Fish and Shellfish Apprenticeships for Fishmongers

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Summary

Apprenticeships and qualifications in fish and shellfish represent an opportunity for fishmongers to recruit staff, develop their workforce and improve their businesses.

The combination of a new set of qualifications, centres to support their delivery, and funding for apprentices provides for an unprecedented opportunity.

Seafish and the Seafood Training Academy are here to help you benefit from these opportunities.

There’s never been a better time to get involved!
A Guide to Fish and Shellfish Apprenticeships in Fishmongering

This leaflet explains how fish and shellfish apprenticeships are being used by businesses in the fishmongering sector to develop highly professional, competent and qualified staff at management, supervisory and operative levels.

The fish and shellfish industry skills framework of qualifications underpins the intermediate and advanced apprenticeship programmes supported and promoted by Seafish, the Seafood Training Academy and the National Federation of Fishmongers.

It is this new apprenticeship programme that is being enthusiastically taken up by employers across the UK for both new entrants and established employees, young and older workers, and also by owner/managers.

What are the general benefits of an apprenticeship?

- Problems recruiting and keeping young, talented staff?
  - Apprenticeships can be that key benefit that attracts and helps retain the employee(s) you need for business success;
  - Apprentices have been shown to be more loyal to their employers;

- Apprenticeships can deliver real bottom line benefits:
  - Training an apprentice can be more cost effective than hiring trained staff;
  - Apprentices can develop specialist skills to help your business;
  - The general workforce can benefit from the training activity that apprentices bring into the business;

- Most employers with apprenticeship programmes believe that:
  - Apprenticeships make them more competitive and productive;
  - Apprenticeships reduce staff turnover;
  - Apprenticeships help fill vacancies quicker;
  - Training is more cost effective and efficient;
Funding for apprenticeships is available, but varies within the UK and often depends on the age of the prospective apprentice as well as the level of apprenticeship they take.

A young person taking the intermediate apprenticeship should be able to receive full funding, and funding is also available for older employees and for those taking the advanced apprenticeship.

Some business owners who cannot qualify for the funding for themselves have elected to use a Learner Loan to fund their training and qualification because they can see the real business and personal benefits of the programme for themselves.

Our advice is to speak to Seafish or one of their recognised apprenticeship providers to find out how the programme and funding can be tailored to your own specific needs. There may even be other types of funding you can use to support this, so why not get in touch?

What is the apprenticeship exactly?

The apprenticeship is made up of two parts, one part is a number of general topics that are common to all apprenticeships in the UK, and which every apprentice has to do.

The second part is either a Level 2 fish and shellfish industry skills certificate or a Level 3 fish and shellfish certificate.

Most people will complete the Level 2 certificate as part of their intermediate apprenticeship, while some will do an advanced apprenticeship and will complete the Level 3 certificate.

**Intermediate apprenticeship units** – apprentices will get an opportunity to complete units on fish and shellfish preparation, displays, storage, product knowledge, quality assessment and customer service, as well as more general units covering food safety etc.

**Advanced apprenticeship units** – for supervisors and managers, we have a selection of units covering fishmonger practices, the fishmonger industry, displays, merchandising, quality, product knowledge, plus more general units on maximising sales, setting up and managing a food retail operation.

The simple fact is that we will have the right mix of units to make up a qualification that suits almost anyone who works in your business.

Next Steps

To find out more please view other information leaflets in this series, speak to a Seafood Academy Partner or

Email academy@seafish.co.uk, Telephone Lee Cooper on 01482 486482
Contact your nearest recognised apprenticeship provider via www.seafoodacademy.org
Managers and owners of independent fishmongers are usually highly skilled and knowledgeable about what it takes to run a small business, employ staff, promote their products and service, and of course supply excellent quality fish and shellfish.

The one thing that many fishmongers have lacked in the past is a professional qualification that reflects the nature of their business and their skillset. In England, Wales and Northern Ireland¹ that situation has at last changed with the launch of the Level 3 Fish and Shellfish Industry Skills Certificate and Diploma.

Seafish and the Seafood Training Academy have worked with employers to develop a nationally recognised qualification suitable for fishmongers, and that qualification is the fish and shellfish industry skills at level 3.

