



A Deliverable Vision for Success

The marine industry in 2020 is facing great changes which require decisive responses. Shifting consumer habits and values, technological advancements and environmental pressures are combining to completely reshape the market as we have experienced it in past decades.

Disrupted times offer great opportunity, provided you are prepared and bold enough to drive the agenda. This is why we have embraced an ambitious and exciting vision – **a thriving industry delivering amazing on water experiences for everyone**. It summarises our realistic ambition for British Marine’s members out to 2025 and beyond.

To drive that vision into reality, British Marine has created its first **National Agenda**. It is an achievable and measurable plan that has been carefully crafted by our executive team in close collaboration with elected member representatives. We promise that:

- The National Agenda is an assertive plan that is being implemented now and against which we will regularly measure, report and update.
- British Marine’s deep skills and resources will be directed towards areas of most impact for members.

- Members will be placed front and centre of all British Marine activities with service that is personalised to needs, easily accessible and always available.
- Quality will pervade everything we do, to provide the best membership experiences and influence the raising of standards across the whole industry.

Summarising, our Mission is to **deliver outstanding services, representation and products to promote the sustainable success of our members**.


This National Agenda is a clear declaration of British Marine’s determination to play a significant and measurable role in supporting you, our members. I commend it to you as our pole star for a bright future and look forward to your input and engagement in coming months.

Lesley Robinson
CEO, British Marine



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Visualising the future – a yacht architect in the making at work during the Superyacht UK Young Designer Competition



The marine industry's challenge – turning the boating dreams of new generations into their reality

Vision and Mission

British Marine, as the recognised representative body for the UK's leisure marine, superyacht and small commercial marine sectors, has been very focused in recent times on future trends and the potential impacts of a rapidly changing world.

In 2017 we commenced detailed examination of factors likely to influence the markets of our members, domestically and internationally. We also analysed wider socio-economic data and the experiences of competing industries. Initial results were collated in the [Futures report](#) and published for the benefit of our members. Further research was then commissioned.

Significant indicators suggest that the die-hard enthusiast boat owners our industry has nurtured since the 1960s will gradually be replaced through the 2020s by experience-oriented customers with very different priorities and habits. The rapid emergence of environmental awareness and ongoing march of technologically-driven developments versus a widespread shortage of workforce skills will also notably influence our future.

An industry experiencing change must be served by a representative organisation that is informed, agile and fit for purpose. In 2018, British Marine, working closely

with highly experienced elected members, responded by:

- Reviewing its business structure.
- Providing reimagined direction and prioritisation of the organisations' membership services.
- Delivering a long term vision for the leisure marine industry.

Following much discussion with our members, our bold yet achievable vision was identified as **a thriving industry delivering amazing on water experiences for everyone**. It will be our guiding principle for all activity through to 2025 and beyond.

To achieve this vision, British Marine's mission is to **deliver outstanding services, representation and products to promote the sustainable success of our members**. We will ensure we have 'member first' embedded in the organisation and in the way we interact.

National Agenda

Core to delivering the mission is the development of a suite of nationally-important themes, **identified through member engagement**, that are already driving the organisation's measurable objectives.

The five themes in our National Agenda are:

- Participation
- People & Skills
- Environment
- Technology & Innovation
- Representation

Each theme will remain consistent, guided by its own 2025 commitment, with progress

towards that goal driven by regularly set and reviewed objectives.

British Marine will continue to consult with our members to agree ongoing priorities. We will expect to be held to account, to measure progress and report transparently to members.

Where we win, we will take that knowledge and re-apply it for greater success. If we are unsuccessful we'll fail fast, analyse why and move on.

“ You can be assured that the National Agenda has not been based on conjecture. Decisions have evolved from primary and secondary research and we have invested in expert resource, working alongside the team at British Marine to help deliver and interrogate our findings. Most importantly, at every step the executive staff and Board have engaged with the valued expertise and knowledge of the British Marine Council and our association committees. Our intent is to ensure we are a member-first organisation, offering value to our members. Now we have to deliver. There are really exciting times ahead but the scale of the job in front of us is not lost on anyone. ”

Greg Munford

President, British Marine and CEO of Richardsons Leisure, a long-standing British Marine member





“ We must ensure that the marine industry is in the mix, to take up the opportunity of a growing population by offering leisure facilities and sustainable businesses that employ local people and preserve skills. We need to keep the new generation of boat builders and marine engineers in work and need colleges to offer appropriate training courses for marine apprentices*.”

Kelly Tolhurst MP
MP for Rochester and Strood and
Parliamentary Under Secretary of State
(Minister for Small Business, Consumers
and Corporate Responsibility)

*British Marine Magazine issue 12

Benefiting Your Business

Our National Agenda themes have been created so that we can bring greater clarity and focus to our efforts, demonstrating to all members what we do and how it is relevant to their activities.

We expect our open reporting of activities will enable members to benefit from lessons learnt and apply them to their own services and products. This will drive our key focus on increasing overall quality and value right across the boating sector.

If we achieve collective engagement with the National Agenda themes, our members will be able to:

- Innovate and use new technology to grow their businesses.

- Contribute towards growing participation in all forms of boating.
- Discover new paths to attracting and retaining the right people with the right skill sets.
- Manage the impact their activities have on the environment.
- Benefit from marine industry representation and understand the need to support this important work.

