

# LUVIAIR

## Strategic Aviation Management

Luviair is an Isle of Man based aviation management company specialising in the management of Luxury VIP helicopters for high net worth individuals. Managing a fleet of twin engine helicopters for the exclusive private use of their clients, the company, founded in 2004 by Nigel Watson, has built a solid reputation for safe and efficient operations often in challenging environments.



Managing helicopters at sea for some of the wealthiest people on the planet is a task that requires dedication, complete honesty and interestingly a realisation that disappointing a client may also save their lives. This is an adage which I have adopted over the years. It is always easy to say Yes except when you need to say No.

Our clients expect, quite rightly, a seamless travel experience and whether we are arranging road transport, private jets or flying them in their helicopters there is no margin for compromise in terms of service. Exceeding a clients already high expectations is the service philosophy adopted throughout the company.

Helicopters offer a point to point travel experience that is second to none and still the best "magic carpet" ride you can experience. Relatively low level flight at high speed offers a completely different perspective on our planet whilst getting you quickly to your destination. In many cases this means for us, the grounds of a private residence, the helideck of a yacht or an interconnecting international airport

linking with a client's charter or own private jet. Safety of flight is our primary goal and is an area that we will never compromise. Safety has so many contributory factors to it from human factors such as the individual or aircrew team and their ability to work together in high stress situations, to the quality of maintenance the helicopters undergo. Our aircrew selection processes focus around finding a cross between Tom Cruise and Father Christmas with exceptional flight experience in the specialised field we operate. Finding helicopter pilots is not difficult, finding Captains that have the flight experience but are also completely service orientated with excellent communication and diplomacy skills is an art. It is also something we have become very good at.

A global helicopter operation requires strong partnerships particularly in the field of maintenance. These relationships are not developed overnight, they take time to cultivate. They require patience and the ability to recognise which workshops have the same customer care values we have.

We should not forget the partnerships we forge with the helicopter manufacturers. To survive in the VIP market sector, a manufacturer has to have a great product that will aesthetically excite their customers whilst being reliable and efficient in its use. A strong relationship between manufacturer and operator is essential; we are their shop window. The after sales service a client enjoys from the manufacturer becomes an absolute requirement and is the key to loyalty.

### Why take unnecessary risks?

Without professional management, the ultimate beneficial owner, the trustees of an owning

company or any other officers involved in the ownership of the helicopter become directly responsible for its operation and the liability that this comprises. Are you willing to accept that responsibility?

An article published by Kennedys Law, covers the issue in some detail: [www.kennedyslaw.com/article/flyingprivately](http://www.kennedyslaw.com/article/flyingprivately)



**'We are a small international success story from the Isle of Man, we look forward to welcoming you aboard'**

For a small Manx company, we have become accustomed to operations all over the world from the Americas to Asia, Europe and the Middle East.

A recent move to the Private Jet Centre at Ronaldsway airport though is the first step to be able to offer our service to any clients wishing to base themselves on the island and still have the on call service of either fixed or rotary wing travel. Realising the potential for the island to be a true gateway to the British Isles and beyond.



If you would like to know more about the Luviair service, please get in touch.

**MAIRI LOCKWOOD**  
mairi.lockwood@luviair.com  
**+44 1624 811365**

# NIGEL WATSON

**Buying and operating a private air asset is not an area to enter into without due consideration for the challenges ownership will present.**

One of my goals in the aircraft acquisition process is to educate a client to the point by which they make their own buying decision. This requires time spent with the client to understand intimately their travel needs, agreeing a budget and then considering fully what the market place has to offer.

Too often buying new seems to be the only solution when in fact there are some terrific options available in the second hand market sector. Buying second hand will require investment, however paint and interiors with minimal avionics upgrades can present an aircraft that can offer many more years of active service.

Helicopters can very reasonably be expected to operate over a life span of thirty years. They are

renewed in terms of component replacement to approximately 80% every 15 years and still at thirty years old will have a strong residual value.

There is the possibility of capital appreciation in long term ownership, watch out for capital gains tax when you come to sell. There is the strong likelihood that the actual rate of depreciation will be far slower than what your accountant might wish it to be and there is a distinct possibility that you will be revisiting its value in your balance sheet in years to come. Avoiding this is something that we can advise on with help from our expert partners.

We often talk about the need to ensure that the excitement of the day of acquisition is matched by knowing that when you come to sell that the helicopter, it has been optimised in terms of its value in the second hand market. This asset value is not a given, without care in ownership and how this is planned.

### Here are some simple guidelines, In terms of acquisition

- Get independent advice at the outset
- Buy the right helicopter for you, your family, company and lifestyle
- Invest for the future in terms of fixed provisions that may allow the helicopter to be used for a different role
- Invest in manufacturer service programmes that provide for significant component cost replacement whilst at the same time offering a service that will ensure minimal downtimes in operation
- Choose a first class operator that will offer a safe and efficient service
- Put in place a first class maintenance service
- Contract an independent Continuous Airworthiness Management Organisation (CAMO) who will keep excellent records

All of these factors are important resale items which add real value to the helicopter when a client comes to sell and adds a better taste to the champagne on the day you take delivery secure in the knowledge that you have put in place the optimum arrangements.

The Nigel Watson consultancy is an Isle of Man based business with an international presence in the world of aviation consultancy. We look forward to helping you with your future projects.

If you would like to know more about the Nigel Watson Limited service, please get in touch.

**NIGEL WATSON**  
nigel@nigelwatson.im  
**+44 7624 409155**

