

Broads Hire Boat Federation Hirers Survey Questionnaire Results
Report by Senior Waterways and Recreation Officer

Summary: This report provides members with a summary of the results of a hirers survey undertaken in August 2012 by the Broads Authority and the Broads Hire Boat Federation (BHBF).

1 Background

- 1.1 Previously a number of surveys have been undertaken by the Broads Authority and the BHBF both through the toll renewal process and by distributing questionnaires to hirers when they collect their hire craft from boatyards.
- 1.2 In August 2012 a joint hirer survey was undertaken asking questions of particular relevance to the BHBF and the Broads Authority with regard to issues like mooring provision, Breydon Water, spending priorities and double alongside mooring. With the cooperation of members of the BHBF questionnaires were handed to hirers when they collected their boats over a two week period at the height of the season and 371 questionnaires were returned for analysis.

2 Survey results

- 2.1 Table 1 shows the analysis of the survey results.

Table 1

No of respondents to questionnaire	371
1. Have you visited the Broads before?	Yes - 244 (66.7%) No - 122 (33.0%)
2. How many nights have you stayed on a boat this time?	6 to 7 - 231 5 nights or less - 81 8 nights plus – 40
3. Which three places did you enjoy the most?	Ranworth - 81 Horning - 70 Wroxham - 59
4. Did you cross Breydon Water?	Yes - 125 (35.4%) No - 228 (64.6%)
5. Did you have problems	No - 109 other - 10

	crossing Breydon	
6.	If you did not cross Breydon was this for Any particular reason?	Of the 150 people who answered this question 56 gave the reason of lack of time or preferring the northern broads rather than any fear or worries about crossing Breydon. Only 8 people said they were concerned.
7.	What were your three favourite moorings?	Salhouse - 70 Ludham - 53 Ranworth - 48
8.	Did you have difficulty finding a mooring	Yes - 142 (42.1%) No - 195 (57.9%)
9.	If you did have difficulty can you tell us where and when?	Total answers 160 Horning and Wroxham – 47 Malthouse – 11 Everywhere – 14 Other – 88
10.	How do you feel about double alongside mooring?	302 answered Ok/fine – 97 (32.2%) No/not happy – 205 (67.8%)
11.	Where do you think further moorings are required?	Total answers - 208 Horning – 44 Everywhere – 22 Stracey Arms to Gt. Yarmouth – 14 Ranworth – 12 Wroxham – 9 Other – 107
12.	Did you use the Broads Authority's Yacht Stations?	Gt. Yarmouth - 87 (26%) Norwich - 44 (13.2%) Reedham - 56 (16.8%) None - 206 (61.7%)
13.	How satisfied were you with the service provided?	Gt. Yarmouth Excellent - 72 (74.3%) Poor – 4 (3.6%) Fair - 17 (15.2%) Don't know – 19 (17%) Norwich Excellent – 40 (59.7%) Poor – 2 (3%) Fair – 4 (6%) Don't know – 211 (31.3%) Reedham Excellent – 43 (53.8%) Poor – 4 (5%)

