

A collage of images illustrating various activities related to the 'Blue Economy' theme. The images are arranged in a wavy, overlapping fashion. Key scenes include: a group of people on a boat, a rescue operation with a person in an orange suit, a person working on a computer, and a person working on a boat. The collage is set against a background of a blue sky and water.

2019-20 report-back and 2020-21 priorities

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Scope

This publication reports on the original member-led 2019-20 objectives outlined in British Marine's National Agenda, which was launched in February 2020. You can view the full document with its broader explanations at bmmag.co.uk/agenda2020

The pages that follow also outline the 2020-21 objectives, for which a report-back will be issued later this year. We finish by including specific results from events, marketing and communications.

British Marine's objectives adhere to our mission of delivering outstanding services, representation and products to promote the sustainable success of our members. They are aligned to our July-June financial year.

A report-back can typically be expected in the same year after the review period closes. This report was necessarily delayed due to the impact of the global pandemic and the need to prioritise emergency attention on member welfare through COVID-19 and then Brexit.



Objective completed



Work in progress



Work paused

Delivering on our promises

At the start of the 2019-20 financial year no one could have predicted the global Coronavirus pandemic and the subsequent impact that it would have on all of our lives. It was a year of challenge for British Marine and the industry with no parallel in living memory.

British Marine commenced the year optimistically with our exciting vision and mission and the launch of our new National Agenda. With five themes – Participation, People & Skills, Environment, Technology & Innovation and Representation – the National Agenda set clear and measurable objectives to form the foundations of our work.

By February 2020, British Marine was over halfway through the 2019-20 financial year and well on course to delivering the objectives we had published. However, COVID-19 meant that certain areas of our activity had to be



postponed so that internal resources could fully focus on the many challenges that instantly faced our members.

Despite the sudden impacts of the pandemic and the looming spectre of an uncertain exit from the European Union, British Marine commenced the development of its 2020-21 business priorities. These objectives recognised the need to provide effective guidance and representation for members through COVID-19 and Brexit.

They also kept the focus on our member-led National Agenda priorities.

More details of these delivered and planned objectives can be found in the pages which follow. We will specifically report on 2020-21 progress and achievements, later in the year.

Lesley Robinson
CEO, British Marine

Success through adversity

Approaching my election as President of British Marine last year I thought the hard tasks would be behind us, with Lesley Robinson's appointment as CEO, the establishment of a transparent and accountable National Agenda which represented the areas members asked us to focus on, reorganisation of the team, implementation of new working practices and an office relocation. My assumption was that I would focus on fully implementing and optimising these changes.

Then COVID-19 threw a large spanner into the spokes of everyone's 2020 expectations. At British Marine some objectives were made impossible by restrictions and the team's full attention instantly switched to essential pandemic representation and support for members. Fundamentally though, the ambition



did not change. Progress was made, even during lockdown and specific priorities were then put in place for this year.

Of the 24 commitments set for 2019-20, 16 were completed, six remain in progress or are close to completion, while two were not started or they stalled. Given the impact that COVID-19 had on our organisation, this was rightly recognised by the British Marine Board as a huge success. I commend to you the progress outlined in this document, the

myriad of other core tasks routinely performed by British Marine and above all, the staff who have adapted brilliantly well to provide continuity of service for our members.

Ian Cooke
President, British Marine

A year like no other

Within a month of publishing its National Agenda, British Marine executed a rapid change of tack to deal with the many impacts of the encroaching pandemic. Here's a brief reminder in numbers of dedicated COVID-19 responses we delivered to support our members.

250+

**at risk boating
tourism businesses** for
which we clarified grant
funding eligibility



514

social media posts
providing updates, support
and guidance

28

**documents and
publications**
produced to
support our
members



400+

member FAQs answered
covering everything from legal
and financial guidance to crisis
management support



60,000+

**visitors to our
COVID-19 microsite**
which was rapidly
developed as soon as the
scale of the pandemic
became apparent

12

**COVID-19
apprenticeship
training updates**



17

webinars
watched live by
1500+ people
from member
companies and
subsequently
downloaded more than 370 times



50+

@ email bulletins
broadcast to highlight
important government
updates for our industry



62

**letters written
to ministers**
and other
politicians securing
support for UK
businesses

4

**parliamentary
enquiries
responded to**


6

**one-to-one
briefings
with MPs**



2019-20 objectives and achievements

Develop new Tourism and International Working Groups. These member-led groups will provide fresh impetus and actionable frameworks for efforts in UK marine tourism and export development.

