

What is Aim to Sustain?

Eight organisations, with GWCT as the scientific advisor, are working closely to protect and promote sustainable shooting, biodiversity and the rural community. The organisations are: BASC, BGA, CLA, NGO, MA, SLE, GFA, CA.

What is Assurance?

Assurance is a state or condition of confidence, certainty, or guarantee about a particular matter or outcome. It involves providing reassurance or a level of certainty that something will be achieved, upheld, or delivered as expected.

Within game shooting, assurance is a tool through which shoots can say with confidence that they are abiding by best practice.

Why do we need Assurance?

Game shooting cannot continue without credible self-regulation therefore we need widespread implementation of the standards to show those who want to regulate us that we are adhering to the highest standards. The decision to licence Scottish grouse moors, the Welsh consultation on game bird releasing and the Defra review into releasing gamebirds show there has never been a more important time to pull together and get more shoots signed up to an assurance scheme.

There are two key benefits to joining an assurance scheme: the development of the opportunities for assured game meat, and the security of game shooting as a sector. Independently-audited assurance underpins both benefits, providing peace of mind to stockists and retailers as well as to Government and the general public.

Is BGA Assurance open to new members?

Yes the Scheme is still open to new members, to sign up they can register here - <https://www.britishgameassurance.co.uk/shoot-register/> or send an email info@britishgameassurance.co.uk

If new members don't want to do full assurance right now who should they call about alternative options?

For now they can register as an Associate shoot as the first rung of Assurance here - <https://www.britishgameassurance.co.uk/associate-shoot-membership/>

Is there still an Upland standard and is it changing?

Yes there is still a Moorland standard, it is currently undergoing a review to bring it in line with the Lowland standards that were reviewed earlier this year but are just under going some final changes before being published.

Why is it important for all shooting organisations to promote assurance?

The levels of compliance necessary to safeguard shooting, particularly in the face of potential challenges from a new government, can only be achieved if all eight shooting and rural organisations actively promote assurance together. It was always agreed that BGA would be returned to the shooting community at some point and by transferring to ATS this has been carried out.

What is the plan for transferring the assurance infrastructure?

The assurance infrastructure built by BGA will be transferred to Aim to Sustain. This transfer will enable the member organisations to equally share the responsibility for the success and running of assurance.

Will I need a new membership?

No currently nothing will change to your membership.

What will happen to levy payments?

The levy will continue to support the commercial and marketing arm under the banner of Eat Wild. Eat Wild will be the development board for British game, creating new markets, increasing the demand and introducing new consumers to game meat.

Who is my point of contact for the Assurance Scheme?

Until further notice BGA are still the contact for assurance, through time there will be a full time Assurance Adviser to assist with any queries relating to the Scheme. If you have any further questions, please contact info@britishgameassurance.co.uk

Will the transfer of assurance to Aim to Sustain affect the current processes and procedures of the Scheme?

The transfer of assurance to Aim to Sustain aims to streamline and consolidate efforts by placing the assurance scheme at the centre of the organisation. While the transition may involve some administrative changes, the goal is to ensure continuity and effectiveness of the scheme without significant disruptions.

When is the full transfer of the Scheme expected to be completed?

The aim is to complete the full transfer of the Scheme by the Autumn. SAI Global will continue to administer the Scheme, and there should be no immediate changes to its day-to-day operation.

How will the administration of the assurance scheme be managed during and after the transfer to Aim to Sustain?

The administration of the assurance scheme will continue to be managed by SAI Global during and after the transfer to Aim to Sustain. This ensures a smooth transition and allows for the consistent application of the scheme's processes and procedures without disrupting the day-to-day operations.

What will BGA focus on after transferring assurance to Aim to Sustain?

BGA will rebrand to Eat Wild and will concentrate its efforts on creating more demand for and marketing game. The retail market for game meat has grown significantly, and BGA aims to capitalise on this by continuing its successful game meat marketing operation.

How will the marketing of game meat under Eat Wild contribute to the success of assurance?

The marketing of game meat plays a crucial role in promoting the value and desirability of game meat to consumers. By raising awareness, increasing demand, and creating a sustainable market for game meat, it supports the long-term viability of shooting activities and indirectly contributes to the success of assurance by encouraging responsible practices.

Why is a healthy market for game meat important for shooting?

A thriving market for game meat is crucial for shooting, as it provides social legitimacy and supports the industry. The demand for lead-free birds and the need for a professional marketing operation make a healthy game meat market more vital than ever.