



**Port of London Authority River Works Licences for Residential
Use: Review of the Charging Method and Proposals**

***Public Consultation Response
License Holder Results***

Final Report

**Prepared by Steve Columb,
Thor Research Ltd.**

12th December 2011

Contents



	<u>Page</u>
● Background & Methodology	3 - 6
● Summary Data	7 - 9
● Q2 Reaction to Context for the proposals	10 - 13
● Q3 Reaction to Other charging options (p25)	14 - 16
● Q4 Overall Reaction to The proposed charging method (page 28)	17 - 19
● Q5 Reaction to Actual annual mooring fee (page 29)	20 - 22
● Q6 Reaction to Notional annual mooring fee (page 29)	23 - 26
● Q7 Reaction to Applying the mooring fee to the boat(s) (page 35)	27 - 29
● Q8 Reaction to Costs (page 37)	30 - 32
● Q9 Reaction to Share of the net value (page 40)	33 - 36
● Q10 Reaction to Reviews (page 43)	37 - 39
● Q11 Reaction to Large multi-tenanted houseboats (page 43)	40 - 42
● Q12 Reaction to New licence agreements (page 44)	43 - 45
● Q13 Reaction to Merits of the proposal (page 45)	46 - 48
● Q14 Reaction to Dispute resolution (page 46)	49 - 52
● Q15 Reaction to Results of applying the formula (page 48)	53 - 55
● Q16 Reaction to Phasing in the changes (page 52)	56 - 58
● Q17 Other Comments / Suggestions	59 - 61
● Q18 Reaction to Publishing each licensee's charges	62 - 64
● List of respondents	65

Background on Thor Research's involvement in the consultation



- **Thor Research Ltd. is an independent market research company with experience in waterways research (see following slide for details).**
- **We were approached to provide independent data processing and analysis of the consultation forms in response to a public consultation on The Port of London Authority River Works Licences for Residential Use: Review of the Charging Method and Proposals report.**
- **Our approach in processing the returned surveys has been to:**
 - – Combine similar comments (using codes) together to provide an overall picture of the results
 - – Data process the combined comments and tick box responses
 - – Create charted slides on the results.
 - – Provide a summary of responses to the consultation
 - – Survey responses have been annotated with the codes applied and have been anonymised.
 - – All coding was conducted by Steve Columb, Thor Research Director, to provide consistency.
 - – We have not interpreted or commented on the results
- **The anonymised data has been made available to the Steering Group as instructed.**

Background on Steve Columb, Thor Research Ltd.



- Steve is an experienced researcher who has worked in Market Research for over 18 years. He worked at a number of respected agencies before his role as Director at Thor Research: Nielsen, GfK, icon brand navigation, WDG Research. He is a Full Member of the Market Research Society.
- Steve conducts both small and large-scale Consumer and B2B studies for a wide range of blue-chip clients, using both qualitative and quantitative methodologies. Steve's experience includes projects for:
 - British Waterways:
 - 2010 Moorings at Olympic Games
 - 2009 Crick Boat Show Survey
 - 2008 Residential Boater Survey
 - 2007 & 2008 Holiday Boater Survey
 - 2005 Tame Valley Towpath Survey
 - 2004 Anglers Survey
 - 2003 City Road Basin survey, Black Country Museum Visitors Survey
 - 2002 & 2003 Informal Visitors Survey on BW towpaths over 27 sites
 - TNT Post
 - Speedy Hire
 - Mercedes Benz
 - Screwfix
 - Vauxhall Commercial Vehicles
 - Travis Perkins
 - PC World Business
 - Geopost
 - HSBC Rail
 - Phones 4u
 - Camargue
 - Sainsbury's Bank
 - Timex
 - Silverstone Circuits

Methodology: How we dealt with the response forms received: *Licensees / Co-licensees*



- A total of 21 responses (forms and emails) were received from licensees or co-licensees. Some responses were from multiple respondents representing the same licence i.e. co-licensees. One was a single response form which related to two licenses (the respondent has two licences). In several instances, different forms/emails were received in relation to the same licence i.e. separate forms from co-licensees.
- To represent the responses consistently it is appropriate to analyse the data according to the number of licences rather than the number of individuals responding. To achieve this it was necessary to represent one amalgamated response only per licence in the sample:
 - Where multiple co-licensees of the same licence sent a response form, one form was represented in the sample. This was simple to achieve because in most instances the responses were identical / very similar. Where one pair had different comments, these were all included in the one amalgamated response so that their separate comments were represented; in the one instance where responses from co-licensees were different, the majority view was used in the analysis
 - In one instance one response form was sent explicitly in relation to 2 licences and so this response was duplicated to represent the second licence.
 - One form was from an entire group of houseboat residents at a site – although they did not indicate any of them were co-licensees, it was understood from a meeting that some were co-licensees so this response form is also being considered to be in relation to a licence/from co-licensees.
- Two responses were received from respondents indicating they were licensees but it has not been possible to confirm that this is the case or that the licences are subject to this review. They have therefore been analysed as ‘other interest’.
- ***Number of licences represented in the sample: 19***
- Some of the licensees and co-licensees who responded live on houseboats, and some do not. Where they have also ticked that they live on a houseboat, this has been included in the total number of houseboat/household responses.
- One licensee did not indicate they lived on their houseboat, but it was understood from a meeting that they did, and therefore they were also counted as a houseboat/household.

Methodology: Coding



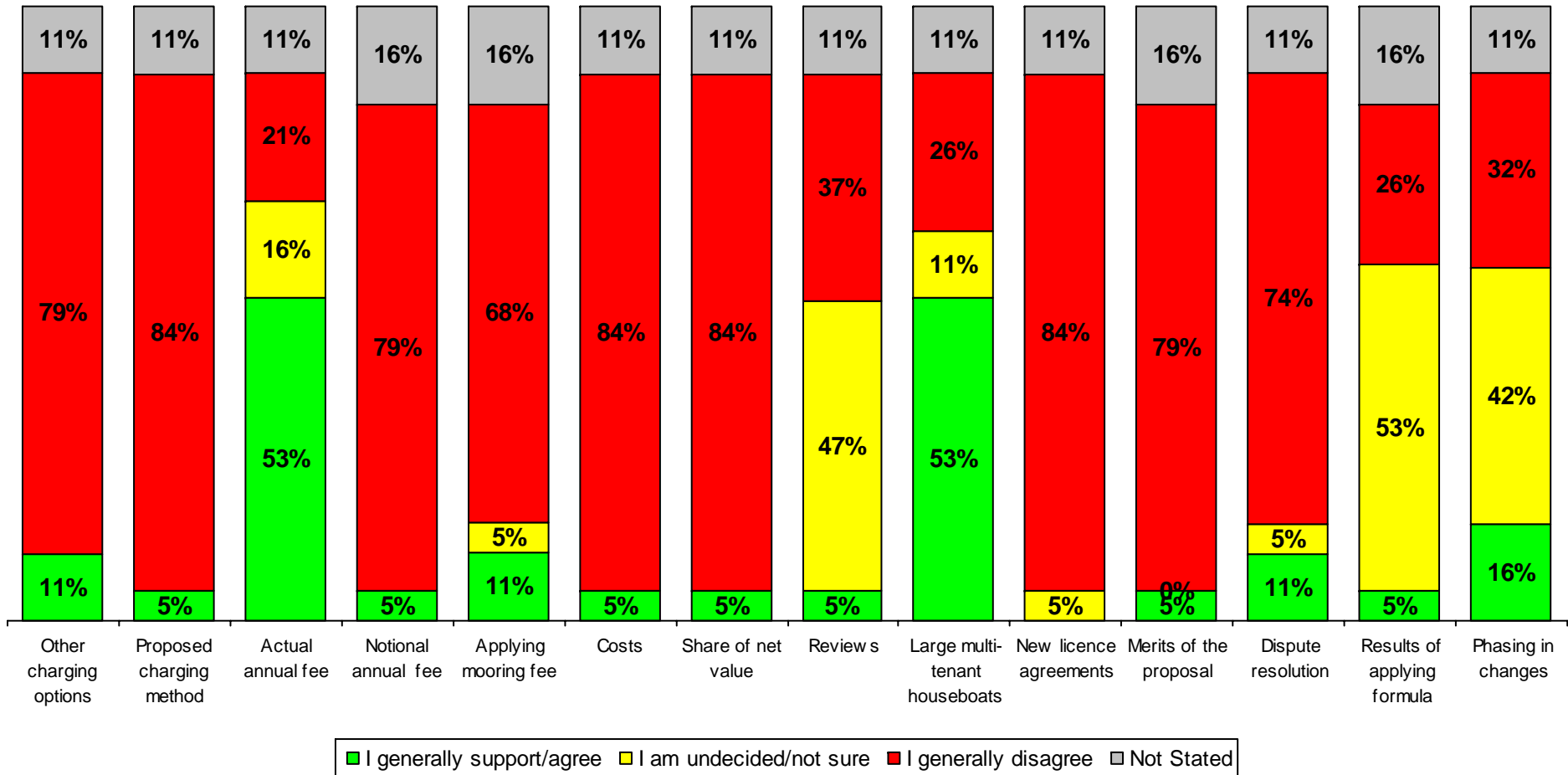
- **The purpose of coding is to group similar comments from different respondents together to build an overall picture of respondent views. This is achieved by allocating a code number to comments/views contained in the survey forms on a question-by-question basis.**
- **Respondents answered the survey in different ways, some mentioning a particular view in a different section to others. For this reason some topics appear in the responses to multiple questions. We have combined these topics in the Summary Data section to show the key themes which have emerged by percentage of respondents.**
- **Although Thor Research has a great deal of experience on waterways research, we do not claim to be experts on River Works Licenses or tidal moorings and have simply coded and summarised the responses to the consultation. We have conducted the coding as faithfully as possible given this caveat.**



Summary Data

Support for the proposal: by survey form question

Base: Licenses Represented, N=19



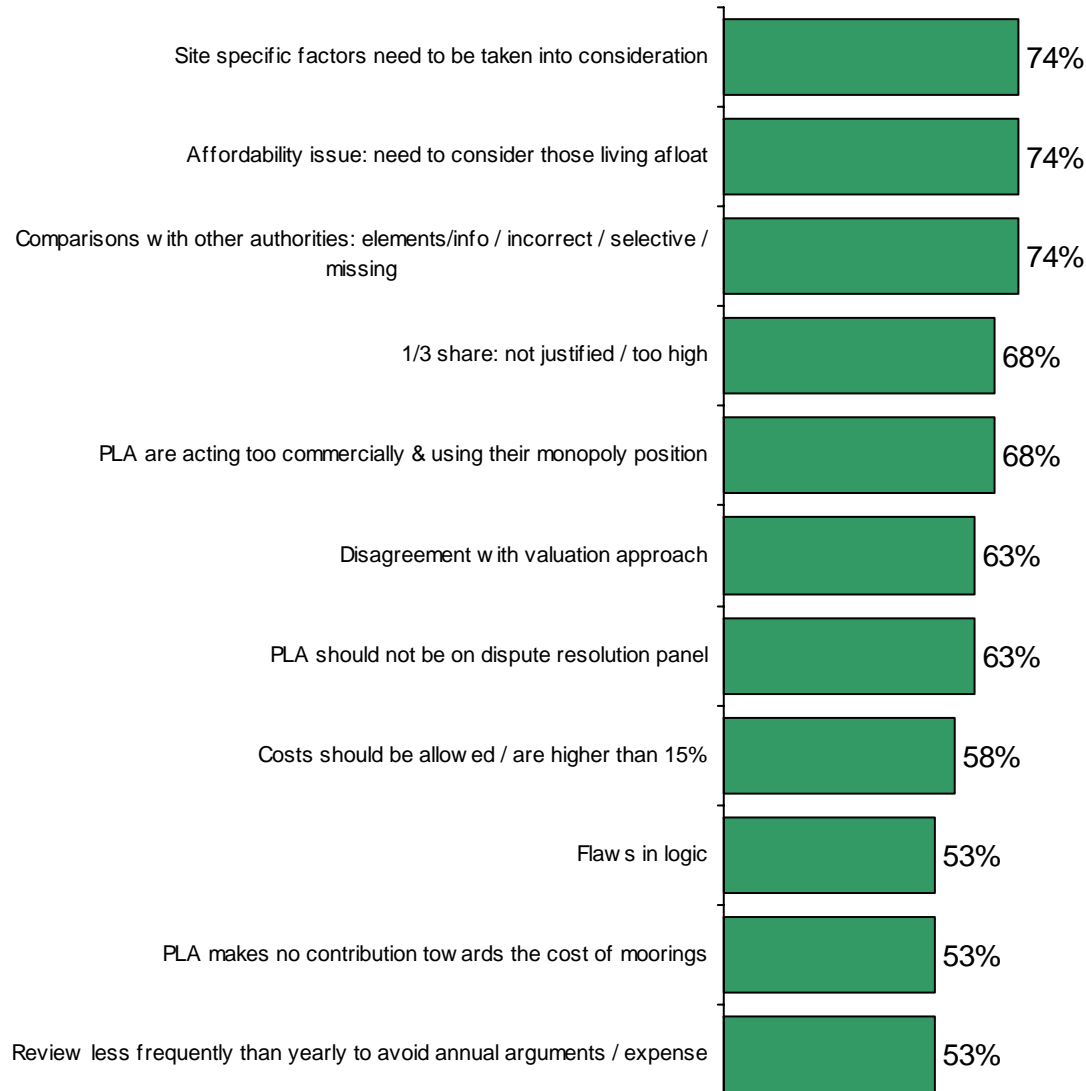
Summary of key themes (by % size)

Base: Licenses Represented, N=19

89% of respondents provided comments



The following key themes have been distilled by grouping similar codes across all questions into similar themes. Only the major themes (by percentage size) have been shown



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Q2

Reaction to Context for the proposals

*Parts 1, 2 and 3 of the report provide the context for the proposals. Please let us have your comments
(continue on a separate sheet if necessary)*

Part 1 – Background (page 7)

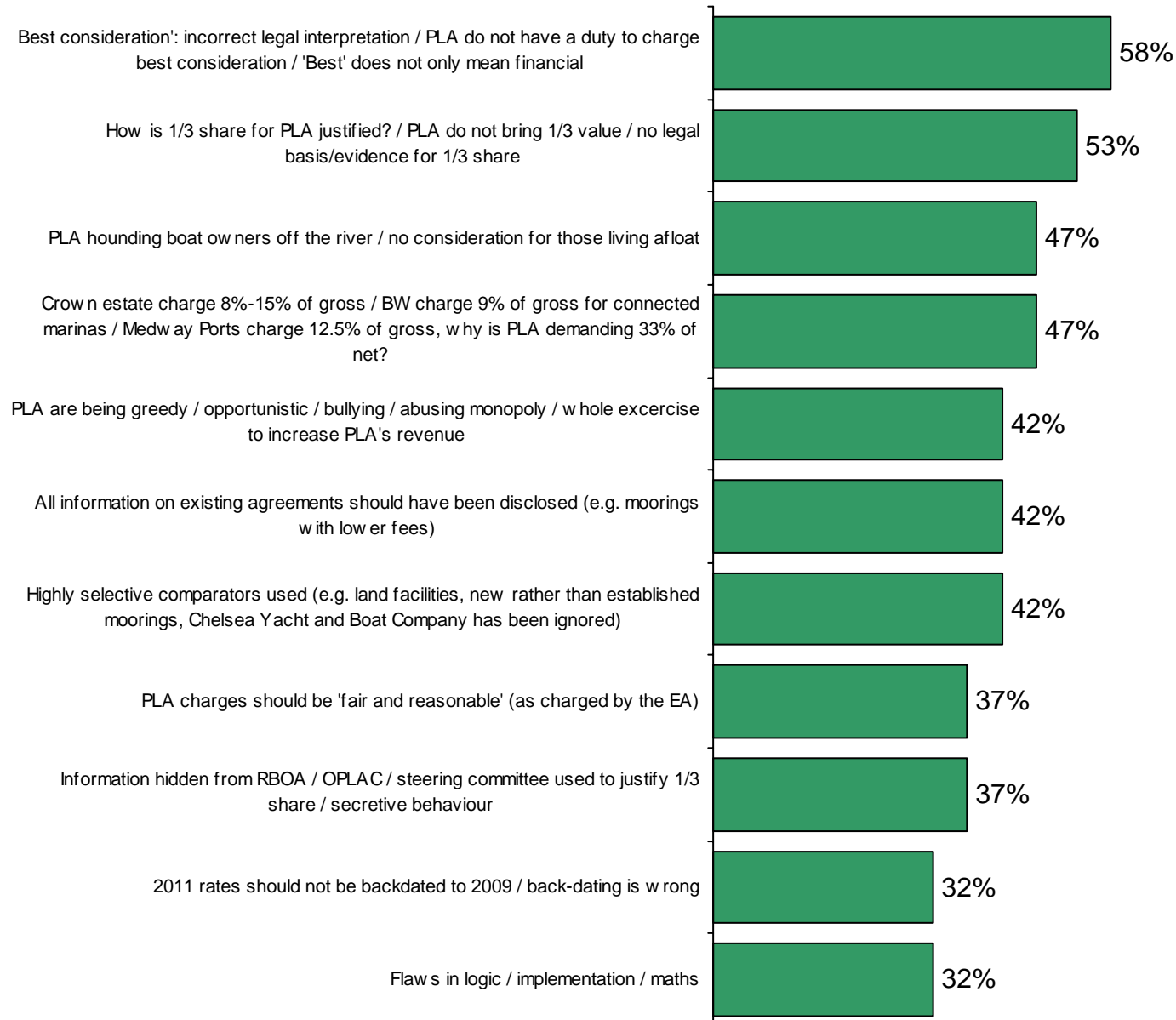
Part 2 – The current situation: River Works Licences mooring arrangements and values (page 11)

