

Good Fish Guide Membership Application Form

Organisation information

Legal organisation name

Trading name or brand

Company registration number

Telephone number

Website

**Name to display on the
Good Fish Guide website**

Registered address

**Parent company or group
(if applicable)**

Organisation contact information

We will direct all queries and correspondence relating to this application to this person.

Lead contact name

Job title

Contact number

Email address

Invoice contact and email

Size and pricing*

- ☐ Micro
- ☐ Small
- ☐ Medium
- ☐ Large

Tier	Employees	Turnover	1-year fee	3-year, p.a.
Micro	Fewer than 50	Under £1m	£1,000	£850
Small	50–249	£1m–£10m	£3,000	£2,500
Medium	250 or more	£10m–£39m	£5,000	£4,500
Large	By turnover & group scale	Above £39m	£8,000	£7,200

Number of employees:

Annual turnover:

What membership term would you like?

- ☐ 1 year membership ☐ 3 year membership

*Prices exclude VAT and are invoiced annually. Your tier is normally based on whichever of annual turnover or employee count places the organisation in the higher band; The Marine Conservation Society considers parent-group structure and confirms the final tier before membership begins.

About your organisation

1. Please briefly describe your organisation's main activities, the geographical area in which it operates, and its role in the seafood supply chain.

2. What seafood products or sources does your organisation buy, sell, serve, process or supply?

Approximate number of seafood products or sources:

- ☐ 1–10 ☐ 11–50 ☐ 51–250 ☐ More than 250 ☐ Unsure

3. How does your organisation currently use, or plan to use, the Good Fish Guide?

4. Can your organisation identify the following for the seafood within the scope of this application?

- ☐ Species ☐ Location ☐ Capture / farming method
☐ Certification, where applicable ☐ Supplier & product traceability

This is a self-declaration and does not affect membership eligibility. It helps the Good Fish Guide team understand where further guidance or support may be useful.

5. Does the seafood range within the scope of this application include any Good Fish Guide rating 4 or 5 sources?

☐ Yes ☐ No ☐ Unsure

If yes or unsure, briefly describe the sources and any planned action:

Approximate number of seafood products or sources:

☐ 1-10 ☐ 11-50 ☐ 51-250 ☐ More than 250 ☐ Unsure

6. Why are you choosing to become a Good Fish Guide Member?

Membership terms and conditions

We want the Good Fish Guide Membership to support credible use of our seafood advice. Members may be at different stages, including organisations working to improve their sourcing. We ask all members to make the following commitments.

1 Use ratings accurately

Use the current Good Fish Guide rating for the specific seafood source, including the species, location and how it was caught or farmed. Don't use one rating to describe a whole species or product range.

2 Check sourcing when ratings change

Review relevant seafood sourcing when the Good Fish Guide is updated, usually in April and October, and take action where a rating changes.

3 Be clear about ratings 4 and 5

Don't describe ratings 4 or 5 as recommended or use Good Fish Guide advice to support misleading claims. Where these ratings are present, set out any action or improvements you plan to make.

4 Keep information up to date

Provide accurate information when applying and renewing, and let the Good Fish Guide team know about any significant changes.

5 Communicate responsibly

Use Good Fish Guide wording and assets as agreed, and make sure any environmental claims are clear, accurate and supported by evidence.

Good Fish Guide Member Supporter Logo

The Good Fish Guide Member Supporter Logo is a separate, conditional membership benefit. Membership can be approved without logo use, and businesses do not need to source only ratings 1 to 3 to become members.

The supporter logo is only available where seafood sourcing within the proposed logo scope is limited to Good Fish Guide ratings 1 to 3 and the Marine Conservation Society has approved its use in writing.

Would you like to apply for the Good Fish Guide Member Supporter Logo?

☐ Yes ☐ No ☐ Not at this stage

If yes, attach with your application:

- ☐ A current product or source list
 - ☐ A sourcing policy, or a description of the controls you use
 - ☐ Confirmation that sourcing within the proposed logo scope is limited to Good Fish Guide ratings 1–3
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Conditions of the use of Good Fish Guide member supporter logo

- The Marine Conservation Society must approve use of the supporter logo in writing before it is used.
- The supporter logo may only be used by the organisation, brand or business unit approved by the Marine Conservation Society.
- It may only be used on agreed organisational communications.
- The supporter logo must be used exactly as supplied, with any approved wording and in line with the Good Fish Guide Member Supporter Logo Use Guidance.
- The supporter logo must not be used in a way that suggests the Marine Conservation Society has certified, endorsed or approved the organisation, its products or its supply chains.
- The supporter logo may only be used while membership and logo eligibility remain active.
- If a rating changes, the Marine Conservation Society may agree a transition or improvement plan. Logo use may continue during that period only where the Marine Conservation Society confirms this in writing.
- The supporter logo must be removed promptly if approval is withdrawn, membership ends or eligibility is no longer maintained.

