



COASTAL COMMUNITY TEAMS ECONOMIC PLAN

No.	Heading	Detail	Information
Key Information			
1	Name of CCT	N/A	Exe Estuary Fisheries Group
2	Single Point of Contact (SPOC)	Name Address Tel nos Email	Stephanie Clark Exe Estuary Management Partnership, c/o Devon County Council, Lucombe House, County Hall, Topsham Road, Exeter, EX2 4QD 01392 382236 / 07967 456376 exeestua@devon.gov.uk
3 (a)	CCT Membership	Names and position, e.g. resident, Local Councillor	Stephanie Clark, Exe Estuary Officer, Exe Estuary Management Partnership (EEMP) Lynn Trout, Vice Chair, Exe Estuary Management Partnership (EEMP) Katherine Stephenson, Environment Officer, Devon and Severn IFCA Jim Masters, Executive Director, Fishing into the Future Steve Guilbert, DMF Coordinator, Devon Maritime Forum Richard White, Senior Marine Conservation Officer, Devon Wildlife Trust

			<p>Suzanne Birkett, Town Management Officer, Exmouth Town Council</p> <p>Local Authorities</p>
3 (b)	CCT Membership	Other partners and/or stakeholders who have expressed interest to be involved.	<p>Dominic Flint, Marine Scientist & Commercial Diver</p> <p>Heather Carstens, Education and Adult Learning Officer, SeaTorbay</p> <p>Food For Life</p> <p>Devon Education for Sustainability Working Group (DESWG)</p> <p>Local Nature Partnership (LNP)</p> <p>Sam Stone, Fisheries Officer, Marine Conservation Society</p> <p>Natural England</p> <p>Environment Agency</p> <p>Neil Downes, Lympstone Fisheries & Harbour Association</p>
3 (c)	CCT Membership	Other partners and/or stakeholders to potentially be involved.	<p>Myles Blood-Smyth, Exmouth Mussel Company</p> <p>Local fish suppliers & retailers, fishers, wholesalers, harbours, restaurants and businesses (such as fish and chip shops), local schools, local community groups and members, recreational anglers, associations</p> <p>River Exe Netsmen Association</p> <p>Exmouth Deep Sea Fishing Club River Exe Shellfish Farms</p> <p>Starcross Fishing and Cruising Club</p> <p>South West Federation of Sea Anglers</p> <p>Local angling groups and businesses</p> <p>Rex Frost, Exmouth Water Users Group</p>

			<p>Cornwall Wildlife Trust (regarding the Cornwall Seafood Guide)</p> <p>Dock to Dish</p> <p>Andy Bell, Co-ordinator, North Devon Biosphere Reserve</p> <p>Pete Williams, Fisherman, Fresh from the Boat</p> <p>Darts Farm fish and chip shop</p> <p>Lympstone sustainable fishery (and any other hand-gathering fishery)</p> <p>Simon Potten, SeaFish</p> <p>Sustainable Fish Cities</p> <p>Jamie Holmyard, Offshore Shellfisheries, Sidmouth</p> <p>David Jarrad, Shellfish Association of Great Britain / River Exe Mussels</p>
4	Accountable Body	Local Authority Contact name & details	<p>Stephanie Clark Devon County Council, Lucombe House, County Hall, Topsham Road, Exeter, EX2 4QD 01392 382236 / 07967 456376 exeestua@devon.gov.uk</p> <p>Does the Accountable Body have a representative on the CCT membership? Yes</p>
5	Local Area	Provide brief geographical description of the locality and a brief history if relevant.	<p>The Exe Estuary Fisheries Group will cover the Exe Estuary Area in Devon, encompassing over 3,000 hectares of diverse aquatic and terrestrial habitats.</p> <p>The fishing industry is an historically and culturally important aspect of the Exe Estuary, providing locally caught fresh seafood. Increased fishing effort leads to concern over the exploitation of stocks as well as conflict with other Estuary users. With increasing pressure on the inshore</p>

			fisheries industry, careful monitoring is essential in order to maintain stocks for future generations.
6	Context – community (suggested maximum 300 words)	Description of local community with demographics.	<p>Population include Exeter as a market for the produce</p> <p>The potential fullest extent of the market of this project includes the whole of East Devon, Exeter and Teignbridge, which had a combined estimated population of 388,059¹ in 2014, up from 358,060 in 2001 – an 8.4% increase.</p> <p>We have also defined the Exe estuary more narrowly to include the towns of Exmouth, Dawlish and Lower Level Super Output Areas (LSOAs – equivalent to neighbourhoods) adjacent to the tidal Exe Estuary as far as Exeter Quay. The population for this area at the 2011 census was 69,159 up from 68,136 in 2001 - a 1.5% increase.</p>
7	Context – economy	Local economy, e.g. business, tourism, manufacture, etc, 'Starting point'	(See below)

Indices of Deprivation²

The Index of Multiple Deprivation (Communities & Local Government, 2010) is a measure which combines data on deprivation in 7 'domains'; education, skills and training, employment, income, health, crime, barriers to housing and services and living environment. Scores are ranked to show the relative degree of deprivation of all the Lower Super Output Areas (LSOAs) in England (32,482), 457 of which are in Devon.

