



Inshore Fisheries Forum
Fóram Iascaigh Chladaigh

June 2018

Irish Inshore Fisheries Sector Strategy 2017-2023



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1 ABOUT THIS CONSULTATION DOCUMENT

The Inshore Fisheries Sector, represented through the National Inshore Fisheries Forum (NIFF) and the Regional Inshore Fisheries Forums (RIFFs), in conjunction with the relevant authorities and with support from the EMFF is developing a new strategy for the Irish Inshore Fisheries Sector.

There are five sections in this document.

Three sections are for **INFORMATION ONLY**, these are:

1.	Section 1 – About This Consultation Document
2.	Section 2 – Strategy Development
3.	Section 4 – Building the Strategy

Two sections **REQUIRE A RESPONSE FROM YOU** to the questions provided, these are:

4.	Section 3 – Tell us About You
5.	Section 5 – Give us Your Views

This is your opportunity to ensure the issues which are important to you are included in the development of the strategy.

How to have your say

Feedback on the consultation document **CAN ONLY BE MADE THROUGH THE ONLINE LINK:**
www.smartsurvey.co.uk/s/IIFS2018/

If you have any queries, require any technical support with the online response, please contact:

Steven Norris
steven.norris@rsmuk.com
01 526 7440



The closing date for responses is: **FRIDAY 17TH AUGUST 5:30PM**

Please note: all consultation responses will be treated confidentially, and no individual responses will be made public.

2 STRATEGY DEVELOPMENT

2.1 INSHORE FISHERIES – SCOPE OF STRATEGY AND CONTENT

The Forum structures include a National Inshore Fisheries Forum (NIFF) supported by six Regional Inshore Fisheries Forums (RIFFs). The Forums were established in late 2014 to facilitate the development of a coherent inshore sector voice by encouraging inshore fishers to discuss their fishing issues and generate commonly-supported initiatives. The Forums focus on issues affecting fishing boats of less than 12 metres in overall length operating within six nautical miles.

The goal of the strategy is ‘**To develop a sustainable and secure future for the inshore fishing sector**’.

The strategy will guide the future development of inshore sector. In the first instance, the strategy will cover the period of the EMFF 2017-2023, but it should also look beyond this timeframe to longer-term goals.

