



## Review of the Cornwall Good Seafood Guide



**CORNWALL**  
**GOOD**  
**SEAFOOD**  
**GUIDE**



## INTRODUCTION

In late 2019 Rose Regeneration was commissioned by the Fishmonger's Company to review the impact of the Cornwall Good Seafood Guide.

## ABOUT THE GUIDE

The Cornwall Good Seafood Guide (CGSG) was set up by the **Cornwall Wildlife Trust** (CWT) with the objective to provide clear and accurate information to help consumers and businesses make environmentally informed decisions when purchasing Cornish seafood.

The CGSG was initially funded by the EU and MMO, in partnership with representatives from all sectors of the Cornwall fishing industry and with the help of business supporters.

Cornish fisheries reviewed by the CGSG are featured on the CGSG **website** and the Marine Conservation Society's **Good Fish Guide**. An independent advisory board oversees the work of the CWT.

## THE FOCUS OF THE REVIEW

There is an opportunity to replicate and support the expansion of the CGSG to a new region, creating a guide connected to but independent of the CGSG, and to grow the existing programme in Cornwall. This exploratory review of the CGSG was focused on this opportunity by way of the development of an agenda for future action.

The Fishmongers' Company commission was to establish an overview of the impact of the CGSG on fishing and seafood communities by assessing the following:

### **Fisheries**

- Comprehensive profiling of the fisheries featured on the guide
- Percentage of the entire Cornish fleet featured on the CGSG
- Perception of the CGSG (i.e. has the guide improved / decreased / had no impact on market access, where can improvements be made, involvement in the planning and running of the guide, communication with CGSG)

### **Seafood Buyers (wholesale, retailers, processors, hospitality sector)**

- Number of seafood buyers using the CGSG

- Comprehensive profiling of the seafood buyers using the CGSG (i.e. type of business, geography, type and quantity of fish being purchased, level of influence the guide has over them (i.e. rating system to be supplied)).

### **Seafood consumers**

- Analysis of the promotion of the CGSG to the local Cornish population and tourists (i.e. where is the CGSG promoted, how is it promoted and what is the reach / impact of these marketing measures).

## **METHODOLOGY**

Rose Regeneration engaged with a number of key informants to complete this commission on the basis set out below:

**Fisheries** – This has involved assembling industry data from Seafish and the Office for National Statistics in relation to the first two requirements set out above. In relation to the third requirement, namely the assessment of fisheries perceptions of the guide, Rose Regeneration worked with The Cornwall Fishing Amateur Project to undertake a telephone survey with CGSG participants.

**Seafood Buyers** – Working with the Cornwall Wildlife Trust Rose Regeneration identified the details of the buyers using the guide (there are approaching 90 businesses listed on the CGSG website). A representative group of these buyers were interviewed and their views recorded.

**Seafood Consumers** – Rose Regeneration identified the perspectives of consumers by both interviewing businesses that supply direct to consumers and through liaison with Plymouth Marine Laboratory (PML). PML have been working alongside Cornwall Wildlife Trust to independently support an analysis of the CGSG and agreed to share their data on consumer responses to the guide. This has been supported through the SWEEP initiative (funded by the **Natural Environment Research Council's** Regional Impact from Science of the Environment Programme) to test consumer attitudes to ethical sourcing of seafood in general and in relation to the impact of the Cornwall Good Seafood Guide specifically. The research was managed by Dr Océane Marcone, Social Science Researcher, Sea and Society (SaS) and Dr Tara Hooper, Environmental Economist at Plymouth Marine Laboratory.

