

Seafish work programme update

Work programme name Seafish Wales	Work programme annual target for 2015-2016 Co-ordinate delivery of projects agreed by the Seafish Wales Advisory Committee (SWAC).
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Project <i>(include name and brief description)</i>	What we will achieve <i>(i.e. outputs, outcomes)</i>	Progress update April 2015 to December 2015	Overall RAG rating (green, amber or red)
<p>Facilitate Seafish Wales Advisory Committee (SWAC)</p> <p>This Committee will oversee and advise on the delivery of the Seafish Wales Regional Strategy.</p>	<ul style="list-style-type: none"> • Three SWAC meetings per year. • SWAC meeting agenda and minutes produced. Meeting minutes uploaded onto the Seafish Wales webpage. • 20 days set aside for opportunities identified and agreed by SWAC. 	<p>Delivered:</p> <ul style="list-style-type: none"> • SWAC meetings held 28/04/15 and 13/10/15. Meeting minutes uploaded onto Seafish Wales webpage. • Third SWAC meeting organised for 13/01/16, agenda sent out and uploaded on to Seafish Wales webpage prior to the meeting. • Seafish Wales Annual Plan 2016/2017 drafted and circulated to SWAC for comment prior to SWAC meeting 13/01/16. • A 'Quick Guide' to food standards at public events, specifically for commercial fishermen, published online June 2015 at request of SWAC. <p>On-going:</p> <ul style="list-style-type: none"> • Seafish Wales is working with Welsh Government (WG) to develop resources to facilitate growth of processing sector in Wales. • A letter from SWAC to the Food and Drink Wales Industry Board regarding the SWAC's possible role as a seafood sector sub-group is being drafted, for presentation to and approval by SWAC in January. 	<p>Green</p>

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<p>Wales Seafood Strategy (Market development support)</p> <p>Identify key growth and market opportunities for the Welsh seafood industry and develop a targeted action plan for their sustainable exploitation.</p>	<ul style="list-style-type: none"> • A Wales Seafood Strategy developed in close collaboration with Welsh seafood industry and the Welsh Administration - ensuring integration with existing policies and strategies. • The results of the work will be presented to the Seafish Wales Advisory Committee, Welsh Government Food Division and Marine and Fisheries Division. 	<p>On-going:</p> <ul style="list-style-type: none"> • Delivery of the ‘Understanding the seafood supply chain in Wales’ project has been slightly delayed from November to December due to primary research taking longer than expected. This project will improve understanding of the supply chain in Wales and collate comprehensive baseline industry data, in order to highlight opportunities for improving efficiency and supporting market development. • Key outputs will be presented to SWAC at the next meeting on 13/01/16 and published online later that month. 	
<p>Socio-economic value of Welsh seafood industry</p> <p>To provide evidence of the socio-economic importance of the Welsh seafood industry. This project will review and collate existing socio-economic data as well as collect new data where necessary, in order to provide a comprehensive socio-economic valuation of the Welsh industry.</p>	<ul style="list-style-type: none"> • A report presenting evidence of the socio-economic value of the Welsh seafood industry. • The results of the work will be presented to the Seafish Wales Advisory Committee, Welsh Government Food Division and Marine and Fisheries Division. 	<p>Delivered:</p> <ul style="list-style-type: none"> • A socio-economic impact assessment of cockle mortality in the Burry Inlet cockle fishery, South Wales was published online July 2015 and amended in September 2015. • A bespoke high-level economic analysis of the Welsh fishing fleet by Seafish Economics was presented to SWAC 13/10/15. <p>On-going:</p> <ul style="list-style-type: none"> • The current ‘Understanding the seafood supply chain in Wales’ project will collate socio-economic information about the onshore sector in Wales. • Outputs of the ‘Understanding the seafood supply chain in Wales’ project will also inform the Wales element of Seafish’s current ‘Analysis of the Economic Contribution and Value of the Major Aquaculture Sub-Sectors and Most Important Farmed Aquatic Species in England, Northern 	

