

MEASURE 1

Description of proposed measure

1.0 Maintaining the economic and social prosperity of fisheries communities

Specific Objective

To provide training programmes for existing fishermen, fish farmers and the fisheries community which help develop new business skills and new enterprises.

To prepare feasibility studies and community development plans in fisheries communities that can be a focus for longer-term development activity.

Training in marine skills for school leavers and those wishing to follow a career in the marine sector

Rationale

SWOT analysis indicates that within the FLAG area one of the main strengths lies in the skills held by workers in the fisheries and aquaculture sector. However a weakness lies in the seasonality of their work and a shortage of workers with the correct or transferable skills that could be recruited to maintain or enhance economic activity.

A further weakness is lack of resources within communities to support the preparation of appropriate development plans that will establish longer term development needs.

Scope of action

- *Preparation of community development plans;*
- *Training programmes designed to support economic diversification and skills transfer;*
- *Marine skills training for school leavers wishing to enter the maritime sector.*

Complementarity and demarcation

*Highland LEADER Programme 2007/2013
AXIS 1, 2, 3 EFF Programme 2007/2013*

Target beneficiaries

*Private sector fisheries and aquaculture commercial operator
Community organisations
Private sector businesses in fisheries area*

Integration of environmental sustainability

Projects will be scoped for their environmental and sustainability impacts and applicants will be expected to demonstrate the projects environmental sustainability.

Integration of innovation

Projects will be expected to demonstrate innovative approaches with respect to their development and delivery, partnerships, sustainability and resourcing. Project will also be expected to demonstrate innovation in the use of resources and linkage to other

initiatives (E.g. LEADER).

Resources and weighting

15% (£75K)

Moderate demand for this measure is anticipated during the remainder of the EFF Programme

MEASURE 2

Description of proposed measure

2.0 Adding value to fisheries products

Specific Objective

Improving quality of fishery and aquaculture products

Piloting collaborative management and exploitation of fishery resources

Rationale

SWOT analysis identifies the high quality fisheries and aquaculture resource that is available within the FLAG area. However it also identifies limited processing capacity in some parts of the FLAG area, the predominance of consigning outwith the area, limited local markets and highly seasonal local markets for some of the products within the FLAG, particularly with regard to shellfish species.

Scope of action

- *Projects designed to improve quality, diversity, value and availability of fishery products throughout the year from the FLAG area;*
- *Collaborative projects in local fisheries exploitation which improve sustainability and value within the FLAG area.*

Complementarity and demarcation

*Highland LEADER Programme 2007/2013
AXIS 1, 2, 3 EFF Programme 2007/2013*

Target beneficiaries

*Private sector fisheries and aquaculture commercial operator
Community organisations
Private sector businesses in fisheries area*

Integration of environmental sustainability

Projects will be scoped for their environmental and sustainability impacts and applicants will be expected to demonstrate the projects environmental sustainability.

Integration of innovation

Projects will be expected to demonstrate innovative approaches with respect to their development and delivery, partnerships, sustainability and resourcing. Project will also be expected to demonstrate innovation in the use of resources and linkage to other initiatives (E.g. LEADER).

Resources and weighting

15% (75K)

Moderate demand is anticipated for this measure during the remainder of the EFF Programme

MEASURE 3

Description of proposed measure

3.0 Maintaining and developing jobs in fisheries areas through diversification

Specific Objective

Supporting the formation of additional tourism businesses

Harbour and infrastructure improvements that support economic diversification

Community development projects

Rationale

SWOT analysis indicates that within the FLAG area strengths lie in the very high quality of the natural environment and the attractions the coastal environment has as a destination for visitors from the UK and mainland Europe. Weaknesses lie in the condition and availability of infrastructure in some areas to support visitors and to encourage them stay longer.

