

The background of the entire page is a close-up photograph of various seashells. The shells are in shades of tan, brown, and cream, with some showing distinct ridges and patterns. In the center of the image, partially obscured by the text, is a small, reddish-brown fish with a prominent, large eye.

# Annual Plan

## 2016-2017

**SEAFISH**  
the authority on seafood





# Welcome from our Chief Executive

**In my new role as Chief Executive, it is with considerable pride that I introduce our Annual Plan for 2016-17. This document details the work we expect to deliver in year two of our 2015-18 Corporate Plan and is part of a suite of publications that outline not just our operational objectives, but our performance delivery.**

Our programme of work is shaped by our three industry-led Sector Panels and reflects the collective aspirations, opportunities and challenges of those stakeholders. By working with our Panels in this way, Seafish has been able to unite all sectors under one common agenda and so ensure our resources are concentrated on those opportunities that cut across all sectors and benefit the industry as a whole.

While our Plan is shaped by industry, it very much relies on the expertise and hard work of our 80-strong staff, who work in partnership with stakeholders on a range of projects all focussed on delivering our three high level objectives: to promote consumption, enhance reputation and inform decisions.

Our activities are overseen by our Board, which is responsible for ensuring the good governance of Seafish and for setting our strategic direction; the Board also provides challenge to the Executive, to drive performance and deliver on its corporate targets.

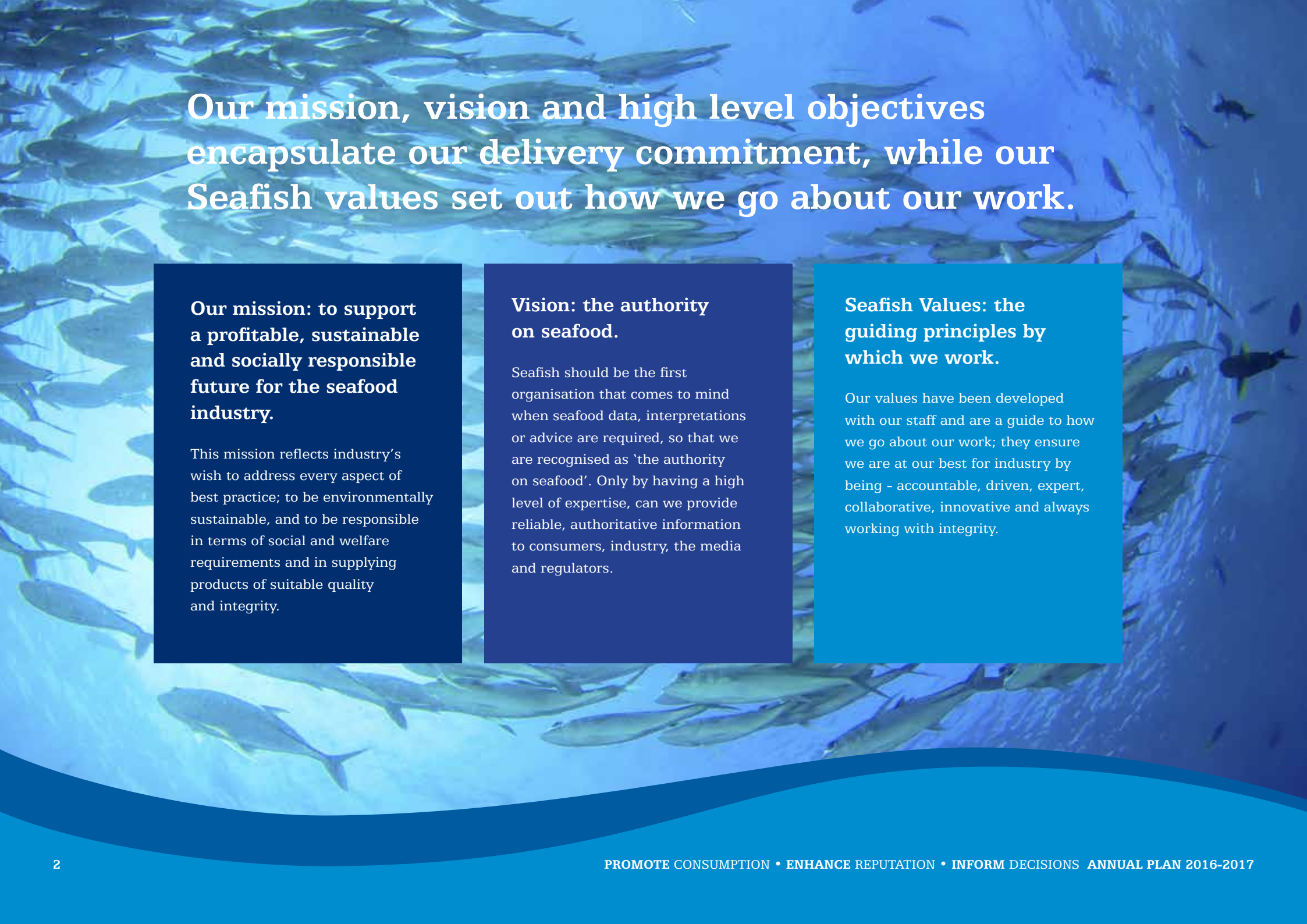
The budgets associated with our three-year programme of work are outlined on our website.



Marcus Coleman  
Chief Executive







# Our mission, vision and high level objectives encapsulate our delivery commitment, while our Seafish values set out how we go about our work.

## **Our mission: to support a profitable, sustainable and socially responsible future for the seafood industry.**

This mission reflects industry's wish to address every aspect of best practice; to be environmentally sustainable, and to be responsible in terms of social and welfare requirements and in supplying products of suitable quality and integrity.

## **Vision: the authority on seafood.**

Seafish should be the first organisation that comes to mind when seafood data, interpretations or advice are required, so that we are recognised as 'the authority on seafood'. Only by having a high level of expertise, can we provide reliable, authoritative information to consumers, industry, the media and regulators.

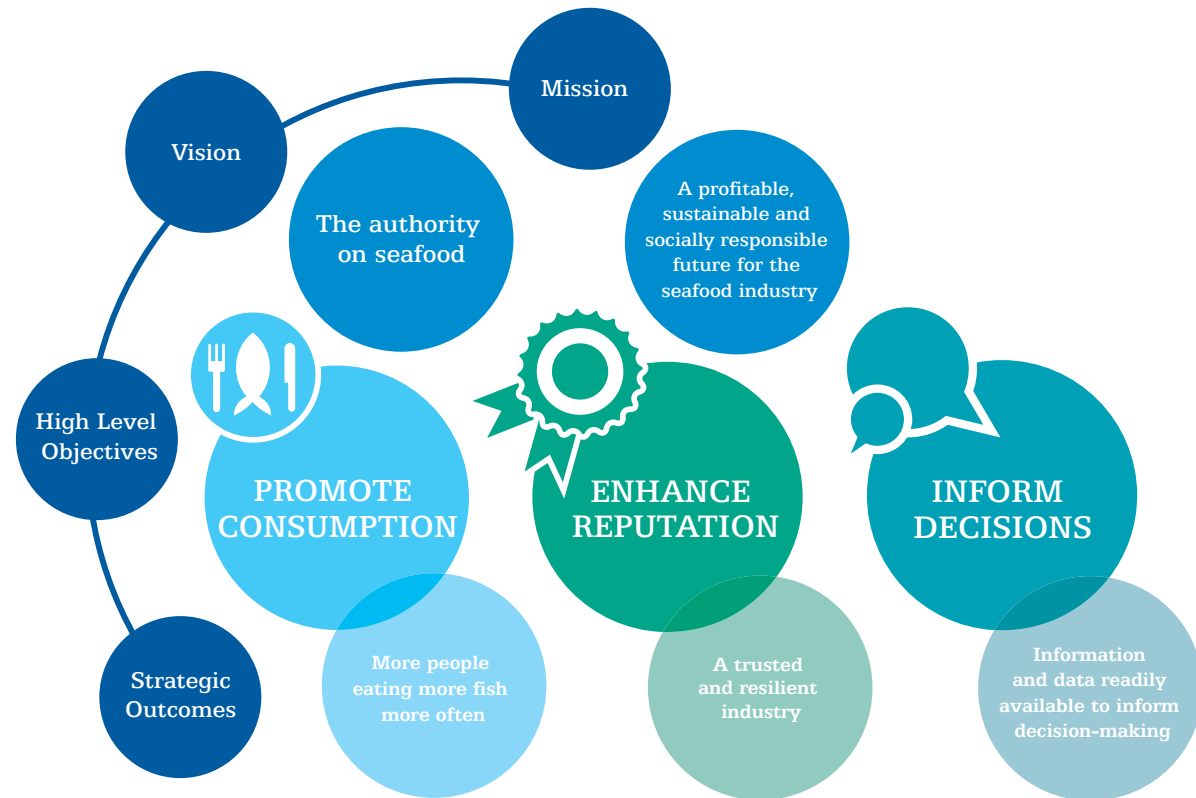
## **Seafish Values: the guiding principles by which we work.**

Our values have been developed with our staff and are a guide to how we go about our work; they ensure we are at our best for industry by being - accountable, driven, expert, collaborative, innovative and always working with integrity.

# High Level Objectives: promote consumption, enhance reputation, inform decisions.

## Operational Delivery

Our plan of work for 2016-17 sets out to deliver 'fewer, bigger, better'. Our three Sector Panels have prioritised key issues, identified areas of focus and allocated resources accordingly. Our work is allied to three High Level Objectives and is subject to regular review by the Sector Panels and Board.





## **Promote Consumption**

### **More people eating more fish more often**

A sustainable increase in the consumption of seafood is one of our primary concerns because without consumer demand, there would be no industry to support. Our work to get more people eating more fish more often is shared between our marketing and communications teams, with strong support from our international work programme, which helps exporters deliver their goods to market, and our regional teams, which help spread Seafish value across the UK.

Our promotional work brings together our marketing and PR activity, drawing on a range of tools to grow consumption across all audiences and all industry sectors:

- Our successful Fish is the Dish digital campaign will continue to build our social networks, growing the web audience for our key messages.
- We will expand our Fish and Chips campaign to target the wider foodservice market and further develop our national awards.
- We will target the trade press to build the profile of seafood and to ensure it is valued by retailers and foodservice.
- A full range of support materials will allow our industry partners to add volume to our consumer messages, culminating in a Seafood Week campaign.
- We will expand our acclaimed education programme, engaging schools and further education colleges.



## Enhance reputation A trusted and resilient industry

The UK seafood industry has a lot to be proud of and can rightly claim to be leading the world in developing innovative solutions to the challenges of sourcing and supplying seafood.

Our work to enhance reputation is twofold: to support our industry partners to make informed and responsible decisions; and to work with the media to help ensure the industry is better understood. In both strands of work, industry partnership is key.

