

ROD CAPPELL

Director



PROFILE

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Present position

Director of the Poseidon Aquatic Resources Management Ltd, an international consultancy specialising in fisheries, aquaculture and aquatic environment.

Years within the firm: 14

Education

2005	Post. Cert. Applied Environmental Economics, Imperial College London, UK
1994 – 1995	M.Sc. Marine Resource Development & Protection, Heriot-Watt University, Edinburgh, UK
1989 – 1992	B.Sc. Marine Biology (2i), Liverpool University, UK

Key professional skills

Over 20 years' experience as **team leader** and **project manager** in fisheries & maritime industry analysis:

- **Environmental Assessment:** experienced practitioner and project manager for EIA, SEA, Habitat Assessment. Marine Stewardship Council Team leader (2018 certified in Management Systems Auditing ISO 19011)
- **Blue Economy:** Analysis of coastal & marine planning, strategy development, economic data collection.
- **Economic appraisal & business analysis:** Economic and socio-economic analysis, options appraisal & Cost Benefit Analysis.
- **Programme design & evaluation:** project/programme design, ex-ante, interim and ex-post monitoring and evaluation.
- **Fisheries sector planning and management:** Sector planning, policy research, legislative review, development of fisheries management plans.
- **Aquaculture:** strategic and technical development of sustainable aquaculture.
- **Fish processing & marketing:** Global seafood supply chain including value chain analysis and use of Life Cycle Assessment.

Professional experience record

2007 – present	Poseidon Aquatic Resources Management Ltd, <i>Director</i>
2004 – 2007	Royal Haskoning, Senior environmental consultant
1997 – 2004	Nautilus Consultants, Consultant
1995 – 1996	MRAG, Offshore Fisheries Observer (NAFO area)

Other skills

Language skills:	Reading	Speaking	Writing	(1 - excellent; 5 - basic)
English (mother)	1	1	1	
French	3	3	4	

Technical skills: Computer literate – Word, Excel, Access, Powerpoint, webinar software.

Geographic experience

Europe	EU, UK, Iceland, Ireland, France, Norway, Belgium, Croatia, Denmark, Portugal, Netherlands, Cyprus, Malta, Sweden, Albania, Greenland
Middle East	Oman, Egypt Saudi Arabia
Africa	Cape Verde, Ghana, Uganda
Asia	Bangladesh, China, Indonesia, Malaysia, Myanmar, Philippines, Thailand, Vietnam.
Americas	U.S., Chile

Previous and current clients

National and local government	DAERA(NI), DEFRA, DAFM (ROI), Marine Scotland, Seafish
International	FCO (UK), DANIDA, DFID, EC, EP, European Investment Bank, FAO, OECD, World Bank
NGO	Marine Stewardship Council, WWF, Pew Charitable Trust
Private sector	SWFPA, SICG, Other consulting companies

