Pembrokeshire County Council

Study of Pembrokeshire's Fishing Industry and Communities

Contract Reference: PROC/1516/016

R E P O R T

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

Llywodraeth Cymru
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INTRODUCTION

Pembrokeshire County Council, on behalf of Cleddau to Coast (C2C) FLAG (Fisheries Local Action Group) commissioned CamNesa Consulting to undertake a study that would strengthen the evidence base for Community Led Local Development (CLLD) in the fisheries sector, and in the communities that rely on the fishing economy in Pembrokeshire.

Pembrokeshire is a rural area chiefly dependent upon agriculture, tourism and the energy industries. Fishing remains important though much less so than in the past. The designated FLAG fishing area of Pembrokeshire covers 71% of Pembrokeshire's land area and 72% of its population.

Pembrokeshire no longer has an indigenous high seas fishing fleet and most of the Pembrokeshire fishing industry comprises under 10 metre vessels fishing principally within the six mile limit. The main fish processing in Pembrokeshire concerns shellfish predominantly crab and lobster. There has been an increase in local shellfishermen adding value to their own catch, as well as businesses processing local bought in catch. As regards wet fish, processing mainly comprises filleting and portioning to add value and prepare for the retail and hospitality trade.

The Aim of the study is to capture and present evidence of the current state of the Pembrokeshire fishing industry and the communities that rely on it.

This Report will be organised into seven (7) Chapters; the Chapter headings are:

1. Brief history of fishing in Pembrokeshire
2. Explanation of methodology used
3. Current trends in the fishing industry
4. The broader economy in Pembrokeshire
5. Pembrokeshire's marine environment
6. The state of communities (that rely on fishing as a source of income)
7. Conclusions and Recommendations.

Model One, overleaf, presents a map of the Pembrokeshire County Council FLAG area.

Pembrokeshire County Council
Cyngor Sir Penfro

Pembrokeshire: FLAG Area

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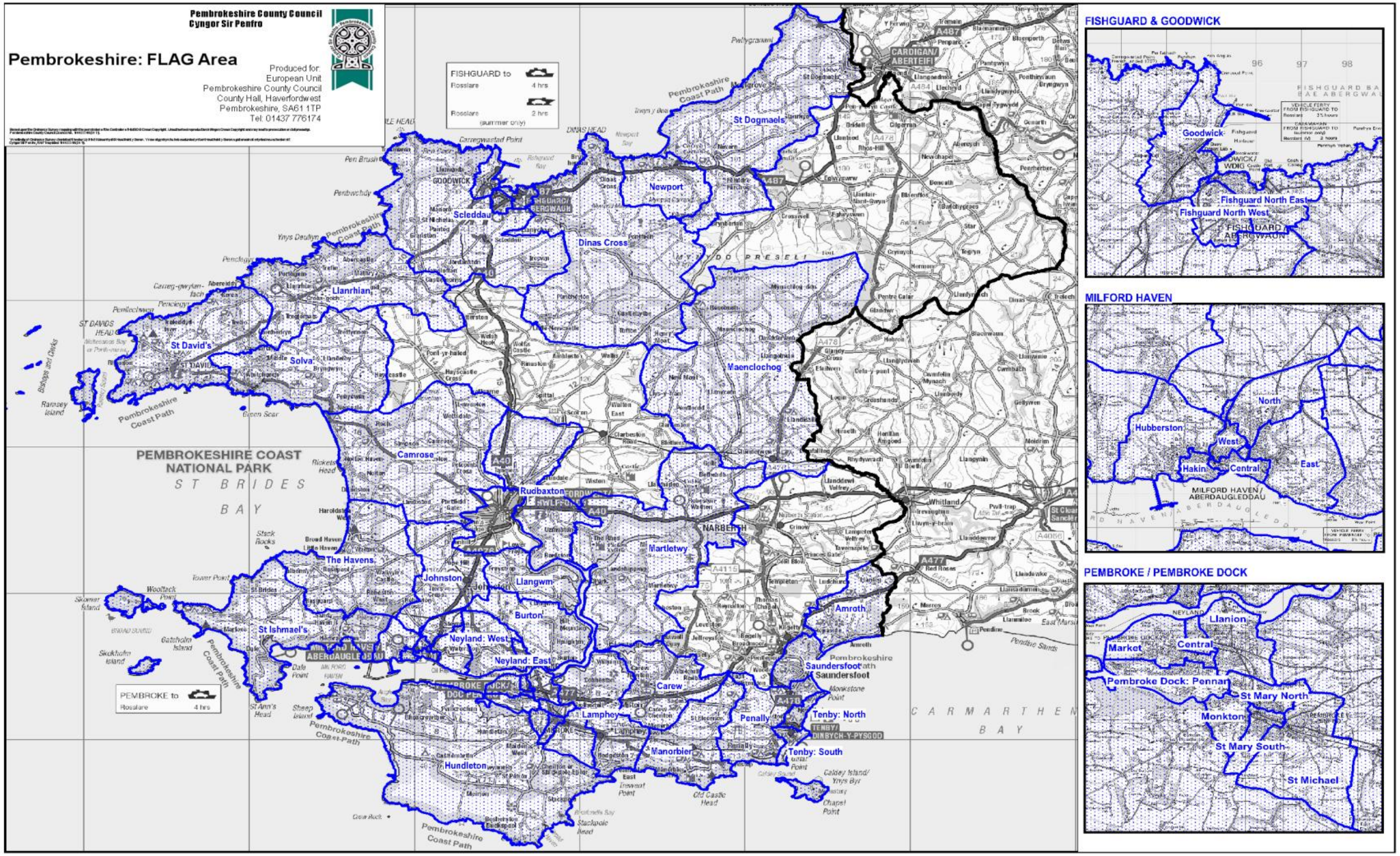


CHAPTER ONE - BRIEF HISTORY OF FISHING IN PEMBROKESHIRE

Summary

- Pembrokeshire has a long tradition of fishing, both sea and freshwater.
- Tenby was the prime fishing port for many centuries, but as Milford Haven developed it took more of a leading role in the Pembrokeshire fishing sector. This was coupled with Tenby becoming more of a holiday resort.
- Today, Pembrokeshire is a rural area chiefly dependent upon agriculture, tourism and the energy industries. Fishing remains important though much less so than in the past.
- Pembrokeshire no longer has an indigenous high seas fishing fleet and most of the Pembrokeshire fishing industry comprises under 10 metre vessels fishing principally within the six mile limit.
- There has been an increase in local shell-fishermen adding value to their own catch, as well as businesses processing local bought in catch. As regards wet fish, processing mainly comprises filleting and portioning to add value and prepare for the retail and hospitality trade.
- Set up in July 2012, the ‘C2C’ FLAG includes representatives from the local fishing industry, private sector, voluntary sector and public sector.
- The overarching aim of the Cleddau to Coast FLAG, as set out in their LDS, is to increase the capacity of local fishing communities and business networks to build knowledge and skills, innovative and co-operate in order to tackle local fisheries development objectives.
- At time of writing, the FLAG had considered **47** expressions of interest with **21** applications being approved.

As Pembrokeshire is surrounded on three sides by the sea, it is hardly surprising that maritime activities, including fishing, are deep in the traditions of the county. In places such as Newport, Fishguard, St David’s, Solva, Nolton, Dale, Llangwm, Landshipping, Pembroke, Angle, Tenby and Saundersfoot, there would have been much fishing activity, along with coastal trading in commodities such as coal and lime. The sea was both larder and highway. In addition, freshwater fish and shellfish abounded - principally in the back reaches of the Cleddau.

Tenby was the prime fishing port in the county for many centuries. Towards the end of the nineteenth century, Milford Haven developed its fishing facilities with the completion of the Docks and this had an effect on the Tenby trade. Fishing was also beginning to sit uncomfortably with the image of a holiday resort that Tenby wished to project. By 1910, Milford had grown into the 5th largest fishing port in the United Kingdom. Neyland also developed a base for trawlers with its own ice factory and fish market. This began in 1908 but did not last beyond the First World War. Milford continued to flourish during the first half of the twentieth century.

However, despite boom years after both the World Wars, a combination of overcharging by the Docks Company, over-fishing, growing trade unionism and the quota/subsidy tangle spelt ultimate decline.

Today, Pembrokeshire is a rural area chiefly dependent upon agriculture, tourism and the energy industries. Fishing remains important though much less so than in the past. The main characteristics of the area are:

- High quality environment and established tourist destination
- Peripheral area leading to a problem of distance to markets, and no local fish market
- Lack of consumer knowledge of fish
- Low incomes and low added value
- Hard pressed communities though few designated regeneration areas.

As described above, Pembrokeshire no longer has an indigenous high seas fishing fleet and most of the Pembrokeshire fishing industry comprises under 10 metre vessels fishing principally within the six mile limit. Official statistics (NOMIS) show that employment in marine fishing in Pembrokeshire rose from **81** in 2008 to **158** in 2009. The main fish processing in Pembrokeshire concerns shellfish predominantly crab and lobster.

There has been an increase in local shell-fishermen adding value to their own catch, as well as businesses processing local bought in catch. As regards wet fish, processing mainly comprises filleting and portioning to add value and prepare for the retail and hospitality trade.

Source: https://webgate.ec.europa.eu/fpfis/cms/farnet/flagsheet/flag-factsheet-united-kingdom-pembrokeshire

The Cleddau to Coast (C2C) Fisheries Local Action Group (FLAG)

Set up in July 2012, the 'C2C' FLAG includes representatives from the local fishing industry, private sector, voluntary sector and public sector:

- West Wales Shellfishermen's Association
- South & West Wales Fishing Communities Ltd
- Fishing Charter Boat Operators
- Welsh Seafish Training Association
- Pembrokeshire Business Network
- Federation of Small Businesses
- Milford Haven Port Authority
- Landsker Business Consultancy
- PLANED
- Pembrokeshire Association of Voluntary Services (PAVS)
- The National Trust
- Pembrokeshire County Council
- Pembrokeshire Coast National Park Authority
- Pembrokeshire College.

The overarching aim of the Cleddau to Coast FLAG, as set out in their LDS, is to increase the capacity of local fishing communities and business networks to build knowledge and skills, innovative and co-operate in order to tackle local fisheries development objectives.

The total budget for the activities of the FLAG was £320,000 with £168,000 (53%) being allocated to fund projects. Following a competitive tendering process, a contractor has been contracted to deliver ‘animation’ services on behalf of the FLAG designed to, amongst other things, generate applications from the local area for:

- a small scale grant scheme (up to £5k)
- a larger scale grant scheme (over £5k).

Applications for which are forwarded to the Welsh Government for approval. At the time of this report (i.e. 26.6.2014), the FLAG had considered **23** expressions of interest and five (5) full-applications with two (2) applications being approved (one large scale and one small scale). In delivery terms, the activities of the FLAG were therefore still at a relatively early stage.

(Source: Evaluation of C2C FLAG, First Interim Report, May 2014, Wavehill Ltd.)

To up-date the findings quoted in the Wavehill study to the date of this Report, there have been **47** expressions of interest and **21** applications being approved.

CHAPTER TWO - EXPLANATION OF METHODOLOGY USED

Summary

- The study was based on a combination of research methodologies.
- Stage 1 involved a comprehensive secondary research review, focusing on the topics defined in the client's Brief.
- Stage Two involved a series of in-depth interviews with industry experts conducted with senior members of the study team
- Finally, Stage Three involved a series of focus groups held in the North and South of the county.

This Chapter responds to Clause 4.4 of the client's Tender Document and explains the methodology used in this study.

The work included a mix of secondary and primary research; the detail of which is set out below:

Secondary research review

This stage focused on a review of documents produced by the client and relevant bodies and included a comparative analysis.

Documents of key interest from the client included:

- Pembrokeshire Single Integrated Plan
- Studies conducted through the Rural Development Plan for Wales 2007-13 (where relevant, but including an economic profile of Pembrokeshire which will be available by mid June 2015)
- The Pembrokeshire LEADER Local Development Strategy for 2014-2020.

In addition, we reviewed a range of core sources linked to each of the client's key themes, the most notable of which were:

Pembrokeshire fishing industry:

- Supply side – CamNesa Welsh Fisheries Database, ONS, Welsh Govt. (M&F Div.), DEFRA, EU (Farnet)
- Demand side - CamNesa Welsh Fisheries Database, ONS (Family Food), Nielsen and Kantar

Broader economy in Pembrokeshire:

- Welsh Government (Business & economy), Pembrokeshire CC (Economic Development Dept.)

Pembrokeshire's environment:

- Welsh Government (Environment & countryside), NRW, DEFRA

State of communities:

- ONS (census data), Welsh Government (People & communities, Welsh index of multiple deprivation, etc), Pembrokeshire CC.

Primary Research

The primary research stage of this study adopted a qualitative (as apposed to quantitative) format. All primary research work was conducted within the Market Research Society's Code of Conduct and respondents' anonymity was guaranteed.

Two (2) distinct primary qualitative stages were conducted:

- A series of in-depth interviews with industry experts
- A series of Focus Groups with key stakeholder groups.

<u>In-depth interviews with industry experts</u>

This stage of the study focused on the attitudes and perceptions of specified individuals who can be considered expert in terms of the fisheries industry in Pembrokeshire.

In conjunction with the client we developed a Directed Discussion Document (DDD), which was used to structure interviews with respondents whilst allowing them to respond in their own words and for in-depth interviewers to ask supplementary questions, where appropriate.

Interviewing included a mix of face-to-face and telephone and was conducted by senior members of the Study team. The findings from this stage of the primary qualitative research are presented, in full, in Appendix Four.

<u>Focus Groups with key stakeholder groups</u>

To enhance our understanding of the sector and the communities involved we conducted a series of Focus Groups. The respondents for the groups were recruited from a cross section of private sector, public sector and third sector/voluntary organisations and individuals.

Given the sub regional characteristics of the fishing industry and associated communities in Pembrokeshire, two focus groups were held, one in the north of the county (at Fishguard) and the other in the south of the county (at Milford Haven).

The topics covered in the focus groups are set out below:

1. How would you describe the fishing industry in Pembrokeshire?

2. What do you see as the major <u>Strengths</u> of the Fishing industry in Pembrokeshire?

3. And what do you see as the major <u>Weaknesses</u> of the Fishing industry in Pembrokeshire?

4. What would you say are the major <u>Opportunities</u> for the Fishing industry in Pembrokeshire?

5. What would you say are the major <u>Threats</u> for the Fishing industry in Pembrokeshire?

6. What do you see as the main effect of public and other funding on the fishing industry in Pembrokeshire?

7. What do you see as the successful projects or other support, which has been implemented over the last five year period in support of the industry?

8. What do you see as issues within the industry, which could have or should have been supported?
9. What would you like to see developed to support fishing communities within Pembrokeshire going forward to 2020?

10. What do you think are the most important lessons that have been learnt over the last five years within the Pembrokeshire fishing sector?

11. Are there any other comments you would like to make?

The findings from this stage of the primary qualitative research are presented, in full, in Appendix Five.

Whilst qualitative research cannot be claimed to be necessarily representative of the population from which the respondents are drawn, we included a series of tests (i.e. non parametric) to measure the level of concordance amongst the respondents. The results from these tests can give us an indication of the likely response from the population as a whole. This statistical analysis is presented in Appendix Six.

CHAPTER THREE - CURRENT TRENDS IN THE FISHING INDUSTRY

Summary

- The fishing industry in Wales is relatively small (195 enterprises) and skewed to small enterprises (Table 1). Also, the sector is skewed to vessels 10 m & under (Table 4).
- As of July 2015, there are 126 vessels in the Pembrokeshire fleet (Table 7) with only 10 vessels over 10 metres. Also, 72 vessels were built on or before 1999.
- The number of regular fishermen in Wales peaked at 693 in 2011 and fell back to 472 in 2013 (Table 8).
- Fishing (and other elementary agricultural occupations not elsewhere classified) weekly pay in 2013 was some 30 percent lower than the median value for all employees in the UK (Table 9).
- Fishing infrastructure in the county is centred on Milford Haven (Section 3.2).
- Shellfish dominate landings by UK vessels into Welsh ports (Table 10 & 11).
- The Marine Management Organisation (MMO) record landings at nine (9) Pembrokeshire ports (along with Cardigan where some of the Pembrokeshire fleet make landings). These ten (10) ports account for between 47 percent and 52 percent of all landings into Wales by weight during the period 2011-2014 (Table 14).
- The main ports by landed weight in Pembrokeshire are Milford Haven, Saundersfoot and Fishguard (Table 16).
- UK vessels account for around 40 percent of all landings by weight into Milford Haven (Table 18).
- Quarter 1 and Quarter 2 are the main periods for landings into Pembrokeshire ports (Model 6).
- The main export destinations for UK shellfish are France, Spain, Netherlands, Italy and Republic of Ireland (section 3.4 and Appendix 3).
- There is a significant downward trend in UK household purchases of fish and fish products, down 8.4 percent between 2009 and 2012 to 144 grams per person per week (Table 25). Expenditure by households stood at 124 pence per person per week (Table 26).
- Chilled fish and shellfish dominate the UK take home market (Table 28).
- The market for fish in Pembrokeshire is estimated to be in the region of £6.5m pa (Table 30).
- It is further estimated that the overall consumption of fish in the UK will rise from around 8,000 metric tonnes a year in 2012 to 9,200 metric tonnes in 2030 (Section 3.7).
- The UK accounts for between 7 and 8 percent of all EU production (live weight) of fish products (Table 32).
- Global fish production has grown steadily in the last five decades, with food fish supply increasing at an average annual rate of 3.2 percent, outpacing world population growth at 1.6 percent (Section 2.9).

3.1 Industry structure

There are some **195** VAT and/or PAYE enterprises in fishing and aquaculture in Wales, accounting for some **5** percent of the total for the UK - Table One.

Table One

Number of VAT and/or PAYE Enterprises in UK by country and employment size band, 2013

SIC (2007) Division 03 - Fishing and aquaculture

Number

	0-4	5-9	10-19	20-49	50-99	100-249	250+	Total
England	1,555	80	30	10	0	0	0	1,675
Wales	**180**	**10**	**5**	**0**	**0**	**0**	**0**	**195**
Scotland	1,570	145	45	5	5	0	5	1,775
NI	170	15	0	0	0	0	0	185
UK	3,475	250	80	15	5	0	5	3,830

Source:
http://www.ons.gov.uk/ons/taxonomy/index.html?nscl=Business+and+Energy#tab-data-tables

This source is likely to understate the total population because it does not include businesses trading below the VAT threshold (£79,000 pa in 2013) and/or submitting PAYE returns nor business start-ups registered for VAT and/or PAYE, post the analysis date (after 6/04/2013). The vast majority (**92** percent) of enterprises in Wales have 4 or fewer employees. There are no enterprises in Wales with 20 or more employees. This situation has remained stable for the last two years – Table Two.

Table Two

Number of VAT and/or PAYE Enterprises in Wales by employment size band, 2013 & 2014

SIC (2007) Division 03 - Fishing and aquaculture

Number

	0-4	5-9	10-19	20-49	50-99	100-249	250+	Total
2013	180	10	5	0	0	0	0	195
2014	180	10	5	0	0	0	0	195

Source: op cit

Marine fishing (SIC 2007 0311) dominates the Welsh fishing sector, accounting for some **80** percent of all enterprises active in fishing and aquaculture in Wales – Table Three.

Table Three

Number of VAT and/or PAYE Enterprises in UK by country and SIC sub division, 2014

Number

	Marine fishing	Freshwater Fishing	Marine aquaculture	Freshwater aquaculture	Total
England	1,340	105	120	115	1,680
Wales	160	15	15	10	200
Scotland	1,600	50	110	30	1,790
NI	160	0	15	5	180
UK	3,260	170	260	160	3,850

Notes to Table Three:

SIC(07): 0311 : Marine fishing
SIC(07): 0312 : Freshwater fishing
SIC(07): 0321 : Marine aquaculture
SIC(07): 0322 : Freshwater aquaculture

Source: op cit

Table Four presents trends in the number and size of vessels, 2011-2013. The total number of vessels increased by 2.5 percent, 2013 on 2011. Vessels 10m and under dominate the Welsh fishing fleet, accounting for nearly **93** percent of all vessels in 2013.

