

MINOGUE AND ASSOCIATES

STRATEGIC
ENVIRONMENTAL
ASSESSMENT
SCREENING REPORT
OF THE NATIONAL
STRATEGY FOR
ANGLING
DEVELOPMENT

Prepared for Inland Fisheries Ireland

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1 INTRODUCTION

The European Union Strategic Environmental Assessment (SEA) Directive (2001/42/EC) requires an environmental assessment be carried out for all plans that are prepared for certain specified sectors, including fisheries of which the proposed National Strategy for Angling Development (NSAD) relates. The following Regulations transpose this Directive into Irish law:

- The European Communities (Environmental Assessment of Certain Plans and Programmes) Regulations 2004 (S.I. 435 of 2004),
- The Planning and Development (Strategic Environmental Assessment) Regulations 2004 (S.I. 436 of 2004) and further amended by
- S.I. No. 200 of 2011 (European Communities (Environmental Assessment of Certain Plans and Programmes) (Amendment) Regulations 2011) and S.I. No. 201 of 2011 (Planning and Development (Strategic Environmental Assessment) (Amendment) Regulations 2011).

The Planning and Development (Strategic Environmental Assessment) Regulations, 2004 (as amended) state that SEA is mandatory for certain plans while screening for SEA is required for other plans that fall below the specified thresholds. The purpose of this screening report is to determine whether the making and implementation of the NSAD will or will not, lead to significant environmental effects for the Strategy area and if it will require a full Strategic Environment Assessment.

In deciding whether a particular plan is likely to have significant environmental effects, regard must be had to the criteria set out in Annex II of the SEA Directive - which is reproduced in the new Schedule 2A to the Planning and Development Regulations 2001, as inserted by article 12 of the Planning and Development (Strategic Environmental Assessment) Regulations 2004. The approach to this screening assessment is to assess the Strategic Objectives and Action Measures contained in the NSAD against the criteria contained in Schedule 2a of the Regulations; this is presented in Section Three of this report and Appendix A presents a more detailed commentary of each objective.

An assessment under Article 6(3) of the EU Habitats Directive is also being undertaken in conjunction with this SEA Screening report and should be read in tandem with this and the NSAD.

1.2 BACKGROUND AND CONTEXT

Inland Fisheries Ireland (IFI) was formally established in 2010 as the agency responsible for the conservation, protection, management, marketing, development and improvement of inland fisheries and sea angling resources. Ireland's 74,000 kilometres of rivers and streams, 128,000 hectares of lakes and 5000 kilometres of coastline all fall under the jurisdiction of IFI which has a remit to facilitate the following:

- More efficient and effective management of the inland fisheries and sea angling resource;
- Streamlined, coherent and integrated policy formulation on a national basis;
- Optimum use and allocation of financial resources;
- Development and empowerment of staff to deliver the goals of IFI;

- Formalising of stakeholder input into policy formulation through the creation of the new National Inland Fisheries Forum;
- An improved national perspective in delivering inland fisheries policy;
- A clear and well communicated single national identity for IFI.

Investment programmes in angling tourism were last undertaken in the 1990s. In the intervening period due to the recession and lack of investment, angling tourism has declined significantly. Whilst overseas visitors are significant 52% of angling tourism is undertaken by Irish residents. The National Strategy for Angling Development (NSAD) is the first comprehensive national framework for the development of the angling resource. The strategy aims to deliver a wide-ranging set of investments, innovations and promotions over the coming five years. The strategy seeks to maintain, enhance, develop and promote fisheries to ensure that they meet angler expectations and provide a resilient, sustainable product.

2 THE NSAD AND ITS PURPOSE

2.1 INTRODUCTION

IFI is committed to the delivery of the National Strategy for Development in a manner that:

1. Prioritises projects which have the greatest potential to improve angling's impact from a social and economic perspective;
2. Complies with all legislative requirements including the Water Framework Directive and Habitats Directive amongst others;
3. Uses a partnership approach with other statutory and non statutory bodies, agencies and organisations involved in the conservation, management, promotion and use of the angling resource;
4. Supports rural and local communities through angling development;
5. Is sustainable and resilient
6. Maximises training and employment opportunities
7. Ensures 'Access for all' and social inclusion in angling participation.

