



Gold Anchor Award Scheme

Application form

Marina: _____

Address: _____

Telephone: _____ Fax: _____

Manager: _____

Email address: _____

Is your company a member of TYHA? Yes No

The Gold Anchor Award Scheme is a voluntary code which is based on the TYHA Code of Practice; it is designed to act as a marketing and promotions tool.

Please return this completed application form along with payment to the TYHA HQ by email or post. Once we receive the application we will contact you to arrange an assessment at a time convenient to you.

- By **credit or debit card** with £650 + VAT

Name on Card: _____

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Security No:

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 Expiry date:

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- By **cheque** (payable to TYHA Ltd) for £650 + VAT
- By **BACS transfer** to: Sort Code: 60-01-21 Account: 74487582

Terms and conditions of assessment

- The Gold Anchor Award Scheme is intended to raise standards throughout our industry, and to reward those marinas that adhere to 'good practice' throughout their operation.
- The TYHA Code of Practice is used as a benchmark for the design and operational practices of participating marinas.
- The Assessor, an experienced industry professional, will on his or her visit, carry out a comprehensive inspection of the site. The assessor will require to see documentary evidence of good practice in Health and Safety, Environmental and Staff management procedures. These should be in line with recommendations of the Code of Practice, but at the very least must comply with national legislative requirements (where these may differ, evidence of national differences should be supplied). The questionnaire gives guidance on documentation required.
- The questionnaire asks for information on Customer service issues, these will be assessed, and again the form gives some guidance as to the details required.
- The Assessors will mark the facility with a percentage mark for the required elements.
- There is a degree of subjectivity around areas such as the general feel of a site, cleanliness, upkeep, signage, staff attitude etc, which all add to the customers' experience at the marina.
- The Questionnaire shows that a percentage of 50-69% will result in the Award of Three Gold Anchors, 70-84% Four and 85% and above Five. Two Anchors are rarely awarded, as less than 50% would indicate that a site would be unable to comply with even basic legal requirements to operate safely.
- A three year gap between Assessments has been set as a maximum, and participants are encouraged to ensure that their re-assessment is carried out in due time, failing which the Association has the right to withdraw that participants rights to display the award.

I confirm that I have read and agree to the terms and conditions of assessment as above:

Signed: _____ Date: _____

Copies of the following documents must be available for the assessor:

Chart or diagram to show marina layout	<input type="checkbox"/>	Accident book	<input type="checkbox"/>
Questionnaire results and analysis	<input type="checkbox"/>	Training records	<input type="checkbox"/>
Brochure	<input type="checkbox"/>	Environmental policy	<input type="checkbox"/>
Berthing contract	<input type="checkbox"/>	Maintenance policy	<input type="checkbox"/>
Complaints procedure	<input type="checkbox"/>	Fire equipment servicing record	<input type="checkbox"/>
List of approved contractors	<input type="checkbox"/>	Electrical circuits test (NICEIC certificate)	<input type="checkbox"/>
Location of safety equipment	<input type="checkbox"/>	Plant and lifting equipment inspection	<input type="checkbox"/>
Health & Safety policy and risk assessments	<input type="checkbox"/>	Record of Fire Drills	<input type="checkbox"/>
Fire risk assessment	<input type="checkbox"/>	PAT testing	<input type="checkbox"/>
COSHH file	<input type="checkbox"/>	Emergency Plan	<input type="checkbox"/>

Marina Description

Tidal:	<input type="checkbox"/>	Non Tidal:	<input type="checkbox"/>
Minimum Depth of Water in Approaches:	<input type="text"/>	Number of Berths:	<input type="text"/>
Minimum Width of Approaches:	<input type="text"/>	Car parking spaces:	<input type="text"/>

The Customer

The Gold Anchor assessment seeks to identify good practice, the following questions are intended to highlight what aspects we specifically look for and to give the assessor an idea of your customer services.

Have you circulated a questionnaire to berth holders prior to this Assessment?

	Yes	No		Yes	No
Environmental policy?	<input type="checkbox"/>	<input type="checkbox"/>	Clear berthing contracts?	<input type="checkbox"/>	<input type="checkbox"/>
Customer induction?	<input type="checkbox"/>	<input type="checkbox"/>	Sign posted car parking?	<input type="checkbox"/>	<input type="checkbox"/>
Awareness of safety equipment?	<input type="checkbox"/>	<input type="checkbox"/>	Staff uniforms?	<input type="checkbox"/>	<input type="checkbox"/>
Awareness of Health and Safety?	<input type="checkbox"/>	<input type="checkbox"/>	Cleaning procedure for heads?	<input type="checkbox"/>	<input type="checkbox"/>
Year of brochure production?	<input type="checkbox"/>	<input type="checkbox"/>	Complaints procedure?	<input type="checkbox"/>	<input type="checkbox"/>
Regular newsletter?	<input type="checkbox"/>	<input type="checkbox"/>	Daily weather reports?	<input type="checkbox"/>	<input type="checkbox"/>
Staff trained in customer care?	<input type="checkbox"/>	<input type="checkbox"/>	Local tourist information?	<input type="checkbox"/>	<input type="checkbox"/>

Facilities

Definition of the term 'Convenient Access' is to say that if the berth holder wants the service it can be accessed by a single handed skipper and is located within a 10 minute walk or sail.

	Yes	No	Convenient Access (describe)
Toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Showers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Fuel and gas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Pump out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Chemical closet disposal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Changing Rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Launderette	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Haul Out	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Boat Yard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Marina Shop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
New Boat Sales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Brokerage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
Club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

Services

Lighting of walkways and dockside:	<input type="text"/>	Estimated meters of unlit pontoon
Electricity to Berths:	<input type="text"/>	Outlets
Water to Berths:	<input type="text"/>	Outlets
Wireless Internet Access:	<input type="text"/>	
Radio Watch:	<input type="text"/>	Hours
Staffing:	<input type="text"/>	Hours
Luggage Trolleys:	<input type="text"/>	Number

Anonymous questionnaire for marina berth holders
also available on <http://www.surveymonkey.com/s/3TWVSNL>

Dear Sir / Madam,

As a customer of [name of marina] we would like to invite you to complete a brief questionnaire about your experience as a berth holder. This is important as it will help us make an informed judgement on the Gold Anchor rating of the facility. Please can you answer the following questions and return this questionnaire to us directly or if more convenient to your marina office:

1. What do you mostly use the marina for?

	Racing	Cruising		Residential			
	Please circle:		Very good				Very bad
2.	Lighting and security in the marina?	1	2	3	4	5	n/a
3.	Helpfulness and appearance of the staff?	1	2	3	4	5	n/a
4.	Appearance and ambience of the marina?	1	2	3	4	5	n/a
5.	Product selection in the chandlery?	1	2	3	4	5	n/a
6.	Product selection in the convenience store?	1	2	3	4	5	n/a
7.	Marina opening hours?	1	2	3	4	5	n/a
10.	Repair services	1	2	3	4	5	n/a
11.	Club house / restaurant facilities	1	2	3	4	5	n/a
12.	Social programme	1	2	3	4	5	n/a
14.	Car parking facilities	1	2	3	4	5	n/a

15. Would you recommend this marina to a friend or colleague? 0 Extremely unlikely & 10 Very Likely

0 1 2 3 4 5 6 7 8 9 10

16. Do you have any additional comments you would like to make?

Thank you for your time, if you would like to learn more about the Gold Anchor scheme or the Yacht Harbour association please visit www.tyha.co.uk

With best regards,

Gareth Turnbull
TYHA General Manager
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Email: gturnbull@britishmarine.co.uk