

“PFA 2.3 on a Web Portal

PFA 2.3 provides that the establishment of a single web portal to cover all elements of fishery management and angling in Scotland should be explored. There have been some preliminary discussions about the options for taking this forward. During these discussions, it was noted that there are already a number of established and functional websites covering the sector in Scotland. For example, there exists:

Management & Research

- *A newly launched RAFTS website which covers the work of RAFTS and the 22 fishery trusts in Scotland*
- *The ASFB site, which covers the work of the Association and its 42 member boards, is being overhauled and will be re-launched shortly*
- *The Atlantic Salmon Trust site which relates to research projects directed at salmon and sea trout*
- *The Institute of Fishery Management site which has dedicated Scottish pages*
- *The Scottish Government web pages relating to national fishery management regulation*
- *The SFCC site which governs techniques and protocols for fishery management and into which trusts and DSFBs subscribe to*

Angling

- *A site for the Scottish Anglers’ National Association covering both the competitive and policy elements associated with angling in Scotland*
- *The Association of Scottish Stillwater Fisheries site which represents it’s member fishery interests*
- *The Salmon and Trout Association website covering game angling in the UK*
- *The Grayling Society website – a single species organisation dedicated to the pursuit and welfare of grayling*
- *The site of the Scottish Federation of Coarse Anglers which reflects the increasing interest in fishing for other freshwater species*

The key issue is whether a single web portal could overarch or subsume the above sites. It was recognised that a great deal of work has been undertaken in the development of these sites and each is owned by individual organisation which represent each sector. Accordingly, each has its own identity relevant to its interests. It would not be desirable, or indeed possible, for these all to be subsumed into a single site. Nor was it likely to be desirable to create a further site which acted as portal to all these sites – this could involve duplication of existing web pages, may detract from the existing identities of the individual sites, be possibly confusing to browsers and may be technically challenging to build.

What was apparent from the existing network of sites was that there may be scope to improve the linkages between them and possibly look at some ‘branding’ issues which would demonstrate some form of cohesion between the organisations through the Fisheries Forum – this could, for example, involve the creation of a generic section on each site explaining the significance of the Forum stakeholder fishery management and angling organisations and using this section or page to link between all sites.

This will require further discussion with all organisations through the Steering Group.”

Brian Davidson