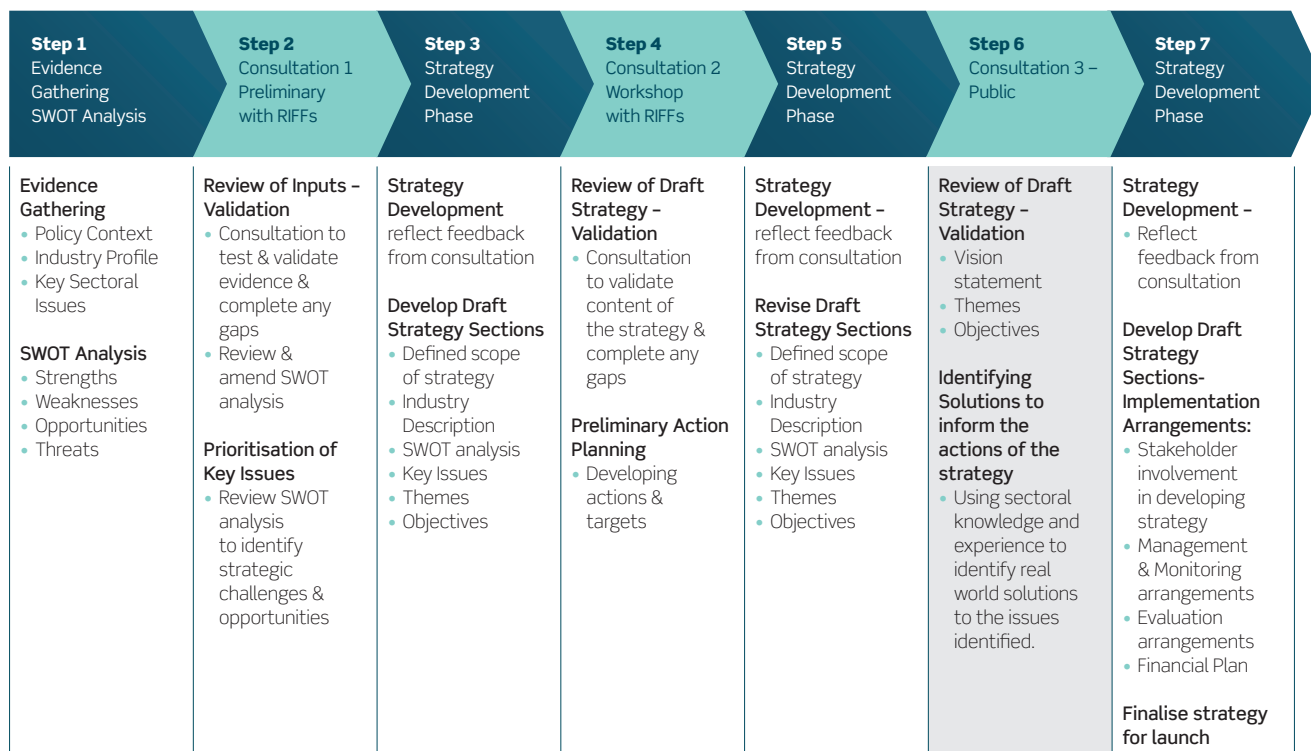
2.2 STRATEGY DEVELOPMENT PROCESS

A strategy has several purposes:

- It sets out the strategic direction for a sector over a specified number of years;
- It supports the development of the sector through identifying key targets and potential sources of financial support for the sector; and
- It provides a tool for advocacy in relation to the sector.

The process for developing a strategy has several elements – as depicted below.

Figure 1: Strategy Development Process



Source: RSM

We have completed Steps 1-5. Having completed this work we are now at Step 6: the third light blue arrow in the process which is the third round of consultation.

It is vitally important that we check with you that the issues we have identified are appropriate and that we have covered the issues affecting the sector. This consultation exercise provides a means to seek your input.

3 TELL US ABOUT YOU

This is to help us understand who is responding to the consultation and what organisations or views you represent.

Q1. Please provide the details below (where applicable)

Name	
Email Address	
Phone Number	
Address (County)	

Q2. Please indicate your age category?

Under 25 years old	
Between 25 years old and 40 years old	
Between 40 years old and 55 years	
Over 55 years old	

Q3. Please tick the appropriate box below

I am making this submission on my own behalf (Skip to Q5)	
I am making this submission on behalf of an organisation or group	

Q4. If making the submission on behalf of an organisation or group, please specify:

Organisation / Group Name	
Role	
Is this a mandated role (i.e. have you been authorised/appointed to conduct a role) within the organisation / group	

Q5. How would you describe yourself (please tick all those that apply):

Commercial fisherman – Vessel Owner		Commercial fisherman – Crew	
Representative of a fisherman's association		Member of the public	
Scientist / Technical expert		Processor	
Buyer		Tourism operator	
Representative of a trade association		Representative of a government body	
Representative of an environmental group or NGO		Political representative	
Other*			
*If other, please specify:			

Q6. Please provide the details of your vessel below (where applicable)

