



Launch Plan

MarESTory-The IMarEST History Society

Table of Contents

TABLE OF CONTENTS	2
INTRODUCTION	4
PURPOSE SCOPE AND OBJECTIVES	5
OBJECTIVES.....	5
SCOPE.....	5
GEOGRAPHIC	5
SEGMENTATION	5
HISTORICAL	5
FINDING THE RIGHT BALANCE.....	6
VALUE PROPOSITION	6
DELIVERY	7
ORGANISATION	7
POSTS	7
MEMBERSHIP AND POST NOMINALS	7
MEETINGS	7
AGENDA	7
BUILDING THE SOCIETY	8
TECHNOLOGY.....	8
LIBRARY	8
PROMOTION.....	8
SOURCES AND PARTNERSHIPS	8
<i>Within IMarEST.....</i>	<i>8</i>
<i>External Sources and Partnerships</i>	<i>8</i>
OUTPUTS.....	9
PAPERS AND ARTICLES.....	9
<i>Articles</i>	<i>9</i>
<i>From the Archive Articles.....</i>	<i>9</i>
<i>Papers and Transaction</i>	<i>9</i>
ON LINE CONTENT	9
<i>Livestream</i>	<i>9</i>
<i>Hybrid Livestreams</i>	<i>9</i>
<i>Seminars/Panel Session</i>	<i>9</i>
PHYSICAL EVENTS	9
<i>Conferences</i>	<i>9</i>
<i>Get togethers/awayday.....</i>	<i>9</i>

Visits.....	9
DEVELOPMENT STRATEGY	10
ACTION PLAN	10
SOCIETY LAUNCH EVENT	10
APPENDIX 1 MEMBERSHIP	11
APPENDIX 2 - SOURCES AND PARTNERSHIPS	12
APPENDIX 3 OUTPUTS FROM INTERNAL CONTRIBUTORS	14
APPENDIX 4 OUTPUTS FROM GUEST CONTRIBUTORS	15
APPENDIX 5 LAUNCH COMMUNICATION.....	16

INTRODUCTION

The IMarEST History Society (MarESTory) was initially set up at the end of 2024 and discussions have since continued. It is now time to launch to a wider audience using multiple channels.

This document captures the conversations and information related to MarESTory in 'plan' form which we can:-

1. Create a description of the purpose scope and objectives of the Society
2. Develop a plan to deliver an active and successful Society
3. Provide a list of areas, sources and outputs. In due course these will be separated out as tables and included in the SharePoint.

Development of MarESTory was paced to create discussion and content in advance of launch. Growing the Society will provide resource for further development which will encourage further growth. Workload of active members needs to be manageable.

PURPOSE SCOPE AND OBJECTIVES

Objectives

The following are the objectives of the Society:-

1. Learning from history:-
 - a. Interest in the historical developments in Marine Engineering.
 - b. Understanding past failures and regulatory changes.
 - c. Capturing and sharing lessons learned to educate future generations
 - d. Clarifying the rationale behind technical requirements
2. Enjoyment of history in its own right.
3. To provide **THE** body of historical knowledge for Marine Engineering, Science and Technology
4. To document sources of information relevant to the Society:-
 - a. With partner organisations
 - b. Shipyards, Marine Engineering firms and Academic Institutions
 - c. Members expertise and libraries

Scope

Geographic

IMarEST is, increasingly, a global organisation. The organisations history and current membership, however is UK centric to a great extent. The intention however is to take a global view of history.

Segmentation

The Institute is complex. To ensure a more specific offering for members a number of major segments have been identified.

1. Marine Engineering- Commercial/Merchant Shipping
2. Marine Engineering-Offshore
3. Marine Engineering-Naval
4. Marine Science
5. Marine Technology.

These segments are not exclusive but a guide. Subject matter can be a function of an individual segment or work across several segments

Historical

In general, the timeline is bounded by the development of marine engineering. It will not focus overtly on pre steam other than where lessons have application today. Modern applications of sail are obviously in scope.

Finding the Right Balance

The Society has to find a balance between ensuring its published content has merit and provenance and informal social media discussion which is required to engage and grow membership.

Formal content should be subject to some degree of peer challenge from within the Society or with related SIGS. There is a need to find a mechanism to 'curate' and develop informal discussions and develop some formal content.