Both Working Groups were formed and held inaugural meetings before the pandemic intervened and prevented members engaging. 

The International Working Group resumed in December 2020. A survey seeking to learn which international services should be prioritised in the future prompted 100 responses from the 700 member businesses most likely to export. This provides a sound baseline for future planning.


The Tourism Working Group's review of the tourism strategy in November 2019 provided a number of action points. These will be taken forward once COVID-19 recovery permits members in this sector to engage and inform our direction in this area.

Create, in partnership with the Department for International Trade (DIT), a new package of support for 'new to exporting businesses'. The new International Working Group has already identified more than 60 members who could be supported by this initiative.

British Marine placed a bid for enhanced funding with the Department for International Trade (DIT) to support greater presence at boot Düsseldorf in January 2021. This proposal was not supported due to COVID-19 risks (and the show was then cancelled). However DIT, working with British Marine, diverted the funding to produce a leisure marine video, with content designed to support the export efforts of British companies in our sector. This video will be available shortly. 


Represent the interests of the industry on the following consultations:

- Future of Environment Agency Navigations – The Environment Agency is seeking to change the way in which it charges for boat registrations with likely impacts on hire and passenger operations. We are representing the wide interests of the affected sectors during this process.
- Scottish Tourism Tax – British Marine and British Marine Scotland are working together to ensure that any future Scottish Tourism Tax does not negatively impact upon local industry sectors and their customers.
- LPG on Vessels – British Marine is currently working with Energy and Utility Skills, the sector skills council for the gas industry, to develop more suitable training for those working with LPG (Liquid Petroleum Gas) installations on boats. This will include the development of an Approved Code of Practice.

British Marine has been actively engaged on all of the highlighted consultations to ensure member interests are represented – this is just a small sample of many representational activities that occur weekly, the dual issues of COVID-19 and Brexit substantially increasing that work in 2020-21. The National Agenda contains a list of the many organisations that British Marine regularly consults with – see bmmag.co.uk/agenda2020 – p43. 


Develop and launch a new five-year marine industry research plan. Our research function has provided a variety of statistics and reports for many years. As consumer habits change, so must the way in which we collect information and support our members. In developing the research plan, we will engage with our

associations to ensure we are providing the sector specific information required to protect and grow members' businesses.


This plan has been created and will guide British Marine's research activity in the future. We will mix a proactive and reactive approach to our research activity and work with others to produce new reports and insight which is valued across all sectors of our membership. 

Contribute to the Government's Trade & Investment five-year plan, with particular focus on:

- Identifying barriers to development and opportunities to grow the sector.
- Securing appropriate means of support for SMEs to export, attend tradeshow and explore opportunities to enhance their competitiveness on a global stage.

Our inputs were provided and the DIT has now submitted its one-year spending review funding bid to HM Treasury. Budget confirmation is expected in March 2021. 

Conduct further annual surveys of external stakeholders to benchmark British Marine's representation performance. This survey will be repeated in 2020 and thereafter annually to check effectiveness. The independent results will provide the feedback necessary for improvement and demonstrate to members and non-members alike the value of British Marine's busy programme of representation.

The 2020 survey confirmed that British Marine's political representation is strongly valued by external stakeholders (see highlights below). This survey will be repeated annually, with the results used to drive improvement and prove value. 

Stakeholders rated our quality of representation
7.8 out of **10**

76% of stakeholders rated our industry representation as valuable

Our advocacy activities achieved a high Net Promotor Score (NPS) of **+24%**

2020-21 priorities

Developing the role and activity of the International Working Group and related services. The UK's exit from the EU makes it an imperative to provide our members with the tools they need to grow their businesses in a global market. The International Working Group will set strategic direction for British Marine to deliver a suite of tools and services that best serve our members.

Support members affected by COVID-19. The impact of the Coronavirus pandemic has disrupted activity in 2020-21. British Marine

will continue to provide unparalleled support to our members for as long as impacts are felt and ensure the marine industry is in the best place to recover as soon as restrictions ease.

