MARINA PROJECTS LTD: TECHNICAL NOTE

GUERNSEY WATERFRONT

Marine Leisure/Superyacht Opportunities

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1. EXECUTIVE SUMMARY

Marina Projects has been appointed to provide the States of Guernsey with an informed overview of the marine leisure/superyacht opportunities in St Peter Port, in relation to a study on the Future Port options that might present opportunities. This is not intended as a detailed piece of work but a high-level snapshot from an industry specialist.

Guernsey enjoys a strategic location and a number of natural advantages the most pertinent being protection from prevailing weather, ready access to deep water and an attractive, interesting, historic, and extensive waterfront in St. Peter Port that has the potential to act as a magnet for marine leisure activity with appeal for resident boaters, visitors, and superyachts.

Whilst there is extensive marina berthing provision in St Peter Port and a facility at St. Sampson's, and these are over prescribed, facilities are old, dated and fall well short of a modern leisure marina. The shortcomings include:

- Majority of berths are for smaller leisure vessels up to 12m in length
- Limited services and dated facilities.
- The vast majority of berths are tidally restricted to a great extent with a lack of full tidal access facility

The marina facilities have seen little investment since their introduction and in the meantime the demands of the leisure boater have changed, and they are now more discerning. As a result, the Guernsey facilities fall short of meeting the established requirements for the modern leisure boaters. Studies have determined the requirements as better quality of facilities, services; with excellent access; and improved convenience.

In many ways the natural advantages that Guernsey enjoys are being squandered and the competition, (Jersey and the marinas on the adjacent French coastline) have stolen a march with Guernsey's offering being left behind as a result.

Furthermore, our assessment has identified a shortage of facilities that are suitable for the servicing, repair, and maintenance of leisure vessels, with the limited facilities currently split between St Sampson and St Peter Port. This lack of infrastructure is impacting on the growth of the marine trade sector and dictating the way that servicing and repair to vessels is being undertaken. The majority of work has to be done with the vessel afloat because there is such limited space ashore. Again, competitors have a better provision than is available in Guernsey and the facilities and approach are "behind the times." An expansion of the marina berthing offer in tandem with development of the marine sector support infrastructure would likely bring added benefits.

As a consequence of the above we have no doubt that the potential of the marine leisure sector is being unfulfilled. The opportunities arising from the Future Ports work provides a range of opportunities, which the marine leisure sector is ideally placed to take advantage.

The increased revenue potential offered by expanding marina capacity at the smaller end of the marine leisure market is most easily justified. This offering could be increased without relying on commercial operations moving elsewhere and could be implemented in isolation of other initiatives. However, new facilities should conform to modern boatowner expectations in terms of level of facility provision. The opportunity to provide high quality overwintering berthing could also be explored as part of any increased marina capacity to optimise space and income from investment.

Marina Projects actively tracks and analyses the global superyacht fleet activity and we have a good understanding of the fleet. From our knowledge of the World Superyacht fleet and tracking analysis we can make the following observations:

- The world fleet has seen sustained and considerable growth which is forecast to continue over the next 10-15 years and beyond.
- Superyacht owners are more adventurous, and the typical cruising routes are changing and expanding.
- More superyachts are cruising to northern Europe and headed to shipyards in the Netherlands, Germany, UK etc.
- Guernsey is a natural port of call and could extend its appeal as a stop-over but is unlikely to be a true destination for significant numbers of superyachts.

Whilst the level of superyacht activity in the Channel Islands area is currently limited by the available facilities, improved and purpose designed facilities would increase the level of activity. Again, there is a natural advantage, boat registration and a ready supply of low tax fuel that is not being fully exploited because of the lack of or quality of facilities. There is no doubt that superyachts already take advantage of the location and benefits of the location but being berthed on inappropriate commercial berths within the port they tend not to stay in Guernsey. The provision of appropriate facilities would very likely increase activity and the duration of stop overs.

There are undoubtedly opportunities to develop Guernsey's marina, marine services, and superyacht offerings. This overview does not provide any review of the financial case, that will require a more substantial data-based assessment.

2. INTRODUCTION

Marina Projects Ltd has been commissioned on behalf of the States of Guernsey collaboratively by the Seafront Enhancement Area (SEA) programme and Future Harbour requirements study, to provide a discrete scope of specialist marine leisure related market advice. The advice will support a study on the Future Ports options in Guernsey and will provide an informed view of the marine leisure and superyacht potential of the St. Peter Port location, including reference to St Sampson Harbour, with some initial commentary on the scope for marine leisure opportunities to take advantage of any relocation of commercial harbour uses away from its existing position in St Peter Port harbour.

