



Year  
Review

2023/24

# We are here for you

Providing expert advice, facilitating connections, and championing your interests



I am delighted to share with you the British Marine 2023/24 Year Review, which highlights the breadth of our achievements over the last membership year and reaffirms our steadfast commitment to serving you, our valued members.

Once again, we have had an incredibly busy year, resolving thousands of member enquiries, organising a whole host of networking events and creating commercial opportunities, both at home and abroad, to help you grow your business.

Our Year Review is underpinned by our National Agenda, which comprises five strategic pillars: People & Skills, Sustainability, Technology & Innovation, Representation, and Participation. Each year the British Marine Council hones our focus within these five broad areas, reflecting the specific aspects our members have asked us to focus on. These pillars also serve as a benchmark against which we measure our performance. For 2023/24, at Council's request, Sustainability and People & Skills have remained the highest priorities.

We played a pivotal role in ICOMIA's (the international organisation for marine trade associations like ours) development of real data analysis to inform appropriate decarbonisation and power options for different leisure vessels under 24M. We have shared these findings widely with you through publications, explanatory webinars, and our new online Decarbonisation Hub. This hub also guides all member businesses, regardless of type or size, on how to measure and reduce their carbon footprint. We are sharing this widely through articles and association talks because, while not yet compulsory for all, we all know we need to take these steps now to future-proof our success.

We continue to emphasise our industry-led training programmes. For example, we've increased the frequency of our Marina Manager courses to meet demand and supported our marine apprenticeships through both development and end-point assessments. This year, we launched a brand new and joint practical yacht broker course with ABYA, which has proved extremely popular. We have also launched additional marine courses online from a practical and cost perspective. We have worked with the National Shipbuilding Office to get the concept of a BM training academy into their recommendations to government and are collaborating with the armed forces to open up new recruitment channels for members.

Our efforts to reach the next generation include significant engagement at our showcase event, the Southampton International Boat Show (SIBS), with the return of the Superyacht UK Young Designer Competition, our Apprenticeship Recognition Ceremony, and the British Marine careers event.

Our aim is to help all of our members grow and shows and events play a crucial role in this. At SIBS 2023, we introduced several changes to better engage visitors. These included more opportunities to see, try, and buy with an increased number of retail and chandlery stands. We also gave visitors more reasons to stay longer by introducing the new Shipyard area and this brought a festival feel to the show. We also introduced a watersports lake to provide more opportunities for hands-on experiences. We were also able to assist our members on the international stage at the Monaco Yacht Show and with the British and Superyacht Pavilions at METSTRADE, and helped them engage with complementary markets, including exhibiting opportunities at the National Caravan and Camping Show in Birmingham.

We were also delighted to launch our new Member Loyalty Scheme, underscoring our appreciation for the ongoing support and engagement of our loyal members.

Looking to the future, British Marine will continue to prioritise our strategic investment in broadening our training and professional development offerings to ensure our industry workforce is skilled and future ready. We are investing in

our association resources and will thus create more robust networking opportunities that foster meaningful connections and collaborations. We remain committed to progressing sustainability. Our strategic agenda will also continue to focus on innovation, shaping and influencing legislation and regulatory reform, advocacy, and policy engagement to ensure that the interests of our members are represented on both national and international stages.

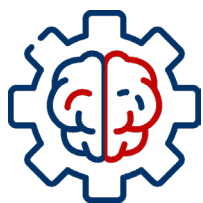
My team and I are dedicated to supporting and expanding your business. We encourage you to visit our new website, explore the wide range of benefits available to you, and to let us know how we can better serve your needs. We are listening and are committed to enhancing your British Marine experience so please feedback to any of us.

As we celebrate the achievements of the past year, we are also invigorated by the opportunities that lie ahead and I want to extend my thanks to all our members, partners, and dedicated staff for your unwavering support and engagement. With your continued support, British Marine will continue to lead the charge towards a sustainable and prosperous future, marked by innovation and excellence in the marine sector.

Thank you for your membership and here's to another successful year!

Lesley Robinson  
CEO, British Marine

# The Statistics



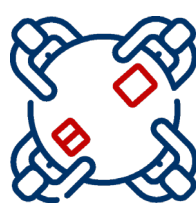
**300+**

Individuals completed a training course with British Marine



**69**

End Point Assessments successfully completed



**150+**

Face-to-face and networking opportunities



**600+**

Member news and industry updates



**500+**

Stakeholder meetings where we represented your interests



**250+**

Apprentices placed within the marine sector



**750+**

Member enquiries dealt with (cross departmental)



**92k**

Visitors attended Southampton International Boat Show 2023





# 2023/24 Year Review

## The Highlights

The British Marine National Agenda outlines a roadmap for a thriving marine industry as we steer towards 2025 and beyond and stands firmly on five key pillars:

### ➤ People & Skills

Focusing on attracting and retaining talented individuals with diverse skill sets.

