



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

***Public Consultation Response Results***

**Final Report**

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

**12<sup>th</sup> December 2011**

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## 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 licences (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.
  - The number of licences represented by the responses (forms and emails) can be seen in slide 8.
- 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: 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: How we dealt with the response forms received: *Residents (not a licensee or a co-licensee)*



- **A total of 49 responses (forms and emails) were received from houseboat residents (who were not also licensees or co-licensees). Some response forms were from multiple respondents from the same houseboat, others were a single response representing views from a number of houseboats.**
- **To represent the responses consistently it is appropriate to analyse the data according to the number of houseboats represented rather than by the number of individuals responding. To achieve this it was necessary to represent one response only per houseboat in the sample:**
  - Where multiple members of the same houseboat each sent a separate response form, only one form was represented in the sample. We have assumed that individuals of the same surname live on the same houseboat. Mostly the responses from the same houseboat were identical / very similar; where they provided different comments these were all included in the one response so that their separate comments were represented.
  - In instances where one response form was sent explicitly representing a number of houseboats, this response was duplicated according to the number of houseboats it represented.
  - Several responses were signed from residents' associations but where it was not clear that the form represented the collective view of any other houseboats (in addition to the respondent), this was considered to be the response representing the one houseboat.
  - The number of houseboats represented by the responses can be seen in slide 8.
- **Number of houseboats represented by residents (not licensees or co-licensees): 57**

## Methodology: Response Forms Received: *Organisations & Others*



- **17 responses (forms and emails) were received from organisations representing licensees, resident boaters, marine trade etc., including**
- **9 organisations representing boaters/licensees:**
  - OPLAC (Organisation of PLA Customers)
  - RBOA (Residential Boat Owners Association)
  - DBA (The Barge Association)
  - Swan Island Residents' and Boat Owners' Association
  - Chelsea Reach Residents Association
  - Chiswick Pier Trust
  - Dove Pier
  - RIPA Residents Society
  - Abbey Park Boat Services
- **3 chartered surveyors who represent or have represented licensees or the PLA:**
  - Michael Woolf from Michael Woolf & Company
  - Ian Froome from Vail Williams
  - Matthews & Sons LLP
- **1 residents association with leisure moorings, 1 houseboater on the non-tidal Thames, 1 buying a boat, and several others.**

# Summary of responses received



**Number of licences represented \***

**19**

**Number of houseboats represented by residents (who are not licensees or co-licensees):**

**57**

**Total of responses received from organisations representing licensees, resident boaters, marine trade etc.**

**8**

**Total of responses received from other interested parties**

**9**

**Total sample size derived from the groups identified above**

**93**



## Methodology: Coding



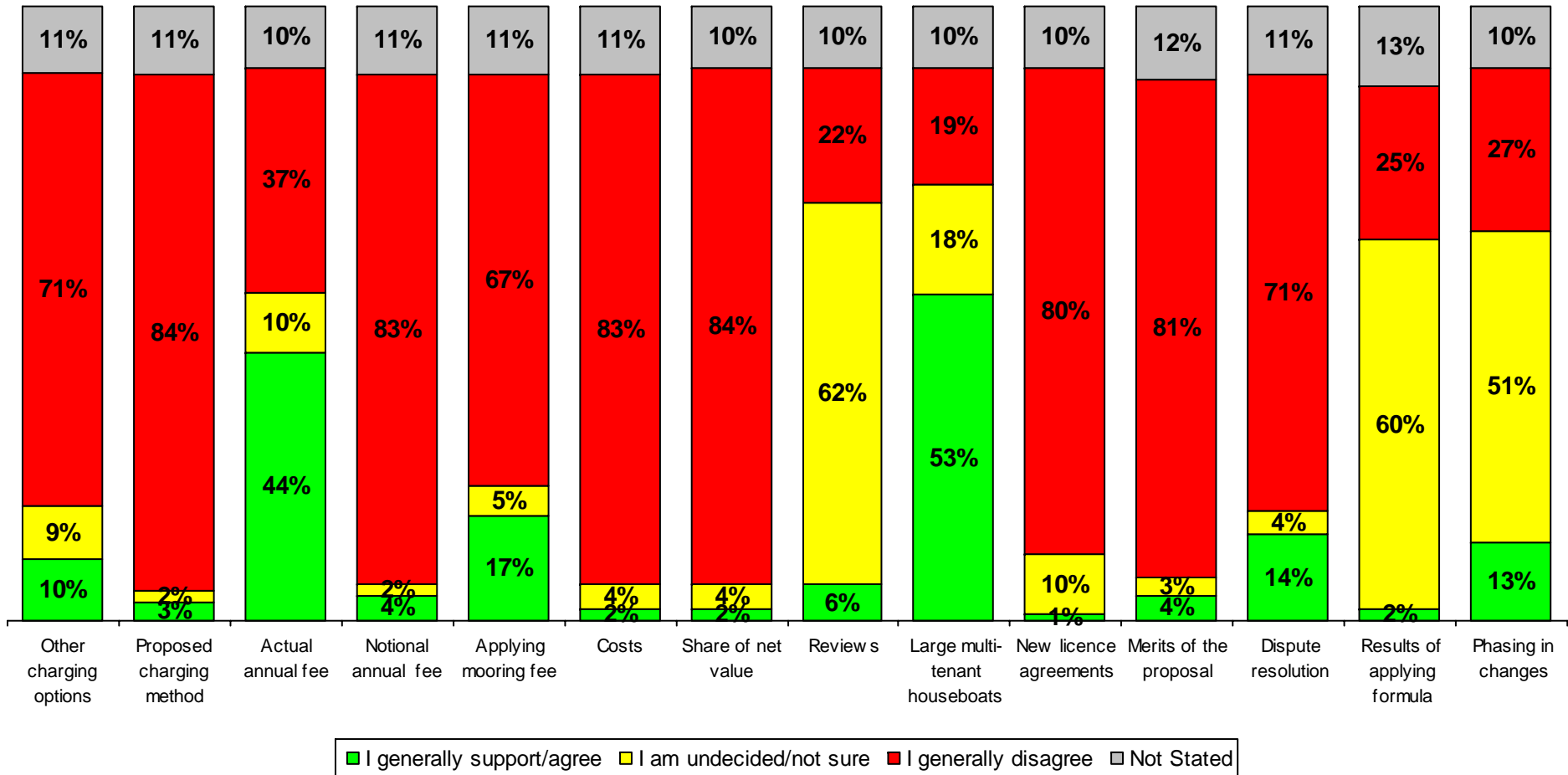
- **The purpose of coding is to group similar comments from different respondents together to build an overall picture of respondent views. This is achieved by allocating a code number to comments/views contained in the survey forms on a question-by-question basis.**
- **Respondents answered the survey 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: Total Sample, N=93



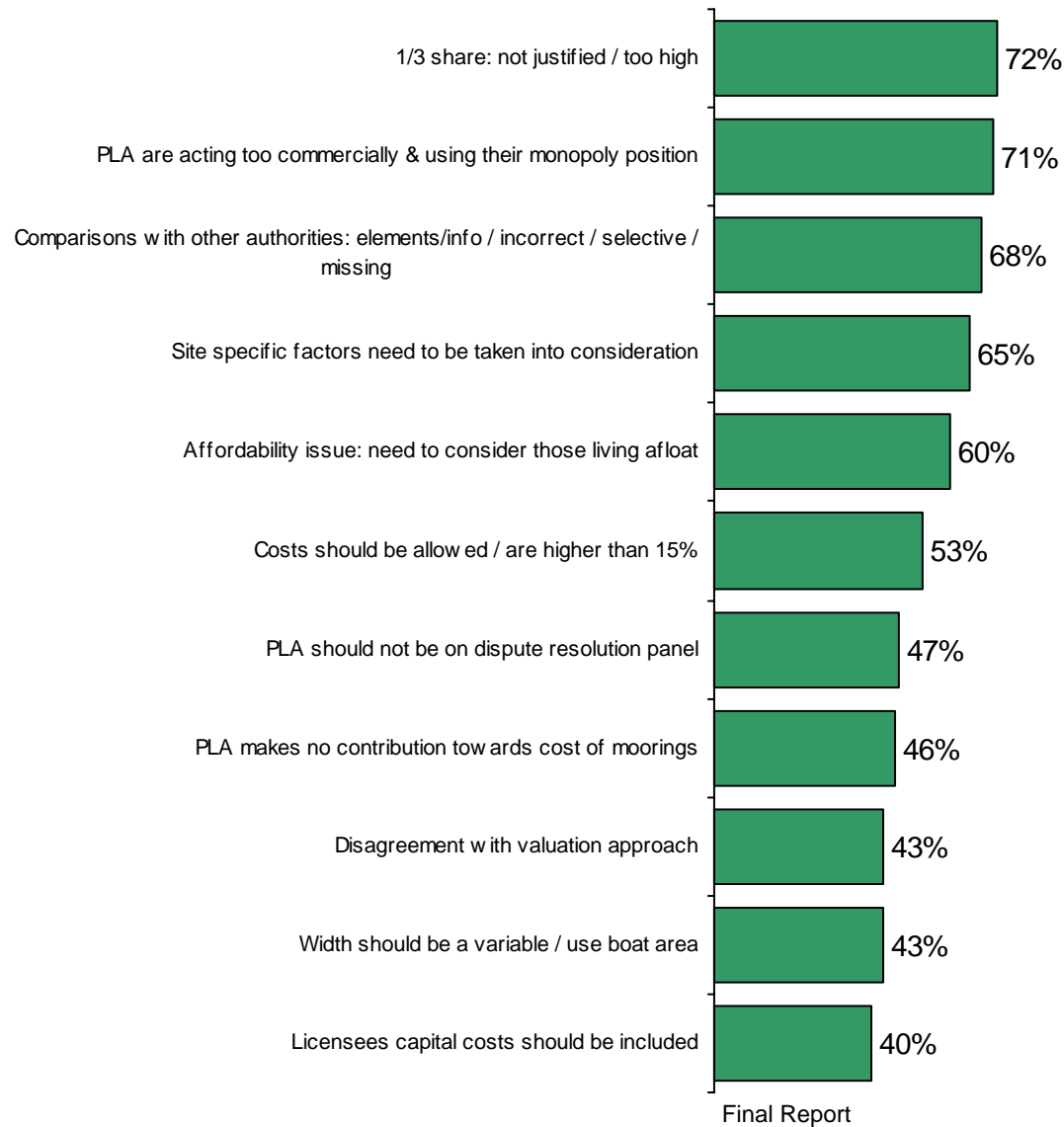
# Summary of key themes (by % size)

Base: Total Sample, N=93

88% 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**

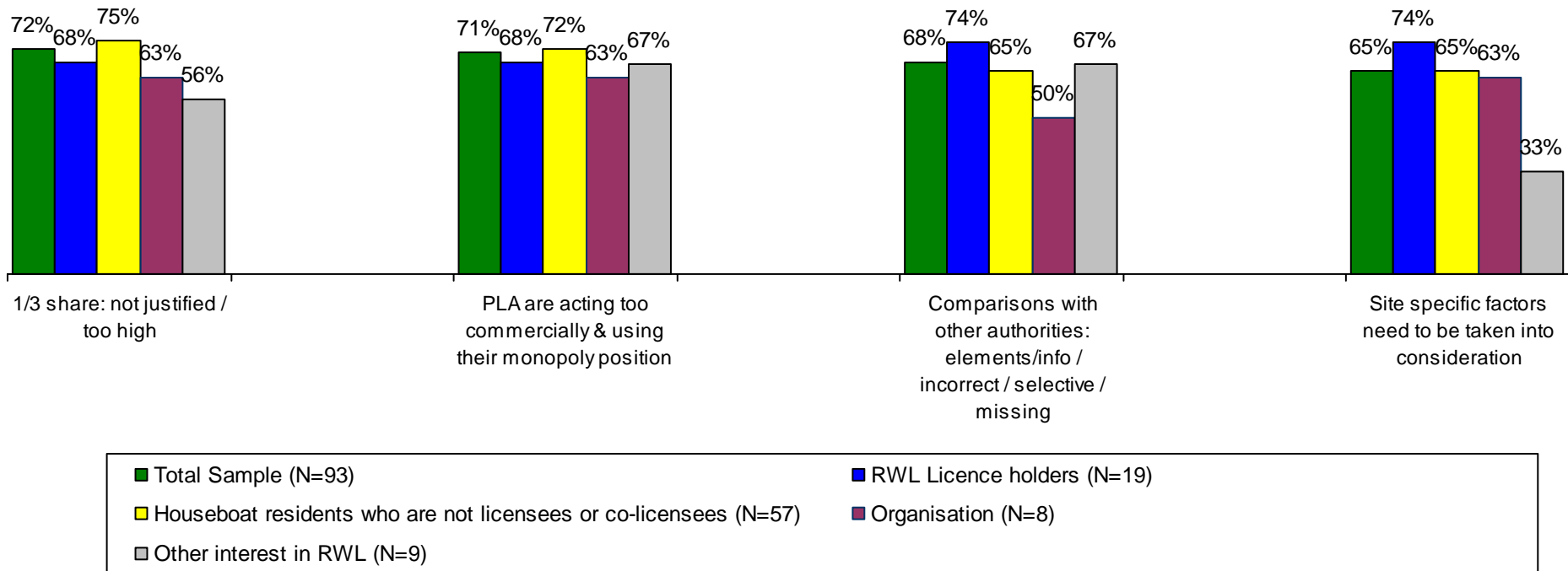


# Summary of key themes (by % size): by respondent type

Base: Total Sample, N=93



The following key themes have been distilled by grouping similar codes across all questions into similar themes.

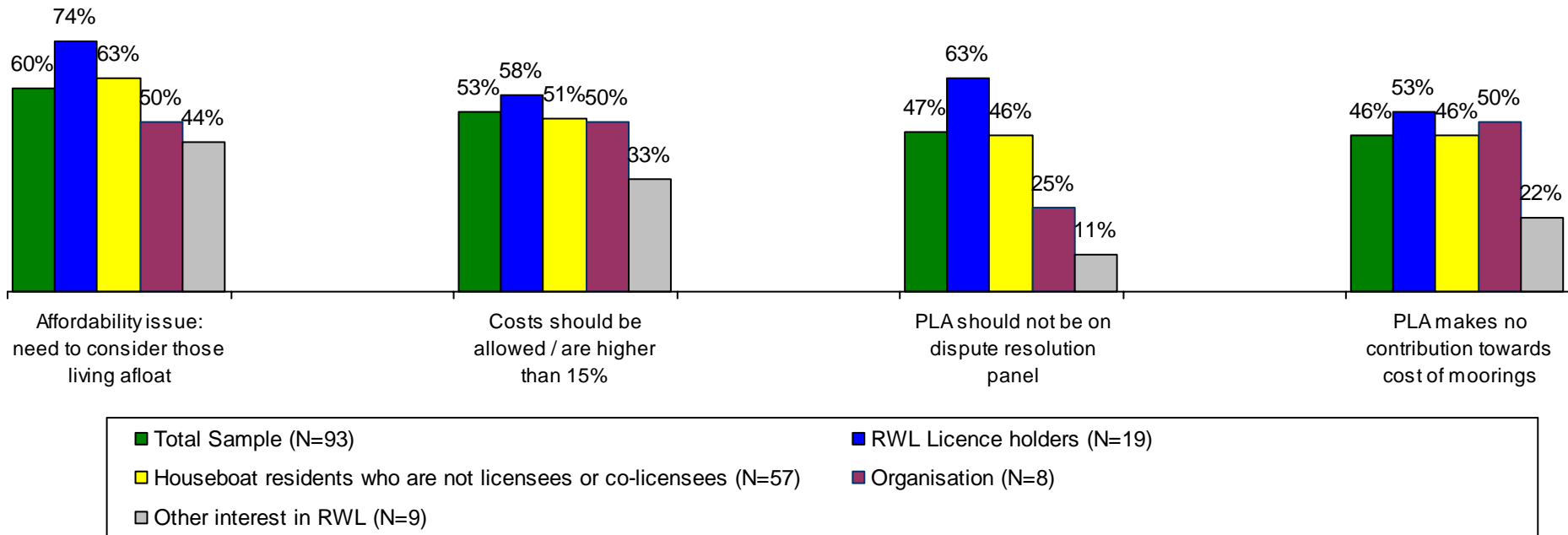


# Summary of key themes (by % size): by respondent type

Base: Total Sample, N=93



*The following key themes have been distilled by grouping similar codes across all questions into similar themes.*

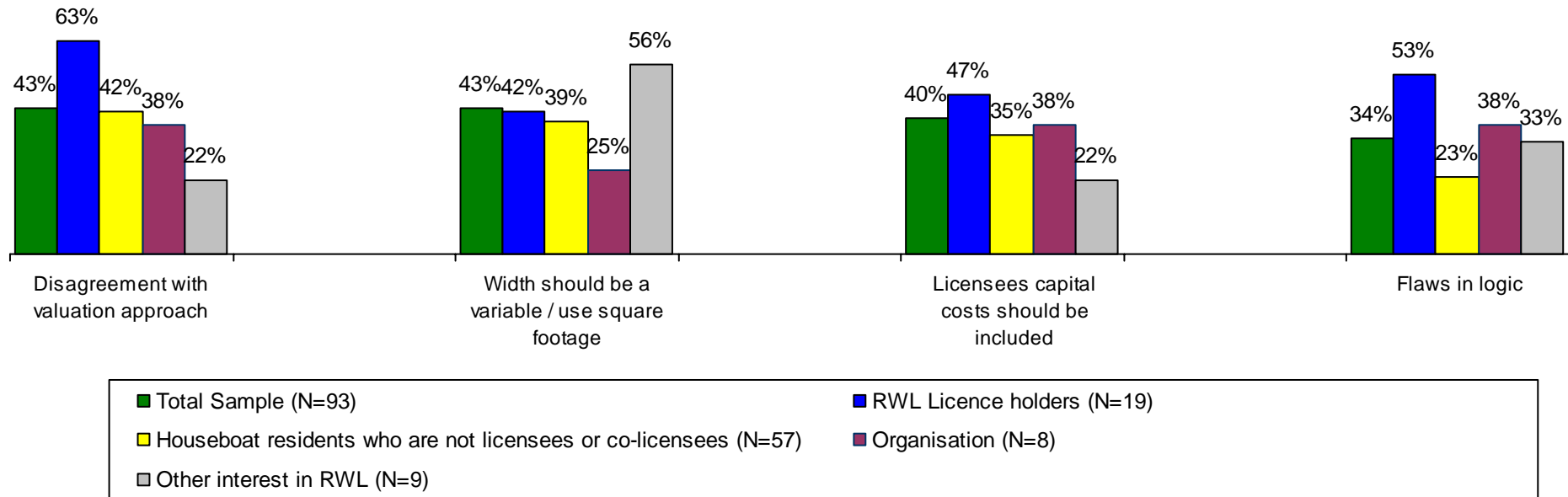


# Summary of key themes (by % size): by respondent type

Base: Total Sample, N=93



*The following key themes have been distilled by grouping similar codes across all questions into similar themes.*





## 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)*

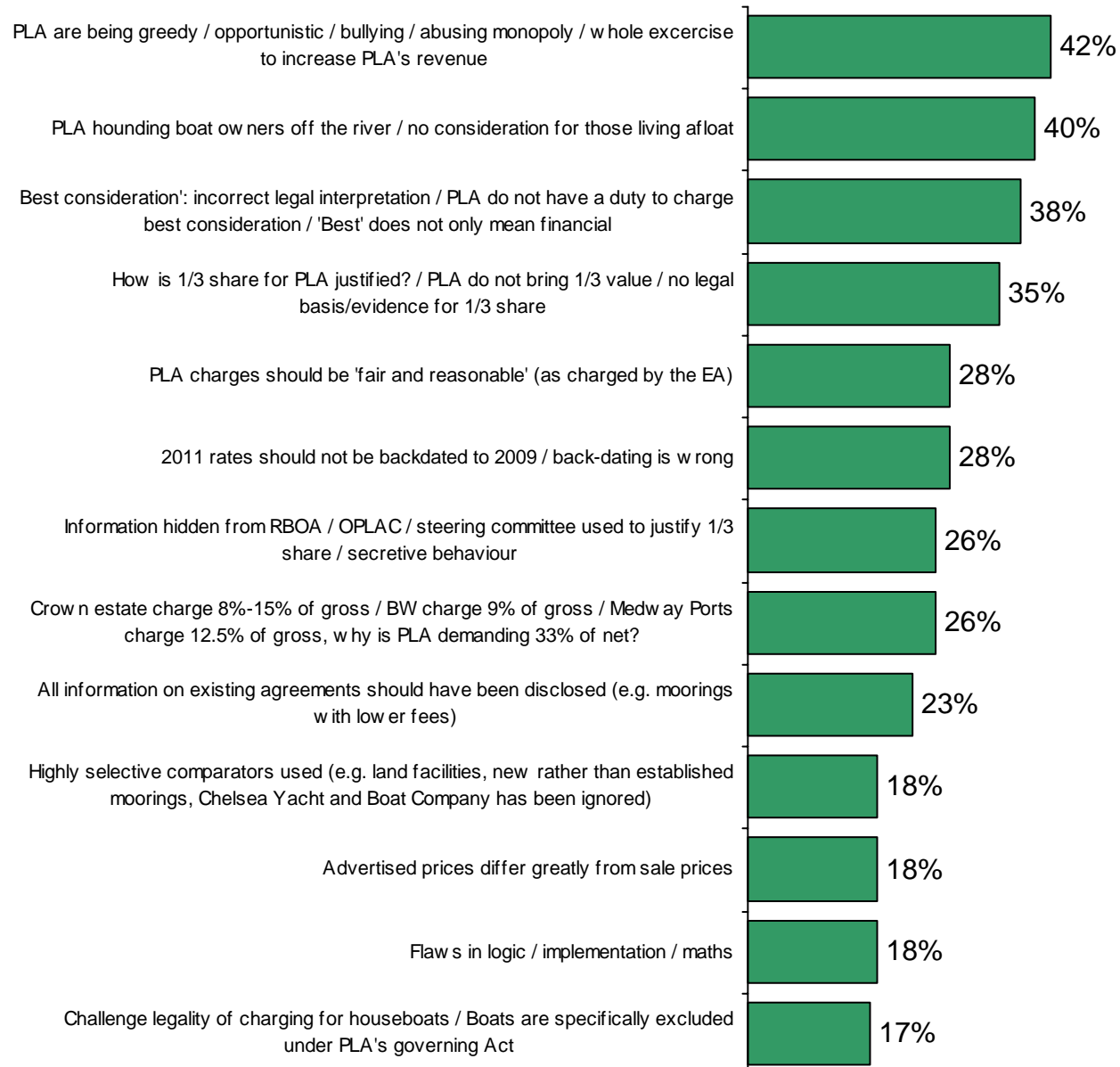
*Part 3 – The context for charging for river works (page 15)*



