

A Reminder

Why?



For the
Environment,
the Habitats
and the
Communities



To reverse
the decline
of the Eel





**“It is essential that we come together
get organised and deliver the eel
recovery plans”**

The major outcome of the IFM Eel Conference at Bridgewater April 2009

Sustainable Branded Product

Stakeholders

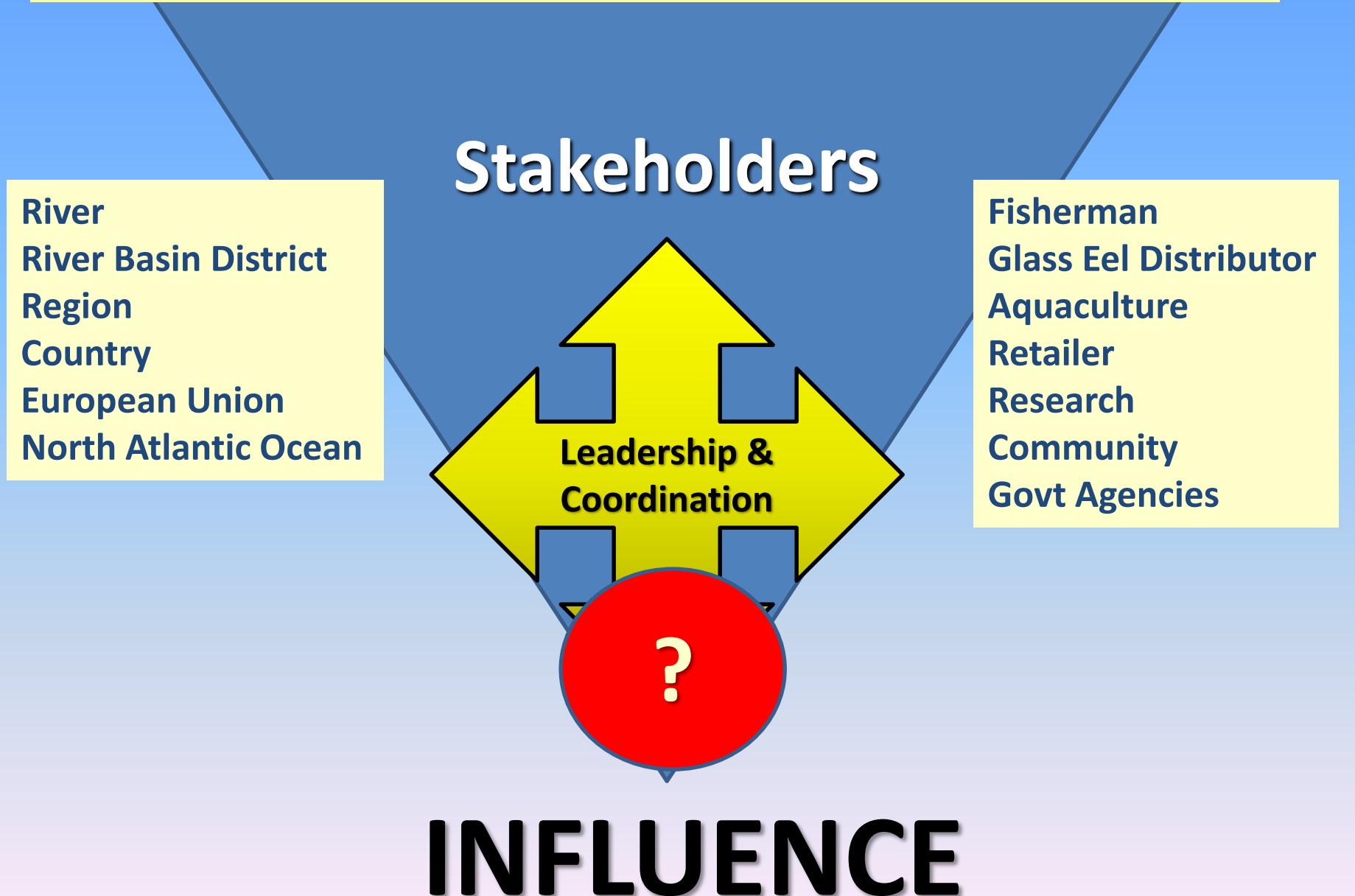
River
River Basin District
Region
Country
European Union
North Atlantic Ocean

Fisherman
Glass Eel Distributor
Aquaculture
Retailer
Research
Community
Govt Agencies

Leadership &
Coordination

?