What's in the qualification?

Level 3 Fish and Shellfish Industry Skills (FSIS) is a very flexible qualification that can be tailored to meet the needs of fishmongers. Typically, a fishmonger undertaking this qualification would complete a range of theory and practice units covering:

- Principles of fish and shellfish product knowledge;
- Principles of fishmonger practice;
- Principles of the fishmonger industry;
- Principles of displaying fish and shellfish for retail sale;
- Managing fish/shellfish operations;
- Quality Assessment;
- Setting up and maintaining food retail operations;
- Customer service;
- Maximising sales.

This is a challenging qualification, but fishmongers probably have the widest set of skills of anyone working in the industry. Ultimately though, completing the qualification will be rewarding to both the professional fishmonger and their business, as they use the units to improve their knowledge and understanding, the competence of their staff, and even make improvements to practices and procedures within the business.

¹ Equivalent qualification will be available for Scotland in early 2014.
How long does it take and how do I do it?

This is not a quick and easy qualification, nor should you rush it, so expect to take up to a year to complete. It’s largely up to you how quickly you progress as the qualification will go at the pace you decide is right for you. As the qualification is all about you and your business, it will fit around you and your business.

You may wish to attend a training course or two, and there will be some online learning as well. You may want to carry out one or two work-based projects or studies – the kind of thing that helps you complete your qualification while also improving the business.

During your development programme you will be closely supported by your approved centre, and they will be closely supported by Seafish and the Seafood Training Academy, Billingsgate and our network of trainers.

Each fishmonger will be able to benefit from a range of standardised training resources and at the same time supported in their exploration of the other learning opportunities they need to complete their development programme.

How do we proceed?

The next step should be to contact us so that we can arrange for an adviser to get in touch and perhaps visit. The Adviser will help to identify how the qualification can fit into the business, what it might cost to deliver and if funding is available.

This might be a big step for a learner and it is important that they have all the facts before a decision is made. Seafish is independent of this process and we can be called upon for independent advice as well.

For more information please consult the Seafood Academy website where you will find a selection of training materials and information leaflets about fish and shellfish qualifications and apprenticeship opportunities.

Lee Cooper, Seafish and the Seafood Training Academy, July 2013 email mailto:academy@seafish.co.uk
Seafoods (Burnham on Sea) are smitten by fish and shellfish industry skills

Burnham on Sea Fishmongers, *Seafoods Ltd* has been in the town since 1975 when it was established by Gaynor’s parents. Steve Wright joined the business in 1983 and along with his wife Gaynor, they have been running the business since 1990.

With almost 25 years running the business and more than 30 years as a fishmonger, there’s nothing that Steve or Gaynor can learn about fishmongering, is there?

Gaynor and Steve would be the first to disagree with this view as both have each recently signed up to undertake Level 3 fish and shellfish industry skills Diplomas as professional qualifications’ in fishmongering.

But it doesn’t stop there. Seafood employees Ryan Mount and Andy Pike have also registered to undertake fish and shellfish apprenticeships and will be able to study alongside their employers.

Ryan is registered to complete the Advanced Apprenticeship and he will undertake the Level 3 Diploma as part of this. Andy will complete his Level 2 Certificate in fish and shellfish as part of his Intermediate apprenticeship.

Funding has been secured to support both Ryan and Andy.

With three Level 3 Diplomas and a Level 2 Certificate on the horizon, Seafoods are certainly setting a very high example for the rest of industry to follow.

PHOTO - Left to Right: Andy Pike, Ryan Mount and Steve Wright of Seafoods, Burnham on Sea
The Level 3 framework has a wealth of fishmongering and small business units so Steve, Gaynor and Ryan have picked different combinations to suit their personal and business needs. Some units will be chosen as they provide an opportunity to acquire new knowledge and skills, while other units will have a direct impact on the business through the collection of important business data or the development of new procedures. The process of completing their qualifications will provide opportunities for everyone to seek out improvements to the business and at the end of the process each will have achieved a qualification that reflects their achievements in acquiring new skills and new understanding.
Ken’s Column

Another report from a former NFF President

At last, some good news came in early June regarding the UK Cod stocks: this must be a comfort to all the UK fishermen who have over many years had punishing restrictions imposed on their catching quotas. Mind you, there’s still a long way to go before any tangible relaxation on existing quotas will be introduced, but the signs are very good.

