

Appendix C - Port of Milford Haven Stakeholder Perception Survey 2017 Raw Data

1. I live in or within 5 miles of ...

Pembroke Dock	10.5%
Neyland	7.0%
Pembroke	8.3%
Haverfordwest	9.4%
Milford Haven	44.5%
Dale	1.9%
Other (see below)	18.5%

- Landshipping
- Swansea
- Narbeth
- Fishguard
- Angle
- Monmouth
- St Ishmaels
- Crymych
- Sandy Haven, nr Milford Haven
- Llangwm
- Narberth
- Tenby
- Llangwm
- Narberth
- none of the above
- 15 miles of Haverfordwest
- Caravan in templeton live in rct .
- Hazelbeach
- Carew
- Landshipping
- Bd Haven
- Tiers Cross
- Clynderwen
- Durham
- Carmarthen
- Carmarthen
- Cardiff
- Cardiff
- Manorbier
- Carmarthen
- St Davids
- saundersfoot
- Burton
- Carmarthen
- Solva
- Narberth
- Llangwm
- Worcestershire
- Clunderwen
- LU70BT
- Cardiff
- Ireland
- Warwick
- Swansea
- Martletwy
- Cardiff
- St Ishmaels
- Pontyclun RCT
- Clynderwen
- Llanelli
- I live in Swansea
- Amroth
- Neyland, Milford and Pembroke dock
- Narberth
- Glastonbury
- Tenby
- Swansea
- Boat moored at Milford Haven
- Staffordshire
- Cardiff
- boat moored at Milford Marina
- Cardiff

- coychurch, bridgend
- France - born and brought up in Milford Haven
- our office in Pembroke Dock covers the whole of Milford Haven waterway
- I have a boat in Neyland which we visit most weekends

- Swansea
- None, The closest of the above is about 10 miles
- I am from Milford Haven but no longer reside there. I do return frequently to visit family.

2. I am a.... (tick all that apply)

Local resident	57.85%
Owner of a land-based Pembrokeshire business	6.34%
Owner of a water-based Pembrokeshire business	1.93%
Member of an environmental campaign group	0.28%
Recreational user of the Milford Haven Waterway	12.12%
Journalist	0.55%
Local Politician	1.93%
Public Servant	3.86%
Student	0.83%
Suppliers of goods/services to POMH	1.93%
Customer of POMH	4.13%
Other (see below)	8.26%

- Town Councillor
- Senior Manager for a plc with a Business Unit in Pembroke
- Chairman of a rented building owned by the Port
- Manager of a business (registered charity) in Pembroke Dock
- Clerk to Carew Community council
- Town Councillor and Past Mayor
- Just someone that loves the town.
- National Trust Manager
- Community councillor
- Education
- regular visitor
- Local resident + recreational waterway user
- Port employee
- Work on the Haven
- Grockle
- resident, owner of landbased business, recreational user of waterway
- Fire and Rescue Service Representative
- National Park Authority
- CoE of a Land Based business
- Clerk to Carew Community Council
- Ex Non Executive Director and current Chairman of the Pension Scheme Trustees
- Born in Milford and a frequent visitor
- Someone who cares very much about the local development (or lack of)
- Spectator
- Town Councillor
- work in pembroke port
- Land owner
- National governing body of boating rep
- Former local resident with family still residing there.
- Local Action Group (Not for profit)

2.1 If you ticked 'Customer' or 'Supplier' in question 2, please answer the following: How would you rate the service you receive from the Port of Milford Haven?

Very Poor	0%
Poor	0%
Average	18.18%
Good	45.45%
Very Good	36.36%

To what extent do you agree/disagree that the Port of Milford Haven should:

3.1 Invest profits to develop Pembroke Port as an internationally recognised centre for the development of marine renewable technology

Strongly Disagree	4.80%
Slightly Disagree	3.90%
Neutral	14.71%
Slightly Agree	23.12%
Strongly Agree	53.45%

3.2 Invest profits to develop Milford Waterfront as a retail and leisure destination

Strongly Disagree	4.80%
Slightly Disagree	3.00%
Neutral	11.41%
Slightly Agree	27.33%
Strongly Agree	53.45%

3.3 Invest in a way that creates opportunities for local businesses to emerge and to grow

Strongly Disagree	0.60%
Slightly Disagree	1.20%
Neutral	3.90%
Slightly Agree	21.02%
Strongly Agree	73.27%

3.4 Invest in the development of tourism in Pembrokeshire

Strongly Disagree	0.90%
Slightly Disagree	2.40%

Neutral	12.01%
Slightly Agree	24.32%
Strongly Agree	60.36%

3.5 Act as a regional champion to help attract new trade and investment to Pembrokeshire

Strongly Disagree	0.90%
Slightly Disagree	2.40%
Neutral	11.11%
Slightly Agree	19.82%
Strongly Agree	65.77%

3.6 Invest in the development of the commercial fishing industry around Pembrokeshire

Strongly Disagree	2.70%
Slightly Disagree	4.20%
Neutral	18.92%
Slightly Agree	24.92%
Strongly Agree	49.25%

How important is it to you that the Port of Milford Haven:

4.1 Support the Pembrokeshire community and community-based organisations in this way

Very Important	75.86%
Somewhat Important	19.75%
Neutral	3.76%
Not Important at all	0.63%

4.2 Remains a Trust Port

Very Important	70.53%
Somewhat Important	19.12%
Neutral	6.90%
Not Important at all	3.45%

5. Are you aware of any community projects that have been supported by the Port of Milford Haven?

Yes	72.10%
No	27.90%

6. What other activities do you think the Port of Milford Haven should get involved with which, in your opinion, would make a positive contribution to the Pembrokeshire economy?