## 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: Total Sample, N=93

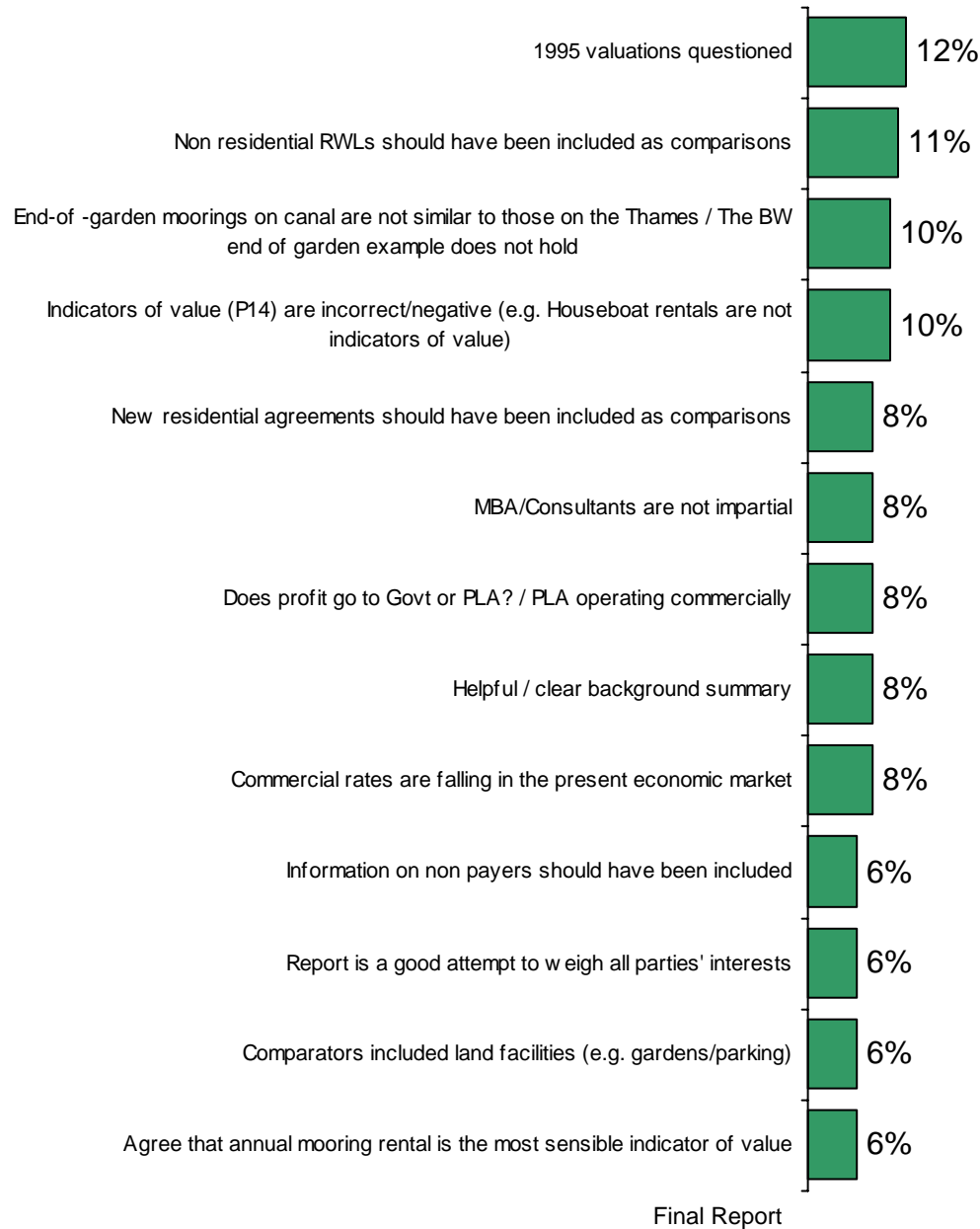
86% of respondents provided a comment in this section



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## Q2. Context for the proposals (2)

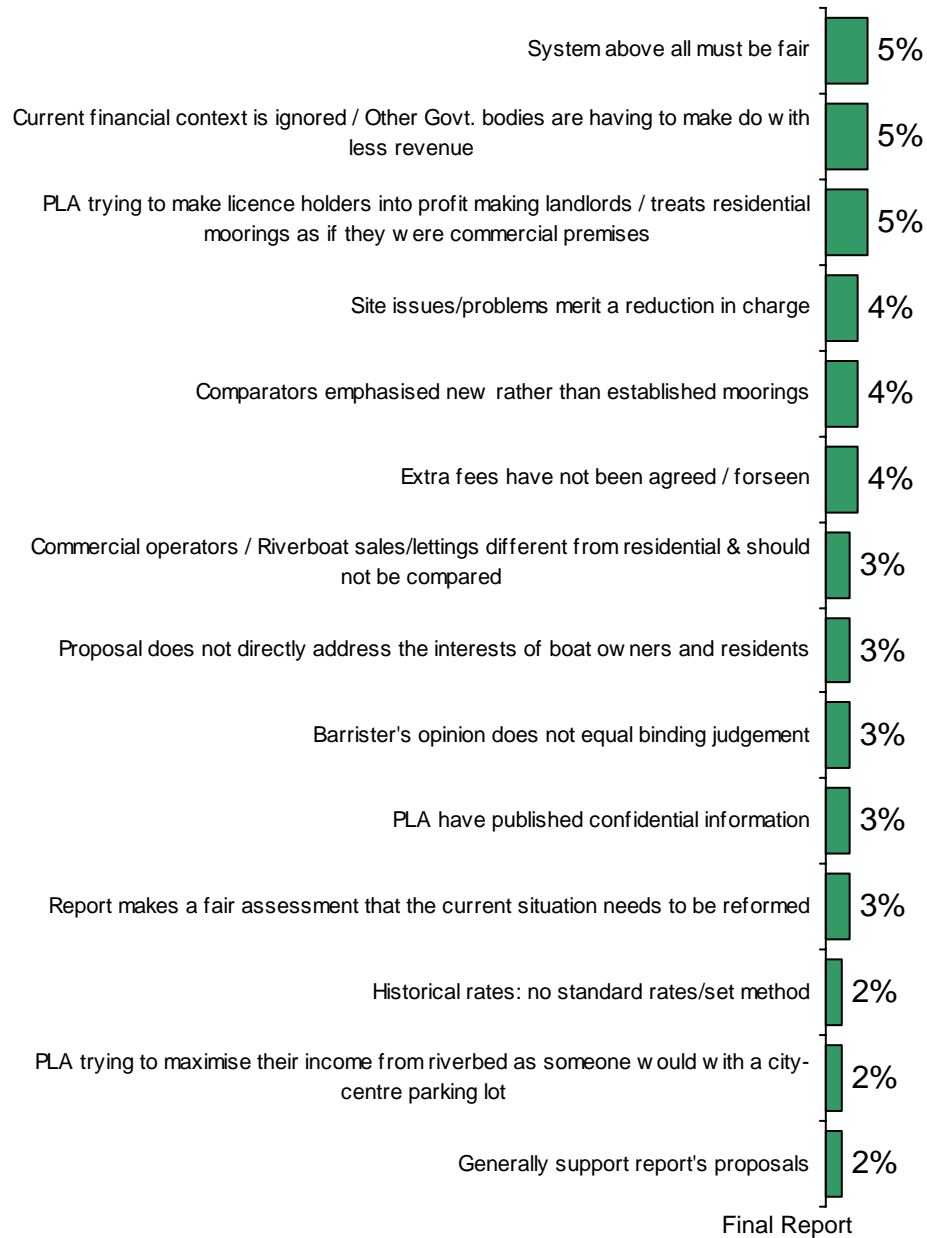
'Parts 1, 2 and 3 of the report provide the context for the proposals. Please let us have your comments'. Base: Total Sample, N=93





## Q2. Context for the proposals (3)

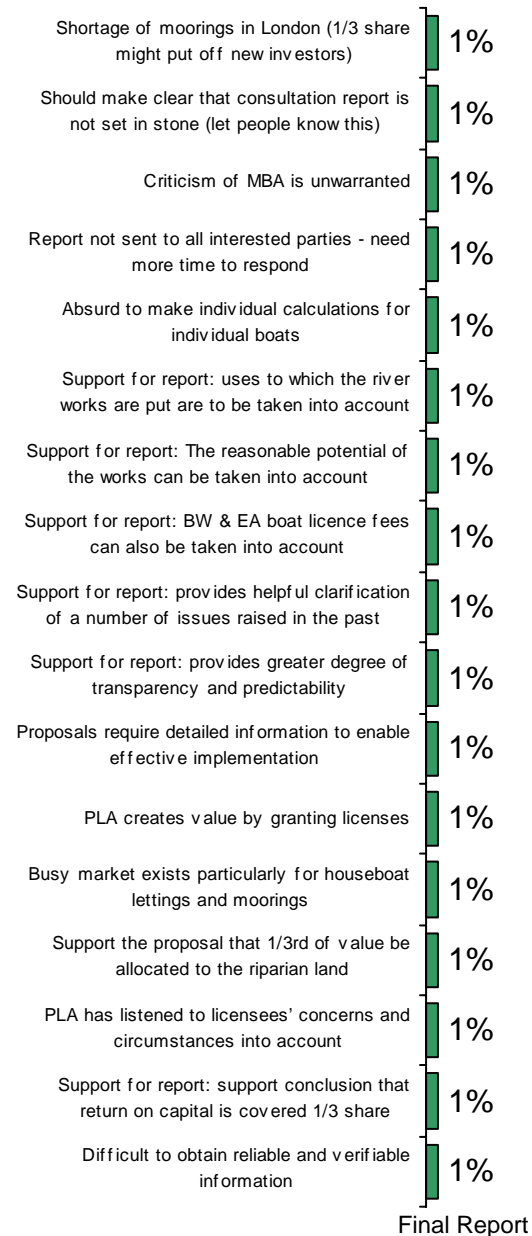
'Parts 1, 2 and 3 of the report provide the context for the proposals. Please let us have your comments'. Base: Total Sample, N=93





## Q2. Context for the proposals (4)

'Parts 1, 2 and 3 of the report provide the context for the proposals. Please let us have your comments'. Base: Total Sample, N=93

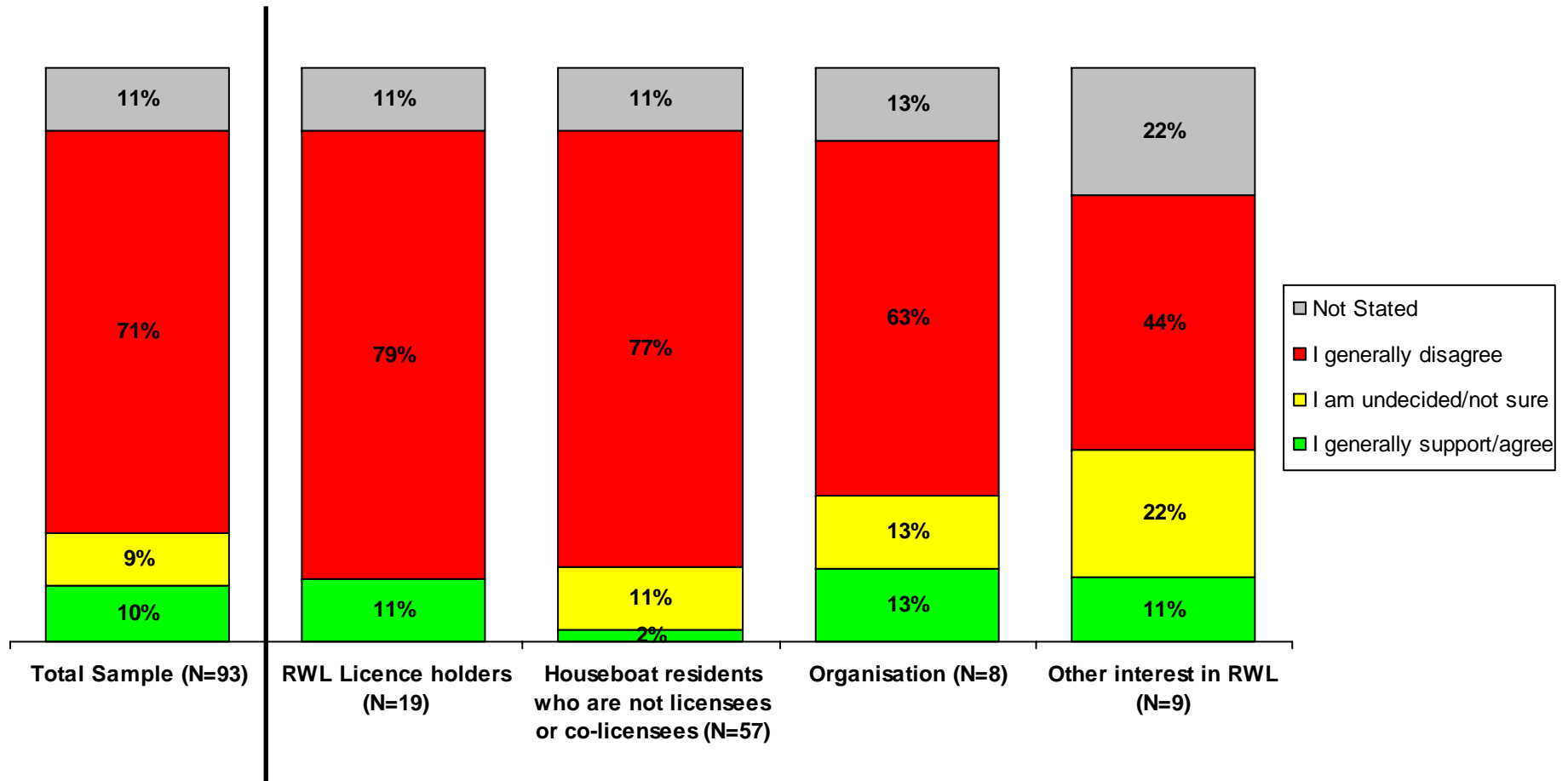




**Q3**  
**Reaction to Other charging options (p25)**

### Q3. Other charging options

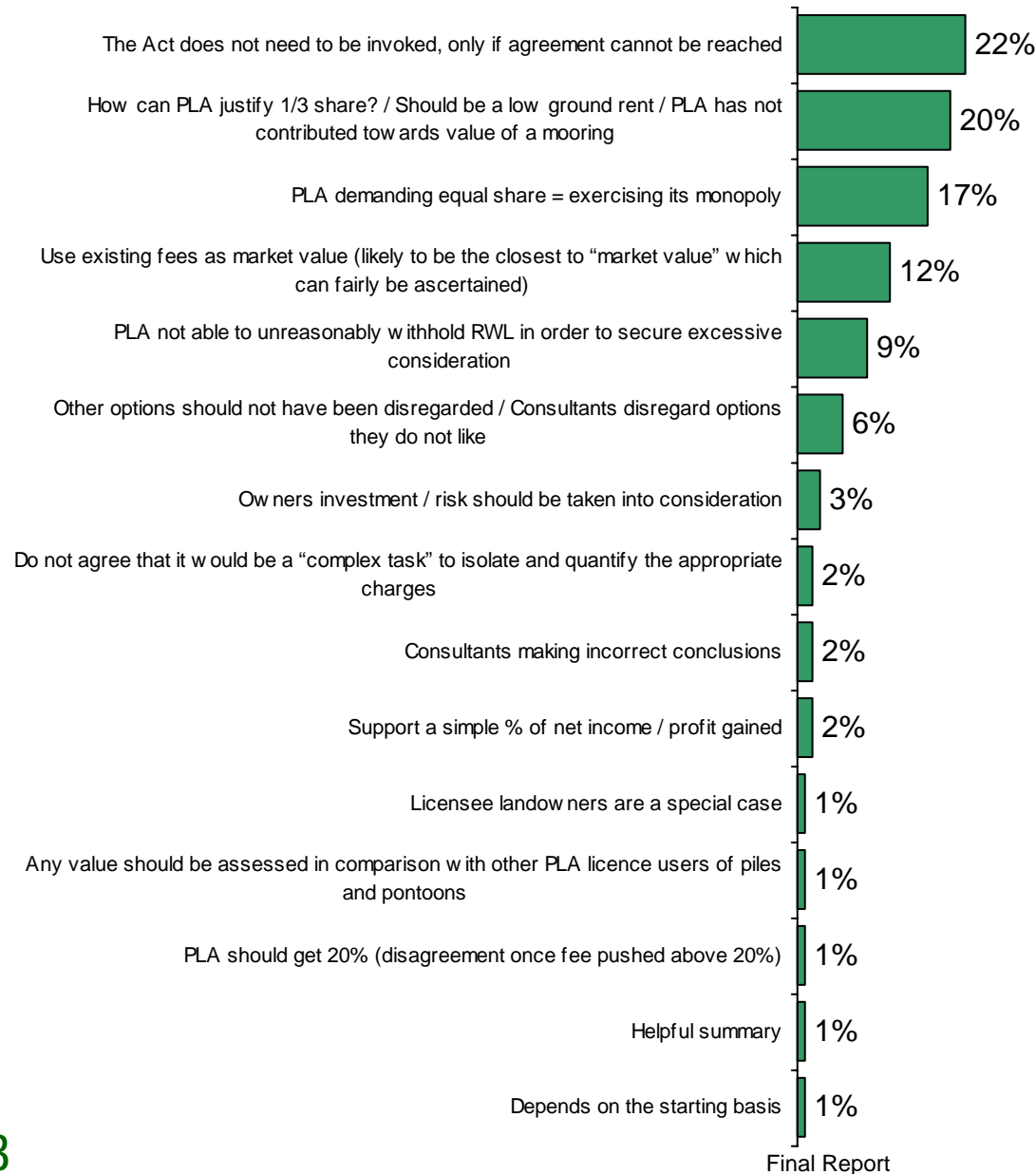
Base: Total Sample, N=93



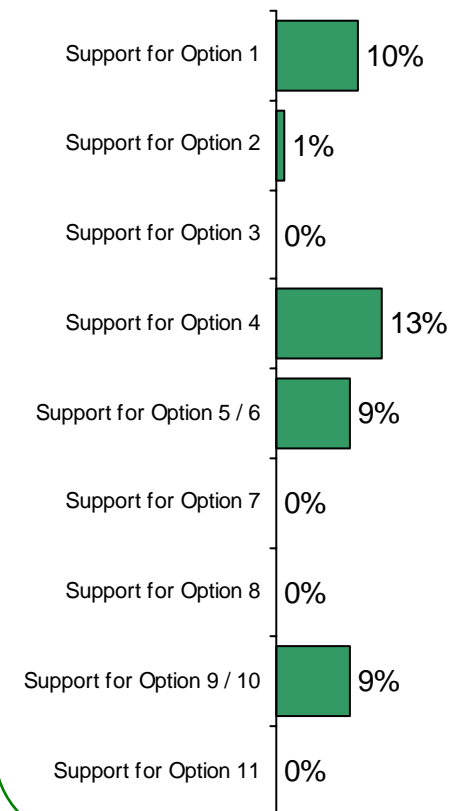
### Q3. Other charging options: Comments

