

CARDIGAN BAY FISHERIES LOCAL DEVELOPMENT STRATEGY 2014-2020 - THEMES & OBJECTIVES

Specific Objective / Development Needs / Opportunities	Type of actions to be supported
Adding value, creating jobs, attracting young people and promoting innovation at all stages of the supply chain of fishery and aquaculture products	
LDS Objective 1:	
New product development and innovation	More detailed review of the freshwater fisheries, marine catching and processing sector. Capturing and developing innovative approaches at all stages of the supply chain
Added value processing / innovation	Progression of aquaculture in the area working from a very low baseline
Develop knowledge of how to prepare & cook fish	Clearer progression and entry opportunities for young people
More protected food name status designations for Cardigan Bay products	Addressing the decline of fishing and landings at key ports such as Aberaeron
Promoting social well-being and cultural heritage in fisheries and aquaculture areas, including fisheries, aquaculture and maritime cultural heritage	
LDS Objective 2:	
Enhanced marketing of fishing heritage	Capturing all aspects of historical and cultural fishing activity within the FLAG area
	Integration of the fishing heritage of the area into mainstream promotion of the FLAG area
	Ensuring that the core indicators of the fisheries area form a strong marketing message
Pesca tourism	Increasing awareness of fishing activity within our own communities
Enhance existing coastal initiatives – celtic challenge	Recognising and promoting the position and use of the Welsh language within coastal and fishing communities in the FLAG area
Supporting diversification inside or outside commercial fisheries, lifelong learning and job creation in fisheries and aquaculture areas	
LDS Objective 3:	
Diversification away from fishing	The need to develop a knowledge base to implement and develop aquaculture in the area
Diversification within fishing	Focused training and learning for those operating in the sector
Support for fishing families	Links within the supply chain, particularly with regard to the preparation of seafood
	Succession planning
Introduce apprenticeships linked to fishing industry	Feasibility studies that support the development of projects and businesses within the FLAG area

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Strengthening the role of fisheries communities in local development and the governance of local fisheries resources and maritime activities	
LDS Objective 4:	
Development Needs / Opportunities	Type of actions to be supported
Social enterprise development	Linked to Objective 2 in generating understanding of the fishing sector within our coastal communities
	Using the FLAG as a driver to influence change and development through evidence, research and science
	Those operating and working in the sector taking a more active role in fisheries management
Better cohesion amongst fishermen	Investigating how better governance can be achieved
	The potential for the creation of defined fisheries discussion workshops / groups of common interest at key locations – Cardigan, Newquay, Aberystwyth, Tywyn.
	Ensuring that the use and promotion of the Welsh language is transferred to the governance activity of potential projects
Enhancing and capitalising on the environmental assets of the fisheries and aquaculture areas, including operations to mitigate climate change	
LDS Objective 5:	
Enhanced marketing of fishing heritage	Strong synergies to Objectives 1, 3 and 4
	Huge potential to use the environmental assets of Cardigan Bay to the advantage of fisheries, both inland and marine
Enhanced marketing of fisheries and marine environment	Integrated land management and Payment for Ecosystem Services
Appropriately located aquaculture	Truly bringing together management approaches for all fisheries using good science
Environmental enhancements	Working for a very low base, so moving this forward with research and foundation projects