JERSEY MARINAS

Jersey Registered Boat Owners Customer Satisfaction Survey Results

Issued: June 2017

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1.1. Introduction

This report contains the feedback and responses from the customer satisfaction survey targeting Jersey registered boat owners between March 2017 and May 2017.

Not all respondents completed all questions asked 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.

The survey was sent out in an electronic email, sent to all registered boat owners in Jersey Marinas online system. 5,238 emails were sent, 4,164 were successfully delivered with 2,290 emails opened.

The survey was also published on the Jersey Marinas Facebook page and a URL link to the survey made available for any individual distribution.

A total of 355 online surveys were completed;

- A **105%** increase on the 2016 survey

The survey contained questions asking for feedback and comments on various aspects of the Marinas. These helpful comments have been compiled into categories and we will now look at ways of improving in some of the key areas that have been raised.

Questions were asked across a range of areas including:

- Vessel owners - qualifications, memberships, publications and apps used
- Types of vessels owned and their usage
- Any marina services used
- Jersey Marinas facilities and service

Questions were asked on customer satisfaction in areas of:

- **Cleanliness:** Facilities, pontoons, public areas / walkways, harbour – marinas and harbour – quays
- **Services provided:** Trolley availability, recycling sites, parking, launderette, wi-fi access and access to holding pontoons
- **Marina maintenance:** Lighting, plumbing, weeding, pontoons and facilities
- **Marine leisure centre:** Opening hours, staff helpfulness, telephone response problem solving and website content and layout

Responses received about the individual aspects were added together in order to ascertain the overall satisfaction levels in the key areas.

Overall satisfaction levels on the four key areas the survey addressed are:

Cleanliness

Overall satisfaction:	84% (1309)
No opinion:	12% (178)
Overall dissatisfaction:	4% (70)

Services Provided

Overall satisfaction:	54% (692)
No opinion:	27% (347)
Overall dissatisfaction:	19% (250)

Marina Maintenance

Overall satisfaction:	86% (1117)
No opinion:	11% (139)
Overall dissatisfaction:	4% (49)

Marine Leisure Centre

Overall satisfaction:	76% (996)
No opinion:	20% (267)
Overall dissatisfaction:	4% (48)

1.2. Boat Owner Demographics

16-24	1%
25-34	4%
35-44	8%
45-54	23%
55-64	34%
65+	30%

87% of the total respondents are aged over 45, with the largest proportion being in the 55-64 age group at **34%**.

54% of those who responded are ordinarily resident in Jersey.

42% purchased their vessel in Jersey with **58%** having purchased elsewhere.

41% insure their vessel through a Jersey based company, **59%** use elsewhere.

1.3. Boat Association and Yacht Club Memberships

Royal Yachting Association	51%
St Helier Yacht Club	31%
Royal Channel Island Yacht Club	16%
St Helier Boat Owners Association	5%
RNLI	4%
Gorey Boat Owners Association	2%
St Aubin Boat Owners Association	1%

66% of respondents hold memberships with a boating association or yacht/sailing club. Of those that do hold memberships, over half are members of the Royal Yachting Association at **51%**.

50% of respondents that hold memberships, do so with more than one club.

1.4. Sailing Experience

Day skipper	21%
Yachtmaster	20%
Powerboat	16%
ICC	11%
Radio	11%

76% of respondents have boating qualifications.

The most gained qualification is the Day Skipper at **21%**, closely followed by a Yachtmaster at **20%**.

63% percent of respondents hold more than one qualification.

1.5. Online Marine Resources

62% of respondents use marine related resources such as Apps and websites.

Mariners use a large and varied number of different weather apps, on both android and iOS formats, the most popular being Navionics, Windguru and Windfinder.

Ports of Jersey / Jersey Marinas website also received notable mentions.

Jersey Cruising Guide	55%
Boating Magazine	31%
Safety at Sea Handbook	28%
Mail2U	8%
Other Weather Source	59%

When asked about the publications they find useful, **55%** of respondents said they find the Jersey Cruising Guide useful.

8% of those asked stated they found Mail2U useful.

59% listed a weather source they find useful. Of the sources listed, Jersey MET was the most popular.

Respondents were asked if they would prefer to be able to **access more information online**, including invoices and making payments – there was a favourable response with **65%** expressing that they would.

An approving **73%** expressed that they would like to sign up to the Jersey Marinas mailing list.

52% agreed that they would like to sign up for free electronic invoicing to be arranged by Jersey Marinas.

1.6. Vessel Information

Of the vessels owned:

Motorboats are the most popular type of vessel with **61%**. Fuel wise, diesel is by far the most popular fuel used at **76%**.

Sailing Yacht were owned by **33%**. The other **6%** is made up of jet skis, rowing boats, trawlers, and dinghies.

However, breaking these figures down by trailer launched vessels, Motorboats and Sailing Boats provides more insight in to how boat owners use their vessels.

Vessel usage

1-25 hours	17%
26-50 hours	12%
51-75 hours	10%
76-100 hours	14%
100+ hours	47%

Trailer launched vessels

47% use their vessel 100+ hours annually

17% use their trailer launched vessel less than 25 hours annually.

Under 10 days	8%
11-30 days	32%
31-90 days	43%
90+ days	17%

Sailing boats

31-90 days usage is the most common with **17%** using their sailing yacht 90+ days annually.
8% use their yacht less than 10 days per year.

Under 10 days	14%
11-30 days	38%
31-90 days	30%
90+ days	19%

Motorboat

11-30 days is the most common average usage with **49%** using their motorboat for more than 30 days per year.

14% use their trailer launched vessel less than 10 days annually.

Only 42% of vessels were purchased in Jersey, 58% were purchased off Island.

Less than 1 year	3%
1-5 years	10%
6-9 years	22%
10+ years	65%

Vessel age

The majority of vessels owned (**65%**) are over 10 years old.

1.7. Berths and Contracts

The majority of survey respondents who answered have annual berth contracts at **89%**, **9%** have summer contracts and **2%** winter contracts.

40% of survey respondents have berths in the outlying harbours.

The most popular town marina by respondents is Elizabeth Marina with **30%**, followed by St Helier with **14%**, old St Helier with **12%** and La Collette with **4%.**

1.8. Services Used

Drying blocks - 42% of those who answered used the pads provided whilst 58% had their vessels cleaned by a third party.

Other services

- **89%** did not access the pump-out service
- **93%** did not use a guardiennage service
- **58%** did their own anti-fouling

Refuelling
51% of respondents refuel their vessel on Victoria Pier.
27% use marine fuel 24/7.
22% use Elizabeth Marina.

While many listed that they use the closest available when the time comes to refuel, or the cheapest around at that time.

Customers were asked if they would **be interested in a fixed period boat on quay rate** this coming winter.
37% expressed that this would be of interest to them.

1.9. Positive Aspects of the Services and Facilities Provided by Jersey Marinas

Staff		61%
Facilities		14%
Cleanliness		12%
Security		9%

55% of respondents used the survey to provide feedback on the most positive areas around the services and facilities provided by Jersey Marinas

Of the comments received, staff helpfulness and friendliness ranked the highest with **61%** of replies mentioning that aspect.

This 'Word Cloud' shows the highest reoccurring words and phrases from the responses

1.10. Suggestions to Enhance the Services and/or Facilities Offered by Jersey Marinas

Improved Facilities	34%
Better Visitor / Berth Control	14%
Parking	6%
Rubbish / Cleanliness	4%
Webcams	4%

44% of respondents provided suggestions as to what could be improved by Jersey Marinas.

There was a wide range of suggestions offered throughout all marinas. The highest ranking suggestion was improved facilities which covers a broad spectrum throughout the marinas; second was needed improvement and better organisation needed during busy summer periods on the visitor pontoons.