### KEY INFORMANTS

By way of covering the three key themes above Rose Regeneration interviewed the following individuals, business and organisations:

1. Cornwall IFCA
2. Marine Conservation Society
3. Plymouth Marine Laboratory
4. Seafish
5. Fishing Animateur (Chris Ranford)
6. Bernadette Clarke (former manager of MCS GFG)
7. Matt Slater (Cornwall Wildlife Trust)

Data Collection from:

1. Forgotten Fish
2. David Stevenson (Crystal Sea)
3. Rob Wing Fish Merchant
4. Harbour Lights and Frasers
5. Catch Seafood Bar and Grill
6. Bedruthan Hotel
7. Flying Fish
8. Fish for Thought
9. Hooked
10. E Rawle and Co
11. Newquay Crab
12. Hooked on the Rocks
13. Great Cornish Food Store
14. Bowgie Inn Ltd
15. The Idle Rocks
16. Fish Hotel
17. Davies Catering Cornwall
18. Off the Hook
19. 2 Fore Street Restaurant Ltd
20. Chef Debbie Thorpe
21. Porthilly Shellfish Ltd
22. The Seafood Bar

Rose Regeneration also participated in the CGSG Independent Advisory Board Group Meeting on 4 February 2020 – this provided an opportunity to discuss the guide with its key governance group including businesses such as Harbour Lights and Frasers Fish Restaurant and the Cornwall Lobster Hatchery.



### KEY FEATURES OF THE GUIDE

107 businesses are involved with the guide. Around 70 of these businesses make a direct cash contribution to its operation. It covers 13 fishing methods and 60 species of fish. The majority of fishermen featured in the guide operate vessels below 10 metres in length.

The CGSG principle means of communication is by its website which was refreshed in summer 2019 with 10,000 new users per month in summer 2019 and 21,000 page views in August 2019.

The most distinctive feature of the Guide is that it follows the methodology used by the national Good Fish Guide, a nationally recognised guide covering the whole of the UK, which is run by the Marine Conservation Society (<https://www.mcsuk.org/goodfishguide/>).

As part of this research we identified a number of seafood campaigns including a campaign around Lyme Bay run by Blue Marine Foundation and an emerging initiative in Hampshire and the Isle of Wight: Great Solent Seafood. These schemes concentrate more on promotion and branding than conservation and provenance.



### RATIONALE

The CGSG describes its rationale as follows:

*“No one wants to see our oceans depleted. When well managed, fishing is the most efficient way of providing healthy, quality protein to feed our growing population. But we all know what happens when things go wrong. Overfishing and environmental damage have been a scourge of the fishing industry world-wide, including in our own waters.*

*Cornwall Good Seafood is here to help us all make good seafood choices; We provide detailed information on all the seafood landed to Cornish ports by Cornish boats, and we rate it all on sustainability, using the Marine Conservation Society system, meaning all our scores are comparable with ratings from around the world, all of our scores also feature on the MCS Good fish Guide [www.goodfishguide.org.uk](http://www.goodfishguide.org.uk). We think it is vital that we all support fishermen who fish sustainably and we hope to influence continued improvement in the industry for years to come.*

