



# Institute of Fisheries Management

*Dedicated to professional and sustainable fisheries management*

## 53<sup>rd</sup> Annual General Meeting 2022

# Chief Executive's Annual Report






## David Bunt

# From our business plan



- ifm Governance
- ifm Finance
- ifm Marketing & communications
- ifm Training
- ifm Conferences
- ifm Membership
- ifm Professional status
- ifm Branches
- ifm Policy development
- ifm Partnerships
- ifm Business development
- ifm Staff and officers



-  Constitution, Rules
-  Trustees: Strategic Direction. 4 / year
-  Executive Team: Directors, Officers. Business plan. 4 / year
-  Advisory Council: 25 members. Represent membership. 2 / year
-  AGM; Members



**Chris Mills**  
President.  
Chair of Trustees



**Valerie  
Holt**



**Steve  
Axford**



**Bill  
Howarth**



**Ben  
Marshall**



**Adrian  
Smith**

Co-opted:



**Heidi  
Stone**

# Executive Team



**David Bunt**  
Chair of  
Executive



**Paul  
Coulson**  
Director of  
Operations



**Ian  
Dolben**  
Director  
of Finance



**Ian Wellby**  
Training  
Co-  
ordinator



**Paul  
Johnston**  
Director of  
Membership



**Marcus  
McAuley**  
Director of  
Policy



**Lawrence  
Talks**  
Marketing &  
Comms Dir.



**Iain  
Turner**  
Development  
Officer



**Steve  
Colclough**  
Marine  
Lead



**Jim  
Lyons**  
Technical  
Lead



**Keith  
Williams**  
Scotland  
Branch



**Nicola  
Teague**  
Wales  
Branch



**Robert  
Rosell**  
Ireland  
Branch

# Organisation and remuneration



- ifm Structure, Roles
- ifm Remuneration
- ifm Trustees
- ifm Positions:-
  - ifm Chief Executive
  - ifm Marketing & Communications Director
  - ifm Policy Director
  - ifm Training Co-Ordinator
  - ifm Finance Director
  - ifm Membership Director
- ifm Rationalising terms and conditions
- ifm Other ambitions set out in our five year strategic plan
- ifm Thank you Peter Spillett, Valerie Holt, Adrian Smith



- ifm 35 new / revised documents: policies, procedures, guidance etc.
- ifm Professional charity
- ifm Examples:-
  - ifm Committees Terms of Reference
  - ifm Scheme of Delegation
  - ifm Diversity policy
  - ifm Job descriptions
  - ifm Complaints procedure
  - ifm Safeguarding policy
- ifm Thank you Valerie Holt, MBE



- ifm Ian Dolben, MBE, Finance Director, will provide the Finance Report
- ifm Standing down in 2023
- ifm Positive balance despite challenges of Covid pandemic:-
  - + More on-line courses
  - + More corporate training contracts
  - + Less traveling and meeting expenses
- ifm Adrian Smith: Board of Trustees oversight





