

# The FUNNEL

FRIENDS OF WAVERLEY NEWSLETTER – WINTER 2023



**Waverley meeting Shieldhall and sailing with her into the western Solent was a highlight of 2023, the event generated considerable national media coverage with images of the two Clyde built steamships being published in several newspapers and magazines.**

## 50 Years in the Making

With Waverley well into winter mode the season starts to fade to memory. In all senses the outcome was way beyond our expectations in terms of positivity, passengers carried and revenue earned.

Having been involved with Waverley in various capacities since the mid 1990s I have seen the ship, and Company, go through many ups and downs. Looking back at historic data it is clear 2023 has been one of the best in almost 50 years of preservation yet it was only 4 years ago that Waverley's future was in serious doubt with the ship withdrawn from service. There have been some dark days since 2019 but to have achieved such a turnaround is remarkable and a testament to everyone involved. What has been crystal clear is the wide support for and good will towards Waverley. Whether that support comes in the form of donors, those who purchase tickets, buy a gift on board, give their services at cost or allow us to berth at reduced fees, the collective is a desire to see Waverley continue. In all I do there is one main aim, "Waverley must sail", and whatever is needed to make that a reality has to be done even when the task initially appears too great.

I believe over the last two seasons Waverley has gained an increased status across the UK with a more widely understood recognition of her uniqueness. However, her operation remains vulnerable and we must take a more strategic approach to ensure the ship is sustainable in service.

As Waverley starts to approach her 80th anniversary I am reminded of the ongoing level of investment needed to keep her at sea. Changes to legislation which we must comply with before the 2025 season will incur cost. Fundraising and increasing our support base simply has to be part of our developing strategy to ensure Waverley will continue in service. Friends of Waverley is at the heart of that strategy.

## Piers, Passengers & Pounds

The 2023 season saw Waverley call at 60 ports and piers around the UK. Waverley Excursions does not own any of these berths and therefore relies on owners to maintain their infrastructure to allow the ship access. We try to support and encourage pier owners to maintain facilities to ensure Waverley can keep calling. Back in June we offered a discount charter fee to Clevedon Pier to operate an evening fundraising cruise to raise funds for the pier. This



**For some time it looked like Waverley's days of using London Tower Pier were over given the changes implemented at the busy berth. This year Waverley berthed in such a way as to allow Thames Clippers (by Uber) and other operators to access the remaining three berths. She has previously taken up almost two of the four berths available at Tower Pier. Under this new arrangement more than half the ship extends beyond the pier when alongside.**

generated a surplus of almost £20,000 which we hope will be allocated to repair works to the landing stage to ensure it remains open.

Ultimately Waverley needs piers to board the passengers who spend the pounds. Put simply without enough piers Waverley's operation is not viable. We now have a close working relationship with the National Piers Society (NPS) who have worked to ensure Waverley can use piers such as Southend, Southwold and Clacton. The NPS has also helped develop the Thames sailing programme and through its regular journal promotes Waverley's sailings to its increasing membership.

Waverley's visits to London and the Thames in late September are now well established. There is no other area of the UK where she could operate at that time of the year and attract so many passengers. This year the region generated an operating surplus of £225,000 (£15,000 a day on average). London Tower Pier is absolutely vital as both a boarding and disembarkation point to make the Thames timetable possible. With this in mind it came as a major blow to be informed that 2022 was to be the last year when Waverley would be able to use Tower Pier. Changes as to how other operators would use the pier going forward meant Waverley was no longer able to be accommodated.

Captain McCall and myself then started what became a six month long task to find another berth as close to London as possible. We contacted other berth owners, the Port of London Authority, Thames

Clippers and Thames Pilots in trying to seek a solution. We came to the conclusion that Tower Pier was the only berth suitable for our needs and so we sought to find a way to berth Waverley which did not prevent other users having access to the pier. As it happens Waverley can just fit into the furthest upriver berth (Berth D) which is available for charter vessels but with the disadvantage of only having access for one gangway.

Back on the Clyde the future of Helensburgh Pier remains in the news with recent articles in the local paper. I am pleased to record that Waverley Excursions is now on the subgroup established by Helensburgh Community Council. The loss of Helensburgh Pier as a calling point is a major loss to her Clyde sailings. If the ship was able to call again it would be worth around £150,000 in additional revenue per year.

### **Winter Refit**

Maintenance work is well underway with some MCA survey work already completed. The main engine bearings (numbers 1 & 3), the aft feed pump and steam circ pump have already been surveyed by an MCA surveyor.

Over 130 metres of decking has already been replaced by the boatbuilders forward on the Promenade Deck. The upper deck over the Tea Bar is covered over to create a dry space to allow for the full deck to be re-caulked. To help prevent further water leaks within the aft shelter the pitch





**Replacement decking being installed on the forward Promenade Deck. Over the current winter there will be over 250m of decking renewed.**

between the timber decks will be replaced by Sikaflex which is now often used with traditional decking.

After the Christmas break the task of boiler cleaning will begin with the furnaces and tubes being cleaned out to remove any soot deposits. To make this task a little easier we have fitted some lifting beams in the boiler room to ease the task of removing the burners.

Unfortunately we heard earlier this year that Hamworthy, who manufactured the boiler burners, are removing support for the burners and will no longer produce spare parts. This news came with some frustration given the burners are still relatively new. We have therefore purchased additional spares to cover the short term (at least 2024) and are seeking to replace the burners. Initial enquires and quotes suggest a cost of over £250,000 to fully replace the burner units and do the required integrating works to the control panels.

Returning to the current winter refit effort will be concentrated on crew showers and refreshing the crew cabins before the ship moves to dry dock in April. The dry dock spec is yet to be finalised but I am hopeful the cost will be less than this year. We should therefore have sufficient funds in hand to afford the recommissioning costs for the 2024 season.

Funding support is always welcomed and in particular we will seek some support to replace paddles and for internal refurbishment works. It costs around £600 just for the wood alone for one complete new float.