Value Proposition

The purpose of the Society is shown above. To establish the value proposition you need to answer the question 'What does the Society do for me? The following are some ideas:-

1. Provides a community of individuals with a common interest in Marine (EST) history
2. Provide a discussion forum
3. Provide a means by which members can publish their own work
4. Provide access to a body of historic knowledge eg the Transactions.
5. Encourage new members who are not currently connected to the Institute to join either within the established registers or as an affiliate.
6. Provide a post nominal within the Institutes own register (Chartered Marine Historian)

DELIVERY

Organisation

Posts

The Society will be run by its members and supported by the Executive. We need to, as a minimum, fill The following posts :-

1. Co-chairs. A minimum of two to ensure continuity. As volunteers we are all subject to 'life events' and need to be able to prioritise our personal life from time to time without the Society Collapsing. I am prepared to continue as a co-chair for the set up phase.
2. Honorary Secretary to create agendas, organise livestreams etc
3. Website administrator to develop the on line body of knowledge (in due course)

Membership and post nominals

The 'Value Proposition', above, refers to this. The aim is to engage current members of the Institute with an interest in History. In due course our content and activity should encourage new IMarEST members some of who may not be qualified for traditional Institute Chartered status. The Institute can create its own registers under the heading of Marine Technology and we should explore a Chartered Marine Historian post nominal in due course and when Executive resources allow.

Meetings

The intention would be to have Committee meetings every 4-6 weeks initially and full Society events every quarter.

Agenda

A standard agenda should include as a minimum the following headings:-

1. Society Business
 - a. Posts
 - b. Membership
2. Building the Society
 - a. Technology
 - b. Promotion
 - c. Sources of information
3. Outputs
 - a. Articles proposed
 - b. Papers
 - c. Livestreams
 - d. Events

The shape of the agenda will develop over time.

Building the Society

Technology

The Society will require the following infrastructure

1. Connect network (in place)
2. Council e-mail distribution list (in place)
3. Website (Launch version in place to be developed further)
4. Share point (WIP)

Library

A portion of the existing digital library should be developed to support the website.

This could include: -

1. Marine Professional Historic Articles
2. Professor Groves addresses
3. Links to IMarEST TV and Historic Transactions

Promotion

Articles, livestreams and papers will promote the Society

A MarESTory logo has been developed,

Sources and Partnerships

The Society needs to have access to internal and external sources of content as well as beneficial partnerships:-

Within IMarEST

The IMarEST library contains easily accessible papers and is in all probability THE source of historical knowledge on Marine Engineering . Less so Science and Technology.

In addition the IMarEST physical Library was 'gifted' to LR Foundation but there is little mention of its availability as a resource. We should promote this.

It should also be remembered that members may have access to historical records. One member for example has an original logbook of the Queen Elizabeth. I have a number of documents from John Browns in the 1930's due to family links.

External Sources and Partnerships

These may include

1. Recognised Sources of Marine Historical knowledge
2. Organisations that we could collaborate with.
3. Individuals recognised as leading historians/authors in the field

List of current sources and partnerships is included in [Appendix 1 - Sources and Partnerships](#)

Outputs

Currently identified outputs are covered in [Appendix 2 Areas of Interest](#)

Papers and Articles

[Articles](#)

Opportunity to produce article for MP both on line and ‘paper’. John Noble already provides history articles and has offered to work with members to produce new articles.

[From the Archive Articles](#)

One easy win is to draw on existing articles in the IMarEST library and provide a cover article.

[Papers and Transaction](#)

There is a discussion to be had on what the appropriate mechanism is for publishing history content.

On line Content

[Livestream](#)

The aim should be to produce a livestream every two or three months. Livestreams should be linked to the MarESTory website (when completed)

[Hybrid Livestreams](#)

Where historical ships or locations are concerned it may be possible to combine livestream ‘talks’ with video content. When this method is used the video should be ‘in the can’ and used in conjunction with a livestream not as a live video as this has risk attached to it.

[Seminars/Panel Session](#)

Panel sessions and seminars

Physical Events

[Conferences](#)

We should take the opportunity to be involved in conferences both IMarEST and other

[Get togethers/awayday](#)

Do we have the mass in any one location to have a physical meeting

[Visits](#)

Do we have the mass in any one location to have a physical meeting

Development Strategy

As mentioned above resource drives delivery and we need to pace development to avoid overload of members

Timeline has been changed to reflect and end October launch (progress in italics- WIP =Work in Progress)

Action Plan

The following post launch activity is planned and will be reviewed at the next committee meeting.