Working together in this way we can deliver **a thriving industry delivering amazing on water experiences for everyone.**

Measuring Success

The 2019-20 objectives outlined by each theme in the pages that follow will ensure that British Marine's National Agenda acts on its promise to deliver actions that are planned and accountable.

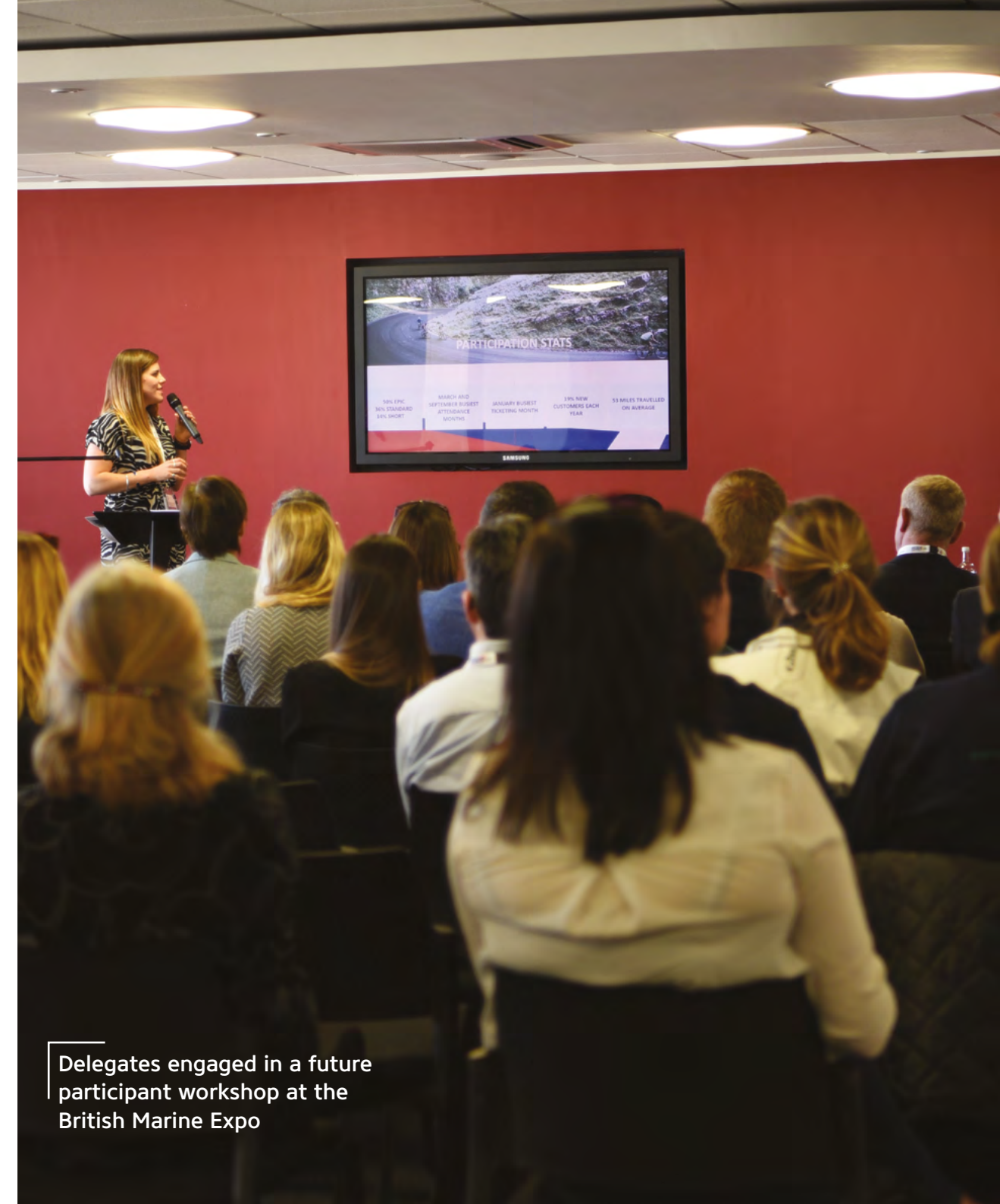
The National Agenda's priorities will be reported upon as part of an annual review, which will be launched at our Autumn Expo later this year.

This annual review will demonstrate how successful we have been throughout the year on delivering against each priority and what steps we have taken if difficulties have been encountered. You can also expect to see us convene six-monthly updates between reviews.

These scheduled review points will provide members with direct opportunity to feedback on our achievements and put forward new recommendations for the

following year's activity. We also want you to actively participate in the National Agenda's objectives and provide your feedback and knowledge on a rolling basis throughout the year.

We continue to encourage all members to engage with our membership team and with our associations, all of whom have a direct voice on the British Marine Council. Added to which we are developing predominantly online working groups to address specific key topics that are highlighted through this document. Plus you will see the British Marine Board and senior management team build upon its recent programme of engaging with members across the UK.



Delegates engaged in a future participant workshop at the British Marine Expo

2025 Commitment

We will provide informed insight to guide our members so that they can adapt their products and services to changing consumer demands.

Why we will do this

The ongoing prosperity of our industry is dependent on a sustainable customer base. Planned activity within our Participation theme will assist members to shape their business plans so they are fit for the future, identifying new markets and marketing strategies to attract new participants. We want the industry to sustain and grow boating activity above a baseline of 4m participants each year*.

