

# Why do captains want to work with Camper & Nicholsons?

The  
Superyacht  
Report

The Superyacht Report + Camper & Nicholsons  
PARTNER CONTENT

**In a constantly evolving industry, Camper & Nicholsons offers a refreshing approach to yacht management and crew placement.**

Superyachts are growing in size. According to *Superyacht Intelligence* the average LOA of delivered yachts has risen from 38.1m in 1998 to 46.7m in 2018 – which translates into more crew, administration and applicable rules and regulations. In addition, the tax and fiscal landscape is becoming harder to navigate globally. All these factors have a knock-on effect on superyachts, to which Camper & Nicholsons has responded with a suite of services designed to address every aspect of operations. With its yacht management and crew placement divisions, a primary focus of Camper & Nicholsons is to offer dedicated support to its yacht captains and crew.

While some captains might be hesitant to work with management companies, the Camper & Nicholsons management team has built strong relationships with the captains and crew within its fleet. As a result, the division has a loyal and faithful following thanks to the personalised approach that is applied to each yacht. “We trust our captains and let them do their job, and they know that we are there to support them if need be,” explains Marianne Danissen, director of yacht management at Camper & Nicholsons. “With an in-house team of experienced mariners, there is a mutual acknowledgement that we all need to work together for the overall happiness of the owner.”

One of the biggest challenges for captains today is managing evolving rules and regulations and ensuring compliance. To help captains with this, Camper & Nicholsons has developed software that facilitates record keeping and safety checks in a much more interactive way. This new software uses the very latest technology and enables the managers to interact in real time and offer solutions much more efficiently.

A difficult part of any captain’s job is crew management, and particularly recruitment. The issue is not just finding crew with the right experience, qualifications and personality, but retaining those crew. “The expectations of crew in junior positions have changed dramatically in recent years,” says Deborah Blazy, crew placement director at Camper & Nicholsons. “That’s where Camper & Nicholsons’ Crew Placement Division comes in to support captains with recruiting, as well as keeping crew motivated with a package that will make them want to stay. This has resulted in superior crew longevity across the fleet.”

The crew placement team uses their well-established relationship with the yacht’s owner, captain and crew to learn as much as they can about the owner’s preferences so as to match personalities and skillsets. Thorough and in-depth background and reference checks build up a complete picture of the person and if they will fit on the boat. The company is also developing personality tests to add further accuracy in the future.

The Crew Placement Division then works with the Yacht Management Division to ensure that the right package is offered to the crew employed across the fleet and that they continue to be motivated within their role. This includes leadership training, team building and MLC training to ensure crew are aware of their rights and responsibilities on board. “Offering professional development to our crew makes them feel valued and invested in,” says Danissen. “Crew will always compare yachts and look for other opportunities, so we have to create the right environment throughout our fleet.” This global approach to recruitment, employment and management saves the captain time and the owner money, as well as fostering a happy and fulfilling environment in which crew can flourish.

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