Base: Total Sample, N=93

58% of respondents provided a comment in this section



#### Specific mentions of support for the various options



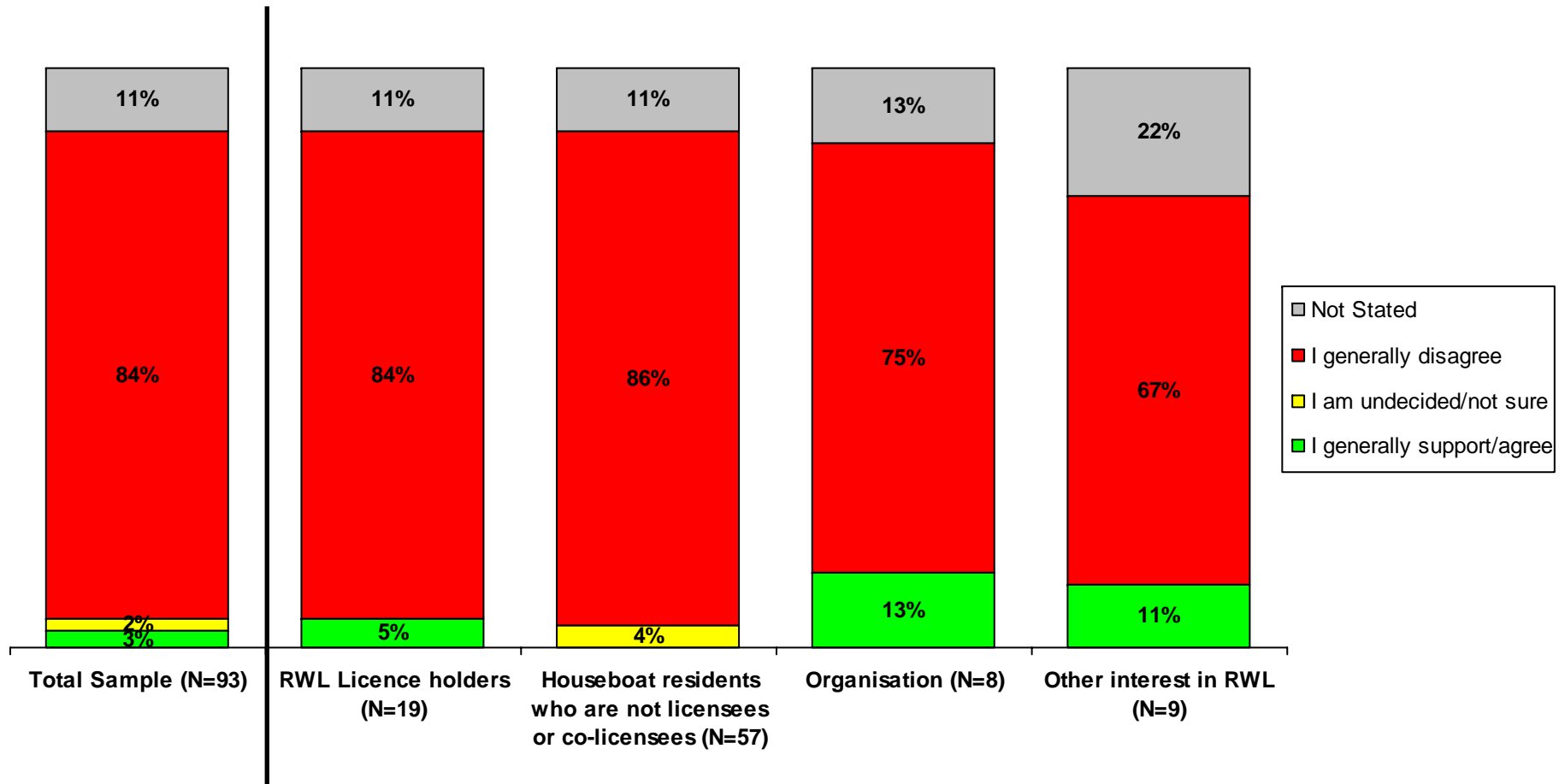


**Q4**  
**Overall Reaction to The proposed charging method (page 28)**



# Q4. The proposed charging method

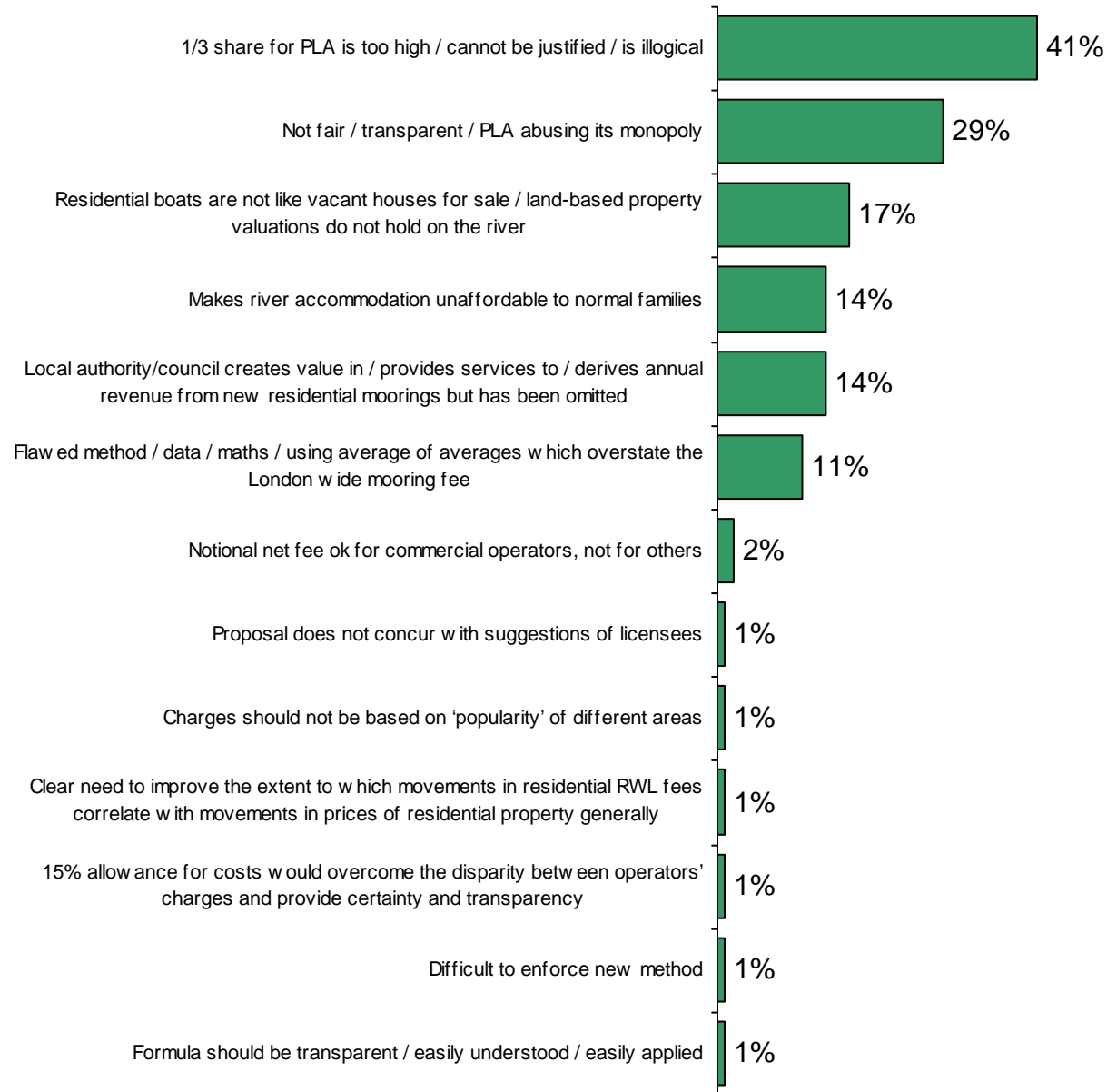
Base: Total Sample, N=93



## Q4. The proposed charging method: Comments

Base: Total Sample, N=93

65% of respondents provided a comment in this section

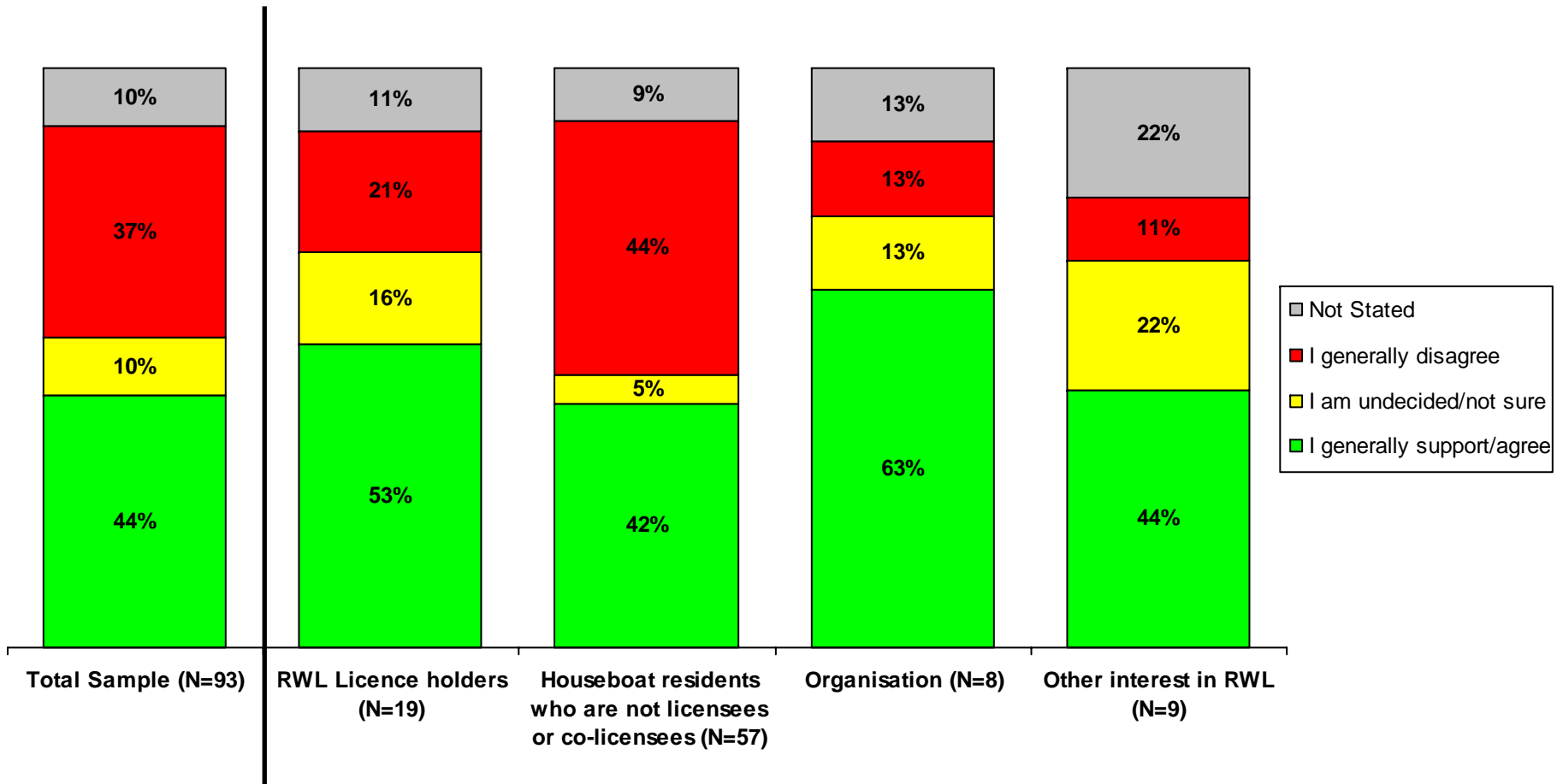




**Q5**  
**Reaction to Actual annual mooring fee (page 29)**

# Q5. Actual annual mooring fee

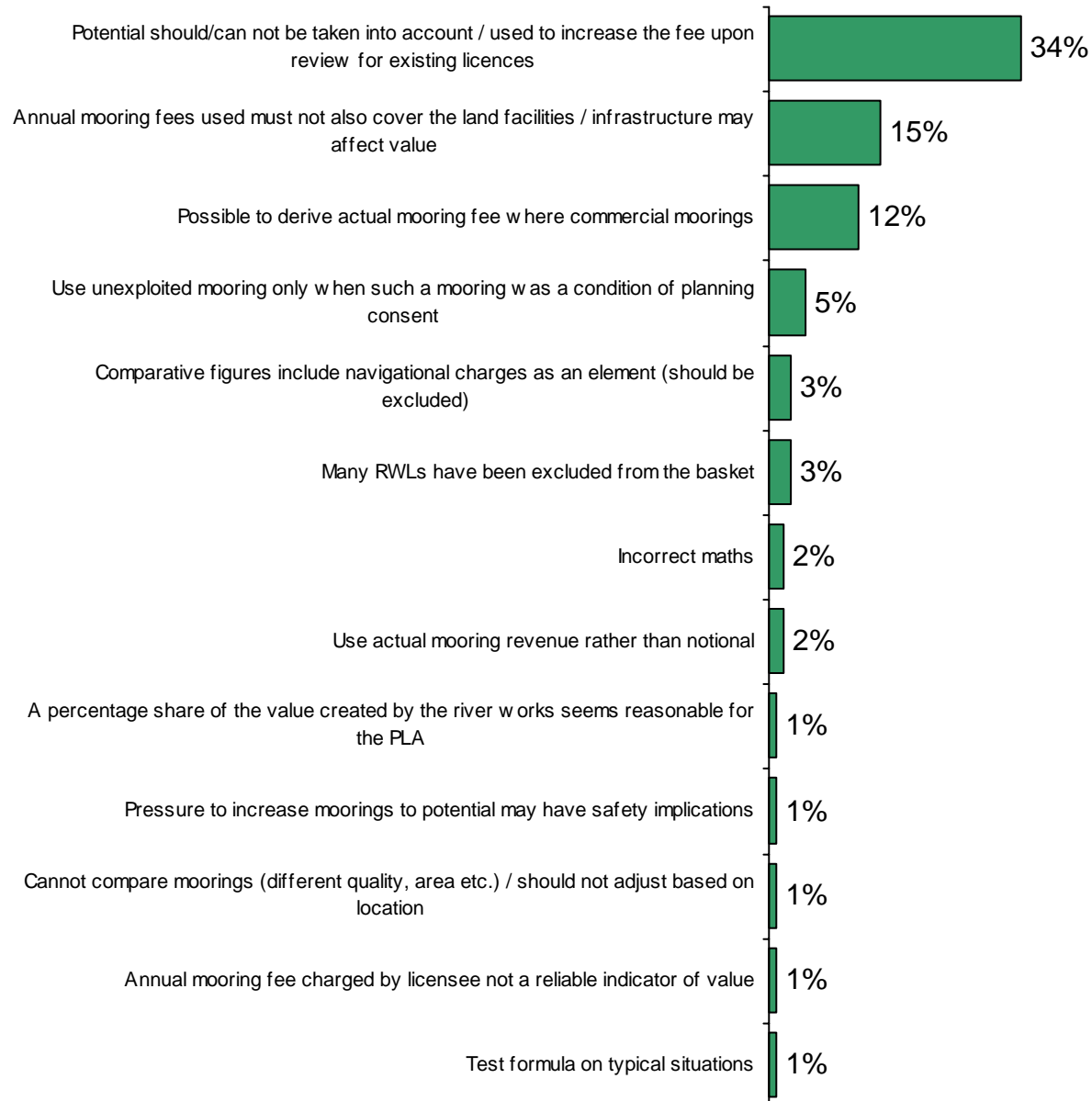
Base: Total Sample, N=93



# Q5. Actual annual mooring fee: Comments

Base: Total Sample, N=93

43% of respondents provided a comment in this section



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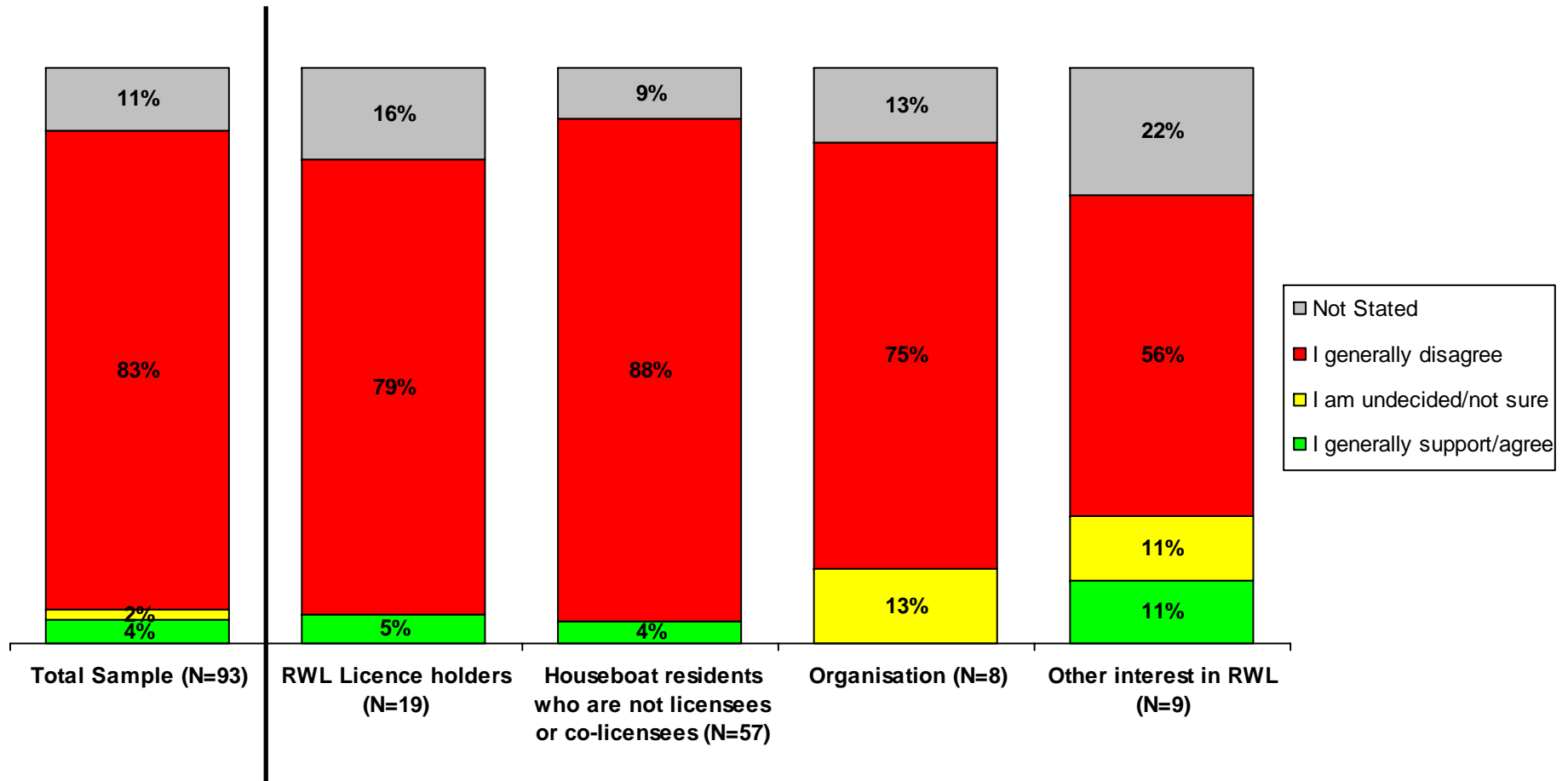