Within the limited timescale available to complete this study, this Technical Note provides only an informed narrative and thus is a limiting factor that results in the provision of preliminary market advice and supporting guidance. A further, more detailed market study is recommended to analyse the marine leisure and superyacht market and provide clear data led outputs that can be used by Guernsey Ports in its planning for the future.

3. SCOPE OF WORK

The scope of work included a review of background reports and reference material supplied by the client and where necessary video conference calls with the client team and key stakeholders as identified by the client. The client also provided copies of relevant marine leisure feedback to the SEA study and Future Harbour study from 2020, which have also been reviewed.

In addition to the stakeholder review this Technical Note will also cover:

- Overview of the Future Ports Study – nature of assets to be made available, extent of site.
- Overview of marine leisure market opportunity, including support services
- High-level comments on the superyacht market

4. OVERVIEW OF FUTURE PORTS STUDY

The Client provided a copy of the (at the time of writing unpublished) Future Ports study undertaken during 2020 for review and background to this study.

- Port Master Plan reviewed provides an understanding of the potential options for relocation of strategic infrastructure and activity to a proposed outer harbour location and/or at St Sampson

- The Future Ports study to a degree focusses on the commercial activity at both St Peter Port and St Sampson; it is our understanding that the marine leisure requirements were broadly known to SoG and thus the reason for the brevity in consideration of this sector within the 2020 review
- Options for the commercial operations will provide additional opportunities (to varying degrees) to improve the marine leisure offering in Guernsey. This in addition to opportunities that already exist.
- From a marine leisure perspective, the option to relocate the commercial activity out of the existing St Peter Port facility would provide the greatest opportunity to develop marine leisure, including additional local and visitor berths, with improved tidal access; additional haul out yard space; marine trade centre for supporting businesses; and re-fuelling options for superyacht callers
- The relocation of larger vessels calling in the port might also allow the harbour entrance to be reduced in width and options to further improve the wave protection considered.

5. LOCAL STAKEHOLDER FEEDBACK

A number of key stakeholders from the marine leisure business, including boat owners, yachting agents, yacht sales, boat yard operators and client-side operational teams were identified by the Client. Given the time available short interviews with each contact were conducted by a member of the Marina Projects (MPL) team via video conference and the key points of the feedback from these stakeholders and earlier SEA feedback are considered here.

5.1 SUMMARISED KEY FEEDBACK COMMENTS

There are many areas where there is broad agreement among stakeholders and the views expressed accord with our own experience and observations. These key points of agreement can be summarised as:

- Marine leisure facilities are not up to modern standards, compared to competitors (Brittany and Jersey)
- Lack of investment comparable to similar facilities; no on pontoon electricity and water supply provided by majority of berths

- Berth mix is skewed to smaller boats (primarily 8m to 12m), no capacity for larger berths this includes limited capacity to accommodate visiting larger yachts; risk of lost visitor business going to Jersey or France (Brittany)
- Anecdotal evidence that there is strong demand within the local owner market to upgrade boats to larger boats but there are no berths within the Guernsey marina estate to accommodate these boats
- Several of the stakeholders identified that there was limited access for haul-out facilities (primarily located at St Sampson) for annual servicing of boats by owners due to limited yard capacity and hoist/crane ability. There is little doubt that the lack of facility is constraining the development of the marine trade marketplace which is dominated by one or two players and numerous sole traders (the "man in the van service centre"). Our view is that this is a key opportunity for the development of a marine trade centre, perhaps within any area of port land that is vacated.
- A majority of the stakeholders appeared keen to support a re-configuration of the "Pool" in the main harbour; which it was felt was underutilised and this could provide the potential for a 24/7 access walk-ashore pontoon marina; provide a greater variety of berth mix, including larger berths; along with an expanded opportunity for visitors and over-wintering berths
- One of the stakeholders identified an opportunity for low-duty re-fuelling as a business model
- It is understood that the existing smaller berths are heavily over-subscribed with a long waiting list
- The historic nature of St Peter Port assets could be a potential barrier to growth and development of the marine leisure offering, given potential policy protection

5.2 OTHER STAKEHOLDER OBSERVATIONS

Other observations were made that we have no reason to challenge but our scope has not provided us with the opportunity to confirm the detail. Furthermore, some of these comments are subjective, not necessarily directly relevant to establishing the marine sector opportunities but as they were expressed by several parties and related to the delivery of redevelopment are repeated here:

- Opportunity to attract visitor over-winter berthing of larger boats from UK owners is restricted by:
    - Limited berth availability