Develop new wellbeing benefits of boating report. British Marine, in partnership with the Canal & River Trust, will commission a research project to look at the wellbeing benefits of recreational boating, a new first for both organisations. This evidence will demonstrate the importance of boating and how it contributes to living a healthier, happier life.

2019-20 objectives and achievements

Develop a new Careers Working Group. This member-led working group will identify priorities to support and grow careers across the marine industry. It will also target the development of a higher level apprenticeship programme, beyond our existing Level 3 schemes, in order to encourage further progression across core career pathways.

This work is currently on hold due to the difficulty of assembling the right group due to pandemic constraints. Some of this work will be taken on by the Apprenticeship Trailblazer Groups that work on the apprenticeship standards for specific marine occupations.



Examine the viability of becoming an End Point Assessment Organisation (EPAO).

This would enable British Marine to become responsible for assessing marine-related apprentices at the end of their programme, confirming their competence.

British Marine assessed the viability of becoming an EPAO and successfully joined the End Point Assessment Organisation register in May 2020 after applying to assess against the Marina and Boatyard Operative apprenticeship standard.



Expand our collaborative work with careers advisors. We will grow our activities beyond the current programme in Hampshire and Dorset to reach at least 30 more advisors in other regions.

Work is happening in this area, despite the impact of COVID-19. During lockdown we have focused on engaging with online careers events. More than 100 careers professionals have been reached in this way so far.



Provide guidance on the safe installation of solid fuel stoves on boats. We will collaborate with HETAS, the solid fuel, safety and standards organisation, to create this information.

HETAS is at testing phase of the training course but work is currently held up by COVID-19 constraints.



Develop a training and assessment programme to raise standards in the rigging sector.

British Marine will work with riggers, mast manufacturers, rope makers and insurers so that this programme identifies highly qualified and competent services. On successful assessment, riggers will be added to a 'rig-safe' list for members and the public to use.

Work is ongoing but was affected by the need for members to prioritise their own businesses through the pandemic. This objective has been carried over into 2020-21.



Support the Government's Maritime 2050 People Route Map objective to raise awareness in schools of maritime career opportunities.

The Department for Transport has ring-fenced more than £0.5m under its Route Map to promote career opportunities in the wider maritime sector. This funding will contribute towards our own activity in building the profile of careers in the leisure marine sector.

British Marine continues to engage with Maritime UK on the promotion of career opportunities. It also commenced its recruitment of volunteer ambassadors to support careers and outreach activity in schools and colleges. We will once again raise awareness of the need for volunteer ambassadors once lockdown restraints are eased.



Promote the *Marine Industry Salary Survey*.

We will use this valuable research from member company Marine Resources to understand what attracts people to the industry, how we compare with other sectors and what is needed to sustain a buoyant workforce for the future.

The *Marine Industry Salary Survey* was promoted to assist its preparation. The survey results were then broadcast via *Latest News* to ensure that members could gain understanding from the findings within the report, such as employee motives and reward norms within our industry sectors and other industries.



2020-21 priorities

Focus on Diversity in the industry. British Marine currently has representation on all four diversity groups in the Maritime UK network: Women, Ethnicity, Pride and Mental Health. In this year we will build on our commitment to diversity by developing marine sector case studies for two of the highlighted groups – those with mental health problems and women.

Develop more online career advisor events with Maritime UK. COVID-19 has meant that face-to-face meetings are currently not possible. British Marine, in partnership with Maritime UK, will develop a suite of online careers events for careers professionals, to promote the many opportunities to work in our industry.

Apply for EPAO (End Point Assessment Organisation) Status for Boat Building and Marine Engineering Apprenticeship Standards and Ofqual (Office of Qualifications and Examinations Regulation) recognition. British Marine, having facilitated the development of these standards, is now in a position to assess apprentices on these programmes. Taking responsibility as the EPAO will enable us

to have an overall insight into the talent and skills coming into the sector. Being an EPAO will require that we are externally regulated by Ofqual, similar to other Awarding Organisations. We will apply for Ofqual recognition by July 21.

