

# newsletter

Issue 2, Summer 2013



## Welcome

Welcome to the second issue of the GIFS newsletter. Time is rapidly moving on and the GIFS project is running full steam ahead. Fisheries are continuing to make the news headlines with particular emphasis on the reform of the Common Fisheries Policy. As greater emphasis is placed on understanding the importance of the social dimension of fisheries, alongside consideration of the opportunities of Europe's blue economy, the work of GIFS is becoming ever more relevant.

We have a strong team working together to understand and reveal the many different ways that inshore fishing is important to local communities. It is only by understanding the full importance of fisheries that the activity can be properly valued and accounted for in policy making. We hope that GIFS will play a small part in helping to deliver a sustainable future for fishers and the communities in which they live and work. We hope you enjoy this newsletter and please contact the GIFS team if you would like any further information.



## Breaking News

### GIFS Public Meeting

**28<sup>th</sup> November 2013, Flanders Marine Institute Belgium**

Inshore Fisheries: Understanding their socio-cultural and economic importance in the Channel and Southern North Sea

This meeting will include the following workshops:

- The socio-cultural value of fisheries
- Coastal zone governance and inshore fishing

For more information and registration contact:

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### Interreg 2 Seas Tourfish Project Approved

Led by the University of Greenwich, the Tourfish cluster will explore opportunities for new economic development of coastal areas through developing new opportunities for responsible tourism that draws together food, inshore fisheries, regional branding and place based marketing opportunities



# Project News

## Hastings Stakeholder Workshops: Valuing Ecosystems Services around Inshore Fisheries and Marine Conservation

Innovative participatory and deliberative techniques were used in stakeholder workshops in Hastings to capture and evaluate the shared and cultural values of the marine environment in the context of questions about approaches to co-management of inshore fishing and marine conservation.

Central to many of the GIFS activities has been the importance of working closely with local stakeholders to develop and participate in innovative methodologies that can be used in future by communities and policy-makers alike. These methods can be used to better capture, evaluate and demonstrate the social, cultural, environmental and economic value of the inshore fishery to a coastal community.



Stakeholder Workshop  
© University of Brighton

One such project successfully completed this year has been the GIFS Hastings case study workshops conducted by the University of Brighton in partnership with National Ecosystem Assessment Follow ON (NEAFO). These were conducted over three consecutive half-day sessions, and all 3 workshops were attended by 15 fisheries and marine landscape related stakeholders (from the fishing industry, tourism sector, education sector, local council, marine regulatory bodies, local residents and recreational sector).

A wide mixture of deliberative analytical and participatory methods were used in these workshops including: group SWOT analysis, multi-criteria analysis (MCA), participatory budgeting (or deliberative monetary valuation - DMV), participatory systems modeling, value ranking, goal ranking, group story-telling, informal deliberation and structured group discussions. These methods took the stakeholders on a journey of firstly helping elicit deeper personal cultural values associated with the marine and coastal environment; then shared values; and then finally, the relative monetary value of co-developed policy goals through a process of group deliberation, negotiation and participatory evaluation.



Stakeholder Workshop  
© University of Brighton

Hypothetical visions of Hastings in 2030 (economic, cultural, environmental and business as usual visions) allowed the participants to begin thinking about securing and sustaining their shared values and objectives in terms of evaluating real-life policies. This journey was extended in the final workshop as the DMV policy package development and costing exercise, followed by group negotiation of a final budget and policy package brought the process to a close. The deliberative nature of the methods employed encouraged wider ecosystems thinking and enabled the participants to share in a social learning process that allowed knowledge exchange and discussion of deep shared values.

This was a time intensive but incredibly valuable methodology, and the University of Brighton team were very fortunate to have so much support and input from local stakeholders. Following the success of this method it is hoped that the workshops will be repeated using a very different participant sample with changes in the workshop process suggested by the original participant feedback.

## Investigating the Expenditure of Recreational and Professional Fishers

Surveys have been deployed by the University of Brest to build a case study of the suppliers that recreational and professional fisherman use to highlight the economic issues surrounding inshore fishing in the Brest region of France.

A case study of sea bass was undertaken in which all suppliers of goods and services to fishermen of this particular species of fish were analysed. This included both commercial fisheries and recreational anglers and highlighted the various economic agents involved.

