Community Economic Development Plan

Eastbourne Under 10 Fisherman's CIC

May 2017

Submitted version – 27/05/2017

1. CED Summary

This CED plan sets a path for the future survival of Eastbourne’s fishermen, making them visible in local plans, connecting them to their local economy and maximising the benefits they bring to local residents and businesses. The plan underpins our successful grant application to the European Union grant funding (from the European Maritime and Fisheries Fund – EMFF) and supporting match funding loans from East Sussex County Council (ESI4) to enable the construction of infrastructure for fish processing, ice production, direct sales, as well as a community-focussed heritage / visitor centre. Our CED plan will ensure that the outcomes and added value from the infrastructure development is as locally connected as possible and that the benefits are retained locally, empowering the fishing community to become the beating heart of Sovereign Harbour.

2. Background and context

Eastbourne is a large seaside town in East Sussex, on the south coast of England with a population of 101,547, deriving a large and increasing income from tourism and its natural assets.

Human health and social activities is the largest employment sector in Eastbourne at 24% followed by wholesale and retail trade; repair of motor vehicles and motorcycles at 21.2%. Larger (medium and large) employers include: Gardners Books; Teva UK; Alfa Laval; Brewers; Eastbourne Borough Council and Eastbourne Homes Ltd; Sussex Police; Stagecoach; Royal Mail; Hotchkiss; Edwards; East Sussex

Healthcare NHS Trust; University of Brighton; Sussex Downs College; Eastbourne College and St Andrews Prep.

The unemployment rate in Eastbourne (6.1%) is higher than in East Sussex (4.1%), the South East (4.3%) and nationally (5.3%).

A higher percentage than average of the population are of pensionable age (22.7% aged over 65 years vs a national average of 16.4%) and Eastbourne has a higher than national average proportion of people have a long-term health problem or disability[i].

Housing is a key issue for Eastbourne and the South East Plan requires the construction of 4,800 dwellings between 2006-2026, despite the limited supply of developable land given the urban area's location (bordered by the South Downs National Park, the sea, and land subject to flood risk).

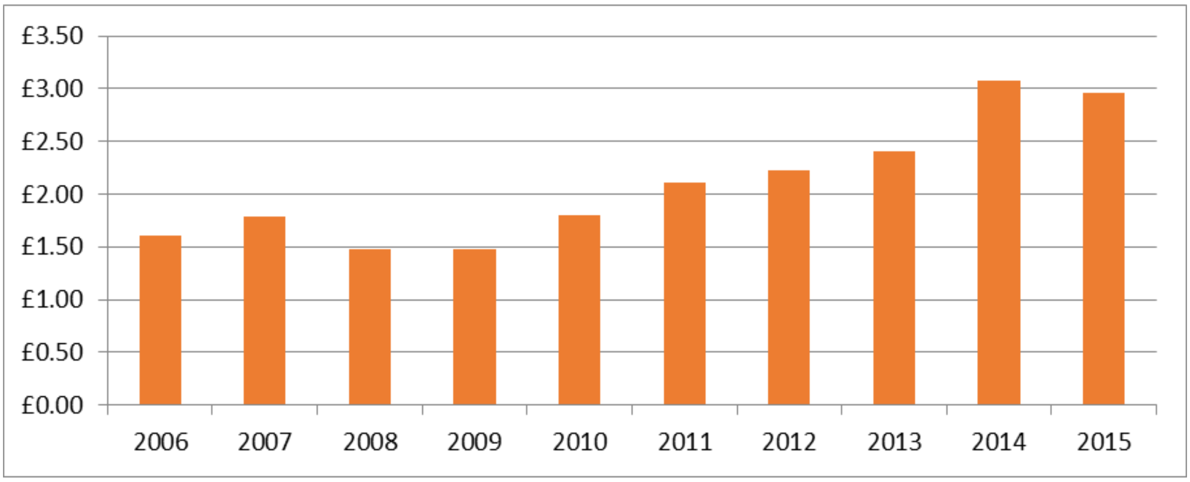
Tourist spending in Eastbourne reached £287 million in the local economy in 2015 and over 8,000 jobs now supported by tourism, although a more diverse range of tourists could be attracted.[ii]

The fishing community has a long history and currently consists of 30 family owned fishing vessels operating out of Sovereign Harbour. Currently the vessels provide employment for 72 fishermen, (which, using industry multipliers equates to around 200 direct and indirect local jobs linked to the fishery). Around 90% of these vessels are 'small scale' fishing boats (under 10m in length). Nearly all the boats use mainly static fishing gear (fixed nets and pots etc as opposed to mobile gear such as trawlers). This method of fishing is classified as 'low impact' fishing with low environmental damage and has created a successful and stable local industry, an industry which however remains relatively invisible to local planning decisions and future development goals.

The Eastbourne static-gear fishing fleet land ~£2m of fish / shellfish annually (**see Figure 1 below & Annex 1 for more details**). The fish and shell-fish landed by the Eastbourne fishing fleet is usually caught, landed and sold on the same day, which is known as a 'day boat' fishery. Much of the catch is sold locally, but it is essential to note that due to the high quality and demand abroad (from Spain to South Korea) a large proportion of the landings are exported.

One of Eastbourne's thirty under 10m static gear vessels

Figure 1: Eastbourne Fisheries - Landings Value (£ million) 2006 -2015



History of the fishery

In the 1880's Sussex fishermen were said to be of 'strong and resolute stock', a mixture of Spanish, Norman French and Saxon origins. The 'Willickers', as Eastbourne fishermen were known, would seasonally fish the herring, sprat and mackerel when they came round in their migrations from the North.

Along with the fishing fleets of Hastings and Brighton, the Eastbourne fishermen would follow the mackerel down the English Channel to Devon and Cornwall and, often as far as the waters off Southern Ireland, being away for months during the season. Other fishing expeditions would take the Eastbourne luggers to northern waters off of the east coast as far away as Scarborough.
This close-knit fishing community possessed skills and knowledge in the ways of the sea, acquired over many generations.

Fishermen tending crab pots and bagging up whelks (a key component of the shellfish fishery)

3. The vision

In 2013, local fishermen formed a [Fisherman's Community Interest Company (CIC)]) in order to be able to purchase and work from the land by the Waterfront in

Sovereign Harbour. The ambition of the project is to be able to develop this land and create a Fishermen's Quay, consisting of traditional net huts, wet fish sales, offices, workshops and a heritage / visitor centre.

The proposed facilities would consist of 3 main buildings which would serve the entire fleet and engage the local community with the heritage of the fleet and local provenance of seafood. The infrastructure will help capture more revenue locally and sustain local jobs in fishing, rather than being squeezed out by new housing developments in the marina. To overcome the reliance on 3rd parties for processing and distribution, this project will add value through shorter supply chains and enable growth in revenues and productivity, while protecting and creating local jobs.

The local authorities and regulators are involved within the wider plans for the area (see section below on EMFF and ESI4) and will provide expertise and support.

Architectural drawings of the proposed Fishermen's Quay

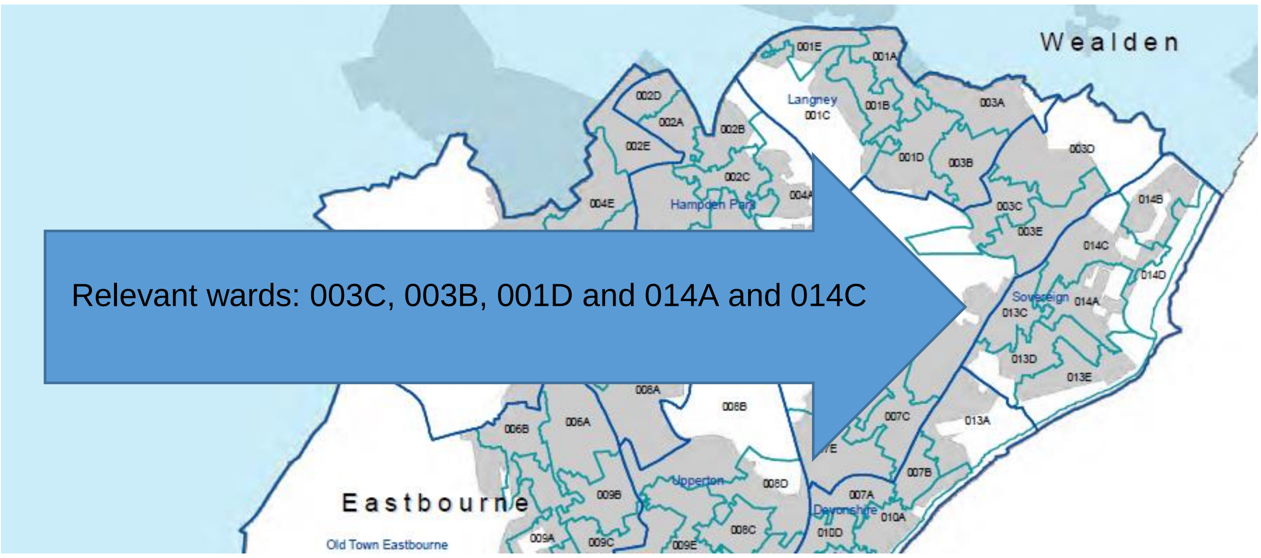
Bridging between communities

Many of the fishermen do not live in the harbour area, but in adjacent communities identified: Langney and Sovereign wards (003C, 003B, 001D and 014A 014C). Despite their almost equal population size, the demographics of Sovereign and Langney wards are very different and the inequality in terms of children in poverty, unemployment rates and levels of qualification are notable [***see section on demographics below and Annex 7 for details***].

Langney grew rapidly after the Second World War and is now predominantly residential with a population of 7,700. There are a large number of social rented housing as well as some deprivation issues, and inequality in terms of housing and income. There are limited local employment opportunities or health facilities in the area.

Sovereign Harbour, with a population of 7,600 has experienced intense development in the past decade. The harbour includes 3,570 mainly rented dwellings and berths for 1,300 vessels. There are a high number of people from 30-65 and a significant number of households are couples without children. Sovereign Harbour does not have any major employment sites, but benefits from a range of services and facilities including an ASDA superstore, retail-park, multi-screen cinema, restaurants, bars, cafes and a yacht club. There is a recognised deficiency in terms of community facilities (a community centre, open spaces / children's play areas). Access to public transport and connections to other areas is also limited and there is a lack of employment opportunities for the local community.[iii]

Eastbourne lower output super areas



The local residents association in sovereign harbour and Eastbourne Borough Council are supportive members of the CED group, the wider proposals and the actions going forwards to turn this vision into reality. The proposed project will allow for the creation of a facility that will enable the fishing fleet to become a fleet fit for the future, embedded in a thriving local economy, spreading benefits to more deprived wards.

Infrastructure for processing and capturing fisheries benefits locally

Phase 1 (for which the CIC have successfully applied for EMFF grant support – see **Annex 2**) is a building housing the chiller equipment, cold room and fish processing facility. The chiller facility would allow for the provision of large scale ice production, which in conjunction with an onsite processing facility would enable the fleet to land and process fish that was even fresher and more marketable, retaining its quality for longer and commanding a higher price throughout the value chain (which would also make the fleet overall more profitable).

The second building (**phase 2**) would house the main administrative offices as well as large storage areas on the ground floor. The storage areas, which would include both fishing and landing equipment would enable the fleet to safely store fishing gear and also allow the maintenance of gear and equipment in a more controlled environment.

The final building (**phase 3** - subject to financing through increases in profits to the CIC via the first phases – and hopefully via Heritage Lottery Fund - HLF) will form the basis of a heritage or visitor centre and would allow the fleet to actively engage with the local community, visitors and tourists. It will also contain a fishermen's club. The building will link directly to the storage and processing facility and will be fundamental in hosting community groups (e.g. schools and local interest groups) and members of the public in order to disseminate information regarding fisheries, heritage, local marine life and protected areas and would recognise the Eastbourne fishermen as a sustainable and responsible fleet at the heart of Sovereign Harbour.

