



Jersey Registered Boat Owners

Customer Survey Results 2021 - 2022

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

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Summary of key findings

Profile of survey respondents

- 70% of respondents have owned a boat for 10 years or more
- 47% are members of a boat owners association
- 56% of respondents keep their boat in a Marina and 44% on a mooring

Use of facilities

- 50% of respondents use La Collette Boat Park and 63% use the drying pads/blocks
- 73% of respondents use the recycling sites provided by Jersey Marinas
- 19% use the pump out service in Elizabeth Marina

Satisfaction and Improvements

- 92% of respondents are “Satisfied” or “Very Satisfied” with the cleanliness of the marina the maintenance of the marina pontoons
- Staff helpfulness scored highly with both the Marine Leisure Centre and the 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. Wifi also scored low with 61% of respondents “Dissatisfied” or “Very Dissatisfied”

Methodology

An online survey comprising of 21 questions collected data between 11 March and 08 April 2022. An invitation to complete the survey online was sent to a Ports of Jersey mailing list of 1,461 boat owners. The survey was completed by 322 boat owners

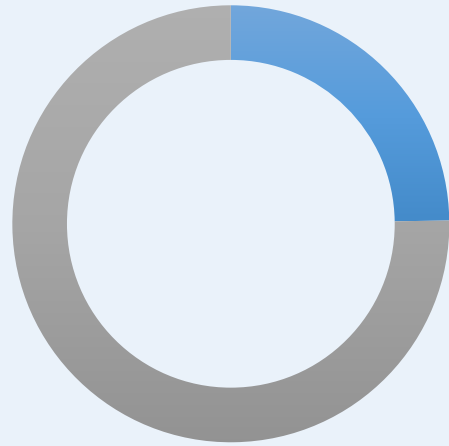
The survey was structured to ask questions on the following:

- 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.