1. Check on access to LR Foundation **WIP**
2. Check on Stanley Grey or alternative for David Mearns **WIP**
3. Deliver 3Q livestream programme and plan 1-2Q 2026 programme.
4. Deliver methodology for hybrid livestreams on historic vessels
5. Identify three/four articles for 4Q (including 'from the archive') (*possible two so far*)
6. Look at Chartered Marine Historian post nominal ***Discussed and revisit next year***
7. External launch article
8. 1Q develop sources and plans in detail

Society Launch Event

We are considering an event, possible combined with meeting, at a suitable venue probably in the London areas

Appendix 1 Membership

Membership list cannot be published at this stage without member agreement. Plans underway to include membership list in new front page

Appendix 2 - Sources and Partnerships

internal Source	Contact	MarESTory Lead	Status
IMarEST Online Library	IMarEST	MLS	Established and should be promoted as a source of historic data
IMarEST Physical Library	LR Foundation		Contact and establish how access achieved

internal Expertise	Expertise	Resources	Notes
Martin Shaw	Marine Engineering WW2 Naval Clyde Shipbuilding	Library of Marine Engineering, Naval History Historic documents and photographs of early 20 th century John Brown documents	

External Source	Contact	MarESTory Lead	Status
National Maritime Museum	Paddy Rogers		Contact and establish how access achieved
Royal Navy Museum			Contact and establish how access achieved
LR Foundation			Contact and establish how access achieved
World Ship Society			Contact and establish how access achieved
Historic Ship Register			Contact and establish access
Chatham Historic Dockyard		Maurice Storey	Contact and establish access
Glasgow Museums	Martin Bellamy	Martin Shaw	Contact and establish access

External Source	Contact	MarESTory Lead	Status
Drachinifel	Alexander Pocklington	Marc Griffiths	
History with Dr Clarke	Dr Alexander Clarks	Marc Griffiths	
Whats goin on with shipping>	Sal Mecongliaonos	Marc Griffiths	
Ocean Liner Designs	Michael Brady	Marc Griffiths	

External Partner	Contact	MarESTory Lead	Status
Natural England Marine	Hefin Maera	MLS	Contacted and livestream planned
Cousteau Society			Contact and establish how access achieved
RINA			Contact and establish how access achieved
British Commission for Marine History			Contact and establish how access achieved

Recognised External Expert	Contact	MarESTory Lead	Status
Iain Johnstone – Clydeside Shipbuilding		MLS	Contact and establish how access achieved
Ian Buxton-NE Shipbuilding		VP	Contact and establish how access achieved
David Mearns -Shipwrecks			Contact and establish how access achieved
Michael Grey			Contact and establish how access achieved

Appendix 3 Outputs from Internal Contributors

Subject	MarESTory Lead	Article	Archive Article	Paper	Book	Livestream	Panel	Hybrid Livestreams	Conference	Get Together	Visit
Marine Professional Article	Martin Shaw	Sept									
Shipworms	Reuben Shipway			?		4Q					
Aberdeen Shipbuilders	Stanley Bruce			?		4Q					
Indian Shipbuilding	Shahid Basheer					?					
Pollution	Paul Leonard					?					
Pollution Impacts	Paul Leonard					?					
Shieldhall	Stephen Bailey							4Q/1Q			
Massey Shaw	Mark Wentworth							4Q/1Q			
How Ship Vetting changed the Tanker Industry	Martin Shaw					4Q					
Cutty Sark	Glyn Jones							1Q			
Recovering Anchor from Anglia	Glyn Jones	?									
History of Submarines	Stephen Timms					?					
Review-Pounder on Human Factors	Will Tutton					1Q					
Gazetteer of Titanic memorabilia	Vaughan proposed										

Red-idea without commitment

Orange-discussions underway

Green- agree with potential dates

c

Appendix 4 Outputs from Guest Contributors

Subject	MarESTory Lead	Article	Archive Article	Paper	Book	Livestream	Panel	VLOG	Conference	Get Together	Visit
Wreck Hunting=Stanley Grey (David Mearns)	MLS								?		
Historical England (Chris Pater)	CA					4Q/1Q					

Red-idea without commitment

Orange-discussions underway

Green- agree with potential dates

Appendix 5 Launch Communication

MarESTory

Launching the IMarEST History Society

Learning From History Launching The IMarEST History Society (MarESTory)

Those who do not learn from history are doomed to repeat it.

