newsletter

Issue 3, Spring 2014

Welcome

Welcome to the third edition of the GIFS newsletter. It is an exciting time for the GIFS partnership as we are now in our final year. All partners have completed a lot of exciting work and increasingly attention is turning to the dissemination of results and the production of final reports. The two main outputs of the GIFS project are a Toolkit for understanding the socio-cultural and economic importance of inshore fisheries called '21st Century Catch' and a web based GIFS Wiki. Both final products will be launched at a public stakeholder meeting in September 2014.

Other exciting initiatives include participation in an INTERREG IVa 2 Seas Cluster initiative called 'TourFish [(Tourism for Inshore Fishing, Food and Sustainability). This cluster brought together GIFS and another 2 Seas project called Fish and Chips to explore the idea of responsible tourism for food, inshore fisheries and sustainable development. The main outcomes of the cluster will be a conference in Hastings and the production of a 2 Seas publication. They will showcase the potential of thinking about new opportunities in food and fisheries linked to responsible tourism.

We hope you enjoy reading about all the exciting developments in the GIFS project in this Newsletter. Please contact the GIFS team if you have any comments or would like further information.

Breaking News

TourFish 2 Seas Cluster Event
Food, Fisheries and Tourism: New opportunities for sustainable development
23-24th June 2014, Hastings, UK

Your Fishy Whitstable
Whitstable Community Photo Project
31st July – 6th August 2014

GIFS Stakeholder Meeting
3rd September 2014, University of Greenwich, UK
Launching the GIFS Toolkit and the Online Atlas

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Project News

Classroom on the Coast, Hastings: Supporting fisher-led alternative education

Working in partnership with the Hastings Fishermen's Protection Society, University of Brighton have contributed to the co-production of an education pack project to support the development of a model of AP (Alternative education Provision). The partners are developing materials for the delivery of a fisheries related and fisher-led education offer in the Classroom on the Coast, Hastings (south-east England). Helping research and develop the education packs and model of delivery for an AP from the Classroom to be led by the fishing sector and delivered (in the majority) by fishers themselves is part of the economic regeneration GIFS work package. By documenting how we have helped develop and tested this model of education and co-produced the support materials is core to GIFS work around demonstrating the economic, social, cultural and environmental sustainability value of IF to coastal communities. This particular project will contribute to the toolkit by documenting the process of developing education packs in collaboration with fishers and educationalists for other inshore fleets to guide the development of their own AP. The work has involved intensive collaboration with the Hastings fleet and to date has included:

- A stakeholder scoping workshop where the core principles of this model were determined: *Equity of fisher knowledge*, *Fisher ownership and leadership, Focus on contemporary and living inshore fishing (IF) industry and marine issues;*
- model/process development meetings;
- stakeholder field visit to a mature AP model in Ostend to share best practice and experiences;
- education resources and artefacts production by the fleet;
- the construction of a model fisherman's net shop to store material;
- teacher support material production by educationalists crucially matching the Local Ecological Knowledge shared in the AP lessons to the Area Based Curriculum emerging in English primary schools in particular.

The next stage involves a GIFS funded pilot to test and feedback into this model of education, and the further development of a fisheries based AP stakeholder network in a roundtable event held in Hastings in July 2014.

This project has been developed alongside other work into the Total Economic value (TEV) contributed by fisheries to their community being explored by the University of Brest. Through this case study we have determined that the engagement of fishers directly with the local community helps share their cultural identity, traditions and values. It reconnects students from the local community and further afield to the nature of IF, a fisher's life and the value of buying locally caught seasonal fresh fish. The fisher Local Ecological Knowledge (LEK) shared around the importance of sustainably caught fish, fishing methods and the communities that provide them adds a uniquely authentic insight into their marine biology, geography, social history area based curriculum. The equity of fisher knowledge and expertise built into the principles of this model helps inform a local governance culture around sustainable co-management approaches to IF management. It is hoped the education for life focus (i.e. all ages and education backgrounds welcomed) of this AP may inspire 'students' seeking to join the industry directly or indirectly – an important contribution in a declining sector.

