



The UK Ship Register

John Astbury CBE FRIN

www.intermaripolicy.org.uk

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RECOGNISING THE NEED FOR CHANGE

- **Need to re-invigorate the Flag**
- **In the past 5 years decline in ship numbers**
- **Increase in ship tonnage**
- **UK success best described as 'fluid'**
- **External consultant carried out review and recommended changes.**



COMMUNICATE

- **Talk AND listen to customers**
- **Overturn long standing myths**
- **Demonstrate real change**
- **Work with customers**
- **Provide a total service**



ADOPT A COMMERCIAL ATTITUDE

- Provide a single commercial unit**
- Combine linked services**
- Adopt external market working practices**
- Provide 24/7 service**
- Provide the right personnel**



INTRODUCE REAL MARKETING

- **Recognise and understand the market**
- **Use market intelligence**
- **Be open and transparent**
- **Embrace new technology**
- **Sell the service - QUALITY**



QUESTIONS?

John Astbury CBE FRIN

+44(0)1425 628188

07710024228

johnastbury@intermaripolicy.org.uk