



CORNWALL  
**marine**  
NETWORK

# Nautical Sector as a Factor for Regional Development Conference - Portugal

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# Challenges and Benefits of creating a Marine / Maritime Employer Cluster



- CMN – getting started
- CMN – the power of collaboration
- CMN – the future
- Questions and Answers

# CMN – getting started

the 'Winning' formula:

1. Employer champions
2. Shared values
3. Ownership



# CMN – Employer Champions

- 2002 – Cornwall marine employer champions had the ‘big idea’
- Formed Cornwall Marine Network
- Identity and voice to marine businesses in Cornwall
- Mission:

*‘To increase the prosperity of our member companies’*



# CMN – shared values

- **CMN is not-for-profit**
- **Limited by guarantee**
- **Member businesses own CMN**
- **Any trading surpluses re-invested in member benefits**
- **The business model is transparent and has integrity**



# CMN – ownership

Staff needed to;

- Give an ‘ear’ to Maritime employers
- Harness employer demand
- Seek opportunities to serve demand
- Find the ‘money’
- Deliver the benefits to members
- Vision and leadership
- Ability to collaborate
- Build a winning team
- Deliver an excellent service

Do it again .....

,and again.....

,and again

Bigger!.....

Better!



# South West UK Marine & Maritime Sector

Marine sector in South West represents  
30% of UK's Euro 3.375 Billion marine industry turnover



# Cornwall Marine & Maritime Sector

- 2012 Cornwall Marine Sector valued at;
  - > Euro 580 million per annum
  - > 14,000 jobs
  - > 600 companies
- CMN membership = 351 businesses
- 99% of businesses are SMEs
- 93% of Cornwall marine sector turnover represented within CMN
- Marine / Maritime recognised as key economic priority sector





# Cornwall Marine & Maritime Sector



**What's it worth?**

## NEA2

Nautisme Espace Atlantique

**£295 million**

**50% Sailing and Surfing**

**Surfing £64 million**

**400 businesses**

**270,000 supervised watersports lessons**

(Cornwall Marine Leisure Observatory, 2009)

  Project Part-Financed by the European Union  
   



# CMN – the power of collaboration

## Today's offer!

- Press releases written for you
- Unlimited mentoring to develop and improve your web-site
- Business to business website to promote you
- Free directory, 20,000 copies distributed locally
- Innovation advice
- Company training plan
- Unlimited help to source training support
- Young people with employability skills
- Business skills workshops
- Payment for providing training
- Advice on bid writing and grant searching
- Develop new bespoke Apprenticeship frameworks
- x20 specialist staff serving your needs

Value?

CMN Member = £100 / annum



# CMN – the power of collaboration

CMN intervention in developing an  
Employer-led skills model;

Since 2007;

CMN Supported = 4,365 Employees

1 in 3 of the Cornwall marine sector workforce

Created = 670 new jobs

Achievement is without parallel in - UK  
- Europe?



# CMN – the power of collaboration



**2008 - Created Cornwall Marine Academy**

**Engage Young People 14 to 24 years in vocational experiences**

**Improve their job prospects and employability skills**

**Supported >2,000 young people**

**x51 Member businesses provide training**

# CMN – the power of collaboration

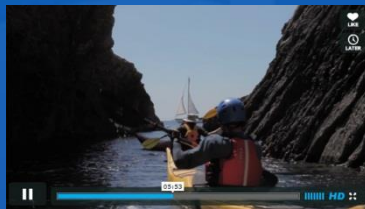
## Cornwall Marine Academy:

- **Cornwall watersport participation campaign:**
  - Use YouTube as a communication channel
  - Gap in quality movieclips
  - 5 x movieclips
  - Developed with specific messages: demographic, sociable, for fitness, and destination Cornwall

Sailing



Kayaking



Windsurfing



Coasteering



Surfing



# CMN – the power of collaboration

## European track record:

- European Regional Development Fund
- European Social Fund
- Nautisme Espace Atlantique II
- Traditional Maritime Skills
- Merific
- Channel Marine Academy
- x38 partners



# CMN – the power of collaboration

Value of funding accessed by CMN  
since 2005:

£10.5 Million





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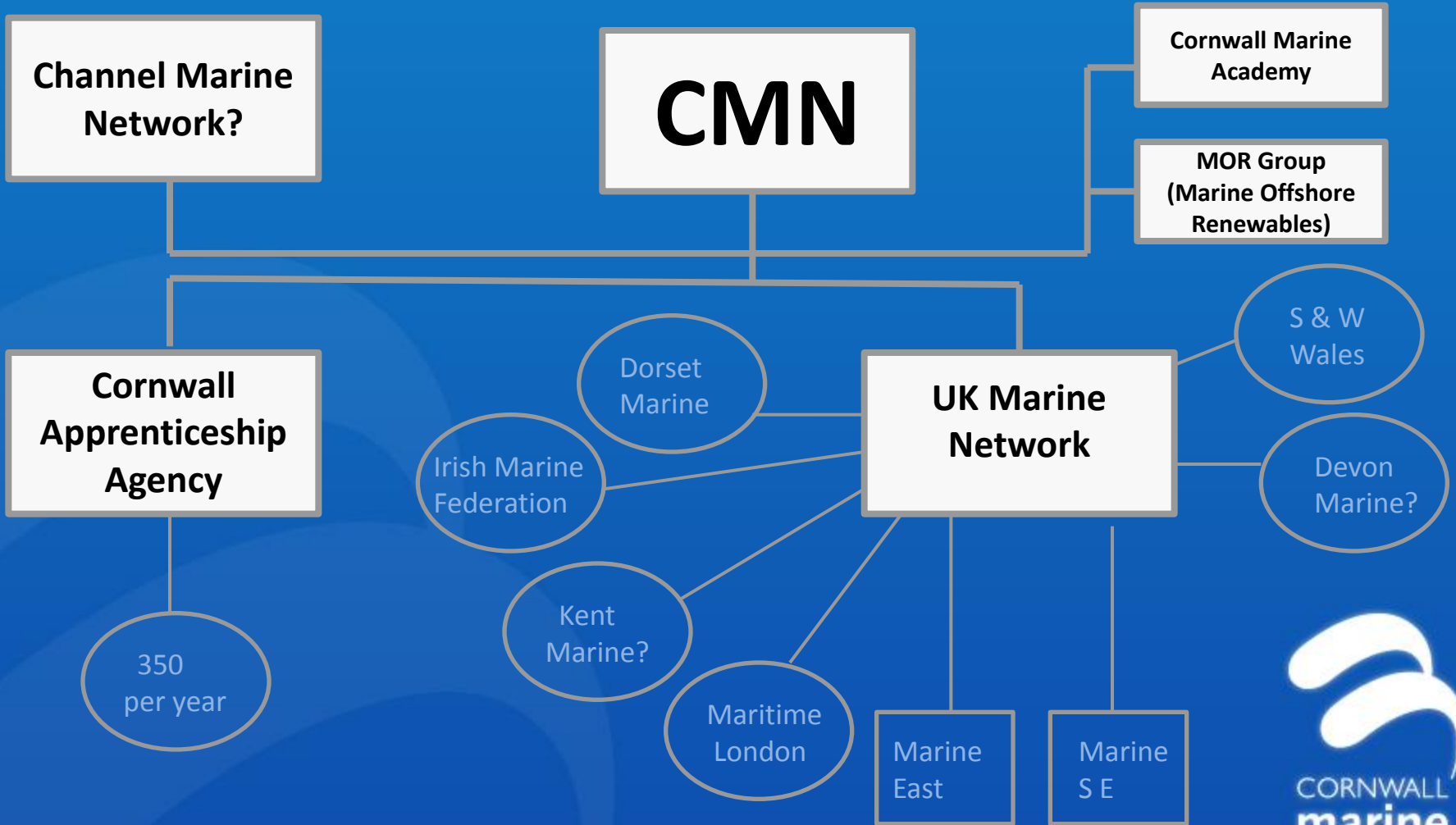
# Cornwall Marine Network

The Future.....it has started!





# CMN – the Future





**Thank you**

**Paul Wickes  
Cornwall Marine Network**

