



Channel Arc Manche
integrated strategy

Maritime clusters: A governance success? Evidence from the CAMIS Project

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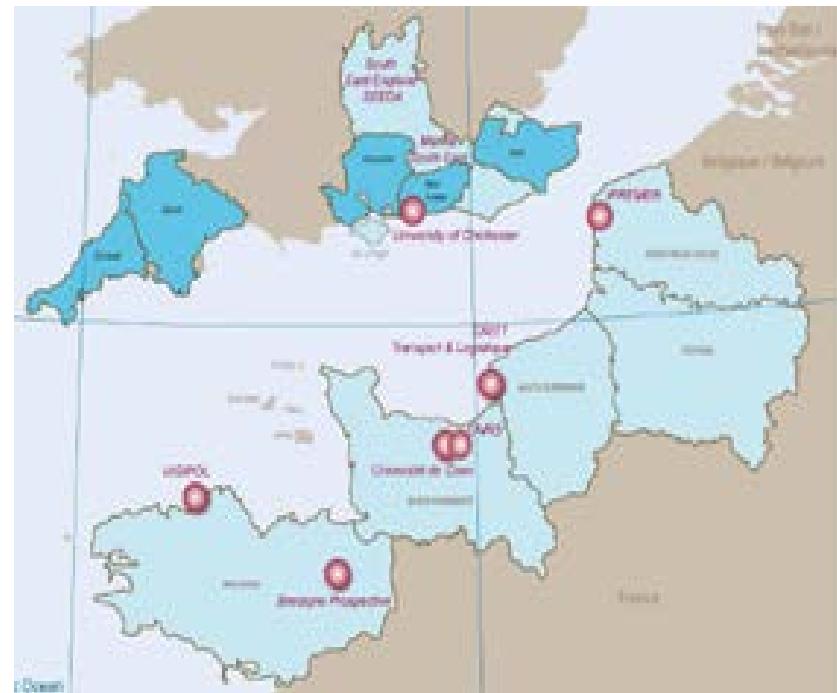
Content

- CAMIS introduction
- Aims and Objectives of CAMIS
- What is clustering?
- Maritime clusters
- Benefits
- Case studies
 - Pulling Together Devon
 - Marina 2020



Channel Arc Manche Integrated Strategy CAMIS

- CAMIS – INTERREG IV A
- Collaboration between 19 French and British Partners
- Strands include
 - Governance, Business clusters, innovation, skills, safety and transport



Maritime clusters?

- Maritime industries are vital to Europe, responsible for between 3-5% of European GDP (EC, 2008)
- Successful maritime clusters has been shown to have positive impacts on not just the cluster members, but for the wider economy (Policy Research Corporation, 2008; Kildow and McIlgorm, 2008)

A cluster can be defined as a geographically linked group of companies and other associated institutions within a particular field (Porter, 1998).

Expected benefits

Increasing knowledge through better stakeholder dialogue
Access to new customers
Group training/ purchasing
Provision of skills training
Increased profile within the community
Greater profit and revenue

CAMIS and Maritime Clusters

- Evaluating the role of clusters to ensure coastal community stability
- Encourage collaboration within local, regional and cross borders maritime sectors
- Develop local supply chains, ensure business growth and development
- Increase profits for maritime businesses
- Provide skills and training for local communities

Coastal Communities: what are the challenges?

- Aging demographic
- Disproportionate levels of worklessness
- Over reliance on tourism industry
- Low expectations in terms of skills provision and training
- High levels of youth migration
- Peripheral location
- Need for marine and coastal awareness
- Need for support for coastal community regeneration

Case Study 1: Devon

Aim: To increase business growth and knowledge exchange opportunities within maritime industry, promoting a sustainable local supply chain and effective business clustering.

Objectives:

- Identification of business needs and knowledge exchange opportunities in the region
- Promotion of the benefits associated with local scale clustering and collaboration for maritime industries.
- Encourage maximised access to business support for companies in the region

Pulling Together Devon Event – Feb 28th

Key observations

- Call for a cluster
- Need for improved communication
- Identification of a leader
- Limited understanding of the maritime sector
- Call for a South West Directory
- Dedicated member of DCC staff working to develop a cluster



Final report at
<https://camis.arcmanche.eu/home/>

Case Study 2:Marina 2020

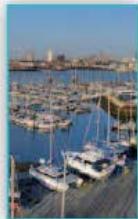
Aim:

To increase opportunities for economic growth within the marina sector through knowledge exchange, diversification and business clustering in the Channel Region, creating a vision for marinas in the future.

- To formulate a vision for Marina 2020 across the Channel region.
- To evaluate the current barriers and challenges in the marina industry.
- To identify potential opportunities for innovation and growth through collaboration and diversification.
- To generate a roadmap and best practice recommendations

LA MANCHE, UN OCÉAN D'OPPORTUNITÉS DE COOPÉRATION POUR LA PLAISANCE

THE ENGLISH CHANNEL, AN OCEAN OF COOPERATION OPPORTUNITIES FOR MARINAS



La Manche figure parmi les bassins de plaisance les plus importants au monde. On dénombre 162 ports de plaisance dans l'espace Manche : 96 sur le littoral français, 58 sur le littoral britannique et 8 dans les îles Anglo-Normandes. S'y ajoutent des centaines de mouillages informels.

