

# pure latitude

membership boating club



**20**  
BOATS

**5**  
BASES

**1**  
MEM  
BER  
SHIP

FROM  
**£475**  
PER MONTH

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# Welcome to Pure Latitude

## What is membership boating?

Pure Latitude offers flexible and affordable access to an entire fleet of yachts and motorboats in Hamble, Britain's leisure boating capital, as well as a growing number of other stunning locations around the UK. Plus, access to bespoke training, skippers, exclusive events and our staff's expert advice anytime you need it. No matter what level of experience you have, what sort of boating you do or who you go boating with, if you're after UK boating and expect to be on the water anywhere from 10 - 45 days over the year, membership could be the solution you've been looking for.



Pure Latitude flotilla at anchor in Mupe Bay, Dorset, August 2015

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## Is Pure Latitude for you?

Whether sailing has been your hobby for years or you're looking to get on the water for the very first time, Pure Latitude's flexible membership plans cater for your individual boating needs. We handle all boat maintenance and administration, so your precious leisure time is focused on boating. We have members with all levels of experience, from complete beginners to seasoned sailors.



**Basic Experience?** Benefit from our personalized training and mentoring plan. Our RYA training centre is run by a team of lifelong sailors who offer advice and support to our members on all aspects of boating. We'll help you become confident and familiar with the boats you choose. You can also gain experience and meet like-minded people by crewing on other members' boats.



**New Skipper?** Extend your skills and improve your knowledge through skippering our boats and engaging in further training. We'll help you achieve personal boating goals, be it crossing the Channel, competing in a race or taking a longer-distance trip. You'll build experience with other members and have the opportunity to test out our entire range of boats to understand the finer differences in handling and performance.



**Experienced Skipper?** Enjoy instant access to our fleet of boats around the UK, without the costs of owning, headaches of maintaining or worry of depreciation. Membership offers the easiest and more affordable way to explore new locations and discover new boats. Far less time consuming than chartering, our online booking system gives you the freedom to reserve the boat you want in just a few seconds. The check on/check off process is a breeze, so your valuable leisure time is spent where it should be: on the water!

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## How do you spend your time on the water?

As a Pure Latitude member the only decision you have to make is how to spend your time on the water. We look after all the maintenance headaches and hassles of ownership so that all you need to do is book the boat and cast off.



**Family boating?** Time on the water with the family provides fun and excitement for kids of all ages. It's a great way for the family to spend time together with a common purpose, not to mention building boating skills from an early age. Visit another PL location and make a holiday of it—good value and enjoy new surroundings every night.



**Couples and Friends?** Leave life's everyday pressures at home and enjoy a short break on the water. There are so many great things to enjoy, exploring new harbours and anchorages, or simply enjoying beautiful evenings on board with good food and great company. It's a wonderful way to escape the daily routine, kick back and relax.



**Adventure?** Go explore. Our stunning UK locations provide the perfect opportunity to explore our beautiful coastline and inland waterways. Cruise the West Country, explore the North Welsh coastline, visit the Channel Islands or enjoy the many harbours and anchorages of the Solent. Whether you "bareboat" or join some of our events, you are bound to expand your boating horizons.

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## A fantastic fleet

Our range of boats reflects our members' needs, from easy-to-handle sailboats to spacious motor cruisers, to fast and exciting powerboats.

### Cruising sailboats



Cruise with plenty of space and comfort. These all-rounders let you enjoy the elegance of a sailboat with all the creature comforts you need for a genuinely relaxing break. Ideal for family holidays, you'd be surprised just how much space there is on board, and how easy they are to sail. Perfectly manageable with a crew of just two and a great bet for lazy weekends.

### Performance sailboats



If you're an experienced sailor who enjoys getting the most out of your boat, you'll love our range of performance cruisers. With more controls to tweak, faster hulls and bigger sail areas, they're bound to bring out your competitive side and get you to your destination in no time. Ever wonder about poking your bow over a start line? Join us on a race to see what these boats can really do.

### Motor cruisers



Fancy a carefree weekend on the water? These are the ticket. Motor cruisers give you greater certainty over your day. Their speed means you can go when you want and don't have to worry so much about tides, and shorter journeys allow more time to enjoy the destination. There's also less need for a skilled crew.

