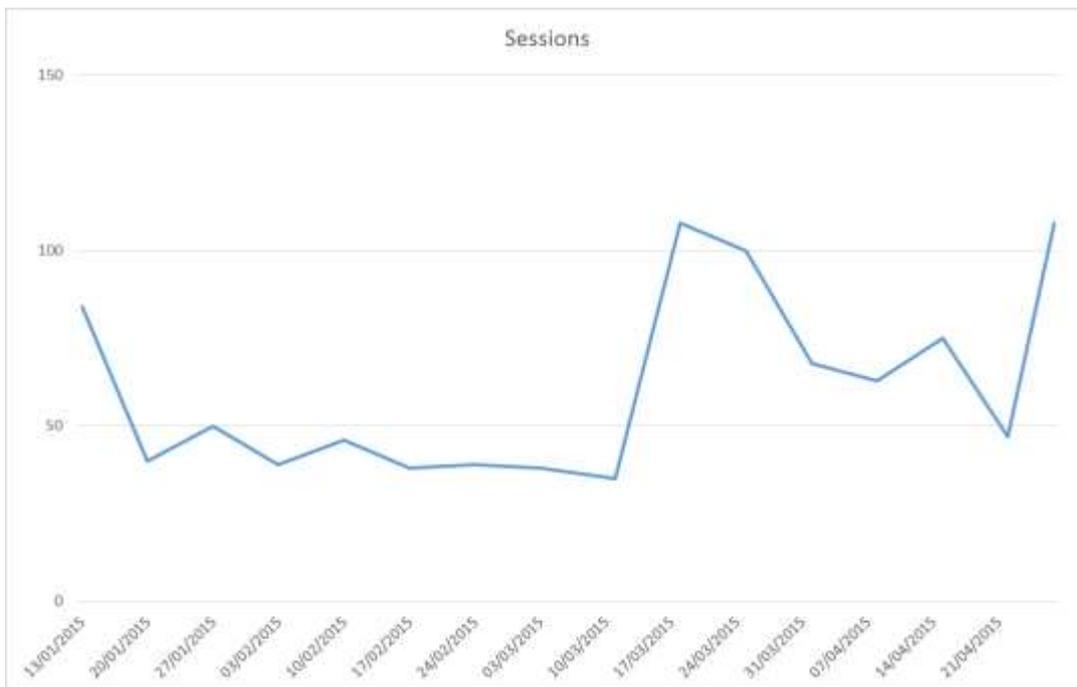


Communications Update

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.

This was a quiet period in relation to Communications. Many of the projects and resources developed as a result of the Communications Strategy are now in place and can be utilised as and when required.

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 58% were new visitors, spending an average of 2 minutes 30 seconds, and viewing an average of 3 pages. There was a particularly noticeable increase in traffic during periods of recruitment after which traffic returned to normal levels. There was a period of intense activity in mid-March after which traffic fell back to an elevated level. Key areas of interest in this period were vacancies and bass.



Achievements during this period include

- An enhanced search module was installed on the website. This enables users to search for text embedded within Authority papers and KEIFCA publications from the main website search box.
- The KEIFCA noticeboard in West Mersea was replaced with a high resolution full colour printed noticeboard.
- We continued to collect high quality images for use on the website and in publications.
- 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.

Kent and Essex IFCA did not feature in any press and media reports during this quarter

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'Laio

IFC Officer | 1st Mate FPV Tamesis | Communications