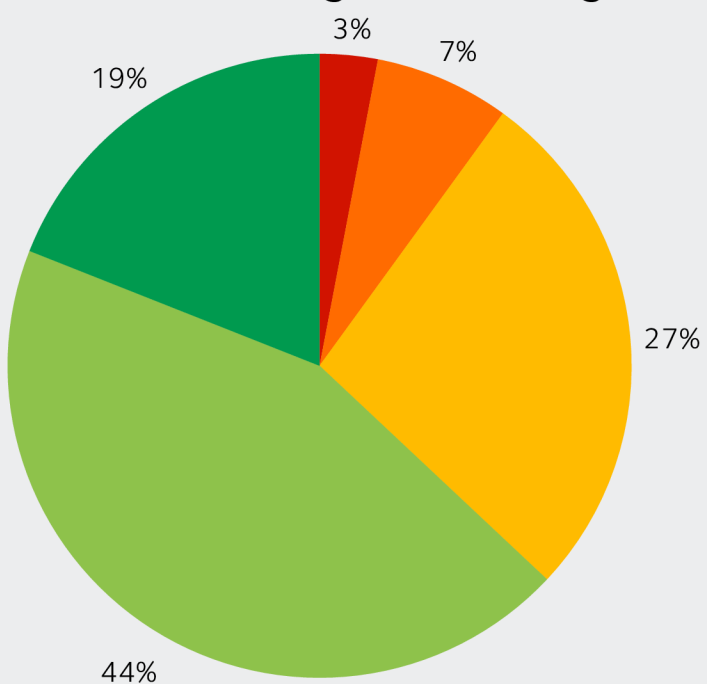
Anti fouling: CSAT Avg: 3.6



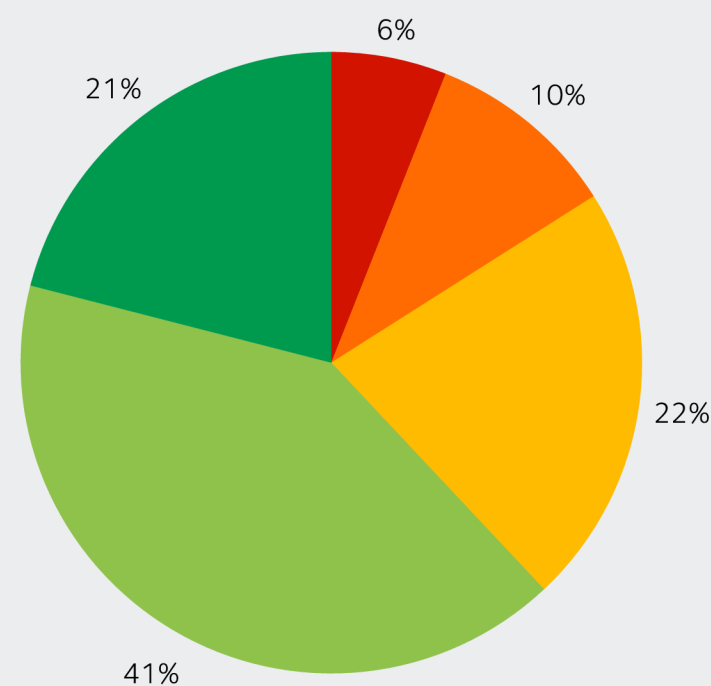
Engine maintenance: CSAT Avg: 3.8



