

Cabinet Agenda

Monday, 4 June 2018 at 6.00 pm

Muriel Matters House, Breeds Place, Hastings, East Sussex, TN34 3UY

If you are attending the Town Hall for this meeting, please enter the building via the Community Contact Centre entrance.

For further information, please contact Deniz Musa on 01424 451486 or email dmusa@hastings.gov.uk

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Agenda Item 10



Report to: Cabinet

Date of Meeting: 4 June 2018

Report Title: Hastings Fish Brand Project

Report By: Kevin Boorman, Marketing & Major Projects Manager

Purpose of Report

To provide summary information on Hastings Fish Brand Project

To recommend that authority is delegated to the Director of operational services or his nominee to sign the funding agreement with the Marine Management Organisation (MMO) for the Hastings Fish Brand project and any other HBC-led Fisheries Local Action Group funded projects.

Recommendation(s)

- 1. That authority be delegated to the Director of Operational Services or his nominee in consultation with the lead member for regeneration:**
 - **to sign the funding agreement for the Hastings Fish Brand with the Marine Management Organisation,**
 - **to enter into the MMO funding agreements for any further HBC-led FLAG funded projects, including those summarised in Appendix 1.**

Reasons for Recommendations

Hastings Fish Brand has been formally approved by the MMO and we can now proceed with immediate delivery of the project, as set out in the submitted application form and business case. The delay in the MMO approving the funding means that urgency provisions have been used, set out in rule 26.20 of the constitution, and Cabinet is asked to note these.

Introduction

Hastings Borough Council has been successfully approved by the MMO for funding for a Hastings Fish Brand via the Fisheries Local Action Group (FLAG) programme. Summary detail on the FLAG programme and delegated authority to act as lead partner for management and delivery was approved at Cabinet in August 2016.

The initiative will develop, launch and roll-out a Hastings Fish Brand in three phases over 18 months from June 2018 – January 2019.

The project will be delivered in three phases;

1. Research, design of brand, development of social media campaign/merchandising products: June – September 2018
2. Launch of brand at Seafood and Wine Festival: September 2018
3. Roll out of brand September 2018 – January 2019

Budget profile

The project is 100% grant funded, totalling £84,469. This includes staffing, marketing and merchandising products, as set out in the table below.

	Grant amount	
2018/19	£50,533	Management overhead Project coordinator Social Media campaign & advertising, including brand launch at the Seafood and Wine Festival Merchandising products Graphic design
2019/20	£33,936	Management overhead Project Coordinator Social media & advertising Merchandising products

Project summary

The key objective of the project is the development of a brand which offers a 'stamp of approval' for the fish products landed by the Hastings fleet; engaging fishmongers, the fleet, Hastings Fishermen's Protection Society, restaurants and hoteliers in its development to ensure a coordinated and sector- supported product.

The small scale nature of our fleet, the seasonal and unpredictable nature of the catch and the demand from restaurants and consumers wanting to purchase the same product continue to be barriers to growth in sales of Hastings landed fish products.

Hastings Fish Brand will market the fish landed as a premium, sustainable and local product using a simple and unique logo (see image in Appendix 2). The marketing will focus on education and understanding around seasonal produce, using this as a unique selling point.

The brand is projected to;

- Increase understanding amongst restaurants and consumers around seasonal fish,
- Directly benefit 30 businesses
- Create a locally/national recognised sustainable Hastings Fish Brand, that will increase sales by 2% in the medium/long term.

HBC-led FLAG Projects

Hastings Borough Council is lead partner for a number of other proposed FLAG projects, see Appendix 1 for summary of these.

Each project will require council to enter into the project specific MMO funding agreement. It is recommended that delegated authority is given to the Director for Operational Services, or his nominee, in consultation with the Lead Member for Regeneration for any further HBC-led FLAG projects. Consultation with the Chair of the foreshore trust will also be sought, with those projects which are on Foreshore Trust land, where the Foreshore Trust is a partner, and where HBC officers are acting on their behalf and/or where there is a financial commitment from the trust. The Charity Committee will have additional responsibility to approve Foreshore Trust commitment for any FLAG project, if required.

Delegating authority for these projects will enable them to swiftly commence delivery, without delay.

