

GENERAL INFORMATION AND APPLICATION FORM



GOLD ANCHOR

Thank you for your enquiry about Gold Anchor Accreditation. This document outlines requirements and includes the Application Form for participation on the back page.

If you have any queries relating to this information or subsequently during participation in the Gold Anchor programme please check the Gold Anchor web site or contact the TYHA or MIA.

Gold Anchor website: www.goldanchor.com



Complies with criteria specified by ICOMIA

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Gold Anchor History

The Gold Anchor Scheme was first developed by TYHA in 1988 and MIA also subsequently established a Scheme. In 2013 TYHA and MIA agreed to work to create one singular global Gold Anchor Scheme for the benefit of marina users and the industry. As of December 2015 there were Gold Anchor accredited marinas in 30 countries.



Gold Anchor Values

The Scheme is based upon the belief that the marina industry needs a customer centric focus for marina businesses and recreational boating to grow and prosper. Marina or yacht harbour customers expect good service, suitable facilities and value for money no matter what the accreditation of the marina. As with hotel accommodation not everyone wants to pay for top of the range facilities and services. The Gold Anchor brand associates with these three key attributes:

- 🚩 Gold Anchor marinas provide very good customer service.
- 🚩 Gold Anchor marinas represent value for money at all levels of accreditation
- 🚩 Gold Anchor means that recognised industry standards have been achieved.

Gold Anchor Scheme Introduction

The Gold Anchor scheme has been developed by the marina industry with the specific objective of raising standards and providing customer centric services.

The Scheme assists marinas to position and differentiate themselves in the market place. Participation also provides a global performance benchmarking that contributes to continual business improvement. For consumers, Gold Anchor helps in their evaluation and selection of marinas aligned with their needs.

Marinas entering the Gold Anchor scheme can choose to self-assess against the core scheme criteria or be independently assessed by one of the expert assessor team.

Feedback from participating marinas confirms the significant value associated with an audit every three years by a highly experienced marina professional checking systems, infrastructure and customer service whilst also providing innovative ideas for improvement.

The self-assessed Scheme is most suited to marinas preparing for future accreditation within the next three years and who adhere to the values of Gold Anchor and want to show their commitment to those values by flying the Gold Anchor flag.

This Global Scheme is jointly administered by The Yacht Harbour Association (TYHA) and the Marina Industries Association (MIA). TYHA delivers the Scheme in the United Kingdom, Europe, Middle East, Africa and the Caribbean. MIA delivers the Scheme in Asia, India, Sri

Lanka, Pacific Regions including Australia and NZ. In the Americas the Scheme is jointly delivered by TYHA and MIA.

How the Gold Anchor Scheme Works

The Scheme is based on self-assessment and site assessment of specific items across six evaluation categories which are:

1. Ambience
2. Planning, Policies and Procedures
3. Customer Service
4. Environmental
5. On Water facilities and infrastructure
6. On Shore facilities and infrastructure

To arrive at the Gold Anchor accreditation a berth holder survey is also conducted. Once the assessor has completed their evaluation and report an accreditation recommendation is put to either TYHA or MIA Gold Anchor Standards Panels for approval. Mystery shopper checks are used during the three year validity period to ensure the accreditation remains valid as well as providing valuable additional information to the marina.

Gold Anchor Self-Assessment

Following the completion of the application form the applying marina is sent the Assessment Booklet for completion and return to TYHA or MIA. The template content is desk reviewed by a Gold Anchor assessor who will also consider other sources of information such as websites and publications. Subject to the marina satisfying the criteria they will be recognized as a Gold Anchor Marina.

Gold Anchor Accreditation – Levels 2, 3, 4 and 5

Following the completion of the application form the applying marina is sent the Assessment Booklet for completion and return to TYHA or MIA. A berth holder survey is also completed for customer feedback. The marina will be contacted by a Gold Anchor assessor who will arrange a convenient date to conduct the on-site Gold Anchor assessment. Following the site visit the assessor will prepare a draft report which is shared with the applicant to check for accuracy. Once the report is finalized and any outstanding actions have been completed by the marina, it is then reviewed by the Gold Anchor standards panel and the appropriate accreditation level awarded.