# Marketing and communications



-  Flagship members' magazine
-  Quality keeps improving
-  Individual articles



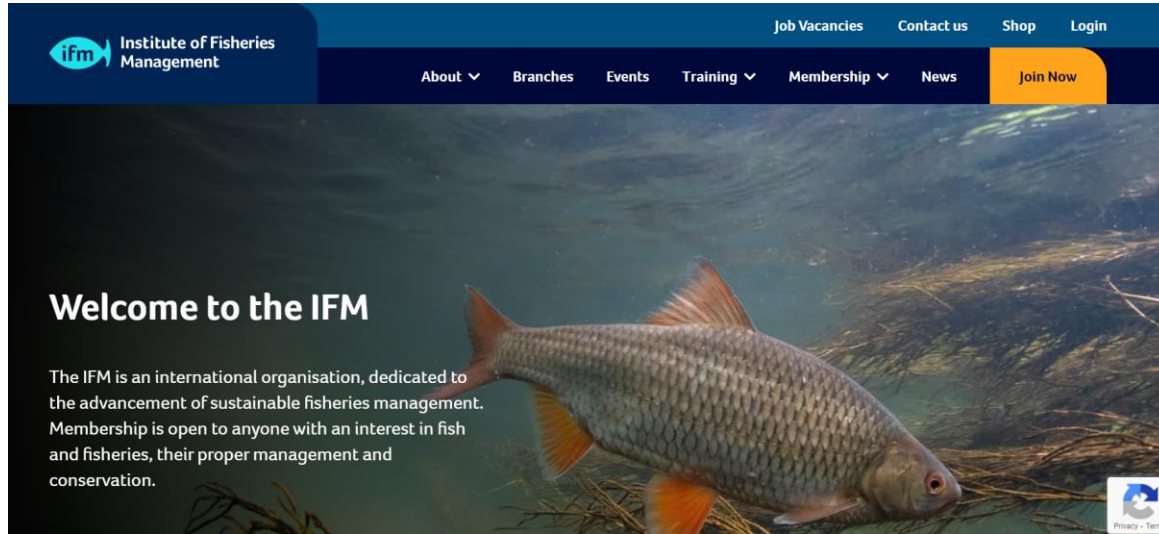
**Karen Twine**  
**FISH Editor**








**Harriet Alvis**  
**Asst.**  
**FISH Editor**





# Marketing and communications



**Lawrence Talks**  
**Director,**  
**Marketing &**  
**Communications**

-  Website
-  Twitter: 2040 → 2190 followers
-  Facebook: 3600 → 4000 followers
-  LinkedIn: 3000 → 3000
-  Mailchimp: 1600 → 1700

-  Plan to engage better with Angling Clubs and Fishery Owners
-  New: Podcast



**Ben Marshall**

**Trustee**

**Marketing & Communications expertise**



# Training



ifm	Certificate Course	68
ifm	Certificate Units	5
ifm	Diploma Course	21
ifm	Electro-fishing	77
ifm	Fish ID	20
ifm	EA Award	20
ifm	NRW	22
ifm	NE Citizen Science	45
<b>Total:</b>		<b>278</b>



**Ian Wellby**  
**Training Co-ordinator**



- ifm Biggest provider of fisheries training in the UK
- ifm Fewer fisheries 'professionals', more generalists
- ifm 40% → 53% IFM income, 2020 to 2021
- ifm Thanks to IFM Training team.

## For Natural England:

-  Essential Fish Habitat workshop
-  Natural Capital and Ecosystem Assessment

## Specialist Conference

-  Tagging and Telemetry,  
Dublin

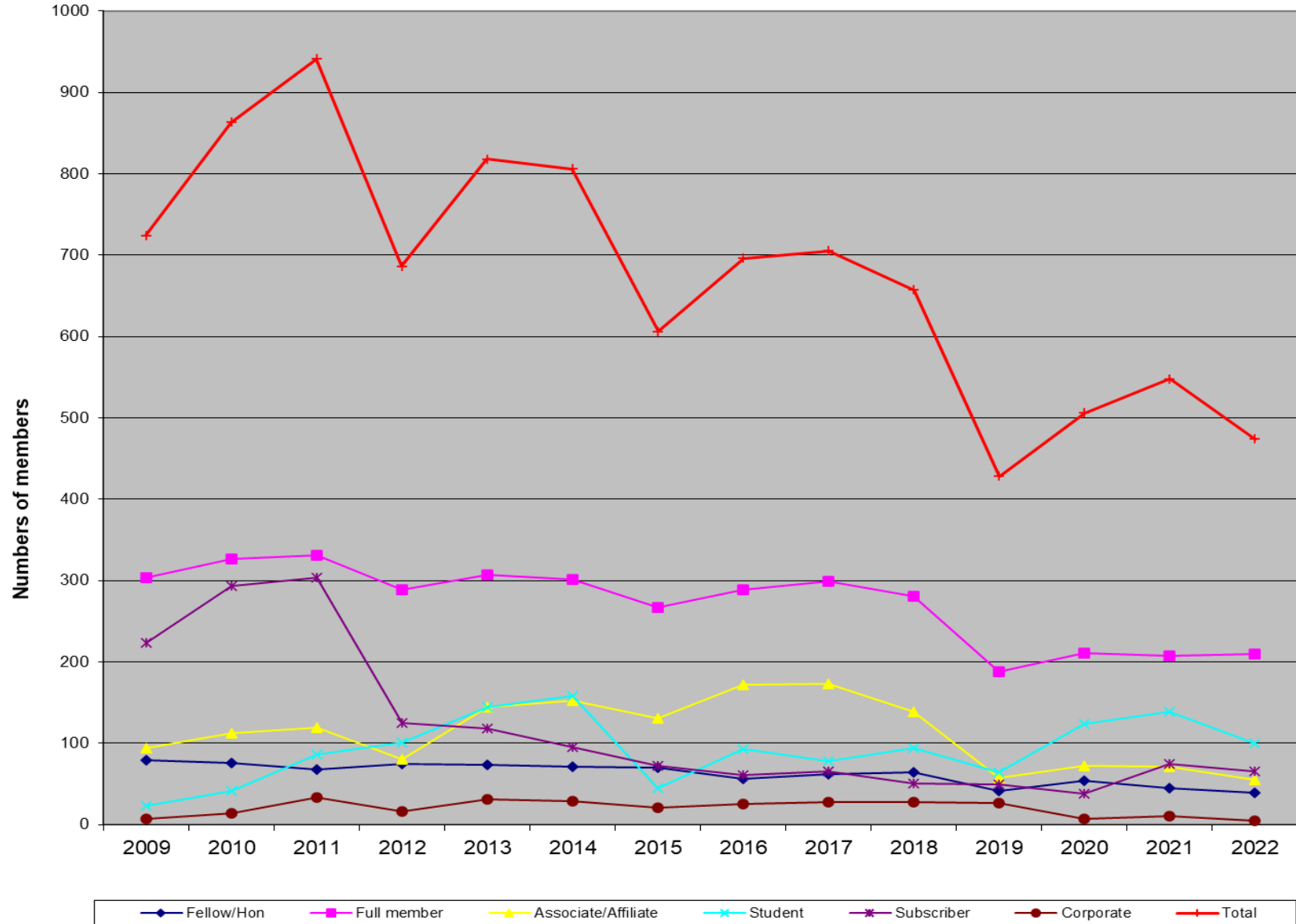
 [ifm.org.uk/events/](https://www.ifm.org.uk/events/)