### ➤ Sustainability

Promoting sustainable practices, to minimise the industry's environmental impact.

### ➤ Technology & Innovation

Harnessing the power of new technologies and fostering innovation.

### ➤ Representation

Enhancing the UK marine industry's domestic and international reputation and interests.

### ➤ Participation

Developing strategies to attract new participants to ensure the ongoing prosperity of our industry.

Here we take a look at some of the highlights from each pillar over the last year...



# People & Skills

Supporting the marine industry's growth, from promoting new talent to providing specialised training.



## ➤ Return of the Superyacht UK Young Designer Competition

Providing young designers with a platform at the Southampton International Boat Show to showcase their talents and inspire the next generation.

## ➤ Apprenticeship Recognition Ceremony

We celebrated the accomplishments of 69 apprentices, underscoring the sector's commitment to nurturing the next generation of skilled workers.

## ➤ British Marine Southwest launches Training Grant Scheme

Helping our members to fulfil their training objectives, supporting continuous professional development.

## ➤ Launch of Events and Courses Diary

Keeping our members better informed of the many training and international exhibiting opportunities that exist through British Marine.

➤ British Marine publishes summary of the Government's Environmental Improvements Plan

➤ First quarterly sentiment poll of the membership year issued

➤ British Marine plays a lead role in Maritime Safety Week

➤ Members invited to join Fund Britain's Waterways campaign

➤ Members webinar with HMRC on the sale of Red Diesel

➤ PSA Marine Mixer event

➤ Partnership with Hampshire & Isle of Wight Wildlife Trust for SIBS 2023 announced

➤ Women in the Marine Industry International launch new LinkedIn group



### ➤ Marina Manager Courses in Vilamoura, Abu Dhabi, and Dubai

Providing advanced training and global networking opportunities for 38 Marina Managers.



### ➤ First exclusive British Marine Advanced Marina Management Course for ABC Leisure Group

Tailoring advanced training for specific member groups demonstrates British Marine's flexibility and dedication to addressing unique member needs.



### ➤ Online Courses for Recreational Craft Regulations and Hire Boat Code

Moving online increases accessibility and convenience for our members, facilitating compliance with industry regulations, and enhancing safety standards.

### ➤ Guided tour at Barrus for London & Thames Valley Association members

Providing operational insights, whilst strengthening member collaboration and industry knowledge.

### ➤ Superyacht Ready Accreditation for Marinas

Poole Quay Boat Haven and Port of Poole Marina became the first UK marina to achieve this new accreditation, highlighting their commitment to excellence, boosting their reputation, and attracting premium clientele.

### ➤ Launch of the joint ABYA Academy and British Marine Practical Yacht Brokers Course

Helping to raise standards within the sector, covering essential brokerage skills. With two courses already completed there will be more to come.

### ➤ Recruitment solutions spotlighting the Careers Transition Partnership (CTP) and Forces Employment Charity (FEC)

Supporting members in enhancing their businesses and embracing innovative workforce solutions, we collaborated with the CTP and FEC to facilitate recruitment opportunities from the service leavers and veteran community. Including an exclusive webinar and Q&A, hosted by FEC, providing valuable insights into planning, and running military talent recruitment days, equipping our members to attract and retain top military talent.



➤ Superyacht UK Young Designer Competition

➤ Apprentice recognition ceremony

➤ Eco-friendly boating innovations presented to Baroness Vere at SIBS

➤ 54th edition of the Southampton International Boat Show

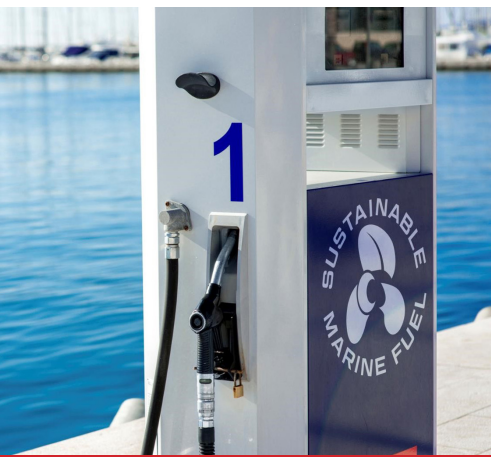
➤ Inaugural Trade Tuesday event

➤ SYUK members at Monaco Yacht Show



# Sustainability

From governmental collaborations to educational webinars and resource development, equipping our members with the knowledge and tools to lead in eco-friendly practices.



