

**EASTERN SEAFISH TRAINING ASSOCIATION**



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**SEAFISH**

**TRAINING**

# **ESTA FORWARD PLAN**

## **2010/2011**

**Assisting companies and individuals in the sea  
fish industry to access relevant and cost-  
effective training**

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## **1. Background**

Eastern Seafish Training Association was constituted on 1st April 1992 with the strategic aim:

To extend training opportunities within all four sectors of the sea fish industry and to introduce arrangements whereby all new and existing sea fish industry workers could have access to training opportunities and vocational qualifications.

## **2. Primary Objectives**

These are reviewed annually and from time to time may be revised as needs dictate.

Eastern Seafish Training Association will: -

1. Respond to national and local training needs to help ensure a framework of standard based training leading to nationally recognised vocational qualifications is in place for new recruits and those already employed within the Sea Fish Industry and Food Industry generally.
2. Advise individuals, vessel owners and shore based units on the availability of training opportunities that can assist them to fulfil their training needs, and the United Kingdom and European legislative requirements.
3. Promote the general uptake of training and aid the recruitment processes within the four sectors of the industry: -  
Fishing Processing Mongering Frying
4. Promote and assist with the delivery and provision of careers information, guidance, counselling and support as required.

## **3. GTA Structure and Operation**

Eastern Seafish Training Association is a non-profit making organisation, originally set up as part of a network of Seafish Group Training Associations (GTA'S) Its main source of income is derived from the organisation and delivery of training and consultancy services, and participation in European and UK Government related training support initiatives for Seafood related businesses and other major non seafood food businesses

A full time Development Manager is employed to carry out the general activities required of ESTA, acting as contact points for industry enquiries, coordinating training activities, and organising the delivery of cost effective training to meet the sea fish industry's needs.

Whilst ESTA is an autonomously constituted body, they work in close co-operation with Seafish Training and Accreditation (A division of the Sea Fish Industry Authority) in promoting the development and delivery of training.

A Management Committee consisting of industry representatives, who are elected at the 'Annual General Meeting', controls the GTA's operations. Attendance at AGM's is open to those engaged and/or employed in the sea fish industry.

The management committee: -

- Comprises of between five and ten members involved in the four Sea Fish Industry sectors.
- Meets three times each year
- Formulates policy to help meet identified training needs.
- Oversees the recruitment, employment and activities of GTA staff.

Current Key personnel in Eastern Seafish Training Association are:

- Chairman - Dave Audley (Fish Frying)
- Vice-Chairman -Eric Oughton (Fish Processing and Catching)
- Development Manager - Clive Monk

ESTA welcomes nominations for Committee membership and strives to ensure full representation from all of the sectors. Committee members are nominated and elected at the Annual General Meeting. The AGM is scheduled to take place in May 2010. Please contact the Development Manager for details.

#### **4. Geographical Area**

ESTA predominantly cover the East of England from Lincolnshire down to Essex, including Norfolk, Suffolk, Cambridgeshire and eastern parts of Bedfordshire, Hertfordshire and Northamptonshire. There are many towns in the region. The most important for the GTA for the Catching and processing sectors are: Kings Lynn, Gt. Yarmouth, Cromer, Skegness, Boston, Lowestoft, Brightlingsea, Harwich, Maldon and Leigh on Sea. Cromer Crab Company is the largest processor based on the north Norfolk coast. The coastline has numerous holiday centres which each have significant numbers of Fish Fryers. See Appendix 2. ESTA is not restricted to this geographical area and will look to extend its area of operation.

## 5. 2009-2010 Key Achievements

### 5.1 Catching Sector

Most of the work carried out by ESTA in 2009/2010 was concerned with Safety Training. There was ITSG funding available until Mid December 2009 for "New Entrants" who are required to complete Safety training if they are working on registered fishing vessels. This became a mandatory requirement on 1 April 2005. There was also Department for Transport Funding available for enhanced safety training courses (Stability Navigation, Engine and Short Range Certificate) until 31 July 2009. There was a gap of several months while Seafish then secured European Fisheries Fund/Dft funding for the Skippers ticket courses. This was then available until 31 March 2010.

