

HOLDERNESS COAST FLAG

HOLDERNESS COAST FISHERIES LOCAL ACTION GROUP NEWSLETTER NUMBER ONE

Welcome to the inaugural newsletter of the Holderness Coast Fisheries Local Action Group (FLAG). This is the first of a series of newsletters which will be circulated to a wide range of businesses, individuals and organisations having an interest in the future of our local fishing communities.

This issue looks at:

- 1 The recent announcement by the Marine Management Organisation to give FLAG status to the Holderness coast.
- 2 Proposals for marine planning.
- 3 The new innovation fund.
- 4 Project ideas request from the FLAG

Project Ideas Form

To assist in developing a comprehensive strategy for the Holderness Coast the FLAG are asking local businesses and organisations to complete a Project Ideas Form in order to capture what local people feel are the key issues and opportunities for our fisheries communities and what potential projects the FLAG could offer support to.

You will find the form at the back of this newsletter. Please complete the form and send it back to us, by email or to the address detailed, by the 10th February

Completing this form does not represent an application for funding but it will be kept on file until the Strategy is approved by the MMO and the FLAG is allocated a specific budget.

The FLAG and what it means

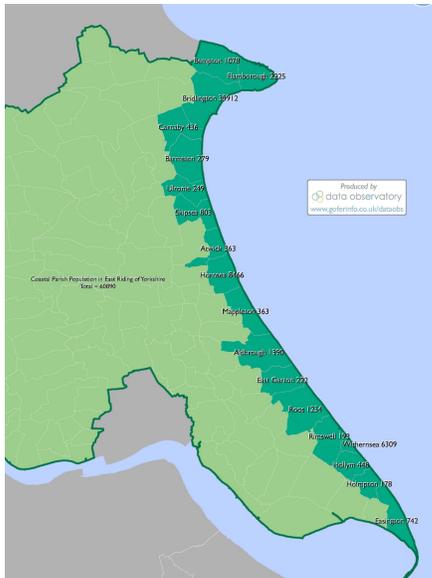
Amidst all the economic gloom, not to say anything of the bad weather which we have been experiencing on the east coast, it is welcome to be able to report some good news!

Following a bid to the Marine Management Organisation (MMO), we have now heard that the Fisheries Local Action Group (FLAG) for the Holderness coast (ie the East Riding of Yorkshire coast from Flamborough Head to Spurn) has been formally approved.

This means that this area will be able to access European funding to help sustain the local fishing industry and our fishing communities.

We will share around 4.6m Euros with five other areas around England's coast. The other areas chosen to become FLAG areas are Cornwall, North Devon, Cumbria, Hastings and North Norfolk.

The funding comes from the European Fisheries Fund (Axis 4) which is aimed at helping to sustain small fishing communities. Around Europe a total of 144 Fisheries Local Action Groups have been set up comprising representatives from the private sector (including the fishing industry), local community groups and public sector organisations. The purpose of these groups is to provide a catalyst and focus for actions to help both the local fishing industry and the communities where they are based.



Holderness Coast FLAG Area

A “shadow” FLAG has been meeting in the East Riding for some time to prepare and submit the bid for FLAG status. The membership of the group currently comprises representatives from the local fishing industry, representatives from the three local Renaissance Partnerships (Bridlington, Hornsea and Withernsea), community and voluntary sector organisations, the North East Sea Fisheries Committee, University of Hull and local Councils.

Over the next month or so we will need to formalise this Group, but if you are interested in assisting or would like more information please contact Ray Williamson at County Hall, Beverley on 01482 391613.

All of the FLAGs around Europe are required to prepare a local development strategy setting out the issues affecting their area and a programme to improve economic and social conditions.

In preparing the bid for the Holderness coast we set out three main themes:

- 1** Assisting the development and diversification of the local fishing industry by improving the quality and adding value to existing fish products, developing a local brand, improving marketing and assisting the development of secondary processing.
- 2** Developing the tourism potential of the fishing industry and communities by encouraging and facilitating the development of themed events and activities to promote locally caught seafood e.g. shellfish festivals, local retailing, interpretation, diversifying the tourism offer through business development including community enterprises), based on leisure angling, nature tourism, education etc.
- 3** Strengthening links between the fishing industry and their local communities by raising awareness of the economic and employment opportunities presented by marine related activities and encouraging active involvement e.g. through educational programmes, information and interpretation, business support and training and skills development.

We now have until the end of April 2011 to fully prepare a strategy and a business/implementation plan for the FLAG area and we need your help to identify potential projects which might be funded from Axis 4 of the European Fisheries Fund and in due course potentially receive grant assistance. As with all European funds, match funding is required, currently assumed to be 50% for Axis 4.

How much of the Axis 4 “pot” the Holderness coast receives will depend on the quality of the strategy and its programmes. We want the Strategy to be realistic and deliverable and we need your help to make it so. If you have a project which fits with the three themes above **please complete a Project Ideas Form** which is at the back of this newsletter.