### Powerboats



Powerboats are all about freedom. There's nothing like a high-speed blast, and we offer a choice of fast, stable boats perfect for the job. Manageable yet powerful, a day out on one of these is exhilarating. Take the kids for an afternoon blast to Portsmouth, pop to the island for lunch or nab great front-row seats at the next Solent event.

### Riverboats



Uncomplicated and spacious enough for a week with the family, river cruisers are made for easy navigation through tranquil waterways. They're all about stress-free boating and a refreshing variation on boating at sea. From Windsor, take a laid-back cruise up the Thames to Bray, Marlow and beyond. Relax and watch the world go by.

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## Cast off from the UK's best boating locations

The majority of our boats are based in Port Hamble Marina, England's sailing mecca 90 minutes southwest of London. Our other locations are also easily accessible. Once you're aboard, enjoy some of the UK's most spectacular and varied waters. There are loads of possibilities for day or longer trips wherever you decide to start, and we're constantly adding new bases and boats to our fleet.



### Plymouth

The gateway to Devon and Cornwall's spectacular coastlines. Shelter in Plymouth Sound, or head out to Dartmouth, Salcombe and Brixham in the east or Fowey and Falmouth in the west.



### Ipswich

Shotley provides almost instant access to the River Stour, Orwell and to the open sea. It's your choice to potter the beautiful Suffolk rivers or to venture along the coast, or over the water to the continent.



### Poole

The motor boating capital of the South Coast, Poole offers so many options for a great day on the water. Explore Poole Harbour and Brownsea Island or sandy Studland Bay is just a short trip from the harbour entrance.



### Hamble

A pretty village in the heart of the UK's sailing capital and easily accessed from the southeast. Enjoy the Solent destinations of Bembridge, Cowes, Yarmouth, Lymington or Portsmouth, the many local rivers, towns and hidden gems or look further afield to the West Country and France.



### Windsor

Easy access by road and rail, and a bustling town in its own right, Windsor is the starting point for easygoing Thames cruising. Take a day trip to Eton, Bray, Marlow or Henley, or longer trips to Wallingford or Oxford.

\* See list of boats on page 20

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## Overseas

We've looked long and hard at the options for providing our members access to overseas boats in a way that delivers choice, reliable service and at the right rates. We have for some time provided advice and charter through our high quality overseas partners plus of course the Pure Latitude flotilla trip to Greece.

New for 2016, membership now provides access to a selection of 10 boats (Dufour, X-Yacht, Beneteau and Greenline) located in The Netherlands and Greece.

The key point is that you can book these boats using membership points. Login into your account, check boat availability and then book the dates you want to go. Organising your sailing "holiday" has never been so easy!



### Holland

With a choice of different sail and power boats in several Dutch locations, our partner is the perfect fit for Pure Latitude.

Just 20 minutes drive from beautiful Amsterdam you can access a choice of boats to cruise the IJsselmeer. Alternatively head further South past Rotterdam and enjoy the historic Dutch waterways and lakes in your choice of power and sail boats.

### Greece

Berthed in Alimos marina, just 15km from Athens, access could not be easier. The extensive marina facilities are top class.

From Alimos the cruising possibilities are endless with beautiful islands and cultural mainland destinations in every direction. In particular, the Saronic Gulf offers exceptionally flat seas - ideal for that relaxing family break.



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## Fleet membership plans and how they work

Our unique points system allows us to build a plan that fits your boating needs. Plans are simply based on how often and which days of the week you'd like to be on the water, and the type of boats you'd like to use. If you plan to boat between 10 and 45 days over the year, then membership offers a truly flexible and affordable solution.

To build **the right membership plan for you**, we'll start by looking at the basics:

- What is your experience level and what types of boat do you enjoy ?
- Which locations do you prefer?
- How often do you plan to be boating and will it be weekdays or mostly weekends?

From your **boating preferences** we build you a plan that gives you an allocation of points per year to spend on booking boats (or events, if you'd like). The points system makes booking easy and keeps our calendar flexible. Bigger boats use more points, as do weekend days and holidays. Boats are available year-round and most members use boats evenly across our three seasons (see overleaf), but if you'd prefer a different seasonal profile we can offer that too.

