

COMMERCIAL IN CONFIDENCE

BRITISH WATERWAYS

MOORING TENDERS

Telephone Survey

Research Findings

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Prepared for:

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Background & Objectives

British Waterways are conducting a one-year trial of inviting tenders for moorings, whereas previously these were offered at a fixed price with waiting lists for each BW site. Those on the waiting lists were contacted by BW in 2007 and were invited to register for the tendering process.

Each vacancy is advertised with a guide price (the current price under the old system) and an undisclosed reserve price. Successful bids can be above or below the guide price.

Some vacancies have received few or no tenders, even though there was a waiting list at these sites. BW asked AIA to contact those who were previously on the waiting lists for a number of these sites to establish the reasons why people are not submitting tenders.

BW produced an outline questionnaire and conducted several pilot interviews. AIA then adapted the questionnaire for our research.

Following this research we also conducted a postal / internet survey among those who registered for the tendering process, again adapting questionnaires that were designed by BW.

Database & Research Method

British Waterways provided AIA with a database for sites where an advertised vacancy had generated few or no tenders.

There were 470 records...

- 147 names on the 'no tenders' database from 7 sites
- 323 names on the 'low tenders' database from 12 sites

However two of the sites turn up on both the 'no tenders' and the 'low tenders' lists - Torksey and Long Sandall – presumably because there were two vacancies at each.

We deduped the lists. Once we removed the duplicated sites and the duplicate names (37 people had registered for two or more of these sites) we were left with **384 unique records** on the database which we used for our research. Complete interviews were conducted with 252 of these (66%) while a further 33 (9%) have now given up boating.

According to the BW database there were just 28 tenders in total for vacancies at these 17 sites:-

Brinklow (0 tenders)
Shelmore (0)
Dimples Bridge (0)
Cabus Nook (0)
Stone Chimney Wharf (0)
Monk Meadow (0)
Torksey Lock
Fretherne South
Long Sandall Lock
Weedon Church
Stanley Ferry - Zone A
Sellars
Whitley Lock
Lathom Moorings
Fretherne North
Bathampton
Hest Bank
Kings Road

For this project we used a team of just three highly experienced telephone interviewers, all of whom had worked on our previous projects for BW among waterside businesses. Our interviewers are able to establish a dialogue with respondents, and are able to generate high success rates on our surveys, with a high quality of interviewing. Fieldwork took place between 15th February and 4th March inclusive.

The structured questionnaire has a mix of pre-coded and a few open-ended questions. Interviewers pick up on any other relevant comments made by the respondents even when these do not fit any of the specific questions. We also allow them to deviate on occasion from the question sequence, when for example the respondent elaborates on their response on one question and effectively starts answering a question that appears later in the questionnaire.

During the course of the project BW asked us to append additional questions to the survey – we had already been interviewing for a week at this point, but we included these questions on the final 78 interviews.

Interviewers were booked directly by AIA. Data processing was subcontracted to a specialist bureau who produced tabulations to our specifications.

Completed Interviews and Non-Contacts

	No.
UNIQUE RECORDS	384
INTERVIEWED	285 74%
<i>Full completed interviews</i>	252
<i>Given up boating (interview terminated)</i>	24
<i>No longer planning to buy (interview terminated)</i>	9
NON-CONTACTS	97 26%
Reasons for non-contact	
Phone not answered 5+ attempts / answerphone / voicemail	39
Phone disconnected / number not recognised etc	26
No phone number	7
Named person repeatedly unavailable / away	5
Moved – no longer at this address	4
Not known, different address	4
Not known, correct address	2
Says they were not on the waiting list	2
Refused	8

Interest in Obtaining a Mooring

- QA Can I just check that you were on the waiting list for a mooring at *SITE*
 QB Are you still interested in obtaining a mooring at this BW site ? *SITE*
 IF NO LONGER INTERESTED IN OBTAINING ANY MOORING ASK
 QC Why is that?

	Base: all	All (285) %	Full interviews (252) %
Still interested in obtaining a mooring at this site		48	55
Now have a mooring at this site		4	4
Have now acquired a mooring elsewhere instead		28	31
Not interested in this site, interested in elsewhere		7	8
Already had mooring elsewhere, decided not to move		1	2
No longer interested in obtaining a mooring at all		12	
<i>Given up boating / sold boat</i>		8	
<i>No longer planning to buy a boat</i>		3	
<i>Moved boat to France</i>		*	

