



Case studies of good practice

Name of initiative

Lamlash Bay No Take Zone

Name of Organisation:

Community of Arran Seabed Trust (COAST)

Nature of organisation:

Community of Arran Seabed Trust is a local, voluntary, non-profit organisation dedicated to the recovery of Isle of Arran marine life through the protection of Lamlash Bay.

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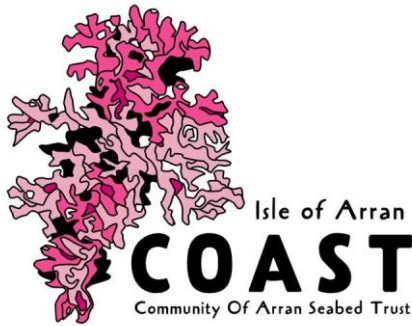
<http://www.arrancoast.com>

Brief description of initiative:

The following document outlines the actions taken to create a community organisation with the goal of establishing a marine No Take Zone. COAST provide recommendations on the process of forming and developing an informed organisation with political involvement and the ability to raise funds and promote policy. Raising awareness and involving the public requires development of media contacts and outreach activities plus an understanding of current issues, the ecology and sensitivity of target species/habitats involved and their economic and social importance to local communities. Networking with researchers, other organisations and Government is also important, as is attendance at relevant conferences. Acquiring high-profile individuals or businesses with similar interests as members will improve visibility of the organisation. Involvement in the political arena should focus on communication with local councils and understanding of local priorities, as well as the concerns of potential opponents. Involvement with civil servants and an understanding of The Crown Estate, and power and influence structures at local and national levels in general, is always beneficial. Finally, patience is a virtue, as is maintaining a positive attitude. Knowing that the process will get frustrating and slow at times and remaining firm and resilient in the face of setbacks is essential to a successful outcome.

Outcomes:

By following the tactics outlined in the following document, COAST have successfully promoted the creation of the Lamlash Bay No Take Zone, which was passed by Scottish Legislature in September, 2008. Order 317 expressly prohibits any fishing not for research purposes between the northern end of Holy Island and the opposing coast of the Isle of Arran. However, COAST is addressing the lack of signposts and notification surrounding the NTZ- an issue which continues to reduce the efficacy of the legislation one year after it was passed.



C.O.A.S.T EXPERIENCE: KEY STEPS IN ESTABLISHING A NO-TAKE ZONE

Raise the profile and be informed

- A couple of people get a bee in their bonnet and DECIDE TO DO SOMETHING
- Create a clear identity: set strategic objectives for the group and clarify short-term goals. Consider becoming a charity – and choose a good name that is recognisable and easy to remember.
- Create a membership body- names and addresses although no membership fee. Having a large membership body adds credibility and is a great resource for action.
- Fund-raise (and fund-raise again) – this is not something that you can or should do out of pocket.
- Use the power of retired and semi-retired people
- Become political – recognise that not everyone is interested in the ‘greater good’. Where does your local councillor stand on the issue, and your MSP? They (in particular local councillors and wider politicians) have their own agendas and self-interest at heart.
- Mobilise data and facts (historic as well as present position) – understand the scientific arguments alongside more general concerns: negative impacts on economic development, employment, depleting fish stocks, potential tourism, etc.
 - COAST established that declining fish catches had led to the cancellation of the previously annual Lamlash international fish festival. Simple calculations gave a projection on what the economic impact re local business, tourism, B&B operators, etc. had been.
 - Useful resources: SEASEARCH, underwater filming, experience elsewhere in the world. New Zealand especially good (Professor Ballantine); in the UK the Isle of Man and the Lundy protected areas.
- Familiarise yourself with relevant EU and Scottish legislation
 - Public rights to consultation
 - The extent of the fishing industry’s right to the resource (a lot less than many would imagine)
 - EU legislation – this, not British law, has been the driver in cleaning up waters e.g. sewage clean-up on beaches led from EU’s water framework directive.
 - Freedom of Information Act is very useful as it forces government departments to share all information that they have in your area.
 - Scottish Parliamentary procedures – especially the petitions committee which can trigger parliamentary activity
 - Do not accept advice at face value from government departments; this is often based on a poor understanding of the roles of existing legal structures.
 - Learn about The Crown Estate who has a lot of power on leasing seabed around the British coast. Their leases for fish farms, for example, produce income for the UK government Treasury Department.

