

## Sustainability and Marinas: The paradox

Marine Consultant José Luís Fayos gives his view

## Marina 2020

Optimising effective cluster strategies

## Theyr.com

Free live weather forecast data

# January 2012 newsletter

**transeurope**  
MARINAS



## “ welcome!

It is a real pleasure to be welcoming our 50th member to Transeurope Marinas. This is a sound achievement for the group and can only reflect positively on a very simple association bound together now for over 25 years with the common goal of promoting a good service amongst an international network for both berth-holders and visitors.



Melanie Symes  
Puerto Calero Marina  
Chair:  
TransEurope Marinas



### Members News: Inside

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**New Members**  
Four new marinas join  
the TransEurope ranks

**Melanie Symes**  
A warm welcome for  
50th member

## Editorial continued

This time we welcome a total of no less than 4 new marinas from 3 different countries. In the spirit of Transeurope, they are all completely unique establishments with interesting and varied qualities to commend them to newcomers.

The marina focus this issue is on highly successful St Quay Port D'Armor, managed by CMM Jean Michel Gagné. He speaks of the many diverse aspects of his facility and work carried out to prevent contamination and re-use natural resources.

José Luís Fayos is back with the first in a series of instructive essays on sustainable development and

responsible practice. In this introductory overview he provides a positive and long-sighted approach to the subject. Our new website [www.transeurope-marinas.com](http://www.transeurope-marinas.com) is powered by **The Waypoint**, online booking system created by a team of skilled operatives in the field of digital technology. James Steward also provides some helpful advice for those struggling with online marketing. We are also very happy to reveal a link in the website to established weather forecasters "Theyr" whose attractive, high resolution service has become especially popular for those requiring a quality localised prediction for weekend or holiday sailing if based a distance from the marina.

Transeurope Marinas is pleased to have agreed to help furnish data for the "Project 2020", an EU-funded project first introduced by Dawn Robins from Chichester University. The information will help to develop strategies to overcome the challenges of ensuring "long-term financial security, environmental sustainability and diversification of the industry".

With this in mind, my very best wishes for a positive and constructive 2012!

**Melanie Symes**  
Chair  
TransEurope Marinas

## Theyr.com - Free live weather forecast data



The unique Pro2 service from **theyr.com** provides real-time weather and ocean forecasts. Simply select the area and variables you are interested in and click 'load'.

TransEurope choose to partner with theyr because their service:

- Is easy to understand and simple to use
- Offers six day forecasts in 3 or 6 hour time steps
- Allows you to animate the data – so you can watch weather systems develop
- Displays precise meteograms (forecasts in graph form) when you click on any location
- Shows global and local views

### Exceptionally accurate weather and ocean forecast data from theyr.com

theyr also produce high resolution data for their subscribers. The higher the resolution the data, the greater the accuracy of the forecast.

theyr's proven accuracy (their wind forecasts have market-leading mean absolute error) is just one of the reasons that the Royal Ocean Racing Club use theyr forecast data to set the course for the Fastnet and other high-profile races.

theyr enhanced services for subscribers include:

- Full-screen mode
- Highresolution NMM data from 0.01 (~1km) to 0.1 (~10km) degree
- The facility to email or download forecast as GRIB data
- High resolution wind/wave data from 0.04 to 0.1 degree
- High resolution tidal stream data, 1.8km or 12km
- Global wave data, 0.5 or 1 degree
- 1, 3 or 6 hourly time steps

Subscribing to a theyr high resolution package could help you:

- Avoid wasted trips to the coast
- Steer clear of unnecessary danger or discomfort
- Take full advantage of weather windows that you may otherwise miss
- Gain a real racing advantage!

theyr subscription plans provide marine enthusiasts and professionals alike with accurate, easy to understand, uniquely visualised data from **just £6.95 a month**. Click here to find out more.

[www.theyr.com/pro2-table.asp](http://www.theyr.com/pro2-table.asp)

As well as the Pro2 service, theyr also

deliver their forecasts via:

- Pro – the original precision weather planner. A web-based weather service, providing our own WRF/NMM 10km high-resolution data at just £6.25 per month. View hour-by-hour forecasts on clear easy-to-read maps.
- GRIBview – Our free GRIB software provides free Global Forecast System (GFS) data and all the high resolution data subscription options available in Pro2 from ~1km to ~10km, plus the additional functions to view the forecast offline and export the GRIB data to third party navigation software.

