

**PTB** Anglo-French agreement to boost marine tourism?

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**Industry associations in the South West of Britain and Northern France are working together to minimise the negative aspects of Brexit**

UK and French marine businesses have made an agreement to work together to help boost tourism amid the uncertainties surrounding Brexit.

British Marine South West (BMSW), which represents 200 members in the South West of the country, signed a Memorandum of Understanding (MoU) with the Association des Ports de Plaisance de Bretagne (APPB) at the London Boat Show on Thursday. The APPB represents 70 marinas and ports in Northern France.

The initiative will encourage the sharing of relevant information, maritime culture and maritime tourism between the two areas at a time of significant change.

"This agreement enables both regions to work closely on minimising the negative aspects of Brexit," says BMSW chairman Jonathan Fielding. "Together we can encourage boat owners to travel between the UK's South West region, Northern France and the Channel Islands regardless of the final outcome of Brexit. This new relationship will powerfully promote what we know to be the finest cruising ground in Northern Europe."

The project aims to develop a common framework for the sustainable growth of the nautical sector in the two regions before and after Brexit. It will also enable British and French marina members to work together to share best practices and to encourage growth and future investment.

Brieuc Morin, general secretary of the APPB, says: "Our new relationship will enable us to further promote tourism in both regions. We are committed to making Channel crossings as easy as possible by initiatives such as sharing more information about marinas and hope to see a significant increase in numbers of boats travelling for leisure between Northern France and the UK's South West."

A research survey of boat owners' requirements is now being conducted by students from Université de Bretagne Sud in both the UK and France. The results will assist in the formation of further specific objectives and form the basis of data for grant funding.

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