1.11. Other Marinas

38% of those who responded noted a favourite marina outside of Jersey with services or facilities that Jersey could benefit from. The most popular named marina was St Cast at **28%**, with St Peter Port coming second at **19%**. Roscoff with **9%**, Cartaret with **6%**, Granville with **5%** and St Malo with **2%**.

1.12. Satisfaction Rankings

Questions were asked about satisfaction levels across four key areas; cleanliness, services provided, marina maintenance and the marine leisure centre.

These key areas were further broken down to individual aspects:

- **Cleanliness:** Facilities, pontoons, public areas / walkways, harbour – marinas and harbour – quays
- **Services provided:** Trolley availability, recycling sites, parking, launderette, wi-fi access and access to holding pontoons
- **Marina maintenance:** Lighting, plumbing, weeding, pontoons and facilities
- **Marine leisure centre:** Opening hours, staff helpfulness, telephone response problem solving and website content and layout

Responses received about the individual areas were added together in order to ascertain the overall satisfaction levels in each key area.

Overall satisfaction levels on the four key areas the survey addressed are:

Cleanliness

Overall, **84%** of respondents are either very satisfied or satisfied with the cleanliness of the marinas. **11%** of respondents offered 'no opinion', while **5%** are dissatisfied or very dissatisfied.

Marina Maintenance

Overall, **85%** of respondents are either very satisfied or satisfied with the marina maintenance. **11%** of respondents offered 'no opinion', while **4%** are dissatisfied or very dissatisfied.

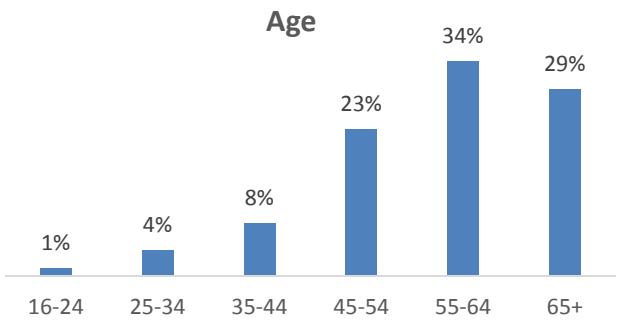
Services Provided

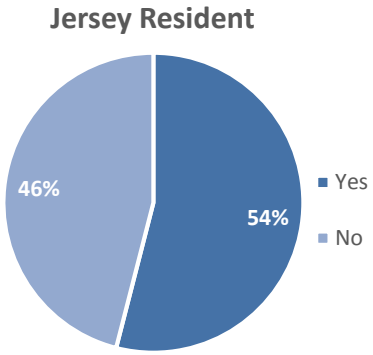
Overall, **54%** of respondents are either very satisfied or satisfied with the services provided by Jersey Marinas. **27%** of respondents offered 'no opinion', while **19%** are dissatisfied or very dissatisfied.

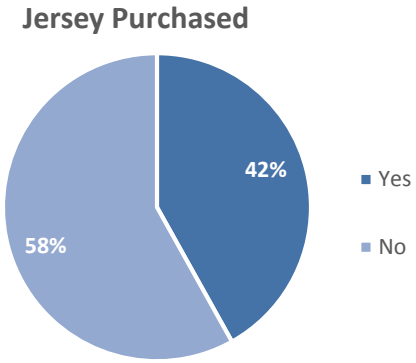
Marine Leisure Centre

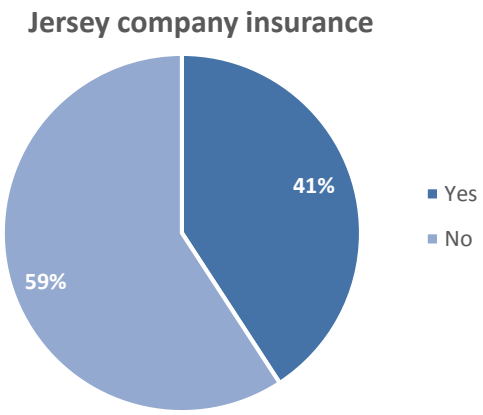
Overall, **76%** of respondents are either very satisfied or satisfied with the service received from the Marine Leisure Centre. **20%** of respondents offered 'no opinion', while **4%** are dissatisfied or very dissatisfied.

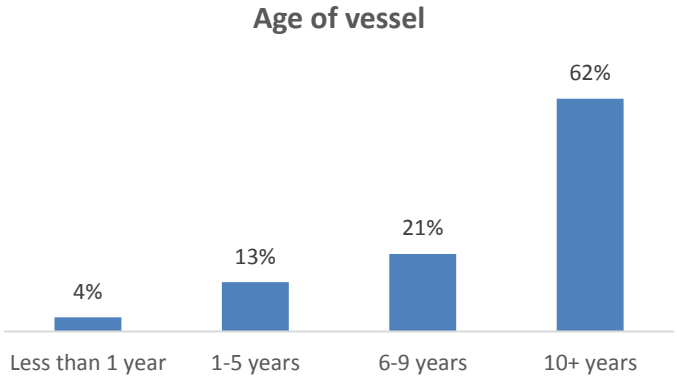
2.1. Boat Owner Demographics











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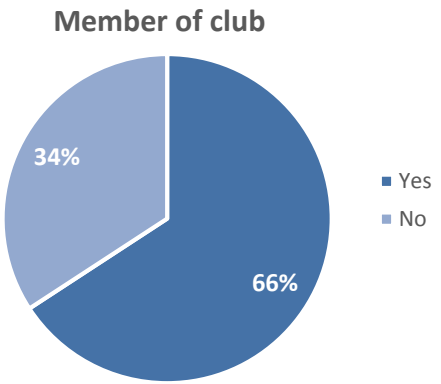

