Economy and Community Performance Management

Reference	Measure	Report on the Level of	Frequency	2020/21	2021/22	2022/23	2023/24	Actual 2	2023 January	February	March	April	May	June	July	August	Sept.	Observations/Reasons for the performance
M1	**Total number of customers (annual contracts) on Cyngor Gwynedd harbour moorings.**	Department	Monthly				**240**	**250**										The aim and objective is to try to maintain the number of customers and ensure customer support and loyalty to continue mooring in Gwynedd. The financial squeeze means that many customers have been attracted to Gwynedd as the cost is lower in general. Some customers have also returned following the end of Covid restrictions. The online system to apply for a mooring has been operational since April 2023.
	Number of Aberdyfi customers	Department		47	76	72	72	73				13	73	73	73	73	73	A number of powerboat customers have decided to have a mooring instead of launching daily. This has contributed to keeping the number of moorings fairly stable. It has also managed to attract a number of new customers. A change in the channel and sand collection in the harbour means that there are fewer suitable places to locate moorings than in the previous year.
	Number of Barmouth customers	Department		31	54	64	64	71				26	70	70	71	71	71	
	Number of Porthmadog customers	Department		64	112	104	104	106				61	72	80	93	93	106	Stable numbers. The harbour has managed to attract a number of new customers, although a number of customers have given up their moorings due to age or health reasons. A number of customers continue to take a mooring on the Madog Yacht Club pontoon.
M2	**Gwynedd Harbours Customer Satisfaction %**	Service	Annual															
	Very Good																56%	
	Good																33%	
	Satisfactory																0%	
	Poor																0%	
	Very Poor																0%	
	No Response																11%	
M3	**Number of licensed Powerboats / Personal Watercraft. Information to confirm that there is a specific registration system to identify each Powerboat or Personal Watercraft that launches in Gwynedd.**	Service		1680	2,434	**2,380**	2,380	2,509				921	1,759	1,876	2,204	2,438	2,509	The aim and objective of registration is to ensure an increase in the number of powerboats registered in order to ensure that all boats on the Gwynedd coast display a Cyngor Gwynedd registration permit.
M4	**Percentage of Navigational Aids within the harbour area and on the Cyngor Gwynedd coast that were available on their sites and in accordance with Trinity House's annual inspection.**	Service		98%	98%	98%	100%	100%	98.00%	98.00%	98.00%	100.00%	100.00%					The aids are within Category 3 National Navigational Aids. The Tywyn breakwater navigational aid has been re-positioned since March 2023 and the Abersoch beach groyne 1 navigational marker was replaced during May 2023.
M5	**Gwynedd Beaches Customer Satisfaction %**	Department	Annual															
	Very Good																59%	
	Good																16%	
	Satisfactory																12%	
	Poor																7%	
	Very Poor																5%	
	No Response																1%	