

**Agenda Item C6
Communications Update
October-December 2015**

The ability of Kent and Essex IFCA to communicate effectively with stakeholders goes beyond the success criteria to which it directly relates (SC1) insofar as it underpins our high level strategies because effective engagement is essential in order to deliver many of our core objectives.

Much of the communications effort during this period concerned developing existing resources, and creating additional content for the website. Much of this work was carried out within the individual work streams on Marine Protected Areas, the Medway Nursery Area, and the education brief.

Work continued on the website as significant content and information on Marine Protected Areas was added. A structure was put in place for the new Learning Zone aimed at teachers and Key Stage 1, 2, and 3 pupils.

Analysis of web traffic for the period shows the number of visitor sessions averaging over 300 per week, up significantly on the same period last year. The pattern of visitors to the remained relatively consistent with 62% of sessions being new visitors, and each session lasting an average of 2 minutes 20 seconds, and viewing an average of 2.6 pages.

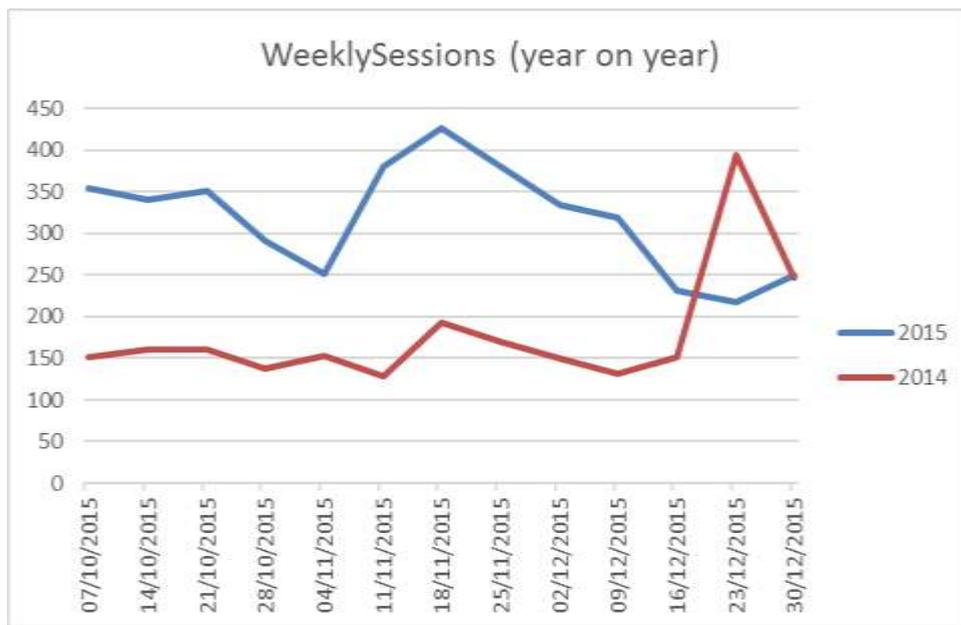


Figure 1- Website daily visitor sessions Oct-Dec year on year

Other achievements during this period include:

- The social media campaign took off during the period KEIFCA issued 21 tweets, making 12731 impressions and gained 35 new followers.
- Officers produced and released a video on the Medway Estuary no-take zone, and began producing a range of follow up material. The video can be viewed [here](#)
- 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 SC1 (that IFCA's are recognised and heard, balancing the economic needs of the fishery whilst working in partnership and engaging with stakeholders).

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