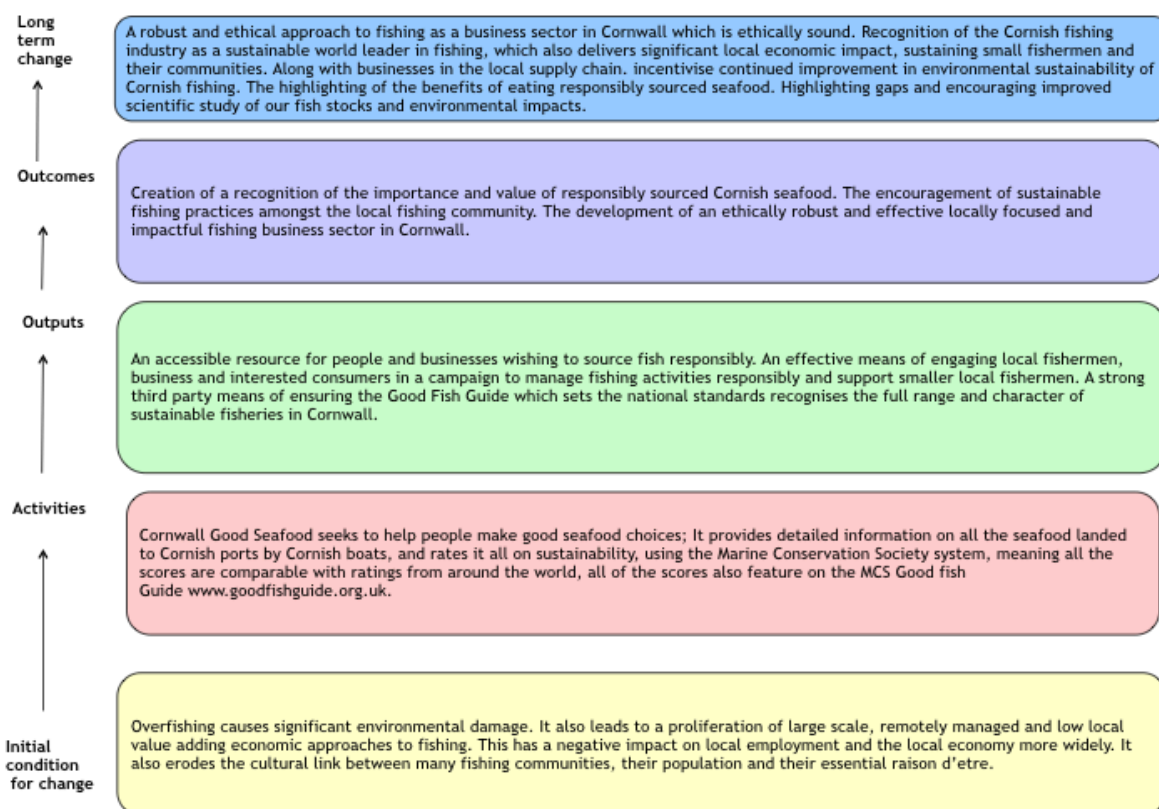
*Our website helps you make good choices and introduces you to a community of like minded businesses who supply sustainable seafood, we provide recipes and how to guides and we invite you to meet the fishermen who risk their lives to put sustainable seafood on your plate! We also call on businesses selling*

## CORNWALL GOOD SEAFOOD GUIDE

*Cornish seafood to get involved and to help spread the word by signing up as business supporters of Cornwall Good Seafood Guide. We hope this site encourages you to take the plunge - to seek out Cornish sustainable seafood and to re connect with our local fishing industry."*

### **- Cornwall Good Seafood Guide - Working for Healthy Seas, and Productive Fisheries**

Rose Regeneration has developed a theory of change – which crystallises this rationale on one page as follows:



1

## CORNISH FISHERIES AND THE GUIDE

Using Newlyn as the administrative port denominator and relying on the UK Seafish statistics for 2018 (the most recently published) it is possible to identify 557 registered vessels, 68% of which are 8 metres and under. This is the highest proportion of small vessels of any English Administrative port. The port has 841 registered fisherman making it the port with the highest number of fishermen in England. The focus of the CGSG on promoting the development of small sustainable fishermen suggests that it is well placed to pursue this mission in Cornwall.

UK fisheries statistics identify 38 high level categories of fish. Cornwall has a very diverse fishing industry and therefore the fact that the seafood guide covers 60 types of fish at a detailed level represents a comprehensive and effective coverage. UK fisheries statistics identify 11 high level categories of fishing and therefore the 13 more detailed categorisations covered by the CGSG represents a very comprehensive coverage.

The guide profiles 10 active fishermen. Whilst this is a small proportion of the total number of fishermen who have Newlyn as their administrative port, when considered along with the approaching 100 businesses and fish merchants who participate in the guide represents a relatively good coverage of the fishing sector in Cornwall. Our direct discussions with the fishing community suggests modest but not insignificant knowledge of the guide amongst the fishing community in Cornwall.

In terms of the quality of its analysis it is clear that the guide has the confidence of the Marine Conservation Society, which offers separate independent testimony that it is robust and valued in the nature of its operation.

### THE PROCESS OF GUIDE PRODUCTION

Evidence for inclusion in the Guide is sourced through discussions at the local level by Matt Slater, the lead officer on the project at the Wildlife Trust, and the information is then fed into the Guide on a real time basis and appears on the website. This information is shared with the Marine Conservation Society and has an impact on the ratings within their guide.