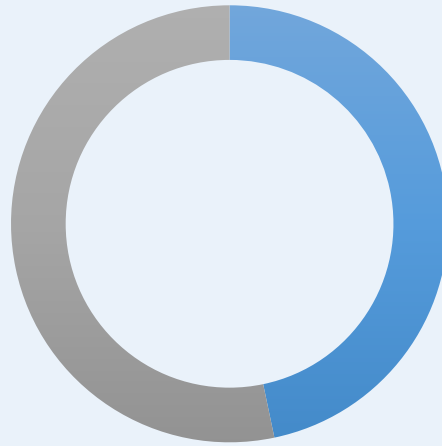


Profile of respondents



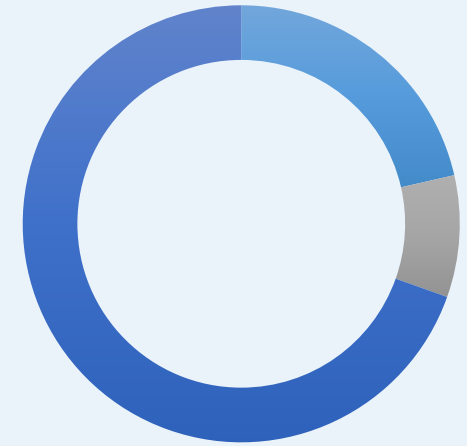
■ Yes ■ No

A quarter of respondents registered a boat in the last 12 months



■ Yes ■ No

Just over half are members of a boat owners association

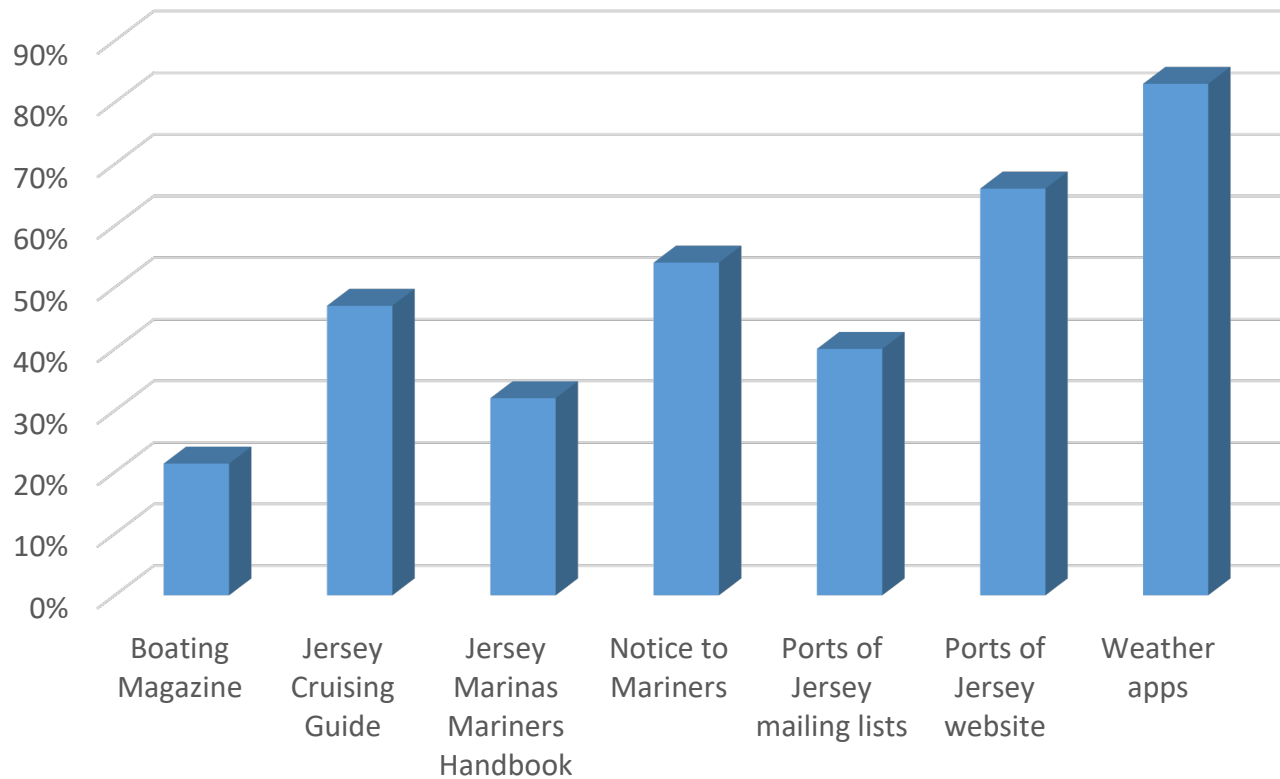


■ 0-5 years ■ 5-10 years ■ 10 years+

70% have owned a boat for more than 10 years.

Profile of respondents

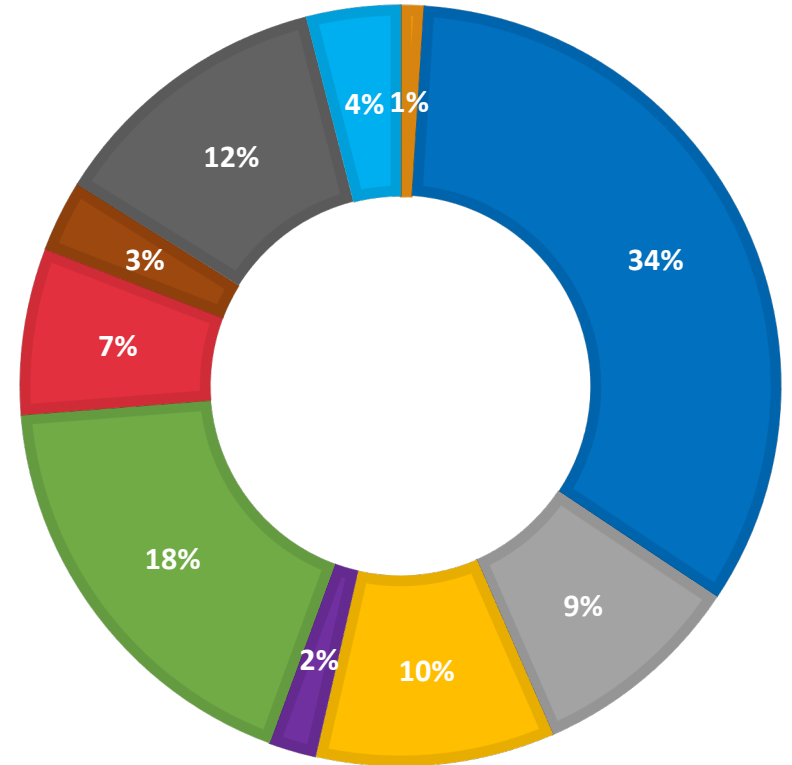
Respondents were asked if they used any of the below marine media/apps, other popular mentions were Trace and Navionics



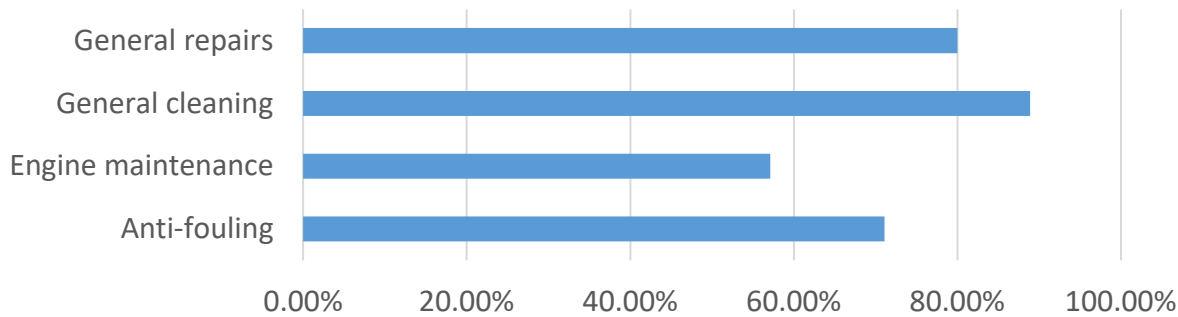
Vessel

56% of respondents keep their boat in a Marina and 44% on a mooring.

