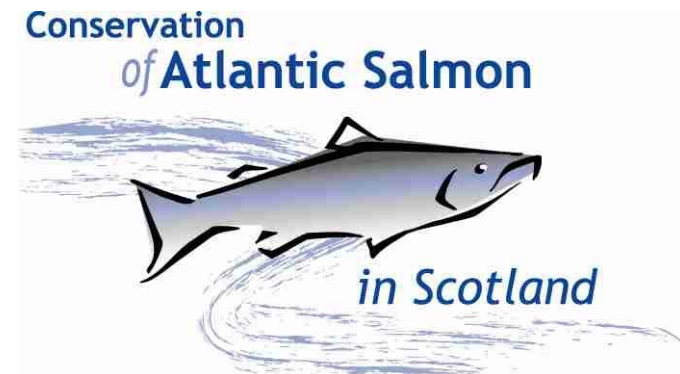


Raising awareness – Educational outputs of the CASS Project

Denise Reed
SNH



Promotion of salmon conservation and the CASS project

1. Web-site
2. DVD
3. Newsletters
4. Demonstration days/events
5. Schools project
6. Leaflets, posters and interpretation panels
7. Guidance – codes of practice and case-studies
8. Photo-library of best practice
9. Press coverage
10. Conference
11. Study tour

PR opportunities



CASS web-site



- ▶ Home
- ▶ What is CASS?
- ▶ Project Progress
- ▶ Map
- ▶ Partners
- ▶ Publications
- ▶ Events
- ▶ Scottish Salmon
- ▶ LIFE
- ▶ NATURA
- ▶ Image Gallery
- ▶ Newsletters
- ▶ Links
- ▶ Contact



Welcome

Welcome to the website of the LIFE-Nature Project:
"Conservation of Atlantic salmon In Scotland".

This is the single most significant salmon conservation project ever undertaken in Scotland.

Scottish salmon

The "king of fishes" is widely distributed around the North Atlantic, with populations in Canada

[more about Scottish salmon...](#)



Conference

The CASS project is hosting a conference on 11-12th June 2008, Perth

[more about Conference...](#)



Where is the project?

The project covers the River Oykel, the River Spey, the River Moriston, the River Dee, the River South Esk, the River Tay, the River Tweed and the River Bladnoch.

[more about CASS...](#)

Salmon in the classroom web-site



Home Page

Salmon

Foods

Videos / Gallery

Links

Facilitators

Contact

Salmon In The Classroom



What is the project about?

What is the project about?

Lots of things to do with salmon and the waters they live in! By the end of the project you will know so many interesting things.

[Click here for more information](#)

When does the project start?

One of the most important things to remember is that the whole process of the salmon lifecycle has started well before you get involved.



Delivery of salmon eggs



Release of fry back to river



Visit to hatchery



Hatchery visit – kelt reconditioning



Electro-fishing with the fishery board



Scottish Natural Heritage

is a government body responsible to Scottish Government Ministers, and through them to the Scottish Parliament.

Our mission

Working with Scotland's people to care for our natural heritage.

Our aim

Scotland's natural heritage is a local, national and global asset. We promote its care and improvement, its responsible enjoyment, its greater understanding and appreciation and its sustainable use now and for future generations.

Our operating principles

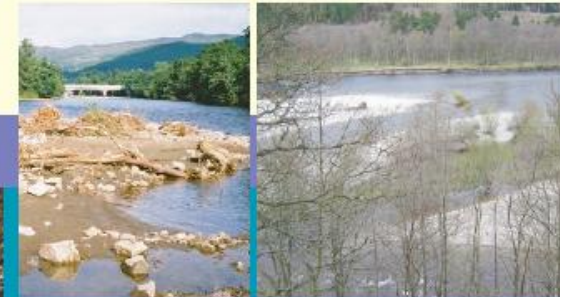
We work in partnership, by co-operation, negotiation and consensus, where possible, with all relevant interests in Scotland: public, private and voluntary organisations, and individuals.

We operate in a devolved manner, delegating decision-making to the local level within the organisation to encourage and assist SNH to be accessible, sensitive and responsive to local needs and circumstances.

We operate in an open and accountable manner in all our activities.

Guidance on River Tay Gravel Extraction Code of Practice

Natural Heritage Management



Further information

Further copies of this report are available from:
Scottish Natural Heritage
Publications Section
Battleby
Redgorton
Perth PH1 3EW

t: 01738 444177
f: 01738 827411
e: pubs@snh.gov.uk
w: www.snh.org.uk

© Scottish Natural Heritage 2008

ISBN: XXXXXXX

Print code XXXXX



SCOTTISH
NATURAL
HERITAGE

Measuring success

- Improved partnership working
- Increased awareness of good management practice amongst fisheries managers
- Do people care more than they used to about salmon and their conservation?

