



## **CORPORATE PLAN 2019—2022**

By Fishermen : For Fishermen

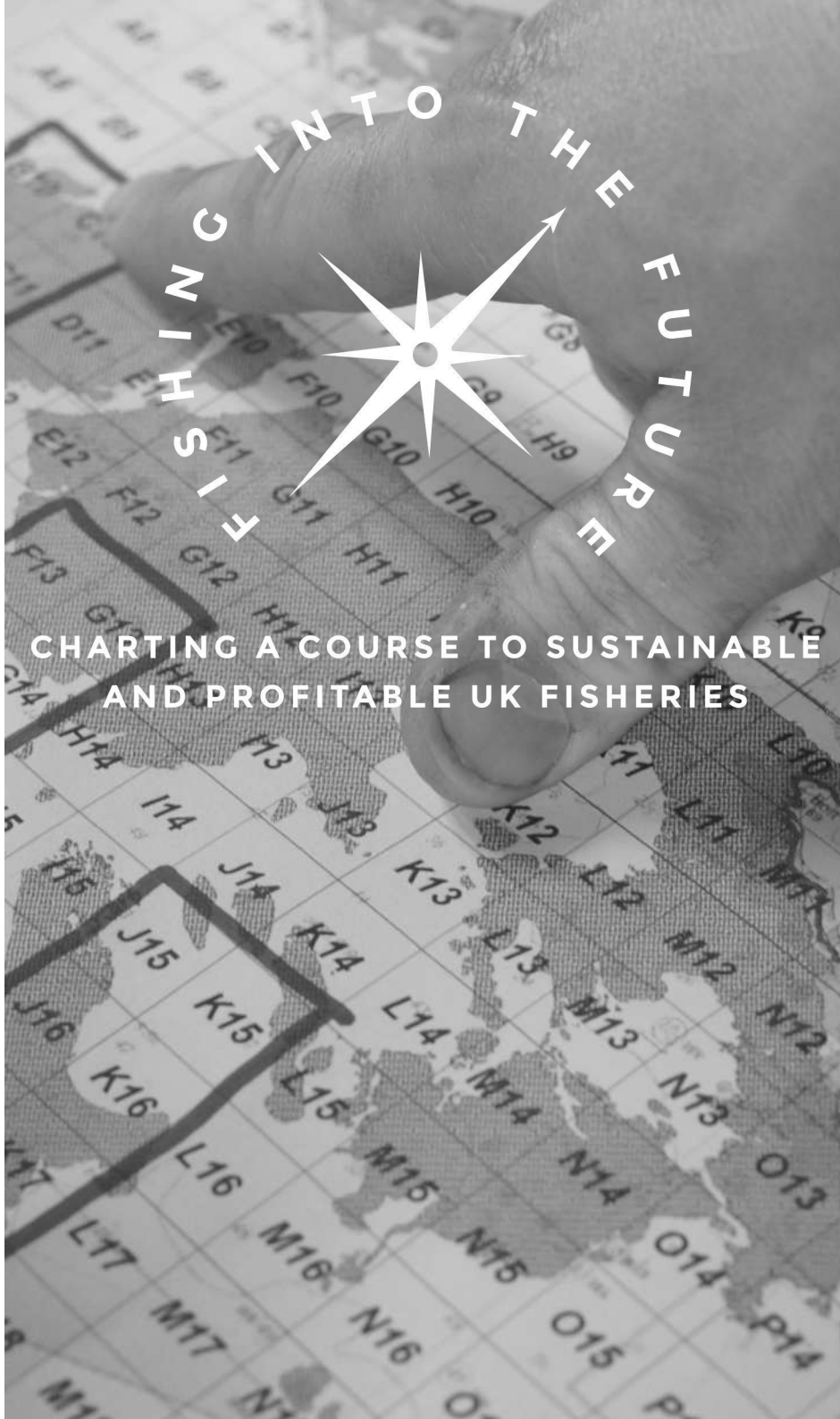






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# Welcome

**Sustainability, Innovation and Prosperity.** These three words are key to my hopes and ambitions for Fishing into the Future. As Chair of the charity I no longer see fishermen as the end of the line that need to be managed: I see them playing an integral role in being part of the management process.

The next three years are going to be uncertain but exciting times for the industry, I feel that FitF is uniquely placed to be able to provide the tools, connections and dialogue that will give fishermen the confidence and ability to become more involved in shaping the future of our seas.