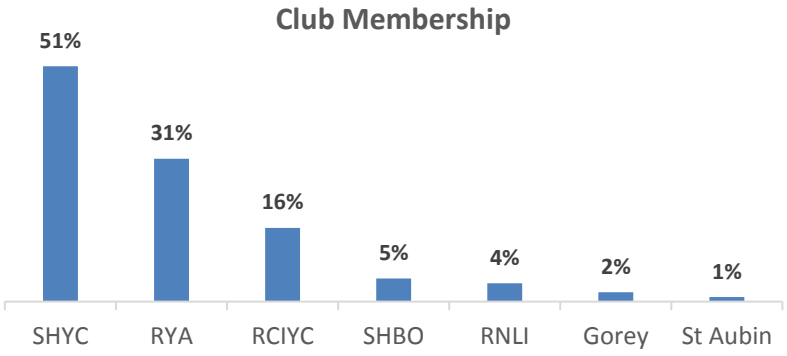

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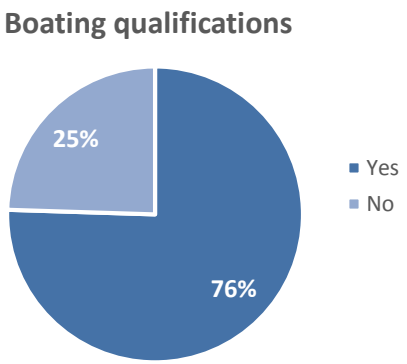
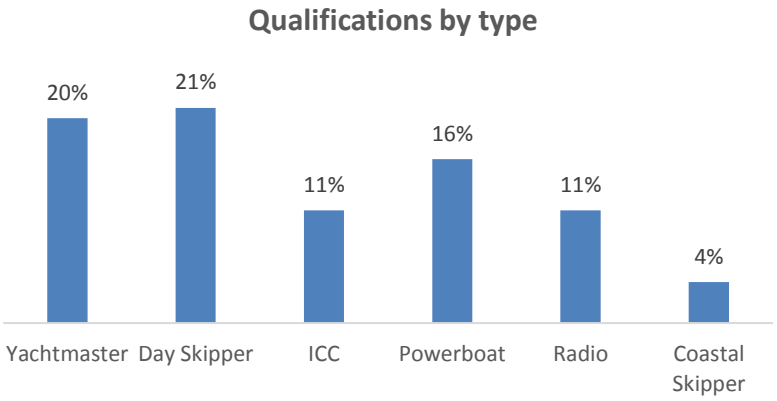
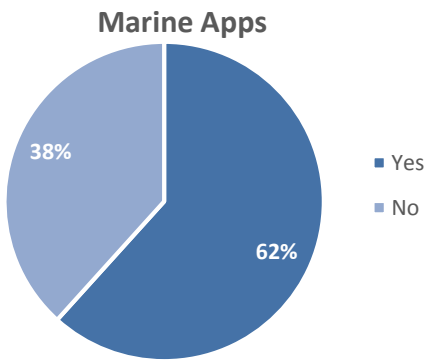
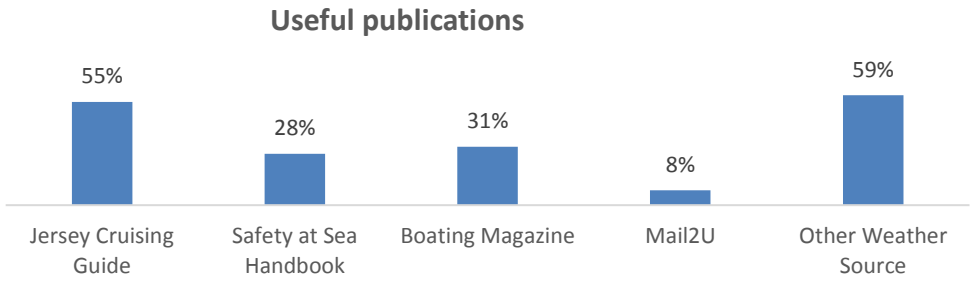