Our technical teams are supporting that aim through a number of key work programmes including:

- Our revised Responsible Fishing Scheme (RFS) includes standards on social elements of fishing, including welfare and safety, allowing certified vessels to demonstrate their compliance with best practice and the seafood supply chain to demonstrate its commitment to the same.
- Our Safety and Training work programmes will continue to support workforce skills development and strive to improve safety in our most dangerous occupations.
- The Responsible Fishing Port Scheme aims to assure the UK seafood industry, key stakeholders and seafood supply chain that all certified or engaged ports within this programme are acting in a responsible manner, and will support and develop greater assurance and transparency within the seafood industry.

Our communications programme helps to ensure this good work is better understood by media and consumers:

- We will develop a range of innovative tools, helping to communicate the industry through film, infographics, reports, case studies and other web-based resources.
- Our proactive PR campaigns will focus on 'world-class' delivery within the seafood industry.
- We will actively monitor media coverage on the seafood industry and respond where necessary to protect our industry's interests.
- Our Advocacy programme will support our communications work, fostering a network of champions to promote the industry.





## Inform Decisions

### Information and data are readily available to inform decision-making

Accurate, timely data to inform decision making is the foundation of a successful industry and the basis of all our Seafish work.

As the authority on seafood, we pride ourselves on the quality of the data we provide and we will continue to work with all stakeholders to ensure they have access to the information they need.

An ambitious agenda of work includes:

- The Seafish Risk Assessment for Sourcing Seafood (RASS), which enables commercial buyers to make informed choices with regard to purchasing seafood. The RASS tool is our primary source of information relating to seafood sourcing and includes data on biological factors (stock status, management, bycatch and habitat impact). Over the course of the full Corporate Plan, RASS will be expanded to include aquaculture, social and welfare factors, as well as nutritional signposts and culinary information.
- Our Regulation team brings together industry and Government, helping inform the legislative process.
- Our Integrity programme will provide information and advice on issues relating to product integrity, social responsibility and animal welfare.
- We will continue to communicate key industry performance information and provide the economic analysis and advice relied upon by industry.
- Through our Horizon Scanning Programme we will seek to identify key areas of future activity and forward plan for longer term strategic thinking.





# Programmes and Projects

2016-2017



## PROGRAMME

### Promote Consumption: Seafish Campaigns

Our work to get 'more people eating more fish more often' will draw on a range of consumer led marketing initiatives targeting key audience segments.

#### WORK PROGRAMME OVERALL KPI

Campaigns demonstrate a positive impact on seafood consumption – reported annually.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- 10% growth in the Fish is the Dish digital audience.
- Consumer Campaigns show 10% uplift across all KPIs.
- Fish and chips work shows a 10% uplift in industry engagement.

## PROJECT

### FISH IS THE DISH – DIGITAL ENGAGEMENT

Engaging our online community of consumers.

### SUPERFISHOIL – HEALTH

Building on our award winning health focused consumer campaign.

### SEAFOOD WEEK

A national week of promotion and engagement around seafood in the UK.

### FISH AND CHIPS

Consumer and industry focused project promoting the UK's national dish.

## TARGETS 2016-2017

- Support to all Seafish consumer campaigns with increased audience for key messages.
- Conversational calendar in place with regular competitions and engagement tactics employed.
- 365 days a year engagement with consumers online.
- Recipes and additional content for key calendar events.
- Ongoing development for optimisation of consumer channels to improve Return On Investment.
- Research, implement and refine ongoing activation plan to pull consumers through to our channels.

- Platform consolidated for whole supply chain.
- Integrated campaign developed with a range of tactics to champion Omega-3 in target audiences.
- Increased participation from seafood businesses.
- Improved consumer reach.
- Improved Consumer awareness for Omega-3.

- Platform consolidated for whole supply chain to embrace, amplify and utilise.
- Integrated campaign delivered with a range of tactics to encourage consumers to eat more fish.
- 4 new major foodservice/hotel brands on board.
- Improved participation and activation from businesses.
- Improved consumer reach.

- National Fish & Chip Awards 2017.
- Nutritional project completed, scope out Phase 2.
- Support for National Fish & Chip Day.
- Investigate generic branding offer for fish and chips.



PROJECT	TARGETS 2016-2017
<b>INDUSTRY CAMPAIGN TOOLKITS</b> Enabling industry to get involved in the Seafish-driven consumer campaigns.	<ul style="list-style-type: none"> <li>• Delivery of digital campaign toolkits in support of Seafish campaigns, including:               <ul style="list-style-type: none"> <li>• Press release templates.</li> <li>• Digital marketing assets.</li> <li>• Background information and key messages.</li> <li>• Web resources.</li> </ul> </li> </ul>
<b>SEAFISH ASSET BANK</b> Our online resource that allows industry access to a range of digital assets.	<ul style="list-style-type: none"> <li>• Improved usage of Seafish digital asset bank.</li> <li>• Uploading of digital photography, documents, illustrations and video for use by industry.</li> </ul>
<b>CONSUMER INSIGHT</b> Utilising market insight to support industry campaigns.	<ul style="list-style-type: none"> <li>• Communications of up-to-date consumer insights to industry to increase understanding of current market opportunities.</li> <li>• Support to consumer insight publications, digital engagement and industry workshops.</li> </ul>



PROGRAMME
<b>Promote Consumption: Industry Support</b> Our industry support programme will add real weight to our consumer campaigns, enabling industry to deliver their own promotional work and leverage Seafish campaign spend.
<b>WORK PROGRAMME OVERALL KPI</b> Campaigns demonstrate a positive impact on seafood consumption – reported annually..
<b>WORK PROGRAMME ANNUAL TARGET FOR 2016-17</b> 10% uplift in: <ul style="list-style-type: none"> <li>• Toolkit downloads</li> <li>• Asset Bank usage</li> <li>• Consumer insight reach</li> </ul>







## PROGRAMME

### Export Support

Seafish promotes the UK industry and provides UK visitors with meeting facilities at selected international seafood exhibitions and events.

Seafish provides exporting companies with up-to-date market data through a library of 25 guides to the major export markets.

#### WORK PROGRAMME OVERALL KPI

Year-on-year improvement in stakeholder satisfaction from baseline established in year one survey.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- 10% year-on-year increase in downloads of export guides.
- Successful delivery of a programme of events at international seafood exhibitions as agreed with key seafood exporting companies.

## PROJECT

### BRITISH PAVILIONS

Book, design and plan Seafood from Britain pavilions at 2 international seafood expos. Provide space for individual companies on the pavilion (booked directly with stand management company).

### SEAFOOD FROM BRITAIN INFORMATION STANDS

Plan and manage UK information stands / meeting points at key international seafood exhibitions.

### SEAFOOD BUYER RECEPTIONS

Plan and manage receptions for seafood buyers and local administrators at 2 seafood shows per year.

### GLOBAL SEAFOOD EXPO, BRUSSELS

Plan and manage a Seafish stand at the Global Seafood Expo in Brussels.

### EXPORT GUIDES

Check and update where necessary the eight export guides that were originally commissioned in 2013.

## TARGETS 2016-2017

- Pavilions at 2 major seafood exhibitions – Japan Seafood Expo and China Fisheries.
- At least 10 UK companies participating on the pavilions.

- Attendance at minimum of 2 international seafood exhibitions.
- Stands to provide information and meeting facilities for UK companies attending.
- Resulting in increased awareness of UK exporters, species and responsible industry.

- 2 receptions per year including one in China.
- Networking events that will highlight the best of UK seafood.
- Increased awareness of variety and quality of UK seafood.

- Host a stand with meeting areas for UK stakeholders.
- Visible promotion of Seafish work through graphics and bespoke meetings on stand.

- Update 8 of the 25 guides ensuring they provide current market insight.
- Update provision of market insight.
- 10% year-on-year increase in downloads of the export guides.

PROJECT	TARGETS 2016-2017
<b>HUMBER SEAFOOD SUMMIT</b> Organise and deliver the annual event in Grimsby. This includes the marketing, speaker programme, venue and facilities. Offer assistance to side events around the Summit.	<ul style="list-style-type: none"> <li>• Event attended by 250 industry delegates.</li> <li>• Forum to disseminate information to the seafood industry.</li> </ul>
<b>SUPPLY CHAIN SUPPORT</b> Bespoke Importing and exporting opportunities for the English Seafood sector.	<ul style="list-style-type: none"> <li>• Two regions will be focussed on (SW England and Shetland) in which opportunities and developments will be identified to improve the supply chain efficiency and building the relationships between the import or exporting country and the English Seafood Sector. This programme will also include NASF.</li> </ul>
<b>REGIONAL EVENTS</b> Bespoke events to ensure stakeholders are aware of the services Seafish offer.	<ul style="list-style-type: none"> <li>• Two events will be held, which will be bespoke seminars and workshops. Events will include seafood, supply chain and funding opportunities.</li> </ul>
<b>FROZEN AT SEA</b>	<ul style="list-style-type: none"> <li>• Clearly illustrate the provenance of frozen at sea fish in the fish and chip sector by updating the FAS fact sheet.</li> </ul>
<b>SEAFOOD GRIMSBY &amp; HUMBER</b>	<ul style="list-style-type: none"> <li>• Work with the members of Seafood Grimsby &amp; Humber to develop a programme to maximise the impact of Seafish promotional work such as Fish is the Dish and Seafood Week in the region.</li> </ul>
<b>ACCOUNT SUPPORT</b>	<ul style="list-style-type: none"> <li>• Identify all relevant contacts in key accounts in England. Establish scheduled, regular connection to ensure the key accounts are aware of, and have access to, the work of Seafish.</li> </ul>

## PROGRAMME

### England Account Management

This programme's primary aim is to identify and engage key accounts in England, and work with organisations such as Frozen at Sea Fillets Association (FASFA) and Seafood Grimsby & Humber.

#### WORK PROGRAMME OVERALL KPI

Year-on-year increase in stakeholder satisfaction measured by annual survey.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

Annual Seafish survey shows that the Account Management role is of benefit to stakeholders by engaging on a one to one basis and providing a link to other Seafish work programmes.





## PROGRAMME

### Seafish Scotland

Working with all seafood species and throughout the supply chain to develop the competitive performance, quality practices and global reputation of a sustainable Scottish seafood industry.

#### WORK PROGRAMME OVERALL KPI

Year-on-year improvement in stakeholder satisfaction score from baseline survey.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- Stakeholder satisfaction with Seafish's delivery in Scotland measured by testimony and stakeholder survey (improvement from 2015/16 baseline).

## PROJECT

### REGIONAL DELIVERY

Ensure Scottish interests are represented and reflected in core Seafish work.

### NORTH EAST WHITE FISH FORUM

Promoting communication and co-operation between catching and processing sectors.

