

Maritime
UK

Careers and Outreach Programme Impact Report

2020-2021



Introduction

This report sets out the strategic direction, activity, and impact that the Maritime UK Careers and Outreach Programme has delivered since May 2020. Our work has been in direct response to the instructions within the tasking letter from the Department for Transport.

Everything we have achieved has been down to the consistent and active engagement from industry. We are hugely grateful for the support from all the members of the Taskforce and all our careers campaign partners.

It is gratifying and a very important shift to see an evolution from the programme reaching out to local authority teams and educators to them proactively seeking us out to support work in their regions or organisations.

The Careers and Outreach Programme has achieved a great deal in the 20/21 year, not least the coordination of existing good practice and sharing of that with other stakeholders. Whilst this is an impressive read, it is just the tip of the iceberg and there is still huge potential for growth and increased impact in all the different pillars of activity within the programme. I am excited for the next stage and to take our programme to the next level over the next twelve months.

Lorna Wagner
 Programme Manager (Careers & Outreach)
 Maritime UK

The Maritime Careers Forum – an unfunded voluntary loose network of maritime careers training providers, transformed into the Maritime Careers Taskforce, with funding from the Department for Transport. This enabled us to rapidly enhance understanding among school-, college-, university-age people, and adults considering a career change of the vast opportunities at sea and in the maritime sector. It has ensured a comprehensive approach to maritime careers information.

Our Impact Report demonstrates the commitment and value of the work coordinated by the programme lead and members of the Taskforce. Enormous progress has been made in setting up an 'Ambassadors Network' and we have dramatically increased engagement with potential employees of all ages and career influencers.

Importantly our contact with young people enables them to consider what qualifications they need before they make their GCSE and A level choices, ensuring more can choose STEM subjects.

All the tremendous activity in this impact report is despite the impact of COVID-19. The team has adapted well to the cancellation of online events and has seized online activities to demonstrate the wealth of opportunity in the maritime sector.

I am extremely grateful to Maritime UK and to Lorna Wagner, Programme Lead for the energy and commitment they have put behind this work and to the Department for Transport for funding and advice and support. Our thanks as well for the support and collaboration from all our partners to ensure that together we're revealing the excellent opportunities in Maritime.

Catherine Spencer
 Chief Executive Officer, The Seafarers' Charity and Chair of the Maritime UK Careers Taskforce



Background

Maritime 2050 is the UK maritime sector's long-term strategy, setting out a high-level vision for its future. It was published by the Department for Transport (DfT) in January 2019. Ensuring the required people pipeline is in place is vital and integral part of the sector and forms an important part of the strategy. The strategy comprises a series of Route Maps. The People Route Map was published in September 2019. It sets out clear priorities for the sector's careers and outreach activities:

- **Inspiring people** particularly young people, to consider in the sector.
- **Career progression** ensuring those considering embarking on a maritime career or those already in the sector have knowledge and pathways to reach their potential. This, in turn, will enable employers to fill gaps through clearly defined pathways into various parts of the sector so valuable skills are not lost to other sectors.

The People Route Map tasked Maritime UK to deliver the recommendations and provided an initial £250,000 grant to support delivery. Maritime UK recruited a Programme Manager in the spring of 2020 and agreed upon a programme strategy in July 2020, setting out how the People Route Map recommendations would be delivered.

The Maritime UK strategy set out key objectives as follows:

- 01** Raise awareness of the maritime sector and careers with stakeholders through a variety of activities.
- 02** Identify, engage with, and collaborate with key influencers, including Industry, Educators, Local Authorities and LEPs, DYW (Developing the Young Workforce) Scotland, Careers Wales, CEC, CDI, the National Careers Service, and DWP Job Centre Plus.
- 03** Develop a growing and engaged careers professionals' network.
- 04** Develop a growing Industry Ambassadors' network of maritime volunteers.
- 05** Further develop online careers resources by working with industry stakeholders.
- 06** Raise the profile of maritime career activities and opportunities using engaging career resources, including the website and social media channels.
- 07** Maximise annual careers calendar events, such as National Careers Week.
- 08** Identify, plan, and participate in careers events to raise the profile of career opportunities in the sector.
- 09** Support MUK Regional Clusters in their own local career activities.

Tasking letter from the Maritime Minister



Department for Transport

From the Parliamentary Under Secretary of State

Kelly Tolhurst MP

Great Minster House

33 Horseferry Road London SW1P 4DR

Tel: 0300 330 3000

E-Mail: kelly.Tolhurst@dft.gov.uk

Web site: www.gov.uk/dft

Catherine Spencer

CEO of Seafarers U K

8 Hatherley Street, Westminster,

London SW1P 2QT

1 July 2020

Dear Catherine,

I am delighted to write to you and welcome your appointment as chair of the Maritime Careers Taskforce. I am confident that your communication and change management experience will be great assets to guiding strategically the MCT through its transition from a forum to a delivery body.

The increasing pace of change and the growing expectations of the future generations highlight the need to be more strategic and joined up when it comes to promoting careers in our sector. The recent enhanced role of the Maritime UK Careers Promotion Forum(CPF) is a great start. Its evolution into the Maritime Careers Taskforce (MCT) now demonstrates its capability to become the single industry body this sector requires to grow a skilled and nimble workforce for the future.

In a very competitive labour market, the maritime sector must attract and nurture its share of talented people. As we look towards the sector's recovery from the COVID 19 pandemic and build on marketing our current and future career opportunities, it is essential that public perception of the sector needs changing. We need to put more emphasis on our careers approach in selling the wider benefits to society of what the maritime sector does for the country and the world. With the essential role the sector has played in the COVID 19 response, never has this been more important. As recent months have shown, we are a dynamic sector of national and global importance, a sector where people have the opportunity to carve out a career that works for them, at sea or ashore. As I'm sure you will agree, this message needs to be made loud and clear.

