

Foreword

August saw the success of Team GBR at the 2004 Olympic Games firing enthusiasm for all things marine, and September sees the staging of the ever popular Southampton Boat Show which attracts over 143,000 visitors over its ten day period and is the largest on water boat show in Europe. Marine South East has therefore chosen Southampton Boat Show as its official launch pad.

Chairman of SEEDA James Brathwaite, CBE, is visiting this year's Southampton Boat Show on Tuesday 14 September. As well as attending the BMF/National Boat Show Directors' lunch, he will officially announce the launch of Marine South East.

In his speech James will highlight the importance of the marine sector to the South East, both as a major employer and contributor to GDP and emphasise the area's world-class profile of research, technology and industrial application. Through its work with SEEDA, the marine industry has proved itself to be adaptive to change in its global markets, with many companies

willing to seek the benefits of collaborative working. The industry includes a very high proportion of relatively small companies, and the Chairman is keen to stress how important it is that SEEDA does all it can to help these companies to grow and prosper. Having the right infrastructure to encourage investment and growth is essential and SEEDA has a role in helping to achieve this, and welcomes the growing participation of Marine SE in SEEDA's planning of key regeneration projects, such as Woolston.

Plans being developed by Marine South East will allow SEEDA to exert its influence alongside other partners from public and private sectors, and SEEDA looks forward to expanding business participation in the work of Marine South East. Chairman of Marine South East, Iain Shepherd, will be talking about the vital role of addressing the fragmentation of the marine industry. One of the key aims of Marine South East is the creation of a forum for sending a strong, consistent message to SEEDA and national government. It is also about encouraging businesses to work



together through local networks and clusters. A representative from a Marine South East member company, Stuart Thompson who is International Sales and Marketing Director for Raymarine, will speak at the launch about Marine South East's role in signposting and highlighting key business issues through its newsletters, as well as its support for local networks and key networking events.

Exciting New Developments

As part of Marine South East's new branding identity and eye-catching logo, we have news of the development of the website and database:

New Database

There are over 2500 marine companies in the South East region; Marine South East has developed a searchable database designed to assist you in finding products and services available from the marine companies listed in this facility.

Companies can also register their details on the website by simply pressing the register button. Marine companies already listed who wish to amend their company details can do so by pressing the edit button and amending their products and services details.

Marine South East is the regional marine initiative of the South East England Development Agency (SEEDA) developed to address the needs of the marine sector in the South East region.

New Website

The Marine South East website www.marinesoutheast.co.uk has been developed to provide a key information source for marine companies within the region with details of marine networking events, a database of marine companies, a library of marine information, and news and information on the marine sector in the South East.

www.marinesoutheast.co.uk



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Smart move for Yellowfin



Yellowfin Ltd is one of a few companies leading the way in marine technology. With the leisure market alone worth in excess of USD 20 billion, the company was formed to exploit a revolutionary drive system for leisure craft. With the help of Business Link, Yellowfin obtained a DTI SMART Development Award in December 2001 to develop a pre-production dual-engine version of its VSD (Variable Surface Drive). This enabled the company to develop its new drive and carry out tests with its first engine partner. The project was successfully completed in August 2002 and since this time the company has developed a larger dual engine drive to cater for drives from 700hp to 1500hp (x2) = 3000hp. The SMART Award was of immense benefit to the company, both financially and in terms of credibility and was instrumental in enabling Yellowfin to sign up with its first partner.

The region generally has been very successful in obtaining SMART Awards and several marine projects were award winners. For instance, a project to construct prefabricated boats and another concerned with huge, offshore, wave energy systems.

Yellowfin Ltd is now seeking a further R & D Development Grant to develop a highly innovative single engine unit. The technology involved in this is again revolutionary and differs significantly from that used to develop the dual engine unit.

Anne Duncan, CEO at Yellowfin says, "Although the system is now competitive and the Grants may be more difficult to obtain, I would still highly recommend the R & D Grants to any company wishing to exploit "revolutionary or highly innovative" technology".

