



STRATEGIC PLAN

2010-2014

ABOUT US

The British Marine Federation (BMF) is the trade association for the UK leisure marine, small commercial* and superyacht sectors.

VISION

Our vision is to facilitate industry growth and make it the best in the world.

MISSION

We will lead and promote our industry and work with our members to achieve sustainable growth in a competitive global environment, through the provision of world-class goods and services.


STRATEGIC AIMS

1. To facilitate sustained industry growth through the provision of relevant member services
2. To be the voice of the industry in the UK and worldwide
3. To raise the awareness of boating and grow the number of active participants
4. To promote marine businesses in the UK and global marketplace
5. To align the structure of the BMF to best fit our members needs whilst ensuring its long term financial viability
6. To set and support industry best practice standards

*Up to 50 metres in length

1. GROWTH

To facilitate sustained industry growth through the provision of the relevant member services

- Be the industry's first choice for reliable advice and guidance; improving the awareness and usage of our services
 - Identify new, and work with current strategic partners to deliver mutual objectives
 - Identify, deliver and develop new marine specific services that meet the current and future needs of our members
 - Track and signpost wider business and Government support services
 - Improve competitiveness through collaboration between industry and academia to ensure the UK marine industry remains at the forefront of technology and manufacturing processes
 - Proactively ensure that excessive and inappropriate regulation does not hamper competitiveness or sustainability and that members remain fully informed
 - Develop a membership strategy that will ensure the BMF is representative of the whole industry and attractive to all sectors
 - Develop the BMF website as the portal of choice and improve website traffic
 - Develop the capability to nurture emergent companies
 - Provide proactive training and support on legal compliance issues to improve productivity and profit by improving customer relations
 - Provide world-class showcase and sales platform opportunities for the industry through NBS Boat Shows and International projects
 - Understand and deliver what our industry requires at Boat Shows to deliver sustained growth
 - Provide timely, accurate and unbiased market intelligence gained from NBS Boat Shows
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2. REPRESENTATION

To be the voice of the industry in the UK and worldwide

- Strive to heighten the profile of the industry in UK and European Government
- Influence legislation both in the UK and at a European and International level, through the appropriate industry associations including ICOMIA and ELMIF
- Maintain a membership that is wholly representative of the marine industry as defined in the membership strategy
- Advise on environmental issues and champion all elements of sustainable growth, particularly access to water
- Utilise NBS Boat Shows, and other relevant events, as platforms from which to promote our industry to a global audience


3. AWARENESS

To raise the awareness of boating and grow the number of active participants

- Identify strategic partners, from both within and outside the marine industry, that will help deliver the agreed marketing strategy
- Deliver the five year marketing plan and develop the 'On the Water' brand as the focal point for the promotion of boating to increase the number of active participants
- Showcase the industry to new and existing participants through NBS events and the 'On the Water' campaign

4. PROMOTION

To promote marine businesses in the UK and global marketplace

- Identify and maximise the benefits of the 2012 games and its legacy
 - Ensure that boating related tourism is recognised and promoted as part of the UK Tourism Strategy
 - Identify and exploit new International markets to promote British excellence and increase industry sales
 - Increase the quality and quantity of members' networking events and facilitate the opportunity for business to business trading
 - Use NBS Boat Shows to showcase the industry's products and services to new and existing customers
 - Identify and deliver new events and activities to drive industry sales
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5. STRUCTURE

To align the structure of the BMF to best fit our members' needs while ensuring its long term financial viability

- Review membership subscriptions to ensure they are relevant and attractive to all sectors in line with the membership strategy
- Pursue new revenue opportunities, particularly through the use of new media
- Deliver the necessary annual contribution to the BMF from both NBS Shows while ensuring advantageous costs and maximum benefits to exhibitors and members
- Manage the BMF business planning process and group finances to achieve the Board approved annual budget and five year plans
- Protect the BMF from the threat of legal action by implementing and educating staff on workable and member friendly compliance policies, backed by well-considered and cost effective insurance cover
- Improve procurement and contract management processes to make sure suppliers provide the right service and/or product at the right price
- Review ICT and improve the infrastructure, particularly the CRM database system, in order to maximise efficiency and improve customer service
- Rationalise decision making and governance procedures with the objective of achieving greater clarity and efficiency without reducing democracy
- Create a working environment that is conducive to retaining and developing BMF staff

6. STANDARDS

To set and support industry best-practice standards

- Develop a process to ensure that members' products are fit for purpose and legally compliant, through a 'quality mark'
 - Work with our associations to develop sector specific code of practice and best-practice standards
 - Advise the industry of all health and safety legislation and methods of best practice and deliver these at NBS Boat Shows
 - Raise the focus of the BMF Code of Practice to heighten the importance of customer service as a requirement for BMF membership
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