Become an approved Kickstart Scheme Gateway organisation. The Government's Kickstart Scheme provides funding to create new job placements for 16-24 year-olds on Universal Credit who are at risk of long term unemployment. British Marine will act as an employer gateway organisation, giving members the opportunity to take advantage of the scheme.

Develop and run an online Intermediate Marina Managers Course. It is important that British Marine supports the development of those working in our industry during the COVID-19 pandemic. To ensure that marina managers still have access to the best training, we will develop and run an online Intermediate Marina Managers Course during the winter of 2020, working in partnership with the Marina Industries Association.



2019-20 objectives and achievements

Create a new Environmental Roadmap. British Marine, guided by member priorities, will bring new structure to its approach on issues such as air quality, pollution control and end of life vessels. The Roadmap will identify actions that directly assist members in remaining competitive whilst meeting their legislative requirements.

British Marine published the first edition of its Environmental Roadmap in May 2020 and has subsequently followed that up with a webinar to explain its key points and benefits to members. Two working groups have so far been formed to deal with specific challenges highlighted in the Roadmap – four other groups will follow. ✓


Collaborate with new strategic partners, both domestically and internationally, facilitating environmental insight and solutions to industry challenges. British Marine will continue to work on its productive relationship with the Motorsports Industry Association (MIA) and engage with other leading bodies to share knowledge on key topics such as the future use and disposal of composite materials.

British Marine collaborated with the MIA and its members several times during the year including the MIA Growth Conference and MIA Showcase of Responsibility in July 2020, the MIA Energy Efficient Motorsport Showcase and Conference and Motorsport to Marine Workshop as well as other networking opportunities in January 2020. A number of new business opportunities and potential areas of collaboration were reported by several members. ✓

British Marine is also working closely with the trade body, Composites UK, to look at the issues surrounding upcycling and recycling of FRP and GRP.

Develop a suite of effective environment-focused communication templates and supporting material for members and consumers. These tools will enable members to more effectively engage with the growing numbers of people who are passionate about the environment.

An environment self-assessment checklist for members is now available on britishmarine.co.uk. British Marine also launched the Environmental Legal Register and the Environmental Facilities Register for marinas. These can be used by members to raise the profile of their environmental credentials with customers and suppliers. ✓

Contribute to the Government's Maritime 2050 Clean Maritime Plan. British Marine will coordinate the response of our members to the Department for Transport's (DfT) call for evidence on air quality emissions from our sector. We will also continue to engage with the Government's ambition for 'Net-Zero' Emissions by 2050 to ensure the emerging detail of this policy can be met through viable means. 

British Marine publicised the Clean Maritime Plan and the DfT's call for evidence in July-August 2019. We continued to liaise with the DfT thereafter. The Emissions Working Group is looking at the practicalities of achieving clean emissions capability by 2025 and British Marine is engaging with the DfT on its current roadmap to zero emissions in the recreational sector. ✓

2020-21 priorities

Create National Environmental Roadmap (NER) working groups on key topics such as end of life boats. We will establish working groups with members to create roadmaps and identify challenges and opportunities within a number of the environmental areas highlighted in the NER.

Implement our new Environmental Policy. British Marine will apply this new policy to all meetings and events, making it a natural part of day-to-day business activity for us and for our members.

Review The Green Blue. This process will ensure that the foundation of The Green Blue, our joint environmental initiative with the RYA, is still fit for purpose and able to achieve its objectives. We will consider if the programme should be expanded by bringing onboard additional stakeholders to increase management and financial support.



2019-20 objectives and achievements

Develop a Technology and Innovation Roadmap, setting out the priority issues affecting members. This will:

- Provide members with a single, validated source of information on the key challenges and innovation priorities within the UK marine industry.
- Identify to innovators and the supply chain where potential market opportunities exist with our members.
- Provide funders and potential applicants with an evidence base for demonstrating the areas of the UK marine industry that have a demand for innovation.

COVID-19 has delayed progress on this objective. Members understandably had emergency priorities through this period that meant we could not engage with them as much as would have been required. The working groups to define this Roadmap will reconvene in mid-2021.

Develop and maintain an online Technology and Innovation platform. Provide valuable information to members, including a suite of case studies with real-world examples showing how the Technology and Innovation Roadmap can be best utilised. The first of these will showcase RS Sailing who, after attending one of our technology and innovation events, obtained R&D funding from Innovate UK for its new electric RIB, the Pulse58, launched in 2020.