Key AP principles/ values

"Equity of fisher knowledge"

"Fisher ownership and leadership"

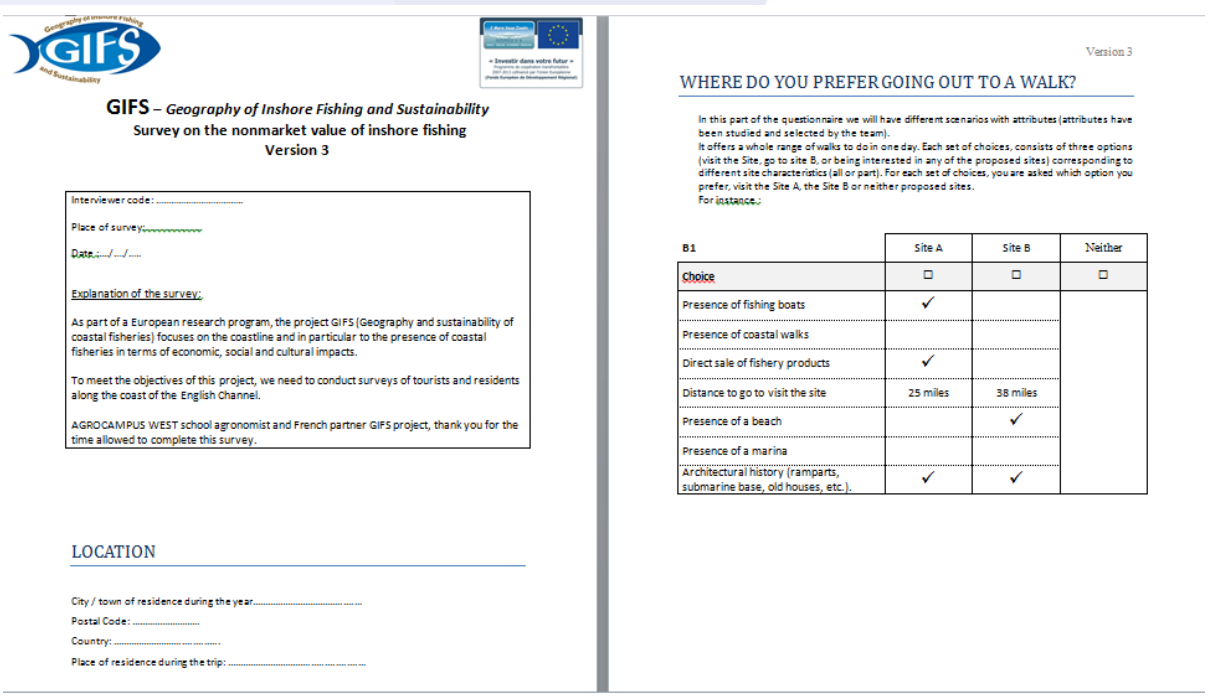
"Focus on contemporary and living inshore fishing (IF) industry and marine issues"

University of Brighton and Hastings Fleet representatives scoping visit to Horizon Educatief, Ostend, November 2013.

Launch of Choice-Modelling Survey

Agrocampus Ouest launched its choice modeling survey on non-market demand for inshore fishing during the summer 2013. It was a face-to-face survey conducted in Belgium (almost 500 surveys), France (1000 surveys), England (450 surveys) and in the Netherlands (140 surveys). The total dataset includes approximately 2,100 surveys. The questionnaire also included some additional questions about perception of inshore fishing and the behavior of respondents about coastal visits.

Results from this dataset indicate fishing is perceived mainly positively, even if there are some differences between the four countries. For approximately two thirds of the sample, it is an important activity for the economy and it is part of the heritage. It is important to notice that 70% of respondents have not any link with the word of fishing (50% in the Netherland, 58% in France, 72% in England and 91% in Belgium). The most chosen negative description of the fishing activity is its impact on natural resources (for approximately 20% of the sample). Fishing is considered as a polluting activity by 9% of the respondents and as an interference with tourism by 5%.