**See p12 for details on single boat, associate, training, corporate or owner memberships.**

### Our most popular membership plans

Most members enjoy about **25 days** boating over the year so the table below gives a price guide for this typical usage volume, on different boat types. Remember that whichever plan you take, you can use bigger (or smaller) boats which cost more (or less) points and correspondingly the number of days you enjoy will vary.

**All plans provide access to our entire fleet.**

Price/Month	Boat Type	Points/Year*	Typical Days /Year
<b>£475/month</b>	Powerboats up to 25ft	525/year	25
<b>£550/month</b>	Sailboats up to 35ft	615/year	25
<b>£675/month</b>	Sailboats over 35ft	780/year	25
<b>£725/month</b>	Motor cruisers up to 35ft	840/year	25
<b>£850/month</b>	Motor cruisers over 35ft	1020/year	25

\*See points table overleaf

New members pay a **£300** joining fee.

All members must complete an induction and competency check before using any boat (charges apply).

#### How to save

- Pay annually in advance and save 5%
- Sign up for a 2 year contract and save a further 5%
- Join with a friend and share the cost for only £50 per month more

## Fleet membership - Build your usage plan

Once you have selected your preferred boat category (and points balance) you can begin to build your boating calendar by reference to the table below. See page 9 for an example plan. Remember you can use any boat, subject to competence of course, but most people have one or two preferred boat types, and occasionally enjoy a different type.

### Points per boat per day

Boat category	Boat	Year	Type	Location	Week day	W'end day
<b>Powerboat</b>	Ballistic 6.5	2008	powerboat	Hamble	14	24
	Beneteau Antares 780	2013	powerboat	Hamble	18	30
	Beneteau Antares 780	2012	powerboat	Poole	18	30
<b>Sail</b>	Winner 9	2014	performance sail	Hamble	19	32
	Dufour 325	2010	cruising sail	Ipswich	18	30
	Dufour 325	2012	cruising sail	Hamble	18	30
	Dufour 34	2008	performance sail	Hamble	17	28
	Hanse 345	2015	cruising sail	Hamble	21	35
<b>Motor</b>	Beneteau Antares 30	2010	motor cruiser	Hamble	25	42
	Aquador 32	2010	motor cruiser	Hamble	25	42
	Stevens 34	1988	riverboat	Windsor	18	30
<b>Sail &gt; 35'</b>	Dufour 375	2013	cruising sail	Hamble	23	38
	Dufour 375	2012	cruising sail	Plymouth	23	38
	Hanse 375	2011	cruising sail	Conwy	21	35
	Dufour 382	2015	cruising sail	Hamble	25	42
	X Yacht 37	2008	performance sail	Hamble	24	40
	Najad 410	2010	cruising sail	Hamble	36	54
<b>Motor &gt; 35'</b>	Bavaria 35 Sport	2006	motor cruiser	Hamble	28	46
	Fairline Squadron 42	2011	motor cruiser	Hamble	54	90

### Seasons and Availability

Our seasonal booking calendar (along with the fact that you have a fleet of boats to choose from) helps to create our high boat availability.

Your annual membership points are allocated equally across our three seasons which run: May-August (High), March-April & September-October (Mid) and November-February (Low).

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## Example year

For a member paying £675 per month and receiving 780 points annually

### High season (May, June, July, August)

- May bank holiday trip with mates – Dufour 382
- 4-day family holiday trip from Plymouth – Dufour 375
- Pure Latitude event: a day watching Cowes Week regatta from our Ballistic RIB
- Powerboat trip to Newtown Creek – Beneteau Antares 7.80
- Pure Latitude event: Flotilla across the Channel over long weekend – Hanse 345
- Weekend day sail to Yarmouth without the kids – X Yachts 37
- Pure Latitude event: skippered day focused on sail trim

**Total: 12 days**

### Mid season (March, April, September, October)

- Weekend exploring the River Orwell—Dufour 325
- Team-building day with new colleagues – Dufour 382
- 3-day weekend along Devon and Cornwall's picturesque coastlines – Dufour 375
- Saturday blast across the Solent with friends for evening drinks – RIB
- 2 day trip from Poole – Beneteau Antares 7.80