Experience record

Economic Appraisal and Business Analysis

- **Ireland:** Value Chain Analysis of key seafood export chains (BIM, 2018)
- **UK:** Socio-economic impact on fishing communities of proposed Marine Conservation Zones (SNIAC, 2018)
- **Ireland:** CBA of Co. Kerry Pier Extension (BIM, 2018)
- **UK:** Economic impact of a proposed landings target on the Scottish pelagic sector (SFO/Shetland FPO, 2017)
- **EC:** Developing a framework for European Maritime Economic Data (DG Mare, 2016-17)
- **UK:** Valuation of Irish Sea Marine Conservation Zones for the Irish fishing industry (SNIAC, 2016)
- **UK:** Due diligence of proposed Shetland processing plant (HIE, 2015)
- **Europe:** Feasibility study on an EU Ecolabelling scheme (DG Mare, 2015)
- **UK:** Economic Impact Assessment of the Landing Obligation on UK seafood sector (Seafish 2014-15)
- **EC:** Financial Instruments under the EMFF scoping study (European Investment Bank, 2014-15)
- **Global:** Valuation of world tuna fisheries (Pew Charitable Trust, 2014)
- **E. Africa:** Economic Assessment of sustainable shrimp fisheries (WWF, 2014)
- **UK:** Value Chain Analysis of Scottish Haddock to determine certification benefits (SFSAG, 2014)
- **UK:** Financial modelling of the impact of the discard ban on several UK fleet segments (Seafish, 2013)
- **Uganda:** Techno-economic feasibility study of development of Aquaculture Parks (Europeaid, 2012)
- **UK:** Best practice guidelines for valuation of areas closed to fishing (Seafish, 2012)
- **Europe:** Socio-economic studies to develop the Data Collection Framework (DG MARE, 2012)
- **UK:** Assessing Value of Irish Sea MCZs to NI Fishing Industry (Seafish NI Advisory Committee, 2012).
- **Ireland:** Socio-economic assessment of Fisheries Dependency in Castletownbere (BIM, 2011-12)
- **Europe:** Socio-economic assessment of change in fisheries dependent communities across Europe (EC DG MARE, 2010)
- **Europe:** Regulatory Impact Assessment of a Plan of Action on Seabirds (EC DG MARE, 2010)
- **UK:** Financial appraisal of fisheries shore-side facilities (East Ridings Council, 2009 & 2010)
- **UK:** Regulatory Impact Assessment of extensions to Natura designated areas (Scottish Government, 2008)
- **Europe:** Regulatory Impact Assessment of Shark Conservation Action Plan (EC DG MARE, 2008)
- **UK:** Withernsea cost benefit analysis (East Ridings Council, 2006)
- **UK:** Economic Assessment for Flood Alleviation Schemes (Moray Council, 2006-2007)
- **UK** Cairnryan port development (P&O Stena line, 2006)
- **UK:** Kilkeel Harbour Extension (DARD, 2005)
- **UK:** Socio-economic evaluation of SW England fishing industry (SWRDA, 2001).
- **UK:** Economic evaluation of fisheries infrastructure investment in Rye (Arup/Environment Agency, 2001).
- **UK:** Cost & Earnings Survey of the UK fishing Industry (Seafish, 1999)

Blue Economy

- **Global:** Development of Maritime Economic Plans for Pacific & Caribbean Small Island Developing States (Atkins for FCO, 2019)
- **EU & U.S.:** Economic Benefits of Marine Spatial Planning incl. Rhode Island Ocean SAMP case study (DG MARE, 2018-19)



- **UK:** Toolkit modelling environmental management trade-offs (Defra, 2018-19)
- **EC:** Developing a framework for European Maritime Economic Data (DG Mare, 2016-17)
- **EC:** Rapporteur for Marine Spatial Planning workshops on energy & fisheries in Dublin & Vilnius (Gopa, 2013)
- **UK:** Delivering OSPAR Annex V commitments in Scotland (Scottish Government, 2008)
- **UK:** Sustainable Scotland Marine Environment Initiative (Scottish Executive 2004-2006)
- **UK:** Options appraisal for coastal remediation (South Shields MBC, 2005-2006)
- **UK:** Invest in Fish South West: contribution of coastal industries to the regional economy (WWF/Defra, 2003-2004)