The majority of LSOAs in the narrow definition of the Exe estuary have become less deprived in the period from 2010 to 2015. Areas which remain significantly deprived (within the worst performing quarter of neighbourhoods in England) include parts of central Exmouth and Littleham; some neighbourhoods in Exeter; central Dawlish and Dawlish Warren. Many other areas within the catchment, especially rural areas and Topsham are among the better performing neighbourhoods nationally and are much more prosperous.

Employment & Unemployment

¹ Source: ONS mid-year population estimates

² Source: Index of multiple deprivation 2010 and 2015

The 2011 census shows that employment in the districts bordering the Exe Estuary is dominated by work in the wholesale and retail sector, followed by health and financial services (Office of National Statistics, 2012). The Met Office based in Exeter is also a major employer in the region.

In 2014 there were almost 180,000 employees located in the East Devon, Exeter and Teignbridge area, of which around 63% were full-time positions and little variation between Districts, although a slightly greater bias towards part-time working in coastal towns such as Dawlish and Exmouth.

Unemployment rates across the area are very low and about half the national average, but with small pockets of higher levels of claimants in deprived parts of Exeter, Dawlish, Exmouth and Dawlish Warren.

In the Devon Fishing Sector 2011 report, it states that there are 14 people employed in mariculture on the Exe Estuary. There is no evidence available to indicate employment rates of the fishing sector in the Exe Estuary area. The report also indicates that the ward of Littleham has been deemed to have a dependency on the fishing industry. 5% of the ward are employed in the fishing sector (compared with 0.1% of the total SW work force), with 108 employed either directly or indirectly in fishing.

Local businesses

In the East Devon, Exeter and Teignbridge area there were 15,360 businesses in total in 2015, up from 14,235 in 2010. Of these 87% of businesses were micro-businesses with 10 employees, or fewer. In the whole of East Devon, Exeter and Teignbridge area there are 35 businesses in total engaged in fishing and aquaculture.

We have identified 54 key businesses as both potential suppliers and users of locally sourced marine produce in the Exe estuary area among a wider list of 638 businesses in the Exe estuary area who could also become part of the supply chain, or promoter network.

Earnings³

In the broader East Devon, Exeter and Teignbridge area, both residence based and workplace based earnings grew between 2002 and 2015, growing fastest in the East Devon and Exeter areas. In Teignbridge they also grew, but not as fast and this District has some of the lowest earnings in the UK. The fastest growth was in workplace earnings in the Exeter area, which acts as an increasingly strong focus for commuting from across Devon and wider. Workplace based earnings in Exeter are now above the national average, although in surrounding areas they are below.

³ Source: ONS Annual Survey of Hours and Earnings 2015

Area	2002 total resident weekly earnings (FT & PT combined)	Total as % of UK average	2015 total resident weekly earnings (FT & PT combined)	Total as % of UK average
East Devon	£281.10	86.55	£394.40	92.63
Exeter	£278.60	85.78	£384.10	90.21
Teignbridge	£286.30	88.15	£354.10	83.16
UK	£324.80	100.00	£425.80	100.00

Area	2002 total workplace weekly earnings (FT & PT combined)	Total as % of UK average	2015 total workplace weekly earnings (FT & PT combined)	Total as % of UK average
East Devon	£264.00	81.28	£378.50	88.89
Exeter	£309.90	95.41	£440.00	103.33
Teignbridge	£270.80	83.37	£335.90	78.89
UK	£324.80	100.00	£425.80	100.00

Economic productivity⁴

The economic productivity of Devon as a whole has improved since 2000, albeit from a low base, growing faster and closing the gap with the UK average. The combined Agriculture, Forestry and Fishing sector produced a gross value added output of £367m in 2014 in the Devon County Council area. This figure doesn't take account of the very significant supply chain and other positive benefits this sector has in areas such as food and drink including manufacturing; restaurants and tourism. There are also significant benefits from this sector in terms of guardianship of the natural environment, which indirectly makes the area attractive to visitors, residents and inward investor businesses.

In the Devon County Council area economic productivity in the agriculture, forestry and fishing sector grew 6 times faster between 2000 and 2014 than in the UK as a whole.

