



ANOTHER FLUKE - PAINTED BY
AQUEDUCT MARINA

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AQUEDUCT MARINA'S BOATING EVENT

It doesn't seem a decade since Cheshire based Aqueduct Marina opened, but that's what the team at Church Minshull celebrated recently by holding their very own boat show. The event, attended by as many as 800 visitors, was also an ideal opportunity for the marina to launch a new logo and to re-emphasise it's long-standing focus of having 'more time for you'. This is something of great importance to the Aqueduct Marina team.

This year's event followed a successful, albeit smaller, 2018 show. However this year's show featured 30 exhibitors from a range of sectors including boat builders, boat share businesses and manufacturers and retailers of equipment such as solar panels,

boat chandlery and equipment. The exhibitors at this year's event reflected the deliberate intention of aiming the show squarely at the inland waterways community, or at anyone thinking of becoming part of this increasingly popular community. To help visitors achieve this, Aqueduct Marina's team were on hand to provide advice and help with anything from buying a boat to finding a mooring.

Boats were undoubtedly the focus of the event with new boats on show from Knights Narrowboats, Elton Moss Boat Builders and Brayzel Boats. And for those more interested in used craft, 15 narrowboats were on display in the brokerage section...continued on page 2

Viewing these boats gave visitors an opportunity to enjoy looking around the mooring facilities on offer at the marina. The day was eventually rounded off by a performance from renowned Elvis Presley tribute act, Pure Presley, in the main marquee.

One of the main aims of the event was to provide canal boat owners, and would-be boat owners, an opportunity to visit a boat show north of Birmingham. And, judging by the feedback, it would seem the event has not only been well received but has achieved its aim. As a result of this positive feedback, the date has just been announced for next year's event, which will be held on the 11th July when even more trade stands will be present for the 2020 show.

Robert Parton, Managing Director of Aqueduct Marina, said, "I would like to thank everyone who attended the show, either as an exhibitor or customer, as in doing so you have supported this growing event. I'd also like to thank our staff, who worked hard to put on the show. We look forward to seeing everyone again at next year's Aqueduct Marina Boat show, or beforehand if, between us, we have persuaded a few visitors to go ahead and join the inland boating community".

Money raised during the show will go to the British Heart Foundation, Aqueduct Marina's chosen charity for this year, who will benefit to the tune of £421 so far.



EMPLOYEES OF THE MONTH ANNOUNCED

As we enter the final few months of 2019 (where did that go?) the employee of the year competition is hotting up, Nick Beech was a winner in June with Alex collecting his second monthly prize this year. The overall winner will be announced on the 14th of December.



Nick

June Winner
(Brokerage and Sales)



Alex

July Winner
(Yard Foreman)





By Ian Youd
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BROKERAGE UPDATE

Update from the brokerage team
September 2019.

In our last update, I mentioned how the weather here at Aqueduct Marina was more akin to the rainy season in South East Asia; well, no change there then. We all have everything crossed for an Indian summer so we can get to some quality boating done in the warm sunshine!!

However, the weather has not dampened business. We continue to break our sales records, and again in August with regards to brokerage sales, we have had our best month this year so far, surpassing most of last year's figure too. Lots of boats are still due to arrive so it looks like the market is going to stay strong throughout the autumn months.

With this in mind, we have been speaking with a few finance companies to put together a bespoke service for our

customers, to help fund their future purchases. We aim to help customers buy the boat of their dreams, be it through part-exchange or the purchase of a brand new build boat. More news on this in our next update.

Please do not hesitate to speak with a member of staff in the office if you have any questions, or if you require more information.

We now have our third 'Aqualine' boat on brokerage NB Rick O'Shea, and it feels like we are selling one of these fine vessels a month. They are lovely well-constructed boats. We have sold recently, Nb Lottie M and Nb Leo. As always, if you wish to discuss selling your boat, we are open 7 days a week from 8am (9am on Sundays) until 5pm. Or, if you would like to speak with a member of our team please call 01270 525040.

FEATURED BOAT...

NB Rick O Shea is a fine example of the expected high standard of craftsmanship by Aqualine Marine.

Elegantly constructed to the Madison design which has a standard layout interior, 'Rick O Shea' offers a luxurious space to enjoy the canals.

Equipped for comfortable cruising with a large inverter and a washing machine in addition to the obvious on-board facilities, the vessel offers self-sufficiency for those looking to cruise long-term or possibly live aboard.

Fitted with an Isuzu 42 engine there is plenty of power and a reassuring knowledge that this boat has been well built and has a good engine.