With this in mind I want to set out the success criteria for the Maritime Careers Taskforce, building on Maritime UK's ongoing careers promotion campaign.

They are:

1. Action is driven by a strategic approach with a clear set of priorities and deliverables.
2. A national long-term programme that covers all different age groups -school children, school leavers and job

seekers, as well as the "influencers" -and provides effective support to all those currently promoting maritime careers.

Messaging is targeted to each one of these groups.

3. Data gathering that helps employers and young people understand their needs and the best way to satisfying them.
4. Any gaps in educational resources and the best way to fulfil them and engage with schools are identified.
5. Young people are encouraged to study STEM subjects that will be so important for their careers in the years to come.
6. Effective communication channels allow capitalising on the efforts made by some industry members to promote the sector, as well as enabling all parts of it to stay abreast of developments and feed in discussions.
7. Clear communication with other working groups such as the Women in Maritime Taskforce (expanding to become the Diversity in Maritime Taskforce in time)and the Maritime Skills Commission to avoid any potential duplication of efforts.

My Department has contributed towards the costs of attaining these ambitious targets and paid £250,000 in pump prime funding to Maritime UK last year. I trust Maritime UK will consider the financial sustainability of the Maritime Careers Taskforce programme.

As stated in the Maritime 2050 People route map, the Maritime Careers Taskforce will report to the Maritime Skills Commission, which in turn will report to both myself and the Maritime UK National Council.

I look forward to meeting you in person and working with you to learn more about how are you delivering the key task of attracting more people into the maritime sector.

I am copying this letter to Harry Theochari, Chairman of Maritime UK, whose assistance and support in the creation of the Maritime Careers Taskforce is very much welcome.

Yours sincerely,

Kelly Tolhurst MP

Minister for Aviation, Maritime and Security



Whilst delivery has been coordinated and driven by the Programme Manager, it has been with substantial support by the Careers Taskforce, which comprises industry representatives from across the sector. This Taskforce includes trade bodies, charities, and individual employers.

The Careers Taskforce

The Careers Taskforce was reconfigured to include working groups to specifically support delivery. The Industry Ambassadors and Careers Professionals working groups are chaired by stakeholders to drive activity and impact.

6 Careers Taskforce Meetings.

6 Working Group Meetings.

49 Careers Taskforce Members.

The Taskforce is chaired by **Catherine Spencer** and meets three times a year.

The membership includes:

1851 trust

British Marine

British Ports Association

DFT (Department for Transport)

Imarest

IMO (International Maritime Organisation)

London Nautical School

Merchant Navy Training Board

Maritime Skills Alliance

Marine Society and Sea Cadets

Nautilus International

Royal Navy

Royal Yachting Association

Thames Skills Academy

Trinity House

Seafarers UK

UK Chamber of Shipping

UK Major Ports Group

Careers Campaign Partners

Our careers campaign partners are stakeholders from the education and maritime sector who have volunteered to play an active role in the promotion and delivery of careers activities. They support both the planning and delivery stages.

All winning organisations and individuals from the 2020 Maritime UK Awards have engaged with the Careers and Outreach programme to support a host of activities and delivery. This includes delivering CPD sessions to careers professionals, working with universities, promoting Industry Ambassador volunteer opportunities to employees, joining working groups, and promoting the work of the programme as a careers campaign partner.

AET Tankers UK Limited

All At Sea Group Ltd

ASTO UK Sail Training

BLVEUK Ltd

Bluewater Yachting

Bournemouth and Poole College

British Marine

Career College Trust

Churchers's College

City College Plymouth

College of West Anglia

Compass Handbooks Ltd

Cornwall Marine Academy

Cowderoy Maritime

Cruise Academy Ltd

Department for Transport

Dover Museum

Education and Employers

Engineering UK

Fraserline

Global Yacht Racing

Gosport and Fareham MAT

Harness Consulting Ltd

Harwich and Haven

Island Careers Partnership

Jobs in Maritime

Karen Waltham Consulting

Kingston University Shipping Society

Lloyds Maritime Academy

Lloyds Register

Marine Society

Maritime Digital Hub

Maritime Training Cymru

MAST

MLA College

Navis Consulting

Oasis Academy Wintyringham

Plymouth Business School

Port of London Authority

Port Training Services

Radian EST

Richard Upton

Royal Navy

Seaworthy Consulting

Serco Maritime Services

She of the Sea

Ship Safe Training Group

Solent Maritime Enterprise Zone

Solent University

South Shields Marine School

Stafforce

STEM Academy South

StratumFive

Tanki Ltd

Tapiit Live

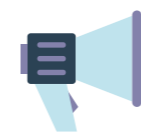
The Mason Trust

The Workboat Association

United Kingdom Sailing Academy

Viking Maritime Group

Weise Marine



Maritime Careers Brand

The Maritime UK Careers' brand is well-established. Quality supporting resources and a dedicated microsite are now available. All communications are branded and recognisable. In partnership with industry, new, targeted, and refreshed resources are consistently added to the website, either in support of the specific national careers calendar events or as an ongoing project.