Table Four

Welsh fishing fleet, by number of vessels and size

Vessels	2011	2012	2013
10m and under	425	440	442
Over 10m	40	39	35
All	465	479	477
Gross tonnage	5,083	5,399	4,888

Source:
https://www.gov.uk/government/statistical-data-sets/uk-sea-fisheries-annual-statistics-report-2013

Table Five presents a more detailed analysis of the Size of the Welsh fishing fleet by length of vessel.

Table Five

Size of the Welsh fishing fleet by length of vessel, 2013

	8m & under	8.01 -10m	10.01-15m	15.01-18m	18.01-24m	Over 24m	All
No. vessels	324	118	25	3	1	6	477
Gross tonnage	447	785	462	150	97	2947	4888

Source: op cit

Table Six presents the age distribution of fishing vessels in Wales as of 1/07/2015.

Table Six

Age of registered fishing vessels in Wales

July 2015

	1999 & older	2000 & younger	Not stated	All
10 m & over	23	7	1	31
Under 10 m	243	96	42	381
All	266	103	43	412

Source: https://www.gov.uk/government/statistical-data-sets/vessel-lists-over-10-metres
https://www.gov.uk/government/statistical-data-sets/vessel-lists-10-metres-and-under

Table Seven presents the same data as Table Six for home ports included in the Pembrokeshire County Council area.

Table Seven

Age of registered fishing vessels in Pembrokeshire

July 2015

	1999 & older	2000 & younger	Not stated	All
10 m & over	7	2	1	10
Under 10 m	65	43	8	116
All	72	45	9	126

Source: op cit

Table Eight presents trends in the number of fishermen, regular and part time, in Wales.

Table Eight

Trends in Numbers of fishermen in Wales

Number

	2009	2010	2011	2012	2013
Regular	417	563	693	673	472
Part Time	434	553	298	347	259
All	851	1116	991	1020	731

Source: https://www.gov.uk/government/statistical-data-sets/uk-sea-fisheries-annual-statistics-report-2013

Regular fishermen's numbers peaked at 693 in 2011 to fall back to 472 in 2013.

Table Nine presents weekly pay values for selected jobs in the UK for 2013.

Table Nine

Weekly pay (*1) selected jobs UK, 2013

Description	Code	No. jobs UK 000's	Median (*2) £	Annual % change on previous year	Mean (*2) £	Annual % change on previous year
All employees		24,473	402.50	2.8	488.2	2.3
Farm workers	9111	32	293.40	1.6	282.8	1.0
Forestry workers	9111	3	381.0	0.1	408.30	6.7
Fishing & other elementary agriculture occupations n.e.c.	9119	16	282.40	7.0	288.20	10.7
Food, drink, & tobacco operatives	8111	147	301.40	3.3	321.3	2.8

*1 excluding overtime
*2 median is the point in the scale which is exceed by only 50% of the score; mean (arithmetic mean) is the central tendency

Source: http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tcm%3A77-328216

Median weekly pay for Fishing (& other elementary agriculture occupations n.e.c.) is some 30 percent lower than the median value for all employees.

3.2 Pembrokeshire Infrastructure supporting the fishing industry

As an additional part of the assignment we were asked to evaluate the infrastructure associated to landing sites throughout Pembrokeshire that support the fishing industry in terms of both landings and shore side facilities.

Our approach to this was to assess landing sites via local vessel owners and members of WWSFA and SWWFC who contributed to the identification of landing areas as well as their knowledge of operators from these areas.
As an extra element within the project we visited the main landing locations to assess the issues encountered by those operating within the industry.

We have mapped the ports and primary landing sites throughout Pembrokeshire on the map included at appendix 7. We have included informal landing areas used for beach launching as well as formal port facilities throughout the county which we hope will provide a full picture of the activity of the industry within the county.

We considered the number of licensed fishing operatives throughout the county; there are a small number of focused centres of activity, namely Milford Haven, Neyland, Saundersfoot, Tenby, Cardigan and Fishguard with formal landing facilities.

Cardigan

In the north of the county, the town of Cardigan and the River Teifi borders the counties of Pembrokeshire and Ceredigion. Both the Teifi and estuary are home to a number of vessels based on moorings, with landing areas on both sides of the river at both the mouth of the estuary and further up river within the town of Cardigan itself.

There has been some investment in infrastructure on the Gwbert side of the estuary via the Financial Instrument for Fisheries Guidance (FIFG), resulting in a pontoon for landing and storage facility on the bar.

This site has also been subject to a FLAG feasibility study to assess access to the Teifi, being one of the most difficult areas to access by vessel in Wales.

Whilst there is some supporting infrastructure in the area, it is aging, resulting in current repairs to the pontoon.

Fishguard

Fishguard and Goodwick have two landing areas that have good tidal access. Lower town has been assessed by CamNesa and we have identified only slipways for vessels landing catch in this part of the town.

When researching the site with local vessel operators it was brought to our attention that a proposed parking restriction was to be put in place at the Lower Town quayside. On reviewing this further, we have been made aware that a consultation will take place prior to any changes taking place.

On the Goodwick side of the town, Stena were contacted with regard to their facilities, but have not responded to date. We have again consulted with vessel operators at this site who have confirmed that at present there is only a slipway available for landing with no other dedicated infrastructure for the fishing sector. A crane is available for those who wish to remove their vessels onto dry dock for maintenance.

Porthgain

The hamlet has a small number of active vessels operating and is currently subject to a European Fisheries Fund (EFF) project via WWSFA for the purchase of a launch tractor that will support better management of vessels.

The location of Porthgain in a protected cove allows for good conditions for small vessels to get to sea in an area of the Pembrokeshire coastline, which is exposed to rough sea conditions.

Solva

Solva is one of the most active small vessel ports in Pembrokeshire, with some processing also taking place in the village. Whilst there is a vibrant fishing aspect to the Solva community, again, there is little infrastructure to support those working in the sector on this site.

Again, as a sheltered harbour, it provides the same good tidal access as Porthgain, which makes it an attractive harbour for vessel owners. The main highway to and through Solva is along the A487, which has a width and geometry alignment constraints in places.

Milford Haven

As the third largest Port in the UK, Milford Haven operates as a Trust Port, operating a multi facility site that includes Milford Fish Docks.

The facilities at Milford are as follows:

- Landing Berths
- Longstay Berths
- Fresh Water
- Cold Storage Amenities
- Flake Ice Plant (6-8 ton)
- Cargo Handling Equipment
- Fish Landing Platforms
- Ships Chandlers (on site)
- Bunker Companies (on site)
- Fishing Agents (on site)
- CCTV Coverage
- Dry Dock Facilities (including alongside repairs)
- Experienced workforce (available 24/7)
- Storage Facilities
- Box Wash Facilities.
- Lock Gate allows for consistent access

Milford Docks - Jetty Specs**.**

	Length	Max Length of vessel	Max Beam	Depth Design
J Wall	200m	75m	19m	5.5m
K Wall	150m	100m	19m	7.5m
Dry Dock	80m	100m	19m	3-7.5m

In addition, in the Supplementary Report (referred to above) there is also a breakdown of the buildings available within the Milford Haven Port Authority Estate, which are currently utilised by fishing businesses and other business types and also available units for both Milford and Pembroke Port.

Milford Haven Port Authority has made a clear commitment to the development of the fish docks with investment in infrastructure and is continuing to work with stakeholders to support the development of the sector in South West Wales through a variety of projects.

Neyland

Neyland has a pontoon for fishing vessels near the industrial units at the harbour side location. The pontoon used by the fishing community is subject to a lease agreement, which needs to be resolved prior to continued use of the facility.

Neyland also has a marina, mainly occupied by leisure craft, but this is also used by fishing vessel owners who require security for their vessels and equipment.

Saundersfoot

Saundersfoot, as Milford Haven Port Authority, is another Trust Port operated by a panel of Commissioners with a Chief Executive.

A number of varied licensed fishing vessels operate from this harbour. Indeed, a waiting list can be found on the website of commercial operators seeking moorings at the site. The harbour has been subject to a detailed development plan which can be found on its website (http://www.saundersfootharbour.co.uk) that is orientated around the tourism and leisure industry.

Infrastructure for the fishing sector at the harbour consists of moorings, parking and access for large vehicles along the harbour wall for vessels to off load.

Tenby

The town is home to a number of commercial vessels that moor within the harbour. Vessels are able to off load onto a harbour wall as at Saundersfoot, but again, supporting infrastructure is limited for those landing.

Access to the harbour is also very difficult for users due to its position within the town.

Infrastructure Summary

The level of infrastructure within the Pembrokeshire area is very much focused within the Port of Milford Haven.

Within this review, we have concentrated on the harbours and ports, which we have found to have the greatest levels of fishing activity. Outside of this area, (as can be identified by the mapping supplied in the Supplementary Report), there are a number of much smaller landing sites which either have no or little infrastructure. Beach launching takes place at a number of sites within the county which restricts the number of days fishing which can be undertaken during the year due to tide and sea conditions.

We have also encountered issues with regard to permissions for vessels to land at particular sites within the county and in the case of Fishguard Lower Town, the restriction of access to key landing areas.

When considering the balance of return on investment on infrastructure, a more complete assessment should be made with regard to the most efficient places to invest for the future. It may be considered impractical and not good value for money from the public purse to invest in sites, which have only a small number of operators, so a strategic plan for infrastructure outside of the main concentrations should be considered.

3.3 Landings

Tables Ten & Eleven present trends in landings of species into the UK by vessels administered in Wales by quantity (000's tonnes) and value (£m), respectively.

Shellfish dominates the landings of species into the UK by vessels administered in Wales by quantity and value.

Table Ten

Trends in Landings of species into the UK by vessels administered in Wales

Quantity (000's tonnes)

	2009	2010	2011	2012	2013
Demersal	1.5	1.4	2.5	1	0.7
Pelagic	0.1	-	0.1	-	-
Shellfish	10.3	11.9	9.6	12.7	6.9
Total	11.9	13.3	12.2	13.7	7.6

Source: https://www.gov.uk/government/statistical-data-sets/uk-sea-fisheries-annual-statistics-report-2013

Table Eleven

Trends in Landings of species into the UK by vessels administered in Wales

Value (£m)

	2009	2010	2011	2012	2013
Demersal	3	3.3	5	2.7	1.8
Pelagic	-	-	-	-	-
Shellfish	12.7	15.9	12.6	16.2	7.8
Total	15.7	19.2	17.6	18.9	9.6

Source: op cit

Table Twelve presents landings of selected species into Wales by UK vessels, for 2010-2013.

Scallop, Whelk, Lobster and Crab are the main species in terms of £ value.

Table Twelve

Landings of selected species into Wales by UK vessels, for 2010-2013

Value (£ million)

	2010	2011	2012	2013
Bass	0.3	0.4	0.4	0.5
Herring	0	0	0	0
Crab	1.4	1.3	1.2	0.9
Whelk	3.3	2.5	3.1	3.6
Lobster	2.3	2.2	2.2	1.6
Prawn(& Shrimp)	0.1	0	0	0
Scallop	4.1	5	7.6	5

Source: op cit

Table Thirteen presents trends in the average price of selected species landed by UK vessels into UK, 2010-2013.

Table Thirteen

Trends in the average price of selected species landed by UK vessels into UK, 2010-2013

£ Price per tonne, live weight

	2010	2011	2012	2013
Bass	7050	7022	6807	7276
Herring	290	490	487	364
Crab	1320	1333	1302	1337
Whelk	648	642	678	686
Lobster	9853	10174	9843	10069
Prawn(& Shrimp)	2217	1682	2480	2723
Scallop	1271	1186	1258	1283

Source: op cit

There are nine (9) ports in the county of Pembrokeshire where landings of fish and shellfish are recorded. In addition, members of the Pembrokeshire fishing fleet also land at Cardigan. Consequently, there are ten (10) ports where the Pembrokeshire fishing community makes landings, these are:

1. Cardigan
2. Fishguard
3. Milford Haven
4. Neyland
5. Porthgain
6. Saundersfoot
7. Solva

8. St. David's
9. Tenby
10. Stackpole Quay

Details for each port are presented in Appendices One and Two (weight and value, respectively) and summary tables are presented below.

Table Fourteen presents trends in landings by weight (kg) for the above ten (10) ports from 2011-2014 (data for 2014 are provisional).

Table Fourteen

Landings (*1) into all Pembrokeshire ports by weight 2011 – 2014

Weight (kg)

	2011	2012	2013	2014
All Pembs.	9,492,402	12,118,366	10,698,503	7,162,953
All Wales	20,300,544	26,647,232	19,444,541	13,650,832
Pembs as % Wales	46.8	45.5	55.0	52.5

*1 all species by all vessels

Source: Marine Management Organisation (MMO), 2015

Model Two

Landings (*1) into all Pembrokeshire ports by weight 2011 – 2014

Weight (kg)

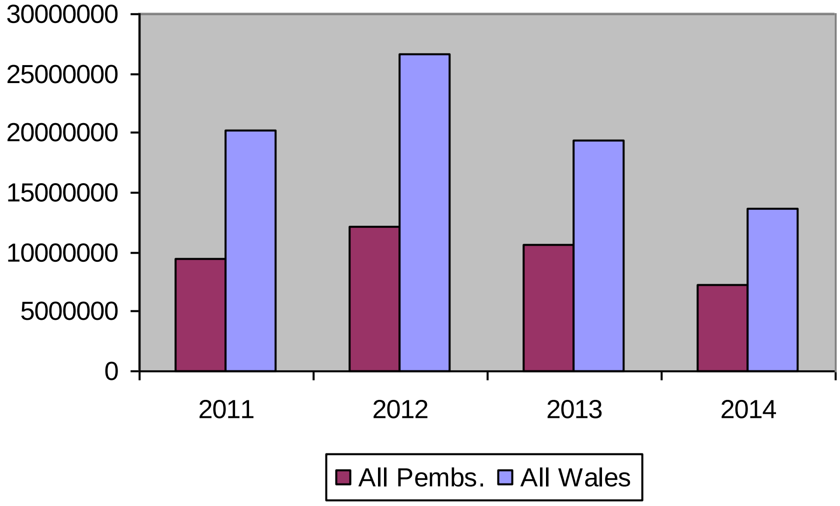


Table Fifteen presents the same data by value (£).

Table Fifteen

Landings (*1) into all Pembrokeshire ports by value 2011 – 2014

Value (£)

	2011	2012	2013	2014
All Pembs.	22,037,769	26,049,149	19,008,268	7,714,637
All Wales	30,443,775	35,532,879	27,021,997	13,799,417
Pembs as % Wales	72.4	73.3	70.3	55.9

*1 all species by all vessels

Source: op cit

Model Three

Landings (*1) into all Pembrokeshire ports by value 2011 – 2014

Value (£)

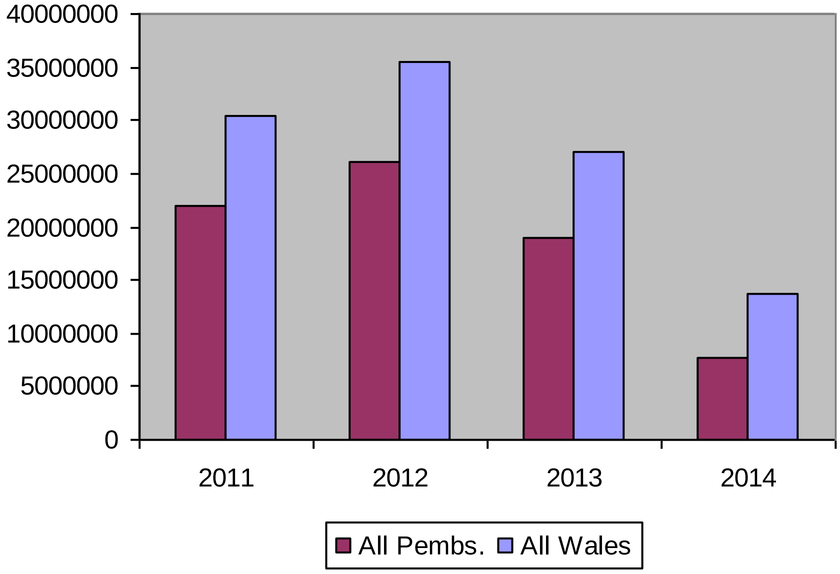


Table Sixteen presents trends in landings by weight (kg) for each of the ten (10) ports from 2011-2014.

Table Sixteen

Landings (*1) into all Pembrokeshire ports by weight 2011 – 2014

Weight (kg)

	2011	2012	2013	2014
Cardigan	86,257	72,895	40,297	40,408
Fishguard	1,509,648	2,549,090	1,284,495	860,868
Milford Haven	5,903,284	7,281,968	7,056,653	4,229,801
Neyland	206,027	129,002	110,185	276,372
Porthgain	63,820	42,080	17,963	45,588
Saundersfoot	1,596,670	1,973,949	2,131,655	1,636,342
Solva	36,904	23,520	15,802	18,421
St David's	11,444	690		2,275

Tenby	15,363	22,829	28,142	31,224
Stackpole Quay	62,985	22,343	13,311	21,654
All Pembs.	9,492,402	12,118,366	10,698,503	7,162,953

*1 all species by all vessels

Source: op cit

Table Seventeen presents the same data by value (£).

Table Seventeen

Landings (*1) into all Pembrokeshire ports by value 2011 – 2014

Value (£)

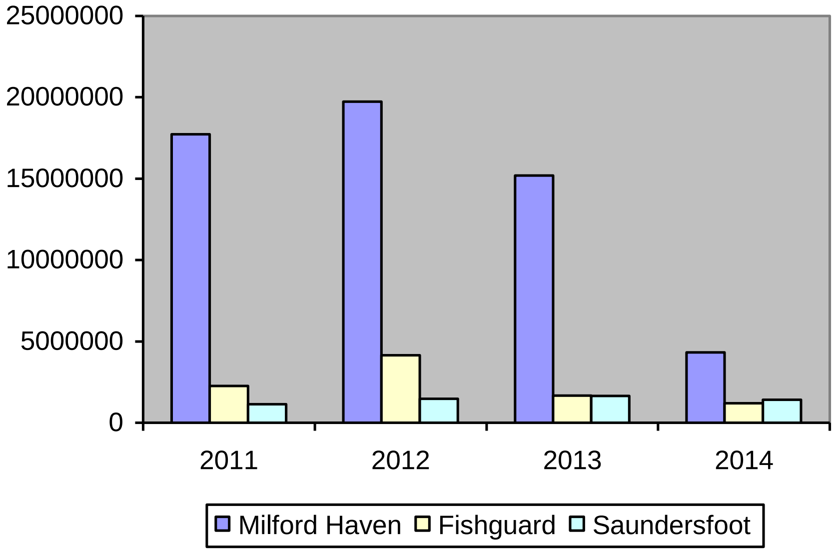
	2011	2012	2013	2014
Cardigan	212,993	193,309	117,557	136,625
Fishguard	2,262,978	4,144,518	1,664,159	1,193,837
Milford Haven	17,722,408	19,732,387	15,186,240	4,318,480
Neyland	256,978	152,609	112,762	265,648
Porthgain	122,293	94,576	67,378	105,692
Saundersfoot	1,140,111	1,480,934	1,657,997	1,421,582
Solva	153,999	114,072	79,989	96,945
St David's	32,061	1,341		10,948
Tenby	67,612	75,312	82,212	111,819
Stackpole Quay	66,336	60,091	39,974	53,061
All Pembs.	22,037,769	26,049,149	19,008,268	7,714,637

*1 all species by all vessels

Source: op cit

Model Four

Landings (*1) into main Pembrokeshire ports by value 2011 – 2014



Unsurprisingly, Milford Haven is by far the most important port for landings. However, we know that Milford receive landings from UK and foreign vessels. Table Eighteen presents the breakdown of landings into Milford Haven by UK and foreign vessels.

