



NB LOTTIE M - NOW ON BROKERAGE

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By Phil Langley
Marina and Operations Director
Aqueduct Marina

phil.l@aqueductmarina.co.uk

SPRING IS COMING.

The first day of spring, approximately the 20th of March, is called the vernal equinox. Vernal is Latin for "spring" and the term equinox is Latin for "equal night".

On this day a person at the north pole would see their initial glimpse of sunlight peaking over the horizon for the first time in 6 months marking the start of uninterrupted sunlight for the next 6 months. Well, I am sure we can all agree that following the recent bad weather across the UK we will be praying to the boating gods for our own first glimpse of sunlight as spring approaches on the inland waterways.

Indeed, rather ironically, our own season opener event on the 15th February was subject to storm Dennis. This didn't however dampen the spirits of the many Moorers and guests who attended this social event and joined us in welcoming in the new boating season. We would like to thank all those who attended, and for the benefit of those who couldn't here's

an update on some of our latest news.

Driven by our ongoing commitment to improve the facilities and services we offer; the Aqueduct Marina team have been working hard to implement improvements across the Marina. The area behind the barns has now been converted to a new boat sales area including new grass borders and a stone path leading to the main offices. The area adjacent to the Chandlery building has been re-stoned and a lawn has been added with planting due to follow shortly.

In addition to this anyone that has visited the marina recently will have noticed that we are currently revamping our reception area. New offices are being installed as well as a new private meeting space where customers can come to chat to members of the team regarding their boating needs whether it be brokerage, moorings, engineering etc.

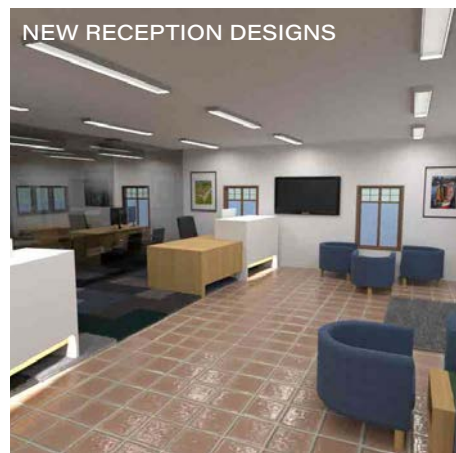
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..... We are also delighted to confirm that on the 11th of July 2020 we will be holding our 3rd Aqueduct Marina boating event following a great response to our 2019 event. Further updates on this event will be published via our website, newsletter and social media channels.

2020 will likewise see the return of our Moorers' coffee mornings which have now been moved to every first Saturday of the month following feedback from Moorers.

Finally, ...The Aqueduct Marina team have been working to develop three levels of membership packages

which are designed to enhance our customers' boating experiences and create more time for you! Packages include essential tasks such as engine services and winterising as well as several boat cleaning and preparation services to ensure that your craft is ready to cruise smoothly through 2020. Book an appointment to speak to a member of our team today who will talk you through all the available options. Alternatively details can be found on the back page of this newsletter and via our website at www.aqueductmarina.co.uk



A VIEW FROM THE BOAT BROKERS DESK

With a new decade starting the Aqueduct Marina team at Church Minshull in Cheshire began to discuss the changing way people view, buy and sell boats through the brokerage.

Aqueduct Brokerage and Sales Manager Ian looks at the evolution of the boat brokerage.

Ten years ago, 2010, individual boats were listed by brokers in adverts in boating magazines. This was at that time the main way for buyers to search for boats for sale. This got a lot of boats in front of thousands of potential buyers in a cost effective way for brokers. Unfortunately, printed press lead times could be

so long that often boats had sold before publications went out to print!

Social media was still very new at this time for the marine industry and was an undervalued sales tool. Most brokerages had a website with boats listed, but customers were much less accustomed and less confident shopping online.


Customers visited sites to view boats after seeing them advertised in the press. The buyer would then peruse the range of several boats before finding the right one.

Today, 2020, very few brokerages list individual...



By Ian Youd
Sales Manager
Aqueduct Marina

Ian.y@aqueductmarina.co.uk



... boats in printed adverts, but instead brokers and boat builders use the press for promoting the business brand. This is often to attract the boat vendor as much as a buyer.