## ➤ Launch of Decarbonisation Hub

To help our members successfully navigate the transition to Net Zero by 2050, our new online hub provides a centralised resource for information and tools related to decarbonisation.

## ➤ Webinars on ICOMIA's 'Pathways to Propulsion Decarbonisation' Report

Members gained insights into this significant piece of research, facilitating a deeper understanding of decarbonisation trends and strategies relevant to recreational watercraft under 24m in length.



➤ British Marine Southwest launches Training Grant Scheme

➤ Launch of online Events and Courses Diary

➤ Marina Manager courses in Abu Dhabi and Vilamoura, Portugal

➤ Barrus guided tour for London & Thames Valley Association

➤ Poole Quay Boat Haven and Port of Poole Marina achieve new TYHA Superyacht Ready Accreditation

➤ British Marine assists in MCA Sport and Pleasure Code rewrite



### ➤ Sector specific online Workshops

An initial series of dedicated workshops helped our members grasp the implications of the Ricardo research report on decarbonisation, ensuring that they were well-informed to make strategic decisions in adapting to sustainability regulations and expectations.

### ➤ Summary of the Government's Environmental Improvements Plan

Highlighting the aspects crucial to the marine industry, aiding our members by clarifying government environmental and sustainability policies and identifying how these policies impact their operations.



### ➤ Engagement with Baroness Vere at the Southampton International Boat Show

British Marine hosted the Minister responsible for Clean Maritime 2050, showcasing innovations in eco-friendly boating technology and promoting sustainable practices among members.



### ➤ Environmental Road Map 2024 update

A one stop shop, guiding our members through the complexities of environmental compliance and best sustainable business practices, ensuring that they are prepared for future challenges and opportunities in sustainability.

### ➤ Partnership with Hampshire & Isle of Wight Wildlife Trust for SIBS 2023

Announced as the 'charity of the year', for the Southampton International Boat Show, showing support for conservation efforts and corporate social responsibility.



➤ First joint ABYA Academy and British Marine Practical Yacht Brokers Course

➤ First exclusive British Marine Advanced Marina Management Course for ABC Leisure Group

➤ British Marine webinars on ICOMIA's 'Pathways to Propulsion Decarbonisation' Report (Richardo Report)

➤ Technical team represent members interests at the Maritime and Coastguard Agency's Domestic Passenger Ship Safety Group (DPSSG)

➤ Fund Britain's Waterways Campaign Cruise to Westminster

➤ Inland Boating conference

➤ British Marine members at METSTADE – British and Superyacht pavilions



# Technology & Innovation

Advancing regulatory compliance, enhancing technical knowledge, and fostering international collaboration ensuring that our members are well-represented in crucial discussions, up-to-date on industry standards, and prepared to meet future challenges with innovative solutions.



## ➤ Development of the new Sport and Pleasure Code

British Marine's participation in the rewrite, advocating for clearer alignment with EU RCD and UK RCR regulations, ensured that our members were represented in the largest regulatory changes for the leisure charter industry since the release of MGN 280. The new sport and pleasure code is expected to come into force following industry consultation in early 2025.

## ➤ Publication of Quarterly Technical Report TR 133

Keeping our members informed about regulatory and technical changes, so that they remain both compliant and competitive.

➤ Quarterly Technical Report TR 133 published

➤ British Marine's Head of Technical attends the National Marine Manufacturers Association (NMMA) Conference

➤ BBC South Today interview on industry safety

➤ Recreational Craft Regulations Awareness Course goes online

➤ Sector specific online workshops on the implications of the Ricardo Report research

➤ Positive progress made in the campaign to reopen Sunbury Dry Dock

➤ Member's breakfast meeting with the new Minister for Maritime at the Department of Transport





➤ **Representation at the Maritime and Coastguard Agency’s Domestic Passenger Ship Safety Group (DPSSG)**

Providing direct input on significant issues such as the 'Grandfathering Legislation' helping to safeguard members' interests during regulatory reviews and updates.

➤ **Attendance at the National Marine Manufacturers Association (NMMA) Conference in New Orleans**

Highlighting the UK’s prominent role in the global marine industry and gain insights into American Boat & Yacht Council (ABYC) standards and federal regulations.



➤ **13th Annual SYUK Technical Seminar**

70+ delegates from across the superyacht sector came together to hear from leading industry professionals discussing headline issues affecting the sector.

➤ **Access to boating Members Meeting Regarding the New Sport and Pleasure Code**

Initiated dialogue and updated industry on its concerns on the proposed changes, helping prepare industry for the upcoming public consultation on charter regulations.



