



Maritime UK SW Strategic Partner offering 2024-25

Sponsorship/partnering period

Cluster sponsorship runs from April 1st to April 1st. You will be invoiced in March by the finance dept of Somerset County Council who administer the finances on behalf of the cluster.

Points of Contact

All contact should be made to the MUKSW Chief Executive

Sheldon.Ryan@heartofSWLEP.co.uk

Strategic Partner Benefits

1. Opportunity to become part of the MUKSW Board and play active part in the delivery of our annual workplan.

This is the core benefit of becoming a MUKSW Strategic Partner. The Board consists of 24 leading maritime research, government and businesses from across the South West who between them are involved with many of the strategic developments in the sector. MUKSW has a board place on the Maritime UK national board and via membership MUKSW board members also have the ability to join national groups across a range of activities. The annual workplan is agreed by the board and published at <https://maritimeuksw.org/partner-or-sponsor-maritime-uk-south-west/>. As Strategic Partner you are buying into this shared plan. Strategic Partners have the option to choose to agree a service level agreement to incorporate activity within the plan subject to resourcing and strategic alignment.

2. Dedicated account management through cluster secretariat

MUKSW secretariat will arrange quarterly calls with you to ensure that we are doing everything possible to benefit your business via SW and National networks. Partners are actively encouraged to contribute to cluster sub-groups, strategic projects, lobbying and promotion.

3. Logo on website <https://maritimeuksw.org/>

If you want to link to a site other than your home page please provide this by email.

4. Opportunities to disseminate materials via the MUKSW Monthly Newsletter (circ 3900) and social media channels

Please send in materials to add to the monthly newsletter by the end of the month. Ideally not salesy puff pieces: case studies, events, opinion pieces and material that will be of interest to the wider readership. MUKSW secretariat retains the right to deny publication if

material is not deemed appropriate. Via the MUKSW lead role on innovation for Maritime UK and the Society for Maritime Industries content can be shared via national and social media also if deemed appropriate. <https://maritimeuksw.org/news-and-events/>

5. Logo on print brochure distributed at cluster events

MUKSW brochures are printed every two years. Copies will be sent to partner offices for attention of the lead contact and distributed at cluster and partner events.

6. Opportunity to host specific events at your own facilities. To be discussed on your quarterly call with the Secretariat.

7. Use of MUKSW logo

As a strategic partner of the cluster you are entitled to use the cluster logo on your website and associated marketing materials.

8. Benefits via MUKSW membership of Maritime UK

As a strategic partner of Maritime UK SW you will have access to the various special interest groups, networks and programs. MUKSW hold a board position on the Maritime UK National Council and other partners are embedded on various national groups and committees. To find out more contact the MUKSW Chief Executive.

Policy, Lobbying and access to UK Gov

- *Maritime UK have a strong relationship with government coordinated by a full time policy lead. As a Board member of Maritime UK Maritime UK SW has direct influence to the relationships and influence afforded by the national cluster which is affiliated to but independent from MUKSW.*

Innovation

- *The [Technology and Innovation Group](#) is a forum for both industry and government to identify, discuss and action initiatives to support technological developments pertinent to the growth of the UK maritime sector. The group focuses on key opportunities like the Clean Maritime Demonstration Competition, hears from funding bodies like UKRI and Horizon Europe, and works with the Catapults. It is chaired by Tom Chant, Chief Executive of the Society of Maritime Industries. The group will hold a series of quarterly regional meetings around the UK between Jan 2024 and 2025.*
- *The Technology and Innovation Group has established an H2 Fuels Group. This group's main focus is on the technical developments and utilisation of the fuels in the maritime sector. It showcases developments and engages closely with regulators.*

Competitiveness

- *Maritime UK and its members organise a comprehensive programme of international business development activity. These include inward and outward trade missions and well as Join a trade mission: <https://maritimeuk.org/events/international-activity/>.*

Regional Growth

Regional Cluster Development Programme

- Maritime UK, together with its partners, is responsible for the development and roll-out of an ambitious '[Regional Cluster Development Programme](#)', an initiative embedded in the priorities set out in 'Maritime 2050: Navigating the Future. A Regional Cluster Organisation is a hybrid of trade body, chamber of commerce and lobbying 'organisations' which focus on creating jobs and growth.

The programme currently has 6 clusters around the UK, and we are aware that cluster organisations doesn't yet encompass all regions of the United Kingdom. We are always open to discussion with potential partners who may wish to engage with this work to help us further this agenda. If you would like to offer support, please contact the Maritime UK Programme Manager, [Simon Eardley](#).

People

- [Diversity in Maritime](#) aims to promote a fair, equal, and inclusive UK maritime industry that embraces diversity and creates a supportive and open atmosphere for all to be able to achieve their potential. The programme includes four, safe-space networks. These networks bring together individuals and allies from across the sector to collaborate, discuss and break down barriers being faced.
- [Women in Maritime](#), in 2018, Maritime UK established the Women in Maritime programme to address gender fairness, equality and inclusion within the maritime sector.
- [Pride in Maritime](#), the network aims to identify barriers to change across the LGBT+ maritime community, educate and enable individuals and companies to embrace, empower and support the LGBT+ community and to share resources, good practice policies and toolkits that support the LGBT+ community across the sector.
- [Ethnicity in Maritime](#), brings together individuals from a culturally diverse background, along with allies, to shine a strong spotlight on the specific problem of racial inequality in the maritime sector. Throughout the year the network holds a series of [book clubs](#). In each session, they discuss the selected book, unpack the major themes, share reactions and questions and contemplate the meaning and implications on our lives and the world around us.
- [Mental Health in Maritime](#), provides a collaborative platform to share information among all organisations, in support of aiding others to achieve and develop mental health management practices by: engaging, connecting and collaborating with organisations who have developed Mental Health and Suicide Prevention strategies for the UK maritime sector; bench-marking current training provisions and; providing bench-marking tools for the maritime sector against mental health standards
- [Inspiring the Future Maritime](#), is a sector-wide industry ambassador programme for schools and colleges. The programme has been designed to support schools and colleges in meeting the Gatsby Benchmarks. Benchmark 5 sets out the expectation that all young people must

have meaningful encounters with employers as part of their careers programme. The programme is open to anyone who works in the maritime sector.

Weekly update

Weekly MUK Update

- *Each MUK provide a roundup of all the key developments in the maritime sector, industry news and views, along with the upcoming events delivered by Maritime UK and its members. Sign-up to the newsletter [here](#).*