



*“Supporting our maritime people has been at the fulcrum of the Government’s work over the past 12 months, and it will continue to be at the heart of our efforts for the next 12 months”*

Nusrat Ghani, Maritime Minister, introducing DfT’s Maritime Annual Report, July 2019

The Department for Transport has now published its “People Route Map” setting out the next steps in implementing the People chapter of its Maritime 2050 strategy. This Briefing is one of three covering the Maritime Skills Commission, and the careers and diversity announcements.

The Department for Transport published its [Maritime 2050](#) strategy in January 2019. It is being followed by the publication of “[Route Maps](#)” for the different chapters, with Trade and Technology and Innovation published so far. DfT has now published the [People Route Map](#), setting-out next steps in five areas:

- **Inspiring people**
- **Expanding the talent pool**
- **Skills and training**
- **Career progression**
- **Social framework**

This briefing focuses on the careers aspects of those areas, specifically the “single industry body” for careers. [The term ‘single industry body’ is a working label, to be replaced in due course].

Amongst the recommendations in the ‘People’ chapter of Maritime 2050 were these two:

Task a single industry body for bringing greater coherence and coordination to the promotion of maritime careers sector wide.

Raise awareness of the maritime sector in schools by having a single industry body overseeing a more coordinated cross-sector in-school awareness and ambassador programme.

At page 27, the Route Map sets out more detail on how the Single Industry Body (SIB) will work:

- on the rationale for change, it says:

This is not about replacing what is already out there but coordinating, professionalising and ensuring a ‘no wrong door’ approach for those seeking to engage. It also recognised that as a sector, there is a

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need to be more strategic and joined up in its targeting of schools, careers advisors, groups and organisations to get messaging out about maritime roles.

- DfT also notes that while there is “a vast amount of good work across the maritime sector on a variety of promotional activities (career fairs, school competitions, ambassador programmes etc.)” there is “potentially real benefit in being more strategic, joining up activity and people more, bringing more coherence to future activity as well as boosting resourcing”.
- In parallel with the development of this thinking, Maritime UK has been looking to put additional resource into the work of its Careers Promotion Forum (CPF). This will include an enhanced Maritime UK secretariat with a dedicated Careers Promotion and Outreach Manager, serving as the coordinating and delivery vehicle for the CPF.

Given the feedback from industry about not creating new bodies and building on what is already in existence it would therefore make sense that this enhanced CPF evolves into the SIB.

- on its scope, the Route Map says that “The CPF will seek to have an expanded role in engaging with all maritime actors working on careers promotion, both Maritime UK partners but also more widely with anyone wanting to join together”.
- working with Maritime UK’s “cluster” partners: each Maritime UK geographical cluster will deliver a series of careers events, to be visible through a single sector-wide calendar, with members of the Careers Promotion Forum supporting activity across the country where possible. Each cluster will also develop a local engagement plan for schools, colleges and youth groups.
- #MaritimeCareers campaign: In addition, through the expanded role of the CPF a new #MaritimeCareers campaign has been developed to use the positive lessons from the Year of Engineering campaign and will work closely with government on its delivery. DfT will invite CPF members to feed into the further development of branded material to further enhance the campaign and support its roll-out.
- Ambassador programmes: members of the CPF who undertake “outreach” functions to schools and other groups with ambassador programmes will also be better coordinated. They will be encouraged to tell the ‘whole sector-wide’ story during these outreach missions, and supported to do so, helping promote the idea of ‘no wrong door’ within the sector.
- The Single Industry Body / Careers Promotion Forum should take the opportunity to ensure that “membership, plans and objectives, and future targets are well aligned and coherent”.
- The Single Industry Body will receive **£250,000 in pump prime funding** for the 2019-20 financial year to support SIB-related activity and start-up costs.

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