Development of the Technology and Innovation platform will follow when the Roadmap is established. The first case study has been completed, providing a template on which to base the series. This is currently awaiting final sign-off.



Demonstrate how new technology and innovation can support the changing demands of future users and ensure related regulations are fit for the future. Following our experience of collaborating with Maritime UK on the *Maritime Autonomous Surface Ships – UK Code of Practice*, British Marine will use this work to inform the safe operation of recreational craft that utilise automated technologies. This will satisfy growing consumer demand for lower-skilled access to water through the application of technology.

Work is continuing to achieve this objective, which will be delivered through the Technology and Innovation Roadmap. Meanwhile, opportunities to drive the innovation agenda continued to be pursued within all technical activity, such as:



- A well-attended 2020 Spring EXPO seminar on alternative fuels, also featured in *British Marine* magazine, to ensure membership awareness.
- British Marine worked closely with the Motor Industry Association to promote collaborative partnerships with the potential to fast-track innovation through the marine industry (see p10).

Other major 2019-20 priorities

British Marine's Technical team had to respond quickly to several important additional priorities during this year, including:

- COVID-19 support, delivered in many ways to members including 1-2-1 contact, webinars, website resources, health and safety support and sector-specific back-to-business guides.
- Renegotiation of the Manufacturers Identity Code (MIC) Agreement.
- Creation of Brexit resources and updates in response to the changing negotiation position between the UK and EU.
- Driving the creation of the Industry Specialist Consulting Group of stakeholders and Industry Best Practice Marine Water Facilities document to provide best practice interpretation of the Water Supply (Water Fittings) Regulations. This protected the interests of all operators that have waterside supply taps and mains connected drains.
- Briefing UK inland navigation authorities on the needs of future propulsion technologies, to ensure waterside infrastructure is considered in the government's drive towards its zero-emission objectives.

20 days
– the amount of time chairing and attending ISO committees to represent members' interests

11,250
typical number of words in the Technical Report, an essential update delivered regularly to all members

2000+
pages of the Technical Report sent out to members since publication began

2020-21 priorities

Support the delivery of British Marine's Brexit Plan. To deliver this objective we will create a suite of Brexit resources to assist members through the transition. Tasks arising will include managing a dedicated Brexit microsite and creating a series of webinars to share knowledge from internal sources and external stakeholders.

Lead discussions to develop an industry position on registration and licensing. We will continue to facilitate the review and discussion of an industry position on vessel registration, licensing and in-use service requirements.

Develop a Marinas and Boatyard Approved Code of Practice (COP). COVID-19 prevented intended progress on this safety initiative, but we will develop the work this year through the creation of member working groups and representation and engagement with the Health and Safety Executive.

Create a member information resource for business support funding. We will research and develop an information hub to aid members' efforts to obtain support funding for their businesses.



2019-20 objectives and achievements

Establish a new Innovation Working Group to share best practice and develop strategies that grow participation. This is an opportunity for our entire membership to collaborate with and benefit from a team focused on the evolution of leisure boating out to 2025 and beyond.

The Access to Boating Association was launched at the 2019 Southampton International Boat Show. This was pivotal to our Participation objectives. Innovation Working Group members were drawn from people within this association and a series of meetings resulted in work commencing on a series of Grow Guides and Toolkits and an On the Water website (see 2020-21 priorities).



Improve generational insights. British Marine will develop relationships with universities and their students to seek greater understanding of future participation demands. Improved insight into social behaviours will help members align their marketing to new audiences.

This work is currently on hold due to COVID-19 constraints. The academic institutions which we would like to work with have had to place their priorities on other issues, such as delivering remote learning to their students.



Make our information more accessible to members by:

- **Producing a suite of short segmentation videos** that provide clear and concise member guidance on how to identify potential new and diverse markets, assisting the planning of customer retention and evolution of growth strategies.

- **Developing and maintaining an online Participation knowledge platform** that will provide credible information to members. These will include a suite of case studies offering real-life application examples and sector-specific toolkits.