Looking to the internal spaces on the ship attention is needed. Some of the floor coverings are now well over 20 years old and in need of replacing. There is a

backlog of internal painting works which we would like to tackle although this will be dependent on available funds. It can be frustrating when having to prioritise funds for what must be done and what would be nice to do. From a passenger perspective new boiler room equipment or safety apparatus isn't seen but new flooring and seat coverings are a more visible spend. Hopefully after this winter refit some improvements will be seen and enjoyed by passengers.

## **2024 Season**

Planning for the 2024 season is well underway with the Oban & Inner Hebrides and Bristol Channel timetables now drafted. We are hopeful of visiting a new port in the Inner Hebrides as a "first visit", and adding two additional calling points on the Bristol Channel itinerary with the ship due to spend around three weeks in the area.

Captain McCall has recently visited several ports in the South West as we look to build a sailing programme in the area following the successful trial berthing at Plymouth back in October.

Remarkably next August will see the 50th Anniversary since Waverley was gifted to the Paddle Steamer Preservation Society for £1. Hopefully we will be able to secure an unusual calling point to mark the historic anniversary.

The intention is to start releasing the 2024 timetables from February area-by-area as they are confirmed with the various ports and piers.

Finally as the year end approaches I wish you and yours a very Merry Christmas. Thank you for your support towards Waverley over the past year and I hope for your continued support into 2024.

**Paul Semple, General Manager**



**Waverley pictured recently with the clearly visible white plastic covering over the upper deck.**



# 2023 – A MASTER'S REVIEW

**Captain Dominic McCall completed his second season in command of Waverley - here he reflects exclusively for Friends of Waverley on the success of 2023.**

It comes to the Winter edition of The Funnel and once again I feel it is only right to reflect on Waverley's season which has just passed. It was quite a season in so many respects. Many of you will be aware that 2022 was my first season as Waverley's Master, and I was delighted with how 2022 had gone. We took the Waverley back to so many areas where there was a wish to see her back. However, we can never stand still and 2023 needed to be better. There was more to achieve and more people who wanted to see the ship back in their local areas. This idea was the backbone to our 2023 planning. We needed to build on the success of the West Coast of Scotland, Thames and South Coast visits of 2022, and we needed to reintroduce the ship to the Bristol Channel, Northern Ireland and Liverpool/Llandudno.

The sailing season started, as usual, with a couple of days sea trials for crew training and familiarisation. We had a number of new deck crew this year who needed to be integrated into the Waverley team and trained in the operation of a paddle steamer. This was followed by a day on the Clyde with an MCA surveyor who puts the ship and its crew through their paces before the required passenger certificate can be issued. Once we have this we are good to go.



**Captain McCall and Waverley's crew do enjoy some stunning views including this one of the Cuillin Mountain range on the Isle of Skye.**

The opening Clyde weekend went well. However, there was excitement for the weeks ahead. We had a brilliant visit to Oban and Inner Hebrides. The sun shone and the scenery looked stunning. Visiting Inverie was a personal favourite of mine, but there were so many spectacular sights to be seen. I feel the



**Captain McCall stands with Waverley's crew at Tighnabruaich on the final day of the 2023 season.**





**Captain McCall meeting his RNLI equivalent, Stormy Stan, at Tighnabruaich.**

sun shining on the mountains of the West Coast of Scotland viewed from the decks of a paddle steamer is an experience which is difficult to be beaten and I'm sure those of you who joined us would agree.

***“This was the start of something quite special”***

The next step in the ship's early season adventure was a trip to Warrenpoint and taking the ship back to Northern Ireland. This was the start of something quite special in terms of achievements as the ship managed to visit Scotland, Northern Ireland, England and Wales in 4 days. Does any reader have any thoughts when the last time a paddle steamer might have done that? It seemed all the passengers who joined us in Warrenpoint enjoyed the experience and we looked forward to hopefully returning in 2024. This was just a very short visit, and the paddles had to keep on turning. Next stop Ilfracombe...

We carried out berthing trials here on the evening the vessel arrived on the Bristol Channel. The long wait for paddle beats to be heard once again on the Bristol Channel was over and Waverley was back. There was a number of berthing trials carried out at Ilfracombe, Clevedon, and Penarth. Many of the line handlers were new since the Waverley or Balmoral had last used these piers, and the piers were also new to many of us on the ship too, so some familiarisation is a sensible precaution to ensure things go as smoothly as possible once passengers arrive.

***“We simply had not realised how much Waverley had been missed.”***

The support for the ship on the Bristol Channel was unprecedented, and highly appreciated. We simply had not realised how much Waverley had been missed. Once again, as was a theme for the season when the vessel was away from the Clyde, the weather was generally very good. We sadly lost one day to Lundy from Swansea due to the strong Easterly winds which would have prevented berthing at both Ilfracombe and Lundy. We had so many memorable moments I find it difficult to pick out one from the Bristol Channel. However, a stand out moment has to be our arrival into Tenby. If you have not seen any pictures or videos from the occasion I do encourage you to have a little search online to try and get an appreciation of the sense of occasion as the ship arrived back for the first time in 30 years.

On the Bristol Channel it was great to see so many people enjoying the ship again who had clearly missed her. However, it was also clear we were introducing the ship to many for whom sailing on the paddle steamer was a new experience. Our goal as a ship's crew is that whether passengers are seasoned paddlers or onboard the first time that everyone shall enjoy their day out equally. Following the completion of a very busy day out of Milford Haven we sailed round for Liverpool and to return the ship to the Mersey and North Wales coast. Yet again, so many people happy to see the ship and sold out sailings! It was time here for me to have a little time off and welcome Captain Jim Harris onboard, I was confident the ship was in good hands.