"As a sailor myself I have used theyr for many years and have always found that they provide outstanding weather and forecast information. Providing accurate and detailed weather information is key to our customers: that's why SunSail have chosen to work with theyr as their weather forecast provider."

**Simon Conder, Head of Marketing,  
Tui Marine (SunSail)**

# Marina 2020: A channel vision for future sustainability

As part of the CAMIS, INTERREG IVA funded project, researchers at the University of Chichester have been examining the role of the marina as a business hub in coastal communities in the Channel Arc Manche region. This will lead to the development of a vision for marinas in the future: Marina 2020.

Marinas have evolved considerably over the last 20 years, developing into an integral component of the maritime economy (BMF, 2007). Despite consistent growth, marinas on both sides of the channel have yet to make full use of the economic and business opportunities that this growth affords. Previous research has identified marinas as ideally located to support the development of local business clusters in a variety of maritime sectors such as renewable energy, conservation and marine leisure (Chang, 2011; Robins, 2011). There is the potential to increase this type of clustering activity within the marina sector, providing money saving opportunities, for example, through collaborative marketing and branding, insurance and bulk buying. A detailed report into the role of clustering in the marina industry produced by the University of Chichester is available on the TEM website.

The vision for marina 2020 is expected to be diverse, accommodating the differing needs and capabilities of each marina and allowing each the potential to enhance their role in local communities. It is recognised that each marina has different needs and abilities according to its location, geography and demography. Marina 2020 as a vision is expected to result in a range of benefits for all marinas, including: improved relationships between marinas and local authorities in the Channel region; higher levels of environmentally favourable practices, collaborative working practices with local industry and efficient and sustainable cost efficiency measures.

This will be achieved through the development of a 'toolbox' of ideas and best practice that will enable marinas to choose appropriate tools with which to enhance their management strategy according to the needs and capacities of both the marina and the local community. Examples of some of these tools include the use of fuel efficient vessels, renewable energy sources, improved marina efficiency through

better utilisation of space and services, and the development of effective collaboration and knowledge transfer.

It is expected that these tools will encourage knowledge exchange and increased efficiency, allowing the sector to become more financially stable, more environmentally sound and ensure adherence to national and international maritime policy.

The proposed development of effective clustering practices between and within marinas across the channel region has the potential to result in reduced costs and increased profitability with greater business diversification enhancing marinas' role in the wider community, and ensuring their long term economic stability.

It is the aim of CAMIS to identify the business needs of marinas and to facilitate best practice and knowledge transfer, promoting clustering and

collaboration as a key tool, aiming to create a vision for marinas in 2020.

As part of the project, CAMIS will be conducting interviews with marina stakeholders and interested parties throughout early 2012. The data collected from these interviews will be used to create a vision for marinas in the future through the generation of a roadmap and best practice recommendations.

CAMIS are keen to involve as many marina stakeholders as possible, so if you would like to be involved, please contact either:-  
**Emma McKinley (e.mckinley@chi.ac.uk)**  
**or Dawn Robins (d.robins@chi.ac.uk)**  
for more information.



# New Marina Members

## **Puerto Deportivo De Gijón**

Puerto Deportivo de Gijón is located within the historic centre of the city, a strategic setting along the Cantabrian coast for those heading towards the Atlantic. With 780 berths for boats up to 24m in length, the marina is well-equipped with excellent and modern services and a strong environmental management has been recognised with many awards including in the Blue Flag.

[www.puertodeportivogijon.es](http://www.puertodeportivogijon.es)  
[info@puertodeportivogijon.es](mailto:info@puertodeportivogijon.es)

## **Jachthaven Wetterville**

Jachthaven Wetterville is an inland marina with 400 berths in the authentic Dutch village of Oud-Loosdrecht, province of North Holland. The village and marina are located at the edge of the Loosdrechtse Plassen or Loosdrecht Lakes; five scenic lakes connected to the river Vecht via a lock. The beautiful area is part of the so-called Green Heart of Holland and forms the perfect gateway to the inland waterways of Western Europe.

[www.jachthavenwetterville.nl](http://www.jachthavenwetterville.nl)

## **Upton Quay**



*Upton Quay*

South of historic Worcester and north of Tewkesbury, Upton Marina offers secure pontoon and bankside moorings for all types of craft, with hardstanding storage space and visitors' berths, where you may take advantage of all the modern facilities you would expect from a large, well equipped, modern marina. Holder of four Gold Anchors and set in a most charming location on the river Severn, Upton is well-placed for access to both inland and coastal destinations.