Two thirds of species in the guide are reviewed in the summer, one third in winter. The ICES publication, which drives the overall assessment process provides the anchor for analysis.

All new published data is reviewed and then used when re scoring stock scores, management scores and capture method scores and inputted to the CGSG spreadsheet to update the rating for each category of seafood. Matt then consults third parties on local and national management changes, applies this to the scores, he also has regard to capture methods. The process also involves considering Marine Management Organisation landings data. The process also involves looking at Cefas and IFCA reports, and any relevant information from local data such as university reports (Plymouth and Exeter are the most frequent sources).

Having taken all this information into account a new spreadsheet is then created and discussed with the MCS for a final moderation. The final judgements on ratings then go to public consultation, published on the GFG and CGSG websites and through CGSG newsletter – for a month prior to completion of the rating refinement. The overall process of updating takes around 8 weeks.

The ready and positive acknowledgement with which the Marine Conservation Society acknowledge the methodological approach of the guide demonstrate its quality and technical credibility.

### RESOURCING

The CGSG has modest funding which underpins its resourcing. It is one of a number of projects managed by the marine conservation team at Cornwall Wildlife Trust. There is relatively good business engagement with the Guide and 70 organisations are business supporters, providing a modest contribution towards its activities. Overall the Guide is relatively constrained by the scale of resources which underpin its operation.

It is clear that with further and longer term resourcing the Guide would have scope for further development. Key opportunities identified through the dialogue with Matt Slater the lead officer relate to further business engagement, the engagement of more fishermen and the further development of the Good Sea Food Guide branding.

With more resources and a clear medium term future there is scope for the Guide to move away from its focus which is somewhat on the technical process of updating and development and focus more extensively on the development of a long term Business Plan focused on widening and deepening its impact.



### THE VIEWS OF CORNWALL GOOD SEAFOOD GUIDE MEMBERS

A series of telephone interviews backed up by e-survey responses were undertaken to derive the views of the members of the CGSG about its impact. The survey covered the following questions:

*What is your level of awareness of the Cornwall Good Sea Food Guide in terms of its content and the approach it takes to the collection and communication of information?*

*How important do you think the guide is in terms of the attitude of consumers? (on a scale of 1-5 where 1 is low and 5 is high)*

*What other factors influence the buying behaviour of consumers in relation to fish?*

*What are the other main issues that impact on the way you source fish?*

*How is the Guide significant in the ways you do business?*

*Are there any issues you would like to raise which are relevant to the development of the guide?*



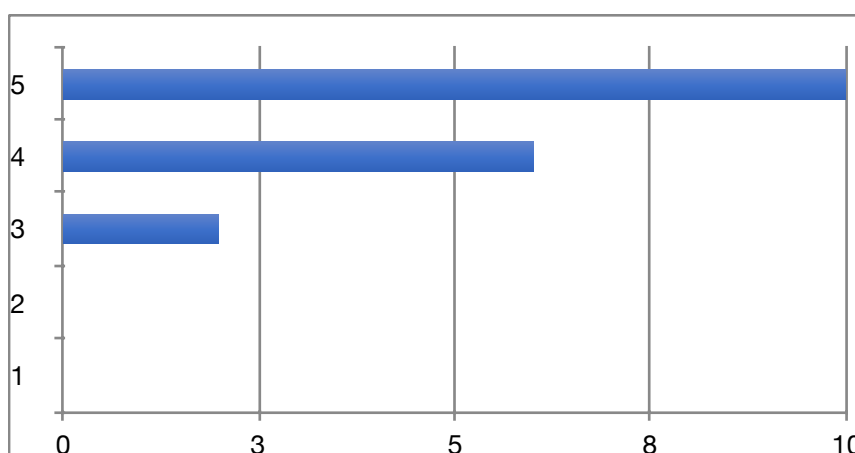
22 responses representing a fifth of the total membership of the CGSG were solicited. The responses received were as follows:

The response to each question was as follows:

***What is your level of awareness of the Cornwall Good Sea Food Guide in terms of its content and the approach it takes to the collection and communication of information?***

Respondents revealed a level of awareness not only of the guide but more importantly its content and approach of almost 4.5 out of a total composite score potential of 5. This suggests deep and effective engagement with its key constituency.