Number of Full Interviews by Site

	Number of interviews
	Base: Boaters (252) no.
Stanley Ferry - Zone A	29
Long Sandall Lock	26
Fretherne North	26
Whitley Lock	21
Shelmore (0 tenders)	20
Bathampton	20
Kings Road	16
Hest Bank	15
Weedon Church	13
Lathom Moorings	12
Cabus Nook (0)	11
Monk Meadow (0)	10
Torksey Lock	9
Fretherne South	7
Sellars	6
Dimples Bridge (0)	5
Stone Chimney Wharf (0)	5
Brinklow (0 tenders)	1

Sample Profile

	Base: Boaters	(252)
		%
	Male	73
	Female	27
		%
	18-34	4
	35-44	20
	45-54	31
	55-64	33
	65+	8
		%
I use internet...		80
	<i>Most days / every day</i>	<i>48</i>
	<i>At least once a week</i>	<i>20</i>
	<i>At least once a month</i>	<i>7</i>
	<i>Less often</i>	<i>5</i>
	<i>Never</i>	<i>17</i>
	<i>Others access for me</i>	<i>2</i>

Awareness of Vacancy & Tendering Process

- Q1 Were you aware that British Waterways advertised a vacancy at that mooring site?
 Q2a Last October British Waterways changed the way that they allocate mooring vacancies – people now tender for moorings. Were you aware of this new tendering process?
 ASK AWARE
 Q2b British Waterways posted out information about the new tendering process last Summer. Do you recall receiving this?
 ASK THOSE WHO DO NOT RECALL MAILSHOT
 Q2c How did you become aware of the new tendering process ?

	Base: Boaters	(252)
Aware of tendering process		97%
Recall BW mailshot		85%
Aware BW advertised vacancy at site		44%
Unaware of BW mailshot, but heard about tendering process		(31) no.
Heard from friends / other boaters		10
Heard through BW email / website		9
Heard from BW in person / phone		3
Boat club		1
Magazines		1
Newspapers		1

Extra Questions on Tendering Process (1)

(appended to survey for the final 78 interviews)

Q101 What has been your main source of information about the tendering process?
READ OUT CAN BE MORE THAN ONE

Base: Boaters who answered this question	(78)
	%
Printed material from British Waterways	69
Other boaters	47
British Waterways website / Waterscape website	35
Waterway magazines	33
Other boating organisations	9
British Waterways staff	6

Understanding of Tendering Process

ASK ALL

SAY Can I just briefly describe the new tendering process for moorings ...

- British Waterways have suspended the previous system of waiting lists on a trial basis
- People now register their preferences for moorings in a certain geographical area and for boats of a particular size
- When a vacancy becomes available, details are sent to those who have registered
- There is a guide price, which is the price paid by other boaters on that site
- The vacancy is advertised for 28 days, during which time people can tender a bid
- Bids can be above or below the guide price
- The mooring goes to the highest bidder, provided this is above an undisclosed reserve price
- The mooring is then offered on a three year agreement (with no price increases)

Q3a Is that how you understood the new system, or is there anything you had not realised?

Q4 What had you not previously realised? DO NOT PROMPT, CODE ALL THAT APPLY

	Base: Boaters (252)
	%
Understood tendering process	68
Some of that information is new to me ...	29
<i>There is a reserve price</i>	21
<i>Allowed to bid below guide price</i>	19
<i>The agreement is for 3 years</i>	19
<i>That you had to register</i>	*
Totally unaware of the tendering process – this is the first time I have heard of it	3

Extra Questions on Tendering Process (2) (appended to survey for the final 78 interviews)

- Q102 Had you realised that it is possible to tender and win with a bid that is below the guide price?
Q103 Would you tender if you could see the amount that others had tendered?

	Final 78 Interviews (78)	<i>Data including our initial 31 interviews</i> (109)
Base: Boaters who answered this question		
Realised that it is possible to tender and win with a bid that is below the guide price	59%	56%
Would tender if could see amount others tender	51%	53%

Verbatim comments

Everyone thinks the guide price is the reserve price – BW not making it clear enough.
2107

Difficult both ways really – blind you don't know how to pitch, but on eBay you tend to get a last minute frenzy and I can see that happening on popular moorings as the season approaches.
1025

Only if I had to – if it was the only way of getting a mooring and I desperately wanted one.
1329

Slightly more likely, but it's still an unfair system, and I can't see myself getting involved.
1336

BW Website

Q5 Are you aware of BWs mooring vacancies website?
IF 'YES' ASK Have you visited the website?