# Membership



IFM Membership 2009-2022



# Membership – reversing the trend



- ifm Key thrust of 5 year strategic plan (Target: 50% increase)
- ifm Fewer professionals, employment
- ifm Action plan:
  - ifm Recruitment
  - ifm Retention
  - ifm Members' benefits
  - ifm Membership pack
  - ifm Simplification of membership categories
  - ifm Easier to renew
  - ifm 365 day membership
  - ifm Fisheries sector analysis
  - ifm Survey of fisheries professionals
  - ifm Promotion & marketing



**Paul Johnston**  
**Director of**  
**Membership**



**Iain Turner**  
**Development**  
**Officer**

**CEnv**  
Chartered Environmentalist

-  offered via IFM
-  9 new C.Envs in 2022 → 117  
most in one year
-  IFM provides CPD opportunities
-  New award soon:



**Emma Keenan**  
**C.Env. Co-ordinator**

**REnvTech**  
Registered Environmental Technician



-  Scotland
-  Ireland
-  Wales
-  London & South East
-  Southern
-  South West
-  West Midlands
-  East Midlands
-  Anglian & Lincs
-  Yorkshire & North East
-  [ifm.org.uk/events/](http://ifm.org.uk/events/)
-  Branches guide



# Advocacy – influencing & representing



- ifm Position statements, consultations
- ifm Evidence based, independent, objective positions
- ifm Influence government legislation & policy, represent profession
- ifm England Fisheries Group, Environmental Policy Forum
- ifm Wildlife & Countryside Link, Greener UK, Blueprint for Water
- ifm Examples:
  - Fisheries Bill
  - Environment Act
  - Pressurising Govt. on environmental legislation
  - Hinkley Point C
  - Hoveton Great Broad
  - Beaver reintroductions
  - Fisheries Monitoring
  - North east Coast Net Limitation Order

**Welcome  
Marcus McAuley  
IFM Policy Director**



# Partnerships



Iascach Intire Éireann  
Inland Fisheries Ireland



WildFish.

catch<sup>TM</sup>



ANGLING TRUST






FISH LEGAL



# Partnerships



-  A fishery management portal with a difference
-  Anglers book fishery pegs via an App
-  Partnership and mutual marketing exercise to improve knowledge of fisheries management amongst fishery owners



## Our five year strategic outcomes

By December 2025 we aim to be:

1. The membership body of choice for all those with an interest in fish and fisheries management, with 50% more members.
2. A charity, with an effective and business-like governance and structure.
3. The major provider of training, education and technical services relating to advanced, sustainable fisheries management.
4. An effective influencer of Government and their agencies with respect to policies and legislation which support sustainable fisheries management.
5. An efficient, and effectively run organisation with net zero carbon emissions.