INFLUENCE





Sustainable Eel Development Group

WHAT ?

HOW?

Operating within the
Charitable Objects of the
Salmon and Trout Association

Operating as the specialist Eel
Group within the Institute of
Fisheries Management



Sustainable Eel Development Group

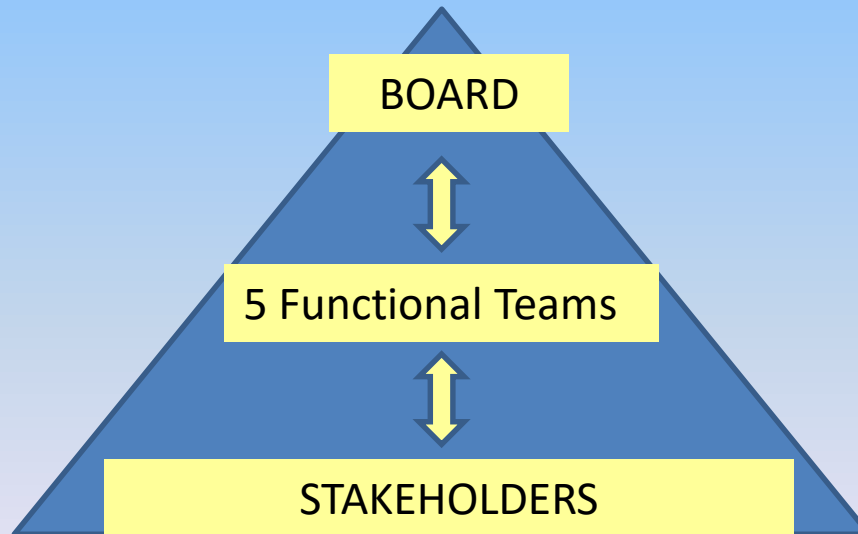
BOARD



5 Functional Teams



STAKEHOLDERS



First Draft extracted from minutes of the Nov 09 meeting to establish a body to promote the Sustainable Eel :

Aim:

An independent forum for the joined up conservation and management of the eel in the UK, linking stakeholders and managers in all the processes

Objectives:

- Well regulated sustainable commercial fishery that supports local economies.
- Meet objectives of Eel Regulation.
- Develop, decipher and apply sound science to enable effective decision making
- Influence government on policy
- Effective at seeking income and resources to progress the aim of the group

Aim:

To promote the sustainable management of the Eel

Purpose:

To act as a respected and independent body to encourage the joined up conservation and management of the eel in the UK and Europe, linking all stakeholders in an open and effective process

Objectives:

- To create a well regulated, sustainable and commercial fishery that supports local economies and communities
- To meet the objectives of Eel Regulations and for the Eel's return to abundance
- To develop, decipher and apply sound science to enable effective decision making
- To Influence government on policy
- To be effective at seeking income and resources to progress the aim of the group

Mission:

“The Sustainable Eel”

Outcome:

The eel's return to abundance and for the fishing communities to thrive

Salmon and Trout Association Charitable Objects

1. To promote for the public benefit the conservation, protection and sustainable exploitation of salmon, trout and other fish stocks of United Kingdom origin, and the conservation and improvement of the aquatic environment and ecosystems necessary for them to thrive.
2. The advancement of public education relating to the conservation of the aquatic environment and the interaction between human beings, the environment and fish, whether through angling or otherwise;
3. To promote for the public benefit, training in water safety, knowledge of the aquatic environment and identification of and respect for its dependent species, including fish, whether through angling or otherwise;
4. To promote research and to publish the useful results thereof in respect of the factors affecting the natural and artificial regeneration of salmon, trout and other fisheries in the United Kingdom including the general ecology of river catchments and the marine environment and the effect of commercial, industrial and land management practices on aquatic ecosystems.

