CORNWALL marine NETWORK

Cornwall Marine Network

Improving 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

CORNWALL marine NETWORK

- 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
- 600 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

CORNWALL marine NETWORK

- Gained >€16.75 Million 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 >700 new Apprenticeships in just 2 years
- Added more than €160 Million Gross Value Added to Cornwall economy
- Achievements are without parallel in UK; Europe?

CMN Services Related to Atlantic Strategy Action Plan

CORNWALL marine NETWORK

- **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 >700 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

CORNWALL marine NETWORK

- 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 €2.5 Million co-funding businesses capital investments, including boatyards and marinas, to create >200 new jobs

CMN Vision for Marine Leisure Sector in the Atlantic Strategy

CORNWALL marine NETWORK

Support businesses' innovation and investments:

- Facilitate access to funding and collaborations
- Support development of an innovative project
- Engage public authorities to support infrastructure investments

Increase profitability of marine businesses:

- Facilitate access to new markets and collaborations
- Support development of new products
- Marketing support and joint promotion of the Atlantic Arc as the world-class marine leisure destination

Support the environmental sustainability of the marine leisure sector:

- Improve environmental standards for businesses and energy efficiency
- Improve waste management and recycling
- Introduce waste licencing to improve standards

CMN Vision for Marine Leisure Sector in the Atlantic Strategy

CORNWALL marine NETWORK

Raise awareness of marine careers:

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

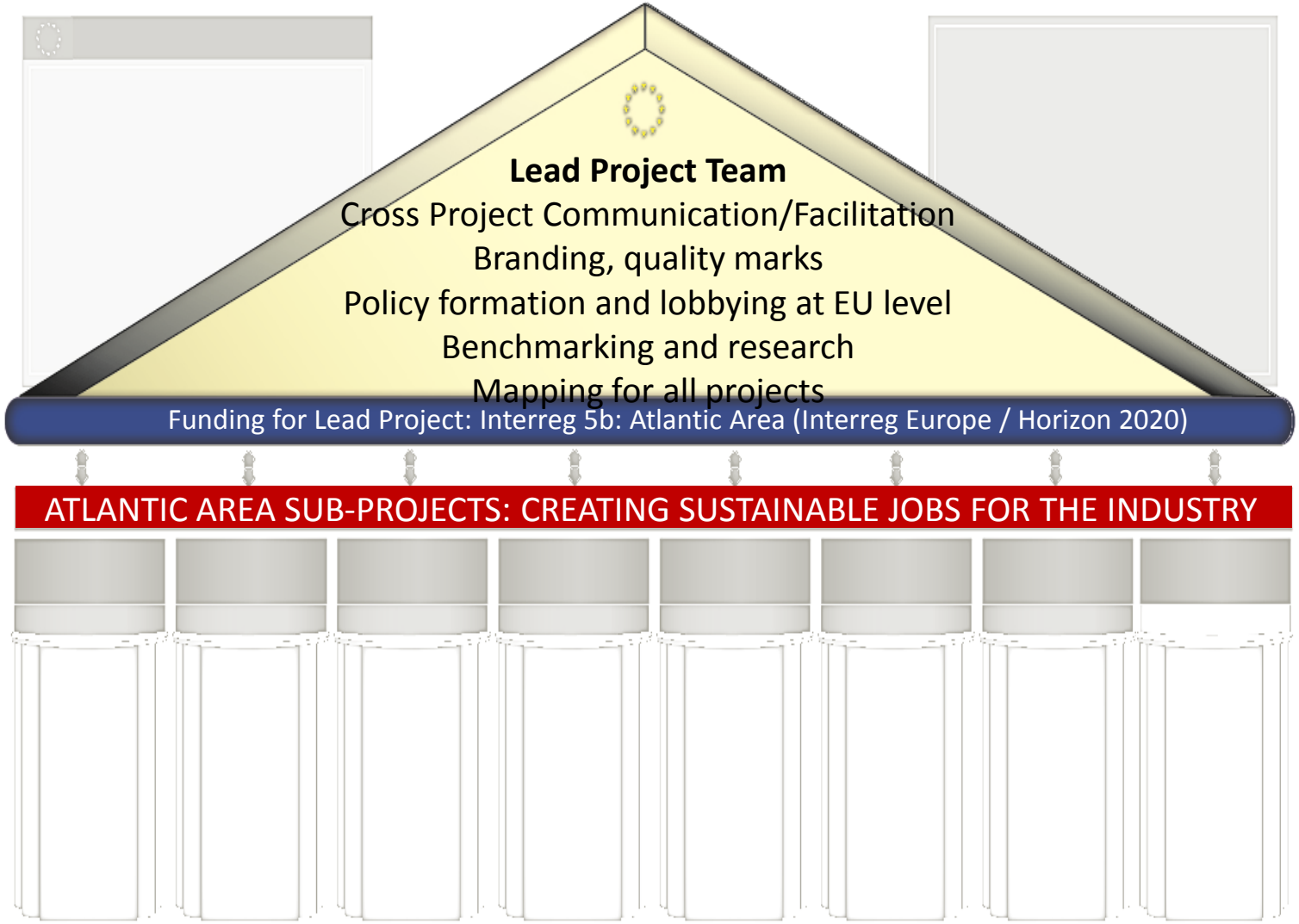
Increase employability and opportunities for young people in the sector:

