

Connecting the Fisheries Sector



Community Seafood Officer

A combination of one-to-one engagement with local businesses and English fisheries, networking them with each other and the provision of business mentoring support has increased the supply of local fish into the Northern Devon market.

This 3 year project has provided a dedicated support officer on the ground to animate, network and inspire connections between the fishing sector, restaurants, retailers and local community. By linking interested businesses together and forming new connections, this work has helped develop the local supply chain, increasing the presence of locally-landed fish on the local market. New events focusing on fish, seafood, the marine environment and heritage have also been developed. The project includes marketing and sponsorship support to promote the local catch and celebrate local seafood and fishing heritage. Finally, it involves an important training and business support element to put ideas into action. Some examples of new initiatives resulting from the project include: the creation of "The Glorious Oyster" seafood shack; the street vendor Seadog Foods; and Sunfish Cuisine, offering gourmet seafood hampers and barbeque fish boxes.

NORTHERN DEVON FLAG, UK

RESULTS (AFTER 16 MONTHS):

- > 2 part-time jobs (1 FTE) and 2 seasonal jobs created
- > 2 full-time jobs maintained
- > 3 new companies created
- > 4 new products developed

SUCCESS FACTORS:

- > Project based on local supply chain research findings
- > Having an officer to make things happen, translating ideas into action
- > Connecting and networking through face to face working and social media
- > A focus on 'celebration' of fish and fishing to engage communities
- > Providing both animation and investment

TOTAL PROJECT COST: €140 135

- > EFF Axis 4: €57 100
- > National / Regional co-financing: €44 955.00
- > Other/ Private: €38 080

Project promoter

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