The interior is of real quality; oak tongue and groove is used throughout most of the cabin whilst solid oak with hardwood inlays gives a touch of elegance. Even the oak flooring is high quality.



NB RICK O SHEA



NB RICK O SHEA

NB RICK O SHEA



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THE SHARING ECONOMY

62% of the UK population
has participated in the
sharing economy



The Sharing Economy, canal boat moorings and what it means for marinas and our moorers.

Over the last few years, the leisure industry has seen a huge shift in the traditional holiday packages and how they are booked. Websites such as Airbnb, Love Home Swap and Home and Away have made it much easier for property owners to share holiday properties, rent out their home or spare room. This trend combined with glamping is drawing a new wave of customers.

This sharing and glamping economy is now arriving in the Marine sector, including the Inland Waterways. Boat owners are using a variety of websites to share their boat.

Users of the sharing economy in the UK have grown by 60% in 18 months. 23% of the UK population use sharing platforms like Airbnb*.*

Airbnb, Quirky, Canopy & Stars and Home & Away are all websites promoting a range of accommodation types. More directly focused on the Marine sector includes;

Borrow a boat

A web platform to allow boat owners to hire out their private boat. This platform is a full cruising hire. Boat owners will require a full commercial hire boat licence and adhere to the National Hire boat Code. This platform would suit private boat

owners who want to hire out their boat and are prepared to do the meet and greet. This platform would save the boat owner having to build their own website and provides a calendar for bookings.

Beds on board

This is a rent-a-bedroom i.e. non cruising customer, who uses the boat as an apartment/lodge style stay. In simple terms, this is an Airbnb model focused on boats. To operate on this platform, the owner will require a static or full commercial licence. Customers who hire out their boat on this system benefit from always knowing where the boat is, and marinas should experience an increase in customer spend as they are staying on site and not cruising.

Navily

Provides a different web platform for boat owners and is more of a cruising guide. Navily is looking to get marina's listed on their platform. This will enable it to provide a comprehensive range of Marinas to its Navily members. Aqueduct Marina is listed on this platform and it provides an online booking system that encourages customer feedback on the marina.

Boataffair

This platform puts boat owning customers in contact with fellow boat owners. By listing their boats for a fee on the website. They are then able to do a boat holiday swap anywhere in the world.

Other platforms are available and provide a similar exchange platform such as www.canaljunction.co.uk for inland boats operating on a standard licence. This is an interesting option, though as you are receiving a payment 'in hand' it would be wise to check with your insurer.

For inland marinas, how can we adapt to this changing ownership and boat usage model?

Option 1 - Remain traditional and focus on the boat owner who wants a safe, secure location that is hassle free.

Option 2 - We make it public knowledge to our existing and potential mooring customers (through our web news page) that as a one-stop-shop, full service marina we are happy for boat owners to share their boat at Aqueduct Marina and we have the facilities to help.

As a modern marina we are always looking at ways to cater for all customers and boat owners, whether brand new or life-long lovers of the water. We also know that while many do love to cruise and adventure the waterways in the traditional way, there are many who have yet to experience the fabulous canals.

With this in mind we took a look at all of the services the marina offers and what could benefit those wanting to dabble in the sharing economy, both as boat owners and users.

Travel links:

Liverpool, Manchester and Birmingham airport, Crewe Station, M6, A55 North Wales and Holyhead

Attractions in the area:

Nantwich, Chester, Tatton Park, Jodrell Bank, Oulton Park, Anderton Boat Lift, Ellesmere Port Boat Museum and Chester Zoo

Events:

Nantwich Jazz Fest, Car Fest, Nantwich Show, Nantwich Food Festival, local triathlons and Tough Mudder.

Considering all the facilities and services available at Aqueduct Marina and looking through what is currently available to the industry made us consider what more could we do to help boat owners wanting to offer their boat in this way.

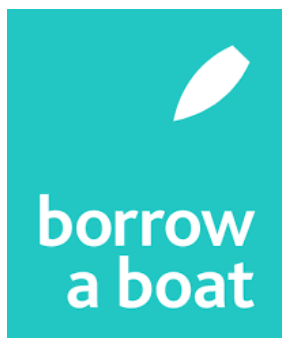
Would a current boat owner be encouraged to start sharing their boat if we, the Marina, were to offer assistance with the admin and logistics?

There is still some work to do to highlight the pros and cons for the boating community built on sharing within the UK leisure marine industry... Watch this space.

**Data taken from Warwick Business School survey report July 2018 <https://www.wbs.ac.uk/news/uk-sharing-economy-usage-rises-by-60-per-cent/>*

****NB**, the insurance and licensing authorities are also learning to work in this new online sharing world. As a result, the licensing requirements are evolving to keep up with the modern way of boating. For example, the "sharing" licence was brought in on the back of AirBnB style boat use in the last two years.