I returned from leave a few days later to the ship on the Clyde. The weather for the main Clyde summer season was not the best with plenty of the liquid sunshine presenting itself. However, the seas were not too bad which allowed us to run most



**Waverley's arrival at Tenby in 2023 with thousands of people watching will leave a lasting memory with Captain McCall given he was instrumental in planning her first call at the small harbour in over 30 years.**





**The view from the Bridge as Waverley offered a sailing round Arran in perfect conditions with a capacity crowd aboard.**

excursions as planned. It was great to see so many regular passengers back onboard enjoying the ship in her home waters despite the sometimes damp weather. There were a number of highlights, the cruise around Arran was perhaps one of the many highlights, as well as bringing the ship back to Troon.

It didn't seem any time at all before the Clyde summer season had passed and the ship was off 'down South' to build on the success of the previous season on the South Coast and in the Thames areas. After the weather gods once again looked down on us for the passage South the ship stayed alongside Swanage Pier overnight for a brief rest prior to picking up our South Coast schedule. It is not often we find a port willing and able to take the ship which she hasn't visited before, but we found a willing Harbour Master at the port of Shoreham, and Waverley's first visit here created quite a stir, even making the local BBC news. The other highlight was the return of a Paddle Steamer to Ryde Pier, a return which was obviously quite popular and a new bond was also formed with fellow steam friends at the Isle of Wight Steam Railway. Unfortunately we had to cancel the last two sailings on the South Coast due to forecast bad weather and the passage round to the Thames was made earlier than planned. This then ensured the Thames opening season went as planned,

including the ship's triumphant return to Ipswich, although it was a massive shame we were unable to use Harwich Ha'penny Pier this year. The Thames area ran well and was relatively uneventful, and the ship was soon on her way back home for operating the final weekend on the Clyde. While on passage back we took the opportunity to stop in Plymouth to trial a berth which had been suggested as available to us, and perhaps gave some eagle eyed followers a small clue as to what could potentially be a return to another area for you to enjoy in our 2024 timetable. Watch this space as they say!

The success of the 2023 can be put down to many factors. Without doubt the ship could not achieve what it has done without its hard working crew, or without the wonderful support of our office team, or without the sterling work of our winter volunteers and engineers. However, the most important factor for the ship to succeed and its continued operation is our passengers and supporters who support the ship by sailing on her and keep supporting her all year round. Myself and the crew are only too aware that without our friends there is no sailing future for the ship, so to everyone who has come and sailed, or supported the ship from a distance by helping us in others ways, many thanks for your support! It is very much appreciated and I look forward to seeing you back onboard in 2024!



# MARKETING WAVERLEY IN 2023

**Samuel Brown holds responsibility for all aspects of marketing Waverley. We asked Samuel to outline the various methods of marketing which helped ensure so many passengers stepped aboard in 2023.**

In 2023, we ran an ambitious advertising campaign which consisted of over one thousand pieces of marketing activity such as press advertisements, PR and media relations, interviews, and press trips. We printed and distributed over 150,000 brochures, collaborated with 10 social media influencers, sent out 12 E-Newsletters, issued 10 press releases, published 21 content articles, and posted on social media over 570 times throughout the season. We aired 2 television advertisements and generated over 250 pieces of media coverage, including well-known media outlets such as BBC, ITV, Good Morning Britain, The Times, and Conde Nast Traveller.

We were active in attending the VisitScotland Connect event, where we showcased our visitor experience and secured future group business. Our efforts were recognised through winning the Best Visitor Attraction Experience at Best of Scotland's readers' choice awards. Waverley received Gold status with Visit Wales and was included in The Times' list of 'Seven of the UK's Best Boat Trips' and Condé Nast Traveller's 'The 18 Best Things to do in Glasgow.' We announced the appointment of Sir Timothy Laurence as Patron of Waverley, several TV productions were filmed onboard Waverley, with programs featuring the ship set to launch next year. The results of the 2023 season were remarkable, with

over 157,000 passenger journeys recorded, averaging an impressive 1,269 passenger journeys per day. But where did it all begin?

As 2022 drew to a close, the decision was taken to refresh the Waverley brand – but why? It was time for a change, a fresh new look, and a plan to boost brand awareness and consistency across all marketing platforms into 2023. But what would the new brand look like? It would be a celebration of the ship, her crew, her passengers, and the unique experiences she offers. To establish our brand, we included content that highlighted the visitor experience onboard the ship and introduced a new logo that served as a symbolic representation of Waverley's features. By embodying strength and boldness, the new logo perfectly captured the essence of the company. Quotes within marketing materials let our customers do the talking by showcasing their glowing testimonials throughout various marketing platforms.

With the rebranding process complete, the focus quickly shifted towards the upcoming season. The main objective is to preserve, exhibit, and operate Waverley for public benefit. How does this align with a marketing plan? Well, we firstly developed and implemented a set of marketing goals. The primary focus was on broadening the customer base by

**PADDLE STEAMER WAVERLEY**  
THE WORLD'S LAST SEAGOING PADDLE STEAMER

*“A day full of NOSTALGIA to REMEMBER FOREVER”*

*“We loved EVERY MINUTE OF OUR SAIL”*

**PADDLE STEAMER WAVERLEY**  
THE WORLD'S LAST SEAGOING PADDLE STEAMER  
SAILING FROM JUNE 2 TO 18  
BRISTOL CHANNEL  
TIMETABLE, FARES & INFORMATION  
WAVERLEY@SCNHS.CO.UK | 0181 243 2224

**PADDLE STEAMER WAVERLEY**  
THE WORLD'S LAST SEAGOING PADDLE STEAMER  
SAILING FROM MAY 19 TO OCTOBER 18  
GLASGOW  
TIMETABLE, FARES & INFORMATION  
WAVERLEY@SCNHS.CO.UK | 0181 243 2224

**PADDLE STEAMER WAVERLEY**  
THE WORLD'S LAST SEAGOING PADDLE STEAMER  
SAILING FROM SEPTEMBER 22 TO OCTOBER 8  
LONDON AND THAMES ESTUARY  
TIMETABLE, FARES & INFORMATION  
WAVERLEY@SCNHS.CO.UK | 0181 243 2224

The reworked logo (upper left) set the brand consistency for marketing materials in 2023. The logo features the Gill Sans font which was used by the LNER as their 'house' face used for posters, menus, timetables and all matter of printed materials.



attracting first-time customers. Then we wanted to encourage repeat bookings to foster customer loyalty and also promote all revenue streams for the business - meaning income generated beyond ticket sales, such as merchandise and onboard services.