### SHETLAND SEAFOOD LIAISON

To provide support and maintain communication with the industry in Shetland.

### RELATIONSHIP MANAGEMENT

To improve access to central Seafish services for the Scottish seafood industry.

### SEAFOOD TRAINING NETWORK

Assist in the maintenance and growth of the Scottish training network.

## TARGETS 2016-2017

- 5 RFS Clinics held.
- 30 Scottish fisheries added to RASS.
- 2 Safety Roadshows held.
- 5 RFPS visits completed.
- 2 Learning Journeys delivered.
- 4 bespoke events held to disseminate Seafish outputs.
- Outreach to encourage Scottish industry participation in Seafish marketing and PR campaigns.

- Co-ordinate, facilitate and communicate regular forum events in partnership with Forum chairman.
- Produce an annual outlook statement.

- Meet and communicate with key Shetland industry stakeholders.
- Agree and deliver a work programme in partnership with Shetland industry stakeholders.

- Identify all relevant contacts in key accounts in Scotland. Establish scheduled, regular connection to ensure the key accounts are aware of, and have access to, the work of Seafish.

- Maintain and progress the Seafood Training Network in Scotland between key training providers and industry employers.



PROJECT	TARGETS 2016-2017	PROGRAMME
<b>FACILITATE SEAFISH WALES ADVISORY COMMITTEE (SWAC)</b>  This Committee oversees and advises on the delivery of the Seafish Wales Regional Strategy.	<ul style="list-style-type: none"> <li>• Three SWAC meetings per year.</li> <li>• SWAC meeting agenda and minutes produced.</li> </ul>	<b>Seafish Wales</b>  Guided by Seafish Wales Advisory Committee (SWAC), Seafish Wales delivers projects that will have a direct benefit to the Welsh seafood industry.
<b>PROJECTS ON BEHALF OF SEAFISH WALES ADVISORY COMMITTEE (SWAC)</b>	<ul style="list-style-type: none"> <li>• Manage delivery of projects approved by SWAC, in line with the Seafish Corporate Plan and Wales Regional Strategy.</li> <li>• 20 days set aside for other opportunities agreed by SWAC.</li> </ul>	<b>WORK PROGRAMME OVERALL KPI (FROM CP)</b>  Year-on-year improvement in stakeholder satisfaction score from baseline established in year one survey.
<b>FACILITATION, COMMUNICATIONS AND ADVICE</b>	<ul style="list-style-type: none"> <li>• Events, workshops, and activities facilitated as required. Focusing on education, training, Seafood Week, and data collection.</li> <li>• Wales E-Update (6), press releases (6), case studies (6), ongoing development of stakeholder database, Twitter and web.</li> <li>• Translation of key written material where required.</li> <li>• Seafish representation at Boards / Steering groups.</li> <li>• Responding to industry enquiries / providing advice.</li> </ul>	<b>WORK PROGRAMME ANNUAL TARGET FOR 2016-17</b>  Co-ordinate the delivery of the Seafish Wales Regional Strategy and facilitate an Advisory Committee of Wales Stakeholders.





## PROGRAMME

### Seafish South West England

Seafish South West England delivers projects that will have a direct benefit to the seafood industry in South West England, guided by the Seafish South West England Advisory Committee (SSWEAC).

#### WORK PROGRAMME OVERALL KPI

Year-on-year improvement in stakeholder satisfaction score from baseline established in year one survey.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

Co-ordinate the delivery of the Seafish South West England Regional Strategy and facilitate an Advisory Committee of SW Stakeholders.

## PROJECT

### SEAFISH SOUTH WEST ENGLAND

This Committee will oversee and advise on the delivery of the Seafish South West Regional Strategy.

### SEAFISH SOUTH WEST ENGLAND PROJECTS

Projects as directed by the Seafish South West England Advisory Committee.

### PROMOTING REGIONAL CONSUMPTION

Work with regional stakeholders to improve the profile of Seafood within the South West.

## TARGETS 2016-2017

- Two SSWEAC meetings per year.
- SSWEAC meeting agenda and minutes produced.

- Projects developed in conjunction with the SW advisory committee and in line with the Seafish Corporate plan focusing on strategic issues in the SW.
- Advice and support to the SW Seafood sector recorded through the Seafish enquiry log.
- 20 days set aside for opportunities, meetings and workshops as identified and agreed by SSWEAC.

- Provide support to regional seafood businesses assisting in promotion through PR and marketing initiatives such as FITD, Seafood Week, RFS, National Fish & Chip Awards and social media.
- Improve the profile of SW seafood through the development of educational material such as factsheets, guide to leaflets and recipe cards.

PROJECT	TARGETS 2016-2017	PROGRAMME
<b>SEAFISH NORTHERN IRELAND ADVISORY COMMITTEE (SNIAC)</b>  This Committee meets three times a year, overseeing and advising on the delivery of the Seafish Northern Ireland Regional Strategy.	<ul style="list-style-type: none"> <li>Facilitate 3 meetings per year and SNIAC events / workshops / projects as required (opportunities).</li> <li>Produce and circulate meeting papers and minutes.</li> </ul>	<b>Seafish Northern Ireland</b>  Seafish Northern Ireland co-ordinates the delivery of the Seafish Northern Ireland Regional Strategy to deliver projects that have a direct benefit to the Northern Irish seafood industry.
<b>PROJECTS ON BEHALF OF THE SEAFISH NORTHERN IRELAND ADVISORY COMMITTEE</b>	<ul style="list-style-type: none"> <li>Delivery of projects as defined by SNIAC and in line with the Seafish CP and NI Regional Strategy focusing on NI Seafood brand development, seafood promotion and environmental impacts.</li> <li>20 days set aside for opportunities, meetings and workshops as identified and agreed by SNIAC.</li> </ul>	<b>WORK PROGRAMME OVERALL KPI</b>  Year-on-year improvement in stakeholder satisfaction score from baseline established in year one survey.
<b>INDUSTRY RELATIONS, COMMUNICATIONS AND ADVICE</b>	<ul style="list-style-type: none"> <li>Irish Skipper articles (12), media stories on website (6); NI newsletter (12) and ongoing development of NI database, Twitter and web.</li> <li>Representation at Boards and Steering groups.</li> <li>Responding to industry enquiries/ providing advice.</li> </ul>	<b>WORK PROGRAMME ANNUAL TARGET FOR 2016-17</b>  Co-ordinate the delivery of the Seafish Northern Ireland Regional Strategy and facilitate an Advisory Committee of Northern Ireland Stakeholders.







## PROGRAMME

### Enhance Reputation - Seafish Campaigns

Supporting key messages to enhance the reputation of the seafood industry.

#### WORK PROGRAMME OVERALL KPI

**85%** positive / balanced media coverage towards industry.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- Quarterly media measurement against KPI split by campaign and project.
- Delivery of Skills Development/ Education initiatives into a consolidated and measurable project.

## PROJECT

### EXPERT INSIGHTS

Communications uplift given to a range of Seafish 'Expert Insight' projects and initiatives.

### CONSUMER CAMPAIGN

Communications uplift given to the Seafish consumer focused campaigns.

### SKILLS DEVELOPMENT

Initiatives designed to educate and upskill the next generation, and promote the value of seafood.

### RESPONSIBLE SEAFOOD

Communications uplift given to the Seafish 'Responsible Seafood' projects and initiatives.

## TARGETS 2016-2017

- Measured media and promotional support given to the following areas of Seafish Insights work that could include:
  - Landings obligation.
  - Regulation.
  - Quay Issues.
  - Horizon Scanning.
  - Market Insight.
- Measured media and promotional support given to the following areas of Seafish consumer work:
  - Seafood Week.
  - National Fish & Chip Awards.
  - Fish and Chips – nutrition.
  - Superfishoil (Omega-3 / Health).
- Delivery of the following projects with measured media coverage:
  - Billingsgate Seafish School.
  - Seafood in the school curriculum.
  - Young Seafood Chef of the Year.
  - Seafood Restaurant of the Year.
  - Seafish Ambassadors Program.
  - Recruitment – The World Is Your Oyster.
- Measured media and promotional support given to the following areas of Seafish Responsible Seafood work, that could include:
  - Responsible Fishing Scheme.
  - Science Advisory Group.
  - RASS.

PROJECT	TARGETS 2016-2017
<b>STAKEHOLDER ENGAGEMENT</b> Enhancing engagement between Seafish and its key customer base.	<ul style="list-style-type: none"> <li>• Two meetings per year of a Promote Consumption and Enhance Reputation group of experts.</li> <li>• Annual stakeholder survey undertaken with action points built into future annual plans.</li> <li>• Support to regional events programme.</li> <li>• Delivery of UK seafood networking events.</li> </ul>
<b>SEAFISH INFORMATION</b> Ensuring the delivery of traditional and digital information assets for industry in support of the corporate plan objectives.	<ul style="list-style-type: none"> <li>• Restructured website with easier navigation.</li> <li>• Monthly Seafish e-newsletter as part of a wider suite of e-bulletins.</li> <li>• Seafish media e-Academy.</li> <li>• Seafish publications and design.</li> <li>• Fewer, Bigger, Better – bringing the annual plan promise to life.</li> <li>• Improving online engagement value through our social media channels.</li> </ul>
<b>MEDIA RESPONSE</b> Ongoing media management on behalf of the UK seafood industry.	<ul style="list-style-type: none"> <li>• Ongoing liaison with the media on key industry issues.</li> <li>• Co-ordinated responses and insight delivered on behalf of industry.</li> <li>• Media measurement delivered on proactive v reactive activity.</li> </ul>



## PROGRAMME

### Enhance Reputation - Industry Support

This programme aims to secure improved resources for industry and greater understanding of the work of Seafish by stakeholders.

#### WORK PROGRAMME OVERALL KPI

**85%** positive / balanced media coverage towards industry.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- 4 meetings of industry support groups undertaken with feedback built into projects.
- Restructured Seafish website.
- Improved communication with stakeholders measured by stakeholder survey.
- 4 industry events positively received and well-attended.





## PROGRAMME

### Responsible Fishing Scheme (RFS)

The updated RFS scheme provides the onshore supply chain with the ability to make informed decisions in respect to their responsible sourcing strategies.

#### WORK PROGRAMME OVERALL KPI

# 1,000

vessels certified to the scheme by end-March 2018.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- 400 vessels certified to the new standard.
- Additional 200 vessels in application.

## PROJECT

### RFS MANAGEMENT

Comprehensive engagement with the UK fleet, oversight of Certification Body and establishment of scheme performance indicators. Roll-out of the Skipper Support course and widespread industry understanding of the benefits of RFS across all UK sectors.

### RFS DEVELOPMENT & OUTREACH

Widespread endorsement of the RFS by the UK supply chain, relevant foreign catching sectors and relevant industry decision makers realised. Engagement with several International Fleets underway with the first foreign vessels certified.