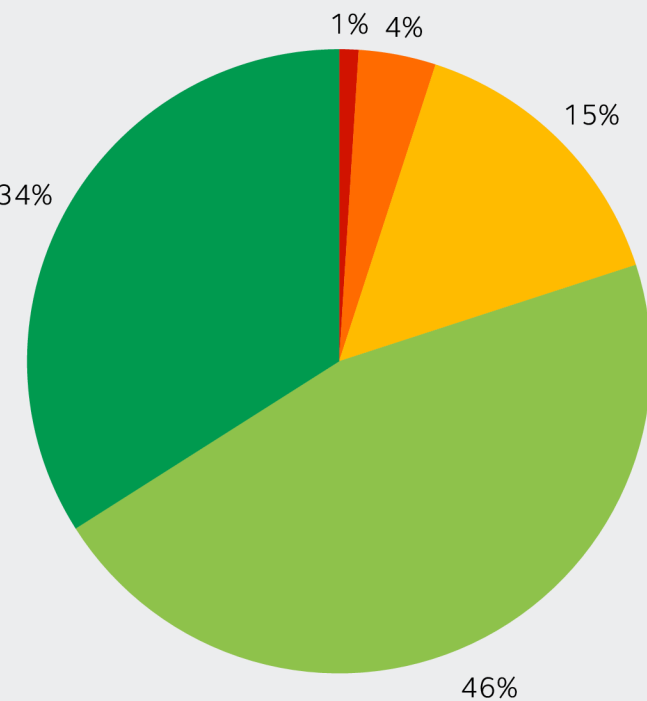
General cleaning: CSAT Avg: 3.7



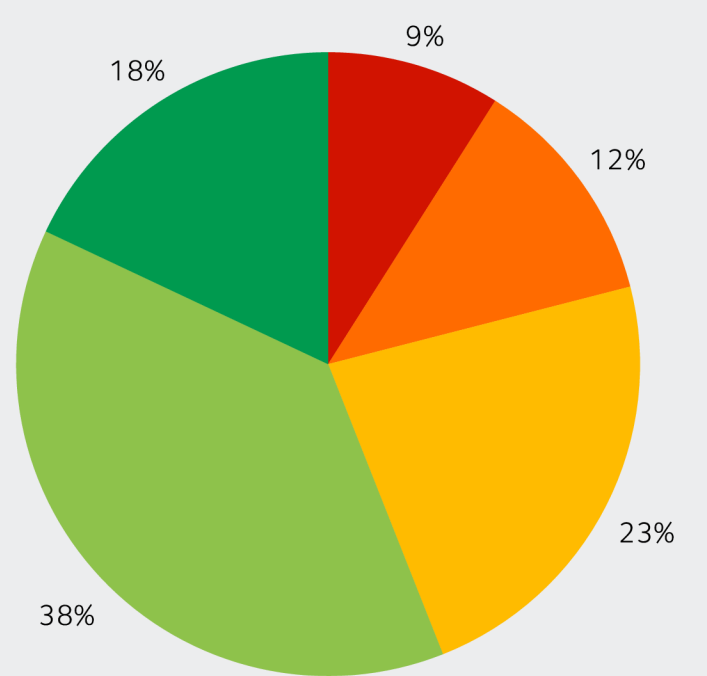
General repairs: CSAT Avg: 3.6