➤ **Small Craft (TC188) ISO Plenary Week Hosted by British Marine Member Solent University**

A week of ISO standard creation and discussion for small craft (sub 24m). These standards are the cornerstone of a safe and thriving industry and its essential the UK maintains its voice in the development of the standards ensuring the UK’s position as a world leading industry innovator.



➤ British Marine networking breakfast at BoatLife

➤ BMEEA Conference

➤ Designated marine exhibit at the Caravan, Camping & Motorhome Show

➤ SYUK members at Monaco Yacht Show

➤ Sold out Intermediate Marina Manager course in Dubai

➤ Hire Boat Code course goes online

➤ British Marine successfully advocated for the exclusion of boat moorings and berthings from the Visitor Levy (Scotland) bill

➤ TYHA Marina Tour and networking day

➤ Nominations open for TYHA Marina of the Year Awards





# Representation

Ensuring the marine industry's voice is heard in pivotal policy discussions, advocating for our members and fostering industry growth.

## ➤ British Marine Industry Priorities, 2024-2029

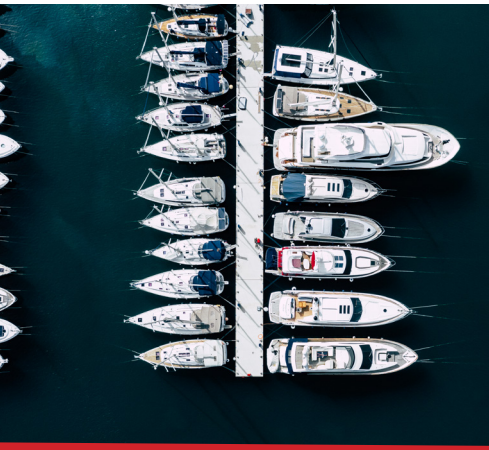
This strategic document outlines the key priorities for the industry, identified through consultation with our members and will guide our representation efforts with the forthcoming government. As a dynamic, evolving tool, it ensures our alignment with the latest political landscape and supports our ongoing engagement with government officials.

## ➤ Fund Britain's Waterways Advocacy

On behalf of our members, we continue to campaign for greater funding for Britain's inland waterways, with the aim of maintaining and improving crucial infrastructure.

## ➤ Maritime Safety Week Initiatives

Playing a lead role in Maritime Safety Week alongside key safety organisations and government agencies, underscoring British Marine's commitment to safety and enhancing the industry's standards and reputation.



➤ Launch of the online Decarbonisation Hub

➤ 13th annual SYUK Technical Seminar

➤ New annual economic report - 'The Economic Benefits of the Leisure, Supervacht & Small Commercial Marine Industry, 2022-23' issued

➤ Professional Services Association and Trades Association Spring Workshop

➤ British Marine South and IOW Buccaneers Bash

➤ Launch of the new member loyalty scheme





## ➤ Visitor Levy (Scotland) Bill Advocacy

British Marine successfully advocated for the exclusion of boat moorings and berthings from the Visitor Levy (Scotland) bill. This welcomed amendment prevents additional costs for members and highlights British Marine's ability to influence legislative outcomes in favour of its members.

## ➤ Quarterly Industry Sentiment Polls and Economic Reports

Providing members with crucial industry trends, insights and economic data, aiding strategic planning.

## ➤ Webinar with HMRC on the sale of Red Diesel

Offering members direct engagement on the regulatory changes impacting fuel sales, ensuring compliance with new legislation.

## ➤ Public representation on safety issues

Following the release of the Marine Accident Investigation Branch (MAIB) safety report into the fatal Seadogz RIB accident, British Marine spoke to BBC South Today to advocate for the industry's focus on safety, reinforcing public and governmental trust.

## ➤ Campaign to reopen Sunbury Dry Dock

The campaign to reopen Sunbury Dry Dock progressed positively with a commitment from the new Environment Agency Director to reconsider all options.



## ➤ Minister and members breakfast meeting

British Marine facilitated a meeting between Lord Davies of Gower, the new Minister for Maritime at the Department of Transport, and British Marine members to discuss maritime achievements and challenges, particularly in the area of carbon emission reduction.

## ➤ Participation in ICOMIA Congress

Attending this international congress enables British Marine to align with global marine industry standards and practices, ensuring that UK businesses are well-represented and remain competitive on the world stage.