Part 3 – The context for charging for river works (page 15)

Q2. Context for the proposals (1)

'Parts 1, 2 and 3 of the report provide the context for the proposals. Please let us have your comments'.
Base: Licenses Represented, N=19

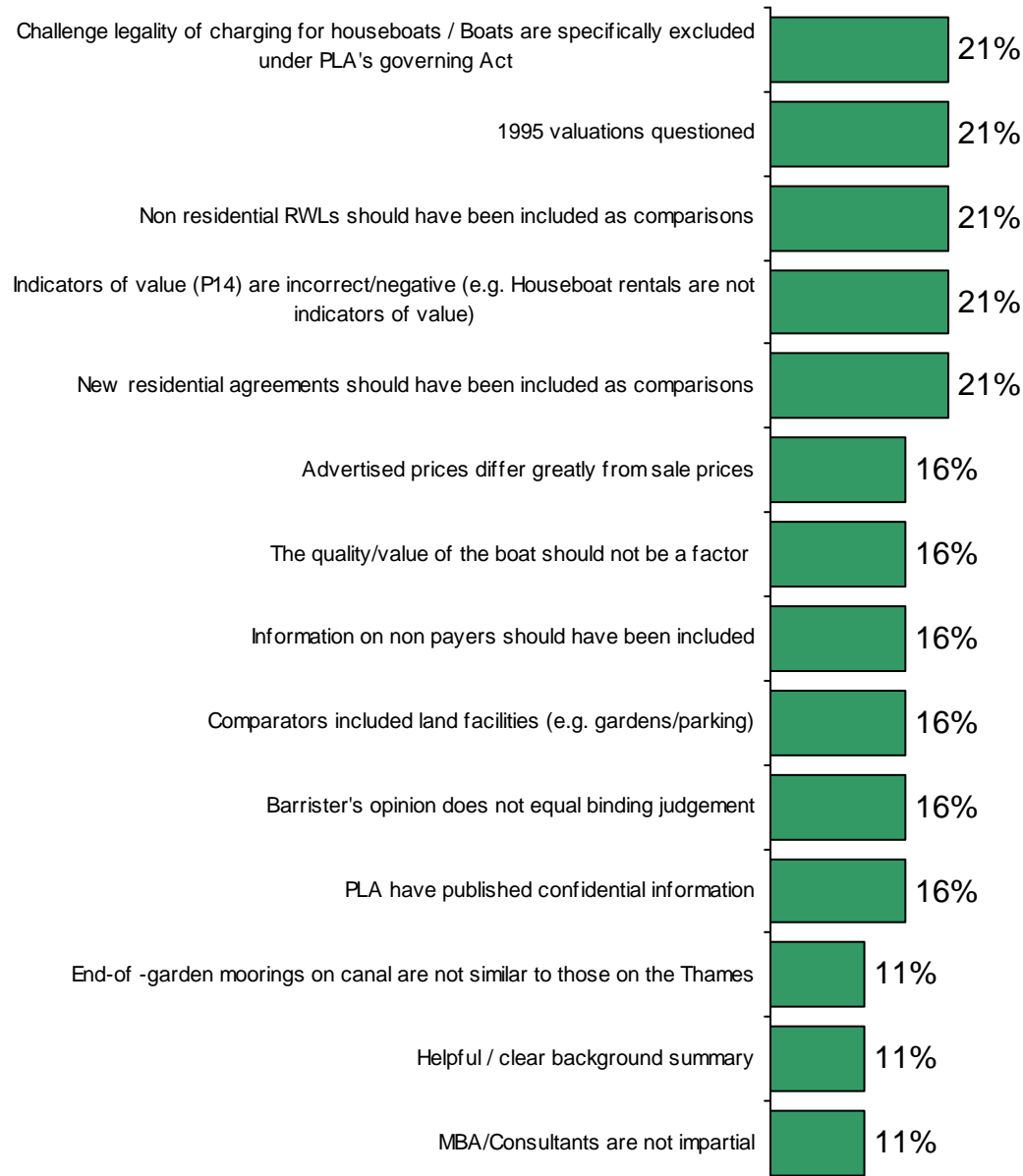
89% of respondents provided a comment in this section





Q2. Context for the proposals (2)

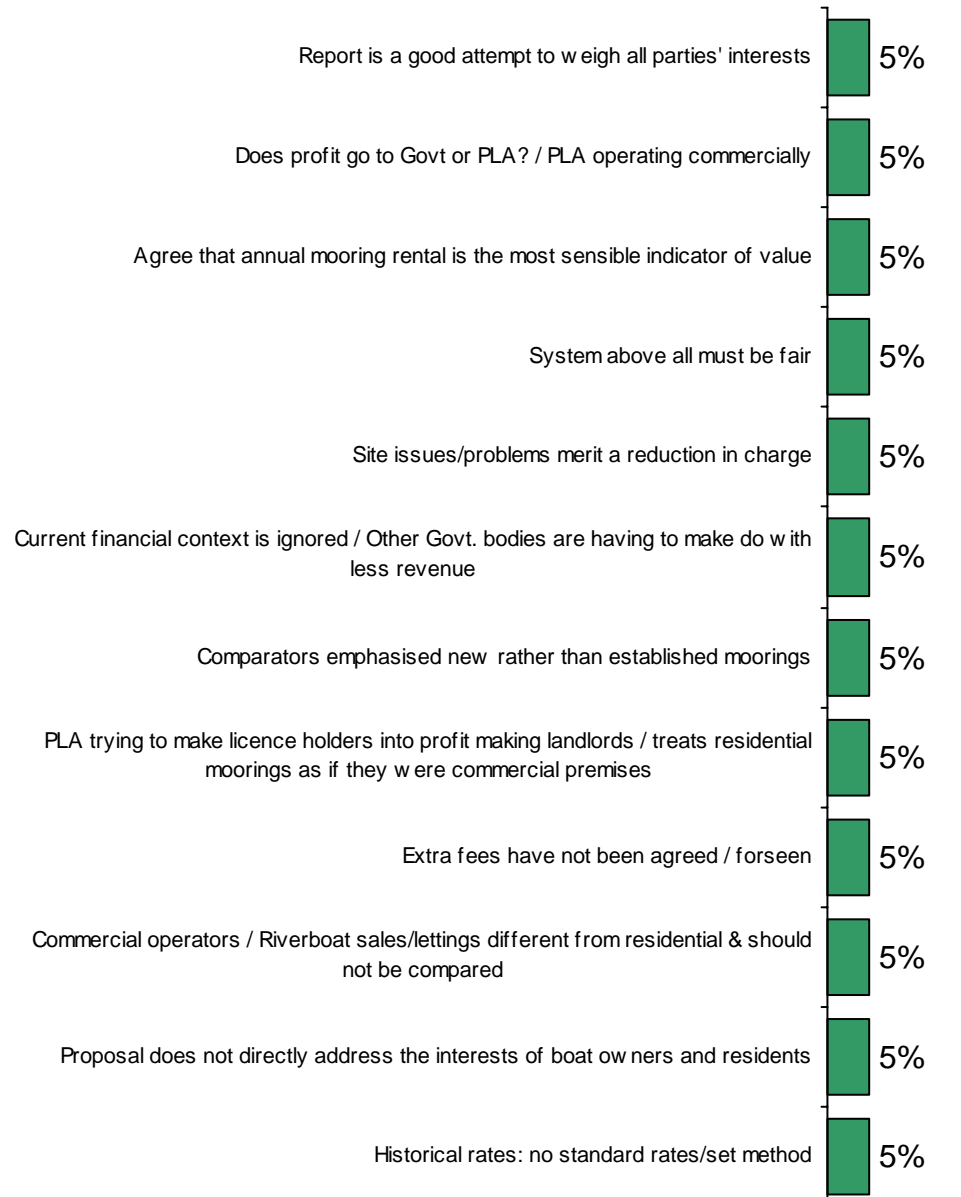
'Parts 1, 2 and 3 of the report provide the context for the proposals. Please let us have your comments'. Base: Licenses Represented, N=19



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Q2. Context for the proposals (3)

'Parts 1, 2 and 3 of the report provide the context for the proposals. Please let us have your comments'. Base: Licenses Represented, N=19



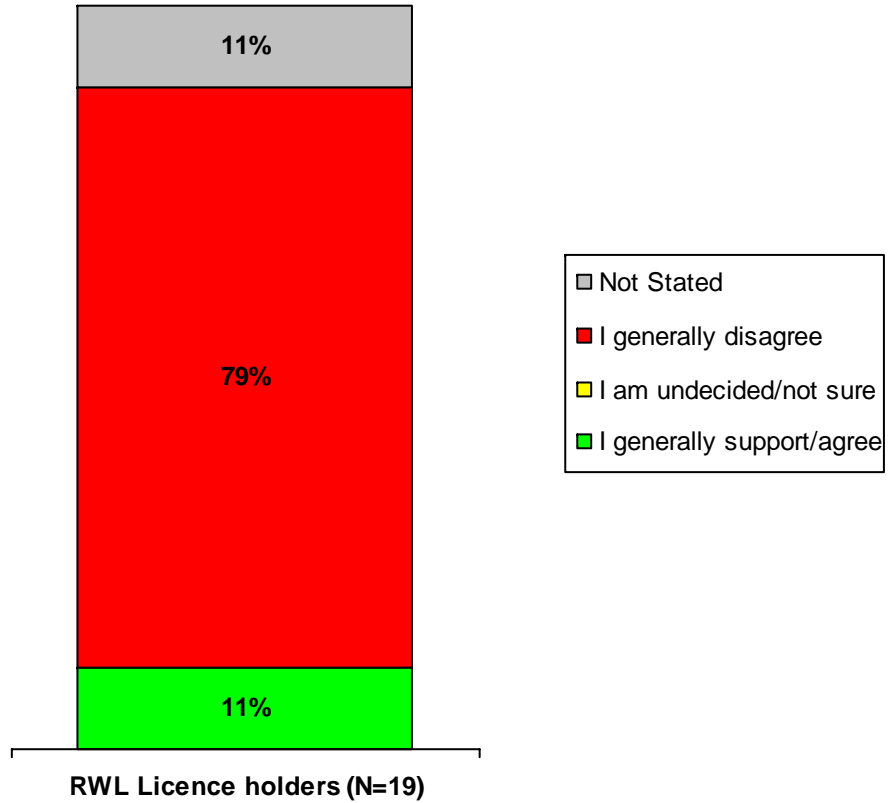
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Q3
Reaction to Other charging options (p25)

Q3. Other charging options

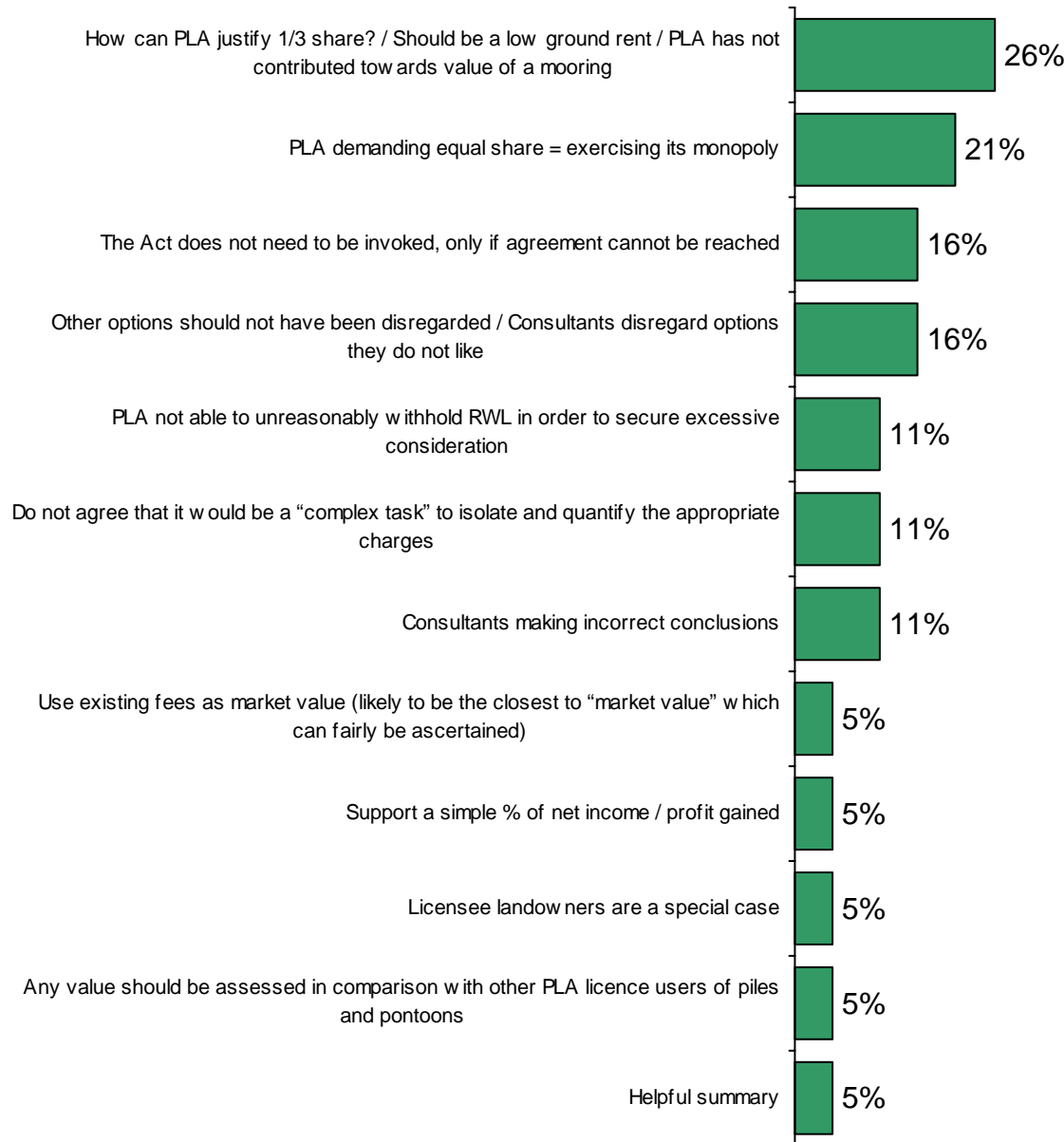
Base: Licenses Represented, N=19



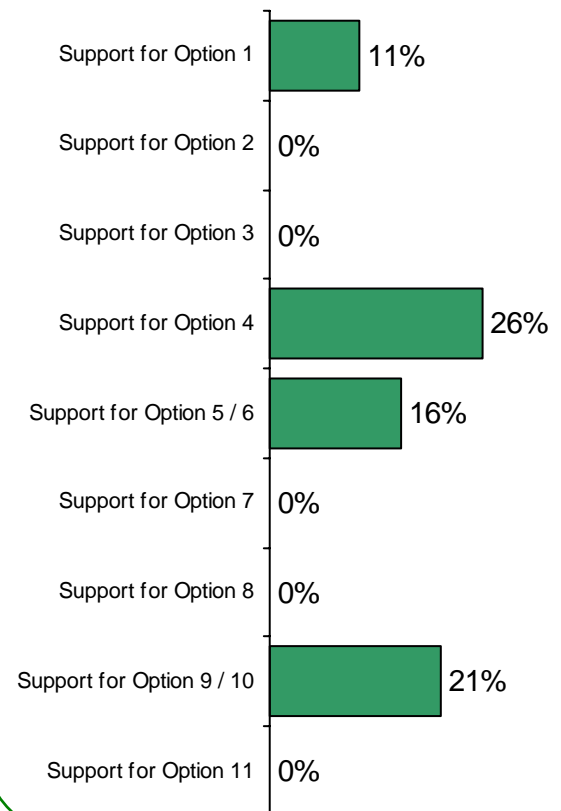
Q3. Other charging options: Comments

Base: Licenses Represented, N=19

74% of respondents provided a comment in this section



Specific mentions of support for the various options

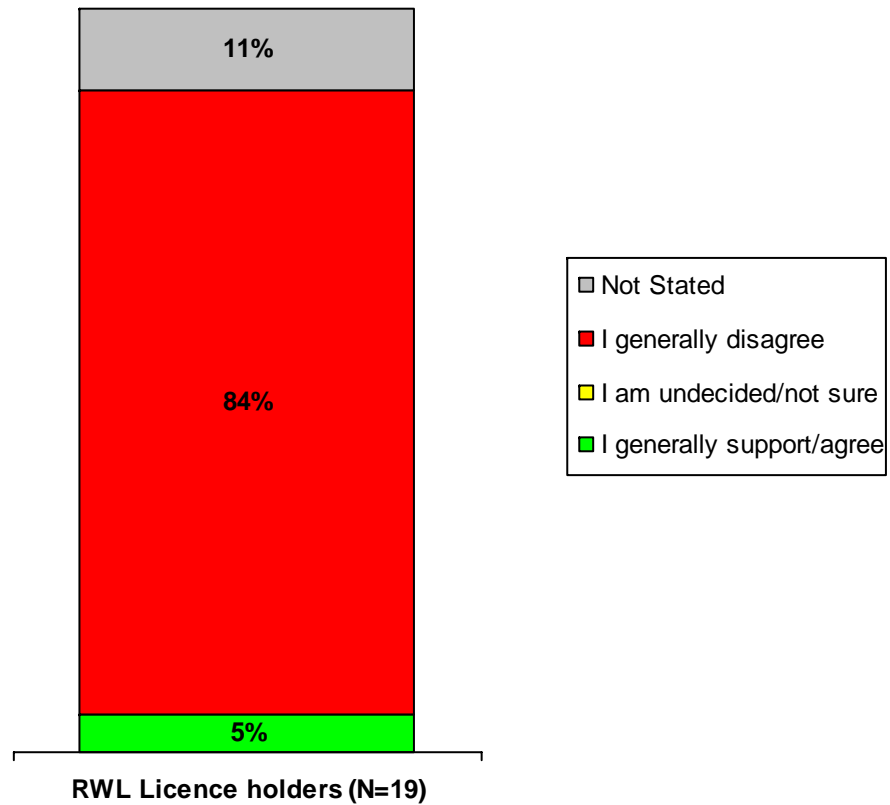




Q4
Overall Reaction to The proposed charging method (page 28)

