



European Maritime Cluster Organisation Roundtable

Mark Brownrigg - Director-General, The Chamber of Shipping
Chair, Sea Vision UK Core Group



Mission



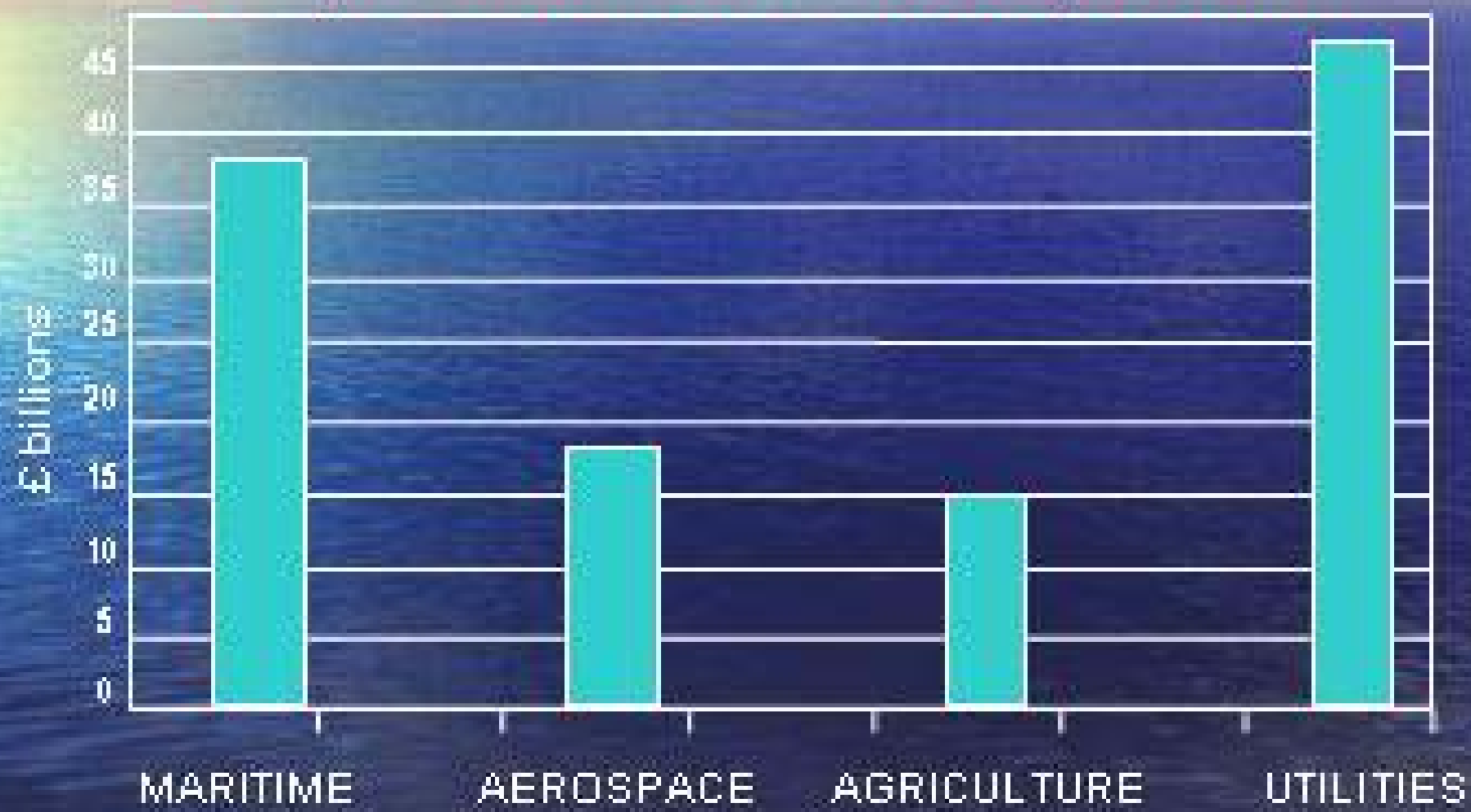
To raise public awareness in the UK of the sea, shipping and all maritime activities – and of the value and opportunities they create for the British economy, trade, employment, recreation, learning and adventure