**Q6**

**Reaction to Notional annual mooring fee (page 29)**

# Q6. Notional annual mooring fee

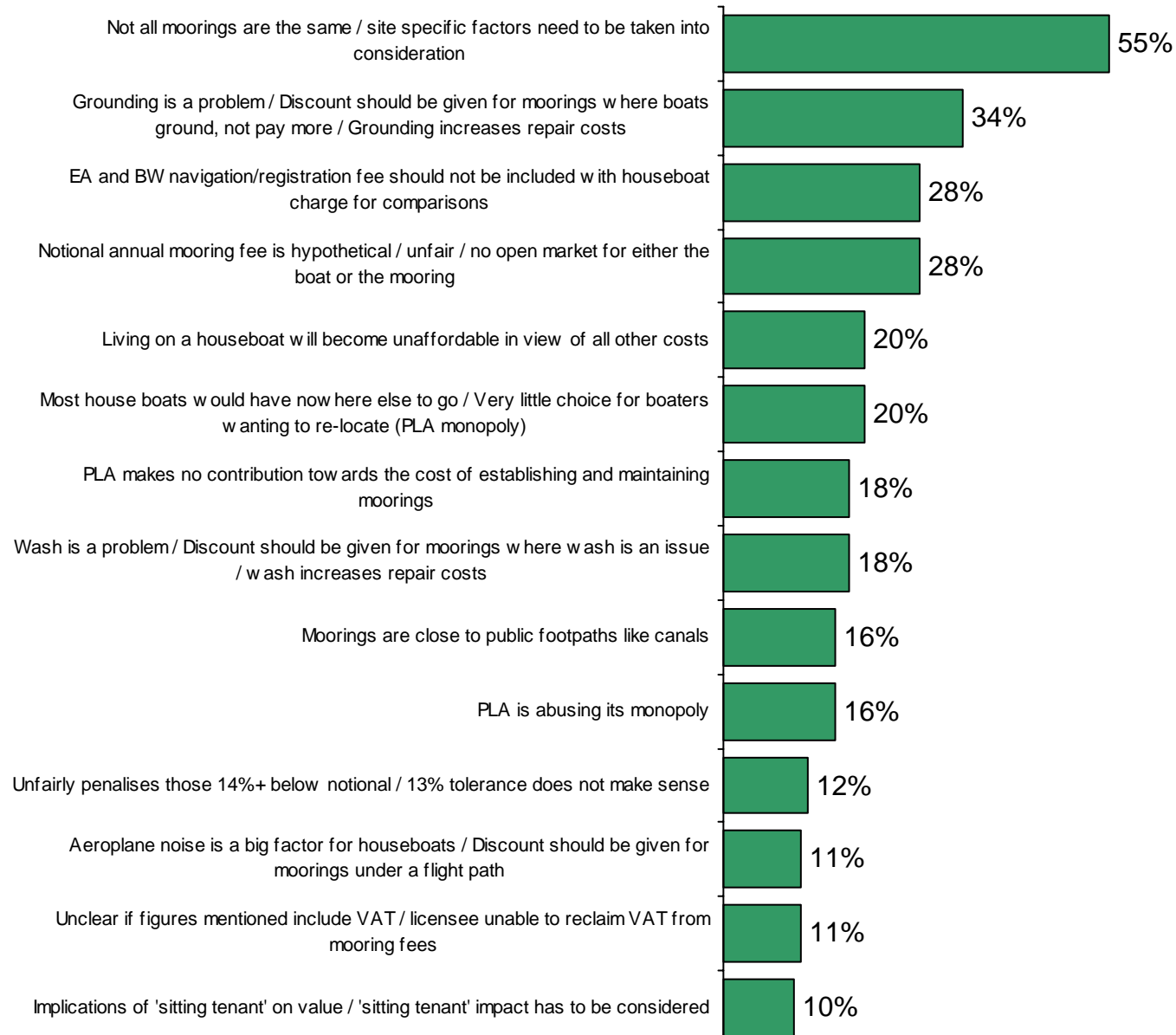
Base: Total Sample, N=93



# Notional annual mooring fee: Comments (1)

Base: Total Sample, N=93

74% of respondents provided a comment in this section



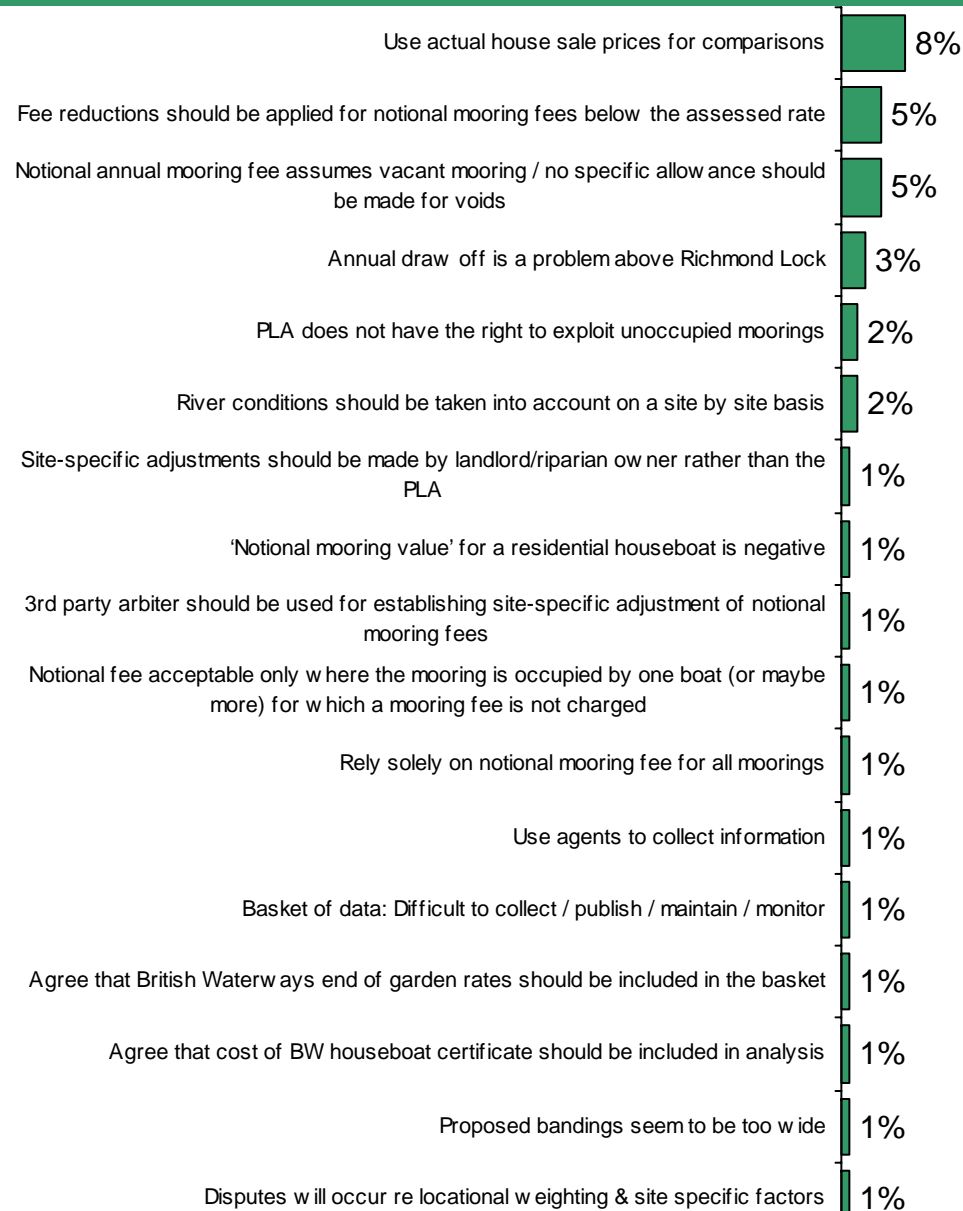
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## Notional annual mooring fee: Comments (2)

Base: Total Sample, N=93

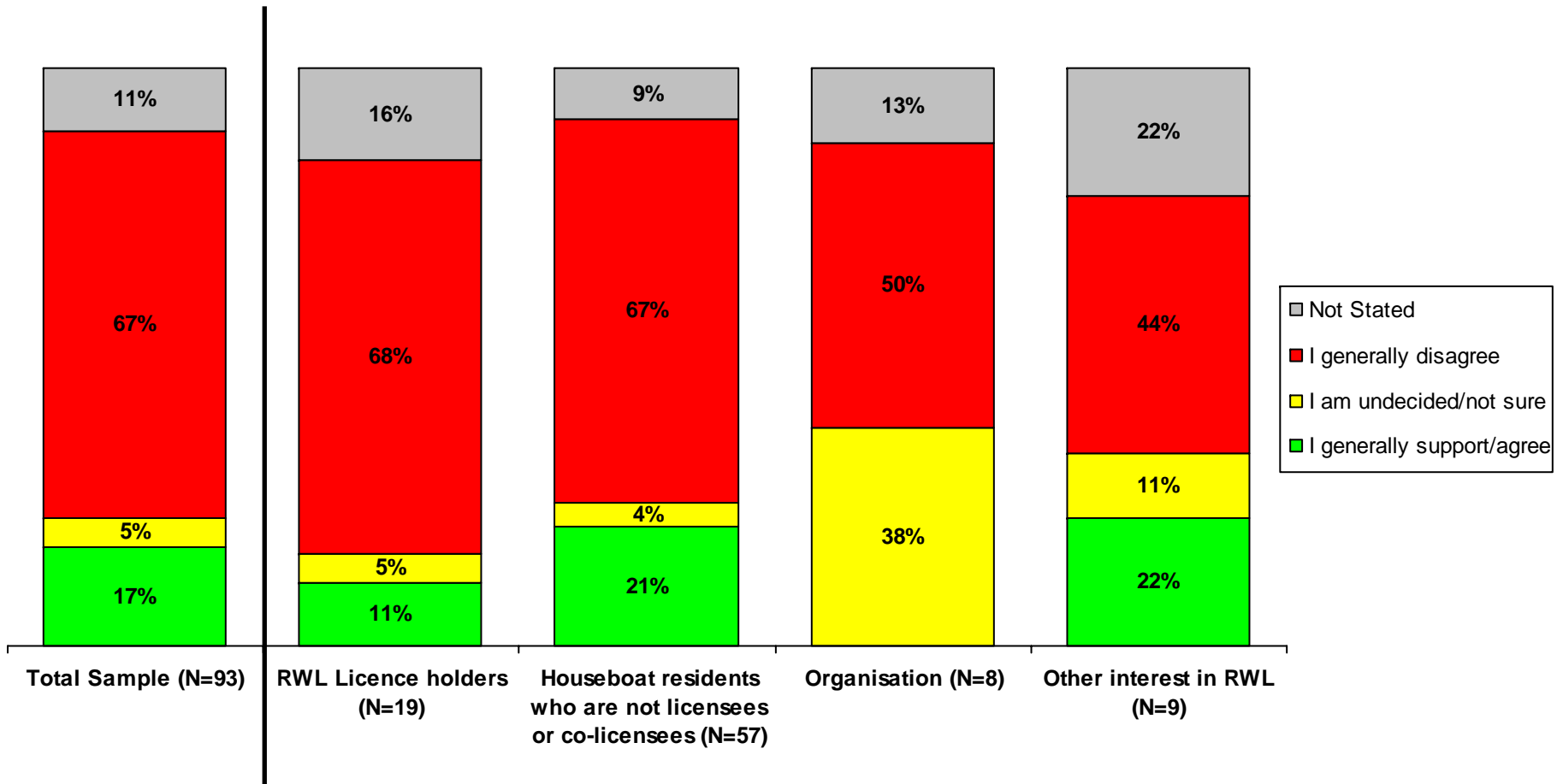




**Q7**  
**Reaction to Applying the mooring fee to the boat(s) (page 35)**

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

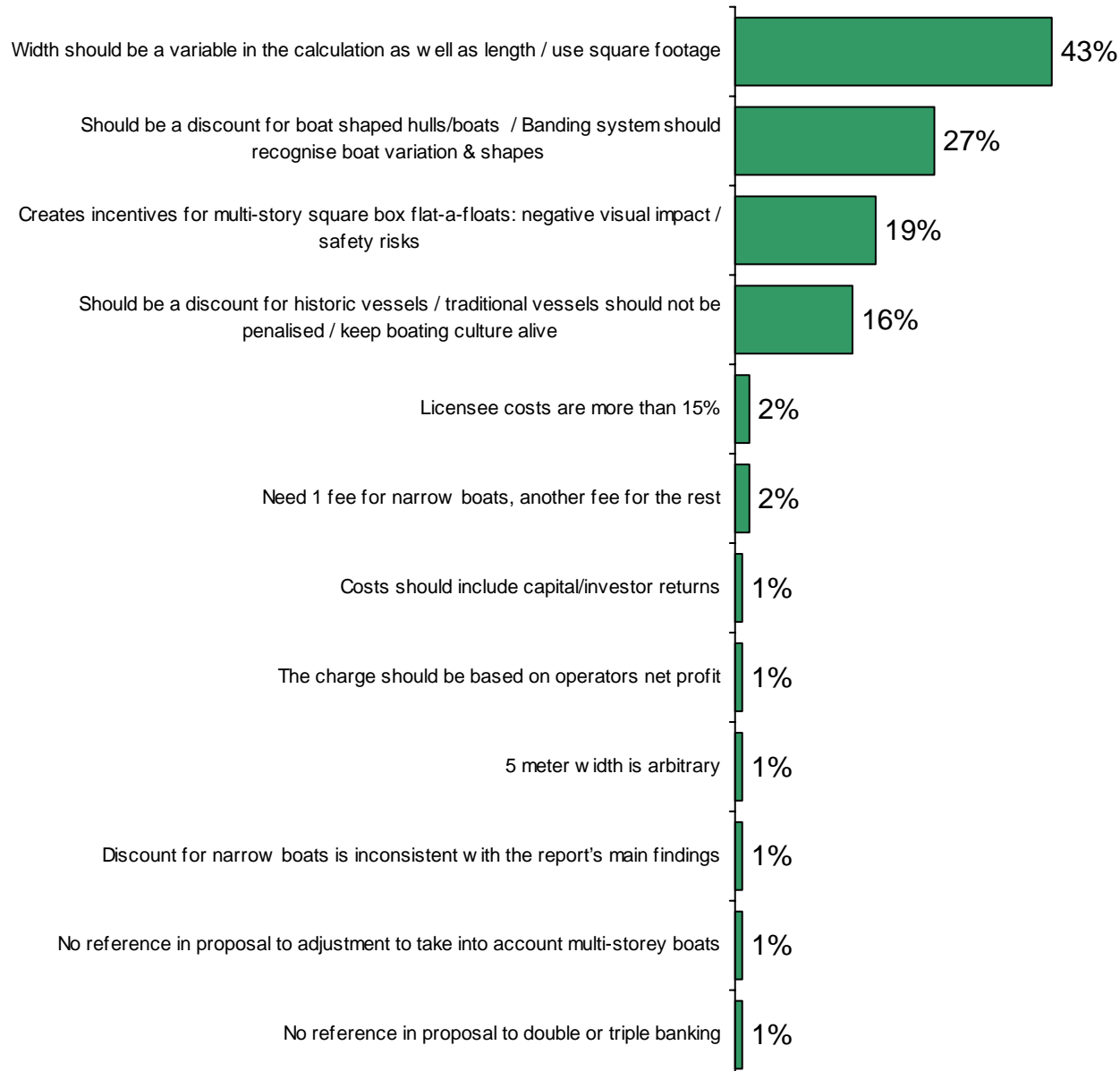
Base: Total Sample, N=93



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

Base: Total Sample, N=93

57% of respondents provided a comment in this section



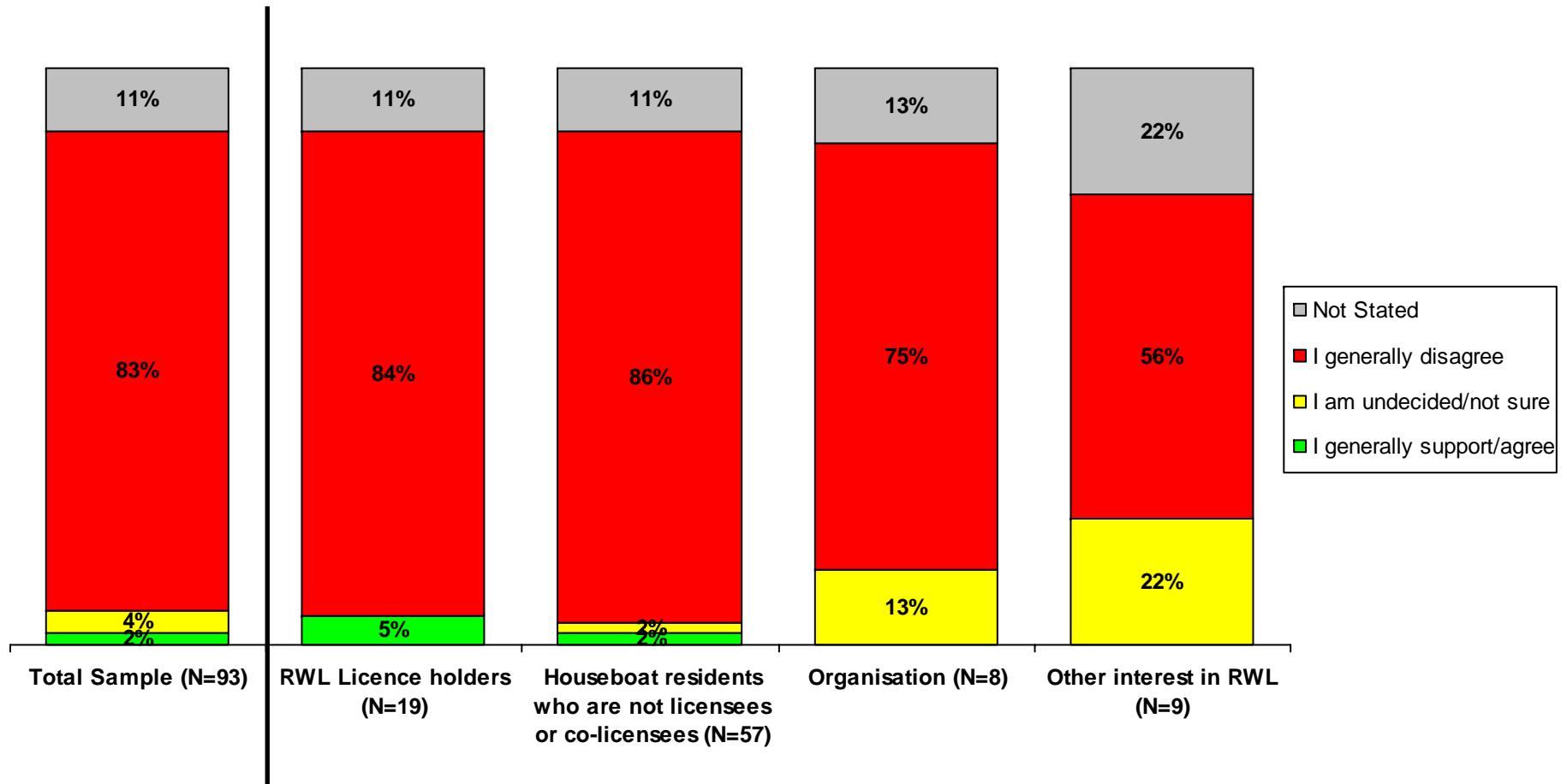
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**Q8**  
**Reaction to Costs (page 37)**