Base: Boaters who are Aware of Tendering	(244) %
Visited website	47
Aware, not visited	31
Unaware	22

Registering to Tender

- Q6a Have you registered to use the tendering system either on-line or by post?
IF NOT REGISTERED ASK
Q6b Why not? DO NOT PROMPT

Base: Boaters who are Aware of Tendering	(244) %
Registered	40
<i>on-line</i>	30
<i>by post</i>	10
Not registered	60

Base: Boaters who are Aware of Tendering but Not Registered	(147) %
Don't agree with the principle of it	51
Got a mooring elsewhere	26
Don't have a boat /not ready yet	6
Didn't get around to it	5
Didn't have enough information	5
Too much hassle	3
No vacancies that meet my needs	2
Circumstances changed	2
Didn't know what to bid	1
Decided not to move	1
Other reasons	9



Boaters Who Have Registered to Tender

Q7a Did you submit a tender for the vacancy at this mooring or for any other BW moorings?
IF HAVE NOT SUBMITTED A TENDER FOR **THIS** MOORING ASK

Base: Boaters Who Registered	(97) %
Yes – tendered for this mooring	6
Did not tender for this one, tendered for another	14
Have not tendered for <i>any</i> mooring	79

Registered Boaters Who Did Not Tender for This Mooring

- Q7b Why did you not submit a tender for this mooring? PROBE What other reasons?
IF BERTH TOO LONG ASK
- Q7c What was the length of the berth you needed, and what was on offer?
- Q7d And did you consider submitting a tender for what the berth was worth to you?

	Base: Registered Boaters who Did Not Tender for This Mooring	(91) %
Was not aware of the vacancy...		25
<i>But would have tendered</i>		15
<i>Would not have tendered</i>		3
<i>DK / NA</i>		7
Berth was not long enough		22
Would prefer a mooring on another site		14
Got a mooring elsewhere		11
Don't agree with the principle of it		8
Guide price was too high		5
Waiting to see what happens		4
Don't have a boat / not ready yet		3
Not suitable for our type of boat		2
Looking for a residential mooring		1
Couldn't decide how much to offer		1
Personal circumstances		1
Decided not to move		1
Other reasons		3

Six Tenders

Q8a Did you experience any difficulties using the tendering process?

Q8b Was your tender successful for this site?

IF SUCCESSFUL ASK

Q8c Are you satisfied with the tendering process? PROBE FULLY

Base: Boaters who Submitted a Tender for this mooring	(6) number
No difficulties experienced tendering	4
Experienced difficulties	2
	number
Tender successful	4
Tender unsuccessful	2

Q8a.

I put in a bid and it wasn't recorded – it appears I wasn't recorded as registered, when I definitely did register.

2126

Didn't hear back.

2328

I had to register twice – I registered once and I wasn't on.

1303

Q 8c.

It's very unfair – it's going to go to the person who can afford it.

1303

Process was OK.

2326

Yes (I am satisfied) as the waiting lists are quite long.

1337

Comments About Mooring Tender Trial

Q100 Do you have any (other) general comments to make about the trial mooring tender system?

	Base: Boaters	(252)
Positive Comments		%
Seems OK		4
Will wait and see what happens / might work		3
Fair		2
Good idea		2
Nothing against it		1
Easy / simple / straightforward		1
Negative Comments		
Favours those with money against poor / fixed income		41
Unfair system		34
Waiting list system is much better / wrong to stop it		17
Will make people give up boating / leave waterways		12
Will push up prices		10
Don't agree with closed auctions/ sealed bids		8
BW only doing it to get more money		7
Lack of information / clarity about it		5
General criticism of BW (poor maintenance etc)		3
Against the tradition / principle of the waterways		2
Wouldn't know what to bid / hit and miss		2
Should know the reserve price		2
Causes uncertainty		2
Taking advantage of the lack of mooring spaces		2
Not straightforward / more admin / bureaucracy		2
Uncertain what would happen after the 3 year period		*
Other comments (mostly negative)		11
DK/NA		9

Selected Verbatim Comments – Positive

I think it's going to be all right – a lot of people are anti it and moaning, but I think it will work out all right in the end.

1301

I would use the tendering system if I had not acquired a mooring elsewhere.

1401

I think that it is actually a fairer way of doing things – it has been interesting to see that its not necessarily produced higher prices, but waiting to see how frequently this occurs. It has made me think more carefully about actually moving – focused me more on the timing. Have been some teething problems i.e. vacancies have been advertised, disappear after a day and a week later reappear with most if not all of the same details.

3117

I know a lot of people are against it, but I'm keeping an open mind – give it a try when a vacancy comes up somewhere we want.

0214

We didn't think that it was going ahead, as we were told it was going to be delayed and then never heard anymore. We might have used it if we had known it was in action.

