

## Case Study - Discovery Yachts Ltd

Southampton-based Discovery Yachts was founded in 1998 by John Charnley, the current Chairman, and remains a small, family-owned business.

John wanted to create a bluewater cruising yacht specifically designed for extended cruising that could be sailed short-handed. The result was the hugely successful Discovery 55, which was awarded Boat of the Year in 2004. The Discovery range has now been extended to encompass the stylish Discovery 67, and the Discovery 50 Catamaran.

In 2008, John appointed Nigel Stuart managing director. Nigel had previously worked within the company as production director and had long held the opinion that every company has an obligation to minimise its impact on the environment, so engaging with SMARTA made perfect sense.

All three SMARTA partners worked with Discovery, and the company benefitted from both MAS's advice on materials storage and Olive Consultancy's help with resource efficiency and the compilation of a legal register, but it was the Designing Demand programme that proved most beneficial for Discovery, exceeding Nigel's expectations by a considerable margin.

Nigel commented "The Government is often criticised for wasting money, but the Designing Demand programme is the exception to the rule. I can't over-emphasise the beneficial impact working with the team had on our company".

Working with Gavin Pryke, a Design Associate with the Designing Demand programme, Discovery identified a need to review its branding and marketing communications.

Gavin worked with Nigel to develop a specification for the required service and then to agree a shortlist of potential suppliers. The help didn't stop there, however. Gavin and Nigel jointly interviewed several marketing agencies and reviewed the responses. Gavin then liaised with the unsuccessful bidders and worked with Discovery and Rebecca Battman, the successful bidder, to ensure a perfect fit.

On working with Rebecca, Nigel commented "Only now do I feel I have recovered from the ordeal. It was not the parting of cash or the intrusion to the routine, but the relentless pressure to live up to Rebecca's expectations and schedule. Never has our company been pushed so hard or been so frightened of missing a deadline. We have recently delivered some of the finest and most complicated yachts to people with outstanding standards - on time with less pressure to perform. I can only say a huge thank you to Rebecca for making it happen!"