

European Fisheries Fund 2014 – 2020

Swansea Bay Fisheries Local Development Strategy

2014 – 2020



Y Gronfa Pysgodfeydd Ewropeaidd:
Buddsoddi mewn Pysgodfeydd Cynaliadwy
European Fisheries Fund:
Investing in Sustainable Fisheries



Llywodraeth Cymru
Welsh Government

Swansea Bay Fisheries Local Action Group

A DELIVERY TEAM OF THE SWANSEA RURAL DEVELOPMENT PARTNERSHIP

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SECTION 1 – STRATEGIC FIT

1.1 LDS ALIGNMENT

This section explains how the LDS aligns with the aims and priorities identified within EMFF Operational Programme for Community Led Local Development (CLLD) activity and how it fits with European Union (EU) and national, regional, sub-regional strategies, policies and programmes. It also provides an overview of the proposed geographical area of the SBFLAG and its population.

a. Definition of the Area and Population covered by the Strategy

The Swansea Bay Fisheries Local Action Group was originally established as a local partnership in April 2012 in response to the opportunities opened up through Union Priority 4 of the European Fisheries Fund 2007-2013. The 2007-13 FLAG operated across the Swansea, Neath Port Talbot and Bridgend Local Authority areas. The new 2014-20 FLAG will also incorporate Burry Port and will seek to build on the success of the previous programme, benefitting from the networks and relationships built with industry and community stakeholders in order to drive balanced and sustainable growth for the industry.

b. The Vision

The SBFLAG maintains a strong vision going forward for Swansea Bay:

‘By 2020 we want to see successful, sustainable, economically viable local fishing and associated industries, aware of its heritage and well equipped to meet current and future challenges.’

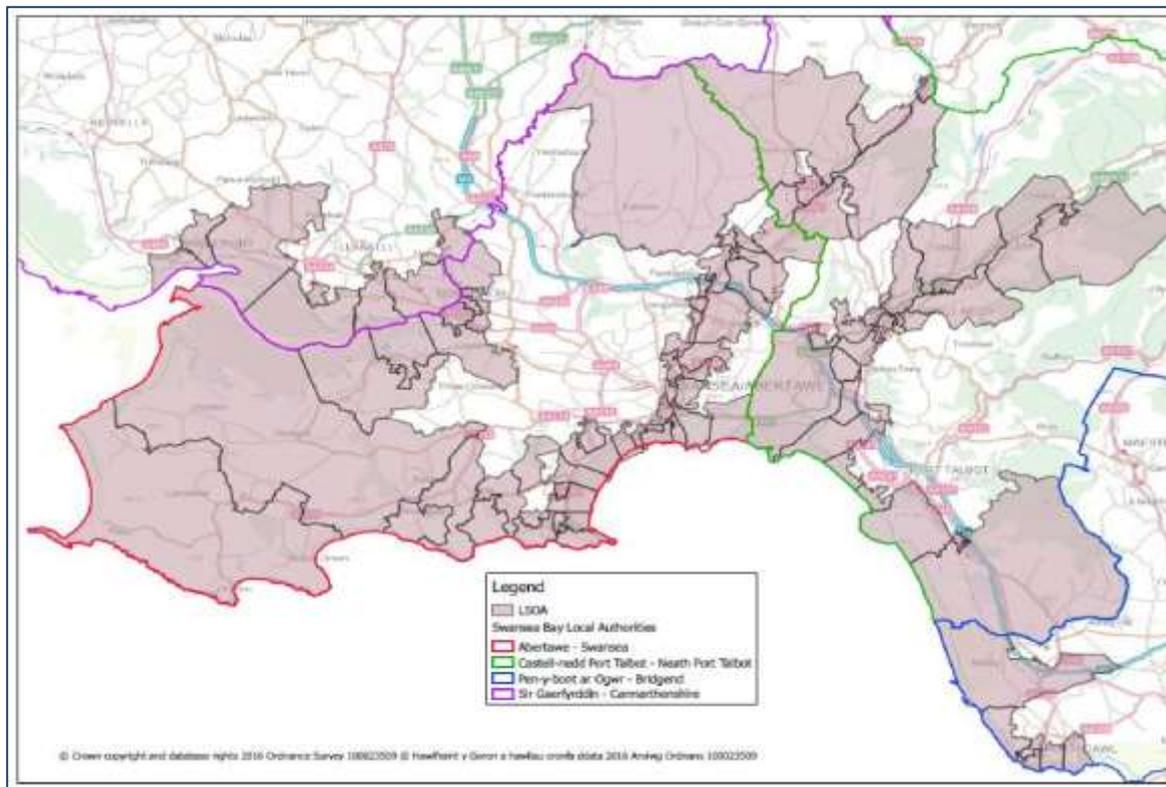
c. Operating Area

The proposed FLAG operating area is made up of selected Local Authorities across the Swansea Bay region where maritime and aquaculture activity takes place, running from Porthcawl Harbour through to Burry Port - see Appendix A & B.

d. Population

The population size within the SBFLAG operating area is 152,300 updated mid-year 2016, estimates from ONS. Source: Mid-Year population estimates 2016, ONS. © Crown Copyright 2017.

IMAGE 1: PROPOSED FLAG AREA



The Swansea Bay Fisheries Local Development Strategy (LDS) developed under the EFF 2007-13 programme highlighted the sheer scale and importance of the local industry. The oyster fishery alone employed many hundreds of people towards the late 19th Century and early 20th century, supporting 200 vessels landing over 9 million oysters and the decline of wet fish landings from 15,000 tonnes in 1930 to 279 tonnes in 1970. The LDS did also recognise the lack of current information available on the local industry & related sectors and identified the need for further research.

As a result of the information gap, the previous Swansea Bay FLAG commissioned the Swansea Bay Fishing Industry Research Study in 2015. This report identified the estimated economic impact of fish related business activity in the FLAG area to be worth approximately £4.65 million, supporting an estimated 147 jobs.

Table 1: Employment by Sector

	Employment (PT & FT)
Commercial fishing	18
Fish Mongers (Retail)	28
Fish & Shellfish processing	46
Angling Shops	21
Mari culture	4
Charter boats & Freshwater fisheries	22
Others	8
TOTAL	147

During 2015 the commercial fishing fleet was made up of 34 vessels registered from either Swansea Marina, Porthcawl Harbour, Port Talbot or Oxwich Bay (MMO Data). However, the number registered within the Swansea Bay area has declined by 27% from 2010, down from a total of 44 vessels (MMO Data).

Table 2: Summary of Fleet Distribution & Trends 2010 TO 2015

	• 10m in length		< 10m in length	
	2010	2015	2010	2015
Swansea	1	2	33	25
Porthcawl	0	0	5	2
Port Talbot	0	0	3	3
Oxwich Bay	0	0	3	3
TOTAL	1	2	44	32

The Swansea Bay FLAG commercial fishing fleet landed 131 tonnes of fish and shellfish worth £284,901 in 2013, compared with 257 tonnes worth £393,013 in 2009, representing a 50% reduction in the tonnage and a 27% reduction in the value of landings over the last five years.

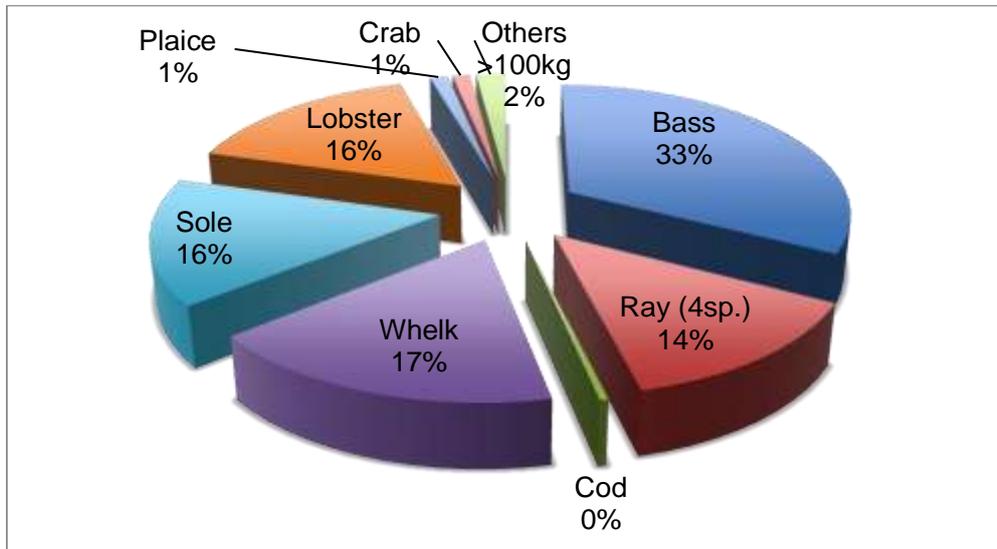
Landings at Swansea account for 81% of the total weight and 75% of the total value of landings in the Swansea Bay FLAG area. Landings at Porthcawl make 18% and 25% of the weight and value of landings respectively.

In total 40 species of fish and shellfish are shown in the statistical records; however, of these the most frequently landed species account for 90% of the weight and 95% of the value of landings (See Table 3).

Table 3: Breakdown of Landings (by catch & value) in 2009 vs 2013

Species	2009		2013		Tonnes	Value (£)
	Tonnes	Value (£)	Tonnes	Value (£)	% change	% change
Bass	12.3	75377	12.9	93044	+5	+23
Ray*	56.2	90714	28.5	38406	-49	-58
Cod	0.5	1220	0.4	1154	-24	-5
Whelk	163.2	103601	68.8	49321	-58	-52
Sole	2.9	26301	4.9	44024	+72	+67
Lobster	6.9	73281	4.2	45572	-39	-38
Plaice	4.3	8431	2.6	3437	-39	-59
Crab	2.4	3208	2.6	3403	+6	+6

Breakdown of Total Catch Value by Species



Please refer to Swansea Bay Fishing Industry Research Study 2015 for further supporting information – see Appendix C.

According to the 2014 MMO data covering the 3 key landing sites within the proposed Swansea Bay FLAG area, Welsh registered vessels landed a total of 231 tonnes between the Burry Port, Swansea and Porthcawl ports alone see Appendix D.

1.2 DESCRIPTION OF STRATEGIC ALIGNMENT AND INTEGRATION

This section explains how the LDS will align with the aims and objectives outlined within Union Priority 4 of the EMFF Operational Programme. It will also outline how the LDS will align with the aims and objectives for CLLD activity outlined within Section 5 of the EMFF Operational Programme, provide an explanation of the coherence and consistency between local strategies and existing national, regional or sub-regional strategies.