Q4. The proposed charging method

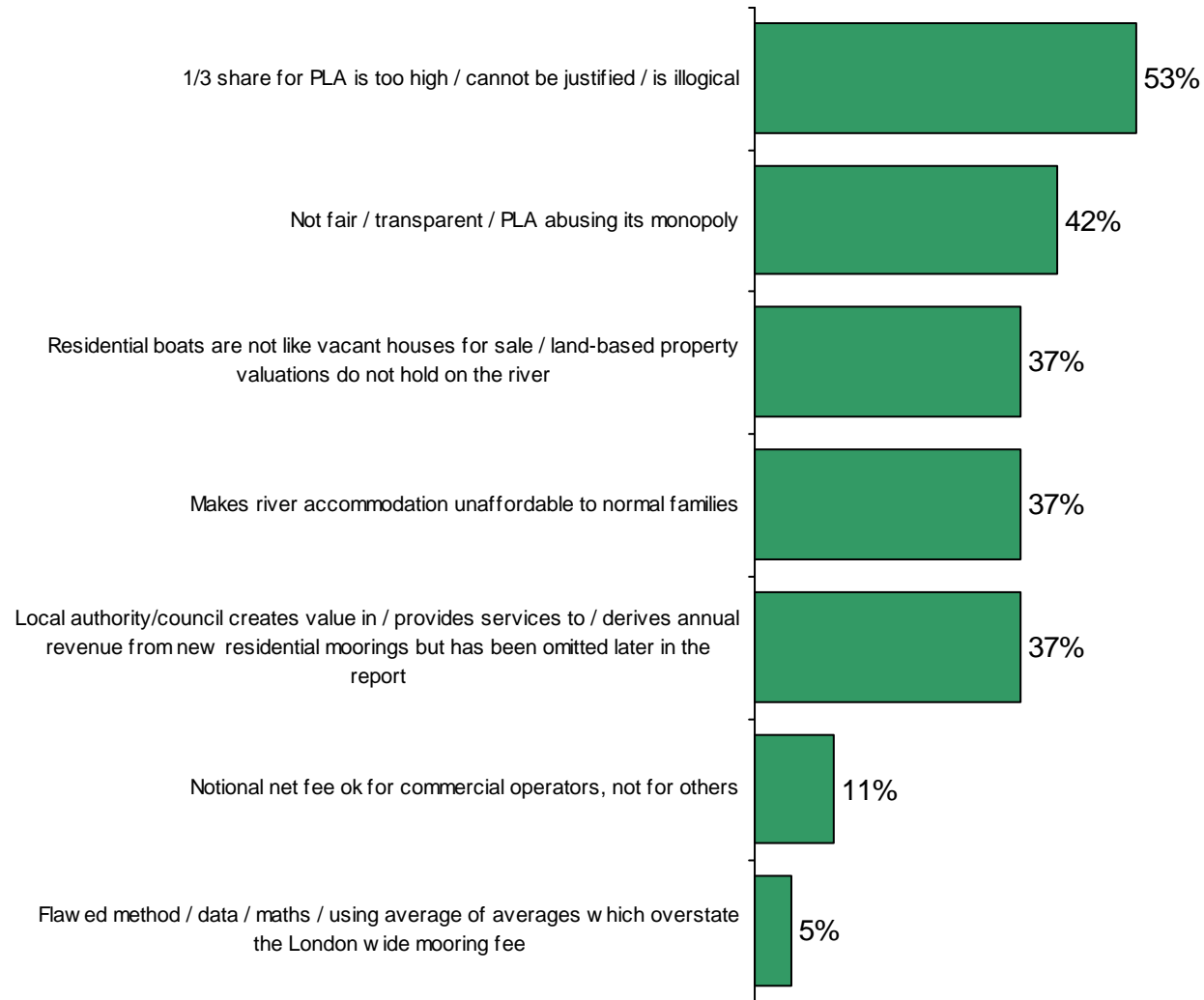
Base: Licenses Represented, N=19



Q4. The proposed charging method: Comments

Base: Licenses Represented, N=19

63% of respondents provided a comment in this section

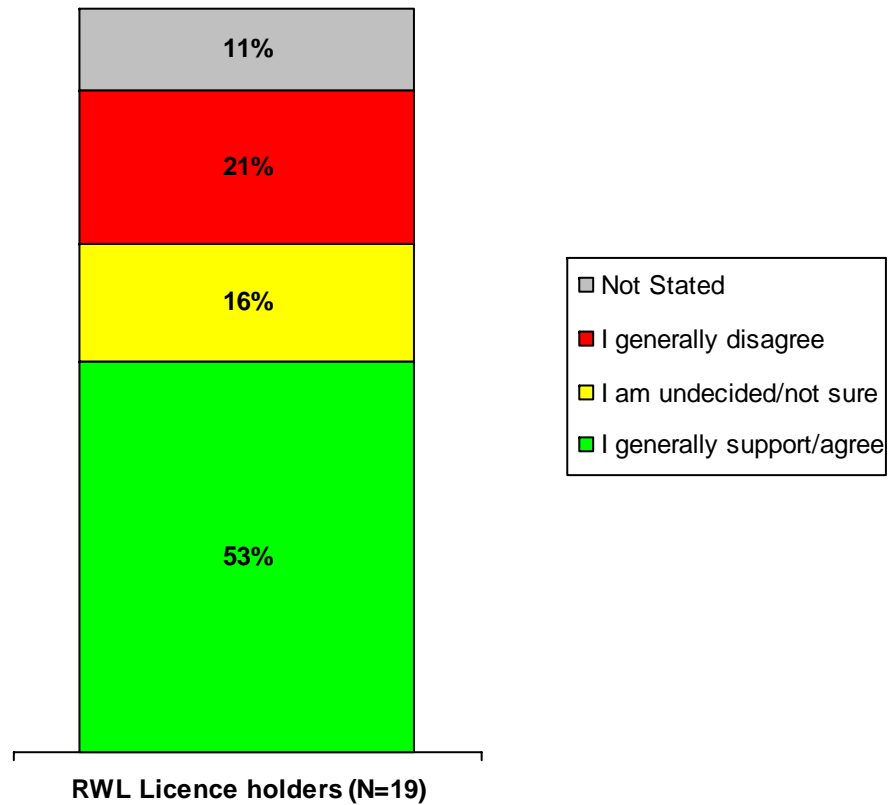




Q5
Reaction to Actual annual mooring fee (page 29)

Q5. Actual annual mooring fee

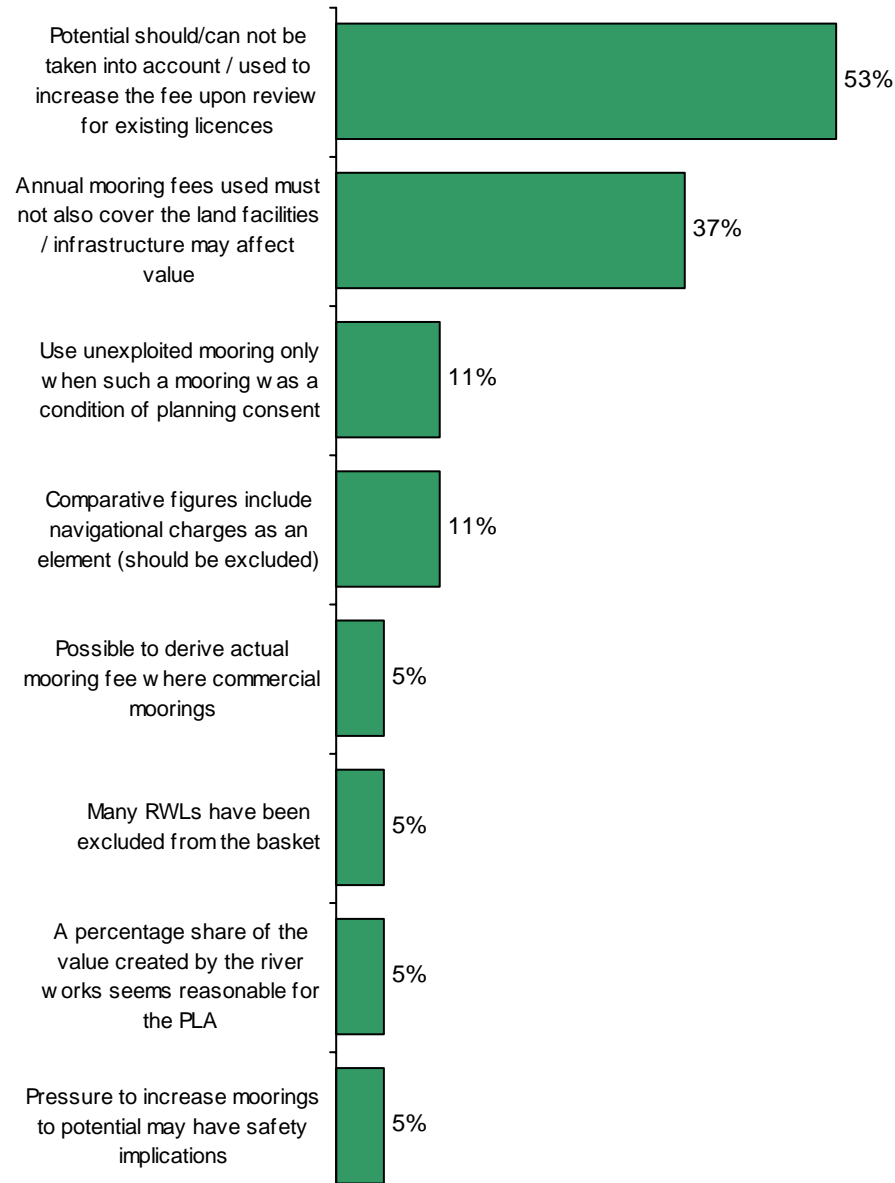
Base: Licenses Represented, N=19



Q5. Actual annual mooring fee: Comments

Base: Licenses Represented, N=19

63% of respondents provided a comment in this section



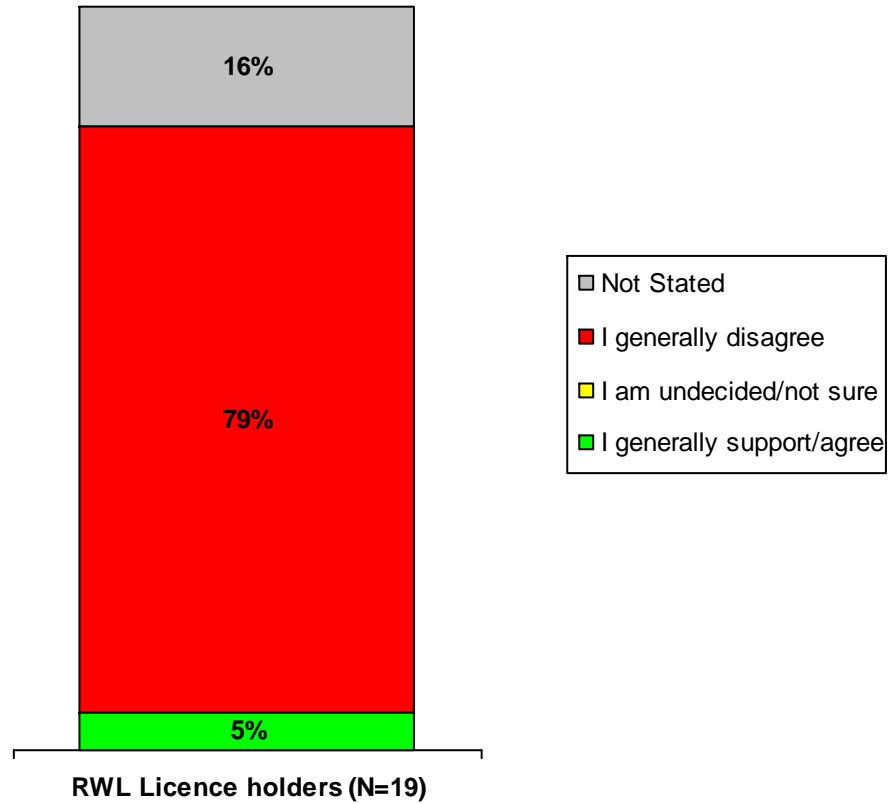
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Q6
Reaction to Notional annual mooring fee (page 29)

Q6. Notional annual mooring fee

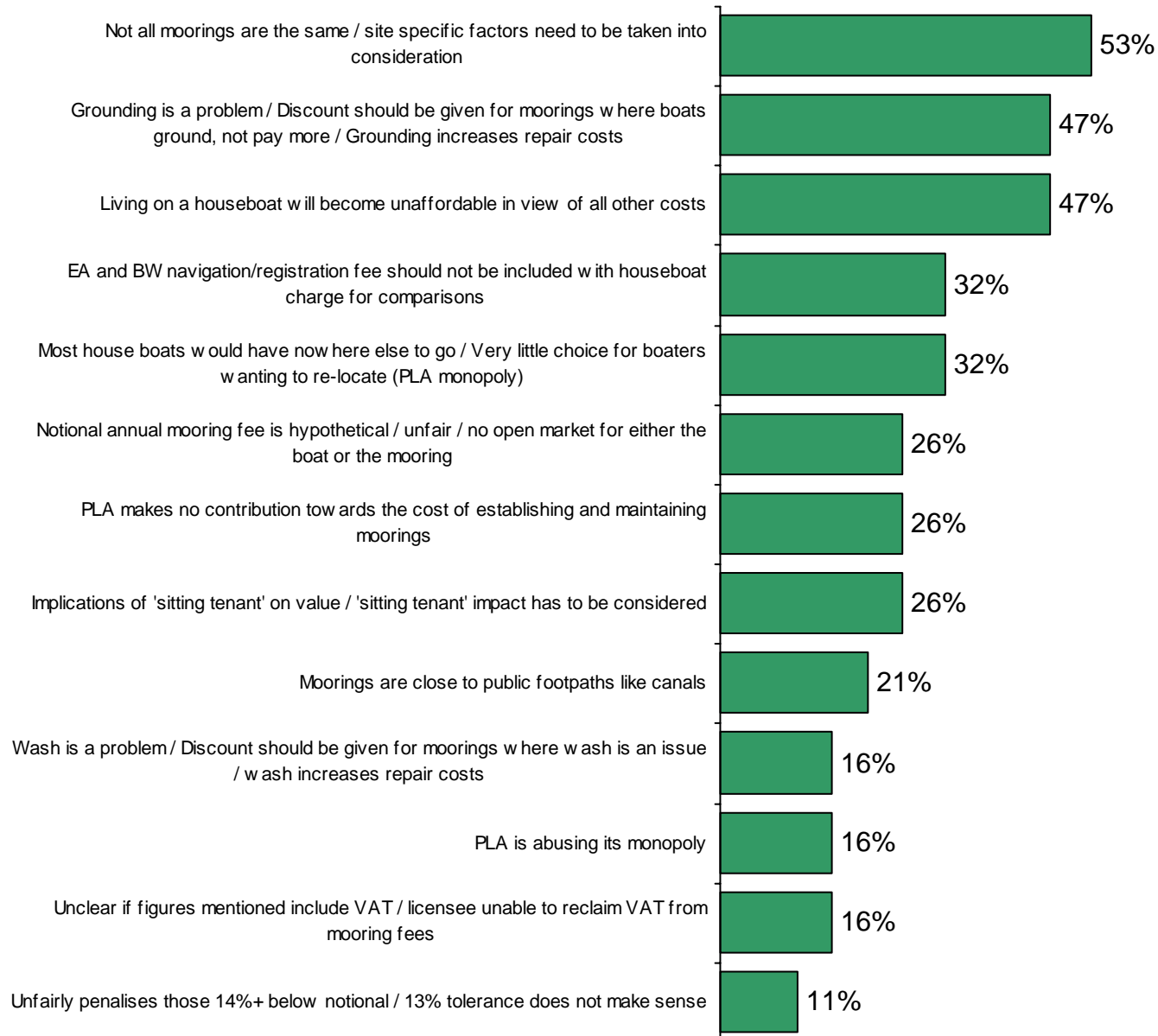
Base: Licenses Represented, N=19



Notional annual mooring fee: Comments (1)

