



Canal &  
River Trust

Keeping people, nature & history connected

# Managed Moorings - Customer Survey

24<sup>th</sup> July 2013

# Method

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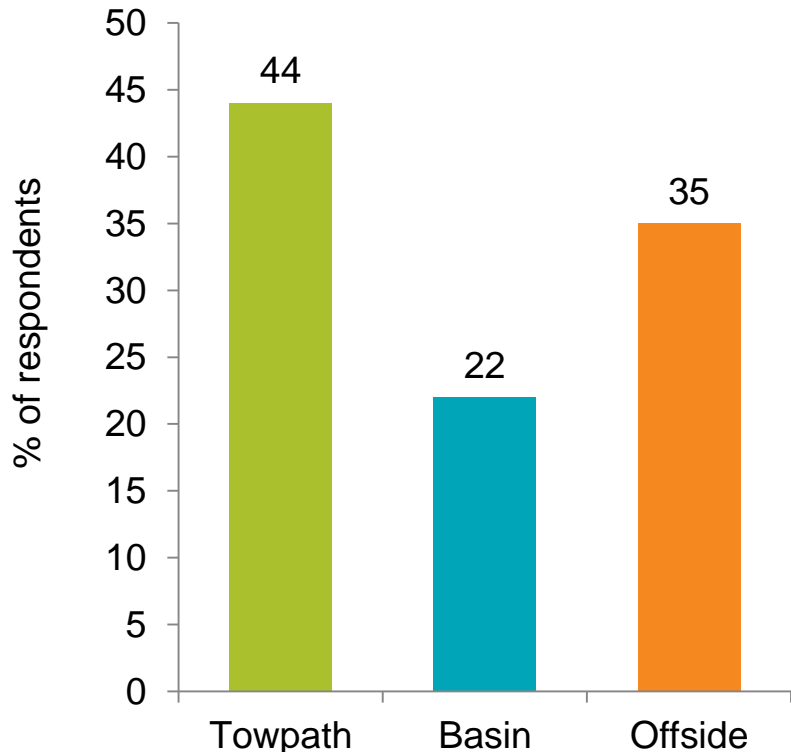
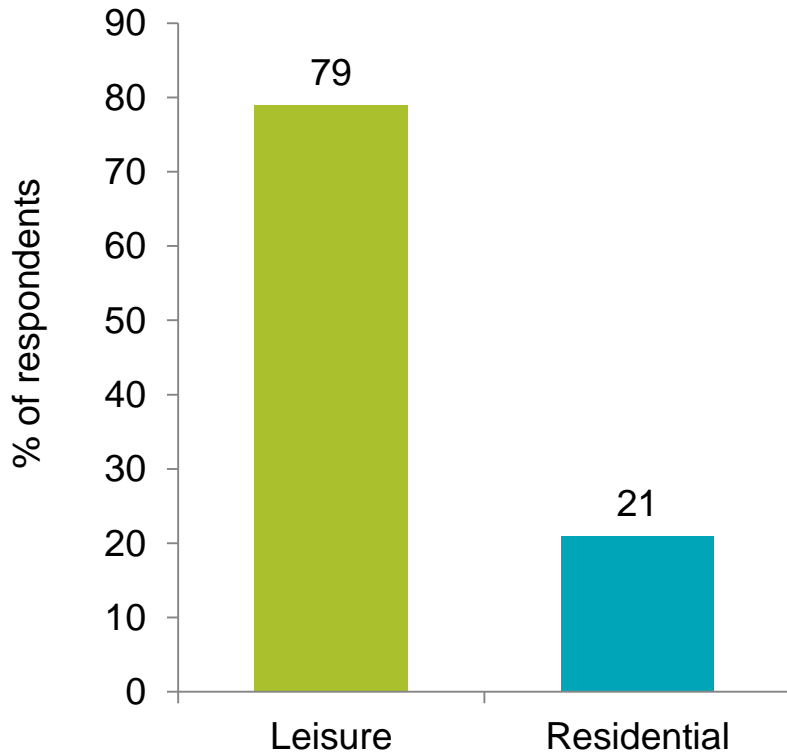
- Online survey, sent to those 1,786 moorings customers for whom we have an email address, during April 2013.
- 742 responses were received, representing 42% of the emails sent and 24% of all moorings customers. This is a good response rate for this sort of survey.

# Type of mooring

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- Of those who responded to the survey, there was a four to one split between leisure and residential moorings. Just under half of respondents had a towpath mooring, a third had an offside mooring and around one in five had a mooring in a basin.

Type of mooring

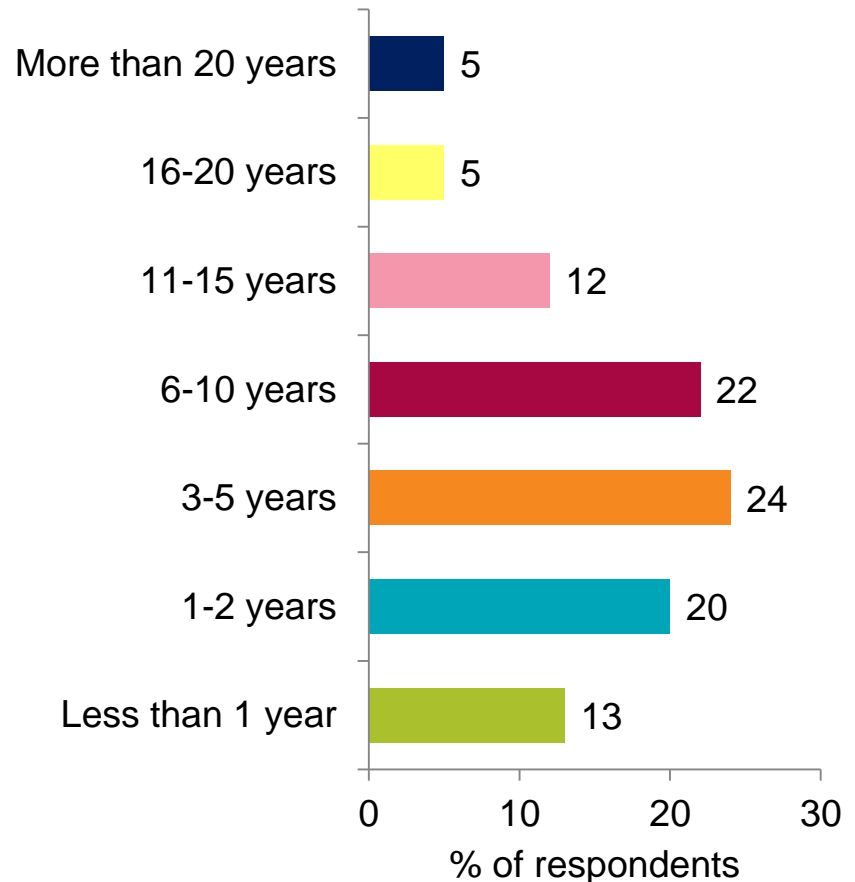


# Time at current mooring

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- A third of respondents (33%) had been on their current mooring for two years or less. At the other end of the spectrum, 22% had been at their current mooring for 11 years or more.
- Just under half of the respondents (46%) had been at their current mooring for somewhere between three and 10 years.