**Total: 9 days**

### Low season (November, December, January, February)

- Autumn family trip to Oxford – Stevens 34
- Sunday trip to Yarmouth for a walk along the shore – Dufour 375
- Pure Latitude's Folly Jolly: skippered fleet across the Solent and lunch (2people)
- Saturday Pre-Christmas shopping trip to Gunwharf Quays – Bavaria 35
- Celebrate New Year with friends (and champagne) in Plymouth Sound – Dufour 375
- Cruise up the Thames for romantic riverside lunch – Stevens 34

**Total: 9 days**

**Annual Total 30 days**



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## Special memberships

Our fleet membership plans can accommodate most boaters, but we also offer the special membership plans below. If you have a requirement that is not covered then simply get in touch and we're confident we can work out a plan to suit you.

**Single Boat membership** is for locations where we have only one boat or if you simply want access to a single boat. Boat membership is different because you don't have the flexibility to use other boats. Instead, you enjoy a fixed number of days in each two-month booking period. Plans depend on the boat you choose and how many days you'd like to be on the water per two-month booking period.

- **Freedom** provides 7 days (5 weekday/2 weekend) every 2 months
- **Peak** provides 3 days (1 weekday/2 weekend) every 2 months
- **Off-peak** provides 4 weekdays every 2 months

Boat	Year	Type	Location	Freedom	Peak	Off-peak
Beneteau Antares 780	2012	Powerboat	Poole	£550/month	£395/month	£325/month
Dufour 375	2012	Cruising sail	Plymouth	£680/month	£490/month	£400/month
Stevens 34	1988	Riverboat	Windsor	£600/month	£430/month	£350/month
Hanse 375	2011	Cruising sail	Conwy	£680/month	£490/month	£400/month
Dufour 325	2010	Cruising sail	Ipswich	£580/month	£415/month	£340/month

**Associate memberships** are perfect for people who aren't quite ready for full membership but want to get a taste of Pure Latitude. As an associate member, you enjoy events, training with Pure Latitude Sea School and crewing on other members' boats. Friends and family are welcome to accompany you (they pay for their place only; no joining fee). Simply commit to spend a minimum of £100 per month plus a one-off joining fee. You can upgrade to full membership at any time.

**Training Memberships** provide bespoke training and 1:1 mentoring for your entire year. High quality training, advice and support is invaluable and by the end of the year you will have significantly enhanced your boating skills and gained the confidence and competence to skipper anywhere.

**Corporate memberships** are for companies who'd like to take clients sailing, reward staff and get teams working together. We can provide skippers and organise multi-boat days as need arises.

**Seasonal memberships** fit those who are not available year round or who simply don't want to go boating in the cooler months.



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## Owner membership

For some people there comes a time when the idea of owning your own boat is just right. If that's the case for you, we can offer you the benefits of ownership without the usual risks and obligations. Our owner membership is flexible enough to match most owners' needs and provides full management of your boat, plus a range of membership benefits and income options.

### What you can expect:

- Full day-to-day management of your boat
- All mooring and insurances paid
- All routine maintenance included
- An income structure customised to suit you.



*"Pure Latitude takes away the stress of owning a boat – just turn up and go!"*

**Steve C.**

### More reasons to place your boat with Pure Latitude

- Our contracts typically run for 3 years but are flexible and extendable by agreement.
- We're interested in both new and well-maintained high-quality used boats.
- We're willing to base boats around the UK coastline.
- Only competent boaters will use your boat.
- As repeat users, they'll know your boat, thereby minimising damage and wear.
- We offer transparent competitive rates through our relationships with dealers.
- We can set a cap on usage if you want more time for yourself or if you'd simply like a limit on usage.

# Bespoke Training with Pure Latitude Sea School

## Flexible training from a flexible membership

As innovators in membership boating, Pure Latitude takes an equally distinctive approach to training, with custom lessons and a unique mentoring service for our members.

“We don't rely on a rigid pre-set syllabus. Everyone has different goals, different schedules, different ways and rates of learning, so we tailor training to each individual's particular requirements.

To build a bespoke training plan for you, we start with a thorough skills assessment, agree on the objectives to be achieved and then put together a tailored programme. As you progress, we can update your plan to suit any changes along the way. This ensures you're always on the right training schedule for your needs and gives you the best value for your money.”