Given there is no existing data on supplier to recreational fishers, the following surveys have been completed:

- An online survey distributed to the local angling associations.
- A face-to-face survey with sea bass fishermen (hand-liners and long-liners).
- A face-to-face survey of the main suppliers to sea bass fishers

It was possible to assess spending related to sea bass by exploring the amount spent on goods and services by recreational and professional fishers. Initial findings suggest that the expenditure is at least three times higher for recreational fishers compared to professionals.

Through the study the characteristics and strategies used by various suppliers to recreational and professional fishers have been highlighted. The main trend was that most suppliers develop a strategy of diversification for their products and customers to reach a wider market. The tourism market is one example. The share of these suppliers' turnover attributable to professional fishers was usually lower than 10%. The results further showed that in the region of Brest the recreational sea bass fishing activity allows for a suppliers' network to be maintained, with the knock on effect that professional sea bass fishers may also benefit.

Over the next six months the same methodology will be used in a case study of the district of Weymouth and Portland in England. This is an important area for both professional and recreational sea bass fishing. A comparison of the different strategies adopted by English and French suppliers to sea bass fishers will follow.



Bass hand-line fishing from a boat of the organization *les Ligneurs de la Pointe de Bretagne*  
© Marc Sambi



## Processing Fish by Women 'Then' and by Men 'Now'

The collective relationship between men and women in fishery communities plays an important role in the dynamics of fisheries development, and the apparent invisibility of women in fisheries is an important aspect of research in the GIFS Project. Investigation into the role of women and the gender relations in fishery communities on both sides of the Channel aims to identify and gain insight into women's activities and their contribution to sustaining coastal communities.

Interviews have been employed as a major tool in gathering primary data. Interviews have so far been concentrated on fishing communities in France and England with 50 women and men covered by the survey in Concarneau and Duarnenez (France), Cornwall, Hastings and Norfolk (England). The interviewees included people with a variety of roles and responsibilities in fisheries, including wives and partners, wholesale and retail traders, seafood processors, tourist guides, factory owners, municipal officers in charge of culture and heritage in local towns and cities, officials in FLAGS and in Fishermen's Missions.



*A female tourist guide at work in a fish processing factory and interviewing a fish retailer in Concarneau and Duarnenez, June 2013.*  
© University of Greenwich

Two processes have drawn particular attention to researchers at the University of Greenwich (Greenwich Maritime Institute). One process involves some subtle but significant changes to the shop floor in fish processing factories. Traditionally, it was men that 'caught fish' and women that 'cooked fish'. This has been the stereotyped gendered division of labour on both sides of the Channel. However, such a pattern seems to have experienced a dramatic change in processing factories. The development of machinery and the advancement of technology have apparently led to a reduction of the posts traditionally held by women such as 'filleters'. The posts actually still exist but they are filled with men because 'we need men to operate these big machines' as explained by the management in one factory.

Such a reconstruction and reallocation of work and jobs in processing factories between men and women has important social-economic impact and implications to both individuals and families in the coastal towns and communities. This will be further analysed in the next stage of the study.

## Investigating Inshore Fishing and Coastal Zone Governance

The GIFS project aims to record and help to understand the different management frameworks and approaches that exist across the Channel and the Southern North Sea, and the way that inshore fishing is incorporated into these. Flanders Marine Institute (VLIZ) and the Coordination Centre ICZM Belgium have been investigating this in detail.

Initially the role of inshore fisheries in relation to the main policy instruments that are of relevance for the integrated management of the marine environment were explored. In the second phase, an in-depth case study approach was used to explore and understand the complex processes that create the interaction between the inshore fisheries. Within the case studies the following topics were explored: stakeholders, governance structures and agendas within local regeneration planning, tourism, marine/coastal governance and FLAGs (Fisheries Local Action Groups).

Inshore fisheries are all unique in terms of their socio-political and economic interests and their complex interactions within different sectors. Therefore in-depth case studies including semi-structured interviews with a range of stakeholders provided the most appropriate methodological approach to take account of the differences between fisheries and the wider context in which they have each developed. Comparisons will then be made between the case studies that are completed in England, France, Belgium and the Netherlands.

