



WATERSPORTS ADVENTURE TRAILS CONCEPT GUIDE AND QUALITY CRITERIA



1. Overall Objectives of the Watersports Adventure Trails.

The “Balades Nautiques” (Watersports Adventure Trails) can be loosely interpreted to be trips on and around water (lakes, rivers or coastal areas) including an experience with a watersport or water-going vessel.

Learning a watersport and perfecting technique is not necessarily the central theme of the package, (but extreme sports are not excluded) rather, marine leisure (inland or coastal) is the means by which the customer explores the natural and marine heritage environment of the area.

Packages/routes can take as little as an hour or half a day, or as much as a full day or a few days.

Any kind of organisation can participate in delivering the package and in some cases a few organisations can work together to provide some of the longer discovery packages: watersports clubs/associations, private enterprises, public bodies.

The main requirement is that only the instructors/coaches/guides are certified by their relevant body and not the organization offering the package.

2. The Customer Base.



The majority of packages should be accessible to most physical/mental abilities but some can offer a more advanced watersport skill or level of ability.

There are two levels:

- **'Balade nautique' 'Wet and Dry Adventure' (working title)** package: an itinerary that is fully accessible for all ages and abilities including disabled access.
- **'Rando nautique' or 'Watersports Discovery' (working title)** package: an itinerary that may require physical effort or some skill in a watersport.

Participation in certain activities within packages can be optional or compulsory depending on the trip, the equipment used, the instructor and local legislation.

A minimum age may be required for some packages.

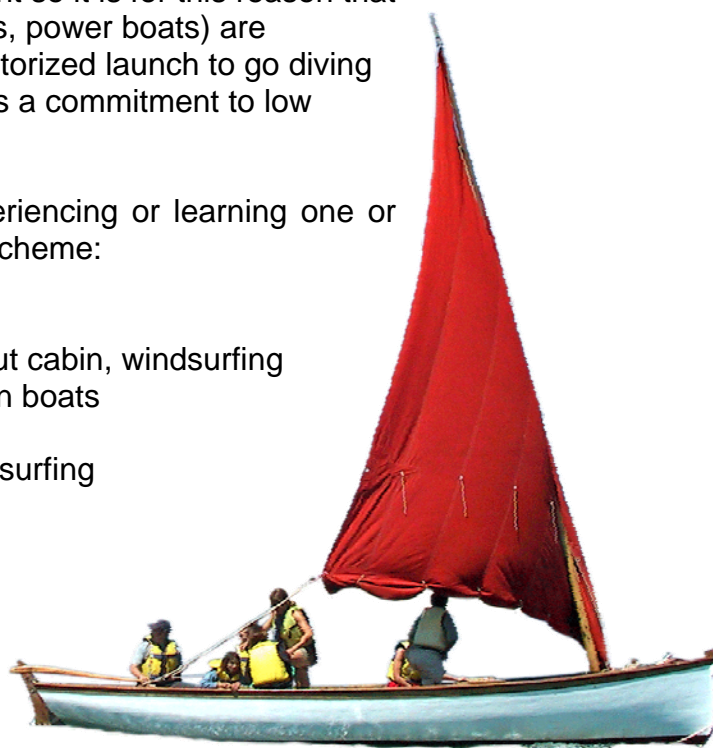
In all cases, taking part should be possible without too high a level of technical expertise.

3. Means of aquatic transport/watersports.

All types of marine leisure and watersports, are eligible as part of the scheme. The underlying theme All types of marine leisure and watersports are eligible as part of the scheme. The underlying theme however, should be to respect and promote the natural environment so it is for this reason that motorized watersports (eg: jet-skis, zap cats, power boats) are excluded from the scheme. However, a motorized launch to go diving would be allowed providing the operator has a commitment to low carbon and sustainable operation.

Any package that incorporates experiencing or learning one or some of the following is eligible to join the scheme:

- Traditional boat trips
- All types of sailing craft with or without cabin, windsurfing
- Pirogues, canoeing, kayaking, dragon boats
- Sand-carting
- Stand-up paddle surfing, kitesurfing, surfing
- Coasteering,
- Rowing, sailing and rowing boats



- Subaquatic trips: explorations of natural and / or arranged underwater trips (eg snorkeling)
All new sports must be validated by the NEA2 Steering Group.

