



Lifeboats

# News release

19 May 2006

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## RNLI applauds work of “Retailer of the Year” award

**A company specialising in musical recordings has been recognised by the RNLI at its national awards ceremony held at the Barbican, London, for a substantial contribution to the Institution’s fundraising over the last 14 years.**

Clovelly Recordings Ltd, a recording & distribution company, based in Kent, has raised over £170K for the RNLI and has been given the RNLI’s “Retailer of the Year” award.

The relationship with the RNLI began after the first RNLI march “The Lifeboatmen” was produced in 1991 by John Perkins who was then Captain Royal Marines and Director of Music of the Band of RM Commandos. It became such a success that the RNLI’s music division was established to handle operations.

Clovelly specialises in military bands, nautical music and musicals and was established in 1993 by a team of engineers, editors and administrators mainly to assist the RNLI to raise funds through sales of its recordings.

Thanks to the tireless work of Major Perkins\* - in his role as the Royal Marines’ Director of Music, the RNLI has 20 recordings in its Musical Showcase catalogue & on its website [www.rnlishop.org.uk](http://www.rnlishop.org.uk). The studio costs of producing these have been covered by Clovelly.

RNLI Merchandising & Buying Manager Margaret Creech said: “As it’s difficult for the RNLI’s music division to obtain commercial sponsorship, Clovelly - by paying the high production costs of many recordings - has ensured that the RNLI’s music division success can continue.

“The sales of its recordings have ensured that the RNLI’s name is synonymous with fine music.”

“It is a unique partnership of excellence and the RNLI is grateful to Clovelly for its wonderful support since 1992. This support is growing every year as more and more music lovers recognise the quality and variety of its music recordings.”

Major John Perkins, now MD of Clovelly Recordings, said: “I am overjoyed to have received this award in recognition of 14 years spent supporting the RNLI. Together we have produced many fine pieces of work and provided supporters with hours of good music.”

< The RNLI is a registered charity that saves lives at sea.

< It provides, on call, the 24-hour service necessary to cover search and rescue requirements to 100 nautical miles out from the coasts of the United Kingdom and the Republic of Ireland.

< There are over 230 lifeboat stations.

< RNLI Beach Lifeguards operate in the south and south west of England.

< The RNLI further saves lives through sea and beach education.

< The RNLI depends on voluntary contributions and legacies for its income.

### Vision

To be recognised universally as the most effective, innovative and dependable lifeboat service.

**Royal National Lifeboat Institution headquarters:**  
West Quay Road, Poole, Dorset,  
BH15 1HZ  
Tel 0845 1226999  
Fax 01202 663167

**Registered charity numbers UK:**  
209603  
**Republic of Ireland:** CHY2678