    - Local States of Guernsey (SoG) requirement that only residents can rent a berth long-term
- Perception of a reluctance to change the status quo; there was a feeling amongst many of the stakeholders that there have already been numerous studies resulting in little change or action on marine leisure improvements (subjective)
- There seemed to be a perception amongst some stakeholders that the Commercial Port solution is the priority for Guernsey Ports and the marine leisure an after-thought (subjective)

5.3 RELATED COMMENTS AND OBSERVATIONS FROM MARINA PROJECTS:

Guernsey has a natural geographic advantage and is relatively sheltered, albeit with some exposure to the east that will need to be addressed in any future development. The natural geographic advantage is enhanced by an attractive and extensive waterfront with an opportunity to enhance the connection to leisure berthing facilities and provide ready access ashore. This advantage will be maximised through the provision of full-tidal access facilities.

There is a general trend towards larger leisure vessels in the marketplace and furthermore the berth mix and average berth size in Guernsey is well below the typical average e.g., for the UK.

There are numerous studies, including by British Marine, the trade association for the UK marine leisure industry, that confirm a strong trend among the modern leisure boater for:

- Better quality facilities and services
- A greater level of convenience
- Improved access to vessels and to the water

This trend has been evidenced and is supported by numerous projects undertaken by Marina Projects Ltd at UK leisure boating destinations, including prime visitor destinations of Yarmouth Harbour and the Beaulieu River where increased walk ashore pontoon facilities have been provided which has transformed the businesses of these two harbours. In both projects the benefits accrue to resident boatowners and visitors and has been key to the success of the projects.

The existing basic marina facilities offer very low-cost value for money berthing. A full-tide, full-service marina provides a significant opportunity to change the price point and charge accordingly as compared to the existing service offering, which in turn will help to support the investment case.

6. MARINE LEISURE MARKET ACTIVITY

6.1 MARINE LEISURE MARKET OVERVIEW

The information reviewed indicates that the current marine leisure offering is heavily skewed to the provision of berths for the local boatowner. The berth provision however is almost exclusively at the smaller end of the market, with the vast majority of berths being in the 8m to 12m range. Whilst visitor provision is available, this tends to involve rafting on remote pontoons with limited facilities and is extremely limited for larger visiting yachts/motorboats.

Whilst the berth mix caters for the local boat owner market, it does present a significant challenge for adapting to both current demand expectations (locally and visitor driven) and likely future market conditions. We understand from our review and consultations, as well as from our experience of the UK and local Channel Islands market, that there is an unfulfilled demand for larger berth provision.

There has been a general market trend over the last 20 years or more for the average size of leisure vessels to increase and it is our understanding from the stakeholders that we have spoken to, that in Guernsey there is a latent demand amongst boat owners to upgrade their existing boats to something larger. This demand is being frustrated by the current berthing provision, resulting in either owners not purchasing new boats (evidenced from conversations with boat agents) or buying new boats and locating these boats away from Guernsey in the UK or Jersey.

The loss of new boat sales from local boat owners, results in potential lost opportunities for local marine leisure businesses to offer support services or these marine leisure services are displaced outside of Guernsey to the benefit of local/regional competitor facilities.

There is a potential for Guernsey to be a base for cruising the Channel Islands and French coast for non-residents who might chose to keep a boat in Guernsey and to fly in to utilise their vessels. There could be financial advantages for the individual, as well as bringing economic advantages for Guernsey through increased support for air and sea links, support for local businesses and other positive spend impacts into the wider local economy.

The existing marine leisure facility offering suffers from lack of investment and there was recognition during stakeholder discussions that this is putting Guernsey at a disadvantage against Jersey and French (Brittany) competitor facilities, where on-going and recent investment has seen the development of newer modern facilities, including on-pontoon provision of water, electricity and black water pump out facilities, none of which are widely available currently within the Guernsey marina estate.

The limited scope provides for only a high-level overview of the existing marine leisure facilities at St Peter Port and other comparable facilities within the region (South Coast of England, Jersey & Northern France). This evidence will help to identify the market position of St Peter Port and establish the extent to which the existing facilities respond to the requirements of the modern leisure boater and superyacht sector. Information is sourced from our knowledge of the local market, information databases and publicly available data that provides an overview of market competition across the local market.