Gold Anchor Accreditation – Recommendation for Platinum Accreditation

There are a small but increasing number of marinas in the world that cater for a very discerning customer base. In many cases these may be for superyachts but not exclusively. In recognition of this type of marina, TYHA and MIA have introduced a 5 Gold Anchor Platinum accreditation. Marinas that achieve an extremely high assessment score in all categories (see table on page 9) are then recommended by the Gold Anchor Standards Panel to be further assessed for possible 5 Gold Anchor Platinum accreditation. This further assessment includes the provision of additional information and communication by the applicant to the Global Standards Panel.

Summary of Procedures for Achieving and Maintaining Accreditation or Recognition

	Accreditation (2 to 5 Gold Anchor)	Recognition (self-assessment)
1	Complete the application form on page 12 of this booklet and forward with payment to either TYHA or MIA (for contact details see page 13)	Complete the application form on page 12 of this booklet and forward with payment to either TYHA or MIA (for contact details see page 13)
2	Participant receives the Scheme <i>Assessment Booklet</i> which includes detailed explanatory notes.	Participant receives the Scheme <i>Assessment Booklet</i> which includes detailed explanatory notes.
3	Participant completes and returns the <i>Assessment Booklet</i>	Participant completes and returns the <i>Assessment Booklet</i>
4	TYHA/MIA and the assessor clarifies any outstanding matters; arrange a mutually agreeable audit time and if applicable clarifies travel arrangements and costs	TYHA/MIA clarifies any outstanding information requirements and completes desk top review
5	Participant liaises with TYHA/MIA to facilitate a berth holder satisfaction survey	Subject to satisfactory assessor review of self-assessment and supporting evidence TYHA/MIA confirms Gold Anchor Marina recognition. Marinas receives a certificate and flag identifying them as a Gold Anchor marina without accreditation
6	Assessor carries out on-site Gold Anchor assessment	33 months after recognition communication relating to the re-recognition will commence. It is expected that marina will consider undergoing accreditation at this point
7	Assessor provides draft report to marina to ratify detail and provide opportunity to address any simple actions	
8	Assessor updates report and provides completed assessment report including survey results to the Gold Anchor Standards Panel for confirmation of award	
9	TYHA/MIA inform the participant of award level and provide either the assessors summary findings report or detailed findings report along with a plaque, certificate, sticker and flag	
10	Up to three 'mystery shopper' checks take place over 30 months to monitor rating standard and maintain Scheme integrity. Written feedback reports are provided to the participating marina	
11	33 months after accreditation communication relating to the re-accreditation will commence.	
<p>Note: A pre assessment assessor visit can be useful for marinas unsure of their accreditation level or wanting to use the Scheme as a development template. If interested in this staged approach contact TYHA or MIA.</p>		

How Gold Anchor Status Can Benefit Your Marina

- ✚ Prestige of being a Gold Anchor accredited or recognised and branded marina is an excellent marketing tool for you
- ✚ Brand recognition provides customers with additional confidence in your marina
- ✚ Accreditation or recognition helps position your marina and reinforce your price points with existing and potential customers in a competitive market place
- ✚ Accreditation or recognition helps customers differentiate your marina from competing marinas
- ✚ Expert assessment provides a business 'health check' using thorough assessment criteria including berth holder questionnaire and mystery shopper feedback to identify areas for improvement
- ✚ Accreditation benchmarks your marina against others locally, nationally and internationally
- ✚ Gold Anchor participation provides marina staff and investors with a tangible measure, reward and recognition for their efforts.



