

## MARITIME UK SOUTH WEST

### 2020 REVIEW AND DRAFT PLAN FOR 2021

Maritime UK SW brings together the breadth of our ocean economy, working in partnership to champion, grow and clean the sector.

#### Aims and objectives

<b>1.Champion and promote our sector, internally, nationally and abroad.</b>
1.1 Create evidence based strategy, profile and lobbying
1.2 Promote regional excellence
<b>2. Drive clean growth by fostering collaboration between business, research and government and brokering access to support.</b>
2.1 Drive collaboration, investment in R&D and clean growth
2.2 Increase investment in skills and promote careers in maritime
<b>3.Harness our assets to build centres of excellence to maintain regional competitive advantage in a clean, prosperous maritime future.</b>
3.1 Build supply chain capability in <b>offshore renewables</b> and bring forward investment in floating offshore wind
3.2 Create a world leading centre for <b>marine autonomy</b> and geospatial data innovation.
3.3 Drive investment in our <b>Sustainable Ocean Economy</b>

#### And in order to deliver the above aims and objectives

<b>1.Increase cluster resourcing to deliver our shared aims</b>
4.1 Seek “strategic partners” to add cash and in kind support
4.2 Open cluster activity to sponsorship.
4.3 Bid for funding to deliver our strategy and provide overhead.

#### KEY

**2020 Plan – Black**

**2020 achievements – Green**

***2021 Proposed objectives – Blue italics.***

#### SUMMARY

2020 started with our rebrand event as Maritime UK South West, held at The Met Office in Exeter and attended by over 100 business from across the South West. Following this we had an extensive local, national and international events schedule all of which, as with the rest of the

world soon morphed into webinars, online content and press coverage. We now deliver a newsletter to almost 2,000 recipients across the South West, keeping the sector connected with opportunities for funding and partnerships and organise bi-weekly marine tech webinars working with partners across the region. As a response to Covid we worked with other regional clusters through our parent cluster Maritime UK to deliver the Covid Maritime Recovery Plan and have since worked on major investment proposals to assist with Covid recovery including £64M for Floating Offshore Wind and an ambitious SW investment programme provisionally called the Future Ocean Initiative, which will focus investment in marine autonomy, digitisation and clean maritime. We also established the South West Aquaculture Network and were successful in winning the Department of International Trade High Potential Opportunity in Marine Autonomy. The cluster steering group and wider partnership enables cohesion across the region and our sector to help drive collaborative investment propositions. In 2021 we have the opportunity to land significant investment in the South West, in particular taking advantage of recent funding pledges around low carbon maritime and fulfilling the objectives set out in the Maritime 2050 strategy. By joining us in 2021 we hope you will benefit your business, the sector and the region to brighter and cleaner future. Below you will find the detail of our achievements and a plan for next year.

## **AIM 1: CHAMPION AND PROMOTE**

### **1.1 Create evidence based strategy, profile and lobbying**

- Refine strategies to develop our three centres of excellence (see point 3)
- **Submitted prospectus to Prime Minister via Great South West Jan 2020.** Plan contains key focus on Autonomy, Offshore Renewables, and Aquaculture. (Also see 3.1-3)
- Better coordinated lobbying using regional champions and Maritime UK board membership
- MUKSW has two places on Maritime UK (MUK) board: Jim Stewart, Port of Poole, Dorset and Paul Wickes, Cornwall Marine Network
- Covid: MUKSW worked with other national clusters and MUK: creating national data, comms to sector and **Covid Response Action Plan**
- Worked with MUK to support Comprehensive Spending Review bid,
- “Road to Net Zero” event to lobby SW MPs, LAs, and LEPS
- Take a lead role in delivering areas of Maritime 2050 focussed around autonomy, environmental/geospatial innovation, data collection, cleaning of the maritime sector, cyber and renewables
- Plans well supported but funding to be confirmed for MUKSW proposition to **provide national coordination function for innovation strand of Maritime 2050** in 2021.
- *Create and provide support for significant post covid recovery investment in: Autonomy, Offshore Renewables and Sustainable Ocean Economy Investment for the SW*
- *Strengthen network of sympathetic SW MPs, and Local Authority leaders*
- *Increase engagement with MOD, partnering with SW Regional Defence Cluster (working with RN Board member)*

## 1.2 Promote regional excellence

- Greater reach and impact of our promotional work achieved through: more resources for marketing, comms and PR, affiliation with Maritime UK, shared comms plan, working with strategic partners
- Rebrand/affiliation with Maritime UK,
- Web and print refresh,
- Cluster videos content created,
- Newsletter and social media feeds increasing reach (1800+ recipients),
- Bi-Weekly webinar series and other online events (face to face events cancelled)
- *Continue to grow network reach via digital and face to face marketing to include:*
  - o *Won Department for International Trade High Potential Opportunity for Marine Autonomy in 2020 – use this to promote SW strength Internationally.*
- *Produce shared comms plan around Covid restrictions, working with strategic partners to include:*
  - o *Marine Tech Expo,*
  - o *Poole Maritime Festival,*
  - o *London International Shipping Week,*
  - o *If possible coordinate external trade show promotion for 3 centres of excellence*