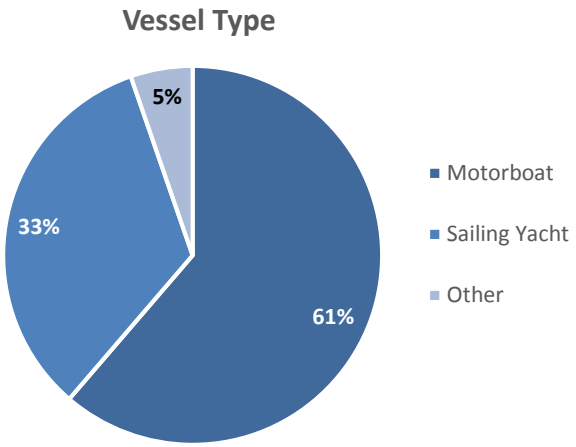


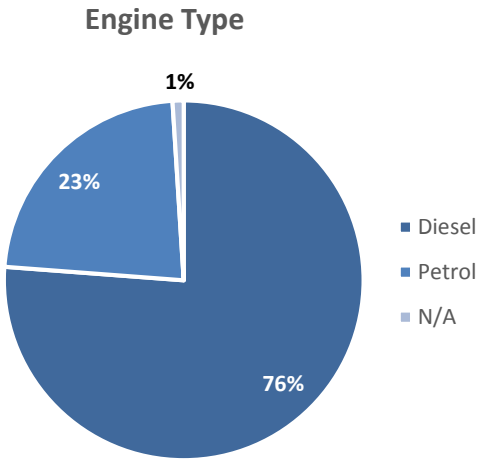
2.4. Marine Related Resources



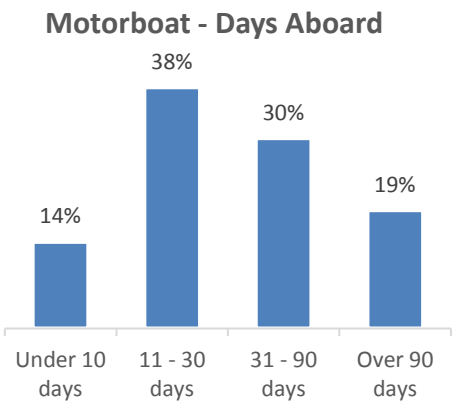


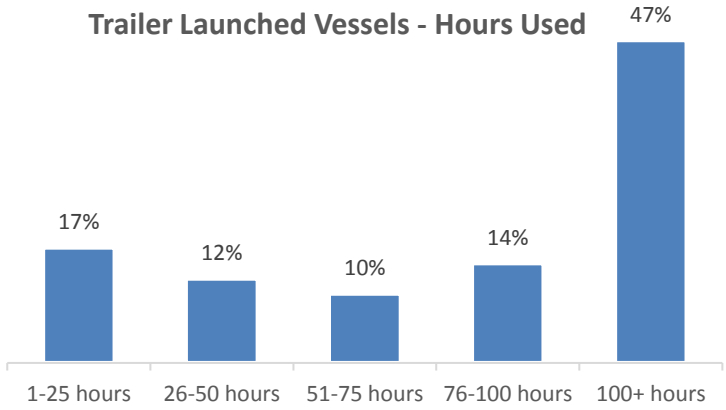
2.5. Vessel Information

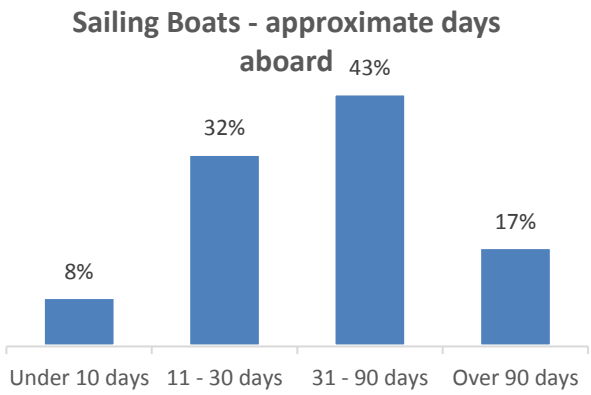




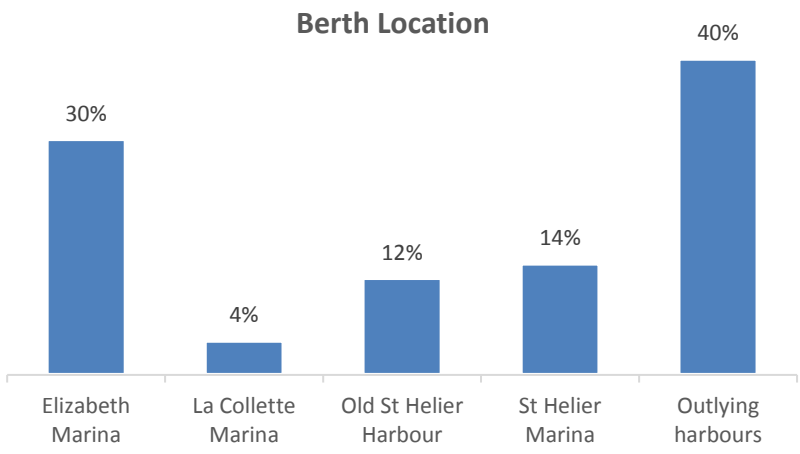
2.6. Vessel Usage

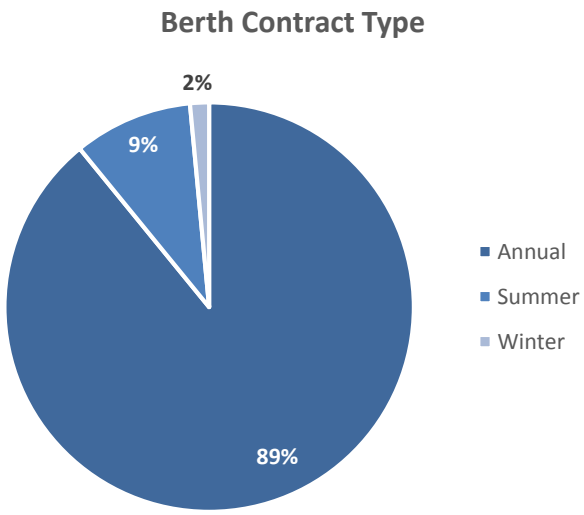




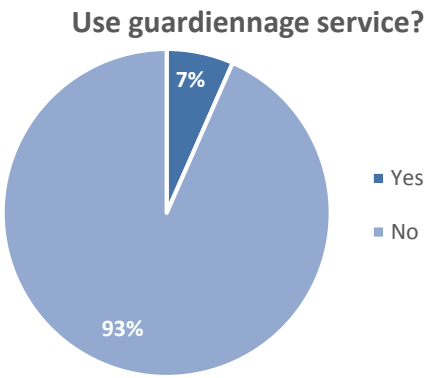


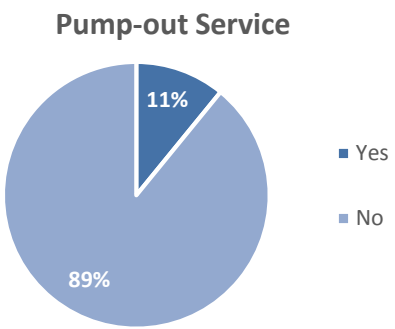
2.7. Berths and Contracts

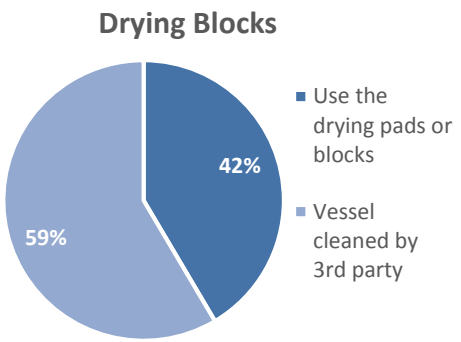


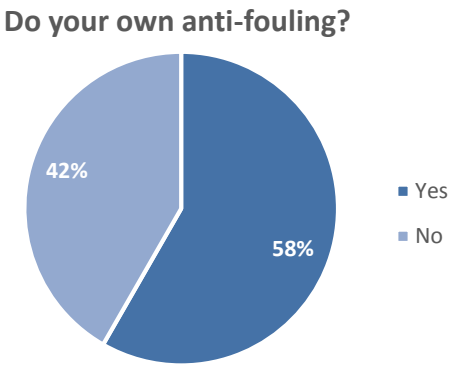


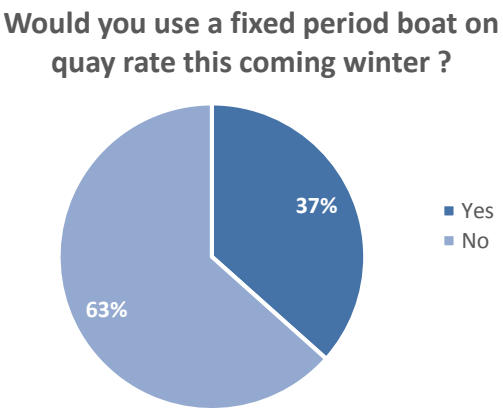
2.8. Services Used



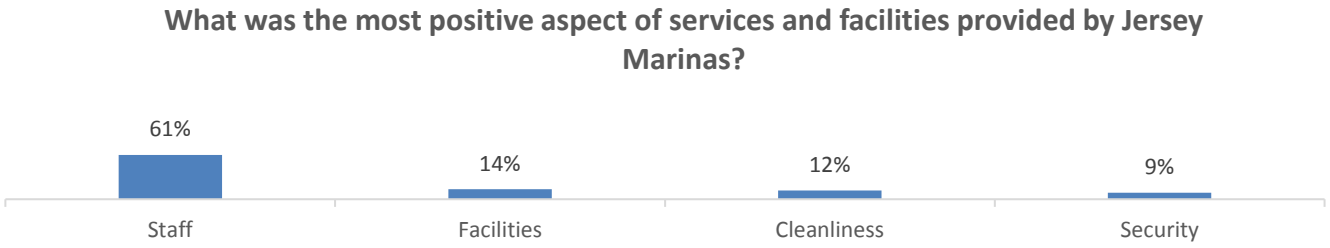








2.9. Positive Aspects of the Services and Facilities Provided by Jersey Marinas



The area that received the most positive feedback by some margin was staffing, with comments along the lines of staff being friendly, approachable and helpful.

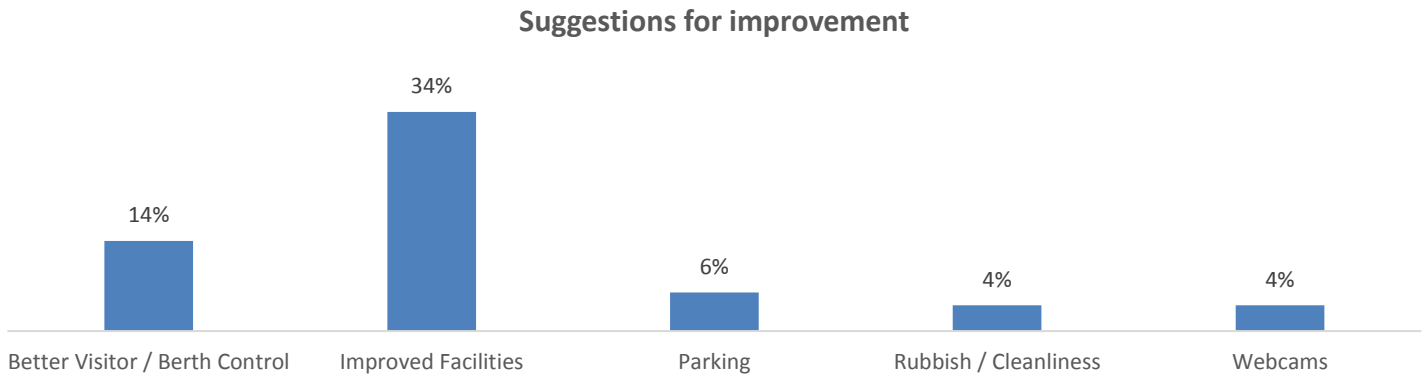
Selection of comments below:

- Very professional, friendly and welcoming for a Norman like me! Good security as well, reliable equipment, clean marina;
- Helpful and friendly service, nothing is too much trouble;
- Willing to help in all circumstances. Pleasantly mannered approach to providing the marina services;
- The fact that all staff are prepared to go the extra mile and are always helpful;
- The staff are polite & helpful;
- Helpful marina office staff who even phoned around and offered to pick-up a replacement gas regulator for us.

Facilities, Cleanliness and security also received favourable comments, with some shown below.

- Cleanliness, Excellent shower block, Security card to entrance;
- Location to a Jersey outsider. Secure marina;
- Elizabeth marina is well maintained, the shower and toilet block always is clean, close access to parking and a shop is very handy -all in all excellent;
- The facilities are of a good standard and always maintained well;
- Excellent facilities in and around Elizabeth Marina, very helpful staff;
- Clean and smart. Well organised. Good support available as and when needed;
- Clean marina;
- The facilities are clean, tidy and well maintained;
- Clean tidy marina.

