



CLEDDAU TO COAST (C2C) FISHERIES LOCAL ACTION GROUP (FLAG)

INFORMATION AND GUIDANCE NOTE

Fisheries Local Action Groups (FLAGs) are bodies which undertake Community-Led Local Development (CLLD) activities via the European Maritime and Fisheries Fund (EMFF) 2014-2020.

The FLAG's objective is to undertake community-led activities, with the aim of improving the economic and environmental sustainability of Pembrokeshire's fishing industry. FLAG is keen to meet people associated with any element of a fishing community, in order to generate ideas and projects which FLAG could consider supporting and investing in.

Overall Aim of the FLAG.

The C2C FLAG operating area lies within the County of Pembrokeshire. The FLAG would like to improve relationships between different fisheries-related sectors, by encouraging them to take part in collaborative projects. The overall aim of the FLAG is:

"To assist the fishing industry in Pembrokeshire to improve its economic and environmental sustainability through adding value, diversification and collaborative working, and to ensure the voice and welfare of fishing communities are understood and promoted".

FLAG Objectives:

The FLAG objectives provide guidance on the type of projects/activities which FLAG funds can be used to support:

- 1. To add value to fishery and aquaculture products** -To increase the value of Pembrokeshire's fishery products, so that they achieve a higher market price.
- 2. To reduce the cost of production of fishery and aquaculture products** -To reduce operating costs for Pembrokeshire's fishing industry, in order to help increase business profitability and income. Also, to reduce the environmental costs associated with fishing and/or fish processing activities.
- 3. To diversify the income of fishing communities** - To improve the economic sustainability of businesses and raise individuals' incomes by helping them to vary their sources of income - either within, or outside, the fishing industry.
- 4. To benefit target species** - To recognise that the future of the fishing industry depends on healthy stocks of target species. Environmental issues can therefore be addressed through this objective.
- 5. To raise the profile of fishing in Pembrokeshire** - To encourage the consumption of locally-caught seafood, and thus increase demand and marketability. To highlight fishing as a potential career (due to an

ageing workforce). Also, to help ensure that the voice of fishing communities is heard in local and economic development (particularly in fisheries and maritime activities).

Note: There is no specific objective to promote skills development; education and skills could be included in any specific objective.

FLAG funding eligibility – what can FLAG invest in?

FLAG funding is **not** run as a grant scheme (i.e. individuals cannot apply for grants/funding for their specific needs). Instead, Pembrokeshire County Council will deliver projects (or activities) on behalf of FLAG; and where necessary, invite individuals/organisations to tender for specific projects. Projects should benefit communities and/or groups, rather than individuals. Information on what is eligible for FLAG funding, and how such funds can be used, are as follows:

- Projects must link to **one or more** of the FLAG's specific objectives.
- Projects should contain **innovative feature(s)**.
- FLAG **cannot fund** large pieces of equipment – e.g. single items costing more >£10,000, items with a useful life of more than 1 year, or items which incur an annual depreciation charge.
- There is **no strict maximum monetary value** for a FLAG-funded project – however, projects costing >£25,000 will be given careful consideration.
- Projects can be up to **100%** funded by FLAG.
- FLAG funds may be used as match funding for other **non-EU funded** projects.
- FLAG funds can be used to support numerous aspects of fishing communities - funding is **not restricted** to fishers and fisheries.
- FLAG projects must be **approved for funding** by FLAG board members.

Note: FLAG is interested in hearing about any potential fisheries-related projects (regardless of whether or not they fit FLAG criteria), as there may be alternative funding opportunities available.

For more information, please contact the C2C FLAG team:

Email: FLAG@pembrokeshire.gov.uk Tel: 01437 775790

Facebook: <https://www.facebook.com/FLAGPembrokeshire/>

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