Timetable of Next Steps for Hastings Fish Brand

Action	Key milestone	Due date (provisional)	Responsible
Fish Brand project officer in post	Employment contract signed (Wage will be backdated to grant approval date)	June 2018	Regeneration manager / POD
Commence development of the Fish Brand	Brand design and associated marketing agreed Engagement with stakeholders	September 2018 Ongoing from May 2018	Regeneration manager / project officer

Brand launch	Launch at Seafood & Wine Festival	September 2018	Marketing & major projects manager/ Regeneration manager / project officer
Brand roll out	Social media campaign commences	August 2018	Regeneration manager / project officer
	Merchandising produced (such window stickers, cool bags, cool bags, fish wrappers/stickers)	August 2018	
Project completion		January 2019	Regeneration manager/project officer

Wards Affected

All

Implications

Relevant project tools applied? Yes (Business case, financial cash flow and application form)

Please identify if this report contains any implications for the following:

Equalities and Community Cohesiveness –

the project will improve local and national knowledge of fish landed in Hastings

Risk Management

business case and cash flow developed as part of bid to mitigate risk

Environmental Issues

The successful project will develop a sustainable fish brand

Economic/Financial Implications

the implications are set out above

Organisational Consequences

employment of Fish Brand project officer, management support. Marketing team commitment

Local People's Views

engagement with fishmongers, wholesalers, fleet, restaurants and community will be key to the success of the project

Anti-Poverty – the successful project has the potential to increase tourism, benefit local business and increase fish sales

Additional Information

Appendix 1 – Summary of proposed FLAG projects

Appendix 2 – Fish brand logo

Officer to Contact

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Appendix 1 – Proposed HBC-led FLAG projects

Project Name Lead or Department	Project description	Project progress	Other partners	Total Budget (g grant +Match)	HBC match	Grant value to HBC
Fish Brand Regeneration/ Marketing Page 7	<p>Due to the unsustainable cost of MSC certification, the FLAG support the development of a sustainable fish brand.</p> <p>Hastings fishing fleet use traditional, sustainable methods to catch fish but the value of this often goes unrecognised. The brand would be a 'stamp of approval' so customers will know the fish they are buying is local and sustainable, with a premium product feel. This is as important for residents as for visitors.</p> <p>The brand will be promoted primarily through social media, CJ Jackson as brand ambassador (focusing on the national market) and at fish festivals. Strong relationships will be made with the fishermen, fishmongers, restaurants and wholesalers to ensure the correct message is spread about the brand and how it will benefit all involved. The brand will support year-round employment.</p>	Application approved by MMO	Fleet and supply chain, HFPS, Little Gold, CJ Jackson,	£84,468	£0.00	£84,468

Project Name Lead or Department	Project description	Project progress	Other partners	Total Budget (Grant + Match)	HBC match	Grant value to HBC
Hastings Fishing Fleet: Past, Present & Future Hastings Museum & Art Gallery Page 8	<p>This project came from a pilot programme on Intangible, cultural heritage and will capture the knowledge and experience held within the fishing community of Hastings – fishermen, women related to fishers.</p> <p>Fishermen will be interviewed and share past knowledge and current issues. This will be archived in the museum and will be an invaluable source for the future of the fishing fleet and its sustainability.</p> <p>Women's voices within the industry aren't often heard. They will work with the museum on outreach projects and understand how to diversify and make money for the industry through tourism.</p> <p>This will culminate in an exhibition and an academic paper will be produced that could inform policy and the future of the fleet.</p>	<p>Being reviewed- New academic being sourced</p> <p>Match funding needs to be found</p>	HFPS	£75,000 (estimate)	£18,750	£56,250
Replacement vehicle barriers, Parking Services	<p>Replace the existing Royal National Lifeboat Institution (RNLI) Barrier and the East Hastings Sea Angling Association (EHSSA) gate with two new electronic barriers.</p> <p>The current barrier needs replacing and new fobs will be issued that will restrict access to the beach and mean a new system can be administered.</p>	Application submitted- waiting approval	HFPS, EHSAA, RNLI	£25,128	£6,282	£18,846

Project Name Lead or Department	Project description	Project progress	Other partners	Total Budget (Grant +	HBC match	Grant value to HBC
Rock a Nore Car Park & road feasibility study Parking Services	Feasibility to look into resurfacing the car park and possibly creating more spaces. It will also assess the traffic management of what can be a very congested road that affects tourism and trade in the area.	EOI approved. Gathering information for application, sourcing match funding	ESCC, HFPS	£15-20,000	£3750-£5000	£11,250- £15,000
Marine Plastics no current lead	Speaking with various stakeholders about ideas to tackle marine waste (specifically plastics). This could be a medium-large project as match-funding is available through the Foreshore Trust.	Pre- application stage	In development	In development	£20,000	In development

Glossary of Terms

ESCC – Eas Sussex County Council

HFPS – Hastings Fishermen’s Protection Society

ESHAA – East Hastings Sea Angling Association

RNLI – Royal National Lifeboat Institute

MMO – Marine Management Organisation

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Appendix 2 - Hastings Fish Brand logo



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