

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.

Following on from a busy summer in terms of survey and enforcement work, the principal task within the communications brief for this period was to assess and catalogue all the material (photos, video footage, etc.) gathered over the course of the summer. With this done work could then begin on the design and development of the next phase of informational material.

Work continued on the website, with the addition of news items as they arose, and adding content as it became available. Analysis of web traffic for the period shows the number of visitor sessions per week for the period, and further analysis reveals that 61% were new visitors, spending an average of 2 minutes 30 seconds, and viewing an average of 3 pages. This is a similar pattern to that observed in the previous quarter. What has become apparent is that there has been a significant and sustained increase in web traffic since mid December, and also that there is a noticeable increase in traffic in the few days before the quarterly meeting.

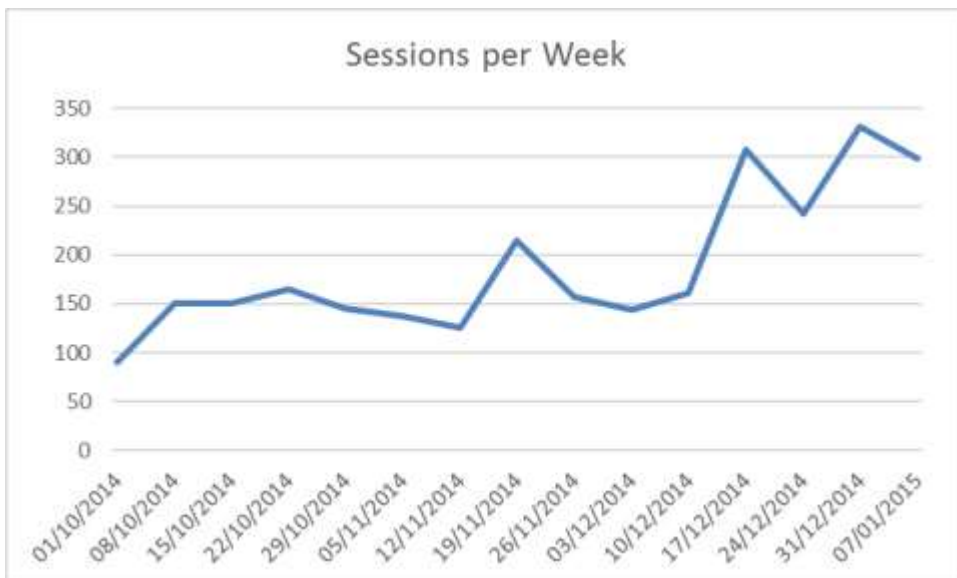


Figure 1- Number of visitor sessions per week for quarter July-September 2014

Achievements during this period include:

- A web based image library was established so high quality images are available to all staff. Images are listed in categories but have metatags attached so are also searchable. Guest access can also be granted to sections of it if required.
- A comprehensive list of KEIFCA video footage was compiled with details of footage captured and storage location.
- Press and media reports during this quarter included mentions and articles on East Anglian Daily Times, and the Gazette newspapers regarding proposals from a multi-agency meeting on the state of the Thames sole fishery, and on the story of a pod of pilot whales which entered the river Blackwater.
- 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 and as previously mentioned by an increase in web traffic to the KEIFCA site following distribution.
- Our officers continued to distribute our posters and general information leaflet to shops and members of the public.
- Thanet scouts beavers & cubs took part in an angling contest on Deal Pier. KEIFCA gave them some minimum size stickers, and a quantity of mugs and posters to distribute as prizes. Other events took place in Gravesend and on Southend pier
- Steve Colclough of the Institute of Fisheries Management gave a presentation at the November meeting. This was recorded and videos will shortly be available on the website.

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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