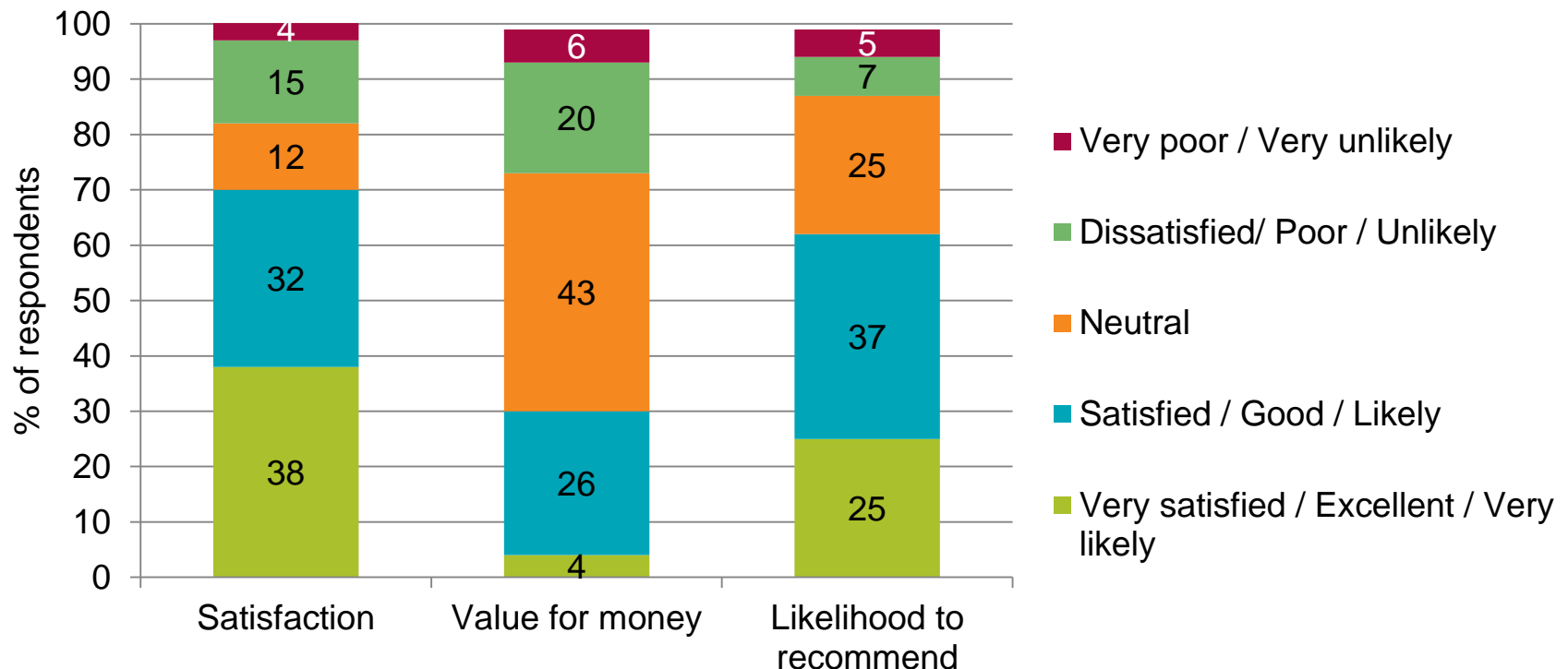
**Time at current mooring**



# Overall satisfaction

- The majority of customers seem reasonably happy with their mooring - 70% saying they are satisfied and 62% saying they would recommend their mooring to other boaters.
- There is room for improvement however, with 19% saying they are dissatisfied/very dissatisfied and 26% rating the value for money as poor/very poor.

Overall satisfaction, value for money and likelihood to recommend



# What is the best thing about your mooring site?

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- Environment/scenery/wildlife
- Peace and quite
- Convenience – on the network / relative to home and transport network / relative to shops, other services and the pub etc.
- Security / other people and boats around mean less likely to suffer problems with vandalism
- Community spirit amongst other moorers
- Outdoor space/garden – not as cramped as in a marina
- Privacy
- Good parking / access

# What is the worst thing about your mooring site?

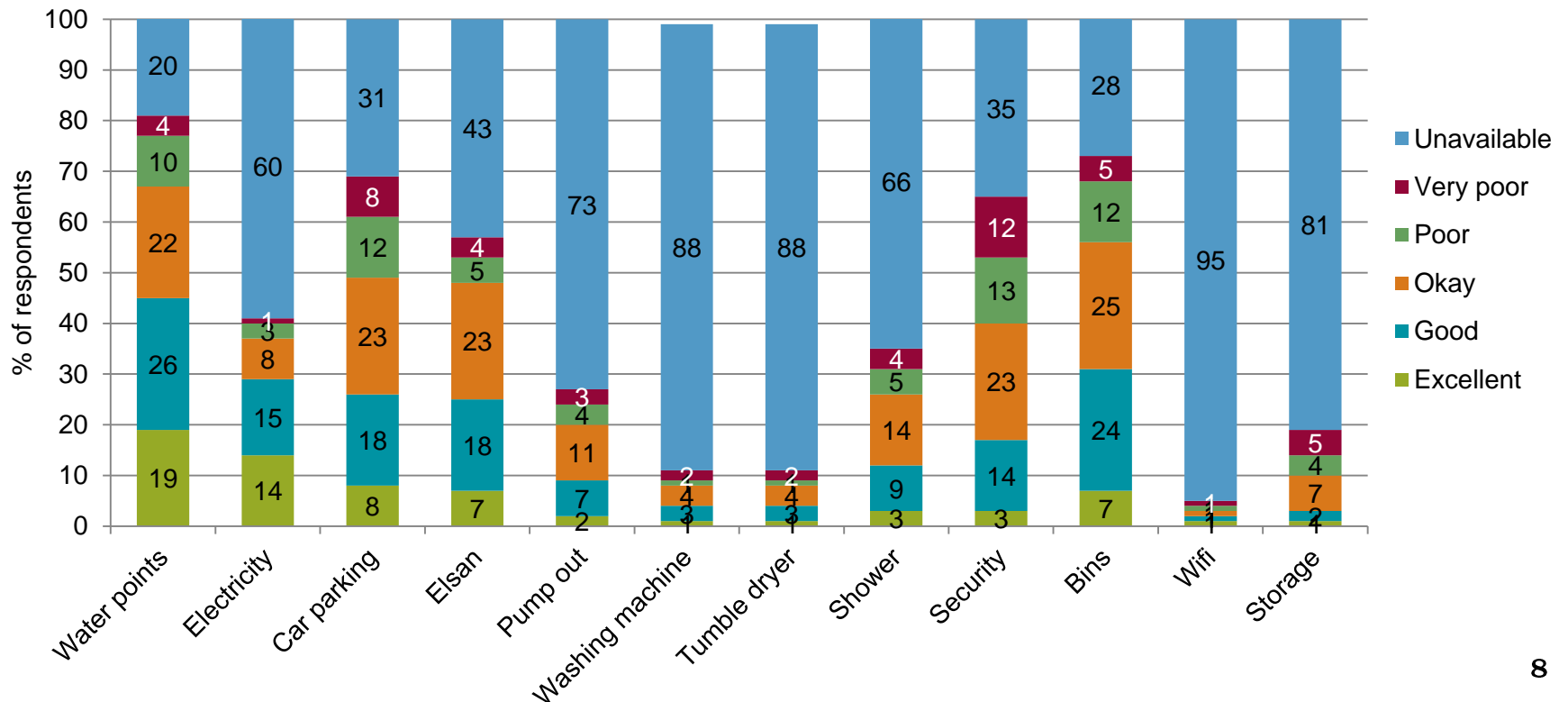
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- Lack of security / anti-social behaviour
- Too far from pub/shops other services etc.
- Tourists/busy at weekends
- Poor telecommunications
- Litter/dog poo
- Poor access by car – distance and condition
- Car park being used by other canal users
- Lack of postcode
- Vegetation – over hanging trees, grass cutting makes a mess
- Price / price increases
- Lack of maintenance
- Lack of facilities e.g. no elsan, no water, no recycling
- Lack of signage to identify private moorings
- Winter problems – muddy paths/roads, freezing water points, lack of access to showers
- Local environment – noisy roads

