



Report No: **81/2008** Public Agenda Item: **Yes**

Title: **South Devon Marine**

Wards Affected: **All wards in Torbay**

To: **Harbour Committee** On: **25 March 2008**

Key Decision: **No**

Change to Budget: **Yes/No** Change to Policy Framework: **No**

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1. What we are trying to achieve and the impact on our customers

- 1.1 To seek the views of the Harbour Committee to a request made for financial support by South Devon Marine to Torbay Council.
- 1.2 Any request for financial support from an already approved budget could potentially have a negative impact on harbour customers.
- 1.3 Providing support to local marine business and marketing Tor Bay Harbour at the Southampton Boat Show may well provide a positive impact for our customers.

2. Recommendation(s) for decision

- 2.1 **That the Committee considers South Devon Marine's request for financial support as detailed in Appendix 1 to this report.**
- 2.2 **That, subject to the approval of 2.1, that the Director of Marine Services be asked to vary the harbour account budgets for 2008/09 and recommend future budgets in line with the level of any recommended support.**

3. Key points and reasons for recommendations

- 3.1 South Devon Marine is a trade association representing marine companies across the region from the Exe to the Tamar and within the Torbay area there are nine of the seventy one member companies. The aim of South Devon Marine is to market the area locally and nationally and to promote networking between its members. Each year they take a substantial stand at the

Southampton Boat Show covering some 120 sq. metres.

- 3.2 South Devon Marine are asking Torbay Council if it would commit at least £1,000 annually, for the next three years, to the cost of their Southampton Boat Show stand.

For more detailed information on this proposal please refer to the supporting information attached.

Kevin Mowat
Director of Marine Services

Supporting information to Report 81/2008

A1. Introduction and history

- A1.1 The Chairman of South Devon Marine Mr Tony Watson approached the Director of Marine Services seeking financial support from Torbay Council.
- A1.2 Given that one of the main pillars of the Tor Bay Harbour and Maritime Strategy Action Plan is 'Product development, events and promotion', the Director of Marine Services felt that the request should be considered by the Harbour Committee.
- A1.3 On the 3 March 2008 Mr Watson wrote to Torbay Council formally requesting financial support of at least £1,000 annually for the next three years. The details of this request are set out in Mr Watson's letter, which is attached as Appendix 1.

A2. Risk assessment of preferred option

A2.1 Outline of significant key risks

- A2.1.1 There are no significant risks.

A2.2 Remaining risks

- A2.2.1 None

A3. Other Options

- A3.1 Not to consider the request.

A4. Summary of resource implications

- A4.1 Any financial support that might be agreed for South Devon Marine would impact on the approved harbour budgets for 2008/09 and ongoing support would impact future years. Given the level of support requested the impact would be minor.
- A4.2 If financial support is provided then staff resources may also be required to attend the South Devon Marine stand at the Southampton Boat Show.

A5. What impact will there be on equalities, environmental sustainability and crime and disorder?

- A5.1 None

A6. Consultation and Customer Focus

- A6.1 The matter of this report was briefly mentioned at the Harbour Liaison Forums but there has been no other consultation.

A7. Are there any implications for other Business Units?

A7.1 None

Appendices

Appendix 1 South Devon Marine – letter dated 3 March 2008

Background Papers:

None



Kevin Mowat,
Director Marine Services,
Torbay Development Agency,
Torquay Harbour Office,
Beacon Quay,
Torquay,
TQ1 2BG

3rd March 2008.

Dear Kevin,

South Devon Marine is a trade association representing marine companies across the region from the Exe to the Tamar and within the Torbay area there are nine of our seventy one member companies. Our aim is to market the area locally and nationally and to promote networking between members. Our main marketing tool is our Trade Directory which lists all our members and is placed in Harbour Offices, Tourist Information Centres, chandleries, etc., in fact anywhere that will take them and where the boating public can be found. The same information, along with news, event dates, etc. is kept up to date on our web site, www.southdevonmarine.co.uk. We take a substantial stand covering 120 sq. metres at the Southampton Boat Show annually and a similar sized space at the Devon County Show. We also hold an annual Try a Boat weekend in May at Brixham Marina where about 600 members of the public who have never before tried boating are taken afloat, free of charge, in vessels of all types and sizes. Members also exhibit at local agricultural shows and at the London Boat Show where they distribute the Directory.

Members' meetings are held approximately every two months and vary between breakfast and evening meetings. They are mostly informal and give the chance for members to network and usually listen to a short presentation on a subject of common interest. Directors' Board meetings are held quarterly or more often when the situation demands, with an AGM held in late October. Most of these meetings take place at the Royal Seven Stars Hotel, Totnes which, we have found, is easily accessible to most of our members.

Over the last three years we have been substantially funded by SWRDA via Marine South West, initially in the sum of £40,000 per annum and latterly £30,000. The largest proportion of this cash has been used to fund a coordinator who has built up the membership and established working practices which now allow his work to be split up between unpaid volunteers. This three year scheme comes to an end on March 31st. 2008 when we will be required to find our own ways of funding our activities.

Our members pay an annual subscription of £95 which covers the cost of the Directory, contributes towards the cost of the County Show and covers other minor expenses. The Try a Boat Weekend has been funded in a variety of ways including commercial sponsorship and funding by the British Marine Federation. Our stand at the Southampton International Boat Show in September is the most high profile event we attend as an association and is the most expensive. We have always received approximately 50% funding from exterior sources for this exhibition, initially from SHDC and latterly from Marine South West. We are now faced with the choice of either asking for funding from the Councils with whom we have close ties or seeking commercial sponsorship. The Directors feel that maintaining our links with local government is the preferred way forward. We would be happy to take tourism or harbour publicity material to the show and would welcome personnel from the Councils on the stand. Thus I am asking Torbay, South Hams and Teignbridge Councils if they would each like to contribute towards the total cost of around £12,000 of the Southampton Boat Show stand. To date SHDC have offered £1,000 and Teignbridge are considering £2,000. The balance will be met from contributions made by members exhibiting on the stand (usually seven companies along with South Devon Marine's own exhibit). I will also be approaching West Devon Borough Council as they are developing ties with SHDC but, as they have little marine industry of their own, I do not anticipate a high level of involvement from them.

Thus I would like to ask the Torbay Council if it would commit at least £1,000 annually, for the next three years, to the cost of South Devon Marine's Southampton Boat Show stand. At the end of this period we will be reviewing the situation and it may well be that SWRDA will once again take up the sponsorship. Should you be in agreement with my request I would like to arrange a meeting between the Councils involved and South Devon Marine to finalise proceedings.

Yours sincerely,

Tony Watson, Chairman, South Devon Marine.



Southampton Boat Show 2007
(early morning)