



Maritime UK 2017 Strategic Plan



INTRODUCTION

Maritime UK has made a great deal of progress since the launch of the growth study and is now extremely well placed not only to deliver upon the MGS recommendations but also broader industry objectives as we move forward.

Since the publication of the MGS, membership has increased to include the marine industry (British Marine, SSA and SMI) along with Nautilus, Seafarers UK and Mersey Maritime. Maritime UK now comprehensively represents the shipping, ports, marine and maritime business services sectors.

Much early focus has been on bringing the sector together, establishing structures including Working Groups, and creating the foundation for output and delivery.

It will be essential to ensure that Maritime UK is equipped with the right tools and structure to develop, both in terms of establishing a full and comprehensive strategic plan, with accompanying vision and objectives, and in establishing effective management structures.

VISION STATEMENT

It is the vision of Maritime UK that Britain provides a world-leading maritime offer.

MISSION STATEMENT

It is the mission of Maritime UK to drive forward an ambitious agenda for **growth**, to **promote** the UK as “the world’s maritime centre” and to **unite** the maritime community in meeting the challenges of tomorrow.

STRATEGIC OBJECTIVES

- Act as “One Voice” for the common concerns of the sector – amplifying its profile, identifying common issues and promoting joint policy positions through industry campaigns and messaging.
- Promote the UK as the world-leading maritime nation by coordinating promotional campaigns to deliver growth for the sector, addressing the outside world and serving the interests of the wider economy by enabling trade.
- Work in partnership with government and other sectors to build a business and regulatory environment which reinforces the UK’s world leadership.
- Deliver an industry-wide skills strategy which ensures that increased numbers of people enter and build their careers in the sector, at sea and on shore, thus meeting the future labour needs of the sector.
- Deliver a programme of regional cluster development to drive sector growth across the UK.
- Provide the highest level of member service through engagement, communication and measurable delivery.



1.

Act as “One Voice” for the common concerns of the sector – **amplifying** its profile, identifying common issues and promoting joint policy positions.

- Ensure the contribution of the sector is understood through the production of robust and independent economic studies.
- Raise the profile of the UK maritime sector in the minds of the public, government and other key stakeholders.
- Drive the Maritime UK Brexit position within Government, optimising opportunities and protecting the sector’s benefits.

2.

Promote the UK as a world-class maritime centre by coordinating promotional campaigns to deliver growth for the sector, addressing the outside world and serving the interests of the wider economy.

- The UK to be internationally regarded for its world-leading maritime offer.
- Promote the UK maritime export offer, attract inward investment and boost the export of UK goods by sea.
- Effectively utilise global government and industry networks for events and promotional work.
- Increase UK-registered tonnage.



3.

Work in **partnership with government** to build a business and regulatory environment which reinforces the UK's world leadership.

- Collaborate with Government in delivering the recommendations of the Maritime Growth Study, seeking support for actions falling to industry and playing a supporting/challenging role in actions falling to Government.
- Actively shape the Maritime Growth Study stock-take.
- Ensure that in leaving the EU the UK creates a business and regulatory environment that supports sector growth.

4.

Deliver an industry-wide **skills strategy** which ensures that increased numbers of people enter and build their careers in the sector, at sea and on shore, thus meeting the future labour needs of the sector.

- Grow and develop the UK maritime workforce and skills base to ensure the sector is equipped to meet the future needs of industry, assuring a professional UK maritime workforce for the future.
- Grow UK cadets in training by 50% and maximise opportunities for apprenticeships in the maritime sector.
- Create a single co-ordinated voice and approach for the various organisations promoting maritime careers development.

5.

Deliver a programme of **regional cluster development** to drive sector growth across the UK.

- Maritime UK's membership to become truly representative of the UK as a whole.
- Create a membership structure for regional clusters within Maritime UK, which can co-ordinate activities and share best practice.
- Take advantage of regional funding and political support and the agility of smaller regional organisations to build regional strategies and deliver growth objectives more quickly.

6.

Provide the highest level of **member service** through engagement, communication and measurable delivery.

- Increase understanding of the work of Maritime UK and its members amongst industry stakeholders.
- Regularly consult members on strategy and seek feedback on work.
- Deliver and demonstrate value for money for Maritime UK members and increase the value proposition to them.
- Support individual members' lobbying efforts.

POLICY ISSUES

Maritime UK policy is developed by the Policy Working Group for adoption by the Board.

The WG has created a cross-sector policy position on Brexit, and is working with the membership to deliver policy positions during 2017 on the following:

- Tonnage Tax
- Cadet training expansion
- Foreign skilled workers
- Port connectivity
- Post Brexit customs arrangements
- Autonomy

The Policy WG's 2017 work plan will respond to further proposals from members, including the proposal to develop a National Maritime Research Centre, and will incorporate additional Brexit policies as they emerge.

MAJOR PROJECTS

- Deliver and implement the strategic plan
- Deliver an economic impact study into the contribution of the UK maritime sector – July 2017
- Continue to deliver recommendations within the Maritime Growth Study, and respond to new recommendations deriving from the 2017 Stock Take and the review by the Transport Select Committee.
- Deliver a successful LISW 2017 to use as a platform to showcase the UK's maritime offer to the world – September 2017
- Deliver a Maritime Exports Strategy (March 2017), supported by a programme of promotional events and engagements, beginning with Shanghai 29 March, and a suite of collateral material targeted at identified markets.
- Deliver a People & Skills Strategy (Summer 2017), supported by a year-round programme of careers promotion activity.
- Deliver a Maritime Industrial Strategy.
- Initiate and roll out a programme of regional cluster development, formalising the relationship of clusters with Maritime UK – From January 2017