



Agenda Item C6

Communications Update

Kent and Essex Inshore Fisheries and Conservation Authority Quarterly report for the period ending June 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.

During the quarter April to June the priority workstreams are often based on enforcement and survey work, so there are few new Communications projects to report on. However, this is also the period during which much of the Communications work of the preceding quarter comes to fruition.

What follows is a brief summary of the goals, and achievements within the communications brief during the past quarter.

- The main achievement was a culmination of a project conducted not over the quarter, but over an entire year. The beginning of May saw the launch of the new look Kent & Essex IFCA website, but it was far from merely a cosmetic change to bring about the new look. The entire website was redeveloped down to design, structure, and organisation. It was developed on a new "mobile friendly" platform and initial feedback has been extremely positive.
- We had a lot of positive press reports in local media in Essex including BBC Essex, East Anglian Daily Times, and the Gazette newspapers following the announcement of Joss Wiggins' MBE. We also got positive press coverage in the build up to the Bellamy in Brightlingsea event.
- 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 continued to shoot and produce videos. These have been edited and are available to view on our website. High resolution versions are also available for use in presentations and stakeholder meetings.
- 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 June we hosted a one day workshop in Ramsgate for members of DEFRA. The aim of the workshop, which included a visit to the harbour to see working vessels and the Fisheries Patrol Vessel Ken Green, was to give the delegates an insight into the fisheries, fishing methods, and fisheries management in the Kent and Essex district.
- Our officers continued to distribute our posters and general information leaflet to shops and members of the public.

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).

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