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

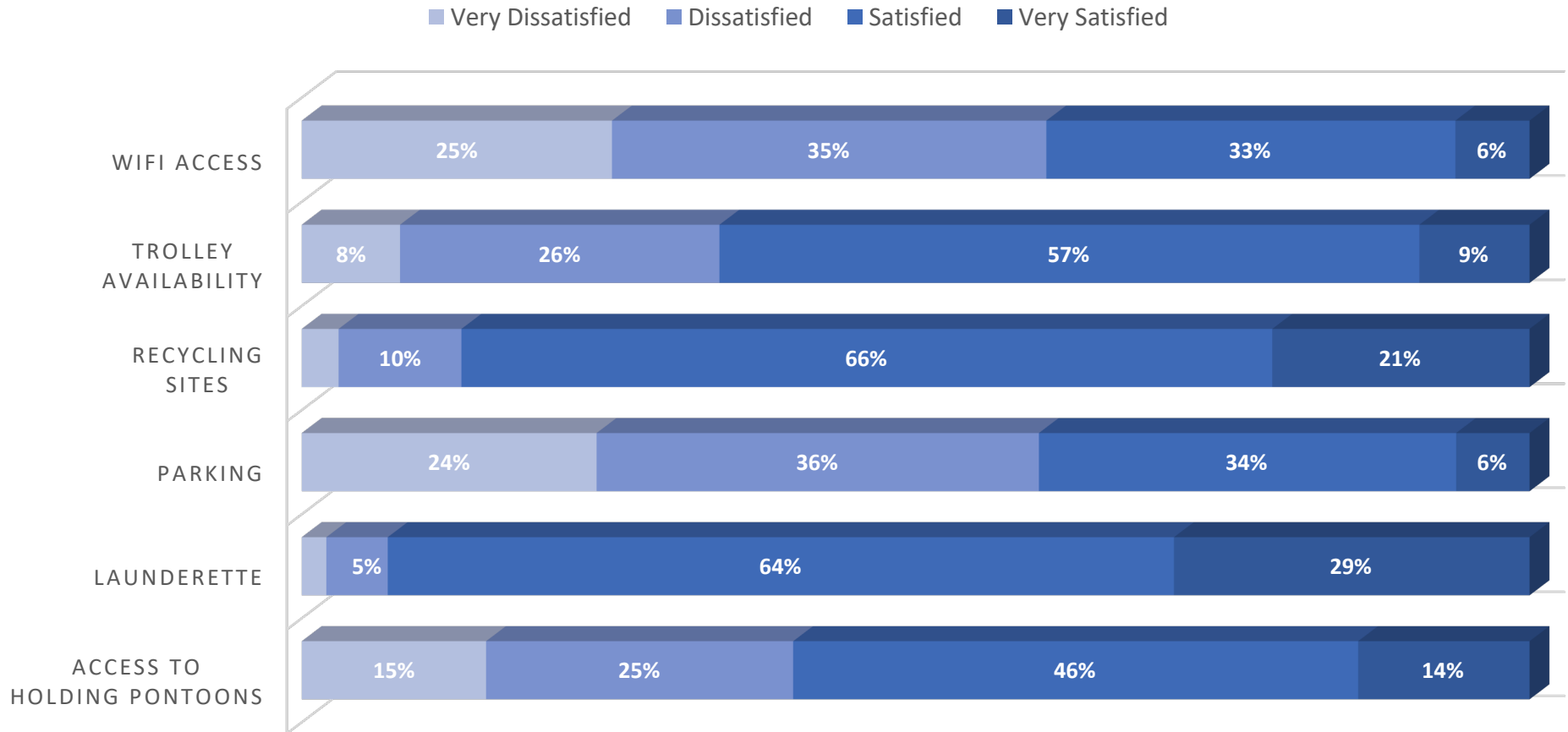


3% of respondents don't do any of their own maintenance.



Marina Services & Facilities

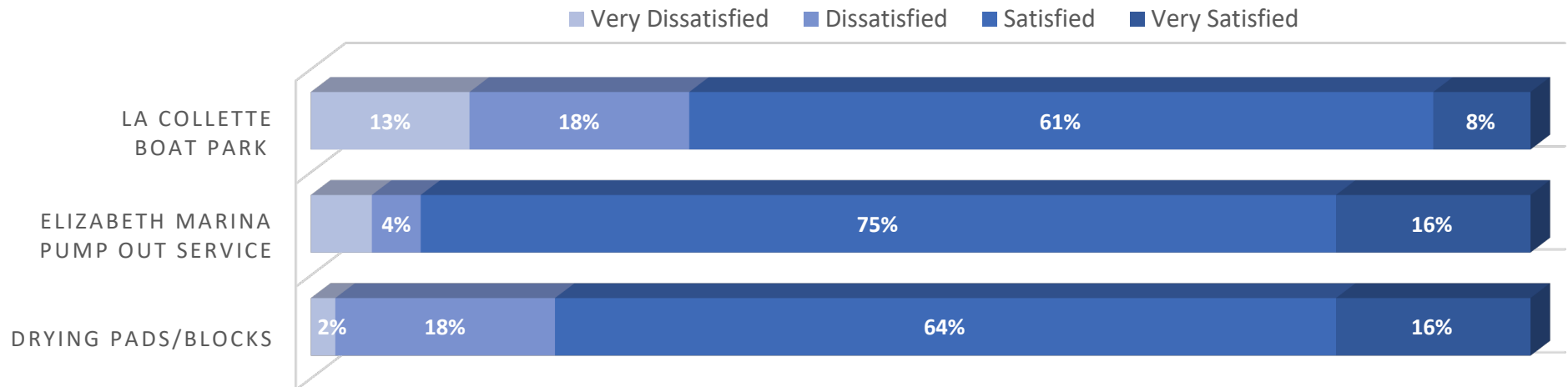
The launderette scored highly with 93% of respondents that use the facility being satisfied or very satisfied. WiFi and parking scored the lowest, 60% are dissatisfied or very dissatisfied.



Marina Services & Facilities

50% of respondents use La Collette Boat Park, 19% use the pump out service in Elizabeth Marina and 63% use the drying blocks and pads provided by Jersey Marinas.

