



CORNWALL
marine
NETWORK
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CORNWALL

Cornwall Marine Network

Supporting the Economic Prosperity
of the
Marine Leisure Sector

CMN History

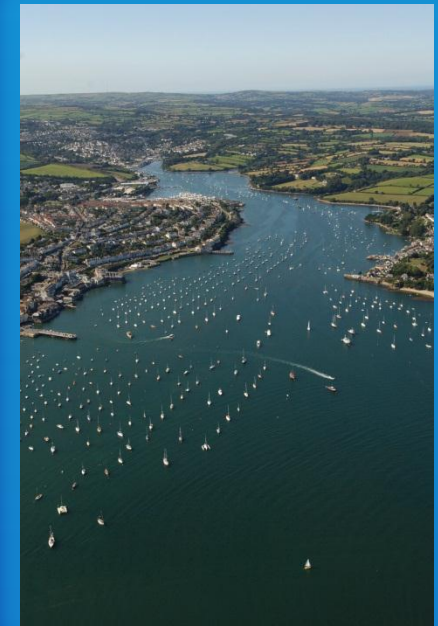


- Formed in 2002 by marine employers to give identity to the Cornwall marine and maritime sector
- Not-for-profit
- Owned by 351 marine businesses – mainly SMEs
- Members' subscriptions provide core income
- Additional income accessed through delivery of regional, national and international contracts
- CMN expert staff employed to serve Employer needs

Cornish Marine Facts & Figures



- Longest Coastline at 650 km in UK
- €650 million per annum GDP in Cornwall
- 1 in 7 of the marine jobs in UK
- 14,000 jobs directly or indirectly involved in marine sector
- 800 businesses in Cornwall



CMN Mission & Objectives



- **Mission Statement:**

'To increase the economic prosperity of our member companies'

- **Promoting growth in Cornish marine businesses through specialist marketing, training, innovation and networking support**
- **Raising the profile of CMN with stakeholders (inc. public and private sectors)**
- **Introducing young people to the scope of career opportunities in the marine sector and providing fresh talent with appropriate qualifications for the workplace**



CMN Key Achievements



- Gained **>£14Million** project funding
- Created more than **1,300 new jobs**
- Engaged more than **5,000 Employees in skills and training**
- Provided real vocational training to **>3,000 Young People aged 14 to 24 years**
- Created **>800 new Apprenticeships** in just 2 years
- Added more than **£120 Million Gross Value Added** to Cornwall economy
- Achievements are without parallel in UK; Europe?

CMN Services Related to Atlantic Strategy Action Plan



- **Improving skills** in Atlantic industries and **raise awareness of sea-related careers**:
 - Training for member businesses is as key to underpinning growth >5,000 learners supported
 - Creation of >800 Apprenticeships through the **Cornwall Apprenticeship Agency** to support sector SMEs
 - Creation of the **Cornwall Marine Academy** to engage with >3,000 Young People (14 to 24 years)
 - Pre-training sessions for Marine Engineering and Watersports professions



CMN Services Related to Atlantic Strategy Action Plan



- Preserving the Atlantic's **cultural heritage**:
 - creation of a Virtual Learning Environment for traditional wooden boatbuilding skills (**boat-building.org**)
- Continuous **marketing support** and **mentoring** for member businesses:
 - CMN employ **3 marketing experts** to support members
- **Upgrade of businesses infrastructures**:
 - In 2014, launch of the **Cornwall Marine Capital Fund** worth £1.85 Million co-funding businesses capital investments, including boatyards, marinas and water sports businesses, to create >200 new jobs



Delivering Marine Leisure for the Atlantic Area Maritime Strategy

EU NETWORKS AND POLICY:

- CPMR - Atlantic Arc Commission
- AA Maritime Strategy
- Blue Growth
- European Maritime Clusters
- Atlantic Cities Network
- European Groupings of Territorial Cooperation (EGTC)
- European Commission DGs

Lead Project Team

Cross Project Communication/Facilitation
Branding, quality marks
Policy formation and lobbying at EU level
Benchmarking and research
Mapping for all projects

- One overall facilitating project to manage information flow and policy presence for the sub-projects
- Each sub-project is a project in its own right
- Each communicating with the Lead Project and each partner
- Each project may have a different Lead Partner and Funding Structure
- Partners in sub-projects might be different from lead-project team

Funding for Lead Project: Interreg 5b: Atlantic Area (Interreg Europe / Horizon 2020)

ATLANTIC AREA SUB-PROJECTS: CREATING SUSTAINABLE JOBS FOR THE INDUSTRY



Range of possible funds available for the sub-projects

- Interreg 5a - Cross Border
- Interreg 5b - Atlantic Area
- Interreg 5b - NW Europe
- Horizon 2020
- Life ++
- COSME
- Erasmus +
- ESF Transnational

Potential Funders

FLAG LEADER
Regional ERDF



A Vision for Marine Leisure Sector in the Atlantic Strategy



Raise awareness of marine careers:

- Engagement of schools and employers
- Raise the profile of the sector's jobs

Increase employability and opportunities for young people in the sector:

- Support and facilitate the access to Apprenticeships for marine sector SMEs
- Deliver employability programmes for Young People to access the marine sector

Ensure longevity of knowledge and skills:

- Deliver high quality training that Employers need
- Support emerging sub-sectors
- Provide re-skilling for people facing career changes

A Vision for Marine Leisure Sector in the Atlantic Strategy

Potential project(s) to be delivered



Support businesses' innovation and investments:

- Facilitate access to funding and collaborations
- Support development of innovative projects
- Engage public authorities to support infrastructure investments
- Support the Cornwall and IoS SMART specialisation on Marine Tech

Increase profitability of marine businesses:

- Training and upskilling for SMEs (marketing their innovation, finances)
- Facilitate access to new markets and collaborations. Export support.
- Marketing support and joint promotion of the Atlantic Arc as the world-class marine leisure destination and centre of excellence
- Support development of new products





A Vision for Marine Leisure Sector in the Atlantic Strategy

Potential project(s) to be delivered



Support the environmental sustainability of the marine leisure sector:

- Improve environmental standards for businesses and energy efficiency
- Develop eco-conception and eco-construction approaches
- Improve waste management and recycling at every stage of the supply chain
- Support the development of a leisure craft recycling/deconstruction sector
- Introduce waste licencing to improve standards

A photograph of a sailboat's hull and rigging on the left side of the slide, set against a blue background. The water is visible at the bottom left.

A Vision for Marine Leisure Sector in the Atlantic Strategy



Potential project(s) to be delivered

- CMN interested in hearing of any projects being developed matching its visions and objectives
- Currently working on developing a draft proposal with French partners and open to other partners
- Mainly looking at Atlantic area Interreg projects but open to other funding streams opportunities

Thank you for your attention!

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