

# Co-designing the new sea bass FMP

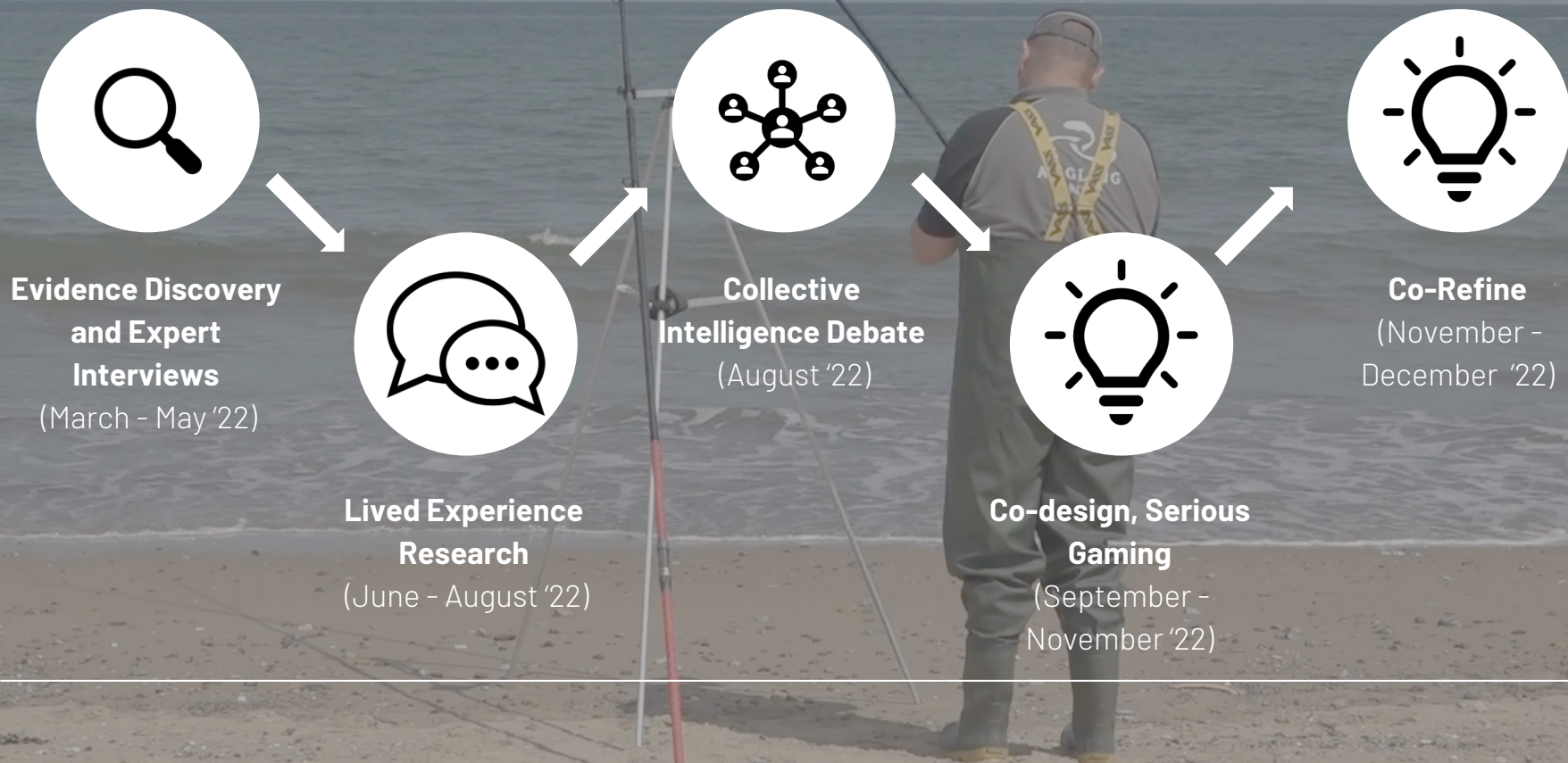
Defra and the Welsh Government 2022

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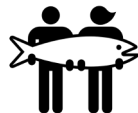
*October 2024*

*How can we co-design a new national plan for sea bass management in order to ensure this valuable natural resource can benefit a diverse range of commercial, personal and political interests whilst ensuring stocks remain sustainable and in the process foster empathy and trust between those involved?*

# Iterative project process



# Expert interviews



We spoke to **charter boat and recreational fishers** to understand the role of bass fishing for people's lives and their communities, as well as its impact on tourism and conservation.



MMO

seafish



Cefas



We spoke to **government representatives, scientists and regulators** about the current rules and regulations, their enforcement and monitoring and interactions with the EU.



We spoke to **shop owners and commercial fishers** about the importance of bass fishing for their livelihood, and how the existing regulation has been impacting their fishing activities.