Vessel Name	
Vessel Registration	
Vessel Home Port	

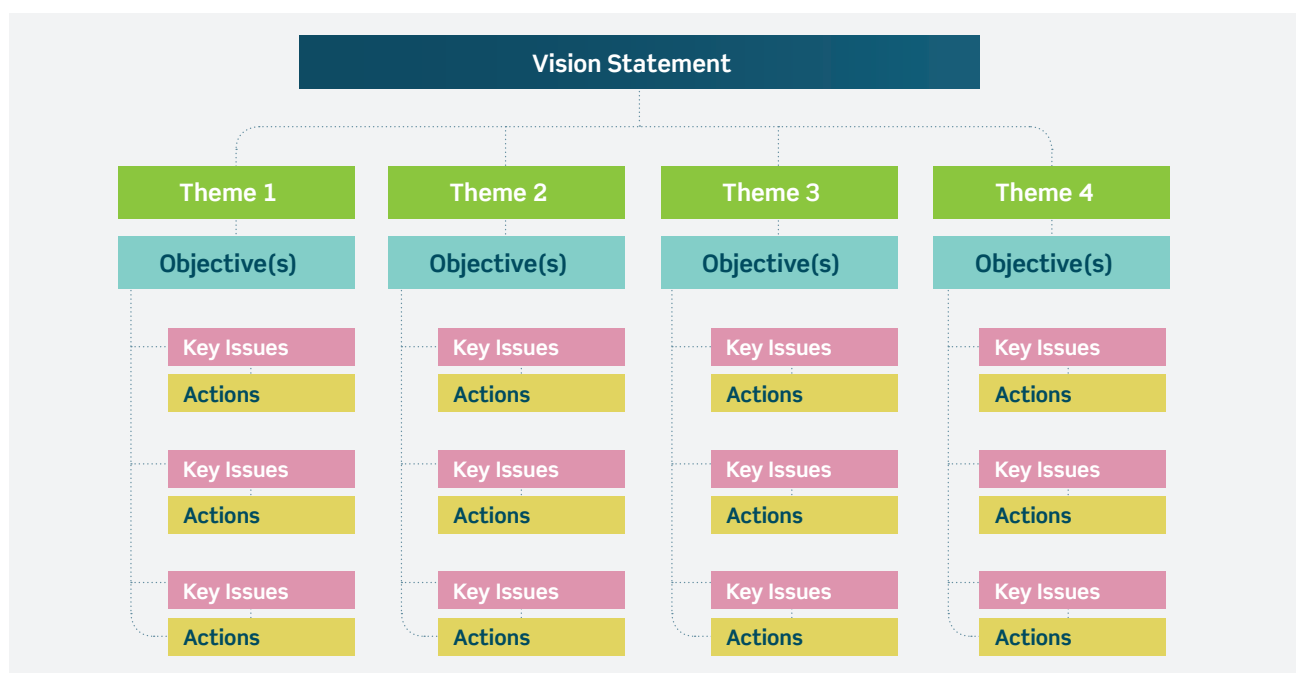
4 BUILDING THE STRATEGY

4.1 THE FRAMEWORK

This consultation exercise seeks to:

- Validate information which has been developed through close engagement with the inshore fisheries sector and which has been consulted on previously i.e. Vision Statement, Themes and Objectives.
- Use the knowledge and experience within the sector to identify solutions to the issues which will be used to develop actions for the strategy.

Strategy Development Framework



Source: RSM

4.2 PARTS OF THE STRATEGY

As set out in the diagram above there are multiple layers to this strategy document. The table below sets out a description of each element of the chain of expected effects (Vision - Theme - Objectives - Actions - Outputs) ¹.

Chain of Expected Effects

Component	Description
Vision	A vision statement is a short statement of purpose that identifies the scope of the strategy. Basically, describing what it is seeking to achieve. This should be between a single sentence or a short paragraph in length.
Theme	The theme in this instance sets out a group of key issues which are similar in nature and which can lead or support the achievement of joint goals.
Objective	An objective is a specific result that a strategy aims to achieve within a time frame and with available resources.
Key Issue	A key issue is an issue which impacts on the sustainability and security of the Irish Inshore Fisheries Sector.
Action	The actions are the activities which will be supported through the strategy in order to address the issues identified which impact on the sustainability and security of the Irish Inshore Fisheries Sector. The activities may be the responsibility of either industry, state actors or both.

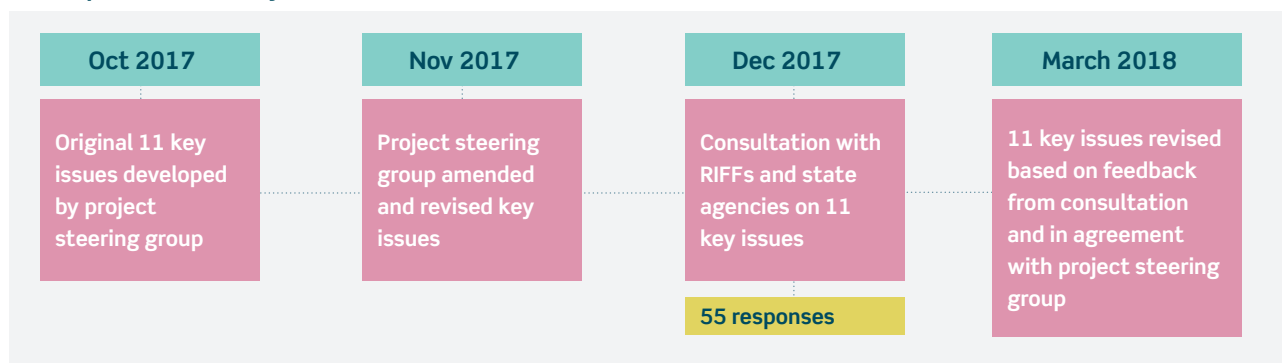
Source: RSM

¹ Outcome and Impact Level Intervention Logic & Indicators – European Commission (2017)