The following training took place:

**Figure 1 Catching Sector Activity 2009-2010**

TRAINING COURSES	Number of Courses	Course Duration (days)	Sea Fish Industry Trainees	Trainee Days
Fire Fighting	6	1	65	65
First Aid	6	1	51	51
Sea Survival	8	1	61	61
Safety Awareness	6	1	33	33
Basic Health and Safety	6	1	39	39
2 day Engine	3	2	42	84
2 Day Navigation	4	2	28	56
5 day Navigation	3	5	31	155
Intermediate Stability	5	1	60	60
Short Range Certificate Radio	2	1	16	16
<b>TOTALS</b>	<b>49</b>		<b>426</b>	<b>620</b>

### 5.2 Seafood Processing and Retail Sectors

#### **5.2.1 Food Hygiene/HACCP**

A training programme was delivered for the Big Prawn Company. This included HACCP for 2 staff, Introductory Food Hygiene for 6 staff and 2 candidates taking the Open Learning Intermediate Food Hygiene course.

One candidate from River Farm Smokery also started the Open Learning Intermediate Food Hygiene course. They are yet to take the exam.

A half-day Food Hygiene refresher course was delivered at Lowestoft Fish Market for 11 people who were, in the main, operating mobile fish vans.

## **5.3 Frying Sector**

### **5.3.1 Food Hygiene/Health and Safety Training**

6 candidates did the Open Learning Food Safety and one did the Open Learning Health and Safety

### **5.3.2 Fish Frying Skills/Customer Service Skills**

There was no demand for these open learning modules due to the increased cost

### **5.3.3 Safer Food Better Business**

SFFB coaching visits were made to 13 Fish and Chip shops in Norfolk. These were part of an FSA funded initiative organised by Cmi through the Norfolk Local authorities.

### **5.3.4 Tips for Chips**

We were involved in a project run by Cambridgeshire local authorities and the FSA. We delivered 3 seminars in Cambridgeshire

### **5.3.5 Consultancy and other opportunities**

A Health and Safety Policy and Risk Assessment was produced for one Fish and Chip Shop

## **5.4 Non Seafood Sector Training**

### **5.4.1 Food Safety/Health and Safety and COSSH**

- 1 Heinz Frozen and Chilled Foods -Two L2 Food Safety courses were delivered.
- 2 Kerry Foods A half day Food Safety refresher course was designed. This course has been approved by TESCO. We delivered 9 half day courses at Kerry Foods
- 3 Kettle Foods- One L3 Food Safety Course was delivered
- 4 Dairy Crest - Twelve days training were delivered at in Fenstanton in conjunction with VG Training (Vic George)

### **5.4.2 Customer Service**

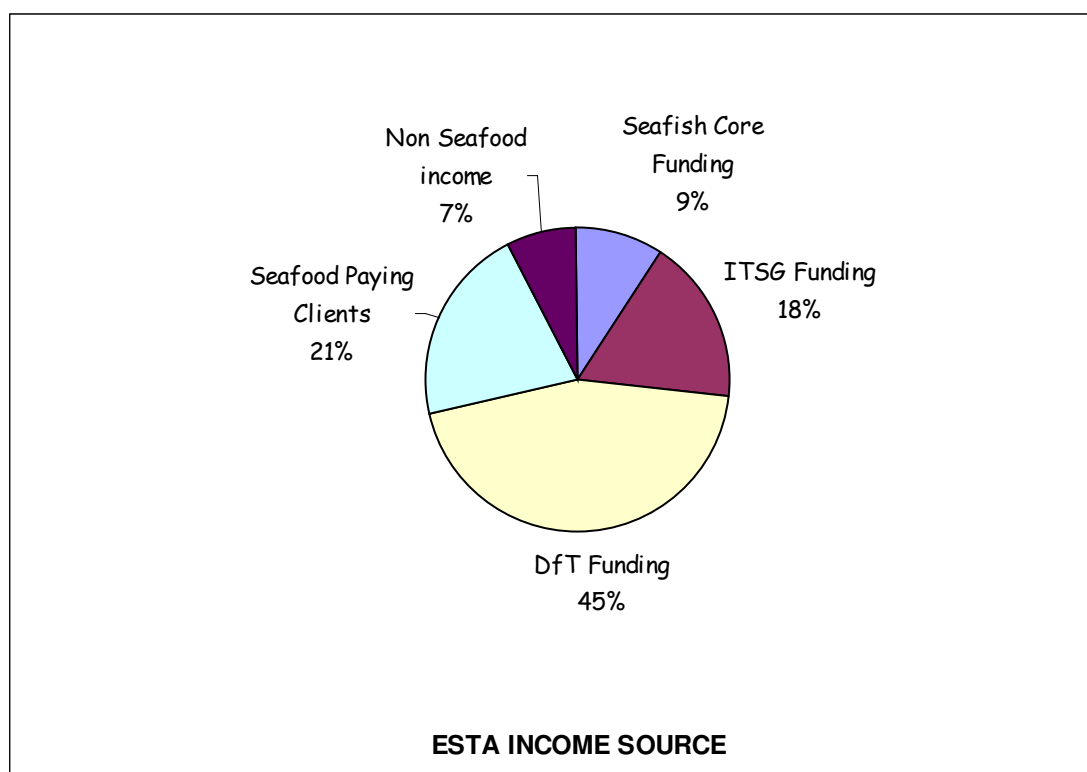
A customer Service taught course was designed and delivered for Easton College as part of an NVQ programme they are running.