Our chief Instructor Ifan James, RYA Yachtmaster of the Year 2011

## Why train with Pure Latitude?

- Choose between RYA certification or personalised 1:1 bespoke tuition.
- Options for shared cost training in small groups.
- Professional, tailored training that suits your personal goals, learning style and schedule.
- An expert Pure Latitude mentor who will provide on-going advice and support.
- Learning on the same high-quality boats you'll use once you're trained.
- Learning in the waters you'll be sailing.

Whether you're starting out, crossing from one area of boating to another, furthering your experience and qualifications, filling in specific gaps or looking for a formal RYA qualification, bespoke mentored training can make an enormous difference to any boater.



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## Training Memberships

Our training memberships are designed for prospective members who are looking for a clear pathway to achieving their skippers ticket and taking responsibility for a boat on their own.

Our training packages provide not only the boat and instructor to achieve your preferred qualification, but also a whole programme of training designed to make you a fully competent skipper. And just because we love seeing our members enjoying themselves on the water, we've also thrown a big chunk of bareboat access into the packages to be enjoyed once qualified.

### How do training memberships work?

We first build a clear picture of your previous boating experience.

If relatively new to boating, we would recommend starting with some 1:1 tuition and group days to get into the swing of things before embarking on your skippers course. Once certified we'd recommend further 1:1 tuition prior to enjoying your bareboat access as a qualified skipper.

If you already have a good level of experience you may prefer to start by completing your skippers certification and then hone your skills through a combination of bareboat skippering and 1:1 tuition.

A key part of our training services is the mentoring, support and advice that our training packages provide. Whatever your training requirements, you can be assured of sound guidance from our highly experienced team.

<b>Sail £500 / month</b>
5 days RYA practical day skipper
5 days 1:1 with an instructor
5 group days (Individual spaces)
5 days bareboat but mentored
<b>Motor Cruiser £650 / month</b>
4 days RYA practical day skipper
4 days 1:1 with an instructor
2 group days (Individual spaces)
10 days bareboat but mentored
<b>Powerboat £250 / month</b>
2 days RYA powerboat level 2
2 days 1:1 with an instructor
6 days bareboat but mentored



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## Sample Instructor Rates

Courses	Details	Max Persons	Instructor fee
<b>Sail Boat</b>	Bespoke training (1 day)	4	£240
<b>Powerboat</b>	Bespoke training (1 day)	3	£240
<b>Riverboat</b>	Inland Waterway Helmsman (1 day)	3	£240
<b>Shore-based</b>	Skipper theory (40 hours)	1	£330

- Boats used for training are charged to member allocation of points/days
- Fuel is charged on motor boats



Spinnaker training on the Winner 9

“Martin and Andy helped us improve our skills handling a variety of the boats in the marinas, and gave invaluable advice in dealing with tide and wind before we took the boats out ourselves. Pure Latitude has genuinely exceeded our expectations. We will definitely join again next year.”

**Emma J.**

“The racing, the mentoring and the camaraderie of skippered days have given me a level of experience that I wouldn’t have had access to even if I had my own boat.”

**Ian B.**

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## Events

Our calendar is packed with fun and exciting activities every month. We have exclusive events just for our members along with regional and world-renowned events that you can participate in as a spectator or sometimes as a competitor. Join in as much or as little as you'd like, and bring family and friends as well. Here's a flavour of what we offer:

**Skipped sailing days:** Relaxed, informal days where all crew get the chance to build experience and practice skills. We often run skipped sailing days on boats new to the fleet so members can try them out and have any questions answered.

**Coastal trips:** Looking to build your experience or cover some miles before an RYA qualification? Join us on a West Country or Cork trip, for example.

**Family days:** BBQ on the beach or a trip to the famous Portsmouth dockyard and Spinnaker tower... kids meet other kids, always more fun than being with their parents!

**Rallies:** Cross the Channel in company and enjoy the fabulous French harbour towns. As an end-of-season tradition, we arrange a skipped fleet for a cruise across the Solent and lunch at the Folly; if you only make one event, make it this one!

**Event spectating:** Join us on the water as we enjoy Cowes Week racing, the J-Class Yachts AC regattas and more. Thrill-seekers will particularly enjoy watching the action from a RIB.