4.3 IDENTIFYING THE KEY ISSUES AFFECTING THE SECTOR

How the Key Issues were Identified

Development of the Key Issues



Source: RSM

The Key Issues were revisited at the Inshore Forums workshop in February 2018 where each participant was invited to consider the title and text of the key issue and make any final comments which would be reflected in the strategy.

The section below sets out the 12 key issues identified through the various stages of consultation.

Key Issue 1 – Attracting People to the Sector

In recent times, for a variety of reasons including the perceived poor image of the sector, the industry has struggled to attract the next generation. The age profile of the workforce in the inshore sector is dominated by older workers. The National Strategic Plan for the Fisheries Sector 2007-2013 estimated that 51% of the workforce was aged over 40 years. Without new talent in crews and vessel owners coming into the industry, it will not be sustainable nor will it offer secure employment opportunities.

There are many key issues impacting the working age of the sector; some are specific to vessel owners, some are specific to crew and some apply to both:

- Lack of exiting strategy
- Lack of entry opportunity
- High cost of entry
- Perceived poor career pathway
- Limited opportunities for qualification and skills development
- Variable levels of profitability and therefore security

There is a fear amongst many in the industry that the trades, skills and craft of the inshore fishing may come under threat and the culture, heritage and history of the industry could be lost.

Source: RSM

Key Issue 2 – Opportunities and Obstacles to Diversification

The inshore fleet has relied on diverse economic activities to sustain the sector. The number of economic activities open to the sector is limited and has declined over the years. There are obstacles to diversification of economic activity within the inshore sector through:

- dual licensing restrictions (fishing vessels in Ireland cannot carry passengers unlike those in other EU member states); and
- pressure on stocks (which has led to an increased reliance on a small number of fisheries).

There are also obstacles to diversification outside the sector.

Source: RSM

Key Issue 3 – Decline and Loss of Fisheries

The inshore fisheries sector has been negatively impacted by a decline and loss of certain fisheries. Some stocks will continue to remain low unless specific actions are taken to restore them. Loss of stocks results in a domino effect where effort is displaced to a dwindling number of stocks leading to increased specialisation.

Source: RSM

Key Issue 4 – Competition for Space

The competition for space for inshore fisheries is greater than ever. Space required by fishing is also in demand for aquaculture, shipping, marine leisure and, more recently, renewable energy.

The increased level and diversity of activity in the maritime space highlights the need for efficient and co-ordinated management to avoid conflict and to identify, where possible, synergies both within and between. Ireland's future Maritime Spatial Plan (MSP) will also impact on the inshore sector.

Source: RSM

Key Issue 5 – Constraints posed by Environmental Legislation

Ireland is required to conserve habitats and species, through the designation of conservation areas. In practice, these constraints are evident in SACs (Special Areas of Conservation) and SPAs (Special Protection Areas), the designation of which are provided for in the EU Habitats Directive.

In addition, the Marine Strategy Framework Directive sets out certain environmental requirements which must be complied with.

The perceived complexity of the environmental legislation has contributed to a lack of understanding regarding the implementation and impact on the inshore sector.

Source: RSM

Key Issue 6 – Lack of Organisation and Engagement

The **Inshore Forums** now provide a forum for the sector to have a voice, however it is vital that the structures maintain and increase buy-in from general industry. This should be focused on strengthening representation from the inshore sector on the **Inshore Forums**. There is also scope to improve the level of organisation, communication and engagement within the sector as a whole through the structures (such as industry organisations) underpinning the **Inshore Forums**.

Source: RSM

Key Issue 7 – Protecting Profitability

The level of profitability in the sector is unpredictable and uncertain due to a number of market, environmental and policy related drivers.