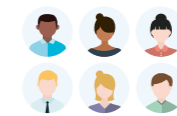
I HAVE ALWAYS BEEN WORKING AS A VOLUNTEER WITH THE **GOAL OF RAISING THE VISIBILITY OF THE MARITIME SECTOR** BECAUSE NOT EVERYONE KNOWS HOW **DIVERSE AND FULFILLING THIS INDUSTRY IS**. VOLUNTEERING OPENS DOORS AND IS A GOOD AVENUE TO CONNECT TO MORE EXPERTS IN OTHER FIELDS. IT ALSO HONES MY SKILLS IN LATERAL AREAS OF THE SEAFARING PROFESSION; BE IT MARITIME JOURNALISM, SEAFARERS' RIGHTS ADVOCACY, OR YOUTH IN MARITIME EMPOWERMENT. **I AM LOOKING FORWARD TO MORE PROJECT COLLABORATIONS WITH THEM IN THE FUTURE, HOPEFULLY IN AN IN-PERSON EVENT!**"

Maritime UK Industry Ambassador

Key messages developed around the following themes



Well-paid Career



Variety of Entry Points



Green Revolution



Thriving Sector Expected to Double in Size



Funded Career Training



Role for Everyone



Programme impact at a glance

- The Careers and Outreach programme engaged with more than 49,000 people between May 2020 and October 2021.
- In the twelve months since its establishment, the newly established Industry Ambassador network has delivered maritime careers information to over 23,000 school and college children, primarily through virtual careers events across the UK. This impressive figure is despite the restrictions of COVID-19.
- A total of 404 careers professionals have chosen to join a new UK-wide network, enabling their access to the maritime resources, Continuing Professional Development (CPD) sessions, and support for their own careers programmes.
- The programme has in addition delivered CPD sector awareness training to 374 careers professionals supporting adult job seekers and switchers.
- The newly established careers website has had 135,631 hits in its first twelve months of being live.
- Whilst engagement direction was originally from us to them. LEPs and Career Hubs now regularly and proactively approach us for sectorial support for their programmes. These include larger organisations, such as the Tees Valley Combined Authority, where we expect significant impact.

Audience

The careers programme engaged more than 49,000 people between May 2020 to Oct 2021, either through accessing online resources, in direct or indirect delivery of maritime sector awareness sessions, and through meetings with key stakeholders. This includes educators, employers, local authorities, individuals, and careers professionals. The careers resources on the website are consistently developed and refreshed. We publish and promote bespoke resources online and through our networks, supporting a calendar of national careers events, such as National Apprenticeship Week and National Careers Week.

Engagement examples include:

17402 YouTube views

of our video careers resources.

21700 children and young people

attended virtual careers sessions supported by Maritime UK Industry Ambassadors.

4465 school children

attended direct and indirect careers delivery in school or remotely, delivered by the MUK (Maritime UK) Careers and Outreach Programme.

338 college learners

attended direct and Indirect careers delivery in their college or remotely, delivered by the MUK Careers and Outreach Programme.

Ninety-six university students

attended direct delivery delivered by the MUK Careers and Outreach Programme.

120 Sea Cadets

attended one of four careers sessions delivered with MNTB (Merchant Navy Training Board).

374 JCP (Jobcentre Plus) careers professionals

attended dedicated sessions delivered by the MUK Careers and Outreach Programme.

2172 YouTube

views of bespoke careers calendar resources created to support national events, NCW, and NAW.

2564 attendees

at our virtual stalls at large-scale virtual careers fairs.

Twelve monthly articles

will be published in the FE (Further Education) News publication exploring different maritime subjects, including world trade, freeports, and green tech. (Six so far)

The newly established careers microsite

(within the Maritime UK website) has had 135,631 hits in the twelve months between May 2020 and May 2021. **The most popular pages are:** Explore the sector (42%), Resources (20%), and Apprenticeships (11%).

Twenty-four meetings

were held with LEPs or Local Authorities planning partnership work.

“THERE’S **MUCH MORE CAREERS ACTIVITY** THAN THERE WAS A YEAR AGO. IT’S REACHING PEOPLE WE’VE NOT REACHED BEFORE AND **ENERGISING PARTNERS WE’VE NOT WORKED WITH BEFORE.**”

Iain Mackinnon

Secretary to the Maritime Skills Alliance

Audience in focus

Objective

Identify, engage, and collaborate with key influencers including Industry, Education, National Careers organisations.

Careers Professionals

- Establishment of an engaged Careers Professionals’ Network of over 400 individuals from all four member nations of the UK.
- Delivery of CPD sessions and newsletters to improve sector knowledge.
- Developing working relationships with LEPs and Local Authorities has enabled a strategic approach to accessing careers hubs and, through them, their careers leaders.
- Working with the National Careers Service, The Careers Enterprise Company and the Careers Development Institute to reach careers professionals, including running three dedicated CPD sessions for CDI members and publishing an article in their magazine.

Schools and Colleges

- Supported the development and integration of maritime qualifications into the national curriculum. For example, in the Solent, the Cowes Enterprise College has an embedded maritime futures programme across all subjects and is working with Pearsons to develop a Level 2 Technical certificate with an ambition to list it on the league tables for launch and registration in September 2023.
- Worked with Open Awards and the Careers College Trust to develop their full-time L3 FE course with ten pilot colleges developing a Logistics and International Supply Chain Pathway as part of their prospectus. Also, supported the delivery of a broad sector adult part-time ‘Introduction to Maritime’ L3 programme funded by the AEB for adult job seekers moving into the maritime sector.
- Involved and supported Solent in the bid to bring an Institute of Technology to the region to deliver coordinated and progressive maritime-based education through school/college and FE into relevant university courses and then to industry.
- Sixty-five meetings were held with educators, spanning primary, secondary, FE, and University institutions.