1.3 KEY ISSUES AND THEMES TO BE ADDRESSED BY THE STRATEGY

From the findings identified as part of the Fishing Industry Research Study in 2015 and the feedback from consultation with stakeholders in early September 2016 a series of key issues emerged. These key issues have been grouped around 5 main themes, which also provides the context for the objectives agreed by the FLAG set out under Section 3 which are aligned to the aims and objectives outlined within Union Priority 4 of the EMFF Operational Programme.

KEY THEMES

THEME 1: ADDING VALUE, CREATING JOBS, ATTRACTING YOUNG PEOPLE AND PROMOTING INNOVATIONS AT ALL STAGE OF THE SUPPLY CHAIN OF FISHERY AND AQUACULTURE PRODUCTS

- Objective 1:** Improve links with other local food and other producers
- Objective 2:** Achieve better links with schools and colleges to encourage young people to help develop the sector
- Objective 3:** Support delivery of small-scale infrastructure projects to encourage sustainable growth of the industry
- Objective 4:** Creation of opportunities for networking, marketing and promotion of local industry, including supply-chain opportunities.
- Objective 5:** Provision of support for trying out new processes or adding value to products to help small companies in the fishing industry to grow

THEME 2: SUPPORTING DIVERSIFICATION INSIDE OR OUTSIDE COMMERCIAL FISHERIES, LIFELONG LEARNING AND JOB CREATION IN FISHERIES AND AQUACULTURE AREAS

- Objective 6:** Support for business to identify and diversification opportunities and re-skill within or outside the sector.
- Objective 7:** Provision of opportunities to develop the tourism sector linked to local fisheries, including pescatourism, eco-tourism and tourist facilities.

THEME 3: ENHANCING AND CAPITALISING ON THE ENVIRONMENTAL ASSETS OF THE FISHERIES AND AQUACULTURE AREAS, INCLUDING OPERATIONS TO MITIGATE CLIMATE CHANGE.

- Objective 8:** Identification and development of alternative sources of income for the fishing industry such as renewable energy.
- Objective 9:** Making the most of the local natural environment
- Objective 10:** Sustainable and balanced development of the heritage and tourism aspects of the coastline.

THEME 4: PROMOTING SOCIAL WELL-BEING AND CULTURAL HERITAGE IN FISHERIES AND AQUACULTURE AREAS, INCLUDING FISHERIES, AQUACULTURE AND MARITIME CULTURAL HERITAGE

- Objective 11:** Support for the promotion of cultural heritage, aquaculture and maritime interests

THEME 5: LOCAL DEVELOPMENT AND THE GOVERNANCE OF LOCAL FISHERIES RESOURCES AND MARITIME ACTIVITIES

- Objective 12:** To further engage communities and local representatives to support and promote the local industry

1.4 STRATEGIC & POLICY CONTEXT

Whilst the above objectives will form the backbone of the Fisheries Strategy, from discussions with FLAG members throughout 2014 to 2016 it was very clear that there was a directive to prioritise interventions to firstly grow and the fishing industry within the sector, whilst allowing for opportunities for diversification outside, and secondly a desire to support educational and promotional activities to help the long term growth of the sector through educating young people whilst also promoting supply-chain opportunities available now.

Much work was undertaken by the previous FLAG to identify development needs for the industry and wider community through face to face meetings with a wide spectrum of stakeholders, which led to a package of support for the commercial fishing, shellfish processors, aquaculture and the wider community.

The initial version of the strategic objectives for the new LDS allow scope to develop this work further, but will be subject to the prioritisation to be undertaken by the new FLAG once a further consultation and formal review of the initial objectives has taken place during early 2017.

1.5 LOCAL STRATEGIES

a. The One Swansea Plan: Single Integrated Plan

At local level, the Swansea Local Service Board has set out a clear vision in the new “Single Integrated Plan” (SIP) that The Swansea Council will be a desirable place to live, work and visit that:

- Capitalises on the distinctive relationship between its vibrant urban areas and outstanding rural and coastal environments
- Supports a competitive and prosperous economy that acts as a focal point for the wider Swansea Bay City Region
- Has sustainable, distinct communities, in both urban and rural locations, that benefit from sufficient good quality accommodation, supporting infrastructure, community facilities and opportunities for recreation
- Is a thriving City Centre destination that offers excellent shopping facilities and supporting leisure and business opportunities, capitalising on its proximity to the waterfront
- Celebrates and conserves its unique natural heritage and cultural and historic environments

The Wellbeing of Future Generations (Wales) Act 2015 will mean a number of changes to the work of Swansea Local Service Board that we will need to prepare for throughout 2015-16:

- From 2016 the Local Service Board will become Swansea Public Service Board.
- By 2018 Single Integrated Plans (such as the One Swansea Plan) will be replaced by Wellbeing Plans.
- Wellbeing plans will include wellbeing objectives designed to achieve the Welsh Government’s wellbeing goals.

- Strategic Needs Assessments will be replaced by Assessments of Local Wellbeing.
- Local councils will need to designate a scrutiny committee to scrutinise the work of the Public Service Board.
- Welsh Government Ministers will review Wellbeing Plans and Assessments of Local Wellbeing

The importance of making the most of the urban and coastal diversity of the County is made clear, but the LSB is also clear on the importance of partnership working and a Team Swansea approach to ensure best use is made of limited resources. LEADER is an essential part of this process, providing the capacity to work in and across Swansea's coastal communities.

The SIP also points to the important role Swansea plays as the primary economic hub in the Swansea Bay City Region recently established in South West Wales. For the fishing industry and coastal communities, LEADER is an essential component in providing capacity to work with local businesses and communities to help them make links with each other and the wider region.

b. Swansea Bay, Carmarthenshire, Neath Port Talbot and Bridgend Destination Management Plans

The proposed objectives for the Fisheries Strategy are consistent with the strategic themes set out in the 'Destination Management Plans' for Swansea Bay, Carmarthenshire, Neath Port Talbot and Bridgend. The previous 2007-2013 Fisheries Development Plan in Swansea features in the current version of the accompanying action plan, with the Swansea Rural Development Partnership noted as an important part of helping to deliver the actions in the Plan.

The tone of these documents are about enabling better approaches to development and marketing of the areas, involving as many stakeholders as possible, underpinned by an awareness of external perceptions of the area and how it is understood. A range of improvements have been supported by the 2007-2013 FLAG including support for the Mumbles Oyster and Seafood Festival 2014 which has served as a regular feature on the events calendar and has been growing in popularity. The event brought together much of the ethos of the FLAG and Community Led Local Development by engaging community representatives to coordinate and host an event which not only highlights some of the heritage aspects of the coastal community but the produce and potential of the current fishing industry.

Linking in with tourism representatives and through the resources available from the FLAG there is potential for communities and businesses to make the most of improvements made to date to encourage further sustainable developments of the local offer, perhaps through brokering meetings between restaurants, hotels and local fishermen now utilising the cold storage facilities supported under the 2007-13 FLAG, to buy direct and serve catch landed in Swansea Bay.

c. Bridgend – Bright Future

Increasing employment and skills levels are noted as important factors for the future of Bridgend in the Community Strategy, with the ambition of people of all ages having the

opportunity for employment and to have good basic and employability skills. Axis 4 of the EFF on a small scale may contribute to this through targeted training and work placements with the local fishing industry. The importance of the natural environment is noted, and the development of local food and related networks with the positive effect this can have on economic regeneration. These aims are consistent with the themes and objectives set out in this fisheries strategy.

d. Bridgend – Fit for the Future

Bridgend's economic regeneration strategy is also consistent with the objectives of this Fisheries Strategy in terms of its overall strategic aims and purpose:

- Enabling wealth and increasing enterprise: to increase productivity by prioritising sectoral growth within the economy.
- Building up skills levels and entrepreneurial attitudes in an active labour force: raising aspirations for young people to value entrepreneurial activity and healthy lifestyles; promoting specialist skills
- Making a great place to live, work, visit and play: quality of life, good location to do business, tourism and leisure offers
- Strengthening and renewing infrastructure: Porthcawl regeneration waterfront and community hub.

e. Neath Port Talbot Community Plan 2012-2020

Economic prosperity is one of the seven strands of the Neath Port Talbot Community Plan, with a strong emphasis on the range of regeneration initiatives underway in the County Borough, several of which are complementary to the objectives of this Fisheries Strategy, in particular rural development work around local food and local markets, development of social enterprise and development of accessible tourism opportunities linked to heritage and natural assets.

f. Swansea, Neath and Port Talbot, Bridgend and Carmarthenshire Rural Local Development Strategies

Rural Development Strategies were prepared in Swansea, Carmarthenshire Neath Port Talbot and Bridgend in 2014 to respond to the funding opportunities made available through the Rural Development Plan for Wales 2014-2020 via the European Agricultural Fund for Rural Development and Welsh Government. The Strategies are designed around the specific rural development requirements unique to each local area. There is strong synergy between the aims of these strategies and the CLLD element of EMFF, particularly around linking local food to local markets in the broadest sense, e.g. use of local food in quality restaurants, as well as adding to tourism potential of these areas. For the most part the rural areas are consistent with the coastline and inland waterways that are the subject of this fisheries strategy, so cross-representation between the RDP groups and the Swansea Bay FLAG is built in from the start, and will be an important tool in focussing EMFF funding where it can generate most benefit.

1.6 REGIONAL STRATEGIES

a. Swansea Bay City Region Economic Regeneration Strategy 2013-20

At regional level, the Swansea Bay City Region is underpinned by a newly designed economic regeneration strategy which encompasses five strategic aims overlaid by the imperative to close the productivity gap with the rest of Wales and the UK.

The five strategic aims are:

- Business Growth, Retention and specialisation
- Skilled and ambitious for long term success
- Maximising job creation for all
- Knowledge economy and innovation
- Distinctive places and competitive infrastructures.

A partnership approach is being taken to the implementation of the Strategy, with a focus on a selection of major transformational projects to achieve a step change in the performance of the economy of South West Wales. The Skills aim is being led by the Regional Learning Partnership for Central and South West Wales, to be steered by a comprehensive delivery plan based on a newly collected evidence base to attempt a sea change in the way that skills and employment support is delivered through both domestic funding and the added value that European funding can bring.

The regional strategies are necessarily high level, so below them and the Single Integrated Plan, there is a continued need for capacity to undertake innovative activity and networking across the designated rural areas. The high level imperatives to increase jobs, increase the number of higher value-added jobs and businesses have to be addressed at all levels, including local.

b. Regional Delivery Plan for Skills & Employment South West & Central Wales

The Regional Delivery Plan for Skills and Employment for Central and South West is one of three being developed across Wales at the request for Welsh Government's Department for Education and Skills. The Plan integrates with the Welsh Government Skills Implementation Plan, and links across to the Swansea Bay City Region Regeneration Strategy, forming the delivery plan for 'Strategic Aim 2' of that strategy.