Table Eighteen

Landings (*1) into Milford Haven by UK & foreign vessels and weight 2011 – 2014

Weight (kg)

	2011	2012	2013	2014
UK Vessels	2,951,244	3,438,532	3,270,103	1,855,451
Foreign Vessels	2,952,040	3,843,436	3,786,550	2,374,350
All Vessels	5,903,284	7,281,968	7,056,653	4,229,801

*1 all species by all vessels

Source: op cit

Model Five

Landings (*1) into Milford Haven by UK & foreign vessels and weight 2011 – 2014

Weight (kg)

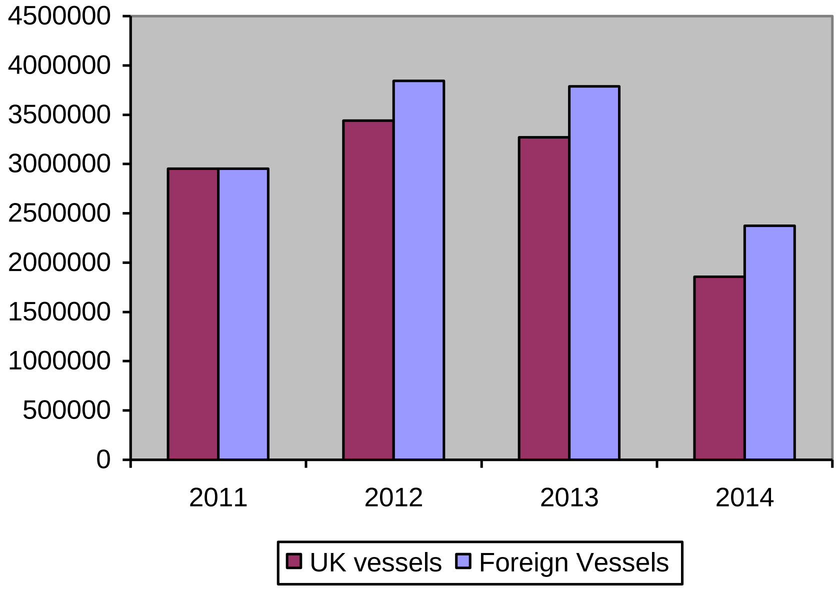


Table Nineteen presents the same data by value (£).

Table Nineteen

Landings (*1) into Milford Haven by UK & foreign vessels and value 2011 – 2014

Value (£)

	2011	2012	2013	2014
UK Vessels	7,090,286	8,459,751	6,949,488	4,012,547
Foreign Vessels	10,632,122	11,272,636	8,236,752	305,933
All Vessels	17,722,408	19,732,387	15,186,240	4,318,480

*1 all species by all vessels

Source: op cit

Table Twenty presents the seasonality (landings per quarter) of landings into all Pembrokeshire ports, by weight (kg).

Table Twenty

Landings (*1) into all (10 ports) Pembrokeshire ports by seasonality and weight 2011 – 2014

Weight (kg)

	2,011	2,012	2,013	2,014
Q1	2,717,643	4,291,319	3,306,016	1,705,448
Q2	2,554,286	2,946,679	3,109,222	3,082,281
Q3	1,871,930	2,317,940	2,427,129	1,466,905
Q4	2,348,539	2,562,429	1,856,139	908,314
Total	9,492,402	12,118,367	10,698,506	7,162,953

*1 all species by all vessels

Source: op cit

Table Twenty One presents the same data by value (£).

Table Twenty One

Landings (*1) into all (10 ports) Pembrokeshire ports by seasonality and value 2011 – 2014

Value (£)

	2,011	2,012	2,013	2,014
Q1	6,313,894	9,948,726	7,183,008	1,553,715
Q2	5,493,903	6,386,938	5,453,906	2,992,735
Q3	4,302,721	4,291,397	4,142,929	2,062,356
Q4	5,927,251	5,422,089	2,228,423	1,105,833
Total	22,037,769	26,049,149	19,008,268	7,714,637

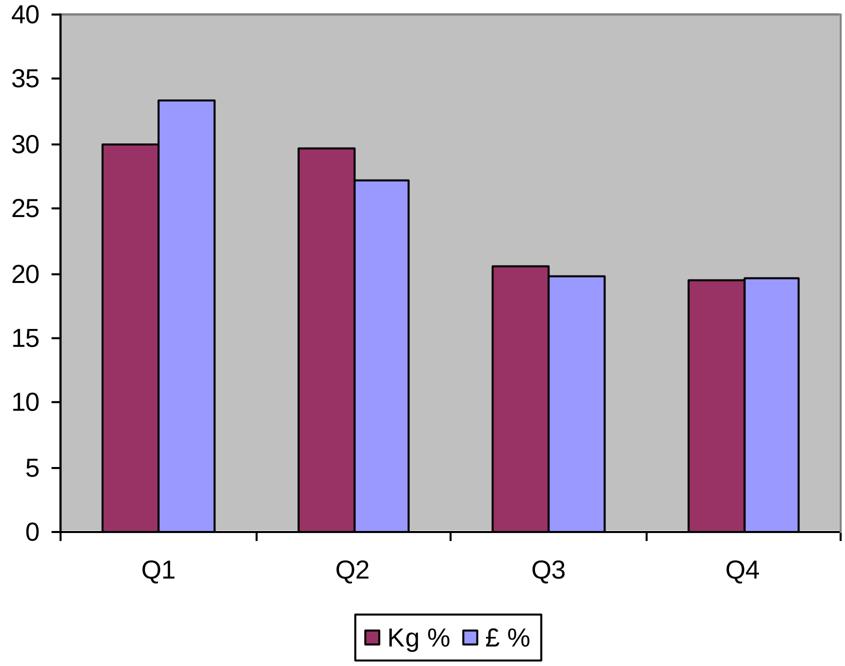
*1 all species by all vessels

Source: op cit

Model Six

Average landings for 2011-14 into all Pembrokeshire ports by quarter

Percent (kg and £)



3.4 Import/Export trends

Table Twenty Two presents trends in the headline import and export of fish (excluding fish products) to and from the UK.

Table Twenty Two

Fish (*1) trade flows for the UK

	2009	2010	2011	2012	2013
Imports:					
000 tonnes	721	704	720	755	739
£m	2177	2255	2559	2570	2750
Exports:					
000 tonnes	480	517	436	466	453
£m	1166	1346	1464	1344	1463

*1 excludes fish products

Source: op cit

Given the importance of shellfish to the Welsh fisheries sector, Tables Twenty Three & Twenty Four present trends in exports of shellfish (fish, fish preparations, meals, flours and oils) from the UK, by quantity and value, respectively.

Table Twenty Three

Trends in Exports of Shell fish (fish, fish preparations, meals, flours and oils) from the UK

Quantity (‘000 tonnes)

	2009	2010	2011	2012	2013
Crabs	14.0	15.2	14.8	14.0	14.3
Lobsters	2.2	2.3	2.7	7.0	7.4
Mussels	15.6	11.6	12.5	13.8	8.9
Nephrops	20.4	21.0	17.9	11.1	9.2
Scallops	12.6	14.5	16.7	13.6	11.7
Shrimps and Prawns	17.2	16.5	14.7	13.7	16.2
Squid	1.8	3.1	3.0	2.3	3.0
Other crustaceans	0.8	0.6	0.7	1.9	3.7
Other molluscs	11.4	13.6	13.1	17.2	14.2
Total	96	98.4	96.1	94.6	88.6

Source: op cit

Table Twenty Four

Trends in Exports of fish, fish preparations, meals, flours and oils from the UK

Value (£ million)

	2009	2010	2011	2012	2013
Crabs	38.8	46.2	47.3	46.3	50.8
Lobsters	28.4	29.8	35	68.8	75
Mussels	10.3	8.7	9.6	11.8	9.4
Nephrops	111.4	121.3	125.8	70.4	58.5
Scallops	81	89.7	95.5	89.8	93.7
Shrimps and Prawns	73.4	82.9	80.9	73.3	85.7
Squid	4.9	11.2	11.8	7.1	9
Other crustaceans	2.9	3.5	3.9	10.3	15.3
Other molluscs	39.2	48	54.9	60.8	54.5
Total	390.3	441.3	464.7	438.6	451.9

Source: op cit

We can review the destination of shellfish exports in quantity (tonnes) from the UK (Appendix Three). The main destination countries in 2013 were:

1. France 22.1k tonnes
2. Spain 17.1k tonnes

3. Netherlands 12.3k tonnes
4. Italy 11.0k tonnes
5. Rep of Ireland 7.2k tonnes.

These five countries account for some **79** per cent of the total (88.6k tonnes) of shellfish exported from the UK in 2013 (source: Appendix Three).

3.5 Market Data

This section focuses on the size, nature and trends in the market place. Table Twenty Five presents trends in quantities of household purchases of fish in the UK.

Table Twenty Five

Trends in quantities of household purchases of fish in the UK

Grams per person per week

	2009	2010	2011	2012	% change 2012 on 2009
White fish, fresh, chilled & frozen	23	20	17	21	-8.7
Herrings & other blue fish fresh, chilled and frozen	6	5	4	4	-33.3
Salmon, fresh, chilled & frozen	13	12	12	12	-7.7
Other	116	114	114	107	-7.8
All Fish	158	151	147	144	-8.9

Source:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/265243/familyfood-2012report-12dec13.pdf

There is a significant downward trend in household purchases of fish and fish products, which fell 8.4 per cent between 2009 and 2012 to 144 grams per person per week. Ready meals, which account for about one third of purchases, have been relatively stable, up by 4.5 per cent on 2009. Fresh/frozen white fish, which has generally been declining over the last ten years, was 10 per cent down on 2009, despite a rise from 2011. Purchases of salmon have been stable, whilst herring and other blue fish show a downward trend from 2009.

Whilst consumption has fallen in volume terms, it has increased in value terms, due to increases in product prices – Table Twenty Six.

Table Twenty Six

Trends in expenditure by households on fish in the UK

Pence per person per week

	2009	2010	2011	2012	% change 2012 on 2009
Fish	117	117	120	124	6.0

Source: op cit

Table Twenty Seven presents the Total UK Retail Fish Volume Sales By Type.

Table Twenty Seven

Total UK Retail Fish Volume Sales By Type

(52 weeks ending 22/06/13)

Species	Volume (Tonnes)	per cent Share
Tuna	56,981	16
Salmon	48,395	13.6
Cod	39,485	11.1
Prawns	30,249	8.5
Pollack	26,220	7.4
Haddock	24,926	7
Other	129,292	36.4
All	355,548	100.0

Source: AC Nielsen

UK market volume sales are dominated by 6 main species – none of which are currently landed or produced in Wales.

To quote from the research source:

> “A large attractive growing market driven by an increasingly sophisticated consumer looking for products which can deliver on taste but that could also contribute to a healthier lifestyle.”

Table Twenty Eight presents the mix of retail sales of fish in the UK by segment.

Table Twenty Eight

UK take home share of fish/shellfish

52 weeks to w/e 17/08/2014

Segment	£m	per cent Change *1	KGm	per cent Change *1
Chilled	1,467.95	7.3	135.9	0.3
Frozen	891.6	-0.5	153.1	-2.9
Ambient	542.9	4.6	88	2.1
All	2,902.45	8.3	377	-1.9

*1 percentage change on previous 12 months

Source: Kantar Worldpanel as published in the ‘Grocer’, 15/11/2014

Table Twenty Nine presents a more detailed breakdown of the chilled segment.

Table Twenty Nine

UK take home share – Chilled

52 weeks to w/e 17/08/2014

	£m	per cent Change *1	KGm	per cent Change *1
Natural	486.1	9.3	40	-1.4
Added value products	385.8	5.2	40.6	-0.7
Smoked	288	9.1	20.6	-2.5
Shellfish	175.1	3	16.4	-0.9
Breaded	129.1	10.8	17.9	13.8
Battered	3.8	-30.5	0.4	-38.7

*1 percentage change on previous 12 months

Source: Kantar Worldpanel as published in the ‘Grocer’, 15/11/2014

Chilled is driving growth in the sector, however, there are few Welsh producers which have a presence within the chilled fish category within the retail market.

The most recent figures suggest seafood sales in the UK grocery market continued to fall in the first quarter of this year (2015), but the rate of decline has slowed.

For the first three months of 2015, UK seafood sales decreased 0.8 percent, year-on-year, reaching £3.1 billion. Chilled was the only seafood category to see a value growth during the period. Its sales (£1.9 billion) grew 2.1 per cent thanks in part to a 4.4 per cent increase in average prices. The frozen category achieved sales down 4.3 per cent, year-on-year.

Source: European Market Observatory for Fisheries and Aquaculture Products, Monthly Highlights, No. 6/2015

3.6 The local market

We can produce an estimate of the likely demand for fish from the immediate Pembrokeshire area and the wider West Wales (Ceredigion and Carmarthenshire) area by taking the mid term estimates of population and applying the pence per person spend on fish consumption taken from Table Twenty Six (above) – Table Thirty.

Table Thirty

The estimated annual market worth for fish in Pembrokeshire And the wider West Wales catchment area, 2013

	2012 Pop.	2013 Pop.	per cent change	2013 per cent 15 years or younger	2013 Adult pop.	£ Spend *1	£ Spend *2	Market Worth *3
Ceredigion	76,000	76,000	0	14.6	64,904	1.24	64.48	4,185,010
Pembrokeshire	123000	123,300	0.2	17.9	101,229.3	1.24	64.48	6,527,265
Carmarthenshire	184,300	184,700	0.2	17.7	151,639	1.24	64.48	9,777,663
Wales	3,074,100	3,082,400	0.3	18	2,527,568	1.24	64.48	162,977,585

Notes:

*1 the average weekly spend on fish, 2012 (from Table 26)
*2 the average annual spend (based on the average weekly spend)
*3 market worth of fish consumption calculated as the average annual spend based on the adult populations

Sources:

http://wales.gov.uk/docs/statistics/2014/140626-mid-year-population-estimates-2013-en.pdf
Table 26, above

This analysis suggests a market worth for fish in the Pembrokeshire UA catchment area of some **£6.5m** pa based on 2012/13 figures.

Whilst we appreciate that the above model is relatively crude, by way of corroboration, Table 28 presents the size of the retail sector for fish in the UK based on UK wide research. Based on the Kantar data, our model of the market worth in Wales in 2013 accounted for **5.6** per cent of the total UK market worth, which seems plausible.

3.7 Future Trends

We can look at forecasts for UK fish consumption to 2030. A study carried out by the Future Foundation (and commissioned by J Sainsbury Ltd.) looked at the drivers for consumer consumption of fish in 2012 and developed estimates of future consumption levels to 2030.

The study identified that personal well-being is the primary driver for increasing fish consumption, with **51** percent of survey respondents saying that health concerns had encouraged them to eat more fish this year than last. Only one (1) percent said that health concerns encouraged them to eat less.

However, against the major driver of health, there are several reasons cited for not eating fish:

- Most commonly mentioned is price, with **33** percent of UK adults saying that 'concern over the rising price of fish' had encouraged them to eat less fish in the past year, and 46 percent saying that cost is a barrier to eating fish in general

- Other significant barriers to eating fish are lack of recipe knowledge (34 per cent), lack of availability of fresh fish in local shops (28 percent), lack of time to prepare from scratch (28 percent), 'not liking the smell it makes' (24 per cent) and difficulties planning ahead for meals (17 percent).

The consultants mapped all these long-term trends in fish consumption against an analysis of how fish consumption changes as people age, and demographic forecasts. This gives us an estimate for overall levels of fish consumption in the UK from now to 2030.

Their forecast shows that adults' weekly consumption of fish in the UK will grow from just under eight million kilograms in 2012, to **9.23** million kilograms by 2030, an increase of **17** per cent. Yearly, this equates to a total UK adult consumption of 410,000 metric tonnes of fish in 2012, rising to around **480,000** metric tonnes in 2030.

This forecast represents a four percent increase in fish consumption for each person by 2030. Much of this is down to the ageing profile of the population, with the percentage of UK adults who are aged over 65 set to rise from 21 per cent in 2012 to 27 percent in 2030.

In addition, they took account for the expected growth in the UK adult population. This is set to rise from 51.4 million in 2012 to 57.8 million by 2030. So the overall weekly consumption of fish in the UK will rise from around 8,000 metric tones a year in 2012, to around **9,200** metric tonnes by 2030.

Source: http://j-sainsbury.co.uk/media/784085/our_future_with_fish_report.pdf

3.8 The European perspective

Table Thirty One presents trends in the EU fishing fleet, compared with the UK.

Table Thirty One

Trends in the EU fishing fleet, compared with the UK

Number of vessels

	2010	2011	2012	2013
EU	83,534	81,987	80,643	86,479
UK	6,475	6,431	6,427	6,424
UK % EU	7.8	7.8	8.0	7.4

Source: Eurostat – Agriculture, forestry and fisheries statistics, 2014
http://ec.europa.eu/eurostat/documents/3217494/6639628/KS-FK-14-001-EN-N.pdf/8d6e9dbe-de89-49f5-8182-f340a320c4bd

The UK share of the total fishing fleet has remained relatively stable.

Table Thirty Two presents trends in the EU total production (catches and aquaculture), compared with the UK.

Table Thirty Two

Trends in EU total production, compared with the UK

000's tonnes (live weight)

	2010	2011	2012
EU	6,267	6,081	5,670
UK	807	794	832
UK % EU	12.9	13.1	14.7

Source: op cit

The UK has slightly increased its share of the total EU production in terms of live weight.

3.9 The World perspective

A recent report from the Food & Agriculture Organisation of the United Nations (entitled The state of world fisheries & aquaculture, 2014) estimates total world capture and aquaculture stood at some **158** million tonnes in 2012 – Table Thirty Three.

Table Thirty Three

World fisheries and aquaculture production and utilisation

Million tonnes

	2008	2009	2010	2011	2012
Production:					
Capture	90.1	90.1	89.1	93.7	91.3
Aquaculture	52.9	55.7	59	62	66.6
Utilisation:					
Human consumption	120.9	123.7	128.2	131.2	136.2
Non food uses	22.2	22.1	19.9	24.5	21.7
Population (bn)	6.8	6.8	6.9	7	7.1
Per capita food fish supply (kg)	17.9	18.1	18.5	18.7	19.2

Source: http://www.fao.org/3/a-i3720e/i3720e01.pdf

Global fish production has grown steadily in the last five decades, with food fish supply increasing at an average annual rate of 3.2 percent, outpacing world population growth at 1.6 percent.

World per capita apparent fish consumption increased from an average of 9.9 kg in the 1960s to 19.2 kg in 2012 (preliminary estimate). This impressive development has been driven by a combination of population growth, rising incomes and urbanization, and facilitated by the strong expansion of fish production and more efficient distribution channels.

China has been responsible for most of the growth in fish availability, owing to the dramatic expansion in its fish production, particularly from aquaculture. Its per capita apparent fish consumption also increased an average annual rate of 6.0 percent in the period 1990–2010 to about 35.1 kg in 2010. Annual per capita fish supply in the rest of the world was about 15.4 kg in 2010 (11.4 kg in the 1960s and 13.5 kg in the 1990s).

Despite the surge in annual per capita apparent fish consumption in developing regions (from 5.2 kg in 1961 to 17.8 kg in 2010) and low-income food-deficit countries (LIFDCs) (from 4.9 to 10.9 kg), developed regions still have higher levels of consumption, although the gap is narrowing. A sizeable and growing share of fish consumed in developed countries consists of imports, owing to steady demand and declining domestic fishery production.

In developing countries, fish consumption tends to be based on locally and seasonally available products, with supply driving the fish chain. However, fuelled by rising domestic income and wealth, consumers in emerging economies are experiencing a diversification of the types of fish available owing to an increase in fishery imports.