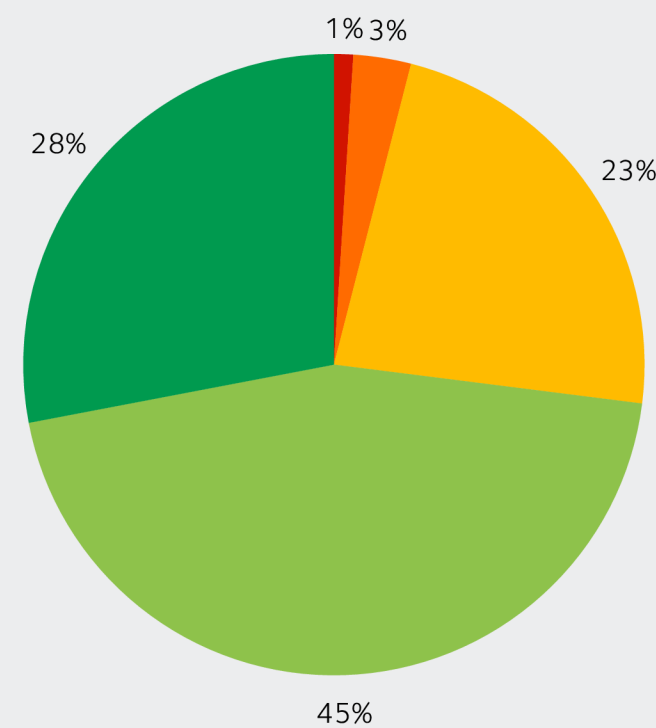
Re-fuelling stations: CSAT Avg: 4.1



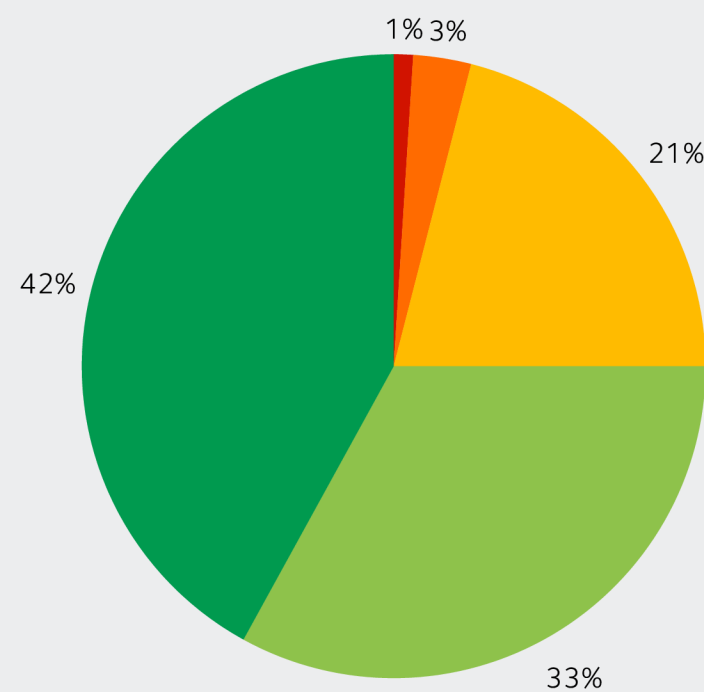
Boat hoisting: CSAT Avg: 3.4