2.9. Suggestions which could enhance the services and/or facilities offered by Jersey Marinas



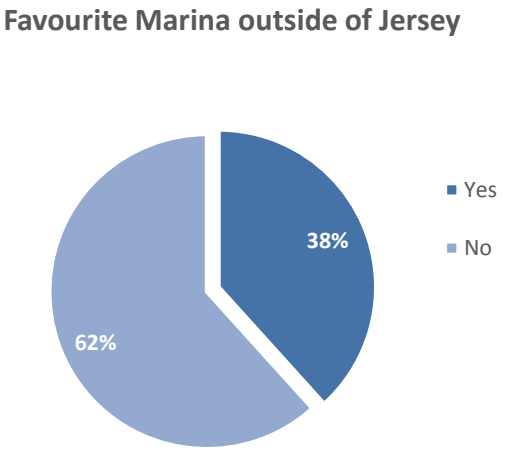
The most common suggestions were around the improvement of facilities throughout the marinas.

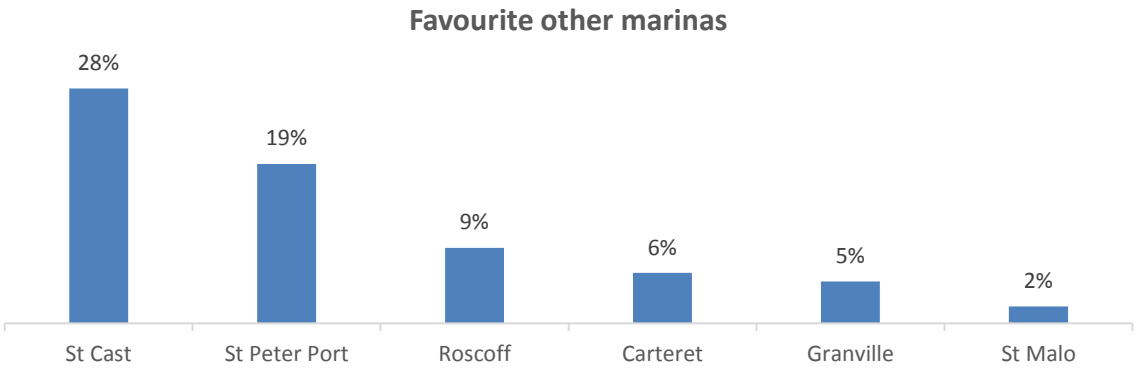
These more frequent comments included new and larger pontoons, improved Wi-Fi, and improved electricity and water supply locations with some other comments asking for the installation of lifts and more frequent dredging of the harbours.

Further suggestions focused on improving the busy visitor berthing situation, an area that Jersey Marinas is aware of and already working to improve.

There were also comments asking for improved parking offerings, cleaner marinas and surrounding areas and the ability to monitor boats in the marina via public webcams.

2.11. Other Marinas



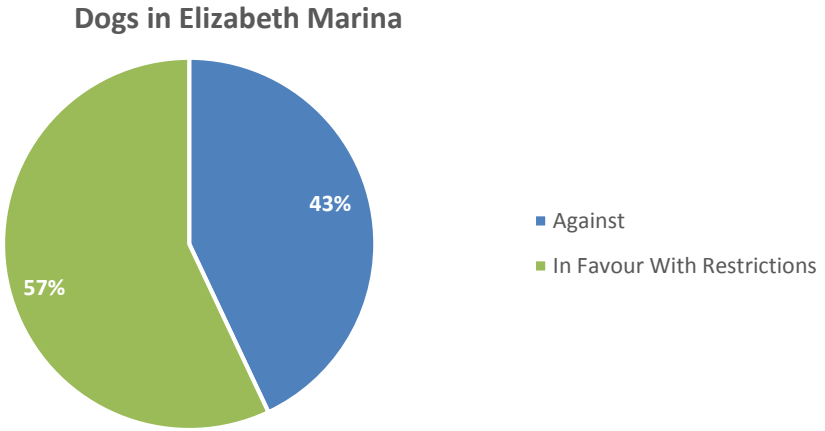


The question was asked for boat owners to list their favourite other marinas outside of Jersey, and to provide their reasons for this.

Various other marinas were mentioned, with **St Cast** and **St Peter Port** seeing the most responses.

St Cast was cited for having fantastic visitor facilities and St Peter Port for the meet and greet service provided by its marina staff.

2.10. Policy on Dogs



A question was asked for opinions on dogs in Elizabeth Marina and thoughts regarding the current policy.

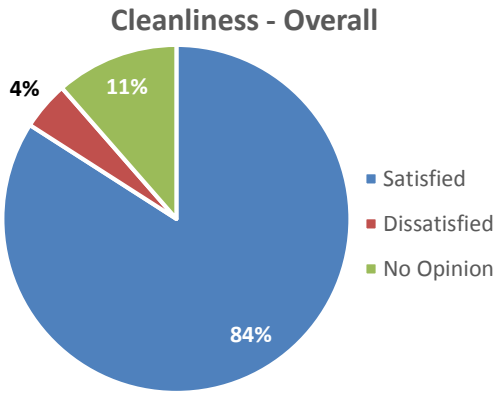
The response received from boat owners drew a large split of opinion. The majority that were in favour of dogs being allowed in the marina also mentioned that there should be restrictions in place.

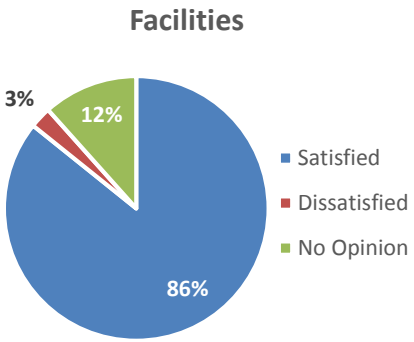
Dog mess and noise were specified as the main reasons for objecting.

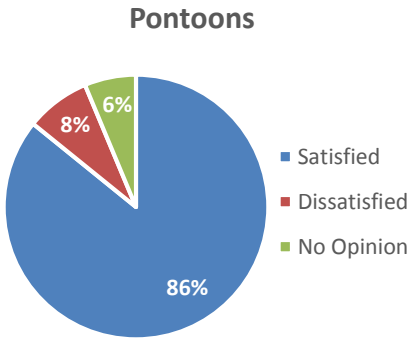
A selection of comments both against and in favour shown below:

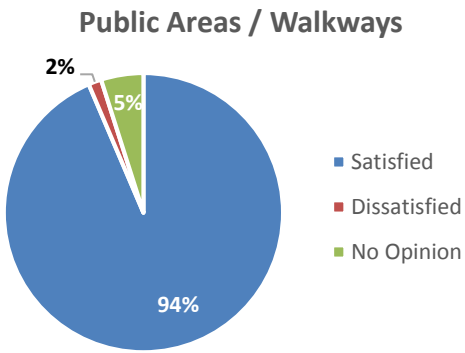
- "I am a dog owner and believe responsible dog owners should be welcome. I have never seen any evidence of inconsiderate or irresponsible dog owners. If they exist they should be identified and dealt with individually as a specific complaint rather than an over reactive blanket approach.
- Not an issue as long as they are controlled in a responsible way by the owners
- No dogs. They WILL urinate all over the pontoons and probably watercraft too.
- Dogs are noisy and messy: keep them on the land.
- We have no issues with dogs in the marina. We find most dog owners responsible and courteous
- Never will all dog owners act responsibly, a blanket ban prevents any issues arising albeit maybe an inconvenience to the responsible dog owner.
- Dogs are fine provided that owners have them on a lead within the marina. Any dog fouling to be immediately cleaned on the spot. Our home marina allows dogs on a lead....never had any problems in the 12 years I have been there.
- I wouldn't want to see dogs allowed because of dog mess on the pontoons.