2413

I reckon it's worth a trial – I was very suspicious to start with, but will give it a try if something comes up. I do have a concern that as some moorings have gone below the guide price, what's to stop someone with plenty of money tendering and winning 3 or 4 sites so that they can have a nice long holiday going round their moorings – nothing I suppose.

1406

I suppose it's a more modern way of doing things, tendering and such like. Could be easier and fairer as people just stay on lots of lists for years, BW have a vacancy, write to them, get no reply or refusal and it drags on, so at least this way people only tender if they are serious.

2325

I'm certainly not one of the hopping up and down brigade that I know there is around. As a person that works in financial services, I am well aware that everything has a market value. I do think though that a blind auction is wrong and you should be able to see the bids. My one concern is that it might lead to those on fixed incomes being priced out and that would be a shame – I will be in that position myself someday.

1109

Can see both sides – letting market forces ride. On the other hand people could be forced out and then less people are on the canal, which is not good.

3210

People in a more favourable financial position and with time to look at the internet could benefit more, although I can see that one might occasionally get a good deal. On balance I prefer the old system.

3229

Selected Verbatim Comments – Negative

Hope it fails – it's basically unfair and elitist and wrong, totally wrong.
2210

It's going to create an elitist system – those with the most money can cherry pick the best sites. I was on the waiting list for this particular site and then the plug was pulled. Therefore we intend to sell our boat. BW not at all helpful – we are not happy with the fact with the money we pay we have no say and their arrogance is unbelievable. BW have not got their act together and it doesn't seem that they ever will.
1206

BW have got it fairly wrong and according to magazines have lost money since this trial started.
6103

I have sailed every canal system in the world. This is the first freshwater boat that I've put on the BW system and it is the worst scenario that I've ever been in my life. The BW organisation is the worst I've ever experienced.
2116

No it's clear, but does it work – I've not heard of anybody who has been successful, but that's just me.
6119

No way to put comments on the internet, no opportunity to tell BW what the problems are, how we feel or to talk with others about their experiences.
2320

Don't really agree with it – local lists were better – everyone was equal then – knew where you were and what it would cost. It's like eBay for boats – are they on this planet I ask you?.
0311

The list system, the previous way was much fairer. Life should not just be about greed and money. BW should pride themselves on running a fair and equitable system as they previously did.
3206

Very bad system – works against BW and against the individuals. Popular sites will become far too expensive and less popular sites will be too cheap, meaning that BW will lose money. Also some of the information provided is incorrect – mentions facilities which in fact do not exist on a particular site. Often not accurate about things like car parking which are important.
3207

Grossly unfair – never comes down in price, just drives prices up to an unfair level. I think it's disgusting and unfair, especially the fact that shorter boats have to pay for a full length berth.
2134

Only that it is difficult to pitch your tender as you are going blind – don't want to go too far above the guide price as it might not be necessary, but on the other hand, I didn't go far enough and didn't get it – hard to guess – am surprised at how high they went for I must say.
0125

Basically I find that the system is more like a Dutch auction than a tendering system. I waited 3 years for this particular mooring. I am now turned off of the waterways altogether.
1430

Disagree with it – putting a lot of people off the waterways (I think this is the idea behind it). It is geared more leisure users with more disposable income.
3142

Well I haven't heard anything from BW since I registered by post – it either isn't run well or else I suspect if you aren't on the internet nowadays you are left out / ignored.
2416

Well they sent me details of berths that weren't long enough or wide enough, which seems a waste of time. Also if I tender for 2/3 sites and are successful at all, I've been told I have to pay for all and can't choose just one.
2322

I think it seems a very hit and miss system – you don't know what you are bidding for – on the face of it seems a way to push up prices. However I've read recently that it hasn't always gone like that, and people have actually obtained moorings below the guide price – but how on earth can you tell?
0124

Strangely I went to BW last year and they told me that I would have to wait years and years to get a mooring on the Gloucester / Sharpness and suddenly they come up with vacancies and the guide price is £2000, and I had been told £1000 – very odd – obviously just a way to make as much money as they can.
3141

They know that they are oversubscribed so are using it as a way of getting more money as places will go to the man with the biggest wallet – those able to flash the money will get the mooring. They said it will speed up the process, but I was happy with it the way it was.
0305

No experience of it as yet, but worried that the prices will be increased disproportionately, as I know someone who had tendered a bid of £3000 when the previous price was £800.
1110

Think that it's unfair – it's going to turn eventually in 2/3 years time into a rich mans pastime as the rich will tender more for moorings for their posh boats and Joe Public won't be able to keep up. If you have been waiting patiently on a list and someone arrives to pay more than you've bid, it's obviously unfair.
2211

I suppose someone with more money than me will get a mooring. The waiting list was more fair. It is giving carte blanche to people with money. I'm disabled and my wife is a pensioner – people with money can afford a private mooring. BW should be for the general public and not the few.