It will take some time for the science to catch up with what the fisherman are seeing and of course the next set of statistics will hopefully show that the cod stocks are getting close to safe biological levels: currently the present science says that stocks are below a safe biological level. Good news also for other stocks say the Scottish Fishermen’s Federation. This information was recently highlighted in a report by NAFC Marine Centre in Shetland, collated and was summarised and the information published by the International Council for the Exploration of the Sea (ICES).

ICES also reported on the latest scientific advice on North Sea Herring which has confirmed that the stock continues to be harvested in a sustainable way. Also, the other good news regarding fish stocks: the plaice stocks in the North Sea for example was larger in 2012 than it has been since 1960, having tripled in size since 2004. The stock of hake has more than quadrupled in size between 2006 and 2011. At the same time, the fishing pressure (mortality) has also fallen sharply. Within the bigger picture the EC announced recently that there are now 25 stocks in European seas which are known not to be overfished compared to only two stocks in 2005. Let’s hope that the improvements continue as it’s been a long and hard struggle for all our fishing fleets and their communities.

Ken Watmough.

Filling in the gaps

Seafish and the Seafood Training Academy are working hard to ensure that fish and shellfish employers throughout the UK are able to access a suitable provider of apprenticeships, proficiency qualifications and fish specific training.

By the end of 2013 we hope to have filled all the gaps and to have up to 10 Apprenticeship Providers recognised and active in supporting apprenticeships in fish and shellfish for fishmongers, merchants and others working in our industry. Whether you are a national supermarket chain, or a mobile fish sales business, the apprenticeship should be achievable and accessible for you and your employees.

The only part of the UK without a suitable fish and shellfish Apprenticeship Provider is Northern Ireland, and we hope to have filled in this piece of the jigsaw by this Autumn.

Seafish and the Seafood Training Academy are publishing a series of Approving Centre profiles on the Academy website under the heading “Working With...”

To find out more, and to contact a suitable Apprenticeship Provider, please email academy@seafood.co.uk or look on www.seafoodacademy.org for “Working with...”
Apprenticeship Programme for London and the South East

An encouraging response to our request for expressions of interest means that this programme is likely to go ahead, starting in September 2013.

For employers and apprentices to fully participate in this programme we do advise that apprentices should be recruited well in advance, and should have completed any company required probationary period. Any employer or employee interested in the opportunities presented by an apprenticeship should contact Billingsgate Seafood Training School as soon as possible for an information pack on apprenticeships.

Employers outside of the South East or London should contact academy@seafish.co.uk as there will be similar opportunities in other parts of the UK.

Advanced fish and shellfish apprenticeships target managers/senior fishmongers

Specialist awarding organisation, FDQ, have approved the new Level 3 Fish and Shellfish Industry Skills Certificate and Diploma - they are now available from FDQ approved fish and shellfish centres.

These qualifications will be of particular interest to managers/senior fishmongers in the industry as they provide a management level qualification with tailored fish and shellfish content. Areas of interest to fishmongers include:

- Maximising sales
- Managing food retail operations
- Principles of fish and shellfish product knowledge
- Principles of the fishmonger industry
- Principles of fishmonger practice
- Principles of fish/shellfish displays

As well as units concerned with the management and monitoring of intake, storage, waste, personnel and a host of other critical functions.

While the Advanced Apprenticeship will not be available until September or later in 2013, the changes to funding for 24+yr old learners planned for August 2013 make it critical that employers interested in this advanced apprenticeship contact Seafish without delay. Level 3 fish and shellfish industry skills certificate and diploma have been approved and are now available from FDQ approved fish and shellfish centres.

First Welsh Fishmonger Apprenticeship at Fabulous Fish, Chepstow

For some months, Sarah O’Conner of Fabulous Fish in Chepstow, has wanted to be the very first employer in Wales to offer someone an opportunity to undertake a fish and shellfish apprenticeship. Now that Cambrian Training Ltd is approved to deliver the apprenticeship throughout Wales, it looks like Sarah will very shortly get her wish.