Is a well-known quote. In our digital world it is tempting to say that we have little to learn from the past.

One of the biggest challenges of our time is that of moving towards net zero. Changing to alternative fuels is part of this. Changing to a new global fuel is subject to the 'chicken and egg' paradox. A shipowner will not build a ship that uses a new fuel unless there is a global 'bunkering network'. A global 'bunker' supplier will not build a network for a new fuel without customers. This is not a new problem and I can point to at least three examples in the past. The move from steam to sail in the 19th century faces this problem as engine were inefficient and a global coaling network non-existent so sails remained for the interim period. That changed as engines became more efficient (thank you Marine Engineers) and a global coaling network was created. The change from coal to oil faced the same problem over time. More recently the move to LNG fuelling in response to emissions rules was also slow in coming due to the lack of a network. What can we learn from history about these issues.

Interestingly another solution to the 2010 rules was the exhaust gas scrubber. Some early versions had corrosion problems due to the wash water becoming more corrosive. Interestingly in 1978 Shell wrote a paper on materials to avoid corrosion on inert gas scrubbers!!

MarESTory (IMarEST History Society)

We have been in the 'pre-launch' phase of MarESTory for several months now. Our intention was to launch a 'living breathing thing' not a concept and you will see the progress we have made below. MarESTory is the short version and the word 'story' is key to the whole enterprise.

Who should join?

We all have a history. There is nothing more inclusive than history and from the point of view of this group it is open to all whether Scientists, Technologists or Offshore, Commercial or Naval Engineers. It is open to all globally. It is open to all age groups and professional levels in the Institute. You don't need to have been there for it to be relevant and one of the objectives of this group is to capture and share lessons from the past by either research or personal knowledge.

Why should you join?

An understanding of the history of Marine Engineering, Science and Technology is essential for your success in these professions and one of the things we aim to do is to make some of those lessons more easily accessible to all our members.

We aim to grow the already substantial community with a common interest in history and contributes to the Connect group.

We would also like to encourage new members interested in history either through a current post nominal if appropriate or as an affiliate.

Engineers, Scientists and Technologists are natural story tellers

Story telling is the best way of sharing knowledge. I recall as a young engineer at sea, it was a well told story that taught me the most. Over time I learned to tell stories although my wife, who has heard many of these stories, is amazed about how they evolve over time!! So, our aim is to tell those stories effectively whether by articles, papers and publications or through livestreams and other events.

MarESTory is member driven. We have about 40 pre-launch members who have been working to develop our plan. That plan covers livestreams, sources and partners

We are currently programming four livestreams over the next quarter: -

- **Shipbuilding in Aberdeen** by Stanley Bruce
- **Did Ship Vetting change the Tanker Industry** by Martin Shaw
- **The effect of shipworms on ships** by Reuben Shipway
- **Protecting our wrecks** by Hefin Maera from Historic England

There is a pipeline of livestreams beyond that including one looking at developments in Human Factors, based on a transaction by CC Pounder in 1959, by Will Tutton Principle Human Factors Investigator with the MAIB!

We are also having discussions about how we can create hybrid livestreams on historic ships such as the Shieldhall and Massey Shaw fireboat splicing videos of an operational vessel with a livestream.

History is about sources.

The IMarEST digital library is a **hidden treasure trove** for the historian. Transactions going back to the 19th Century have been digitised and catalogued. There is also a physical library which has been passed to the LR Foundation. In discussions with potential partners it would appear that we have the biggest contemporaneous history of Marine Engineering in existence.

Over time we hope to gain access to other sources which can be accessed by members.

Partnerships

There are many opportunities for partnerships and sharing resources. Recent discussions with Historic England for example revealed that divers could be accredited to work on and visit protected wrecks as well as carrying out research on them. At least two members have expressed an interest in this.

What do I do now?

Join up

Go to the Marine History Society page in Connect (*IMarEST Connect/Networking Groups/IMarEST History Society*) and follow the instructions there join the Group and set your flags/bells to be included.