Source: RSM

Key Issue 8 – Infrastructure at Smaller Inshore Ports and Harbours

Poor quality infrastructure will affect the sustainability of the sector. There is a lack of investment and management which has implications for the profitability, efficiency, safety and attractiveness of the sector.

Source: RSM

Key Issue 9 – Profile of the Inshore Sector is Poorly Defined

It is difficult to demonstrate the economic importance of the inshore sector to coastal communities, because we don't have sufficient information. Limited information on the sector is an obstacle to developing and investing in the sector.

Source: RSM

Key Issue 10 – Failure to Maximise and Identify Market Opportunities

There has been a history of inshore operators selling individually and being price takers. Access to markets is key to the economic viability of the sector but markets have become more competitive and demanding in terms of traceability, provenance and sustainability.

Source: RSM

Key Issue 11 – Changing Environmental Conditions

Fisheries may be affected by environmental events such as pollution, biotoxins, and adverse climatic conditions arising from climate change. Those involved in the inshore sector require additional information, education and training to futureproof their businesses by mitigating the potential impact of changing environmental conditions.

Source: RSM

At the workshop with the Inshore Forums the additional key issue below was identified for inclusion in the strategy.

Key Issue 12 – Clarity of Regulation and Governance

Many state agencies are involved in the governance of the inshore sector and there is a perception that these agencies lack understanding of the sector. There is also a perception that the enforcement of the rules is not consistent.

The inshore fisheries sector is bound by many complex regulations and relationships. Within the sector there is not a shared understanding of all the many and various rules and relationships which govern the sector.

Source: RSM

5 GIVE US YOUR VIEWS

5.1 STRATEGY VISION

The Inshore Fisheries Sector will have a prosperous and sustainable future delivered through a united industry with a strong and influential voice.

Q7. A vision statement is a short statement of purpose. It is aspirational and should describe what the sector would like to achieve or accomplish in the mid-term or long-term future. It is intended to provide a clear guide for choosing current and future courses of action.

To what extent do you agree with the following statement? *Please tick one*

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
The statement is an accurate reflection of the aspirations and ambitions for the inshore fisheries sector in Ireland.					

Q8. Please explain your response

5.2 THEMES AND OBJECTIVES

The strategy contains four themes:

- Theme 1 – Organisation & Profile
- Theme 2 – Management & Planning
- Theme 3 – Infrastructure & Resources
- Theme 4 – Productivity & Profitability

Under each theme there are between three and four objectives.

Information on themes and objectives are included in the following sections.

5.3 THEME 1 – ORGANISATION & PROFILE

Description of the Theme

This theme focuses on capturing the issues that relate to the organisation and representative structures of the sector as well as the development and improvement of the profile of the sector, for example:

- Representation and organisation of the sector to allow the sector to arrive at a unified and coherent voice on economic, management and all other issues which impact the sector;
- How the sector engages internally and communicates with state agencies and other marine sectors / users to foster mutual understanding;
- How industry and state actors are encouraged to work together to optimise governance arrangements to fulfil shared ambitions for the sector; and
- Demonstrating the economic and social significance of the sector.

Q9. A theme should set out a group of key issues which are similar in nature and which can lead or support the achievement of joint goals.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
The theme is an accurate reflection of relevant issues which are similar in nature for the inshore fisheries sector in Ireland.					

Q10. Please explain your response

Objective 1: To build an accurate profile of landings, value and socio-economic impact of the inshore fisheries sector

Rationale for Objective 1:

It is difficult to define or demonstrate the importance of the inshore sector to coastal communities because of a lack of sufficient information on economic performance (e.g. landings, value, employment). Limited information on the sector is an obstacle to developing and investing in the sector. It also presents a problem for those advocating on behalf of the sector. This objective aims to provide supports to promote more accurate profiling of the sector thus giving the sector a well-defined footprint based on credible evidence which will support sector initiatives and calls for change.

