



**GRAND HARBOUR MARINA
INTEGRATION
OF A
YACHT MARINA
IN AN HISTORIC CITY**



Good Morning.....

- I'd like to introduce myself to you – I'm Anna Tabone, Sales and Marketing Manager of Grand Harbour Marina in Vittoriosa, where you will be visiting this afternoon. I have been involved in the yachting industry in Malta for more than 30 years, and consider myself very fortunate to be able to work in an environment that I have a great passion for.

The Company

- Grand Harbour Marina is a joint venture between local and foreign investors, and was established in 2001. Grand Harbour Marina is in association with Camper & Nicholsons Marinas. Camper & Nicholsons, are also the operators of Grand Harbour Marina.

**Camper &
Nicholsons**
YACHTING SINCE 1782
MARINAS

Since 1782 the name Camper & Nicholsons has been synonymous with quality marine industry services. Camper & Nicholsons built some of the most beautiful yachts in the world, many of which have lasted to this day.



The Project

- The Government of Malta keen to regenerate the Cottonera region, invited interested parties to put in their proposals.
- After many controversies, the Cottonera Rehabilitation Project tender was awarded to two consortia.

The Project.....

- The programme included rehabilitation and restoration of historical buildings, churches and fortifications as well as the construction of a yacht marina that would be catering for all yachts, with a particular interest in having a state of the art marina for superyachts.
- The vast International experience of Camper & Nicholsons, together with the local knowhow of the most prominent business men in Malta, this project had the ingredients of achieving great successes.

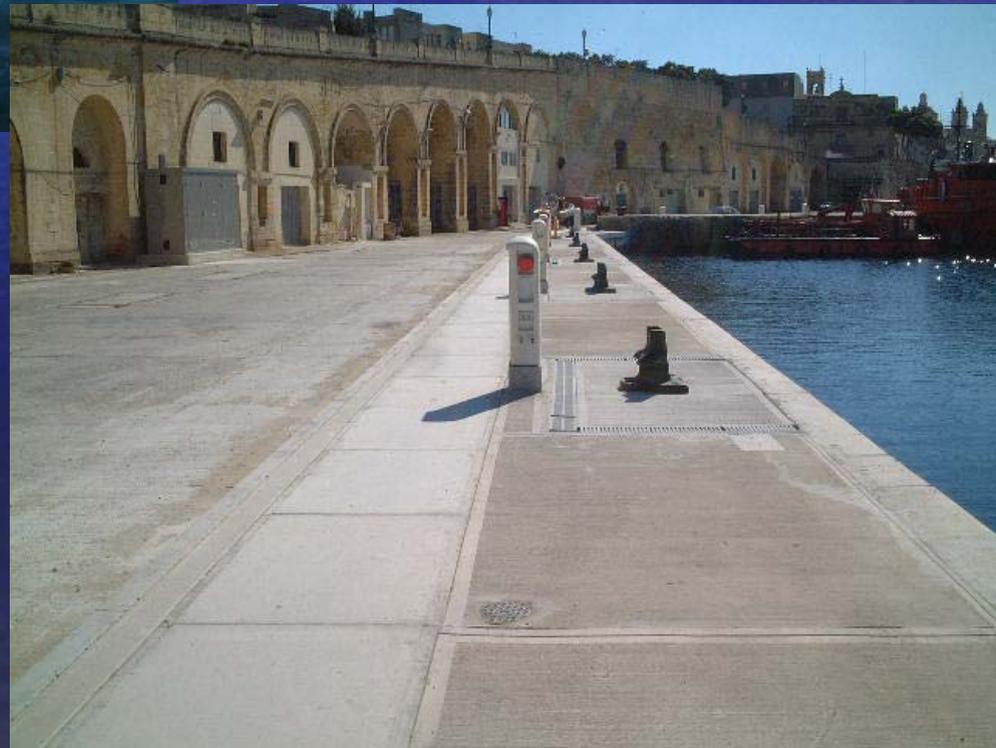




BEFORE



AFTER



Completion and Inauguration

- The first phase was completed in August 2003, and in November 2005, Grand Harbour Marina was officially inaugurated by Her Majesty Queen Elizabeth II, in the presence of our Prime Minister Dr. L. Gonzi, Directors and guests.



TO CELEBRATE THE INAUGURATION OF
GRAND HARBOUR MARINA
BY
HON. MAURICE QUINN, MINISTER
IN THE PRESENCE OF
THE HON. LAWRENCE GOUGH,
K.C.M.G., M.P.,
PRIME MINISTER OF IRELAND
20 OCTOBER 2007





GRAND HARBOUR

MARINA
MALTA

Integration.....

- 'Integration' According to The Thesaurus, means
- Addition
- Mixing
- Incorporation
- Combination
- Amalgamation
- Adaptation

Vittoriosa – Bormla – L-Isla

The Three Cities

- All this and more was required for Grand Harbour Marina to integrate in the historical city of Vittoriosa and its environs the 3 cities.
- I'd like to give you a few facts firstly about Vittoriosa, which highlight the city's characteristics and that of its proud people.

Typical street in Vittoriosa



Birgu - Vittoriosa

- Birgu, which is also referred to as Vittoriosa, was one of the most important towns in medieval Malta. Fort St. Angelo, a jewel in the crown of Malta's rich military heritage looms majestically on the tip of the promontory of Vittoriosa, guarding the entrance to the marina.
- In 1530, the Knights of Malta made it their home.
- Auberges, Palaces and Churches were built in Vittoriosa, from where they administered the island.

Continued....