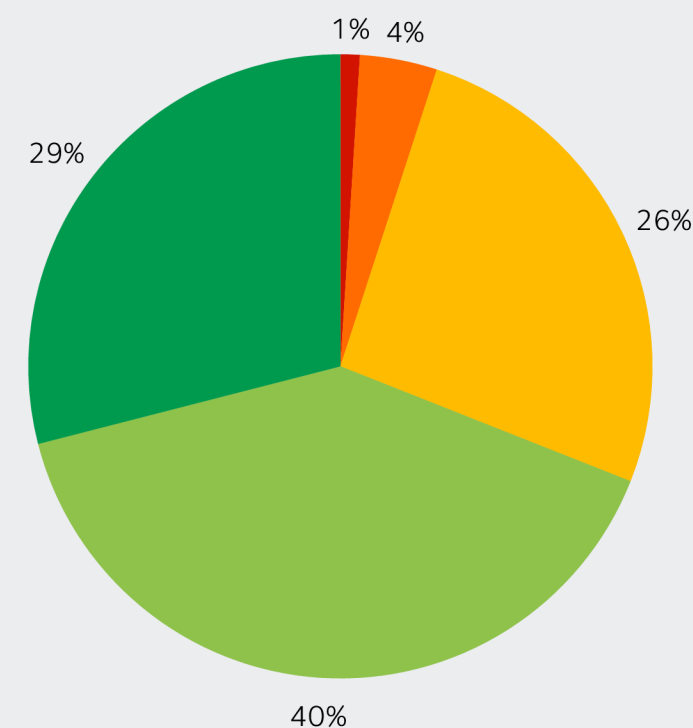
Opening hours: CSAT Avg: 3.9



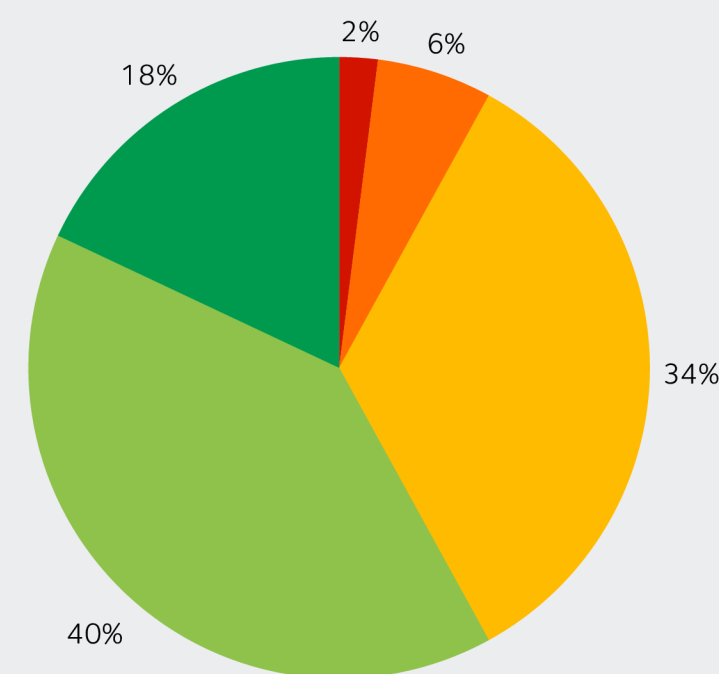
Staff helpfulness: CSAT Avg: 4.1