- 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

Architecture for CMN's Ambition



Marine Leisure & Environment

Standards

Energy efficiency

Innovation

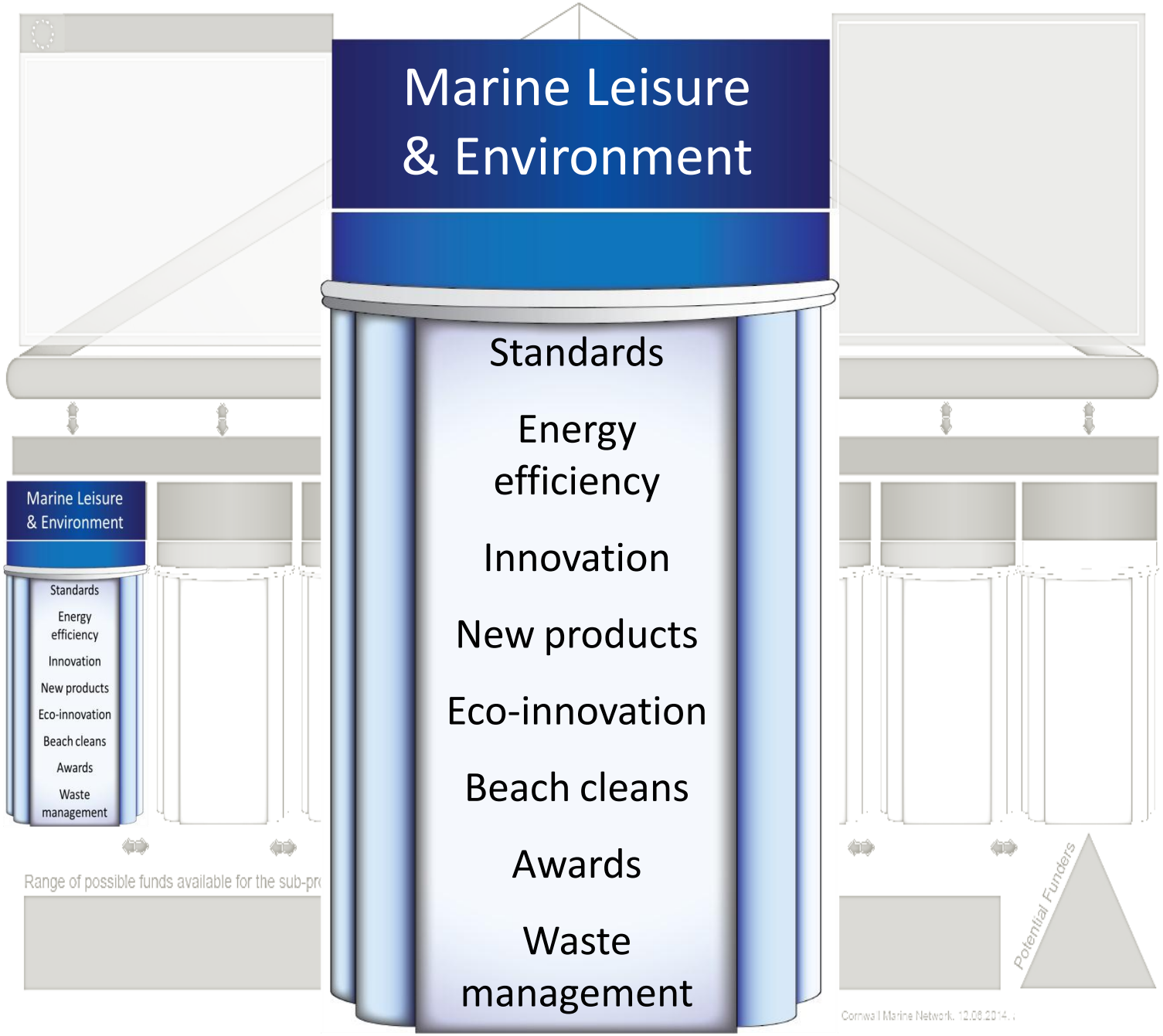
New products

Eco-innovation

Beach cleans

Awards

Waste management

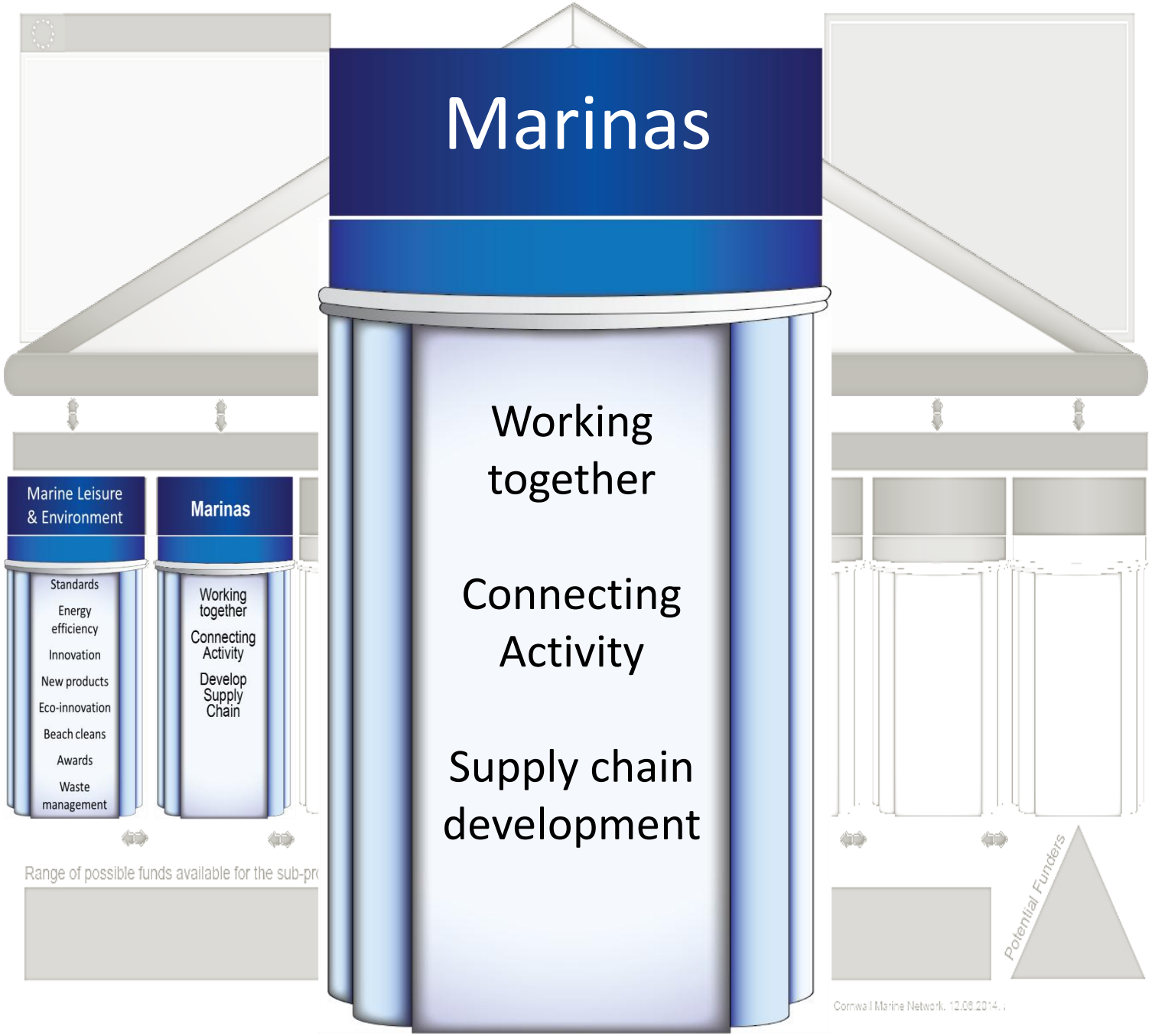


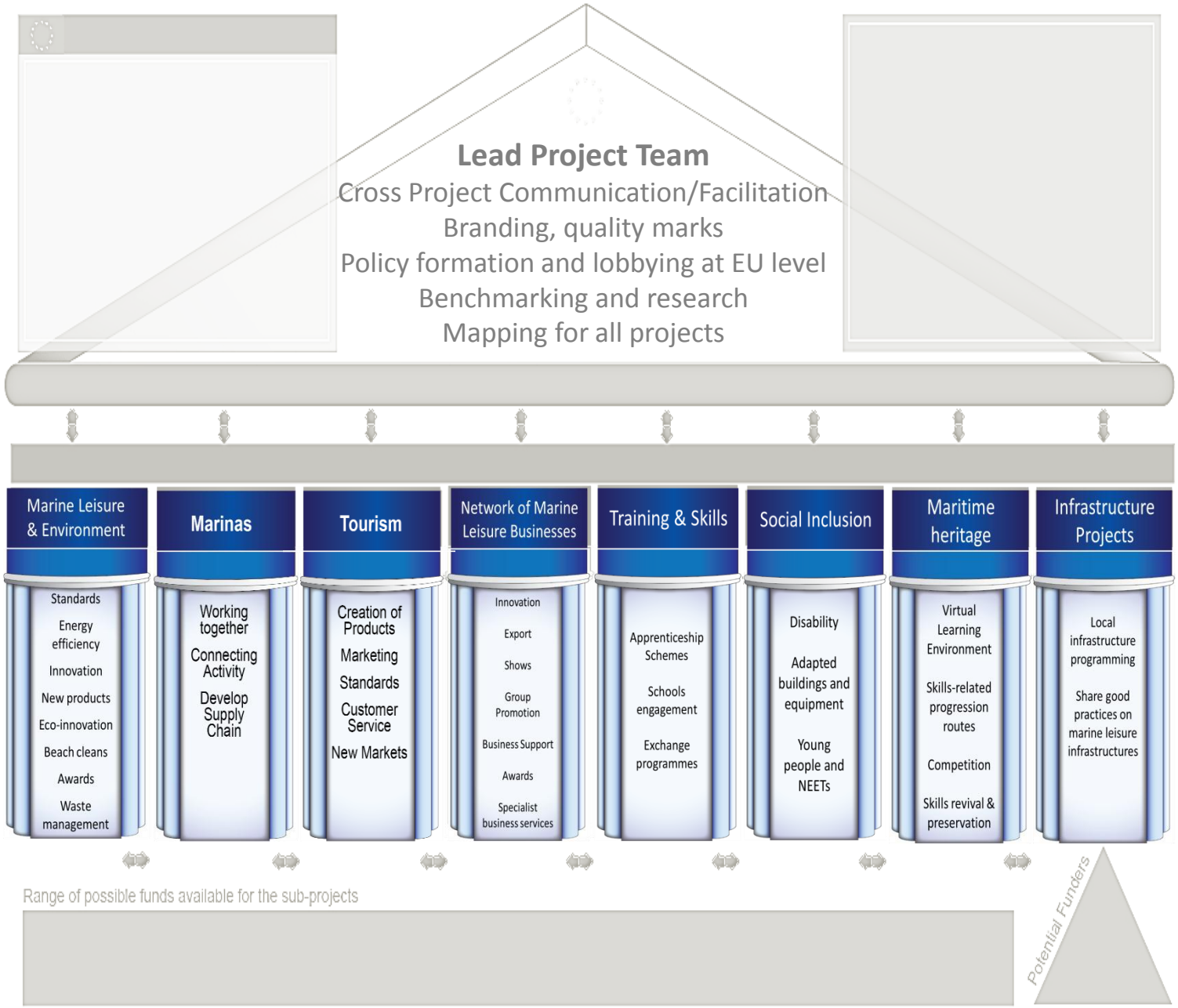
Marinas

Working together

Connecting Activity

Supply chain development





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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 D

- 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

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Marine Leisure & Environment

Standards
Innovation
Products
Eco-Innovation
Beach Clean
Awards
Waste Management

Marinas

Working together
Connecting Activity
Develop Supply Chain

Standards
Customer Service
New Markets

Shows