Young People / Job Seekers

- We delivered two sessions for JCP work coaches to support adult job seekers and career switchers, which were advertised on their national resources database.
- We have established working relationships with Developing the Young Workforce in Scotland and Careers Wales, ensuring that the programme also supports job seekers in those parts of the country.
- We created public-facing events and delivered them to MUK Regional Clusters in the South West and North West as part of National Apprenticeship and National Careers Weeks.
- Whilst the pandemic put in-person careers activity on hold, we delivered face-to-face events for young people and adult job seekers as soon as it was possible. Thus allowing them to meet with industry representatives as part of LISW (London International Shipping Week), with over 250 school and college children joining us onboard HQS Wellington on the 15th September 21.

Employers/Employees

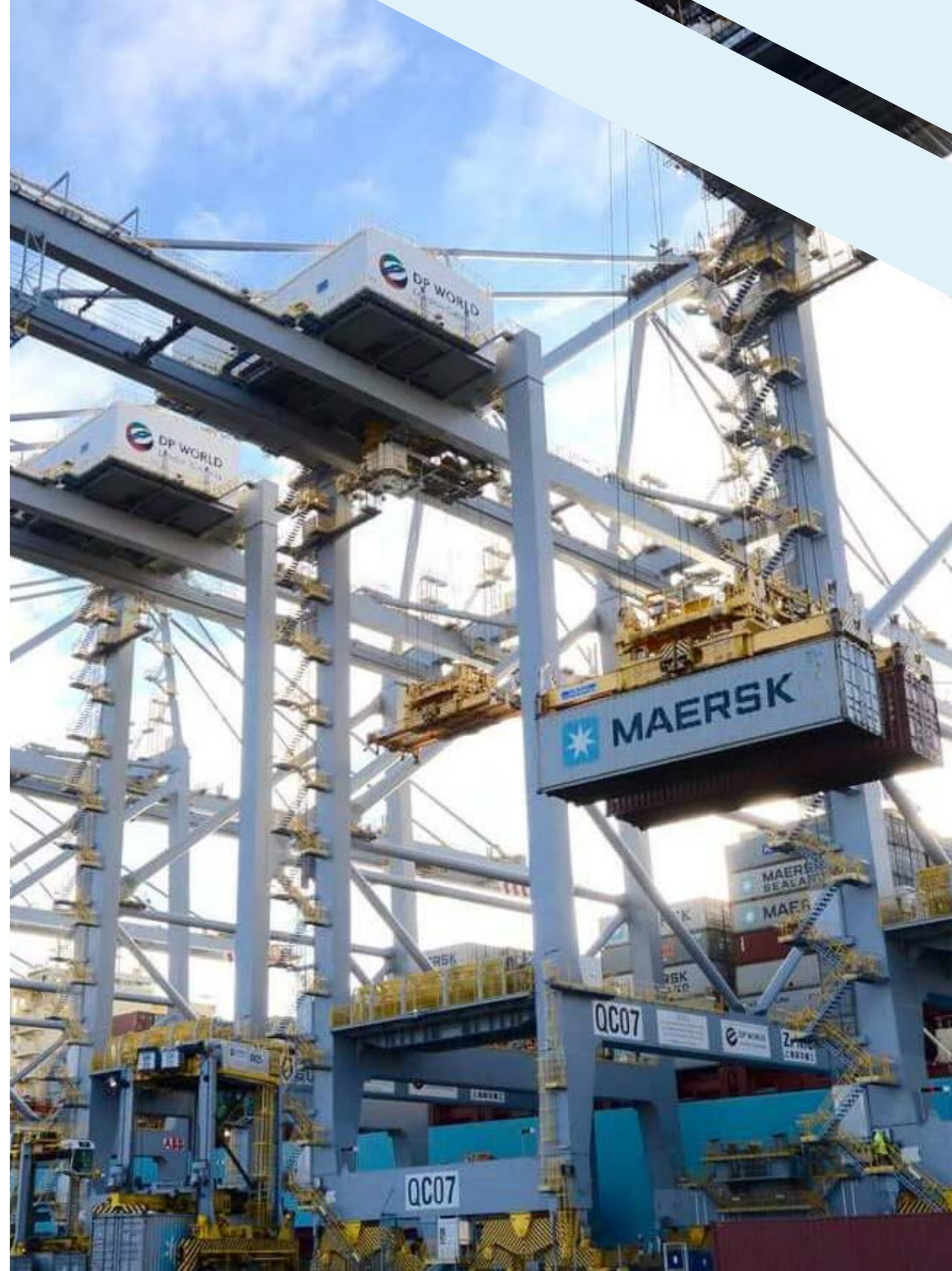
- It was a clear directive within the tasking letter that the Careers and Outreach Programme should work with the stakeholders in the sector to identify current good practice in careers activity and collaborate with those partners. We met with 606 employers in the first year of the programme.
- The Careers Taskforce includes employers from the sector alongside those from regional clusters and membership organisations, who help determine the programme's strategic aims. The Careers Campaign Partners network and the working groups in support of the industry Ambassadors and Careers Professionals' networks help with the operational delivery of the strategic objectives.
- Industry partners volunteered to support our virtual and in-person career fairs, gather virtual tour videos and provide links to employers that we subsequently interviewed on screen for our 'in conversation with' series, ensuring that the resources represent their industry well.

- The Programme proactively engages with employers in the sector to ensure that the careers information we share is accurate and up to date. Employer partners support the delivery of CPD sessions and help to design the content.

