



flexible, hassle free boating



BOAT CLUB

Enjoy unrivalled access to a fleet of motor boats and sailing yachts across a range of stunning locations.

Club membership is tailored to fit around your lifestyle. Reserve a whole boat or a crew place using our simple online booking system and cast off. The Pure Latitude team takes care of everything while you enjoy your time on the water. No maintenance, no hassle, just pure pleasure.

Our membership plans suit most experience levels and budgets, whilst our friendly team provides fantastic support, training and an extensive range of events.





“The boats are immaculate, membership is flexible and the events offer incredible value... We didn't want the hassle of owning our own boat or the substantial running costs so joining Pure Latitude was a no-brainer”

Mandy B. member since 2011, favourite boat - Pure Magic

**All the enjoyment of
owning a boat
with none of the responsibility**



“ It’s not just access to a great fleet of boats – I have used my points to attend a number of events on the water. Watching Cowes Racing at very close quarters was really exciting and is an amazing perk of membership”

Rob B. member since 2014, favourite boat -
Pure Schnapps



PURE MAGIC

UNFORGETTABLE EXPERIENCES

Whether highly experienced or taking to the water for the first time, Pure Latitude is a practical and affordable solution to enjoying quality time afloat.

Leave life's everyday pressures at home and relax. Explore new harbours and anchorages with friends, swim from the boat with the kids or enjoy beautiful evenings onboard under starlit skies.

Develop your boating skills and push the boundaries with over 150 event days to choose from. Take the opportunity to race or spectate at the UK's top regattas, enjoy bespoke RYA training or enjoy shared cruising and coastal adventures with other members.



The on-hand support and mentoring, not just for me but for the whole family, has made the biggest difference to our enjoyment of sailing”

Mark P. member since 2012, favourite boat - Lizzie



“

With access to a range
of boats, availability is
instantly multiplied”

Joe F. member since 2012, favourite
boats – all sailing yachts



“

I feel I get luxury, but at an affordable price”

John E, member since 2016, favorite boat -
Pure Coincidence



PURE CLASS

OUR ELITE FLEET

A superb range of
boats at your fingertips.

Cruise with comfort and
performance on our easy to
handle sailboats. Enjoy the
speed and handling of our
power fleet. With a wide
selection of boats from 20-
60ft, you'll be spoilt for choice.





PURE BEAUTY

STUNNING LOCATIONS

Cast off from any of our spectacular locations around the UK and overseas.

Our headquarters on the picturesque and bustling River Hamble provides easy access to the Solent and everything it has to offer. Add a selection of further bases around the UK and abroad and you can experience a host of attractive anchorages and delightful destinations.

Real flexibility means you can explore new places or re-visit old favourites each time you book.





“

The range of boats and locations is great. In my first year with the club I explored the Solent – it’s a great location with lots of destinations and is ideal for learning and building confidence. In my second year, the other locations came into their own. They add real variety and make Pure Latitude a long-term solution for me”

Ian N. member since 2014, favourite boat – Dufour 375 at Hamble and Plymouth

PURE AND SIMPLE

HOW IT WORKS

Whether you want access to the entire Pure Latitude fleet, a single boat that you can call your own or a range of crew experiences, our simple points system provides highly flexible boating, tailored to you.

Members have an online account with points to spend. Simply login and choose how to spend your points - which boats you take out and when. Weekend days use more points than weekdays and of course bigger boats use more than smaller boats. Book months in advance or leave it right up until the day you want go out.

Annual plans, comparable to the cost of a marina berth, offer excellent value and affordability.



“

The constraints of my job often prevent me from planning time off in advance but luckily the system caters for last-minute decisions so, if work allows and the weather is looking great, I can book a boat, leave my office that evening and be on board within two hours”

Mike K. member since 2014,
favourite boat – Plan B

PURE LOGIC

“ Pure Latitude is such a great way to enjoy sailing, no worries about maintenance and the simple online booking system makes it easy to choose a boat and get out on the water. Through the training support I have received and the member events, I enjoy being part of a very special club”

Clare D. member since 2015, favourite boat - Pure Pressure



IT MAKES PERFECT SENSE

Get in touch today and you could be on the water tomorrow...

www.purelatitude.com | 02380 001234

pure latitude
BOAT CLUB

MEMBERSHIP PRICING

Flexible boating to suit you.

£ What can I spend my points on?

Exclusive use of boats	✓
Skippers (if required)	✓
Training & RYA courses	✓
Crew events	✓
Yacht racing	✓

Buy points to spend on the type of boating you enjoy

Our unique points system provides truly flexible boating. You simply choose how and when to spend your points – on boats, skippers and a wide choice of events and training options. The more points you buy, the better value they are:

Annual Points	300	450	600	750	900
Typical Usage (Days)	10	15	20	25	30
Monthly Fee	£350	£500	£600	£700	£800

How to Save

Pay annually in advance or take a multi year plan.

Seasons and Availability

A key facet of any shared use scheme is the ability to get afloat at times that suit you. We manage both supply and demand carefully to ensure good availability and importantly, annual points are allocated across our 3 seasons below. Also, to ensure you don't waste any, you can exchange points between seasons at pre-defined rates.