Individual boats are almost always first viewed by potential buyers on the internet either by going to brokerage websites, industry websites such as Apollo Duck. Following boats sales social media feeds, for newly listed boats, is now top of the list when researching a purchase.

Buyers are arriving at brokerages having already seen the boats on the internet and are fully briefed on the boat details. Their visit is primarily to reassure themselves the boats are what they purport to be, and the selling brokerage or marina is professional.

Fast forward to 2030, the move away from printed press to online advertising will likely continue and grow. We feel the only publications remaining will be magazines with a strong online readership.

At Aqueduct Marina we are already seeing certain areas of the country become hot spots for brokerages, such as around Nantwich, with several good brokerages within easy driving distance. These hot spots will continue to grow in areas where there are both excellent transport links and several canals in one area. This will result in buyers being prepared to travel and stay locally while visiting several brokerages in one day to the benefit of all the brokers and marinas on the local hot spot circuit. This could result in outlying smaller brokerages struggling.

We could then see an emergence of super brokers who like the 'car supermarkets' are able to provide the widest range or quality boats on one site. These super brokers will also have the finance packages, surveying facilities and engineering support services at one site that will provide reassurance to both buyers and sellers.

New boat builders may increasingly use these super brokerages as a sales showroom and place stock boats for sale in these outlets. This will enable builders to focus on building boats with the brokerage providing the buyer with the touch-and-feel element.

We hope to finally see a boat ownership (V5 style) document created to make proof of boat ownership more straightforward. We will probably see boat ownership and finance change. The car market has made a move away from traditional ownership to lease hire and Personal Contract purchase (PCP).

As a result, it is likely that boat ownership may be with the marina or finance house and the boat buyer is renting/leasing for a number of years while they operate the boat.

These leasing PCP ownership models could then be linked to mooring fees and service packages, giving a truly all-inclusive boat price meaning the ownership model as we understand it today becomes the exception rather than the norm.

With the extensive facilities of Aqueduct Marina from café and chandlery to engineering and moorings, offering a full service all in one place, could it be a super broker of the future?

UPCOMING EVENTS

- Saturday 4th April - Moorers' coffee morning @ The Galley Cafe
- Saturday 2nd May - Moorers' coffee morning @ The Galley Cafe
- May 23rd - 25th 2020 - Crick Boat Show
- Saturday 6th June - Moorers' coffee morning @ The Galley Cafe
- Saturday 4th July - Moorers' coffee morning @ The Galley Cafe
- Saturday July 11th 2020 - Aqueduct Marina Boating Event
- Saturday 1st August - Moorers' coffee morning @ The Galley Cafe

MOORERS' COFFEE MORNING

We are pleased to announce that once again we will be holding a series of Moorers' coffee mornings throughout the year. These informal gatherings are a chance for you to meet fellow boaters and Moorers here at Aqueduct Marina. This is also a chance for customers to meet Aqueduct Marina staff members who will be on hand to answer any boating related questions that you might have.

So please join us in the Galley cafe on **every first Saturday** of each month where we will be on hand with complementary tea, coffee and biscuits!

THE
GALLEY
CAFE

GMI, TYHA & CPD EVENT

GMI - Global marine institute, TYHA - The yacht harbour association, CPD - Continuous professional development

On the 29th January on one of the few dry days this winter, 15 members of the Yacht Harbour Association, a group within the Marine trade body British Marine (BM) met at Aqueduct Marina to share knowledge between the attendees and hear the latest updates from BM staff, Jon White, Blue Davies and James Scott Anderson on Red Diesel and Water Regulations. (Mains Water).

Environmental legislation, end of life boats along with the changing face and needs of today's boating customer were topics of discussion. The day started off in the meeting room, but the bulk of the discussion was during a walk around the picturesque Marina and the busy workshops. The main topics were Health and Safety around the Service Jetty, discussing the risk from fuel and black waste leaking into the Canal. Another important issue debated was the safe use of the mains hosepipe and preventing reverse pressure sucking dirty water into the Mains water system.