How it will be achieved

British Marine will facilitate and support new understanding of trends and consumer habits so that members can adapt their thinking, processes and products to meet future customer needs. We will:

- Share and explain to our members relevant knowledge and proven best practice obtained through research.
- Work closely with the leisure marine industry, guiding it to develop fresh approaches and products.
- Identify and support communication channels that will enable members to reach future leisure marine customers.

Background

British Marine already has a wealth of historic data on participation thanks to our collaborative work on the [Annual Water Sports Participation Survey](#), which we publish free to members each year. However it was the in-depth [Futures](#)

[report](#) that British Marine commissioned in 2017 that set the foundation stone for our Participation theme. It enabled us to understand and broadcast to members significant forecast trends together with the potential impact of social change on consumer habits as it relates to boating.

We quickly followed that up with a [Segmentation and Barriers to Boating report](#) which identified five different groups of potential participants, outlining the likely preferences and responses of each group. This information is an important enabler for British Marine members to develop new products that encourage participation, create effective personalised communications to new audiences and grow the market. Visit britishmarine.co.uk/futures to access these reports.



*Annual Water Sports Participation Survey



High speed family fun at the Southampton International Boat Show

Current Activities

Running a world-class Southampton International Boat Show. This flagship event provides a strong platform for members to showcase their products and services, inspiring over 100,000 visitors to try new boating activities and creating wider public awareness. It also facilitates over 11,000 accessible, free on-water experiences, including stand up paddle boarding, kayaking and dinghy sailing.

Convening participation conferences to present our research into social changes and other forces affecting recreational boating. This content has been directly presented to over 250 members since 2018, identifying customer segments, overcoming barriers to participation and providing valuable networking opportunities.

Providing free-to-member consumer statistics through the Water Sports Participation Survey. Vital data in this annual report, shared at the start of every season, includes consumer boating behaviour, frequency of activity and population variance. It enables members to benchmark their performance and plan for emerging opportunities and threats.

Representing the UK leisure marine industry on the ICOMIA 'Grow-Boating' working group. This team, gathered from marine industry associations around the world, shares best practice and ideas for sustainable boating participation on a global scale. British Marine's involvement supports our members' ongoing export success and informs strategies in the home market.

2019-20 Objectives

Establish a new Innovation Working Group to share best practice and develop strategies that grow participation. This is an opportunity for our entire membership to collaborate with and benefit from a team focused on the evolution of leisure boating out to 2025 and beyond.

Improve generational insights. British Marine will develop relationships with universities and their students to seek greater understanding of future participation demands. Improved insight into social behaviours will help members align their marketing to new audiences.

Make our information more accessible to members by:

- **Producing a suite of short segmentation videos** that provide clear and concise member guidance on how to identify potential new and diverse markets, assisting the planning of customer retention and evolution of growth strategies.
- **Developing and maintaining an online Participation knowledge platform** that will provide credible information to members. These will include a suite of case studies offering real-life application examples and sector-specific toolkits.
- **Convening Participation seminars during the 2020 Spring and Autumn Expos.** These will use case studies and experiences to bring to life the findings of our participation work, demonstrating how personalised marketing can help to generate new customers.

Develop an action plan that reinforces the connection between boating and wellbeing. British Marine recognises the importance of the National Wellbeing Programme and will develop its action plan in close alignment with the NHS 5 steps to mental wellbeing:

- **Connect** – using recreational boating to spend quality time with family and friends, tapping into the friendly boating community.
- **Be Active** – undertaking physical challenges, whether opening a lock, sailing a dinghy or exploring the locality on foot.
- **Keep Learning** – acquiring new boating and related practical skills to provide a sense of achievement and confidence.
- **Give to others** – being part of the boating community, sharing your time, boating skills and resources with others.
- **Be mindful** – appreciating the moment you are in and the marine environment around you.

Current boating participants*

4m

18.7m

Potential and current boating participants*

*Segmentation and Barriers to Boating 2018



The rapid growth of paddle sports has been highlighted in our participation research and responded to with new Southampton International Boat Show experiences

2025 Commitment

We will support the creation of a future workforce with the skills, training and passion for our industry through promoting careers, enhancing diversity and helping members to invest in their human capital.

Why we will do this

The success of any business is built around the retention of a talented and diverse workforce. British Marine is committed to supporting the growth and quality of those working in our industry. The People & Skills theme will assist our members to become more competitive, meeting their employees' needs through training and careers promotion with equal opportunities for all whilst also preparing for future skills needs.

How it will be achieved

British Marine will continue to support personal development and advancement of skills across the industry, through for example apprenticeships. We will place a strong focus on creating career pathways into the sector, derived from a growing pool of talent influenced through national and regional careers events. We will also help the industry identify and recruit motivated

individuals capable of innovating and working with new technologies.

Background

British Marine has a long history of commitment to supporting personal development and the advancement of skills across many of the industry's sectors with a dedicated training team. It has also been evolving efforts to create career pathways into the industry and using national careers events to promote opportunities.

Our marine-specific training courses deliver benefits to candidates and their employers by raising quality and improving skills. In 2018-19, 348 people completed 34 courses organised by British Marine. Our training team also collaborates closely with members on the creation and ongoing support of skills development opportunities. These cover many of the industry's key talent needs.