LOW		MID		HIGH				MID		LOW	
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec

+ Additional Charges

- 1. Joining Fee**
A one-off fee of £995 applies to all new or rejoining members.
- 2. Fuel and Engine Charges**
Fuel included for sail and riverboats, charged at cost for motor boats. A charge is made for engine usage per hour.
- 3. Accessories**
Spinnaker, dinghy, outboard, paddleboard plus cleaning and catering options available at additional cost.

Risk Free

Ask about our 100% Satisfaction Guarantee.

MEMBERSHIP EXAMPLES

To suit your budget and lifestyle.

450 points (£500 per month) buys around 15 days on the water, spread across the year. How you spend your points will vary according to your experience and boat preferences.



COMPETENT SKIPPER

Take your friends and family sailing on a range of boats from a variety of locations. Join adventure cruises, specialist training days or even racing with other members.



TRAINING FOCUS

Start with some bespoke training on a 1:1 or shared basis, complemented by some experience building events, moving on to your maiden skippering voyage.



SKIPPERED BOATING

If you want someone to take responsibility for the boat whilst you crew, learn or simply sit back and enjoy the ride, then no problem – book a skipper with your boat.

BOATS, LOCATIONS & POINTS

A superb fleet of boats at your fingertips.

Our sail and motor fleet includes boats from some of the world’s top boating brands, including Axopar, Dufour, Hanse, Beneteau, Jeanneau and X-Yachts. Whether you prefer powerboats, motor cruisers, cruising sailboats, performance sailboats or river boats, we have it covered. All our boats are regularly maintained by our experienced in-house team to ensure they are always ready for you in excellent condition, so you can be sure of a fun and safe day out.

Type	Location	Model	Boat Name	Year	Cabins	Sleeps	Max. Crew	Weekday Points	Weekend Day Points
SAIL	Hamble	Beneteau Oceanis 30.1	Pure Ambition	2020	2	6	6	15	30
	Hamble	Dufour 325	Lizzie	2012	2	6	6	15	30
	Hamble	Dufour 34	Pure Magic	2008	2	6	8	15	30
	Lymington	Hanse 345	Pure Schnapps	2016	3	7	8	20	40
	Hamble	Hanse 345	Pure Therapy	2017	3	7	8	20	40
	Hamble	Hanse 348	Pure Vision	2020	3	7	8	20	40
	Hamble	X-Yacht 37	Pure Attitude	2008	2	6	8	20	40
	Hamble	Dufour 375	Kaboodle	2012	3	8	8	20	40
	Plymouth	Dufour 375	Pure Escape	2013	3	8	10	20	40
	Hamble	Jeanneau 389	Pure Pressure	2018	3	8	10	20	40

Type	Location	Model	Boat Name	Year	Cabins	Sleeps	Max. Crew	Weekday Points	Weekend Day Points
MOTOR	Hamble	Ballistic 6.5 Rib	Pure Petrol	2008	0	0	6	10/5	15/5
	Hamble	Axopar 28	Pure Coincidence	2020	1	2	6	30	45
	Hamble	Beneteau Antares 30	Plan B	2010	2	6	8	30	45
	Lymington	Beneteau Antares 30	Pure Passion	2016	2	6	8	30	45
	Windsor	Stevens 34 Riverboat	Pure Carma	1988	2	7	8	20	30
	Hamble	Jeanneau Prestige 36	Patrician	2008	2	5	10	40	60

* A day is a full 24 hour period starting at 7pm, except the rib which operates a day and evening slot

Supplementary Boats and Locations

In addition to our core fleet, membership also provides access to some additional boats and locations.

Type	Location	Model	Boat Name	Year	Cabins	Sleeps	Max. Crew	Available to members at discounted rates, payable in £/points.
SAIL	Hamble	Hanse 548	Kingfisher	2018	3	8	12	
SAIL	Mediterranean	X-Yacht 46	Impulse	2010	3	8	12	
MOTOR	Hamble	Fairline Squadron 58	Pure Liberty	2012	3	8	12	

EVENTS & POINTS

A carefully crafted calendar of events to complement your own boating.

Events are a great way to meet other members but also to push your boating boundries. Hone your skills with our bespoke training days or explore further afield by joining our coastal and offshore adventures. Race or spectate at the UK’s top regattas. Let us help you organise that special family occasion or corporate day.

Join as many events as you like, and bring family and friends as well.

Simply book on a per person basis and pay with your membership points or at the cash equivalent if you prefer.

All of our events are run by professional skippers with the full support of the Pure Latitude team. See our online event calendar at www.purelatitude.com for the full range of events.

Example Pricing - Points Per Person

	Weekday	Weekend day
Sail Event	15-20	20-30
Motor Event	20-30	30-40

Social

Shore based socials
Rallies
Easy day sails
Motorboat days
Event spectating

Training

Boat handling
Sail trim
Safety training
Strong wind techniques
Shorebased days

Adventure

Channel Islands explorer
West Country cruises
Mediterranean adventures
Cross Channel trips
Baltic discovery

Racing

Fastnet race
JOG Series
Giraglia Regatta (Med)
Round The Island
RORC Racing

Bespoke

Special occasions
Team/client away days
Reward days
Exclusive venues
Tailored to you





02380 001234 | www.purelatitude.com