With a plan in place, it was time to get started! However, despite a successful 2022 season, we experienced a staggering increase in fuel costs, surpassing 60% and equating to over £300,000. Other expenses, such as coach hire, catering supplies, insurance, and berthing fees also increased, making it difficult for the charity that owns Waverley to cope with the mounting costs. We faced a significant challenge at the start of year and had to launch the Dry Dock 2023 Appeal, which aimed to raise the necessary funds for Waverley's upcoming dry dock and start-up costs. Nonetheless, our team rallied together to initiate various fundraising activities, resulting in raising over £180,000 from individuals and £40,000 in Gift Aid.

Despite only being four days long, the Clyde Spring sailings were immensely successful and gained significant attention. In addition to standard marketing activity we collaborated on three feature interviews in The Sunday Post, The Herald, and The Scotsman. We generated 33 pieces of coverage, including spots on STV News and Good Morning Britain. Partnering with Glasgow Times (Newsquest), we launched a school competition that received over 100 entries from schools across Glasgow and the Clyde Coast, requiring students to create models of Waverley. The winning classes were awarded a cruise 'Doon the Watter', which saw five schools stepping aboard Waverley, generating strong engagement and community involvement. Due to the overwhelming success of the Clyde Spring Sailings, the media quickly



**The winning model Waverley in the 2023 Schools Competition built by pupils at Cumbræ Primary.**



**Pupils from Cumbræ Primary School enjoying their cruise as winners of the Schools Competition pictured with Paul Semple (aboard as Purser) and 2nd Engineer Alex Forrest (who lives on Cumbræ).**

dubbed the 2023 season as "Waverley's UK Tour," generating UK-wide coverage in top tier media publications.

With 'Waverley's UK Tour' started, it was time to focus on Oban & Inner Hebrides sailings. To target remote areas in the region, over 34,000 brochures were printed and distributed via a door drop campaign, which proved to be highly effective and significantly increased passenger numbers. In addition, 15 press ads were published in newspapers such as the Oban Times and West Highland Free Press. To further amplify our key messages, a press trip was organised with freelance travel journalist Robin McKelvie, resulting in coverage in publications such as The Sunday National and Wild About Argyll. 150 posters were also distributed throughout Oban, Tobermory, Craignure, Armadale, Kyle of Lochalsh, Rasaay, and Gairloch. Finally, an organic and paid social media advertising campaign was launched to reach a wider audience in the area. The Oban & Inner Hebrides marketing activity proved to be particularly fruitful, with passenger numbers almost tripling compared to 2022.

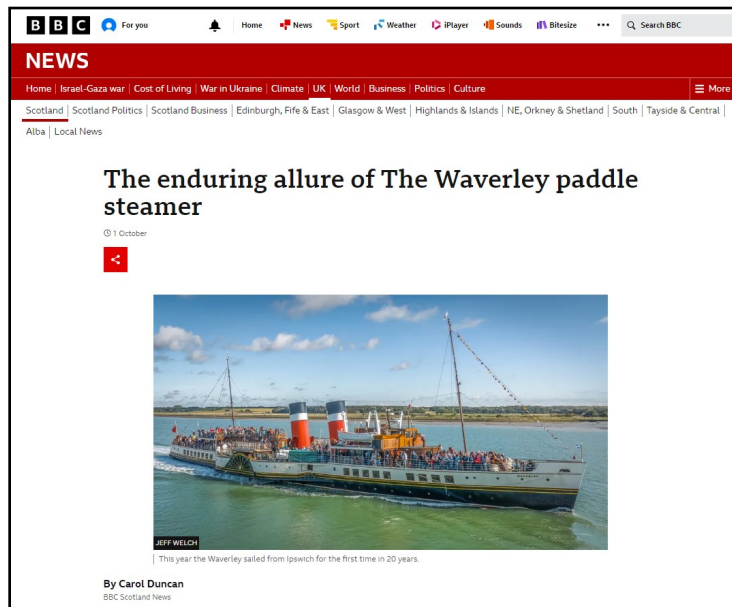
It's always exciting to witness the joy on the faces of passengers as they embark Waverley – and certainly seeing the images and videos from Waverley's first ever sailing from Warrenpoint in Northern Ireland was a special highlight, with ITV capturing the moment by interviewing our General Manager about the sold-out sailing. We sent out a joint press release with Warrenpoint to multiple media outlets to promote the sailing. Within hours of the sailing being live on our website, it was sold out. It's worth noting that we put less marketing activity into this promotion. Sometimes it just takes one post on social media to generate interest, a new port or pier can be the magic ingredient to make it "go viral"!



Waverley made a triumphant return to the Bristol Channel, where it was clear she is as popular as ever. We printed and distributed over 27,000 brochures, 27 press ads were published, and more than 200 posters were widely distributed across the area. Additionally, two press releases were issued that generated over 40 media coverage pieces, as well as two television interviews with BBC and ITV. The E-Newsletter for the Bristol Channel achieved an outstanding open rate of over 50%. Furthermore, Liverpool and Llandudno sailings in June saw over 15 pieces of marketing activity, including a press trip with North Wales coastal titles such as The Journal, North Wales Pioneer, North Wales Chronicle, and Denbighshire Free Press. The E-Newsletter for Liverpool & Llandudno achieved an even more impressive open rate of over 68%.

From June to August, over 200 pieces of marketing were complete to promote the Glasgow and Clyde Coast Summer sailings. We printed and distributed 95,000 brochures and 470 posters, as well as producing new signage at Largs pier. In addition, 150 press ads were published, 3 E-newsletters were sent, 9 content articles were also published, and two TV advertising campaigns were launched. The first campaign was with Sky TV Advertising with AdSmart (Sky), which targeted a prestige position audience within Central Scotland, generating an impression of 170,000+ over a 5-week period.

