





# Efficient, safe, reliable, sustainable services

PES went to talk with Dylan Jones, at Mareel, about the first anniversary of the company, the business and the future. It has been a great year, being a member of the Northern Offshore Group has been a rewarding positive experience, both for the company and employees. These cultures were already very much aligned and the safety and happiness of the employees are of utmost importance. There is optimism in the air.



Dylan Jones

**PES:** Hi Dylan, a big welcome to PES, it's great to have you with us. Please can you begin by telling us about Mareel Ltd., its origins and the place it now has in the Northern Offshore Group.

**Dylan Jones:** As you mentioned we are part of the Northern Offshore Group. We manage and support all our operations from Mareel HQ, in beautiful North Wales in the UK.

During May Mareel will have been officially operating for one year! The first year of business has passed in an instant and as well as our day-to-day operations, has been a time

to establish Mareel. N-O-G have welcomed us into the family and have supported us by recognising the goals and ambitions for the company. Our company culture is very much aligned with that of the Group, which is extremely important to us all.

**PES:** We were wondering what effects the investment has had on the employees, the company ethos and solutions?

**DJ:** The support from Northern Offshore Group has enabled us to really drive the brand and to set a culture where everyone is happy and wants to come to work each day. Influencing culture change is not easy, a key part to achieving it is to be clear on who we are and a big, big part of who we are is based on what we believe in.

We genuinely believe in our company ethos of ability, belief and care. This translates into our operational and developmental strategy. 'The Mareel Way', this can be found throughout our offices and on all our Crew Transfer Vessel's: it underpins what we do and what we offer our customers.

**PES:** What has been the most positive and the most difficult aspect of this transition?

**DJ:** This is a good question and one I get asked quite often. There are only positives from the transition, taking all the knowledge that we have learned, what works well and not so well, to craft into an exceptional service that we can deliver

efficiently and safely day in day out.

Building a sustainable team culture requires that we review, reflect and learn from our experience, always looking at how we can improve the way in which we work and the environment that our team members work in. We focus on developing individuals and building 'Team Mareel'. There are always challenges to face, but we are on an upward trajectory, which is inspiring.

**PES:** We would be interested to know if the transition and vessels name changes had an impact on your original customer base? We imagine that you are now in contact with many new companies?

**DJ:** Our customers have remained constant over this period of adjustment, given that fact that a good number of the vessels were on charter throughout the process, the support of our customers helped to make it all go smoothly.

We're still circulating vessels into the dock yards to complete the refit programs, these dockings facilitate all the necessary services and overhauls on their plant machinery, internal furnishing upgrades, not to mention a whole new exterior paint scheme.

Changing the names and the colours on the vessels has helped in reopening doors that were previously closed, customers recognise that we are a completely new



company and our ethos and approach is enticing new ones every day.

**PES:** We have been going through some unprecedented times, with many countries experiencing numerous sanctions and restrictions, what impact has this had on your business? Have you had to change your way of working?

**DJ:** This is undoubtedly a terrifying time. We are extremely lucky to have such an amazing NHS in the UK and to show our support we started flying flags on our vessels. We're thankful to all key workers.

We have managed to keep in line with all applicable guidance, by continuously reviewing and adapting. From a very early stage we had a contingency plan dividing the office, with two operational teams so that we could ensure operational availability and support to our teams and fleet, this together with home working means that we continue to manage projects safely without disruption.

We have established several new procedures and safe working practices, to help our sea staff stay safe while still maintaining our quality service to our customers. Our main challenge has been the movement of our crews through Europe due to the many different regulations around quarantine.

Many of the sea staff travelling around Europe worked, with us to adjust their work patterns and in some cases extending to include a period of isolation, before starting their rotations. This is a testament to all our sea staff who have been amazing throughout, some not seeing their families for long periods of time, it's truly amazing.

**PES:** You have an impressive fleet, could you tell us about the solutions you offer and give us an insight into how its managed?

**DJ:** We own a fleet of 25 state-of-the-art Crew Transfer Vessel's, ranging from 17m to 32 m. We maintain and manage operations of our CTVs across the UK and Europe and have worked in some way, on many of the offshore

windfarms that currently exist today.

Our CTV's are used to safely transfer specialist personnel offshore, as well as materials required to construct maintain and operate offshore assets. During 2019 Team Mareel completed more than 50,000 safe personnel transfers offshore.