Fundamentally, this strategy will strive to make angling an accessible and attractive pursuit for all. In this regard the NSAD is the foremost statement of intent for the future of our angling resource since the establishment of IFI in 2010. The core research and work strands employed in the development of the NSAD can be summarised as follows:

- Strand 1: Socio-economic analysis
- Strand 2: Angling Product Evaluation Criteria
- Strand 3: Market Research
- Strand 4: Current Angling Product Evaluation
- Strand 5: Project Register

A SWOT analysis was also undertaken to assist defining issues and opportunities and inform how the NSAD should progress. A series of stakeholder workshops were also undertaken that facilitated the views of a range of consultees as well as a call for open submissions.

2.2 OBJECTIVES AND ACTION MEASURES OF THE NSAD

A set of three strategic objectives have been established to guide the delivery of the NSAD over the coming years. These strategic objectives act as a statement of intent and focus for Ireland's angling resource, and its development into the future. These strategic objectives are:

- a. Making Angling Accessible & Attractive to all
- b. Tourism development
- c. Leisure and recreation

These objectives are expanded further through Action Measures and strategies for delivery. These measures are as follows:

1. Funding for this NSAD and future fisheries development and management
2. Encourage stakeholder engagement and involvement in fisheries development and management
3. Ensure sustainable development of the natural angling resource

4. Protection and conservation of the fisheries resource
5. Set standards for fisheries and related services
6. Marketing and Promotion of angling domestically and abroad
7. Achieve access to angling for all.

The Strategic Objectives of the NSAD are grouped around the measures above, ie; making angling accessible and attractive, leisure and recreation and tourism development and then developed into sub-measures for action. These are detailed in Annex A to this report and are accompanied by a commentary in relation to potential environmental effects.

A number of projects that will benefit angling development have been identified in the research strands undertaken as part of the NSAD process. Initial estimates of the total cost of implementation of the NSAD over the five year period stand at €25m. This covers a wide range of development activity including information, training, promotion, licensing, R&D, compliance and other non capital related expenditure, to physical access and infrastructure projects and investment in key angling resources and equipment on the capital side.

Clearly the physical access and infrastructure projects present as potentially giving rise to direct physical environmental effects. In order to ensure such projects would be compliant and avoid significant effects (including cumulative) two elements of the NSAD have been developed. The first relates to a project register that may be considered a 'live' register, projects may be entered on the register as they are identified and will be prioritised on the basis of the Project Scoring Framework .

The second element is the IFI Environmental Charter developed specifically for the NSAD. The aim of this is to ensure IFI's statutory remit and compliance requirements are embedded through all projects (physical and non physical) that may arise from the NSAD. The environmental charter underpins the NSAD and will be utilised throughout its implementation. Proposals will be only progressed in line with the IFI Environmental Charter and are contingent on funding being made available. The Charter is attached as an annex to this SEA Screening report for information. Key elements include: decision trees for helping to identify if projects or programmes would require SEA, AA or at project level EIA and /or AA, reference to key issues and measures relating to works close to watercourses, reference to relevant legislation and IFI best practice guidelines. Given the fact that the majority of the coastline, rivers and lakes are covered by designations, frequently under the EU Habitats Directive, assessing this impact of proposals will be a critical consideration; however it must also be recognised that the maintenance and enhancements of the fisheries resource is dependent on a high quality freshwater or coastal habitat and environment. Working with the variety of state and angling interests is also recognised in the NSAD, another critical consideration given that various state or semi state bodies also have responsibility and remit in the area of water resources and management. The key partner agencies and statutory bodies that IFI will continue to foster partnership and joint working for the betterment of the inland fisheries resource and sea angling include the following but not limited to:

- Government Departments
- Fáilte Ireland & Tourism Ireland
- Waterways Ireland
- National Parks & Wildlife Service
- Coillte

- Teagasc
- Marine Institute
- Sea Fisheries Protection Authority
- Office of Public Works
- Environmental Protection Agency
- Local Authorities
- ESB

3 SCHEDULE 2A SCREENING ASSESSMENT

3.1 INTRODUCTION

The following section and table below presents the SEA Screening assessment of the NSAD against the criteria provided in Schedule 2a of the Planning and Development (Strategic Environmental Assessment) Regulations 2001-2011 which details the criteria for determining whether a plan or programme is likely to have significant effects on the environment. More detailed commentary on the action measures and supporting sub-measures as well as the Environmental Charter are provided in Annex A to this report.

The Screening assessment should be read in conjunction with the NSAD and supporting baseline documentation available on the IFI website, and the accompanying Habitats Directive Screening report.

TABLE 3 SEA SCREENING

Criteria for determining whether the proposed National Strategy for Angling Development is likely to have significant effects on the environment
<p>1. The characteristics of the NSAD having regard, in particular, to:</p>
<p><i>the degree to which the NSAD sets a framework for projects and other activities, either with regard to the location, nature, size and operating conditions or by allocating resources,</i></p>
<p>The NSAD aims to set a development framework for a range of activities to support the development of angling in Ireland. Of the seven measures identified one relates to potential projects that would involve land use although these are not defined at this point and will be subject to project evaluation based on the Project Scoring Framework and application of the IFI Environmental charter before being prioritised. Other actions relate to research, promotion, and development of quality standards and enhancing access for all for angling. The specific IFI Environmental Charter developed for the NSAD aims to ensure IFI meets it’s overall statutory remit to protect, manage and conserve the inland fisheries resource as provided under Section 7 (1) of the Inland Fisheries Action 2010.</p> <p>The NSAD will apply the criteria in project development as projects are proposed and these may range from updating legislation, awareness raising and stakeholder engagement to physical development projects. At this juncture, size, scale or location of physical development projects are not available and are subject to achieving funding over the lifetime of the strategy as well as assessment under the IFI Environmental Charter.</p> <p>Other action measures such as such as Measure 4 Protection and Conservation of fisheries resource supports action to address pressures on angling resources and fish populations and habitats.</p> <p>The principal function of IFI is the protection, management and conservation of the inland fisheries resource. Inland Fisheries Ireland (IFI) is the statutory authority tasked under section 7(1) of the Inland Fisheries Act 2010 (No. 10 of 2010) with responsibility for the conservation, protection and development of the inland fisheries resource and recreational sea angling. “Fisheries” includes all inland fisheries recreational and commercial, sea angling and mollusc fisheries stipulated under the Fisheries Acts, the physical habitat upon which the fishery relies, the facilities and access, the quantity and quality of the water and the plant and animal life on which fish depend for shelter and food and the spawning areas where in fish deposit their eggs.</p>
<p><i>the degree to which the NSAD influences other plans, including those in a hierarchy,</i></p>

The NSAD is the first strategy being developed since the establishment of IFI in 2010. As such it will inform and influence the existing IFI Business Plan when it is adopted and a timescale allows for the business plan to be updated following the NSAD adoption by the IFI board; this will effectively give the NSAD an operational lifespan of five years from 2016-2020 inclusive.