Emphasis has been placed on the influence and participation of fishers, the management integration of inshore fisheries governance and the economic, environmental and social sustainability. Arnemuiden (the Netherlands) and Nieuwpoort (Belgium) were the first case study sites that were investigated. In Arnemuiden, the case study explored if and how coastal governance structures in a fishing community can support inshore fisheries and the economics related to this. A range of stakeholders were interviewed including the representative of the FLAG, a local councilor, and fishermen.

The Nieuwpoort case study explored how fisheries are embedded into local tourism policy. Voices of the private sector, a restaurant owner, the FLAG, the fisheries organization of Nieuwpoort (Promovis) and many more were heard. Case studies are also planned in England (Hastings, North Devon, Cornwall and Norfolk), France (Saint-Brieuc and the Channel Islands) so comparisons can be made. The results of all cases will be accessible from an online map application which will be reported on in the next newsletter.



Brown shrimp (*Crangon crangon*) fishing vessel N.86 Surcouf (Nieuwpoort, Belgium)  
© VLIZ (Delva), 2006

## Sense of Fishing Places Survey

**Sensing Fishing Places Survey**

UNIVERSITY OF GREENWICH GIFS

**Why should I take part in this survey?**

Living on the edge, that space between the land and sea, can shape the way we view ourselves, our community and the world around us. The influence of the sea and a seafaring way of life creates a particular sense of place in coastal towns and villages, both in the natural and built environment, but also in the character and identity of the people who live there.

For many coastal places, there is a long history of fishing including the physical remnants of past activity and documented or remembered social histories of a bygone way of life. But the influence of fishing is not just from the past - many of these places have commercial fishing fleets, large or small, and their presence and activity can also shape a coastal sense of place today.

The Sensing Fishing Places survey will look at how fishing contributes to a sense of place in fishing communities. We want to find out to what extent fishing influences the way people feel about where they live or work. The results will help to better inform fisheries policy and local decision-making - they will be made publicly available to local communities and decision makers. Your views are needed in order to understand the importance of marine fishing in the place where you live or work.

Thank you very much for taking part, your contribution is much appreciated. All responses will be treated anonymously.

**1. How did you hear about this survey?**

☐ I received a letter from GIFS ☐ Word of mouth (e.g. email from local contacts)

☐ Local press ☐ Social media (e.g. Facebook, Twitter)

☐ Email from GIFS ☐ Other, please specify .....

**2. What coastal town/village are you completing this survey about?**

Please complete this survey if you live or work in a coastal town.

The University of Greenwich launched the **Sensing Fishing Places** survey in early 2013. The survey was available online and also posted to 5,200 residents in England, France, Belgium and the Netherlands. To date 740 responses from England have been received, 407 from Belgium, 281 from the Netherlands and 287 from France. It is anticipated that the total dataset will include around 1,600 survey responses.

Early results from the English dataset (n=715 useable responses) suggest that people feel attached to their local fishing industry, and believe that it contributes to the identity and social fabric of where they live. 71% of respondents indicate that they agree with the statement "This area is in my blood, it is really a part of me" and 86% agree that "I am very proud of our local fishing industry". 93% indicated that it is important to preserve the fishing industry in their town. Most (89%) think that fishing is an important attraction for tourism and 96% believe that it is important to remember the long history of fishing. 65% of respondents indicate that fishing is at the heart of the community, although less than half felt that the identity of the town revolves around fishing.

Almost all (97%) of participants said they eat fish, with 69% eating fish at least once a week. Almost half of respondents said they buy locally caught fish once a week. The most popular species was cod (66% eat cod), followed by prawns (47%), salmon (46%), haddock (41%), mackerel (40%), crab (35%), plaice (33%) and tuna (26%). However, 86% of respondents said they would be willing to try a species they had not tried before.

Once the final surveys have been received a full analysis will be undertaken and results will be compared across the four countries.



Pots and inshore boats on the beach, Beer, Devon (UK)  
© University of Greenwich



The fishing harbour, Paimpol, Brittany (France)  
© University of Greenwich



## People, Place and Fish: Photo Project

The first three GIFS community photo exhibitions were held over the summer in Looe (Cornwall, England), Le Guilvinec (Finistere, France) and Wells-next-the-sea (Norfolk, England). The exhibitions, titled **Landscapes of Fishing** consisted of photography by researchers, Tim Acott and Julie Urquhart, to explore themes such as cultural identity, heritage, spiritual and aesthetic values, inspiration, social relations, tourism and education. These were displayed alongside photographs submitted by the local community and a selection of images from Vince Bevan, the GIFS photo-journalist.

