



# BIM

Ireland's  
Seafood  
Development  
Agency



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine



EUROPEAN UNION  
This measure is part-financed  
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# Introduction

- Who I Am
- Irish FLAG Structure

# What We'll Cover

- Selecting The Methodology
- Design & Distribution
- Results & Lessons Learned

# 1: Method Selection

# 1: Method Selection

What Data were Required?

<b>FLAG:</b>	<b>Project Title:</b>	<b>Theme:</b>
<b>Project Ref No:</b>	<b>Date:</b>	<b>Objective:</b>
<b>Applicant:</b>	<b>Amount Awarded:</b>	<b>Action:</b>

	Indicator	Indicator Name	Target (from application form / LoO)	Evidence / Achieved (progress since FLAG grant provided)
Result Indicators	1) FTE jobs created	Number of FTE Jobs Created		
	2) FTE jobs maintained	Number of FTE Jobs Maintained		
Output Indicators	1) Businesses supported	1.1 – Number of businesses supported		
	2) New products developed	2.1 – Number of new products developed		
	3) Participants on training courses	3.1 – Number of participants (completing courses)		
	4) Participants gaining an accreditation	4.1 – Number of participants gaining an accreditation (by type/course)		
	5) Marine infrastructure improvements	5.1 – Number of marine infrastructure improvements		
	6) Educational/information schemes	6.1 – Number of educational/information schemes		
		6.2 – Number of participants in educational or information schemes		
	7) Marine leisure / tourism activities supported	7.1 – Actual number of marine leisure / tourism activities supported		
		7.2 – Actual number of visitors (domestic/non-domestic) to supported activity		
	8) Seafood/marine festivals or events supported	8.1 – Actual number of festivals or events supported		
		8.2 – Actual number of visitors (domestic/non-domestic) to supported activity		
	9) Projects supported to promote local fishing heritage, knowledge and culture	9.1 – Actual number of projects supported		
		9.2 – Actual number of visitors (where a tourism element exists)		
	10) Projects which improve quality of life or social well-being	10.1 – Actual number of projects supported		
10.2 – Actual number of beneficiaries (e.g. size of local community, to receive positive impact as a result of the project's implementation) where available;				
11) Environmental based studies/research projects carried out	11.1 – Actual number of funded studies/research projects			
12) Projects supported to enhance environmental conservation, awareness and protection	12.1 – River basins in district identified as having a 'good status' (%)			
	12.2 – Transitional and Coastal Water Quality classified as 'moderate' or above			
	12.3 – Provision of Blue Flag status			
	12.4 – Actual number of projects supported			
13) Community/user groups established	13.1 – Actual number of community groups/user groups established			
	13.2 – Detail regarding established structure including number of members and potential beneficiaries Collated and analysed by the FLAG, at the FLAG level.			
14) Community/user groups with enhanced capacity	14.1 – Actual number of community groups/user groups with enhanced capacity			
	14.2 – Detail regarding capacity building including any increase in number of members, or beneficiaries from capacity building e.g. enhanced skills and			

# Issue 1: Number of Projects

- 684 individual Projects
- 10 Mins per Project
- 114 Hours of Phone Calls

# Issue 2: Question Relevance

Not all questions relevant to different project types



# SurveyMonkey

Dashboard My Surveys Plans & Pricing UPGRADE CREATE SURVEY ?

All

TITLE	MODIFIED	RESPONSES	DESIGN	COLLECT	ANALYZE	SHARE	MORE
<b>Copy of FLAG Southeast Review</b> Created 5/16/2021	5/16/2021	0					
<b>FLAG West Review</b> Created 1/13/2020   Shared by you with 0 workgroups and 0 other people	5/13/2021	41					
<b>FLAG South Review</b> Created 1/13/2020   Shared by you with 0 workgroups and 0 other people	5/4/2021	63					
<b>FLAG Southwest Review</b> Created 1/13/2020   Shared by you with 0 workgroups and 0 other people	5/4/2021	34					
<b>FLAG Northeast Review</b> Created 1/13/2020	4/26/2021	43					
<b>FLAG Southeast Review</b> Created 1/13/2020   Shared by you with 0 workgroups and 0 other people	4/19/2021	83					

## 2: Design & Delivery

# Creating Survey Questionnaire

- Single survey to Cover all Project Types
- Use of Simple Language
- Opportunity for Additional data

# Creating Survey Questionnaire

- Building in skip logic
- Proofreading by 3<sup>rd</sup> Party
- Testing, Testing, Testing

# Delivery

- Sent via Email
- Sent By Local FLAG Co-ordinators
- Use of a single “Script”

# 3: Results & Lessons

# Response

	Total Sent 1st March	Fri 19th March	Response rate	Mon 1st March	Response Rate
North	160	45	28%	88	55%
Northeast	61	27	44%	43	70%
Northwest	89	43	48%	51	57%
South	84	69	82%	62	74%
Southeast	121	75	62%	83	69%
Southwest	46	33	72%	34	74%
West	121	33	27%	40	33%
<b>Total</b>	<b>682</b>	<b>325</b>	<b>48%</b>	<b>401</b>	<b>59%</b>

# Results

## Survey Results



# Lessons Learned

- Clarity is Key
- Don't Assume
- Apply a Little Pressure

Any Questions?

Thank You!

