



MINUTES OF AGM 2016

TOWN QUAY SOUTHAMPTON WEDNESDAY 24TH FEBRUARY

Commenced at 1440hrs and concluded at 1655hrs

1. Introductions and welcome by retiring Chair John McKenzie. An update on our Jubilee 25 years of the PCA and the founder who has been contacted and sent his apologies for being unable to attend but keen to meet up later in the year
2. Apologies for non-attendance—Karen Potts, Simon Miles, Sue McLagan, Mark Laskey, Simon McBride, Mark Bellis, Gemma from Rum Jungle, Rik from Moose Charters
3. Minutes of last meeting 2015 agreed. Discussion over Free Phone service 0800 which PCA has closed. All present accepted minutes
4. Formation of Limited company updated and also financial report given by John McKenzie. Some members did not renew under our new office procedures. Draft accounts from last year accepted by the HMRC
5. Chairman report- standing down this year after 7 yrs as Chair and will remain as a treasurer for PCA and also remain as one of the three directors, in his report he outlined that about 85% of what was commenced under his lead has been completed. At his start there were 8 members and there was a choice to close or build the PCA,
6. Vice Chair RIBs report. Very successful year, publically thanked everyone for taking part in the RIB safety forum which was set up to review and produce a Policy Document -Codes of Practice for RIB operators within the PCA. A few of the forum were present, Richard- Solent Rib Charter, Kevin- On Board Charters, Nick-Vice Chair Power, Ali from Salcombe Sea N Shore. The end result was a working document that can be downloaded from members section of website, covering all areas from initial enquiries though to bookings whether at a distance or actually on the pontoons, safety briefings, managing and reducing risks. This document is the most up to date version for any organisation including RYA, MCA, etc, and has been reviewed by MCA and we expect the document to have their support and it remains on their desk. As operators we are all concerned about injuries, our businesses and our insurance. Urged all operators whether a Yacht or Cruiser to read how our RIB members will operate alongside them Chair thanked the forum members for their efforts and resulting code. Future plans to continue to role out and update as required. Update from overhead slide on RYA kill Cord review. Chair thanked forum

7. Vice Chair Power- Thanks again for RIB Forum Codes and will discuss later with future plans on role out to other craft. Updates on Man overboard systems and adequate system. Thanked by Chair for his work on MCA panels he regularly attends as PCA representative
8. Vice Chair- Membership- again a thank you for work to reducing work load By Chair, slight reduction with 5 new members, some companies had closed their businesses and a few did not respond to chasing for re-joins.

9. ELECTION OF COMMITTEE OFFICERS

Your elected committee is now

Chair---- Ian Winson

Vice Chair Power -- Nick Trainer

Vice Chair RIB- Simon Miles (Milo)

Vice Chair Sailing-vacant

Vice Chair Safety- Ali Jones

Vice Chair Scotland- awaiting updates

Membership Secretary -- Graeme Sign

Treasurer- John McKenzie (retiring chair)

Committee members-

Skipper representative- Brett Jordan-Davis

Crew representative--awaiting updates

Directors PCA (2014) Ltd

John McKenzie

Ian Winson

Nick Trainer

All nominated and seconded and non against, all in favour

10. Subscriptions proposal for all PCA subs to remain the same the same, No objections or comments.
11. Member Offer – Get a member campaign to expand PCA membership. Way forward for any member to nominate others. Allows the fee reduction for member who signs a new member. Phil Keen- asks can members have some form of PCA benefits card to sell PCA to other skippers and operators, benefits of training, communication. New Newsletter to all members as regularly as possible. Training for members' crews was discussed and raised by Nick Trainer and is still being discussed and will continue with ideas for best practice. Member offer is enlist new members at the same grade as your membership and gain (like for like membership) **ACTION 1**
12. New Welcome Pack has been introduced, we are developing this, Flags, Flyers, Website links.