1311

It's wrong – places will go to the more well off people and not the more working class – we don't stand a chance, but they don't give a monkeys about that. We have nothing but good things to say about BW's staff like lockkeepers etc, but not impressed with the person who sat in an office and thought this one up.

3128

Don't like the idea of it at all – would like a fixed price – seems quite a silly way to run it.

4101

Don't think it is at all fair – if BW had sent us the full information, we might have considered it, but generally not happy with BW over the way it is dealing with the canal system, so will stay with private moorings.

1409

My feeling is that I don't like it – doing it because BW want to get as much money as possible out of moorings. It's an auction process, where you don't know what you are up against – will try it I suppose when the boat is ready. Perhaps they should have better / more information about the process as I didn't understand it all did I?.

3133

There is a real lack of information from BW – they didn't tell me about this vacancy and don't tell me about closures etc. Lots of people I speak to about the new system don't seem to understand it properly, and it looks like those with lots of money will buy up a few places.

4102

Although that's how I got my place I don't agree with the system, as I think it's unfair as they shouldn't go to the people with the most money. It worked well for me I know as it happened that I wanted a place in somewhere not popular because of all the building work going on and the lack of parking etc. There could be more information available for example I couldn't understand why it had to be 32 payments over the 3 years and not 36. Finally explained that the computer could only deal with it that way.

0519

The simple fact is that if I am commissioning a boat to be built, I will need to have a mooring for it – can't just go ahead on a wing and a prayer. There shouldn't be this auction thing – set price – that's it – fair for everyone.

2129

It's an unfair system which I consider will price certain people out of the system. The whole idea of boating is to be free – getaway on the water and away from the restrictions of society and its pressures like mortgages etc – and this brings it down to being available to those able to pay the most money – not in keeping with boating principles.

0102

Thinking of selling my boat – the whole boating experience has been ruined by BW. BW is biting the hand that feeds it. Reduction of visiting days all over the place. To me the canals now have yellow lines. Boating is one of the last freedoms – freedom to enjoy our beautiful water and that's being put out of peoples reach and that's not right.

2304

Potentially it's an unfair system – those with lots of money will easily acquire moorings thereby preventing those with less gaining access. I can see why BW have done it as it's a way of preventing undesirables gaining moorings and potentially causing trouble.

3217

As a boater, I really don't like this way of doing it – if you are on a waiting list for a mooring and one comes up, you get it if you are top of the list. But this new way, they will go to those with the most money, and they'll start snapping up the places on the premier sites.

1103

Bit sickened by it to tell the truth – been on the waiting and getting near the top – got in touch to be told of the new system – gobsmacked. It's a form of gazumping – pushing the people with less money out. Disillusioned by it all – taken aback after being on the list for 2 years. BW must be worried at how people feel if you are having to phone up.

1306

It think it's terrible, it's highway robbery – a way of making extra money. They are not telling you the reserve price, so people are obviously going to bid high. One chap has been waiting 15 years and another chap waiting 3 months can bid and get a place. It's very unfair – if I don't register will I get a mooring?.

2302

Don't like the way it's done at all – its done in a way that favours people with more money – it's unfair – it's all very well saying that you can bid under the guide price, but there's so many people that want moorings in some places, that they are bound to go to people offering more money than the guide price. And those people with money are often the ones that don't use the canals much anyway – we have people only using their boat once a year, but we are out all the time and using BWs facilities.

2123

Not over keen on it – it doesn't seem right to have different people paying different prices for the same place. I wouldn't know how to pitch my bid – not like buying a 2nd hand car where you know the asking price and you can haggle if you want. By the way the website shows sites where the bidding period ended with no bids – what happens to those?.

0401

Speak to any boater and they will all tell you the same thing – no one approves of the tendering system. Everyone that already has a mooring is convinced that it will lead to everyone's rent going up eventually i.e. we pay £1600 a year and if someone is willing to pay £2000, then BW will eventually get everyone to pay that. We have a fantastic community here – its like going back in time – really neighbourly and friendly, but one side of the canal has no electricity and if someone is prepared to pay a lot of extra to get a mooring on our side, it will make for competitiveness and distrust.

6105

Will end up pricing a huge amount of boat owners out of a mooring situation and into a 'cruising' situation i.e. have no real mooring. Great shame – boat owners in general are not a particularly wealthy group, and are being priced out of the market. Be much better off consulting boaters on what would work best for them, not how best to fill BW coffers – need more consultation.