CHAPTER FOUR - THE BROADER ECONOMY IN PEMBROKESHIRE

Summary

- The population of Pembrokeshire stood at 123.7k in 2014 with 72.6k (58.7 percent) aged between 16-64 years. The economically active population was 59.4k (Table 34).
- The main employment sectors in Pembrokeshire in 2013 were Wholesale, retail, transport, hotels and food and Public administration, defence, education and health (Table 35).
- A recent study (Economic Profile of Pembrokeshire, PACEC, June 2015) identified four key sectors – Tourism, Energy and the Marine economy, the Rural economy and Business services.
- This study (i.e. PACEC) estimated that deep sea and coastal fishing provides some 100 direct jobs.
- An additional study (Welsh Economy Research Unit) identified that there were 88 full time equivalent (FTE) jobs in the fishing, aquaculture and processing sector supported by Milford Haven waterway.

Table Thirty Four presents the population and numbers economically active in Pembrokeshire in 2014.

Table Thirty Four

Population and numbers economically active – Pembrokeshire

2014

000's

	Total Pop.	Pop. 16-64 years	Economically active
All	123.7	72.6	59.4
Male	60.7	36	31.6
Female	63.0	36.6	27.8

Source: http://www.nomisweb.co.uk/reports/lmp/la/1946157391/report.aspx#tabrespop

Table Thirty Five presents workplace employment by industry for Pembrokeshire and Wales, for 2103.

Table Thirty Five

Workplace employment by industry for Pembrokeshire and Wales

2103

000's

	Pembrokeshire	Wales	UK
Agriculture, forestry & fishing	4	36	368
Production	4	162	2,786
Construction	5	88	2,019
Wholesale, retail, transport, hotels & food	17	341	7,917
Information & communication	-	27	1,269
Financial & insurance services	1	32	1,051
Real estate activities	1	18	511
Professional, scientific activities & support	4	148	5,131
Public administration, defence, education & health	14	423	7,884
Other service activities	3	75	1,741
All	54	1,351	30,677

Source: op cit

Table Thirty Six presents the trends in employment in agriculture, forestry and fishing (SIC 07 Class A-B) for Pembrokeshire, Wales and the UK.

Table Thirty Six

Trends in workplace employment in Agriculture, forestry & fishing

000's

	2001	2012	2013
UK	388	392	368
Wales	33	36	36
Pembrokeshire	*	*	4

* figures for 2001 and 2012 not available from this source

Source: op cit

The Local Area Summary Statistics, Pembrokeshire, 2014, produced by Welsh Government, summarises the key components of the County's economy:

- In 2013 the employment rate in Pembrokeshire was 69.5 per cent. This was the eleventh lowest amongst the 22 Welsh local authorities. The rate rose both over the year and overall since 2001 (up 0.1 and 5.0 percentage points respectively). The employment rate was above the Welsh average between 2006 and 2009, it then moved below the average in 2010 and rose back above it in 2011 where it has remained since.

- Gross value Added (GVA) per head in 2012 stood at £11,948 in Pembrokeshire. This was below the Welsh average and the joint fourth lowest amongst the 22 Welsh local authorities. Between 1999 and 2012 GVA per head in Pembrokeshire has been below the Welsh average, with the gap widening slightly over this period.

- In 2012 Gross Disposable Household Income (GDHI) per head in Pembrokeshire stood at £14,621 and was the joint eleventh highest amongst the 22 Welsh local authorities. Between 2001 and 2010 GDHI per head in Pembrokeshire was below the Welsh average, it then equalled the average in 2011 and moved above the average in 2012.

- In 2013 average weekly earnings in Pembrokeshire stood at £553. This was the sixth highest amongst the 22 Welsh local authorities. In 2003 earnings in Pembrokeshire were below the Welsh average, they moved above the Welsh average in 2008 and remained above in 2013.

- In 2013 Pembrokeshire had the fifth lowest rate of children living in workless households amongst the Welsh local authorities. The rate fell since 2012 and fell since 2004. The gap between the Wales average has widened from being 1.6 percentage points below the Wales average in 2004 to being 4.3 percentage points below the Wales average in 2013.

A recent study (Economic Profile of Pembrokeshire, PACEC, June 2015) identified that the employment in Pembrokeshire stood at 44,200 in 2013, a 2.8% increase since 2009. This is a more rapid increase than in Wales (0.6%) or Great Britain (1.6%). Pembrokeshire has significant concentrations of employment in:

- Accommodation and food service (2.05 x GB share of employment)
- Arts, entertainment and recreation (1.61x GB share of employment)
- Construction (1.52 x GB share of employment)
- Extractive industries (2.27 x GB share of employment).

The concentration of employment in business services (professional, scientific, technical, administrative etc.) in Pembrokeshire is extremely low.

The Report went on to identify four key sectors:

- Tourism
- Energy and the Marine Economy
- The Rural Economy
- Business Services.

Tourism

The tourism sector in Pembrokeshire employs around 3,800 more people than would be expected if Pembrokeshire had a similar sector mix to Great Britain. Over half of these (2,100) work in holiday accommodation and campsites, but there are also significant extra jobs in tourist attractions, clubs, pubs, and bars, and restaurants and cafes.

Specific strengths include international brand recognition and the extent and quality of the natural and heritage tourism offer. However, the industry is constrained by access to skilled labour and accessibility by road, rail and air from the rest of the UK. Technological advances create opportunities and threats. For example, internet marketing increases the customer pool but also competition, whilst short-term bookings bring both opportunity and additional risk. These advances make long-term business planning more difficult, with tourism businesses more susceptible to volatility factors such as changes in the weather.

Energy and the Marine Economy

The Port of Milford Haven services an important cluster of employment in the broad energy sector, including petrochemical storage and refining, a Combined Cycle Gas Turbine power station, strategic oil and high pressure gas pipelines, and a 400KV high-voltage National Grid transmission line, which along with significant potential wave and tidal resources is an enabler for a growing marine renewable industry, presenting opportunities for inward investment (e.g. wave energy demonstration zone).

Challenges include engaging local businesses in the supply chain, internet connectivity, maintaining resilience in the face of a sector dominated by a few large companies at a few large sites (and investing in transfer of skills should the sector contract, based on the experience of the Murco refinery closure).

Thirteen kilometres from the Pembrokeshire coast the Crown Estate has identified areas of sea bed for wave and tidal test and demonstration activities.

The area of sea bed dedicated to the zone is 90 square kilometres being managed in a partnership between Wave Hub and partners including Marine Energy Pembrokeshire and Milford Haven Port Authority.

The Rural Economy

Agriculture presents a notable opportunity for development of high quality produce and brands. More could be done to promote the quality of Pembrokeshire's agricultural output locally, as well as nationally and internationally. The sector relies on agricultural grants from the European Union. A decision to leave the European Union following the upcoming referendum may be expected to have a detrimental impact on the rural economy.

Farms in Pembrokeshire have had to achieve scale to survive. This presents additional risk to the rural economy, particularly in light of question marks over EU involvement. Depressed milk prices and poor performance of large retailers (likely to result in a squeeze on suppliers) combine to paint a less-than-optimistic picture for the rural economy in Pembrokeshire.

Business Services

Business services are marked out as a key sector because of their relative absence in Pembrokeshire, rather than existing strength: the gap amounts to some 6,800 jobs when compared to the GB average. This presents an opportunity as increased remote-working opportunities enable creative and knowledge-based professionals to work from home and take advantage of the quality of life on offer in Pembrokeshire, provided the IT infrastructure is in place to support this.

The Fisheries Sector

The Report went on to focus specifically on the **fisheries sector**. Deep sea and coastal fishing provides **100** direct jobs; this is significantly higher than the national average. There has been recent investment in ice machines to preserve catch, and in coastal infrastructure e.g. hard standings.

Challenge and opportunity: decline in catch, diversification into added-value industries

It is anticipated that catching and associated employment will flatline or decline. This can be ameliorated by investing in supply chain jobs and appropriate training for workers with experience in the industry. Currently there is no added value derived from non-indigenous fleets. Deriving added value from those fleets is a current focus. In particular there is scope for growth in processing (such as fish processing and smoking) with a new processing facility due to be developed in Milford Haven.

Opportunity: food sector and education

Opportunity exists to better educate local businesses and consumers on the use of different fish. The potential to develop a full supply chain approach ("field to fork" or "fishery to fork") is also an opportunity for the rural/agricultural sector and tourism (hotels and restaurants) sector to develop menus based on local produce, building on the work of the Council's Food Development Team.

Challenge and opportunity: regulation

Reform of common fisheries policy and no discards rule means that all fish caught must be landed. This presents challenges for fleets as they seek to maximise the value of their catch, but presents opportunities for storage and processing of, for example, fish for non-human consumption.

Threat: ageing workforce and loss of knowledge

The fishing industry isn't seen as an attractive option for young people due to the level of risk, challenging nature of the work, and barriers to entry including high capital outlay. Strategic stakeholders suggested that there are limited alternatives for a similar skills pool and therefore if the fishing industry declines due to barriers of entry or loss of knowledge options for employment in other sectors are limited.

Milford Haven Port

Milford Haven Port is, as set out above, an important element of the Pembrokeshire economy. An additional study (An analysis of economic activity dependent on the Milford Haven Waterway, Welsh Economy Research Unit (WERU) of Cardiff Business School) focused on the Milford Haven port and its economic impact.

In addition, the study identified there were **88** full time equivalent (FTE) jobs supported by Milford Haven waterway in the fishing, aquaculture and processing sector.

CHAPTER FIVE - PEMBROKESHIRE'S MARINE ENVIRONMENT

Summary

- We combined a review of the political, economic, societal, technological, legal and environmental (PESTLE) factors with primary research focusing on a combination of in-depth interviews and focus groups (please see Appendices 4 & 5 for full findings). We can summarise our findings in terms of a Strengths and Weaknesses and Opportunities and Threats (SWOT) analysis:
- With regard to Strengths, the respondents cited the quality of the product (i.e. the fish and shellfish landed by the Pembrokeshire fishermen), the facilities for fishing at Milford Haven, the fishermen themselves and the FLAG.
- With regard to Weaknesses, the respondents cited the difficulty in making a living from fishing (poor prices for landed catches and high cost of fishing), too few buyers, the geographical location of the county (and its distance from major markets), a fragmented sector, poor infrastructure (outside Milford Haven) and an aged fleet.
- With regard to Opportunities, the respondents cited the local hospitality sector, linking to tourism and approaches to added value (e.g. more primary and secondary processing). In addition, the PESTLE analysis was able to identify a range of specific issues related to the themes cited by the respondents.
- With regard to Threats, the respondents cited legislation (i.e. quotas, bans, SAC's), climate change and lobbying by conservationists (i.e. not necessarily based on objective scientific evidence). In addition, the PESTLE analysis was able to identify a range of specific issues related to the themes cited by the respondents.

5.1 PESTLE analysis of Opportunities and Threats

This study has a particular focus on the marine environment and the local, national, European and global forces that affect the sustainability of the fishing industry in Pembrokeshire. We have approached this requirement by developing an Opportunities and Threats analysis, based on a review of the political, economic, societal, technological, legal and environmental (PESTLE) factors likely to have an impact on the fisheries industry in Pembrokeshire:

OPPORTUNITIES

- Renewables policy is both a threat to and opportunity for industry
- Welsh Seafood is building a positive image, promoting consumption
- Positioning of the sustainability indicators of the Welsh fishing sector
- To further build on the monitoring and assessment activity undertaken by Bangor University as an evidence base for the sector
- Better monitoring and recording of landings, particularly within the under 10m fleet to better inform sector development
- Seabed Data Mapping Technology (Better seabed information may enable fishermen to operate more efficiently and more safely)

- Information & Communication Technology (ICT) Skills Building
- Integrated Maritime Policy (IMP) for the EU (Seeks to provide a more coherent approach to maritime issues, with increased coordination between different policy areas)
- Marine Strategy Framework Directive
- Data Collection Directive Framework
- Common Fishery Policy Reform
- Discard ban (Potentially key issue for Pembrokeshire given the concentration of foreign vessels landing at Milford Haven)
- Maximum Sustainable Yield MSY and Fully Documented Fisheries
- Integration of WG Marine Branch and Fisheries Unit (Such integration offers opportunities for the fishing industry to be considered in a wider context rather than on single issues)
- Marine and Fisheries Strategic Action Plan for Wales (The Minister has outlined a vision to maximise the economic potential of Welsh waters whilst carefully managing activities to ensure that environmental obligations are met)
- European Maritime and Fisheries Fund (EMFF is the new fund that aims to help fishermen in the transition to sustainable fishing, and support coastal communities in diversifying their economies)
- Water Framework Directive (The WFD aims to introduce a simpler approach which will result in greater protection for the aquatic environment)
- Marine Spatial Planning (Is the framework for preparing Marine Plans and taking decisions affecting the marine environment and enables a new administrative structure to simplify permit and licensing procedures)
- Change in species distribution (Because of a rise in sea temperature, species historically distributed in more southerly latitudes are becoming more common around Wales)
- Increased productivity of commercial species (e.g. the recent increase in productivity of UK scallop populations)

THREATS

- Complexity of legislation and external influences are difficult to interpret
- Uncertainty over future approaches / new administrations – 2016 Welsh Government elections
- Competing influences on decision makers (The influence of pressure groups, NGOs and other vested interests at a Welsh Government, UK and European level through lobbying is having a disproportionate and, from some perspectives, undemocratic effect on the fishing industry)
- Renewables policy is both a threat to and opportunity for industry – a clear priority for Welsh Government, but recent decisions on on-shore wind energy projects highlight the UK Government position
- The efficiency of future EMFF delivery in Wales
- Poor general public understanding of the fisheries sector in Wales
- Negative perception on fish stocks – media concentrates on the negatives aspects rather than the positive

- Negative perception on environmental damage (Whilst NGO's have highlighted the damage that mobile gears have on sensitive seabed habitats, they have adopted a broad brush approach that has shown the wider industry in a negative light)
- The general public lack of awareness of Welsh seafood and availability
- Low Impact Gears (LIG's are likely to be key to retaining or gaining access to fishing opportunities in sensitive sites and habitats)
- Inshore Vessel Monitoring Systems (Has proven to be successful in sensitive areas such as Lyme Bay where its use has allowed scalloping to take place in a previously closed area)
- Illegal, unreported and unregulated fishing
- WG and NRW historically pre-cautionary approach to EU Environmental legislation requirements has/could restrict the development of Welsh Fisheries
- The acquisition of Several Orders is still an onerous and expensive option for the development of shell fisheries
- Lack of awareness amongst industry regarding legislative processes and obligations - Does the wider Welsh industry understand the implications of MSFD and CPF reform?
- Climate change - It is likely that climate changes will affect marine primary productivity and the ecology of food webs
- Increased incidence of extreme weather events
- Non-native species and diseases
- Water quality issues

5.2 Findings from the primary research

Central to the primary research element of this study (please see Appendices 4 & 5 for full findings) was a review of respondents' perceptions of the SWOT (Strengths and Weaknesses and Opportunities and Threats) situation of the Pembrokeshire fishing sector. We can summarise our findings as follows:

Strengths:

Focus Group North	a quality product
Focus Group South	a quality product, the facilities at Milford Haven, the knowledge and experience of the fishermen, their passion
Experts	The FLAG, flexibility, small scale & tight knit, a quality product.

Weaknesses:

Focus Group North	hard to make a living, low prices (landed) and high costs
Focus Group South	no local demand (most of the catch is exported), too few buyers (no competition & hence pressure on prices to fishermen), geographical location & logistics, fragmented,

no voice, poor infrastructure, poor response to legislation

<u>Experts</u>	Aged fleet, no new blood in the industry (not attractive to new entrants), geographical location & logistics, poor response to legislation, not business oriented, lack of local processing, poor infrastructure, no unity.

Opportunities:

<u>Focus Group North</u>	the local hospitality sector
<u>Focus Group South</u>	the local market, Pembrokeshire Fish Week, tourism linked to the fishing sector
<u>Experts</u>	quality of catch, link to tourism, chance to add value (processing).

Threats:

<u>Focus Group North</u>	legislation (quotas, bans, SAC's), climate change, lobbying by conservationists
<u>Focus Group South</u>	Inconsistency of supply, lack of local processors, quotas, SAC's
<u>Experts</u>	Poor landed prices, regulation, resource management, SAC's.

We also asked the respondents for their views on a series of topics relating to the fisheries sector and the general support available to them.

We asked them what they saw as the main effect of public and other funding on the fishing industry in Pembrokeshire. Their responses are summarised below:

<u>Focus Group North</u>	The FLAG has been good, small benefit to the sector overall, problems with the grant application process,
<u>Focus Group South</u>	the money has been wasted
<u>Experts</u>	too difficult to access grants, only a small benefit, big firms do better from grants than smaller firms, a missed opportunity, some small successes (e.g. pot replacement).

We asked them what they saw as the successful projects or other support, which has been implemented over the last five-year period in support of the industry. Their responses are summarised below:

Focus Group North small projects have been successful, buffers, etc, NRW grant process is good

Focus Group South infrastructure improvements at Milford Haven, grants for tractors, fish boxes, ice machines, etc, disproportionate effort to reward regarding grants process

Experts FLAG has been a success, but too few actual projects, the 'F' Shed (at Milford Haven), ice machines, etc.

We asked them what they saw as issues within the industry, which could have or should have been supported. Their responses are summarised below:

Focus Group North target funds to smaller projects, target improving infrastructure, target making fisheries part of the community

Focus Group South simplify the grant application process, support creating unity in the sector, support improved policing

Experts Target infrastructure, support better communications with Government, improve the management of the sector, create more unity.

We asked them what they would like to see developed to support fishing communities in Pembrokeshire going forward to 2020. Their responses are summarised below:

Focus Group North targeted support to create sustainable fishing communities, market fish from Pembrokeshire, better PR

Focus Group South target grants to fishermen, improve infrastructure, create more local processors

Experts create unity, get a better evidence base (stock, etc), closer ties with local institutions, a 10 year plan, engage with the local market, improve infrastructure, get a voice

Finally, we asked them what they thought were the most important lessons learnt form the last five years. Their responses are summarised below:

Focus Group North support not getting through to the right places, more unity

Focus Group South excessive bureaucracy, help with grant applications

Experts united voice re. legislation, be strategic, innovate, raise profile.

CHAPTER SIX - THE STATE OF COMMUNITIES

Summary

- In terms of health and well-being, Pembrokeshire is broadly in line with Wales as a whole.
- In terms of education and skills Pembrokeshire is slightly above the average for Wale as a whole.
- The rate of homelessness acceptances in Pembrokeshire fell below the Wales average in 2009-10 and has remained below the Wales average.
- In 2010-11 the proportion of A roads in Pembrokeshire in poor condition was significantly higher than the proportion for Wales as a whole.
- Pembrokeshire has the third lowest crime rate in Wales.
- The Welsh Index of Multiple Deprivation (WIMD) measures deprivation at the Lower Tier Super Output level (LSOA). In terms of the overall index of the 71 LSOAs in Pembrokeshire, 2 were in the most deprived 10 per cent LSOAs in Wales.
- Respondents interviewed as part of our primary research described the fishing industry in Pembrokeshire as 'a hidden sub culture', 'at breakeven point' and 'under pressure'.
- Key problems associated with the opinions reported above are rural deprivation, regulation (of the sector), infrastructure (the quantity and quality of infrastructure in support of the fishing industry and variability (and economic value) of landings.

6.1 Key community measures

The Local Area Summary Statistics, Pembrokeshire, 2014, produced by Welsh Government, summarises the components of the County's key community measures (i.e. Health & well-being, Education and skills, Housing, Transport, and Crime and substance misuse):

Health and well-being

- Male life expectancy for 2011-13 was higher than the Welsh average.
- Female life expectancy for 2011-13 was not significantly different from the Welsh average.
- The percentage of obese adults for 2012 & 2013 was not significantly different from the Welsh average.
- The percentage of adult smokers for 2012 & 2013 was not significantly different from the Welsh average.
- The under 18 conception rate in Pembrokeshire has fluctuated around the average in recent years but has fallen as in other parts of Wales.
- Pembrokeshire's rate of older people supported in the community steadily increased between 2005-06 and 2010-11 before falling again. The rate was slightly below the Wales average in 2013-14.

