



BCBM BOAT SHARE LTD

# Newsletter

## Special Points of Interest

- Update on Events & shows
- Discounted London Boat show Tickets
- New Team Member
- Boat Sales on the Up
- Demand for New Shares increasing

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## BC Boat Management

### Issue 2

### Boat Share Show

The Braunston Show in April was a great success with 11 shares sold over the weekend and all bar 2 boats which attended sold shares which were for sale in them. We find it really is important to have your Boat on show as this always means that you have the best chance of selling any shares which are available . Here at BCBM we have had huge success year on year since Dee joined us full time as sales manager, selling a total of 132 shares since the 1st

### Turnaround Chart

With each marina having a number of BCBM boats with them we try to make their job easier by sending a weekly turnaround chart of all the boats which may be going out, coming back, starting a second week, free week etc. This chart is issued weekly from the information we get

Jan this year and with a rolling total number of shares available averaging 88 at present the share sales conversion has really been remarkable, so long may it continue. We have increased the amount of open days we have hosted at individual marinas and these too have been remarkably successful also I'm pleased to report. With the Middlewich Show being a huge success as well and Crick in between times, sales are a success story.



In January 2016 we will be featuring at the London Boat Show for the first time since BCBM was formed some 8 years ago. We will be exhibiting jointly with ABC Leisure Ltd and we're really looking forward to spreading the word even further. Then it'll be Braunston and many open days throughout the year again.

from you as owners so if your arrival / departure time differs from the norm it is therefore important that you let Dee, Janis or Susan know if you will be arriving a day late, leaving a day earlier doing a remote etc so we can make this amendment so it is sent to your marina accurately. It also

means that what we send them is up to date and saves being confused by calls they get in the week. The marinas use our turnaround charts so please do help them by letting us know, this way the information they have from us is correct and collated for all the syndicates. they may look after.



**Andrew Barton  
(MD of BCBM)**

From the Chair

What a great year it's been so far and since the AGM's last year we've been so busy integrating all the syndicates who chose to join BCBM and expanding on what we deliver to you all with the valuable help of Janis who as many of you will know, joined BCBM from ABC Leisure, and what an asset she's been as well. Of course Janis knows nearly all of the owners in the syndicates who joined us which has been a great help to all concerned and assisted with the continuity of the whole operation. Many of you by now will have had the opportunity to communicate or speak with Dee in connection with sales, allocations and bookings and also with Carole who has been able to focus more on her accounts and financial duties having moved some of her work load over to Dee and Janis which has been a great help to her. We have recruited another team member as well, Susan Johnson has now joined the team as general Admin Assistant again to help oil the wheels and make sure things run even smoother in

the office. Charles continues to keep a watchful eye over all things technical and along with our turnaround managers he ensures all the boats are looked after and kept in tip top condition. I would also like to express my thanks to all the Base Managers at the ABC Marinas who have worked so hard in looking after our boats and worked so hard towards the integration of BCBM's systems and procedures. No one particularly likes change but with the valuable help and important support of Alan Boatman and Dave Taylor from ABC we seem to have made this as painless and seamless as possible so far. They have all been great, thank you.

Here at BCBM we're looking forward to building on the reputation we have created to date and endorsing the newly introduced Customer Service Charter to enhance our already strong relationship between owners and management service delivery from BCBM.

One very important point we ask is that if

any owner has a constructive comment to make please contact our Customer Service Manager, Janis Taylor as soon as possible to give us the opportunity to look into it for you. Do not wait until the AGM to air your problems. It doesn't help anyone or allow BCBM to resolve a potential problem unless you contact us straight away.

We feel that BCBM now has a wide variety of syndicate boats we manage to be able to offer something for everyone in all sizes, layouts and models. This has already been proven by the amount of current owners looking to change boats or upgrade for all sorts of reasons and now we're able to fulfil their requests & dreams in most cases which is great news.