## 6 Financial Report 2009-2010

Income for ESTA came from 5 main Sources, as listed below:

**Figure 2 Sources of Income 2010/2011**

<u>Source of income</u>	<u>Actual £</u>	<u>%</u>
Seafish Core Funding	7602	9%
ITSG Funding	14100	18%
DfT Funding	35400	45%
Seafood Paying Clients	17038	21%
Non Seafood income	6005	7%



It was a difficult year due to the problems at Seafish with periods of lack of funding available for Skippers Ticket courses. Once the funding came back on stream we managed to fit in a lot of courses in February and March which managed to turn a predicted loss into a small surplus for the year.

Non Seafood Income was gained from the following sources:

- VG Training
- Kettles
- Kerrys
- Easton College

## **7. Future Funding of ESTA**

The future of Seafish is currently in jeopardy. Last year there was court case regarding processors who were disputing some of the Levy money that Seafish have been collecting. The Initial hearing found in favour of Seafish. There was then an appeal and the appeal court overturned the original finding in March 2010 and found in favour of the processors. The effect of this is that Levy being collected by Seafish has been dramatically reduced as from 18 March 2010. Seafish have now got government backing to appeal against this latest ruling. It is likely to take several months to come to the Supreme Court. In the meantime Seafish are in severe financial difficulties. This has an impact on the Skippers ticket funding. Seafish have managed to secure the Department for Transport part of the funding, which they believe, will probably run out in July 2010. Seafish are also negotiating with Defra for funds to enable them to continue until the appeal is heard. Seafish have said the Skippers ticket courses are one of there main priorities and are hopeful that they will secure Defra funding to enable the funding to come back on stream.

Seafish no longer fund ESTA directly as from 2010/11. The long-term future of Seafish is very uncertain. ESTA will need to continue to find other work away from Seafish funded work in order to survive long term.

It is felt that it is unlikely that there will be any other local training providers who apply to become Seafish Approved trainers, so we are unlikely to lose any business to other providers even if all funding disappears.

2009/2010 has been a learning curve for ESTA and Seafish due to the reduction of core funding available from Seafish and the problems with Skippers ticket funding and removal of ITSG from mid December 2009. ESTA will continue to extend the range of services offered by ESTA and to widen the participants to include other sectors of the Food Industry in order to increase the income from courses.

## **8. Planned Courses and Targets for 2010/2011**

### **8.1 Catching Sector**

#### **8.1.1 Mandatory Safety Training**

Although the theory is that all fishermen will have completed the mandatory training the reality is that there are still some who are trying to avoid it. There will be some New Entrants to the industry who will need to do the courses, although there is no longer ITSG Funding available from Seafish. There is likely to be steady requirement for training on the mandatory courses.