## Q8. Costs

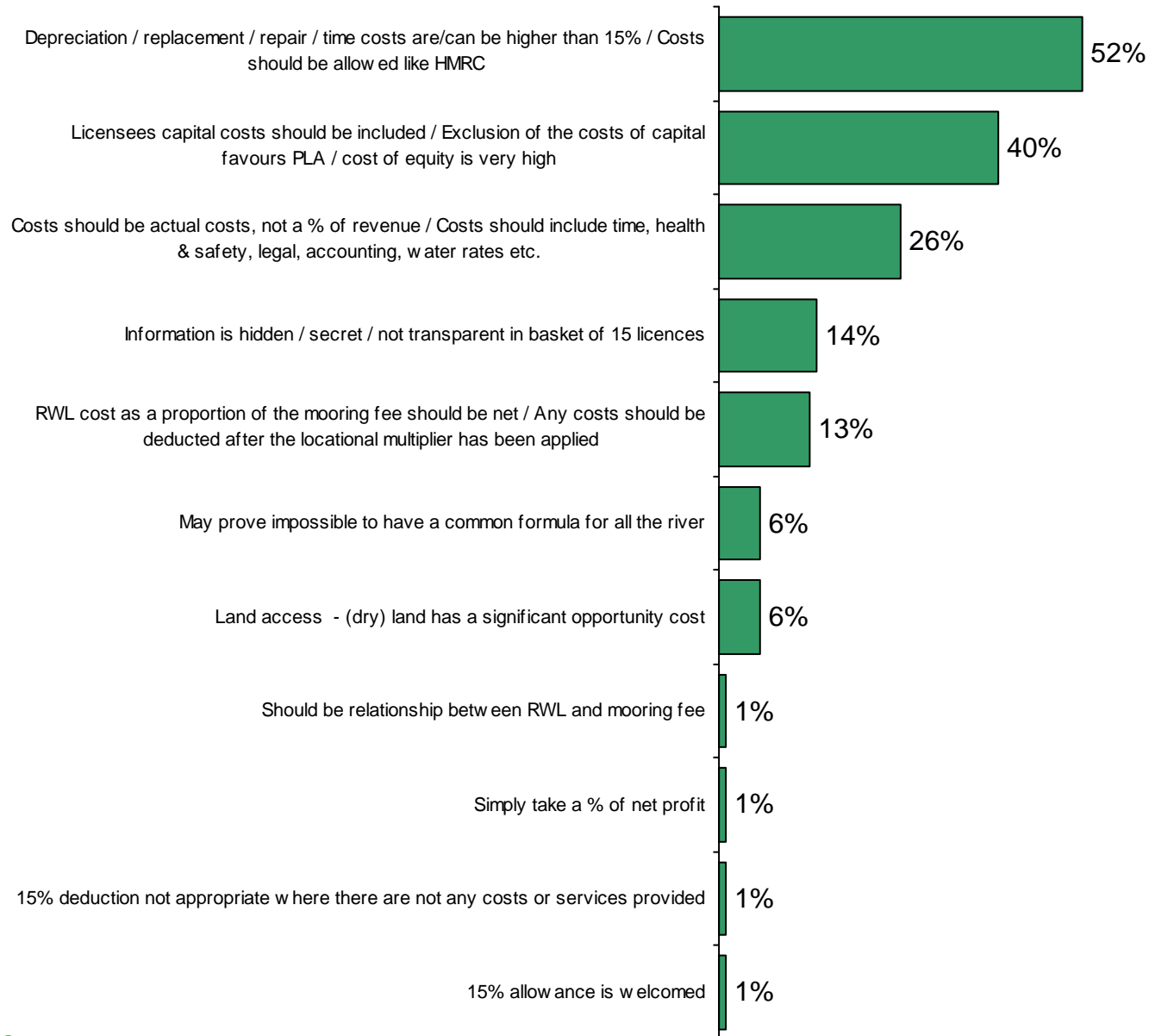
Base: Total Sample, N=93



## Q8. Costs

Base: Total Sample, N=93

68% of respondents provided a comment in this section



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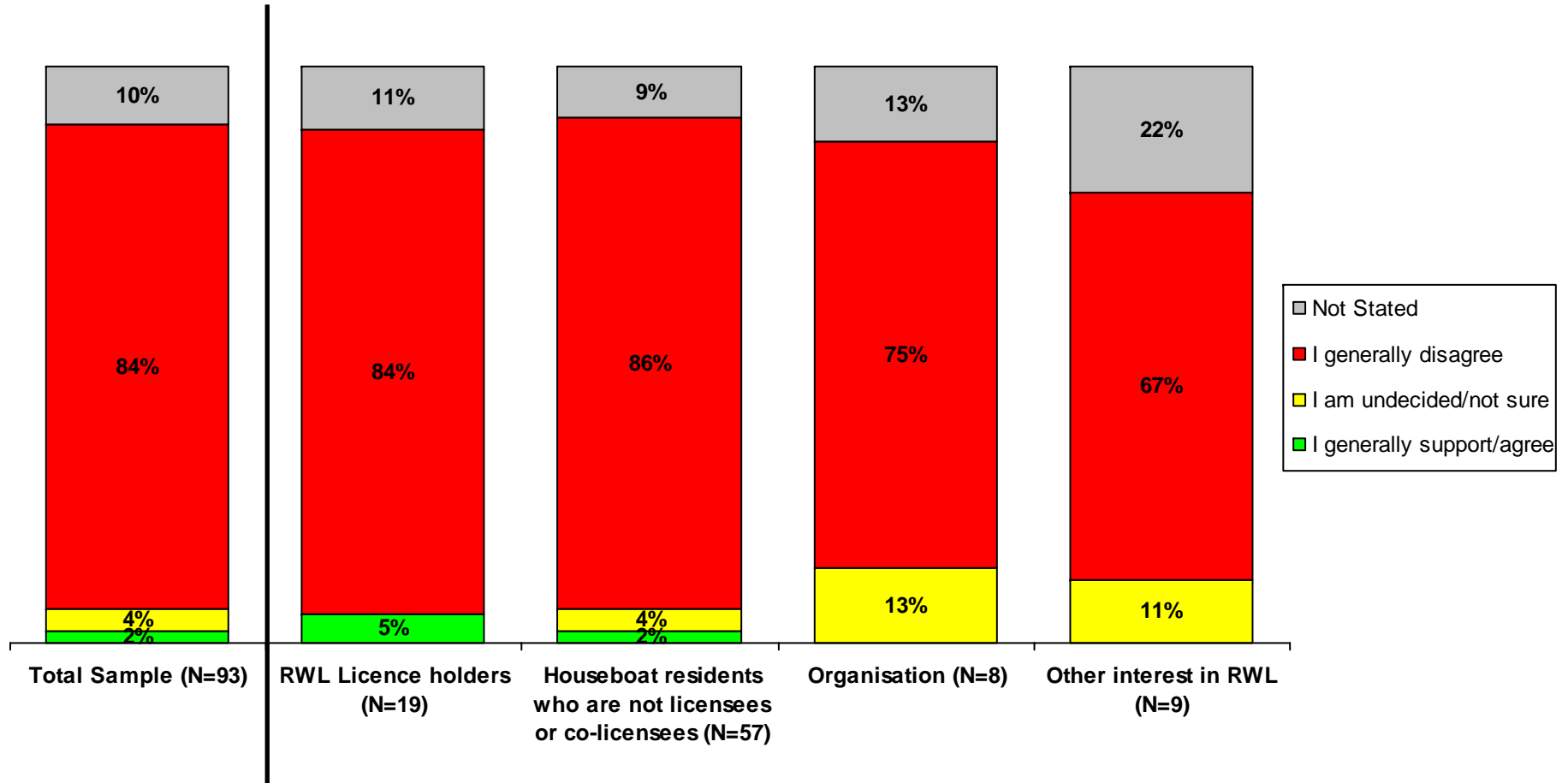


**Q9**  
**Reaction to Share of the net value (page 40)**



# Q9. Share of the net value

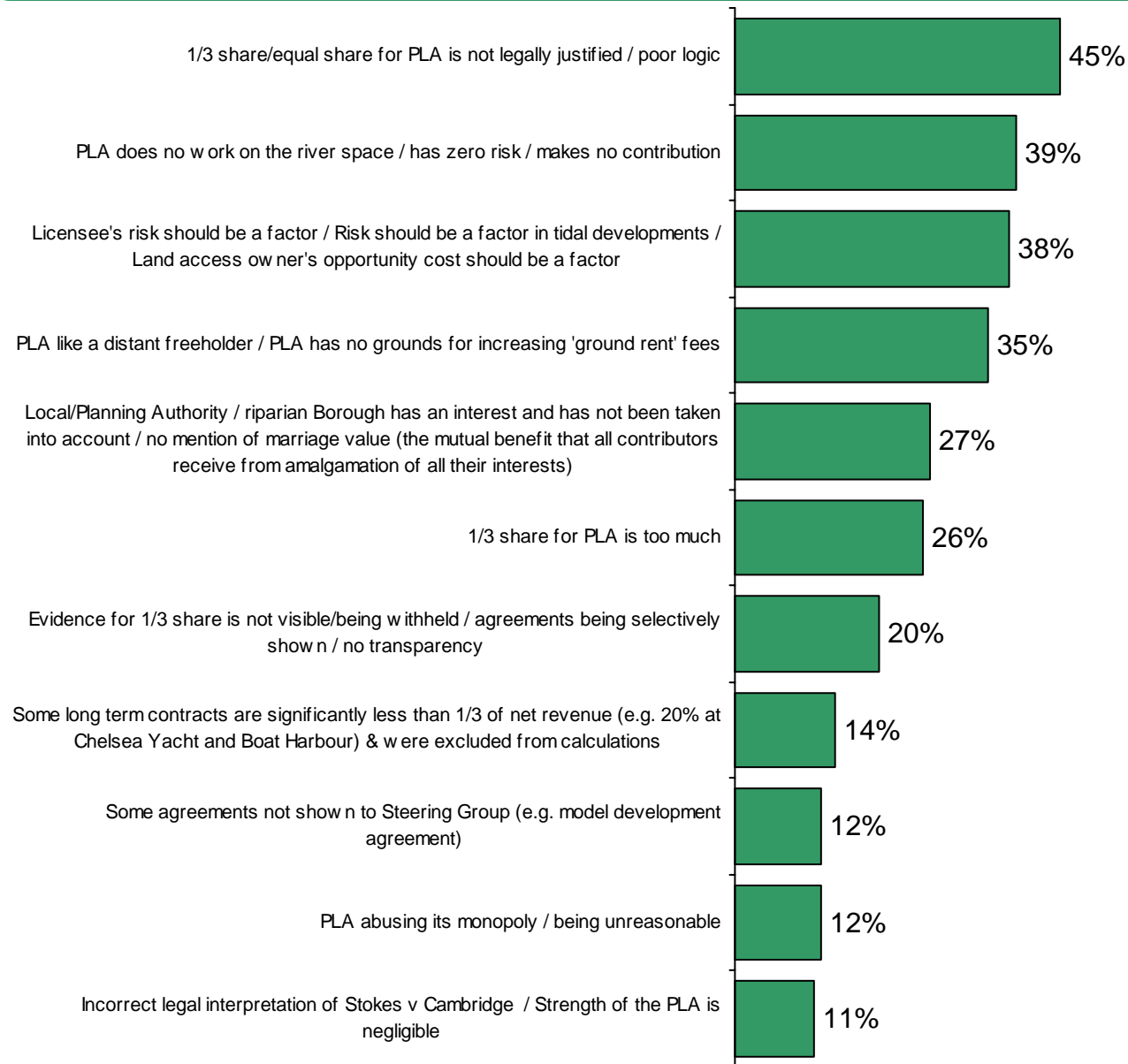
Base: Total Sample, N=93



# Q9. Share of the net value (1)

Base: Total Sample, N=93

69% of respondents provided a comment in this section

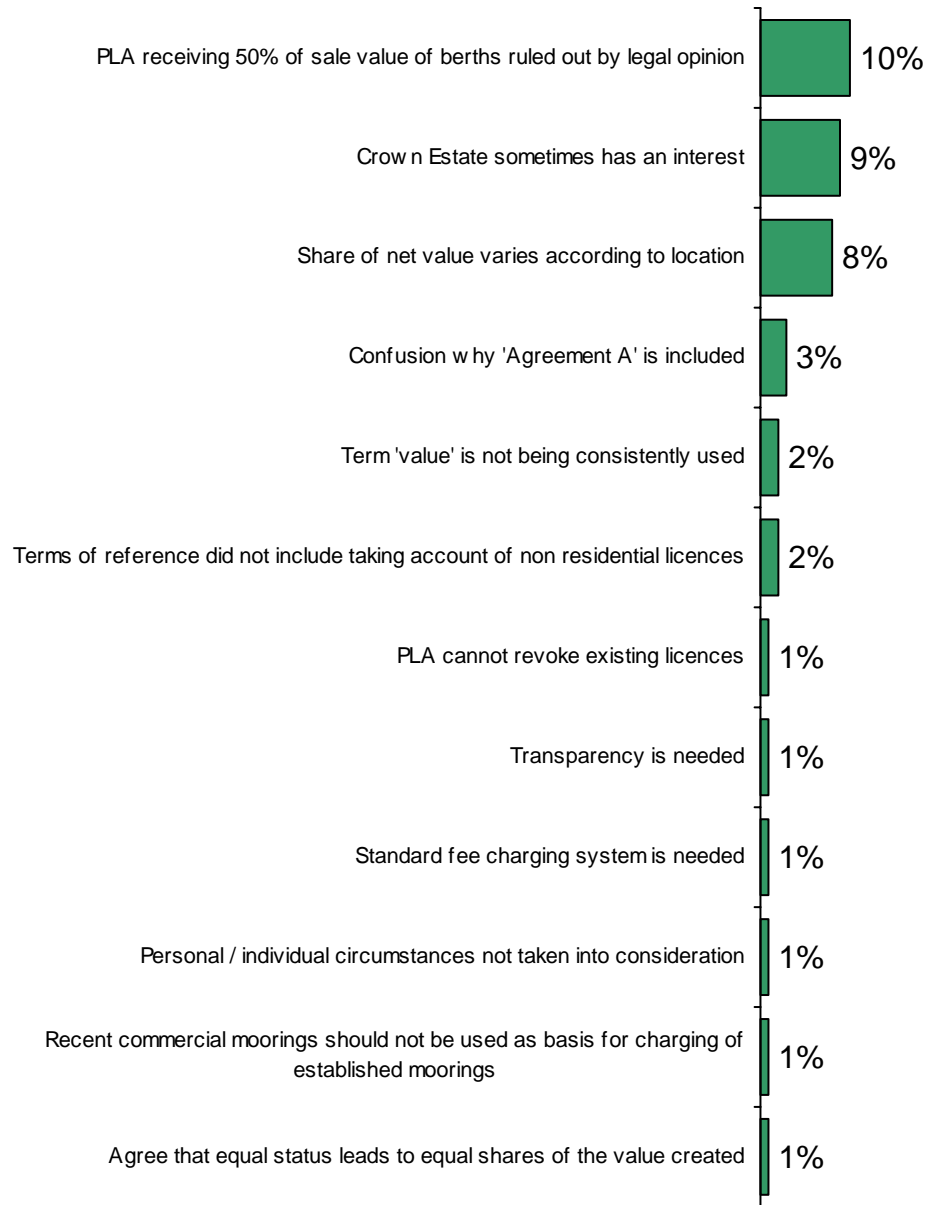


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## Q9. Reaction to Share of the net value (2)

Base: Total Sample, N=93



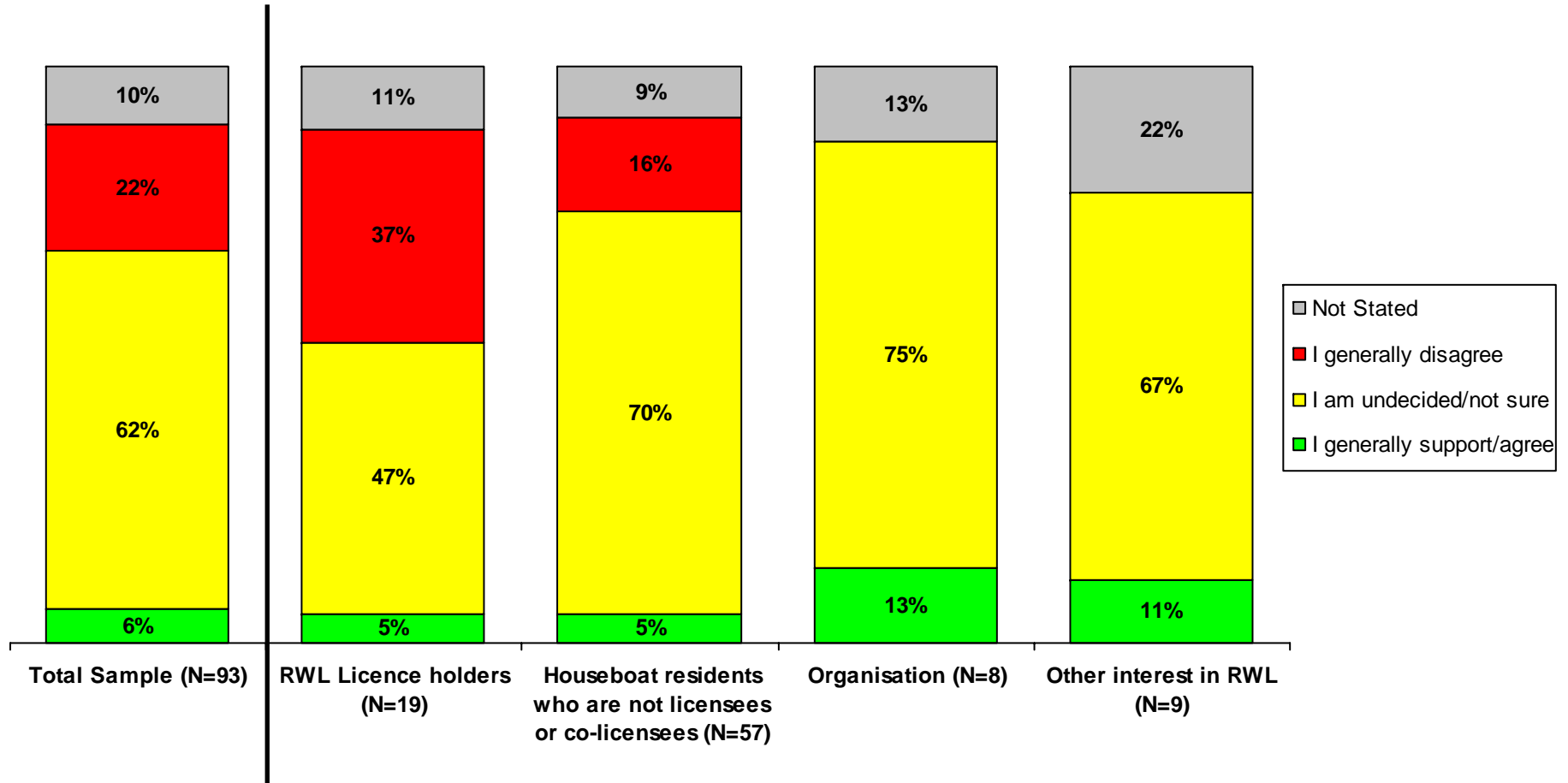
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**Q10**  
**Reaction to Reviews (page 43)**

