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

- 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

- 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

• **Improving skills** in Atlantic industries and **raise awareness of sea-related careers:**
  
  – Training for member businesses is 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
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

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

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

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

ATLANTIC AREA SUB-PROJECTS: CREATING SUSTAINABLE JOBS FOR THE INDUSTRY
Lead Project Team
Cross Project Communication/Facilitation
Branding, quality marks
Policy formation and lobbying at EU level
Benchmarking and research
Mapping for all projects

Marine Leisure & Environment

Standards
Energy efficiency
Innovation
New products
Eco-innovation
Beach cleans
Awards
Waste management
Marinas

Working together
Connecting Activity
Supply chain development

Range of possible funds available for the sub-project

Lead Project Team
Cross Project Communication/Facilitation
Branding, quality marks
Policy formation and lobbying at EU level
Benchmarking and research
Mapping for all projects
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
Thank you for your attention and interest in our proposal!

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