[www.tingdene-marinas.co.uk](http://www.tingdene-marinas.co.uk)



*Puerto Deportivo De Gijón*



*Jachthaven Wetterville*

## **Beaulieu River and Buckler's Hard Yacht Harbour**

The Beaulieu River is centrally located on the Solent, close to the sailing meccas of Cowes, Lymington, and Southampton and is one of the most picturesque rivers on the south coast of England. Three miles upstream from the entrance, set within the heart of the New Forest, is Buckler's Hard Yacht Harbour. With full Marina services, the Yacht Harbour offers a unique location for short stay visitors, overnight berths and permanent moorings.

Beaulieu River is one of the few privately owned rivers in the world. Ownership can be traced back to 1204 when King John granted the estuary together with 10,000 acres of land to the Cistercian Monks who founded Beaulieu Abbey. When the Abbey was dissolved in 1538 by King Henry VIII it

was sold to the current owner Lord Montagu's ancestor, the Earl of Southampton, Thomas Wriothesley.

In more recent times, Buckler's Hard, where the Yacht Harbour lies, was a thriving shipbuilding village where ships for Nelson's Navy were built. Visitors to the Yacht Harbour can find out more about the history of the Beaulieu River by visiting the Maritime Museum at Buckler's Hard.

[www.bucklershard.co.uk](http://www.bucklershard.co.uk)



# Online marketing - Read this before spending another penny

**It is shocking to learn how much money is wasted on ineffectual online marketing. We know of one marina paying a consultant £50 a month for a website report that is available from Google for free. Another was spending £800 per month to ensure that they were top-listed on a search engine when they would already have been at the top without paying anything.**

We're even aware of some marinas paying people who know nothing about their marina, or indeed the marine industry, to maintain a Facebook page. We recommend marinas exploit Social media, but this needs to be maintained by someone very close to the operation of the marina.

Across the board, many industries have found it hard to make time to embrace the impact of online developments over the last ten years. Indeed more specifically, a great number have simply not been told how online advertising works. Some basic research and a little background knowledge can go a long way. Read on for a couple of secrets of email marketing . . .

Email marketing is free, easy and very effective. It's always been very difficult to access the cost-effectiveness of traditional paper-based advertising because you simply never really know how many of your target market may have seen your advert and of these, what percentage are actually interested in what you have to say. In contrast an email advertising campaign can be far more focused. By using an email marketing tool such as Mailchimp ([www.mailchimp.com](http://www.mailchimp.com)) or Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)) you can easily construct a professional email, see how many times your email was opened and by whom. You can even see if your email was forwarded or mentioned on social media sites.

If communicating relevant content to your target audience you won't be accused of 'spamming' and if people don't want to hear from you they can easily unsubscribe. We've found Mailchimp to be particularly good as it offers lots of useful tools and is free to join (providing you send less than 12,000 emails per month). It's very easy to use and includes comprehensive training. The fact that 74% of Internet users prefer emails over other forms of communication makes



online advertising a pretty obvious move. Further to this, it offers a far greater return on your investment.

So why should we let you in on the secret of effective email marketing when we could keep it to ourselves and charge you for boosting your business? Well, we want you to enjoy the Internet as much as we do! This is something Waypoint's partners marinas are very aware of. They use us as both a sounding board and trusted partner. Our friendly down to earth advice is provided free to our marina partners. So if you have any questions or need to chat with an IT 'nerd', just give us a call.

**UNIVERSAL MARINA** INTERNATIONAL  
We can tell you why 800 million users on Facebook is inconsequential to your

business whilst showing that the fact that almost 76,000 people across Europe identify themselves as sailors on Facebook can provide a crucial new source of leads.

*The Waypoint is the world's only independent marina booking engine, representing over 25 marinas across the UK and Europe. Similar to hotel booking sites such as lastminute.com and Laterooms The Waypoint brings guaranteed, prepaid berth reservations from boat owners to your marina. Sign up is free, call **023 80 488 744** today to find out more.*



# Focus: Saint-Quay Port d'Armor, Capitale du Match Racing



Saint-Quay Port d'Armor est une marina moderne, inaugurée en 1990, accessible 24/24, quelle que soit la marée. Un avantage significatif, sur cette portion du littoral de Bretagne Nord ! Ce port de plaisance en eau profonde offre tout ce que l'on peut attendre d'une marina de première qualité, tandis que dans la partie nord du bassin, le port de pêche est reconnu comme étant la capitale de la coquille Saint-Jacques.



