

Communications Update

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.

The last quarterly report made reference to the launch of the new website, which had been a significant workstream within the Communications brief for over a year. The success of the new website was immediately apparent, with positive feedback on appearance and content from stakeholders and other IFCA's alike. A major development within the new website is the ability to conduct detailed analysis on traffic, which allows us to monitor the performance of the website, and to further develop and tailor the content based on the requirements of visitors.

Figure 1 below shows the number of visitor sessions per week for the period, and further analysis reveals that 58.2% were new visitors, spending an average of 2 minutes 44 seconds, and viewing an average of 3.8 pages.

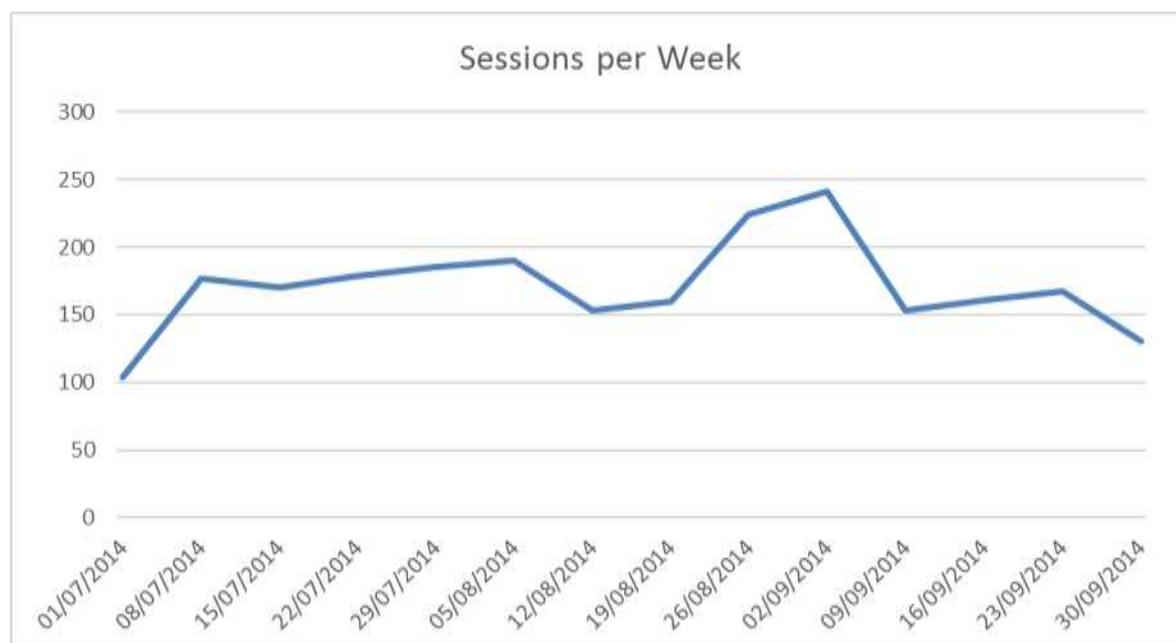


Figure 1- Number of visitor sessions per week for quarter July-September 2014

Other achievements during this period include

- Harbour days and festivals are a feature of the summer months. The patrol vessel Tamesis hosted a display of local marine species in Brightlingsea during a two day event organised by the British Naturalists Association (BNA). Professor David Bellamy was among the many people who came aboard the vessel in this event. KEIFCA also had a display at an evening event in Brightlingsea hosted by Professor Bellamy and other renowned naturalists.
- KEIFCA also had a stall and static display at the Leigh Festival in August.
- Press and media reports during this quarter included mentions and articles on BBC Essex, East Anglian Daily Times, and the Gazette newspapers. Many of the reports were about the Bellamy in Brightlingsea event, but KEIFCA were also mentioned in an article concerning a meeting to be held to discuss sole stocks in the Thames Estuary.
- The enforcement and survey work conducted during this period enabled us to continue to build up stock video footage. Over the coming months these will be catalogued and edited to produce high quality A/V content which will be available to view on our website. High resolution versions are also available for use in presentations and stakeholder meetings.
- 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 IFCAs are recognised and heard) and SC7 (that IFCAs work in partnership and are engaged with their stakeholders).

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