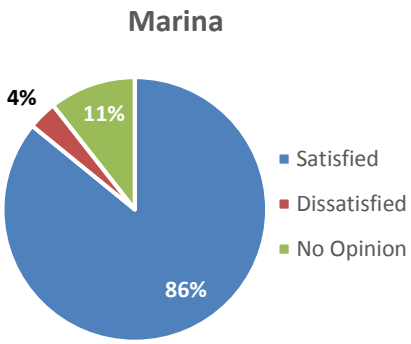
2.11. Satisfaction Rankings

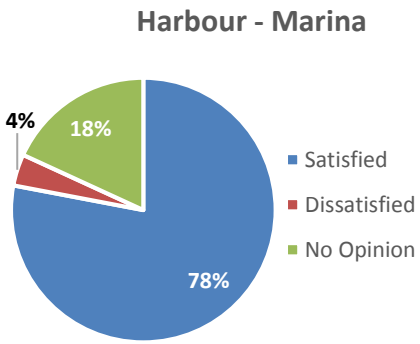


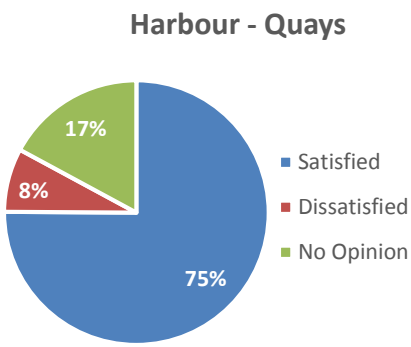


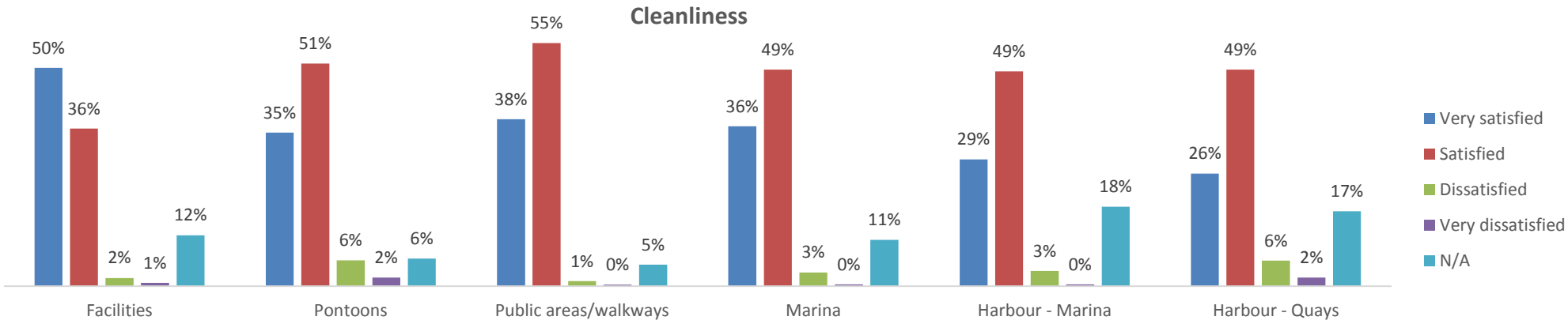




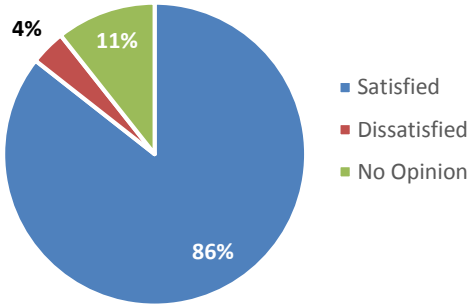




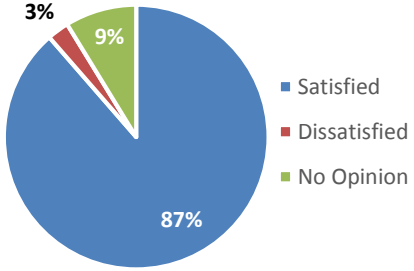




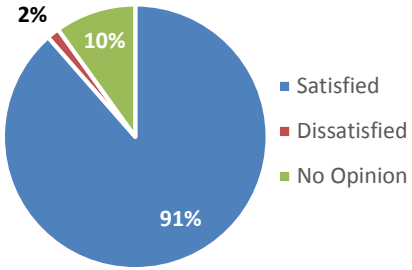
Marina Maintenance - Overall



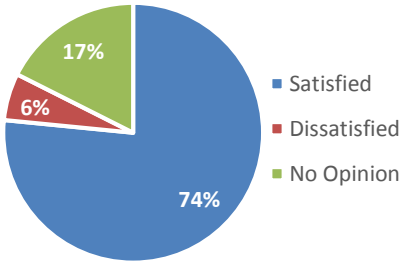
Lighting



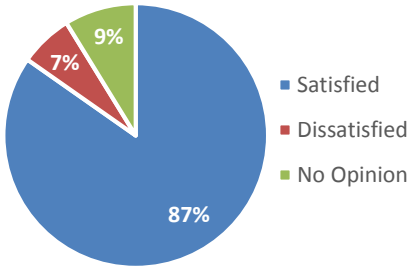
Plumbing



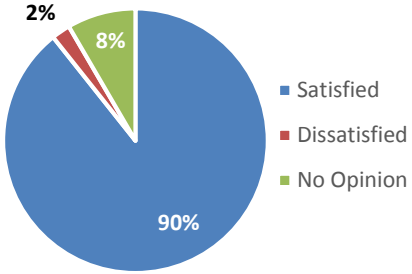
Weeding



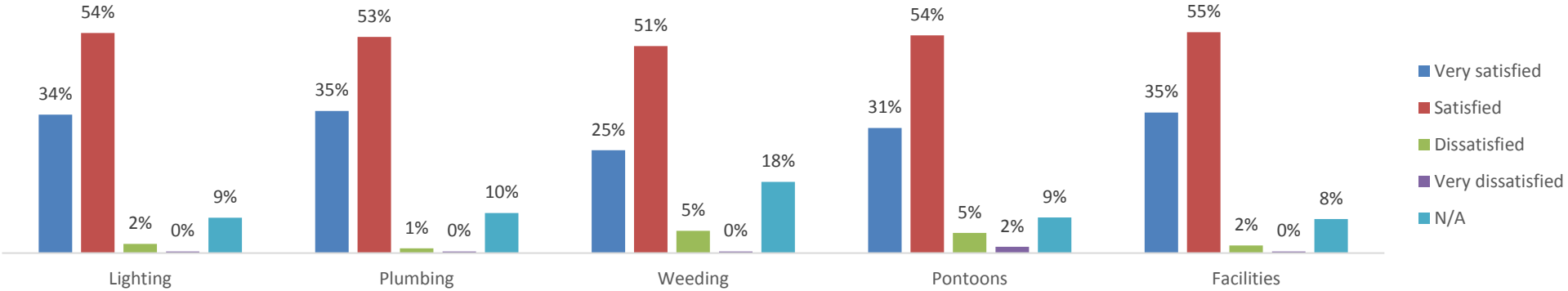
Pontoons



Facilities

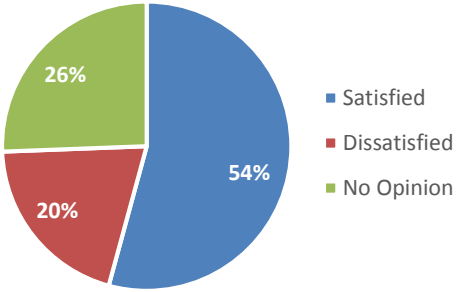


Marina Maintenance

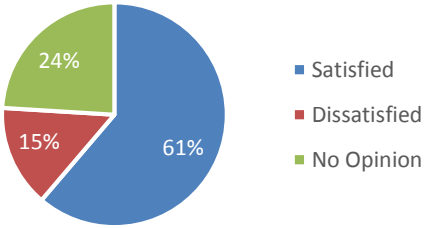


JERSEY MARINAS

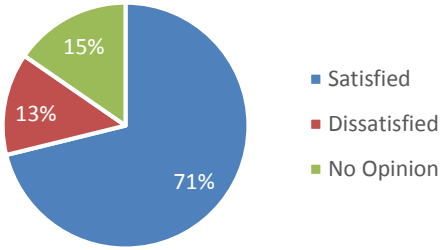
Services Provided - Overall



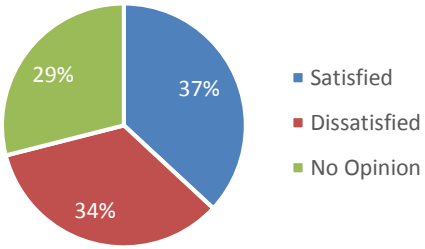
Trolley availability



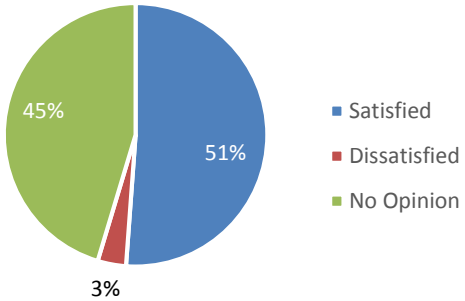
Recycling Sites



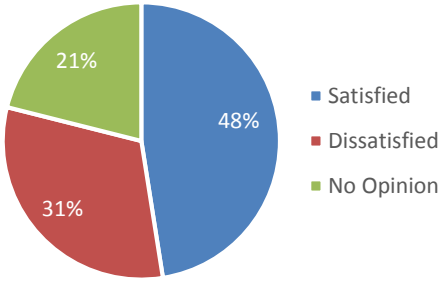
Parking



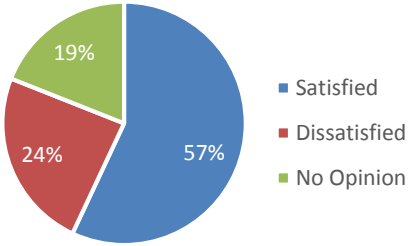
Launderette



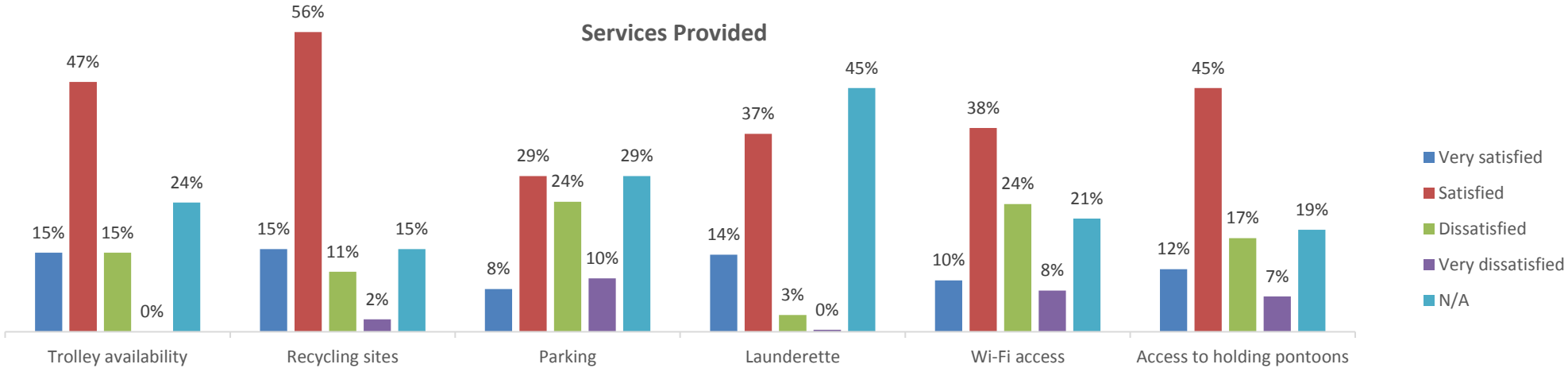
Wi-Fi Access



Access to Pontoons

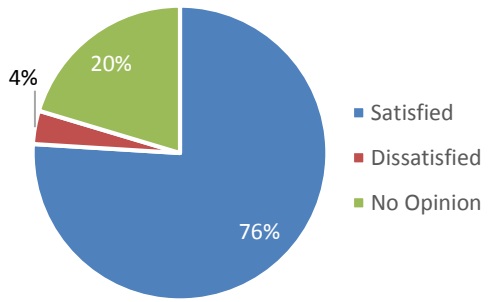


Services Provided

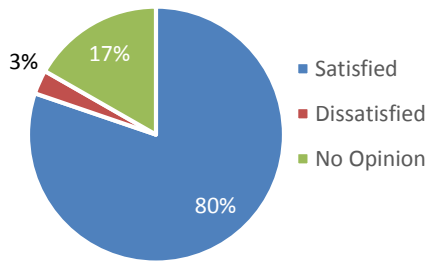


JERSEY MARINAS

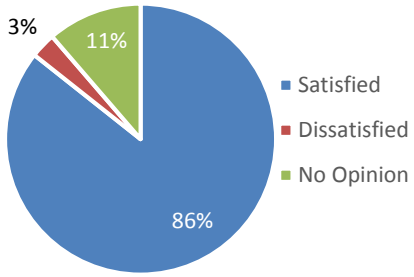
MLC - Overall



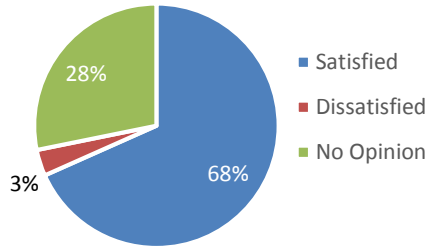
Opening Hours



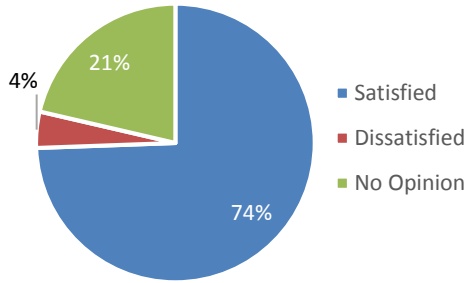
Staff Helpfulness



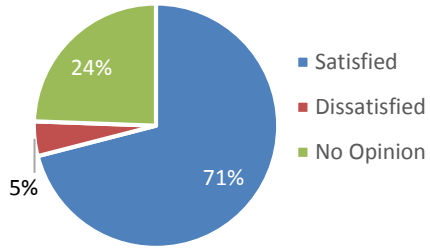
Telephone Response



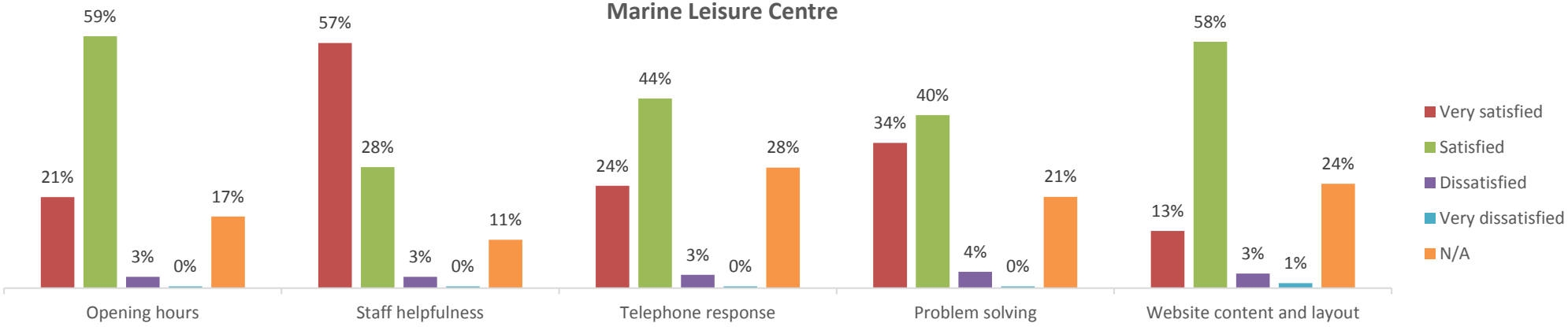
Problem Solving



Website



Marine Leisure Centre



3.1. Year by Year Comparisons – Demographics

Gender	2014	2016	2017
Male	95%	97%	N/A
Female	5%	3%	N/A

Age	2014	2016	2017
16-24	0%	1%	1%
25-34	4%	2%	4%
35-44	11%	9%	8%
45-54	26%	29%	23%
55-64	31%	32%	34%
65+	28%	26%	30%

Jersey resident	2014	2016	2017
Yes	95%	93%	54%
No	5%	7%	46%

Age of vessel	2014	2016	2017