	2000	2014
Devon County Council area total GVA per head as a % of the UK average	76.4%	81.8%
Devon County Council area total agriculture, forestry and fishing GVA	£125m	£367m

⁴ Source: ONS 2015

Growth in agriculture, forestry and fishing GVA between 2000 and 2014	
UK	31.6%
Devon County Council area	193.6%
Growth in all GVA between 2000 and 2014	
UK	76.2%
Devon County Council area	80.5%

8	Related initiatives	What else is going on in the community of economic importance, e.g. BID, LEP, CIC, CCF, CRF	<p>CCTs at Exmouth, Newton Abbot and Teignmouth & Dawlish Coast.</p> <p>Devon County Council development of Exe Estuary Trail.</p> <p>Riviera Line, offers marketing opportunities.</p> <p>Coastal Revival Fund application submitted by EEMP & Devon County Council: 'Trails and Rails: Making the Built Heritage of the Exe Estuary Accessible to All'. Unsuccessful but propose to resubmit next year.</p>
CCT Plan			
9	Ambition	A positive statement of the aims and objectives of the plan and a description of what it will achieve. Description of 'what success will look like'.	<p>The primary ambition of this plan is to reconnect the local community, retailers and restaurants of the Exe Estuary to the artisanal, small-scale fisherman who operate in or out of the areas local quays and beaches with a view to increasing local demand for, and facilitating the supply of, sustainable, traceable, locally harvested and landed quality seafood</p> <p>In so doing it aims to:</p> <p>1. Retain a greater proportion of the Estuary's landed catch for local processing and/or consumption</p> <p>In 2014, 636 tonnes worth £899,000 of fish was landed at Exmouth. Only a very small fraction of this catch was sold and</p>

			<p>consumed locally i.e. within the greater estuary area, the rest being supplied to the rest of the UK or typically exported to the EU or Far East. To retain a greater proportion of locally landed fish within the local economy the project will</p> <p>2. Encourage local retailers and restaurants to put on their shelves and on their menus a greater quantity and variety of locally harvested and/or landed seafood</p> <p>Making up over 80% of this locally landed catch by weight and value are a diversity of shellfish (including species like Scallops and Whelks, Cuttlefish and Squid, and even Crab and Lobster) for which there have been, over recent decades, a limited appetite and market for.</p> <p>3. Raise awareness of, and appetite for, local 'Exe' seafood among local communities and visitors to the area</p> <p>The project aims to increase local demand for local Exe seafood by increasing awareness of the quality and variety of local seafood available and of the fishermen who catch and/or harvest it. Moreover, it will also demonstrate the nutritional value and culinary potential of underappreciated products such as whelks, scallops, and cuttlefish.</p> <p>By encouraging retailers and restaurateurs to source fish landed locally, we aim to show how shortened and consolidated supply chains can have mutual economic benefits for both the local fishing and food retail markets. We will work with local fisherman to establish how and where value can be added to products for the high value retail market as well as provide local retailers and</p>
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			<p>restaurateurs with the necessary information and about how to access fresh, premium, locally caught and sustainable seafood directly from the dock. The project also aims to share best practice to enable more businesses to ensure the future sustainability of local and sustainable fish stocks.</p> <p>Success will be measured by an increase in the amount of locally landed fish being supplied to local businesses, shorter supply chains, more local fish on local menus, greater local awareness and appreciation of the Exe fishery, a more sustainable and profitable local fishing sector and a food retail economy and richer local food culture.</p>
10	Needs of the community and intentions of the team to meet them.	Identify the socio-economic needs of the community and the opportunities to meet them. Each element should be Specific, Measureable, Achievable, Realistic and Timed.	<p>Fishing as a sustainable business There is currently a lack of economic viability with the fisheries resource on the Exe Estuary. There is also a lack of data on the existing resource to facilitate the development of a strategy. This project aims to identify and carry out more in-depth research and monitoring. Businesses related to fisheries are likely to welcome the potential for added economic benefit, based on initial communications. However, to ensure that there is the desire from the fisheries related sector, a questionnaire will be distributed in the short term (within the first six months) to measure this need. Engagement with the project will be encouraged through various meetings, workshops, events and Forums.</p> <p>Fishing as a cultural tradition There tends to be a strong tradition within the fishing sector to continue the family fishing business through generations, which is of great importance to many families. The opinion of local family traditions will also be gathered through the questionnaire mentioned above.</p>

			<p>Tourism</p> <p>Fishing activities can have a positive effect on local tourism. Local restaurants and fish suppliers could actively market 'local fish' to increase profits, revenue and attract business. The needs of local businesses to explore this opportunity better is unknown, but can be explored through a second questionnaire aimed at local businesses that supply or could supply fish. Again, this questionnaire will be distributed in the short term (within the first six months) to measure this need. An image of a good, high quality, local fishing industry is likely to encourage tourism to an area, as indicated in other fishing villages such as Brixham and Looe.</p>
11	Analysis	Describe the strengths, opportunities, weaknesses and threats in meeting the needs at 10.	<p>By asking for stakeholder input via the questionnaires, clarification on the needs and desires of the communities will provide strength and direction to the project. If there is willingness for stakeholders to get involved, they are likely to be active in guiding the project and seeking new opportunities to fulfil their economic needs.</p> <p>However, if stakeholders don't identify a need to explore the economic opportunities of the project, it would have to be questioned whether the project would be beneficial to local communities.</p>
12	Data – <i>while an essential element of the plan, it could be included in a 'daughter' document.</i>	Provide evidence to support the intentions of the plan. This will include statistical data but broader data should also be included. Data used should be specific, relevant and transparent. It is sufficient to reference evidence held elsewhere.	The ambitions and aims of the plan as outlined in section 9 are founded and grounded on a detailed understanding of the current situation regarding the extent and composition of the Exe Estuary fishing industry and associated 'downstream' seafood supply chain including local merchants, processors and retail and service sectors. No such data and information for the Exe Estuary is readily available 'off the peg', so collating and reporting this information will be an integral part of the project itself and form an important first stage and deliverable.