GIFS – *Geography of Inshore Fishing and Sustainability*
Survey on the nonmarket value of inshore fishing
Version 3

Interviewer code: .....
Place of survey: .....
Date: ..../..../....

Explanation of the survey:

As part of a European research program, the project GIFS (Geography and sustainability of coastal fisheries) focuses on the coastline and in particular to the presence of coastal fisheries in terms of economic, social and cultural impacts.

To meet the objectives of this project, we need to conduct surveys of tourists and residents along the coast of the English Channel.

AGROCAMPUS WEST school agronomist and French partner GIFS project, thank you for the time allowed to complete this survey.

LOCATION

City / town of residence during the year.....
Postal Code: .....
Country: .....
Place of residence during the trip: .....

Version 3

WHERE DO YOU PREFER GOING OUT TO A WALK?

In this part of the questionnaire we will have different scenarios with attributes (attributes have been studied and selected by the team).
It offers a whole range of walks to do in one day. Each set of choices, consists of three options (visit the Site, go to site B, or being interested in any of the proposed sites) corresponding to different site characteristics (all or part). For each set of choices, you are asked which option you prefer, visit the Site A, the Site B or neither proposed sites.
For instance,:

B1	Site A	Site B	Neither
Choice	☐	☐	☐
Presence of fishing boats	✓		
Presence of coastal walks			
Direct sale of fishery products	✓		
Distance to go to visit the site	25 miles	38 miles	
Presence of a beach		✓	
Presence of a marina			
Architectural history (ramparts, submarine base, old houses, etc.).	✓	✓	

In the choice modeling part of the questionnaire, people were invited to choose between two fictitious sites described by our attributes of interest (fishing boats and direct sales of seafood) and more classical coastal attributes (presence of beaches, coastal walks, marina, architectural heritage). A third option allows them to choose none of the sites presented. A deep econometrical analysis permits to compute the willingness to pay (WTP) for each of these attributes. The WTP of an attribute is the implicit price an individual is willing to pay to enjoy this characteristic when he visits a coastal site.

We observe some differences between countries. People surveyed have the highest WTP for beaches excepted for the Netherlands, where the higher WTP is for the presence of fishing boats. Usually the WTP for this attribute of interest is ranked in 3 (excepted for Belgium (4) and the Netherlands (1)). The possibility to buy seafood directly to fishermen is also attractive for respondents but not as much as the other attributes: the WTP for this attribute belongs to the two smallest WTP with the presence of a marina. These results are also true when individual characteristics are taken into account by introducing individuals interactions with attributes.

This survey shows that visitors are as sensitive to the aesthetic, social or cultural amenities related to fishing activities, at sea and on land (presence of fishing boats, direct sales of seafood from fishermen), as to the classic characteristics of coastal sites (beaches, coastal walks, marina, architectural heritage). Commercial fishing, including inshore fishing, is then a touristic attractive factor that could justify public support for this sector.

New Members of Agrocampus Ouest Team

Two new trainees have joined the GIFS project in Agrocampus Ouest (Rennes): Sophie Thomas deals with the first topic ‘Coastal zone governance and inshore fishing’ and Guillemette Forato will focus on ‘Economy and regeneration in fishing communities**’.**

Sophie Thomas is in her last year of Master's degree of ‘’Town and Country Planning’’ in the University of Southern Brittany and graduated from bachelor's degree of Interprofessional Coordination Coastal Zone. She is in charge of two cases studies of Coastal zone governance and inshore fishing: the professionals Pollack fisherman from the Iroise Natural Marine Park and the gathered (beach fisheries) from Bay of Somme. A survey for each case study will be carried out and adapted for use in a local context. Different stakeholders from public and private sectors will be engaged to participate in fishery governance research at different scales.

Guillemette Forato is a double master degree student from ‘’Ecole Supérieure d’Agriculture’’ in Angers and also has a MA Aquaculture and Marine Resources Management in the Netherlands (Wageningen University). Her work will focus on giving an overview of the different links between the fishery sector and tourism on the coast of the Channel, describe how the actors of this sector perceive the current collaborations and identify the negative / positive points in order to develop shared projects between the two sectors. Two cases studies will go deeper into the analysis and several stakeholders such as tourism officers, elective representatives and fishermen will be interviewed during her fieldwork.

