

Business Clusters & Marina 2020 - A Voice for the Future

As part of their work on the role of business clusters in the marina sector, the University of Chichester, CAMIS project, is working to generate a strategic vision and

recommendations for the future sustainability of the sector. Marina 2020. In the midst of the economic downturn and a culture of increasing corporate environmental responsibility, marinas are facing a number of challenges in a bid to ensure their long-term financial security, environmental sustainability and diversification of the industry.

Having identified marinas as a key component of the broader maritime sector, CAMIS researchers proposed the development of the Marina 2020 vision as a mechanism through which marinas can take a proactive approach to their long-term future and development, encouraging diversification, clustering and a collaborative approach to generate best practice.

Marina 2020 provides marina stakeholders with an opportunity to

have a voice regarding their sector and contribute to the development of effective policy at both national and EU levels.

With this in mind, researchers have identified some of the key drivers expected to have an impact on the sector in the coming years. A sample of the drivers expected to impact the future of the marina industry includes:

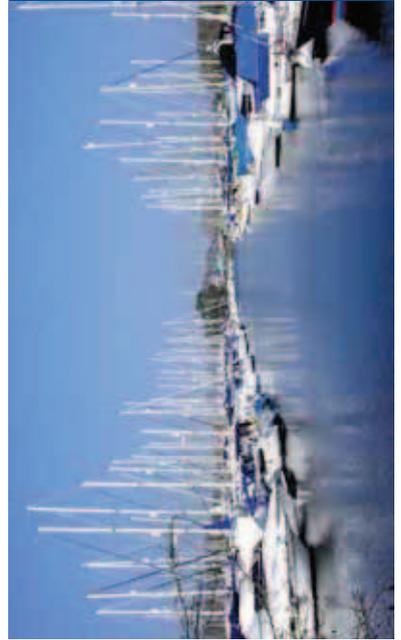
- The impact of the global recession,
- Changes in national and EU legislation,
- The importance of business diversification for the marina sector,
- Increased costs for both marinas and their customers,
- Fuel restrictions,
- Changing demographics within the customer base,
- A movement towards eco-friendly business practices,
- The use of social networking as a marketing tool,
- A need to encourage more people into the sector, both as customers and as workers.

Each of these drivers, and the others identified during the research, are discussed in detail in the Drivers for Marina 2020 report which is being finalised by the University of Chichester, and will be available for further comment on request. Dr

Emma McKinley said of the research, "Throughout the development of the Marina 2020 Vision, it will be vital that we work closely with marina stakeholders to ensure we are producing a useful and relevant tool for the sector; therefore, we will be approaching marina stakeholders and asking for their valuable participation in the research". The

drivers presented in the report will be used to direct a series of interviews with marina stakeholders, which will allow further development of the Marina 2020 vision. Through these interviews, a working vision for Marina 2020 will be developed, generating best practice recommendations and a strategic roadmap that aims to ensure a sustainable future for the sector.

If you have any comments/feedback about the drivers you think are impacting the marina sector in general, or your individual business, would like a copy of the full report, or would be willing to participate in the interviews, please contact Emma McKinley (e.mckinley@chi.ac.uk) for more information.



Are you Listening?

The Performing Right Society (PRS) and the Phonographic Performance Ltd (PPL)

Music Licensing

Copyright exists in original music work so that when a recording of music is played in public, such as records, tapes, CDs etc the appropriate collection agency, the PRS, has authority to collect royalty payments on behalf of composers, songwriters, authors and publishers for the copyright in live performances and sound recordings.

Copyright also exists in the actual sound recording e.g. cd/itunes, so that the maker of sound recordings (eg. record companies) are entitled to copyright protection and the PPL has authority to collect these royalty payments. Under the current system Members may

therefore be required to hold both a PRS Licence and a PPL Licence if live performances and/or sound recordings are played.

Under the terms of The Copyright, Designs and Patents Act 1988 it is unlawful to perform, whether live or by recording, or allow to be performed, any copyright music in public without the permission of both the copyright owner and recording company. This means that in the event of live or recorded music being performed or allowed to be performed on member's premises they may be required to obtain a licence from the Performing Right Society (PRS).

Due to this licensing requirement some members have been approached by the PRS

regarding the use of radio/cd players in cabin hire boats or holiday cottages.

For clarity, having sought advice from PRS we had previously been advised that where hire boats or holiday cottages are hired to a consumer that a PRS licence is NOT required provided no music such as cd's are supplied by the hire company.

A licence would also therefore be required where music is played or broadcast in public areas constituting a "public performance" such as reception areas, shops, bars, restaurants, passenger/trip boats etc.

For more information and details of relevant tariffs visit www.prsformusic.com