Boatyard workshop topics included working from height on boats, the new legislation around welding fumes and the complication of having 'heavy duty Workshops' combined with moving boats around the yard while keeping it safe for staff and customers. Other items debated revolved around the Gold Anchors Scheme and do customers recognise it, and how businesses such as Aqueduct Marina will need to evolve to remain attractive to the modern customer. For example Aqueduct Marina has launched this Spring 'Gold', 'Silver' and 'Bronze' ALL INCLUSIVE packages.

We finished off discussing 'END OF LIFE' boats which is rapidly becoming a serious environmental issue for Coastal and GRP boats. It is less of an issue with Steel Hulled canal boats, but there are plenty of boats on the system with less value than the cost to dispose of legally.

A Boat Scrappage Scheme anyone?

If yes, who should pay? Answers to robert.p@aqueductmarina.co.uk



By Robert Parton
Founder and Managing Director
Aqueduct Marina

robert.parton@theoutlanes.co.uk
Twitter - @theoutlanes



NB CLEDDAU - PAINTED AT AQUEDUCT MARINA



By Sallie Lee
Sales coordinator
Aqueduct Marina

sallie.l@aqueductmarina.co.uk

BROKERAGE UPDATE

Despite the dreadful rains over the last few months brokerage sales here at Aqueduct Marina have been consistently good. We've seen the lovely little Sea Otter Chrissie finding happy owners as well as added interest in our new boat builds. As these were mentioned in last month's newsletter I thought I would elaborate a little further.

We are proud to have The Swan boat on our new outside 'Boat Show Ground' and 'Knights Narrowboats' located in pride of place in the water to the front of the reception. Both these new boats are striking examples of workmanship blended with the luxury of boating and having 'more time for you.'

Knights 65ft Semi Traditional Style Boat:

One could describe this boat as a luxury apartment on the water. From the contemporary living space of crafted solid wood work surfaces to ultra-modern radiators Knights have brought finishing touches that bring the word quality to mind. The smooth running of the Beta 43hp engine and PRM150 gearbox provides reliable propulsion. LED lighting throughout gives a feeling of luxury. Glenn Knight is located

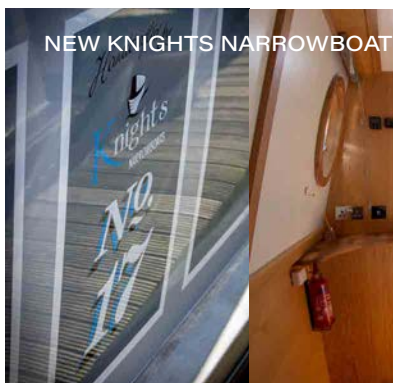
here on site at Aqueduct Marina, together with the boat sales team, he is on hand to help with new boat building enquiries.

Swan Boat 58ft Cruiser Style:

This boat is out of the water so you can see it in all its glory. With over 15 years of experience Swan Boat Builders have built a boat to incredibly high standards. This boat is now ready to move on. You walk into the reverse layout of a well-designed kitchen with granite worktops and a cosy breakfast bar. Added benefits include frames and covers for both the cratch and the pram cover as part of the sale, which is a considerable cost saving. The interior is built with solid oak and granite throughout. Modern contemporary T&G roof lining and LTV flooring give character to the internal space.

Enjoy your boating folks - To finish in the words from Wind in the Willows - Kenneth Graham

'Take the adventure, heed the call, now ere the irrevocable moment passes! 'Tis but a banging of the door behind you, a blithesome step forward, and you are out of your old life and into the new!'



NEW KNIGHTS NARROWBOAT



NEW SWAN BOAT BUILDERS NARROWBOAT





By Phil Langley
Marina and Operations Director
Aqueduct Marina

phil.l@aqueductmarina.co.uk

THE GREEN RIVER - PART 1

In 2017 the EU adopted rules that require limits to carbon emissions and type approval of internal combustion engines for non-road mobile machinery. These rules outlined more stringent parameters for the allowed emissions from inland waterway craft across Europe. In reaction to these new rules a European project was instigated called the RIVER project.