Maritime sector turnover £ 37bn



Maritime sector turnover £ 37bn

comparison with other leading sectors

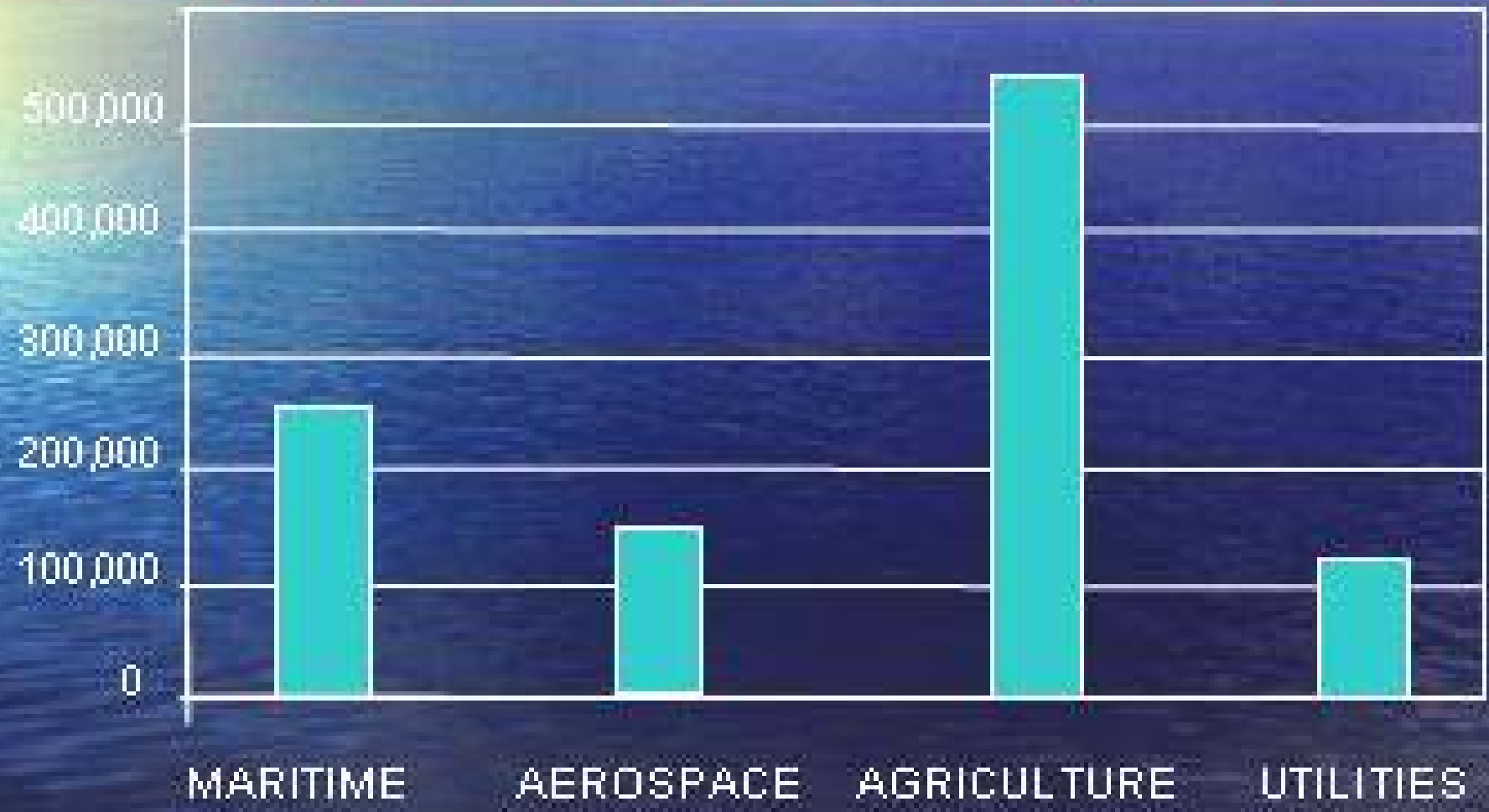


Maritime employment 250,000+



Maritime employment – 250,000+

comparison with other leading sectors



Clustering initiatives in UK

National

Sea Vision

Regional

Marine South West
North West

Sub-regional

Chichester
Mersey Maritime

Sectoral

Maritime London
(also regional)



SEA
VISION
UK

The logo consists of three lines of text. The top line reads 'SEA' in large, bold, blue capital letters. The middle line reads 'VISION' in large, bold, blue capital letters. The bottom line reads 'UK' in large, bold, red capital letters. The letters are set against a white rectangular background. The entire logo is centered on a background image of a blue sea under a blue sky with light clouds.