Gold Anchor Scheme Entry Criteria

To be accepted into the Gold Anchor Scheme (including non-accredited participation) and remain in the Scheme a marina must comply with and agree to the following criteria:

- 🚩 The marina complies with all relevant national, regional and local regulations
- 🚩 The marina has all the legally required permits (local, regional and national) for operation
- 🚩 The marina has adequate current insurance to fully cover all liabilities
- 🚩 The marina has walk-ashore access from the pontoons/fixed walkways
- 🚩 The marina has a suitable berthing contract
- 🚩 There is a clearly identifiable marina office
- 🚩 During opening periods a marina representative is contactable with 24 hour emergency contact procedures in place
- 🚩 The marina provides clean toilet/shower facilities
- 🚩 There is a security system in place
- 🚩 There is a staff training programme in place
- 🚩 There is a process in place for customer feedback

Gold Anchor Scheme Compliance

To be able to participate in the Scheme marinas must comply with the following requirements:

- 🚩 The Gold Anchor Scheme official plaque or certificate with dates of currency is visible to the public at all times
- 🚩 The marina is aware that 'mystery shopper' audits will be held at any time to uphold the integrity of the Scheme.
- 🚩 The marina agrees to and complies with the detailed terms and conditions of participation as specified at www.goldanchor.com/application/termsandconditions



Accreditation Indicators

The following table provides indicators as to the requirements of accreditation levels 2 to 5 and 5 Platinum. Detailed criteria is provided within the Gold Anchor Assessment Booklet.

Accreditation Indicator	2	3	4	5	5 Platinum
Marina has excellent infrastructure & maintenance of facilities, utilising high quality materials and luxurious appointments; excellent design and aesthetics including landscaping and presentation					↓
Marina has very good and well maintained infrastructure/facilities; utilising high standard materials. Very good design and aesthetic features				↓	
Marina has good and well maintained infrastructure/facilities; utilising good standard materials. Some aesthetic features.		↓	↓		
Marina has functional and well maintained infrastructure/facilities.	↓				
Formal staff training programme delivered as part of a complete human resource development system.					↓
Formal staff training programme that evaluates needs, delivers training and monitors outcomes			↓	↓	
Staff training programme in place	↓	↓			
In all weathers, staff should be identifiable; professionally presented & branded; staff name displayed				↓	↓
Staff in uniform			↓		
Office/reception open min. 8 hours, 7 days per week, 24 hour contact				↓	↓
Dock side assistance 7 days				↓	↓
Dock side assistance min. weekends & public holidays			↓		
Utility berth pedestals: water, electricity including 3 phase power as required			↓	↓	↓
Utilities available: electricity & water	↓	↓			
High speed wireless available to each berth				↓	↓
Wireless internet available on-site		↓	↓		
Recognised environmental accreditation such as Clean Marina			↓	↓	↓
Access to sewage pump-out facilities	↓	↓	↓	↓	↓
Bathroom facilities; luxuriously appointed; high quality materials, fixtures & fittings; personal care items provided: min. 2 ensuite facilities					↓
Restaurant open 7 days peak & 5 days off peak periods				↓	↓
Food & bar facilities open 7 days			↓	↓	↓
Up to date web site		↓	↓	↓	↓
Terms & conditions and berthing agreement provided	↓	↓	↓	↓	↓

Accreditation Points Calculation and Assessment

Accreditation calculation by the Assessor works on a points deducted basis with points allocated to each item being assessed. Points allocated to individual items differ according to their relative importance. In a very few instances where a facility (e.g. swing moorings) is not provided no points will be deducted. This is confirmed in the *Assessment Booklet*.

The following is an example from the *Assessment Booklet* of one of the assessed items.

Section 1 – Ambiance

Item & Max. Points	Applicant information & comments	Assessor comments	Points score
<i>Illumination</i> <i>(8) points</i>	<i>Describe:</i>		

The following is detailed supplementary information from the *Assessment Booklet* relating to Illuminations and provided as a reference for the applicant. It is an example of what is provided for each assessable item to inform the participant of what is required to achieve full points.

Illumination - *There are no dark areas where visibility is restricted. Installation minimises glare for night time navigation. Lighting is suitable to enable marina users to carry out their tasks in a safe manner. Lighting is adequate for the effective use of CCTV surveillance. Lighting infrastructure is in very good condition and is part of the marinas maintenance schedule. Atmospheric lighting - to improve site ambience is installed, specified and fully functional to enhance the site user experience.*

Accreditation Score Table

The following table indicates the points required to achieve the specified accreditation level.