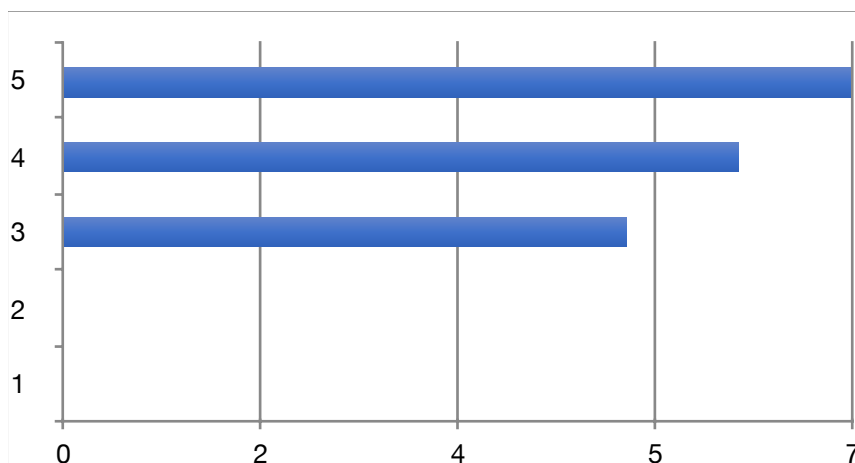
The distribution of scores is set out in the chart below:



***How important do you think the guide is in terms of the attitude of consumers? (on a scale of 1-5 where 1 is low and 5 is high)***

Respondents ascribed a high influence in terms of the guide in relation to their consumers giving this response a score of over 4 out of a total composite potential of 5. This suggests in terms of their knowledge of their own client base (it is not possible to infer anything wider from this scale of sample) that the guide has a positive impact on their customers.

The distribution of scores is set out in the chart below:



### **What other factors influence the buying behaviour of consumers in relation to fish?**

A number of key causal factors were identified by respondents in terms of the fish buying influences on consumers a selection of comments is set out below:

1. *"Locality, Seasonality, Process of how caught"*
2. *From our perspective is what we tell the chefs who purchase from us we advise them from this [Guide] sustainability, no plastic etc*
3. *Price, Provenance and Sustainability*
4. *People are very snobbish with certain fish like to show alternatives to other and better value and sustainability*
5. *Locality, Catching Methods and Price*
6. *Knowing that the fish is caught in a sustainable way we line fish*
7. *Locality*
8. *Freshness and Seasonality*
9. *Personal preference, TV, media*
10. *Price, media*
11. *Quality, seasonality*
12. *Pricing but educating customers about pricing helps*
13. *How fresh it is and its appearance"*

### ***What are the other main issues that impact on the way you source fish?***

The following factors were identified by respondents:

1. "Availability and Price
2. Availability and Quality
3. Sustainability
4. Weather and Availability
5. Availability and Price
6. Seasons and weather conditions
7. Cost and Availability
8. Weather, Tides and Seasons
9. Price, popularity of species
10. Sustainability, pricing, quality
11. Knowing its sustainable
12. Cost, quality, fishing methods
13. Price and availability
14. Sustainability"



There are a number of common factors identified from the experience of respondents in this list. Price is raised as an important determinant in this list. Availability is a key factor and it has been interesting to discuss the relationship between availability and sustainability with a number of key informants. More information in the context of the narrative arising from detailed discussion with a group of fishermen and industry informants is set out in the next section below.

