



# GREAT BRITISH SEAFOOD PORTAL



**A partnership of UK fisheries pioneers are building a unique platform for British-caught seafood: The ‘Great British Seafood’ Portal. We are spreading the word, looking to secure support from partners who share our vision for UK fisheries and to help bring this exciting programme to life.**

## What

We wish to create a visually striking, highly-accessible ‘shop-window’ for best practice in British caught seafood. The **Great British Seafood Portal** will present a vision of a rich, diverse and progressive industry committed to supplying responsibly-caught, sustainable, traceable and high-quality seafood from well-managed fisheries across all sectors, at all scales and from all parts of the UK.

It will harness the latest developments in web and app-design, providing clear “deck to plate” information pathways based on location, catch or boat size for consumers and others keen to find out more about British-caught seafood. It will demonstrate where and how the industry is delivering on its ambitions and potential, confidently communicating responsible fisheries as the beating heart of our coastal communities.

## Why

*“The impact of securing the reputation of the industry through propagating best practice is significant” (Seafood 2040).* There is a convergence of thinking in UK fisheries: establishing ‘best practice pathways’ is a fundamental cross-cutting theme. This project will showcase best-practice in a coherent and consistent way, allowing local, regional and national exemplars to shine.

It will bring together and make visible the efforts and investments made by all sectors of the fishing industry to deliver a world-class, rigorously scrutinized, science-based management system fit for the 21st century. It responds to the ambitions set out in the UK Fisheries Bill (2017-2019), seizing the opportunity for the UK to lead sustainable management of fisheries and set new global standards for best practice.

## Who

The project planning team would like the British seafood industry to own this platform from the outset: credible, true and committed voices from all sectors must shine through. We anticipate establishing a Project Steering Group of experienced advisors to co-create the Portal; the Portal will be independent and neutral in nature. The project will be supported and enabled by Fishing into the Future in the first instance, who will provide secretariat and capacity to get the ball rolling. The Steering Group will determine precise project management, coordination and hosting arrangements.



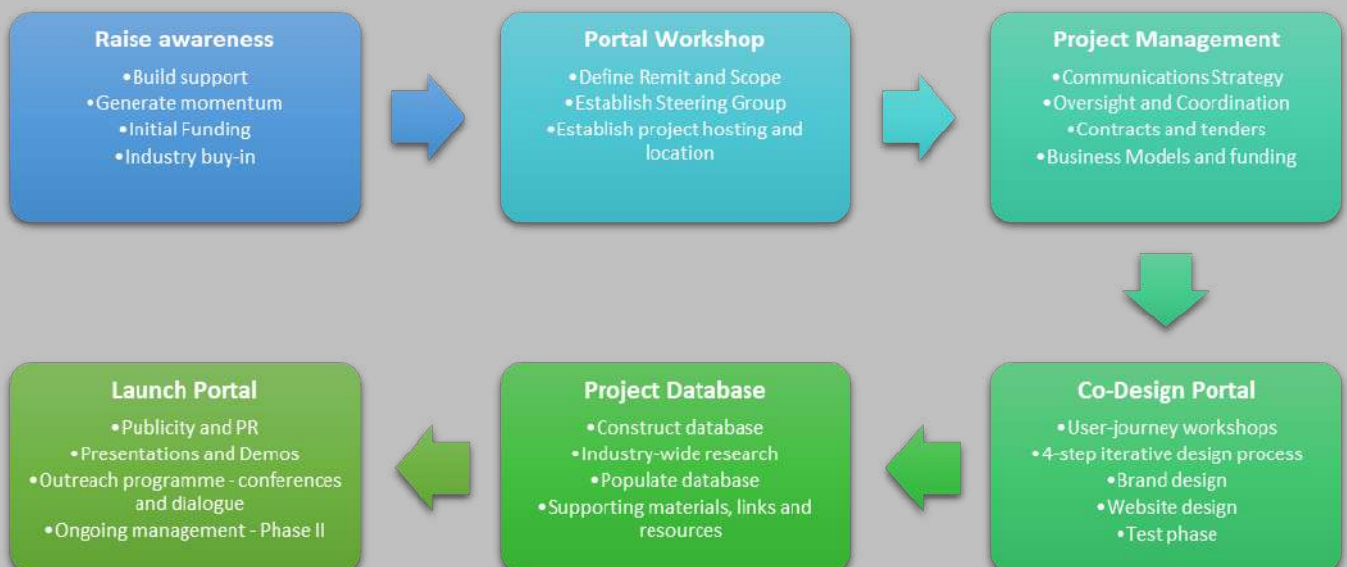
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## Benefits / outputs

We will build a **'One-Stop-Shop'** online map-based online platform to promote, celebrate and propagate best practice in British-caught seafood from 'deck to plate', starting in June 2019. The interactive and searchable map will be a central feature of the platform and will harness best practice in terms of both design and web-functionality. The *Great British Seafood Portal* will:

- Shine a light on positive and progressive change, helping to change hearts and minds in favour of seafood and the British fishing industry.
- Facilitate knowledge exchange within and between stakeholder groups.
- Encourage and support the adoption, propagation and innovation of best practices.
- Present a coherent, unified vision of British-caught seafood to its chosen audiences, supporting collaboration within the industry.
- Provide an opportunity to gain deep insight into UK fisheries by harvesting evidence that can be leveraged to improve governance and management in fisheries.
- Be delivered through a collaborative partnership of key influencers and highly-motivated participants, providing a unifying theme for all sectors of the industry.
- Contribute to the resilience and positive reputation of the UK fishing industry, driving up standards.
- Support the resilience of coastal communities by raising the profile of fishing as a viable, profitable, enjoyable and highly-regarded career option.
- Allow visitors to explore seafood in any given region of the UK, tailoring their searches to their own ends and allowing the user to explore information at different levels, filtering searches in terms of components such as : Fishery, Species, Certifications, FIPs, FSPs, POs, retail, chefs, etc.



## Business Model

We are in the process of securing funding to support the initial stages of this project. Our funding model relies on contributions from the Industry at large (catching sector, processing, supply-chain and retail) being matched against support from Foundations and other sources. Please contact us directly if you would like to get involved.