The exhibitions generated a lot of interest and provided a platform to talk to local people about the social and cultural role of fishing in their community. Positive comments were received about the exhibition such as “Beautiful, thought-provoking and important” and “Wonderful exhibition, the sea and fishing brought to life”.



Looe Exhibition, 16-20 June 2013  
© University of Greenwich



Sorting Othniel oysters on the  
harvester, Poole Harbour  
(England)  
© Vince Bevan

## Women's Initiatives in Fishing Communities

The initiatives of women in organising themselves at the grassroots level in fishing towns and villages are essential to maintaining coastal communities. In England, for example, the 'Fishwives Choir', a women's group found in 2012 and made up of the wives, mothers and sisters of fishermen in England are found extremely active in promoting fishing and fishing communities.

Whilst their mission is to 'give voice to those lost at sea' and their immediate goal to 'raise money for The Fishermen's Mission', initiatives of this kind demonstrate that women are excellent at working amongst themselves as well as with men in creating and strengthening solidarity at challenging times. This is vital in sustaining and developing a coherent community and society.

This part of the GIFS study has been supported by GIFS partners, academic peers from University of Brest, Fishermen's Mission, regional FLAGS, Municipality in Concarneau and has enjoyed very positive media coverage in France.



*The Fishwives Choir rehearsing for the  
BBC with GMI researchers  
participating as observers in April  
2013.*  
© Fishwives Choir

## Fishing Activity and Tourism: Case Studies in France

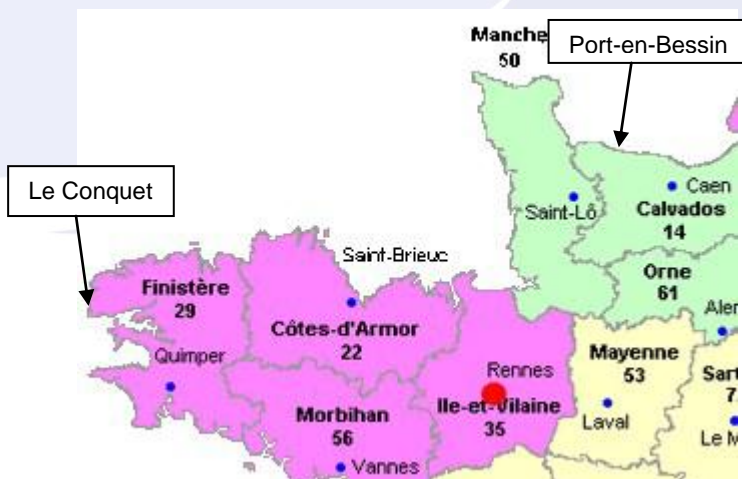
The University of Brest are investigating the induced economic effects of fishing activities to the tourism sector. Their research aims to answer the following question: 'If coastal fishing activity disappears in an area, what are the economic losses be to the local economy?'

Fishing activity is a source of tourism, in the sense that tourists may come to a coastal fishing place to enjoy watching fishing boats setting out to sea and landing their catch in the harbour.



© University of Brest

This research assesses expenditure by tourists who visit an area because of its coastal fishing identity and the methodology developed aims to measure the economic effect of tourist events.



It allows expenditure to be assessed by calculating the number of tourists that would no longer visit the area if the coastal fishing activity ended. This method was used in two French case studies : Le Conquet (Finistère) and Port-en-Bessin (Calvados). Master students from Agrocampus Ouest (Rennes) were involved in this study. They participated in the construction of the questionnaire and ensured a representative sample was used. The fieldwork took place in May 2013 during which time more than 800 tourists were surveyed.

The findings suggest that there are a significant proportion of tourists visiting both case study sites because of their fishing identities. In this context, any loss of fishing character will lead to economic losses in the local economy, since some tourists would no longer visit and would therefore not spend money. From interviewees' registered expenditure and data collected from tourism offices, it is possible to assess these losses and calculate the annual induced economic effects of fishing activity to the local tourism sector. The University of Brest are now working with the University of Brighton to use the same methodology in a case study in Hastings, England. Additional information on this third case study will be in the next newsletter !