### RFS IMPROVER PROGRAMME

Availability of a guidance framework to support fisheries in developing countries in addressing key safety and ethical issues, allied to the main RFS programme.

## TARGETS 2016-2017

- 400 vessels certified to the new scheme standard.
- Recommendation and support of RFS to members of all key PO's, Associations and Cooperatives across the UK.
- Skipper support courses rolled out via ATP's throughout UK.
- Monitoring and evaluation of the scheme implemented and baseline established.
- \* Options to access EMFF support for RFS audit costs explored.

- Collaboration with 2 independent standards and featured within the sourcing policies of 10 retailers, major processors or foodservice companies.
- Accreditation of the RFS Certification Body to ISO17065.
- Chain of Custody standard launched.
- International roll-out of the RFS underway.

- 2 RFS VIP pilots identified and established.
- Guidance Framework for the RFS VIP programme further developed for wider adoption, incorporating feedback from the initial pilots.



PROJECT	TARGETS 2016-2017	PROGRAMME
<p>The Advocacy programme is built around the outputs of our workstreams and Head of Advocacy works directly with Teams to support delivery of their objectives and outcomes. Key projects are identified and specific plans are developed to ensure maximum stakeholder engagement. Regular contact is maintained with the relevant project teams, and plans are fine-tuned to meet the developing needs of the project. RFS, RASS, FITD and the Issues Groups are current key tools in this process.</p>	<p>The Head of Advocacy has a dual role as RFS and RASS Ambassador, and provides maximum opportunities for stakeholder engagement and advocacy on a global scale.</p> <p>Advocacy is undertaken at meetings, events, conferences and seminars and through individual face-to-face meetings with key stakeholders, including Government.</p> <p>Advocacy is fundamental to the delivery of the Seafish Corporate Plan 2015-18, directly and indirectly contributing to the delivery of our mission, vision, objectives and outcomes. At a workstream level, time is allocated to specific projects within programmes as follows:</p> <ul style="list-style-type: none"> <li>• Responsible Sourcing / RFS: 20%.</li> <li>• Responsible Sourcing / RASS: 20%.</li> <li>• Insight / Issues Groups: 20%.</li> <li>• Enhance Reputation / Seafish Campaigns: 10%.</li> <li>• Enhance Reputation / Industry Support: 10%.</li> <li>• Promote Consumption / Seafish Campaigns: 10%.</li> <li>• Promote Consumption / Industry Support: 10%.</li> </ul>	<h2>Advocacy</h2> <p>Our Advocacy programme supports our communications work and fosters a network of champions to promote the industry. We identify key projects and specific plans to ensure maximum stakeholder engagement.</p> <p><b>WORK PROGRAMME OVERALL KPI</b></p> <p>Year-on-year improvement in stakeholder satisfaction score from baseline established in year one survey.</p> <p><b>WORK PROGRAMME ANNUAL TARGET FOR 2016-17</b></p> <ul style="list-style-type: none"> <li>• RFS - four retailers and two foodservice companies publicly committed, two standard holders publicly endorsing.</li> <li>• RASS - two retailers and one foodservice company publicly committed.</li> <li>• Issues Groups - 15 new members and Ethics CLG promotion at three international events.</li> </ul>





## PROGRAMME

### Fishing Safety

This work programme aims to raise safety awareness and promote safer working practices in the most dangerous part of the seafood industry in pursuit of our goal of a year in which no fishermen die.

#### WORK PROGRAMME OVERALL KPI

Zero deaths attributed to poor working practices over a 12 month period.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- Delivery of six safety roadshows.
- Disseminate advice to industry on suitable MOB recovery equipment.
- Contribute effectively to the work of the FISG.
- Respond promptly to recommendations made by the MAIB.

## PROJECT

### SAFETY ROADSHOWS

In collaboration with colleagues, and in conjunction with Fishing Industry Safety Group (FISG) partners, plan, organise and deliver six fishing safety events at locations around the UK.

### MOB RECOVERY

Conduct research into the manoverboard (MOB) recovery systems suitable for use on fishing vessels and promulgate advice on their use to the fishing industry.

### FISG

Attend meetings of the Fishing Industry Safety Group (FISG) and contribute effectively to its work.

### MAIB

Contribute to Marine Accident Investigation Branch (MAIB) accident investigations (as required) and respond promptly to any recommendations arising.

## TARGETS 2016-2017

- Deliver six safety roadshows with 300 fishermen attending.
- Communicate key safety messages to fishermen in order to achieve changes in behaviour and adoption of safer working practices.
- Prepare 5 factsheets on fishing safety elements for Seafish e-Textbook.
- Commission research and publish information on MOB recovery systems on the Seafish web-site, promulgate to industry and supply Training Providers with appropriate equipment for demonstration to fishermen attending training.
- Raise industry awareness of, and familiarity with using, MOB recovery equipment in order to reduce the number of fatalities resulting from fishermen falling overboard whilst working at sea.
- Attend two meetings of the FISG Executive Board and meetings of FISG Sub-Groups as appropriate.
- Support/lead one new FISG safety initiative in order to address a particular aspect of concern for fishing safety.
- Provide input to MAIB accident investigations as required (estimated four).
- Ensure prompt and effective Seafish response to any recommendations made in order to prevent the same type of accident from recurring.

PROJECT	TARGETS 2016-2017
<b>ONSHORE TRAINING ADMINISTRATION</b>  Support and develop the network of trainers delivering seafood training programmes to ensure ready access for industry to relevant and cost-effective training.	<ul style="list-style-type: none"> <li>• 1,000 Seafish certificates awarded.</li> <li>• 5 new trainers approved.</li> <li>• 2 existing training programmes revised and updated.</li> <li>• Support trainers undertaking continuous professional development (CPD).</li> <li>• Maintain CIEH and REHIS accreditation.</li> <li>• Develop and implement a 'response' policy for enquiries that includes satisfaction metrics.</li> </ul>
<b>SEAFOOD TRAINING ACADEMY</b>  Support and develop the Seafood Training Academy, working with partners to provide employers and employees with access to information on fish and shellfish operations, training and qualifications.	<ul style="list-style-type: none"> <li>• Launch a new website for the Seafood Training Academy and achieve a 25% growth in traffic.</li> <li>• 1 new Seafood Training Network developed for England.</li> <li>• 3 existing Seafood Training Networks supported.</li> <li>• 1 new training centre approved.</li> <li>• Support Partner CPD activities.</li> <li>• Produce a prospectus of seafood training opportunities for businesses in the UK.</li> <li>• Prepare 10 factsheets on seafood training elements for Seafish e-Textbook.</li> </ul>
<b>FISH AND SHELLFISH APPRENTICESHIPS</b>  Support the promotion and take up of fish and shellfish apprenticeships and related programmes.	<ul style="list-style-type: none"> <li>• Support recognised providers with CPD activities.</li> <li>• Support and participate in 3 employer workshops.</li> <li>• Actively promote fish and shellfish apprenticeships to achieve a 10% increase in take-up.</li> <li>• Support employers to develop fish and shellfish trailblazer(s).</li> <li>• Support pilots of fish and shellfish traineeships.</li> </ul>

## PROGRAMME

### Onshore Training

This work programme aims to provide onshore employers and workers with information, advice and guidance on training opportunities.

#### WORK PROGRAMME OVERALL KPI

3,000 trainees taking up our training programmes during 2015 to 2018.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

Delivery of 1,000 Seafish approved awards.







## PROGRAMME

### Fishermen's Training

Our programme of Fishermen's Training aims to go beyond our statutory function of encouraging all fishermen to complete Seafish basic training by providing them with ready access to the skills and knowledge they need to work safely.

#### WORK PROGRAMME OVERALL KPI

Provide 24,000 training places on mandatory and voluntary courses for fishermen.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- 8,000 training places provided to fishermen.
- £1m of external funding secured to subsidise the cost of voluntary training to fishermen.

## PROJECT

### FISHERMEN'S TRAINING DEVELOPMENT

Develop new and existing courses and learning materials for fishermen in response to identified industry needs.

### FISHERMEN'S TRAINING DELIVERY

Ensure the availability and effective delivery of Seafish's fishermen's training courses throughout the UK.

### FISHERMEN'S TRAINING ADMINISTRATION

Provide effective administrative support to training providers, maintain accurate records of fishermen's training and provide information, advice and guidance to stakeholders.

### QUALITY ASSURANCE

Audit all Seafish Approved Training Providers (ATPs) against our quality standards and arrange expert observations of Seafish Approved Instructors.

## TARGETS 2016-2017

- Develop a Sea Fishing Trailblazer Apprenticeship for delivery in England.
- Review and update our three-week Introduction to Commercial Fishing course for new entrants and re-launch it for delivery from October.

- Seek, secure and administer £1m of external funding to subsidise the cost to fishermen of undertaking additional voluntary training.
- Deliver 8,000 training places for fishermen.

- 10,000 training records entered/updated.
- Produce a detailed and costed plan for fully upgrading our database of training records.
- Log 500 enquiries from fishermen, training providers, regulators and other stakeholders relating to fishermen's training and certification.

- Implement a new programme of technical audits for Seafish Approved Instructors to ensure their effective performance - observe 12 instructors.
- Audit ten Seafish ATPs to ensure compliance with Quality Assurance standards.

PROJECT	TARGETS 2016-2017
<b>PRODUCT INTEGRITY</b> To provide information and guidance on product related issues in the supply chain (e.g. adulteration, substitution, mislabelling).	<ul style="list-style-type: none"> <li>• Prepare 5 factsheets on product integrity elements for Seafish e-Textbook.</li> <li>• Product webpages updated.</li> <li>• Working with stakeholders on integrity issues and standardising practice.</li> </ul>
<b>SOCIAL RESPONSIBILITY (ETHICS)</b> To provide information and guidance on ethical issues in the supply chain. This will also provide input to RASS and RFS (within Responsible Sourcing).	<ul style="list-style-type: none"> <li>• Produce or support the development of a guide to ethical sourcing 'tools' for use in the supply chain.</li> <li>• Continue Seafish role to engage stakeholders, raise awareness of issues and disseminate information.</li> <li>• Prepare 3 factsheets on social responsibility in seafood elements for Seafish e-Textbook.</li> <li>• Maintain ethics webpages ensuring information is up to date.</li> </ul>
<b>ANIMAL WELFARE</b> To provide information and guidance on animal welfare issues in the supply chain.	<ul style="list-style-type: none"> <li>• Commission and complete a review of current practice in wild capture fisheries to include; welfare risk areas, fish welfare synergies, mitigating measures, and good practice precedents.</li> <li>• Prepare factsheet on animal welfare in seafood for Seafish e-Textbook.</li> </ul>

## PROGRAMME

### Seafood Integrity

This work programme provides information and advice on a range of seafood integrity issues.