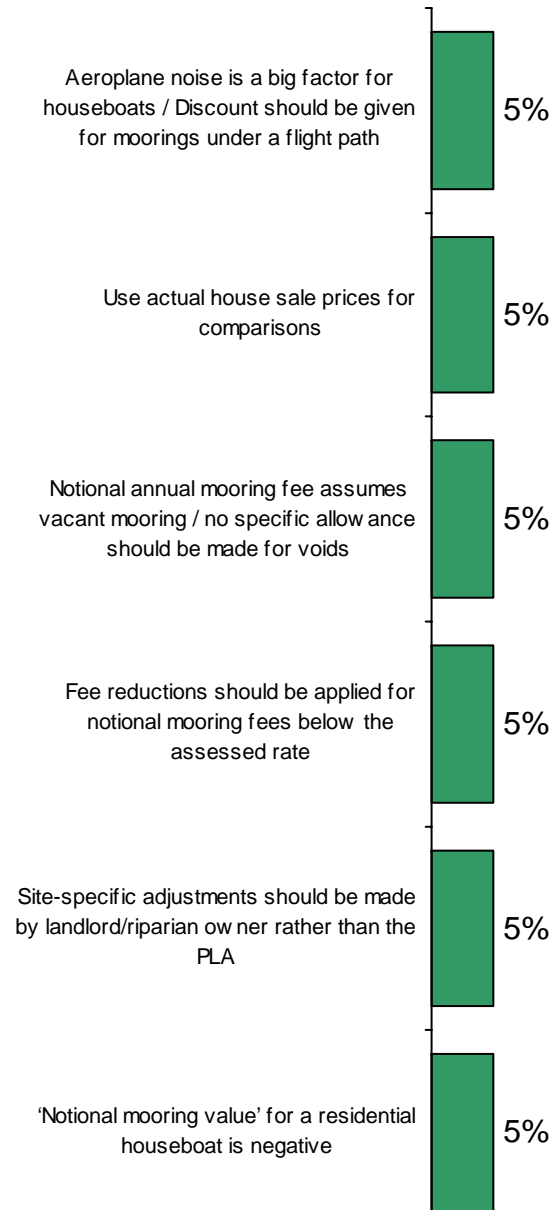
Base: Licenses Represented, N=19

79% of respondents provided a comment in this section



Notional annual mooring fee: Comments (2)

Base: Licenses Represented, N=19



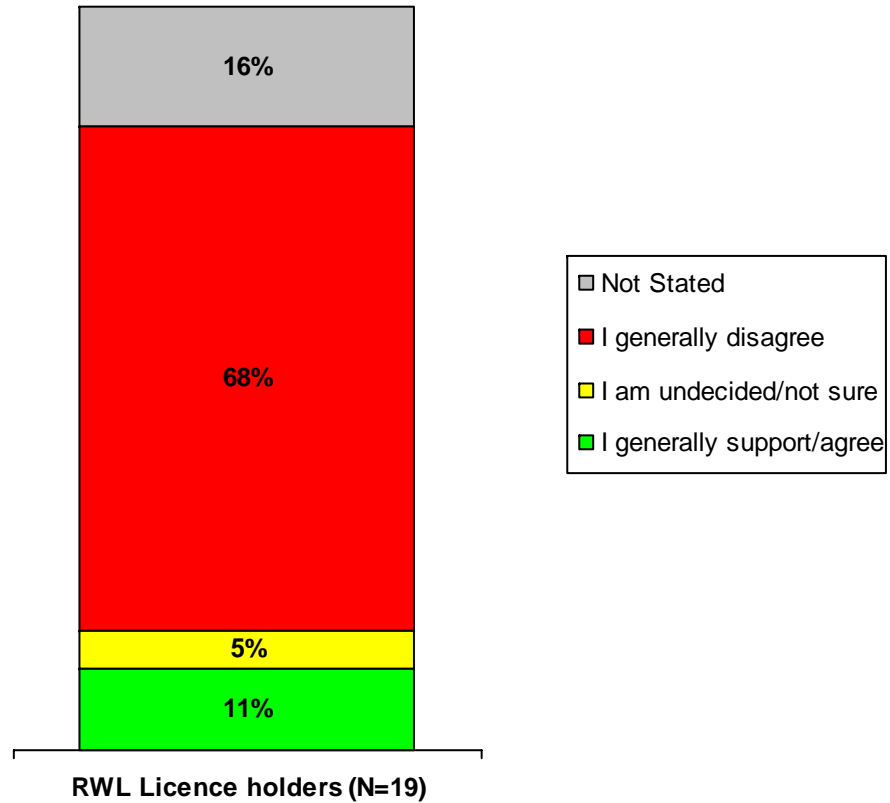
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Q7
Reaction to Applying the mooring fee to the boat(s) (page 35)

Q7. Applying the mooring fee to the boat(s)

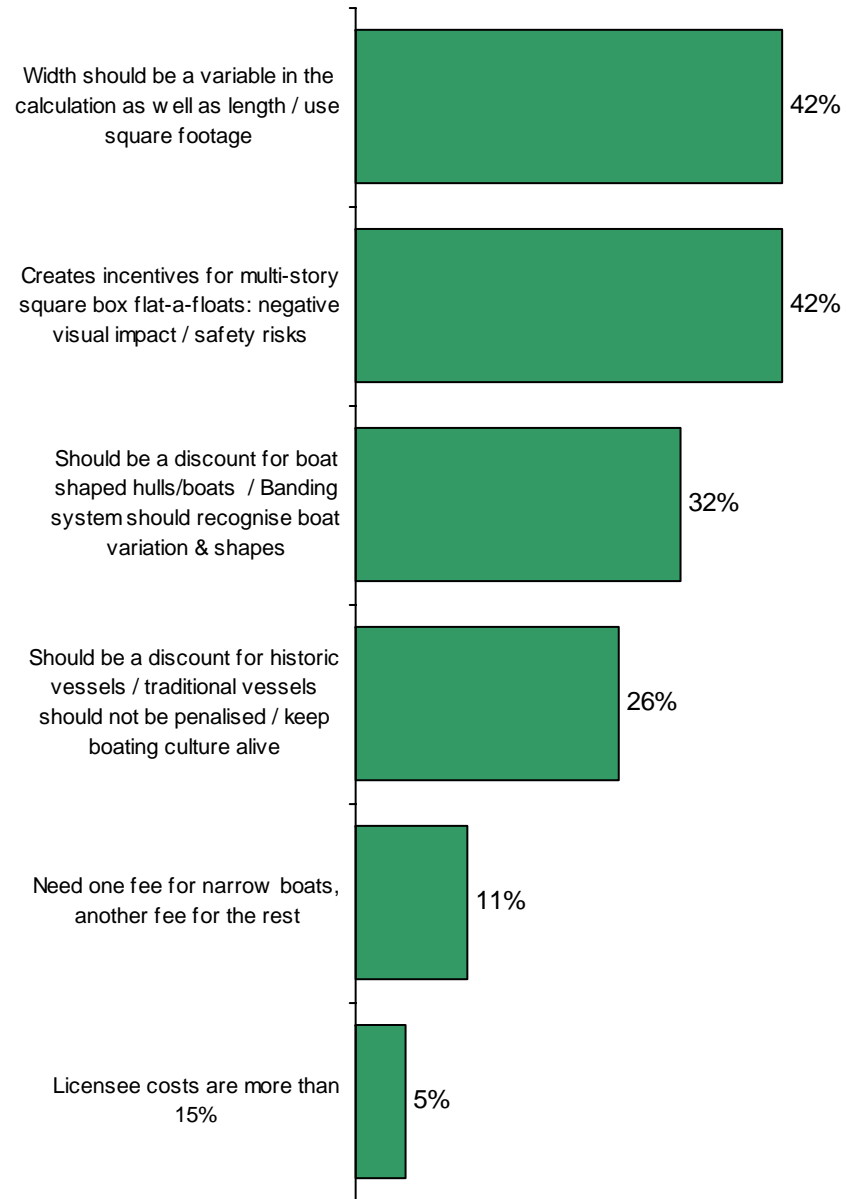
Base: Licenses Represented, N=19



Q7. Applying the mooring fee to the boat(s): Comments

Base: Licenses Represented, N=19

68% of respondents provided a comment in this section



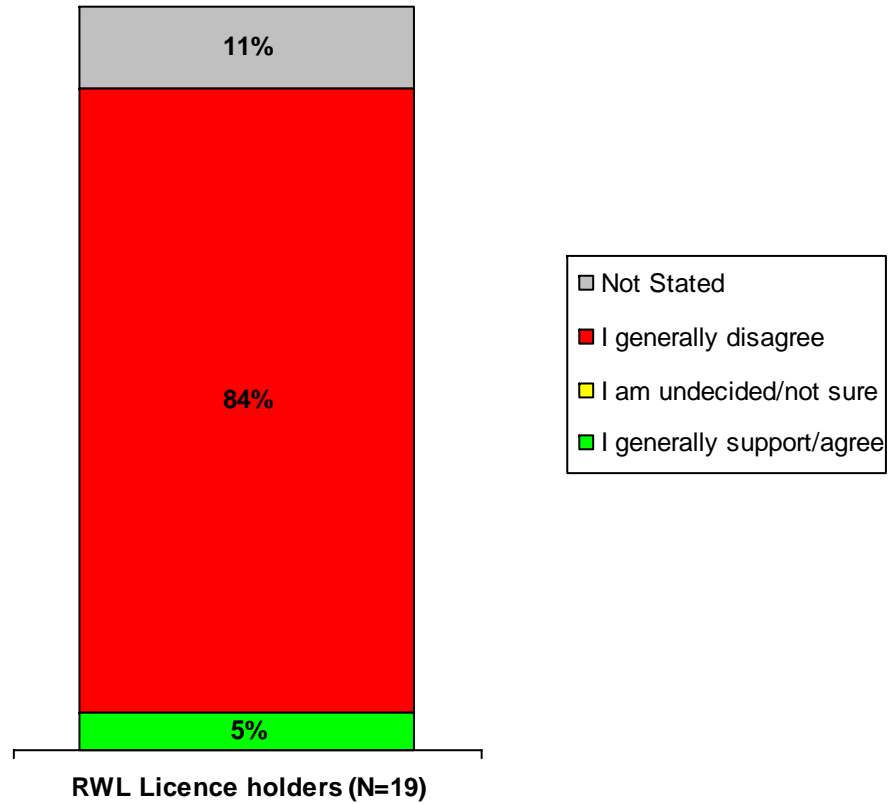
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Q8
Reaction to Costs (page 37)

Q8. Costs

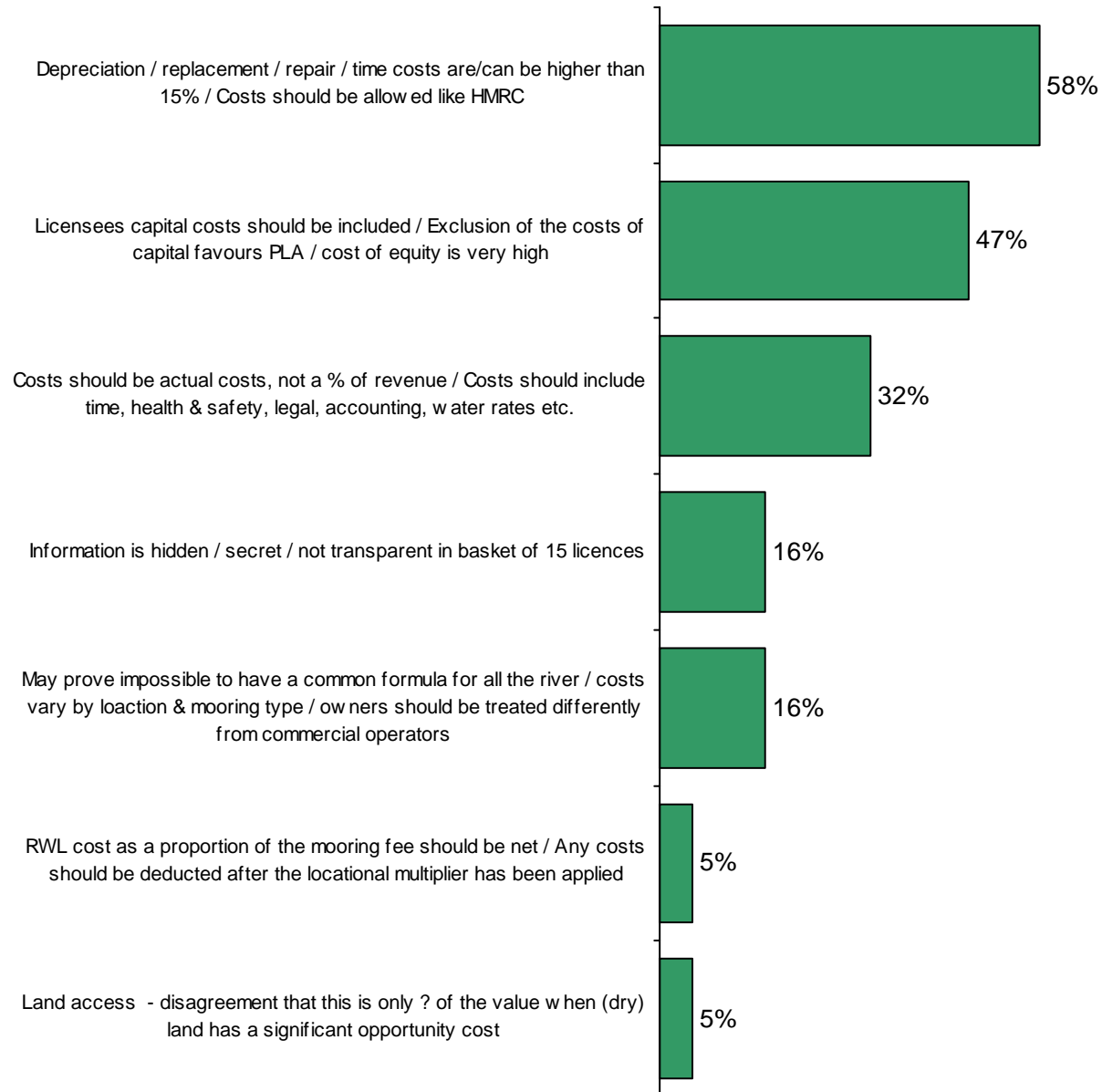
Base: Licenses Represented, N=19



Q8. Costs

Base: Licenses Represented, N=19

84% of respondents provided a comment in this section



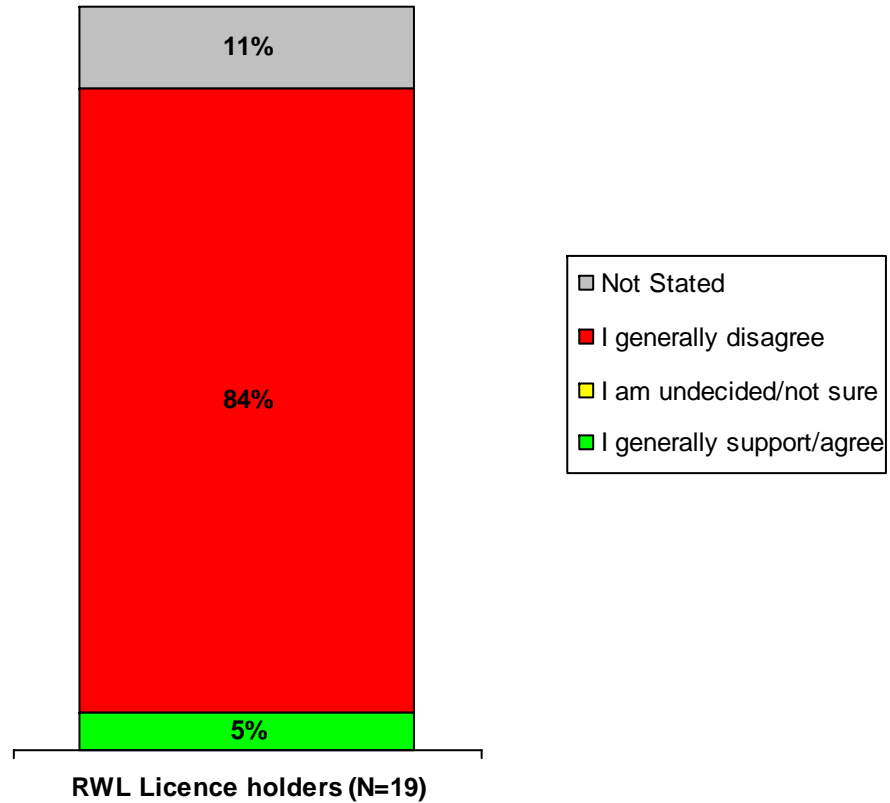
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Q9
Reaction to Share of the net value (page 40)