Planning permission has been granted for all three phases of development.

Architectural drawings of the proposed Fishermen's Quay (2)

4. Expected outcomes of Building the Fishermen's Wharf

The **overall outcomes will be achieved by two main overarching activities: the first is the development of a multi-use facility** over three phases which turns the fishermen into the beating heart of the harbour, connecting residents and consumers to their heritage as well as fresh, high quality seafood and thereby improving their collective wellbeing. **The second is connecting fishermen to local markets** via the CED process and activities (**described in detail in section 9 'CED outcomes'**).

Building the processing infrastructure will provide a number of benefits over the medium and long term and the main outcomes are presented below:

OUTCOMES

- Help maintain existing jobs in the fishery and create new jobs in processing and running the facility– measureable outcomes include jobs protected and new jobs created.
- Lead to a more resilient, diverse and distinctive, locally connected fishing fleet in a better position to survive and thrive.
- Offer an opportunity for adding value to the products through processing, capturing value locally, and by connecting the community with the local fishing fleet – enabling local fishers to become price makers rather than price takers.
- Measurable outcomes include: net profits, numbers of retail customer who live locally, average retail price per species.
- Increased training opportunities, volunteering opportunities and wider educational opportunities for young people.
- Increased number of young entrants to the fishing industry as well as more local jobs for women.
- local community and school children become aware of the fishery and the heritage
- Measureable outputs include number of training events, young people trained etc.
- Help create new opportunities involved in processing, running the facility and also in wider engagement opportunities with the wider community and local businesses – outcomes include number of direct and indirect jobs supported and created.
- Reduce waste (via cold storage) and enable a structured approach to the recycling of used fishing gear.

The **overall target** is to maintain 72 existing jobs in the fishery and create 4 new jobs in processing and running the facility. Safeguarding existing jobs locally is essential for the survival of the fleet and fishing heritage as well as economic contribution averaging ~£2,000,000 per year. In addition to safeguarding these jobs, new opportunities exist within the processing, running the facility and wider engagement opportunities to create jobs and involve the wider community, local residents and local business.

Currently a significant proportion of the local fishermen's partners play a role in the running of the fishing business, accounting etc and the aspiration for the project is to increase employment opportunities for women and aid the recruitment of younger people into the industry.

All of these ambitions require a coordinated, grassroots and locally lead plan, activities and support and go far beyond the capacity and ability of local fishermen. This is why to turn to wider community aspirations into reality, we need a CED plan.

Project coordination – Fishermen’s Quay

A steering group has been set up to facilitate and coordinate the project. The stakeholder steering group comprises the following organisations [and their reason for inclusion] and has met on five occasions since early 2016:

- Eastbourne under 10 Fisherman's CIC [key stakeholders / beneficiaries]
- Eastbourne Borough Council [local planning, strategy and authority]
- Sussex Inshore Fisheries and Conservation Authority [Research, education and regulation]
- Locate East Sussex [match funding opportunities / ESI4]
- East Sussex County Council [strategy and integration into county wide plans, grant support]
- University of Brighton [research and academic contacts]
- Pevensey Coastal Defence Ltd [funding provision via ex-gratia payments]
- New Economics Foundation [support with grant writing, CED and wider organisation]

Via CED process:

- Community Regen [technical support, CED workshop planning and delivery / write up, CED strategy].
- New Economics Foundation, [technical support; grant support; advice on business plan]

5. Why we need a CED plan for Sovereign Harbour

Community Economic Development principles and Regional Economic Development

Beyond simply generating economic growth, a well-functioning economy must deliver human wellbeing, without damaging the planet or driving inequality. A local economic strategy needs to be well-designed and make best use of available resources (including local people, infrastructure, the environment, local culture and heritage) a bottom-up community plan of action is needed. To direct communal efforts towards positive outcomes, a triple bottom line (covering social, economic and environmental) of benefits to the residents of Sovereign Harbour and local wards must be accounted for.

Community Economic Development (CED) aims to drive this form of bottom-up development of an area or locality, and to co-create an economic strategy that delivers what local people need and want. The Eastbourne Fisherman's CED plan includes local producers, businesses, residents, regulators, community groups and public sector staff, who do and will, all play a role in shaping and contributing towards our plan (and ultimately benefit in terms of positive outcomes as a result of a successful CED plan put into action).

We need CED as previous development strategies have not delivered the changes needed for the local fishing fleet and the community it supports. Fishermen need to be better able to plan for the future and contribute to the area they live and work in. A well-connected local economy can deliver positive outcomes on many levels, and fill the gaps where previous development strategies have failed to be inclusive, connected or locally supported.

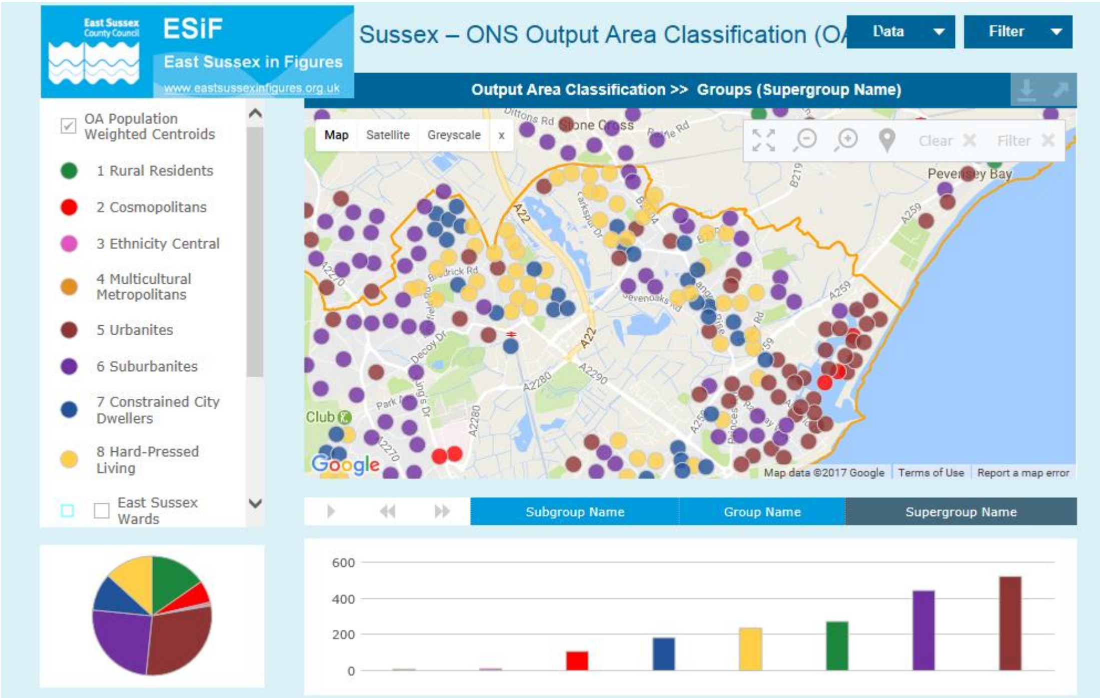
Fishermen have never occupied a particularly powerful position when it comes to local decision-making. Often 'out of sight, out of mind' has meant that fishers have not been able to shape local development, but have rather had to adapt to the consequences of it. Considering that before tourism and yachting dominated the local economy Eastbourne was a fishing village, it seems only right that to make the most of this fact some support and ability to influence the future of Sovereign Harbour rests with the fishers and local residents. Without this, the local knowledge (both historical and ecological) means that opportunities to maximise support, resilience and ideas may be lost. Just focussing on economic growth (in the shape of Gross Value Added – GVA) is too narrow in terms of ambition for the harbour and ignores the wider value the local community can and does derive from being connected to their local fishery and heritage.

By using a CED approach, the currently disparate parts of the community will be brought together, creating social cohesion, knowledge exchange as well as a sense of connectedness and shared ambitions. The plan offers a path towards linking local producers with consumers and creating employment locally as well as linking to wider county and city level tourism strategies.

CED looks beyond economic growth as a means in itself and looks at how a focus on people, resources and local economic actors need to be viewed together as interacting parts of a successful / strong local economy.

6. Key demographic information

The Office for National Statistics (ONS) has very fine resolution data on output areas, which includes notable disparities between Sovereign and Langney wards in terms of demographics. The figures above and below show a clear divergence between the Sovereign Ward (clusters of burgundy and some red dots around the harbour) and the outlying areas (purple, blue and yellow dots) where many of the fishermen and their families live. Some highlights in terms of ONS classification are presented below, making the inequality between neighbouring wards clear.



The area directly around the harbour is more affluent compared to the surrounding wards, this is significant for two reasons: the available of a thriving local market for seafood within the harbour residents as well as the need for more income, employment and value capture in the surrounding wards where many of the fishermen live. This project offers a means to bridge between the wards and ensure the wider community benefits as a result of the project, reducing local disparity and inequality, through the construction of the Fisherman's wharf in the harbour.

Further information on demographics is provided in Annex 7.

7. Engagement – findings from workshop, meet the fishermen event and marketing survey.

Our engagement work had three strands: (1) a stakeholder workshop; (2) two mail-out surveys for local residents buyers and (3) a 'meet the fishermen' event for local people. Each is described in turn below.

(1) CED Workshop – Plugging the leaks

The workshop brought together local residents, local and county council staff, the Charity Bank and local fishermen to look at how money could be captured in the local economy and what is needed to make the fishermen visible and active in the local economy. It was essential to bring together public sector, fishermen and local residents to develop a coherent and connected CED plan. The agenda, participants list, notes and photos are **available in Annex 3.**

Workshop findings: What does a strong local economy look like for Sovereign Harbour?

- Hub for the marine sector, with a focus on fishing and yachting as well as boat based tourism
- Use fishery improvement to attract other skills and jobs – look for multiplier opportunities and training for young people
- Ensure that the strong local demand (see survey Annexes 5 and 6) is matched to local supply and that local money circulates generating higher returns for fishers and healthier, fresher seafood for local residents forming the basis of a community supported fishery (CSF). Key information on how to set these up is available from the EU FARNET here: https://webgate.ec.europa.eu/fpfis/cms/farnet/farnet-guide-8-marketing-local-catch
- Plug the leaks where money which could circulate locally is leaving:

Current Situation

Money coming in:	*Money going out:*
• From the council • Fish wholesaler (but not enough) going on staff wages and running costs • Visitor money – tourist opportunity • Locally owned restaurants • Mooring fees (disappearing out again)	• Community taxation • Chain restaurants • Big businesses such as Asda and Retail Park • Fish processing

(2) **Seafood choices survey** – 603 responses received from local residents about their seafood preferences and buying habits to gauge local demand. Key messages were that there are overlaps between the species consume locally and those landed in the fishery. It is also clear there is demand for species which do not occur locally (eg salmon or tuna) which the fishermen could bring into their retail outlet to meet demand. Value could be added via smoking etc. The basis seems suitable for 'box schemes' or future seafood events, which will maximise the local economic activity linked to the fishery. **Annexes 4 and 5 provide the list of questions and some detailed analysis of the survey responses.**

SCS marketing mail-out: A mail-out was sent to 240 local businesses in April and May 2017 to determine the local demand for seafood. The full list of survey questions is provided in Annex 8 and the survey is still ongoing.

(3) **Meet the fishermen event – May 20th 2017**

The event was organised and funded via CED and was attended by around 65 people. The event included **posters and a 'seafood calendar' (both presented in Annex 9**) which highlighted the availability of seasonal species caught in the fishery. Chefs at Seasons Café in Sovereign Harbour, where the event was held, also prepared 12 dishes based on the key local catches which were presented as tasters to all those who attended.