# Q10. Reviews

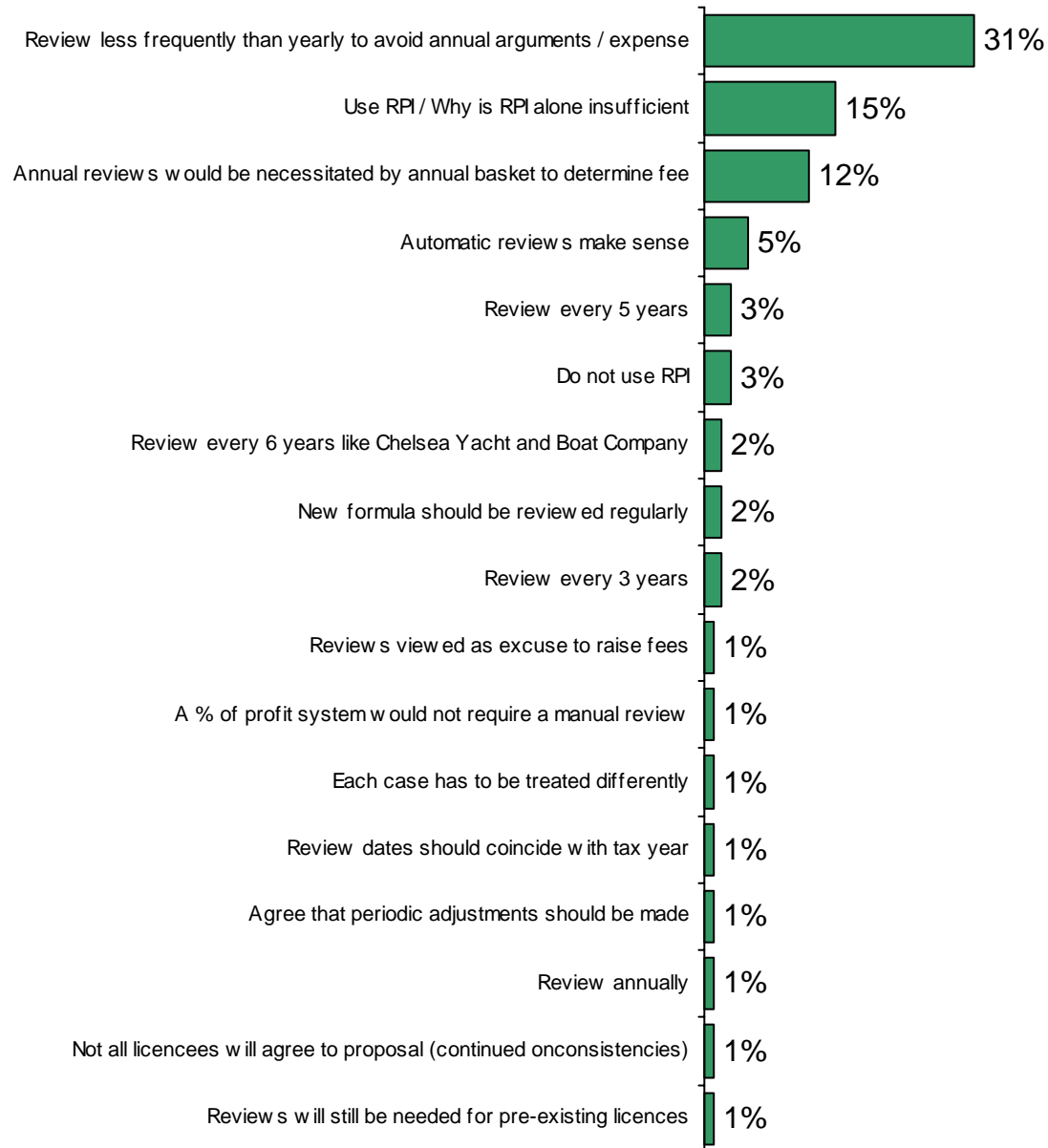
Base: Total Sample, N=93



# Q10. Reviews

Base: Total Sample, N=93

58% of respondents provided a comment in this section

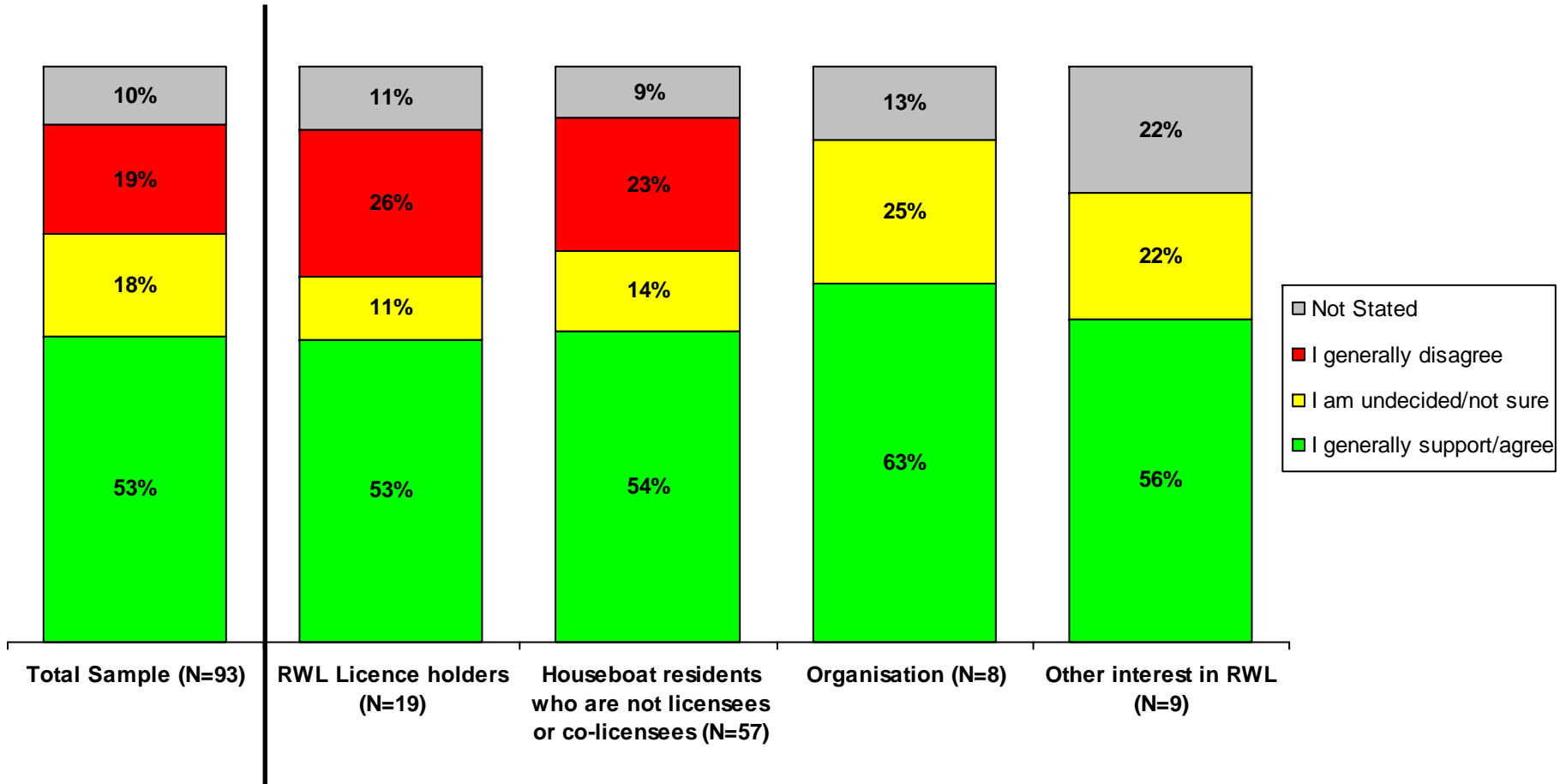




**Q11**  
**Reaction to Large multi-tenanted houseboats (page 43)**

# Q11. Large multi-tenanted houseboats

Base: Total Sample, N=93

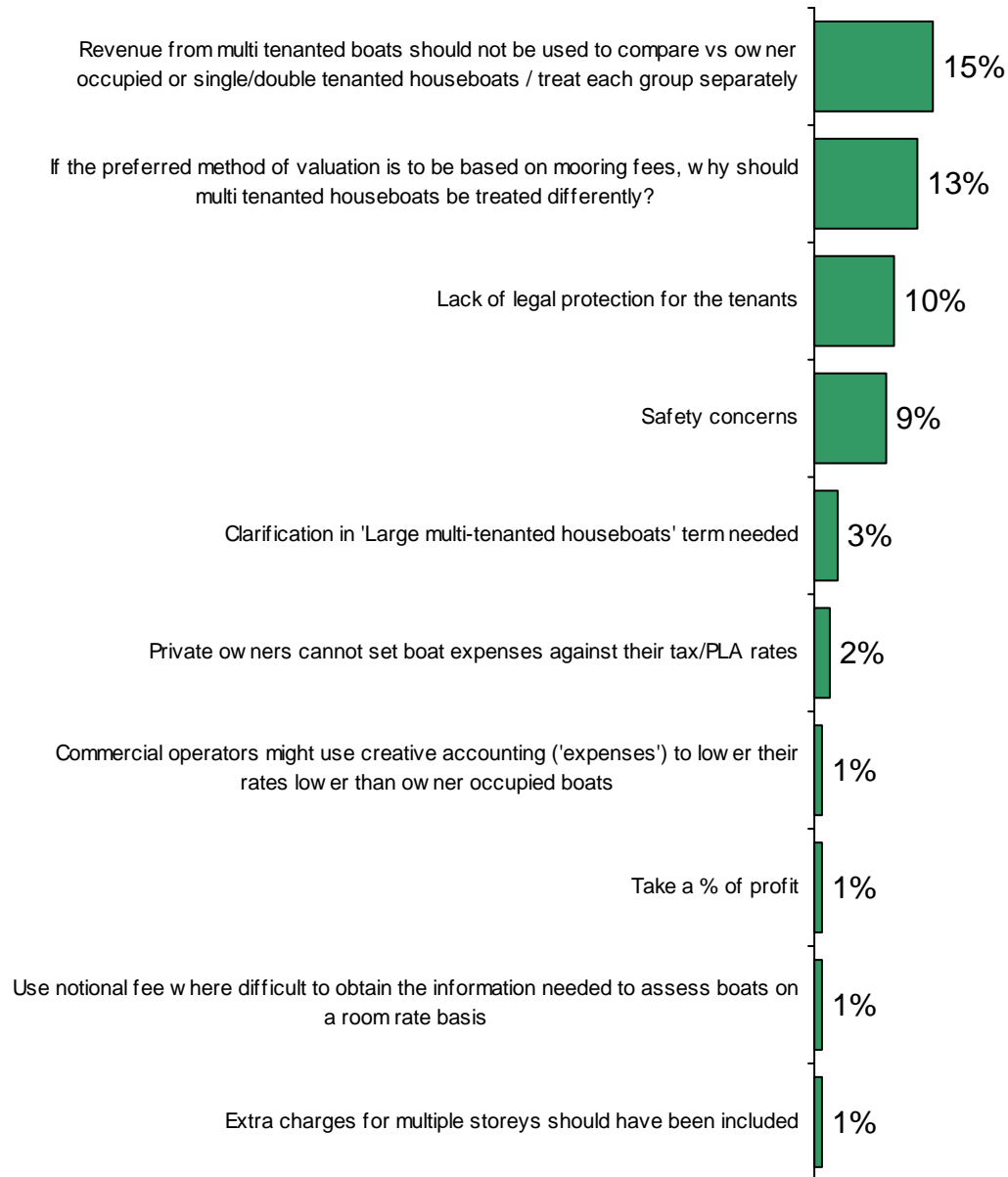




# Q11. Large multi-tenanted houseboats

Base: Total Sample, N=93

37% of respondents provided a comment in this section

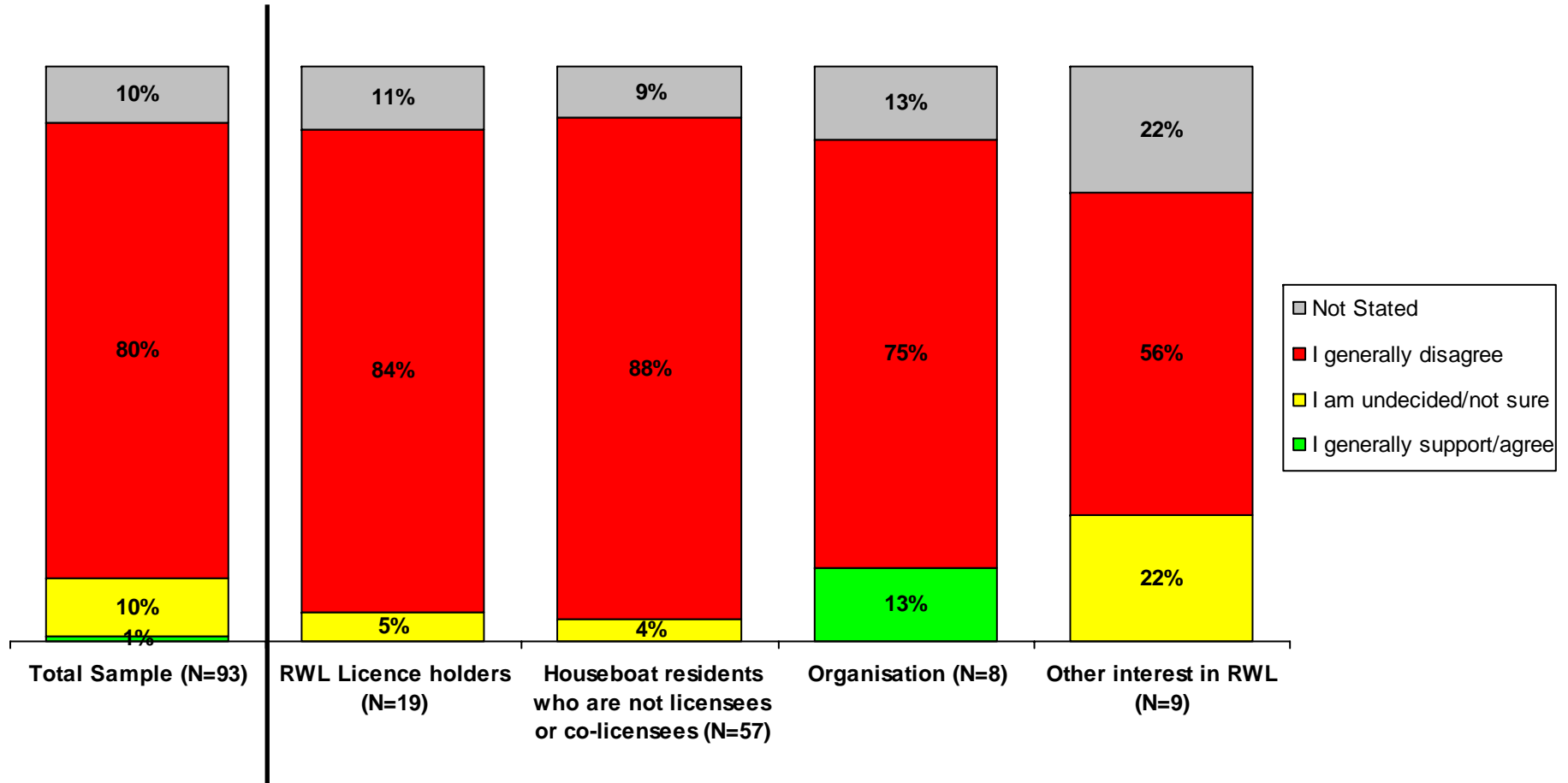




**Q12**  
**Reaction to New licence agreements (page 44)**

## Q12. New licence agreements

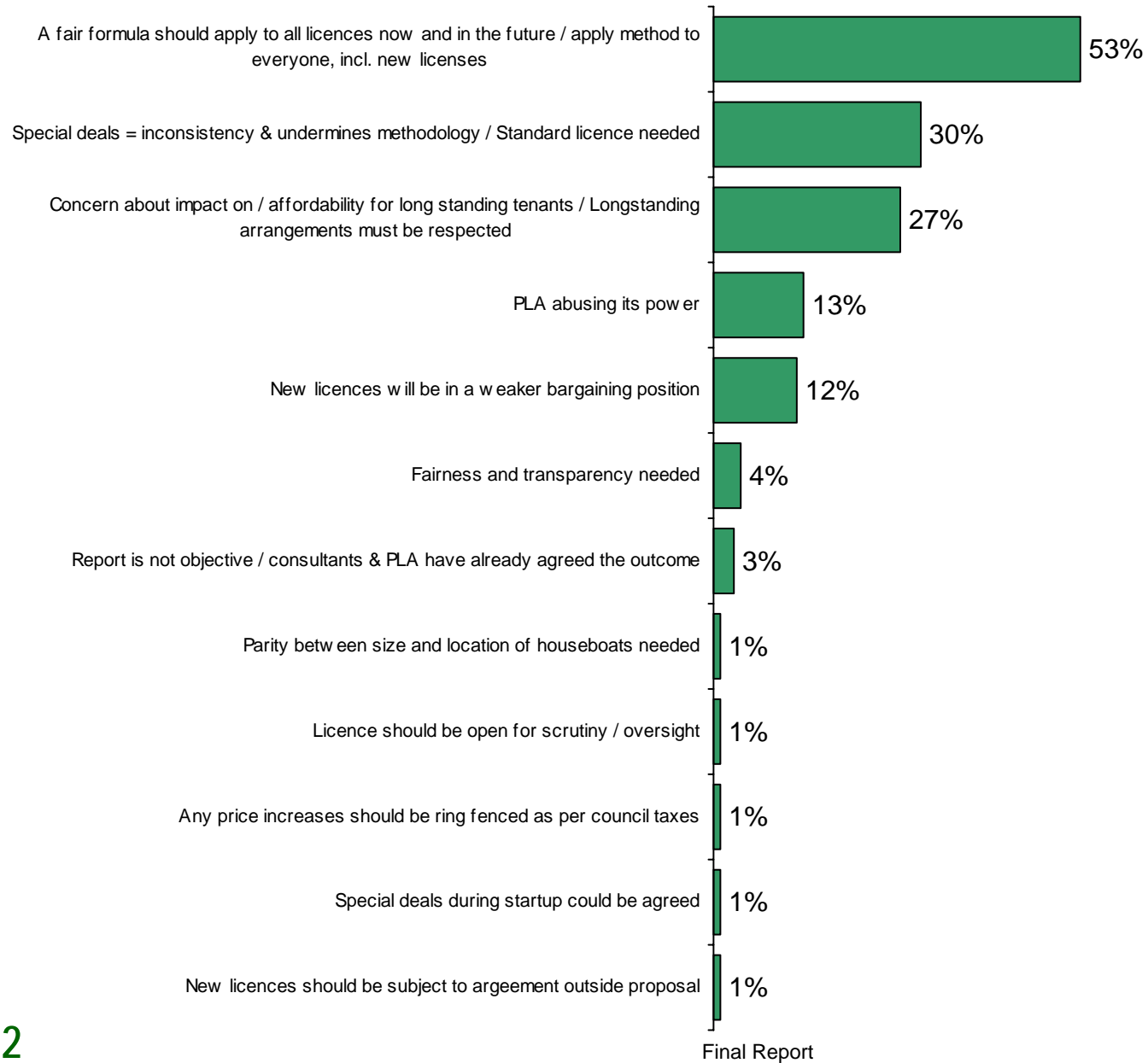
Base: Total Sample, N=93



## Q12. New licence agreements

Base: Total Sample, N=93

66% of respondents provided a comment in this section

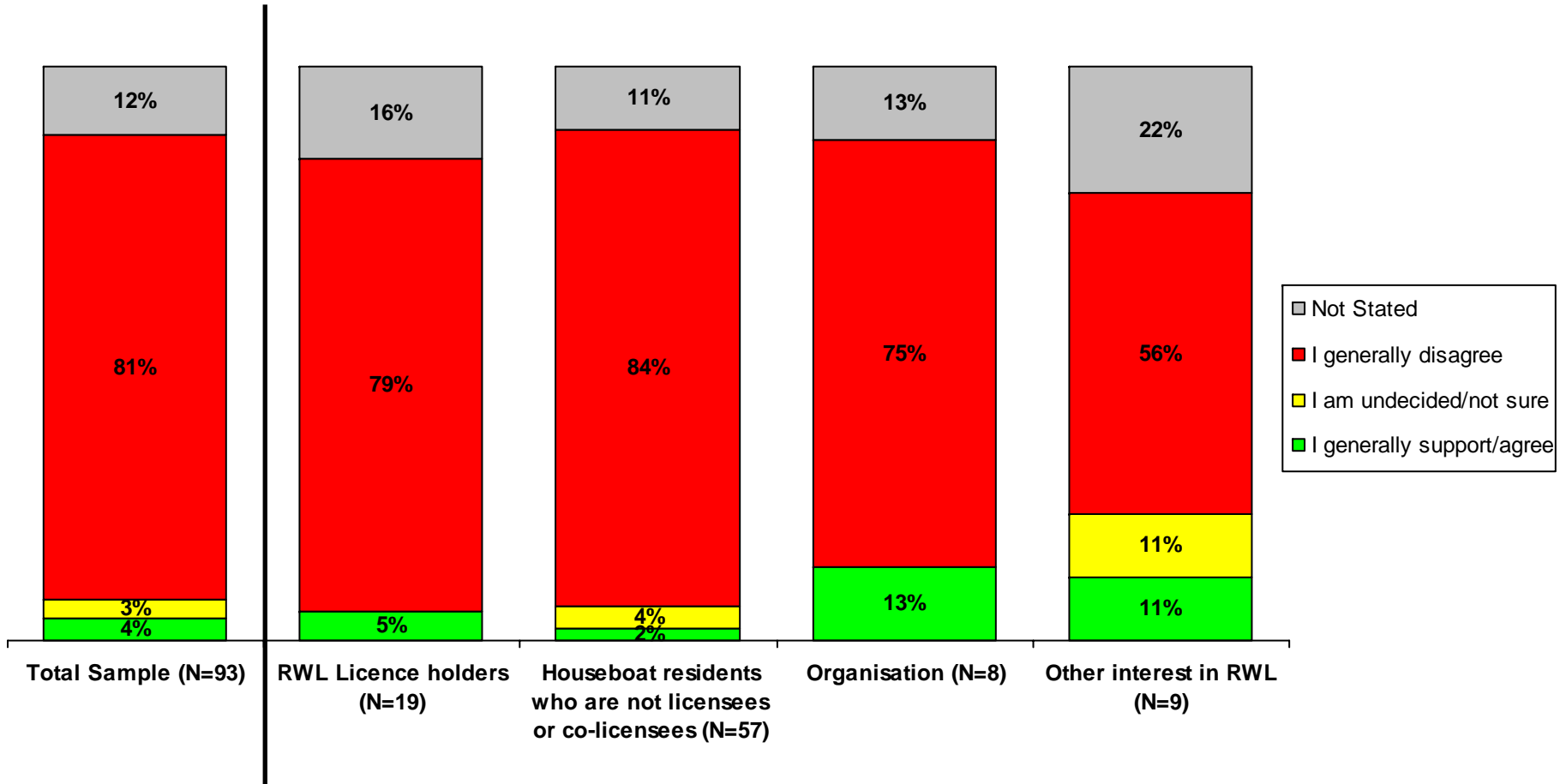




