

Marina 2020: A channel vision for future sustainability

As part of the CAMIS, INTERREG IVA funded project, researchers at the University of Chichester have been examining the role of the marina as a business hub in coastal communities in the Channel Arc Manche region. This will lead to the development of a vision for marinas in the future: Marina 2020.

Marinas have evolved considerably over the last 20 years, developing into an integral component of the maritime economy (BMF, 2007). Despite consistent growth, marinas on both sides of the channel have yet to make full use of the economic and business opportunities that this growth affords. Previous research has identified marinas as ideally located to support the development of local business clusters in a variety of maritime sectors such as renewable energy, conservation and marine leisure (Chang, 2011; Robins, 2011). There is the potential to increase this type of clustering activity within the marina sector, providing money saving opportunities, for example, through collaborative marketing and branding, insurance and bulk buying. A detailed report into the role of clustering in the marina industry produced by the University of Chichester is available on the TEM website.

The vision for marina 2020 is expected to be diverse, accommodating the differing needs and capabilities of each marina and allowing each the potential to enhance their role in local communities. It is recognised that each marina has different needs and abilities according to its location, geography and demography. Marina 2020 as a vision is expected to result in a range of benefits for all marinas, including: improved relationships between marinas and local authorities in the Channel region; higher levels of environmentally favourable practices, collaborative working practices with local industry and efficient and sustainable cost efficiency measures.

This will be achieved through the development of a 'toolbox' of ideas and best practice that will enable marinas to choose appropriate tools with which to enhance their management strategy according to the needs and capacities of both the marina and the local community. Examples of some of these tools include the use of fuel efficient vessels, renewable energy sources, improved marina efficiency through

better utilisation of space and services, and the development of effective collaboration and knowledge transfer.

It is expected that these tools will encourage knowledge exchange and increased efficiency, allowing the sector to become more financially stable, more environmentally sound and ensure adherence to national and international maritime policy.

The proposed development of effective clustering practices between and within marinas across the channel region has the potential to result in reduced costs and increased profitability with greater business diversification enhancing marinas' role in the wider community, and ensuring their long term economic stability.

It is the aim of CAMIS to identify the business needs of marinas and to facilitate best practice and knowledge transfer, promoting clustering and

collaboration as a key tool, aiming to create a vision for marinas in 2020.

As part of the project, CAMIS will be conducting interviews with marina stakeholders and interested parties throughout early 2012. The data collected from these interviews will be used to create a vision for marinas in the future through the generation of a roadmap and best practice recommendations.

CAMIS are keen to involve as many marina stakeholders as possible, so if you would like to be involved, please contact either:-
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