Table 6-1 - Schedule of Marina Facilities

Region	Marina	Operator
Channel Islands	Jersey Harbour	Ports of Jersey
South England	Cowes Yacht Haven	Cowes Yacht Haven
	Gunwharf Quays Marina	Gunwharf Quays Marina
	Hamble Point	MDL Marinas
	Lymington Yacht Haven	Yacht Havens
	Ocean Village Marina	MDL Marinas
	Plymouth Yacht Haven	Yacht Havens
	Universal Marina	Universal Marina
Northern France	Port Chantereyne	City of Cherbourg-en-Cotentin
	Saint Quay Marina	Saint Quay Marina

To compare and contrast the existing facilities at St Peter Port, 10 marinas have been identified in key regions relative to Guernsey's location and are illustrated in Figure 6-1 and Figure 6-2. The marinas selected are considered to be providing the market with a high standard of service and facilities and serve as exemplars which meet or exceed the expectations of today's modern boater. It should be noted of these 10 marinas, 3 provide a degree of purpose-built superyacht berthing, these are Gunwharf Marina, Ocean Village and Plymouth Yacht Haven.

Within each region, a level of commercial competition exists which has forced marina operators to continually improve and maintain their facilities and services to a high standard in order to retain and attract new customers. This is particularly relevant for the south of England, most notably in the Solent where there are a multitude of marina berthing providers that consistently operate at a high standard.