### ***How is the Guide significant in the ways you do business?***

A range of respondent comments is set out below:

1. It is essential to get the information to the consumers
2. For us to guide the chefs into what to buy
3. People pay attention to what is in the guide
4. Nice part of what we do - very useful
5. We make use of the logo and explains how fish is sourced and who from
6. Doesn't bring me any business in but promotes the way we catch the fish
7. Always good to be included but don't know how well we have done from being included in guide
8. We like to source local and sustainable
9. Benchmark, professional researched opinions
10. It shows to our customers that we care

11. It supports our ethos to buy fresh, sustainable fish and reassures the customer that we are doing this with the logo on the menu
12. We use it as a guide for our customers for them to make a better informed choice
13. Excellent advice on sustainable options
14. Helps show we are a responsible company

These comments reveal that for the businesses involved with the CGSG at least, there is considerable benefit to the guide, particularly in relation to the promotion of the ethical basis on which they are seen to operate in conjunction with the Guide.

### ***Are there any issues you would like to raise which are relevant to the development of the guide?***

Key comments from respondents are set out below:

15 of the respondents indicated that they were happy with the Guide in its current format. Only 3 respondents had very specific comments to offer. These are set out below:

1. "In the guide for us crab is down as a 2 it should be a 1 it is the most sustainable fish you can get
2. Although a sponsor do not have a copy and would like to know more do not receive anything from them
3. More regular email updates"

## SUMMARY

As a whole these comments suggest high levels of satisfaction with the Guide amongst its members and a clear view that it is making a useful contribution to the sustainable promotion of their business. Rose Regeneration held a number of more detailed interviews with some of the Guide members and some of the stakeholders referenced above. These provided a broadly positive but more nuanced series of views about the Guide. Details of the outcomes of these interviews are set out below.

## NUANCED NARRATIVES

The following themes emerged from more detailed interviews with a modest number of key informants, with whom the outcomes of the evidence gathered above were explored further.



There is a real and positive appreciation of the credibility and value of the Guide amongst the Marine Conservation Society. It was our impression that there is some nervousness however about the proliferation of regional guides more generally.

There is a feeling that the guide appeals to a certain type of consumer (with significant financial means) and that its impact doesn't stretch to a universal audience.

There is an impression that the Guide is a positive force but that it does not condition behaviour so strongly that those using it and featured in it would only source the fish with the higher sustainability ratings in it.

There is an impression that notwithstanding significant viewing figures for the website the Guide does not reach very deeply into a wide constituency of consumers.

There is a strong acknowledgment that the Guide has led to a better representation of Cornish fisheries and the positive practice of its members is therefore more insightfully reported to the Marine Conservation Society in the development of the Good Fish Guide, which is the industry standard for sustainable sourcing of fish.

There is a significant impression that the Guide has a positive impact on the overall Cornwall food brand and that it does provide the most durable and engaged with source of information on Seafood as a key component of the Cornish food offer.

## CONSUMER PERSPECTIVES

Working with The Cornwall Wildlife Trust, Plymouth Marine Laboratory (PML) was able to access funding through the SWEEP initiative to test consumer attitudes to ethical sourcing of seafood in general and in relation to the impact of the Cornwall Good Seafood Guide specifically. The research was managed by Dr Océane Marcone, Social Science Researcher, Sea and Society (SaS) and Dr Tara Hooper, Environmental Economist at Plymouth Marine Laboratory.

The South West Partnership for Environment & Economic Prosperity (SWEEP) is a new initiative that will help deliver economic and community benefits to the South West, whilst also protecting and enhancing the area's natural resources.

Funded by **Natural Environment Research Council's** Regional Impact from Science of the Environment Programme for 5 years, SWEEP brings academic experts, businesses and policy makers together to solve some of the challenges involved in managing, utilising and improving the natural environment.

SWEEP is a collaboration of three research institutions: the **University of Exeter**, the **University of Plymouth** and **Plymouth Marine Laboratory** – working together with a large group of highly engaged business, policy and community partners.