Around 65 people attended, covering local residents, harbour residents, fishermen, local Council staff, the Chamber of Commerce and others. A mailing list will now be used to keep in touch and update all those who attended as the project develops.

Specific outcomes from event included:

- Offer of support and expertise on a voluntary basis (building local capacity) was made by numerous attendees, with experience in local planning, property development and marketing.
- Offer to contribute on a voluntary basis to a 'Friends of EU10CIC' both in terms of membership and funding.
- Built contacts and set-up a meeting with the local Chamber of Commerce

8. Aspirations for a strong local economy in Sovereign Harbour

An accessible Fishermen's Quay (and a future visitor / heritage centre); shared ambitions of the partners; a collaborative CED plan; outreach and training and job opportunities make this a unique project which will safeguard the future of Eastbourne's Under 10m fleet and heritage.

The project provides the opportunity for a new connection between fishermen and the wider community, contributing to a strong sense of place; identity as a fishing community and collective wellbeing. An example of why this is necessary is that the initial Eastbourne Coastal Community Team's Economic Plan did not mention the fishing fleet, who were invisible. This project has already helped the fishermen to become valued and visible as an important employer and economic and social contributor to Eastbourne's local economy and heritage and they now feature in the coastal community team plan.

As a direct result of the community workshops, funding confirmation and draft CED plan- the Eastbourne Coastal Community Team re-wrote their strategy to reflect these changes and incorporate the needs and aspirations of the fishing community and the local residents of Sovereign Harbour.

9. Specific outcomes of CED plan and engagement

Outcome	Indicators
1. Residents eating local, seasonal and sustainable fish	Increased sales and consumption locally / wet fish sales / local fishmonger and increase value through smoking, pickling, filleting etc.
2. More money spent on seafood circulating locally	contributing to a stronger local economy; ensuring leaks are plugged and **money is kept in local circulation** (some current spending on seafood at ASDA – 5 minutes' walk from the Fishermen's Quay – could be captured as a result); a more resilient and healthy community connected to where their food comes from; higher wellbeing and sense of being valued by local fishermen.
3. Make fishermen / fishery more visible (for local residents; in terms of town planning / coastal teams / coastal plans etc)	Giving fishermen more agency over their own future; helping foster more local support and thereby improving the viability of local schemes e.g. CSF – [Community Supported Fisheries (lessons can be learned from models in the USA)]; Better local plans which have more local support and are more likely to succeed as a result.
4. Make residents / local business more engaged in the fishery	Local residents healthier; food miles reduced; people eating seasonally; people being more active; improved nutrition; more resilient in term of reliance on seafood imports; moving money spent on food out of supermarkets and into local economy.
5. Stronger links to local heritage / local fishing history	Providing people with a stronger sense of place and links to their heritage and local history; links to seasonal seafood availability and direct supply chain and provenance of seafood.

10. Action plan: Activities and timeline

Outreach

Outcome	Activities	Who and when
Residents eating local, seasonal and	✓ Run an event to present the draft CED plan and give a	CED group and Eu10CIC fishermen

sustainable fish	sense of what's possible / adapt the plan and delve deeper into actions / contacts / timeline and resource requirements ✓ Local events, festivals, education and outreach work ✓ Local advertising and taster sessions ✓ CED launch event and invites to residents, partners and survey respondents	Council staff (EBC and ESCC) SH residents association <u>April / May 2017</u>
More money spent on seafood locally & money is kept in local circulation	✓ Market research – survey on local seafood consumption – contact the group once operational and invite to the quay ✓ Marketing network via survey ✓ Local fishmongers income and employment ✓ Outreach to residents association ✓ Local events (see Annex 6)	Consultant (from CED funds) Council staff (EBC and ESCC) SH residents Eu10CIC fishermen <u>Summer 2017 onwards</u>
Make fishermen / fishery more visible	✓ Re-drafting of Coastal Team plan for Eastbourne ✓ Making fishermen visible in local planning and decision making ✓ Set up CSF and exchange network with others (eg Drecklyfish in Cornwall, or Sole of Discretion in Plymouth, PeskyFish in London).	Council staff / Coastal Team Eu1CIC fishermen <u>Summer 2017 onwards</u>
Make residents / local business more engaged in the fishery	✓ Tools: develop one well defined pitch / marketing tool for building relationships or pitching for resources – PowerPoint presentation(s) and headed paper for the CIC ✓ Seasonal festivals (e.g. winter	Consultant via CED <u>March / April / May 2017 and ongoing</u>

	herring or spring cuttlefish) and events	
Stronger links to local heritage / local fishing history	✓ Develop list of key contacts within key institutions and develop strategy and timeline of when to meet them ✓ Replicate workshop with stakeholders identified to show Fishermen as a brand with a pitch for local supply ✓ Collaborative planning to maximise benefits and potential from visitor center (phase 3 of development) ✓ 3D architectural models of visitor center to engage public – determine where these could be presented	Council Staff (ESCC and EBC) Eu10CIC fishermen CED group Summer 2017 onwards
Eastbourne Crab celebrated and branded as local	✓ Local label: work with Council and SxIFCA to develop	Eu10CIC and Sussex IFCA Summer 2017 onwards
Make Eastbourne a Sustainable Fish City https://www.sustainweb.org/sustainablefishcity/	✓ Meet Ruth from Sustain (fishermen and council staff) ✓ Market research – focussed on local buyers e.g. schools, council, hospitals etc-	Eu10CIC and Sustain Summer 2017 onwards

Admin for CIC – next steps

Eu10CIC	**Activities**	**Who and when**
Apply	Membership of Chamber of Commerce	May 2017 onwards
Register	Registering process - licencing and trading for the CIC	May 2017 onwards
Register	Register as food business / environmental health	June 2017 onwards

Register	VAT registration for the CIC	Late 2017 onwards

Funding – timeline

Funding Source	Timeline	Outcome
EMFF - Processing infrastructure grant support	EMFF panel met on March 22nd	Successful grant commitment (60% +) of £1,300,000 building and equipment needs
ESCC – ESI4 invest – 5 year loan towards match funding for EMFF	ESI4 panel met on March 9th	Successful loan agreement (£200,000 over 5 years)
ESCC – ESI4 invest – grant	ESI4 panel met on March 9th	Successful grant commitment (£40,000)
Charity Bank - Advertise for Project Manager to help run the EMFF project and meet the requirements of the conditions of the Charity Bank loan (TBC).	Option through Power the Change. (May 2017 onwards).	TBC – a job description has been written and circulated for comment.

Stakeholders that need to be approached by the Eu10CIC / CED group
Key:

- Chamber of Commerce
- Restaurants
- Residents
- Federation of small businesses
- Residential Homes
- Local enterprise partnership – Team East Sussex

Other:

- Supermarkets
- Hoteliers (Hospitality Association)
- Visit Eastbourne
- Local Schools
- Hospital
- Links to box schemes

- Sustainable fish status as a city? Brighton and Bournemouth, have it be would need to be MSC, there is however a case through the permit system
- Funders (public, private, philanthropic) e.g. Heritage Lottery – HLF - funding for education aspects in stage 3
- Fish stall was successful until landlord wanted to charge fishermen for using the space - this could be revisited but issue of there being no public land at Sovereign Harbour means options are limited.
- Survey of residents previously showed 70% of respondents supported the fleet and said they would buy local fish [**see Annex 4 and 5 for updated survey and results**] this is a major opportunity for liaison, events, local markets and building a supportive customer base (and thereby keeping money in local circulation).
- Need to learn from other models and areas, Hastings etc.
- Need to talk to other local businesses e.g. Morrison's stocks local products

Future activities discussed at CED workshop in December 2016 (Annex 3)

Local stakeholders came together in December 2016 to develop their shared vision and aspirations for Sovereign Harbour. The following key points were identified:

- Teach people how to cook locally available / seasonal seafood at a cookery school
- Enable residents to purchase seafood locally
- Fish festival celebrate seasonal fish
- Link to schools / education / outreach
- Tourism – 'pesca-tourism'
- Aquaculture (scoping study – local demand for mussels or oysters)
- Teach net making locally – links to heritage and skills development
- A touring outfit for farmers markets selling Eastbourne seafood
- Supply local fish restaurants
- Create a gift experience where people pay to learn to prepare and cook
- Adding value, selling locally, bringing the associated industries locally e.g. Shoreham Lobster pots. The aim that any money spent in local fishing is kept local

11. Resources and timetable

EMFF Grant support (2017/2018)

Between 60 and 80% of £1,300,000

Will be used to cover costs of materials and building work as well as equipment for the facility (see Annex 2).

ESI4 Loan (2017-2022)

£200,000 over 5 years will be used as match funding towards the EMFF scheme.

ESI4 grant (2017)

£40,000 over 5 years will be used to help create and maintain local jobs.

Charity Bank loan (2017-

Between 20 and 40% of £1,300,000 depending on outcome of EMFF negotiations, plus bankrolling of construction of fisherman's wharf.

12. Risks

As with all projects, there are risks which need to be taken into account, and where possible, mitigated against. The main vulnerability for this CED plan becoming a reality is financial, as despite successful grant offers the land purchase and loan repayment may be financially impossible for the fleet to realise this large scale ambitious plan. Some key risks are listed below;

- Finance: if fishermen are unable to meet the costs of the land purchase and match funding loan repayments at any point in the future there is a risk that the project will not be viable. Other financial opportunities (e.g community shares etc) need to be identified.
- Delays: if the finances are delayed there is a risk that the land owner (Carillion) will not sell the land to the fishermen's CIC and thereby the project cannot begin or succeed. Delays in the construction or repayments from grant funds could also cause problems by delaying the opportunity fr capturing revenue via processing and retail of seafood.
- Economic shocks / Brexit / tariffs: the consequences of Brexit are unclear but may have impacts on available quota, prices or tariffs and a large proportion of the local shellfish is exported. This may impact the benefits gained by processing and wholesale. Fuel costs may increase which has a direct impact on the cost of production and therefore the competitiveness of local fishery products.
- Environmental shocks / stock collapse: as with every fishery the risk of over-exploitation or climate change impacting stocks (or ocean acidification impacting shellfish) are unpredictable but in the medium and long term are likely to be substantial. Resilience can be increased via good management practises and diversity in terms of resource exploitation.
- Breakdown in communication: either between fishermen who all have a stake in the CIC, or between fishermen and Council staff or funders could have a negative knock –on effect in terms of the success of the project.

