

By: KEIFCA Chief Fishery Officer

To: Kent & Essex Inshore Fisheries and Conservation Authority  
– 17 September 2021

Subject: **Fish Local project update**

Classification Unrestricted

**Summary:**

This paper will provide Members with an overview and progress on the projects identified by the fisheries regeneration working group.

**Recommendations:**

Members are asked to **COMMENT** and **NOTE** the report.

Working group progress

Since the last working group meeting significant steps have been made in progressing the key task identified by the group which was to explore and develop project ideas to brand and/or promote a local species. Thames Estuary Partnership has led on the development of two inter-locking projects which aim to work with a range of partners to identify which local species should go through the branding and promotion process.

The first project is funded directly by London Gateway and helps to put the framework together for the species selection and initial branding and promotional ideas, the second project helps provide additional resource to support engagement and means the project can be taken through to a final branding stage. This project builds on the initial tranche of London Gateway funding that helped to update and develop the website (final updates have been finished and are now awaiting signing off from the project group).

The second project has made a project bid, (using the London Gateway money as match funding) to the Fisheries and Seafood Scheme (FaSS) and hopefully we will find out very shortly whether the bid was successful.

In addition to the project bids, meetings have been held with Seafish and Seafood 2040, to promote and get expert input into the project as well as identify possible supermarket and national buyers that could join the project. Other funding streams, like the Government's 'levelling-up' fund have also been followed up, but the project did not fall within the scope of the fund.

Our aim is to invite Thames Estuary Partnership to our next Authority meeting in November to present the projects to the Authority and discuss how we can help in its delivery.

**Recommendation:**

Members are asked to **COMMENT** and **NOTE** the report.