The development of the plan has provided a rare opportunity for organisations and individuals at all levels in Wales to discuss and agree on skills and employment needs and priorities in the coming years. The process is enabling those involved to gain a better understanding of real and perceived needs in the region as a whole, and what provision is going to be needed to help the region develop. The Plan covers 6 local authority. As a result there is scope for regional solutions to be developed that could serve the needs of the smaller coastal populations in close proximity to larger urban centres like Swansea, as well as the larger coastal areas in west and central Wales.

Specific examples of opportunities for the new Swansea Bay Fisheries Strategy to complement the Plan include skills needs for micro-enterprises. Issues highlighted include the nature of small businesses, often individuals have limited access to the resources and

skills of larger businesses around financial management, marketing and promotion and business planning. At the same time, successful existing small businesses are keen to share their knowledge and expertise with others and need opportunities to do this.

1.7 WELSH GOVERNMENT STRATEGIES

These national objectives provide a sound backdrop for the proposed themes and objectives in this local rural strategy for tailored local solutions to fill gaps around national and regional interventions as appropriate. Avoiding duplication of effort will be essential due to the relatively small sums available for LEADER in Swansea Bay.

a. Wales Fisheries Strategy

The Wales Fisheries Strategy published in 2008 sets out the broad direction of travel for development of the fisheries industry in Wales, seeking to secure development of a viable industry balanced with the need for environmental protection. The four key plans of the strategy were set out at the environment, communities and communication, capacity building and regulatory framework. This local fisheries strategy is an important component of this mix of approaches at Wales' level, and provides an opportunity to shape local delivery approaches to achieve the aims of the national strategy.

b. Wales Marine & Fisheries Strategic Action Plan

The Wales Fisheries Strategy published in 2008 signalled the need to improve fisheries legislation and a move towards more sustainable fisheries. The Welsh Government Marine and Fisheries Division has been reviewing it to ensure it is fit for purpose and as a result the new Marine and Fisheries Strategic Action Plan aims to safeguard environmental resources; use them as a driver for economic growth and help to ensure that the Welsh fishing industry receives the level of support it needs in order to grow and become more competitive. This aim links closely the Common Fisheries Policy (CFP) and the European Maritime and Fisheries Fund (EMFF), and aligns with the strategic themes and objectives set out in this strategy.

c. Skills and Employment Policy Statement & Implementation Plan

The publication of the policy statement in February 2014 and implementation plan in July 2014 provided a clear picture of the direction of skills and employment priorities for the Welsh Government over the next few years. Fundamental to the approach is dove-tailing with regional learning partnerships, and the ambition of joining up skills and employment delivery at local, regional and national levels. The regular publication of a footprint document setting out what will be delivered at what levels has been a useful tool for giving a steer as to where activities are best developed and delivered. As such inputs will be directed via the Regional Strategic Partnership in south west Wales as detailed above to ensure duplication is avoided.

d. Energy Wales – Low Carbon Transition

The area of renewable energy is a topic of significant importance in Swansea, in particular the rural areas where a number of different forms of generation are either being implemented or discussed across the area, such as the installation of wind turbines.

Implementation of activities will be subject to prioritisation by the new FLAG and will continue through the establishment of sub-groups.

1.8 OTHER EUROPEAN PROGRAMMES & FUNDING STREAMS

a. Rural Development Plan

There is very good strategic alignment between proposals under the Rural Strategy 2014-2020 and the Swansea Bay Fisheries Local Development Strategy. There is particularly good fit around making links between the local food and other producers and local markets. There is scope to look at developing marketing activities and events that join together what the rural and coastal communities have to offer.

b. European Regional Development Fund and European Social Fund

A strategic approach is being taken in Central and South West Wales to the development of local and regional proposals for ESF and ERDF support in the context of the Swansea Bay City Region and the Regional Learning Partnership for Central and South West Wales. The primary concern is to avoid duplication of national Welsh Government and UK-level support schemes. A critical step will be enabling information flow around services and support available from national and regional schemes so that front-line practitioners including those funded via the LEADER programme are able to signpost effectively. As a minimum the LEADER team will work closely with Business Wales contractors in relation to support for micro-enterprises and potential start-ups.

c. Transnational European Programmes

A range of opportunities exist to support transnational working. There are many options that would be appropriate to support implementation of this strategy, linking to wider developments across the region and Wales as a whole. Opportunities to work with micro-enterprises to support innovation and growth in productivity are present in several of the programmes including Ireland-Wales, INTERACT, North West Europe and Atlantic Area. Adaptation to climate change is another consistent theme. The primary benefit would be exchange of good practice and learning from other areas what has worked well.

SECTION 2 – FINANCIAL & COMPLIANCE

This section explains how the FLAG intends to meet its' financial and compliance based obligations. FLAGs need to demonstrate that they have the capacity to implement the strategy in a compliant manner, that they have *Objective 12: To further engage communities and local representatives to support and promote the local industry*

2.1 MANAGEMENT & ADMINISTRATION

Strategic and Policy Context - Whilst the above objectives will form the backbone of the Fisheries Strategy from discussions with FLAG members throughout 2014 to 2016 it was very clear that there was a directive to prioritise interventions to firstly grow and the fishing industry within the sector, whilst allowing for opportunities for diversification outside, and secondly a desire to support educational and promotional activities to help the long term growth of the sector through educating young people whilst also promoting supply-chain opportunities available now. Much work was undertaken by the previous FLAG to identify development needs for the industry and wider community through face to face meetings with a wide spectrum of stakeholders, which led to a package of support for the commercial fishing, shellfish processors, aquaculture and the wider community.

The initial version of the strategic objectives for the new LDS allow scope to develop this work further, but will be subject to the prioritisation to be undertaken by the new FLAG once a further consultation and formal review of the initial objectives has taken place during early 2017.

2.2 LOCAL STRATEGIES

a. The One Swansea Plan: Single Integrated Plan

At local level, the Swansea Local Service Board has set out a clear vision in the new Single Integrated Plan (SIP) that Swansea Council will be a desirable place to live, work and visit and that we are competent in financial planning and will comply with all necessary legal and regulatory requirements.

This section includes:

- Governance and Draft Structure: The Constitution of the FLAG
- Governance and Draft Structure: Details of the proposed FLAG members including the fisheries / aquaculture representation and sectors represented (public, private, third sectors)
- Governance and Draft Structure: Terms of Reference for the FLAG
- Governance and Draft Structure: Details of the Administrative Body
- Administrative and Financial Management: Evidence that the working and decision making procedures are clear and transparent. Show how the operating methods of the FLAG are compliant with the Commission's regulations and guidance (see appropriate section of the LDS Guidance Notes)

- Administrative and Financial Management: Details of compliance procedures and processes demonstrating segregation of duties, reporting systems and capacity to maintain full audit trails for expenditure and indicators.
- Administrative and Financial Management: Details of processes for assessing and making recommendations on projects submitted to the FLAG (see appropriate section of the LDS Guidance Notes)
- Administrative and Financial Management: Details of declaration of and management of conflict of interest

The Swansea Bay Fisheries Local Action Group has successfully undertaken its role in overseeing the implementation of the European Fisheries Fund 2007-2013 in Swansea Bay. It is proposed that the new FLAG builds on the achievements of the previous programme to move forward with a strategy that now incorporates a broader geographic area that will now include LSOA's around the Burry Port area within Carmarthenshire.

The new 2014-2020 strategy will require a complete review of FLAG membership which will also help improve local political visibility of the programme, and ensuring that all themes of the Strategy are properly represented.

To allow continuity the existing FLAG membership has served as a shadow FLAG to help support the drafting of the new strategy, refining and prioritising the Local Development Strategy's objectives; agreeing the terms of reference; approving an application form for FLAG members and determining the project selection process. However, to review the FLAG membership a panel will be selected to invite and assess EOIs from individuals and organisations before agreeing and appointing the new members of the 2014-2020 FLAG.

The City & County of Swansea will continue to act as lead body for the Swansea Bay FLAG and Fisheries Local Development Strategy.

The current list of SBFLAG representatives are as follows:

SBFLAG Membership 2017 - 2021			
Nos.	Name	Organisation	Sector
1	Andy Woolmer	Marine Biologist	Private
2	Barry Crouch	Commercial Fisherman in Burry Port	Private
3	Bob Hockin/Mags Pullen	Harbour Master Burry Port (Mags Pullen) Events & Facilities Manager	Public
4	Deborah Hill	Swansea Environment Forum	Public
5	Delyth Lewis	Neath Port Talbot Council (Lisa Willis to be kept informed)	Public
6	Gillian Morgan	Director, Port Health Services	Private
7	Hannah Lowe	Volunteer Self employed	Private
8	Holly Whiteley	Seafish Wales project manager	Private
9	Julian Smith	Volunteer	Private
10	Kevin Denham	Commercial Fisherman - Burry Port	Private
11	Lisa Jones	BCBC Bridgend Rural Development (REACH)	Public
12	Marion Warlow	South and West Wales Fishing Communities	Private
13	Melony Nichols	Thomas Shellfish Ltd	Private
14	Nigel Sanders	Commercial Fisherman in Burry Port & South Wales Fisheries	Private
15	Ian Wisby	Commercial Fisherman, Swansea	Private
16	Robin Lowe	Volunteer Self employed	Private
17	Sean Warrington	BCBC Bridgend Rural Development (REACH)	Public
18	Cath Lewis/Steve Crocker	Swansea Bay Tourism	Private
19	Steve Kern/ Mike Bond	Swansea Marina Management	Public
20	Stuart Thomas	Natural Resources Wales (Fran Rolfe will step in for him)	Private
21	Terry Scales	Terry Scales Mumbles Development Trust	Private

2.3 TERMS OF REFERENCE AND DUTIES FOR THE LOCAL ACTION GROUP

The following Terms of Reference for the Local Action Group Partnership in Swansea are written to comply with Regulation EC 1303/2013 Article 32 2(b) requiring community led local development to be led by local action groups comprising representation from public and private local socio-economic interests whereby no single interest group public or private represents more than 49% of the voting rights.

As described in Section 2 above, the revised membership of the Fisheries Local Action Group Partnership will be formed via a transparent application process steered by the shadow FLAG formed following the end of the EFF 2007-2013 programme.

Objectives:-

- a. To build the capacity of local actors in Swansea Bay to develop and implement projects (operations) including fostering their project management capabilities.
- b. To agree and implement a non-discriminatory and transparent selection procedure and objective criteria for the selection of projects (operations), avoiding conflicts of interest

and ensuring that at least 50% of the votes in selection decisions are cast by partners which are not public authorities. Selection by written procedure will be possible.