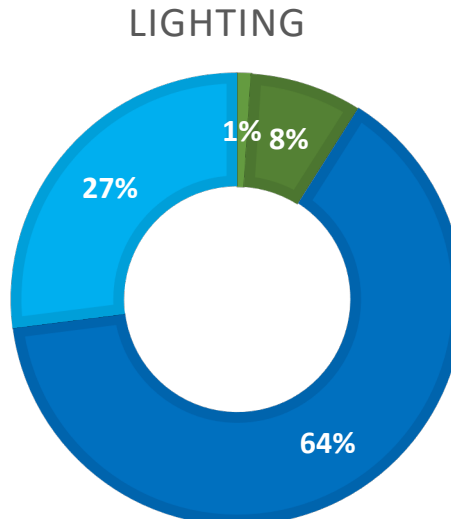
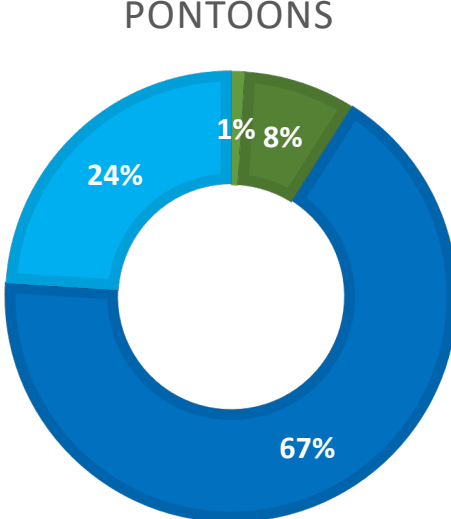
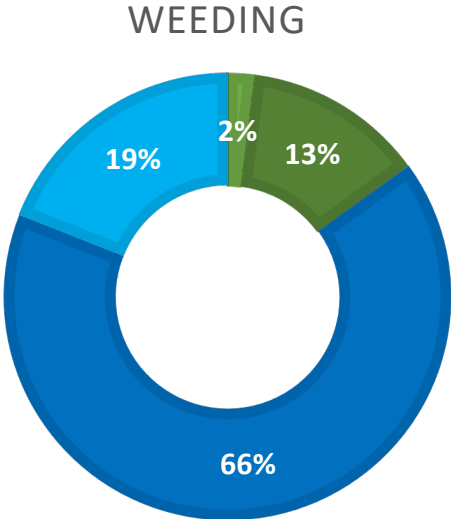
Common additional comments highlighted areas that require improvement, these include; The boat park is messy, dusty and should be resurfaced and the Elizabeth Marina pad needs cleaning more frequently



