



Jenny
Jefferies

Founder & Director of Fish24 CIC

I'm proudly supporting



#Fish24 2026



#Fish24
24
HOURS
IN FISHING & SEAFOOD
*in collaboration with **FISHING NEWS***

A photograph of two young girls standing on a sandy beach, holding hands and looking out at the ocean. The girl on the left has long blonde hair and is wearing a dark blue long-sleeved shirt with a white and pink floral pattern and dark blue leggings. The girl on the right also has long blonde hair and is wearing a pink patterned hooded jacket and a dark blue skirt with large pink polka dots. They are both barefoot. The ocean is dark blue with white-capped waves breaking near the shore. A small red boat is visible on the horizon. The sky is filled with heavy, dark blue and grey clouds, suggesting an overcast or stormy day. The word "Why?" is written in a white serif font in the upper right portion of the image.

Why?

£1M GAME
TODAY'S CITIES
ARE ON PAGE 98
(Total price paid over four weeks, 18p)
Multiple newspaper purchases required.

The Mail

MARCH 1, 2020 £1.80

ON SUNDAY

CRIPES!
As Boris and
Carrie reveal
she's pregnant,
the exclusive
inside story
of their love



SIX-PAGE SPECIAL

OH BABY: A stubbly Boris plants a kiss on Carrie's cheek in an Instagram snap – believed to have been taken in Mustique – she used to announce their happy news

**No10 brands senior mandarin who quit over Priti Patel row
'Sir Calamity', then major new Whitehall storm erupts...**

LEAKED EMAILS: BRITAIN DOESN'T NEED FARMERS

ONE of the Government's most senior officials has made the incendiary suggestion that Britain does not need its own farming industry.

In leaked emails obtained by The Mail on Sunday, powerful Treasury adviser Tim Leuning argues that the food sector is not 'critically important' to the economy – and that agriculture and fishery production 'certainly

EXCLUSIVE

By **Glen Owen** POLITICAL EDITOR

isn't'. In his astonishing remarks – which comes as the UK prepares to enter crunch post-Brexit trade talks with Donald Trump – Dr Leuning implies that the UK could follow

the example of Singapore 'which is rich without having its own agricultural sector'.

Dr Leuning is a long-standing colleague of Boris Johnson's No10 enforcer Dominic Cummings, and his intervention exemplifies the radical thinking within Boris Johnson's inner circle against bastions of the Establishment such as the Civil Service and the BBC.

These tensions at the top of Government

spilled over in astonishing public fashion yesterday when Sir Philip Rutman, the top civil servant in the Home Office, resigned following a clash with Priti Patel, citing a 'vicious and orchestrated' campaign against him.

In response, No10 sources branded Sir Philip 'Sir Calamity' and 'a poster boy for failure'.

FULL STORY: PAGES 10-11

The leaked emails also included fishermen!

Farming makes the headlines leaving the fishing narrative behind.

A modern epidemic of mass-misinformation.

The Daily Mail, 1st March, 2020

#Fish24 2026 Campaign Highlights

- Adrian Barlett's dedicated poem 'Dawn To Dawn'
- Jack Stein sharing a story using #Fish24
- Instagram 'lives' from fishing vessels by Mike Warner
- All devolved nations contributing
- Anyone and everyone engaged helping to make the campaign inclusive
- A variety of Ambassadors
- Caroline Voaden, MP for South Devon, wore the #Fish24 pin badge at a parliamentary meeting with former UK Fisheries Minister Dame Angela Eagle
- Fish24 officially became a CIC (Community Interest Company)