- c. To continually develop and review the Local Development Strategy (LDS) and to target available LEADER resources to local areas of need and opportunity by prioritising operations according to their ability to meet the objectives and targets of the LDS.
- d. To prepare an ongoing project submission procedure
- e. To receive and assess applications for support in line with the agreed Strategy objectives.
- f. To select operations, fixing the amount of support to be awarded, and where relevant presenting the proposals to the body responsible for final verification of eligibility before approval.
- g. To undertake detailed monitoring of implementation of the LDS which will include the following actions:
 - Monitor and approve reports on progress in implementing the Strategy and identify gaps in provision;
 - Monitor the activities taking place as part of the Strategy;
 - Ensure that robust, good value for money and well developed projects are put forward and selected for appraisal and funded;
 - Carry out specific evaluation activities;
 - Promote the programme locally.

2.4 GENERAL

The Fisheries Local Action Group will:

- Appoint a Chair and Administrative Body
- Annually review the Strategy, consult on it, and submit it to the Welsh Government for approval.
- Establish effective systems for assessing projects and secure the Welsh Government endorsement of them.
- Assess projects submitted and ensure those selected fulfil the aims and objectives of the Strategy.
- Prepare a publicity strategy to promote the programme locally and engage local communities.

2.5 MEMBERSHIP

The membership of the Fisheries Local Action Group will be subject to annual review in line with the review process for the LDS itself. This will ensure that strategic interests at the table are reflective of the objectives of the current version of the LDS. An application process will be used to form the membership of the FLAG, and where appropriate for the co-option of additional members or advisors, in compliance with EC 1303/2013 Article 32 2(b).

The composition of the membership of the Group will ensure that no single interest has more than 49% of the voting rights and be truly representative of relevant local public and private

socio-economic interests. FLAG Partnership members will be informed from the outset of the need for them to represent their sector or interest rather than personal or organisational interests. The application process for membership will be used to quantify the level of membership from public/private interests and ensure a cap on numbers from public authorities based on the total required membership. It is proposed to use the initial Task & Finish Group drawn from the shadow FLAG to establish the initial membership of the new FLAG.

The application process will be advertised via existing mailing lists and networks that have extensive coverage of actors in Swansea Bay, and via a press release to the local press, and council website.

A declaration of interest form will be circulated at every meeting and used to inform the composition of meetings for discussions of particular issues or operations.

The wider circulation list built up under the previous EFF 2007-2013 working arrangements will be updated and used as one of the means to ensure the wider group of stakeholders and interested parties are kept regularly informed of development. This will include updates on implementation of the strategy, opportunities to take part in consultations and operations, and other methods such as the quarterly newsletter and social media.

2.6 DECLARATIONS OF INTEREST

- A declaration of interest form will be circulated at every meeting and used to inform the composition of meetings for discussions of particular issues or operations.
- In cases of a specific declaration of interest relating to discussion of an item on the agenda or specific operation, a member with a financial interest will be required to leave the room for that agenda item.
- Conflicts of interest will be addressed by a vote following discussion with the Chair having the casting vote.
- The quorum position will be carefully monitored in these situations to ensure that no single interest can represent more than 49% of voting rights

2.7 SIGNING & COMPLYING WITH THE TERMS OF THE FUNDING AGREEMENT

The FLAG will:

- Require sight of the duly signed Funding Agreement and to receive and approve quarterly reports on performance against the requirements set out in it.
- Formally agree any and all changes to the Strategy and any significant changes to projects.
- Monitor compliance with this process to ensure that all significant changes are approved by the Welsh Government prior to implementation.
- Ensure that that full records of such changes are maintained and are readily available for inspection.

2.8 OVERALL DELIVERY AND MANAGEMENT

The FLAG will:

- Be clearly representative of the main partners having an interest in the Strategy.
- Take overall responsibility for the robustness of the project appraisal, selection and monitoring process.
- Receive detailed quarterly reports on progress against the aims and objectives of the Strategy.
- Take overall responsibility for the delivery and management of the programme locally.
- Oversee the delivery of projects
- Approve annual progress reports from the Lead Administrative Body on the Strategy.

2.9 REGULARITY AND PROPRIETY

The FLAG will:

- Draw up and follow rules on regularity and propriety, including rules for avoiding conflicts of interest in relation to the selection of projects for financial assistance and all other Partnership activities.
- Ensure its general policies reflect these rules and basic principles of propriety.
- Receive an annual report on the application of the rules and good practice relating to the public procurement of works, goods and services.

2.10 ASSET INVENTORY

The FLAG will:

- Receive an annual report covering the Asset Inventory.

2.11 ASSET HOLDING

The FLAG will:

- Receive an annual report on assets held within the Partnership.
- Select and approve projects suitable for funding out of income derived from the use of assets held for the benefit of the community.

2.12 ASSETS

The FLAG will:

- Consider the proposed disposal of any assets and seek the Welsh Government's approval of any such disposal prior to any disposal taking place.

2.13 ELECTION OF CHAIR & VICE CHAIR

- **Election of Chair** - The FLAG will elect a Chair who will remain in office for a period of one year.

- **Election of Vice Chair/s-** The FLAG will elect a Vice-Chair or Vice Chairs' who will remain in office for a period of one year.
- **Deputising** - FLAG members may nominate a named deputy and the Secretariat be informed when the deputy is chosen.

2.14 MEETINGS OF THE SBFLAG

- **Frequency of Meetings:** The FLAG will meet on at least a quarterly basis, in line with the quarterly claim intervals agreed with WG. Further meetings to be arranged at the request of the FLAG should extraordinary items need to be considered. Meeting times and venues will be notified to FLAG members by the Administrative Body.
- **Recording of Meetings:** The minutes of the meetings shall be reported to the next meeting of the Swansea Economic Regeneration Partnership (SERP) for information.

The order of business at each meeting shall be to:

- ✓ Receive any apologies for absence.
 - ✓ Receive disclosures of interest.
 - ✓ Confirm and sign the Minutes of the last Meeting.
 - ✓ Dispose of business (if any) remaining from the previous meeting.
 - ✓ Report on progress on agreed projects.
- **Quorum for Meetings:** The quorum for a FLAG meeting shall be one third of the membership to the nearest whole number. If at any time the number of members present falls below this the meeting shall be adjourned. The quorum will take account of the proportion of attendees from public and private sectors to ensure the necessary balance is achieved to comply with EC 1303/2013 Article 32 2(b).
 - **The Secretariat:** - shall keep a record of attendance for each meeting. Minutes of each meeting shall be kept and circulated to FLAG Partnership members as soon as possible after each meeting. Decisions by the FLAG Partnership shall be made by show of hands with the Chair having the casting vote.
 - If members of the FLAG Partnership have any direct and significant involvement with a proposed project being considered, then they should declare this at the appropriate point on the agenda, and revoke their voting rights for any vote on that project.

2.13 PROJECT APPRAISAL, APPROVAL & MONITORING

All project activity underpinning the LDS will be monitored formally by the FLAG at regular intervals. The main tool for enabling effective monitoring has been the distribution of Quarterly Monitoring Reports covering all expenditure and achievement against outputs. Reports will include:

- A brief report on progress for the preceding quarter
- Expenditure to date

- Progress against outcomes
- Any other relevant information

Interim results of evaluation activity on each project operating as part of the Strategy will be fed back to the FLAG or a designated sub-group for comment. This will assist the FLAG in building a view of how effectively activities are implementing the objectives of the Strategy. It will also enable identification of remedial action needed where such activity is not meeting the desired aims and contribute to an overall improvement in capacity levels in the FLAG, and supporting structures.

Where projects are not achieving performance to profile, the FLAG will take appropriate action through the Administrative body to resolve the situation.

The Administrative Body will undertake its responsibilities as outlined above, including maintenance of the systems required to ensure satisfactory reporting on all aspects of delivery to Welsh Government as required.

The Administrative Body role will be undertaken by an officer allocated from within the European and External Funding Team, reporting to the European and External Funding Manager in Swansea Council's Planning & City Regeneration department. The allocation of staffing resource to this function will be scaled appropriately over the life of the programme, as defined in the Delivery Profile. The function will be undertaken with support from other parts of the local authority as necessary, in particular the Finance Department. Tasks include:

- Secretariat to Swansea Bay FLAG
- Preparation of reports and other associated documentation
- Collation of administrative body claims and checking of backing information
- Processing and submission of financial and output returns.
- Monitoring the administrative body budget codes for each funded project
- Preparation and distribution of publicity

For financial elements, to ensure separation of duties, Central Finance complete final checks on financial aspects of funding letters/amendment forms/ claim forms and arrange for sign-off via the Head of Finance.

2.14 Project Assessment Criteria

In the Project Assessment Criteria detailed on the next page, it is intended that each proposal put forward is assessed as appropriate for the local area and is consistent with the needs. Following the findings of the FLAG 2007-13 Evaluation Report and Fishing Industry Research Study 2015, there was a clear emphasis on the importance of animation activity and highlighted that limited resources in this regard under the previous programme should be addressed under the new programme.

As such this means a more focussed approach to animation and project development rather than an open call approach is needed. Therefore, the intention is to use a small team to be employed by the programme comprising an administrative body post covering administration and animation functions and a development officer to work with the FLAG

and external stakeholders to identify priority activities for support to then develop into projects. It is proposed that more resources are allocated from the implementation project to enhance staffing resource for project development, which will in turn support the animation role. This is likely to include early quick wins building on previous EFF activity around enhancing local supply chain opportunities. However, there is a willingness to tackle more difficult issues, and this will be worked through once with the new FLAG throughout late 2016 and early 2017.

