



PCA Chairman's Update YBDSA Council Meeting 6 September 2012

APOLOGIES

My apologies for not being able to attend today's meeting for personal reasons - Nick Trainer Vice Chairman (Power) has agreed to represent the PCA at the meeting

MATTER ARISING FROM MEETING OF 20 JUNE 2012 ITEM 2 ON TODAY'S AGENDA

1. **The PCA would like to thank Council Members** for their understanding / support of the further development of the PCA's membership aspirations and the tangible help in agreeing to fund the production of a standard PCA contract to be drawn up by Russell Kelly Solicitor.
2. **PCA logo** – we are happy to join in the YBDSA “family look” of logos if this could be achieved without compromising the current look as members have only in the last 18 months purchased flags (average cost of £35) for their vessels. Also, having agreed with the MCA (our regulator) the flag would be seen by them as a quality assurance mark of compliant boats and allow for the MCA inspection as sea teams to differentiate vessels. Happy to look at any proposals providing these points can be incorporated

PCA SEPTEMBER REPORT

The last quarter has been relatively quiet in terms of PCA activities with members concentrating on what has been a “challenging” season for charterers. Submissions have been made to MCA on the continuing MGN280 and regular contact has been maintained with our regulators.

MEMBERSHIP

Membership has remained static with new members joining and several members deciding to not renew their membership sighting “lack of value for money of the membership fee” – whilst it is always disappointing to lose any member one has to respect their decisions – although they did fall into the camp “nothing in nothing out people”.

Expanding our Membership is key to our credibility and to our very existence – we are on a journey in which we have made progress but we have clearly not won the hearts and minds of charterers yet – we must have as our aim to make PCA membership essential to anybody considering entering our industry – it was this reason that a meeting was sought and held with the YBDSA President

MEETING YBDSA PRESIDENT 25 AUGUST 2012

The YBDSA President and PCA Chairman met in August to consider the strategic development of the PCA (see attached Agenda) and the tactical direction needed to achieve the continuing growth of the association. The new CRM system will offer great marketing opportunities for PCA new membership via the data base of coded vessels within YBDSA – agreed. An idea was discussed that of offering “free” first year membership of the PCA via member YBDSA Surveyors offering coding for vessels for the first time (or renewing their 5 year coding) as an “add on” to their client service – this offer could be made also via member Brokers when selling a coded vessel - discuss / support please.



CODED VESSELS

The meeting discussed a variety of membership marketing options including the huge captive market of the YBDSA who represent more than half of all coded vessels but this leaves a considerable market that we currently don't have access to. Discussion round this sensitive area of marketing the PCA to coded vessels outside of the YBDSA covered by other coding authorities (IIMS) – I would like to put on the record, the PCA would not wish to compromise or put at risk our membership of the YBDSA family but feel that if the PCA is to be recognised more widely as the “voice” of the Charter Industry this is an area we need to develop - discuss

SOUTHAMPTON BOAT SHOW 2012

Nick Trainer has offered the PCA a “space” on a stand he is managing at this year's show which would allow us to have a presence to exhibit our two banners and distribute leaflets from – it will be possible in limited space for the YBDSA to be represented also – Nick Trainer will be happy to liaise on this at today's meeting.

MLA

The President asked at our meeting for me to raise this issue at today's meeting. The MLA formally (by letter) approached the PCA Chairman and complained about the PCA web site showing their logo without permission. The logo was displayed on our web site under “useful other Marine Organisations” and had a direct link to the MLA web site - following a brief telephone discussion I arranged for this logo and link to be removed from the PCA web site (within 2 hours).

That morning I visited the MLA site (see appendix) and was unhappy to see that they were purporting themselves to being the “only” organisation representing the Charter industry as **“Marine Leisure Association (MLA) is the only trade association that represents the marine Training, Charter and Holiday industry.”** - Not an accurate reflection of the charter industry as in addition to the PCA there are some 5/6 other organisations representing charterers. I telephoned and pointed this out that we were not happy with their assertion of being the “only” organisation representing charterers – I asked politely in the spirit of working co operatively for them to remove the word “only” and replace it with “one of”. The administrator I spoke with said it would be looked at - now 10 weeks on the web site has not been changed. Advice please of the meeting is sought of whether just to leave the matter or how to take this further?

A personal thank you to YBDSA President Christian for his support and constructive understanding of the future direction of the PCA and for giving up this Bank Holiday Saturday Morning – a very helpful meeting.

UPDATE ON TWITTER



Charters Association

@PCA_Charters FOLLOWS YOU

The PCA is an organisation which promotes and protect, the interests of its members and the safety of passengers, crews and vessels at all times.

Solent, South Coast & UK <http://www.chartersassociation.co.uk>

Following

209 TWEETS

1,217 FOLLOWING

512 FOLLOWERS



MEMBERS WOKING TOGETHER

Our 2012 theme has been to “make membership of the PCA meaningful” and one strand of this was to encourage members to work more closely together – on 20 July 2012 we successfully undertook and delivered a large charter with PCA Members agreement within the client’s budget requirements to transport 85 passengers (was scheduled to be 100 passengers) involved in this corporate “away day” charter out of Ocean Village marina aboard 6 Flybridge motor cruisers, 2 sailing yachts with a RIB in support.

