

HEAD OFFICE MAILING ADDRESS & SUBSCRIPTION ENQUIRIES

Loud & Clear Publishing Ltd,
3 Brownlow Rd, Redhill, Surrey
RH1 6AW, United Kingdom

Editor

Carol Fulford

T: +44 (0) 1737 769175 F: +44 (0) 1737 773241

Email: carolfulford@marinaworld.co.uk

Assistant Editor

Charlotte Niemiec

T: +44 (0) 1737 769175 F: +44 (0) 1737 773241

Email: charlotte@marinaworld.co.uk

Advertisement/Commercial Director

Julia Hallam

T: +44 (0) 1621 855 890 F: +44 (0) 1621 855 867

Email: juliahallam@marinaworld.co.uk

Accounts Manager

Magdalena Charman

T: +44 (0) 1403 733678

Email: accounts@marinaworld.co.uk

Advertisement Production

Nick Hing

T: +44 (0) 1323 490384

Email: adstudio@marinaworld.co.uk

NORTH AMERICAN OFFICE

Publisher's Representative

Philippe Critot

PO Box 29759, Los Angeles, CA 90029-0759, USA

T: +1 323 660 5459 F: +1 323 660 6030

Email: pcritot@marinaworld.com

FRENCH OFFICE

Publisher's Representative

Catherine Métais

PARIS RAI, 67 avenue André Morizet, 92100

Boulogne, France T: +33 1 46 10 47 50

F: +33 1 46 10 47 51 Email: c.metais@parisrai.com

ITALIAN OFFICE

Advertisement Representative

Ediconsult Internazionale srl

piazza Fontane Marose 3, 16123 Genoa, Italy

T: +39 010 583 684 F: +39 010 566 578

Email: genova@ediconsult.com

CHINESE OFFICE

Publisher's Representative

Simon Ding

Bridge International Holding, Rm. 401,

Building A, No. 55 Jinyu Road, Minhang

District, 201103 Shanghai, China

T: +86 21 33231328 F: +86 21 33231366

Email: simon@chcbiz.com



Marina World (ISSN 1471-5856) is published bi-monthly by Loud & Clear Publishing Ltd, 3 Brownlow Road, Redhill, Surrey RH1 6AW, United Kingdom.

The 2013 US annual subscription price is \$100.

Airfreight and mailing in the USA by agent named Air

Business Ltd, c/o Worldnet Shipping Inc., 156-15 146th

Avenue, 2nd Floor, Jamaica, NY 11434, USA.

Periodicals postage paid in Jamaica NY 11431.

US Postmaster: Please send address changes to

MARINA WORLD, Air Business Ltd, c/o Worldnet

Shipping, Inc., 156-15, 146th Avenue, 2nd Floor, Jamaica,

NY 11434, USA.

Subscription records are maintained at Loud & Clear

Publishing Ltd, 3 Brownlow Road, Redhill, Surrey

RH1 6AW, UK. Air Business acts as Loud & Clear

Publishing's mailing agent.

Marina World is available on subscription at the following

cost:

1 year (6 issues) - £50.00 Sterling (\$100)

2 years (12 issues) - £80.00 Sterling (\$160)

No part of this publication may be reproduced without

the prior permission of Loud & Clear Publishing Ltd, the

copyright owners. Upon application, permission may be

freely granted to copy abstracts of articles on condition

that a full reference to the source is given.

Printed in the UK by Stephens & George

© 2013 Loud & Clear Publishing Ltd

Views expressed by individual contributors in this issue

are not necessarily those of Loud & Clear Publishing

Ltd. Equally, the inclusion of advertisements in this

magazine does not constitute endorsement of the

companies, products and services concerned by Loud &

Clear Publishing Ltd. The publisher reserves the right to

refuse advertising.

Young blood



How do we generate enthusiasm for boating and water sports?

Sarah Dhanda, senior federation director of the British Marine Federation, acknowledged the challenges in an excellent presentation at the UK Marina Conference in May: "We are keeping our core boaters but not retaining the casual 'have-a-go' boaters. The gap has closed between male and female interest but there is no growth and 'time' – above 'cost' – is the biggest reason given for lapse in boating activity," she said.

"Age is a huge concern. The 54+ age group is increasing (possibly due to demographics) but there is no growth in the under-35 age bracket," she added.

"Children are a major target market," said dual Olympic gold medallist, Malcolm Page, and sport development director, Ross Kilborn, at the Marine13 conference in Sydney, Australia in April. The lifetime value of one child spending US\$1,000 a year on sailing will give US\$50,000 to a club over 50 years. A class of 20 children would therefore have a potential lifetime value of US\$1 million...

A panel session, chaired by Mike Townshend of Dean & Reddyhoff Marinas at the UK Conference, specifically addressed the topic of attracting young people to boating. Gary Sutcliffe of LeeSan stressed the need to 'make young people aware that boating *is* affordable'; Mick Bettsworth of MDL suggested that the UK should 'take lessons from other European countries where they are very keen on getting youngsters interested in sailing at an early age'; and Steve Arber of Tingdene Marinas noted 'we can't do much about price but we ought to add as much value as we can – and we should concentrate on a mix of social media.'

All panellists rated social media as an asset not to be overlooked, with Townshend describing Facebook as a great place 'to capture compliments and really engage with your customers'. Sutcliffe noted that social media 'had to be accepted as part of the marketing toolbox' and Bettsworth described it as 'pretty much the future.' "Young people don't 'do' email," he said.

The vast majority of conference delegates freely admitted that they didn't understand social media or, if they did, they didn't have time to engage with it.

Time for a sea change? At Marine13 social media was described as 'the bar, club or cocktail party of the online city', and it's a club greatly favoured by the young people who form such a worrying gap in boating demographics.

If you want them in *your* club, you should seriously consider joining *theirs*.

Carol Fulford
Editor