The RIVER project includes 9 partners from across Europe each with their own speciality, all working together towards an objective of reducing or eliminating the pollutants from polluting engines. RIVER aims to address these issues and to apply Oxy-fuel combustion technology for Diesel engines that eradicates NOx, captures and stores all CO2 emissions as well as improving fuel consumption by up to 15%.

So what's this got to do with Aqueduct Marina? Well Aqueduct Marina has been contracted to build a narrowboat on behalf of the Canal and River Trust who are a partner in the EU RIVER project. This RIVER craft will eventually be used as a testing bed for some of the technology being developed across Europe.

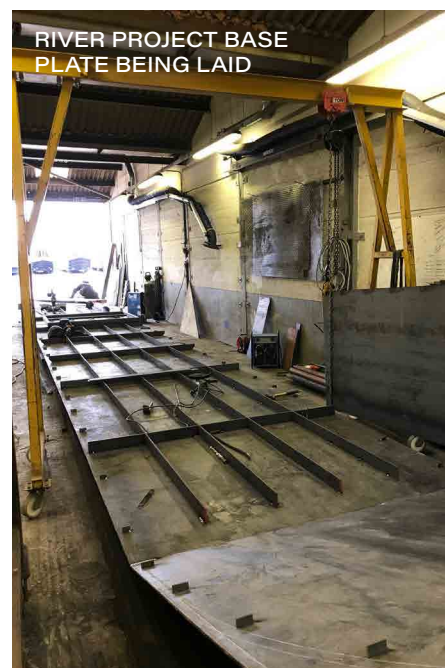
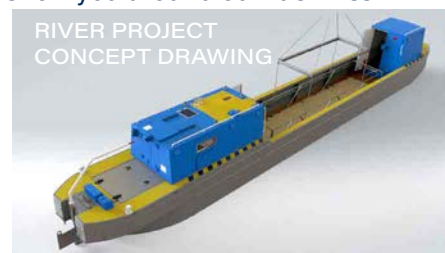
We are thrilled to be part of this project and our fabrication team has recently started building the hull. The 10mm base plate has now been laid on our purpose-built fabrication beds designed to give us a perfectly flat surface to build from. The supporting structure is also now being fabricated and welded into place. The next task is to lift the 6mm hull sides into their final position, ensuring they are perfectly square before tacking in place. All butt joints have been V'd out to guarantee a strong final joint that will last the test of time and more importantly keep the water on the right side of the vessel. Any welding work we undertake is always thoroughly tested before it leaves the fabrication bays.

Next the fabrication team will add

the bulkheads which is when it starts to resemble an actual boat.

More updates to follow in our next newsletter as we start to form the rest of the structure and move onto blasting and painting.

If you are interested in fabrication or engineering work then please don't hesitate to get in touch. Our Operations team will happily answer any questions you might have and show you around our facilities.



A DAY IN THE LIFE OF AQUEDUCT MARINA

By Suzanne, Receptionist

Even on a drizzly soggy day, as we have become accustomed to, it is still a hub of activity at Aqueduct Marina.

The day kicks off with staff arriving at the various departments, including our Operations and Maintenance dept., the Chandlery and offices and Café. Business calls come through to the office, and Nick, our head of Customer Service and Facilities, gets involved with booking inspections and testing of equipment in the workshops, his responsibilities are varied and all important for the running of the Marina.

Ian and Sallie, our Sales team are updating the brokerage with information of new boats coming up for sale and dealing with enquiries.

The coffee machine is switched on and the café springs to life. Alison and Jo start preparing food for the hungry mouths about to descend upon them. A group of cyclists on their rounds turn up, thirsty for a frothy coffee, lovingly made by Chloe and Olivia. Next is a visit from our local Police Officers who enjoy our hearty home cooked breakfast once a week.

As the morning progresses, boat owners come in to buy wash and dry tokens for their laundry needs and electricity for their narrowboats. Reception is a focal point for all visitors to the Marina and enquiries come in from all areas, such as boat owners, Canal inspectors, new mooring and sales enquiries, maintenance and boat storage as well as the Caravan Park enquiries.

At lunch time, reception fills up with people arriving for their stay at the Caravan Park with enquiries about facilities and where to find them. I direct them to the café, toilet and washing facilities and allocate them a pitch to park their caravan.