Student Researchers  
© University of Brest



## Placing Living Statues in Arнемuiden

Arнемuiden is near to lake “Veerse Meer” which is a popular tourist destination for day trips and holidays predominantly for visitors from Holland, Belgium, Germany and the North of France.

Arнемudien was selected to be refurbished with the hope that these visitors to the lake might also want to take the opportunity to visit Arнемuiden during their stay and to make all visitors aware that they are passing through a fisher’s community.

As part of the refurbishing process the historic past is now more visible. An historic sign has been constructed on the motorway; the central road through Arнемuiden has been given a maritime look by the use of a herringbone pattern in the street paving and the construction of new street fencing with sailing ships integrated into the design and old wooden bollards.

To combine the furnishings with the living history of the fishing heritage of the village, members of the community, some of whom dress in traditional costume on a daily basis, were transformed into living statues and are being placed at various locations within the village. These are eyecatching reminders of the historic fishing past of Arнемuiden and identifying that members of that fishing community still live in the village despite now operating their fishing business from other towns. Comments on the statues from visitors have included ‘thought-provoking’; ‘important’ and ‘a wonderful exhibition’.



## Events

**14 February 2013** Interreg IVB North Sea Region, North Sea Fish Project Meeting 'North Sea Fish: Innovation from catch to place', Lauwersoog, Netherlands [http://www.northseafish.eu/news\\_north-sea-fish-launches-website](http://www.northseafish.eu/news_north-sea-fish-launches-website)  
Tiny Maenhaut of the Municipality of Middelburg attended.

**14-15 March 2013** 2Seas Annual Event, Rotterdam Netherlands  
A GIFS information stand was exhibited. This event was attended by Tim Acott and Suzanne Louail of the University of Greenwich, Esther Brown of the University of Brighton and Tiny Maenhaut of the Municipality of Middleburg.

**25 – 27 March 2013** Royal Geographical Society Mid-Term Conference, Birmingham, UK.  
Jeremy Evans of the University of Brighton attended.

**12 April 2013** The Maritime Law and Policy International Postgraduate Research Conference 2013, London, UK.  
Esther Copete of the University of Greenwich presented.

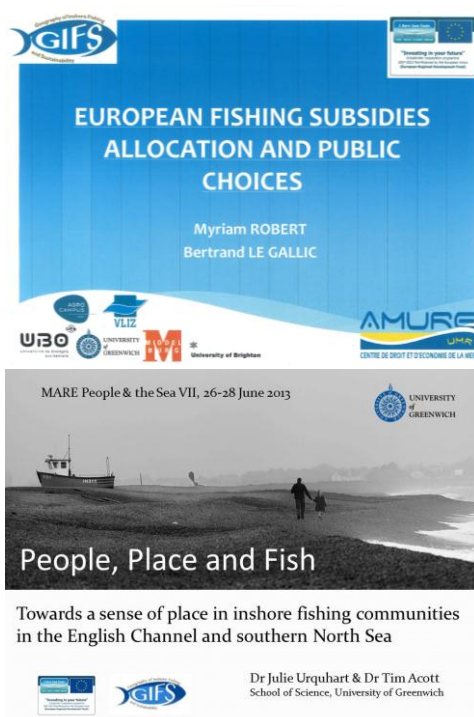
**15 – 17 April 2013** EAFE Conference 'Securing the future: Implementing reform in European Fisheries, Edinburgh, UK  
Myriam Robert and Bertrand le Gallic of the University of Brest presented papers.

**13 – 16 May 2013** 8<sup>th</sup> International Symposium on the Environment, Athens, Greece  
Myriam Robert and Bertrand le Gallic of the University of Brest presented papers.

**16 May 2013** University of Liverpool School of Environmental Sciences Annual Seminar Series  
Tim Acott gave a seminar on the CHARM III and GIFS EU projects.

**20 May 2013** EU Maritime Day Public Seminar (London Universities Maritime Law & Policy Group), London, UK  
Tim Acott, Julie Urquhart and Minghua Zhao of the University of Greenwich presented papers. Christopher Bellamy, Esther Copete, Suzanne Louail and Martin Wilcox attended.

**26 – 28 June 2013** MARE Conference 'People and the Sea', Amsterdam, Netherlands  
Tim Acott, Julie Urquhart and Minghua Zhao of the University of Greenwich presented papers. Jeremy Evans of the University of Brighton attended



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