



UK MARITIME CLUSTER ACTIVITY - 2008

UK approach to cluster activity

- Multi-tiered
- Not just centralised
- Not duplicating other organisations

- National
- Sectoral
- Regional
- Sub-regional / local

Different motivations

- ❑ Profile/Image (including careers)
- ❑ Commercial – mainly regional
- ❑ Political influence

Cluster Activity

- **Sea Vision UK – profile, promotion and careers**



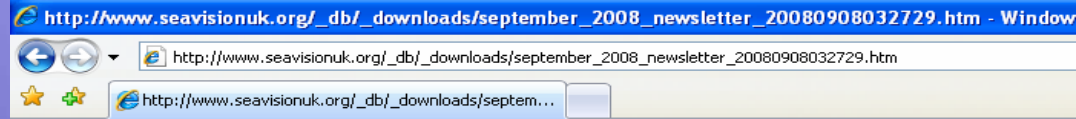
**SEA
VISION
UK**

Take a fresh look at the sea

Campaign objectives

- Raise profile of the sea and maritime activities with general public
- Target awareness among the young
- Provide direction and co-ordination for education and careers activity
- Promote partner co-operation

Sea Vision Newsletter



Welcome to the Sea Vision UK Newsletter for September

The new look Sea Vision website is now live - just [click here](#). The site has up-to-date images, additional functionality, an improved events section, a tailored education resource facility which will be easier for teachers to use and lots of exciting news from across the sector.

Spread the word! if you know anyone who would be interested in receiving this monthly newsletter - please encourage them to visit the website and sign up. Anyone can join us as a Sea Vision friend and any maritime organisation or business can join as a partner - it's totally free, just visit www.seavisionuk.org.



The Sea Vision Photography Competition

If you have a camera, you can enter the Sea Vision Photography Competition. Run in conjunction with Practical Photography magazine, this popular annual competition is open to amateurs or professionals of any age using any type of camera. Look out for more information in the next newsletter - including full details about how to enter, the different maritime categories and the fantastic prizes to be won.



Save the date: The Sea Vision Forum

The Sea Vision Forum will be held on Wednesday 5 November 2008 in London. The Forum will celebrate growth and success across the maritime sector - with leading industry speakers. Sea Vision will also be launching a range of resources which will be valuable tools for the campaign and Partners in raising awareness of the sea, the maritime sector, education and careers.



This event offers Sea Vision Partners a valuable opportunity to make a direct contribution to the campaign's future plans, assess progress to date and an important chance to network with representatives from across the maritime cluster. More details to follow in the next newsletter.

Bristol Port Company plans £500 million deep water container ship terminal

Bristol Port Company has submitted a harbour revision order application and environmental statement to the government for a new £500 million deep-water container terminal.

[Read more...](#)



www.seavisionuk.org



15,000 unique users each month
100,000 page hits each month

Education Resources

http://www.seavisionuk.org/education/education_resources.cfm - Windows Internet Explorer

http://www.seavisionuk.org/education/education_resources.cfm

http://www.seavisionuk.org/education/education_res...



...take a fresh look at the sea

Join ▶ Font size A A ▶

Search

keyword

Education Resources

Keyword

Press ctrl to select multiple items

Type Purpose Audience

Lesson Plan Direct Curriculum Based (7-11) Schools

7 results | 2 pages

Science & Technology in Action
Curriculum Related
Science and Technology in Action contains nineteen lessons which illustrate...

Schools Marine Challenge
Curriculum Related
An opportunity for schools in the South West of England to take part in an ...

Maritime Enterprise Game
Curriculum Related
A learning resource for schools and colleges that effectively delivers the ...



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http://www.seavisionuk.org/events/add_event.cfm - Windows Internet Explorer

http://www.seavisionuk.org/events/add_event.cfm

SEA VISION UK ...take a fresh look at the sea

Join Font size A A

Search keyword Go

Add your event ▶ Back to map

*Region: Select

*Event Title:

*Start Date: Day Month Year

*End Date: Day Month Year

*Start Time:

*End Time:

Website:

*Description:

▶ Home

▶ About Sea Vision

▶ Facts & figures

▶ Partners & friends

▶ News

▶ Events

▶ Add event

▶ Promoting your event

▶ Sea Vision logo and guidelines

▶ Working with schools

▶ Education

▶ Publications

▶ Places to visit

▶ Contact us

*Price:

*Venue:

*Address 1:

*Address 2:

*Town:

*County:

*Postcode:

*Contact Firstname:

http://www.seavisionuk.org/events/promoting_your_event.cfm - Windows Internet Explorer

http://www.seavisionuk.org/events/promoting_your_event.cfm

SEA VISION UK ...take a fresh look at the sea

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Search keyword Go

Promoting your event

To obtain any of the promotional material listed below, please email Claire.sneddon@british-shipping.org

▶ Home

▶ About Sea Vision

▶ Facts & figures

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SEA VISION UK

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http://www.seavisionuk.org/events.cfm?widCall=customWidgets.show_events_do_2&coverage_id=&Submit - Windows Internet Explorer

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Search keyword Go

Events Calendar - September 2008 ▶ Back to map

Filter events

Location Nationwide Submit

▶ Home

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▶ Facts & figures

▶ Partners & friends

▶ News

▶ Events

▶ Add event

▶ Promoting your event

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▶ Contact us

Current Month - September 2008 ▶ August | October ▶

1 Mon	
2 Tue	
3 Wed	▶ Merchant Navy Day
4 Thu	▶ Marine Life Talks
5 Fri	▶ Seafood Fortnight
6 Sat	▶ Great Yarmouth Maritime Festival
7 Sun	▶ Battle of the Atlantic Parade
8 Mon	▶ Seafood Fortnight
9 Tue	▶ Seafood Fortnight
10 Wed	▶ Funchal 500 Tall Ships Regatta - Falmouth
11 Thu	▶ Funchal 500 Tall Ships Regatta - Falmouth
12 Fri	▶ Liverpool Marina Oyster Festival
13 Sat	▶ The Great River Race

Posters Large square banners

SEA VISION UK

SEA VISION UK

SEA VISION UK

SEA VISION UK

SEA VISION UK

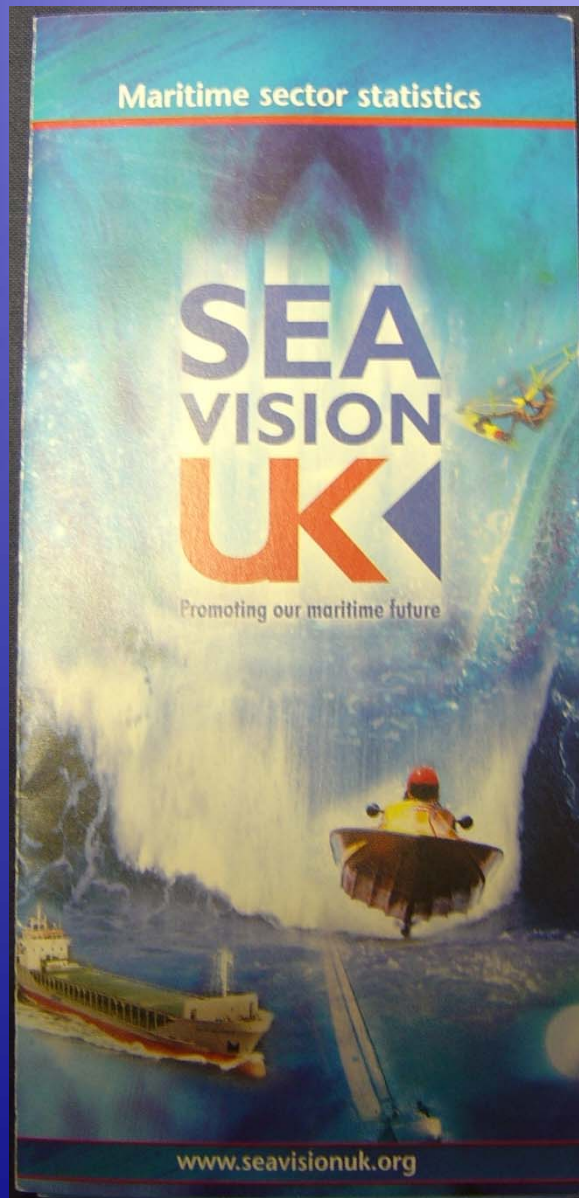
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Events listing

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Tall Ships Race Liverpool 2008