Fisheries Sector Planning & Management

- **Europe:** Implementation of Single Use Plastics and Port Reception Facilities with respect to Waste Fishing Gear (EC, 2020)
- **UK:** Fishing and Seafood Development Programme (DAERA, 2019-2020)
- **Global:** Toolkit for Implementing Small Scale Fisheries Guidelines ((UN FAO, 2019-20)
- **UK:** Review of UK Scallop sector future management options (SICG, 2018)
- **UK:** Fishery Improvement Plans for key commercial species (PUKFI MSC, 2017-2019)
- **UK:** A decision-making support tool for English fishery managers (Defra, 2018/19)
- **Cape Verde:** Evaluation of the EU and Cape Verde Sustainable Fisheries Partnership Agreement (DG MARE, 2017-18)
- **Europe:** Taking Stock: CFP Progress towards ending overfishing (Pew Charitable Trust, 2017)
- **Philippines:** Value chain analysis for the GenSan tuna port (USAID/Bold Native, 2016)
- **UK:** Development of a Management Plan for The Wash Shrimp Fishery (Private client, 2016)
- **Europe:** Fisheries Management Works: good practice case study report (Pew Charitable Trust, 2016)
- **Albania:** Fisheries Sector Strategy 2015-2020 (EU Delegation to Albania, 2014-15)
- **Ghana:** Development of Community-Based Fisheries Management Policy (WorldBank, 2014)
- **UK:** Review of Scottish scallop sector (Marine Scotland, 2013)
- **UK:** Fleet impacts of CFP reform landing obligation (Seafish, 2013)
- **Malta:** Fisheries Sector SWOT to inform EMFF (MRRA, 2012)
- **China:** Seafood Profile (WWF, 2012)
- **Global:** Review of Greenhouse Gas Assessment methods in fisheries and aquaculture (FAO, 2012).
- **Bay of Bengal:** Assessment of small pelagics fisheries within the Bay of Bengal Large Marine Ecosystem (BOBLME) (FAO/GEF, 2010).
- **UK:** Management of Brown Crab fisheries in Northern Ireland (NIFPO, 2010)
- **Europe:** Assessment of Effort Management Administration in the North East Atlantic (DG MARE, 2010-2011).
- **Saudi Arabia:** fisheries sector development review (KSA, 2011)
- **Europe:** Characterisation of Small-scale fisheries in Europe (European Parliament, 2011)
- **Europe:** Regulatory Impact Assessment of Common Fisheries Policy Reform (with MRAG for DG MARE, 2009-2010).
- **UK:** Review of evidence for 2012 CFP Reform (Inquiry into Future Fisheries Management, Marine Scotland, 2009).
- **Oman:** Review of fisheries sector development (World Bank, 2009).
- **UK:** Review of CFP Reform proposals (Inquiry into Future Fisheries Management, 2009)
- **UK:** Fishing sector icing requirements in the South East of England (SE Food Group Partnership, 2008)
- **UK:** South East England Fishing Industry Development Plan (SEEDA, 2006-2007)
- **UK:** New jobs for the fishing industry: seafood, tourism and education (Hastings Borough Council, 2004)
- **UK:** Assessment of Seafood Market Development Opportunities (North Shields council, 2003).
- **UK:** Fisheries Action Plan Development (Welsh Assembly, 2000).
- **UK:** Northern Ireland Catching Sector Development Strategy (DARD, 1999).
- **EC:** Restructuring Fishery industry representation in Europe (DG XIV of EC, 1997-98).
- **Canada:** NAFO Area EU Fisheries Observer Programme (MRAG, 1995-1996)

Environmental Assessment

- **UK:** Hornsea wind farm project 2 & 3 EIA - Commercial Fisheries (RPS, 2015-18)
- **China:** Fishery Improvement Project design & support for fishery in NE China (WWF China/Japan, 2016-19)
- **Ireland:** Strategic Environmental Assessment and AA Screening of Seafood Development Programme (DAFM, 2014-15)



- **UK:** Appropriate Assessment of Scottish aquaculture sites (Marine Scotland, 2013)
- **UK:** Hornsea wind farm EIA - Commercial Fisheries (EMU,2011-2013)
- **UK:** Assessment of UK Seafood sustainability (Defra, 2009-2010).
- **Europe:** Environmental and social evaluation of EC FIG funding programme (Environmental NGO, 2009-ongoing).
- **Europe:** Assessment of impacts and pressures of aquaculture activities in relation to Water Framework Directive objectives (DG Environment, 2009-2011).
- **UK:** Appropriate Assessment of Barrow Port Area Action Plan (Barrow Borough Council, 2008)
- **UK:** Strategic Environmental Assessment of the European Fisheries Fund (Defra, 2007-2008)
- **UK:** Oil & Gas Decommissioning Environmental Risk Assessment (Shell, 2007)
- **UK:** Cumbria Wind farm EIA (Private client, 2007)
- **UK:** Environmental & ecological surveys to support Helix Project lottery fund bid (British Waterways/Falkirk Council, 2006-2007)
- **UK:** Waterfront Harbour Revision Order (West Lakes Renaissance, 2005-2007)
- **UK:** Feasibility of Offshore Wind farm Sites (Airtricity, 2006)
- **UK:** Sheringham Shoal Offshore Wind Farm (SCIRA Ltd, 2006)
- **UK:** Thanet Offshore Wind Farm (Warwick Energy, 2006)
- **UK:** Fishing effort and subsea cable interactions (Seagen, 2001).
- **Global:** Assessment of artificial reef impacts on marine resources (ICIT, 1995)
- **Australia:** Investigating health and regeneration of coral reefs (AIMS, 1993)

MSC Fishery Assessments as Team Leader and Principle 3 (Management) auditor:

- **UK:** Technical support to Fisheries Improvement Projects for key commercial species (PUKFI MSC 2016-20)
- **Greenland:** West Greenland Lumpfish, Coldwater Prawn and Greenland Halibut Fisheries, Barents Sea cod haddock and saithe (2013-20)
- **Iceland:** Multi-species demersal fisheries, Greenland halibut, anglerfish fisheries (Vottunstofan Tun, 2017-19)
- **Greenland:** Greenland Halibut (DNV, 2016)
- **Italy:** Small pelagics in North Adriatic (RINA, 2015-16)
- **China:** MSC Pre-assessment of multiple species & gears (CCAPMA, 2015-16)
- **UK:** Project Inshore, multi-species pot fisheries in NI, North East Atlantic demersal fisheries (2013-16)
- **Netherlands:** Sole and plaice demersal trawl, pulse trawl fishery, razor clam, cockles (CVO, 2015)
- **Greenland:** West Greenland Lumpfish (private client, 2014)
- **Portugal:** Algarve Mussel (private client, 2014)
- **Sweden/Denmark:** Nephrops in the Skagerrak and Kattegat, Swedish mussels (private client, 2014)
- **Chile:** Chilean mussels.
- **Global:** Assessing the environmental gains achieved by Marine Stewardship Council certification (MSC, 2010-2011)
- **UK:** Solway Firth Cockle Fishery Management Plan (Scottish Executive, 2005)

Programme Evaluation and Design

- **UK:** Fishing and Seafood Development Programme design (DAERA, NI, 2019-20)
- **Greenland:** Evaluation of Fisheries Partnership Agreement between EU and Greenland (DG MARE, 2019)
- **Malta:** Interim Evaluation of the EMFF Programme (with EMCS, 2019)
- **UK:** Development of Fisheries Sector Strategy (Strategic Investment Board, Northern Ireland, 2019)
- **Myanmar:** Real Time Evaluation of Fisheries Co-management Programme (DANIDA, 2017-2020)
- **EC:** Evaluation of EU Fisheries Statistics (DG MARE, 2018)
- **EC:** Evaluation of EU Seafood marketing standards (DG MARE, 2018-19)
- **EC:** Interim Evaluation of EMFF Direct Management (DG MARE, 2018)
- **IE:** FAME (Fisheries & Aquaculture Monitoring and Evaluation) (DG Mare, 2015-2020)
- **EC/NL/DE:** Ex post evaluation of European Fisheries Fund 2007-2013 (DG MARE, 2015-16)
- **IE:** Ex ante and Strategic Environmental Assessment of Seafood Development Programme (DAFM, 2014-15)
- **EC/Greenland:** Evaluation of Fisheries Partnership Agreement between the EU and Greenland (EC DG Mare, 2014).
- **EC:** Blue Growth strategic review of Black Sea region (DG MARE, 2013)
- **UK:** Ex ante and Strategic Environmental Assessment of EMFF Operational Programme (Defra, 2014-15)
- **EC:** Counterfactual Evaluation of Permanent and Temporary Cessation measures (DG MARE, 2013)
- **EC:** Evaluation of the Data Collection Framework (DG MARE, 2012).
- **UK:** Interim Evaluation of the European Fisheries Fund (Defra, 2011)
- **UK:** Evaluation of fishing vessel decommissioning schemes (Defra, 2011)
- **EC:** Evaluation of Common Fisheries Policy Reform proposals (DG Mare, 2011)
- **UK:** Strategic Environmental Assessment of the European Fisheries Fund (Defra, 2007-2008)



- **UK:** Quinquennial review of Northern Ireland Fisheries Harbour Authority (DARD, 2003).
- **EC:** Impact of FIFG measures on the fish processing industry (DG XIV EC, 2001-2002)
- **Ireland:** Value for Money Review of Ice Plant Programme. (BIM, 2001)
- **UK:** Interim Evaluation of PESCA initiative (Defra, 1999).
- **EC:** Evaluation of EU fisheries control and surveillance expenditure (DG XIV of EC, 1999).