In the past few years our direction has been very focused on providing training for fishermen to understand more about the science behind their industry, something which I feel very strongly about. Now that we have a working model in place for the future, I hope we will be able to expand these courses to a wider audience. Moving forward I see real potential in our ability to help improve data collection through the latest recognition software, to provide long-term data sets.

Bringing different sectors together is another of our strengths. We will help energize public interest and understanding of the fisheries sector by showing our past heritage and connecting them with our future ambitions, reinvigorating passion for our seafood and the security of its future.

Having a strong Executive Director and an ambitious and motivated group of trustees as part of FitF, I will be looking forward to moving these, and many more ideas forward over the coming years.

*Alan Steer—Chairman*

*Alan Steer—Chairman*



# About this Strategy

Fishing in the UK will enter a new era in 2019 when the UK leaves the EU. The fishing industry will continue—fish will be caught, landed, shipped, sold and eaten—but great change is afoot.

Whatever the outcome of leaving the EU, people will want to continue to enjoy eating seafood; our role is to ensure that this fish arrives on people's plates from fisheries that are well-managed and well-regarded.

We believe that fishermen must play a full role in their futures, ensuring the sustainability of both fish-stocks, fishing communities and the fishing industry at large. This strategy shows how and where we plan to take action to support this process, and provide fishermen with the knowledge, networks and capacity they need to realise their potential as professional stewards of the sea.

*Jim Masters—Executive Director*



**Alan Steer**  
Chairman  
Fisherman



**Sean Dennison**  
Vice Chairman  
Fisherman



**Alexa Dayton**  
Exec' Committee  
GMRI



**Hazel Curtis**  
Exec' Committee  
Seafish



**Steve Mackinson**  
Exec' Committee  
SPFA



**Peter Williams**  
Trustee  
Fisherman



**Gary Hodgson**  
Trustee  
Processor



**Mark Robertson**  
Trustee  
Fisherman



**Jimmy Buchan**  
Trustee  
Seafood Scotland



**Mike Warner**  
Trustee  
Writer/SAGB



**David Stevens**  
Trustee  
Fisherman



**Adrian Bartlett**  
Trustee  
SAGB/seafood-Demos





# About us

Fishing into the Future is a UK charity which was established in 2015 to 'Chart a course toward sustainable and prosperous UK fisheries'. We are built around fishermen who are sustainability pioneers, championing the importance of both the ocean ecosystem and the importance of thriving coastal communities based on fishing economies. We believe that a virtuous cycle can facilitate positive change, and see a direct link between Sustainability, Innovation and Prosperity.



We aim to demonstrate the inherent value of fishermen's knowledge, drawing on a world-class, cross-sector team of leaders to devise, plan and deliver our interventions. Our work programme will be funded by through focused campaigns, targeted projects and core-funding from organisations committed improving and supporting collaborations and building capacity to address significant issues in the marine environment. We are building a partnership-based business model where risk is shared, impacts amplified, and all players—including industry— contribute to a sustainable future.





**Our Vision** is for a progressive, modern industry that harnesses the potential of fishermen as central to long-term, sustainable and prosperous fisheries management.

## **We see an industry where:**

Yields from robust fish stocks are optimised: fishermen are at the heart of successful and sustainable stock management, they are valued as professional stewards of the sea; the work they do and the produce they secure is held in high esteem by society at large. They work closely with scientists and managers to inform management and policy.

The long-term health of the marine environment is in safer hands: a well-informed and engaged workforce operates within the limits of ecological sustainability and contributes positively to wider marine management and protection measures. Fishermen demand—and are rewarded for—reduced impacts on the wider environment.

All protein from the sea is sourced from sustainable fisheries: consumers have renewed confidence in seafood, fishermen are increasingly motivated and empowered to engage with their industry and community prosperity is supported by long-term fisheries management.

***So, how will we get there?***





# COLLABORATION

Insight | Dialogue | Democracy

Participation | Empowerment | Opportunity

Current trends in fisheries management favour a collaborative approach, based on dialogue, insight and evidence. We endorse co-management as a principle in fisheries management, where fishermen—their knowledge, participation and empowerment—are key assets in ensuring the long-term health of those fisheries and all this implies. For decision-making (policy-setting) to be participatory, it is essential that those participating are suitably informed. This leads to more democratic and acceptable outcomes for all.



Our analysis of current strategic documents has established some **common themes** for the UK fishing industry to address as it rises to meet the challenges and opportunities ahead. Our plans align with these.



