

IRELAND/WALES INTERREG IIIA & IVA

2002 TO 2013

The SME Experience



SOUTHERN & EASTERN
Regional Assembly
Promoting Our Region



Ireland's EU Structural Funds
Programmes 2007 - 2013

Co-funded by the Irish Government
and the European Union





Irish Marine Federation

Trade Association Representing all Sectors of the Marine Industry in Ireland, Affiliated to IBEC, the Irish Business & Employers Confederation.



2005 TO 2008

Irish Sea Marine

Marketing and

Business Development

Programme



2009 to 2013

**IRISH SEA MARINE LEISURE
KNOWLEDGE NETWORK**



irish-sea.org

marine leisure network
rhwydwaith hamdden morwrol

Irish Sea Marine Sector

Partner Search:

**Welsh Assembly Government Study: Marine Leisure Tourism
Consultants Report: They approached us.
Restricted area: Wales, North Wales Only
Ireland, East Coast, Fingal to Waterford.**

The Irish Times

First published: Mon, Feb 28, 2005, 00:00

It may not enjoy a Mediterranean climate just yet, but the Irish Sea has become the focus for an EU-backed €800,000 investment to promote marine leisure.

The new EU Interreg programme aims to form strategic alliances between Irish and Welsh marine leisure interests in a partnership led by the Irish Marine Federation.

Details of the initiative were announced by the federation yesterday as it marked the closure of what it described as its "biggest and best" national boat show at the Royal Dublin Society in Ballsbridge, Dublin. The programme will develop marine leisure activities and facilities, organise joint promotional opportunities, and provide business development training for participating companies.

Also involved in the partnership are the Marine Institute, Venture Point (Dún Laoghaire-Rathdown County Enterprise Board), Dún Laoghaire Harbour Company, and the Irish Sailing Association.

Their Welsh counterparts are members of a new organisation called North Wales Watersports. A "brand name" will be created as part of the programme, and there will be co-operation between the Irish and Welsh groups in a number of activities. These will include industry strategy development; identification of sites for future development; marketing and promotion; and business and vocational skills training. Educational programmes for schools to promote career paths, and sailing scholarships for inner-city children will also form part of the plan. The groups will work to promote marine tourism in the Irish Sea on the international market, and the programme also provides for environmental training for marina operators.

Irish Marine Federation chairman Brian O'Sullivan said it would provide an excellent opportunity to develop a business strategy for the entire Irish Sea region

Development of Cruising Routes

OBJECTIVE: Stimulate boating activity and increase the contribution that marine tourism can make to marinas, marine businesses and the local community.



East Coast Cruising Guide



Cruise in Company

Come to sea with friends and family on the Sea Horse Sailing Club's 'North Western' in all weather conditions. This is open to all and we have over 200 members.

The sailing season of 2014 will be our 10th year of sailing and we will have a lot to celebrate. The weather will be our friend and we will have a lot to celebrate. The weather will be our friend and we will have a lot to celebrate.

For more information on the event and where to book, please contact us on 01 854 2222 or visit our website at www.northwesternsailingclub.com

www.northwesternsailingclub.com

www.ish-sea.org

www.godwinyard.com



The Central Cruise

Come to sea with friends and family on the Sea Horse Sailing Club's 'Central' in all weather conditions. This is open to all and we have over 200 members.

The weather will be our friend and we will have a lot to celebrate. The weather will be our friend and we will have a lot to celebrate.

For more information on the event and where to book, please contact us on 01 854 2222 or visit our website at www.northwesternsailingclub.com

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Irish Marine Federation



Irish Sea Marine Sector

- 50% Funded
- Budget: €800,000 (€400,000 each Partner)
- 21 Joint Actions
- Schools Programme
- Ireland/Wales Marine Leisure Directory
- Marina Training
- Exempla Visits
- Develop Cruising Routes
- Cruise in Company
- Joint Marketing
- Development Study

Irish Sea Marine Sector

- **The Good Things**

- Management: Welsh European Funding Office
- 50% Funded
- 3 Month Claim Period
- Not For Profit Organisations Draw-down Finance in Advance

- **The Bad**

- Partner not able/unwilling to Cooperate
- Geographic Area concentrated in North Wales

Out Comes

- Boating Statistics
- Value of the Sector
- Contribution that Marinas Make
- Number of Leisure Boats in Ireland
- Ireland/Wales Directory
- 3 Cruise in Companies Held
- Irish Cruising Association Established
- Field Trips Held
- Training Undertaken

ISMLKN 2009 to 2013



Total Funding: €1,069,355. 75% Funded. Ireland, €338,000.

3 Partners in Wales. Lead Partner Welsh, PBI.

A More Strategic Programme Covering North and South Wales.

Objectives:

1) Collaborative Marketing & Communications:

- Website/ Boat Shows/ Visual Communications
- Cross Border Steering Group
- Marine Leisure Conference

2) Marine Leisure Industry Commercial Development

- Compilation of Marine Industry Data-Base
- Skills & Training Needs & Develop Courses
- Sector Specific Industry Support
- Act as a Catalyst for Growth.

ISMLKN 2009 to 2013



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Objectives:

3) Identifying Opportunities for Growth

- Identify Government Departments Public bodies
- Input into National Policy
- Contribute into ICZM Policy
- Identify Gaps in Research

4) Marine Festivals & Events

- Map Existing Events
- Explore Opportunities for Existing Events & Develop New Ones
- Quantify Impact & Results

ISMLKN 2009 to 2013



Lessons Learnt!

- Pick Your Partners With Care
- Claim Process Extremely Slow (Up to 18 Months)
- 6 Month Claim Period too Long for SME Sector
- Financial Reporting is Forensic. (No Problem With That as Such)
- Keep the Objectives Simple and Deliverable
- The 25% Shortfall in Cash can be made up by BIK or Time In Kind
- Job Targets are Difficult to Achieve in Recessionary Times!
- New Businesses are Difficult to Start!

ISMLKN 2009 to 2013



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OUTCOMES:

The Good Things!

Programme Managed by Southern & Eastern Regional Assembly, Waterford.

- The Programme was Delivered
- Good Networking Between Ireland and Wales
- Irish Marina Operators Association Set Up
- Research Delivered
- Festivals and Events Established
- Jobs Created
- Companies Assisted
- The Industry was Able to Continue Representation through out the Recession.

Would I Recommend an Interreg Programme

YES

Potential New Programmes

Project Draíocht: *The Atlantic Academic Hub*

Economic Development through Educational Co-Operation using a regions unique selling points. Project aim is to establish a network of Atlantic Academic Hubs.

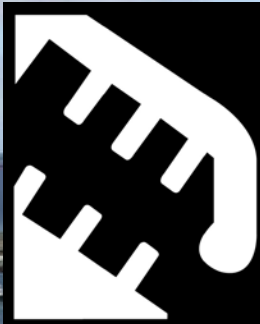
An Academic Hub is a “Designated Region intended to attract foreign investment, retain local students, build a regional reputation by providing access to high quality education and training for both international, domestic students & businesses & create a knowledge based economy. An educational hub can include different combinations of domestic/international institutions, branch campuses and foreign partnerships”.

Ireland

A Strategic Approach to the Development of the Marine Leisure Industry

- *Economic data on which to base development plans*
- *Marina Management Training and Marina Networking*
- *Maritime Training for School Children to Introduce Maritime Affairs at an Early Age*
- *Marketing Assistance to improve the market position of the Inland Waterways*





Irish
Marina
Operators
Association

*Marina Training
Marina Networks*



Marketing & Business Development Network

Eco-boating