L'échange de connaissances, la diversification et la coopération dans l'espace Manche sont les facteurs clés du développement économique du secteur de la plaisance.



The English Channel is one of the largest leisure sailing catchment areas in the world. There are 162 marinas overall in the Channel area: 96 in France, 58 in England and 8 in the Channel Islands. In addition, there are hundreds of more informal anchorages and moorings.

Knowledge exchange, diversification and clustering in the Channel area are the best way to increase opportunities for economic growth within the marina sector.

Progression of Marina 2020

- Publications in Fore and Aft, TEM Newsletter.
- Identification of industry drivers.
- Ong-oing data collection
- Interest in the development of a Franco-British marina network cluster
- Marina 2020 event planned for next year



Marina Drivers report available, please contact e.mckinley@chi.ac.uk

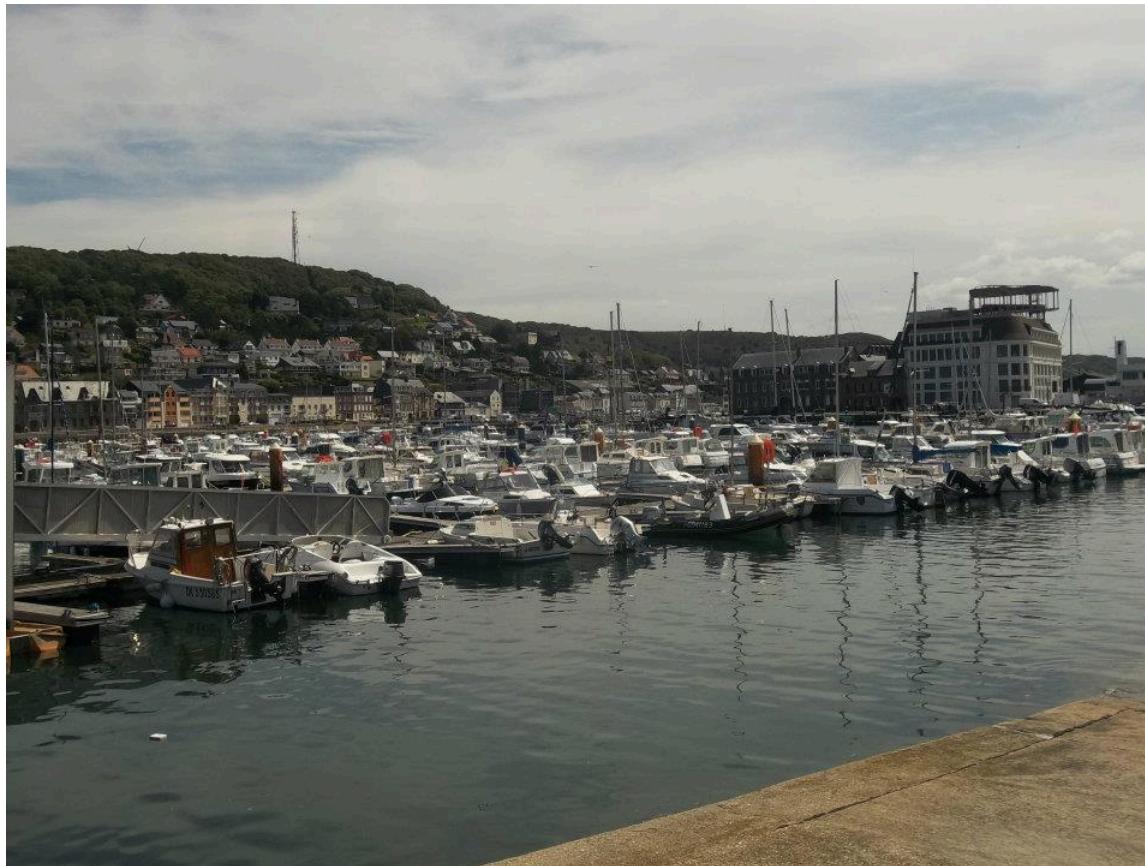
Benefits of Maritime clusters

- Long term economic stability
- Improved profile for SMEs
- Collaborative training, purchasing and development of a brand
- Attractive asset for local community e.g. education, skills, business opportunities
- Strong role in encouraging coastal community regeneration

Best practice to date.....

- Vital to have effective communication
- Develop a brand to promote maritime expertise
- Ensure awareness of skills and expertise
- Engage with the local community
- Build strong relationships with local, regional and national government
- Develop collaborative and mutually beneficial business relationships

Any questions or suggestions?



References

Porter, M., E. (1998). "Clusters and the new economics of competition." *Harvard Business Review*.

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