4. Supervision and instruction.

All package operators must be fully National Governing Body qualified, experienced and insured to deliver the service offered.

Knowledge of the local environment and places of interest, refreshments etc. are essential.

Training modules for the guides must be organized by the partners of each region.

The support or involvement of another more experienced partner may be valuable in some cases.

5. Clothing and safety equipment.

This is to be provided in accordance with local legislative requirements.

Clothing and safety equipment provided should be clean, comfortable and in good condition.

Specialist clothing eg: wetsuit, flippers, life jacket must as new as possible, clean, comfortable and in excellent condition.

6. Nautical equipment::

This is to be provided in accordance with national safety standards of each country.

It must correspond to the customers' needs and expectations in terms of:

- Attractive appearance
- Cleanliness (cleaned after each trip)
- Perfect working condition

7. Publicity.

The provider has to create in any communication (leaflets, posters, web site):

1-The brand logo " Balades and Randos Nautique Atlantique " / " Atlantic Watersports Adventure Trails"

2-The following customer commitments at least:

- The guide is professionally qualified and has local area and environmental knowledge
- Safety and comfort equipment is supplied
- the equipment is in perfect condition and clean
- the activity is environment-friendly
- all packages must start on time

3 – All communications must include the agreed brand logo "Watersports Adventure Trails" and the EU flag.

4 - A colour code system in all publicity is used depending on the watersports offered (see exact pantone colours used in the Balade and Rando packages and try to use the same):

- blue : subaquatic activities
- green : kayak, canoeing, pirogue, standing paddle
- yellow : traditional boats
- red : modern sailing boat
- sand : sand-yachting
- orange : rowing

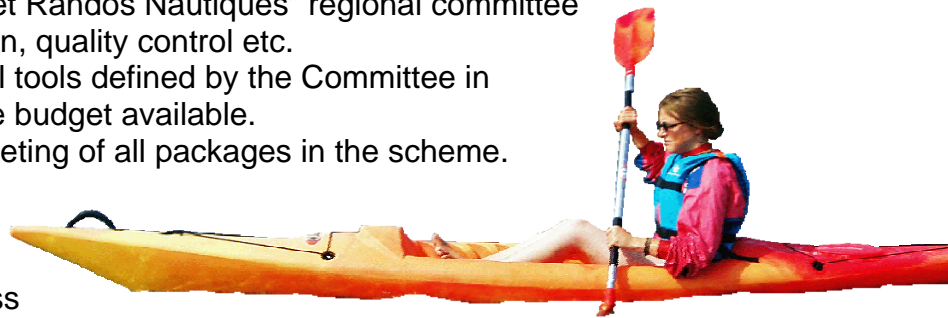
5 - A separate leaflet must be produced for each package. It must include:

- Header: the mention "Watersports Adventure Trails", the title of the "Balade" or "Rando" Package, the place, your regionalized brand logo if you have one.
- The price
- Photo/s of the guide/s and their qualifications and their role.
- Duration of package
- The audience (minimum age, mobility, accessibility, skill level) .
- Equipment supplied – craft, equipment and safety gear.
- Description of the package.
- The provider commitments.
- A map.

8. The commitments of the package provider.

1 - The regional partner commits to:

- Only certify "Watersports Adventure Trails" packages that follow all of the requirements as set out above.
- Coordinate the certified packages.
- Lead the "Balades et Randos Nautiques" regional committee providing information, quality control etc.
- Provide promotional tools defined by the Committee in accordance with the budget available.
- Carry out joint marketing of all packages in the scheme.
- Find sponsors.
- Train providers with environment and other awareness skills.
- Lead the development of "Watersports Adventure Trails" initiative.
- Guard against the improper use of the brand.



The packages and associated instructors are certified by the scheme and not the centre/organisation that they work for.

" Balades Nautiques ", "Randos Nautiques", " Nautical Guide " are registered trademarks in the INPI.

2 - The package service provider commits to:

- Provide to the regional partner an application form for each package.
- Provide any information about any changes in the package each year.
- Deliver the package in accordance with the requirements.
- Provide any information required for the further development and promotion of the packages (Statistics, attendance...).