As you all know by now, I am waiting for a date for a major open heart transplant operation but the team is in good shape and with the new additions they're ready for anything so you'll be in good hands. If you need anything then please either email or pick up the phone and talk to us.

**"we've been so busy integrating the syndicates who chose to join BCBM and expanding on what we deliver to you all "**

**Customer Service Charter is launched amid great excitement about raising the Bar in BCBM**

**Discounts Available**

Big discounts when you move to an ABC Marina and many of our syndicates are already reaping the financial benefits of this incredible deal on offer. 10% of everything from moorings (and that's the up-front annual price but with BCBM we have negotiated quarterly payments as we do for all our bases) plus

the discount applies to all maintenance & repairs as well as Gas, pump out, diesel and chandlery purchases and all your winter maintenance costs as well. But if your syndicate is interested in taking advantage of this amazing discount deal then you need to act quickly as the marinas are only able to

allocate so many berths for syndicate moorings. It's definitely first come first served I'm afraid and as the saying goes, when they've gone they've gone. With a selection of 14 marinas there has to be one that could suit the syndicate and you can all explore new routes on the canal network— it's great.

**“if your syndicate is interested in taking advantage of this amazing discount then you need to act quickly “**

**Silver steel with her sister**

On a recent visit to Auxerre in France to carry out winter maintenance discussions on Silver Steel we had the pleasure of Blue Steel joining us for an overnight stay while passing through the town on the river Yonne. She

breasted up for the evening with her sister and it was just like old times when they used to moor next to each other at St Jean De Losne near Dejon. What a fabulous change it is to cruise the rivers & canals of France!



**Candles and TV licences**

Insurance companies will normally only write a complete boat off for two reasons and those are, fire and if it has sunk and been under water for at least 24 hours. I am therefore continually amazed at the amount of times we go aboard many of your boats and find candles and tea lights which have obviously been lit and used recently. While we can't insist on you not using candles, we can try to stress the

dangers and importance of not doing so, especially as being a syndicate the boat belongs to you & 11 other people, and one careless flame could put a full stop to all that as well as the threat to one's life as well. A sobering thought but one we really do ask you to consider very seriously. We have also had a few enquiries about TV licenses on boats and Janis has investigated this with the TV

licensing authority and we are happy to inform you that you do not require one as they're basically looking for the live aboard and residential boaters and not the short term holiday boater such as you. If you require any further info on this subject please contact Janis on 01270 813 907. We here to help as always.



**Keep your boat information up to date**

Please send us pictures of your boat and travels so we can add them to our portfolio, whether they be while you are out and about or of any upgrades the boat may have had inside or out for that matter, we need them all please. Below we have a lovely example of an owner who has sent us a picture of their boat Black Swan. Cruising in to Bath, now how

nice is that? Surely there must be many budding photographers out there amongst you all who would enjoy sending in some of your best holiday snaps but remember, no pets or people apart from the helmsman if possible please as we may even use them in our marketing material and brochures (with your permission). Normally we only see the boats when moored up in the marina! So let's see what you can do to help please.



**We hope you enjoyed your guides**

Brian Roberts (Chairman off Anabelle II) Author of Route Guide Books which BCBM donated to each and every canal syndicate boat were well received, and thank you for all those that responded by emailing with your thanks for our gesture. Following on from this it prompted us to put together the information packs for each and every marina we currently have syndi-

cate boats in, a huge task which was undertaken by Janis Taylor and a lot of hard work in compiling these but they too have been well received by all concerned so far. Janis has also been the driving force behind our Customer Service Charter which has been so widely embraced and we feel, a great step forward in what we strive to deliver for all our owners. Remember we're all here to help,

and it's far better to speak to us if you have a problem or concern and give us the opportunity to resolve these before they escalate out of all proportion. We've even trialed a local Audlem village guide and 'Yellow Pages' type portfolio of information which has gone down very well to help owners explore the village community and retail offerings they may have not realized were available to them.