			<p>In particular the ‘Exe Estuary Fisheries Report’ will identify: firstly, the scale, composition and geography of the Estuary’s fishing industry (e.g. what and how much is caught/harvested and landed where, when, how, and by whom); secondly, it will quantify and map the onward seafood supply chain from ‘dock to dish’ to determine how much local seafood is retained and consumed locally, and thirdly, it will survey the local retail and restaurant sector to determine current attitudes towards, and appetites for, locally landed seafood.</p> <p>The information required to produce this bespoke report (which will be fully referenced therein), will come from a variety of primary and secondary data sources. Principal secondary sources will include: Marine Management Organisation’s <i>Annual Fisheries Statistics</i>; Seafish’s <i>Project Inshore</i> database; Devon County Council’s repository of local socio-economic and fishing and food service sector data (e.g. <i>Socio-economic Baseline Study of the South West Fishing Industry</i> (EKOS Consulting and Nautilus Consultants: 2003), and various Devon and Severn IFCA, Cefas, and NFFO, reports and statistics. In addition primary data sources will include: a questionnaire survey of local seafood retailers and restauranteurs to be followed up with further, more detailed interviews, with selected individuals; interviews with local representatives of the fishing (including aquaculture) and seafood processing industries; and short ‘vox pop’ style interviews with the local community and tourists/visitors.</p>
Delivering the Plan			
13	Key projects and/or bodies of work.	High level description of discrete pieces of work showing	<p>Promotion The Exe Press newsletter and EEMP website can be used to promote the work of the fisheries group. Press Releases</p>