**Q13**  
**Reaction to Merits of the proposal (page 45)**

# Q13. Merits of the proposal

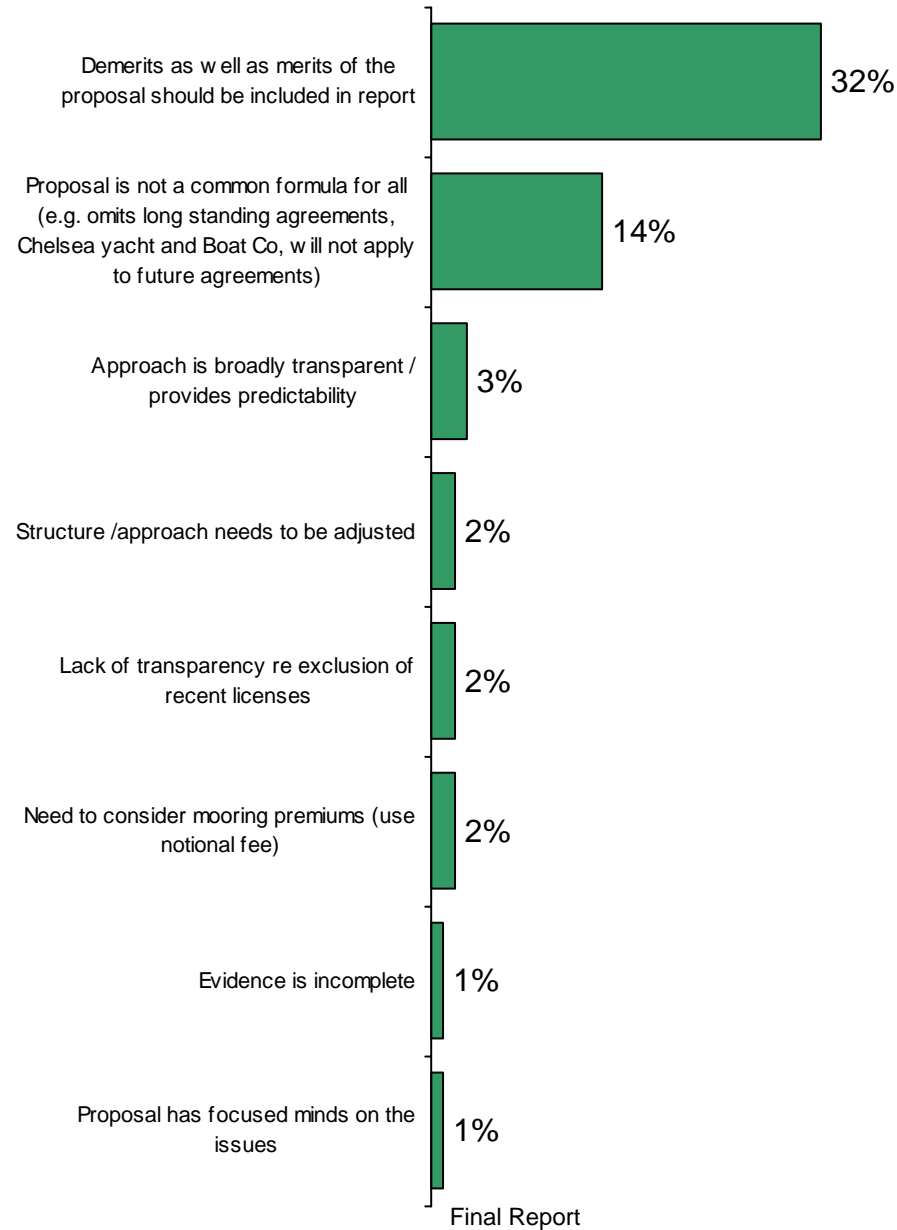
Base: Total Sample, N=93



# Q13. Merits of the proposal

Base: Total Sample, N=93

40% of respondents provided a comment in this section



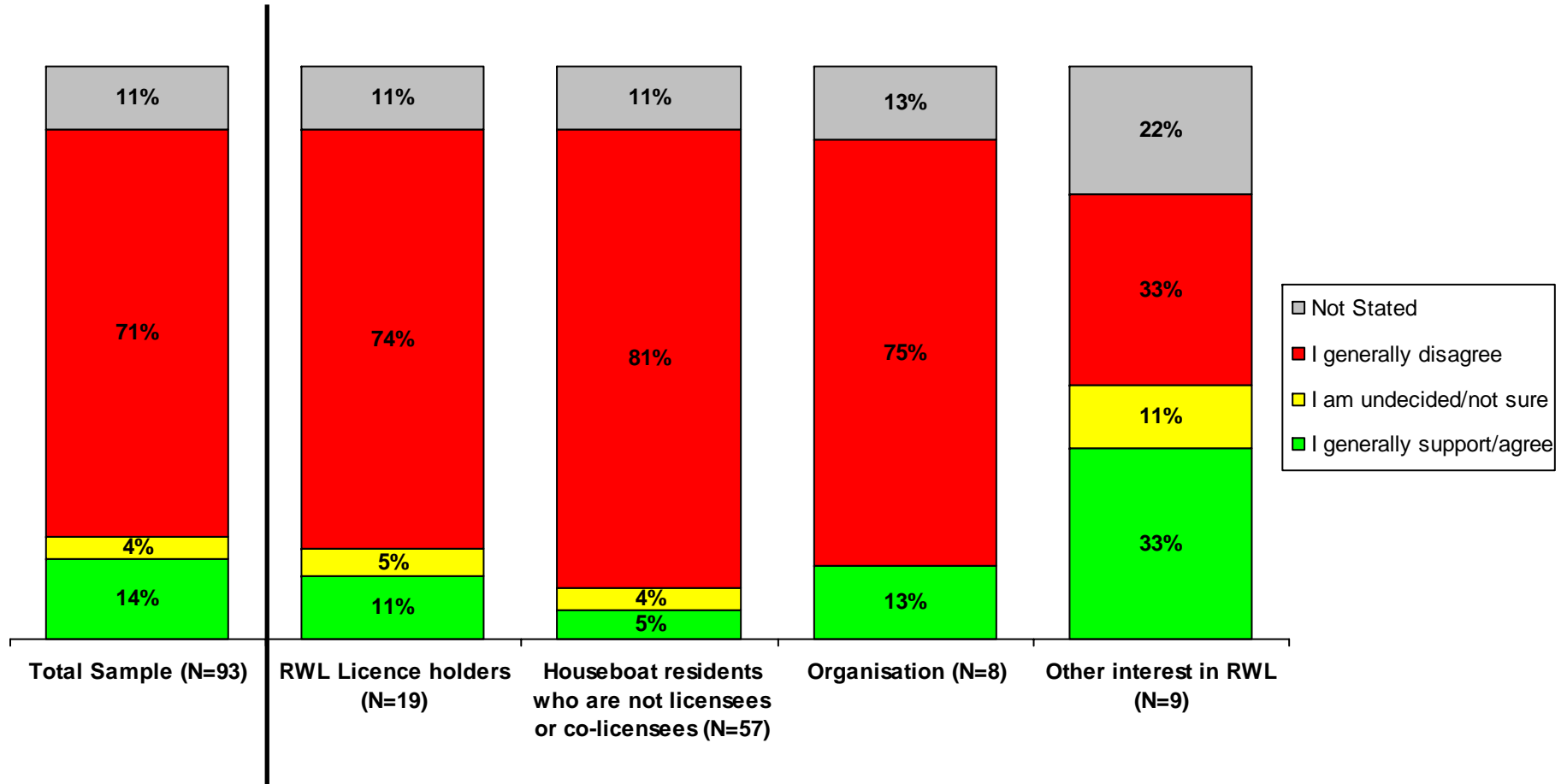


**Q14**  
**Reaction to Dispute resolution (page 46)**



# Q14. Dispute resolution

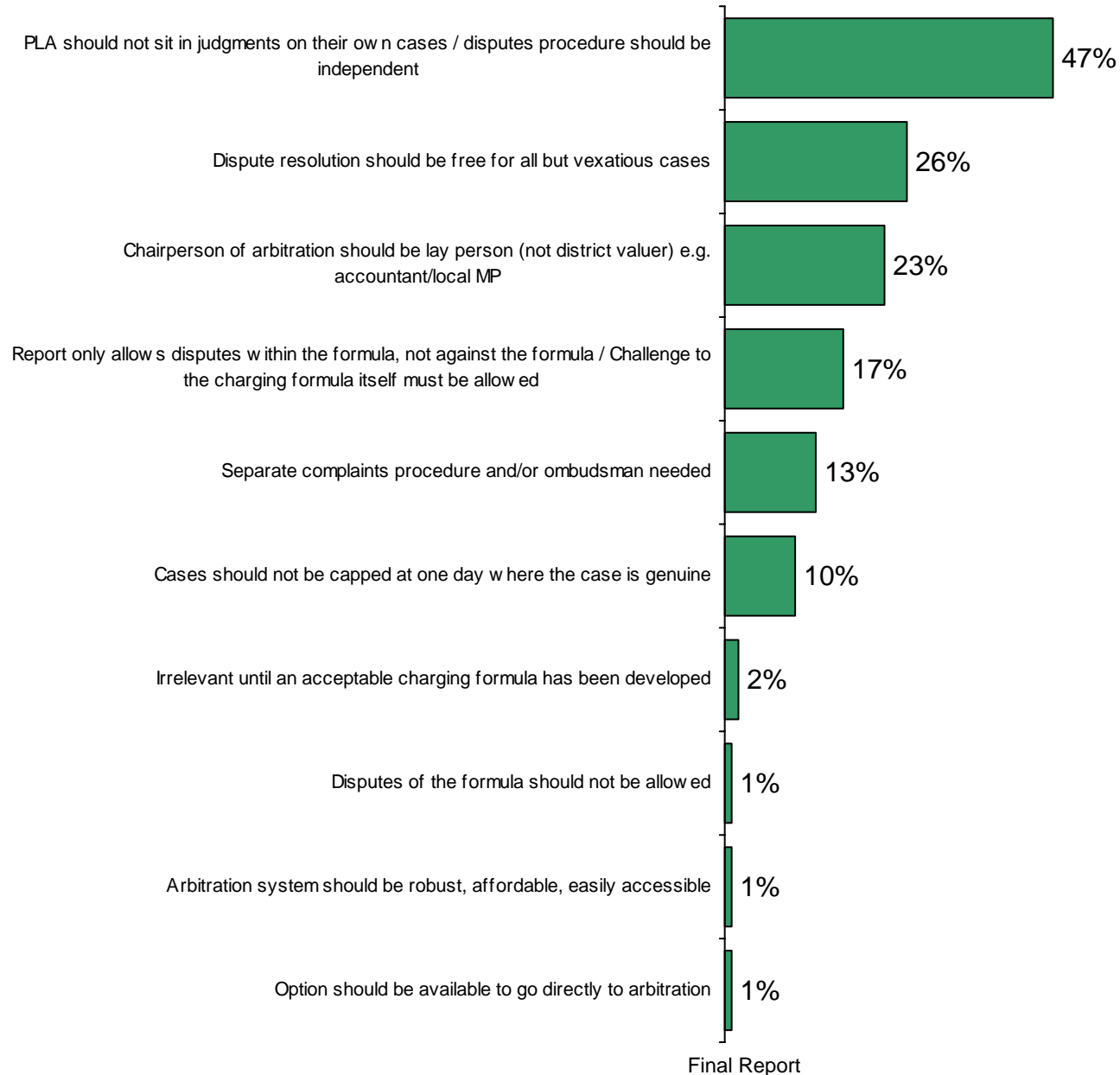
Base: Total Sample, N=93



# Q14. Dispute resolution

Base: Total Sample, N=93

60% of respondents provided a comment in this section



# Dispute Panel Composition

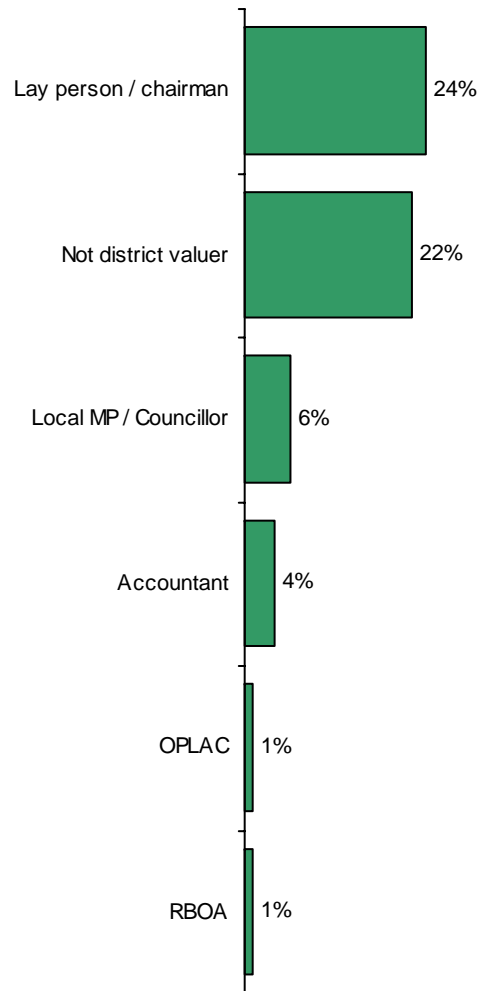
Base: Total Sample, N=93

26% of respondents mentioned suggestions as to who should be the Chairperson of the Dispute Panel. 22% of respondents made suggestions as to who should represent boaters on the Panel.



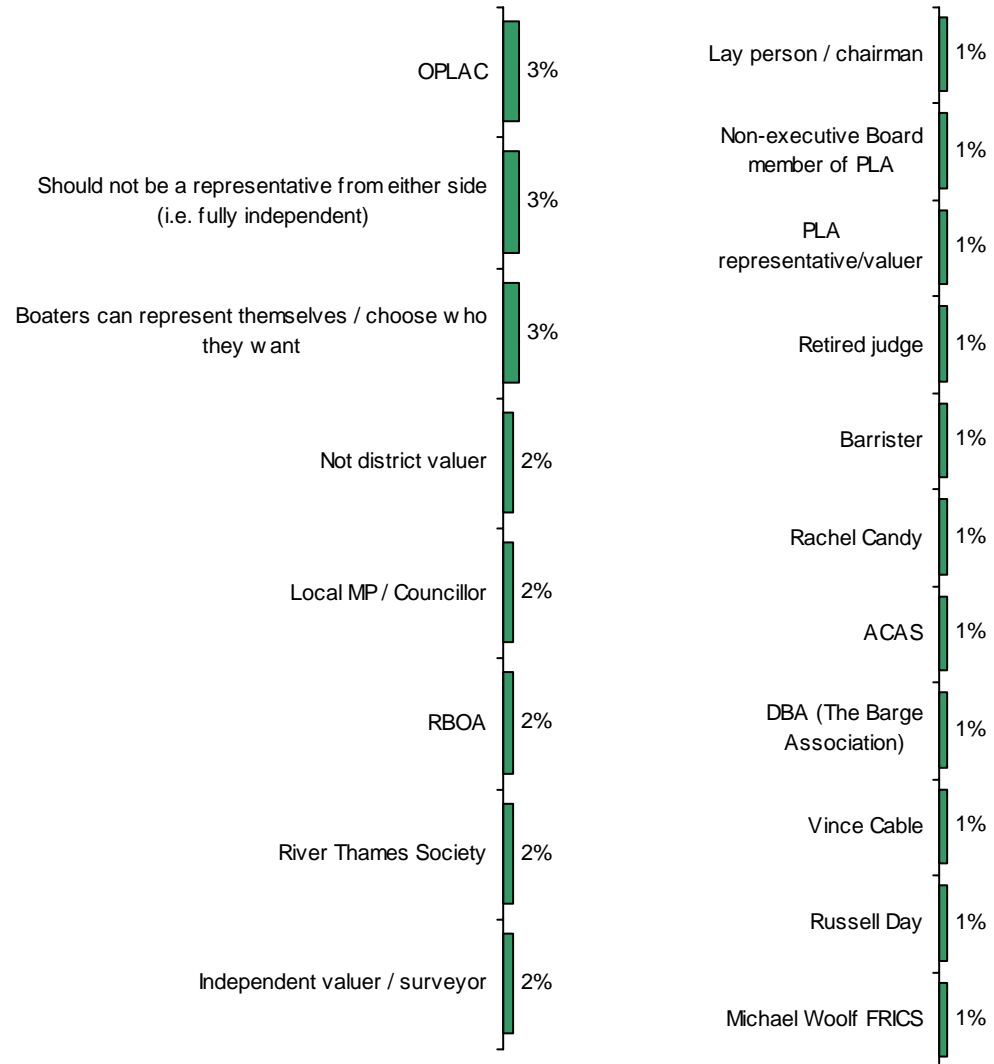
## Suggestions for Chairperson of the Dispute Panel

