



Fishing into the Future

Trustees Annual Report Year End December 31st 2015



Fishing into the Future

Report of the Trustees for the year ending December 31st 2015

The Trustees of Fishing into the Future present their Annual Report and audited financial statements for the year ended 31st December 2015.

Reference and administrative information:

Charity name: Fishing into the Future
Registered Charity Number: 1160123
Principle office: 76 Chudleigh Road, Alphington, Exeter, EX2 8TZ

Board of Trustees:

Alan Steer (Chairman)	Sandy West (Mr A West)
Sean Dennison (Vice chairman)	Alex Philip
John Goodlad (Executive Committee)	Jim Evans (Mr T J L Evans)
Alexa Dayton (Training Committee Chair)	James Stephen
Steve Mackinson (Science & Data Committee Chair)	Davey Hill (Mr W. David)
Nick Prust	Gary Hodgson
Peter Williams	Michael Kaiser

Bankers:

TSB
Excel House
30 Semple Street
Edinburgh
EH3 8BL

Auditors:

Stapletons Chartered Accountants
4 Market Street
Crediton
Devon
EX17 2AJ



Trustees Message

January 23rd 2015 saw the incorporation of Fishing into the Future as a registered Charitable Incorporated Organisation (CIO). This marked the end of one long journey and the beginning of another. Trustees, experts and inspired individuals from all sectors of the fishing industry and supply chain worked together for over two years to form the charity, supported by our inaugural workshops held in Brixham in 2013.

The need for a sector-neutral platform for sustainability from within the fishing industry has never been so pressing. New legislation in the shape of the Common Fisheries Policy and other European Directives are driving fisheries improvements and management towards a sustainable future. Yet fishermen and other stakeholders often remain recipients of legislation, rather than leaders forming policy and influencing decisions.

Fishing into the Future is now well placed to occupy a unique place within the UK fishing industry, and to become a blue-print for other countries wishing to establish bottom-up narratives based on the experience and commitment of fishermen themselves to sustainability and the long-term prosperity of their industry.

Sustainable fisheries need sustainable fishermen.

The past year has seen a consolidation of the vision, mission and objectives of Fishing into the Future, forming bright plans for the future and solid business models for funding. We benefited from an influx of funds towards the end of the year, with far-sighted organisations and foundations choosing to support this innovative and strategic partnership from its outset.

This support has enabled us to construct and begin delivering on our promise within the UK fishing industry, and we now have a coherent programme of projects and work that will allow us to take effective and innovative action to underpin the transition towards sustainable UK fisheries.

We now need your further support and involvement in our work in order to build on our good start as a new charity. We are counting on.....



Our Charity and its mission

FitF is a unique industry-wide sustainability initiative that brings together fishermen, scientists, government, environmental groups and other key stakeholders to 'chart a course towards sustainable and prosperous UK fisheries'. It has strong industry support, having grown from a need identified by fishermen themselves. Using a process of collaborative dialogue, these fishermen worked with others to identify key themes for our charity to address, in response to legislative drivers such as the Common Fisheries Policy, with its requirements for better data, better practice and commitments to sustainable fishing.

Set up by fishermen, for fishermen, FitF aims to:

- Function as a well-respected, neutral platform for a sustainable fishing sector based on collaborative approaches, incorporating a broad spectrum of knowledge and skills.
- Build a constituency of fishermen who are provided with the tools to become champions of their industry, galvanizing sustainable change from the bottom-up.
- Provide unique, tailored projects and programmes that will help maintain fisheries and the wider marine environment at the best possible health, whilst also maintaining economic prosperity.
- Become an exemplar – or blue-print - for effective engagement and delivery of real change, which could be 'exported' to other countries seeking to chart a course towards fisheries sustainability.

Higher Level Objectives:

- **Support sustainability**
- **Promote Innovation and**
- **Build Prosperity**



Organisational Goals;

- a) Build capacity of fishers to engage with sustainability issues, practices and challenges.
- b) Improve contributions of fishers to fisheries science, assessment and management.
- c) Provide enhanced engagement opportunities for fishers to share knowledge.
- d) Raise awareness for and promote good practice.
- e) Building a constituency of leading fishermen and advocates for sustainable fishing businesses.
- f) Support fishers to align their fishing businesses with good practice.