EXTRACT EMAIL RECEIVED FROM ORGANISER “On behalf of everyone atCompany I’d like to say a massive thank you for helping us organise a party that will definitely go down in our corporate history! The boats were all amazing and everyone had a brilliant time. There are a lot of happy faces in the office this morning. Many thanks for all your help and support and we will definitely be in touch when we need to arrange our next boat party.”



CURRENT WORK IN PROGRESS

Development of a Crew Directory of contact details for Skippers/Hostesses/Crew Members – member only area
Membership Welcome Pack – see appendix for proposed content.

Promotion of the YBDSA Surveyor / Brokers Free Membership Offer.

APP development – not a viable option (at this stage – costs) so seeking strategic alliance with existing charter APP provider – two current contacts being followed up.

Charter Contract – understand from Jane we are awaiting details from Russell Kelly.

AGM 2012 – proposal to hold this aboard The Princess Caroline – similar format to 2011 with AGM followed by a dinner – we are looking for an industry speaker – any suggestions/contacts?

We are still seeking to develop our panel of suppliers willing to offer PCA members discounts?

Use of the PCA Banners – placing at shows – any offers?

Technical Advise section on the member only area

AOB

Following discussions and representation by PCA members we like to recommend Jane looks into the adoption of Standing Order as a method of paying annual PCA subscriptions for the year 2013 onwards

FINALLY - THE PCA WOULD LIKE TO RECORD OUR THANKS FOR THE SUPPORT OF YBDSA, JANE AND HER TEAM IN PETERSFIELD

JOHN MCKENZIE

PCA CHAIRMAN 6 SEPTEMBER 2012



Appendix

Meeting Christian YBDSA President – Sat 25 Aug 2012

AGM 2011/2012 *“Theme Making Membership Meaningful”*

We are making progress – but

PCA development

Where we are and where we have come from - a journey
Membership Drive – low hanging fruit has been plucked!
Email marketing – costs
CRM marketing – YBDSA Data Base

Refining PCA Purpose

MEMBERS PROFILE & STANDARDS
Trade Association – supporting members
Technical Support to new / existing members
Member’s working together
Marketing / Lead Generation

Boat Show

“Corner” of RIB stand
Support material – leaflets and time
Contribution to stand?

APP Development – charter enquiries

App development v cost of targeted email marketing – costly but would provide the answer “why join PCA / what’s in for members” - getting ahead of the curve generating leads
Another option a joint YBDSA / PCA App

Where and how do we get at the other coded vessels?

Other Coding Authorities
IIMS (rival to YBDSA) concern over contact
PCA does not want to compromise its links to YBDSA
Local authorities
Access to their membership list – marketing opportunity

Parental support now required

AOB



New Members Welcome Pack

SUGGESTED PACK CONTENTS

PERSONAL WELCOME LETTER FROM PCA CHAIRMAN

COVERING BACKGROUND OF PCA AND THE YBDSA FAMILY, LIST OF MEMBERS, CODES OF CONDUCT, TECHNICAL SUPPORT ACCESS, PCA TWITTER & FACEBOOK ACCESS, PASSWORD TO MEMBERS ONLY AREA OF PCA WEB SITE A COPY OF THE PCA LOGO WITH GUIDANCE ON USE

PCA FLAG

PCA DOCUMENT FILE WITH TEMPLATE

COPY OF MCA/PCA JOINT UNDERSTANDING ON INSPECTIONS AT SEA

PCA CONTRACT LIST INCLUDING YBDSA/MCA & HMRC

CURRENT LIST OF SUPPLIERS OFFERING PCA MEMBER DISCOUNTS

COPY OF MCA MGN 280 CODED VESSEL REGULATIONS

COPY OF BRIBERY ACT 2010 GUIDANCE NOTES AND TEMPLATE

COPY OF SAMPLE DOCUMENTATION

PASSENGER BRIEFING SHEET, COPY OF SAMPLE PASSENGER RESPONSIBILITY NOTICES


PCA WEB SITE PROFILE TEMPLAT

STANDING ORDER FORM FUTURE SUBSCRIPTIONS



MLA WEB SITE

<http://www.marineleisure.co.uk/>



GET ON THE WATER
with the
Marine Leisure Association
Training, Charter and Holiday Professionals

HOME
ABOUT
TRAINING
CHARTER & HOLIDAYS
CORPORATE & MANAGEMENT
CAREERS
JOIN THE MLA
USEFUL INFORMATION
CONTACT

Welcome to the Marine Leisure Association

Marine Leisure Association (MLA) is the only trade association that represents the marine Training, Charter and Holiday industry.


Our member's range of services give you the chance to: encounter a stay on-water with a flotilla holiday, gain new qualifications, experience different watersports, meet new friends and have the experience of a lifetime.

Book confidently with MLA members, they:

- Offer the highest standard within the marine industry
- Have the widest range of training, holidays and charter options
- Adhere to the MLA code of practice
- Hold full insurance for all their business activities

By choosing MLA members, we give you some assurance that they will provide you with the best possible holiday, charter or training experience and will have fun out on the water.

Our CURRENT BROCHURE is available by post which lists all our member companies and the services they offer - contact us for your FREE copy today!



Member Zone

User name

Password

Remember me

- [Forgot your password?](#)
- [Forgot your username?](#)
- [Request new activation mail](#)

Latest News

- [MLA Welcomes New Members](#)
- [Visit Us at the PSP Southampton Boat Show 2012](#)