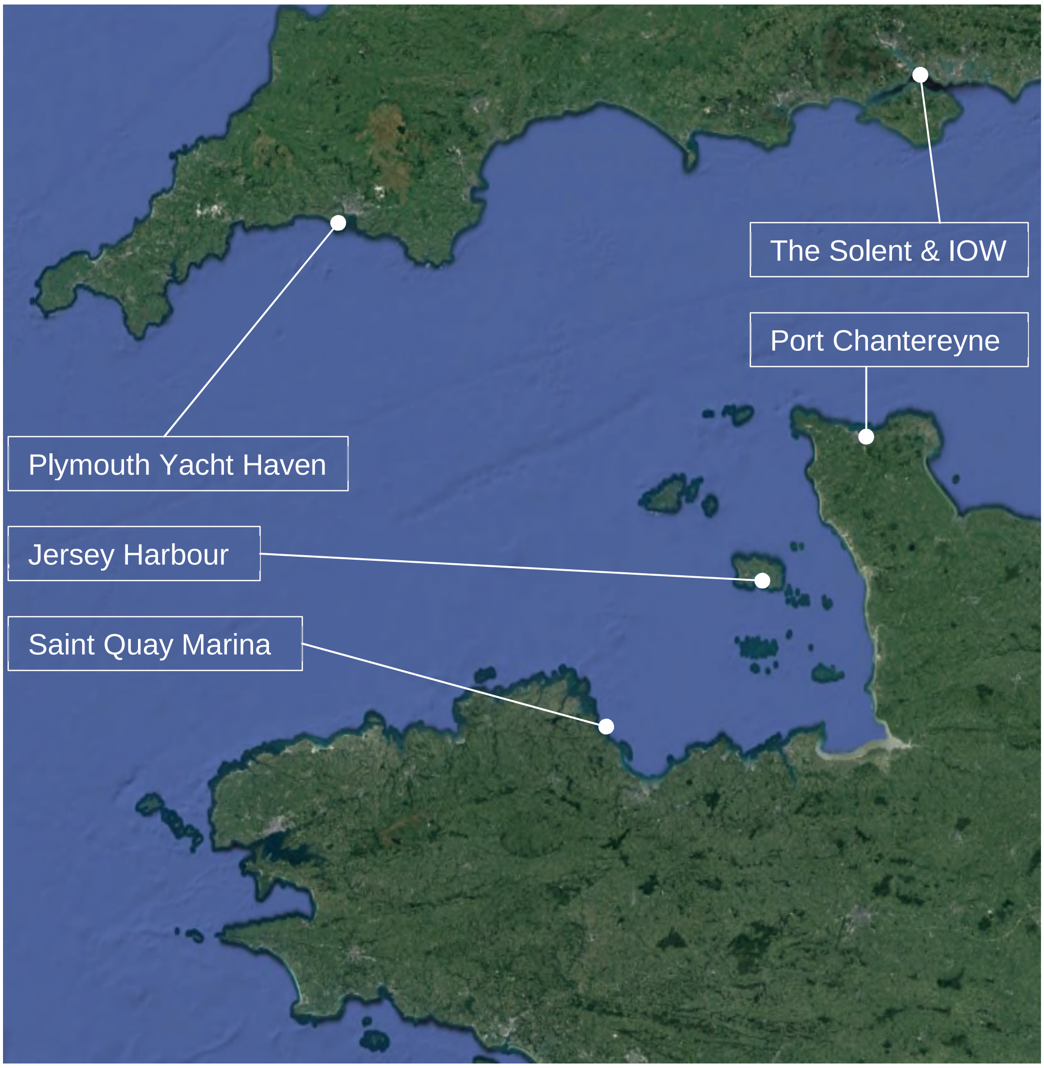

Figure 6-1 - Regional Facilities

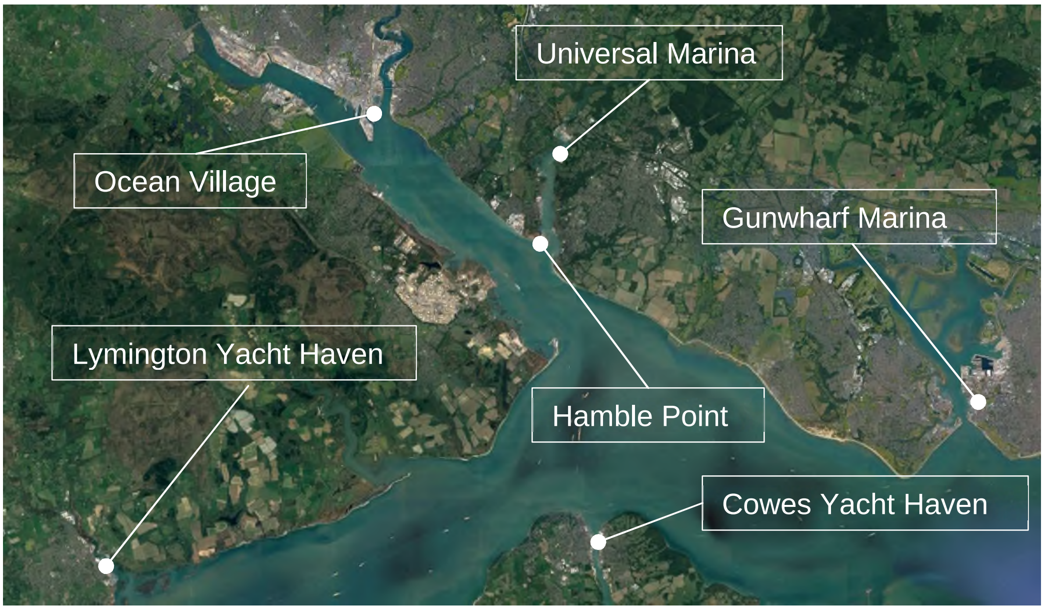

Figure 6-2 - Solent & Isle of Wight Facilities

6.2 MARINE LEISURE FACILITIES & SERVICES

In order to successfully compare the facilities and services offered by a particular marina requires an understanding of modern customer expectations and demands. We have identified key facilities and services which can be regarded as a minimum standard which a marina facility must meet and should be offered to any customer at a modern full-service marina.

The information is tabulated in Appendix A and identifies the facilities and services available at each marina.

6.3 MARINE LEISURE SUMMARY

Following analysis of the services and facilities provided at each marina, the following observations can be made:

6.3.1 Tidal Access

The market leading facilities all provide full-tide access and this attracts the discerning modern customer and is a driver for premium tariffs. The limited tidal access in Guernsey is an immediate point of difference. It is recognised that the tidal range is more extreme but it is also noteworthy that Jersey has invested heavily in expanding tidal access and waiting pontoons for visitors and residents alike, greatly improving convenience.

6.3.2 Boatyard

Boatyard services are available at each marina, it should be noted that whilst Gunwharf Quays & Ocean Village do not have boatyard facilities onsite, customers at these facilities can gain easy access to extensive boatyard services immediately nearby.

The ability to provide residents and visitors with access to marine services such as yacht repairs, marine engineering and engine servicing is a key requirement for a modern marina. Each assessed marina provides marine services however further assessment would be required to understand the nature and extent of individual services available at each site.

Extensive storage ashore is available across all facilities/marketplaces and is considered a 'basic' facility to enable boat owners to carry out maintenance and repair works. By contrast there is limited hard standing in St Peter Port which has contributed to the restricted growth of marine trade services (based in St Sampson) and dictates the way that repairs and maintenance are carried out.

6.3.3 Utilities

Pontoon electricity and water is available at all marinas and is considered a minimum standard. It is noteworthy that St Peter Port has very limited availability of electricity and water supply across the majority of its berths.

On site access to fuel is available at 6 of the facilities assessed, with the remainder requiring their customers to utilise fuel stations at nearby local facilities. Guernsey is able to offer berth holders and visitors convenient direct access to fuelling provision at QEII Marina. There is also fuelling services at Boatworks+ to the south of the port. Fuel capacity of superyachts can be in excess of 200,000 litres making the availability of onsite fuel an important amenity for superyacht marinas.