- **Convening Participation seminars during the 2020 Spring and Autumn Expos.** These will use case studies and experiences to bring to life the findings of our participation work, demonstrating how personalised marketing can help to generate new customers.

Six segmentation videos were created and these, as well as other resources, are available on the Participation knowledge platform which was built at britishmarine.co.uk/participation. Seminars were held during both Expos in this reporting period and further activity is planned.



Develop an action plan that reinforces the connection between boating and wellbeing.

British Marine recognises the importance of the National Wellbeing Programme and will develop its action plan in close alignment with the NHS *5 Steps to Mental Wellbeing*:

- **Connect** – using recreational boating to spend quality time with family and friends, tapping into the friendly boating community.
- **Be active** – undertaking physical challenges, whether opening a lock, sailing a dinghy or exploring the locality on foot.
- **Keep learning** – acquiring new boating and related practical skills to provide a sense of achievement and confidence.

- **Give to others** – being part of the boating community, sharing your time, boating skills and resources with others.

- **Be mindful** – appreciating the moment you are in and the marine environment around you.

The action plan is ongoing. A partnership with the Canal & River Trust was identified, which has become a Representation objective in 2020-21. Both organisations will jointly commission a research project to look at the wellbeing benefits of recreational boating (see p7).



2020-21 priorities

Develop a member guide to participation.

Produce boating sector-specific Grow Guides covering sail, motor, power, canal and watersports that clearly identify participation numbers and key consumer trends across two decades. These will include broader market shifts and market opportunities whilst also considering post COVID-19 changes that may influence consumer behaviour.

The second phase of this work is to provide British Marine members with a planning tool which can be used to develop new boating products and approaches of benefit to their

businesses and the wider industry.

Create a standalone website to promote participation to end consumers. To deliver this objective British Marine will specify, develop and launch an easily understood website that helps connect end consumers with boating and watersports providers and boating experiences. The intended end outcome is to get more people on the water, for the benefit of British Marine members and the health of our industry. This On The Water website will be launched during 2020-21.



EVENTS

In addition to the specific objectives outlined in the National Agenda, British Marine delivered a range of significant event-based activity

2019-20 achievements

International Events

- British Marine attended the 2019 Monaco Yacht Show, 2019 METSTRade and boot Düsseldorf 2020, creating a visible UK marine cluster and easier access to these shows for members. More than 70 members directly participated at METSTRade. We also supported 10 members at Düsseldorf and 20 members at Monaco. Networking events at all three shows provided many members with opportunities to meet new contacts.
- We presented additional member opportunities to attend the Abu Dhabi International Boat Show, Fort Lauderdale Boat Show and the Miami International Boat Show but decided not to proceed in each case due to low demand.
- British Marine subsequently conducted a survey with members to ascertain which international events they would like to attend in 2020. COVID-19 cancellations intervened, but this feedback will be taken forward to 2021.

Regional Events

- British Marine took a proactive stance to collaborating with regional show organisers and a number of options were considered, including commercial and operational support as well as exhibiting. This marked a change of policy where all options will now be considered to support regional activity.
- Most planned activity was cancelled due to the pandemic, but British Marine was able to support the RYA Dinghy Show in 2020, as an exhibitor and by heavily cross-promoting it across our marketing channels.

Spring EXPO 2020

- The Spring EXPO returned to Southampton but at a new venue and we built on lessons learned from the launch event in 2019.
- The event once again featured a blend of learning, networking and showcase activity.
- It catered for more than 450 marine industry professionals and was highly rated.

Southampton International Boat Show 2019

- 103,000 visitors attended (up five per cent year-on-year).
- The Net Promoter Score (NPS) results were very encouraging – with a year-on-year improvement of -1 to +4 from exhibitors and +26 to +27 from visitors. The visitor score is very high when benchmarked against any comparable major UK event.
- New show entrance with an array of features that promoted boating and watersports.
- New Quarterdeck in place of the Mariners Grill. It could host 400 covers at any one time versus 200 covers per day previously possible. High-end sit down demand still catered for in new arrangements.
- Complete change to information given, with 7,800 downloads of the mobile App and 56,000 free show maps distributed.
- More than 11,000 people were provided with a broad range of on-water experiences (versus 9,000 in 2018).