Q9. Share of the net value

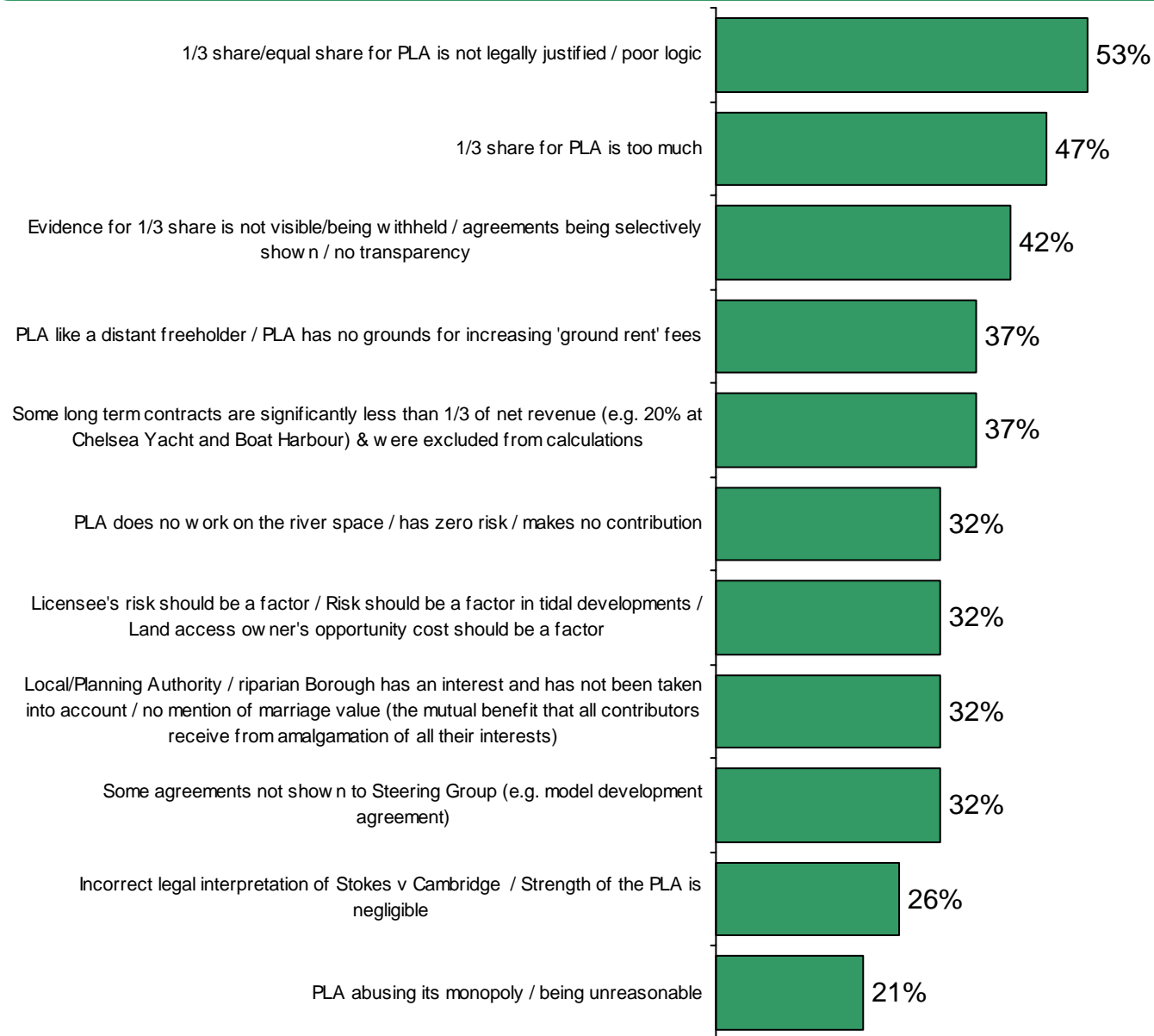
Base: Licenses Represented, N=19



Q9. Share of the net value (1)

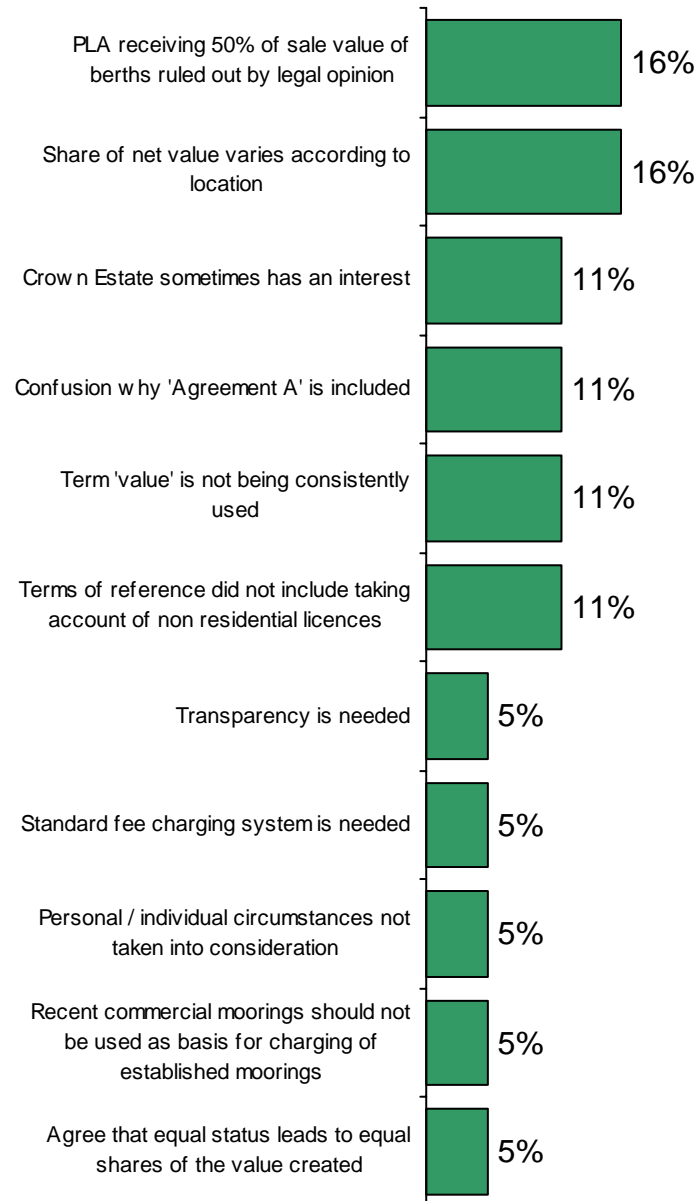
Base: Licenses Represented, N=19

79% of respondents provided a comment in this section



Q9. Reaction to Share of the net value (2)

Base: Licenses Represented, N=19



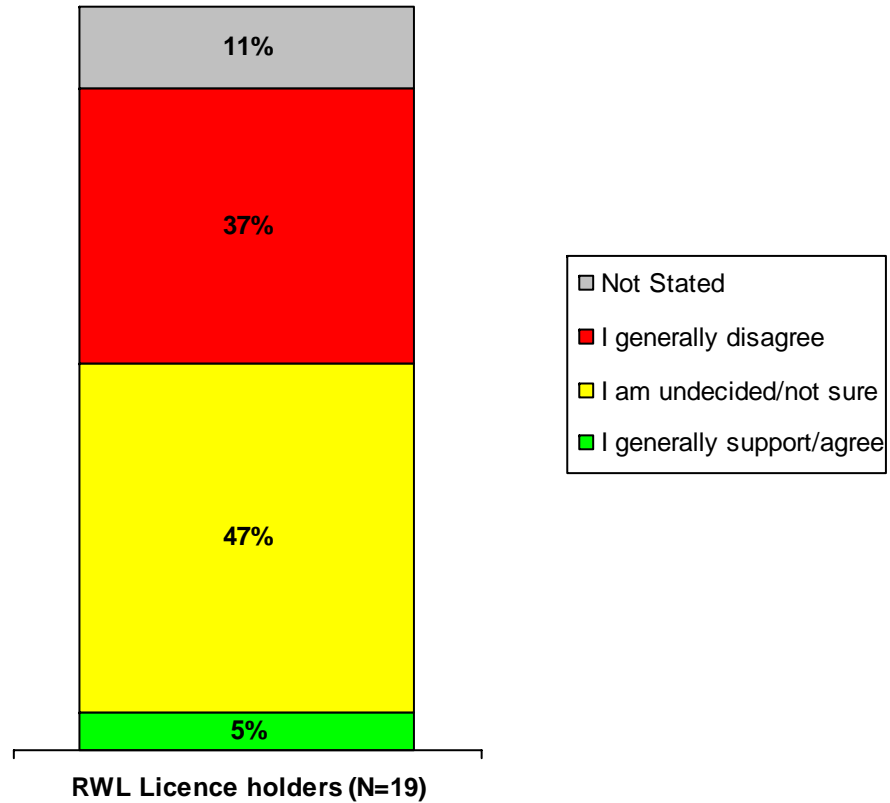
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Q10
Reaction to Reviews (page 43)

Q10. Reviews

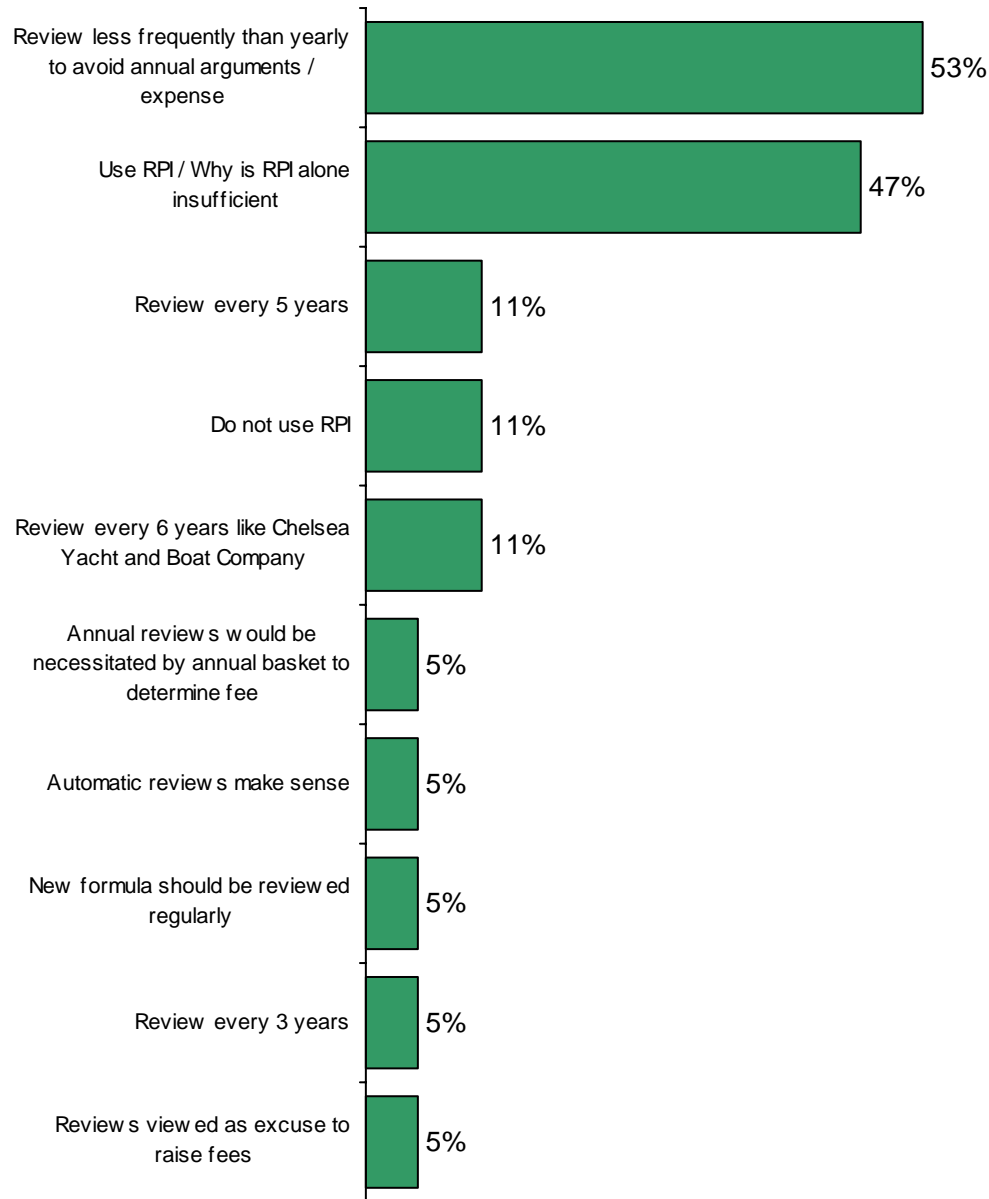
Base: Licenses Represented, N=19



Q10. Reviews

Base: Licenses Represented, N=19

79% of respondents provided a comment in this section



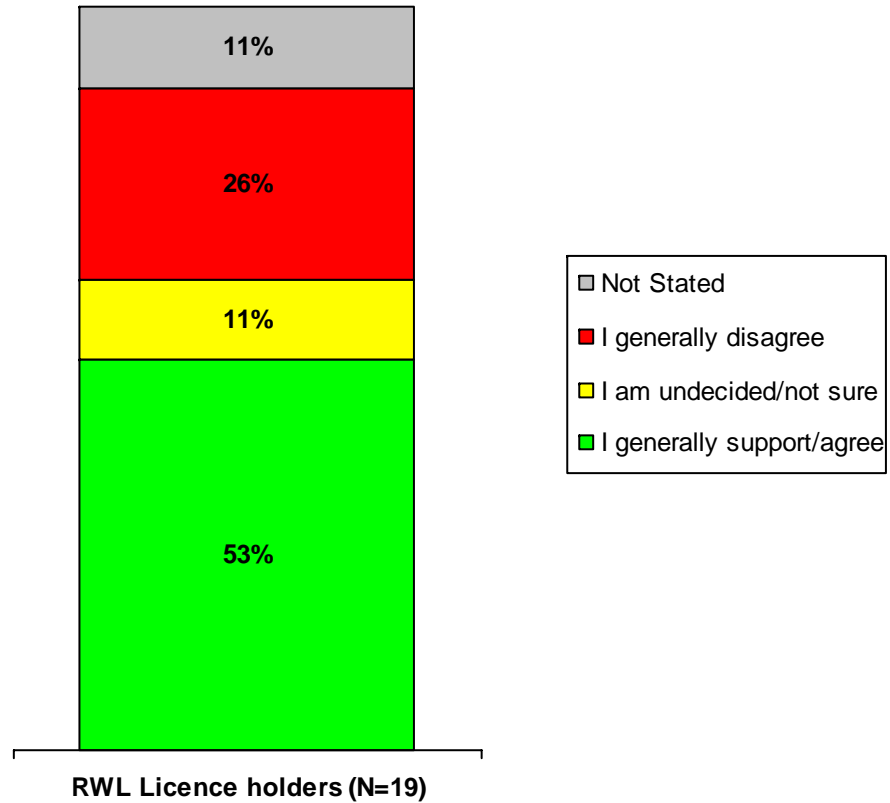
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Q11
Reaction to Large multi-tenanted houseboats (page 43)

