

PREMIER/CMBHA RELATIONSHIP (2023)

Introduction

This paper sets out a framework of principles that refreshes the aim of CMBHA and relationship with Premier Marinas in the context of a considerably changing environment since the origins of the Association and original Berth Holder Charter.

Within this context, the principles shift the emphasis of CMBHA towards building a marina community that supports and enables Premier to deliver positive berth holder experiences now and in the future, within a climate of mutual benefit. These principles are offered with an intention to represent the berth holder (user) perspective mainly through activities and actions that are complementary to Premiers existing customer 'touch points'.

This model is based upon the community building approach of Sovereign Harbour Berth Holder Association with Premier, which is seen to operate successfully. It should be noted that this is not a formal agreement between Premier and CMBHA, rather a set of intended operating principles. Premier outlines its stance on the arrangement in section 5 of the Principles below.

CMBHA AIM:

To provide a constructive conduit of two-way liaison between Premier and Berth Holders. Representing the interests of the berth holder community and supporting the operation and development of Chichester Marina, for mutual benefit.

CMBHA Resources:

CMBHA is a trusted network of connections with a common interest, threading throughout the Marina and beyond, with face to face and online presence. CMBHA Pontoon Reps provide an excellent presence.

CMBHA has involvement and influence with other organisations of interest in Chichester Harbour.

Collectively, the berth holder community has:

- Considerable experience of boat handling/seafaring
- Many years' experience of using harbours and marina facilities of all types, with various owners
- A wide range of commercial skill and knowledge
- Certain specific skills and talents which may benefit our aim and mutual benefit

Using such assets, CMBHA is able to mobilise a sense of helpful collective community and knowledge, where required

PRINCIPLES:

Overall interactions between CMBHA and Premier will be two way, constructive, objective and aimed at meeting the needs of all berth holders. It is not the intention to focus on individual berth holder issues, hobby horses or personal agendas. CMBHA will seek to widen its scope of representation by enrolling all berth holders into the Association, with open and free access.

1. CMBHA aims to support the local management team by:

- a. Providing opportunities and events to generate a spirit of collective community and collaboration, helping each other to stay safe and secure (like a neighbourhood watch)
- b. Provide managers with an unbiased and objective end user perspective of emerging trends, including immediate matters of health, safety, wellbeing and security
- c. Clarifying with berth holders the procedures, processes and systems in operation at the Marina and the correct way to operate them, for everyone's benefit
- d. Encouraging berth holders and visitors to make best use of the facilities offered in a responsible way, including provision of FAQs and new berth holder induction and advice, noting that the Marina Regulations are the basis of operations
- e. Providing an objective 'view of reason' or potential solutions, to Berth Holders where a berth holder feels their complaint or concern is justified but not being recognised as such.

2. CMBHA aims to support Premier to grow and develop Chichester Marina for mutual benefit by:

- a. Providing an objective feedback 'sounding board' for longer term capital investments and development proposals
- b. Proposing and supporting the emerging needs, demands and ideas of the berth holder population
- c. Amplifying to berth holders the underpinning context/rationale for Premier intents, strategies and concepts proposed or implemented
- d. Encouraging Berth Holders to actively promote the benefits of Chichester Marina / Premier, where authentically justified
- e. Supporting Premier Planning Applications at Birdham PC and CDC where plans are of clear Berth Holder benefit.

3. CMBHA will:

- a. Allow the management team to manage the Marina, but will support with advice and ideas to resolve operational issues, and communicate/clarify with berth holders if necessary.

4. CMBHA will not:

- a. Stand in the way of Premier Development plans but will alert Premier of instances where berth holder needs or benefits may need greater consideration or explanation
- b. Disrespect Premier Marinas, managers or act unethically.

5. *Premier will support these principles in the same way as other BHA's. Whilst the relationship is not formalised in any way the dialogue is constructive both ways. To summarise the relationship:

- a. We support berth holder association events
- b. We have six weekly meetings between the marina manager and representatives of the association (out of season only)
- c. We generally provide feedback on matters reported to us by the BHA, but we do this at our discretion
- d. We use the association as a sounding board for ideas or as a "ready made" focus group (again, at our discretion)
- e. We provide news and information to the association for dissemination to its members
- f. We promote the association to new and existing berth holders
- g. We engage with berth holders associations entirely at our discretion and that is a fundamental principal that we will not break.