-  2 → 3.4 FTE staff
-  35 Officers
-  10 Committees
-  10 branches
-  7 Trustees
-  New:
  - Chief Executive
  - Training Co-ordinator



-  Rapid rate of change, 2021 - 2022
-  IFM providing progressively greater quantity and quality of services to members, customers and people interested in fisheries management
-  Increased professionalism
-  Good progress with our Five Year Strategic Plan



# Thank you



*Thank you to  
you all:  
  
officers,  
volunteers and  
members for  
your support to  
the Institute*





# **Income analysis**

**2017 - 2021**

# 2021 Accounts - summary

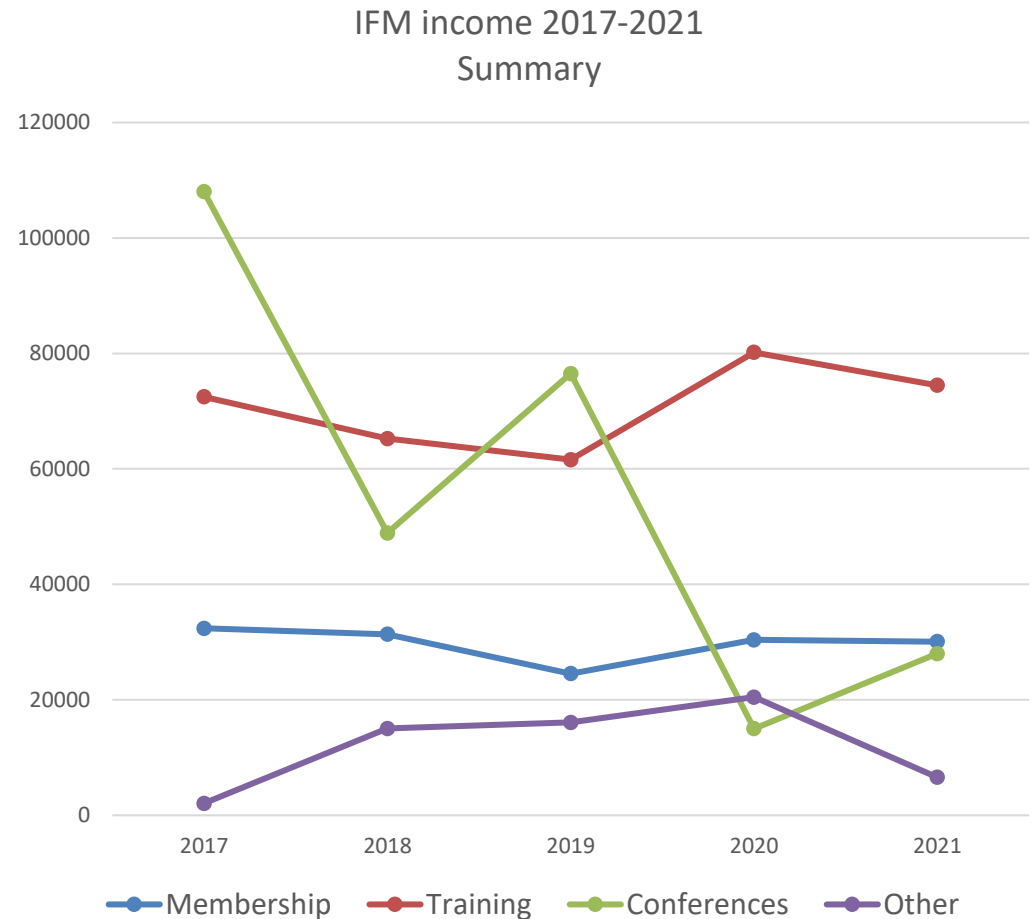
- Overall income £139,092.88 against expenditure of £141,580.79
- In year loss of £2,487.81
- But £10,910.83 carry forward in bank and £16,205 in outstanding invoices.
- Full accounts available on website as produced by Girlings & Co.
- Main income training (54%); also subscriptions (22%) and events (20%)

# 2021 Accounts - highlights

- Certificate, Diploma income lower than 2020
- EA Award and new NRW course increasing training income
- Conference income gradually returning to pre-pandemic levels
- FISH magazine deficit in 2021 but payment of outstanding invoices should see return to surplus in 2022.
- None of the above possible without hard work of Paul, Iain, the members of the Training Committee, Tutors and Examiners.