Q11. Large multi-tenanted houseboats

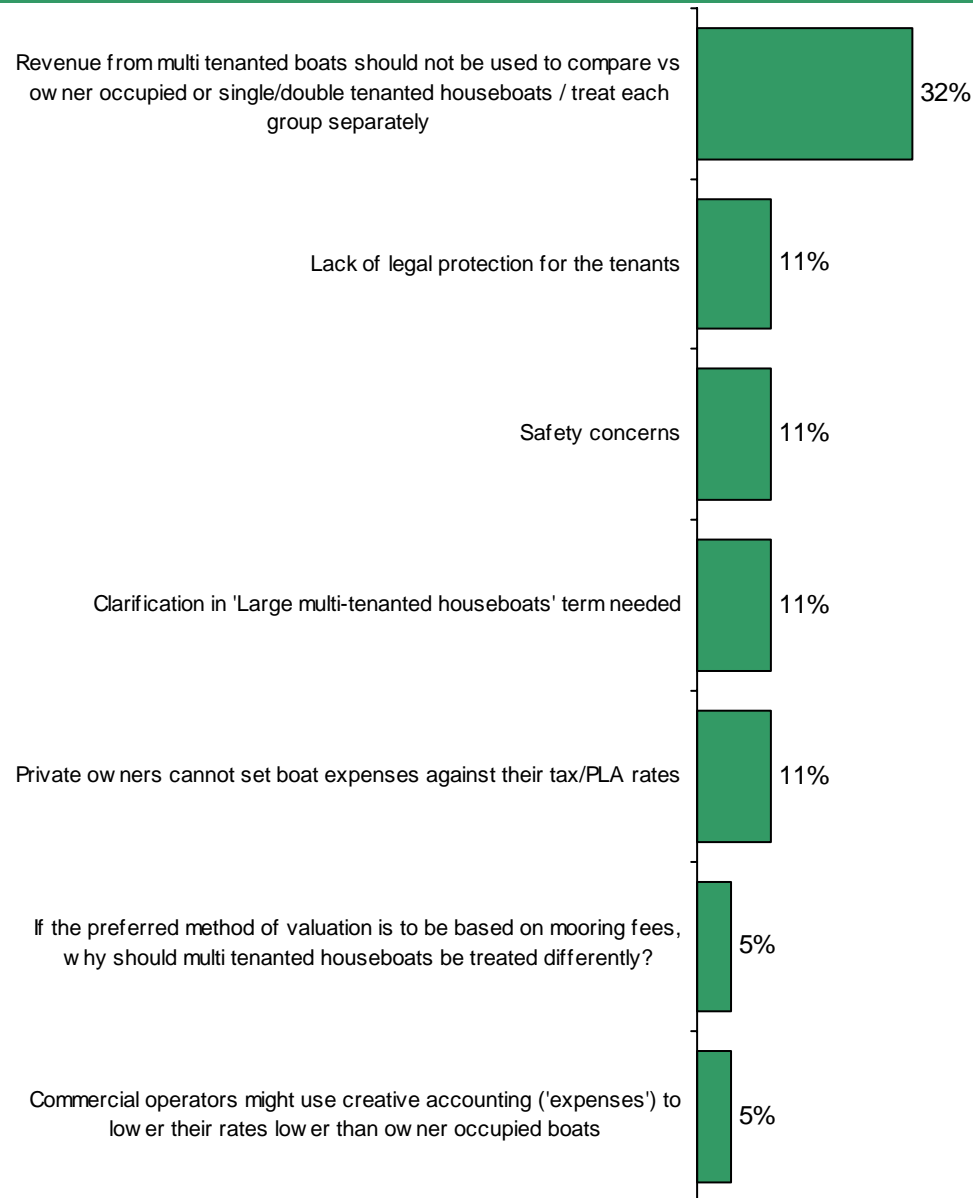
Base: Licenses Represented, N=19



Q11. Large multi-tenanted houseboats

Base: Licenses Represented, N=19

53% of respondents provided a comment in this section

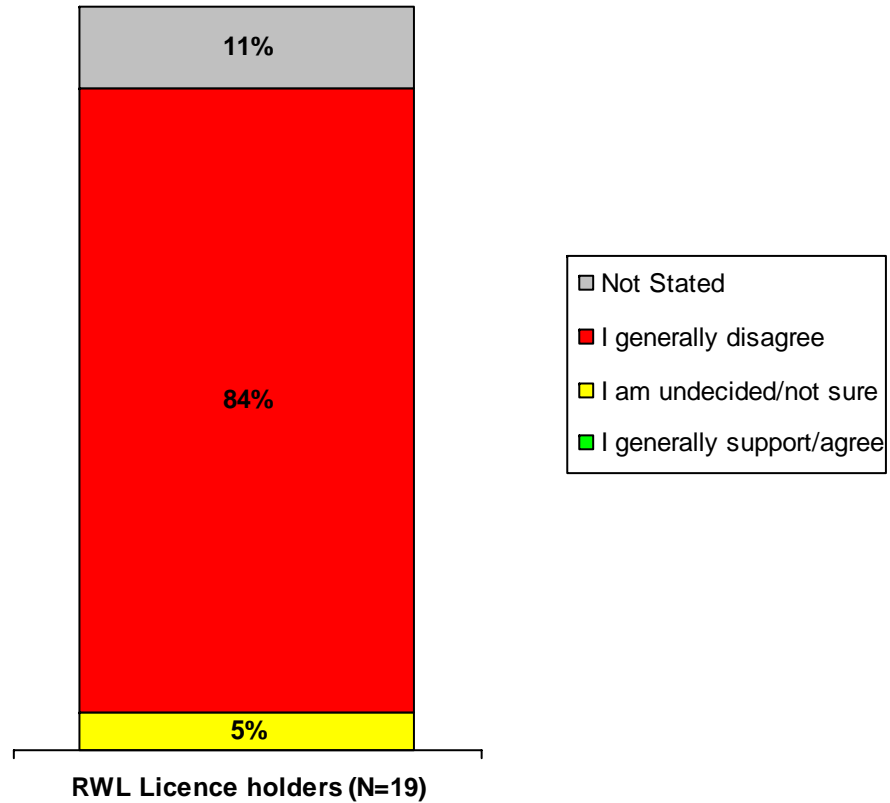




Q12
Reaction to New licence agreements (page 44)

Q12. New licence agreements

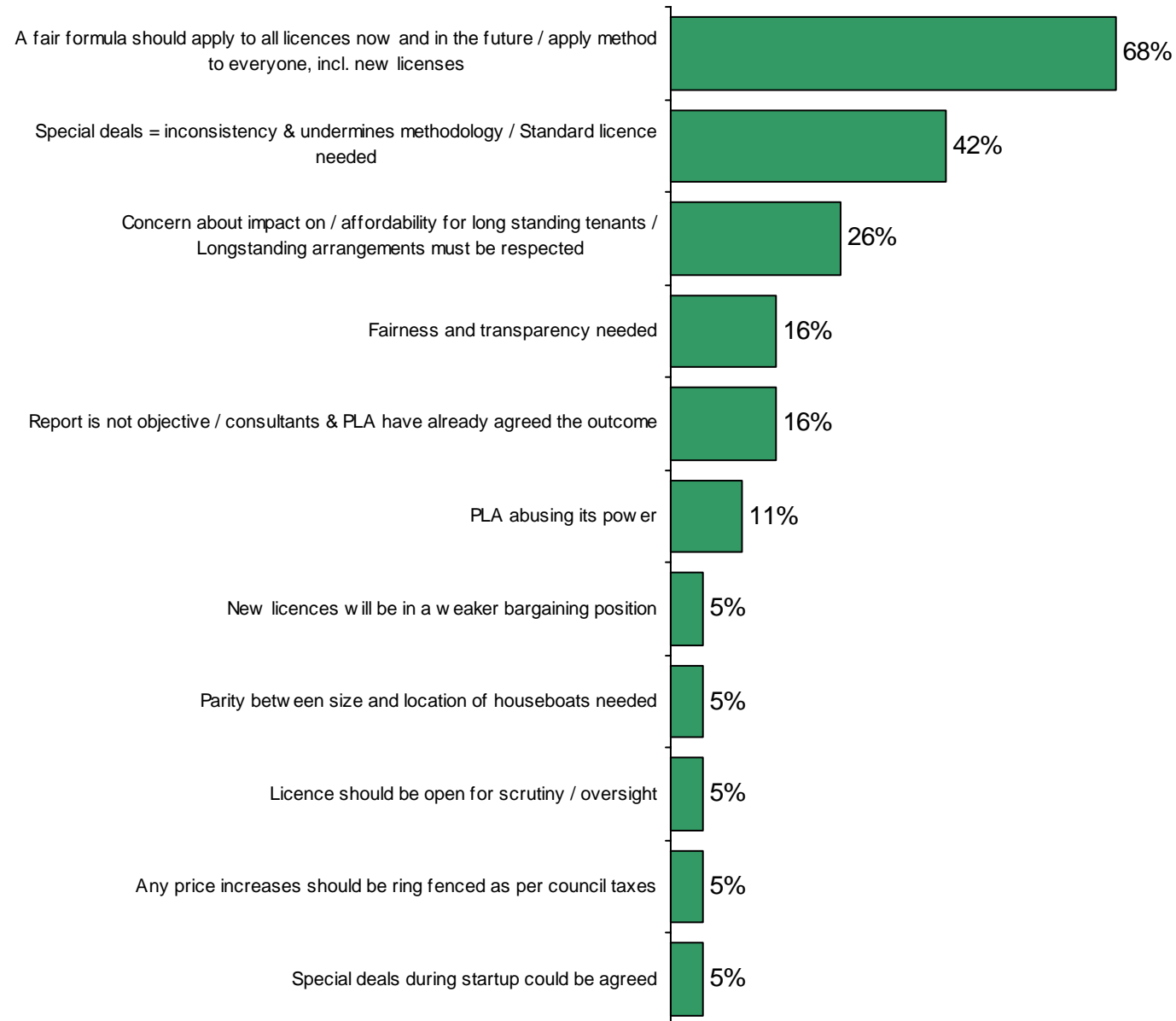
Base: Licenses Represented, N=19



Q12. New licence agreements

Base: Licenses Represented, N=19

84% of respondents provided a comment in this section

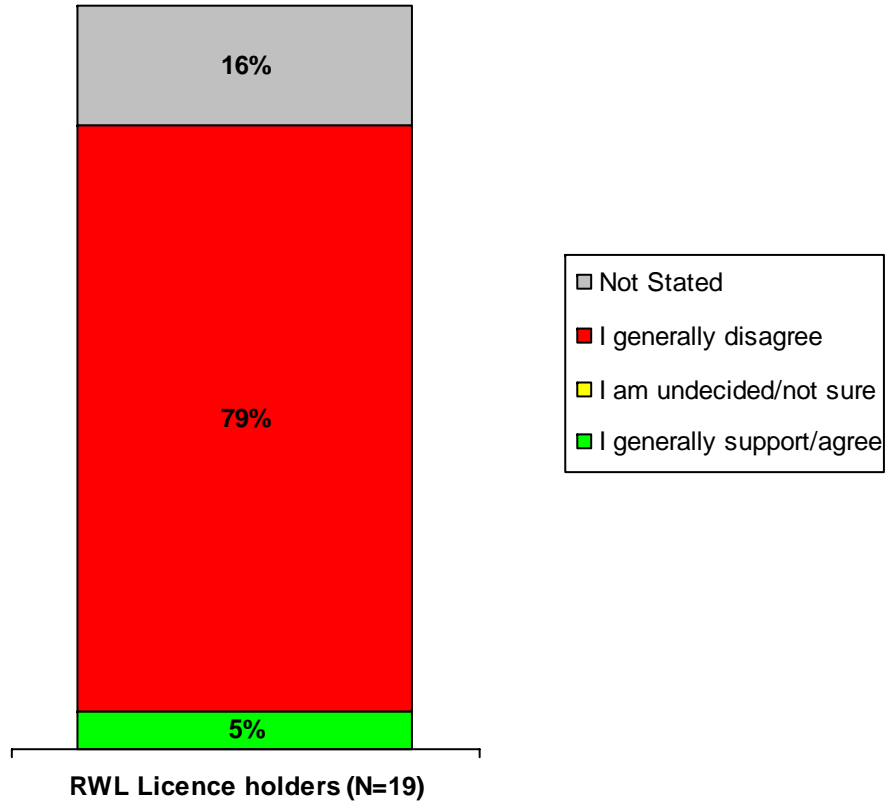




Q13
Reaction to Merits of the proposal (page 45)

Q13. Merits of the proposal

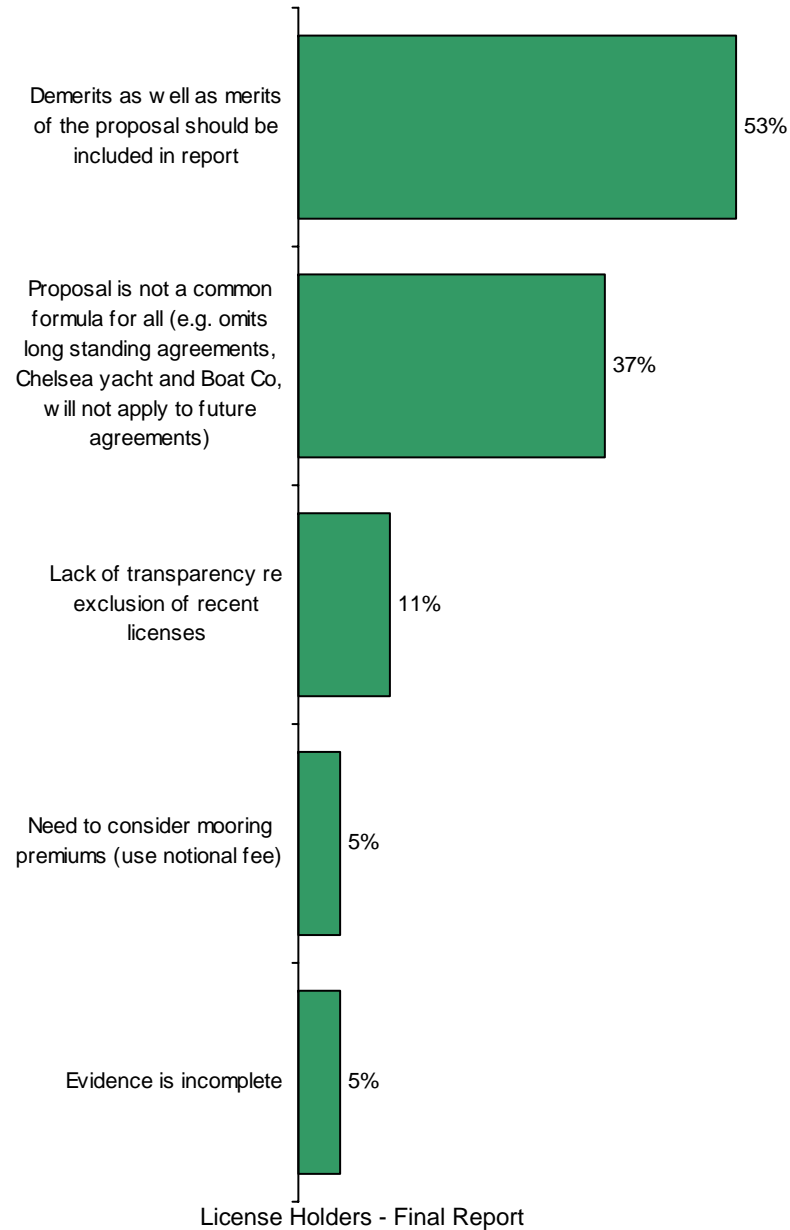
Base: Licenses Represented, N=19



Q13. Merits of the proposal

Base: Licenses Represented, N=19

58% of respondents provided a comment in this section

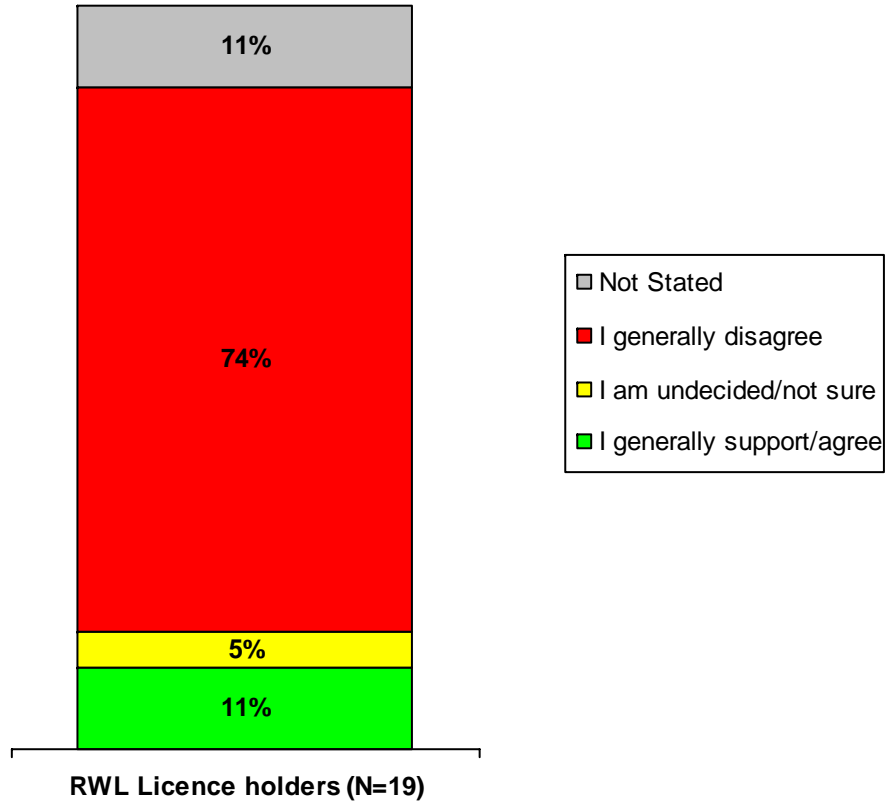




Q14
Reaction to Dispute resolution (page 46)

