



Our manifesto

Supporting Jobs, Growth and Innovation in the UK Leisure,
Superyacht & Small Commercial Marine Industry

1

Support Growth in Domestic and Overseas Markets

The UK marine industry has a global reputation for three things: good design; innovation; quality. These three factors are vital to the export success of the industry, where over a third of the industry's turnover comes from overseas sales. This supports Government's aim to boost overseas trade to £1 trillion by 2020.



**UK MARINE
EXPORT
REVENUES =
£938m**

**UK IS NET
EXPORTER OF
BOATS BY
£280m**

WHAT IS BRITISH MARINE DOING TO SUPPORT THIS?

- Run the UK's leading international boat shows
- Support UK SMEs at overseas boat shows
- Meet the Buyer – brings UK SMEs together with major overseas boatbuilders



**London
Boat
Show**

WHAT WE NEED FROM UK GOVERNMENT:

- Specify the marine industry in the next Government's industrial strategy
- Increase and ring fence Tradeshow Access Programme (TAP) funding to support SMEs to export
- Support banks to re-introduce marine mortgages for boat purchases

PHOTO: Sunseeker International



2

Support reshoring of marine manufacturing & development of the UK marine supply chain

The UK's marine manufacturing sector produces many of the world's leading brands of boats and marine equipment. There are 860 businesses, made up of boat-builders and manufacturers of engine systems and equipment, currently operating in the UK and employing over 12,000 highly skilled staff.



**UK MARINE
MANUFACTURING
£1.2bn**

**TOTAL GVA
OF MARINE
MANUFACTURING
£789m**

WHAT IS BRITISH MARINE DOING TO SUPPORT THIS?

- Delivering an annual British Marine Supply Chain Conference to support supply chain development
- Supporting Government with the delivery of funding to marine industry projects
- Ensuring industry has fit-for-purpose regulations to work with

WHAT WE NEED FROM UK GOVERNMENT:

- Urgent improvement of funding application processes, so they are quicker and simpler
- Increased resources at the Maritime & Coastguard Agency to help it meet the policy needs of the industry
- Urgent reform of the business rates system before 2017



WHAT IS BRITISH MARINE DOING TO SUPPORT THIS?

- Develop apprenticeship courses, including a Trailblazer, with the industry
- Leisure Marine Careers Ambassador Programme – promotes the marine industry as a career pathway for young people
- Deliver industry supported grants for apprenticeships

WHAT WE NEED FROM UK GOVERNMENT:

- Greater financial support to make taking on an apprentice more financially viable for SMEs
- Improved funding for STEM qualification courses
- Improve awareness of marine careers in primary and secondary schools nationally



Developing skills to meet the future needs of the industry

The UK marine industry directly employs 31,500 FTEs and supports a further 100,000 jobs in the UK. However, there remains a significant skills gap in the industry, with an ageing workforce and insufficient new workers with the right qualifications and skills entering the industry.

Apprenticeships play a vital role in helping to boost productivity in the industry, as well as addressing the skills gap. We want to see Apprenticeship skills development grow right across the industry.



90%
OF BUSINESSES
ARE EXPERIENCING
SOME DIFFICULTY IN
RECRUITMENT

3

WHAT IS BRITISH MARINE DOING TO SUPPORT THIS?

- On The Water – industry campaign to promote boating and watersports as part of a healthy, enjoyable lifestyle
- Deliver research to highlight economic benefits of boating tourism and watersports participation
- Develop and deliver industry projects – Quality Accredited Boatyard scheme
(with Visit England)

WHAT WE NEED FROM UK GOVERNMENT:

- Ensure the security of Red Diesel use in recreational craft
- Name and support boating tourism in the national tourism strategy in the next Parliament
- Support coastal tourism by removing harbour dues for all visiting recreational craft



Improving the Profile of Boating Tourism & Participation

In 2013 an estimated 3.5m adults in the UK undertook a boating activity or watersport. Boating tourism and watersports participation have grown over the last few years and are estimated to have totalled £3.6bn in 2012/13. This is estimated to support 96,000 jobs through direct and indirect effects. British Marine promotes the economic value and benefits of boating tourism to UK plc and helps encourage participation in all forms of boating and watersports.

GVA TO
UK ECONOMY
£3.7bn

BOATING
TOURISM =
3.2%
OF ALL UK
TOURISM



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Future proofing the environmental sustainability of the industry

The future of the recreational boating industry really does rely on the quality of the natural environment in order to retain and encourage people to take part in all water based recreational activities. British Marine works to ensure that industry can support and implement sustainable techniques and practices to manage the sector's impact on the environment.

£500,000+
SAVED ANNUALLY
BY USING
SUSTAINABLE
MEASURES

£10,000
AVERAGE COST
TO BUSINESS OF
DEALING WITH
FLOODING



WHAT IS BRITISH MARINE DOING TO SUPPORT THIS?

- Founding partner of The Green Blue, an education initiative to help industry and boaters reduce their impact on the UK's waters
- Provide expert advice, guidance and site audits on environmental best practice
- Working with Government to support Climate Change Adaptation and Mitigation measures in the leisure marine industry

WHAT WE NEED FROM UK GOVERNMENT:

- Support, promote and use 'The Green Blue' as an example of best practice management in the marine environment
- Commitment to extend the Flood Re scheme to marine businesses reliant on riverside locations
- DEFRA review of the Water Supply (water fittings) regulation 1999



PHOTO: © Canal & River Trust

About British Marine

British Marine is a membership organisation for the UK leisure, superyacht and small commercial marine industry. For over 100 years we have led and promoted our industry and worked with our membership to achieve sustainable growth in a competitive global environment, through the provision of world-class goods and services.

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**BRITISH
MARINE** 
LEADING THE INDUSTRY