# Ratings of Services and facilities

- Respondents were asked to rate specific services and facilities that may be at their mooring. This slide shows the ratings given for all respondents, including the proportion who said the specific service or facility was not available at their mooring.
- The biggest problem areas were security and car-parking.

Ratings of services and facilities - All

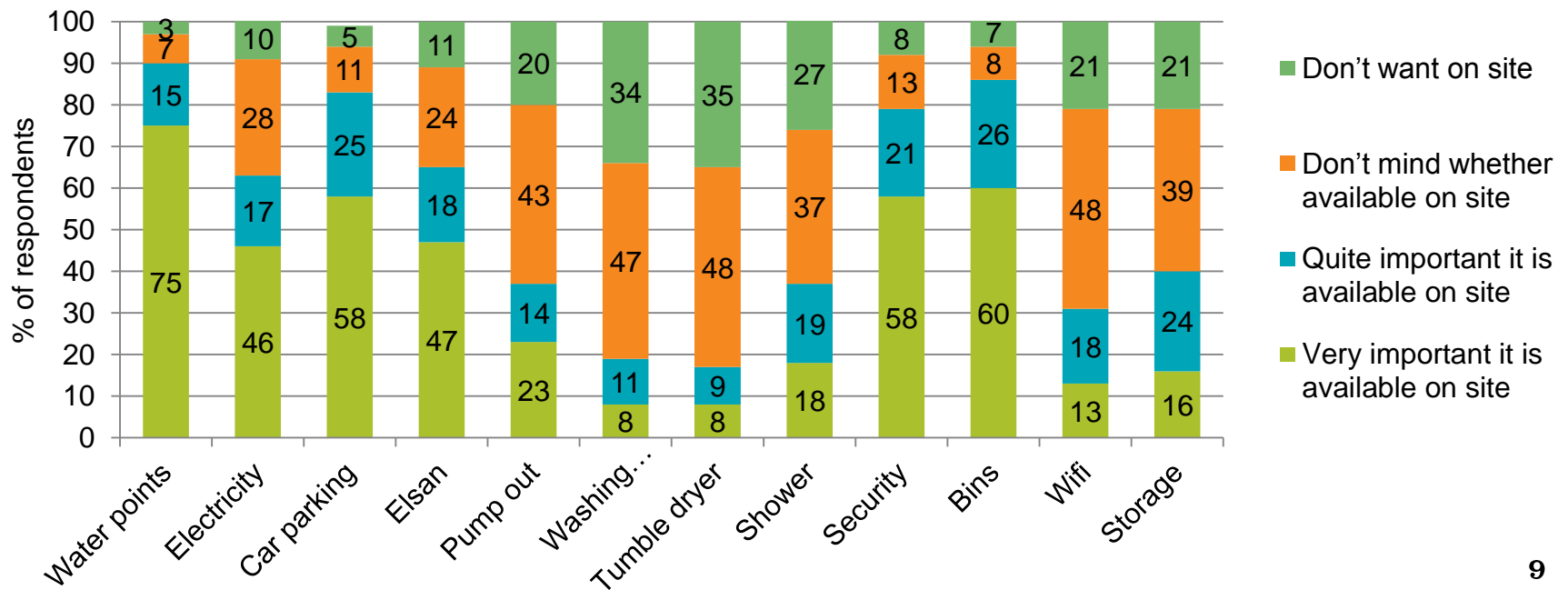




# Importance of services and facilities

- When asked what is important, the top priorities for respondents are:
  - water points 75%
  - bins 60%,
  - car parking 58% and security 58%
- Slightly less important, but still wanted by the majority are electricity and elsan.
- More people are likely not to want laundry facilities on site (35%) compared to those who do (18%). Showers, Wi-Fi, storage and pump outs are also lower priorities for most customers.