Pump out of wastewater is available at a large proportion of marinas with only Hamble Point and Ocean Village unable to offer pump out facilities. It should be noted that since 2006, the Recreational Craft Directive requires all new vessels to be fitted with a holding tank which will increase the demand for pump out facilities.

6.3.4 Security

All sites operate 24-hour CCTV surveillance with a number enhancing the level of security with the addition of 24-hour manned security patrols.

Security is paramount to superyacht owners due to the significant investment and high value nature of these vessels. A high standard of security and privacy is required for facilities with superyacht berthing, measures may include controlled access using electronic keypads or fobs, manned security patrols, motion sensor lighting and CCTV with recording capabilities. Gunwharf Quays and Plymouth Yacht Haven both pride themselves on enhanced levels of security with the addition of round the clock security patrols and electronic access control systems.

6.3.5 Customer Service

In addition to providing high quality facilities, today's customers also expect high levels of customer service and other 'soft' facilities. As illustrated in Appendix 1, the assessed marinas provide a great number of additional facilities including complimentary high-speed Wi-Fi, luxury ablution facilities, onsite chandleries, and high-quality F&B outlets. The investment at premium marinas in the quality of ablutions is a particularly marked initiative over the past 15-20 years.

Whilst St Peter Port provides a number of these services, there has been little investment since they were first introduced to the port and over time these facilities have become dated and do not meet the demands of the more discerning boating customer who is accustomed to high quality services and infrastructure experienced at other marina facilities.

The Yacht Harbour Association (TYHA) Gold Anchor accreditation program provides a standard for marinas ranging from 1 to 5 Gold Anchors and enables operators to benchmark and improve their services against a measurable set of criteria. The Gold Anchor indicates the level of service, facilities and quality customers can expect to receive at each location, it also aids both local and visiting vessels when selecting a suitable marina for their requirements.

It is noteworthy that 7 of the assessed marinas hold either 4 or 5 Gold Anchor status, of particular interest this includes those marinas in closest proximity to Guernsey (Jersey Harbour, Port Chantereyne & Saint Quay Marina) and 2 facilities which cater to superyachts; Gunwharf Quays Marina and Plymouth Yacht Haven. St Peter Port should aim to achieve the same accreditation as these high-quality facilities further enhancing the overall offering of the marine leisure facilities at Guernsey.

6.3.6 Summary

At first glance, St Peter Port meets a number of the criteria expected by today's modern boating customer with the provision of boatyard services, marine trades, fuel, and Wi-Fi. Upon further analysis of individual components, the facilities and services fall short of the high expectations of berth holders and visitors.

Today's boating customer often has greater levels of disposable income albeit with less leisure time. As a result, customers typically seek to make better use of their precious leisure time and will expect greater levels of customer service along with better quality infrastructure and associated facilities.

One clear indicator from the assessed marinas is the increasing demand for a greater quantity and increased quality of 'standard' services and a convenient marina berthing experience which not only includes on water facilities but a greater number of landside amenities as well.

Guernsey is strategically located as the 'gateway' to the Channel Islands and northern France and is often a first stop for those travelling from the UK. It enjoys deep water access, an attractive waterfront, and an active boating community. With investment and improvement to marina facilities and boatyard services, Guernsey can establish itself as a leading marine leisure facility and unlock the opportunities that already exist within the port.

6.4 COMPARISON WITH LOCAL COMPETITION (JERSEY)

6.4.1 Guernsey

- Guernsey has some great existing water space and quayside with direct links to the centre of the old town; it needs to capitalise on this proximal relationship
- It is recognised that the existing marina facilities are poor and in need of investment
- Vast majority of berths are configured for <12m LOA vessels with little or no significant provision for larger boats
- There is scope for providing 24hr access marina facilities close to the town
- The Vision (from SEA) is to unify the town and its harbour, which can be assisted by the development of modern high quality marina facilities, associated maritime employment and support services, as well as carefully selected waterfront development with pedestrian access links to town

- The creation of a unique arrival experience for marine leisure, ferry, and cruise passengers to rival examples such as Valletta and Barcelona; options include a new arrivals terminal and Plaza from where all arriving travellers can disperse using a variety of transport options

6.4.2 Jersey

Ports of Jersey has recognised the need for investment in its marine leisure facilities and has delivered or is considering:

- Regeneration of Berths 4 & 5 at Albert Pier, providing 24hr access for visitor moorings or holding pontoon for tidal access to St Helier Marina
- Upgraded the marina facilities for visiting boatowners at St Helier and La Collette
- Replacement of the tidal gates on St Helier Marina
- In the process of upgrading the storm and tidal gates at Elizabeth Marina
- Commencing in early 2021, new pontoon development along Berths 1 to 3 Albert Pier to offer larger berthing options with 24hr access
- Planned investment (2021-22) to replace St Helier Marina pontoon infrastructure
- Improvements to the boatyards at La Collette for marine traders and boatowners to lift their boats ashore for maintenance
- Invested in new pontoons for the fisherman at La Collette