Information on these SBS grants is available on the Business Link website: www.businesslinkwessex.co.uk

R & D Grants from the DTI

Yellowfin won a SMART Award from the DTI, but several types of new grants have now superseded SMART Awards involving a competitive format.

Government grants ranging from £5K to £500K are available for SMEs and individuals planning to investigate a new idea and start a business. There are four grant opportunities:

Micro Grant: This helps in the development of a simple, low-cost prototype of a new product or process that involves technological innovation or novelty. The grant will cover 50 per cent of project costs up to a maximum of £20,000.

Research Grant: This helps in the investigation of the technical and commercial feasibility of innovative technology. The grant covers 60 per cent of project costs up to a maximum of £75,000.

Development Project Grant: This has been set up to help in the development of a pre-production prototype of a new product or process that involves significant technological advance. The grant will cover 35 per cent of the project costs up to a maximum of £200,000.

Exceptional Development Project: This is designed to help in the development of a pre-production prototype of a new product or process that involves significant technological advance and is strategically important for a technology or industrial section in the UK. The grant will cover 35 per cent of project costs up to a maximum of £500,000. Contact: innovation@businesslinkwessex.co.uk

How we can help?

Business Link Wessex is able to offer help with applying for the above grants by discussing your project and business needs to make sure that you are eligible for the grant and that you apply for the right type of grant for your needs. It will undertake a pre-qualification activity with you, aimed at maximising your chances of gaining an award. It will advise on how to present your project to the DTI in the form of a project proposal and give guidance on how to achieve your goals as well as liaising between you and the DTI with regard to any queries regarding the application.

Contact: David Nicolas, Innovation and Technology Counsellor
Tel: 02380 254771 or david.nicholas@businesslinkwessex.co.uk

DTI Forms Marine Technology Working Group

Nick Heyes, who has a background in marine electronics, has been seconded to the DTI to look at technology, innovation and best practice issues. Part of his work is looking at processes and technology that are used in other sectors such as automotive or aerospace and seeing if there are applications within the marine industry. The sector is already starting to benefit from a collaborative £30m knowledge transfer network into advanced composite materials which was launched by Patricia Hewitt in July. The BMF is taking the lead for the marine sector with other industrial partners including Airbus, Boeing, TWI, QinetiQ and Bombardier Aerospace. Nick is also looking after the refined range of 10 DTI Support Products including grants for R&D, Best Practice and support for investigating innovative ideas. You can reach him at nick@heyes.com

The DTI Collaborative R&D Support product with £150m of funding over the next three years represents a terrific opportunity for the marine sector. The DTI Marine Unit recently formed a Marine Technology Working Group of industry, academic and government technologists to feed marine industry specific requirements into the

technology agenda. You can see some of their work and read the latest news at www.marinetechology.squarespace.com or to post a topic onto the site for general discussion, please e-mail nick.heyes@dti.gsi.gov.uk.

To keep up to date on DTI News, subscribe to DTI Marine News a regular e-mail newsletter available free. Simply e-mail your contact details to nick.heyes@dti.gsi.gov.uk

Useful info on grants and support for businesses - check out these links:

www.businesslink.gov.uk/bdot/action/home - good background on the support available for businesses whether you are starting up, want to know more about sales and marketing or are uncertain about the regulations regarding employment.

www.dti.gov.uk/for_business.html - DTI's home page for business support offering practical help for your business including help for trade associations, innovation and technology and environmental matters.

www.dti.gov.uk/bss/ - for more info on grants and R & D, Selective Regional Investment and advice on how to raise finance

The European Information Centre in Southampton also has a free database of UK and EU funding sources and projects. Contact the EIC on Tel: 023 8083 2866 or email: southarea.eic@southampton.gov.uk for more information

SEEDA administers some of the DTI grants, including the SFI (Selective Finance Investment) scheme for selected areas in the South East (including Portsmouth, Isle of Wight, Oxford, Brighton, East Kent, Thanet, Medway and Hastings). More information at www.seeda.co.uk/bid/business_funding/index.asp

Marine workforce pooling project launch

Over the past nine months, a pioneering feasibility project has been examining workforce pooling or sharing amongst the companies that make up the Cowes Marine Cluster on the Isle of Wight. With the first phase of the project now complete, a report detailing the findings has been launched. The report covers research from the UK and from around the world, where work pooling already exists and offers practical guidance for both employers and employees on employment law, health and safety issues and advice on employer insurance issues. The Workforce Pooling project aims to help marine companies face these challenges through innovative work arrangements whilst providing the basis of growth in this sector.

