

Communications Update

January – March 2016

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 workstreams on Marine Protected Areas, the Medway Nursery Area, and the education brief.

Year on year analysis of web traffic for the period shows significant fluctuation in visitor numbers both years with recruitment being a likely driver for the increase in traffic. The baseline however appears to show a substantial increase with visitor sessions averaging 300 per week, up from 200 per week in the same period last year. Engagement with the website has also showed an increase with the average duration of each session now being over 3 minutes, and viewing an average of 3 pages. In addition, over 43% of sessions were return visits. The top search terms during this period were "whelks", "bass", and "byelaws".

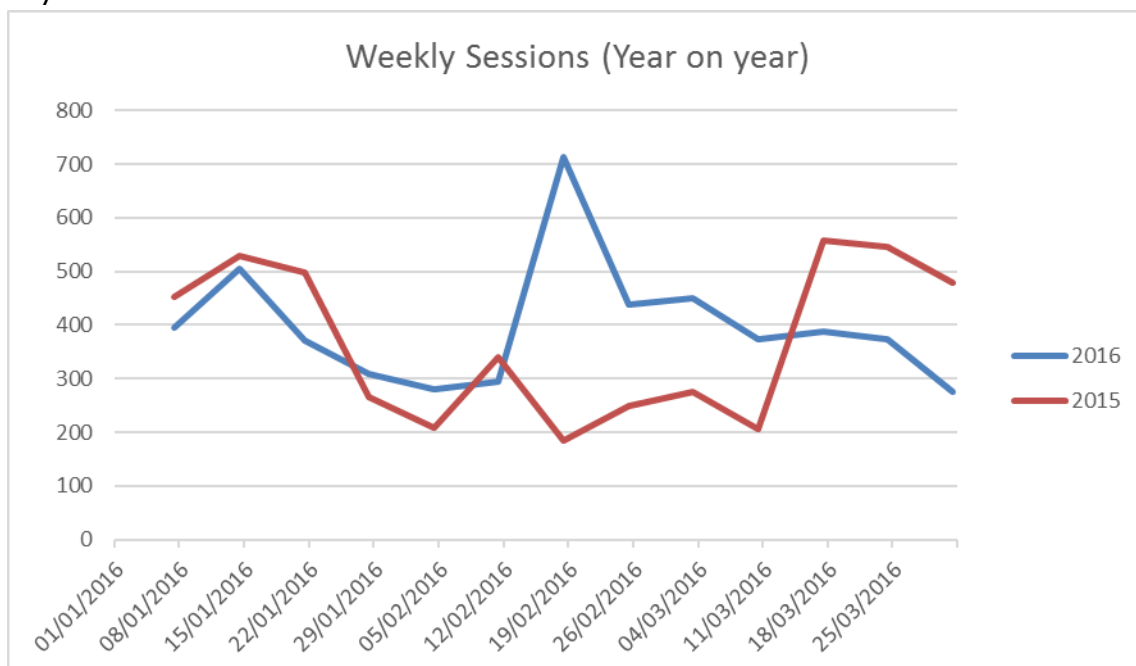


Figure 1- Website daily visitor sessions Jan-Mar year on year

Other achievements during this period include

- The social media campaign took off during the period KEIFCA released 19 tweets, making 9813 impressions and gained 47 new followers.
- Website development continued as additional content was added on Marine Protected Areas and the Learning Zone
- Educational material and resources continued to be developed and resource packs for teachers were added to the library at Canterbury University.
- A video on the Medway Estuary no-take zone continued to be distributed, and a range of follow up material for the River Festival was developed. 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 (IFCAs are recognised and heard, balancing the economic needs of the fishery whilst working in partnership and engaging with stakeholders).

Colm O'Laoi

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