#### WORK PROGRAMME OVERALL KPI

Social / ethical risk factors developed and populated on RASS.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- Develop the information hub for the seafood supply chain on integrity issues.
- Produce a guide to ethical sourcing 'tools' which can be used in RASS to help inform buyers when social / ethical risks are identified.
- Complete a review of animal welfare issues in wild capture fisheries.





## PROGRAMME

### Ports and Auctions

Seafish co-ordinates activities for the ports and auctions sector which is a vital route for fishery products entering the supply chain.

#### WORK PROGRAMME OVERALL KPI

Year on year improvement in stakeholder satisfaction score from baseline established in year one survey.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- Development of responsible fishing ports standard.
- Website sections completed.

## PROJECT

### RESPONSIBLE FISHING PORTS STANDARD (RFPS) - DEVELOPMENT

To develop a 'best practice' standard to harmonise operations in many aspects of fishing ports. The potential benefits for individual ports participating within this programme will include the exchange of good industry practice and recommendations which will result in uniformity and structure in their operations.

### PORTS AND AUCTIONS

Promotion of RFPS Outreach to the fishing ports sector and wider supply chain.

## TARGETS 2016-2017

- Formation and establishment of RFPS oversight Board and required technical groups.
- Development of the standard.
- Agreement of the contents of the standard by stakeholders (including RFPS Oversight Board, public consultation and Seafish Board).
- Development of a code of good practice.

- RFPS website content produced and online.
- Attendance at all BPA Fisheries sub-group meetings.
- Collaborate with Seafish Comms to develop and implement a communication strategy to effectively outreach RFPS to stakeholders.
- Visits to 10 fishing ports to explain RFPS.





PROJECT	TARGETS 2016-2017
<b>RASS MANAGEMENT</b> Continued creation and maintenance of RASS wild fisheries profiles by external scientists and further development of the functionality of the web tool. Work overseen by RASS steering group.	<ul style="list-style-type: none"> <li>• Number of profiles in RASS &gt;400, including feed fishery and regional profiles.</li> <li>• Improvements to the functionality of the website based on feedback from users.</li> <li>• Widespread endorsement of RASS as a valuable tool for commercial buyers and sourcing policy makers across the UK seafood supply chains.</li> </ul>
<b>RASS ETHICS DEVELOPMENT</b> Expansion of RASS profiles content to include social ethical factors, aligned with the Seafood Integrity work programme. Work guided by RASS steering group.	<ul style="list-style-type: none"> <li>• Feedback from a wide range of users incorporated to ensure the development aligns with industry needs.</li> <li>• Website developed and 50 profiles completed.</li> </ul>
<b>RASS AQUACULTURE PROFILES DEVELOPMENT</b> Expansion of RASS to include Aquaculture profiles. Work overseen by RASS steering group.	<ul style="list-style-type: none"> <li>• Feedback from a wide range of users incorporated to ensure the development aligns with industry needs.</li> <li>• External contractor(s) secured for profile compilation.</li> <li>• Website developed and 15 species / group profiles live.</li> <li>• Watching brief on GSSI progress for inclusion at the appropriate time.</li> </ul>

## PROGRAMME

### Risk Assessment for Sourcing Seafood (RASS)

RASS will provide industry with 'real-time' information at a fishery level to enable seafood buyers to make informed sourcing decisions and develop responsible sourcing strategies.

#### WORK PROGRAMME OVERALL KPI

**3** Retailers and / or foodservice companies using RASS for sourcing seafood.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

Five retailers, major processors and / or foodservice companies using RASS to inform their seafood sourcing policy.





## PROGRAMME

### Economic Data Collection

Seafish will collect financial, operational and strategic information from the UK fishing fleet and fish processing industry.

#### WORK PROGRAMME OVERALL KPI

The UK complies with Data Collection Framework (DCF) data submission and data quality requirements.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

An annual increase in the level of industry participation in Seafish surveys.

## PROJECT

### ANNUAL FLEET ECONOMIC SURVEY

Interview owners and collect annual accounts of vessel businesses for reference year 2015. Data on costs and non-fishing income allow us to estimate economic variables as required and fulfil UK obligations under the EU's DCF. We also produce other Seafish outputs based on data collected.

### ANNUAL PROCESSING SECTOR FINANCIAL SURVEY

Collect processing sector business accounts for reference year 2015. Accounts data and census data together allow us to fulfil UK obligations under the EU's DCF and to produce other Seafish outputs.

### BIENNIAL PROCESSING SECTOR CENSUS

Contact every fish processing business in the UK and collect data for every factory/unit on type of fish processed; type of processing conducted; number of employees; contact details. Produce updated time series of processing sector analysis.

## TARGETS 2016-2017

- Collect accounts from vessels throughout the UK and using different gear types in order to meet sample size targets stated in the UK National Programme.
- Data submission in format requested by European Commission and before the deadline.
- Work carried out in the manner set out in the contract, achieving KPIs agreed with the MMO.
- Increasing face to face interaction with stakeholders promoting and enhancing Seafish's reputation and getting vessel owner input on issues currently affecting fleet economic performance.

- Accounts collected from processors in all FTE bands in order to meet targets in the UK National Programme.
- Data submitted in format requested by JRC and before the deadline.
- Data gathered to build upon our knowledge of the processing sector and feed into future reports.
- Work to be conducted during January to March 2017.

- Census to collect data on fish type, processing type and employment relating to all UK fishing processing companies.
- Update database so that DCF datasets are ready to upload when required, on behalf of the UK, in fulfilment of EU obligations.
- Data collected feeds in to Seafish processing sector report under Analysis and Evidence programme.

PROJECT	TARGETS 2016-2017
<b>SEAFISH ECONOMIC REPORTS</b> <ul style="list-style-type: none"> <li>Fleet economic Report 2014.</li> <li>Fleet economic time series Excel tables 2015 / 16.</li> <li>Fleet economic time series printed report 2014 / 15.</li> <li>Seafish fleet magazine – Quay Issues, 2016.</li> <li>Processing sector report 2016.</li> <li>UK Seafood Industry Map.</li> </ul>	<ul style="list-style-type: none"> <li>Publish annual fleet economic report relating to 2014.</li> <li>Publish annual update of fleet economic time series, including further expansion of content, in Excel (for 2015 / 16, published March 2017) and printed copy (for 2014 / 15, published July 2016).</li> <li>Publish and disseminate 2016 edition of Quay Issues.</li> <li>Publish biennial processing sector report, including Excel tables.</li> <li>Produce confidential vessel benchmark reports.</li> <li>Publish an updated map of the UK seafood industry.</li> <li>Prepare 10 factsheets on seafood economic elements for Seafish e-Textbook.</li> </ul>
<b>FISH PRICES SIZE DEPENDENCE STUDY</b>	<ul style="list-style-type: none"> <li>Complete and publish a quantitative analysis of the influence of fish size on price of fish at a key UK fish market.</li> <li>Evidence published to be suitable to inform impact assessments relating to the landing obligation and changes in quantities of fish landed in different size ranges.</li> </ul>
<b>ECONOMIC IMPACT ASSESSMENTS</b> <ul style="list-style-type: none"> <li>Fisheries management options, e.g. the landing obligation.</li> <li>DiscardLess – EU project.</li> </ul>	<ul style="list-style-type: none"> <li>Produce further analytical outputs showing operational and economic impacts on UK industry of implementing the landing obligation.</li> <li>Produce economic impact assessments for other key fisheries management rules, systems or proposals as agreed with industry and government customers, e.g. value of EU / Faroe pelagic fishing bi-lateral agreement; scallop sector analysis.</li> <li>Continue to fulfil agreed work packages under the EU project DiscardLess.</li> </ul>
<b>FLEET ENQUIRY TOOL</b> <ul style="list-style-type: none"> <li>For use by Seafish to answer queries.</li> <li>For use by public as online tool.</li> <li>Collaborate with MMO and Kingfisher.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a new tool or tools for both Seafish and the public to use to explore and interrogate the time series data set on fleet annual economic performance.</li> <li>Tool to be online during business year 2017 / 18, before end of current corporate plan.</li> </ul>

## PROGRAMME

### Economic Analysis and Evidence

Seafish will use collected data to publish and present key information and evidence bases relating to industry economics.

#### WORK PROGRAMME OVERALL KPI

**80%** of report users express satisfaction.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

Publish: fleet economic report; 2016 fleet economic time series data set; 2016 Quay Issues magazine; 2016 Processing sector report.







PROGRAMME	PROJECT	TARGETS 2016-2017
<p><b>Economic Advice</b></p> <p>This programme ensures that Seafish can use its expertise and evidence bases to deliver appropriate economic advice to industry and Government.</p>	<p><b>IIFET 2016 (INTERNATIONAL INSTITUTE OF FISHERIES ECONOMICS &amp; TRADE)</b></p> <p>Conference planning and promotion.</p>	<ul style="list-style-type: none"> <li>• Deliver the conference in Aberdeen from 11 – 15 July 2016.</li> <li>• Attract 300+ delegates to attend the conference.</li> <li>• Hold a successful Industry and Policy day with 30+ additional IG&amp;P delegates.</li> <li>• Good feedback from delegates.</li> <li>• Good press coverage and publicity for Seafish in relation to the conference.</li> </ul>
<p><b>WORK PROGRAMME OVERALL KPI</b></p> <p>Year on year improvement in stakeholder satisfaction score from baseline established in year one survey.</p>	<p><b>GENERAL ECONOMIC ADVICE</b></p> <p>Appropriate advice readily available for key stakeholders.</p>	<ul style="list-style-type: none"> <li>• Continue to facilitate, fund and chair the UK Fisheries Economics Network.</li> <li>• Answer ad-hoc enquiries from industry and government.</li> <li>• Give webinars and presentations of key publications.</li> <li>• Carry out bespoke analyses and give relevant expert advice.</li> <li>• Contribute to government and industry policy working groups and meetings.</li> <li>• Contribute to STECF working groups that relate to the UK seafood industry.</li> <li>• Improve relevant expertise in fisheries management and economics of team members by working with economists and biologists from other organisations.</li> <li>• Prepare papers to present at EAFE conference 2017.</li> </ul>
<p><b>WORK PROGRAMME ANNUAL TARGET FOR 2016-17</b></p> <p>Successfully deliver (300+ delegates) 2016 conference for International Institute of Fisheries Economics &amp; Trade in Aberdeen; contribute to two STECF plenary meetings and two expert working groups; organise two UKFEN meetings; prepare two papers for submission at EAFE conference 2017.</p>		

PROJECT	TARGETS 2016-2017
<p><b>REDUCING RED TAPE</b></p> <p>Issue scanning for EU/UK developments in regulation with potential to impact on the seafood supply chain.</p> <p><b>Stakeholder Engagement to promote proportionate regulation.</b> Build and maintain key relationships with appropriate competent authorities and UK / EU industry representatives from all sectors to agree a UK position on proposals.</p> <p><b>Communicate</b> monthly updates on Seafish Regulation team engagement activities and weekly EU / UK update monitors. Produce seafood specific guidance on compliance. Where appropriate working with primary authority to give business confidence of legal compliance.</p>	<ul style="list-style-type: none"> <li>• 52 Weekly EU / UK Regulation monitoring reports.</li> <li>• 12 Monthly Food Legislation Updates.</li> <li>• 150 social media outputs.</li> <li>• 3 Seafood Legislation Expert Group meetings to bring stakeholders together. Increase involvement with devolved competent authorities.</li> <li>• 2 importers forums a year to bring stakeholders together to discuss current issues. Widen membership to better reflect industry views.</li> <li>• 15 communications initiations with MEPs informing of Seafish work in demonstrated areas of interest.</li> <li>• Active involvement in 5 government cross sector groups to promote the better regulation agenda.</li> <li>• 4 assured guides published.</li> <li>• Respond to 240 industry enquiries.</li> </ul>



## PROGRAMME

### Reducing Red Tape

Work with all stakeholders to achieve proportionate regulation and communicate our work to stakeholders.