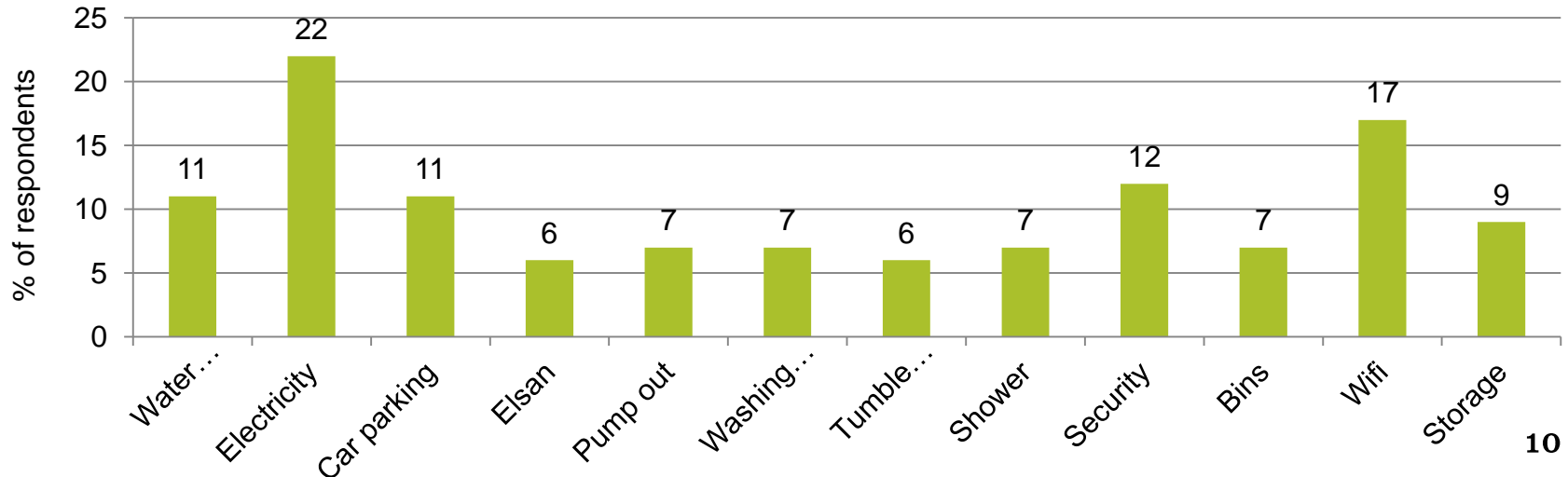
## Importance of services and facilities - All



# Wish list – WTP overall

- When asked if there were any services and facilities respondents would pay more to have on site, the results emerge as slightly contradictory to the previous slide.
- Electricity and Wi-Fi emerge as the services customers are most likely to be willing to pay more for.
- In the case of Wi-Fi, this may be because people accept that this is a service they often have to pay for – whilst many cafés etc. now offer free Wi-Fi there remain many other places e.g. trains where people are charged to access the Wi-Fi facility.
- Alternatively, for both electricity and Wi-Fi there is a high proportion of people who do not currently have access to these services and their individual demand may be sufficiently strong that they would be willing to pay more.

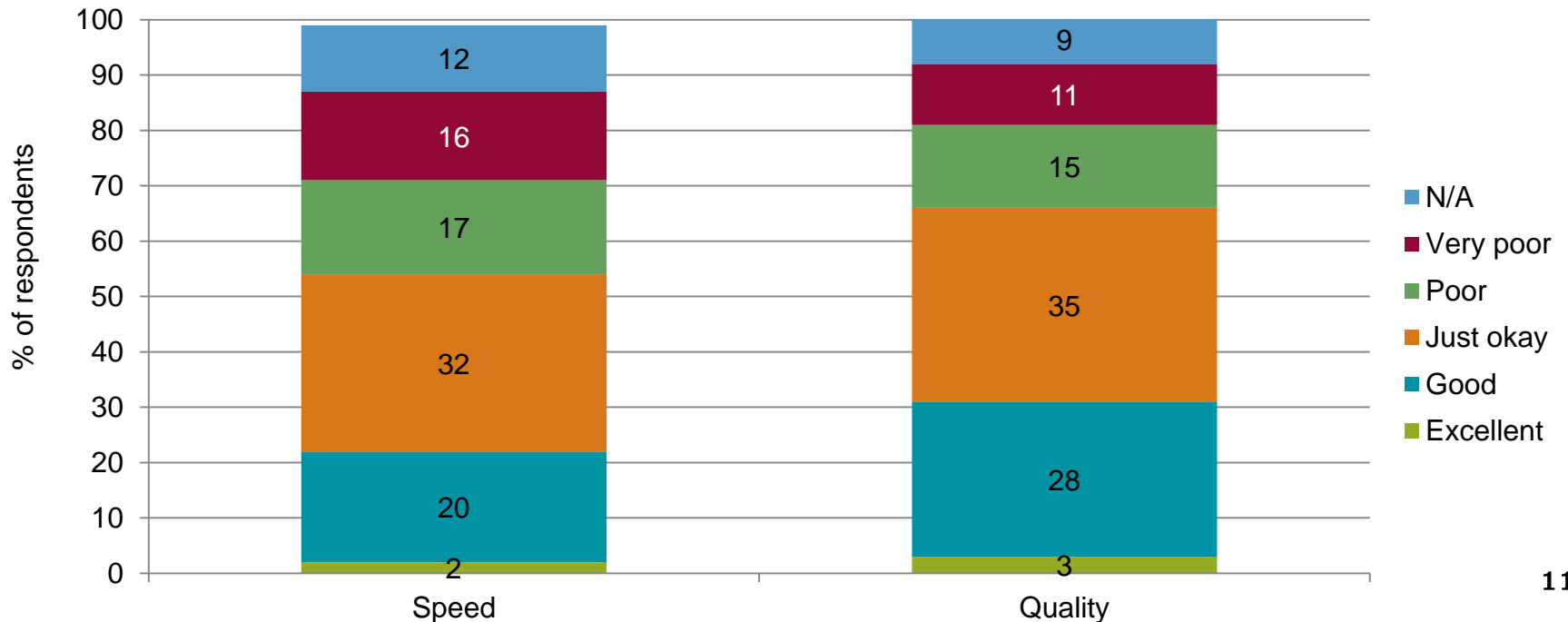
## Willingness to pay more for services and facilities - All



# Quality and speed of maintenance

- One third of respondents rate speed of maintenance work as poor (including very poor) compared to only 22% who are happy with it (good and excellent scores).
- 31% of respondents were happy with the quality of the work (good and excellent) compared to 26% who considered it to be poor (including very poor).

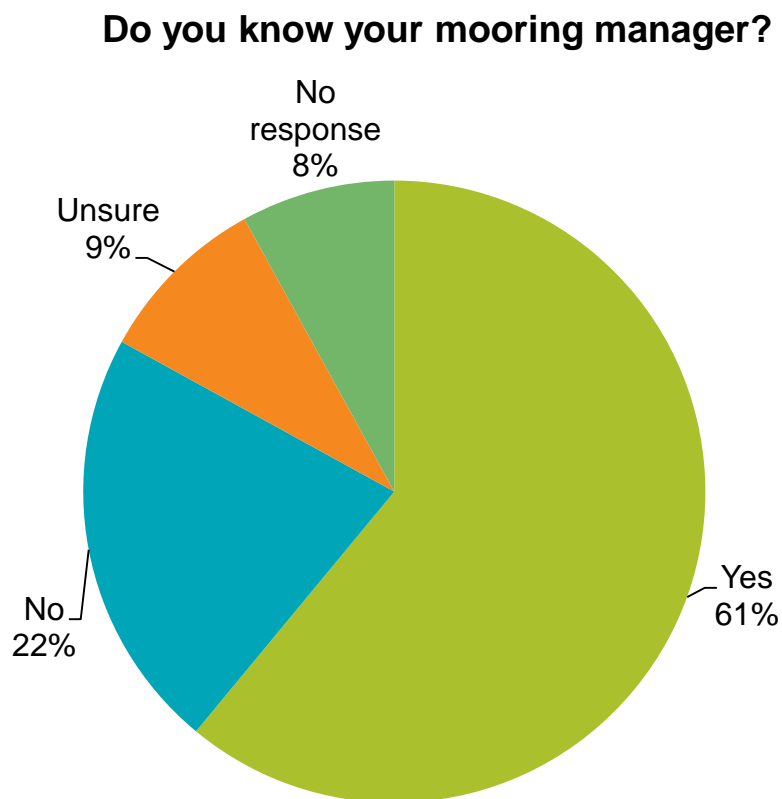
Perceptions of quality and speed of maintenance