The survey commissioned by PML went live on the 13th of January 2020 and ran until the 20th of January 2020. Out of the 357 people who took the survey, 335 completed it (22 gave partial answers). Out of those 335 respondents, 38 never consume seafood and are excluded from the analysis. 55% of the remaining respondents are females (n=162) and 45% are males (n=45). 49% live in Cornwall (n=146) and 50% in Devon (n=149). Two respondents did not mention the county they live in. 31% of the respondents live within 1 mile of the coast (n=92) and 37% live between 1 to 5 miles inland (n=110).

Most of the respondents consume seafood at home once a week (31%, n=96). Respondents living between 1 - 5 miles inland are the ones most often consuming seafood at home (12% consume seafood once a week, 9% more than once a week) followed by respondents living within one mile from the coast (9% and 8% respectively). On the other hand, one third of the respondents eat seafood outside of home less than once a month (n=101).

The top 3 selection criteria used by respondents when buying seafood are:

- Taste;
- Freshness;
- Price and value for money.

Sustainability of the seafood ("Whether the amount of fish/shellfish being caught is sustainable"), locally fished seafood ("Fished around Cornwall by Cornish fishermen or around Devon by Devon fishermen"), knowledge about the fishing area ("Knowing where the fish was caught") and the fishing method ("The method used to catch the fish/shellfish") rank respectively 7, 8, 9 and 10 out of the 13 possible criteria.

Almost 40% of the respondents consider it "very important" that "the seafood you eat is caught in a way that does not cause damage to the environment in which it lives" (37%, n=113). One quarter consider it as "essential" (25%, n=74). Respondents between 46 and 75 years old are those with the greatest concern about the way seafood is caught: 11% respondents between 46 and 60 think it is "very important" and 9% "consider it is "essential" as a consideration. Results for respondents between 61 and 75 years old to the above question are 11% and 6% respectively. Women from the sample are most concerned about this question: 21% and 14% think it is "very important" or "essential" whereas only 16% and 11% of men have these views.

Almost two thirds of the respondents (63%, n=187) consider it as being either "very important" or "essential" that the seafood they consume is traceable, however 83 respondents don't check how the seafood they buy

has been caught. Amongst the remaining respondents, looking for labelling or accreditation is the most widespread way to check how the seafood they buy has been caught (41% of the sample).

One quarter of the respondents consider they have a good understanding of the factors that contribute to the sustainability of fishing (25%, n=74). Most of the respondents identify as having only “a little understanding” of those factors (67%, n=200).

The survey also had a knowledge quiz questions section. In terms of the responses to this, one third of respondents managed to give the right percentage of UK fish stocks harvested sustainably (33%, n=99). More women choose the right answer (20% of them versus 13% of men). One half choose “About 35%” (n=146). Less than one quarter managed to give the right answer concerning the percentage of the seafloor that is highly disturbed due to fishing activity in the Southern Celtic Sea (21%, n=62). 40% choose “about 55%” and 30% choose “About 35%”.

In terms of the fishing methods with the lowest impact on the seafloor the two right answers (fixed or gill net and bottom longline) were the most common answer (60% and 35% respectively). Finally 84% of the

respondents were able to give the right definition of overfishing (n=250).



In terms of awareness of the Cornwall Good Sea Food Guide, 43% of the respondents have already heard of the initiative (74 in Cornwall and 52 in Devon, one did not specify the county), almost 60% being women. Almost one third have heard of the scheme through family or friends (30%, n=38). 18% have learned about the scheme by doing their own research (n=23) and 16% via a restaurant (n=20). A small proportion of respondents mention knowing about the scheme thanks to the Cornwall Wildlife Trust

and their fish seller (13%, n=16). Almost half of the respondents visit the CGSG website less than once a month (49%, n=62). Only 7% of the respondents check the website once a week (n=9). Information on the sustainability of each fishery is considered as the most useful feature by 36% of the respondents (n=49).

### WIDER IMPACT

In addition to the role played by the CGSG in promoting the provenance of local seafood from a sustainable and ethical point of view and in relation to its positive impact on local business development the Guide also provides a very positive feed into the Good Fish Guide. This has led over the years of its operation to a greater and more accurate representation of Cornish fisheries in the Good Fish Guide.