2020-21 priorities

- Plan and deliver digital editions of the Expo for Autumn 2020 and Spring 2021.
- Change the Southampton International Boat Show layout to better appeal to the many interest groups that attend and look for more operational efficiencies.
- Work with the Exhibitor Advisory Group in regular meetings to shape the future of the Southampton International Boat Show and to strengthen its relationship with exhibitors.
- Improve Southampton International Boat Show NPS Scores.
- Explore hybrid elements to the Southampton International Boat Show to broaden its reach digitally using a virtual boat show concept.
- Build a programme of digital networking events on a monthly basis, commencing with members. Then open to non-members to broaden their reach and scope.
- Continue working with regional show organisers and support targeted events as they become viable post lockdown.
- Continue to prepare for international opportunities as they restart and in accordance with member demand.
- Create a National Conference member steering group to shape the launch of this new event in 2022.

MARKETING & COMMUNICATIONS

The marketing and communications team works across all pillars of the National Agenda. Here is a summary of 2019-20 highlights and 2020-21 priorities

2019-20 achievements

Events

- Highlights of the Southampton International Boat Show 2019 included a joint marketing campaign with title sponsors Borrow A Boat aimed at generating new audiences, a new show map, mobile App and Discovery Deck area, which was packed full of engaging content. Marketing activity exceeded 113m impressions (views).
- The Marketing Team also contributed significantly towards raising awareness of activities at the Monaco Yacht Show 2019, METSTRADE 2019, boot Düsseldorf 2020, Seawork 2020, the RYA Dinghy Show 2020 and the British Marine Spring EXPO 2020.
- The British Marine Spring EXPO 2020 was the launch venue for our National Agenda, part of a year-round campaign, which commenced with the promotion of British Marine's strategic objectives.
A hardcopy of the National Agenda was shared with all members and distributed within British Marine's quarterly magazine, which also featured in-depth articles on each

of the National Agenda pillars throughout the following year.

Campaigns

- Whilst unwanted in terms of personal and business impacts, the COVID-19 pandemic provided British Marine with an opportunity to help its members and the wider industry in a compelling and visibly effective way. This prompted the launch of a dedicated marketing and PR campaign, including a COVID-19 microsite, daily updates, news, guidance, a full range of business support tools and a hugely popular webinar series, the first of which saw over 380 registrants.
- Reacting quickly to the rapid emergence of the staycation culture when lockdown eased in 2020, a Summer on the Water campaign was created to promote boating to newcomers. This included a video, website and national media exposure. Results included 11,375 website visits, social media reach of 10,000-plus, more than 22,600 video views and a total campaign reach of 4.2m people. See www.summeronthewater.com



Communications

- Work commenced on a new digital platform to improve member engagement and support future business growth. This will include an integrated Customer Relationship Management system (CRM), new website and mobile application (App) build. The new platform will also enable the tailoring of British Marine communications, including association microsites, forums and weekly e-newsletters – work is continuing.
- In the interim, 2019 saw the reskinning of the existing British Marine website, improving the overall look, feel and user experience, including navigation.
- British Marine's new membership structure was introduced by the creation of a new membership portal, whereby prospective members could join online. This initiative was backed by a communications campaign explaining key benefits.
- Social media is now a core communications channel and 2019-20 saw steady posting of engaging content. British Marine closed the year with 2,631 Facebook likes (up 22 per cent year-on-year), 8,900 Twitter followers (up 13 per cent year-on-year) and 13,900 on LinkedIn followers (up 48 per cent year-on-year). The team will continue to build these audiences to improve reach.

2020-21 priorities

- Continue to develop the new British Marine website with the ability for each member to personalise content according to their business interests.
- Commercialise British Marine communications, to create surpluses for reinvestment in member support.
- Create the marketing plan to support ongoing development of the 2021 Southampton International Boat Show and other regional shows.
- Create a Summer on the Water 2021 campaign to further build on the influx of new people to boating post-lockdown.
- Deliver effective communications for National Agenda objectives and report-backs covering progress made.

113m
views (impressions)
achieved to broaden
the reach of the
2019 Southampton
International
Boat Show

4.2m
people reached
through the 2020
Summer on the
Water campaign

48%
year-on-year
improvement in
British Marine's
LinkedIn followers



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