13. How will we measure success?

Socio-economic

Creation or preservation of jobs without the infrastructure to modernise the quayside and primary landings site for the fleet, it is unlikely the Eastbourne fleet will continue to exist, in even the short term. Without the supporting infrastructure and buildings to enable the project the fleet will be unable to repay the loan without selling the land which will then be developed as housing or put to another use, thus terminating a multi-generational fishing heritage, putting 72 fishermen out of work directly and having further negative impacts on local knock-on employment, revenue and community / individual and community wellbeing. Furthermore the loss of these jobs will put additional pressure on council support services. Enabling this project would however, maintain and sustain these 72 jobs, while also creating a platform for a minimum of 4 new jobs to be created which are linked to processing, direct sales, tourism and heritage sectors. Simply put, without this project, Eastbourne will cease to be a fishing community. Therefore the preservation of jobs, increased profitability and visibility for the fleet are at the heart of the rationale for this development. We estimate in the first year that 4 new direct jobs will be created as a minimum (to run the processing and fish sales) and many knock-on and indirect jobs are also predicted to be created (repairs, maintenance, retail etc) as well as through the building contract which stipulates local staff are to be hired in the planning permission. Wider educational benefits through contact with local schools as well as developing training opportunities for young people could develop as job opportunities in the future.
Indicators: jobs saved in first year. Jobs created over 5-10 years (minimum expected 4 additional jobs). Annual profits and turnover of CIC.
Proposed monitoring: Revenue / +ROI / viability analysis and therefore demonstrating safeguarding of jobs

Improved working conditions or health and safety currently the landing site for the fleet is uneven, uncovered, open to the public and a safety issue. Without the construction of the appropriate buildings, storage facilities and housing for equipment access to the public is impossible. As a result the local fleet are ‘out of sight out of mind’, marginalised and unable to engage new markets and unable to add value to their catch. The project will enable safe working conditions for the fishermen, safe access for the public, and the safe access for commercial opportunities. There are no toilets and running water at the landing site currently and the provision of those (as planned) would also improve working conditions and health for local fishermen.
Indicator: number of accidents per year (reduction); survey of fishermen at the end up first year; survey of council health officers and local residents association (already connected via CED process).
Proposed monitoring: reports to MMO and Harbour Authority on a monthly / annual basis

Non-financial impacts affecting other businesses, organisations or individuals: Enabling the local processing and value capture as a result of this project is a first for Eastbourne's inshore fishermen. This innovative approach which combines processing, ice production and storage of gear alongside a future visitor centre has not been attempted before and the wide range of partners and opportunities for collaboration between fisheries stakeholders, scientists, local authorities, businesses and the wider community represents an exciting and innovative departure from simply a landings based fishery. The opportunity to create a replicable model for parts of the project in other coastal communities and harbours is also an opportunity which funding this project will open as a possibility. By winning a CED (Community Economic Development) grant a process in now underway to bring together, fishers, local residents, businesses and public bodies to develop a long-term, viable plan to create new, local supply chains, protect and create jobs locally, and keep more of the money spent in local circulation.
Proposed monitoring: CED plan; Bi-annual meetings with stakeholder group, partners and CED members to determine wider non-financial benefits. Annual CED report.

Environmental

Reductions in fuel use as a result of the project a notable percentage of the landed catch could be processed and sold locally, thus reducing food miles in travel. Not having to move to Shoreham and Newhaven would also mean reduced fuel cost relative to the project not going ahead. We estimate if the project did not go ahead and those vessels who did not exit the fishery (we assume this would be less than 10% of vessels) had to move to another Sussex port, the relative additional use of fuel would be in the region 15-20%. Possibly energy savings are possible in the building through using solar for electricity and thermal as well as not wasting energy using heaters on boats etc.
Indicator: change in fuel use / energy consumption over time; volume and value of local sales.
Proposed monitoring: As above, monthly / annual reports to MMO and Eu10CIC

Reduced environmental impact as a result of a higher market price and local control of processing, the fleet will become more profitable, and this can have improved environmental stewardship benefits. Reduced pollution is a possibility as well as due to the containment of fishing gear, recycling of nets and other fishing gear, which will be much easier and more organised if the project is EMFF funded. It will also be possible to store used oil etc which can be disposed of or recycled in a better way than is currently possible as a result of having the necessary infrastructure.
Indicator: percentage of used fishing gear / materials recycled
Proposed monitoring: As above, monthly / annual reports to MMO, Sussex IFCA and Eu10CIC

Increased selectivity of fishing gear The fleet is mainly a static gear, selective and low impact fleet. Main gears include fixed nets, pots and traps, semi pelagic gear, as

well as hook and line. An example of how the option to process fish can directly influence selectivity within the wider fishery can be shown with the examples of the plaice fishery, which is currently a lower value (~£1/Kilo) bycatch in the sole fishery. If larger mesh sizes are used to target plaice as a distinct fishery (150mm+), the quality of the catch as well as landings would increase and the opportunity to double or treble the landed value (£44,000 in 2014) to £2.50 or more per Kilo is certainly achievable if direct sales and processing of plaice fillets is undertaken. This is currently not an option due to the poor prices paid for plaice by the wholesaler.
Indicators: landed bycatch ratio; number of infringements per year (Sussex IFCA / MMO); percentage marketable plaice landed / average price of plaice per kilo.
Proposed monitoring: As above, monthly / annual reports to MMO and Eu10CIC

14. Conclusions

To ensure this CED plan becomes a reality and allows the local fishing fleet to survive we need to capitalise on the good will and engagement activities to date. Beyond simply increasing local seafood supply and revenue, this is about the future of Eastbourne as a fishing community, a tradition spanning back many generations. Making fishermen visible in local plans and connecting them to their local economy and residents has been a first step. But to fully maximise the benefits they bring to local residents and businesses the processing infrastructure is essential. The plan underpins our successful grant application to the European Union grant funding (from the European Maritime and Fisheries Fund – EMFF) and supporting match funding loans from East Sussex County Council (ESI4) to enable the construction of infrastructure for fish processing, ice production, direct sales, as well as a community-focussed heritage / visitor centre. Bu there are financial issue which need to be resolved before this vision can begin to take shape. Our CED plan will ensure that the outcomes and added value from the infrastructure development is as locally connected as possible, retaining benefits locally and empowering the fishing community to become the beating heart of Sovereign Harbour.

15. ANNEXES

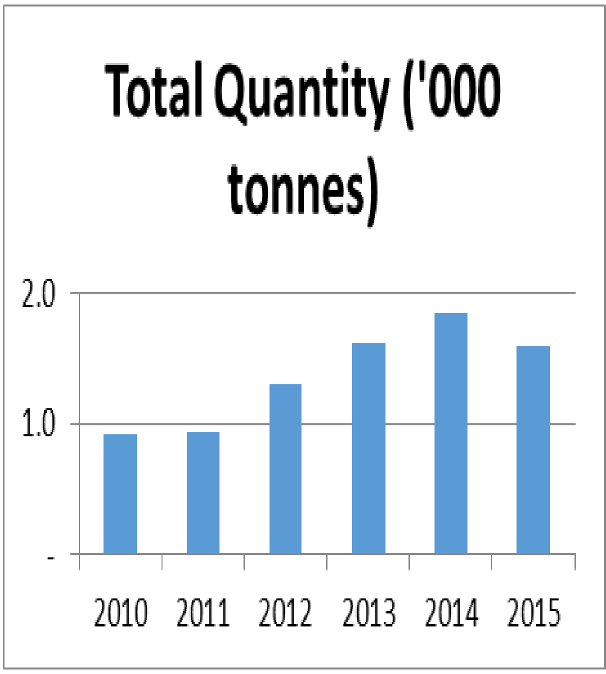
Annex 1

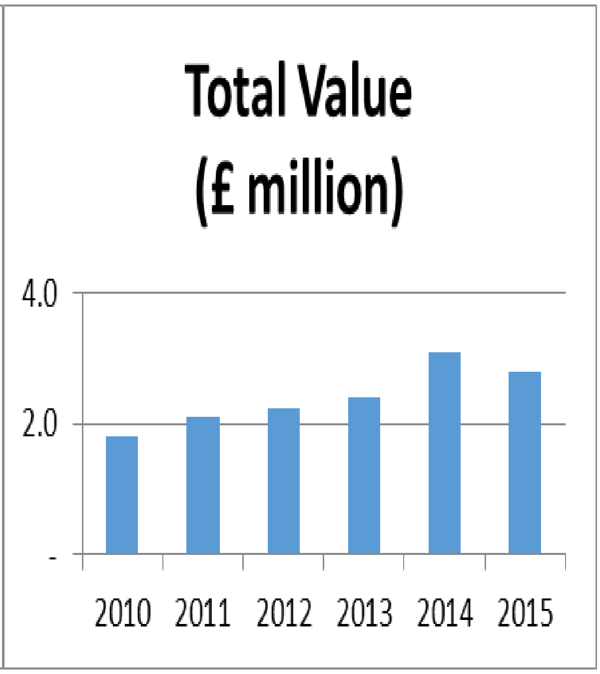
The fishery – key landings statistics

Table 1: Value of landings into Eastbourne between 2006 and 2015

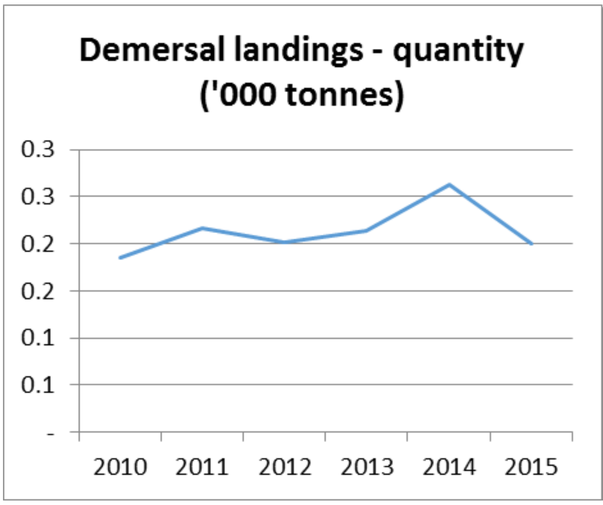
Year	Landings Value (£ million)
2006	1.61
2007	1.79
2008	1.48
2009	1.48
2010	1.79
2011	2.11
2012	2.23
2013	2.40
2014	3.07
2015	2.96

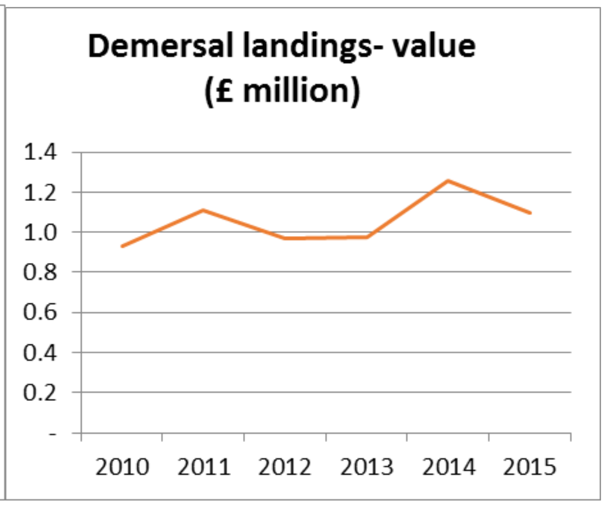
Total volume and value of the Eastbourne fishery (2010-2015)



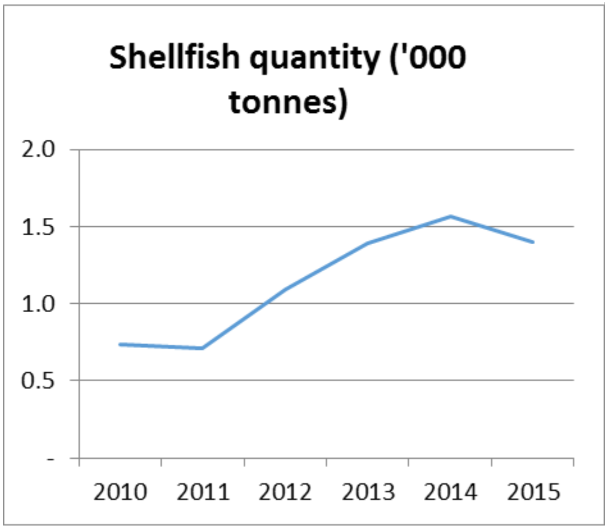


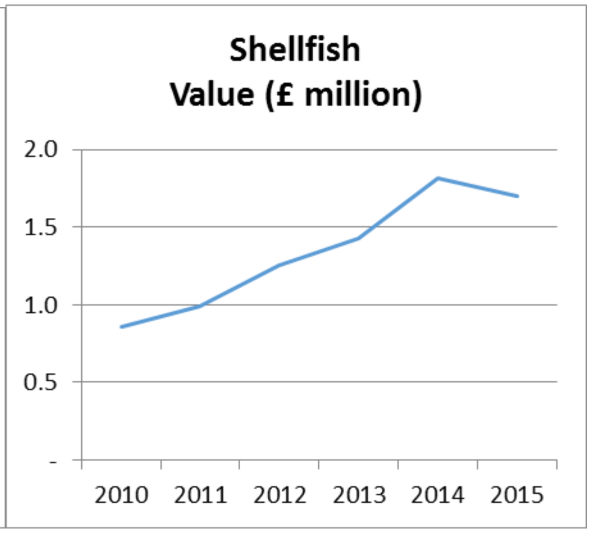
Demersal landings: cod, sole, plaice etc- (Volume and value 2010-2015)





