

Agenda Item C6
Communications Update
Kent and Essex Inshore Fisheries and Conservation Authority
Quarterly report for the period ending March 2014

The ability of Kent and Essex IFCA to communicate effectively with stakeholders goes beyond the two success criteria to which it directly relates (SC4 & SC7) insofar as it underpins our high level strategies because effective engagement is essential in order to deliver many of our core objectives.

Following a particularly busy autumn period the first few months of 2014 were relatively quiet from a Communications perspective. Much of the work that was conducted in this time was groundwork, not publicly visible, yet essential for the achievement of our long term goals. However, we still managed to make time to maintain and develop our ongoing Communications projects, and perhaps most significantly we built on our engagement methods by hosting a sustainability workshop.

What follows is a brief summary of the work conducted, the goals, and achievements within some of these workstreams during the past quarter.

- Work began in earnest on the new website during this period. Numerous meetings were held with designers, and proposals, drafts, and amendments passed forwards and backwards. Following approval of the final design the emphasis shifted to development. This phase was based on building a functioning version of the site. This also involved gathering and organising the visual content as well as drafting the written content. With a working model in place a mobile version of the website was then developed.
- We continued to build and develop our professional image by producing branded materials. These include pens, pads, mugs, and memory sticks. These are distributed as required at meetings and so forth.
- We took delivery of a second run of our Minimum size cards for anglers which had proven to be immensely popular. We also produced a second print run of our waterproof minimum size sticker. We are examining

options to obtain external funding for the stickers as they are quite expensive to produce.

- We continued to shoot and produce videos. These will be edited and available to view on our website but can also will be used in presentations and stakeholder meetings.
- The Sealife London Aquarium education package is now live and listed on their website. It centres around a classroom session on local fishery management based on Kent & Essex IFCA management of the cockle and whelk fisheries. Initial feedback from the Guest Experience team has been very positive and discussions are due to take place over the coming months on how we can build on this.
- We continued to produce articles and stories for external groups such as the Association of IFCA's and the Thames Estuary Partnership magazine, Talk of the Thames.
- The quarterly e-bulletin continues to go from strength to strength and the distribution list continues to grow. Positive feedback and requests to join the distribution list are commonplace in the days following publication. Its success has also been reflected by increased stakeholder attendance at the quarterly meetings.
- In February we hosted a two day workshop on sustainability in Dover. Whilst not a part of the Communications brief in its own right, it is important to report on it here as it demonstrates our commitment to engage with stakeholders and interested parties as outlined in SC7 (4).
- Our officers continued to distribute our posters and general information leaflet to shops and members of the public.
- We have committed to attend a major event at Brightlingsea in July which will see a number of renowned scientists including David Bellamy and our own Dr. Jane Heywood introduce the public to wildlife and marine habitats in the region.

These are the steps which KEIFCA have taken during this quarter to deliver on the Communication Strategy, and provide evidence that it is meeting SC4 (that IFCA's are recognised and heard) and SC7 (that IFCA's work in partnership and are engaged with their stakeholders).

Colm O'Laoi

IFC Officer | Communications | 1st Mate FPV Tamesis