Marina Services & Facilities

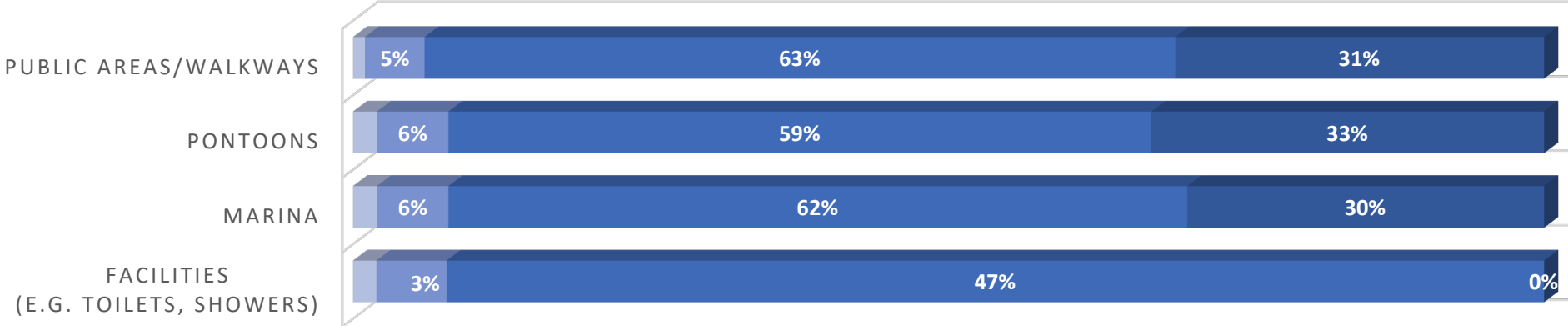
Marina Maintenance

- Very Dissatisfied
- Dissatisfied
- Satisfied
- Very Satisfied

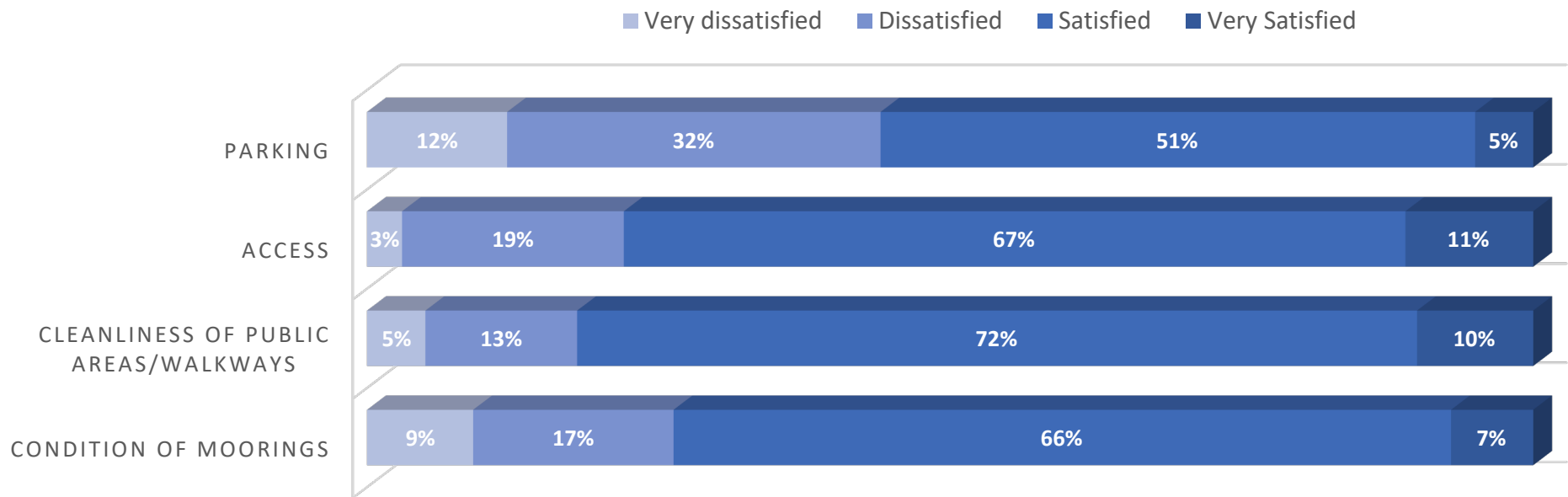


Marina Cleanliness

- Very Dissatisfied
- Dissatisfied
- Satisfied
- Very Satisfied



Outlying Harbours



Additional comments for improvements;

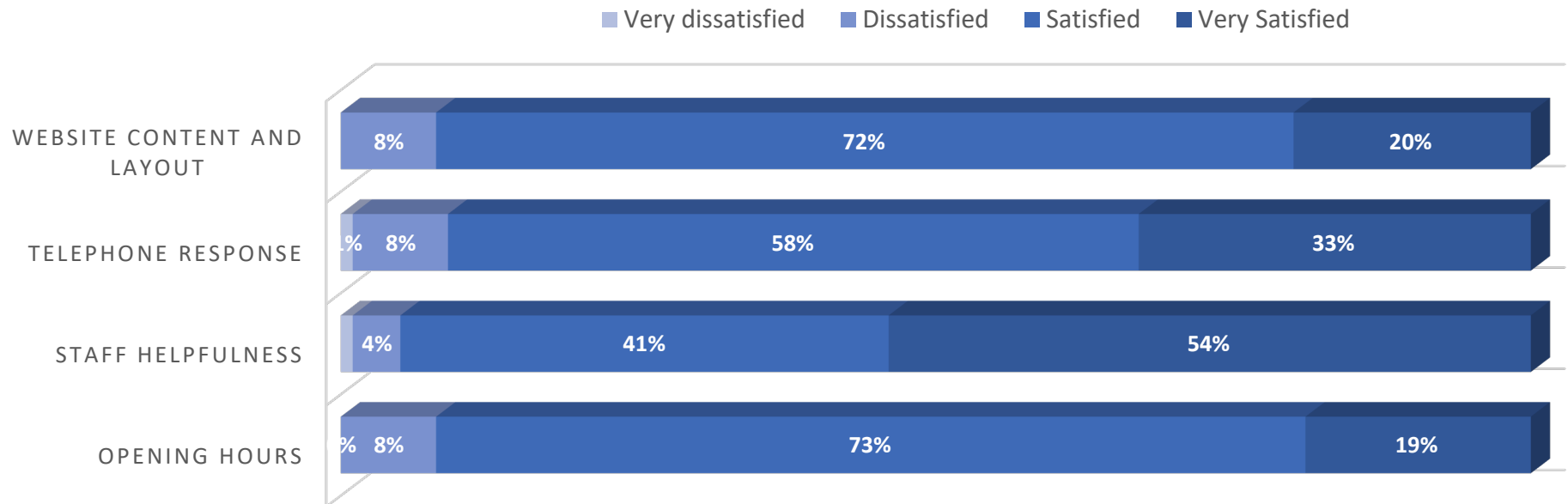
Users of Gorey harbour would like to see parking for boat owners, visitor moorings, less fishing equipment on the pier and better toilet facilities.

Parking abuse by non boat owners at Rozel and Bouley Bay has also been raised.