Sarah was last featured on the Seafood Academy website as the fishmonger who battled through the January snow storms in Wales to get essential fish to Grimsby for Seafish’s Advanced Quality Assessment training course. “Perhaps now we can do something to start to return that favour by helping Fabulous Fish get the best out of their apprenticeship opportunity,” said Lee Cooper of Seafish.

Harrods to recruit apprentice fishmonger

Prestigious Knightsbridge - based department store Harrods, is to recruit its first fishmongering apprentice later this year.

The apprentice will undertake an intermediate fish and shellfish apprenticeship delivered through Duchy College Cornwall and actively supported by Billingsgate Seafood Training School. Following recruitment and induction, the apprentice will embark on a challenging and rewarding programme of training, learning and assessments during 2013/14 which should culminate in the successful completion of a Level 2 fish and shellfish industry skills certificate in 2014.

Harrods will start the recruitment process on Friday 17th May and you can expect further announcements as the apprentice achieves key milestones in their development.
The Apprentice

A real asset to any small business

An apprentice can be a real asset to a small business such as a fishmonger or wholesale fishmerchant. Apprenticeships can provide a once in a lifetime opportunity to a young person to get trained, get a qualification and get started on a worthwhile career. Not only that, but apprentices have been shown to be real assets to businesses, bringing with them enthusiasm, dedication and loyalty.

In the words of one employer, “Our apprentices are enthusiastic and hard working, and they are making a real difference across the business”. Justine Fosh of the National Skills Academy at a recent employer debate on food industry apprenticeships said that the number of apprentices in the food industry has trebled in the last 18 months.

So why aren’t more fishmongers taking on a young apprentice and investing in their future?

• Perhaps it’s because they don’t know about the funding available to contribute to the cost of training?
• Perhaps they are unaware of the additional one off Apprenticeship Grant worth £1500 per apprentice to small businesses?
• Perhaps they don’t realise that there’s a fish and shellfish apprenticeship tailor-made for fishmongers?

Perhaps it’s all of these or maybe it’s the fear that if they train a young person they will leave them for another employer. Well that fear may well be untrue as studies have shown clearly that well trained staff are much less likely to leave, and young people on apprenticeship programmes are far more likely to be loyal to their employer long after they have completed their apprenticeship.

With an intermediate fish and shellfish apprenticeship available now, and an advanced apprentice available in a few months, there’s never been a better time to help your business and to give a helping hand to the next generation by offering a young person an apprenticeship said Lee Cooper of Seafish.

Seafish and the Seafood Training Academy are in partnership with Billingsgate Seafood Training School, and other providers throughout the UK to help and support employers who are interested in taking on an apprentice. They are ready to advise, guide and assist interested employers and potential apprentices in the processing, mongering and food service sectors of the seafood industry.

If you want to find out more then email academy@seafish.co.uk or call Lee Cooper on 01482 486482.
Harnessing the Power of Apprenticeships

The Seafood Training Academy, led by Seafish, witnessed a thought-provoking debate at the House of Lords on Wednesday 30th January, under the theme of “Harnessing Apprenticeships in the Food Industry.”

The food industry, which has continued to grow during the recession, has the potential to play a big part in helping young people find employment. Contrary to this, the industry has much to develop in this area in comparison to many other sectors.

The debate, attended by more than 50 people from the food manufacturing industry and hosted by the Lord Laird of Artigarvan, focused on some of the barriers that can prevent employers offering young people the opportunities within which to develop a worthwhile career and contribute to the success of their employer.

Within the onshore fish and shellfish sectors, apprenticeship schemes are not yet consistently available across the UK and there is more that needs to be done to overcome this. This is not a unique issue in the seafood industry; other food industry sectors facing the same challenges.

During the debate, which was sponsored by the National Skills Academy for Food and Drink (NSA), we heard from a number of employers, including those from the seafood industry who have active and successful apprenticeship programmes underway.