		<p>CCT role, indicative partners and timescales.</p>	<p>can also be produced by the Exe Estuary Officer and the EEMP Winter Forum can be used to reach out to local communities.</p> <p><u>Partners:</u> Carried out through the EEMP, informed by the CCT and partners.</p> <p><u>Timescale:</u> Throughout the lifetime of the project.</p> <p>Exe Estuary Fisheries Report A report will be created to identify the fishing activity on the Exe Estuary, the fish landed in the area and where it is distributed. Data from other nearby areas will be collected to explore whether there is potential for economic benefit.</p> <p>This fisheries report will identify the data that is currently available, the data that needs to be collected and will establish whether there is a need for a local or sustainable fisheries project in the area. This report will inform the Exe Estuary Local Fisheries Project and will look at whether there is a need for a larger Devon Fisheries Project.</p> <p>If sufficient information is not available, further funding needs to be identified to carry out further analysis / research.</p> <p>The report will also establish what is / isn't good practice for both local and sustainable fisheries.</p> <p>The Fisheries Report will be peer reviewed by members of the Steering Group, local fishery groups and other groups as seen fit (for example the Marine Conservation Society). A consultation process may be beneficial.</p> <p><u>Partners:</u> Carried out by the EEMP and Devon Maritime Forum, informed by the CCT and partners.</p> <p><u>Timescale:</u> Completion by the end of March 2016.</p>
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			<p>Database A database of fisheries related businesses in the Exe Estuary area will be created.</p> <p><u>Partners:</u> Carried out by the EEMP, informed by the CCT and partners.</p> <p><u>Timescale:</u> Completion by February 2016.</p> <p>Questionnaires Questionnaires will be distributed to both local fishermen and retail businesses to explore whether there is the need for the project. The questionnaire will also determine where Exmouth landed fish is distributed and whether local fish suppliers and restaurants stock local fish.</p> <p><u>Partners:</u> Carried out by the EEMP, informed by the CCT and partners.</p> <p><u>Timescale:</u> Completion by the end of March 2016.</p> <p>Exe Estuary Winter Forum To allow communities and stakeholders to explore what they would like to see happen in a larger project.</p> <p><u>Partners:</u> Carried out by the EEMP, informed by the CCT and partners.</p> <p><u>Timescale:</u> 9th February 2016.</p> <p>Support of local businesses Advertising businesses with best practice, sharing best practice, encouraging best practice with other businesses (e.g. supporting / training restaurants, in the sourcing and preparing of local, sustainable fish dishes, as well as how to maximise on promotion of sustainable fish choices).</p> <p><u>Partners:</u> Carried out through the EEMP, informed by the CCT and partners.</p>
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			<p><u>Exe Summer Festival:</u> Local fish and suppliers can be promoted at a large summer festival, working in coordination with both the EEMP Spirit of the Exe Festival and the Exe Mussel Festival.</p> <p><u>Partners:</u> Carried out by the EEMP, informed by the CCT and partners.</p> <p><u>Timescale:</u> When further funding can be identified in the 'medium term'.</p> <p>Exe Estuary Local Fisheries book The production and promotion of a new book / booklet to outline recipes using local / sustainable fish, highlighting which retailers source sustainable fish and a number of other local fisheries details (i.e. where to find up to date fisheries information, fishing restrictions, etc.). This can be produced as an online resource and could be downloaded from the EEMP website. The booklet could also be printed if sufficient funds are identified.</p> <p><u>Partners:</u> Carried out through the EEMP, informed by the CCT and partners.</p> <p><u>Timescale:</u> When further funding can be identified in the 'medium term'.</p> <p>Exe Estuary Sustainable Fish Project The expansion of the Exe Estuary Local Fisheries Project could encourage, promote and bring economic rewards to local businesses that support sustainably caught fish.</p> <p><u>Partners:</u> Carried out through the EEMP, informed by the CCT and partners.</p> <p><u>Timescale:</u> When further funding can be identified in the 'medium and long term'.</p> <p>Devon Sustainable Fish Project If funding is identified, the Exe Estuary Local Fisheries Project could be expanded across the Devon area. The</p>
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			<p>project would aim to join up any existing fisheries projects in Devon and encourage other areas to explore the economic benefits of adopting similar projects.</p> <p><u>Partners:</u> Carried out through the EEMP, likely to be led by a Devon-wide organisation such as Devon Maritime Forum or Devon Wildlife Trust, informed by the CCT and partners.</p> <p><u>Timescale:</u> When further funding can be identified in the 'medium and long term'.</p>
14	Short term goals/actions	What will the team achieve in the next 6 months? Should demonstrate 'quick wins'.	<p>Promotion of the new Local Fisheries Group through existing communication routes, making use of the EEMP resources (e.g. Exe Press newsletter and EEMP website).</p> <p>Creation of the Exe Estuary Fisheries Report to give an overview of the status of local fisheries in the Exe Estuary area, explore whether there could be an economic benefit of supplying fish locally and identify data gaps which need to be addressed.</p> <p>Creation of a database of fisheries related businesses in the Exe Estuary area will be created.</p> <p>Questionnaires to fisheries related businesses to identify whether there is willingness to supply fish locally (targeting fishmongers and restaurants as a priority). If there is willingness, this will inform the next stages.</p> <p>Exe Estuary Winter Forum To allow communities and stakeholders to explore what they would like to see happen in a larger project.</p> <p>Building on the current structure of the EEMP to develop further partnership working, by identifying and engaging with additional groups, (such as fishery related groups).</p>

			<p>Meetings and workshops will be arranged to provide the direction of both the short and longer term goals.</p>
15	Performance measures	For first 6 months – to be SMART	<p>Form Steering Group by early October 2015. Plan meetings to provide direction for the project. New members may request to join as necessary.</p> <p>Identify all key stakeholders by the end of February 2016, with the creation of a database of fisheries related businesses in the Exe Estuary by the end of January 2016 (which can be updated as the project progresses) and engagement with local communities at the EEMP Winter Forum on 9th February 2016. Form User Group by end March 2016 to discuss the future of the project and group. Plan meetings and adopt 'Plan of Action'. Survey to gather evidence to inform the project will also identify further stakeholders to engage. Questionnaires will be sent out during February 2016 and a network will be set up by the end of March 2016.</p> <p>Promote the CCT through the Exe Press newsletter and EEMP website throughout the project.</p> <p>Determine the need for a longer project by the end of March 2016 through the survey and Forum. The 'Exe Estuary Fisheries Report' will be produced by end of February 2016, which will also determine the future of the CCT. Plans for taking the project forward will be put together through meetings with the User Group.</p>
16	Medium term goals/actions	For 6mths to 5 years	<p>Continuation of the promotion of the new Local Fisheries Group through existing EEMP communication routes, also looking at new or improved communication techniques.</p> <p>Use of the Exe Estuary Fisheries Report to inform the medium term goals</p>

