

Agenda Item C4

Communications Update

Kent and Essex Inshore Fisheries and Conservation Authority

Quarterly report for the period September to November 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.

As is the norm for this time of year, enforcement and survey duties are very much the top priority for officers, and consequently there is less emphasis placed on the Communications workstreams. Much of the groundwork for the strategy is already in place and things such as the website have many resources available to the public and require minimal work to keep it current and relevant. Nonetheless there were still a number of significant achievements in relation to the Communications brief during the three months leading up to this meeting:

- KEIFCA had journalists from the BBC on board Tamesis to take a closer look at the River Medway No Take Zone. We hope that this will be aired in the near future.
- An article written by John Worrall following his trip on Tamesis to see the Thames Estuary cockle fishery was published during this period.

Social media engagement was down over this period as KEIFCA only released six tweets though this still resulted in making over 7400 impressions and 18 retweets. Our audience continues to grow as we now have 260 followers, 89% of whom are based in the UK

Analysis of web traffic for the period shows significant fluctuation in visitor numbers from day to day, however in comparison to the previous three months the overall pattern is very similar. Visits to the site average between 300 and 400 sessions per week. Engagement remained reasonably constant with the average duration of each session now being approximately two and a half minutes, and viewing an average of three pages. As with the previous period, return visits in this period made up 31% of the total. There was a slight issue with the domain registry in September which meant no traffic for a period of almost two days, but this was offset by a significant spike a few days later as two vacancies were posted on the site. The top search terms during this period were "herring", "bass", and "byelaws".

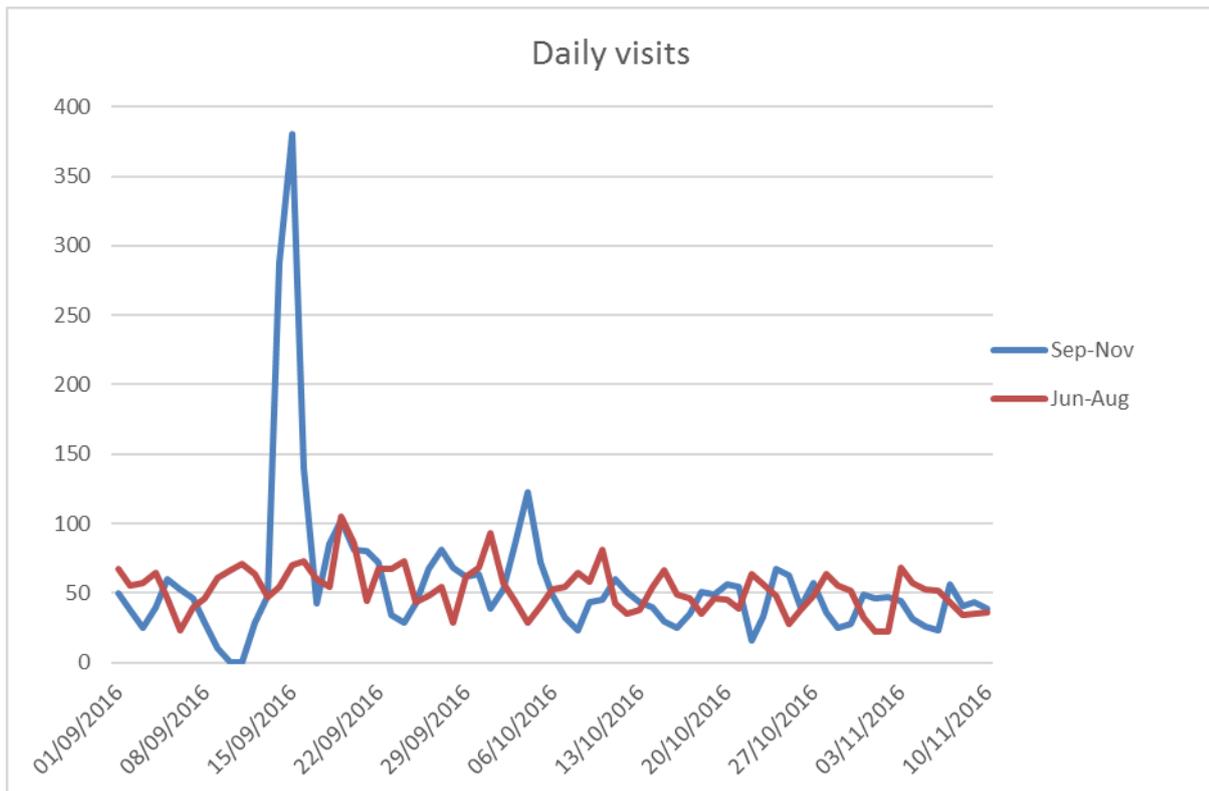


Figure 1- Website daily visitor September to November

Other achievements during this period include

- Website development continued as additional content was added on Marine Protected Areas and the Learning Zone
- KEIFCA have produced a minimum size sheet which will be published in the Brightlingsea harbour tide tables for 2017 and will be distributed by the Harbour office and other local businesses
- Educational material and resources continued to be developed and resource packs for teachers were added to the library at Canterbury Christ Church 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.

Colm O’Laoi

Skipper FPV Tamesis | IFC Officer