SEDG Functional Teams

Developing the
Messages and Positions

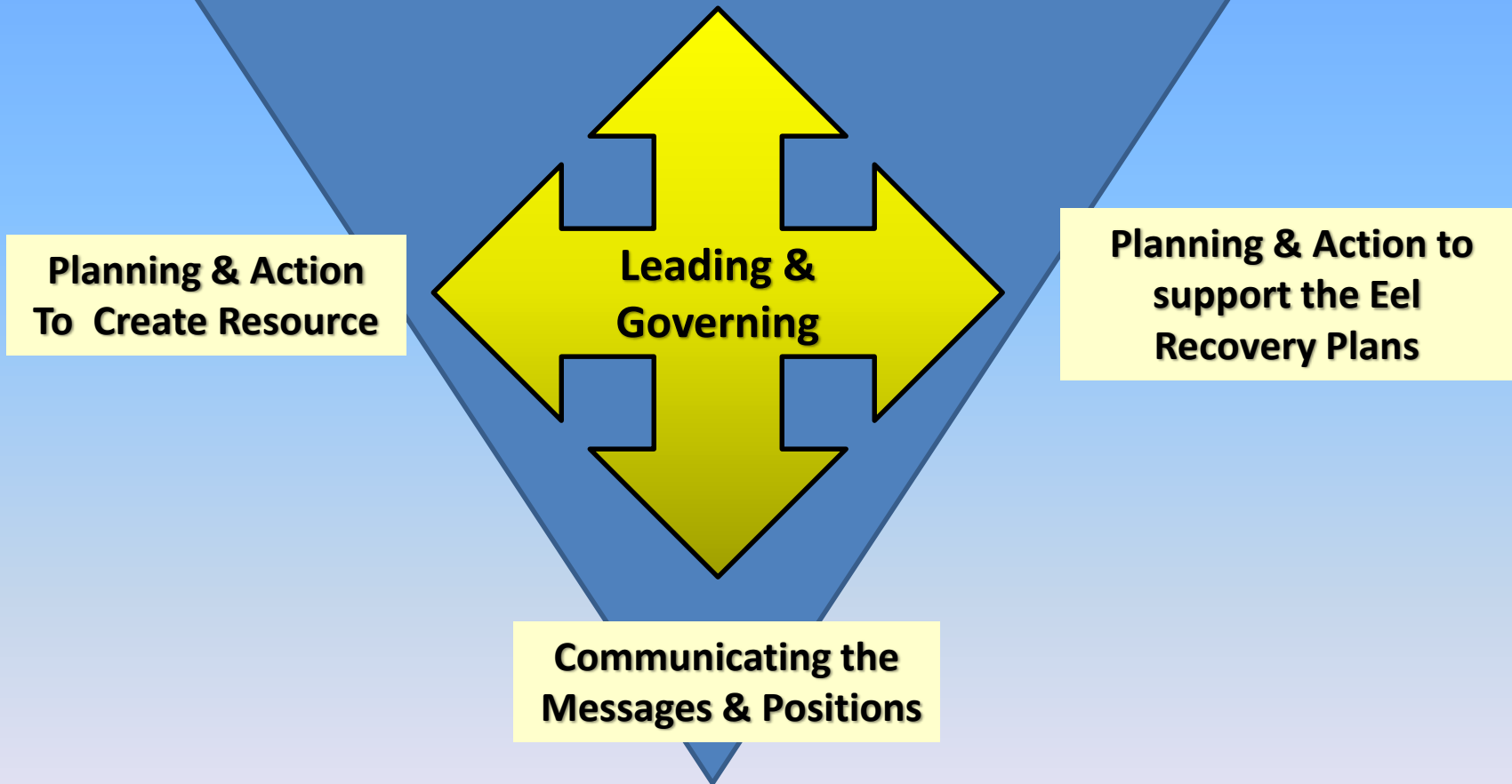
Planning & Action
To Create Resource

Planning & Action to
support the Eel
Recovery Plans

Leading &
Governing

Communicating the
Messages & Positions

INFLUENCE



SEDG Functional Teams

**Developing the
Messages and Positions**

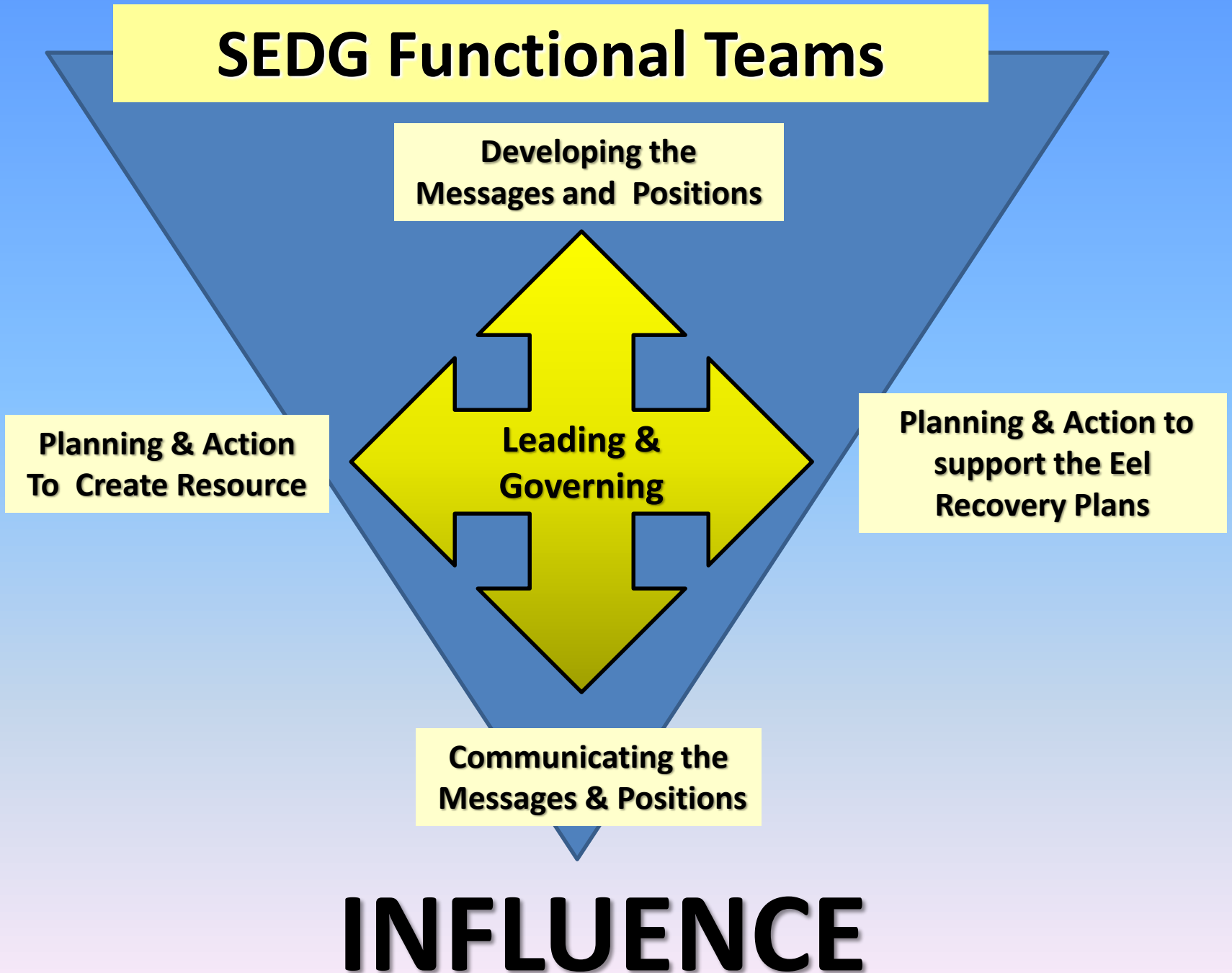
**Planning & Action
To Create Resource**

**Leading &
Governing**

**Planning & Action to
support the Eel
Recovery Plans**

**Communicating the
Messages & Positions**

INFLUENCE



Leading and Governing

- Led by Andrew Kerr
- Team Members? David Bunt, Paul Knight
- Form a 'Not for Profit Ltd Company'
- Recommend choice of Name
- Recommend Aim and Objective Statement for Articles
- Recommend cover organisation(s), IFM and or S&T
- Develop a Plan for First Year and seek its approval
- Call quarterly meetings
- Recommend Board membership
- Develop simple rules of governance and for decision making
- Recommend structures and responsibilities
- Draft Terms of Reference for Board Approval

Planning and Action to Create the Resources

- Led by ? Peter Wood
- Team Members ? Heid Stone, Richard Cooke, Maldwin Drummond / Chris Leftwich
- Create a plan
- Immediately engage with EFF with Chris Leftwich support
- Seek immediate funds / kind from within the Board and its immediate stakeholders with an initial 10k target
- Andrew to lead feasibility study with Fishery Challenge Fund Money

Developing the Messages and Positions

- Led by ? Brian Knights
- Team Members ? Robert Rosell, Peter Wood, Alan Walker, Janina Gray, Matherw Gollock, Christopher Moriarty
- Quickly identify the hot issues (link to Coms Plan) prepare positions
- Hot issues like :
 - is it ok to eat eels?
 - what role should restocking play?
 - is the eel beyond safe biological limits?
 - should exports to Asia be allowed?
 - what does sustainability mean for the eel?