These themes are shared across many current **industry strategies**, for example:

**SEAFOOD 2040**

**SEAFISH CORPORATE PLAN**

**AMBITION 2030**

**WALES SEAFOOD STRATEGY 2025**

**INSHORE FISHERIES (N.I.)**

**SCOTTISH INSHORE FISHERIES**

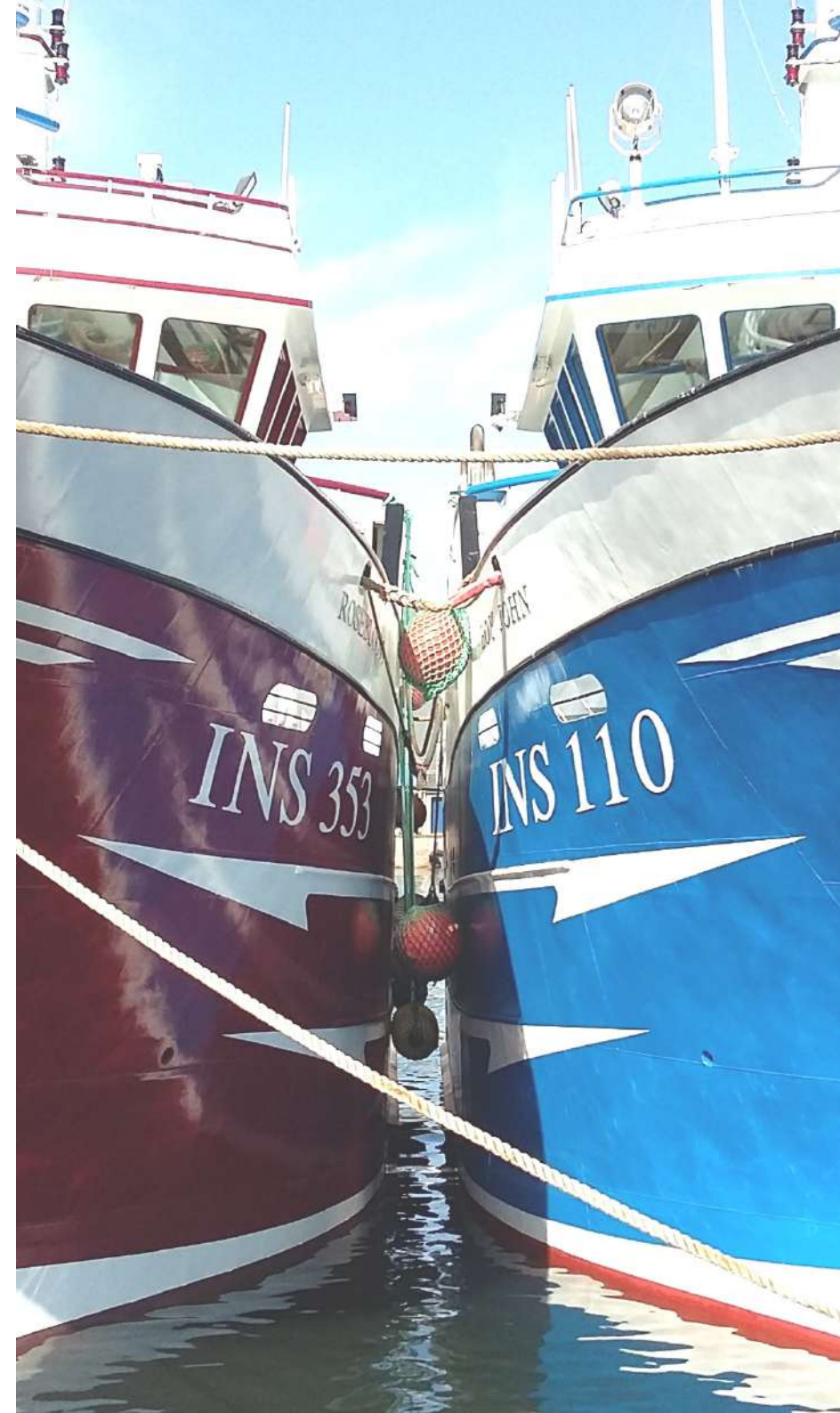


# Challenges ahead

Our **Operational Strategy** combines an assessment of the current drivers influencing UK fisheries, married to the long-term mission and objectives of our charity. Our work complements the efforts of many other organisations, with the thread of sustainability running through all that we do.