A two stage application process will be employed subject to caveats on resources above. This will be used to screen opportunities identified through consultation and discussions in the FLAG to identify projects that could develop to full applications. Paperwork to support the process will be finalised and agreed by the new FLAG. The initial project assessment criteria will be used as the starting point. Administrative body staff will screen all applications for eligibility in line with the published LEADER Guidance and EC regulations

PROJECT ASSESSMENT CRITERIA

The project assessment and approval process will operate as a rolling programme based on needs identified by the Animation and Development Officers and Administrative Body officer on an ongoing basis. The FLAG will take decisions on balancing demand with the needs outlined in this Strategy, and the relative importance of the strategic objectives of the Strategy. The proposed project assessment criteria are set out below:

1. Is the application fully completed?
2. Will project delivery take place within the designated FLAG area (see LSOA map)?
3. Does the organisation applying for EMFF 2014-2020 support have the ability/capacity to deliver e.g. Staffing, administration systems, funding etc.?
4. Is the organisation in a position to provide the required match funding towards funding their project?
5. Does the proposed project clearly contribute to meeting the strategic objectives contained within the approved Local Development Strategy (LDS)? In particular:
 - a) To what extent does the project contribute to the achievement of the LDS?
 - b) How does the project complement other activities covered by other relevant initiatives?
 - c) How does the project respond to and is consistent with identified need?
 - d) How far is the project supported by evidence of actual or prospective demand (including assessment of potential displacement of existing activities)
 - e) How far is the intervention and delivery method appropriate?
 - f) Does the proposal have realistic and measurable milestones with performance indicators, including cross-cutting themes indicators developed within them?
 - g) How dependent is the activity on LEADER support to achieve its outcomes?
 - h) Is the proposal value for money in terms of costs vs outcomes?
 - i) Is there a clear exit strategy?
6. Is the proposed activity and expenditure eligible under EMFF 2014-2020 rules?
7. Does the idea have clearly defined goals and SMART objectives?
8. Is the project realistic and to an appropriate scale?
9. Is there a clear explanation of the proposed expenditure?
10. Does the project complement other activities proposed against the LDS and other relevant strategies as detailed in the LDS?
11. Is there firm evidence of need for the proposal?

SECTION 3 – DELIVERY

This section explains how the SBFLAG aims to transfer its stated objectives into delivery on the ground. The FLAG should have a clear plan that links the result, the outputs that deliver the result, what activities will take place to deliver the outputs, how and when those activities will take place, and who will be responsible for delivering them. Including communication and publicity initiatives.

3.1 DESCRIPTION OF THE STRATEGY & OBJECTIVES

As part of the Swansea Bay Fishing Industry Research Study 2015 (Appendix C) and ongoing discussions with stakeholders, a number of opportunities and recommendations were made in terms of development needs and the potential of the area.

a. Opportunities for expanding the local market

- Scope for piloting a 'Community Supported Fishery' (CSF) type scheme, where a coordinator provides the link between catcher and consumer.
- Strong demand from restaurateurs for locally harvested fish and shellfish and it is recommended that any future market development interventions are focussed in this area.
- The marketing of locally grown mussels could be further developed with investment in branding and marketing built on local provenance and sustainability.
- A co-ordinated and strategically positioned promotion and marketing programme for locally available fish and shellfish.
- Events and activities building on the success of the Mumbles Oyster festival could further promote the region as a 'gastro tourism' destination in Wales
- Opportunities to further develop the scope of local aquaculture may arise if plans for the proposed tidal lagoon are passed.

b. Recommendations from the Study

- Create aquaculture development strategy
- Potential for development of a sustainable razorfish fishery
- Training plan for local fishermen – address increasing age profile, low morale
- Supply chain networking between producers and restaurants
- Better promotion and marketing of Swansea Bay seafood
- Build on previous FLAG investments supporting local fishing industry
- Recreational opportunities
- Education and opportunities to redress balance with technology gaming - building on schools' species education programme from previous round and Local angling club successes and enthusiasm
- Expansion of FLAG membership to embrace the above

The proposed new FLAG will seek to follow these recommendations through wider engagement building on the existing good relationships developed from the previous FLAG and will further identify development needs within the Carmarthenshire area.

The Swansea Bay Fishing Industry Research Study 2015 highlighted the decline in the fishing fleet and landings over the past 5 years and identified numerous challenges and opportunities.

The steady decline of fleet size and landings has likely been as a result of a higher level of fishing effort in the Bristol Channel in recent times which has had a significant impact on charter angling sector. The harvesting of local fish stocks is likely to be at or close to capacity of local fish stocks and limited quota availability, which is why it is critical that accessing EU and private funding to develop ports so that the facilities (including ice, and chiller stores) are available to enable commercial fishermen to land and sell a higher quality catch that will attract a better price. Already the appeal of the Swansea Marina facilities and what they offer has attracted 2 fishermen back to the industry, with others now looking to expand. Scoping out and developing similar projects to other ports within the FLAG area is sure to see similar increases to employment and economic benefits.

There are many other development opportunities that the FLAG could steer, building on interventions made and knowledge gained through delivering the last FLAG. A strategic approach is needed to deliver these interventions and the previous FLAG understood how the promotion of local produce at the Mumbles Oyster & Seafood Festival and the Fish is the Dish project educating of primary school children about local fish, the health benefits through interactive classes can have a positive impact on the growth of the maritime economy and play a crucial role in increasing awareness of the local industry and its produce. Feedback from both projects was strong and many teachers asked if further Fish is the Dish classes could be delivered, and whether there was potential to develop sessions for older KS4 children, as this could create a lasting effect and potentially stimulate a cultural change in young people understanding and appreciating fish as food. There is also scope to promote develop local markets for fish and shell-fish, and promote recreational fishing to young people.

Other small scale interventions could see further sustainable developments of the sector through projects similar to Dreckly Fish in Cornwall. The facilities at Swansea Marina, as supported by the previous FLAG, now unlock the potential of such a project, which would require delivering bespoke ICT and social media training to local commercial fishermen and the purchase of ICT equipment that would enable them to market their daily catch on Twitter and Facebook, selling online and shipping locally. The research study also outlines the potential for strong sustainable fishing industry through razorfish and oyster fisheries. More work needs to be done around these developments, but under Axis 3 of EFF 2007-13 the Mumbles Oyster reinstatement project has progressed well.

Some fishermen and charter boat operators are also looking at what diversification opportunities may be presented through the development of the Swansea Bay Tidal Lagoon, which would no doubt require investments in new skills training to capitalise on these opportunities.

More work needs to be done to look at how we can reimagine some small ports for alternative uses, but as already identified through the previous FLAG there is a growing

demand in the bay for water sports activity following the success of the 360 Watersports centre in Swansea and for the development and promotion of recreational angling sites and support for inland fisheries and waterways.

A summary of the Strategic Themes, objectives and potential actions have been pulled together below as a result of the findings from the research study and consultation in September 2016.

TABLE 4: STRATEGIC THEMES AND OBJECTIVES

FLDS OBJECTIVE		POTENTIAL ACTIONS:
ADDING VALUE, CREATING JOBS, ATTRACTING YOUNG PEOPLE AND THEME 1: PROMOTING INNOVATIONS AT ALL STAGE OF THE SUPPLY CHAIN OF FISHERY AND AQUACULTURE PRODUCTS		
OBJECTIVE 1:	Improve links with other local food and other producers	<ul style="list-style-type: none"> • Provide information on local seafood, diversity, and seasonality through range of low-cost media tools • Encourage informal supply chain networking events between fishermen and chefs to build dialogue and identify opportunities for direct sales
OBJECTIVE 2:	Achieve better links with schools and colleges to encourage young people to help develop the sector	<ul style="list-style-type: none"> • Encourage businesses across the ‘net-to-plate’ supply-chain to engage and support activities to provide supply-chain visits for local schools • Learning about the history of the cockle industry through visits or short DVD film • Encourage and propagate links between seafood chefs and schools to develop recipes and provide ‘in school’ demos to help raise awareness of local seafood • Food technologist and product development for colleges/schools to utilise uncommon or low value fish
OBJECTIVE 3:	Support delivery of small-scale infrastructure projects to encourage sustainable growth of the industry	<ul style="list-style-type: none"> • Small scale ice plant • Chilled quayside storage • Landing davits • Weighing scales • Ice bins for vessels
OBJECTIVE 4:	Creation of opportunities for marketing and promotion of local industry, including supply-chain opportunities.	<ul style="list-style-type: none"> • Undertake a study visit to a razorfish fishery • Set up a working group with regulators, scientists, engos and fishermen to develop an ecologically sustainable model for a razorfish fishery
OBJECTIVE 5:	Provision of support for trying out new processes or adding	<ul style="list-style-type: none"> • Exploration of packaging techniques to extend product shelf-life, high pressure processing are

value to products to help small companies in the fishing industry to grow	all examples of previous work by regional seafood bodies to help 'add value' to seafood products.
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SUPPORTING DIVERSIFICATION INSIDE OR OUTSIDE COMMERCIAL
THEME 2: FISHERIES, LIFELONG LEARNING AND JOB CREATION IN FISHERIES AND
AQUACULTURE AREAS

OBJECTIVE 6:	Support for business to identify and diversification opportunities and re-skill within or outside the sector.	<ul style="list-style-type: none"> • Consider de-commissioning scheme • Assistance to those wishing to convert vessels to enable diversification into 'pescatourism', Workboat work • Vessel charter • Training and marketing support
OBJECTIVE 7:	Provision of opportunities to develop the tourism sector linked to local fisheries, including pescatourism, eco-tourism and tourist facilities.	<ul style="list-style-type: none"> • Sector development strategy and improved marketing • Websites / app /social media • Guides / posters in tackle shops • Signs in popular areas for easy access fishing locations

ENHANCING AND CAPITALISING ON THE ENVIRONMENTAL
THEME 3: ASSETS OF THE FISHERIES AND AQUACULTURE AREAS, INCLUDING
OPERATIONS TO MITIGATE CLIMATE CHANGE

OBJECTIVE 8:	Identification and development of alternative sources of income for the fishing industry, such as renewable energy	<ul style="list-style-type: none"> • One-to-one support for fishermen to identify and work through barriers to identified alternative income sources • Support for fishermen looking to obtain the RYA offshore yacht-master (commercially endorsed) qualification as this would open up significant opportunities in the windfarm support sector
OBJECTIVE 9:	Making the most of the local natural environment	<ul style="list-style-type: none"> • Seaweed culture and market development • Projects to support marine biodiversity and improve fish stocks • Develop of a management plan to support a sustainable razorfish fishery.
OBJECTIVE 10:	Sustainable and balanced development of the heritage and tourism aspects of the coastline.	<ul style="list-style-type: none"> • Communication boards and interpretation panels at key ports and heritage site

PROMOTING SOCIAL WELL-BEING AND CULTURAL		
THEME 4: HERITAGE IN FISHERIES AND AQUACULTURE AREAS, INCLUDING FISHERIES, AQUACULTURE AND MARITIME CULTURAL HERITAGE		
OBJECTIVE 1.1:	Support for the promotion of cultural heritage, aquaculture and maritime interests	<ul style="list-style-type: none"> • Festivals • interpretation panels at heritage sites
STRENGTHENING THE ROLE OF FISHERIES COMMUNITIES IN LOCAL		
THEME 5: DEVELOPMENT AND THE GOVERNANCE OF LOCAL FISHERIES RESOURCES AND MARITIME ACTIVITIES		
OBJECTIVE 1.2:	To further engage communities and local representatives to support and promote the local industry	<ul style="list-style-type: none"> • A FLAG fishing festival guided by industry and tourism expertise and delivered in partnership with community groups.