**Pure Racing:** Take part in our training sessions and, whether novice or expert, we'll get you racing. JOG Races, RORC offshore races, X-Yachts Cup, J Cup, Round the Island, Cowes, Cork, Dartmouth or Scottish regattas and even the Fastnet - there are many to choose from!

## Charging and sample prices

Members can choose to pay for events in pounds or points. When paying in points we split the cost equally across your 3 seasons allocation of points. This mean you are using mid and low season points even when you are out on the water in August.

- Drinks and buffet evening on our luxury boat for Cowes fireworks: £75
- Cruise day with sail trim masterclass: £150
- Mile builder - 400-mile offshore trip (3 days): £450



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## Events for every level of boater (2016)

	Social	Race	Training
Jan	Ski Weekend		Berthing - Motor Berthing - Sail
Feb	Social Sail	BMYC Spring Series	Strong Wind Sailing Berthing - Motor Berthing - Sail
March	Ski Week	BMYC Spring Series RORC Easter Regatta	Day Skipper Motor
April	Social Sail	JOG Nab Tower Race Warsash Spring Series	Day Skipper Motor Berthing Motor Sail Trim Berthing Sail
May	Channel Islands BBQ/Dock Party Poole Rally	JOG Cowes Yarmouth Cowes RORC Myth of Malham Whisky Tour Scottish Series	Berthing - Motor
June	Social Sail Saint Vaast	J Cup	Sail Trim Safety Training
July	Social Sail America's Cup Scilly Islands Summer Flotilla	RTI Training and Race JOG Weymouth JOG Fecamp Cork Week	Berthing - Sail
Aug	Cowes Fireworks Channel Hop Bournemouth Air show	Cowes Week Dartmouth Week	Navigation High Speed Nav
Sep	Social Sail Cowes to Torquay Powerboat Race	JOG Cowes Poole Cowes	
Oct	Social Sail	JOG Solent Race	Boat Handling - Sail
Nov	Folly Jolly	Hamble Winter Series	Boat Handling - Motor
Dec			Night Sailing Night Navigation - Motor

## The logical case for membership

**Value for Money:** Between repairs, mooring and insurance, maintaining a midsize boat easily costs 10% of value, and that's after the initial boat purchase. Membership is flexible and cost-effective, and starts at just £300 a month for a year's boating.

**Flexibility:** Our unique points system provides flexibility, not just in your choice of boat and location, but importantly in when you get to access your boats. With only a 12 month commitment there really are no ties.

**Choice and Location:** Our varied fleet of sail and motor boats allows you to choose the boat to suit your day. Blast across the Solent on the rib, take a motor cruiser to Poole or jump on our Dufour 375 in Plymouth and cruise the West Country.

**Hassle Free:** Spend your time on the water relaxing and skip the maintenance headaches and the ownership hassles. All you need to do is book the boat and cast off.

**Support:** When you join Pure Latitude, you can rely on the support of our dedicated team. Our popular crewmatch, RYA training and event programmes are available to all members and make getting out on the water even easier. If you have a question, just ask. We're here to help.

### Time is precious

If there is **one reason** for joining that stands out from all others we say it's **time**. Leisure time is just that - your precious free hours will be spent having fun on the water, not dealing with the burdens of ownership or the admin of chartering. We guarantee your boat will be waiting for you, in the best condition and ready to go!

### Boat availability is key

Our fantastic boat availability really sets us apart from the competition. Simply logon to your account and book the boat you want, for the days you want to be on the water.

- We carefully manage the boat-to-member ratio to maintain excellent availability.
- Members sail across the high, mid and low seasons - ensuring that no one can monopolise a boat for the summer!
- A carefully crafted set of booking rules, with a maximum booking duration of 8 days and a 2-month booking window, keeps our calendar fair.
- Whereas syndicates and other membership schemes lock you into just one boat, Pure Latitude offers an entire fleet to choose from. Availability is instantly multiplied!

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## Compare the alternatives

Pure Latitude membership boating takes the best features from various boating options and combines them into one. A genuinely innovative concept, and unlike any other in the market. Compare with the traditional alternatives:

**Owning** a high-quality 35ft boat typically means an initial purchase of £100-200k and perhaps an additional £10-20k per year to run. For all that, you're locked into one boat at one marina - and don't forget the cost of capital and depreciation!