Celebrating our future talent at the British Marine Apprenticeship Graduation Ceremony



The Welcome Afloat course offers marine-specific customer service training for a wide range of members

Current Activities

Developing apprenticeship standards which provide career entry points into our industry. Three Level-3 modern apprenticeship standards have been created from collaborative work with members – Boat Builder, Marine Engineer and Marinas and Boatyard Operative. A Marine Electrician apprenticeship is currently in progress. These programmes have brought over 150 apprentices into the industry so far with many more to follow.

Celebrating apprenticeship success through our annual graduation ceremony. Over 400 apprentices across a variety of schemes have been recognised since 2015, providing apprentices from all regions with deserved national recognition.

Running sector specific training courses and qualifications to facilitate members' retention of highly skilled workforces. Our marina management and certification programme is a fantastic example of British Marine's use of Continuing Professional Development to enhance and recognise skills. It offers a pathway to certified professional accreditation with the Global Marina Institute. There are now over 400 Certified Marina individuals worldwide.

Promoting marine careers at national and regional events. In 2019 British Marine attended three national events and engaged with over 400 students to raise awareness of opportunities across many areas of interest. British Marine also currently works with over 80 career professionals in Hampshire and Dorset to ensure they are aware of the many opportunities available.

Recognising diversity in the industry. British Marine is committed to equal opportunities for all. For example we host the Women in Marine networking event during the Southampton International Boat Show which attracts over 130 women professionals representing a broad geographical and skills mix. We are working with Maritime UK, the Department for Transport (DfT) and the International Citizen Service (ICS) on the 'People Like Me' project for women in the maritime industry and 'Maritime and Me', which promotes marine careers to a wider diversity of people.

Providing free recruitment advertising. The [British Marine website job vacancies board](#) ranks highly on related search engines. It is available to use for all members to post and view opportunities, without charge.

2019-20 Objectives

Develop a new Careers Working Group.

This member-led working group will identify priorities to support and grow careers across the marine industry. It will also target the development of a higher level apprenticeship programme, beyond our existing Level 3 schemes, to encourage further career progression across core career pathways.

Examine the viability of becoming an End Point Assessment Organisation (EPAO).

This would enable British Marine to become responsible for assessing marine-related apprentices at the end of their programme, confirming their competence.

Expand our collaborative work with careers advisors.

We will grow our activities beyond the current programme in Hampshire and Dorset to reach at least 30 more advisors in other regions.

Provide guidance on the safe installation of solid fuel stoves on boats.

We will collaborate with HETAS, the solid fuel, safety and standards organisation, to create this information.

Develop a training and assessment programme to raise standards in the rigging sector.

British Marine will work with riggers, mast manufacturers, rope makers and insurers so that this programme identifies highly qualified and competent services. On successful assessment, riggers will be added to a 'rig-safe' list for members and the public to use.

Support the Government's Maritime 2050 People Route Map objective to raise awareness in schools of maritime career opportunities.

The Department for Transport has ring-fenced more than £0.5m under its Route Map to promote career opportunities in the wider maritime sector. This funding will contribute towards our own activity in building the profile of careers in the leisure marine sector.

Promote the *Marine Industry Salary Survey*.

We will use this valuable research from member company Marine Resources to understand what attracts people to the industry, how we compare with other sectors and what is needed to sustain a buoyant workforce for the future.



A rigging training and assessment programme is in development

2025 Commitment

We will promote the sustainable operation and development of the marine industry, assisting members as well as their customers with minimising impacts on the environment.

Why we will do this

The preservation of the marine environment has never been so important. It is fundamental to our future enjoyment out on the water and a major selling point of everything we do. As a consequence, the marine industry must lead progress in this area. We will work as a respected force for good with those who make or influence environmental laws and guidance and listen to the growing number of people who are passionate about the environment.

How it will be achieved

The Environment Theme will focus attention on assisting members in preserving and improving our water spaces for all to use. The theme will also help members to remain

legislatively compliant, create business growth through sustainable best practice and attract new customers who are seeking ethical products and services.

To pursue these aims, British Marine will develop an environmental strategy through association workshops. We will then prioritise work towards new activities addressing pressing environmental challenges identified by our members.

Background

British Marine has shown significant foresight on the environment, most visibly through its partnership with the Royal Yachting Association (RYA) on The Green Blue. Launched at the Southampton International Boat Show in 2005, this

programme has evolved to raise great awareness of the need for environmentally sensitive practice among the boating community. It has also supported many members to improve their environmental impact.



British Marine has for many years provided behind the scenes representation and technical support with close attention on the shift towards environmental safeguarding of legislation and standards.

Leading by example, British Marine launched a three-year *Environmental Pledge* in 2018 to reduce the impact of the Southampton International Boat Show and make it more sustainable.

The Southampton International Boat Show's Environmental Pledge extended to include a voluntary beach clean at nearby Weston Shore



Current Activities

Providing consumer-facing guidance and advice to share with our recreational water customers. The Green Blue continues to develop and update its portfolio of well-researched informative material and programmes relevant to all who enjoy leisure use of lakes, rivers, canals and the sea. These valuable freely-accessed resources for members assist demand for sustainable practices by improving knowledge and providing the means to communicate informed best practice to customers. For further information visit thegreenblue.org.uk

Ensuring representation and guidance on key technical and political environmental issues. British Marine's Technical and Public Affairs teams continue to work closely on the increasing number of environmentally-associated issues affecting the marine industry, from new environmental standards to policy and legislative changes. Informed by member involvement, we work to positively influence proposals so that they achieve viable forward-thinking end

outcomes. We also forecast, communicate and explain changes to members.