Q14. Dispute resolution

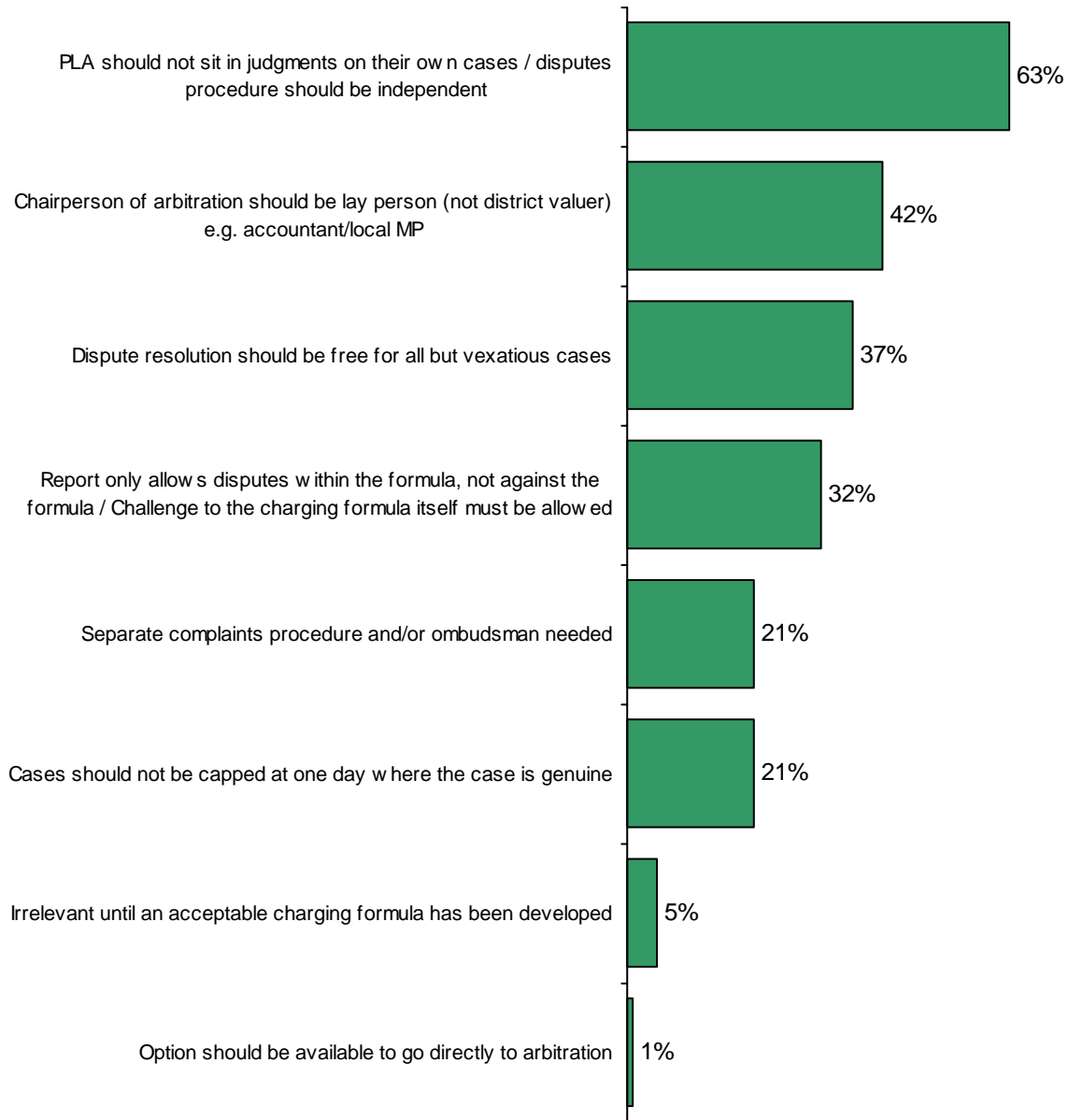
Base: Licenses Represented, N=19



Q14. Dispute resolution

Base: Licenses Represented, N=19

79% of respondents provided a comment in this section



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Dispute Panel Composition

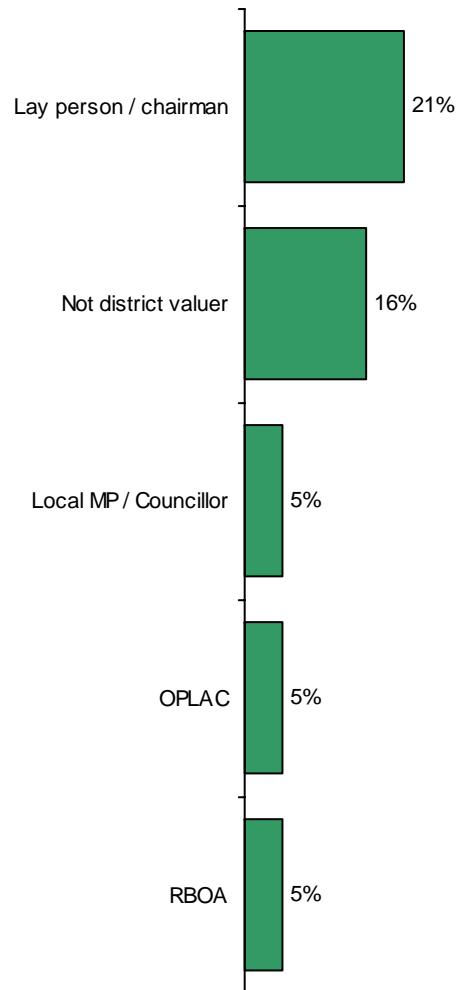
Base: Licenses Represented, N=19

32% of respondents mentioned suggestions as to who should be the Chairperson of the Dispute Panel. 53% of respondents made suggestions as to who should represent boaters on the Panel.



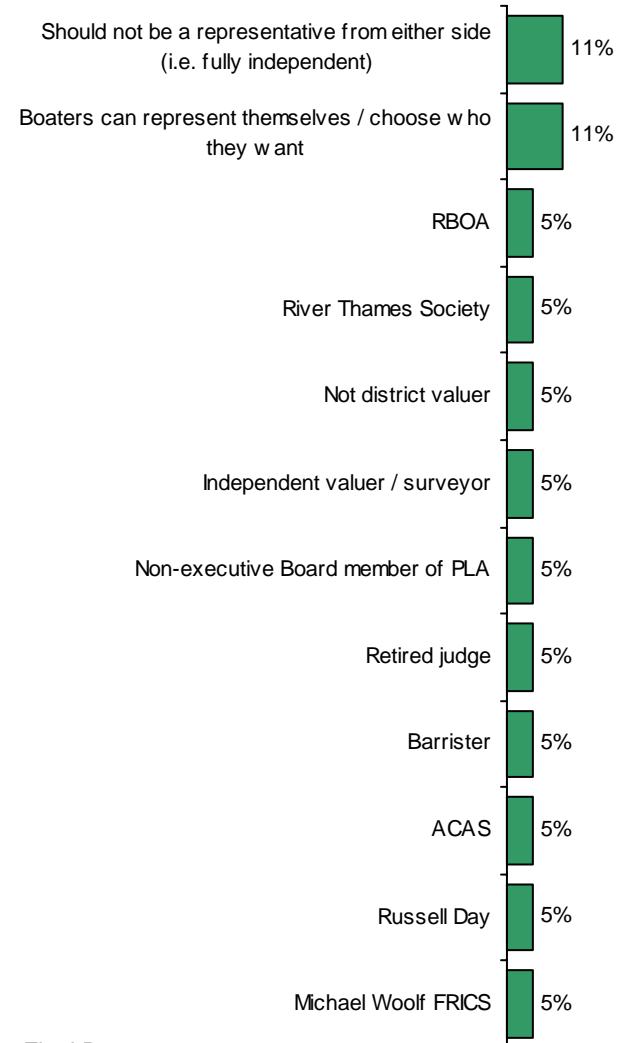
Suggestions for Chairperson of the Dispute Panel

Base: Licenses Represented, N=19



Suggestions for boaters' representative on the Panel

Base: Licenses Represented, N=19

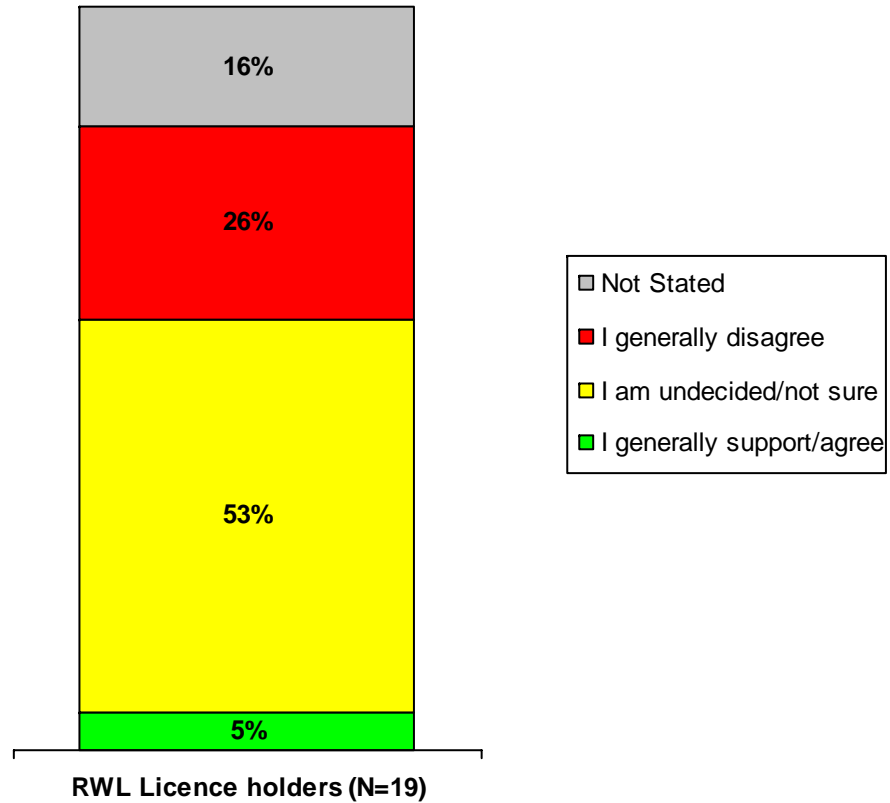




Q15
Reaction to Results of applying the formula (page 48)

Q15. Results of applying the formula

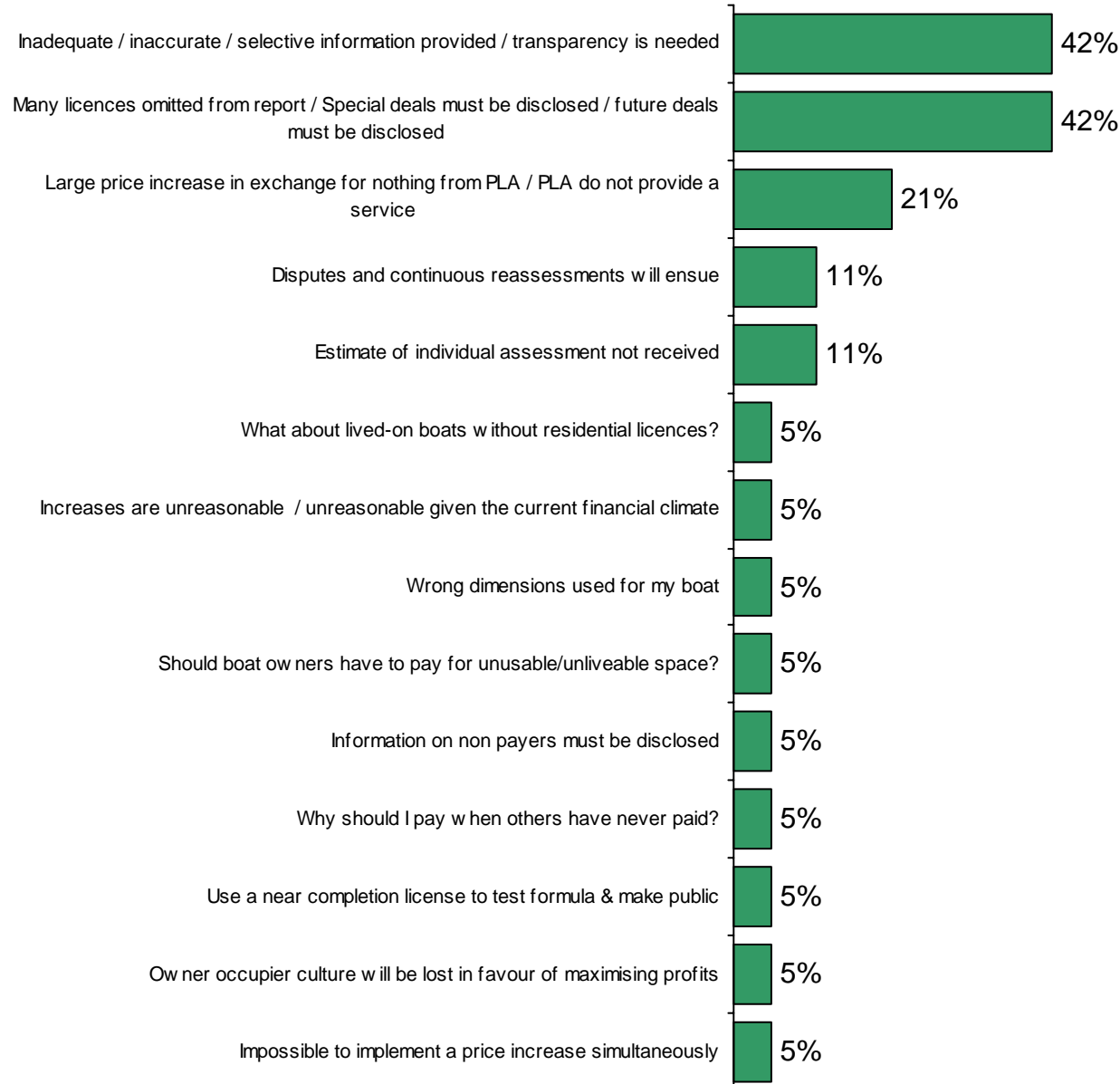
Base: Licenses Represented, N=19



Q15. Results of applying the formula

Base: Licences Represented, N=19

63% of respondents provided a comment in this section

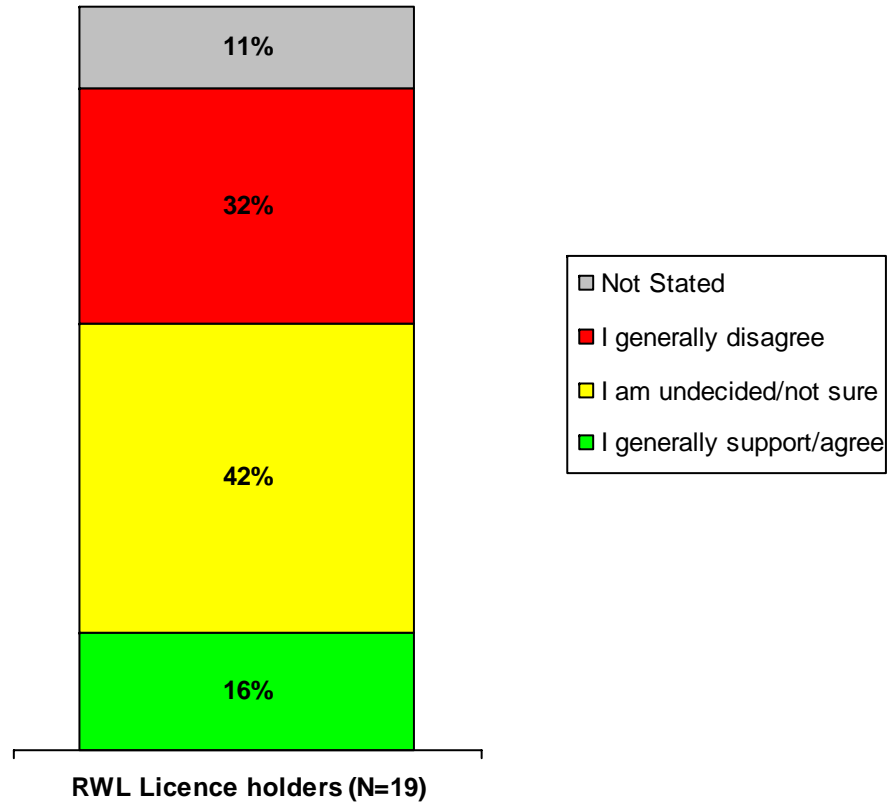




Q16
Reaction to Phasing in the changes (page 52)