# Who knows their Mooring Manager?

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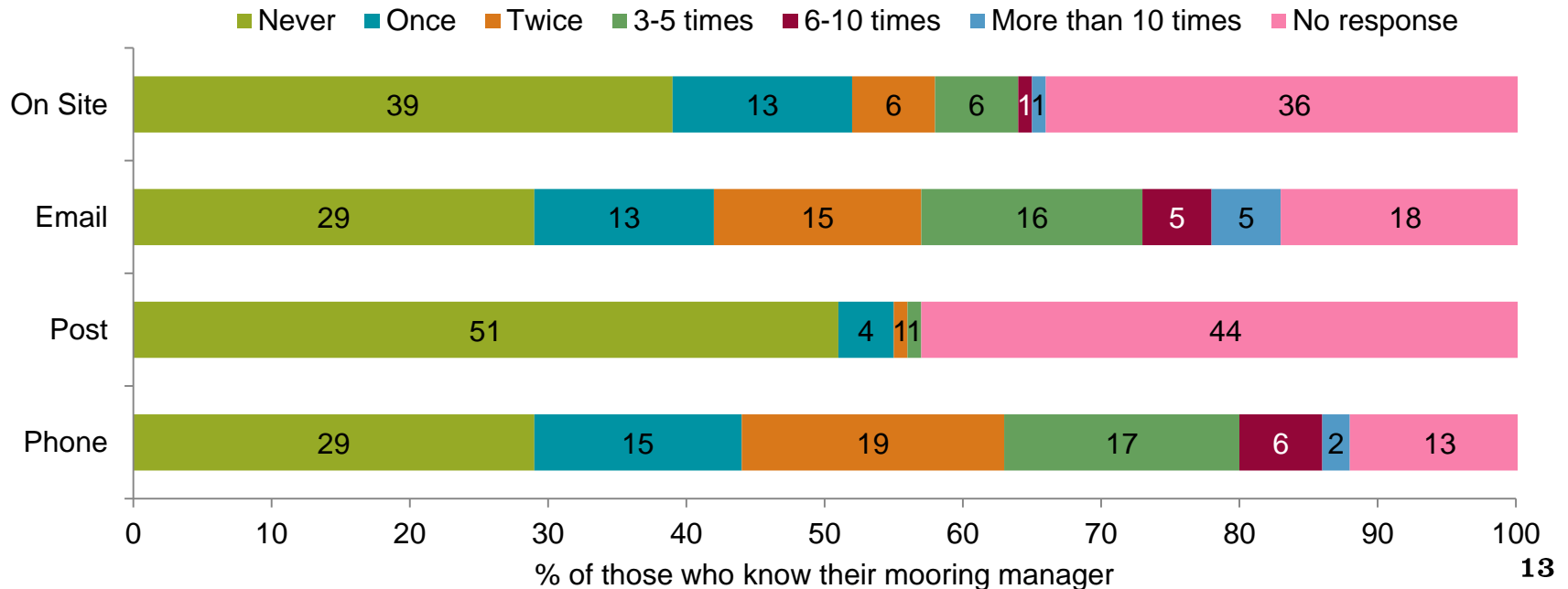
- Just under two thirds (61%) said they knew who their mooring manager was.
- One in ten (9%) were not sure but 22% said they did not know who their mooring manager was.



# Communication – those who know the mooring manager

- Email and phone appear to be the most popular channels boaters use to contact their mooring manager.
- People don't tend to have a great deal of contact with their mooring manager, with very few contacting their mooring manager more (through each channel) more than five times a year.

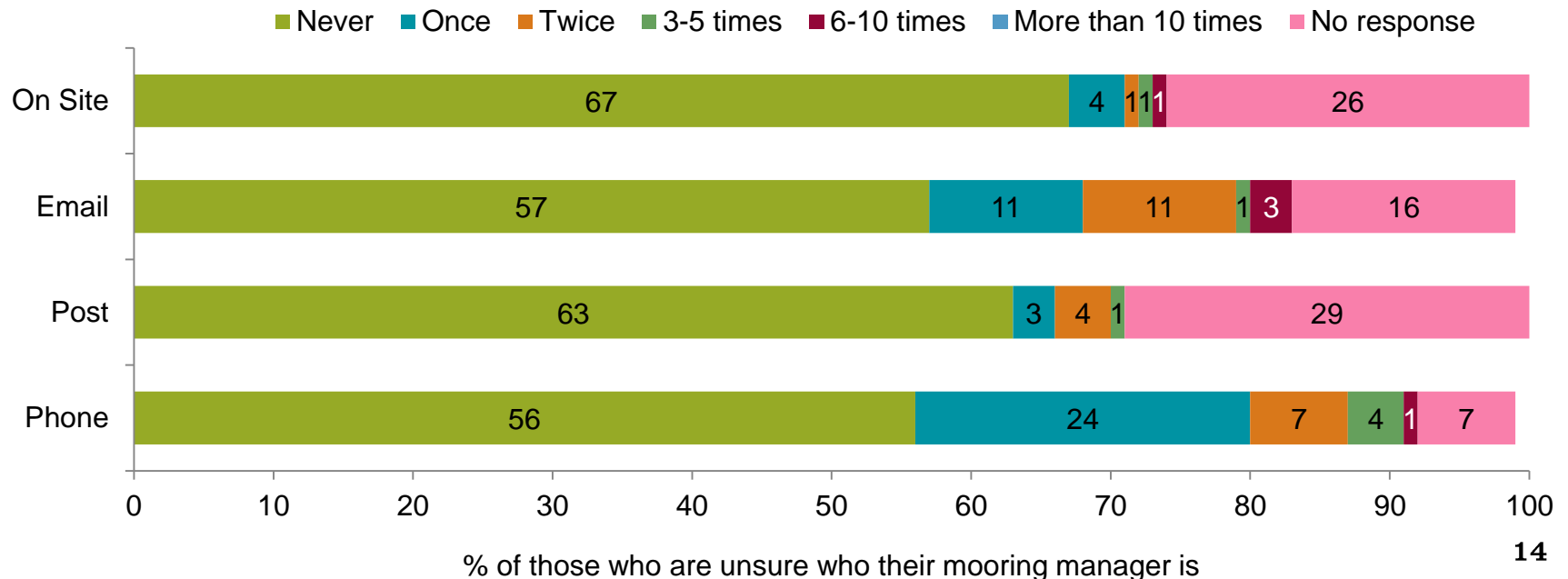
## Communication channels



# Communication – those unsure if they know the mooring manager

- Unsurprisingly, those who say they are unsure if they know their mooring manager have very little contact with the person they think is their mooring manager.
- Email and phone are again the most popular channels but are only likely to be used once or twice a year.