Saving members' time and money when auditing their own environmental impacts. Our *Environmental Checklist for Marine Businesses and Operators* is a simple toolkit, free-to-access for members, which identifies areas of environmental impact, indicates where compliance is needed and assists in the creation of an action plan with progress tracking. Its use has also brought proven cost-savings to those who have implemented it.

Engaging with new industry partners. In 2019 British Marine developed a new partnership with the Motorsports Industry Association (MIA) to facilitate knowledge sharing between our respective members. Our 'Motorsport to Marine' event saw over 75 cross-industry businesses proactively discuss and share ideas on how the marine industry can move to cleaner propulsion technologies. Tangible cross-industry collaborations have already resulted

from this event, together with successful government research and development funding bids. Further positive outcomes are expected to follow.

Building on the Southampton International Boat Show Environmental Pledge. In 2019 British Marine delivered on plans to strengthen its *Environmental Pledge* by introducing distinct areas of change spanning plastics, paper, catering, waste and recycling, travel, access and education and awareness, plus additional initiatives such as water refill points, a new *Sea Clean Up Regime* and a *Voluntary Environment Exhibitor & Contractor Charter*. We also raised additional awareness by awarding a prize to the exhibitor judged to have the most environmentally-sensitive stand and practices at the Show.

Promotion of environmentally-friendly products and services. Free to members and accessible to all, the *Green Blue Business Directory* is an exclusive online listing service.





Superyacht UK members learning about ecological impacts through the study of seabed core samples during a visit to the National Oceanographic Centre

2019-20 Objectives

Create a new Environment roadmap.

British Marine, guided by member priorities, will bring new structure to its approach on issues such as air quality, pollution control and end of life vessels. The roadmap will identify actions that directly assist members in remaining competitive whilst meeting their legislative requirements.

Collaborate with new strategic partners, both domestically and internationally, facilitating environmental insight and solutions to industry challenges. British Marine will continue to work on its productive relationship with the MIA and engage with other leading bodies to share knowledge on key topics such as the future use and disposal of composite materials.

Develop a suite of effective environment-focused communication templates and supporting material for members and consumers.

These tools will enable members to more effectively engage with the growing numbers of people who are passionate about the environment.

Contribute to the Government's Maritime 2050 Clean Maritime Plan. British Marine will coordinate the response of our members to the Department for Transport's call for evidence on air quality emissions from our sector. We will also continue to engage with the Government's ambition for 'Net-Zero' Emissions by 2050 to ensure the emerging detail of this policy can be met through viable means.

2025 Commitment

We will support and enable greater technological understanding and collaboration among our members so that the UK can grow its global leadership in the leisure, superyacht and small commercial craft sectors through the adoption of innovative practices.

Why we will do this

Technology is changing at a rapid pace and influencing all walks of life. It also offers potential solutions to future challenges. We must discover and create opportunities for members to ride a wave of innovation, so that they can break past the norm, match consumer expectations and stay ahead of new legislative demands. Building on the UK marine industry's worldwide reputation for excellent design and technology is also vital for our exporting members.

How it will be achieved

British Marine will work with members to set a technology agenda that is focused on problem solving, generating profit, increasing market share and attracting new users. Our collaborative approach will see