"MARITIME UK HAS **UPSKILLED OUR WORK COACHES ENSURING THEY KNOW THE EXTENT OF ROLES AVAILABLE IN THE SECTOR.** THIS HAS ENABLED THEM TO PROVIDE INSIGHT INTO A SECTOR THAT THEY MIGHT OTHERWISE NOT HAVE CONSIDERED. THE MENTORING CIRCLES THAT MARITIME UK HAVE CONDUCTED WITH OUR 18-24-YEAR-OLD CUSTOMERS PROVIDED INFORMATION ABOUT A GROWTH SECTOR IN OUR AREA AND HAVE ALSO CHALLENGED THEM TO THINK DIFFERENTLY ABOUT THE SECTOR AND THEMSELVES. BY **GAINING AN UNDERSTANDING OF WHAT LOCAL EMPLOYERS ARE LOOKING FOR, EMPOWERING THEM TO FOCUS THEIR JOB SEARCH WITH RENEWED ENERGY.**"

Kerrie Honey

Senior Kickstart District Account Manager,
Dorset, Wiltshire, Hampshire & Isle of Wight District,
Department for Work & Pensions





Projects

Regional Engagement Plans

Objective

Support each of the MUK regional clusters in identifying, planning, and delivering careers activities.

Reflecting the growing role of regional cluster organisations, each Maritime UK geographical cluster will deliver a series of careers events that will be visible through a single sector-wide calendar. Members of the CTF (formerly the Careers Promotion Forum, now the CTF Careers Taskforce) will support activities across the country, including through the regional branches of each national body. Each regional cluster will also develop a local engagement plan for schools, colleges, and youth groups. The programme manager will work with the regional cluster teams to review their activity and offer support and guidance. This has meant thirty-two meetings with the MUK Regional Cluster Organisations.

Members of the CPF who undertake “outreach” functions and ambassador programmes in schools will also be better coordinated. They will be supported to tell the ‘sector-wide’ story during these outreach missions.

The impact of the COVID pandemic has meant that all careers activity has been virtual, which has both advantages and disadvantages. Each of the established regional clusters has a careers engagement plan setting out activities for the coming year.

Examples of activity delivered in partnership with the regional clusters are:

Regional Careers video created for each of the three established MUK regions. Launched in MUK Week 20. 2024 views on YouTube.

Mersey Maritime

We delivered a MUK Week CPD session for local hub careers leaders.

We launched an Industry Ambassador volunteer role by inviting the programme manager to speak at their February 2021 business network meeting.

Hosted a nationally accessible ‘Apprenticeship Insight’ event during the National Apprenticeship Week to help employers learn more about the new apprenticeship programmes and endpoint assessments.

Mersey Maritime hosted our first apprenticeship award categories during their annual awards evening in September 2021.

Plans are now in place to attend the Prospects Skills Show North West in March 2022 and have a maritime hub with several different organisations in the same area. This will be the first post-pandemic face-to-face exhibition centre event, with 5,000 children expected to attend.

MUK Solent and Solent LEP (Local Enterprise Partnership)

Hosted MUK Week October 20 Maritime national virtual careers fair with 528 attendees.

Provided direct careers delivery to several Solent schools and colleges, which was promoted and supported by Solent LEP and MUK Solent.

Solent has the largest number of Industry Ambassadors of all the regions. This volunteer role has been heavily promoted within the local maritime business network.

MUK Solent is actively recruiting maritime employers to their enterprise adviser network where individual schools and colleges have requested maritime involvement. This is a long-term relationship with an educator at a strategic level.

Solent has been supporting the bid to bring an Institute of Technology to the region. IoTMED, Maritime, Engineering, and Digital.

MUK South West

We delivered MUK week’s October 2020 CPD session to careers professionals working with HOSW Careers Hub, Cornwall Marine Academy, University of Plymouth, Plymouth City College, and local maritime employers.

National Careers Week, our first public-facing (parents and adult job seekers) CPD event.

Heart of the South West LEP Careers Hub, a three-day event supported by CMA. The maritime session had an audience of 946 children.

Careers Professionals’ network

Objective

Develop a growing and engaged Careers Professionals’ network.

The objective was to reach and engage with key influencers to update their own maritime sector knowledge. They, in turn, use this knowledge in face-to-face information and guidance sessions with job seekers of all ages. When considering the impact of this ‘train the trainer’ approach, it is key to remember that a career adviser at a medium-sized FE College will have a caseload of approx. 1300 16–19-year-old learners*. These key influencers are careers leaders or advisers, JCP work coaches, teachers, tutors, university staff, or maritime people in informal careers adviser roles (e.g., RYA [Royal Yachting Association] sailing instructors).

The new Careers Professionals’ network was established to enable this communication channel. A regular careers and outreach newsletter is shared directly with contacts in the network and also via the website.

The Careers Taskforce and the working groups within gather and share best practices in their meetings and this is also shared between the regional clusters. University, College, School, and other youth groups have been proactively asking for our support for their careers activity, either at careers fairs, for classroom sessions, to support curriculum delivery, or to use our resources.

404 Careers professionals in our network.

UK-wide network membership.

Eleven CPD sessions delivered for careers professionals.

1423 CPD session attendance

or individual support for careers professionals.

Seven bespoke communications to careers professionals.

The newsletter has a 47% average read rate.

374 attendees at CPD sessions for JCP work coaches.

Three bespoke and exclusive CPD sessions were delivered for CDI members in Autumn 2020.

4500 careers professionals were recipients of the CDI Career Matters magazine, in which our maritime sector article was published on 01/21.

Industry Ambassador Programme

Objective

The development of a robust and effective ambassador network representing all parts of the sector.