**People are sometimes quick to criticize but slow to compliment**  
**“Thank you for to those who voiced their appreciation!”**

## Fault Report Sheets

Just a small but important reminder that the Fault Report Sheets are there for communicating faults & problems with your boat to the engineer, marina or BCBM and not to pass on messages to the next owner due on board following you. Please use your boat's Log Book for this or even leave a separate note

for them if required but NOT on the weekly fault report sheet. Please do also note that if you do have a fault, do not put this in your boat log book as we do not read these due to the fact they are for you as a syndicate and we do not have the time. Recently we had owners ask us why a particular issue had not

been dealt with and when we looked into this we had no record of the fault so were not aware there was even a fault at all, to then be told it was written in the boat log. Therefore please do write these on the sheets to allow us to address them thank you. Just bullet point faults & not essays!

**We don't have the time to do read your log books on-board to look for any faults, so please use the fault report pads to pass on any faults.**

## Tool Kits

We have noticed that not every boat has their own small but comprehensive Tool Kit on board to enable you to carry out the small jobs to save the syndicate money where ever possible. The turnaround managers will look into this but it would help if you feel you are

missing this item and would like one then please contact us and we'll speed the process up and have one placed on board for you. Many syndicates have one and are able to repair a loose door handle or hinge. Or have a pair of wire cutters in there which are a tremendous

help to cut anything free that may get stuck on the prop. A syndicate needed a pair of these and did not have them so had to request a call out to have the prop freed so they could get on their way. It's the little things that can help a lot. The call out cost £145!

**"It's the little things that can help a lot, and save you lots of money as well"**

## New Boat in the Making - Call now for your DVD

Due to popular demand we have now placed the order for our next Dawn Class boat and this will be launched at the Braunston Boat Share Show early next year on the 23rd & 24th April 2016 and we're already taking deposits and have sold 3 and half shares even

before we'd placed the order for the shell but I'm pleased to confirm that this has now been placed and the new build is now well in progress.

The boat will be a sister ship to both Dawn Treader and Dawn Mist with it's rear galley, reverse layout 4 berth set up and

trade mark leather captains reclining arm chairs and a Pullman dinette (face to face) and all the usual high spec quality fit out as we've now become renowned for. BCBM, a name you can trust. With interest growing fast, if you wish to secure a share in this luxury boat call now.



**Help us promote Share Sales**

To help with the sale of shares in your syndicate don't forget to have your Share for Sale sign in the window at all times. The sign on the roof is

really for when you moor up at a popular mooring with passing traffic on the tow path

which may stimulate interest. Please hand out the business card or info leaflets to anyone who may stop and chat about how it all works. With 132

shares sold since January 15 something must be working and

all the new owners are enjoying the



world of syndicate boating and asking themselves why they didn't do it earlier.

**Like Us on Facebook for Charity**

In our last news letter we asked all our owners who use Facebook to 'Like Us' and we only had 17 owners respond but will round this up to a promised donation of £10 to Charity. We'll continue to donate each time you 'Like Us' so it's never too late to go on line and support a good cause, It only takes a minute

but helps a deserving cause at the same time and we can't do this without your help and support. We have so many owners who are on Facebook so why not help us to donate to charity. It also helps us no end when you post on

Facebook how much you enjoy your syndicate boating holidays, so go on and spread

the word, please, we need your help & support.

**“We will donate 50p to a worthy canal charity for every like we get.”**



**The Big Day was a life changing success!**

Well we're now into winter, and the most exciting month this year for Dee was September when she announced her Wedding to Paul in last year's News Letter that she was getting married in Bora Bora on the 10th September 15. Dee finished work on the 5th Sept and set off on her journey to the

other side of the world to finally tie the knot. She came back and was at her desk on the 28th September ready to continue with our AGM program through until early December. Congratulations Dee, we all wish you well and are glad to have you safely back looking after us all, and Dad!