#### WORK PROGRAMME OVERALL KPI

Year-on-year improvement in stakeholder satisfaction score from baseline established in year one.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

Increase opening rates of monthly and weekly communications by 10%.

Four assured guides published.





## PROGRAMME

### Market Insight

To provide up to date market information and key metrics on the retail sales, import / export and foodservice channels for seafood and other proteins.

#### WORK PROGRAMME OVERALL KPI

Year-on-year improvement in stakeholder satisfactory score from baseline established in year one survey.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

Opening rate for newsletters increases from baseline of 30%.

## PROJECT

### MARKET INSIGHT

To provide market reports covering key market channels to provide information, analysis and insight on the seafood market.

### ADVICE

Provision of bespoke analysis and advice to businesses and the media.

## TARGETS 2016-2017

- Production of 250 reports covering retail, foodservice and trade data.
- Newsletter issued to minimum of 575 subscribers each month (12 newsletters pa).
- Four presentations at roadshows and industry meetings (UK and international).
- Five industry factsheets completed.
- Include 2016 Seafood Industry Factsheet in Seafish e-Textbook.

- Bespoke analysis and advice to businesses valued at over £300,000 pa.





PROJECT	TARGETS 2016-2017
<b>GEAR DATABASE</b> Ongoing development of the Gear Database website and expansion of content in the gear and selectivity device profiles.	<ul style="list-style-type: none"> <li>Evidence of a wide range of fishermen, associations, federations and policy makers using the Gear database as the first point of reference on gear and selectivity information.</li> <li>Awareness of the resource raised across industry including supply chain, policy makers, NGOs and government.</li> <li>Expansion of content to include both Seafish and CEFAS data.</li> </ul>
<b>GEAR AND SELECTIVITY TRAINING</b> Training of fishermen and others in trawl gear technology and selectivity.	<ul style="list-style-type: none"> <li>Training of 30 UK fishermen in gear technology / selectivity.</li> <li>Three cases of industry making practical use of information gained during a training course.</li> <li>Delivery of at least one training course to a non-fishers audience (e.g. academics, policy makers and key catching sector stakeholders).</li> <li>Prepare factsheets on fishing gear and gear modifications for Seafish e-Textbook.</li> </ul>
<b>GEAR TECHNOLOGY ADVICE</b> Provision of detailed technical advice on design and operation of fishing gear and fishing operations.	<ul style="list-style-type: none"> <li>Answer 20 in-depth technical enquiries from industry and 40 low level enquiries.</li> <li>Provide expert input into technical working groups to facilitate informed approaches to reduce the impact of the Landing Obligation.</li> </ul>
<b>TECHNOLOGY RESEARCH</b> Support research into new and innovative fishing technology developments.	<ul style="list-style-type: none"> <li>Undertake at least one project aligned to increasing efficiency, decreasing discards, decreasing environmental impacts and/or improving the quality and availability of information on fishing activity and impact using novel technology.</li> <li>Ongoing maintenance of the Seafish gear technology research equipment successfully overseen.</li> </ul>

## PROGRAMME

### Technology

This programme provides advice and training to enable improvements within the catching sector, including technical support to reduce the impacts of the impending landing obligation.

#### WORK PROGRAMME OVERALL KPI

100 fishermen trained in Gear Technology and Selectivity with follow up testimonials.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

**30** fishermen trained in gear technology.





## PROGRAMME

### Industry Issues Groups

Our industry issues groups provide an essential basis for sharing information and knowledge across a range of stakeholders and are a valuable information source for the supply chain.

#### WORK PROGRAMME OVERALL KPI

Year-on-year improvement in stakeholder satisfactory score from baseline established in year one survey.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- Opening rate for newsletters increases from baseline of 38%.

## PROJECT

### SECRETARIAT OF GROUPS

This is an ongoing facilitation service delivered by Seafish which involves organising meetings and providing information on a regular basis to the wider circulation list.

### ISSUES

Specific actions are taken from the Issues Group meetings and result in additional work, for example the preparation of briefings, Seafish guides etc.

## TARGETS 2016-2017

- 12 Issues Group meetings held pa (3 x DAG, 3 x CLG, 2 x ACIG, 2 x Ethics, 2 x PIIG).
- Attendees across total of all meetings is at least 400.
- Regular newsletters distributed to total of >1200 stakeholders.
- Opening rate of newsletters is over 38% across all groups.
- Feedback score for each meeting is at least 7.5 out of 10.

- Web statistics show download statistics of Seafish briefings are >35,000 pa.
- Prepare 5 factsheets on issues raised by groups for Seafish e-Textbook.



PROJECT	TARGETS 2016-2017
<b>TAILORED ADVICE</b> Respond to specific requests for information and provide more in depth advice to industry, science and government where appropriate.	<ul style="list-style-type: none"> <li>• Provide expert input into projects and technical working groups to support continuous improvement in the methodology of fisheries management.</li> <li>• Provide guidance, information and/or clarification on a wide range of subjects and issues.</li> <li>• Use the enquiry logging system to enable real-time monitoring of our Tailored Advice service.</li> </ul>
<b>RESPONSIBLE SOURCING INFORMATION</b> Work with stakeholders on new/emerging issues, producing and updating briefings, guides, and position statements on specific issues relating to responsible sourcing.	<ul style="list-style-type: none"> <li>• Prepare 6 factsheets on new/emerging issues for Seafish e-Textbook.</li> </ul>



## PROGRAMME

### Tailored Advice

We provide a programme of expert fisheries advice for our stakeholders, to help inform their decision making.

#### WORK PROGRAMME OVERALL KPI

Provide clarity and guidance on fishery data and sustainability issues, both proactively and reactively, to facilitate decision making in the supply chain.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

£100k worth of advice to levy payers, as captured by the Enquiry Log.







## PROGRAMME

# Marine Survey

To provide the catching sector with a safety construction standard for vessels less than 24m registered length, along with providing associated survey/advisory services.

## WORK PROGRAMME OVERALL KPI

600 contracts secured for vessel survey and inspection and 1,500 enquiries logged by end March 2018.

## WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- 200 vessels surveyed / inspected.
- 500 enquiries logged.

## PROJECT

### NEW BUILD CERTIFICATION

Survey and certification of new build vessels, including construction standards development, to provide the catching sector with a new build safety standard.

### REGISTRATION INSPECTIONS

Inspection of existing vessels in comparison to the Seafish Construction Standards; to raise standards of existing vessels wishing to register as a commercial fishing vessel.

### CONSULTANCY

Ad hoc consultancy projects, to include fishing vessel modifications, new build IFCA survey / patrol vessels, tonnage measurements, drawing approvals and condition inspections.

### ADVICE TO INDUSTRY

Attendance at industry safety meetings and exhibitions. Creation of Seafish Information Notes.

## TARGETS 2016-2016

- Oversee the construction of 80 new build fishing vessels to ensure their compliance with required standards.
- Launch computer program to provide greater scope for acceptance of unconventional designed fishing vessels.
- Ensure Seafish construction standards for fishing vessels are kept up-to-date.

- Inspect 120 existing vessels and report to the Maritime & Coastguard Agency on their suitability for registration as commercial fishing vessels.

- Offer a consultancy service to the fishing industry and related maritime industries on vessel design, construction, modification and inspection.
- Develop a proposal for the provision of MOT style fishing vessel inspections and seek initial external funding for its implementation.
- Liaise with RFS Team to determine opportunities for inclusion of vessel MOT within scheme requirements.

- Respond to 500 enquiries with free expert advice on matters relating to standards and regulations for the safe construction and outfit of fishing vessels.
- Attend meetings of fishing industry safety groups and other associated bodies as appropriate/requested.
- Attend fishing and commercial trade shows and exhibitions to promote our service and meet with ship builders and fishermen.

PROJECT	TARGETS 2016-2017
<b>FISHSAFE</b> Supply of offshore oil and gas industry positional information to improve safety awareness and prevent accidents.	<ul style="list-style-type: none"> <li>• Supply &gt;5,000 fishing plotter CD/USBs to stakeholders.</li> <li>• Deliver improvements in data collection, data quality and the supply of data to stakeholders.</li> <li>• Contribute to assessing the feasibility of producing a new FishSAFE unit and extending geographical coverage.</li> </ul>
<b>KIS-ORCA</b> Supply of offshore cable and renewable energy industry positional information to improve safety awareness and prevent accidents.	<ul style="list-style-type: none"> <li>• Supply &gt;2,500 fishing plotter CD / USBs to stakeholders.</li> <li>• Deliver improvements in data collection, data quality and the supply of data to stakeholders.</li> <li>• Contribute to assessing the feasibility of incorporating wave and tidal industry and extending geographical coverage.</li> </ul>
<b>KINGFISHER BULLETINS</b> Supply regular updates on offshore activities and hazards to improve understanding of potential dangers.	<ul style="list-style-type: none"> <li>• Supply &gt;25,000 Kingfisher Bulletins to stakeholders.</li> <li>• Deliver improvements in the processing, displaying and delivering of information to stakeholders.</li> <li>• Develop education elements (Talking Points) to explain offshore industry complexities and dispel myths.</li> </ul>
<b>DKCPC</b> Supply of Danish offshore cable industry information to improve safety awareness and prevent accidents.	<ul style="list-style-type: none"> <li>• Supply of more than 1,000 fishing plotter files to stakeholders.</li> <li>• Manage online mapping.</li> </ul>
<b>MARINE PROTECTED AREAS (MPAs)</b> Investigate the feasibility of mapping the location of MPAs and their impacts on fishing activities.	<ul style="list-style-type: none"> <li>• Identify the location of current and proposed MPAs around the UK and their impacts on fishing activities.</li> <li>• Conduct feasibility study to assess the practicalities of supplying MPA information to fishermen including commercial opportunities.</li> </ul>
<b>FISHERMEN'S TRAINING</b> Develop an Offshore Awareness training course.	<ul style="list-style-type: none"> <li>• Create a specification and learning materials for Offshore Awareness training course in collaboration with Fishermen's Training team, external training consultants and offshore industry stakeholders.</li> </ul>