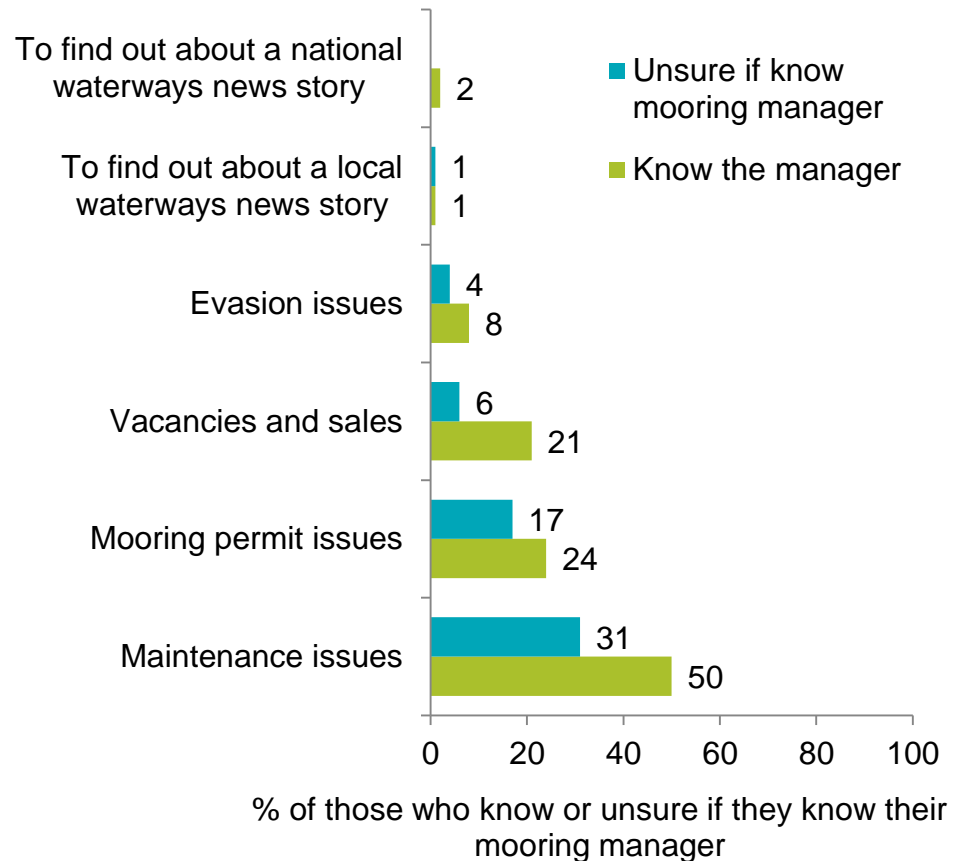
## Communication channels



# Why do people contact their mooring manager?

- Boaters say they are most likely to be contacting their mooring manager about maintenance issues.
- It's possible that this could relate to the maintenance at the mooring site or the local canal.

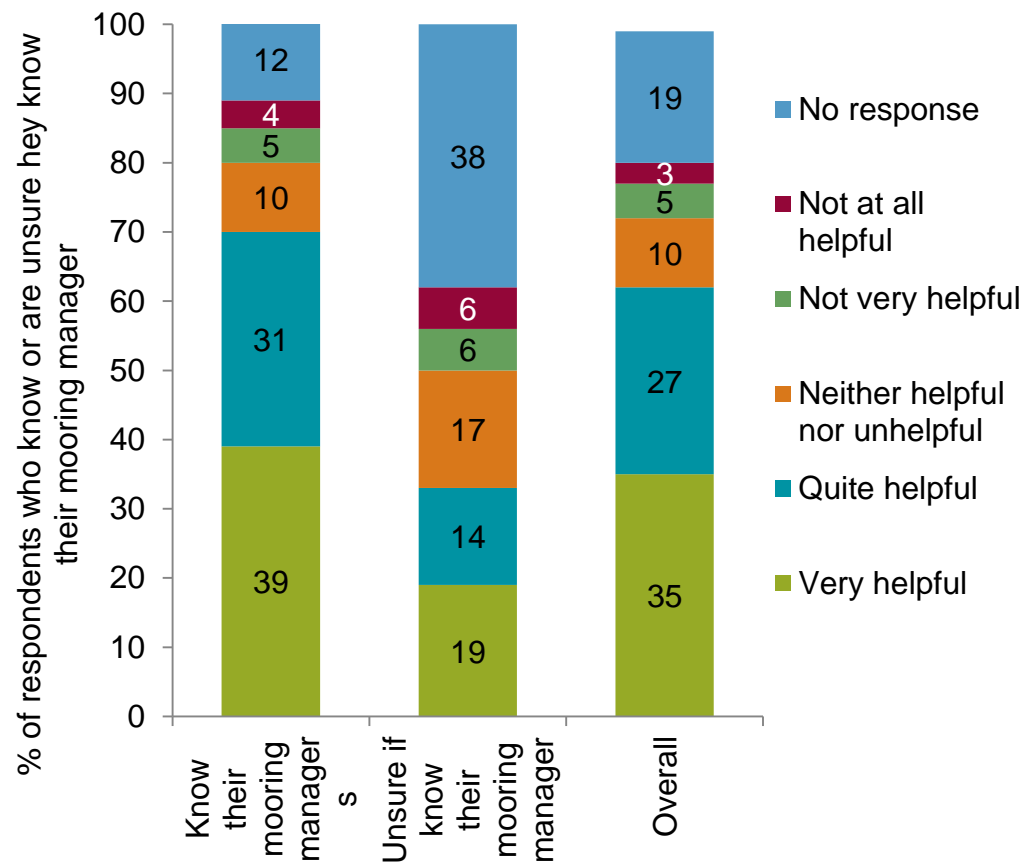
## Reasons for contact



# Perceived helpfulness

- Just over two thirds of those who know their mooring manager have found them to be helpful (39% very helpful, 31% helpful).