Telephone response: CSAT Avg: 3.9



Website content and layout: CSAT Avg: 3.7

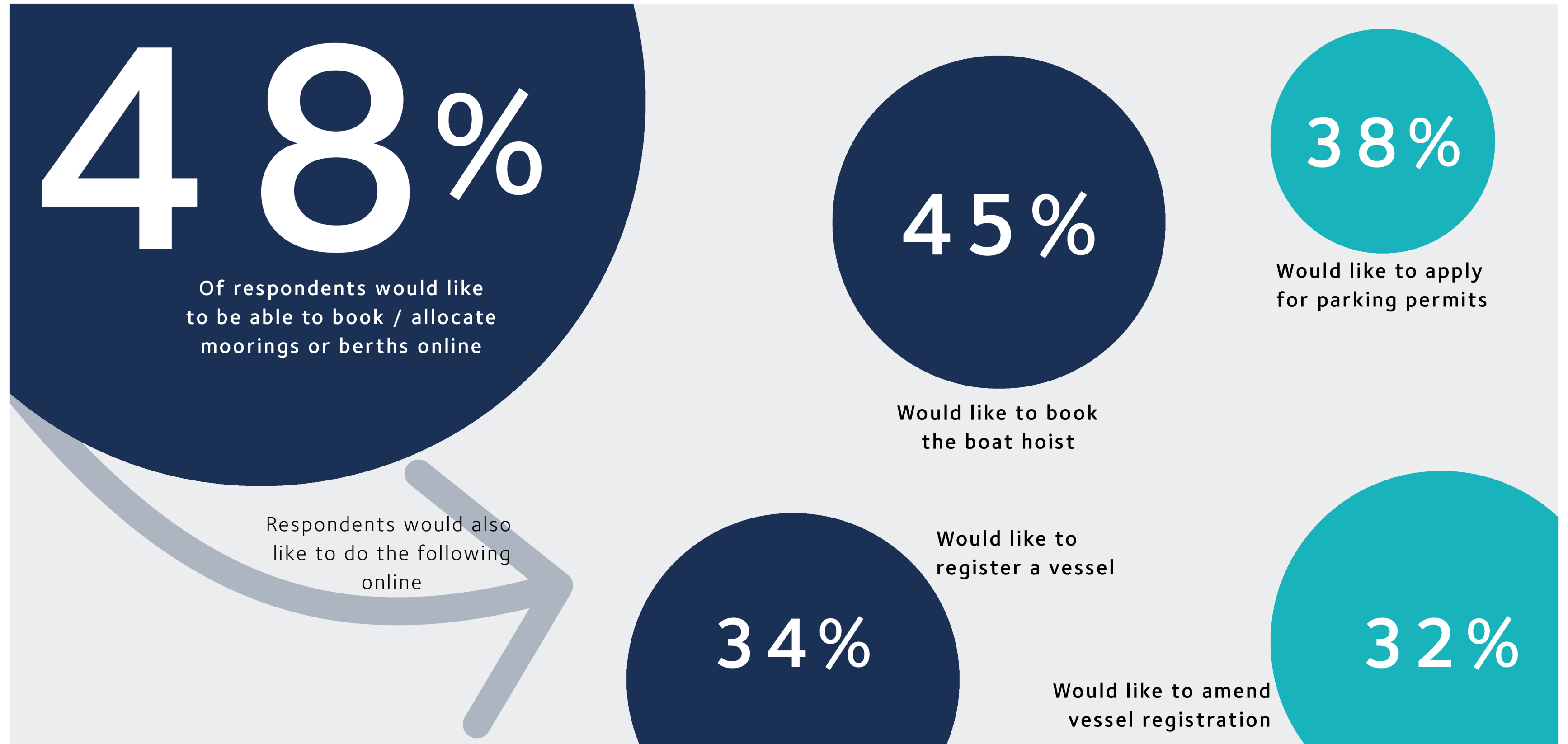


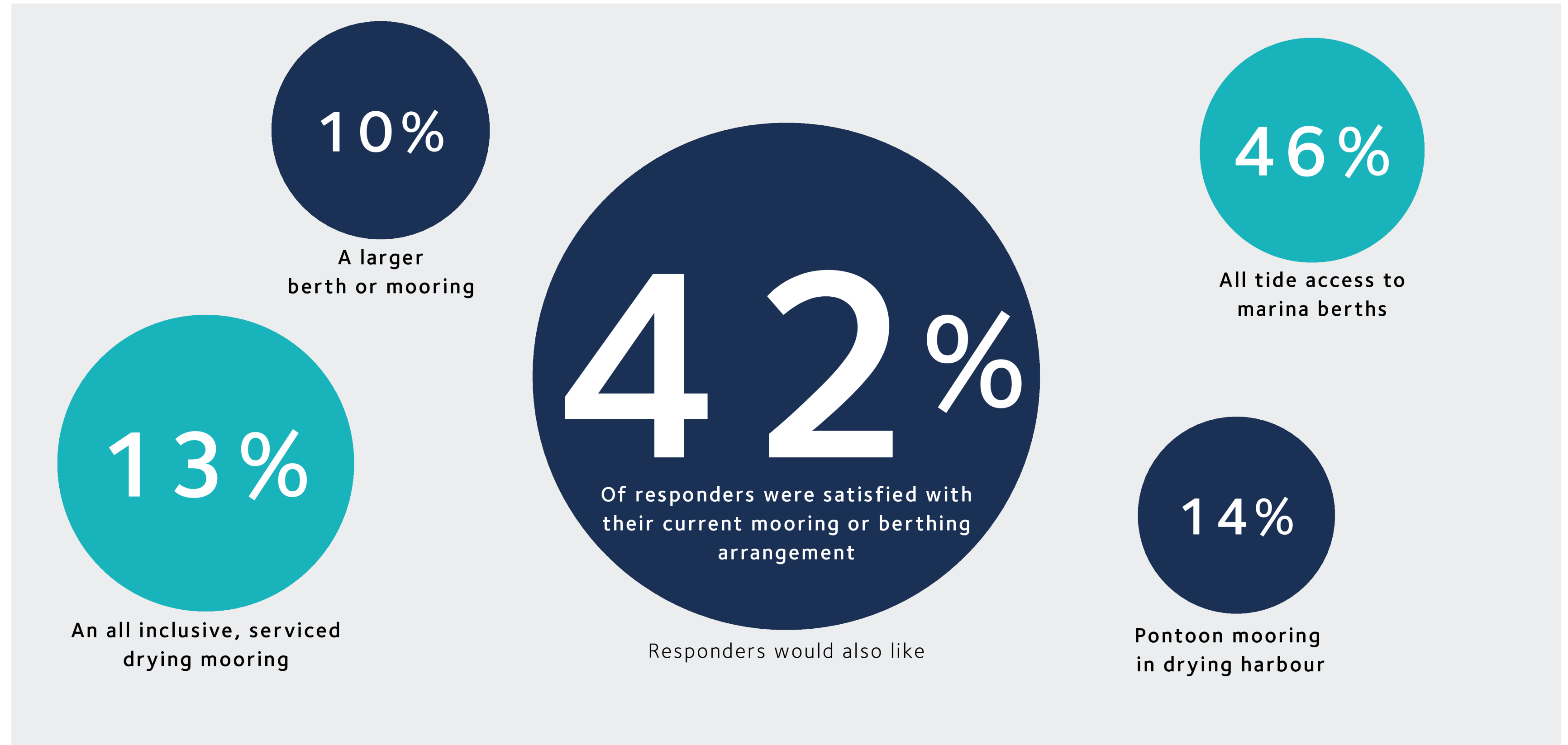