We are not a fishermen's association or organisation, rather we provide an enabling platform so that fishermen are able to contribute their insights and their experience, which is critical to addressing the challenge of delivering prosperous and productive fisheries. The thread of sustainability runs through all that we do and our core values are based on the principles of co-production and co-management.



Vision

UK Commercial fish stocks are robust - managed in close collaboration with fishermen and underpinned by a healthy marine environment. Sustainable fishing yields high catches; profits increase; a vibrant industry sees a prosperous future. Contributions of fishermen are valued: they understand fisheries assessments; they work closely with scientists; data they collect improves stock assessments.

There is a long-term view of fisheries management; ecosystem function and connectivity is maintained through well-supported Marine Recovery Areas. Fishermen demand best practice from their industry with reduced impacts on ecosystems; fishermen lead by example and are seen as professional stewards of the sea.

Retailers source from sustainable fisheries across the sector; consumer-demand for sustainable seafood remains high; 'seafood security' is assured.



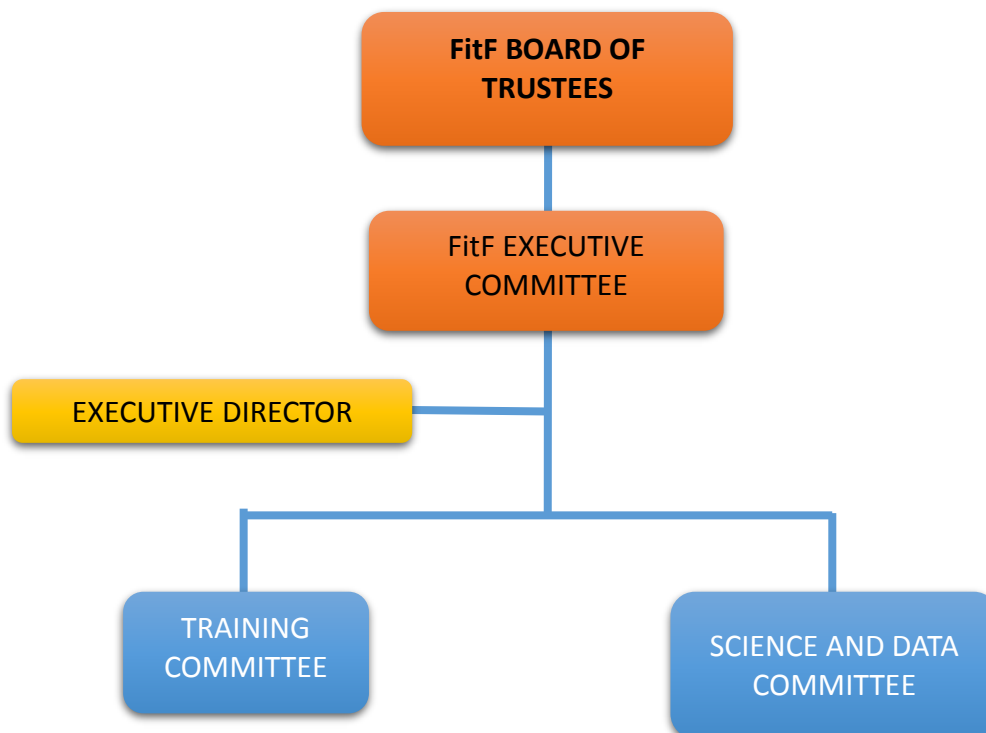
Structure and Governance:

Our Trustees act collectively to run the charity. They make group decisions on strategy, business planning and funding; they are responsible for employing all staff, and have overall responsibility to ensure the charity is run with due regard for all mandatory reporting requirements and regulations as stipulated by the Charities Commission.

Our Executive Committee (Ex Com) is a sub-set of the Trustees, and have delegated powers to make operational decisions on behalf of the wider Trustees. All major policy decisions and decisions relating to our Charitable status are still ratified by the wider Trustees, but the Ex Com operates as the beating heart of the charity.