Shelfish landings: Crabs, whelk, lobster, cuttlefish (Volume and value 2010-2015)





Annex 2 - EMFF grant application costs and equipment

ITEM	COST	TOTAL PLUS VAT
Ice maker	61,849.00	74,219.00
Pallet scales	475.20	594.00
Maxi smoking Kiln	14,000.00	16,800.00
floor scales	398.00	478.00

Skinning machine (Cretel 365 Skinner)	10,391.37	12,469.64
Pressure washer	1,892.00	2,270.00
Vac pac (Nisbets)	739.99	887.99
Computer (Desktop)	333.00	400.00
Fish box 40 Kg FREIGHT	275.00	
Fish boxes 40kg x300	3,075.00	
Fish Box 20KG FREIGHT	55.00	
Fish boxes 20kg x100	910.00	5,178.00
Fish Scaler (Cretel RS25)	1,117.04	1,396.30
Professional fees (Darren Kent)	62,545.00	75,054.00
Construction (Ellis)	938,247.00	1,125,896.00
Total	**£ 1,096,302.60**	**1,315,642.93**

Annex 3: Eastbourne Community Economic Development (CED) Workshop - Tuesday 6th December - 14.00pm-18.00pm

Through the CED workshop and working with the New Economics Foundation (NEF) and Community Regen we have been able to look at the wider aspirations and connect with others who can shape the plan collaboratively.

The aim of the workshop was;

- To introduce the CED programme.
- To clarify the change our plan is seeking to support.
- To generate ideas to support deepening the current plan
- To select and refining ideas to ensure they are desirable, feasible and viable and secure technical support available through the CED programme

Annex 4: Workshop Attendees

Name	Organisation
Vera Gajic	East Sussex County Council
Andrew Jesson	Charity Bank
Adam Berger	Locate East Sussex
Rick Runnalls	Sovereign Harbour Residents Association (SHRA)
Veronique Poutrel	East Sussex County Council
Ben Hook	East Sussex County Council

Bruno Dilieto	Dilieto's Coffee Lounge and Waterfront Traders Association
Ian Weeks	Sovereign Harbour Residents Association (SHRA)
Jan Weeks	Sovereign Harbour Residents Association (SHRA)
Emma Dean	East Sussex County Council
Paul Metla	Eastbourne Borough Council
Penny Di Cara	Eastbourne Borough Council
Sean Ashworth	Sussex IHA
Kerry Barrett	Eastbourne Borough Council
Darren Kent	Kent Architecture
Grahame Doswell	Fisherman
Chris Williams	New Economics Foundation
Tom Simpson	Fisherman
Raymond Tolhurst	Fisherman
Michael Newton-Smith	Fisherman

Annex 5 – **Local seafood preference analysis from CIC** Online survey https://www.surveymonkey.co.uk/r/9XTQ68N (Feb 2017)

2 MINUTE RESIDENTS SEAFOOD SURVEY - SOVEREIGN HARBOUR – EASTBOURNE CED – Please complete this to help your local fishermen and also for your chance to win a delicious prize!!

Background to the Eastbourne fisherman's CIC survey

As part of the Community Economic Development (CED) plans for Sovereign Harbour the Eastbourne fishermen are conducting a survey of local residents and businesses about their views and preferences for seafood. We are trying to get a sense of what local demand is, as we are hoping to develop local seafood processing and seafood retail within Sovereign Harbour. Please share the link to this survey with any local contacts you have!

Please include your email address and respond before Friday, February 10th in order to be entered into the prize draw to win a side of locally oak smoked salmon. Thank you for your time.

The Eastbourne u10 Fisherman 's Community Interest Company (CIC)

Top of Form

1. Are you?

☐ Parent with children living at home

☐ Married couple

☐ Living alone

☐ Running your own local business

☐ Employed locally

☐ Retired

☐ Studying

☐ Other (please specify) and add your email address here to enter the prize draw

2. How often do you / and or your family / business purchase seafood?

○ Daily

○ Weekly

○ Monthly

○ Never

3. How much do you and / or your family / business spend a week on fish?

○ 0-£10

- 11-20
- 21-30
- 31-40
- 41-50
- £51-£100
- More than £100

4. Where do you usually eat seafood?

- Home
- Restaurant
- Fish and chips
- Other (please specify)

5. What are the top 3 fish species you mainly eat?

6. How important to you is it that the fish you eat is locally caught?

- Not important
- Neutral
- Important
- Very important

7. Would you eat different species if you knew they were from local fisheries / healthy stocks / seasonally available?

- Yes
- No

- Not sure
- Please add any further details here

8. Are there any barriers to you eating fish?

- Yes I don't like the smell
- Yes I don't know how to prepare fish
- Yes my partner / children don't like fish
- No I eat fish whenever possible
- Yes I cant afford to eat in restaurants
- Yes I can't buy local seafood
- Yes I don't know what is seasonally available
- Please elaborate your answers here

9. Would you consider eating fish more often if it was prepared / processed by a local fishmonger?

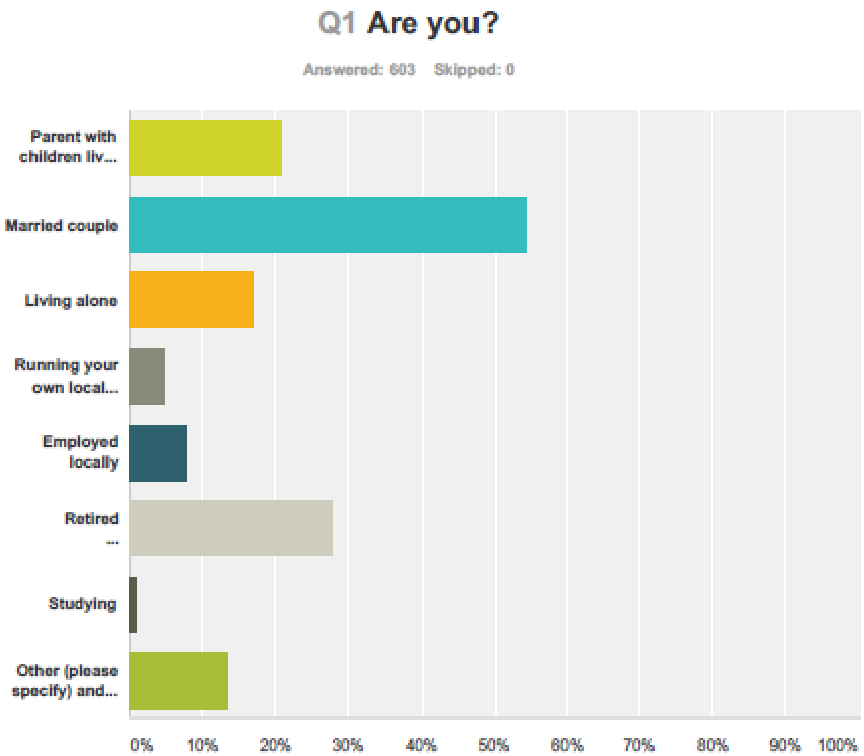
- Yes
- No
- Doesn't matter to me

10. From the list below which do you think are the 3 most abundant seasonal Fisheries in Eastbourne?

- [ ] Cod
- [ ] Plaice
- [ ] Herring

- Sole
- Haddock
- Sprat
- Monkfish
- Whiting
- Bass
- Mackerel
- Bream
- Gurnard
- Crab
- Lobster
- Scallop
- Cuttlefish
- Mussel
- Oyster
- Whelk
- Other (please specify)

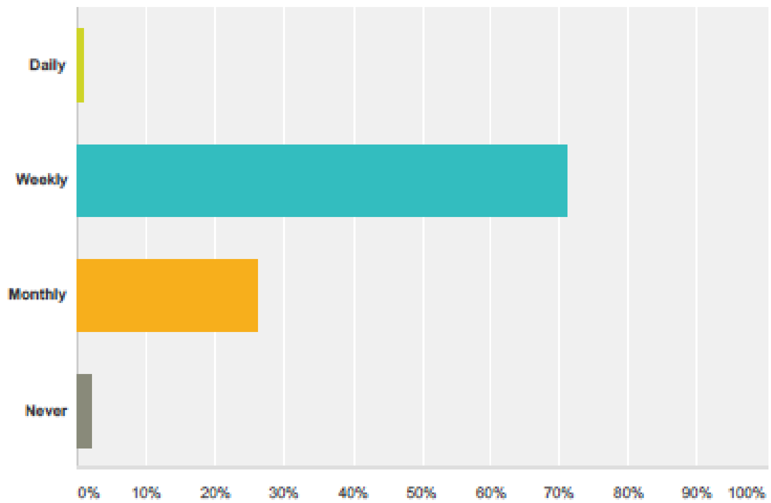
Annex 5: results and analysis of survey



Answer Choices	Responses	
Parent with children living at home	20.90%	126
Married couple	54.56%	329
Living alone	16.92%	102
Running your own local business	4.81%	29
Employed locally	7.79%	47
Retired	27.86%	168
Studying	0.83%	5
Other (please specify) and add your email address here to enter the prize draw	13.27%	80
Total Respondents: 603		

Q2 How often do you / and or your family / business purchase seafood?

Answered: 600 Skipped: 3



Answer Choices	Responses	
Daily	0.83%	5
Weekly	71.00%	426
Monthly	26.00%	156
Never	2.17%	13
Total		600

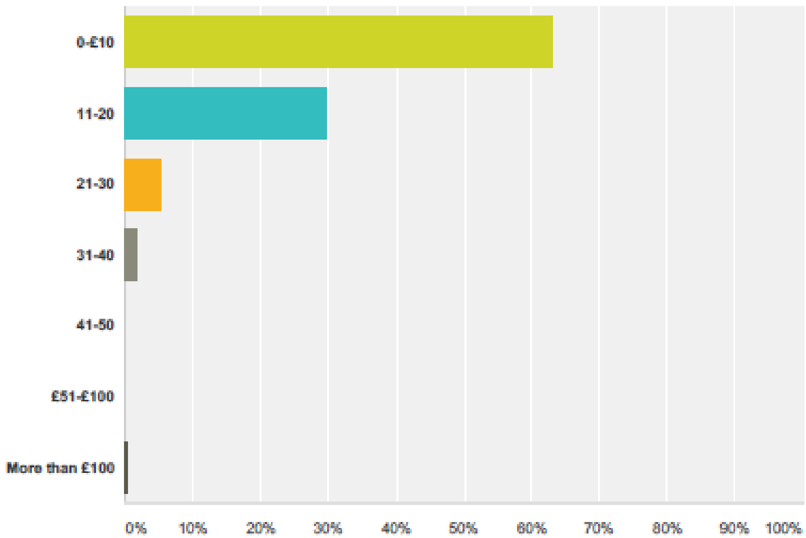
Analysis - 600 people answered this question within the two weeks the survey was live. It is clear that 70% of those who responded (who live locally) purchase seafood on a weekly basis. Given that the Eastbourne fleet is an exclusively ‘day boat’ fishery this suggests that as long as the supply and demand overlap to an extent there is high potential to link the two.