Q11. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 1 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q12. Please explain your response

Q13. An Action should describe who is going to do what and by when to help to deliver the objective.
What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 2: To strengthen existing representative structures

Rationale for Objective 2:

The sector has improved local representation considerably through the inshore forums process. This objective builds on this progress, and has two main aims:

- to support and strengthen the fisheries structures underlying the RIFFs (e.g. co-operatives and industry organisations) by building up local capacity to communicate local issues to the RIFFs – through greater collective working at a local level, including participation in generation of the hard evidence to support arguments; and
- to strengthen Inshore Forum structures through review/scrutiny of how these function, canvas and capture local views, and best present and promote these views.

Q14. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 2 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q15. Please explain your response

Q16. An Action should describe who is going to do what and by when to help to deliver the objective.
What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 3: To build the capacity of the sector to collectively negotiate on non-policy (such as price and markets) as well as on policy issues

Rationale for Objective 3:

The sector needs to recognise when its interests are better represented collectively and also how to negotiate on critical issues with a unified voice. There is also scope to build the capacity of the sector to negotiate collectively. This objective seeks to strengthen the sector's ability to take the initiative (rather than be reactive) on crucial policy and non-policy issues and through this enhance its ability to better represent itself.

Q17. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 3 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q18. Please explain your response

Q19. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 4: Improve compliance and enforcement of current legislation

Rationale for Objective 4:

Industry believes that the regulatory processes are cumbersome and complex and exert an unnecessarily high administrative burden on businesses. This objective aims to support activities that clarify regulatory processes for the inshore sector.

There is a perception within the sector that current legislation is unfairly and unevenly enforced throughout the industry. This objective aims to provide greater equity with how regulation is enforced and thereby improve perceptions. Consultation provides a means by which these issues can be better understood and identification of ways in which these could potentially be resolved.

Q20. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 4 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q21. Please explain your response

Q22. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

5.4 THEME 2 – MANAGEMENT & PLANNING

Description of the Theme

This theme focuses on:

- **Stock Management:** long term sustainability of the biological resource on which the sector relies. Capturing issues in relation to CFP.
- **EU and national environmental legislation:** e.g. Habitats and Birds Directives which establish Special Areas of Conservation & Special Protection Areas, Marine Strategy Framework Directive which requires maintenance of good environmental status in all areas.
- **Spatial Management:** e.g. Ireland's Maritime Spatial Planning Directive.

Q23. A theme should set out a group of key issues which are similar in nature and which can lead or support the achievement of joint goals.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
The theme is an accurate reflection of relevant issues which are similar in nature for the inshore fisheries sector in Ireland.					

Q24. Please explain your response

Objective 1: Improve the management of stocks to deliver maximum sustainable yield

Rationale for Objective 1:

Those involved in the inshore sector recognize the need for greater management of stocks to deliver the maximum sustainable yield.

Q25. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 1 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q26. Please explain your response

Q27. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 2: Encourage greater communication with the Inshore Forums on future fisheries and environmental legislation which could have an impact on the inshore sector

Rationale for Objective 2:

The sector requires a clear understanding of fisheries and environmental legislation that affects it both directly and indirectly. This objective aims to build this support by encouraging greater communication between fishermen and Inshore Forums to allow for knowledge exchange and sharing of information relating to environmental legislation, ensuring the sector is kept up to date.

Q28. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 2 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q29. Please explain your response

Q30. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 3: Develop greater co-operation between fisheries, local coastal communities and government agencies to use marine spatial planning effectively as a tool to enhance economic activity

Rationale for Objective 3:

Many stakeholders have influence and interest in coastal areas, and the competition for marine space is increasing. Support is needed to improve the co-operation and networking among fishermen and coastal communities and enhance their voice in relation to spatial planning and management. The aim is to provide fisheries and coastal groups with a stronger, unified voice to represent themselves in the decision-making processes, whilst also improving the networking and consultation between actors and agencies as well. This will enable the sector to shape its own future through increased engagement and influence in decision making.

The actions under this objective seek to support initiatives that encourage meaningful communication between fisheries and other users of the marine space and encourage greater co-operation between all relevant stakeholders.

Q31. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? *Please tick one*

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 3 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q32. Please explain your response

Q33. An Action should describe who is going to do what and by when to help to deliver the objective.
What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

5.5 THEME 3 – INFRASTRUCTURE & RESOURCES

Description of the Theme

This theme focuses on capturing the physical aspects of the sector, for example

- The human resources including people (skills, experience) / support for training, skills development and capacity development.
- The capital resources available to the industry e.g. infrastructure, vessels or financial resources (e.g. funding support available to the sector whether that be private or public).