We are a very data driven company and monitor our vessels remotely, through digital platforms that help us maintain reliability throughout the fleet. It's due to robust tried and tested systems that we are able to efficiently manage and improve our service. Systems include, crew management to automated dynamic vessel monitoring software that help in the instant diagnosis and trending of vessel faults.

**PES:** Are you able to share any new projects currently in the pipeline?

**DJ:** We have been researching for some time the possibility of utilising greener fuels for our fleet; The most interesting prospect is the second-generation biofuel HVO. We can visualise the potential impact that this type of fuel could have on significantly reducing the emissions from our CTVs. As part of the life extension we consider we have an obligation to reuse, refurbish, repurpose and upgrade our current fleet of vessels, wherever possible whilst at the same time making every attempt to reduce our carbon footprint and waste where we can.

We are currently undertaking a conversion project of three of our 27m vessels to allow them to carry 24 personnel. We're further repowering two of the vessels with two Volvo Penta engines in each hull, driving IPS units, which we anticipate to significantly increase our performance capability.

**PES:** In this day and age when health and safety is a top priority, do you at Mareel organise regular training for your employees?

**DJ:** The industry is very safety conscious and has a very high standard of safety. Due to the nature of our work, owning and operating a large fleet of vessels in its nature is challenging, but we are committed to keeping everyone and the environment safe.

We have incorporated the full ISO, 9001,14001,45001 and ISM into how we



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conduct our daily business, by having an externally audited QHSE system we capture the important aspects of how we manage the business, and a procedure to consult with team members, so that everyone can contribute to ideas and innovation to continuously improve our H&S culture and notably that the team members feel part of the Mareel safety family. By raising awareness through training and participation in team meetings, we continue to develop and build a safer place for our teams.

Training our employees all ties into what we're trying to achieve, in creating a culture where people feel both safe and happy whilst at work. Conducting regular workshops helps us maintain this balance and is well received by all involved.

**PES:** With a big emphasis based around a more sustainable industry, how is Mareel doing its part in helping?

**DJ:** We genuinely recognize the grave environmental situation that our world is in.

We believe that the obligation to halt climate change sits with us all. Therefore, we have outlined key initiatives within Mareel, so that every member of our staff has a part to play in creating a greener world. We're in the process of reviewing a strategy for a system of ownership of carbon sinks.

Our project has the potential to be integrated with community outreach projects. We are not a carbon offsetting company; our focus is to protect ecosystems. However, we see carbon



Mareel Scarlet, courtesy of Turner Photography





offsetting as a functional tool to help convert something negative into a positive. As such, we want to do it the right way to help with our obligation to mitigate the impact of the current fleet.

**PES: What makes your company stand out from the competition, why should customers choose you?**

**DJ:** Our approach has been very much to align ourselves with our customers and accept the challenge of improving our business aspects, respectively. Our vision is to play our part in creating a greener world through sustainability, value focused, offshore excellence. We look to support our customers in revolutionising that the way our power is produced.

Delivering services safely, reliably, and sustainably and underpinned by our company ethos: ability – belief – care.

**PES: Geographically speaking where are your main markets and are there any you would like to break into?**

**DJ:** With the fact that the government has pledged to boost offshore wind power ambitions from the previously set target of 30 GW by 2030, in order to be virtually zero by 2050, is a good indication of how the UK market is only going to grow.

Due to this potential growth our main geographical target areas are within the UK. With 75% of our fleet already conducting operations out of the UK we are in a good position to strengthen our market share.

**PES: It would be good to have your thoughts on what you think will be the greatest opportunities and challenges for the offshore industry in general and for Mareel in particular, over the next few years?**

**DJ:** Overall, I would say that the industry is in a good place and with the recent announcements and focus on sustainability, it's time for the renewable energy industry to shine.

One potential challenge is the levelised cost of energy, as the price of this reduces, this in turn has an impact on cost and prices throughout the industry.

This said, the outlook looks positive for us at Mareel, the demand for Crew Transfer Vessels is increasing year on year. There is a need for larger vessels, as the windfarms get further offshore and we have a number of options available to ensure we remain competitive. Over the past few months, we've been working hard analysing and understanding the market and what the future may look like: it's exciting!

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