



Maritime UK Week

10-16 October 2022

Introduction

This toolkit is designed to enable maritime businesses to get involved with Maritime UK Week and covers:

- Campaign copy
- Aims and objectives
- Campaign key messages
- Suggested activity (ways to get involved)
- MUK Week branding and digital assets

About Maritime UK

- Maritime UK is the umbrella body for the maritime sector, bringing together the shipping, ports, services, engineering and leisure marine industries.
- Our purpose is to champion and enable a thriving maritime sector. Maritime UK has responsibility for the coordination and delivery of industry recommendations within Maritime 2050.



Purpose of Maritime UK Week

- Maritime UK Week exists to promote the maritime sector and its role in the UK.
- It is held in the off-year from London International Shipping Week and has a primary focus on domestic audiences.
- It serves as a platform to engage with local communities and encourage young people to consider a career in maritime.
- As well as a programme of events for the industry, a key feature of Maritime UK Week is that businesses are being encouraged to open their doors to their local community.

Maritime UK Week copy

This copy can be used on your website, in emails or in print to show you are supporting Maritime UK Week. Including information about the week in internal and external comms is a really effective way to drum up excitement about Maritime UK Week.

Maritime UK Week 2022 is an opportunity to raise awareness of the UK's £46bn maritime sector, its role and future. Responsible for enabling 95% of the UK's global trade, maritime touches every part of our lives. As an island nation, during the pandemic, the maritime sector's key workers kept the UK supplied with food, energy and medicine. Now, as we move toward a greener industry, the sector is investing and growing all around the UK and needs talented people to join us. Held between Monday 10 October and Sunday 16 October, people around the country are invited to explore the world of maritime through a series of careers fairs and open days. A full programme of activity can be seen here: www.maritimeuk.org/week. [Company name] is getting involved by [enter activity or plans here].

Key messages on the maritime sector for politicians

- Maritime contributes £46.1bn to the UK economy and supports 1 million jobs (more than air and rail combined).
- Maritime is responsible for keeping the country supplied: 95 percent of British imports and exports in goods are moved by sea, including 25 percent of the UK's energy supply and 48 percent of food supplies. Investment is essential for maintaining these resilient supply chains that every constituent relies upon.
- The past year has been busy for the maritime sector, on Freeports, developing the National Shipbuilding Strategy Refresh, securing extension to the Clean Maritime Demonstration Competition, a successful London International Shipping Week, major contribution at COP26 and at October's Budget and Spending Review, where the Chancellor announced reforms to Tonnage Tax.
- Maritime makes a significant contribution to all nations and regions of the United Kingdom.

Key messages on the maritime sector for politicians

- As one of the primary sectors within the government's ten-point plan for a green industrial revolution, the UK maritime sector has an ambition to lead the world in developing, deploying, and exporting green maritime technologies.
- Ports invest over £600m of private capital each year, benefiting coastal economies through job creation and infrastructure investment.
- Maritime workers are 43% more productive than UK average.
- Maritime is a source of well-paid highly skilled roles, which pay an average of £38,000 per year - £9,000 more than the national average.
- Globally, the maritime sector will double to \$3trn by 2030.
- In Maritime 2050, the UK has a strategy to become the world's most competitive maritime centre by the middle of the century.

Key messages on the maritime sector for the public

- A role for everyone – maritime offers careers at sea and ashore, with the chance to see the world.
- A \$3trn industry – the industry is set to double in size by 2030, meaning thousands of new jobs are needed. In the UK maritime is bigger than rail and aviation combined.
- A green revolution – the industry is going through a period of massive change, and has committed to tackling climate change by decarbonising by 2050. We need to people to help us get there.

Key messages on the maritime sector for the public

- A well-paid career – average maritime pay is £38,000, compared to the national average of £29,000.
- A funded career – there are numerous entry points to the sector offering fully and part-funded training.
- A variety of entry points – there is no one way to enter the maritime sector and once in, there are tremendous opportunities to move to different parts.

How to get involved

1) Share your event

If you're hosting your own events during Maritime UK Week, let us know [here](#) and we will share this on the website.

The Maritime UK website will be a one-stop shop for all things for the week. All activity across the length and breadth of the country will be promoted here.

For more information, contact htebay@maritimeuk.org



How to get involved

2) Come to our planning webinar

In the run-up to Maritime UK Week, we will hold webinars to help industry plan their events.

The webinar will provide all the information you need to know about the week, how to get involved and all the current plans.

See all planning events [here](#)



How to get involved

3) Invite your local MP to visit during the week

One of the best ways that the sector can raise awareness of its work is to invite politicians to engage directly. We are encouraging businesses to invite their local MP to visit during Maritime UK Week. We have prepared a [template letter](#) to send to your MP and will be on hand for those visits that get locked in.

For more information, contact
htebay@maritimeuk.org



How to get involved

4) Organise an Open Day

There's no better way to engage the public with the world of maritime than opening our doors.

Organisations are asked to create open days for schools, colleges and the public which bring people on-site to learn about the sector, the jobs, and career opportunities that exist.

An example of an Open Day planned for Maritime UK Week follows.



How to get involved

Three sites in Portsmouth will hold an open day for schools and colleges in the local area. There will be two parts to the open day that feature Portsmouth International Port, Historic Dockyard and Royal Navy.

Part 1: Coaches will simultaneously drive 400 school children around both the PIP and the Royal Navy site giving the school children an amazing experience of seeing how both ports operate. The coaches will swap locations halfway through so the children can experience the other port.