13. Christensen Lloyd membership set up by Vice Chair Power did not see a full take up of this benefit from members, Nick explained the back ground allowing potential charterers to confirm that the boat they have chartered is legal and safe. This is a member benefit which is free to us with a small fee paid to have all members boats added. Idea to have a register of all coded vessels. MCA and RYA like this register. Aim to drive un-coded vessels out of business. The requirement is to send SCV2 and application to Membership Sec. Q from Ali Jones- Can we have a link direct from the Website **ACTION 2**. (We have reviewed action 2 -this and the link is at the bottom of PCA website and goes direct to the Christensen Lloyd account and downloads for form application.) Q from Ali Jones Can we have a way of submitting our operation procedures to website **ACTION 3**. Good ideas can then be copied to other members risk assessments and procedures This needs reviewing with website management
14. Fee to Membership secretary proposal to increase honorarium to £400. Before was £250, Very organised and believe records kept and supporting membership. No objections all in favour.
15. Customer Complaints process for PCA members. John McKenzie explained we would have an arbitration role to support members if they needed it, Based upon skipper crew to resolve then an option to step up to have a panel if needed. **ACTION 4** to be added to website for members use if they wish to use it. Larger companies have their own processes whereas single operators may not have a process. This is a voluntary process if you wish to use it. IIMS has a complaints procedure, most one man operators, so their procedure is support member as a default and then a panel to work and resolve issues. Idea is not to push complaint under carpet as the problem won't go away, so this is a fall back
16. John McKenzie proposes PCA formal dinner for 25 years, former chairman unavailable today and wishes to speak if we have a dinner/gathering about the founding of the PCA. Proposes **ACTION 5** , will not be in season needs to be end of season, location will be an issue for members
17. MCA memorandum of understanding for PCA members is still in force, we have an updated one with MCA presently who assured us it would be signed and agreed again before the AGM. This has not occurred and we will continue to advance this. This policy is an agreement with the MCA and our members boats on at sea inspections, the document is in the members section to download and read. We recommend that all members use the format of the MCA inspection folder as this has proved very successful on inspections before. The RIB safety policy document is also still with MCA. There is now a plan to extend the codes of practice that is under RIBs section to Cruisers and Yachts. Discussions about alcohol and swimming from members' boats and how we manage risks, some members have invested in a floating line as well as fender on a line. Is there a good argument for saying the crew will stop serving food and drinks at time of swimming? How do you manage those in the water? What is the legal position once they enter the water off your boat? Should crews have all involved in managing at this time these areas? **ACTION 6**, ongoing reviews and will form part of forum looking at this as we did with RIBs. We need to look at processes. What is the legal position? What procedures do we suggest members should have? An industry standard for all

18. Q from Simeon, do the PCA have an annual sticker for our boats so we are recognised by the MCA. At this moment but we will investigate this option as many members do not show other logos/flags when out on corporate events **ACTION 7**. Present stickers go on windows. Possible small pennant suggested? Advantage of our member boats being recognised so MCA can target
19. Social Media updates. PCA website has had large number visits, all figures are in Download section regularly updated by MCB creations for all to see. Discussion about what is site is for, all members sections receive monthly SEO updates, Is the site for members to attract business? Yes but not solely, we tried with 0800 number and all that generated was angry members with numerous stupid emails from companies selling not interested in charters. The site has all our members' discounts and preferred suppliers, all documents for download from Safety, licensing, coding etc. The SEO work is for helping members generate interest, but is someone calls after linking into the members' page we won't know if a google direct or this approach. One way forward will be to ask where you found our company to enquire. Requires your home information on pages to be up to date and accurate. Q Kevin- Any stats from the site of enquiries generated – How are enquiries handled asked on behalf of Mark Laskey. The 0800 number was managed by a call handling, many companies just selling to association. Hence also members kept getting emails, this was an appalling service that did not work for us, records show only about two enquiries for cruisers at Poole it generated nothing else. (Ian Winson has all DM messages held on email if anyone is worried). MCB creations will amend members' records as regularly as you want. Some issues raised about last year where MCB dropped out of view/contact due to personal issues, we received many calls for members help and we started to look at other options of SEO. We also put in place an emergency option if we could not contact office. We are now comfortable that his office is now working back on track. FACEBOOK and TWITTER pages are run by Ian Winson for PCA and he needs all members' accounts so PCA can follow and re message for members. We are very focussed on getting members retweets out, sharing FB messages. If you have offers, events let us know and we will add to messages and help. Remember Twitter, Facebook, social media is FREE advertising. Quick discussion on scammers coming to PCA members. If we see scams we will tweet and FB message it as soon as possible
20. Future for PCA, build on membership through coding authorities **ACTION 8**. Member get Member. Building of Codes of Practice and operation standards for all craft following on from RIB forum. Keep increasing suppliers who offer discounts for members, all available in members section of website. Training future crew members, a forum to develop new codes of practice for all boats. Crew associate members. Offer of PCA Banners and flyers for events being held at your locations or events you are running. Offering support to those coding boats, we also attend many meetings with MCA on coding and licensing and will feed info to members.
21. We like to see members sharing joint charters, many of us firstly offer work to other members and hopefully this will encourage people to join
22. Q from Phil Keen, can the membership application form have "where did you hear about joining?" Allows members to know if their candidate joined **ACTION 9**

