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marine leisure network  
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# **Irish Sea Marine Leisure Knowledge Network**



**Irish Marine Federation**

***Trade Association Affiliated to  
IBEC, the Irish Business &  
Employers Confederation.  
106 Company members drawn  
from all aspects of the marine  
industry in Ireland.***





**Irish  
Marina  
Operators  
Association**





***19 of the 23 Coastal Marinas***





# IBRA

IRISH BOAT RENTAL  
ASSOCIATION







# ***8 Leading Boat Hire Companies on the River Shannon and Erne***



# Developing Marine Leisure In Ireland

A scenic view of a harbor in Ireland. In the foreground, there is a grassy hill with a paved path and a black lamppost. To the right, a small white building with a green door is visible. Several sailboats are docked at a pier in the harbor. The water is blue, and the sky is blue with scattered white clouds. In the background, there are rolling hills and a small town on the left side of the harbor.





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# **Irish Sea Marine Leisure Knowledge Network**

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## Ireland/Wales Interreg IVA Programme



Ireland's EU Structural Funds  
Programmes 2007 - 2013

Co-funded by the Irish Government  
and the European Union





# Partners

- Pembroke Business Initiative (Lead)
- South West Wales Marine Leisure Federation
- Irish Marine Federation
- North Wales Watersports (2009 – 2010)
- BIC North Wales (2011- 2012)



# Total Grant in Aid

- €1,449,020 Total Programme
- 75% Funded.
- €389,985 Irish Marine Federation
- €97,496 Irish Marine Federation Contribution
- Period 2009 to 2012 extended to July 2013



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# Objectives

**Develop an Integrated Irish Sea Marine Leisure Sector Through the Establishment of a Knowledge Network.**

**Establish Industry Needs and Skill Gaps & Develop Appropriate Sector Specific Courses.**

**Contribute to Emerging Government Marine Policies, Integrated Marine Policy, Marine Leisure Tourism Policy, ICZM (MSP).**

**Act as a Catalyst for Industry Growth.**



# Strategy

## Collaborative Marketing:

**Marketing of Marinas, Training Establishments and the Irish Sea as a Marine Leisure Centre of Excellence.**

**Joint Marketing of the Irish Sea Zone.**

**Industry Communication to Build the irish-sea.org brand.**

**Increase Awareness of the Marine Leisure Industry**



# Strategy

## Commercial Development:

**Establish Training Needs Analysis for Vocational and Business.**

**Develop Sector Specific Supports.**

**Establish Training Clusters.**

**Conduct Supply Chain Analysis to Identify Business Opportunities, Primary and Secondary**

# Strategy

**Identify Development Opportunities:**

**Continue Research to Develop ICZM Plan.**

**Research & Quantify the Socio-economic Value & Size of the Marine Leisure Industry.**

**Contribute to the Development of a National Maritime Plan Which Integrates Marine Leisure.**



# Strategy

## Marine Festivals & Events:

**Mapping of Existing Maritime Events.**

**Work with Organisers to Develop New Events.**

**Establish & Quantify the Economic Impact and Benefits of Marine Festivals and Events.**

**Provide Project Management Training for Event Organisers.**

# Out Puts

Over 150 SME's Assisted.

Marine Leisure  
Conference hosted.

Marina Conference Held.

Technology Transfers.

New Products Developed.

Research Conducted:

*Value of the Volvo Regatta.*

*Value of the Round Ireland Race.*

*Economic Contribution of Marinas.*

Schools Sailing Programme.

Boat Show Participation.



# Down Side

Spend for 6 months Before Claim.

Claim Period Every 6 Months.

Time to Process Claims, up to 12 Months.

Level of Bureaucracy Exceeds Most SME's Capability

Not Possible to Obtain a Bank Loan to Cover Cash Flow



# Down Side

Lack of a Viable Partner in North Wales

Cash Flow Problems

Audit: European Regional Development Fund Audit

Audit: South Eastern Regional Assembly Audit.

Time Spent Completing the Bureaucracy.



# Up Side

Strong Partnership Developed

Network Developed

The Only Funding Available to the Sector

Enabled the Industry Association to Survive the Economic Downturn

Provided Promotional Opportunities for the Industry



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# Up Side

National Integrated Marine Plan Being Developed in Ireland.

Marine Leisure Tourism Plan Being Developed in Ireland.

Foreshore Act in Ireland Under Review.

Participation in Other Programmes such as Pisces,  
Irish Sea Forum & Atlantic Strategy.





# Next Round?

# Would we do it all again?



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# Next Round

# *Probably!*



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***On behalf of the Irish Marine Federation  
we wish you a safe and secure summer***



***Calm seas and prosperous voyages***



