

## **YACHT HARBOURS SOUTH EAST MARKETING GROUP**

### **STATEMENT OF PURPOSE, ORGANISATION, OBJECTIVES AND ACTIVITIES**

#### **Purpose:**

Sail South East (originally known as The Yacht Harbours South East Marketing Group) is formed between organisations interested in improving awareness among potential visitors, and improving the services and facilities available in yacht harbours (including marinas, moorings and anchorages), in the South East of England and neighbouring cruising areas.

Mutual marketing and promotional initiatives are the principal purpose, but the group will also consider initiatives that will improve the capacity, quality, efficiency, environmental sustainability and profitability of member businesses, and economic benefit to the immediate locality and wider region.

#### **Organisation:**

The organisation will be under the management of an elected Committee of members. On formation the members are as listed below and additional committee members may be admitted by approval of the founding committee.

Membership of the group and participation in its programmes and activities shall be open to any provider of facilities and organisations supporting these purposes, subject to approval of the existing committee of member representatives.

The Committee may decide that participation in SSE programmes and activities shall be limited to organisations in membership of SSE, and/or in membership of or approved by, TSE or MSE.

The founding members SSE have elected Sam Bourne (Chair of TYHA) as inaugural Chair of the Committee. The election of the Chair will be on an annual basis, each February.

The Committee will set the conditions for membership, based on the concept of an informal, non-bureaucratic, mutual organisation. Elections will be held within 18 months of foundation, the notional date of foundation being that of the inaugural ad hoc Committee meeting on 23<sup>rd</sup> February 2005.

Any activity programmes agreed SSE shall be funded by the participants/beneficiaries, and may be supported by grants or other assistance from appropriate sources.

Although it was not originally intended to charge subscriptions, this was changed by a vote of the membership in 2005, to a basis of £100 for a Marina and £250 for a Harbour or Local Authority, for the operational year 2006/7, to include basic participation on the SSE website.

TSE have agreed to provide supporting services for the inaugural period.

#### **Objectives and Activities:**

The South East of England is a pre-eminent area for yachting tourism, both by UK residents (from within and outside the SEEDA region) and from overseas.

The principal Objective of SSE is to evolve mutual initiatives to encourage communications, optimum use of facilities and best practise, so that the yachting tourism facilities of the region become acknowledged by users as being "world class".

SSE wishes to learn from and build on successful initiatives undertaken by others. SSE intends to communicate its Objectives, Activities and share its experience with others in the marine, leisure and tourism sectors and to public authorities interested in related matters.

Activities will be undertaken where judged beneficial on a group basis, and incremental to members programmes. The autonomy and commercial confidentiality of individual members will always be respected.

Activities initially envisaged for consideration by SSE, to achieve this objective include:

1. **Marketing, Promotion and Information:** To improve communication between the providers of facilities for yachting tourism and potential users.  
  
Better availability of information for potential clients through
  - co-ordination initiatives for online information, including potential joint website activity, mutual hotlinks etc.
  - joint information publications
  - use of TSE and other tourism industry channels to reach potential users
  - distribution at other member locations
  - developing opportunities for a "Sail South East" message
  
2. **Product Improvement:** To improve the services and systems available to, and used to manage, visiting yachts
  - Co-operate on improved systems for booking, and yield management utilising evolving ICT as appropriate
  - To use customer experience measurements to inform and prioritise improvements
  - Promote "customer care" and related training opportunities
  - To develop performance benchmarks for members to assess their own business in context
  
3. **Research and Data Collection:** To monitor visitor's use of yacht harbours so as to develop reliable data on the volumes, values and patterns of use, segregated by user types, to underpin marketing, promotion and information service provision.
  - Establish standard definitions for data recording by members
  - Arrange confidential contribution of standard data by members to enable regional sectoral performance data to be compiled
  - To encourage other organisations to recognise the value of yachting tourism and other aspects of Yacht Harbour and related business
  - To encourage adequate monitoring of yachting tourism by organisations collecting statistics on tourism, leisure and maritime industry activities
  
4. **Capacity:** The analysis of available capacity in relation to current and potential demand.
  - Devise initiatives to manage and influence demand, to optimise the use of available assets
  - To represent to Government departments, such as SEEDA, the economic benefit of the development of marinas and yacht harbours
  - Encourage policies that recognise and support wise growth

In pursuing its objectives, SSE will seek to work with and through all established organisations. In particular, especially in respect of the South East region and SEEDA, SSE will work with/through Tourism South East for all marketing, facilities improvement and communication activities, and with/through Marine South East for aspects of capacity and development.