## PROGRAMME

### Kingfisher Information Service

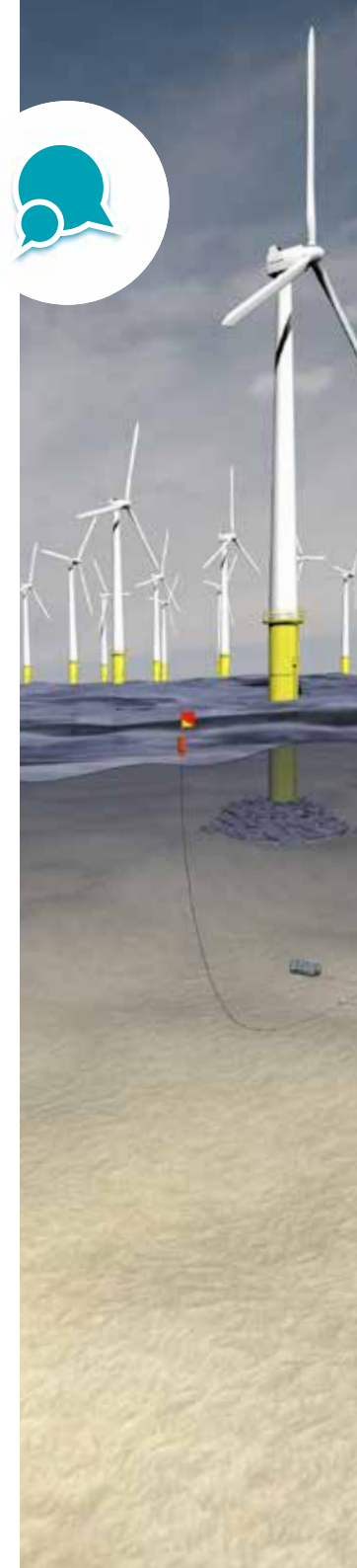
Continuation and extension of the Kingfisher service to include fishermen's training and Marine Protected Area mapping.

#### WORK PROGRAMME OVERALL KPI

Chart and broadcast offshore information to improve fishing safety around man-made structures and activities.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

- Supply of more than 5,000 oil and gas industry fishing plotter CD / USBs.
- Supply of more than 2,500 cable and renewable fishing plotter CD / USBs.
- Supply of more than 25,000 Kingfisher Bulletins, online news items and new educational elements.
- Supply of more than 1,000 Danish cable protection fishing plotter files.





PROGRAMME	PROJECT	TARGETS 2016-2017
<h2>Domestic Aquaculture</h2> <p>Guided by the Seafish Aquaculture Advisory Committee, the Domestic Aquaculture Programme will deliver projects to support and expand the UK aquaculture industry.</p> <p><b>WORK PROGRAMME OVERALL KPI</b></p> <p>National Government's belief that the Seafish Domestic Aquaculture Strategy programme has contributed positively to the development of national strategies - measured by testimony.</p> <p><b>WORK PROGRAMME ANNUAL TARGET FOR 2016-17</b></p> <p>Positive testimonies received from key Aquaculture industry representatives and policy makers in each devolved nation.</p>	<p><b>SEAFISH DOMESTIC AQUACULTURE ADVISORY COMMITTEE (SDAAC)</b></p> <p>Establish the committee who will oversee and advise on the delivery of the Domestic Aquaculture Strategy.</p>	<ul style="list-style-type: none"> <li>Establish the Seafish Domestic Aquaculture Advisory Committee (SDAAC).</li> <li>Three SDAAC meeting per year.</li> <li>Manage delivery of projects approved by SDAAC in line with the Seafish Corporate Plan and UK Multi Annual National Plan.</li> </ul>
	<p><b>ENGLISH AQUACULTURE STRATEGY</b></p> <p>Completion and delivery of English Aquaculture Strategy legacy projects.</p>	<ul style="list-style-type: none"> <li>Completion of Phase 1 of the Aquaculture Regulatory Toolbox to be hosted on the Seafish website, developed in collaboration with CEFAS.</li> <li>Publication of Economic report and analysis of findings.</li> <li>Publication of SRO report and analysis of findings.</li> </ul>
	  	



PROJECT	TARGETS 2016-2017	PROGRAMME
<p><b>BMSS</b></p> <p>Horizon Scanning for developments in research and regulation. Disseminate this information to industry via weekly updates, website and social media.</p> <p>Collaborate with competent authorities for food safety and UK/EU scientific bodies on norovirus research. Build and maintain key relationships.</p> <p>Inform stakeholders of progress via monthly updates. Draft specific guidance on regulatory compliance or best practice.</p>	<ul style="list-style-type: none"> <li>• Input into 52 Weekly EU / UK Regulation monitoring reports.</li> <li>• 20 social media updates on potential risk to product safety.</li> <li>• Input into 12 Seafish Regulation monthly updates.</li> <li>• 2 examples of where this work has reduced the potential of food incidents from the consumption of live bivalve molluscs.</li> <li>• 4 examples of where this work has removed disproportionate controls.</li> </ul>	<p><b>Bivalve Molluscan Shellfish Safety (BMSS)</b></p> <p>Provide information and expertise to regulators and industry to reduce the risk of threats to human health related to bivalve consumption.</p>
<p><b>MARINE LEGISLATION</b></p> <p>Horizon Scanning for developments in relevant regulation. Disseminate this information to industry via monthly updates.</p> <p>Stakeholder Engagement to build and maintain key relationships.</p>	<ul style="list-style-type: none"> <li>• 12 Marine Environment Legislation Updates.</li> <li>• Active involvement in consultation process on the implementation of environment regulation in all UK regions.</li> <li>• 24 consultation responses.</li> </ul>	<p><b>WORK PROGRAMME OVERALL KPI</b></p> <p>Reduction in poisoning incidents relating to bivalve mollusc safety.</p>
		<p><b>WORK PROGRAMME ANNUAL TARGET FOR 2016-17</b></p> <p>Increase opening rates of monthly communications by 10%.</p>





## PROGRAMME

### Horizon Scanning and long term issues

This programme will scan longer term horizons and investigate priority issues in detail (identifying implications and potential options for industry and Seafish). Where Seafish needs to respond, this work will support other workstreams accordingly. If appropriate, it will develop views on where the industry might be in the longer term.

#### WORK PROGRAMME OVERALL KPI

Greater industry awareness of long term issues and understanding of the implications / options for action.

#### WORK PROGRAMME ANNUAL TARGET FOR 2016-17

Year-on-year improvement in stakeholder satisfactory score from baseline established in year one survey.

## PROJECT

### HORIZON RISK MAPPING

Capture seafood industry risks in a series of horizon risk maps. Each risk map will be:

- Maintained and 'heat mapped'.
- Validated.
- Used as a 'risk / opportunity' dashboard.

### HORIZON RISK SWEEPING

Populate the risk landscape using a very broad stakeholder community:

- Engage with existing stakeholder groups.
- Broaden to wider stakeholder network.
- Conduct full horizon sweep by end of year.

### DEEP REVIEWS ON PRIORITY ISSUES

This project will investigate priority risk areas and involve:

- The definition of / background to the risk issue.
- Identification of the implications for seafood.
- Options for industry action.

## TARGETS 2016-2017

- Each of the HS risk maps have been reviewed and a level of 'heat' applied.

- Ensure a broad range of stakeholders have opportunity to feed in with their HS priorities with engagement from the following stakeholders:

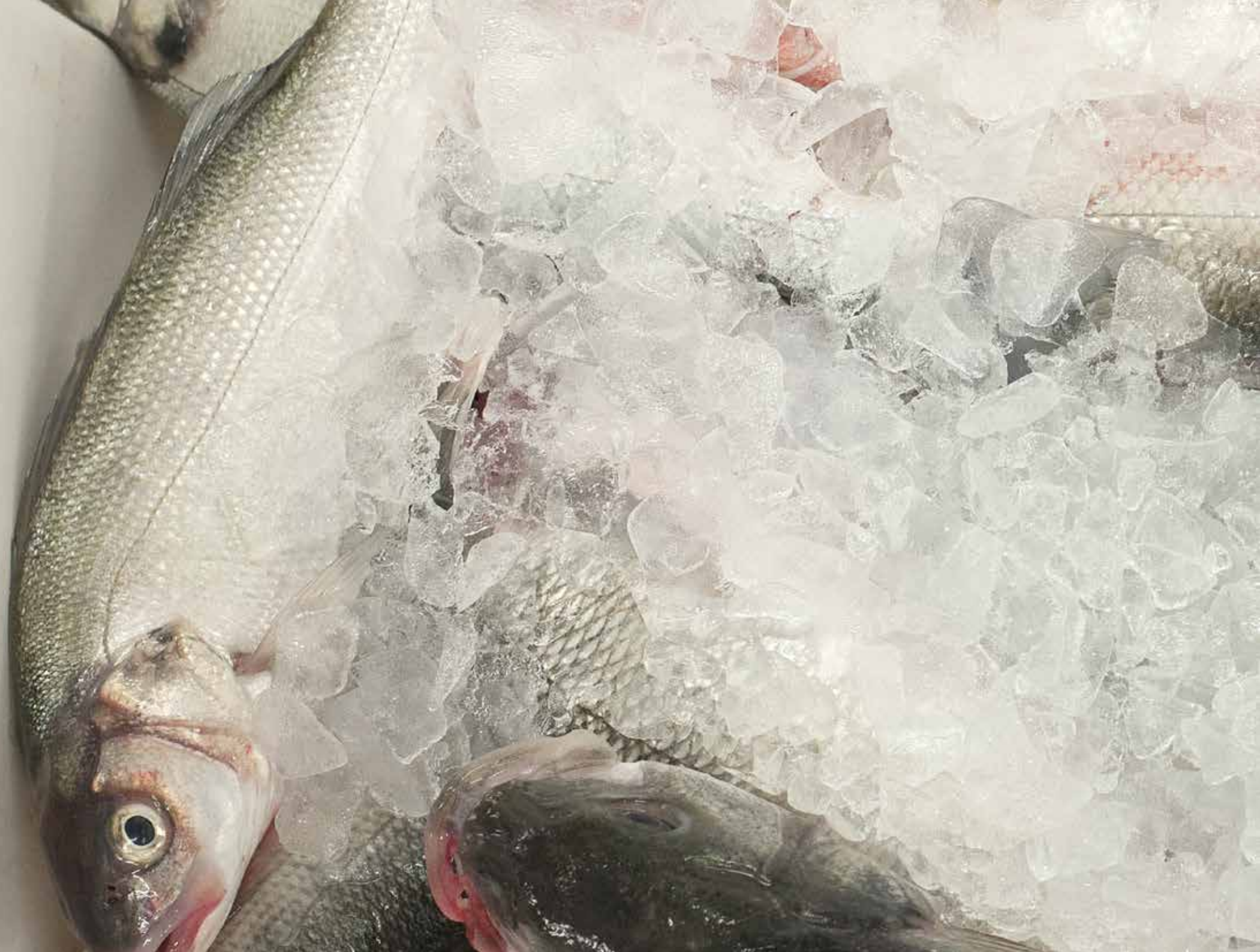
- Internal.
- Seafish panels.
- Science Advisory Group.
- Key industry groups.
- Policymakers.