MUK's Industry Ambassadors network was launched on 23/9/20. We are working with Inspiring the Future, who manages the ambassador's website and booking service. They have a database of over 1,000 state schools across the UK, who use the website to book Industry Ambassadors to support careers activity in schools and colleges. To date, all activity has been virtual due to the pandemic; however, as restrictions reduce, we hope that more in-person events will commence in the new academic year. Formerly, there was no maritime search criterion on their website, which has now been corrected. Some events are small, while others can have several hundred children attending virtually.



An unexpected benefit of using ITF to coordinate this work is that they have success engaging with Primary Schools. As a result, approximately two-thirds of the work our Industry Ambassadors have delivered has been in the 5-11 age group, helping open children's eyes to the opportunities in the maritime sector at a younger age. As we move into the second year of this strategic plan and more in person rather than virtual engagements are requested, targeted recruitment is a priority to ensure achieving a geographically diverse representation of the people who work in the sector.

MUK has worked closely with MNTB to develop this pillar of the programme, benefiting from their experience running their successful Careers at Sea ITF Industry Ambassadors network.

Some employers and organisations encourage employees and members to sign up and register as Industry Ambassadors. Bespoke information sessions and newsletter articles have been delivered for regional clusters (Mersey Maritime, MUK Solent, and the Scottish Maritime Cluster), as well as British Marine and the Port of Tyne, promoting registration to their employees/members as a vehicle to promote their own industry or organisation.

Our work with Inspiring the Future has been a tremendous success and whilst this is a significant investment financially, with ongoing annual costs, it is one we will continue to prioritise.

MUK has worked with ITF

to deliver two large-scale careers events, with one school in Hampshire and one in Scotland.

141 volunteers

in our Industry Ambassador network.

150 Schools or college events supported.

Over 23,000 children and young people

have participated in maritime careers sessions between September 2020 and November 2021.





Communications

Objective

Using engaging and regularly refreshed careers resources, including the website and social media channels, to raise the profile of maritime career activity and opportunities.

The use of social media to promote our resources and support our careers activities has increased significantly and is an important communication channel. Twitter, LinkedIn, and Facebook groups for careers leaders and advisers promote activity, encourage engagement, advertise upcoming events and CPD opportunities, and share added resources.

“BEING A SEAFARER, I HAVE BEEN HALFWAY AROUND THE WORLD, BUT THROUGH THE MARITIME UK CAREERS AND OUTREACH PROGRAMME, I AM NO LONGER OUT OF SIGHT OVER THE HORIZON, I AM VIRTUALLY IN THE CLASSROOM HELPING TO BROADEN YOUNG HORIZONS. IT IS AN HONOUR TO SHARE THE CORNUCOPIA OF MARITIME CAREER OPPORTUNITIES AND POSSIBILITIES. IN THEIR WILDEST DREAMS, STUDENTS COULD NEVER HAVE IMAGINED AN EXCITING AND FULFILLING CAREER LIKE MINE, BUT FROM HUMBLE BEGINNINGS, I SHOW THEM THAT ANYTHING IS POSSIBLE; JUST BELIEVE IN YOUR DESIRE TO LEARN AND BUILD ON THOSE DREAMS.”

Gordon Foot
Maritime UK Industry Ambassador

In addition, MUK members and industry stakeholders are informed of planned activity and engagement opportunities through internal communications, working groups, and CTF meetings.

By using nationally recognised careers days and weeks and identifying those which were most appropriate, we were able to increase the profile of maritime careers alongside other campaigns.

Media coverage

FE News op-ed series focusing on different areas within the maritime sector:

- Freeports will create some 170,000 jobs in the coming five to 10 years – **April**
- The Suez Canal block sheds light on the importance of UK maritime careers – **May**
- Maritime is a home for those who want to address the climate crisis – **June**
- Like our Olympians, job seekers can strike gold with maritime – **August**
- Shipping Week showed why maritime careers rank among the UK's most desirable – **September**
- Once in a lifetime cruise industry jobs are setting sail once again – **November**

April

- **The Sun** (print)
- **Portsmouth News** (online and print)
- **Yorkshire Times** (online)
- **Lancashire Times** (online)
- **BBC Radio Merseyside**

October

- **Yorkshire Post** (online)
- **Shipping News** (online)

Events

Objective

MUK Careers and Outreach programme has a presence at national, regional, and local careers events.

This has been achieved using the grant budget for paid events and the human resources that the Industry Ambassadors Network, Careers Campaign Partners, and the Careers Taskforce provide to share the load of attendance requests. In terms of reach, the pandemic and move to virtual delivery have had a mostly positive impact. Quality interactions on an in-person and on-site basis are better, but given the difficulties the lockdowns have created, the programme's attendance at careers events has been good.

The programme has taken advantage of and participated in national events, such as MUK Week, LISW, National Apprenticeship, and National Careers Week. We have organised our own virtual events but have also participated in regional large-scale virtual careers fairs.

Examples of activity in support of these special calendar events are:

- **MUK Week October 20** Virtual careers fair, delivery of CPD for South West LEP-based careers professionals, and CPD sessions for our network.
- **National Apprenticeship Week February 21** Maritime LMI event Yorkshire careers hub leads, Apprenticeship insight session for employers.
- **National Careers Week March 21** public-facing maritime sector awareness session and CPD session for Scottish Careers professionals HOTSW (Southwest England) event April 21 attendance over 5,000 children and young people.

