



# Institute of Fisheries Management

*Dedicated to professional and sustainable fisheries management*

## 54<sup>th</sup> Annual General Meeting 2023

# 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 and advocacy
- ifm Partnerships
- ifm Business development
- ifm Staff and officers



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



# Executive Team



**David Bunt**  
Chief  
Executive



**Paul  
Coulson**  
Director of  
Operations



**Nic Teague**  
Dir Finance  
of Finance  
Wales Brch



**Ian Wellby**  
Training  
Co-  
ordinator



**Iain  
Turner**  
Director of  
Membership



**Marcus  
McAuley**  
Director of  
Policy



**Lawrence  
Talks**  
Marketing &  
Comms Dir.



**Steve  
Colclough**  
Marine  
Lead



**Jim  
Lyons**  
Technical  
Lead



**Keith  
Williams**  
Scotland  
Branch



**Robert  
Rosell**  
Ireland  
Branch

 Nicola Teague, Finance Director, will provide the Finance Report



 More income

+ More corporate training


+ More events, conferences, seminars

 Adrian Smith: Board of Trustees  
Financial oversight



# Marketing and communications



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

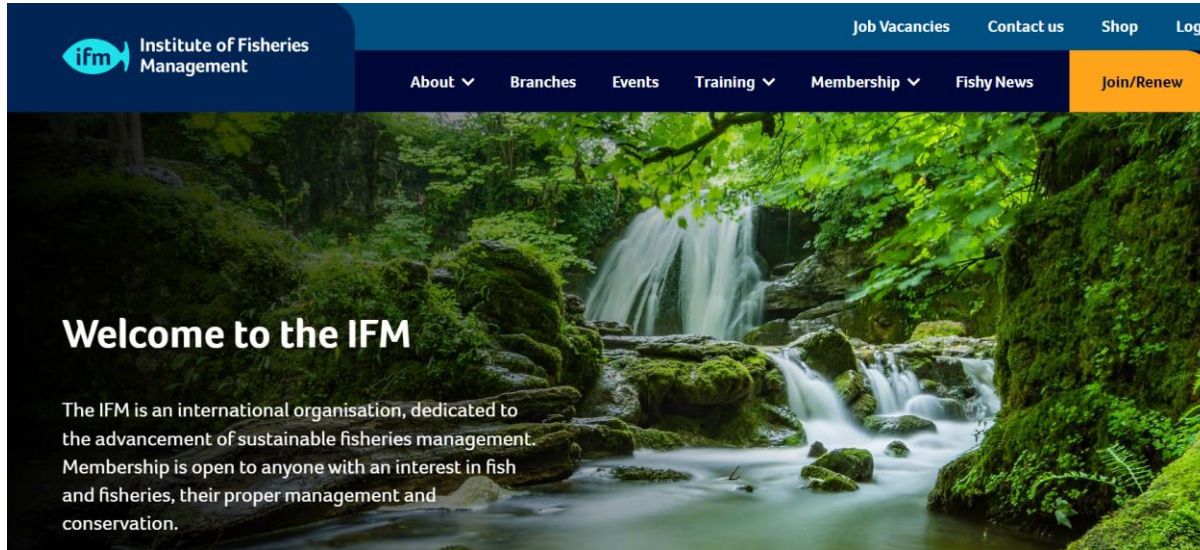


**Karen Twine**  
**FISH Editor**



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





## Lawrence Talks Director, Marketing & Communications



- ifm Website
- ifm Twitter: 2190 → 2410 followers
- ifm Facebook: 4000 → 4700 followers
- ifm LinkedIn: 3000 → 3400
- ifm Mailchimp: 1600
- ifm Reach is greater than our 530 members

 Plan to engage better with Angling Clubs and Fishery Owners

 New: Podcast

New product, audience

7 Episodes. Up to 7500 listeners in 14

countries, 29% UK, most USA



**Ben Marshall**

**Trustee**

**Marketing & Communications expertise**



# Training








|   |            |
|---|------------|
|  Certificate Course | 57         |
|  Diploma Course     | 20         |
|  Electro-fishing    | 50         |
|  Fish ID            | 23         |
|  EA Award           | 40         |
|  NRW                | 18         |
|  NE Citizen Science | 50         |
| <b>Total:</b>   | <b>258</b> |



**Ian Wellby**

**Training Co-ordinator**

-  + Fisheries management workshops for EA
-  Biggest provider of fisheries training in the UK
-  Fewer fisheries 'professionals', more generalists
-  46% of IFM income 2022
-  Thanks to IFM Training team.