If Seafish survives they will be trying to get funding to enable fishermen to refresh their Mandatory Training course certificates. At some stage in the future it is likely that the law will change and will require the mandatory courses to be refreshed on a regular basis so we will encourage fishermen to take advantage of this funding. This is particularly important as some Fishermen did their original Sea Survival, Fire Fighting and First Aid courses in 1988 and have not retaken these courses since then.

### 8.1.2 Skippers Ticket courses

There is some funding available from Dft, which is likely to run out by July 2010 so ESTA will run some Skippers ticket courses in May and June. Fishermen are then reluctant to do courses through the summer so we will organise more courses from October. We are hopeful that Seafish will be able to offer funding for these courses, if not then fishermen will have to pay. If that is the case the up take is likely to be less.

Other Catching Sector training such as Food Hygiene and Forklift training is likely to become more of a requirement for the sector.

Reluctance to lose fishing time in the summer period is likely to give the following pattern to the training requirements:

**Figure 3 Catching Training Forecast 2010/2011**

	<u>Qtr 1</u>	<u>Qtr 2</u>	<u>Qtr 3</u>	<u>Qtr 4</u>	<u>TOTAL</u>
Safety Awareness/ Basic Health & Safety	14	6	12	8	40
First Aid	8	8		8	24
Fire Fighting	8		8	8	24
Sea Survival	16		10	12	38
Stability	16		12		28
2 day Engine	20		10	10	40
2 day Navigation Watch keeping			10	12	22
5 day Navigation Watch keeping	8			8	16
SRC Radio	8	8	8	8	32
L2 Food Safety		8		8	16
<b>TOTALS</b>	<b>98</b>	<b>30</b>	<b>70</b>	<b>82</b>	<b>280</b>

### 8.1.3 Marketing

- Establish and maintain contact with all relevant Catching sector organisations within the region in order to improve communication channels and establish ESTA as the first point of contact for the catching sector in the East of England Regular newsletters will be issued.

- Promote fishing as a genuine Career option by working with Job Centre Plus, schools and local Colleges.

## **8.2 Frying Sector**

### **8.2.1 Food Hygiene courses**

ESTA has built up relationships with Local authorities within the region over the last five years and we will be approaching them with a proposal on collaborative working whereby we provide Level two Food Safety Award courses and the Local Authorities provide the training room and administration support. We estimate we will deliver 3 courses for a total of 24 candidates.

ESTA has offered to run Level 2 Food Safety courses in Peterborough for the Eastern region branch of the NFFF and hopes to run one or two courses during the year for a total of 20 candidates.

### **8.2.2 Fish Frying Skills Qualification and the Customer Service Qualification**

It is unlikely that these will be taken up by the industry due to the prohibitive costs. ESTA has developed a Customer Service taught course as an alternative, which we will promote this year.

### **8.2.3 ITSG**

No longer available

### **8.2.4 Marketing**

Establish and maintain contact with Fish Fryer organisations and businesses within the region to promote the GTA and the range of courses on offer.

## **8.3 Processing Sector**

### **8.3.1 Marketing**

Establish and maintain regular contact with the processing businesses in the region and to promote training to them as a way of motivating and retaining good staff as well as increasing the performance of the business. Training requirements are likely to be Level 2 and Level 3 Food Hygiene, HACCP, Forklift truck licences, Health and Safety, Knife skills, Supervisory skills and First Aid.

Regular newsletters to be issued.

## **8.4 Fish Mongering/Retail Sector**

Establish and maintain contact with Fish Mongers and other retail outlets selling fish to promote ESTA and the range of courses on offer. Training requirements are likely to be Food Hygiene, Health and Safety and First Aid.

**Figure 4 Onshore Training Forecast 2010/2011**

	<u>Qtr 1</u>	<u>Qtr 2</u>	<u>Qtr 3</u>	<u>Qtr 4</u>	<u>TOTAL</u>
L2 Food Safety	10	22	12	12	56
Intro Food Hygiene	10	50			60
L2 Health and Safety					0
L3 Food Safety/Int Food Hygiene			6		6
Customer Service Skills - Taught course	6		8		14
Motivation and Training, Taught course					0
HACCP (one day)		6			6
HACCP (three day)	5		8		13
First Aid Training					0
	31	78	34	12	155