3.65

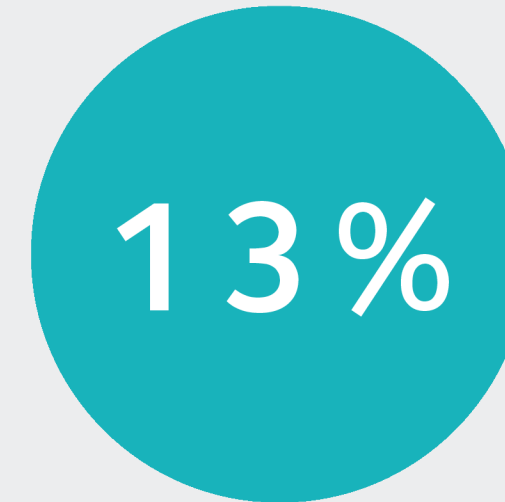
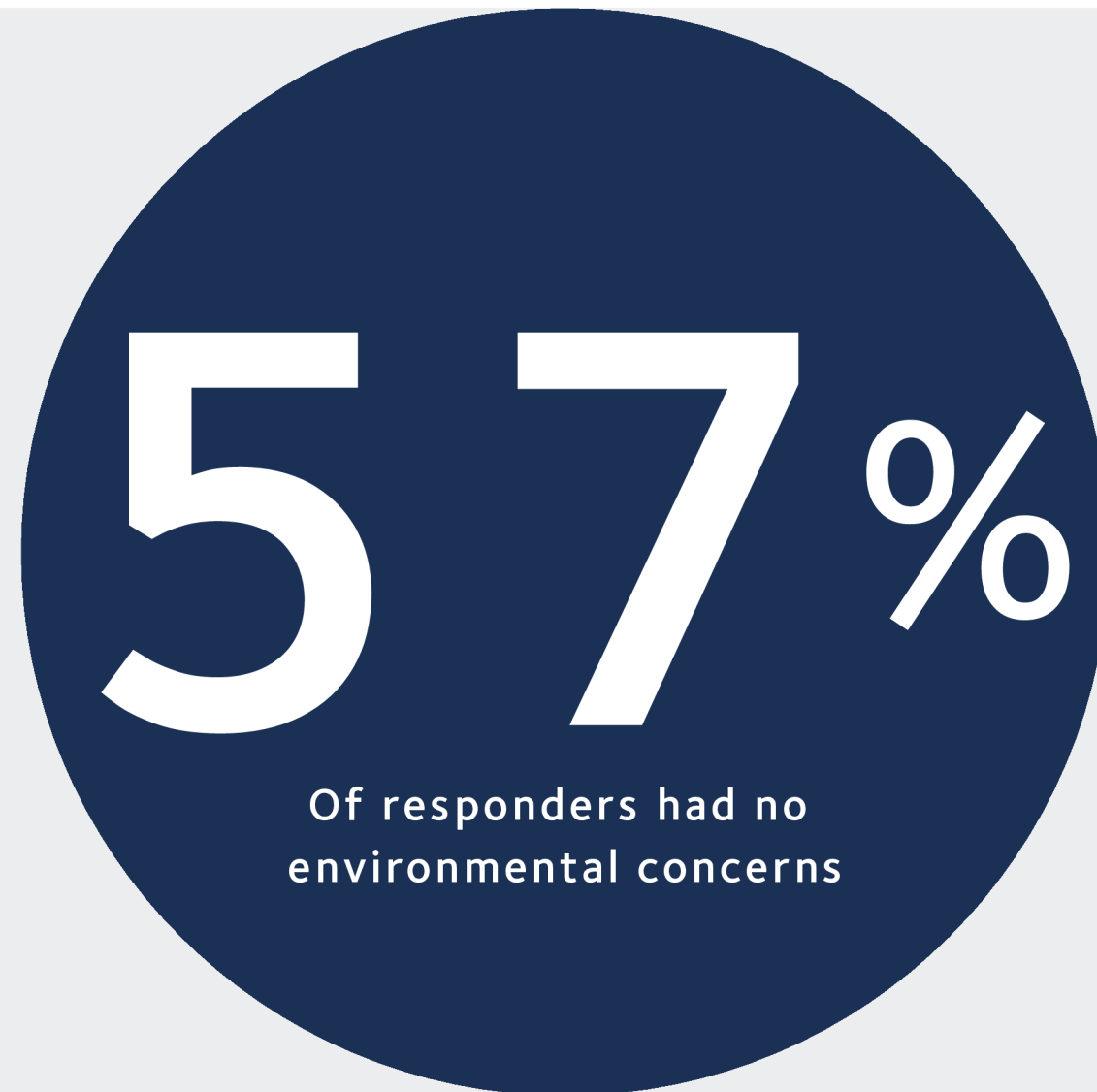
Average CSAT score
covering all 34 questions