- Delegate, delegate, delegate – don't let the one or two get burned out. Train committee members to share the burden and take on roles they might feel initially unable to do.
- Keep the group energised – progress can be slow. Keep recruiting more of the community to replace those who burn out through effort

Build public awareness and inclusion

- As early as possible, make an informed case with facts, not just emotion, and present to others in the community
 - Collect old photos and community oral histories or memories
 - Identify any protected or endangered species – for example maerl, small red calcareous seaweed; healthy areas are now becoming rare in the Clyde. Maerl is scientifically proven as excellent marine nursery areas, but now considered endangered due to destructive fishing methods. LOOK FOR THIS!!!! Other examples are Seagrass, flame shells, Seapens etc. It can be one of your arguments for an NTZ or Marine Protected Area (MPA)
 - Quality of water – ask SEPA (Scotland) or Water Authority for as much information over time as possible.
 - Have there been salmon runs in the past- any records?
- Show sustainability in the wider meaning – environment, social and economic
- Continually involve the larger community, attend local shows, have a table to illustrate the organisation at every community event. Have a member's sign-up form at every event.
- Focus and focus again on inclusion and information to those outside the group – this is vital for the long term haul to success
- Raise media/profile – get articles into the local, regional and national press.
- Write letters all the time to papers and to anyone who can assist
- Raise funds to help with some of the expenses
- Produce DVD of project and other campaigning material to spread the word locally as well as further afield
- Create a website – make it as professional as you can and keep it updated!
- Understand concerns of other affected stakeholders (fishermen) – show how it is in their best interest. But don't be surprised if they aren't receptive – they tend to be short-termists.
- Make a business case for sustainability.

Build links with other groups – leverage support

- Network, network, and more network – start with your own contacts, their contacts, and their contacts of contacts!
 - C.O.A.S.T. was able to do underwater filming and articles in papers through this.
 - Sea anglers, static fisherman and divers are natural allies.
- Contact Scottish Natural Heritage (SNH) as early as possible – their support can validate your cause as well as provide information.
- Attend conferences to state the need for conservation to meet your objectives
- Recruit scientific support – it is very useful to have scientists attend meetings with local officials and the public. One caution – make sure they can speak with, not down, to people.
- Liaise with NGOs who can assist – C.O.A.S.T., Marine Conservation Society (MCS), etc.
- Enter competitions to show your commitment – and raise your profile. Ours was the Observer Ethical Conservation Award 2008; Howard Wood COAST chairperson was selected as number 2 of the 350 nominated in the Scotsman Scottish Green Awards in 2009.
- Recruit if possible high profile supporters. Apply for grants.
- Identify businesses with a mutual interest in protecting the environment and community welfare. A NTZ has particular resonance with eco-tourism – make the point.
- Use the media to make your point – COAST has been featured on Countryfile, Kate Humble programme on the sea, Children's BBC. You'll have to make the initial overtures but then it

can be self-reinforcing as media comes to use. Be prepared with good quality information to hand out.

- Keep aware of pending legislation and be prepared to lobby what is in your interest – e.g. the Scottish Marine Bill is now in process.

Engage local politicians – politicise when necessary (and it will be)

- Continually involve and educate local community council and politicians with tangible facts. Familiarize yourself with local priorities (and agendas, often hidden).
- Inform yourself on the background of concerns/potential opponents – take a strategic approach. Understand power and influence structures at local and national levels.
- Learn, often through experience, how to approach power/Parliament/local councils. But don't place great expectations or consistent answers: promises may mean little in the wider political sphere.
- Be prepared to attend endless meetings – and to have meetings postponed, delayed, forgotten, etc
- Build relationships with civil servants in Marine Scotland who are involved in the marine environment, be it fisheries or conservation.
- Understand the roles and responsibilities of the various groups – gradually get more “on your side” for the clear objectives
- Keep politicians to their word – ask questions, write to the media especially where there are inconsistencies or factual errors – “be a pain in the ass”

Celebrate wins and losses

- Make sure you celebrate even small achievements so everyone does not get too dispirited by the slowness or intransigence of power – and it will be frustrating and painstaking at times.
- Keep a sense of humour. Be resilient and stubborn.
- Think positive – keep positive: it will be exhausting, frustrating, demanding – but exhilarating”

Finally remember you need strategy and shorter term tactics. Tactics without strategy results in defeat. Strategy without tactics is a slow way to victory.

Sally Campbell August 09