See Appendix C

7. According to your views, please place the following activities in order of priority (Drag and drop the options in order of priority with the highest priority at the top):

	1	2	3	4	5	6	7	8	9	10	Score
Ensure the safe movement of vessels on the Milford Haven Waterway	58.37%	11.02%	8.16%	2.86%	2.45%	2.04%	1.63%	1.63%	3.27%	8.57%	8.20
Manage recreation on the Milford Haven Waterway	3.27%	11.43%	15.51%	8.16%	8.98%	9.39%	12.65%	9.39%	9.80%	11.43%	5.27
Prevent pollution	12.65%	39.18%	9.80%	4.49%	3.67%	6.12%	7.35%	5.31%	6.53%	4.90%	7.05
Promote tourism in Pembrokeshire	6.12%	3.67%	12.24%	15.51%	11.43%	10.61%	9.80%	12.65%	9.39%	8.57%	5.27
Invest profits to make Milford Waterfront a leading retail and leisure destination	3.27%	6.94%	6.94%	6.12%	10.20%	9.80%	8.16%	13.06%	18.78%	16.73%	4.30
Support existing Pembrokeshire-based businesses	2.86%	7.76%	10.20%	14.69%	19.18%	15.51%	12.65%	12.24%	3.27%	1.63%	5.71
Attract new trade and investment to Pembrokeshire	4.08%	4.49%	11.84%	15.51%	13.47%	14.69%	11.43%	8.98%	10.20%	5.31%	5.37
Support the commercial fishing industry around Pembrokeshire	1.22%	4.49%	11.84%	12.24%	13.06%	15.10%	13.47%	11.84%	6.94%	9.80%	5.00
Invest profits to promote the marine renewables industry in Pembrokeshire	3.37%	6.94%	6.94%	11.43%	8.57%	8.57%	10.61%	14.29%	16.33%	13.06%	4.56
Support the Pembrokeshire community and community-based organisations	4.90%	4.08%	6.53%	8.98%	8.98%	8.16%	12.24%	10.61%	15.15%	20.00%	4.27

How would you rate the Port's performance in the following areas:

8.1 Ensuring the safe movement of vessels on the Milford Haven Waterway

Very Poor	0.82%
Poor	0.41%
Average	5.35%
Good	29.63%
Very Good	59.67%
Not Sure	4.12%

8.2 Managing recreation on the Milford Haven Waterway

Very Poor	4.12%
Poor	5.35%
Average	25.51%
Good	38.27%
Very Good	18.11%
Not Sure	8.64%

8.3 Preventing pollution

Very Poor	1.23%
Poor	3.70%
Average	18.52%
Good	40.74%
Very Good	27.16%
Not Sure	8.64%

8.4 Promoting tourism in Pembrokeshire

Very Poor	3.29%
Poor	10.29%
Average	35.39%
Good	32.92%
Very Good	9.88%
Not Sure	8.23%

8.5 Supporting existing Pembrokeshire-based businesses

Very Poor	3.29%
Poor	8.64%
Average	30.86%
Good	32.10%
Very Good	13.58%
Not Sure	11.52%

8.6 Attracting new trade and investment to Pembrokeshire

Very Poor	3.70%
Poor	12.76%
Average	35.80%
Good	22.22%
Very Good	7.82%
Not Sure	17.70%

8.7 Supporting the commercial fishing industry around Pembrokeshire

Very Poor	3.70%
Poor	10.29%
Average	34.57%
Good	23.87%
Very Good	4.94%
Not Sure	22.63%

8.8 Promoting the renewables industry in Pembrokeshire

Very Poor	1.65%
Poor	5.35%
Average	31.69%
Good	32.10%
Very Good	10.29%
Not Sure	18.93%

8.9 Developing Milford Waterfront as a leading retail and leisure destination

Very Poor	5.35%
Poor	15.64%
Average	26.75%
Good	32.51%
Very Good	10.70%
Not Sure	9.05%

8.10 Supporting the community and community based organisations

Very Poor	2.06%
Poor	2.47%
Average	17.28%
Good	50.21%
Very Good	21.81%
Not Sure	6.17%

9. On a scale of 1-5, how is the Port of Milford Haven performing overall against your expectations? (1 = much improvement needed, 5 = very well).

1	6.75%
2	10.97%
3	29.11%
4	36.29%
5	16.88%

10. Do you have any concerns regarding any of the Port's activities?

Yes	32%
No	68%

11. How has OnBoard impacted on your awareness and understanding of Port activities?

I have never seen it	36.44%
No impact	16.95%
Slightly improved	26.69%
Greatly improved	19.92%

12. Which form of communication to you find most useful for keeping up to date with Port news and developments?

Local newspapers	16.53%
Facebook	33.47%
OnBoard (Port publication)	11.86%
Email	16.95%
Local radio	1.27%
Twitter	3.39%
Port website (www.mhpa.co.uk)	9.75%
Face to face	6.78%