### **8.5 Other Training Opportunities**

- Environmental Health Departments will be targeted. Billingsgate Training School offer courses for EHO's, which count towards their CPD requirements. This will also give an opportunity to promote the work of the GTA through EHO's.
- Non-seafood sector training will become an essential additional part of ESTA's work in order to generate extra income to replace the lost Seafish Core Funding. ESTA is currently working with Kettle Foods, Kerry Foods and Heinz providing Food Hygiene and Health and Safety Training. ESTA also works in conjunction with VG Training to provide Food Hygiene and Health and Safety training to non-seafood sectors of the food industry.
- Esta will provide L2 Food Safety training courses for Food companies within the region (Heinz and Kettle Foods)
- ESTA will provide L3 Food Safety courses for Kettle Foods and Bernard Matthews We will continue to promote this work with other Food Industry companies in the eastern region.
- ESTA is planning to work with Bernard Matthews to provide L3 HACCP training for 15 staff
- ESTA will continue to work in conjunction with VG training to offer training courses at Dairy Crest and Cranswick
- ESTA is also working closely with Easton College to pursue other training opportunities. These include Food Industry courses, Customer Service and Motivation training.

## **8.6 Financial Income Forecast**

Figure 5 Main sources of income 2010/2011

<b><u>Source</u></b>	<b>£</b>
EFF Skippers ticket funding (or charged)	<b>30,000</b>
Other income from Seafood training courses	<b>1500</b>
Consultancy	<b>2450</b>
Other Income (other food and non food work)	<b>8500</b>

See Appendix 3 for full details of the budget

## **8.7 Administration Matters**

ESTA aims to provide an efficient administration service to all clients and stakeholders. ESTA will:

1. Administer the courses to ensure all are processed accurately and reports forwarded to Seafish as close to the end of each calendar month as is possible.
2. Maintain accurate records of all those who have undertaken training and the certificates issued.
3. Follow up all enquires for training and organise/coordinate course as the need arises. The aim is to reply to initial enquiries within 3 working days and offer training dates within 4 weeks depending on local geographical and logistical constraints.
4. Maintain database of Training providers, Fishermen Association, suitable training venues and caterers throughout the region.
5. Provide reports for ESTA Management Committee.
6. Produce Newsletters on a regular basis as necessary:

## **8.8 Miscellaneous Activities**

ESTA Websites-

- Maintain [www.eastern-seafish.org.uk](http://www.eastern-seafish.org.uk) Website on a continual basis.
- Offer Website design and maintenance services

Careers Promotion -

- Establish and Maintain contact with Job Centre Plus and other organisations offering support in Career guidance within the region.

- Attend and assist at school/college careers conventions and local job fairs as appropriate.
- Ensure that access to Seafish careers guidance (Oceans of Opportunity) and information is made available to those who require it.

#### Funding -

- Establish and Maintain contact with all organisations that may be helpful in obtaining funding. Particularly; EEDA, Local LSC's, DEFRA, Improve and local Colleges.

#### Meetings -

- Attend the ESTA management committee meetings.
- Attend any other meetings as required by the GTA management committee and other meetings that are deemed beneficial with regard to training. (eg Norfolk, Lincs. and Cambs. Shellfish Liaison Committee).
- Continue efforts to maintain a balanced sector representation on the ESTA management committee. Identify suitable individuals who would be willing to assist with the work of the committee in an advisory capacity.

Promote the work of all Seafish departments to interested parties, including schools and colleges.

ESTA will continue to work with Seafish to ensure that ESTAsatisfactorily meets the performance criteria parameters as described in the Seafish document, "Quality Standard for Group Training Association's."