Lee Cooper of Seafish, who represented the Seafood Training Academy, said after the event: “This was a thought provoking debate. Perhaps the most encouraging statement was Lord Laird’s assurance that MPs and Peers alike would not only be keenly interested in the food industry and the massive potential we have to employ young people and give them worthwhile careers, but also be interested in visiting local employers to see this in action.”

Lord Laird told his audience: ‘You have a lot of capital as an industry. It is up to you to use this and reach out to your local MPs and other influencers to tell them about you and difference you make to the local and national economic landscape.’

Seafood and the Seafood Training Academy have worked hard over the past two years to develop apprenticeship schemes to benefit both employers and young people. Seafish have developed an interactive tool aimed at helping employers match job roles in the fish and shellfish apprenticeship framework.

Seafish would like to hear from you

Lee Cooper from Seafish would like to hear from any seafood employer anywhere in the UK that is already involved in delivering apprenticeships.

The apprenticeships can be in any part of the business from intake through to accounts as Seafish simply wants to see how many employers are already active in supporting apprentices. If you have one or more apprentices within your business then please email L_Cooper@seafish.co.uk and let him know how many apprentices you have and in what areas of the business they work. If you want Seafish to assist you with information and guidance then be sure to include your contact details.
The Apprenticeship Grant for Employers of 16 to 24 year olds (AGE 16 to 24) aims to support businesses who would not otherwise be in a position to do so, to recruit individuals aged 16 to 24 into employment through the Apprenticeship programme.

The National Apprenticeship Service will provide AGE 16 to 24 to eligible employers, in respect of qualifying apprentices, with an individual value of £1,500. Employers can be paid ten grants in total during the lifetime of the initiative.

AGE 16 to 24 targets employers with less than 1000 employees, who are new to Apprenticeships or haven’t enrolled a new recruit or existing employee onto an Apprenticeship programme in the previous 12 months.

AGE 16 to 24 provides a benefit to employers in addition to Apprenticeship programme funding, where applicable.

Which employers are eligible?

To be eligible employers must:

- confirm that they are not able to employ the apprentice without AGE 16 to 24
- have less than 1000 employees in the United Kingdom, as recorded by the Employer Data Service (EDS)
- not have had an employee ‘start’ an Apprenticeship in the 12 month period prior to the Apprenticeship ‘start’ date of the first apprentice for whom they are applying for the grant*
- commit to employ the apprentice for a minimum of 12 months on the Apprenticeship programme or the time it takes to complete the Apprenticeship, whichever is the greater
- confirm that they are aware of and do not breach any State Aid rules and
- agree to pay the apprentice, at least in line with legal minimum requirements.

*Apprenticeship start dates are taken from the Individual Learning Records submitted by training providers to the Skills Funding Agency. Starts in the last 12 months relating to existing employees, progressions from one Apprenticeship to another or apprentices transferring from another employer make an employer ineligible for AGE 16 to 24, regardless of the apprentice’s age; or whether AGE 16 to 24 was claimed for them.

Which apprentices qualify?

Our aim is to support employers to create new jobs and recruit new 16 to 24 year olds. To attract the grant for an eligible employer, apprentices must be:

- new recruits
- aged 16 to 24, on the day of the start date recorded on the Individual Learning Record submitted by the training provider to the Skills Funding Agency
- enrolled on an Apprenticeship programme as recognised by the Skills Funding Agency
- live in England and
- not taking part in full-time education.

Existing employees do not attract the grant; except where AGE 16 to 24 provides an incentive for an eligible employer to provide an existing part-time employee aged 16 to 24 (contracted to work less than 20 hours per week) with a new full-time element has been funded by the London Enterprise Panel (LEP). Please refer to the London specific fact sheet for further information: http://www.apprenticeships.org.uk/Home/Employers/Steps-to-make-it-happen/Incentive.aspx

AGE 16 to 24 has already helped thousands of employers to grow their business by employing an apprentice.

AGE 16 to 24 provides an incentive for employers to employ younger apprentices, who are new to Apprenticeships or haven’t enrolled a new recruit or existing employee onto an Apprenticeship programme in the previous 12 months.