*These words are a complete extract of a letter from the CEO of Premier to the CMBHA Chair as confirmation of the intent. However, as described, this document is for operational guidance and is not a formal agreement.

These Principles and arrangements will be reviewed annually and adjusted in the light of experience and fitness for purpose within changing circumstances.

Appendix A – Examples and Touch Points Supported/Complemented

Premier Existing Customer Touch Points:

Electronic/On-line	Data Gathering	Face to Face Engagement	Paper Based
A = My Premier App	D = Premier Complaints Procedure	G = Management Team and staff	J = Berthing Licence
B = Premier Website & Facebook	E = Satisfaction Survey	H = Social Events	K = Information Boards
C = News Edits	F = Focus Groups (Marina Matters)	I = Training Events/Workshops	

CMBHA aims to support the local management team by:

Principle	Examples	Premier Touch Points Supported
1a) Providing opportunities and events to generate a spirit of collective community and collaboration, helping each other to stay safe and secure (like a neighbourhood watch)	<ul style="list-style-type: none"> • Helping neighbours to berth (especially in during adverse weather) • Looking out for neighbour boats – flapping halyards/popped fenders/chaffed lines • WhatsApp group (by Pontoon) to keep owners updated • Organising berth holder events and activities to generate closer relationships and sense of community 	A, G, H
1b) Provide managers with an unbiased and objective end user perspective of emerging trends, including immediate matters of health, safety, wellbeing and security	<ul style="list-style-type: none"> • Ensuring Members know how to spot and report: <ul style="list-style-type: none"> ○ Suspicious activity ○ Health and safety risks ○ Safety ‘near misses’ • Alerting Managers to wider operational issues and trends emerging, based on feedback to the Association • Supporting managers with ideas, solutions and communication 	A, E, F, G,

Principle	Examples	Premier Touch Points Supported
<p>1c) Clarifying with berth holders the procedures, processes and systems in operation at the Marina and the correct way to operate them, for everyone's benefit</p>	<ul style="list-style-type: none"> • Using our contacts and media to raise awareness amongst berth holders of the best way to get support • Providing new berth holders with 'Buddy' type induction to the Marina and how it works • CMBHA will not raise the issue of individual berth holders but will provide guidance on how to do so, through appropriate channels, together with objective feedback as to the appropriateness of their point • Encourage attendance at Premier Locking workshops 	<p>A, C, D, E, F, G, I, J, K</p>
<p>1d) Encouraging berth holders and visitors to make best use of the facilities offered in a responsible way, including provision of FAQs and new berth holder induction and advice, noting that the Marina Regulations are the basis of operations</p>	<ul style="list-style-type: none"> • Provide a CMBHA membership pack with 'FAQ' to get the most from Chichester Marina and surrounding area • Work with the management team on joint projects (e.g: Locking disciplines, dealing with coral worm) 	<p>B, C, E, F, G</p>
<p>1e) Providing an objective 'view of reason' or potential solutions, to Berth Holders where a berth holder feels their complaint or concern is justified but not being recognised as such</p>	<ul style="list-style-type: none"> • A boat deck near boatyard contaminated with debris from Boat Yard work - offer to clean, by Premier contractor rather than Berth Holders contractor of choice (CMBHA advised an approach, which enabled satisfactory conclusion) • Excessive charge for emergency, out of hours, lift out (CMBHA explained invoice and reasonableness of charges) • Annoyance of Bird Scarer explosions from neighbouring farm (CMBHA suggests farmer implements NFU guidelines on the issue) 	<p>D, E, G</p>