2214

We will never get a mooring for a soft boat, we would have had a chance on the waiting list, but not on the tendering process. It's grossly unfair, biased and illegal. It is beyond belief. Just open to people with money and discrimination against working class people. I know a lot of people who have cancelled their orders for boats and are moving off the waterways because of this.

1309

Not a particular fan of sealed bids system. I had no past info because I was part of the first group – it's a bit better now I believe. Will lead to more people using cruising licences and probably abusing them.

6118

It will result in the waterways becoming elitist, the people with money getting the moorings – favouring the rich, which is wrong. It's unfair – it precludes a lot of people in retirement on a fixed income, from spending a lot of time at a favoured site, and will push them into continuous cruising, and is expensive and difficult on a fixed income. There also various reasons why people want a particular site i.e. access if disabled, proximity to friends etc and this stops people without money getting what they want. Also I believe that there is a £10 fee to tender which is very wrong.

3112

It's tyrannical –if there are people with children on boats, they need to be in an area for schools etc. Against human rights and unjust/unfair. People with lots of money who don't give a toss about the local area, can use their money to moor where they want.

6124

I was rather alarmed at the idea of a tendering system replacing what had always been such a simple process. As they stressed it was a trial, I decided to wait and see – hopefully they'll abandon it.

1256

Disgusting – very elitist – it only encourages people to pay more than they expected in order to obtain a mooring – it can only mean that prices will rise. I don't know why BW can't be honest about it and just put prices up – do they really think that they don't know the reason they are doing this, however they try to dress it up.

1329

Not prepared to enter this kind of slagging match – talking to people it's clear it's not working – can't see it working.

0314

Don't like it – it doesn't work well – it's disorganised – in principle it could be fine, but it seems designed as it is for the well off casual boaters. – the guide price they gave out for Whitley Lock was far too high – there two are parts and they took the best and highest. Ask sensible prices. Information on electricity has been wrong – one I put in for I was told there were no moorings, but I pass it regularly, and there obviously are vacancies. They want to get off their backsides and look at sites.
2328

I think it stinks – It discriminates against those with the least money – it encourages people who are desperate for a mooring to pay above the odds, and maybe more than they can really afford – it doesn't feel honest – maybe a few open auctions, but not this – it's unfair as it plays on the fact that in some places people are struggling to find a mooring. BW kept spaces empty deliberately for ages in some places to keep up the pressure. I don't feel it's an honest or open system. I, like millions of other people, have lost faith in large organisations like this – just look at the BBC!
6110

It's just to make money, because they know that people are desperate for moorings – they are in short supply everywhere even on the least desirable canals like the Leeds/Liverpool. People like us use the boat every weekend, banks holidays and for summer holidays, and when we retire pootle around a lot. If someone fancies a boat they can outbid everyone else, and just let it sit there for most of the year – the rich win every time. Also BW tell me that if you get a mooring through tendering, it doesn't pass on if you sell the boat – that means I would never be able to sell the boat.
0310

It's unfair to those on waiting lists. I know for a fact that a chap phoned up BW and said there's a vacant mooring at Dimples Bridge and I want it – he'd never been on the list and he's there now and this was before tendering, so there's something going on! How can it be fair that if people are paying a guide price of say £500, and any Tom, Dick or Harry can come along and say I want that space at any price and outbid everyone else.
0211

People with an open cheque book will get it every time. What will happen is that there will be a load of boats with no moorings floating about all the time.
6120

It's not being handled very well on the Leeds / Liverpool canal this end (Pendlebury). On the opening date there a few moorings on offer, but they were not taken up, because of the tendering system. These moorings should be reissued / readvertised rather than leave them empty.
2409

It's totally wrong – completely against the principle of boating for everyone – the canals belong to the people. BW don't maintain the waterways as they should – never dredged – the Gloucester canal is totally neglected – always getting stuck – the actual day I took my boat out of it I was stuck for 15 minutes – The whole attitude is disgusting!
3129

Apart from the fact that I think it is iniquitous – another way of ripping money from people. But it really isn't BW's fault – it's to do with DEFRA funding.
3108

BW will win on some moorings and lose on others, as some will be left vacant. It also cost £80,000 to set up this process. We wouldn't be in this state if this Labour government had thought about us and less about people abroad.
2124

It is ridiculous, as there are people out there like me who don't know how to use a computer, and I have only received information about tendering online (son accesses it).
2133

Appendix Questionnaire

Andrew Irving Associates
 Lloyds Bank Buildings
 Muswell Hill Broadway
 London N10 3RZ
Roy Graham 01225 862787
roy@aiaresearch.co.uk