Perceived helpfulness of mooring manager



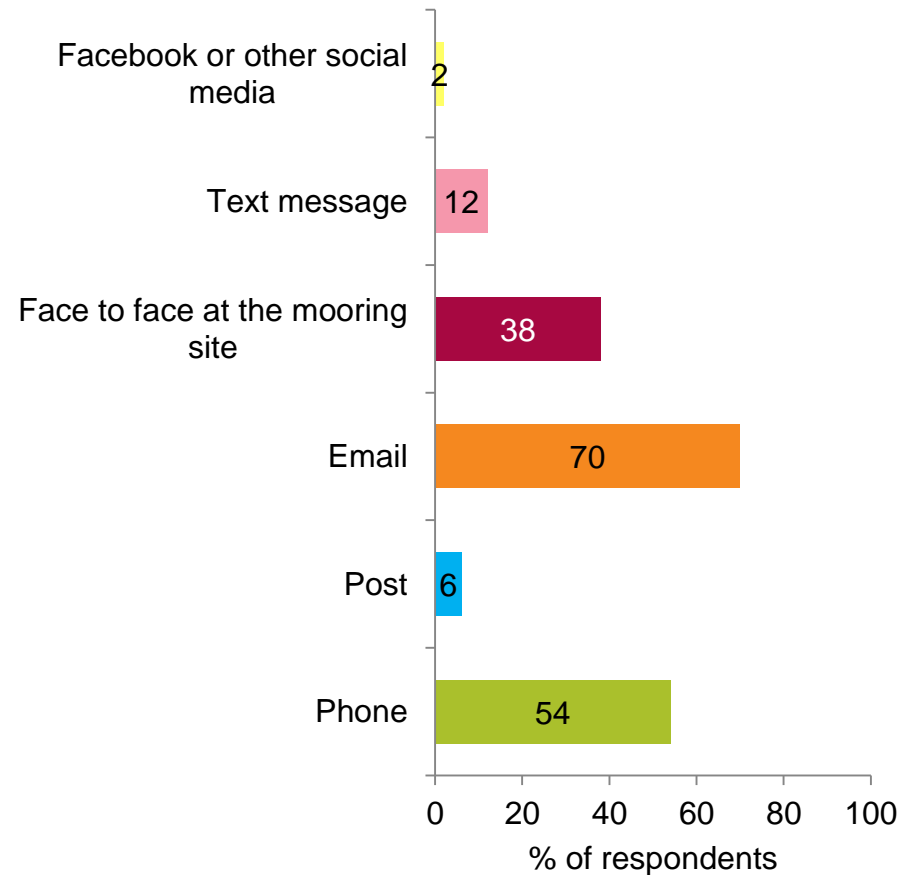


# Preferred Communication

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- All respondents were asked about their preferred means of communication with their mooring manager.
- Email was most popular chosen by 70% of respondents, followed by 54% suggesting telephone..
- Just over one third (38%) said they would like speak to the mooring manager face to face at the mooring site.

**Preferred communication channels**

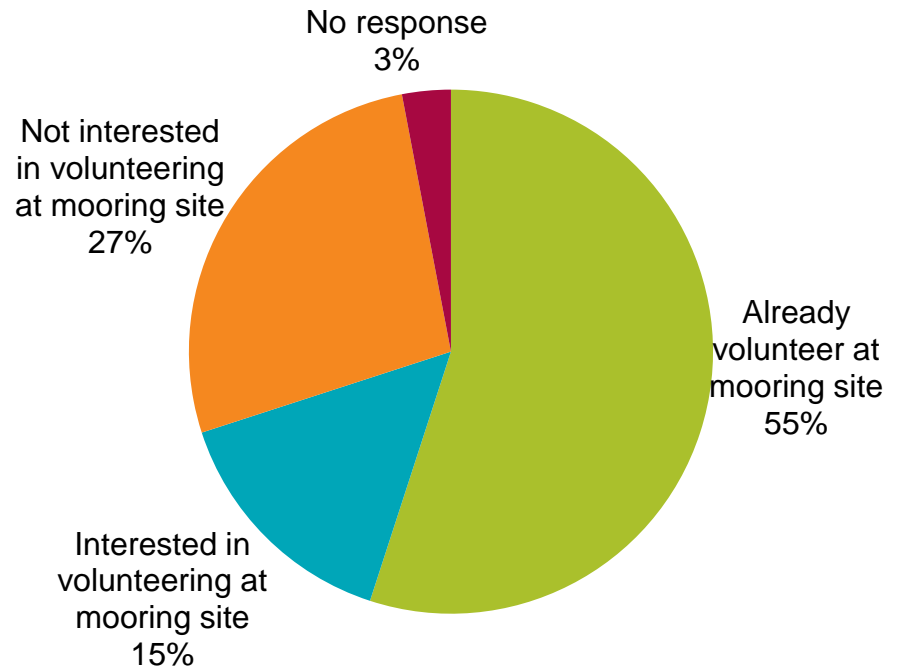


# Potential for volunteering

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- Over half of our mooring customers say they already volunteer at their mooring site. A further 15% are interested in doing so.
- One in four (27%) however, are not interested in volunteering at their mooring site.

## Interest in volunteering

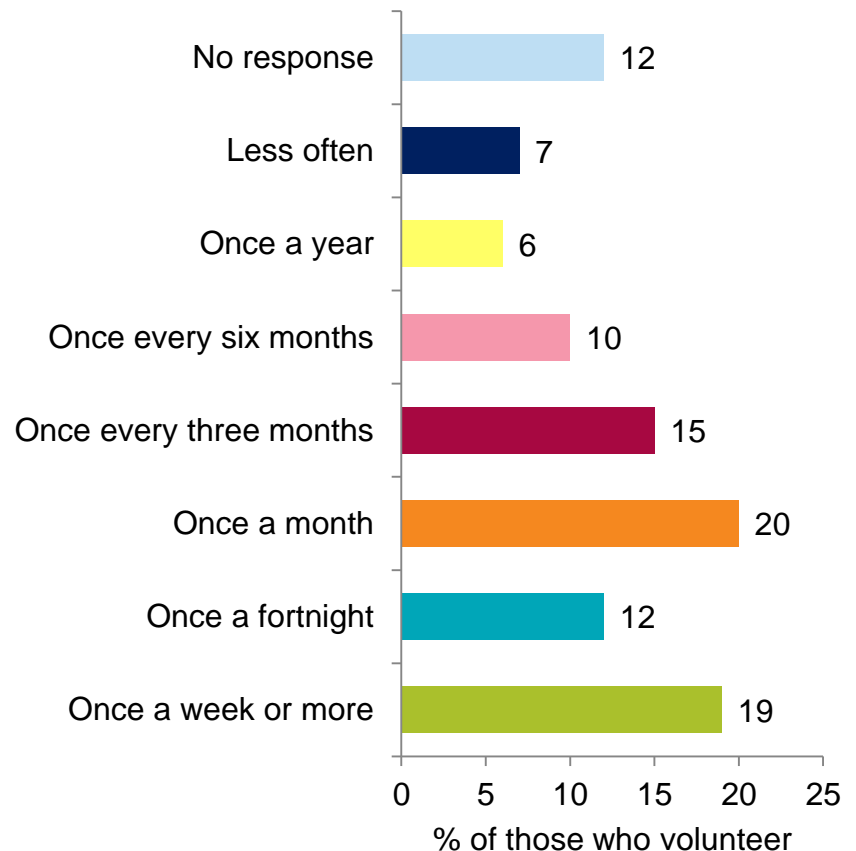


# Frequency of volunteering

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- Most of those who volunteer do so regularly - 51% of those who volunteer do so once a month or more often.
- A further 25% of those who volunteer do so perhaps a couple times a year (once every 3 months 15% and once every six months 10%). Around one in ten (13%) volunteer once a year or less often.