# Other conferences 2023



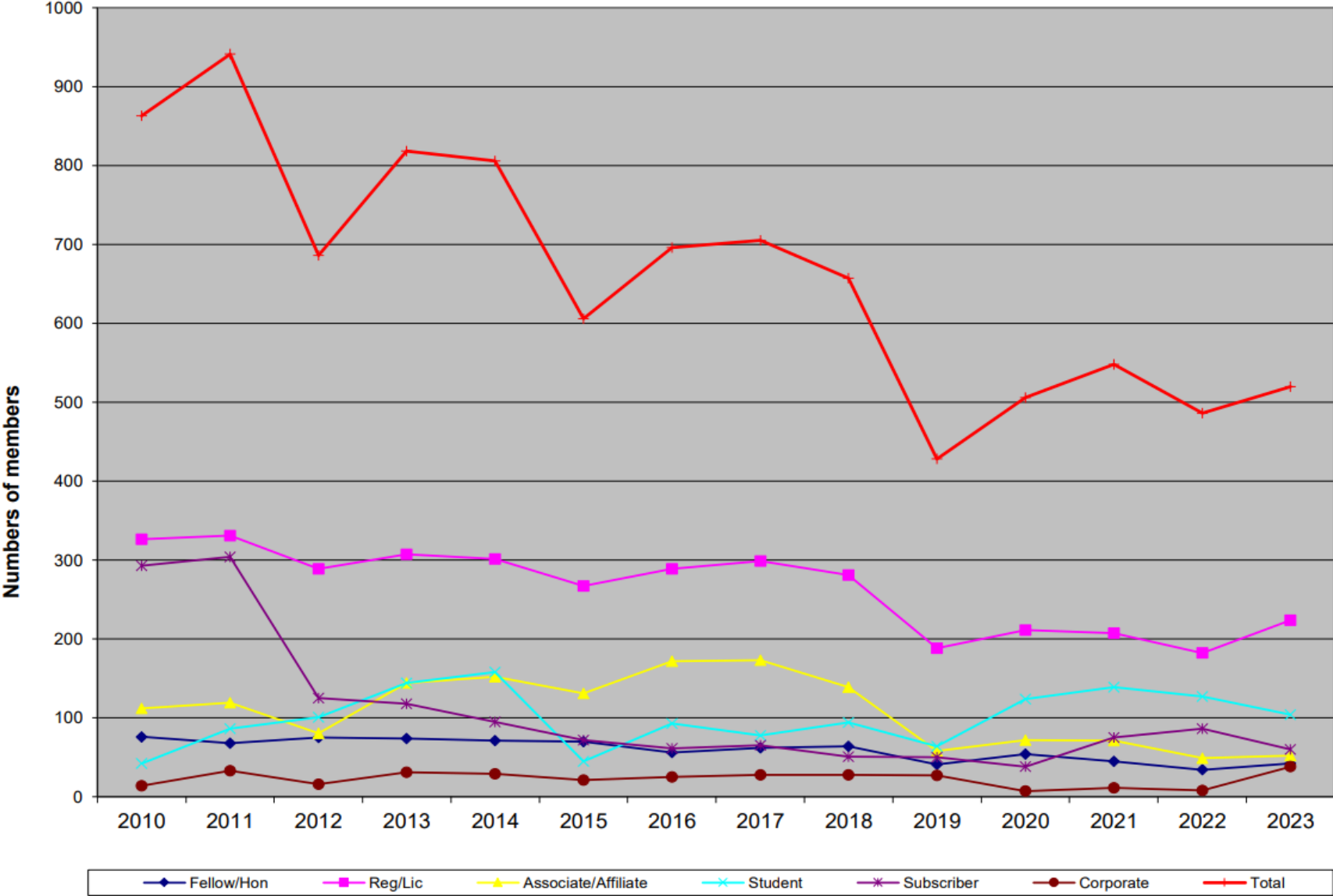
-  Coarse fish conference – for Environment Agency
-  Fish impingement and entrainment
-  Lamprey workshop – for Natural England
-  Smelt workshop – for Natural England
-  Sea trout symposium
-  Follow up workshop at Fishmongers Hall
-  [ifm.org.uk/events](https://www.ifm.org.uk/events)



# Membership



IFM Membership 2009-2023



# Membership – reversing the trend



 Key thrust of 5 year strategic plan (Target: 50% increase)

 Fewer professionals, employment

 Other membership options

 Action plan:

- Recruitment
- Retention
- Members' benefits
- Membership pack
- Simplification of membership categories
- Easier to renew
- 365 day membership
- Fisheries sector analysis
- Survey of fisheries professionals
- Promotion & marketing



**Iain Turner**  
**Director of**  
**Membership**

**Membership**  
**Team**

**CEnv**  
Chartered Environmentalist

-  offered via IFM
-  2 new C.Envs in 2022 → 82  
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/](https://www.ifm.org.uk/events/)
-  Branches guide