➤ Environmental Road Map 2024 update issued

➤ Launch of the British Marine Industry Priorities, 2024-2029 strategic plan

➤ Second Fund Britain's Waterways Westminster Campaign Cruise

➤ British Marine at ICOMIA Congress

➤ British Marine at Crick Boat Show

➤ Collaboration with the Careers Transition Partnership (CTP) and Forces Employment Charity (FEC) announced

➤ The appointment of five new non-executive directors to BM Board and new president elect announced





# Participation

Enhancing member engagement, providing valuable networking opportunities, elevating business profiles, and equipping our members with the necessary tools to navigate the challenges and opportunities in the marine industry.

## ➤ Networking Events

We delivered a whole host of networking events. Highlights included the Professional Services Association (PSA) Marine Mixer and Christmas networking events for British Marine South, Isle and Wight and Boat Retailers and Brokers Associations. We also organised a TYHA marina tour, an Engines and Equipment Association networking event and a Commercial Marine networking event at Seaworks. The Professional Service Association and Marine Trades Association Spring Workshop was also extremely popular as too was the British Marine South and IOW Buccaneers Bash and the British Marine networking breakfast at BoatLife.

➤ Small Craft (TC188) ISO Plenary Week hosted by British Marine member Solent University

➤ Commercial Marine and PBA networking event at Seaworks

➤ Marine Trades Association dinner and awards

JUNE



## ➤ Launch of the new Women in the Marine Industry International LinkedIn Group

Fostering inclusivity and providing a platform for female professionals to discuss important issues like sustainability and work-life balance, enhancing diversity within the industry.

## ➤ Southampton International Boat Show

The 54th edition of the show saw 92,000 visitors, 9,000 people take to the water, 617 exhibitors and 650 watercraft on display. The show continues to offer our members and exhibitors with extensive exposure to new customers.

➤ Welcome to the new membership year

JULY 2024





### ➤ Inaugural Trade Tuesday at SIBS

The event welcomed over 80 attendees and offered insights into business opportunities and sustainability, along with networking sessions, aiding business planning and sustainability practices.

### ➤ International exhibiting opportunities

Participation in international events like METSTRADE and the Monaco Yacht Show gave our members the opportunity to showcase their products on a global stage, expanding their reach and influence in the international market.

### ➤ Inland Boating Association, Inland Boating Conference

With over 80 attendees, the conference offered our members insights into the inland boating sector from prominent leaders within the industry, complemented by extensive networking opportunities.

### ➤ Professional Development and Technical Seminars

Through events like the BMEEA Conference, we help our members stay ahead of technological advancements and industry standards, ensuring that they remain competitive and informed.



### ➤ Designated marine exhibit at the Caravan, Camping & Motorhome Show

Now in its third year and bigger than ever, our members had the opportunity to reach new audiences at a show which attracts 100,000 outdoor enthusiasts.

### ➤ Recognition through awards

The British Marine Trades Association (MTA) awards dinner returned with awards presented to the Business of the Year, Marine Personality of the Year, and the David Coleman Award for Excellence in Exporting. TYHA also opened nominations for the 2024 Marina of the Year Awards to highlight and promote exemplary member marinas.

### ➤ Launch of the new Member Loyalty Scheme

Rewarding our members for helping us to grow our membership with British Marine credits, which can be used towards a variety of British Marine services, from membership renewals to specialist training courses, and even exhibitor fees at the Southampton International Boat Show.



### ➤ Industry-specific workshops

The PSA and MTA Spring workshop provided updates on topics like business resilience and industry careers, giving members essential skills and knowledge, to aid in their professional development and business sustainability.





Are you making  
the most of your  
**membership  
benefits?**

As a British Marine member you have access to a wide range of core benefits to help you unlock your business potential.

# Core benefits include...

- Access to networking events throughout the year
- 24/7 legal support
- Technical guidance and support
- Business funding opportunities
- Access to statistics and market intelligence reports
- Affordable access to international shows
- Membership of sector specific and regional associations
- Opportunities to influence standards and policies
- Parliamentary insight and Government relations
- Crisis management support
- Industry updates and breaking news
- Marketing and promotional opportunities
- 'Find a member' business listing
- Business and sector specific contract templates
- Discounts and savings on exhibiting, training courses, industry publications and more
- VAT guidance
- Free credit checks
- Health and safety guidance
- Mediation service
- Free job adverts
- Training and careers support and advice
- Sustainability best practice advice including guidance on net-zero targets
- Use of the British Marine logo
- Access to British Marine Shows (UK)
- Access to International Shows
- Free industry related webinars
- NEW Member Loyalty Scheme

Please note: Not all core benefits are available to International Members.

To find out  
more about  
the benefits of  
membership:

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**Visit** [www.britishmarine.co.uk](http://www.britishmarine.co.uk)

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