British Waterways
Mooring Vacancies
Waiting List Survey February 2008

Job No 821 (1-3)
 Serial No. (4-6)

Card 1 (7)
URN (8-11)

Name h w m
Address
Mooring site:

Interviewer

Date

Feb (12)
 2008

(13)

NON CONTACT REASONS	Phone disconnected / no ringing tone / number unobtainable	1
	Number connects to a fax machine (rings then high pitched whine)	2
	Moved – no longer at this address / phone number	3
	Not known (address as stated above)	4
	Not known (& different address to the above)	5
	Phone not answered / answerphone etc on 5+ attempts at different times	6
	Relevant person repeatedly unavailable / away etc (5+ attempts)	7
	Denies they were on a waiting list for a mooring	8
Other reason (write in)	Refused	0

Ask to speak to named contact. At least 5+ attempts at different days / times including evening. Responses will be treated confidentially, and will not be attributed to the respondent. This interview is being conducted in accordance with the rules and guidelines of the Market Research Society. If they ask to contact AIA please give them the phone number or email address for Roy (above left) If they want to contact British Waterways about this survey: Angela Groves 01923 226422.

INTRODUCTION AND RECRUITMENT

Good morning / afternoon / evening. My name is
 from Andrew Irving Associates, a market research company.
 I am conducting a survey on behalf of British Waterways
 among people who were on their waiting list for a mooring.
 This interview takes around 5 minutes. (adjust estimate if interviews taking longer or less time)

QA Can I just check that you were on the waiting list for a mooring at *SITE SHOWN ABOVE*
 IF SAY WERE NEVER ON THE WAITING LIST, CODE '8' ABOVE & CLOSE INTERVIEW

QB Are you still interested in obtaining a mooring at this BW site ? *SITE SHOWN ABOVE*
 PROMPT AS NECESSARY

- | | | |
|--|------|---------------------|
| | (14) | |
| Yes – still interested in obtaining a mooring at this site | 1 | RECRUIT – GO TO Q1a |
| I now have a mooring at this site | 2 | |
| I have now acquired a mooring elsewhere instead | 3 | |
| Not interested in this site, but interested in obtaining a mooring elsewhere | 4 | |
| I already had a mooring elsewhere, now decided not to move | 5 | |

No longer interested in obtaining a mooring at all Y ASK QC THEN CLOSE

IF NO LONGER INTERESTED IN OBTAINING ANY MOORING ASK

QC Why is that?

- | | | |
|----------------------------------|------|-------------------------------|
| | (15) | |
| Given up boating / sold boat | 1 | THANK &
CLOSE
INTERVIEW |
| No longer planning to buy a boat | 2 | |
| Other (write in) | | |
| | | |

**ONLY RECRUIT THOSE WHO ARE STILL INTERESTED IN A MOORING
 OR WHO NOW HAVE A MOORING**

write in name of respondent

Q1 Were you aware that British Waterways advertised a vacancy at that mooring site?
Yes 1 (16)
No 2

Q2a Last October British Waterways changed the way that they allocate mooring vacancies – people now tender for moorings. Were you aware of this new tendering process?
Yes 1 ASK Q2b (17)
No 2 SKIP TO ✪

ASK AWARE

Q2b British Waterways posted out information about the new tendering process last Summer. Do you recall receiving this?
Yes 1 SKIP TO ✪ (18)
No 2 ASK Q2c

ASK THOSE WHO DO NOT RECALL MAILSHOT

Q2c How did you become aware of the new tendering process ?
..... (19)

✪ASK ALL✪

SAY Can I just briefly describe the new tendering process for moorings ...

- British Waterways have suspended the previous system of waiting lists on a trial basis
- People now register their preferences for moorings in a certain geographical area and for boats of a particular size
- When a vacancy becomes available, details are sent to those who have registered
- There is a guide price, which is the price paid by other boaters on that site
- The vacancy is advertised for 28 days, during which time people can tender a bid
- Bids can be above or below the guide price
- The mooring goes to the highest bidder, provided this is above an undisclosed reserve price
- The mooring is then offered on a three year agreement (with no price increases)

Q3a Is that how you understood the new system, or is there anything you had not realised?
(20)
Yes – that is exactly how I understood it 1 GO TO Q5
Some of that information is new to me 2 SKIP TO Q4★
I was totally unaware of the tendering process – this is the first time I have heard of it 3 ASK Q3b

IF TOTALLY UNAWARE ASK Q3b-c (THEN GO TO Q99)

Q3b Having now heard about the new tendering process, is this something that you might consider to help you search for a mooring?
Yes 1 ASK Q3b (21)
Maybe 2 ASK Q3b
No 3 GO TO Q99

Q3c Would you like British Waterways to send you more information either by post or email?
Yes – please post me information 1 CHECK ADDRESS IS CORRECT (22)
Yes – please email information 2 RECORD E-MAIL ADDRESS BELOW
.....
No 3

UNAWARE NOW GO TO Q99

★Q4 What had you not previously realised? DO NOT PROMPT, CODE ALL THAT APPLY

Are allowed to bid *below* guide price 1 (23)
There is a reserve price 2
The agreement is for 3 years 3
other (write in) (24)
.....

