

Appendix B - Port of Milford Haven Stakeholder Perception Survey 2018 Raw Data

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

Pembroke Dock	10.23%
Neyland	8.14%
Pembroke	10.47%
Haverfordwest	12.33%
Milford Haven	24.88%
Dale	3.49%
Other (see below)	30.47%

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| <ul style="list-style-type: none"> • 102 miles away • 20 miles of Milford Haven • 6 miles outside H 'west • Aberystwyth • Angle • Anglesey • Bridgend • Bristol • Broad Haven • Cardiff • Carmarthen • Carmarthenshire • Clunderwen • Crymych • DY8 3AQ • Fishguard • France • Live outside area but with strong involvement/interest in area • Haverfordwest • Hazelbeach • Horsham West Sussex • I am a regular visitor to Dale • I don't live in or within 5miles • I work in the Haven • Johnston • Kilgetty • Landlord of property in Pembroke Dock • Landshipping • Lawrenny • Letterston • Live further • Yorkshire | <ul style="list-style-type: none"> • Llanfyrnach • Llangwm • Llangwm Ferry • Llanstadwell • London • Maenclochog • Manorbier • Narberth • New Quay, Ceredigion • Newgale • Newport • None of the above • North Pembrokeshire • north wales • Nottingham • Outside Pembrokeshire • Pont Robert • Pontllyfni. However, I sail regularly from Milford Haven. • Poole, Dorset • Porthcawl • Presteigne • Saundersfoot • Scotland • Solva • Soulbury • St.Davids • Stratford upon Avon • Swansea • Tenby • Trefin • Tywyn, Gwynedd • Wdig |
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- Hampshire
- Live out of county, work in Haverfordwest

- Whitland
- We operate an animal feed business within the port

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

Local resident	37.23%
Owner/senior manager of a land-based business	6.68%
Owner/senior manager of a water-based business	2.86%
Member of an environmental campaign group	0.48%
Recreational user of the Milford Haven Waterway	16.23%
Journalist	0.24%
Local Politician	0.95%
Public Sector Employee	7.16%
Student	0.48%
Suppliers of goods/services to POMH	3.58%
Customer of POMH	3.82%
Port Employee	1.19%
Visitor to the area	4.06%
County, town or community Councillor	7.64%
Other (see below)	7.40%

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| <ul style="list-style-type: none"> • 3rd sector (env/education) employee/ local resident • Previous Chairman of the Milford Haven Users Association • Retired mariner • Born and bred in Milford - keep returning from time to time • Coastguard • consultant • CVC Development Worker • Environmental Charity Policy Manager • Former Crown Managing Agent • Founder of Local Heritage Conservation Trust • Land based environmental charity, and local resident • Landlord of property in Pembroke dock • Leader, Pembrokeshire County Council • As a trade association support each other by working together | <ul style="list-style-type: none"> • Manager of a conservation charity organisation • Member of local maritime heritage charity. • Member of Port Pension Scheme • Mid and West Wales Fire and Rescue Service • multiple options apply • Annual Berth Holder - Milford Marina • professional port user • YHA • Recreational user of Newgale sands • Resident and Member of the local Pembroke Dock Town Team • Local Authority working with the Port on Cruise Marketing • Riverside business • Second home owner • Recreational user + local resident + owner of land-based business + customer of Port of Milford Haven |
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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	9.68%
Poor	6.45%
Average	19.35%
Good	35.48%
Very Good	29.03%

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	2.86%
Slightly Disagree	3.12%
Neutral	10.39%
Slightly Agree	23.38%
Strongly Agree	60.26%

3.2 Invest profits to develop Milford Waterfront as a vibrant, year-round retail and leisure destination

Strongly Disagree	5.97%
Slightly Disagree	4.42%
Neutral	10.65%
Slightly Agree	27.79%
Strongly Agree	51.17%

3.3 Invest in a way that creates new economic opportunities

Strongly Disagree	1.30%
Slightly Disagree	0.78%
Neutral	7.79%
Slightly Agree	19.48%
Strongly Agree	70.65%

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

Strongly Disagree	1.82%
Slightly Disagree	2.60%
Neutral	10.91%
Slightly Agree	18.98%
Strongly Agree	65.71%

3.5 Invest in the development of the commercial fishing and aquaculture industry around Pembrokeshire

Strongly Disagree	4.94%
Slightly Disagree	4.94%
Neutral	15.06%
Slightly Agree	24.42%
Strongly Agree	50.65%

