

# HOLDERNESS COAST FLAG

## HOLDERNESS COAST FISHERIES LOCAL ACTION GROUP NEWSLETTER NUMBER TWO

**Welcome** to the second newsletter of the Holderness Coast Fishery Local Action Group (FLAG for short)

We have had a very busy time since the Marine Management Organisation (MMO) announced that six areas in England, including the East Riding of Yorkshire coast, were to be afforded the status of FLAG areas. This means that our local fishing industry and fishing communities will be able to access funding from Axis 4 of the European Fisheries Fund.

The main work of the FLAG so far this year has been to prepare a Local Development Strategy which addresses the issues facing our fishing communities and identifies a set of programmes of activity to address social, economic and environmental problems. The Strategy needs to be submitted to the MMO by the end of May. A lot of consultation has already taken place in preparing the Strategy, with views and ideas being sought from a wide range of businesses, organisations and community groups.

**This newsletter provides a summary of what is contained in the Strategy and seeks your views on what is proposed.**

Because of the short time scales that have been set we would welcome your comments by the 23rd May if possible. After this there will still be an opportunity to continue to be involved in the process and work with the FLAG to develop specific project ideas over the forthcoming months.

**If you wish to view a full copy of the draft Strategy please visit:**  
[www.eastriding.gov.uk/consult](http://www.eastriding.gov.uk/consult)

Under 'latest consultations' on the right-hand side



**The Strategy sets out a number of priority programmes under an overall objective:**

**“To increase the contribution that the local fishing industry can make to the sustainable social and economic regeneration of the East Riding’s coastal communities.”**

In other words, to add value to the local industry and help generate income and jobs in the area.

The Strategy highlights three main themes:

- Priority Theme 1 - Securing a sustainable fishing industry**
- Priority Theme 2 - Developing the area's tourism potential**
- Priority Theme 3 - Creating stronger communities**

The MMO will consider the Strategy and allocate a budget to the Group by the end of June. Projects for funding under Axis 4 will be developed and agreed by the Group on a rolling basis. It is currently expected that in excess of £1m will become available to the Group under Axis 4. The FLAG will also help to develop and facilitate projects under other Axes of the EFF, potentially leveraging in significant additional European and DEFRA funding.

### **Priority Theme 1 - Securing a sustainable Fishing Industry**

The local industry faces a number of significant challenges if it is to be sustained over the medium to long term, including potential quota restrictions, off-shore wind farms and the establishment of Marine Conservation Zones. Many of these influencing factors will not be determined locally but at National or European levels. What is clear, however, is that the local industry needs to adapt and develop if it is to meet these challenges and the FLAG can help to facilitate that change. To do this, the following Programmes are proposed:

#### **A Sustainability Programme**

The aim of this programme is to sustain stock levels, reduce waste and improve the quality and therefore the value of the catch. Potential projects include a lobster hatchery/visitor centre and "care of the catch" initiatives.

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#### **A Diversification Programme**

The aim of this programme is to encourage the exploitation of alternative species, improve the profitability of businesses and develop new sources of income. Potential projects include specialised business support, start-up and small business support and the introduction of new methods to fish alternative species.

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#### **A Promotion and Branding Programme**

The aim of this Programme is to add value to the catch through promoting the local "brand" and raising awareness of the quality and availability of the local product. Potential projects include a press and media campaign, provenance labelling, a quality mark and supply chain development.

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#### **A Secondary Processing Programme**

The aim of this programme is to add value and increase local job opportunities through the development and manufacture of new fish products, particularly crab based products. Potential projects include identifying market opportunities, identifying production partners and developing new products.

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#### **A Training Programme**

The aim of this programme is to provide the necessary skills to run the local industry efficiently and develop new business opportunities. Potential projects include the provision of accessible industry related training, an apprenticeship programme and the development of school and college based training.