			<p>of the project. Build on the report to identify ways that economic benefits can potentially be reached by promoting locally sourced fish. Carry out further analysis / research to address any current gaps in data.</p> <p>Continue to build on the database of fisheries related businesses in the Exe Estuary area, potentially expanding this to the wider area.</p> <p>Continue to make use of the annual Exe Estuary Winter Forum to allow communities and stakeholders to be kept updated with the project and allow them to provide direction and feedback.</p> <p>Support of local businesses through promotion of those demonstrating best practice, and encouraging and sharing best practice with other businesses.</p> <p>Continue to practice good partnership working.</p> <p>Meetings and workshops will continue to be organised through the EEMP to provide direction to the project.</p> <p>Depending on the direction given by the group, various events could be organised, including a 'Local Fisheries Expo', training days and annual fisheries related festivals.</p> <p>Production and promotion of a new Exe Estuary Local Fisheries book / booklet to provide easy to access information on local / sustainable fish. Dependant on funding, this can be produced either as an online or printed resource.</p> <p>Explore whether there would be a need or potential benefits to introducing a certification scheme to identify and promote local or sustainable fisheries in the Exe Estuary Area.</p>
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			<p>Exe Estuary Sustainable Fish Project to encourage, promote and bring economic rewards to local businesses that support sustainably caught fish.</p> <p>Devon Sustainable Fish Project To encourage, promote and bring economic rewards to businesses that support sustainably caught fish over the wider Devon area, with the aim to join up any existing fisheries projects in Devon.</p>
17	Performance measures	For 6mths to 5 years – to be SMART	<p>Continue to engage with stakeholders through the developed EEMP routes and the User Group.</p> <p>Determine whether there is the need and the appetite for a local or sustainable fisheries project over the medium term, in the Exe Estuary area and potentially in areas over the whole of Devon. This should be accomplished at the beginning of this period by effectively engaging local communities and businesses.</p> <p>Through the User Group, identify and apply for further funding opportunities to allow the project to continue through the 'medium term'.</p> <p>Carry out further analysis / research to address any current gaps in data identified in the 'Exe Estuary Fisheries Report'. The need to complete this work is likely to be early on in this stage, but will be dependant on further funding.</p> <p>Feedback on stakeholders' perception of the project should be encouraged throughout this period, to determine whether the project reflects the needs of the communities. This could be carried out through regular meetings and through the EEMP Annual Forum. The success of the project should be reflected in whether the local communities are satisfied with how the CCT is exploring economic opportunities.</p> <p>Effective promotion of local fisheries</p>

			<p>should be evident, through existing EEMP communication routes and a new Exe Estuary Local Fisheries book / booklet. A certification scheme could also have a positive effect on the economic opportunities of local fisheries related businesses. This can take place once local fisheries that demonstrate good practice are identified.</p> <p>Benefits to the local economy through the CCT project should be monitored. An effective method of monitoring this should be identified and applied at the early stages of the 'medium term'.</p>
18	Long term goals and actions Optional	Strategic plans beyond 5 years – include performance measures where appropriate.	<p>Once the CCT identifies that there is a market for local or sustainable fish in the Exe Estuary or Devon area, the long term goals would see the continuation and expansion of the medium term goals, as appropriate and as needed.</p> <p>Sustainable and healthy fishing in Exmouth, with a good, strong reputation for seafood (similar to the reputation of Brixham fisheries, for example).</p> <p>Economic benefits realised for local fisheries with good working practices that are involved with the CCT.</p> <p>Devon-wide joined up approach of various fisheries projects in each locality.</p> <p>Buy-in from stakeholders and good relationships built with communities, businesses and partners.</p>
19	Barriers	Identify any barriers to delivering the plan and if you have contingencies to manage them.	<p>One of the main barriers for the delivery of this plan is if there is no appetite for this project from fishermen, suppliers or consumers. The 'Exe Estuary Fisheries Report' will explore if there is evidence of economic benefits from similar schemes in other areas, which should encourage involvement.</p> <p>There could also be a general reluctance from stakeholders to be a part of the</p>

			<p>project. Involvement in the project will require time and goodwill from those involved, which may deter some stakeholders from participating. The project needs to be approached in the correct way, ensuring that stakeholders are fully engaged from the beginning and allowing them to shape the project as they see fit. Stakeholders will need to see a benefit to have buy-in.</p> <p>However, if there appears to be no scope to improve the economic aspects of the Exe Estuary fishery, this could prove to be a major barrier to the project. Alternative benefits could be explored (e.g. environmental benefits).</p> <p>A lot of time and research is needed before the project can take off. This will identify the potential benefits for communities and businesses, which in turn will encourage involvement.</p>
20	Resources	Who and what will be required to deliver each element of the plan. Include 'in kind' services, volunteers, etc. demonstrate how local expertise will be utilise and/or grown.	<p>The Exe Estuary Officer will be required to co-ordinate the plan and facilitate meetings. The Exe Estuary Officer will require agreement through the EEMP Officers Working Group and Management Group to carry out work on behalf of the CCT.</p> <p>The Steering Group will offer professional input from statutory authorities and other organisations into guiding the future of the project, provided by 'in kind' services. The User Group will provide specific fisheries knowledge and experience to provide direction and ideas, through volunteers from fisheries related businesses. The future of this project will rely heavily on the involvement from fishermen and other businesses that are involved with fisheries, such as restaurants.</p> <p>For a Devon-wide project, involvement would be required from an organisation that covers the wider Devon area, to ensure effective co-ordination of various</p>