We are looking to broaden the platform of our Trustee base in order to ensure balance and representation across all sectors, as well as to fill central roles on the Board of Treasurer and Secretary. We are actively seeking these individuals at present. We will also work towards establishing other engagement mechanisms such as an Advisory Committee to help us capture the perspectives, priorities and support of a wider group of stakeholders than is currently represented through our Trustees and Working Committees in order to further ground our work programmes and strategic priorities within the changing world of the wider fishing industry and seafood sector. Our governance model will change and grow with time in order to remain fit for purpose and is under ongoing review by the Trustees on an annual basis.

Governance structure:





Work Programmes and Projects:

We have identified the following as work programme priorities, projects and programmes that will have the most impact over the next three years. The need for these comes from extensive consultation with our Trustees and the wider fishing community:

Training for sustainability

Lack of familiarity with fisheries science and assessment processes has been cited as being one of the most significant barriers to managing the transitions to new fishing practices as required by the current Common Fisheries Policy. We strongly believe that a lack of sustainability training for fishermen is therefore a significant weak-link in the chain of fisheries management. We will develop two complementary training courses for active fishermen – skippers and crew – that will address the need for better collective understanding of the science and management of fisheries, as well as for models that support sustainable fishing businesses. The aim is to build a cohort of engaged, knowledgeable and motivated fishermen.

Science and Industry Collaboration

Delivering sustainable fisheries with limited financial resources requires fishermen, scientists and managers to work together. There is an urgent need to facilitate the processes and practical means to make fishermen's data contribute in an effective and robust way to securing the sustainability of their fisheries. If fishers can be supported to collect the right data, about the right fisheries, and in the right way, then the opportunities to help fill gaps in ecological understanding will be optimised. Fisheries assessments and management will be improved, and access to markets will be enhanced for those who participate.

Communications and Outreach

Fishing into the Future is well-placed to occupy a significant space and role within the UK fishing industry. In order to do that we need to maintain a strong communications and outreach programme of works. We are looking to communicate a compelling story in order to establish a new paradigm for the fishing- industry – one based on sustainability, professionalism and leadership.



Goals and Objectives for 2015

2015 was our first year of operation as a charity, and, as such, our goals and objectives were limited. The focus has been on fund-raising and strategy-building, including taking the first steps towards building a constituency of fishermen interested in sustainability.

Our aims were:

1. To define the remit, purpose and plans of the charity
2. To build an online presence for the charity
3. To deliver a Trustee meeting and Annual General Meeting
4. To secure funds for the operations of the charity
5. To build partnerships capable of delivering projects
6. To develop strategically significant projects needed by the fishing industry of relevance to sustainability

Risks and challenges:

There were several risks and challenges to overcome in our first year of operation, some of which are listed below:

- Securing funding for the immediate operations of the charity
- Defining the objectives and mission of the charity as a compelling narrative
- Lack of availability of appropriate funding streams
- Lack of resources to compensate Trustees for their time and contributions
- Building a profile for Fishing into the Future
- Building a Business Model for Fishing into the Future
- Retaining engagement of Trustees in times of legislative hardship



How we did

1. To define the remit, purpose and plans of the charity

Fishing into the Future now has a published three-year Business Plan and two-year work programme available on request. We worked carefully with the Executive Committee and the wider Trustee body to refine and define our mission and purpose, referring back to source documents and remaining true to the outputs from the Brixham workshops in 2013, which identified five key themes for the charity to focus on over time:

- Sustainability and prosperity through training
- Science and industry collaboration
- Fisheries management and innovation
- Rewarding good practice
- Engaging stakeholders

These have since been further prioritised to focus on three key work-streams. This is not to say that the other themes have been abandoned, rather they remain as interesting areas of search for us, but a strategic approach has identified the following as the key priorities for the charity in the coming three years:

- **Training for Sustainability:** The Business of Fishing – the need to know of fisheries management
- **Science and Data:** The Fishermen-Science Interface Programme
- **Communications and outreach:** Building a network and constituency of stakeholders

These priorities are supported by the definition of three High Level Objectives for the charity, that are summarised by the graphic below. All our work programmes are organised below these objectives, and demonstrate how they contribute to achieving these HLOs.:

[Support Sustainability](#) | [Promote Innovation](#) | [Build Prosperity](#)





2. To build an online presence for the charity

Website:

We have built a strong online presence and identity for the charity, drawing on modern website design and techniques as well as the clear remit and purpose set out previously. The website operates as a brochure for our work and has the potential to become a platform for engagement across all projects. Further website development will require additional resource, which will be identified through subsequent funding bids.