In recognition of the novel aspect of the NSAD and its potential influence, a specific environmental charter has been developed by IFI to ensure environmental considerations particularly as they relate to fish populations and their supporting habitats are appropriately protected through the implementation of the NSAD.

the relevance of the NSAD in the integration of environmental considerations in particular with a view to promoting sustainable development,

The NSAD aims to provide a sustainable angling product and enhance angling tourism whilst remaining within the statutory remit of IFI; many of the measures in particular conservation and protection relate to ensuring the angling resource and supporting habitats are protected and enhanced. The NSAD also provides for further research to provide best scientific advice to inform policy and legislation as well as encouraging participation and stakeholder engagement and awareness raising. The Environmental Charter in particular sets out the principal environmental regulatory framework and provides a checklist for a range of environmental assessments as well identifying key environmental considerations in relation to proposed works and fisheries; reference is also made to relevant IFI guidelines in this regard. The NSAD also recognises the need for strong fisheries legislation that will work in conjunction with wider conservation legislation including the Habitats Directive. Research to support updating of legislation is included within the NSAD.

Environmental problems relevant to the NSAD

Key threats to fisheries are identified in the NSAD namely illegal fishing, invasive species, pollution and water abstraction amongst others. The NSAD supports accessing funding to research and provide appropriate management responses to these issues as well as ensuring that any physical projects arising would be assessed in line with relevant environmental legislation principally the EIA Directive, Habitats Directive, Water Framework Directive and SEA Directive as appropriate.

the relevance of the NSAD in the implementation of European Union legislation on the environment (e.g. plans linked to waste-management or water protection).

As its primary statutory remit is protect, manage and conserve inland fisheries the IFI and the NSAD are relevant in implementing a range of European Union legislation and associated national regulations. Primary legislation that is acknowledged in the NSAD and embedded in both the project evaluation criteria and the environmental charter include the Water Framework Directive, the Habitats Directive, the SEA directive and the EIA Directive.

2. Characteristics of the effects and of the area likely to be affected, having regard, in particular, to:

the probability, duration, frequency and reversibility of the effects,

The NSAD is for a five year period, and operational for 5 years subject to funding being achieved. At this point the area includes all those covered by statutory remit of IFI ie: inland and coastal fisheries. It is considered due to the safeguards included in the supporting documents of the NSAD namely the project evaluation criteria that is based on angling and conservation criteria, and the requirements of the Environmental Charter that significant effects are not likely given the implementation of the NSAD. It must also be recognised that a number of the proposed measures particularly around Conservation and

<p>protection aim to improve environmental quality and address particular threats.</p>
<p><i>the cumulative nature of the effects,</i></p>
<p>The dynamic nature of environmental processes operating within the rivers, lakes and coastal waters is both complex and not simply assessed for cumulative impacts. This can be particularly onerous in relation to the multiple potential diffuse sources of pollution, range of disturbance activities and also the numerous agencies and stakeholders that can impact on water quality and have a range of different remits. A key element of the NSAD is cooperation and a number of agencies are listed that the NSAD commits to working with to provide for environmental protection; these includes agencies such as the ESB, OPW and EPA. The application of both the project evaluation criteria and Environmental charter specifically allows for various environmental assessments at project level that would encompass cumulative effects during the assessment process. At this point the action measures are somewhat generic so specific assessment of cumulative effects is not possible. However again given the criteria used to evaluate projects it is considered that this is a sufficient safeguard to avoid cumulative effects.</p>
<p><i>the trans boundary nature of the effects</i></p>
<p>IFI's statutory responsibility is for the waters in the Republic of Ireland, however there are numerous water bodies including the International River Basin District of the River Shannon and many smaller streams and watercourses that flow in and out of Northern Ireland. The potential for trans boundary effects could arise in the absence of appropriate safeguards however, again the environmental charter and project evaluation criteria are considered sufficient to identify and assess any potential effects of this nature should they be identified at a future stage having gone through the project evaluation and relevant environmental assessments.</p>
<p><i>the risks to human health or the environment (e.g. due to accidents),</i></p>
<p>Standard best practice guidelines will apply and the Environmental Charter references specific measures and guidelines in relation to any potential physical works that may arise including health and safety and potential risks to the environment from accidental spillages or fuel leaks from machinery.</p>
<p><i>the magnitude and spatial extent of the effects (geographical area and size of the population likely to be affected).</i></p>
<p>Many of the projects identified through the research strand and discussed as action strategies relate to promotion, stakeholder engagement, and scientific research whilst any projects will be assessed against angling and conservation criteria before being prioritized and assessed in line with the Environmental Charter. These safeguards are considered sufficient to address any potential spatial effects.</p>
<p><i>the value and vulnerability of the area likely to be affected due to:</i></p>
<p>(a) special natural characteristics or cultural heritage</p> <p>Many of the inland and coastal watercourses under the remit of IFI are either designated under the EU Habitats Directive or are hydrologically connected to these water bodies. IFI's statutory remit extends to the physical habitat of the fisheries as well as quantity and quality of water and supporting plant and animal species; this combined with the already mentioned safeguards will ensure that whilst there are many waterbodies designated for natural heritage, evaluation of any projects (physical and non physical) will be assessed against conservation and angling criteria and in line with the Environmental Charter in advance of being prioritized. As stated, several of the strategy actions relate to conservation and protection also..</p> <p>Whilst many of the rivers, lakes and coastal waters are also afforded protection for cultural heritage</p>