23. MCA updates- Codes being updated, blue code presently. The BMF and RYA are involved in this process on behalf of MCA and we are part of lobby. Workboats are top of their list. Leisure craft low down on their agenda. Man overboard adequate recovery system will become part of codes. People on the boat must be guests, not there as part of work otherwise we need a workboat certification so dual coding via your surveyor. Worth members looking at whether any of their charters are workboat coding issues. i.e photographers , magazine journalists, If they are on your boat to carry out work then your boat needs the workboat certification, please speak to your surveyors for additions or amendments.

24. AOB

Thanks given to our retiring Chair, proposal for honorary membership, No one against proposal

Q -Kevin – on behalf of Mark Laskey- How does association run when handling incoming inquiries for charter work for individual companies? We covered how 0800 number did not generate as we hoped. There is always a plan that the SEO work carried out will enable prospective charterers to come to our website and look for a boat, they will then go to members section where if they are interested will contact the member directly, we have no input on this. Originally the website was not set to attract enquiries but this is now part of website presence to market our businesses

We need to know how the PCA website generates this, keywords for all areas. We have never been asked for a business.

As a body we can generate and move forward.

Having a skippers list of available people is one example

Identifying our audience is part of PCA role, it remains also as a support process for all members.

SEO page for all businesses? **ACTION 10** with MCB

When set up it was a support mechanism for members. Members may have left as business not coming into the PCA website. How do we promote PCA business so members get enquiries? Each business drives their own businesses and when calls come in from the client are we asking where did you get our business info? Was it via our website to members' page for a direct call?

We need to increase member numbers, negotiating power and talk to outside world. We need to increase our members by offering the benefits. Incentivise members to join. Increase Crew, stewards, trainers etc from a database also.

The hook is to join the professional body of the charter industry. We seek to have best operators. It becomes a badge that is recognised.

Being a member with last RIB forum showed how we can together reduce the risks and look to each operator to offer support to all of us.

Best practise and industry accepted processes will help others in their businesses.

Raising awareness of PCA is also can be done by social media, build relationships with preferred suppliers, identified as great links by Wendy from Seasafe

No other AOB was raised

25. The founder chairman we wish to add as honorary member

26. We then were given an input from Mike Schwarz, CEO IIMS, (International Institute of Marine Surveying) they are also a membership organisation and have 25 yrs of business. Targeting of memberships and merging of other associations. They like us share best practice, they also use social media. Twitter, LinkedIn. Many members are sole traders who have support and similar around them as support. Access to surveyors register? Is this a way to increase PCA membership at point of coding?

The meeting was then closed and refreshments taken, Wendy Willmott from Seasafe on the Isle of Wight and Dean Shaw from Denovo Insurance gave us a a talk of lifejackets and the marine insurance industry

Ian Winson Chair PCA