De nombreuses possibilités de navigation sont offertes au départ du port. A quelques minutes seulement se trouvent les îles Saint-Quay, parfaites pour les petites sorties, la pêche ou le farniente. Saint-Quay Port d'Armor est un site idéal pour des championnats de voile comme pour accueillir des courses au large, ou encore le Trophée des Multicoques, qui a lieu chaque année. Saint-Quay-Port d'Armor est aussi l'un des sites les plus fameux pour les épreuves internationales et les entraînements de match-racing, et plusieurs équipes nationales olympiques ont choisi de venir s'entraîner à Saint-Quay dans la perspective des J.O de Londres 2012.

Notre port de plaisance s'est vu décerner 5 Ancres d'Or par « The Yacht Harbour Association », ce qui représente la reconnaissance suprême, et est aussi détenteur du Pavillon Bleu des ports de plaisance, preuve de nos

préoccupations environnementales et de maîtrise de l'énergie. Après avoir installé un éclairage public économe en électricité, mis en place la récupération des eaux pluviales pour les toilettes des sanitaires, nous venons cette fois en 2011 de refaire tout le réseau d'eaux pluviales du parking du port et de mettre en œuvre un système de filtration et de traitement des eaux de pluie, supprimant tout rejet direct dans le bassin. Saint-Quay Port d'Armor offre 1030 postes d'amarrage, un accueil 24h/24 avec service de gardiennage de nuit et les meilleurs équipements de confort pour que votre séjour à Saint-Quay-Portrieux soit inoubliable. De nombreux professionnels, chantiers navals bois et polyester, revendeurs de bateaux, entreprises de mécanique marine, d'électricité et d'électronique embarquée, fournisseurs d'accastillage et d'équipement sont à la disposition des plaisanciers, de même que des

facilités de levage avec travelift 50 tonnes, grues mobiles et potence pour petits quillards de régates. Last but not least, le village de Saint-Quay-Portrieux offre pléthore d'activités et de distractions : 8 courts de tennis, un terrain de golf et un club hippique à proximité, un casino, un golf miniature, un cinéma, un night-club, mais aussi une école de voile, des clubs de plongée ou de pêche en mer et deux clubs nautiques dynamiques. Saint-Quay-Portrieux, station balnéaire, c'est aussi de nombreux commerçants, des restaurants, des crêperies et une petite cité dans laquelle il fait bon flâner...

**Saint-Quay Port d'Armor.**  
**Tel + 33(0)296 708 130**  
**welcome@port-armor.com**

**Jean-Michel Gagné CMM,**  
**Directeur**

# Focus: Saint-Quay Port d'Armor, Capital of Match Racing



**Saint-Quay Port d'Armor is a modern marina, opened in 1990, with 24-hour access with all tides; this being a significant advantage around this part of the north Brittany! The marina offers all one might expect from a first-class facility, whilst the northern part of the basin boasts a fishing port renowned for their scallops.**

Upon leaving the port, the sailing possibilities are varied and numerous, with the Saint-Quay islands only a few minutes away; perfect for day sailing, fishing or simply relaxing. Saint-Quay Port d'Armor is also a perfect location for race-training and sailing events such as the Multihull Trophy hosted this year.

Saint-Quay-Port d'Armor is also famous for international racing and as a match-racing training ground with many national Olympic sailors choosing this marina from which to prepare for the coming Games.

Our marina has also been awarded five Gold Anchors by The Yacht Harbour Association, their top accolade, and

flies the Blue Flag as proof of sound environmental management and use of energy. After having installed energy-saving public lighting, and a rainwater recuperation programme for toilet use, 2011 saw a new restructuring of the drains in the parking area to collect and filter rain water on order to prevent untreated waste entering directly into the sea.

Saint-Quay Port d'Armor offers 1030 berths, a 24-hour welcome and night-watch service with the best services for ensuring an unforgettable stay. The area offers various professional services such as wood and fibre-glass repairs, yacht brokers, mechanics, electricians and electronics experts. There are also

chandlers and lifting facilities with a 50-tonne hoist, cranes, and smaller lifting services for keel-boats. Last but not least, the village of Saint-Quay-Portrieux offers a plethora of leisure activities with 8 tennis courts, a golf course, nearby riding stables, fishing, diving, and sailing clubs and much more. Saint-Quay-Portrieux, a seaside resort also offers shops, restaurants, crêperies; basically a lovely town to just unwind...