namely through the record of protected structures or sites and monuments record, should site specific projects arise any such impacts would be assessed through the environmental assessment procedure namely EIA screening or full EIA if required.

(b) exceeded environmental quality standards or limit values,

IFI monitors development activities during construction activities, forestry and agricultural operations, and is a prescribed body under the Planning and Development Act. Water samples are also taken by IFI from many lakes and rivers and as such the agency monitors and addresses any breaches in water quality standards. Water pollution is recognised as a key threat to fisheries generally in Ireland and scientific research and enforcement of legislation is identified as an action in the NSAD. Through application of the Environmental charter and project evaluation criteria such effects are not identified in relation to exceeded quality standards.

(c) intensive land-use,

No specific areas are identified and it is assumed that a range of projects proposed both physical and non physical would be located at various sites or stretches of waterbodies around the Republic of Ireland; the intensity of landuse would also vary from remote extensively farmed upland areas to remote unfarmed lands to more intensively managed lowland agricultural lands. At this juncture no such effects are identified.

(d) the effects on areas or landscapes which have a recognised national, European Union or international protection status.

Again no particular areas have been identified in the NSAD and any projects would be assessed based on the project evaluation criteria and environmental charter; the latter in particular would require assessment depending on the type and scale of project proposed under the EIA directive that would encompass landscape considerations. Moreover regard would be had to relevant landscape designations from relevant County Development Plans.

3.2 CONCLUSION TO SEA SCREENING ASSESSMENT

Section 9 (1) of the (2004) Regulations (S.I. No. 435) states "*subject to sub-article (2), an environmental assessment shall be carried out for all plans and programmes*

*(a) which are prepared for agriculture, forestry, **fisheries**, energy, industry, transport, waste management, water management, telecommunications and tourism, and which set the framework for future development consent of projects listed in Annexes I and II to the Environmental Impact Assessment Directive, or*

(b) which are not directly connected with or necessary to the management of a European site but, either individually or in combination with other plans, are likely to have a significant effect on any such site."

(2) A plan or programme referred to in sub-article (1) which determines the use of a small area at local level or a minor modification to a plan or programme referred to in sub-article (1) shall require an environmental assessment only where the competent authority determines that it is likely to have significant effects on the environment and, for this purpose, the competent authority shall make any necessary determination

(3) A competent authority shall determine whether plans and programmes other than those referred to in sub-article (1), which set the framework for future development consent of projects, are likely to have significant effects on the environment.

(4) A competent authority shall, in determining on a case-by-case basis under sub-article (2) or (3) whether a plan or programme, or modification to a plan or programme, would or would not be likely to have significant effects on the environment, take account of relevant criteria set out in Schedule 1 and any submission or observation received in response to a notice under sub-article (5).

