

Marina

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Essential reading for marina and waterfront developers, planners and operators



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Front cover: Marina Bay at Ocean Village in Gibraltar is poised to welcome additional large yachts having received outline planning permission for new superyacht berths and rental apartments. Read more on Inside Track on marinaworld.com



Oscar Siches

is going to work. Of course it must comply with local and national laws and standards; but that is compulsory anyway, ISO or non-ISO. For a practical example of 9001 advantages, let's pick invoicing. All stages involved in invoicing are described. If the person in charge of invoicing is ill, any other person, from within or outside the company, could pick up the company 9001 manual and manage correct invoicing after a short read and by following the instructions.

ISO certification takes a lot of man hours: what takes time is to build up the company manual. But it can be done based on the standard guidelines (you can buy the standards through the ISO website <http://www.iso.org>). Price? ISO 9001:2008 costs CHF138, which is about US\$150. ISO13687:2014 marina minimum requirements is CHF58 (US\$62).

Most companies use specific auditors to create the manual, and this is where the cost increases as auditing companies can charge a very high price to go through the process. To apply for an ISO certification, a full year of data should be available so all in-house work done to gather and organise such data will eliminate time

ISO - love and hate

Ralf Heron's article on marina certification in the May/June issue explaining how ISO standards related to marinas and the difference with other marina certifications was excellent from a technical point of view. *Oscar Siches* now looks at it from a different angle, focusing on feasibility, convenience and some unfortunate widely spread misunderstandings.

A bit of history

ISO was established in London when 46 delegates from 25 countries met in 1946 to discuss the future of International Standardisation. Work continued in a new office in Geneva in 1949. ISO standards are numbered, followed by the year of the latest upgrade: ISO standard 1:1951 was for reference temperatures for industrial length measuring. ISO 31:1960 is the International System of Units, and the list has kept on growing until today's 19.000 standards.

ISO standards are meant to be voluntary. Unfortunately, many governments ignore this and demand ISO standard as a compulsory condition, which is wrong.

The main advantage in adopting ISO standards is uniformity. If a company in India and one in the USA adopt ISO 7001 symbols, the symbols will be the same in the company products in India as in the company products in the USA.

There are two ways to work with ISO standards:

1. To be ISO compliant means that the company adheres fully to the standard. It is the company that verifies that, and there is no certificate issued (a third party can be involved to verify compliance).
2. To be certified means that an ISO recognised third party verifies the compliance and issues a certificate.

ISO does not certify, only creates and upgrades the standards. Certifying parties are companies like Lloyd's or RINA. You can find a full global list here: <http://www.isoiec20000certification.com/home/CertificationBodies/RCBs/RCBsListings.aspx>

And now the myths:

ISO is expensive: it depends what are you certifying. The ISO 9001 certifies management processes. It is different for every company, as it is the company itself that decides how the process

MARINA CERTIFICATION

All change – for urban reasons

Classification updates are being made because of the changing importance of marinas within urban environments, according to Heiner Haass of Deutsche Marina Consult.

Haass is part of a university team researching the urban importance of marinas and believes they now have a totally new image and identification. This change has taken place over the past ten years with hardly any recognition. New urban environments seek to be better integrated with 'old' marinas.

"Marinas have become an urban melting pot for everyone, not just boaters," he says. "This has led to essential social, cultural and gastronomical offerings, sports

facilities, shops, housing, floating homes etc."

Haass believes that urban planning is essential to improving marinas. "We have researched that the existence of cruise terminals, for example, in the neighbourhood of marinas is the best solution from an urban planning point of view. The concentration of all maritime elements on the downtown waterfront is the best we can achieve!"

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MARINA CERTIFICATION



taken by the auditors and reduce the bill. If a colleague has done the same certification and shares the chapters and specifications of the process, you can use this as a template.

Look around for pre-audit prices; differences can be huge. The size of the auditing company has little to do with the efficiency or quality of delivered work, especially for small operations (even if we talk about several marinas under one company umbrella).

Risks: with ISO, you are your worst enemy. ISO 9001 (management) and 14001 (environmental control) are not static standards, but ones that demand ongoing improvements. Do not hurry, take it step by step.

Goals: through the pre-audit, when the goals are established (digitalise information, improve web traffic, use less paper), do not get carried away by wishful thinking and establish goals that cannot be achieved. Goals do not need to imply huge changes, just traceable ones. Nothing is worse for morale than a non-achieved goal. Take it easy and

step-by-step and reach your goals on time.

Do not become an ISO freak: more ISO signs are only worthwhile if they are absolutely necessary. When satisfied with the first steps through ISO compliance and certification, keep your eyes open for other standards that might help, and decide if following compliance would be enough. ISO standards sometimes supersede each other (9001 and 14001 have many parts in common).

More is not necessarily better: the same rule applies for non-ISO standards, like Gold Anchors, Blue Stars, RINA and regional and national tourism standards. To be certified Gold Anchor UK, Gold Anchor Australia (now merging), IMCI Blue Star, Ports Propres and ISO 14001, for example, at the same time just points to a big marketing budget. It doesn't mean you are better. Management and environmental certifications are about quality, not quantity.

One final short comment about

ISO internationally recognised signs contribute to people's safety.

ISO 13687:2014. At the outset of the standard, it was decided to establish a minimum requirement that third world countries could use as a basic template for marina design and operation. It was created under the Tourism Committee (TC228) 'Tourism and Related Services' to focus on the services tourists find when they arrive at an ISO 13687 certified marina. For example, a family wants to charter a boat in Indonesia. They see that in a certain area there are some ISO 13687 certified marinas so they know that in those marinas they will find a clean bathroom, fire fighting elements, an office and a board with local information, facilities to dispose of rubbish and means to make an emergency call if needed.

There is a very easy way not to hate ISO: understand it better.

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