Both started their internships in February 2014 and will work until the end of August 2014 on their case studies.

Promoting Synergies Between Fishing and Tourism. A Case Study: Pays de Saint-Brieuc – France

There is an increasing tourism economy associated with primary industries (such as farming and fishing) to allow people to experience authentic local activities. This may involve tourists visiting local artisanal businesses to discover how they make local products. For instance, in rural areas they can visit farms or pick fruit from the fields. Similarly, the fishing industry can also provide an authentic and interesting experience for tourists. Coastal tourism is important, and there are already some interactions between tourism and fishing – for instance, people like to visit harbours, watch the fishing boats and eat locally caught fish and seafood. Such activities may be linked to the fish product itself or fishing activity such as direct selling of fish/seafood, fishing trips, processing factory tours, museum etc.

In order to understand the interactions and how to stimulate positive synergies between these two sectors, Agrocampus Ouest analysed the relationship between tourism and fishing in one case study, the "Pays de Saint-Brieuc" located in Brittany. In France, a "Pays" is an area whose inhabitants share common geographical, economic, cultural or social interests and work together for the sustainable development of the territory. In the Pays de Saint-Brieuc, the fishing sector and the tourism sector are important for the local economy. The main fishing activity is the scallop (*Pecten maximus*) fishery that is emblematic and well known in the country. The study consisted of face-to-face interviews with 18 stakeholders from the fishing and tourism sectors, and representatives of regional development. The aim was to, firstly, understand all activities where there are currently links between fishing and tourism and, secondly, to understand how people in the two sectors work together.

In Pays de Saint-Brieuc the following areas where fishing activity is associated with tourism were identified:

- Festivals and exhibitions: there are 5 festivals in the area where the fishing industry is mentioned but in most cases it is about the historic fishing industry. For instance, the cod fishery in the 1900s is well known. One festival focuses on contemporary fishing activity - the scallop.

- Industrial tourism: this may involve visits to the harbour or fish auction, however there are no links with fishermen during these visits. Such industrial tourism can also be proposed by fishermen, such as taking passengers on board or the direct sale of local products.

More than the actual fishing activity, the seafood product is promoted in the territory through the scallop. When the different activities in the area we analysed, it was found that there are very few links between the fishing stakeholders and the tourism stakeholders. The only activity where stakeholders work together is the scallop festival. During this festival fishermen sell scallops to visitors and show how they harvest and process the product. The tourism actors are responsible for the promotion and marketing of the festival.

The findings suggest that tourism and fisheries have a low-level of interaction and, in most of cases, consist of the promotion of the products (scallop) and sometimes the fishing activity. This promotion builds a romantic, picture-postcard effect, where the current fishing activity is a picture for visitors to consume. The tourism sector benefits from this idealised type of fishing, but for local fishing communities the benefits are hard to estimate. In fact, the benefit is probably more dispersed and not really visible at a local scale. For instance, it can enhance the reputation of the fishing industry on a global scale. Activities that could impact the current fishing industry at a local scale (industrial tourism, boarding passengers…) are marginal in the area of Pays de Saint-Brieuc. The development of these activities is hampered by various factors, especially by laws which limit the activity (for example, taking passengers on board) or which impose regulations (such as health and safety).

In this region tourism draws on the fishing activity. It creates a postcard effect, enhancing the attractiveness of the area and expanding the range of activities offered to the tourist. The tourism actors would like to work more with fishing actors to create activities since it can provide benefits for tourism. But it is unclear how the fishing sector would benefit in this cooperation. These activities are important to promote the fishing industry and the seafood products but there isn't a measurable benefit at a local scale for any direct profit for fishing. This study, intended mainly for public and private stakeholders in the tourism and fishing sectors, will allow a better understanding of the interaction of these sectors. The fishing industry, for example, may gain a benefit from cooperation with tourism through a diversification of their activities (passengers on board, daily fishing trip...) or via improvement of direct sales.