- In later years, prominent members of the Maltese nobility and society were residents of Vittoriosa. Leading personalities in Maltese Politics were born here. After II World War, most of the nobility left the city of Vittoriosa, leaving a beautiful medieval city in a depressed state.
- Thanks to the efforts of the Mayor and his council, Vittoriosa has again become an important city, not only for the citizens of Vittoriosa to be proud of, but all of Malta.

Cospicua - Bormla

- Cospicua is situated at the head of Dockyard Creek. It developed as a suburb of Vittoriosa in the mid-16th century and was a thriving settlement, known then as Bormla, before it was severely damaged by the Turks in the Great Siege of Malta in 1565.
- It was rebuilt and refortified after 1565 and benefited economically from the shipping activities of the Knights.
- Most of the old buildings were destroyed in World War II and little remains to remind us of its great history.

Senglea – L-Isla

- Senglea lies on a small, narrow peninsula between French Creek to the west and Dockyard Creek to the east.
- In 1552 a fort was built on the peninsula by the Knights of Malta, and the town was founded in 1554 by the Knight's Grand Master Claude de la Sengle.
- Subsequently fortified, it played an important role during the Great Siege of Malta in 1565, when it suffered heavy damage. Extensive redevelopment and the establishment of commercial and shipbuilding facilities made it the most prosperous of the Three Cities in the 18th century.
- Senglea was almost completely destroyed in World War II air raids. Its ship-repair yards have since been rebuilt and provide a major source of employment.
- The people of L-Isla had integrated very well with the British Navy, in fact you will find that many of the surnames are very British indeed. They have a flair for commerce and were the first to recognize that having the marina in Dockyard Creek, could be advantageous for the catering establishments on their waterfront.



Addition

- To get back to our subject of 'Integration', it was tantamount that the addition of Grand Harbour Marina, would be instrumental in the regeneration of the area, and form an integral part of Vittoriosa. To achieve this, the design of the marina had to compliment the imposing backdrop.
- We had to ensure that there was no negative impact on the environment, the seabed with all its 'treasures' as well as protecting the fauna. Grand Harbour Marina went through a great expense to have monitoring archeologists and biologists on site throughout the project. Hence we achieved the integration with nature.





Mixing

- Another facet of 'Integration' is mixing - the mixing of foreign clients with the locals and vice versa, with the various different cultures and whether we like to believe it or not, for local yachtsmen to get over the barrier of 'the South'.
- Whilst no one has a monopoly on any area, one always feels that investors can be considered exploiters and any newcomers are considered outsiders or aliens. Showing respect for this fact is your first step to mixing.



Incorporation

- Incorporating the needs of the local community with your plans is another step towards 'Integration'. The local boats men, who had moorings in the creek required alternative moorings within the waters granted to Grand Harbour Marina to manage. These moorings, 300 in all, are on the I-Isla side, the Bormla side and also on the pontoons on the Vittoriosa side, alongside clients, creating a colourful ambience – a true picture of 'integration'.





Combination

- A combination of services such as restaurants, laundry, chandlery bars, supermarkets etc offered by the local communities is required from a commercial aspect.
- Within the 3 cities, these services which were unavailable up to some time ago, is another proof of successful 'integration' .



Amalgamation

- Amalgamation with the people of the three cities, can only be possible by showing a respect for the area, the people and their traditions.
- Understanding the different characteristics of the people of Vittoriosa, Bormla and L-Isla was crucial to create a good working relationship with the various Councils and associations.
- Job creation is no longer looked upon with skepticism, it is a fact that the marina in Vittoriosa, is a catalyst for the investors in the various consortia of the waterfront, as well as for the people of the area, who are given preference when employees are required and services needed.



Adaptation

- When the project of Grand Harbour Marina was announced, the local community were very hesitant to accept any changes to the life they were used to. I believe that they have now adapted very well and are reaping some of the benefits of having a top class marina on their doorstep.





- When you visit the marina later on today, you may recognize the waterfront from many films that used it as the backdrop. Films like *The Count of Monte Cristo*, with Gerard Depardieu in the leading role, *'Cutthroat Island* with Geena Davis and the recent Spielberg blockbuster *'Munich'*.

Waterfront

- The architectural beauty of the palaces along the 1 km. waterfront, house an International famed Casino, the Malta Maritime Museum, Caraffa Stores, The Treasury Building and Fort St. Angelo home to the Knights of St. John. These are contrasted by the modern apartment blocks recently built, which further enhance the waterfront. Café's, restaurants and yacht agencies overlook the marina.

Feel Good Atmosphere

- Vittoriosa is fast becoming the 'in place' for many, with stylish wine bars and restaurants opening, as well as the traditional local bars.
- Property has shot up in value by over 300% since the initiation of the project. This area has a 'feel good' atmosphere.

International Recognition

- At Grand Harbour Marina, we can proudly say that we are the only marina in the Mediterranean that have acquired IACS International Certification for its superyacht moorings, as well as the first marina to be ISPS certified by the Malta Maritime Authority. This service is being provided to accommodate the increasing number of high profile clientele visiting the marina on a regular basis.





Long Term Licences

- Grand Harbour Marina is the home port of many of these clients that have purchased a 25 year licence knowing that our priority will always be – Safety, Security and Service.

The Maltese Falcon



Final Comment...

- In 1814, Hans Christian Anderson wrote in his travelogue that The Grand Harbour of Malta was 'one of the most beautiful I have seen' I'm sure if he came back today he would be very pleased to see that it has remained 'one of the most beautiful'.
- In 1530 The Knights of Malta, had vision that Birgu was the best place to 'drop anchor' – hundreds of years later, the British Navy literally did. Now we are in 2006 where yachts are becoming the size of ships, and where creeks have become marinas. Integration of the new with old is there for all to see.







Thank You....

- I hope you will enjoy your visit to Grand Harbour Marina later on this afternoon...