Group Promotion
Business Support
Awards
Specialist business services

Schools engagement
Exchange programmes

Adapted buildings and equipment
Young people and NEETs

Maritime heritage

Virtual Learning Environment
Skills-related progression routes
Competition
Skills revival & preservation

Infrastructure Projects

Local infrastructure programming
Share good practices on marine leisure infrastructures

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

FLAG
LEADER
Regional ERDF

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

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

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

Marine Leisure & Environment	Marinas	Tourism	Marine Leisure Network	Training & Skills	Social Inclusion	Maritime Heritage	Infrastructure Project
Standards	Working together	Creation of Products	Innovation	Apprentice Schemes	Disability	Virtual Learning Environment	Local infrastructure programming
Energy efficiency	Connecting Activity	Marketing	Export	Marine leisure engaged with Schools	Adapted buildings & equipment	Creating skills related progression routes	Share good practice in marine leisure infrastructure
Innovation	Develop Supply Chain	Standards	Shows	Exchange Programmes	Young People	Competition	
New products		Customer Service	Group Promo			Skill revival & preservation	
Eco-innovation		New Markets	Business Support				
Beach cleans			Awards				
Awards			Specialist business services				
Waste management							

Range of possible funds available for the sub-projects

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

Potential Funders

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Thank you for your attention and interest in our proposal!

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