We have identified **three main challenges** to focus on over the next three years:

1. **People and Skills**
2. **Data Deficiency**
3. **Engagement and Insight**

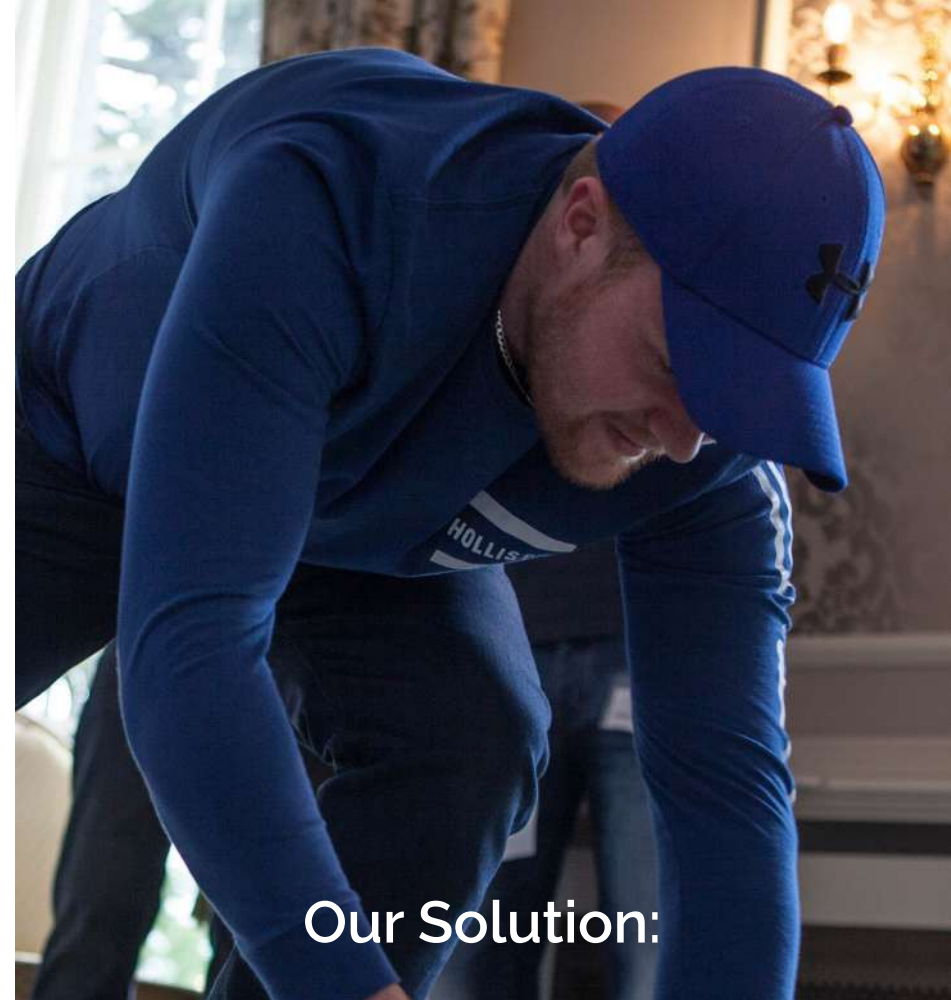


# CHALLENGE 1:

## People and Skills

Fishermen are asked to abide by—and contribute to—complex systems of assessment and management, but a lack of investment in fisheries education has left many fishermen without the tools they need to navigate modern fisheries science and management systems. This undermines progress toward sustainable fishing.

Fishermen, scientists and policy-makers also need a common understanding of the issues facing UK fisheries at this time of change and opportunity. Currently, fishermen—and fishing—are undervalued, with low expectations and little emphasis placed on the role of fishermen as stewards of the sea, or on fishing as a career option.



**Our Solution:**



**SUSTAINABLE FISHERIES**  
EDUCATION PROGRAMME







## SUSTAINABLE FISHERIES EDUCATION PROGRAMME

Our **Sustainable Fisheries Education Programme** (SFEP) will establish a creative and innovative education programme that empowers fishermen to navigate modern fisheries science and management. **Goals:** Broaden and deepen access to suitable resources, materials and knowledge exchange opportunities that support collaboration in fisheries science and management; Promote and support long-term prosperity, viability and succession in UK fisheries.