Marine Leisure Centre

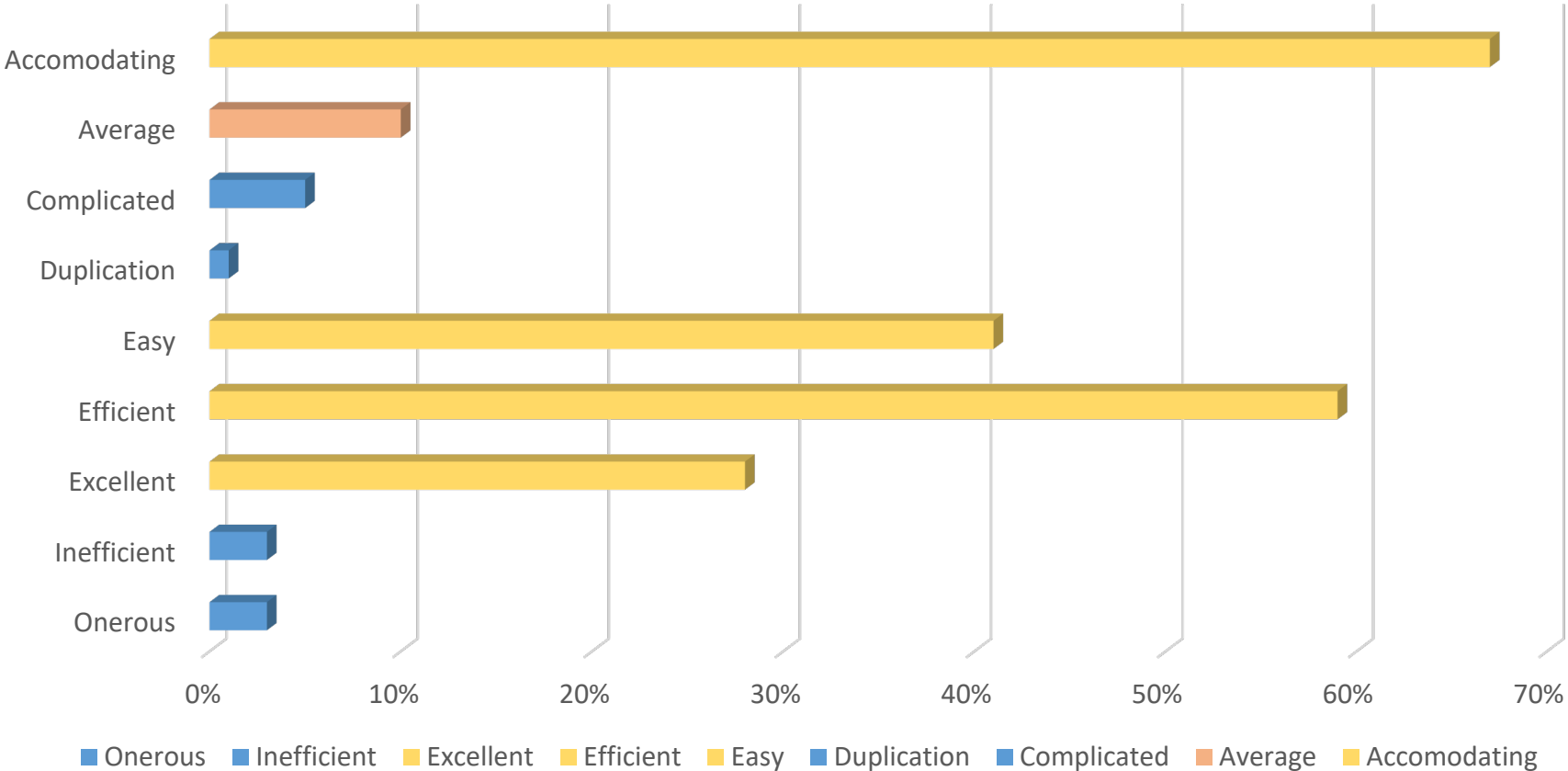
We asked people to rate how satisfied they were with the service received from the Marine Leisure Centre and Jersey Marinas page on the Ports of Jersey website.

There were high levels of satisfaction, with almost all respondents (95%) positive about how helpful the staff at the centre were and 92% 'Satisfied or Very Satisfied' with the telephone response and website.



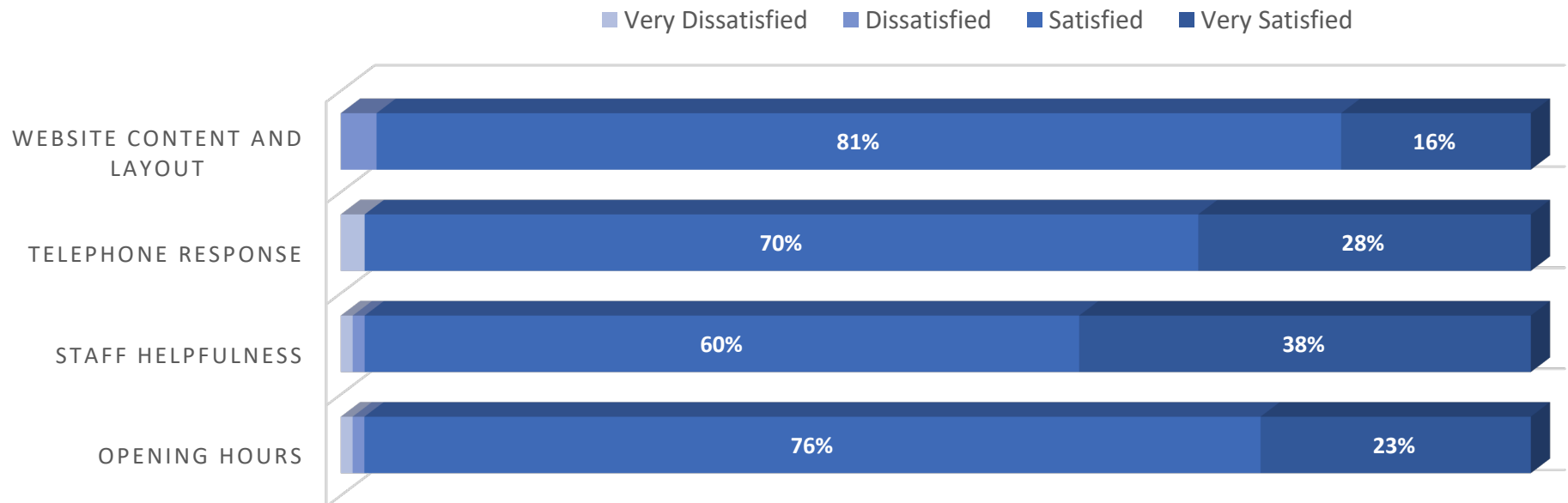
Marine Leisure Centre

We asked respondents to choose the three words to best describe their customer experience with the Marine Leisure Centre. Accommodating and efficient were the most popular.