Residents play a key role in the community-led regeneration of Arnemuiden

In the historic village Arnemuiden in the Netherlands, a community-led regeneration project was deployed. The community was involved in a place branding and place making strategy in order to put Arnemuiden back on the map again and tourists visiting. The community played a central role in the positioning and profiling of Arnemuiden. Research into the identity and culture of Arnemuiden made the community realise that their fishing identity and heritage was unique and distinct. Their dreams and aspirations focused on revitalising this fishing identity and enhancing the sense of place of Arnemuiden as a fishing community in order to create more economic opportunities and strengthen livability.

The local entrepreneurs played a key role in developing the fishermen's sweaters and the 'Knit Yourself' packages with wool and sweater pattern provided. Several residents were models at the photo shoot for promotional campaigns and modelled on the catwalk when the sweaters were launched.

Residents in traditional costume also modelled for the street art figures. The goal of the street art project was to show visitors using visual and contemporary techniques, how old traditions are kept alive in Arnemuiden. The GIFS team organised a contest among three artists who were asked to present a plan on how they would represent old traditions in new interactive ways. Young female artist Kris van der Werve won the contest and she presented a plan in which the people of Arnemuiden played the main role.

Street art in this form gives a new dimension to cultural heritage and the results are as follows:

In the early days, the streets of Arnemuiden were ornamented with small fences between neighbouring houses. During the project residents brought these back into the streetscape in order to enhance the atmosphere. Sometimes these fences or doors were traditional enriched with maritime or fish designs so the main street was refurnished with fish-related street patterns.

This community-led regeneration gave residents the opportunity to take a lead in the regeneration of Arnemuiden and by taking that lead the physical outputs of the GIFS Project (the street art, fences, refurbishment, etc) became an integral part of the village for residents and tourists to enjoy which ensures the sustainability of the project in Arnemuiden.

People, Place and Fish: Fishing along the coasts of the Southern North Sea and the English Channel

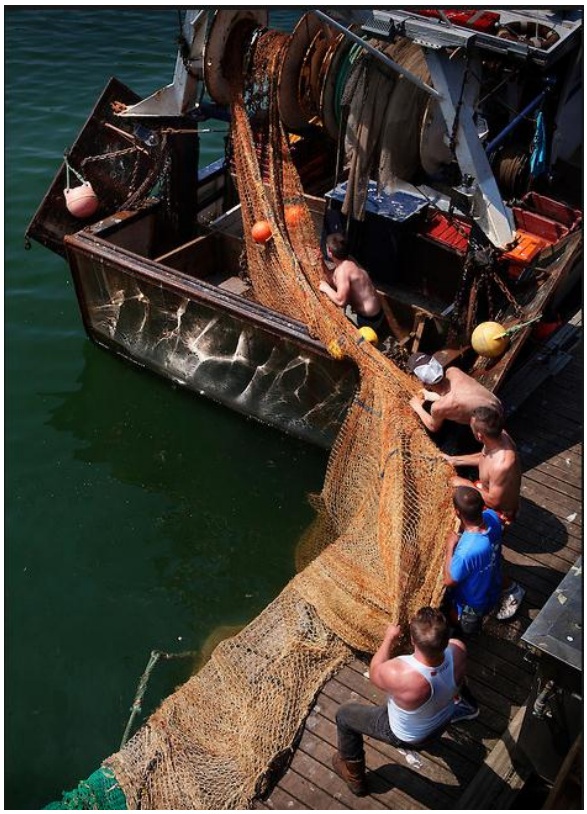
People, Place and Fish is a collection of photographs from photo-journalist Vince Bevan. The exhibition portrays the richness and diversity of inshore fishing activity that takes place in the four countries bordering the southern North Sea and the English Channel: France, England, Belgium and the Netherlands.

Fishers go about their business in often dangerous conditions and difficult economic circumstances. Their activities have profound importance for coastal towns and villages. Fishing provides livelihoods for those involved in the industry, but is also important for the contribution it makes to heritage and identity. Despite the shared hardships, for many a deep love of the sea and of the profession makes fishing much more than just a job; it becomes a way of life.