@fish24campaign
279 followers

17 Apr - 17 May 2026
30 days



Last 30 days ▾

18 Apr - 17 May

Reel views

27K

Accounts reached

12K

Likes

2.1K

Comments

67

Reposts

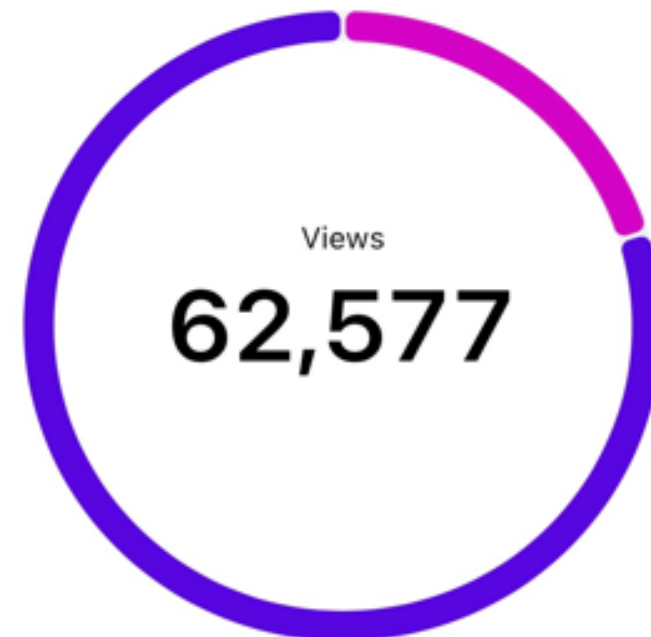
67

Shares

178

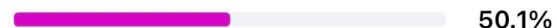
Saves

31

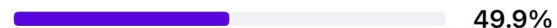


Gender

Men

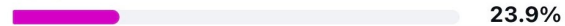


Women

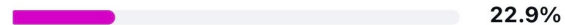


Top age ranges

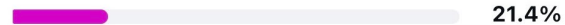
45-54



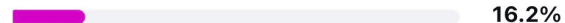
35-44



55-64



25-34

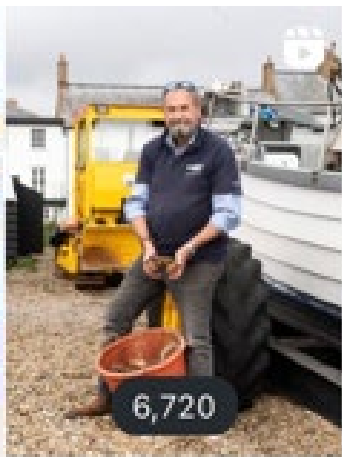


● Followers 20.2%
● Non-followers 79.8%

Accounts reached 12,361
+3,952.8%



7,388



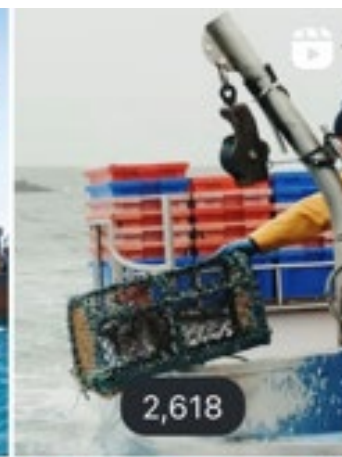
6,720



5,254



3,071



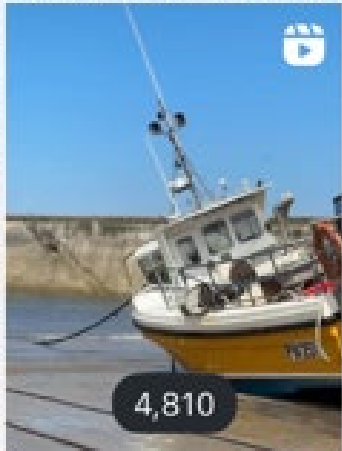
2,618



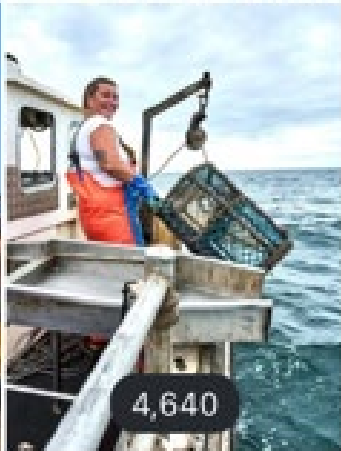
2,489



4,989



4,810



4,640



2,483



1,907



1,639



4,224



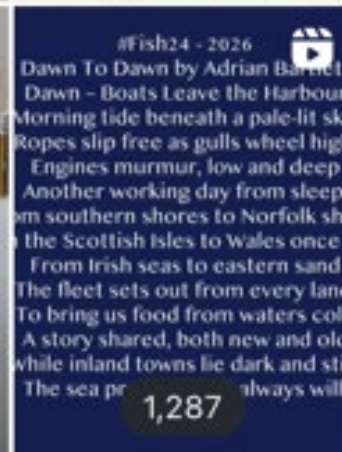
3,356



3,301



1,492

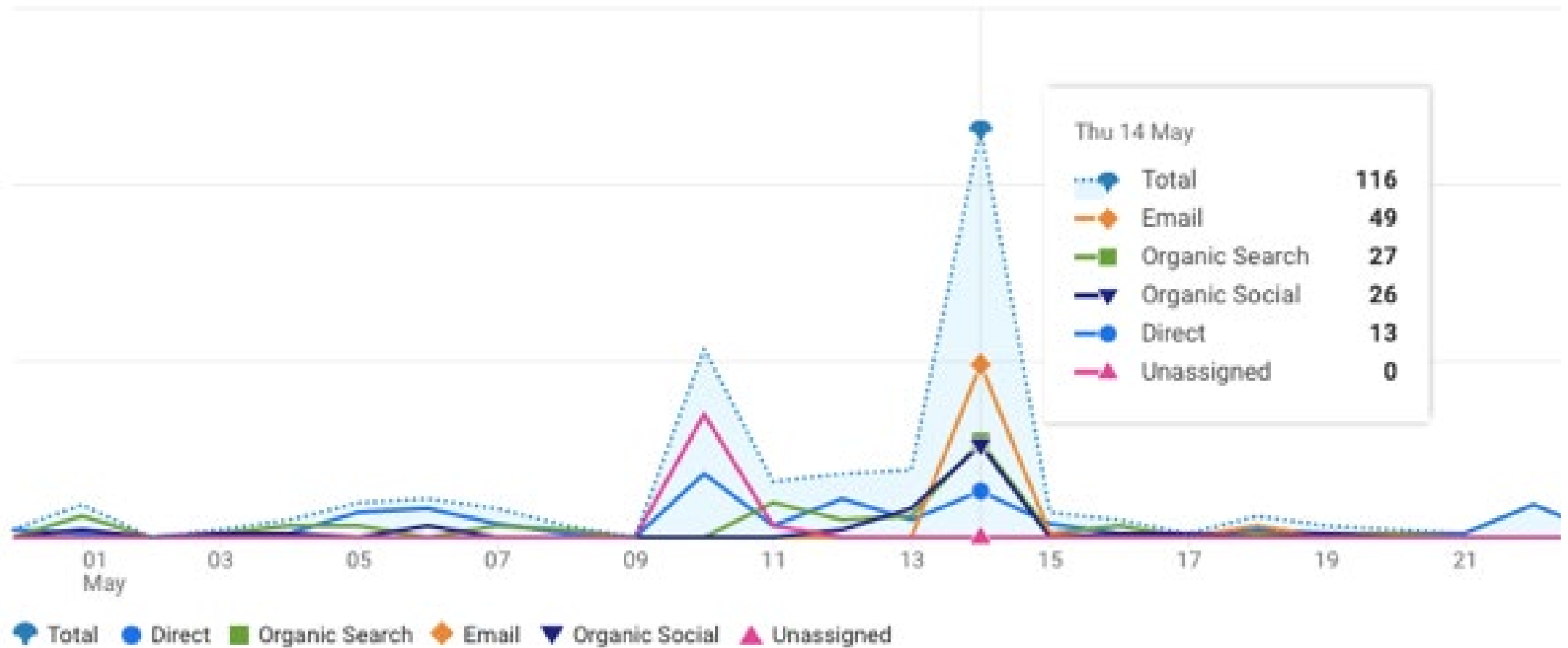


1,287



1,199

New users over time



The Power of Social Media

- It's free!
- Literally in our hands
- Opportunity for insights and collaborations
- Share YOUR story and show the world what you do, how you do it and why...



Reflections & Ideas

- Engage more with local fishermen and the consumer/general public
- Include additional culture e.g. music, literature, communities, events, collaborations
- Get featured in national press and on prime-time television to help spread the message of celebration, inclusivity and hope
- Obtain sponsorship (but possibly not a supermarket)
- More mainstream Ambassadors to cast a wider net



@APASSIONFORSEAFOOD



I would love to hear from you!

Award-winning Author, Food Columnist, Producer and Campaigner

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**If you would like to receive the 2026 campaign report and/or
consider sponsoring #Fish24 2027 please email Jenny Jefferies directly.**

The next #Fish24 will be on Thursday 13th May 2027

Thank you!



#FISH24