### Key Interventions:

- Finance, resource and deliver immersive training events through SFEP-UK, built on our twin curricula *The Business of Fishing* and *An Introduction to Sustainable Fishing*.
- Develop and deliver online learning resources for SFEP-Online
- Scope and test feasibility for a Fishing Ambassador's programme—aimed at improving the profile of fishing as a career option for school leavers.
- Work with Seafish and others to explore opportunities and potential benefits of delivering sustainability training in other settings—e.g. fisheries colleges for new entrants.
- Analyse training needs for fishermen and address barriers to participation in training opportunities.
- Maintain and enhance partnerships and relationships with all delivery agents and institutions, establishing MoUs as needed.



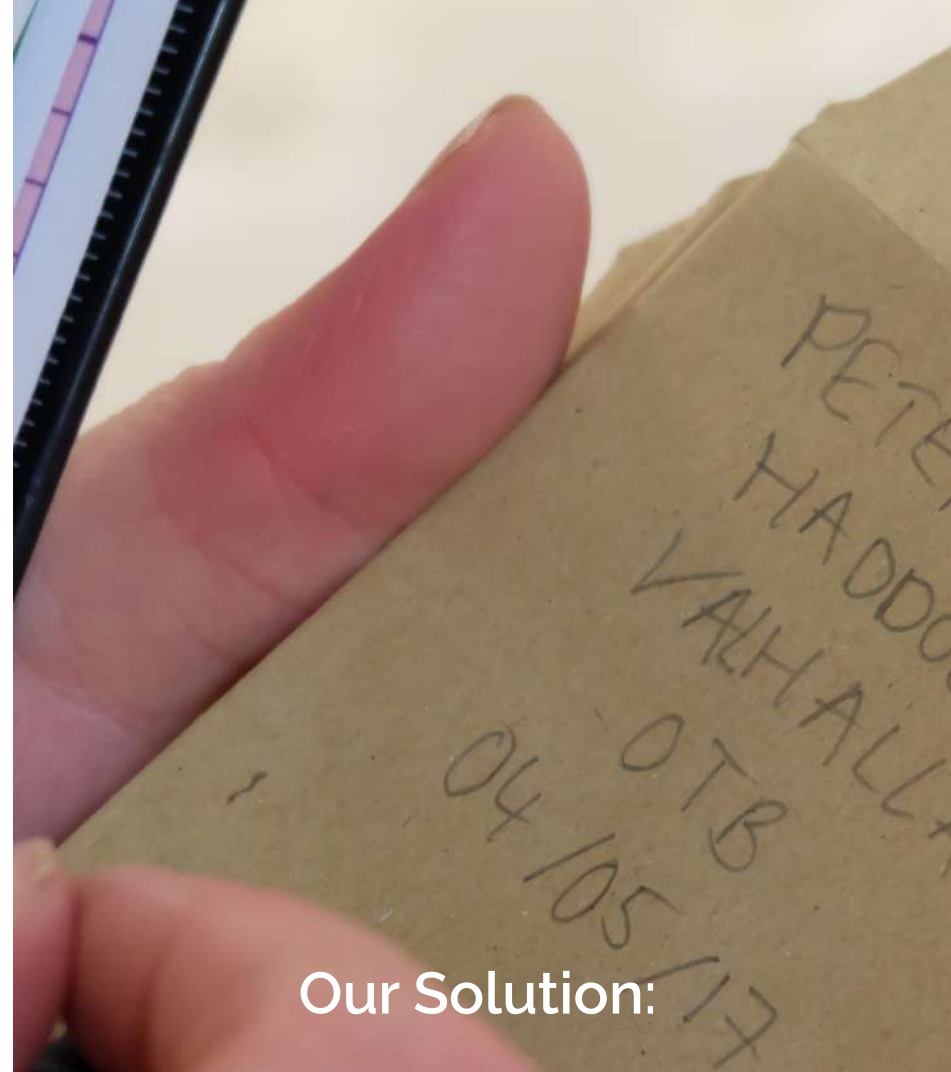
# CHALLENGE 2:

## Data Deficiency

The demand for data is going up; resources to undertake suitable research and monitoring are going down.

Fisheries management is compromised where overly-precautionary approaches to stock management take place due to data-deficiencies.

Fisheries management is improved when 'data supply chains' are complete, focused and end-user driven. Leaving the EU offers an opportunity to establish policies and practices that support industry-dependent and collaborative data collection, ensuring it fulfils its potential to accurately inform fisheries management and policy. It also allows a reassessment of how we maintain (or even increase) capacity to deliver sufficient research and assessment of our fisheries to meet the demands of regulators, the supply chain and consumers.



