

making waves

IN THE HAVEN GATEWAY

THE MARINE LEISURE SECTOR

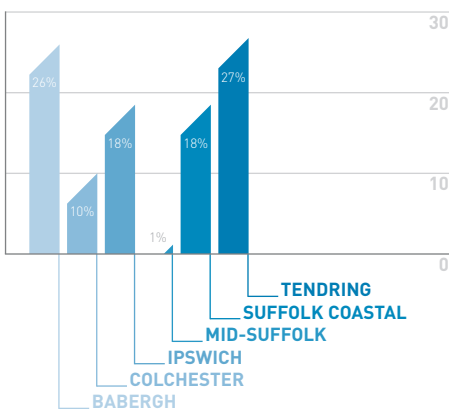


THE MARINE LEISURE SECTOR EMPLOYS 1800 PEOPLE IN THE HAVEN GATEWAY AND IS WORTH £85 MILLION TO THE AREA'S ECONOMY – BUT WHAT OF THE FUTURE?

A major study recently commissioned by the Haven Gateway Partnership into the economic importance of the marine leisure industry to the area has revealed the following key findings:

The marine leisure industry in the HGP area has an estimated sales turnover of around £55 million per annum generated from 260 businesses.

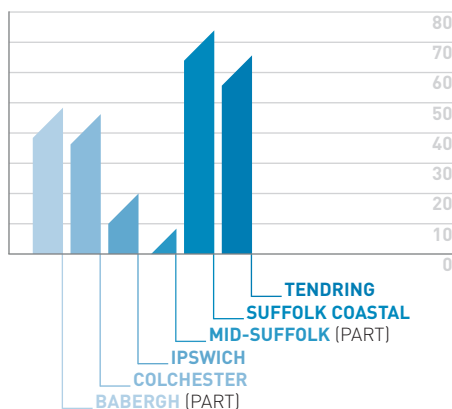
MLI SHARE OF ANNUAL SALES, BY DISTRICT COUNCIL AREA



29% of sales are from boat building, 16% from boat storage, repairs and equipment and 13% from equipment manufacturing.

Of the five councils in the HGP area, Suffolk Coastal District Council (73) and Tendring District Council (65) have the largest number of marine leisure industry related businesses.

NUMBER OF BUSINESSES IN THE HAVEN GATEWAY PARTNERSHIP AREA, BY DISTRICT



An estimated £30 million associated tourism spend (ie. non-boat related purchases including food, accommodation, inland travel, and other retail item).

DO WE HAVE THE SKILLS FOR SUCCESS?

A study into the skills supply needed to sustain and develop the maritime leisure industry in the HGP has also recently been conducted.

Specific skills shortages where the marine leisure companies were finding it difficult to recruit staff were found to be in the following areas:

- Engineering
- Carpentry and wood working
- Electronics
- Specific craft trades, such as electrical, gas fitting and plumbing
- Welding and fabrication
- Rigging
- Marketing
- IT/computer/administrative skill

There is a significant shortage in the number of courses relevant to the marine leisure industries within the HGP area. While there are around 97 relevant courses available nationally, there are only 46 courses available locally, and none in boat building or boat maintenance.

Provision of a number of additional courses or modification of standard courses, within a marine industry-related curriculum design, would be advantageous. Relevant courses have been identified as the following;

- Carpentry/woodworking
- Composites: GRP/FRP
- Electronic engineering
- Gas installation
- General business skills/admin/IT
- Mechanical engineering
- Painting and finishing
- Rigging
- Sales and customer service
- Welding



HOW DO WE SET THE COURSE FOR NEW GROWTH?

Sean McMillan, Director, Spirit Yachts Ltd is confident that the east coast's marine leisure industry is set to grow and grow. **"The area encompassed by the Haven Gateway Partnership is one of the best areas for yachting in Britain. It's an area full of creeks and rivers, some of great beauty with an existing infrastructure of harbours and marinas. Most working people are now able to access yachting to some degree and the relative cost of small craft ownership is falling,"** says Sean.

"However, with a few well established exceptions, I suspect that the mass production of yachts will have ceased in Europe within ten to fifteen years. It's therefore essential that the boatbuilding industry in Europe concentrates on what it can and does do best – custom design and building of large yachts of the highest quality. Without the development of new facilities to cater to the increasingly sophisticated marine leisure industry in the east coast the businesses that currently rely on this industry will be threatened."

George Courtauld, Haven Gateway Partnership Chairman said: **"There are opportunities to exploit, but also limitations to be overcome, if the industry collectively is to be an engine of economic resurgence for the area."** He is certain that the studies' findings will prove an invaluable tool for assessing the potential for economic growth in the sector. He explains, **"The marine leisure industry plays a substantial role in the economic vitality of the Haven Gateway area and we are currently at a critical point in its development. With the findings of these studies, the first undertaken at a regional level, we are now better placed to identify and support its needs for sustainability and growth."**

THE HAVEN GATEWAY PARTNERSHIP ALREADY HAS PLANS UNDERWAY TO UNDERTAKE THE FOLLOWING ACTIVITIES:

DEVELOPING THE SKILLS SET

- Increase opportunities to enhance the skills set of those currently at work in the marine leisure industry and to attract new entrants to the sector
- Develop a consortium of education providers to promote and develop appropriate courses and apprenticeships available within the sector
- Encourage secondary and further education providers to review their current curriculum programmes and contextualise curriculum content to show a clear route into the marine leisure industry
- Encourage the provision of full-time off the job training for young people by developing partnership ventures with employers, the trade association and public sector bodies
- Encourage training providers and businesses to review carefully funding opportunities/prospectuses for national and European funding streams, and take steps to access this money to raise staff skill levels

CHANNELLING THE ENERGY

- Co-ordinate collective promotion of the product and services of the east coast's marine leisure industry to new customers, as well as continuing the heritage of traditional wooden boat building
- Encourage partnerships with key agencies and public sector organisations to better facilitate access to learning and training, the development of best practices and the promotion of the east coast as a leisure boating venue
- Assist local businesses with clear definition of their service offer as well as with their sales, marketing and public relations activity



WANT TO GET INVOLVED?

The Haven Gateway Partnership is keen to hear from individuals and organisations that are keen to get involved in any of the activity outlined above. Alex Davey from Ipswich based Birketts Solicitors is one such individual that is already engaged in strategic as well as practical support of the area's marine leisure industry.

"The economic and social impact that could be made by this industry's development is potentially huge," says Alex. **"But growth is only possible where key industry players such as developers, local councils and businesses play an integral, supporting role."**

Haven Gateway Partnership Chairman George Courtauld adds: **"Joint working with our partners in the Haven Gateway area is fundamental to any contribution that the marine leisure industry can make to the economic growth in the area. Opportunities to get involved are endless and we are also open to additional ideas and thoughts as to how we can further develop marine leisure into a robust and forceful industry sector."**

FOR MORE INFORMATION PLEASE CONTACT RICHARD MORTON OF THE HAVEN GATEWAY PARTNERSHIP ON 01206 848416
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The Marine Leisure Economic Impact Report and Marine Leisure Industry Skills Report are both available from www.haven-gateway.org

