

Communications Update

April - June 2015

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 remained consistent with the upper levels achieved in the latter part of the previous period (350-400 visits per week), and further analysis reveals that 66% were new visitors, spending an average of 2 minutes 30 seconds, and viewing an average of 3 pages.

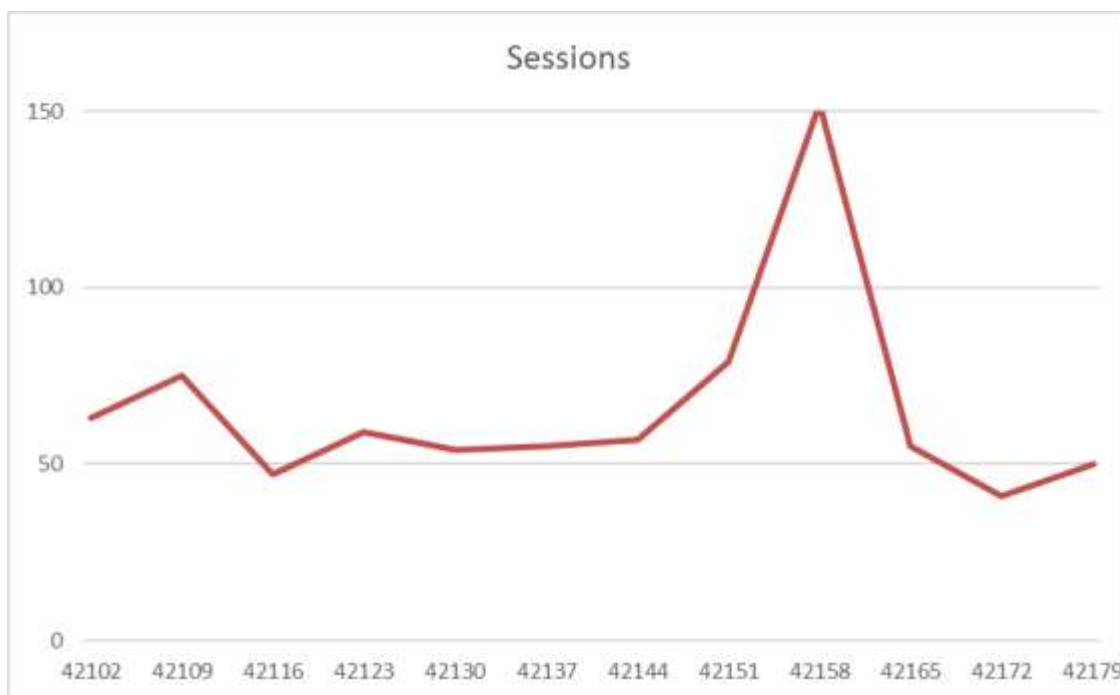


Figure 1- Number of daily visitor sessions for quarter Apr-Jun 2015

Achievements during this period include:

- KEIFCA joined Twitter and began tweeting news, updates, and photos of officers carrying out their duties. We currently have 81 followers with a good amount of positive feedback. Follow the tweets and updates @KentEssexIFCA
- We continued to collect high quality images for use on the website and in publications.
- Kent and Essex IFCA featured in the Clacton Gazette newspaper following the successful prosecution of a Brightlingsea fisherman for trawling with an over-powered vessel. KEIFCA also featured in the Canterbury Times and other Kent papers when officer Angharad Purcell was pictured with Sir Terry Wogan whilst on shore patrol in Whitstable harbour
- 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.

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

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