



Business & Marketing Plan 2011 – 2012

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Maritime and Coastguard Agency

PCA

Professional Charter
Association



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Business & Marketing Plan 2011 – 2012

1. Objectives, Aims and Purpose of the PCA

The Objective of PCA is to maintain a forum for its members and to represent the membership with Regulatory/Statutory bodies focusing on all matters relating to Chartering Vessels and providing Entertaining Afloat for:

- Corporate Hospitality Clients / Team Building / Staff Reward Days / VIP & Special Anniversary Events
- Provision of advice and expertise in the Coding of Charter Vessels
- Setting of Standards and providing advice to members on compliance matters

The Aims of the PCA are to;

- Ensure that Safety of Passengers and crew whilst aboard any members vessels
- Members vessels to be compliant with all statutory/regulatory requirements
- To ensure all vessels chartered are maintained, presented to highest standards and are insured
- To provide a Customer Friendly service and a fair price
- To ensure adherence to the Code of Conduct expected of Professional Charterer
- Promote and Protect the interests of its members

The Purpose of the PCA

- To be a Representative and credible Professional Trade Body recognised as the “voice” of the charter industry with all statutory organisations associated with the regulations controlling marine vessels for charter
- To support members with technical and industry knowledge on coding of vessels
- To provide a Grievance and Arbitration route for members of the public



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2. Membership of the PCA

Full Membership

- All Boat Owners who have a coded vessel and seek to charter
- Companies Offering Charter Events but don't own their own vessels
- Individuals who Charter vessels for Hire as part of their occupation
- Yacht/Boat Management Companies who Maintain / Charter vessels
- Qualified Skippers who Charter vessels on behalf of clients
- Yacht/Boat Agents who charter vessels on behalf of clients

Associate Membership

- Skippers / Crew
- Marine Service Providers
- Catering Companies
- Event Management Companies
- Marine Development Providers
- Marina Companies
- Any Service Provider to the Charter Industry

Honorary Members

- Life Time Service Awarded to PCA Member(s)
- Industry Figure(s) in recognition of service to the charter profession

Affiliated Organisations

- Maritime Organisations RYA / RNLI/MCA
- Other Charter Organisation (Nationally/Internationally)



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3. Membership Strategy, Support and Development of the PCA

Members are the raison d'être of any organisation and are the key to the future development of the PCA and membership numbers are about our credibility as a Professional Industry "voice".

The Strategy

Therefore it is essential that in the 2011 / 2012 business and marketing plan and the focus of the officers, committee and members is on introducing of new members to the PCA who will contribute to the growth in numbers and new ideas / vitality

How to go about getting New Members for the PCA

Member recommendation - "member get member" campaign should be instituted

YBDSA / IIMS Coding Authorities – approach should be made to allow access to any boat owner who has a currently coded vessel and is actively chartering

Notices In Marina – placing notices inviting prospective members to contact the PCA

Form a membership sub committee to focus the energy of the PCA to come up with innovative ideas for increasing the membership

Each current member will have access to their own personal network of suppliers of goods and services who could be approached for names of potential PCA members who are currently chartering their vessel

Flying the new PCA flag on each member's vessel will generate interest

Develop the PCA name into both sectors – Sail & Power with a new section for RIBs

How to go about getting New Associate Members for the PCA

Similar actions to full membership drive but with the emphasis on members own networks of suppliers (goods/services)

Sponsored Links

Targeted Google Adwords should be considered to direct interested people to our re launched web site



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3. Membership Strategy, Support and Development of the PCA(continued)

Actions to Support the Membership Drive

- Commitment of Members to seek new members
- Focus of the Web Site to make membership meaningful
- Regular membership number updates on progress
- Meetings to welcome new members
 - social / training / speakers / activities
- Use of the "private" members only area of the web site to deliver membership benefits
- Expansion of suppliers (goods/services) who are willing to offer members of the PCA discounts and / or benefits of trading
- Updates on industry activities
- Press support Boating Press article(s)?

Motor Boat & Yachting
Yachting World
Motor Boat Monthly

- Catering Connection who may be supplying charter companies we have no connection with
- Data Basis of YBDSA & IIMS – Direct mailing inviting Coded Vessel Owners to join the PCA
- Open Days for New Members to come along and meet / talk



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3. . Membership Strategy, Support and Development of the PCA(continued)

Development of the PCA

Fundamental to understanding what the PCA can / should do for the membership is to recognise that we are a representative trade association and are developing a “voice” with the statutory bodies

Chartering falls into three groups

Sailing Vessels

Power Motor Yachts

RIBs

We need to appeal to each group and identify the specific needs and support requirements of the individual groups

The Vice Chairman Sail and Vice Chairman Power need to form a small sub group to consider the requirements for their type of charter vessel

Consideration should be given to creating a Vice Chairman RIBs as this is a huge potential

Costs

PCA should maintain a tight cost control of all purchases and costs – focus on value for money



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4. Affiliation / Relationship YBDSA & other bodies

5. PCA Membership - Compliance / Safety/ Risks/ Licensing

Maintain a culture of:

Compliance

Safety

Risk Aware

PCA recommends members adherence to all statutory regulations



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6. Training and Standards

Seek to establish best practice as an outline objective in this area

Consider the issues of Safety – potential training option for members

7. Marketing / Advertising / Web / PR

Marketing

- Main approach is via a high visibility web presence and web based marketing
- Promote the online joining with perhaps Offers ie Free Ticket(s) to the boat show???
- Web Site Optimisation monthly to focus on achieving Natural Listings
- Tactical Google Adwords campaigns - Advertising “main” Solent Events as a “News” item home page
- Targeted Email mailings to Event Companies advocating the benefit of using a PCA company???
- Strategy partnerships with other organisations – such as the Olympics 2012

Advertising

No paper based advertising – all advertising via web based media

Life Style site inclusion and reciprocal links

Resist other than “advertorial” where the exposure is free



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PCA Web Site

- The Redesign/Lunched of web site to be capitalised upon
- Seek individual page optimisation (monthly) to improve natural listings
- Drive membership enquiries by “new invitation” to join message?
- Continue with the services of a web developer (MCB)
- Offering a 1 hour Web Enquiry Response?

PR

Seek to maximise on the web presence and create “staged” events to promote to the boating press “advertorials” opportunities

Seek to establish a “Charter News” section on PCA web site that can be “fed” to the media



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8. Constitution, Officers and Committee Structure

Chairman John McKenzie

Vice Chairman

Sail Robin Milledge

Power Nick Trainer

RIB

CEO Jane Gentry

Treasurer

News Editor

Working Group(s)

Technical

Operational

Arbitration Panel Members

Grievance Panel Members

Technical Compliance Support



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9. Committee Meetings & Membership

AGM	October
Working Group(s)	October/ February / May / August
Ad Hoc Meetings	

Membership Year

April – March (Fiscal Year)

Subscriptions on Joining PCA

April – September	Full Subscription
September – January	Half Subscriptions
January – March	Next Full Years Subscriptions

10. Vision for the Future of the PCA

Mission Statement

“make membership of the PCA meaningful” to our members whilst establishing and maintaining a dynamic and representative focused framework that is supportive of PCA members in the delivery of Professional Charter Events

Membership Pricing Policy

The importance of the membership number out weighs the revenue lost by not increasing the annual membership fees (currently £90 + vat Full - £45 + vat Associate).

John McKenzie / Jane Gentry March 2011



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