			<p>localities. This would likely be taken on by either the Devon Maritime Forum or Devon Wildlife Trust.</p> <p>The future of this project will only be feasible with additional funding, so time will need to be put into researching funding options and submitting funding applications. This will primarily be taken on by the Exe Estuary Officer, hopefully with some help or guidance from the Steering and User Groups. The plan is likely to require the involvement of Devon County Council as the Accountable Body.</p>
21	Costs	Detail of costs of each element of plan.	<p><u>Short Term:</u></p> <p>Staff Costs: Exe Estuary Officer time (approx.): £4,500 Travel expenses & subsistence: £200</p> <p>Promotion: 3 Exe Press newsletters (half of design & print costs): £1,068 Advertising: £232</p> <p>Meetings / Events: Team meetings (venue hire & refreshments for approx. 8 meetings): £500</p> <p>Miscellaneous: Exe Estuary Fisheries Report: £1,000 Economic planning and additional research and analysis: £2,500</p> <p><u>Medium-Long Term:</u></p> <p>Staff Costs: Exe Estuary Officer time: £50,000 Cost for additional member of staff: £50,000 Travel expenses & subsistence: £1,500</p> <p>Promotion: Exe Estuary Local Fisheries book/booklet (research, design, promotion and print, cost dependant on size of booklet):</p>

			<p>£6,000 Annual Local Fisheries Festival: £50,000 Promotional costs: £20,000</p> <p>Meetings / Events: Meetings and workshops: £6,000 Annual Local Fisheries Expo / Training: £50,000</p> <p>Miscellaneous: Research, analysis and additional economic planning: £30,000 Certification scheme: £50,000 (estimate)</p> <p>Additional costs for a sustainable or Devon project, dependant on scale of project.</p> <p>There is likely to be additional costs, a more detailed budget would need to be developed for the medium to long term.</p>
22	Value	What is the value of the plan to the local economy?	<p>Close to a million pounds worth of fish is landed in ports in and around the Exe estuary per year, but with the vast majority of the catch leaving the immediate local area to supply other parts of the country or being exported to the EU or Far East, many opportunities to add value to the product and retain these benefits for the local economy are lost. Precisely how much additional GVA the local economy can benefit from a given increased percentage of locally landed seafood being processed and/or consumed locally is difficult to determine and as part of this pilot project that is something that we will seek to examine.</p> <p>While work is ongoing to quantify the precise value added and the benefits to the local economy of such 'local supply chain' initiatives, there is clear evidence that value can be added in a number of distinct ways. Firstly, by ensuring the quality, traceability and sustainability of their product, fishermen can achieve a premium 'top-end', price for their product. Secondly, by bringing producers and local retailers/restaurateurs together,</p>

			<p>shortening supply chains and missing out middlemen and transportation miles, retailers can benefit from increased affordability of a premium product and greater opportunities for adding value. Thirdly, increasing local and visitor interest in, and appetite for, a greater variety and quantity of locally landed seafood can potentially lead to an overall increase in local consumption and increased opportunities for food and food culture related place tourism marketing.</p> <p>The benefits of fisheries sector local supply change and certification initiatives like those being developed as part of the Cornish Seafood Guide and the Blue Marine Foundation developed Lyme Bay Fisheries and Conservation Reserve scheme are already being testified to and objective evidence as to the added value of these projects is currently being collected and examined. Similarly many other terrestrial local supply chain 'eat local' initiatives (e.g. Riverford Vegetable box scheme) have long demonstrated both the economic and ecologic value of buying and eating local produce.</p>
23	Funding	Identification of funding streams and how costs of project(s) will or could be met.	<p>Funding for the medium to long term would need to be identified via an additional funding source. It may be necessary to also locate match-funding and provide some staff time in-kind or make use of volunteers.</p> <p>Possible funding streams include:</p> <ul style="list-style-type: none"> • Coastal Communities Fund • BIG Fund • European Maritime Fisheries Fund (EMFF) • Local Enterprise Partnership (LEP) <p>Organisations to provide funding guidance:</p> <ul style="list-style-type: none"> • Blue Marine Foundation • National Federation of Fisheries Organisation (NFFO)

24	Maximising resources and costs	Describe how this will be minimised, e.g. shared services, use of technology, avoidance of bureaucracy, etc.	<p>Use of existing EEMP resources and expertise (including all partners). Use established networks of the EEMP to make effective use of time. Making use of the EEMP proves to provide good value for money. The EEMP has a model in place which returns a high output for the money put in, due to access to existing resources and network of partners and stakeholders.</p> <p>Draw on other DCC expertise, using in-kind DCC technology, keeping monitoring simple, smart, measurable & proportionate to the project and funder's requirements.</p> <p>The project will have a clear allocation of tasks through co-ordination from the Exe Estuary Officer (i.e. who will do what and in what timeframe).</p> <p>The CCT will be working closely with Devon and Severn IFCA to avoid duplication with other initiatives.</p> <p>Use expertise of new partners, fishermen and other stakeholders.</p>
Communications			
25	Consultation	Describe existing results of consultations and planned consultation exercises.	<p>Planned consultation to gather new local fisheries data (via questionnaire) and to identify the direction that the team takes and priorities of local fish suppliers.</p> <p>Communication with communities, for example, via Exe Press newsletter and EEMP website.</p> <p>Consultation and workshops in EEMP Annual Forum events.</p> <p>Awareness raising and potential data gathering opportunities through EEMP Festivals.</p> <p>User Group meetings.</p>

