

Communications Update

July - September 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 with officers concentrating on enforcement and MPA duties. Furthermore many of the projects and resources developed as a result of the Communications Strategy are already 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 dropped to 270 visits per week in August but was back over 400 by mid-September. The visit pattern remained relatively consistent with 69% new visitors spending an average of 2 minutes 30 seconds, and viewing an average of 2.6 pages.

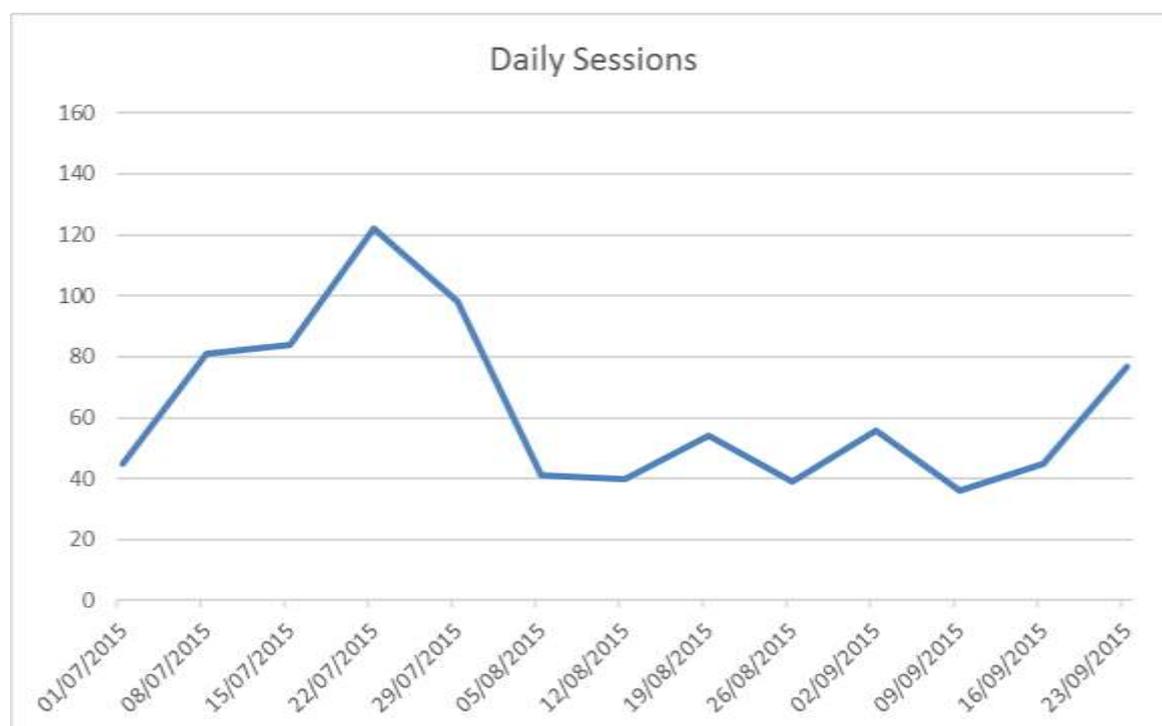


Figure 1- Number of daily visitor sessions for quarter July to September 2015

Achievements during this period include

- The social media campaign took off during the period KEIFCA issued 39 tweets, making 18791 impressions and gained 39 new followers.
- KEIFCA officers attended the Leigh Fish Festival to meet stakeholders and the public alike, and to provide information on the work of the Authority.
- The quarterly e-bulletin is now sent to over 200 stakeholders prior to each quarterly meeting, though the growth rate has slowed. The success of the newsletter has 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 leaflets to shops and members of the public. The laminated minimum size cards and vinyl labels continue to be popular amongst the angling community, and an additional print run was commissioned after changes were made to the minimum landing size of Bass.
- KEIFCA officers continued to collect high quality video images for use on the website and in publications.

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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