Partner organisations

- Merchant shipping
- Marine equipment manufacturers
- Leisure boating
- Ship classification and surveying
- Underwater technology
- Royal Navy
- Ports and towage
- Shipyards
- Boatbuilding
- Oil & gas exploration and production
- MCA (ship inspectorate)
- Environmental research
- Governments depts
- Unions
- Commercial fishing
- Specialist, eg diving
- Nautical colleges
- Professional institutes
- Voluntary services & associations / clubs
- Search and rescue
- Maritime financial, legal and insurance services

Campaign aims

- ❖ **Raise awareness and increase understanding of the sea and the wider maritime sector**
- ❖ **Attract the best young people to work in the sector**

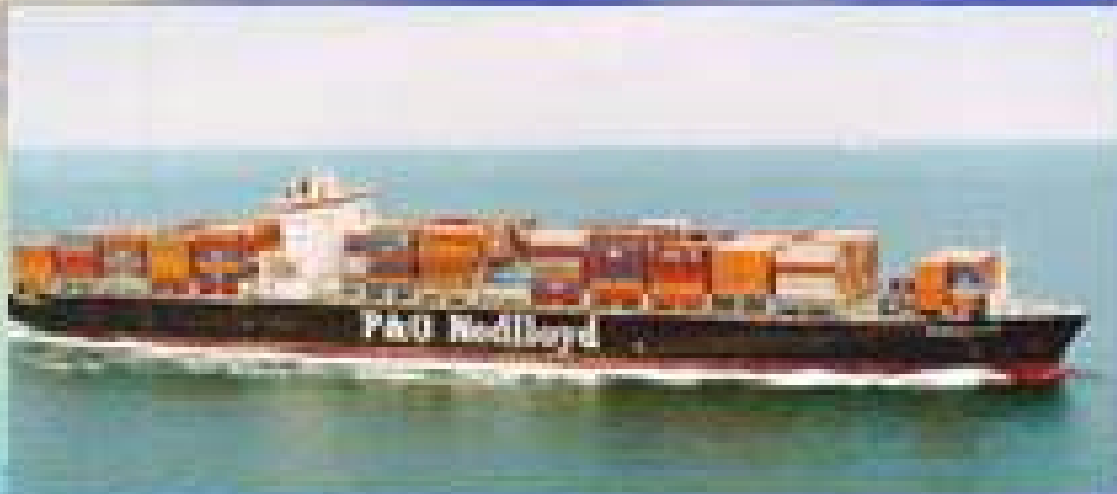


Public perception
of
British shipping?

Public perception of shipping ?



The reality



The reality

- ❖ World's 5th largest trading economy
- ❖ Largest maritime cluster in Europe
- ❖ 95% of UK trade moves by sea
- ❖ World-class companies in all our maritime sectors
- ❖ Professional expertise widely respected
- ❖ We are good at maritime business!

Sea Vision messages

- ❖ **Seas** - important for resources, environment, trade and industry, sciences and leisure
- ❖ **Maritime sector** - essential to our quality of life
- ❖ **Economy** - major contributor and hi-tech
- ❖ **Career opportunities** - varied, challenging and transferable

Structure

- ❖ Improved networking, not new body
- ❖ At national level – agree messages and develop strategic plan
- ❖ Regional delivery – ensure practical and relevant application