This exhibition is part of a broader funded project called the Geography of Inshore Fishing and Sustainability (GIFS). The purpose of GIFS is to capture the importance of inshore fishing for fishers and the towns and villages where they live.

The range of photographs on display here is a poignant reminder of an industry struggling to survive against a backdrop of strict regulation and quota restrictions. Yet inshore fishing can offer opportunities for sustainable coastal development by linking people to place through local fish and seafood.

Regardless of all its current challenges, this historic profession continues to contribute to the character and identity of coastal communities, for the benefit of residents and tourists alike.



Coastal zone governance and inshore fishing

Coastal zones are subject to an array of different policy and management regimes that often operate in a complex setting of stakeholders. Inshore fisheries are affected by these policies and play an important role in putting these management regimes into practice.

Flanders Marine Institute (VLIZ), the Coordination Centre ICZM Belgium, University of Brighton and Agrocampus Ouest have worked together to understand the different legal, social, economic and political arrangements that exist across different countries and regions and the way that inshore fishing is incorporated into these.

An in-depth understanding of governance mechanisms for inshore fisheries requires a dual approach. Via a top-down approach, VLIZ and Coordination Centre ICZM Belgium explored and described the features of formal fisheries governance mechanisms and structures that are in place in the different regions. Findings of the top-down approach can be found in report phase 1. The bottom-up approach helped to understand the social and political processes of governance (power, social capital, participation, identity) and the specific fisher- and community engagements that are in place in the different localities. This approach used 8 case study examples (see figure 1) to analyse the role of local fisheries management and key ways in which the existing infrastructures and governance processes engage positively with economic, environmental and socio-cultural sustainability issues. The results are brought together in report phase 2 and both reports are accessible via the GIFS interactive map. In France extra case studies were conducted (Le Conquet and Barfleur) which can you can also see more about via the interactive map. The methodology of this activity is explained in the GIFS Toolkit.

The findings of this coastal zone governance and inshore fishing activity are captured in the “Inshore fisheries, too important to ignore” position paper. This position paper can be seen as a ‘summary for policy makers’.

Within this activity, the outcomes of the Stakeholder meeting “Inshore fisheries: understanding their socio-cultural and economic importance in the Channel and the Southern North Sea” held in Oostende on 28/11/2013 were summarised and resulted in a meeting report PDF which is available via the GIFS website. The contributions and articles presented during the Public meeting on inshore fisheries (Fishing in the past) on 29/11/2013 were collected in an Abstract book.

In line with this activity, a policy Informing Brief PIB on the use/impact of electro-fishing in the coastal waters of the Belgian part of the North Sea was coordinated by VLIZ in close consultation with contributions by the scientific expertise.

Finally, within the results of the research and other activities developed in the context of governance in inshore fisheries, a number of priority issues were identified for the inshore fisheries in the Belgian context. This includes the need to tackle the existence of a section of the recreational fleet that operates within a different legal-administrative context than the Belgian commercial fleet, while (allegedly) pursuing similar commercial objectives. Therefore a project proposal regarding an inventory component and a policy advice & recommendations component of this recreational fleet was submitted to the local FLAG by ILVO in cooperation with VLIZ. The results of these activities will be of high relevance to inshore fisheries management in Flanders (Belgium), and will be duly communicated to policy and management level.

Figure 1: The case study locations: Arnemuiden (NL), Nieuwpoort (BE), Hastings (UK), North Norfolk (UK), North Devon (UK), Cornwall and Scilly Isles (UK), Saint-Brieuc (FR) and Granville (FR).

Inshore Fishing Activity Past and Present

Historical fisheries datasets are of key importance for studies on long-term changes in fisheries activities, fish stocks, and fisher communities. An historical perspective sheds light on fisheries-related changes over time and provides the reference(s) for setting baselines and goals for sustainable management today and in the future.

