



PRICING OF MARINA MOORINGS

Pricing Policy Changes

**Policy commencing 1 April 2010 until further notice
(Revised February 2012 in readiness for contract year
1/4/12 – 31/3/13)**

1. POLICY

- 1.1 We aim to ultimately provide marina facilities aligned with The Yacht Harbour Association (TYHA) Code of Practice. This may not be fully achievable until the life expiry of our existing infrastructure is replaced. New investments to replace such will fully comply.
- 1.2 We will once a year monitor market rates at local level, wherever this is possible, to find operating marinas of similar size, overheads and with similar facilities. It is our intention to receive industry awards for facilities services and our fees will reflect this recognition when attained. At some of our marina units BWML have unusual operating costs ie. lock management responsibilities, and in these circumstances we may need to review our prices against similar businesses at regional and/or national level.

BWML are legally responsible to trade fairly against fair market competition, we must not attempt to undercut and/or subsidise business activity. To this end we will notify customers during customer forums who we have bench marked our fees against.

BWML will not monitor prices against clubs and/or boating associations who set fees at members rates.

- 1.3 BWML is a commercial business and needs to deliver profits to shareholders. BWML will therefore take into consideration when setting fees a return on investments made at each site.
- 1.4 In striving to offer market leading quality in infrastructure and service, through investment, this could result in BWML setting the leading market price.

2. BWML PRICE SETTING

- 2.1 We will define our market by maintaining a database of marinas and moorings in the vicinity of each of our marinas. This database will include both BWML marinas and those owned or operated by others including BW. The database will, as accurately as possible, establish the facilities provided and fees charged at each location.
- 2.2 Each marina completes its annual review and will then notify existing customers of its proposals for the forthcoming year in January. This notification will usually take the form of a letter advising customers of its proposals effective from the 1 April each year.
- 2.3 Any customer feedback from the proposals, outlined in 2.2 will be carefully considered.
- 2.4 Information about moorings fees will be available at all marina offices and will be displayed on the BWML website in April.

- 2.5 BWML do not maintain waiting lists which quickly become out of date. We will be interested to receive letters of interest requiring services. When determining such service delivery BWML will take a commercial decision and when choosing who to offer such services we will always make a decision based on sales values ie. mooring sales offered will be to the largest possible vessels..
- 2.6 Changes in the terms and conditions can be introduced at any time and will be displayed on site, at our offices and on the BWML web site.
- 2.7 Fees will be based on length, berth or length x width.

3. GRADING OF MOORINGS

- 3.1 The level of service and the type of facilities provided at our sites are an important factor in determining the mooring prices to be charged. This is defined in our moorings definitions.

4. CUSTOMER COMMITMENT

- 4.1 BWML will endeavour to comply with its customer service standards.
- 4.2 BWML has a formal customer comment card procedure which determines actions and responses within a specific time frame.
- 4.3 We guarantee to keep customers informed by clear notices issued on BWML's reception notice boards. Customers are advised to review these regularly for site specific and national information. Changes to national policy and our terms will also be available on BWML's website and during annual issued correspondence.
- 4.4 Customers who have concerns that we are failing in our duties identified within Terms & Conditions plus national or local management policy should approach or notify the Local Manager who will make a formal response. Customers have the right to discuss this further with the local Customer Service Manager who will attempt to resolve matters. BWML will not accept official complaints until the local Customer Service Manager is seen not to be finding resolution (this should normally be no more than a four week period), after which an official complaint by the customer may be processed..
- 4.5 BWML will make available a Customers Complaints Procedure. To activate this procedure customers must notify BWML in writing, outlining each item of their complaint in detail.

Written correspondence should be issued to:-

The Managing Director
BWML HQ
Sawley Marina
Sawley
Long Eaton
Nottinghamshire
NG10 3AE.