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#### **An Infrastructure Programme**

The aim of this programme is to improve the basic infrastructure of the ports and landing sites to enable the industry to operate efficiently. Potential projects include a new fishing compound and slipway at Withernsea and provision of vivier tanks and improved bait and pot storage along the coast

## **Priority Theme 2 - Developing the Area's Tourism Potential**

The coastal towns and villages of the East Riding together with the varied landscape of cliffs and beaches provide a positive attraction for day and staying visitors. This landscape also forms the habitat for a wide range of fauna and flora which has an increasing tourism value. The activities of the fishing industry, whether port or shore based, along with their product have, for centuries, provided a draw for visitors. There is a need to maximise the benefit of these assets through the development of water based leisure activities, nature tourism and events and festivals which celebrate the area's fishing heritage. To do this, the following programmes are proposed:

### **A Nature Tourism Programme**

The aim of this programme is to increase visitor spend and length of visit through the development of improved information and interpretation facilities focussing on the natural assets of the coast and seas. Potential projects include development of coastal, seafood and maritime themed information and interpretation at key tourist locations, development of cycling and walking facilities and school visits.

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### **A Sailing, Leisure Boating and Angling Programme**

The aim of this programme is to maximise the economic potential of access to the sea to promote sea and beach angling, sailing and private and commercial leisure boating. Potential projects include the development of additional floating pontoons, development of beach and sea based angling competitions and the development of facilities and training for dinghy sailing and water sports.

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### **A Catering and Hospitality Programme**

The aim of this programme is to raise awareness of local, regional and national businesses in the food and hospitality sectors of the availability of quality shellfish from the Holderness coast and provide training and incentives to encourage its use. Potential projects include chef training, awareness raising campaigns using the web, social media, film and print, meet the buyer initiatives and best seafood restaurant award.

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### **A Festival and Events Programme**

Themed festivals and events can be a powerful attraction for visitors and can be used to promote local seafood and local businesses. The "maritime" theme can also encompass heritage, wildlife, environmental sustainability, cooking, music and the visual arts. Potential projects include a co-ordinated programme of seafood and maritime themed festivals, regional showcase events for buyers and arts related events and works

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### **A Maritime Heritage Programme**

The heritage of the coastal towns is intimately associated with the development of them as both fishing ports and seaside resorts and both have left a legacy in the form of harbours, promenades, parks and gardens, shelters etc. Improvements to public realm, the development of new and improved tourist facilities and "telling the story" of the towns' fishing, maritime and seaside heritage will assist the towns attract new visitors and help create a new image for the resorts. Potential projects include environmental improvements in key seaside locations, development of tourist facilities linked to the seashore and the development of signage, information and interpretation.

### **Priority Theme 3 - Creating Stronger Communities**

A key aim of the Axis 4 programme in the East Riding is to re-establish what was, at one time, a very close relationship between the fishing industry and local communities. The benefits of doing this are two-way; the industry would benefit from recruiting local young people and highlighting the continued importance of the sector to the coastal area and the communities would benefit from a renewed sense of identity and importance. To do this, the following programmes are proposed:

#### **An Education Programme**

The aim of this programme is to develop a co-ordinated set of activities to be delivered into primary and secondary schools and FE Colleges to raise awareness of the fishing and marine sector, to provide appropriate vocational training and facilitate career opportunities. There is also potential to develop residential courses to capture regional and national interest. Potential projects include a cross curricula educational resource pack, young persons sea angling club, adult education courses, coastal observatory/education centre.

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#### **A Community Activity Programme**

A more broadly based community programme than the education programme but with similar aims – for the industry's continued importance to be recognised and for the community to have a greater sense of ownership and pride in it. Potential projects (to be delivered through a small grants scheme) include community events and festivals, fishing weeks, local recipe cards/books and sea shanties

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#### **A Media and PR Programme**

The aim of this programme is to provide a stream of information about local events, activities and news about the FLAG and its programmes, the work of the fishing industry and the fishing communities. Potential projects include use of social media, web site, newsletter and press releases.

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#### **A Delivery Programme**

An integral part of the Axis 4 Programme is the way in which it is seen as a "bottom up" community based approach and this principle has underpinned development of the Strategy. Equally, the delivery of the programme needs to follow the same principle to ensure continued community engagement. Potential projects include employment of a FLAG co-ordinator, capacity building events, a local office and networking with other FLAGs.

#### **What Happens Next**

The Strategy will be submitted to the MMO by the end of May and the FLAG hopes to be in a position to invite applications for projects during the summer. The Programme needs to have committed all the funding to projects by the end of December 2013 with a view to final completion of the Programme by the end of December 2015.

#### **If you have any comments on the Strategy please e-mail or telephone:**

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**By the 23rd May**