**Syndicates** are essentially shared ownership so still only one boat, and more importantly it's difficult to enter and exit because the market for shares is small. With different personalities managing the boat, duties like maintenance and cleaning can be a source of discomfort and disputes.

**Chartering** a boat each time you want to go out is time-consuming and too often unreliable. Did you negotiate the best deal? Are the boats kept in tiptop shape? How long should you spend checking the boat over? Perhaps most importantly, you don't get the confidence and pleasure of taking your favourite and familiar boats.



*As a new sailor, buying a boat raised too many questions. Which boat should I buy? Where would I keep it? Who would I go sailing with? Membership boating answered a lot of these, but what model and company would suit me best? I looked into them all, made up my mind, and then changed it when I met Pure Latitude. If there's a smart decision in sailing, this is it.*

**Vincent S.**



*"The boats are immaculate, membership is flexible and the events offer instant access to sailing with like-minded people for whom I crew and who crew for me. All that for a fraction of what it would cost to own, with none of the hassle."*


**Harry D.**

**20** ROATS **5** BASES **1** MEMBERSHIP FROM **£475** PER MONTH


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# The Sail Fleet

<b>Wahoo</b>	<b>Winner 9</b>
Performance 2014 6 persons 6 berths 15 hp diesel Hamble	

<b>Pure Inspiration</b>	<b>Dufour 325</b>
Cruising 2010 6 persons 6 berths 20 hp diesel Ipswich	

<b>TBC</b>	<b>Hanse 345</b>
Cruising 2015 8 persons 8 berths 18 hp diesel Hamble	

<b>Pure Escape</b>	<b>Dufour 375</b>
Cruising 2013 8 persons 8 berths 40 hp diesel Plymouth	


<b>Diamond Days</b>	<b>Dufour 382</b>
Cruising 2015 8 persons 8 berths 40 hp diesel Hamble	

<b>Lizzie</b>	<b>Dufour 325</b>
Cruising 2012 6 persons 6 berths 20 hp diesel Hamble	

<b>Pure Magic</b>	<b>Dufour 34</b>
Performance 2008 8 persons 6 berths 30 hp diesel Hamble	

<b>Pure Attitude</b>	<b>X Yachts 37</b>
Performance 2008 8 persons 6 berths 30 hp diesel Hamble	

<b>Kaboodle</b>	<b>Dufour 375</b>
Cruising 2011 8 persons 8 berths 40 hp diesel Hamble	

<b>Heart of Gold</b>	<b>Najad 410</b>
Cruising 2010 10 persons 6 berths 55 hp diesel Hamble	

**2015** BASES FROM **MEMBERSHIP** FROM **£475** PER MONTH

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## The Power Fleet

### Pure Petrol

### Ballistic 6.5

Powerboat  
2008  
6 persons  
0 berths  
175 hp  
Hamble



### Erlang

### Beneteau Antares 7.80

Powerboat  
2013  
6 persons  
4 berths  
150 hp  
Hamble



### Pure Kicks

### Beneteau Antares 7.80

Powerboat  
2012  
6 persons  
4 berths  
150 hp  
Poole



### Pura Vida

### Aquador 32c

Motor Cruiser  
2010  
8 persons  
6 berths  
370 hp  
Hamble



### Plan B

### Beneteau Antares 30

Motor Cruiser  
2010  
8 persons  
6 berths  
370 hp  
Hamble



### Broke the Bank

### Bavaria 35 Sport

Motor Cruiser  
2006  
8 persons  
5 berths  
2 x 260hp  
Hamble



### Pure Harmony

### Fairline Squadron 42

Motor Cruiser  
2011  
12 persons  
6 berths  
2 x 370hp  
Hamble



### Pure Carma

### Stevens 34

River Cruiser  
1988  
8 persons  
7 berths  
75 hp  
Windsor



*"I originally joined for professional reasons: I have a number of clients who'd expressed an interest in sailing, and as I used to sail as a boy, I thought taking them out myself would be more relaxed and affordable than hiring a boat and crew. Very quickly though, I got to know other members and remembered why I used to sail."*

**Roland D.**

**20** ROATS **5** BASES **1** MEMBERSHIP **FROM £475** PER MONTH

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## FAQs-contract and cost

**Can I join in the middle of the sailing season?** You can join at any time and all contracts run from the first day of the agreed month.