The Intercontinental where Dee stayed and got married is pictured below. It's just the sort of picture we need to look at as we move into

the winter months and the days become shorter. Ah well, at least we have next summer to look forward to, or at least we can hope!





Little Dawn - 40ft Baby of the Fleet

**“Due to her size, (So easy to handle) her running costs are cut by a third as well thus saving money all round”**

### Only a couple of Shares left in both Little Dawn & Dawn 'Til Dusk

Shares have been selling really well in the two new introductions to our fleet and we expect these to virtually sell out during the next month at the latest with only 1 and 1/2 left in Little Dawn and two only left in Dawn 'Til Dusk, so if you're thinking about it now's the time, as we won't be reproducing the Little Dawn model in a hurry because we believe in bespoke and uniqueness here at BCBM! Don't forget Breaking Dawn is now in build and we are taking deposits (Only £300 secures your share, and nothing more to pay until the inaugural meeting and launch in Feb / March 2016!) already for this new and stunning introduction to the fleet at the Braunston Boat Share Show next April (23rd & 24th). So again you'll need to be quick off the mark and on the ball to secure a share in this new creation of canal boat luxury. It seems that because of the quality the shares in the 'Dawn Class' boats are now in great de-

mand. Last but not least we have just 3 shares remaining in Oakmere our 59ft Replica Tug built by craftsmen for the canal boat enthusiast. She is a true example of the working boats of days gone by yet has all the mod cons and comforts of a luxury modern canal boat on the inside including a Bose surround sound system, top of the range Digital TV, polished Granite surfaces and even a washing machine secretly hidden away in the beautiful vintage engine room which houses a Beta replica vintage JD3, the envy of any boater looking for authenticity with out the price. This master class example really must be viewed to be appreciated, she's simply stunning at just £10,995 per 8% share. So with a complete cross section of shares available in many one off bespoke syndicate boats there's definitely something for everyone and that's a fact so call us now.

### Its show time

Finally, make a date in your diaries to visit us at the London Boat Show, (8—17 January 2016) a first since BCBM was created some 8 years ago almost but a huge step forward for everyone and as the UK's leading Boat Share Company we love to spread the word and meet lots of new potential owners. If you can't make the London Boat Show then there's always the Braunston Boat Share Show, the largest dedicated boat share show in the UK

presented purely for Shared Ownership and syndicate boaters. There's something for everyone and with so many boats on exhibit you won't be disappointed I assure you. This year there will also be Non-Managed syndicate boats attending as well, something which has not happened previously but BCBM believe in freedom of choice and at the end of the day we're here to help in any way we

can. So why not come along on the 23rd & 24th April 2016 and see what we have to offer, it'll be a great show and another not to be missed. In the mean time if you require any information what so ever please don't hesitate to contact us and we'll be only too pleased to furnish you with all you need to help make that all important decision on syndicate boating or simply trading up

from what you have already. So enjoy the winter season and we look forward to meeting you at one of the shows or even just pop into one of our offices for a cuppa, you'll always find a warm welcome from all the team members. If you're considering the London Boat Show BCBM have a deal on tickets at a discounted cost of just £12.50 per adult for an any day ticket and that includes the Preview day as well. They are valid for any one day over the whole show. Call us now on 01270 811 500.

Sales

With a dedicated team now, we are doing more to help sell your shares. We take many calls, and emails throughout the week asking if we are advertising shares and where. We currently advertise in a number of places such as:

- Newspapers — Towpath Talk & Canal Boating Times.
- Magazines — Waterways World, Tillergraph, IWA Members magazine, Waterways World Annual
- Websites — there are 8 we are currently on, see below.
- Books — Boat buyers guide
- Window Displays — both of our offices and the boat windows themselves display for sale signs.
- Shows—from open days to the big shows like Crick
- Don't forget our snazzy little Vans and Smart Car which turns heads where ever she is.

We really do our best to get your share out there to our target market and the right people.



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