A further 25% of respondents only buy seafood on a monthly basis, but this group too would be able to meet that demand locally if demand and supply are matched in terms of species etc.

Action: establish fishmongers / wet fish sales within the Fishermen’s wharf and market to the same group who responded (alongside local restaurants, hotels etc) in the first instance.

Q3 How much do you and / or your family / business spend a week on fish?

Answered: 603 Skipped: 0



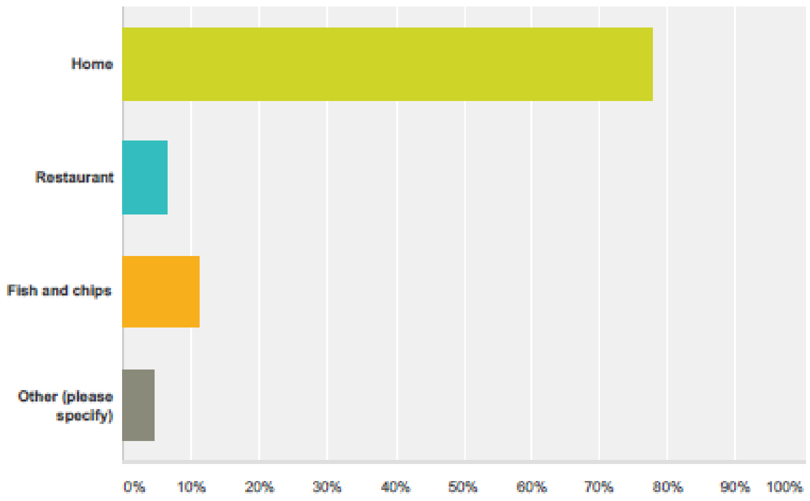
Answer Choices	Responses	
0-£10	63.02%	380
11-20	29.68%	179
21-30	5.31%	32
31-40	1.66%	10
41-50	0.00%	0
£51-£100	0.00%	0
More than £100	0.33%	2
Total		603

Analysis - 603 people responded to this survey question. Around 60% of the respondents spend £10 or less per week on fish. A further 30% spend between £11-20 per week on fish, and a small minority spend more than that (including on over £100 per week – a local restaurant buyer).

This suggests if that demand could be met by Eastbourne fishermen in terms of available volumes and species that sales of fish amounting to £5,400 (3600 + 1800) per week would be theoretically possible [£21K per month; £250K per year]. Even if only half of this theoretical maximum expenditure were realised, this would still represent sales of around £125,000 per year which are currently being spent elsewhere in Eastbourne (and almost certainly not circulating locally as national supermarkets will be the main recipients of that expenditure).

Q4 Where do you usually eat seafood?

Answered: 599 Skipped: 4



Answer Choices	Responses	
Home	77.96%	467
Restaurant	6.51%	39
Fish and chips	11.02%	66
Other (please specify)	4.51%	27
Total		599

Analysis - Q4 Shows that nearly 80% of respondents (599) mainly eat seafood at home; a further 10% consume seafood as fish and chips and over 5% in restaurants. This presents a key opportunity in enabling local people to buy seafood locally and cook it themselves.

Q5:TOP SPP CONSUMED LOCALLY {cod, salmon, haddock} 587 responses.

Analysis - Noteworthy that not very much shellfish other than crab consumed locally

Species consumed locally which are seasonally caught in Eastbourne fishery:

Cod

Skate

Mackerel

Plaice

Bass

Herring (kippers)

Crab

Whiting

Lobster

(Cod roe)

Sole

Sprats

Huss

<u>Other species which could be processed / smoked etc bought in to satisfy local demand:</u>

Salmon (smoked)

Haddock

Trout

Prawns

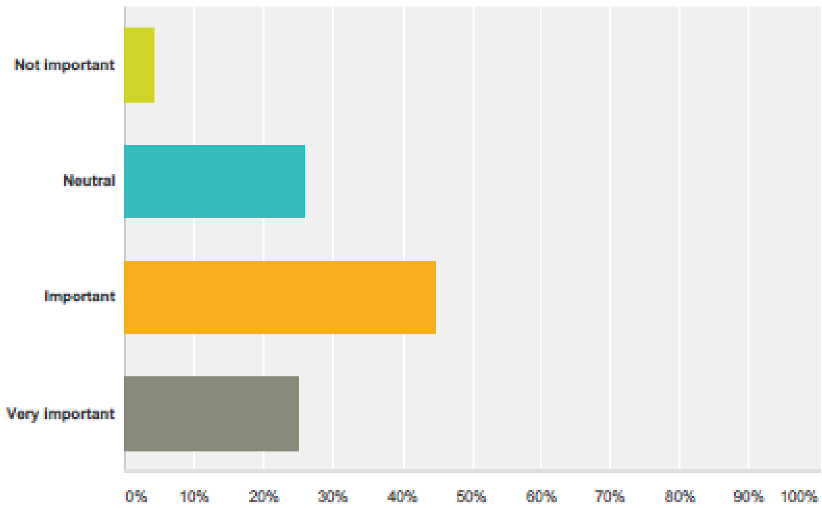
Mussels

Tuna

Bream

Q6 How important to you is it that the fish you eat is locally caught?

Answered: 599 Skipped: 4

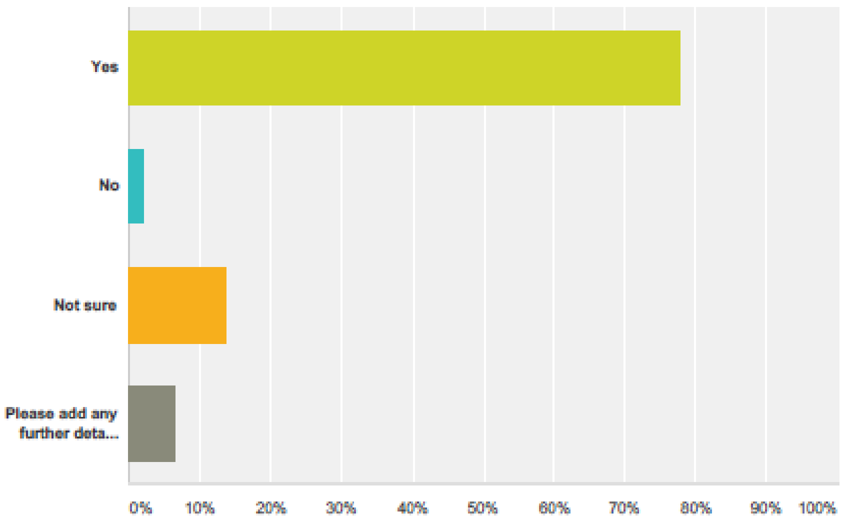


Answer Choices	Responses	
Not important	4.17%	25
Neutral	25.88%	155
Important	44.91%	269
Very important	25.04%	150
Total		**599**

Analysis - Nearly half the respondents (599) stated that locally caught seafood is important to them and a further 25% indicated it is very important to them, this indicated around 70% (420) value locally caught seafood and it would be reasonable to assume that if this was convenient and the species matched what they wanted to eat that they would in fact choose to buy locally caught seafood.

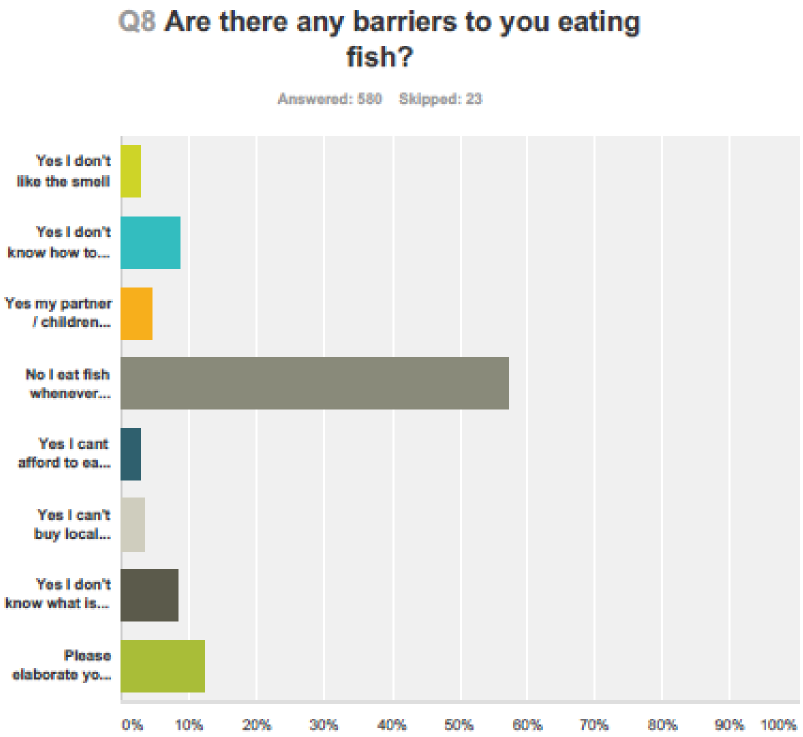
Q7 Would you eat different species if you knew they were from local fisheries / healthy stocks / seasonally available?

Answered: 600 Skipped: 3



Answer Choices	Responses	
Yes	77.83%	467
No	1.83%	11
Not sure	13.83%	83
Please add any further details here	6.50%	39
Total		**600**

Analysis - Nearly 80% of respondents (480 out of 600 people) would eat different species if they knew they were local / sustainably fished and / or seasonal. Again this implies a strong local demand which Eu10CIC could tap into once the infrastructure is available to do so.



Answer Choices	Responses	
Yes I don't like the smell	2.93%	17
Yes I don't know how to prepare fish	8.62%	50
Yes my partner / children don't like fish	4.48%	26
No I eat fish whenever possible	57.24%	332
Yes I cant afford to eat in restaurants	2.76%	16
Yes I can't buy local seafood	3.28%	19
Yes I don't know what is seasonally available	8.28%	48
Please elaborate your answers here	12.41%	72
Total		580

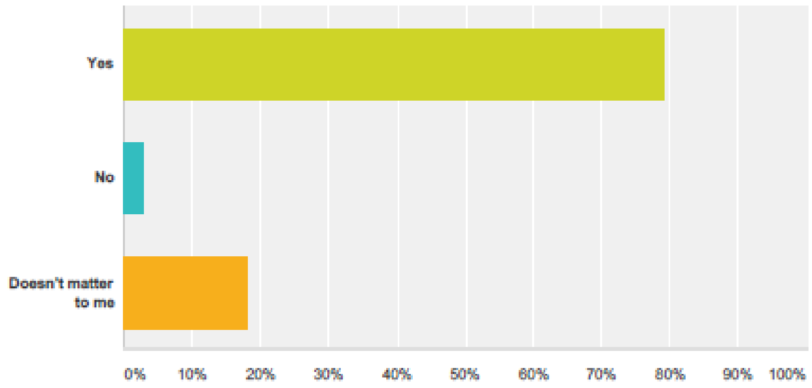
Analysis - Over half the respondents said there were no barriers to them eating seafood.

Lack of knowledge (preparation and local seasonal availability) were the biggest barriers (nearly 10% each).

Action: training course and introduction to fish preparation as well as a chart / leaflet / handout listing what species are seasonally available [help from Sussex IFCA and using fishonline as a basis?) and delivering to residents or sending the link online.

Q9 Would you consider eating fish more often if it was prepared / processed by a local fishmonger?