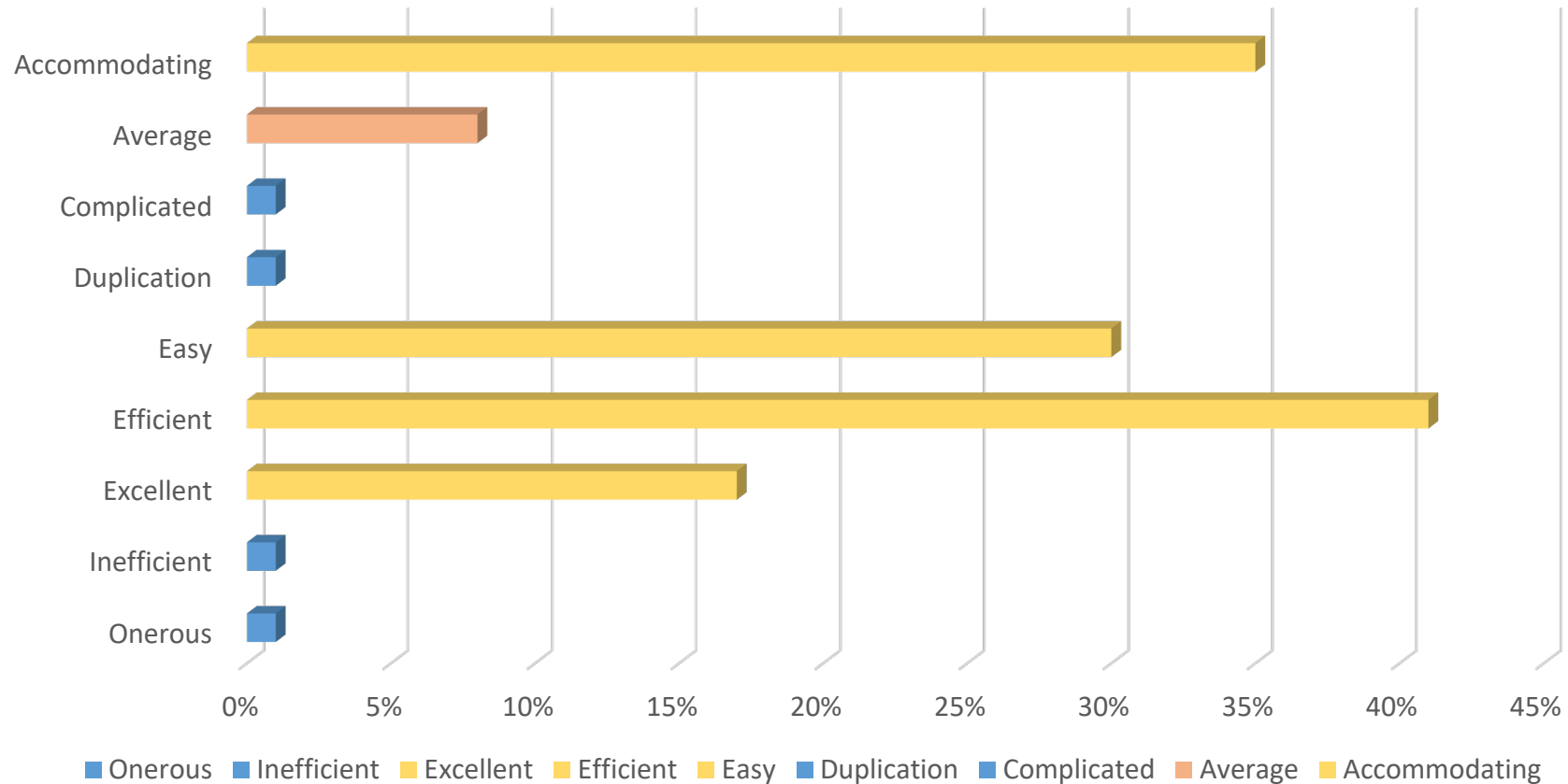
Ships' Registry

Respondents were asked to provide feedback on the service they receive from the Ships' Registry. The results were overwhelmingly positive with all four questions scoring 97% or more 'Satisfied or Very Satisfied'.