**Our Solution:**



**SCIENCE & DATA INTERFACE**





## SCIENCE & DATA INTERFACE

Our **Science & Data Interface** (SDI) looks to improve the conditions where industry-dependent information can accurately inform fisheries policy and management. **Goals:** Establish industry-dependent data within future UK & EU Data Collection Frameworks, and demonstrate the value and utility of collaborative science at different scales; Demonstrate where and how fishermen can contribute data through simplified data collection processes and the use of technology.

### Key Interventions

- Develop a 'Best Practice' platform, highlighting the value of Fisheries-Science Partnerships (FSP).
- Demonstrate the value and application of our Industry Science Data Collection Guidelines.
- Advocate for the development of an Industry-Science Framework as a core element of data collection responsibilities as a newly independent Coastal State.
- Build and signpost projects that demonstrate improvements, efficiencies and simplifications in data supply-chain operations, for example through the use of technology.
- Establish opportunities, deepen relationships and participate in key networks to inform and influence policy on data collection (e.g. the SSIG and IFCA TAG).

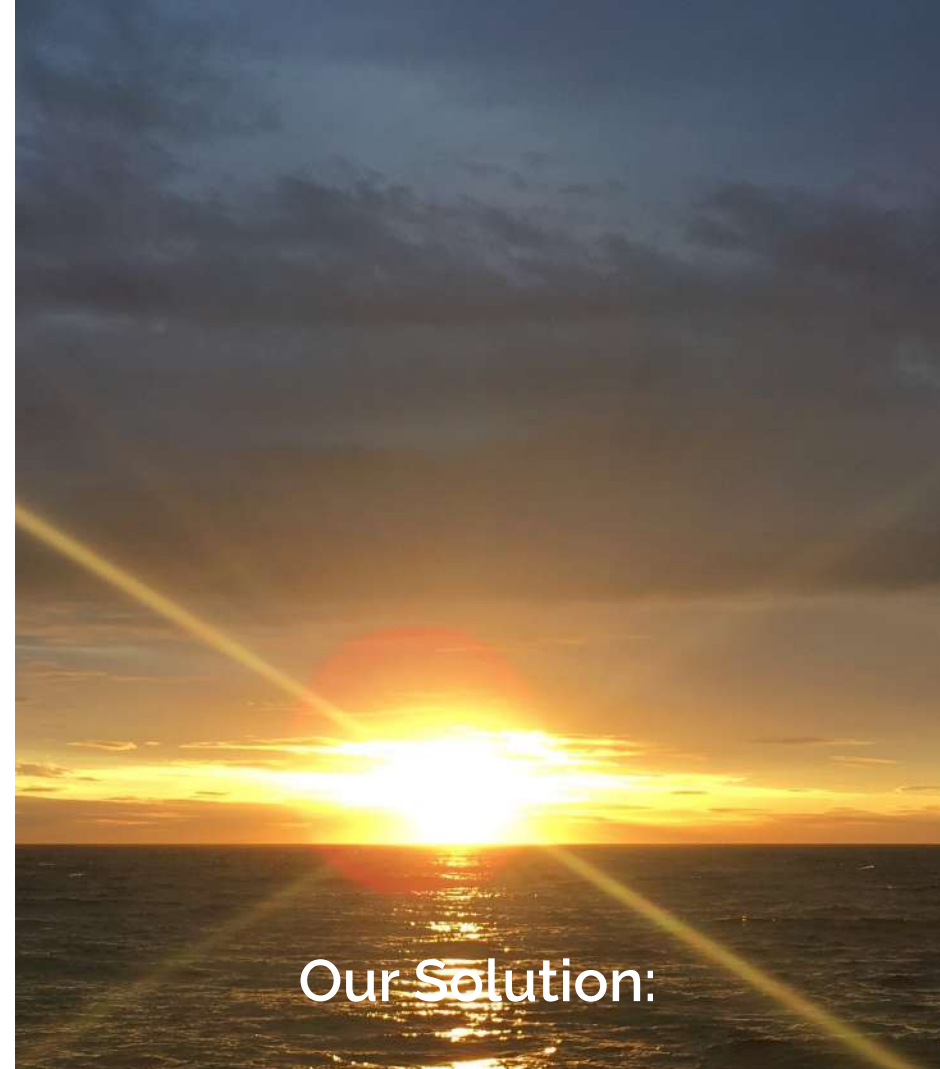


# CHALLENGE 3:

## Engagement and Insight

Fishing is a complex, unique industry with a workforce that operates individually, but that delivers collective benefits to society. Engaging with—and gaining insight from—consumers, the general public, the industry at large and its supply chain will help support long-term viability and prosperity across sectors.