**Frequency of volunteering**



# Type of work done

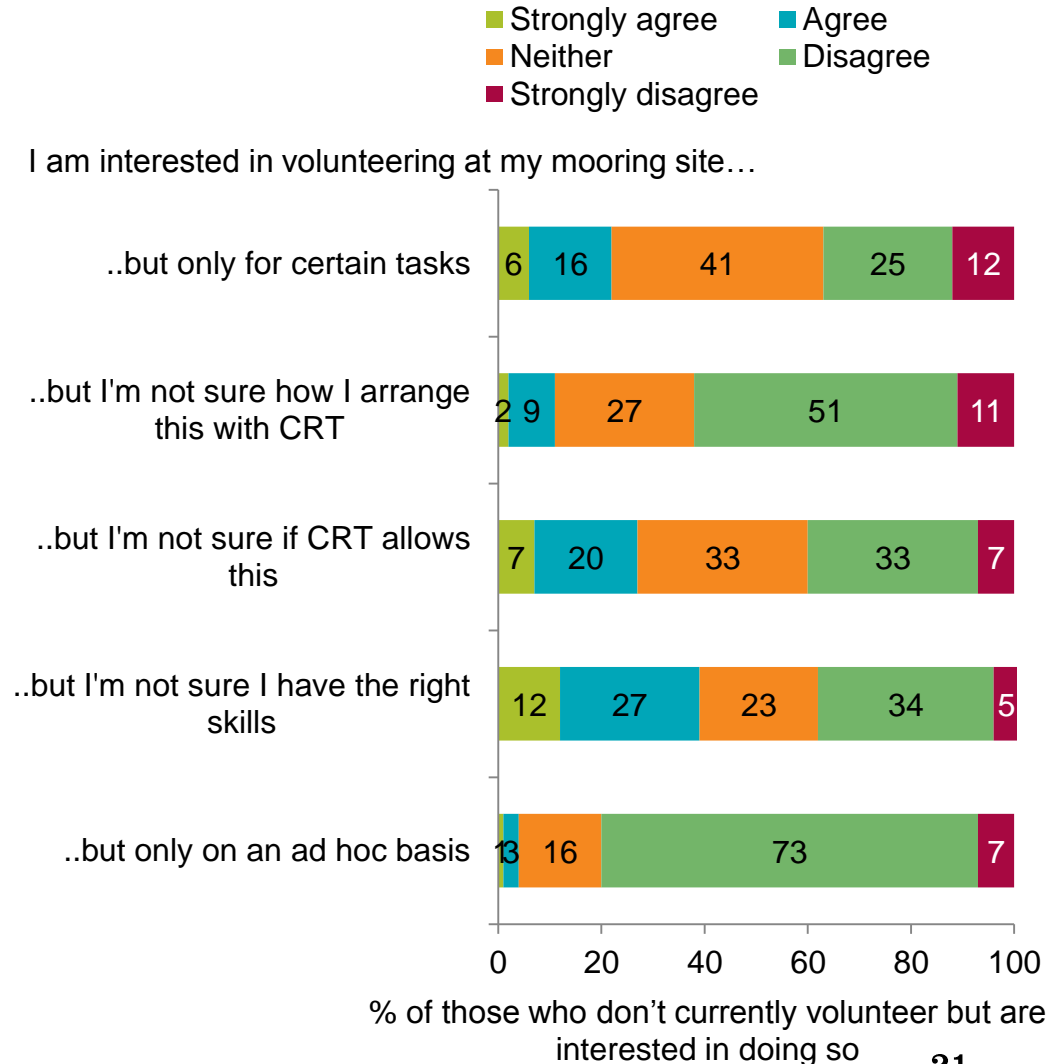
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- The majority of those who said they did voluntary work at their mooring were simply maintaining the local environment/community, including:
  - General maintenance – grass cutting, tree pruning, cutting back brambles
  - Litter picking, cleaning up dog poo
  - Mending fences
  - Clearing snow – keeping the towpath accessible
  - Planting flowers/contributing financially to this
  - Writing a newsletter for local boaters
  - Cleaning shower block
  - Cleaning out debris from canal
- Some were doing this because they wanted to enjoy their surroundings, but many commented that they needed to do the work because the Canal & River Trust didn't.
- There were seems to be considerable variation however, as there were a number of comments from people who said the Trust had prevented them doing this basic upkeep.

# Barriers to volunteering

- 36% of those who don't volunteer are interested in volunteering at their mooring site. These respondents were then asked the extent to which they agreed or disagreed with a series of statements about what stops them volunteering.
- It seems the biggest barrier is that people don't know if they have the right skills (12% strongly agree, 27% agree) or if the Trust allows this (7% agree and 20% disagree).

## Barriers to volunteering



# What would boaters like to do?

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- Like those who already volunteer, the most popular work people would like to do is general maintenance such as grass cutting, weeding and painting.
- Comments that people would be happy to do more if their mooring was run more as a club mooring/had more of a say in what happened/the mooring was more of a community.
- Others however, felt the Trust should be more active and publish a list of jobs/invite people to volunteer – people didn't know what opportunities were available

# Volunteering for the Canal & River Trust

- All respondents were asked about their interest in volunteering for the Canal & River Trust.
- 16% said they were definitely or probably interested and a further 38% were less sure, only saying they were possibly interested. Almost half of our mooring customers are not interested in general volunteering opportunities – 32% saying probably not and 14% definitely not.
- As would be expected (and hoped), our moorings customers are more interested in volunteering than people generally. A similar question asked of the general population over 2012 found that 7% were either definitely or probably likely to volunteer, 11% possibly, and 80% were probably or definitely not likely to volunteer for the Canal & River Trust (Source: IWVS 2012).

## Volunteering for the Trust

*Are you interested in any other volunteering opportunities with the Canal and River Trust?*