Further specific activities will fall out of discussions due to take place during late 2016 and early 2017, when the FLAG looks explore development opportunities and more detailed programme of actions.

As such there is a need for ongoing consultation on these objectives and the strategy document overall to achieve better citizen engagement. Our proposed approach to addressing these issues through conversion of the Shadow FLAG to the new formal Fisheries Local Action Group membership is set out in section 2.1. This work will continue through the establishment of sub-groups that will look in more detail at these needs and potential activities that will effectively deliver the strategy.

The Intervention Logic Table is currently flatly apportioned across the five LEADER themes, whilst the FLAG reviews and prioritises development needs and activities.

3.2 NETWORKING

This section describes how you will network with stakeholders / interested parties to develop the LDS and animate activity if our area, or parts of our area, that have not previously undertaken FLAG activity and provide information on how we will learn from other FLAGs.

The focus of the 2007-2013 Fisheries Development Strategy was very much around cross-boundary partnership working, between stakeholders in Swansea, Neath Port Talbot and Bridgend. However, when delivering the strategy, it was clear there were development needs to be addressed in some of the main ports in the area and as such the FLAG carried out its role successfully in identifying and prioritising the interventions for area in order to support the development of the sector. Much work was carried out within the time and resources available to network and engage with stakeholders to develop CLLD interventions; however, the resulting projects have greatly benefited the local industry and supporting businesses.

During the 2007-13 programme the FLAG took the decision to procure an external consultant to undertake a research study into the local industry. The study consulted local fishermen, processors, anglers, community representatives, along with hotels and restaurants to help identify opportunities and development needs. Extensive quantitative and qualitative data was captured throughout the 2015 study that has helped inform the new strategy.

The conclusions and recommendations from the research study provide an immediate package of work for officers to explore and animate at the very start of the new programme, and will enable the momentum built up from the previous FLAG to be continued into 2017 and beyond. Work will also continue to further engage stakeholders through networking, promotion activities and consultations to continue to identify and develop the strategy and its interventions. There is currently a particular focus on development of supply chain opportunities, establishment of new fisheries and also education activities.

There is openness to exploring ways of achieving cooperation by working across boundaries to achieve common solutions through involvement in practical networking sessions with the other Fisheries Local Action Group partnerships nationally.

Opportunities to work with other FLAGs in Wales will be explored through the establishment of regular meetings/teleconferences with colleagues in other FLAGs, along with exploring opportunities to attend study visits to other FLAGs throughout the EU in order to learn from best practice. A number of the supported interventions delivered in Swansea Bay during the 2007-13 Programme took inspiration from activities successfully delivered in other FLAG areas, namely Cornwall and Lyme Bay. The benefit of networking and sharing knowledge from not only local stakeholders, subject matter experts and other FLAGs cannot be understated.

There is a lot of potential still to be explored, particularly around supply chains, and high-profile opportunities for local produce.

3.3 DESCRIPTION OF INNOVATIVE FEATURES

This section includes demonstrating how the LDS will take advantage of the potential to experiment and innovate.

The opportunity to pilot new products, services or ways of doing things provided by LEADER through this Fisheries Local Development Strategy has great potential to act as a catalyst across Swansea Bay and the wider South West Region.

Various small scale activities undertaken during the Fisheries Local Development Plan 2007-2013 in Swansea Bay have demonstrated what can be achieved using Leader as a tool to bring interested parties together to work on common issues.

As an example, the cold facilities at Swansea Marina, supported by the previous FLAG could now unlock the potential of a project similar to that of Dreckly fish in Cornwall, which would require delivering bespoke ICT and social media training to local commercial fishermen and the purchase of ICT equipment that would enable them to market their daily catch on Twitter and Facebook, selling online and shipping locally.

It is clear that through engaging local people and industry stakeholders representatives through the animation function offered by the FLAG that opportunities to explore innovative approaches to the delivery of the strategy can be achieved.

3.4 ACTION PLAN SHOWING HOW THE OBJECTIVES WILL BE ACHIEVED

Please refer to the Intervention Table – Appendix E.

3.5 COMMUNICATION & PUBLICITY INITIATIVES

Advertising Programme Opportunities

A number of inter-linked methods will be used to advertise the support available through the programme, including multi-channel social media campaigns. A limited number of hard copy newsletters will be made available in key locations, backed up with social media presences on Twitter and Facebook, webpages on the Swansea Council website at www.swansea.gov.uk/SBFLAG and limited runs of factsheets and case study material as the programme progresses. Reference will be made to groups and networks accessed or established during the EFF 2007-2013. Continual iterative feedback will also be employed between the lead body officer and the Animation and Development Officers to assist specific targeting of groups and interests.

3.6 ENGAGEMENT METHODS

The programme will build on successful approaches used during the EFF 2007-2013 and lessons learned. A large amount of consultation has taken place during the programme, particularly through the 2015 Fishing Industry Research Study and information is also available from events and initiatives undertaken by other organisations that clearly identify areas of work needing input and support.

Engagement methods will include:

- Distribution lists
- Regular programme of events and consultations in line with the work programme to be agreed by the new FLAG
- Social media channels and website to be kept regularly updated
- Promotion of 'networking' opportunities through communication channels outlined above
- Presence at local events and shows such as Mumbles Oyster & Seafood Festival and other regular fixtures on the Swansea calendar of events

3.7 PUBLICISING RESULTS & IMPACT OF THE STRATEGY

Existing methods of summarising activities in newsletters, annual reports and factsheets will be continued, but with significant refinements and simplifications to content and distribution methods, learning lessons from the existing programme. Press releases, advertorials in the local press and where capacity allows having a presence at local events and festivals will provide further avenues for promoting the results and impact of the Strategy as it progresses.

3.8 DISSEMINATION OF BEST PRACTICE

The range of methods outline above will be used to ensure examples of best practice are effectively shared locally, regionally and where appropriate, nationally. Regular reporting between Animation and Development Officers and the Lead Body Administration Officer will enable quick identification of suitable case studies for publication. Regular dissemination events will be scheduled during the programme to bring people together to showcase good examples of best practice on a thematic or sectoral basis as required.

3.9 ACKNOWLEDGEMENT OF EUROPEAN UNION SUPPORT

All documentation across all media forms will acknowledge European Union support through use of the agreed official logos, and the agreed wording formula for press releases and other written communications. EU support will also be verbally acknowledged at events and meetings as appropriate.

3.10 ANNUAL PUBLICITY OF 9TH MAY EUROPE DAY

Europe Day will be acknowledged by ‘flying the FLAG’ outside civic buildings, acknowledgement on the programme homepage on the Swansea Council website, and arrangement of appropriate activities and press notices to draw attention to Europe Day.

3.11 AWARENESS RAISING FOR PARTICIPANTS /ENTERPRISES

All correspondence and communications with participants and enterprises receiving support from the programme will be made aware of the EU funding contribution through the various measures outlined above. Any funding awards will clearly acknowledge the specific programme, relevant EU regulations and use of logos.

3.12 LIAISON WITH WELSH GOVERNMENT

Liaison with central teams in Welsh Government has been a beneficial way of ensuring national awareness of local and regional activity and ensuring that good practice can be shared and publicised effectively. Early warning of events and press notices will be given to Welsh Government colleagues to ensure maximum publicity for the FLAG nationally and locally.

SECTION 4 – PROJECT MANAGEMENT

This section explains how the FLAG and its elected Administrative Body has the capacity and resources necessary to successfully deliver on the planned results, output indicators and activities. Part of Section 3.10 and 4 of the LDS Guidance Notes May 2016. (The remainder is covered under Section 2 – Financial & Compliance)

4.1 MANAGEMENT & ADMINISTRATION

Swansea Council is proposed as the local administrative body for the programme. Discussions had been progressed with other FLAG areas, namely Pembrokeshire, Ceredigion and North Wales to explore the scope for efficiencies and having a single

administrative body arrangement or larger FLAG areas. The discussion focussed around achieving a management and administrative structure that balances local development needs with pooling of resources at regional level to simplify contact with Welsh Government. Having looked closely at the needs and demands of running the proposed programme, and the geographical areas involved any proposed FLAG areas greater than the Burry Port to Porthcawl range would simply be unmanageable, particularly given the financial allocations involved. The nature of the programme requires localised support, but recognition of the need for support in the Burry Port area has been acknowledged and has consequently been incorporated as part of the new Swansea Bay FLAG. This is not the same as running a regional collaboration for a regionally-designed project for example.

As identified in the 2015 Fishing Industry Research Study, and evaluation of the SBFLAG 2007-2013, it is crucial that more resources are put in place to help animate, develop, mentor and deliver the strategy and its interventions. The need for staff on the ground, engaging with stakeholders to deliver the CLLD approach is critical to the success of the programme.

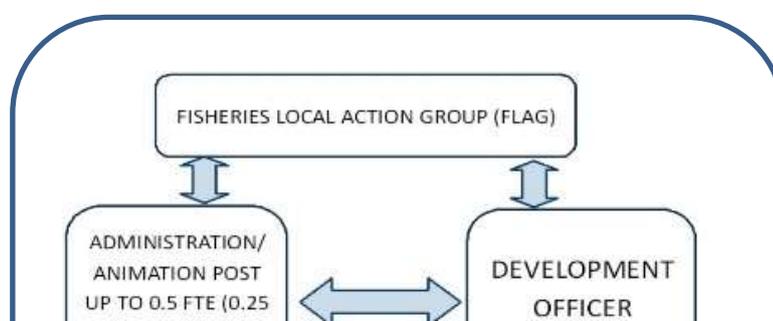
The staff resource allied with a modest development fund over the programming period will enable capacity building and feasibility work to take place, with funding for pilot projects to be supported to back that work up. The proposed team structure is set out below:

4.2 FLAG ADMINISTRATION & ANIMATION (25%)

Administration costs are worked out at maximum 10% of the overall EMFF budget and 15% allocated towards ‘animation’ activity, i.e. promoting and evaluating the Strategy. In terms of staff costs, the operation will employ up to 0.5 x FTE Officers to cover administration (up to 0.25 FTE) and animation (0.25 FTE) working across administrative running costs and animation activity in relation to the Strategy. As outlined in the delivery profile the level of staffing resource attributed to the implementation will be variable that would be scaled up in years 2 to 4 of the programme to support project implementation and scaled down in year 5. The staffing allocation is proportionate to the indicative scale of the programme and a simpler delivery structure set out below. Systems will be established to keep audit trails fully compliant but as short as possible. Please refer to the delivery profile for indicative figures and rationale.