26		Describe plans to involve and inform partners and other bodies, including accountable body, CCA and DCLG.	Partners will be involved in regular CCT meetings whilst other bodies (including the accountable body) will be kept up to date via existing quarterly EEMP Officer Working Group and Management Group meetings. All relevant information will be uploaded onto the EEMP website for public viewing and will help to inform the CCA and DCLG. Any specific information will be communicated via email by the Exe Estuary Officer.
27	Communication with community	How will the community and stakeholders be involved and informed of progress and outcomes	All relevant information will be available to the public via the EEMP website. We will also keep the communities and stakeholders involved and informed of progress and outcomes through quarterly EEMP newsletters and our annual Winter Forum and Summer Festival events. Those with a specific interest can be kept updated on a more regular basis via email through the EEMP.
CCT Logistics			
28	Management of team	How the team will operate, frequency of meetings, centrality of team to projects, etc. How the team is representative of the community.	<p>The Exe Estuary Officer will co-ordinate the team and facilitate meetings. Agreement of the Exe Estuary Officer CCT actions will be agreed through quarterly meetings of both the EEMP Officers Working Group and Management Group. Devon County Council will host the Exe Estuary Officer and acts as the Accountable Body.</p> <p>The Steering Group will offer professional guidance for the project from statutory authorities and other relevant organisations. They will meet as and when needed, approximately four times a year.</p> <p>The User Group will comprise of stakeholders from the local fisheries community. They will meet regularly (approximately once a month) to provide specific fisheries expertise, guide the direction of the team and will suggest actions and ideas. This is an important group to ensure that local fishermen and</p>

			<p>fish suppliers are fully involved with the project and allow them a voice for decision making in the future. Input from this group should reflect how local communities and businesses would feel funding would be best put to use.</p> <p>Other fisheries related businesses (e.g. restaurants) will be engaged through events and the Annual Forum. For those that are interested in becoming more involved with the project, the Exe Estuary Officer will communicate with them directly and meetings can be set up if required.</p> <p>Local communities will be kept informed via the Exe Press newsletter and EEMP website. The contact details of the Exe Estuary Officer are publically available, so local communities have a central contact point to find out more about the team.</p> <p>For a Devon-wide project, involvement would be required from an organisation that covers the wider Devon area, to ensure effective co-ordination of various localities. This would likely be taken on by either the Devon Maritime Forum or Devon Wildlife Trust.</p>
29	Support structure	Network of support built to enable CCT to deliver the economic plan	<p>Network of support to date:</p> <p>All Partners of the EEMP:</p> <ul style="list-style-type: none"> • Devon County Council • East Devon District Council • Teignbridge District Council • Exeter City Council • Exmouth Town Council • Dawlish Town Council • Starcross Parish Council • Woodbury Parish Council • Lympstone Fishery & Harbour Association • Devon and Severn IFCA • Natural England • Environment Agency • RSPB

			<p>Devon Maritime Forum</p> <p>Devon Wildlife Trust</p> <p>Fishing into the Future</p>
30	Costs	Running costs of CCT itself	<p>As detailed in the 'short term' costs in section 21:</p> <ul style="list-style-type: none"> • Staff Costs (including Exe Estuary Officer) • Travel expenses & subsistence • Promotion • Meetings • Professional services, such as research and analysis
31	Sustainability	Long term plan for team and how this will be managed.	<p>The full medium to long term plan is not feasible without additional funding. However, since the EEMP already exists, it is able to provide the continued support of the CCT. The Exe Estuary Officer will be available to continue co-ordination and engagement with partners, stakeholders and communities to drive the project, with the ability to offer a point of contact and organise further meetings to guide the plan. The Exe Estuary Officer will explore other funding options to fulfil the medium and long term plan.</p>
32	Areas of Specific Interest	Provide areas of on which you would wish to join a working group or network (virtual or otherwise), e.g. arts, tourism, housing, piers, sport, transport, heritage, marketing, etc.	<p>The EEMP already has a relatively extensive network of contacts, but would like to strengthen and improve on these links.</p> <ul style="list-style-type: none"> • Fisheries • Retail (e.g. restaurants, supermarkets, fishmongers) • Tourism • Heritage • Marketing • Economics • Harbours / Marinas • Other fisheries related projects • Arts