

Sponsors give more than cash



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I HAVE always preached that sponsorship is not about just taking the money and sticking a logo on the side of the boat.

It is a partnership and you are often expected to be an ambassador for the company who have chosen to sponsor you.

When my new P1 sponsor, Lean Manufacturing & Resourcing invited me to their training seminar to learn how to apply Lean to prepare the race boat and team for the coming season, I thought I should go as I did not have a clue what they were talking about.

LMR are experts in applying Japanese manufacturing methods in a wide variety of industries around the world. They convinced me that applying these tools and techniques

SHELLEY Jory is one of the UK's leading powerboat racers and the top female in her sport. Last year she became the face of Honda Powerboat Racing. Each month Shelley gives All At Sea readers an insight into her amazing life.

to offshore racing would give team LUCAS OIL a greater competitive advantage over our rivals – and I certainly need every bit of help I can get against the big boys in Powerboat P1.

After attending the Lean training seminar, I realised just how powerful Lean really is and what it could mean to the team. After all, F1 motorsport has been using it for years.

Tools such as *Visual Management*, *Standardised Work* and *Quick Change Over* were demonstrated in a structured implementation model called the Lean Temple.

Using this system is helping us to create a foundation, from which the team can apply continuous improvement to each aspect of the boat.

The seminar demonstrated how visual techniques are used to understand the overall race team

status in less than three minutes without speaking to anybody. Everyone can see at a glance the problems we have and what needs to be done.

We are transforming the pit area into a dynamic environment driving transparency into all tasks. The Visual Pit has two components, project management and an organised working environment.

The information centre contains the data to manage all tasks and results. It is the focal point of communications, highlighting and tracking problems raised and countermeasures to be implemented. Back to basics with good old pen and paper. Well a white board and marker pen actually!

The pit has been organised on the basis of a place for everything and everything in its place. One thing that rattles a good race engineer is

when you do not return tools to the right place. The use of a shadow board in the race workshop sounds simple but makes life and teamwork a whole lot easier.

What really stood out to me from the seminar – was a simple statement 'treat your team member as the next customer'. In other words do not pass on errors to the next stage of the process.

I have not only applied this to the race team but also to my bridal business where a wedding can take a year to plan and customers' goods pass through a team of nine staff before the big day.

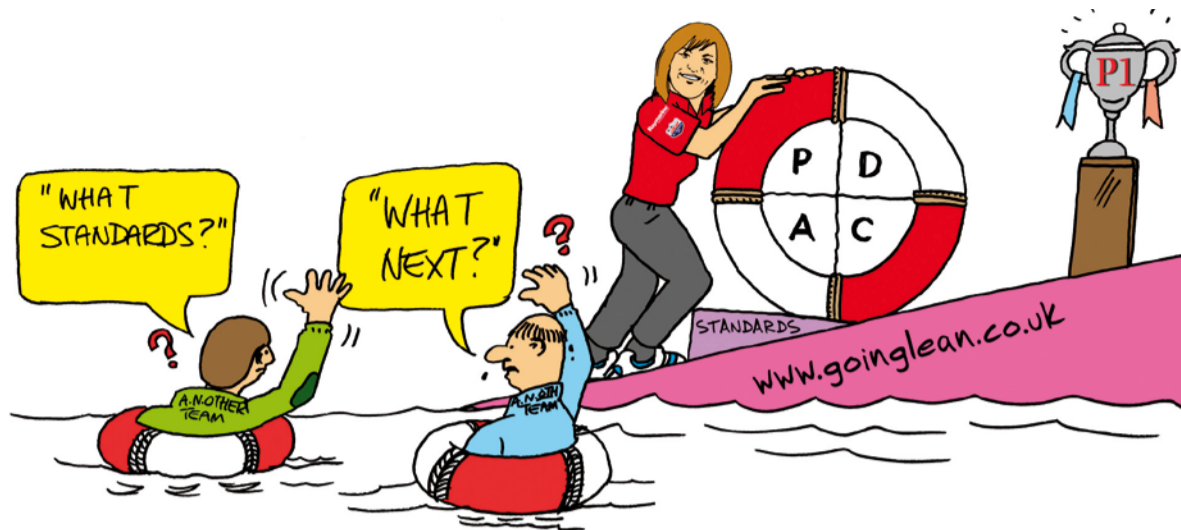
I have been impressed by the power of LMR's approach to practical problem solving and our team have

adopted PDCA - Plan, Do, Check, Action.