Twitter:

Our twitter presence has grown, and the figures below represent a successful social-media presence for twitter, with a strong 'tweets'-to- 'followers' ratio:

- 529 tweets
- 710 followers
- 202 following

Our social media presence is now underpinned by a Communications Strategy and Social Media Strategy.

Facebook:

Our Facebook pages have been largely dormant this year, having recently undergone a refresh under the guidance of our Communications and Social Media strategies. As of March 2016, we have a combined post-reach of over 1400 people, with over page likes 600 likes. We believe that Facebook and other social-media platforms will provide us with excellent stakeholder engagement and traction in the future, focusing around the production of our News Digest that began production in March 2016.

3. To deliver a Trustee meeting and Annual General Meeting

We delivered a full Trustee and wider stakeholder workshop in London on the 11th and 12th December 2015. Total invitees for this event included, as well as the majority of our Trustees. The workshop was facilitated by Alexa Dayton of the GMRI, maintaining our international strategic partnership connections and strong collaborative approach.

The meeting marked a significant milestone for the charity as it enabled us to bottom-out our priorities and work programmes, and all our plans and strategies have flowed from this. We also delivered the Annual General Meeting (AGM).

We are very grateful to both FundingFISH and Fishmongers' Company for sponsoring the event and supporting us at this critical time of our development. A report from the event can be found on our website.



4. To secure funds for the operations of the charity

We secured over £127,000 of income for the charity in the year January – December 2015. This allowed us to deliver the services and projects above, as well as claim an identity and online presence that is now creating considerable traction and interest.

We did this through a number of different funding streams, with support from the Sea Fish Industry Authority (Seafish) being the major donor. Continued support from the Prince's Charities International Sustainability Unit (ISU) and from the new Foundation FundingFISH have all been invaluable, as have smaller contributions from organisations such as Fishmongers' Company.

We have funds targeted for 2016, and have set a funding target for the year beyond that of a minimum of £100,000 to support core services (this does not include project funding). This will allow us to draw down further funds as match-funding.

5. To build partnerships capable of delivering projects

We are based on the foundations of a strategic partnership forged between The International Sustainability Unit, Seafish and the Gulf of Maine Research Institute. This partnership has continued to flourish and reap rewards over the last year, culminating in the award of funding from Seafish through their Strategic Investment Fund to help us explore issues and deliver services in the field of Fishermen-Science interactions: The Fishermen-Science Interface Programme (FSIP).

We have also been building partnerships with other organisations such as FundingFISH and Fishmonger's Company. We are also building a lasting partnership with Sainsbury's, who see great value in our approach to delivering sustainable, prosperous and secure UK fisheries.

We are actively looking for new partnerships to underpin our business and delivery models, supporting us through a combination of un-restricted funds and project finance that will allow us to remain flexible and effective as issues and challenges change.

6. To develop strategically significant projects needed by the fishing industry of relevance to sustainability

2015 has been a year of consolidation for us. We have been looking to lay the foundations of a solid strategy and work programme that will allow us to focus on key issues for the next two-three years. We have done this in partnership with our Trustees, and the commitment of our Executive Committee.

We now have a Business Plan, Work Programme, Communications Strategy and overall organisational structure that will provide us with security and guidance over the period of those plans. We have developed High Level Objectives that help us organise our plans and projects under three mutually supportive headings, and under these we are pursuing the following:

- **Training for Sustainability:** The Business of Fishing – the need to know of fisheries management
- **Science and Data:** The Fishermen-Science Interface Programme
- **Communications and outreach:** Building a network and constituency of stakeholders



We are now pursuing these projects and work programme priorities through the development of funding bids that will underpin their delivery, as well as the significant progress we are making with the Fishermen-Science Interface Programme.