The smell of delicious food wafts in from the Café and fills the office, with all of us feeling envious of the diners next door. Customers wander in to reception after enjoying their lunch to see what boats we have for sale. Sallie and Ian help with any requests and take them out on to the Marina to have a look inside the boats they are interested in. Sallie and Ian, always warm and friendly, make our guests feel welcome whilst giving their expert advice. Surprisingly, even on a miserable drizzly day people still like to look at the boats, the weather doesn't stop them pursuing their dreams!

Woody, our gardener and handy man is around the Marina too, making sure everywhere looks at its best and enjoys being outside in the fresh air.

Throughout the day enquiries flood in to the Operations department, where Chris and Jane schedule

and manage brilliantly the all important repairs and maintenance of the narrowboats, despite their hectic schedule. The workshops adjacent to the Operations office is a busy hub for all the work being done involving a skilled team of engineers who must love getting their hands dirty as it is a messy job!

Another busy department at the Marina is the Chandlery, which stocks all manner of supplies. The Chandlery team includes Richard, Donna and Dave who give a friendly helpful service to customers entering the shop, with anything from fuel to pumps, toilet products, gas, stoves and diesel. They also do a 'pump out' service for the narrowboats so get involved hands on every day.

There are also behind the scenes heroes at the Marina, who ensure smooth running on a day to day basis like Phil and Sarah. Phil, a hands on Operations Director who can be involved in any aspect of running the Marina, is busy with the re-vamp of the Reception area. Dealing with tradesmen, fittings, fixtures and budget he is involved in the transformation to a modern high-tech look.

Sarah manages the accounts at the Marina, so too, a key player.

As the afternoon progresses a boat owner moored at the Marina has electrical problems on his boat. Nick to the rescue! To see if he can help and inspect the boat. This time however, it needs more in-depth help so an engineer from the workshop is assigned to the job to help our boater in distress!

Meanwhile, on the slipway a narrowboat is being lifted out of the water, ready for grit blasting and painting in our workshops at the same time as a boat arrives to be 'pumped out' by our Chandlery services. The Marina Café also has a visit from a mini bus of people arriving for an afternoon tea!

It really does involve a team effort to bring everything together, to keep ticking along smoothly at such a busy Marina, to deliver the best service we can, with a dedicated team.

As the day draws to a close, the caravan and motor-home tourers have all arrived, all repairs and maintenance are done for the day, the Café has quietened and the owners Robert and Andrea can reflect proudly on their achievements and their inspiration to all the staff and customers. All in all, another day at Aqueduct Marina.

AQUEDUCT MARINA

**WIN
A BRONZE
PACKAGE**

SEE WEBSITE FOR
DETAILS

MORE TIME FOR YOU



As part of Aqueduct Marina's commitment of creating more time for you, we are delighted to now offer three levels of membership to support your boating experience. Our knowledgeable team have designed these packages to include a mixture of essential services and services which enhance your boating enjoyment. Aqueduct members will also benefit from exclusive discounts.

	PRODUCT DESCRIPTION	BRONZE	SILVER	GOLD
EXISTING MOORERS BENEFITS	2-HOUR BOAT INSPECTION	1	1	1
	CAFÉ DISCOUNT	10%	10%	10%
MOORER PACKAGE BENEFITS	FULL ENGINE SERVICE	1	1	1
	WINTERISE	1	1	1
	DEWINTERISE	1	1	1
	INTERNAL CLEAN	1	2	3
	EXTERNAL CLEAN	1	2	3
	EXTERNAL POLISH	0	1	2
	PRE-SEASON CHECK	0	1	1
	1HR PRE CRUISE PREPARATION	1	2	3
	1HR POST CRUISE PUMP OUT & CHECK	1	2	3
	BLACKING DISCOUNT	5%	5%	5%
	CHANDLERY DISCOUNT	0%	5%	10%
	TOTAL PER MONTH (INC VAT)	£62*	£122*	£172*

* Ts&Cs apply

ENJOY YOUR LEISURE TIME MORE - BOOK NOW
T: 01270 525 040 WWW.AQUEDUCTMARINA.CO.UK