Base: Total Sample N=93



## Suggestions for boaters' representative on the Panel

Base: Total Sample N=93

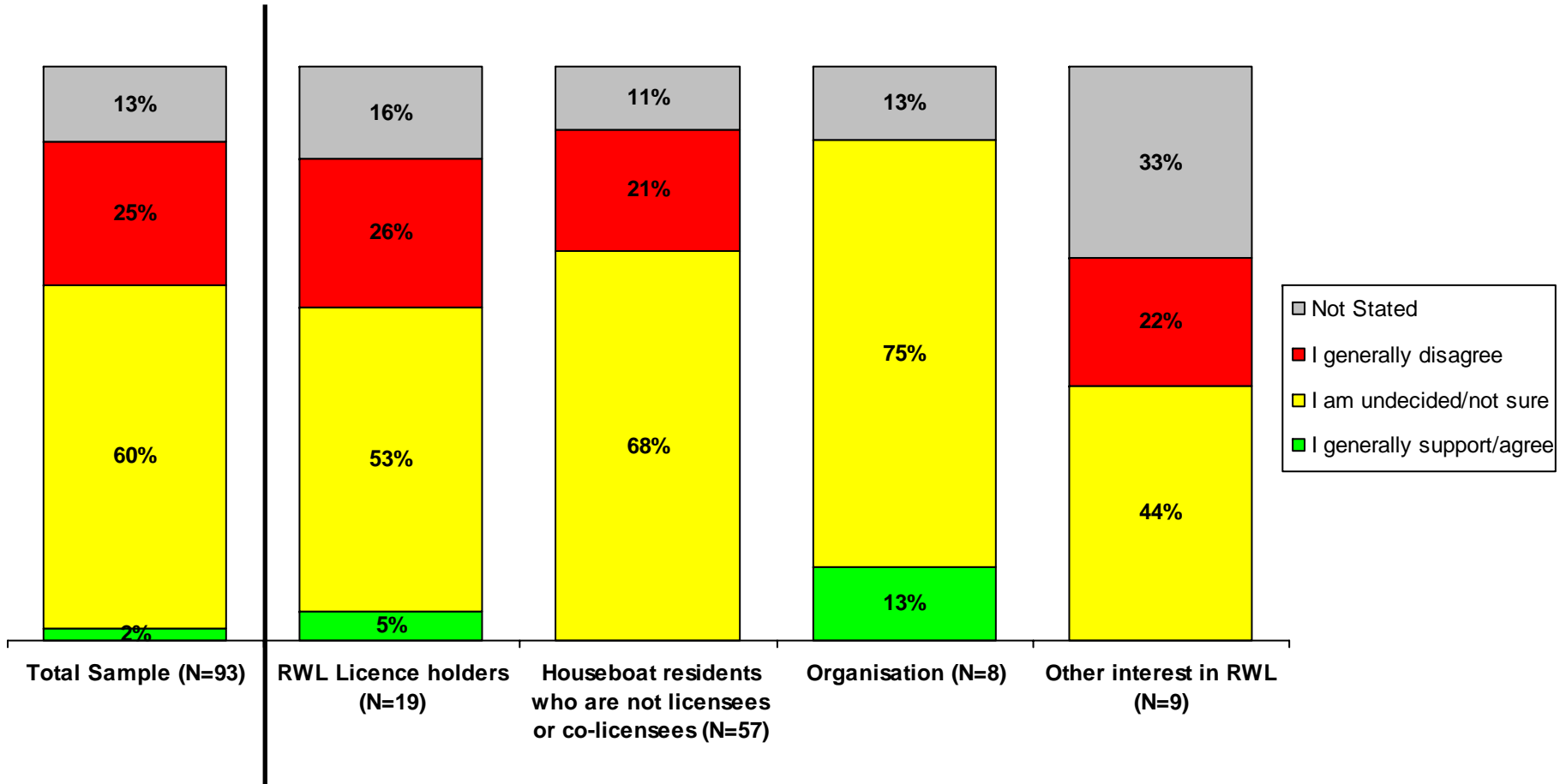




**Q15**  
**Reaction to Results of applying the formula (page 48)**

# Q15. Results of applying the formula

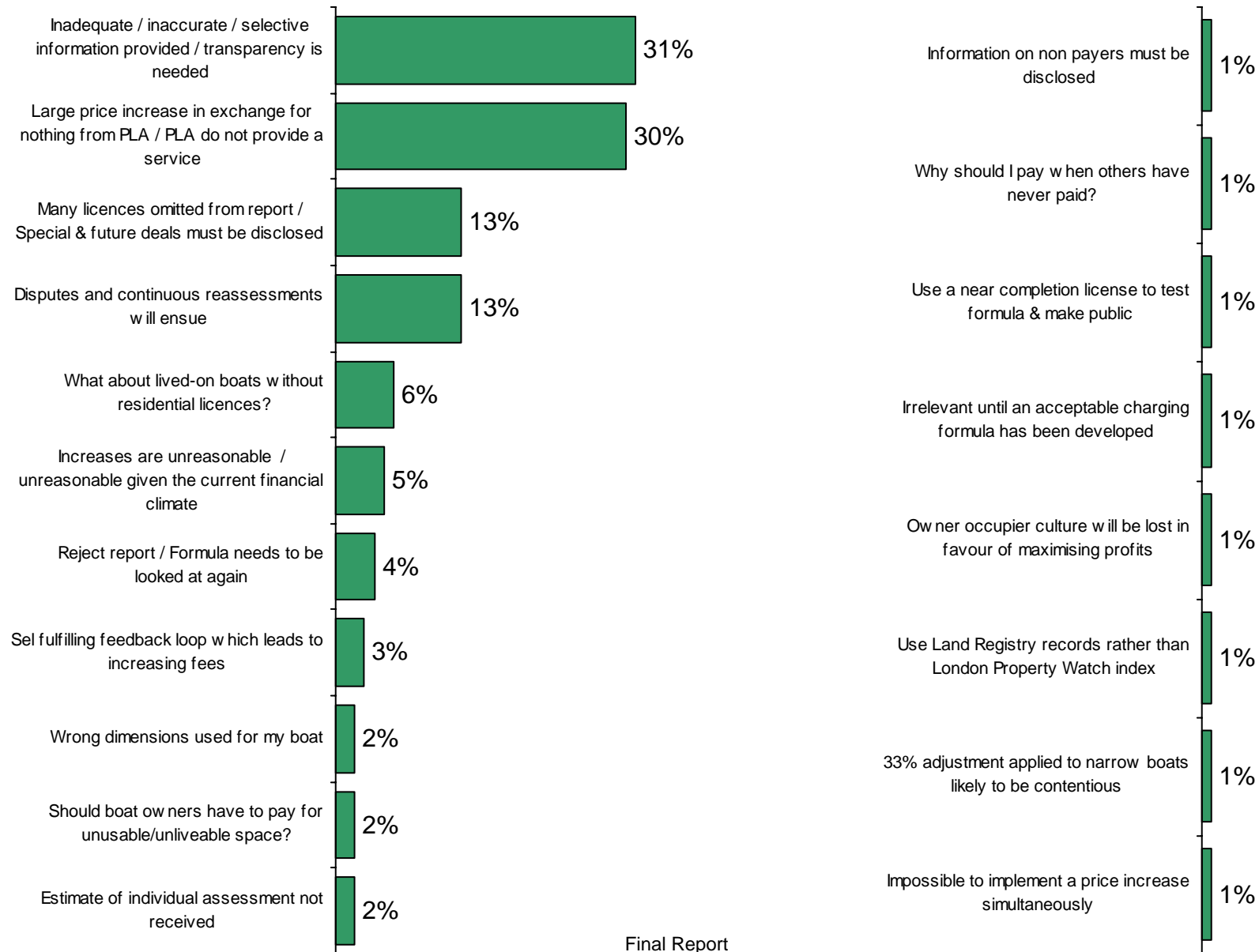
Base: Total Sample, N=93



# Q15. Results of applying the formula

Base: Total Sample, N=93

54% of respondents provided a comment in this section

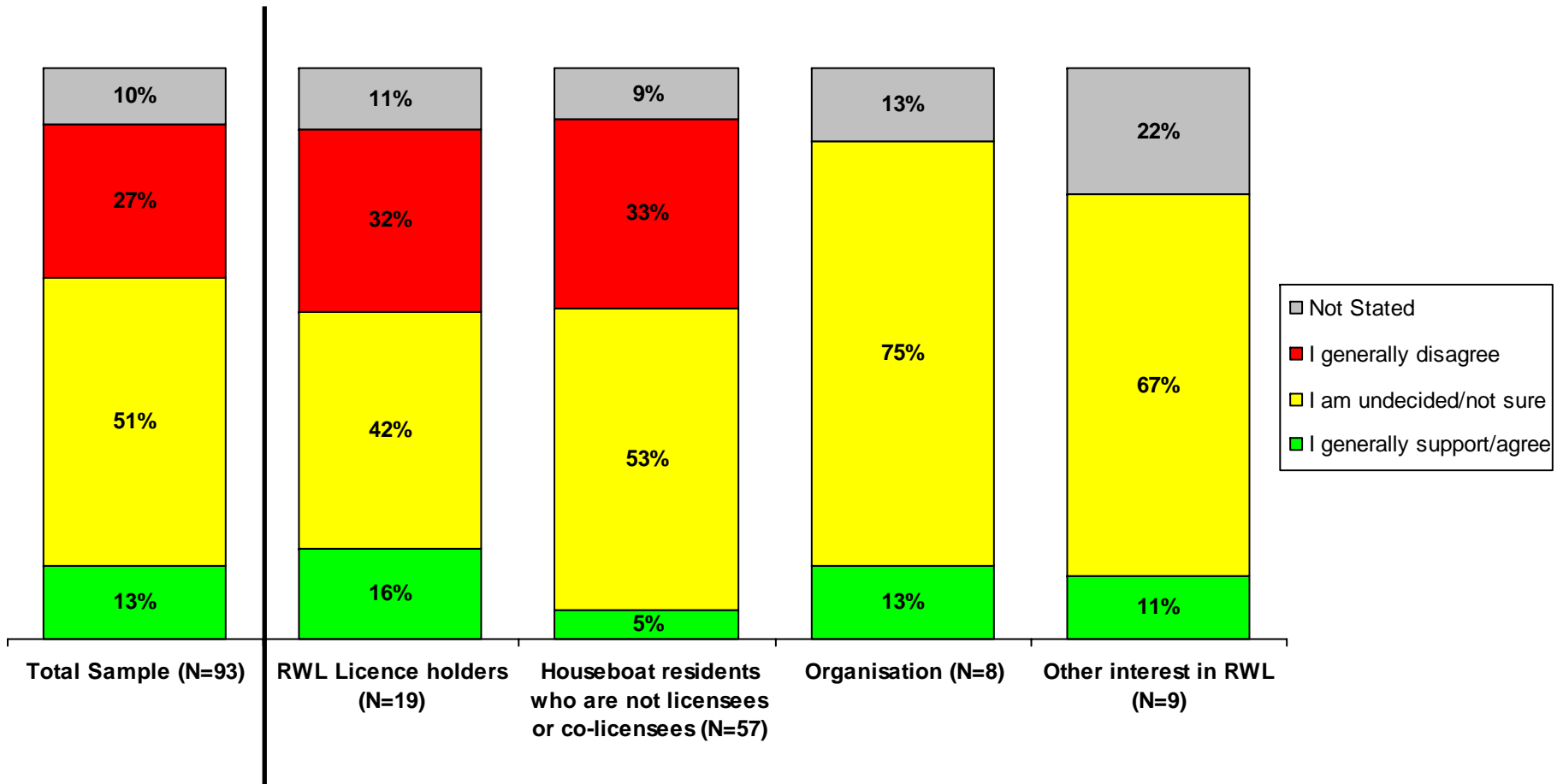




**Q16**  
**Reaction to Phasing in the changes (page 52)**

# Q16. Phasing in the changes

Base: Total Sample, N=93

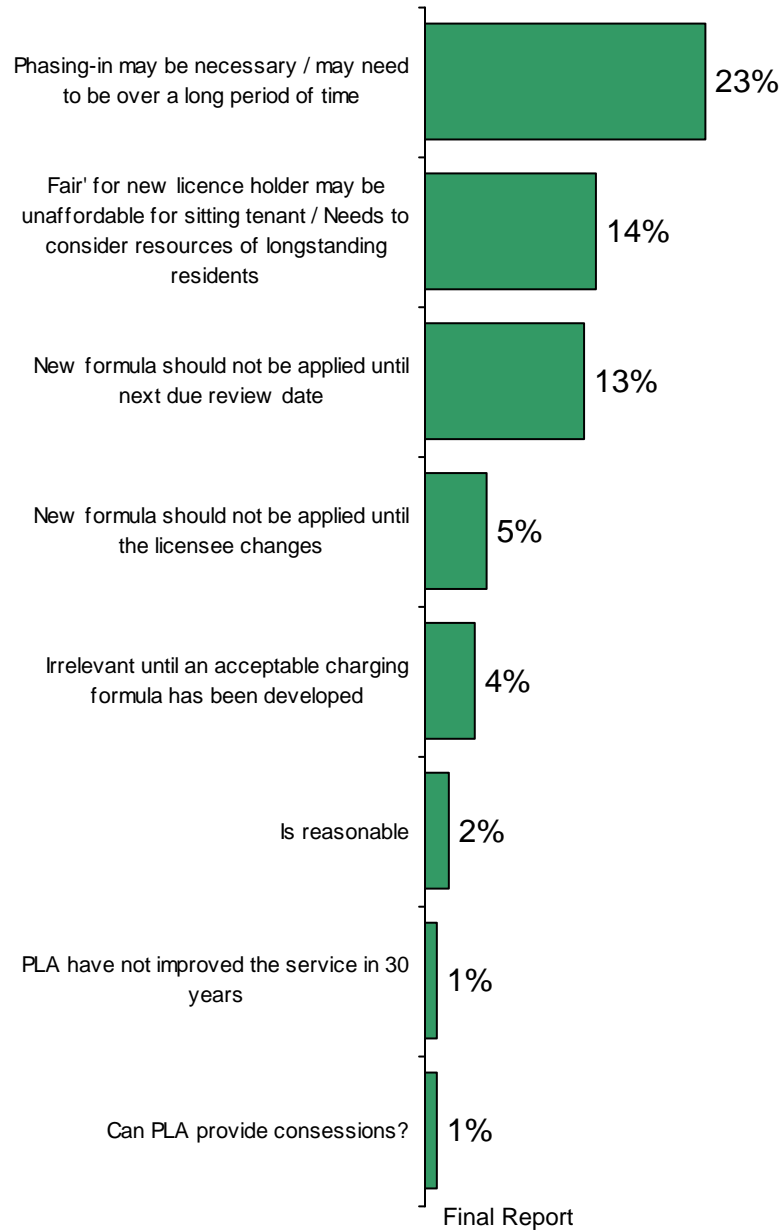




# Phasing in the changes: Comments

Base: Total Sample, N=93

42% of respondents provided a comment in this section



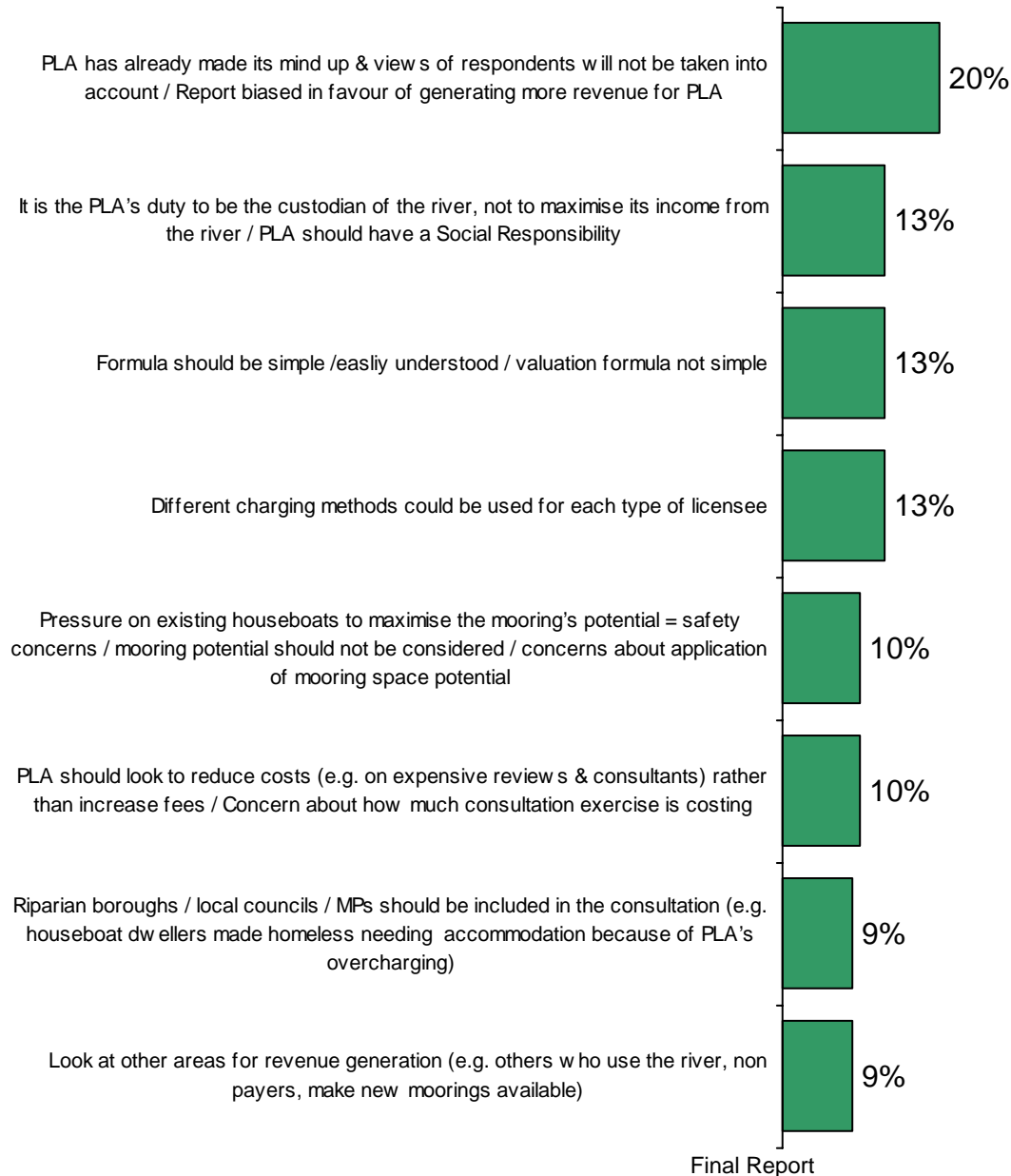


**Q17**  
**Other Comments / Suggestions**

# Other comments or suggestions (1)

Base: Total Sample, N=93

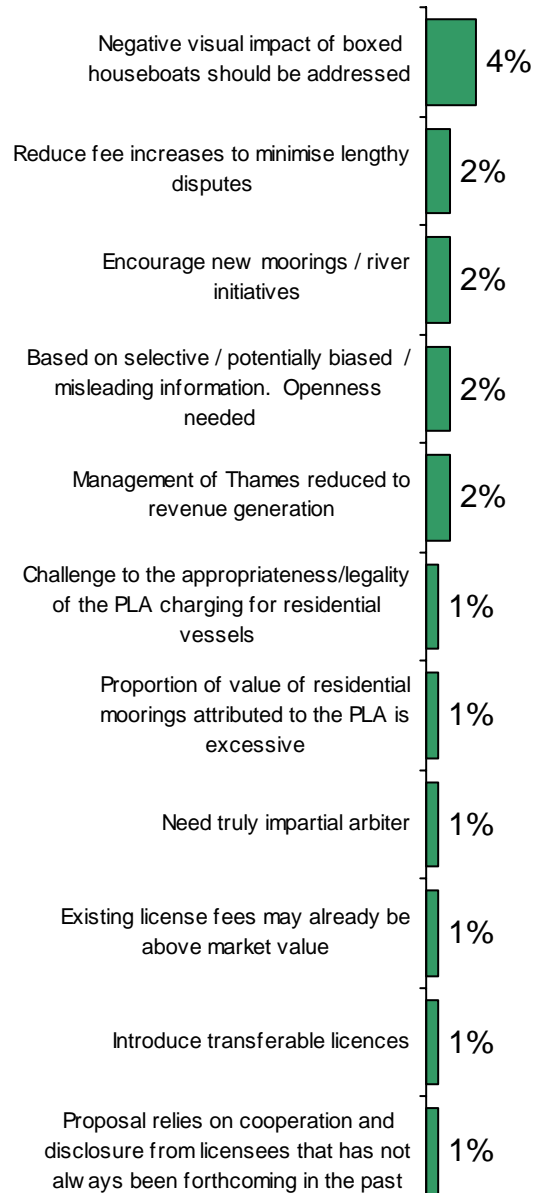
49% of respondents provided a comment in this section





## Other comments or suggestions (2)

Base: Total Sample, N=93



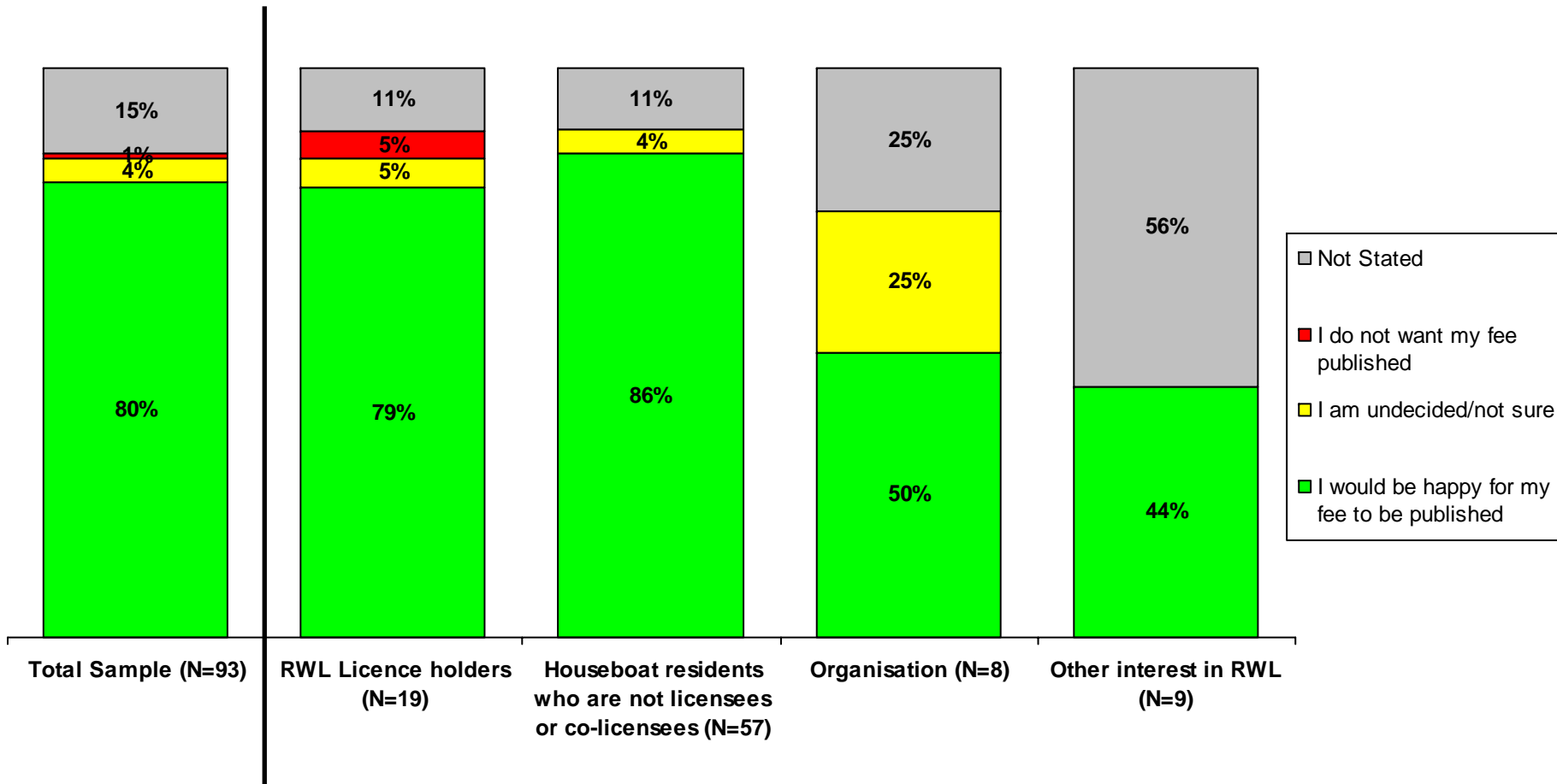
Final Report



**Q18**  
**Reaction to Publishing each licensee's charges**

# Q18. Publishing each licensee's charges

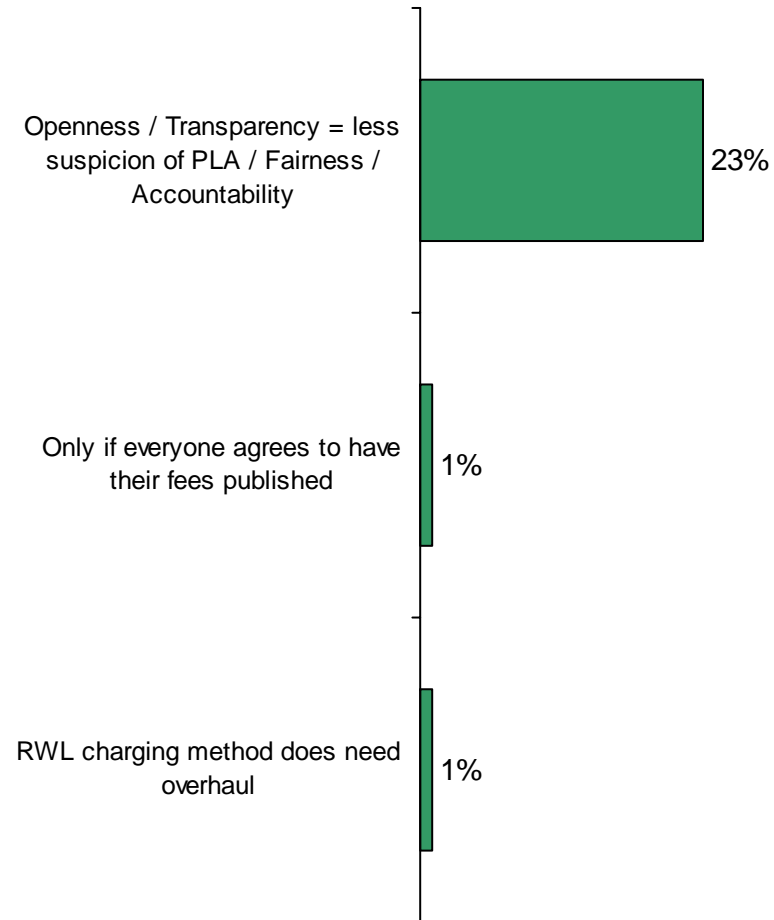
Base: Total Sample, N=93



# Publishing each licensee's charges: Comments

Base: Total Sample, N=93

24% of respondents provided a comment in this section



# List of respondents



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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