



PCA Chairman's Report 2010/2011

Summary of the PCA Activities for 2010/2011

2011 has presented challenges for most charterers in terms of business volumes and profitability – a year when the PCA has been able to support the membership with representations to the MCA, HMRC, and an enhanced web presence. Membership continues to grow.

MCA - MGN 280

We have continued to develop our relationship with the MCA - Nick Trainer has represented PCA members interests ensuring that when the new coded is legislated it will be supportive of Charterers.

New Documentation and Inspection

Following a number of meetings between PCA/ MCA we have an new agreed inspection regime which includes pre- inspections, document-only inspection at sea with appointments for inspection which do not disrupt our guests. Formally agreed and implemented July 2011.

We have continued to build on our relationship with the MCA during the year - maintaining this is a key requirement going forward.

Web Site Development / Marketing

The members-only private area of www.charterassociation.co.uk has now been launched with a range of downloads and information portals including the initial members discount area with suppliers offering PCA members discounts /service standards. The site profiles have been effective in generating search engine traffic with each web page optimised monthly - we have introduced a direct call back facility for members to respond to enquiries directly - this is the lead banner on the home page. Marketing support is being provided by the YBDSA marketing assistant and new look leaflets and display boards are under way.

Meetings

A Members meeting (30 June 2011) was arranged to discuss a variety of topics and update members on the activities of the PCA. Small informal meetings have taken place by a number of members to look at PCA development issues and take soundings. Comment /discussion have taken place with the HMRC on VAT issues particularly Zero Rating for Transport , meetings with MCA, HMRC and others including a seminar on the implications for the New Bribery Act, and a variety of discussions with marine suppliers supplying discounts /service standards. I attended 2 YBDSA Council Meetings to raise the profile/voice of the PCA and to seek to develop the network connections of YBDSA.

Membership

Focus remains on MPS (members, profile & standards) in 2011 with the aim being the raising of the PCA's profile – we are looking to members to recommend new members – we have seen a modest increase in membership.

Future

Membership is the central issue the PCA – we now have a strong core membership base from which we are seeking to develop a “member get member” campaign - this would double our membership and provide the much needed critical mass for the PCA – a 2012 objective! The PCA has a future in supporting professional charter operators.

YBDSA Support

The PCA recognises the invaluable support provided by Jane Gentry and her team at YBDSA and thanks them for this without the enthusiastic encouragement and dedicated help, advice and support the PCA would not be continuing to grow.

John McKenzie
PCA Chairman

October 2011