- Pembrokeshire's percentage of looked after children with three or more placements in the year was the highest in Wales in 2013-14.
- Pembrokeshire's low birth weight rate has been around or below the Wales average since 2000.
- The MMR coverage rate in Pembrokeshire has increased 2.1 percentage points since 2012-13 to a rate of 95.5 per cent in 2013-14, which is below the Welsh average.
- The average dmft (decayed, missing, filled teeth) score for Pembrokeshire was 1.55 in 2011-12. Pembrokeshire has been slightly below the Welsh average in the last two surveys.

Education and skills

- The percentage of working age adults with no qualifications has fallen since 2001. In 2013 the rate was 1.5 percentage points higher than the Welsh average and was the eighth highest local authority rate in Wales.
- The percentage of working age adults with qualifications at NQF level 4+ has risen since 2001. In 2013 the rate was 1.3 percentage points higher than the Welsh average and was the ninth highest local authority rate in Wales.
- The attendance rate has risen since 1999. It was 0.3 percentage points below the Welsh average of 93.6 percent in 2014, making it the eighth lowest attendance rate.
- The average wider points score has generally risen since 2004. It was above the Welsh average in 2013.
- The percentage of pupils achieving the core subject indicator at key stage two has risen overall since 1999. It was 2.6 percentage points above the Welsh average of 86.1 per cent in 2014.

Housing

- The rate of homelessness acceptances in Pembrokeshire remained well above the Wales average between 2002-03 and 2008-09. In 2009-10 the rate fell to below the Wales average and has remained below the Wales average despite small increases between 2010-11 and 2012-13. In 2013-14 the rate fell sharply and was the sixth lowest amongst all the authorities.
- The rate of additional affordable housing provision in Pembrokeshire increased during 2013-14 but it still remains below the Wales average.

Transport

- In 2010-11, in Pembrokeshire, the proportion of A county roads in poor condition was significantly higher than the proportion for Wales as a whole and had increased from the position for the previous year. There were 160 miles of these roads in Pembrokeshire.

- In 2009, the proportion of people living in Pembrokeshire and travelling to work by car, van or minibus was much higher (over 5 percentage points) than the all-Wales average.
- In Pembrokeshire, the average rate (per head of population) between 2011-13 at which people were killed or seriously injured on roads was higher than the Wales average.

Crime and substance misuse

- Pembrokeshire has a crime rate 18 percentage points lower than the average for Wales. It has fallen 26 per cent since 2002-03. Pembrokeshire has the third lowest crime rate in Wales.
- The estimated number of individuals referred for alcohol treatment in Pembrokeshire was lower than the Wales average in 2013-14.

The Welsh Index of Multiple Deprivation (WIMD) measures deprivation at the Lower Tier Super Output level (LSOA). On average, LSOAs have a population around 1,500 people, making them smaller than Welsh Electoral Divisions/Wards.

Table Thirty Seven presents the WIMD 2014 overall index, the percentage of LOSAs in each local authority, which were in the most deprived 10 per cent of Wales, 20 per cent, 30 per cent and 50 per cent.

Table Thirty Seven

WIMD overall deprived LSOAs – Wales and Pembrokeshire

2014

Number

	Pembroke-shire	Wales
No. LSOA's in UA		1,909
% LSOAs in most deprived 10%	5.6	10
% LSOAs in most deprived 20%	8.5	20
% LSOAs in most deprived 30%	15.5	30
% LSOAs in most deprived 50%	36.6	50

Source: WIMD, 2014 Welsh Government
http://gov.wales/docs/statistics/2014/141126-wimd-2014-en.pdf

In terms of the overall index of the 71 LSOAs in Pembrokeshire, 2 were in the most deprived 10 per cent LSOAs in Wales. These were:

- Pembroke Dock Llanion 1
- Pembroke: Monkton.

Those LSOAs in the next tier of deprivation (10-20 per cent most deprived in Wales) were:

- Haverfordwest Garth
- Pembroke: St Mary North
- Milford: Hubberston
- Milford: West.

6.2 Poverty in Fishing Families

Background

Tackling the issue of poverty in fishing families is, as with any other sector, a sensitive and emotive subject. When researching this particular aspect for the study, it has been difficult to access information relating to the performance of businesses that are involved in the industry, for reasons of confidentiality and the fact that the majority operate as sole traders, with no accounts being filed at Companies House.

However, one indicator of likely income is average weekly income by job type for the UK in 2013 Median weekly pay for Fishing (& other elementary agriculture occupations n.e.c.) is some 30 percent lower than the median value for all employees – i.e. £282.40 per week and £402.50 per week, respectively.

We have been able to access information from the Wales Multiple Deprivation Index with regard to the LSOA's (Table 37) within the county, which are affected by poverty and Pembroke and Milford area feature prominently in this analysis.

When looking at the industry from the perspective of the ability for fishing families to fall into what is described as the 'poverty trap', there are multiple factors that place those involved in the industry at greater risk than many other industry sectors.

We asked the respondents (Focus Groups and Experts – please see Appendices 4 & 5 for full findings) how they would describe the fishing industry in Pembrokeshire and their responses can be summarised as follows:

Focus Group North	a hidden sub-culture, disconnected
Focus Group South	at breakeven point, no new blood, poor policing (of illegal fishing)
Experts	under pressure, untapped potential, backward.

Rural Deprivation

For the purposes of analysing the fishing sector in Pembrokeshire we have reviewed the latest Statistical Articles published by Welsh Government with regard to defining deprivation in rural areas.

The meaning of rural deprivation is of a lack of access to opportunities and resources that we might expect in our society.

Material deprivation is having access to insufficient physical resources – food, shelter and clothing for example, necessary to sustain a certain standard of life. Social deprivation refers to the ability of an individual to participate in the normal social life of the community.

Within fishing communities, those who operate in the sector do so predominantly on a self employed basis. As we will highlight in the next sections, whilst this demonstrates an entrepreneurial trait, the difficulties of operating in the sector are such that operators within the sector are exposed to forms of deprivation due to factors outside of their control.

There are four (4) key features that impact on the economic success of fishermen in Pembrokeshire:

Regulation

For the indigenous fleet in Wales, the regulation of the sector is a devolved function under the administration of Welsh Government. Unlike the farming industry, where land and stock are under the ownership of the business, the vessel operators compete for space and stocks held within the marine environment.

Interestingly, regular fishermen's numbers grew in Wales from 2009 to peak at 693 in 2011, but to fall back to 472 in 2013 (source Table Eight, Chapter 2). This may be an indicator of the effect of regulation on the sector.

The marine environment also supports many other interests, which compete against the sector, which leads, from a business perspective, to a lack of control of the environment within which operators earn a living.

A case in point here is the progression of the Marine Conservation Zones in 2012, where Pembrokeshire was being positioned as an area of Wales with designated areas of coastline at Dale, Skomer and Strumble Head. These were in addition to the existing Special Area of Conservation. A news article in relation to the proposals and the effect on the industry can be seen here:

http://www.bbc.co.uk/news/uk-wales-18877539

To provide balance to the view of negative impact of MCZ's, the Scottish industry has very recently debated the issue as part of a BBC News item with both negative and positive impacts being identified, which includes the opportunity for strengthening fisheries management for the small vessel catch sector:

http://www.bbc.co.uk/news/uk-scotland-33797254

More recently there has been interventions by Government with regard to consolidation of regulation around the main species of shellfish including consultations on the minimum landing sizes for crab and lobster, with initial proposals to increase landing sizes for certain species which would have led to difficulties within the industry. Whilst the outcome was not as impactful as feared, the proposals most certainly caused distress to some operators within the sector.

In addition, recently, we have had consultation with regard to minimum landing sizes for sea bass, an important species in South Pembrokeshire. Again, this has caused concern amongst those who operate within these fisheries as it has imposed a minimum landing size of 42 cm on the fish landed.

Whilst these regulatory concerns are invariably consulted upon, they are a cause of stress and anxiety for those operating within the sector, which is under ever increasing pressure.

Infrastructure

As part of the study, we have assessed the age of the fleet operating in Pembrokeshire and also assessed the infrastructure at key landing sites within the county (Chapter 3).

The fleet is not modern, with the average age of vessels being 22 years old (source: Tables 6 & 7, Chapter 3). This does not indicate a high level of investment into the key asset of a fishing business. Operating in harsh environmental conditions, vessels are exposed to wear and tear, leading to a regime of continued and regular maintenance to ensure they are safe to be operated and certificated for use.

Alongside the vessels sits the infrastructure for landing and launching. An assessment of the key landing sites has been made in Pembrokeshire with consultation with key members of WWSFA supporting the evidence base and identification of these sites.

There are good facilities available at Milford Haven, Fishguard and Saundersfoot for vessels, but the vast majority of landing areas have little or no infrastructure dedicated to the fishing sector.

The majority of vessels in these areas will either be moored in enclosed bays, requiring access by tender, which will also impede their ability to land product once caught. Beach launching is also prominent in areas of Pembrokeshire, hence the requirements for beach launch tractors at sites such as Freshwater East.

Again, this is most certainly not an ideal method of launching due to unstable weather conditions restricting launches alongside large tidal ranges.

Landings

One the key features of the industry in Wales, and Pembrokeshire is not exception, is its reliance on shell fisheries as a main income source for vessel owners. The seasonal nature of fisheries means that species are targeted at different times of the year.

Having reviewed landing data and interviewing vessel operators (source: Findings from Focus Groups, Appendix 5), certain fisheries can be sporadic in nature with operators and the supply chain being at the mercy of the natural environment which may have a direct effect on fisheries developing at different times of year.

As has been discussed within this section, the regulation and infrastructure challenges for the industry are such that adding the variable issues of the natural state of fisheries into the equation results in an extremely variable set of circumstances for those who operate in the sector.

Deprivation Factors

From the findings from the Focus Groups, we have recorded from members of the fishing community themselves issues that relate to social inclusion and social deprivation.

By their own admission, members of the fishing community operate within a sub-culture, which sometimes isolates itself from the regular social activities of the communities in which they reside. They tend to operate alone or in small groups, they work erratic and often long hours linked to opportunities to go to sea and the combination of these, and other, factors can create a form of self exclusion.

It is apparent, just from the three factors of regulation, infrastructure and variability of landings that the isolated and competitive nature of the industry engenders a defensive position of those who work in the sector towards threats to their livelihoods.

The physical aspects of deprivation are demonstrated by the age of the operating fleet as highlighted and the limited resources available to support the industry in Pembrokeshire in comparison to other sectors.

CHAPTER SEVEN – CONCLUSIONS & RECOMMENDATIONS

7.1 Conclusions

We have tried to highlight the key issues uncovered by this study within the previous Chapters; however, in this section we want to highlight the main Conclusions from our study:

- The fishing industry in Wales is relatively small, and skewed to small businesses dominated by small (10m and under) vessels.
- The fishing industry in Pembrokeshire shares many of the characteristics of the sector in Wales as a whole. However, Pembrokeshire accounted for 72 percent to 56 percent of all landings into Wales for the period 2011-2014.
- Milford Haven, Fishguard and Saundersfoot and Cardigan bordering Pembrokeshire are the major fishing ports in terms of landings; however, fishermen do land at other ports and at improvised sites such as beaches and other sheltered areas
- Shellfish and Bass are the main species landed by the indigenous Pembrokeshire fishing fleet and the majority of landings are exported.
- The quality and quantity of fishing related infrastructure is mixed in the county, with Milford Haven having a distinct hub servicing the sector in Pembrokeshire
- In addition, over half (57 percent) of the vessels in the Pembrokeshire fleet were built on or before 1999.
- Whilst there has been a downward trend in quantities of household purchases of fish in the UK, this has been offset to some extent by the increase in expenditure per person on fish, this being a function of rising prices. However, landed prices have remained suppressed and fishermen report economic hardship related to low prices for their catches and rising input costs of fishing. One interesting element of this is the relative paucity of processing in the county or in neighbouring counties and other studies. The findings from this study suggest that the industry needs to focus on added value (e.g. primary and secondary processing).
- The fishing industry is a small part of the Pembrokeshire economy, which is dominated by tourism, energy and the marine economy, the rural economy and business services. One study reviewed in this report suggests that deep sea and coastal fishing provides 100 direct jobs to the Pembrokeshire economy.
- The primary research identified that the respondents saw the community related to the fishing industry in Pembrokeshire as a hidden sub-culture and disconnected. Economic pressures and legislation affecting fishing are cited as major threats to the sector. Clear opportunities to respond to such threats are to explore ‘added value’ processes and to improve co-operation amongst the fishing community, respectively. Members of the fishing industry do, however, think that the creation of the FLAG has helped the sector and there is some optimism about the benefits from further FLAG activities in the future.

In particular, how the industry in Pembrokeshire responds to the European Marine and Fisheries Fund (EMFF).

7.2 Recommendations

- There is a continuing theme within the sector that infrastructure is an issue for the industry within the county. With the exceptions of the named ports above, there are challenges in operating a vessel from the smaller beaches and harbours within the county. When considering infrastructure in the wider sense, the age of the fleet in the county is also an issue.

  The need for infrastructure has to be assessed on the basis of the return on investment and the on-going management of the fixed asset over time. A number of small landing sites have a low number of vessels operating from them which brings with it limitations when considered against return on investment.

Any future Local Development Strategy should consider the infrastructure needs of the sector carefully and consider the issues those operating in sector face on a day-to-day basis and plan strategically to support any further investment.

- An interesting feature of the primary research has been the recognition of the sector as being somewhat insular and operating as a sub-culture within the general economy.

  When compared to the agriculture sector in Pembrokeshire and Wales generally, there is a huge opportunity to bring a confidence to the sector and those operating within it to promote and develop truly sustainable fisheries within the county.

  The FLAG sits within other groups such as the South Wales Inshore Fisheries Group, but it has a core role in supporting the development and future of those operating within the county.

We would recommend therefore that a future Local Development Strategy seeks to acknowledge this issue and investigate how the industry can be less insular, better engaged with the mainstream economy and visible to key stakeholders.

- In making a comparison with the agriculture sector, the primary research found that, as described, there are distinct differences between the agricultural community and fishing communities.

Both occupy the same rural area within Wales, but they have very different issues to deal with from a regulatory, legislative and operational perspective.

Whilst there are differences from a community perspective, land based and marine management are intrinsically linked by legislation, regulation and the implementation of EC Directives.

> The complexity of this is such that fishing communities have difficulty in responding to and managing such challenges to their livelihoods and it is therefore recommended that future FLAG development considers this holistically to support fishing communities in the next programme.

- When considered alongside other FLAG areas in Wales, Pembrokeshire possesses a set of attributes in terms of infrastructure, environment, quality of product and product diversity landed at Milford Haven to support a vibrant future for the fishing sector and its communities.

> We would hope that the findings of this study will be translated into a diverse and innovative Local Development Strategy for the future FLAG in order to take fully support the future of the sector and communities in Pembrokeshire.

Appendix One

Landings (*1) into all Pembrokeshire ports by weight and quarter 2011 – 2014

Weight (kg)

		2011	2012	2013	2014
Cardigan					
	Q1	14,409	13,283	4,449	4,593
	Q2	33,202	24,174	13,309	20,406
	Q3	26,651	26,233	18,392	11,290
	Q4	11,994	9,205	4,147	4,119
	Total	86,257	72,895	40,297	40,408
Fishguard	Q1	556,951	1,451,418	373,566	201,287
	Q2	407,507	431,707	416,562	469,219
	Q3	134,630	377,347	355,304	56,878
	Q4	410,559	288,618	139,064	133,483
	Total	1,509,648	2,549,090	1,284,495	860,868
Milford Haven	Q1	1,722,753	2,299,907	2,493,511	1,284,383
	Q2	1,508,069	1,758,366	1,864,554	1,635,573
	Q3	1,126,978	1,361,057	1,373,780	900,179
	Q4	1,545,485	1,862,638	1,324,808	409,665
	Total	5,903,284	7,281,968	7,056,653	4,229,801
Neyland	Q1	52,880	33,971	23,412	11,186
	Q2	57,738	38,296	44,798	83,433
	Q3	49,998	28,338	29,937	117,145
	Q4	45,411	28,397	12,039	64,607
	Total	206,027	129,002	110,185	276,372
Porthgain	Q1	7,219	739	2,130	224
	Q2	22,012	9,015	3,758	7,584
	Q3	22,124	19,720	5,534	14,835
	Q4	12,465	12,607	6,541	22,945
	Total	63,820	42,080	17,963	45,588
Saundersfoot	Q1	329,489	483,739	403,967	202,727
	Q2	479,161	665,300	753,049	829,564
	Q3	481,984	480,282	619,109	338,993
	Q4	306,036	344,628	355,531	265,058
	Total	1,596,670	1,973,949	2,131,655	1,636,342
Solva	Q1	5,462	4,502	1,953	935
	Q2	12,084	5,482	3,041	6,858
	Q3	12,754	7,851	7,789	7,492
	Q4	6,603	5,685	3,019	3,136
	Total	36,904	23,520	15,802	18,421
St David's	Q1	449	536		

	Q2	3,275	154		685
	Q3	4,014			856
	Q4	3,706			734
	Total	11,444	690		2,275
Tenby	Q1	1,322	1,129	2,644	
	Q2	3,879	8,994	5,870	15,508
	Q3	7,186	7,449	11,084	12,271
	Q4	2,975	5,257	8,545	3,444
	Total	15,363	22,829	28,142	31,224
Stackpole Quay	Q1	26,709	2,095	384	113
	Q2	27,359	5,191	4,281	13,451
	Q3	5,611	9,663	6,200	6,966
	Q4	3,305	5,394	2,445	1,123
	Total	62,985	22,343	13,311	21,654

*1 all species by all vessels

Source: Marine Management Organisation, 2015

Appendix Two

Landings (*1) into all Pembrokeshire ports by value and quarter 2011 – 2014

Value (£)

Cardigan		2011	2012	2013	2014
	Q1	46,876	38,295	17,869	29,378
	Q2	54,399	50,381	26,005	41,806
	Q3	73,060	67,801	49,431	46,369
	Q4	38,658	36,833	24,251	19,073
	Total	212,993	193,309	117,557	136,625
Fishguard	Q1	798,229	2,805,328	649,794	343,470
	Q2	422,201	521,984	409,526	462,651
	Q3	182,224	330,493	330,942	123,146
	Q4	860,324	486,713	273,897	264,570
	Total	2,262,978	4,144,518	1,664,159	1,193,837
Milford Haven	Q1	5,130,388	6,683,888	6,152,625	995,425
	Q2	4,522,968	5,202,994	4,354,077	1,605,004
	Q3	3,425,701	3,334,968	3,117,661	1,285,600
	Q4	4,643,351	4,510,537	1,561,877	432,451
	Total	17,722,408	19,732,387	15,186,240	4,318,480
Neyland	Q1	39,604	33,950	23,131	15,697
	Q2	62,306	46,715	37,250	79,123
	Q3	92,653	34,788	37,234	112,904
	Q4	62,415	37,156	15,148	57,924
	Total	256,978	152,609	112,762	265,648
Porthgain	Q1	24,727	4,870	14,897	1,001
	Q2	29,594	19,334	12,435	15,959
	Q3	45,926	41,125	15,865	40,606
	Q4	22,047	29,247	24,181	48,126
	Total	122,293	94,576	67,378	105,692
Saundersfoot	Q1	215,245	346,188	298,985	163,456
	Q2	328,946	489,223	577,960	705,076
	Q3	363,210	382,729	502,626	331,834
	Q4	232,710	262,794	278,426	221,217
	Total	1,140,111	1,480,934	1,657,997	1,421,582
Solva	Q1	32,390	24,094	13,202	4,955
	Q2	36,730	22,438	14,386	22,669
	Q3	50,300	34,525	34,222	42,740
	Q4	34,578	33,016	18,179	26,582
	Total	153,999	114,072	79,989	96,945
St David's	Q1	1,966	938		