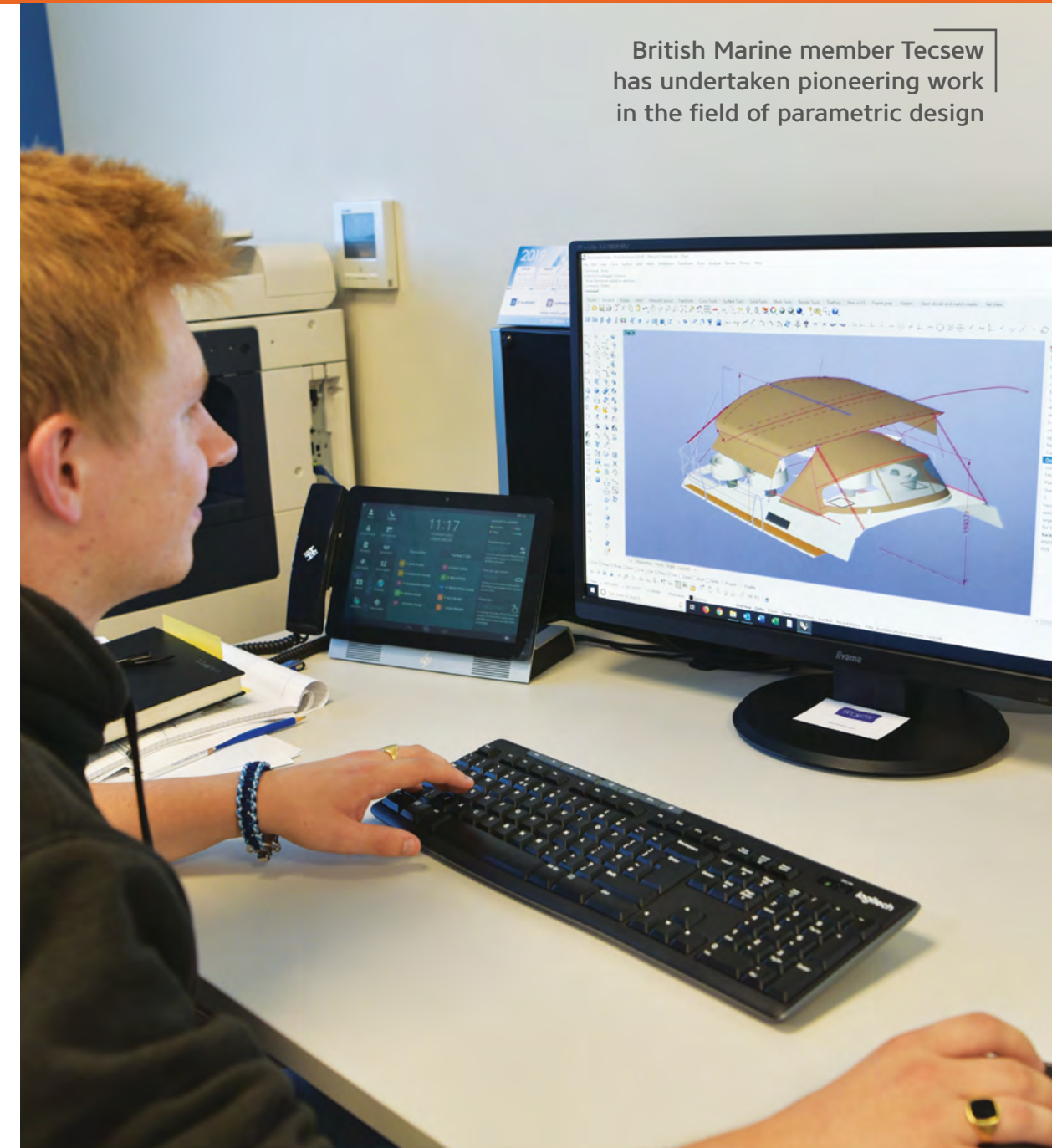
us reach out to other sectors that have relevant solutions in areas such as low emission propulsion and new materials. We'll work with them on adapting those products to marine markets.

Background

British Marine's comprehensive engagement with domestic and international organisations of critical importance to members has provided us with an invaluable network and a means of forecasting changes in time to plan for them.

Similarly, we have a long track record of contributing to a number of government and stakeholder working groups. We do this for the future of the industry, to inform our members so they can take best advantage of changes on the horizon.

British Marine member Tecsew has undertaken pioneering work in the field of parametric design



British Marine member Princess Yachts utilised high levels of collaborative innovation for its R35 foiling motor yacht



Current Activities

Shaping industry standards within 100 technical working groups. The intense activity of the Technical team and members that provide valuable input ensures that legislation and voluntary codes are fit for market and not innovation limiting.

Supporting ISO standards through participation and leadership. Our Technical team and members sit on many of the working groups that develop the ISO standards that support large yacht codes and craft falling within the scope of the Recreational Craft Directive. We also lead on some groups. In post-Brexit UK our

ability to participate in this vital work will be unhindered, ensuring that we retain influence on many global standards and positively influence the interests of our members' businesses.

Publishing our regular *Technical Report* and other information. Our communications ensure members are up-to-date with the latest industry requirements, from technical standards and codes through to relevant Health & Safety and other legally defined working practices. Having up-to-date, informed information reduces risks, time and costs for our members.

See p43 for a representative list of organisations that British Marine engages with on behalf of our members

2019-20 Objectives

Develop a Technology and Innovation Roadmap, setting out the priority issues affecting members. This will:

- Provide members with a single, validated source of information on the key challenges and innovation priorities within the UK marine industry.
- Identify to innovators and the supply chain where potential market opportunities exist with our members.
- Provide funders and potential applicants with an evidence base for demonstrating the areas of the UK marine industry that have a demand for innovation.

Develop and maintain an online Technology and Innovation platform.

Provide valuable information to members, including a suite of case studies with

real-world examples showing how the Technology and Innovation Roadmap can be best utilised. The first of these will showcase RS Sailing who, after attending one of our technology and innovation events, obtained R&D funding from Innovate UK for its new RS Electric Boats Pulse58 electric RIB, launched in 2020.

Demonstrate how new technology and innovation can support the changing demands of future users and ensure related regulations are fit for the future.