< one year	1%	4%	3%
1-5 years	14%	13%	10%
6-9 years	22%	21%	22%
10+ years	63%	62%	66%

Locally bought?	2014	2016	2017
Yes	65%	63%	42%
No	35%	37%	58%

Jersey insurance	2014	2016	2017
Yes	69%	63%	41%
No	31%	38%	59%

Preferred fuel	2014	2016	2017
Marina fuel 24/7	11%	6%	27%
Elizabeth	27%	20%	22%
Victoria	40%	55%	51%
Other	22%	20%	46%

Club member	2014	2016	2017
Yes	78%	80%	66%
No	22%	20%	34%

No of clubs	2014	2016	2017
One club	66%	31%	50%
Two clubs	22%	31%	50%
Three clubs	10%	31%	*Are part*
Four clubs	1%	4%	*of more*
Five clubs	1%	3%	*than one*

Registered club	2014	2016	2017
SHYC	33%	31%	31%
RYA	31%	31%	51%
RCIYC	13%	10%	16%
SHBOA	8%	7%	5%
GBOA	3%	1%	2%
SABOA	4%	1%	1%
SBBOA	1%	1%	0%
Misc.	7%	17%	N/A

Qualifications	2014	2016	2017
Yes	73%	83%	76%
No	27%	17%	24%

Quals. By type	2014	2016	2017
Day skipper	21%	20%	21%
ICC	17%	14%	11%
Powerboat	11%	11%	16%
Radio	12%	13%	11%
Yachtmaster	17%	21%	20%
Sea safety	3%	7%	N/A
Other	19%	14%	N/A

Use marine apps	2014	2016	2017
Yes	73%	83%	62%
No	27%	17%	38%

Most read publications	2014	2016	2017
Boating mags	21%	70%	55%
Local publications	47%	13%	28%
PoJ Media	32%	17%	28%

Weather source	2014	2016	2017
Jersey Met	32%	20%	
Specialised sites	18%	42%	
PoJ media	19%	24%	
Other	31%	14%	

Vessel info	2014	2016	2017
Sailing yacht	30%	31%	34%
Motorboat	68%	62%	61%
Other	2%	7%	5%

Engine type	2014	2016	2017
Petrol	34%	21%	23%
Diesel	65%	78%	76%
N/A	1%	1%	1%
Contract type	**2014**	**2016**	**2017**
Summer	2%	3%	9%
Winter	2%	3%	2%
Annual	96%	94%	89%

Berth location	2014	2016	2017
Elizabeth	36%	41%	30%
La Collette	8%	13%	4%
St Helier	13%	17%	12%
Old St Helier	18%	15%	14%
Outlying harbours	25%	14%	40%

Services used	2014	2016	2017
Use drying pads/blocks	47%	56%	41%
Vessel cleaned by 3rd party	33%	44%	59%

Access pump-out service	2014	2016	2017
Yes	7%	9%	11%
No	93%	91%	89%

Use Guardienne service	2014	2016	2017