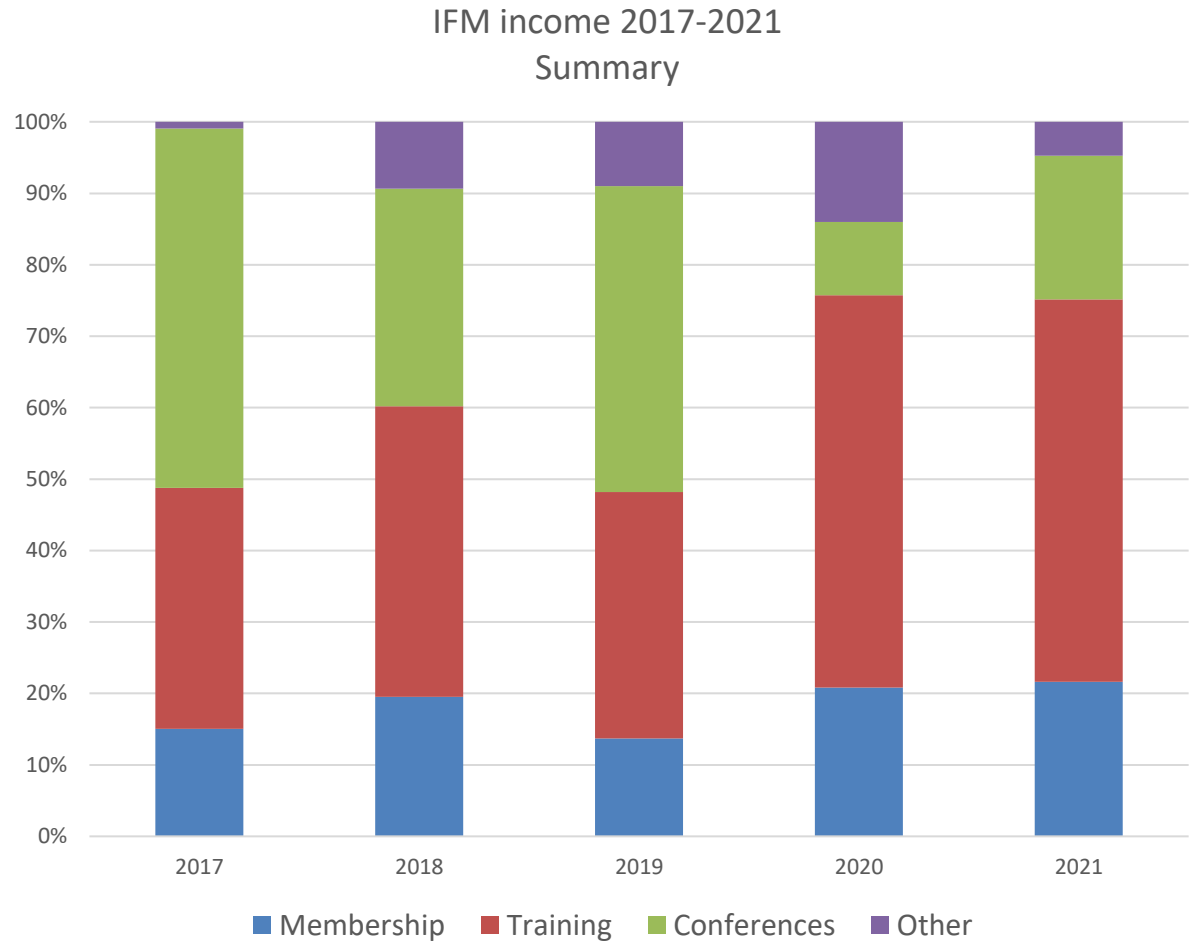
# Institute income analysis 2017-2021

- Membership – fairly consistent year on year
- Conferences – very successful Eel conference in 2017; income reduced during pandemic
- Training – increased during pandemic thanks to individual unit offer and online access.
- ‘Other’ includes Fish advertising, web adverts etc