No. Anchors	Points as a % Score
Recommended for 5 Platinum	100% - 95%
5 Gold	94% - 85%
4 Gold	84% - 75%
3 Gold	74% - 65%
2 Gold	64% - 55%

Audit Criteria Categories

The assessment criteria for Gold Anchor is broken into six categories. The percentage of points available in each category are identified in the table below.

Category	Percentage points
1. Ambience	20%
2. Planning, Policies & Procedures	10%
3. Customer Service	20%
4. Environment	10%
5. On-Water Facilities & Infrastructure	20%
6. On-Shore Facilities & Infrastructure	20%
TOTAL	100%

Gold Anchor Marina Marketing and Promotion

Participation in the Gold Anchor Scheme means you will benefit from a range of on-going marketing and promotional activities that are included in the Scheme participation.



- 📌 Gold Anchor flag, plaque and certificate
- 📌 Electronic file of Gold Anchor Brand Manual including logo options for use by marina for web and print communication
- 📌 Gold Anchor website with marinas' directories and location map (www.goldanchor.com) with direct link to participant web sites
- 📌 Media releases to specialist press following accreditation
- 📌 Articles in TYHA/MIA magazines
- 📌 Promotion of Gold Anchor brand and values at boat shows attended by TYHA and MIA

The most valuable Gold Anchor marketing and promotions are carried out by participating marinas. The brand should be used on the web site and in electronic communications; collateral, uniforms and across the marina. The brand should also be promoted at all events involving existing and potential customers.

Payment Details

The participation fee for the Gold Anchor Scheme is a one off payment due each time an assessment is conducted (once every 3 years)

Total number of Berths (wet and dry)	TYHA or MIA members: GBP £/ AU \$	Additional Detailed Report: GBP £/ AU \$	Non – Members GBP £/ AU \$
Up to 100	850/1700	200/400	2350/4700
101 to 200 berths	1,000/2,000	250/500	2,350/4,700
200 -500 berths	1,200/2,400	250/500	2,550/5,100
501- 1,000 berths	1,500/3,000	400/800	2,850/5,700
1,001-1,500 berths	1,900/3,800	400/800	3,250/6,500
1,500 berths +	Contact TYHA or MIA		
Gold Anchor – non classified	Contact TYHA or MIA		
Platinum Endorsement	Contact TYHA or MIA		

Please note:

1. Prices quoted exclude VAT/GST
2. Reasonable assessor expenses are chargeable in addition to the participation fee; these are subject to agreement prior to the assessor's visit
3. Dry storage includes dry stack and other forms of on-land storage including dry sail but does not include boat yard hard standing
4. An additional cost will be incurred by those assessed for Platinum accreditation related to the additional assessment requirements. This cost will be communicated prior to such additional assessments taking place.

Gold Anchor Scheme Application Form

Marina:

Address:
 Zip/Postcode:

Manager:

Manager email: Telephone:

Accounts name: email:

Web address:

Company name if different from above:

Total berths: wet berths: dry berths:

<input type="checkbox"/>	I am applying for self-assessment	£/ AU \$
<input type="checkbox"/>	I am applying to be Gold Anchor accredited (2 to 5 Gold Anchor)	£/ AU \$
<input type="checkbox"/>	I require a detailed assessment report	£/ AU \$
	Total payment due	£/ AU \$

I have read the Scheme Entry Criteria and Scheme Compliance and I declare that the above mentioned marina satisfies these criteria as specified on page 7 of this document. I also confirm my agreement that the assessment report will be provided in English and that I may have to pay reasonable assessor expenses (to be agreed prior to assessment).

Signed: **Date:**

PAYMENT OPTIONS

Payment required – TYHA or MIA member see page 11 Non Member see page 11

Cheque / MasterCard / VISA / Direct Deposit / BACS

Card Number: Expiry Date/.....

Name on Card:

Signature: Date

Please complete this application form with card payment details, attach a cheque or organise direct deposit and return to THYA or MIA.

Bank Transfer Details		
	TYHA	MIA
Cheque	The Yacht Harbour Association Ltd	MIA Ltd
BSB / BACS	60-01-21 Account 74487582	332027 Account 552615097 Swift SGBLAU2S
IBAN	GB19 NWBK 600121 74487582	
ISC	NWB KGB 2L	



GOLD ANCHOR

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