The purpose of this approach is to provide a longer-term perspective on the importance of inshore fisheries to coastal communities and its future potential as a source of local and fresh food, employment and as an economic resource. The approach aims to construct a common view of inshore fisheries and their relative importance in the sector as a whole (all fishing activities including offshore and large-scale fisheries). Through an inventory of data sources and subsequent digitization, quality control, standardization and integration of historical data, this approach aimed to answer:

- How did employment in inshore fisheries change over time?
- How did economic value, volume and composition of landings of inshore fisheries change over time?
- How do the trends and issues above relate to those in the fisheries sector as a whole?
- What information sources are available to document the historical relevance of inshore fisheries in the study area from the parameters described above?

The questions above were answered for inshore fisheries in the GIFS area (English Channel and southern North Sea). Figure 2 shows the trend in relative importance of landings of inshore fisheries in Belgium over nearly one century. It also allows underlining the relative importance of Belgian inshore fisheries compared to fisheries that take place outside of the coastal zone of Belgium.

Inshore fisheries data will be available via the GIFS interactive map. The procedure of this activity is explained in the GIFS toolkit.

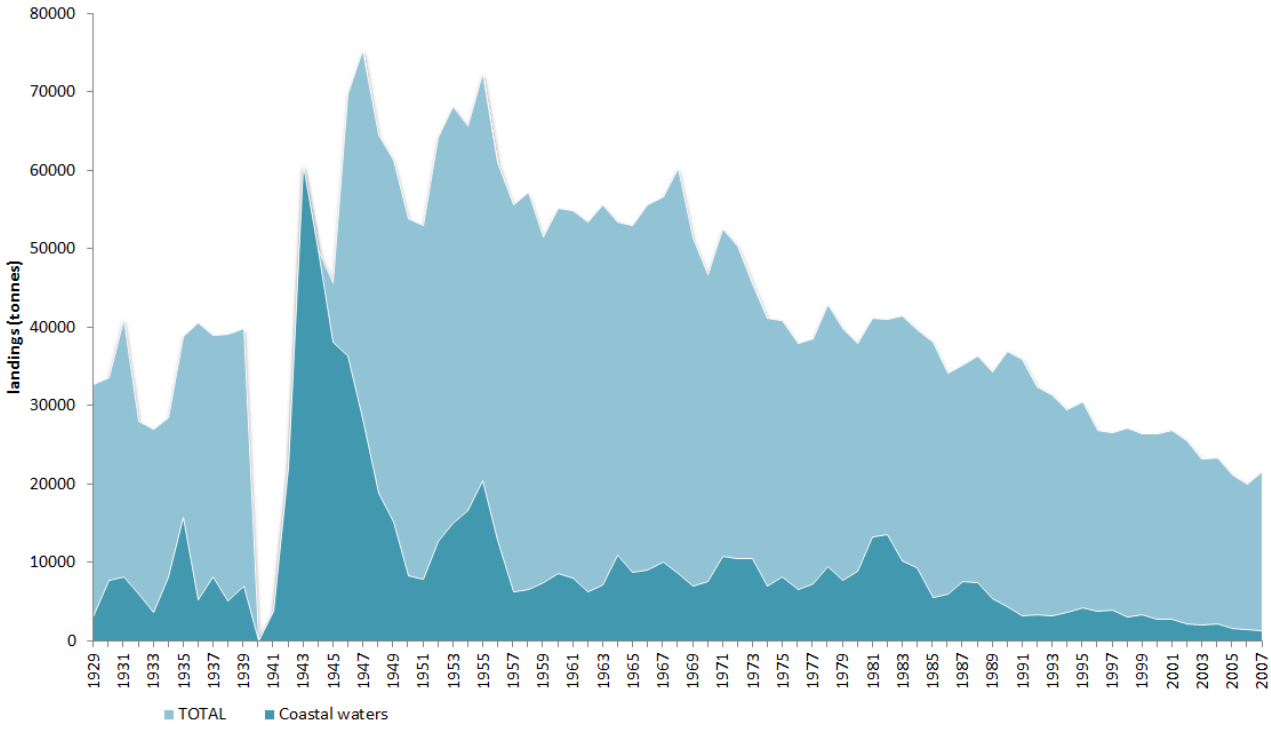


Figure 2: Landings (in tonnes) of inshore fisheries in Belgian inshore waters (dark blue) compared to offshore fisheries (light blue) from 1929 to 2007.

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