

# HARRIET YATES-SMITH

## GEARING UP

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# PROJECT PARTNERS/SUPPORTERS

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MINDFULLY WIRED



CEFAS



DEWSIGN



FUNDING FISH



FISHING INTO THE  
FUTURE



SEAFISH



DISCARDLESS



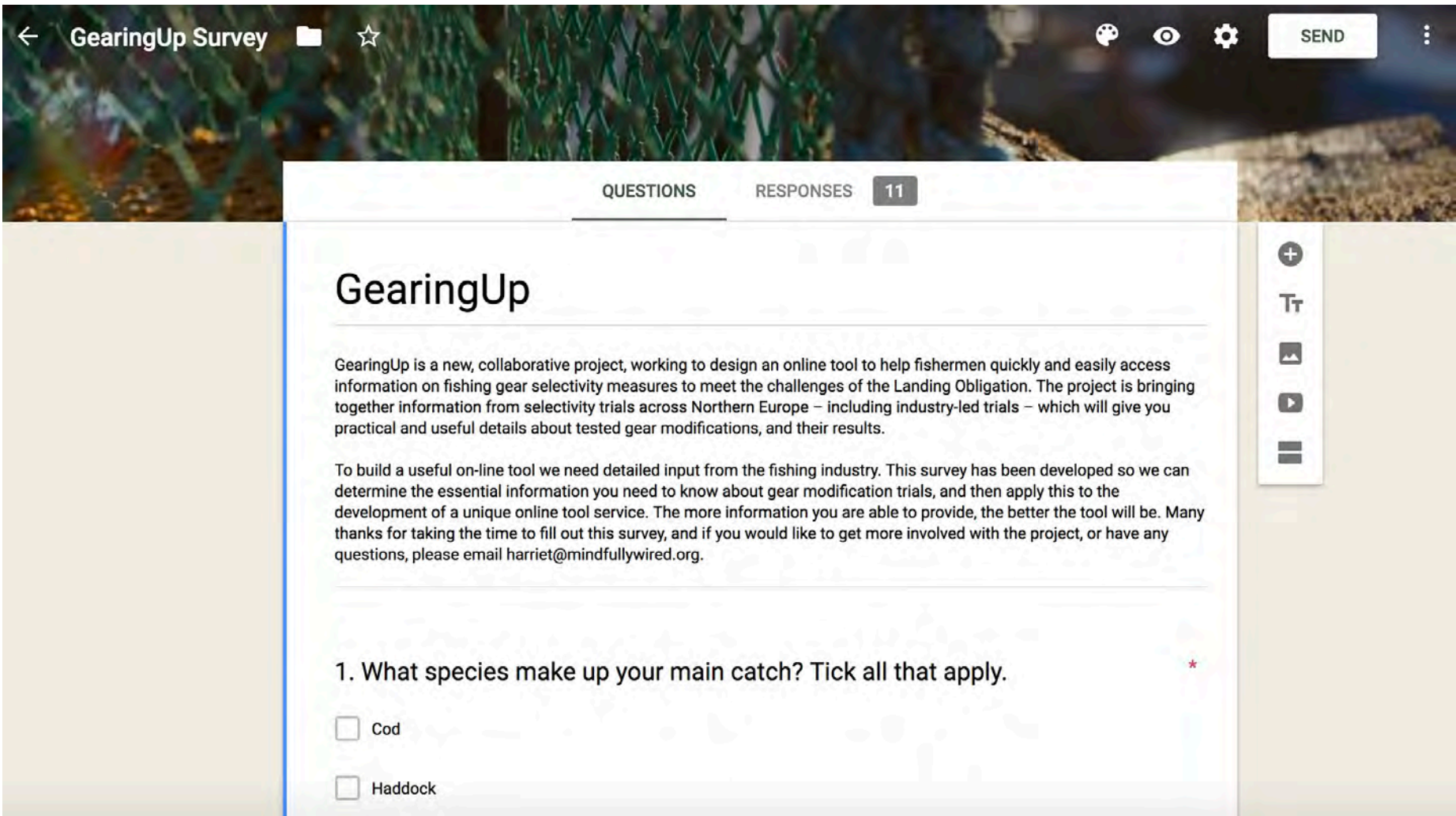
## WHAT IS GEARING UP?

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The GearingUp project will help fishermen, net makers and fisheries managers find practical ways to reduce bycatch – or unwanted catches – in commercial fisheries.

Launched to help identify solutions for different vessels to meet challenges of the Europe-wide 'Landing Obligation' (LO), the project is bringing together data on gear selectivity trials that have taken place in the North Sea and North Western Waters since 2002 and make it available via an online tool.

# AUDIENCE ENGAGEMENT



# THE TOOL



## Trial Filters

### Species

Target Group

Species of Interest

### Location

Region

ICES Sub Area

### Gear

Gear Type

Selectivity Device

Choose a language



## Results

Trial ID	1	Aim of Trial	To analyse the potential impact on whiting stock following the introduction of a coverless trawl in the Celtic Sea Nephrops fishery.
Year	2005		
Region	Celtic Sea		
ICES Sub Area	VIIG		
Gear Type	Otter trawl	General Result	The coverless trawl reduced unwanted catches of whiting across all size classes (52% reduction above the minimum landing size and 40% reduction below).
Species of Interest	Whiting (WHG)		
Target Group	Crustaceans		
Bycatch Issue	Undersized whiting in Nephrops fishery.		

# WHAT'S BEEN DONE SO FAR?

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## TOOL LAUNCH

Since launching the tool & brochure site we've had:

- Over 1600 page views
- An average visit of 17 people per day
- A 54% retention rate which means over half of users are coming back to the tool
- Users from Denmark, Netherlands, Belgium, UK, France & even the US & Australia.



## COLLABORATION

- Seafish – Gear Database & Best Practice Guidance for Assessing the Financial Performance of Fishing Gear
- DiscardLess –uploading trials to the GU tool.
- Other EU institutions trialing selective fishing gear
- Blogging stories of different fishermen & scientists working on gear trials



## FEEDBACK

We're building a small focus group to help gather targeted feedback from users of the tool. The feedback will help us develop the tool further.



## PHASE TWO

- Exploring the opportunity to share non-published trials, by supporting the addition of gear experiments trialed independently by fishermen.
- A CMS system that allows external participants to add their own trials to the tool
- Expanding the geographical range of the tool
- Automatic email updates when new trials come online

## TRIALS TO BE ADDED

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- **100** additional trials will be added to the tool over the next month (including the remaining **DISCARDLESS** trials) and from then **10** trials every quarter.
- We're exploring the possibility of enhancing the current management interface system to enable future uploading of trials by external participants. *Proposed submission process* – User account – approval – fill in form – data fields for tool – submit – holding area – approval – posted live online.

# FEEDBACK

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We're developing a short survey to gather feedback via the phone and online.

Types of questions:

- Was the language used in the tool clear enough?
- Did you find what you wanted easily?
- Was the interface easy to use?
- What features or functionality would improve your experience when you are searching for gear trials?



# THANK YOU

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KEEP IN TOUCH!



INFO@GEARINGUP.EU /  
HARRIET@MINDFULLYWIREN.ORG



@THEGEARINGUPPROJECT



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[WWW.GEARINGUP.EU](http://WWW.GEARINGUP.EU)