**Saint-Quay Port d'Armor.**  
**Tel + 33(0)296 708 130**  
**welcome@port-armor.com**

**Jean-Michel Gagné CMM,**  
**Director**



## Quay Marinas to invest in dredger for Conwy and Deganwy Marinas

In a Joint Venture with The Crown Estate, Quay Marinas Ltd has placed an order for a cutter suction dredger to deal with siltation at Conwy Quays and Deganwy Quays Marinas. The Crown Estate is Quay Marinas' landlord at both marinas. The dredger and crew will also be available to work on other dredging projects for third parties.

The dredger, to be known as 'Little Orme', has been ordered from IHC in Holland in December in preparation for this winter's dredging campaign.

Quay Marinas Managing Director, Simon Haigh, said 'We have used external dredging contractors at Conwy and Deganwy in past years but deploying our own dredger will enable us to carry out the work more economically and will be less disruptive to the marinas' operations.'

Gary Thompson, Coastal Manager at The Crown Estate, said 'Co-investing with Quay Marinas in the dredger not only makes financial sense but demonstrates The Crown Estate's

commitment to investing in our Welsh maritime assets and to working in partnership with our tenants and stakeholders.'



# Sustainability and Marinas: The paradox

The term “sustainability” has become so much part of our everyday language that we are in danger of losing sight of its original meaning.

The term “Sustainable development” applies to socio-economic development and was first defined in what has become known as the “Brundtland Report” (1987), work of the United Nation’s World Commission on Environment and Development. The definition was taken up Principle 3 of the Rio Declaration (1992):

*The right to development must be fulfilled so as to equitably meet developmental and environmental needs of present and future generations.*

Sustainable development is as such multidimensional, affecting economic, social and environmental systems.

Nautical facilities have been deemed by some to be non-sustainable, where a port’s construction or extension has often provided the basis for numerous complaints and objections.

However, a more precise and pertinent evaluation of a marina should take into account each of the three (ecological, social and economic) perspectives of sustainable development together with the special and effective ways in which these are combined.

In accordance with each of the three dimensions mentioned above, the position of marinas might be described as follows:

1) Economic Sustainability: understood as an activity that is financially possible and commercially viable. Marinas are businesses in which the stakeholders are seeking to generate profit, necessitating management based on the criteria of productivity, efficiency and competitiveness. Marinas have a positive impact on the economy of the surrounding area, providing a source of employment both directly within the marina management, as in the immediate area around the facility (i.e. restaurants, accommodation and

businesses). In the case of sailing clubs, the fact that they are operated as non-profit organisations and that any profits are reinvested in promoting and encouraging water sports does not imply that they are not managed as effectively as possible; in search of equitable growth to benefit all.

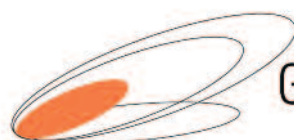
2) Social Sustainability: this is understood to mean maintenance of the social cohesion and its ability to work in pursuance of shared objectives. As such, social sustainability in a marina is self-evident given the multitude of different ways in which the port or marina acts a backbone, linking the local community with safe access to the sea as a source of income or leisure activity. Good examples are sailing clubs that promote water-sports for the social good of making the sea and its surroundings available for recreational activity, contributing to individual and collective development.

3) Environmental sustainability: defined as the compatibility between the activity in question and the preservation of biodiversity and ecosystems avoiding degradation of the environment. Ports and their construction are considered by some to have a considerable environmental impact. This label is unfounded, especially if still applied when design and construction plans have been submitted in accordance with European legislation, and evaluation processes carried out by technicians and administrative bodies have validated the project’s sustainability. Furthermore, marinas, as for many other types of facilities, are obliged to obtain environmental permissions, such as those for generating waste, and be available for required environmental monitoring.

It is worth pointing out that marinas are setting the standard in terms of implementing European and International environmental regulations (ISO 14.001, EMAS), providing some firm and objective evidence of their commitment to the environment and steps taken to prevent contamination.

It can generally be said then that classifying a marina as non-sustainable is neither a precise assertion, nor strictly true. There are none better than members of the port community, managers, owners and clients of the marina itself to refute this statement since they are all aware of the levels of control employed in running the facility and the efforts made every day to ensure that the relevant factors are balanced in order to protect the environment from being threatened.

**Jose Luis Fayos Muñoz**  
Nautical Consultant  
[jlfayos@gmanagement.net](mailto:jlfayos@gmanagement.net)



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