The National Strategy for Angling Development (NSAD) is the first comprehensive national framework for the development of our angling resource. The strategy aims to deliver a wide-ranging set of investments, innovations and promotions over the coming five years whilst ensuring that the angling resource is protected and conserved in an environmentally sustainable manner for future generations to enjoy. Fundamentally, the strategy strives to make angling an accessible and attractive pursuit for all. In this regard, the strategy is the foremost statement of intent for the future of our angling resource since the establishment of IFI in 2010.

Many of the action measures relate to engagement, marketing and conservation though it must be noted that some physical projects such as enhancing angling access may give rise to effects on the environment in the absence of environmental assessment and safeguards. With this in mind, the IFI have developed two key elements that will in the first instance assess any proposal against the Project Scoring Framework, and the application of the tailored Environmental Charter developed for the NSAD. At this point action measures and sub-measures to deliver these have been developed and should funding be achieved, each project proposal both physical and non physical would be assessed against the Project Scoring Framework before being prioritised. Given the detailed criteria developed for the Project Scoring Framework, the Environmental Charter and the overall statutory aim of IFI it is considered that the NSAD contains sufficient environmental safeguards to ensure the sustainable management of the fisheries and supporting habitats upon which the angling product relies. At this juncture, no specific areas or projects are identified so as each arise they will be assessed in line with the Project Scoring Framework, Environmental Charter and the IFI statutory remit prior to any advancement of the project proposal.

In summary, the NSAD does not set the framework for future development consent of projects listed in the EIA Directive in Annex I and II. In this regard, the strategy will not be placing limits on activities or development, influence location, nature, size or operating conditions nor will they dictate or specifically direct the allocation of resources at this juncture. Therefore, on the basis of the above assessment and consideration of the criteria as set out in Schedule 2a of the Regulations 2011 (as amended) it is considered the NSAD is unlikely to give rise to significant environmental effects and does not require full SEA. A final determination however will not be made until the specified environmental authorities have been consulted and feedback received.

ANNEX A COMMENTARY ON NSAD ACTION MEASURES

Measure	Sub-measure
Measure 1: Funding	
It is IFI's objective to make access to, and use of funding streams as transparent as possible.	<p>M1.1 Identify/create a specific fisheries fund that can be accessed by IFI and 3rd parties to undertake development works.</p> <p>M1.2 Provide stakeholder workshops and information regarding the application, allocation and drawdown of funds</p> <p>M1.3 Adopt an easily accessible online application and award process for funding schemes operated by IFI</p>
SEA Commentary	This measure identifies the need for funding streams to implement the NSAD. As stated in the main document the funding would be used for a variety of work streams including research, policy development, updating legislation, marketing, awareness raising and potential development works that would be subject to the application of the project criteria and the Environmental Charter detailed previously. No landuse implications are associated directly with this measure as it is subject to the establishment/identification of funding in the first instance.
Measure 2: Stakeholder Engagement	<p>M2.1 IFI apply current best practice regarding stakeholder engagement to ensure appropriate communication and engagement with all angling stakeholders at the appropriate level</p> <p>M2.2 Angling stakeholders will be invited/encouraged to participate in angling development through the provision of on-line resources by IFI</p> <p>M2.3 IFI will maximise the use of volunteerism where it is of benefit to angling development</p>
SEA commentary	This measure provides for stronger stakeholder engagement and promoting volunteerism as appropriate. Improved communication and participation is considered to be positive and assist in meeting requirements relating to provision of environmental information through the Aarhus Convention.
Measure 3: Sustainable development of the natural angling resource	M3.1 The formulation of a database of development projects, prioritised by species and area by reference to the strategic objectives on the basis of the project scoring framework
All development projects arising from the NSAD will be run subject to the guidelines contained in the IFI Environmental Charter. Implementation of this measure is contingent upon	The development of a project database for potential projects will be developed by reference to the angling product evaluation guide and any projects or plans arising would be subject to guidelines and screening processes included in the IFI Environmental Charter and the project scoring framework. This combined with the statutory remit of IFI should have neutral to positive environmental impacts in the future. At this stage as no development projects have been identified, there is no