	Q2	8,667	403		2,132
	Q3	11,320			3,062
	Q4	10,109			5,753
	Total	32,061	1,341		10,948
Tenby	Q1	6,373	5,399	10,758	
	Q2	10,053	23,788	13,822	38,324
	Q3	37,875	34,064	33,659	49,441
	Q4	13,311	12,061	23,972	24,054
	Total	67,612	75,312	82,212	111,819
Stackpole Quay	Q1	18,096	5,776	1,747	333
	Q2	18,039	9,678	8,445	19,991
	Q3	20,452	30,904	21,289	26,654
	Q4	9,748	13,732	8,492	6,083
	Total	66,336	60,091	39,974	53,061

*1 all species by all vessels

Source: Marine Management Organisation, 2015

Appendix Three

TABLE 4.3a Exports of fish and fish preparations from the UK by importing country: 2012 to 2013 (a) (b)									
				Quantity (tonnes)					
		Total Fish (excl. Shellfish)		Crabs (inc in Total Shellfish)		Total Shellfish		Total All Fish	
		2012	2013	2012	2013	2012	2013	2012	2013
EU									
	Belgium	**4,976**	**6,198**	51	23	1,654	1,676	**6,629**	**7,875**
	Denmark	**8,838**	**9,684**	9	69	1,011	1,200	**9,850**	**10,884**
	France	**51,699**	**51,325**	5,086	4,900	23,535	22,103	**75,234**	**73,428**
	Germany	**36,322**	**18,657**	20	23	4,632	3,890	**40,954**	**22,548**
	Greece	**567**	**600**	5	7	148	204	**715**	**804**
	Ireland	**32,565**	**34,880**	868	677	6,175	7,201	**38,740**	**42,080**
	Italy	**3,316**	**4,280**	400	374	12,398	10,998	**15,714**	**15,278**
	Netherlands	**60,907**	**53,503**	25	110	15,225	12,270	**76,132**	**65,773**
	Portugal	**1,830**	**1,340**	934	1,400	1,017	1,549	**2,847**	**2,890**
	Spain	**10,871**	**11,548**	5,381	5,309	18,266	17,428	**29,137**	**28,976**
	Sweden	**2,331**	**2,811**	23	9	87	97	**2,418**	**2,908**
	Other EU 15	**532**	**537**	..	1	498	399	**1,029**	**936**
	Total EU 15	**214,753**	**195,365**	**12,802**	**12,902**	**84,646**	**79,014**	**299,399**	**274,379**
	Cyprus	**374**	**476**	1	4	336	423	**711**	**899**
	Latvia	**1,391**	**2,286**	..	-	56	104	**1,447**	**2,390**
	Lithuania	**810**	**1,223**	-	-	3	2	**812**	**1,225**
	Poland	**14,342**	**16,183**	..	-	255	280	**14,597**	**16,463**
	Romania	**1,283**	**3,496**	-	-	..	9	**1,283**	**3,505**
	Other EU 27	**3,769**	**5,940**	2	4	244	279	**4,013**	**6,219**
Total EU 27		**236,722**	**224,969**	**12,805**	**12,910**	**85,540**	**80,111**	**322,263**	**305,080**
EFTA									
	Iceland	**81**	**66**	1	3	24	70	**105**	**135**
	Norway	**1,278**	**1,305**	24	15	119	107	**1,397**	**1,412**
	Other EFTA	**1,045**	**1,208**	-	..	156	133	**1,201**	**1,341**
Total		**2,403**	**2,579**	**24**	**19**	**300**	**310**	**2,703**	**2,889**
OTHER COUNTRIES									
	Bangladesh	**-**	**11**	-	-	-	-	**-**	**11**
	Cameroon	**-**	**3**	-	-	-	-	**-**	**3**
	Canada	**2,460**	**1,816**	1	4	1	10	**2,461**	**1,826**
	China	**16,034**	**14,202**	997	948	2,711	2,304	**18,745**	**16,506**
	Ecuador	**86**	**226**	-	-	14	32	**101**	**257**
	Egypt	**6,051**	**3,262**	..	-	..	-	**6,052**	**3,262**
	Faroe Islands	**22**	**35**	-	-	-	-	**22**	**35**
	Ghana	**32**	**994**	-	-	..	..	**32**	**994**
	Honduras	**-**	**-**	-	-	-	-	**-**	**-**
	India	**164**	**79**	-	..	9	67	**173**	**147**
	Indonesia	**2**	**165**	62	42	108	43	**110**	**208**
	Japan	**2,689**	**2,976**	15	1	25	36	**2,714**	**3,012**

	Mauritius	**10**	**73**	-	-	1	1	**12**	**74**
	Nigeria	**30,751**	**31,304**	-	-	..	1	**30,751**	**31,305**
	Philippines	**183**	**226**	-	-	-	-	**183**	**226**
	Russia	**16,077**	**13,244**	..	-	51	20	**16,129**	**13,264**
	Seychelles	**10**	**9**	-	-	-	6	**10**	**15**
	South Korea	**484**	**575**	-	-	2,827	2,712	**3,312**	**3,287**
	Thailand	**354**	**132**	-	-	42	19	**396**	**151**
	U.S.A.	**35,176**	**41,009**	6	3	196	410	**35,372**	**41,419**
	U.A.E.	**4,470**	**1,991**	5	6	61	43	**4,532**	**2,035**
	Ukraine	**6,954**	**8,854**	1	-	16	40	**6,969**	**8,894**
	Vietnam	**1,350**	**3,706**	..	7	783	659	**2,133**	**4,365**
	Others	**8,929**	**11,705**	73	342	1,810	1,822	**10,739**	**13,527**
Total		**132,289**	**136,595**	**1,161**	**1,352**	**8,657**	**8,227**	**140,946**	**144,822**
ALL COUNTRIES		**371,414**	**364,143**	**13,990**	**14,281**	**94,498**	**88,648**	**465,911**	**452,791**

Source: H.M. Revenue and Customs

(a) 2013 data are provisional

(b) Croatia entered the EU in 2013, however for the purpose of this table are still included in the other countries category

Appendix Four

Findings from the Expert in-depth interviews

Background

In-depth interviews were conducted with a series of individuals selected because they were relatively 'expert' in terms of our core theme – i.e. the Pembrokeshire fisheries industry and communities. The respondents were drawn from a wide range of sectors including the private, public and third/voluntary. In all, eight (8) successful interviews were conducted, either face-to-face or by telephone by either Jon Parker or Eric Davies during July-August 2015. To honour our commitment to protecting respondents' anonymity their responses are coded A to H.

The findings are presented below in line with he in-depth interview topics:

How would you describe the fishing industry in Pembrokeshire?

A Under a lot of pressure – EU legislation, lobbying [against it] from NGO's, sea bass regulations, whelk, etc. Generally, more and more laws to hinder earning a livelihood from fishing.

B It's a very similar situation to the rest of Wales really. The fleet is a bit different, still mostly small vessels but there are some bigger boats like Sean Ryan's. They have varying capabilities, some have tried mixed fishing using different gear types, but it's not been particularly successful. Having all these different gears is expensive and the effect of licensing makes it uneconomic. One approach has been to pot fish and set nets as you go out and take a catch on your return; also hand lining.

C Well it's changing, the harbours are very mixed, some are busy others not so and Pembrokeshire is a unique area, probably overshadowed by the scale of Milford Haven. You also have to draw the distinction between the international fishing fleet using Milford and the local fishing industry; the latter certainly does need help.

D I'd say it was a giant in waiting, there's an incredible untapped potential here and we [Pembrokeshire] could take a lead in being the source for high end, high margin, source driven fish and shellfish supply. We have to meet the need for provenance and adopt a branded product approach.

E I'd say the sector was backward, old systems, etc, not really moved with the times. I remember when Milford Haven was a showcase for the Welsh fishing industry, but the sector's not really recognised in the area any more. I think the Pembrokeshire fishing industry needs to be re-branded for the 21st century.

F Little progress even with the level of funding input. No progress with regard to market development, income on species and price per kilo.

G The shellfish side of it seems in decline. Shellfisheries can improve water quality and need to be developed. Aquaculture development in the Haven is an opportunity and there is a huge possibility for PES outcomes for shellfish and water quality. Bluestone is looking at a high level of treatment to protect shellfish beds.

H My understanding is it's predominantly shellfish, some finfish and sea bass is important economically. Not sure how much netting takes place. Fishing is dispersed along the coast and mainly under 10m vessels. Crab, lobster and scallopers are the main groups. The onshore businesses are small in nature with online sales, plus hospitality trade. There's a viewpoint that Pembrokeshire is more prosperous to the Llyn - more of a mixed fishery in Pembrokeshire. It's difficult to see where the median lies in terms of how the individual fishers perform.

What would you say are its major Strengths?

A Really the FLAG – over the last 12-18 months it's really brought people together and meant that ordinary fishermen have had an opportunity to work with people who have a lot of knowledge and experience about the industry and EU, WG, procedures, etc. Most fishermen are small businesses, very isolated, the FLAG has given them a focus for becoming more aware of what they face.

B Some fishing is very small scale, operating from coves or beaches, so it's flexible, but these fishermen are not full time professionals and can harm the livelihoods of the full timers. There are merchants on the doorstep to provide a route to market and some small-scale processors. Some fishermen are looking to add value to their catch too. There's also potential for linking to tourism but not everyone sees this as a way forward.

C The local industry is small scale and tight knit – everyone knows everyone else, I don't know very much about how economically successful they are but they carry on. The sector is certainly seen as part of the Pembrokeshire landscape – the fish festival, for example.

D It's a defined community, it has a richness of natural resources, and is vibrant.

E It's got to be the quality of the shellfish and sea bass and also the history of fishing – the legacy.

F The sector's resilience in the face of adversity. There's been a real decline the industry in the last couple of decades - they have remained static. It's difficult to draw a comparison on strengths against other sectors. They are positive about how they can develop, but not sure how to go about it.

G I wonder whether or not there is a possibility of more up front work to done - infrastructure and science and research. A specific marine development plan for Pembrokeshire should be developed, particularly within an enterprise zone. Failing water framework, failing conservation status - something needs to be done. Forums may not be talking to each other - enterprise and environment need to get together to discuss this. Development and environmental resilience need to work hand in hand – there's no dialogue between bodies. Businesses have to identify niches.

H As I've said, well set up to take more advantage of the tourism trade, more accessible than the Llyn. Fishery is more obvious as an industry in Pembrokeshire than other parts of Wales - more accessible. They have a good range of species to target, but they don't have a scallop fishery.

What would you say are its major Weaknesses?

A I think the local association may be poor at supporting the ordinary fishermen – perhaps not providing them with enough representation. A lot of information goes in there but not much comes out. On top of that we have an aging fleet and no apprentices coming through – so a real threat to the very existence of a fishing industry in Pembrokeshire.

B The logistics – Pembrokeshire is a long way away from even the key UK markets let alone European ones. Also, there's a lack of co-ordination in the sector to review viable options for improving profitability. There's a general lack of coherence.

C I think they have struggled to deal with the effects of the legislation that has come into force. They don't seem very well organised and that could be related to the fact the sector's dominated by small players. I know they have an aging fleet of boats and that the younger generation don't seem interested in a life in fishing. Also, fishing is becoming more expensive (fuel costs, etc) so I wonder about long term viability. The fishermen seem to be very short termist – they follow the cash stocks (e.g. whelks). Also, I'm not sure the sector is particularly well managed – poor recording of catches, etc and generally, I wonder if Pembrokeshire as a whole is proud of its fishermen?

D They [the fishermen] don't understand the supply chain – if they took a more business oriented view they would see they could increase their earnings four fold by primary and secondary processing, going for high margin product and creating Pembrokeshire as a strong brand – getting the customers to come to us! We've got to take the middlemen out of the chain because the money they make doesn’t come to Pembrokeshire. Also, the sector is very fragmented – the fishermen aren’t united and that makes it very difficult to work with other agencies such as the county council and WG.

E The main one for me is the lack of processing in the area. There’s basically one processor and if you don’t like his terms then the fishermen have to take their catches to Cornwall and it becomes a Cornish product. I’d like to see more processors or fisherman adding value by processing some or all of their own catch.

F Insufficient infrastructure, port and landing facilities, transport, etc and this must be addressed under the new round of funding. Local Associations (LA’s) need to commit to delivering for the industry. LA’s will always find excuses to stop projects from going ahead. Also, staff changes within LA’s often result in different decisions being taken on projects.

G Can’t really think of any others than the weaknesses linked to the strengths I mentioned.

H All very small scale but a huge potential for added value, but the impression is there is limited activity trying to exploit the situation. Lots of scope to do a lot more in Pembrokeshire, but this applies to anywhere in Wales. Weather is more of a restriction than other areas due to the position of the county to the open sea conditions. There is a keenness and enthusiasm amongst those in the industry within the county – two good examples of fishermen who have taken advantage of FLAG and are developing their businesses. Seems as if there is more happening down there than elsewhere [in Wales].

What would you say are the major Opportunities for the Fishing industry in Pembrokeshire?

A They are great – good stocks, established sector, need to prove sustainability to support an economically sound industry that can provide a good living for fishermen. You know we’ve seen situations where you can make the same money with half the work – we halved the number of pots we had and were able to take the same amount of money. With more pots you are too stretched. People need to get away from thinking its all about landed weight.

B It’s hard to see at the moment because of the lack of unity. All catching is managed and therefore there can be no growth. We need an evidence base to support the fact we are fishing sustainably. The sector needs to focus on high value species and consider a form of ‘farming’ i.e. reseeding fish/shellfish stocks. We should also look at other activities, like NFFO do.

C I think a better link with the hospitality sector – food tourism, also consider diversification e.g. Pisces tourism. Generally, I think there are opportunities to access training to improve performance. I'm certainly aware that the general public seem to be more interested in seafood these days.

D There's a massive market just in the UK, we just need to focus on the right parts [of the market] suited to our strengths. As I've said, getting to grips with the supply chain is critical but also capitalising on our strengths. The Welsh fishing sector is based on small businesses - that's a weakness in many ways but can also be a strength. We can have a great provenance story with small producers. One opportunity is to take a co-operative approach to primary and secondary processing - I think Puffin Produce has set a good example here, which the fishing sector can use as a model. I also think the big players in the county [MHPA & PCC] are 'up for it' [i.e. growing the sector]. There is a need for leadership in the sector [the Parma Ham story].

E Adding value through processing – even primary processing adds value. Take bass for instance, customers want the fish filleted and de-scaled, a restaurant can't do that it - would be a waste of their resources - so they need to buy the fish in already prepared. I also think there's a definite increase in interest in fish and shellfish on the part of the public. I saw a Jamie Oliver promotion for fish for barbecues where they had named the boat and the skipper who had caught the fish – customers like that link – it's about provenance. Also, our own purchases of shellfish have doubled each year for the last couple of years – this year it was £50k for the peak 2 months of the season.

F Getting into the processing of mackerel and sprats. Buyers are desperate for the supply of wet fish in the county. Outlets are few and far between. Pâtés, mackerel, etc, and added value would be in demand. There's a huge opportunity for the local catch. The difficulty is in getting hold of product.

G There is a Milford Haven surveillance group for the environment, but this needs to be wider than just the energy sector that have been heavily involved to date. The FLAG and fishing sector needs to be better engaged with such groups moving forward.

H Lots of scope to get further added value out into the UK market. Milford is also a big opportunity – the new units [F Shed] and further opportunity for development [MHPA investment plan].

What would you say are the major Threats for the Fishing industry in Pembrokeshire?

A The landed price has been going down and costs have been rising – this has driven people to fish more and as I've said its not always the right thing to do.

B It's a heavily regulated industry – perhaps only the nuclear industry is more regulated! And a lot of the regulation is based on the lobbying work of pressure groups that don't care about the effect on fishing communities. Also, developments such as offshore renewable energy can be a real threat – where the beds they use cannot be fished after the equipment is installed.

C For me the main threat is legislation, as I mentioned before. Also, the skill sets that they [fishermen] need. I think there's a real opportunity for co-operatives in this sector but I'm not sure if the fishermen would embrace such an approach.

D The effective management of the resource – i.e. that we have sustainable stocks that we can build a supply base on, the right infrastructure to support a serious supply business and the people capable of delivering this business. There is currently a problem attracting younger people into the business.

E Keeping ahead of the game – or really catching up first! We need to follow Cornwall's example. I think we need to be bolder, more ambitious. Other threats include pollution and environmental issues, also stocks – they're changing the rules on sae bass catches and this is likely to affect everybody in the supply chain.

F Closure of the fishing grounds in terms of the SAC and the harbour porpoise issue. Scientists have been in place with fishermen to argue against the instatement of regulation. Trying to get collaboration with fishermen is becoming more difficult with regard to this, due to mistrust.

G As I answered for weaknesses.

H A lack of infrastructure is stopping people from investing in the sector. The amount of information and market intelligence is a weakness for the industry as a whole, especially regarding movements and stocks. Continuation of the Bangor work affects the sustainability of the fisheries for management purposes.

What do you see as the main effect of public and other funding on the fishing industry in Pembrokeshire?

A Basically, all the schemes introduced have been far too difficult to access. I know it's public money and they have to been seen to be above board, but having such a difficult bidding process puts people off. So these schemes haven't had the impact they should have had. I'm not aware of any CCF grant and not that many EFF's. With EFF there's a difference between a purely commercial bid and one that benefits the industry or community. We need more proactive support from WG – not just sending our bids back with red ink all over them – like getting your homework back from a teacher! I know in Cornwall they have a guy who helps them [fishermen] draft their bids, Chris Renford, I think?

B We've had two rounds of structural funding and we've only really had a small benefit, mainly for individual commercial concerns, Sean's business for example.

C Grants change the dynamic of a sector, normally in a negative way – larger businesses are better at accessing grants than smaller businesses and this leads to further fragmentation. What is needed is a facilitator to support grant applications on behalf of small players, someone who is well connected and experienced in completing grant applications.

D There's been a big opportunity to access funding but we haven't been co-ordinated [public & private sector] enough and big projects could make a big difference to our [the sector] competitiveness. If we could get support for primary and secondary processing that would be a real benefit – for instance, a smokery in Milford Haven would create a high margin product, Billingsgate would take all we could produce.

E I'm familiar with funding from FLAG, we've had a grant to support our business development, but I can't say I know much about anything else.

F Pot replacement was a success. WG are doing all they can to try and help but it has to be joined up and work both ways. Is it having a positive effect? – yes. Boat equipment, etc is working well. The industry has taken advantage of it well. FLAG has worked well to publicise this to the industry.

G I can't really say.

H In other parts of Wales there has been more community orientated projects such as the Llyn landscape project that has been more of an ecosystem approach. I don't think that EFF has been well co-ordinated - initially it seemed to be going quite well. Not being able to move money between the various axis was a problem and we appeared to lose money due to not being able to move to axis 3.

What do you see as the successful projects or other support, which has been implemented over the last five year period in support of the industry?

A As I said the FLAG, and some work on bass marketing.

B FIFG in South Wales, co-ordinated with other Associations to deploy mussel rigs and measure the economic impact – a very good project but only a pilot.

C I'm not aware of very many successful projects, I think there's been some small scale support given for ice machines and vivier tanks and specially designed life jackets for pot fishermen, but that's about all.

D Creating food grade technology units at Milford ['F' Shed]. This facility can act as a business incubation unit where businesses come in for a couple of years, grow and move on and others come in to replace them.

E As I say, I don't really know, but I'm hopeful our project will be a great success.

F FLAG projects, ice machines, etc assistance with processing. PESCA tourism, etc. Too early to say how effective wider funding will affect the industry.

G I can't really say.