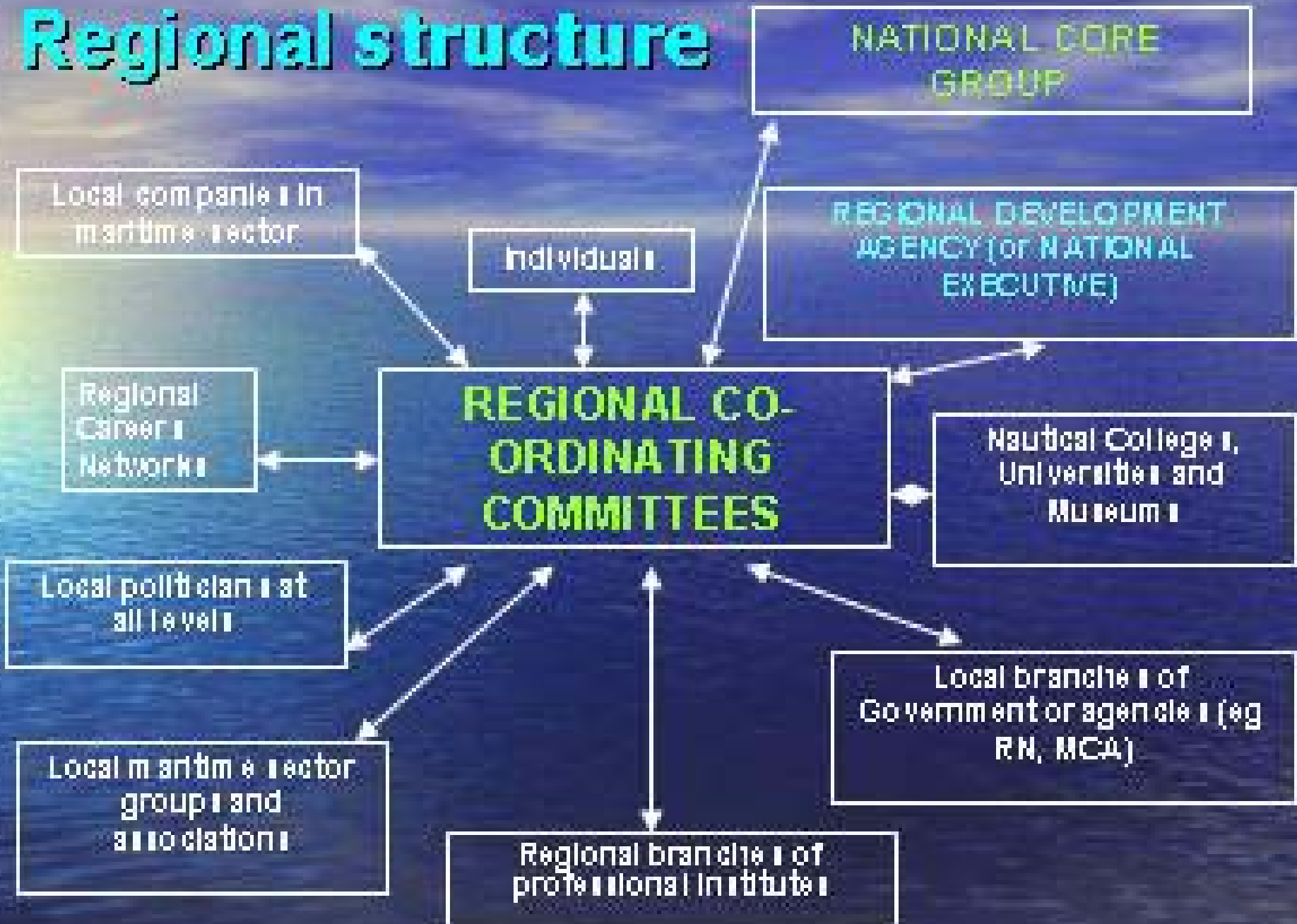
Organisation

- ❖ Managed by the Chamber of Shipping
- ❖ “No budget” or fees – private sponsorship
- ❖ 2 permanent staff – 1 employed, 1 seconded
- ❖ No Government funding sought ... yet

National structure



Regional structure



Regional co-ordinating groups



South West England



Courtesy of the RNLI

Photo by Andrew J. Hill / World Business News

OUR HI-TECH MARINE INDUSTRY IS NOT JUST A MATTER OF PRIDE,
IT'S ALSO A MATTER OF LIFE AND DEATH.

visit www.southwestengland.co.uk or call us on 0870 442 9100 to find out more about a great place to live and work

South West
England

Valuable progress made

- ❖ Statistics
- ❖ Working together
- ❖ Central and regional structures
- ❖ Careers and education

Working together

- ❖ Knowing who else is involved
- ❖ Mutual understanding
- ❖ Learning to work alongside each other
- ❖ Securing practical commitment
- ❖ Raising awareness internally as well as externally