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	74.40%
Somewhat Important	20.27%
Neutral	4.27%
Not Important at all	1.07%

4.2 Remains a Trust Port

Very Important	67.20%
Somewhat Important	18.67%
Neutral	11.20%
Not Important at all	2.93%

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

Yes	65.33%
No	34.67%

6. 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	63.32%	12.03%	6.88%	4.30%	5.16%	1.72%	0.86%	0.86%	1.15%	3.72%	8.76
Manage recreation on the Milford Haven Waterway	4.01%	12.03%	18.05%	13.47%	12.61%	9.46%	7.45%	8.88%	6.59%	7.45%	5.85
Prevent pollution	15.19%	44.13%	13.75%	6.30%	4.01%	5.44%	3.15%	2.29%	2.87%	2.87%	7.80
Support existing Pembrokeshire-based businesses	2.01%	6.88%	15.76%	21.20%	19.48%	12.61%	9.17%	6.02%	4.87%	2.01%	6.01
Attract new trade and investment to Pembrokeshire	5.73%	5.16%	10.89%	15.19%	17.48%	17.48%	13.18%	8.02%	5.44%	1.43%	5.77
Support the commercial fishing industry around Pembrokeshire	2.01%	4.87%	10.60%	10.60%	11.46%	19.48%	10.60%	12.32%	10.03%	8.02%	4.95
Invest profits to promote the marine renewables industry in Pembrokeshire	2.29%	7.16%	11.17%	7.45%	10.89%	9.46%	24.07%	13.75%	10.03%	3.72%	5.01
Invest profits to make Milford Waterfront a leading retail and leisure destination	2.87%	3.72%	4.87%	8.88%	5.16%	8.31%	12.32%	25.21%	16.05%	12.61%	4.04
Support the Pembrokeshire community and community-based organisations	1.72%	2.87%	5.16%	8.88%	9.46%	8.60%	12.61%	13.47%	28.08%	9.17%	4.01
Attract a new aquaculture sector to Pembrokeshire	0.86%	1.15%	2.87%	3.72%	4.30%	7.45%	6.59%	9.17%	14.90%	49.00%	2.63

7. 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

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 Good	51.80%
Good	29.94%
Average	6.89%
Poor	1.50%
Very Poor	0.30%
Not Sure	9.58%

8.2 Managing recreation on the Milford Haven Waterway

Very Good	15.27%
Good	38.92%
Average	25.15%
Poor	5.99%
Very Poor	3.29%
Not Sure	11.38%

8.3 Preventing pollution

Very Good	21.86%
Good	33.53%
Average	23.95%
Poor	2.99%
Very Poor	1.80%
Not Sure	15.87%

8.4 Supporting existing Pembrokeshire-based businesses

Very Good	10.78%
Good	39.82%
Average	23.35%
Poor	7.49%
Very Poor	1.50%
Not Sure	17.07%

8.5 Attracting new trade and investment to Pembrokeshire

Very Good	5.99%
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Good	23.65%
Average	36.83%
Poor	9.88%
Very Poor	2.40%
Not Sure	21.26%

8.6 Supporting the commercial fishing industry around Pembrokeshire

Very Good	4.79%
Good	21.56%
Average	30.24%
Poor	10.78%
Very Poor	2.99%
Not Sure	29.64%

8.7 Promoting the marine renewables industry in Pembrokeshire

Very Good	10.18%
Good	33.23%
Average	24.25%
Poor	8.68%
Very Poor	0.60%
Not Sure	23.05%

8.8 Developing Milford Waterfront as a leading retail and leisure destination

Very Good	7.19%
Good	27.25%
Average	33.53%
Poor	13.77%
Very Poor	5.39%
Not Sure	12.87%

8.9 Supporting the community and community-based organisations

Very Good	22.46%
Good	45.51%
Average	18.86%
Poor	3.89%
Very Poor	0.60%
Not Sure	8.68%

9. On a scale of 1-5, how is the Port of Milford Haven performing overall against your expectations?

1 – Much improvement needed	4.83%
2	10.27%
3	39.58%
4	35.05%
5 – Very well	10.27%

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

Yes	30%
No	70%

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

I have never seen it	35.26%
No impact	16.72%
Slightly improved	28.88%
Greatly improved	19.15%

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

Local newspapers	14.94%
Facebook	16.77%
OnBoard (Port publication)	18.60%
Email	26.22%
Local radio	0.91%
Twitter	4.57%
Port website (www.mhpa.co.uk)	12.80%
Face to face	5.18%