An analysis of the GFG ratings as of **early 2015** (just before launch of CGSG) and all the fisheries / method fields that were included in the CGSG identifies that there are 83 new /missed fields so MCS which suggests the original Guide was missing 61% of Cornish fisheries.

There is a wider conviction amongst some businesses and fishermen associated with the Guide that it has a positive impact on their business but there are no agreed measures in place, which enable this to be substantiated.

### CONCLUSIONS

It is clear that the Cornwall Good Seafood Guide is a thorough, well researched and methodologically sound facility. The Guide is an accurate representation of the Cornish fishing industry, which it describes effectively.

Amongst the membership of the Guide there is recognition that it provides a range of economic and social goods namely:

- A good branding tool for Cornish Seafood
- A useful means of engaging with the more discerning fish consumers they encounter
- A means of ensuring that the Good Fish Guide is properly representative of Cornish Fisheries
- A sound starting point for helping build the profile of small scale fishermen who fish on a sustainable basis
- A basis for delivering a more environmentally sensitive and sustainable approach to fishing in Cornwall

Whilst the proportion of the overall fishing industry, which interacts directly with the Guide is relatively modest this reflects the small scale resources available to the Guide.



There is scope to develop a formal Business Plan for the Guide, which could look at additional ways of raising income and making the Guide more sustainable. The challenge in this context is that the trade off might involve being slightly less independent in the context of being an environmental honest broker.

It should be a relatively straightforward process to transfer the learning around the development of the Guide to other counties. This would rely on building the capacity of the individual tasked with the responsibility for applying the ratings, which is quite a technical process. More significantly there is a need for a dialogue with the Marine Conservation Society to scope out how the



promotion of more local guides is likely to impact on the authority and industry recognition of the Good Fish Guide.

The lack of a series of impact measures for the Guide, particularly measures capable of being regularly updated compromises the long term justification for the publication. It should be possible to build on the intelligence which is available to date. Namely: narratives from members, website metrics and the ability to demonstrate a better reflection of Cornish fisheries in the Good Fish Guide. A consideration of the most effective means of mapping the behaviour change delivered amongst fishermen, consumers and businesses by the Guide should inform its future development.

There is relatively limited engagement in the development and governance of the Guide amongst its members and amongst its users. It would embed the Guide more effectively and build key relationships to sustain it more widely if its governance structure could be expanded and made more dynamic, through more intensive and more regular engagement with users.

The modest and limited funding base on which the Guide operates constrains its current potential for growth and development. This is unfortunate as there is clearly potential to widen its reach and impact.

### FINAL JUDGEMENTS

Overall whilst its scale of impact needs to be kept in perspective it is clear that the Guide is a comprehensive resource for those interested in sourcing sustainable seafood.

The Guide's impact on the behaviours of businesses and fishermen can be discerned by the levels of engagement it has achieved, which is relatively modest but well intentioned.

There is no comprehensive means of assessing the impact of the Guide on consumer behaviours. The scale of interaction with the website does however suggest that it has achieved a reasonable level of consumer recognition. Consumer feedback from the PML survey also suggests modest awareness of and impact from the Guide.

It is also clear that the Guide has made a significant contribution to an enhanced representation of fisheries in the Good Fish Guide.

Our recommendation is that there is real value in an engagement with the Cornwall Wildlife Trust about the scope to invest in the evolution of the Guide. This is on the basis that it is able to make a creditable contribution to the key issues set out in the Theory of Change we have developed to describe the rationale for the programme.

Secondly it is our view that the unique nature of the Cornish fishing industry and the hard won and well developed relationship with the Marine Conservation Society cannot be straightforwardly replicated by other areas with the Marine Conservation Society. The proliferation of regional and sub-regional guides runs the risk of diminishing/complicating the impact of the Good Fish Guide.

Whilst we do not see immediate value in the wider roll out of the Cornwall Good Seafood Guide we do believe there is merit in a discussion with the Good Fish Guide about how they might increase their engagement with localities in coming to a judgement about local fisheries.