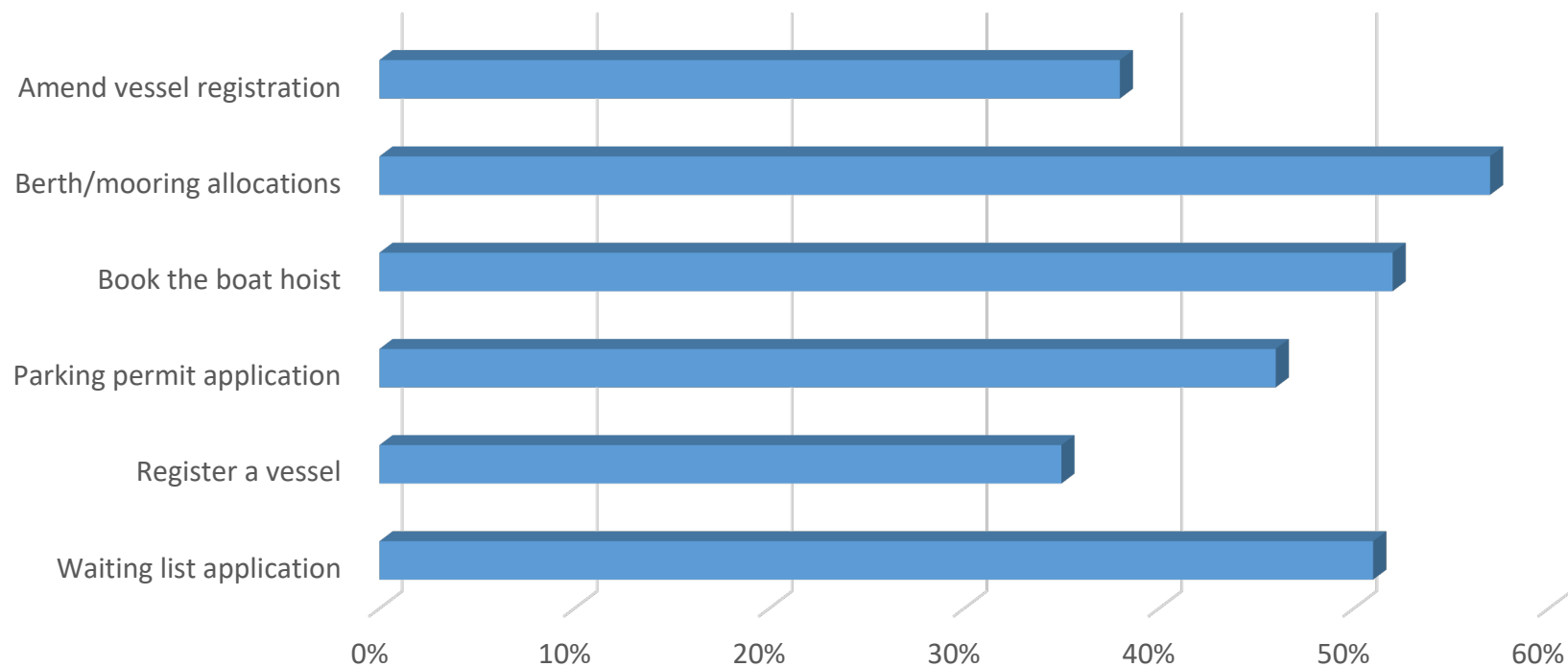
Ships' Registry

We asked respondents to choose the three words to best describe their customer experience with the Ships' Registry. The responses were extremely positive.



Online services

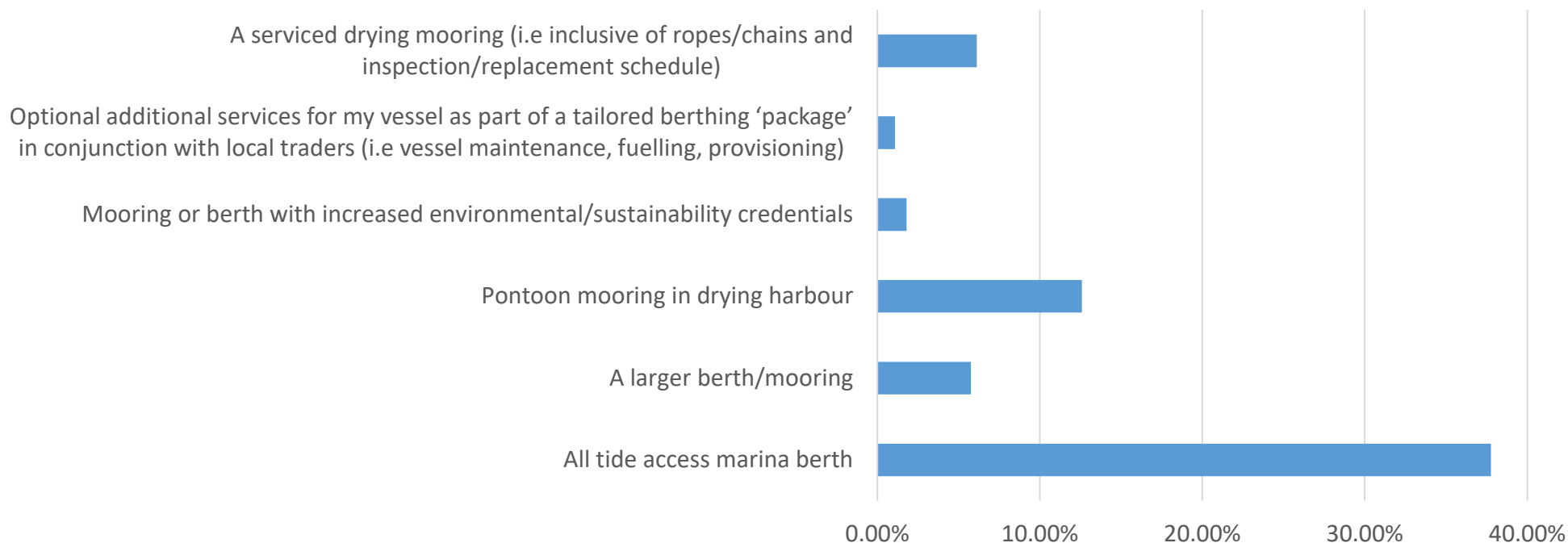
Following the results of our last survey, the most popular choice for services boat owners want to do online was 'Booking drying blocks and pads' which you can now do [Book drying blocks and pads](#). Another popular option was making payments online which can now also do [Welcome to Ports of Jersey online payment | Ports of Jersey](#).



■ Which of these services would you like to be able to do online?

Development and Improvement

We are always looking to develop and expand the products and services on offer. To help us understand the current demand for different types of berths or moorings we asked; Which (if any) of the following would you consider an improvement on your current berth/mooring arrangement?



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
- Staff availability on the pontoons
- Removal of abandoned vessels
- Parking spaces

Improve:

- WiFi strength
- Booking systems
- Dinghy pontoons and racks
- Parking enforcement

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 use the new

[Customer Feedback Portal](#)



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