

pure latitude 
BOAT CLUB





Pure Latitude is the UK's original boat share club

Membership is like owning your own fleet, belonging to a yacht club and having access to a top class training centre – all rolled into one.

Sailing together since 2007

From the outset, Pure Latitude has been about building a sharing model that delivers greater flexibility, variety and training opportunities than single boat ownership.





“I asked Vince what makes him so passionate about the sea. He told me he loves his family, and the business he runs and the sociability of urban life. But heading out to sea, to harness and be part of the world’s last true wilderness, is another part of his identity.

When he escapes, it’s him, the boat and the elements. It’s pure and his mind is in a different place.”

Vince Salva

on a weekend escape to Mupe Bay



Sharing knowledge and support

Pure Latitude was founded for pragmatic reasons. Sharing a fleet of well-maintained boats offers much more flexibility, choice and value than owning one boat.

However, we soon realised that Pure Latitude offers a lot more than 'just' a superb fleet of boats. As a member, you'll share in the wealth of camaraderie, knowledge and support that is part of club life.

Membership doesn't just make boating easy – it makes it fun, exhilarating, social, and supportive.

Whenever you want to sail, or whatever ambition you want to achieve, we'll support you every leg of your voyage.





“Silence – except for the gentle whistle of wind in the rigging. Heading up on deck, still sleepy, it felt like we had entered another world. A paradise with blue water, rugged cliffs and not a soul on the shore.

Rubbing my eyes, I could make out the familiar profiles of my crew against the blazing sunshine – sitting together on the back of the boat – but each in their own headspace. Rods set, their comfortable silence matched the tranquillity of the bay.”

Fiona Johnson

at anchor on the Jurassic coast





A fleet of sail and motor boats at your fingertips

Our sail and motor fleet includes boats from the world's top brands, so whatever your preference, Pure Latitude has it covered.

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 7m upwards, based across a range of locations, you can match your boat to the occasion.

All our boats are maintained to an exceptionally high standard by our own in-house team and are always ready for your next adventure. Every year we add new boats.



AXOPAR


BENETEAU

 **DUFOUR**


JEANNEAU

Hanse 

X-Yachts
WORLD CLASS SINCE 1978



“As a boat owner, I knew that one boat is really not enough! I needed different boats for different occasions and wanted to sail from different locations without having to make a delivery trip every time.

I knew from the outset I wanted to build a sharing model that delivered greater flexibility and variety than single boat ownership. I was also drawn to the sharing model as a more sustainable way to promote boating. By needing less boats, it would reduce the environmental impact of what I loved doing, without losing any of the pleasure.”

Martin Gray

Pure Latitude founder



Regularly get afloat from a choice of stunning locations

Explore new places or revisit old favourites each time you book. We have our main bases on the Solent at Hamble and Lymington. If you can sail on the Solent you can sail anywhere! Then we have two further locations at Plymouth, to the west, and Windsor, on the river Thames.



Tailored training

We build training options around your schedule so you can build knowledge and confidence at your own pace.

- Membership provides access to all training options
- Training is offered year round on our immaculately maintained fleet of boats
- All our instructors are RYA qualified, experienced, and friendly
- Groups have low student to instructor ratios
- Arrange private tuition and bring your friends and family





“Taking part in day skipper, sail training and park it like a pro days was a game changer for me. The instructors were great, and sailing with other novices led me to a wonderful realisation: I wasn’t the only one who sometimes found this stuff tricky!

It also helped me to appreciate that I did have some strengths: while I might be a bit slow on chart work, my wind awareness was good, I was confident sailing in a strong breeze and could keep my cool while parking. On reflection, one of the greatest benefits of my training was being given simple challenges which I could complete independently. On a sail training day last autumn, I skippered a boat to Lee on Solent , anchored and came home again. It felt like an absolute triumph!”

Jacquetta Edmonds
on her skippering journey

RYA training courses

We deliver high quality RYA training courses on our immaculate fleet of club boats – with a focus on bespoke support and development.

Popular RYA courses include:

- Day Skipper
- Coastal Skipper
- Powerboat Level 2



Events to keep learning

Learning about boating never ends. When it comes to boating, experience is everything.

Events include:

- Adventure cruises
- Yacht racing
- Socials

Key skill development

Having a way to practice, test and develop your skills makes you a better skipper and turns your knowledge into expertise.

Popular skill development includes:

- Marina boat handling
- Navigation & safety
- Sail trim & spinnaker





Membership

In exchange for a monthly fee and a 12 month commitment, you'll have access to a fleet of motor and sail boats, as well as RYA training courses, events and races.

True flexibility to suit your lifestyle

- Membership options are based around how many days boating you'd like
- Our model provides excellent boat availability, including over the Summer
- Book months in advance or leave it right up until the day you want to go out
- Training options are built around your schedule
- Adventures trips and races are open to all members



Booking model

Refined over 15 years to ensure fair access

The exact number of days your membership plan provides depends on the boats and days you choose through the year.

- Sailing on smaller boats or weekdays means more days
- Bigger boats, or booking Fridays, weekends and bank holidays, mean fewer days
- Days are allocated into 3 booking seasons spread evenly across the year
- Pure Latitude days are 24 hour slots starting at 7pm to allow overnight and consecutive day bookings





“An expectant excitement was noticeable amongst the crew before we hoisted the sails but soon we settled into our rhythm and headed off down past the Needles and into the Channel.

Watches commenced, three hours off, three hours on, with starlight to guide us on a cool but wonderful night.

We were heading 180 degrees due south, donk off, sailing on a strong steady breeze and averaging a comfortable seven knots. Heaven.”

Mark Wright

first channel crossing to Sark



Join for the boats and stay for the experiences and friends

No one gets into boating because it's sensible. You get into boating because you love the water, you dream of adventure or you're searching for relaxation, far away from the day to day.

If you can't wait to get out on the water, come and join us. As a first step, call our experienced membership team on 02380 001234.