Answered: 598 Skipped: 5

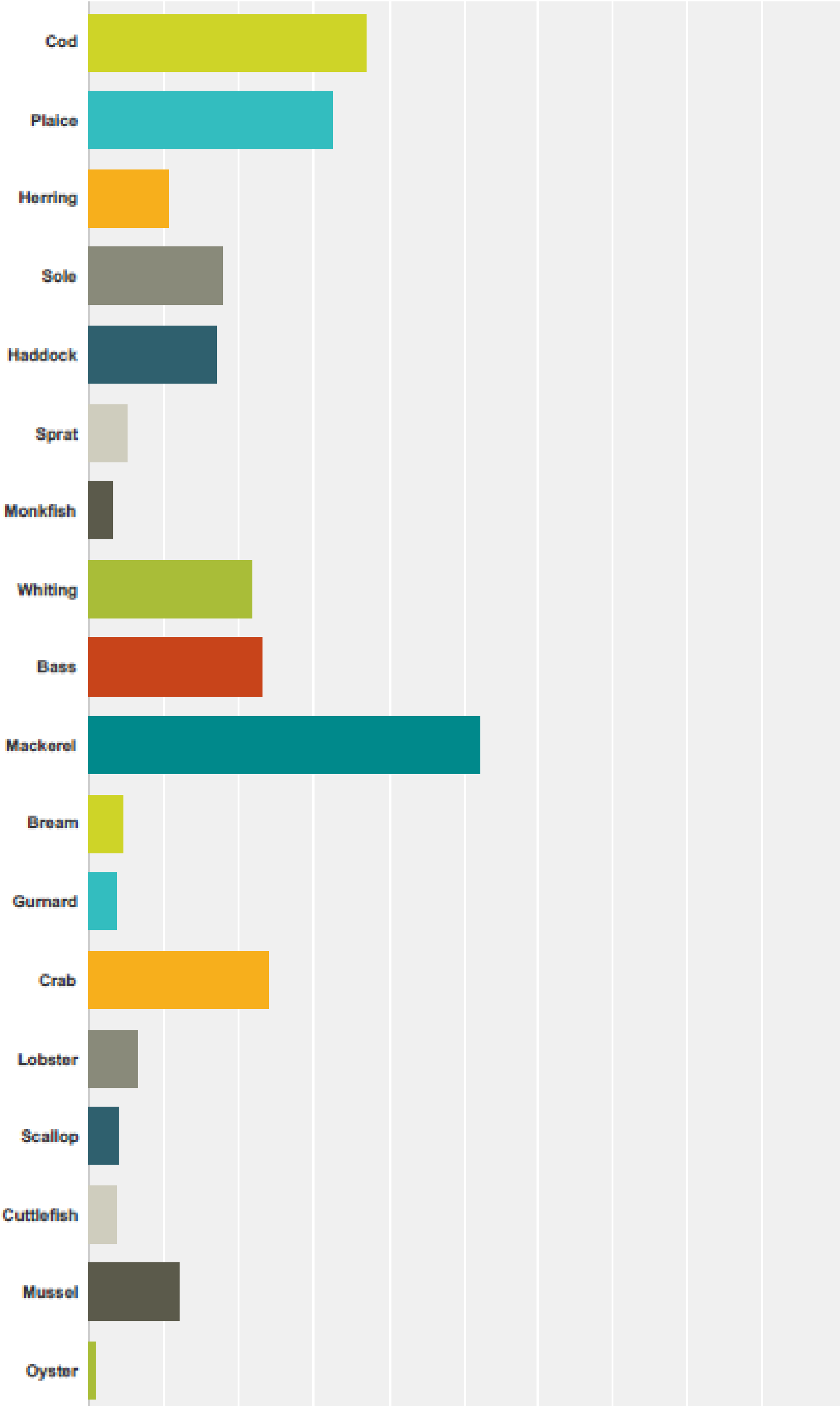


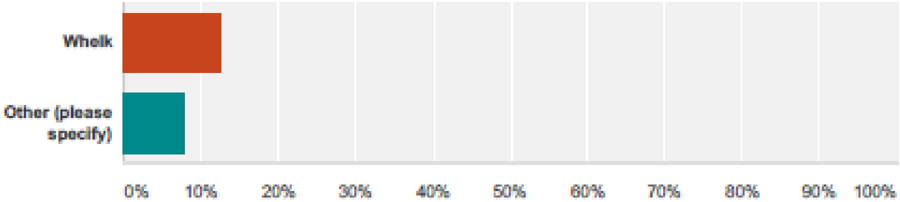
Answer Choices	Responses	
Yes	79.10%	473
No	2.84%	17
Doesn't matter to me	18.06%	108
Total		**598**

Analysis - 80% of respondents (480 of 598 people) said they would eat more fish if it were professed / prepared by a local fishmonger. This presents a major opportunity and evidence of the local demand and need for processing capacity. The EMFF grant funded infrastructure, supported by match funding loans taken out by the Eu10CIC will enable fishermen to tap into this local value added market for which there is clear demand.

Q10 From the list below which do you think are the 3 most abundant seasonal Fisheries in Eastbourne?

Answered: 595 Skipped: 8





Answer Choices	Responses	
Cod	36.97%	220
Plaice	32.61%	194
Herring	10.59%	63
Sole	17.65%	105
Haddock	17.14%	102
Sprat	5.04%	30
Monkfish	3.19%	19
Whiting	21.68%	129
Bass	23.19%	138
Mackerel	52.10%	310
Bream	4.54%	27

Analysis - This is a very interesting response – and while it does not link directly to the plans for the Fishermen's Quay it was included to give a baseline of the extend of local knowledge concerning the main commercial species fished throughout the year.

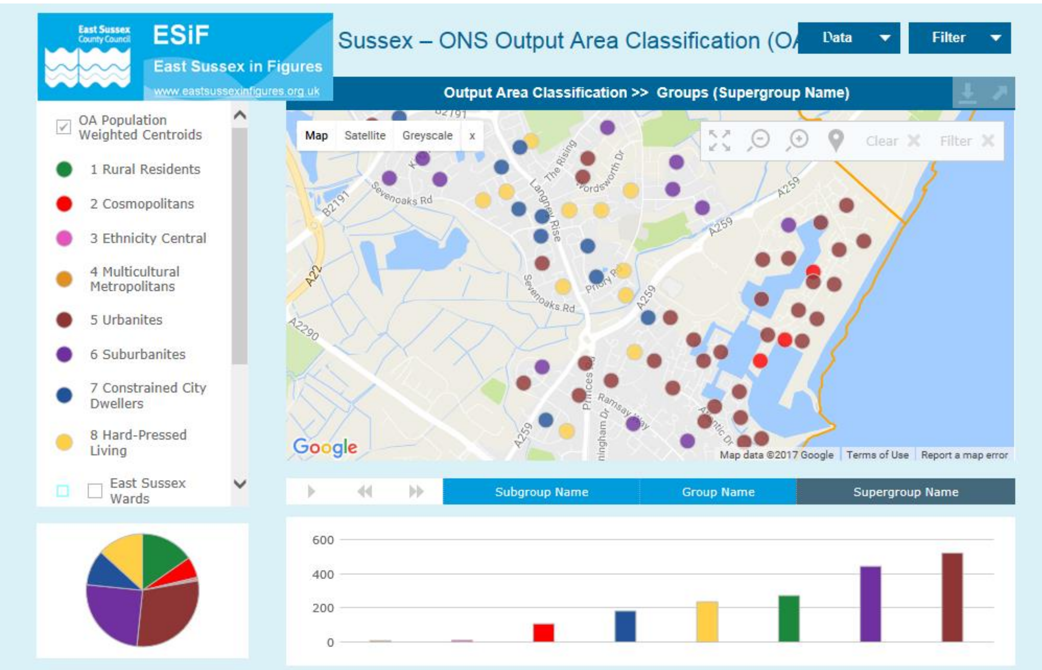
Whelk is by far the most important economically in terms of volume and value for Eastbourne. Only 10% of the 595 respondents knew that.

Over 17% thought Haddock was caught locally (which it is not).

Hopefully via this project and through better awareness and connection to the local fishery this will change over time.

Annex 6: RELATED EVENTS

Annex 7 – Further demographic information



ONS (2014) 2011 Area Classification for Output Areas: Pen Portraits

Cosmopolitans (red dots) The majority of the population in this supergroup live in densely populated urban areas; are more likely to live in flats and communal establishments, and social renting is more prevalent than nationally. The group has a high ethnic integration, with an above average number of residents from EU accession countries coinciding with a below average proportion of persons stating their country of birth as the UK or Ireland. The population of the group is characterised by young adults, with a higher proportion of single adults and households without children than nationally. There are also higher proportions of full-time students. Workers are more likely to be employed in the accommodation, information and communication, and financial related industries, and using public transport, or walking or cycling to get to work.

Urbanites (burgundy dots) The population of this group are most likely to be located in urban areas and are likely to live in either flats or terraces that are privately rented. Those in employment are more likely to be working in the information and communication, financial, public administration and education related sectors. Compared with the UK, unemployment is lower.

Suburbanites (purple dots) The population of this supergroup is most likely to be located on the outskirts of urban areas. They are more likely to own their own home, to live in semi-detached or detached properties, and to own their home. The population tends to be a mixture of those above retirement age and middle-aged parents with school age children. The number of residents who are married or in civil-partnerships is above the national average. Individuals are likely to have higher-level qualifications than the national average**,** with the levels of unemployment in these areas being below the national average. People are more likely to work in the information and communication, financial, public administration, and education sectors, and use private transport to get to work.

Hard-pressed living (yellow dots)
The population of this group is most likely to be found in urban surroundings. Rates of divorce and separation are above the national average. Households are more likely to have non-dependent children and are more likely to live in semi-detached or terraced properties, and to privately rent. There is a smaller proportion of people with higher level qualifications, with rates of unemployment above the national average. Those in employment are more likely to be employed in the agriculture, mining, manufacturing, energy, wholesale and retail, and transport related industries.

At a ward level, these key demographic features are reflected in how the wards compare to the national average (and each other) in terms of some key indicators http://www.eastsussexinfigures.org.uk/webview/velocity?areaname=lang&catalog=http://esfigures01s.escc.gov.uk:80/obj/fCatalog/Catalog93&areatype=WA&submode=replay&geoid=E05003922&mode=area [more details on Langney ward are available here].

7a. Evidence for funding profile for Langney (ward) – Eastbourne

Qualifications

Nearly 28% of people have no formal qualifications in Langney ward which is marked contract to Sovereign ward as well as the national average.

Poverty

Children in low-income families, 2010-2014

Measure	Percentage of children in poverty					Total number of children in poverty				
Year / Geography	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
England	20.6	20.1	18.6	18.0	19.9	2,367,335	2,319,450	2,153,985	2,097,005	2,316,160
South East	15.0	14.6	13.5	13.2	14.4	275,935	270,945	252,520	245,960	267,754
East Sussex	18.0	17.4	16.3	15.8	17.9	18,830	18,230	17,150	16,655	18,831
Eastbourne	**21.1**	**20.2**	**18.7**	**17.9**	**20.5**	**4,125**	**3,965**	**3,730**	**3,595**	**4,150**
Langney	**28.5**	**26.6**	**25.4**	**23.9**	**28.7**	**805**	**740**	**695**	**645**	**775**

Source: HM Revenue & Customs, Children in Children in Low-Income Families Local Measure statistics.