Fishing is one of the oldest industries. As an island nation our heritage, culture and history are intimately connected to the fluctuating fortunes of our fisheries. Reconnecting with this heritage, demonstrating the value of fisheries and establishing new markets for UK-caught seafood will help to underpin the long-term sustainability, prosperity and viability of the UK fishing industry. Healthy Seas, Healthy Fish, Healthy You.



Our Solution:



CONSUMER OUTREACH







## CONSUMER OUTREACH

**Consumer Outreach** facilitates knowledge exchange that supports all our work. We look to engage and excite audiences on the subject of sustainable fishing, and provide a policy-neutral vehicle for gaining insight from voices across the supply chain. **Goals:** Raise awareness for the quality, variety and provenance of UK seafood, supporting sustainable sourcing and increased consumption within the UK. Support long-term prosperity, sustainability and succession within the UK fishing industry.

### Key Interventions

- Co-design and deliver innovative projects that: build business resilience; support sustainable practices; connect consumers and schools to sustainable seafood and fishing heritage; improve market access where possible.
- Capitalise on opportunities to work with and alongside others in promoting sustainable seafood in a variety of settings.
- Maintain a strong and proactive Social Media presence, supported by targeted news digests, high-quality multi-media content and effective online platforms.
- Offer a convening service to support fisheries science, management and supply chain processes.



# PROGRAMME SUMMARY

Objectives	SUPPORT SUSTAINABILITY   PROMOTE INNOVATION   BUILD PROSPERITY		
Themes	Collaboration & Engagement   People & Skills   Insight, Evidence & Data   Best Practice & Innovation		
Work Programme	Sustainable Fisheries Education Programme	Science and Data Interface	Consumer Outreach
Goals	<ul style="list-style-type: none"> <li>Establish a knowledge exchange programme that equips, empowers and enables fishermen to engage with fisheries science and management.</li> <li>Support long-term prosperity, sustainability and succession within the UK fishing industry.</li> </ul>	<ul style="list-style-type: none"> <li>Establish industry-dependent data within future UK &amp; EU Data Collection Frameworks</li> <li>Demonstrate the value and utility of collaborative science at different scales.</li> <li>Demonstrate the value of simplifying fishery-dependent data collection.</li> </ul>	<ul style="list-style-type: none"> <li>To raise awareness for the quality, variety and provenance of UK seafood, supporting sustainable sourcing and increased consumption within the UK.</li> <li>To support long-term prosperity, sustainability and succession within the UK fishing industry.</li> </ul>
Actions	<ul style="list-style-type: none"> <li>Invest in immersive training opportunities delivered through SFEP-UK</li> <li>Devise, develop and pilot SFEP-Online</li> <li>Explore the feasibility of enhancing support and services for school-leavers and new entrants to the fishing industry.</li> </ul>	<ul style="list-style-type: none"> <li>Create productive opportunities for stakeholders to engage with fisheries science and policy-making.</li> <li>Establish workable frameworks for the inclusion of industry-dependent data.</li> <li>Participate in case-studies which explore data collection and data-supply chain technology and innovations.</li> <li>Raise awareness for best practice in collaborative fisheries science.</li> </ul>	<ul style="list-style-type: none"> <li>Develop outreach projects engaging consumers in sustainable seafood.</li> <li>Signpost information and advice on best practice</li> <li>Deliver specific and targeted information campaigns to support engagement.</li> <li>Maintain a strong and pro-active social media presence.</li> <li>Offer a convening service to support all work streams.</li> </ul>



We were built as a partnership between three forward-thinking organisations:

- Seafish
- The International Sustainability Unit
- The Gulf of Maine Research Institute

With their support—and direct personal involvement from HRH the Prince of Wales—we have grown to become an influential and ambitious charity.

We are looking to build on the success of the last 3-year delivery cycle and hope to establish Fishing into the Future as a driving force for cultural change and improved fisheries practice over the next 3-5 years.

If you would like more information about us, please contact:

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