The second campaign was with STV, which had 55 daytime spots across a 4-week period, including prime time spots such as This Morning, Lorraine, Loose



**Media coverage of the 2023 season was fantastic with several articles by the BBC including “The enduring allure of The Waverley paddle steamer”.**

Women, and ITV News. A 16-page Waverley souvenir supplement was also created in partnership with the Glasgow Times (pictured below). It was inserted into various titles and sold in the Souvenir Shop on Waverley. One of the marketing highlights of the Summer was issuing a press release to promote the unique sailing around Arran, which generated 10 pieces of coverage, including The Herald and The Arran Banner, and led to the sailing selling out.

September saw a welcome return to the South Coast and Isle of Wight – with a productive 84 pieces of activity achieved. The distribution of 500 posters across Portsmouth, Southampton, Poole & Swanage, Ryde & Yarmouth, Shoreham, Brighton & Worthing, helped create brand awareness and generate interest. In addition to this, 28 press ads were published, and we also ran 3 content articles. 17,500 brochures were printed and distributed to our internal database of customers. We issued 3 press releases, one in partnership with WightLink, one promoting our return to the South Coast and Isle of Wight, and one in partnership with Steamship Shieldhall – generating over 40 pieces of coverage. Similarly, our London & Thames sailings in late September to Early October were very successful. We achieved over 80 pieces of marketing activity, including the printing and distribution of 22,000 brochures and 200 posters. We published 44 press ads and issued a press release to highlight the return of Waverley to Ipswich, which generated coverage by the BBC. Additionally, we also published a content article in My London. All in all, our marketing efforts helped us to reach a wider audience and generate interest in our sailings.

The challenge is now to repeat or even better this effort in 2024 and ensure that passengers keep turning out in such fantastic numbers for our famous steamer!



# 2023 SOUTH COAST & THAMES IMAGES

**Waverley's annual visit to the South Coast and Thames built on the highly successful visit in 2022. These images show how popular our paddler is away from home waters.**



**With her decks busy Waverley is captured cruising towards Freshwater Bay having passed the Needles Rocks and Lighthouse on her regular Friday South Coast afternoon cruise.**



**Having departed Ipswich on her first sailing from the Suffolk town in over 20 years Waverley is captured passing under the Orwell Bridge. Both her sailings from Ipswich proved popular and it is hoped will prove as popular in future years.**





**Capacity crowds were a common feature while Waverley operated on the South Coast, this image captures her “Steaming Round the Isle of Wight” with a full loading.**



**With lines attached Waverley is moved into position at Portsmouth Harbour Station Pier. Portsmouth is now a vital boarding point on the South Coast with frequent loadings of well over 300 on each call.**



**Waverley’s annual sailing from Southwold Pier is often one of the first to sell out. In 2023 she once again attracted a capacity crowd for her sailing to London.**



# CHART A COURSE FOR WAVERLEY'S FUTURE

**Waverley has a lasting place in so many hearts and minds. Thankfully many choose to leave a legacy in their Will to the charity which owns Waverley.**

Waverley is one of a kind, a symbol of a bygone era, and a beloved part of British maritime history. As the seasons pass, Waverley remains as magnificent as ever, but her enduring legacy relies on more than just nostalgia.

Each season, the income generated from passenger fares, catering, and shop sales plays a crucial role in sustaining the operation, maintenance, and preservation of Waverley. However, on its own, this income is insufficient to meet the costs of essential renewal projects and the costly annual dry dock required.

To secure a future for Waverley that extends for generations to come, you have the opportunity to make a lasting impact by leaving a legacy. By including a gift to Waverley in your Will, you become a champion for the ship, charting a more secure future.

When drafting your Will, you have the option to leave a legacy for a specific purpose or for general use by the charity, ensuring that Waverley keeps sailing. Legacies have played a pivotal role in the preservation of Waverley throughout her history. They funded critical projects such as a new rudder stock installation in 2018 and major steel works during the 2020 re-boiling. Legacy funding has also supported key renewal projects, including deck repairs, the acquisition of new paddles, and the restoration of Waverley's iconic funnels.

One supporter who chose to include Waverley in their Will stated, *"When it came to writing my Will I considered what has made an impact during my lifetime and what was worthy of my support. Having seen the heroic struggle to keep Waverley sailing and understanding that she will always need further investment to keep sailing I included Waverley in my Will. I hope others will enjoy the unique Waverley experience for many years to come."*

Your legacy will contribute to maintaining, repairing, and renewing vital components of Waverley, ensuring she continues to bring joy to future generations. For example, a legacy of £10,000 could provide paddle spares for a season, while a larger gift of £50,000 could be allocated toward replacing several hundred metres of decking, preserving the original character. You may prefer to leave a specific gift, an item of value which could be sold for the benefit of Waverley's charity or future benefit to Waverley such as property or share.

For more information and guidance visit our website at [waverleyexcursions.co.uk/supporting-waverley/legacies/](http://waverleyexcursions.co.uk/supporting-waverley/legacies/) or you can contact our office. If you already have a Will and wish to update it to include a gift to Waverley, the necessary forms are available on our website. Your legacy can help ensure Waverley continues to sail for generations to come. By leaving a legacy, you become a part of the ship's history and secure its place in the hearts of future supporters.



**Many of Waverley's passengers recall sailing as children or with family members. With continued support and donations future generations will be able to enjoy the experience of Waverley.**



# WAVERLEY'S SHOP – OPEN ALL HOURS!

**Waverley's Assistant General Manager, Lucy Morley, has responsibility for all aspects of Waverley's retail business. After a record breaking year Lucy shares some of the facts, figures and ongoing merchandising strategy.**

The revenue for this season from on board shop sales this season exceeded £270,000, thanks to the increased passenger loadings over this season. The average spend per person in the Shop for 2023 was £3.29. This is slightly lower than in 2022 but that is to be expected when the ship is busier with greater loadings. It is understandable when there is a queue forming passengers will generally make quicker decisions and don't spend just as much.

