



TransEurope Marinas

A best-practice guideline for members

Created collectively by members of TransEurope Marinas (TEM) from knowledge-sharing discussions held during the association's biannual meetings, the following suggestions, whilst not purporting to be a prescriptive set of rules, aim to provide TEM member marinas with a working guideline to:

- *Adhering to an established profile for TEM members*
- *Suggestions for improved customer service within a European marina network*
- *Offering information resources as an aid to further improvement.*

About TransEurope Marinas

TransEurope Marinas is an unincorporated association of select European yacht harbours; created initially to provide a support network for independent, often family-run marinas seeking to be able to continue offering quality services in an increasingly competitive industry.

After more than 25 years the group holds strong, increasing in size and scope and comprising a harmonious collective of prestigious marinas with high standards of management and customer care.

Each member marina offers their berth-holders the advantage of enjoying a 50% discount of up to five days' berthing in each of the members of the network. Members are encouraged to make use of their boats to discover attractive destinations and receive a "home from home" welcome in each facility.

Member marina managers meet twice yearly where they exchange best practice ideas, sharing the knowledge of their collective trans-European experience and offering suggestions on how to effectively improve services and sustainability within the industry.

1. Suggestions for enhanced Customer service

- Berth-holders are given information about TransEurope Marinas and advice on how to make use of the berthing benefits.
 - o Tollesbury Marina sends a mailing to all berth-holders at the start of the season, providing each with the new TransEurope Marinas brochure and membership card.*
- Visitors are able to make reservations in advance by email / phone and be afforded arrival date/time flexibility within reason
 - o Puerto Calero sends a reservation confirmation letter with berthing costs, arrival information and details on yard services, requesting that the visitor advise the marina in the event of a change of ETA.*



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- Marinas aim to improve practice and understand customers' needs by actively seeking feedback on customer services.
- The marina website should aim to provide useful, concise and current information.
- Attempts should be made to provide key information in English in addition to the pertinent native language. It is a useful exercise to identify language requirements for the majority of non-native visitors and react accordingly. Pertinent language skills held by staff can be encouraged and supported.
- The marina website can include an aerial photo of the marina and approach with essential advice for visitors. Inserting a Google map highlighting the location can be very effective. The staff should be instructed in providing adequate guidance on entering the marina during night and day.
 - o *When visitors contact the office by phone prior to entry, staff at Marina Port Zélande helpfully send them an SMS with berth n^o, gate access code and berth side-to.*
 - o *In Douro Marina, in a move to calm visitors' fears that the entry will be difficult since they have not received up to date information on dredging work done at the mouth of the river, staff send out a reassuring launch to guide visitors in.*
- Staff has adequate training to be able to assist professionally with berthing.
 - o *Universal Marina has taken a step further and has sent reception staff new to sailing on a basic seamanship course as part of induction.*
- Sailing visitors receive a professionally warm welcome; it may sometimes also be possible to offer a free gift from a local supplier that reflects the local culture, with information about how best to enjoy the local surroundings.
 - o *Douro Marina presents visitors with a small bottle of Port wine and a discount to visit the wineries; P.D. Gijón gives visitors a taste of locally-made cider and the chance to enjoy reduced rates in nearby tapas bars.*
 - o *In recognition that many UK cruisers enjoy buying wine to take home, Port Saint Quay organises a free wine tasting event in the marina with a good local supplier from whom they can later buy wine directly.*
- The marina office provides information about service facilities not offered in the marina and supports the visitor in contacting these facilities.
 - o *Puerto Calero has worked to persuade the local gas provider to install adaptors in order for international visiting boats to be able to fill their gas bottles. This information with a map, contacts and visiting hours is posted around the marina.*



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- It is helpful to provide information promoting the local, together with advice on how to get around (e.g. public transport, bike hire, taxi) and to specific destinations like airport, historic sites etc.
- Marinas look to maintaining interaction between the boat owner and the marina/club. The marina can benefit from collective actions promoting the qualities and services offered on site. Open days organised with resident clubs and schools, boat services, bars, restaurants, local authorities and conservational groups etc can prove an effective and economical way to bring new business to the marina and encourage community interaction. Featured local charities or regional environmental causes can add appeal for nearby residents and a broad range of activities will encourage people to stay and enjoy the facilities.

Related Ideas:

- o *Tollesbury Marina is a particularly effective supporter of the RYA's Active Marina programme, organising a series of events throughout the year to help further sailors' skills and introduce less experienced sailors to boat handling and other key techniques.*
- o *Penarth Quay and Waterland Marinas both organise tremendously successful annual charity regattas and raise thousands for their chosen charities.*
- o *Universal Marina holds an open day to reinforce the marina community. The team also organise dinners during the year for berth-holders.*
- o *Puerto Calero organises an annual open day to time with World Environmental Day and World Oceans Day and features information and images describing local marina ecological diversity.*
- The marina recognises the importance of providing the full list of required service facilities, i.e. boatyard, chandlery, etc. Sports activities are also a great addition to a marina, providing healthy and positive opportunities for boaters.
 - o *Jachthaven Wetterwille has installed a gym in the marina and offers boat, stand up paddle and bike rental.*
- When language poses a barrier or local knowledge can help visitors avoid tricky areas and consequently improve their boating experience, the marina office can support visitors with passage-planning to the next marina and offer assistance in making reservations.
 - o *Under their "Sailing section" Mayflower Marina's website includes local cruising information and a downloadable document that provides interesting details on local marina life, sensitive areas and an applicable code of conduct.*



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2. Safety and communication

- Marinas should adhere to national health, safety and security regulations and requirements
- It is good practice to carry out regular checks to ensure the facility is maintained in a safe, secure and accessible manner. Procedures can be implemented to record and meet any deficiencies with an adequate processing system as regards irregularities.
- Planning and executing an emergency response system in the marina with detailed instructions for all stake-holders can encourage team work and often helps staff and visitors assume a collective responsibility.
- It is helpful to post clear information in the marina about berthing rates and services, port regulations and the environmental code, including reliable contacts for out of office / emergency assistance. It may also assist TransEurope Marinas visitors in larger marinas to identify the member of staff who is most familiar with the TEM network.
- To overcome language barriers, the signage in the marina can use pictograms and/or colour-coded guidance.

3. Information about existing programmes and standards

There are different programmes and standards that are directly dedicated to marina business or can be adopted and implemented to improve your marina.

Programmes, standards and publications directly dedicated to marina business:

- ISO/CD 13687: Yacht Harbours — Minimum Requirements
- [The Yacht Harbour Association](#) Gold Anchor Award Scheme & their “Code of Practice”
- Blue Star Marina certification programme: www.bluestarmarina.org
- Blue Flag eco label for marinas: www.blueflag.org
- European programmes dedicated to European marina cooperation, i.e:
 - European Commission Programme: [Odyssea](#)
 - [CAMIS](#) (Channel Arc Manche Integrated Strategy) “[Marina 2020](#)” report.
 - [NEA2](#)
- Weekly marina advice blog: [The Marina Minute](#)
- [Marine Strategy Framework Directive \(MSFD\)](#)

Useful programmes and standards to improve your marina

- ISO 9000 family – Quality Management. A useful document to start may be “ISO 9001 for Small Businesses, edition 3 (2010)”
- ISO 14000 family – Environmental management