Managing Director of GRP Laminates and Project Director of the Cowes Marine Cluster Sally Lynskey comments, "Workforce pooling provides an innovative and flexible solution to peaks and troughs in the marine industry. It adds a real benefit to our local economy whilst leading towards more collaborative working between companies on bigger orders. It could also provide

a model for other industrial sectors to work in association with the marine sector, such as aerospace, wind energy, automotive and defence, where there is a synergy of skills."

The project originally came from an initiative from the South East England Development Agency (SEEDA) funded Social Dialogue Forum (SDF). Partners in the project include SEEDA, the Southern and Eastern Region Trades Union Congress (SERTUC), the Engineering Employers Federation-South (EEF-South), Acas, Marinotech South, Cowes Marine Cluster and Hampshire and Isle of Wight Learning and Skills Council.

Commenting on the report SEEDA's Chairman Jim Brathwaite said, "The marine sector in the South East is characterised by the dominance of small to medium sized enterprises (SMEs). These companies provide a high level of skilled employment and represent a significant growth sector of the South East economy. At the same time, the sector is affected by cyclical workloads that impact on skills development and retention of labour. This is compounded by the fact that the marine sector faces stiff competition from an



extremely competitive global market. To this end the report proves a welcome guide for those companies short of skilled labour."

For further information or copies of the report contact: John Ball, TUC Policy Officer on 07976 846993 or email: jball@tuc.org.uk

UKSA uses passport scheme for Australian start up



UKSA (United Kingdom Sailing Academy), based in Cowes, used the Passport to Export scheme to help set up a training operation in Queensland, Australia. Established in 1987, the company, which has charitable status, provides watersports training packages for students aged between eight years to 75 years.

In 2002 interest from prospective students in Asia, together with the fact that the Cowes base had reached maximum capacity, lead UKSA to consider setting up a base much further afield. Australia offered a natural location as it had the facilities and weather to attract students from across the Southern hemisphere and also offered a warm-weather alternative for European students. The risks of setting up the operation far from its

home base were significant and UK Trade & Investment became involved in Spring 2003 and UKSA signed up to Passport to Export in May 2003. A market research visit to Australia to test perceptions and market interest, check out facilities and meet contacts was funded under Passport in June 2003. Jon Ely, Development Director at UKSA comments: "Passport support and funding encouraged us to take that first step towards converting an idea into reality." The organisation also used the Export Marketing Research Scheme to help with the costs of in-depth consumer research.

When UKSA advertised its Australian courses on their UK website, enquiries from UK students leapt by 62%! By October 2003, UKSA was setting up in Queensland, Australia, operating from a local yacht club. The first course started in November and by the end of the first half season in May 2004, turnover reached £240,000 with five full time staff. 2004-05 will be the first full year of operation for UKSA Australia, and turnover is projected to be £1.5 million. UKSA Australia was officially opened by the Queensland government in mid-February 2004.

The company has developed a new focus for its Australian courses, reflecting the greater interest in motor boating and adventure sports in the country. It is also providing training for super yacht staff to complement the investment Queensland has made in developing super yacht build and refit facilities locally.

Further details on UKSA from Jon Ely, Tel 01983 294941; check out: www.uksa.org

Passport to Exports Scheme



The Passport to Exports Scheme is aimed at SMEs (with turnovers of £25m or less), which are starting to export or have low levels of export (eg 25% or less of total turnover).