Part 2: The coaches will arrive at the Historic Dockyard after touring both sites. The children will be allowed off the coaches for a walking tour around the historic dockyard.

How to get involved

5) Share your news

Businesses are asked to share significant news stories with Maritime UK so that the news can be championed and promoted across the week. Such news could include: Recruitment campaigns; the opening of new facilities; ship visits etc.

To discuss further, contact htebay@maritimeuk.org

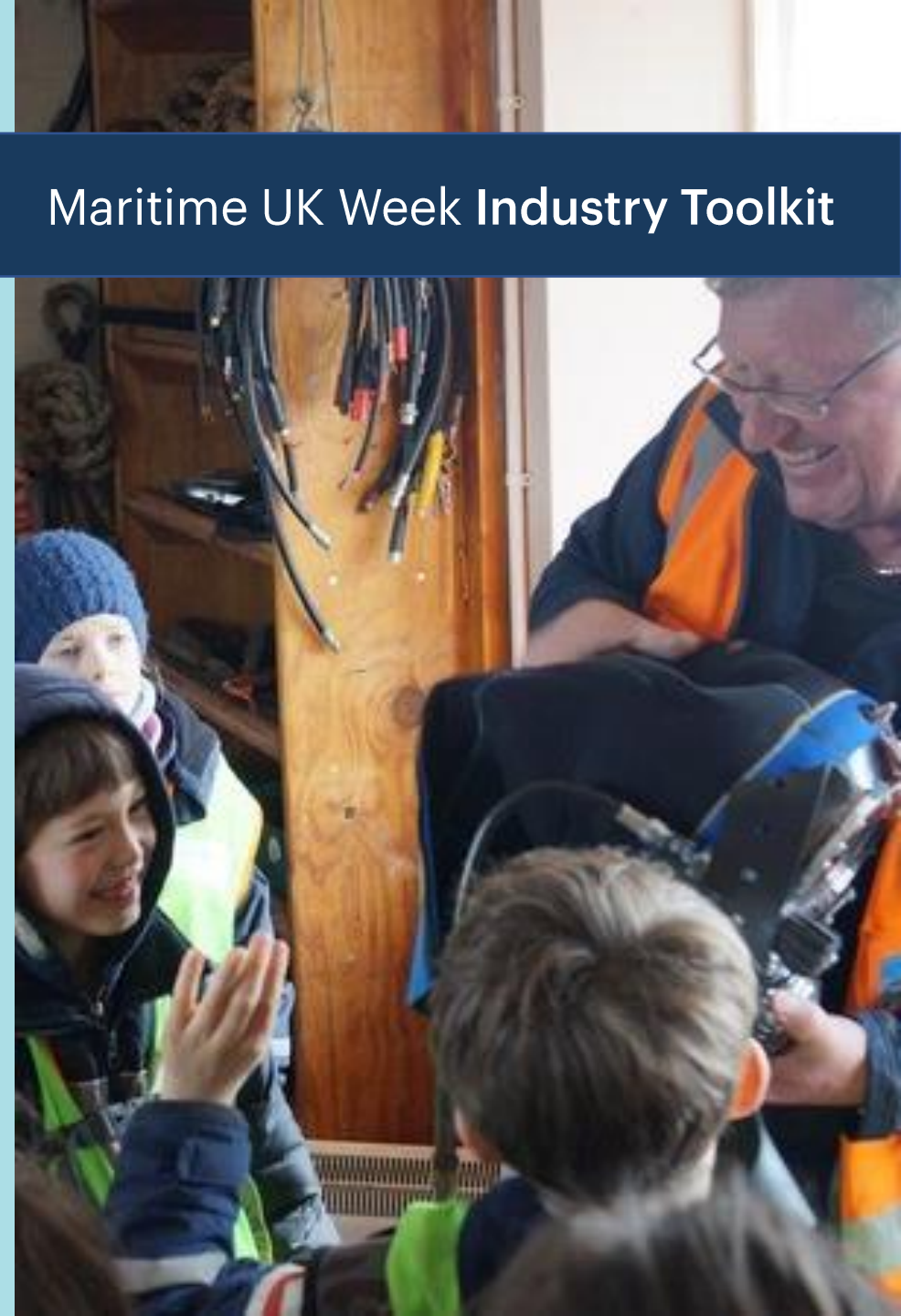


How to get involved

6) Sign up as an industry ambassador

Support schools and colleges with their careers and outreach activity during Maritime UK Week by joining the Maritime UK Inspiring the Future ambassador scheme. You will receive full support and assistance to get your ready for your first booking, and hear from those already taking part.

For more information and to sign up, click [here](#).



How to get involved

7) Take part in Maritime UK's D&I events

Throughout the week the Diversity in Maritime programme will host an event for each of its four networks (Women, Pride, Ethnicity and Mental Health). This will be followed by a industry-wide summit at the end of the week to discuss the outcome of the weeks discussions.

See all events [here](#).



How to get involved

8) Tag us on social media

Businesses are encouraged to help show the best of maritime during the week by tagging @MaritimeUK on twitter or by using the Maritime UK Week hashtag #MaritimeUK across all social media channels.



How to get involved

9) Make use of Maritime UK graphics

You can download digital assets for Maritime UK Week [here](#) on our website.

The assets include logos, social media banners and template letters.



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Week**

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