- Produce reviews focused on priority risks, determined by the Seafish Board.
- Circulate deep reviews to 800 stakeholders (including industry, policy and research stakeholders).
- Present findings at appropriate fora.

PROJECT	TARGETS 2016-2017	PROGRAMME
<b>STRATEGIC INVESTMENT PROGRAMME OPERATION</b>  To monitor the progress of contracts awarded in the first call and develop metrics for assessing the effectiveness of the Strategic Investment Programme.	<ul style="list-style-type: none"> <li>• Ensure that the commitments of all existing contractors are delivered.</li> <li>• Develop metrics to assess the Return On Investment (ROI) and value-added by contractors.</li> <li>• Explore the performance of the fund relative to others in the sector.</li> </ul>	<b>Strategic Investment Programme</b>  The Strategic Investment Programme will drive progress across all areas of the Corporate Plan by identifying, scoping and supporting external investment opportunities that will advance the achievement of our agreed goals.
<b>2016 STRATEGIC INVESTMENT CALL</b>  Launch and complete a call for proposals in the summer of 2016.	<ul style="list-style-type: none"> <li>• Determine available budget.</li> <li>• Determine priority areas for projects.</li> <li>• Finalise sift and agree contracts by end of October 2016 to allow 18 months for delivery.</li> </ul>	<b>WORK PROGRAMME OVERALL KPI</b>  100% of supported initiatives demonstrably align with Seafish Corporate Plan outcomes.
<b>ROLL-OUT OF GSSI BENCHMARK</b>	<ul style="list-style-type: none"> <li>• Develop competence in the use of the GSSI benchmark tool.</li> <li>• Work with the GSSI Benchmark Committee to assess at least one certification scheme.</li> <li>• Review future involvement.</li> </ul>	<b>WORK PROGRAMME ANNUAL TARGET FOR 2016-17</b> <ul style="list-style-type: none"> <li>• Establish the Strategic Investment Programme as a recognised source of funding for innovative action.</li> <li>• Communicate effectively to position and consolidate the identity of Strategic Investment Programme.</li> <li>• Manage the first year's commitments and the second year's budget appropriately with all supported initiatives aligned to the Corporate Plan.</li> </ul>



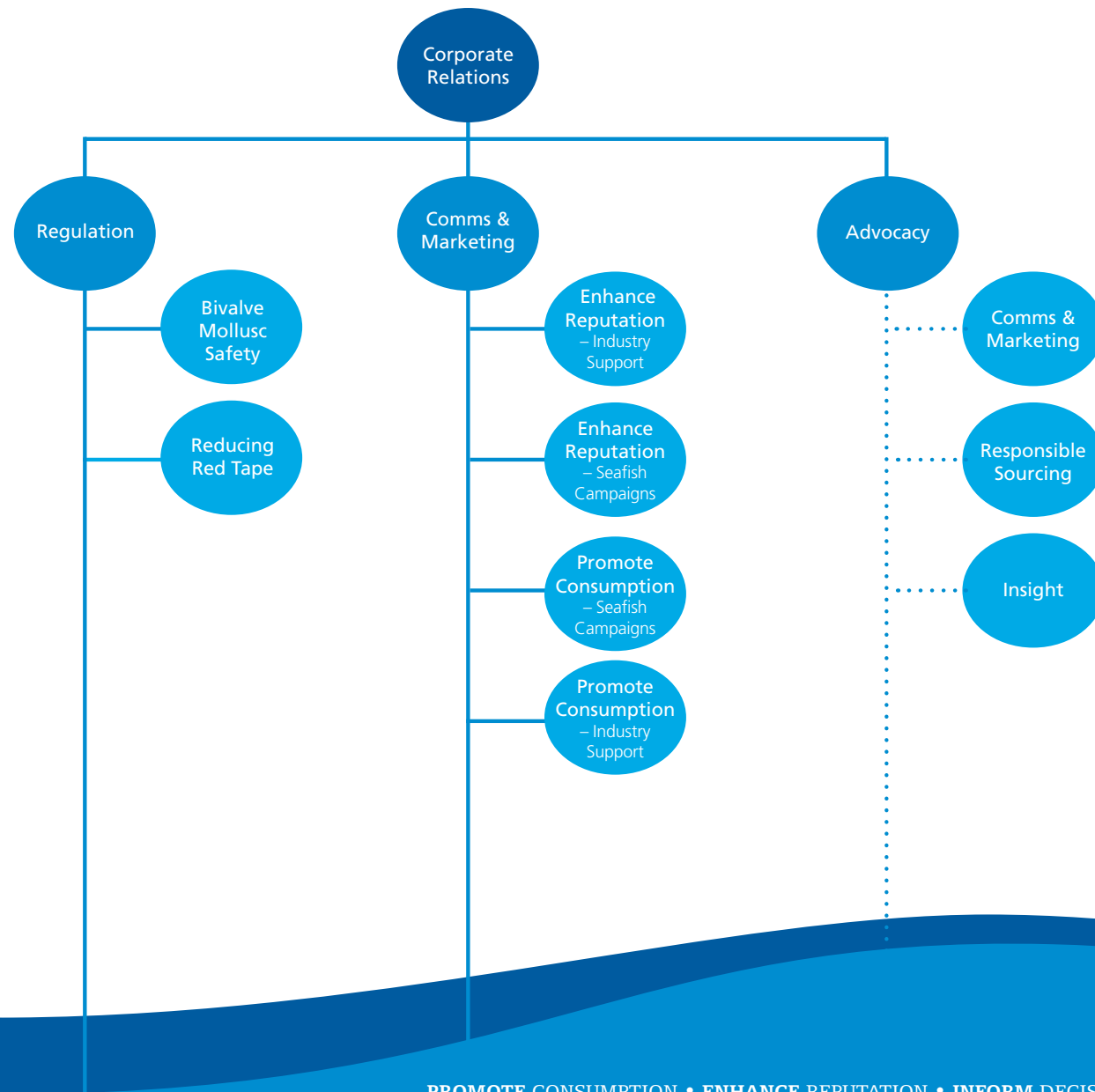






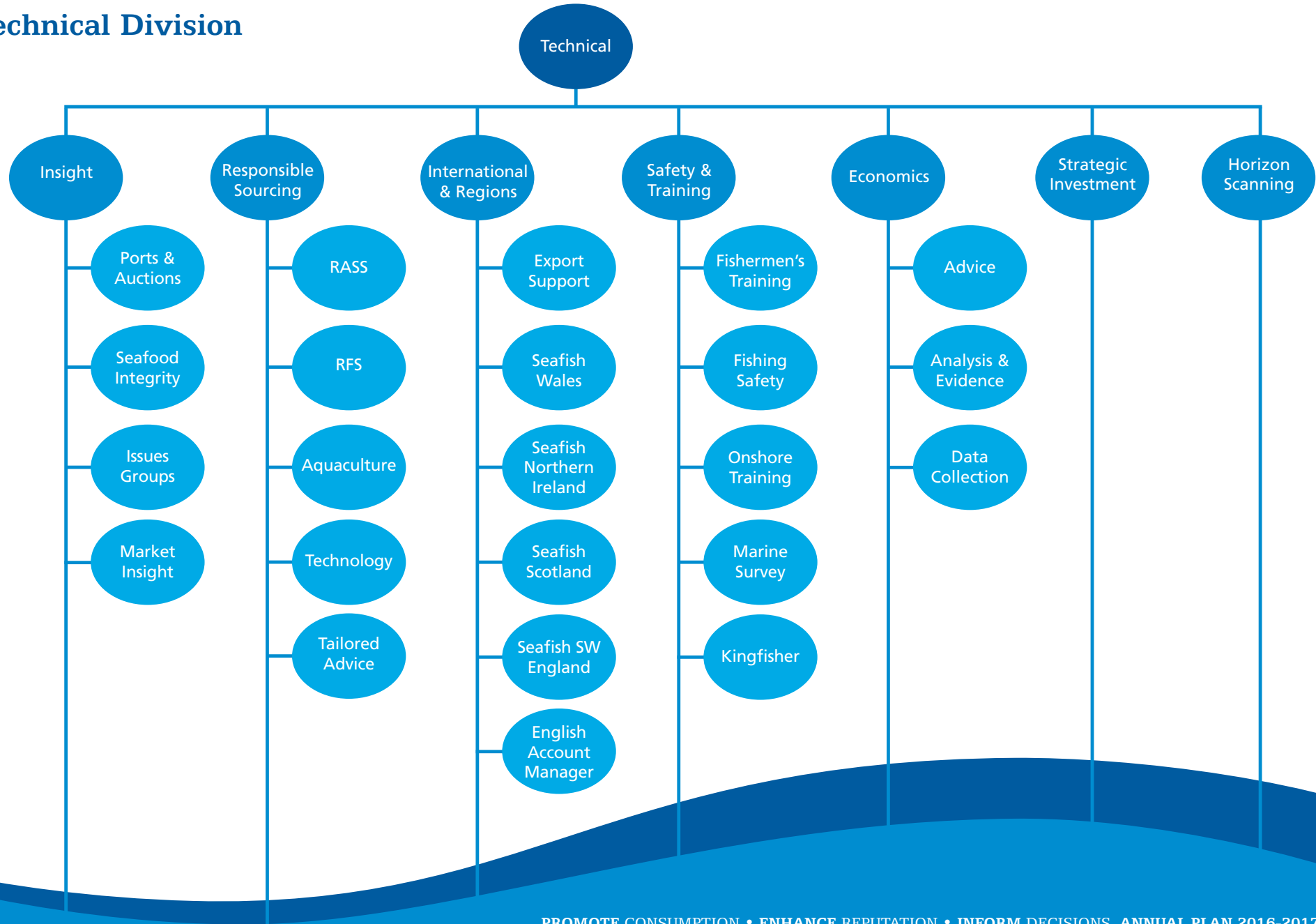


## Corporate Relations Division





## Technical Division









## Contact us

We regularly request feedback on our work and encourage the contributions of all stakeholders.

Contact us through the following channels:

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