Full guidance will be provided if logo use is approved.

Good Fish Guide membership terms and conditions

Business practice

We take care to identify behaviours and activities that are directly contrary to the objectives of the charity. Before becoming a member we ask that you make the following commitments. We will help identify where changes need to be made to support ocean recovery.

- 1 Not to organise or support any balloon or sky lantern releases.
www.mcsuk.org/what-you-can-do/campaigns/dontletgo
- 2 Identify where PFAS are contained in any of your products and phase out.
www.mcsuk.org/ocean-emergency/oceanpollution/chemicals
- 3 Not to sell products containing microplastics.
www.mcsuk.org/ocean-emergency/oceanpollution/plastics/microplastics/
- 4 To comply with the Competition and Markets Authority guidance on environmental claims on goods and services. <http://www.gov.uk/government/publications/green-claims-code-making-environmental-claims/environmental-claims-on-goods-and-services>

Payment

- Membership begins on the agreed start date once the application has been approved and the first invoice has been paid, unless the Marine Conservation Society confirms otherwise in writing.
- The annual membership fee is non-refundable, except where required by law.

Renewal

- One-year membership runs for 12 months from the agreed start date and is reviewed before renewal.
- Membership and any supporter-logo permission end automatically if the membership expires and is not renewed.

Three-year membership

- Organisations will be invoiced at the start of their Good Fish Guide Membership and then annually, 30 days before the start of the second and third membership years.
- The underlying discounted annual membership fee will be fixed for the three-year term and will not be affected by membership price increases during that period. VAT will be charged at the applicable rate.
- Ending a three-year membership early may result in a top-up charge equal to the difference between the discounted fee paid and the applicable one-year membership fee for each completed membership year.

Information and data use

- Information supplied through the application will be used for application review, due diligence, administration and delivery of membership benefits, in line with the Marine Conservation Society privacy notice.
- The Marine Conservation Society checks eligibility based on the information supplied. It does not independently verify every product, supplier or supply chain.
- Member-only Good Fish Guide data and resources are provided for the member organisation's internal use only. They must not be sold, republished, redistributed or shared with third parties without prior written permission from the Marine Conservation Society.

Review, suspension and cancellation

- The Marine Conservation Society may request further information and may review, suspend or cancel membership or supporter-logo permission where:
 - Information supplied is inaccurate or incomplete
 - The membership conditions are not met
 - Agreed actions are not progressing
 - Membership information, ratings or brand assets are used inaccurately
 - Communications could mislead customers, clients or stakeholders
 - The organisation's actions could damage the independence or reputation of the Marine Conservation Society or the Good Fish Guide
 - Where appropriate, the Marine Conservation Society will explain the concern and allow the organisation a reasonable opportunity to respond or take corrective action before membership is cancelled.
 - Serious or repeated breaches may result in immediate suspension or cancellation.
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Website acknowledgement

Please select one:

- ☐ Yes, the organisation may be listed as a Good Fish Guide Member
- ☐ Please contact me before listing the organisation
- ☐ Do not list the organisation at this stage

Information supplied is used for review, due diligence, administration and delivery of benefits, in line with the Marine Conservation Society privacy notice.

I confirm that I am authorised to submit this application on behalf of the organisation named above. The information provided is accurate to the best of my knowledge. I have read and agree to the membership commitments and conditions set out in this form. I understand that membership and supporter logo approval are separate decisions.

Signed:

Name:

Date:

Position:

Please return your completed form to **goodfishguide@mcsuk.org**

For Marine Conservation Society use only:

Due diligence research has been done. ☐

Reviewer:

Date:

Risk (low/med/high):

Does this require SMT decision via Opps Log?

Yes ☐ No ☐

Decided by (following scheme of delegation):

Reason:

SMT decision:

Approved ☐ Rejected ☐ N/A ☐

Date:

Detail:

Confirmed tier and fee:

Ratings 4 or 5 identified

Yes ☐ No ☐ Unclear ☐

Application decision:

Approved ☐ Rejected ☐ More information required ☐

(What further information is required?)

Supporter logo decision:

Approved ☐ Rejected ☐ Not requested ☐

Invoice requested:

Yes ☐ No ☐

Approved by

Signed:

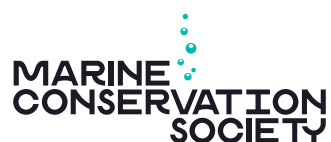
Name:

Date:

Position:



Registered charity in England and Wales 1004005 and in Scotland SC037480.
Registered company limited by guarantee in England and Wales 02550966.
Registered office: Overross House, Ross Park, Ross-on-Wye, HR9 7US. VAT number: 321491232.



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