Measure	Sub-measure
the successful progression of Measures 1 and 2.	means to assess more specific impacts whether on annex 2 species or supporting habitats or more generally at landscape level through river basin districts or other Water Framework Directive structures.
<p>Measure 4: Conservation and protection of the fisheries resource</p> <p>It has been IFI's objective to work in an intelligence led environment using modern technologies to improve efficiencies and effectiveness. However the input of stakeholders in supporting the protection of inland fisheries to ensure the sustainability of the resource into the future is acknowledged as important.</p>	<p>M4.1 Ensure the provision, implementation and appropriate review of policies for all key angling species.</p> <p>M4.2 Update of legislation to reflect current policies and practices and also mitigate against current threats</p> <p>M4.3 Designate nursery areas/no keep areas in inshore areas. Regulatory support for designated catch and release fisheries – eg the Waterways Ireland network</p> <p>M4.4 Increased focus on the protection of all species and their habitat</p>
SEA Commentary	This measure identifies specific strategies to enhance protection of the fisheries resources in particular angling and this release of funding to help achieve these strategies would enhance both fisheries and water resources.
Measure 5: Standards – fisheries and services	
<p>To ascertain what makes a good fishery, IFI have created an Angling Product Evaluation Criteria by which fisheries can be classified. The use of this criteria will identify gaps and allow for focused development in a prioritised manner. Minimum standards for many service providers, such as angling guides, are not in place and are a clear requirement in the current marketplace.</p>	<p>M5.1 Classification of fisheries against the Angling Product Evaluation Criteria to identify gaps and necessary developments that will provide the fishery with greater potential to attract anglers and economic benefits.</p> <p>M5.1.1 On going evidence based review of the Angling Product Evaluation Criteria</p> <p>M5.2 The development of a minimum standard for angling guides and ghillies and other angling specific providers that can be promoted on the www.fishinginireland.info website.</p>
SEA Commentary	This measure encourages a standards and evidence based approach to working towards a high quality sustainable angling resource to promote. This is considered to be of benefit for environmental management and provide greater consistency and quality in both angling products and supporting services such as angling guides.
Measure 6: Marketing and	

Measure	Sub-measure
Promotion	
<p>Marketing and promotion activity will ensure that the Ireland’s angling product is developed to address customer requirements and thereby deliver on the strategic objectives. This priority action will demonstrate the attractiveness of angling, develop tourism and increase participation in angling for leisure and recreation. IFI has, with its partners, consistently marketed the angling product with the greatest potential to grow angler tourist numbers and economic return. Angling marketing activity is consistent with the current Department of Transport Tourism and Sport’s policy – People, Place and Policy, Growing Tourism to 2025.</p>	<p>M6.1 Ensure the consistent provision of up to date marketing information and analysis.</p> <p>M6.2 Maintain and build on relationships with the tourism agencies and other agencies with angling promotion remits through MOUs and partnerships</p> <p>M6.3 Develop a mechanism which enables angling stakeholders to participate in promotional activity</p> <p>M6.4 Further develop the www.fishinginireland.info website for licence and permit sales and distribution</p>
SEA commentary	This measure relates to promotion, marketing and building of relationships. It does not directly relate to land use activities and is not considered to give rise to significant environmental effects.
Measure 7: Access to angling for all	<p>M7. 1Develop and implement a policy on state fisheries that ensures the consistent management and access to state fisheries for all</p> <p>M7. 2 Update legislation to make provision for the investigation of ownership and title to fisheries</p> <p>M7.3 Bring the angling to the people – the provision of designated stocked beginner fisheries, coaching and angling hub support and novice angler projects</p>
SEA Commentary	This measure promotes social inclusion through supporting angling access for everyone encouraging novice angling projects as well as updating legislation regarding title of fisheries and ownership. This would not be likely to give rise to significant environmental effects particularly in light of the adherence to the environmental charter.