H The Bangor assessment of fisheries - Pembrokeshire fishers getting involved in this. There have been some unsuccessful projects in Pembrokeshire, which have slowed growth. There is a broad range of support that needs to be taken on and developed, IFG's, the science and research, etc. Maybe it's time for a review of IFGs.

What do you see as issues within the industry, which could have or should have been supported?

A Improving the infrastructure, more effort on marketing, getting a decent price so that we can fish less for the same income.

B Improving the infrastructure – it's key.

C We should have improved the two-way communication between fishermen the community and government, etc. Fishermen are quite different from many stakeholder groups and they really need a champion

D I think addressing the poor management skills in the sector, particularly commercial management, e.g. marketing, pricing, business planning skills. The supply chain mapping project is a perfect example of a small specialist business able to deliver the right type of input for the sector.

E I think the industry is very fragmented, insular and conservative – I think we need a 'Champion' for the industry, someone who can talk up its good points, unite people and put the sector's view over to those who are responsible for the legislation. It does seem that we simply get rules and regulations dropped on us without us having any say in the matter.

F Infrastructure was funded to a point. Intervention rate is an issue – the 60/40 split isn't attractive.

G Current processes for the industry to engage and get involved with the industry actually prevents engagement and this should be resolved. The precautionary principle within NRW is a barrier to those dealing with the organisation. Forward planning with NRW engagement will be critical to getting projects up and running. There needs to be greater understanding of the regulatory requirements for those wishing to develop aquaculture projects and businesses in the area.

H See previous answer.

What would you like to see developed to support fishing communities within Pembrokeshire going forward to 2020?

A Being more united – speaking with one voice so that we have some power – the associations have been too inward looking, and have thought that all this stuff going on in Europe is nothing to do with them – wont happen to us syndrome - now they're realising what a mistake that was!

B A better evidence base to support more balanced decision-making. We are data deficient and need to look to technology to help produce accurate and reliable catch data for the whole fleet. This would counter the overly precautionary approach adopted by the legislators and managers.

C I'd like to see the fishing sector better linked to the local College, both on shore and off shore fishermen and also linked to the hospitality sector. We need to put more effort in to raise the sector's profile locally – like the fish festival but say four times a year (different species in season, etc). We should get support to set up fish markets on the harbour quays – Dale is a great example of that. Also, we should embrace what other people have done successfully and build on their experience. Generally, there's a need for the fishermen to 'tell their story' – to be more transparent, more visible, a higher profile.

D We need a ten year plan for the sector based on co-operation – none of us can do this alone – we need to learn from what others are doing, look at the way they approach the sector in Scotland, for instance.

E We need to encourage local people to use local fish and shellfish and part of doing this would be increasing the processing capacity locally. I don't know how fishermen would react to this but a co-operative for processing perhaps?

F Infrastructure and take up the missed opportunities in EMFF – i.e. those that were not taken up previously [under EFF].

G	Fishing Communities need to have a voice in the implementation and development of aspects of the Environment Bill and the WBFG Act and this needs to take place through the FLAG, potentially as a medium - maybe specific projects to work on this - this has to be a good thing. FLAGs need to be in a position to feed into consultation and this should be considered, moving forward.

H	More of the funding needs to go into infrastructure and adding value. Confidence building in the industry is also key. Public funding investment in Pembrokeshire science and research should be well used. The sea bass science and research has been put forward to the EU in their argument to a more regional approach to 42 cm min. landing size. This shows the value in research to the fishermen. FLAGs have a role to play in the community involvement in data protection for Bangor to utilise.

What do you think are the most important lessons that have been learnt over the last five years within the Pembrokeshire fishing sector?

A	Understanding that the legislation <u>will</u> affect us and starting to get them to move away from their narrow little empires and see the bigger picture.

B	The way we dealt with the Highly Protected Marine Conservation Zone (HPMCZ) consultation by being mature and professional and united. Being united is the key and we haven't made enough progress on that front.

C	I'd say that the sector has been very short sighted, we need to raise the profile of the sector across Pembrokeshire too.

D	Fishermen need innovative solutions to help them grow their businesses. For instance, flexible approaches to providing infrastructure such as crane, fork lift trucks, chiller time, etc can be done by the hour so they only pay for what they use.

E	We need to regain a sense of pride in our industry and the quality of the product we catch. The Fish Festival has helped with that, I know it didn't run this year or did in a reduced format, I think because of budget cuts, but this type of thing is very important to support and develop the sector.

F	IFG's are not working due to the information not getting out to those it is targeting. [Lack of] Ministerial focus and a 'talking shop'. No actions coming out of IFG. There needs to be more fishermen in the IFG groups. Not convinced that each sector is working – time for a review of IFG going forward. No linkage to FLAG and there should be. No communication between the two.

G I can't really comment.

H Not really able to answer due to lack of involvement in the FLAG.

Are there any other comments you would like to make?

A I'd like to see more real fishing communities rather than the ones defined by county boundaries. This would help us create a real unity and feeling of we're all in it together.

B We must have robust evidence to future proof the industry. We've seen forced closure of fishing beds and a continuing fall in catch per unit effort. Youngsters are not entering the sector and without them the industry faces a bleak future. I've seen a report that says fishing and aquaculture is worth £30m pa to the Welsh economy, but our value is only based on catch/production. Other sectors are valued on a range of benefits, socio-economic, etc. It's important for the legislators to realise that fishing is the Welsh coastal community.

C I think it's important that if this work is to support the CLLD then we should be looking to have projects in the pipeline for the new wave of funding (EMFF) that is due. We haven't been particularly successful in the past so there will be an issue of scepticism and managing expectations. Management training would also be important to 'professionalise' management in the sector.

D As I said at the beginning, Pembrokeshire's fishing sector is a giant in waiting but to realise it's potential we all need to co-operate and to work to a medium term plan.

E No, I think we've covered it all.

F Not enough competition within the fishing sector. There needs to be a new set of buyers to create price competition and a fresh supply chain. People want to process, but the effort involved in processing means that people don't stick with it. Fish and shellfish merchants aren't innovative and not looking to develop their business further and create opportunity. There isn't the industry back-up of ancillary suppliers of rope, pots, nets, etc and there is an opportunity here.

G County based assessments for the WBFG Act will need to take place shortly with regard to helping the public service board integrate and deliver upon the requirements of the Act. The State of Nature report will also need to be reviewed. There will potentially an area statement for Pembrokeshire, but this has not yet been confirmed.

H Less of a scalloping fleet, only second to Swansea. Crab and Lobster is better than caught further north. There is a huge hotspot of infrastructure in Milford Haven, which is undersold and under-utilised. From the perspective of strength, there is huge untapped potential in the foreign fleet. We aren't capitalising on these landings. There's a bad feeling regarding the foreign fleet - the local industry feels it is being undermined. There are two good processors and two merchants in Pembrokeshire. I know of one guy in the North Wales who buys from Pembrokeshire and has preference for crab from this area. There's a diverse range of processors in terms of scale and purchasing power and one of the merchants takes prawn. It looks like the processing and merchant trade is more vibrant than in the north. Transport is an issue beyond Milford haven - Solva and the west coast is difficult to access.

Appendix Five

Findings from the Focus Groups

Focus Group 1 – North

Background

The details for this group session are:

At: Fishguard Town Hall
Day & Date: Thursday, 30th. July 2015
Time: 6.30 pm.

Eight (8) individuals registered for the session, however, two (2) contacted us to say they were unable to attend (because of pressure of work and an accident to a family member, respectively).

Respondent characteristics

The group comprised three (3) respondents from the fishing/private sector and three (3) from the third/voluntary sector.

The findings from the group session are reported by topic, in the order they were presented to the respondents:

How would you describe the fishing industry in Pembrokeshire?

There was quickly established the feeling amongst the group that, specifically in Northern Pembrokeshire, the industry was a:

> 'hidden sub-community with a sub-culture.'

Another respondent suggested that the industry was:

> 'disconnected from the local community'

And as a consumer, locally sourced fish is:

> 'not as readily available as it should be.'

Another respondent agreed with this point, stating that:

> 'the vast majority of locally sourced fish, as much as '90% of it, probably goes abroad.'

There was agreement, particularly amongst the private sector respondents, that it is:

> 'harder now than it ever used to be [to make a living from fishing].'

and that the industry is in danger of:

> ‘collapsing under bureaucracy.’

One respondent stated that the price for landed fish that fishermen get is:

> ‘less now than it as 20 years ago. The price we get for shellfish is the same as it was 30-40 years ago, and the cost of fishing is now 10 times more then it was then.’

It was the opinion of one respondent that the British fishing industry as a whole has been:

> ‘abandoned by the EEC.’

Can we focus on the key sectors of the fishing industry in Pembrokeshire. What do you see as their major <u>Strengths</u>?

The group was not particularly forthcoming with regard to their perceptions of the major strengths of the fishing industry in Pembrokeshire. However, one respondent commented:

> ‘we have a quality product [lobster and crab].’

This statement seemed to resonate with the group as a whole.

One respondent drew attention to the strength of the Lifeboat service in the area, and the support the industry receives from it.

Another respondent suggested that local hospitality businesses and restaurants source their fish from the local fishing community. However, there was some disagreement and contention as to whether such businesses actually get their fish locally, or whether they were being brought in from further afield.

And what do you see as their major <u>Weaknesses</u>?

We went on to ask the respondents what they perceived to be the major weaknesses of the fishing industry in Pembrokeshire.

Respondents from the private sector restated that:

> ‘90% of what I catch goes abroad, until this year, now 90% goes to Billingsgate.’
>
> ‘What I catch goes to Spain.’

Another respondent developed the idea of ‘what is the fishing community?’ and described it as a:

‘disparate group of individuals.’

As a result, it is difficult to get the fishing industry as a whole to work co-operatively, and as a unified whole. This was agreed by the group with the additional comment:

‘there isn’t a significant support network.’

One member of the group stated that the industry has been:

‘Predominantly a shellfish fleet, as we haven’t had the infrastructure over the last few years for white fish.’

This respondent went on to comment:

‘devolution and related legislation has hindered quotas’.

One respondent (from the voluntary/third sector) asked about scallop, and another (from the private sector) stated that Welsh scallop fishermen have been forced further afield, e.g. Plymouth and Scarborough, and are being:

‘forced to live like tramps on their boats.’

This was related back to the issue of infrastructure, over the last few decades. One of the major issues, relating to this is:

‘there is nowhere safe to keep a boat on the Welsh coast.’

What would you say are the major <u>Opportunities</u> for the Fishing industry in Pembrokeshire?

There was agreement that there was:

‘unmet demand from a sizeable number of restaurants in the local area and this may be an issue with [poor] marketing, particularly in linking to the tourist trade during the summer months.’

There was consensus that there was a need for an increase in facilities to meet the potential of this demand - for instance, storage (e.g. Porthgain) and chilling of catches. Although, it was stressed the importance of a need for a:

‘reliable local demand.’

There emerged a consensus that:

‘there is a growing demand for locally sourced product’,

One respondent, from the third/voluntary sector asked:

‘Do we need middle men to supply this to consumers and businesses,

> or do we need to allow the fishermen to concentrate on supplying the best product?'

The fishermen present agreed that allowing the fisherman to work directly allows him/her to:

> 'get the best price for their product.'

An opportunity already being seized by many fishermen in the area

One of the fishermen went on to say:

> 'Fishermen are downsizing and becoming more cost efficient. We use less gear than we used to, and we get the best possible price for our product.'

One respondent raised the issue of the potential for 'angling tourism' and the potential for 'beach angling.'

Another respondent commented:

> 'local people lack knowledge of fish in terms of preparation and potential cooking methods, beyond what you can find in supermarkets.

This was supported by most of the group.

There was a strong sentiment that there is potential for a great increase in knowledge and profile of fishing in the local communities, but is reliant on community projects, school projects and better marketing, etc.

It was felt that FLAG groups need to support these endeavours more readily. After discussing some of the threats, the group refocused on opportunities and discussed the:

> 'growing interest in food, generally'

> 'a growing awareness and concern about food waste.'

These points were generally agreed upon.

What would you say are the major <u>Threats</u> for the Fishing industry in Pembrokeshire?

One respondent immediately drew attention to EU Law and conservation legislation, and that:

> 'every time a new law has come in, we have lost a fishery.'

Permits, legislation and quotas have had a detrimental impact on the sector e.g. the scallop sector.

One member of the group enquired as to whether climate change and 'the warming of the oceans' has had any impact locally?

One of the fishermen responded:

> 'We are seeing different species around our cost now compared to 10 years ago. But the real issue is if we don't have a quota for the species we can't sell it.'

There was the opinion that climate change was linked to the issue of legislation, for instance, the closure of local scallop beds to allow stocks to recover.

One of the fishermen commented that scallop are dieing in these beds because their numbers now outstrip their food supply – this was seen as a travesty.

There was an argument put forward that:

> 'conservation has become too strong.'

However, the group were broadly equally divided on this issue.
Attention was drawn to the issue of 'sustainable catches', and how realistic targets were. The conclusion was, that there needs to be:

> 'a balance between sustainability and productivity.'

The view from the private sector was that:

> 'conservation is a hard word to take when we have the greatest surplus of stocks in forty years.'

One respondent brought up the importance of what it must cost to run a boat versus the profitability of the catches. The whole group saw this issue as an important threat.

In addition, the political weaknesses of fishing communities was highlighted:

'the fishing community is now so small, it doesn't count for votes very much.'

This was another sentiment that drew widespread agreement.

Parallels were drawn with dairy farmers, and the troubles they are enduring, many are going bust and fisheries could go the same way.

Another respondent drew concerns about the:

> 'decline of migratory fish in the Cleddau and Nevern rivers.'

What do you see as the main effect of public and other funding on the fishing industry in Pembrokeshire?

One respondent, from the private sector, started this topic by saying:

> ‘up until 2015, and the FLAG funding, the funding has had no effect Only through the FLAG initiatives, when small amounts of money go to individual fishermen, has there been any benefit and it’s made a big difference.’

Another respondent mentioned how much of a help support for ice machines had been, creating slush ice to help preserve the catch more effectively, and that the presence of ice machines:

> ‘help land far superior quality catches.’

Attention then turned to the difficulties in the application process, and the bureaucracy surrounding it, particularly in relation to public funding. One respondent mentioned the frustrations of the length and difficulty of the process, and mentioned how much easier it was to apply to funding from Tesco Community funding.

Another supported this point:

> ‘I’ve been on both ends of grants, both applying and giving them, and that process [EFF] just stank, appalling.’

This sentiment was echoed in relation to an EFF initiative for fishing boats in Wales, to aid in modernising an outdated fleet. It was stated that:

> ‘of 400 eligible boats, there were 300 expressions of interest and at the end of it there were 5 boats approved.’

The group conclusion was that the solution to the problem of bureaucracy is to:

> ‘make it simpler, and make it nearer the delivery point.’

The sentiment was expressed that:

> ‘I’m not going to get anywhere anyway so what’s the point of applying.’

There was a strong suggestion that the process for allocation of public funding is not as straightforward as it should be.

There was an opinion that there needs to be cooperation within sectors, and Pembrokeshire groups need to be more united in their aims. It was generally agreed that this would be advantageous, going forward.

What do you see as the successful projects or other support, which has been implemented over the last five-year period in support of the industry?

One respondent started this topic by referring to the very recent plan to install fenders (buffers or guard rails for the boats) in Fishguard harbour.

Another mentioned the plan for a market stall in Fishguard quay for local fishermen to sell produce, potentially a tourist attraction. This was, however, met with a certain degree of scepticism from a couple of members of the group, as to whether it will come to fruition.

There were good things said about NRW, in that the application process was 'rigorous', but at the end you got assigned a development officer, tailored to your needs. It was asserted that the process:

> 'makes you feel fairly confident, spending all that time on it.'

What do you see as issues within the industry, which could have or should have been supported?

One of the central issues was again linked to the allocation of funding to the wrong places:

> 'The money goes to big projects, and this doesn't help. Small amounts of money to specific fishermen makes a big difference.'

Government organisations need to have a community centred focus, smaller and local in scale, to avoid funding getting lost in larger organisations.

A big issue was seen as the lack of infrastructure within Pembrokeshire, particularly from the private sector respondents in attendance:

'You look around Wales, there's nothing. We don't even have safe harbours.'

'Most of us carry fuel in drums by dinghies, as there's nowhere to refuel.'

'We have no facilities in Pembrokeshire at all.'
The group saw this as particularly relevant to the sector in North of Pembrokeshire.

There was agreement that this was an unsatisfactory state of affairs and questions were raised regarding responsibility for this, e.g. the local Council.

It was agreed that a renovation of infrastructure would require 'a major grant.' And that it would require a degree of collaboration between organisations like the FLAG, the Councils, and other groups to succeed.

There was a desire for a greater:

> 'Integration of the occupation of fishing, with the local community.'

What would you like to see developed to support fishing communities within Pembrokeshire going forward to 2020?

We obtained a wide range of responses to this topic:

> 'For Welsh fishermen to benefit from some of the funding coming through, instead of everything going to the docks, and the flagship towns, and to other ports besides Milford.'
>
> 'A small grant scheme for community initiatives that is quick and simple and easy to apply.'
>
> 'A greater integration of effort and, therefore, support to build fishing and fishermen, into the local communities.'
>
> 'You need to address the weakness of fragmentation amongst the fishermen themselves. There isn't a "hero organisation", that would front them up, and deliver on local issues, and address the big projects.'
>
> 'A greater focus of EMFF funding to improve migratory fish habitats.'
>
> 'Guidance and Support, centrally, at Welsh Government level for the fisheries to have some autonomy.'
>
> 'For Welsh Assembly to tackle some of the European bureaucracy we face, I guess their hands are tied behind their back, but they should at least be trying.'
>
> 'A marketing campaign for Welsh Seafood; for instance Maine Lobster is a world renowned brand and our lobster is of the same quality but is not recognised as such'.

What do you think are the most important lessons that have been learnt over the last five years within the Pembrokeshire fishing sector?

There was strong sentiment that bureaucracy is currently excessive and prohibitive:

> 'Support is not getting through to where it is needed, because of the difficulties in application process.'
>
> 'Pembrokeshire's fishing industry, and extensions of it (tourism etc.) is too fragmented to make its voice heard, and stand up for itself effectively. [The example was given of the sector in North Wales, as a contrast.]

The issue of fishermen as a ‘removed subculture’ means there is a deal of misinformation and ignorance between fishing and conservation groups. There is the perception from conservation groups that ‘all fish is under threat.’ Respondents from the third sector made the point that they:

> ‘didn’t know any better. Only when you find out, from the fishermen themselves’

Another responded to this point by saying:

> ‘Fishermen as a group of individuals don’t have a political voice to match even one Green group once again underlining the need for greater unity within the sector.’

Finally, for this topic:

> ‘There needs to be more groups like West Wales Shellfish Association which includes 80% of the boats in Pembrokeshire. The largest fishing association in Wales.’

Are there any other comments you would like to make?

The respondents felt that we had covered all of the major themes they wanted to raise, and only two responses were given to this topic:

> ‘It is important to reflect the presence of fishing in the local communities, to add to local community websites, etc’
>
> ‘FLAGs need more knowledge of what the fishing industry actually consists of. We need a clearer understanding of what we actually catch.’

Focus Group 2 – South

Background

The details for this group session are:

At:	Cedar Court, Training Room Suite 15, Milford Haven
Day & Date:	Tuesday, 11th. August 2015
Time:	6.30 pm.

Nine (9) individuals registered for the session, however, two (2) contacted us to say they were unable to attend (both because of pressure of work).

Respondent characteristics

The group comprised four (4) respondents from the fishing/private sector and three (3) from the third/voluntary sector.

The findings from the group session are reported by topic, in the order they were presented to the respondents:

How would you describe the fishing industry in Pembrokeshire?

The general feeling was of an industry ‘at a break even point.’ And that it needs ‘a kickstart to get it going again.’

> ‘The fishermen want a fair price for their fish, and they’re not getting it.’

It was expressed that freshwater fishing was suffering in a similar way, and that ‘the river industry has taken a nosedive.’ A lot of clubs are closing.’