4.3 FLAG IMPLEMENTATION/DELIVERY (75%)

It is proposed that the operation will employ up to 0.5 x FTE Officers to work across the themes and objectives set out in the Strategy, responding to local need as the programme progresses. As outlined in the delivery profile the level of staffing resource attributed to the implementation will be variable that would be scaled up in years 2 to 4 of the programme to support project implementation and scaled down in year 5. The offices will have access to a local development fund set aside within the indicative 5 year allocation to enable funding of small experimental initiatives and activities during the programme, plus would look to bid for support from the EMFF ‘Core’ fund. Please refer to the delivery profile for indicative figures and rationale.



A more focussed programme will result from this structure, providing the resource for the FLAG to work with to enable a full programme of networking and consultation, direct feedback to the FLAG to enable proper discussion of priorities, and sufficient administrative resource to manage the small number of resulting projects. The team will work to the FLAG membership to ensure a totally bottom up process of identification of the work programme and detailed interventions using the limited resources available. It is hoped this model will provide the best balance between staffing resources, expertise from the FLAG membership, administrative and policy support from the Administrative Body to enable effective delivery of the LDS.

4.4 STAFF SKILLS & TRAINING

The complexity of the systems and procedures to run the programme necessitates a level of skills and training for new staff. The European and External Funding Team Leader along with European and External Funding Programme Officers within the team are experienced in supporting delivery of a range of European-funded programmes, including the 2007-2013 Swansea Bay FLAG and both the 2007-2013 and 2014-2020 RDP in Swansea. Good practice from the previous programme, developed with new guidance in place for the 2014-2020 round will be used to upskill new staff to ensure efficient programme delivery. Training will also be made available to new and existing FLAG members to update them on the parameters of the new programme.

SECTION 5 – VALUE FOR MONEY

This section explains how the proposed actions and expenditure outlined in the LDS represent the best use of EMFF funds. It also explains how the costs included are reasonable, such as the cost and number of staff required to deliver the proposed activities. Section 3.4 and 4.0 of the LDS Guidance Notes May 2016 Details of Section 3.4 have already been provided in Section 3 of this template (Intervention Logic)

5.1 FINANCIAL DELIVERY PROFILES

- Running Costs and Animation Costs should not exceed 25% of the total EMFF funds (minus preparatory costs)

- Running Costs, Animation Costs and Preparatory Costs can be 100% funded through EMFF
- The EMFF implementation costs must include a minimum of 20% match funding
- Sources of match funding should be identified, including the type (i.e. cash or in-kind)
- Please note that the use of simplified costs compulsory, except for Preparatory Costs (which will be based on actual costs)
- Full rationales (including explanation of assumptions) must be provided for all costs in order demonstrate reasonableness of costs
- Preparatory Costs – Explanation of how the activities relate to the development of a LDS or other CLLD preparatory support areas which are consistent with Section 5 of the EMFF Operational Programme
- Explanation of how the proposed costs and activities relate to Implementation Costs, Running Costs and Animation costs required to support the delivery of the LDS
- A 15% tolerance will be allowed on each Delivery Profile expenditure heading.

It is proposed as part of the delivery profile that the equivalent of up to one Full-time European & External Funding Programme Officer, based within the City & County of Swansea's European & External Funding Team (EEFT) will be allocated across the Animation, Admin and Implementation operations. The staffing resource allocated to FLAG will be variable throughout the programme period to allow focus primarily on Animation activity in year 1, with a view to increasing capacity for delivery and implementation in years 2-4 and a scaling down of support in year 5. Full rationales and costings are provided in the delivery profile. It is worth noting that the EEFT operate a centralised approach to the management, administration and delivery of all its operations so a pool of staff with a range of expertise is available to be allocated to operations on a scalable basis, this allows for a more resilient and efficient approach to delivery.

Running costs and animation costs will be required at 25% of the total EMFF funds, with staffing costs also incorporated within the implementation costs, as referred to above. An allocation of the implementation costs will also be established as a Local Development Fund that will be ring-fenced for the FLAG to attribute to local interventions, through an application and appraisal system to be determined. Applications for funding from this allocation will be managed by the FLAG, administered by the designated officer(s) and there will be a requirement for all applicants to identify at least 20% private/voluntary match funding.

Match funding is identified as up to 25% from core funded European and External Funding Team Leader post and private sector match funding to be identified at implementation stage. The delivery profile will also highlight the use of FR15 simplified costs.

Discussions had been progressed with other FLAG areas, namely Pembrokeshire, Ceredigion and North Wales to explore the scope for efficiencies and having a single administrative body arrangement or larger FLAG areas. The discussion focussed around achieving a management and administrative structure that balances local development needs with pooling of resources at regional level to simplify contact with Welsh Government. Having looked closely at the needs and demands of running the proposed programme, and the geographical areas involved any proposed FLAG areas greater than the Burry Port to Porthcawl range would simply be unmanageable, particularly given the financial allocations involved. The nature of the programme requires localised support, but recognition of the need for support in the Burry Port area has been acknowledged and has consequently been

incorporated as part of the new Swansea Bay FLAG. This is not the same as running a regional collaboration for a regionally-designed project for example.

Rationales are included in the appropriate spreadsheets.

SECTION 6 – INDICATORS & OUTCOMES

6.1 MONITORING & RESULTS

This Section includes a detailed narrative of the expected outputs, results and impacts that will derive from the proposed operations, including projected achievement against the EMFF Operational Programme CLLD result and output indicators, projected achievements against the targets set out in Commission Implementing Regulation 1243/2014 and Measurable targets for outputs and results in either quantitative or qualitative terms.

6.2 EVALUATION PLAN

This section includes proposals for evaluating performance against the LDS, the proposed methodology and details of baseline data.

a. Evaluating Performance against the LDS

Evaluation approaches will build on the successful framework used to monitor the 2007-2013 Fisheries Local Development Strategy and its underpinning business plans and projects. Quarterly and Annual Reports provide:

- A concise report on progress for the preceding quarter
- Expenditure to date against profile (including EFF grant and match funding breakdowns)
- Progress against outcomes
- Update on promotional activity
- Update on cooperation activity
- Progress against cross-cutting themes
- Any other relevant information

The reports will ensure a breakdown of activity that reports against each Strategy Objective. The more limited levels of funding will require prioritisation of resources by the FLAG.

b. Methodology to Evaluate the Benefits of LEADER Activity

Initially the approach will follow the successful model of evaluation employed on the two business plan periods from the 2007-2013 programme in Swansea. This would involve procuring an external evaluator to:

- Review the effectiveness of the governance arrangements between the Administrative Body and the FLAG Partnership
- Review the effectiveness of the FLAG Partnership, its membership and its role in implementing the LDS

- Assess the implementation of the LDS in relation to the evolving programme of work established on an annual basis by the FLAG Partnership
- Assess the impact of LDS delivery on the areas of work the FLAG Partnership chooses to focus on, including specific workshops for FLAG members and project sponsors as appropriate
- Undertake fieldwork with beneficiaries of the LDS to assess the effectiveness of the programme
- Make use of data collected by the Administrative Body and projects to help limited resources go further.

Ideally a baseline report will be produced using the version of the LDS current at that point in the programme. Further reports will then be required on an annual basis to inform the annual review of the Strategy and suggest refinements to the approach.

c. Details of Baseline Data

Baseline information will be drawn from the characteristics section of the Strategy, but it will also be possible where relevant to reference indicators to be agreed for the Swansea Bay City Region Regeneration Strategy and the Regional Delivery Plan for Employment and Skills of the Regional Learning Partnership for South West and Central Wales, both of which will have formal performance indicators allocated during 2016.

Explanation and justification of the chosen evaluation methods both during the life of the operations or activity (formative) and at the end of the operations or activity (summative)

The formative evaluation approach used for the Swansea Bay FLAG EFF Programme that delivered the 2007-2013 strategy was successful in enabling reviews to programme delivery on an ongoing basis. A version of this approach will be employed for the 2014-2020 Fisheries Strategy. The evaluation process will include an appropriate level of fieldwork (direct contact with project beneficiaries) linked back at every stage to implementation of, and influence on the design of the LDS.

The approach of a baseline report, interim report(s) and final report worked well for Swansea Bay under the 2007-2013 programme. The main advantage was providing a 'critical friend' approach to challenge projects during implementation to enable scope for improvements during the lifetime of the Strategy. The proposal for a thorough annual review of the LDS underlines the need for regular external challenge. Overall this would provide a good model for evaluating the new programme and would provide an informed approach to the annual review of the LDS, though timing would need to be scheduled to coincide with the formal Welsh Government timetable for the annual Strategy review.

A final summative report will be requested to draw the previous annual reports together and provide an overview of the implementation of the LDS to identify successes, good practice and areas for improvement in future programmes.

Consideration will be given to work on a regional basis if this is considered necessary with a steer from Welsh Government, or at the very least to agree a consistent approach with the other LAGs to ensure resulting reports are comparable.

SECTION 7 – SUITABILITY OF INTERVENTION

7.1 SUITABILITY OF INTERVENTION

This section explains the need and demand for the FLAG and the actions identified in the LDS and whether this demand is already being met through existing provision. It goes on to explain how the LDS will contribute to the wider aims and objectives of the EMFF Operational Programme, including the aims and objectives of the other parts of the EMFF programme and the associated result indicator(s).

7.2 COMMUNITY & STAKEHOLDER DEVELOPMENT OF STRATEGY IMPLEMENTATION

As part of the Communications Plan, the following table has been drafted to highlight some specific actions the FLAG and its Officers will undertake throughout the development and implementation of the programme:

DEVELOPMENT IMPLEMENTATION

1. ACTIONS

	FREQUENCY	2015	2016	2017	2018	2019	2020	2021
Annual Events & workshops for development of LDS	As needed during development of LDS	X	X					
Consultation survey for development & review of LDS	As needed, during development & review of LDS	X	X		X		X	
Swansea Bay FLAG 2014-2020 Launch event	Once		X					
Promotional literature and advertisements	As needed		X	X	X	X	X	X
Attendance at industry and community events	Annual and as needed	X	X	X	X	X	X	X
Annual progress updates via social media and events	Annual		X	X	X	X	X	X
Regular newsletters to be distributed via FLAG and existing networks	Quarterly		X	X	X	X	X	X
Regular Social media & website updates, with link to WG webpages	Monthly		X	X	X	X	X	X

7.3 SWOT ANALYSIS

The SWOT analysis (strengths, weaknesses, opportunities, threats) has been developed based on the results of the consultation survey undertaken during 2012 and has been further developed to include the findings for the consultation undertaking throughout the 2015 research study. The SWOT shows the development needs and potential of the proposed area.