As the Shop is manned by volunteers, the Shop retail running costs are minimal, and as a result, I am able to ensure we offer items at the most competitive and attractive prices (in most instances!). The Souvenir Shop should be accessible and affordable to every passenger, young and old(er) with the end result of increased sales and revenue to Waverley.

The revenue achieved via shop sales on board doesn't only contribute to the funds to maintain and operate Waverley, but it also contributes to communicating Waverley's shipbuilding heritage and education through books, publications, information leaflets and cruising guides - a part of our charitable aims.

Waverley's merchandise also plays a wider and perhaps greater role in publicizing Waverley where our passengers purchase

items to gift to friends and family, further promoting Waverley to others. During Prunella Scales & Timothy West's Great Canal Journeys, Timothy wore one of our Waverley Baseball Caps which publicized the Baseball Caps as well as Waverley very well!

## Product Range

The product range groups are pretty standard for any souvenir shop – we have Clothing, Kitchenware, Stationery, Glassware, Postcards, Edible Souvenirs, Games, Keyrings and Confectionary. Some merchandise products are simply "classic" items which I would always offer, for example the Funnel Mugs, the Waverley Chocolate and the Waverley Fudge. The question is how to develop the products within each group to entice passengers to spend. One very simple way of doing so is by updating the images on the standard product range which will definitely sell, for



**Volunteer Shopkeeper Graeme Dunlop chats with Passengers as they decide on which items to purchase. Thanks to all those who work in Waverley's Souvenir Shop all proceeds from sales go directly to keep Waverley sailing.**



example Mugs, Fridge Magnets, Postcards, Coasters etc. Images of Waverley passing under Tower Bridge will always sell well in London but we update the specific image used to encourage repeat customers to purchase.

Having new items each year as well as area specific items makes the product limited to one season, and therefore increases demand.

### Product Images & Design

Every Waverley enthusiast will have their own preferred style of image of Waverley – perhaps going astern or an aerial view. Not every image of Waverley is to everyone's taste, therefore it can be a difficult and a lengthy task selecting images which will appeal to all Waverley's passengers. There have been some long debates in our office in selecting Waverley Calendar images.

Some customers prefer to purchase an item which is specific to the area they are travelling and others can't tell the difference if the image is more generic. This year I didn't produce any Bristol Channel specific items (mainly due to the fact that I didn't have any up-to-date images), however with a bank of new photos from this year, it will be achievable and the demand is certainly there.

All products are designed inhouse by myself – perhaps one of my favourite tasks. In doing so, costs are lower and allows us to reflect the lower cost to produce to the cost of the item to the customer.

Occasionally in production, designs can go wrong and on one occasion we received a batch of mugs with Waverley's bow missing. This turned out to be a highly profitable product as we received no invoice for the mugs and sold them anyway at a slight reduced price. It happened to be the fastest selling mug in 2022.

### Shop Display

From a passenger perspective, the Shop display may seem overwhelming as there are a large number of items on display and a lot for passengers to absorb. Location is key from a sales point of view, and if there is an item which isn't selling particularly well, it's usually worth displaying it on the shop counter or a more prominent location.



**Graeme Adam is normally to be found volunteering in the Shop during Waverley's Scottish sailings but this year offered to travel to London and set up "Shop B" selling Thames sailing guides and Grand Draw Tickets.**

When booking their trip in advance, passengers receive a Welcome Aboard leaflet which outlines the Catering facilities aboard as well as the requirement to visit the Souvenir Shop. Images of various products are often used in marketing materials - Captain Eddie is often visible.

### Shop Challenges

Storage on board in the Shop is good, but in some respects insufficient at times. Located behind the middle shelves is a secret storage area of approx. 6 shelves which are almost 2 metres deep. This is of course useful for storing but in some cases not adequate enough when there are limited opportunities to get stock to the ship. I can sometimes make up to four trips to the Ship on the Clyde each week to deliver stock in the back of my car.

When Waverley is operating away from the Clyde it is a constant challenge to keep all items in stock. Given the increased on board sales this year we were regularly dispatching stock. We are fortunate in having some local supporters on the South Coast who are able to store items and then deliver them to the ship as required.

### Volunteers

I have to mention the Volunteers as they are heart and soul of Waverley's Souvenir Shop operation. It takes a special person to volunteer to work in the Shop for 10 hours each day, and the company is forever grateful for those who have dedicated their time past and present.

We are very fortunate that many offer to help out year after year but we are always happy to welcome some new faces. Offering to help with deck sales can be a good way to get involved where you can give up a few hours in the course of a day to sell Cruising Guides or Grand Draw Tickets round the decks. Please get in touch if you feel you have some time to offer.





**Geoffrey Ryder (right) pictured with Stephen Kennett during Waverley's Thames sailings. Geoffrey has been volunteering in Waverley's Shop since 1979 making him one of the longest (if not the longest) serving volunteers in Waverley's preservation career.**

### Christmas Online Sales

The Souvenir Shop doesn't close for business when the Shop shutter goes down on the last sailing day of Waverley's operating season. Souvenir sales in the lead up to Christmas

provide a healthy income during the winter months. In 2022, we introduced the Waverley 2023 Sailing Tickets which proved popular as a gift ticket as they can be used on any public sailing across a season. They are on sale again for 2024 and can be ordered until 31st March priced £49 each. Our new products for this Christmas include a new 1000 piece jigsaw and a Black Soft Shell Jacket – both of which are selling well. (Details on the back page.)

### Ideas for 2024

I'm still considering ideas for 2024, but here are a couple I want to achieve this year.

With dogs now accepted aboard Waverley, there is a market for Waverley branded dog items, so I am keen to introduce a small range of dog souvenir items.

Funnel socks! I've been investigating this for a couple of years now and I'm keen to see Funnel socks available for purchase in the Shop – a fun novelty item which is a little different.

Oven glove – this year we sold over 800 Tea Towels and I think there is potentially a market for a Waverley Oven Glove.