This was echoed in the opinion:

> ‘in the last ten years I’ve been fishing, There’s not been any improvement.’

There was also a feeling that it could even have ‘gone backwards’ and there was ‘a lack of competition from buyers’ meaning that ‘prices are dictated to fishermen.’

> ‘The number of fishermen has gone down. Returns for fishermen have gone down. Bureaucracy, paperwork has increased in the last ten years’.

Moreover, this economic decline has had a knock on effect in the decline of the intake of youngsters:

> ‘The money’s not there, it’s not attractive as an industry to enter.’

There was a strong criticism of ‘the lack of policing’ of the industry:

> ‘Everybody wants more policing, and doing it a fair way.’

> ‘The deterrent has gone. Anybody can thieve, and that’s the worst thing about it.’

The same situation is perceived to exist in the freshwater sector:

> ‘I couldn’t tell you the last time I saw a bailiff on the rivers.’

Generally, the feeling was that the ‘emphasis has gone away from fishing’ when it comes to legislation and policing.

Can we focus on the key sectors of the fishing industry in Pembrokeshire. What do you see as their major <u>Strengths</u>?

The immediate focus was on 'quality of the product' as well as 'the variety of species we can catch.' This was agreed upon, and highlighted as a major strength.

There was the opinion that:

> 'the Milford Haven port infrastructure offers a hub for the local fishing industry'

Although this was challenged as it was claimed only a very small proportion of fishermen are able to work out of the port.

Attention was drawn to the 'perception of Pembrokeshire fish, as from Pembrokeshire' - whether it is marketed as Pembrokeshire fish.

The new food processing units at the port were identified as a strength:

> 'Once we get those units let, and there is interest in them, they could be potential buyers.' Adding to the competition locally.

There was a focus on the fact 'There is a lot of knowledge and experience, in the people that are left in the industry.' This was agreed as being very important;

> and 'A lot of passion, as well.'

It was remarked that it was 'very hard to pick any positives at the moment.'

And what do you see as their major <u>Weaknesses</u>?

It was stated that most catches are exported:

> 'most of my landings go to France'
>
> 'I can get a higher price on the South Coast.'

This issue was linked to the paucity of buyers in Pembrokeshire, 'there's only two of them', which is detrimental to competition and lets prices slip.

This, in turn, was linked to the geographical position of Pembrokeshire:

> 'we are so far West, logistics is out of the question unless we collectively market our fish.'

There was concern over the lack of policing in the area:

'one fishing boat was doing a lot of damage, but there was no one to police him, as 90% of the workforce was on holidays. He'd already filled his quota, it's wrong. They're [Fisheries Monitoring & Enforcement] not really doing their jobs.'

There was agreement that 'they need more people on the ground' and there's got to be some sort of structure.

There was the feeling that:

'the top [Fisheries Monitoring & Enforcement] doesn't know what the bottom's doing.'

The issue of the 'fragmentation of the industry' was highlighted, 'not working together as a team.'

This was noted even from those outside the immediate fishing industry:

if you work more closely together as a group, your strength would be magnified many, many times.'

Equally important was the issue of poor infrastructure:

'lack of infrastructure or poor infrastructure is a problem throughout Pembrokeshire.'

'Infrastructure allows people to build businesses.'

There was also a call for the infrastructure to be developed all over the coast as:

' if you have all the infrastructure in one place, then the whole industry is in one place, ends up in overfishing.'

'There are maybe 12 places [on the Pembrokeshire coast] where boats can be located, you need infrastructure in all of them'

This was agreed upon:

'I'm in Narberth and we have nothing over our end, I have to travel. Saundersfoot, Tenby and Narbeth, all have to travel to Milford or Burry Port.'

The issue of third party involvement was raised:

'Third parties are structured so well, they end up taking over and they reap all the benefits.'

One respondent commented that to counter this there needs to be more unity in the fishing sector:

> 'the fishermen working, as a team together.'

Small businesses 'react to the mistakes of larger businesses'. Groups of fishermen are doing it 'small scale, catch less fish, and get a higher price.'

Attention was also brought to 'a lack of freshwater fish.'

The issue of quotas in Pembrokeshire also drew attention:

> 'For species with quotas, Wales has little or no quotas for most white fish, which forces the fishermen to concentrate on lobster, crab, whelk and bass.'

Linked to this was the issue of prices of these species, which have either not changed, or declined, over the past few decades, with the exception of bass, which has:

> 'held up, providing you can get it out of the county.'

Whelk is the species that has improved in price, as it 'goes to the Far East.'

> 'This has resulted in many boats moving to whelk, but this is not sustainable; returns are already suffering.'

There was a widespread feeling that the Welsh Government is disconnected from the reality of what's happening in the industry and community:

> 'They generate things around a table, but they've got no real conception of what they're doing on the ground, which affects so many people in so many ways.'

What would you say are the major Opportunities for the Fishing industry in Pembrokeshire?

A big opportunity was seen to be that local fishermen can:

> 'promote the sale of locally caught fish.'

This was seen as the only way to get a true return for a 'quality product'.

This point was linked to Pembrokeshire Fish Day/Week, which not universally seen as a success, but was definitely seen as a positive move and encouraged to be repeated in future years.

Indeed it was stated:

> 'there is an appetite within the port to do more of these'

suggesting that it will be supported in future.

Attention was drawn to the potential for tourism linked to fishing in the area, particularly in relation to inland fishing. However, some infrastructure development can be counterproductive:

> ‘Take Saundersfoot, the developments at the harbour has actually had a detrimental effect on tourism, loss of car parking spaces, etc.’

Enquiries as to whether there was tourism potential for fishing trips brought up the issue of permits and licenses that prevent the fulfilment of demand:

> ‘There is huge potential, and huge demand. You could charge whatever you wanted for those trips.’

It was argued that the reticence of the harbours to grant permits to allow these trips is due to places like Saundersfoot and Tenby being ‘private harbours.’

There was the general feeling that opportunities can hinge on where and how money and funding is spent, and that:

> ‘small amounts of money in the right places does a great amount of good.’
>
> ‘The problem with European Fisheries Fund is they chuck a massive amount of money in one place that does nothing for the fishing industry.’

It was agreed that smaller amounts of money evenly distributed around the entire Pembrokeshire coast would ‘transform the industry’:

> ‘For example, £42,000 for a tractor in Porthgain is nothing compared to what some harbours have received, and it’s going to completely transform the lives of five fishing boats and their families.’

There was a call for ‘joined up thinking’ from the industry, encouraging a balanced development of infrastructure and a better communication between, government, local authorities, groups and individual fishermen, to achieve the potential of funding.

What would you say are the major <u>Threats</u> for the Fishing industry in Pembrokeshire?

One respondent offered the opinion that large processing facilities set up in an area attract larger vessels and encourage over fishing:

> ‘They are a business, and are going to want a consistent supply of whatever they’re processing. They will lower standards through off peak seasons to keep the processing going, and that destroys the stocks, and subsequently the industry’

There was a general feeling that ‘short term gains do long term damage’.

A strongly felt threat was articulated as:

> ‘The inconsistency of the supply, as a result of the small size and vulnerability of the fleet, it gets in 180-190 days at sea, buyers and processors what that consistency of supply, and we can’t do it.’

There were other threats cited:

> ‘fishermen are greedy, and jump from processor to processor depending on who pays the best.’

> ‘Bigger boats can afford a smaller price per unit because of the size of the catch and this drives prices down.’

There was a desire to see more local processors, but not on a huge scale. More, smaller scaled, evenly spread throughout the county or west Wales area.

Attention was again drawn to the problem of quotas:

> ‘there is no avenue for anybody to change. They are stuck with what they’ve got.’ in relation to what can be caught and sold.

The example of bass fishermen was raised:

> ‘in a few weeks their catches will decrease by two thirds, maybe even three quarters [because of new quotas], they have no alternative species.’

There was a desire for a ‘community Quota programme’, where outside large scale investors are invited to invest in the development of the indigenous fleet, the fleet can then buy into ‘Fixed Quota Allocations.’

There was a general feeling that the growth of the fishing industry was not seen as a priority for Wales.

It was felt that SACs (Special Area of Conservation) are hurting fishermen as well. It gives government an unjust ability to shut down fisheries due to unreasonable conservational concerns:

> ‘They’re talking 85% of our coastline will be SACs’ and that it’s ‘already at 73%’

Concerns were expressed over the future for the industry:

> ‘There is no funding for training and it’s very hard.’

> ‘Should the funding for mandatory training come out of the fisherman’s pocket?

> ‘The issue is that they can’t use European funding to fund courses that are required by law.’

> ‘Any other body could help funding on this matter, however, e.g. local authorities, WAG etc.

What do you see as the main effect of public and other funding on the fishing industry in Pembrokeshire?

There was a strong feeling within the group that the ‘vast majority of the money has been wasted.’ An example was made of the PESCA funding for a market and clock on the dock, linked to the rest of the UK, as a specific illustration of where money was seen to have been wasted.

The port (Milford Haven) was put forward as a hub and a centre of infrastructure, and that they [the port authorities], ‘want to work with the fishermen as much as they can.’

What do you see as the successful projects or other support, which has been implemented over the last five year period in support of the industry?

The focus was drawn to the infrastructure improvements within the Milford Haven port, such as the storage units and the F-Shed, but these were not universally seen as a positive development.

Positive mention was made of smaller amounts of funding in specific areas, and how much that has helped/can help. Examples were Tractors, Insulated fish boxes (not a complete success) and ice machines.

There was a strong feeling that:

> ‘the FLAG money that actually got to fishermen helped.’

Small scale co-operative ventures between groups of fishermen have been seen to be successful.

It was felt that money that did come to the industry was the result of substantial effort:

> ‘All of the money that did come to the FLAG was hard won. We had to fight tooth and nail for it, all the way.’

It was felt that the initial FLAG has laid some ‘good foundations.’ And that ‘more benefits will come with future funding.’

What do you see as issues within the industry, which could have or should have been supported?

There is a serious issue with the level of the bureaucracy within the funding application process and there was a call to:

> ‘simplify the forms, and simplify what we’ve got to claim for - we’re fishermen!’

It was argued that the difficulty in applying for funding is costing the industry projects:

> ‘Resubmitting the forms three times, it’s difficult. I know people who have given up on these projects, because they can’t be bothered with the paperwork.’

Attention was also drawn to the level of funding and the disparity between what was promised and what was the reality:

> ‘The initial amount that was promised to the FLAG became less and less. Ended up with about a third or a quarter of the initial numbers. That was disappointing.’

Also an issue with the way the money was going to be paid out:

> ‘The idea was Pembrokeshire County Council paid out the money, and reclaimed it from WG and that was really attractive, because we didn’t have to deal with the claim process, which is just as complicated as the application process.’

The lack of an organised, focused and united approach was seen as a big issue:

> ‘The biggest problem with EFF has been Welsh Government. It all came to a halt for about 18 months. It stopped.’

The issue of a lack of enforcement was raised again:

> ‘Fisheries need more support, to get more people on the ground.’

There was a call for more support and manpower for those in enforcement:

> ‘Fisheries officers out there now are not concentrating solely on fisheries, like they were. They’ve been told that they should spend more time on dumping & fly tipping etc, because there is more publicity that goes back to show what those guys are doing than bothering with fishermen.’

Those respondents on boats mention how little they feel the presence of enforcement:

> ‘I’ve been boarded once in 8 years.’

What would you like to see developed to support fishing communities within Pembrokeshire going forward to 2020?

One respondent's comment received the full support of the group:

> 'We need more money, and we need to make it more fishermen friendly.'

Community led projects are seen as a priority going forward, although it was mostly accepted that the FLAG, to this point has, 'met the basic needs of fishermen, and going forward more community led projects can come from that.'

It was again expressed that the industry and the area needs:

> 'widespread infrastructure development'

There was the opinion that there has been an increasing call from fishermen to:

> 'Take advantage of new electronics and technology, e.g. GPS tracking, Radar and Broadband radar, and its safety benefits, It's waterproof, cheap and effective, so they don't get lost.'

The simplification of application procedures would be a great help to fishermen and getting projects up and running.

The focus was definitely seen to be in terms of the smaller scale projects:

> 'More money needs to go to the small processors.'

Smaller groups seem to be more successful, because there:

> 'is no fragmentation within the group, all the fishermen get on well. They found a marketplace and found a niche in the marketplace, and they've taken that forward. That needs happen in lots of different places.'

The idea of a 'co-operative for fishermen' (along the lines of the Puffin Produce model) was aired:

> 'run by the fishermen, for the fishermen, with no third party involved.'

There was also the suggestion that such an idea would actually require 'a specialist person to put that project into action' and that doing this, would 'allow the fishermen to get on with fishing.'

However it would work, it was agreed that it is vital the individual fishermen 'pull together voluntarily.'

There is seen to be a vital ‘demand for guaranteed buyers.’

Important issues about the nature of fishing, in comparison to other industries were made, chiefly:

> ‘Fishing is a free for all - it encourages competition and rivalry. There is no allocated land, like for farming. Nobody owns the ground, and the animosity starts from there.’

It was also argued that Fishermen are reluctant to change and interact:

> ‘They don’t like leaving processors because if they leave they don’t know if they’ll be taken back.’
>
> ‘They don’t like sitting around a table and discussing business.’
>
> ‘A lot of fishermen don’t see the bigger picture, and the potential for growth.’
>
> ‘The nature of fishing means it’s [revenue] not guaranteed.’

What do you think are the most important lessons that have been learnt over the last five years within the Pembrokeshire fishing sector?

There was a unanimous feeling that the bureaucracy is excessive, and the ‘money is going in the wrong places.’ A ‘mismanagement of funds.’

There was a strong feeling that there is a fragmentation of thinking and that:

> ‘Welsh Government needs to engage with the industry far more, and far earlier. They could then set boundaries for where the money went.’

There was a feeling that there is ‘a desperation to spend funding.’ Which leads to money going to the wrong places.

It was felt there is a need to educate those eligible for grants, so they know what they are able to do, and how to do it.

The idea was put forward of the example of Cornwall and the Scilly Isles FLAG, who have a facilitator, and helps get projects up and going:

> ‘They were so switched on and organised down there. We were poorly organised [during EFF]. It was unbelievable. ’

The inactivity of the WAG again came under criticism.

There was the opinion that there is a need to tailor legislation and funding to the specific needs of the area:

‘We don’t have the quota, so we don’t have the wet fish industry, so we don’t need as much money spent on discards for foreign boats. I don’t think we should be funding discards for Belgian boats, I don’t think any of our money should be spent on that. If they want it, they should pay for it.’

This argument was countered with the opinion that ‘it is European Maritime Fisheries Fund, and Belgium is in Europe, and the discard policy has not yet been finalised.’

Also ‘If they land their discards here, the port becomes a hub for discards, and that creates jobs. It’s not all bad.’

There was the opinion that ‘Belgium should spend their own European money.’

It was agreed, regardless, that ‘in-shore fishermen need to have priority.’ As any European vessels that may benefit from funding are not obliged to continue to operate out of local ports.

Are there any other comments you would like to make?

Initial responses focused on FLAG:

‘FLAG has done some good work, the foundations have been laid.’

‘FLAG has had a ‘steep learning curve.’

There was the conclusion that FLAG:

‘has established a foundation. They need to capitalise on what they’ve done.’

The question was raised when the money (EMFF) is actually coming?

‘People and organisations are counting on that money coming through. They need to know.’
‘The Welsh Government doesn’t appreciate the impact they are having on lives and jobs. People have lost confidence in WG.’

There is also a need to explore other avenues of funding e.g. NRW. Not just EMFF.

Appendix Six

Kendall's Coefficient of Concordance

Background

Kendall's Coefficient of Concordance is a non parametric test. By this we mean that the test is valid without the need to meet the normal requirements of parametric statistics. This test is ideal for use in support of focus groups, which as a qualitative research method, by definition; do not meet the above requirements of parametric statistics.

The test can be used for assessing agreement among raters or judges. The W value (i.e. Kendall's Coefficient of Concordance) measures the level of concordance in the judges and ranges from 0 (no agreement) to 1 (complete agreement)

High levels of concordance indicate that the samples may be representative of the populations from which they are drawn.

Method

At appropriate stages during the focus group sessions, we presented the members of the focus groups with two self completion ranking forms. The first form asked the respondents to rank five (5) cited OPPORTUNITIES for the fishing industry in Pembrokeshire in terms of how important you think they are. In addition, the respondents were allowed to add two (2) further opportunities. The second form followed the same format, however focused on THREATS.

Results

The following Table sets out the calculated W values for each group and each Self Completion (SC) exercise:

Focus Groups - Kendall's W values

	North	South
SC 1	0.1695	0.1143
SC 2	0.1199	0.2578

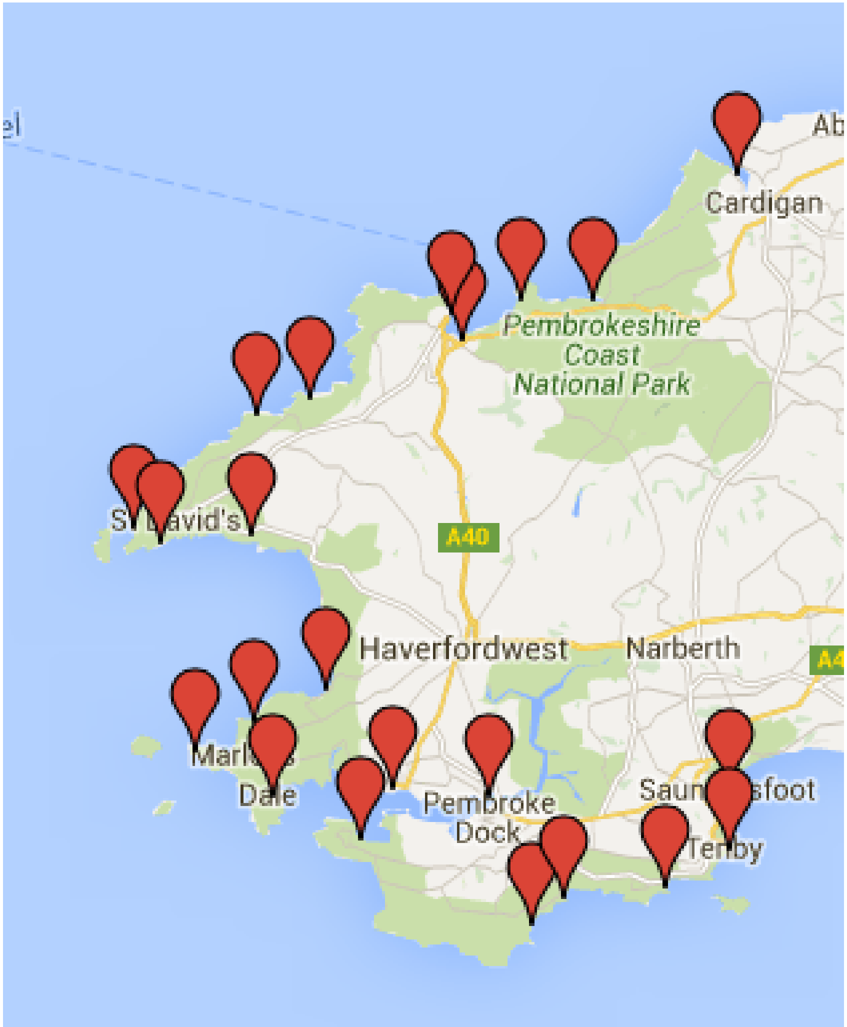
The results suggest very little concordance amongst the respondents from both groups. This is very likely to be a function of the diverse nature of the composition of the groups (i.e. private and third/voluntary sector).

Appendix Seven

Known landing sites within Pembrokeshire

To access the interactive map please click on the link below:

https://www.google.com/maps/d/edit?mid=z2O7TuldbchQ.k5RowhDjzeOY



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Study of Pembrokeshire's Fishing Industry and Communities

Supplementary Mapping of Landing Data