		Fair – 13 (16.3%) Don't know – 20 (25%)																														
14.	Were you given a copy of Broadcaster	Yes - 262 (75.9%) No - 83 (24.1%)																														
15.	Did you use any of the Broads Authority's visitor centres?	How Hill 52 – (15.8%) Hoveton/Wroxham – 44 (13.3%) Whitlingham – 3 (0.9%) None – 243 (73.6%)																														
16.	Were you satisfied with the service provided?	Yes – 105 (94.6%) No – 6 (5.4%)																														
17.	Did any of your party fish?	Yes - 106 (40.3%) No - 157 (59.7%)																														
18.	What do you think the Broads authority's priorities for future spending should be?	<table border="1"> <thead> <tr> <th></th> <th>High</th> <th>Med</th> <th>Low</th> <th>Not a priority</th> </tr> </thead> <tbody> <tr> <td>New Electric Charging points</td> <td>61 (19.4%)</td> <td>76 (24.2%)</td> <td>94 (29.9)</td> <td>83 (26.4%)</td> </tr> <tr> <td>More Free 24-hour moorings</td> <td>233 (66.8%)</td> <td>84 (24.1%)</td> <td>23 (6.6%)</td> <td>9 (2.6%)</td> </tr> <tr> <td>Better facilities at moorings</td> <td>149 (44.1%)</td> <td>116 (34.3%)</td> <td>50 (14.8%)</td> <td>23 (6.8%)</td> </tr> <tr> <td>Improved water quality in the rivers and Broads</td> <td>95 (29%)</td> <td>133 (40.5%)</td> <td>60 (18.3%)</td> <td>40 (12.2%)</td> </tr> <tr> <td>Clearing trees and scrub from the banks</td> <td>66 (19.9%)</td> <td>92 (27.7%)</td> <td>101 (30.4%)</td> <td>73 (22.0%)</td> </tr> </tbody> </table>		High	Med	Low	Not a priority	New Electric Charging points	61 (19.4%)	76 (24.2%)	94 (29.9)	83 (26.4%)	More Free 24-hour moorings	233 (66.8%)	84 (24.1%)	23 (6.6%)	9 (2.6%)	Better facilities at moorings	149 (44.1%)	116 (34.3%)	50 (14.8%)	23 (6.8%)	Improved water quality in the rivers and Broads	95 (29%)	133 (40.5%)	60 (18.3%)	40 (12.2%)	Clearing trees and scrub from the banks	66 (19.9%)	92 (27.7%)	101 (30.4%)	73 (22.0%)
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19.	Are you planning on returning to the Broads?	Yes - 320 (93.3%) No - 23 (6.7%)																														

3 Breydon Water

3.1 As can be seen from question 4 in the survey of the 371 respondents only 125 (35.4%) crossed Breydon Water and of these 109 answered question 5 saying that they didn't have any problems in doing so. Of the 150 people who answered question 6, only 8 said that they were concerned about crossing Breydon water and 56 explained they didn't have enough time in their hire period or preferred the northern rivers. This is borne out by the answers to

question 2 which show that 312 of the 371 respondents had a hire period of less than 7 nights and would potentially have had difficulty returning their hire craft in time at the end of their booking if they had crossed Breydon and gone on the southern rivers.

4 Mooring Provision

- 4.1 In response to question 8, (Did you have difficulty finding a mooring?) 195 (57.9%) respondents said that they didn't have any difficulty finding moorings as opposed to 142 (42.1%) who said that they did. The most common places people had difficulty in finding a mooring were Horning, Wroxham and Malthouse. In response to question 11 the most common places people thought new moorings are required were Horning, Ranworth, Wroxham and the River Bure between Stracey Arms and Great Yarmouth.
- 4.2 Question 10 asked respondents to say how they felt about double alongside mooring. Of the 302 people who answered this question 97 (32.2%) said that they would be happy to moor alongside other craft and 205 (67.8%) said they would not be happy to do so. The main reason people gave for not being happy about double alongside mooring was lack of confidence in boat handling although many people said they thought it was a good way to increase mooring provision. A number of respondents said they valued their own privacy too much or didn't want to disturb other people.

5 Priorities for Future Spending

- 5.1 Question 18 asked what people thought the Broads Authority's priorities for future spending should be. The provision of more free 24-hour moorings was identified as the highest priority by respondents with 233 (66.8%) listing this. The provision of better facilities at moorings was identified as the next highest priority by 149 (44.1%) people. Improved water quality in the rivers and Broads was the most popular medium priority and low priorities were identified as tree and scrub clearance and the provision of electric charging points.

6 Conclusions

- 6.1 Officers consider that the survey was a useful exercise to undertake as the results give a clear indication as to what hirers consider the Broads Authority's priorities for spending should be. Encouragingly the survey also confirms that the hirers are not generally concerned about crossing Breydon Water and the majority of respondents 320 (93.3%) are planning on returning to the Broads in the future. Members are invited to note the contents of this report.

Background papers:	Nil
Author:	Adrian Clarke
Date of report:	6 April 2013
Broads Plan Objectives:	TR1
Appendices:	Nil.