Bristol Channel branded products and Cruising Guide – for obvious reasons!

## ENJOY A GIN AND SUPPORT WAYERLEY!

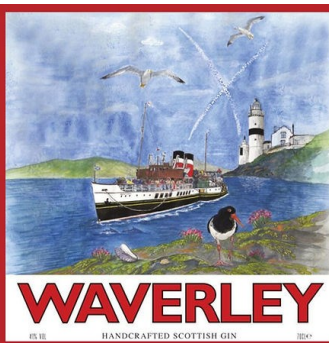


ISLE OF  
CUMBRAE  
DISTILLERS LTD



Waverley Gin is produced by Isle of Cumbrae Distillers Ltd and is handcrafted in Millport. A donation from each bottle sold by the distillers is given back to Waverley. During the 2023 season over £3,000 has been donated by Isle of Cumbrae Distillers Ltd from sales of Waverley Gin in addition to income generated from sales on board the ship.

Waverley Gin is a contemporary style London dry gin, the botanicals feature pineapple, mango and elderberry, brought together with fresh orange. Waverley Gin is best served with a light tonic and a slice of pineapple or orange. 70cl bottles can be ordered at [isleofcumbrae-distillers.com/waverley](https://isleofcumbrae-distillers.com/waverley) priced at £42 each.





# MEET VOLUNTEER & CREW MEMBER COLINDYKES

**Colin Dykes started as a winter volunteer in 2021 but as summer 2022 approached Colin found himself undergoing the various safety courses required to be a crew member on Waverley. Colin was interviewed recently for “The Funnel” to share his Waverley story.**

**What attracted you to apply as a volunteer on Waverley during the winter refit?**

My first introduction to Waverley was when I was 5 or 6. I have a very vague memory of being taken by my father to visit relatives of his in Blairmore.

However, it wasn't until the early 2000's that I started sailing on Waverley on a regular basis. I found it a good way to relax and destress usually by sitting on the upper deck and watching the world go by. It also allowed me to visit places that I had never previously visited in just one day - Iona, Tobermory, Coll, Tiree and Inverie.

When lockdown arrived in 2020 I was working for Jewson the Builders Merchant, after being on furlough for 7 weeks I returned to a massive surge of orders which we and our suppliers were struggling to fulfil. I decided it was time to take early retirement and did so in April of 2021. That summer I did seven trips on Waverley but knew I would need to find something with purpose to keep me occupied and motivated over the cold dark winter months. When I saw that Waverley was looking for Volunteers to sand and re varnish the deck seats for the 75th Anniversary I had no hesitation in applying as I had finished restoring, repainting and varnishing my own garden bench. I wanted to give something back to Waverley given the enjoyment I had from my trips.

**What tasks have you been involved in as a winter volunteer?**

Initially I was helping in the store adjoining the Waverley office. This involved fitting shelving units and fixing stock location signs to the shelves. It was only after COP26 finished that I was on the ship. The first job was to help lay foam underlay and the plywood sheets to protect the Alleyway, Dining Saloon, Purser's foyer and Tea Bar floors. I then helped with cleaning the boiler tubes before starting on the sanding and re varnishing of the benches. Once sanded we seal the bare wood with a two-part epoxy and then ideally 6-8 coats of varnish.



**Colin Dykes pictured in the Waverley workshop within the office building where some of the sanding and varnishing work is being undertaken this winter.**

Being on board meant I was asked to assist the engineers in various tasks - removing and dismantling parts of the main engine which were due for survey by the MCA - there is a 5 year rolling programme to cover all parts of the engine. Then there is the task of putting it all back together again - this included learning how to make and fit new gasket seals.

**As a crew member how have you found working on Waverley?**

I certainly had a few sleepless nights once I knew I was going to be working as crew. I have no previous experience of working on a ship and felt I would be considered as an “outsider” and that I would feel inadequate working with crew who had extensive experience of working on ships of all shapes and sizes all sailing round the world.

However my fears were soon abated and very quickly I felt “included “ as a crew member. The days can be long as Fireman, our day starts approximately two hours before sailing and finishes after the passengers have left and we have completed our shut down duties.

It has been a privilege to work on such an iconic and unique ship and the satisfaction when you see over seven hundred happy people disembark at the end of a cruise is highly rewarding.

I can honestly say I have met more people and made more friends in the last 2 years than in the last 30 years thanks to Waverley.





**Colin pictured with his PPE on before the boiler cleaning began last winter.**

#### **What are the main duties and tasks as Fireman on Waverley?**

The working day starts about two hours before sailing time. As there are three of us (2 Fireman and 1 Donkeyman) I will clean, oil and grease the steering gear, the windlass and the capstan as required. The other fireman will check and fill the grease cups and grease inside the grease rings on the engine slides, oil the oil points and fill the oil lubricators on the air pump and feed pumps, then clean the engine removing any old grease splatters over the engine. The trick here is to use sufficient oil and grease but not too much that then gets splattered round the engine.

Once the engine is turning, usually 30 minutes before sailing, if time allows, we can clean round the Engine Room handrails and polish the brass. On departure we do one hour in the engine room, one hour in the Boiler Room and one hour off until the bridge telegraphs "Finished with Engines". On the engine platform the main duty is to record the telegraph movements in the Bell Book. More importantly it is that person's responsibility to check and ensure that whoever is driving the ship carried out the correct movements and in the correct order and correct direction, forward or astern.



**Colin smiling with fellow Fireman Ross Bremner (right) after cleaning the boilers.**

In the Boiler Room we have to keep an eye on the water levels in the boilers and advise the Chief or 2nd Engineer accordingly. If necessary we can then amend the set points.

We also take turns to do the daily log and enter into the Log Book. This is a note of various temperatures, pressures from the engine, boilers and generators.

As soon as Bridge rings down "Finished with Engines" we have to check the paddle wheels for any loose or missing nuts and bolts. Any loose need to be tightened and missing replaced. Finally we will fill usually the domestic water tank and the boiler feed tank and then top both up again the following morning.