6.4.3 Other Relevant Factors:

- The principal harbour and marina facilities are remote from the town centre, separated by a four-lane busy arterial traffic route
- The approach from the sea has an industrial feel, with passenger ferry, general freight, fuel, fishing boats and other commercial shipping activity mixing with marine leisure vessels accessing the harbour mouth (except for Elizabeth Marina)
- The two main visitor marinas in Jersey are tidally constrained and have limited tidal window access, only La Collette marina is 24-hour access, but this is remote from the town and is largely local boat owners and fishing boats with no superyacht berthing.

6.5 STRENGTHS & WEAKNESSES ASSESSMENT

SWOT analysis for Guernsey's existing facilities and infrastructure:

Strengths	Weaknesses
▪ Port in the lee of the Island from prevailing SW-W adverse weather ▪ Direct access from quayside to town centre ▪ Circa 1,650 berths for local boat owners in St Peter Port/St Sampson ▪ Charge rate for marinas is significantly below industry standard ▪ Near-shore deep water berthing for cruise ships, potential for superyachts. ▪ In a position to learn from the decisions/actions in Jersey and South Coast UK marinas	▪ Untapped water space assets ▪ Quayside road is a potential barrier to improving links with town centre ▪ Lack of investment in marina facilities ▪ 24/7 access pontoons for walk ashore is very limited ▪ Tidally restricted access predominant ▪ Few larger berths, 75% of local marina berths configured for <10m ▪ Charge rate based on area in £/sq. ft is below industry standard with significant knock-on effect on income yield for investment

Opportunities	Threats
▪ Potential deep-water berthing with full-tide access ▪ Provide appropriate berth mix ▪ Deliver facilities and services demanded by the modern leisure boaters ▪ Creation of marine trade centre ▪ There is a recognition of the issues that need to be addressed ▪ Improve existing close link between marina and town and make the most of the picturesque town backdrop ▪ Aspire to 5 Gold Anchor standard marina facilities to attract the customers ▪ In St Peter Port, commercial and leisure users share same water space to a much lesser extent than Jersey	▪ In local market (France & Jersey), investment has been made in marina facilities ▪ St Helier Marina (Jersey) has 5 Gold Anchor accredited facilities recognised internationally ▪ Ports of Jersey and marinas in Northern France have established strong links showcasing regional marina facilities ▪ Competition has planned on-going investment to replace/upgrade infrastructure ▪ Jersey Berths 4&5 provide 24/7 deep water pontoon berths catering for superyachts ▪ Jersey has boatyard facilities for owners and marine traders with 25t and 60t hoists ▪ Need for investment in harbour infrastructure

7. SUPERYACHT MARKET ACTIVITY

The classification of a 'superyacht' is primarily dictated by vessel length and varies across the industry. Traditionally, a superyacht has been defined as a leisure vessel equal to or over 30.00m length overall (LOA), however the introduction of regulations to large commercial yachts imposed by the Maritime & Coastguard Agency (MCA) sets the qualifying vessel length at 24.00m LOA. The lower threshold has been generally adopted worldwide by the industry (yachting media; brokers; builders/yards etc.), which favours industry perception on the basis that a large proportion of 'production' yachts (vessels built & manufactured on speculation as opposed to those built to order) are encapsulated within the classification.

Whilst the lower threshold is considered applicable for certain purposes, the nature and characteristic of this sector is not considered representative of the market for vessels 30.00m and above. It is for this reason that for the purpose of this report, a 'superyacht' is classified as a vessel 30.00m LOA and above.

Analysis of the global fleet identifies that at the end of 2019, the global fleet was 5,441 vessels. An overview of this historical fleet growth is presented in Table 7-1

Table 7-1 - Global Superyacht Fleet Overview

Year	Sail Vessels		Motor Vessels		Total
2000	546	26%	1,551	74%	2,097
2005	657	23%	2,217	77%	2,874
2010	792	20%	3,268	80%	4,060
2015	887	18%	3,986	82%	4,873
2019	933	17%	4,508	83%	5,441

Analysis of the global fleet identifies that 4,508 vessels are classified as motor vessels which equates to 83% of the total number of delivered superyachts in existence.

