

UK South Coast Marine Cluster - Terms of Reference

Headline Purpose

The UK South Coast Marine Cluster's (SCMC) purpose is to stimulate greater marine and maritime-related economic growth and productivity across the UK's south coast¹

This will be achieved by research institutions, LEPs and local government and business collaborating to enable:

- 1. Innovation and collaboration**
- 2. Promotion of shared excellence, trade and inward investment**
- 3. Voice to government and policy-makers.**

By doing this we will build a globally significant cluster that promotes business growth and attracts investment.

Specific Objectives

- 1. Innovation and collaboration**
 - Raising awareness of the research base capabilities for specific business requirements.
 - Through RTO collaboration, producing specific sector and company plans for research, development and innovation needs.
 - Coordinating efficient and effective demand-led business support.
 - Acting as a catalyst in applications for existing and future funding, particularly involving multi-LEP and multi-partner opportunities.
 - Identifying and target support for high-growth potential companies.
 - Mapping research assets in order increase access to R&D facilities and to increase investment in R&D.
 - Providing innovation driven relocation support.
- 2. Promotion of shared excellence, trade and inward investment**
 - Providing opportunities for businesses to showcase their products internationally.

¹ See marine & maritime definition at end of document

January 2019

- Working with partners to market the South Coast UK Cluster internationally, via production and dissemination of effective promotional material and representing the Cluster at leading events,
- Coordination between individual members' communication strategies
- Liaison with other national and international clusters and stakeholders.

3. Voice to government and policy-makers.

- Understanding market conditions, gaps and requirements.
- To raise awareness of the importance of the sector to policymakers, working with trade associations and other bodies to articulate evidence-based strategy for further investment in business support, specialist facilities for the sector, and to address the potential future skills-gap.

While some activities will be dependent on the Cluster group securing funding, the Cluster and local delivery partners will aim to complete as much as possible through partner led activity. These activities are detailed in the SCMC Action Plan.

Structure

The South Coast Marine Cluster (SCMC) is the badge used to promote the significant strength that the marine sector across the south coast affords. It is also the name of the collaborative group of organisations that are working to achieve the Cluster objectives.

SCMC Board

The board will:

1. Establish strong and secure leadership and commitment to the SCMC objectives.
2. Guide the SCMC strategy and work plan to ensure effective and timely delivery.
3. Effectively position the SCMC with key national and international industry stakeholders.
4. Act as ambassadors to promote the SCMC activity and proposition.
5. Act on behalf of the wider cluster collective.

The board will meet quarterly.

The SCMC have agreed to adopt a model where responsibility to chair the group is shared between two chairs: one from the east of the cluster geography, (Hampshire and Dorset) and one from the west (Cornwall, Devon and Somerset), with a further two Vice-Chairs to provide additional leadership capacity and experience.

SCMC Delivery Groups

In order to enable wider local stakeholder participation, engagement and to drive delivery two sub-regional groups (one for Cornwall, Devon and Somerset and another for Dorset and Hampshire) will be coordinated:

The SCMC Delivery Groups will:

1. Deliver collaborative business facing and networking activity as part of the SCMC workplan as guided by the SCMC Board.
2. Enable local engagement with the SCMC Board.
3. Enable SCMC actions which would be difficult to coordinate over the entire SCMC geography.
4. Bring together local stakeholders to drive economic development and inward investment.

The fact that there are two delivery groups does not in any way imply that there are two SCMC clusters. The reason for having two groups is to better enable activity across a wide geography. Activities across the two groups will be linked by the SCMC secretariat and links into the Board in order to draw together and align work programmes and maintain the ethos of a single, united cluster working together.

Until further notice the Vice-Chairs of the SCMC will take responsibility for Chairing SCMC delivery groups and will, in addition to the secretariat ensure that both groups are well coordinated together and with the SCMC board.

Associate members and key stakeholders

The cluster has established associate member status with related trade bodies and Government agencies.

If agreed by the Cluster Board, from time to time other organisations may join the Cluster group, or work with the Cluster group on individual task & finish working groups.

SCMC Business Network

The SCMC will create a virtual network of marine and maritime businesses. Membership of the network will be free of charge and without obligation. The network will:

1. Promote the technical business capabilities of network members, for example via digital mapping on the SCMC website and promotional collateral.
2. Create a database to enable the SCMC to drive collaboration and networking between members.
3. Enable SCMC Business Network members to comment on and influence SCMC activity and strategy.

Governance

Cluster secretariat and resourcing

The SCMC Coordinator, a role which is financed by cluster partners provides secretariat to the Cluster Board as agreed and directed by the Board.

There is an expectation that Cluster Board and Delivery Group member organisations will actively engage in cluster activity through the provision of pro-bono support and/or other resourcing to enable cluster objectives. It is recognised however that external funding will be required to achieve many of the Cluster's wider aspirations and the Cluster will therefore aspire to access funding to fully achieve its business growth and inward investment objectives.

Independence of action

Board and Delivery Group Members will not be stifled in their on-going work; however they do commit to ensure co-ordination and awareness of their respective activities and, where considered appropriate, work jointly on the development of initiatives. In the event that a legal entity is required for funding bids, there will need to be a case by case agreement as to the Lead Bid Partner for jointly developed initiatives thereby avoiding the need to create a new legal structure.

This governance model will:

- enable the development of an inclusive approach that brings together key stakeholders (and related marine assets) across the wider UK south coast
- provide the ability to further develop existing brand and marketing collateral
- provide the ability to create Task & Finish sub-groups looking at distinct activities
- bring together existing networks through the development and delivery of value-adding conferences, events and training packages etc.
- enable individual partners the freedom to become involved in projects, sub groups, bids or activities in line with their core purpose and priorities

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Definition of Marine & Maritime sector

The marine sector is defined to comprise six activities

- Ship building and repairs
- Marine equipment (exc. Leisure equipment, which falls within 'Leisure and Small Commercial')
- Marine renewable energy servicing
- Leisure and small commercial
- Marine science
- Maritime technical consultancy

The maritime sector is defined to comprise three activities

- Ports
- Shipping
- Maritime business services

Source Oxford Economics 'Economic Impact of the Marine & Maritime Sector in the UK 2011/12'

Definition of the SCMC Geography

Primarily Cornwall, Devon, Somerset, Dorset, Hampshire but where appropriate consult with and promote appropriate assets and stakeholders.