We would have loved to be embarking on actual training at this time, but a lack of funds at a critical time has meant we have had to re-think how we deliver the pilot projects. We are currently in the process of securing funds to deliver the pilot training programmes in late 2016 / early 2017.

Long-term goals

Fishing into the Future has only just begun to deliver on its promise and potential. We have built a sound foundation for the organisation, and are now setting our sights on the future. Our long-term goals will remain wedded to seafood security, and the prosperity of the UK fishing industry. These need to be underpinned by a marine environment that is in the best shape possible to support long-term fishing.

We see fishing and environmental integrity as being entirely compatible. Whilst fishing does have an impact on the marine environment, it also delivers valuable jobs, vital protein for our society, community cohesion and is part of our intricate and celebrated heritage. We would like to see a fishing industry for all future generations to inherit, and when we mention sustainability we mean across the three pillars of the ecosystem – environment, society and economy.

Sustainable fisheries – fished close to or at Maximum Sustainable Yield – provide the best dividends for all concerned: for fishermen, their communities and society as a whole. Our narrative is based on putting forward this view, where fishing exists within a wider management regime that supports appropriate activities – the right activities in the right places – and that works with others to overcome the obstacles that need navigating in order to deliver viable fisheries within a complex and highly-crowded environment.

The purposes of the charity as stated in our constitution are to:

- A. Promote the sustainable development in UK fisheries for the benefit of the public by:
 - a. The preservation, conservation and protection of the marine environment and the prudent use of marine resources
 - b. The promotion of sustainable means of achieving economic growth and regeneration in UK fisheries
- B. Advance the education of the public in subjects related to sustainable development in UK fisheries and the protection, enhancement and rehabilitation of the marine environment
 - a. Promote the study and research in such subjects provided that the useful results of such studies are disseminated to the public at large.

We will be looking to build on the outcomes of Brixham, which identified some clear areas for us to work in, and these are likely to be arranged into the following work packages. We will need to refine our ideas in line with the aims and ambitions of our Trustees, but strategies for the future look like this:

Short-term goals (2016):

- Deliver Fishermen-Science Interface Programme (FSIP)



- Fishermen-science protocols
- Sentinel Survey for channel scallops
- Strategy for future FSIP work
- Build strategy and funding package to deliver training programmes
- Build communications presence online
- Secure funds for further FSIP work through appropriate funding streams
- Secure funds to deliver Project UK in partnership with Seafish and the Marine Stewardship Council.

Medium-term goals (2017 – 2019):

- Continue to build the Fishermen-Science Interface Programme
- Deliver training pilots and roll-out courses nation-wide
- Maintain and increase online presence to include an active network of fishermen
- Build the Fisheries Innovation Network
- Build partnerships with other organisations to deliver projects focused on science and education
- Build projects that focus on the education of the wider public about seafood
- Contribute to sustainability initiatives in the UK fishing industry
- Deliver Project UK in partnership with Seafish and the Marine Stewardship Council

Original supporters/funders	Additional partners and supporters
Seafish	Cefas
International Sustainability Unit	Marine Scotland
Gulf of Maine Research Institute	Defra – also DARD (North Ireland Administration)
Sainsbury's	Bangor University
Garfield Weston	New Under Ten's Fishermen's Association
Lighthouse Foundation	Marine Management Organisation
FundingFISH	Marine Stewardship Council
Potential Funders	Environmental Defence Fund
Industry bodies	National Federation of Fishermen's Organisations
Foundations	Scottish White Fish Producers Association
EU Funding	Scottish Fishermen's Federation
Governmental bodies and agencies	Welsh Fishermen's Association
Fishermen's organisations and associations	South Devon and Channel Shell-fishermen
Renewable energy firms	Orkney Fisheries Association
Retailers and suppliers	
Academia	



Finance Report:

We will insert the financial report here....FitF 2015 (see separate file for details)



Vote of thanks

We would like to thank all our supporters, partners, donors and members for all their hard work and commitment to making Fishing into the Future a viable, active, effective and strategic organisation. Special thanks go to the Trustees for their continued support, input and advice as the charity moves forwards. We are indebted to our Executive Committee who work tirelessly to ensure that the charity is operating at the best of its abilities. They work without pay for the good of all the Trustees and we would not be where we are without them. We hope we can continue to count on their expertise, insight and experience to guide us through the next three years.