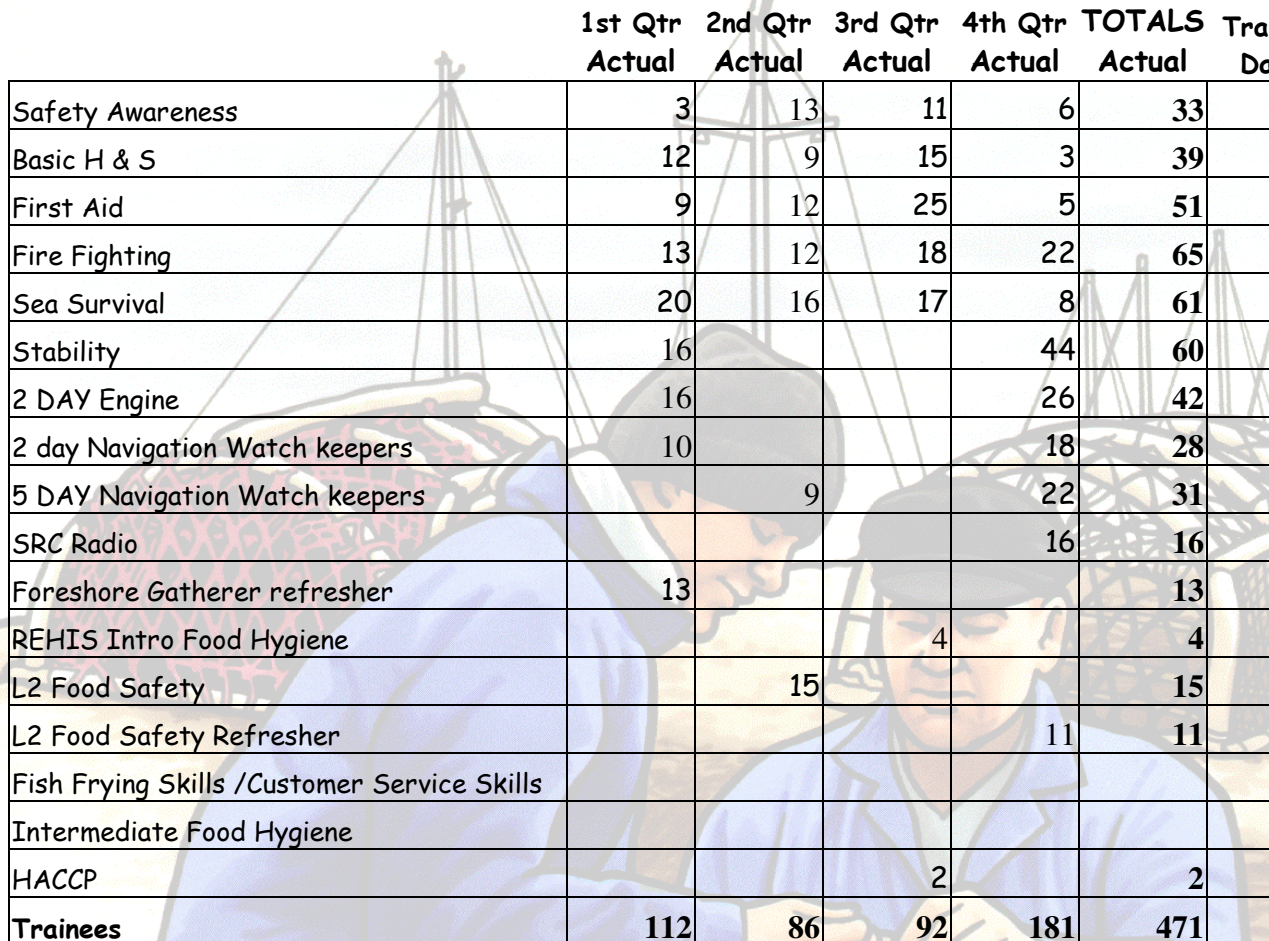
For further information please contact:  
Development Manager - Clive Monk

Clive Monk  
Development Manager  
26 May 2010



## Appendix 1 ESTA Summary of achievements 2009/2010

Figure 6 Courses and training days, Actual vs Budget 2009/2010



	1st Qtr Actual	2nd Qtr Actual	3rd Qtr Actual	4th Qtr Actual	TOTALS Actual	Trainee Days
Safety Awareness	3	13	11	6	33	33
Basic H & S	12	9	15	3	39	39
First Aid	9	12	25	5	51	51
Fire Fighting	13	12	18	22	65	65
Sea Survival	20	16	17	8	61	61
Stability	16			44	60	60
2 DAY Engine	16			26	42	84
2 day Navigation Watch keepers	10			18	28	56
5 DAY Navigation Watch keepers		9		22	31	105
SRC Radio				16	16	16
Foreshore Gatherer refresher	13				13	13
REHIS Intro Food Hygiene			4		4	4
L2 Food Safety		15			15	15
L2 Food Safety Refresher				11	11	11
Fish Frying Skills /Customer Service Skills						
Intermediate Food Hygiene						
HACCP			2		2	
<b>Trainees</b>	<b>112</b>	<b>86</b>	<b>92</b>	<b>181</b>	<b>471</b>	<b>615</b>