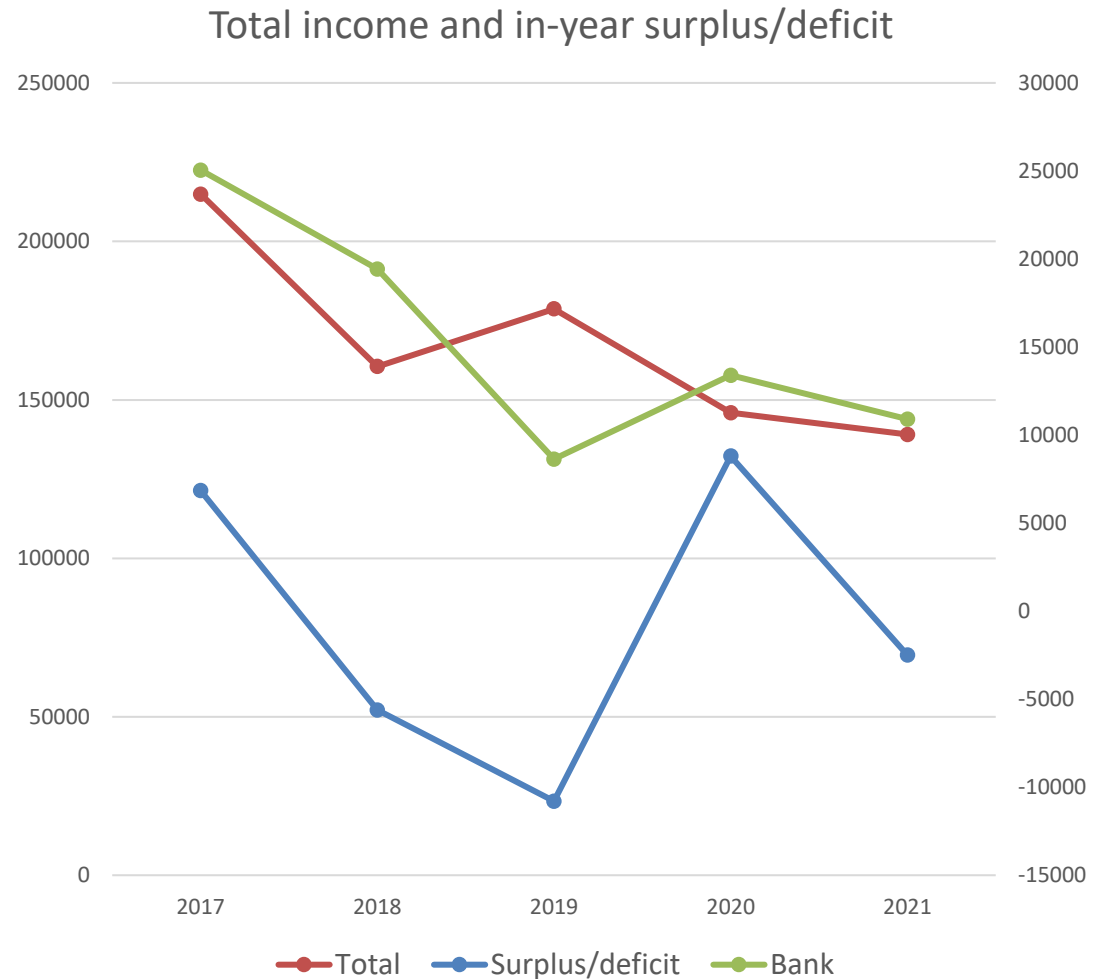
# Income type by percentage

- Membership – 15-22%
- Conferences reduced in pandemic
- Training main income source during pandemic



# Income, surplus/deficit and bank balance

- Total income – looks to be a down trend BUT skewed by 2017 eel conference and effects of pandemic
- Surplus/deficit – again skewed by 2017 eel conference; 2019 was unusual in amount of outstanding invoices subsequently paid in 2020.
- Note that carry forward in bank each year between £8641 and £25048 (but downward trend).



 Thank you for attending the AGM for your Institute