**Now you know Waverley on the inside what have you learned about her operation / preservation that you didn't know previously?**

It is quite an undertaking to operate and run Waverley as a Passenger ship. There is so much that needs to be co-ordinated and meshed together, crewing, pier accessibility, timetabling, food stores, shop stores, spare parts and consumables for the engine and boilers. There's all the marketing, ticketing, coach connections, pilots, tugs, and fuel bunkers. Then there is the legislation and compliance certificates and the annual dry docking and sea trials.

It is a real testament to all those dedicated staff and volunteers that Waverley ran this year for 5 months and no days lost due to engine, boiler or mechanical problems.

The engine maintenance is a big part of the winter program. It requires certain items to be taken to bits, checked, cleaned ready for inspection before being reassembled. What amazes me is the number of individual components that make up one item. All need to be reassembled once cleaned and any parts replaced.

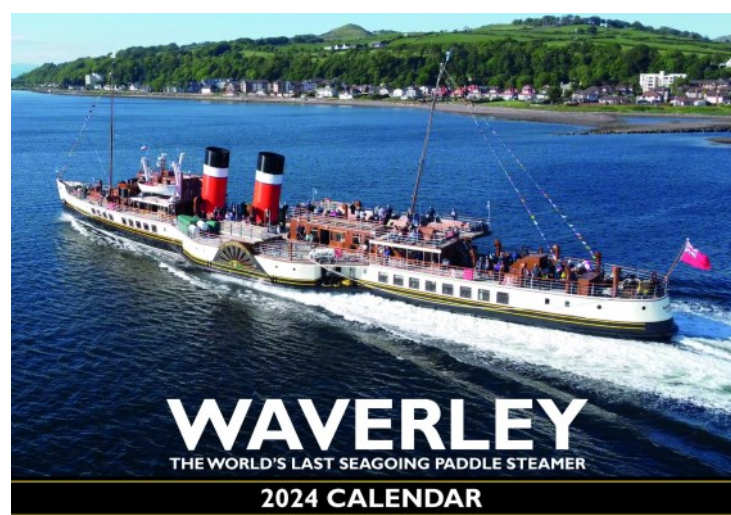
In addition to all of the above there is all the general maintenance of the paint work, woodwork, deck timbers, not forgetting the brass work - all to keep Waverley looking her best.

It is staggering to consider the sheer amount of effort required to maintain just one seagoing paddle steamer in service but I know there is a great appreciation from thousands of passengers every year.



# WAVERLEY'S ONLINE SHOP

## Waverley 2024 Calendar



Images for this Calendar have been donated by supporters who have managed to capture Waverley in all areas of the UK. If you would like to feature your photos in our 2025 Calendar, please forward your photos to [info@waverleyexcursions.co.uk](mailto:info@waverleyexcursions.co.uk). Special thanks to our 2024 Photo Contributors: Allan Smith, Richard Clammer, Margaret Skee, Alan Graham, Martin Blay, David Skilton, Malcolm Lee, Dennis Hardley & Paul Rapson. [info@waverleyexcursions.co.uk](mailto:info@waverleyexcursions.co.uk) | 0141 243 2224 | [waverleyexcursions.co.uk](http://waverleyexcursions.co.uk)

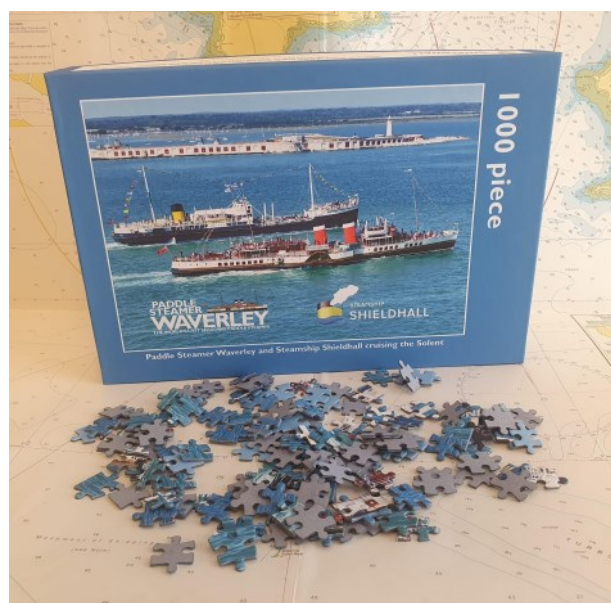


Waverley Steam Navigation Co. Ltd. - a charity registered in Scotland SC005832 | Waverley Excursions Ltd., 36 Lancefield Quay, Glasgow, G3 8HA  
In association with the Paddle Steamer Preservation Society.

Waverley's 2024 Calendar features stunning images of the ship in all the areas she operates around the UK.

**£12.95 including P&P**

## Waverley & Shieldhall Jigsaw



Paddle Steamer Waverley & Steamship Shieldhall  
cruising the Solent – 1000 piece jigsaw puzzle.

**£29.95 including P&P**

## Casual Jacket - NEW



Waverley embroidered Soft Shell Jacket in Black with  
pockets. Available in five sizes.

**£39.95 including P&P**

A wide range of exclusive Waverley souvenirs and gifts can be ordered online.  
2024 Sailing Tickets can be ordered, making the ideal Christmas gift ticket for friends and family to enjoy  
a Waverley cruise next season. Visit the online shop at [waverleyexcursions.co.uk/shop](http://waverleyexcursions.co.uk/shop)

**Thank you for being a Friend of Waverley.**  
**Your continued support is valued and will help safeguard Waverley in operation.**

Waverley Steam Navigation Co. Ltd. | A charity registered in Scotland SC005832  
Waverley Excursions Ltd. | 36 Lancefield Quay, Glasgow, G3 8HA  
0141 243 2224 | [waverleyexcursions.co.uk](http://waverleyexcursions.co.uk) | [info@waverleyexcursions.co.uk](mailto:info@waverleyexcursions.co.uk)