Call to action

You can support us directly by donating to our charity. We are not-for-profit and all the money donated goes towards our work. You can also follow us on twitter and Facebook and also sign-up for our newsletter digest, which brings you the updates on all sustainability issues and debates in the UK fishing industry.

www.fishingintothefuture.co.uk

@Fishing_future

Appendix I - FitF Trustees:

Name	Sector	Location	Organisation/company	Role
Alan Steer	Inshore (12m) shellfish	Devon	South Devon and Channel Shellfishermen	Chairman
Sean Dennison	Inshore (12m) shellfish	Orkney	Orkney Fishermen's Association	Vice Chairman
John Goodlad	Industry overview	Shetland	International Sustainability Unit	Executive Committee
Steve Mackinson	Science	Lowestoft	Cefas	Executive Committee
Alexa Dayton	Education	Maine, USA	Gulf of Maine Research Institute (GMRI)	Executive Committee
Sandy West	Offshore (over 15m) prawn and white fish	Peterhead, Scotland		Trustee
Peter Williams	Inshore (10m) multi-species netter	Emsworth, Hampshire		Trustee
Nick Prust	Scallop agent and quota manager (ex-fisherman)	Brixham, Devon		Trustee
Gary Hodgson	Processor	Bridlington, Yorkshire	Venture Seafoods	Trustee
Alex Philip	Beam trawler owner (ex-fisherman)	Brixham, Devon		Trustee
Michel Kaiser	Science	Bangor, Wales	Bangor University	Trustee
Jim Evans	Fishermen's representative (ex-fisherman)	Wales	Welsh Fishermen's Association	Trustee
James Stephen	33m white fish trawl (fisherman)	Peterhead		Trustee
Davey Hill	Seafood processor (ex-fisherman)	Kilkeel, Northern Ireland	Seasource	Trustee

Appendix II – Business Model

Key Partners <ul style="list-style-type: none"> • Fishing Sectors • Industry bodies • Governmental bodies and agencies • Fishermen’s organisations and associations • Retailers and suppliers • Academia • NGOs 	Key Activities <ul style="list-style-type: none"> • Communications and engagement • Training for sustainability • Fishermen-Science Interface Programme 	Value Proposition <ul style="list-style-type: none"> • Unique voice and platform for fishing industry • Neutral body capable of coordinating collaborative action • Building constituency of fishermen dedicated to sustainability • Fishermen leading sustainability debates • Better fisheries assessment and management • A more engaged fisheries sector • Better understanding of science and management 	Constituency Relationships <ul style="list-style-type: none"> • Directly builds trust between fishermen, scientists, managers and consumers • Co-design, co-management and co-production • Leveraging the experience and knowledge of fishermen 	Constituency Segments <ul style="list-style-type: none"> • Fishing sectors • Supply chain • Managers • Scientists • Policy-makers • Governments • NGO community • Wider communities
	Key Resources <ul style="list-style-type: none"> • Stakeholders • Trustees • Communications facilities • Premises and office supplies • Computers, phones, tablets and mobiles • Cameras • Home office resources 		Channels <ul style="list-style-type: none"> • Social media • Partnership-based projects • Collaborative actions • Websites • Conferences and networks 	
Cost Structure <ul style="list-style-type: none"> • Costs for Core Services and Project Management • Fixed daily rates for project development and proposals • Fixed costs for premises and overheads 			Revenue Streams <ul style="list-style-type: none"> • Philanthropic Foundations • EU Funding mechanisms • Industry bodies • Retail and supply chain • Academic funding instruments • Private contributions • Membership and donations 	