Scope of action

- *Installation of infrastructure at harbour facilities which encourages visitors to the area and longer stays;*
- *Support for businesses that service the visitor sector;*
- *Support for community development projects that diversify employment within FLAG areas*

Complementarity and demarcation

Highland LEADER Programme 2007/2013

AXIS 1, 2, 3 EFF Programme 2007/2013

Target beneficiaries

Private sector fisheries and aquaculture commercial operator

Community organisations

Private sector businesses in fisheries area

School leavers seeking employment in the marine sectors

Harbour authorities

Integration of environmental sustainability

Projects will be scoped for their environmental and sustainability impacts and applicants will be expected to demonstrate the projects environmental sustainability.

Integration of innovation

Projects will be expected to demonstrate innovative approaches with respect to their development and delivery, partnerships, sustainability and resourcing. Project will also be expected to demonstrate innovation in the use of resources and linkage to other initiatives (E.g. LEADER).

Resources and weighting

50% (250K)

Highest demand is anticipated for this measure during the remainder of the Programme.

MEASURE 4

Description of proposed measure

4.0 Promoting the quality of the coastal environment

Specific Objective

By 2013:

Improved understanding and appreciation of the coastal marine environment

Interpretation of the culture and heritage aspects of fisheries communities

Rationale

There are a large number of natural heritage designations within the FLAG area and the SWOT analysis identifies the quality of the natural environment and the social and cultural heritage of fisheries areas as valuable strengths, where there are opportunities to development the provision of interpretive facilities for visitors.

Scope of action

- *Developing new or improving visitor facilities*
- *Local interpretive projects, panels, publications and signage*
- *Guided walks and coastal excursions*
- *Marine safaris and nature trails*
- *Cultural/social history events*

Complementarity and demarcation

Highland LEADER Programme 2007/2013

AXIS 1, 2, 3 EFF Programme 2007/2013

Target beneficiaries

Private sector fisheries and aquaculture commercial operator

Community organisations

Private sector businesses in fisheries area

Integration of environmental sustainability

Projects will be scoped for their environmental and sustainability impacts and applicants will be expected to demonstrate the projects environmental sustainability.

Integration of innovation

Projects will be expected to demonstrate innovative approaches with respect to their development and delivery, partnerships, sustainability and resourcing. Project will also be expected to demonstrate innovation in the use of resources and linkage to other initiatives (E.g. LEADER).

Resources and weighting

15% (75K)

Moderate demand for this measure is anticipated during the remainder of the EFF Programme.

MEASURE 5

Description of proposed measure

5.0 Promoting national and trans-national co-operation between fisheries areas

Specific Objective

Exchange programmes supporting national and international community learning and co-operation in fisheries areas

Rationale

The European Fisheries Areas Network (FARNET) exists to assist fisheries areas across the EU confront significant and similar challenges. It provides support for capacity building, testing and transferring successful responses and creates a platform for linking learning and innovation in fisheries areas to EU and national policy.

Within the UK there are other fisheries regions that have been implementing economic diversification programmes via Axis 4, LEADER and other community development frameworks.

A SWOT analysis has identified poor linkages with other national and international fisheries areas that are undergoing similar changes as a weakness. This action will provide the opportunity to learn from other fisheries areas that have wider experience of the use of EFF Axis 4 and demonstrate significant economic outcomes.

Scope of action

- *Support for projects developed in fisheries communities that promote national and international exchange and learning in the field of community development, capacity building and economic diversification.*
- *Support for collaborative fisheries management projects that seek to help integrate fisheries and fisheries management with other maritime activities.*

Complementarity and demarcation

*Highland LEADER Programme 2007/2013
AXIS 1, 2, 3 EFF Programme – 2007/2013*

Target beneficiaries

*Private sector fisheries and aquaculture commercial operator
Community organisations
Private sector businesses in fisheries area*

Integration of environmental sustainability

Projects will be scoped for their environmental and sustainability impacts and applicants will be expected to demonstrate the projects environmental sustainability.

Integration of innovation

Projects will be expected to demonstrate innovative approaches with respect to their development and delivery, partnerships, sustainability and resourcing. Project will also be expected to demonstrate innovation in the use of resources and linkage to other initiatives (E.g. LEADER).

Resources and weighting

5% (25K)

Limited demand for this measure is anticipated during the remainder of the EFF Programme.