## AIM 2: DRIVE CLEAN SECTOR GROWTH

### 2.1 Drive collaboration, investment in R&D and clean growth

- Strengthen SW maritime network, working with strategic partners and alongside existing programmes e.g. Marine Business Technology Centre and Marine-i.
- Create a programme of Maritime UK SW business forums, sand pits and networking sessions focussed on but not limited to our interlinked centres of excellence in autonomy, offshore renewables and sustainable ocean economy
- **MUKSW submitted an ambitious £250 Future Ocean Initiative (FOI)** positioning paper into comprehensive Spending Review (CSR). FOI well aligned as SW element of the national maritime CSR bid
- (repeated from 1.1) MUKSW proposition to **provide national coordination function for innovation strand of Maritime 2050.**
- Established **MUKSW Project Group** to horizon scan future funding and broker best possible projects from SW. Delivered several collaboration events working with Marine Business Technology Centre, the Offshore Renewable Energy Catapult etc.
- Dept For International Trade Maritime Trade Adviser in place for GSW area.
- Bi-weekly marine tech webinars delivered with Oceansgate Plymouth.
- *Secure funding for the **Future Ocean Initiative***
- *Secure funding for MUKSW for the **National Innovation Programme Management** function*
- *Use MUKSW Project Group to deliver **collaborative R&D events** around funding calls in order to generate successful bids from the South West*
- *Continue programme **of business facing events** with regional partners*

### 2.2 Increase investment in skills and promote careers in maritime

- Maritime seen as a career of choice, delivered through national collateral and campaigns around maritime (e.g. Women in Maritime and People Like Me) better disseminated including into schools through tighter regional network of skills and stem leads
- MUK skills and careers collateral distributed through SW networks
- Maritime UK exhibition at Skills South West
- Careers video produced
- Careers event in Maritime week, skills event for Floating Wind
- Better evidence of skills demand.
- The Maritime Skills Commission (MSC) formed in 2020 - SW reps Thales and Princes Yachts
- Labour Market Intelligence Report published
- *Continue to disseminate national collateral and skills programmes through South West networks*
- *Careers: increase reach to young people via at least 2 x career & skills events or collateral e.g. video content*

### **AIM 3: BUILD CENTRES OF EXCELLENCE**

#### **3.1 Build supply chain capability in offshore renewables and bring forward investment in floating offshore wind.**

- Significant investment in floating offshore wind – through lobbying government for subsidies and removing barriers to investment in the SW including: innovation, infrastructure, supply chain, skills
- Wave Hub lead **SW FLOW Accelerator SIP bid for £64M**. 1<sup>st</sup> phase approval. 2<sup>nd</sup> Phase submitted Nov 20
- ORE Catapult publish “Benefits of Floating Offshore Wind to Wales And The South West”
- 2 x supply chain summits held by Marine-I
- SCMC to partner with the Offshore Renewables Catapult delivering supply chain support between the UK and English Channel for tidal energy.
- Won contract to deliver supply chain engagement for TIGER Tidal Energy Interreg programme,
  - o 5 x supply chain events to over 700 delegates
- *Lobby for SIP bid, £64M SIP Funding in place June 2021*
- *Great South West Floating offshore wind action plan presented to the three South West Local Enterprise Partnership Spring 21 – aim to unlock investment in skills, infrastructure and SW supply chain development.*
- *Anglo French Clustering for Tidal, educational content produced, and further supply chain activity delivered.*

#### **3.2 Create a world leading centre for marine autonomy and geospatial data innovation.**

- Investment in communications network
- Investment attracted to the SW.
- Funding for UKHO Geospatial Innovation Centre in place.

- £1.8M Growth Deal secured from Devon and Somerset (HOTSW) Local Enterprise Partnership for UK's first 5G testbed for marine
- DIT High Potential Opportunity for Autonomy awarded – 1<sup>st</sup> draft produced
- £250M Future Ocean Initiative programme submitted through CSR
- *Secure SW engagement and buy in for the Future Ocean Institute including investment for core projects.*
- *Promote marine autonomy exploiting the High Potential Opportunity bid won in 2020 to attract investment into the SW.*
- *Develop the digital twin concept at Smart Sound to drive further collaboration.*

### 3.3. Drive investment in our Sustainable Ocean Economy

- Build a Sustainable Ocean Economy centre of excellence, to drive our economy and maintain a healthy ocean environment
- Attract the Renewables UK Floating Offshore Wind conference to the SW in 2020
- Collaborate to take lead roles within environmental strands of Maritime 2050 and creating bids to build on our existing strengths
- Support the development of SW Sustainable Aquaculture Network and associated action plan
- Established **Clean Maritime Special Interest Group** led by Exeter University
- South West Aquaculture Network established: secretariat in place, 95 members, Action Plan published, collateral funded.
- *Secure investment through the Clean Maritime Special Interest Group*
- *Secure support and or investment for Aquaculture*
  - o *Innovation Centre and*
  - o *pre-consented SW Aquaculture Parks*
- *Work with MUK to promote SW environmental expertise at COP26 and the G7 conference.*

## 2. Increase cluster resourcing to deliver our shared aims

- Seek “strategic partners” to add cash and in kind support.
- Open cluster activity to sponsorship.
- Bid for funding to deliver our strategy and provide overhead.
- Strategic Partner Income - £22,300.  
Haines Watts, South Devon College,  
MBTC (+ in kind)  
University of Exeter  
PML  
BMT Global  
Francis Clark  
Business West (+ in kind)
- 12 x Sponsors - £3500.  
RHDV  
Royal HaskoningDHV  
ARC Marine  
Applied Genomics

CMS Geotech  
Oceans HQ  
VASPBA RPS Limited  
Partrac  
Coltraco Ultrasonics  
Bartons  
City College Plymouth  
C-Stem Limited

- Won funding from ORE Catapult at £17,000 pa until Jan 22.
- *Maintain Sponsor and Strategic partner funding.*
- *Win funding to lead Innovation strand and outsource marketing to 3<sup>rd</sup> party.*
- *MUKSW role written into substantial bids e.g. SIP and Future Ocean Initiative.*