Statistics Leaflet

Widely quoted in
Westminster and
Brussels

£40bn (€50BN)
turnover for maritime
sector

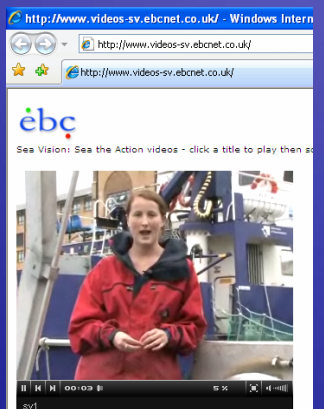
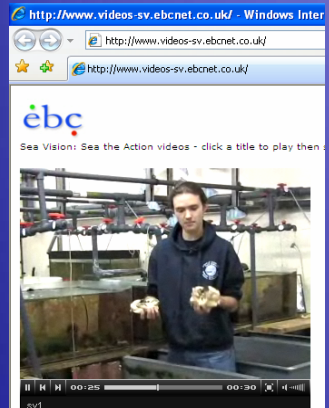


Maritime Magazine

Over 350,000 copies distributed to date

Case-study based

Includes all maritime courses in UK colleges and universities



Action Packs

Sponsored by Trinity House

Link to specific key stages in the curriculum

Signpost to careers, colleges and Sea Vision

Sea Vision Photo Competition



Sponsored

Prizes

- a cruise for 20 on a Thames Barge
- three Nikon D40 digital SLR cameras

Categories

- **Commercial** – eg ships, oil rigs, fishing vessels, ports and harbours
- **Leisure** – eg sailing, surfing, beach games, aquariums, diving
- **Maritime Heritage and Coasts**

Internet Explorer
 http://www.bbc.co.uk/coast/

BBC - Coast

BBC Home Search Explore the BBC

18 September 2008
 Accessibility help
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Where I Live **COAST**

BBC Homepage
 Where I Live

Coast Homepage
 Coast Experts
 Archive
 FAQs

BBC TWO

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A new series of Coast is in production for broadcast Summer 09.

If you have a great untold story for the new series of Coast please let us know by completing the form at the bottom of this page.

TV programmes in Coast series 3

- ▶ Shetland to Orkney
- ▶ Bournemouth to Plymouth
- ▶ Southport to Whitehaven (including the Isle of Man)
- ▶ Cardiff to St David's
- ▶ Berwick-upon-Tweed to Aberdeen
- ▶ Galway to Baltimore
- ▶ King's Lynn to Felixstowe
- ▶ Channel Islands to Dover

Coast 3 - Series information

1 |
 2 |
 3 |
 4 |
 5 |
 6 |
 7 | Use the numbered links to view programme details
 8 |

open2.net Explore Coast further with the OU
 Unfortunately stocks of the free OU Coast Information Pack have now run out, but you can still visit **Open2.net** to explore the coast in detail with **expert views** and discover what these islands are made of with the **geology toolkit**.

Coast on BBC HD
 You can watch beautiful pictures of our coast in high definition on the BBC HD Channel. ▶ **Find out** when 'Coast: From The Air' is showing.

Meet your Coast experts:

- ▶ Neil Oliver
- ▶ Alice Roberts
- ▶ Mark Horton
- ▶ Miranda Krestovnikoff
- ▶ Nicholas Crane
- ▶ Hermione Cockburn
- ▶ Dick Strawbridge

Walks in the UK

- ▶ From Coast series 1
- ▶ **BBC Local walks**
- ▶ From BBC Nature
- ▶ **More walks**

▶ **Archive** Look back at where the Coast team travelled in series 1 and 2.
 ▶ **FAQs** Let us answer your questions about the Coast project.

SEA VISION UK Raising awareness and increasing understanding of the sea.
Action Network Find out how to campaign for your coastline on **Action Network**.
VIDEO NATION Your views and experiences on the coast - on camera and online.

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BBC "Coast"

Cluster Activity

- ❑ Sea Vision UK – profile, promotion and careers
- ❑ “Maritime UK” – informal policy representation across whole cluster

Political influence

→ “Maritime UK”

- ❑ Commercial cluster network at national level on policy
- ❑ Exchanges on sectoral/regional issues
- ❑ Joint action when value – big picture only
- ❑ Informal network – not separate organisation

“Maritime UK” – Action

- ❑ Organic build-up of cross-sector working
- ❑ First projects – Marine Bill
 - EU Green Paper

Cluster Activity

- ❑ Sea Vision UK – profile, promotion and careers
- ❑ “Maritime UK” – informal policy representation across whole cluster
- ❑ **One Voice – policy and political, uniting shipping, ports, and business services**

One Voice initiative



One Voice initiative

- ❑ Maritime services cluster – shipping, ports and maritime business – acting together on key issues
- ❑ Forum for regular exchanges and joint policy-making
- ❑ Build greater political footprint
- ❑ Increase effectiveness and co-ordinate professional resources



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