In addition, the analysis has identified the following:

- From 2000 to 2019, the global fleet has grown by 3,344 vessels which equates to a 160% increase
- Over the same period, the proportion of motor vessels has increased by 9% from 74% to 83%
- The average number of new vessels delivered per year between 2000 & 2019 was 176

Marina Projects Ltd actively tracks a proportion of the global superyacht fleet through the use of Automatic Identification System (AIS). The intention being to confirm the precise location of the global fleet on a week-by-week basis and primarily to understand vessel activity at a general level, as well as more detailed 'focused' analysis for targeted areas, to include influences of seasonality and any underlying trends such as fleet profile, duration of activity, ratio of transient activity etc.

Detailed tracking analysis of the global fleet identifies a general trend which bears a very close relationship to the European seasons which is primarily the result of extensive superyacht activity located within the Mediterranean.

7.1 SUPERYACHT ACTIVITY SUMMARY

From our knowledge of the World Superyacht fleet and tracking analysis we can make the following observations:

- The world fleet has seen sustained and considerable growth of around 150-200 vessels per annum. That growth rate is forecast to continue over the next 10-15 years and beyond.
- Superyacht owners are more adventurous, and the typical cruising routes are changing and expanding.
- The Mediterranean with its climate, facilities and support services will remain the focal point of activity in the northern hemisphere summer period.
- More superyachts are cruising to northern Europe and headed to shipyards in the Netherlands, Germany, UK etc.
- Guernsey is a natural port of call but is unlikely to be a destination for significant numbers of vessels.

Whilst the level of superyacht activity in the Channel Islands area is currently limited by the available facilities both in Guernsey and Jersey and improved and purpose designed facilities would increase the level of activity. Again, there is a natural advantage boat registration and a ready supply of duty free/low tax fuel that is not being fully exploited because of the lack of or quality of facilities. There is no doubt that superyachts already take advantage of the location and benefits of the location but being berthed on inappropriate commercial berths within the port they tend not to stay in Guernsey. The provision of appropriate facilities would very likely increase activity and the duration of stop overs.

To understand the opportunity for Guernsey in more detail, it is recommended that a discrete piece of market research be considered of the superyacht market, to consider the potential for transient and a home port status for superyachts because of the cache that superyacht berthing can bring to a waterfront development.

8. NEXT STEPS

Our review of the documentation and consultation with the stakeholders, combined with our deep understanding of the marine leisure market has led us to a number of conclusions in respect of the current situation in Guernsey. These conclusions can be grouped under three main headings: berth availability; facility provision and support facilities/opportunities.

To better understand the marine leisure market in Guernsey and drive the marine leisure business forward the following steps are recommended:

- Market analysis of marine leisure opportunity in Guernsey to quantitatively define demand in terms of berth mix and facility provision
- Superyacht market analysis to identify what (if any) opportunity might exist to the benefit of Guernsey and what facilities might need to be considered to attract this market
- Review financial viability of proposed “Pool” marina option and define optimum berth mix
- Subject to the freeing up of land through the relocation of port activity investigate and develop proposals for a marine trade centre.

Marina Projects Ltd
05/03/2021

9. APPENDIX A: MARINA FACILITIES AND SERVICES

Facility/Service / Marina				Marina Operations														Customer Service										
	Pontoon Berths	Max LOA	Tide Access (HW±)	Boatyard	Travel Hoist (Tonne)	Storage Ashore	Boatyard Services	Cranage	Drystack	Slipway	Petrol	Diesel	Water	Electricity	Pump-out Station	24-hour Manned Security	24-hour CCTV	Wi-Fi	Carparking	Trolleys	Chandlery	Yacht Brokerage	Provisioning	Food & Beverage	Showers	Toilets	Laundry	TYHA Gold Anchor
St Peter Port	1500	25	3	✓	40	✓	✓	✓		✓	✓	✓	✓	✓#		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
St Sampson Port	331	20	3	✓	75	✓	✓	✓		✓		✓	✓	✓*		✓	✓		✓		✓		✓	✓		✓		
Jersey Harbour	1000	30	3	✓	65 & 25	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	5
Cowes Yacht Haven	260	30	24	✓	50	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Gunwharf Marina	30	80	24	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	4
Hamble Point	230	30	24	✓	75	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	5
Lymington Yacht Haven	500	25	24	✓	50	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	5
Ocean Village	326	90	24	✓	✓	✓	✓		✓		✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Plymouth Yacht Haven	400	80	24	✓	75	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	5
Port Chantereyne	1600	25	24	✓	30	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	5
Saint Quay Marina	1030	25	24	✓	50	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	4
Swanwick Marina	278	40	24	✓	65	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

✓ Nearby Access | ✓* = c. 75% of berths have electric | ✓# = mostly have electric