Aquaculture

- **UK:** Economic Modelling to determine the critical mass for Scottish shellfish development (The Crown Estate Scotland, 2017)
- **UK:** Review of consenting regime for Scottish Aquaculture (Crown Estate/Marine Scotland, 2015-16)
- **UK:** Collation of aquaculture sector economic data under DCF (Seafish/MMO, 2013)
- **Uganda:** Techno-economic feasibility study of development of Aquaculture Parks (Europeaid, 2012)
- **Saudi Arabia:** Feasibility study for recirculation systems & marine aquaculture clusters (KSA, 2012)
- **Regional:** Due diligence of shrimp production & marketing company (Private client, 2011)
- **UK:** Impact of Aquaculture on Scottish Tourism (Scottish Aquaculture Research Forum, 2008 & 2011)
- **UK:** Analysis of Salmon Farming in Scotland, Norway & Chile (Scottish Government, 2007-2008).
- **UK:** Sustainable Seafood Consumption & Production (Defra, 2007)
- **UK:** Mussel bottom culture site investigation (Deepdock Ltd, 2006)
- **Bangladesh:** Investment Mechanisms for Responsible Shrimp Culture. (DfID, 2004)
- **Bangladesh / Vietnam:** Environmental Capacity for Aquaculture Developments in the Tropics (TROPECA) (DfID, 2002-2004).
- **Bangladesh:** Shrimp farm feasibility study (Private client, 2003)

Seafood Processing & Marketing

- **Croatia:** Prizefish Interreg project on certification of responsible fisheries and value-added products (CNR, Italy, 2019-2021)
- **Ireland:** Development of a raw material supply strategy (BIM, 2016-18)
- **UK:** County Down Seafood Marketing Business Plan (Strangford Lough Partnership, 2014-15)
- **Ireland:** Business benchmarking for Irish processing companies (Enterprise Ireland, 2008)
- **UK:** Feasibility of establishing independent shellfish depuration facilities (Crown Estate, 2008)
- **Ireland:** Disposal and re-utilisation of fish and processing waste (Marine Institute, 2002)
- **UK:** Impact of regulatory change on King Scallop Markets (Seafish, 1999-2000).
- **France:** Port Development Strategy (Boulogne-sur-Mer Chamber of Commerce, 1999).
- **Portugal:** PESCA Partenariat, Porto (DG XIV of EC, 1998).
- **UK:** Fish Processing Wastewater Treatment (Brown & Root, 1997-98).

Ports and Marine Development

- **UK:** Strategic Advisor on Port Infrastructure Investment (DAERA, 2019)
- **Philippines:** Regional port development study (Private client, 2016).
- **Spain:** Programme organiser & facilitator for Atlantic Action Plan seminar on Ports & Logistics, Gijon, Asturias (DG Mare, EC, 2014)
- **UK:** Investment Appraisal of boat ramp and fishing compound for Withernsea (East Riding of Yorkshire Council, 2010).
- **Oman:** Strategic Review of Fishery Harbours (Ministry of National Economy in association with Arup, 2009).
- **UK:** Waterfront Harbour Revision Order (West Lakes Renaissance, 2005-2008)
- **UK:** Solway Firth Harbours Feasibility Study (Scottish Enterprise in association with McKenzie Wilson Partnership, 2008)
- **Ireland:** Port Development Scoping (Shannon Foynes Port Company, 2006)
- **UK:** Eastbourne Fishing Quay Feasibility (Eastbourne Fishermen's Society, 2006)
- **Cyprus:** Akrotiri Port Expansion (Defence Estates, 2005-2006)
- **UK:** Shoreham Port Market Development (Shoreham Port Authority, 2005)
- **UK:** Fisheries regeneration initiative (Sunderland Port Authority, 2002)
- **Albania:** Albanian Fisheries Development Project (World Bank, 2000-2001).
- **UK:** Port Regeneration study Brixham (Torbay BC, 1999-2000)
- **France:** Port Development Strategy (Boulogne-sur-Mer Chamber of Commerce, 1999).



Other relevant information (e.g., Publication)

In addition to project reports, formally published documents/articles/reports include:

- Cappell, R. & Nimmo F. (2020) 'Sustainable European Fisheries: Are We There Yet? Progress and Challenges for Fisheries Management.' In "*Too Valuable to be Lost. Overfishing in the North Atlantic*" edited by Álvaro Garrido and David J Starkey. In press.
- Macfadyen, G., T. Huntington and R. Cappell (2018). [Maximising the chances for positive impacts of fisheries and aquaculture Official Development Assistance](#). *Marine Policy* August 2018
- Macfadyen, G., T. Huntington and R. Cappell (2009). [Abandoned, lost and otherwise discarded fishing gear](#). *UNEP Regional Seas Reports and Studies*, No. 185; *FAO Fisheries and Aquaculture Technical Paper*, No. 523. Rome, UNEP/FAO. 115 p.