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		<p>Ireland and Wales' project.</p> <ul style="list-style-type: none"> • A gap analysis of the socio-economic information available on the Welsh industry will be conducted on completion of the supply chain project to inform the development of future socio-economic data collection projects. This gap analysis will inform a series of small socio-economic projects commissioned 2016 to 2018 to fill data gaps and inform a comprehensive socio-economic appraisal of the industry. 	
<p>Facilitate seafood education and training initiatives through the Seafood Training Network for Wales</p> <p>This Seafish-led collaboration between the Seafood Training Academy, training providers, fish & shellfish employers, education partners and other interested parties in Wales aims to:</p> <ol style="list-style-type: none"> 1. Signpost training opportunities, 2. Encourage skills development and career progression, 3. Promote cooperation in seafood training, education and apprenticeships, 	<ul style="list-style-type: none"> • Regular engagement with fish and shellfish employers in Wales through the communication channels outlined in Communications / relationship and reputation management. • Easy-to-digest information about seafood training and development opportunities available in English and Welsh. • Facilitate seafood education initiatives through Seafood Training Network partners. • Seafish visual education resources (i.e. posters) tailored for Wales and made available in English and Welsh. 	<p>Delivered:</p> <ul style="list-style-type: none"> • Seafood Training Network Wales (STNW) Steering Group meetings facilitated 18/06/15 and 25/11/15. • STNW became a full Partner within the Seafood Training Academy July 2015. • A Continued Professional Development (CPD) event for catering lecturers at Coleg Llandrillo was delivered by the Seafood Training Network Wales June 2015. • Two FLAG-funded seafood education projects facilitated June and July 2015, supported by Seafish and the Seafood Training Network Wales. Press releases: http://www.seafish.org/about-seafish/news-and-events/news/welsh-fishing-communities-launch-project-to-teach-children-about-seafood http://www.seafish.org/about-seafish/news-and-events/news/the-next-generation-of-seafood-masterchefs • Apprenticeship funding for north Wales secured and available from end of October 2015. • Apprenticeship leaflets for fish frying, fish mongering and processing completed and sent for translation. Due to be 	

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<p>4. Provide a voice on training matters.</p>		<p>published January 2016.</p> <p>On-going:</p> <ul style="list-style-type: none"> • Four industry skills workshops organised for February 2016 in collaboration with the Welsh Seafood Cluster, covering seafood smoking and basic filleting and retail skills. • Two Apprenticeship workshops planned for March 2016 to support promotion of apprenticeships across Wales. • Case studies on seafood businesses in Wales that champion apprenticeships and skills development are in development to provide promotional material for the Seafood Training Network Wales, and to support the Welsh element of ‘The world is your oyster’ campaign. See Northern Ireland industry case studies for examples. • Regular Seafood Training Network Wales updates are provided via the Seafish Wales E-Update. • An educational ‘Sea-to-plate’ poster for key Welsh fisheries is in development and will be completed following delivery of final ‘Understanding the seafood supply chain’ project outputs. 	
<p>Communication/ relationship and reputation management</p> <p>To improve access to central Seafish services and resources and maintain good relationships between Seafish and the Welsh seafood industry. To enhance the</p>	<ul style="list-style-type: none"> • Regular meetings with key stakeholders. • Seafish workshops and surveys facilitated as appropriate. • Continued development of Welsh stakeholder mailing list. • A bimonthly Seafish Wales E-Update circulated to all Welsh 	<p>Delivered:</p> <ul style="list-style-type: none"> • Key meetings attended and Seafish updates / information presented where required. E.g. Wales Marine Fisheries Advisory Group meetings, Fisheries Management Board meetings, Inshore Fisheries Group meetings, Welsh Fisherman’s Association Board meeting, FLAG Conference. • Meetings between key Seafish staff and stakeholders in Wales facilitated, e.g. Aquaculture Manager and 	

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<p>reputation of the Welsh seafood industry.</p>	<p>stakeholders, providing information on Seafish work in Wales and central Seafish services/resources.</p> <ul style="list-style-type: none"> • A regularly updated Seafish Wales regional webpage, providing news on Seafish work in Wales. • Active Seafish Wales twitter account to engage with online Welsh stakeholders. • Six press articles about Seafish work in Wales or the Welsh seafood industry published per year. • Study trips to Welsh seafood businesses organised as required to promote understanding of the Welsh seafood industry amongst other sectors. 	<p>aquaculture industry, Technical Director and Welsh Government, Seafish Responsible Sourcing team, industry and Government stakeholders, Head of Regulation and landing obligation stakeholders.</p> <ul style="list-style-type: none"> • July, September and November editions of the Seafish Wales E-Update have been published online and circulated to Seafish Wales mailing list. • The Seafish Wales Regional webpages have undergone a refresh and new content has been uploaded. • Welsh Waters Scallop Strategy Steering Group meetings facilitated 18/05/15 and 19/11/15. <p>On-going:</p> <ul style="list-style-type: none"> • Development of stakeholder mailing list on-going. • Attendance at key meetings and regular meetings with key stakeholder's on-going. • Next E-Update due for release January 2016. 	
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