# Lived experience

We explored the various challenges and opportunities of bass fishing as perceived by stakeholders themselves.

We engaged with over 70 commercial and recreational fishers in Pembrokeshire, Stoke-Gifford, Brighton and Shoreham, West Mersea, Barrow-in-Furness and Seaton-Carew.





Spending time with fishers on the ground helped Policy Lab understand the most important issues for the FMP.



Policy Lab listened to the voices of stakeholders to understand the challenges, barriers and opportunities for the future FMP.



# Collective intelligence

Following the lived experience research, we then conducted a week-long nationwide online debate, which brought together over 270 stakeholders from across England and Wales.

A highly diverse group of stakeholders voted on 711 statements, most of which were submitted by stakeholders themselves .

The statements helped to unpack the insights from the lived experience research and tried to match some of the challenges with potential solutions.



# Serious Gaming


Using insights from lived experience and the collective intelligence debate, we worked closely with Cefas, Defra and Welsh Government to develop 'Challenges' and 'Solutions' for the future FMP,

The 'Challenges' and 'Solutions' were then formatted into a serious card game to help test and prioritise a feasible set of FMP solutions, collaboratively with stakeholders,



*A participant in a co-design workshop, reading Solution cards to an FMP Challenge.*

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A photograph of a workshop table covered with a white cloth. On the table are several clear glass bottles of water, some partially filled. There are also several clear glass cups, some containing water. A white coffee cup sits on a saucer. Various papers, including a large sheet with a hand-drawn diagram of a fish, are spread across the table. A pink highlighter and a black object, possibly a stapler or a small bag, are also visible. The background shows people sitting at the table, though they are out of focus. The overall atmosphere is professional and collaborative.

Each workshop included representatives from a diverse range of bass stakeholders: recreational fishers, commercial fishers, charter boat skipper/s, buyers/sellers, MMO, IFCA, eNGOs, scientists,








There were 13 Challenges for participants to discuss.  
Each game took 2.5 hrs.





 Prioritise making the existing licensing system more flexible, allowing the transfer of entitlements between vessels and gears.

 Prioritise maintaining existing sea bass licensing system at period.

 Prioritise all commercial fishers being able to land sea bass, not only those with existing entitlements.

For each Challenge, participants were handed 2-4 Solution cards to review and prioritise





Participants ranked their priorities, then engaged in discussion, listening to other stakeholders views and opinions,

Participants were invited to vote on their preferred Solutions, by Challenge, using 2 tokens.





Participants were asked to discuss their selection, listening to each other and taking it in turns to have their say. Once they had heard others perspectives they could vote again, using their final 2 tokens and if they wanted to, move their previous preferred Solutions.



Stakeholders preferred Solutions, and the reasons behind their selection, were recorded and consensus was tracked across all workshops, and the survey.





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*My view is they are doing a good job trying to condense a huge variety of opinions into max 4 options. I did genuinely find yesterday's meeting very enlightening.*

Workshop participant

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*I haven't taken part in anything like that before. I found it very interesting and well organised and I felt that we were definitely listened to.*

Workshop participant

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# Co-Design engagement & numbers recap.

Co-design in-person workshops: 5 workshops, 39 stakeholders,

Co-design online workshops: 4 workshops, 33 stakeholders,

Online survey: 477 stakeholders,

**Total = 549 stakeholders.**

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# Co-Refine Survey

The priorities from the co-design phase helped us understand areas of agreement and disagreement on the Challenge areas,

Working with Defra, Welsh Government, Cefas and relevant bodies we discussed which Solutions would be feasible and implementable,

Via an online co-refine survey, we then asked stakeholders specific questions about how these Solutions could work for them. Their suggestions informed our final recommendations.

## Total Stakeholder Engagement

Interviewed

**13**

bass experts

**More  
than 90**

stakeholders engaged in  
the lived experience  
research - where we  
visited eight locations

**477**

responses to the online co-  
design survey

**280**

Participants joined the  
collective intelligence debate

**70+**

**participants joined the  
co-design workshops**

Co-refine survey response

**449**

**Total Engagement**

**1400+**



# Delivery

Policy Lab's final report and FMP recommendations were submitted to Defra and Welsh Government, backed up Cefas scientists, for public consultation in summer 2023,

The project was selected as an example of best practice co-design in policy development and showcased at the 2023 'Westminster Food and Nutrition Forum' and 'CS Environment Conference'.

# Reflections

By using a number of methodologies to engage stakeholders we ensured the co-design process as accessible and collaborative as possible,

Adopting a mixed methods approach meant that each phase of the project informed the next phase, in an iterative and engaging co-design process,

Qualitative and quantitative insights complemented each other towards the production of a solid evidence base, that achieved joined up service outcomes.





**Thank you, any questions?**