

A man in a brown suit and striped tie stands next to a classic black car with a chrome grille and headlights. The car's license plate reads 'EGV 321'. In the background, a blue yacht with a Union Jack flag and colorful pennants is visible against a clear blue sky.

A lifeline

ON THE WATER

ARIADNE Yacht Management is a company with a rich heritage. Directors Darrell and Steven Bell hail from a family that has an estimated 170 years' worth of experience within ship owning and management, traceable back to 1843 when their great uncle, prominent businessman Robert Campbell, established the Missouri River Packet Company, which operated steamships travelling between St Louis and New Orleans in the USA.

FAMILIARITY: Being able to trace their company history back to the 1800s creates a vibrancy that Darrell is proud of and sets the company apart from competitors. 'How many company directors in the industry can say that, in 1859, their family gave Samuel Clemens his first job onboard a ship as captain?' he asks. Samuel Clemens may, of course, be more recognisable as author Mark Twain, who based the *Adventures of Huckleberry Finn* and *The Adventures of Tom Sawyer* upon his time spent onboard.

Both directors have commercial ship and yachting experience; Darrell previously worked upon renowned superyachts Stargate, Pelorus and Le Grand Bleu, among others. He believes the organisation's wealth of knowledge will mean clients view it as a trustworthy and reliable company they can have confidence in.

'It's important for owners to know their vessel is in safe hands, and we like to think that, in addition to the captain and crew onboard, we are a safety net for them,' he adds.

GUIDANCE: Ariadne Yacht Management provides an abundance of services, tailored to clients' needs, to assist in the day-to-day operation of yachts over 24 metres in length. These range from invoices and accounts, yacht registration, health and safety and security audits to managing refits and repairs, maintenance, crew management, travel arrangements for both guests and crew, and even specialist shopping from the likes of Harrods or Fortnum & Mason.

The company provides clients with bespoke safety and security systems (ISM/ISPS) that differ for each yacht and are simple to use while covering all regulations. 'Many standard, off-the-shelf ISM/ISPS packages are out of date and filled out by the onboard crew, which entails a considerable amount of extra work and may not be undertaken correctly,' Darrell explains. 'Today, numerous large yachts are sadly wading around in operational paperwork, which can be a great headache for the crew and owner – we aim to be the aspirin.'

QUALITY: As a family-owned, boutique company, Darrell recognises that it is imperative his close-

As a company with a great deal of **experience** to share,

Ariadne Yacht Management **stands out** from the crowd

knit team maintain high-quality standards and a personal service. 'We have a somewhat old-fashioned approach to our service standards and beliefs, and we have an amicable relationship with both clients and suppliers. All our team members are qualified to deal with most requests immediately and accurately. Clients know they can call at any time, day or night, and be able to speak to us personally.' This approach has certainly paid off, with most new projects reaching the company via word-of-mouth referrals or returning customers.

Darrell looks to retain a low-key British quality image and high-quality reputation, holding similar values to Rolls-Royce and Bentley. 'I am fortunate enough to have a brace of Bentleys in the garage that I am very fond of,' he says. 'We can relate to characteristics such as hard work, dedication and ingenuity, which led Charles Rolls and Sir Henry Royce to build up the marque that exists today.'

'The family is fortunate enough to have always been in a position to have and understand quality and to appreciate the benefits that go along with it. We still realise this today, and we ensure the services we provide are of the finest quality in the industry and work tirelessly so that our client base feels the same way.' ■

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