From 10 June-31 December 2013, an enhanced London AGE 16 to 24 is available to employers with London borough postcodes, providing a total grant value of £3,000. The enhanced

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Dr Tehir Nadeen, Solihull Dental Practice

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Employers should contact any previous Colleges/training providers that they have been working with recently to check that they have not accessed Apprenticeship funding. We would strongly urge employers to do this if any employees have completed work based learning such as NVQs (National Vocational Qualifications) or Diplomas.

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NAS-P-100006

apprenticeships.org.uk

Call: 08000 150 600
Apprenticeship job role (minimum 30 hours per week).

**How do employers apply?**

Employers must complete and sign an AGE 16 to 24 Employer Agreement with their chosen training provider(s) to confirm their eligibility, before the apprentice(s) starts. This agreement includes providing an indication of how many apprentices they plan to recruit, with the support of AGE 16 to 24 and start with that particular training provider; this number may be amended at a later date.

Correct and timely applications must be submitted by a training provider who holds a direct Apprenticeship contract with the Skills Funding Agency, in line with guidance provided. Prime contractors may submit applications on behalf of their registered sub-contractors.

The application should be submitted at start.

Eligible employers can receive payment for up to 10 grants. Applications can be submitted at different times during the lifetime of the initiative and by one or more training providers.

The Skills Funding Agency will not accept any responsibility for applications that are not submitted, submitted late or incorrectly submitted by a training provider. Nor will it not accept any responsibility for incorrect information or advice provided by a training provider.

AGE 16 to 24 will be issued on a first come first served basis.

**When does an employer become eligible for payment?**

Eligible employers qualify to receive payment of AGE 16 to 24, value £1,500, once a qualifying apprentice has completed 13 weeks ‘in-learning’ on their Apprenticeship programme; as defined by the Skills Funding Agency’s programme funding rules and recorded on the Individual Learning Record submitted by the training provider; i.e. not just 13 weeks in employment.

The Skills Funding Agency will transfer AGE 16 to 24 funds to the training provider. It may take up to nine weeks after the 13 week qualification point for the funds to be processed and transferred to the training provider. The training provider must make arrangements to pay the funds to the employer within 30 days of receipt from the Skills Funding Agency.

Payment is a grant and exempt from VAT.

If the apprentice leaves or is dismissed before completing 13 weeks ‘in-learning’ as defined above the employer will not receive payment for AGE 16 to 24, even if they have completed 13 weeks in employment.

If the apprentice leaves or is dismissed after completing 13-weeks in learning, as defined above, the employer’s entitlement to AGE 16 to 24 remains. As defined in the AGE 16 to 24 Employer Agreement, employers are expected to provide ongoing employment to the apprentice, subject to satisfactory performance as an employee.

**What is the role of Strategic Partners?**

In some areas/sectors Strategic Partners have been funded by the National Apprenticeship Service to service AGE 16 to 24 payments to certain groups of employers. Specific payment processes may apply. Employers may be able to benefit from an enhanced payment funded by the Strategic Partner. Please refer to the relevant partner’s guidance for further information:

Liverpool City Region:
Eaudra.ross@knowsley.gov.uk; T0151 443 4682

Birmingham City Council:
www.birmingham.gov.uk/youngtalentforbusiness

Creative & Cultural Sector Skills Council: www.ccskills.org.uk/

Where AGE 16 to 24 is paid via a Strategic Partner it can not also be claimed via a training provider for the same learner and vice versa.

**Can I claim AGE 16 to 24 and grants offered by other organisations in connection with Apprenticeships?**

Employers need to refer to the initiatives’ guidance to establish if they meet their eligibility criteria.

An employer drawing down funds through DWP’s Youth Contract incentive to support the work programme is NOT eligible to claim support though AGE 16 to 24 for the same person.

**Next steps**

- Contact your local training provider
- Visit www.apprenticeships.org.uk to find out more about Apprenticeships
- Call the National Apprenticeship Service on 08000 150 600 to speak to an adviser
A Career in fishmongering can easily start with an Apprenticeship.

Careers Notes:
- Get paid while you learn and build a career!!
- Alternative to a full time College course!
- Hands on experience plus a national qualification!!

Intermediate and advanced!!

Must find out more Where?

There are apprenticeships available for assistants, supervisors and managers.

To find out more go to

www.seafoodacademy.org
or ask inside