## Appendix 2 ESTA Training Plan 2010/2011

Figure 7 Summary of Training Plan 2010/2011

	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Candidate TOTALS
Safety Awareness/ Basic Health & Safety	14	6	12	8	40
First Aid	8	8		8	24
Fire Fighting	8		8	8	24
Sea Survival	16		10	12	38
Stability	16		12		28
2 day Engine	20		10	10	40
2 day Navigation Watch keeping			10	12	22
5 day Navigation Watch keeping	8			8	16
Radio	8	8	8	8	32
L2 Food Safety	10	22	12	12	56
Intro Food Hygiene	10	50			60
L2 Health and Safety					0
L3 Food Safety/Int Food Hygiene			6		6
Customer Service Skills - Taught course	6		8		14
Motivation and Training, Taught course					0
HACCP (one day)		6			6
HACCP (three day)	5		8		13
First Aid Training					0
Forklift					0
<b>Total Trainees</b>	129	100	104	86	419

<b>OTHER SECTORS (Included above)</b>					
Intro Food Safety		50			<b>50</b>
L2 Food Safety		10			<b>10</b>
L3 Food Safety			3		<b>3</b>
L3 HACCP	3		5		<b>8</b>

### Other Income

Consultancy work	£950	£200	£500	£800	<b>£2450</b>
Work for Other training providers etc	£500	£400	£400	£400	<b>£1700</b>

## Appendix 3 ESTA Budget

Figure 8 ESTA Budget 2010/2011

	2010-11	2009-10	2008-9	2007-8
	BUDGET	ACTUAL	ACTUAL	ACTUAL
<b>INCOME</b>				
Core Funding- Seafish	0	7620	15203	15203
Outcome/Milestones	0	0		9856
ITSG/Dft	30000	49500	23092	
Training/ Consultancy work	17450		33974	83552
Miscellaneous	8500		100	
Bank interest receivable	36	35	1256	1172
	<b>55986</b>	<b>80180</b>	<b>73625</b>	<b>109783</b>
<b>EXPENDITURE</b>				
Wages and salaries	26340	34431	33311	33447
Training/ TSCW Costs	25670	32368	32518	42820
Insurance	830	816	1561	1504
Motor expenses	3130	3838	4086	4311
Telephone/Internet	660	703	882	860
Printing, stationery and postage	1580	2499	2073	2913
Marketing	105	104		
Sundry expenses	88	84		
Committee/ Meeting expenses	1425	1655	1609	1895
Corporation Tax				
Office Storage	365	358	324	366
Job Advert				
Accountancy fees	344	351	484	215
Bank charges				
	<b>61137</b>	<b>77197</b>	<b>76848</b>	<b>88331</b>
<b>DEPRECIATION</b>				
Depreciation	475	568	662	611
<b>GRAND TOTALS</b>	<b>61612</b>	<b>77765</b>	<b>77510</b>	<b>88942</b>
SHORTFALL IN/SURPLUS OF INCOME/EXPENDITURE	<b>-5626</b>	<b>2415</b>	<b>-3885</b>	<b>20841</b>



## Appendix 4 ESTA Area

Figure 9: ESTA, Main Area of Operation.



Eastern Sea Fish Training Association's main operational area embraces the counties of: Cambridgeshire, Essex, Norfolk, Suffolk, South Lincolnshire, Eastern parts of: Bedfordshire and Hertfordshire

### Client Group

The most recent survey indicated the sea fish industry within the Eastern Region comprised of: -

- 666 Frying Establishments
- 116 Retail Outlets
- 31 Fish processing and merchants outlets
- 548 Registered fishing vessels

Employing an approximate workforce of 9863.

These figures are an approximate taken from the Labour Market Intelligence Report conducted in April 2002