**Can I buy extra points if I use up all of mine?** Yes, subject to available capacity, you can buy more points. However, the more points you buy at the start of your membership the better the volume discount will be.

**Can I share my membership with a friend?** Yes, our joint membership option is popular. For only £50 more per month, you and your friend can each reserve boats separately. If you cruise together though, only one of you needs to join and no additional fee is due.

**After membership, joining and induction fees, are there any other charges?** We take care of all the running costs — insurance, mooring, maintenance, etc. You'll only pay for the fuel you use on motorboats and of course for training and events.

**How do inductions work?** A full induction covers operating procedures, location information, boat systems, handling characteristics and a check on competency. Further inductions for additional boats typically take 2-3 hours depending on experience and are charged by the hour.

**Can I pay for events in points?** Yes, Pure Latitude events can be paid for in points. We split the cost of our event charges across your 3 seasons allocation of points. This mean you are using mid and low season points even when you are out on the water in August.

**Can I pay for training in points?** Yes and no. Boats are paid for in points but instructors must be paid for in pounds.

**How do fuel charges work?** For motorboats only, we charge for fuel at cost plus an hourly service charge (to contribute to servicing and wear and tear), all based on installed flow meters. For yachts, we pay all fuel costs, based upon "fair use". We require a £100 deposit from all motorboat users to be held on account against future fuel invoices. Fuel invoices are sent monthly on the 1st of the month.

**How does the deposit work?** We reserve the right to take a refundable damage deposit up to £1500 (£2500 for Squadron 42). If any damage or loss occurs to a Pure Latitude or third-party boat, the cost of repair (limited to £1500/£2500 for each incident) will be charged to the member.

**Am I insured?** Yes, all members are insured under Pure Latitude's insurance policy. In the event of damage, the member will be liable for costs incurred up to the maximum liability of £1500 (£2500 for Squadron 42).

**What is the length of the contract commitment?** A minimum of 12 months.



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## FAQs-Using and Booking Boats

**How do I book boats?** Book a boat anytime online!

**How far in advance do I have to book?** Booking is flexible and operates on a two-month rolling window, so the available calendar will always be between 2-4 months in advance. You can book right up to the last minute, plus make limited long-range bookings to secure a special date or holiday.

**Can I bring friends and family on board with me?** Please do! The boat is yours to invite guests and crew as you choose. Similarly, you are welcome to bring guests to any of our Pure Latitude events. You can also use our crew match service to arrange crew or crewing opportunities with other members.

**Where do I pick up and drop off the keys each time I sail?** Keys are held conveniently at marina offices, enabling 24-hour access to the boat.

**Can I stay overnight on board?** Yes, that is part of the fun. All bookings run from 7pm the day before your booking until 7pm on the day of your booking. In the summer this means you can enjoy an early evening trip prior to your full day—essentially 2 days for the price of 1. All boats except small powerboats have diesel heaters, so winter nights on board are cosy.

**How far can I take the boat?** Bookings are limited to eight days, so as far as you can get in that time! Just consider your combined experience and the boat model, plus the usual factors of time, tide, distance and weather. If you're going beyond 20 miles from base, we'd like you to tell us in advance.

**What safety standards do you operate to?** It goes without saying that safety is paramount in boating. All our boats are MCA coded, which means they carry all required safety gear, including life jackets, flares and rafts. We inspect our boats regularly and follow a strict maintenance programme.

**How is the boat equipped?** Because the boats are coded to MCA category 2, the UK's industry standard, they have a full inventory of cruising equipment (details on request). You simply need to bring your own boating clothing and, if overnighting, sleeping bags and of course food.

**Who is responsible for cleaning the boat?** The boats are professionally cleaned monthly, but Pure Latitude membership requires a degree of trust and co-operation. The simple rule is "leave it as you'd like to find it" - in other words, clean. We ask members to wash down the boat after use, wipe and sweep internal surfaces and remove their rubbish.

**Will you be changing the boats at all?** Yes, Pure Latitude reviews the fleet continuously—we added two new boats in 2015. We're constantly growing and adding boats to our fleet and members are invited to comment on replacements and upgrades.