



**Common Ground:  
Marine Conservation Society / Eastern IFCA documentary  
to be screened at True's Yard Fisherfolk Museum  
4.30pm Wednesday 9<sup>th</sup> August – FREE ENTRY  
(booking advised Tel: 01553 770479)**

The Marine Conservation Society is screening a fascinating documentary at True's Yard Fisherfolk Museum next month, which investigates the coastal communities of Norfolk to uncover the relationship they have with the sea.

Made in 2016, *Common Ground* is a 30 minute documentary featuring local community voices and their views about use and conservation of our shared seas. The film was made as part of the Common Ground community engagement project run by the Marine Conservation Society (MCS) in partnership with the Eastern Inshore Fisheries and Conservation Authority (EIFCA).

The screening will be followed by a short presentation by Dr Peter Richardson and Susan Ranger of MCS, with a question-and-answer session about the project and its outcomes.

**Lindsey Bavin, True's Yard Fisherfolk Museum Manager, said:** "As we recently discovered last year with our fishing and environment project the huge impact we have on the marine environment from microbeads to plastic bags. By working together as a community and raising awareness we can ensure our descendants will not be left to learn about sea life from just books."

**Dr Peter Richardson, head of Ocean Recovery at the Marine Conservation Society, said:**

"The Common Ground project gave us a unique opportunity to reach deep into local coastal communities in Suffolk, Norfolk and Lincolnshire and record what people really value about living close to the coast and sea. We can't wait to share this film more widely during Wash Week and find out how else the audiences value the places they live and love."

**Julian Gregory, Chief Officer Eastern IFCA, said:** "This project has helped us to think more holistically about fisheries management and the importance of considering biological and ecological issues alongside the social and economic considerations that are often better understood through dialogue with local people – to give us the best chance of achieving a safeguarded marine environment and thriving fishing communities."

#### **About True's Yard Fisherfolk Museum**

True's Yard Fisherfolk Museum is a community museum and heritage site which was officially opened in 1991. Its survival in the 1980s was due to the success campaign of Museum founder Pat Midgley, MBE, who was supported by the Northenders and Borough Council. The Museum is run by The North End Trust and is currently undertaking a Heritage Lottery Funded project to improve its archives. [www.truesyard.co.uk](http://www.truesyard.co.uk)

#### **About the Marine Conservations Society**

The Marine Conservation Society (MCS) is the UK charity dedicated to protecting our seas, shores and wildlife. MCS campaigns for clean seas and beaches, sustainable fisheries, and protection of marine life. Through education, community involvement and collaboration, MCS raises awareness of the many threats that face our seas and promotes individual, industry and government action to protect the marine environment. MCS provides information and guidance on many aspects of marine conservation and produces the annual

Good Beach Guide and the Good Fish Guide as well as involving thousands of volunteers in projects and surveys such as MCS Beachwatch. [www.mcsuk.org](http://www.mcsuk.org)

### **About the Eastern Inshore Fisheries and Conservation Authority**

Eastern IFCA is one of 10 Inshore Fisheries and Conservation Authorities (IFCAs), which protect the marine inshore environment around the coasts of England. The Eastern IFCA District Boundaries stretch from Haile Sand Fort in the north to Felixstowe in the south, encompassing the counties of Lincolnshire, Norfolk and Suffolk and extending a further six nautical miles from their coastlines. IFCAs have been created under the Marine and Coastal Access Act (2009) as a means of modernising the function and powers of Sea Fisheries Committees, reflecting a greater responsibility for conservation of the marine environment in conjunction with fisheries management and enforcement duties. While IFCAs are forward thinking in terms of an integrated approach to marine management, they still retain the SFCs' local focus, benefiting from years of experience and a strong relationship with local fishing communities and other stakeholders. <http://www.eastern-ifca.gov.uk>