TABLE 5: SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Strong heritage features across the region • Strong brand potential • Quality hospitality trade • Outstanding environmental features • Swansea University Aquaculture Centre locally • Well-developed networks of contacts around local food and sustainable tourism via RDP local action groups <ul style="list-style-type: none"> • Wide range of complementary schemes funded through other funds • Including RDP and convergence to tie in with • Well-developed education sector • Basic infrastructure, crane, cold storage and ice machines in place at Swansea marina • Build on previous flag investments supporting local industry 	<ul style="list-style-type: none"> • Lack of local impact of local fishing • Lack of open communication channels between sectors and interests • Declining stocks of certain species • General lack of awareness of range of species in the area • Lack of awareness of local fishing industry heritage <ul style="list-style-type: none"> • Lack of awareness of the nature of the current fishing industry, scope and potential • Limited enforcement of unlicensed vessels • Planning issues • Industry related exclusions, e.g. • Around taxation
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Work placements or apprenticeships within local fisheries businesses • Potential to offer training packages for the future workforce for the industry • Support for the fishing industry from umbrella support bodies • Substantial range of heritage features on the coast and inland relating directly to the industry • Strong community sector • ‘Cooking culture’ – celebrity chefs • Engagement with young people • Use of tourism to benefit local fishing businesses 	<ul style="list-style-type: none"> • Ageing workforce in the local industry • Over-fishing and ecological damage • Uncertainty of impact of wind farm developments on the local fishing and tourism industries • Infections to shellfish populations • Losing focus on benefits to the local fishing industry • Poaching of shell fish stocks • Emergency stock recovery measures to arrest decline of bass stocks likely

<ul style="list-style-type: none"> • Develop links with local food service sector and supply chain networking opportunities • Promotion and marketing of Swansea Bay seafood • Potential for Razorfish fishery and seaweed culture aquaculture development strategy 	<p>to result in opportunities for fishing fleet.</p> <ul style="list-style-type: none"> • Tidal lagoon development • Local pot fisheries at maximum capacity
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7.4 HOW LDS CONTRIBUTES TO THE AIMS & OBJECTIVES OF THE EMFF PROGRAMME

The main strength of the Swansea Bay FLAG to date has been the concentration on sustainable fishing methods and providing the resources to support this. The 2015 Fishing Industry Study underlines the need from researching amongst stakeholders to ensure all activity is sustainable, particularly in respect of environmental impact. The industry as a whole suffers from over-fishing, e.g. in the Bristol Channel, so there is a concern to ensure that development of existing fisheries is managed carefully, and development of new fisheries including razorfish and oysters are done in a sustainable way utilising the research funded through the previous FLAG with minimal disruption to habitats.

The previous FLAG membership included representatives from Swansea Environmental Forum, Natural Resources Wales and the Swansea Council's Nature Conservation Team. The expertise brought to the table not only an awareness of the impact fishing methods and developments could have on the environment but also generated interventions that could help promote the sustainability of the environment, and improve conservation of marine areas. One of the projects funded by the previous Swansea Bay FLAG saw the development of a Marine Code of Conduct, along with promotional flyers and events - see Appendix F for factsheet.

It is therefore proposed that this approach be replicated and built upon, ensuring that in any training and materials produced by the FLAG there should be an emphasis on impacts and conservation of the natural environment. There is appetite to run further training events and generate marketing materials to help raise awareness of relevant local issues facing sustainable fishing, which could include talks from marine experts. As part of developing and enhancing supply chain opportunities for the local inshore fishing fleet there is scope to provide assistance to local suppliers in signing up to the Marine Conservation Society standard (MCS), the national certification that promotes sustainable fishing.

SECTION 8 – CROSS CUTTING THEMES

This section sets out in broad terms the approach to applying the cross-cutting themes to implementation of the Strategy. Further detailed actions and potential project activities are being explored through formed FLAG sub-groups, however some potential actions have been identified in the Logic Intervention Table with proposed cross-cutting themes highlighted.

8.1 HORIZONTAL PRINCIPLES (CROSS CUTTING THEMES)

a. Equal Opportunities and Gender Mainstreaming

Principles are fundamental to the approach to delivering the Strategy. Successful integration of equal opportunities in the previous 2007-2013 programme of projects informs the approaches that will be taken. The starting point is the need to reduce injustice and promote social cohesion, providing the opportunity for all eligible beneficiaries to participate and use their skills and abilities to raise the level of GDP in Wales and address the imbalance in earning for women and men and others with protected characteristics.

Examples include:

- Careful marketing and promotion of consultation and networking events, targeting specific groups where appropriate.
- Tailoring content of sessions to the needs of particular target groups, using prior experience and research as appropriate.
- Careful selection of venues for events, meetings and other gatherings to maximise participation.
- Ensuring appropriate equipment is available to maximise participation (e.g. audio-visual, access, formatting and availability of documentation)
- Embedding equalities requirements in specifications for projects, activities and studies.
- Ensuring good transport access, e.g. public transport, allocation of disabled parking for park and ride.
- Avoiding any form of bias in literature.

b. Sustainable Development

Sustainable development is an integrated component of all proposed activities under the Strategy. Examples include:

- Considering studies into alternative renewable energy sources
- Exploring potential for shortening of supply chains, access to local and sub-regional markets to reduce food miles and improve local identity
- Influencing business and community practices to encourage sustainable approaches

- Piloting of new approaches to service delivery in the community.
- Building on networks formed during Fisheries Local Development Plan 2007-2013 and Rural Development Plan 2007-2013 period and developing them further to help bring community and industry representatives together to solve common problems.

c. Tackling Poverty and Social Exclusion

Many of the issues outlined in the Tackling Poverty Action Plan 2012-16 such as economic inactivity and low skill levels, including health inequalities, and the level of NEETs are crucial issues to consider when delivering the Fisheries Strategy. Means of addressing the above issues and priorities to the other cross-cutting themes and could include:

- Through the implementation of this strategy it is anticipated that a number of sustainable jobs will be created within the coastal communities and supporting businesses.
- Building on previous Youth Service interventions to encourage local groups to take on similar activities using local resources
- Exploring potential for community-based joint service provision using existing models of best practice e.g. Llanmadoc Community Shop, and using lessons learned for other initiatives
- Addressing fuel poverty issues through exploration of different forms of renewable energy.
- Exploring options for enabling digital connectivity for SMEs where there is currently no provision of services. By supporting digital inclusion, the FLAG recognises that this not only helps lead to job creation through the fishing sector but will enable skills development within the community.
- The provision of paid work experience placements within the industry to support young people on their journey to sustainable employment.

d. Welsh Language

In general, the Swansea Bay Fisheries Local Action Group will seek to implement the Swansea Council Welsh language scheme, primarily offering individuals the right to communicate in Welsh in communications and meetings.

In addition to practical concerns, a number of opportunities exist including:

- Linking with organisations building Welsh-language capacity in Swansea such as Menter Iaith and Abertawe.
- Opportunities to exploit the 'brand potential' of the distinctiveness of local Welsh history, culture, and language.

The FLAG programme in Swansea Bay will establish clear procedures that will ensure that the principles outlined above are followed when grants are awarded. Procedures will include:

- Ensuring that those who apply for a grant are given clear information about the Welsh language requirements in any explanatory notes or guidance provided to them with application forms, explaining how those requirements will be considered within the assessment of the grant applications.
- Ensuring that grant application forms ask applicants to explain what use will be made of the Welsh language within the funded activity.
- Ensuring that grant application assessment procedures consider to what extent the applicants intend to use the Welsh language within the funded activity.
- ensuring that letters offering grant aid set out clear conditions in relation to the Welsh language as part of the offer.
- Helping applicants to understand the requirements in terms of the use of Welsh, and where appropriate, supporting those who receive a grant to ensure that appropriate use is made of Welsh within the funded activity.
- Establishing monitoring systems to ensure compliance with those conditions, seeking regular reports as appropriate, and addressing any weaknesses at an early stage and in a constructive manner where possible, reserving the possibility of withdrawing a grant to serious cases.

It is proposed that the Swansea Bay Fisheries Local Action Group will nominate a named FLAG member to take responsibility for ensuring the integration of the cross cutting themes as part of strategy development and the development of projects. The responsible FLAG member in collaboration with RDP Officers will also ensure that any Service Level Agreements with end beneficiaries will include the CCT requirements, indicators, monitoring and reporting of data.

SECTION 9 – LONG TERM SUSTAINABILITY

The following section will explain the potential of the FLAG to continue the proposed activity beyond the lifetime of the Programme.

9.1 MAIN STREAMING PLAN

a. Programme Level

As with the 2007-2013 Fisheries Development Plan, the intention is to ensure consistent and effective dissemination of programme information and results. This will be achieved through refined, more concise documentation targeted around the programme themes. Opportunities will include:

- Annual events, supplemented by regular industry-based sessions facilitated by FLAG staff will provide a good vehicle for raising programme profile and the methods being explored.
- Briefings for industry and community stakeholders, local councillors and local groups (community-based, micro-businesses etc.) will be part of an ongoing programme of engagement.
- Frequent publication of newsletters and bulletins using the over 250 contact mailing list and further development of this list
- FLAG members feeding back through their networks

- Regular reporting the FLAG itself and updates posted via website and social media
- Annual reports including information on updates to the LDS and actions implemented during the preceding year
- Feedback at national and regional meetings of LAGs including events arranged through the Welsh Government.

b. Mainstreaming by Communities & Businesses

The primary tool for mainstreaming is adoption of newly piloted methods by local businesses and communities. The best legacy of any support programme is its success meaning it 'works itself out of a job'. The 'animation' of an area, even the relatively small coastal areas and populations is a big task compared to the resources available. Effective networking and building of relationships and cooperative approaches to finding solutions and piloting approaches to rural economic development are the core aim of the programme. Adoption of the approaches is the best mean of mainstreaming. In some cases, additional larger scale funding may need to be sought to roll out a proposal on a wider basis, perhaps with cooperation funding, or by accessing other funds such as the other European Structural and Investment Funds.

c. New approaches to service delivery

Public sector mainstreaming could be more difficult to achieve in view of shrinking resources. However, new approaches to service delivery that could involve community adoption of basic services, as well as testing approaches for local 'hubs' could result in entirely new ways of working that result in public sector cost savings and more active buy-in from local communities to delivering the services they require at local level.

Opportunities for mainstreaming and dissemination will be actively explored and discussed throughout the programme.

10 Version Control

Version No	To	Date	Comments
V1.0	SBFLAG members	17.1.18	For reference
V1.0	Liz Shellard, Comms	17.1.18	For SBFLAG Website