The scheme is FREE to join and helps companies in the South East to develop an action plan and export strategy as well as offering funding which includes up to £3,000 of matched funding for export development activity – for example printing brochures in foreign languages, market research overseas etc.

Other funding includes up to £500 for export training and up to £500 for travel outside of the European Union. Assistance is also available for companies with higher levels of export and more experience. The South East has a dedicated Marine International Trade Advisor who can assist companies with their Passport to Export programme.

Contact: Rachel Foy: 07788 872423

or email Rachel.foy@businesslinkwessex.co.uk



Events at Southampton Boat Show

10 – 19 September 2004

Southampton Boat Show

The Show has Europe's largest purpose built show marina with two kilometres of pontoons and an area space of 100,000 square metres.

For further information, contact: 01784 473377 or email: sales@britishmarine.co.uk or check out: www.southamptonboatshow.com

This year at Southampton there is a particularly international flavour with visiting delegations from as far afield as China, Sweden and Italy.

12 – 16 September 2004

Cowes Marine Cluster hosting a visit from a Swedish marine cluster

Members of the Cowes Marine Cluster and a similar cluster of marine companies in the Lysekil area of Sweden will gain a broader understanding of the UK marine industry at the Southampton Boat Show. Senior managers from a number of Swedish boatbuilders will join the 'Infusion Technology' mission and will spend time both at the Boatshow and visiting Cowes Cluster members in the Solent area to strengthen business ties.

For more information contact Rachel Foy
Tel: 07788 872423
or email Rachel.foy@businesslinkwessex.co.uk

14 – 15 September 2004

Inward Mission from Italy focuses on Marina Construction:

The BMF in conjunction with The Yacht Harbour Association (TYHA) will be arranging a visit by members of the Italian marina industry. The aim of the visit will be to introduce the Italian delegation to British companies involved in the marina sector in order to facilitate collaborative working and technology transfer between the two sectors. A return visit to Italy is planned for 2005. For more information please contact Toby Allies at the British Marine Federation on 01784 223640 or email tallies@britishmarine.co.uk



SeaBritain 2005 is a national maritime celebration on a grand scale. With festivities and events throughout 2005 and beyond, SeaBritain 2005 celebrates the ways in which the sea touches all of our lives. Whether you live by the coast or inland – everyone can get involved.

At its heart is the Trafalgar Festival 2005, celebrating the bicentenary of Nelson's finest and last hour, and encompassing the Trafalgar Weekend of 21–23 October 2005.

The Southampton International Boat Show will be the launch platform for SeaBritain 2005, and activities at the Show have been designed to create brand exposure for SeaBritain 2005, such as sponsorship of Try A Boat. As part of the scheme visitors to the show will be able to get out on the water aboard yachts, RIBs, powerboats and multihulls.

For further information and to become involved in SeaBritain 2005 visit www.seabritain2005.com

Tying in with SeaBritain 2005 and the International Festival of the Sea (IFOS) is:

Portsmouth Maritime Industries Festival: 4 – 7 July 2005

A programme of activities has been planned to include Marine Meet the Buyer which will take in 20-30 national and international buyers meeting 50-100 local companies, MareNet networking events and behind the scenes visits to Portsmouth marine companies.

Contact: Ian Bridges at Portsmouth City Council
Tel: 023 9284 1072 or ian.bridges@portsmouthcc.gov.uk
MareNet networking events Contact Graham Clarke, maritime@tcp.co.uk, Tel: 01590 673689

Marine South East Task Force Members

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Ian Palacio	Associated British Ports
Ken Robinson	Beaulieu River Mgmt
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Rachel Foy	BL Wessex
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Graham Clarke	IMC Associates
Iain Shepherd	Marcom Defence
Kevin Deeming	METOC
Sarah Johnson	MIH
Dirk Aldous	Peters plc
Ian Grant	QinetiQ
Stuart Thompson	RayMarine
Anna Wood	SEEDA/LSC
Tom Dougherty	Shipbuilders & Shiprepairers Assoc
John Murray	Society of Maritime Industries
Richard Binks	Sonardyne
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