As an average this shows that
we are going in the correct
direction development wise,
however, this can be increased
by working on the key pain
point areas such as Parking and
Wi-Fi dissatisfaction

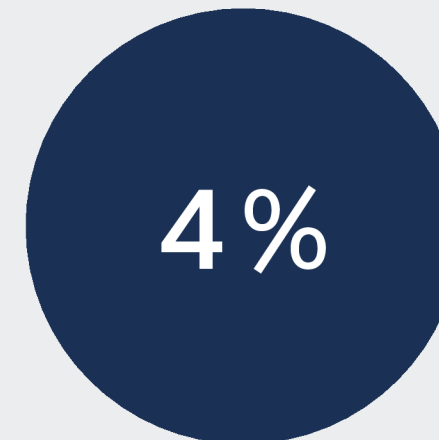




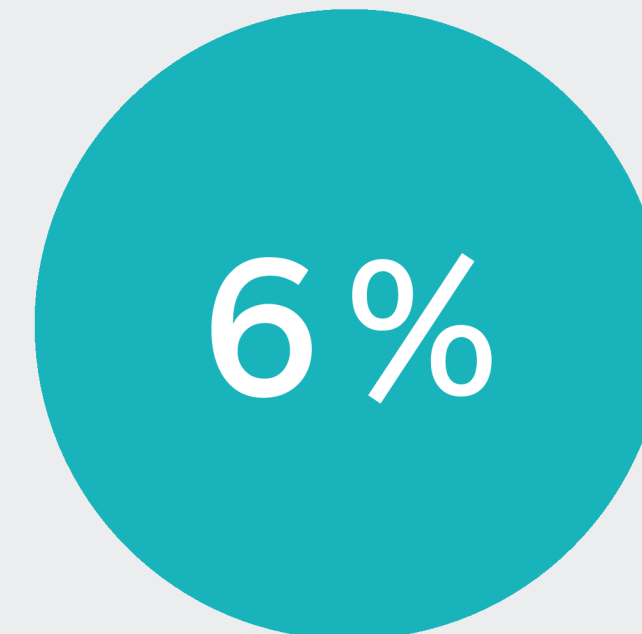




Are concerned about waste and rubbish around harbours



Are concerned with old fishing equipment like ropes left around the harbours



Are concerned about old boats within harbours

When asked on a scale of 1-10, how likely responders were to recommend us to a friend or colleague

35%

Of responders gave a rating 9-10 and are promoters

40%

Of responders gave a rating from 1-6 and are detractors

25%

Of responders are passives, giving a rating of 7-8

Net Promoter Score (NPS)

-5

NPS measures customer loyalty and satisfaction by asking: "How likely are you to recommend our company/product/service to a friend or colleague?" An NPS of -5 shows that there is more work to do to increase customer satisfaction.

When asked about what we
do well in relation to services
and facilities...

31%

Of participants had positive views
on how helpful and friendly
our staff are

14%

Of participants had
positive views on the
marina upkeep

26%

Of responders believed
generally everything was
to at least a good
standard

When asked what responders thought we can do to enhance the services and facilities we provide, the main areas requested of us and of concern to boat owners were:

Space for
boats at
harbours,
especially La
Collette

Parking in all
harbours
across the
island

Wi-Fi issues
or lack of
access

Hoist access,
parking and
fees

Holding
pontoons
being poorly
managed