- **All three of the Prospect Regional Skills events April 21.**
- **National Career Guidance Shows April 21.**
- **LISW September 21 Careers Fair and Adult Job Fairs** in-person on HQS Wellington
- **Three virtual National Apprenticeship Shows in November 2021.**

"WE ARE DELIGHTED WITH THE PROGRESS OF THE MARITIME UK PARTNERSHIP AND THE IMPACT THE SECTOR IS HAVING ON CAREERS RELATED LEARNING FOR SCHOOLS RIGHT ACROSS THE UK. 141 MARITIME AMBASSADORS HAVE SIGNED UP TO VOLUNTEER WITH INSPIRING THE FUTURE AND THOSE INDIVIDUALS HAVE GONE ON TO PROMOTE THE MARITIME SECTOR IN 150 EVENTS, REACHING OVER 23,000 CHILDREN AND YOUNG PEOPLE SINCE THE PARTNERSHIP LAUNCHED IN SEPTEMBER LAST YEAR. WE HAVE SEEN SOME SUCCESSFUL COLLABORATIVE WORKING WITH MARITIME UK PROMOTING INSPIRING THE FUTURE TO PORT OF CROMARTY FIRTH (WINNERS OF THE 2021 MUK AWARDS) AND INSPIRING THE FUTURE, HIGHLIGHTING SCHOOLS IN THEIR LOCAL AREA WHO ARE ALREADY INVOLVED IN THE PROGRAMME."

Katy Hampshire

Director at Education and Employers

LISW careers event resources

Objective

The programme will continually refresh, update, share and promote the website resources with stakeholders.

The programme has produced a variety of printable, downloadable, and video resources to support career development and learning, all of which are promoted online and via the Careers Professionals' network. These include printable posters and the careers brochure. Viewing statistics show that videos are the most effective way of sharing careers information and are the most common way for individuals to access the information. The most popular of all has been the virtual tours. Bespoke resources were created for both National Apprenticeship Week and National Careers Week, including a collection of video maritime case study interviews: 'In conversation with'.

In addition, the programme is working with the Department for Education/ ESFA, The Marine Society, The Ormiston Trust, and the Careers Colleges Trust in support of the development of maritime qualifications at GCSE and L3 levels and for adult learners. The adult learner course was piloted in Liverpool. This work has been delivered through engagement with the Diversity and Skills Programmes.

4750 views

of the industry-specific information activity videos.

2438 views

of the programme weekly video update.

2024 views

of the three regional careers videos.

8190 views

of the virtual tours of ports and vessels.

2172 views

of the 'in conversation with' video case study interviews.

Responding to need

We gathered LMI (labour market information) and intelligence to influence the direction and priorities of the programme through the Careers Taskforce and Careers Campaign Partners Network, as well as through partnerships with Industry and Local Authority stakeholders and in active engagement with the Maritime Skills Commission. Meetings have been held with 54 partner agencies.

Our proactive work with LEPs has evolved; to ask for our help in supporting their skills action plan and careers hub activities. Regional clusters have engaged with the national programme and have requested support for their own careers programmes delivery locally. These are LMI-based and bespoke to promote future jobs and future skills gaps awareness with children, young people, and adult job seekers.

"MARITIME UK'S CAREER AND OUTREACH PROGRAMME'S QUALITY OF SESSIONS, RESOURCES & HELP & INFORMATION IS OUTSTANDING. WEST SUFFOLK COLLEGE'S STUDENTS WILL BENEFIT HUGELY FROM THIS AMAZING PARTNERSHIP."

Laraine Moody

Vice Principal Employer Engagement,
West Suffolk College



Case Study

Logistics

The Department for Education recognised the need to develop a classroom-based full-time programme in FE to help feed the 'people pipeline' into the Logistics and International Supply Chain industry. They chose the Careers Colleges Trust to support that project. Maritime UK has been working with them to engage employers, deliver sector awareness CPD for teaching and management teams and to provide promotion opportunities at careers fairs, all helping to raise awareness around this new curriculum pathway.

"THE CAREER COLLEGES TRUST, OVER THE LAST YEAR, HAS ESTABLISHED A COLLABORATION OF INTERNATIONAL SUPPLY CHAIN LOGISTICS CAREER COLLEGES TO LAUNCH INNOVATIVE 16-19 EDUCATION PROGRAMMES AIMED TO MEET THE GROWING SKILLS SHORTAGES IN THE LOGISTICS SECTOR. MARITIME UK IS A KEY STAKEHOLDER IN **THE PROJECT AND IS DRIVING THE PROMOTION OF CAREER OPPORTUNITIES IN LOGISTICS**. THEIR WORK IS INFORMING THE CAREERS ADVICE SCHOOLS AND COLLEGES PROVIDE TO ENSURE YOUNG PEOPLE, THEIR PARENTS AND GUARDIANS UNDERSTAND THE BREADTH OF CAREERS IN MARITIME AND LOGISTICS. **WE LOOK FORWARD TO CONTINUING OUR WORK WITH LORNA AS OUR COLLEGES RECRUIT TO THEIR PROGRAMMES STARTING IN SEPTEMBER 2022.**"

Rachel May

Director of Employer Involvement
Career Colleges



Pandemic impact

The COVID pandemic has changed the way Maritime UK delivers the outreach careers work. A complete and sudden halt of face-to-face careers delivery in schools, colleges, and at-large scale careers fairs saw a shift to virtual events. This has had both positive and negative impacts. Overall, the shift to virtual delivery has increased rather than decreased reach. In the future, delivery will once again include face-to-face programming, but virtual meetings, CPD sessions, and online resource promotion will remain, as these have proved to be highly effective.