In the early part of the season we encountered many opportunities for improvement. Not satisfied with band-aid solutions, we focused on the 'Five Whys' to obtain the root cause. Countermeasures were put in place and new standards developed to prevent the problems reoccurring.

I am convinced that using Lean will give Team LUCAS OIL a competitive advantage. LMR are continuing to help me and the team, so here's to a winning start to the P1 season.

Check the web site out – www.goinglean.co.uk



Letters

Looking life and death in the face

THERE are more people drowned at sea each year than die accidentally on land and yet how many pleasure sailors have seen a marine fatality and would know how to deal with it? Mercifully few.

Thank goodness the nearest most of us get to death on the water is throwing fenders over the side and pretending they are men overboard or doing resuscitation courses on cold winter nights in some godforsaken village hall.

But faced with what we think is the real thing, how would we react? We like to think it would be with courage and fortitude. But I have to admit that when it happened to me, I could hardly have come out of it with less credit if I had tried.

Profession is good for the



UP THE CREEK
A sideways look at sailing by Tony James

soul, so here is the whole sorry story. A friend and I were bringing a Moody 36 home on a leisurely delivery from Falmouth to the French coast, reading our novels under the cockpit awning as we chugged along under motor during a week of glass calms. The biggest drama had been when we forgot to make more ice-cubes. Certainly there was no indication that we were steaming slowly but steadily towards a drama of what appeared to be life and death.

So it was that on a sweltering hot late

summer afternoon that I found myself in the Brittany port of Douarne with its retained-water harbor containing a treasure-trove of vintage sail and unlikely marine relics and them the retired Scarweather light which for years guarded the sand of Swansea Bay.

We had time to spare and my friend phoned home I took my camera down to the waterside to photograph the lightship I had to walk a narrow tree-hung track and down a bank thick with brambles, to the water's edge.

Human life is precious

IN his regular *Up the Creek* column last month Tony James wrote about an incident when he thought he saw a dead body but ignored it. His story provoked mixed reactions, not least from Dame Ellen MacArthur and her Offshore Challenges Sailing Team. Tony described how he walked on by, went out to dinner and even worried about catching the tide. Fortunately next day he found out there had been no body, his eyes and mind had deceived him. He admits he did not come out of the incident with any credit but his experience made for a cautionary tale about how we cannot be sure how we might react in an emergency.

Here are some of the comments:

TONY James' *Up the Creek* column last month described how he thought he saw a dead body and then ignored it. He seemed more concerned about eating a good dinner and catching the tide.

We felt his column was distasteful and ambiguous. We are concerned that anyone might consider that the behaviour described was acceptable. We do not think the moral of his story was clear and feel it was a misguided piece of editorial.

Human life is precious. We must never be tempted to turn a blind eye and ignore our responsibilities to others.

Offshore Challenges Sailing Team

TONY James is right. No-one really knows how they would react in a crisis. I like to think I would behave differently but now I'm not so sure. *T. Hazzard, Liskeard*

NOT many people would be brave enough to write about a frightening event and lay bare their own shortcomings. Tony James dealt with an obviously traumatic experience with refreshing frankness.

S. Francis, Plymouth

APRIL's *Up the Creek* column made fascinating reading. Not many of us so readily admit our failings. I admire your writer for his honesty. *G. Ody, Minehead*

Tony James says:

I honestly recorded my reaction to a serious situation even though I did not come out of it with much credit. It is what happens when you are actually confronted by something you hoped would never happen. I tried to explain exactly why I behaved as I did and "walked away on the other side". Luckily no one was dead and no harm was done. I am the only person who comes out badly.

FOR most of us boating is a pleasurable leisure pastime that takes place on a potentially dangerous medium. Tony James' experience shows that we owe it to others, and ourselves, to be prepared to act correctly in the face of tragedy - *Editor*

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