ASK ALL WHO ARE AWARE OF TENDERING

Q5 Are you aware of BWs mooring vacancies website? IF 'YES' ASK Have you visited the website?

- (25)
- Visited website 1
- Aware, not visited 2
- Unaware 3

Q6a Have you registered to use the tendering system either on-line or by post?

- (26)
 - Yes – on-line 1
 - Yes – by post 2
 - No 3
- SKIP TO Q7a
ASK Q6b

IF NOT REGISTERED ASK

Q6b Why not? DO NOT PROMPT

- (27)
 - Don't agree with the principle of it 1
 - Too much hassle 2
 - No vacancies advertised that meet my needs 3
 - Other write in
- (28)
- IF NOT REGISTERED NOW GO TO Q99**

ASK ALL WHO HAVE REGISTERED TO TENDER

Q7a Did you submit a tender for the vacancy at this mooring (i.e. THE ONE SHOWN ON FRONT PAGE) or for any other BW moorings?

- (29)
- Yes – tendered for this mooring 1 GO TO Q8a OVERLEAF
- Did not tender for this mooring, but have tendered for another mooring 2 ASK Q7b BELOW
- ☛ Have not tendered for *any* mooring 3 ASK Q7b BELOW THEN GO TO Q99

IF HAVE NOT SUBMITTED A TENDER FOR **THIS** MOORING ASK

Q7b Why did you not submit a tender for this mooring? PROBE What other reasons? DO NOT PROMPT

- (30)
- Was not aware of the vacancy 0 → ASK Had you been aware of the vacancy would you have submitted a tender? Yes 1 No 2 (32)
- Would prefer to obtain a mooring on another site 1
- Looking for a residential mooring 2
- Couldn't decide how much to offer 3
- Berth was not long enough 4
- Berth was too long 5 ASK Q7c IN BOX BELOW
- Found website hard to use 6
- I don't have the right kind of payment card 7
- Other (write in) (31)

IF BERTH TOO LONG ASK

Q7c What was the length of the berth you needed, and what was on offer?

Needed..... On offer..... (33)

Q7d And did you consider submitting a tender for what the berth was worth to you?

Yes 1 No 2 (34)

**THOSE WHO HAVE SUBMITTED A TENDER FOR ANY MOORING ASK Q8a
THOSE WHO HAVE NOT SUBMITTED ANY TENDERS ☛ GO TO Q99**

ASK ALL WHO HAVE SUBMITTED A TENDER FOR ANY MOORING

Q8a Did you experience any difficulties using the tendering process?

(35)
Yes 1
No 2

IF YES ASK FOR DETAILS

..... (36)

..... (37)

Q8b Was your tender successful for this site?

(38)
Yes 1 ASK Q8c
No 2 SKIP TO Q99

IF SUCCESSFUL ASK

Q8c Are you satisfied with the tendering process? PROBE FULLY

.....

.....

ASK ALL

Q99 How frequently do you use the internet?

(39)
Most days / every day 1
At least once a week 2
At least once a month 3
Less often 4
Never 0

Q100 Do you have any (other) general comments to make about the trial mooring tender system?

..... (40)

..... (41)

.....

Classification

(42)
18-34 1
35-44 2
45-54 3
55-64 4
65+ 5
(43)
Male 1
Female 2

Q101 What has been your main source of information about the tendering process? READ OUT
CAN BE MORE THAN ONE

	(45)
Other boaters	1
British Waterways staff	2
British Waterways website / Waterscape website	3
Printed material from British Waterways	4
Waterway magazines	5
Other boating organisations	6
None of the above	0

Q102 Had you realised that it is possible to tender and win with a bid that is below the guide price?

	(46)
Yes	1
No	2

Q103 Would you tender if you could see the amount that others had tendered?

	(47)
Yes	1
No	2

<p>THANK RESPONDENT AND CLOSE INTERVIEW STAPLE FRONT PAGE AND THIS PAGE INTO QUESTIONNAIRE</p>
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