Planning and Action to Support the Eel Recovery Plans

- Led by the EA Policy Manager for the Eel, Heidi Stone and or Miran Aphrahaamin
- Team Members? Roger Castle, Andy Don, Paul Knight
- Create immediate action plan to support application for feasibility study to the Fisheries Challenge Fund
- Develop a longer term plan based on the Eel Recovery Plans

Communicating the Messages and Positions

- Led by ? Andrew Kerr
- Team Members ? Paul Knight, Vin Fleming, Chetal Moghraby, Tom Fort
- Develop a Communication Plan to answer
 - What, who and where are the target audiences?
 - What are the headline issues ? (for detail preparation by the messages and position team)
- Set up a web site immediately
- Maintain Web site
- Implement the Communication Plan

Participants at the First Nov 09 Meeting (Primary Stakeholders)

Andrew Kerr (AK) Independent (Management Consultant) (Chair)

David Bunt (DB) Institute of Fisheries Management (Secretary)

Brian Knights (BK) Independent (Fisheries Scientist)

Heidi Stone (HS) Environment Agency

Andy Don (AD) Environment Agency

Miran Aprahamian (MA) Environment Agency

Paul Knight (PK) Salmon & Trout Association

Roger Castle (RC) Eel Fisherman

Chetal Moghraby (CM) Defra

Peter Wood (PW) UK Glass Eels

Alan Walker (AW) Cefas

Chris Leftwich (CL) Fishmongers Company

Keith Wilson (KW) London Port Authority

Robert Rosell (RR) Agri-Food & Biosciences Institute, Northern Ireland

Apologies:

Vin Fleming Joint Nature Conservation Committee

Maldwin Drummond Fishmongers' Company

Matthew Gollock Eel Conservation Group

New Members

Christopher Moriarty

Tom Fort

Derek Evans

Pat Close

Janina Gray

Peter Niesinger

Andrew Wallace

Delegated Decision Making

It is important that the functional teams can speedily act and don't have to wait for the quarterly meetings. Consequently daily and operational decisions are delegated to the functional teams which should be composed of at least three or four people whose collective view should be broadly representative of SEDG.

Where an issue is deemed 'hot' or there is disagreement within the Functional team – the matter should be referred to the Chairman for consideration who will consult the leaders of the other Functional Teams before making a decision.

Only rarely should an operational matter be delayed to the full quarterly meeting - these meetings should retain a focus on the major planning and strategic issues.

Meeting Plan for 2010

January	Agree appointments for coming year Make outline plans The Jan meeting will become the AGM
April	Agree Detailed Plan and Budget for the Year
July	Update and Review Progress
October	Updates and Review Progress Governance Review

Brundlandt commission report in 1987 and suggested that

“sustainable development is development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs”.

SEDG needs to immediately define itself in relation to the meaning of sustainability and what this means for the eel

"A Sustainable Eel Fishery is one which is managed in line with an approved EU Eel Recovery Plan, where stocking and fishing effort are monitored and controlled to ensure the river system sustains its pristine eel carrying capacity together with a demonstrable annual escapement of spawning adults that achieves the 40% target of an agreed pre anthropomorphic threshold"

AGENDA 11 January 2010 1st Draft

Start 1100
Finish 1500

1. Welcome and Introduction :
2. Outline of progress to date, a presentation of these slides:
3. To discuss and make decisions on.
 - 3.1 The name of organisation and the establishment of a not for profit company
 - 3.2. The relationships between the company and its major stakeholders (NGO's like IFM, S and T, Fishmongers Company, Government Organisations like EA, DEFRA, CEFAS and Commercial ones like UK Glass Eels and Lough Neagh Fisherman's Cooperative)
 - 3.3. The concept and formation of the five "Functional Teams"
 - 3.4. The leadership and Membership of the "Functional Teams"
 - 3.5. Decision making process
 - 3.6. Meeting Plan of the year
4. Outline Plan for each of the functional teams:
5. Defining 'sustainable' in relation to the eel and SEDG

Sandwich Lunch

5. Updates on eel matters : to include political, scientific, commercial and fishing matters

Communicating the Messages and Positions – creating a plan

- A web site base and platform
- Brief summary of key SEDG members
- Clear positions on key themes, eel recovery plans, eel sustainability, restocking, eating eels, catch methods
- Define targets, including ICES, CITES, DG Mare, WWF, MSC, MCS, IUCN
- Educating the customer to buy sustainable eel
- Responding to miss-understanding