2. CMBHA aims to support Premier to grow and develop Chichester Marina for mutual benefit by:

Principle	Examples	Premier Touch Points Supported
<p>2a) Providing an objective feedback ‘sounding board’ for longer term capital investments and development proposals</p>	<ul style="list-style-type: none"> For longer term projects, to provide a ‘user’ perspective to future development plans. This may be used to mitigate adverse effects for Berth Holders, decide priorities, identify enhancements to plans and give Berth Holders a sense of future commitment to development for Chichester 	<p>B, E, F, G, J</p>
<p>2b) Proposing and supporting the emerging needs, ideas and demands of the berth holder population</p>	<ul style="list-style-type: none"> Enabling Berth Holders to have a legitimate route to suggest their ideas and needs for the future. This may also give early indication of failing/aging infrastructure Provision of joint funding for a Defibrillator on the North Side 	<p>E, F</p>
<p>2c) Amplifying to berth holders the underpinning context/rationale for Premier intents, strategies and concepts proposed or implemented</p>	<ul style="list-style-type: none"> Using CMBHA touch points to enable the Association to endorse development plans/actions, where the underpinning rationale is known. This can lead Berth Holders to understand the full value of their contract and better use of the Marina. (Examples are the establishment of the recycling area and the water treatment system). 	<p>B, C, E, F, J</p>
<p>2d) Encouraging Berth Holders to actively promote the benefits of Chichester Marina / Premier, where authentically justified</p>	<ul style="list-style-type: none"> Existing Chichester Berth Holders are the best marketeers for Premier – The more we can demonstrate the value of the Marina, through our knowledge, and support Premier with improvements and maintenance, the more we can advocate to others 	<p>B, C, E, F</p>

	<ul style="list-style-type: none"> • Enable CMBHA to be present at Southampton Boat Show (or others) on days when Chichester is being marketed 	
2e) Supporting Premier Planning Applications at Birdham PC and CDC where plans are of Berth Holder benefit	<ul style="list-style-type: none"> • Where a planning application would provide universal benefit, the Association can support Premier by providing user/resident endorsement. Examples include: Wifi Masts, Security measures, improved services and amenities 	C, J

3. CMBHA will:

Principle	Examples	Premier Touch Points Supported
3a) Allow the management team to manage the Marina, but will support with advice and ideas to resolve operational issues, and communicate/clarify with berth holders if necessary	<ul style="list-style-type: none"> • The 'Status Sheet' previously used to track agreements to rectify issues during regular meetings will be discontinued. Instead, Berth Holders will be directed to My Premier App to report maintenance issues. • A future arrangement will be agreed to enable CMBHA to support Marina managers with insights that users are spotting on an emerging basis, together with ideas and suggestion to resolve 	A, D, G

4. CMBHA will not:

Principle	Examples	Premier Touch Points Supported
4a) Stand in the way of Premier Development plans but will alert Premier of instances where berth holder needs or benefits may need greater consideration or explanation	<ul style="list-style-type: none"> • CMBHA recognises the need for Premier to be commercially successful. However some plans could potentially impact on berth holders (sometimes, unintentionally). CMBHA can make suggestions on how to mitigate the impact on berth holders. 	B, J

<p>4b) Disrespect Premier Marinas, managers or act unethically</p>	<ul style="list-style-type: none"> • CMBHA representatives will behave ethically. • Berth Holders and CMBHA should note that Premier have a zero tolerance to verbal abuse and/or bullying 	<p>G</p>
---	--	-----------------

5. Premier will support these principles in the same way as other BHA's. Whilst the relationship is not formalised in any way the dialogue is constructive both ways. To summarise the relationship:

Principle	Examples	Premier Touch Points Supported
<p>5a) We support berth holder association events</p>	<ul style="list-style-type: none"> • When the Association holds an event, such as a 'Safety Day', Premier will provide support through its network and potentially funding for resources/refreshment 	
<p>5b) We have six weekly meetings between the marina manager and representatives of the association (out of season only)</p>	<ul style="list-style-type: none"> • Meeting with local managers to discuss forthcoming plans and activities (on both sides) as well as any emerging trends in service/operations 	
<p>5c) We generally provide feedback on matters reported to us by the BHA, but we do this at our discretion</p>	<ul style="list-style-type: none"> • If an issue emerges that requires further investigation or follow up, ideally Premier will report back on findings and actions 	
<p>5d) We use the association as a sounding board for ideas or as a "ready made" focus group (again, at our discretion)</p>	<ul style="list-style-type: none"> • Premier can consult the Association on future plans for investment, to get a user/berth holder perspective. The Association can also provide suggestions on the best approach to implementation. This can supplement Premier's 'Marina Matters' focus group activity. 	
<p>5e) We provide news and information to the association for dissemination to its members</p>	<ul style="list-style-type: none"> • CMBHA newsletters are trusted and sent at appropriate times. Premier will provide news and information, to which CMBHA can add other useful perspectives and information to give a holistic picture. 	

<p>5f) We promote the association to new and existing berth holders</p>	<ul style="list-style-type: none">• Premier can provide new berth holders with CMBHA details, provide a space on Premier Chichester website and on information boards at the Marina, to ensure the whole berth holder community are aware of the association	
--	--	--