Yes	6%	4%	7%
No	94%	96%	93%

Winterise vessel	2014	2016	2017
Yes	30%	21%	N/A
No	70%	79%	N/A

Do own anti-fouling	2014	2016	2017
Yes	66%	58%	58%
No	34%	42%	42%

3.2. Year by Year Comparisons – Satisfaction Levels

Cleanliness

Facilities	2014	2016	2017
Satisfied	98%	88%	86%
Dissatisfied	2%	2%	3%

Pontoons	2014	2016	2017
Satisfied	93%	86%	86%
Dissatisfied	7%	7%	8%

Public areas/walkways	2014	2016	2017
Satisfied	94%	87%	94%
Dissatisfied	6%	4%	2%

Harbours - Marina	2014	2016	2017
Satisfied	89%	74%	78%
Dissatisfied	11%	10%	4%

Harbours - Quay	2014	2016	2017
Satisfied	83%	66%	75%
Dissatisfied	17%	11%	8%

Marina Maintenance

Lighting	2014	2016	2017
Satisfied	97%	90%	87%
Dissatisfied	3%	1%	3%

Plumbing	2014	2016	2017
Satisfied	96%	84%	91%
Dissatisfied	3%	2%	2%

Weeding	2014	2016	2017
Satisfied	80%	66%	74%
Dissatisfied	20%	2%	6%

Pontoons	2014	2016	2017
Satisfied	91%	83%	87%
Dissatisfied	9%	8%	7%

Facilities	2014	2016	2017
Satisfied	93%	86%	90%
Dissatisfied	7%	3%	2%

Services provided

Trolley availability	2014	2016	2017
Satisfied	60%	61%	61%
Dissatisfied	40%	43%	15%

Recycling sites	2014	2016	2017
Satisfied	84%	74%	71%
Dissatisfied	16%	4%	13%

Parking	2014	2016	2017
Satisfied	30%	41%	37%
Dissatisfied	70%	46%	34%

Launderette	2014	2016	2017
Satisfied	94%	40%	51%
Dissatisfied	6%	3%	3%

WiFi access	2014	2016	2017
Satisfied	67%	40%	48%
Dissatisfied	33%	32%	31%

Access to holding pontoons	2014	2016	2017
Satisfied	54%	42%	57%
Dissatisfied	46%	29%	24%

Marine Leisure Centre

Opening hours	2014	2016	2017
Satisfied	96%	75%	80%
Dissatisfied	4%	7%	3%

Staff helpfulness	2014	2016	2017
Satisfied	94%	89%	86%
Dissatisfied	6%	1%	3%

Telephone response	2014	2016	2017
Satisfied	90%	67%	68%
Dissatisfied	10%	7%	3%

Problem solving	2014	2016	2017
Satisfied	91%	75%	74%
Dissatisfied	9%	5%	4%

Website content	2014	2016	2017
Satisfied	92%	70%	71%
Dissatisfied	8%	3%	5%