Please always discuss your boat use with your licensing authority, insurer and mooring provider.



beds on board
another way to stay

boataffair 

 navily

BOOK A MOORING
ONLINE NOW

VISIT
WWW.AQUEDUCTMARINA.CO.UK



By Dave McCallister
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WE WANT TO HEAR FROM YOU....

I usually use these newsletters to tell you what's new in the chandlery, but instead, this time I would like to take this opportunity to ASK YOU what you would like from our shop.

We constantly want to improve our chandlery. Over the past year we have introduced new products, our online shop is slowly growing and we are increasing our range of gifts. But we would very much like to hear what you want from your chandlery, for example:

What products would you like us to stock that we don't already have?

What services would you like to see us provide?

What improvements do you suggest for the chandlery currently?

What do you like about our Chandlery?

Any suggestions or improvements that would help us help you we would love to hear, so please feel free to send anything at all to dave.m@aqueductmarina.co.uk

We may already offer services or products that you don't know about. Did you know we work closely with Midland Chandlers and they deliver to us every Tuesday and Thursday? If there is any product of theirs you wish to buy you could save yourself travel time or postage costs by ordering through us.

Anything we sell in our shop can

also be fitted by our operations team.

We have polyester, multi-filament and poly-hemp rope on the reel which we can be cut to any length and be spliced should you require it.

We are a drop-off point for SeaSafe life jackets – so if you have an automatic life jacket that needs service or repair bring it in to us and we will sort the rest.

Our supplier of solar panels and Victron products is an electric's guru and is happy to chat in detail about the systems on your boat and what could be done to make improvements. We have already done this for several moorers who have upgraded their boats with Lithium batteries, solar panels and inverter/chargers.

Our supplier of stoves can get spares for just about any make or model out there and delivery times are quick.

And finally, some mornings are certainly starting to feel like Autumn. There's no doubt about it that winter is on its way and as usual we will be stocked up with coal, logs, kindling and peat ready for the colder months. We now have a new supplier of maps and books so they are well topped up but we will be getting plenty more in along with some ideal boaty gifts ready for Christmas.

THINKING OF SELLING YOUR BOAT?

ASSISTED VIEWINGS | FREE PRE SALE VALET
VERY COMPETITIVE COMMISSION RATES
FREE VALUATIONS | COLLECTION SERVICE





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STAYING WARM THIS WINTER

Time for testing!

As the nights start to draw in and the mornings seem a little fresher, its hard to deny that summer is coming to a end.

One place the temperature won't be changing is in our controlled painting sheds. In here the temperature is managed all year round to ensure painting can continue even throughout the winter months. If you see a operations staff member in December still wearing shorts then they are probably a painter!

But these environments not only keep the painters warm but more importantly ensure we can offer customers a quality paint job that will last. Painting is more than the shiny finish, it's all about what's going on underneath. That's why we have invested in professional testing equipment which records three important bits of information.

1) The Blast Profile - Effectively the roughness of the prepared surface

which is vital to provide a key for the paint the adhere to.

2) Painting conditions - this includes temperature and humidity recordings.

3) Dry film thickness (DFT) - As pictured - this is basically paint thickness. People traditionally quote how many 'coats' of paint they apply... What you should really be asking is how many microns (thickness) will be applied.

And the best thing about this equipment is that it produces a detailed test report for you to keep in your boat records.



OTHER NEWS....

Is that Tiger Woods? Well not quite!

Several members of the Aqueduct Marina team enjoy spending their leisure time playing golf. Therefore over the summer eight of us participated in the first ever Aqueduct Marina Golf Competition at Hartford golf club near Northwich. This 'friendly' competition was won by the team of Chris Moran (Operations) and Dave McCallister (Chandlery). If you play and would be interested in any future events then why not get in touch by emailing phil.l@aqueductmarina.co.uk

Bingo!

August also saw the return of our ever popular Bingo Night hosted in The Galley Cafe, see picture to the right. What events would

you like to see next? If you have a suggestion then please email cafe@aqueductmarina.co.uk or speak to Holly in the cafe.

NEW Menu!

The Galley cafe has also just updated its menu so why not pop in and try it for yourself.

Winter is Coming!

As we head towards the winter its a good time to remind customers of our FREE winter checks service. If you are away from you boat during the winter then why not join our winter electric check list? This will mean that a member of staff will walk around to your boat and top up your electric as and when needed. The electric will be charged directly to your account.



NEW MENU

OUT NOW

THE
GALLEY
CAFE