Q34. A theme should set out a group of key issues which are similar in nature and which can lead or support the achievement of joint goals.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
The theme is an accurate reflection of relevant issues which are similar in nature for the inshore fisheries sector in Ireland.					

Q35. Please explain your response

Objective 1: Improve the attractiveness of the sector to encourage new entrants and retain talent

Rationale for Objective 1:

The inshore sector struggles to attract new talent. This objective aims to support actions which will improve the awareness and attractiveness of the sector both for younger people considering career options in the sector and retaining existing talent already employed in the sector. Recognition also needs to be given to the role that women play in the sector through enhancing visibility of existing involvement and seeking further opportunities to involve women.

Q36. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 1 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q37. Please explain your response

Q38. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 2: Improve facilities available at piers and harbours

Rationale for Objective 2:

Piers and harbours are critical to the success of the sector, many require re-development and facilities improvement works. This objective seeks to explore what resources are required at piers and harbours in Ireland.

Q39. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 2 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q40. Please explain your response

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Q41. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 3: Improve the awareness of supports available to the sector

Rationale for Objective 3:

There is a lack of awareness of the resources available amongst those within the sector and also potential new entrants to the sector. This objective seeks to support the dissemination of information and skills at a coastal community level.

Q42. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 3 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q43. Please explain your response

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Q44. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

5.6 THEME 4 – PRODUCTIVITY & PROFITABILITY

Description of the Theme

This theme focuses on capturing the issues that impact on the productivity / profitability of the sector, for example:

- Improving fisheries management
- Optimising access to existing and new markets & maximising the benefit of collective action e.g. sharing best practice / skills transfer
- Opportunities and obstacles to diversification
- Improve efficiency in the sector

Q45. A theme should set out a group of key issues which are similar in nature and which can lead or support the achievement of joint goals.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
The theme is an accurate reflection of relevant issues which are similar in nature for the inshore fisheries sector in Ireland.					

Q46. Please explain your response

Objective 1: Improve and optimise the economic efficiency of inshore fishing enterprises

Rationale for Objective 1:

The efficient operations of inshore fishing enterprises are critically important to the viability of the inshore sector. This includes the operational efficiency of the vessels but also the business efficiency of the enterprises themselves. This could be achieved through provision of appropriate advice and business mentoring.

Q47. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 1 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q48. Please explain your response

Q49. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 2: Improve the connectivity and communication between fisheries and markets

Rationale for Objective 2:

There is a perception in the industry that there is a lack of understanding between fishers and their markets – and that this adversely impacts on prices paid, and rationalisation of supply chain logistics. This objective aims to improve the communication and cooperation among fishermen and their markets.

Q50. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 2 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q51. Please explain your response

Q52. An Action should describe who is going to do what and by when to help to deliver the objective. What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 3: Support improved added value to existing landings at sea and through the value chain

Rationale for Objective 3:

There is a need in the industry to maximise the value of landings. Value can be added to the existing catch – through product differentiation, selective harvesting, small scale processing, direct sales, marketing and promotion.

Q53. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.

To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 3 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q54. Please explain your response

Q55. An Action should describe who is going to do what and by when to help to deliver the objective.
What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Objective 4: Explore and prioritise diversification opportunities using the knowledge and expertise of the sector

Rationale for Objective 4:

There is a need to provide evidence for diversification opportunities and support sustainable exploitation by the sector for demonstrable opportunities.

Q56. An objective is a specific result that a strategy aims to achieve within a time frame and with available resources. Each objective should address some of the issues described in the Theme.
To what extent do you agree with the following statement? Please tick one

	Strongly agree	Agree	Neither/ Nor	Disagree	Strongly disagree
Objective 4 (description and rationale) provides a clear statement of a desired result that would address issues identified under this Theme.					

Q57. Please explain your response


Q58. An Action should describe who is going to do what and by when to help to deliver the objective.
What actions would you suggest to ensure that the desired result identified under this objective is achieved?

Action	Who	By When

Many thanks for taking the time to respond to this public consultation and provide valuable information to support the development of the Inshore Fisheries Sector Strategy.

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