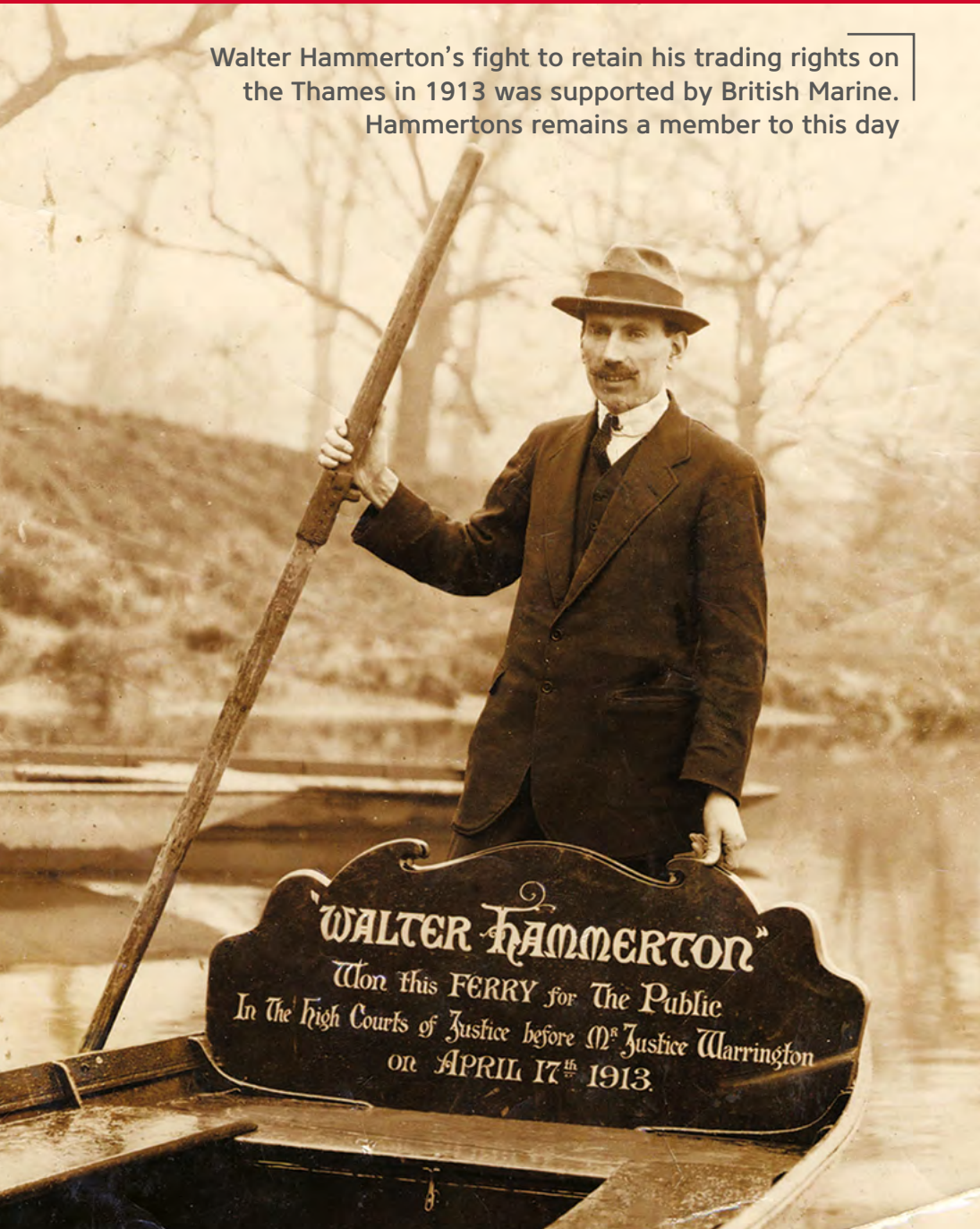
Following our experience of collaborating with Maritime UK on the *Maritime Autonomous Surface Ships – UK Code of Practice*, British Marine will use this work to inform the safe operation of recreational craft that utilise automated technologies. This will satisfy growing consumer demand for lower-skilled access to water through the application of technology.



British Marine member Seaglaze exerting test forces on a laminated glazing panel from its hi-tech glass plant

REPRESENTATION

Walter Hammerton's fight to retain his trading rights on the Thames in 1913 was supported by British Marine. Hammertons remains a member to this day



2025 Commitment

We will leverage our status as a leading representative body by promoting the UK marine industry with external stakeholders, to enhance and protect our members' domestic and international profiles, prospects and interests.

Why we will do this

Representation has been in the DNA of British Marine for more than a century.

The ability to speak with one voice regarding issues of importance to members of all sizes and sectors has been critical to our industry's health through good times and bad. Representation remains a profoundly important part of our activity.

How it will be achieved

We will continue to engage with our members and represent their interests

across the whole variety of important issues that arise, ensuring we shape a sustainable future for our industry.

Background

British Marine regularly engages with government departments, their agencies, promotional bodies and those who regulate our sectors. We are recognised by many external stakeholders as the go-to organisation for the leisure, superyacht and small commercial marine industry and we have regular contact with key policymakers to maintain and extend that profile.

Current Activities

Representing industry's interests in Parliament and at over 200 government-led events. British Marine maintains regular dialogue with MPs and Peers to gain their support in matters affecting the industry. We similarly sustain relationships with government departments, agencies and navigation authorities so that we can act swiftly and efficiently to make an effective case for members' interests when required. In 2019, our external stakeholders rated us with a good Net Promoter Score of +21 (against a scale of -100 to +100). This reinforces our reputation as a well-respected representative body.

Advising members on the issues that matter, including legislation, policies and best practice. British Marine has built a source of knowledge that is unrivalled for our industry. Members can access a wealth of information online or via a phone call* on technical, environmental, training, statistics, participation and regulatory issues. In 2019, we worked with water suppliers and marine industry experts to produce a new [Industry Best Practice guide](#) on water supply provision in marinas, boatyards and sailing

centres. This will assist a more consistent application of the regulations.