The switch to online and virtual careers sessions has meant that the growing Industry Ambassadors' network has not been restricted to delivering careers activity to their 'local' schools and colleges. The volunteer acceptance rate for invitations from schools and colleges is higher than other sectors on inspiring the future Platform.**

Schools and colleges have embraced online content made available by the programme. For example, they've enabled young people to join a virtual careers' fair during Maritime UK Week 2020 and requested the support of both the Programme Manager and Industry Ambassadors to 'attend' their own virtual careers activities.

Resources such as virtual tours have been extraordinarily successful (with more than 8,000 views) as they give job seekers the chance to see behind the gates of maritime sites and aboard vessels.

Schools and colleges have been forced to rapidly become more open to careers information being shared in a variety of formats. An employer joining a careers event from their own desk for an hour, rather than having to take out a whole afternoon from their diary, makes their availability much more likely.

Sessions delivered for Job Centre Plus Work Coaches have been particularly well-received. These key influencers for adult job seekers and switchers have told us they are not often in receipt of industry Labour Market Intelligence.

Attendance at face-to-face careers fairs or events encourages dialogue and quality interaction with attendees, creating a meaningful and long-lasting impact.

Careers events that include an aspect of practical activity and interaction (rather than just watching and listening) are known to be the most engaging for young people.

As soon as Government guidelines allow for more face-to-face and in-person activities the programme will be promoting that.

"MUK DELIVERED A WEBINAR ON CAREER OPPORTUNITIES IN THE MARITIME INDUSTRY TO OUR STUDENTS AS PART OF NATIONAL CAREERS WEEK, WHICH HELPED THEM TO DEVELOP A BETTER UNDERSTANDING OF FUTURE VOCATIONAL POSSIBILITIES AND PATHWAYS IN THE INDUSTRY."

Jonathan Kinsbury
Careers Adviser

Grant Expenditure

Forecast grant spend at end of F/Y 2021-22



In 2019, the Department for Transport provided Maritime UK an initial £250,000 grant to enable delivery of the relevant careers and outreach recommendations set out within the People Route Map.

The spending profile of that grant is detailed above. The graph shows the forecast breakdown of the grant that will be spent at the end of financial year 2022-23. Maritime UK has co-invested in delivery of the programme, enabling significantly greater impact over a longer period than if the grant sum had been utilised alone.

- **Product production**
(design and printing)
- **Website and digital**
(including ambassador software)
- **Video production**
- **Stand production for career shows**
- **PR and media support**
- **Exhibitions/venue hire**
- **Staffing**
- **Postage**





The Next Steps

The guidance and support of The Careers Taskforce, our Careers Campaign Partners and stakeholders ensured that the programme has had a remarkably successful year. Reach has far exceeded our expectations and the variety of ways the programme has engaged with individuals, including direct careers learning delivery to young people and adult job seekers, has been particularly pleasing. The programme is well-placed to increase reach again in the coming twelve months as schools, colleges, and universities return to a more normal learning style.

“THE MARITIME UK CAREERS AND OUTREACH PROGRAMME HAS BEEN INFLUENTIAL IN ADDING VALUE TO THE WORK OF THE SOLENT CAREERS HUB, **BRINGING TO LIFE THE RANGE OF JOBS AND CAREERS IN OUR VITALLY IMPORTANT MARITIME SECTOR, AND INSPIRING OUR FUTURE TALENT PIPELINE.**”

Siobhan Flynn

Local Growth Programme Manager,
Employment and Skills & Solent Careers
Hub Lead Solent Local Enterprise
Partnership

Priorities for 2021/22 are:

01 Work with the Regional Clusters will continue and has been extended to include the Belfast Consortium.

02 Work with Local Authorities and LEPs (Local Enterprise Partnerships) will continue but in a more strategic style with the support of the Department for Education.

03 National work supporting those regions not currently recognised formally as a MUK Cluster will continue. This will include the programme supporting their own careers and outreach activity as well as identifying and collaborating with stakeholders.

04 The programme will develop further its visible and tangible presence at UK-wide national events and on important careers calendar dates. This will require further development of relationships with key stakeholder organisations such as The Careers Enterprise Company (England), Developing the Young Workforce (Scotland) and Careers Wales.

05 Working with the Careers Taskforce, our Careers Campaign Partners and Industry, the careers website will continue to develop and refresh with new and engaging resources.

06 The Careers Professionals’ Network is a vital communication link to these key influencers. With the help of the regional clusters and LEP activity, this will grow to more than 500 individuals.

07 The Industry Ambassadors network will grow in number, geographical spread, and diversity to better reflect a diverse workforce to minimise barriers to job seekers of all ages.

08 Funding will be in place to ensure the longevity of the programme, including sponsorship from the industry

Financial sustainability

As per the tasking letter, Maritime UK is developing plans to ensure the programme’s financial sustainability. This will include submissions to various relevant funds, as well as sponsor partnerships with individual companies and organisations.

How can you support the programme?

Your organisation could sponsor the careers and outreach programme or specific activities or events.

You could become one of our Industry Ambassadors or could promote to and support employees in your organisation to do so.

Your organisation could provide virtual tour videos or offer individuals to interview for our ‘In conversation With’ series.

Your organisation could support the ‘Maritime Masters’ programme by providing research topics students to undertake.

You could join our careers campaign partners network to help determine the direction of travel of activity of the programme.

Your organisation could use our platform to share industry knowledge with our careers professionals’ network through CPD sessions.

SOURCES

*1300 learners on the caseload of the single Careers Adviser at Eastleigh College academic year 19/20.

**37% acceptance rate from invitations, higher than other sectors on the ITF platform, data provided by Inspiring the Future May 2021.



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