Working together

❖ Political value

- Government perception of sector
- Supports lobbying on specific issues

❖ Practical value

- Already on careers promotion
- Other education activity
- Sector skills and productivity discussions

Defined by events

Sea Vision is using participation in events to:

- ❖ deliver its messages to the general public
- ❖ involve Sea Vision partners actively in the campaign



Sea Vision Launch
2 January 2003



Royal patronage

HRH The Princess Royal became the Patron for Sea Vision UK in May 2003





SKIN CITY
November 02

International Festival *of the* SEA





LONDON
INTERNATIONAL MARITIME
CONVENTION

16-18 September 2003



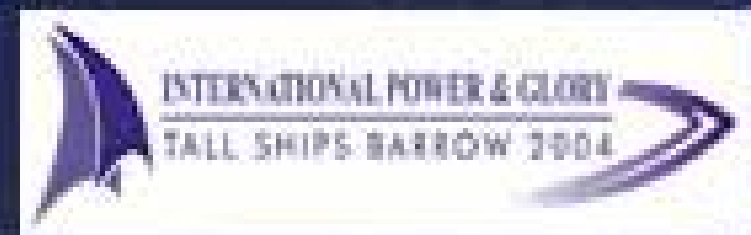
**Techlinks, June 2003
Duxford Imperial War Museum**




Marine
Southwest

**Schools Marine
Challenge
June 2003**

Future Events



Sea Britain 2005





ACTIVITIES AND EVENTS

- **International Festival of the Sea**
- **RN Fleet Review**
- **Trafalgar Festival**
- **Regional and local**
- **Link with BBC TV series (12 programmes)**
- **Tree-planting country-wide**

Education and careers

Overall strategy:

- ❖ Define messages specific to target groups
 - Teachers
 - Students of all ages
 - Careers advisers
 - Parents
- ❖ Co-ordinate different industries' energies country-wide

Education and careers

- ❖ Found a lot of isolated activity
- ❖ Bringing people together to enhance and broaden what is already being done
- ❖ Working together to create new and cost-effective opportunities
 - Maritime Magazine
 - Events participation

Maritime

Sea Vision UK's guide to careers in the maritime sector

July 2010

SEA
VISION
UK

Maritime

What are the career options?

The maritime sector offers a wide range of career opportunities, from traditional roles such as seafarers and ship crew to more modern roles in maritime management, logistics, and technology. The sector is also growing, with increasing demand for skilled professionals in areas such as maritime law, insurance, and environmental management.

How can I get into the maritime sector?

There are several ways to enter the maritime sector. Many people start by working on a ship, either as a crew member or in a shore-based role. Others may have a degree in a related field, such as marine engineering or maritime law. The sector also offers opportunities for those with relevant experience in other industries.



What are the benefits of working in the maritime sector?

Working in the maritime sector can offer a variety of benefits, including the opportunity to travel, work in a dynamic environment, and gain valuable experience. Many roles also offer competitive salaries and benefits packages.



Maritime

What are the challenges of working in the maritime sector?

Working in the maritime sector can be challenging, with long hours and a demanding work environment. Seafarers, in particular, may face isolation and limited access to family and friends. However, the sector also offers many opportunities for personal and professional growth.

What are the future prospects for the maritime sector?

The maritime sector is expected to continue to grow in the coming years, driven by increasing global trade and the need for more efficient shipping operations. This growth is likely to create new opportunities for skilled professionals in various areas of the sector.



Lessons – Careers

- ❖ Apart we are nothing
- ❖ Together we are significant, exciting, have broad appeal and brand image, and can show transferable skills!
- ❖ People on the ground are keen to take this work forward

Lessons – bringing industry and education together

- ❖ Use existing networks that schools are used to dealing with
- ❖ Talk their “language” – work must be within the national curriculum
- ❖ Quality research required
- ❖ Project-based activities work best
- ❖ Requires someone to drive it forward – time resource essential

Wider lessons

- ❖ PR alone not sufficient to unify cluster long-term
- ❖ Value of working with existing groups – Marine South West, Careers Groups
- ❖ Need to focus on defined & practical outcomes
- ❖ Communication and dedicated people are key