Q16. Phasing in the changes

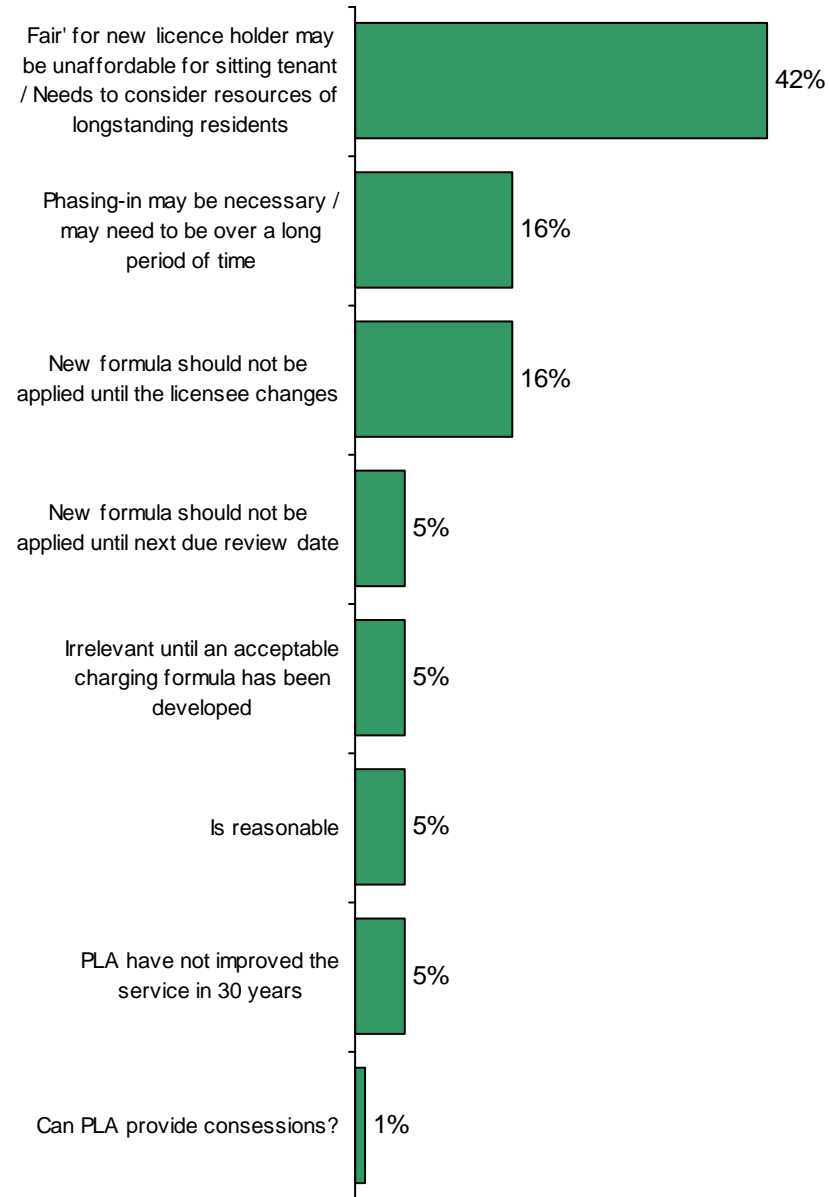
Base: Licenses Represented, N=19



Phasing in the changes: Comments

Base: Licenses Represented, N=19

58% of respondents provided a comment in this section



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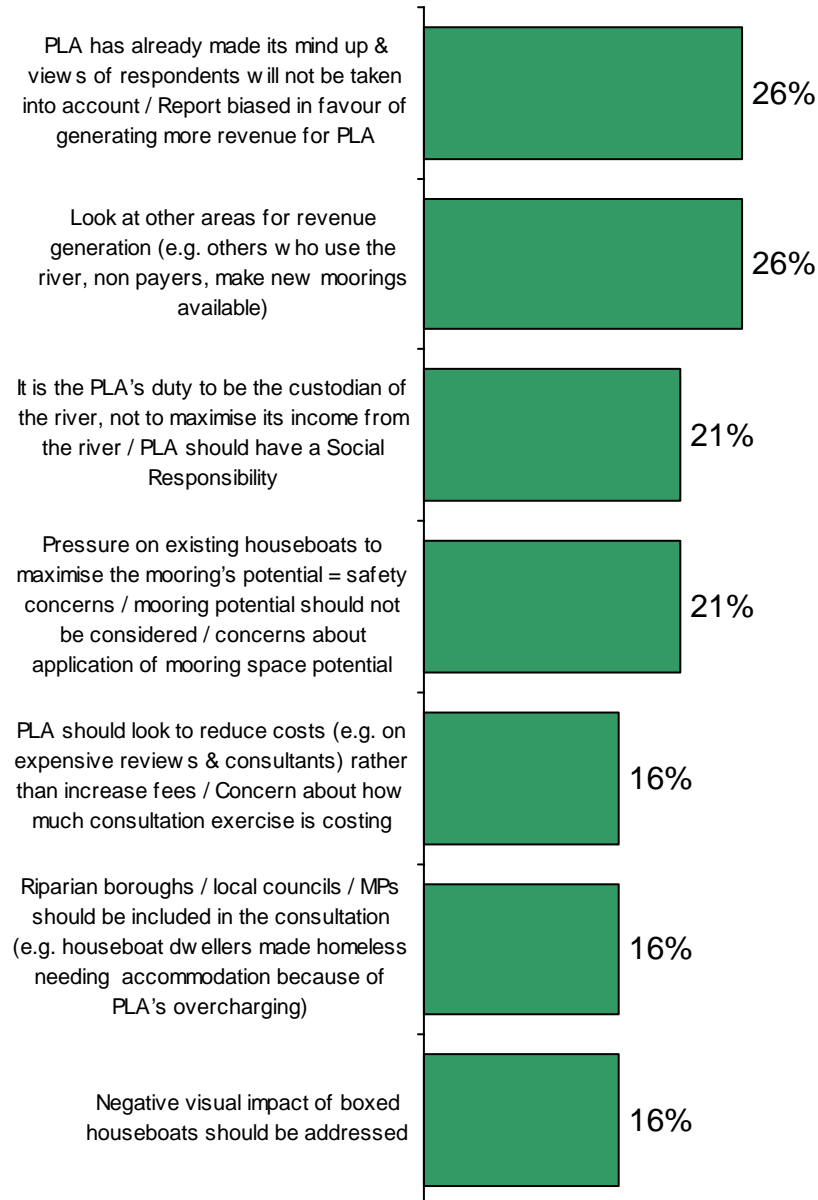


Q17
Other Comments / Suggestions

Other comments or suggestions (1)

Base: Licenses Represented, N=19

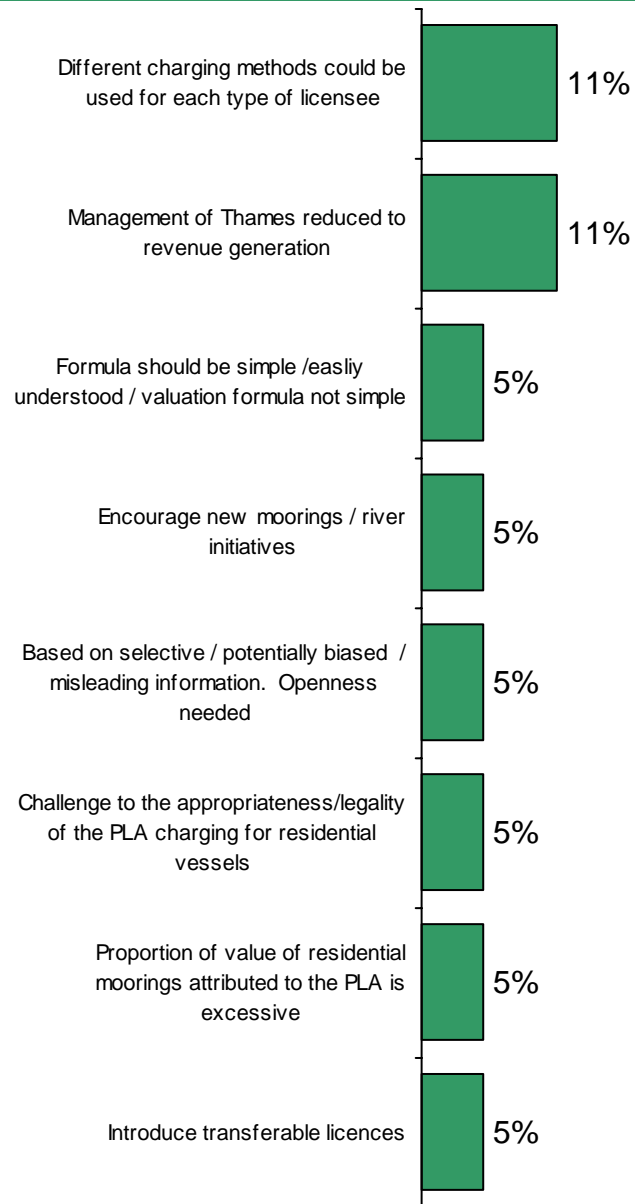
63% of respondents provided a comment in this section





Other comments or suggestions (2)

Base: Licenses Represented, N=19

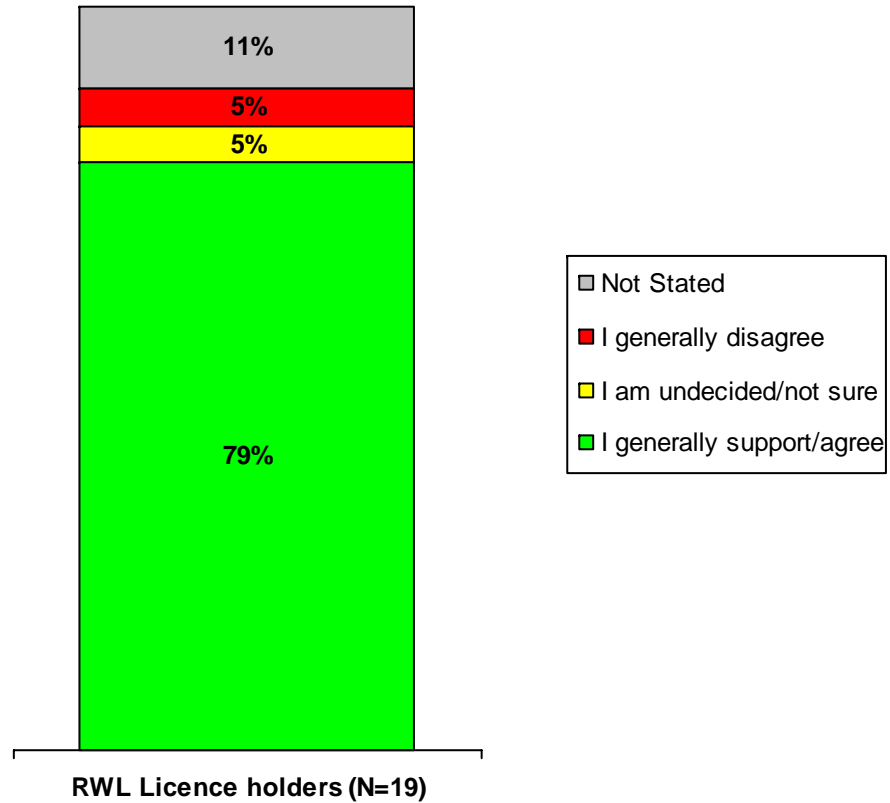




Q18
Reaction to Publishing each licensee's charges

Q18. Publishing each licensee's charges

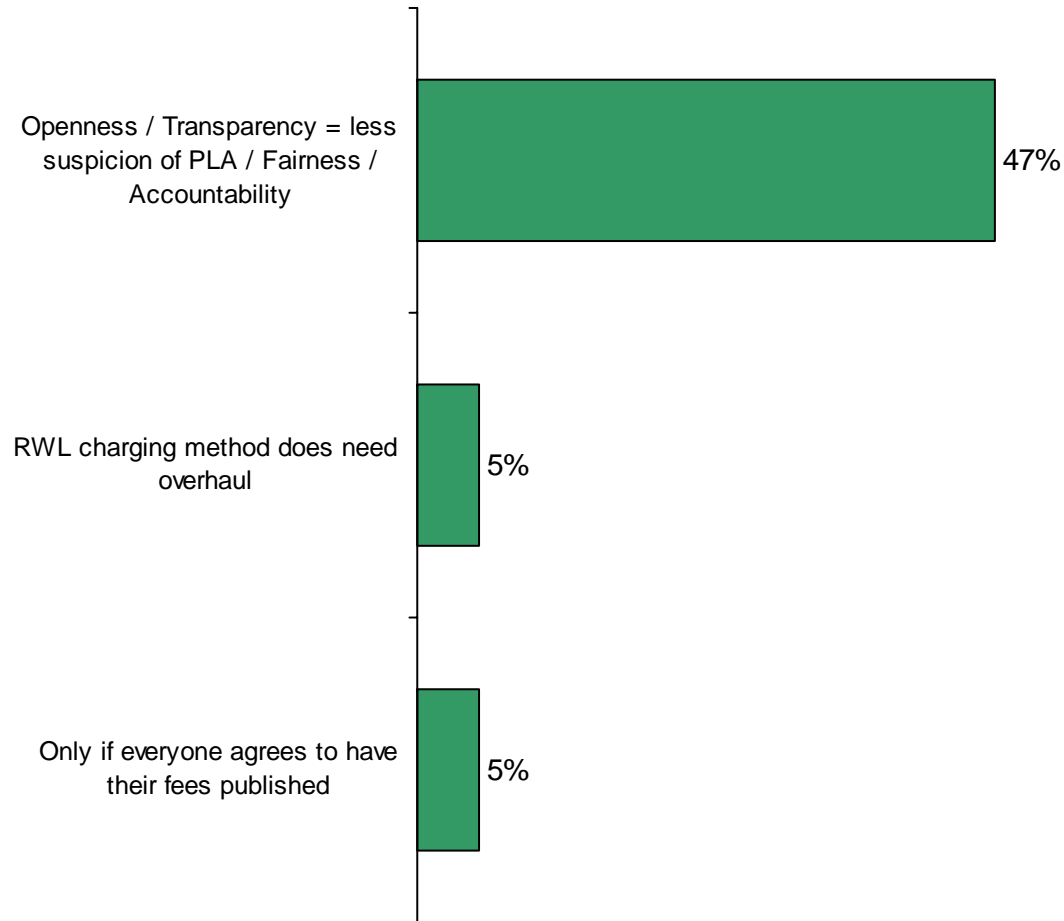
Base: Licenses Represented, N=19



Publishing each licensee's charges: Comments

Base: Licenses Represented, N=19

53% of respondents provided a comment in this section



List of respondents

* Licensees'/co-licensees' responses on which the License Holder analysis has been undertaken



Moira Allan *
David Allan *
Alison Archibald
Peter Banks *
Mike Baxter
Tina Beattie, Swan Island Residents' and Boat Owners' Association
David Beaumont & Jane Thompson
David Beaumont, Organisation of PLA Customers
Francis Bishop
Bill Blaik, Abbey Park Boat Services
Tom Bouwens, Chelsea Reach Residents Assoc.
Andre Burbidge
Steve Burchell
Rachel Candy *
Ivor Caplan, Residential Boat Owners' Association
John Cierach
Val Coltman *
Suzanne Dawson, Thistleworth Marine
Steve & Avril Dickens
Jeremy Edmonds
Susanna Wyeth & Grace Ellams
John & Diana Everett, Dove Pier *
Ian Froome, Vail Williams
J S Gallagher
Jack Garrett-Jones
Jack G Giles
Mary Graham
Fiona F Gunnion , Swan Island *
Pat & Ramez Hamadé
Kim Hamilton
Edward Harding
Alan Harris
Katie Harris
Georgina Harris
Tom Harris
Charlie Harris
Carol & Peter Higgin-Jones *
Martin Hole
Victoria Ives
Roderick James *
Teresa Jennings *
Michael Johnson *
Flavia Jokic, Fresh Wharf Estates Ltd
Derek Jones

Peter Jordan *
Rowan Joyce *
Tony Kaye *
Neville Kuyt
Jenny Leach
David Lovelace, Chelsea Reach Residents Assoc.
Christopher Marsay, RIPA Residents Society
Matthews & Son LLP
Angela and Bob Millman
Pauline Oliver *
Susan Penhaligon *
Rachel Bailey & Adrian Pickard
Hilary Pickles *
Denis Postle *
Elmer Postle
Stephanie Powell
Brigid & Brian Proctor *
Michael Quine
Residents of the 12 Houseboats Moored at Prospect Moorings *
Nicolas Rouquette
John Savage, Chiswick Pier Trust *
Mark Scorer
Anthony Shama
Karin Sieger
Anne & Barry Singleton *
David Skelton, Fraser Riverside Quarter *
Diana Smith
Lucy Smith *
Andy Soper, DBA - The Barge Association
Andrew Stanway
Rolf Stricker
Colin Tether *
Ian Thompson
Les Thompson
Alexa Turness
Ed Vermaat
Victoria Steps Quay Leaseholders' Association
Andrew Wallace
David Waterhouse *
Rebecca Webb and Kevin Cahill
Matthew Whittell, Chelsea Reach Residents Assoc.
Jackie Williams, Chelsea Reach Residents Assoc.
Michael Woolf, Michael Woolf & Company
Clive Wren



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