The MMO has said that the group will also be encouraged to bid for further funding from EFF (under other Axes) which, in total, has around £38m to assist the fishing industry in England to adapt to changing needs.

Marine Planning

The MMO have also recently announced that the first area selected for Marine Planning is the east coast of England from Flamborough Head in the north to Felixstowe in the south. Marine Planning is a system that is intended to “manage and balance the competing uses of our seas”. Just as the planning system on land has provided the mechanism for integrating and balancing land uses, so the Marine Planning system is intended to set the direction for decision making in the local area that results in the most efficient and sustainable use of marine resources.

Marine plans will be used to inform the MMO’s Marine Licensing decisions helping, for example, to clarify to developers where they might best invest in new activities in the marine environment. A pre-application scheme for significant main projects will be available from April 2011.

The first area selected is referred to as the East Offshore and East Inshore areas and the planning of these areas will commence in April 2011. Prior to that, the MMO are keen to seek views and opinions on ways that people can be involved in the process of plan making.

In early January a workshop is planned to be held in Hull to discuss stakeholder arrangements for Marine Planning in more detail.



First Marine Planning Areas
(Marine Management Organisation Website)

If you are interested in being involved please visit planning@management.org.uk or phone the Marine Planning Team on (0191) 3762790. The FLAG have registered their interest and the group hopes to play an active part in the process of Marine Planning for the area.

Innovation Fund Launched

The MMO has also announced the launch of the £1m Innovation Fund using European Fisheries Fund money to support new ideas which could improve the way the ten metre fishing sector operates.

Up to 90% of funding will be provided for projects seeking to develop new, more sustainable ways of working which may help the long term future of the sector.

Projects must cost over £500 and need to fall into one of the following categories:

- **Collective actions.**
- **Protecting flora and fauna.**
- **Fishing ports, landing sites and shelters.**
- **New markets and promotions.**
- **Pilot projects.**



The MMO are particularly looking for ideas that help share experiences, improve safety, reduce the environmental impact of fishing, including discards, and increase catch quality and value. The key word is “innovation” and only those ideas that have not been tried in England before are likely to be successful.

The scheme was launched on 15 November 2010 and is open to applications until 31 March 2011.

Guidance notes and application forms are available from the MMO website and advice can be obtained from Richard Combe on 07966 764154 or 01875 616473.



Holderness Coast Fisheries Local Action Group

KNOWLEDGE AND PROJECT IDEAS FORM

This form is to assist in capturing potential project ideas and/or broader strategic approaches (not an application for funding) that could be supported by the Holderness Coast **Fisheries Local Action Group (FLAG)**.

It is intended to develop a FLAG strategy that will be based around the three themes detailed below, therefore your projects or strategic ideas should be aimed at supporting these themes. On the second page there is a section for describing what you feel are the main issues and opportunities facing the Holderness Coast Area, that are not explicit in the three themes that have already been established as part of the FLAG application, which has been agreed by the FLAG Funder, the Marine Management Organisation (MMO).

At this stage please keep any potential project and strategic ideas to a maximum of 200 words if possible. Firstly describe your project idea within the relevant Theme box and how your idea would support this objective. Then complete the details of your project and organisation on page 2.

Theme 1

Assisting the development and diversification of the local commercial fishing industry, by improving the quality and adding value to existing caught products, i.e. fish, Lobster, Crabs etc.

Theme 2

Developing the tourism potential of the fishing industry and communities by encouraging and facilitating the development of themed events and activities to promote locally caught seafood.

Theme 3

Strengthening links between the fishing industry and their local communities by raising local awareness of the economic and employment opportunities presented by marine related activities.

Please use this space to list/ describe what you feel are the main issues and opportunities facing the Holderness Coast Area:

Details of projects

1) Suggested Name of the Project:

2) Where will it take place:

3) Overall Aims of the Project – Please say what the project is aiming to achieve (two or three sentences):

4) Why is the Project needed?

5) Likely timescale of project - estimated start: _____ estimated completion: _____

6) Estimated project cost:

7) Potential match funding sources for your project:

Your Contact details

Name of Organisation:

Contact Name:

Address:

Telephone Number:

E-mail:

For advice when completing this form contact any of the people below

Felicity Clayton Tel: 01964 537389 E-mail: felicity.clayton@eastriding.gov.uk
Phill Milnes Tel: 01482 391709 E-mail: phil.milnes@eastriding.gov.uk
Ray Williamson Tel: 01482 391613 E-mail: ray.williamson@eastriding.gov.uk

Many thanks for completing this form and assisting us in the process of producing a comprehensive and effective strategy for the sustainable development of fisheries communities in the East Riding of Yorkshire. **Please return the completed form by 10th February, to:**

Unit 4, 140 The Newbegin Centre, Newbegin, Hornsea, HU18 1PB