# Advocacy – influencing & representing



- ifm → Position statements, consultations
- ifm → Evidence based, independent, objective positions
- ifm → ‘Authoritative voice on fish and fisheries’
- 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:
  - ✓ Atlantic salmon
  - ✓ Sea trout
  - ✓ Hinkley Point C – Fish protection
  - ✓ Beaver reintroductions
  - ✓ Pressurising Govt. on environmental legislation:
    - Sewage pollution
    - Nutrient neutrality

**Marcus McAuley**  
**IFM Policy Director**



# Partnerships



Iascach Iníre Éireann  
Inland Fisheries Ireland



WildFish.

catch<sup>TM</sup>



fsbi  
An International Society  
for Fish Biology



The  
Rivers  
Trust



Environment  
Agency



Canal &  
River Trust  
Making life better by water



Cyfoeth Naturiol Cymru  
Natural Resources Wales



afbi  
Agri-Food and  
Biosciences Institute



ANGLING  
TRUST



FISH  
LEGAL



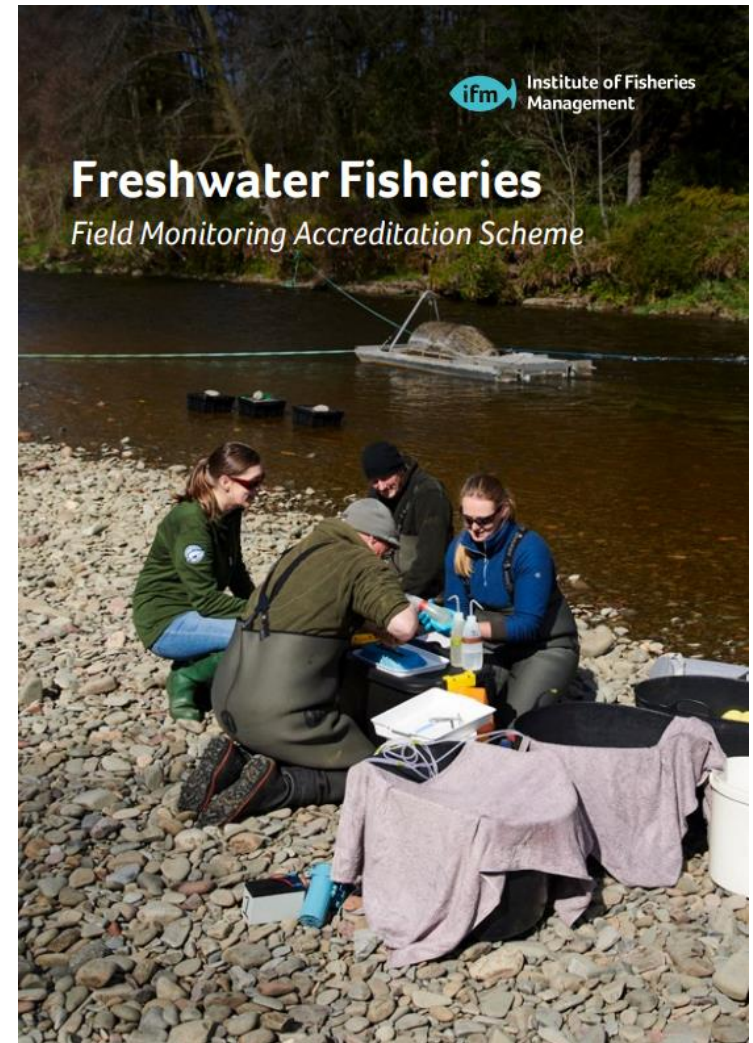
# New partnership in focus - ATA

-  Free attendance at the Game Fair - great opportunity to speak to the angling public and network with other orgs.
-  Direct link to the angling trade for partnership and networking
-  Very keen to develop guidance for fisheries to allow them to develop their waters. Better waters = more anglers = more tackle sold
-  National Fishing Month continues to grow and good potential to link with the Institute



## New products and services

-  Citizen science training for Natural England
-  Fish Field Monitoring Accreditation Scheme
  - Launching end 2023
  - More from Ian Wellby at the conference



-  3.4 FTE staff
-  Considering:
  - Policy Officer
  - Communications Officer
-  35 Officers
-  10 Committees
-  10 branches
-  7 Trustees



- ifm Rapid rate of change, 2021 – 2022, rationalising in 2023
- ifm IFM providing progressively greater quantity and quality of services to members, customers and people interested in fisheries management
- ifm Increased professionalism
- ifm Good progress with our Five Year Strategic Plan
- ifm + Governance, Finance, Advocacy, Training, Events, Conferences
- ifm - Membership, Charitable status



# Thank you



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