People affected by income deprivation in 2012

Measure / Geography	Percentage of people affected by income deprivation	Number of people affected by income deprivation
East Sussex	13.1	69,507
Eastbourne	**15.1**	**15,063**
Langney	**20.4**	**2,188**

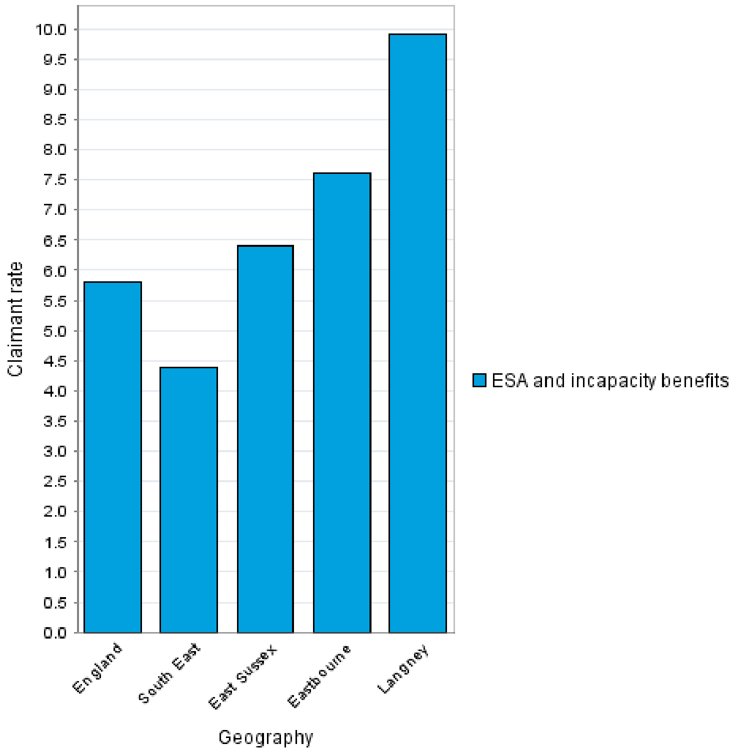
Source: Department for Communities and Local Government (DCLG), Indices of Deprivation, 2015 (constructed by Oxford Consultants for Social Inclusion (OCSI)).

Older people affected by income deprivation in 2012

Measure / Geography	Total number of people aged 60 and over	Number of older people affected by income deprivation	Percentage of older people affected by income deprivation
East Sussex	162,420	21,314	13.1
Eastbourne	**29,517**	**4,426**	**15.0**
Langney	**2,478**	**472**	**19.0**

Source: Indices of deprivation 2015, Department for Communities and Local Government.

Employment and Support Allowance and Incapacity Benefit claimant rate in August 2016. This chart shows the proportion of working age people claiming Employment and Support Allowance (ESA) or Incapacity Benefit (IB).



Source: Department for Work and Pensions/Nomis

7b. Evidence for funding profile for Sovereign (ward) – Eastbourne

http://www.eastsussexinfigures.org.uk/webview/velocity?areaname=sov&catalog=http://esfigures01s.escc.gov.uk:80/obj/fCatalog/Catalog93&areatype=WA&submode=replay&geoid=E05003927&mode=area [more information on Sovereign Ward here].

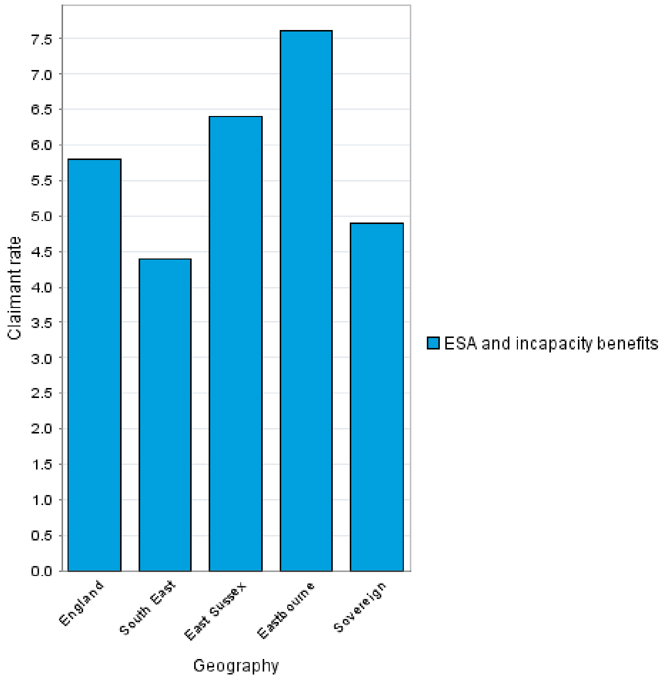
People affected by income deprivation in 2012

Measure	Percentage of people affected by income deprivation	Number of people affected by income deprivation
Geography		
East Sussex	13.1	69,507
Eastbourne	**15.1**	**15,063**
Sovereign	**11.6**	**1,403**

Source: Department for Communities and Local Government (DCLG), Indices of Deprivation, 2015 (constructed by Oxford Consultants for Social Inclusion (OCSI)).

It is clear from the table that Sovereign ward is half as deprived and Langney Ward (20.4%) and there are fewer people who are unemployed. However, Sovereign Ward is made up of 7 LSOA's, one of which (Eastbourne 014C) is among the 30% of most deprived LSOAs in the county but the 20% most deprived for income, employment and education skills and training domains. Sovereign Ward has an older population (9% retired), where 20% of residents have no qualifications.

Employment and Support Allowance and Incapacity Benefit claimant rate in August 2016. This chart shows the proportion of working age people claiming Employment and Support Allowance (ESA) or Incapacity Benefit (IB).



Source: Department for Work and Pensions/Nomis

7c. Evidence for funding profile for Eastbourne (local authority)

http://www.eastsussexinfigures.org.uk/webview/velocity?areaname=east&catalog=http://esfigures01s.escc.gov.uk:80/obj/fCatalog/Catalog91&areatype=LA&submode=replay&geoid=E07000061&mode=area [whole authority level for comparison here]

Poverty

People affected by income deprivation in 2012

Measure	Percentage of people affected by income deprivation	Number of people affected by income deprivation
Geography		
East Sussex	13.1	69,507
Eastbourne	**15.1**	**15,063**

Source: Department for Communities and Local Government (DCLG), Indices of Deprivation, 2015 (constructed by Oxford Consultants for Social Inclusion (OCSI)).

Index of Multiple Deprivation in 2015

This dataset shows the rank of 326 local authority districts and unitary authorities in England for proportion of lower layer super output areas (LSOAs) in the most deprived 10% nationally, for the Index of Multiple Deprivation 2015, where a rank of 1 indicates the most deprived area.

Measure	Rank (of 326/152)	
Summary measure	Proportion of LSOAs in most deprived 10% nationally	Average rank
Geography		
East Sussex	88	99
Eastbourne	**153**	**120**

Source: Department of Communities and Local Government (DCLG).

Annex 8: SCS marketing mail-out to local businesses

Mail-out sent to 240 local businesses in April and May 2017

What is the nature of your business (cafe, restaurant, hotel, pub, school, other, please specify)?
Do you purchase or use fish or shellfish for your business?
Does your business control the purchasing of seafood or is it sourced for you by a head office?
Do you purchase seafood daily, weekly or monthly (other, please specify)?
What volume (weight or number etc) of seafood do you purchase on a weekly or monthly basis and approximate spend (in £'s)?
Can you tell us what are the main species of fish and shellfish that you purchase or use (ie: cod, whiting, plaice, crab, others etc)?
Considering the seafood you purchase, do you know where it comes from and how it is caught?

Do you know what species of fish and shellfish are caught locally and the seasons when they are best to buy and eat?
Is the seafood that you purchase/use fresh or is it frozen?
Is the seafood that you purchase/use already processed (e.g. filleted/pickled/smoked/picked/sliced/minced/prepared)?
Would you or any of your staff benefit from a local 'seafood processing' introductory course?
How important is consistency of product/size/weight etc to your business?
Would a local (Eastbourne based) supplier of seafood be of interest to your business.
Would you consider buying local seafood if a local processor could supply you?
Would you require your local seafood to be delivered or would you be able to collect locally?
What would prevent you buying local seafood on a regular basis?
Do you believe that your business would benefit from promoting the use of locally caught seafood to customers?
Do you believe that price is more important than quality to your customers?
Would you consider using ‘sustainable’ fish species in your business to conserve stocks of ‘threatened’ species?
Have you heard of ‘sustainable fish cities’ and if so would you support Eastbourne’s efforts to become one?
Are you aware of the history and heritage of the Eastbourne fishing fleet?
If Eastbourne had a dedicated ‘fisherman’s wharf’ at Sovereign harbour, with wholesale and retail fish sales, would this be of benefit to your business?
Would you like to attend our FREE ‘Local Fish Event’ on Saturday 20th May at Seasons Brasserie at The Waterfront, Sovereign Harbour? If yes, how many guests please?
Can we contact you again if we require any further details or information please?

Annex 9: Meet the fishermen event at Seasons Café – Sovereign Harbour – May 20th 2017.

96 People signed up for the ‘meet the fishermen’ evening.


DISCOVER
YOUR LOCAL
fish
EASTBOURNE
FISHERMEN
Join us at our
FREE EVENT
on Saturday 20 May
Do you know what is truly LOCAL Eastbourne fish and do you know when it is best to buy and eat?
Our local fishermen would like YOU to understand a little more about the natural cycles of catching and selling local fish and the future of a sustainable fishing fleet in Eastbourne.
So, come along and join us at Seasons Brasserie at The Waterfront, Sovereign Harbour, on Saturday 20th May to enjoy an informative and very tasty FREE evening event to sample some local fish and to learn a little more about YOUR local fish and your local fishermen!
Log-on to the website overleaf and apply for your FREE invitation
SEASONS
BRASSERIE
The Waterfront, Sovereign Harbour
Eastbourne, East Sussex, BN23 5UZ


DISCOVER
YOUR LOCAL fish
EASTBOURNE
FISHERMEN
Your Eastbourne Local Fish Calendar
What's available and when?
January - March
Cod, Pollack and Channel Whiting. Crab and Whelks start in early Spring.
April - June
Dover Sole, Lemon Sole and Gurnard. Line caught Bass. Cuttle fish.
Lobsters end of June, Velvet Crab.
July - September
Large Dover Soles, Plaice and Red Mullet. Hen Crabs are at their best.
Spider Crab and Smooth Hound.
October - December
Cod makes a show and Herrings are becoming abundant and are in good condition. Decent Cock Crabs and Lobsters go up in value but are at their best. Brill and Turbot.
Register your interest in coming along to our FREE event at Seasons Brasserie on Saturday 20th May at 7pm by leaving your email address at: www.eastbournefishermen.co.uk


DISCOVER
YOUR LOCAL
fish
EASTBOURNE
FISHERMEN
Join us at our
FREE EVENT
on Saturday 20 May
Do you know your mackerel from your seabass and when the season is right for a fabulous Eastbourne lobster?
Come along to Seasons Brasserie at 7pm on the 20th May for a great FREE event to learn more from your local Eastbourne fishermen.
Log-on to www.eastbournefishermen.co.uk and apply for your FREE invitation
SEASONS
BRASSERIE
The Waterfront, Sovereign Harbour
Eastbourne
COD • POLLACK • CHANNEL WHITING • CRAB • WHELKS • DOVER SOLE • LEMON SOLE • GURNARD
LINE CAUGHT BASS • CUTTLE FISH • LOBSTERS • VELVET CRAB • PLAICE • RED MULLET • HEN CRABS
SPIDER CRABS • SMOOTH HOUND • MACKEREL • HERRING • COCK CRABS • LOBSTER • BRILL • TURBOT

Photos from the 'meet the fishermen' event – May 20th 2017

The event attended by around 65 people and questionnaire was completed by 17 people




[i] http://www.eastbourne.gov.uk/_resources/assets/inline/full/0/249015.pdf

[ii] http://www.visiteastbourne.com/news/record-year-for-tourism-visitor-spend.aspx

[iii] http://www.eastbourne.gov.uk/_resources/assets/inline/full/0/216964.pdf