

Agenda Item C5

Communications Update

April-September 2016

Under the revised success criteria introduced for 2016-2017 the ability of Kent & Essex IFCA to communicate their vision and duties effectively with stakeholders, regulators, and the public is the cornerstone of Success Criteria 1

IFCAs are recognised and heard, balancing the economic needs of the fishery whilst working in partnership and engaging with stakeholders.

This period saw the culmination of a significant workstream with the participation of KEIFCA in the Medway River Festival to publicize the no-take zone. This event was centred around a large art installation consisting of over 2000 fish which were decorated by the public and put up along the riverbank. There were also a number of information and activity tents, and a large touch tank containing lobsters, crabs, and other marine species from the district.

Pictures of the event can be seen on the website at <http://www.kentandessex-ifca.gov.uk/im-interested-in/medway-river-festival-get-involved/>.

KEIFCA also had John Worrall, a reporter for Fishing News on board Tamesis to take a closer look at the Thames Estuary cockle fishery. We expect his feature to be published in the near future.

KEIFCA had a significant social media presence over this period with over Tweets making over 30,000 impressions and 42 retweets. KEIFCA also created a Facebook page specifically for the Medway River Festival. This was used as a marketing tool to publicise the event and to post photographs after the event.

Year on year analysis of web traffic for the period shows significant fluctuation in visitor numbers from day to day however year on year the overall pattern is very similar. Visits to the site are down on the same period last year though the weekly average is still in the region of 300 sessions per week. Engagement remained reasonably constant with the average duration of each session now being almost 3 minutes, and viewing an average of 3 pages. In this period only 31% of sessions were return visits compared with 44% in the previous quarter. The top search terms during this period were "whelks", "bass", and "licence".

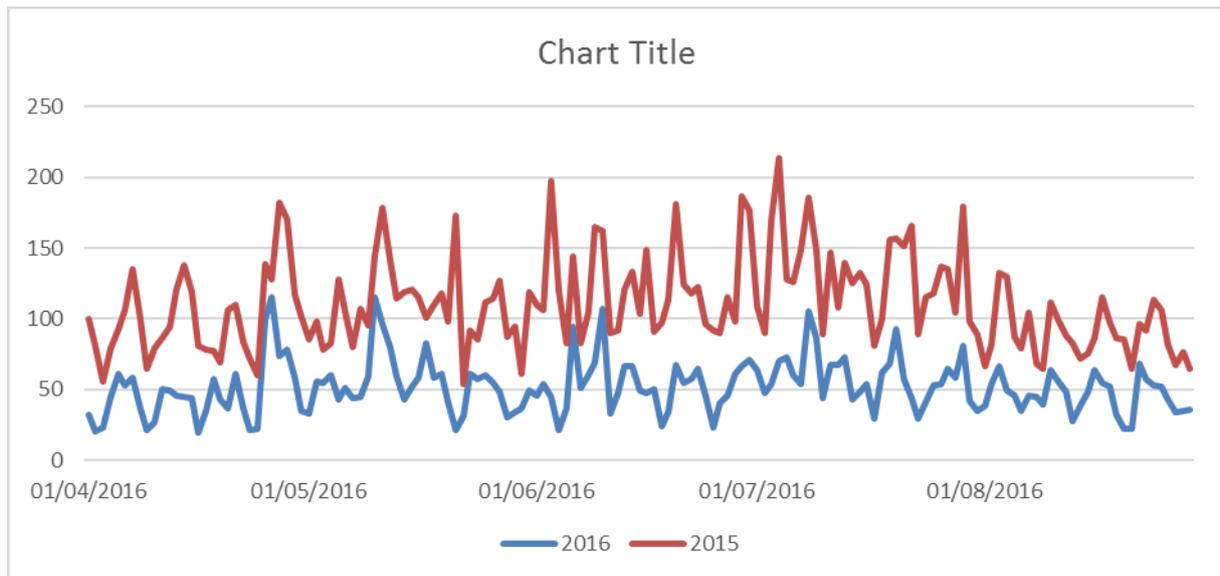


Figure 1- Website daily visitor sessions April-September year on year

Other achievements during this period include

- 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.
- 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.

Colm O’Laoi

Skipper FPV Tamesis | IFC Officer