Researching markets to reveal member opportunities and reinforce the case for our industry. Our ongoing research activity produces invaluable market intelligence for members. It also provides compelling evidence of the case for protecting and growing the economic and other benefits arising from the enterprise of our members. Our annual reports include the [Marine Industry Trends Report](#), [Boat Production Statistics](#) and [Superyacht UK Annual Report](#).

Assessing the impact of over 50 consultations on the industry. British Marine's representation across a broad membership requires us to be prepared for legislative changes that may impact any sector our industry. This behind-the-scenes assessment is often unrecognised but vital. For example, our close attention to the Maritime and Coastguard Agency (MCA) consultation on standards relating to older domestic passenger vessels achieved significant wins for the industry. These included a modification to damage

stability requirements and the exemption of life jackets for Category B vessels when demonstrating dry shod evacuation.

Supporting overseas business growth. During 2019 British Marine provided opportunities for members to market their businesses at international trade and consumer shows including Boot Düsseldorf, Monaco, Fort Lauderdale and METSTRADE. Working on behalf of members we also secured more than £100,000 in international TAP (Tradeshaw Access Programme) grants.

Maintaining alliances with 20 membership bodies. British Marine works with a series of partners to enhance our network, influence and resources. We are a leading member of ICOMIA (the International Council of Marine Industry Associations) which represents 80 per cent of global leisure boating business. This also brings direct member benefits including access to ICOMIA's [International Distributor guide](#) and a wealth of market data within its annual [Recreational Boating Industry Statistics](#) publication.

A photograph of two men, Fred Moore and Stuart Cordner, standing on a boat. Fred Moore is on the left, wearing a white shirt and a dark jacket. Stuart Cordner is on the right, wearing a dark jacket. They are both smiling and looking towards the camera. The background shows the white structure of the boat and a red buoy in the foreground.

Fred Moore (left) and Stuart Cordner (right) of Cruise Loch Lomond, one of the Passenger Boat Association members represented by British Marine on the recent MCA passenger vessel consultation

*Subject to membership level chosen

2019-20 Objectives

Develop new Tourism and International Working Groups. These member-led groups will provide fresh impetus and actionable frameworks for efforts in UK marine tourism and export development.

Create, in partnership with the Department for International Trade, a new package of support for 'new to exporting businesses'. The new International Working Group has already identified more than 60 members who could be supported by this initiative.

Represent the interests of the industry on the following consultations:

■ **Future of Environment Agency Navigations** – The Environment Agency is seeking to change the way in which it charges for boat registrations with likely impacts on hire and passenger operations. We are representing the wide interests of the affected sectors during this process.

■ **Scottish Tourism Tax** – British Marine and British Marine Scotland are working together to ensure that any future Scottish Tourism Tax does not negatively impact upon local industry sectors and their customers.

■ **LPG on Vessels** – British Marine is currently working with Energy and Utility Skills, the sector skills council for the gas industry, to develop more suitable training for those working with LPG (Liquid Petroleum Gas) installations on boats. This will include the development of an Approved Code of Practice.

Develop and launch a new five-year marine industry research plan. Our research function has provided a variety of statistics and reports for many years. As consumer habits change, so must the way in which we collect information and support our members. In developing the research plan, we will engage with our associations to ensure we are providing the sector

specific information required to protect and grow members' businesses.

Contribute to the Government's Trade & Investment 5-year plan, with particular focus on:

- Identifying barriers to development and opportunities to grow the sector.
- Securing appropriate means of support for SMEs to export, attend tradeshow and explore opportunities to enhance their competitiveness on a global stage.

Conduct further annual surveys of external stakeholders to benchmark British Marine's representation performance. This survey will be repeated in 2020 and thereafter annually to check effectiveness. The independent results will provide the feedback necessary for improvement and demonstrate to members and non-members alike the value of British Marine's busy programme of representation.

Government Departments

- Department for Business, Energy & Industrial Strategy (BEIS)
- Department for Transport (DfT)
- Department for International Trade (DIT)
- Department for Exiting the European Union (DExEU)
- Home Office (HO)
- Department for Environment, Food & Rural Affairs (Defra)
- Department for Digital, Culture, Media & Sport (DCMS)
- HM Treasury (HMT)
- Department for Education (DfE)

Agencies and Regulatory bodies

- HM Revenue & Customs (HMRC)
- Maritime & Coastguard Agency (MCA)
- Marine Management Organisation (MMO)
- Office of Product Safety & Standards (OPSS)
- UK Visa & Immigration (UKVI)
- Environment Agency
- Natural England
- UK Border Force

- Innovate UK
- Visit Britain (VB)
- Visit England (VE)
- Highways England
- WRAS
- ISO/BSI

Devolved Administrations (Government/Parliament/Assembly) and associated public bodies

- Welsh Government
- Scottish Government
- Visit Scotland
- Visit Wales

Local Enterprise Partnerships (LEPs):

- Solent LEP
- Dorset LEP
- Heart of the South West
- Cornwall & Isles of Scilly
- Enterprise M3
- New Anglia

Navigation Authorities

- Association of Inland Navigation Authorities (AINA)
- Canal & River Trust (CRT)
- Environment Agency (EA)
- Broads Authority (BA)
- Port of London Authority (PLA)
- Scottish Canals (SC)



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